

800-number" actually goes to a company in California, which manages and services the kiosks. A flyer on the kiosk program is attached.

- (2) San Antonio has opened a service center, staffed by 4 persons from the Public Information and Community Relations Office, at a shopping center in a central location. At this service center, customers can get information on city programs and services, and can transact certain services (list of services attached); more transactions can take place at the service center than at the kiosk. Example transactions include: obtaining a birth certificate, paying a traffic/parking ticket, getting a copy of an immunization record.
- (3) A newsletter is developed and distributed every two months to each neighborhood association in the city. It is hoped that the neighborhood association will use this information in its newsletters to neighborhood association members.

CAMBRIDGE'S PROGRAM:

The City has released a request-for-proposals (RFP) to hire a consultant to assist the City in developing a comprehensive public information program appropriate to this city. Proposals are due on October 23, 1997. Once proposals are received, the City will evaluate the proposals and award a contract.

The RFP requires that the consultant work with the City to develop a program that includes optimal methods for the City to communicate information to the public - at city-wide, neighborhood and individual constituent levels. The consultant will conduct an operations and resource assessment and make recommendations on how the City can best meet its public information needs.

Program elements the consultant must consider and make recommendations on include, but are not limited to:

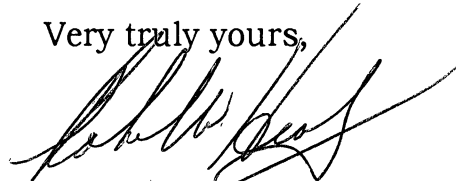
- (1) Most effective systems/staffing for communicating with the press, i.e. from a centralized point, or from disparate points. This should address crisis and non-crisis situations.
- (2) How the City can best promote its services, programs, events.
- (3) Optimal use of the Internet, and how this resource should best be managed internally.

- (4) Use/deployment of public access computer terminals or kiosks.
- (5) Development of a city newsletter.
- (6) How information on city services can best be communicated in public buildings and facilities. For a few prominent facilities (e.g. City Hall, the Cambridge Common), it has been suggested that a person (or ranger) be permanently assigned to answer questions, and perhaps enforce laws (e.g. bicycle helmets).
- (7) Staffing recommendations: responsibilities that may be assumed by existing staff, and/or need for additional personnel.
- (8) Implementation Plan, with estimated costs to the City.

Recommendations will be in the form of a report to the City. The contract must be completed with 6 months of contract award.

I will keep the City Council apprised of the progress of the City's new Public Information Program.

Very truly yours,



Robert W. Healy
City Manager

Attachments: San Antonio's Kiosk & Service Center programs

Community Link Kiosk

Your Personal Connection to City Hall

The City of San Antonio's customers, the citizens, are always looking for a non-complicated point of contact. The City is striving to achieve that by moving a variety of City Hall services closer to the citizens via the Community Link Kiosks.

This initiative is the first of its kind in the country.

Three computer kiosks will be unveiled Friday, September 19 at 2:00 p.m. in Ingram Park Mall (downstairs in front of the Disney Store near Center Court), Windsor Park Mall (downstairs in front of the Dillard's Homestore) and South Park Mall (Near Lerner's and to the left of the center court fountain). North Star Mall is a future site coming on-line this Fall.

Services offered include:

- **Internet Access to City of San Antonio Homepages**
- **Print-out of Homepage screens**
- **Purchase of garage sale permits with credit card**
- **Payment of City parking and speeding tickets by credit card**
- **Display of information about Municipal Court operations**
- **Payment of City property taxes and liens by credit card**
- **Print-out of personal tax roll information**
- **Reservation and rental of City park facilities by credit card**
- **Request for mailed copies of immunization records**
- **Display of available City jobs**
- **Print-out of City job applications**

**For more information contact:
Office of Community Relations
(210) 207-3312**

Las Palmas Community Link Service Center

Services Available to Citizens

In an effort to improve customer service, the City is moving a variety of City Hall services closer to the citizens via the Community Link Service Center in the Las Palmas Shopping Center. The Service Center will be staffed by four customer service professionals who will provide the following services.

Building Inspections

- Garage sale permits

Code Compliance

- Complaint intake

Community Initiatives

- Information distribution

Finance

- Tax collections

Health

- Sale of immunization records
- Sale of pet licenses
- Information distribution

Human Resources

- Job listings
- Job application intake
- Information on employee benefits

Municipal Courts

- Fine collections
- Court operations information

Parks and Recreation

- Registration for various programs, such as the CO.

Public Works

- Complaint Intake
- Recycle bin orders
- Information on brush pick-up schedule

Purchasing

- Application for City vendor lists

Address

- 803 Castroville Rd. suite 132, near City Public Service and San Antonio Water Systems Service Centers

Hours of Operation

- Monday through Friday 8:00 a.m. to 6:00 p.m.
- Saturday - 10:00 a.m. to 6:00 p.m.
- 4 customer service professionals on staff



CITY OF CAMBRIDGE
CAMBRIDGE, MASSACHUSETTS 02139

TEL 349-4300
FAX 349-4307



EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

October 20, 1997

To the Honorable the City Council:

In response to Awaiting Report #10 regarding San Antonio's new public communication program and on the implementation of Cambridge's new public information program, please be advised of the following:

SAN ANTONIO'S PROGRAM:

A member of my staff contacted San Antonio's Public Information Officer and learned about the "The Showcase of City Programs" as well as other elements of San Antonio's public information program. San Antonio, with 11,000 employees and a population in excess of 1 million persons, has a Public Information and Community Relations Office with a 14 person staff.

The "The Showcase of City Programs" exhibit was originally developed for the National League of Cities Conference. It consists of 25 departmental booths presenting a sampling of department programs and operations. The City Manager then decided to take the exhibit out to 4 malls in the city. The exhibit was displayed over one weekend at each mall. Employees volunteered to staff departmental booths on rotating shifts. The public information officer feels the program was very successful and plans to place the exhibit again in malls in January.

San Antonio's overall program, called "Community Link," has three primary elements:

- (1) Computer kiosks, unveiled on September 19th, are located at 4 malls at which users can learn about city programs and services (though access to San Antonio's homepages on the Internet) and at which users can transact certain services (i.e. paying traffic tickets with a credit card). The kiosks are not staffed, but have a telephone and a "1-800 number" to call in case of problems and malfunctions. The "1-

Consent Agenda #9

5-633

Relative to Awaiting Report Item Number
Ten, regarding San Antonio's new public
communication program and on the
implementation of Cambridge's new public
information program.

In City Council October 20, 1997

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