



10.

CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager

Richard C. Rossi, Deputy City Manager

July 29, 2002

To The Honorable, The City Council:

In response to Awaiting Report Item No. 02-55, regarding a report on a plan to develop public information cable television spots, please be advised of the following:

Public Information Officer Ini Tomeu, met with Calvin Lindsay, Cable Office Director, and Julia Bowdoin, Assistant to the City Manager, regarding development of Cable public information spots on general topics, such as traffic safety, literacy, etc. Two areas have been identified to focus on initially for the August/September time period:

1. Back to School Safety tips - when walking to the bus and using crosswalks and;
2. Bike/pedestrian safety - reminding cyclists that they are subject to the same laws as drivers.
3. For October, we will develop a literacy type message, though sometimes national campaigns do address this topic. If that is the case, we can localize it more to Cambridge.
4. Looking ahead to winter, we can develop a spot on snow emergencies and sidewalk snow removal requirements.

Very truly yours,

Robert W. Healy
City Manager

RWH/mec

S-218

Consent Agenda #10

Awaiting Report Item
Number 02-55, regarding a
report on a plan to develop
public information cable
television spots.

In City Council July 29, 2002

**REFERRED TO CABLE TV,
TELECOMMUNI-CATIONS
AND PUBLIC UTILITIES AND
GOVERNMENT OPERATIONS
COMMITTEES ON MOTION
OF COUNCILLOR DECKER.**