



City of Cambridge

1.

IN CITY COUNCIL

December 22, 1997

COUNCILLOR DUEHAY
COUNCILLOR DAVIS
COUNCILLOR GALLUCCIO
COUNCILLOR TRIANTAFILLOU

ORDERED: That all items pending before the City Council and not acted upon by the end of the 1997 legislative session be placed in the files of the City Clerk without prejudice, subject to recall by any member, provided that those proposed ordinances which have been passed to a second reading, advertised and listed under "Unfinished Business," and further provided that any items pending in committee may, at the discretion of the committee, be forwarded to the next City Council.

In City Council December 22, 1997.

Adopted by the affirmative vote of eight members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

A handwritten signature in cursive script, reading "D. Margaret Drury".

ATTEST:-

D. Margaret Drury
City Clerk

CITY COUNCIL
CITY OF CAMBRIDGE

December 22, 1997

INTRODUCED BY CITY MANAGER ROBERT W. HEALY

AN ORDER CONCERNING APPROPRIATIONS FOR THE FISCAL YEAR BEGINNING JULY 1, 1997

ORDERED: That in addition to sums previously appropriated by the City Council for the fiscal period 1997-98 the following sum is hereby appropriated in the General Fund of the City of Cambridge:

FUNCTION	DEPARTMENT OR PROGRAM	SALARY \$ WAGES	OTHER ORDINARY MAINTENANCE	TRAVEL & TRAINING	EXTRAORDINARY EXPENDITURES	APPROPRIATIONS
General Government	Executive		\$35,000			\$35,000.00

BE IT FURTHER ORDERED: That the above acceptance and appropriation in the General Fund be financed by estimated revenues drawn from the following sources:

FINANCING PLAN	REVENUE
Free Cash	\$35,000.00



CITY OF CAMBRIDGE
CAMBRIDGE, MASSACHUSETTS 02139

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15.

EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

December 22, 1997

To the Honorable, the City Council:

I am hereby requesting a supplemental appropriation of \$35,000 to the General Fund Executive Department Other Ordinary Maintenance Account; this appropriation, which supplements the \$25,000 approved in the FY98 Budget, will be used to hire a consultant to assist the City in developing a public information program. The revenue to support this appropriation will come from Free Cash.

The City has engaged McDermott/O'Neill and Associates to conduct an operations and resource assessment and make recommendations on how the City can best meet its public information needs. The approach that McDermott/O'Neill will use is as follows:

- Research and Assessment: This phase will include interviews with City officials, staff, representatives of the tourism industry and the media; focus groups with residents, companies and major institutions; an assessment of communications vehicles, materials and procedures as well as how the city is portrayed in local and national media; comparisons with systems and materials from other municipalities including presence on the Internet; and a case study assessment of performance during "crisis" and results.
- Identification of Needs and Opportunities: Following the research phase, the firm will identify key issues and needs for Cambridge, will identify optimal use of different communications vehicles, and will create different scenarios with potential costs/benefits.
- Recommendations: In this phase, the firm will prepare findings and recommendations; determine costs, personnel needs and abilities, structure, roles and responsibilities; and create potential communications formats and desired messaging about the City that should be communicated to all audiences through these vehicles.
- Implementation: The final phase will include training for personnel, and the assistance with the start-up as necessary.

Recommendations with budgetary implications will be included in the FY99 recommended budget to the City Council.

Very truly yours,

Robert W. Healy
City Manager

Relative to an order requesting a supplemental appropriation of \$35,000 to be used to hire a consultant to assist the City in developing a public information program.

In City Council December 22, 1997

Charter Right
exercised by
Councillor Toomey

PLACED ON FILE

pursuant to
Order #1 and
end of legislative
session