



Legislation Text

File #: 62678, **Version:** 3

The proposed resolution accepts the final report and recommendations of the President's Work Group to Review Council Communication Tools & Processes. The resolution adopts the recommendations listed under "Priority Recommendations" and expresses the Council's expectation that the recommendations will be implemented.

The Common Council, Attorney's Office, and Information Technology are identified as agencies involved with the implementations. At this time exact costs cannot be determined but it is expected there will be staff time involved, including potential overtime. IT has identified that some of the recommendations may require capital budget appropriations. IT has also identified approximately \$20,000 in annual costs for a social media management tool and a system to manage electronic public comment.

Implementation of these recommendations may require future appropriations.

Accepting the final report and recommendations of the President's Work Group to Review Council Communication Tools & Processes.

WHEREAS, the President's Work Group to Review Council Communication Tools & Processes was created by Resolution, Legislative File No. 56505 and adopted by the Common Council on July 16, 2019; and,

WHEREAS, work group members included Ald. Grant Foster (chair), Ald. Patrick Heck, Ald. Max Prestigiacomio, Ald. Arvina Martin and former members Ald. Barbara Harrington-McKinney, Ald. Lindsay Lemmer, Ald. Donna Moreland and Ald. Keith Furman and was staffed by Lisa Veldran, Common Council Staff, and assisted by Eric Olson, Web Manager from the Information Technology Department; and,

WHEREAS, the work group first convened on August 12, 2019 and met over a series of twenty-three (23) meetings that provided an opportunity for alders to understand, discuss and develop recommendations around Council communications tools and processes with the desire to improve alder communication to city residents; and,

WHEREAS, the work group was tasked with reviewing:

- Alder Blog & email subscriptions
- Alder Home Page
- How Alders share content via social media
- Use of calendars for meetings and events
- Templated/prepared content
- Sharing of updates generated by city agencies
- Other communication tools and processes as identified by the work group; and

WHEREAS, the final report contains a number of work group findings including broad recommendations in the following focus areas:

1. Alder Blogging Tool, Content, and Subscription
2. Alder Emails To/From Residents
3. Broadening Communication Audiences and Social Media
4. Adjustments to Information Available to Alders and Residents

5. Registration for and Input at Public Meetings; and

WHEREAS, the report specifically identifies several Priority Recommendations forwarded for immediate confirmation and action by the Common Council in the following areas:

1. Implement new blog tool for use by alders as recommended and approved by CCEC
2. Adopt the draft social media policy and proceed with social media pilot
3. Define common council staff role in regards to communications and expand common council communication support for alders
4. Implement communication related TFOGS recommendations; and

NOW, THEREFORE, BE IT RESOLVED, that pursuant to M.G.O. § 2.27(4) the Common Council accepts the final report of the President's Work Group to Review Council Communication Tools & Processes, and

BE IT FURTHER RESOLVED, that pursuant to M.G.O. § 2.27(3) the Common Council adopts the priorities listed under "Priority Recommendations" on pages 21 and 22 of the final report of the President's Work Group to Review Council Communication Tools & Processes, and

BE IT FINALLY RESOLVED that adopting the portion of the report containing the priority recommendations means that the Common Council agrees with those enumerated priority recommendations, adopts them as the policy of the City, and expects the City, Agency, and Staff to follow and implement them.