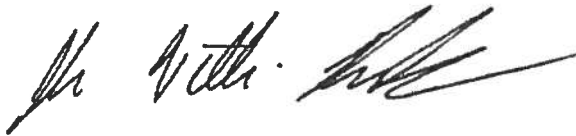


CITY OF BETHLEHEM
Inter-Office Memorandum

SUBJECT: Engaging Bethlehem - Resolution
TO: Members of City Council
FROM: J. William Reynolds, President of Council
DATE: February 2, 2017

Attached is a proposed Resolution to establish a working group related to social media.

I would ask the Members of Council to consider the Resolution at the Tuesday, February 21, 2017 City Council Meeting.



J. William Reynolds, President of Council

cc: John F. Spirk, Jr., Esq.

RESOLUTION NO. 2017-

ENGAGING BETHLEHEM

WHEREAS, The City Council (“City Council”) of the City of Bethlehem (“City”) believes opportunities exist for the City to collaborate with interested members of the public and community partners to enhance the City’s use of social media and networking technologies in order to deliver more responsive, interactive, and cost-efficient services to City residents;

WHEREAS, City Council wishes to build on and sustain the significant progress made by Mayor Donchez, his administration, and various City departments and bureaus in utilizing social media to communicate with City residents;

WHEREAS, City Council believes that reaching out to the community for input and ideas related to social media, open data, and online analytics will support forward-thinking, data-driven decision-making as to how the City can most efficiently interact with its residents in today’s constantly changing online environment, and City Council endorses this policy goal;

WHEREAS, pursuant to the Bethlehem Charter Commission Report of Findings and Recommendation, dated July 27, 1959, which sets forth the City’s current form of government, City Council is charged with establishing the policies by which the City is governed; and

WHEREAS, City Council wishes to establish a social media working group to perform the functions described below.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bethlehem, as follows:

1. *Establishment of Social Media Working Group.* Within thirty (30) days of the adoption date of this resolution (“Resolution Date”), the President of City Council shall consult with the Mayor and his administration and appoint individuals to serve on a social media working group (“Social Media Working Group” or “Working Group”). The Working Group may include and/or interface with any individuals or entities City Council thinks appropriate in consultation with the Mayor and his administration, including without limitation, members of the public, outside organizations, elected officials, and representatives from City offices. Following the Working Group’s establishment, City Council shall provide the Working Group with guidance on the desired scope and contents of the Working Group Documents (defined below).

2. *Working Group Functions.* The Working Group’s primary functions shall include the following, without limitation: (1) research municipal social media best practices; (2) prepare Working Group Documents; (3) prepare recommendations for incorporating open data and online analytics into City social media operations; (4) recommend legislative action, if any, and perform other tasks as requested related to City social media; (5) prepare status reports and presentations for City Council and the public; and (6) actively engage and collaborate with

interested members of the public and community stakeholders to provide a forum for the development of ideas focused on using social media and technology to make City service delivery more efficient and responsive.

3. *Working Group Documents and Public Presentation.* Within six (6) months from the Resolution Date and after engaging with interested members of the public and community stakeholders, the Working Group shall submit a draft social media report and/or plan with any supporting documentation (“Working Group Documents”) to City Council and present them to City Council at a public meeting.

4. *Legislative Documents.* If legislative action is deemed appropriate by City Council, the Working Group shall consult with the City Council Solicitor, the City Solicitor, and the Mayor and his administration and recommend proposed legislative documents, including, without limitation, proposed ordinances and/or resolutions and supporting documents (together, “Legislative Documents”). The Working Group shall submit drafts of any proposed Legislative Documents to City Council within one (1) year of the Resolution Date.

Sponsored by: _____

ADOPTED by Council this _____ day of _____, 2017.

President of Council

ATTEST:

City Clerk