

**Date:** November 28, 2022  
**Amount:** N/a  
**Account Number:** N/a

**EXPLANATION TO COUNCIL BILL**

**ORIGINATING DEPARTMENT:** City Manager's Office

**PURPOSE:** Authorize an amendment to Article IV "Departments of Chapter 2 "Administrative Code," of the Code of Ordinances to add a new Division 12 titled "Communications and Community Engagement Department" to provide for the creation of a communications and community engagement department and Section 2-199 "Functions" to move the functions of the Technology Division to the newly-created department.

**REMARKS:** The Communications and Public Information Division currently exists as a division of the City Manager's Office. As public communications have evolved the role of the Communications and Public Information Division has changed and the division has taken on increasing responsibility for management of television and streaming broadcast, management and facilitation of social media, in-house video production, brand development, development of complex communications strategies, and organization and facilitation of public outreach and events.

The proposed ordinance modifies the Code of Ordinances and authorizes the creation of a new Communications and Community Engagement Department that will house activities currently performed by the Communications and Public Information Division. The new department will reflect the increasing importance of interactive communications and the promotion of citizen engagement. It will also establish a department with official responsibility for brand management and coordination amongst public information officers in all City departments. Additionally, the new department will assume responsibility for the Technology Division, which was paired with the Finance Department in 2012.