

**CITY OF MOUNT RAINIER, MARYLAND
RESOLUTION 06-2019**

Introduced By: Councilwoman Shivali Shah

**Partnering with GWU's Engagement Lab to Create
A Digital & Communication Strategy for The City of Mount Rainier**

WHEREAS, The City's Current Communication Challenges & Proposal for 2019-2020

- a. The City of Mount Rainier has been undergoing a process of professionalization over the last 3 years. There have been a lot of changes: new faces, new policies and procedures, enforcement and implementation of existing laws, as well as different approaches to age-old problems.
- b. Through this process the City's residents and businesses have indicated to the City Council that they would like to
 - (1) know more about how the city government functions,
 - (2) be engaged by the city in a different manner than in previous years,
 - (3) have more participation in the political process than in previous years.
- c. Towards that end, the city has made significant changes in communications from and within each of its 6 departments: Police, Economic Development, Administrative Services, Finance and Public Works. Additionally, there has also been improvements to the City's website, events, newsletter, and social media.
- d. However, the city does not yet have a communications or media strategy on engaging the public.

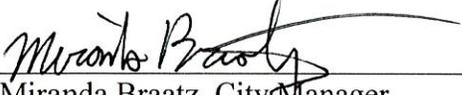
NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF MOUNT RAINIER, MARYLAND, that

1. The City shall partner and develop a Memorandum of Understanding with the Engagement Lab of George Washington University for the 2019-2020 academic year to create an engagement strategy for the City of Mount Rainier.
2. This effort is currently being led by Kevin Patton, PhD, Assistant Professor, and supported by the graduate students of the Engagement Lab of George Washington University.

3. The purpose of the study will be
 - a. to analyze the current methods of delivery of city services,
 - b. identify aspects of the city culture that affect that delivery,
 - c. conduct interviews of various stakeholders to collect data on (a) and (b),
 - d. submit a report on observations and a strategy for future public engagement
4. The final product to be delivered to the City in May 2020.

**THIS RESOLUTION IS ADOPTED BY THE COUNCIL OF THE CITY OF MOUNT RAINIER
THIS 7th DAY OF MAY, 2019.**

Attest:



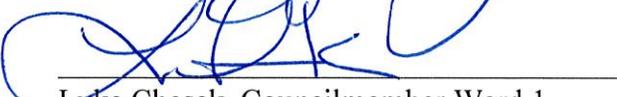
Miranda Braatz, City Manager



Malinda Miles, Mayor



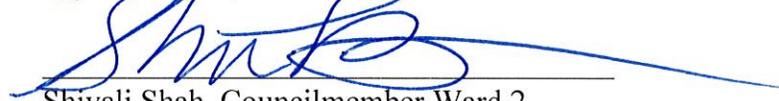
Celina Benitez, Councilmember Ward 1



Luke Chesek, Councilmember Ward 1



Bryan Knedler, Councilmember Ward 2



Shivali Shah, Councilmember Ward 2