

Resolution No.: 15-1411  
Introduced: April 18, 2006  
Adopted: April 25, 2006

**COUNTY COUNCIL  
FOR MONTGOMERY COUNTY, MARYLAND**

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By the Management and Fiscal Policy Committee

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**SUBJECT:** FY 07 Work Program on Interagency Public Information Working Group

**Background**

1. The Interagency Public Information Working Group (IPIWG) was established by Council resolution in 1992. The group has been involved in a range of projects over the years, coordinating public information functions among County agencies. These have included Y2K preparations, revision of phone book blue pages listings, technology-related advances, and the change-over to the new County phone system.
2. IPIWG includes the Public Information Officers of the County Council, County Executive, Montgomery County Planning Board, Montgomery County Public Schools, Montgomery College, the Housing Opportunities Commission, the Maryland-National Capital Park and Planning Commission (M-NCPPC), the cities of Rockville & Gaithersburg, and the Washington Suburban Sanitary Commission, with participation by representatives of the State's Attorney and other County Government departments, including the Police Department, Recreation, Libraries, Fire & Rescue, and Corrections and Rehabilitation.
3. IPIWG meets every few months. Members cooperate in a variety of projects designed to increase the efficiency and effectiveness of communications between government agencies and between citizens and their government. Among the issues dealt with over the past year are coordination between public information functions and cable channels, outreach to non-English-speaking communities, public information experiences and challenges in the wake of storm-related emergencies, and web site improvements.
4. Council staff coordinates the IPIWG program; responsibility for individual projects is delegated to committees or active members.


**Action**

The County Council for Montgomery County, Maryland approves the following resolution:

For FY07 the Interagency Public Information Working Group work plan will include:

1. IPIWG will continue to bring together public information persons to network and exchange ideas on special needs and situations that cross agency lines and require coordination and communicate on successful strategies to improve the delivery of public information to County residents.
2. IPIWG will continue its efforts to reach out to Montgomery County's "New Americans" by promoting efforts by agencies to provide public information to persons with limited English proficiency and by increasing outreach to non-English press.
3. IPIWG will continue its work to improve the "user-friendliness" of the telephone "blue pages" in an effort to improve next year's edition by the July 1 deadline.
4. IPIWG will convene a joint meeting of IPIWG and the PEG television channels to coordinate a strategic approach for communicating to the diverse public and work to increase the hours of original PEG programming.
5. IPIWG will explore expanded and appropriate usage of the county GIS system in new ways that can enhance public information objectives.
6. IPIWG will work to ensure greater efficiency, collaboration, and cooperation in County agencies' education and outreach activities

This is a correct copy of Council action.



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Linda M. Lauer, Clerk of the Council