



Peter Crewe
Director

MEMORANDUM

TO: Thomas A. Golden, Jr., City Manager

FROM: Diandra Silk, Asst. Director CASE – Marketing and Communications; Roberto Dei, Special Events Coordinator

CC: Shawn Machado, Asst. City Manager; Conor Baldwin, CFO; Doreen Burgess, Asst. City Manager; Melissa Desroches, Executive Asst.; Peter Crewe, Director CASE

SUBJECT: C. Robinson Req. City Have Proper Department Create A Public Facing, Permitted Public Usage Schedule On The City's Website

Public-facing calendars are critical to enhancing transparency, accessibility, and civic engagement within our community. Currently several public-facing calendars on City-owned websites exist, and are maintained by different departments and serve different functions. After conversations with MIS about what is technically feasible, we propose a solution that will better present this information to the public in a more accessible, user-friendly way.

Current Active Calendars

1. Lowellma.gov Homepage Calendar – Provides an overview of public board, committee and council meetings and events, such as observances and flag raisings, occurring at City Hall. In addition to a dedicated page - [Calendar • Lowell, MA • CivicEngage \(lowellma.gov\)](#) - this calendar also lives on the footer of the lowellma.gov homepage.
2. LikeLowell.com/Calendar - A community calendar featuring arts and cultural events throughout the City. Submissions are accepted from the public and approved by the Office of Cultural Affairs and Special Events for listing - [Calendar — #Lowell: There's A Lot To like, Art, Culture, Dining, Restaurants, Sports, Things To Do \(likelowell.com\)](#)
3. Lowellrec.com - Facility reservations and requests for all City-owned parks and facilities maintained by the Recreation Department – Programs and Permitting – <https://lowellma.myrec.com/info/calendar/default.aspx>

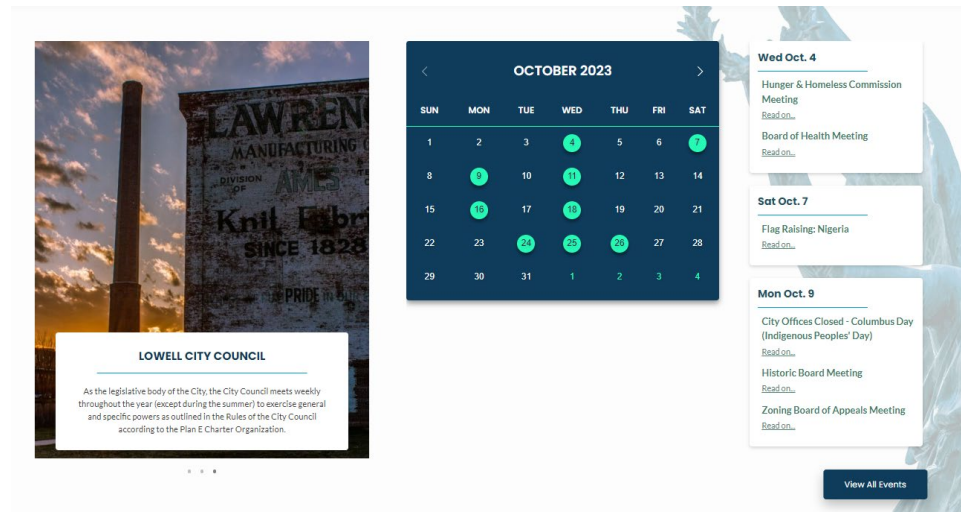
Each of these calendars serves a distinct purpose and has different functionality. While there is an option to combine all of the information into one calendar that lives on the City website, it may result in a calendar that is overloaded with information and difficult for the public to use, essentially the opposite of what we would like to accomplish. However, providing the public with easily accessible information is crucial, and we need to connect the dots between calendars while retaining their functionality and purpose.



Peter Crewe
Director

Recommendation

Currently on the footer of the homepage, the space next to the main calendar is occupied by a slideshow of Lowell images and a statement about the Lowell City Council. Upon clicking this area, the homepage is simply refreshed; it does not link anywhere. Our recommendation is to utilize this space to highlight the Like Lowell Community Calendar and Lowell Recreation Department's calendar. This way all calendars will be readily accessible in the same space and easy to direct the public to. The implementation of this change will enhance our City's overall communication and coordination efforts and contribute to the efficient and responsible utilization of public resources.



Above is a screenshot of the lowellma.gov website footer – the slideshow space is on the left. We can include an image and descriptive text for each calendar that the public has access to so they can find the information they are looking for.