

Meeting Date: 5/20/08

AGENDA REPORT

Agenda Item # 6A-12

City of Santa Clara, California



Santa Clara



Date: May 1, 2008

To: City Manager for Council Action

From: Deputy City Manager

Subject: Request for Approval and Adoption of Behavioral Standards for Council Members as part of City of Santa Clara Code of Ethics & Values Program

EXECUTIVE SUMMARY:

On February 25, 2003, City Council unanimously approved the *Behavioral Standards for Commissioners, Board Members, and other Appointed Officials*. This document contains set standards of behavior to follow and provides positive behaviors to practice (and negative behaviors to avoid) for Board and Commission Members to be "at their best." The document represented an elaboration on behaviors relating to City's Code of Ethics & Values.

At the Ethics Committee meeting of November 6, 2007, the City's Ethics Consultant, Dr. Thomas Shanks, pointed out that the Behavioral Standards document which the Council approved, though initially designed to help Board and Commission Members, could also apply to Council Members, with some revisions. At the April 8, 2008 City Council special meeting on Council Principles and Priorities, Dr. Shanks and Council Members worked to revise the Behavioral Standards as they would be applicable to the Council. The revised document, *Behavioral Standards for Council Members*, is attached for Council consideration and adoption. The document will be helpful for ongoing use and also for the training and orientation of new Council Members. The document also meets the City Council's 2007-09 goal to "foster trust and demonstrate leadership" by "advancing the City's Ethics program."

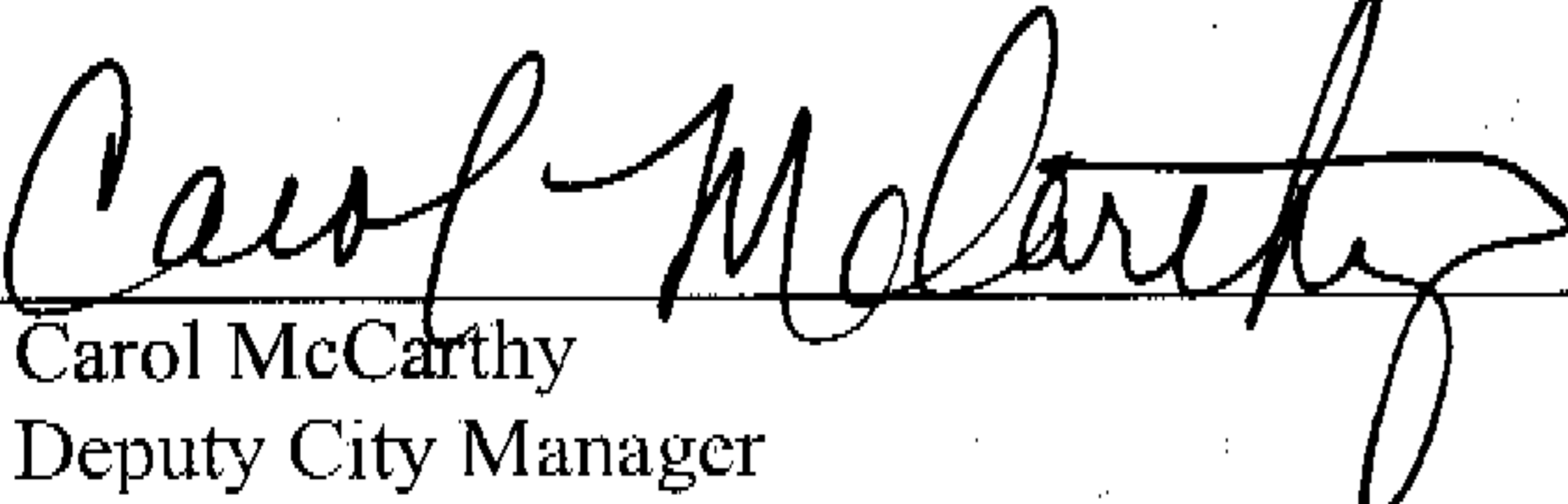
ADVANTAGES AND DISADVANTAGES OF ISSUE:

Adoption of the *Behavioral Standards for Council Members* will assist in the training and orientation of new Council Members and provide important guidelines in everyday behaviors and actions. In addition, adopting these guidelines will be consistent with the City Council goal of "Advancing City's Ethics Program through Analyzing and Applying Ethical Decision-Making in City Decisions." The Council will also set an example for the Commissions and will spark renewed training and orientation sessions for Commissioners and Board members.

ECONOMIC/FISCAL IMPACT: None

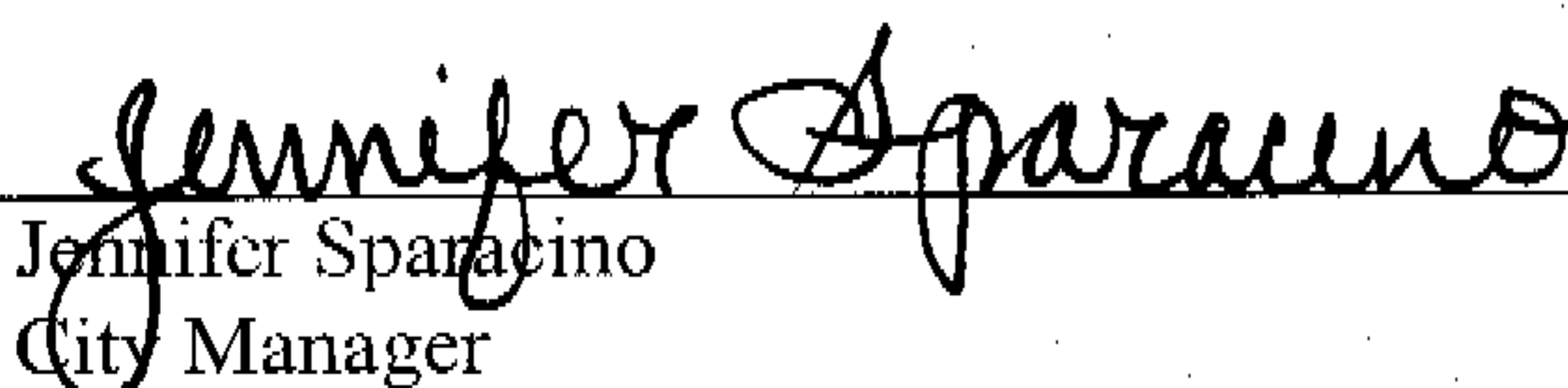
RECOMMENDATION:

That the Council approve and adopt the "Behavioral Standards for Council Members," as part of City of Santa Clara Code of Ethics & Values Program.



Carol McCarthy
Deputy City Manager

APPROVED:



Jennifer Sparacino
City Manager

Documents Related to this Report: *Behavioral Standards for Council Members*

**City of Santa Clara
PROGRAM IN ETHICS & VALUES**

BEHAVIORAL STANDARDS FOR CITY COUNCIL MEMBERS¹

INTRODUCTION

Ten years ago, the City of Santa Clara began its ethics and values program to foster public trust by promoting and maintaining the highest standards of personal and professional conduct. Since the adoption of the Code of Ethics & Values in 2000, the City Council has promised the people of Santa Clara that Council Members, all elected and appointed officials, candidates for public office, and City Staff will meet the most demanding ethical standards and demonstrate the highest levels of achievement in practicing eight core values identified in the Code.

Those values, which are fundamental to public trust, were adopted to guide the decisions and actions of individual Council Members and the Council as a whole. City Council and City Staff have worked hard to integrate these values into the everyday operating culture of City Hall. The City has conducted extensive outreach to residents encouraging them to hold public officials accountable at the ballot box for being credible role models for these values, in word and in deed, in public or in private.

To help the Council make these values real in their regular work with the City, the Code describes for each value a basic set of character traits and actions residents can expect to see Council Members meet and exceed.

This document translates these traits and actions into concrete behavioral standards for the City Council. These standards describe what impeccable leadership ethics looks like in the everyday work of the Council. They reflect commonly accepted "best practices," rather than specific issues or problems the Council has faced. The list seeks to include enough positive behaviors to practice (and negative behaviors to avoid) that a reasonable person can assess how credible he or she is as a role model and ethical leader.

This information is presented in four columns. Columns 1 and 2 reproduce the approved Code of Ethics. Columns 3 and 4 list the behavioral standards.

¹ This document is based on the *Behavioral Standards for Commissioners, Boards, and Other Appointed Officials*, developed during 2000-2002, and approved by the City Council in February 2003. A representative committee of Board Members and Commissioners, working with the City's initial Ethics Ordinance Committee, drafted that document. It was then revised based on extensive feedback from all Board Members, Commissioners, and Staff Liaisons. In a working session in April, 2008, the Council used that document to develop the first draft of its own standards. The City's Ethics Consultant, Dr. Tom Shanks, and City Staff drafted the final version for City Council review on May 6, 2008.

