



City of Santa Clara

Meeting Agenda

Economic Development, Communications, and Marketing Committee

Monday, December 2, 2019

3:00 PM

City Hall – Council Chambers
1500 Warburton Avenue
Santa Clara, CA 95050

CALL TO ORDER AND ROLL CALL

PUBLIC PRESENTATIONS

GENERAL BUSINESS

1. 19-1327 [Presentation by Silicon Valley Central Chamber of Commerce on Live Music/Entertainment in Santa Clara](#)
2. 19-1328 [Overview and Discussion of Helen Putnam Award for Excellence Program](#)
3. 19-1313 [Verbal Update on Communications Consultant Statement of Qualifications Process](#)
4. 19-1330 [Update on Community Partners Webpage](#)
5. 19-1360 [Social Media Analytics Quarterly Report](#)
6. 19-1366 [Verbal Update on Worker Cooperatives](#)

COMMITTEE MEMBERS REPORT

GOOD OF THE ORDER

ADJOURNMENT

The next Economic Development, Communications, and Marketing Committee meeting is tentatively scheduled for February 19, 2020.



City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
[@SantaClaraCity](https://twitter.com/SantaClaraCity)

Agenda Report

19-1327

Agenda Date: 12/2/2019

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS AND MARKETING COMMITTEE

SUBJECT

Presentation by Silicon Valley Central Chamber of Commerce on Live Music/Entertainment in Santa Clara

BACKGROUND

At the September 18, 2019, Economic Development, Communications and Marketing Committee (Committee) meeting, Nick Kaspar, President/CEO of the Silicon Valley Central Chamber of Commerce, requested to add a report on live music/entertainment in the City of Santa Clara (City) to a Committee meeting agenda.

DISCUSSION

Mr. Kaspar will give a verbal presentation on streamlining the permitting process and reducing the cost to obtain approval to have live music/entertainment at small venues (e.g., restaurants, bars, hotels, etc.) within the City.

City Planning Department staff will also provide background information on the current zoning code update that addresses some of the issues related to the approval of live music/entertainment in the City.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no fiscal impact to the City other than administrative staff time.

PUBLIC CONTACT

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Reviewed by: Nadine Nader, Assistant City Manager and Ruth Shikada, Assistant City Manager
Approved by: Deanna J. Santana, City Manager



Agenda Report

19-1328

Agenda Date: 12/2/2019

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT

Overview and Discussion of Helen Putnam Award for Excellence Program

BACKGROUND

Established in 1982 by the League of California Cities (League) Board of Directors, the Helen Putnam Award for Excellence Program was created in memory of the League's first woman elected president. The Helen Putnam Award for Excellence program recognizes cities for their outstanding work and innovative solutions that improve the quality of life in local communities; implement efficiencies in service delivery and operations; and provide high quality services responsive to the local community.

The Helen Putnam Award for Excellence is given annually during the League Annual Conference in 12 award categories. The 12 award categories are outlined below.

1. **CCS Partnership Intergovernmental Collaboration Award**

The CCS Partnership Intergovernmental Collaboration award category celebrates innovative but replicable examples of collaboration among counties, cities, schools and/or special districts in service to children and families

2. **Community Services and Economic Development**

The Community Services and Economic Development award category honors innovative programs that enhance the community through programs involving libraries, schools, and recreations to advance the economic vitality of the community, as well as provides services to the young, elderly, disabled, marginalized and newly immigrated.

3. **Economic Development through the Arts**

The Economic Development through the Arts award category recognizes programs established through a collaborative partnership and by adopting city policies or ordinances that integrate the arts and culture into their General Plans, specific plans, or other city council adopted policies.

4. **Enhancing Public Trust, Ethics, and Community Involvement**

The Enhancing Public Trust, Ethics, and Community Involvement award category recognizes cities for the promotion of ethical practices at city hall and in the community, and institution of procedures and policies that demonstrate effective and respectful deliberation and handling of public issues. This award also recognizes cities' successful efforts that encouraged diversity among civic programs and policies that promoted public trust in city government; ethics in public office; and programs/policies that foster civic pride among all sectors of communities including the youth, seniors, businesses, non-profits, and those with special needs.

In 2007, the City of Santa Clara was awarded the Helen Putnam Award for Excellence in the “Enhancing Public Trust, Ethics, and Community Involvement” category for the City’s 2006 Vote Ethics Program. The Vote Ethics Program held workshops to encourage candidates and their supporters to use ethical campaign tactics, as well as to educate voters on how to evaluate the values of candidates by examining election materials and researching funding sources. This was the last time the City was awarded a Helen Putnam Award for Excellence.

5. Health and Wellness Programs

The Health and Wellness Programs award category recognizes innovative programs pertaining to the health and wellness of city residents; health and wellness programs that are collaborative with other public and non-profit agencies and the private sector; and innovative planning efforts to promote city design that encourages healthy lifestyles

6. Housing Programs and Innovations

The Housing Programs and Innovations award category recognizes cities with proven programs that deliver needed affordable housing; procedures that support development of housing at all economic levels appropriate for a city; innovative housing designs that are conducive to good land use planning and jobs balance, while preserving natural resources; innovations in design, density, infrastructure, public services and effective creative financing; and programs that are collaborative with other public and non-profit agencies and the private sector.

7. Internal Administration

The Internal Administration award category recognizes cities that have innovative and efficient internal programs that promote effective communication and management, as well as demonstrates effectiveness in communicating information on the condition of a city's finances and fiscal condition.

8. League Partners Award for Excellence in City-Business Relations

The League Partners Award for Excellence in City-Business Relations recognizes cities for their collaborative efforts in engaging the leadership of the private, nonprofit, and labor sectors in addressing community problems and in planning for the future need of the community.

9. Planning and Environmental Quality

The Planning and Environmental Quality award category recognizes cities for their innovative and land use programs; environmental quality preservation and enhancement; and effective and appropriate use of natural resources

10. Public Safety

The Public Safety award category recognizes effective services that address physical and mental health support and emergency medical services, disaster preparedness and homeland security.

11. Public Works, Infrastructure, Transportation

The Public Works, Infrastructure, Transportation award category recognizes cities with proven programs that provide for the economic development and maintenance of public works facilities and infrastructure and demonstrate examples of resident involvement or community agency cooperation and partnerships that have improved planning or delivery of services.

12. Ruth Vreeland Award for Engaging Youth in City Government

The Ruth Vreeland Award for Engaging Youth in City Government award category recognizes collaborative efforts between cities and other agencies (e.g., schools, public agencies, non-profits, churches, and private) to inform and engage youth about city issues and their community.

DISCUSSION

As a member city of the League, the City of Santa Clara is eligible to apply for the Helen Putnam Award of Excellence. Only League member cities that provide a program or service that has proven tangible and measurable results with a minimum of one year of actual implementation will be considered for the award. Applications will be scored on the impact of the problem/challenges and how well it is outlined; the innovativeness of the solution; and the quality of the results achieved. The 2020 Helen Putnam Award for Excellence application has not been posted by the League of California Cities; however, given the history of the application period, staff anticipates that the deadline for entries will be in early April 2020.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no fiscal impact to the City other than administrative staff time.

PUBLIC CONTACT

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Reviewed by: Genevieve Yip, Staff Analyst I

Approved by: Deanna J. Santana, City Manager



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Agenda Report

19-1313

Agenda Date: 12/2/2019

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT

Verbal Update on Communications Consultant Statement of Qualifications Process

BACKGROUND

On March 3, 2019 the Economic Development, Communications and Marketing (EDCM) Committee (Committee) directed staff to select and hire a City communications consultant. The scope for the consultant was further refined at the June 2, 2019 Committee meeting.

DISCUSSION

Statement of Qualifications (SOQ 19-20-12) "*Communications and Marketing Consulting Services*" was released on September 11, 2019. The City received a total of seven proposals. Three firms were interviewed on November 14 and 15, 2019.

Procurement staff is currently conducting reference checks and anticipates bringing forward the appropriate action to the City Council when contract negotiations are complete. At this time, based on the schedule, it is either in late December or January 2020. The selected firm will be introduced and engage with the Council at the upcoming January 2020 Priority Setting Session.

Staff will provide a verbal update on the status of the Communications Consultant SOQ process.

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Agenda Report

19-1330

Agenda Date: 12/2/2019

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT

Update on Community Partners Webpage

BACKGROUND

At the September 18, 2019 Economic Development, Communications, and Marketing (EDCM) Committee (Committee) meeting, the City Attorney noted that the City of Santa Clara (City) could incorporate something on its website like the City of Palo Alto's Community Partners webpage (Attachment 1).

DISCUSSION

The City is preparing for its new website launch in December. Upon that successful launch, staff will begin working on establishing a webpage that is similar to the City of Palo Alto's webpage.

The City of Palo Alto's Community Partners webpage consists of a listing of local non-profits, educational institutions, partner organizations or businesses in Palo Alto that, per the website, actively support the mission of the City of Palo Alto through its services, programs or its ongoing financial support. These partners meet specific criteria:

- Serve the City or have a City branch
- Support community non-profits and neighborhood associations
- May have a role that ties into or contributes to the achievement of the Council priorities

As stated at the last Committee meeting, City staff will work to develop and implement a Community Partners webpage as part of the new City website. As a part of this process, staff will create a clear set of criteria to be listed on the site. The criteria may include those listed above as well as:

- City grantees providing social services
- Local non-profits formed to support the City
- City's recreational class providers
- Other public agencies that provide services of interest to City residents

Staff will continue to work with the City Attorney's Office as the criteria are developed to include as many community partners as possible on the website. Staff will also develop a communications outreach plan to connect with Santa Clara organizations that may want to be considered for inclusion on the forthcoming Community Partners webpage.

ENVIRONMENTAL REVIEW

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FISCAL IMPACT

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ATTACHMENTS

1. City of Palo Alto Community Partners Webpage

About Community Partners

Service Organizations



Phonebook

- Serve Palo Alto or have a Palo Alto branch
- Support community non-profits and neighborhood associations
- May have a role that ties into or contributes to the achievement of the Council priorities

By listing these agencies here the City is providing visibility to these important organizations and businesses and encourage community support and involvement in their activities and programs.

- [Friends of the Magical Bridge](#)
- [Friends of the Palo Alto Children's Theatre](#)
- [Friends of the Palo Alto Junior Museum & Zoo](#)
- [Friends of the Palo Alto Library](#)

- Palo Alto Art Center Foundation
- Palo Alto Recreation Foundation

<https://www.cityofpaloalto.org/partners/>[11/18/2019 9:42:47 AM]

- [Acterra](#)
- [Canopy](#)
- [Environmental Volunteers](#)
- [Grassroots Ecology](#) (Formerly Friends of Foothills Park)
- [Repair Cafe Palo Alto](#)
- [Save the Bay](#)

NON-PROFIT

- [Avenidas](#)
- [Gamble Garden](#)
- [InnVision Opportunity Center](#)
- [Neighbors Abroad](#)
- [Neighbors Helping Neighbors](#)
- [Palo Alto Historical Association](#)
- [Palo Alto Housing Corporation](#)
- [Palo Alto Neighborhoods](#)
- [Palo Alto Stanford Heritage](#)
- [Racing Hearts](#)
- [Second Harvest Food Bank](#)
- [Silicon Valley Bicycle Coalition](#)
- [Stevenson House](#)

YOUTH

- ClickPA
- [Palo Alto Community Child Care](#)
- [Palo Alto Unified School District](#)
- [Project Safety Net](#)

BUSINESS

- [Palo Alto Chamber of Commerce](#)
- [Palo Alto Downtown Business & Professional Association](#)

SERVICE ORGANIZATIONS

- [Kiwanis Club of Palo Alto](#)
- [Palo Alto Host Lions Club](#)
- [Rotary Club of Palo Alto](#)
- [Palo Alto University Rotary Club](#)

Last Updated: Jul 29, 2019



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250 Hamilton Avenue
Palo Alto, CA 94301

General City Information
(650) 329-2100

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Agenda Report

19-1360

Agenda Date: 12/2/2019

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS AND MARKETING COMMITTEE

SUBJECT

Social Media Analytics Quarterly Report

BACKGROUND

The Social Media Analytics Quarterly Report includes analytics for several social media platforms managed by City staff and for the MySantaClara application.

DISCUSSION

The Director of Communications will provide an update on quarterly activities of Citywide social media activities and on the City's communications efforts.

ENVIRONMENTAL REVIEW

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FISCAL IMPACT

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PUBLIC CONTACT

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Reviewed by: Genevieve Yip, Staff Analyst I

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Social Media Analytics Report - Quarter 3



Date: November 15, 2019

Subject: Social Media Analytics Quarterly Report, 2019 Quarter 3

For the months of July-September 2019, here is an overview of social media trends for the City of Santa Clara, based on third quarter analytics:

- Overall, the City of Santa Clara's social media channels continue to gain followers, with Fire Department's Instagram once again seeing the largest increase with an additional 833 followers.
- Santa Clara residents continue to join Nextdoor, the private neighborhood social networking site, with 1,352 new members signing up and 85 neighborhoods represented on the platform.
- On Facebook, celebratory news about Santa Clara draws in more views, likes and shares:
 - For the City of Santa Clara page, the top post concerned the Northside Branch Library celebrating its 5-year anniversary with extended hours.
 - For the Parks & Recreation Department's page, nearly 8,100 people were reached with more than 1,700 engagements for a preview of 4th of July celebrations at Central Park.
- Emergency preparedness tips for earthquakes garnered the most attention on Twitter for @SantaClaraCity. The City's Twitter feed increased the number of impressions by 300 thousand with 1.3 million impressions and 235 tweets for the third quarter.
- Santa Clara City Library's Comic Con drew them in on the Library's Twitter feed, with more than 23,000 impressions.
- On the public safety front, the Fire Department's Facebook post about its firefighter recruitment reached nearly 16,500 people with an engagement rate of 12%. For the Police Department, they reached tens of thousands of people on Facebook when seeking the public's help in finding a convicted child molester.
- On Instagram, photos from the Parade of Champions were popular.
- For LinkedIn, the City continues to increase followers with 151 new followers this quarter with a total of 2,781 users getting insights about City recruitments,

initiatives and working for the City. The best performing LinkedInpost was about the Art & Wine Festival.

- The MySantaClara mobile application had fewer downloads with 159 this quarter, with most being downloaded from iTunes. There were more reports submitted in the third quarter of 2019, with 701 total for the quarter. The completion rate was higher than last quarter with 83.3% completed.



About the Report: The Social Media Analytics Quarterly Report includes analytics for several social media platforms managed by City staff. They include: City of Santa Clara, Santa Clara City Library, Parks & Recreation Department, Santa Clara Fire Department, Santa Clara Police Department, and Silicon Valley Power. The quarterly report also includes analytics for the MySantaClara application.

City of Santa Clara

Facebook Performance

[Facebook.com/CityofSantaClara](https://www.facebook.com/CityofSantaClara)

# of Posts	Net Followers Gain/Loss	Average Reach
278 posts	6,830 followers Gain: +585	1,011 people reached

Top 3 performing posts

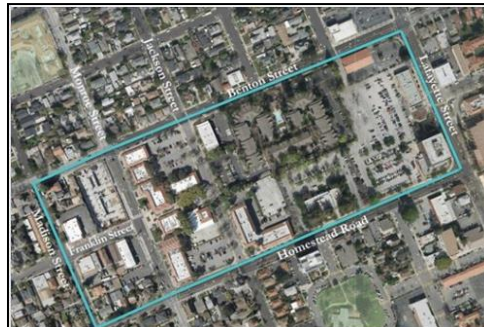
#1 Post

- Santa Clara City Library's Northside Branch Library Celebrates 5-Year Anniversary with Extended Hours. Library branch to open on Sundays along with additional Monday and Tuesday hours. 📅 Join us for the anniversary celebration on Saturday, Aug. 10 from 10 a.m. to 1 p.m. <http://santaclaraca.gov/Home/Components/News/News/39250/50>
- Posted 7/25/2019
- 616 engagements
 - 158 likes, 29 loves, 1 haha, 8 wows
 - 18 comments
 - 16 shares
- 7% engagement rate
- 5,239 people reached



#2 Post

- The City is planning for the revitalization of our Downtown by developing a Precise Plan. The 2nd task force meeting is on Tuesday, July 23, 6 p.m. at City Hall Council Chambers and will be livestreamed on the City Facebook, YouTube & Santa Clara City Television on Comcast channel 15. More info. SantaClaraCA.gov/DowntownPrecisePlan.



Terms

Engagement rate is the percentage of people who clicked, liked, commented or shared a post.

Impressions are the number of social media account users who viewed a post in their feed and/or clicked on a post.

City of Santa Clara (continued)

- Posted 7/22/2019
- 526 engagements
 - 47 likes, 1 wow
 - 14 comments
 - 17 shares
- 6% engagement rate
- 5,154 people reached

#3 Post

- The City of Santa Clara is now live for 4th of July All-City Picnic and Fireworks Extravaganza.

NOTE: For an optimal video streaming experience, the Google Chrome web browser works best for viewing meetings. If using Internet Explorer, please update your flash plug-in.

- Posted 7/4/2019
- 841 engagements
 - 1,833 3-sec video views
 - 76 likes, 27 loves, 3 wow
 - 35 comments
 - 15 shares
- 12% engagement rate
- 4,597 people reached



Twitter Performance

[Twitter.com/SantaClaraCity](https://twitter.com/SantaClaraCity)

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
235 posts	8,440 followers Gain: +307	1.3 million	0.2%

Top 3 performing posts

#1 Tweet

- Be prepared for the next big quake, Santa Clara! Sign-up for Alert SCC & view emergency tips at <http://SantaClaraCA.gov/emergencypreparedness> ... 📱🔊
- Posted 7/6/19
- 24,631 impressions
- 61 engagements (0.2% engagement rate)



City of Santa Clara (continued)

#2 Tweet

- Be a considerate neighbor! Personal fireworks are illegal in Santa Clara. Attend a professional fireworks show to celebrate Independence Day!
[#Celebratesafely #4thofJuly](#)
<http://bit.ly/2KUGWmO>
- Posted 7/3/19
- 17,943 impressions
- 23 engagements (0.1% engagement rate)



#3 Tweet

- In response to growing concerns regarding activity related to illegal street racing and sideshow activity in Santa Clara, the City is conducting research to address these issues. Take the community survey by 5 p.m., Monday, Aug. 26, 2019. <https://www.opentownhall.com/7772>
- Posted 8/21/19
- 16,970 impressions
- 9 engagements (0.1% engagement rate)

Instagram Performance

[instagram.com/santaclaracity](https://www.instagram.com/santaclaracity)

# of Posts	Net Followers Gain/Loss
31 posts	780 followers Gain: +101

Top 3 performing posts

#1 Post

- What a great day at the Santa Clara Parade of Champions 🎉! (9 photos)
- Posted 9/28/19
- 47 likes



#2 Post

- The Santa Clara Parade of Champions returns tomorrow on Saturday, Sept. 28 in historic downtown Santa Clara. Festivities begin at 9 a.m. and the parade kicks off at 11 a.m. Look out for the City's Census 2020 parade float! 🎉 More event information: SCParadeofchampions.org [@scparadeofchampions](https://www.instagram.com/scparadeofchampions)
- Posted 9/27/19
- 37 likes



#3 Post

- Our Parks & Recreation staff are such a SUPER team, they had to submit a GROUP SELFIE for City Hall Selfie Day! The team keeps our parks green, teach youth to swim, provide special park events support, to managing theatre! They're all AMAZING!

#CityHallSelfieDay #CityHallSelfie

- Posted 8/15/2019
- 36 likes, 1 comment



City of Santa Clara (continued)

Nextdoor Performance

[Nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/](https://nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/)

# of Posts	Net Members Gain/Loss	Membership	Neighborhoods	Average Impressions
71 posts	31,275 members Gain: +1,352	40% of residents	85 Gain: -1	1,302

Top performing post

- Through mid-October 2019, the U.S. Census Bureau will be conducting neighborhood address canvassing across the country. The Census Bureau has worked with regional offices to hire people from the community to visit neighborhoods and confirm the location of houses, apartments, shelters, and other places where people could live or stay.

Official Census employees can be recognized in the following ways:

- They will have an official government badge with their name, a photo, Department of Commerce watermark, and expiration date.
- They will carry an official Census Bureau bag and laptop with the Census Bureau logo.
- They will provide you with a letter from the Census Bureau on official letterhead stating why they are visiting your residence.

Most changes to addresses will be verified by satellite images and not all neighborhoods will be visited by a Census Bureau representative.

Community members can also confirm that the address canvasser visiting their home is an official employee by searching for their name in the Census Bureau staff search by using first or last name.

Visit the U.S. Census Bureau for an informational video:

<https://www.census.gov/library/video/2019/address-canvassing-for-2020-census.html>. Visit santaclaraca.gov/census2020 for information about Census activities in Santa Clara!

- Posted 8/16/19
- 3,148 Impressions
 - 8 thanks



YouTube Performance

www.youtube.com/CityofSantaClara

# of Posts	Net Subscribers Gain/Loss	Watch Time	Average View/Duration
37 videos*	405 subscribers Gain: +26	35,300 minutes	5,900 views 5:56 minutes

**Includes 13 videos plus 24 for livestreaming meetings.*

City of Santa Clara (continued)

Top performing video

- Join the Water & Sewer Department!
- Q3 Analytics
 - 219 views
 - Watch time – 296 minutes
 - Avg. view duration – 1:22
- Lifetime Analytics
 - 11,100 views
 - Watch time – 15,300 minutes
 - Average view duration - 1:22 minutes



Note: This video was produced in 2015. It was viewed multiple times this quarter.

LinkedIn Performance

www.linkedin.com/CitySantaClara

# of Posts	Net Followers Gain/Loss	Page Views	Top Locations	Top Job Functions
10 posts	2,781 followers Gain: +151	2,558 total views (1,520 desktop and 1,038 mobile)	Bay Area (65%), Greater LA Area (6%), Kalyan Area, India (5%)	Business Development (12%), Operations (11%), Administrative (8%)

Top performing post for LinkedIn

- We're waiting for you at this weekend's Art & Wine Festival. Stop by and say hi, plus check out the over 160 artists, local brews & wine, family fun and much more. #santaclara
- 9/15/2019
- 39 Likes
- 2,286 impressions
- 0 comments
- 249 clicks
- 12.6% engagement rate



Parks & Recreation Department

Facebook Performance

[Facebook.com/santaclaraparksandrec](https://www.facebook.com/santaclaraparksandrec)

# of Posts	Net Followers Gain/Loss	Average Reach
73 posts	3,971 followers Gain: +180	1,425 people reached

Top 3 performing posts

#1

- We hope to see you in Central Park on the 4th, Santa Clara! Bring a picnic lunch or purchase food prepared by local community groups and food trucks. Kids' activities include carnival games, hands-on crafts, face painting and free swimming at the International Swim Center. Enjoy live entertainment on the Main Stage. ♡♡ The day's finale will conclude with a fantastic Fireworks Extravaganza at 9:30 p.m., with patriotic music and a sky ablaze with colors orchestrated by licensed professionals under supervision of the Santa Clara Fire Department. ♡♡ Whatever you do, please celebrate safely this week and remember all personal fireworks are **ILLEGAL** in the City of Santa Clara! Attend a professional fireworks show for Independence Day! ♡♡ Learn more: <http://santaclaraca.gov/government/departments/parks-recreation/parks-recreation-special-events/4th-of-july>
- Posted: 7/2/2019
- 8,098 people reached
- 1,737 engagements
 - 34 reactions, 1 comment, 8 shares



#2

- We hope everyone had a great time DANCING IN THE STREET at 2019 Street Dance! 🕺🕺 The HouseRockers had everyone up dancing and singing! 🎤🎤 Thank you to everyone who came. See you next year! ♡♡ tagged "Santa Clara Cultural Commission City of Santa Clara"
- Posted: 8/2/2019
- 4,365 people reached
- 504 engagements
 - 45 reactions, 7 comments, 20 shares



Parks & Recreation Department (continued)

#3

- The 2019 Art & Wine Festival is a week away! We hope you will join us in scenic Central Park on Saturday, Sept 14 and Sunday, Sept 15. This year we will feature 170 local and regional artist, 3 live entertainment stages, fine wine, craft beer, Kids Kingdom, and new this year Kids Crafts Corner! For more information, visit SantaClaraArtandWine.com
- Posted: 9/6/2019
- 4,097 people reached
- 494 engagements
 - 72 reactions, 5 comments, 17 shares



Instagram – Parks & Recreation

[instagram.com/santaclaracityparks](https://www.instagram.com/santaclaracityparks)

# of Posts	Net Followers Gain/Loss
35 posts	1,063 followers Gain: +294

Top 3 performing posts:

#1

- We hope everyone had an amazing 4th of July! It was a great day in Central Park filled with activities, music, food and more. Thank you to City of Santa Clara, Silicon Valley Power, County of Santa Clara, California ♡♡
- Posted 7/4/2019
- 73 Likes



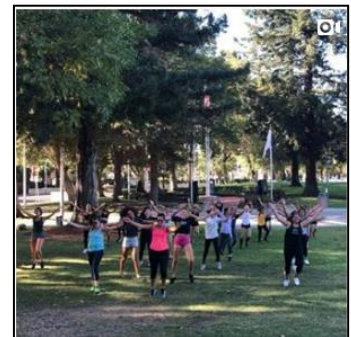
#2

- We hope everyone had came out to see @genevivegoings, had a great time singing and dancing! We have to give a big thank you Genevieve and her dancers, Omega and Az. We could not do this without the support of the community. See you all at the next concert, Take 2 on July 26 at 6:30 p.m. Click the link in bio for the concert schedule!
- Posted 7/21/2019
- 72 likes



#3

- The @scelitedance getting ready for the @scparade.champion. See them Dancing in Historic Downtown on Saturday, Sept. 28 at 11 a.m.
- Posted 9/19/2019
- 67 likes



Parks & Recreation Department (continued)

Instagram – Teen Center

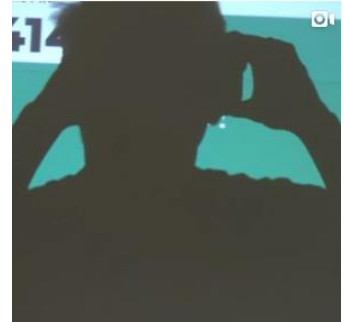
[Instagram.com/santaclarateencenter](https://www.instagram.com/santaclarateencenter)

# of Posts	Net Followers Gain/Loss
10 posts	279 followers Gain: +14

Top 3 performing posts:

#1

- Teen Center After-School Program 2019-2020. Kahoots trivia day!! Great option for middle & high school students.
- Posted 8/21/2019
- 166 views, 1 comment



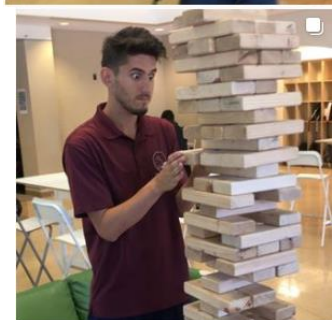
#2

- Virtual Reality Arcade Day [#santaclarateencenter](https://www.instagram.com/santaclarateencenter)
- Posted 7/11/2019
- 122 views, 5 comments



#3

- Giant Jenga Monday. Teens vs staff.
- Posted 8/26/19
- 32 likes, 1 comment



Parks & Recreation Department (continued)

Instagram – Youth Commission

[Instagram.com/SantaClaraYouthCommission](https://www.instagram.com/SantaClaraYouthCommission)

# of Posts	Net Followers Gain/Loss
2 posts	331 followers Gain: +42

Top 3 performing posts:

#1

- our youth commissioners working hard at the first meeting of the term!
- Posted 9/10/19
- 37 likes, 2 comments



#2

- come find us at the art and wine festival near the Kids Kingdom! we've got pizza! the profits go towards our commission's scholarship fund!
- Posted 9/14/19
- 38 likes



Santa Clara City Library

Facebook Performance

[Facebook.com/SantaClaraCityLibrary](https://www.facebook.com/SantaClaraCityLibrary)

# of Posts	Net Followers Gain/Loss	Average Reach
81 posts	4,775 followers Gain: +90	3,117 people reached

Top 3 performing posts:

#1

- Video: The Santa Clara Parade of Champions is back and so is Bookmobile Karaoke with Special Guest, Ana Vargas-Smith. Join us at the parade September 28th, 2019 at 11AM in Historic Downtown Santa Clara. For details visit: <https://www.scparadeofchampions.org>
- Posted 9/16/2019
- 991 engagements, 10% engagement rate
- 9,891 people reached



#2

- Our heart goes out to the Gilroy community
- Posted 7/29/19
- 245 engagements, 13% engagement rate
- 3,117 people reached



#3

- The Bookmobile will be on the road on National Night Out, August 6, 6:00 to 8:30. Last year, City Librarian, Hilary Keith, and our Bookmobile Karaoke, Cody Christiaens visited block parties, neighborhoods and the Triton Museum to support this great community building event.
- Posted: 8/1/2019
- 383 engagements, 7% engagement rate
- 2,518 people reached



Santa Clara City Library (continued)

Twitter Performance

[Twitter.com/santaclaralib](https://twitter.com/santaclaralib)

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
7 posts	1,235 followers Gain: +29	44K	0.8%

Top 3 performing posts:

#1

- We are excited to announce that cosplay sensation [@VampyBitme](#) will be attending this year's SCLibrary Comic Con on October 12th 2019! To find out more information & RSVP check out our website <http://sclibrary.org/comic-con> Hope to see you there!
- Posted 8/23/19
- 23,189 impressions
- 570 engagements (0.02% engagement rate)



#2

- We are pumped that [@MizDanaClaire](#) author of Phoebe and Her Unicorn will be a special guest at this year's [#sclibrarycon](#) 🙌 on October 12th Dana will be hosting a panel about drawing tips at 12:15pm and a signing at 1:15pm! RSVP at <http://sclibrary.org/comic-con>
- Posted 8/24/19
- 2,483 impressions
- 49 engagements (0.1 engagement rate)



#3

- Santa Clara City Library Comic Con is only TEN days away! We are so excited to welcome these amazing artists & more! [@BenSeto](#) [@pmbq](#) [@stephdere](#) [@MizDanaClaire](#) [@gazbot](#) [@20px](#) Check <http://sclibrary.org/comic-con> for more artist info and register for FREE tickets!
- Posted 10/2/19
- 1,912 impressions
- 61 engagements (26% engagement rate)



Santa Clara City Library (continued)

Instagram

[Instagram.com/santaclarcitylibrary](https://www.instagram.com/santaclarcitylibrary)

# of Posts	Net Followers Gain/Loss
35 posts	2,835 followers Gain: +113

Top 3 performing posts:

#1

- Here at the library we can't stop thinking about books and what to read next! 📖
So many books and so little time!
Get cozy with your next book!
Today's [#bookfacefriday](#) is "Lovely, Dark, and Deep," by Justina Chen.
♡ [#sccl](#) [#sclibrary](#) [#bookface](#) [#bookish](#) [#library](#) [#librarylife](#) [#librarybook](#)
- Posted 8/30/19
- 121 Likes



#2

- This [#bookfacefriday](#) is [#starwars](#) inspired following last week's trend! Today we have the book, "Star Wars Icons of the Galaxy." We were joined by C3PO and R2D2 to celebrate that [#sclibrarycon](#) is just two weeks away on October 12th! Make sure to sign up for your FREE tickets at sclibrary.org/comic-con At the con will be more Star Wars fun, comic book artists, cosplayers and more! Hope to see you there!
[#sccl](#) [#sclibrary](#) [#santaclara](#) [#princessleia](#) [#c3po](#) [#r2d2](#) [#bookface](#) [#librarylife](#) [#libraryshenaniigans](#)
- Posted 9/27/19
- 111 Likes



#3

- For this [#bookfacefriday](#) we are browsing the kid's graphic novels in anticipation of [#sclibrarycon](#)! We can wait to see Dana Simpson this year, author of "Phoebe and Her Unicorn" 🦄
This [#bookface](#) is one from our amazing teen manga collection, "Kimi no Todoke," by Karuho Shiina.
If you love comics, manga, or all things nerdy don't forget to sign up for tickets to this year's Santa Clara City Library Comic Con.
Tickets are FREE and can be found at sclibrary.org/comic-con
[#sccl](#) [#sclibrary](#) [#manga](#) [#library](#) [#librarylife](#) [#mangacollection](#) [#kiminitodoke](#)
- Posted 9/13/19
- 106 Likes



Santa Clara City Library (continued)

YouTube Performance

<https://www.youtube.com/watch?v=wXdL1EoTDFc>

# of Posts	Net Subscribers Gain/Loss	Watch Time	Average View/Duration
2 videos	10 Gain +1	510 Minutes	31 views 2:56 minutes

Top performing video

- Bookmobile Karaoke for Parade of Champions
- 34 views
- Watch time – 132 minutes
- Average view duration – 3:40 minutes



Santa Clara Fire Department

Facebook Performance

[Facebook.com/santaclarafd](https://www.facebook.com/santaclarafd)

T

# of Posts	Net Followers Gain/Loss	Average Reach
101 posts	2,868 followers Gain: +618	1,753 people reached

Top 3 performing posts:

1

- Become a Firefighter with the City of Santa Clara. We will be accepting applications starting October 1st. Take this opportunity to serve your community in one of the most rewarding careers! Fill out an interest form today. <http://www.JoinSCFD.org>
- Posted: 8/30/2019
- 16,477 people reached
- 3,824 engagements, engagement rate 12%



Santa Clara Fire Department (continued)

2

- If you've never thought about working for the Fire Department before, consider it now! The Santa Clara Fire Department is committed to stewardship of the community. Applications will be accepted starting Oct. 1st. Take this opportunity to serve your community in one of the most rewarding careers! Fill out an interest form today. www.JoinSCFD.org
- Posted: 8/1/2019
- 7,204 people reached
- 1,540 engagements, engagement rate 14%



3

- A pre-dawn moment of silence observed at all Santa Clara Fire Stations @ Santa Clara, California
- Posted: 9/11/2019
- 5,951 people reached
- 1,838 engagements, engagement rate 19%



Twitter Performance

twitter.com/SantaClaraFD

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
86 posts	2,537 followers Gain: +228	952.3K	0.2%

Top 3 performing posts:

1

- A recent 6.4 magnitude Earthquake is a good reminder to be prepared. For tips including disaster supplies everyone should have go to: <http://bit.ly/2FS52dS> @SantaClaraCity
- Posted: 7/5/2019
- 28,374 impressions
- 82 engagements (engagement rate 0.3%)



2

- Chief Kelly is presented with Fire Station 1 US and California Flags, before taking one last run on Engine 91, and signing off "15-A-1 Out of service, assignment completed, retired"! Congratulations and thank you Chief Kelly for your 37 years of service to @SantaClaraCity @SCFDA1



Santa Clara Fire Department (continued)

- Posted: 7/3/2019
- 18,583 impressions
- 509 engagements, (engagement rate 2.7%)

3

- Sparky is busy getting ready for the first ever Firehouse Family Fair! Come visit us on Saturday, October 5th from 9 to 1 at 1900 Walsh Ave (Station 2) Lots of fun activities for everyone! #firefighters #community #scfd #firehousefamilyfair 🐕👨🚒🚒
- Posted: 9/23/19
- 18,294 impressions
- 19 engagements, (engagement rate: 0.1%)



Instagram

[instagram.com/santaclara_fd](https://www.instagram.com/santaclara_fd)

# of Posts	Net Followers Gain/Loss
107 posts	4,296 followers Gain: +833

Top Performing Posts:

1

- Santa Clara Fire Department #Firefighters honored to represent the department at the 18th annual Tunnel to Towers run from Brooklyn to ground zero in NYC. In honor of #FDNY #PAPD #NYPD and recreating the run FF Stephen Siller made who ran from Brooklyn to NY via the Battery tunnel to assist in the rescue effort there on 9/11 and ultimately perished when the towers fell. #343 #tunneltotowers #chiefmiller #bayareafirefighter #leatherhelmet
- Posted: 9/29/19
- Likes: 564



2

- Engine 93 #Firefighters Had a great time talking fire safety today with these kids at Buchser Middle School! #community #futurefirefighters
- Posted: 9/13/19
- Likes: 409



Santa Clara Fire Department (continued)

3

- Thank you Wilson Adult School for letting our Engine 91 Firefighters flow some water, talk fire safety and demo our Fire Engine with the amazing people of The Independence Network Program!
- Posted: 8/12/19
- Likes: 408



Santa Clara Police Department

Facebook Performance

[Facebook.com/santaclarapd](https://www.facebook.com/santaclarapd)

# of Posts	Net Followers Gain/Loss	Average Reach
191 posts	9,850 followers Gain: +332	4,660 people reached

Top 3 performing posts:

#1

- District Attorney's Office Seeks Public Help to Find Convicted Child Molester
- Posted 9/30/2019
- 10,443 engagements
 - 126 likes
 - 32 comments
 - 446 shares
- 47,721 people reached



#2

- PRESS RELEASE – Public Assistance Needed to Locate Suspect
- Posted 9/26/2019
- 15,247 engagements
 - 258 likes
 - 159 comments
 - 748 shares
- 56,782 people reached



Santa Clara Police Department (continued)

#3

- 9-1-1 is NOT an Information Line
- Posted 7/6/2019
- 3,437 engagements
 - 145 likes
 - 72 shares
 - 14 comments
- 20,096 people reached



Twitter Performance

[Twitter.com/santaclarapd](https://twitter.com/santaclarapd)

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
236 posts	13,684 followers Gain: +784	2 million 16.5K per day	0.3%

Top 3 Performing Posts:

#1

- Are You Ready?
- Posted 7/6/19
- 134,185 impressions
- 222 engagements



#2

- PRESS RELEASE – Public Assistance Needed to Locate Suspect
- Posted 9/26/19
- 77,345 impressions
- 3,037 engagements

#3

- UPDATE – 7/7/19 at 7:00 p.m.
- Posted 7/7/19
- 63,959 impressions
- 65 engagements



Santa Clara Police Department (continued)

Nextdoor Performance – Santa Clara Police Department

<https://nextdoor.com/agency-detail/ca/santa-clara/police-department-2/>

# of Posts	Net Members Gain/Loss	Membership	Neighborhoods	Average Impressions
113 posts	30,881 members Gain: +958	39% of residents	85 Gain: -1	2,611

Top performing post

- Traffic Fatality
- Posted 8/26/19
- 4,524 Impressions
 - 19 thanks
 - 44 comments



Silicon Valley Power

Facebook Performance

[Facebook.com/siliconvalleypower](https://www.facebook.com/siliconvalleypower)

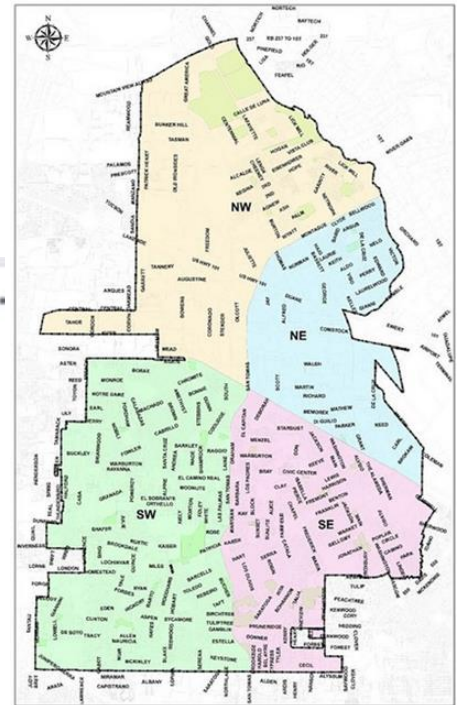
# of Posts	Net Followers Gain/Loss	Average Reach
92 posts	934 followers Gain: +22	238 people reached

Silicon Valley Power (continued)

Top 3 performing posts:

#1

- Posted 7/16/19
- 2,237 people reached
- 313 Engagements
- Engagement rate 9%



#2

- Posted 7/15/19
- 1,036 people reached
- 67 Engagements
- Engagement rate 4%



#3

- Posted 7/29/19
- 723 people reached
- 65 Engagements
- 7% engagement rate



Silicon Valley Power (continued)

Twitter Performance

<https://twitter.com/SantaClaraPower>

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
80 posts	4,580 followers Gain: +298	321.6K	0.6%

Top 3 performing posts

#1

- Sr. Center Emergency Preparedness
- Posted 9/24/19
- 13,599 Impressions
- 26 Engagements
- 0.2% Engagement Rate



#2

- High Winds
- Posted 9/26/19
- 6,127 Impressions
- 19 engagements
- 0.3% engagement rate



#3

- Parade of Champions
- Posted 9/28/19
- Impressions: 5,742
- 21 Engagements
- 0.4% engagement rate



Silicon Valley Power (continued)

LinkedIn – Silicon Valley Power

<https://www.linkedin.com/company/silicon-valley-power/>

# of Posts	Net Followers Gain/Loss	Page Views	Top Locations	Top Job Functions
6 posts	1,115 followers Gain +17 followers	610 views (426 desktop & 184 mobile)	Bay Area 49% Greater Los Angeles 5% Greater Atlanta Area 4% Bangaluru Area, India 3%	Business Development 17% Operations 13% Sales 10% Engineering 9%

Top performing post

- Top performing post: Announcement of Manuel Pineda's appointment as Chief Electric Utility Officer
- Posted 7/12/19
- 29 likes
- 1,562 impressions
- 6 comments



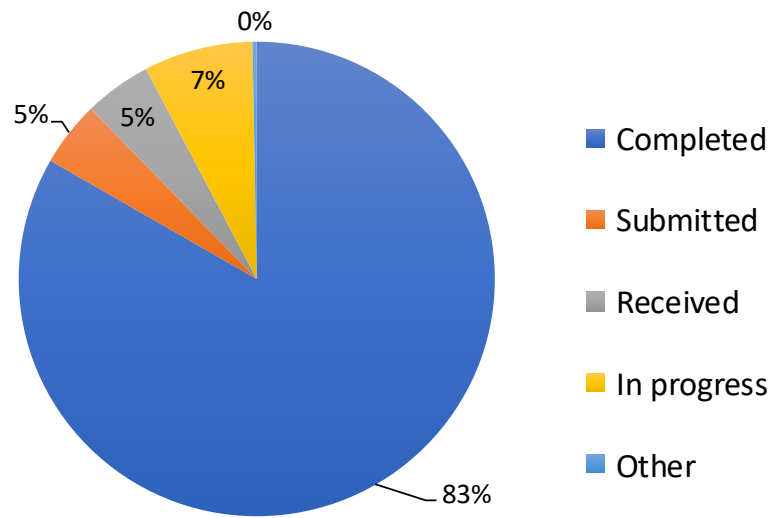
MySantaClara App Performance for 3rd Quarter, 2019

- 159 App downloads
 - 106 iTunes
 - 53 Google Play
- 701 reports submitted
- 83.3% completion rate of reports



Top 5 Request Type	Requests	Percent
City Tree Maintenance	78	11.1%
Illegal Dumping	72	10.3%
Sidewalk Repair	68	9.7%
Garbage Service Issue	53	7.6%
Code Enforcement	52	7.4%

Status of MySantaClara Requests





Agenda Report

19-1366

Agenda Date: 12/2/2019

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT

Verbal Update on Worker Cooperatives

BACKGROUND

At the September 18, 2019 Economic Development, Communications and Marketing (EDCM) Committee (Committee) meeting, the Committee referred next steps on Worker Cooperatives to the full City Council for review and direction.

At the October 29, 2019 City Council meeting, the Council approved next steps on Worker Cooperatives, which included direction to staff to review the City of Berkeley Worker Cooperative Program and documents used for their program and Council consideration of the allocation of \$100,000 in funding for this effort.

Phase 1 of the next steps approved by Council includes the following steps:

1. Develop a Resolution supporting Worker Cooperatives in Santa Clara.
2. Develop a Worker Cooperative resource webpage on the City's website.
3. Work with the Chamber (or other 3rd party organization) to identify legacy businesses and develop an outreach strategy.
4. Outsource training on worker cooperatives with outside agency.

Phase 2 of the next steps approved by City Council includes the following steps:

1. Research options for technical assistance and conversion funding

At the November 5, 2019 City Council meeting, the Council approved the allocation of \$100,000 in the budget to support Worker Cooperatives.

DISCUSSION

Staff will provide a verbal update on the status of the next steps for Worker Cooperatives approved by City Council at the October 29, 2019 City Council meeting.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no fiscal impact to the City other than administrative staff time.

PUBLIC CONTACT

Public contact was made by posting the Economic Development, Communications, and Marketing Committee agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

Reviewed by: Nadine Nader, Assistant City Manager and Ruth Shikada, Assistant City Manager

Approved by: Deanna J. Santana, City Manager