City of Santa Clara

Agenda Report

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19-190   **Agenda Date: 4/25/2019**

REPORT TO GOVERNANCE AND ETHICS COMMITTEE

SUBJECT
Action on How to Present the City Council (e.g., sequence of listing Councilmembers and by Council District) in City Facilities and on Documents

BACKGROUND
On December 13, 2018, the City Council held a Session on Governance to discuss the necessary components of a high performance governing body, assess the impacts of the new district election system, and enhance and strengthen the teamwork between the Council and staff. During the session, the City Council also discussed current protocols and procedures, as well as how the City Council's names are to be presented on City facilities and documents.

DISCUSSION
During the Council's discussion on current protocols and procedures, the City Council considered how Councilmembers' names would be listed on printed materials and on the City's website. They considered whether the listing should be prioritized by seniority, district, alphabetically, or by seat and if the Councilmembers' districts should be listed as well.

At the end of the discussion, the City Council unanimously agreed that Council districts should be reflected in a visible way and that the listing will be determined by the City Manager. Given the absence of clear Council direction and the multiple options to select from, the City Manager would like the Governance and Ethics Committee to provide a recommendation to the City Council regarding the presentation of the City Council in City facilities and on documents.

Below are possible options for consideration with the Mayor being listed first in each option:

Letterhead
1. **Alphabetical Order** - Mayor, by alphabetical order of Councilmembers' last names (Current)
2. **Vice Mayor/Alpha Order** - Mayor, Vice Mayor, then by alphabetical order of Councilmembers' last names
3. **Council District Order** - Mayor, by district order and with the Councilmembers' districts listed next to their name
4. **Councilmember Seniority Order** - Mayor, by seniority on the City Council and with the Councilmembers' districts listed next to their name
5. **Vice Mayor/Seniority Order** - Mayor, Vice Mayor, then by seniority on the City Council and with the Councilmembers' districts listed next to their name

Signature Block for Official Documents

1. Mayor, Vice Mayor, then by alphabetical order of Councilmembers' last names (Current)
2. Mayor, Vice Mayor, then by district order
3. Mayor, Vice Mayor, then by seniority on the City Council

Display of Council Portraits
(Currently, there's no consistent display across various City locations.)

1. **Alphabetical Order** - Mayor, by alphabetical order of Councilmembers' last names and with the Councilmembers' districts listed under their name
2. **Vice Mayor/Alpha Order** - Mayor, Vice Mayor, then by alphabetical order of Councilmembers' last names and with the Councilmembers' districts listed under their name
3. **Council District Order** - Mayor, by district order and with the Councilmembers' districts listed under their name
4. **Councilmember Seniority Order** - Mayor, by seniority on the City Council and with the Councilmembers' districts listed under their name
5. **Vice Mayor/Seniority Order** - Mayor, Vice Mayor, then by seniority on the City Council and with the Councilmembers' districts listed under their name

City's Website

1. **Alphabetical Order** - Mayor, by alphabetical order of Councilmembers' last names and with the Councilmembers' districts listed under their name and title
2. **Vice Mayor/Alpha Order** - Mayor, Vice Mayor, then by alphabetical order of Councilmembers' last names and with the Councilmembers' districts listed under their name and title
3. **Council District Order** - Mayor, by district order and with the Councilmembers' districts listed under their name and title (Current)
4. **Councilmember Seniority Order** - Mayor, by seniority on the City Council and with the Councilmembers' districts listed under their name and title
5. **Vice Mayor/Seniority Order** - Mayor, Vice Mayor, then by seniority on the City Council and with the Councilmembers' districts listed under their name and title

After deliberation by the Governance and Ethics Committee, staff will bring the Governance and Ethics Committee recommendation to the full Council.

ENVIRONMENTAL REVIEW
The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

FISCAL IMPACT
There is no fiscal impact other than staff time.

PUBLIC CONTACT
Public contact was made by posting the Council 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.

RECOMMENDATION

Staff makes no recommendation on the presentation of the City Council in City Facilities and on Documents.

Reviewed by: Walter Rossmann, Chief Operating Officer
Approved by: Deanna J. Santana, City Manager