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REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT

Review Status of Helen Putnam Award for Excellence Application

BACKGROUND

At the December 2, 2019 Economic Development, Communications, and Marketing Committee (Committee) meeting, the Committee discussed applying to the Helen Putnam Award for Excellence Program in 2020. The Committee identified the Santa Clara City Library's Bookmobile as a program that fulfills the criteria outlined in the Community Services and Economic Development award category. The Community Services and Economic Development award category honors innovative programs that enhance the community through programs involving libraries, schools, and recreation as well as provides services to the young, elderly, disabled, marginalized, and newly immigrated.

Following the discussion, the Committee requested an application be submitted for the Santa Clara City Library's Bookmobile program to the 2020 Helen Putnam Award for Excellence Program in the Community Services and Economic Development award category.

DISCUSSION

As part of the 2020 Committee Workplan, the Committee Chair has asked staff to provide a status update on the 2020 Helen Putnam Award for Excellence application.

The League of California Cities (League) announced the opening of the application period of the 2020 Helen Putnam Award for Excellence Program on February 7, 2020. Applications are due on April 9, 2020. Award winners will be notified in late June. The League will announce the winners during the opening General Session of the League Annual Conference in October. The award

winners will also be given a booth where conference attendees can learn about the awarded program. The award winners will also be featured in the League's *Western City* magazine publication.

City staff has met internally to begin working on the application. As it pertains to the Community Services and Economic Development award category, staff has identified several components of the Bookmobile program to highlight in the application:

- Community engagement through special events (e.g., Breakout at the Bookmobile, National Night Out, Parade of Champions, Street Dances, etc.)
- Continued evaluation of community needs (e.g., ensuring availability of bilingual speakers, identifying neighborhoods where the Bookmobile would be most impactful)
- Partnering with local schools (e.g., weekly stops at Title 1-funded schools)
- Corporate partnerships (e.g., stops at the technology campus at Santa Clara Square serving employees of AMD, Amazon, and Ericsson)
- Bookmobile attendance and borrowing statistics

Staff will also include how the Bookmobile has enabled the Library to extend its reach and has provided a platform to communicate and strengthen access to city services and has enhanced the Santa Clara community by: providing critical access to books and resources that promote early childhood literacy, enriching the lives of our seniors, and being a gateway to low income residents and new immigrants to a world of reading, learning, and information. In addition, staff will submit a YouTube video with Bookmobile highlights and testimonials from the community.

Staff will continue working on the application and will provide another update at the next quarterly 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.

COORDINATION

This report was coordinated with the Library.

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.

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Approved by: Deanna J. Santana, City Manager