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 cites' 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

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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