



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

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

ATTACHMENTS

1. City of Palo Alto Community Partners Webpage