Meeting Date: 5/2/07

AGENDA REPORT

City of Santa Clara, California

Agenda Item # SA



DATE:

Santa Clara

August 16, 2007

TO:

City Manager for Council Information

FROM:

Deputy City Manager

SUBJECT:

Special Order of Business to Consider Comparisons of Pre- and Post-Election Ethics

Survey Results and Ethics Program Next Steps

At the July 17, 2007 City Council meeting, Council heard from JD Franz Research Inc. with the results of the Post-Election Ethics Survey, and some initial comparisons to the Pre-Election Ethics Survey results. The City's Ethics Consultant, Dr. Tom Shanks, will make a presentation in more depth at the August 21, 2007 City Council meeting assessing progress for the City's Ethics Program, and considering next steps in order to accomplish a stated Council Principle and Priority for 2007-09 to further advance the City's Ethics Program through analyzing and applying ethical decision-making in City decisions, with a review of transparent reporting.

Carol McCarthy

Deputy City Manager

Jennifer Sparacino

Oity Manager

Documents Related to this Report:

None.

SANTA CLARA ETHICS & VALUES PROGRAM



PUBLIC TRUST IN SANTA CLARA: Comparison of 2006 and 2007 Surveys

"The authority of democratically elected leaders draws on nothing more substantial than a contract with the people: legitimacy hangs from a single skein of public trust."—Newsweek International, 2004

City Council Discussion • August 21, 2007

ETHICAL + PROFESSIONAL + SERVICE-CRIENTED + FISCALLY RESPONSIBLE + ORGANIZED + COMMUNICATIVE + COLLABORATIVE + PROGRESSIVE



Tonight's Report

- Any changes on the key measures?
 Public trust, ethics, quality of life, day-to-day impact, campaign conduct
- ✓ Did awareness of the Ethics Program go up? Does awareness make a difference to the key measures?
- ✓ Suggestions for going forward?

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ETHICAL - PROFESSIONAL - SERVICE-ORIENTED - FISCALLY RESPONSIBLE - ORGANIZED - COMMUNICATIVE - COLLABORATIVE - PROGRESSIVE



Measured 'Public Trust'

How much trust, if any, do you have that each of these groups will serve the best interests of the people it is elected to represent:

- ✓ Federal Government in Washington D.C.
- ✓ California State Government
- ✓ Santa Clara County Government
- ✓ Santa Clara City Government

ETHICAL . PROFESSIONAL . SERVICE-ORIENTED - FISCALLY RESPONSIBLE - ORGANIZED - COMMUNICATIVE - COLLABORATIVE - PROGRESSIVE



Trustworthy Leaders

- 1. Tell the truth to citizens
- 2. Do what they say they will do
- 3. Make prudent financial decisions, taking into account both short-term needs and long-term financial stability
- 4. Act with integrity, and seek to do the right thing for the City in public and in private

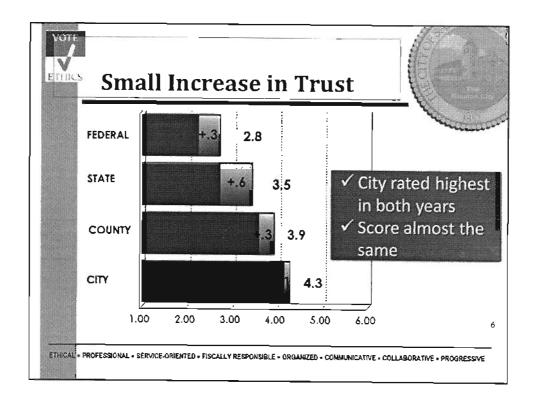
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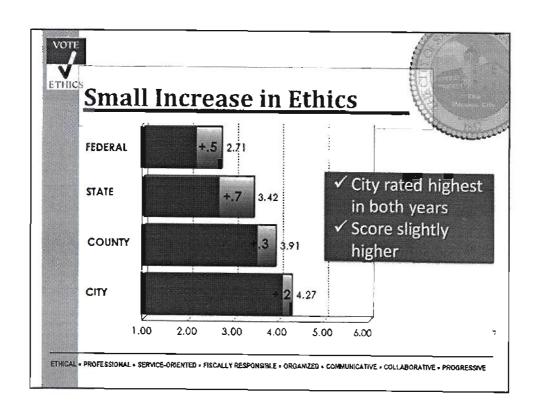


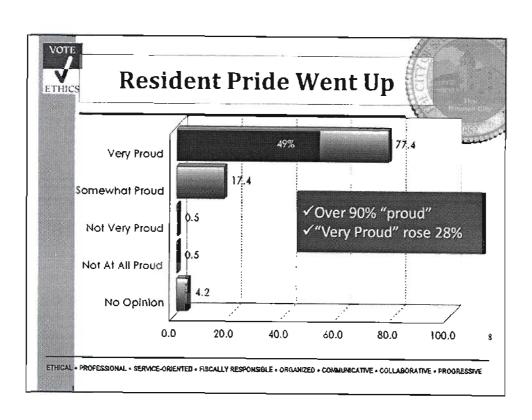
Trustworthy Leaders

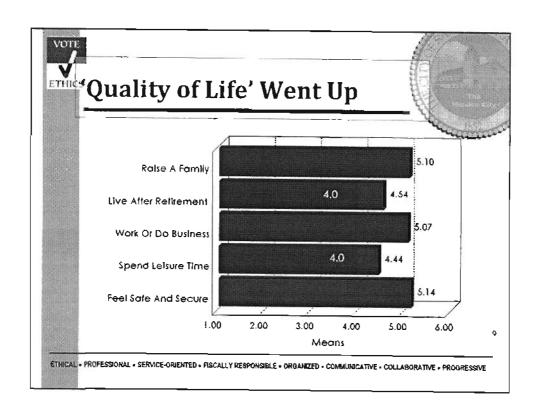
- 5. Take responsibility for their actions
- 6. Make impartial decisions, free of any interests that might compromise or appear to compromise their independence of judgment
- 7. Be accountable, willing to explain actions and to accept fair consequences when they make mistakes

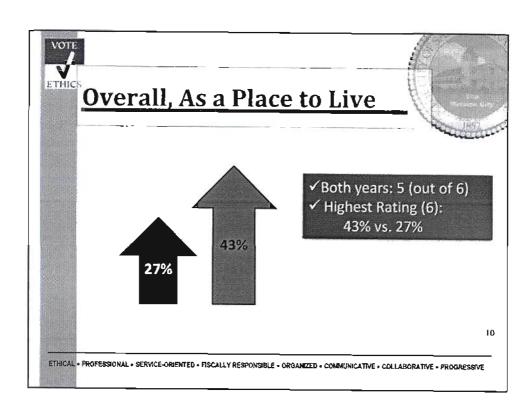
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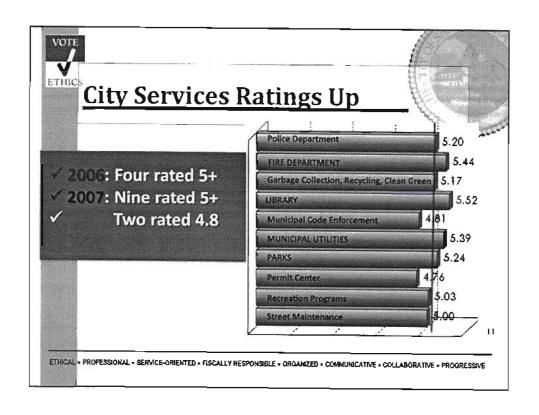


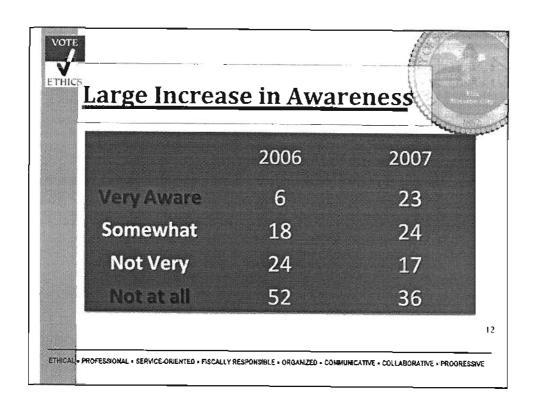














Awareness Up in All Areas

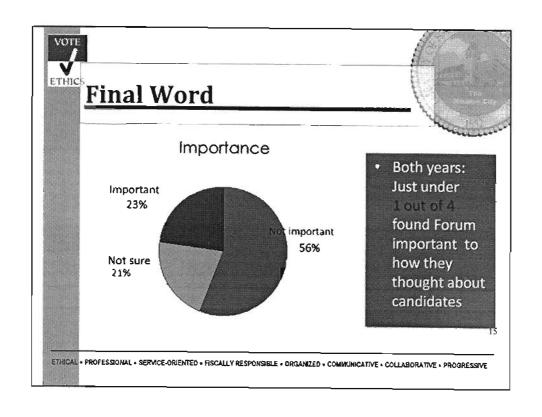
| | 2006 | 2007 |
|--|------|------|
| "Vote Ethics" | 21% | 54% |
| Code Of Ethics And Values | 38% | 63% |
| Orientation Sessions For City Commissioners | 10% | 24% |
| Council Ethics Study Sessions | 13% | 25% |
| Political Candidates Training | 9% | 28% |
| Campaign Finance Ordinance | 15% | 29% |
| State And National Recognition | 12% | 30% |

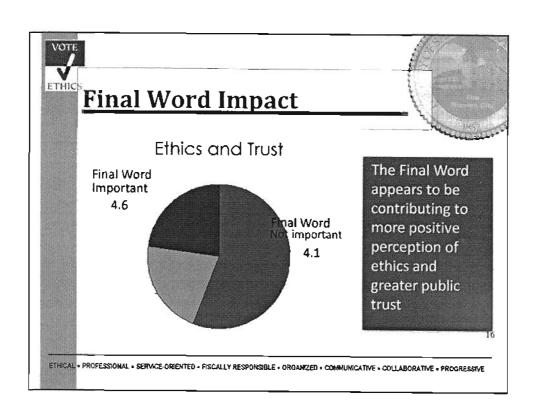


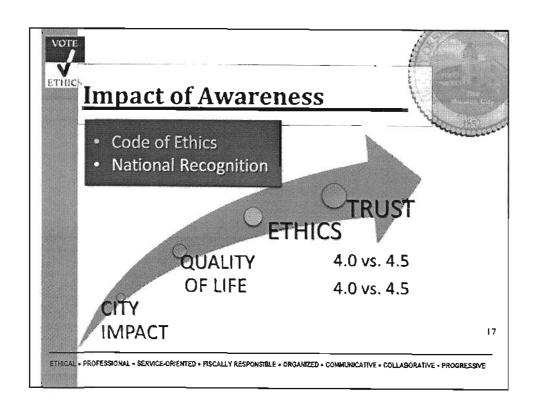
Campaign Conduct Improving

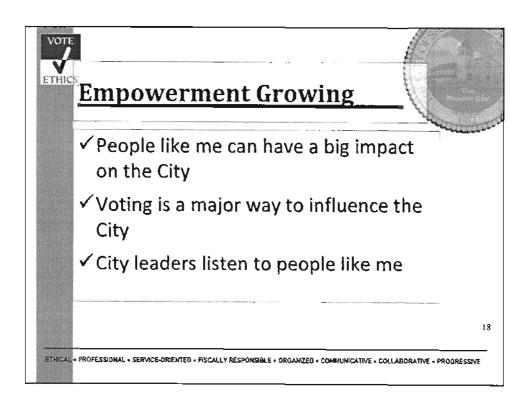
| | 2006 | 2007 | |
|---------------------------|------|-------|--|
| Campaigns Better | 12% | 23% | |
| Stop Unfair Supporters | 2% | 12.8% | |
| Told Truth About Self | .4% | 10.1% | |
| Truth about opponent | 0% | 6.2% | |

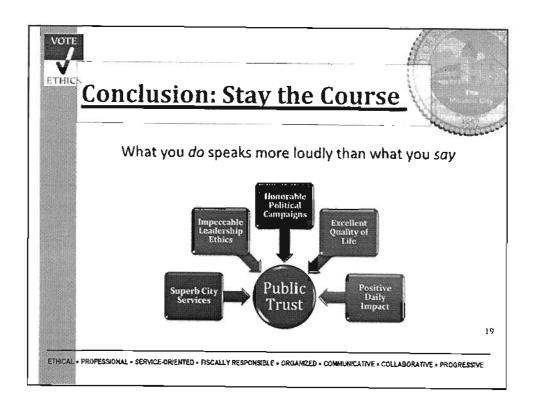
ETHICAL . PROFESSIONAL . SERVICE-ORIENTED . FISCALLY RESPONSIBLE . ORGANIZED . COMMUNICATIVE . COLLABORATIVE . PROGRESSIVE

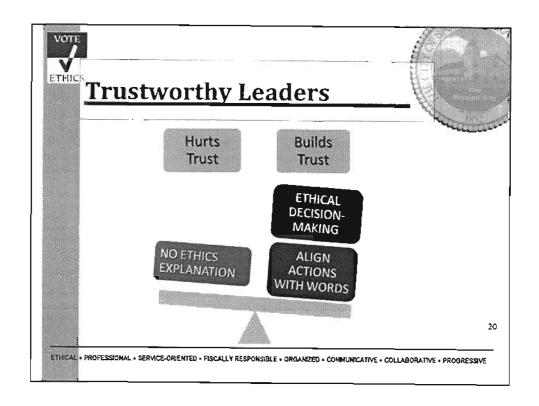






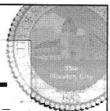








Council Goal 2007-2009



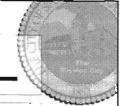
✓ Advance City's Ethics Program through analyzing and applying Ethical Decision-Making in City decisions with review of transparent reporting.

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Action Items



- ✓ Incorporate ethics as a clear element of decision making
- ✓ Transparent reporting of Council Member travel and committee attendance
- ✓ Repeat/revise Vote Ethics in 2008
- ✓ Further develop program for compliance with AB 1234.

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ETHICAL . PROFESSIONAL . SERVICE-ORIENTED . FISCALLY RESPONSIBLE . ORGANIZED . COMMUNICATIVE . COLLABORATIVE . PROGRESSIVE