



Council Meeting: March 1, 2011

SUBJECT: Consideration of the Formation of a Council Sub-committee to Recognize Socially Responsible Businesses

DISCUSSION

This item is on the agenda for the purpose of Council discussion and possible action regarding the formation of a Council sub-committee to recognize socially responsible businesses.

At the January 28, 1011 Study Issues Workshop, Council opted not to pursue a staff study of this issue (see attached Study Issue paper), but rather directed staff to place this item on a City Council agenda for the purpose of Council discussion.

EXISTING POLICY

COMMUNITY PARTICIPATION SUB-ELEMENT

Policy B.6 Encourage citizen contributions and business volunteerism, involvement and philanthropy to support community programs and activities.

Action B.6c. Publicly recognize business community involvement, contributions and achievements.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center, and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

ALTERNATIVES

1. Form a sub-committee to recognize socially responsible businesses.
2. Do not form a sub-committee.

RECOMMENDATION

Staff makes no recommendation at this time.

**Consideration of the Formation of a Council Sub-committee to Recognize
Socially Responsible Businesses**

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Reviewed by:

Robert Walker, Assistant City Manager

Prepared by: Connie Verceles, Economic Development Manager

Approved by:

Gary M. Luebbers

City Manager

Attachments

Attachment A—Study Issue Paper “OCM 09-01 Awards Program for
Recognition of Socially Responsible Sunnyvale Companies (formerly CDD-32)”

2011 Council Study Issue

OCM 09-01 Awards Program for Recognition of Socially Responsible Sunnyvale Companies (formerly CDD-32)

Lead Department Office of the City Manager

History **1 year ago** Deferred **2 years ago** Deferred

1. What are the key elements of the issue? What precipitated it?

In April 2008, the City Council adopted a resolution for a Responsible Service Contractor Code of Conduct that encourages Sunnyvale businesses to offer fair wages and benefits for service contract employees and to openly cooperate with these workers on labor issues. During the Council discussion, it was suggested that the City might explore sponsoring a recognition program for Sunnyvale companies that demonstrate "socially responsible" actions and practices. This program would highlight and applaud companies that engage in admirable business or other activities that contribute to the betterment of the entire community. The program could encourage companies to be cognizant of their responsibility to the local community, and possibly encourage other companies to implement socially responsible practices that would benefit Sunnyvale residents and its workforce.

There may be some challenges/drawbacks associated with implementing a this program.
The challenges:

1. Define what constitutes a "socially responsible" business;
2. Identify and discuss the benefits and challeges/drawbacks associated with a recognition program for this purpose;
3. Establish criteria for selecting businesses for recognition;
4. Suggest a process for nominating and selecting businesses for recognition, including consideration of an awards committee consisting of City and business industry representatives;
5. Explore partnership and sponsorship opportunities with the business community;
6. Consider possible events where the awards could be presented; and
7. Identify the budget impacts of the options.

A study issue was sponsored by Councilmember Lee and co-sponsored by Councilmember Spitaleri and Councilmember Howe to study the feasibility of developing such a recognition program. It was suggested that the city might pattern this program after its current program for recognizing companies that demonstrate environmentally sustainable business practices. The study issue will include soliciting input from the community and business organizations on all of the above items.

2. How does this relate to the General Plan or existing City Policy?

COMMUNITY PARTICIPATION SUB-ELEMENT

Policy B.6 Encourage citizen contributions and business volunteerism, involvement and philanthropy to support community programs and activities.

Action B.6c. Publicly recognize business community involvement, contributions and achievements.

3. Origin of issue

Council Member(s) Lee, Howe, Spitaleri

4. Staff effort required to conduct study

Minor

5. Multiple Year Project? No **Planned Completion Year** 2011

6. Expected participation involved in the study issue process?

ATTACHMENT A

Does Council need to approve a work plan? No
 Does this issue require review by a Board/Commission? No
 If so, which?
 Is a Council Study Session anticipated? No

- 7. Briefly explain cost of study, including consultant hours, impacted budget program, required budget modifications, etc. and amounts if known.
- 8. Briefly explain potential fiscal impact of implementing study results (consider capital and operating costs, as well as potential revenue).

The cost to implement the recognition program would depend on the scope of the program. It could be relatively low cost and would mainly consist of City staff time if the program is kept relatively simple.

9. Staff Recommendation

Staff Recommendation Against Study

If 'For Study' or 'Against Study', explain

Staff is recommending against the study as this process could be managed by a Council sub-committee. Establishing a Council sub-committee to recognize "socially responsible" businesses will streamline the evaluation and selection process. If Council wishes to recognize "socially responsible" businesses, the Council sub-committee can have greater control over the evaluation and selection process.

Reviewed by

 11-1-10

Department Director

Date

Approved by

 10-29-10

City Manager

Date