

**Council Meeting: November 26, 2013****SUBJECT: Discussion and Possible Action Regarding a Friendly Exchange Relationship with the City of Iizuka, Japan****BACKGROUND**

This report is presented at the request of Mayor Anthony Spitaleri. Recently, Mayor Spitaleri and City staff met with community members to discuss a potential friendly exchange relationship between Sunnyvale and the City of Iizuka, Japan.

Council action on April 1, 2003, established an informal friendship program allowing agreements with foreign cities for exchanges of mutual benefit (RTC 03-097, *Explore Establishment of an International Exchange Program Similar to a Sister Cities Program*). Council further clarified its intention to keep the program limited by adopting Council Policy 7.3.24, *International Friendly Exchange Relations* (RTC 07-215, July 17, 2007).

EXISTING POLICY

Council Policy 7.3.24, *International Friendly Exchange Relations* (Attachment A).

ENVIRONMENTAL REVIEW

N/A.

DISCUSSION

Relationships with foreign cities can broaden awareness of the global community, foster opportunities for economic development and cultural exchange, and increase understanding of how best to compete and thrive in a world community and marketplace.

Council has been clear that the City's friendly exchange relation agreements should use minimal City resources as reflected in Council Policy 7.3.24. Specifically, the Policy states that funding budgeted for friendly exchange relations are limited to the cost of visitors' gifts and staff time for the purpose of coordinating meetings for visiting dignitaries with Council and staff, and to securing appropriate City facilities for such meetings. Any staff time outside of those hours budgeted by Council must be authorized in advance by the City Manager.

A draft Memorandum of Understanding is presented via Attachment B for Council consideration.

The Policy also stipulates that any costs outside of those budgeted by the City, including costs for travel, meals, tours, tickets, accommodations, etc., shall be borne by the visiting dignitaries. Additionally, each Memorandum of Understanding will automatically sunset three years from date of enactment. Staff will notify Council in advance of the sunset date via the city manager's weekly report and, if Council

expresses potential interest in renewing the agreement, staff will analyze the value of the relationship to the City (activity, costs, benefits) in a brief report to Council.

City of Iizuka, Japan

Iizuka is a city located at the confluence of the Honami and Onga rivers in central Fukuoka Prefecture, Japan. The city was founded on January 20, 1932 and has an estimated population of 132,208. Iizuka has a strong light industrial base and is a center for education and a rapidly expanding IT economy.

The Mayor of Iizuka has submitted a letter of consideration (Attachment C) and provided additional information in the attached *International Exchange Activities at Iizuka* document (Attachment D).

FISCAL IMPACT

There is no fiscal impact related to this report.

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. Approve the proposed Friendly Exchange Relationship MOU with the City of Iizuka, Japan as presented in Attachment B.
2. Approve the proposed Friendly Exchange Relationship MOU with the City of Iizuka, Japan, with modifications.
3. Other action as directed by Council.

RECOMMENDATION

There is no staff recommendation regarding this proposed agreement.

Reviewed by:

Robert Walker, Assistant City Manager, Office of the City Manager
Prepared by: Yvette Blackford, Senior Management Analyst

Approved by:

Gary M. Luebbbers, City Manager

ATTACHMENTS

- A. Council Policy 7.3.24: *International Friendly Exchange Relations*.
- B. Friendly Exchange Relations Agreement Between Iizuka, Japan and Sunnyvale, California, United States Of America.
- C. Letter from the Mayor of Iizuka, Japan
- D. *International Exchange Activities at Iizuka*

COUNCIL POLICY MANUAL

Policy 7.3.24 International Friendly Exchange Relations

POLICY PURPOSE:

The purpose of this policy is to provide guidelines for the City's limited international relations program.

POLICY STATEMENT:

Exchanges with foreign municipalities may lead to increased global cooperation at the community/municipal level, promotion of cultural and educational exchanges, and fostering of community and economic development.

Friendly exchange relations create a reciprocal relationship between entities. This type of relationship exists in order to share experiences between the City of Sunnyvale and other selected cities in the world. These relationships involve an exchange of ideas and information between various components of a community including elected officials, government employees, and community members.

1. The purpose of Sunnyvale's friendly exchange relations with foreign cities is to:
 - A. Create opportunities for community members to experience and learn from other cultures;
 - B. Strengthen Sunnyvale's economic development;
 - C. Stimulate a culturally aware environment in which Sunnyvale and its partner city(ies) can creatively learn, work, and solve problems;
 - D. Collaborate with municipalities in other countries with similar goals; and
 - E. Promote information exchanges on the economy, trade, science and technology, culture, education, health, environmental protection, etc. in order to promote common prosperity and quality of life.
2. A proposed friendly exchange relations agreement shall only be entered into when there is a clearly defined benefit to the City of Sunnyvale and/or the community.
3. Any proposed agreement must be approved by Council action prior to enactment and signature. Any agreement entered into without such approval shall be considered void.
4. Any proposed agreement must include an opportunity for the City of Sunnyvale to terminate the agreement, in whole or in part, when such action is deemed to be in the City's best interest.
5. Funding budgeted for friendly exchange relations shall be limited to:
 - A. The cost for visitors' gifts and staff time, for the purpose of coordinating meetings for visiting dignitaries with Council and staff, and securing appropriate City facilities for such meetings.

10. Sample Memorandum of Understanding

**FRIENDLY EXCHANGE RELATIONS AGREEMENT
between [CITY, COUNTRY]
and SUNNYVALE, UNITED STATES OF AMERICA**

[City, Country], and Sunnyvale, the United States of America, wish to enhance the understanding and friendship between two cities, and agree to establish friendly exchange relations through friendly consultations as follows:

1. Adhering to the principle of equality and mutual benefit, both cities may initiate various information sharing opportunities and exchanges in terms of the economy, trade, science and technology, culture, education, health, environmental protection, etc. in order to promote common prosperity and quality of life.
2. Leaders and relevant departments of both cities may keep in regular contact for the convenience of discussion and consultation on various issues of mutual interest.
3. This friendly exchange relations agreement is signed in [*location – city, state, country*], on this [*date*] and shall take effect from the day that the Agreement has been signed by both sides.
4. This friendly exchange relations agreement is executed in [*foreign city's primary language*] and English in duplicate.
5. This friendly exchange relations agreement may be terminated, in whole or in part, when such action is deemed by either city to be in its best interest. The City of Sunnyvale shall consider this agreement expired three years from the date of enactment.

City of [city], [foreign country]

[Name], Mayor

City of Sunnyvale, the United States of America

[Name], Mayor

(Adopted: RTC 03-097 (April 1, 2003); Revised RTC 07-215 (July 17, 2007))

Lead Department: Office of the City Manager

FRIENDLY EXCHANGE RELATIONS AGREEMENT

between

IIZUKA, FUKUOKA PREFECTURE, JAPAN

And

SUNNYVALE, CALIFORNIA, UNITED STATES OF AMERICA

The City of Iizuka, Fukuoka Prefecture, Japan, and Sunnyvale, California, the United States of America, wish to enhance the understanding and friendship between two cities, and agree to establish friendly exchange relations through friendly consultations as follows:

1. Adhering to the principle of equality and mutual benefit, both cities may initiate various information sharing opportunities and exchanges in terms of the economy, trade, science and technology, culture, education, health, environmental protection, etc. in order to promote common prosperity and quality of life.
2. Leaders and relevant departments of both cities may keep in regular contact for the convenience of discussion and consultation on various issues of mutual interest.
3. This friendly exchange relations agreement shall take effect from the day that the Agreement has been signed by both sides.
4. This friendly exchange relations agreement is executed in Japanese and English in duplicate.
5. This Memorandum of Understanding may be terminated, in whole or in part, when such action is deemed by either city to be in its best interest.
6. This Memorandum of Understanding will automatically sunset three years from the date of enactment.

City of Iizuka, Fukuoka Prefecture, Japan

Morichika Saito, Mayor

Date

City of Sunnyvale, California, the United States of America

Anthony (Tony) Spitaleri, Mayor

Date

日本国福岡県飯塚市とアメリカ合衆国カリフォルニア州サニーベール市における
友好交流関係協定書

日本国福岡県飯塚市とアメリカ合衆国カリフォルニア州サニーベール市は、両都市間の理解と友情が深まることを希望し、以下のとおり友好的協議を通じて友好交流関係を確立することに同意します。

1. 平等と相互利益の原則に従い、両都市は、共通の繁栄と生活環境の向上を促進するために、経済、貿易、科学、技術、文化、教育、健康、環境保護等の観点による機会と交流について情報共有をはじめます。
2. 両都市の指導者や関連部門は、相互に関心のある問題についての議論や相談の利便性を図るために定期的な連絡をします。
3. この友好交流関係協定書は、双方によって締結された日から施行されます。
4. この友好交流関係協定書は日本語と英語の双方で締結されます。
5. この覚書は、いずれかの都市が、それが最善の利益であると考えた場合、締結の全部又は一部を解除することがあります。
6. この覚書は、成立の日から3年間で自動的に失効します。

日本国福岡県飯塚市

齊藤守史市長 日付

アメリカ合衆国カリフォルニア州サニーベール市

アンソニー(トニー) Spitaleri 市長 日付

September 9, 2013

Re: Sunnyvale/Iizuka Sister City Proposal

Dear Mayor Spitaleri,

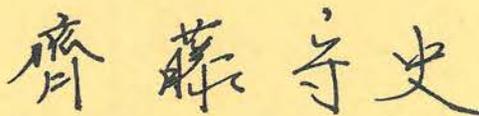
I hope this letter finds you well. On behalf of the city of Iizuka, we would like to express our strong interest in being considered as a sister city candidate for Sunnyvale. We feel both Sunnyvale and Iizuka will mutually benefit from this sister city partnership and look forward to the chance to foster future generations through exchange programs with Sunnyvale. After learning from the Japanese Foreign Ministry that Sunnyvale is interested in a Japanese sister city, we noted the many common goals our two cities share.

As a government-designated "Special IT Ward," we greatly respect Sunnyvale's position at the heart of Silicon Valley. The IT industry comprises a core segment of our planning initiatives, and we are home to two tech-focused universities. One of these universities, Kyushu Institute of Technology (KIT), started the first-ever Computer Science Department in Japan, and to this day, KIT remains a major producer of IT engineers in Japan.

Iizuka is also passionate about international relationships. For the last twenty years, one of our primary grassroots activities has been to help overseas students with the "Iizuka Friendship Network," a nonprofit organization. Every year the city also organizes the International Wheel Chair Tennis Tournament Super Series Event with the help of over two thousand volunteers; this year marks its 29th anniversary. We are a forward-thinking city, and feel that international exchange with Sunnyvale will have positive effects in our community and yours.

We are excited by the possibility of forging a mutually beneficial sister city relationship with Sunnyvale. The Sunnyvale Sister City Association (Mark Kato, President) and Iizuka Friendship Network (Osamu Nawata, President) have already started to work together successfully as private organizations, and we believe that a formal relationship between the two cities will only increase the achievements that we can accomplish. Iizuka is willing to initiate this relationship with reciprocal school exchanges to foster future generations and prepared to move forward in signing a sister city partnership with Sunnyvale.

Sincerely,



Morichika Saito, Mayor of Iizuka



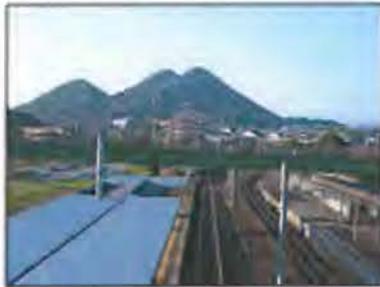
Makoto Katamine, Superintendent of Iizuka School District

CC: Gary Luebbers, City Manager
Mark Kato, President of Sunnyvale Sister City Association (SSCA)

International Exchange Activities at Iizuka

1. Introducing Iizuka

Iizuka has a population of 131,000 and is located on Japan's west coast. Fukuoka International Airport is just twenty miles away. Iizuka has served as one of the primary entrance cities from Asia to Japan over the last two thousand years. In the past, Iizuka prospered due to coal mining and contributed to various Japanese industries by supplying about fifty percent of Japan's coal. As energy demands shifted from a need for coal to a need for oil, Iizuka diversified into a focus on high-tech industries. The city is home to two universities, Kyushu Institute of Technology and Kinki University, and one nursing college. Taro Aso, Japan's Vice Prime Minister and Minister of Finance, is currently the most well-known person from Iizuka.



Mount Boto



Kyushu Institute of Technology



Kinki University

2. International Exchange Activities

The International Fuzzy Conference, focused on the concept of fuzzy logic, is held in Iizuka every two years under the leadership of Professor Yamakawa of Kyushu Institute of Technology. Participants at this conference enjoy home-stays with Iizuka citizens, and Iizuka would like to extend this type of home-stay hospitality to community members in Sunnyvale.

Our elementary, junior high, and high schools, as well as our universities show great interest in having exchange programs with Sunnyvale and have already started planning what projects might be possible. Igisu elementary school, Futase junior high school, Kaho-Higashi high school, and Kyushu Institute of Technology strongly want to partner with Sunnyvale, and we believe other area schools will express similarly strong interest.

The Iizuka Friendship Network is a volunteer organization that has helped overseas students with housing, Japanese classes, and medical consultation for the last twenty years. We will enhance this support organization to take into account our sister city relationship with Sunnyvale. The six board members of this organization oversee these four areas:

1. Support of overseas students
2. Promotion of exchange programs with Sunnyvale at the elementary, junior high, and high school levels
3. Cooperation with the program e-Zuka Tech Night to foster students and early start-ups
4. Education for Iizuka citizens

The following people will soon be added as advisors to the Iizuka Friendship Network:

Makoto Katamine, Superintendent of the Iizuka School District
Masakazu Watanuki, Senior Economist at Inter-American Development Bank
Mark Kato, President of the Sunnyvale Sister City Association



3. History between Silicon Valley and Iizuka

Iizuka started a three-year Technical Cooperation program with the Center for the Study of Language and Information (CSLI) at Stanford University starting in 2000. Since then, several of Iizuka's high school students have had a chance to visit Silicon Valley. Recently, Kyushu Institute of Technology, Iizuka Hospital, and Iizuka City have collaborated on a joint research and development project on Medical Engineering with Fogarty Institute for Innovation in Mountain View.

Iizuka is located in Fukuoka Prefecture, an area with current ties to Silicon Valley. In order to promote Fukuoka's businesses in the US market and introduce American businesses to Fukuoka's corporations, the prefecture has maintained its office in Silicon Valley since 2003, which locates at Plug and Play Tech Center in Sunnyvale since 2010. To this date, this office is the only self-organized Japanese prefecture office in the United States, and it contributes mutual benefits to both Fukuoka and Sunnyvale by bridging both worlds.

4. IT Human Resources at Iizuka

Iizuka began its Try-Valley project in 2002 in order to highlight how easy it is to start businesses in Iizuka. This project fosters java engineers in cooperation with Sun Microsystems and has established incubation facilities. In 2003, Iizuka was appointed as a "Special IT Ward" by the Japanese Government and, in 2004, the Ministry of Economy, Trade, and Industry awarded Iizuka for attracting fifty companies to start their businesses in Iizuka.

Thereafter, companies in Iizuka continued to collaborate with companies in Silicon Valley, and "e-Zuka Tech Night" was founded in 2011 to provide a networking place for students and young engineers every month. This event coordinates with various networking events taking place in Silicon Valley. "e-Zuka Tech Night" invites distinguished guests from Silicon

Valley such as John Dillon, CEO of Engine Yard and ex-CEO of Salesforce.com, Allen Miner, CEO of SunBridge and ex-CEO of Oracle Japan, and so on.



e-Zuka Tech Night

Kyushu Institute of Technology (KIT) has about 2,500 IT students and has the biggest engineering program in Japan. Professor Kazuaki Tanaka of KIT is one of the famed inventor of Ruby, a programming language, and was invited as a keynote speaker at “Fukuoka Ruby Night” in 2012 at the LinkedIn office in Mountain View. Kinki University, by comparison, has about 2,000 engineering students and is internationally famous for research and development in the field of Molecular Engineering.



Prof. Tanaka presents at LinkedIn Auditorium



At Plug and Play Tech Center

5. Mutual Benefits of the Sister City Program

We feel that cooperation between Sunnyvale and Iizuka could change the world for the better in the future. The positive benefits of culture for the betterment of the community cannot be ignored, and Iizuka is a place with both a rich culture and strong focus on technology. Sunnyvale is well known for innovation, technology and business. By combining our strengths, we could contribute to make life better for the next generation.

One example of a cultural highlight in Iizuka is our Yamakasa festival and traditional celebrations. For over four hundred years, people have gathered for this festival to celebrate. We have many historical landmarks, including the Kaho theater, the residence of Denemon Ito, and other monuments related to our coal mining past. We are looking forward to showing

community members in Sunnyvale our cultural heritage, and feel that this positive exposure will be good for Sunnyvale's future generations. Likewise, Iizuka's many young, talented people will jump at the chance to travel the world through the sister city program. Citizens of Iizuka are eager to work as volunteers and host visitors from Sunnyvale.



Kaho Theater



Residence of Denemon Ito

Aug 23, 2013

Osamu Nawata, Chairman of Iizuka Friendship Network

Hideki Shoda, COO of Iizuka Friendship Network