

## Proposed 2010 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  
**Element or Sub-element**  
**New or Previous** Previous  
**Status** Pending **History** 1 year ago Deferred 2 years ago None

**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.

A study issue was sponsored by Councilmember Lee and co-sponsored by Mayor 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 benefits and challenges/drawbacks associated with such a program will be evaluated.

The study issues would evaluate the following items:

1. Define what constitutes a "socially responsible" business;
2. Identify and discuss the benefits and challenges/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.

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

**General Plan**

**City Staff**

**Public**

**Board or Commission** none

4. Multiple Year Project? No Planned Completion Year

5. Expected participation involved in the study issue process?

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

**What is the public participation process?**

Staff would solicit the input of the community and business organizations (such as the Chamber of Commerce, Downtown Business Association, Auto Dealers Association, and the Moffett Park Transportation and Business Association) to assist in developing the recognition program, determining the interest of the business community to implement such a program, and partnering with the City to co-sponsor or possibly take the lead on the program.

6. Cost of Study

**Operating Budget Program covering costs**

247 - Economic Development

**Project Budget covering costs**

**Budget modification \$ amount needed for study**

**Explain below what the additional funding will be used for**

7. Potential fiscal impact to implement recommendations in the Study approved by Council

**Capital expenditure range** Under \$500

**Operating expenditure range** \$500 - \$50K

**New revenues/savings range** None

**Explain impact briefly**

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. Alternatively, if the program will involve coordinating a sub-committee comprised of business and city representatives or organizing an annual recognition event, the staff cost and other expenses would be more substantial.

**8. Staff Recommendation**

**Staff Recommendation** None

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

**9. Estimated consultant hours for completion of the study issue**

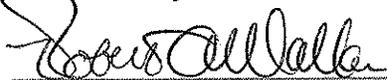
Managers	Role	Manager	Hours			
	Lead	Verceles, Connie	Mgr CY1:	50	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
	Support	Lord, Patricia	Mgr CY1:	15	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0

**Total Hours CY1: 65**

**Total Hours CY2: 0**

**Note:** If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by



Department Director

10-14-09

Date

Approved by



City Manager

10-14-09

Date

**Addendum**

**A. Board / Commission Recommendation**

**Issue Created Too Late for B/C Ranking**

<b>Board or Commission</b>	<b>Rank Rank 1 year ago</b>	<b>Rank Rank 2 years ago</b>
Arts Commission		
Bicycle and Pedestrian Advisory Committee		
Board of Building Code Appeals		
Board of Library Trustees		
Child Care Advisory Board		
Heritage Preservation Commission		
Housing and Human Services Commission		
Parks and Recreation Commission		
Personnel Board		
Planning Commission		

**Board or Commission ranking comments**

**B. Council**

**Council Rank** (no rank yet)  
**Start Date** (blank)  
**Work Plan Review Date** (blank)  
**Study Session Date** (blank)  
**RTC Date** (blank)  
**Actual Complete Date** (blank)  
**Staff Contact**