

Community Partner Recognition At City Council Meetings

Goal: To **recognize** local non-profit and partner organizations on a regular basis at City Council meetings; provide visibility to these important organizations; and through recognition encourage community support and involvement in their activities and programs.

Proposal: During the Council agenda planning process departments nominate a non-profit or partner organization in Palo Alto to receive recognition by the City Council at an upcoming Council meeting. An invitation is extended by staff to the organization; a fact sheet is developed and distributed to Council in advance of the presentation; props related to the organization's core programs or events are prepared by the organization for the presentation; and a proclamation may be presented (depending on the particular situation).

Criteria for selection of the organization:

- Must actively support the mission of the City of Palo Alto through its services, programs or its on-going financial support.
- The presentation should be timed so that it closely coincides with a community event, a fundraising drive, an anniversary or other significant milestone event that will encourage the audience to take action by volunteering, contributing or participating in the organization's event or program.
- A diverse array of partner organizations, non-profits and neighborhood associations will be encouraged to participate.
- Stanford University, as an important community partner, will be encouraged to participate once a year.
- May have a role that ties into or contributes to achievement of Council priorities (Generates money to support a City program or priority; actively supports goals; or contributes volunteer hours)
 - Environmental Sustainability
 - City Finances
 - Community Collaboration for Youth Health and Well-Being
 - Emergency Preparedness
 - Land Use and Transportation Planning
- Must serve Palo Alto or have a Palo Alto branch
- Community partner agencies and organizations can request a date for one presentation per year. Staff may also initiate the request for a presentation from a targeted partner organization.
- While the organization or partner can provide background information about their group or agency, the intent of the presentation is to encourage the Council and audience to take part in an upcoming event or program (and not just to contribute money or to become a member of the organization.)
- **Timing:** At the beginning of a Council meeting during Special Orders of the Day. These presentations will be planned at least a month or so in advance so that the community and Council will know which groups are coming up on the calendar. A maximum of 7 minutes for the nonprofit/partner presentation at the Council meeting will be provided. Note: *IF* there is a proclamation, the time to read the proclamation is

included in the maximum 10 minute allocation. The staff member who coordinates with the nonprofit/partner organization needs to be sure that the presentation stays within the 10 minutes, is lively and has props.

Frequency: A few times a month, but not at every Council meeting

Responsibility:

The City Manager's Office is responsible for the following:

- Establishing the policy for this recognition program
- Approving the nomination of partner organizations through the agenda planning process
- Integrating the presentation into the City's master calendar of events (including web page "news detail" announcement)
- Tracking the types of organizations who take advantage of this program so that the program can be evaluated after the first year

Nominating department is responsible for the following:

- Coordinating with the City Clerk on setting a Council meeting date
- Entering the date into MinuteTraq
- Contacting the partner organization about scheduling
- Obtaining a "fact sheet" of standardized information to be distributed to the Council in advance of the presentation.
- Obtaining a prop for the Council dais for the Mayor to display
- Optional: Drafting a proclamation (when there is a key milestone or accomplishment)

The Clerk's Office is responsible for the following:

- Finalizing the proclamation (if there is a proclamation), framing it and providing it to the Mayor

The Mayor is responsible for the following:

- Facilitating Council Member remarks and/or questions at the end of the presentation

Evaluation: The program policy and procedures will be evaluated and possibly amended after six months (August 2011)

2/15/2011