



# City of Santa Clara

## ETHICS & VALUES PROGRAM

1500 Warburton Avenue • Santa Clara, CA 95050



### THE COUNCIL OF TRUST 2014

#### GOOD GOVERNMENT AT OUR BEST EVERY DAY

**Giving voice to Santa Clara's Core Values at this pivotal moment in the City's history, the City Council has adopted this vision for Campaign 2014. The Council reaffirms its commitment to *Good Government Guiding Principles* and *Council of Trust Norms and Best Practices*, revised for Emerging Santa Clara.**

#### COUNCIL VISION FOR CAMPAIGN 2014

**As a Council of Trust, we pledge to conduct and support campaigns which increase public trust in Santa Clara's government. We will work individually and as a Council to foster honorable campaigns, trustworthy leadership, and increased participation by an informed public who holds candidates positively accountable for keeping their public promises to conduct honest and fair campaigns.**

#### GOOD GOVERNMENT GUIDING PRINCIPLES

*We foster public trust when our decisions:*

1. Honor the letter and the spirit of the law.
2. Do the greatest good and the least harm.
3. Treat everyone equitably and with respect.
4. Fulfill our duties and protect individuals' rights.
5. Advance the community's best interests and give voice to the City's *Core Values*.



**City of Santa Clara**

*Good Government At Our Best Every Day*

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

#### COUNCIL OF TRUST NORMS AND BEST PRACTICES

**These norms and best practices guide the Council of Trust during an election:**

##### 1. HONOR THE LETTER AND SPIRIT OF THE LAW

- Look at the law and also at *the right thing to do*.
- Hold yourself and each other to the higher standard.
- Avoid the impression of representing the City, overstating our contributions or authority.
- Arrive at ground rules with your opponents beforehand, if at all possible.
- Have something written stand the test of time.

##### 2. TREAT EVERYONE EQUITABLY & WITH RESPECT

- Assume all are here for service of the City.
- Avoid finger-pointing.
- Don't jump to conclusions.
- Practice the Golden Rule. Treat others as you want to be treated when you are at your best.
- Maintain a sense of humor.

##### 3. DO THE GREATEST GOOD...

- Don't assume you know someone else's motive.
- Wait. Get facts. Discuss.
- Talk to each other. Go directly to the other person.
- Appoint and empower a "staff conscience" to help when time is short and you are stressed.
- Take the responsibility of the office seriously. Don't take yourself too seriously.

##### 4. ...AND THE LEAST HARM

- Think strategically. Educate.
- Rely on facts and interpret them as fairly as you can.
- Make clear to all your workers and third parties how you are running your campaign and what you will do if anyone unfairly attacks an opponent.
- Do everything possible to reduce the damage to public trust after unfair third party attacks.

##### 5. FULFILL DUTIES/PROTECT PEOPLE'S RIGHTS

- Separate role as Council Member from role as candidate. Honor your role as a Council Member. Act as a member of the Council Team.
- Tell the truth. Don't mislead.
- Respect the process. Respect City resources.
- Communicate your ethics clearly ahead of time to your staff and workers.

##### 6. ACT ONLY IN THE COMMUNITY'S BEST INTERESTS

- Honor the common good. Represent community.
- Communicate consistently that ethics is up front in this campaign. Explain ethics reasons for decisions.
- Ask the ethics questions by habit. Use the decision-making tool and especially ask "How does this decision build public trust?"
- Set a high standard for what you expect to see when you look at yourself in the mirror at the end of the day.