

## **ATTACHMENT A**

### **Scope of Services**

#### **A. Project Description**

The City of Santa Clara has adopted a Code of Ethics and Values to promote and maintain the highest standards of personal and professional conduct in City government. All elected and appointed officials, City employees, volunteers, and others who participate in the City's government are required to subscribe to the Code of Ethics and Values, understand how it applies to their specific responsibilities, and practice its core values in their work. The Code of Ethics and Values, and its related policies and procedures, are meant to instill public confidence in the City's services and public trust of its decision-makers, which demands that all work must meet the most demanding ethical standards and demonstrate the highest levels of achievement in following the Code.

Since it has been over a decade since last reviewed, the City is seeking the assistance of an ethical consultant to serve as an objective, independent, and neutral third party to facilitate the creation of an updated Code of Ethics and Values and closely related Behavioral Standards for Commissioners, Board Members, and Other Appointed Officials. In addition, the consultant will also assist in assessing other programs that highlight the City's Ethics Program, including the creation of policies and procedures, as needed, to modernize best practices and provide ample training for elected officials, board and commissioners and City staff.

#### **B. Background**

Santa Clara's Code of Ethics and Values was adopted by the City Council in March 2000 and last modified by the Council in August 2001. It's designed to provide clear, positive statements of ethical behavior reflecting the core values of the community. The Code includes practical strategies for addressing ethical questions and a useful framework for decision-making and handling the day-to-day operation of the City.

The current Code of Ethics and Values was developed in 1999 by a Committee comprised of three elected officials, nine City commissioners, two community members, the City Manager and the City Attorney. A previous Code was adopted in the 1960's and periodically updated, but the Committee took a fresh approach by working with the Markkula Center for Applied Ethics at Santa Clara University to create a new Code of Ethics and Values for the City that would better reflect the issues and concerns of the community.

#### **C. Description of Required Services**

The consultant must be prepared to provide resources and guide the process of updating the Code of Ethics and Values, which will include facilitation of committee meetings and public forums. During the process, the consultant will need to attend and present iterations to the Ethics Committee for review and feedback prior to Council adoption.

The consultant must be prepared to create a strategy and timeline for implementation of new policies and procedures, and be prepared to provide thorough training.

D. Required Proposal Components

1. All information set forth in Article 6 of the RFP; and
2. Description of firm's experience as it relates to developing and implementing Ethic's Program for cities and/or other public entities as outlined above.