

City of Brisbane

Agenda Report

TO: Honorable Mayor and City Council

FROM: Caroline Cheung via Clay Holstine, City Manager

DATE: Meeting of February 6, 2012

SUBJECT: Brisbane Profiled on “Strong Cities, Strong State” Website

PURPOSE:

Present the City of Brisbane’s profile page on the Strong Cities, Strong State (SCSS) website (www.strongcitiesstrongstate.com), which itself was created to demonstrate the level of professionalism, responsiveness, and ethical conduct required on the part of public servants to daily exemplify.

RECOMMENDATION:

For Council to review Brisbane’s page (<http://strongcitiesstrongstate.com/city/brisbane>) on the SCSS website and suggest any copy edits.

BACKGROUND:

The California City Management Foundation (CCMF) and League of California Cities have come together to initiate a program to connect Californians to the great services that are provided in their cities, the elected leadership and management team that oversees those services, and the pride city residents feel in their cities’ history, traditions, and record of excellence. It also is designed to help state leaders understand that California is strong in large measure because it has 482 strong cities – each with a unique character, history, and array of public services.

DISCUSSION:

Staff has been working with League Regional Public Affairs Manager for the Peninsula, Jessica Stanfill, on getting each of the requested page elements to be properly compiled and formatted. One of these elements is City Success Stories, where cities were asked to submit five stories, along with a photo to illustrate each success story/project. The five success stories chosen were the Celebration of the 25th Festival of Lights, the City’s

Annual Winter Clean-up, upgrading the Public Work's SCADA System, Preservation of Open Space, and City Hall's Green Parking Lot/Rain Garden.

Key Influentials consisted of another element. About six local individuals of influence and their titles within the community were to be provided. Each of them was more than happy to assist in this project. They are: Ken Walker, School Board President and President of the Brisbane Youth Sports Association, Mitch Bull, CEO of the Brisbane Chamber of Commerce, Chad Carvey, Principal of Brisbane Elementary School, Larry Purcell, Co-Owner of Purcell Murray Co., Inc., and Freddy Beaman, VP/Client Manager at Bank of America.

The City of Brisbane's page on the Strong Cities, Strong State website launched on January 30, 2012 – itself the first in all of San Mateo County. A press release was also disseminated by the League that morning indicating such had occurred. Should Council see the need to make any changes to the page's copy, this can easily be done.

FISCAL IMPACT/FINANCING ISSUES:

None.

MEASURE OF SUCCESS:

For the number of Brisbane's page views to continue increasing, indicating either that the public is looking at the various projects completed in Brisbane within the past year, or that other cities are getting ideas for their own profile pages that will one day be featured on the SCSS website.



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ATTACHMENTS:

None.