TO: HONORABLE CITY COUNCIL

DATE: SEPTEMBER 15, 2008

SUBJECT: ADOPTION OF AN ORDINANCE AMENDING SECTION 2.21.020 (ARCHITECTURAL REVIEW BOARD), SECTION 16.49.030 (HISTORIC RESOURCES BOARD), SECTION 2.22.015 (HUMAN RELATIONS COMMISSION), SECTION 2.24.020 (LIBRARY ADVISORY COMMISSION), SECTION 2.25.020 (PARKS AND RECREATION COMMISSION), SECTION 2.20.015 (PLANNING AND TRANSPORTATION COMMISSION), SECTION 2.18.030 (PUBLIC ART COMMISSION), AND SECTION 2.23.020 (UTILITIES ADVISORY COMMISSION) TO REDUCE THE PUBLICATION OF BOARD AND COMMISSION RECRUITMENT ADS FROM FOUR ADVERTISEMENTS TO TWO ADVERTISEMENTS IN A TWO WEEK PERIOD

RECOMMENDATION

City Clerk recommends that Council adopt the Ordinance amending the Palo Alto Municipal Code (PAMC) to reduce the publication of Board and Commission recruitment ads from four advertisements to two advertisements in a two week period.

BACKGROUND

Palo Alto Municipal Code requires that upon notification of vacancy on each Board or Commission, the City Clerk shall advertise the opening in a newspaper of general circulation in the city, four times within a two week period.

In the past two years there have been many occasions where there have been insufficient numbers of candidates applying for the vacancies on the Boards and Commissions. Due to the lack of candidates, the City Council has directed the City Clerk to restart the recruitments. This is a cumbersome process involving republishing the ads four times in a two week period. The average cost to place a recruitment ad in the newspaper of general circulation is approximately $400, which multiplied by the four ads requirement of the PAMC is a total cost of $1,600. When recruitments must be restarted, this brings the total cost of the recruitment to at least $3,200.

We have found that the multiple publication of the listing does not result in more candidates. In fact, it only seems to add to the overall cost of each recruitment with no actual increase in the amount or quality of interested applicants. The alternative methods of recruitment, described below are superior in terms of cost, efficacy and impact upon the environment. These other approaches result in more applicants and less impact upon the environment.
In the past six months, the City Clerk has looked to alternatives in an effort to reach out to the public to interest them in serving the city as a Board or Commission member. We have e-mailed the vacancies to the Parents and Teachers Associations of the local schools, as well as, placed the ads on Craigslist. We also have reached out to special interest groups pertaining to the specific Board or Commission. In an effort to be green, we have transitioned from notifying potential candidates of the recruitment via the U.S. Mail to e-mailing the announcements. In addition, we recently have begun to place the vacancy notification on the front page of the City’s web page under Featured Links, advertised in Frank’s Memo, and on the individual Board or Commission web page.

The Palo Alto Weekly, which is the newspaper of general circulation that we use for these advertisements, is now only publishing once a week at the end of the month. This is another justification for reducing the publications.

As part of the “Best Bets” for Revenue and Expense Options to help the General Fund accommodate debt service for the Public Safety Building, the City Manager presented to the City Council for approval on June 9, 2008, my recommendation for the removal of the obligation to print the recruitment ads from four advertisements to two advertisements in a two week period.

CITY CLERK APPROVAL:

[Signature]
Donna J. Grider, CMC
CITY CLERK

ATTACHMENT:
Ordinance
NOT YET APPROVED

ORDINANCE NO.

ORDINANCE OF THE COUNCIL OF THE CITY OF PALO ALTO
AMENDING SECTION 2.21.020 (ARCHITECTURAL REVIEW
BOARD), SECTION 16.49.030 (HISTORIC RESOURCES BOARD),
SECTION 2.22.015 (HUMAN RELATIONS COMMISSION),
SECTION 2.24.020 (LIBRARY ADVISORY COMMISSION),
SECTION 2.25.020 (PARKS AND RECREATION COMMISSION),
SECTION 2.20.015 (PLANNING AND TRANSPORTATION
COMMISSION), SECTION 2.18.030 (PUBLIC ART
COMMISSION), AND SECTION 2.23.020 (UTILITIES ADVISORY
COMMISSION) TO REDUCE THE PUBLICATION OF BOARD
AND COMMISSION RECRUITMENT ADS FROM FOUR
ADVERTISEMENTS TO TWO ADVERTISEMENTS IN A TWO
WEEK PERIOD

The Council of the City of Palo Alto does ORDAIN as follows:

SECTION 1. Findings. The City Council finds that:

1. The public interest requires that periodic revision of the municipal code is
   necessary in order to make editorial changes for clarification and to make revisions that are
   consistent with current practice and public policy.

2. Reducing the publication of Board and Commission recruitment ads would
   reduce City budget costs.

SECTION 2. Section 2.21.020 (Architectural Review Board Manner of
Appointment) of Title 2 [Administrative Code] of the Palo Alto Municipal Code is hereby
amended to read as follows:

2.21.020 Manner of Appointment.

In filling vacancies on the architectural review board, the following procedures
shall be followed by the city council:

a) Following notification of vacancy on the architectural review board, the city
clerk shall advertise the same in a newspaper of general circulation in the city, including the
council agenda digest, two times within two weeks.

b) Written nominations and applications shall be submitted to the city clerk
within such two-week period, to be forwarded to the city council for its consideration.
Notwithstanding the foregoing, if the nomination or application of an incumbent board member
is not submitted to the city clerk within the period specified above, said period shall be extended
for an additional five days during which the city clerk shall accept written nominations and
applications of nonincumbents.

c) The city council shall review all nominations and applications and conduct
such interviews as it deems necessary prior to selection.
(d) Organization. The board shall hold meetings twice monthly or at the pleasure of the chairperson, and shall establish such rules as may be appropriate and necessary for the orderly conduct of its business. The board shall elect a chairperson and a vice chairperson from its membership who shall serve in such capacity for terms of one year each. The chairperson shall preside over meetings of the board, and in the absence or disability of the chairperson, the vice chairperson shall perform the duties of the chairperson.

Four members shall constitute a quorum and decisions of the board shall be determined by majority vote of those members present at the meeting. Action minutes shall be kept by the board.

(e) Duties. It is the duty of the historic resources board to:

(1) Render advice and guidance to a property owner upon the owner's application for alteration of any historic single-family or duplex building in the downtown area and any such building designated as significant elsewhere in the city.

(2) Inform the architectural review board of the historical and/or architectural significance of historic commercial and multiple-family structures in the downtown area and any such buildings designated as significant elsewhere in the city that are under review by the architectural review board. Submit recommendations to the architectural review board regarding proposed exterior alterations of such historic structures.

(3) Recommend to the council the designation of additional buildings and districts as historic.

(4) Research available information and add historical information to the inventory sheets of historic structures/sites. This inventory is maintained in the department of planning and community environment.

(5) Perform such other functions as may be delegated from time to time by the historic resources board by the city council.

SECTION 4. Section 2.22.015 (Human Relations Commission Manner of Appointment) of Title 2 [Administrative Code] of the Palo Alto Municipal Code is hereby amended to read as follows:

2.22.015 Manner of Appointment.

In filling vacancies on the human relations commission the following procedures shall be followed by the city council:

(a) Following notification of vacancy or pending vacancy on the human relations commission, the city clerk shall advertise the same in a newspaper of general circulation in the city, including the council agenda digest, four times within two weeks;

(b) Written nominations and applications shall be submitted to the city clerk within such two-week period to be forwarded to the city council for its consideration.
NOT YET APPROVED

(a) Following the notification of any vacancy or pending vacancy on the commission, the city clerk shall advertise the same in a newspaper of general circulation in Palo Alto, including the council agenda digest, four two times within two weeks.

(b) Written nominations and applications shall be submitted to the city clerk within such two-week period to be forwarded to the city council for its consideration. Notwithstanding the foregoing, if the nomination and application of any incumbent commission member is not submitted to the city clerk within the period submitted above, the period of time shall be extended for an additional five days during which the city clerk shall accept the written nominations and applications of nonincumbents.

(c) The city council shall review all nominations and applications and conduct such interviews as it deems necessary prior to selection.

(d) The final selection and appointment shall be made by the city council at a regular meeting of the city council after the period of time for the submittal of nominations and applications has expired.

SECTION 7. Section 2.20.015 (Planning and Transportation Commission Manner of Appointment) of Title 2 [Administrative Code] of the Palo Alto Municipal Code is hereby amended to read as follows:

2.20.015 Manner of Appointment.

In filling vacancies on the planning and transportation commission the following procedures shall be followed by the city council:

(a) Following notification of vacancy or pending vacancy on the planning commission, the city clerk shall advertise the same in a newspaper of general circulation in the city, including the council agenda digest, four two times within two weeks;

(b) Written nominations and applications shall be submitted to the city clerk within such two-week period to be forwarded to the city council for its consideration. Notwithstanding the foregoing, if the nomination or application of an incumbent commission member is not submitted to the city clerk within the period specified above, said period shall be extended for an additional five days during which the city clerk shall accept written nominations and applications of nonincumbents;

(c) The city council shall review all nominations and applications and conduct such interviews as it deems necessary prior to selection;

(d) Final selection and appointment shall be made by the city council at a regular city council meeting after the period for submittal of nominations and applications has expired.

SECTION 8. Section 2.18.030 (Public Art Commission Manner of Appointment) of Title 2 [Administrative Code] of the Palo Alto Municipal Code is hereby amended to read as follows:
NOT YET APPROVED

SECTION 10. The Council finds that reducing the publication of the Board and Commission recruitment ads does not meet the definition of a project under the California Environmental Quality Act pursuant to California Public Resources Code Section 21065, and therefore no environment impact assessment is necessary.

SECTION 11. This ordinance shall be effective on the thirty-first day after the date of its adoption.

INTRODUCED:

PASSED:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

ATTEST:

______________________________  ______________________________
City Clerk                        Mayor

APPROVED AS TO FORM:

______________________________  ______________________________
City Attorney                    City Manager

APPROVED:

______________________________
Director of Administrative Services