



## Item No. 4 Town of Atherton

### CITY COUNCIL STAFF REPORT – STUDY SESSION

**TO: HONORABLE MAYOR AND CITY COUNCIL**

**FROM: GEORGE RODERICKS, CITY MANAGER**

**DATE: SEPTEMBER 7, 2016**

**SUBJECT: DISCUSSION OF AN ATHERTON EXCELLENCE COMMUNITY RECOGNITION PROGRAM**

### **RECOMMENDATION**

Review and discuss the Atherton Excellence Community Recognition Program and provide direction to staff regarding the potential program.

### **BACKGROUND**

Recently, members of the Council have become interested in recognizing volunteers and others in the community that have made significant contributions to the community. Staff suggested that a community recognition program could be created to assist the Council in this endeavor.

### **FINDINGS/ANALYSIS**

Staff created the attached program entitled, Atherton Excellence, to recognize individuals, groups, or organizations whose activity, service, or special achievements were performed in or substantially benefited the Town of Atherton. Atherton Excellence Awards could be developed/presented for each of five award categories:

- **Atherton Excellence in Leadership** – a nominee in this category shows consistent, broad, and exceptional leadership to a program, project or cause that responds to an identified community need.
- **Atherton Excellence in Community Service** – a nominee in this category shows exceptional dedication in quality, length, and spirit of service to the community.
- **Atherton Excellence in Initiative** – a nominee in this category shows extraordinary skill at initiating, organizing, or invigorating a program or project that provides direct benefit to the community.
- **Lifetime or Personal Achievement** – a nominee in this category shows exceptional dedication and motivation toward a personal or public goal benefiting or bringing esteem to the Town.
- **Corporate Responsibility/Participation** – an organization nominated in this category shows great support for the community through its long-standing participation and support of community activities, events, projects, and programs.

All residents of the Town, employees of any organizations in Town, and Town employees would be eligible for recognition. Nominations could be submitted at any time throughout the year and could be submitted by anyone. Nominees can be individuals, organizations, businesses, community groups, private and public groups, and/or groups of individuals. Nomination forms would be turned in to the City Clerk's Office and awardees would be honored by the City Council at a City Council meeting through a special award – plaque and/or proclamation and would be invited to the Town's Annual Holiday Party.

Nominees would be reviewed upon receipt and then distributed to a Subcommittee made up of the Mayor, Vice Mayor and City Manager. The Mayor and Vice Mayor would select a recipient and present that name to the City Council for ratification. The Subcommittee may elect to involve a panel of volunteers composed of representatives from past awardees.

Individuals, groups, or organizations who received an Atherton Excellence Award within the past two years would not be eligible to receive an award in the same category within two years of the preceding award.

### **POLICY CONSIDERATIONS**

None.

### **FISCAL IMPACT**

The Awards program could be established with a minimum budget based on the cost of recognition plaques, gift certificates, and/or other recognition items for each award recipient. Assuming an average of three to four awardees per year at \$500 per recipient, an annual budget of \$2,000 would be sufficient.

### **PUBLIC NOTICE**

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the item is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

### **ATTACHMENTS**

- Atherton Excellence Guidelines & Nomination Form



# ATHERTON EXCELLENCE AWARDS

## **GUIDELINES & NOMINATION FORM**

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### **The Program**

The Atherton Excellence Awards Program is designed to recognize individuals, groups, or organizations whose activity, service, or special achievements were performed in or substantially benefit the Town of Atherton and community.

All residents of the Town, employees of local organizations, and Town employees are eligible for recognition.

### **Selection**

The Mayor, Vice Mayor and City Manager will meet to review nominations submitted by members of the Council or members of the public. The Mayor and Vice Mayor will select a recipient and present that name to the City Council for ratification. Awardees will be recognized by the City Council with a special award and/or proclamation and invited to attend the Annual Holiday Party.

### **How to Nominate Someone or an Organization**

The information and narrative sections of the nomination form must be completed. Please print or use a typewriter. Supplemental material may be submitted along with the nomination form and may include, but not be limited to, newspaper clippings, flyers, brochures, and/or photographs. All items submitted become property of the Town of Atherton and may be used for publication. Items will be returned only upon request. Nominations may be submitted at any time throughout the year.

Recognition under the Atherton Excellence Program is independent of and/or in addition to any other recognition received separately. The Atherton Excellence Program is designed as a broad recognition program to recognize individuals who reside in, work in, or contribute to the Atherton community.

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### Award Nomination Categories

- **Atherton Excellence in Leadership** – a nominee in this category shows consistent, broad, and exceptional leadership to a program, project or cause that responds to an identified community need.
- **Atherton Excellence in Community Service** – a nominee in this category shows exceptional dedication in quality, length, and spirit of service to the community.
- **Atherton Excellence in Initiative** – a nominee in this category shows extraordinary skill at initiating, organizing, or invigorating a program or project that provides direct benefit to the community.
- **Lifetime or Personal Achievement** – a nominee in this category shows exceptional dedication and motivation toward a personal or public goal benefiting or bringing esteem to the Town.
- **Corporate Responsibility/Participation** – an organization nominated in this category shows great support for the community through its long-standing participation and support of community activities, events, projects, and programs.

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### NOMINEE

(If a group or organization, please give the name and contact information)

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

### CATEGORY OF NOMINATION

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## **NOMINATED BY**

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

## **REFERENCES**

Please list the name, address, and telephone number of three other persons or organizations familiar with the accomplishments of the nominee.

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

## **NOMINEE INFORMATION**

Please tell us about the nominee in words to show us this nominee in action. Print or type the information on a separate piece of paper. You may attach supplemental material as necessary. The following questions may help you form the picture of the nominee:

- How has the nominee contributed to the community?
- What special award or personal achievement has the nominee accomplished?
- What need was met by the nominee's efforts?
- Over what period of time was the activity accomplished?
- Who benefited from the nominee's efforts?
- Were there special difficulties or problems that had to be overcome?