



CCR-3

Candidates for public office use city code of ethics

The city of Santa Clara, California (102,400), has adopted a code of ethics and values for its appointed and elected officials, employees, and volunteers. The code addresses eight values: ethics, professionalism, service orientation, fiscal responsibility, organization, communication, collaboration, and progress. Each of these values has been defined for implementation in all of the city's work. After the city council approved the code, the city held workshops for different groups to explain how to implement each of the values. The workshop for council members running for reelection and other candidates, for example, stressed the need to verify rumors about other candidates with those candidates. As result, two mayoral candidates communicated with each other throughout their campaign to avoid spreading false rumors. Employees and commissioners receive periodic updates, and information on the code is communicated to citizens through the city newspaper. Handbooks based on the code have been produced for city council, commissions, and elections.

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