



## CONSENT CALENDAR

### City of San Bernardino Request for Council Action

**Date:** December 7, 2022

**To:** Honorable Mayor and City Council Members

**From:** Robert D. Field, City Manager

**Department:** City Manager's Office

**Subject:** **Administrative Policies - Clean Fleet, Media Relations, and Communication and Incident Notification to Elected Officials (All Wards)**

#### **Recommendation:**

It is recommended that the Mayor and City Council of the City of San Bernardino, California, review and approve the following proposed administrative policies and adopt the resolutions as presented:

1. Clean Fleet Policy (Resolution No. 2022-252)
2. Media Relations Policy (Resolution No. 2022-253)
3. Communication and Incident Notification to Elected Officials Policy (Resolution No. 2022-254)

#### **Background**

The City of San Bernardino is a charter city operating under a council-manager form of government. The City Charter is the document adopted by voters that defines the organization, powers, functions, and essential procedures of the city government while the Municipal Code contains the local laws and regulations adopted by the Mayor and City Council that establish zoning and development standards, traffic regulations, administrative standards and the like.

In addition to the City Charter and Municipal Code, it is important for the City to implement policies and procedures that establish the controls needed to ensure that City employees and elected and appointed officials can operate under a clear set of guidelines that align with the laws and regulations that govern the City.

On February 3, 2021, the Mayor and Council provided conceptual support for the development of a comprehensive administrative policy manual to ensure that City employees and elected and appointed officials are operating under a clear set of guidelines that govern the City. Discussed below are the Clean Fleet, Media Relations, and Communication and Incident Notification to Elected Officials policies for consideration.

## **Discussion**

### ***Clean Fleet Policy***

As California continues to move aggressively towards carbon neutrality, the City of San Bernardino is committed to doing its part to combat the negative environmental and health effects caused by greenhouse gas emissions. To initiate administrative changes, staff developed the Clean Fleet policy that will implement guidelines governing the purchase of City vehicles that will maximize energy efficiency, reduce emissions, and control long-term costs. The objectives of this policy are to prioritize alternative fuel vehicles over conventional powered vehicles, give consideration to the long-term environmental and economic benefits of alternative fuel vehicles, and help reduce the community's exposure to harmful emissions.

The Clean Fleet policy requires the City to make every effort to obtain the cleanest vehicles possible and provides guidelines for the procurement of fleet vehicles. It also establishes a vehicle procurement hierarchy that prioritizes battery electric vehicles over conventional gas and diesel fueled vehicles.

The policy establishes the following:

- Zero emission vehicles will be prioritized for procurement while limiting the purchasing or leasing of conventionally powered vehicles.
- When zero emissions vehicles are not an option, the City will make every effort to obtain vehicles that are the most fuel-efficient and emit the lowest pollutants possible.
- Exceptions to this policy will require a justification from the Department Director and approval from the City Manager.
- Departments will be required to develop a plan to replace vehicles with those that are zero to low emissions and are the most energy/fuel efficient.

The adoption of this policy will help initiate administrative changes as the City moves towards electrifying its fleet.

### ***Media Relations Policy***

The City of San Bernardino engages in a proactive communication system to inform its residents, business owners, visitors, and other stakeholders. This approach recognizes that one of the most effective ways to communicate City policies and activities is by working in partnership with the media. To ensure the City continues to work collaboratively with the media to provide the community with consistent, accurate, and timely information, staff developed the Media Relations policy that provides guidelines and procedures for managing media-related communications.

The policy establishes:

- The City's Public Information Officer (PIO) is responsible for facilitating communication with the media that includes responding to inquiries, developing press releases and other media material, and other City-initiated communication

including publicity and announcements of events, activities, and programs/projects.

- The City's Media inquiries will be given a high priority and be responded to as quickly as possible.
- City staff shall not respond to media inquiries but will notify the PIO immediately and follow the procedures set forth in the policy.
- Media inquiries regarding sensitive or controversial issues will be referred to the City Manager, City Attorney, and the PIO immediately.
- PIO will consult with the City Attorney when a media request appears to involve a subject matter that may be privileged or private.
- The City's spokespersons are identified as the Mayor, City Manager, Assistant City Manager, and Public Information Officer.
- City staff and members of boards, commissions, and committees who identify themselves as such when participating in a media interview or providing any written or verbal comment must clearly state that their views are their own and not the City's.

Adoption of this policy will establish guidelines and procedures to effectively coordinate and manage the communication activities related to official City business. This will ensure accuracy, consistency, and timeliness in relaying information to residents and the public at large while strengthening partnerships with the media.

### ***Communication and Incident Notification to Elected Officials Policy***

Efficient and effective information flows are critical in ensuring decision-makers have what is needed to make timely, high-quality decisions. It is vital that elected officials be kept informed of items of interest, newsworthy events, and incidents occurring in the City of San Bernardino.

The policy establishes that elected officials will be:

- Informed timely of issues, incidents, and matters impacting the City as well as issues that are emerging.
- Kept updated on special projects and presented with equitable opportunities to provide input.
- Provided responses to inquiries in accordance with the City's Charter and Municipal Code.

The policy further establishes procedures for the City Manager or designee(s) to ensure elected officials are:

- Informed of routine matters and non-critical incidents including major policies issues, matters that may attract media or public attention, and events that may be of interest to the City.
- Notified of critical incidents, including those involving public safety, with current and accurate information in an expeditious manner.

The adoption of this policy will ensure the flow of information from the City's administration to elected officials is strengthened, enabling leadership to continue to

proactively address matters and resolve issues, make informed decisions, and effectively respond to the community.

### **2021-2025 Strategic Targets and Goals**

Approval of administrative policies aligns with Goal 1: Improved Operational and Financial Capacity, Key Strategic Target 1.1: Establish clear policy direction and predictable organizational structures. Adoption and implementation of policies promotes consistency, efficiency, accountability, and transparency.

### **Fiscal Impact**

There is no impact related to the Media Relations and Communication and Incident Notification to Elected Officials policies.

There is potential future fiscal impact associated with the Clean Fleet policy as it is anticipated that initial capital costs for zero- to low-emission vehicles may be higher than similar fossil-fueled models; however, total ownership costs over the life of the vehicles are likely to be more cost effective as maintenance and fuel costs are significantly less than conventional vehicles. Departments will consult with the Finance department to develop budgetary plans to fund replacement vehicles and explore potential grant funding opportunities and available rebates to help offset upfront costs.

### **Conclusion**

It is recommended that the Mayor and City Council of the City of San Bernardino, California, review and approve the following proposed administrative policies and adopt the resolutions as presented:

1. Clean Fleet Policy (Resolution No. 2022-252)
2. Media Relations Policy (Resolution No. 2022-253)
3. Communication and Incident Notification to Elected Officials Policy (Resolution No. 2022-254)

### **Attachments**

Attachment 1	Resolution 2022-252 approving Administrative Policy regarding City's Clean Fleet
Attachment 2	Exhibit A - Clean Fleet Policy
Attachment 3	Resolution 2022-253 approving Administrative Policy regarding Media Relations
Attachment 4	Exhibit A - Media Relations Policy
Attachment 5	Resolution 2022-254 approving Administrative Policy regarding Communication and Incident Notification to Elected Officials
Attachment 6	Exhibit A – Communication and Incident Notification to Elected Officials Policy

**Ward:**

All Wards

**Synopsis of Previous Council Actions:**  
Not applicable.