

January 16, 2019



Sacramento Housing and Redevelopment Commission  
Sacramento, California

Honorable Members in Session:

**SUBJECT** Review of Policies Related to Media Relations and Commissioner Code of Conduct and Duty of Loyalty.

**RECOMMENDATION**

Staffs recommends review of the attached information and provide direction on developing policies for Commission members related to media relations, code of conduct and duty of loyalty.

**CONTACT PERSONS**

Angela Jones, Public Information Officer, 916-440-1355  
David Levin, General Counsel, 916-440-1304

**SUMMARY**

At its meeting on November 7, 2018, Commission members discussed their views about a recent news article that referenced the Agency and included a quote by a Commission member. The Commission discussed the media policy for its members and also discussed their participation with other Agencies as a board member. Following the discussion, staff was directed to review the relevant policies of SHRA, as well as other similar organizations and housing authorities and report back to the Commission.

**FINANCIAL CONSIDERATIONS**

Not applicable.

**POLICY CONSIDERATIONS**

Not applicable.

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### ENVIRONMENTAL REVIEW

Not applicable.

### M/WBE AND SECTION 3 CONSIDERATIONS

Not applicable.

Respectfully submitted,

  
LA SHELLE DOZIER  
Executive Director

### Attachments

Attachment 1 – Media Policy Relations Overview  
Attachment 2 - Duty of Loyalty Overview  
Attachment 3 – Code of Conduct Overview  
Attachment 4 – Code of Conduct

## **Media Relations Overview**

The Agency has a policy establishing protocol for appropriate staff response to media inquiries.

The media policy is intended to ensure that information communicated to reporters is accurate; timely; consistent with the Agency's position, policies and procedures; and promote a positive working relationship with reporters.

The Public Information Officer is the primary liaison between the Agency and the media.

All media inquiries are to be referred to the Public Information Officer who will coordinate responses with the Executive Director.

The Executive Director may designate someone to speak on behalf of the Agency and work with the PIO to prepare the response to the media.

The PIO should be present during interviews to document the conversation, ensure message points are delivered, assist in providing clarity with details, and provide follow-up information to the reporter.

The PIO will advise elected officials and/or key stakeholders about the interview if the topic is of material importance.

## **DISCUSSION POINTS**

1. Should Commission members discuss Agency matters with the media?
2. How should Commissioners respond to calls they receive from the media?
3. What action should be taken if a Commissioner does not comply with media policy?

## **Duty of Loyalty Overview**

All Commission members of the Sacramento to Housing and Redevelopment Commission are required to adhere to all ethics and conflicts laws and regulations. They also have a duty of care, and a duty of obedience to the organization's mission as well as all federal, state and local laws, regulations or policies that apply to the organization.

### **DISCUSSION POINTS**

What are the key points that should be made that will provide guidance for, and acknowledgment by current (and future) Commission members?

1. To what extent are Commission members expected to demonstrate loyalty to the interests of the Agency and its residents and programs?
2. How should Commission members handle conflicting loyalty such as that to advocacy or interest groups and membership on other Commissions, boards, or staffs?
3. How do Commission members express their individual opinions in a professional and responsible manner, without causing harm to the Agency, to the Agency's governing boards, the public and residents, or to other Commission members and Agency staff?

## **Code of Conduct Overview**

The Agency currently has a Code of Conduct for its Commissioners. This has been in place for decades and is provided to Commission members with other documents by the Agency Clerk at the members' initial orientation meeting.

A code of conduct clarifies the Agency's mission, values and principles, and connects them to standards of professional conduct. The code articulates agreed upon Agency values that are to be exhibited in the behavior of the Agency's leaders and employees.

## **DISCUSSION POINTS**

1. Are Commission members familiar with the Agency's existing Code of Conduct?
2. Should the existing Code of Conduct be updated along with conflicts, ethics and duty of loyalty policies?

**SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY  
COMMISSIONERS**

**CODE OF CONDUCT**

Sacramento Housing and Redevelopment Agency Commissioners will conduct themselves in accordance with the following rules:

1. A Commissioner will maintain regular attendance at Commission meetings, workshops and hearings and at committee meetings when named to a committee as a representative of the Commission.
2. For meetings, a Commissioner will review and consider budget proposals, staff reports and other materials and testimony duly submitted by the public and staff, and take action accordingly.
3. A Commissioner will represent the Agency as a commissioner when authorized by a vote of the Commission.
4. When acting under authority of the Agency, a Commissioner will accurately state the position of the Commission. A Commissioner is permitted to state personal opinion when doing so as a private individual; however, such commissioner must first make it clear that the opinion is personal and not necessarily the opinion of the Commission.
5. A Commissioner will comply with all laws rules and regulations applicable to the position of a Commissioner.
6. A Commissioner will not interfere with Agency staff in the conduct of their duties. For issues regarding lengthy or complex matters, a Commissioner may request, through the Chair of the Commission, workshops for detailed analysis specifying the desired areas of inquiry and analysis.
7. A Commissioner will maintain decorum and respectful demeanor in all Commission meetings and when otherwise representing the Commission in an official capacity.