

RESOLUTION NO. _____

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN JOSE APPROVING A NEW COUNCIL POLICY NO. 0-47, “TRANSITION OF ELECTED OFFICIALS,” FOR AN EFFECTIVE TRANSITION BETWEEN INCOMING AND OUTGOING MAYOR AND COUNCILMEMBERS, INCLUDING THE STANDARD USE AND OWNERSHIP OF DIGITAL MARKETING AND COMMUNICATIONS ASSETS, CONSTITUENT DATA, SOFTWARE ACCESS AND ADMINISTRATION, USE OF CITY-BASED ACCOUNTS, ASSET INVENTORIES, PHYSICAL EQUIPMENT, AND OTHER TRANSITION ACTIVITIES

WHEREAS, the Council of the City of San José (“City”) recognized the need for a policy to govern the transition of digital solutions, constituent data, and physical equipment to newly elected Mayor and City Council Offices, ensuring a consistent transition during changes in elected officials while maintaining services to community members throughout these transitions; and

WHEREAS, on September 27, 2023, the Rules and Open Government Committee approved the recommendation for the City Manager and City Attorney, in collaboration with the City Clerk and the Information Technology Department, to evaluate the feasibility of a Council policy that would standardize transitions for the Mayor and Councilmembers; and

WHEREAS, staff evaluated the feasibility of a Council policy to standardize transitions for the Mayor and Councilmembers as set forth in the memorandum, dated May 8, 2025, from the City Manager, Jennifer Maguire, and the City Clerk, Toni Taber, for the May 20, 2025 City Council Meeting; and

WHEREAS, staff proposes that the City establish a new Council Policy No. 0-47, entitled “Transition of Elected Officials,” that includes guidelines requiring City-based

accounts for all software and services for City business, constituent data management, equipment inventory requirements, website domain requirements, and processes for on-boarding and off-boarding City Council staff; and

WHEREAS, the City Council desires to establish a new Council Policy No. 0-47, entitled “Transition of Elected Officials”;

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SAN JOSE THAT:

A new Council Policy No. 0-47, “Transition of Elected Officials,” which is attached hereto as Exhibit A and incorporated herein by this reference as though fully set forth herein, for an effective transition between incoming and outgoing Mayor and Councilmembers, including the standard use and ownership of digital marketing and communications assets, constituent data, software access and administration, use of City-based accounts, asset inventories, physical equipment, and other transition activities is hereby approved.

//
//
//
//
//
//
//
//
//
//
//
//

ADOPTED this _____ day of _____, 2025, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

MATT MAHAN
Mayor

ATTEST:

TONI J. TABER, MMC
City Clerk

EXHIBIT A

City of San José, California

COUNCIL POLICY

TITLE TRANSITION OF ELECTED OFFICIALS	PAGE 1 of 4	POLICY NUMBER 0-47
EFFECTIVE DATE	REVISED DATE	
APPROVED BY COUNCIL ACTION		

PURPOSE AND SCOPE

The City of San José (City) residents, businesses, and guests are best served by a standardized and seamless process for transitioning newly elected Mayor and City Councilmembers into their new roles.

The purpose of this policy is to establish formal rules and guidelines for an effective transition regarding the standard use and ownership of digital marketing and communications assets, constituent data, software access and administration, use of City-based accounts, asset inventories, physical equipment, staffing and budget administration, and other transition activities.

POLICY

Following these procedures will support a seamless transition between incoming and outgoing Mayor and City Councilmembers with the intent to facilitate service continuity and ensure constituents are served well through and after transitions.

1. RESPONSIBILITY

A. Mayor and City Councilmembers

The Mayor and Councilmembers shall be responsible for being in compliance with the policy and maintaining a regularly updated inventory list of technology and physical equipment in coordination with the appropriate departments (City Clerk, Information Technology (ITD), Public Works (DPW) as well as use of the City's Constituent Relationship Management (CRM) system.

B. The Office of the City Clerk

The Office of the City Clerk shall lead and coordinate the transition for newly elected and outgoing Mayor and City Councilmembers.

DRAFT--Contact the Office of the City Clerk at (408) 535-1260 or CityClerk@sanjoseca.gov for final document.

TITLE TRANSITION OF ELECTED OFFICIALS	PAGE 2 of 4	POLICY NUMBER 0-47
--	-----------------------	------------------------------

C. The City Manager’s Office

The City Manager’s Office shall support the transition for newly elected Mayor and City Councilmembers and provide an overview of City departments and functions.

D. The City Attorney’s Office

The City Attorney’s Office shall support the City Manager, City Clerk, and others in the transition of newly elected Mayor and City Councilmembers and assist in providing necessary trainings, such as on the Brown Act, Public Records Act or other legal matters.

E. Information Technology Department

ITD shall support the transition for newly elected Mayor and City Councilmembers by ensuring ITD asset management for all information technology items. ITD will be the designated super user administrator for social media accounts and administer software technology contracts. ITD will provide and support the City Council CRM system.

F. Public Works Department

DPW will support the transition for newly elected Mayor and City Councilmembers and ensure DPW asset management for standard physical items.

2. TRANSITION

The Office of the City Clerk coordinates with the City Manager’s Office and City departments (ITD, DPW, Human Resources) to prepare for incoming and outgoing Mayor and City Councilmembers transitions.

A. On-boarding

The Office of the City Clerk will begin the transition process with a briefing to newly elected Mayor and Councilmembers after final election results, priority to assuming office. On-boarding items may include, but are not limited to, the following:

1. Staffing and hiring.
2. Mayor or Council Office budget review.

TITLE TRANSITION OF ELECTED OFFICIALS	PAGE 3 of 4	POLICY NUMBER 0-47
--	-----------------------	------------------------------

3. Mayor or Council Office non-personal/equipment procurement.
4. Council Policy 0-38 City Council Expenditure and Reimbursement Policy.

The City Manager's Office will provide and coordinate an orientation to Mayor and City Councilmembers on City departments and functions. The City Attorney's Office will assist the City Manager, the City Clerk, and others in providing necessary trainings to Mayor and Councilmembers on topics including, but not limited to, the Brown Act, Public Records Act, or other legal matters.

Training outside the transition period may be provided upon request as new staff joins the City.

B. Off-boarding

Off-boarding items for outgoing Mayor and City Councilmembers will be coordinated by the Office of the City Clerk and may include, but is not limited to the following:

1. Final reconciliation of budgets, including grants;
2. Collecting returned inventory;
3. Deactivate procurement cards; and
4. Administering staffing and notices of separation.

3. ADMINISTRATION OF TECHNOLOGY

The Administration will provide newly elected Mayor and Councilmembers with core accounts and software for social media, e-mail communications, the CRM system and web platforms. To ensure continued services to constituents with no lapse, all outgoing Mayor and City Councilmembers must transition communication accounts and software to the Office of the City Clerk five business days before leaving office.

Use of City-based accounts for all software and services used for City business: All software and service accounts used for City business (e.g., social media, e-mail marketing, constituent database, software subscriptions) must be connected to users with an active City-based account. The Mayor and City Councilmembers may not convert their campaign social media accounts into an official government account. All official City business communication must originate from a City-based account.

City-based social media accounts are to be set as business accounts for the use of the office and should be used as the primary account for constituent communications.

DRAFT--Contact the Office of the City Clerk at (408) 535-1260 or CityClerk@sanjoseca.gov for final document.

TITLE TRANSITION OF ELECTED OFFICIALS	PAGE 4 of 4	POLICY NUMBER 0-47
--	-----------------------	------------------------------

ITD will administrate business accounts for social media platforms. Access granted will align with approvals provided by the Elected Official or their Chief of Staff. Access requests or removals will be submitted through the Help Desk system. ITD will not post any content on behalf of the Elected Official or their Council Office.

Personal Social Media Accounts: Social media accounts registered to an elected individual under their name (e.g. “Jane Smith, San Jose Councilmember”) would be owned by that individual. However, if used for official business then that personal account would be governed by the First Amendment (e.g. cannot delete comments or block users based on their viewpoint).

Website Domain Registrations: In accordance with California AB 1637, all local agencies that maintain an internet website for use by the public are required to have a “.gov” or “.ca.gov” domain. City Administrative Policy 1.7.9 Website and Digital Services Governance enacts the policy and procedures for website domains including responsibilities and technical definitions. ITD acquires, maintains, and administers website domains per City Policy 1.7.9.

Equipment: ITD will manage the lifecycle of ITD equipment. DPW will manage assets including, but not limited to, furniture, City badges, and fleet vehicles. The Office of the City Clerk will manage the budget and procurement of ITD equipment for the Mayor and City Councilmembers and ensure the inventory lists are regularly updated.

The Office of the City Clerk will oversee an exhaustive inventory list from all Mayor and Councilmembers. Mayor and City Councilmembers are responsible for maintaining an updated inventory list of technology and physical equipment. This list must be updated and shared with appropriate stakeholders quarterly by the Office of the City Clerk.

Each outgoing Mayor and City Councilmember will provide the Office of the City Clerk a final inventory list to provide to the incoming elected official. All branded items (e.g., promotional items and marketing material) that cannot be used by the next elected Mayor and Councilmembers, but were paid for with City funds, must remain with the City, and shall be transferred to DPW for surplus.

4. FIRST AMENDMENT

It should be noted that the First Amendment always governs the official City accounts.