



**CITY OF MARTINEZ**

**CITY COUNCIL AGENDA  
February 1, 2012**

**TO:** City Council  
**FROM:** Mayor Rob Schroder  
**PREPARED BY:** Mercy Cabral, Deputy City Clerk  
**SUBJECT:** "Choosing Civility"  
**DATE:** January 20, 2012

**RECOMMENDATION:**

Mayor Schroder requests that the Council consider a resolution in recognition of "Choosing Civility."

**BACKGROUND:**

At the October 2010 Mayors' Conference, Superintendent of Schools Joseph Ovick presented a new initiative for Contra Costa County entitled, "Choosing Civility;" and he is currently inviting cities, schools, PTAs, and the business community throughout Contra Costa County to participate in this new initiative.

The initiative is inspired by the work of Dr. Forni, the author of "Choosing Civility: The 25 Rules of Considerate Conduct." Attached is a letter from Dr. Ovick requesting support.

**FISCAL IMPACT:**

None.

**ACTION:**

Motion adopt a resolution in recognition of "Choosing Civility."

Attachments:

Resolution

Letter from Joseph A. Ovick, Ed.D.

RESOLUTION NO. -12

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARTINEZ  
IN RECOGNITION OF CHOOSE CIVILITY INITIATIVE

**WHEREAS**, civility is a core value of a well functioning community and one of its defining components; and

**WHEREAS**, the civility level in a community underscores its general health and wellness and quality of life depends in great part on how community members treat each other; and

**WHEREAS**, concern for the common good and well-being of all citizens is one of the highest virtues of American democracy; and

**WHEREAS**, two-thirds of the public believe that American society is uncivil; and seventy-two percent of Americans think the problem has gotten worse in recent years; and

**WHEREAS**, the American people strongly believe that every citizen is responsible for improving such behavior; and

**WHEREAS**, in collaboration with organizations throughout the community the Contra Costa county Office of Education is implementing the "Choose Civility" campaign to promote civil behavior.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Martinez recognizes and supports the "Choose Civility" initiative and encourages others to participate in this campaign through activities that demonstrate to the public the importance of civility.

\* \* \* \* \*

**I HEREBY CERTIFY** that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at a Regular Meeting of said Council held on the 1st day of February, 2012, by the following vote:

AYES:

NOES:

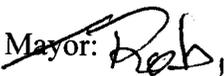
ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK  
CITY OF MARTINEZ



January 4, 2012

The Honorable Rob Schroder  
Mayor, City of Martinez  
525 Henrietta Street  
Martinez, CA 94553-2337

Dear Mayor: 

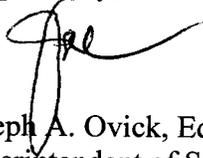
As you may recall when I presented at the Mayors' Conference in October, beginning this spring, I will be launching a new initiative for Contra Costa County entitled, "Choosing Civility." I am currently inviting city councils, PTAs, and the business community throughout Contra Costa County to participate in my initiative.

I arrived at the decision that this initiative is important and especially needed at this time when I realized that in today's world there are very few public figures that demonstrate civility, whether it be on television, the radio, or other forms of media. Civility is a core value of a well-functioning community, and quality of life depends on how people treat each other. The initiative is inspired by the work of Dr. Forni, the author of "Choosing Civility: The 25 Rules of Considerate Conduct." Dr. Forni is a professor of ethics at Johns Hopkins University. Through a broad-based collaborative effort, my goal is to transform Dr. Forni's concepts into a workable, meaningful plan that can be integrated into the culture of our schools, government, businesses, organizations, neighborhoods, and families throughout our greater Contra Costa County.

It is my hope that your city council will place this matter on a future agenda to discuss civility and the need for adopting a resolution in support of my initiative. Attached please find a sample resolution that your city council may wish to consider adopting on the matter of civility. Also, if you would like me to present this matter personally to your council, I would be happy to do so. I can be reached at 925/942-3432 or by e-mail at [jovick@cccoc.k12.ca.us](mailto:jovick@cccoc.k12.ca.us) to schedule a presentation before your council.

I look forward to receiving a positive response to this initiative from all. Thank you for your consideration of my request.

Respectfully,



Joseph A. Ovick, Ed.D.  
Superintendent of Schools  
Contra Costa County