





City Council Priorities FY 2021/22 and 2022/23



At the February 2021 Council Priority Setting Session, the City Council identified COVID-19 Assistance and Relief as an urgent top priority. During the mid-year August 2021 Priority Check-in, COVID-19 response and recovery remains a top priority. The Council discussed additional priorities at the following levels:





- **Urgent/Top Priority:** Items critical in the near-term, needing immediate focus and attention.
- **Important:** Important items that will be included in staff's work plans but not at the urgent/top priority level.
- **Already in Progress/Ongoing:** Items that have already been initiated and will continue.
- **To Be Considered:** Items for Council to consider at 2022 Priority Setting Session.





	Pillar	Council Priorities	Outcomes
URGENT / TOP PRIORITY			
1		COVID-19 Recovery & Plan for Re-Opening, post COVID-19	<p>The City of Santa Clara continues to navigate through the pandemic and has shifted towards COVID-19 recovery. As the City provides City services and resources with the current workforce capacity and fiscal outlook, the City continues to emphasize the importance of COVID-19 vaccinations among employees. On Oct. 4, 2021, the City expanded hours, in-person services by appointment and walk-in at Santa Clara City Hall. The City continues to pivot during COVID impacts to deliver City services while keeping employees and the public health a priority.</p> <p>The City implemented COVID-19 relief programs for those impacted by COVID-19 including: Food for Families, Meals to Go Senior Nutrition Program, Emergency Rental Assistance Program, Energy Efficiency Grants for Businesses, Small Business Assistance Grants, Help Your Neighbor, Utility Bill Assistance</p>






	Pillar	Council Priorities	Outcomes
IMPORTANT			
2		Levi Stadium Curfew and Violation Fee	<p>The City Council voted on Nov. 16, 2021 to direct the City Manager to provide exemptions under Conditions of Approval P22(c) for up to five weeknight concerts per year at Levi's Stadium, including pyrotechnics ending no later than 11 p.m. on Sunday through Thursday. If there are other additional requests beyond the five requested per year, the City Manager will bring to Council for discussion. The program will need to be consistent with the Stadium Permit.</p>


	Pillar	Council Priorities	Outcomes
IMPORTANT			
3		Modernization of Business Employee Tax	Pursuing a business employee tax which is already before the Council. A Study Session was held on Oct. 26, 2021 to discuss updating the City Business Tax as a potential revenue generating measure. Consultant Matrix Consulting is currently on contract and working on gathering data to assist with tax scenarios. On Dec. 7, 2021, the Council approved an agreement with Lew Edwards Group to provide voter research, strategic consulting, and community outreach services, with maximum compensation not-to-exceed \$217,700. The focus group and voter research results will be presented at the February Priority Setting session.
4		Affordable Housing Opportunities	<p>Affordable and, particularly, low-income housing, inclusive of homeless housing opportunities remain a priority. Council has acted on various affordable housing projects and supports a variety of homelessness services (short and long-term). The City's Affordable Housing Ordinance will produce nearly 1,000 additional affordable inclusionary units over the coming years and generate dedicated funds through non-residential impact fees to help meet the critical need for more affordable housing. In 2021, Council approved a Loan Agreement with Allied Housing, Inc. for a Loan of up to \$4,000,000 to Support the Construction of 80 Affordable Housing Units at 3333-3337 Kifer Road (Kifer Senior Housing); Completed construction and began marketing and lease up at 2904 Corvin Drive (Calabazas Apts) to provide 145 Affordable Housing Units; and closed financing and started construction on the Agrihood Project with Core Affordable Housing that will bring 361 new residential units to Santa Clara. For 2022, the State issued its preliminary bond allocation recommendation list on Dec. 8, 2021. Two Santa Clara projects were recommended for funding including: Kifer Senior Housing (\$28M), 100% affordable rental development and Monroe Street Apartments (\$22M), a 65-unit building with 25% of units set aside for adults with disabilities.</p> <p>On Nov. 2, 2021, the County Board of Supervisors unanimously approved the acquisition of The Bella Vista Inn located at 3550 El Camino Real in Santa Clara. The developer, Resources for Community Development (RCD), will repurpose the property as Clara Gardens. An application for Project HomeKey funds has been made to the State and was awarded \$22 million of HomeKey Round 2 funds. Staff will return to Council in 2022 with a Phase 2 Development proposal for permanent housing. The City Council also directed staff to work with LifeMoves to explore a potential Project HomeKey site at a different location from the original proposal at White Oak Lane.</p>



	Pillar	Council Priorities	Outcomes
ALREADY IN PROGRESS / ONGOING			
5		Homelessness PARTIALLY FUNDED	<p>During 2021, Staff facilitated three City Council study sessions focused on homelessness and approved the formation of a City Homelessness Taskforce. On Dec. 7, the Council voted to add the City's Housing Commission and establish the powers, functions, and duties of the commission with the Commission to begin activity after conclusion of the Ad hoc Homelessness Task Force. Members of the Ad hoc Homelessness Task Force are targeted to be appointed in January 2022 and the City Housing Commission is targeted to be established in 2023.</p> <p>On Dec. 14, 2021 as part of the FY 2020/21 Budget Year-End Report, the City appropriated \$75,000 to support City implementation activities aligned with the Ad hoc Homelessness Task Force including facilitation of monthly Homelessness Taskforce meetings, preparation of meeting agendas, community education and engagement, and preparation of a Draft City Plan to End Homelessness. Ultimately, the Draft City Plan to End Homelessness may result in additional programmatic recommendations to Council for services that may require additional funding.</p> <p>Staff also issued an RFP for mobile hygiene services to the City's unhoused populations, which include bathrooms, showers, laundry, and comprehensive case management support to address a variety of individual challenges including job loss, illness, and food insecurity.</p>
6		Adopt Vision Zero Policy UNFUNDED	<p>The City held a Study Session on a Potential Quiet Zone and Vision Zero Policy at the Nov. 16, 2021 City Council meeting. Council voted to move this item to be discussed at the February Priority Setting Session and directed staff to return to the Council with a funding source in the amount of \$315,000 prior to the Priority Setting Session. On Dec. 14, 2021, City staff presented the FY 2020/21 Budget Year-End Report that included \$400,000 for City Council initiatives, which could include the Vision Zero Policy. Of this amount, \$75,000 was allocated to support homelessness and the remaining balance of \$325,000 is available. Council has not appropriated the remainder of fund balance for this purpose.</p>






	Pillar	Council Priorities	Outcomes
ALREADY IN PROGRESS / ONGOING			
7		Facilitate Economic Recovery PARTIALLY FUNDED/STAFFED	<p>The City has planned and implemented numerous COVID-related programs to facilitate economic recovery including: Grant programs for small businesses; temporary modification of City land use regulations; delivery service caps to protect restaurants; emergency rental assistance program; continuous communication regarding potential resources via eNews and City website; Worker Retention and Recall ordinances; and others. In addition, despite diminished resources, staff has worked to maintain the processing of development applications/permits that facilitate economic growth and recovery. The City has also continued its efforts with the Tourism Improvement District (TID) and DMO to support hotel and convention center sales activity. On Oct. 19, 2021, the City Council adopted the Ordinance No. 2033 to reflect the increase in the Transient Occupancy Tax rate to 11.5%.</p> <p>The City has never had dedicated staff to economic development, nor an Economic Development Division. It is important to note that the City's two staff members, that served as subject matter experts while holding other duties, have departed the City. Current work is only partially being completed and some has been suspended (for lack of capacity).</p>
8		Transportation "Quiet Zone" UNRESOURCED/UNFUNDED	City Council voted at Nov. 16, 2021 City Council to discuss the Transportation Quiet Zone at February Priority Setting Session and City staff will research any potential funding sources, such as the infrastructure bill or grant programs, before the meeting. Staff could not identify any grant opportunities for this work and also checked in with the City's Legislative Advocacy Consultant, Townsend Public Affairs, and they were not aware of any opportunities either. The estimated cost for the "Quiet Zone" study is \$300,000.
9		Transportation Demand Management Study UNFUNDED	Staff is working on Request for Proposals (RFP) to get a third-party consultant as well as inclusion of a fee to fund work to include developing a TDM template and requirements for developers. At the Jan. 11, 2022 City Council meeting, the Council voted to note and file for the RFP to include support for online reporting of TDM reports.
10		Station Area Plan (staffing and resources, consultants, density, parking, timeline and coordination with VTA and San Jose) PARTIALLY FUNDED	On Dec. 7, 2021 City Council approved the \$400,000 in grant funding from the MTC for the preparation of the Santa Clara Area Plan. The City will also have access to up to \$500,000 of consultant services funded by the Valley Transportation Authority. The typical cost for preparation of a Specific Plan, including CEQA review, totals \$1-1.5M , so additional funding will be necessary to complete and adopt the Specific Plan. Work on the Specific Plan is scheduled to begin in the summer of 2022 and extend through 2025. The grants will not fund analyzing an extension of Brokaw (or any other connection) south of the train tracks.




	Pillar	Council Priorities	Outcomes
ALREADY IN PROGRESS / ONGOING			
11		Elections/Redistricting for 2022	The Independent Redistricting Commission was selected in August 2021. The Commission will adopt a new City Council District map no later than April 17, 2022 based on Census 2020 data and is currently conducting a community engagement process by hosting a series of public hearings as part of the Redistricting process. Upcoming meetings are scheduled for Feb. 10, and Feb. 28. The Independent Redistricting Commission will present to the City Council with the adopted Council map and Council will adopt an ordinance amending the current District Map with the newly adopted map in March 2022. The adopted Council map will be implemented starting with the November 2022 election.
12		Provide Core Services, including Public Safety	The City continues to provide services in compliance with County, State and Federal safety guidelines. As approved by the City Council as part of the June 22, 2021 adoption of the FY 2021/22 and FY 2022/23 Operating Budget, \$1.7 million was added to the Police Department operating budget to restore selected positions eliminated as part of the Phase 1 and Phase 2 budget reductions. The Police Department recommendation included the restoration of two sworn and eight non-sworn personnel.
13		Downtown Task Force / Precise Plan for Downtown	The City continues to support the revitalization of our Downtown by developing a Precise Plan that will provide guidance through policies, guidelines, and illustrations that implement the community vision and objectives for a vibrant, pedestrian-oriented destination Downtown. Staff works with the Council-appointed Downtown Community Task Force (DCTF) to develop a plan that best represents the desires of the community. The DCTF makes periodic reports to Council on their progress. The schedule anticipates that the City Council will consider adoption of the Precise Plan in Fall 2022/Winter 2023. The Downtown Community Task Force requested a scope and cost to analyze relocating City Hall downtown. The study conceptually analyzes moving City Hall downtown, including conceptual building form/ space programming and an economic and financial analysis. The estimated cost for conceptual land use and economic analysis is \$400,000, which is not currently funded.
14		Pilot Program for e-Bikes and Scooters (Shared Mobility Program)	The Shared Mobility Program was heard at City Council on Dec. 7, 2021 and Jan. 11, 2022. Council approved the Ordinance for the Regulation of Shared Mobility Devices (Bicycles and Motorized Scooters) and Adopted a Resolution to Establish Shared Mobility Permit and Impound Fees.





	Pillar	Council Priorities	Outcomes
ALREADY IN PROGRESS / ONGOING			
15		Procurement Reform Recommendations	City Council approved the proposed reforms and direct City staff to return to a future Council meeting with draft code amendments to be approved with City Attorney. Target Spring 2022 to bring to future City Council meeting.
16		Policy Discussion on Data Centers	The proposal is for new data centers is to achieve carbon neutrality. Consideration to make this a requirement as part of all new Data Centers and optional for all other land uses. This project will require significant customer outreach and will be considered as part of the Climate Action Plan update targeted to go to the City Council in April / May 2022. City staff is also convening a Data Center working group to address data center issues and for the potential Business License Tax.
17		Economic Support from Large Businesses (voluntary) UNRESOURCED/UNFUNDED	The City does not actively seek donations in order to ensure staff remains in compliance with City Code and FPPC regulations as well as adheres to the highest ethical standards. While the City does not actively seek donations, Policy 051 provides the methods in which the City may accept donations. During the height of the COVID pandemic, the City worked with two non-profit organizations to accept donations that the nonprofits collected for certain City programs such as the Small Business Assistance Grant and the Healthy Meals program.
18		Expand Councilmember District Communication Options	City Manager provided an update on how staff proposes to address this priority with a digital newsletter for district-based monthly newsletter, provided to each City Councilmember to distribute to district constituencies. This effort began in February 2022.
19		Task Force on Diversity, Equity & Inclusion	The Task Force on Diversity, Equity & Inclusion continues to meet and move forward with their charge of identifying key issues facing the City involving historically disenfranchised communities and making recommendations to policies that help the City achieve racial equity. The Task Force provides quarterly reports on their work efforts to the Council. Important to note that all staff that once supported this Task Force have departed the City and, to the extent possible, the staff person also assigned to ballot measures is absorbing this work (although it remains insufficient at this time and, accordingly, staff will be working on development of a workplan to focus this work).


	Pillar	Council Priorities	Outcomes
ALREADY IN PROGRESS / ONGOING			
20		Councilmember Conflict of Interest	City staff conducts a review of City Council and Authorities meeting agendas when published for addresses and properties listed in agenda items. The addresses are searched in the City GIS system that contains a database of Councilmember-owned property. If the address is located within a radius (1,000 feet or less than 500 feet) of the Councilmember's property, staff distributes an email outlining the agenda item(s) and provides this information. When there are instances that the address comes up in the search, staff defers to the City Attorney's Office to make the determination of conflict of interest. For all other matters, the City Council appropriately self-reports on any potential conflicts of interest.

	Pillar	Item	Outcomes
ADDITIONAL ITEMS REFERRED TO FEBRUARY PRIORITY SESSION (030 AND OTHER)			
1		Elected Police Chief and City Clerk Ballot Measure for November 2022 UNRESOURCED/UNFUNDED	<i>Origin: 2021 Priority Check-in</i>
2		Election Reform/Campaign Contribution Cap UNRESOURCED/UNFUNDED	<i>Origin: Written Petition Policy 030</i> Agendize Written Petition submitted by David Donaldson to a future Council Agenda to Consider Placing a Ballot Measure on the 2022 Ballot for Charter Amendments calling for the voters to consider Campaign Reform actions relative to donations from Santa Clara businesses and residents, City matching funds for donations, funding caps, and disclosures of funding raising activities. The component regarding Mayor and Council salaries will be removed. Directed staff to return with a comparison of what other cities do.

	Pillar	Item	Outcomes
ADDITIONAL ITEMS REFERRED TO FEBRUARY PRIORITY SESSION (030 AND OTHER)			
3		Internet Equity and WiFi UNRESOURCED/UNFUNDED	<i>Origin: August 2021 Priority Check-in</i> The City does not have a franchise agreement for WiFi internet services. Silicon Valley Power offers free outdoor WiFi service provided by Silicon Valley Power Meter Connect. Santa Clara City Library offers free hotspots for checking out, laptops and Chromebooks. We are starting to develop plans for Smart Parks to offer free WiFi in City parks. The Emergency Broadband Benefit is an FCC program to help families and households struggling to afford internet service during the COVID-19 pandemic.
4		Discussion to add a Ballot Measure in 2022 Election for an Infrastructure Bond or Tax PARTIALLY FUNDED/STAFFED	<i>Origin: Written Petition (Becker) 10/19/21 12H. 21-1491</i> A ballot measure to upgrade aging infrastructure including Santa Clara's public pools and the International Swim Center. On Nov. 1, 2021, staff provided Council per request at the October 19, 2021 Council meeting, to background information on the Infrastructure Bond.
5		Sanitary Sewer Laterals UNRESOURCED/UNFUNDED	<i>Origin: Written petition by Joseph Ducato 2/23/21</i> Staff will return with a cost analysis on City's undertaking of responsibility of sewer laterals on and options for potential grant program and/or insurance policies. Water & Sewer Utilities Director Gary Welling will present this at the February Priority Setting session, including the resources needed to implement (which currently do not exist within the budget or capacity).
6		Discussion of New City Hall into New Santa Clara Downtown Plan UNRESOURCED/UNFUNDED	<i>Origin: Council Policy 030 Written petition (Becker) 10/11/21 - Agenda Item 12C (10/19/21) Council</i> On Nov. 1, 2021, staff provided Council per request at the October 19, 2021 Council meeting, additional background information on the Civic Center Master Plan. The Downtown Community Task Force requested a scope and cost to analyze relocating City Hall downtown. The estimated cost for conceptual land use and economic analysis is \$400,000, which is not currently funded.
7		Proposal of a New City Film Commission UNRESOURCED/UNFUNDED	<i>Origin: Council Policy 030 Written petition (Becker) 10/11/21 Agenda Item 12E (10/19/21)</i> No updates

	Pillar	Item	Outcomes
ADDITIONAL ITEMS REFERRED TO FEBRUARY PRIORITY SESSION (030 AND OTHER)			
8		Discussion of Construction of Lawn Bowl Facility for consideration UNRESOURCED/PARTIALLY FUNDED	<p><i>Origin: Council Policy 030 Written petition (Becker) 10/11/21 Agenda Item 12G (10/19/21)</i></p> <p>On Nov. 1, 2021, staff provided Council links to per request at the October 19, 2021 Council meeting, to background information on the Lawn Bowl Facility Background Information. The City currently has allocated \$175,000 for the repair and maintenance of the Lawn Bowl facility (clubhouse). There has been no subsequent action to re-allocate or redirect that amount to the design and construction of the new Lawn Bowls facility. Given the current balance in the 3001 General Capital Park Maintenance account, Council would need to reprioritize and reallocate up to \$175,000 for the required design and engineering of a new facility. There is no funding allocated for construction.</p>
9		Discussion of Installation of Rainbow Crosswalk(s) Painting in Santa Clara UNRESOURCED/UNFUNDED	<p><i>Origin: Council Policy 030 Written petition (Becker) 10/11/21 - Agenda Item 12K (10/19/21)</i></p> <p>This item requires a Council Policy and Program, as well as an Art Approval Process (similar to the City Utility Art Box Program through the Cultural Commission). Depending on the program developed, this may require additional capital and maintenance funding in the budget.</p>
10		Discussion of Installation of Rectangular Rapid Flashing Beacon Crosswalk at Kiely/Mauricia UNFUNDED	<p><i>Origin: Council Policy 030 Written petition (Becker) 10/11/21 - Agenda Item 12J (10/19/21)</i></p> <p>The City has over 200 uncontrolled crosswalks. Staff has preliminarily ranked these for review based on traffic/speed to establish a priority ranking to perform additional studies. Staff is currently working on finalizing an agreement with a consultant to study and analyze approximately the first 30 on the list. The crosswalk at Kiely/Mauricia is on the initial list. The study and analysis will indicate if improvements such as flashing beacons, hawks or other improvements are needed or not. There is an unfunded project in the budget for additional work at uncontrolled crosswalks citywide estimated at about \$7M over 5 years. Staff is seeking grant opportunities like OBAG to obtain additional funding. Uncontrolled crosswalks were covered in the Safe Streets Unfunded Priorities that were presented to the public last year while ballot measures were being considered.</p>

	Pillar	Item	Outcomes
ADDITIONAL ITEMS REFERRED TO FEBRUARY PRIORITY SESSION (030 AND OTHER)			
11		Establish Stadium Neighborhood Relations Committee UNRESOURCED/UNFUNDED	<i>Origin: Council Policy 030 Written petition (Jain) 12/7/21</i> Action on a Council Written Request (Council Policy 030) Submitted by Councilmember Jain Requesting to Place an Agenda Item at a Future Council Meeting to Consider a Neighborhood Stadium Relations Committee. More staff resources would be required to support this Committee, due to staff reductions and departures.
12		Feasibility Study for constructing a roadway undercrossing at the railroad tracks separating Benton Street and Brokaw Road near the Santa Clara Caltrain Station and future Santa Clara BART Station UNRESOURCED/UNFUNDED	<i>Origin: Referred from Jan. 5, 2022 Study Session</i> At the Jan. 5, 2022 Study Session for the BART Project, Council expressed interest in potentially studying connecting Benton Street and Brokaw Road with a roadway undercrossing under the railroad tracks. This is a new item that Staff has not previously explored, however it is estimated that a complex study like this could cost up to \$500,000.
13		Approve the review of the Senior Advisory Commission Transportation Interest Letter and refer the issue of a transportation needs analysis UNRESOURCED/UNFUNDED	<i>Referred from Jan. 25, 2022 City Council meeting</i>
14		Discuss the remedial condition of the International Swim Center facility PARTIALLY RESOURCED/UNFUNDED	<i>Referred from Jan. 25, 2022 City Council meeting</i> Public presentation from the Santa Clara Swim Club

	Pillar	Item	Outcomes
ADDITIONAL ITEMS REFERRED TO FEBRUARY PRIORITY SESSION (030 AND OTHER)			
15		Consideration of current janitorial services contract renewal	<p><i>Referred from Jan. 25, 2022 City Council meeting</i></p> <p>Consider current janitorial services contract renewal based on public comment experiences with vendor. Staff will initiate an RFP process for janitorial services in Q2 of 2022 and report to the Council for services commencing in 2023. The current contract has one more year option, allowing staff to engage in an RFP process and ensure workplace safety (during COVID) for our facilities.</p>