










**CITY COUNCIL PRIORITIES & REFERRAL MATRIX**  
**2024 City Council Priority Setting Session**



Periodically, the Santa Clara City Council meets to establish Priority Areas of Focus and key initiatives for the City organization. The City Council's last Priority Setting Session was held on February 8, 2022. Since that time, progress has been made on many initiatives and the City Council has taken formal action to refer potential new initiatives to its 2024 Priority Setting Session(s). This matrix provides information on previously referred potential initiatives as well as ongoing and completed initiatives. The document is organized into the following sections by Priority Areas of Focus:

- Potential Initiatives Referred to the Priority Setting Process (*by prior City Council action*)
- Initiatives Referred for Further Action
- Completed Initiatives or Those Requiring No Further Action



Council Priority Areas of Focus	
	Deliver and Enhance High-Quality Efficient Services and Infrastructure
	Manage Strategically Our Workforce Capacity and Resources
	Promote and Enhance Economic, Housing and Transportation Development
	Enhance Community Sports, Recreational and Arts Assets
	Ensure Compliance with Measure J and Manage Levi's Stadium
	Enhance Community Engagement and Transparency
	Promote Sustainability and Environmental Protection

**POTENTIAL INITIATIVES REFERRED TO PRIORITY SETTING FOR DISCUSSION (by prior City Council action)**



Table 1 includes initiatives that were referred to the Priority Setting Sessions for discussion, categorized by Council Priority Area of Focus. Because the City Council did not take formal action on initiatives at its last Priority Setting Session in February 2022, the following table includes items that were referred to the 2022 process as well as those that were referred past that date. As such, the referrals span the years of 2021-2024. These items require direction and validation from the Council before they are added to staffs' workplan.

TABLE 1 - POTENTIAL INITIATIVES REFERRED TO PRIORITY SETTING FOR DISCUSSION				
Priority Area	Origin	Potential Initiative	Description	
PROMOTE AND ENHANCE ECONOMIC, HOUSING AND TRANSPORTATION DEVELOPMENT				
1.		8/22/23	SB9 Application Fee Waiver for Low-Income Homeowners by Grant or Government Loan	<i>Origin: Referred to 2024 Priority Setting</i>  At the Aug. 22, 2023 City Council meeting, a written petition was submitted by Nikki Welch requesting the Council discuss Senate Bill 9 (2022) to support low-income homeowners through a grant program or City loan program to provide financial support or waive the City fees and associated costs of splitting a parcel lot. The Council referred the item to the Council Priority Setting Session.
2.		10/19/21	Request for Installation of Rainbow Crosswalk(s) Painting in Santa Clara	<i>Origin: Referred to 2022 Priority Setting Session</i>  On Oct. 19, 2021, a written petition was submitted by Anthony Becker to request installing rainbow crosswalks throughout the city. This item would require the development of a City policy and program, including an art approval process. A majority of cities that implement art in crosswalks focus on privately funded installations with City permits. Based on limited research, staff estimates an average capital cost of approximately \$50,000 per new Art Crosswalk if funded by the City plus additional maintenance costs. Costs can vary based on artwork, complexity, the desired community process to choose the art, and final crosswalk location. Depending on the program developed, this may require additional capital and maintenance funding in the budget.



**TABLE 1 - POTENTIAL INITIATIVES REFERRED TO PRIORITY SETTING FOR DISCUSSION**

	Priority Area	Origin	Potential Initiative	Description
3.		2/23/21	Sanitary Sewer Laterals	<p><i>Origin: Referred to 2022 Priority Setting Session</i></p> <p>On Feb. 23, 2021, a written petition was submitted by Joseph Ducato for consideration of the City's assumption of responsibilities for private sewer laterals for discussion. The Council referred the item to staff to research options to assist homeowners with their sewer laterals without the City taking ownership of laterals.</p> <p>During the Feb. 8, 2022 Priority Setting session, staff were scheduled to present on Sanitary Sewer Laterals, including the potential budget and resources needed to implement. However, the second session did not occur, and the item was not presented. An updated evaluation and cost analysis would be required to explore the City's undertaking of responsibility of sewer laterals and any options for funding assistance through potential grant programs and/or insurance policies.</p>
4.		2/1/21	Transportation "Quiet Zone"	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>At the Feb. 1, 2021 Priority Setting session, the Council identified Transportation "Quiet" Zone as a project during the priority setting. The City Council held a study session on Nov. 16, 2021 to discuss the Transportation Quiet Zone. The Council voted to refer the item to the 2022 Priority Setting Session and direct staff to explore potential funding sources. City staff researched potential funding sources, such as the infrastructure bill or grant programs. Prior to the Feb. 8, 2022 Priority session, staff was unable to identify any grant opportunities for this work and worked with the City's Legislative Advocacy consultant, Townsend Public Affairs, and they were not aware of any opportunities either. At that time, the estimated cost for the "Quiet Zone" study was \$300,000.</p>

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Priority Area	Origin	Potential Initiative	Description
<b>PROMOTE SUSTAINABILITY AND ENVIRONMENTAL PROTECTION</b>			
5.		1/9/24 & 9/19/23 Mitigate or Ban Gas Powered Leaf Blowers	<p><i>Origin: Referred to 2024 Priority Setting</i></p> <p>At the Sept. 19, 2023 City Council meeting, a written petition was submitted by Anne Valta requesting the Council to consider banning leaf blowers in the Santa Clara. The Council referred this item to the Priority Setting Session. At the Jan. 9, 2024 City Council meeting, resident Sen Yang requested the prohibition of the use of gasoline leaf blowers or an ordinance prohibiting the use of leaf blowers before 8 a.m. The Council referred this item to the Priority Setting Session.</p> <p>It is important to note that the State of California recently passed AB 1346 (2024) which banned the sale of gas-powered leaf blowers and string trimmers starting July 1, 2024. The law also establishes emissions reductions for existing gas-powered leaf blowers as of July 1, 2022.</p>
<b>ENHANCE COMMUNITY SPORTS, RECREATIONAL AND ARTS ASSETS</b>			
6.		8/16/22 Widening of San Tomas Aquino Creek Trail	<p><i>Origin: Referred to Priority Setting Session</i></p> <p>At the Aug. 16, 2022 City Council meeting, a written petition was submitted by Suds Jain to discuss working with the water district and any other agency with jurisdiction to widen the San Tomas Aquino Trail. The Council referred this item to the Priority Setting session.</p>

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	Priority Area	Origin	Potential Initiative	Description
7.		10/19/21	Proposal of a New City Film Commission	<p><i>Origin: Referred to 2022 Priority Setting Session</i></p> <p>At the Oct. 19, 2021 City Council meeting, a written petition was submitted by Anthony Becker for a discussion to consider establishing a new City Film Commission. This item was to be discussed as part of the 2022 Priority Setting session.</p>
<b>ENHANCE COMMUNITY ENGAGEMENT AND TRANSPARENCY</b>				
8.		9/7/21	Mayor and Council Full-Time Positions & Campaign Finance Reform	<p><i>Origin: Referred to 2022 Council Priority Setting Session</i></p> <p>At Sept. 7, 2021, a written petition was submitted by David Donaldson which included: Consider Placing a Ballot Measure on the 2022 Ballot for Charter Amendments calling for the voters to consider (1) Establishing Mayor and City Council positions as full-time and with an annual salary of \$96,000 and \$80,000, respectively, plus commensurate benefits and COLA adjustments and (2) 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.</p> <p>The Council directed staff to return with a discussion on considering the Council/Mayor as full-time positions and without the salary component and directed staff to return with comparisons with other cities. This entire referral was to be discussed at the 2022 Priority Setting Session.</p>

### INITIATIVES REFERRED FOR FURTHER ACTION

Table 2 includes initiatives which have been formally established as a special project and directed to staff for further action. This includes initiatives which are currently in progress, funded, partially funded or may require additional funding.





TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION				
Priority Area	Origin	Initiative	Description / Updates	
DELIVER AND ENHANCE HIGH-QUALITY EFFICIENT SERVICES AND INFRASTRUCTURE				
9.		2/20/24	Santa Clara Participation in County Weed Abatement Program	<i>Origin: Council Referral</i>  At the Feb. 20, 2024 City Council meeting, during the agenda discussion for weed abatement on parcels throughout the City, the Council directed staff to review and analyze the weed abatement processes in three cities (Saratoga, Sunnyvale, and Mountain View) currently not participating in the County weed abatement program. The Fire Department has developed a questionnaire to send to the three cities that do not participate in the County Weed Abatement program. Once the survey responses are received, staff will review and analyze their programs and prepare a report to Council. [Fire Department]
10.		9/19/23	Request to consider Crosswalk Improvements at Winchester Blvd. and Dolores Ave.	<i>Origin: Council Referral</i>  At the Sept. 19, 2023 City Council meeting, a written petition was submitted by Adam Mason regarding a request to consider crosswalk improvements for pedestrians at Winchester Blvd. and Dolores Ave. This is a multijurisdictional crosswalk so DPW has been working with City of San Jose on short-term and long-term crosswalk improvements. The short-term options include quick build improvements (plastic delineators/striping) to shorten the crossing distance. Long term options include the installation of a Rectangular Rapid Flashing Beacon (RRFB). This improvement has already been identified in the City’s uncontrolled crosswalk improvement project anticipated to start design in late 2024

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			which will also improve several other uncontrolled crosswalks in Santa Clara. Staff has been in contact with Adam Mason regarding the proposed plan. [Public Works]
11. 	2/1/22	Provide Core Services, including Public Safety	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>Public safety services remain an ongoing priority to the City. 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 prior reductions due to the COVID-19 pandemic.</p> <p>With the recovery from COVID, the City continues to prioritize recruitment efforts to fill vacant and funded positions to restore services. The City has not fully recovered from COVID budget cuts. [City Manager's Office / Police Department]</p>
PROMOTE AND ENHANCE ECONOMIC, HOUSING AND TRANSPORTATION DEVELOPMENT			
12. 	8/16/22	Review and Evaluation of the Purchase of the California Great America Theme Park	<p><i>Origin: Council Referral</i></p> <p>At the Aug. 16, 2022 City Council meeting, a written petition from Kirk Vartan was submitted to review and evaluate the purchase of California's Great America Theme Park. Specifically, the petition asked for clarity on what development can take place on the site. Council referred this item to staff to return to a future study session. [Community Development]</p>

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13.		8/16/22	Discussion of a 6% Admission Tax on Charges to Enter Entertainment Venues or Events	<p><i>Origin: Council Referral</i></p> <p>At the Aug. 16, 2022 City Council meeting, a written petition was submitted by Thomas Calvello to discuss an admission tax of 6% be added to the ticket price or other charge that attendees pay to enter entertainment venues or events in Santa Clara. Council referred this item to a future agenda.</p> <p>It is important to note that the current Stadium Authority Agreement with the 49ers provides that any proceeds from an admission tax that disproportionately burdens the 49ers would require the Stadium Authority to remit that amount as a credit to the 49ers. [City Manager's Office]</p>
14.		1/9/24	Architectural Review of Addition at 1485 Bellomy Street	<p><i>Origin: Council Referral</i></p> <p>At the Jan. 9, 2024 City Council meeting, City staff and applicants made presentations regarding architectural review for a single-family residential addition at 1485 Bellomy Street. After hearing the presentation, Council voted to refer the project back to the Architectural Review process and include a design review. Previously, this property came before Council at the Oct. 10, 2023 City Council meeting. The proposed project was referred to return through the architectural review and design review process. The applicant will need to submit revised plans to be reviewed by staff. As called out in the Architectural Review process in the Zoning Code, depending on the scope of the changes, the project could be approved ministerially (no discretion) or with a staff level approval which may or may not need a public hearing. The applicant has not officially resubmitted revisions however has met with staff to talk about applicable standards and process. Staff has provided feedback on design options. Revised plans are anticipated in April 2024. [Community Development]</p>

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15.		9/19/23	Parking Concerns at the St. Anton Apartment Community	<p><i>Origin: Council Referral</i></p> <p>At the Sept. 19, 2023 City Council meeting, a written petition was submitted by Vennessa Arrellanes to address parking concerns at the St. Anton Apartment Community on Calle Del Mundo and Calle Del Luna, as residents are receiving citations due to the signage of Levi's Stadium event dates. The Council referred this item to staff. Staff is monitoring the parking situation and investigating long-term parking options. [Public Works / Community Development]</p>
16.		4/18/23	Options for City-Owned Property at 2319 Gianera Street	<p><i>Origin: Council Referral</i></p> <p>During the April 18, 2023 City Council meeting, in response to the item declaring City-Owned Property at 2319 Gianera Street as Surplus Land, Council rescinded the resolution and directed staff to explore additional options for the Gianera property once a full-time Real Estate Manager is hired. A recent Request for Qualifications (RFQ) was issued for a consultant to provide support on City real estate issues. Vendor selection is on-going, and staff anticipates launch an analysis for use/disposal options by early FY 2024/25. [City Manager's Office]</p>
17.		11/1/22	Review of City Parking Restrictions for a portion of Cecil Ave. and Tyler Street	<p><i>Origin: Council Referral</i></p> <p>During the Nov. 1, 2022 City Council meeting, the Council heard and approved a written petition submitted by Kirk Vartan for the discussion of new parking permit ordinance and rules. Mr. Vartan indicated current signage restricts parking to 1-2 hours and that as a small business, employees need to park. Staff provided an interim update on the petition at the Jan. 10, 2023 City Council meeting. A full update on the petition was heard at the April 18, 2023 Council meeting and the report was note and filed.</p>

TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION





	Priority Area	Origin	Initiative	Description / Updates
				Staff is targeting to return to Council in late-2024 with an update. Staff is coordinating with the petitioner and adjacent property owners regarding a pilot program to suspend time-limited parking as requested by the petitioner. [Public Works]
18.		8/30/22	Noticing Requirements for Projects	<p><i>Origin: Referred to Priority Setting Session</i></p> <p>At the Aug. 30, 2022 City Council meeting, a written petition submitted by Suds Jain requested to consider changing the noticing policy for projects. The petition noted that the Patrick Henry Specific Plan noticing requirement was only for 500 ft. considering the size of this project. In addition, the petition requests a discussion on how to expand the noticing policy. For the next long-range plan, staff expanded noticing to 1,000 ft. for the Freedom Circle Plan agenda item for the May 24, 2022 City Council meeting agenda.</p> <p>Staff is working to update the outreach and noticing policy for planning applications. This includes reviewing several aspects such as consideration of requirements for community meetings, format of meetings and the noticing radius. Two community meetings were held on Dec. 1 and 8, 2022 to gather input regarding the outreach policy. Revisions were made to the draft policy based on community input and a second round of community meetings were held on July 12 and 17, 2023 and the updated draft policy is <a href="#">posted online</a>. Staff anticipates this returning to Council in late 2024. [Community Development]</p>
19.		8/30/22	Santa Clara Convention Center Parking Policy and Options	<p><i>Origin: Council Referral</i></p> <p>At the Aug.30, 2022 City Council meeting, a written petition was submitted by Suds Jain requesting to change the parking policy at the Convention Center. At the April 18, 2023 City Council meeting, during</p>

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	Priority Area	Origin	Initiative	Description / Updates
				the item regarding Santa Clara Convention Center Complex Maintenance District No. 183, Council directed staff to review parking options at Santa Clara Convention Center, including the maintenance of the Convention Center in the City budget. Work on this initiative has included an analysis of parking rights related to the sale of former Redevelopment Agency properties next to the Convention Center. Additional work to explore paid Convention Center parking is planned during FY 2024/25. [City Manager's Office]
20.		7/5/22	Recommendations for SB9 for Residential Use	<p><i>Origin: Council Referral</i></p> <p>At the July 5, 2022 City Council meeting during the discussion regarding SB9 (2022), the Council directed staff to report back with a recommendation which includes an affordability requirement and works to minimize paperwork and reporting from homeowners. Additionally, the Council requested staff review in-lieu fees for units greater than 800 feet as part of a future amendment to Chapter 17.40, to include SB9 projects. This is being considered as part of the analysis for updating the Citywide Affordable Housing Ordinance.</p> <p>In late 2024, staff will work with a consultant to conduct a NEXUS and feasibility study and to recommend possible ordinance changes that yield deeper affordability for mixed-income inclusionary housing projects.</p> <p>The Affordable Housing Ordinance update must be completed and adopted by City Council prior to early 2026 as indicated in the Housing Element. [Community Development]</p>
21.		12/14/21	Strategy Regarding the Sale of the Loyalton Ranch Property	<p><i>Origin: Council Referral</i></p> <p>At the Dec. 14, 2021 City Council meeting, the Council directed staff to</p>

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	Priority Area	Origin	Initiative	Description / Updates
				develop a strategy for the sale of the Loyalton Ranch property and to coordinate a visit to the property for interested Councilmembers. The staff visit was completed on March 8, 2022. At the June 7, 2022 City Council meeting, the Council declared the vacant Loyalton Ranch Property "Surplus" and directed staff to return to Council with a scope of work and the costs of a consultant's risk analysis/assessment, clean up, and fencing. At the April 18, 2023 City Council meeting, the Council authorized the City Manager to negotiate and execute an agreement for real estate services for the Loyalton Property. The City is currently in negotiations regarding this property. [Silicon Valley Power]
22.		10/19/21	Ballot Measure for an Infrastructure Bond or Revenue Measure	<p><i>Origin: Referred to 2022 Priority Setting Session</i></p> <p>On Oct. 19, 2021, a written petition was submitted from Anthony Becker to add a ballot measure to upgrade aging infrastructure and the Council referred the item to Priority Setting Session.</p> <p>On July 18, 2023, the City Council took action to appropriate funding to evaluate the feasibility of revenue measures to be placed on the November 2024 ballot. This funding was to be used to retain public opinion consultant services and support community outreach activities. Tulchin Research, together with their partner Team CivX, was selected through a competitive process to serve as the City's consultants. Staff is currently working with the consultant to develop voter research and communication materials to help evaluate the viability of potential ballot measures. The action to consider placing measures on the November ballot will be brought to the City Council in July 2024. [City Manager's Office]</p>
23.		10/11/21	Installation of Rectangular Rapid Flashing Beacon Crosswalk at Kiely/Mauricia	<p><i>Origin: Referred to 2022 Priority Setting Session</i></p> <p>At the Oct. 19, 2021 City Council meeting, a written petition was submitted by Anthony Becker to install a Rectangular Rapid Flashing</p>

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	Priority Area	Origin	Initiative	Description / Updates
				<p>Beacon (RRFB) Crosswalk at Kiely/Mauricia and the Council referred the item to the Priority Setting session.</p> <p>The City has over 200 uncontrolled crosswalks which have been reviewed based on traffic/speed to establish a priority ranking to perform additional analysis. Staff further studied and prioritized the first 30 crosswalks on the list for proposed improvements and the crosswalk at Kiely / Mauricio is on that initial list. Proposed improvements at this location include the installation of a Rectangular Rapid Flashing Beacon (RRFB) which can range in construction costs from \$75K - \$300K depending on the site conditions. This improvement will be included in an upcoming design project anticipated to start late 2024 which will also improve several other uncontrolled crosswalks in Santa Clara. [Public Works]</p>
24.		10/11/21 (030)	City Hall Downtown Relocation Study	<p><i>Origin: Referred to 2022 Priority Setting Session</i></p> <p>At the Oct. 19, 2021 City Council meeting, a written petition Anthony Becker was submitted to consider incorporating a new City Hall plan into the Downtown Plan.</p> <p>At the May 24, 2022 City Council hearing, Council discussed a study to relocate a new city hall Downtown in response to a written petition submitted by resident Mary Grizzle on behalf of the members of Reclaiming our Downtown. On June 21, 2022, the City Council approved \$325,000 to fund the City Hall relocation study as part of the Biennial Capital Budget adoption. Amendment Number 3 to the agreement with consultants WRT for the study was approved by the City Council on Oct.18, 2022. The total agreement is for up to \$353,000, with the balance of \$28,300 of funding coming from SVP (Electric Utility Capital Fund).</p>

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	Priority Area	Origin	Initiative	Description / Updates
				The completed study was presented to the Downtown Community Task Force at their Jan. 18, 2024 meeting. Under this agreement, staff anticipates presenting the completed study to the Economic, Development & Marketing Committee in late 2024 when the Committee reconvenes. [City Manager's Office / Community Development]
25.		8/17/21	Transportation Demand Management Study	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>At the Jan. 11, 2022 City Council meeting, the Council voted to note and file a Request for Proposals (RFP) to include support for online reporting of Transportation Demand Management (TDM) reports for development projects (\$200,000). This will help provide resources to manage review of the increased number of TDM plans that are required to be submitted to the city and the need for annual compliance review throughout the lifetime of a project. At the April 18, 2023 City Council meeting, the Council approved an Agreement for Services with Hexagon Transportation Consultants, Inc. for Preparation and Application of a Transportation Demand Management Monitoring and Administration Program for Development Projects. Staff has been working with the consultant to build out a website on how developers/property owners submit their TDM plans. Staff and the consultants have been collecting TDM plans which will go into this database. The website is scheduled to be launched in late summer/fall 2024. [Community Development]</p>
26.		8/17/21	Economic Support from Large Businesses (Voluntary)	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>The request during Priority Setting Session was to consider working with large businesses or corporations to seek donations to support funding for the City. As these opportunities arise, the City may consider</p>

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Priority Area	Origin	Initiative	Description / Updates
			<p>partnering with a nonprofit organization, such as Mission Community Fund to explore sponsorship or donation opportunities.</p> <p>As the City brings in Economic Development staff in the future, additional support will be provided to this ongoing priority. [City Manager's Office]</p>
27.		7/13/21 Station Area Plan and Brokaw Underground Roadway	<p><i>Origin: Referred to August 2021 Council Priority Setting Session</i></p> <p>On the July 13, 2021, a written petition was submitted by Suds Jain to consider topics for implementing a Station Area Plan and the item was referred to the August 17, 2021 Priority Setting Session.</p> <p>The City received two funding opportunities that collectively provide \$900,000 to support preparation of a Specific Plan for the Santa Clara Station Area. On Dec. 7, 2021, the City Council accepted \$400,000 in grant funding from the Metropolitan Transportation Commission (MTC) for the preparation of the Santa Clara Station Area Specific Plan. The City also received \$500,000 from the VTA provided from a Federal Transportation Administration grant award to fund consultant work to develop a Station Area Specific Plan with oversight by the City. 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</p> <p><u>Station Area Task Force</u> On Dec. 6, 2022, the Council approved the Santa Clara Station Area Task Force (SATF), an eleven-member advisory body with representation from a diverse range of backgrounds. The SATF is advisory and non-voting body which meets approximately once a month during the Santa Clara Station Area Specific Plan planning process. The purpose of the SATF is to provide input on the vision,</p>

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	Priority Area	Origin	Initiative	Description / Updates
				<p>land use, circulation, and urban design aspects of the Plan, as well as key policy issues. The first Task Force Meeting will be held on April 18, 2024. The Task Force will review data compiled by the Planning Consultant, WRT. In the next few Task Force meetings, the Task Force will review information to preliminarily determine what land use changes to the General Plan should be made in the area and what level of increased development capacity should.</p> <p><u>Brokaw Benton Underground Roadway</u>  During the Jan. 5, 2022 study session for the BART project, the Council referred the Brokaw Underground roadway item to the 2022 Priority Setting Session. The request was to explore a feasibility study to construct 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.</p> <p>There has not been a study to explore with adequate specificity and engineering analysis conducted to determine feasibility and project cost, however it is estimated that an initial feasibility study could cost up to \$500,000. This scope of work is not currently in the budget for the Santa Clara Station Area Specific Plan and the grants to prepare the Specific Plan will not fund this work. Staff is working with the VTA to explore joint grant funding opportunities for the analysis. [Community Development]</p>
28.		6/22/21	Santa Clara Vision Zero Plan	<p><i>Origin: Referred to 2022 August Priority Setting session</i></p> <p>At the June 22, 2021 meeting, a written petition from Gabriela Landaveri requested the City adopt a Vision Zero policy. The Council referred the item to the 2022 Priority Setting session.</p> <p>In February 2023, the City was awarded a \$450,000 grant from the</p>

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	Priority Area	Origin	Initiative	Description / Updates
				<p>Federal Safe Streets for All (SS4A) grant funding to develop a Vision Zero Plan for Santa Clara. On Dec. 5, 2023, the City Council accepted the Federal SS4A grant funding of \$450,000, and approved grant required local match funding of \$120,000 from the Streets and Highways Fund and appropriated a total of \$570,000 for the Santa Clara Vision Zero Plan.</p> <p>The Santa Clara Vision Zero Plan will include a community engagement process and a comprehensive citywide safety analysis to develop the plan to address traffic safety issues and priorities. After completion of the Plan, the City will apply for future implementation grant opportunities under the SS4A program. As background, a study session on a potential the Vision Zero Policy was held on Nov.16, 2021.</p> <p>Staff anticipates returning to Council in June 2024 to award a consultant contract for professional services to develop the Plan. Per grant requirements, the deadline to complete the Plan is two years after the grant agreement execution date. [Public Works]</p>
29.		2/1/21	Homelessness	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>Between April-October 2022, the City convened a Homelessness Task Force and hired Homebase as a consultant to facilitate meetings. Homebase developed a framework for the City's Homelessness Response Plan and presented it in a City Council Study Session in January 2023. Homebase then prepared a draft Homelessness Response Plan. City staff from several departments are currently writing an implementation chapter before bringing the plan to City Council for final approval by June 2024.</p>

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	Priority Area	Origin	Initiative	Description / Updates
				<p>The City continues to fund agencies that provide wrap around services in supportive housing projects, homelessness prevention services, landlord tenant mediation, tenant-based rental assistance and case management, mobile shower and laundry services for unsheltered residents, domestic violence survivor support, housing search assistance for persons with disabilities, and more.</p> <p>In 2023, the City worked closely with the County's Office of Supportive Housing and LifeMoves to refine an interim housing concept, conduct robust community outreach, and to pursue an application for over \$30M in state Project Homekey funding for interim housing for families near Benton Street and Lawrence Expressway. While Homekey funds were not awarded to this project, the City did make a diligent effort to leverage outside funds to reduce family homelessness.</p> <p>Staff are working to reallocate a portion of Permanent Local Housing Allocation Program (PLHA) funds to expand case management services in supportive housing through an existing revenue agreement with the County. Staff is also developing "Good neighbor" procedures to improve communication and coordination between the City, residents, and supportive housing providers to address issues that may arise in the first year of operation. Staff is also exploring the cost of building and operating a safe parking site and criteria for selecting an appropriate location. [Community Development]</p>
30.		2/1/21	Affordable Housing Opportunities	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>In 2017 the City adopted the Affordable Housing Ordinance. To date the ordinance has yielded over 406 units of affordable rental housing and \$6.3Min impact fees to help subsidize more deeply affordable housing. In the coming years, new homeownership projects will need to set aside</p>

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			<p>15% of units as affordable, an increase over the previous policy that required 10% of units be affordable. In late 2024, staff will work with a consultant to conduct a NEXUS and feasibility study and to recommend possible ordinance changes that yield deeper affordability for mixed-income inclusionary housing projects.</p> <p>In the last several years the City has committed over \$53M for the development of over 900 affordable rental apartments at the Calabazas Apartments, Monroe Commons, Agrihood, Kifer Senior, Mainline North, and Civic Center Drive Family Housing developments. Each of these developments will serve residents at different income levels and some will provide supportive services. Staff is currently exploring new sources to subsidize affordable housing. Staff is also looking for ways to support affordable housing on one City-owned site, three County-owned sites, and several privately-owned sites. [Community Development]</p>
31.		2/1/21 Downtown Task Force / Precise Plan for Downtown	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>On Dec. 5, 2023, the City Council adopted the Downtown Precise Plan and Form Based Zoning Code, which provides guidance through policies and development standards that implement the community's vision for the redevelopment of Downtown. The outstanding tasks from this work include completion of work to bring a related infrastructure fee to the City Council for adoption and a new task that was added with adoption of the Plan for the development a fee-based bonus structure community benefits program. Staff is working on Request for Proposals (RFP) to get a third-party consultant to develop the Community Benefits Program and return with a funding request for Council approval. The RFP will be released by July 2024.</p>

**TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION**




Priority Area	Origin	Initiative	Description / Updates
			In addition to the work efforts listed above, the City is the landowner of two downtown properties located at 1000 Lafayette Street, known as Peddler's Plaza, and 900 Lafayette Street, known as Commerce Plaza. Staff is conducting a feasibility study to determine the highest and best use for these buildings. Any reuse of the property will need to align with the Precise Plan vision for the downtown. Staff anticipates the results of the feasibility study and analysis for use/disposal options by end of FY 2023/24. [City Manager's Office / Community Development]
32.		2/1/21	<p>Facilitate Economic Recovery</p> <p><i>Origin: 2021 Priority Setting Session</i></p> <p>The City implemented numerous COVID-related programs to facilitate economic recovery such as small businesses grants, emergency rental assistance program, Worker Retention and Recall ordinances, and others. 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 continues its focus on the Santa Clara Tourism Improvement District (SCTID) is a benefit assessment district established to fund sales and marketing promotion efforts for lodging businesses within the established boundaries. As the City brings in Economic Development staff in the future, additional support will be provided to this ongoing priority.</p> <p>[City Manager's Office / Community Development Department]</p>

TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION

Priority Area	Origin	Initiative	Description / Updates
ENHANCE COMMUNITY SPORTS, RECREATIONAL AND ARTS ASSETS			
33.		7/18/23	Public Presentation Regarding the International Swim Center
			<p><i>Origin: Council Referral</i></p> <p>During the July 18, 2023 City Council meeting, the Council heard a public presentation from Amanda Pease, President of BOD SC Swim Club, and others who spoke about the high costs of renting City pools and who requested the City consider the possibility of reducing the cost or reimbursing part of that amount. As background, the ISC was closed from approximately April to August 2023. SCSC rented Montague Pool from May to October 2023. The City collected \$109,480 for the permitted use of Montague Pool. Fees were charged according to the Muni Fee Schedule. [Parks &amp; Recreation]</p>
34.		8/16/22	Potential Uses, Unfunded Repairs, and Finances of Operating and Maintaining the Morse Mansion
			<p><i>Origin: Council Referral</i></p> <p>At the Aug. 16, 2022 City Council meeting, the Council discussed potential uses, unfunded repairs, and the finances of operating and maintaining the Morse Mansion. The Property is in the National Historic Registry and is currently leased to a Santa Clara University Sorority. The lease is currently set to expire on June 30, 2024. The item was then discussed at the Nov. 1, 2022 Council meeting. A community meeting was held on Jan. 25, 2023 with approximately 100 attendees, regarding the future of use of the historic Morse Mansion. At the meeting, staff discussed possible options and received community feedback to share with the Council for future consideration.</p> <p>An informational report was provided to Council on June 6, 2023, staff completed an RFP for engineering services to determine the feasibility of using Morse Mansion as an SVP Center. However, it was determined that additional analysis was needed to evaluate the highest and best</p>

**TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION**






	Priority Area	Origin	Initiative	Description / Updates
				use of the property. A recent Request for Qualifications (RFQ) was issued for a consultant to provide support on City real estate issues. Vendor selection is on-going and staff anticipates launch an analysis for use/disposal options by early FY 2024/25. [City Manager's Office]
35.		3/22/22	Develop a Citywide Public Art Fee	<p><i>Origin: Referred to 2022 Priority Setting Session</i></p> <p>On March 22, 2022, the Council directed staff to return with a proposal to add a public art fee as part of the Patrick Henry Specific Plan and requested staff to explore a 0.3% public art fee. Staff recommended that a City Public Arts Master Plan be prepared to inform a citywide art fee as opposed to a fee for one area of the City. On Dec. 5, 2023, during the Downtown Precise Plan item discussion, the Council referred staff to analyze a Citywide Public Art fee to the Priority Setting Session.</p> <p>The City is in the early planning stages for the Citywide Public Arts Master Plan, which will incorporate the review of a Citywide Public art fee. The development of a citywide public art fee policy and program has been assigned to the workload of an Assistant City Manager in the City Manager's office. However, that Assistant City Manager is currently assigned as the Acting Director of Parks and Recreation. While capacity is limited and the project will be delayed, staff has met with representatives from SV Creates to discuss possible collaboration and has begun working with the Cultural Commission to acquire art fee policies from other agencies in neighborhood jurisdictions as an initial data collection effort. This work effort will proceed as resources allow.</p>
36.		1/25/22	International Swim Center Study/Planning	<p><i>Origin: Referred to 2022 Priority Setting Session</i></p>



TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION

	Priority Area	Origin	Initiative	Description / Updates
				<p>At the Jan. 25, 2022 City Council meeting, Council heard a public presentation from Santa Clara Swim Club and referred an item to staff to explore planning for the ISC.</p> <p>The International Swim Center was closed on January 11, 2024 due to health and safety concerns that were identified through a visual observation report conducted by the City's outside consultant, LPA. Since that time, staff has provided two Council updates and established a workplan of immediate, short term and long term workplan items. The most recent update on that workplan was provided to the City Council at its meeting on March 12, 2024. The next update will be provided at the City Council's last meeting in April 2024.</p>
37.		1/11/22	Consideration Regarding Youth Soccer Park Parking	<p><i>Origin: Council Referral</i></p> <p>At the Jan. 11, 2022 City Council meeting, the Council heard a written petition from Councilmember Suds Jain requesting to place an agenda item at a future Council Meeting to discuss making the Youth Soccer Park parking lot available when there are no events at the Youth Soccer Park. Council voted to place the item on a future agenda.</p> <p>Considerations include:</p> <ol style="list-style-type: none"> <li>1. Investigate ADA Improvements for parking</li> <li>2. Investigate whether the City can engage a private operator to manage for parking</li> <li>3. Investigate whether the 49ers can use their practice facility for parking</li> <li>4. Determine the fair market value of VIP parking</li> </ol> <p>A fee was adopted as part of the 23/24 Municipal Fee Schedule. Staff is also bringing forward a revised fee schedule as part of the 24/25 Municipal fee schedule based on benchmarking from surrounding agencies. The intent of the change is to create categories of users to</p>

**TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION**

	Priority Area	Origin	Initiative	Description / Updates
				facilitate transparency in the fee schedule for special event parking while allowing for flexibility to adjust to market rates. [Parks & Recreation / City Manager's Office]
38.		10/11/21	Construction of Lawn Bowl Facility for Consideration	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>On May 24, 2022, the City Council took action to place the written petition from Anthony Becker to discuss the construction of a new lawn bowl facility. The item was heard on June 21, 2022; however, the City Council did not approve additional funding for the project given the City's competing priorities and limited resources.</p> <p>Please note that while the City previously approved funding in the amount of \$175,000 for the repair and maintenance of the Lawn Bowl facility (clubhouse); those funds were subsequently re-directed to other priority Parks and Recreation projects. However, in the Proposed FY24-25 Capital Improvement Budget, a separate line item has been restored in the budget for the Department of Parks and Recreation in alignment with the Council's prior direction. [Parks &amp; Recreation Department]</p>
39.		1/12/21	Lifecycle Costs/Benefits of Artificial Surfacing, Including Turf	<p><i>Origin: Council Referral</i></p> <p>At the Jan. 12, 2021 City Council meeting during the discussion on the schematic design of a park located at 1205 Coleman Avenue (Gateway Crossings), a discussion regarding turf arose. The Council directed staff to provide a study session on the pros and cons as well as lifecycle cost/benefits of artificial surfacing, including turf. This workload item has been delayed due to competing priorities and limited resources. [Parks &amp; Recreation]</p>

**TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION**

Priority Area	Origin	Initiative	Description / Updates
<b>ENSURE COMPLIANCE WITH MEASURE J AND MANAGE LEVI'S STADIUM</b>			
40.		1/9/24	<p>Information Regarding Overtime Payments on 12/25/23 and 12/24/22 NFL Football Games</p> <p><i>Origin: Council Referral</i></p> <p>At the Jan. 9, 2024 City Council meeting, during the reports of members and special committees, Councilmember Kathy Watanabe requested information on the overtime amounts and who authorized payment for the Dec. 25, 2023 and Dec. 24, 2022 NFL football games.</p> <p>Only Police and fire regular employees were paid double time for the 12/24/22 game which is consistent with how non-holiday events were paid. A staffing mandate was issued and Council approved the double time offered to City staff and per diem (part-time) employees for the 12/25/23 game. The Niners declined to cover these costs, which totaled \$110K. [Stadium Authority]</p>
41.		7/11/23	<p>Report Regarding July 2, 2023 Concacaf Gold Cup Soccer Match between Mexico and Qatar at Levi's Stadium and Event-Related Impacts</p> <p><i>Origin: Council Referral</i></p> <p>At the July 11, 2023 City Council meeting, a written petition from Lisa Gillmor and Kathy Watanabe was submitted to request a special meeting to receive a detailed report from, the new Stadium Manager, and staff to discuss the operations of the stadium both inside and outside in the surrounding community and issues related to the soccer match which took place on July 2, 2023 between Mexico and Qatar.</p> <p>This item returned to Stadium Authority meeting on Oct. 24, 2023 with an informational report. The Council requested additional information about who is paying for the garbage pickup, parking plan, safety outside the stadium, tailgating and noise violations. As part of the Oct. 24 agenda item, staff also shared that Statements of Qualifications (SOQ) were being solicited for an external review of event entry/security</p>

**TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION**



	Priority Area	Origin	Initiative	Description / Updates
				<p>procedures and neighborhood impacts at Levi's Stadium. The third-party assessment is currently underway and is expected to be completed by September 2024.</p> <p>Staff plans to bring forward an agenda item in Summer 2024 to establish an ad-hoc Stadium Neighborhood Relations Committee, subject to the Council's approval, to review the findings from the assessment and to discuss the potential formation of a standing Committee.</p> <p>Recommendations resulting from this scope of work will assist the Stadium Authority and Stadium Manager in their respective planning and coordination efforts for future events at Levi's Stadium. [Stadium Authority]</p>
42.		10/4/22	Public Review of the Settlement Agreement and Mutual Release Dated Aug. 31, 2022	<p><i>Origin: Council Referral</i></p> <p>At the Oct. 4, 2022 City Council meeting, the Council heard a written petition submitted by Teresa O'Neill requesting to place an item on a future meeting for a public review of the Settlement Agreement and mutual release dated August 31, 2022 between the City of Santa Clara, the Santa Clara Stadium Authority, and the 49er Football Team Entities.</p> <p>Also at this meeting, a written petition was submitted by Suds Jain requesting to set a study/briefing session for the public in which the terms of the 49ers settlement agreement are discussed as well as presentation of sources of revenues and a discussion on how the money is spent.</p> <p>The Council voted to make the Settlement Agreement accessible on the City website and to schedule a study session in the future following completion of any pending litigation with the San Francisco 49ers, with a scope limited to the buffet and public safety cost.</p>

TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION

	Priority Area	Origin	Initiative	Description / Updates
				The Settlement Agreement was posted on the Stadium Authority's webpage in September 2022. Additionally, staff provided information regarding Stadium Authority revenues in the annual Stadium Authority Operating, Debt Service, and Capital Budget. The requested Study Session will be scheduled after the completion of pending litigation on buffet costs and public safety costs. [Stadium Authority / City Attorney's Office]
43.		8/16/22	Establish Stadium Neighborhood Relations Committee	<p><i>Origin: Referred to 2022 Priority Setting Session</i></p> <p>On Aug. 16, 2022, a written petition from Suds Jain was submitted to consider creating a Neighborhood Stadium Relations Committee. Council referred the item to a future agenda in early 2023. On Feb. 7, 2023, Council discussed the formation of a Neighborhood Stadium Relations Committee/Commission/Taskforce that will be funded by the Stadium Authority and provided feedback on its structure, including having meetings modeled after the Santa Clara University/Neighborhood-University Relations Committee (NURC), and having meetings of this new Committee/Commission/Taskforce held on the Northside.</p> <p>A third-party security procedures and neighborhood impacts assessment is currently underway. Staff plans to bring forward an agenda item in Summer 2024 to establish an ad-hoc Stadium Neighborhood Relations Committee, subject to the Council's approval, to review the findings from the third-party assessment, which is expected to be completed by September 2024, and to discuss the potential formation of a standing committee. [City Manager's Office / Stadium Authority]</p>

**TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION**







	Priority Area	Origin	Initiative	Description / Updates
44.		4/30/19	Report on Public Transit Riders for Large Stadium Events	<p><i>Origin: Council Referral</i></p> <p>At the April 30, 2019 Stadium Authority meeting during the “Informational Report Transmitting Levi’s® Stadium Manager Responses to Stadium Authority Board Inquiries,” the Council requested a report on the number of public transit riders for large stadium events and for information on the relationship between costs of parking and increases in transit ridership. [Stadium Authority]</p>
45.		3/13/18	Development of Stadium Authority Financial Reporting Policy	<p><i>Origin: Council Referral</i></p> <p>At the March 13, 2018 Stadium Authority meeting during the discussion on the Santa Clara Stadium Authority Budget Policy, Council directed staff to develop a Stadium Authority financial reporting policy in conjunction with the Stadium Authority Auditor and the external auditor. The Stadium Authority prioritized the implementation of a financial management system which went live in FY 2022/23. Staff currently expects project completion in December 2024. [Stadium Authority]</p>
<b>ENHANCE COMMUNITY ENGAGEMENT AND TRANSPARENCY</b>				
46.		2/6/24	Consideration for Public Presentations to occur at End of Agenda	<p><i>Origin: Council Referral to Governance and Ethics Committee</i></p> <p>At the Feb. 6, 2024 City Council meeting during the reports from members section of the meeting, Councilmember Kevin Park requested consideration for public presentations to be heard at the end of the agenda. This item was referred to the Governance and Ethics Committee and is currently scheduled for the June 3, 2024 Committee meeting. [City Manager’s Office]</p>

TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION

	Priority Area	Origin	Initiative	Description / Updates
47.		12/19/23	Request for Speaking at Events	<p><i>Origin: Council Referral to Governance and Ethics Committee</i></p> <p>During the Dec. 19, 2023 City Council meeting, the Council heard a written petition from Anthony Becker requesting to draft a policy which covers speaking at public events and covers recognition documents such as proclamations. The Council referred the item to the Governance and Ethics Committee. The Governance and Ethics Committee received an informational report on the Council Policy 009 and Council Policy 020 on March 4, 2024. Staff will return to Council in Q2 2024 with recommendations to proposed amendments to the policies which address the Committee's recommendations. [City Manager's Office]</p>
48.		7/11/23	AB 1234 Ethics Annual Training and Review of Existing City Ethics Documents	<p><i>Origin: Council Referral</i></p> <p>At the July 11, 2023 City Council meeting during the item "Discuss and Consider the Creation of an Independent Ethics Commission," the Council directed staff to conduct a special meeting with Council to include AB1234 Ethics annual training with the City Attorney and to explore hiring a consultant for the review of existing City Ethics documents (e.g., Behavioral Standards of City Councilmembers and Code of Ethics and Values).</p> <p>AB1234 training was completed on Oct. 26, 2023. The City has released the Request for Information on the ethics document review and the consultant should be selected in April 2024. The selected consultant shall provide an update to the Governance and Ethics Committee meeting in June 2024. [City Attorney's Office]</p>
49.		11/1/22	Censure Request of Mayor Lisa Gillmor	<p><i>Origin: Council Referral</i></p> <p>At the Nov. 1, 2022 City Council meeting, a written petition was submitted by Lori Garmany to discuss a censure of Mayor Lisa Gillmor</p>

**TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION**






	Priority Area	Origin	Initiative	Description / Updates
				for leaking confidential closed session settlement information to the press, as well as writing a letter to Governor Gavin Newsom asking him to help her campaign donor. The petitioner further requested the incidents be referred to the Santa Clara County District Attorney's Office. Council referred this item to return to a future meeting date. [City Manager's Office]
50.		6/7/22	Query Regarding Employment and Sources of Income Filings from Councilmember Park	<p><i>Origin: Council Referral</i></p> <p>At the June 7, 2022 City Council meeting, the Council heard a written petition submitted by Brian Doyle, requesting to discuss an explanation by Councilmember Kevin Park regarding apparent inconsistent statements in filings regarding his employment and sources of income at a future Council meeting. Council voted to withhold agendaing the item for a future date until claims and litigation from Brian Doyle are resolved. Item to be reevaluated upon completion of Brian Doyle litigation. [City Attorney's Office]</p>
51.		8/17/21	Expand Councilmember District Communication Options	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>At the 2021 Priority Setting session, the Council received an update on plans to expand Council district communication options including a district-based monthly newsletter, provided to each City Councilmember to distribute to district constituencies. This effort began in February 2022 with Councilmember messages as part of the digital publication City Hall News.</p> <p>Staff has continued to address this priority with the development of a plan to expand the reach of digital, district-based Mayor/District councilmember updates provided to the public by each City Councilmember. This effort began in February 2022 and was expanded in 2023 to include promotion through social media, the City website and</p>

TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION

	Priority Area	Origin	Initiative	Description / Updates
				GovDelivery. Currently staff is in the process of developing specific Mayor and district subscription lists aimed at evolving Mayor and district-focused updates to the community. These updates are proposed to go out on a monthly basis and would require additional staff support for design, legal review and distribution. [City Manager's Office]
52.		2/1/21	Task Force on Diversity, Equity & Inclusion	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>The Task Force on Diversity, Equity and Inclusion (DEI) was established in response to concerns related to the George Floyd police brutality incident. The purpose of the task force was to review and evaluate whether changes were needed to current City of Santa Clara Police policy and procedures. While the Task Force met for several months, the Task Force is not currently active.</p> <p>At the Jan. 25, 2022 City Council meeting, the Task Force on Diversity, Equity, and Inclusion provided an update regarding its work from October through December 2021. The verbal update included the Task Force's latest community listening session and a recap on recommendations related to the observance of Columbus Day and Indigenous Peoples' Day. The Task Force was subsequently suspended due to competing priorities and staffing limitations.</p> <p>Given the importance of the work, the City Manager's office, in coordination with the Human Resources and Fire Department, will develop and implement Diversity, Equity and Inclusion efforts for City employees in FY2024/25. [City Manager's Office]</p>

**TABLE 2 - INITIATIVES REFERRED FOR FURTHER ACTION**

	Priority Area	Origin	Initiative	Description / Updates
53.		10/2/18	Campaign Signs on Public Property	<p><i>Origin: Council Referral</i></p> <p>At the Oct. 2, 2018 City Council meeting, a written petition was heard by William Eserini regarding the use of City property for political campaign purposes, Council directed staff to amend the sign ordinance to prohibit campaign signs on public property. The City Attorney's Office intends to review the City's existing campaign sign ordinance, in order to determine if legal or other updates are necessary. [City Attorney's Office]</p>
<b>PROMOTE SUSTAINABILITY AND ENVIRONMENTAL PROTECTION</b>				
54.		6/7/22	Financial Feasibility of Rooftop Solar for Santa Clara Homeowners	<p><i>Origin: Council Referral</i></p> <p>At the June 7, 2022 City Council meeting, the Council heard a public presentation regarding financial incentives for solar panels. The Council directed staff to conduct a cost-benefit analysis on installing rooftop solar and to identify ways to make rooftop solar financially feasible for Santa Clara homeowners. In 2022, SVP commissioned Aspen Consulting to do an analysis on residential solar. Staff received the report but took no action on creating a new single-family residential program to date due to staff capacity. However, a multi-family program is available. SVP created two new commercial programs to add more solar generation. In 2023 SVP launched a nonprofit solar grant program and re-launched a commercial solar rebate program that started in January of 2024. Multi-family complexes are eligible for this solar rebate for their common areas.</p> <p>Staff is considering potentially enhancing the program to link solar directly with tenants, with a focus on lower-income tenants. [Silicon Valley Power]</p>

## COMPLETED OR NO FURTHER ACTION

Table 3 includes items referred to Priority Setting Sessions and additional items referred by the City Council which have been completed or require no further action. The items are categorized by Council Priority Areas and provide an outcome on the referred item.



TABLE 3 - COMPLETED OR NO FURTHER ACTION				
Priority Area	Origin	Item		Outcomes
DELIVER AND ENHANCE HIGH-QUALITY EFFICIENT SERVICES AND INFRASTRUCTURE				
55.		8/16/22	Expansion of Cemetery Hours at Mission City Memorial Park	<i>Origin: Council Referral</i>  At the Aug. 16, 2022 City Council meeting, a member of the public requested that the Mission City Memorial Park cemetery hours return to the pre-pandemic schedule and include Sunday open hours. The City Council directed staff to explore the option of expanding cemetery hours to include Sunday hours. Due to continue limited staffing at the cemetery, the Department of Parks and Recreation developed a pilot program that would re-open the cemetery on Sundays, but without office staff on site. This pilot was tested during the 2023 holiday season and has been implemented officially since February 2024. The Mission City Memorial Park expanded hours on Sundays are now 9 a.m. - 5 p.m. [Parks & Recreation]
56.		7/12/22	Consideration of Traffic Calming Measures on Cabrillo Avenue	<i>Origin: Council Referral</i>  At the July 12, 2022 City Council meeting, the Council heard and approved a Written Petition submitted by Cecilia Aguiar requesting to place an item on the agenda of a future City Council meeting to consider traffic calming measures on Cabrillo Avenue. On October 4, 2022, staff provided an update on the written petition and followed up with Council on March 21, 2023 with additional information on certain Neighborhood Traffic Calming Policy requirements.

TABLE 3 - COMPLETED OR NO FURTHER ACTION




	Priority Area	Origin	Item	Outcomes
				Staff completed a traffic calming study for the subject portion of Cabrillo Avenue which resulted in the installation of an all-way stop sign at Cabrillo Avenue and Briarwood Avenue and additional street signage and pavement striping improvements along the corridor. [Public Works]
57.		1/25/22	Consideration of current janitorial services contract renewal	<p><i>Origin: Referred to 2022 Priority Setting Session from Jan. 25, 2022 City Council meeting</i></p> <p>The request was to consider a contract renewal for janitorial services based on public comment experiences with vendor. Staff initiated an RFP process for janitorial services in Q2 of 2022 and provided a report to the Council for services commencing in 2023. Staff engaged Council regarding options for the new agreements and included Council feedback in regard to wage theft, prevailing wage, collective bargaining and labor peace. This feedback was included in the RFP and on April 18, 2023 Council approved a new janitorial contract with Impec Group, inc. which commenced July 1, 2023. [Public Works]</p>
58.		2/1/22	Procurement Reform Recommendations	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>Staff revised and brought forward a draft ordinance to Council. The Council voted to adopt the recommended procurement reforms and approved the proposed reforms on August 30, 2022. The Finance Department continues ongoing work to make purchasing and contract management improvements to the procurement process. [Finance]</p>
59.		8/17/21	Internet Equity and WiFi	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>The City does not have a franchise agreement for Wi-Fi internet services. Silicon Valley Power offers free outdoor Wi-Fi service provided by Silicon Valley Power Meter Connect. This program is made possible by the new advanced metering system put in place by SVP. These meters have a</p>

TABLE 3 - COMPLETED OR NO FURTHER ACTION


	Priority Area	Origin	Item	Outcomes
				<p>separate channel that provides free internet. There is no separate funding source and there is no current set expiration date.</p> <p>Santa Clara City Library offers free hotspots and Chromebooks for checking out. Currently, the City has 180 Wi-Fi access points at City facilities providing public Wi-Fi. In addition, the City is implementing connectivity in parks for free Wi-Fi as part of park rehabilitation efforts, subject to budget and fiber availability.</p> <p>The Emergency Broadband Benefit is an FCC program to help families and households struggling to afford internet service during the COVID-19 pandemic. The Affordable Connectivity Program replaced the Emergency Broadband Benefit on December 31, 2021. The Affordable Connectivity Program stopped accepting new applications and enrollments on February 7, 2024. The last fully funded month of the program is April 2024. Absent additional funding from Congress, the Affordable Connectivity Program can only provide the discount to households for May 2024. As a result, the FCC has begun taking steps to wind the program down. [Silicon Valley Power]</p>
PROMOTE AND ENHANCE ECONOMIC, HOUSING AND TRANSPORTATION DEVELOPMENT				
60.		6/27/23	Transient Occupancy Tax Rate Increase	<p><i>Origin: Council Referral</i></p> <p>At the June 27, 2023 City Council meeting during the discussion of the budget, the Council directed staff to bring forward a separate resolution to increase the Transient Occupancy Tax rate by one percentage point effective Jan. 1, 2024 (Item 5A). Item was completed November 2023. [Finance]</p>

TABLE 3 - COMPLETED OR NO FURTHER ACTION




	Priority Area	Origin	Item	Outcomes
61.		1/25/22	Review of the Senior Advisory Commission Transportation Interest Letter for a Transportation Needs Analysis	<p><i>Origin: Referred to 2022 Priority Setting Session</i></p> <p>At the Jan. 25, 2022 City Council meeting, the Senior Advisory Commission submitted a transportation interest letter (dated 5/24/21) requesting a study of “potential transportation needs and gaps in service for seniors” with a focus on additional transit options (i.e., shuttle) besides current VTA bus and light rail service.</p> <p>On Nov. 20, 2023, the City of Santa Clara in partnership with the City of Cupertino and the State of California, launched a new public on-demand rideshare service in the southern half of Santa Clara called Silicon Valley Hopper. [Public Works]</p>
62.		10/26/21	Modernization of Business License Tax	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>On November 8, 2022, Santa Clara voters passed Measure H by nearly 60% to modernize the City’s Business License Tax program. Measure H changed the City’s tax rate to a flat rate of \$45 per employee per business and \$15 per rental unit for landlords with annual adjustments, subject to the consumer price index (CPI) but capped to no more than a 5% increase. The modernized program went into effect on July 1, 2023. [City Manager’s Office / Finance]</p>
63.		6/22/21	Policy Discussion on Data Centers	<p><i>Origin: Referred to 2022 Priority Setting Session</i></p> <p>On June 22, 2021, a written petition was submitted from Suds Jain for a policy discussion on data centers to help our data centers to become emissions free. Council referred the item to the Priority Setting Session.</p> <p>In June 2022, the City Council adopted an updated Climate Action Plan (CAP) that aims to take an equitable, inclusive, and pragmatic approach to holistically addressing climate change in a way that not only reduces</p>

TABLE 3 - COMPLETED OR NO FURTHER ACTION



	Priority Area	Origin	Item	Outcomes
				<p>greenhouse gas emissions and builds resiliency to anticipated climate impacts, but also brings other vital social and economic co-benefits for our city. The CAP included the following three actions related to data centers:</p> <ol style="list-style-type: none"> <li>1. Action B-1-7: Carbon-neutral data centers: Require all new data centers to operate on 100% carbon neutral energy, with offsets as needed. This requirement does not apply to data centers with planning application approval within six months of the CAP adoption date.</li> <li>2. Action B-3-6: Alternative backup generators: Provide information and technical assistance to data centers and other large commercial users to transition from diesel to lower-carbon backup generators (e.g., renewable diesel).</li> <li>3. Action B-3-7: Renewable electricity for new data centers: Support convening of a data center working group to identify and implement renewable electricity purchasing options for commercial customers. [Community Development / Silicon Valley Power]</li> </ol>
64.		2/1/21	COVID-19 Recovery & Plan for Re-Opening, post COVID-19	<p><i>Origin: 2021 Priority Setting Session</i></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. The City of Santa Clara has expanded hours of service to the public. [Citywide]</p>
65.		12/20/18	Shared Mobility Program (eScooters and Bikes)	<p><i>Origin: Council Referral</i></p> <p>The Shared Mobility Program has been initiated and service providers are able to submit applications for operating permits.</p>

TABLE 3 - COMPLETED OR NO FURTHER ACTION




	Priority Area	Origin	Item	Outcomes
				At the Dec. 20, 2018, this item was referred by the Council. The Shared Mobility Program was approved by the City Council on Dec. 7, 2021. Since Council approval, the City has issued past annual Shared Mobility operating permits (bicycle and scooter) to Bird and Veo for operations during FY 2022/23 and to Bird and Lime for FY 2023/24 to operate a total of 450 shared scooters in Santa Clara. Staff is working on the next operating permit process to solicit proposals and determine the operators for FY 2024/25. [Public Works]
ENHANCE COMMUNITY SPORTS, RECREATIONAL AND ARTS ASSETS				
66.		4/18/23	Request for Staff Review of Construction Cost Index in Upcoming Year	<p><i>Origin: Council Referral</i></p> <p>At the April 18, 2023 City Council meeting, during the “Action on a Resolution Establishing the Average Per-Acre Land Values and Park Development Costs to be used in Setting the Parkland In-Lieu Fees for New Residential Development for FY 2023/24,” Council adopted Resolution 23-9220, and by consensus, requested staff review the construction cost index increase for next year.</p> <p>On April 18, 2023, Council adopted Resolution 23-9220 that includes the direction to use the Construction Cost Index in future park improvement value component for computation of fee increases. Park in lieu fees are reviewed by Council on an annual basis as found in City Code 17.35. [Parks &amp; Recreation]</p>
67.		4/19/22	BMX Track	<p><i>Origin: Council Referral</i></p> <p>At the April 19, 2022 City Council meeting, a written petition from Nick Valencia was submitted to discuss the future of the BMX track located on City property at 5451 Lafayette Street. The Council voted to place the item</p>

TABLE 3 - COMPLETED OR NO FURTHER ACTION

	Priority Area	Origin	Item	Outcomes
				on a future agenda and provide a report with a status of the audit, USA BMX willingness to work with PAL, whether Parks & Recreation Department can operate the BMX track, and the status of the PayPal accounts. City Staff met with BMX park users and representatives from USA BMX to facilitate conversations on a resolution. However, USA BMX refused to partner and/or sanction the programming if PAL continued as operator. Council did not direct staff to remove PAL as the operator and PAL continues to provide programming at the site three days a week. [Parks & Recreation]
ENSURE COMPLIANCE WITH MEASURE J AND MANAGE LEVI'S STADIUM				
68.		4/4/23	Request to Subpoena and Compel the Production of a Full Set of FIFA World Cup 2026 Levi's Stadium Santa Clara Documents	<p><i>Origin: Council Referral</i></p> <p>At the April 4, 2023 City Council meeting, the Council heard a written petition from Lisa Gillmor requesting an item on the agenda to subpoena and compel the production of a full and complete set of FIFA World Cup 2026 Levi's Stadium Santa Clara Documents from the San Francisco 49ers Management Company, Bay Area Host Committee, or other entity as appropriate. Council directed staff to return after a scheduled meeting with options to retrieve documents needed for FIFA World Cup event and potential Super Bowl 60 on May 23, 2023. At the May 23, 2023 meeting, Council voted to approve a motion which included direction to negotiate an information sharing agreement among all involved parties, and guiding principles for FIFA World Cup 2026 events.</p> <p>The documents requested has been obtained pursuant to the terms of the information sharing agreement. [City Attorney's Office]</p>

**TABLE 3 - COMPLETED OR NO FURTHER ACTION**






	Priority Area	Origin	Item	Outcomes
69.		11/16/21	Levi Stadium Curfew and Violation Fee	<p><i>Origin: 2021 Priority Setting Session</i></p> <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 those requests to Council for discussion. [City Manager's Office]</p>
<b>ENHANCE COMMUNITY ENGAGEMENT AND TRANSPARENCY</b>				
70.		12/19/23	Resolution to Address Constituent Concerns regarding Middle East Conflict	<p><i>Origin: Council Referral</i></p> <p>At the Dec. 19, 2023 City Council meeting, a written petition was submitted from Kevin Park to consider a resolution addressing the concerns brought by constituents at the Dec. 12, 2023 City Council meeting. The item was heard on Dec. 19, 2023. A motion was made to adopt Reso. 23-9299 in support of United Against Hate and accept staff's revision to remove "anti-Palestine" from the Resolution. [City Manager's Office]</p>
71.		11/7/23	Release of the Investigative Findings Prepared by the Van Dermeyden Makus Law Firm	<p><i>Origin: Council Referral</i></p> <p>At the Nov. 7, 2023 City Council meeting, the Council heard a written petition from Anthony Becker requesting to place an item on a future Council agenda to consider releasing to the public the investigative findings prepared by the Van Dermeyden Makus Law Firm regarding a complaint of alleged misconduct at the Aug. 30, 2022 Closed Session meeting. The Council voted to release the report at the Dec. 12, 2023 City Council meeting. The item was heard on Dec. 12, 2023 and Council voted to release full report with staff names redactions only. This report has been</p>

TABLE 3 - COMPLETED OR NO FURTHER ACTION

	Priority Area	Origin	Item	Outcomes
				released and it is available as post agenda materials on the City's website. [City Attorney's Office]
72.		6/21/23	Non-Compliance with FPPC Law and Regulations	<p>Origin: Written Petition Regarding Non-Compliance with FPPC Law and Regulations</p> <p>At the June 21, 2022 City Council meeting, the Council heard a written petition submitted by Brian Doyle requesting to consider an explanation from Councilmember Karen Hardy and Councilmember Raj Chahal regarding non-compliance with FPPC law and regulations, the City of Santa Clara Lobbyist Ordinance, and Council Policy 050. The Council voted to request to defer the item until litigation is resolved.</p> <p>FPPC determination letter finding no legal violations renders this matter moot. [City Attorney's Office]</p>
73.		10/18/22	Grand Jury Report Findings and Responses	<p><i>Origin: Council Referral</i></p> <p>At the Oct.18, 2022 City Council meeting, the Council heard two written petitions related to the Grand Jury report.</p> <p>1) Action on a Written Petition submitted by Mayor Lisa Gillmor requesting to place an agenda item at a future council meeting regarding a Santa Clara Anti-Corruption Reform Plan in response to the Santa Clara County Grand Jury Report titled "Unsportsmanlike Conduct: Santa Clara City Council."</p> <p>2) Action on a Written Petition submitted by Councilmember Suds Jain requesting to place an agenda item at a future council meeting to Discuss:</p> <p>1) The Grand Jury Report and how to respond to the Findings and Recommendations and how the City might implement some of the</p>

**TABLE 3 - COMPLETED OR NO FURTHER ACTION**



	Priority Area	Origin	Item	Outcomes
				<p>Recommendations; and 2) Workplan and Schedule for the Governance and Ethics Committee.</p> <p>Council directed staff to schedule special meetings for Council feedback and consideration of Grand Jury findings and recommendations and deny Items 5.B and 5.C (which includes Mayor Gillmor's petition). The City provided responses to the Grand Jury Report on Dec. 14, 2022 and Jan. 4, 2023. [City Manager's Office]</p>
74.		9/27/22	Discussion Regarding Communication Sent on Council Letterhead and Corresponding Policy	<p>At the Sept. 27, 2022 City Council meeting, the Council heard a Written Petition submitted by Anthony Becker requesting an item be placed on a future Council agenda to discuss Mayor Lisa Gillmor's request concerning the "Related Company and prevailing wages issue, as well as a report on the claim from the Union of Painters made with the Department of Industrial Relations.</p> <p>At the Oct. 4, 2022 City Council meeting, the Council voted to refer the item to the Governance and Ethics Committee. Item was referred to Governance and Ethics Committee. At the March 13, 2023 Governance and Ethics Committee meeting, the Committee discussed the Council letterhead and correspondence policy. No action was taken on the item. [City Manager's Office]</p>
75.		9/27/22	Expansion of Outreach Beyond Noticing Requirements for Tasman East Specific Plan Amendment Study Session	<p>At the Sept. 27, 2022 City Council meeting, the Council expanded outreach beyond noticing requirements for study session for the Tasman East Specific Plan Amendment to include noticing of neighboring property owners within a quarter mile of the plan area. At the Dec. 6, 2022 Council meeting, this item was completed with an update. [Community Development]</p>

TABLE 3 - COMPLETED OR NO FURTHER ACTION




	Priority Area	Origin	Item	Outcomes
76.		2/1/21	Councilmember Conflict of Interest	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>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. 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. 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. For all other matters, the City Council appropriately self-reports on any potential conflicts of interest. [City Manager's Office]</p>
77.		2/1/21	Elected Police Chief and City Clerk Ballot Measure	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>At the July 11, 2023 City Council meeting, the Council heard a written petition submitted by Councilmember Suds Jain requesting to place an item on a future agenda to establish a budget for the support of public meetings and outreach, for the Charter Review Committee, City Webpages, and the Cost of Placing Measures on the Ballot.</p> <p>On July 18, 2023, a seven-member Charter Review Committee was established for the purpose of making a recommendation to the City Council on what, if any, changes should be made to the Charter provisions providing for an elected Chief of Police and/or an elected City Clerk. On November 7, 2023, the Council voted to recommend ballot measures to the March 2024 election ballot.</p> <p>Two Charter Amendments (Measure A and Measure B) were placed on the March 5, 2024 ballot. Measure A would have changed the position of</p>

TABLE 3 - COMPLETED OR NO FURTHER ACTION

Priority Area	Origin	Item	Outcomes
			elected City Clerk to appointed City Clerk and Measure B would have changed the position of Chief of Police from elected to appointed. Both measures failed. Consequently, the charter will not be amended and both positions will be up for election on the November 2024 ballot. [City Manager's Office]
78. 	2/1/21	Elections/Redistricting	<p><i>Origin: 2021 Priority Setting Session</i></p> <p>At the July 6, 2021 City Council meeting, the City Council adopted a Resolution establishing an Independent Redistricting Commission to conduct public engagement and recommend a new City Council District election map based on 2020 U.S. Census data.</p> <p>The Independent Redistricting worked to adopt a new City Council District map based on Census 2020 data through a community engagement process with public hearings. The Independent Redistricting Commission presented the City Council the adopted Council map for approval and Council adopted an ordinance amending the District Map for the November 2022 election. [City Manager's Office]</p>

# Santa Clara, California

## Priority Setting Session

March 25, 2024



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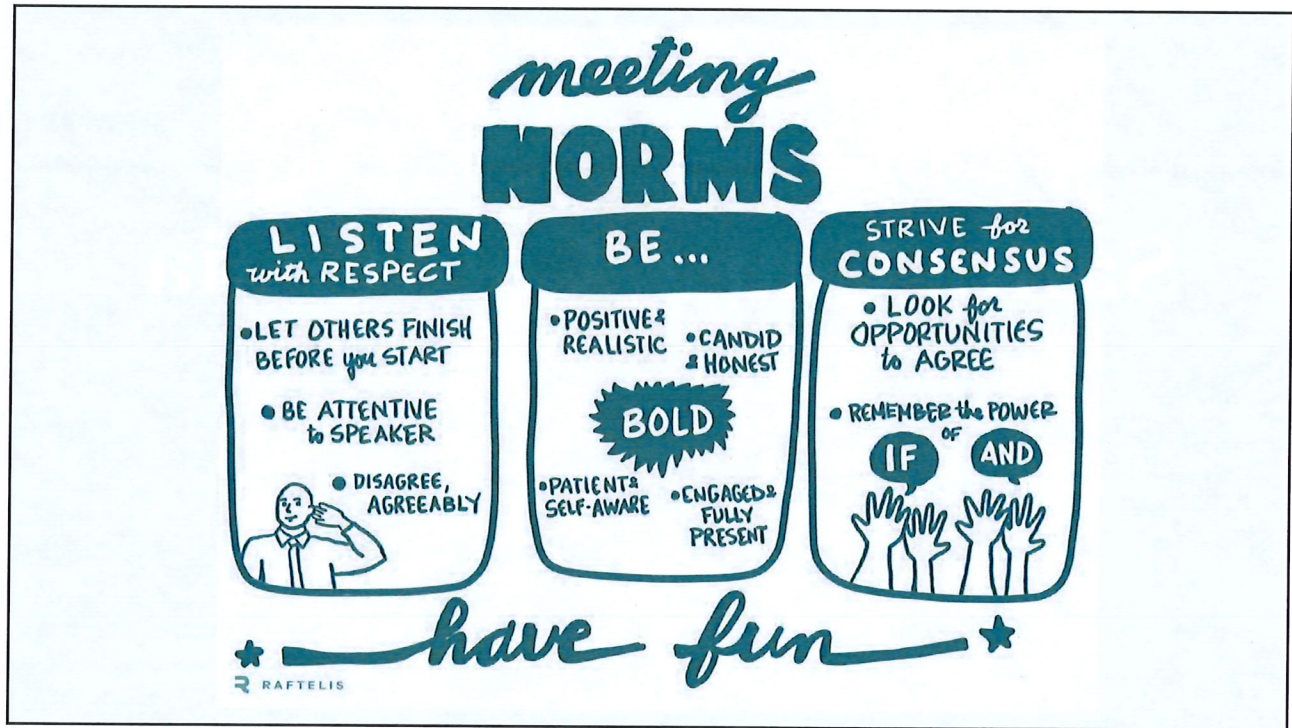
## Workshop Activities

- 1. Introductions and Expectations for the Session
- 2. Context Setting
- 3. Community Survey
- 4. Organization Update
- 5. True in Ten Years
- 6. Individual Priorities
- 7. Process Overview and Next Steps

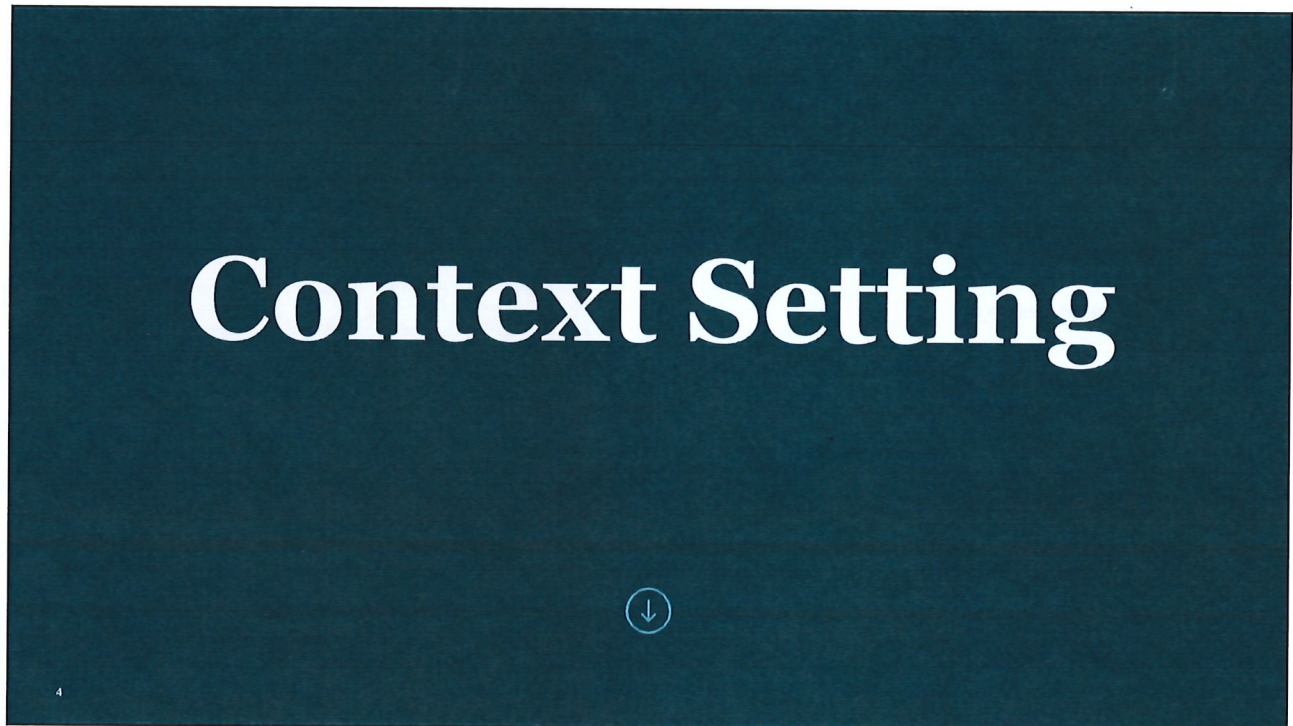


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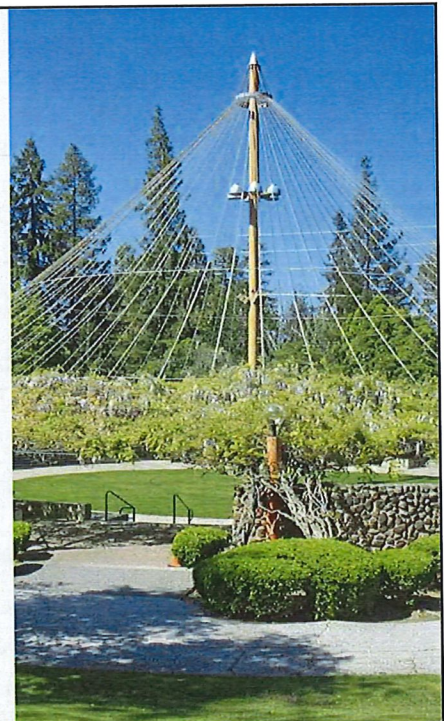
## Interview themes

- Love of Santa Clara
- Cultural diversity and celebrations
- City rooted in history
- Hub of innovation
- Great place for families
- Outstanding public schools
- Exceptional quality of life amenities

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## Why this process matters

- Resident engagement
- Transparency and communication
- Long-term, big picture thinking
- Clarifying shared expectations
- Evaluation and allocation of resources
- Plan for the budget
- Consensus building



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# Community Survey



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Strengths


Limitations

Challenges

Opportunities

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# Strengths



Silicon Valley Power: good rates, well-managed

Responsive and service-oriented City staff

Open for business/industry powerhouse

Strong public safety (response times)

High quality of life: nice parks and roads, small town feel, family-friendly, historical charm

Cultural diversity


Big City assets: stadium, utility, convention center

Sense of tradition

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# Limitations



Slow to change

Behind in adoption of new technology

Inconsistent permitting process

Lack of long-term fiscal planning

Outdated rules, policies and Charter


More time and money spent studying than doing

High profile assets are time intensive

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## Challenges



Divisive politics	Pressures of Levi's Stadium	Executive staff turnover
	Outdated technology	Deferred maintenance - \$500M in unmet capital needs

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## Opportunities



Leverage investment in affordable housing	Invest in technology	Expand Fiber network and WiFi connectivity	Increase creativity and innovative service delivery
Pursue alternatives for revenue generation	Ensure successful hosting of the Super Bowl and FIFA World Cup	Expand private-public partnerships with corporate headquarters and higher education	Streamline the permitting process
Santa Clara Station Area Plan	Downtown Precise Plan	Related Santa Clara	The diversity and culture in our community

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# Organization Update

Jōvan D. Grogan, City Manager

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## 2023 Awards & Recognition



2023 American Public Works Association (APWA) Safety Award of Excellence for Silicon Valley Power



Santa Clara County Public Safety Communications Manager Award for 9-1-1 Personnel Shannon Wilcox, Kylee Palma, Kim Palmer



APWA 2023 Project of the Year Awards: Serra Tank Rehabilitation, Laurelwood Stormwater Pump Station Rehabilitation Project and Harris-Lass Museum Tank House Restoration and Porch Repair



2023 Award for Excellence in Information Technology Practices from Municipal Information Systems Association of CA



Silicon Valley Power Recognized as Smart Energy Provider (SEP) designation



Finance Department Recognized with Distinguished Budget Presentation Award



Tree City USA Recognition Arbor Day Foundation: City designated as a Tree City USA community and prestigious growth award



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## 2022 Awards & Recognition



EPA Responsible Appliance Disposal (RAD) Champion Award for Silicon Valley Power



2022 Award for Excellence in Information Technology Practices



Arbor Day Foundation Tree City Recognition and Growth Award for City of Santa Clara



APWA 2022 Project of the Year Awards: Raymond G. Gamma Dog Park Improvements



City of Santa Clara Finance Department Recognized with Distinguished Budget Presentation Award



CSMFO Operating Budget Excellence Award for the Adopted FY 2021/22 and FY 2022/23 Biennial Operating Budget.



Silicon Valley Power Recognized as Diamond Level Reliable Public Power Provider designation

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## Key Accomplishments



Promote and Enhance Economic, Housing and Transportation Development



Enhance Community Sports, Recreational and Arts Assets



- Expanded Library Hours
- Upgraded City water supply pipeline for 100% affordable Monroe Commons Apartments
- Completed Agrihood with 165 affordable units for Seniors
- \$5.4M approved 108 residential units for affordable/transitional housing at 1601 Civic Center
- Established Shared Mobility Program (Bike & Scooter Share)
- Launched Silicon Valley Hopper with Cupertino
- Completed Montague Park Rehab.
- Magical Bridge Underway



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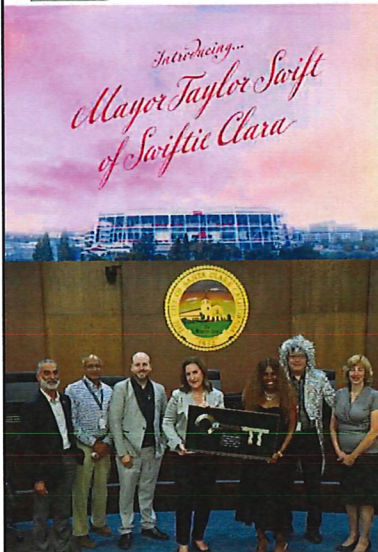
## Key Accomplishments



Ensure Compliance with Measure J and Manage Levi's Stadium



Enhance Community Engagement and Transparency



- Enhance communications with digital City Hall News and Inside Santa Clara publication
- Successful City / DMO social media campaigns for Taylor Swift and Beyonce concerts at Levi's Stadium
- 41<sup>st</sup> Art and Wine Festival gives back \$36K to nonprofits
- Concerts in the Park, Street Dance, Sunset Cinemas, 4<sup>th</sup> of July All-City Picnic, Tree Lighting
- Be Strong, Live Long Health & Wellness Fair
- Pride Month and Flag Raising
- Youth Fire and Safety Education
- State of the City - Community Awards
- Citywide Halloween & Home Decorating Contests



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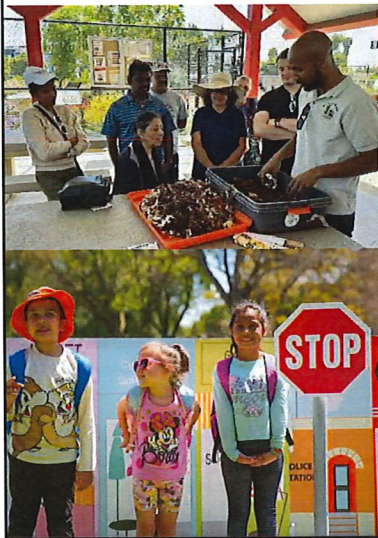
## Key Accomplishments



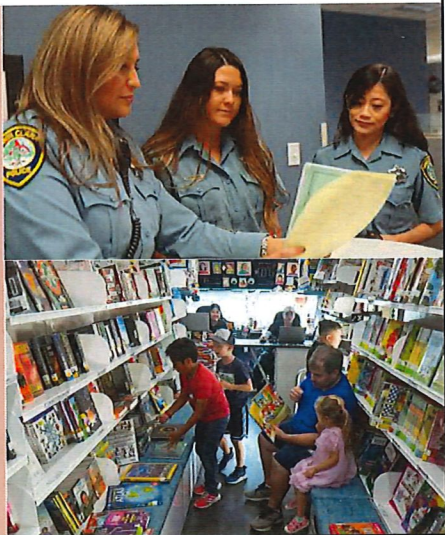
Deliver and Enhance High Quality Efficient Services and Infrastructure



Manage Strategically Our Workforce Capacity and Resources



- Grants/Federal Funding for Anna Drive Flood Protection, Bicycle Improvements for De La Cruz, Lick Mill, Scott Blvd. & Central Santa Clara, Safe Routes to School, Vision Zero Plan
- Transition of Business License Tax projected to bring \$5M
- SVP improved Bond Rating from S&P from A+ to AA- with bond anticipated \$300M+ financing
- Read Santa Clara: \$111K for Adult Literacy and \$58K for ESL grant funding
- Launched SVP Scholarship Program with Mission College
- Streamlined Building Permit Process



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## Key Accomplishments



Promote Sustainability and Environmental Protection



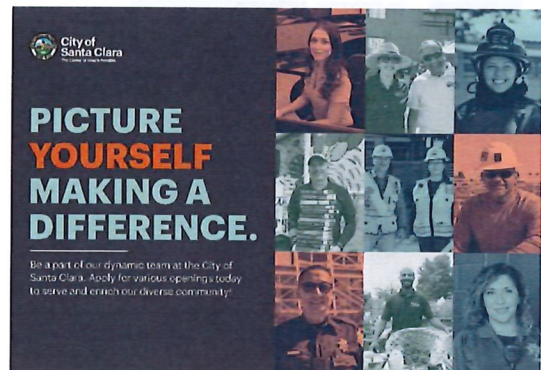
- Launched a new solar roof nonprofit program and battery storage rebate program
- +10 new electric fleet vehicles since May 2023 with a total of 49 electric vehicles and +8 on order
- Converted 9,200 sq. ft. of lawn to biodiverse mix-use of water wise landscaping at City Hall plaza
- County Climate Action Collaborative on regional sustainability issues: transportation, building electrification, urban tree canopy
- Successful Landscape Conversion Rebate Programs with Santa Clarans converting over 180,000 sq. ft. of lawn into water-wise landscaping



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## Organization Update

- Recruitment remains a Priority: **12.5% Vacancy Rate in our workforce** (~16% vacancy rate including frozen positions)
- Fiscal Discipline needed – Structural Budget Deficit still exists
- Growing workload with less staff:
  - Pre-Covid = 1,012 FTEs, 865 As-needed
  - Post Covid = 1,004 Filled (144 vacant) FTEs, 616 As-needed



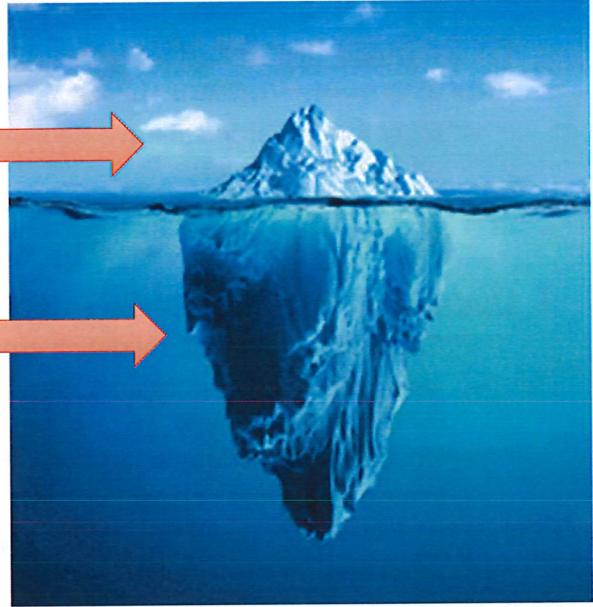
## Organizational Workload

### Additional Workload:

- Priorities and Initiatives
- 030 & Council Referrals

### Daily and Mandated Workload:

- Maintaining City Services
- Public Record Act Requests
- Citywide Service Requests
- Commissions, Boards, Committees Development
- Personnel Management



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## Budget Overview

Jövan D. Grogan, City Manager



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## FY 2024/25 Budget Status

- FY 2024/25 and FY 2025/26 Capital Budget and Five-Year Capital Improvement Program (CIP)
  - Most funded projects have dedicated funding (e.g., utility projects, transportation and parks projects)
  - Limited Capital Projects Reserve (CPR) funds to support critical needs
  - Significant unfunded needs (over \$0.6 billion in infrastructure needs)
- Updates to the FY 2024/25 Adopted Operating Budget
  - General Fund structural deficit remains (peaks at \$17.7 M in FY 2030/31)
  - No capacity for restorations, service expansion, ongoing capital maintenance, reserve contributions
  - Updates to revenue, labor, non-personnel, resource/production costs
  - Unknown impact of ongoing labor negotiations



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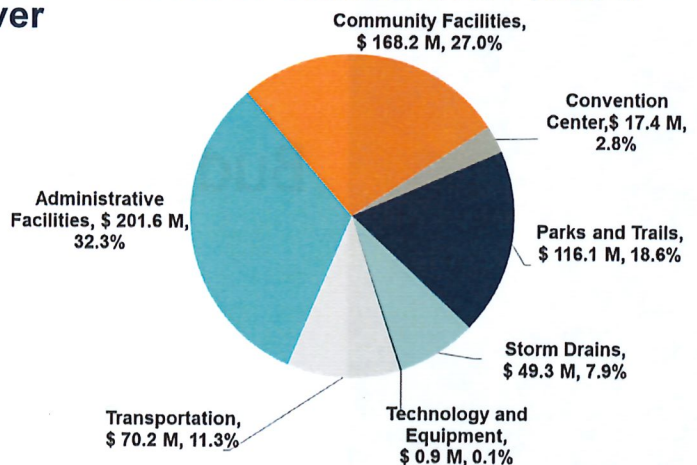
23

## Unfunded Capital Needs

- **\$624 M unfunded needs over five years**

- Fire Stations
- Parks, Outdoor Spaces and Trails
- Community Facilities
- International Swim Center
- Streets and Roads Pavement
- Traffic Safety and Accessibility
- Storm Sewer System
- City Buildings
- Historical Buildings

Five-Year CIP Unfunded Needs = \$623.7 M

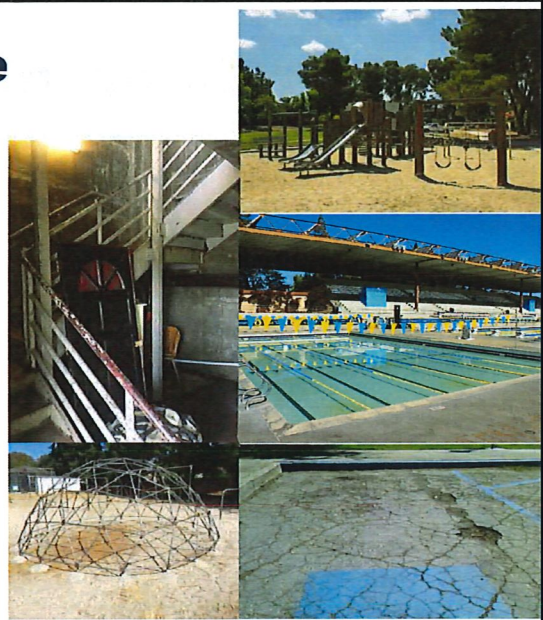


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## Potential GO Bond Measure

- Current pay-as-you-go approach has resulted in significant backlog of projects and aging infrastructure
  - Health/safety concerns and facility closures
  - Facilities that do not conform with current building standards; do not meet sustainability goals
  - Frustration from the community (service and look)
  - Exponential cost increases to replace assets (e.g., maintenance vs. replacement)



## Potential GO Bond Measure

- Need infusion of one-time funds and ongoing funding source(s)
- GO Bond Measure under consideration for November 2024 ballot
  - Significant capital needs to be prioritized
  - Resident feedback on improvements that would be supported
  - Educational campaign to communicate need for new approach to CIP funding
  - Council direction on potential revenue measure



# 10-Year General Fund Forecast

\$ in millions

Fiscal Year	FY 2024/25	FY 2025/26	FY 2026/27	FY 2027/28	FY 2028/29	FY 2029/30	FY 2030/31	FY 2031/32	FY 2032/33	FY 2033/34	FY 2034/35
Sources of Funds	\$297.2	\$309.7	\$321.4	\$333.6	\$346.4	\$360.0	\$373.6	\$388.1	\$402.9	\$418.5	\$434.7
Uses of Funds	\$298.2	\$314.9	\$332.7	\$348.3	\$364.1	\$377.3	\$391.3	\$402.2	\$416.9	\$432.2	\$448.6
(Deficit) / Surplus	(\$1.0)	(\$5.2)	(\$11.3)	(\$14.7)	(\$17.7)	(\$17.3)	(\$17.7)	(\$14.1)	(\$14.0)	(\$13.7)	(\$13.9)


- Use of reserves to balance FY 2024/25
- Structural deficit remains, future budget actions will continue to address budget challenges
- No capacity for service restorations/expansion and deferred/unmet capital infrastructure needs
- Forecast does not include potential additional revenue from Stadium (performance rent/excess revenue) and Related (future project phases)

# FY 2024/25 Budget Calendar

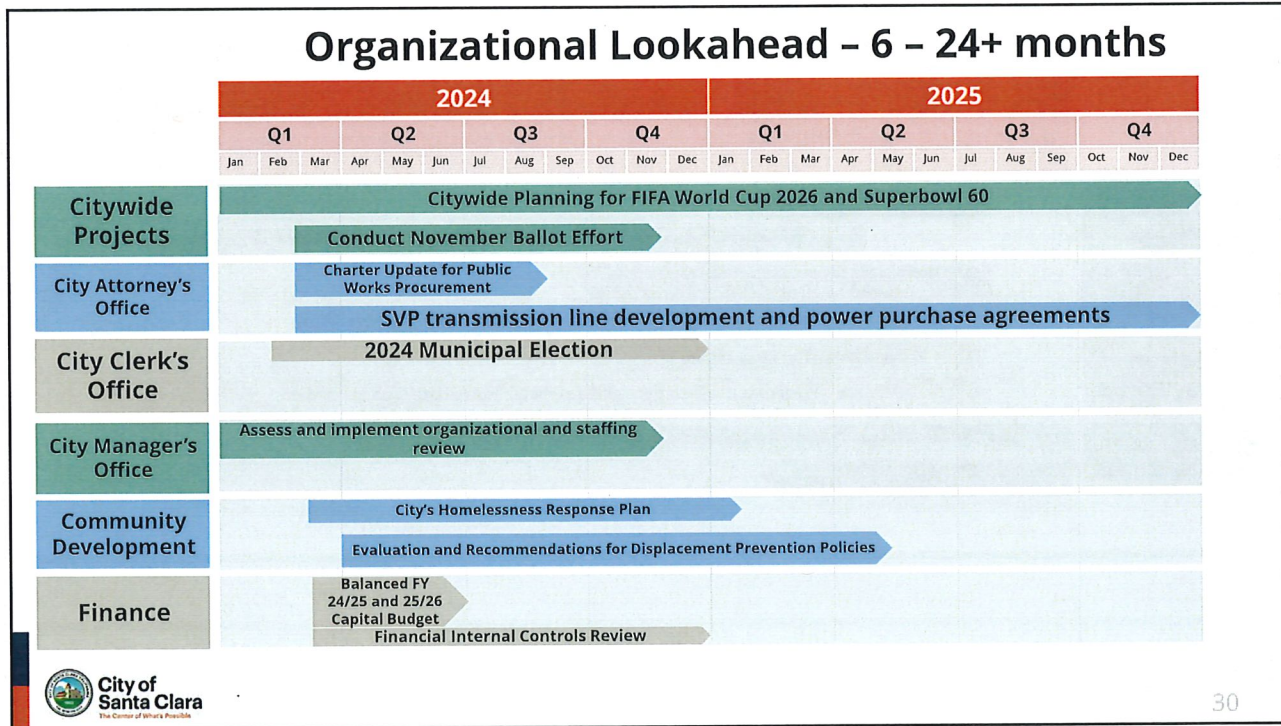
- **April 29** – Proposed Capital Program Budget Released
- **May 7** – City Council Study Session on Capital Program Budget and Operating Budget Changes
- **June 4** – Second City Council Study Session on Capital Program Budget and Operating Budget Changes
- **June 25** – City Council Adoption of Capital Program Budget, Gann limit, Operating Budget Changes and CIP Carryovers

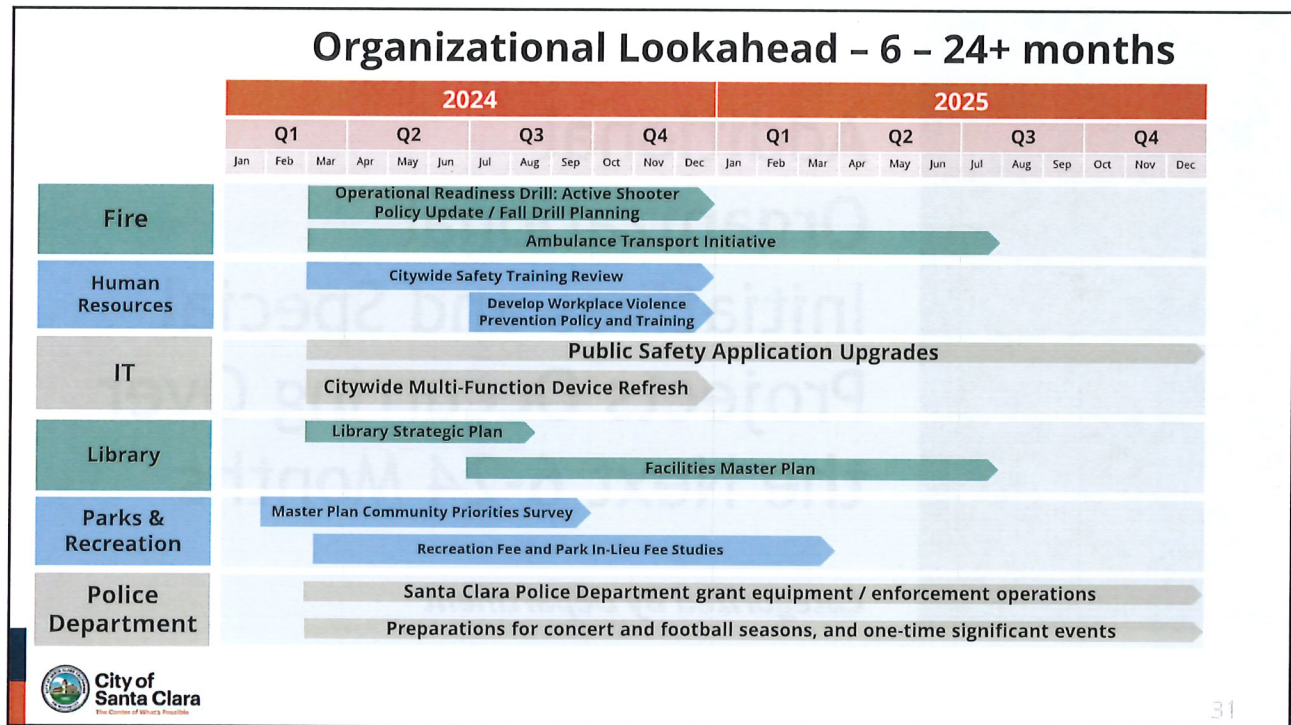
# Additional Organizational Initiatives and Special Projects Occurring Over the Next 6-24 Months

*Categorized By Department*

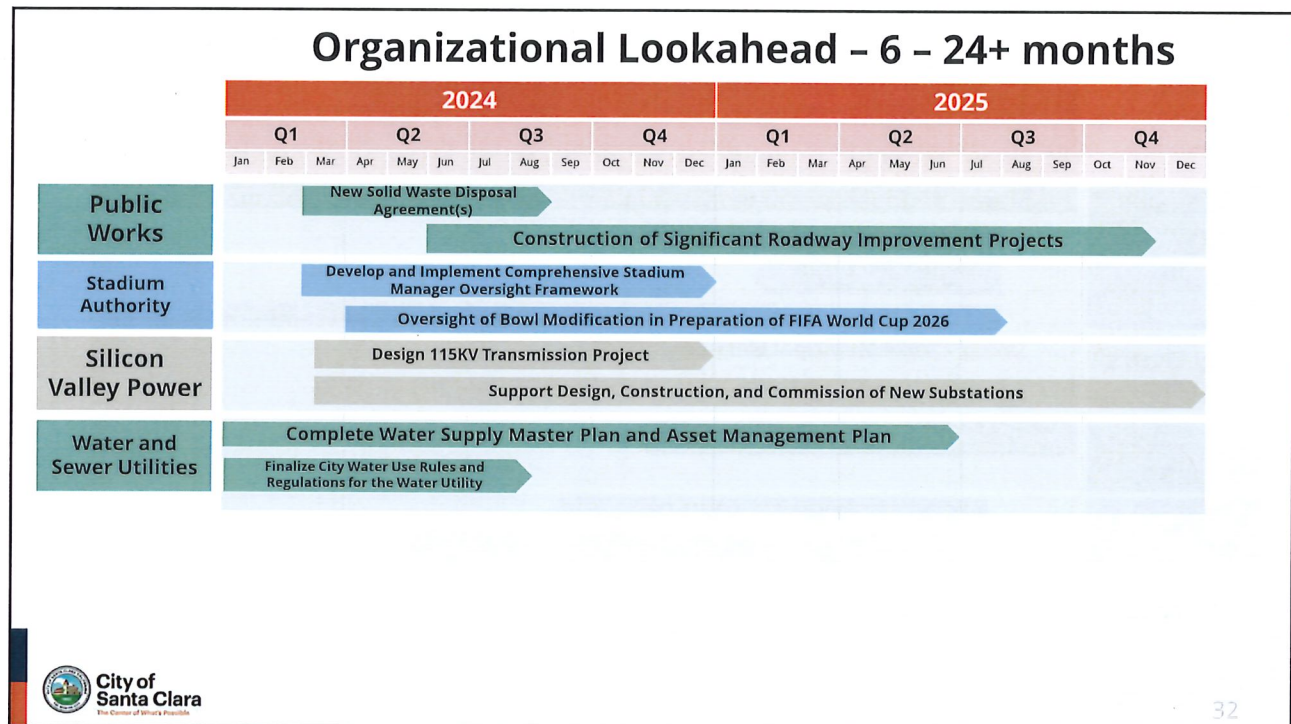


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## Public Comment



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## True Today, True in 10 Years

- 1** What is true about Santa Clara today that you hope will still be true 10 years from now?
- 2** What is NOT true about Santa Clara today, that you hope WILL be true 10 years from now?

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## True Today, True in 10 Years...

- What **themes** stand out?



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## Current Council Priorities & Referrals Update

Jōvan D. Grogan, City Manager



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# City Council Priority Areas



Promote and Enhance Economic, Housing and Transportation Development



Enhance Community Engagement and Transparency



Enhance Community Sports, Recreational and Arts Assets



Ensure Compliance with Measure J and Manage Levi's Stadium



Deliver and Enhance High Quality Efficient Services and Infrastructure



Promote Sustainability and Environmental Protection



Manage Strategically Our Workforce Capacity and Resources



# Summary

- **8 Items Referred** to the 2024 Priority Setting Sessions and carried over from 2021/22 Priority Setting
- **46 Items Already in Progress** - received by the referral process or priority
- **24 Items Completed or Require No Further action**



## Council Priorities / Initiatives

Referred to City Manager for priority-setting discussion

1. SB9 Application Fee Waiver for Low-Income Homeowners by Grant or Government Loan
2. Installation of Rainbow Crosswalk(s) Painting
3. Sanitary Sewer Laterals
4. Transportation Quiet Zone
5. Mitigate or Ban Gas Powered Leaf Blowers
6. Widening of San Tomas Aquino Creek Trail
7. Proposal of New City Film Commission
8. Campaign Reform



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## Initiatives Referred for Further Action

9. Participation in Weed Abatement Program
10. Crosswalk Improvements at Winchester Blvd. and Dolores Ave.
11. Provide Core Services, Including Public Safety
12. Review and Evaluation of Purchase of California Great America Theme Park
13. 6% Admission Tax on Charges for Entertainment Venues or Events
14. Architectural Review at 1485 Bellomy Street
15. Parking Concerns at St. Anton Apartment Community
16. Options for City-Owned Property at 2319 Gianera Street
17. Review City Parking Restrictions at Cecil Ave. and Tyler Street
18. Noticing Requirements for Projects
19. Santa Clara Convention Center Parking Policy
20. Recommendations for SB 9 for Residential Use
21. Strategy Regarding Sale of Loyalton Ranch Property
22. Ballot Measure / Infrastructure Bond
23. Installation of Rectangular Rapid Flashing Beacon Crosswalk (Kiely/Mauricia)
24. City Hall Downtown Relocation Study (\$353,000)
25. Transportation Demand Management (\$200,000)
26. Economic Support from Large Business (Voluntary)
27. Station Area Plan and Brokaw Underground Roadway (\$900,000 through VTA and MTC)
28. Santa Clara Vision Zero Policy (\$57,000 grant)
29. Homelessness Task Force (\$75,000)
30. Affordable Housing Opportunities
31. Downtown Task Force /Precise Plan



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# Initiatives Referred for Further Action

- 32. Facilitate Economic Recovery
- 33. Public Presentation Regarding International Swim Center
- 34. Operating/Maintaining Morse Mansion
- 35. Citywide Public Art Fee
- 36. International Swim Center Study / Planning (\$358,000)
- 37. Parking at Youth Soccer Park
- 38. Construction of Lawn Bowl Facility
- 39. Lifecycle Costs/Benefits of Artificial Turf
- 40. Information Regarding NFL Football Game Overtime Payments
- 41. Report on July 2, 2023 Concacaf Gold Cup Soccer Match
- 42. Public Review of Settlement Agreement
- 43. Stadium Neighborhood Relations Committee (\$93,000 funded by Stadium FY 2023/24)
- 44. Report on Public Transit Riders for Large Stadium Events
- 45. Develop Stadium Authority Financial Reporting Policy
- 46. Hear Public Presentations at End of Agenda
- 47. Request to Update Council Policies Regarding Speaking at Events and Recognition Documents
- 48. AB 1234 Ethics Annual Training and Review of City Ethics Documents
- 49. Censure Request of Mayor Lisa Gillmor
- 50. Query Regarding Employment and Sources of Income Filings from Councilmember Park
- 51. Expand Councilmember District Communication Options
- 52. Task Force on Diversity, Equity, & Inclusion
- 53. Campaign Signs on Public Property
- 54. Financial Feasibility of Rooftop Solar



## Current Pillars

- Deliver and Enhance High-Quality Efficient Services and Infrastructure
- Manage Strategically Our Workforce Capacity and Resources
- Promote and Enhance Economic, Housing and Transportation Development
- Enhance Community Sports, Recreational and Arts Assets
- Ensure Compliance with Measure J and Manage Levi's Stadium
- Enhance Community Engagement and Transparency
- Promote Sustainability and Environmental Protection

# Priorities



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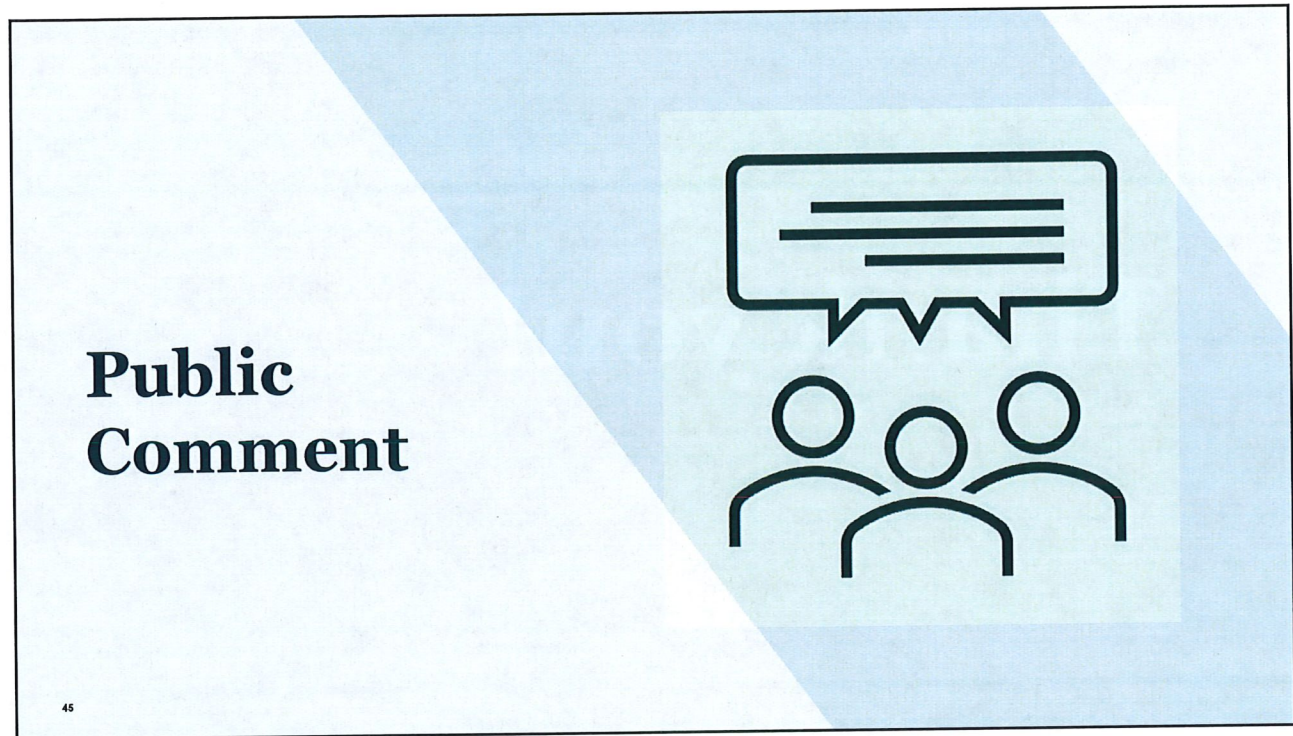
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## Individual Priorities

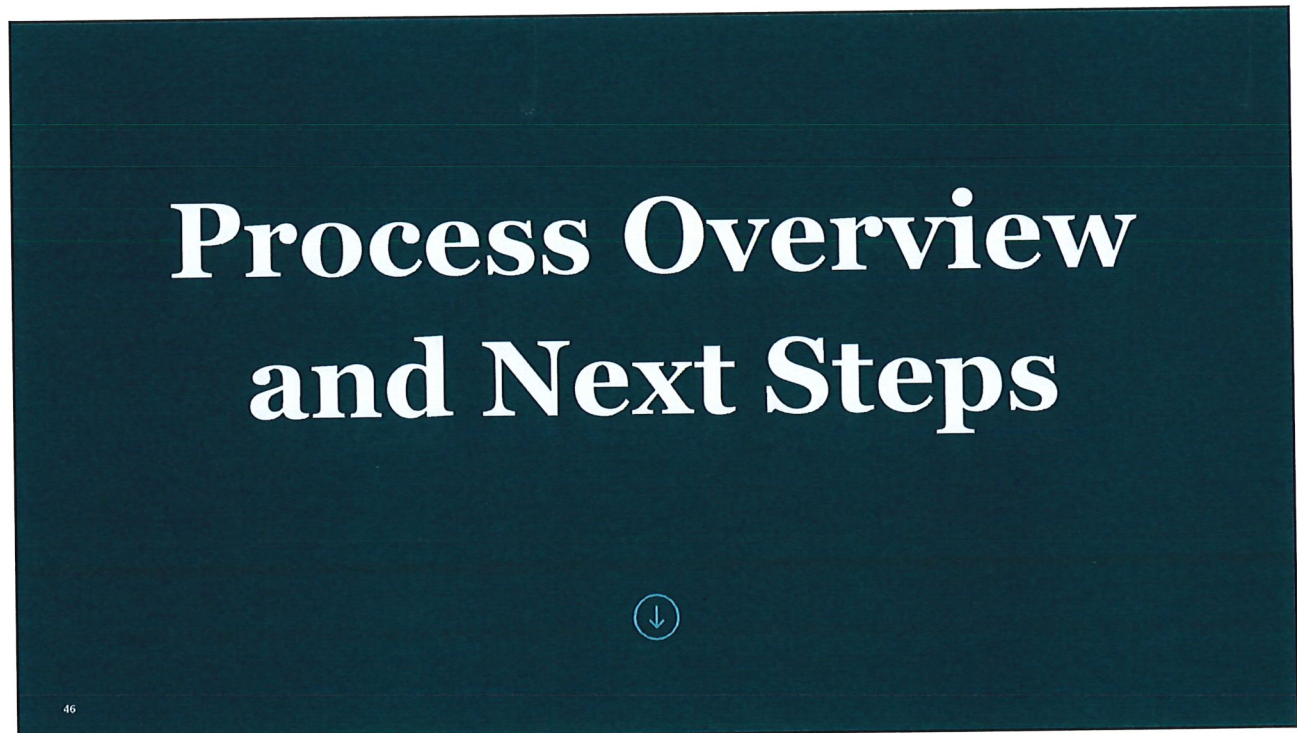
- Councilmembers, please write down the top 5 to 7 priorities you are interested in pursuing on the cards provided
- Facilitators will collect the cards to organize for priority setting



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# Thank you!

**Contact:**

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Nancy Hetrick, Vice President  
[nhetrick@raftelis.com](mailto:nhetrick@raftelis.com)

3/25/2024

Item 1

Melissa Lee

**From:** Nandana Maheskumar <nandanamahesk@gmail.com>  
**Sent:** Sunday, March 24, 2024 11:01 AM  
**To:** Mayor and Council; Clerk; Manager  
**Cc:** shreeya.k.khairnar@gmail.com; Rosie Chen  
**Subject:** Letter about Santa Clara City Priorities for 2024  
**Attachments:** Letter to Santa Clara City Council on Priorities.pdf

Some people who received this message don't often get email from nandanamahesk@gmail.com. [Learn why this is important](#)

Hello Santa Clara City Council and Mayor,

We are a team of youth from the Santa Clara Youth Climate Action Team. Our team would really appreciate it if you could read through our letter about the upcoming priority session on March 25th. We have attached a pdf of the letter to this email.

Thank you very much for your time and consideration,  
Santa Clara Youth Climate Action Team (SCYCAT)

**POST MEETING MATERIAL**



## SILICON VALLEY YOUTH CLIMATE ACTION

March 24th, 2024

Re: March 25th 1st Priority Setting Session  
Hello Santa Clara City Council Members,

We are the Santa Clara Youth Climate Action team, a youth-led group that wishes to fight against the climate crisis. We are a team consisting of high-school students from Wilcox and Santa Clara High School working to make an impact through environmental advocacy and volunteering. The climate crisis is the biggest threat facing our generation. It will impact our future careers, health, and security. We fight the climate crisis in order to protect our future. By transitioning to renewable energy sources and incorporating more greenery into our cities, we can ensure a more sustainable future. We hope that the Santa Clara City Council can support us in our goal to combat climate change. We strongly support the council to incorporate more sustainability priorities in the upcoming year, in line with the overall council priority of "Promoting Sustainability and Environmental Protection."

### **Priorities We Support**

After reviewing the council priorities that are being considered for 2024, we would like to put our support for the following priorities: the Santa Clara Vision Zero Plan, Financial Feasibility of Rooftop Solar for Santa Clara Homeowners, Consideration of Traffic Calming Measures on Cabrillo Avenue, and Lifecycle Costs/Benefits of Artificial Surfacing, Including Turf.

### **Support for Vision Zero Plan and Traffic Calming**

We believe that wider traffic lanes and speed reduction measures are important for the safety of residents in Santa Clara and can be implemented through plans such as the Zero Vision Plan. Additionally, while we focus on the safety of pedestrians and cyclists from cars, we should also focus on the safety of residents from the sun. People should have access to shaded areas through tree canopy cover in all parts of Santa Clara when they go on a walk.

### **Support for Rooftop Solar**

We would also like to mention that the city takes into consideration adding more financial feasibility for Rooftop solar. Increasing solar power usage would be more environmentally friendly as well as beneficial to families. Additional funding, specifically for low-income families, is coming from the California Energy Commission at the end of this year. Let's help low-income families take advantage of that funding.

**Support for Study on Artificial Surfacing**

We would also like to support the study of exploring the costs and benefits of artificial surfacing. We are interested in seeing the results of that study. There are many alternatives to artificial turf such as long-playing natural sports grasses.

**Consider adding a new priority item “Expansion of Drought-Resistant Native Plants” or add this language to the Vision Zero Plan Description**

Additionally, we’d like to suggest two priorities that the council should consider. Planting more drought-resistant native plants in public spaces around Santa Clara would help raise the biodiversity of our city, make our city more aesthetically pleasing, and give our city more individuality. Expanding greenery in Santa Clara is supported by various comments from the community survey conducted by EMC. As both an environmentally beneficial task and a community beneficial task, the expansion of greenery would be of tremendous benefit to the city of Santa Clara. This initiative can be taken on as a new priority or there is a window of opportunity to include this within the Vision Zero Plan to use tree canopy cover to increase walkability and reduce the heat island effect.

**Consider adding a new priority item “EV Charging for Existing Multi-family Homes”**

We are also asking for a city initiative focused on adding more EV charging spaces for existing multi-family homes in Santa Clara. The number of electric vehicles would be increased, thereby reducing greenhouse gases from tailpipe emissions. With so many rebates now available for both new and used vehicles, multi-family residents would be encouraged to purchase and use these environmentally friendlier means of transportation.

We appreciate all the work the city council has done in the area of sustainability. However, there is still more work to be done. It is now time to continue confronting the climate crisis head-on by supporting specific sustainable initiatives.

Thank you for listening to our suggestions,  
The Santa Clara Youth Climate Action Team  
Rosie Chen, Co-lead  
Nandana Maheskumar, Co-lead  
Shreeya Khairnar

3/25/2024

Item 1

Melissa Lee

**From:** Robert Whitehair <robertwhitehair2@gmail.com>  
**Sent:** Sunday, March 24, 2024 11:05 AM  
**To:** Nandana Maheskumar  
**Cc:** Mayor and Council; Clerk; Manager; shreeya.k.khairnar@gmail.com; Rosie Chen  
**Subject:** Re: Letter about Santa Clara City Priorities for 2024

Some people who received this message don't often get email from robertwhitehair2@gmail.com. [Learn why this is important](#)

Great letter, great collaboration.

Robert Whitehair

A full scale, all hands on deck response to the climate crisis will be successful within 7 generations..

Arrogance is thinking that success will be accomplished in our lifetimes.

But without that full scale response, there won't be a 7th generation.

[https://www.youtube.com/watch?v=GRu\\_FwmidIU&t=10s](https://www.youtube.com/watch?v=GRu_FwmidIU&t=10s)

On Sun, Mar 24, 2024 at 11:01 AM Nandana Maheskumar <[nandanamahesk@gmail.com](mailto:nandanamahesk@gmail.com)> wrote:

Hello Santa Clara City Council and Mayor,

We are a team of youth from the Santa Clara Youth Climate Action Team. Our team would really appreciate it if you could read through our letter about the upcoming priority session on March 25th. We have attached a pdf of the letter to this email.

Thank you very much for your time and consideration,  
Santa Clara Youth Climate Action Team (SCYCAT)

**POST MEETING MATERIAL**

3/25/2024

Item 1

Melissa Lee

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**From:** Donna West <dwestsfo@gmail.com>  
**Sent:** Sunday, March 24, 2024 3:14 PM  
**To:** Mayor and Council; Donna West  
**Subject:** Fwd: II. 2024 CITY COUNCIL PRIORITY SESSION #1 1. 24-219

Dear Mayor and City Council Members:

When we hire the people on staff with this deep knowledge and experience, we will finally create an **incredible downtown destination for this community after 60 long years.**

Our Adopted Downtown Plan is now the accessible strategy to boost our local economy and support small businesses and create jobs.

Read below. Santa Clara business address at bottom,  
Thank you. Donna West

----- Forwarded message -----

From: **Donna West** <[dwestsfo@gmail.com](mailto:dwestsfo@gmail.com)>  
Date: Sat, Mar 23, 2024 at 1:44 PM  
Subject: II. 2024 CITY COUNCIL PRIORITY SESSION #1 1. 24-219  
To: <[clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov)>  
Cc: Mary O. Grizzle <[mogrizzle2@gmail.com](mailto:mogrizzle2@gmail.com)>, [dan.ondrasek.jy@renesas.com](mailto:dan.ondrasek.jy@renesas.com) <[dan.ondrasek.jy@renesas.com](mailto:dan.ondrasek.jy@renesas.com)>, Dan Ondrasek <[danondrasek@gmail.com](mailto:danondrasek@gmail.com)>, Donna West <[dwestsfo@gmail.com](mailto:dwestsfo@gmail.com)>

City Clerk  
[clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov)

Mayor and Council

Grogan, Jōvan  
City Manager, Santa Clara CA  
408-615-2210  
[Manager@santaclaraca.gov](mailto:Manager@santaclaraca.gov)

Dear, Mayor and City Council, and City Manager Grogan,  
With review of the city survey concerns:

**Concerns from residents: Focusing on strategies to boost the local economy 76% with Downtown revitalization is 2%'  
Supporting local businesses 80%**

- Downtown is a proven piece and adopted a plan to provide immediate solutions to all THREE of these resident concerns. Let's get started immediately with the selection of a Federal Funding consultant to utilize funds from the Department of Transportation available *so we are ready for the next major city events.*
- Please add "Form Based Code Objective Designs Standards" to the Station Area Plan.
- *HIRE "city community development department director"* with thorough knowledge and expertise to implement and execute this form base code from A to Z and manage the Department of Transportation funding to focus on the local economy strategies.

**POST MEETING MATERIAL**

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On Dec. 5, 2022 our current city council signaled a change of our city practices by voting unanimously to approve the new Downtown Precise Plan and Form Based Code. Thank you and your staff, and city council for supporting this citizen driven effort.

The correct implementation of Form-Based Code will deliver excellent results based on our adopted Precise Plan and cut the red tape so the right developers are on board. We have seen good and bad implementations in downtown revitalizations..

We choose to skip over the errors and divided ways of the city past our recent Op-Ed in San Jose Spotlight by Mary Grizzle and Dan Ondrasek speaks about. Let's bring the right people in the city to make the changes needed for an amazing downtown and station area plan.

We need someone working as the *"city community development department director"* with thorough knowledge and expertise to implement and execute this form base code from A to Z as other economically viable Downtowns have done.

Mayor Berke from Downtown Chattanooga TN simplified the message: "compared to conventional zoning, "form-based codes are people-centric."

The following Downtowns are ones where our Core Team called city managers, city planners and urban planners and asked how they used and executed form base code with downtown revitalization projects.

- Downtown Redwood City
- Downtown Mountain View
- Downtown Ventura
- Downtown Fort Worth
- Downtown Chattanooga
- Downtown Tucson
- Downtown Winston-Salem
- Downtown Pasadena
- Downtown Lancaster
- Downtown Claremont

When we hire the people on staff with this deep knowledge and experience, we will finally create an incredible downtown destination for this community after 60 long years.

Please let me know any questions you have about these downtown best practices.

Sincerely and Thank You -

Smiles,

Donna West

Head of Research - Reclaiming Our Downtown

Business Mailbox:

3561 Homestead Rd No 483

Santa Clara CA 95051

408-489-4651

Copy

Mary Grizzle

Dan Ondrasek