

Summary Notes

City Council Strategic Priority Session

Background

City Council met for their annual Strategic Priority Session on January 30 and 31, 2020. In consultation with the Council Governance and Ethics Committee, staff modified the format of the session this year to include more opportunities for Council to have open-ended, facilitated discussions on topics of importance, and fewer staff presentations.

Strategic Goals/Pillars Visioning Exercise

City Council initiated their visioning exercise on Day 1 of the session by identifying citywide accomplishments from 2019 and the outcomes they want to achieve in this current Strategic Priority Session. The session facilitator, Dr. Shawn Spano, then provided a summary of the Council interviews he conducted prior to the session, highlighting Council's assessment of the current goals/pillars, and the specific tasks and objectives they would like to address in 2020. The overall themes that emerged from the interviews are:

- The current strategic goals are comprehensive – they capture Council's vision for the community and reflect the major priorities for the City.
- Council wants staff to continue to focus on the goals by addressing the objectives under each of the goals, updating and communicating the status and progress made, and communicating accomplishments to provide a sense of "completion" and "resolution."
- Several Council members noted that there is an increased need for proactive and effective communication with the community to ensure that the goals are understood, including accomplishments as well as constraints and challenges.
- While Council offered several new tasks and objectives, there was no preference for adding new goals, in large part because the current goals are comprehensive.

It should also be noted that the "Sustainability" goal/pillar, which was added in 2019, was singled out for additional discussion in order to clarify definitional parameters and the direction Council wants staff to take in the current year. Council agreed to focus this goal/pillar on "environmental" sustainability for the next year, and to revisit the question of expanding the definitional scope at the 2021 Strategic Priority Session.

To conduct the visioning exercise, Council addressed each of the seven goals/pillars one at a time. After sharing their evaluative assessments of each goal/pillar, Council then affirmed the specific tasks and objectives that were identified in the interviews. At the end of this segment, Council added additional tasks and objectives to the list. These were folded into the goals/pillars along with the ones previously identified.

On Day 2 of the session, Council reviewed the full list of objectives and tasks and placed them into one of four categories:

1. Pay Attention/Keep in Mind

2. Parking Lot/Revisit Next Year
3. Bring back to Council for Review and Action
4. Already in Progress

For the full list of Objectives, see the attachments approved by City Council at their Feb. 25, 2020 meeting.

Fiscal Outlook – Staff Presentation

Kenn Lee, Finance Director, presented the Fiscal Outlook, including a review of the organization's financial status, a look at future fiscal projections, the 10-Year General Fund Financial Forecast and proposed FY 2020-2021 Budget Principles. One of the main take-a-ways from the Fiscal Outlook was the need to provide bridge funding for the modest budget shortfall that is projected for the early years of the forecast.

Following questions and discussion of the Fiscal Outlook, Council formally adopted the 2020-2021 Budget Principles.

Communications Project

In alignment with Council's request for more proactive and effective communication with the community, Council heard presentations and engaged in discussion with two firms that have been contracted to provide communications services to the City: 3fold communications and Circlepoint. These firms will work closely with Communications Director Lenka Wright and her staff, and the Economic Development, Communications and Marketing Committee (EDCM), to provide marketing, strategic communications, branding and community engagement services to the City and community.

Referrals, City Workplan and other Requests

Council reviewed two sets of referrals, affirming each of these without any changes or additions:

- Items referred from the September 5, 2019 Governance Study Session
- Council generated items from the past year

Council also reviewed the City Workplan, affirming these items without any changes or additions.

Innovation Zone: Council member O'Neill reviewed the request to participate with the City of San José to designate a portion of West San José as an innovation zone. Council elected not to take formal action until additional information is available.

Letter from Kylli: Council members reviewed a request and received oral comment from a representative with Kylli to initiate a study session on their proposed mixed-use project. Council decided not to have a study session given that the project is currently working its way through the development and entitlement process.

VTA: Council member O'Neill reviewed a request from VTA to secure commitments from Santa Clara, San José and Cupertino to conduct a major transit study on the Stevens Creek corridor to alleviate traffic and implement recommendations. Council elected not to take formal action until additional information is available.

Related Project

Council received a presentation on Related Project (City Place) from Ruth Shikada, Assistant City Manager, and Dolores Montenegro, Project Manager. One of the main take-a-ways from the presentation was the status of the Development Area Plans (DAPs). Currently, DAPs have been submitted for DAP 1, Phase 1, Parcel 5 and DAP 2, Phase 2, Parcel 4. Other DAPs will be submitted in the coming months.