

Santa Clara City Council Priority Setting Session
January 2020
Proposed Objectives

| #2: Parking Lot / Revisit Next Year | | | |
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| | Council Priority | Pillar | Notes |
| 1 | Public private partnerships – community shuttle | Promote and Enhance Economic, Housing and Transportation Development | 2021 Priority Setting Session |
| 2 | Business employee tax | Promote and Enhance Economic, Housing and Transportation Development | 2021 Priority Setting Session |
| 3 | Explore a tenant protection ordinance | Promote and Enhance Economic, Housing and Transportation Development | 2021 Priority Setting Session |
| 4 | Multi-use arts center downtown with Santa Clara University | Enhance Community Sports, Recreational and Arts Assets | 2021 Priority Setting Session |
| 5 | Revisit curfew issue | Ensure Compliance with Measure J and Manage Levi's Stadium | 2021 Priority Setting Session |

| #1: Pay Attention / Keep It in Mind | | | |
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| | Council Priority | Pillar | Notes |
| 6 | Housing - workforce housing and a variety of housing stock | Promote and Enhance Economic, Housing and Transportation Development | NA |
| 7 | Retail options - Ask the community what they want/need; preserve neighborhood retail sites; shopping, restaurants, entertainment | Promote and Enhance Economic, Housing and Transportation Development | NA |
| 8 | Economic Development Department with dedicated staff to explore revenue enhancing opportunities | Promote and Enhance Economic, Housing and Transportation Development | NA |
| 9 | Public private partnerships - Housing & transportation with tech companies | Promote and Enhance Economic, Housing and Transportation Development | |
| 10 | City of San Jose Innovation Zone | Promote and Enhance Economic, Housing and Transportation Development | Send a letter to City of San Jose that the City is interested in this but needs more information. Continue to stay engaged. |
| 11 | Revenue to support the arts - TOT, grants, arts fee | Enhance Community Sports, Recreational and Arts Assets | NA |
| 12 | Non-competitive recreation opportunities (tai-chi, mindfulness) | Enhance Community Sports, Recreational and Arts Assets | |
| 13 | More open space near existing facilities and better use of existing open space (part of the parcel/bond measure) | Enhance Community Sports, Recreational and Arts Assets | |
| 14 | Partnering with school district to share resources (City-School Liaison Committee) | Enhance Community Sports, Recreational and Arts Assets | Refer to City-School Liaison Committee to oversee |
| 15 | <i>Arts Marketing of Santa Clara resources e.g. historic sites, arts opportunities, etc.</i> | <i>Enhance Community Sports, Recreational and Arts Assets</i> | NA |

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| 16 | <i>Enhancing bike trails and bike opportunities (fold into existing Bike Master Plan implementation and include regional wayfinding)</i> | <i>Enhance Community Sports, Recreational and Arts Assets</i> | |
| 17 | Multi-use arts center downtown with Santa Clara University | Enhance Community Sports, Recreational and Arts Assets | Include in the Downtown Precise Plan discussion and keep in mind. |
| 18 | More efficient sewer and water systems and more purple pipe | Deliver and Enhance High Quality Efficient Services and Infrastructure | |
| 19 | <i>Service and accessibility of city hall, both online and in person</i> | <i>Deliver and Enhance High Quality Efficient Services and Infrastructure</i> | |
| 20 | <i>Street Racing Ordinance</i> | <i>Deliver and Enhance High Quality Efficient Services and Infrastructure</i> | |
| 21 | <i>Neighborhood Watch</i> | <i>Deliver and Enhance High Quality Efficient Services and Infrastructure</i> | |
| 22 | Single source contracts and provide background for contracts on consent, as well as approval from Purchasing Division | Enhance Community Engagement and Transparency | |
| 23 | <i>Communicate and enforce election related ordinances</i> | <i>Enhance Community Engagement and Transparency</i> | |
| 24 | Ensure new management company is effective and in legal compliance | Ensure Compliance with Measure J and Manage Levi's Stadium | |
| 25 | Look at parking situation near stadium | Ensure Compliance with Measure J and Manage Levi's Stadium | Consider future parking impacts and parking lots under construction |
| 26 | Review Annual Citywide Clean-up Campaign | Promote Sustainability and Environmental Protection | |
| 27 | Measure success by establishing baseline data | Promote Sustainability and Environmental Protection | |
| 28 | Ideas to promote sustainability (Climate Action Plan, incentives to convert to gas, reduce natural gas, solar rebates, reach codes, planting trees, bicycle paths, Mountain View Sustainability Plan) | Promote Sustainability and Environmental Protection | |

| Already in Progress | | | |
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| | Council Priority | Pillar | Notes |
| 29 | Provide small business support and explore worker's coop/small business initiative | Promote and Enhance Economic, Housing and Transportation Development | NA |
| 30 | Downtown Revitalization | Promote and Enhance Economic, Housing and Transportation Development | NA |
| 31 | All access playgrounds | Enhance Community Sports, Recreational and Arts Assets | Magical Bridge Playground moving forward |

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| 32 | Infrastructure maintenance and update – bond or parcel tax | Deliver and Enhance High Quality Efficient Services and Infrastructure | |
| 33 | IT enhancements and cybersecurity | Deliver and Enhance High Quality Efficient Services and Infrastructure | |
| 34 | Enhance community safety through technology (part of ongoing IT enhancements and cybersecurity) | Deliver and Enhance High Quality Efficient Services and Infrastructure | |
| 35 | Modernize technology for efficiencies – update financial software package | Manage Strategically Our Workforce Capacity and Resources | |
| 36 | Related/City Place update | Manage Strategically Our Workforce Capacity and Resources | Staff provided an update at the 2020 Council Priority Setting Session (1/31/2020) |
| 37 | City Attorney to report legal costs and volume of work | Enhance Community Engagement and Transparency | CAO working with Finance to provide this report |

Items listed in italics are already in progress.