



Agenda Report

22-68

Agenda Date: 1/11/2022

REPORT TO COUNCIL

SUBJECT

Action on a Council Written Request (Council Policy 030) Submitted by Councilmember Jain Requesting to Place an Agenda Item at a Future Council Meeting to Discuss making the Youth Soccer Park Parking Lot available when there are no events at the Youth Soccer Park (soccer gets absolute priority) in order to Generate Revenue for the City

COUNCIL PILLAR

Enhance Community Engagement and Transparency

BACKGROUND

Council Policy 030 - Adding an Item on the Agenda (Attachment 1) sets forth the procedure for written petitions. Any member of the public or Council may submit a written request raising any issue or item within the subject matter jurisdiction of the Council. Per the policy, the written request will be submitted on the agenda, in the form substantially provided by the requestor, without any staff analysis, including fiscal review, legal review and policy review. If a simple majority of the City Council supports further study of the request, then a full staff analysis shall be prepared within thirty (30) days, unless otherwise directed by the City Council.

DISCUSSION

The City Clerk's Office received a Council Written Request on January 2, 2021 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 (soccer gets absolute priority) in order to Generate Revenue for the City (Attachment 2).

In the request, Councilmember Jain states:

I attended the 49ers game at Levi's Stadium on January 2nd, 2022. (I purchased my ticket with my own funds). I was given a tour of the stadium by Rahul Chandhok, Vice President (VP) of Public Affairs and Strategic Communications; Jas Sajjan, Senior Manager of Public Affairs & Strategic Communications; Larry MacNeil, Compliance Manager; Emily Matthews, Manager of Communications and Public Affairs, Moon Java id, Chief Strategy Officer; and Jim Mercurio among others.

One thing that I noticed was that the Youth Soccer Park was not being used and neither were the associated parking spots which are owned by the City of Santa Clara.

It seems to me that each of the 100 or so parking spots is worth between \$50 and \$100 each per large event. I was told that the City of Santa Clara would receive ALL of the

revenue were those parking spots made available on event days including NFL events. This could amount to up to \$10,000 per event in revenue for the City which could be applied to arts programs or homeless services or public safety.

I would like to have a discussion about how to make those spots available when there are no events at the Youth Soccer Park (soccer gets absolute priority). I realize that there may be some Measure R issues in play here since the City cannot sell or lease land without a ballot measure. Perhaps the city could hire a parking management company to operate the city owned lot on event days.

FISCAL IMPACT

There is no fiscal impact associated with considering the request to be placed on a future agenda except for staff time.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a administrative activity that will not result in direct or indirect physical changes to the environment.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any report to Council may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>>.

ALTERNATIVES

1. Set a future Council meeting date to take action on the Written Petition received.
2. Take no action.
3. Any other City Council Action, as determined by the City Council.

RECOMMENDATION

Staff makes no recommendation.

Reviewed by: Nora Pimentel, Assistant City Clerk

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Policy and Procedure 030 - Adding an Item on the Agenda
2. Council Written Request dated January 2, 2022 submitted by Councilmember Jain