



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Edward K. Shikada

SUBJECT: SEE BELOW

DATE: August 30, 2013

Approved

Date

8/30/13

SUBJECT: 2013-2014 COUNCIL PRIORITY ORDINANCES AND POLICY INITIATIVES

RECOMMENDATION

City Council discussion and direction to staff regarding Priority Ordinances and Policy Initiatives, with priorities to be initiated as current top ten priorities are completed.

OUTCOME

Updating the list of Future Priority Ordinances and Policy Initiatives will allow staff to quickly transition to supporting additional priority policy initiatives as Top Ten items are completed.

BACKGROUND

Over the past two years, Council has participated in four priority-setting sessions that have identified high priority ordinances and policy initiatives from a list of pending work items. With the City having experienced General Fund shortfalls and very difficult budget decisions, the priority-setting sessions have helped the Administration focus limited staff resources on the initiatives identified as high priorities by the City Council. These prioritization exercises have resulted in the establishment of a list of Top Ten Priority Policies and Ordinances, as well as a list of future priority ordinances and policy initiatives to be initiated as existing top priorities are completed.

The last Ordinance priority-setting session was held on October 9, 2012, where the Council added seven issues as Priority Ordinances and Policy Initiatives. Each of the identified issues received a minimum of six votes. On February 11, 2013, the City Council reviewed the implementation status of ordinances and policy initiatives in the course of discussing Study Session topics.

ANALYSIS

This memorandum provides a status update on the priority policies and ordinances previously considered by the City Council as well as potential new ordinances and policy initiatives. Attachments provide a detailed list of the policy initiatives and ordinances to be reviewed.

Progress To-Date

Since the February 2013 Study Session, staff has made significant progress in advancing priority policy work, with Council adopting three Top Ten priority ordinances—Mobile Vending, Regulation of Unattended Donation Boxes, and Transportation Innovations to Support High Density Development. Staff also continues to make progress on the remaining Top Ten Priority Ordinances and Policy Initiatives. Since commencing with our Council Priority-Setting efforts in February 2011, action has been taken on 23 Council priorities, including 11 former Top Ten priorities. Table 1 below lists the priority policies and ordinances completed to date:

Table 1 – Completed Priority Ordinances and Policy Initiatives	
<ul style="list-style-type: none"> • Access to Healthy Food/Streamline Permit Process for Recurring Farmers Market on Private Property • Amendments to Title 16 for Gaming Control Licensing and Work Permits • Bail Bonds Ordinance Analysis • Contractor Employee Benefits • Development Agreement Ordinance 	<ul style="list-style-type: none"> • Payday Lending • Regulation of Unattended Donation Boxes
<ul style="list-style-type: none"> • Employment Development Streamlining • Landscape Ordinance - Water Efficient • Lobbyist Ordinance Amendment - Communications with Lobbyists • Medical Marijuana Collectives – Remedies for Nonpayment of City Fees or Taxes • Mills Act Contract Ordinance Streamlining • Mobile Vending 	<ul style="list-style-type: none"> • San Jose Municipal Water System • Sign Code Major Update • Sign Code Update – 3 year pilot program for electronic/digital signs • Sign Ordinance • Smoking in Outdoor Areas • Social Host Ordinance
<ul style="list-style-type: none"> • Off-Sale of Alcohol Process Streamlining 	<ul style="list-style-type: none"> • Taxicab Vehicle Operation Ordinance Amendment • Transportation Innovations to Support High Density Development • Tree Removal Ordinance

Top Ten and Future Priorities

As a result of progress over recent months, two items that were identified during the last Council prioritization exercise as future priorities—Development Agreement Policy and Hotel and Motel Conversions/Modernize Single Room Occupancy Ordinance, have been moved to the list of Top Ten Priorities. In addition, the Medical Marijuana Collectives item has been moved back to the Top Ten list as an active priority. This item had been placed on hold last year pending a decision by the California Supreme Court that would help determine whether a City has the ability to ban or regulate medical marijuana collectives.

The current Top Ten Priority Ordinances and Policy Initiatives are listed below, with more detailed information provided in Attachment A. It is worth noting that the Department of Planning, Building and Code Enforcement (PBCE) is the lead department for seven of the ten priorities.

1. Off-Sale of Alcohol at Grocery Stores Streamlining
2. Plug-In Requirements for Parking Garages
3. Urban Village Zoning Districts
4. Zoning Ordinance Quarterly Modifications
5. Zoning Standards - Main Street/Alum Rock
6. Real Estate Transactions Streamlining
7. Special Events Ordinance
8. Development Agreement Policy (new)
9. Hotel and Motel Conversions/Modernize SRO ordinance (new)
10. Medical Marijuana Collectives (new)

The four remaining issues previously identified as future priorities are listed below:

- Rehabilitating Vacant Buildings to Address Homelessness
- Riparian Corridor Policy
- Tattoo and Other Business Regulations
- Wood Burning Appliances

Per prior Council action, work on these initiatives would be initiated as action is taken on current Top Ten priorities. Alternatively, the Council may decide to reprioritize these issues among other pending initiatives.

While the Council Priority-Setting process has been very effective in focusing staff efforts on ordinance changes and policy initiatives that are considered priorities by the Mayor and Council, it is important to note that the work associated with these Council priorities represents a small part of the body of work already deemed Council priorities through the annual budget process and being undertaken across all City departments. Other citywide efforts also require leadership and analytical support in order to manage organizational change while delivering City services on a day to day basis. In addition, other significant policy initiatives are advanced outside of the prioritization process through Council Committees. Attachment B details the Council Committee Workplans for the remainder of the calendar year. This attachment provides a snapshot of other significant policy work being developed citywide.

Prioritization of Ordinances and Policy Initiatives

A detailed description of the four pending priorities and 31 additional ordinances and policy initiatives that are currently not part of the Top Ten are provided as Attachment C. New ordinances and policy initiatives that have surfaced since February 2013 are noted by an asterisk. To facilitate the Council consideration, the remaining policy initiatives and ordinances are divided into five categories: Neighborhood Quality of Life, Economic Development, Environment, Administrative, and Historic Preservation.

Similar to past prioritization exercises, the Mayor and Councilmembers will be given paper ballots during the September 10th Council meeting to use when voting for the items they wish to be added as priorities. The City Clerk will tally votes cast for each item shown in Attachment C. The items receiving votes from at least six Councilmembers will be added to the list of Future Priority Ordinances and Policy Initiatives.

EVALUATION AND FOLLOW-UP

Staff anticipates returning to Council for additional prioritization of ordinances and policy initiatives in Spring 2014.

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater.
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City.
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach.

Although this project does not meet any of the above criteria, this memorandum is posted on the City's website for the September 10, 2013 City Council Meeting Agenda.

COORDINATION

This memorandum has been coordinated with City Attorney's Office and City Departments with implementation responsibilities for the Ordinances and Policy Initiatives.

CEQA

Not a Project, File PP10-069(a), Staff reports and informational memos.



EDWARD K. SHIKADA
Assistant City Manager

For questions please contact Edward K. Shikada, Assistant City Manager at 408-535-8190.

Attachments:

Attachment A – Top Ten Ordinances and Policy Initiatives

Attachment B – Council Committee Workplans (August-December 2013)

Attachment C – Ordinances and Policy Initiatives To Be Prioritized

**Attachment A
Top Ten Ordinances and Policy Initiatives**

#	Policy/Ordinance Name Description	Origin/ Source	Lead/ Support	%Complete (As of August 2013)	Level of Effort	Estimated Completion Date
1	Off-Sale of Alcohol at Grocery Stores Streamlining Modify the findings and other related Code provisions to streamline the permit process for sale of alcohol at grocery stores.	Department	PBCE/ CAO	20%	Medium	February 2014
2	Plug-in Requirements for Parking Garages Develop requirements for the installation of electric vehicle charging stations in parking garages for private development.	Department	PBCE/ CAO	85%	Medium	Partially addressed in ordinance approved on 2/26/13 - Complete in December 2013
3	Urban Village Zoning District (formerly Transit Corridor Residential - Align Zoning Standards) Create Urban Village Zoning Districts that align with the Envision General Plan to facilitate economic development, mixed use projects, and other investments in Urban Villages. Staff report approved by Council on June 4, 2013. Direction from Council is to return in September 2013 with models of Urban Villages in 2-3 highest priority Urban Village Plan areas.	Department	PBCE/ CAO	50%	Major	November 2013
4	Zoning Ordinance Quarterly Modifications Minor revisions to Zoning Ordinance that do not require major analysis, raise community concerns or cannot be found exempt from CEQA. This is a recurring placeholder that facilitates economic development, permit streamlining, and General Plan implementation.	Department, Customers, City Council	PBCE/ CAO	ongoing	Medium	September 2013 (and ongoing)
5	Zoning Standards - Main Street/Alum Rock Rezone private property along Alum Rock Ave. to apply the Council approved Main Street Zoning District to facilitate economic development and reinvestment along this street.	City Council	PBCE/ CAO	80%	Medium	September 2013
6	Real Estate Transactions Streamlining Amend Municipal Code to streamline process for selling and acquiring real estate; providing easements, right-of-ways, and entering into below market rate leases with non-profits. Phase I pertaining to the sale of surplus properties was considered by Council in April 2013. The second phase pertaining to the City's leasing program is in process. The second phase includes a review of the leasing program for both City as Landlord and City as Tenant properties.	2011-2012 Mayor's June Budget Message	OED/ CAO	Phase I: 100% Phase II: 30%	Medium	First Phase (Surplus Sales): Ordinance approved on 4/30/13/ Second Phase (Leasing Real Estate): July 2014

**Attachment A
Top Ten Ordinances and Policy Initiatives**

#	Policy/Ordinance Name Description	Origin/ Source	Lead/ Support	%Complete (As of August 2013)	Level of Effort	Estimated Completion Date
7	Special Events Ordinance Establish a comprehensive outdoor special events permitting process that establishes timelines for event application submittals, permit decisions, and a new conditional permit. Applies to events on city streets, parks and Downtown paseos and plazas. Requires changing service delivery model for city staff and event producers.	City Attorney	CAO/ OED, PRNS, PD	90%	Medium	December 2013
8	Development Agreement Policy * Create City Council Policy to provide more specific guidance for the appropriate use of Development Agreements in San Jose, consistent with the recently adopted Development Agreement Ordinance.	Department	PBCE/ CAO, OED	0%	Medium	TBD
9	Hotel and Motel Conversions/Modernize Single Room Occupancy Ordinance * Explore options to facilitate the conversion of hotels/motels to residential apartments and/or offices. Amend the Code to align the definition of Single Room Occupancy (SRO) units to current market conditions to facilitate SRO construction.	Rules Committee 10-3-12	PBCE, Housing/ CAO. PRNS	50%	Major	December 2013
10	Medical Marijuana Collectives * Explore expanding the criteria and priorities previously adopted by Council, to guide pursuit of enforcement actions against Collectives failing to comply with the City's land use regulations.	City Council and Rules Committee	CMO, CAO, PBCE/ PD, Finance	25%	Major	December 2013

Notes:

- 1) New Top Ten Priorities are denoted by an asterisk (*)
- 2) Estimated Completion Dates are tentative and may change based on prioritization of other items
- 3) Level of Effort:
 - a. Minor – Could require up to 2 weeks of staff effort; one or two clear lead department(s) and minimal involvement required from other departments/offices
 - b. Medium – More than 2 weeks but less than 2 months of staff effort; could involve multiple departments; may involve stakeholder engagement, but relatively limited and focused
 - c. Major – More than 2 months of staff effort; substantive multi-departmental effort; extensive community outreach and engagement

Attachment B
August - December 2013 Council Committee Workplan Matrix

	Community & Economic Development	Neighborhood Services & Education	Public Safety, Finance & Strategic Support	Transportation & Environment
AUG	<ol style="list-style-type: none"> 1. Verbal Report on Economic Development Activities (Deferred from 6/2013) 2. Report on Key Legislative Items (Deferred from 6/2013) 3. Green Vision Demonstration Program Request for Information Process 4. Operations and Maintenance Agreement for Mexican Heritage Plaza 	Meeting Cancelled	<ol style="list-style-type: none"> 1. Bi-Monthly Police Department's Report on Operations and Performance 2. Interoperability Report on Public Safety Projects 3. Fourth Quarter Financial Reports for Fiscal Year 2012-2013 4. Annual Review and Proposed Amendments of the City's Investment Policy 5. Monthly Report of Activities 6. Bi-Monthly Workers' Compensation Reform Report 	<ol style="list-style-type: none"> 1. Report on Key Legislative Items 2. Annual Stormwater Report 3. Sidewalk Bicycling Report (Deferred to September) 4. Back to School Report: School Safety, Traffic Calming and Streamlining Efforts 5. City Energy Project Overview and Funding Opportunity 6. Update on Regional Wastewater Facility Energy Supply
SEP	<ol style="list-style-type: none"> 1. Verbal Report on Economic Development Activities 2. Customer Service Improvement Initiative/Development Services Update 3. Motel Conversion for Homeless Population 4. Strengthening Manufacturing in San José (Deferred from 6/2013) 5. Economic Development Communications (Deferred from 5/2013) 6. Team San Jose Annual Financials Performance Measures 	<ol style="list-style-type: none"> 1. Update on Certified Farmers Markets 2. Animal Care and Services Annual Report 3. Overview of the Summer Reading Program 4. Homelessness Response Team Rapid Re-Housing Status Report 5. Vending Machine Guidelines Update 6. Senior Nutrition Updates 7. Report on Key Legislative Items 	<ol style="list-style-type: none"> 1. Bi-Monthly Report on Public Safety Communications Initiatives 2. Monthly Report of Activities 3. Semi-Annual Recommendation Follow-up Report on all Outstanding Audit Recommendations 4. Semi-Annual Report on Workers' Compensation Program 5. Follow-Up Report on Outstanding Issues Related to Title 16 6. Reverse 911 System for Daycares and After School Programs 	<ol style="list-style-type: none"> 1. Bring Your Own Bag Ordinance Updates 2. Regional Transportation Activities Report 3. Sidewalk Bicycling Report (Deferred from August)
OCT	<ol style="list-style-type: none"> 1. Verbal Report on Economic Development Activities 2. Economic Trends, Opportunities, and Issues 3. "Filling Empty Storefronts": SJ Storefronts Initiative 4. Small Business Express Permitting Webtool 5. Review of Relevant 2014 Legislative Guiding Principles 6. Urban Village Implementation 7. Revisions to Special Events Ordinance 	<ol style="list-style-type: none"> 1. Annual Update to the Library Volunteer Engagement Program 2. Schools / City Collaborative Tri-monthly Update 3. 211 Santa Clara County Information and Referral Services Status Report 4. Neighborhood Engagement Bi-Monthly Status Report. 	<ol style="list-style-type: none"> 1. Bi-Monthly Police Department's Report on Operations and Performance 2. Report on Domestic Violence Prevention and Awareness 3. Monthly Report of Activities 4. Report on Key Legislative Items 5. Review of Relevant 2014 Legislative Guiding Principles 6. Bi-Monthly Financial Report for July/August 2013 7. Bi-Monthly Workers' Compensation Reform Report 	<ol style="list-style-type: none"> 1. Mitigation Monitoring Status Update Report 2. Trail and Bikeway Network Development Report 3. Semi Annual Regional Wastewater Facility CIP Report 4. Financing and Project Delivery Options for Plant CIP 5. Pavement Maintenance Investment Strategy 6. South Bay Water Recycling Strategic Planning

Attachment B
August - December 2013 Council Committee Workplan Matrix

	Community & Economic Development	Neighborhood Services & Education	Public Safety, Finance & Strategic Support	Transportation & Environment
NOV	<ol style="list-style-type: none"> 1. Verbal Report on Economic Development Activities 2. Business Outreach and Development Workplan 3. Continuation of Construction Tax Suspension for Office/R&D 4. Streamlining Improvements for Real Estate Leasing 5. Local/Small Business Participation 6. Team San Jose Quarterly Performance and Incentive Measure Report (Deferred from 6/2013) 	<ol style="list-style-type: none"> 1. Technology and Innovative Solutions at the Branch Libraries 2. Update on San José Family Camp at Yosemite 3. Reuse, Planning and Updates 4. Park Ranger Status Report 5. Grants and Bond-funded Parks and Recreation Capital Projects Status Report 6. Review of Relevant 2014 Legislative Guiding Principles 	<ol style="list-style-type: none"> 1. Bi-Monthly Report on Public Safety Communications Initiatives 2. Monthly Report of Activities 3. First Quarter Financial Reports for Fiscal Year 2013-2014 4. Comprehensive Annual Financial Report (CAFR) 5. Comprehensive Annual Debt Report (CADR) 	<ol style="list-style-type: none"> 1. Public Works Muni Code Revisions 2. Storm Sewer and Sanitary Sewer Annual Reports 3. Update on Achieving the City's Zero Waste Goal 4. Review of Relevant 2014 Legislative Guiding Principles 5. Strategic Energy Action Plan Update
DEC	<ol style="list-style-type: none"> 1. Verbal Report on Economic Development Activities 2. Status Report on Development Services Staffing and Performance Targets 3. Work2future Annual Update on Client Services 4. Bi-Annual Economic Strategy Workplan Review <p><i>Recommend Deferral to Jan 2014</i></p>	<ol style="list-style-type: none"> 1. Library Annual Use and Trends Report 2. Grace Community Center Updates 3. Neighborhoods Commission Quarterly Status Report 4. Neighborhood Engagement Bi-Monthly Status Report 	<ol style="list-style-type: none"> 1. Bi-Monthly Police Department's Report on Operations and Performance 2. Police Department's Expanded Use of Cameras 3. La Raza Project 4. Monthly Report of Activities 5. Bi-Monthly Financial Report for September/October 2013 6. Report on Retirement Plans' Investments 7. Bi-Monthly Workers' Compensation Reform Report 	<ol style="list-style-type: none"> 1. Regional Wastewater Facility Staffing 2. Sanitary Sewer Flow Study 3. Regional Transportation Activities Report 4. Employee Transit Alternatives

**Attachment C
Ordinances and Policy Initiatives
To Be Prioritized**

#	Policy/Ordinance Name Description	Origin/ Source	Lead/ Support	%Complete (As of August 2013)	Level of Effort	Estimated Completion Date
Previously Prioritized Ordinances and Policy Initiatives						
1	Riparian Corridor Policy Create City Council Policy and/or zoning ordinance based on Riparian Corridor Policy Study and Envision 2040 General Plan. Effort will involve collaboration with Parks Commission.	Department	PBCE/ CAO, PRNS	0%	Medium	TBD
2	Tattoo and Other Business Regulations Amend the Zoning Code to prohibit adult book stores, tattoo parlors, and businesses, retailers, or shops selling paraphernalia that can be used to consume and/or smoke tobacco, from operating within 1,000 feet of an area which tends to be populated by youth.	Rules Committee 8-8-12	PBCE/ CAO	0%	Medium	TBD
3	Wood Burning Appliances Amend Title 9 of the Municipal Code to regulate wood burning in order to combat air pollution in San Jose.	Rules Committee 9-12-12	PBCE/ CAO	0%	TBD	TBD
4	Rehabilitating Vacant Buildings to Address Homelessness Assess feasibility of rehabilitating vacant buildings to provide housing for the homeless and expand Housing 1000 Care Coordination efforts to increase permanent housing resources, case management services, employment strategies and partner organizations.	Rules Committee 10-3-12	Housing, CMO/ CAO	50%	Major	TBD
Ordinances and Policy Initiatives To Be Prioritized - Neighborhood Quality of Life						
1	Density Bonus Ordinance * Comply with State law by clearing stating how a residential development would qualify for a density bonus.	State Law	PBCE/ Housing, CAO	10%	Medium	TBD
2	Ground Floor Window Obstructions Amend ordinance to regulate window obstructions.	Department	PBCE/ CAO	0%	Medium	TBD
3	Land Use Regulations for School Developments Develop land use regulations for all new school developments proposed within existing neighborhoods, to guide the integration of educational institutions with the City's land use policies.	Rules Committee 1-30-13	PBCE/ CAO	0%	Major	TBD
4	Legal Non-Conforming Uses Amend ordinance to streamline the process for property owners and invite community participation.	Rules Committee	PBCE/ CAO	0%	Major	TBD
5	Liquor Store Conversions Facilitate liquor store owners to convert their storefront to another type of business.	Department	PBCE/ CAO	0%	TBD	TBD
6	Noise Performance Standards Update Update the Code--noise standards to facilitate implementation.	Department	PBCE/ CAO	10%	Major	TBD
Notes:						
1) New Policies and Ordinances are denoted by an asterisk (*)						
2) Estimated Completion Dates are tentative and may change based on prioritization of other items						
3) <u>Level of Effort:</u>						
a. Minor – Could require up to 2 weeks of staff effort; one or two clear lead department(s) and minimal involvement required from other departments/offices						
b. Medium – More than 2 weeks but less than 2 months of staff effort; could involve multiple departments; may involve stakeholder engagement, but relatively limited and focused						
c. Major – More than 2 months of staff effort; substantive multi-departmental effort; extensive community outreach and engagement						

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Ordinances and Policy Initiatives
To Be Prioritized**

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Ordinances and Policy Initiatives To Be Prioritized - Neighborhood Quality of Life (continued)						
7	Prohibit Obstruction of Sidewalks Modify the Municipal Code to enact an ordinance to prohibit the obstruction of sidewalks without a permit, and penalizing the unpermitted closure of sidewalks with substantial penalties, including but not limited to fines.	Rules Committee 10-3-12	PBCE/ CAO	0%	TBD	TBD
8	Public Review of New Retail Reuse Amend Zoning Code to provide for discretionary review of new retail businesses proposing to locate in existing commercial buildings.	Rules Committee 10-5-11	PBCE/ OED, CAO	0%	Medium	TBD
9	Update City Council Policy 6-30: Community Outreach * Require bilingual hearing notices for land use items where the dominant language of the area is not English.	Planning Commission	PBCE/ CAO	0%	Medium	TBD
10	Expand Second Unit Ordinance Expand the secondary "granny" unit ordinance by reducing the minimum lot size and parking requirements to facilitate the construction of more second units on single-family lots.	Department	Housing, PBCE/ CAO, PRNS	25%	Medium	December 2013
11	Illuminating Downtown Project * Creative placemaking strategy aimed at illuminating downtown through public/private partnerships. Project types include way finding, beacons, interactive projects, and gateways. Through the Office of Cultural Affairs, City is leveraging % for art and ArtPlace grant funding to identify impactful projects and partners.	Department	OED	50%	Medium	Phase 1 - May 2014
12	Public Entertainment Business Permit Fee Methodology Amend Public Entertainment Ordinance to authorize change in fee methodology so that entertainment venues, including live music establishments, pay for half of the Police Overtime costs in the Downtown.	2011-2012 Mayor's June Budget Message	OED, PD/ CAO	0%	Medium	TBD
13	Adult Entertainment Regulations * Explore regulations relating to adult-themed "bikini bars", "cabaret clubs", or "gentlemen's clubs", enforceable within the bounds of the First Amendment of the U.S. Constitution and Proposition 218, that can be tailored to address "secondary effects" of the operations of such clubs, including but not limited to: Club fees; Protecting Safety and Health; Reasonable Time, Place, and Manner Restrictions; and Permissible, Narrowly-Tailored Restrictions on Commercial Speech.	Rules Committee 8-7-13	CAO, PBCE, PD	0%	Major	TBD
14	Motel Record Keeping Amend the Code to expand record-keeping requirements placed on motel operators.	Department	CAO, PD	0%	Medium	June 2014

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**Attachment C
Ordinances and Policy Initiatives
To Be Prioritized**

#	Policy/Ordinance Name Description	Origin/ Source	Lead/ Support	%Complete (As of August 2013)	Level of Effort	Estimated Completion Date
Ordinances and Policy Initiatives To Be Prioritized - Economic Development						
15	Director-Initiated Rezoning Program * Proactively modify the Zoning District(s) on private property to facilitate economic development.	Department	PBCE/ CAO	0%	TBD	TBD
16	Edenvale Area Development Policy * Modify the Policy as part of the iStar application.	Department	PBCE/ PW, DOT, OED, CAO	0%	Medium	May 2014
17	Newsracks in Business Districts Provide allowances for newsracks in business districts and address appropriate signage, if any, for these newsracks.	Department	PBCE/ CAO	0%	TBD	TBD
18	North San Jose Development Policy * Modify the Policy per Council direction.	City Council December 2012	PBCE/ OED, CAO	0%	TBD	TBD
19	Parking Requirements * Further reduce parking requirements, consistent with the General Plan.	Department	PBCE/ CAO	0%	Medium	December 2013
20	Reducing Cost of Home Improvement * Examine ways to reduce costs of single-family home renovations and improvements through means such as reducing overhead rates on small projects, creating a second-tier fee/tax schedule that excludes amortization of costs for small improvement projects, and/or streamlining inspection requirements.	Rules Committee 8-14-13	PBCE/ Finance, CAO	0%	Major	TBD
21	Revise Sign Code to Allow Advertising on City Property and Public Right of Way (ROW) Revise the sign ordinance to allow advertising on City property and in the public rights of way in certain instances.	City Council	PBCE, CAO/ OED, PRNS, Finance	0%	TBD	TBD
22	Sign Ordinance Update Update Sign Code to meet current laws, address billboard relocations and other issues.	Department and City Council	PBCE/ CAO	50%	Medium	September 2013
23	Extend Two-Year Construction Tax Incentive Program * Develop a plan to include Office/R&D, datacenters, and solar systems as Industrial Uses in Title 4 beyond the March 2014 sunset date.	2013-2014 Mayor's Budget Message	OED/ CAO, PBCE, DOT	10%	Medium	December 2013
24	Traffic Control for Outdoor Special Events Revisions to traffic control strategies to enable alternative traffic control delivery models for temporary outdoor events. Outcome of this initiative will result in highest and best deployment of sworn officers and reduced City service costs to event organizers, and subsequently increased special event activation.	Department	OED/ CMO, DOT, PD	75%	Medium	Phase 1 - October 2013
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**Attachment C
Ordinances and Policy Initiatives
To Be Prioritized**

#	Policy/Ordinance Name Description	Origin/ Source	Lead/ Support	%Complete (As of August 2013)	Level of Effort	Estimated Completion Date
Ordinances and Policy Initiatives To Be Prioritized - Environment						
25	CEQA Practice * Modify the City's practice on the use of developer's hired consultants.	Planning Commission	PBCE/ CAO	0%	Major	TBD
26	Green Building Retrofit Ordinance Add green building requirements for additions and alterations of existing buildings.	Department and City Council	PBCE/ CAO, ESD, PW, PRNS	0%	Major	TBD
27	Lighting on Private Property Policy Changes Modify City Council policy 4-3 on Outdoor Lighting on Private Developments (consistent with update to City Council Policy 4-2 for Public Streetlights) to include standards for the use of broad-spectrum (white) light sources in private streets, parking lots, pedestrian and landscaped areas.	Department	PBCE/ CAO	0%	Medium	TBD
Ordinances and Policy Initiatives To Be Prioritized - Administrative						
28	Gift Ordinance Cleanup Clarification of specific provisions of Gift Ordinance.	City Attorney	CAO/ CMO	40%	Medium	December 2013
29	Tow Car Ordinance amendments to be consistent with VC 22658 Amend ordinance to be consistent with new California Vehicle Code revisions.	City Attorney	CAO/ PD, CMO	0%	Major	June 2014
Ordinances and Policy Initiatives To Be Prioritized - Historic Preservation						
30	Conservation Area Ordinance Streamlining (Distinctive Neighborhoods) Modify Municipal Code to create a more efficient process for establishing conservation areas.	Department and City Council	PBCE/ CAO	0%	Major	TBD
31	Strengthen Vacant Structure Ordinance Modify Municipal Code to strengthen historic building provisions beyond City Landmarks.	Department and City Council	PBCE/ CAO	0%	Major	TBD
Notes: 1) New Policies and Ordinances are denoted by an asterisk (*) 2) Estimated Completion Dates are tentative and may change based on prioritization of other items 3) <u>Level of Effort:</u> a. Minor – Could require up to 2 weeks of staff effort; one or two clear lead department(s) and minimal involvement required from other departments/offices b. Medium – More than 2 weeks but less than 2 months of staff effort; could involve multiple departments; may involve stakeholder engagement, but relatively limited and focused c. Major – More than 2 months of staff effort; substantive multi-departmental effort; extensive community outreach and engagement						