



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Lee Wilcox

SUBJECT: COUNCIL INITIATED PRIORITIES
UPDATE

DATE: February 27, 2018

Approved

D. D. S. L.

Date

2/27/18

INFORMATION

This memo provides a progress report on the priorities set by Council at the October 17, 2017 Council Initiated Priority Setting Session.

There are 27 items on the Council Initiated Priority List (Attachment A), which is presented in priority order as ranked by Council. Additionally, we have provided the list organized into subgroups by lead department (Attachment B). In most cases, work crosses multiple departments, requiring coordination from the City Manager's Office, and requires legal analysis from the City Attorney's Office.

The list includes an update on actions taken since the last Council Priority Setting Session on October 17, 2017 and next steps.

EARLY CONSIDERATION PROCESS

The Early Consideration Process has been used at the Rules and Open Government Committee meetings since the last Council Priority Setting Session. The purpose of the Early Consideration Process is to allow for vetting of new policy ideas at any regular Rules meeting by a Council member submitting a memo to the Rules Committee. Staff will attend the meeting and present a recommendation on whether an item needs to go through the Semiannual Council Priority Setting Process ("Yellow Light"), can be added to existing Department Workplans ("Green Light"), or is not feasible for some reason ("Red Light"). The Rules Committee will then take action on the Staff recommendation. If the item is referred to the Council Priority Setting process, it will be added to the list for consideration at the next Semiannual Council Priority Setting Session.

February 27, 2018

Subject: Council Initiated Priorities Update

Page 2

The following referrals were greenlighted by the Rules and Open Government Committee with next steps noted:

- **Proposed Change to Fence Variance Findings** (November 15, 2017)
Consideration of a change to section 17.24.130 of the Municipal Code, which sets out the findings for approval of a fence variance, that alter the language of finding A.1 such that it would no longer require that a situation be unique for a fence variance to be approved.

Staff to bring this item to the City Council for consideration in March 2018.

- **Retirement Services Staff Benefits** (February 7, 2018)
Development of a plan to offer future Retirement Services employees who are ineligible to participate in the City's Federated Retirement Plan under City Charter Section 1101(a)(12), a defined benefit plan through CALPERS, identical to or similar the plan in which the Mayor and City Council participate.

Staff to review and provide analysis to the City Council.

The Rules and Open Government Committee did not take action the following items:

- **Business Tax Modernization Measure (2016 Measure G)** (December 13, 2017)
 - a) Waive the penalty(ies) through December 31, 2018 for those who are newly eligible for the business tax, such as seniors and property owners who rent their property, under Measure G.
 - b) Utilize all forms of outreach including advertising (including web advertising), community meetings, and letters to ensure every senior and property owner who rents property – including IRS Schedule E filers – understand how to file and pay the Measure G tax.

Staff addressed these recommendations in a separate business tax City Council agenda item on January 9, 2018.

- **Coyote Valley Water Resource Investment Strategy** (November 15, 2017)
Support efforts of the Santa Clara Valley Water District and the Santa Clara Valley Open Space Authority on the Coyote Valley Water Resource Investment Strategy.

Staff provided a responsive memorandum to the Rules and Open Government Committee on the Coyote Valley Water Resource Investment Strategy on January 17, 2018. Additionally, staff will be providing Council with a follow-up informational memorandum on this topic.

HONORABLE MAYOR AND CITY COUNCIL

February 27, 2018

Subject: Council Initiated Priorities Update

Page 3

- **Autumn, Montgomery and Bird Corridor Study** (February 14, 2018)
Exploration of a traffic study with recommendation for the Autumn-Montgomery-Bird corridor between Coe and Coleman Avenues.

Staff provided an overview of several development projects in the corridor and types of traffic review processes that will occur with those developments.

NEXT COUNCIL PRIORITY SETTING SESSION

The next session will be scheduled to take place in May 2018 to better align to the annual budget process in ensuring priorities are resourced as appropriate.

/s/

LEE WILCOX

Chief of Staff

Office of the City Manager

For questions, please contact Lee Wilcox, City Manager's Office Chief of Staff, at (408) 535-4873.

Attachment A: Council Initiated Policy Priorities

Attachment B: Council Initiated Policy Priorities by Department

**Council Initiated Policy Priorities
(as set by Council on 10/17/17)**

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
1	<p>Update the City's Rental Rights and Referrals Program Explore modifications to strengthen the City's rent control ordinance (rent registry, notices of rent increase, banking); and the creation of ordinances to address retaliatory evictions, income discrimination, major capital improvement pass-through, displacement and relocation (Ellis).</p>	<p>Housing Lead Staff: Rachel VanderVeen Support: City Attorney</p>	Kim Welsh	<p>On May 17, 2016, the City Council adopted the Interim Apartment Rent Ordinance. The 5% annual allowable rent increase took effect on June 17, 2016. On August 23, 2016, Council approved regulations to implement the fair return process as part of the Interim Ordinance. The fair return process was implemented starting September 27, 2016. On April 18, 2017, the City Council approved the Ellis Act Ordinance, which provides protections to tenants in apartments being removed from the rental market. On May 9, 2017, the City Council passed the Tenant Protection Ordinance, which provides just cause eviction protections to tenants living in over 80,000 apartments in San Jose. On November 14, 2017, the City Council approved the updated Apartment Rent Ordinance and Regulations.</p> <p>Project Completion: 90%</p>	<p>The Housing Department plans to return to the City Council with all remaining referrals related to the Apartment Rent Ordinance, Tenant Protection Ordinance and Ellis Act Ordinance in spring 2018. Additionally, a recommendation regarding Source of Income Discrimination will be brought to City Council for consideration in spring 2018.</p>

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
2	<p>Local Hiring/Local Business/Apprentice Utilization Program</p> <p>Create policies encouraging the hiring of local workers and contracting of local and small businesses, using the City of Sunnyvale's recently approved program as a model.</p>	<p>Public Works</p> <p>Lead Staff: Christopher Hickey</p> <p>Support: City Attorney's Office /Office of Economic Development</p>	Kim Walesh	<p>An update on the Labor Market Study was provided to Community and Economic Development Committee on September 25, 2017. Staff was asked to clarify the scope of work and to return with an information memo. Public Works issued a memo on November 14, 2017 clarifying the scope of work and specific data to be collected. The consultant agreement to perform this work is in development.</p> <p>At the October 24, 2017 Council Meeting, staff was directed to begin negotiations on a Community Workforce Agreement/ Project Labor Agreement. Public Works Director initiated negotiations, ultimately failing to come to terms with the Santa Clara & San Benito Build Trades Council.</p> <p>Project Completion: 40%</p>	<p>Labor Market Study: Staff to return to Community and Economic Development Committee in September 2018 with the final report assessing the current and forecasted demand and supply for construction workers for public and private construction projects.</p>

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
3	<p>Mobile Home Conversions Review and potentially amend the Mobile Home Conversion Ordinance to address the protection of health, safety and welfare of mobile home park residents, including any needed General Plan amendments.</p>	<p>PBCE</p> <p>Lead Staff: Jared Hart</p> <p>Support: City Attorney's Office/Housing</p>	<p>Kim Walesh</p>	<p>The City Council adopted a New Mobile Home Park Conversion Policy (February 23, 2016), Zoning Code amendments (February 23, 2016 and May 16, 2017) and General Plan text amendments (May 16, 2017) to further the protection of mobile home parks. In response to Council direction on May 16, 2017, staff prepared analysis of proposed general plan land use overlay amendments for mobile home parks and review of recommendations from the Law Foundation of Silicon Valley regarding protection of mobile home park residents. Additionally, staff has completed analysis and options for the Opt-In alternative.</p> <p>While staff analysis has been completed, taking the item to Council has been delayed as other Housing items were the priority (Apartment Rent Ordinance, Bridge Communities) and PBCE staff was focused on the Evergreen Initiative.</p> <p>Project Completion: 75%</p>	<p>To Council in March 13, 2018.</p>

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
4	<p>Housing Rehabilitation Program (Homeless Veterans Vouchers) Develop a program using the Low and Moderate Income Housing Asset Fund (LMIHA) in the City's Affordable Housing Investment Plan to establish a housing rehabilitation program incentivizing landlords to participate in housing voucher or coupon programs for homeless veterans.</p>	<p>Housing Lead staff: James Stagi</p>	<p>Lee Wilcox</p>	<p>Council approved a recommended program structure on June 28, 2016. The Housing Department launched the program to rental properties owners on November 10, 2016.</p> <p>After determining that LMIHA funding was an ineligible source of funding for this program, the Housing Department allocated a portion of it federal Community Development Block Grant (CDBG) funding. While experiencing ongoing challenges implementing the program's federal funding requirements, the Housing Department opted to switch to the newly available Housing Authority Litigation Award (HALA) funding in November 2017. Given the flexibility of the HALA funds compared to CDBG, Housing Department staff believes that the program will have greater appeal to rental owners and will begin proactively marketing the revised program again in early 2018. The program currently has two approved projects that will house four homeless veterans. The Departments goal is to complete the first Rehabilitation project before the end of the fiscal year.</p> <p>Project Completion: 90%</p>	<p>The Housing Department will be submitting an information memorandum to City Council by June 2018 with an update on the program.</p>

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
5	Disadvantaged Business Enterprises Explore expanding existing Disadvantaged Business Enterprises (DBE) program beyond Airport to other City departments and contracts.	Public Works Lead staff: Christopher Hickey Support: City Attorney's Office/Department of Transportation/ Environmental Services Department	Kim Welsh	The consultants have completed internal stakeholders interviews, identified and interviewed key external stakeholders, researched other DBE or similar programs, and distributed a City approved contractor's survey. Project Completion: 80%	Staff to return to the Community and Economic Development Committee in June 2018 with a final report and recommendations related to increasing small and local business participation in City-related procurements.
6	Electronic Billboards Options for public and private property that will allow electronic digital off-site advertising signs or billboard installations.	PBCE/Economic Development Lead PBCE staff: Art Henriques Lead Economic Development staff: Blage Zelalich	Kim Welsh	Staff provided a status report of the phased workplan at the November 27, 2017 Community and Economic Development Committee meeting. The Committee directed staff to look at the possibility for publicly-owned sites such as those owned by VTA and school districts being expedited, the addition of working with advertising entities, and on refining the timeline. At the December 19, 2017 Council meeting, staff shared that under the First Amendment, advertising on public-entity-owned properties must be treated by the City in the same manner as privately-owned properties and recommended that Phase I of the workplan remain as is. Council voted to approve staff recommendation, including the workplan timeline, directed staff to continue to work with industry reps, and to provide an update to CED Committee in first quarter 2018. Project Completion: 30%	Staff to return to Community and Economic Development Committee on March 26, 2018, with a verbal progress update.

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
7	<p>Downtown and/or Citywide Parks Operations and Maintenance Financing District</p> <p>To study and make recommendations to the City Council for a long term financing district for parks operations and maintenance. The study will look at citywide and downtown as options.</p>	<p>PRNS</p> <p>Lead staff: Matt Cano</p> <p>Support: CAO/ PBCE/PW</p>	<p>Kip Harkness</p>	<p>On November 28, 2017 as part of Item 5.1, PRNS provided an update on the status of the Greenprint Update. The <i>Greenprint</i> establishes the vision and mission for the future of the Parks, Recreation and Neighborhood Services (PRNS) Department. The <i>Greenprint</i> is a 20-year strategic plan to guide the stewardship and expansion of parks, recreation facilities and community services. At this City Council meeting, PRNS also received approval from the Mayor and City Council to continue investigating a funding feasibility study, which provides analysis of potential funding mechanisms available to the City, which would support recommendations and initiatives identified in the <i>Greenprint</i>, such as operations, services, maintenance, and capital improvements for park and recreational facilities. As a next step, PRNS, in coordination with the CMO, will be performing polling in early 2018 and report back to the Mayor and City Council in spring 2018 for discussion of potential revenue measures.</p> <p>Project Completion: 45%</p>	<p>Staff will return to Council in Spring 2018 with recommendations, based on polling results and park needs, for Council consideration.</p>

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
8	<p>Development of a Soft-Story Retrofit Program Explore developing a program to incentivize the seismic retrofit of multifamily soft-story buildings. An incentive program may motivate owners to retrofit inadequate structures that pose a safety risk to over 24,000 San Jose residents who live in the approximately 1,093 "soft-story" buildings.</p>	<p>Housing</p> <p>Lead Staff: Kristen Clements</p> <p>Support: PBCE</p>	Kip Harkness	<p>Staff submitted an application for a State OES/FEMA Grant but after close review, the State determined that the proposed project planning and scoping was not eligible under the planning grant. CalOES encouraged the City to apply for a second grant program recently made available that includes planning and project implementation opportunities. Staff has submitted a Notice of Interest in a Governor's Office of Emergency Management planning grant to develop a soft-story retrofit program. An internal team has been created and will work together to develop options for the City Council to consider.</p> <p>Project Completion: 20%</p>	Staff plans to bring preliminary findings and a possible framework for a soft story program to the City Council in spring 2018.

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
9	<p>Accessory Dwelling Units & Garage Conversion Ordinance</p> <p><i>Accessory Dwelling Units:</i> -Support the Planning Department's recommendations to revise the Zoning Code to ensure that the City's Second Unit Ordinance is in conformance with the provisions of Senate Bill 1069 (Wieckowski), which requires jurisdictions to relax some requirements for second units, also called accessory dwelling units; -Direct the Administration to: (a) Eliminate any impediments to the conversion of detached garages or other accessory units to residential use; (b) Consider changes that would increase the number of potential lots in R-2 zones; (c) Study an amnesty program that would legalize illegal non-conforming accessory dwellings as long as they are brought up to the standards included in the City's ordinance; (d) Encourage a robust public information effort to help residents understand the potential for second units, and the process for development.</p> <p>[continued on next page]</p>	<p>PBCE</p> <p>Lead staff: Michael Brilliot</p> <p>Support: Housing/City Attorney's Office</p>	Kim Welsh	<p>Policy/Ordinance staff member returned from leave at the end of January 2018; Accessory Dwelling Units (ADUs) will be the #1 priority work item.</p> <p>Funding for the "How to" video has been secured and the video will be completed in spring 2018. Extensive outreach, community meetings and focus groups are occurring in February and March.</p> <p>Project Completion: 30%</p>	Staff to return to the City Council in June 2018 with report.

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
	<p>Accessory Dwelling Units & Garage Conversion Ordinance [continued]</p> <p>-Additionally, to "Not require for the secondary dwelling a minimum area of 80 s.f. of private open space with a minimum width of 8 feet."</p> <p><i>Garage Conversion Ordinance:</i> -An ordinance to establish procedures whereby owner-occupants of single-family residential real property on which certain illegal garage conversions now exist would have a limited time to seek to legalize converted garages. Landlords could be required to provide some affordable housing in exchange for the legalized unit. Explore the possibility of reducing the parking requirements if the unit's close enough to a major transit stop.</p>				

<p>10</p>	<p>Personal Care Business Compliance Initiative -A registry requiring all personal care businesses that provide any form of massage services to annually register prior to obtaining a business tax certificate with an additional cost-recovery fee for a City employee position to proactively coordinate administrative processes and inspection for compliance. -A moratorium on the distribution of new massage parlor permits to all personal care businesses that provide any form of massage services during the initiative development up to a period of one year with an option to extend per Council's approval. - Conduct outreach and discussion with industry business professionals.</p>	<p>Police</p> <p>Lead staff: Lt. Paul Messier Sgt. Rick Galea Lt. Todd Trayer</p> <p>Support: PBCE/City Attorney</p>	<p>Jennifer Maguire</p>	<p>Staff's first priority is addressing massage businesses that are believed to be engaged in prostitution and human trafficking. Staff has launched a landlord-focused campaign, using sworn staff from the Police Department and dedicated staff from Code Enforcement.</p> <p>In addition to conducting undercover operations, the Vice Unit is supplementing enforcement efforts with a Property Owner Education Program. The Vice Unit continues to identify personal care businesses where reviews have been posted on websites advertising and reviewing "erotic massage" (or prostitution). At present, there are 193 such businesses identified in San José. The Vice Unit is contacting the property owners renting to these massage businesses and advising them of local and state laws and potential legal repercussions.</p> <p>Additionally, in the 2017-2018 adopted budget, Council approved adding one Code Enforcement inspector dedicated to massage businesses. This position is budgeted to be cost recovery through the massage permit fees. Code Enforcement is issuing compliance orders to property and business owners operating massage businesses located in ineligible zoning districts, without police permits, and/or under police investigation. Code Enforcement is also performing routine inspections and issuing citations for confirmed violations of the massage ordinance.</p> <p>Staff is tracking the results of this new proactive approach for the next few months. In the spring, with some data in</p>	<p>An update was provided to PSFSS on September 21, 2017. Based on Committee direction received at that meeting, staff will return to the PSFSS Committee in September 2018 with an update on massage parlor operating regulations and enforcement efforts with the understanding that the moratorium on the issuance of massage parlor permits as part of the Personal Care Business Compliance Initiative has not yet been implemented, but is to be explored and possibly implemented over the next year.</p>
------------------	---	---	--------------------------------	--	--

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
	<p>Personal Care Business Compliance Initiative [continued]</p>			<p>hand, staff will revisit the moratorium as well as researching best practices from other jurisdictions, policy alternatives, and implementation strategies.</p> <p>The Police Department Permits Unit currently is tracking massage businesses that apply for permits and keeping a registry of those businesses.</p> <p>The current massage ordinance contains exemptions for massage offered at medical offices, state-licensed massage schools, full service salons, and athletic clubs. Requiring these exempted uses to obtain a City massage permit will require amending Chapter 6.44 of the Municipal Code to delete the exemptions. Doing will require public outreach and policy work, as well as additional staffing in the Permits unit to issue permits and Planning, Building and Code Enforcement to issue Zoning Letters. Staff plans to evaluate this direction more fully as part of the policy analysis described above.</p> <p>Project Completion: 20%</p>	

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
11	North San José Policy Review Review of North San José development policies, fees, and development capacity allocations.	PBCE Lead staff: Rosalynn Hughey OED Lead staff: Chris Burton Support: OED/ DOT/PW	Kim Welsh	Code changes and GP amendments to allow flexibility for retail and service commercial uses completed; approved by Council on December 12, 2017. [Note: an update to the Policy to allow 4,000 additional housing units, per Mayor’s Housing Plan, will be conducted in 2018] Project Completion: 100%	COMPLETE
12	Commercial Impact Fee for Affordable Housing Research the potential of a non-residential development fee as an additional source of revenue for affordable housing development.	Housing Lead staff: Patrick Heisinger Support: CAO/PBCE/OED	Kim Welsh	As directed, staff has followed the progress of the Regional Nexus Studies on impact fees for affordable housing undertaken by jurisdictions in Santa Clara and Alameda Counties over the past two years. Staff issued an Information Memorandum on cities’ commercial impact fees, including those for five cities in Santa Clara County. Project Completion: 95%	Staff plans to return to the City Council with a final report of the Regional Nexus Studies in 2018 after Milpitas considers its commercial impact fees.
13	Safe Parking Program Explore and develop an ordinance which would allow for a legal use of “safe parking” in public and privately-owned parking lots for people who live in their vehicles.	PBCE Lead staff: TBD Support: Housing/City Attorney’s Office	Kim Welsh	Staff has completed research on potential safe parking programs. Project Completion: 10%	TBD
14	Private Property Graffiti Abatement Ordinance Ordinance that will allow staff to warn private property owners to abate graffiti on their property within 72 hours, or the City will abate the graffiti and bill the property owner.	PBCE Lead staff: TBD Support: TBD	Kim Welsh	Due to limited staff resources and staff focus on higher prioritized Council items, no work has been initiated on this item. Project Completion: 0%	TBD

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
15	Downtown Zoning Code Update (Responding to the Housing Crisis) Eliminate parking requirements, establish height minimums, and establish minimum residential densities for residential uses Downtown. Also establish requirements for retail, restaurants or other active ground floor uses on streets with sufficient visibility or foot traffic.	PBCE Lead staff: TBD Support: TBD	Kim Welsh	Staff will develop a work plan and identify staff resources for this item in spring 2018. Project Completion: 0%	TBD
16	Impact Fee Deferred Payment Program for Housing (Responding to the Housing Crisis) Consider allowing deferral of payment of impact fees on GP 2040-compliant housing construction to enable payments streams to align with project revenues. Explore financing mechanisms that could allow for-sale housing projects to pay fees over time, at higher aggregate amounts than currently – but reduce the up-front burden.	PBCE Lead staff: TBD Support: TBD	Kim Welsh	 Project Completion:0%	TBD
17	Develop Innovation Strategies to Hire Crossing Guards Develop new and innovative strategies to hire crossing guards.	Police Lead staff: TBD Support: Capt. Mike Kihmm Michelle Barte	Jennifer Maguire	Reassess staffing needs for total # of guards needed, explore & implement non-traditional recruitment approaches, saturate specific areas needed to backfill vacancies, participate in city events for recruitment tabling, participate in community efforts for recruitment, expedite online application and response times. Project Completion: 50%	TBD

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
18	Sanctioned Encampments Continue to explore the operation of a sanctioned encampment pilot to meet the immediate needs of unsheltered homeless people in the community.	Housing Lead staff: Jacky Morales-Ferrand Support: City Attorney's Office	Julie Edmonds-Mares	On December 8, 2017, the Housing Department issued a memorandum on Bridge Housing Communities (BHC) and included an analysis of alternative options for the City Council to consider. The development and annual costs for a sanctioned encampment community and a discussion on the benefits and challenges was included for Council consideration. The City Council directed the Housing staff to pursue the BHC proposal. Project Completion: 100%	COMPLETED
19	Anti-Displacement Preference Ordinance Explore the development of policy that will allow a set-aside in affordable housing developments that prioritizes residents who are being displaced that live in low-income neighborhoods undergoing displacement and/or gentrification.	Housing Lead staff: Kristen Clements	Kim Walesh	Staff presented on proposed Tenant Preferences to both the Housing and Community Development Commission (HCDC) and to the Community and Economic Development Committee in October 2017. Per their direction, the City Attorney's Office is currently doing further legal research on different types of preferences to help HCDC and CEDC finalize their recommendations to City Council on which Tenant Preferences that staff should pursue. Project Completion: 20%	Staff and the City Attorney's Office will return with additional legal analysis to HCDC and Community and Economic Development Committee on April 23, 2018. Staff's request will be to receive direction on which preferences to bring to the City Council and seek Council direction on which policies to develop.
20	Update Urban Design Guidelines Update citywide urban design guidelines for our key commercial districts, including Downtown and Berryessa.	PBCE Lead staff: Tim Rood	Kim Walesh	A new planner has been hired and started on December 31, 2017. The Planner will prioritize development of a work plan and schedule, including possible consultant resources. Project Completion: 5%	Staff to return to the City Council in fall 2018 with report.

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
21	<p>Food and Clothing Distribution at City Parks Review and update the Municipal Code policy regarding the distribution of food and clothing at City Parks.</p>	<p>PRNS</p> <p>Lead staff: Mike Will</p> <p>Support: City Attorney's Office/ Office of Economic Development/Police/ Housing</p>	Kip Harkness	<p>Saint James Park has faced challenges in terms of public health, welfare, and safety aspects. For that reason, a public safety campaign to Educate-ReDirect-Enforce homeless feeding at Saint James Park has been initiated. The goal is to find a balanced solution to promote the park enjoyment, as well as enhanced safety and cleanliness. The "Educate" portion of the campaign has been launched with the installation of signage and a new webpage: http://www.sanjoseca.gov/howyoucanhelp, including information on:</p> <ol style="list-style-type: none"> 1. The Municipal codes that prohibit the distribution of food at parks; 2. Established food kitchens that help feed the homeless; and 3. Safely prepared meals and wrap-around services near the park for the homeless population. <p>The "ReDirect" element of the campaign is in process with identifying a food service provider that will fill the food gaps on the weekends. The last element, "Enforce," will take place once the Educate and ReDirect elements are fully implemented. A brief update was provided at the Community Plan to End Homelessness Study Session on October 20, 2017 and an informational memo was posted on December 21, 2017:¹ (http://files.constantcontact.com/7a210436601/3ec33d1f-5b37-4817-8efc-73dd71c9b85c.pdf).</p> <p>Project Completion: 35%</p>	Staff to return to the City Council in spring 2018 with report.

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
22	Smoke-Free Housing Explore a prohibition on smoking in multifamily housing units.	PBCE Lead staff: TBD Support: TBD	Kim Welsh	Due to limited staff resources and staff focus on higher prioritized items, a work plan for this item has not been initiated. Project Completion: 0%	TBD
23	Spurring High Density Development Along Transit Corridors Development of an incentive plan to spur investment in high-density development within the General Plan land use designation "transit residential" by exploring a targeted decrease in the \$17/square foot Housing Impact Fee and other fees, to include looking at alternative payment schedules to the current up-front payment requirement.	PBCE Lead staff: TBD	Kim Welsh	Due to limited staff resources and staff focus on higher prioritized items, a work plan for this item has not been initiated. Project Completion: 0%	TBD
24	Riparian Corridors and Bird Safe Design Develop a work plan to: -Study the impacts of bird strikes in San José; -Explore the implications of incorporating current voluntary bird-safe design measures as a City-wide requirement along riparian habitats, creek corridors and open spaces; and -Evaluate if additional environmental review may be needed to implement a citywide program.	PBCE Lead staff: TBD	Kim Welsh	Due to limited staff resources and staff focus on higher prioritized items, a work plan for this item has not been initiated. Project Completion: 0%	TBD

	Policy/Ordinance Name Description	Lead Dept./Staff Support Departments	CMO Lead	What We Are Doing	When Will It Come to Committee or Council?
25	Downtown Active Storefronts Initiative Penalty fees for storefronts that been inactive over one year; allocation of all collected penalty fees toward an incentive program that assists property owners in activating their storefronts; exploration of new tools and recommendations that will require new development in the PBID to activate ground floor space or storefronts. To include citywide business districts or commercial areas.	Economic Development Lead staff: Blage Zelalich Support: Planning, Building, and Code Enforcement, City Attorney's Office	Kim Welsh	Council approved staff's recommendation for a mandatory vacant storefront registration program Downtown in November 2017. Staff is currently working on revising the pertinent city ordinances and will bring the ordinance changes back to City Council for approval in April. Outreach and education will occur in June, after the ordinance becomes effective in May and enforcement will begin July 1. Project Completion: 90%	Tentative Council date for the first reading of the revised ordinance is April 10. Second reading is April 24, with the ordinance taking effect May 25.
26	San José is Open for Business/Legal Non-Conforming Uses Clarify Title 20 to reduce the evidentiary burdens for businesses and property owners seeking to establish a longstanding, legal nonconforming use.	PBCE Lead staff: TBD Support: City Attorney's Office	Kim Welsh	Due to limited staff resources and staff focus on higher prioritized items, a work plan for this item has not been initiated. Project Completion: 0%	TBD
27	Medical Marijuana Explore whether to allow medical marijuana distributors, manufacturers, and testing labs to operate in San José, and if so, how many and where. (Note: marijuana land use and regulatory issues could be impacted by the outcome of Proposition 64 on the November 8, 2016 California ballot.)	Police/Lead staff: Wendy Sollazzi Support: PBCE	Michelle McGurk	The three State cannabis licensing authorities developed emergency regulations based on the new law for the commercial medicinal and adult-use cannabis industries. The licensing authorities are using the emergency rule-making process for the new proposed regulations. The emergency regulations were published in fall 2017. The implementation date for the issuance of commercial cannabis licenses is: January 1, 2018. Project Completion: 25%	Policy recommendations to Council in May 2018.

Council Initiated Policy Priorities (Grouped by Department)
(as set by Council on 10/17/17)

Rank	Lead Dept./Staff	Policy/Ordinance Name
25	Economic Development Lead Staff: Blage Zelalich	Downtown Active Storefronts Initiative
1	Housing Lead Staff: Rachel VanderVeen	Update the City's Rental Rights and Referrals Program
4	Housing Lead Staff: James Stagi	Housing Rehabilitation Program (Homeless Veterans Vouchers)
8	Housing Lead Staff: Kristen Clements	Development of a Soft-Story Retrofit Program
12	Housing Lead Staff: Patrick Heisinger	Commercial Impact Fee for Affordable Housing
18	Housing Lead Staff: Jacky Morales-Ferrand	Sanctioned Encampments
19	Housing Lead Staff: Kristen Clements	Anti-Displacement Preference Ordinance
7	PRNS Lead Staff: Matt Cano	Downtown and/or Citywide Parks Operations and Maintenance Financing District
21	PRNS Lead Staff: Mike Will	Food and Clothing Distribution at City Parks
2	Public Works Lead Staff: Christopher Hickey	Local Hiring/Local Business/Apprentice Utilization Program
5	Public Works Lead Staff: Christopher Hickey	Disadvantaged Business Enterprises
10	Police/Lead Staff: Lt. Paul Messier; Sgt. Rick Galea; Lt. Todd Trayer	Personal Care Business Compliance Initiative
17	Police Lead Staff: TBD	Develop Innovation Strategies to Hire Crossing Guards
27	Police Lead Staff: Wendy Sollazzi	Medical Marijuana

Rank	Lead Dept./Staff	Policy/Ordinance Name
6	PBCE/Economic Development Lead PBCE Staff: Art Heniques Lead OED Staff: Blage Zelalich	Electronic Billboards
3	PBCE Lead Staff: Jared Hart	Mobile Home Conversions
6	PBCE/Economic Development Lead PBCE Staff: Art Heniques Lead OED Staff: Blage Zelalich	Electronic Billboards
9	PBCE Lead Staff: Michael Brilliot	Accessory Dwelling Units & Garage Conversion Ordinance
11	PBCE Lead Staff: Rosalynn Hughey OED Lead Staff: Chris Burton	North San José Policy Review
13	PBCE Lead Staff: TBD	Safe Parking Program
14	PBCE Lead Staff: TBD	Private Property Graffiti Abatement Ordinance
15	PBCE Lead Staff: TBD	Downtown Zoning Code Update (Responding to the Housing Crisis)
16	PBCE Lead Staff: TBD	Impact Fee Deferred Payment Program for Housing (Responding to the Housing Crisis)
20	PBCE Lead Staff: Tim Rood	Update Urban Design Guidelines
22	PBCE Lead Staff: TBD	Smoke-Free Housing
24	PBCE Lead Staff: TBD	Riparian Corridors and Bird Safe Design
26	PBCE Lead Staff: TBD	San José is Open for Business/Legal Non-Conforming Uses
23	Dept Lead Staff: TBD	Spurring High Density Development Along Transit Corridors

Key:

Office of Economic Development
Housing Department
Parks, Recreation and Neighborhood Services Department
Public Works Department
Police Department
Planning, Building and Code Enforcement
Unassigned