



Memorandum

TO: MAYOR LICCARDO

FROM: Vice Mayor Jones

SUBJECT: BUDGET DOCUMENT

DATE: 5/26/2021

Approved

Date 5/26/2021

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Planning Communications Coordinator

Amount of City Funding Required: \$175,500

This change is:

One-time Ongoing

Cost Estimate Number (if applicable):61

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

The Planning Communication Coordinator would act as a constituent liaison and would be responsible for replying to resident concerns regarding the high profile projects in the district that currently falls on the shoulders of individual Project Managers who are occupied with their technical planning review and management of project applications. They would differ from Council staff by having access to Planning programs such as AMANDA as well as the ability to accurately respond to technical comments and concerns from residents.

Additionally, this role would be responsible for due diligence, research and coordination needed as a result of Planning Director and Councilmember/Mayor one-on-one meetings and reporting back any questions or concerns the Councilmember or Mayor had from Planning Staff. Currently the Planning Director and Staff spend countless hours per week uncovering answers and providing follow-up to questions and concerns resulting from one-on-one meetings.

Due to the cost-recovery nature of the Planning Staff budget and responsibilities, they are unable to prioritize or appropriately log time spent responding to communication and inquiries that do not link directly to an officially submitted application for which fees have been paid. This role would allow Planning

Staff to focus on their technical review while allowing a qualified communications professional with a land use background to take on primary communication with Council, and residents' concerns with high profile and conspicuous projects, in addition to general inquiries related to entitlement processes and requirements. This type of role is common in other large city planning departments, such as LA.

Funding Source

X Essential Services Reserve: General Fund-Personal Services

Other (Please specify program/project/fund):

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

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Department or Organization: Planning

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