

# Council Policy Prioritization: Early Consideration Response Form

|                           |  |   |                           |      |            |
|---------------------------|--|---|---------------------------|------|------------|
| Department                | <u>City Manager's Office</u>                       | Rules Date  | <u>1.26.22</u>            | Item | <u>G.2</u> |
| Department Rep. Name/Ext. | <u>Carolina Camarena</u>                           | Council Member Sponsorship                            | <u>Mayor Sam Liccardo</u> |      |            |
| Policy/Ordinance Subject  | <u>Communicating District Changes to Residents</u> | <u>Councilmembers Jimenez, Cohen, Foley and Mahan</u> |                           |      |            |

| Staff Recommendation  |                                   |  |   |   |   |   |  |  |                                  |  |   |  |  |  |
|---|-----------------------------------|--|---|---|---|---|--|--|----------------------------------|--|---|--|--|--|
| <input checked="" type="checkbox"/> <b>GREEN</b> Adopt based on tradeoffs outlined on next page   |                                   |  |   | <input type="checkbox"/> <b>YELLOW</b> Send to Priority Setting Process |   |   |  | <input type="checkbox"/> <b>RED</b> Recommend Council not adopt nominated idea |                                  |  |   | <input type="checkbox"/> <b>NEEDS CLARIFICATION OR MORE TIME TO EVALUATE</b>     |  |  |
| Staff Evaluation  |                                   |  |   |   |   |   |  |  |                                  |  |   |  |  |  |
| Is this aligned with City Roadmap?  |                                   |  |   | Is this already underway in a Department work plan?                     |   |   |  | Is this time critical or an emergency?   |                                  |  |   | Will this require substantial resources, staffing, budget, or strategic support? |  |  |
| <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No   |                                   |  |   | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No     |   |   |  | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No            |                                  |  |   | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No              |  |  |
| Criterion to Determine Scale of Project Complexity  |                                   |  |   |   |   |   |  |  |                                  |  |   |  |  |  |
| Project complexity is determined by scoring the project in each of the 3 criteria below and then summing the score.   |                                   |  |   |   |   |   |  |  |                                  |  |   |  |  |  |
| a. Low Complexity is a sum of 6 or less.<br>b. Medium Complexity is a sum of 7 – 9. <span style="float: right;">Total Score = 9</span><br>c. High Complexity is a sum of 10 or greater. |                                   |  |   |   |   |   |  |  |                                  |  |   |  |  |  |
| Scoring Criterion   |                                   |  | <b>Low Complexity</b>   |   |   |   | <b>Medium Complexity</b>   |  |                                  |  | <b>High Complexity</b>  |  |  |  |
|   | Estimated Duration                |  | 6 – 9 months <input checked="" type="checkbox"/> = 1                                |   |   |   | 9 - 18 months <input type="checkbox"/> = 2   |  |                                  |  | More than 18 months <input type="checkbox"/> = 3  |  |  |  |
|   | (Internal)                        |  | Can Easily be Absorbed into Existing Work Plan <input type="checkbox"/> = 1         |   |   |   | Planned Work (Future) <input checked="" type="checkbox"/> = 2                              |  |                                  |  | Work Not Currently Proposed <input type="checkbox"/> = 3  |  |  |  |
|   |                                   |  | Have staff with required skillset/knowledge <input checked="" type="checkbox"/> = 1 |   |   |   | Have staff with required skillset/ requires moderate research <input type="checkbox"/> = 2 |  |                                  |  | Do not have staff with required skillset/requires significant research <input type="checkbox"/> = 3 |  |  |  |
|   |                                   |  | Less than or equal 2 staff required <input type="checkbox"/> = 1                    |   |   |   | 3 - 4 staff required <input checked="" type="checkbox"/> = 2                               |  |                                  |  | More than 5 staff required <input type="checkbox"/> = 3   |  |  |  |
| (External)  |                                   | 1 Additional Department <input type="checkbox"/> = 1 |   |   |   | 2 Other Departments Involved <input type="checkbox"/> = 2 |  |  |                                  | 3 or more Departments Involved <input checked="" type="checkbox"/> = 3 |   |  |  |  |
| DEPT. Required  | <input type="checkbox"/> Airport  | <input type="checkbox"/> Auditor                     | <input type="checkbox"/> CMO  | <input checked="" type="checkbox"/> CMO – Communications                | <input type="checkbox"/> OED/CA           | <input type="checkbox"/> ESD                              | <input type="checkbox"/> Fire  | <input type="checkbox"/> HR  | <input type="checkbox"/> IT      | <input type="checkbox"/> PRNS  | <input type="checkbox"/> Police   | <input type="checkbox"/> Retirement  |  |  |
|   | <input type="checkbox"/> Attorney | <input checked="" type="checkbox"/> Clerk            | <input type="checkbox"/> CMO – Budget   | <input type="checkbox"/> CMO –  | <input type="checkbox"/> Community Energy | <input type="checkbox"/> Finance                          | <input type="checkbox"/> Housing   | <input type="checkbox"/> IPA   | <input type="checkbox"/> Library | <input type="checkbox"/> PBCE  | <input checked="" type="checkbox"/> PW  | <input type="checkbox"/> DOT   |  |  |

CMO Approval: Lee Wilcox /s/ Date 1-24-22

| Analysis  |
|---|
| <p><b>Explain the rationale for staff recommendation, including any mitigating factors that need to be considered (recent legislative action, significant work plan changes, etc.). Please address the following as well.</b></p>   |
| <p>GREEN LIGHT: The Administration can implement this Nominated Idea under its current work plan. Item should be sent to Council to add to Department work plan. (1) How will the Idea be approached? (2) If adopted, what is its impact and/or tradeoff to the City Roadmap or to a Department work plan, including strategic support? (3) What is the minimum viable scope to move the Idea forward and reduce its complexity?</p>  |
| <p>1 - The CMO Communications Office, in partnership with the City Clerk and Public Works, has developed an outreach plan that identifies the target audience and best outreach tactics to inform those impacted by the change.</p> <p>2 - If adopted, the CMO Communications Office workplan will be re-prioritized to focus on this important and timely project.</p> <p>3 - The minimum viable scope to move the idea forward has been addressed in the outreach plan noted above - see #1.</p> <p>Memo Recommendations</p> <p>1 - Cost has been identified as part of the outreach plan that is underway -preliminarily estimated at \$100,000 and will be included in the 2021-2022 Mid-Year Budget Review report for City Council Consideration on February 8, 2022.</p> <p>2- The CMO Communications Office, in partnership with the City Clerk and Public Works, has developed an outreach plan that identifies the target audience and best outreach tactics to inform those impacted by the change.</p> |
| <p>YELLOW LIGHT: The Administration recommends Council send this Nominated Idea to the Priority Setting Process due to (describe cost implications, workload impacts, or other factors).</p>  |
|   |
| <p>RED LIGHT: The Administration recommends Council not adopt this Nominated Idea due to (describe reason implementation would be difficult if not impossible – conflict with other laws, etc.).</p>  |
|   |