



# Council Policy Prioritization: Early Consideration Response Form

Department PBCE, PW and OEDCA  
 Department Rep. Name/Ext. Rachel Roberts/7719; J. Guevara/807-1801; Blage Zelalich/535-8181  
 Policy/Ordinance Subject Reading Downtown for the Next Wave of Growth and Greater Vibrancy

Rules Date 11-30-22 Item C.4  
 Council Member Sponsorship Mayor Liccardo  
CM Peralez

### Staff Recommendation

<input checked="" type="checkbox"/> <b>GREEN</b> Adopt based on tradeoffs outlined on next page	<input type="checkbox"/> <b>YELLOW</b> Refer to Priority Setting or to Budget 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>
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### Staff Evaluation

Is this aligned with City Roadmap? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Is this already underway in a Department work plan? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Is this time critical or an emergency? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Will this require substantial resources, staffing, budget, or strategic support? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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### 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.  
 b. Medium Complexity is a sum of 7 – 9. Total Score = 10  
 c. High Complexity is a sum of 10 or greater.

Scoring Criterion	Low Complexity		Medium Complexity		High Complexity	
	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)	Organizational Complexity 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 type="checkbox"/> = 1	Have staff with required skillset/ requires moderate research <input checked="" 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 type="checkbox"/> CMO – Communications	<input checked="" 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 checked="" type="checkbox"/> Attorney	<input checked="" type="checkbox"/> Clerk	<input type="checkbox"/> CMO – Budget	<input type="checkbox"/> CMO –	<input type="checkbox"/> Community Energy	<input checked="" 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: /s/ Kip Harkness Date 11/29/2022

**Analysis**

**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.**

**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?

Recommendation 1a [Green] - (1) Public Works will prepare an Manager's Budget Addendum (MBA) as part of the Fiscal Year 2023-2024 budget process that addresses the potential for additional staffing for downtown construction coordination.  
(2) Scope of work is a process improvement to existing City Roadmap items for prioritized private development projects but will require reorganization with the potential new position(s);  
(3) Create budgeting scenarios for an efficient organization and process across the greater Downtown area for stakeholder engagement without duplicating coordination resources and efforts already implemented.

Recommendation 1b [Green] - While staff is unable to return in the first quarter of 2023, staff will return to Council with an MBA that outlines a work plan for the proposed revisions as well as the resources needed to realize this work. This item requires extensive coordination among departments, including PW, PBCE, DOT, OEDCA, and CAO. In the development of the work plan, staff will engage a diverse set of stakeholders, including the development community, utilities, VTA, and others to ensure their perspectives are incorporated.

Recommendation 2 [Green] -- Staff will return with a work plan to undertake revisions to the Code (including an assessment of the issues and strategies to meet objectives, research and benchmarking, outreach, determining scope of code changes, determining fines/enforcement tools, development of OKRs, development of proposed ordinance and related fines, and identifying resource needs to meet objectives), and based on that work plan, will author an MBA outlining staff resource needs for implementation.  
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**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).

**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.).

## Analysis (Continued)

(Continued from page 2)

### Recommendation 3 [Green]

Staff agrees that the City must do all we can to activate vacant storefronts. Staff will author an MBA through the FY 23-24 budget process for program(s) that address filling and activating vacant ground floor storefront sites in the downtown core including those mentioned in Mayor Liccardo's memorandum. In addition to identifying properties, staff will identify partners that can assist in the vacant storefront programming. Outreach will be conducted to property owners to encourage participation.