



# Memorandum

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**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** David Sykes

**SUBJECT:** COUNCIL PRIORITY  
SETTING SESSION

**DATE:** October 6, 2017

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## **RECOMMENDATION**

- (a) Approve new items for the Council Priority list.
- (b) Rank items on Council Priority list.

## **OUTCOME**

An updated, rank-ordered Council Priority list will be established.

## **BACKGROUND**

Over the past few years, Council has participated in priority-setting sessions at which the Council determined what potential or pending ordinances and policy initiatives held highest priority for completion in the year ahead. The priority-setting process has allowed the Administration to focus limited staff resources on those high priority initiatives.

The last priority-setting session was held on March 7, 2017. The Council approved and ranked items for the current Council Priority list. There are 24 items on the current Priority List (Attachment A-1), which is presented in priority order as ranked by Council. At the March 7, 2017 priority-setting session, Council approved the completion of 11 items.<sup>1</sup> In the seven months since the last session, no additional items have been completed. Staff has continued to work on the priority items, but with the March flood recovery efforts, the progress has been limited.

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<sup>1</sup> March 7, 2017 Council Priority Setting Session staff memorandum:  
[http://sanjose.granicus.com/MetaViewer.php?view\\_id=&event\\_id=2674&meta\\_id=619420](http://sanjose.granicus.com/MetaViewer.php?view_id=&event_id=2674&meta_id=619420)

## **ANALYSIS**

### ***N/3 METHODOLOGY***

Staff research indicates that a common rule for ranking items is to divide the number of items in the list by 3 (n/3) to determine the number of votes available for each individual. This maximizes the variation of items selected and helps minimize the number of tie votes. As such, this methodology is proposed throughout the Priority Setting process.

Due to the activity level in which staff is engaged in moving the top items forward, Council may consider freezing the first ten items on the Council Priority list established on March 7, 2017. These items would remain the top priorities established by Council.

Additionally, staff is recommending capping the Council Priority list. Staff believes that it would be counterproductive to allow the number of items to grow too long to accomplish any work on lower ranked items. There are two options Council may consider to achieve a cap:

- Limiting the list to 30-35 items; or
- Eliminating items that receive zero votes in the ranking process.

### ***OCTOBER 17 MEETING ACTIVITIES***

**Nominated Ideas Voting Process (Step 1):** Step 1 October 17 Council meeting is to vote on the list of Nominated Ideas (Attachment B), which were referred to priority setting through the early consideration process, to determine if they should move on to the Council Priority list. Staff will be issuing a supplemental memorandum by Friday, October 13, which provides staffs initial review of the nominated items. Council members will be given one third as many votes as there are Nominated Ideas (n/3). All ideas getting 5 or more favorable votes will move on to the ranking process.

Given that 22 ideas have been nominated, each Councilmember will be given 8 votes (22 items ÷ 3; staff has proposed to round numbers up). **Each Councilmember will be allocated 1 vote per item. Each Councilmember may vote for up to 8 items. Votes cannot be clustered; each member's votes must be distributed.** With 88 total votes ( 8 x 11 members) available, a maximum of 18 nominated items could move on to the ranking process described below.

Staff reviewed the Mayor's memorandum dated September 28, 2017<sup>2</sup>, identifying which items are recommended to go to the City Council's priority setting session on October, 17, 2017. To better facilitate the Council's priority setting process, staff grouped similar items under a singular topic header as described below. Staff will be issuing a supplemental memorandum to Council

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<sup>2</sup> Mayor's memorandum regarding *Responding to the Housing Crisis*:  
[http://sanjose.granicus.com/MetaViewer.php?meta\\_id=667033](http://sanjose.granicus.com/MetaViewer.php?meta_id=667033)

by Friday, October 13, that will discuss the (green light) work items within the Mayor's memo that staff can presently complete within its existing resources, and will discuss one (red light) item that staff is not recommending. This memo will also identify key issues that will need to be considered as staff completes many of the items identified in the Mayor's memo.

Additionally, in our Council Priorities information memorandum released on September 8, 2017, we inadvertently referred an item from Councilmember Rocha regarding San Jose Water to the priority session. This item will be heard at the October 24, 2017 Council meeting.

**Item Break:** Council will take up another agenda item while staff tally the ballots. Items receiving 5 votes will be added to the approved Council Priorities list.

### **Ranking Process (Step 2):**

With 24 items on the current Council Priority list, plus any new items identified in Step 1, will go through a forced ranking process. Councilmembers will be given n/3 as many votes as the total number of ideas on the Council Priority list. For instance, if 5 of the Nominated Ideas are added to the Priority list for a total of 29 items, then each Council member would get 10 votes. Councilmembers may elect to use some or all their allocated votes on any given item. The results will be ranked with those getting the most votes to be considered higher priorities.

**Implementation and Next Steps:** Staff will continue to work on higher ranked priority items, though progress will be tracked on all items. The rankings will help staff focus on the most important items. Practically speaking, those items with a higher ranking will see more progress than those with a lower ranking.

### **EVALUATION AND FOLLOW-UP**

In spring 2018, staff will provide Council with a quarterly update on the new Council Priority List. Additionally, it is anticipated that staff will schedule another Semiannual Council Priority Setting Session in the late spring/early summer.

### **PUBLIC OUTREACH**

This memorandum will be posted on the City's Council Agenda Website for the October 17, 2017 Council Meeting.

### **COMMISSION RECOMMENDATION/INPUT**

This item does not have input from a board or commission.

HONORABLE MAYOR AND CITY COUNCIL

October 6, 2017

**Subject: Council Priority Setting Session**

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**CEQA**

Not a Project, File No. PP17-009, Staff Reports, Assessments, Annual Reports, and Informational Memos that involve no approvals of any City actions.

A handwritten signature in black ink, appearing to read 'D. Sykes', with a stylized flourish at the end.

DAVID SYKES  
Assistant City Manager

For questions please contact David Sykes, Assistant City Manager, at 408-535-8185.

Attachments

A-1 – Current Council Priority List with Status Updates

A-2 – Current Council Priority List Grouped by Department

B – Nominated Ideas list

**Council Priorities**  
(as set by Council on 3/7/17)

	<b>Policy/Ordinance Name</b> Description	<b>Lead Dept./Staff</b> Support Departments	<b>CMO Lead</b>	<b>What We Are Doing</b>	<b>When Will It Come to Committee or Council?</b>
1	<p><b>Update the City’s Rental Rights and Referrals Program</b> 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><b>Housing/CAO</b>  Housing lead staff: Rachel VanderVeen</p>	<p><b>Kim Welsh</b></p>	<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 August 14, 2017, the Housing Department released a draft of the updated Apartment Rent Ordinance and Regulations. Staff is conducting public meetings with landlords and tenants to discuss the draft ordinance prior to presenting the updated law to the City Council.</p>	<p>The updated Apartment Rent Ordinance and Regulations are tentatively scheduled to come to City Council on October 24, 2017. The Housing Department plans to bring updates to the Tenant Protection Ordinance, Ellis Act Ordinance, and policy recommendations regarding Source of Income Discrimination prior to the end of the calendar year.</p>

	<b>Policy/Ordinance Name</b> Description	<b>Lead Dept./Staff</b> Support Departments	<b>CMO Lead</b>	<b>What We Are Doing</b>	<b>When Will It Come to Committee or Council?</b>
<b>2</b>	<b>Local Hiring/Local Business/Apprentice Utilization Program</b> 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.	<b>Public Works/</b> Lead Staff: Nina Grayson  Support: CAO/OED	<b>David Sykes</b>	Pursuing San Jose/Santa Clara County construction industry labor market study and engaging construction trades in discussions regarding apprentice supply issues and how City can assist. Federal Constitution and Charter issues will need to be analyzed. An update was provided to CED on September 25, 2017.	CWA/PLA Task Force Report scheduled for October 24, 2017 Council Meeting. An info memo dated August 4, 2017 provided an update on the progress of the Task Force.
<b>3</b>	<b>Mobile Home Conversions</b> 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.	<b>PBCE/Lead staff:</b> Jared Hart  Support: CAO/Housing	<b>Kim Walesh</b>	The City Council adopted a New MHP 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 has 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.	To Council in December 2017.
<b>4</b>	<b>Housing Rehabilitation Program (Homeless Veterans Vouchers)</b> Develop a program using the Low and Moderate Income Housing Asset Fund 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.	<b>Housing/Lead staff:</b> James Stagi	<b>Kim Walesh</b>	Council approved recommended program structure on June 28, 2016. The Housing Department launched the program to rental properties owners on November 10, 2016. The program currently has a pipeline of six properties that will house up to nine homeless veterans. The Departments goal is to complete the first Rehabilitation project before the end of the calendar year.	Staff will provide an update to CED Committee in October 2017.

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<b>5</b>	<b>Disadvantaged Business Enterprises</b> Explore expanding existing DBE program beyond Airport to other City departments and contracts.	<b>Public Works/</b> Lead staff: Nina Grayson  Support: CAO/DOT/ESD	<b>David Sykes</b>	The consultants were introduced and provided a presentation to CED on June 26, 2017.	Staff to return to CED in spring 2018 with report.
<b>6</b>	<b>Electronic Billboards</b> Options for public and private property that will allow electronic digital off-site advertising signs or billboard installations.	<b>PBCE/Economic Development</b>  Lead PBCE staff: Art Heniques  Lead OED staff: Blage Zelalich	<b>Kim Walesh</b>	On May 16, 2017, the City Council directed staff to implement the following items: 1. Workplan to investigate removal of existing barriers to off-site commercial advertising on public and privately-owned sites in the City. 2. Workplan for City-owned and City-controlled sites as identified in the April 12, 2017 memorandum to the CED committee.  Action:  Staff has initiated focus group meetings with key Interest Group on August 28 (Environmental) and on August 31 (Historic Preservation).  Ordinance update drafting and CEQA review items to follow. Additional meetings, developing the work plan for non-City owned and controlled sites including ordinance update drafting and CEQA review items) to follow.	Staff to report back to the CED Committee in November 2017, with recommendations for Ordinance updates and CEQA review related to the following items: 1. Allowing off-site advertising on non-City owned and controlled sites in the Downtown Sign Zone. 2. Updating the existing Billboard Relocation Program to address electronic digital billboards. 3. Revising regulation of public right-of-way Signage.

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7	<p><b>Downtown and/or Citywide Parks Operations and Maintenance Financing District</b></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><b>PRNS/Lead staff:</b> Matt Cano</p> <p><b>Support:</b> CAO/ PBCE/PW</p>	<b>Julie Edmonds-Mares</b>	<p>Staff has engaged with a consulting firm, MIG, who will be administering this study. MIG will be collaborating with the Trust for Public Land on the study. The scope of work for the Parks Maintenance District Study will research and analyze a range of special financing district options and potential funding mechanisms that the City may consider to fund the development of parks and recreation facilities, together with operations, maintenance, and programming. For each relevant local funding option, the study will examine the revenue raising capacity, the fiscal impact to government budgets and taxpayers, and how such options would be implemented. The study will provide case studies of where and how these mechanisms have been used by other jurisdictions. The scope also includes a public opinion survey to evaluate whether the electorate would favor supporting parks and recreation through new taxation. Similarly, the study will examine how the public has supported parks and open space in prior elections, as well as voter turnout trends in relation to competing priorities.</p>	<p>As reported to Council during the Greenprint Update on February 7, 2017, the Citywide Parks Maintenance District Study is anticipated to be ready in fall 2017, along with preliminary <i>Greenprint</i> policy and project recommendations to drive Council discussion.</p>



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<b>8</b>	<p><b>Development of a Soft-Story Retrofit Program</b></p> <p>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><b>Housing/Lead Staff:</b> Kristen Clements</p> <p><b>Support:</b> PBCE</p>	<b>Kim Walesh</b>	<p>Staff submitted a full application for State OES FEMA funding to be used for a soft story planning grant. Staff is starting to update existing research on soft story programs from other localities. Staff is also determining the best way to identify which structures in the City qualify as soft story. The Housing Department needs additional resources to pursue this program development, and is investigating use of an intern or fellow to augment its resources.</p>	<p>Staff plans to bring preliminary findings and a possible framework for a soft story program to Council committee in spring 2018.</p>

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<b>9</b>	<p><b>Accessory Dwelling Units &amp; Garage Conversion Ordinance</b></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><b>[continued on next page]</b></p>	<p><b>PBCE/Lead staff:</b> Michael Brilliot</p> <p>Support: Housing/CAO</p>	<b>Kim Walesh</b>	<p>Council adopted the ADU Ordinance in November 2016. Since then, staff has been working with CAO to analyze how an amnesty program would be possible. Feedback is that an amnesty program could not be limited to those who constructed illegally. Garage conversion legalization is similarly problematic. Staff will continue work to remove barriers and provide a status to Council in early 2018 (Note: The new Policy/Ordinance staff member is on extended leave through end of calendar year 2017.)</p> <p>Staff continues outreach on the adopted ADU Ordinance, including realtors, and will conduct additional public outreach meetings in fall 2017. Staff is also developing a "how to" video for homeowners.</p>	To Council early 2018.

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	<p><b>Accessory Dwelling Units &amp; Garage Conversion Ordinance</b> [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>				

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<b>10</b>	<p><b>Personal Care Business Compliance Initiative</b></p> <p>-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.</p> <p>-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.</p> <p>- Conduct outreach and discussion with industry business professionals.</p>	<p><b>Police/Lead staff:</b> Todd Trayer</p> <p><b>Support:</b> PBCE</p>	<b>Jennifer Maguire</b>	This requires amending Chapter 6.44 of the Municipal Code to delete the exemptions for medical offices, state-licensed massage schools, full service salons, and athletic clubs and require such uses to obtain a City massage permit. Implementing this change 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.	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.
<b>11</b>	<p><b>North San José Policy Review</b></p> <p>Review of North San José development policies, fees, and development capacity allocations.</p>	<p><b>PBCE/Lead staff:</b> Rosalynn Hughey</p> <p><b>OED Lead staff:</b> Chris Burton</p> <p><b>Support:</b> OED/ DOT/PW</p>	<b>Kim Walesh</b>	City staff is working with economic consultants (Strategic Economics) on a retail study to identify a specific retail strategy for North San Jose to inform various policy decisions regarding the North San Jose area. Findings from the retail study and near-term and mid-term staff recommendations were presented at the CED Committee meeting on March 27, 2017. The item was brought to Council on May 9, 2017. PBCE staff is working on the CEQA analysis on the near-term recommendation of making changes to the Zoning Ordinance to allow a broader range of local serving retail uses.	Code changes and minor GP amendments to Council in early 2018.

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<b>12</b>	<b>Spurring High Density Development Along Transit Corridors</b> 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.	<b>Dept/Lead staff:</b> TBD	<b>Kim Welsh</b>	TBD	TBD
<b>13</b>	<b>Anti-Displacement Preference Ordinance</b> 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.	<b>Housing/Lead staff:</b> Kristen Clements	<b>Kim Welsh</b>	Staff is researching other cities' tenant preference policies, and is conferring with the City Attorneys' Office to identify legal issues associated with different types of possible preferences.	Staff is scheduled to present to CED in October 2017. The presentation will review different types of preferences and will ask for direction on which preferences to research further.
<b>14</b>	<b>Update Urban Design Guidelines</b> Update citywide urban design guidelines for our key commercial districts, including Downtown and Berryessa.	<b>PBCE/Lead staff:</b> Tim Rood	<b>Kim Welsh</b>	In August 2014, PBCE was awarded a grant from the Knight Foundation to help fund a new position to update the City's Design Guidelines, including Downtown, Residential and Commercial. The new Planner IV position will be created in October 2017 and PBCE will undertake the recruitment process. It is anticipated that the position will be filled by the end of 2017/January 2018. The new planner will then develop a work plan and schedule to update the guidelines.	TBD

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<b>15</b>	<b>Riparian Corridors and Bird Safe Design</b> 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.	<b>PBCE/Lead staff:</b> TBD	<b>Kim Welsh</b>	No current activity. Staff is working on higher priority items. Staff will work on this item when the Policy/Ordinance staff member returns from extended leave in January 2018.	To Council in spring 2018.
<b>16</b>	<b>Commercial Impact Fee for Affordable Housing</b> Research the potential of a non-residential development fee as an additional source of revenue for affordable housing development.	<b>Housing/Lead staff:</b> Kristen Clements  <b>Support:</b> CAO/PBCE/OED	<b>Kim Welsh</b>	City Council postponed taking any action on the Commercial Impact Fee on December 15, 2015. Staff plans to update the City Council and the public through an information memo on the status of commercial impact fees in nearby communities in fall 2017.	TBD
<b>17</b>	<b>Downtown Active Storefronts Initiative</b> 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.	<b>Economic Development/</b> <b>Lead staff:</b> Blage Zelalich  <b>Support:</b> PBCE, CAO	<b>Kim Welsh</b>	Staff is are currently researching vacant storefront/vacant building programs in other cities, locally and state-wide, to see what programs they have implemented.	To CED in October 2017.
<b>18</b>	<b>San José is Open for Business/Legal Non-Conforming Uses</b> Clarify Title 20 to reduce the evidentiary burdens for businesses and property owners seeking to establish a longstanding, legal nonconforming use.	<b>PBCE/ Lead staff:</b> TBD  <b>Support:</b> CAO	<b>Kim Welsh</b>	No current activity. Staff is working on higher priority items.	TBD

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<b>19</b>	<p><b>Food and Clothing Distribution at City Parks</b></p> <p>Review and update the Municipal Code policy regarding the distribution of food and clothing at City Parks.</p>	<p><b>PRNS/Lead staff:</b> Mike Will, PRNS [Angel Rios and Matt Cano]</p> <p><b>Support:</b> CAO/ OED/Police/ Housing</p>	<b>Julie Edmonds-Mares</b>	<p>Staff from PRNS, Housing Department, Police Department, Mayor’s Office, Council District 3 and other stakeholders have developed an engagement strategy and action steps for the next 30, 60, and 90 days to address challenges associated with food and clothing distribution in parks. The first two phases of the engagement strategy are focused on (1) educating the public about alternative volunteer opportunities to support homeless populations and (2) redirecting the public and homeless populations to appropriate locations for food and other housing support services. As the first two phases proceed, on-going consideration will be given to the need for and timing of enforcement. The initial efforts of this plan will be directed towards St James Park. Staff anticipates that an October study session will provide an opportunity for Council to engage this topic and a full update to City Council in spring of 2018.</p>	<p>Update on Community Plan to End Homelessness Study Session scheduled October 20, 2017.</p>

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<b>20</b>	<b>Medical Marijuana</b> 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.)	<b>Police/Lead staff:</b> Wendy Sollazzi  <b>Support:</b> PBCE	<b>Michelle McGurk</b>	The State withdrew the proposed medical cannabis regulations previously noticed for public comment. The three cannabis licensing authorities are each developing new proposed regulations based on the new law for the commercial medicinal and adult-use cannabis industries. The licensing authorities will use the emergency rule-making process for the new proposed regulations. The emergency regulations are expected to be published in fall 2017. The implementation date for the issuance of commercial cannabis licenses remains the same: January 2, 2018.	To Council fall/winter 2017/18.
<b>21</b>	<b>Real Estate Transactions Streamlining (Phase 3)</b> Review of the leasing program for both properties where the City is Landlord and where the City is Tenant.	<b>Economic Development/Lead staff:</b> Terry Medina  <b>Support:</b> CAO	<b>Kim Welsh</b>	Current step is to get all OED Real Estate leases current for “City as Landlord” and “City as Tenant” situations, aligned with Auditor recommendations.  Next step will be to resolve whether to invest time developing a Citywide Policy.	TBD
<b>22</b>	<b>Development Agreement Policy</b> Provide more specific guidance for the use of Development Agreements, specifically for developments receiving City incentives and as a financing tool for urban villages	<b>PBCE/Lead staff:</b> Jenny Nusbaum  <b>Support:</b> CAO/OED	<b>Kim Welsh</b>	No current activity. Staff is working on higher priority items.	TBD
<b>23</b>	<b>Off-Sale of Alcohol at Grocery Stores Streamlining</b> Modify Code provisions to streamline the permit process for sale of alcohol at grocery stores.	<b>PBCE/Lead staff:</b> Jenny Nusbaum  <b>Support:</b> CAO	<b>Kim Welsh</b>	No current activity. Staff is working on higher priority items.	TBD



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<b>24</b>	<b>Zoning Ordinance Quarterly Modifications</b> 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.	<b>PBCE/Lead staff:</b> Jenny Nusbaum  <b>Support:</b> CAO	<b>Kim Welsh</b>	Zoning Code amendments for homeless shelter and affordable housing.	Next quarterly update targeted for spring 2017.
<b>*</b>	<b>Sanctioned Encampments</b> Continue to explore the operation of a sanctioned encampment pilot to meet the immediate needs of unsheltered homeless people in the community.	<b>Housing/Lead staff:</b>  <b>Support:</b> CAO	<b>Kim Welsh</b>		

\*On August 29, 2017, Council moved Sanctioned Encampments to the Council Priority list. This item is currently unranked until the new Council Priority list is established on October 17, 2017.

**Attachment A-2**  
**Council Priority List (Grouped by Department)**

<b>Rank</b>	<b>Lead Dept./Staff Support Departments</b>	<b>Policy/Ordinance Name Description</b>
17	Economic Development	Downtown Active Storefronts Initiative
21	Economic Development	Real Estate Transactions Streamlining (Phase 3)
1	Housing/Attorney	Update the City's Rental Rights and Referrals Program
4	Housing	Housing Rehabilitation Program (Homeless Veterans Vouchers)
8	Housing	Development of a Soft-Story Retrofit Program
13	Housing	Anti-Displacement Preference Ordinance
16	Housing	Commercial Impact Fee for Affordable Housing
*	Housing	Sanctioned Encampments
7	PRNS	Downtown and/or Citywide Parks Operations and Maintenance Financing District
19	PRNS	Food and Clothing Distribution at City Parks
3	PBCE	Mobile Home Conversions
6	PBCE/Economic Development	Electronic Billboards
9	PBCE	Accessory Dwelling Units & Garage Conversion Ordinance
11	PBCE	North San José Policy Review
12	PBCE	Spurring High Density Development Along Transit Corridors
14	PBCE	Update Urban Design Guidelines
15	PBCE	Riparian Corridors and Bird Safe Design
18	PBCE	San José is Open for Business/Legal Non-Conforming Uses
22	PBCE	Development Agreement Policy
23	PBCE	Off-Sale of Alcohol at Grocery Stores Streamlining
24	PBCE	Zoning Ordinance Quarterly Modifications
2	Public Works	Local Hiring/Local Business/Apprentice Utilization Program
5	Public Works	Disadvantaged Business Enterprises
10	Police	Personal Care Business Compliance Initiative
20	Police	Medical Marijuana

\*On August 29, 2017, Council moved Sanctioned Encampments to the Council Priority list. This item is currently unranked until the new Council Priority list is established on October 17, 2017.

## Attachment C – Nominated Items

**List includes all ideas referred to priority setting since March 2017**

Each Councilmember will get 8 votes (n/3) that can be distributed however they see fit. Those getting at least 5 favorable votes will be moved to the Council Priority list and included in the Ranking Process.

<b>New Items for Consideration</b>		
	<b>Policy/Ordinance Name</b>	<b>Referred By</b>
1	<b>Expansion of City of San Jose's Investment Policy, Social Responsibility Clause</b>  Update and expand the City of San Jose's Investment Policy, Section 22, "Social Responsibility-Foreclosure Mitigation," to include language that demonstrates the City's commitment to fair and responsible business practices.	March 7, 2017 (Council) – <a href="#">Item 3.5</a>
2	<b>Safe Parking Program</b>  Explore and create a safe parking program which would allow parking for people who live in their vehicles.	August 29, 2017 (Council) – <a href="#">Item 4.1</a>
3	<b>Smoke-Free Housing</b>  Explore a prohibition on smoking in multifamily housing units.	September 20, 2017 (Rules) – <a href="#">Item G(4)(1)</a>

## New Items for Consideration

	<b>Policy/Ordinance Name</b>	<b>Referred By</b>
4	<p><b>Enhanced Tobacco Retail License Ordinance</b></p> <p>Explore amending San Jose’s existing Tobacco Retail License Ordinance to establish additional restrictions on the sale of tobacco products, such as prohibiting new retailers from operating within 1,000 feet of a school, and banning the sale of flavored tobacco products, menthol cigarettes and flavored e-cigarettes in all but adult-only stores.</p>	September 20, 2017 (Rules) – <a href="#">Item G(4)(2)</a>
5	<p><b>Ban on Gasoline-Powered Leaf Blowers</b></p> <p>Explore a ban on gasoline-powered leaf blowers in San Jose. As part of their analysis, staff should consider whether there are ways to implement the ban that would lessen the negative impact on small landscaping businesses.</p>	September 20, 2017 (Rules) – <a href="#">Item G(4)(3)</a>
6	<p><b>Urban Street Park Pilot</b></p> <p>Creation of an urban street park, pilot for no more than 12 months at:</p> <ol style="list-style-type: none"> <li>1. San Pedro Street between West Santa Clara Street and West St. John Street, and</li> <li>2. Post Street between South First Street and Lightson Alley.</li> </ol> <p>The pilot should include community outreach prior to implementation in partnership with the affected businesses, San Jose Downtown Association, City Staff and the Council District 3 office.</p>	October 4, 2017 (Rules) – <a href="#">Item G(3)</a>

## New Items for Consideration

	Policy/Ordinance Name	Referred By
7	<p><b>Suicide Prevention Policy</b></p> <p>Development of a Suicide Prevention Policy, including but not limited to:</p> <ol style="list-style-type: none"> <li>1. Assessment of city-owned properties with recommendations for preventative measures.</li> <li>2. Explore how the City could support the County's efforts to promote suicide prevention education and align its policies.</li> <li>3. Review all the City's public safety protocols in the event of a suicide attempt and make any necessary updates including internal procedures for suicide prevention awareness for city managers and supervisors.</li> </ol>	<p>October 4, 2017 (Rules) – <a href="#">Item G(4)</a></p>
8	<p><b>Expansion on the Bring Your Own Bag Ordinance</b></p> <p>Explore an expansion on the Bring Your Own Bag Ordinance, banning door-to-door marketers from using plastic bags to place items in front of residential homes or business storefronts.</p>	<p>October 4, 2017 (Rules) – <a href="#">Item G(5)</a></p>
9	<p><b>Data Storage &amp; Use Policy</b></p> <p>Development, with robust public input, of City policies on the storage and use of data collected from the general public through existing data collection devices and those anticipated to come online via future City initiatives.</p>	<p>October 4, 2017 (Rules) – <a href="#">Item G(6)(a)</a></p>

## New Items for Consideration

	<b>Policy/Ordinance Name</b>	<b>Referred By</b>
10	<p><b>Private Property Graffiti Abatement Ordinance</b></p> <p>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.</p>	October 4, 2017 (Rules) – <a href="#">Item G(6)(b)</a>
11	<p><b>Unified Marketing Function for City Departments</b></p> <p>Evaluate the feasibility of unifying marketing efforts across City departments by forming an in-house team of marketing professionals or by contracting with a professional marketing organization (such as Team San Jose) in order to more effectively promote our revenue-generating assets, advance community pride and unity, and better communicate City services to our residents.</p>	October 4, 2017 (Rules) – <a href="#">Item G(6)(c)</a>
12	<p><b>Develop Innovation Strategies to Hire Crossing Guards</b></p> <p>Develop new and innovative strategies to hire crossing guards.</p>	October 4, 2017 (Rules) – <a href="#">Item G(7)</a>
13	<p><b>Women’s Bill of Rights</b></p> <p>Explore a Women’s Bill of Rights.</p>	October 4, 2017 (Rules) – <a href="#">Item G(8)</a>
	<p><b>Reinstate the Family Domestic Violence Advisory Commission</b></p> <p>This nominated item was withdrawn by Vice Mayor Carrasco from consideration at the Priority Setting Session.</p>	October 4, 2017 (Rules) – <a href="#">Item G(9)</a>

## New Items for Consideration

	<b>Policy/Ordinance Name</b>	<b>Referred By</b>
14	<p><b>Downtown Zoning Code Update (Responding to the Housing Crisis)</b></p> <p>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.</p>	October 4, 2017 (Rules) – <a href="#">Item G(10)</a> – 1(B)(i)
15	<p><b>Facilitating SJSU Student and Faculty Housing (Responding to the Housing Crisis)</b></p> <p>Work with San Jose State to identify and facilitate more housing opportunities for faculty, students and the community in the vicinity of the University. Also work with San Jose State to explore City-funded enhancements of potential SJSU educator-focused housing projects to supply additional units for school district teachers.</p>	October 4, 2017 (Rules) – <a href="#">Item G(10)</a> – 1(B)(iii)
16	<p><b>Move 4,000 Housing Units into Phase 1 of the North San Jose Development Policy (Responding to the Housing Crisis)</b></p> <p>Complete environmental analysis and bring to Council any policy amendments needed to move forward with 4,000 housing units, including 2,400 affordable units in excess of the Phase I cap of 8,000 units.</p>	October 4, 2017 (Rules) – <a href="#">Item G(10)</a> – 1(C)

## New Items for Consideration

	<b>Policy/Ordinance Name</b>	<b>Referred By</b>
17	<p><b>Impact Fee Deferred Payment Program for Housing (Responding to the Housing Crisis)</b></p> <p>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.</p>	October 4, 2017 (Rules) – <a href="#">Item G(10)</a> – 1(F)(ii)
18	<p><b>Regional Entitlement Fee Study (Responding to the Housing Crisis)</b></p> <p>Solicit private sector developer partners to fund a regional entitlement fee study that fairly assesses the aggregate cost to housing development of impact, regulatory and processing fees in jurisdictions throughout Silicon Valley.</p>	October 4, 2017 (Rules) – <a href="#">Item G(10)</a> – 1(F)(iv)
19	<p><b>Create On-line Map of Vacant Blighted, underutilized housing sites (Responding to the Housing Crisis)</b></p> <p>Create a visually simple means to enable affordable and market-rate developers and investors to readily identify properties designated in the General Plan for housing that are vacant, underutilized, or blighted.</p>	October 4, 2017 (Rules) – <a href="#">Item G(10)</a> – 2(A)
20	<p><b>Align Zoning with General Plan Designations (Responding to the Housing Crisis)</b></p> <p>To facilitate housing development, identify properties designated in the General Plan for residential uses but are not zoned for residential uses, and rezone these properties with a conforming residential zoning district.</p>	October 4, 2017 (Rules) – <a href="#">Item G(10)</a> – 2(C)



## New Items for Consideration

	Policy/Ordinance Name	Referred By
21	<p><b>Identify Underutilized or Blighted Opportunity Sites for Housing (Responding to the Housing Crisis)</b></p> <p>Identify properties that are the focus of criminal or nuisance activity, and are isolated from other employment uses, which could be upzoned to allow housing and denser mixed-use development. Identify commercial parcels which do not appear viable for long-term continued commercial or office use due to being completely surrounded by residential uses on all four sides.</p>	<p>October 4, 2017 (Rules) – <a href="#">Item G(10)</a> – 2(D)(i)</p>
22	<p><b>Empty Home/Empty Parcel Fee to Generate Funds for Affordable Housing (Responding to the Housing Crisis)</b></p> <p>Evaluate legal and policy justification for an “empty Home fee, similar to the one established by the City of Vancouver, British Columbia, or an “empty parcel” fee to incentive expansion of the rental housing supply, and to generate dollars for affordable Housing.</p>	<p>October 4, 2017 (Rules) – <a href="#">Item G(10)</a> – 3(E)</p>