



# Memorandum

**To:** CITY COUNCIL

**From:** Mayor Sam Liccardo

**Subject:** AUDIT OF DEVELOPMENT  
NOTICING

**Date:** April 23, 2019

**Approved:**

4/23/19

## RECOMMENDATION

1. Accept the Audit and the Administration's Response.
2. Direct the City Manager to designate a single point of contact who will solicit, receive, and assemble neighborhood data provided by the Mayor's Office, Councilmembers' Offices, PRNS staff, and United Neighborhoods of Santa Clara County to create a single, updated outreach list with primary contacts (by phone and email) for every neighborhood association and homeowners' association in the City of San Jose for noticing purposes, and for other City business such as emergency preparedness training and PRNS programming.
  - a. If this task requires a budget allocation, return to Council for approval through the budget process.
  - b. Council Offices should review and update their submissions to the City Manager's designee annually.
  - c. The City Manager's Office should work with the Mayor's Office of Technology and Innovation or other City staff to develop a public "Wiki" document that can enable updating by neighborhood associations (with phone numbers maintained but not visible to the public).
3. Allow a more substantial overhaul of Council Policy 6-30 to come to the Council next year for prioritization and further analysis; but direct the City Manager to implement the following changes, as recommended by the Audit, which may be made without additional work or analysis:
  - a. Upon any necessary approvals of Fees & Charges by Council in the upcoming budget process, implement Recommendation #3(c), removing the requirement that neighborhood associations and other requesting parties pay for translation services.
  - b. Upon any necessary approval of Fees & Charges by Council in the upcoming budget process, PBCE should translate a notice to Spanish, Vietnamese, or other language spoken by a large percentage of monolingual residents in the neighborhood, where either:
    - i. Indicated by the existing "language map" prepared by the Office of Immigrant Affairs/ Department of Public Words, or by a Council Office through a simple request process designated by PBCE; or,
    - ii. Pending any changes in Council Policy 6-30, formalize the current practice of providing a digital-friendly version of notices to every Council Office for posting on

Nextdoor or other social media. The notice should clarify that the development proposal is not the City's or Councilmember's, but rather is from the applicant.

- c. Solicit ongoing Neighborhood Commission feedback regarding Recommendation 6 ("Plain Language Noticing") to facilitate specific changes to noticing language in a manner that does not expend any additional Planning Department resources.
  - i. Consider utilizing the project description template developed by the City of Sacramento as outlined in the audit (Exhibit 10).

4. Accept Councilmember's Jimenez's recommendation to incorporate the Planning Commission's suggestions as part of the larger review and revisions to Council Policy 6-30. Further direct review and allow for input by the Neighborhoods Commission if Council prioritizes policy revision.

### **BACKGROUND**

Council Policy 6-30 has been successful in providing a framework for community engagement and public outreach, but it clearly needs a refresh. I understand that a comprehensive update would be a larger policy lift that must go through the Priority Setting Process, however there are a few changes that we can make now that will make some immediate improvement.

We should work with the data we have and through the resources of individual Council Offices to create an immediate list of neighborhood contacts until the more comprehensive neighborhood mapping is completed. An updated list will prove invaluable for a host of City and civic communications.