

2017-2019 COUNCIL GOAL SETTING RETREAT

CONCISE OVERVIEW

Every two years, the Council sets goals and strategic objectives which provide guidance regarding priorities of the Council and staff during a two-year timeframe. On January 26, 2017 the Council held a Goal Setting Retreat. At this public meeting, the Council discussed and heard from the community on what the City should collectively focus on from 2017 through 2019. A meeting summary, as prepared by the retreat facilitator, and the video recording of the retreat are available on the City's website at www.santaclaraca.gov/councilgoals.

MISSION STATEMENT

The mission of the City of Santa Clara is to promote a living and working environment that allows for the best quality of life by serving the community with resourceful, efficient, progressive and professional leadership.

CITY COUNCIL

Lisa M. Gillmor, Mayor	Patricia Mahan
Dominic J. Caserta, Vice-Mayor	Teresa O'Neill
Debi Davis	Kathy Watanabe
Pat Kolstad	

WORKPLAN

PROMOTE AND ENHANCE ECONOMIC AND HOUSING DEVELOPMENT

CHALLENGES:

- The existing General Plan had check-in points built in to it but those check-ins never occurred
- Development projects have been too much, too soon
- Outdated Zoning Ordinance
- The Convention Center has reached the end of its maximum life.

SHORT TERM (SIX MONTHS OR LESS)

- Start dialogue with Downtown Revitalization Committee on strategic approach for downtown
- Invite property owners to Economic Development Committee to give feedback and help develop direction on overall strategy City-wide, including El Camino Real, Tasman, etc.
- Complete assessment of placemaking opportunities for City (engage community groups in visioning process)
- Complete Convention Center assessment to implement Settlement Agreement
- Initiate General Plan update process

LONG TERM (SEVEN TO TWENTY-FOUR MONTHS)

- Find funding and locations for affordable housing
- Revise zoning categories to consider live, work, sell; micro-units; multi-family housing and how to require more community gathering and meeting spaces as part of developments
- Complete El Camino Real retail assessment
- Initiate feasibility study for expansion options of the Convention Center
- Determine operating model for the Convention Center

ENHANCE COMMUNITY SPORTS AND RECREATIONAL ASSETS

CHALLENGES:

- Lack of funding

LONG TERM (SEVEN TO TWENTY-FOUR MONTHS)

- Develop financial strategies for a fully funded Swim Center project

DELIVER AND ENHANCE HIGH QUALITY EFFICIENT SERVICES AND INFRASTRUCTURE

CHALLENGES:

- Lack of funding (raising rates should be the last resort)
- Roadways need significant repair
- Power reliability has declined
- Aging infrastructure
- There are work force development issues with many of the departments; departments are under staffed

SHORT TERM (SIX MONTHS OR LESS)

- Begin infrastructure assessment (including maintenance element, community space and room availability)
- Explore funding mechanisms, including grants

LONG TERM (SEVEN TO TWENTY-FOUR MONTHS)

- Prioritize infrastructure needs and funding plans to improve infrastructure to Grade A

MAINTAIN ADEQUATE STAFFING LEVELS

CHALLENGES:

- There are work force development issues with many of the departments; departments are under staffed
- Higher management retiring; losing institutional knowledge
- Increased Calpers costs

SHORT TERM (SIX MONTHS OR LESS)

- Complete staffing assessment (with and without City Place in near term)
- Complete City Hall assessment to house staff
- Survey staff

LONG TERM (SEVEN TO TWENTY-FOUR MONTHS)

- Develop city-wide sustainability strategy

ENHANCE COMMUNITY ENGAGEMENT AND TRANSPARENCY

CHALLENGES:

- Community desire issues to be addressed immediately, “instant gratification”
- Lack of understanding/education on City processes

SHORT TERM (SIX MONTHS OR LESS)

- Survey the community
- Retain consultant support to develop a community engagement plan (Public Relations)
- Increase volunteer opportunities
- Complete agenda process revamp
- Promote neighborhood clean-up event(s)

LONG TERM (SEVEN TO TWENTY-FOUR MONTHS)

- Community volunteers are regularly utilized

ENSURE COMPLIANCE WITH MEASURE J AND MANAGE LEVI'S STADIUM

CHALLENGES:

- Lack of dedicated Stadium Authority staff
- Lack of understanding of the existing contracts and agreements and authority Stadium Authority Board holds
- Measure J analysis has never been completed
- There has been negative impact to quality of life for neighbors near stadium

SHORT TERM (SIX MONTHS OR LESS)

- Retain legal support within 30-60 days

LONG TERM (SEVEN TO TWENTY-FOUR MONTHS)

- Complete Stadium strategy assessment (including best practices and governance models) and document review