



# CITY OF SANTA CLARA

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## CITY COUNCIL MEETING

### AGENDA

A complete agenda packet with back-up reports is available at either City Library beginning Saturday before the Tuesday meeting or at the City Clerk's Office on weekdays. A complete agenda packet is also available at the City Council meeting and on the City's website.

**February 03, 2015**

### **SPECIAL ANNOUNCEMENTS**

Ensure Bookmark is Entered  
(Insert > Bookmark)

### **SPECIAL MEETING**

**5:30 PM in the City Hall Council Chambers**

APPEAL OF HEARING DECISIONS OF THE CITY COUNCIL MUST BE MADE TO THE SUPERIOR COURT WITHIN 90 CALENDAR DAYS OF FINAL ACTION. BECAUSE OF THE AGENDA PROVISION FOR RECONSIDERATION, FINAL ACTION IS DEEMED TO OCCUR AT THE END OF THE NEXT REGULAR MEETING PURSUANT TO CITY COUNCIL POLICY (P&P 042). (CODE OF CIVIL PROCEDURE SECTION 1094.6)

### **SPECIAL ANNOUNCEMENTS**

**1. ROLL CALL:**

**2. PUBLIC PRESENTATIONS:**

The law does not permit Council action on, or extended discussion of, any item not on the agenda except under special circumstances. The Council, or its staff, may briefly respond to statements made or questions posed and may request the City Manager to report back at a subsequent meeting. Please submit to the City Clerk your name and subject matter on forms available by the door in the Council Chambers.

**3. OVERVIEW OF POTENTIAL TOPICS TO BE REVIEWED/DISCUSSED:**

- A.** Draft Neighborhood Protection Ordinance.
- B.** Lawrence Expressway Grade Separation.
- C.** Approval of the Marketing Committee's recommendation for a new tagline, logo and tagline lockup, city seal updates, color palette, fonts, graphic elements (use of map, layout dividers), and icons.
- D.** Proposal for the Affordable Senior Housing Project at 90 North

Winchester Boulevard [Bay Area Research and Extension Center (BAREC)].

- E. Alternative to the Clean Up Campaign.
- F. Community Garden/Dog Park at the southwest corner of Monroe Street and San Tomas Expressway
- G. Democracy Santa Clara Concept.
- H. Affordable Housing Site at the southeast corner of San Tomas Expressway and Monroe Street.

**4. CLOSED SESSION MATTERS:**

- A. City Attorney Reports:
- B. Closed Session in the Council Conference Room for a Conference with Legal Counsel-Existing Litigation pursuant to Government Code Section 54956.9(d)(1); *Vinod K. Sharma, et al. v. Successor Agency to the Redevelopment Agency of the City of Santa Clara, et al.*, Sacramento County Superior Court Case No. 34-2013-80001396.

**5. ADJOURNMENT:**

- A. To Tuesday evening, **February 10, 2015** at 6:00 pm for a Closed Session in the Council Conference Room and 7:00 pm for the regular scheduled meeting in the City Hall Council Chambers.



**Date:** January 27, 2015

**To:** City Manager for Council Information

**From:** Director of Planning and Inspection

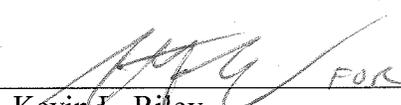
**Subject:** Draft Neighborhood Protection Ordinance

On September 22, 2014, the Council-appointed Neighborhood Protection Ordinance Committee concluded work with the last of five public sessions that resulted in a draft ordinance addressing boarding house style living arrangements in single family neighborhoods. The Committee took extensive testimony both in support of and in opposition to the concept. The Committee asked that staff provide the draft ordinance for comments from the seven Planning Commissioners as input for the Council. The Commission reviewed and made comments at their regular meeting of January 9, 2015, where they also took comments from the public in favor of and in opposition to the ordinance. The minutes of that meeting have not yet been approved by the Commission.

Attached is the final amended draft considered by the Committee on September 22. This study session will provide an opportunity for the Council to understand the proposed code amendments to the Santa Clara City Code (SCCC). Staff can walk the Council through those sections of the Code and answer questions. The focus of the Code changes address public nuisances and disturbances related to boarding house properties (Ch. 8.30) and updated definitions of uses, particularly of boarding houses (Ch. 18.06), allowed uses within R1 districts (Ch. 18.10 and 18.12) and the review of additions to single family residences (Ch. 18.76).

In addition to these sections, at the first meeting of the Committee on June 23, 2014, the City Attorney introduced proposed amendments to Chapter 8.30 that were specifically intended to enhance the ability of Code Enforcement personnel in the City to address property maintenance. While related, this is a distinct amendment that could run parallel to the boarding house considerations.

It is anticipated that following this study session, at an upcoming regular session, the Council will consider the draft and comments and provide direction to staff about proceeding with these amendments as proposed or in some other form. The Zoning Code amendments would need to go before the Planning Commission in a noticed public hearing, with a Commission recommendation to be forwarded to Council in accordance with Chapter 18.112.

 FOR  
 Kevin L. Riley  
 Director of Planning and Inspection

APPROVED:

 FOR  
 Julio J. Fuentes  
 City Manager

**Documents Related to this Report:**

- 1) **Draft Ordinance Amendments**

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE OF THE CITY OF SANTA CLARA, CALIFORNIA, AMENDING CHAPTERS 8.30 (“PUBLIC NUISANCES”) OF TITLE 8 (“HEALTH AND SAFETY”), AND CHAPTERS 18.06 (“DEFINITIONS”), 18.10 (“REGULATIONS FOR R1-8L – SINGLE-FAMILY, LARGER LOT AREA ZONING DISTRICTS”), 18.12 (“REGULATIONS FOR R1-6L – SINGLE-FAMILY ZONING DISTRICTS”) AND 18.76 (“ARCHITECTURAL REVIEW”) OF TITLE 18 (“ZONING”) OF THE “THE CODE OF THE CITY OF SANTA CLARA, CALIFORNIA” TO REGULATE BOARDING HOUSES IN SINGLE FAMILY RESIDENTIAL ZONES**

**BE IT ORDAINED BY THE CITY OF SANTA CLARA AS FOLLOWS:**

**WHEREAS**, the City Council of the City of Santa Clara (the “Council”) has the authority to take action to protect the public welfare, health and safety of its citizens;

**WHEREAS**, the City of Santa Clara (the “City”) has received numerous complaints from residents that single-family homes are being utilized in a commercial manner that is inconsistent with the environment for which residential neighborhoods were intended, created and designed;

**WHEREAS**, the rental of ~~three or more~~ multiple bedrooms within single-family homes constitutes an activity of a commercial nature similar to multi-family rentals;

**WHEREAS**, most single-family residential neighborhoods are not designed for situations in which significant numbers of adults live in a single household or home in terms of garage space, street parking, storage space and other factors;

**WHEREAS**, documented problems arising from numerous adult renters co-habiting in the same single-family home include excessive night-time noise, frequent loud and unruly gatherings, ongoing conditions of property deterioration and lack of maintenance, additional neighborhood traffic and excessive demand for street parking;

**WHEREAS**, because of the number of independent adult residents ~~may~~that live in unregulated boarding houses, fraternities and sororities and dormitories, such ~~buildings~~uses tend to impair the quiet enjoyment of the surrounding neighborhoods by creating trash and litter, creating excess parking demand, and being the location of numerous loud and unruly gatherings;

**WHEREAS**, the purpose of this Ordinance is to preserve the residential character of the City's residential neighborhoods;

**WHEREAS**, boarding houses, fraternities and sororities and dormitories are presently not expressly permitted uses in R-1 residential zones;

**WHEREAS**, since boarding houses, fraternities and sororities and dormitories have multiple occupants and have potentially significant impacts on the quality of life in residential neighborhoods, these uses should be explicitly prohibited in R-1 residential zones;

**WHEREAS**, it is recognized that there are a number of housing units throughout the City that have been used as boarding houses over the years that have been maintained in good order and provide affordable housing to their occupants; it is not the intent of this Ordinance to prevent those housing units from continuing with such operation; and

**WHEREAS**, in order to encourage the orderly and harmonious appearance of buildings and property; maintain the public health, safety and welfare; maintain the property and improvement values throughout the City; minimize excess parking demand and to encourage the physical development of the City as intended by the general plan, all applications for buildings within R-1 residential zones that propose an addition or alteration to a residence that would propose or result in a significant number of bedrooms should be subject to the architectural review process.

**NOW THEREFORE, BE IT FURTHER ORDAINED BY THE CITY OF SANTA CLARA AS**

**FOLLOWS:**

**SECTION 1:** That a new section 18.06.010(b)(3) of “The Code of the City of Santa Clara, California” (“SCCC”) shall be added to read as follows and the current SCCC 18.06.010(b)(3) definition of “Block” be renumbered to SCCC 18.06.010(b)(4):

“(b)(3) “Bedroom” means any rented, leased, let or hired room, living space or other square footage within the building or structure that is used, designed or intended to provide sleeping accommodations for one or more persons. Examples include rooms designated as a den, study, loft, library, bonus, game, or other extra room.”

**SECTION 2:** That the current SCCC 18.06.010(b)(4) definition of “Boarding house” shall be renumbered to SCCC 18.06.010(b)(5) and amended to read as follows, with the remaining definitions to be consecutively renumbered:

“(b)(5) “Boarding house” or “rooming house” shall mean a residence or dwelling structure, or part thereof, wherein that is occupied by five or more unrelated adults who are not living as a Common household ~~three (3) or more bedrooms, with or without individual or group cooking/dining facilities, are rented to adult individuals living independently from each other under separate rental agreements or leases, either written or oral, whether or not an owner, agent, or rental manager is in residence. This definition also applies where there is only one rental agreement or lease and three or more adult individuals who are not living as a Single common household sign the same agreement or subleases and rent is paid separately by each of the individuals or where rent is paid by a single individual collectively for all residents. It shall not include the rental of a single-family dwelling to a Common household, or the rental of one (1) or two (2) bedrooms within a single family dwelling, licensed or unlicensed or Community care facilities or any other housing protected by federal or state law, including housing for persons protected under the Fair Housing Act (42 USC Section 3604 (f))~~

and the California Fair Employment and Housing Act (California Government Code Sections 12920, et seq.).”

**SECTION 3:** That a new SCCC 18.06.010(c)(5) and 18.06.010(c)(6) shall be added to read as follows, with the remaining definitions to be consecutively renumbered:

“(c)(5) “Community care facility” shall mean any facility, place, or building that is maintained and operated to provide nonmedical residential care, day treatment, adult day care, or foster family agency services for children, adults, or children and adults, including, but not limited to, the physically handicapped, mentally impaired, incompetent persons, and abused or neglected children in accordance with the California Community Care Facilities Act (Health & Safety Code Secs. 1500, et seq.).”<sup>22</sup>

(c)(6) “Community care facility (Unlicensed)” shall mean any dwelling unit or building that is not required by law to be licensed or certified by the State, in which every person residing in the facility (excluding any facility staff and their family members) is considered to be disabled, as defined by the California Fair Employment and Housing Act.”

**SECTION 3:** That a new SCCC 18.06.010(d)(3) shall be added to read as follows, with the remaining definitions to be consecutively renumbered:

“(d)(3) “Dormitory” shall mean a residential structure intended for limited term residency with four (4) or more sleeping rooms and commonly shared or assigned bathroom, gathering and dining facilities, generally associated with or serving educational facilities.”

**SECTION 4:** That SCCC 18.06.010(sc)(5) shall be added to read as follows, with the remaining definitions to be consecutively renumbered:

“(sc)(5) “Single eCommon household” shall mean a person or group of persons in a single dwelling unit that:

- (A) Allows common access to and use of all living and eating areas, including areas and facilities for the preparation and storage of food within the dwelling;
- (B) Shares housekeeping and household expenses;
- (C) Rents no more than two individual rooms for compensation under separate leases or rental agreements, either oral or written, unless additional leases are required by a governmental funding program;
- (D) Does not require residents to move after a fixed period of time, except for limits imposed by a lease; and
- (E) Allows that new residents are selected by all existing adult members of the household, with the consent of the owner if applicable.

“Single ~~e~~Common household” shall not be construed to include a fraternity, sorority, dormitory, club, or other group of persons occupying a hotel, boarding house or similar institution.”

**SECTION 5:** That SCCC 18.10.035 shall be added to read as follows:

**“18.10.035 Boarding houses prohibited.**

No boarding house, fraternity, sorority or dormitory shall be permitted in the R-1-8L residential zone, unless it is existing as of \_\_\_\_\_, 2014, and issued a permit by the Zoning Administrator no later than \_\_\_\_\_, 2014.”

**SECTION 6:** That SCCC 18.12.035 shall be added to read as follows:

**“18.12.035 Boarding houses prohibited.**

No boarding house, fraternity, sorority or dormitory shall be permitted in the R-1-6L residential zone, unless it is existing as of \_\_\_\_\_, 2014, and issued a permit by the Zoning Administrator no later than \_\_\_\_\_, 2014.”

**SECTION 7:** That SCCC 18.76.020(b) shall be deleted in its entirety and a new SCCC 18.76.020(b) shall be added to read as follows:

“(b) Before action is taken on an application for the issuance of a permit for any sign, building, structure, or alteration of the exterior of a structure in any zone district, plans and drawings of such sign, building or alteration shall be submitted, in such form and detail as the Director of Planning and Inspection may prescribe, to the architectural committee for approval. All applications for the issuance of a permit for any building, structure or alteration of the interior or exterior of a structure located within an R-1 residential zone and containing, or proposing, four or more bedrooms shall be submitted to the architectural committee for approval. In order to grant such approval, the committee shall find the following:

- (1) The proposal shall not reduce the compatibility of the use of the dwelling unit within the district;
- (2) The floor plan is clearly not intended by the applicant to maximize the potential use of the property for rental purposes in a boarding house configuration as opposed to floor plan layouts typical of single-family houses;
- (3) The proposal shall not reduce the common living areas and utility areas so that the livability of the dwelling is substantially reduced due to lack of functional living space, space for congregation or lack of adequate utility area for single family use; and
- (4) The proposal shall not substantially change the floor plan in a manner that consists of predominately bedrooms with minimal common usable interior spaces; and
- (5) The proposal shall provide for adequate off-street parking.”

**SECTION 9:** That SCCC 8.30.110 shall be added to read as follows:

**“8.30.110 Unruly gatherings.**

(a) This Section is applicable only to Boarding houses as defined in Title 18.

(b) Any gathering of ten or more persons in any Boarding house in a manner which constitutes a substantial disturbance of the quiet enjoyment of private or public property in a significant segment of a neighborhood, such as excessive noise or traffic, obstruction of public streets by crowds or vehicles, public intoxication, the service to or consumption of alcohol by minors, property occupants or other attendees, fights, prolonged gatherings on private property in public view in conjunction with loud or unruly behavior, disturbances of the peace, litter or other similar conditions, is hereby declared to be a public nuisance.

(c) When a peace officer has determined that an unruly gathering has occurred, the police department shall mail a notice to the owner of the property where the unruly gathering occurred. The notice shall advise the property owner(s) that any subsequent violation of this chapter at the same property may result in the property owner being subject to administrative action and penalties as defined in this Chapter.

(d) An unruly gathering may be abated by the City by all reasonable means including, but not limited to, an order requiring the unruly gathering to be disbanded, the issuance of citations, and/or the arrests of any law violators under this Chapter, any applicable local laws and state statutes.

(e) Nothing in this section shall be construed to impose liability on a property owner for the conduct of persons who are present without the express or implied consent of the property owner as long as the property owner has taken reasonable steps to exclude such uninvited participants from the property. Where an invited person engages in conduct which the property owner could not reasonably foresee and the conduct is an isolated instance of a person at the gathering violating the law which the property owner is unable to reasonably control without the intervention of the police,

the unlawful conduct of that person shall not be attributable to the property owner for the purposes of determining whether the gathering constitutes an unruly gathering.”

**SECTION 10:** A boarding house use in a single-family district (as defined herein) that existed as of the effective date of this Ordinance may be continued subject to applying for a Zoning Administrator permit within ninety (90) days of the effective date of this Ordinance and receiving a timely approval thereof. Such permit shall run with the land and not be affected by a change in ownership but shall be revocable if the use is deemed to be discontinued for any continuous one-year period or for cause due to repeated or egregious violations of the Unruly Gatherings section of SCCC Title 8 (SCCC 8.30.110) or the Property Maintenance Standards of Title 8 (SCCC 8.30.030), as determined by the Director of Planning and Inspection or the Chief of Police. The burden of proof regarding and the status of an existing single-family boarding house use as of the date of this Ordinance rests with the property owner to the satisfaction of the Zoning Administrator. Proof of such status could include, but not be limited to, such documents as planning permits, building permits, leases, maps or directory listings. In the event the applicant or others affected by the decision are not satisfied with the decision of the Zoning Administrator, within seven days after such decision, a written appeal may be made to the Planning Commission. In the event that there is any dissatisfaction with the action of the Planning Commission, the applicant, others affected, or the City Council may appeal in accordance with the variance appeal provisions set forth in Chapter 18.108 SCCC.

The approved Zoning Administrator permit shall be revocable if the use is deemed to be discontinued for any continuous one-year period or for cause due to repeated or egregious violations of the Property Maintenance Standards of Title 8 (SCCC 8.30.030) or the Unruly Gatherings section of SCCC Title 8 (SCCC 8.30.110), as determined by the Director of Planning and Inspection or the Chief of Police, respectively. Such determinations shall be cause for the Zoning Administrator to

issue to the property owner a written revocation of the permit. In the event the property owner, applicant or others affected by the decision are not satisfied with the decision of the Zoning Administrator, within seven days after such decision, a written appeal may be made to the Planning Commission. In the event that there is any dissatisfaction with the action of the Planning Commission, the applicant, others affected, or the City Council may appeal in accordance with the variance appeal provisions set forth in Chapter 18.108 SCCC.

**SECTION 11:** The City Council finds that single-family residential neighborhoods in which single-family homes are currently being utilized in a commercial manner as described and defined above have been and are experiencing adverse impacts associated with such commercial use including, but not limited to, traffic, noise, parking and related nuisance and code enforcement issues, and that such impacts are inconsistent with the single-family residential character of such neighborhoods and the enjoyment of the same by the residents thereof, particularly in the R-1 residential zones.

**SECTION 12:** Constitutionality, severability. If any section, subsection, sentence, clause, phrase, or word of this ordinance is for any reason held by a court of competent jurisdiction to be unconstitutional or invalid for any reason, such decision shall not affect the validity of the remaining portions of the ordinance. The City Council hereby declares that it would have passed this ordinance and each section, subsection, sentence, clause, phrase, and word thereof, irrespective of the fact that any one or more section(s), subsection(s), sentence(s), clause(s), phrase(s), or word(s) be declared invalid.

**SECTION 13: Effective date.** This ordinance shall take effect thirty (30) days after its final adoption; however, prior to its final adoption it shall be published in accordance with the requirements of Section 808 and 812 of “The Charter of the City of Santa Clara, California.”

**PASSED FOR THE PURPOSE OF PUBLICATION** this \_\_\_\_ day of \_\_\_\_\_, 2014, by the following vote:

AYES:	COUNCILORS:
NOES:	COUNCILORS:
ABSENT:	COUNCILORS:
ABSTAINED:	COUNCILORS:

ATTEST:

\_\_\_\_\_  
ROD DIRIDON, JR.  
CITY CLERK  
CITY OF SANTA CLARA

Attachments incorporated by reference: None

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Meeting Date: 02-03-15

# AGENDA REPORT

Agenda Item #

3B

City of Santa Clara, California



**Date:** February 3, 2015  
**To:** City Manager for Council Information  
**From:** Director of Public Works / City Engineer  
**Subject:** Lawrence Expressway Grade Separation

The County of Santa Clara is responsible for the operations and maintenance of the expressway system (Almaden, Central, Capitol, Foothill, Lawrence, Montague, and San Tomas Expressways) in Santa Clara County. Lawrence Expressway runs north/south starting in Saratoga, through San Jose, Santa Clara and Sunnyvale to State Route 237. With increases in traffic due to the economy and development activities, the County of Santa Clara has determined that Lawrence Expressway from Monroe Street to Arques Avenue is currently operating poorly during commute times. In the 2008 Update of the Comprehensive County Expressway Planning Study (Plan), the County identified improvement for all Expressways to improve capacity and travel times. Since Lawrence Expressway is essentially built out to the maximum number of thru lanes, the Plan identified grade separating Lawrence Expressway from major cross-streets to reduce delays and to better accommodate local and regional traffic.

County staff has studied multiple options and configurations of grade separating Lawrence Expressway. Each option studied provided varying levels of improvement to traffic, along with right of way requirements and costs.

County staff has held several public meetings and coordinated with Sunnyvale, Santa Clara and Valley Transportation Authority staff to solicit input on the grade separation of Lawrence Expressway. At the Council Study Session County of Santa Clara staff will present all options being considered, potential impacts in Santa Clara and receive input from City Council.

Rajeev Batra  
Director of Public Works / City Engineer

APPROVED:

Julio J. Fuentes  
City Manager

**Documents Related to this Report: None**

Meeting Date: 02-03-15

# AGENDA REPORT

Agenda Item # 3C

City of Santa Clara, California



**Date:** January 30, 2015  
**To:** City Manager for Council Action  
**From:** Sheila Tucker, Assistant City Manager  
**Subject:** Marketing Committee's Brand Recommendations

## EXECUTIVE SUMMARY:

This staff report transmits the Marketing Committee's recommendation for a new tagline "The Center of What's Possible," logo and tagline lockup, city seal updates, color palette, fonts, graphic elements (use of map, layout dividers), and icons. In addition, staff is seeking feedback on the general look and feel of the communications, photography, and executions. The approval of the above elements and the feedback on the communication examples will be used to develop final deliverables (see background section for additional detail). Attachment A provides the recommendations for this item.

## ECONOMIC/FISCAL IMPACT:

None

## RECOMMENDATION:

That the Council approve the Marketing Committee's recommendation for a new tagline, logo and tagline lockup, city seal updates, color palette, fonts, graphic elements (use of map, layout dividers), and icons.

Sheila A. Tucker  
Assistant City Manager

APPROVED:

Julio J. Fuentes  
City Manager

*Documents Related to this Report:*  
*Marketing Committee Recommendations*

## BACKGROUND:

As part of the City Council's September 2013 strategic planning process, the council adopted a strategic objective for staff to create a process for developing a city brand that states who we are. In addition, the City Council established a new Marketing Committee chaired by Vice-Mayor Davis to review current city

City Manager for Council Action

Subject: Marketing Committee's Brand Recommendations

January 30, 2015

Page 2

marketing efforts, develop recommendations for a new logo, tagline, and marketing strategy, and create partnerships to support marketing goals. The committee began meeting in February of 2014 along with a number of community stakeholders that promote Santa Clara as a destination including the City's Chamber of Commerce, Convention & Visitors Bureau, Santa Clara University, Mission College, California's Great America, San Francisco 49ers, Santa Clara Unified School District, Triton Museum and two of the city's hoteliers, Hilton Santa Clara and the Plaza Suites Santa Clara.

In the spring of 2014, the city partnered with a team of Harvard Business School (HBS) Alumni on a pro-bono Community Partners Project. The HBS project team, comprised of marketing and advertising industry specialists, assisted the city with the initial stages of branding research on Santa Clara's unique assets as a place to live, work, and play. As part of the development and implementation plan, the city hired Red Peak Group in a competitive request for proposal process to assist the city with its branding efforts. The goal of the branding project is to promote economic development in Santa Clara and encourage community pride.

Based on the community and stakeholder research, Red Peak proposed two positioning strategy options. In August 2014, staff presented to the council the branding strategies and a list of taglines developed based on these strategies. The strategy that focused on emphasizing the City of Santa Clara's uniquely central location and using the idea of centrality both literally and metaphorically to brand the city was selected.

In September and October 2014, the city conducted an online survey of seven potential taglines: (1) Where Silicon Valley Comes Together, (2) Community of Big Thinkers, (3) Local Feel, Global Scale, (4) Your Mission is Our Mission, (5) It Comes Together Here, (6) The Center of What's Possible and (7) Find Your Mission Here. Additionally, the taglines, as well as the branding strategy, were discussed at several employee and public forums. The survey asked respondents to rate the tagline options on five factors: memorability, ability to attract visitors and businesses, inspiring pride, and representing their feelings about the city.

At the Marketing Committee meeting on October 15, 2014, the results of the survey were reviewed. To help narrow the options, preliminary design concepts inspired by the top taglines were also presented. The taglines selected to proceed into the next stage of full design development included: (1) The Center of What's Possible and (2) Find Your Mission Here. In October, staff also provided a progress update to the City Council. At the November and December Marketing Committee meetings, six concept areas were narrowed to one design route. The committee further narrowed their recommendation to one tagline, "The Center of What's Possible," and the design concept with several specific elements were reviewed with the Council at the January 20, 2015 Council meeting. The Marketing Committee met on January 21, 2015 and recommended the final design route before the Council this evening for approval.

If approved this evening, staff will proceed to work with the consultant to develop the brand guidelines and to finalize the system assets and templates as further described below. Staff will return to Council in March for approval of the final system assets and templates. In addition, staff will pursue trademark filing for the tagline.

#### **1. Brand Guidelines and Creative Guidance**

- Explanation of brand positioning
- Tone of voice, brand personality, brand essence

City Manager for Council Action

Subject: Marketing Committee's Brand Recommendations

January 30, 2015

Page 3

- Brand elements, usage direction, dos and don'ts
- Visual Collateral: For promotional materials including brochures and thought leadership
- Digital: High-level guidance for messaging on the City of Santa's Clara's website, email marketing and social media

**2. Communication Examples**

Specific creative execution and communication examples to be provided in guidelines, along with rules for proper implementation:

- Co-branded communications examples with Silicon Valley Power
- Website skin
- Brochure examples
- Interior and exterior signage examples
- Advertising examples
- Vehicle placard examples

**3. Template Creation**

Working templates along with rules for proper use and implementation. Initial templates include:

- PowerPoint template
- City newspaper (Inside Santa Clara)
- Email header
- Utility bill insert
- Letterhead template
- Envelope template
- Business card template
- Mailing label template
- Email Signature format

# **THE CITY OF SANTA CLARA** RECOMMENDATION TO THE COUNCIL

FEBRUARY 3RD, 2015



# COUNCIL APPROVAL OF:

- Tagline
- Logo / lockup
- City Seal updates
- Color palette
- Fonts
- Graphic elements
- Icons
- + Feedback on general look and feel

# IDENTITY SYSTEM

# SEAL AUDIT



SEAL  
RECOMMENDED



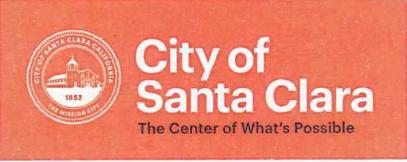
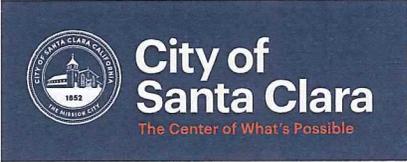
Full color



One color

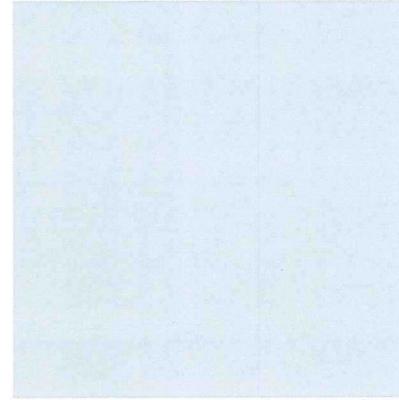
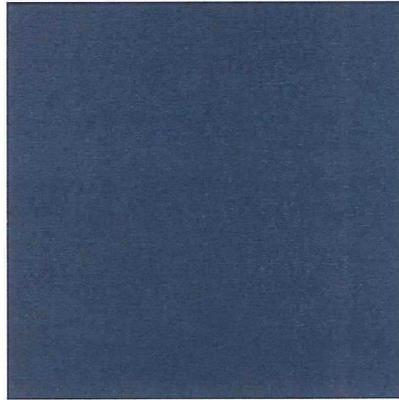
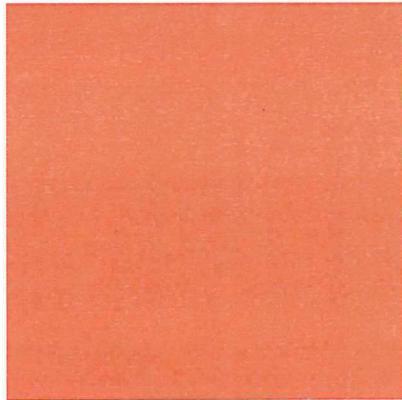
LOGO  
RECOMMENDED

Primary

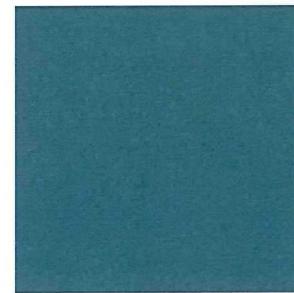
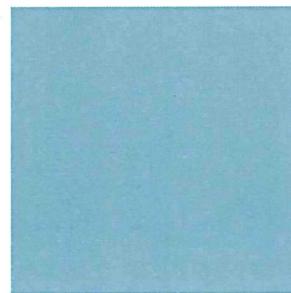
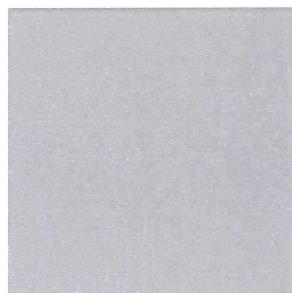


**COLOR**  
FULL PALETTE

Primary



Secondary



TYPOGRAPHY  
RECOMMENDED

# The Center of What's Possible.

Voted the 11th most livable city  
in the entire country, visit  
[SantaClaraCA.gov](http://SantaClaraCA.gov) to discover  
everything the City of Santa Clara  
has to offer your family.

[SantaClaraCA.gov](http://SantaClaraCA.gov)

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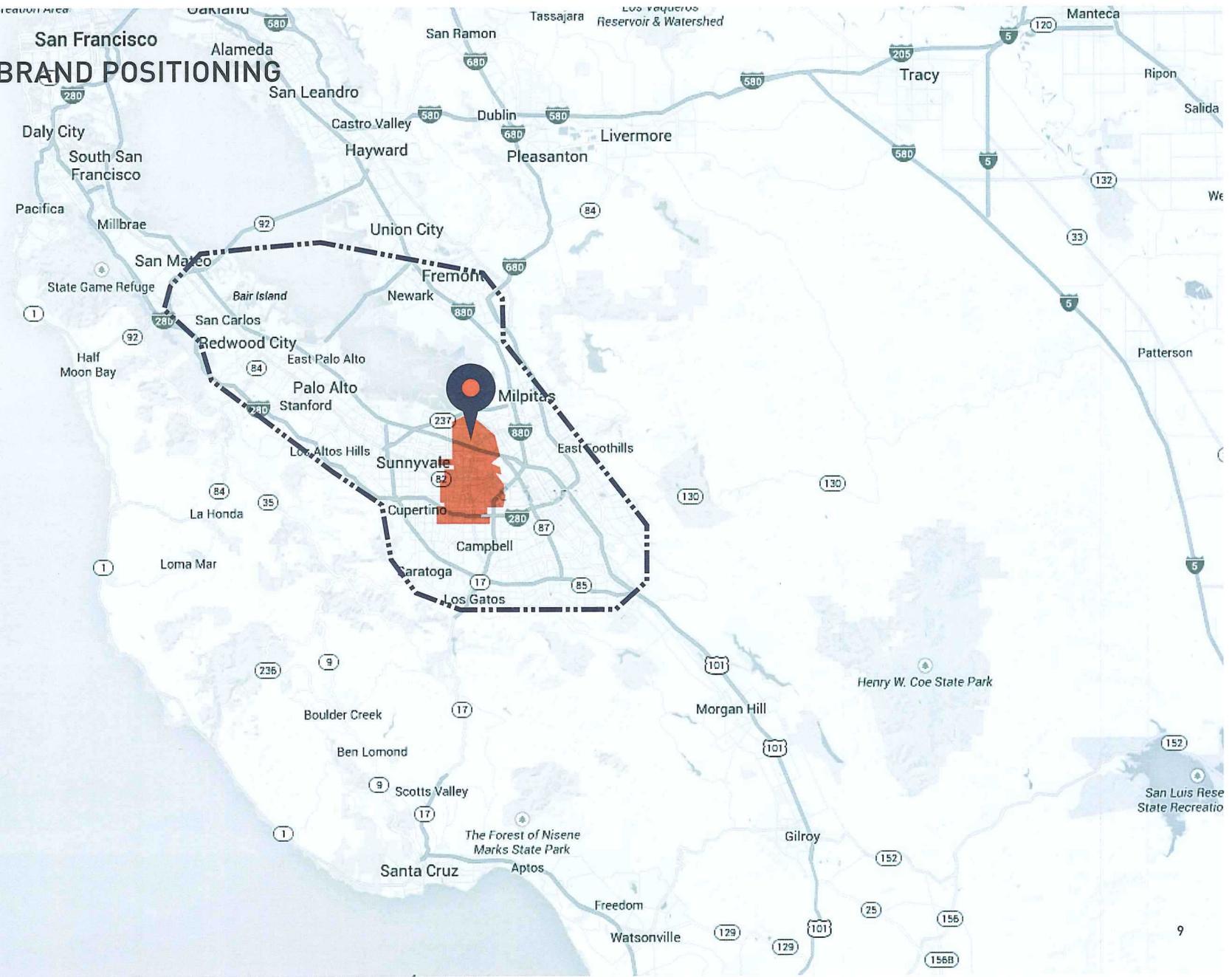
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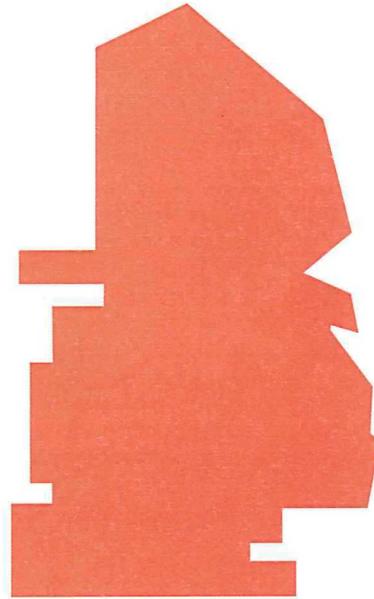
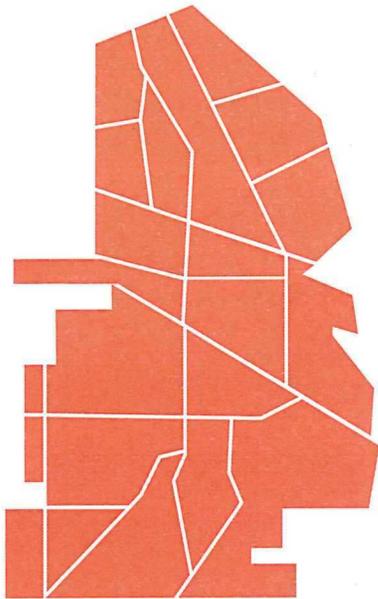
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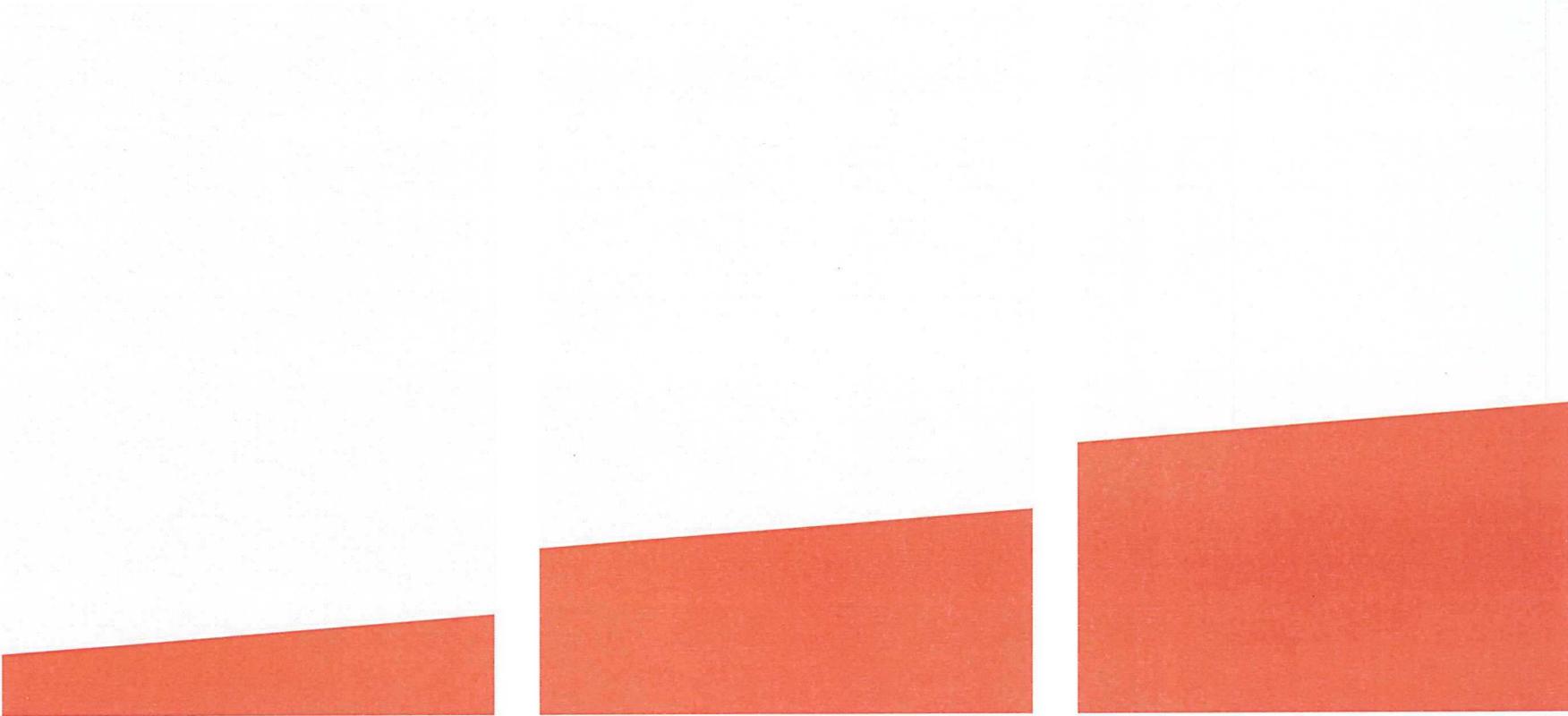
# "CENTRALITY" BRAND POSITIONING



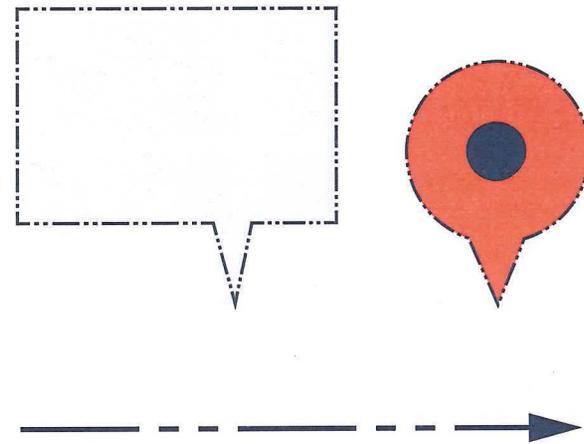
## MAP GRAPHICS



LAYOUT DIVIDERS



## ICONS AND GRAPHIC ELEMENTS



PRINT / SIGNAGE  
MAP AS CONTENT OR IMAGERY

# Be part of the Gateway Village development.

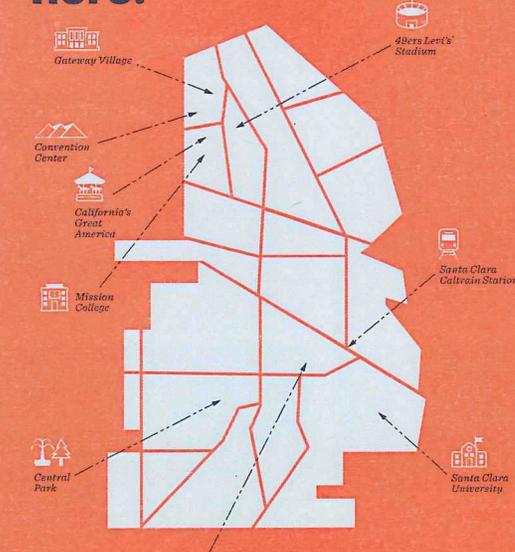


[SantaClaraCA.gov/business](http://SantaClaraCA.gov/business)



**City of Santa Clara**  
The Center of What's Possible

# Find your mission here.

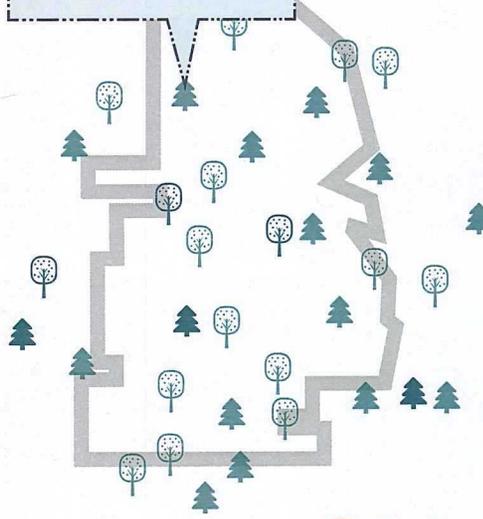


[SantaClaraCA.gov/residents](http://SantaClaraCA.gov/residents)



**City of Santa Clara**  
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The City of Santa Clara has over 10,500 trees on city streets.

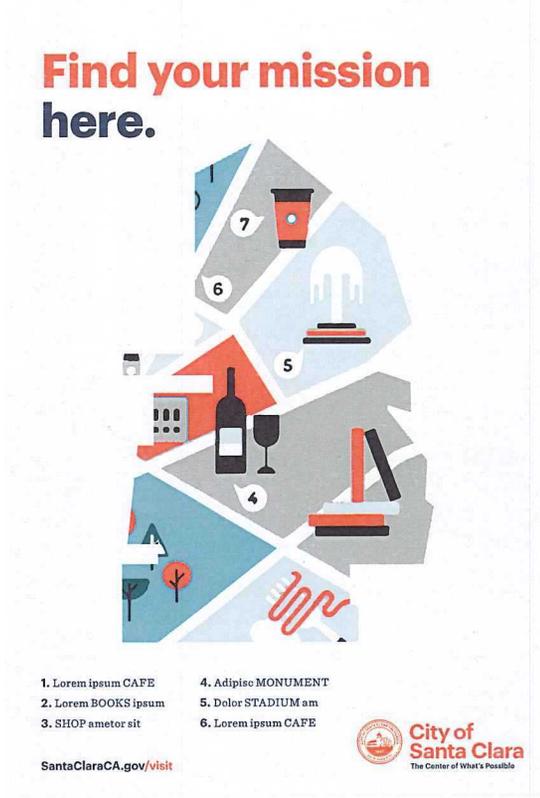
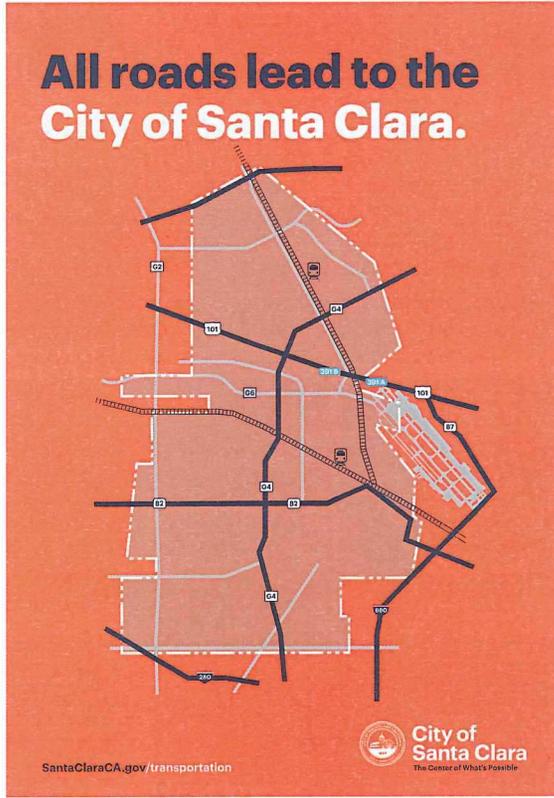
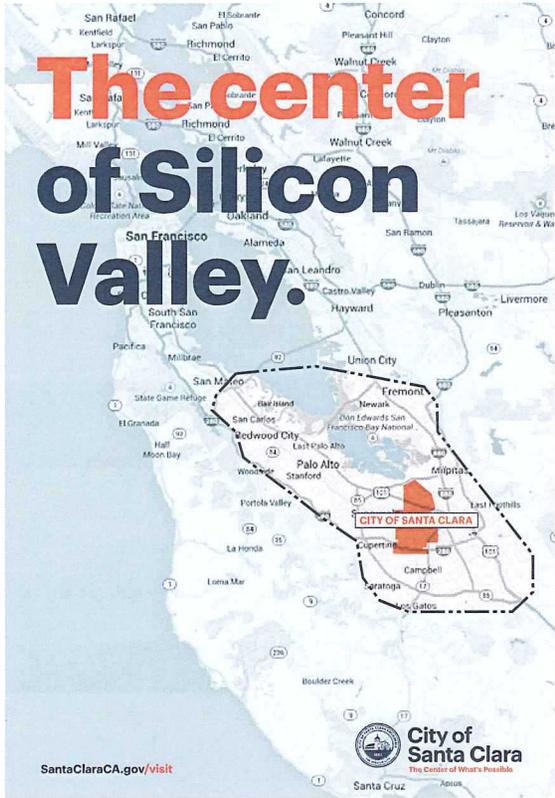


[SantaClaraCA.gov/visit](http://SantaClaraCA.gov/visit)



**City of Santa Clara**  
The Center of What's Possible

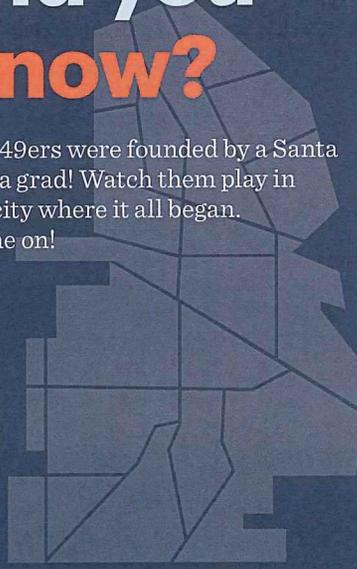
PRINT / SIGNAGE  
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PRINT / SIGNAGE  
MAP AS BACKGROUND

# Did you know?

The 49ers were founded by a Santa Clara grad! Watch them play in the city where it all began. Game on!



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# A storied past with a bright future.

## The Center of What's Possible.



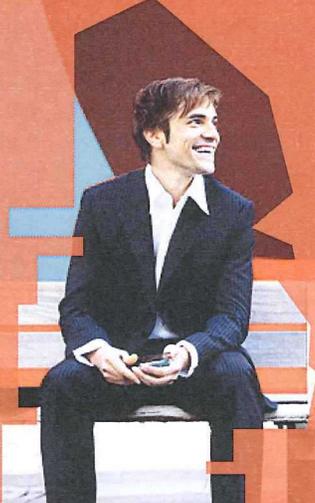
[SantaClaraCA.gov/visit](http://SantaClaraCA.gov/visit)



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The Center of What's Possible

**PRINT / SIGNAGE**  
**MAP AS FRAME**

**A city with a start-up  
state of mind.**



SantaClaraCA.gov/business



**City of  
Santa Clara**  
The Center of What's Possible

**Art & Wine Festival  
2015**



SantaClaraCA.gov/residents



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**Find your passion  
here.**

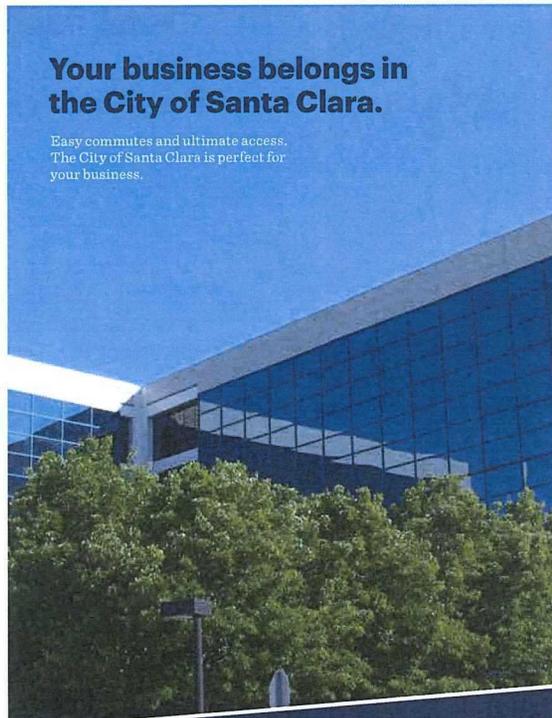


SantaClaraCA.gov/visit



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# PRINT / SIGNAGE WITH LAYOUT DIVIDERS



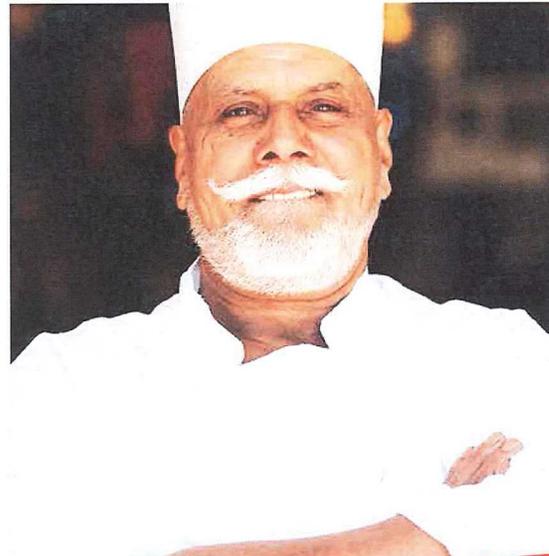
**Your business belongs in the City of Santa Clara.**

Easy commutes and ultimate access.  
The City of Santa Clara is perfect for your business.

[SantaClaraCA.gov/business](http://SantaClaraCA.gov/business)



**City of Santa Clara**  
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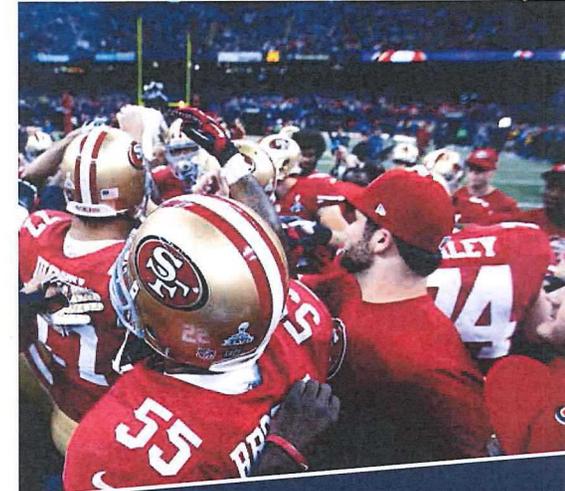


**My passion became a business in the City of Santa Clara.**

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**City of Santa Clara**  
The Center of What's Possible



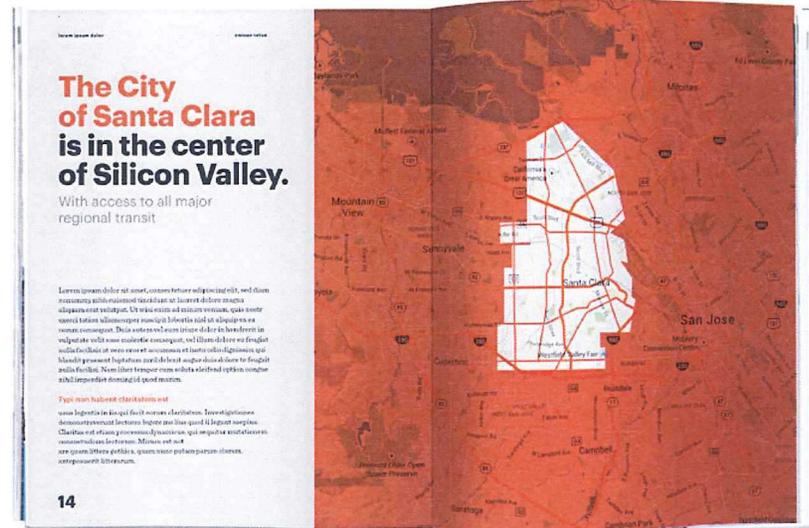
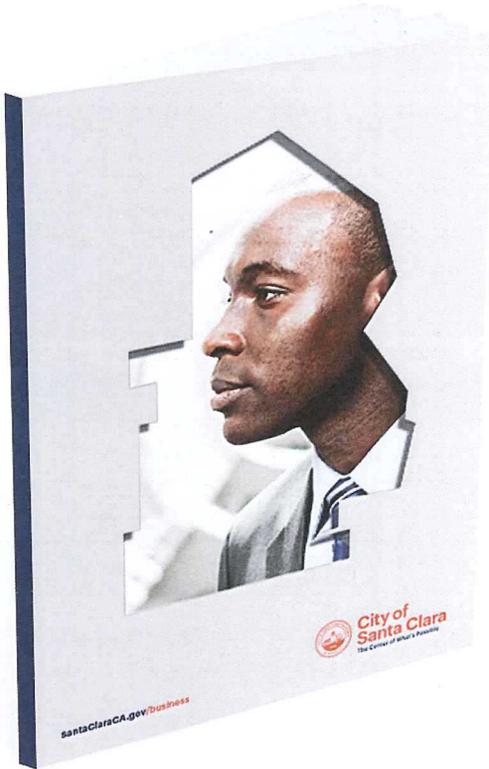
**Watch the 49ers in the city where it all began.**

[SantaClaraCA.gov/visit](http://SantaClaraCA.gov/visit)

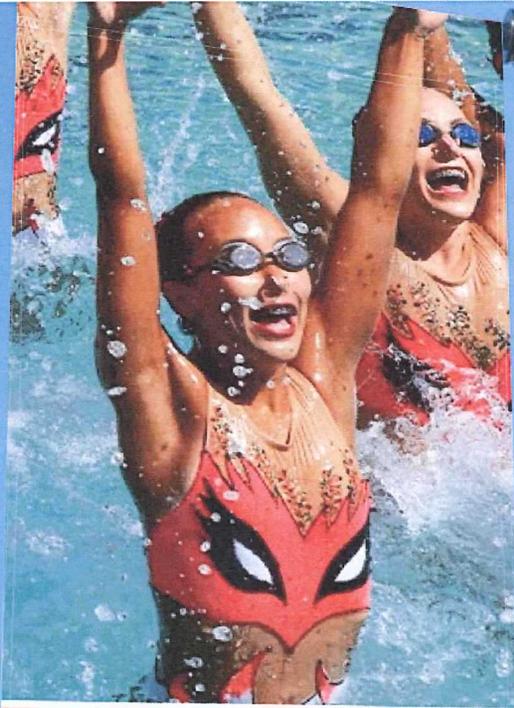


**City of Santa Clara**  
The Center of What's Possible

# BROCHURE / BOOKLET



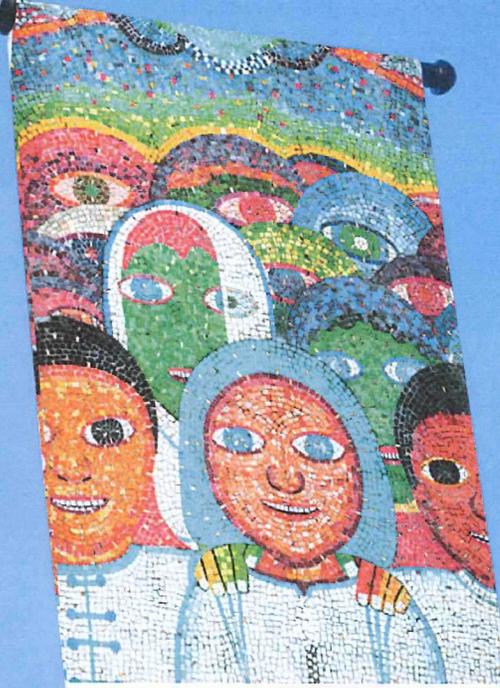
BANNERS



**Santa Clara Aquamaids**



**City of  
Santa Clara**  
The Center of What's Possible



**"Universal Child"**  
Sculpture by Benny Bufano

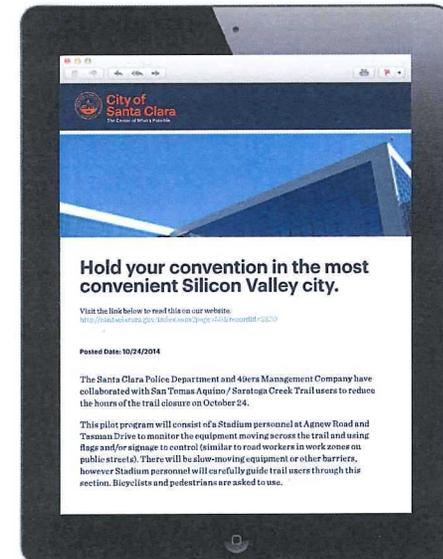
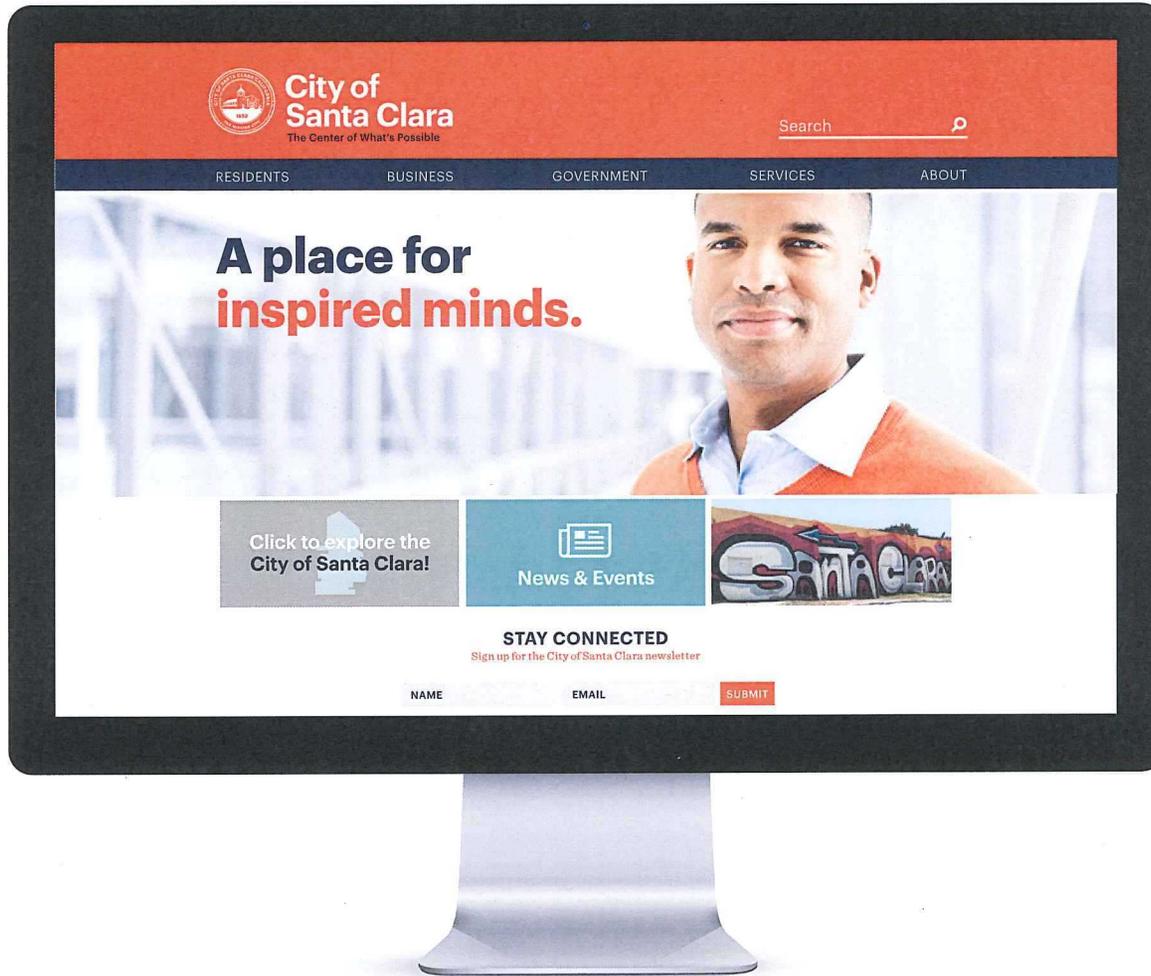


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The Center of What's Possible

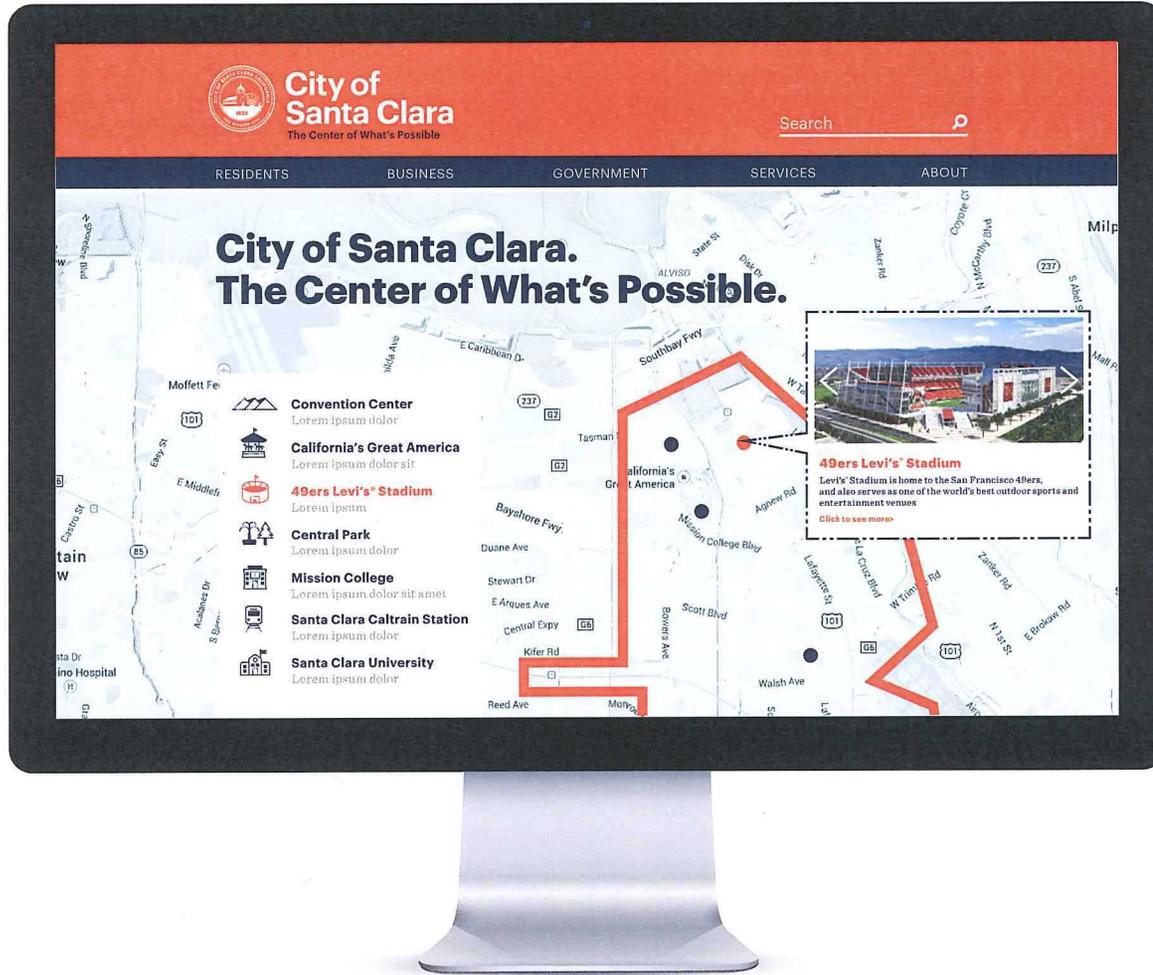
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# WEBSITE



# WEBSITE



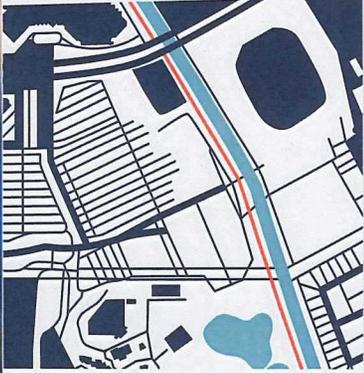
# INFORMATIONAL SIGNAGE

**Stadium District**

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Mirum Est Notare →



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The Center of What's Possible

# SUMMARY

# SUMMARY

## LOGO



**City of  
Santa Clara**  
The Center of What's Possible

## SEAL



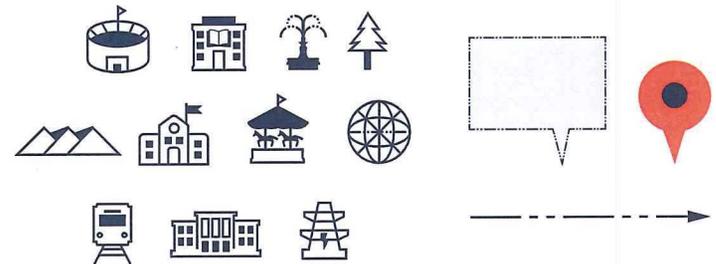
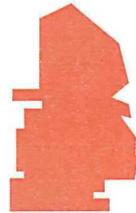
## TYPOGRAPHY

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[SantaClaraCA.gov](http://SantaClaraCA.gov)

## GRAPHIC ELEMENTS & COLOR



**THANKS**





**Date:** January 30, 2015

**To:** City Manager for Council Action

**From:** Tamera Haas, Deputy City Manager

**Subject:** Review Draft Request for Proposal for 90 North Winchester Boulevard Affordable Senior Housing Project

**EXECUTIVE SUMMARY:**

The City acquired a 6-acre vacant site from the State of California in 2010 as a portion of the 17-acre Bay Area Research and Extension Center (BAREC) property formerly owned by the University of California and put up for sale by the State Department of General Services. The site is owned by the City's Housing Authority and is obligated by the purchase agreement and other agreements to be developed with approximately 165 affordable senior housing units.

Upon the State dissolution of the City's Redevelopment Agency (RDA), the RDA housing funds that had been set aside to help fund the project development were lost in the resultant settlement agreement. The City is now seeking viable options and creative solutions to define an overall development scheme for the site that will provide a suitable funding mechanism for these units.

In 2006, the City Council granted multi-family zoning approval to the 6-acre site for a conceptual proposal for the affordable senior housing project to a partnership between the Santa Clara Methodist Retirement Foundation and Charities Housing. The partners remains keenly interested in developing and managing the affordable senior apartments, but in order to make-up for the loss of the City's set-aside housing funds for the project the City is seeking creative proposals that can deliver funding to the project.

Attached is the Request for Proposal (RFP) seeking developer interest in building a minimum of 165 senior apartment units on six acres of land unknown as the BAREC property. The proposal strongly encourages the developer to work in partnership with a non-profit such as Santa Clara Methodist Retirement Foundation/Charities Housing.

As an alternative option, the RFP allows a developer to submit a concept to purchase and construct on only three acres of this site for senior housing in the event that the builder elects not to partner with the non-profit.

The remaining three acres of land could then be offered to the Santa Clara Methodist Retirement Foundation/Charities Housing to develop under their original proposal to build 165 senior apartment units with a park dedicated site. Potentially, a portion of the sale proceeds from the alternative option, along with Boomerang funding, could also be assigned to the construction of this affordable housing project as a method to secure the financing needed for the development. The City will also need to confer with the State for approval of the selected development plan.

City Manager for Council Action

Subject: Request for Proposal for 90 North Winchester Boulevard Affordable Senior Housing Project

January 30, 2015

Page 2

The agreement with the State requires that we commence construction by January 2017. The RFP is directing prospective developers to submit proposals by April 30, 2015. It should take approximately three to four months to review and select a developer which allows the City sufficient time to meet the 2017 deadline.

**ECONOMIC/FISCAL IMPACT:**

None.

**RECOMMENDATION:**

That the Council reviews the draft RFP and provides feedback and direction.



\_\_\_\_\_  
Tamera Haas  
Deputy City Manager

APPROVED:



\_\_\_\_\_  
Julio J. Fuentes  
City Manager

***Documents Related to this Report:***

- 1) Draft Request for Proposal for 90 North Winchester Boulevard Affordable Senior Housing Project***

Document6



**CITY OF SANTA CLARA  
CALIFORNIA**

**REQUEST FOR PROPOSALS  
FOR  
90 NORTH WINCHESTER BOULEVARD AFFORDABLE SENIOR HOUSING PROJECT  
(BAREC site)**

**February 17, 2015**

**PROPOSALS DUE:  
Thursday, April 30, 2015 at 3:00 PM**

**City of Santa Clara  
Housing and Community Services Division  
1500 Warburton Avenue  
Santa Clara, CA 95050**

**Attn: Tamera Haas  
(408) 615-2490  
thaas@santaclaraca.gov**

**A. INVITATION**

The City of Santa Clara is seeking proposals from qualified housing developers to develop a project that will include or facilitate the construction a minimum of 165 affordable senior housing units and a minimum of one acre of open space park land on City-owned site.

- The development proposal to include all of an approximately 6-acre City-owned site in joint partnership with Methodist Foundation and Charities Housing; and/or
- Development to include purchase of 3-acre City-owned site with open space and without a joint partnership with a non-profit operator.

**B. BACKGROUND & OBJECTIVES:**

The City acquired a 6-acre vacant site from the State of California in 2010 as a portion of the 17-acre Bay Area Research and Extension Center (BAREC) property formerly owned by the University of California and put up for sale by the State Department of General Services. The site is owned by the City's Housing Authority and is obligated by the purchase agreement and other agreements to be developed with approximately 165 affordable senior housing units.

Upon the State dissolution of the City's Redevelopment Agency (RDA), the RDA housing funds that had been set aside to help fund the project development were lost in the resultant settlement agreement. The City is now seeking viable options and creative solutions to define an overall development scheme for the site that will provide a suitable funding mechanism for these units.

In 2006, the City Council granted multi-family zoning approval to the 6-acre site for a conceptual proposal for the affordable senior housing project to a partnership between the Santa Clara Methodist Retirement Foundation and Charities Housing. This partnership remains keenly interested in developing and managing the affordable senior apartments, but the loss of the City's set-aside housing funds for the project provide an opportunity to seek creative proposals that could deliver funding to the project by adding other compatible and complementary uses to the site.

The entitlements granted in 2006 for the senior apartments and the adjoining single family homes were based upon and Environmental Impact Report (EIR) prepared for the project. Depending upon the nature of development proposed at this time, particularly inasmuch as it may vary from that original 165-unit plan, additional environmental analysis may be required.

**C. TIMELINE**

Upon the close of the outreach for proposals in late April 2015, proposals will be evaluated and interviews set for the most qualified developers. From the close of bids, selection of the most qualified team and preparation of a contract for City Council consideration is anticipated to last four (4) to six (6) weeks. Upon Council approval of a contract, the development team and staff will begin strategy sessions immediately within 2-3 weeks. It is anticipated that construction of the project will begin no later than January 2017.

**D. PROJECT LOCATION**

The approximately 6-acre vacant site is located at 90 North Winchester Boulevard, Santa Clara, California.

**E. PROJECT DESCRIPTION**

Key background elements that underlie the development considerations for the site include:

1. Review and be aware of the purchase agreement between the City and the State, the Deed of Trust and the Development Agreement between the City, the State and SummerHill Homes.
2. The 6-acre, 165-unit affordable project represents the required affordable housing component of the now-completed 110 market-rate housing units developed by SummerHill Homes on 10 acres of the overall BAREC development site.
3. Per extension of sales agreement with the State, development of senior housing must commence by January 2017; a possibility exists that an additional extension could be requested and received prior to expiration of this term if sufficient progress toward development can be demonstrated. Selected developer will be required to compensate in some form for loss to City of land value if commencement date cannot be achieved or extended per agreement between City and developer.
4. This project will be subject to review and approval by the State of California. Developer will need to work with the City to evaluate the feasibility of and risk of challenge to the proposed project in light of the State's view of this obligation.
5. The original plan for the 6-acre site included more than an acre of usable open space incorporated into the campus design. Some open space within the overall site will be viewed positively in the consideration of project proposals.

The following section lists the specific tasks that are expected to be completed to create and finalize the Plan for the project site.

Task 1: Land Use Plan for Entire 6 Acre Site or for 3 Acre Site

Task 2: Proposed Timeline and Milestone Schedule for Overall Project

Task 3: Written Description of Project Objectives, Proposed Uses, Densities and Building Configurations, Fee Obligations, Public Infrastructure Needs and possible environmental analysis that may be warranted

Task 4: Financing Strategy, including Pro-forma

Task 5: Examples from Developers portfolio showing experience in development of similar affordable housing projects

**F. PROPOSAL CONTENT**

The City discourages overly lengthy proposals. However, the proposal shall include the following information at a minimum:

1. Proposer's complete name, business address, and telephone number and the name, mailing address, and telephone number of person the City should contact regarding the proposal.
2. A description of the proposer's organization, including names of principals, number of employees, longevity, client base, areas of specialization and expertise and any other pertinent information in such a manner that proposal evaluators may reasonably formulate an opinion about the stability and financial strength of the organization.
3. Names, qualifications, and experience of the proposed project team, including examples of projects of similar scope undertaken in the past three years.
4. Three references for whom proposer has performed similar services of similar scope within the past three years. Include the organization name and address, the name and telephone number of a contact person, and a brief description of the services performed by the consulting firm.
5. A narrative statement that illustrates the proposer understands the project requirements.
6. A narrative statement that sets out the methodology proposer intends to employ and that illustrates how this methodology will serve to perform the described services.
7. A description of the management plan proposer intends to employ for the project and an explanation of how it will support all project requirements and logically lead to the required deliverables. The description must include the organization of the project team, including accountability and lines of authority.
8. Development scenarios and building heights for any development on the site shall be compatible and considerate of existing nearby development in the vicinity.
9. Overall project development should be LEED Gold or equivalent, or better.
10. Project shall be compliant with all City codes and development standards.
11. Request for required subsidy from City to be included in proposal.
12. A detailed project schedule for completion of the project that includes milestones for overall project. Written description of project objectives, proposed uses, densities and building configurations. Plan for financing strategy, including detailed financial plan to

fund affordable senior housing project and pro-forma. Statement of understanding of purchase agreement, Deed of Trust and Development Agreement. Written understanding of fee obligations and public infrastructure needs. Written statement anticipating level of environmental analysis that may be required. The City assumes developer will comply with State requirement to start construction no later than January 2017 with completion of the project within 24 months. Project schedule submitted should outline the completion dates associated with each task listed in the project description.

10. A detailed cost proposal (broken down by tasks) which shall be submitted in a separate, sealed envelope.
11. Any exceptions taken to the proposed contract language (Attachment B). Exceptions to the City's contractual terms and conditions must be identified in writing as part of the proposal response. If no exceptions are noted, the proposer waives its right to make changes to the City's agreement.
12. The signature(s) of the company officer(s) empowered to bind the firm, with the title of each (e.g. president, general partner).
13. A complete disclosure of any prior or ongoing incidents as to which it is alleged that proposer has defaulted or failed to perform which has led the other party to terminate the contract. Identify the parties involved and the circumstances of the default or termination. Also describe any civil or criminal litigation or investigation pending which involves proposer or in which proposer has been judged guilty or liable.

## **G. EVALUATION OF PROPOSALS**

Proposals will be evaluated by a team of City employees. Criteria are listed below.

### Criteria

1. Adherence to the requirements of this Request for Proposals.
2. Depth of project team's experience and its relevance to the project described in this Request for Proposals.
3. Proposer ability to provide equity and access to project financing.
4. Proposed methodology and management plan for the project.
5. Proposed timeline for completion of services.
6. Effectiveness of total work plan and each task proposed
7. Overall cost/value to the City

The City will evaluate proposals on the basis of each proposer's written submittal. The top-rated proposers will be invited to the City for panel interviews.

**H. SELECTION PROCESS**

The City's Housing and Community Services Division under the direction of the City Manager will recommend to the Santa Clara City Council an award of contract based on the proposal that provides the best value to the City. The City's selection and evaluation timeline is as follows:

**RFP due date – April 30, 2015**  
**Notification of consultants – TBD**  
**Consultant interviews, if necessary – TBD**  
**Contract negotiations – TBD**  
**Council award of contract – TBD**

**I. CONTRACT AND OTHER REQUIRED DOCUMENTS**

The successful proposer shall submit the following documents to the Housing and Community Services Division after award of the contract:

1. A Consultant Services Agreement executed in duplicate by the successful proposer. (A sample agreement is attached to this Request for Proposals, and its terms and conditions are incorporated by reference).
2. Evidence of the required insurance coverage.
3. A Santa Clara business license application and fee if proposer does not already possess such license.
4. A completed Internal Revenue Form W-9.

**K. DEADLINE FOR SUBMISSION OF PROPOSALS**

Proposer shall submit five (5) copies of its proposal to:

**Tamera Haas**  
**Housing and Community Services Division**  
**1500 Warburton Avenue**  
**Santa Clara, CA 95050**

To be considered, proposals must be received at the address in the above paragraph by 3 p.m. on Thursday, April 30, 2015. Late proposals will not be considered.

**L. CONTACT PERSON**

Inquiries relating to this Request for Proposals and/or the required services should be directed to:

**Tamera Haas**  
**Telephone: (408) 615-2490**

Meeting Date: 02-03-15

# AGENDA REPORT

Agenda Item # 3E

City of Santa Clara, California



**Date:** February 3, 2015  
**To:** City Manager for Council Information  
**From:** Director of Public Works/City Engineer  
**Subject:** Options for Alternative Bulky Item Collection Programs to the Current Clean-Up Campaign Format

On July 15<sup>th</sup>, the City Council adopted a strategic objective to develop alternatives to the current clean-up campaign (CUC) format for Council consideration.

While it is a popular service program, the CUC needs to be re-evaluated for several reasons. The Regional Water Quality Control Board (RWQCB) staff submitted a complaint to the City for investigation and response during the 2014 CUC. The complaint documented several locations where prohibited materials such as paint and loose construction debris were placed in the street that could potentially be causes of stormwater pollution during a rain event. The City educates residents that materials such as paint must be disposed of through the Countywide Household Hazardous Waste Program and that construction debris must be placed in bulk bags to reduce stormwater pollution potential in every public outreach mechanism used to promote the CUC. However, a substantial amount of prohibited materials are encountered by collection crews every year. The CUC has also become an attractive nuisance for scavengers and people to illegally dump trash and hazardous waste. Additionally, the sidewalks get blocked for pedestrians, causing unsafe conditions to walk.

The current CUC format can be modified to eliminate the potential of receiving a citation from the RWQCB for providing a public service that is an attractive nuisance for stormwater pollution and other such issues. At the Study Session, staff will present alternatives with cost impacts and receive Council input.

Rajeev Batra  
Director of Public Works / City Engineer

APPROVED:

Julio J. Fuentes  
City Manager

**Documents Related to this Report:**

1) None.

Meeting Date: 02-03-15

# AGENDA REPORT

Agenda Item # 3F

City of Santa Clara, California



**Date:** Janaury 21, 2015

**To:** City Manager for Council Information

**From:** Director of Parks & Recreation

**Subject:** Park Proposal—Concept Discussion Community Garden, Dog Park , Other Amenities

Council adopted strategic goals for July 2014 through December 2014 including to “Enhance Community Sports and Recreational Assets.”

Over the past several months, the Parks & Recreation Department (Department) working with the City Manager’s Office has been exploring options for the potential location of a Community Garden and funding options. At the same time, the City has been approached by the National Recreation and Park Association (NRPA) through their Park Partners program, CBS EcoMedia, with an opportunity to match a local business partner with the City of Santa Clara to develop and fund a Community Garden. Among the sites reviewed that have a high degree of feasibility is a City owned, deed restricted parcel on the corner of San Tomas Expressway and Monroe Street. The Department will share with Council during the Study Session three preliminary conceptual site plans that include various compatible park uses and amenities, incorporate design enhancements that mitigate perceived site issues, and can accommodate existing uses. The three conceptual site plans will show: a) community garden and playground with expanded trailhead amenities; b) community garden and dog park with expanded trailhead amenities; and, c) community garden with a diversity/variety of community garden, park and trail options (playground, bocce court, off leash dog area, seasonal uses).

The purpose of the Study Session item is to inform Council of the community garden proposal and potential partner, provide concept level designs of what is feasible in terms of program variations, size and scope, and to receive Council input and direction.

  
\_\_\_\_\_  
James F. Teixeira  
Director of Parks & Recreation

APPROVED:

  
\_\_\_\_\_  
Julio J. Fuentes  
City Manager

**Documents Related to this Report:** *Study Session Power Point Presentation-February 3, 2015*

*I:\Parks\Agendas\Updates & Information\Agenda Report for City Information-San Tomas & Monroe Park Concepts.dot*



**Date:** January 27, 2015

**To:** City Manager for Council Information

**From:** Rod Diridon, Jr., City Clerk/City Auditor

**Subject:** Democracy Santa Clara Concept

At its strategic goal-setting session in June, 2014, the City Council asked the City Clerk to, "Develop a plan and program for the Democracy Santa Clara concept." Please find below and attached a basic concept and outline for a potential Democracy Santa Clara (DSC) program.

The City of Santa Clara has a long history of reforms and programs to foster "government at its best." These have included elections and campaign finance reforms, award-winning ethics and voter outreach programs, and more recent efforts to enhance community engagement in the process of governance.

However, there is an opportunity to foster additional value for the community by enhancing cohesion between existing program elements and creating greater overall continuity regarding public engagement. The Democracy Santa Clara concept would provide a centralized resource for members of the public who would like to be more involved in their community. It would also create program elements in off-election years to compliment and maintain the engagement of residents on an ongoing basis.

**Program Concept:** The Democracy Santa Clara program concept is outlined in a two-year cycle, with two six-month segments in each year, in addition to ongoing support and coordination elements. Please see the attached diagram for a graphic depiction. The concepts provided below are basic outlines of the subject matter for each segment and are meant as a framework around which to build an actual program.

**1) Neighborhood Engagement / Board and Commission Recruitment:** The first segment (S1) of the program would start on January 1 of the year immediately following a general municipal election and run through the first half of that year. The main focus would be fostering engagement between residents on a neighborhood level as well as with the City. This may include outreach to the City's leadership and public safety academy graduates, coordination of existing volunteers and resources, and the exploration of a formal neighborhood block leader program. This program element would likely rely heavily on the City's recently launched Next Door webpage, and would be used as a communication medium for overall City and DSC efforts. It should also be noted that openings on City boards and commissions occur each June. As such, a focus will be made in the first half of each year regarding the recruitment of board and commission applicants.

**2) Citizenship Outreach:** The second segment (S2) of the program would start on July 1 and run through the end of the first year. The main focus would be citizenship outreach. The goal would be to outline the pathway to citizenship and provide easy access to resources and information for those who are eligible. It would also include voter registration information for the general public with a focus towards new citizens.

**3) Voter Registration / Board and Commission Recruitment:** Segment three (S3) would start on January 1 of the second year of the program and run through the first half of that year. The main focus of the third segment would be broad voter registration as well as board and commission recruitment. A proof of concept program was implemented in the first half of 2014, which involved direct mail, newspaper advertisements, direct community outreach and other efforts. Many of these elements will provide a basic framework to follow for this portion of the DSC concept.

**4) S.C. Votes:** The fourth segment (S4) of the program would start on July 1 and run through the end of the year. The main focus would be similar to the voter, candidate and community engagement seen in previous Vote Ethics programs. However, in the years since the initial Vote Ethics program was launched in 2004, the dialogue in Santa Clara has matured to focus on transparency, openness and education rather than primarily on the concept of ethics. As such, the program would become S.C. Votes or something similar, with a renewed emphasis on engaging residents to be more informed and educated voters. It should be noted that the Code of Ethics and Values would continue to be a foundational element on which many of the overall DSC programs are based, but would play a supportive rather than primary role.

**5) Overall Ongoing Support:** While the specific foci of the program will be divided into four segments, it is clear that many of them will have overlapping needs and opportunities. And, that some general elements of the project will require ongoing support to be effective. As such, efforts should be made to provide for the maintenance of lists and resources, support special events and related projects, and shepherd the overall continuity of the program.

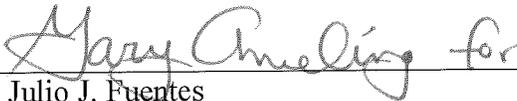
Based on the costs seen in the City's existing programs and found in peer communities, it is expected that necessary funding would range from the low to mid six-figures depending on the eventual scope of the program. Should the Council wish to pursue the Democracy Santa Clara concept, a more refined outline of the goals, program elements, costs and timelines can be compiled and presented to Council for formal consideration.



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Rod Diridon, Jr.  
City Clerk/City Auditor

APPROVED:



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Julio J. Fuentes  
City Manager

***Documents Related to this Report:***

- 1) DRAFT Democracy Santa Clara Concept***

## Draft Concept

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### DSC: Democracy Santa Clara

Year 1	S1	Neighborhood Engagement Board and Commission Recruitment	<ul style="list-style-type: none"><li>• General ongoing support</li><li>• Maintenance of all program elements</li><li>• Program implementation</li><li>• List and resource maintenance</li><li>• Event coordination</li><li>• Special projects</li><li>• Coordination with existing City programs</li></ul>
	S2	Citizenship Outreach	
Year 2	S3	Voter Registration Board and Commission Recruitment	
	S4	S.C. Votes	

Meeting Date: 02-03-15

# AGENDA REPORT

Agenda Item # 3H

City of Santa Clara, California



**Date:** January 26, 2015  
**To:** City Manager for Council Information  
**From:** Deputy City Manager  
**Subject:** San Tomas and Monroe Affordable Housing Site

In January 2005, the former Redevelopment Agency finalized the purchase of 2.47 acres located at the southeast corner of San Tomas Expressway and Monroe Street from the County of Santa Clara. The City used its affordable housing funds to land-bank for future residential development. In addition to the \$5.4 million paid for site acquisition, the City had appropriated an additional \$4.5 million for future development costs. As part of the RDA dissolution process, the California Department of Finance determined that the additional \$4.5 million of funding for the development of the site was not considered a housing asset and was subsequently removed. Because of the loss of these additional funds, it has been difficult to finance development of the project.

In June 2013, the City entered into a two-year License Agreement with Stevens Creek Hyundai to allow for the storage of new Hyundai vehicles on the site. The site serves as a secondary lot for interim parking of new vehicle inventory.

The City is exploring different options for financing and development of the site. The property must be developed as an affordable housing project according to the Purchase Agreement with the County and the requirements of the funding source used to purchase the land. At this time however, funding sources for affordable housing in the City are currently limited. The City has recently been approached by a developer about the possibility of partnering with the City to develop the site. Staff is seeking direction from Council on how to proceed at this time.

Tamera Haas  
Deputy City Manager

APPROVED:

Julio J. Fuentes  
City Manager

**Documents Related to this Report: None**

Special Meeting Date: 02-03-15

Agenda Item #: 4B

**CALL AND NOTICE  
OF SPECIAL MEETING  
AND CLOSED SESSION ON  
TUESDAY, FEBRUARY 3, 2015  
AT 5:30 P.M.**

NOTICE IS HEREBY GIVEN that, pursuant to the provisions of California Government Code § 54956 ("The Brown Act") and Section 708 of the Santa Clara City Charter, the undersigned calls for a Special Meeting of the **City Council of the City of Santa Clara** to commence and convene on **Tuesday, February 3, 2015, at 5:30 p.m.**, or as soon thereafter as the matter can be discussed, in the City Hall Council Chambers located in the East Wing of City Hall at 1500 Warburton Avenue, Santa Clara, California, to consider the following matter(s) and to potentially take action with respect to them:

1.  **CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION**  
Pursuant to Gov. Code § 54956.9(d)(1)  
*Vinod K. Sharma, et al. v. Successor Agency to the Redevelopment Agency of the City of Santa Clara, et al.*, Sacramento County Superior Court Case No. 34-2013-80001396

Dated: January 30, 2015

  
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JAMIE L. MATTHEWS  
Mayor