



# 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.

**March 9, 2015 - REVISED**

#### **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)

**1. ROLL CALL:**

**A.** Mayor Matthews: Welcome Remarks.

**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. TWO YEAR COUNCIL GOAL SETTING:**

**A.** Review proposed goals from February 23, 2015 Special Meeting.

1. Promote and enhance economic and housing development
2. Ensure fiscal responsibility
3. Enhance community sports and recreation assets
4. Deliver and enhance high quality efficient services and infrastructure
5. Balance the emerging economic opportunities with the needs of our community
6. Other

**B.** Review, prioritize and adopt Council goals and strategic objectives for 2015-2017.

**Agenda - March 09, 2015**

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- C. Review of goal tracking process and direction to staff on reporting progress.
- D. Concluding remarks.

**4. CLOSED SESSION MATTERS:**

- A. Closed Session in the Council Conference Room for a Conference with Legal Counsel-Anticipated Litigation pursuant to Government Code Section 54956.9(d)(4) - Initiation of litigation; Number of potential cases: 1 and 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, **March 10, 2015** at 6:00 pm for a Closed Session in the Council Conference Room and to 7:00 pm for the regular scheduled meeting in the City Hall Council Chambers.

Meeting Date: 3-9-15

# AGENDA REPORT

Agenda Item # 3.A/3.B

City of Santa Clara, California



**Date:** March 4, 2015  
**To:** Mayor and Council for Action  
**From:** City Manager  
**Subject:** Review and Adoption of Council Goals and Strategic Objectives for 2015-2017

## EXECUTIVE SUMMARY:

At the City Council's special meeting on February 23, 2015, Council members proposed two year goals for the time period 2015-2017. In addition, community members submitted goals for Council's consideration. It was observed that most of the proposed goals aligned with the City's current goals. Therefore, Council arranged their respective proposed goals in alignment with those that were established for 2013-2015. An "other" category was created for those that did not align within the 2013-2015 goals.

The purpose of this follow-up study session is to review the proposed goals from the February 23, 2015 special meeting and to prioritize and adopt goals and strategic objectives for 2015-2017. In addition, staff is seeking the City Council's direction on how to track and report on progress over the next two years.

Listed below are the proposed goals submitted by the Council and the community categorized by 2013-2015 goals.

## **PROMOTE AND ENHANCE ECONOMIC AND HOUSING DEVELOPMENT**

1. Develop and issue an RFP, select a developer, and work on a Development Rights Agreement for the Santa Clara Downtown/Super Block Project.
2. Evaluate a reuse plan for the Civic Center.
3. Continue to locate opportunities to create transit villages throughout Santa Clara.
4. Enter into a Development Rights Agreement for 90 North Winchester (BAREC) property to build senior housing.
5. Continue working with our Development partners on existing projects currently going through the planning process, including the Related/Montana project – City Place.

### **ENSURE FISCAL RESPONSIBILITY**

1. Continue to replenish City Reserves.
2. Hire an asset manager to evaluate all City assets, manage contracts related to the City, Stadium Authority, Sports and Open Space and Housing Authority assets.
3. Hire a real estate property consultant to assist the Council with acquisitions, dispositions and general property advice.
4. Maintain strong, fiscally-sound management policies of City revenues with long term goals in mind.
5. Continue wind-down efforts of the former Redevelopment Agency.

### **ENHANCE COMMUNITY SPORTS AND RECREATION ASSETS**

1. Continue with the planning and development for the relocation of the International Swim Center and the Swimming Hall of Fame.
2. Identify potential locations for the new Youth Sports Complex, explore financing options, and work with all interested parties.
3. Develop a plan and acquire recreational open space.
4. Develop new creek trail sections, specifically located at the Kiely underpass and Jenny Stand bridge.

### **DELIVER AND ENHANCE HIGH QUALITY EFFICIENT SERVICES AND INFRASTRUCTURE**

1. Continue to look for opportunities to modernize and revitalize the El Camino Real and work with current property owners to refresh their properties and look for alternative sites for them to relocate.
2. Improve and maintain city infrastructure: electric, water and sewer, streets, parks, etc.
3. Establish a Governance Committee under the City Council.
4. Secure financing for the city's portion of the San Jose/Santa Clara Waste Water Treatment Plant Facility Major Upgrade Project.
5. Start negotiations for an agreement with the SFPUC regarding Santa Clara's continued use of Hetch Hetchy water (current agreement expires in 2018).
6. Accelerate use of water from the AWTP.
7. Restore and improve city services, including increasing hours at the Library and Senior Center, if possible.
8. Increase City Staff where feasible, especially Public Safety positions.

**BALANCE THE EMERGING ECONOMIC OPPORTUNITIES WITH THE NEEDS OF OUR COMMUNITY**

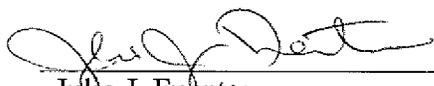
1. Pass to print an ordinance raising the minimum wage to the level of San Jose and Sunnyvale (\$10.30 with CPI adjustment every July 1st) by July 1st.
2. Develop a city plan to provide high quality of life core services for our existing and future residents and the development of a plan to support minimum quality of life standards for residents, with an emphasis on the homeless, those at risk of homelessness, the vulnerable, veterans, disabled and elderly.
3. Establish a tracking process, as called for in the City's General Plan, for City's and new development's compliance with the Santa Clara General Plan and city readiness to provide all requisite services and infrastructure required as a result of development for Santa Clara residents, businesses and visitors.
4. Super Bowl 50 preparations, including local celebrations.

**OTHER**

1. Dedicated monthly Stadium Authority only meeting.
2. Continue to look for ways to increase voter turnout of Santa Clarans in municipal elections.
3. Establish an Office of Sustainability within the City Manager's Office.
4. Method/adopted process to improve information from the City Manager to Mayor and Council and to the public
5. Continue to support open government processes, including accessibility of city services, open data, and support of public committees/groups.
6. Establish an ad-hoc committee process to engage public, developers, etc.
7. Review bird safe designs for buildings within the city.
8. Shopping carts along major arterial.
9. Open space funds for Ulistac.

**RECOMMENDATION:**

That the Council review, prioritize and adopt Council goals and strategic objectives for 2015-2017 and to provide direction on how to track and report on progress.



Julio J. Fuentes  
City Manager

Meeting Date: 3-9-15

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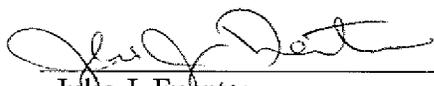
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Julio J. Fuentes  
City Manager

3.9.15

# CLOSED SESSION NOTICE

4. A



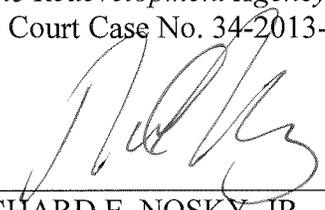
City of Santa Clara, California



The **CITY COUNCIL OF THE CITY OF SANTA CLARA** will meet in closed session on **Monday, March 9, 2015, at 5:30 p.m.**, or as soon thereafter as the matter can be discussed, in the Council Conference Room 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 it/them:

- CONFERENCE WITH LEGAL COUNSEL-ANTICIPATED LITIGATION**  
Pursuant to Gov. Code § 54956.9(d)(4) – Initiation of litigation  
**Number of potential cases: 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

Date: March 5, 2015

  
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RICHARD E. NOSKY, JR.  
City Attorney