

**SAN JOSE NEIGHBORHOOD ASSOCIATIONS'
PRIORITY SETTING SESSION**

Saturday, January 20, 2007

San Jose City Hall

200 East Santa Clara Street

Committee Rooms

9:00 – 1:00 PM

8:30 a.m. Continental Breakfast

- 9:00 a.m.**
- (1) Welcome, Purpose of the Meeting and Public Comment
Chuck Reed, Mayor
 - (2) Introduction of the Facilitator and Recorders – Kay Winer,
Chief Deputy City Manager
 - (3) Role of the Facilitator, Recorder, Participants and Public;
Strategic Planning Elements; Agenda – Marilyn Snider,
Facilitator – Snider and Associates
 - (4) Introductions of the Group
 - (5) What is Going Well With the City of San José (e.g., the City's
strengths)?
 - (6) What is Not Going as Well as You Would Like with the City of
San José (e.g., the City's weaknesses/challenges)?
 - (7) Financial Forecast – Presentation by City Staff
 - (8) Identify Three-Year Goals/Priorities (what the City needs to
accomplish) to Recommend to the Mayor and City Council
 - (a) Brainstorm Goals
 - (b) By Consensus, Select 4 or 5 Goals/Priorities
 - (9) Brainstorm One-Year Action Steps to Address Each of the
Three-Year Goals
 - (10) Next Steps in the Priority Setting Process
 - (11) Summary of the Session
 - (12) Closing Remarks
 - (13) Open Forum

1:00 p.m. Adjourn for a Group Lunch

To arrange for accommodation under the Americans with Disabilities Act to participate in this public meeting, please call 408.535.8253 (Voice) or 408.294.9337 (TTY) at least 72 hours before the meeting.

C I T Y O F S A N J O S E

NEIGHBORHOOD ASSOCIATIONS' PRIORITY SETTING SESSION

20 January 2007 * City Hall Meeting Room

Marilyn Snider, Facilitator – Snider and Associates (510) 531-2904 or (916) 483-9802
Gail Tsuboi, Recorder – Tsuboi Design (925) 376-9151
Sarah Davis, Recorder (510) 558-7384

WHAT IS GOING WELL WITH THE CITY OF SAN JOSE?

Brainstormed List of Perceptions:

- Neighborhood involvement
- Public safety
- Neighborhood access to senior management staff
- Low income housing
- Good communication with the San Jose Police Dept.
- Not closing community centers
- Continued green space
- Homework Centers still open
- Ability to walk safely in your neighborhood
- Increase in our police force
- Youth involvement
- Expansion of the public outreach policy to neighborhood groups for development and regarding the development community; good notification
- Loan and housing programs for teachers
- Loans for housing rehab for low income residents
- Well-marked downtown crosswalks
- Strengthening of elementary schools as a part of the community and other services
- Assignment of city staff to work with SNIs
- Energy reduction – use of LED in stoplights
- Homeless Program
- Food program in emergency preparedness in place
- Anti-Graffiti and Anti-Litter Programs
- Active citizen involvement; bottom up, not top down
- Entrepreneurial support
- Beginning to support the arts community, e.g., Zero One
- Increased capital funding to parks
- City website is improving
- Response time to the community has improved
- Good communication with code enforcement
- National visibility – San Jose's safety
- The civility of city staff
- New and improved parks
- City staff is the most important asset
- Neighborhood Beautiful Project
- Redevelopment funds coming into the community
- First Time Housing Program
- Funds for the existing centers for youth and seniors

- City is able to attract developers for downtown
- City and University working together
- The CAP Grant Program
- Increased budget for street and tree replacement
- Increased street lights in neighborhoods
- Public arts programs in communities and libraries
- Audible signals in crosswalks
- Moving sex predators out of school areas
- More traffic lights and VTA
- Anti-Gang Task Force and programs that work with youth
- Motivating community activism and welcoming the community to the table
- City Attorney going after slum lords
- Quality public education and safe schools
- Concept of SNI to ensure parity
- Senior involvement
- Sunshine happening; more openness
- Library extension
- Participatory meetings like this
- Survival in spite of the dot.com bust
- Better response and cooperation within city agencies
- City staff assigned to neighborhood groups have become part of the neighborhood team
- Neighborhood Development Centers
- Neighborhood access to police
- Information provided in several languages
- More police substations
- San Jose Prepared Program
- We actively embrace diversity
- Recycling Program
- Façade beautification programs in strong neighborhoods
- Increased traffic calming in neighborhoods
- Blight ordinance and enforcement
- City philosophy/premise of promoting quality of life, safety and healthy families
- Increased efforts to create pedestrian walkways
- More programs for youth in and after school
- Children's Health Initiative

WHAT IS NOT GOING AS WELL AS YOU WOULD LIKE WITH THE CITY OF SAN JOSE?
items marked with a star (*) indicate consensus by the neighborhood participants

Brainstormed List of Perceptions:

- Lack of retail downtown
- Not enough signals for area schools and speed limits
- Land use policy is not balanced
- Insufficient tree trimming due to a difficult permit process
- *Too many codes and not enough code enforcement or code enforcement officers
- Lack of a restorative justice system
- Idle old libraries
- Stoplights not coordinated
- Cost of living is too high; living wage is too limited
- City projects lack green buildings and buildings that are environmentally conscious
- Lack of parking
- Lack of beautifying the gateways into the neighborhoods
- Streets, storm drains and sidewalks not completed in Alviso for the past 40 years
- Not enough bike lanes
- Park projects on hold for too long; no follow ups given
- Inaccessibility to the Rental Dispute Program for Spanish speakers
- Unnecessary police roughness and brutality
- Speed bumps not allowed in some neighborhoods
- Planning staff not receptive to community input
- Old firehouse behind the community police station in Alviso needs repairs
- Swimming pools' hours and maintenance neglected in Alviso
- Open lots have too much dry grass in Alviso
- Lack money for public arts groups
- Public Works bloat
- RDA power of eminent domain over homes in the SNI area
- Lack of quality education/school of choice
- Lack of community policing
- Lack of programs for first-time offenders
- Elimination of school-age, after-school and other programs for children under 17
- Inadequate prevention programs for gangs
- Lack of planning for secondary housing
- Lack of coordination between city and county regarding landlord-tenant issues
- Inequity in attention from PRNS; some areas get high attention, others are inadequate
- Lack of infrastructure planning for future development
- No recreation programs for families
- Failure of the city to seek corporate grants
- Community input comes too late to intervene
- Public Works surcharge unreasonable
- CAP Underfunded \$1 million
- No tree sand
- People working on cars in the street
- People not stopping at stop signs in the malls, plazas, etc.
- Illegal dumping
- Lack of funding for SNI projects
- Not enough parks maintenance
- Not enough police; recruitment is a problem

- Unbalanced influence (lobbying) – developers vs. neighborhoods
- Building and business permitting process too slow
- Not enough ESL classes
- Not enough evening classes
- Poor quality of public education in many parts of town
- Lack of quality inspection on city capital projects leading to maintenance disaster and waste
- Union requirements hamstringing businesses
- No Spanish classes for English-only speakers
- Lack of an RDA ‘sanity check’ on retail strategy and overall other strategies
- Lack of focus on St. James Park
- City problem with the homeless; no plan for a bed for each homeless person
- VTA is too focused on selling property and developing proposals for income instead of planning traffic initiatives
- Lack of recognition for city volunteers
- Lack a plan for LOS at major intersections and freeway onramps, especially Freeway 87 in South San Jose
- Unequal recreation services for Alviso children
- Lack of maintenance for Alviso Community Police Station
- Too much stormwater runoff and old pumps in Alviso with the housing development
- Lack of marketing of San Jose as California’s oldest city
- Police not responsive to the minority community
- Complacency with laziness and inefficiency within the city’s bureaucracy
- Lack of emphasis on flood control and protection
- Inefficient Fire Service Sept.
- Lack of English-speaking programs in the community
- Leaking of oil from cars on the street
- Poor spending priorities, e.g. the Grand Prix
- Lack cameras downtown
- Insufficient street maintenance
- Lack of accountability to the public
- Not enough help by non-profits for the homeless
- VTA insufficiencies in planning
- *Short-sighted development plan decisions that don’t protect employment lands
- Not enough storm drain cleaning
- Lack of soundwalls
- Not enough crossing guards
- Lack of housing for the homeless
- Lack of sunshine and open government
- *Lack of open space
- Lack of homeless encampment abatement
- Not enough funds for schools
- No smart planning for EVHDS (Evergreen Valley)
- *Insufficient street reconstruction and paving
- *Too much traffic in the neighborhoods
- Known crime areas get too much attention, others do not
- Not enough cultural sensitivity
- *Lack of fiscal responsibility and accountability
- Not enforcing the county code against displaying cars for sale
- Not planning for traffic corridors
- Not enough high-paying jobs
- Website not as good as it should be
- Lack of recognition and programs for homeland Indians

- Lack of public art community involvement
- Not enough energy conservation measures in city facilities
- City seems to show favoritism to certain neighborhoods, e.g., in lighting, maintenance
- *Not enough money for the CAP Program
- Lack of parent education regarding gangs
- Lack of communication
- Limited community center hours
- No restrooms in parks
- Lack of updates on projects and progress
- Not everyone understands what's going well
- Industrial conversion to residential
- Police profiling
- Freeway blight: litter, landscaping, graffiti
- Poor response from the city taking care of parks and green space
- Infected trees with poor maintenance - not trimming or replacing them
- No plan for the development of North San Jose
- *No downtown hospital; no hospital that takes MediCal
- Unnecessary resources for planning processes that are not used
- Too little street lighting maintenance
- Big commitment of huge money without the public being heard
- *Not enough staff to maintain community centers
- *Lack of integration between development and established infrastructure
- *Lack of noise abatement
- *Lack of a master calendar
- *Insufficient resources for sidewalk repair
- *Lack of weekend code enforcement
- Lack of code regarding boats and trailers in front of businesses
- *Too much high density housing without planned open space within walking distance
- No support for small businesses
- Not enough control for guns and graffiti
- Inadequate street sweeping
- Planning Commission doesn't follow city staff recommendations or community input
- *Not enough police patrols
- Planning Dept. is not neighborhood-friendly
- *Lack of funds for operation and maintenance of parks, community centers and pools
- Gangs and drugs overwhelming in city neighborhoods
- *Code enforcement issues with no communication
- Lots of illegal dumping
- *311 doesn't work well
- Unable to create a vibrant downtown where people live, work and play
- Police Dept. not in the community while doing their paperwork
- Increase in pollution in the winter
- Street lights are too high
- Lack of traffic enforcement
- Neighborhood Initiatives staff are overworked and understaffed
- Lack of communication regarding the Aquatics Master Plan
- Lack of free green waste containers
- Use of outside contractors for city buildings
- Lack of a promised park at Tamien
- Bad LOS - too many intersections

- Not honoring the 1968 Alviso consolidation agreement
- City budget not prioritized regarding infrastructure and park upkeep
- Problem with the answering service center for the city
- Lack of city-sponsored preschool programs
- *San Jose has the lowest level of tax revenue and jobs per resident resulting in a lack of adequate public safety, personnel, city staff and city services
- Too much litigation and city staff is making too many "Friends of the Court" briefs
- Lack of funding for first time homebuyers, especially middle and low income
- Lack of earmarked funds for low income youth and elders
- Over-attention to political squeaky hinges
- Airport noise too loud
- Preschool programs not offered to middle class families
- Low funding for parks, recreation and neighborhood services
- Inadequate bathrooms in parks
- *Lack of funds for public safety
- *Lack of funds for water district projects
- Lots of potholes
- Not enough city personnel
- Not looking to develop leadership; narrow minded
- Lack of consideration of the impact of Coyote Valley development on the surrounding community
- Problems with the city staff
- Police helicopters are ineffective
- Lack of funds for traffic control
- Not enough bilingual speakers in city codes for communities
- Lack of oversight for non-profits receiving city funding
- No follow-up to the NASCOP Program
- Lack of parkland acquisition
- No citywide neighborhood commission
- Poor marketing of the city
- No historic preservation strategy
- Redevelopment zones drawn around non-residential areas causing budget crisis
- Reduction of community-serving services
- Insufficient library staff and hours
- *Roaches and rats coming in from the storm drains
- Unplanned and reckless development in all of San Jose, without planning for parks and schools
- *Downtown demands draws police away from outlying areas
- Vehicle abatement not good
- Bringing in outside consultants instead of using local talent
- Truck traffic
- Over-concentration of sober living environments and halfway homes

IDENTIFY THREE-YEAR GOALS/PRIORITIES:

Brainstormed list of potential goals/priorities from which the Three-Year Goals/Priorities were developed

- Increase the number of jobs
- Provide full funding for parks maintenance and operations
- Preserve revenue-producing industrial land
- Spend park funds for parks in insufficient neighborhoods
- Encourage businesses to move to San Jose
- Repair city streets
- Meet medical needs of downtown
- Attract, develop and retain quality city staff
- Utilize city businesses for city projects
- Improve neighborhood/community policing
- Annex county pockets into the city
- Get community feedback when the Council wants more perks
- Build comprehensive mini-cities within neighborhood districts
- Do high profile marketing of San Jose to improve tourism and businesses in San Jose
- Expand and fund the empowerment of the neighborhoods
- Abstain from new capital expenditures until you can fund the ones you've got
- Reopen the closed aquatic facilities and plan for the expansion of facilities to areas without them
- Implement realistic neighborhood-driven traffic calming initiatives
- Improve external communication, e.g. with the state, county
- Promote cooperation among departments to leverage our resources
- Decrease the amount of money paid for retirement of city employees
- Become California's leader in green building technology
- Improve beautification of non-SNI neighborhoods
- Improve proactive code enforcement
- Ensure that city services are prioritized to make sure each gets the most bang for the buck
- Provide full funding for community center maintenance and operation
- Promote non-generic development sensitive to neighborhoods and community
- Provide adequate funds to fund the Top 10 SNI projects
- More children's programs for after school in low income areas
- Review and limit subsidies for businesses and partnerships
- Incorporate community input giving feedback and accountability to the community
- Increase the number of police
- Improve economic development and public safety by improving the public schools
- Cut the cost of city operations
- Delay high-density development until the planning process is completed to avoid overspending
- Increase the yield of the reserve account
- Provide adequate infrastructure to support development
- Monitor the quality and equity of services of non-profits receiving city funding and space
- Reduce the costs of public works projects
- Improve traffic, pedestrian and bicycle safety
- Follow the General Plan
- Improve airport-neighborhood communications and relations
- Coordinate neighborhood development plans to look at the entire city
- Develop and coordinate a traffic-calming strategy
- Increase funding for existing non-profit arts groups
- Manage the cost of living to make living in San Jose affordable
- Remove the homeless, for example, under the freeway overpasses
- Improve grants to small local businesses in the SNI areas

- Improve flood control in neighborhoods
- Build neighborhood pride
- Increase funding for the undercover gang task force
- Provide adequate city services before funding non-governmental groups
- Provide cultural competency training for city staff, contractors (e.g. use NATRA)
- Improve the General Fund revenue stream
- Increase the use of volunteers and volunteer groups including faith-based organizations
- Improve community centers for seniors and youth
- Improve maintenance on city facilities
- Create a balanced land use policy
- Provide permanent community centers in SNI neighborhoods that are lacking them

THREE-YEAR GOALS/PRIORITIES
TO RECOMMEND TO THE MAYOR AND CITY COUNCIL
not in priority order

- ? **Increase the number of jobs in the city**
- ? **Improve proactive code enforcement**
- ? **Provide full funding for parks, pools, community centers and libraries, including maintenance and operations and development**
- ? **Improve community policing in the neighborhoods**
- ? **Improve General Fund revenue**

BRAINSTORMED ACTION STEPS TO ADDRESS EACH OF THE THREE-YEAR GOALS

RECOMMENDED GOAL/PRIORITY:

INCREASE THE NUMBER OF JOBS IN THE CITY

RECOMMENDED ONE-YEAR ACTION STEPS:

- Hire personnel in lieu of police
- Reduce overregulation of businesses
- “Buy San Jose” campaign
- Develop more neighborhood business districts
- RDA should encourage local businesses
- Make San Jose the “Green Capitol”
- Build and strengthen programs that have a San Jose-Silicon Valley emphasis
- Keep industrial space available for new industry
- Streamline the permit process
- Senior and youth involvement
- Focus on residents’ needs so that R&D people stay in San Jose
- Improve the quality of life issues in a broad way

RECOMMENDED GOAL/PRIORITY:

IMPROVE PROACTIVE CODE ENFORCEMENT

RECOMMENDED ONE-YEAR ACTION STEPS:

- Improve communication between Code Enforcement and the neighborhoods
- Better educate the community regarding what the codes are
- Use trained volunteers for Code Enforcement help
- Have Code Enforcement officers respond to complaints
- Hold Code Enforcement accountable for their jobs
- Improve telephone and Internet access for reporting code enforcement violations
- Expand driveway teams citywide

- Reimplement the Block Captain Program
- Change the codes so that you cannot park RVs, boats and trailers and commercial vehicles in front of your house
- Ensure codes are enforced when properties are sold
- Have weekends and night code enforcement
- More bilingual Code Enforcement personnel
- Hire more field staff
- Coordinate Code Enforcement and the Police Dept.
- Annex county pockets to enforce codes in the county
- Reduce the number of codes

RECOMMENDED GOAL/PRIORITY:

PROVIDE FULL FUNDING FOR PARKS, POOLS, COMMUNITY CENTERS AND LIBRARIES, INCLUDING MAINTENANCE AND OPERATIONS AND DEVELOPMENT

RECOMMENDED ONE-YEAR ACTION STEPS:

- Develop a comprehensive plan utilizing private, non-profit and educational institutions to deliver personnel for community centers
- Eliminate funding for the Grand Prix and spend it on the parks
- Create a charter amendment to include a funding source similar to Santa Clara County
- Seek corporate and individual funding
- Monitor the progress
- Investigate the feasibility of a parcel tax
- Pursue state and federal grant programs
- Tap into the Open Space Authority Fund
- Get county VTA to give more money to the city
- Implement a strategy to reopen closed pools and community centers
- Reduce the number of credits in Park Dedication Fees for which developers qualify as well as their low income exemption
- Sell park naming to corporations
- Use more than the Public Works Dept. for maintenance cost estimates
- Increase and index the Public Works cap to above \$100,000
- Ensure that city staff does not work on weekends so as not to pay time and a half
- Expedite the design and planning phases to reduce construction costs
- Treat all parks equally

RECOMMENDED GOAL/PRIORITY:

IMPROVE COMMUNITY POLICING IN THE NEIGHBORHOODS

RECOMMENDED ONE-YEAR ACTION STEPS:

- More Neighborhood Watch Programs
- Lengthen rotation of officers in the neighborhoods
- Increase the number of police
- Increase the number of police after 10 p.m.
- Require the police to walk the neighborhoods
- Show police presence in parks, especially those with gang and drug activity
- Have police in the neighborhoods when they write up their reports
- Expand the community policing center to all neighborhoods
- Don't have police change shifts when school lets out
- Teach neighborhood organizations how to incorporate police
- Multilingual police
- Identify houses and businesses that are a constant problem to eliminate
- Increase communication between police and neighborhood associations
- Reevaluate beat boundaries
- Ensure police are culturally sensitive
- Invite police to neighborhood association meetings

RECOMMENDED GOAL/PRIORITY:

IMPROVE GENERAL FUND REVENUE

RECOMMENDED ONE-YEAR ACTION STEPS:

- Develop a new retail business incubation program through the Office of Economic Development
- Redraw redevelopment zone boundaries to include only existing residential areas
- Look to the First Act goals to improve San Jose as a destination city
- Be more critical of business subsidies
- Increase collection of Account Receivables
- Bring BART downtown via aerial means
- Promote, internally and externally, San Jose as a destination for tourism and conventions
- Reduce staff as there are more funds for projects
- Retain retail dollars in San Jose

NEXT STEPS

WHEN	WHO	WHAT
Monday, January 22	Kay Winer	Distribute the meeting record electronically to the invited neighborhood associations, the Mayor, City Council and senior staff.
February 13, 2007	Mayor, City Council	Hearing session for stakeholders to address the Council as a part of the process in developing budget priorities.
February 20, 2007	Mayor City Council Senior City Staff	Strategic Planning Retreat to: <ul style="list-style-type: none">- develop a Mission Statement- identify Three-Year Goals- develop initial Six-Month Strategic Objectives- determine a Follow-Up Process