



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Katy Allen  
James Helmer  
Larry D. Lisenbee

**SUBJECT:** SEE BELOW

**DATE:** August 27, 2007

Approved

Date

8/29/07

**COUNCIL DISTRICT:** 3

**SNI AREA:** University

**SUBJECT: ADOPTION OF APPROPRIATION ORDINANCE AND FUNDING SOURCES RESOLUTION AMENDMENTS IN THE SERVICES FOR REDEVELOPMENT CAPITAL PROJECTS FUND (CITY-SIDE REDEVELOPMENT FUND) IN THE AMOUNT OF \$848,300 FOR 2007-2008**

## RECOMMENDATION

1. It is recommended that the City Council adopt the following Appropriation Ordinance and Funding Sources Resolution amendments in the Services for Redevelopment Capital Projects Fund (City-side Redevelopment Fund) for 2007-2008:
  - a) Increase the estimate for Earned Revenue by \$848,300.
  - b) Increase the appropriation to the Department of Transportation for the NBD's Banner project (PSM #378, Amendment 3) in the amount of \$30,000.
  - c) Increase the appropriation to the Department of Public Works for the University Neighborhood Phase 2 Pedestrian Streetlights project (PSM #479, Amendment 1) in the amount of \$798,300.
  - d) Increase the appropriation to the Department of Transportation for the Additional Contingency Services project (PSM #499) in the amount of \$20,000.

SUBJECT: **ADOPTION OF APPROPRIATION ORDINANCE AND FUNDING SOURCES  
RESOLUTION AMENDMENTS IN THE SERVICES FOR REDEVELOPMENT  
CAPITAL PROJECTS FUND (CITY-SIDE REDEVELOPMENT FUND).**

Page 2

## **OUTCOMES**

The funding recommended in this memorandum will provide for community and economic development via banner marketing, streetscape improvements in the University neighborhood of the SNI Redevelopment Project Area, and additional contingency services for blight abatement in the Downtown, Neighborhood Districts and Industrial areas.

## **BACKGROUND**

The San José Redevelopment Agency has requested City services in the implementation of Agency projects. These proposed amendments are necessary to account for City-side expenditures on Redevelopment Agency projects.

## **ANALYSIS**

### **NBD's Banner Program**

The NBD's Banner Program project consists of continuation of the Banner Program, which establishes an environment that promotes community and economic development by marketing the Neighborhood Business Districts: Alum Rock, the Alameda, East Santa Clara, Story Road, Japantown, West Can Carlos Street, and the commercial district in SNI Project Area, Thirteenth Street. The Department of Transportation will implement this project, including the timely hanging and removal of banners, storage, installation of new street pole hardware, replacements, and written reports to Agency staff. The source of funding for this project would be a transfer from the Redevelopment Agency in the total amount of \$30,000.

### **University Neighborhood Phase 2 Pedestrian Streetlights**

The University Neighborhood Phase 2 Pedestrian Streetlights project is the construction phase of the streetscape improvements in the University Neighborhood of the SNI Redevelopment Project Area. The completed project will include the installation of pedestrian-scale streetlights on Williams Street, between 1<sup>st</sup> Street and 6<sup>th</sup> Street and 10<sup>th</sup> Street to 17<sup>th</sup> Street. The Department of Public Works will perform all construction management and inspection tasks. The source of funding for this project would be a transfer from the Redevelopment Agency in the total amount of \$798,300.

### **Additional Contingency Services**

The Additional Contingency Services project consists of services that require special expert resource and/or equipment, outside of the staff, dedicated to enhanced blight abatement services.

08-27-07

SUBJECT: **ADOPTION OF APPROPRIATION ORDINANCE AND FUNDING SOURCES  
RESOLUTION AMENDMENTS IN THE SERVICES FOR REDEVELOPMENT  
CAPITAL PROJECTS FUND (CITY-SIDE REDEVELOPMENT FUND).**

Page 3

These include, but are not limited to street sweeping, concrete work, lighting installations, curb and street striping, extraordinary tree pruning, signage installation, maintenance on Agency properties, or special small projects, all of which require specialized staff, equipment and materials. This also includes the purchase of supplies to perform graffiti removal services. All additional services will be requested and approved by the Agency's Property Management Officer. The source of funding for this project would be a transfer from the Redevelopment Agency in the total amount of \$20,000.

### **EVALUATION AND FOLLOW-UP**

These projects are currently within budget and on schedule. No additional follow up actions with the Council are expected at this time.

### **POLICY ALTERNATIVES**

Not applicable

### **PUBLIC OUTREACH/INTEREST**

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater; **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-Mail Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

Although this project does not meet the \$1 million threshold for Criterion 1, this memorandum is posted on the City's website for the September 18, 2007 Council Agenda.

### **COORDINATION**

This project and memorandum have been coordinated with the City Attorney's Office and the San José Redevelopment Agency.

HONORABLE MAYOR AND CITY COUNCIL

08-27-07

SUBJECT: **ADOPTION OF APPROPRIATION ORDINANCE AND FUNDING SOURCES  
RESOLUTION AMENDMENTS IN THE SERVICES FOR REDEVELOPMENT  
CAPITAL PROJECTS FUND (CITY-SIDE REDEVELOPMENT FUND).**

Page 4

**FISCAL/POLICY ALIGNMENT**

These projects are consistent with the Council-approved Budget Strategy to continue with capital improvement projects that keep money flowing to our economy.

**COST IMPLICATIONS**

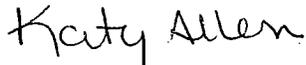
1. AMOUNT OF RECOMMENDATION/ COST OF PROJECTS: \$848,300
2. SOURCE OF FUNDING: 450 - Services For Redevelopment Capital Projects Fund
3. FISCAL IMPACT: N/A

**CEQA**

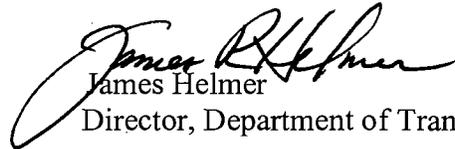
NBD's Banner Program: Not a project

University Neighborhood Phase 2 Pedestrian Streetlights: Exempt, PP07-160

Additional Contingency Services: Not a project



Katy Allen  
Director, Public Works Department

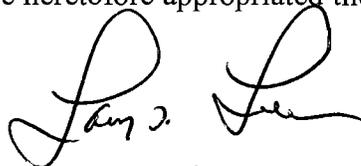


James Helmer  
Director, Department of Transportation



Larry D. Lisenbee  
Budget Director

I hereby certify that there will be available for appropriation in the Services for Redevelopment Capital Projects Fund (City-side Redevelopment Capital Fund) in the Fiscal Year 2007-2008 monies in excess of those heretofore appropriated there from, said excess being at least \$848,300.



Larry D. Lisenbee  
Budget Director

HONORABLE MAYOR AND CITY COUNCIL

08-27-07

SUBJECT: **ADOPTION OF APPROPRIATION ORDINANCE AND FUNDING SOURCES  
RESOLUTION AMENDMENTS IN THE SERVICES FOR REDEVELOPMENT  
CAPITAL PROJECTS FUND (CITY-SIDE REDEVELOPMENT FUND).**

Page 5

For more information regarding these projects, contact:

NBD's Banner Program: Kevin O'Connor, Deputy Director, (408) 277-3028

University Neighborhood Phase 2 Pedestrian Streetlights: Timm Borden, Deputy Director, 408-535-8300

Additional Contingency Services: Kevin O'Connor, Deputy Director, (408) 277-3028

JM:KL:MO