

# Memorandum

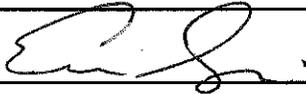
**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Paul Krutko

**SUBJECT:** Study Session on Economic  
Strategy

**DATE:** January 26, 2010

Approved



Date

1/27/10

COUNCIL DISTRICT: City-Wide

On Monday, February 8 from 1:30-5:00 in the Council Chambers, the City Council will hold a Study Session on the proposed Economic Strategy 2010-2015.

## OUTCOME

The Study Session will provide an overview of the draft Economic Strategy 2010-2015, and supporting analysis, as well as a preliminary 18-month Workplan recommended by staff. As a result of the Study Session, the Administration will obtain Council input to finalize the Economic Strategy and Workplan for Council approval.

## BACKGROUND

In November of 2003, the City Council adopted San Jose's first Economic Strategy, which was intended to guide the City's economic development direction for about five years.

Over the last five years, the City (including the Redevelopment Agency) and its partners have made significant strides in implementing the 15 Strategic Initiatives adopted in 2003, and San Jose's Economic Strategy has been recognized as a model. Also over the last five years, change has continued relentlessly in San Jose/Silicon Valley and in our national/global context. City leaders and residents want San Jose well-prepared to benefit as much as possible from the eventual economic recovery.

Therefore, early in 2009 Office of Economic Development staff initiated an update to the original 2003 Strategy. The Community and Economic Development committee approved the workplan outlining staff's recommended approach at their April 27, 2009 meeting and received a progress report and overview of the Draft Strategy at their December 14 meeting. The Draft

Strategy has been available online for review since December 14, and was shared with the Envision 2040 Task Force on January 11.

The process of creating the Economic Strategy involved new research and data analysis, stakeholder outreach (including 14 Focus Groups), and feedback from an Expert Advisory Group that included outside economic experts and major local stakeholder organizations.

### ANALYSIS

This Study Session will provide the City Council an opportunity to review, comment on, and ask questions about the Draft Strategy and its analysis of achievements, economic performance, major forces of change, and critical issues.

Council will also have the opportunity to provide input on a preliminary 18-month Workplan. The Workplan identifies the highest-priority action items, defined as those that a) can achieve a significant milestone or outcome in 18 months, and b) will require significant staff and/or Council time and attention. A separate Memo is provided about Workplan Item 1.b concerning potential new development incentives.

Having a current, appropriately focused Economic Strategy will assist with City revenue generation and help ensure that San Jose is in the strongest position possible to benefit from national economic recovery.

### 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 and 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)**

The Office of Economic Development will reach out to the 120+ people who provided input to the Strategy, and to neighborhood, business, and labor leaders to ensure that they are aware of the Feb. 8 Study Session.

HONORABLE MAYOR AND CITY COUNCIL

01/26/10

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**COORDINATION**

The Study Session materials have been coordinated with the Department of Planning, Building, and Code Enforcement; Department of Transportation; Public Works; Airport; and the Redevelopment Agency.



PAUL KRUTKO

Chief Development Officer

For questions please contact Kim Walesh, Chief Strategist, at 408-535-8177.