

## WORKPLAN CONTENTS

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| <p style="text-align: center;"><b>COMMUNITY AND ECONOMIC DEVELOPMENT<br/>COMMITTEE WORKPLAN<br/>January - June 2011</b></p> |
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**COMMITTEE MEMBERS:**

ROSE HERRERA, Chair  
SAM LICCARDO, Vice Chair  
ASH KALRA, Member  
PIERLUIGI OLIVERIO, Member

**STAFF:**

KIM WALESH, City Manager's Office  
ED MORAN, City Attorney's Office  
RU WEERAKOON, Mayor's Office  
RICHARD KEIT, Redevelopment Agency

**MISSION STATEMENT:**

To manage the growth and change of the City of San José in order to encourage a strong economy, ensure a diverse range of arts, cultural and entertainment offerings, and create and preserve housing and healthy neighborhoods.

**JANUARY 24, 2011**

**1. Verbal Report on Economic Development Activities (Economic Development)**

Purpose: Verbal report only – no written report will be submitted. Provides a “behind-the-scenes” look at the range of economic development-related activities Office of Economic Development staff were involved with in the prior month. Report is illustrative, not comprehensive. Will include examples involving collaboration with other Departments and the Agency.

**2. Mexican Heritage Plaza Update (Public Works/General Services)**

Purpose: Quarterly Committee update, discussion, and feedback to staff on the transition plan for Mexican Heritage Plaza, activities of the MHP Steering Committee and the progress toward creating a school of arts and culture at the Plaza.

**3. Implementation of Economic Strategy Workplan**

(Economic Development/Redevelopment Agency, PBCE, DOT, PW, Housing & Airport)

Purpose: Committee update, discussion, and feedback to staff on progress implementing the workplan for the January 2010-June 2011 time period, including the “Top 10 Actions for 2010”.

**4. Development Services Project Manager Pilot Biannual Status Report/Admin Hub Update (PW/PBCE)**

Purpose: Committee update, discussion, and feedback to staff on the specific accomplishments and upcoming work of the Development Services Project Manager/Expediter and Administrative Hub.

## **FEBRUARY 28, 2011**

- 1. Verbal Report on Economic Development Activities** (Economic Development)  
Purpose: Verbal report only – no written report will be submitted. Provides a “behind-the-scenes” look at the range of economic development-related activities Office of Economic Development staff were involved with in the prior month. Report is illustrative, not comprehensive. Will include examples involving collaboration with other Departments and the Agency.
- 2. Clean Tech Jobs Strategy** (OED/ESD/Redevelopment Agency/Mayor’s Office)  
Purpose: Committee update, discussion, and feedback to staff on San Jose’s strategy to achieve Goal #1 of the Green Vision: 25,000 clean tech jobs, showing how the elements technology demonstration, business attraction/expansion, new business incubation, market acceleration and legislation are working together to accelerate growth of San Jose’s clean tech industry cluster.
- 3. Habitat Conservation Plan** (PBCE)  
Purpose: Committee update, discussion, and feedback to staff on proposed governing body and policy issues of the Habitat Conservation Plan, potentially recommending Council direction.
- 4. Housing Market Overview** (Housing)  
Purpose: Committee update, discussion, and feedback to staff on the supply and demand of housing including, overview of the vacancy rates, housing prices and rents, and impacts on the inclusionary housing program in redevelopment project areas, providing information on the complexities of the current housing market in San Jose and the region, and how this might impact the City’s economic competitiveness and other quality of life issues. Discussion will include the market for both market-rate and affordable housing, and how the Housing Department addresses emerging challenges and needs (such as foreclosures, changing vacancy rates, and trends in the housing development industry).
- 5. Tobacco Retail Licensing Youth Decoy Program** (PBCE)  
Purpose: Committee update, discussion, and feedback to staff on verbal update, pursuant to December 10, 2010 Rules Committee direction to provide monthly updates on the opportunities to work with nonprofit organizations on a youth Decoy Program, and to return to Council no later than March 2011 with a feasibility study and costs of implementing the program. Note: This item may be considered as part of the February 14 Priority-Setting Study Session.

## **MARCH 28, 2011**

- 1. Verbal Report on Economic Development Activities** (Economic Development)  
Purpose: Verbal report only – no written report will be submitted. Provides a “behind-the-scenes” look at the range of economic development-related activities Office of Economic Development staff were involved with in the prior month. Report is illustrative, not comprehensive. Will include examples involving collaboration with other Departments and the Agency.

**2. Priorities for Land Use and Development Streamlining Ordinances (PBCE)**

Purpose: Committee update, discussion, and feedback to staff on recommended ordinance priorities for the next Fiscal Year given limited resources to complete all of the ordinance ideas that have come forward from the Council, customers, and staff. (this is opportunity for follow-up, if needed, to the February 14 Budget Priority –Setting Session)

**3. City Manager’s Downtown Advisory Committee Update (Economic Development)**

Purpose: Committee update, discussion, and feedback to staff on the City Manager’s Downtown Advisory Committee and new information on potential downtown police cost sharing and live music strategy.

**4. Incubator Program Update (Redevelopment Agency)**

Purpose: Committee update, discussion, and feedback to staff on verbal report and presentation regarding the three Redevelopment Agency - supported incubators: Environmental Business Cluster (EBC); San Jose Biocenter; the United States Market Access Center (USMAC).

**APRIL 25, 2011**

**1. Verbal Report on Economic Development Activities (Economic Development)**

Purpose: Verbal report only – no written report will be submitted. Provides a “behind-the-scenes” look at the range of economic development-related activities Office of Economic Development staff were involved with in the prior month. Report is illustrative, not comprehensive. Will include examples involving collaboration with other Departments and the Agency.

**2. Mexican Heritage Plaza Update (Public Works/General Services)**

Purpose: Quarterly Committee update, discussion, and feedback to staff on the transition plan for Mexican Heritage Plaza, activities of the MHP Steering Committee and the progress toward creating a school of arts and culture at the Plaza.

**3. Report on Key Legislative Items (Intergovernmental Relations)**

Purpose: Committee update, discussion, and feedback to staff on 2011 State Legislative Bill Matrix concerning pending State Legislation in the Community and Economic Development City Service Area.

**4. Development Services Update (PBCE)**

Purpose: Committee update, discussion, and feedback to staff on Development Services activities and performance measures, including recent accomplishments of the Development Services Project Manager/Expediter and Administrative Hub.

**5. Outreach on Tenure Changes for Housing Developments (Housing)**

Purpose: Committee update, discussion, and feedback to staff on proposed notification options for post-entitlement tenure changes for housing developments. Provide the City Council with an

analysis of the legal and policy implications of requiring additional outreach after a housing development has received its discretionary approvals through the Planning process if it changes from ownership to rental or vice versa.

**6. Industrial and Office Retention and Attraction Update** (Redevelopment Agency/  
Economic Development)

Purpose: Committee update, discussion, and feedback to staff on verbal report and presentation on staff business retention efforts and the latest attraction successes citywide.

**MAY 23, 2011**

**1. Verbal Report on Economic Development Activities** (Economic Development)

Purpose: Verbal report only – no written report will be submitted. Provides a “behind-the-scenes” look at the range of economic development-related activities Office of Economic Development staff were involved with in the prior month. Report is illustrative, not comprehensive. Will include examples involving collaboration with other Departments and the Agency.

**2. Surviving the Scarcity of Affordable Housing Resources** (Housing)

Purpose: Committee update, discussion, and feedback to staff on creative funding options to generate resources for affordable housing and community development programs. Provide the City Council with an update on tax increment financing, and detail the Department’s efforts to access other housing funds. Describe efforts being undertaken to move projects that have been stalled due to the economy and the State take of redevelopment funds, creating affordable

**JUNE 27, 2011**

**1. Verbal Report on Economic Development Activities** (Economic Development)

Purpose: Verbal report only – no written report will be submitted. Provides a “behind-the-scenes” look at the range of economic development-related activities Office of Economic Development staff were involved with in the prior month. Report is illustrative, not comprehensive. Will include examples involving collaboration with other Departments and the Agency.

**2. The Needs and Challenges of Mobile Homes as a Housing Choice** (Housing)

Purpose: Committee update, discussion, and feedback to staff on the challenges facing this most affordable form of ownership housing. Provide the City Council with information on the unique challenges facing residents of the 10,700 mobilehomes in San Jose (the largest number in any city in California), including ever-increasing rents, deteriorating homes and infrastructure, and the infrequency of code inspections by the State. Note: this issue is expected to heat up in 2011 as mobilehome residents express concerns about rent increases in their parks.

**3. Update on Downtown as “Silicon Valley’s City Center”** (Economic Development/  
Redevelopment Agency)

Purpose: Committee update, discussion, and feedback to staff on verbal report and presentation. Provide an integrated update on progress evolving Downtown San Jose as a vibrant urban center for Silicon Valley-including business/work location, shopping and dining, arts and entertainment, urban living, and the public realm.