



# Memorandum

**TO: RULES AND OPEN GOVERNMENT  
COMMITTEE**

**FROM: Mayor Chuck Reed  
Rose Herrera, Chair**

**SUBJECT: COMMUNITY AND ECONOMIC  
DEVELOPMENT COMMITTEE  
WORKPLAN**

**DATE: January 5, 2012**

Approved

Date

1/5/2012

Approved

Date

1/5/12

## RECOMMENDATION

Approve the Community and Economic Development Committee workplan for the period January through June 2012 and setting its meeting schedule on the fourth Monday of each month at 1:30 p.m. in Room W-120.

## WORKPLAN CONTENTS

**COMMUNITY AND ECONOMIC DEVELOPMENT  
COMMITTEE WORKPLAN  
January - June 2012**

### **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 23, 2012**

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provides a “behind-the-scenes” look at economic development-related activities staff were involved with since the last Committee meeting, including business outreach and “speed of business” development services. Report is illustrative, not comprehensive.
  
2. **Business Outreach: Progress Update** (Economic Development/Redevelopment Agency/CSA partners)  
**Purpose:** Provide an update on progress implementing the FY 2011-12 joint OED/Agency Workplan for business outreach, retention, and attraction. (Deferred from 12/19/11)  
  
(*Economic Strategy Goal #1:* Encourage companies and sectors that can drive the San José/Silicon Valley economy and generate revenue for city services and infrastructure.)
  
3. **Real Estate Streamlining** (Economic Development)  
**Purpose:** Seek feedback on draft staff recommendations for how to streamline City processes for selling, leasing, and acquiring City real estate in order to save time and money. (Deferred from 12/19/11)  
  
(*Economic Strategy Goal #1:* Encourage companies and sectors that can drive the San José/Silicon Valley economy and generate revenue for city services and infrastructure.)
  
4. **Potential Contract Services Agreement with San Jose Downtown Association** (Economic Development)  
**Purpose:** Assess potential contract services agreement with the San Jose Downtown Association for promotions, events and marketing programs. (Rules referral from 12/7/11, Item H3)  
  
(*Economic Strategy Goal #10:* Continue to position Downtown as Silicon Valley’s City Center.)
  
5. **Incubator/Entrepreneur Center Transition Update** (Redevelopment Agency/Economic Development)  
**Purpose:** Provide opportunity for Committee to monitor progress of implementing the transition plan, and refine transition plan as needed based on new information. (Referral from CED Committee 11/28 Meeting)  
  
(*Economic Strategy Goal #4:* Nurture the success of local small businesses.)

**FEBRUARY 27, 2012**

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provides a “behind-the-scenes” look at economic development-related activities staff were involved with since the last Committee meeting, including business outreach and “speed of business” development services. Report is illustrative, not comprehensive.

**FEBRUARY 27, 2012**, continued

**2. Development Services: Working at the Speed of Business** (Planning, Building and Code Enforcement/Public Works/Fire)

**Purpose:** To discuss activity trends, performance results, and economic outcomes related to San José Development Services and engage the Committee regarding upcoming process improvements.

*(Economic Strategy #6: Improve the speed, consistency and predictability of the development review process and reduce costs of operating a business in San Jose)*

**3. Convention Center Expansion and Renovation** (Public Works/OED)

**Purpose:** Update on the Convention Center construction project and plans to maximize the economic benefits of expansion and renovation. (Deferred from 12/19/11)

*(Economic Strategy Goal #10: Continue to position Downtown as Silicon Valley's City Center.)*

**4. Residential Development Tenure Changes Policy** (Planning, Building and Code Enforcement/Housing)

**Purpose:** Engage Committee members to provide input on key questions and options related to developing a City policy on Tenure Change Notification, including implementation considerations. (Deferred from 12/19/11)

*(Economic Strategy Goal #: N/A)*

**MARCH 26, 2012**

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

**Purpose:** Provides a "behind-the-scenes" look at economic development-related activities staff were involved with since the last Committee meeting, including business outreach and "speed of business" development services. Report is illustrative, not comprehensive.

**2. Update on Top Five Priorities of Economic Strategy Workplan** (Economic Development with CSA partners)

**Purpose:** As directed by Council at the October 18, 2011, adoption of the Economic Strategy Workplan for the October 2011- March 2012 period, provide a progress report of the accomplishments associated with the Top Five priorities, identifying implementation challenges and opportunities due to federal and state actions and local funding constraints.

*(Economic Strategy Goal: All 12 Goals)*

**MARCH 26, 2012**, continued

**3. Update on Business Plan for CleanTech Demonstration Center** (Economic Development)

**Purpose:** As directed by Council on May 18, 2011, update the Committee on progress developing a viable business plan for the CleanTech Demonstration Center. This second Committee update will include information on strategic partners, revenue streams, and operational model.

*(Economic Strategy Goal #1: Encourage companies and sectors that can drive the San José/Silicon Valley economy and generate revenue for city services and infrastructure.)*

**4. Three-Year Housing Investment Plan Update** (Housing)

**Purpose:** To provide the Committee with an update on progress toward a new draft three-year housing Investment Plan for 2012-2015.

*(Economic Strategy #11: Create more walkable, vibrant, mixed-use environments to spur interaction and attract talent.)*

**5. Outdoor Special Events** (Economic Development)

**Purpose:** Update the Committee on implementation of Council direction to control City cost escalation for outdoor special events, support revenue generation, and transition the production of holiday events to a community-based model.

*(Economic Strategy #12: Develop a distinctive set of sports, arts and entertainment offerings, aligned with San José's diverse, growing population.)*

**APRIL 23, 2012**

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

**Purpose:** Provides a "behind-the-scenes" look at economic development-related activities staff were involved with since the last Committee meeting, including business outreach and "speed of business" development services. Report is illustrative, not comprehensive.

**2. Incubator/Entrepreneur Center Transition Update** (Economic Development)

**Purpose:** Provide opportunity for Committee to monitor progress of implementing the transition plan, and refine transition plan as needed based on new information.

(Referral from CED Committee 11/28/11)

*(Economic Strategy Goal #4: Nurture the success of local small businesses.)*

**3. Cirque du Soleil Downtown Land Options** (Economic Development)

**Purpose:** Per Council direction, report back to the Committee by April 2012, on downtown land options for Cirque du Soleil's future productions in San José.

*(Economic Strategy #12: Develop a distinctive set of sports, arts and entertainment offerings, aligned with San José's diverse, growing population.)*

**APRIL 23, 2012**, continued

**4. Airport West Development (Airport)**

**Purpose:** Briefing on the approach to develop the West Side of the Airport over time to maximize general aviation air services and revenue-generation opportunities.

*(Economic Strategy #9: Keep developing a competitive, world class airport and attract new air service.)*

**5. Envision 2040 Implementation: Urban Villages (Planning, Building & Code Enforcement/Economic Development/Housing)**

**Purpose:** Seek feedback on approach to driving implementation of the urban village concept, including financial tools, promotional efforts, and additional planning activities to encourage developers and property owners.

*(Economic Strategy #11: Create more walkable, vibrant, mixed-use environments to spur interaction and attract talent.)*

**\*Special Date MAY 21, 2012**

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

**Purpose:** Provides a “behind-the-scenes” look at economic development-related activities staff were involved with since the last Committee meeting, including business outreach and “speed of business” development services. Report is illustrative, not comprehensive.

**2. Downtown Update (Economic Development/Planning, Building & Code Enforcement/Transportation/Housing)**

**Purpose:** Provide comprehensive update on Downtown’s advancement as “Silicon Valley’s City Center”, including business, housing, public spaces and arts/entertainment.

*(Economic Strategy Goal #10: Continue to position Downtown as Silicon Valley’s City Center.)*

**3. Cultural Facilities Asset Management (Public Works/Economic Development)**

**Purpose:** Provide second update on implementing the Mayor’s March Budget Directive to engage operators of City cultural facilities to examine ways to support facility sustainability in order to lessen reliance on the General Fund and Redevelopment Funds and ensure ongoing viability of these major cultural institutions.

*(Economic Strategy Goal #10: Continue to position Downtown as Silicon Valley’s City Center and Economic Strategy #12: Develop a distinctive set of sports, arts and entertainment offerings, aligned with San José’s diverse, growing population.)*

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\*Special Date MAY 21, 2012 continued

**4. Report on Key Legislative Items** (City Manager's Office/Intergovernmental Relations)

**Purpose:** Committee update, discussion, and feedback to staff concerning pending State legislation in the Community and Economic Development City Service Area.

JUNE 25, 2012

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

**Purpose:** Provides a "behind-the-scenes" look at economic development-related activities staff were involved with since the last Committee meeting, including business outreach and "speed of business" development services. Report is illustrative, not comprehensive.

**2. Implementation of North San José Plan** (Economic Development/Planning, Building & Code Enforcement/Transportation/Housing)

**Purpose:** Brief Committee on implementation of the North San Jose Plan, including new commercial leasing and development, implementation of temporary reduction in traffic impact fee, and housing projects.

*(Economic Strategy Goal #1: Encourage companies and sectors that can drive the San José/Silicon Valley economy and generate revenue for city services and infrastructure.)*

**3. Strengthening Manufacturing in San Jose** (Economic Development)

**Purpose:** Brief Committee on results of staff outreach to contract manufacturers in San José and priority actions to encourage retention and growth of manufacturing-related activity and jobs.

*(Economic Strategy #3: Preserve and strengthen manufacturing-related activity and jobs.)*

**4. Incubator/Entrepreneur Center Transition Update** (Economic Development)

**Purpose:** Provide opportunity for Committee to monitor progress of implementing the transition plan, and refine transition plan as needed based on new information. (Referral from CED Committee 11/28 Meeting)

*(Economic Strategy Goal #4: Nurture the success of local small businesses.)*