



# Memorandum

**TO: RULES AND OPEN GOVERNMENT  
COMMITTEE**

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

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

**DATE:** May 23, 2012

Approved	<i>Chuck Reed</i>	Date	7/17/12
Approved	<i>Rose Herrera</i>	Date	7/17/12

## RECOMMENDATION

Approval of the Community and Economic Development Committee workplan for the period August through December 2012 and setting its meeting schedule on the fourth Monday of each month at 1:30 p.m. in Rooms W118-119.

## WORKPLAN CONTENTS

**COMMUNITY AND ECONOMIC DEVELOPMENT  
COMMITTEE WORKPLAN  
August - December 2012**

### COMMITTEE MEMBERS:

ROSE HERRERA, CHAIR  
SAM LICCARDO, VICE CHAIR  
ASH KALRA, MEMBER  
PIERLUIGI OLIVERIO, MEMBER

### STAFF:

KIM WALES, CITY MANAGER'S OFFICE  
ED MORAN, CITY ATTORNEY'S OFFICE  
RU WEERAKOON, MAYOR'S OFFICE

### 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.

**AUGUST 27, 2012**

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provide 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. **Customer Service Improvement Initiative** (Development Services)  
**Purpose:** Provide an update on the status of the Customer Service Improvement Initiative.
3. **Implementation of North San Jose Plan** (Economic Development/Planning, Building and Code Enforcement/Transportation/Housing)  
**Purpose:** Brief Committee on implementation of the North San Jose Plan, including new commercial leasing and development, implementation of the temporary reduction in the traffic impact fee, and housing projects (Deferred from June 25). Presentation will include update on Habitat Conservation Plan provisions for the Western Burrowing Owl protections as it specifically affects properties in North San Jose.
4. **Implementation of Economic-Development Related Ordinance Changes and Next Priorities** (City Attorney’s Office/ Planning, Building and Code Enforcement /Economic Development)  
**Purpose:** Provide information on the status of Council-directed ordinance changes related to economic development, and identify the next set of priorities to consider at the next semi-annual Council Priority-Setting Session.
5. **San Jose Downtown Association FY 2012/2013 Services Workplan** (Economic Development/Transportation)  
**Purpose:** Brief the Committee about the new one-year Services Agreement between the City and the Downtown Association to support economic development Downtown in partnership with OED and DOT.
6. **Bio-Center and Downtown Incubator Program Update** (SARA/Economic Development)  
**Purpose:** Provide an update on the status of the BioCenter following lease termination on July 30 and the Downtown Incubator Programs following master lease expiration on June 30. Update Committee about other private incubators and accelerators operating in San Jose.
7. **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.

**SEPTEMBER 24, 2012**

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provide 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. **Customer Service Improvement Initiative** (Development Services)  
**Purpose:** Provide an update on the status of the Customer Service Improvement Initiative.
3. **Real Estate Sales Update and Lease Streamlining** (Economic Development)  
**Purpose:** Provide an update to Committee members about expected real estate sales in FY 2012-13 and implementation of the streamlined sales process. Share the next streamlining effort underway which is focused on the leasing process, when City is lessee or lessor.
4. **Downtown Illumination Project** (Economic Development/Cultural Affairs)  
**Purpose:** Share plan and initial projects for "Downtown Illumination" project to create a more distinctive pedestrian experience and skyline Downtown, in partnership with the nonprofit, philanthropic, and private sectors. Committee provides feedback.
5. **Habitat Conservation Plan** (Planning, Building, and Code Enforcement)  
**Purpose:** Provide an update on the Habitat Conservation Plan.
6. **Business Outreach and Development Strategy** (Economic Development)  
**Purpose:** Review FY 2012-2013 workplan for business outreach, retention, expansion, and attraction. Review job growth and unemployment levels in San Jose, and city policies to support job growth in industrial areas.

## **OCTOBER 22, 2012**

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provide 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. **Development Services Update** (Planning, Building and Code Enforcement/Public Works/Fire)  
**Purpose:** Discuss Development Services activities, including initiatives related to the Development Services expedited and coordinated services and other efforts.
3. **Bi-Annual Economic Strategy Workplan Review** (Economic Development/CSA Partners)  
**Purpose:** As directed by Council, provide an update on progress implementing the approved 18-month Economic Strategy Workplan, focusing on the Top Five priorities. The update will include an update on business outreach and a progress report on use of the three major incentive programs approved by Council in 2012 (North San Jose Traffic Impact Fee Reduction, Construction Tax Reduction for Office/R&D, Downtown High-Rise Incentives)
4. **Review of Relevant 2013 Legislative Guiding Principles**  
**Purpose:** Committee discussion on relevant 2013 Legislative Guiding Principles with focus on the Community and Economic Development City Service Area.

**NOVEMBER 26, 2012**

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provide 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. **Customer Service Improvement Initiative** (Development Services)  
**Purpose:** Provide an update on the status of the Customer Service Improvement Initiative.
3. **Envision 2040 Implementation: Urban Villages** (Planning, Building and Code Enforcement)  
**Purpose:** Discuss the progress of the Envision San Jose 2040 General Plan, including but not limited to Urban Villages.
4. **work2future Update on Client Services** (Economic Development)  
**Purpose:** Staff will present a summary of work2future’s key activities and accomplishments including services to employers and job seekers and workplan.
5. **Mexican Heritage Plaza Update** (Economic Development/Cultural Affairs)  
**Purpose:** Provide a status update on the School of Arts and Culture at Mexican Heritage Plaza including the activities of the interim operator and the Advisory Committee on Permanent Governance. Committee will review staff recommendation for Permanent Operator prior to Council review.
6. **Citywide Small Business Support Services** (Economic Development/work2future/Planning, Building and Code Enforcement)  
**Purpose:** Provide information about the services provided by the City and its partners to support the startup, growth, and successful operation of small businesses in San Jose—including the Business Ownerspace service network, the Shop San Jose campaign, business incubators/accelerators, and the services related to facility permitting,
7. **PBID Business Plan Implementation** (Economic Development/Transportation)  
**Purpose:** Provide an update on plans to implement expanded PBID services starting in January, 2013.
8. **Local/Small Business Participation** (Public Works/Finance)  
**Purpose:** Accept the annual report on contracting with local and small businesses for Fiscal Year 2011-2012.

**DECEMBER 24, 2012** *(Holiday - recommend deferral of this meeting to January 2013)*

1. **Verbal Report on Economic Development Activities** (Economic Development)  
**Purpose:** Provide 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. Prospect SV Clean Tech Demonstration Center (Economic Development)**

**Purpose:** Provide third briefing to Committee about plans to open and operate the Prospect SV facility for clean-tech demonstration in Spring 2013, as part of the San Jose Environmental Innovation Center.

**3. Convention Center Expansion, Renovation and Marketing (Public Works/Economic Development)**

**Purpose:** Brief Committee members on the status of the Convention Center expansion and renovation project, and strategy to ensure economic impact of completed Convention Center is maximized.