



Santa Clara City Council Priority Setting Session

Day 2 – February 2, 2021



**City of
Santa Clara**
The Center of What's Possible

Welcome and Schedule

DAY TWO SCHEDULE

- Set Context for Day 2
- COVID-19 Response and Review of Council Pillars
- Council Discussion on Future Items
- Wrap-Up and Council Questions/Comments

Public Presentations



COVID-19 Emergency Response and Review of Council Pillars



2020 City Council Pillars



Promote and Enhance Economic, Housing and **Transportation** Development



Enhance Community Sports, Recreational and **Arts** Assets



Deliver and Enhance High Quality Efficient Services and Infrastructure



Manage Strategically Our Workforce Capacity and Resources



Enhance Community Engagement and Transparency



Ensure Compliance with Measure J and Manage Levi's Stadium



Promote Sustainability and Environmental Protection

2020 Accomplishments

<p>DELIVER AND ENHANCE HIGH-QUALITY EFFICIENT SERVICES AND INFRASTRUCTURE</p> <ul style="list-style-type: none"> PR Excellence Award from the California Library Association for revitalized bookmobile program Silicon Valley Power designated a Smart Energy Provider from the American Public Power Association Completed the annual pavement rehabilitation project Renovated Fire Station No. 8 – to house staff at Fire Station No. 11 Executed agreement with National Car Charging for the installation of new electric vehicle charging stations for public use throughout the city Safety Award for Silicon Valley Power's outstanding achievement in safety by the Northwest Public Power Association for the 3rd year Adopted an ordinance aimed at reducing illegal street racing and stunts Received the 2020 Achievement of Excellence in Procurement@ANational Procurement Institute Reinstalled the historic Mission Bell along El Camino Real that had been removed during a landscaping project Reopened the International Swim Center after a brief closure for the new boiler Executed an agreement with Levy Premium Foodservice Limited P for food and beverage operations at the Santa Clara Convention Center Named the 6th Safest City in America by SmartAsset Launched a new Police Department webpage with information about the department and invited anyone with information about a cold case to contact the department Conducted Cybersecurity risk assessment and completed enhanced security systems are secure and resilient while protecting stakeholder information Card access, video surveillance and badging expanded to City Hall Secure perimeter doors and areas of City Hall Awarded National Association of Government Web Professionals 2nd Award for excellence in government web design and innovation Provided the Annual Cleanup Campaign in line with COVID-19 safety protocols Provided personnel to assist at multiple fires throughout the state during unprecedented fire season Named #14 of Safest Cities in California for 2020 by Safety.com Received an "Exemplary City" Award from County Public Health Department When COVID-19 hit, we reduced spending by \$14.8 million from March to June Received an American Public Works Association (APWA) Silicon Valley 2020 Honor Award for the City's Santa Clara Safe Routes to School Improvement Project which helped increase safe mobility options for students 	<p>MANAGE STRATEGICALLY OUR WORKFORCE CAPACITY AND RESOURCES</p> <ul style="list-style-type: none"> Released results from the first employee engagement survey showing positive and promising results with a 75% approval rating, over 90% feel their jobs support the work of the City and that the City plays an important role in the community 	<p>PROMOTE AND ENHANCE ECONOMIC, HOUSING AND TRANSPORTATION DEVELOPMENT</p> <ul style="list-style-type: none"> Broke ground on Calabazas Community Apartments, a new supportive housing development including 145 affordable units with units specifically reserved for formerly homeless individuals Featured as the cover story for the January 2020 edition of Business View 	<p>ENHANCE COMMUNITY ENGAGEMENT AND TRANSPARENCY</p> <ul style="list-style-type: none"> National award "Recognizing Outstanding Participation in America's Night Out Against Crime" by the National Association of Town Watch
<p>ENHANCE COMMUNITY SPORTS, RECREATIONAL AND ARTS ASSETS</p> <ul style="list-style-type: none"> Opened the rehabilitated Bowers Park Playground designed for children of all abilities Contract awarded for construction of the Agnew Park and Fuller Street Park Rehabilitation Projects Negotiated an agreement with the City of Sunnyvale that will extend Sunnyvale's favorable rates at Sunnyvale Golf Course to Santa Clara residents as a result of the closure of the Santa Clara Golf & Tennis club Launched the Utility Box Artwork Project in partnership with the City's Cultural Commission to work with local artists to beautify utility boxes in the city Completed construction on the following park and playground rehabilitation projects in the City after County Shelter in Place was lifted for construction: <ul style="list-style-type: none"> Meadow Park and Redwood Trail (Santa Clara Square) Reed & Grant Sports Park Project Machado Park Playground Rehabilitation Agnew Park Playground Rehabilitation Fuller Street Park Phase II (new sports courts) Scheduled virtual ribbon cuttings to celebrate park reopening safely with the community Initiated construction of the following park projects: <ul style="list-style-type: none"> Homeridge Park Playground Rehabilitation Project Raymond G. Gamma Dog Park Improvements (off leash dog areas under construction) Initiated design and community input phase of the Fairway Glen Park Restroom Initiated design of the City Plaza Park Gazebo Improvement Project Evaluated parks, recreation, cemetery and community program proposals for compliance with County social distance and Health and Safety Protocols in City Parks Facilities Sought community input on an accessible playground in Santa Clara's Central Park in partnership with the Magical Bridge Foundation Provided support to the Prioritize Santa Clara Infrastructure community meetings and virtual tours Mobilized to offer summer "Mini Camp" sessions Provided variety of virtual recreation for the community during shelter in place Hosted a Santa Clara Chalk Art Contest to help boost the spirit of the community during COVID-19 Supported and participated in the Santa Clara Parade of Champions Virtual Parade with videos from City departments 	<p>ENSURE COMPLIANCE WITH MEASURE J AND MANAGE LEVI'S STADIUM</p> <ul style="list-style-type: none"> Terminated the Stadium Management Agreement with the Forty Niners Stadium Management Company LLC (Forty Niners) in its entirety for apparent mismanagement of the publicly-owned facility and potential self-dealing Completed 76% of Measure J Compliance Audit Recommendations, Improving Transparency and Management of Levi's Stadium during COVID-19 Presented public report regarding activities at Levi's Stadium during COVID-19 Pandemic and continuing to work with Management Company on reporting of disinfection and site operations plans for future events Updated the Stadium Authority Procurement Policy to remove the Executive Director's delegated procurement authority to ensure complete procurement oversight and Management Company's compliance with state and local laws related to prevailing wage, public projects, conflicts of interest, among others Continued working with Stadium Authority Counsel on several litigation and arbitration actions filed by the Management Company, along with the issuance of Notices of Breach and Default related to the Stadium Manager's non-compliance with the Management Agreement Continued oversight with Stadium Authority Counsel of ADA compliance with improvements to Main Lot Adopted Stadium Authority Budget that is reflective of the Board's priorities Continued efforts to ensure transparency from Management Company and sharing of public records such as event contracts, Stadium Builder Licenses, and financial information Staff supported twelve (12) NFL games for the 2019 NFL Season, including the Division Playoffs and Championship Game in January 2020, and four Non-NFL events Implemented a Request for Proposal for shared financial management services with the Management Company to ensure greater financial transparency Completed continuous oversight of the annual financial audit contracts for the City and Santa Clara Stadium Authority Managed and sought compliance with 248 fire inspection violations determined at Levi's Stadium Presented public report on Management Company's proposal to designate Stadium Builder Licenses to field seats in the Levi's Stadium Authorized a claim for arbitration to collect unpaid facility rent resulting in payment of \$5,502,333 in overdue rent 	<p>ENHANCE COMMUNITY ENGAGEMENT AND TRANSPARENCY</p> <ul style="list-style-type: none"> National award "Recognizing Outstanding Participation in America's Night Out Against Crime" by the National Association of Town Watch 	<p>PROMOTE SUSTAINABILITY AND ENVIRONMENTAL PROTECTION</p> <ul style="list-style-type: none"> Hired the City's first Sustainability Manager to coordinate efforts city-wide and support implementation of the Climate Action Plan Launched a full update to City Climate Action Plan including community outreach to establish new targets and strategies for reducing greenhouse gas emissions Entered into an agreement with GreenWaste Recovery, Inc. (GWR) to provide mixed waste processing, enabling residential and commercial business customers to divert organic materials to be composted rather than landfilled without additional sorting or subscribing to an additional organics collection service Initiated community stakeholder discussions around building electrification reach codes for new developments Silicon Valley Power expanded Clean Transportation Initiatives to advance the Electric Vehicle Blueprint Plan approved by Council in June 2019: Community participation in the Residential Electric Vehicle Supply Equipment (EVSE) rebate, Launched a public charging infrastructure plan to bring EVSE to parks, libraries, community centers, etc. in April 2020, Developed two additional clean transportation programs to launch in fall (Clean Fuel Rewards Program and Multi-family residential EVSE rebate program) SVP added a qualified renewable small hydroelectric 14 MW facility to its power mix that is estimated to produce approximately 24,000 MWh annually Transitioned from conventional diesel fuel to renewable diesel (RD) for approximately 200 heavy-duty vehicles and pieces of equipment in the City's fleet Adopted the Santa Clara EV Readiness Blueprint which established a goal to increase the number of zero-emission vehicles on the road to 5 million by 2030 Received a commendation from the County of Santa Clara in recognition of the Department of Public Works' efforts in attaining Green Business Certification at the corporation yard Introduced a new Silicon Valley Power program that provides grants to eligible nonprofit organizations located in Santa Clara to help fund energy efficiency upgrades Executed 15-year solid waste contracts with Mission Trail Waste Systems and Recology Created a pilot residential ebike rebate program to encourage the adoption of electric bicycles for commuting to work, shopping, going to school, visiting friends, etc. instead of commuting by car Recognized with the 2020 Tree City USA Recognition and Growth Award

Highlighted Pillars - COVID-19



Promote and Enhance Economic, Housing and Transportation Development



Enhance Community Engagement and Transparency



Enhance Community Sports, Recreational and Arts Assets



Ensure Compliance with Measure J and Manage Levi's Stadium



Deliver and Enhance High Quality Efficient Services and Infrastructure



Promote Sustainability and Environmental Protection



Manage Strategically Our Workforce Capacity and Resources



COVID-19 Response Efforts

COVID-19 Relief Efforts for Santa Clara Residents and Businesses



RENTAL ASSISTANCE AVAILABLE FOR SANTA CLARANS

Are you a Santa Clara renter impacted by COVID-19? A second round of funding for the City's Emergency Rental Assistance Program is now available. The funding will assist eligible renters, based on income levels, in Santa Clara. For more information on whether you qualify for rental assistance, visit SantaClaraCA.gov/RentRelief.



FINANCIAL ASSISTANCE FOR SMALL BUSINESSES AND NONPROFITS

More grant funding is now available to assist small businesses and nonprofits impacted by COVID-19 in Santa Clara. In addition to payroll and lease expenses, grant recipients may use the funding for necessary business improvements to comply with the County of Santa Clara public health order. At this time, the City is reviewing grant applications on the waiting list. For more details, visit SantaClaraCA.gov/SmallBusinessGrant.



SENIOR MEALS TO-GO

The City's Senior Nutrition Program offers curbside lunch pickup weekdays at the Santa Clara Senior Center. On Friday, the City is also providing seniors with weekend breakfast and lunch to-go meals through curbside pickup or homebound delivery. For more information and to reserve meals, call **408-615-3170**.



RESIDENTIAL WATER & SEWER RATE ASSISTANCE

To further support customers who may be impacted by the pandemic, the City will offer its most flexible payment plans to customers who indicate either an impact or hardship as a result of COVID-19. If approved, customers listed on the Water & Sewer Rate Assistance Program (WSRAP) will receive a discount on water and sewer bills of 25%. For more information regarding how to qualify and apply for the Water & Sewer Rate Assistance Program, visit SantaClaraCA.gov/Assist.



HELP YOUR NEIGHBOR WITH UTILITY BILLS

The Help Your Neighbor program provides emergency assistance with utility bill payments for residents who are experiencing financial hardship. The City will use the donated funds to help residents who are having difficulty paying their utility bills during the COVID-19 pandemic. For more details, visit SantaClaraCA.gov/COVID19Donations.



COVID-19 ELECTRIC RELIEF

Has your income been recently affected by the COVID-19 pandemic? Silicon Valley Power is offering a temporary relief program that provides a 25% discount on City of Santa Clara municipal utilities electric charges for residents. For details, visit SiliconValleyPower.com/Assist.



SANTA CLARA SUPPORTS LOCAL RESTAURANTS

The City is limiting third-party food delivery fees to help our local restaurants. Since indoor dining is closed due to State and County public health orders, restaurants are relying on third-party applications to deliver takeout. Service fees from these food delivery apps are capped at up to 15% during the COVID-19 local emergency. For more information, visit SantaClaraCA.gov/CoronavirusUpdates.



SMALL BUSINESS ENERGY EFFICIENCY GRANTS

Silicon Valley Power is offering grants to help small businesses fund energy efficiency upgrades. These upgrades will help lower business operating costs by reducing electric consumption. For more information, visit SiliconValleyPower.com/BusinessRebates.



BACK TO SCHOOL RESOURCES

To help with the transition to school during the pandemic, explore the City's variety of online resources that are tailored for parents, caregivers and students in kindergarten through 12th grade. The Santa Clara Police Department also provides helpful safety tips for parents to help make the transition easier for children and adults alike. Visit SantaClaraCA.gov/BacktoVirtualSchool.



#SantaClaraResponds



COVID-19 Response Accomplishments



1. Developed and launched a **Small Business Assistance Grant Program** that awarded funds within one week of grant award
2. Hosted **small business webinars**, in partnership with neighboring cities, related to the economic recovery from COVID-19
3. Implemented a **cap on third-party food delivery fees**
4. Implemented a **six-month relief on garbage rates** for all residents and businesses
5. Launched a **Small Business Energy Efficiency Grant Program** to help businesses
6. Implemented a **temporary outdoor dining ordinance**
7. Provided **TOT payment extension** for hotels/motels

COVID-19 Response Accomplishments



8. Adopted an Ordinance for a **temporary moratorium on evictions** for non-payment of rent
9. Developed an **emergency rental assistance program**
10. Implemented a **suspension on service disconnections for utility** (electric and water) nonpayment to assist with those impacted by COVID-19
11. Leveraged the Silicon Valley Power Public Benefits Program to issue a **\$30 credit on all residential electric bills** to assist during the COVID-19 pandemic
12. Expanded **Silicon Valley Power's rate assistance program** (25% off) to include residents financially impacted by COVID-19
13. Introduced **Water and Sewer rate assistance program** for residential customers experiencing hardship due to COVID-19

COVID-19 Response Accomplishments



14. Activated the **City's Emergency Operations Center** to increase our ability to maintain situational awareness, manage resources, and coordinate public information and remained active seven months later
15. Distributed **regular COVID-19 updates to the community** with the latest information on the pandemic as well as the City's response efforts
16. Issued a **Local State of Emergency** to maximize financial reimbursement for City and optimize resources
17. Supplied **donated masks/face coverings** to the community
18. Developed **internal FEMA recovery processes and training** for departments
19. Adapted to "**essential service**" model for City services under tight timeline

COVID-19 Response Accomplishments



20. Secured **\$1.59 million in CARES Act funding** through working with the City's legislative consultants that provided funding for the City's food assistance program, Small Business Assistance Grant and other COVID-19 related expenditures
21. City **continues to advocate** for up to \$34 million from federal government
22. Implemented **virtual construction/building inspection** options
23. Developed an **outdoor activity permit**
24. Relunched the **Help Your Neighbor Program**
25. Reopened **drive-through window at City Hall** for safe utility bill payment
26. Implemented **touchless credit card services**

COVID-19 Response Accomplishments



27. Launched the **Healthy Meals Santa Clara program** to provide Santa Clara Union School District kids with weekend meals
28. Adjusted **Senior Nutrition Program** to a Drive-thru Meals Program for about 150-180 seniors per day in response to the COVID-19 pandemic to keep seniors safe and healthy
29. Implemented **delivery of weekend meals to homebound seniors** in partnership with Santa Clara Firefighters Foundation
30. Negotiated and executed an agreement with the Salvation Army Silicon Valley that would formalize this partnership to allow for ongoing **use of City employees as Disaster Service Workers to support a weekly food distribution program**

COVID-19 Response Accomplishments



31. City Council, public meetings and town halls are conducted virtually in support of COVID-19 shelter-in-place.
32. Implemented "**Mayor @ Noon**" **Facebook Live** series
33. **Stay Covered Santa Clara** outreach campaign
34. Recorded **video messages from the Mayor** about important updates to the community
35. Established a **City of Santa Clara Reference Line** launched for residents who may have questions about City services and programs during the COVID-19 emergency response
36. Transitioned to **Council and public meetings virtually** allowing for community engagement

COVID-19 Response Accomplishments



37. Provided **Virtual Recreation series** during required shelter-in-place
38. Hosted **regular virtual programming** on Facebook and YouTube, including daily storytimes, concerts, interviews
39. Implemented scheduled **Bookmobile pick-up** at Northside and Mission Libraries
40. Launched **Drive-Up Library Services**, including contactless curbside pickup
41. Facilitated the use of the City Library branches as **COVID-19 testing sites**

COVID-19 Response Accomplishments



42. Implemented several **new Human Resources policies as required by state and federal guidelines** under a tight timeline
43. Developed **city-wide COVID-19 training** for all employees
44. Developed a **Remote Access Policy**, to transition staff to work from home
45. Provided **additional remote access capabilities to approximately 170 staff** enabling a total of 440 staff members to be able to work remotely
46. Launched Intranet site (CSI online) for **increased information sharing**, online forms, Pop-Up messaging and other public communications
47. Established **IT Tech Café** to address technology questions during the transition

COVID-19 Response Accomplishments



49. Set up **training for over 200 Disaster Service Worker staff** for five Commodity Points of Distribution (CPODs)
50. Partnered with **Mission City Community Fund to raise money for the City's Healthy Meals Santa Clara food distribution program for kids**
51. Worked with **Santa Clara Firefighters Foundation** to support weekly weekend meal delivery to seniors
52. Housed a **temporary Federal Medical Station (FMS) at the Santa Clara Convention Center** and coordinated with a number of regional organizations in support of this effort
53. Worked with **Second Harvest/Salvation Army for food distribution** and future collaboration opportunities

2020 City Council Policy Priorities

In June 2020, Council received an update detailing the need to place these items on hold due to COVID-19 as part of the FY2020/21 and FY2021/22 Adopted Biennial Capital Improvement Program Budget.

- 23 priority items approved by Council in Feb. 2020:
 - Completed – 6 items
 - Ongoing – 1 item
 - Delayed due to COVID-19 – 16 items

2020 City Council Policy Priorities

Completed Items (6)

- Add transportation to the pillar, “Promote and Enhance Economic and Housing Development”
- Add arts to the pillar, “Enhance Community Sports and Recreational Assets”
- Machado Park signage regarding closure and next steps
- MySantaClara – add “Other” category and address processes for closing items
- Add additional information to Fiscal Impact section of staff report, make it more visible, move it up
- Noise at San Jose Airport (John Wayne Airport) – leverage new lobbyist

2020 City Council Policy Priorities

Ongoing Items (1)

- Better coordination and collaboration with community partners to address homelessness

2020 City Council Policy Priorities

Items Delayed due to COVID-19 (16)

- Traffic mitigation - Left-lagging lights and Smart City initiatives (*split into two items*)
- Explore a community benefits policy
- *VTA Transit Oriented Community Playbook (some work completed)*
- Expansion of senior services/senior center hours, and explore potential of new senior center
- Proactive policing to respond to property crimes
- RV Parking update
- Explore responsible construction ordinance and wage-theft protections



2020 City Council Policy Priorities

Items Delayed due to COVID-19 (16)

- Market to prospective employees, active recruitment
- Workforce capacity study
- Explore collaborative engagement software and partnership with Catalyze SV, esp. for development projects
- Reinstate International Exchange Commission
- *Host monthly town halls (Mayor@Noon COVID Program initiated)*
- Ensure community access at Levi's Stadium
- Revisit recommendations from community study – study needs to be updated

2020 City Council Policy Priorities

Items Delayed due to COVID-19 (16)

- Explore permit parking for northside Santa Clara (KW) and possibly extending the red sticker program
- Ensure more revenue from non-NFL events

2020 City Council Policy Priorities

Parking Lot Items

- Public private partnerships – community shuttle
- Business employee tax
- Explore a tenant protection ordinance
- Multi-use arts center downtown with Santa Clara University
- Revisit curfew issue

Council Discussion on Future Items



2020 City Council Pillars



Promote and Enhance Economic, Housing and **Transportation** Development



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Promote Sustainability and Environmental Protection

Discussion Questions

- What are the urgent and important items for 2021? These are determined to be critical in the near-term, needing immediate focus and attention.
- What are the less urgent but still important items? These will continue on the work plan but at a lower priority.
- What items would you like Council to consider for a future Priority Session check-in (late 2021) or for 2022?

Public Presentations



Summary and Questions





City of Santa Clara

The Center of What's Possible