



City Council Agenda

City of Campbell, 70 North First Street, Campbell, California

CAMPBELL CITY COUNCIL STUDY SESSION

Monday, April 4, 2016 - 6:30 p.m.

Council Chamber – 70 N. First Street

NOTE: No action may be taken on a matter under Study Session other than direction to staff to further review or prepare a report. Any proposed action regarding items on a Study Session must be agendized for a future Regular or Special City Council meeting.

CALL TO ORDER, ROLL CALL

NEW BUSINESS

1. Program Overviews and Work Plans

Recommended Action: Conduct Study Session and provide direction to staff.

PUBLIC COMMENT

ADJOURN

In compliance with the Americans with Disabilities Act, listening assistive devices are available for all meetings held in the City Council Chambers. If you require accommodation, please contact the City Clerk's Office, (408) 866-2117, at least one week in advance of the meeting.

MEMORANDUM



CITY OF CAMPBELL

City Manager's Office

To: Honorable Mayor & City Council

Date: March 29, 2016

From: Mark Linder, City Manager

A handwritten signature in black ink, appearing to be "ML", written over the printed name "Mark Linder, City Manager".

Subject: Budget Study Session—Program Overviews and Work Plans

The budget study session scheduled for **Monday, April 4th** will be held in the Council Chambers and is scheduled to begin at **6:30 p.m.** The meeting will be televised. The format will consist of providing a high level overview of each of the City's budget programs, by department, as well as presenting each department's proposed FY 17 Work Plans (Attachment A). The Council priorities resulting from its January 29th workshop have been incorporated into the Work Plans and are designated with an asterisk (*).

The overview will present Council with a summary of each program's services and its budgeted revenues and expenditures for the current year (FY 16) which should give an indication of the magnitude of the programs and where the dollars are being spent in the City. Council will have the opportunity to ask questions and hear about each City program, what it does, and how much budget it requires. We will also highlight significant changes or issues that are expected in the upcoming proposed budget. A more detailed study session on the proposed FY 17 operating and capital budgets will be held on Monday, May 2nd. The budget is scheduled to be formally presented at the regular Council meeting on Tuesday, June 7th.

Council will also have the opportunity to review the individual department Work Plan items proposed for next year and offer its input and direction with respect to whether any changes need to be made. As is always the case, staff's priority is on maintaining day-to-day operations, including public programs and services. However, some additional staffing requests are being included in the proposed budget as a direct result of these priorities and work plans. Given the limited staffing levels of recent years, it has been a challenge to take on additional Work Plan items or special studies. It is, therefore, important that those issues that are undertaken reflect the priorities of the Council and community.

Staff believes the items shown in Attachment A can be accomplished during the upcoming fiscal year. However, should other unexpected issues arise during the year, Work Plans may require re-prioritization or possible deferral. Staff will notify Council if this occurs.

If you have any questions prior to the study session, please let me know.

Attachment : Draft Major Work Plans Items – FY 2017

Draft Major Work Plan Items - FY 2017

City Manager's Department:

510 - Administration

- Provide overall coordination with potential revenue ballot measure *
- Assist with considerations for implementation options of park impact fees *
- Coordinate, plan and staff for the 2016 State of the City event

511 - City Clerk

- Conduct November 8, 2016 General Municipal Election
- Coordinate potential revenue and initiative ballot measures
- Coordinate biennial review and update of Statement of Values
- Evaluate Options for Automated Agenda Packet Creation and Distribution – Including Workflow

515 - Human Resources

- Meet and confer with CPOA, CMEA, CPCEA
- Conduct classification audits/analysis for requested positions.
- Establish new Resolutions for Mid-Managers and Confidential Employee Groups
- Assist with implementation of Sungard Pentamation Financial System applications for: Employee Action Center

547 - Information Technology

- Replace City's Storage Area Network (SAN)
- Replace City's Core Network Switch
- Replace City's Department Network Switches
- Build technology infrastructure for CAD/RMS replacement and work with Police Department on implementation
- Replace Network Copiers (Service Center / City Manager's Office)
- Replace RainMaster Irrigation Controller System
- Implement Remote Backup / Replication for City's Data Store at Community Center
- Implement Web-based Building Inspections (carry over from FY16)
- Work with City Attorney to implement Email Retention
- Evaluate Options for Automated Agenda Packet Creation and Distribution – Including Workflow

Recreation & Community Services:

524 - Administrative Services

- Implement Community Center facility improvements as directed by City Council
- Youth Engagement Initiative review and ongoing sustainability
- Use of Park Impact fees *

526 - Adult Services

- Automate the membership renewal and purchase for adult center customers

528 - Museum

- Further develop the Museum's long-term goals as directed by City Council

Finance Department:

535 – Accounting Services

- Implement Sungard Pentamotion Financial System applications for: Electronic Timesheets, Employee Action Center, Workflow and Online Business License Renewals and provide user training. (Carryover from FY 2015-16)
- Provide staff training to enable City departments to access and run their own monthly financial reports electronically
- Coordinate a Citywide inventory of capital assets including equipment
- Coordinate an analysis and update of the City's cost allocation plan and user fees

Community Development:

550 - Administration

- Continue to Provide Training Opportunities to the Planning Commission*

551 - Current Planning

- Work with Historic Preservation Board to develop an App
- Work with Historic Preservation Board to update the Historic Preservation Ordinance

* Council Strategic Priorities List

Community Development (Continued):

552 - Policy Development

- Envision Campbell (General Plan Update) *
- Partner with Public Works on the Campbell Village Area Plan *

554 - Building

- Refine the City's Street Naming Program
- Increased Sign Enforcement

556 - Economic Development

- Convert Economic Development Strategy into an Economic Development Plan

557 - Housing Assistance

- Hire an Affordable Housing Consulting Firm
- Residential and Commercial Impact Fee Nexus Study completion *

Unknown Tasks Still Unresolved

- Updating Density Bonus Ordinance – Would need to obtain proposal from Goldfarb and Lipman
- Comprehensive Update to the Sign Ordinance – Simple revisions performed by staff this fiscal year. A consultant needed for comprehensive update

Legal Services:

560 - Legal Services

- Prepare or assist with revisions to at least four Chapters of the Campbell Municipal Code, including revisions to the Subdivision Ordinance and the addition of a Firearms Safety Ordinance *
- Assist with potential ballot measures
- Assist with potential development impact fees *
- Assist IT with implementation of email retention procedures
- Assist Community Development with General Plan update *
- Work with Public Works on update of Standard Specifications and contract documents

Police Department:

602 /603 - Police Communications/Police Records

- Purchase and replace Police Computer Aided Dispatch, Records Management System, and Mobile Data Computer System Replacements (On-Going, Multi-year Project)

605 - Police Field Services

- Firearms Safety Ordinance. Propose a new ordinance to further regulate firearms and ammunition in the City of Campbell *

Public Works Department:

701 - Administration

- Continue Civic Center Master Plan process (and subsequent related work)
- Complete Area Plan for Campbell Village Neighborhood (Cambrian 36 area)*
- Perform analysis related to the use of Park Impact Fees *
- Participate in Regional Transportation planning efforts - Envision Silicon Valley

720 - Transportation Engineering

- Harriet Avenue/McCoy Avenue/San Tomas Aquino Road Signalization Project – design and construction
- Great Streets (Bascom Avenue) – joint project with VTA
- Transportation Improvement Plan for Campbell PDA
- Develop Traffic Calming Policy *
- Campbell and Page Signal Analysis
- Bicycle Transportation Improvements

730 - Engineering

- East Campbell Avenue Portals Project – complete construction and final reporting
- Pavement Management Program – update street condition survey
- Annual Street Maintenance Project – design and construction
- Virginia Avenue Sidewalk Project – complete construction and final reporting
- San Tomas Aquino Creek Trail – complete feasibility study and environmental review

Public Works Department (Continued):

730 - Engineering

- Miscellaneous Storm Drain Improvement Project – design
- Accessibility Ramp Project – design and construction
- Develop Park Improvement Plan
- Park System Improvement Projects – design and construction following completion of Park Improvement Master Plan

740 - Land Development / Environmental Program

- Provide assistance to Public Works Maintenance regarding the implementation of Community Facilities District No. 2
- Assist in the implementation of updated Vehicle Impact Fee associated with new Solid Waste collection vehicles
- Complete GIS updates for the City's storm drain facilities
- Develop new procedures as necessary for compliance with the storm water Municipal Regional Permit
- Coordinate an update of the City's Standard Specifications and Details for Public Works Construction

745 - Administration

- Evaluate the feasibility and benefits of hiring an energy consultant to develop energy saving projects
- Update all of the Maintenance Section's Performance Measures and Outcomes
- Support the completion of the new fleet maintenance software project

750 - Vehicle & Equipment Maintenance

- Oversee the installation of new gas pumps and the implementation of the new Fleet Management Software
- Procure all approved vehicle & equipment acquisitions

760 - Street Maintenance

- Complete the data collection for the City's sign inventory and complete a replacement schedule for sign replacement
- Create Standard Operating Procedure for all of the Streets Section core services
- Complete the revamping of space at Service Yard due to the sale of a section of service yard property to an adjacent developer

Public Works Department (Continued):

770 - Signals and Lighting Maintenance

- Assist with the conversion of street lights to LED fixtures
- Provide construction assistance in the installation of a new traffic signal at Harriet Avenue/McCoy Avenue/and San Tomas Aquino Road
- Support the Traffic Signal Cabinet Replacement Project

775 - Parks Maintenance

- Establish priorities for the Park Improvement Master Plan (Park Impact Fees) *
- Expand the Park Asset Inventory and establish a repair/replacement criteria for park infrastructure
- Create an Urban Forest Management Plan
- Complete the transfer of tree data to a new management database
- Monitor drought conditions and restrictions and adjust citywide watering schedules as required

780 - Building Maintenance

- Deliver refresh projects for City Hall
- Complete all special projects approved in the FY17 budget
- Complete the revamping of space at the Service Yard due to the sale of a section of the service yard property to an adjacent development

* Council Strategic Priorities List



FISCAL YEAR 17

**Program Overview &
Work Plan
Study Session**

COUNCIL CHAMBERS

APRIL 4, 2016

AGENDA



- Introductory Remarks / Overview
- Budget Summaries – By Department
- Proposed Work Plans – By Department
- Next Steps
- Q & A

OVERVIEW



- ✓ May 2nd Study Session Will Address FY 17 Proposed Operating Budget And Capital Improvement Plan (CIP)
- ✓ FY 17 Budget Summaries Provided To Indicate Relative Size Of Programs
- ✓ Primary Focus Tonight Is On Proposed Work Plan Items
- ✓ Opportunity For Council To Provide Input & Feedback To Staff Regarding Its Priorities
- ✓ Staff Available To Answer Questions
- ✓ Council Priorities Indicated With An Asterisk (*)

CITY MANAGER



<u>Program</u>	<u>Description</u>	<u>FY 16 Budgeted Revenues</u>	<u>FY 16 Budgeted Expenditures</u>
501	City Council	\$ 52,300	\$ 270,915
510	Administration	2,145,500	894,119
511	City Clerk's Office	-	397,713
515	Human Resources	-	838,349
516	Worker's Compensation	642,000	639,202
547	Information Technology	<u>2,007,316</u>	<u>2,007,316</u>
	TOTAL:	<u>\$ 4,847,116</u>	<u>\$ 5,047,614</u>

CITY MANAGER



FY 17 Work Plans

510 – Administration:

- Provide overall coordination with potential revenue ballot measure *
- Assist with considerations for implementation options of park impact fees *
- Coordinate, plan and staff for the 2016 State of the City event

** Council Priority List*

CITY MANAGER



FY 17 Work Plans

511 – City Clerk:

- Conduct November 8, 2016 General Municipal Election
- Coordinate potential revenue and initiative ballot measures
- Coordinate biennial review and update of Statement of Values
- Evaluate Options for Automated Agenda Packet Creation and Distribution – Including Workflow

CITY MANAGER



FY 17 Work Plans

515 – Human Resources:

- Meet and confer with CPOA, CMEA, CPCEA
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CITY MANAGER



FY 17 Work Plans

547 – Information Technology:

- Replace City's Storage Area Network (SAN)
- Replace City's Core Network Switch
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- Replace Network Copiers (Service Center / City Manager's Office)

CITY MANAGER



FY 17 Work Plans

547 – Information Technology (Cont.):

- Replace RainMaster Irrigation Controller System
- Implement Remote Backup / Replication for City's Data Store at Community Center
- Implement Web-based Building Inspections (carry over from FY16)
- Work with City Attorney to implement Email Retention
- Evaluate Options for Automated Agenda Packet Creation and Distribution – Including Workflow

RECREATION & COMMUNITY SERVICES



<u>Program</u>	<u>Description</u>	<u>FY 16 Budgeted Revenues</u>	<u>FY 16 Budgeted Expenditures</u>
524	Administration	\$ 11,000	\$ 718,934
525	Nutrition	92,802	213,635
526	Adult Services	309,561	641,932
527	Community Center	562,283	793,942
528	Museum Services	89,275	339,931
529	Heritage Theatre	659,225	859,225
531	Sports, Aquatics & Fitness	1,050,123	1,079,919
532	Special Interest Classes	<u>1,086,337</u>	<u>1,081,177</u>
TOTAL:		<u>\$ 3,861,146</u>	<u>\$ 5,728,695</u>

RECREATION & COMMUNITY SERVICES



FY 17 Work Plans

524 – Administrative Services:

- Implement Community Center facility improvements as directed by City Council
- Youth Engagement Initiative review and ongoing sustainability
- Use of Park Impact fees *

* *Council Priority List*

RECREATION & COMMUNITY SERVICES



FY 17 Work Plans

526 – Adult Services:

- Automate the membership renewal and purchase for adult center customers

528 – Museum:

- Further develop the Museum's long-term goals as directed by City Council

FINANCE



<u>Program</u>	<u>Description</u>	<u>FY 16 Budgeted Revenues</u>	<u>FY 16 Budgeted Expenditures</u>
535	Accounting	\$ 32,453,000	\$ 1,545,326
540	Non-Departmental	108,000	1,642,300
543	2002 C.O.P. Debt Service	-	871,394
544	1997 C.O.P. Debt Service	-	732,150
549	CFD # 1	<u>145,000</u>	<u>145,000</u>
	TOTAL:	<u>\$30,771,143</u>	<u>\$ 4,936,170</u>

FINANCE



FY 17 Work Plans

535 – Accounting Services:

- Implement Sungard Pentamotion Financial System applications for: Electronic Timesheets, Employee Action Center, Workflow and Online Business License Renewals and provide user training. (Carryover from FY 2015-16)
- Provide staff training to enable City departments to access and run their own monthly financial reports electronically
- Coordinate a Citywide inventory of capital assets including equipment
- Coordinate an analysis and update of the City's cost allocation plan and user fees

COMMUNITY DEVELOPMENT



<u>Program</u>	<u>Description</u>	<u>FY 16 Budgeted Revenues</u>	<u>FY 16 Budgeted Expenditures</u>
550	Administration	\$ 186,000	\$ 478,369
551	Current Planning	380,300	567,157
552	Policy Development	350,000	487,027
553	Housing / CDBG	10,000	9,690
554	Building	2,398,592	1,193,663
556	Economic Development	12,000	113,008
557	Housing Trust	<u>119,817</u>	<u>119,817</u>
	TOTAL:	<u>\$ 3,456,709</u>	<u>\$ 2,968,731</u>

COMMUNITY DEVELOPMENT



FY 17 Work Plans

550 – Administration:

- Continue to Provide Training Opportunities to the Planning Commission*

551 – Current Planning:

- Work with Historic Preservation Board to develop an App
- Work with Historic Preservation Board to update the Historic Preservation Ordinance

* *Council Priority List*

COMMUNITY DEVELOPMENT



FY 17 Work Plans

552 – Policy Development:

- Envision Campbell (General Plan Update) *
- Partner with Public Works on the Campbell Village Area Plan *

554 – Building:

- Refine the City's Street Naming Program Increased Sign Enforcement

556 – Economic Development:

- Convert Economic Development Strategy into an Economic Development Plan

* *Council Priority List*

COMMUNITY DEVELOPMENT



557 – Housing Assistance:

FY 17 Work Plans

- Hire an Affordable Housing Consulting Firm
- Residential and Commercial Impact Fee Nexus Study Completion*

Unknown Tasks Still Unresolved:

- Updating Density Bonus Ordinance – Would need to obtain proposal from Goldfarb and Lipman
- Comprehensive Update to the Sign Ordinance – Simple revisions performed by staff this fiscal year. A consultant needed for comprehensive update

* *Council Priority List*

LEGAL SERVICES



<u>Program</u>	<u>Description</u>	<u>FY 16 Budgeted Revenues</u>	<u>FY 16 Budgeted Expenditures</u>
560	Legal	<u>\$ -</u>	<u>\$ 382,066</u>
	TOTAL:	<u><u>\$ -</u></u>	<u><u>\$ 382,066</u></u>

LEGAL SERVICES



FY 17 Work Plans

560 – Legal Services:

- Prepare or assist with revisions to at least four Chapters of the Campbell Municipal Code, including revisions to the Subdivision Ordinance and the addition of a Firearms Safety Ordinance *
- Assist with potential ballot measures

* *Council Priority List*

LEGAL SERVICES



FY 17 Work Plans

560 – Legal Services (Cont.):

- Assist with potential development impact fees *
- Assist IT with implementation of email retention procedures
- Assist Community Development with General Plan Update*
- Work with Public Works on update of Standard Specifications and contract documents

* *Council Priority List*

PUBLIC SAFETY



<u>Program</u>	<u>Description</u>	<u>FY 16 Budgeted Revenues</u>	<u>FY 16 Budgeted Expenditures</u>
601	Administration	\$ 20,000	\$ 834,843
602	Communications	35,000	2,157,150
603	Records	40,000	1,199,925
604	Special Enforcement	543,500	3,265,529
605	Field Services	178,000	7,959,770
610	Fire Protection	<u>275,000</u>	<u>7,515,180</u>
	TOTAL:	<u>\$ 1,091,500</u>	<u>\$22,932,397</u>

PUBLIC SAFETY



FY 17 Work Plans

602/603 – Police Communications / Police Records:

- Purchase and replace Police Computer Aided Dispatch, Records Management System, and Mobile Data Computer System Replacements (On-Going, Multi-year Project)

605 – Police Field Services:

- Firearms Safety Ordinance. Propose a new ordinance to further regulate firearms and ammunition in the City of Campbell *

* *Council Priority List*

PUBLIC WORKS - ENGINEERING



<u>Program</u>	<u>Description</u>	<u>FY 16 Budgeted Revenues</u>	<u>FY 16 Budgeted Expenditures</u>
701	Administration	\$ 369,800	\$ 659,859
715	Environmental Programs	1,411,778	1,411,778
720	Transportation Engineering	126,500	376,413
730	Engineering	353,000	945,381
740	Land Development	<u>2,517,378</u>	<u>1,209,682</u>
	TOTAL:	<u>\$ 4,778,456</u>	<u>\$ 4,603,113</u>

PUBLIC WORKS - ENGINEERING



FY 17 Work Plans

701 – Administration:

- Continue Civic Center Master Plan process (and subsequent related work)
- Complete Area Plan for Campbell Village Neighborhood (Cambrian 36 area)*
- Perform analysis related to the use of Park Impact Fees *
- Participate in Regional Transportation planning efforts - Envision Silicon Valley

* *Council Priority List*

PUBLIC WORKS - ENGINEERING



FY 17 Work Plans

720 – Transportation Engineering:

- Harriet Avenue/McCoy Avenue/San Tomas Aquino Road Signalization Project – design and construction
- Great Streets (Bascom Avenue) – joint project with VTA
- Transportation Improvement Plan for Campbell PDA
- Develop Traffic Calming Policy *
- Campbell and Page Signal Analysis
- Bicycle Transportation Improvements

* *Council Priority List*

PUBLIC WORKS - ENGINEERING



FY 17 Work Plans

730 –Engineering:

- East Campbell Avenue Portals Project – complete construction and final reporting
- Pavement Management Program – update street condition survey
- Annual Street Maintenance Project – design and construction
- Virginia Avenue Sidewalk Project – complete construction and final reporting

PUBLIC WORKS - ENGINEERING



FY 17 Work Plans

730 –Engineering:

- San Tomas Aquino Creek Trail – complete feasibility study and environmental review
- Miscellaneous Storm Drain Improvement Project – design
- Accessibility Ramp Project – design and construction
- Develop Park Improvement Plan
- Park System Improvement Projects – design and construction following completion of Park Improvement Master Plan

PUBLIC WORKS - ENGINEERING



FY 17 Work Plans

740 –Land Development / Environmental Program:

- Provide assistance to Public Works Maintenance regarding the implementation of Community Facilities District No. 2
- Assist in the implementation of updated Vehicle Impact Fee associated with new Solid Waste collection vehicles
- Complete GIS updates for the City's storm drain facilities

PUBLIC WORKS - ENGINEERING



FY 17 Work Plans

740 –Land Development / Environmental Program (Cont.):

- Develop new procedures as necessary for compliance with the storm water Municipal Regional Permit
- Coordinate an update of the City's Standard Specifications and Details for Public Works Construction



PUBLIC WORKS - MAINTENANCE

<u>Program</u>	<u>Description</u>	<u>FY 16 Budgeted Revenues</u>	<u>FY 16 Budgeted Expenditures</u>
741	CFD # 2	\$ 16,094	\$ 15,020
745	Maintenance Administration	102,500	488,250
	Vehicle & Equipment		
750	Maintenance	1,563,078	1,476,555
760	Street Maintenance	1,619,835	1,619,835
770	Signals & Lighting	830,963	830,963
775	Park Maintenance	2,628,788	2,596,325
780	Building Maintenance	<u>15,000</u>	<u>1,684,437</u>
	TOTAL:	<u>\$ 6,776,258</u>	<u>\$ 8,711,385</u>

PUBLIC WORKS - MAINTENANCE



FY 17 Work Plans

750 – Vehicle & Equipment Maintenance:

- Oversee the installation of new gas pumps and the implementation of the new Fleet Management Software
- Procure all approved vehicle & equipment acquisitions

PUBLIC WORKS - MAINTENANCE



FY 17 Work Plans

760 – Street Maintenance:

- Complete the data collection for the City's sign inventory and complete a replacement schedule for sign replacement
- Create Standard Operating Procedure for all of the Streets Section core services
- Complete the revamping of space at Service Yard due to the sale of a section of service yard property to an adjacent developer

PUBLIC WORKS - MAINTENANCE



FY 17 Work Plans

770 – Signals & Lighting Maintenance:

- Assist with the conversion of street lights to LED fixtures
- Provide construction assistance in the installation of a new traffic signal at Harriet Avenue/McCoy Avenue/and San Tomas Aquino Road
- Support the Traffic Signal Cabinet Replacement Project

PUBLIC WORKS - MAINTENANCE



775 – Parks Maintenance:

FY 17 Work Plans

- Establish priorities for the Park Improvement Master Plan (Park Impact Fees) *
- Expand the Park Asset Inventory and establish a repair/replacement criteria for park infrastructure
- Create an Urban Forest Management Plan
- Complete the transfer of tree data to a new management database
- Monitor drought conditions and restrictions and adjust citywide watering schedules as required

* *Council Priority List*

PUBLIC WORKS - MAINTENANCE



FY 17 Work Plans

780 – Building Maintenance:

- Deliver refresh projects for City Hall
- Complete all special projects approved in the FY17 budget
- Complete the revamping of space at the Service Yard due to the sale of a section of the service yard property to an adjacent development



Q & A



Discussion



Next Steps

- Budget Study Session (Operating & CIP) May 2nd
- Introduction of FY 17 Operating & Capital Budget June 7th
- Adoption of Budget June 21st
- Adoption of GANN Limit June 21st



FISCAL YEAR 17

**Program Overview &
Work Plan
Study Session**

COUNCIL CHAMBERS

APRIL 4, 2016

City of Campbell
Strategic Priorities
July 1, 2015 – June 30, 2016

	Department	Project Name	Description	Status / Anticipated Timeline	Additional Resources Requested
HIGH PRIORITY (A) – 24 Projects					
1	City Attorney	*Update Smoking Ordinance	Update to include e-cigarettes	<u>April 2016</u> : Necessary amendments to be completed. <u>May 2016</u> : Updated Ordinance to City Council.	
2	City Manager's Office	Public Art Expansion	Analysis of options and usage	<u>March 2016</u> : Exploring Salisbury, North Carolina traveling sculpture concept <u>May 2016</u> : CIC action on new Public Art policy. <u>June 2016</u> : Council Study Session on proposed Public Art policy.	
3	City Manager's Office	Social Media Policy Update	Add consideration as engagement tool (videos, FAQs, web design, etc.)	<u>June 2016</u> : Draft policy updates presented to City Council.	
4	City Manager's Office City Attorney's Office	Individual Council Member Staff Usage	Guideline review of staff resource protocols	<u>April 2016</u> : Staff to present any recommended policy or protocol changes to the City Council.	
5	City Manager's Office	*Community Choice Energy	Consideration of options	<u>February 2016</u> : Council action to join JPA. <u>April 2016</u> : Formation of JPA.	Need to identify Campbell's JPA representative and alternate.
6	City Manager's Office	*Potential Ballot Measure	Consideration of options and implementation	<u>March 2016</u> : Directed to conduct polling G.O. Bond and Split Parcel Tax.	<ul style="list-style-type: none"> • Godbe to conduct Poll. • NHA Advisors to analyze split parcel option/ • Need additional funds to pay for the above items.
7	Community Development	General Plan Update	Systemic update of the General Plan	<u>March 2016</u> : DeNovo selected as consultants. Agreement on Scope of	

*New project added during the Council Priority Setting Session (January 29, 2016)

**City of Campbell
Strategic Priorities
July 1, 2015 – June 30, 2016**

	Department	Project Name	Description	Status / Anticipated Timeline	Additional Resources Requested
				Work selected. <u>April 2016</u> : Contract review by Council.	
8	Community Development	Historic Designation Policy Review	Conduct further analysis of impact upon property owners	<u>May 2016</u> : Council action on changing policy from opt-out to opt-in.	
9	Community Development	Planning Commissioner Training	Establishing formal, externally provided skills training for all planning commissioners	<u>March 2016</u> : "Planning 101" Training led by Director Kermoyan.	May want to consider establishing formal expectations to mandate training.
10	Community Development	Sign Ordinance Update	Review and modification of current sign ordinance	Focusing on revisions to two sections of the Sign Ordinance relating to freeway-oriented and roof-top signage.	Due to a high number of planning projects and the vacancy of the Planning Manager position, comprehensive updates to the Ordinance are not possible with existing staffing. If a comprehensive update is desired, the City should prepare a formal RFP and hire a consultant. Will need a budget amendment to fund the work.
	City Attorney				
11	Community Development	Massage Ordinance Revisions	Alignment with new State law and additional local restrictions	<u>February 2016</u> : Planning Commission review. <u>March 2016</u> : Council review.	
	City Attorney				
	Police				
12	Community Development	*DAAP	Consideration of options for general plan direction	<u>June 2016</u> : Return to Council prior to Planning Commission review.	

*New project added during the Council Priority Setting Session (January 29, 2016)

**City of Campbell
Strategic Priorities
July 1, 2015 – June 30, 2016**

	Department	Project Name	Description	Status / Anticipated Timeline	Additional Resources Requested
13	Community Development City Attorney	*Density Bonus Ordinance	Provide an analysis of discreet components and options		Further direction requested. Minor revisions to Ordinance could be completed by hiring a consultant firm. Funds exist within current budget.
14	Community Development City Attorney	*Undergrounding of Utilities	Update with exclusions for properties on local streets	<u>March 2016:</u> Planning Commission review. <u>April 2016:</u> Council review and action.	
15	Community Development City Attorney	*Donation Bin Ordinance	Consideration of recommendations	<u>May 2016:</u> Council consideration of item.	
16	Recreation & Community Services	Long-Term Focus for Museum	Determination of long term service and space options	<u>April 2015:</u> Council provided feedback at Study Session discussing long term strategies. Council direction has been utilized to develop programs and exhibits for years 1 - 3. Staff will provide an update to Council in spring 2017 and check in on next steps for years 3 – 5 of the long term strategy.	
17	Recreation & Community Services	Youth Engagement	Implementation of coordination efforts	<ul style="list-style-type: none"> • The Youth Commission continues the implementation of its adopted Work Plan. • Work Experience program continues. 	

*New project added during the Council Priority Setting Session (January 29, 2016)

City of Campbell
Strategic Priorities
July 1, 2015 – June 30, 2016

	Department	Project Name	Description	Status / Anticipated Timeline	Additional Resources Requested
18	Public Works	San Tomas Aquino Creek Trail Development	Exploration of funding and coordination options	<p><u>February 2016</u>: RFP soliciting proposals to evaluate the feasibility of various creek trail alignments and formulate construction phasing recommendations</p> <p><u>May 2016</u>: Anticipated Council discussion to consider an agreement and project schedule.</p>	
	Recreation & Community Services				
19	Public Works	"Campbell Village" Area Plan	Initiation of resident interests and data collection	<u>March 2016</u> - Neighborhood meetings to discuss draft area plan and potential elements.	Project management resources required in FY 2016-17.
	Community Development				
20	Public Works	Use of Park Impact Fees	Analysis of revenue flow, utilization and implementation options	<p><u>April 2016</u>: Study Session to discuss policy development, funds, potential uses of funds, and recommend specific renovation projects.</p> <p><u>May 2016</u>: Park renovation projects to be recommended in the FY 17-21 CIP budget.</p>	Project management resources required in FY 2016-17.
	Recreation & Community Services				
	City Manager's Office				
21	Public Works	*LED Street Lights Upgrade	Exploration of service and cost options	<u>June 2016</u> : Phase 2 project converting 560 streetlights is in progress. Staff anticipates moving forward with retrofit work prior to end of fiscal year.	If direction is provided to expand retrofits City-wide, a project manager will be required.
22	Public Works	*Civic Center Master Plan	Consideration of options and recommendations	<u>March 2016</u> : Study Session. Topics to include design scenarios, cost, and project scale.	Requires additional in-house project management services.
	City Manager				

*New project added during the Council Priority Setting Session (January 29, 2016)

City of Campbell
Strategic Priorities
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	Department	Project Name	Description	Status / Anticipated Timeline	Additional Resources Requested
				Additional financial analysis and polling underway.	
23	Public Works	*Envision SV	Council consideration of options	Project scoping and evaluation work underway. <u>February 2016</u> : Council will provide input regarding overall funding allocations. <u>August 2016</u> : VTA Board will consider ballot measure and corresponding list of projects	
24	Public Works	*Signal at Gilman & Page	Feasibility Memo on status	<u>April 2016</u> : Memo to Council regarding feasibility of constructing additional signal at Page/Gilman/Campbell Avenue.	Feasibility/status report will be prepared by in-house staff with some support from consultant services. Design resources will be required.
MEDIUM PRIORITY (B)** - 5 Projects					
25	Community Development	Affordable Housing Study Session	Comprehensive analysis (Density bonus, Impact Fee, Inclusionary Housing, Development Impact Fee)	Item completed. <u>October 2015</u> : Two Study Sessions held on 10/6 and 10/20	
26	Police (lead)	Special Event Policy	Clarification of current usage options and exceptions	**The priorities in the MEDIUM (B) category did not receive a majority of the Council's support at the Priority Setting Session, and are therefore not active departmental projects.	
27		Regional/State Environmental Initiatives	Analysis of issues and funding alternatives		
28	Recreation & Community Services	Healthy Food and Beverage Policy	Address vending machine content		

*New project added during the Council Priority Setting Session (January 29, 2016)

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	Department	Project Name	Description	Status / Anticipated Timeline	Additional Resources Requested
29	x	Community Mental Health Forum	Collaborative event relative to related issues		
LOW PRIORITY (C)** - 3 Projects					
30	Community Development	Review Building Inspection Process	Intent to increase efficiencies at inspector level	**The priorities in the LOW (C) category did not receive a majority of the Council's support at the Priority Setting Session, and are therefore not active departmental projects.	
31	Community Development	Rent Mediation Process	Review of current policies and procedures		
32	Public Works	Downtown Maintenance District	Exploration of establishing such a District		

*New project added during the Council Priority Setting Session (January 29, 2016)

**City of Campbell
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	Department	Project Name	Description	Status / Anticipated Timeline	Additional Resources Requested
HIGH PRIORITY (A) – 7 Projects					
1	City Manager's Office	Potential Ballot Measure* (+)	Consideration of options and work plans based upon outcomes	<u>August 2016</u> : Deadline to file a ballot measure for the November 2016 election.	
2	Community Development	General Plan Update* (+)	Implementation of the general plan update	Work is already underway. Timeline for activities in this fiscal year will be driven by outcomes of work currently underway.	
3	Community Development	Residential and Commercial Impact Fees (+)	Review and modification consideration	<u>October 2016</u> : Council review of Nexus Study to determine if fees need to be created.	
	City Attorney				
4	Police	Firearms Safety Ordinance	Development of an ordinance patterned after City of Sunnyvale	<u>December 2016</u> : Council review of related legal matters and proposed Ordinance.	City Attorney will research several legal issues regarding this Ordinance simultaneous to his work on several other Ordinances in need of updates.
	City Attorney				
5	Public Works	Campbell Village Area Plan* (+)	Development of potential action items	<u>December 2016</u> : Council review of draft Area Plan.	.25 Project Manager to continue project.
	Community Development				
6	Public Works	Use of Park Impact Fees* (+)	Consideration of implementation options	<u>No later than September 2016</u> : Present draft policy for use of Park Impact fees; identify potential areas for improvement or acquisition.	May require .25 Project Manager for policy development.
	Recreation & Community Services				
	City Manager's Office				

*Project continued from FY 15-16 Strategic Priorities

(+) Project prioritized for completion or review during the first six months of the Fiscal Year

**City of Campbell
Strategic Priorities**

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	Department	Project Name	Description	Status / Anticipated Timeline	Additional Resources Requested
7	Public Works	Traffic Calming Processes (+)	Review of current status, focus on Circulation Element and Neighborhood barriers policy	<u>November 2016</u> : Develop a draft traffic calming policy for Council consideration.	.25 Project Manager.
MEDIUM PRIORITY (B) ** - 11 Projects					
8	City Manager's Office	Public Art Expansion*	Consideration and implementation of options	<p>**The priorities in the MEDIUM (B) category did not receive a majority of the Council's support at the Priority Setting Session, and are therefore not active departmental projects.</p>	
9	City Manager's Office	Contributions to Support Homeless Services	Consideration of participation in regional efforts		
10	City Manager's Office	Minimum Wage Policy	Consideration of a policy in alignment with regional actions		
	City Attorney				
11	Community Development	Envision SV*	Council consideration of options based upon election		
	City Manager's Office				
12	Community Development	Planning & Building Permit Process Survey	Provision of status and feedback information relative to permitting process		
13	Community Services & Recreation	Enhancing Service Options for Target Groups	Focus on veterans and disabled populations		
14	Public Works	San Thomas Aquino Creek Trail Development*	Consideration of next phase opportunities		

*Project continued from FY 15-16 Strategic Priorities

(+) Project prioritized for completion or review during the first six months of the Fiscal Year

**City of Campbell
Strategic Priorities
July 1, 2016 – June 30, 2017**

	Department	Project Name	Description	Status / Anticipated Timeline	Additional Resources Requested
15	Public Works	LED Street Lights Upgrade*	Consideration of next phase options		
16	Public Works	Traffic Calming Survey Responses	Provision of status and information relative to traffic calming		
17	Public Works City Attorney	Traffic Impact Fees	Review and modification consideration		
18	Public Works	Street Maintenance & Sidewalks Community Survey	Provision of status and feedback information relative to streets maintenance & sidewalks		
LOW PRIORITY (C)** - 3 Projects					
19	City Manager's Office	Update Administrative Policies & Procedures	Review of all City policies & procedures		**The priorities in the LOW (C) category did not receive a majority of the Council's support at the Priority Setting Session, and are therefore not active departmental projects.
20	Community Services & Recreation	Enhancing Involvement Options for Senior Adults	Consideration of opportunities within programs and services		
21	Public Works	Civic Center Master Plan*	Consideration of options based upon		

*Project continued from FY 15-16 Strategic Priorities

(+) Project prioritized for completion or review during the first six months of the Fiscal Year