

## STAFF REPORT

**DATE:** January 28, 2020  
**TO:** City Council  
**FROM:** Mike Webb, City Manager  
Kelly Stachowicz, Assistant City Manager  
**SUBJECT:** 2020 Focus Items

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### **Recommendation**

Approve the 2020 Focus Items.

### **Fiscal Impact**

There is no fiscal impact to this exercise. Fiscal impacts may be associated with actions related to new focus items. If those actions require Council approvals or additional budget, staff will return to Council with information specific to that Focus Item and any associated costs or recommended budget adjustments at such time as is appropriate.

### **Council Goal(s)**

This does not relate to one specific Council Goal but is rather a subset of all the Council Goals. The current Goals are as follows:

- Ensure Fiscal Resilience
- Drive a Diverse and Resilient Economy
- Pursue Environmental Sustainability
- Fund, Maintain, and Improve the Infrastructure
- Ensure a Safe, Healthy, Equitable Community
- Build and Promote a Vibrant City
- Foster Excellence in City Services
- Cultivate Positive Workplace Dynamics

### **Background and Analysis**

In December, the City Council reviewed Focus Items from 2019 and recommended new Focus Items for 2020. Staff has compiled the input received from Council in December, resulting in the following Focus Items:

- Noticing Guidelines – Develop noticing guidelines as part of the City’s overall communications strategic plan.
- Economic Development Strategic Initiatives – Pull economic development strategic initiatives together in an action plan to bring forward to the City Council for review and consideration.
- Overnight shelter – Develop a proposal for an overnight shelter to homeless individuals and bring proposal forward to the City Council for review.
- Traffic Calming – Prioritize the top locations for traffic calming work.

- Safe routes to school restriping – Continue work begun in 2019 to restripe recommended routes to schools.
- Sports Park Economic Analysis – Continue economic analysis for a multi-sport complex, bringing the study to the City Council for consideration and next steps.
- Affordable Housing Wait List(s) – Develop and implement a process to consolidate housing wait lists for affordable ownership and rental units.

Staff will track and share progress quarterly via the attached charts.

Council is asked to confirm that these are the seven Focus Items agreed upon at the December meeting or to provide different items if desired.

### **Attachments**

1. Charts of 2020 Focus Items

# City Council FOCUS ITEM:

## Noticing Guidelines



January 2020

In September 2018, the Davis City Council established the following goals for 2018 through 2020: (1) ensure fiscal resilience; (2) drive a diverse and resilient economy; (3) pursue environmental sustainability; (4) fund, maintain, and improve infrastructure; (5) ensure a safe, healthy, and equitable community; (6) build and promote a vibrant city; (7) foster excellence in city services; and (8) cultivate positive workplace dynamics.

In addition to the long-term goals above, the Davis City Council established seven shorter-term focus items for 2020. The table below summarizes one focus item and provides an update on progress achieved thus far.

Focus Item:	Develop noticing guidelines as part of the City's overall communications strategic plan
Staff Lead:	Diane Parro, Director, Business and Community Engagement
Brief Description: <small>(including purpose and/or problem statement)</small>	The City currently complies with all legal noticing requirements, but noticing and outreach vary based on department and project. Staff will review all existing guidelines and practices and make recommendations to enhance and standardize noticing as part of the implementation of the communications policy.
Reporting Period:	January 2020
Funding Status:	Review will be completed with existing budgeted staff time. Any additional funds required will be brought back to the City Council.
Status Update and Next Steps:	
Estimated Completion Date:	Fall 2020

# City Council FOCUS ITEM:

## Economic Development Strategic Initiatives



January 2020

In September 2018, the Davis City Council established the following goals for 2018 through 2020: (1) ensure fiscal resilience; (2) drive a diverse and resilient economy; (3) pursue environmental sustainability; (4) fund, maintain, and improve infrastructure; (5) ensure a safe, healthy, and equitable community; (6) build and promote a vibrant city; (7) foster excellence in city services; and (8) cultivate positive workplace dynamics.

In addition to the long-term goals above, the Davis City Council established seven shorter-term focus items for 2020. The table below summarizes one focus item and provides an update on progress achieved thus far.

Focus Item:	Pull economic development strategic initiatives together in an action plan to bring forward for Council review and consideration.
Staff Lead:	Ash Feeney, Assistant City Manager/Community Development and Sustainability Director
Brief Description: <small>(including purpose and/or problem statement)</small>	The City Council and staff have identified a number of economic development initiatives through the course of individual projects or past direction. Staff will consolidate those initiatives into an economic development plan, complete with actions items to move the plan forward.
Reporting Period:	January 2020
Funding Status:	This will be completed with current staffing and funding.
Status Update and Next Steps:	
Estimated Completion Date:	

# City Council FOCUS ITEM: Overnight Shelter



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In September 2018, the Davis City Council established the following goals for 2018 through 2020: (1) ensure fiscal resilience; (2) drive a diverse and resilient economy; (3) pursue environmental sustainability; (4) fund, maintain, and improve infrastructure; (5) ensure a safe, healthy, and equitable community; (6) build and promote a vibrant city; (7) foster excellence in city services; and (8) cultivate positive workplace dynamics.

In addition to the long-term goals above, the Davis City Council established seven shorter-term focus items for 2020. The table below summarizes one focus item and provides an update on progress achieved thus far.

Focus Item:	Develop proposal(s) for an overnight shelter for homeless individuals and bring proposal(s) forward to the City Council for review
Staff Lead:	Kelly Stachowicz, Assistant City Manager
Brief Description: <small>(including purpose and/or problem statement)</small>	The City Council has expressed an interest in starting an overnight homeless shelter. Once the day respite center is operational, staff's direction is to bring options to the City Council for review.
Reporting Period:	January 2020
Funding Status:	Proposal development will be completed with existing resources. Further action by Council will require additional budget authority.
Status Update and Next Steps:	
Estimated Completion Date:	

# City Council FOCUS ITEM: Traffic Calming



January 2020

In September 2018, the Davis City Council established the following goals for 2018 through 2020: (1) ensure fiscal resilience; (2) drive a diverse and resilient economy; (3) pursue environmental sustainability; (4) fund, maintain, and improve infrastructure; (5) ensure a safe, healthy, and equitable community; (6) build and promote a vibrant city; (7) foster excellence in city services; and (8) cultivate positive workplace dynamics.

In addition to the long-term goals above, the Davis City Council established seven shorter-term focus items in 2020. The table below summarizes one focus item and provides an update on progress achieved thus far.

Focus Item:	Prioritize the top locations for traffic calming work.
Staff Lead:	Bob Clarke, Director, Public Works Engineering and Transportation
Brief Description: <small>(including purpose and/or problem statement)</small>	Staff has developed a list of areas where staff and/or residents have expressed interest in traffic calming or concerns about traffic safety. Staff will prioritize the list based on the highest need locations and bring a recommendation forward to Council for the top 6-10 neighborhood traffic calming locations.
Reporting Period:	January 2020
Funding Status:	
Status Update and Next Steps:	
Estimated Completion Date:	Spring 2020

# City Council FOCUS ITEM: Safe Routes to School Restriping



January 2020

In September 2018, the Davis City Council established the following goals for 2018 through 2020: (1) ensure fiscal resilience; (2) drive a diverse and resilient economy; (3) pursue environmental sustainability; (4) fund, maintain, and improve infrastructure; (5) ensure a safe, healthy, and equitable community; (6) build and promote a vibrant city; (7) foster excellence in city services; and (8) cultivate positive workplace dynamics.

In addition to the long-term goals above, the Davis City Council established seven shorter-term focus items in 2020. The table below summarizes one focus item and provides an update on progress achieved thus far.

Focus Item:	Restripe safe routes to school
Staff Lead:	Brian Mickelson, Assistant City Engineer – Transportation, Public Works Utilities and Operations Bob Clarke, Director, Public Works Engineering and Transportation
Brief Description: <small>(including purpose and/or problem statement)</small>	The City has developed a series of recommended paths of travel as part of the Safe Routes to Schools program. This item focuses on refreshing the striping on these routes to improve safety for students. Work was done as part of the 2019 Focus Items in front of Patwin and Willett elementary schools.
Reporting Period:	January 2020
Funding Status:	
Status Update and Next Steps:	
Estimated Completion Date:	Fall 2020

# City Council FOCUS ITEM: Sports Park Economic Analysis



January 2020

In September 2018, the Davis City Council established the following goals for 2018 through 2020: (1) ensure fiscal resilience; (2) drive a diverse and resilient economy; (3) pursue environmental sustainability; (4) fund, maintain, and improve infrastructure; (5) ensure a safe, healthy, and equitable community; (6) build and promote a vibrant city; (7) foster excellence in city services; and (8) cultivate positive workplace dynamics.

In addition to the long-term goals above, the Davis City Council established seven shorter-term focus items in 2020. The table below summarizes one focus item and provides an update on progress achieved thus far.

<b>Focus Item:</b>	Continue economic analysis for a multi-sport complex, bringing the study to Council for consideration of next steps.
<b>Staff Lead:</b>	Dale Sumersille, Parks and Community Services Director, Parks and Community Services
<b>Brief Description:</b> <small>(including purpose and/or problem statement)</small>	<p>The Sports Park Task Force completed its efforts and presented its final report to Council in 2017. Staff and consultant have been working to complete a Phase I analysis, which looks at facility reviews and preliminary economic data. Staff will bring forward the reports to the relevant bodies for recommendations and next steps. A possible Phase II may consist of a more in-depth economic analysis, possible funding mechanisms and conceptual design.</p> <p>In order to determine whether/how to proceed with the development of a sports park, the City needs to understand the economic costs and benefits to various ownership and management structures.</p>
<b>Reporting Period:</b>	January 2020
<b>Funding Status:</b>	Phase 2 funding has not yet been identified.
<b>Status Update and Next Steps:</b>	The Phase I Analysis will be presented to the Recreation and Parks Commission Winter 2020.
<b>Estimated Completion Date:</b>	Spring 2020 to bring to Council



# City Council FOCUS ITEM: Affordable Housing Wait Lists



January 2020

In September 2018, the Davis City Council established the following goals for 2018 through 2020: (1) ensure fiscal resilience; (2) drive a diverse and resilient economy; (3) pursue environmental sustainability; (4) fund, maintain, and improve infrastructure; (5) ensure a safe, healthy, and equitable community; (6) build and promote a vibrant city; (7) foster excellence in city services; and (8) cultivate positive workplace dynamics.

In addition to the long-term goals above, the Davis City Council established seven shorter-term focus items in 2020. The table below summarizes one focus item and provides an update on progress achieved thus far.

Focus Item:	Develop and implement a process to consolidate affordable housing wait lists for affordable ownership and rental units.
Staff Lead:	Kelly Stachowicz, Assistant City Manager, City Manager's Office
Brief Description: <small>(including purpose and/or problem statement)</small>	The City oversees affordable ownership sales transactions and monitors affordable rental units throughout the city. The ownership process needs refining to maximize fairness in the process. The rental process involves separate waitlists by each property owner. The Council would like to consolidate to one waitlist for all rental units.
Reporting Period:	January 2020
Funding Status:	Currently budgeted staff time will be used, and staff will bring forward requests for additional funding if/when identified.
Status Update and Next Steps:	
Estimated Completion Date:	Summer 2020