



Agenda Report

23-989

Agenda Date: 9/11/2023

REPORT TO GOVERNANCE AND ETHICS COMMITTEE

SUBJECT

2024 Council Priority Session Framework

BACKGROUND

On an annual basis, the City Council meets for the Council Priority Setting Session. The goal of the Council Priority Session is to formulate and provide clear direction to staff on the City Council's priorities and initiatives for the upcoming year. As demonstrated during past sessions, the City Council, with input from staff, the public and within budgetary guidelines, identifies important and critical priorities for the City organization. These priorities set the policy framework for budget decisions and how City resources are aligned to support these objectives.

During the 2021 Council Priority Setting Session held on February 1 and 2, 2021, the Council established specific priority areas, which historically have received significant attention, action, and budget support during each year. The Council affirmed the following pillars which remain our current Council priority areas:

1. Deliver and Enhance High-Quality Efficient Services and Infrastructure
2. Manage Strategically Our Workforce Capacity and Resources
3. Promote and Enhance Economic, Housing and Transportation Development
4. Enhance Community Sports, Recreational and Arts Assets
5. Ensure Compliance with Measure J and Manage Levi's Stadium
6. Enhance Community Engagement and Transparency
7. Promote Sustainability and Environmental Protection

The City Council met last for the annual Council Priority Setting Session on February 8, 2022. Due to the transition in City management, the 2023 Council Priority Setting session was not scheduled. Since the last session, progress has been made on some existing Council priorities and through the Council referral process.

The 2024 Council Priority Setting Session is scheduled to take place in mid to late February 2024 over three days.

DISCUSSION

The attached draft agenda (Attachment 1) outlines the proposed priority setting framework. Below is a summary of the components:

Public Engagement Process

The 2024 Council Priority Setting Session framework includes a robust public engagement process

to gather community feedback on goals through citywide community survey targeting residents, businesses, local community groups for community feedback on current City priorities. The survey will include a series of questions to assist staff on identifying overall priorities from the Santa Clara community.

In addition, staff will solicit input from City Boards and Commissions to provide current priorities.

A summary of the feedback will be presented to the City Council at the 2024 Council Priority Setting Session on Day 1. Additionally, the proposed framework provides several opportunities for public comment during public presentations to further engage public participation and gather feedback on community priorities for the Council to consider.

Priority Session Agenda

The proposed session will take place over a three-day timeframe. The sessions will be led by a facilitator. The proposed framework of the sessions are as follows:

Day 1 Session:

The agenda of the first session will include the following agenda items:

- a) Overview of the Priority Setting Process: An overview of the process and goals of the session.
- b) Public Engagement Survey: A summary of the survey results will be presented including input received by the public.
- c) Current Priorities and Referrals: An overview of the current Council priority list, completed items and a review of current Council staff referral items will be presented and discussed.
- d) Staff Recommendations on Council Priorities: Staff will present recommendations for Priorities for Council consideration.

Day 2 Session:

The agenda for the second session will be a continuation of the first session and include the following items:

- a) Ballot Initiatives: Review and discuss potential 2024 Ballot measures and timelines
- b) Presentation and discussion of recommended Council priorities from Staff
- c) Process for Selecting and Voting on Council Priorities: Discuss and confirm prioritization process and voting procedures
- d) Initial Council Priority Suggestions: Councilmembers will provide individual selection of their preferred priorities, selecting among the following categories:
 - a. Current priorities
 - b. Current referrals
 - c. Public input suggestions
 - d. Staff recommendations
 - e. New idea(s) from Councilmember
- e) Summary of Initial Council Priorities Suggestions: Discussion and reconcile Council priority suggestions

Day 3 Session:

The third and final session will focus on the discussion and approval of Council Priorities based on budget allocation, estimates and timelines for completion and include the following items:

- a) Review of initial Council Priority suggestions
- b) Voting Procedures: Review and confirm voting procedures
- c) Staff Analysis: Review and discuss Staffs' analysis of Initial Council Priority Suggestions, including budget allocations needed and timeline estimates
- d) Council Deliberations and Adoption: Discussion and deliberation on final FY 2024 Council Priorities and Council to vote on final priorities

Staff presents this proposed framework to the Committee for review and consideration as we plan for the upcoming 2024 City Council Priority Setting Session.

Following the adoption of the Annual City Council Priorities, staff proposes that the City Council undertake a process to develop (or confirm) the Annual Workplans for each of its advisory Boards, Commissions, and Committees. The process for City Council review, deliberation and adoption of Annual Workplans for Boards, Commissions, and Committees, is proposed to include the following steps:

1. Submission of potential workplan items from each advisory Board, Commission, and Committee by members and staff.
2. High-level staff analysis of submitted workplan items, including budget allocations needed and timeline estimates.
3. City Council review, deliberation and adoption of Annual Workplans.

FISCAL IMPACT

As a reminder, the Council approved a \$250,000 allocation for priority setting items in December 2022. Those funds were unspent and will be recommended to be carried over as part of the close out of FY 2022/23. This report will be brought forward to Council in December 2023 along with any additional funding recommendations for this allocation.

COORDINATION

This report was coordinated by the City Manager's Office.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Review and provide input on the 2024 Council Priority Setting Session Framework and forward to the full Council for consideration

Approved by: Jōvan D. Grogan, City Manager

ATTACHMENTS

1. Council Priority Setting Session Draft Agenda



**Council Priority Setting Session Framework
February 2024
DRAFT**

DAY 1	AGENDA
Welcome	Facilitator Opening and Ice Breaker
Overview of Priority Setting Process	Review process and goals
Public Engagement Survey	Review summary of community input received related to priorities
Current Priorities & Referrals	a. Review Current Council Priority List and Completed Items b. Review Current Council Staff Referrals
Recommendations of Council Priorities	Staff will present recommended Council Priorities for Council consideration
Wrap-Up/ Adjournment	Conclude session until Day 2

DAY 2	AGENDA
Welcome	Opening and Recap
Ballot Initiatives	Review potential 2024 Ballot measures and timelines
Selecting & Voting on Council Priorities	Discuss and confirm prioritization process and voting procedures
Initial Council Priority Suggestions	Individual Councilmember Selection of Priorities • Each Councilmember to present their selection of 5 potential priorities among the following: ○ Current priorities ○ Current referrals ○ Public input suggestions ○ Staff recommendations ○ New idea(s) from Councilmember
Summary of Initial Council Priorities Suggestions	Discussion and reconcile Council priority suggestions
Wrap-Up / Adjournment	Conclude session until Day 3



DAY 3	AGENDA
Welcome	Facilitator Opening
Initial Council Priorities Suggestions	Review Initial Council Priority Suggestions
Voting Procedures	Review and confirm voting procedures
Staff Analysis	Review and discuss Staffs' analysis of Initial Council Priority Suggestions, including: • Budget allocations needed • Timeline estimates
Council Deliberations & Adoption	Discussion and deliberation on final Council Priorities • Council to vote on final priorities
Adjournment	Conclude Council Priority Session