

# City Council Mid-Year Goal Review Workshop



## **2016 FOCUS AREAS PROJECTS AND INITIATIVES**





## 2016 Focus Areas Projects and Initiatives

### Planning Our Community

1. Completing the General Plan Update
2. Completing the Zoning Code Update
3. Updating the Residential Development Control System
4. Creating an Economic Development Blueprint
5. Updating the Parks, Recreation, Trails and Bikeways Master Plan
6. Developing a Public Safety Master Plan
7. Developing the M-West Masterplan
8. Completing a Community Development Fund Fee Study
9. Updating Utilities Master Plans (Water, Sewer, Stormwater)
10. Developing a Station Area Master Plan
11. Updating the Downtown Parking Strategy
12. Evaluating long-term Housing Administration Strategy
13. Creating a Telecommunications Master Plan
14. Developing 5-year Urban Water Management Plan
15. Reviewing the Police Department Strategic Plan
16. Commencing the Library Expansion Design

### Developing Our Community

17. Advancing the Sports, Recreation, Leisure District
18. Implementing the City-wide Agriculture Mitigation Ordinance
19. Managing Downtown Park and Trail Development
20. Implementing Redevelopment Sites #1 & 4 (Leal Hotel & Market Hall)
21. Executing UHC Development Agreement
22. Implementing EAH scattered site development
23. Constructing a multitude of water and wastewater projects
24. Supporting community effort to design and raise funds for an Inclusive Playground
25. Completing the public investment in Downtown Placemaking initiatives



- Enhancing public safety
- Protecting the environment
- Maintaining fiscal responsibility
- Supporting youth
- Fostering a positive organizational culture
- Preserving and cultivating public trust

### Enhancing Our Services

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27. Completing and implementing Development Services Review recommendations
28. Implementing TRAKIT Land Management Software
29. Ensuring proper resources are allocated to Downtown Maintenance Services
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### Improving Our Communication

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35. Enhancing the public's understanding of City decisions and achievements

### Participating in Regional Initiatives

36. Executing the Community Choice Energy JPA
37. Implementing County-wide Interoperability Radio Project – SVRCS
38. Participating in County-wide transportation measure discussions
39. Working with the High Speed Rail Authority
40. Participating in Task Force on Water Efficient New Development
41. Participating in County led effort relating to Aging Friendly City designation
42. Coordinating City Bikeways, Trails, Parks and Recreation Master Plan Update with Countywide Trails Masterplan
43. Providing preferences to house the homeless with Santa Clara County
44. Participating in the Santa Clara County Regional Housing Task Force

# Planning Our Community



## 1. Completing the General Plan Update

- *City Council adopted the Morgan Hill 2035 General Plan on July 27, 2016. During the 3 ½ years this project was worked on, 55 public meetings were held. These included the General Plan Advisory Committee (GPAC), Planning Commission, and City Council, among others.*

## 2. Completing the Zoning Code Update

- *A draft of the comprehensive Zoning Code Update is anticipated to be available for public review in mid-October 2016 with Final Draft Zoning Code Update available in February 2017. Planning Commission and City Council adoption hearings are anticipated in March and April 2017.*

## 3. Updating the Residential Development Control System

- *City Council, on July 27, 2016, approved placing the RDCS Update on the November 8, 2016 election ballot, representing a paradigm shift from a system that has historically been focused on achieving a certain population, to a system where the focus is shifted to establishing a maximum of 215 annual allotments with a population ceiling 58,200.*

# Planning Our Community



## 4. Creating an Economic Development Blueprint

- *The initial community engagement process for developing the Economic Blueprint has completed. The information gained from over 400 individuals has been synthesized into seven topic areas that shape the Economic Blueprint. The topic areas are being reviewed and vetted through the Thoughtleader and Pathfinder panels. Morgan Hill teammates will start a second phase of engagement to share the findings with the community of Morgan Hill starting in mid-August. Staff will also share and solicit feedback from City Council and Planning Commission in early September. It is envisioned that a completed Economic Blueprint document will be brought back to City Council in October for approval. Prior to that, the City will seek endorsement of the Plan from the Chamber of Commerce.*

## 5. Updating the Parks, Recreation, Trails and Bikeways Master Plan

- *In progress, the draft plan will be released in September with adoption scheduled for this fall/winter. Both the Parks and Recreation Commission and the City Council held workshops to discuss the update. Following the draft release a public meeting will be scheduled to discuss the plan with the Community prior to it being reviewed by the Stakeholders Group, PRC and ultimately the Council. There are currently at least twice as many projects as estimated funds so a significant focus on prioritization will be required.*



# Planning Our Community



## 6. Developing a Public Safety Master Plan

- *We have received the draft Police and Fire report and are working with the consultant on ensuring accuracy and reliability of data. We anticipate completion for both Police and Fire in October. This document will then serve as a primary resource for future investment in the City's public safety services.*

## 7. Developing the M-West Masterplan

- *City teammates have been working with the Developer to address residential design issues. City and development team toured housing projects located in industrial areas to ascertain successful layouts and amenities. Developer has redesigned layout of housing units and proposes a large park area that is located in the heart of the project, connecting to Butterfield and buffering the residential from the industrial. Developer presented preliminary plans for industrial and park design to the Planning Commission on July 26, 2016. The Planning Commission discussed and endorsed the idea of a park at the proposed location. Developer submitted a pre-application for the 2016 RDCS competition.*

# Planning Our Community



## 8. Completing a Community Development Fund Fee Study

- *On hold pending the Development Services Review to ensure the most up-to-date information is used.*

## 9. Updating Utilities Master Plans (Water, Sewer, Stormwater)

- *The Utilities Master Plans are underway and the "Existing Deficiencies" portion of the Plans is complete. Now that the Council has approved the population ceiling of 58,200, the Plans can be completed. The consultant is now running models using the General Plan Land Use Map and population ceiling to determine necessary infrastructure needs. The final Plans are anticipated to be available for review in October/November.*

# Planning Our Community



## 10. Developing a Station Area Master Plan

- *On June 30th, staff kicked off the Station Area Master Plan with a Downtown Visioning Summit. Over 150 people attended this event. The Summit discussed the steps necessary to improve walkability, bikability, and accessibility to Downtown. Key themes from the Summit include adding more housing to support existing and new businesses, slowing down traffic to create a pedestrian friendly experience and continuing to encourage more art among others. The team is continuing the technical work and reaching out to transportation agencies to fold their plans for Morgan Hill in to the Station Area Master Plan. This project is expected to be completed in Spring 2017.*

## 11. Updating the Downtown Parking Strategy

- *In March 2016, the City Council received and reviewed the updated Downtown Parking Conditions study which determined that the DT currently has sufficient parking supply, has introduced a new parking structure in the most optimal location to benefit the Downtown Core, but that public parking distribution throughout the Downtown should be a future focus. The study recommended use of valet parking to relieve pressure from spaces in the core, parking enforcement to maintain parking availability, employee parking relocation to an "out" lot, and cooperation between private and public parking providers to guaranty parking success and supply.*

# Planning Our Community



## 12. Evaluating long-term Housing Administration Strategy

- *On May 18, the findings of the Housing administration evaluation and the cost of supporting the BMR program in particular, were reviewed in detail with the City Council. In addition, a BMR Ordinance and Resolution of standards and practices was adopted to help support administrative and compliance efforts in the future. Review of the BMR In-Lieu fee, the fee schedule, and application was a sub-task of this evaluation, and continues with the consultation of the development community and direction for follow up from the City Council.*

## 13. Creating a Telecommunications Master Plan

- *Community outreach and technical work has been completed for the Telecommunications Master Plan. Teammates are reviewing the consultant's draft report submitted on July 20<sup>th</sup> and anticipate a draft for public review by the end of August. The report provides an assessment of the current conditions and offers best practice recommendations to improve our network infrastructure. It is anticipated that a complete report will be presented to the Planning Commission and City Council in October.*



# Planning Our Community



## 14. Developing 5-year Urban Water Management Plan

- *The 2015 Urban Water Management Plan was launched in February of 2016. Akel Engineering was hired to prepare the Plan for the City in part because of their work on the General Plan Update utility master planning efforts. The 2015 UWMP is in Final Draft form and the City Council will consider adopting it at its August 24th City Council meeting. During its development, the Plan was shared with the Santa Clara Valley Water District and the City of Gilroy since both those agencies are Llagas Groundwater Basin stakeholders. A public meeting was held at the Community and Cultural Center in June of 2016 to gather public input. Long term, permanent water consumption reduction is a key element of the plan so that the City continues to exceed the 20 x 2020 Water Conservation Plan targets of the State Department of Water Resources.*

## 15. Reviewing the Police Department Strategic Plan

- *Updated the previous action items to advance the Outcome Based Strategic Plan and refocused those efforts after the initial four year implementation.*

# Planning Our Community



## 16. Commencing the Library Expansion Design

- *A Request for Proposals process was completed for design services for the Library Expansion. Staff will be bringing a recommendation to award an architectural consulting contract to the Council on August 24th. Staff has been in communication with the Santa Clara County Library team and the Friends of the Library organization in preparing the RFP.*

## 17. Advancing the Sports, Recreation, Leisure District

- *From a planning standpoint, the Sports Recreation Leisure (SRL) District was included in the recently adopted General Plan as the long-term vision for enhanced SRL opportunities for the community remains the same.*
- *On June 1, 2016 the Council authorized the lease with an option to purchase of a 10 acre parcel immediately east of the Aquatics Center to support improved parking at the Aquatics Center and Outdoor Sports Center. The long term intended use of the property would include additional parking spaces along with additional recreation and park amenities to be determined through the Parks and Recreation Master Plan. The property owner is currently in the process of completing the environmental remediation, which is expected to last a couple of months. Then the agreement will be executed. Staff is also reviewing possibilities for development of ball fields at the previously purchased 26 acre.*

# Developing Our Community



## 18. Implementing the City-wide Agriculture Mitigation Ordinance

- *An RFP was issued to solicit services to help develop easement acquisition policies and documents, prepare a survey of Ag conservation opportunities near Morgan Hill and to act as an acquisition agent for conservation easements based upon priority acquisition. Consultant interviews have taken place and a contract for services will be in place soon.*
- *The City is also participating in County/Open Space Authority Sustainable Agricultural Lands Conservation Program, the first meeting is scheduled for late August 2016 which is later than anticipated.*

## 19. Managing Downtown Park and Trail Development

- *Construction documents are currently being developed and the plan for the parks will return to Council in August for final review. Bidding and construction will follow, with construction beginning before the end of the year. Morgan Hill wrote and successfully received a total of \$1.9 Million in State grants to fund Downtown parks.*

# Developing Our Community



## 20. Implementing Redevelopment Sites #1 & 4 (Leal Hotel & Market Hall)

- *On July 5 and July 6, respectively, escrow closed transferring these two sites to the private developers for demolition/construction. Granada Marketplace and Hotel construction is expected for 12 - 18 months; Third and Monterey Associates construction is expected for 9-12 months. Escrow closed on July 15<sup>th</sup> on Depot Center from the sale of the former RDA Option, Llagas Valley Investments LLC to City Ventures. The site was fenced on July 18<sup>th</sup> and demolition will begin mid August 2016.*

## 21. Executing UHC Development Agreement

- *(Bisceglia property) 40 low/very low/extremely low affordable rental units. The Housing Team continues to work with UHC to facilitate their project. The project has received allocations for 40 units, however is not able to compete for tax credits without a local equity commitment of \$4.2 million. The Housing program proforma does not demonstrate the ability to fund this project for several years. Through discussions regarding the BMR In-lieu fee, it is hoped that the Housing Program will be able to provide a predictable, stable, local funding source, for this project as well as others in the future.*

# Developing Our Community



## 22. Implementing EAH scattered site development

- *This 40-unit affordable rental project is fully allocated and construction plans are complete. The project was successful in the June State Tax Credit competition and received an award of tax credits paving the way for construction by the end of 2016.*

## 23. Constructing a multitude of water and wastewater projects

- *The 2016-2022 CIP includes \$16 million of Water projects and \$45 million for Wastewater projects.*



# Developing Our Community



## 24. Supporting community effort to design and raise funds for an Inclusive Playground

- *Concept designs for the park are now complete. Santa Clara County recently committed \$150,000 towards this project. City staff is supporting the committee who will be kicking off a formal fundraising effort in the next month.*

## 25. Completing the public investment in Downtown Placemaking initiatives

- *The Grand Opening of the parking structure and all downtown improvements took place on June 23rd*
- *The relocation of the Pop Up Park was the last major initiative on Placemaking for Downtown. Staff will work with businesses to help facilitate activation of parking spaces and will develop a program for parklets in fall of 2016. Staff will support LCAC's initiative to beautify utility boxes.*

# Enhancing Our Services



## 26. Transitioning to a 2-year budget cycle

- *2-year budget adopted June 15, 2016. Mid Cycle Budget Review to be completed in April/May 2017 to validate the revenue and expenditure assumptions for the second year of the budget cycle (Fiscal Year 2017-18).*

## 27. Completing and implementing Development Services Review recommendations

- *External review and report was complete June 2016 and will be brought forward to Council in August/September. Six key areas were identified 1. Financial Issues, 2. Management Issues, 3. Performance Standards, 4. Process Issues, 5. Staffing, and 6. TRAKiT. Internal discussions related to implementation and organizational systems modifications and enhancements are on-going. Significantly, the review identified the need to embrace review/inspection tracking software as a cornerstone of process/customer service improvement and enhancement. TRAKiT, the permit management software, was installed and went "live" May 13, 2016.*

# Enhancing Our Services



## 28. Implementing TRAKiT Land Management Software

- *This process required extensive time from land management teammates over the course of 10 months. The system went "live" May 13, 2016. Consideration of contract amendment to further customize the Building inspection program is up-coming.*
- *TRAKiT plan review and business license approval is proving to be effective, keeping teammates on-track with due dates.*

## 29. Ensuring proper resources are allocated to Downtown Maintenance Services

- *Since the opening of the new parking structure, the Community Services Maintenance Team has provided daily maintenance services to the downtown. The recently approved Maintenance Coordinator position joined our team on July 25th. This new position will work to continue to improve delivery of Downtown Maintenance Services.*

# Enhancing Our Services



## 30. Negotiating extension of CALFIRE Partnership Agreement

- *Scheduled to start once the Public Safety Master Plan is adopted (anticipate fall 2016).*

## 31. Negotiating the Outdoor Sports Center Partnership Agreement

- *The partnership with the Morgan Hill Youth Sports Alliance was extended for three years through June of 2019. The terms of the agreement focus on supporting the partnership with the MHYSA, while building a framework for future long term operations and focusing on enhanced sports tourism marketing efforts.*

## 32. Performing a successful recruitment for an experienced City Attorney

- *Don Larkin hired as the City Attorney and started on July 11th.*

# Improving Our Communication



33. Completing a significant community engagement process relating to community priorities
- *The Morgan Hill Quality of Life Service Priority Engagement process began in November 2015 and was completed in mid July 2016. The engagement process was directed by the Lew Edwards Group with the intent of better understanding the communities' priorities in relation to maintaining/improving streets, public facilities, public safety, and other City infrastructure needs as the City Council considered the possibility for a revenue measure for the November 2016 ballot. The engagement process included three community surveys (two which were statistically valid and conducted by the research firm Godbe and Associates), a website presence, e-blasts, social media posts and community presentation to 13 different groups. The process concluded with a presentation to the City Council on July 27, 2016.*



# Improving Our Communication



## 34. Implementing enhancements to our existing communications and engagement efforts

- *We continue to monitor the various communication channels we use to share information with our community, reviewing "opens" on email blasts, reviewing the "reach" on Facebook posts, and listening to feedback from the community. This information is used to continue to improve and enhance the way we communicate. The end of June, we implemented the SiteImprove Tool for our website which provides us with improved analytics for the City website offering our website team better information on how to effectively communicate through the website.*
- *Beginning the end of August we will execute a communications assessment with a firm called Tripepi Smith. The purpose of this assessment is to help the City increase its communication transparency, streamline public-facing information, and develop new strategies for community education and engagement. We anticipate this assessment to be a guiding tool for enhancements to our overall communication and engagement efforts.*

# Improving Our Communication



35. Enhancing the public's understanding of City decisions and achievements

- *Beginning the end of August we will execute a communications assessment with a firm called Tripepi Smith. The purpose of this assessment is to help the City increase its communication transparency, streamline public-facing information, and develop new strategies for community education and engagement. We anticipate this assessment to be a guiding tool for our approach with sharing information in a manner that enhances the public's understanding of City decisions and achievements.*

# Participating in Regional Initiatives



## 36. Executing the Community Choice Energy JPA

- *The JPA has been formed with Morgan Hill as a member. The JPA is now working towards launching the CCE program. The first power delivery is estimated to be April 2017.*

## 37. Implementing County-wide Interoperability Radio Project – SVRCS

- *Equipment in the process of being purchased with an anticipated go-live date of September 2016.*

## 38. Participating in County-wide transportation measure discussions

- *City staff have been meeting regularly over the past year with VTA staff, all 15 cities and the County, and the Silicon Valley Leadership Group to discuss the proposed transportation measures. Most discussions have been about how the proceeds would be spread, what projects are most important to Morgan Hill, and how road maintenance dollars would be apportioned.*

# Participating in Regional Initiatives



## 39. Working with the High Speed Rail Authority

- *In May 2016, the City Council received an update on High Speed Rail (HSR) and entered into Reimbursement Agreement to help support technical review of the project. The Council reaffirmed its position of a preferred 101 alignment. Regular technical meetings with HSR staff are underway. HSR is focusing on impacts of 101 alignment and the new (elevated) Monterey alignments. A regional technical meeting is scheduled for August 17<sup>th</sup> to discuss the South Silicon Valley section of the project. Significant staff resources are dedicated to this effort due to the potential long lasting impact to our community.*
- *Staff is recommending a local and regional transportation workshop by held on September 21.*

## 40. Participating in Task Force on Water Efficient New Development

- *The City has remained involved in this. The Council updated the City's Water Conservation Landscape Ordinance for new development in February.*

# Participating in Regional Initiatives



41. Participating in County led effort relating to Aging Friendly City designation

- *The City was recently informed that it has received this designation and a formal update to the Council will be delivered in August. Volunteers and City staff are actively working on the project areas outlined in the application designation, which include: Improving Communication and Information for Seniors, Improving Access to Community Support and Health Services, and Fostering the Use and Availability of Alternative Transportation Options.*

42. Coordinating City Bikeways, Trails, Parks and Recreation Master Plan Update with Countywide Trails Masterplan

- *In progress, the draft plan will be out in September with adoption scheduled for this winter.*



# Participating in Regional Initiatives



## 43. Providing preferences to house the homeless with Santa Clara County

- *Morgan Hill continues to work with SCC to develop new projects which have preferences and service enriched living to house formerly homeless. By design, the City has planned that all new affordable housing projects have some portion of the affordability targeted to special needs populations. The new EAH scattered site housing project, will contain 35 family low and very low income living units along with 5 Transitional Age Youth (TAY) units, placed within the same neighborhood.*
- *Re-syndication of the Villa Monte (now Park Place) neighborhood will lead to the major renovation of the project beginning this fall. This project provides some of the most deeply affordable, large unit housing in Morgan Hill. The City held a TEFRA hearing in support of their tax credit financing early in 2016.*

## 44. Participating in the Santa Clara County Regional Housing Task Force

- *Morgan Hill actively participates in the Santa Clara County Regional Housing Task force, sub-sets of that effort, the County CDBG Coordinating committee and is a member of Silicon Valley@Home, the regional non-profit dedicated to finding solutions to end homelessness. Morgan Hill also actively participates in the Homeless Census effort.*