

## Implementation Workplan (January 2010-June 2011)

“Top 10 Actions for 2010” are highlighted

“Four Highest-Priority Strategic Goals for 2010” identified with an asterisk (\*)

Action	Team
<b>#1 Encourage Companies and Sectors that Can Drive the San Jose/Silicon Valley Economy and Generate Revenue for City Services and Infrastructure *</b>	
1.a – Retain local incentive funds and develop new financial tools to improve San Jose’s competitiveness at attracting driving industry companies.	OED/Agency/Budget Office
1.b – Develop the Clean Tech Demonstration Center (at the new San Jose Environmental Innovation Center) to provide a setting, equipment, and support for new environmental technologies, from pilot to demonstration to commercialization.	OED/ESD
1.c – Undertake targeted efforts to attract foreign companies planning to establish operations in the United States, especially in cleantech, life sciences, and information technology/services.	OED
<b>#2 Develop Retail to Full Potential, Maximizing Revenue Impact and Neighborhood Vitality</b>	
2.a – Expediently advance current retail projects on existing sites through the planning stage, including Evergreen, Arcadia, Almaden/85, and Hitachi Cottle Road.	OED/PBCE
2.b – Develop new tools like sales-tax sharing agreements to fund necessary predevelopment and transportation improvements to move current and future retail projects forward.	OED/Budget Office
2.c – Work to retain car sales companies and car sales sites for sales-tax generating use.	OED/PBCE
<b>#3 Preserve and Strengthen Manufacturing-Related Activity and Jobs *</b>	
3.a – Preserve industrial lands by aligning land use decisions with the Preservation of Employment Lands Framework and incorporate appropriate protections in the Envision 2040 Plan.	PBCE/OED
3.b – Protect and improve trucking and freight transportation access to the City’s key employment areas; develop a longer-term access plan that could be pursued in collaboration with the State when funding is available (incorporate into General Plan Update)	OED/PBCE
<b>#4 Nurture the Success of Local Small Businesses *</b>	
4.a – Integrate oversight of citywide small business strategy, services, and evaluation into the responsibilities of the work2future board, which oversees BOS and work2future small business outreach and services.	OED
4.b – Actively recognize and promote BOS as the core element of San Jose’s small business support strategy.	OED/Agency
4.c – Develop a new on-line forum to connect businesses to resource	OED

providers in real time, new on-line job and procurement fairs, and a new on-line “how green is your business” self assessment tool.	
4.d – Develop a new master permit program for small retail leases in large shopping complexes.	OED/PBCE
<b>#5 Increase San Jose’s Influence in Regional, State and National Forums in Order to Advance City Goals and Secure Resources</b>	
5.a - Secure a seat on the Metropolitan Transportation Commission, the Bay Area’s federally designated metropolitan planning organization.	DOT/OED/Regional Influence Team
5.b – Secure staff voting rights on ABAG in the Mayor’s absence, similar to the provision made for San Francisco.	PBCE/Regional Influence Team
<b>#6 Improve the Speed, Consistency, and Predictability of the Development Review Process, and Reduce Costs of Operating a Business in San Jose *</b>	
6.a - Retain and improve the Special Tenant Improvement Program and the Industrial Tools Installation Program to expedite permit review for expanding companies, and continue to reorganize and streamline the development review process.	PBCE/OED
6.b – Complete and adopt enhanced development plan check submittal process to provide customers with clear guidance about how to obtain the necessary Public Works permit.	Public Works
6.c - Continue aggressive promotion of the Enterprise Zone Tax Credits as a tool to reduce business operations costs, and pursue other state and federal assistance programs to support new development and business attraction and expansion.	Agency/OED
<b>#7 Prepare Residents to Participate in the Economy Through Training, Education, and Career Support</b>	
7.a - Through <i>San Jose 2020</i> , convene education, business, and nonprofit leaders to develop a plan to better align existing resources around shared goals to increase the rate of high school graduation in San Jose, the share of high school graduates prepared for college, and the share of graduates that enter and complete post-secondary education.	Mayor’s Office/OED work2future
7.b - Create partnerships between K-12, community colleges, pre-apprenticeship and apprenticeship programs, and institutions of higher learning. Examples include a system that can steer low-income people towards careers in the green economy.	work2future
7.c - Through work2future, provide occupational assessment and counseling services to people that advance to middle-income jobs through identification of both career ladders (sequential positions) and career lattices (transferable skills).	work2future
7.d - Help reform the Workforce Investment Act to a) provide more opportunity to serve at-risk youth and reduce federal barriers, and b) support summer work experience programs.	work2future
<b>#8 Advance the Diridon Station Area as Key Transportation Center for Northern California</b>	
8.a - Complete the Diridon Station Area Plan to identify the most effective strategies for expansion of Diridon Station and for development of station area.	OED/Agency/DOT/PBCE
8.b - Continue working with Diridon Area Good Neighbor Committee to sensitively integrate Diridon Station area development with HP Pavilion and surrounding neighborhoods.	OED/Agency

8.c - Support California High Speed Rail Authority to secure approvals and funding to complete the San Jose to San Francisco segment by 2016, and the San Jose to Los Angeles/Anaheim segment by 2020.	DOT
8.d - Support Valley Transportation Authority (VTA) to extend BART service to Downtown San Jose and Diridon Station by 2020.	DOT
<b>#9 Keep Developing a Competitive, World Class Airport, and Attract New Air Service</b>	
9.a – Maintain a cost-conscious, competitive operating environment to successfully compete with the other major airports in the Bay Area and across the nation in retaining and attracting air service.	Airport
9.b - Explore issuing an RFP to develop the property on the west side of the airport to support general aviation demand by Silicon Valley companies.	Airport
9.c - Engage Silicon Valley community and corporate leadership to assist the airport and its partners to secure additional air service.	Airport
<b>#10 Continue to Position Downtown as Silicon Valley's City Center</b>	
10.a - Expand and upgrade the Convention Center to increase its capabilities as a modern meeting venue.	Agency/OED
10.b - Complete the San Pedro Square Urban Market project, integrating historic resources and new shopping experiences into a cohesive, unique destination.	Agency/OED
10.c - With partners, promote Downtown San Jose to major office users to lease existing space and develop interest in new properties.	Agency/OED
10.d - Retain capacity to coordinate and support special events Downtown.	OED
10.e – Proactively coordinate Downtown policy, operational issues, and stakeholder communication, including efforts to achieve a stronger mix of evening entertainment and live music offering aimed at broader audiences.	OED/PD/CAO/Agency
<b>#11 Create More Walkable, Vibrant, Mixed-Use Environments to Spur Interaction and Attract Talent</b>	
11.a - Complete the General Plan Update, locating new employment and housing in pedestrian and bicycle friendly, mixed use transit corridors and villages supported by parks and other amenities.	PBCE
11.b - Foster implementation of the North San Jose Vision, encouraging the development of new housing and recreation within an intensified job center.	Agency/OED/PBCE/PRN S/DOT
<b>#12 Develop a Distinctive Set of Sports, Arts, and Entertainment, Offerings Aligned With San Jose's Diverse, Growing Population</b>	
12.a - Enable construction of the San Jose Earthquakes/Major League Soccer Stadium on the Airport West property.	OED
12.b - Continue planning for Major League Baseball facility in the Diridon station area, working toward a 2010 successful public ballot.	Agency/OED
12.c – Encourage ongoing production of national/international events and performances in San Jose, including Rock N Roll Half Marathon, NCAA, national and Olympic championship events, Cirque Du Soleil, Broadway Touring Shows, and national concert tours in partnership with the San Jose Sports Authority, Team San Jose, and other appropriate private and non-profit sponsors.	OED