

## Staff Proposed Descriptions

#	Councilmember Title	Staff Proposed Title	Councilmember Project Description	Staff Proposed Descriptions
1	Economic Development	Economic Development Committee	Restore economic development committee, explore grant writer position, attract startups and companies in the tech ecosystem.	Restore the Economic Development Committee
2	Economic Development	Grant Management	Restore economic development committee, explore grant writer position, attract startups and companies in the tech ecosystem.	Explore grant analyst position
3	Small Business Revitalization Plan	Startups, Small Business, and Placemaking Plan	Develop a plan and implementation strategy to support (1) new small business establishment; (2) preservation of existing small businesses in order to improve placemaking in the city and the city's revenue stream.	Develop a plan to attract and support small businesses and startups in order to improve placemaking in the city and the city's revenue stream.
4	Defensible Impact Fee Nexus Study for Traffic Impact Fee, Retail Impact Fee, BMR Impact Fee	No Change	With almost every infill project approval and revision, we are losing almost all retail with almost zero parking. New units tend to provide more town homes, rather than much needed smaller starter units or senior flats. With potential challenges to waive impact fees and design standards, a defensible Nexus study is necessary to protect the city in order to collect impact fees since California Constitution does not allow unfunded mandates levied on cities.	Proceed with nexus studies to review a range of impact fees and other means of offsetting conversion of commercial land uses to residential.
5	5G Ordinance	No Change	Update 5G Ordinance	Prepare an ordinance that regulates small cellular facilities in the public right of way.
6	Urban Forest Program	No Change	Expand tree list review in current CWP to include specifics to develop an urban forest plan to increase trees, landscaping and greenery in all parts of the city	Create and Urban Forest Master Plan that includes an updated and expanded tree list which will increase the number of trees, enhance the City's tree canopy, and promote landscaping throughout the City.
7	Public Engagement Strategy and Policies in Support of Planning Initiatives	No Change	Consolidate existing CWP (Attachment B Item 10) and proposed CWP public engagement-related items (Attachment B Items 4 and 5) to establish more focused policies governing public outreach and engagement with respect to General Plan amendments and rezonings with special consideration to lessons learned from the 6th RHNA Cycle Housing Element revision.	Review existing public noticing requirements for General Plan Amendments and rezonings and State law requirements. Develop strategy to provide earlier, more focused outreach to neighborhoods most directly affected by proposed General Plan and zoning changes.