



JANUARY 2015 CSC & BOARD OF DIRECTORS MEETING SUMMARY

City Selection Committee (CSC) Meeting Summary

- **The following appointments were made to regional Boards/Agencies**
 - **Airport Land Use Commission (ALUC)** appointment of one elected representative from a city adjacent to an airport to fulfill ongoing term expiring May 2016: Glen Hendricks of Sunnyvale.
 - **Local Agency Formation Commission (LAFCO)** Alternate to fulfill ongoing term expiring May 2016: Tara Martin-Milius of Sunnyvale.
 - **Recycling & Waste Reduction Commission:**
 1. **North County Cities Seat** to be filled by one elected official from the city of Cupertino or Los Altos Hills to fulfill ongoing term expiring April 2016: Rod Sinks of Cupertino.
 2. **Member-at-Large Seat** to be filled by one elected official from the city of Los Altos Hills, Los Gatos, Milpitas, Monte Sereno, Morgan Hill, Mountain View, Palo Alto, San Jose, or Saratoga to fulfill a new term expiring January 2021: Greg Scharff of Palo Alto
 - **Santa Clara County Emergency Operational Area Council (OAC) North County Cities Seat Alternate** to fulfill new term expiring December 31, 2016: Greg Scharff of Palo Alto.
 - Remaining Alternate ABAG Executive Board and ABAG Hazardous Waste Facility Allocation Subcommittee vacancies to be included in next CSC Meeting, February 12, 2015.

Board of Directors Meeting Summary

- **Leadership Academy Members presented “Who Does the Future Belong to?” and the value of engaging the millennial generation in land use decisions.**
 - The Leadership Academy is a talent development program for municipal employees focused on enhancing leadership skills and developing career opportunities. At the end of each program, participants form teams and present on a topic identified and sponsored by a city and its city manager.
 - The “who does your future belong to” team was sponsored by Palo Alto City Manager Jim Keene; members included:
 - Stephanie Stuehler, Santa Clara County Fire (presenter)

Jeff Ordway, City of Cupertino (presenter)
Angelica Jimenez, City of Palo Alto (presenter)
Brian Babcock, City of Saratoga
Jacqueline Guzman, City of Cupertino
Jennifer Codianne, Santa Clara Valley Water District
Kristina Alfaro, City of Cupertino
Tina Hugg, Midpeninsula Regional Open Space District (presenter)

- “Millennials are affected by land use decisions being made today which will shape the communities they live, work, and raise their families in. It will also impact their ability to keep their multi-generational family unit local. If we don’t understand what Millennials value and prefer, how can cities design desirable communities for future residents?”
- Millennials were born in 1980’s – 2000’s and are in their teens – 30’s.
- Research shows that 50% of our current decision-makers are over the age of 40, while 50% of the population in Santa Clara County is under 40.
- Research also shows that there is a big difference between the overall ethnicity of our decision makers and the representation of ethnicity in Santa Clara County. The group that appears to be missing from the decision makers and the voting population are the Millennials.
- Millennials have several characteristics that describe them: digital natives, highly educated and networked, more ethnically diverse, adaptive, and they expect things to happen fast.
- Why is there a disconnect with government?
 - Government does not know the audience and how to reach out to them;
 - Millennials work 9 to 5 and will likely not go to the council chambers after a day of work, but will probably go hang out at a “cool” place like the food truck event in the community;
 - New forms of communication are taking precedence, e.g. Snap chat, Instagram, Twitter, Facebook, etc.,
- Some likely explanations why Millennials and others don’t engage with local government include:
 - The age divide – older generations often look at the younger generation with critical eyes;
 - Cultural and language diversity;
 - Lack of trust in government;
 - Lack of interest in government;
 - Changing family structures leave little time to get involved;
 - Current government process is described as unwelcoming; the current council meeting setting can be a bit intimidating and many don’t find it comfortable standing at the podium and addressing the dais of elected officials.
- To improve the connection, government can:
 - Join them in the cloud; communicate and market through Facebook and Instagram;
 - Dedicate staff to ensure engagement with Millennials;

- Prioritize marketing to Millennials; they are the most marketed generation in history.
 - Include currently employed Millennials in staff focus groups to address engagement with Millennials;
 - Adapt to changing technology; update the process of public input to utilize the latest technological forms of engagement so that Millennials will be likely to participate; make it fun and interactive.
 - Organizations can learn from other agencies or research best practices, e.g. San Mateo County Connect forum, Mobile Government 2014 forum.
 - Lastly, we need to start engagement sooner and bring civics back to our public education system, partner with school districts and participate in City Council 101 classes and activities.
 - For more information and for the presentation transcript, go to www.whodoesthefuturebelongto.weebly.com
- **Dr. Sara Cody and Bonnie Broderick of the Santa Clara County Public Health Department presented on the department's mission and a new grant available for cities to develop policies that impact health in our communities.**
 - SCC PHD's vision is to create a healthy safe community for all people to live, learn, work, and play; its vision is to prevent disease and injury and create environments that promote and protect the community's health.
 - Vision and mission is accomplished through:
 - a focus on policy and environmental change strategies;
 - inclusion of strategies that shape social norms related to health behaviors;
 - a prevention framework; and,
 - a prioritization of strategies that eliminate health disparities and address underlying health inequities.
 - Policy, systems, and environmental change can impact large segments of the population at a cost much less than the treatment system.
 - Example: for every \$1 the state has been spending on the tobacco program it has been reducing statewide healthcare costs by more than \$3.60.
 - Recent collaborations in SCC include Communities Putting Prevention to Work (2010 – 2012) and the Community Transformation Grant - South County (2013-2014), which led to tobacco prevention policies, healthy food and beverage policies, Let's Move Counties, Cities and Towns Initiative (100% participation in SCC), and safe & active parks collaborations (South County).
 - As a result of previous success, SCC has been awarded a new federal grant to continue its efforts.
 - SCC has been awarded \$1.9 million from the Center for Disease Control & Prevention to address chronic disease and related risk factors, including tobacco use and exposure to secondhand smoke,

poor nutrition, lack of physical activity, and limited access to chronic disease prevention.

- The Partnerships to Improve Community Health (PICH) grant funds are restricted and need to be utilized to focus on policy, systems, and environmental change improvements and must reach 75% of the county 's population.
 - About half of the grant will be distributed to community organizations; nine RFP's have been posted on bidsync.com.
 - \$180,00 – 240,000 per year is set aside for cities for the next 3 years to implement the following evidence based practices:
 - Smoke-free Multi-Family Housing
 - Reducing Youth-Access & Exposure to Tobacco in stores
 - Healthy Food & Beverage Standards/ Healthy Procurement
 - Active Transportation Promotion/ Policies to Increase Physical Activity, Utilization of Trails, etc.,
 - Staff support from the PHD is available to provide technical assistance, training, facilitation, etc.,
 - The PHD has proposed to collaborate with cities through the Cities Association on the implementation of the evidence based practices and the allocation of resources to the cities.
 - It was proposed to form a subcommittee that would work with interested staff from cities and PHD staff to formulate and implement strategies promoting health equity in our communities.
 - The Board supported the formation of the subcommittee and appointed two Members: Jason Baker of Campbell and Greg Scharff of Palo Alto.
 - Funds need to be utilized by September 29, 2015; this short timeline will likely have an influence on which jurisdiction will be able to participate for the first year.
- **Review & Adoption of Priorities for 2015:** President Jason Baker presented suggested priorities for review and discussion:
 - Affordable Housing
 - Homelessness
 - RHNA Sub-region
 - Transportation
 - Minimum Wage.

Suggested priorities also included a continued effort to review Community Choice Aggregation, and Public Safety and the efforts of shared services between fire departments in the county. Board Members unanimously supported the suggested focus priorities and requested potential presentation on recycled water as an effort to support environmental sustainability and water conservation.

Subcommittees for each focus priority was formed as follows:

1. Affordable Housing – Rob Rennie, Greg Scharff, Jan Pepper, Steve Tate
2. Homelessness – Jason Baker
3. Minimum Wage – Jim Griffith, Rod Sinks

4. RHNA Sub-Region – Mary-Lynne Bernald, Greg Scharff, Gary Waldeck
5. Transportation – Jason Baker, Rob Rennie, Rod Sinks, Greg Scharff, Steve Tate

Board Members not present will be notified and encouraged to express interest in preferred subcommittees by the next Board Meeting in February.

Board Members also discussed working with local state representatives and proposing legislation to address regional issues such as school impact fees.

- **CSC Report:** 1st Vice President Jim Griffith reviewed CSC appointments made to ALUC, LAFCO, RWRC, and OAC.
- **City Managers' Association Report:** City Manager Mark Linder's report included announcement of CMA's first meeting of the year to take place on January 14th and to include review of priorities for 2015. Cities Association's priorities will be shared for reference.
- **Legislation Report:** Betsy Shotwell of San Jose provided update. Thirty-nine new representatives have been elected to the state legislature and were sworn in early December. Legislature returned to session January 5th. Governor provided state of the state and state budget to be released January 9th. He mentioned appreciation of bipartisanship and commended the legislature for its support of the water bond and establishment of the rainy day fund. His priorities include education, public safety reform, health care, transportation, and reducing the state's carbon footprint. Two hundred bills have been introduced. Senator Leno is carrying a minimum wage bill, SB 3. Deadline to introduce new bills is February 27th.

Joys and Challenges:

- Board Members discussed housing development and growth, schools' impact on growth, the proposed extra lane on Hwy 85, an alternative Bus Rapid Transit Lane, and the new tobacco retail license ordinance in Gilroy.