




**COUNCILMEMBER CHRIS CATE  
CITY OF SAN DIEGO  
SIXTH DISTRICT**

**M E M O R A N D U M**

**DATE:** January 13, 2017  
**TO:** Council President Cole, Chair, Committee on Rules  
**FROM:** Councilmember Chris Cate   
**SUBJECT:** 2017 Committee on Rules Committee Priorities

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I appreciate the opportunity to share my goals and priorities for 2017. I look forward to working collaboratively to work toward a more efficient, effective, and transparent San Diego to provide the best quality of life possible for our citizens.

**Review Outstanding Items from Charter Review Committee**

Before reconvening as the Committee on Rules, the Charter Review Committee heard several items that were discussed by members at committee meetings but never received finalizing action, nor were moved to the full council. The items that were left open-ended were brought forth because they have merit and are looking for solutions or improvements in an effort to make the City run more efficiently and better serve the public. As such, the Committee on Rules should revisit the outstanding items from the Charter Review Committee and attempt to find solutions and closure to these important items.

**Consider Additional Local Election Reforms to Increase Voter Participation**

As a result of San Diego voters recently approving Measures K & L, the City of San Diego has changed its local election process with regard to ballot measures and candidate elections. These reforms were advocated by a constituency that hoped to decrease the influence of money in local political races and increase voter participation through the elimination of an outright winner in municipal primary elections. However, these Measures will maintain a June primary election, thus ensuring a longer campaign season that will require continual financial support and solicitation. Furthermore, June primary voters will have the ability to decide the top two vote-getters who move onto the November general election, essentially continuing the influence over November-only voters who are forced to decide between one of the two pre-determined candidates. It is prudent for this Committee to consider subsequent ballot measure(s) that will effectively address these outstanding issues and truly reform the City's election process for the benefit of all San Diegans.

**Amend Council District Community Programs, Projects, and Services (CPPS) Policy**

CPPS allocations for City Council offices are currently determined by office budgetary savings accrued from the prior fiscal year. Annual CPPS allocations can vary by office depending on employee retirement benefits, compensation, and non-personnel expenditures. The Committee should consider revising Council Policy 100-06 to establish an equal allocation for Council districts within the Mayor's Proposed Budget. These revisions should also allow for additional allocations based on prior fiscal year savings from personnel and non-personnel expenses. All programs and projects funded through CPPS should be displayed on the City's website to ensure transparency.

**Establish a Minimum Standard for Public Outreach and Notification of City Projects**

Increasing communication with the public about City construction projects taking place in their communities that have the potential to affect their daily lives is critical to maintaining good relationships with the public, and ensuring a great quality of life for San Diegans. Currently, each City department has their own standards and manners in which they provide information to the public about upcoming projects. This committee should work with City departments that schedule, execute, and manage construction projects, as well as the Communications Department to establish uniform communication collateral materials, and a minimum standard of required outreach and communication efforts to the public about projects affecting their neighborhoods.

**Explore Existing Standards of Customer Service Within City Departments**

The City of San Diego has a duty to provide its residents with a high level of customer service and information availability. It would be prudent for this committee to request information and reports from City staff in departments that actively interact with customers to determine what standards for customer service are currently in place, and how well those standards are being met. Additionally, receiving a report from the Performance and Analytics Department regarding any data collected on customer service would be helpful in aiding this discussion and the effort to provide the highest possible level of customer service to San Diego residents.

CC:jeh