

<b>REQUEST FOR COUNCIL ACTION</b> CITY OF SAN DIEGO	CERTIFICATE NUMBER (FOR COMPTROLLER'S USE ONLY)
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TO: CITY COUNCIL	FROM (ORIGINATING DEPARTMENT): Economic Development	DATE: 3/3/2015
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SUBJECT: An ordinance amending Chapter 2, Article 2, Division 24 of the San Diego Municipal Code relating to the establishment of a separate Economic Development Department.

PRIMARY CONTACT (NAME, PHONE): Russ Gibbon, 66350	SECONDARY CONTACT (NAME, PHONE): Lydia Moreno, 66320
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**COMPLETE FOR ACCOUNTING PURPOSES**

FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00



FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00

**COST SUMMARY (IF APPLICABLE):**

**ROUTING AND APPROVALS**

CONTRIBUTORS/REVIEWERS:	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
Liaison Office	ORIG DEPT.	Moreno, Lydia	03/04/2015
Environmental Analysis	CFO		
	DEPUTY CHIEF		
	COO		
	CITY ATTORNEY		
	COUNCIL PRESIDENTS OFFICE		

PREPARATION OF:     RESOLUTIONS     ORDINANCE(S)     AGREEMENT(S)     DEED(S)

Approve the proposed Ordinance.

STAFF RECOMMENDATIONS:  
Approve the proposed ordinance.

SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION)

COUNCIL DISTRICT(S):    ALL - CITYWIDE

COMMUNITY AREA(S):    ALL - CITYWIDE

ENVIRONMENTAL IMPACT:	This activity is not subject to CEQA pursuant to CEQA Guidelines Section 15060(c)(3)
CITY CLERK INSTRUCTIONS:	

**COUNCIL ACTION  
EXECUTIVE SUMMARY SHEET  
CITY OF SAN DIEGO**

DATE: 3/3/2015

ORIGINATING DEPARTMENT: Economic Development

SUBJECT: An ordinance amending Chapter 2, Article 2, Division 24 of the San Diego Municipal Code relating to the establishment of a separate Economic Development Department.

COUNCIL DISTRICT(S): ALL - CITYWIDE

CONTACT/PHONE NUMBER: Russ Gibbon/66350

**DESCRIPTIVE SUMMARY OF ITEM:**

The proposed ordinance would amend the San Diego Municipal Code to codify the establishment of an Economic Development Department separate from the Planning Department, each department having its own department director with separate relevant duties assigned.

**STAFF RECOMMENDATION:**

Approve the proposed ordinance.

**EXECUTIVE SUMMARY OF ITEM BACKGROUND:**

On June 24, 2014 the City Council formally adopted the Economic Development Strategy 2014-2016 (the "EDS"). Chapter 2 of the EDS includes Section 8 entitled "City Policies, Procedures, & Operations" which contains a number of related Action items. Action item 2-8-1 states "Initiate a top-down assessment of key City services and operations by the Chief Operating Officer to determine where and how those services and operations do and do not align with the City's economic development goals."

Anticipating City Council approval of the EDS, the Chief Operating Officer began that top-down assessment of key city services and operations in early 2014, and determined that City residents would be better served by separating the City's Planning, Neighborhoods, and Economic Development Department into two separate departments, each with its own department director, and each focused exclusively on its core competencies. The FY 2015 budget thus reflected this realignment and reorganization by budgeting for a separate Planning Department and a separate Economic Development Department.

The proposed draft ordinance codifies this structure by providing for these two separate departments, reassigning the economic development functions to the newly created Economic Development Department, realigning the duties of the two department directors, and making the necessary changes to the nomenclature such as changing the name of the Department of Planning, Neighborhoods, and Economic Development to the Planning Department.

**FISCAL CONSIDERATIONS:**

None with this action. Both the Planning and Economic Development Departments have been budgeted separately in the FY 2015 budget.

**EQUAL OPPORTUNITY CONTRACTING INFORMATION (IF APPLICABLE):**

PREVIOUS COUNCIL and/or COMMITTEE ACTION (describe any changes made to the item from what was presented at committee):

None.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

None

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

The key stakeholders are the general public. There are no projected short-term impacts from this action. Long term impacts could reasonably be expected to include improved land use planning, decreased unemployment, and increased General Fund revenues resulting from improved economic development efforts.

Moreno, Lydia  
Originating Department

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Deputy Chief/Chief Operating Officer

**STRIKEOUT ORDINANCE**

**OLD LANGUAGE:** ~~Struck Out~~

**NEW LANGUAGE:** Double Underline

ORDINANCE NUMBER O-\_\_\_\_\_ (NEW SERIES)

DATE OF FINAL PASSAGE \_\_\_\_\_

AN ORDINANCE AMENDING CHAPTER 2, ARTICLE 2, DIVISION 18 OF THE SAN DIEGO MUNICIPAL CODE BY AMENDING SECTION 22.1801; AMENDING CHAPTER 2, ARTICLE 2, DIVISION 24 BY RETITLING DIVISION 24 TO READ “DEVELOPMENT SERVICES DEPARTMENT, PLANNING DEPARTMENT, AND ECONOMIC DEVELOPMENT DEPARTMENT,” AMENDING SECTION 22.2402 AND ADDING NEW SECTION 22.2403, DEPARTMENT” RELATING TO THE NEWLY-CREATED DEPARTMENT OF ECONOMIC DEVELOPMENT.

**§22.1801 City Departments**

- (a) [No change in text.]
- (b) The following are the departments of the City of San Diego within the meaning of the Charter and ordinances of said City:

Auditor and Comptroller

City Attorney

City Clerk

City Council — District 1

City Council — District 2

City Council — District 3

City Council — District 4

City Council — District 5

City Council — District 6

City Council — District 7

City Council — District 8

City Council — District 9

City Manager

City Retirement

City Treasurer

Communications

Development Services Department

Economic Development Department

Engineering Department

Executive Services Department

Family Justice Center Department

Financial Management

Fire

General Services

Independent Budget Analyst

Intergovernmental Relations

Library

Mayor

~~Neighborhood Code Compliance~~

Park and Recreation

Performance and Analytics

Personnel

~~Planning, Neighborhoods, and Economic Development~~

Police

Purchasing

Real Estate Assets

Risk Management

Waste Management

Water Utilities

(c) [No change in text.]

**Chapter: 2**

**Article 2: Administrative Code**

**Division 24: Development Services Department and**

**~~Department of Planning Department, Neighborhoods, and Economic Development~~**

**Department**

**§22.2402 ~~Department of Planning Department, Neighborhoods, and Economic Development~~ — Powers and Duties of the Planning Director**

(a) The ~~Department of Planning Department, Neighborhoods, and Economic Development~~ is a City department. The department is responsible for long-range planning of the City’s communities and neighborhoods. The department’s responsibilities also include ~~economic development programs~~, historic resource analysis, the multiple species conservation

program, and environmental policy and analysis. An environmental section responsible for all California Environmental Quality Act policy in the City shall serve as a section of the department. The Planning Director is the administrative head of the department and shall be appointed by and may be removed by the City Manager.

- (b) [No change in text.]
- (c) The environmental section of the ~~Department of Planning~~ Department, Neighborhoods, and Economic Development, shall maintain that degree of independence in the performance of its functions and duties as will assure the City Manager, the City Council, Planning Commission and the people of the City of San Diego that its review and analysis of the environmental consequences of projects under its purview, whether beneficial or detrimental, are independent and wholly objective and are not prepared for the purpose of either supporting or detracting from any project, plan or position, whether advanced by the City, any other governmental agency, a developer, a citizen or a group of citizens.

**§22.2403**     **Economic Development Department – Powers and Duties of the Economic Development Director**

- (a) The Economic Development Department is a City department. The department is responsible for the implementation of economic development programs within the City. The Department's mission is to improve the quality of life in core urban neighborhoods, create opportunities for unemployed or underemployed residents, provide

community development services to those areas in greatest need, and to generate new revenues to fund essential municipal services.

- (b) The Economic Development Director, under the direction of the Mayor, and with policy direction from the City Council, shall be responsible for performing those duties and functions as assigned and directed by the Mayor.

KAM:als  
02/27/2015  
Or.Dept: Mayor  
Doc. No.: 964368

DRAFT