

City Council Priority #10: Personal Care Business Compliance Initiative

October 16, 2018
Item 8.1



History – Illicit Massage Businesses

January 2016

Massage
Ordinance
Adopted

March 2017

Personal Care
Business
Compliance
Initiative added
to Priority list

2017-2018

Code Enforcement
Officer added
Vice Unit Sergeant
restored



Council Policy Priority #10

- A registry requiring all personal care businesses performing massage to register
- A Moratorium on the distribution of new massage permits
- Conduct outreach to and discussion with industry business professionals



Human Trafficking in IMBs

- 9,000 illicit massage businesses in the U.S.
- \$2.5 billion revenues
- Santa Clara County third highest concentration in the U.S.

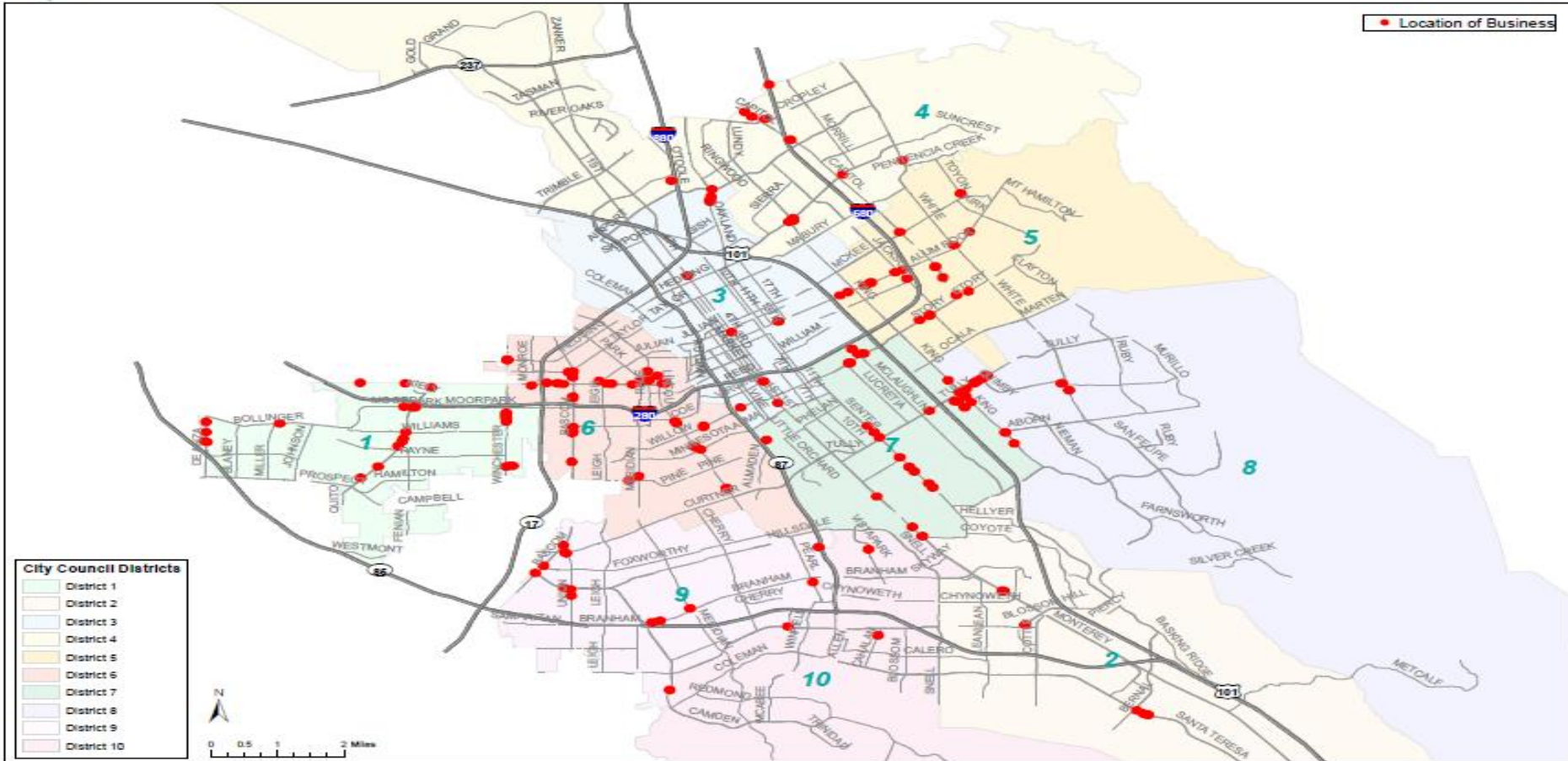
Human Trafficking
in Illicit Massage
Businesses



191 Suspected IMBs Identified



SAN JOSE MESSAGE BUSINESSES



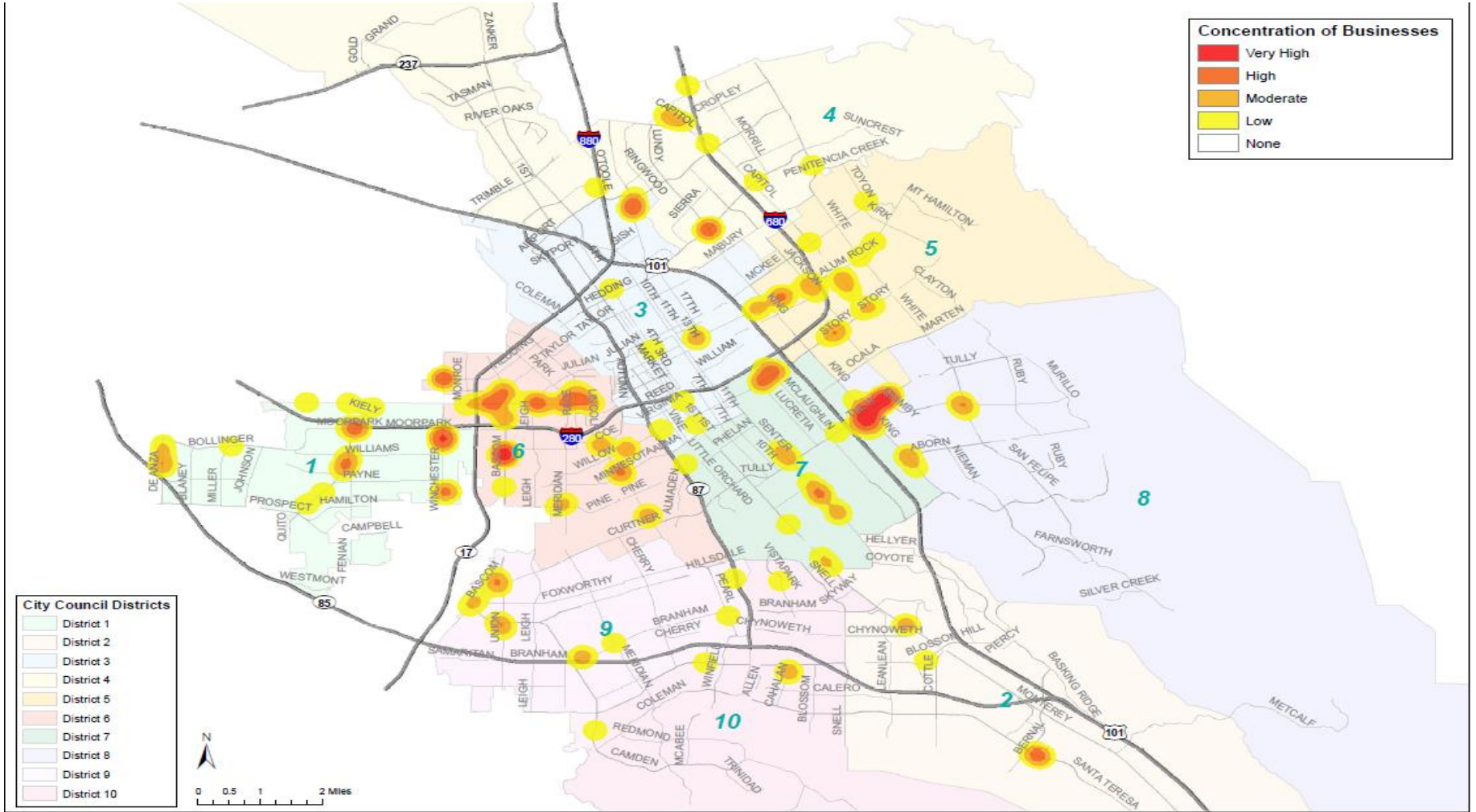
SOURCE: LT. MESSIER #3049 / S/JPD VICE UNIT
 CRIME ANALYSIS UNIT
 SAN JOSE POLICE DEPARTMENT

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Heat Map Pre-Enforcement



The New Enforcement Program



Collaborative effort: Vice Unit, Code Enforcement & City Attorney.

Increasing covert operations. Bringing in overtime officers to assist Vice.

Landlord Education Program.



Landlord Education Program

Identify Landlord

- Schedule face-to-face meeting at Police Department.

Present Facts

- Copies of online erotic reviews.
- Polaris report.
- Letter from the Vice Unit.

Inform & Educate

- Business is without proper permits.
- Educate about IMBs & consequences of abatement laws.



Enforcement Activity

VICE UNIT

- 60 covert operations (only 9 in 2017)
- 114 Landlord Education Meetings

CODE ENFORCEMENT

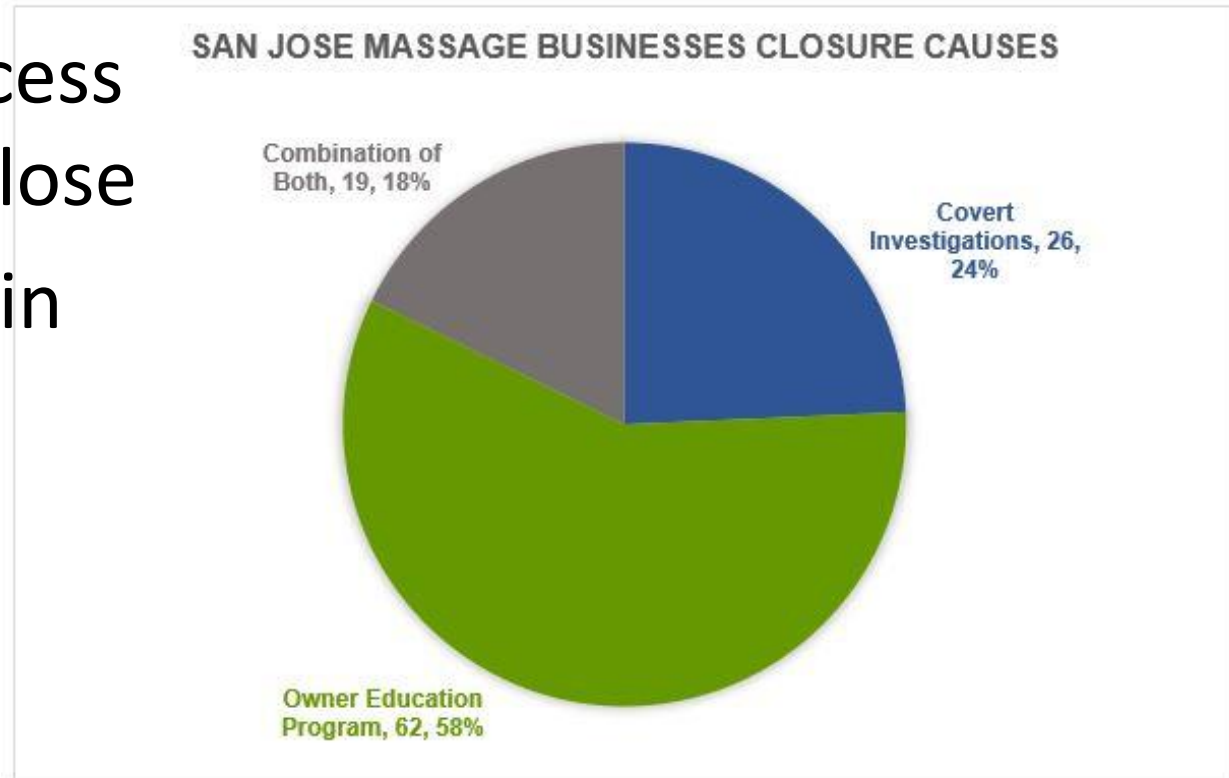
- 463 Inspections
- 193 compliance Orders
- 106 citations



Results

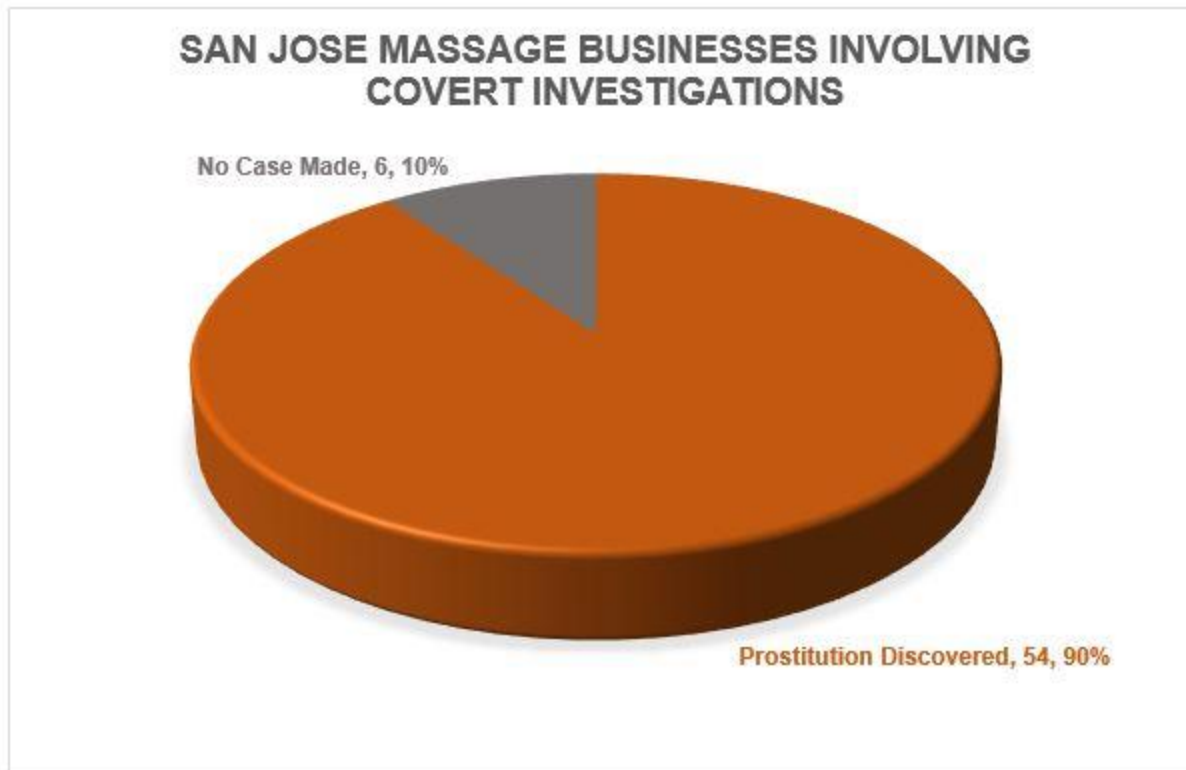
191 IMBs

- 107 have closed
- 33 are in-process expected to close
- Only 45 remain



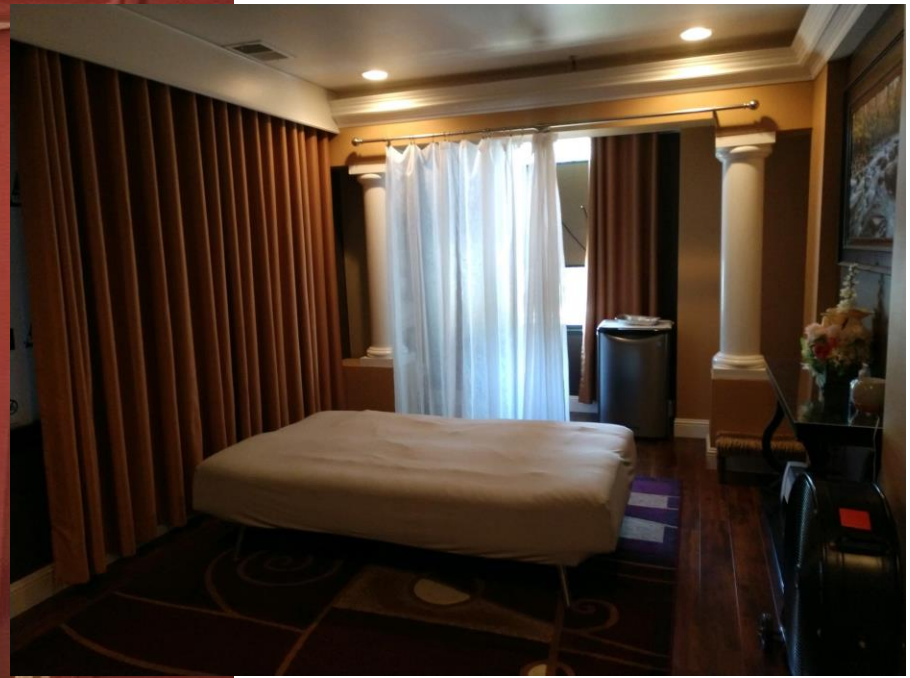
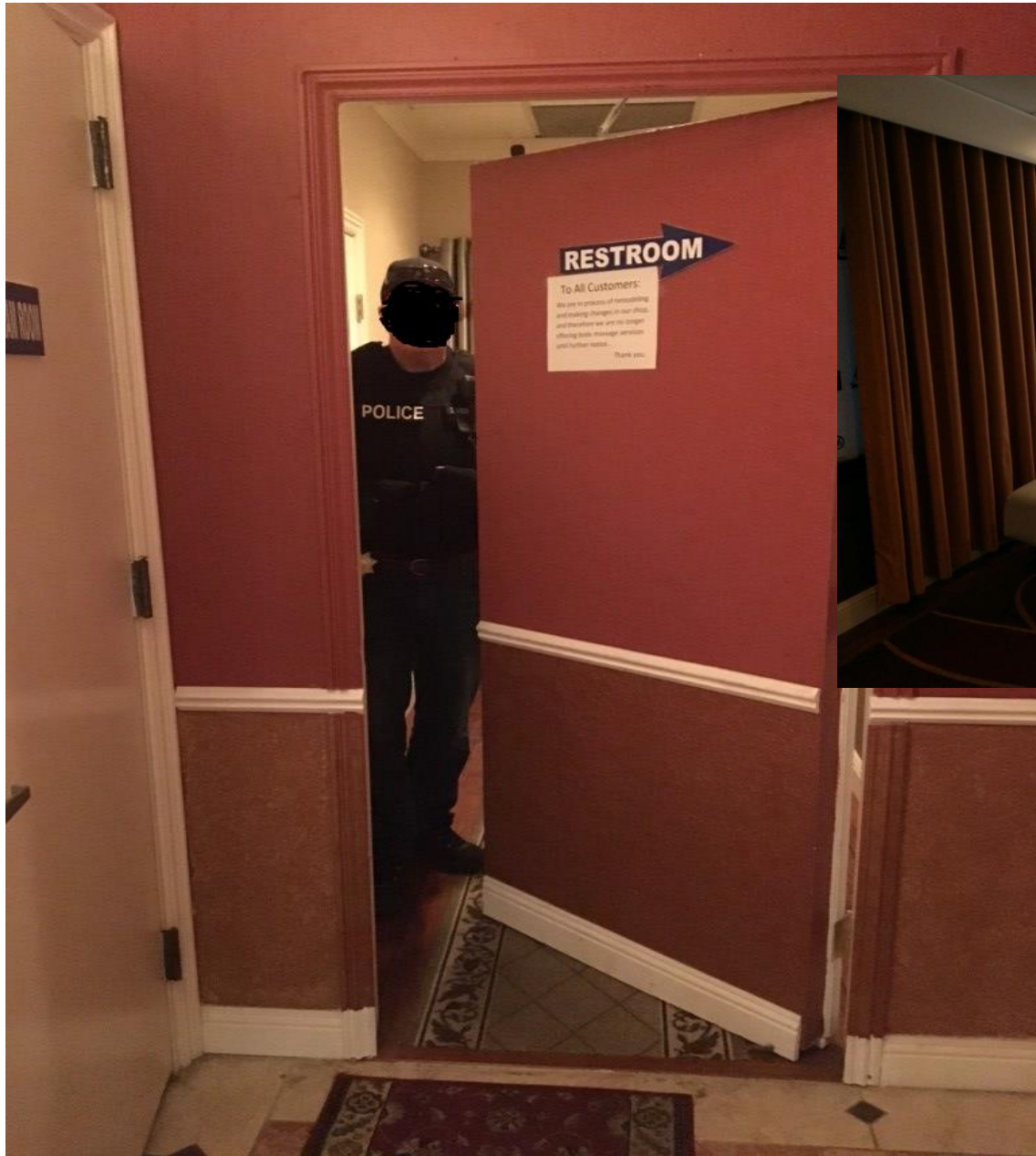
60 Covert Operations

90% Offering Prostitution Services

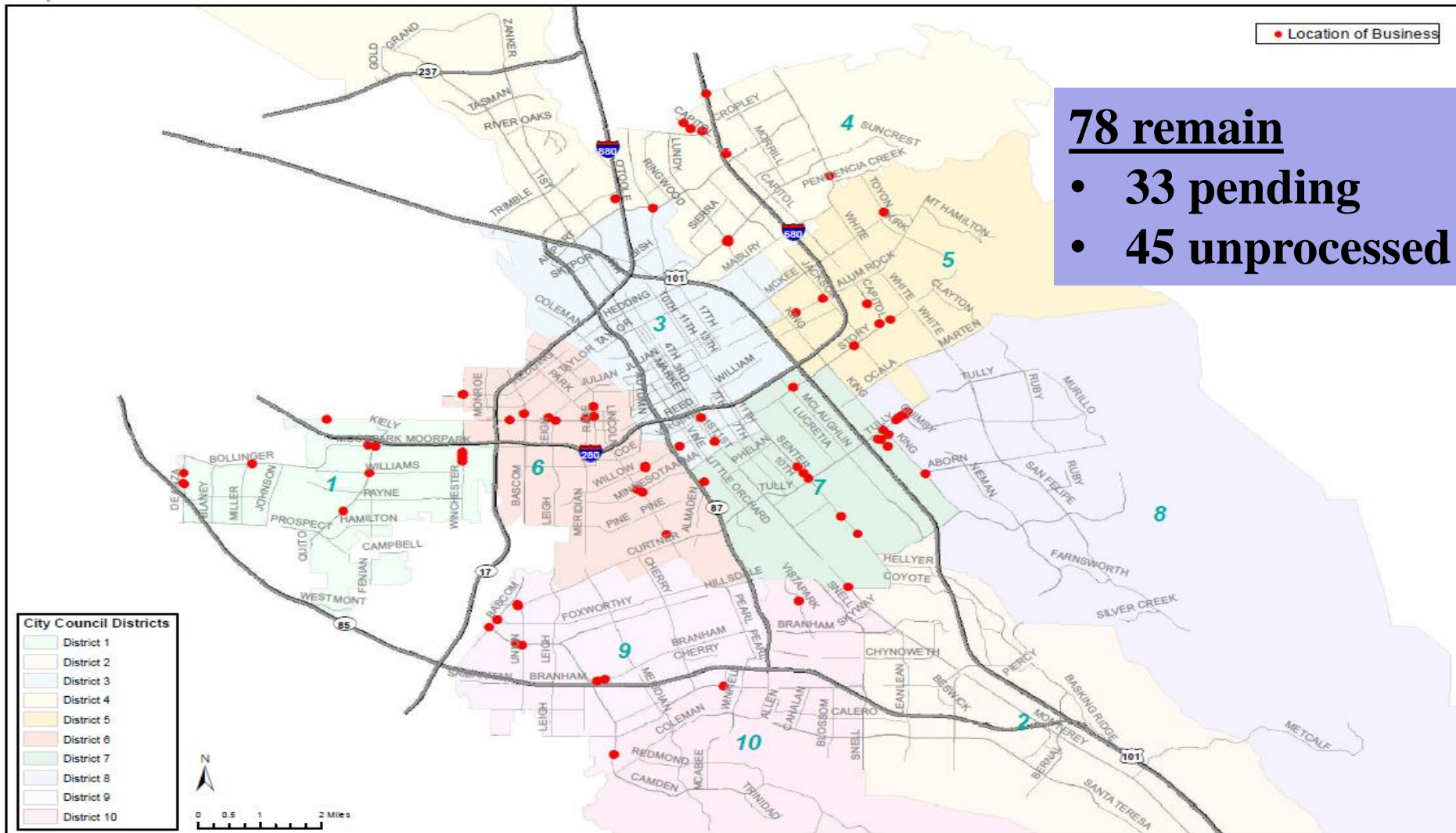


Trends: Salons Offering Prostitution

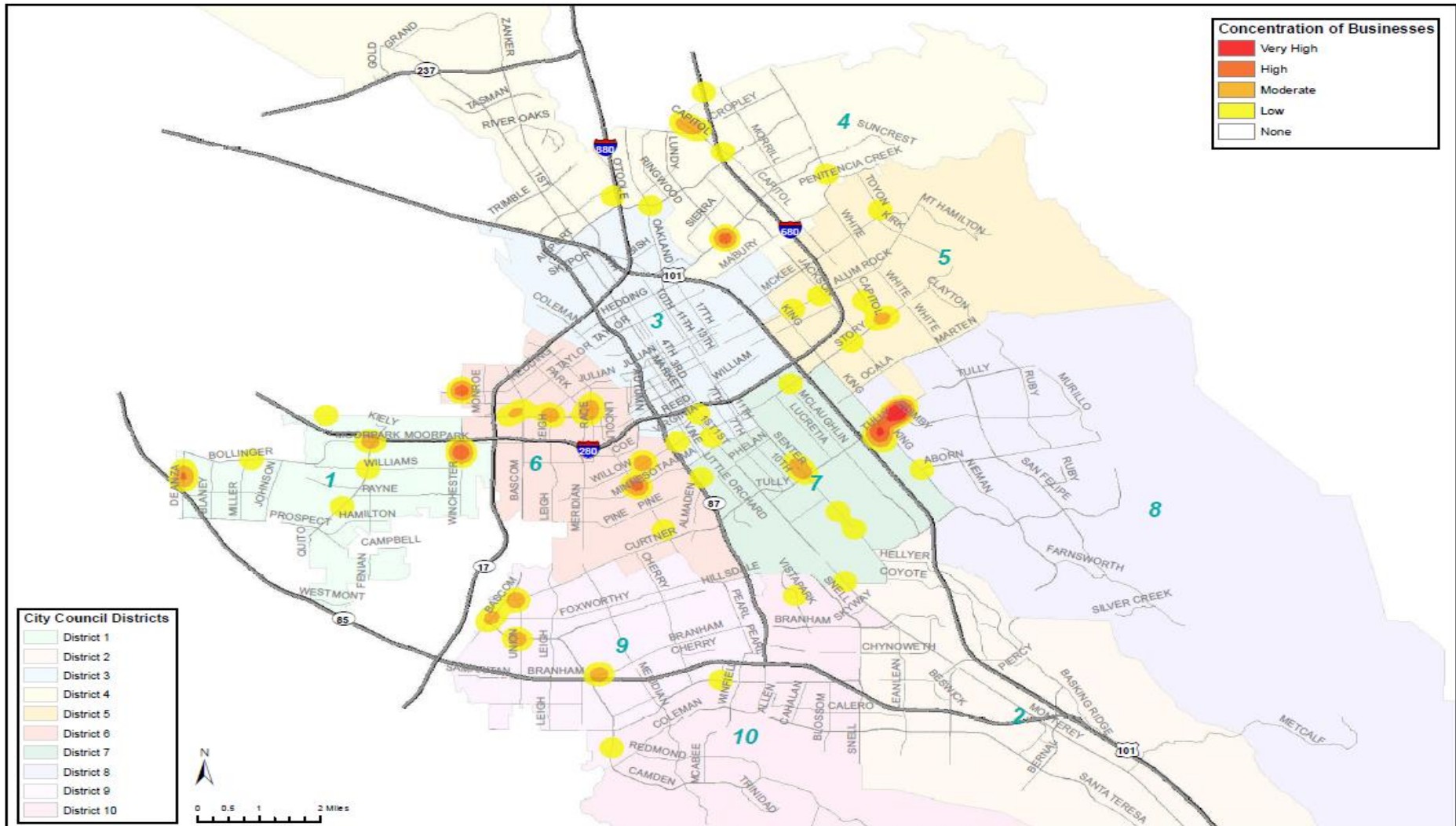




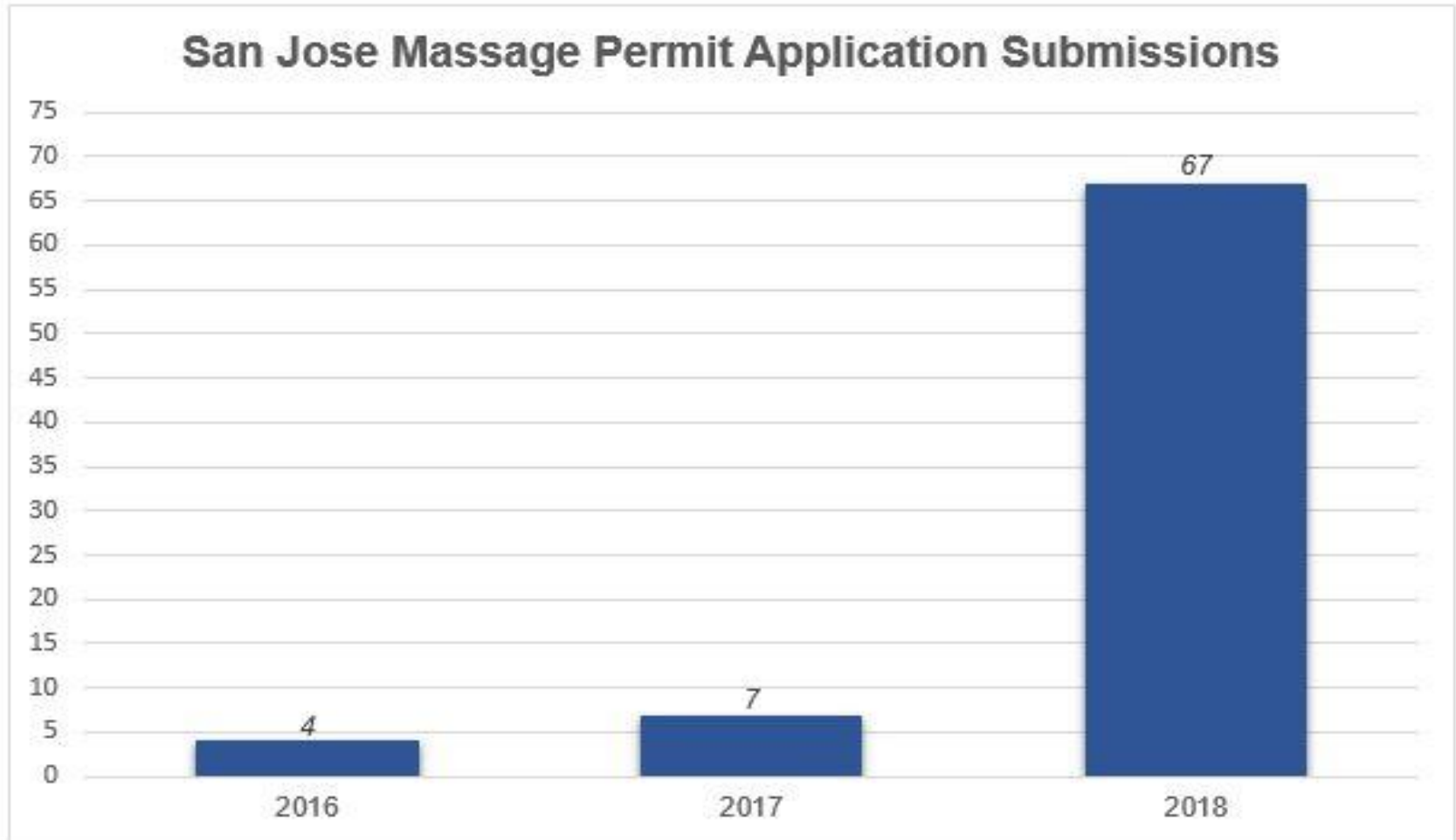
Remaining Suspected IMBs



Post Enforcement Heat Map



Improved Compliance



Other Trends

Anyone looking to trade AMP info in SJ?

SJ police using info from reviews to shut down AMPs.

SJ scene literally dead.

The department has SJ on lockdown, better massage in Milpitas and Cupertino.



Council Policy Priority #10 Items

- ✓ **The Registry** – Finance Department is providing Vice with a quarterly registry. *Implemented.*
- ✓ **The Moratorium** – Only 45 massage businesses left. *No longer needed.*
- ✓ **Outreach and Discussion with Industry** – *Implemented.*
- ✓ **Council Policy Priority** – *Implemented.*
- ✓ **Enforcement** – Ongoing.

