

Community and Economic Recovery Strategy and Approach

Study Session
May 4, 2021

Dave Sykes, City Manager

Rosalynn Hughey, Deputy City Manager

Kip Harkness, Deputy City Manager, Emergency Operations Center Director

For City COVID-19 information: <https://www.sanjoseca.gov/covid19>



Vista



Virtual Engagement



Re-Iniciar Audio



Iniciar Video



Compartir pantalla



Reacciones



Interpretación



Más

Salir



Xem



Virtual Engagement



Bỏ tắt tiếng



Bắt đầu Video



Chia sẻ Màn hình



Phản ứng



Thông dịch



Khác

Rời khỏi

Agenda



1. Transition from EOC to Community Healing and Economic Recovery
2. City Roadmap for Recovery
 - Principles, structure, and team
 - Key Initiatives Now, Next Year Later
3. COVID-19 Taskforce and Build Back Better Initiative
4. Public Comment
5. Conclusion and Next Steps

Intended Outcomes of Our Time Together

- **Develop a common understanding of the transition** from the Emergency Operations Center to recovery, including the proposed principles, structure and team guiding recovery efforts;
- **Explore** what is likely to happen now, next year and later with **key recovery initiatives** on the City Roadmap; and
- **Provide input on the focus** for the new Covid-19 Taskforce and Build Back Better Initiative recently added to the City Roadmap.

San José City Roadmap | FY 2021-2022 | Approved by Council on March 16, 2021

Legend: ■ COVID-19 Response ■ Enterprise Initiatives

Enterprise Priority
Emergency Management + Preparedness <i>C+ER: Community + Economic Recovery</i>
Creating Housing + Preventing Homelessness <i>C+ER: Community + Economic Recovery</i>
Safe, Vibrant, + Inclusive Neighborhoods + Public Life <i>C+ER: Community + Economic Recovery</i>
The Future of Downtown
Building the San José of Tomorrow: Private Development Services
Smart, Sustainable, + Reliable City: 21st Century Infrastructure

Project							
Vaccination Taskforce	<i>C+ER</i> Food + Necessities Distribution	<i>C+ER</i> Digital Equity					
<i>C+ER</i> Rental Assistance	Emergency Housing Construction + Operation	Sheltering + Enhanced Encampment Services					
<i>C+ER</i> Re-Employment + Workforce Development	<i>C+ER</i> Small Business Recovery	<i>C+ER</i> Child Care Learning Pods	Police Reforms Work Plan	San José 311 + Service Delivery	Encampment Waste Pick-Up BeautifySJ	Vision Zero Traffic Safety	
Google Development							
Align Zoning with General Plan	Development Services Transformation	Major Real Estate Development Projects					
Pavement, Fire, EOC, Transit Capital Improvements	Regional Wastewater Facility Capital Improvements	Electrical Service for Major Development	Climate Smart American Cities Climate Challenge				

Strategy	
North San José Strategy	
Equity Strategy Development	Neighborhood Services Access Strategy
BART + High-Speed Rail Strategy	
Lowering PG&E Above Market Costs for Clean Energy	

Policy	
Soft-Story Building Earthquake Retrofit Policy	
Encampment Management + Safe Relocation Policy	
Build Back Better + Recovery Taskforce + Al Fresco Forever	

Enterprise Priority Foundational
Strategic Fiscal Positioning + Resource Deployment
Powered by People

Project					
Federal + State Stimulus Advocacy	Secure City Cybersecurity	Procurement Improvement	Pension Obligation Bond Analysis		
Continuity of City Services	Workplace Safety	Employee Health + Wellness	Drive to Digital	Effective Teams	

Strategy	
Budgeting for Equity	City Roadmap Budgeting, Accountability, + Performance
City Workforce Diversity + Skill Building	

Policy



San José City Roadmap | FY 2021-2022

Legend: ■ COVID-19 Response ■ Enterprise Initiatives

Enterprise Priority	Project						Strategy		Policy
COVID-19 Pandemic: Community + Economic Recovery	Housing Stabilization	Re-Employment + Workforce Development	Small Business Recovery	Food + Necessities Distribution	Digital Equity	Child Care Learning Pods			Build Back Better + Recovery Taskforce + AI Fresco Forever
Emergency Management + Preparedness	Vaccination Taskforce								Soft-Story Building Earthquake Retrofit Policy
Creating Housing + Preventing Homelessness	Emergency Housing Construction + Operation	Sheltering + Enhanced Encampment Services					North San José Strategy		Encampment Management + Safe Relocation Policy
Safe, Vibrant, + Inclusive Neighborhoods + Public Life	Police Reforms Work Plan	San José 311 + Service Delivery	Encampment Waste Pick-Up BeautifySJ	Vision Zero Traffic Safety			Equity Strategy Development	Neighborhood Services Access Strategy	
Building the San José of Tomorrow with a Downtown for Everyone	Align Zoning with General Plan	Development Services Transformation	Google Development	Major Real Estate Development Projects			BART + High-Speed Rail Strategy		
Smart, Sustainable, + Reliable City: 21 st Century Infrastructure	Pavement, Fire, EOC, Transit Capital Improvements	Regional Wastewater Facility Capital Improvements	Electrical Service for Major Development	Climate Smart American Cities Climate Challenge			Lowering PG&E Above Market Costs for Clean Energy		
Enterprise Priority Foundational	Project						Strategy		Policy
Strategic Fiscal Positioning + Resource Deployment	Federal + State Stimulus Advocacy	Secure City Cybersecurity	Procurement Improvement	Pension Obligation Bond Analysis			Budgeting for Equity	City Roadmap Budgeting, Accountability, + Performance	
Powered by People	Continuity of City Services	Workplace Safety	Employee Health + Wellness	Drive to Digital	Effective Teams		City Workforce Diversity + Skill Building		



Community and Economic Recovery

No event in living memory has been more painful or traumatic for the people of San José than the COVID-19 Pandemic and economic crisis that has laid bare and exacerbated existing inequalities. In this moment our biggest challenge, and our biggest opportunity, is to foster an equitable recovery to a “Better Normal”. The journey to healing, recovery and resilience will require unprecedented effort, resources, and creativity across our community and organization. Recovery is not for us to do alone, rather this work must be done WITH the whole community, for the benefit of those most burdened by the crisis, guided by their wisdom, tapping into their potential, and building on their deep enduring strength.

| Guiding Principles for the City Organization (“We”)

How we ground our work.

- People
- Equity
- Dignity
- Empathy
- Action



Guiding Principles Embodied in Existing Efforts

- ✓ Equity Pledge
- ✓ Silicon Valley Recovery Roundtable Report
- ✓ Downtown Recovery Strategy
- ✓ County's Health & Equity Task Force



WHAT is Racial Equity?

Race no longer predicts life outcomes.

WHY is it important?

*Systems that are failing communities
of color are failing all of us.*

San José City Roadmap | FY 2021-2022

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Powered by People	Continuity of City Services	Workplace Safety	Employee Health + Wellness	Drive to Digital	Effective Teams		City Workforce Diversity + Skill Building		

Priority Higher ●—————● Lower Higher ●—————● Lower Higher ●—————● Lower



Housing

Housing Stabilization

Jacky Morales-Ferrand
Director, Housing Department

Ragan Henninger
Deputy Director

Rachel VanderVeen
Deputy Director

Housing Crisis & Homelessness

- 🏠 37,300 households in Santa Clara County at risk of eviction
- 🏠 Latinx (27%), Black (28%) households experience severe housing cost burden, compared to 17.6% citywide

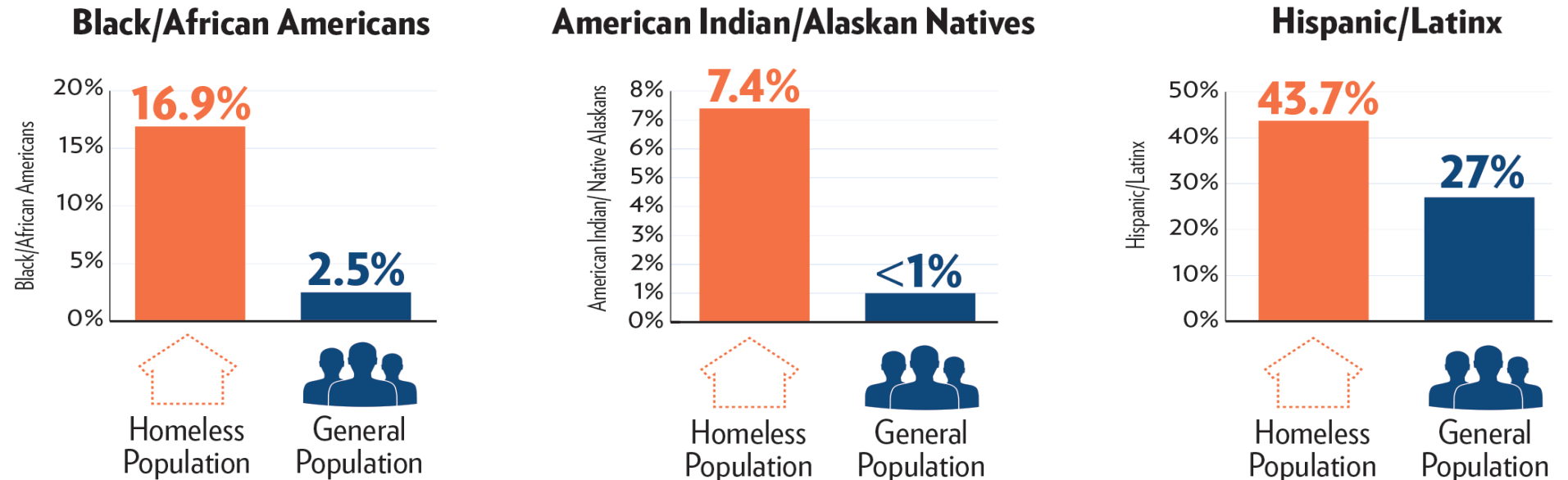


Housing Crisis & Homelessness

- 🏠 6,097 homeless individuals
- 🏠 84% unsheltered
- 🏠 1,495 beds COVID Temp Shelter (Hotels, Shelters, EIH/BHCs)
 - 501 shelter beds across 5 sites
 - 669 hotel/motel rooms across 11 sites
 - 325 beds at Emergency Interim Housing/Bridge Housing sites (5 sites)



Housing Crisis & Homelessness



Source: Destination Home, Race and Homelessness in Santa Clara County

- Black, Indigenous, and Latinx households experience homelessness at a greater rate than the rest of the city's population

Housing Response



Emergency Rental Relief



Eviction Help Center



**Shelter and EIH
Transition**



**Equitable and
Inclusive Housing
Policy Development**

Housing Stabilization

NOW

- 🏠 Launch federal Emergency Rental Assistance Program
- 🏠 Educate tenants and landlords
- 🏠 Ongoing Isolation and Quarantine support

NEXT STEPS

- 🏠 Open Eviction Help Center and expand legal assistance
- 🏠 Enforce Tenant Protection Ordinance
- 🏠 Ongoing Isolation and Quarantine support

LATER

- 🏠 Maintain eviction protection services and legal assistance
- 🏠 Continue to enforce Tenant Protection Ordinance

Shelter and EIH Transition

NOW

- 🏠 Plan for homeless shelter transitions
- 🏠 Operate South Hall, Plaza, SureStay shelters
- 🏠 Transition Camden to demobilization

NEXT STEPS

- 🏠 Open Housing Assistance Center at South Hall and demobilize the site
- 🏠 Hotel operations and services

LATER

- 🏠 Emergency Interim Housing operations and services
- 🏠 Hotel operations and services

Equitable and Inclusive Housing Policy

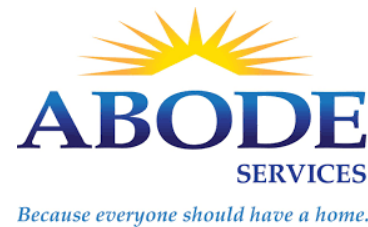
NOW

- 🏠 Develop/implement top three recommendations from the Anti-Displacement strategy
- 🏠 Develop performance metrics to track recovery

NEXT STEPS/LATER

- 🏠 Complete Assessment of Fair Housing report and incorporate strategies in the Housing Element
- 🏠 Implement Anti-Displacement and Neighborhood Tenant Preferences for affordable housing
- 🏠 Implement Diridon Affordable Housing Implementation Plan
- 🏠 Develop Tenant Preferences for affordable housing for Displaced residents, Live/Work

Key Partnerships



Re-Employment + Workforce Development

Nanci Klein **Office of Economic Development**
Jeff Ruster **Office of Economic Development**



SILICON VALLEY DICHOTOMY

Pre-Pandemic

- 2.5% Unemployment Rate
- 7.5% Federal Poverty Rate
- \$132,444 Median Household Income





40%

**Living
On
The
Edge**

COVID-19 Impact

- Unemployment in Leisure and Hospitality peaked at 39.3%.
- Records highs of 18.9% for Hispanics and 14.9% for Asians.
- Unemployment among women reached a high of 16.1%.
- Employment recovery slower for more vulnerable communities.

Significant Differences Compared To 2009 Great Recession

- Losing Unemployment Insurance Concerns
- Child Care Issues
- Anxiety about Returning to the Workplace

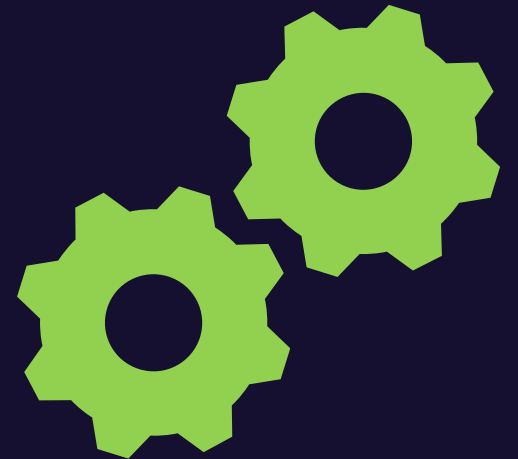
Focus on High Growth, High Wage Occupations

- Construction and Trades
- Advanced Manufacturing
- Health Care
- Information Technology
- Other In-Demand Jobs (e.g., Paralegals)
- Entrepreneurship



Moving Forward

- Target Outreach to Low Resource Census Tracts
- Relocate One-Stop Center to the East Side
- Enhance and Expand San Jose Works (High School Youth)
- work2future Older Youth Program (Facebook Digital Marketing)
- work2future Adult Program
 - Earn and Learn
 - Incumbent Worker Training



Moving Forward (contd.)

- Resilience Corps
- Enhance Partnerships with City Departments
- Bridge to Recovery



Small Business Recovery

Nanci Klein **Office of Economic Development**
Chris Burton **Office of Economic Development**

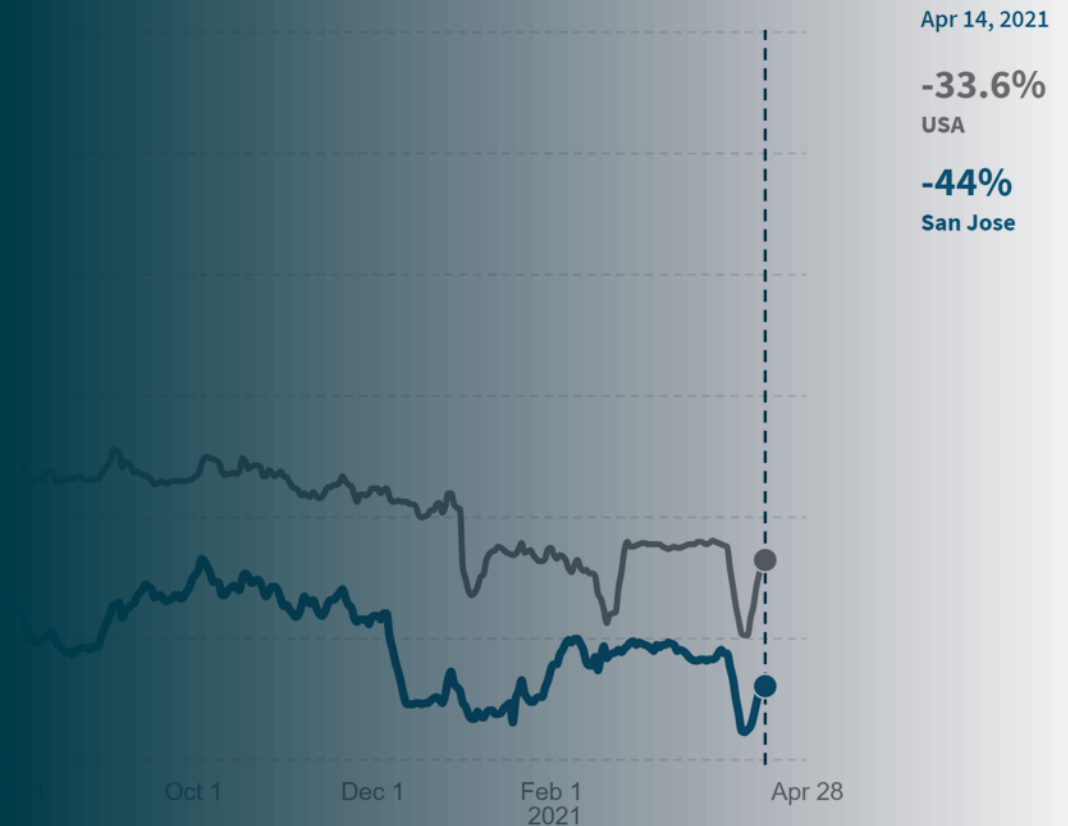


Global Pandemic, Local Impacts: Small Businesses Are Still Holding On...

- 40% of San Jose small businesses closed in 2020
- Key sectors i.e., Hospitality, General Retail severely impacted
- Unemployment rose from 3% to 6% today predominantly occupational /location
- Consumption shock - 75%/\$25m of the sales tax loss in 2020 came from small businesses

All Businesses Open*

Businesses open decreased by 44% compared to January 2020.



data source: Womply

Small Business Response Effort:

- Dedicated outreach, targeted emails, webinars
- Collaboration with technical assistance providers
- Promotion of federal and state loans/grants. Over 13,000 PPP loans in 2020 - 70% small businesses. Total value estimated at \$1.1bn.
- Supported and promoted 6 rounds of the CA business relief grant program – over 2,000 small business estimated to benefit in San Jose
- 27,000 commercial tenants protected by the rent eviction moratorium
- Rapid introduction of Al Fresco policy to support restaurants and outdoor eating



A screenshot of a Zoom meeting. The main window displays a slide with a dark blue background and white text that reads "FREE & LOW COST WORKSHOPS". Below the text is a photograph of a group of people sitting around a table in a meeting room. The slide also includes the URL "bdc.org" and the phone number "(408) 385-9800". In the top right corner, there are two video thumbnails: the top one shows a woman with glasses, and the bottom one shows a man. The Zoom interface at the bottom includes a progress bar showing "26:21", a "start • grow • thrive" logo, and icons for chat, settings, and other participants. At the very bottom of the screen, there are icons for "like" (0), "comment" (0), "SHARE", "SAVE", and a menu icon.

The Impact of the Arts:

- \$100M+ Economic impact of spending by arts and cultural organizations and their audiences
- Grants and Technical Assistance for nonprofits, artists & art businesses – about 180 grants p/yr, approx. \$5.5 M TOT in 19-20 – reduced - sharp decline of \$1.2 M in FY 20-21
- San Jose Coronavirus Relief (CRF) Grants for Arts Sector:
 - FOR ARTS AND CULTURAL ORGANIZATIONS
 - 73 orgs received \$2,285,000
 - 45% orgs served predominantly communities of color
 - FOR ARTISTS AND CULTURAL ENTREPRENEURS
 - 94 artists and sole-proprietor arts-based businesses received \$208,000
 - Over 60% artists of color



Understanding Who We Serve:

- Provided information and digital outreach in multiple languages and 1:1 support
- Collaboration and codesign with the new Latino Business Foundation – delivered equity survey of small business, new programs planned and virtual incubator in development
- Targeted underserved zip codes and use of CDBG small business grant program - over 400 small business grants awarded
- Capacity-building minority chambers of commerce and new service offerings
- Sourced a new technical assistance provider, Start Small Think Big, to offer free legal and business advice citywide
- Awarded 2 years of funding from the EDA for a small business technical assistance and capacity-building program in the most underserved business locations in the city

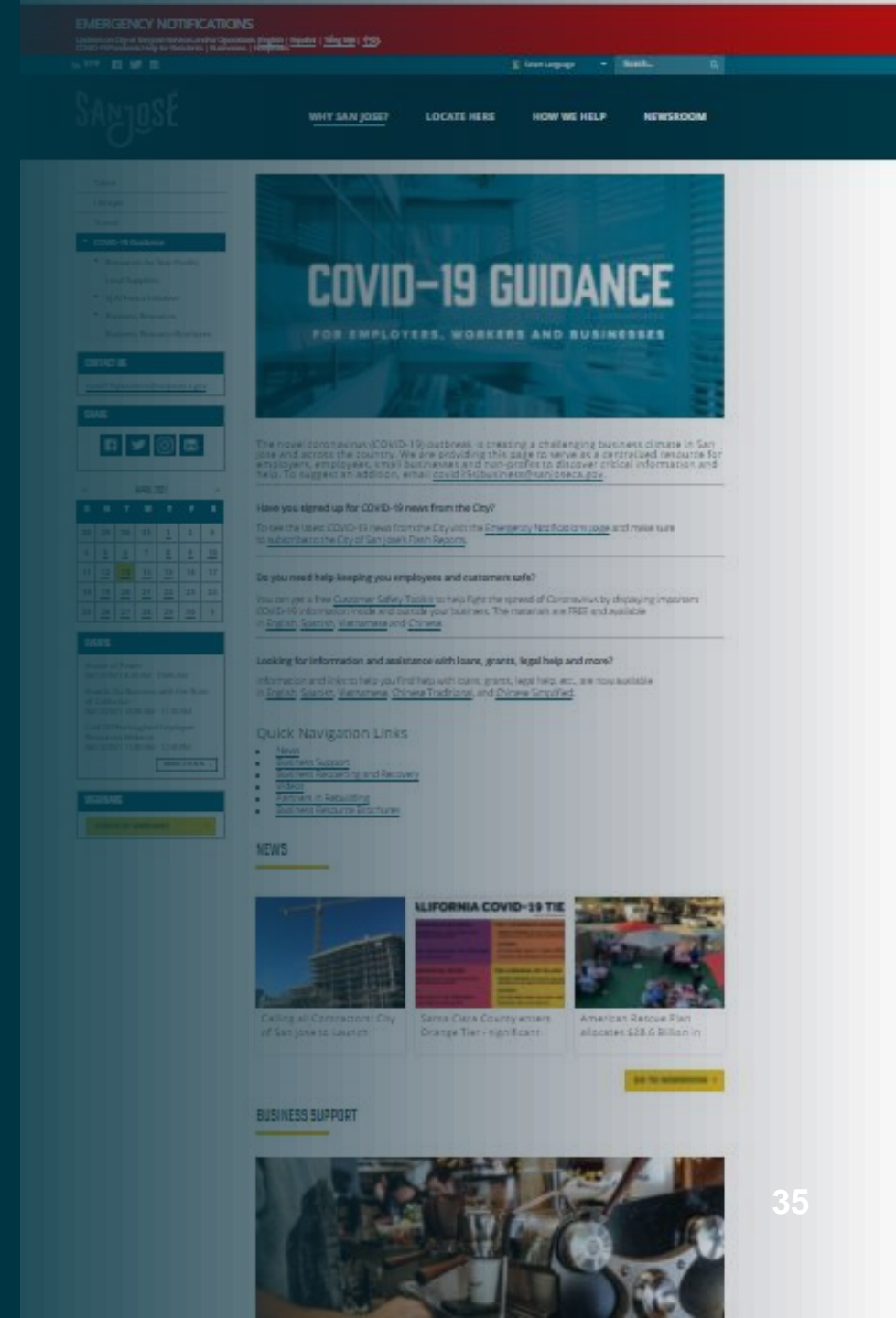
Now:

Continued focus on outreach and digital engagement

- Over 2,000 webinar attendees since 1/1/2021, ~150 per session
- Citywide business emails with approximate open rate 34%, click rate 5%
- Access to 100's of individual businesses through email and phone hotline

Laying foundation for ongoing programmatic work

- Permanent AI Fresco solutions
- Small business support organizations
- Promoting Federal State loan and grant programs



Next:

Transition the City's model for Small Business support:

- Local focus on creation of a place-based network of business support entities that can maintain engagement and communication with small business
- Reposition technical assistance services to support more small businesses and evolve a curated experience
- Position new resources available to small businesses through diverse programs emerging from different sources
- Provide programmatic support for business owners facing eviction following the expiration of the current moratorium
- Develop sustainable model for small business response – in-person + calls + emails

Later:

Create inclusive and equitable approach to economic development that integrates traditional practices with enhanced focus on communities of need:

- Continue to develop a placed based approach to neighborhood business development at scale across diverse parts of the city
- Ensure that the City's engagement with non-profit technical assistance providers is coordinated and focused, and encourages engagement by entities not currently operating in San Jose
- Ensure programs are accessible to business owners who lack tech skills/devices
- Understand the impacts of small business displacement and dislocation

Food and Necessities Distribution

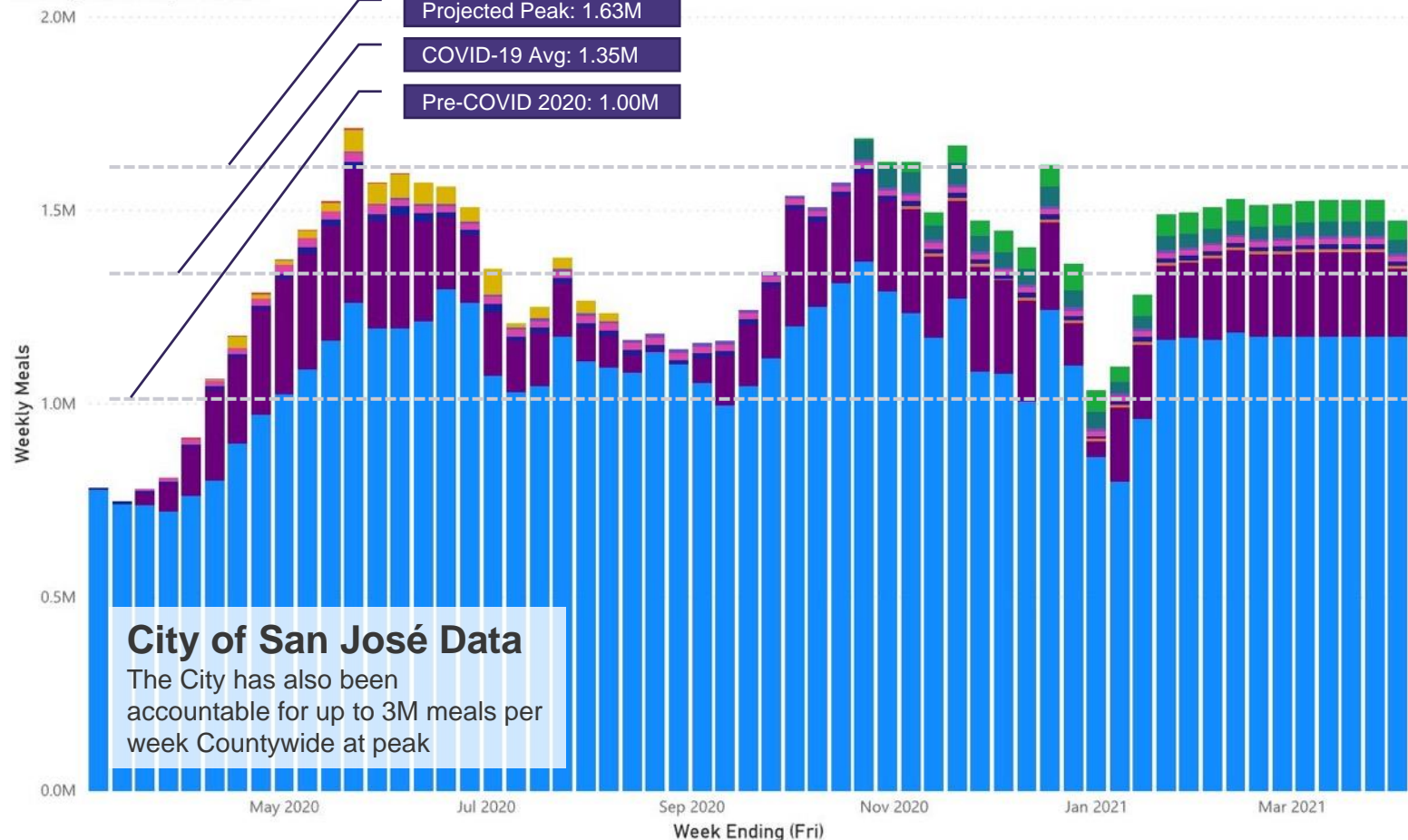
- Jon Cicirelli, Director of Parks, Recreation and Neighborhood Services
- Jill Mariani, Director of EOC Food & Necessities Branch
- Dolan Beckel, Director of Civic Innovation



Regional Food Insecurity Doubled Due to COVID-19

City of San José: COVID-19 Food Distribution Response

Weekly Meals by Channel



Channel

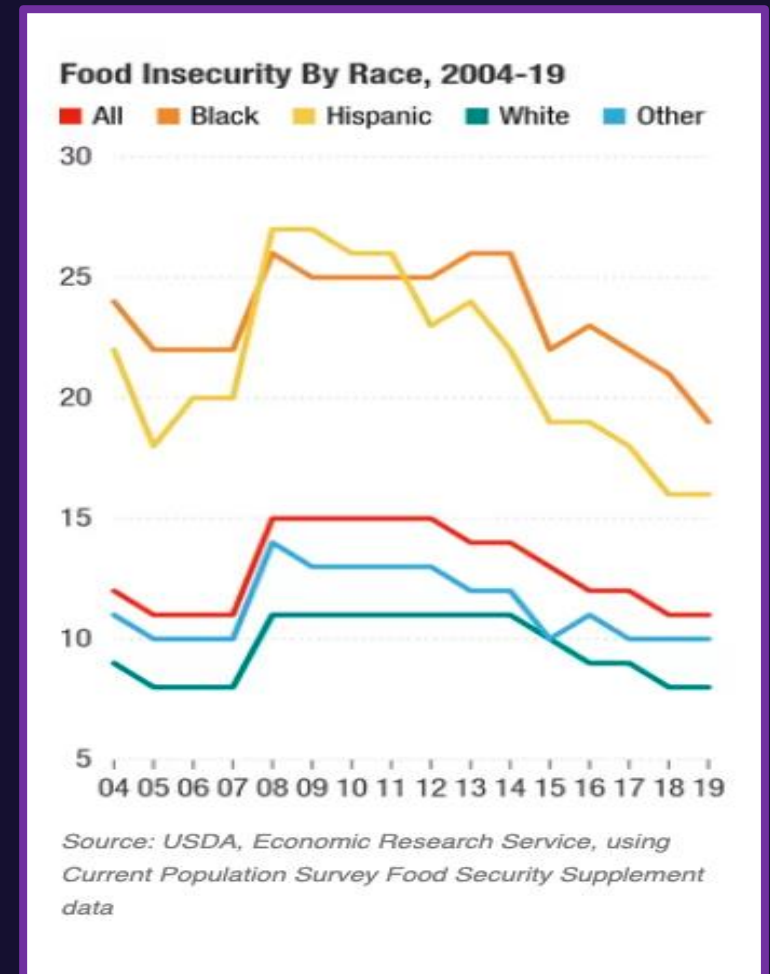
- Second Harvest
- School Sites
- Off the Grid
- Unmet Needs Grants
- SNP Sites
- Senior Meals on Wheels
- Targeted Homeless Placements
- Great Plates Delivered
- Revolution Foods Meals
- Other

Percent of Total Capacity

81% Second Harvest
13% School Sites
6% Other programs

Food Insecurity Disproportionately Impacts Communities of Color

- Food Insecurity disproportionately impacts communities of color – specifically Latinx and Black
- Over the past 15 years, Food Insecurity trends demonstrate that communities of color are twice as likely to experience food insecurity compared to other populations
- Food Insecurity continues to be an after effect of continued racial inequity within these communities



San José Actions Averted a Widespread Food Crisis

- Emergency Operations Center Food & Necessities Distribution Branch assumed Countywide accountability and joint responsibility for feeding
- Built a new business with our food ecosystem partners in four weeks
- Scaled from 3,000 meals per week to 2.5 million meals per week countywide at peak in May 2020
- Ramped-up 2020 winter holiday food distribution during COVID peak impact

29 Food Partners
Funded by City

8,230 Volunteers
Engaged

+140M Meals Served
Countywide

... and still counting



Current Programs Support Most Vulnerable Communities

Food + Necessities Distribution | January – June 2021 Roadmap

Community	Programs			
Unhoused	Isolation + Quarantine Motel Meal Program	Homeless Shelter Meal Program		
Older Adults + Medically At-Risk	Senior Nutrition Program (SNP)	Great Plates Delivered Program	Short-Term Unmet Needs Grants	
Infants + Children	Diapers, Wipes, and Formula Program	ROCK n' Learn Meal Support Program	School Meals Support Program with SCCOE	Short-Term Unmet Needs Grants
Economically Impacted	Second Harvest Support from San José Conservation Corps (SJCC)	Home Meals and Groceries Delivery Program	Emergency Volunteer Management Program	Short-Term Unmet Needs Grants

Food Partners Supporting Most Vulnerable Communities



MaMa D
2nd Chance



Recent Federal Actions Reduce Food Insecurity

- United States Department of Agriculture (USDA) school waivers extended through 2022
- USDA Supplemental Nutrition Assistance Program (SNAP aka Cal Fresh) benefits increased by \$1.1 billion monthly
- USDA providing funds for schools to pack meals in bulk and deliver them to students at home
- USDA new benefits for feeding school children during summer
- Federal Emergency Management Agency (FEMA) increased VHIQ and Great Plates reimbursement to 100% retroactive and through 2021
- San Jose schools are seeing reduced food distribution attendance
- Essential feeding programs of last resort remain steady
- Nationally...“Food insecurity rates are finally coming down” – Brookings Institute



A Balanced Approach to Food Insecurity Moving Forward

Now (FY 2020-2021 Q4)

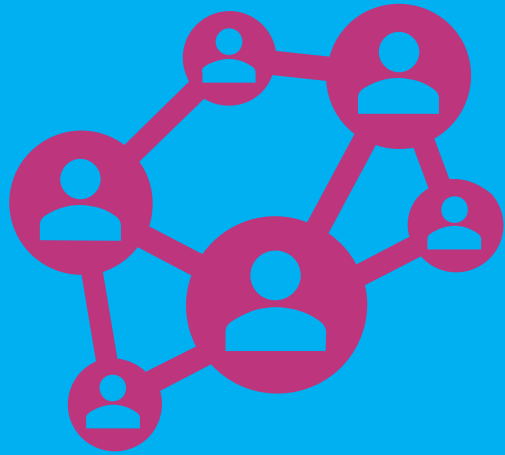
- Retain existing funding levels and programs for the
 - Unhoused
 - Older Adults and Medically at Risk
 - Infants and Children
 - Economically Impacted
- Focus on communities and geographies most in need of food assistance programs

Next (FY 2021-2022)

- Support essential programs of last resort
- Continue reimbursable programs
- Continue SJCC at Second Harvest
- Continue/expand Senior Nutrition Program
- Augment school summer meals
- Promote CalFresh and similar long-term sustainable programs
- Allocate “reserve fund” contingency
- Plan participant transitions to other programs as necessary
- Transition operational governance from EOC to PRNS
- Advocate for sustainable programs and universal school meals

Later (FY 2022-2023)

- Continue to work with County on regional food governance and funding
- Evaluate food insecurity in September 2021 and March 2022
- Advocate for sustainable programs and universal school meals



Digital Equity

Jill Bourne City Librarian

DIGITAL INCLUSION BRANCH



DIGITAL EQUITY PRIORITY TEAM

CMO/Office of Civic Innovation

Abigail Shull

Environmental Services (formerly OCI)

Rajani Nair

Information Technology Department

Sudheer Vangati

PRNS

Laura Buzo

Public Works

Katherine Brown

Mathew Nguyen

Library

Ann Grabowski

Samantha Cramer

Lauren Hancock

Elizabeth Nolan

Karla Alvarez

Elizabeth Castaneda

Nancy Macias

Megan Maloy

Bobby Rodrock

Amanda Otte

Adrian McBride



Digital Equity - Context

Pandemic exacerbated existing digital divide + deep inequities.

Three critical barriers to internet access:

- Lacking infrastructure + investment (absence/lack of fiber, low cell signal).
- Plans are unaffordable/low value for money.
- Fear: Lack of digital literacy drives resistance to adoption.

2020 Digital Inclusion Expenditure Plan focus:

- Alleviating digital gap for students in distance learning.
- Connecting unconnected or underconnected households.
- Expanding opportunities for WiFi access around city facilities.

Leveraging both public + private infrastructure and assets.

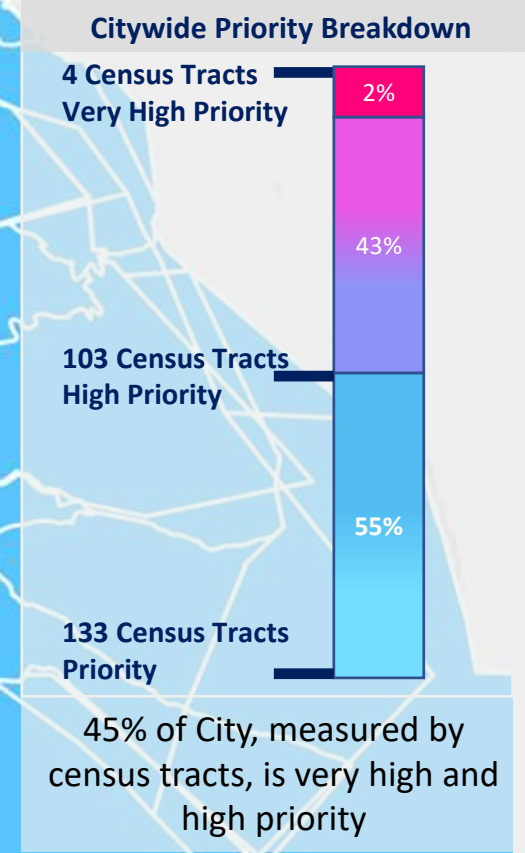
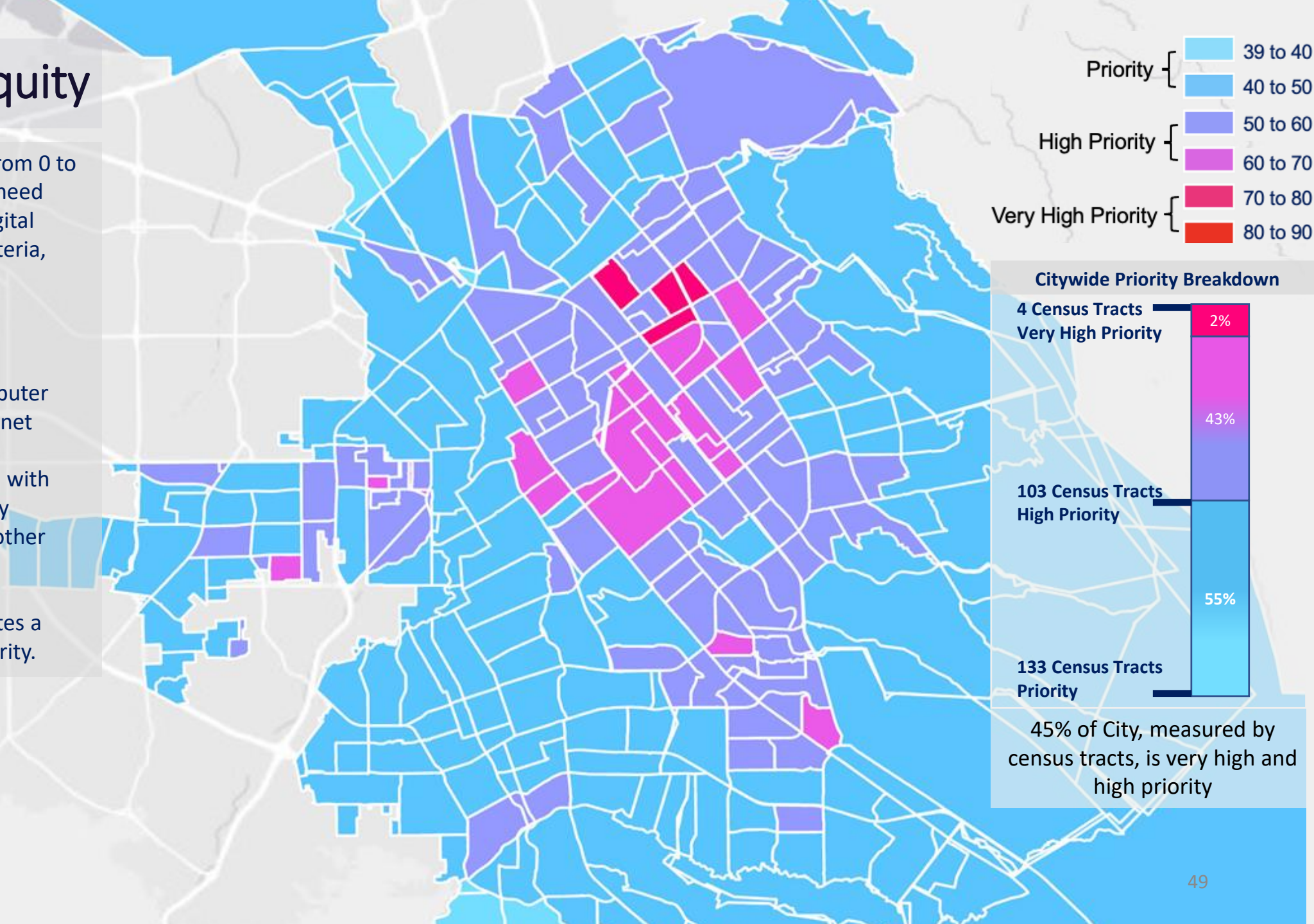
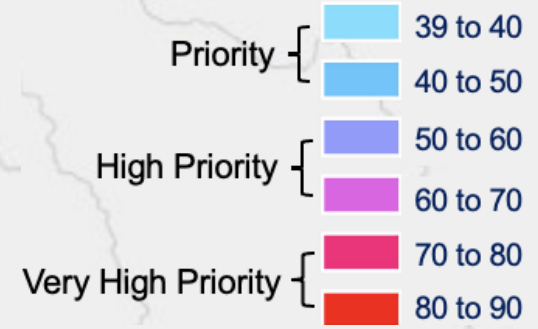
Extensive partnership + community engagement.

Centering Equity

Priority Index is a ranking from 0 to 100 indicating the relative need within a census tract for digital access based on several criteria, including:

- K-12 enrollment
- Poverty rate
- Households with no computer
- Households with no Internet access
- Population in households with limited English proficiency
- Shared opportunities or other programs in the area

A higher index value indicates a greater need or higher priority.





Hotspot Lending Programs

Connectivity Activities

Distance learning	74.1%
Remote work	39.6%
Socializing w/family, friends	30%
Telehealth	28%
Job search	25.5%
Virtual public programs and services Job search	25.4%
Other	4.2%
Broadband Internet Access	
Hotspot borrowers without broadband subscriptions	48.7%

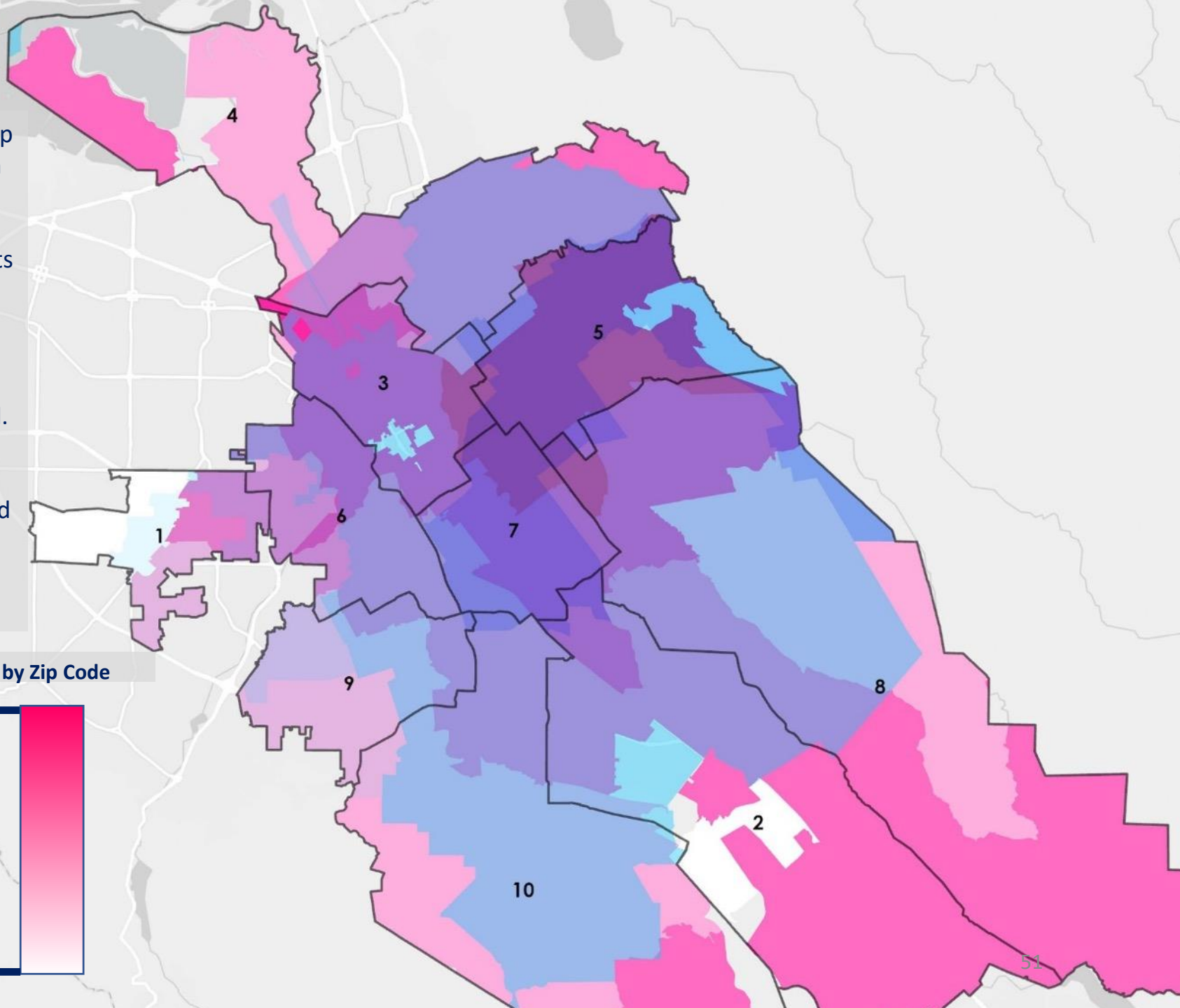
Zip Codes

95111	6.87%
95122	6.56%
95112	6.36%
95116	5.93%
95127	5.84%
95148	4.64%
95123	4.49%
95121	3.75%
95125	3.4%
95110	3.16%
95133	3.16%

Hotspot Distribution

This map overlays current hotspot distribution by zip code and school attendance area with public health data on COVID-19 cases reported by zip code.

- The hotspot distribution data shows both hotspots allocated to public school districts and public hotspots managed by the Library.
- School hotspots are reported by district attendance area; aggregated data showing actual geographic distribution will be available in the fall.
- Charter school hotspots are not included in this map because they do not have a defined attendance area. Charter students will be included in the final report.
- Public hotspots are reported by the library card holders zip code on record.



Hotspot Distribution

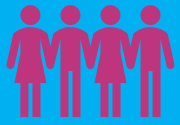
COVID-19 Cases by Zip Code

Hotspots ≤ 3044

Cases ≤ 436

Hotspots ≤ 328

Cases ≤ 46



Digital Equity Partners



AT&T



Evergreen School District



FMSD
PREPARING ALL CHILDREN AS GLOBAL LEARNERS



Pathway to the Future



LifeMoves



Escuela Popular



Catholic Charities USA



MORELAND SCHOOL DISTRICT

SOURCEWISE
COMMUNITY RESOURCE SOLUTIONS



NEXT DOOR
SOLUTIONS TO DOMESTIC VIOLENCE



AACSA
Strength in Unity



INNOVATE COLLABORATE EDUCATE



San José Public Library Foundation



San José Unified School District



Santa Clara County Office of Education





Current State



12,800 Hotspots in Use by Students in 32 LEAs



Access East Side 3 attendance areas operational (89k); 3 in design (168.5k); 2 in planning (53.5k)



8 cohorts (70) complete Digital Literacy Program; 12 new cohorts (150) start May 2021 in ENG/SPA/VIET



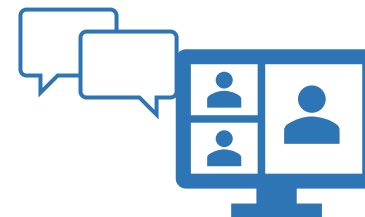
San José Digital Inclusion Fund Round 2

90%

3,000 Hotspots in circulation to residents; 23 partners + 14 outreach events



16 City Buildings outfitted w improved outdoor WiFi. 8 in progress.



7 Community Conversations (80) in ENG/SPA/VIET + 8 LEA Focus Groups



Planning for 2021-22 Academic Year



Next Fiscal Year

Access/Infrastructure

Affordability

Adoption



Continued, targeted support for hotspots distributed through LEAs

Continued hotspot + computer access through SJPL



**Access East Side
6 attendance areas operational (257.5k);
2 in design (53.5k)**

+ Sustainability plan for networks



**Expand awareness and access to
Emergency
Broadband
Benefit programs**



**San José
Digital Inclusion
Fund Round 3**

+ Sustainability & impact review of fund

Adjust and adapt to new/changing Federal and State resources and programs

Childcare Learning Pods

Jon Cicirelli, Director of Parks, Recreation and Neighborhood Services

Hal Spangenberg, Interim Division Manager



1,970 youth
3-18 years of age have
been served YTD

Local Program Operations



Early Education

- Ages 3-5
- 6 cohorts, virtual SJ Recreation Preschool
- 6 stable cohorts, in-person SJ Recreation Preschool



School Age

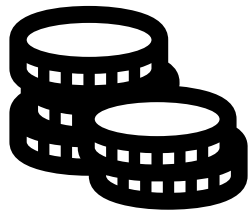
- Kinder – 8th Grade
- 38 stable cohorts
- 4 virtual After School Education and Safety (ASES) sites
- Emergency Waiver Valid until June 21st



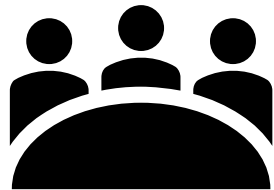
Teens

- Ages 12- 18
- 3 Stable Teen Cohorts
- Reopening plans in development

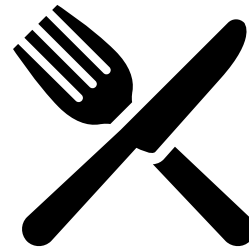
Relief Efforts



\$8.72 million awarded in scholarships, program subsidies, and partnership support



Over 300 staff supporting childcare programs daily



79,014 meals and snacks provided to R.O.C.K. 'n' Learn, SJ Recreation Preschool, After School Education and Safety (ASES), and Teen Center youth



Currently ramping up for 65 summer camp cohorts at 26 Community Center, Library, and Park locations

Addressing Inequity

- Use of equity lens to establish childcare locations
- Leveraging Schools-City Collaborative to support the most vulnerable families
- Development of childcare referral system with school districts
- \$1.4M submission to the subcommittee on Labor, Health, and Human Services, requesting funding to support expansion of PRNS and Library programs/services
- Manager's Budget Addendums for early education staffing and scholarship support for childcare programs
- Expanding the collection of demographic data



Summer Programming

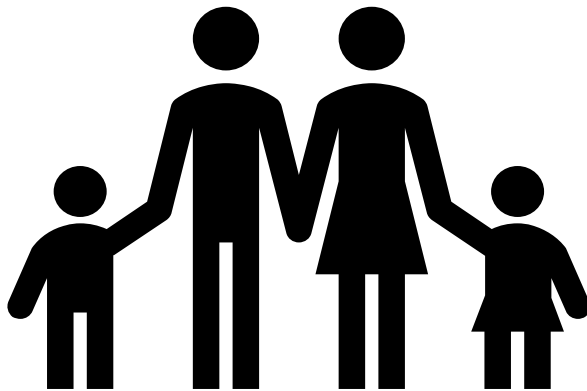
- Camp SJ Strong
- Camp SJ Strong Jr.
- Summer Teen Cohort(s)
- SJPL Summer Reading Program
- Community Development Block Grant Tracking/Usage
- Staff Training



School Year 2021-2022*

13
SJ Recreation
Preschool
Locations

24 school site
afterschool
programs



12 Teen
Centers

20+ Active Contract Management

*Anticipated Reopening contingent on Public Health Guidance

Next Summer 2022

- Need to identify funding FY 2022-2023 and beyond to support vulnerable families
- Collaboration with Intergovernmental Relations Office to research and identify federal and state funding opportunities
- Use of University of North Carolina Greensboro Childcare study & HR Classification study to inform budget and childcare decisions and identify needs as we emerge from COVID-19
- Converting One-Time funded Early Education Position to Ongoing to build back better





Place-based Approach

Andrea Flores Shelton, Director, Community + Economic Recovery Task Force

Public Works - Matt Loesch + Harsh Gautam

Housing - Josh Ishimatsu

Office of Racial Equity - Hyma Menath

PRNS - Israel Canjura, Leebo Pomele, Basil Hernandez, Pauline Khek, Hoang Nguyen

What is a place-based approach?



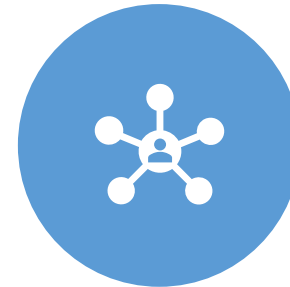
A way to concentrate, integrate investments and strategy in a specific location to achieve results



Links strategies for people and places to a vision.



A transformational process rather than transactional that places residents at the center.



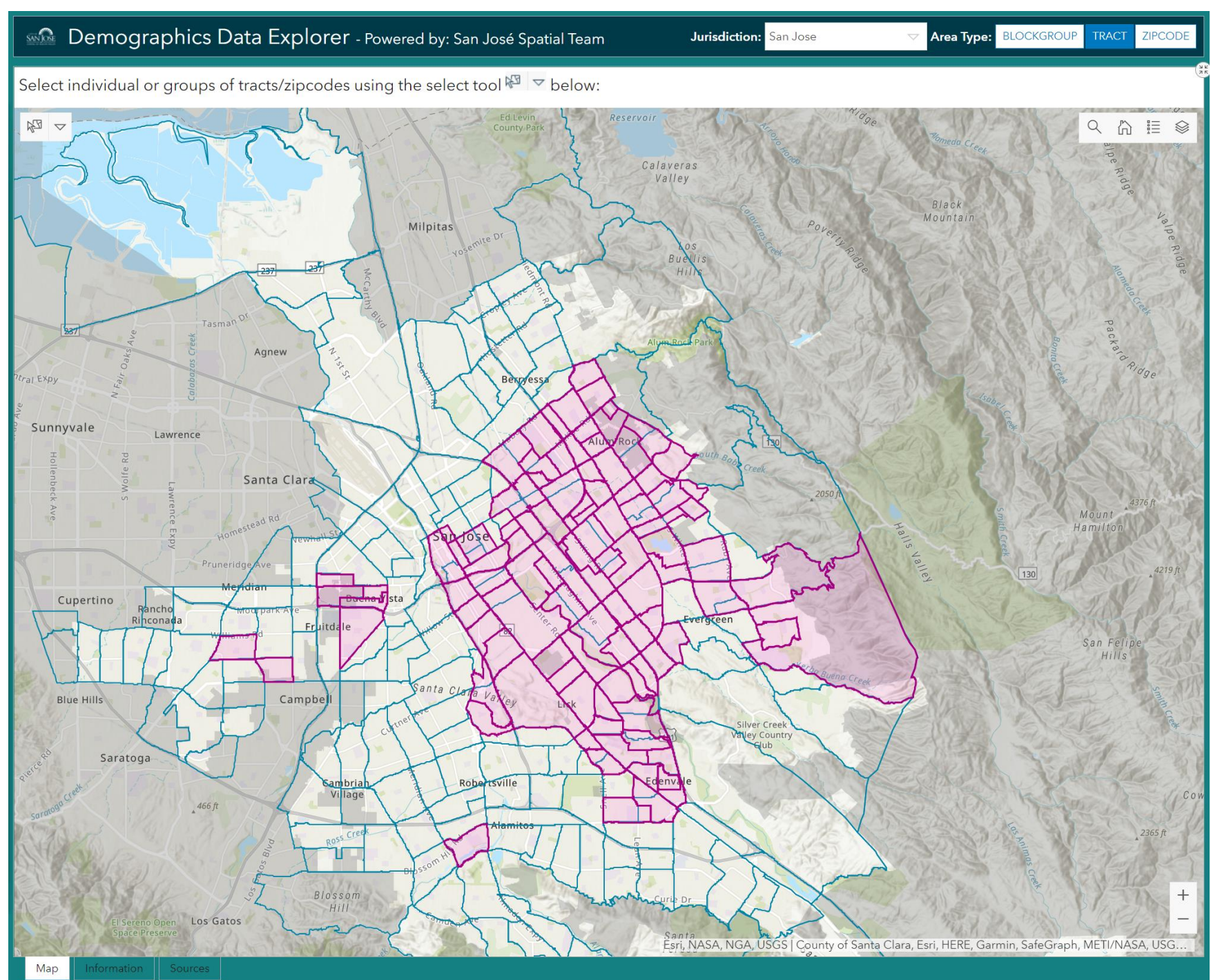
Uses the neighborhood as the unit of analysis to understand and analyze status and conditions.

Operationalizing a Place-based Strategy

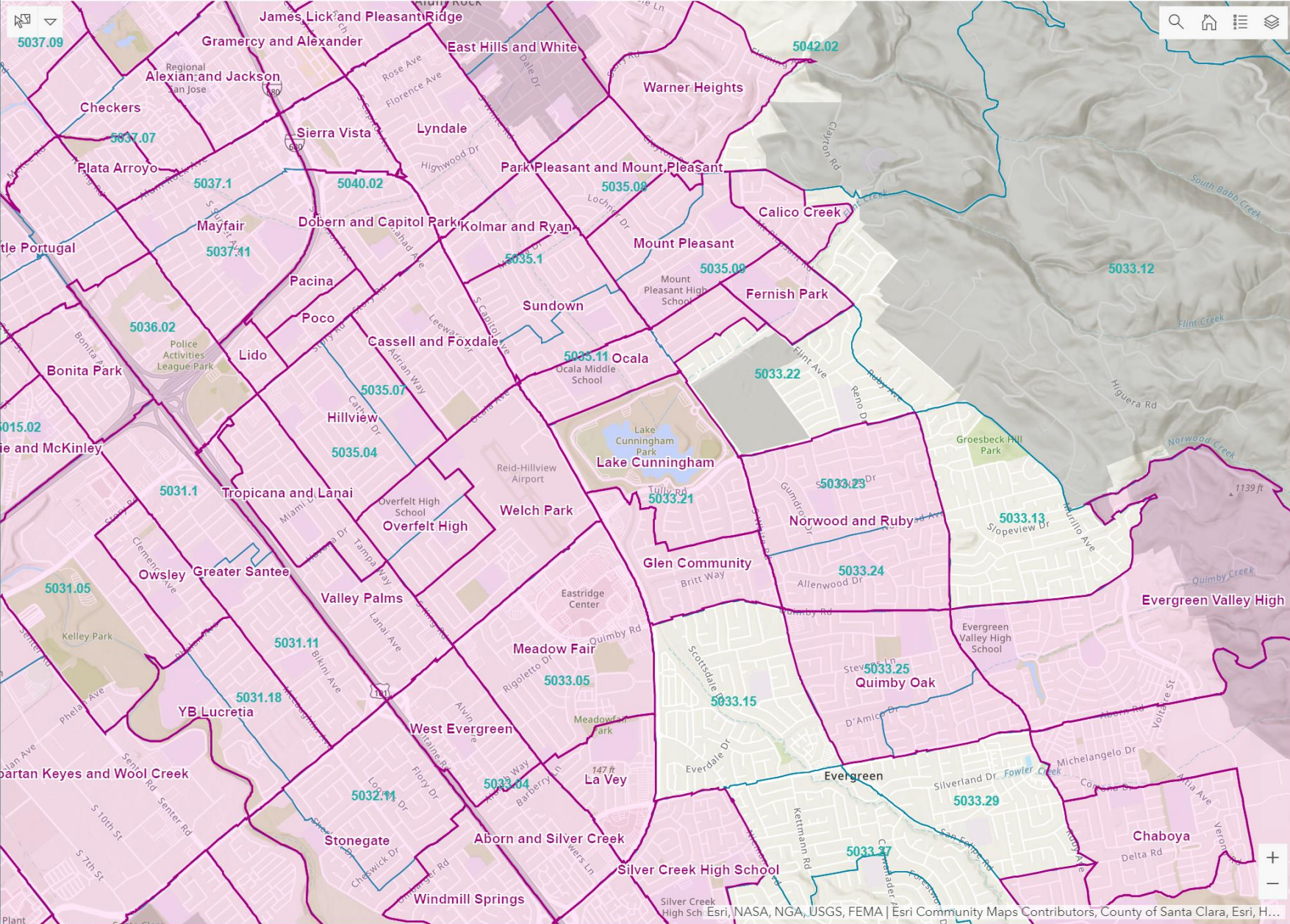
Step 1:

Create boundaries and names for neighborhoods.

Start with communities of concern.



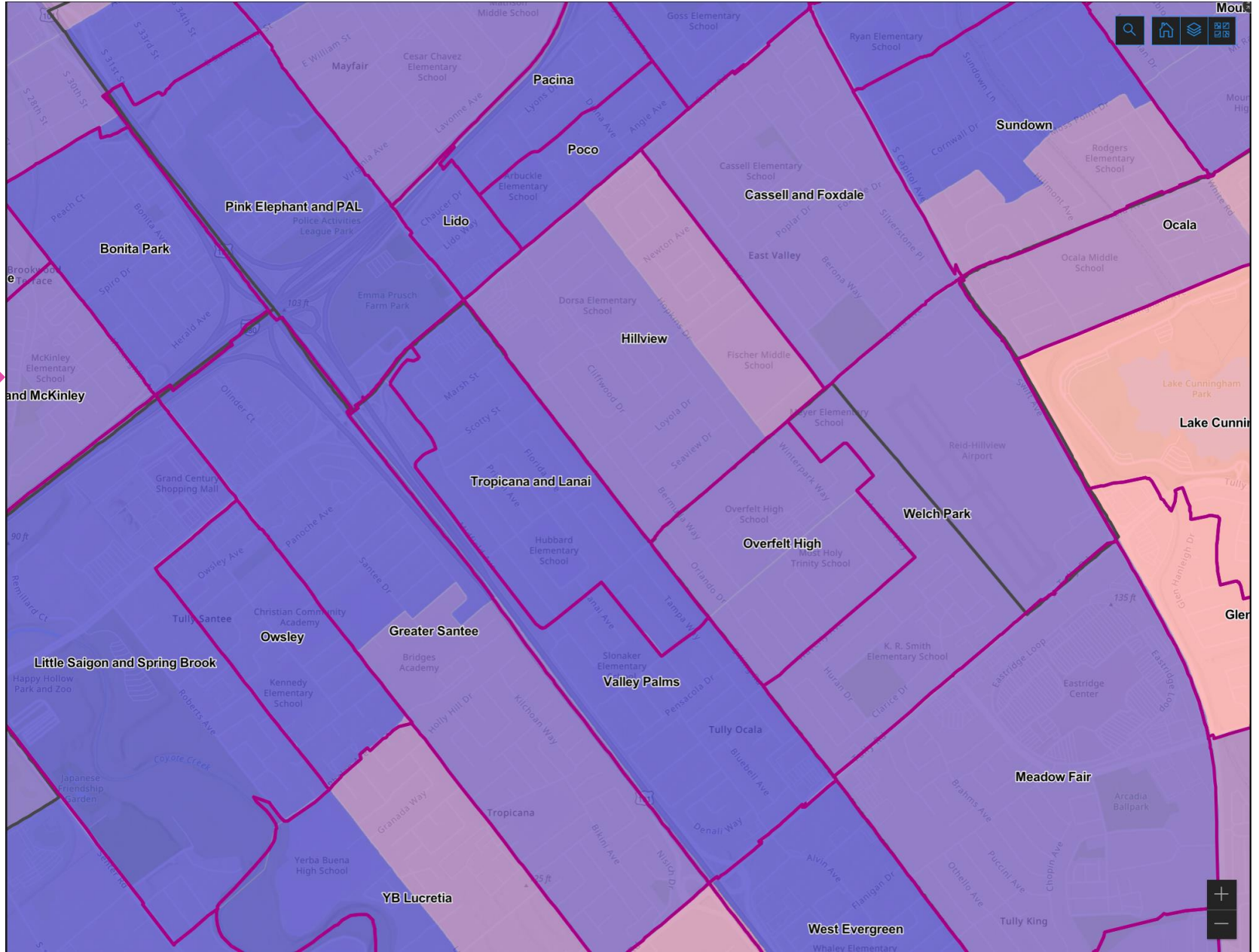
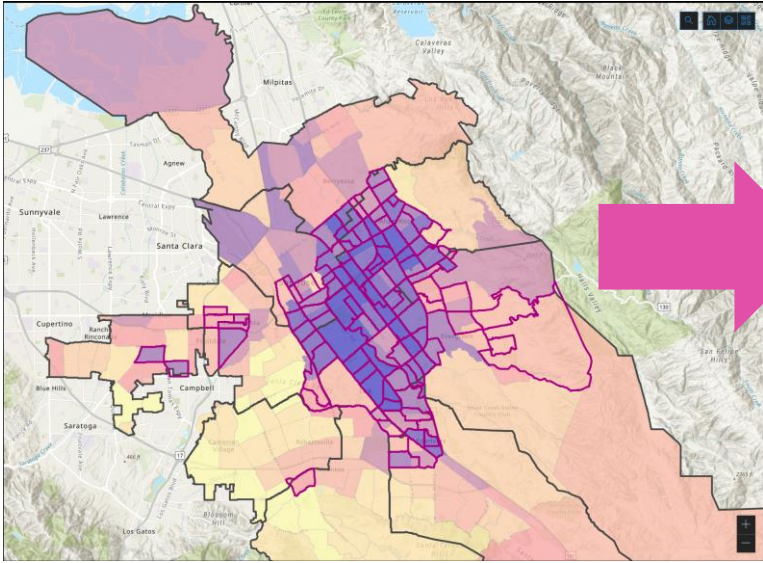
Select individual or groups of tracts/zipcodes using the select tool below:



Step 2:
Use census block group or tract for data analysis purposes.

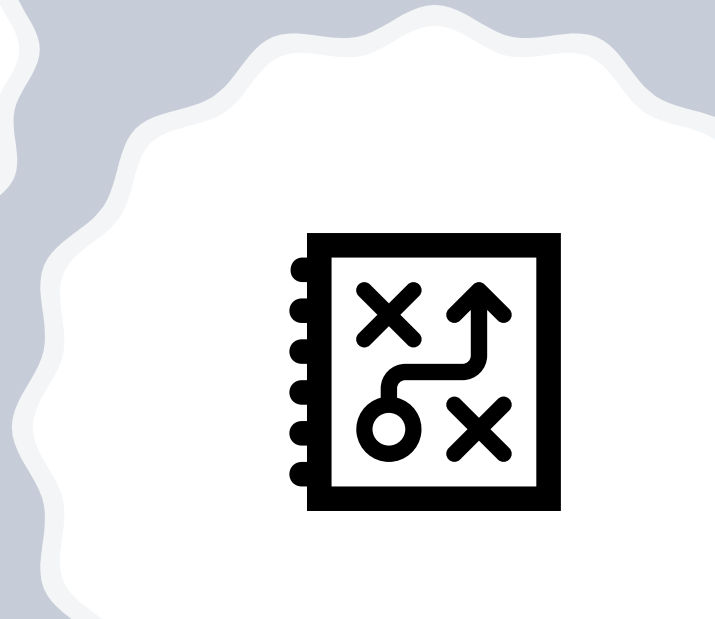
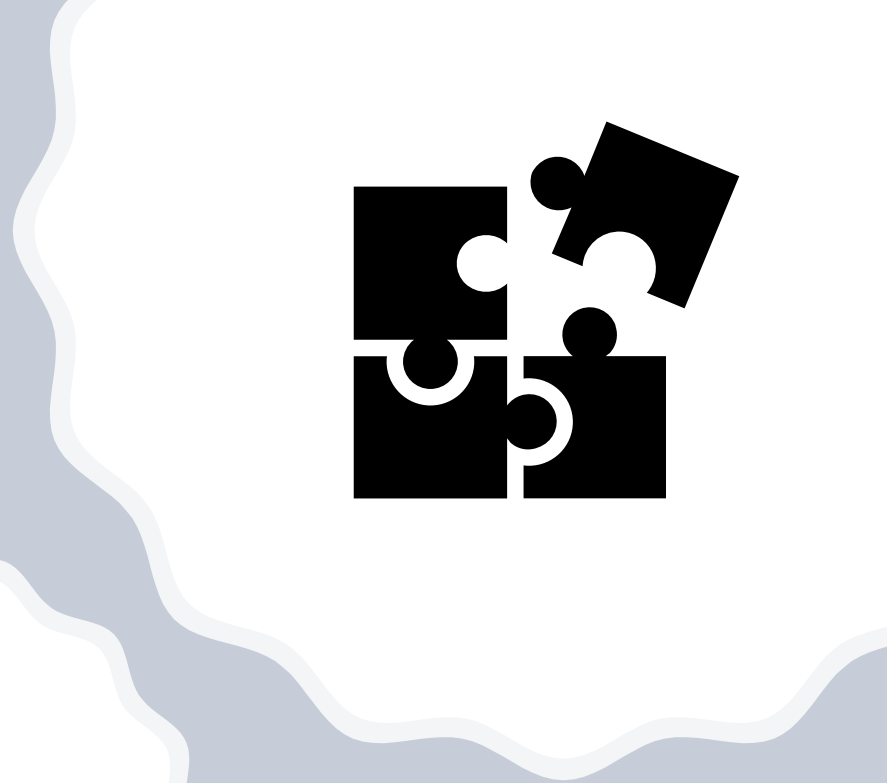
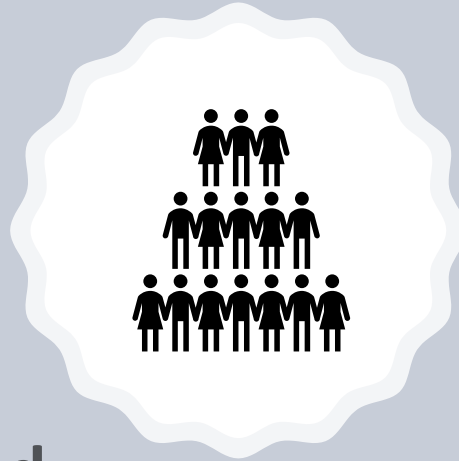
Continue to complete the entire city.

Step 3:
Prioritize neighborhoods with indicator data



Place-based Approach Process

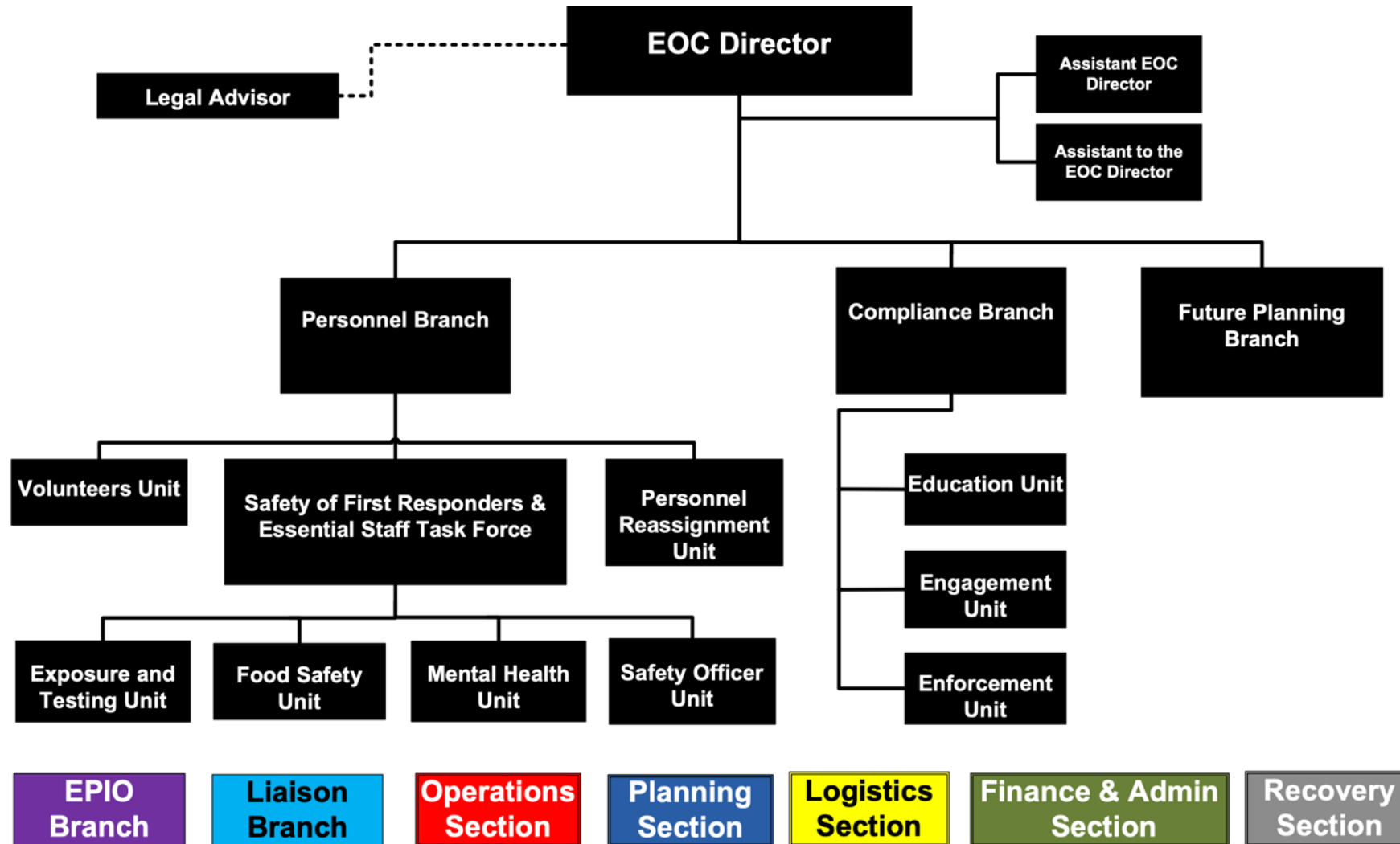
- **Prototype Neighborhoods Map**
- **Adopt assessment data sources and outcome indicators with Office of Racial Equity and City Recovery Departments**
- **Utilize mapping to determine neighborhoods for recovery efforts**
- **Convene and collaborate with multi-sector team**



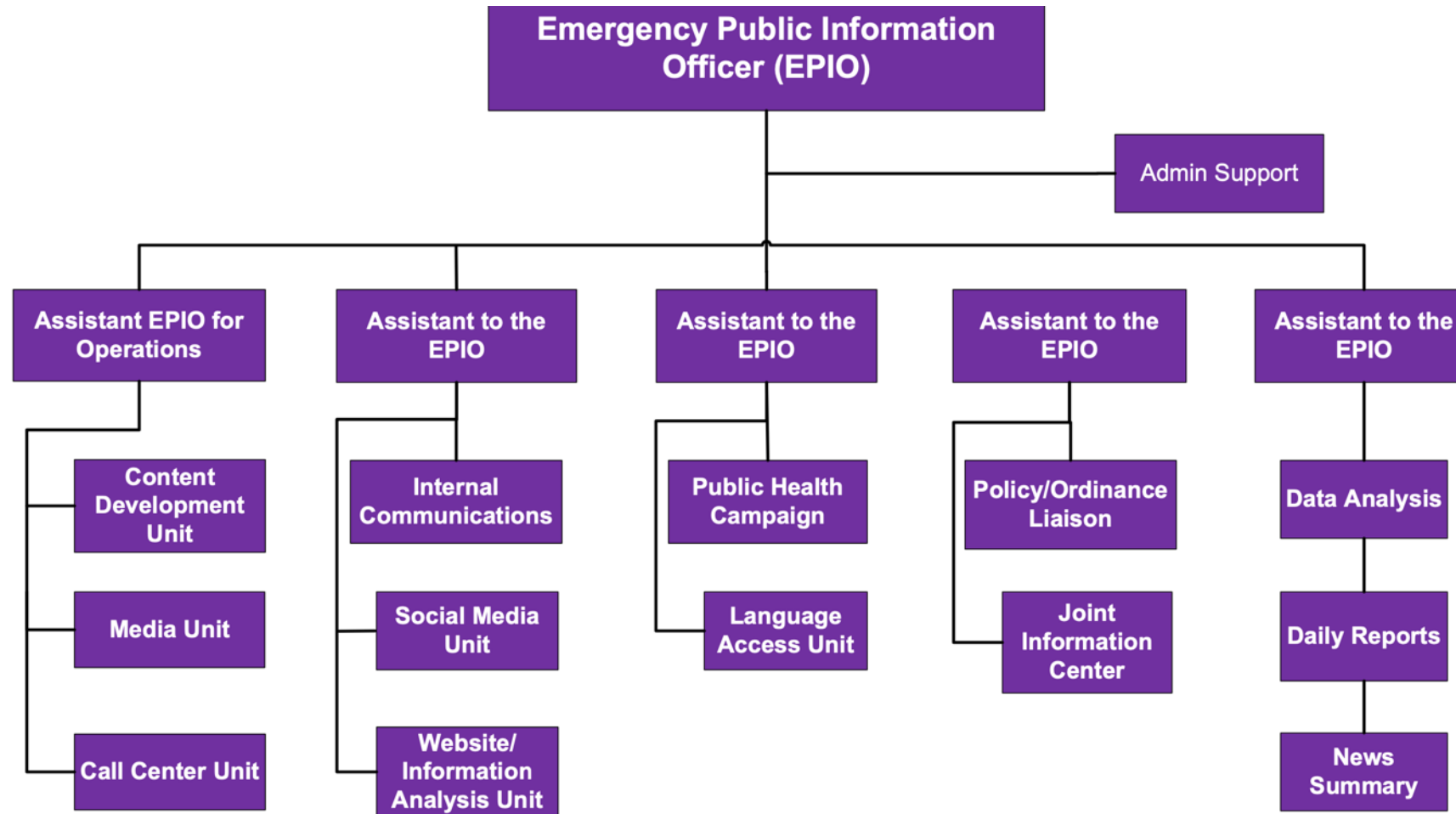
*In this moment our biggest challenge, and our biggest opportunity, is to foster an **equitable recovery** to a “Better Normal”.*

*It will require **unprecedented effort, resources, and creativity** across our community and organization.*

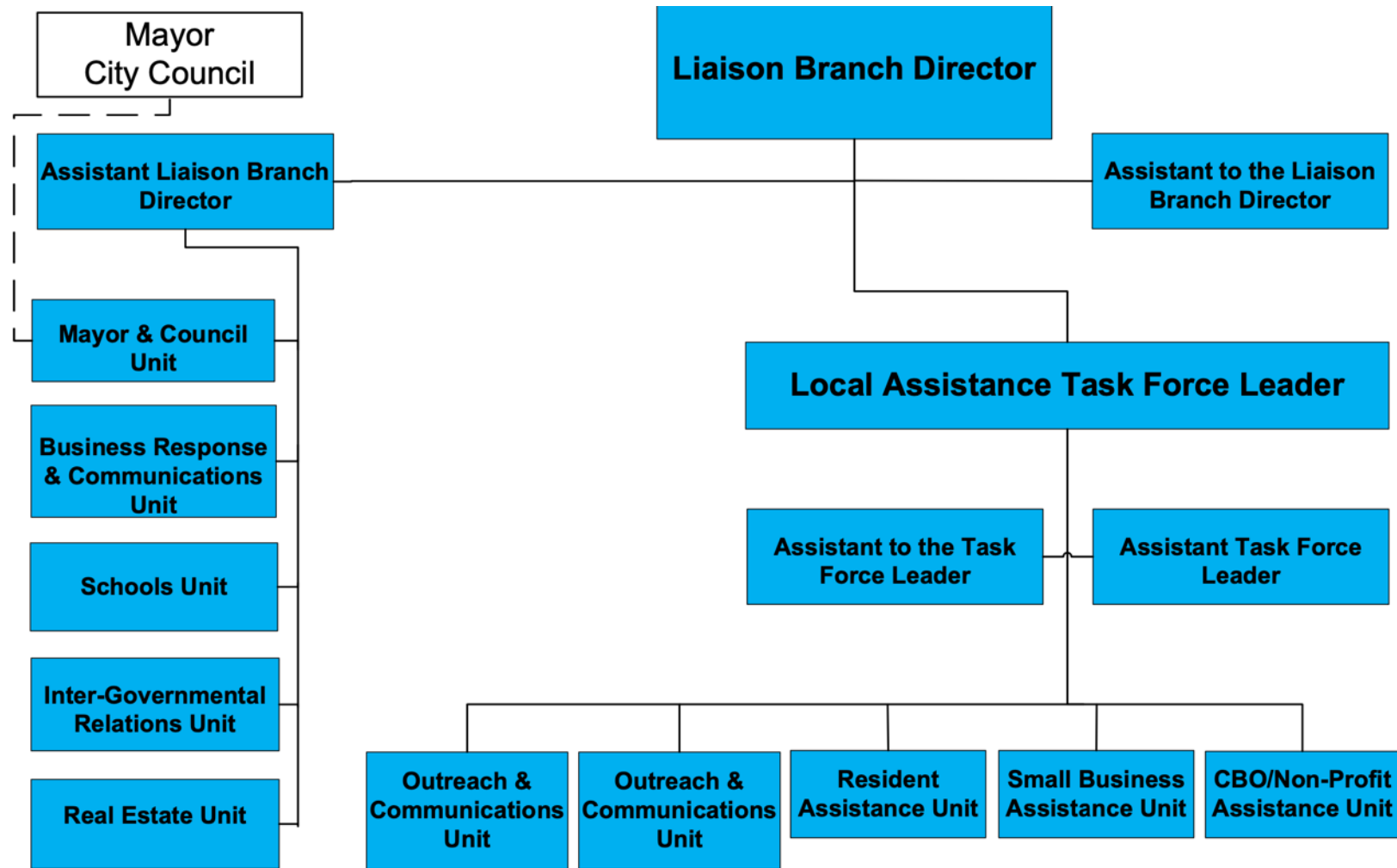
EOC Structure



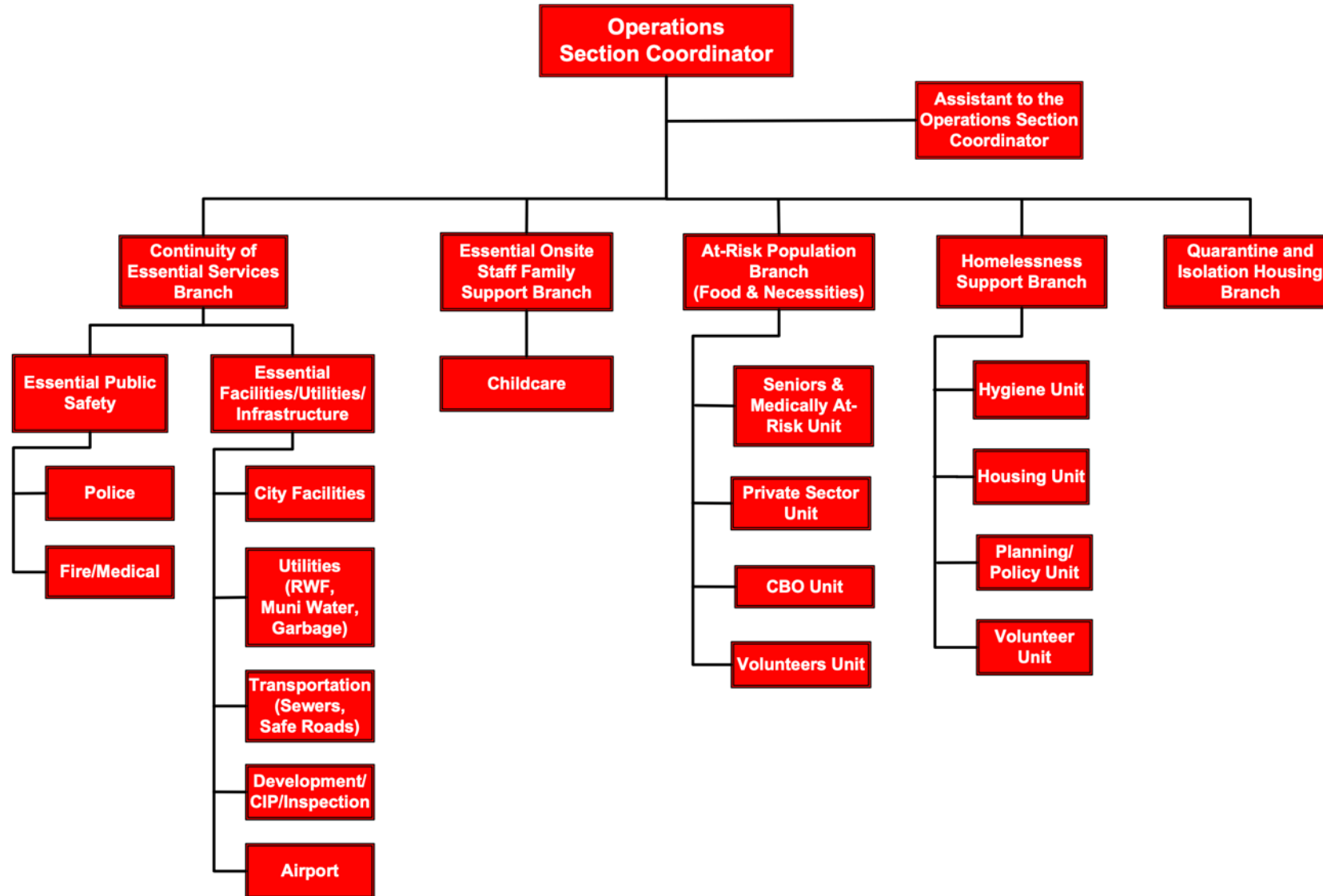
EOC Structure



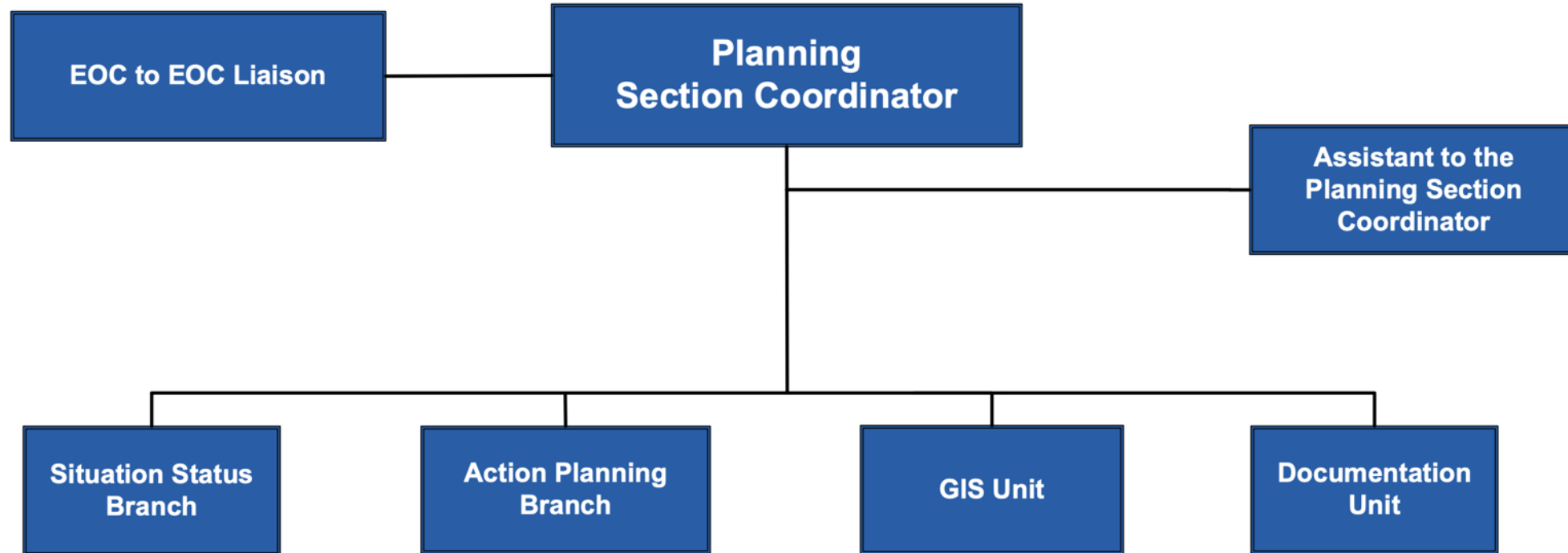
EOC Structure



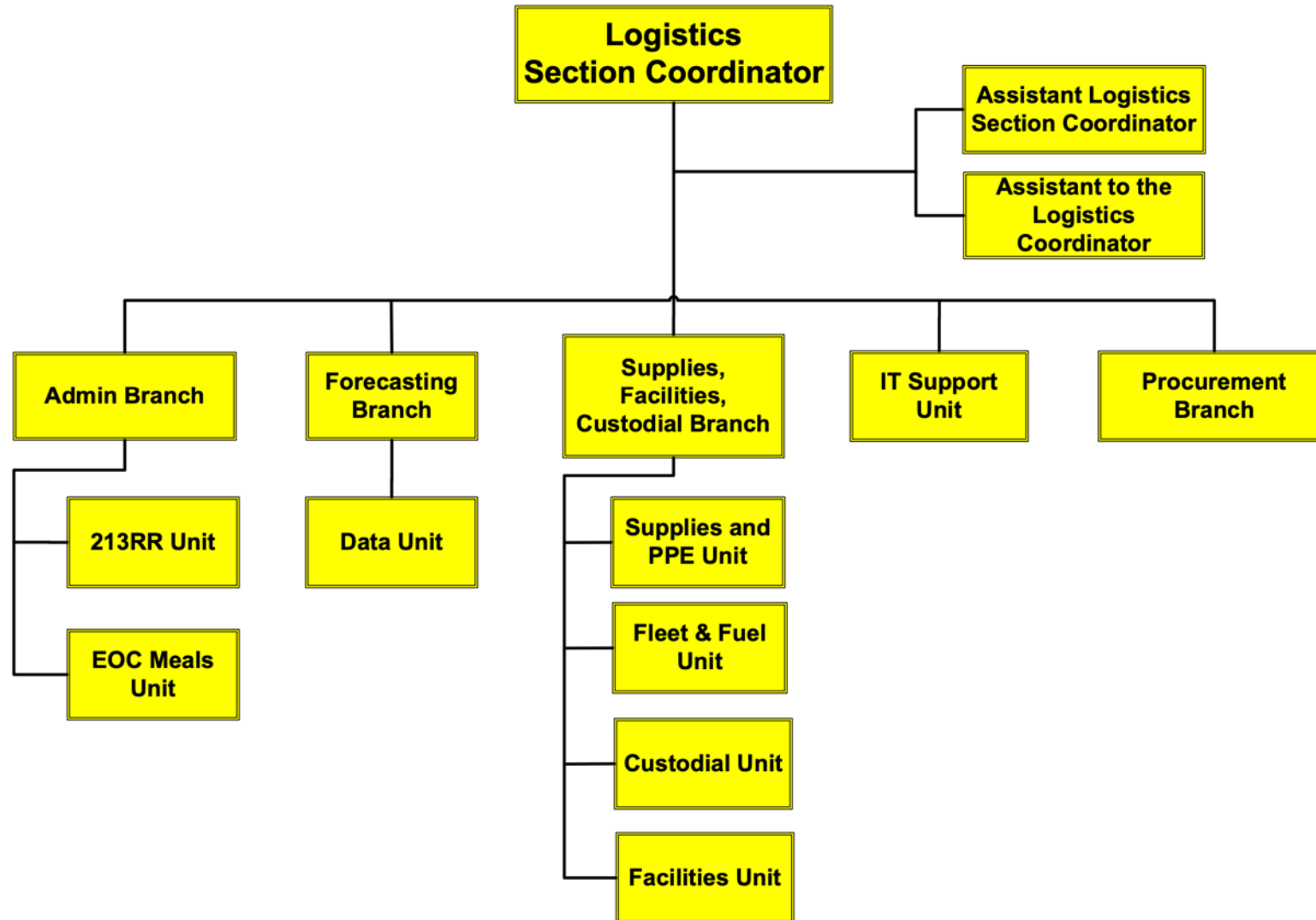
EOC Structure



EOC Structure



EOC Structure



San José City Roadmap | FY 2021-2022

Legend: ■ COVID-19 Response ■ Enterprise Initiatives

Enterprise Priority
COVID-19 Pandemic: Community + Economic Recovery
Emergency Management + Preparedness
Creating Housing + Preventing Homelessness
Safe, Vibrant, + Inclusive Neighborhoods + Public Life
Building the San José of Tomorrow with a Downtown for Everyone
Smart, Sustainable, + Reliable City: 21 st Century Infrastructure

Project					
Housing Stabilization	Re-Employment + Workforce Development	Small Business Recovery	Food + Necessities Distribution	Digital Equity	Child Care Learning Pods
Vaccination Taskforce					
Emergency Housing Construction + Operation	Sheltering + Enhanced Encampment Services				
Police Reforms Work Plan	San José 311 + Service Delivery	Encampment Waste Pick-Up BeautifySJ	Vision Zero Traffic Safety		
Align Zoning with General Plan	Development Services Transformation	Google Development	Major Real Estate Development Projects		
Pavement, Fire, EOC, Transit Capital Improvements	Regional Wastewater Facility Capital Improvements	Electrical Service for Major Development	Climate Smart American Cities Climate Challenge		

Strategy	
North San José Strategy	
Equity Strategy Development	Neighborhood Services Access Strategy
BART + High-Speed Rail Strategy	
Lowering PG&E Above Market Costs for Clean Energy	

Policy
Build Back Better + Recovery Taskforce + AI Fresco Forever
Soft-Story Building Earthquake Retrofit Policy
Encampment Management + Safe Relocation Policy

Enterprise Priority Foundational
Strategic Fiscal Positioning + Resource Deployment
Powered by People

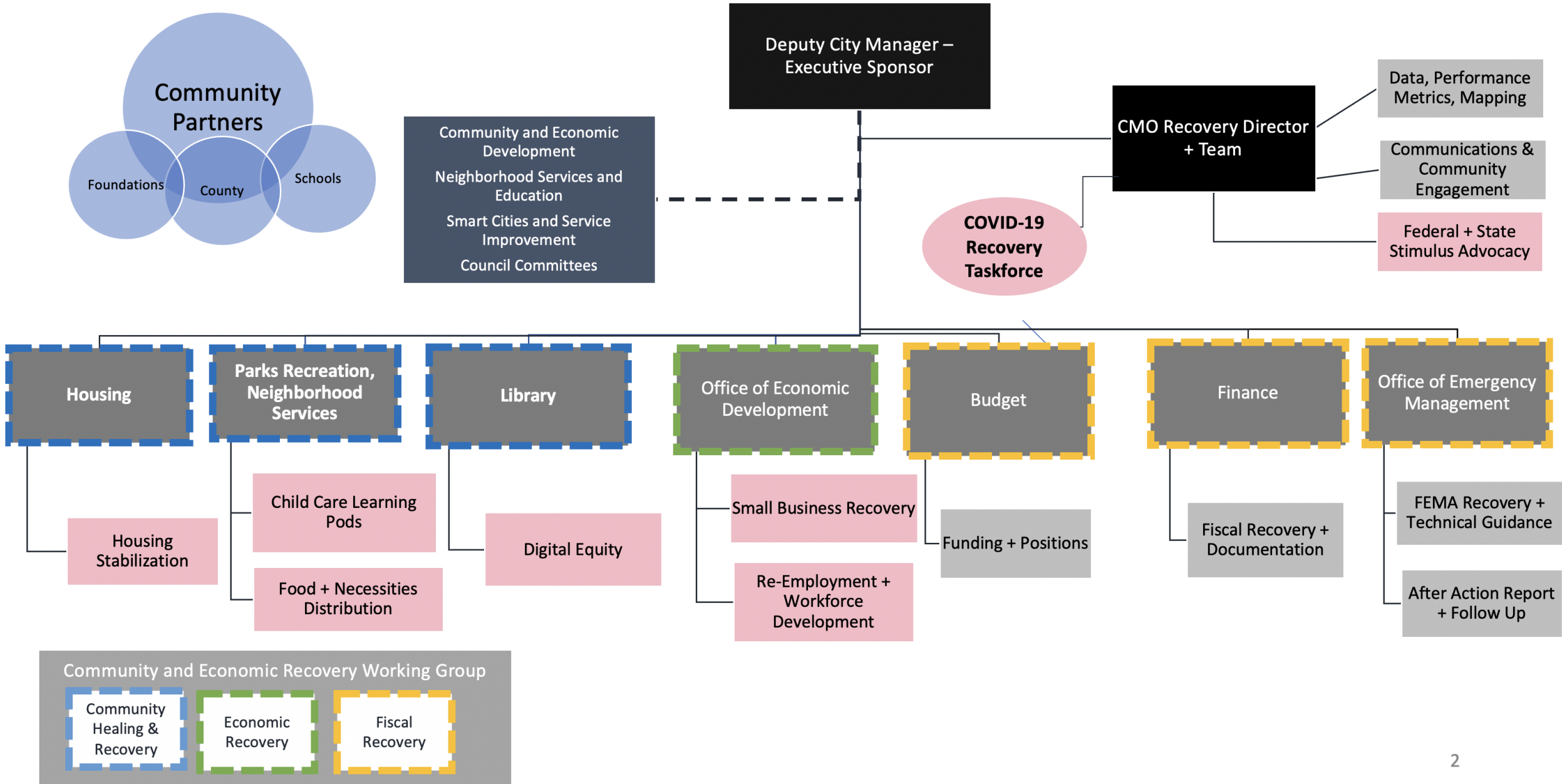
Project					
Federal + State Stimulus Advocacy	Secure City Cybersecurity	Procurement Improvement	Pension Obligation Bond Analysis		
Continuity of City Services	Workplace Safety	Employee Health + Wellness	Drive to Digital	Effective Teams	

Strategy	
Budgeting for Equity	City Roadmap Budgeting, Accountability, + Performance
City Workforce Diversity + Skill Building	

Policy



Integrate Recovery into the Work of the City



Covid-19 Taskforce and Build Back Better Initiative

Listening Opportunity

- If the City were to intentionally focus in hard-hit neighborhoods and Downtown, what might be the benefits or challenges to a place-based approach?
- What does a COVID-19 Task Force mean to you?
- To Build Back Better, what policy and systems change should be part of our focus?



| Public Comment



- Limit 2 minutes per person to allow as many speakers as possible
- Mute all other audio devices before speaking

Community and Economic Recovery Strategy and Approach

Study Session
May 4, 2021

Dave Sykes, City Manager

Rosalynn Hughey, Deputy City Manager

Kip Harkness, Deputy City Manager, Emergency Operations Center Director

For City COVID-19 information: <https://www.sanjoseca.gov/covid19>