



COUNCIL AGENDA: 10/27/2020  
ITEM: 2.18  
FILE NO: 20-1361

# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Toni J. Taber, CMC  
City Clerk

**SUBJECT:** SEE BELOW

**DATE:** October 27, 2020

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**SUBJECT: Approval of City Hall Free Use on November 17, 2020 to November 21, 2020, by the Mayor's Office for the Projecting Hope Event as a City Council Sponsored Special Event, to Expend City Funds and Accept Donations of Materials and Services for the Event.**

### Recommendation

As recommended by the Rules and Open Government on October 21, 2020:

(a) Adopt a resolution authorizing "Free Use" for projecting images on the exterior City Hall North Tower Wall located on the East Plaza from November 17-21, 2020 to honor the houseless individuals that have died unsheltered on the streets of San Jose, bring awareness to the tragedy of homelessness and build community support for compassionate solutions to our City's homeless crisis, hosted by the Mayor's Office and WeHOPE.

(b) Approve the Mayor's WeHOPE Projecting Hope Event from November 17, 2020 to November 21, 2020 as a City Council sponsored Special Event and approve the expenditure of funds.

(c) Approve and accept donations from various individuals, businesses or community groups to support the event.

CEQA: Not a Project, File No. PP17-011, Temporary Special Events resulting in no changes to the physical environment. (Mayor)

[Rules Committee referral 10/21/2020- Item G.4]



# Memorandum

**TO: CITY COUNCIL**

**FROM: Mayor Sam Liccardo**

**SUBJECT: SEE BELOW**

**DATE: October 15,2020**

**APPROVED:**

**DATE: 10/15/20**

**APPROVAL OF CITY HALL FREE USE ON NOVEMBER 17, 2020 to NOVEMBER 21, 2020, BY THE MAYOR’S OFFICE FOR THE PROJECTING HOPE EVENT AS A CITY COUNCIL SPONSORED SPECIAL EVENT, TO EXPEND CITY FUNDS AND ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT**

**RECOMMENDATION**

1. Adopt a resolution authorizing “Free Use” for projecting images on the exterior City Hall North Tower Wall located on the East Plaza from November 17-21, 2020 to honor the houseless individuals that have died unsheltered on the streets of San Jose, bring awareness to the tragedy of homelessness and build community support for compassionate solutions to our City’s homeless crisis, hosted by the Mayor’s Office and WeHOPE.
2. Approve the Mayor’s WeHOPE Projecting Hope Event from November 17, 2020 to November 21, 2020 as a City Council sponsored Special Event and approve the expenditure of funds.
3. Approve and accept donations from various individuals, businesses or community groups to support the event.
4. Place the item on the October 27, 2020 Council Agenda for action.

**OUTCOME**

Mayor’s Office and WeHope will be granted free use of the exterior of the City Hall North Tower Wall located on the East Plaza for the projection of images of homelessness for the Mayor’s WeHope Projecting Hope Event from November 17, 2020 to November 21, 2020.

**BACKGROUND**

In June 2019, the City adopted the Schedule of Fees Resolution No. 79138, Section 13.080 for Free Use of the City Hall Facility and Plaza Use. Presently, the resolution allows the City Council and City departments to have "Free Use" of the facilities for those events that 1) qualify as official city business; 2) are free and open to the public; 3) occur on a Sunday through Friday; and 4) are booked 30 days in advance. Resolution No. 79138 does not apply to free use requests for Saturday events and as such City Council approval is required to authorize free use for the Mayor’s

WeHope Projecting Hope Event from Tuesday, November 17, 2020 to Saturday, November 21, 2020.

On February 1, 2005, the City Council adopted Resolution No. 72517 which requires Councilmembers to submit a memorandum to the Rules Committee regarding proposed City Council sponsored Special Events and the proposed use of any funds.

### **ANALYSIS**

The Projecting Hope event will involve projecting recent portraits of our homeless neighbors from November 17, 2020 through November 21, 2020 on the North Tower Wall of City Hall and is sponsored by Mayor Sam Liccardo and WeHope. Each projected image will have limited text that provides information on the homeless crisis, how lives are being changed through the efforts of the City of San Jose, WeHope, and homeless service organizations throughout San Jose. This special event will honor the houseless individuals and bring awareness to the tragedy of homelessness and build community support for compassionate solutions to our City's homeless crisis.

Free use is being requested because of the public awareness that the City and WeHOPE will bring by projecting images in conjunction with Hunger and Homeless Awareness Week (November 15-22, 2020). The images will place a human face to the thousands of homeless residents in our City and support the City's goal to end homelessness. It is an opportunity to educate the general public about homelessness and the people who are suffering from it and encourage robust public dialogue on this urgent matter. WeHOPE is a nonprofit who partners with the City to connect homeless residents to medical support, job support, and permanent housing,

Approval by the City Council of the event will ensure compliance with the Council's prior direction regarding Council Special Events. In observance of existing fundraising disclosure requirements, Mayor Liccardo will report any cash or in-kind donations received for the event on their Disclosure of Fundraising Report(DFR-1). Approval of this memorandum will enable the Mayor's Office, City departments and the Office of the City Clerk to proceed with the event. Any cash donations received will be processed pursuant to the City's normal financial and budgetary procedures.

### **EVALUATION AND FOLLOW UP**

The primary metrics for this event include amount of exposure the City receives for its regional efforts to address homelessness.

### **PUBLIC OUTREACH**

Public outreach for this event will be conducted by the Mayor's Office and WeHope through social media, email, newsletters, flyers and mailers. The Office of the City Clerk will post the item on the City's Website for the **October 21, 2020** Rules Committee Agenda and the **October 27, 2020** City Council Agenda.

### **COORDINATION**

This memorandum has been coordinated with the Office of the City Attorney, Office of the City Clerk, Department of Transportation, and Public Works/Event Services.

## **COMMISSION RECOMMENDATION/INPUT**

This item does not require commission input.

## **COST AND FUNDING SOURCE**

The total cost of the event to the City is \$2,910.00 of which \$50.00 will be paid by WeHOPE for the Facility Use Application Fee. The remaining \$2,860.00 will be charged to the Department of Public Works/Event Services' budget. WeHOPE will also pay approximately \$52.00 for a Department of Transportation Towaway Permit.

Each year, the Mayor's Office and each Council Office is allotted seven free uses for events qualifying for free use. Approval of this action would go towards one of the Mayor's Office's free uses. To date, the Mayor's Office has used zero free uses.

## **CEQA**

Statutorily Exempt, File No. PP17-005, CEQA Guidelines Section 15273, Rates, Tolls, Fares, and Charges, Adjustment to Fees, Rates & Fares without changes to or expansion of services. Not a Project. PP17-011. Temporary Special Events resulting in no changes to the physical environment.