



COUNCIL AGENDA: 6/30/2020

ITEM: 3.9

FILE NO: 20-798

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Toni J. Taber, CMC
City Clerk

SUBJECT: SEE BELOW

DATE: June 30, 2020

SUBJECT: Greater Downtown San José Economic Recovery Initiative

Recommendations:

As recommended by the Rules and Open Government Committee on June 24, 2020, discussion and consideration of the recommendations from the Greater Downtown San José Economic Recovery Task Force.

CEQA: Not a Project, File No. PP17-004, Government Funding Mechanism or Fiscal Activity with no commitment to a specific project which may result in a potentially significant impact to the environment. (Peralez)

[Rules Committee referral 6/24/2020 - Item G.6]



Memorandum

TO: RULES & OPEN GOVERNMENT
COMMITTEE

FROM: Councilmember Raul Peralez

SUBJECT: Greater Downtown San José
Economic Recovery Initiative

DATE: June 18, 2020

Approved by:

Date: 06/18/20

RECOMMENDATION

Direct the City Manager to agendize for the June 30, 2020 City Council meeting under item 3.1(a) "City Manager's COVID-19 Report Out" a discussion and consideration of the recommendations from the Greater Downtown San José Economic Recovery Task Force¹.

BACKGROUND

During this COVID-19 pandemic, local businesses and community organizations in the Greater Downtown Area heeded the call from our public health officials and completely overhauled their operations or even shuttered their doors to help flatten the curve. However, that meant taking painful impacts to their livelihoods such as massive reductions in revenue or even closing down operations, some permanently. At the peak of the Shelter-in-Place order, 60% of downtown businesses reported at least a 50% net revenue loss with 32% of businesses reporting 90%+ net revenue loss.² Additionally, 32% of small businesses had to reduce anywhere between 1-10 employees on their payroll. As we emerge from the eye of this COVID-19 storm, we must now begin to look forward on a path to recovery.

In mid May, small business owners and community organizations operating in Downtown San José and the surrounding neighborhood business districts came together to form the Greater Downtown San José Economic Recovery Task Force. Together, with our office, they have produced a set of policy and tactical solutions based on their industry experience to mitigate the devastating impacts to our local economy from the pandemic. I would like to thank all the members of the Task Force for their time, and commitment to helping the Greater Downtown area thrive again. Together, they exemplify what truly makes San José strong.

¹ See Attached Letter

² Greater DTSJ Economic Recovery Task Force. (June 2020) *COVID-19 Economic Impact Survey Results*. Retrieved at <https://sjd3.com/wp-content/uploads/2020/06/COVID-19-Economic-Impact-Survey-Report-Greater-DTSJ-Economic-Recovery-Task-Force.pdf>



GREATER DOWNTOWN SAN JOSÉ ECONOMIC RECOVERY TASK FORCE

SUPPORTED BY THE OFFICE OF COUNCILMEMBER RAUL PERALEZ

June 18, 2020

Honorable Mayor & City Council
City of San José
1200 E. Santa Clara Street, 18th Fl
San José, CA 95113

Dear Honorable Mayor and Councilmembers,

We are voting representatives of the Greater Downtown San José Economic Recovery Task Force, a coalition of over 40 small businesses and community organizations¹ operating in and around the Greater Downtown area. Our task force was formed in mid-May in response to the struggles and impacts that our business community was experiencing due to the COVID-19 pandemic.

Our Task Force is subdivided into four industry-based committees:

- Arts & Special Events
- Food & Beverage
- General Retail & Services
- Personal Care

Over a span of five weeks and 30 meetings, our task force met intensively to explore policy and tactical solutions that would support the economic recovery and safe reopening of our local economy. We are pleased to share with you those recommendations.

RECOMMENDATION #1: *Develop a comprehensive Compliance Support strategy*

A comprehensive Compliance Strategy should include a three-month intensive “Compliance Ally” pilot program where City staff is made available to small businesses for one-time, on-site consultation (and if possible, sign-off authority) on social distancing compliance. It should also include city-led facilitation of Personal Protection Equipment (PPE) made available for purchase to small businesses and local non-profit organizations.

BACKGROUND: Businesses and local organizations may be eager to reopen but only if there is support in implementing and maintaining safety and health compliance. The City needs to work with the County to put forth a strategy that addresses daily operational needs to comply with new health regulations. The intent of this strategy is to reduce barriers to reopening safely. Two suggested components that have

¹ See Attachment A

been internally discussed within the Task Force can be a pilot “Compliance Ally” program and further facilitation of PPE.

Having deluge of information from numerous sources is at times counterproductive and overwhelming, especially for business owners who have language or cultural barriers. Similar to the city’s Small Business Allies program in the city’s building department, having that personal consultation whether on site, on the phone or virtually can do more for our small business owners. We are also conscientious of potential reductions in County personnel and recommend that the County partner with the city to use this pilot program as an extension to expediently certify or sign off on a business’s compliance status so that they are not delayed from opening.

Ultimately, a business cannot be compliant if they do not have the tools for it. According to our Economic Impact Survey², the second highest need from businesses after general funding assistance was access to safety & health supplies such as hand sanitizer, face masks, cleaning products, disinfecting wipes and no-contact temperature monitors. At the peak of the Shelter in Place, the City played a critical role in facilitating hand sanitizer to the community at large through partnering with local distilleries and breweries. We ask that the City find the most effective means, including using emergency grants and funding, to increase their facilitation capacity for essential PPE products as the economy slowly reopens.

RECOMMENDATION #2: *Recalibrate our Public Right-of-Ways to support local businesses by*

- A. Permitting the temporary conversion of existing parking or available spaces in front of storefronts to a “delivery/pick up zone” at no cost or low cost to the applicant,*
- B. Reducing or making free parking fees in metered zones in the Greater Downtown Meter Districts such as Japantown and the East Santa Clara corridor,*
- C. Waiving or reducing all fees for parklet applications in all Neighborhood Business Districts,*
- D. Considering allowing businesses to participate in Residential Parking Permit (RPP) programs for business employees with restrictions such as a limited number of permits and allowable hours,*
- E. Exploring a shift in parking availability to adjacent streets in situations where streets are closed down, with community input.*

BACKGROUND: As we venture into the “new normal” where social distancing calls for a recalibration of our public and private spaces, we need to create more opportunities for businesses to pivot quickly with ease to sustain their operations. The Task Force urges the City Council to quickly implement the above measures.

While outdoor dining has been allowed, take out and delivery remains a large revenue generating component of the businesses. Curbside pick up has proven to be integral in keeping businesses afloat. However, as we transition to having public dining and the resumption of parking enforcement, businesses relying on curbside pick up need the space to do so safely. Currently, there are businesses doing so informally through the use of cones or signs, and by legitimizing so can allow for more

² Greater DTSJ Economic Recovery Task Force. (June 2020) *COVID-19 Economic Impact Survey Results*. Retrieved at <https://sjd3.com/wp-content/uploads/2020/06/COVID-19-Economic-Impact-Survey-Report-Greater-DTSJ-Economic-Recovery-Task-Force.pdf>

thoughtful planning and circulation. We call for allowing businesses to temporarily convert an adjacent parking space available to dedicated curbside pick up spaces similar to existing freight or delivery spaces. Businesses though should be responsible to solicit agreement with their neighbors.

We appreciate that the city is considering measures such as allowing for 90 minutes of free parking in public garages to attract more business patrons. However, we should also ensure that a similar incentive can be enjoyed as well within the Greater Downtown area meter districts such as Japantown and the East Santa Clara corridors where there are no readily available public garages. If the city cannot pivot to free parking meter rates then at the very least consider a rate reduction.

COVID-19 presents an opportunity to have a larger discussion on how we can grant businesses more flexibility to use adjacent or nearby outdoor space – both public and private – to accommodate physical distancing and other business needs. Parklets, for example, such as the ones at SoFA Market, Cafe Stritch and Chacho’s have historically contributed to the street activation of Downtown. Now more so with social distancing, they will prove to be a great tool in fostering vibrant public life. We applaud the easing of parklet restrictions, including through the San José Al Fresco plan. But ultimately, the cost to build a parklet remains costly from the permit fees to the actual design and buildout. The City should support small businesses choosing to make this investment by easing permit fees.

Now is also a good time to rethink how we as a city balance space for cars and for people. This includes planning for vehicles to navigate curbside pickup and deliveries but also to enable seating and sales and to allow pedestrians to move freely.

Some of the ideas for consideration are:

- Sidewalk expansion
- Parking lane conversion
- “Slow streets” approach
- Fully closing streets and alleys during mealtimes
- Underdeveloped parcels
- Surface parking, side streets

Finally, as customers become more reliant on parking access, businesses with limited on-street parking availability must prioritize those spaces for their patrons. This consequently may affect employees and their access to parking. One solution has been to explore businesses bordering or neighboring existing RPP zones to allow very restricted participation, especially as more residents may begin going back to work during daytime hours. Ultimately, the balance of vehicular and pedestrian use of our public right of ways will always be an ongoing discussion and one that we hope the City will continue to conduct in a transparent and inclusive manner.

RECOMMENDATION #3: Implement an “AL FRESCO STREETFARE” pilot program³

AL FRESCO STREETFARE will be a one block section of an urban street closed to provide additional space for food, beverage, and arts programming of nearby businesses. AL FRESCO STREETFARE should be developed in close coordination with San Jose Parks, Recreation and Neighborhood Services (PRNS) and San José’s Al Fresco initiative.

The program should account for the following:

- A. Opportunities for adjacent businesses directly along the pilot footprint to participate*
- B. Pedestrian ingress and egress should not be obstructed in front of storefronts*
- C. Require that businesses utilize the public right of way to keep it blight-free.*
- D. Proper Social Distancing protocols and PPE usage*

BACKGROUND: As Santa Clara County prepares to move toward phased reopening of small businesses and public spaces, collaboration between local small businesses, the arts community, government, and community members can pilot implementation guidelines and develop best practices for a wider opening.

AL FRESCO STREETFARE will meet multiple goals:

- Help restaurants, cafes, bars, retail businesses, and cultural programers to carefully ramp up business activity through safely social distanced outdoor activity
- Establish protocols for contact tracing in public spaces
- Serve as platforms to roll out a public information campaign about the need for testing and social distancing - along the lines of Safely Social San José.

RECOMMENDATION #4: Create a robust Greater Downtown marketing campaign

Create and launch a marketing campaign that restores consumer confidence by showing that businesses in the greater downtown are taking the necessary measures and social distancing precautions to keep customers and staff safe. The goal of this campaign would be to inform the public that businesses in the greater downtown area are open, to encourage and increase patronization of local businesses, and to educate the general public on how to safely enjoy public life. All efforts should leverage private and public resources and should be done in a manner that unifies the greater downtown area neighborhood business districts.

BACKGROUND: As local businesses implement social distancing requirements and adapt to a new way of conducting business as usual, it is difficult for local businesses to also have the time and capacity to self-promote their business. A marketing campaign for greater downtown local businesses would serve to fill in this gap. In addition to promoting our local businesses, this marketing campaign would intend to restore consumer confidence by sharing what measures local businesses are taking to keep staff and customers safe and healthy. This campaign could also be used to increase customer awareness that they are expected to comply with social distancing requirements, wear a mask, and that ultimately

³ See Attachment C

businesses have the right to refuse service to customers unwilling to comply with county and city orders.

The marketing campaign should utilize the most impactful and effective communication platforms and mediums. This should also include providing opportunities from local artists to participate in the creation of the campaign and related graphics. It's necessary that the campaign effectively include all neighborhood business districts in the greater downtown area and is not limited to the downtown core or PBID. Neighborhood business districts include San José Downtown Association, East Santa Clara Business Association, Japantown Business Association and the Alameda Business Association.

All efforts should leverage private and public resources such as advertisements, private-public partnerships, and done so in collaboration with the Greater Downtown Area neighborhood business districts. Marketing efforts will be well-coordinated with different independent marketing campaigns intended to support local businesses in navigating new challenges posed by social distancing such as the "Safely Social San José" proposal.⁴

RECOMMENDATION #5: *Establish an Accessible, Multilingual Information Hub*

An information hub would support small businesses in adapting to ongoing changes in public health and city regulations. The information hub should be multilingual and should not be limited to online access.

BACKGROUND: The COVID-19 pandemic highlighted the important need for timely and accessible information flow. With developing events happening rapidly, often business owners are finding themselves viewing multiple resources from many different sources of information which can result in unneeded confusion.

It is vital that there is a reliable resource that business owners can access. As information evolves almost daily, there must be clear guidance on insurance and liability protection moving forward. If it falls out of the City's jurisdiction, the hub will provide the appropriate City, State, and Federal contacts necessary with at minimum an email, phone number, or webpage link to relevant info. Small businesses should be robustly solicited for input as well as given a space to create connections as well as share best practices and solutions. Information regarding insurance and legal services where businesses can seek assistance regarding insurance liability will be beneficial. It should also be able to direct business on where they can get the most up to-to-date compliance signage for their frontage.

Most importantly, an information hub will only be successful if it is accessible. Our City is diverse in language and social economical status, where certain businesses might not have the same resources as another. We must consider all the different methods on how the information hub can be accessed, including but not limited to establishing a hotline, print form and website. All material will be multilingual to serve our diverse population and ensure that no community is left out in successfully and safely reopening.

⁴ See Attachment B

RECOMMENDATION #6: Include as *high-priority legislative advocacy* the following

- A. *That County, State and Federal agencies reduce, waive and/or defer fees and taxes for small businesses during this transitional time to reopening the economy*
- B. County of Santa Clara
- i. *Request that the County to improve coordination with the City of San José and the community on any plans and actions related to reopening the economy.*
 - ii. *Send a letter to the Santa Clara County Board of Supervisors and County Health Officer advocating that*
 1. *Personal Care businesses such as hair salons, nail salons, gyms and tattoo parlors are permitted to begin operating immediately with the condition of implementing social distancing protocols. See examples of proposed protocols⁵ as well as the State's guidance for hair salons⁶. Personal care businesses in Santa Clara County should be reopened at the same time and in alignment as other Bay Area counties so Santa Clara County businesses are not adversely impacted by a loss of business to neighboring counties.*
 2. *Special events may begin operating immediately with the condition of implementing social distancing protocols. See recommendation #4 as an example.*
 - iii. *Ask that the county encourage and if possible, mandate that certain businesses include in their operations the first hour of the business day be open to the elderly or immunocompromised only.*
 - iv. *Request that the Public Health Department amend the Environmental Health inspection process to include Social Distancing regulations and that compliance status should be stated on the storefront window certificates.*
 - v. *Ask that the county allow Type 48 establishments to pair up with third party permitted eating establishments licensed in Santa Clara County.*
- C. State of California
- i. *Lobby the Department of Alcoholic Beverage Control (ABC) to implement additional regulatory reliefs including relaxing restrictions on allowing outdoor consumption in a permitted outdoor urban seating area and permanently allowing to-go premixed cocktails. Related to recommendation #4.*
- D. Federal
- i. *Advocate for policies that provide assistance to both commercial property owners and commercial property renters, such as pausing or temporarily suspending mortgage payments to allow property owners to pause rent payments for tenants.*

⁵ See Attachment D

⁶ California Department of Public Health & Cal OSHA. (June 2020) *COVID-19 Industry Guidance: Hair Salons and Barbershops*. Retrieved at <https://covid19.ca.gov/pdf/guidance-hair-salons.pdf>

BACKGROUND:

County: Businesses in the personal care and arts/special events sectors are prepared to safely reopen and should be given approval from County Health to reopen as soon as possible. As experts in their industry areas, these businesses know how they can modify their operations to comply with social distancing requirements. Many businesses have already prepared reopening protocols for their business which can serve as models for other businesses within the sector. These local businesses have been prohibited from operating since the first Shelter in Place order when they were deemed a “nonessential” business and have been forced to forfeit three months of revenue. These businesses cannot afford to suspend operations any longer and the greater downtown area risks losing these businesses if they are not allowed to reopen and resume business.

State: Some restaurants and public drinking establishments can no longer effectively use their indoor space and unfortunately have no outdoor space. In the spirit of exploring new ways to utilize our public spaces, it would be in the city’s economic interest that they advocate that public alcohol consumption be allowed in an outdoor, safe, controlled public space such as a closed street.

Federal: Although most businesses have been legally required to suspend business operations, they have still been expected to pay commercial rents for the spaces they are unable to conduct business in. Any relief that could be provided for either the tenant or the property owner would contribute to their survival.

RECOMMENDATION #7: *Craft a specific Greater Downtown Economic Recovery and Stimulus Plan*

This plan should:

- A. Prioritize job recovery in those sectors identified as most negatively impacted by Shelter-in-Place.*
- B. Examine stimulus recommendations including business and event permit moratoriums, small business facade improvement and outdoor activation grants, low cost loans for building retrofits such as installation of touchless restrooms.*
- C. Evaluate immediately either the reduction, waiving or deferment of fees and taxes for small and local businesses during this transitional time in reopening the economy*
- D. Focus on strategies that immediately and directly increase City of San José revenues such as Sales tax and TOT (Transient Occupancy Tax) revenues.*

BACKGROUND: While many of the measures in our recommendations are intended to reduce barriers in doing business, ultimately what is needed is for our local economy to be stimulated through major moves that will stop the bleeding in revenue. Whether it is part of a larger citywide or regional economic recovery and stimulus plan, there needs to be a focus on the Greater Downtown San José area. As the economic and cultural hub of the South Bay, many of the needs and issues of those operating and living in the Greater Downtown Area vary from the rest of the region and call for a specific approach.

Furthermore, it is critical that we continue to support minority-owned businesses especially African American owned establishments and that all analysis and solutions should be inclusive of these communities.

RECOMMENDATION #8: *Conduct a review of public safety policies and fees for public events and gatherings*

- A. *Conduct a review which examines strategies to ensure public safety and clearly outlines what measures and precautions are required of the event producer. This review should effectively and meaningfully engage the downtown business and resident community.*
- B. *Explore ways to reduce associated event costs such as establishing "permit free zone(s)" for approved events of limited size and renting nontraditional public spaces (i.e. South Hall) for event use at an affordable price.*

BACKGROUND: Special events in the Greater Downtown area have long served as consistent drivers of economic vibrancy, as well as societally important cultural bonding and bridging experiences for San José residents. From San José Jazz Summer Fest to Japantown's Obon Festival, event producers had grappled for years on complying with public safety policies and the often burdensome fees. As the discussion around public safety intensifies during this time, this is an opportunity to reevaluate how to eliminate barriers for special events to happen. Especially as outdoor and public space experiences will become the primary venue for social distancing, the need for special events will increase.

RECOMMENDATION #9: *Create more opportunities for retail businesses by*

- A. *Allowing the selling of Retail Goods in the public right of way associated with existing brick and mortar businesses in Downtown and the surrounding Neighborhood Business Districts. This should include the allowance of shade structures.*
- B. *Evaluating our Sign Code to allow for more creative, ground floor retail signage that does not obstruct pedestrian access*
- C. *Modifying our Zoning Code to permit "Outdoor Marketplaces" as an allowable use in private outdoor spaces.*

BACKGROUND: Non-Food Retailers unfortunately have struggled due to the inability to showcase their product for purchase. Even pre-COVID-19, small mom and pop retailers were already competing against big box retailers and dealing with the "Amazon" effect. The above recommendations call for solutions to support our non-food retailers.

Currently, San José Municipal Code 13.20.010 does not allow for retail goods to be sold in the public right of way. However, this is short sighted since retailers are confined to their existing footprint, oftentimes very small and dense, and not conducive for generating revenue. However, if brick and mortar businesses are able to extend into the public right of way and vend, there are more opportunities for sales. In addition, relaxing sidewalk displays regulations will assist in bringing in much needed foot traffic. Retail businesses are to be given clear guidance to set up safely without restricting pedestrian access.

At the same time, many retail businesses might not have access to adequate space to set up in front. COVID-19 is forcing us to reimagine our allowance on types of usages on private property. As the need for more space and ventilation becomes important in reopening, it is time to explore modifying our permit to quickly allow “Outdoor Marketplaces” as a use if property owners are interested in opening up their space. Quickly establishing “Outdoor Marketplaces” would resolve safety concerns and can potentially serve as a new source of income for retail to sell their products.

IN CONCLUSION, it is urgent that you implement these policy recommendations expediently. Every day that one of our establishments remains closed or is struggling to operate, is another day that our livelihoods are at risk. As small business owners and organization leaders, we have long stood by the City through all its economic ups and downs. We hope that the City will now in turn stand by us.

Sincerely,

Cache Bouren, *Task Force Co-Chair*
Food & Beverage Committee Co-Chair
Owner, Haberdasher SJ

Fernanda Carreira
Food & Beverage Committee Co-Chair
Owner, Adega / Pastelaria Adega

April Gee
General Retail & Services Committee Co-Chair
Owner, Petite Galleria

Chris Patterson-Simmons
General Retail & Services Committee Co-Chair
Owner, Neu2U Thrift Boutique / Urban Kiosk

Wisa Uemura, *Task Force Co-Chair*
Arts & Special Events Committee Co-Chair
Executive Director, San José Taiko

Brendan Rawson
Arts & Special Events Committee Co-Chair
Executive Director, San José Jazz

Meaghan Karabatsos
Personal Care Committee Co-Chair
Owner, WESTCA Gym

Takahiro Kitamura
Personal Care Committee Co-Chair
Owner, State of Grace Tattoo

ATTACHMENT A (Page 1 of 1)

AT LARGE TASK FORCE MEMBERS (NON-VOTING)

Laura Chmielewski
VP, Marketing & Communication
Team San José

Blage Zelalich
OED Downtown Manager
City of San José

GREATER DOWNTOWN SAN JOSÉ ECONOMIC RECOVERY TASK FORCE COMMITTEES

ARTS & SPECIAL EVENTS	FOOD & BEVERAGE	GENERAL RETAIL & SERVICES	PERSONAL CARE
Anjee Helstrup-Alvarez <i>MACLA</i>	Adrian Kalaveshi <i>Clandestine Brewery</i>	Alicia Forbrich <i>San José Learning Center</i>	Alan “Gumby” Marques <i>Heroes Martial Arts</i>
Bree Von Faith <i>SJ Downtown Assn.</i>	Dan Phan <i>Paper Plane/Original Gravity PH/MINIBOSS</i>	Cindy Ahola <i>Community Cycles</i>	Amy Mongersun <i>Checkmate Boxing</i>
Chris Esparza <i>Giant Creative</i>	David Mulvehill <i>Five Point, O’Flaherty’s, Farmer’s Union, Blanco</i>	Heidi Johnson <i>Needle to the Groove</i>	Kelsi Auday <i>OrangeTheory Fitness</i>
Dana & Yori Seeger <i>School of Visual Philosophy</i>	Frank Nguyen <i>Academic Coffee</i>	Ivy Vuong <i>Flowers by Ivy</i>	Khiem Hoang <i>Umbrella Salon</i>
Daniel Garcia <i>Content Magazine</i>	Jasmine Rast <i>Roy’s Station Coffee Shop</i>	Orly Locquiao <i>Cukai</i>	Ramraj Gottiparthi <i>BISHOPS Salon</i>
Fil Maresca <i>Filco Events</i>	Jo Lerma-Lopez <i>Luna Mexican Kitchen</i>	Pam Yoshida <i>Nikkei Traditions</i>	Tory Woodward <i>WestCA Gym</i>
Jessica Paz-Cedillos <i>School of Arts & Culture</i>	Jordan Trigg <i>Spread/JTown Pizza/Bamboo7/Jack’s</i>	Roan Victor <i>The Arsenal</i>	
Juan Carlos Araujo <i>Empire 7 Studios/Pow Wow SJ</i>	Miyuki One Bear <i>Enoteca La Storia</i>	Sean Hamblin <i>Hubcap City</i>	
Nick Nichols <i>SV Symphony</i>	Ryan Summers <i>Good Karma/Pizza Flora</i>		
Sayre Batton <i>Museum of Art</i>	Tin Le <i>SP2 / Temple</i>		
Trami Cron <i>Chopsticks Alley</i>	Todd Perreira <i>Tee Nee Thai</i>		
Usha Srinivasan <i>Sangam Arts</i>			

ATTACHMENT B (Page 1 of 3)



SCHOOL OF VISUAL PHILOSOPHY

Safely Social San Jose

Overview

As businesses begin to re-open it is important that we proceed with an education package and visual campaign to inform and foster a safe environment for our citizens. We propose a series of virtual team building workshops for business owners, staff and employees aimed at educating and reconditioning social behavior. We would like to stimulate and foster a culture of pride, safety and confidence in San Jose, as we reconnect. The workshops will focus on social etiquette aimed at encouraging respect between patrons, employees, consumers and community. Under one logo we can grow and recover together.

1. Safely Social San Jose

- a. **TEAM BUILDING WORKSHOP-** Host Team Buildings virtually (and when appropriate, in person- possibly in tandem with the AI Fresco concept) to train and qualify businesses as “Safely Social Sites”. At first, SVP will host the initial workshops and then help other arts organizations (like San Jose Taiko) to lead their own team buildings. This effort of expansion is intended to facilitate a network that can reach the great variety of demographic in our city. We hope this will grow City wide and encourage a range of voices and perspectives.
 - i. **Safety-** Each team building will focus on reconditioning social behavior and practices that our city needs to adopt while reopening. We will also discuss and direct businesses to the Santa Clara County Department of Health to be sure that businesses are aware of these guidelines.
 - ii. **Culture-**Each team building workshop will also include a creative component such as but not limited to foam block printing and journal making. This component is designed to be a safe platform for people to discuss current events and reconnect with their colleagues, while having fun making art.
- b. **LOGO-** Create a logo/poster for businesses that are following safely social practices, which businesses can post after completing the team building workshop.
 - i. The workshop participants would receive a packet in the mail with literature as well as the creative materials to complete the project at home (or wherever they were remotely participating)
 - ii. We can host 5-50 participants for each virtual workshop.
 - iii. We can host up to 10 individuals in an in person team building event at the School (other Creative Groups who choose to host team buildings may have different capacities).
 - iv. Each business will then receive a stamp of approval, a creative art piece or experience and sticker or poster with the logo to post on their place of business



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SCHOOL OF VISUAL PHILOSOPHY

encouraging citizens that it is safe to patronize those businesses not only health wise but also courtesy wise.

- c. **PROMOTION-** Each Team's finished projects will be displayed and promoted on Visual Philosophy's website to showcase the creative work of the business community in San Jose as well as which businesses have completed the training. In collaboration with other organizations we can create a database of businesses participating in the Safely Social program.
- d. **VISUAL-** The sticker or poster will give citizens the confidence that the businesses who display the logo have undergone training on safely social practices.
- e. **INCOME-** This project will also create jobs for artists to work as Team Building Instructors for this project.
- f. **CROSS-PROMOTION-**
 - i. Our ambition is for this program to grow beyond the capacity of SVP as other arts organizations and leaders are able to adapt the program to their own needs, businesses and culturally specific ideals.
 - ii. #safelysocialsanjose
 - iii. In collaboration with the "Al Fresco" proposal, Safely Social San Jose could host outdoor team buildings and informational sessions in the same space set up for the Al Fresco dining and community engagement experience. This would allow for larger in person artists and utilize the infrastructure already in place. This collaboration could allow for multiple and simultaneous team building events while promoting local business.

2. Timeline

- a. SVP have 5 instructors ready to teach up to 50 team members virtually at a time for the Team Building workshops.
- b. We have material kits ready for the same amount of people in both Foam Block Printing and Journal Making.

3. Budget

- a. Each kit costs approximately \$20 including materials and shipping
- b. The cost per student for a 1 ½ hour Team Building workshop would be \$20 per person
- c. The promotional materials for the Safely Social Posters and stickers are approximately \$10 per poster and \$5 per large 16x20" Window Decal sticker. We can print smaller stickers also as funds become available.
- d. We are looking into funding so that our teachers can get paid and businesses can receive the training and materials at a reduced cost or for free. If the City is willing to incorporate this into their budget, it will encourage more businesses to get involved and get on board.



ATTACHMENT B (Page 3 of 3)



SCHOOL OF VISUAL PHILOSOPHY



1065 THE ALAMEDA
SAN JOSE CA, 95126

408-560-5015
SCHOOLOFVISUALPHILOSOPHY.COM

ATTACHMENT C (Page 1 of 3)

AL FRESCO STREETFARE Proposal – June 16, 2020

AL FRESCO STREETFARE: A pilot project to engage local residents in COVID19 education and tracing while supporting the recovery of local restaurants and entertainment businesses. This pilot will set the bar for reopening safety standards by building and testing a model that will make local residence feel comfortable and confident to be out in public spaces.

Purpose:

As Santa Clara County prepares to move toward phased reopening of small businesses and public spaces, collaboration between local small businesses, the arts community, government, and community members can test implementation guidelines and develop best practices for a wider opening. Utilizing the existing arts nearby can enhance a sense of destination, so we can revitalize local businesses and reinforce public health messaging in a creative and integrated manner. This three part pilot will test and develop best practices which can be replicated in cities and neighborhoods throughout the County.

The AL FRESCO STREETFARE will meet multiple goals:

- Help restaurants and bars ramp up through expanded outdoor services and entertainment attractions
- Establish protocols for tracing in public spaces
- Serve as platforms to roll out a public information campaign about the need for tracing and social distancing - along the lines of Safely Social San Jose while addressing public safety concerns of returning to the public space.
- Provide safe opportunities for residents anxious to get out of the house
- Provide economic opportunity for hospitality and cultural workers

This pilot was developed with input from local community leaders with expertise in event planning, hospitality, and cultural activities, along with research on models being rolled out in other cities across the US. This proposal was developed by American Leadership Forum Senior Fellows with support from SVCcreates and in response to conversations with County leadership and is offered in the context of cooperating with other County and City reopening efforts underway.

Audience/Stakeholders:

With arts and dining as the center piece of the Street Café the pilot will attract arts audiences, neighborhood residents, hospitality workers, cultural workers and local trend setters. We anticipate that these initial participants will help influence additional future participants and build a following and confidence level in the AL FRESCO Street Café experience. We will also be actively involving leaders from cities across the County to observe and learn from the pilot.

Framework:

The AL FRESCO STREETFARE will be a one block section of an urban street lined by restaurants and bars. Temporary art exhibit spaces and performances will serve to attract local residents to enjoy

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entertainment and dining experiences. To provide for contact tracing and allow for outdoor dining, the street will be temporarily closed with an entrance gate at each end. Residents will register online or at a walk-up registration check-in desk. Names are captured at check in for tracing and attendance and occupancy is limited to appropriate capacity for social distancing. High top tables will be placed ten feet apart throughout the block. Social distancing “ambassadors” serve to monitor distances and mask use. Restaurants and bars lining the block will be open for take out, which can then be consumed at designated tables in the AL FRESCO STREETFARE. Cleaning protocols will be established for cleaning tables, streets, and portable toilets. A template for the layout is attached.

The Pilot:

We propose to pilot the AL FRESCO STREETFARE experience in three locations in the City of San Jose over a six- week period. Each location will be open for a 3-day trial period (Friday – Sunday).

- San Pedro Street: between large entrance and St John St
- SOFA: the 300 block of S. First Street
- Post Street: First St. to Market St.

The template layout would be adjusted to best fit the specific location and businesses. PRNS Placemaking team will coordinate with local business, neighborhood groups, business association, and cultural workers. This team could also manage online registrations and site security. County of Santa Clara will provide guidance on contract tracing and on COVID-related educational messaging and materials to be distributed to attendees. City of San Jose will streamline permitting and street closure requirements, as well as assist in securing permitting from ABC. County would provide funding to cover Covid-related expenses. Cost estimate is in development with anticipated cost per site (for a three-day period) at range of \$20,000 - \$50,000, including equipment, personnel, safety protocols and other expenses applicable to both City and County requirements.

For further discussion:

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Fil Maresca, fil@filco.com

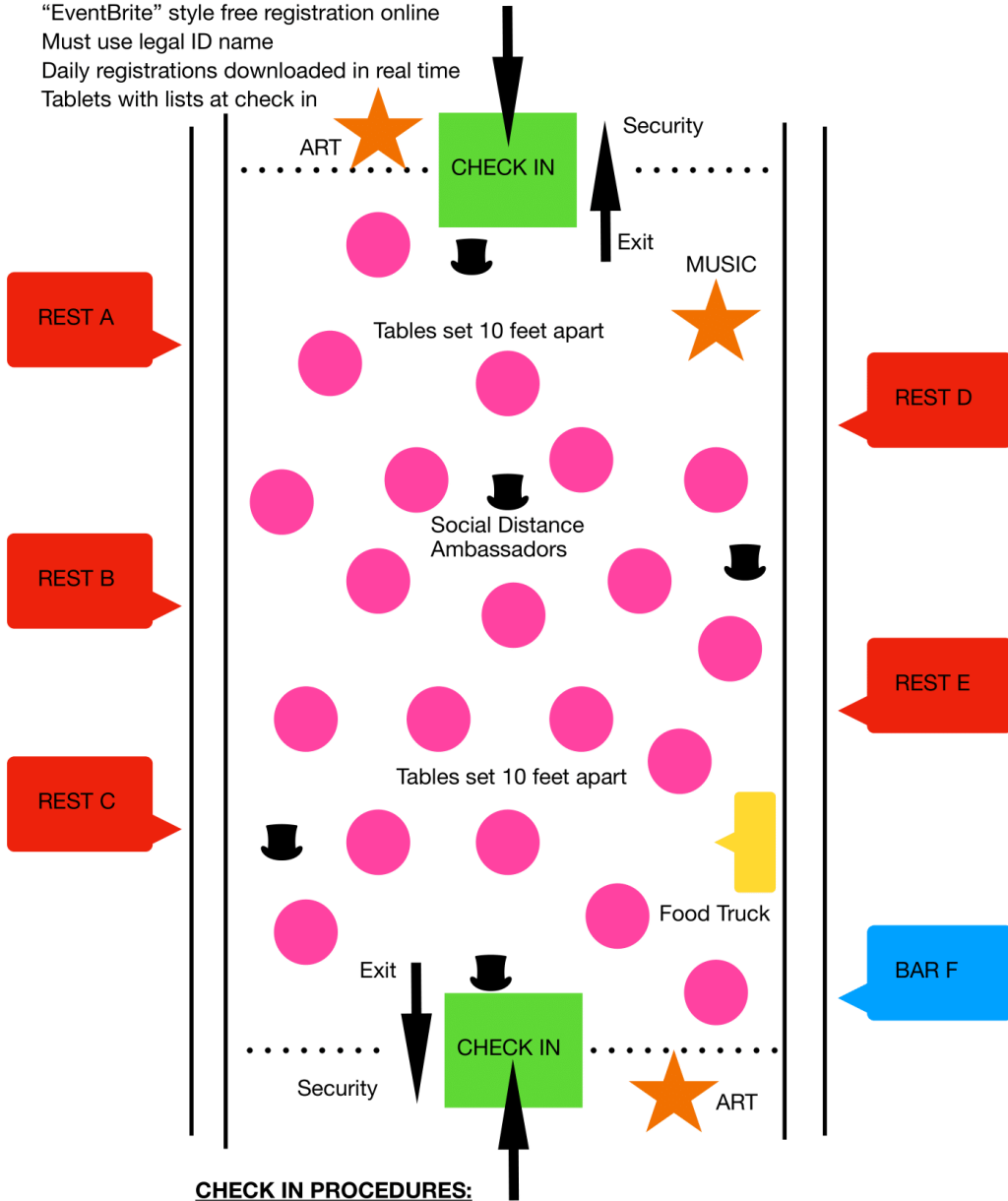
Brendan Rawson <brendanr@sanjosejazz.org>

Wisa Uemura <wisa@taiko.org>

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ADVANCE RESERVATION PROCEDURES:

"EventBrite" style free registration online
Must use legal ID name
Daily registrations downloaded in real time
Tablets with lists at check in



CHECK IN PROCEDURES:

"Reservation line" shows ID to confirm pre-registration
"Walkup line" shows ID and enters email on tablet [gloves]
BLUE wristbands indicate over 21 or RED wristband indicate 14-20.
Under 14 with parent only, no wristband.
FREE [sponsored] masks and gloves [required]

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Orangetheory Fitness Basic Reopening Protocol

Employee Protocol: (Prior to opening)

- Verify PPE is secured and will be supplied to staff and members
- Verify standard safety protocols are present and in working order
- Verify standard safety protocol training for staff
- Verify new cleaning protocol/products in-use and on-hand
- Verify post COVID-19 operational adjustments have been implemented

Employee Protocol: (Once open)

- Masks are required for entire shift (Sales Associates)
- Masks and face shields are required for class (Coaches)
- Mask and gloves must be worn during all studio cleaning
- Temperature taken upon arrival, anyone with 100.4 degrees Fahrenheit or higher should be sent home
- Prescreen members upon entry: healthcare worker? COVID symptoms?
- Assign stations/equipment ahead of time
- Studio tours and introductions to be done via zoom
- Hands-only CPR

Customer Protocol: (Once open)

- No Shared equipment
- Wipe down piece of equipment before moving on
- Limited Capacity to 12-15
- Social distance while in studio and while transitioning to different stations
- Masks are required
- Use sanitizer upon entry
- No entry into studio within 5 minutes before class
- Temperature taken upon arrival, anyone with 100.4 degrees Fahrenheit or higher should be sent home
- Only allowed to bring phone, keys, towel and water bottle inside the lobby/studio

Building and Business Protocols: (Once open)

- Wipe down surfaces after each individual use (equipment, high-contact areas, door handles, etc.)
- Use doorstops to prop doors open to minimize need for members to touch door handles
- 30 minutes between each class to ensure proper cleaning
- No shower use or towel service
- No locker use
- Floor stickers to mark social distancing parameters inside and outside the studio

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State of Grace Reopening Protocol

On the front door:

For your safety and ours, we operate in full compliance and cooperation with the Santa Clara County Health Department.

We are operating as an appointment only studio at this time. If you do not have an appointment, please call (408) 441-7770 or email us at stateofgracetattoo@gmail.com and we will help you set one up. If you have an appointment and are well, please come on in! We have new procedures in place for your safety.

On the landing:

Please read this carefully, we have enhanced safety measures in place:

- We reserve the right to refuse service to anyone for any reason
- If you do not feel well, please exit and reschedule
- You must be alone, we have no waiting area nor do we allow anyone but the client in the tattoo area
- We will take your temperature and if a fever is detected you will be asked to reschedule
- Once your safe body temperature is verified, we will disinfect your phone and provide you with a disposable facemask
- After your mask is in place, we ask that you wash your hand thoroughly and then fill out our release form
- We ask that you please keep the mask on for the duration of your visit to State of Grace
- We ask that you wash your hands thoroughly after using the restroom
- Please maintain social distance from everyone aside from your artist
- Your artist will be wearing a face mask and eye protection for the duration of your session
- If you do not wish to comply with these measures, we kindly ask that you leave the premises immediately

We appreciate you and we know this is a lot but please keep in mind we strive hard to maintain the safest environment for YOU!!

Things we will do:

- We plan on collapsing the lobby- and also taping off parts of our bench and couch to encourage social distancing
- We will be accepting PayPal and card readers for those who do not want to use cash
- We already maintain very strict cleanliness requirements but are going to increase the frequency of mopping and the wiping of surfaces- especially in the bathroom and sink

CC: Dave Sykes

Supervisor Cindy Chavez

Assemblymember Ash Kalra

Assemblymember Kansen Chu

Senator Jim Beall

Senator Bob Wieckowski

Rep. Zoe Lofgren

Silicon Valley Recovery Roundtable

Health & Racial Equity Task Force