



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Councilmember Raul Peralez

SUBJECT: 2019 College Football Playoff
National Championship

DATE: September 17, 2018

Approved by:

Date:

9/17/18

RECOMMENDATION

Accept the September 14 memorandum authored by Mayor Liccardo and Councilmembers Davis, Khamis and myself and

1. Request that staff ensure that all communications related to this event includes:
 - a. Announcements made to San José residents about the early closure of Christmas in the Park.
 - b. Strong advocacy to all broadcasting networks to prominently use images of San José and the name San José, rather than “Silicon Valley”, “Bay Area” and “San Francisco Bay Area”.
2. Direct staff to return to the City Council by early Spring 2019 with an update on how staff will leverage any received resources from the event for ongoing maintenance activities including but not limited to graffiti abatement, tree trimming, gateway clean-ups and human trafficking/prostitution.
3. Direct staff to return to the City Council by December 2018 with an update on the preparation of CFP National Championship including, if applicable, any activities that may amend existing policies and procedures related to homeless encampment abatement activities and other deviations from current practices regarding San José’s homeless residents.

DISCUSSION

It is with great pleasure that we welcome ESPN and the CFP National Championship to the South Bay. We are excited that the Championship Campus will be right in the heart of Downtown San José hosting family-friendly, free or low-cost events such as the FanFest or the Live Playlist.

With that said, as stewards of the City, we want to ensure that this major event will benefit our businesses and residents. There are many learned lessons from our experience with Super Bowl 50 (SB50) in 2016 that we could apply to this upcoming event.

Christmas in the Park

We appreciate that Christmas in the Park has graciously agreed to transition out a week early to accommodate this event. While we know that the incoming activations in Plaza de Cesar Chavez as well as the peripheral venues will be phenomenal, it would be prudent to ensure that our residents citywide are made aware of this early closure and the new opportunities that the CFP activities has to offer. It would not bode well for all parties if there were barrages of families that showed up disappointed to a construction zone, when hoping for a winter wonderland.

Homelessness

During these high profile events, we must not lose sight of our City's values. It is natural that we as a city want to place our "best face forward" to welcome visitors and the eyes of the country. However, as we contemplate our homeless crisis during the preparation of these festivities, I would like to reference the following:

"As part of the effort to beautiful and clean the City, it is critical that San José maintain the basic civil rights of our homeless population and engage residents with dignity and compassion. Any efforts to relocate residents or modify existing noticing requirements for encampments and personal property should be brought to the attention of the full City Council.

We appreciate the Housing Department;s efforts to implement city ordinances in a manner that is respectful and dignified. While neighboring jurisdictions may take a more aggressive approach in addressing homeless issues in their city for the Super Bowl, we believe that San José should continue to have an open and collaborative dialogue on its approach."

- *"San José Planning for Super Bowl 50" memoranda authored by Councilmembers Peralez, Rocha and Kalra. September 11, 2015.*

This sentiment should continue to remain true in preparation for this upcoming Super Bowl-size event.

Leveraging Resources for the Future

This is also an opportunity to bring forth the best *for* San José and leverage any resources to benefit Downtown following CFP. Since 2016, our Parks, Recreation & Neighborhood Services (PRNS) department have continued activations in Plaza de Cesar Chavez, utilizing resources procured during SB50 such as the colorful adirondack chairs, fire pits, tables and umbrellas to expand activity in our urban park. We were also able to replicate the proactive code enforcement that kept private and public property blight free leading up to SB50 and developed what is now the Vacant Storefront Registry program. There are many benefits that we as a City can reap for our residents following the event.

Human Trafficking

Finally, I would be remiss if I did not mention the need for our public safety agencies to prepare for any potential heightened human trafficking or prostitution activity. This is once again another opportunity for the City to ramp up their efforts in responding to often elevated levels of human trafficking during events with high-visitor counts. I appreciate the proactive enforcement and operations that took place two years ago and urge that we continue working with groups such as the Santa Clara County Human Trafficking Coalition to utilize any available to resources to curtail this lucrative and inhumane industry.

Conclusion

I thank the Bay Area Host Committee, the San José Sports Authority and City Staff for their diligent efforts in attracting this world-class event to San José this upcoming winter. I look forward to working with all our partners in preparation to welcome collegiate football fans to San José.