

Public Safety, Finance, and
Strategic Support Committee

City Council Priority #10: Personal Care Business Compliance Initiative

September 20, 2018
Item: (d)4



Overview

- Massage Parlor Overconcentration
- Maps
- New Enforcement Program / Results
- Recommendations
- Conclusion



History – Illicit Massage Businesses

January 2016

Massage
Ordinance
Adopted

March 2017

Personal Care
Business
Compliance
Initiative added
to Priority list

2017-2018

Code Enforcement
Officer added
Vice Unit Sergeant
restored



Council Policy Priority #10

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



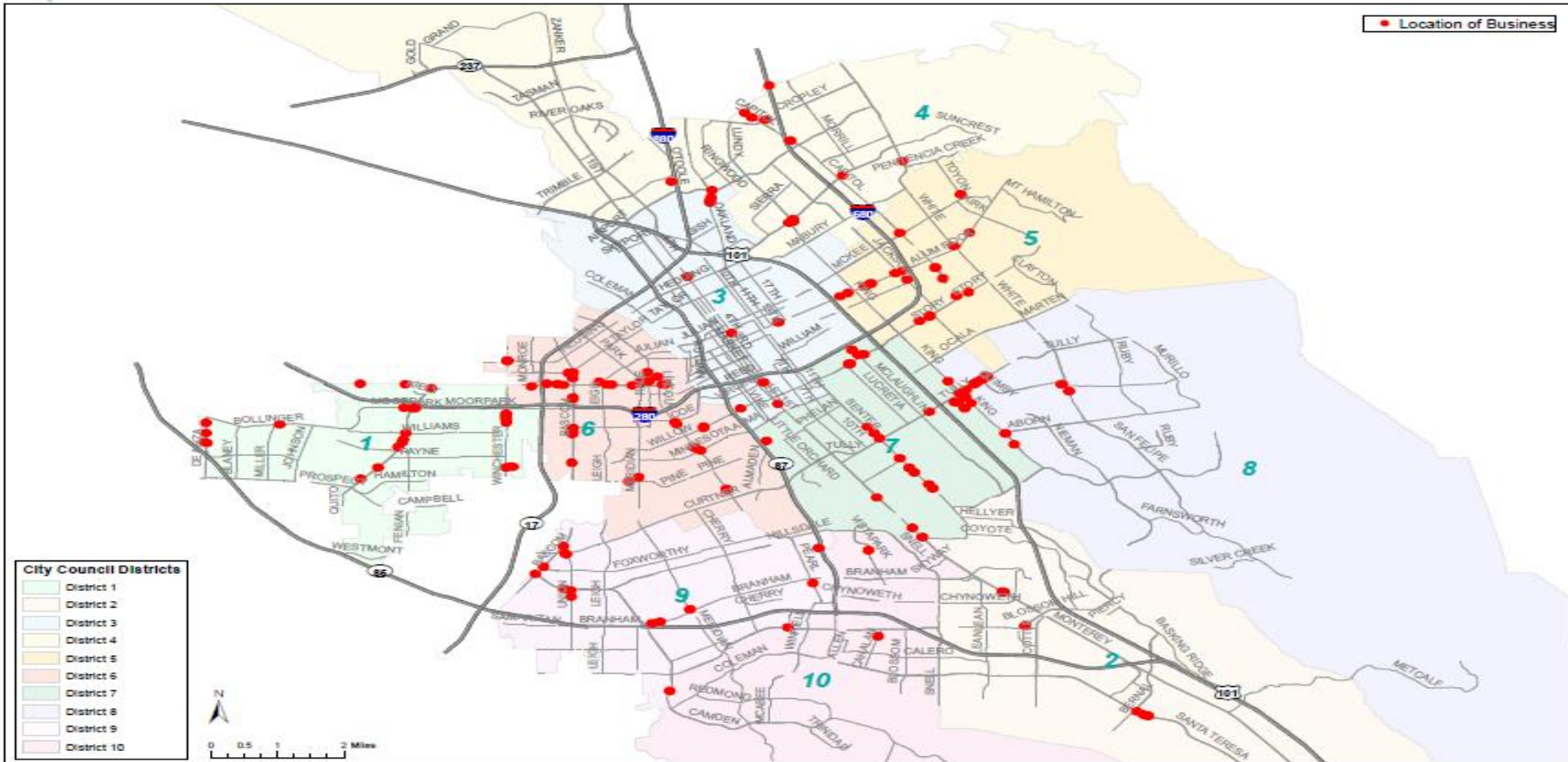
Massage Parlor Overconcentration



191 Suspected IMBs Identified



SAN JOSE MESSAGE BUSINESSES



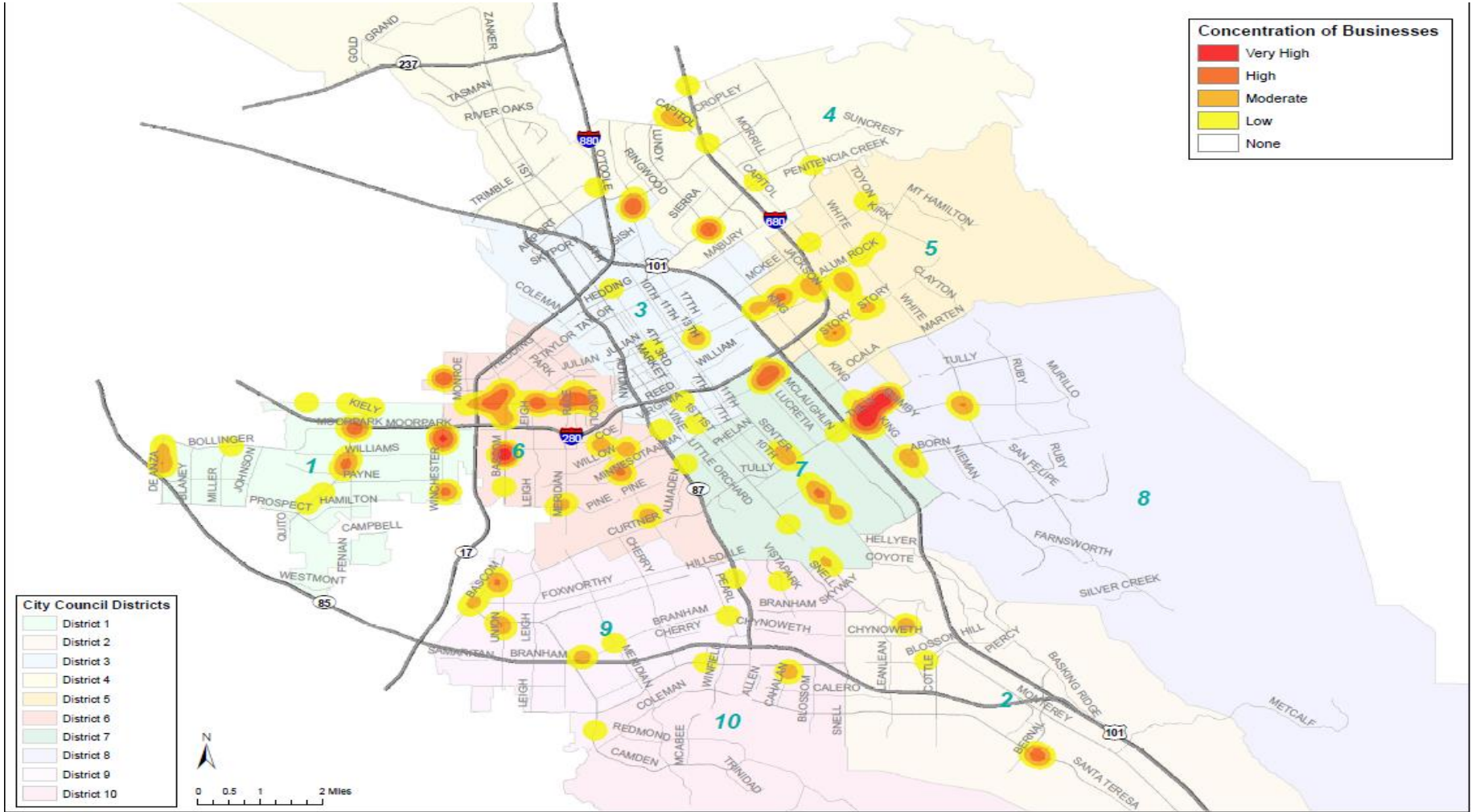
SOURCE: LT. MESSIER #3049 / S/JPD VICE UNIT
 CRIME ANALYSIS UNIT
 SAN JOSE POLICE DEPARTMENT

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Heat Map Pre-Enforcement



Human Trafficking in IMBs

Human Trafficking in Illicit Massage Businesses



The New Enforcement Program

- Collaborative effort between the Vice Unit, Code Enforcement and the CAO.
- Increasing covert operations and bringing in additional officers to assist Vice.
- Landlord Education Program.



Landlord Education Program

- Identify the landlord.
- Meeting at the Police Department with Vice.
- Provide copies of online erotic reviews.
- Provide the Polaris report.
- Provide a Letter from the Vice Unit.
- Explain the business is without proper permits.
- Educate about IMBs and abatement laws.



Enforcement Activity

VICE UNIT

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

CODE ENFORCEMENT

- 463 Inspections
- 193 compliance Orders
- 106 citations



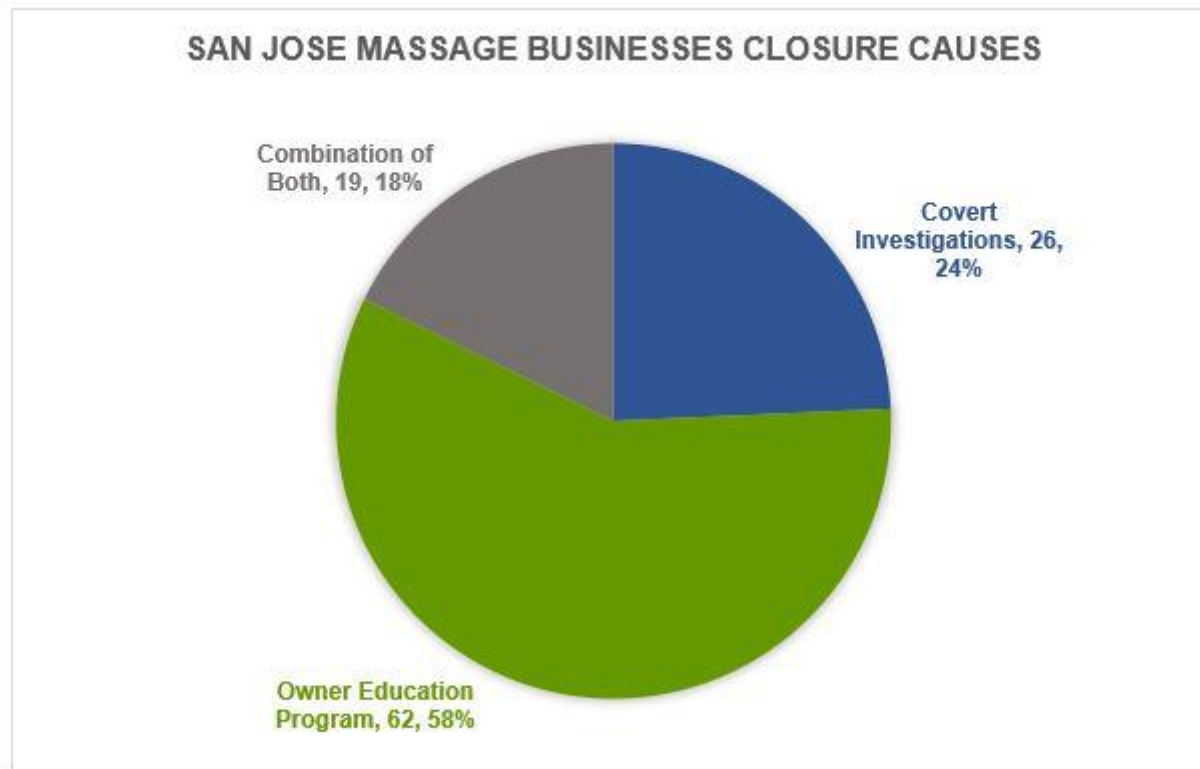
RESULTS

In the last 9 months of the original 191 IMBs

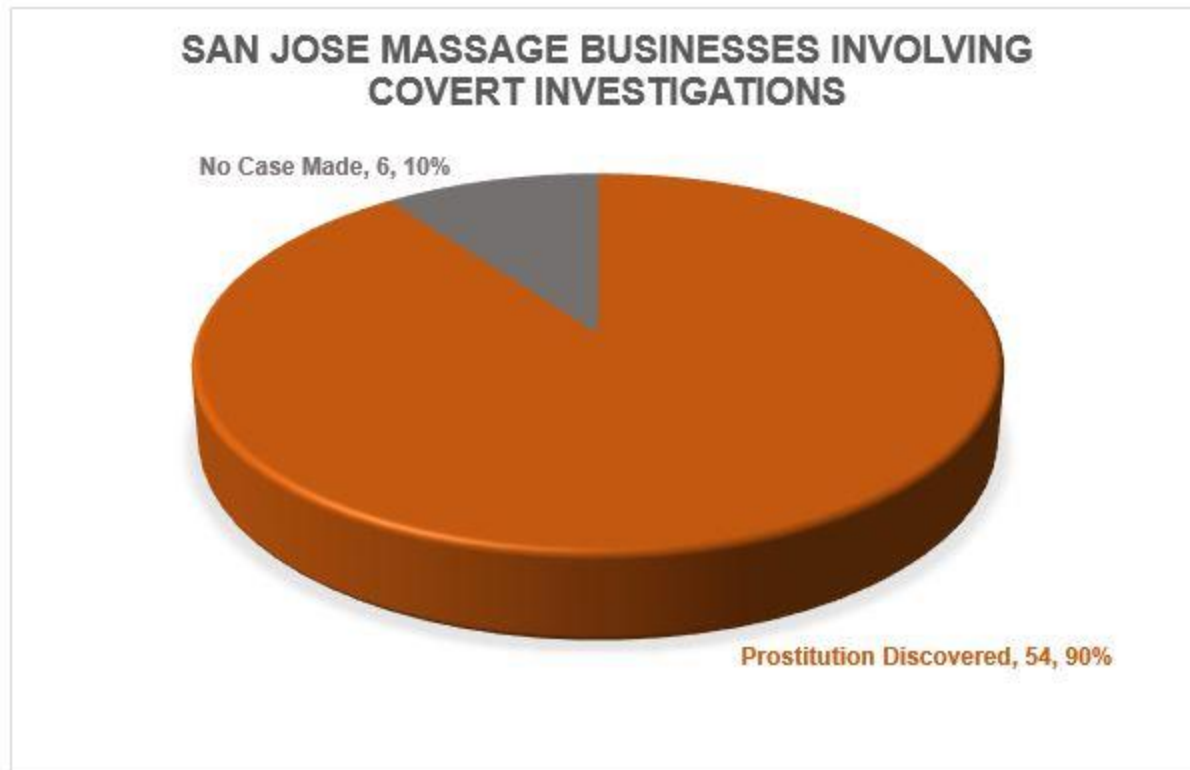
- 107 have closed
- 33 are in-process and expected to close
- Only 45 remain



Methods Used to Close 107 Illicit Massage Businesses



60 Covert Operations 90% Were Offering Prostitution Services.



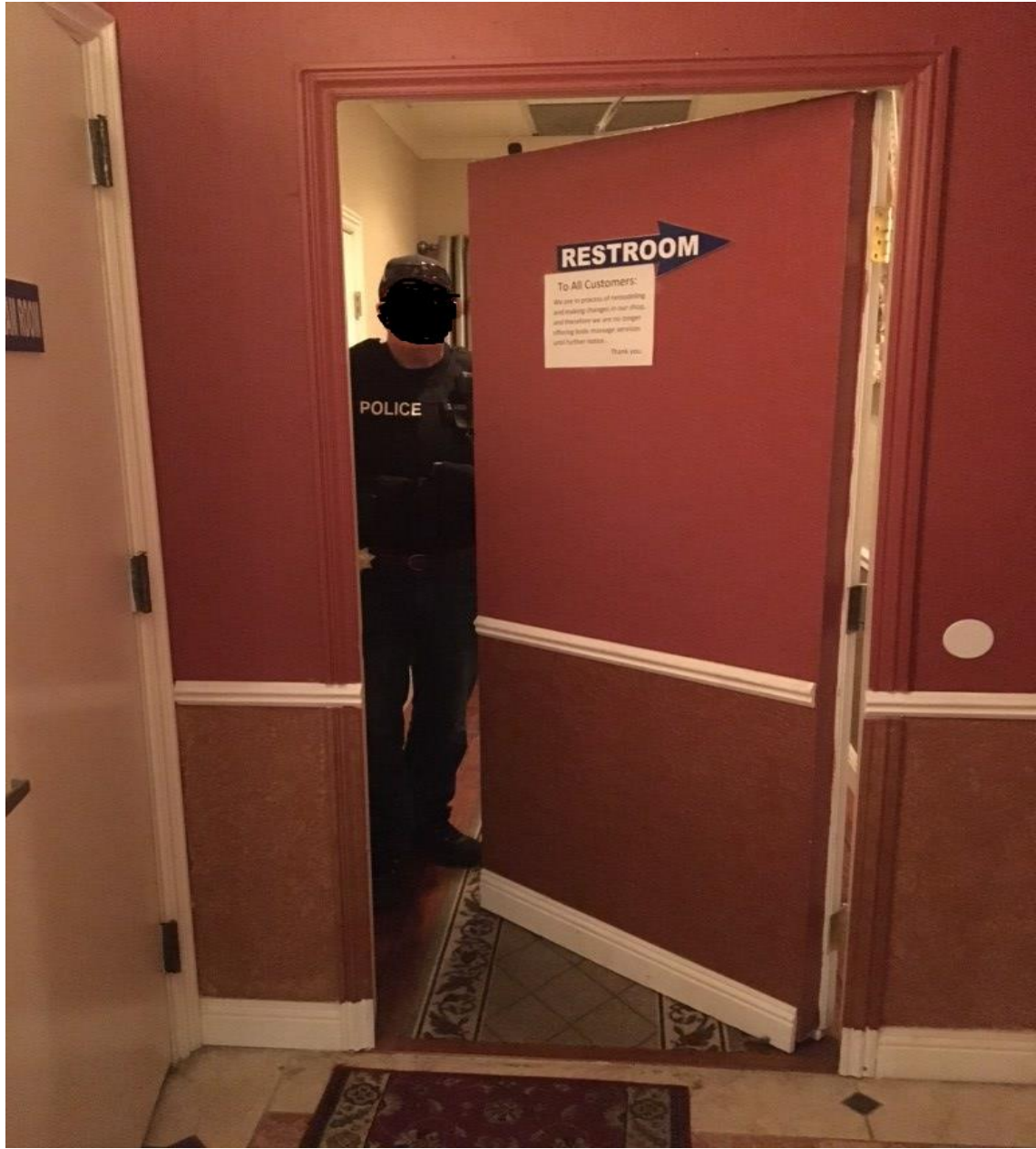
Other Data

- 7 fully permitted massages business were offering prostitution services (Revoked).
- 19 Massage Businesses are fully permitted.
- 2 landlords renting to IMBs where prostitution services were confirmed refused to evict their tenants.

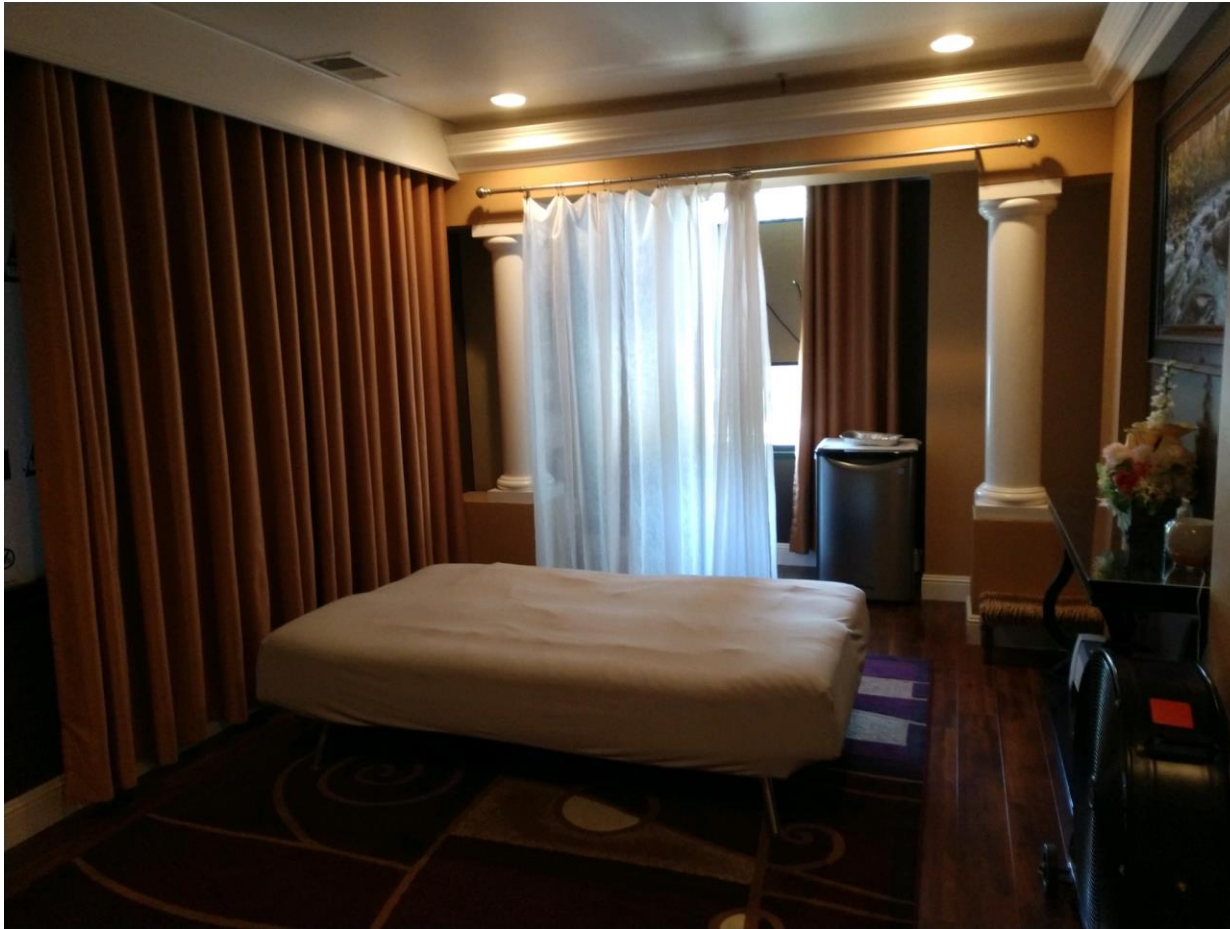


Salons Offering Prostitution

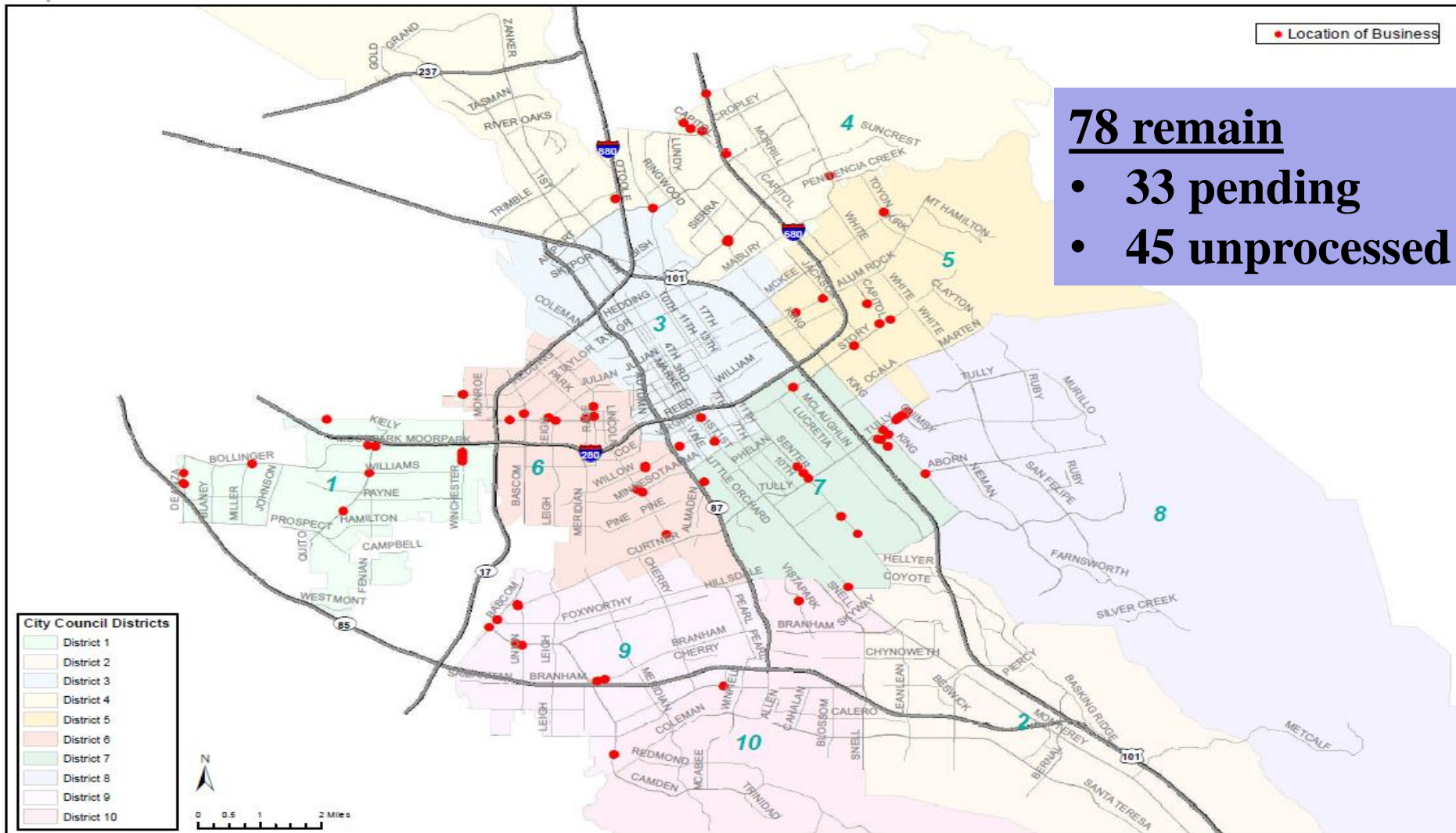




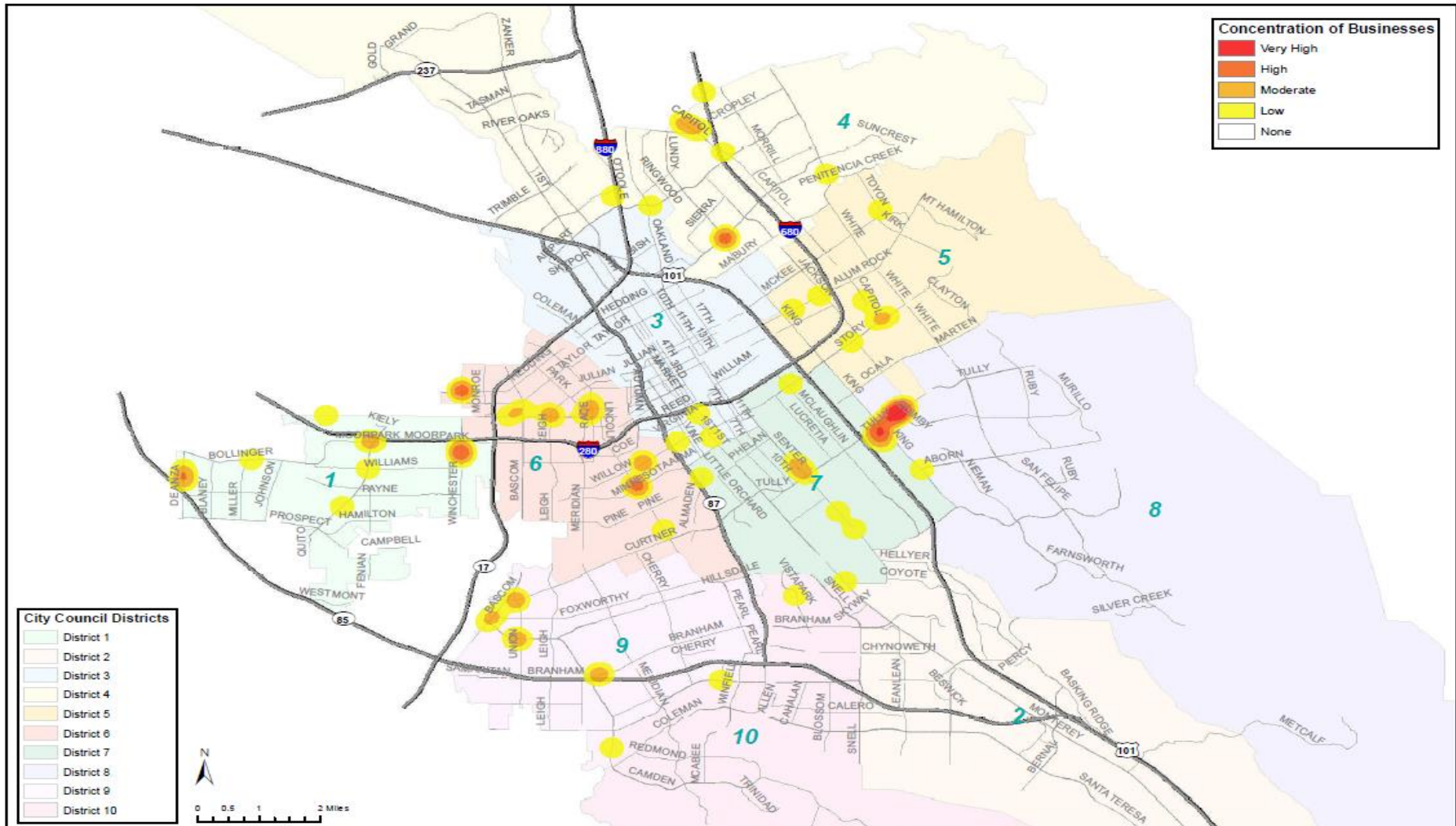
MASSAGE ROOMS



Remaining Suspected IMBs



Post Enforcement Heat Map

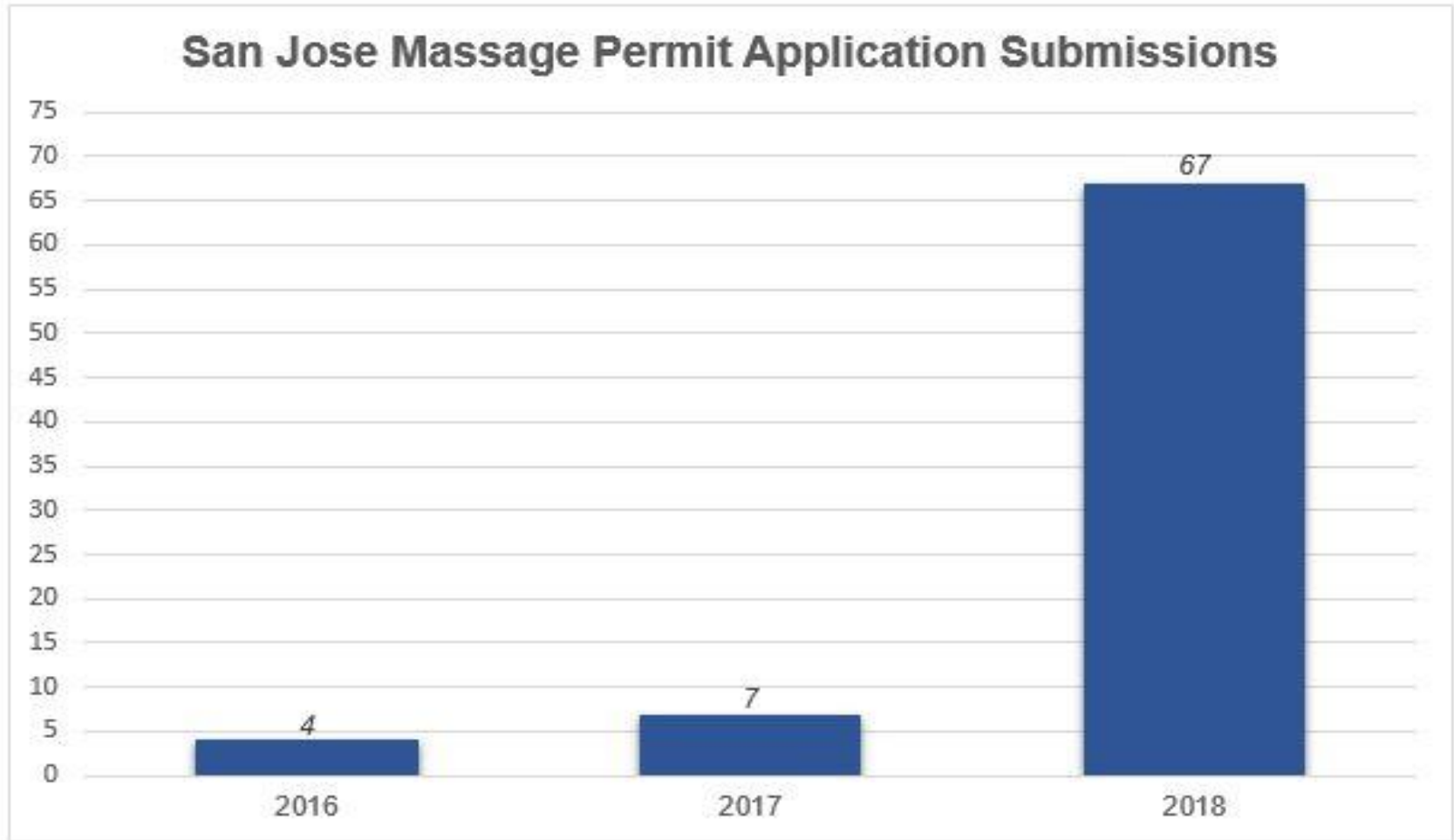


How We Measure Our Success

- 950% increase in massage permit applications.
- Open Source Information from sex buyers.
- Calls from neighboring cities.
- Calls From Human Trafficking Prevention Groups (South Bay Coalition).



Massage Permit Applications



What Sex Buyers Are Saying Online

- *“SJ police using info from reviews to shut down AMPs.”*
- *“SJ scene and the repercussions of AMPs closing.”*
- *“Anyone looking to trade AMP info in SJ.”*
- *“SJ scene literally dead.”*
- *“The department has SJ on lockdown, better massage in Milpitas and Cupertino.”*



Other Trends

- Minimal reviews describing prostitution
- Longer wait times in remaining businesses
- Charging customers more money
- More vetting of new customers
- Few relocating in SJ under new business name



Price Increases

Triple T Spa
408-940-9888

Body Massage	* Swedish	1 hour	\$40 \$50
		30 min.	\$30 \$40
Facial	* Deep Tissue	1 hour	\$50 \$70
	* Acne - Whitening	1 hour	\$40 & up \$60
Mini Facial		30 min.	\$30
Body Scrub Body Wrap	* Sauna included	1 hour	\$50 \$70
Waxing	* Eyebrow		\$8 & up
	* Upper lip & chin		\$10 & up
	* Lower Back		\$60 & up
	* Whole back		\$80 & up
Eyelash Extension			\$70 \$80

Thank You !



Conclusion

- **The Registry** – The Finance Dept. will provide Vice with a quarterly registry.
- **The Moratorium** – Only 45 massage businesses left. No longer needed.
- **Outreach and Discussion with Industry** – Code & Vice have fully completed.
- **Council Policy Priority** – Implemented.
- **Enforcement** – Ongoing.

