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SAN JOSE CITY COUNCIL
DISTRICT 10

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In the short-term (2021), I believe San José must focus on the survival and stabilization of our most vulnerable populations, including children, seniors, unhoused residents, those at risk of becoming unhoused, and small businesses on the verge of closure. While the need vastly outweighs available resources, I'd suggest prioritizing our efforts according to the greatest potential for harm reduction, which might include:

- **Save lives** – Set clear outreach objectives and key results for how the City will support the vaccination rollout with identifying, reaching, and motivating our most at-risk populations, including specific plans for culturally competent outreach to communities of color that have been disproportionately affected by COVID.
- **Homelessness prevention and rapid rehousing** – Continue eviction and rent increase moratoriums; propose and advocate for solutions for unwinding the growing tenant debt crisis to our federal and state partners; continue to build emergency housing quickly and inexpensively, competing for public and private dollars to support building and operations.
- **Invest in our children** – Leverage PRNS assets and nonprofit partners to expand tutoring opportunities to help students catch up; invest in weekend and summer opportunities that support learning and social and emotional well-being. Fully close the broadband access gap.
- **Outreach to seniors**: Leverage our Council offices and outside partners, such as community and faith-based groups, to organize peer-to-peer outreach to our senior population with the goal of reducing isolation, increasing vaccination rates, and helping seniors access resources.
- **Small business support**: Find opportunities for reducing regulatory and fee burdens for small and local businesses. Invest in signage, parklets, street closures, guerilla marketing, public art, outdoor events, etc. to drive customer engagement in key commercial zones in each district.

Beyond crisis response, we must address the long-running structural challenges that are making our region less affordable, less inclusive, and less competitive so that San José can achieve its potential to be a city of opportunity for all, including:

- **Housing supply** – We need to make it easier to build housing, especially in designated Urban Villages and near transit infrastructure, and at densities that support retail, transit and walkability, thereby also addressing climate risk. Work with the home construction industry to truly understand barriers to scaled investment and experiment with applicable policy changes.

- **Jobs** – Formally update the city’s 2010 Economic Strategy, leveraging learnings from the Silicon Valley Recovery Roundtable and outside expert advisors, to attract and support employers, both to achieve full employment and upward wage pressure for workers, and to expand our tax base so that the City can deliver core services (e.g. public safety, road repairs, park maintenance, library programming) at the level and quality that all of our residents expect and deserve.
- **Transportation** – Coupled with smart land use decisions, work with VTA to invest in transit improvements and innovations (e.g. BRT lanes, automated vehicles, last-mile solutions, ride-share partnerships) to expand mobility access, reduce travel times and reduce GHG emissions.
- **Education** – Set growth and equity goals for the number of children in SJ who are benefiting from city-sponsored programming at parks, libraries, and community centers, with an emphasis on college and career readiness, apprenticeships and lifelong learning.

Across both the short and long timeframes, I firmly believe that the City of San José will benefit from investing in clearer and more focused goals, regular reporting and analysis of performance metrics, and public conversation about our ongoing learnings and operational adjustments. The upcoming roadmap process, led by our City Manager, gives us an opportunity to set clear priorities and goals, and use data to ensure our services reach all residents and with maximum impact. Not only will this way of working allow us to do more with limited resources, but it will increase public trust in city government, especially as we collectively fight to recover from the COVID pandemic.