

February 15, 2021

San Jose City Council
200 E. Santa Clara Street
San Jose, CA 95113

Dear Mayor Liccardo, and Members of the Council:

Our City Forest fully endorses the greening initiative brought before you by Councilmember Davis. In our view, placing a priority on greening is one of the most forward-thinking decisions our local elected officials can make, not only to prepare for climate change impacts, but to ensure a higher and healthier quality of life for all residents, workers and visitors. Prioritizing and coordinating a comprehensive greening strategy is essential to ensuring San José's future as one of America's great cities.

It seems that nature-based solutions have long been on the back burner while "high-tech" solutions such as solar roofs and electric vehicles have been at the front. We no longer have the luxury of waiting to use what nature has provided to adapt our communities to be resilient to the changing climate. Acting now can provide multiple benefits for every aspect of life in our urban environment.

An urban forest study sponsored by the USFS showed S.J. as 2nd only to Los Angeles in the percentage of impervious surface for large California cities. These urban heat islands generate and compound climate change effects. It is therefore essential that we not only plant trees in ready-to-plant spaces, but we must create new spaces in sites now covered in cement and asphalt.

Our City Forest has obtained dozens of State and Federal tree planting grants on behalf of the City since 1994 to improve the urban forest and planted tens of thousands of trees along with community education. At least 200,000 volunteers have been engaged in this effort, increasing the local "environmental IQ" considerably over the past two decades. These shade trees are providing vast benefits to San José residents and have turned barren neighborhoods to green canopied streets. While City support has helped considerably, a greater investment is critical to address the many implementation costs and challenges that exist, especially in greening our low-income areas.

Every tree OCF has planted is a "stormwater plant", offering quantifiable benefits for the ability to decrease flooding. San Jose's current green stormwater infrastructure plan relies almost exclusively on underground regional projects that provide necessary water quality

improvements but fail to deliver any of these additional resilience benefits that trees and other above-ground greening can provide.

Therefore, we urge the council to adopt a comprehensive urban greening strategy and implementation plan as a city council priority.

In doing so, the council should direct staff to incorporate urban greening elements into all roadway improvement projects wherever feasible and make urban greening a default – not just suggested or optional – component of the city’s various infrastructure planning documents, such as Vision Zero, Better Bike 2025, the Community Forest Management Plan, and the Urban Villages. This approach will accelerate the city’s climate resilience and make these plans more successful and appealing to city residents.

The risks to our communities from climate change are not the same in all parts of the city. Air pollution and urban heat tend to be higher in lower income communities. By making urban greening a council priority, you can ensure that these important resilience strategies are equitably distributed throughout the city and reach the neighborhoods that need them the most.

Sincerely,

Rhonda Berry
President & CEO
Our City Forest

November 17, 2020

San Jose City Council
200 E. Santa Clara Street
San Jose, CA 95113

Mayor Liccardo, and members of the Council:

For over 60 years, Greenbelt Alliance has helped create cities and neighborhoods that make the Bay Area a better place to live - healthy places where people can walk and bike; communities with parks, shops, transportation options; homes that are affordable - and defend the Bay Area's natural and agricultural landscapes from sprawl development. Greenbelt Alliance's new [strategic plan](#) envisions a Bay Area of healthy, thriving, resilient communities made of lands and people that are safe during climate disasters and recover quickly from wildfire, floods, and drought, where everyone is living with nature in new and powerful ways for generations to come.

This year has demonstrated that the long-predicted impacts of climate change are already becoming our daily reality. More frequent and devastating wildfires, persistent drought, record-setting urban heat, and compromised air quality are becoming common, and these challenges will soon be compounded by flooding at the shoreline and inland, from sea level rise and more frequent storms.

Nature-based solutions like urban greening – including rain gardens, swales, and native urban tree canopy – help manage stormwater and improve water quality in the Bay. They also provide a host of climate adaptation benefits that are urgently needed. By incorporating more trees and vegetation into roadway designs and public spaces, urban greening can alleviate urban heat, support native habitat, better manage more frequent rain events, improve air quality, and make streets safer and more appealing for bicyclists and pedestrians.

That's why we support making a comprehensive urban greening strategy and implementation plan a Council priority.

A comprehensive urban greening strategy can enhance other citywide planning projects, like Vision Zero, Better Bike 2025, the Community Forest Management Plan, and the Urban Villages. And since climate impacts are not distributed equitably, this approach would ensure that the areas of San Jose that are already being impacted disproportionately by a changing climate benefit from these resilience strategies.

Prioritizing urban greening will not only accelerate the City's move toward climate resilience but will ultimately make San Jose a more appealing place to live, work, and play.

Sincerely,

Justin Wang
Advocacy Manager



January 11, 2021

San Jose City Council
200 E. Santa Clara Street
San Jose, CA 95113

**Re: Urban Greening Strategy and Implementation Plan Prioritization –
SUPPORT**

Mayor Liccardo, and Members of the City Council:

I am writing to you on behalf of the Santa Clara Valley Open Space Authority in strong support of City Council adoption of a comprehensive urban greening strategy and implementation plan as a City priority.

The Open Space Authority is a public, independent special district created by the California State Legislature in 1993 at the urging of community leaders who saw the importance of maintaining the ecological integrity of the region. The Authority conserves the natural environment, supports agriculture, and connects people to nature by protecting open spaces, natural areas, and working farms and ranches for future generations.

The City of San Jose continues to demonstrate significant climate leadership through its implementation of Climate Smart San Jose and work on the development of Climate Smart San Jose's Natural and Working Lands Element which considers the climate adaptation and mitigation benefits and GHG avoidance benefits of protecting and enhancing greenspaces like lands in Coyote Valley.

Consistent with this climate leadership, one of the most effective steps that the City can take to ensure realization of these bold planning efforts is to create a comprehensive strategy to implement nature-based solutions in urban areas. Nature-based solutions like urban greening – including rain gardens, swales, and urban tree canopy – help manage stormwater and improve water quality in San Francisco Bay, and they also provide a host of climate adaptation benefits that are urgently needed. By incorporating more vegetation into roadway designs and public spaces, urban greening can alleviate the urban heat island effect, better manage more frequent rain events, improve air quality, and make streets safer and more appealing for bicyclists and pedestrians.

Andrea Mackenzie,
General Manager

Alex Kennett, District 1

Mike Flaughner, District 2

Helen Chapman, District 3

Dorsey Moore, District 4

Shay Franco-Clausen, District 5

Mike Potter, District 6

Kalvin Gill, District 7

33 Las Colinas Lane
San Jose, CA 95119
408.224.7476 T
408.224.7548 F
openspaceauthority.org

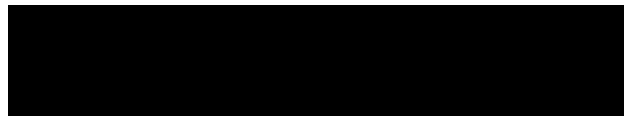
Improvements like these also benefit public health, often in communities where there are great health inequities, which are especially prevalent during a public health crisis like a pandemic. However, these benefits are important to San Jose's residents and improve their quality of life under non-crisis conditions as well.

Recent publications like Making Nature's City and Integrated Planning with Nature, both available on the San Francisco Estuary Institute's website, underscore the importance of strategic urban greening efforts in prioritizing and siting green infrastructure investments that buffer the City from the extreme weather effects of climate change while improving access to nature in underserved communities.

The City Council should direct staff to incorporate urban greening elements into all roadway improvement projects wherever feasible and make urban greening a default – not just suggested or optional – component of the city's various infrastructure planning documents, such as Vision Zero, Better Bike 2025, the Community Forest Management Plan, and the Urban Villages. This approach will accelerate the city's climate resilience and make these plans more successful and appealing to city residents.

We urge prioritization of an urban greening strategy and implementation plan in the City's annual priority setting process that would build on the City's record of climate leadership.

Sincerely,

A solid black rectangular box used to redact the signature of the sender.

Andrea Mackenzie
General Manager

Cc: Santa Clara Valley Open Space Authority Board of Directors

**SPUR**

San Francisco | San Jose | Oakland

January 22, 2021

San José City Council
City of San José
200 E. Santa Clara Street
San Jose, CA 95113

Dear Mayor Liccardo, Vice Mayor Jones and Councilmembers,

As the council continues to monitor progress on Climate Smart San José, SPUR would like to urge the city to embrace climate adaptation alongside the plan's goals to reduce greenhouse gas emission and promote resource conservation. While Climate Smart San José shows bold leadership on climate mitigation, it leaves adaptation and resilience strategies as topics for future consideration. We no longer have the luxury of waiting to adapt our communities to be resilient to the changing climate and acting now can provide multiple benefits for the city's people and wildlife.

One of the most effective steps that the city can take is to prioritize and coordinate a comprehensive strategy to expand urban greening.

As global temperatures rise, temperatures in San José are likewise projected to increase, and rainfall is projected to become more sporadic. These climatic shifts will result in several indirect climate risks, including increasingly intense droughts, floods, extreme heat events, and wildfires; declining air quality; and possible crop failure on agricultural lands. There is also the potential that gray infrastructure used to mitigate climate risk will further increase emissions, such as pumps used to deal with flooding or air conditioning during extreme heat events. These impacts are projected to disproportionately impact disadvantaged communities; achieving climate resilience will require addressing this inequity.

Last year SPUR released a report, *Integrating Planning with Nature*, in partnership with the San Francisco Estuary Institute and the Santa Clara Valley Open Space Authority on building climate resilience across the urban-to-rural gradient through nature-based solutions. Nature-based solutions like urban greening – including rain gardens, swales, and urban tree canopy – help manage stormwater and improve water quality in the Bay, and they also provide a host of climate adaptation benefits that are urgently needed.

San José's current green stormwater infrastructure plan relies almost exclusively on underground regional projects that provide necessary water quality improvements but fail to deliver any of these additional resilience benefits that above-ground urban greening provides.

Therefore, we urge the council to adopt a comprehensive urban greening strategy and implementation plan as a city council priority. We also believe that such urban greening strategies should be accompanied by anti-displacement strategies to prevent the unintended consequence of greening leading to gentrification.

SAN FRANCISCO

654 Mission Street
San Francisco, CA 94105
(415) 781-8726

SAN JOSE

76 South First Street
San Jose, CA 95113
(408) 638-0083

OAKLAND

1544 Broadway
Oakland, CA 94612
(510) 827-1900

spur.org

In doing so, the council should direct staff to incorporate urban greening elements into all roadway improvement projects wherever feasible and make urban greening a default – not just suggested or optional – component of the city’s various infrastructure planning documents, such as Vision Zero, Better Bike 2025, the Community Forest Management Plan, and the Urban Villages. This approach will accelerate the city’s climate resilience and make these plans more successful and appealing to city residents.

The risks to our communities from climate change are not the same in all parts of the city. Air pollution and urban heat tend to be higher in lower income communities. By making urban greening a council priority, you can ensure that these important resilience strategies are equitably distributed throughout the city and reach the neighborhoods that need them the most.

Sincerely,

A solid black rectangular box used to redact the signature of Michelle Huttenhoff.

Michelle Huttenhoff
Planning Policy Director
SPUR



January 12, 2021

San Jose City Council
200 E. Santa Clara Street
San Jose, CA 95113

Mayor Liccardo, and members of the Council:

As the council continues to monitor progress on Climate Smart San Jose, California Walks/Walk San Jose would like to urge the City to embrace climate adaptation alongside the plan's goals to reduce greenhouse gas emission and promote resource conservation. While Climate Smart San Jose shows bold leadership on climate mitigation, it leaves adaption and resilience strategies as topics for future consideration. We no longer have the luxury of waiting to adapt our communities to be resilient to the changing climate and acting now can provide multiple benefits for the City's people and wildlife.

One of the most effective steps that the city can take is to prioritize and coordinate a comprehensive strategy to expand urban greening.

Nature-based solutions like urban greening – including rain gardens, swales, and urban tree canopy – help manage stormwater and improve water quality in the Bay, and they also provide a host of climate adaptation benefits that are urgently needed. By incorporating more vegetation into roadway designs and public spaces, urban greening can alleviate urban heat, better manage more frequent rain events, improve air quality, and make streets safer and more appealing for bicyclists and pedestrians.

California Walks is the statewide voice for pedestrian safety and walkable, healthy communities, and Walk San Jose works at the local level to promote walkability and safety in the City of San Jose. California Walks/Walk San Jose has a long history of working with the City of San Jose to advance pedestrian safety efforts through Vision Zero. A comprehensive urban greening strategy will allow San Jose to meet environmental, traffic safety, and mode of travel goals set by Climate Smart San Jose and Vision Zero.

Improvements like these benefit public health and enhance the quality of life within neighborhoods, which is more important than ever as people stay close to home and rely on their immediate surroundings for recreation during the Covid-19 pandemic.

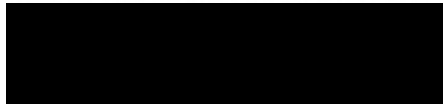
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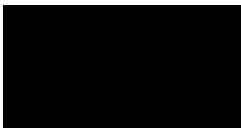
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Sincerely,



Mihaela Babalai
Co-Executive Director
California Walks



Nikita Sinha
Walk San Jose Program Manager
California Walks

Fw: Urban greening

City Clerk <city.clerk@sanjoseca.gov>

Thu 2/25/2021 8:20 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Forwarding.

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? [Please take our short survey.](#)

From: Kim Karcher [REDACTED]

Sent: Wednesday, February 24, 2021 9:00 PM

To: City Clerk <city.clerk@sanjoseca.gov>; Agendadesk <Agendadesk@sanjoseca.gov>

Subject: Urban greening

[External Email]

From: Kim Karcher [REDACTED]

Sent: Wednesday, February 24, 2021 3:02 PM

To: The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>

Cc: District 6 <district6@sanjoseca.gov>

Subject: Urban greening

[External Email]

I write in support of prioritizing Councilmember Davis's urban greening proposal. The recent pandemic has exposed the cracks in San Jose's overall liveability and the unacceptable differential between neighborhoods. Restoring our habitat cannot be left to "when things get better." Restoring — and improving — our habitat can help things get better and better position us to withstand future challenges.

Like most long-term efforts of this sort, success will depend on a shared understanding of roles and responsibilities between the city, its residents, and businesses that operate here. Fortunately, other cities have paved the way with greenbelts, wildlife corridors, subsidies for

green-positive property improvements, and so forth. While it will be important for San Jose to identify its unique factors and conditions, the city should not have to analyze the merits of urban greening for years. Make urban greening a priority and get moving!

Kim Karcher
San Jose, CA

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Fw: I support urban greening

City Clerk <city.clerk@sanjoseca.gov>

Thu 2/25/2021 8:45 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Forwarding.

Office of the City Clerk | City of San José200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? [Please take our short survey.](#)

From: L A Kurth [REDACTED]
Sent: Wednesday, February 24, 2021 6:05 PM
To: City Clerk <city.clerk@sanjoseca.gov>
Subject: I support urban greening

[External Email]

This is Lita Kurth in Dev Davis's district, and I'd like to express my support for the urban greening plan. As new houses get larger and larger, most of the lot that was once lawn and trees disappears. It will take a lot of greening to make up for that loss. Because we lose more each day, this is essential. I hope Google will be required to include lots of greenery in its plans.

Lita Kurth
[REDACTED]

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Fw: Urban greening

City Clerk <city.clerk@sanjoseca.gov>

Thu 2/25/2021 8:46 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Forwarding.

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? [Please take our short survey.](#)

From: Desai, Serena <[REDACTED]>

Sent: Wednesday, February 24, 2021 5:53 PM

To: City Clerk <city.clerk@sanjoseca.gov>; Agendadesk <Agendadesk@sanjoseca.gov>

Subject: Fw: Urban greening

Hi there,

Please see letter from public below for tomorrow's special roadmap meeting.

Best,
Serena

From: Kim Karcher <[REDACTED]>

Sent: Wednesday, February 24, 2021 3:02 PM

To: The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>

Cc: District 6 <district6@sanjoseca.gov>

Subject: Urban greening

[External Email]

I write in support of prioritizing Councilmember Davis's urban greening proposal. The recent pandemic has exposed the cracks in San Jose's overall liveability and the unacceptable differential between neighborhoods. Restoring our habitat cannot be left to "when things get better." Restoring — and improving — our habitat can help things get better and better position us to withstand future challenges.

Like most long-term efforts of this sort, success will depend on a shared understanding of roles and

responsibilities between the city, its residents, and businesses that operate here. Fortunately, other cities have paved the way with greenbelts, wildlife corridors, subsidies for green-positive property improvements, and so forth. While it will be important for San Jose to identify its unique factors and conditions, the city should not have to analyze the merits of urban greening for years. Make urban greening a priority and get moving!

Kim Karcher
San Jose, CA

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Fw: No Billboards in San Jose

City Clerk <city.clerk@sanjoseca.gov>

Thu 2/25/2021 9:52 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Forwarding.

Office of the City Clerk | City of San José200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? [Please take our short survey.](#)

From: Lincoln Bourne [REDACTED] >**Sent:** Thursday, February 25, 2021 9:50 AM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>**Cc:** citizenbrown1@gmail.com <citizenbrown1@gmail.com>; <nosjbillboards@sanjoseca.gov>; [REDACTED]

[REDACTED]; City Clerk <city.clerk@sanjoseca.gov>

Subject: No Billboards in San Jose

[External Email]

Dear Honorable San Jose City Council Members:

I request that you everything in your power to prevent digital billboards from installation in our beautiful community.

There is no trade-off or fee or benefit worth the cost we will pay to our environment if the billboards are constructed. It is your duty to protect our wildlife, our view shed, our night sky, and our high quality of life. We live in an Information Age where citizens can get advertising and everything they need and want to know on devices at home and at work. We don't need another source of information in the form of brightly lit boards. Stop the blight. Stop the light.

Stop Phases 1 and 2 of this project today at the City Council Special Meeting on City Roadmap for 2021-2022.

Also, please be transparent and publish your voting record and opinions about this project in your district newsletters. Don't force citizens to become investigators in order to learn about city governance and business.

Thank you,
Lincoln Bourne

[REDACTED]

----- Forwarded message -----

From: <[citizenbrown1\[REDACTED\]](mailto:citizenbrown1[REDACTED])>

Date: Thu, Feb 25, 2021 at 9:41 AM

Subject: Stop San Jose Digital Billboards Today

To: <District1@sanjoseca.gov>, <District2@sanjoseca.gov>, <District3@sanjoseca.gov>, <District4@sanjoseca.gov>, <District5@sanjoseca.gov>, <District6@sanjoseca.gov>, <District7@sanjoseca.gov>, <District8@sanjoseca.gov>, <District9@sanjoseca.gov>, <mayoremail@sanjoseca.gov>, <District10@sanjoseca.gov>, <Martina.Davis@sanjoseca.gov>
CC: <[nosjbillboards\[REDACTED\]](mailto:nosjbillboards[REDACTED])>, <city.clerk@sanjoseca.gov>

Dear Honorable San Jose City Council Members:

I request that you everything in your power to prevent digital billboards from installation in our beautiful community.

There is no trade-off or fee or benefit worth the cost we will pay to our environment if the billboards are constructed. It is your duty to protect our wildlife, our view shed, our night sky, and our high quality of life. We live in an Information Age where citizens can get advertising and everything they need and want to know on devices at home and at work. We don't need another source of information in the form of brightly lit boards. Stop the blight. Stop the light.

Stop Phases 1 and 2 of this project today at the City Council Special Meeting on City Roadmap for 2021-2022.

Also, please be transparent and publish your voting record and opinions about this project in your district newsletters. Don't force citizens to become investigators in order to learn about city governance and business.

Thank you for your consideration,

Stephanie Brown
[REDACTED]

--

-sb Stephanie Brown Communication Strategies [REDACTED]

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Fw: STOP Electronic Billboard Phase 1 Implementation

City Clerk <city.clerk@sanjoseca.gov>

Thu 2/25/2021 9:53 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Forwarding.

Office of the City Clerk | City of San José200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? [Please take our short survey.](#)

From: Anne-Marie Meredith <[REDACTED]>**Sent:** Thursday, February 25, 2021 9:44 AM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; NoSJBillboards <[REDACTED]>; <[REDACTED]>; City Clerk <city.clerk@sanjoseca.gov>**Cc:** Anne-Marie Meredith <[REDACTED]>**Subject:** STOP Electronic Billboard Phase 1 Implementation

[External Email]

To All it May Concern,

Please follow the City "Staffs" analysis and recommendations to keep the long-standing billboard ban in place.

Most residents were unaware of the Phase 1 process and believe there was not enough community outreach. Had there been more transparency at the time, constituents would have overwhelmingly expressed concerns and opposition. Once people learned what was happening without community input, the opposition we expressed should have made it obvious electronic billboards are not something the community wants.

While we are pleased Phase 2 is on hold, we are fearful of legal challenges if Phase 1 of Electronic Billboards are allowed on City land and then denied on private property. It doesn't matter where they are located, we DO NOT WANT ANY ELECTRONIC BILLBOARDS polluting our City. We have enough blight as it is with homelessness, trash, and polluted waterways, we don't need the skyline ruined as well.

I ask that you please reconsider your unpopular e-billboard idea and fully reinstate the ban to include any previously approved changes.

Anne-Marie Meredith
Naglee Park

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Fw: Support for a Citywide COVID-19 Economic Recovery Task Force

Agendadesk <Agendadesk@sanjoseca.gov>

Wed 2/24/2021 6:47 PM

To: Rules and Open Government Committee Agendas <rulescommitteeagenda@sanjoseca.gov>

Agenda Desk

City of San José | Office of the City Clerk
200 East Santa Clara St. – Tower 14th Fl.
San José, CA 95113-1905
Phone 408.535.1275 | Fax 408.292.6207
agendadesk@sanjoseca.gov

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From: Michele Lew <[REDACTED]>

Sent: Wednesday, February 24, 2021 1:54 PM

To: The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>

Subject: Support for a Citywide COVID-19 Economic Recovery Task Force

[External Email]

Dear Honorable Mayor and Councilmembers,

On behalf of the Health Trust, we encourage you to prioritize Councilmember Raul Peralez's proposal to convene a Citywide COVID-19 Economic Recovery Task Force.

Having participated in the Health & Racial Equity Task Force convened by Councilmember Carrasco, we have seen the value of lifting up the voices of community organizations and leaders. The next few years will be critical in the rebuilding of our city and community, and we must ensure that diverse community members have a formal seat at the table.

By convening a community-based task force, the City can create an inclusive space to garner essential input that will shape our recovery process.

Thank you for considering this proposal.

Sincerely,
Michele Lew

Michele Lew

Pronouns: she, her, hers

Chief Executive Officer



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Fw: Priority Setting: Exploring Creation of a San Jose Public Health Officer position

Agendadesk <Agendadesk@sanjoseca.gov>

Wed 2/24/2021 5:14 PM

To: Rules and Open Government Committee Agendas <rulescommitteeagenda@sanjoseca.gov>

Agenda Desk

City of San José | Office of the City Clerk
200 East Santa Clara St. – Tower 14th Fl.
San José, CA 95113-1905
Phone 408.535.1275 | Fax 408.292.6207
agendadesk@sanjoseca.gov

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From: Michele Lew [REDACTED] >**Sent:** Wednesday, February 24, 2021 2:14 PM**To:** Agendadesk <Agendadesk@sanjoseca.gov>**Subject:** Priority Setting: Exploring Creation of a San Jose Public Health Officer position

[External Email]

Dear Honorable Mayor and Councilmembers,

On behalf of the Health Trust, we encourage you to consider Councilmember Raul Perez's proposal to explore the creation of a San Jose Public Health Officer position.

As the last year has shown us, all residents play a role in building a healthy city. The COVID-19 pandemic has also laid bare deep racial health disparities in San Jose that require dedicated attention going forward.

A City Public Health Officer must work in partnership with other government and community partners, as well as with residents. We welcome further research and dialogue about creation of this position for the City of San Jose. Please do not hesitate to reach out if we can assist with additional research.

Thank you for considering this proposal.

Sincerely,
Michele Lew

Michele Lew

Pronouns: she, her, hers

Chief Executive Officer

[REDACTED]

The Health Trust | healthtrust.org

3180 Newberry Dr., Suite 200, San Jose, CA 95118



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Dedicated Health Officer for the City of San Jose

bill fairweather [REDACTED]

Thu 2/25/2021 4:19 PM

To: Agendadesk <Agendadesk@sanjoseca.gov>

[External Email]

To whom it may concern,

My name is Bill Fairweather and I represent IATSE Local 134 and the thousand plus workers who work events in Santa Clara County. Our workers are responsible for the setup, running of and taking down of the theatrical stage, concert and convention productions that take place in the county. A major portion of our work takes place in the city of San Jose...Conventions, concerts at the SAP and Civic Aud, CMT at the Montgomery and the Symphony and Opera at the California Theatre. Our people are suffering right now with the combined loss of health care and their retirement funds.

I would ask that a dedicated health official be put in place for the City of San Jose. As we have seen over the past year it has been almost impossible to work with the county in just about every area, especially when it comes to our multi million dollar industry. We now understand that each health care official has their own take on how the pandemic should be handled on the business side. For example in San Mateo County the health official has been at odds with the state on how the response should be handled. He feels the balance should be between health concerns and economic concerns. In Santa Clara there is very little care for the business side. San Jose downtown is suffering and there is no end in sight. It depends on conventions, theater and concerts to survive and to contribute to fund 536. The hotels, restaurants and business's in the downtown area are going under at a quick rate. It would be nice to have a health official who sees the importance of the whole picture. People like Jeff Smith and Sara Cody who are unelected, politically appointed have handle this crisis in the worse way...strictest lockdown and worse pandemic totals. Many states have been able to open and work to keep the health crisis in check. The loss of life we have seen is tragic, we understand that, we all know someone whether it be friends or family that have been affected by this terrible virus but it makes no sense to let others lose everything financially. There has to be balance and maybe with San Jose having their own health official they might understand that working together rather than shutting out people who know our industry we can safely start returning to work.

thank you for your time

Bill Fairweather
President IATSE Local 134 Santa Clara County/San Jose Ca

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Support CM Peralez's Call to Convene a Citywide COVID-19 Economic Recovery Task Force

Laura Chmielewski [REDACTED] >

Thu 2/25/2021 7:35 AM

To: The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District1 <district1@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>
Cc: Agendadesk <Agendadesk@sanjoseca.gov>; Peralez, Raul <Raul.Peralez@sanjoseca.gov>; John LaFortune <jlafortune@sanjose.org>

[External Email]

Dear Honorable Mayor and Councilmembers,

I urge that you prioritize Councilmember Raul Peralez's priority setting proposal to convene a Citywide COVID-19 Economic Recovery Task Force. Having participated in the Greater Downtown San Jose Economic Recovery Task Force, I have seen the value of allowing for my voice as a local business representative to be heard. The next few years will be critical in the rebuilding of our city and community from the pandemic and it is important that the community has a formal seat at the table. By convening a community-based Task Force, we would ensure an inclusive space that would garner important community input that will advise the City Council and ultimately shape our City's recovery process.

Please support this proposal!

Thank you,
Laura



Laura Chmielewski
Vice President, Marketing & Communications



San Jose, CA 95110



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Fw: Stop San Jose Digital Billboards Today

City Clerk <city.clerk@sanjoseca.gov>

Thu 2/25/2021 9:57 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? [Please take our short survey.](#)

From: citizenbrown1 [REDACTED] >

Sent: Thursday, February 25, 2021 9:41 AM

To: District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>

Cc: nosjbillboards [REDACTED] <[REDACTED]>; City Clerk <city.clerk@sanjoseca.gov>

Subject: Stop San Jose Digital Billboards Today

[External Email]

Dear Honorable San Jose City Council Members:

I request that you everything in your power to prevent digital billboards from installation in our beautiful community.

There is no trade-off or fee or benefit worth the cost we will pay to our environment if the billboards are constructed. It is your duty to protect our wildlife, our view shed, our night sky, and our high quality of life. We live in an Information Age where citizens can get advertising and everything they need and want to know on devices at home and at work. We don't need another source of information in the form of brightly lit boards. Stop the blight. Stop the light.

Stop Phases 1 and 2 of this project today at the City Council Special Meeting on City Roadmap for 2021-2022.

Also, please be transparent and publish your voting record and opinions about this project in your district newsletters. Don't force citizens to become investigators in order to learn about city governance

and business.

Thank you for your consideration,

Stephanie Brown
San Jose Resident, [REDACTED]
[REDACTED]

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Fw: Reinstate San Jose Billboard Ban

City Clerk <city.clerk@sanjoseca.gov>

Thu 2/25/2021 9:57 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? [Please take our short survey.](#)

From: Elizabeth Winslow <[REDACTED]>**Sent:** Thursday, February 25, 2021 9:36 AM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; NoSJBillboards <[REDACTED]>; <[REDACTED]>; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Reinstate San Jose Billboard Ban

[External Email]

To City Council and Staff,

Please follow city "staffs" analysis and recommendations to keep the long standing billboard ban in place.

Many residents (my husband & myself included) were unaware of the Phase 1 process and think that there was not enough community outreach. Had there been transparency at the time, constituents would have overwhelmingly expressed concerns and opposition.

Also, while we are happy about the Phase 2 hold, *we are fearful of legal challenges if Phase 1 electronic billboards are allowed on city land and then denied on private property.*

Please fully reinstate the ban fully including any previously approved changes. My husband & I oppose any changes to the ban and have been proud that San Jose has held firm for decades to prevent billboard blight.

Sincerely,
Elizabeth Winslow
Gregory Winslow

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Fw: Reinstate Ban on ALL Billboards

City Clerk <city.clerk@sanjoseca.gov>

Thu 2/25/2021 9:58 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Office of the City Clerk | City of San José200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? [Please take our short survey.](#)

From: Marni Kamzan <[REDACTED]>**Sent:** Thursday, February 25, 2021 9:13 AM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED] <[REDACTED]>; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Reinstate Ban on ALL Billboards

[External Email]

Please follow city "staffs" analysis and recommendations (Attachment IV) to keep the long standing billboard ban in place.

Many residents were unaware of the Phase 1 process and think that there was not enough community outreach. Had there been transparency, constituents would have overwhelmingly expressed concerns and opposition at that time.

Also, while we are happy about the Phase 2 hold, we are fearful of legal challenges if Phase 1, electronic billboards are allowed on city land and denied on private property.

Please fully reinstate the ban fully including any previously approved changes.

Marni Kamzan
[REDACTED]

Hi,

My name is Steven J. Sibley and I am a small business owner in Willow Glen. I am writing to ask that you prioritize making the City's Al Fresco Ordinance permanent, as part of the city-wide priority setting process this Thursday, February 25th.

The Al Fresco policy is what has enabled Willow Glen businesses to stay afloat amid the excruciatingly painful restrictions and shut-downs caused by the pandemic. The Al Fresco policy enhances our quality of life and belonging in our community by creating vibrancy throughout the neighborhood, which in turn helps attract customers and hasten our city's financial recovery.

Please prioritize making Al Fresco permanent as it is a crucial step towards the economic recovery for retail and restaurants that our city and fellow community members need.

Thank you,

Steven J. Sibley, Esq.

SIBLEY LAW GROUP

P.O. Box 8724

San Jose, CA 95155

[REDACTED]

City Council Members,

My name is Anthony Jimenez and I am a small restaurant owner in San Jose. I am writing to ask that you prioritize making the City's Al Fresco Ordinance permanent, as part of the city-wide priority setting process this Thursday, February 25th.

The Al Fresco policy is what has enabled our business and livelihood to stay afloat amid the excruciatingly painful restrictions and shut-downs caused by pandemic. In addition to the investments I have made changing my business operations and working with the City to install a parklet, the Al Fresco policy enhances quality of life by creating vibrancy throughout the streets, which in turn helps attract customers and hasten our city's financial recovery.

Please prioritize making Al Fresco a permanent fixture as it is a crucial step towards the economic recovery for retail and restaurants that our city and community members need. This is a long road ahead we are facing to hopefully get a chance to recover what has been lost.

Thank you,

Anthony Jimenez

Chef/Owner

Braise Willow Glen

Re: Today's Mtg Agenda Item Number, 3.1

Le, Nancy <Nancy.Le@sanjoseca.gov>

Thu 2/25/2021 2:13 PM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Hi Michelle,

Can you also please confirm that this letter sent to councilmeeting@sanjoseca.gov will be included in the public record? Thank you!

Best,

Nancy Lê

Deputy Chief of Staff

City of San Jose | Office of Councilwoman Sylvia Arenas – District 8

O: 408.535.4964 | E: Nancy.Le@sanjoseca.gov

200 East Santa Clara Street – 18th Floor, San Jose, CA 95113

From: Sharan <sharan [REDACTED]>

Sent: Thursday, February 25, 2021 1:55 PM

To: CouncilMeeting <CouncilMeeting@sanjoseca.gov>

Subject: Today's Mtg Agenda Item Number, 3.1

[External Email]

In lieu of speaking, I would like to submit in public comment my support for the following:

NP #7: Sexual Assault Bill of Rights

The City of San Jose has identified gaps in reporting of sexual assault and inadequate response from agencies in support, particularly from law enforcement. The Sexual Assault Bill of Rights will institutionalize the priorities the City Council has been echoing since the study sessions exploring sexual assault. Trauma from sexual assault becomes a vulnerability for the survivor and it is imperative we have safeguards to protect and assist survivors. When we institutionalize practices it creates a culture that tells survivors in our community they are supported and their voices are heard.

We also know that individuals are increasingly marginalized because of the pandemic and more needs to be done to ensure that vulnerable individuals know about and have access to ways of reporting and supportive services. Please ensure that San Jose continues to prioritize this issue and create a safer community for us all.

Thank you,

Sharan Dhanoa

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Mayor & City Council
City of San José
200 East Santa Clara Street, 18th Floor
San José, CA 95113
Sent via electronic mail

February 25, 2021

Re: Special Meeting of the City Council on the City Roadmap from COVID to Recovery

Dear Mayor Liccardo, City Councilmembers, and City Manager Sykes:

I'm writing on behalf of Silicon Valley Council of Nonprofits (SVCN) and our 160+ nonprofit members and 60+ ally members.

First, we would like to express our appreciation for the incredible amount of work that staff has been doing to think about and plan for the future of the City of San José in light of the direct impacts of COVID-19 while being cognizant of the incredible disparities in wealth, health, and overall well-being in our community that have been clarified and exacerbated by the pandemic.

SVCN supports the following approaches and priorities, many of which are described in various staff and Council memoranda:

- Moving towards a comprehensive City strategic plan that is highly accountable and transparent. This plan should include an enterprise-wide human services (or perhaps better, "healthy community") master plan or human services element of the General Plan, based on a community-needs assessment; informed by and co-designed with residents with lived experience; and complementing and integrated with County and CBO services.



- Prioritizing actions that immediately alleviate human suffering *and* working towards structures and staffing that will prevent suffering in the future. The City should continue to go all-in on eviction prevention policy and funding, for one. Food and necessities access will be a continuing need. Childcare and support of transitioning workers will be essential to “recovery.”

SVCN is supportive of initiatives that further these approaches, including CR3, CR6, CR8, CR22, CR24, and CP11. We are also supportive of approaches that contribute to more healthy environments in encampments and outreach to the folks living in them – that don’t involve additional policing or displacement. SVCN also supports the City’s efforts to support the County’s vaccination work (CR27); on a related note, we commend City leadership, especially the incredibly hard-working EOC staff, for thinking creatively and doing whatever it takes to get us out of this crisis. The nonprofit community sees your work.

Lastly, although small business programs are normally out of SVCN’s “lane,” we are supportive of these programs, particularly the aspects that redress inequities in small business ownership, success, and access to supports.

- Reframing “recovery” so it isn’t geared towards “return to normal” when pre-disaster conditions meant that large segments of the community experienced inequitable conditions and access to services. For lack of a better term, “build back better” should be the north star. Disaster recovery – and, specifically, federal disaster recovery funding – provides a unique and valuable opportunity to improve on the status quo (that harms numerous traditionally-disadvantaged groups, but especially our brown and black neighbors).
- Leading with community by bringing our community to the table in a more meaningful way. This is more than engagement. Nonprofit staff and community members with lived experience of the challenges that the City is working to tackle should be invited to co-create the vision, planning, and



implementation of City initiatives at the table from the beginning. It may feel slower but making avoidable mistakes also slows things down, a lot. We like that staff's memo refers to "powered by people" and hope that that also means the City thinks there's room for more democracy and adding power to disenfranchised people. Building in more democracy is especially important when whole neighborhoods aren't allowed to vote. Scheduling the community engagement *after* the City Roadmap meeting and *after* the release of the 2021-22 Proposed Budget isn't true engagement. The City should prioritize an initiative that creates engagement protocol and builds that muscle City-wide.

- Supporting the community for true engagement. Neighborhoods and their people, faith leaders, collective mutual aid groups, and nonprofit leaders (especially those that aren't as resourced) should be supported in developing deep understanding of City goals, processes, and services, and they should be provided with numerous access points for all the varieties of engagement, ranging from receiving updated and accurate information in multiple languages and accessible to people with differing abilities all the way to a seat at formative tables. The City should prioritize an initiative that actively supports and lifts the voices of our neighborhoods that and neighbors who have been left out.
- Really meaning what we say when we talk about using an equity lens. Equity means we may not be able to move forward with great ideas if everyone isn't included. For example, technology can be used to elicit the wisdom of our residents – but not if everyone doesn't have access to phones, wi-fi, and computers. Therefore – we can't roll out that neat tech engagement strategy until everyone can participate. Webpages that aren't translated shouldn't be published. SVCN supports CR10, CR16, and CR19.

In terms of Council proposals, consistent with the above themes, SVCN supports the concepts outlined in NP2, NP4, NP6, NP7, NP8, NP9, NP12, NP15, NP17, NP18, and NP21 – although we are sympathetic to staff's reminder that not everything



can be a priority. Please feel free to contact me with questions at (408) 605-6586 and thank you for your consideration of this feedback. SVCN stands ready to support any of these critically-important initiatives.

Regards,



Kyra Kazantzis, CEO



February 17, 2021

Mayor Sam Liccardo and San Jose City Council
City of San José
200 East Santa Clara Street
San José, CA 95113

RE: Electronic Billboards Phase 2 Update

Dear Mayor Liccardo and City Council members,

Many business leaders and city staff participated in the San Jose Silicon Valley Chamber of Commerce study trip to Denver in 2015 and returned to San Jose energized to implement something like the Denver Theater District's sign program in our downtown. Five years later, with a Phase I pilot underway, with untold numbers of staff hours already spent working toward Phase II, there is now a palpable backlash against the sign code updates focused on "no billboards." After so much time and effort, we urge the City Council not to stop the sign code work at this critical juncture as part of its priority-setting process. We recommend the city complete the environmental report and send the sign code update to the full Council for consideration in the Spring.

In the context of the COVID-19 pandemic, there should be a renewed focus on the Electronic Billboard policy because the policy can contribute to Downtown San Jose's revitalization, help small businesses, and facilitate economic recovery when we are able to safely reopen the economy.

Small Business Recovery

The Electronic Billboard policy would create the necessary infrastructure to help promote the downtown core as a vibrant destination hotspot and would be a critical piece of a comprehensive strategy to help more local small businesses survive the economic devastation caused by the pandemic.

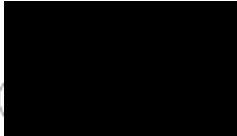
Downtown Revitalization and Placemaking

This policy will create opportunities for local arts organizations to advertise their cultural programming and help enhance the cultural identity of our community. Signs on city-owned properties will reserve up to 20% of total content time for public art, city-sponsored messaging, and promotion of major events. These signs will create opportunities to promote downtown arts and cultural institutions.

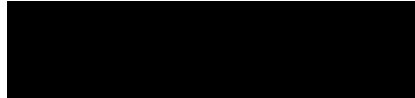
Private signs will provide additional lighting and vibrancy for outdoor public spaces. This would create unique opportunities to engage downtown pedestrians safely through socially distanced Al Fresco dining or outdoor marketplaces.

For all these reasons and more, we ask the Mayor and City Council to continue prioritizing the Electronic Billboards policy. Our position on the issues represented in the city staff's proposed sign code update is that the Downtown Sign Intensification Zone work should continue, but that the freeway-facing sign and billboard exchange issues should be bifurcated from the current recommendations. We can find a balanced solution that can support a reasonable number of electronic signs to be built on both public and private buildings to help small businesses, revitalize the downtown core, and promote local arts in our community.

Sincerely,



Scott Knies
Executive Director
San Jose Downtown Association



Bob Linschied
Interim President & CEO
The Silicon Valley Organization



February 19, 2021

Mayor Sam Liccardo and San Jose City Council
City of San José
200 East Santa Clara Street
San José, CA 95113

RE: Electronic Billboards Phase 2

Dear Mayor Liccardo and City Council members:

San Jose Stage Company located in the heart of the SoFA Arts and Entertainment district supports the Electronic Billboards. Currently, The Stage is developing a new theatre in conjunction with a 7-story hotel. It is vital to the growth of San Jose and our district that signage reflect a high energy, high visibility, high quality environment.

This policy is extremely vital as we recover from the COVID-19 pandemic. The Stage urges a renewed focus on the Electronic Billboard policy that will contribute to Downtown San Jose's revitalization and help with efficiency in advertising for small businesses as well as facilitate economic recovery.

Advancing this policy will create opportunities for local arts organizations to advertise their cultural programming and help enhance the cultural identity of our community. Signs on city-owned properties will reserve up to 20% of total content time for public art, city-sponsored messaging, and promotion of major events. These signs will create opportunities to promote downtown arts and cultural institutions.

Private signs will provide additional lighting and vibrancy for outdoor public spaces. This would create unique opportunities to engage downtown pedestrians safely through socially distanced Al Fresco dining or outdoor marketplaces.

We ask the Mayor and City Council to continue prioritizing the Electronic Billboards policy and encourage that we find a balanced solution that can support both public and private buildings to help small businesses, revitalize the downtown core, and promote local arts in our community.

Sincerely,

Cathleen King
Executive Director
San Jose Stage Company

From: Carol Schwartz

Sent: Thursday, February 25, 2021 11:50 AM

To: The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>

Cc: Stephen Clarke <[REDACTED]>; Jeffrey Cangemi <[REDACTED]>

Subject: FW: Downtown Signage Update

To Whom it may concern:

We at AMCAL San Jose I LLC, the owners of The Grad San Jose, would like to express our concurrence with the attached letter issued by the San Jose Downtown Association and the Silicon Valley Organization.

As the home to a vibrant, mixed-use community in the heart of downtown, we view a Downtown Billboard program as a way to further enliven the area and to enhance the desirability of downtown living. Such a program will enhance the attractiveness of projects such as ours to both future residents and retail tenants. We urge you to continue to keep the evaluation of the Downtown program as a priority for the City.

Sincerely

Carol

Carol Schwartz
AMCAL Multihousing

February 9, 2021

Chuck Reed
chuckreed@hopkinscarley.com
T. 408.299.1409
F. 408.998.4790

Via Electronic Mail

Mayor Sam Liccardo and City Councilmembers
City of San Jose
200 East Santa Clara Street
San Jose, CA 95113

RE: Downtown Sign Zone: Completing the staff work for large format digital signs on public property and private property and digital wayfinding signs

Dear Mayor Liccardo and Members of the City Council,

Hopkins & Carley represents Orange Barrel Media, a media company that designs, constructs and implements innovative digital outdoor experiences that add to the character of urban places. Orange Barrel Media has extensive experience with digital signs in numerous major cities.

Completing the work to allow large format digital signs on public property and private property and digital wayfinding signs in the Downtown Sign Zone should remain a high priority for staff analysis and Council consideration for the following reasons:

1. The signs could generate more than \$3,000,000 annually in revenue to the City over the term of their operation, which will help the San Jose General Fund recover from the COVID-induced budget deficit; and the signs will provide critical revenue needed by local businesses to sustain operations.
2. The project would help Downtown arts and cultural organizations and businesses recover from the COVID-19 pandemic that has devastated the community.
3. These signs would add a sense of vibrancy and activate the Downtown, which is called for in the General Plan and Municipal Code to support its development into a diverse cultural, recreational, civic, and employment center.
4. Completing the development of signage on City buildings called for in Phase 1 of City Council Priority #3 would add 10 or fewer signs to the Downtown landscape and offer many benefits with little or none of the drawbacks of traditional freeway signs.
5. Most of the staff work has been done.

I. New Revenues for the City and Downtown Property Owners

- a. Allowing large format digital signs on City property will help the City budget recover from the COVID-induced budget deficit.

- The RFP for large format digital signs on city buildings requires media companies to pay the City between 30% and 33% of the gross advertising revenues from each sign on City property. Based on our experience in the industry and analysis of the opportunity in San Jose, the City could receive over \$3,000,000 annually from this project.
 - This would have the effect of adding 10 or fewer signs on City buildings, while immediately creating a substantial revenue stream to benefit the City.
- b. Signs on private property will generate revenue in support of property owners and help keep Downtown businesses open.
- Downtown property owners are in immediate need of supplemental revenue to offset reduced rents and loss of tenants.
 - Permitting a limited number of signs (e.g. the Atlanta Downtown Arts and Entertainment District permits only 25 sites with signs) will help stabilize many developments struggling to recover from the impact of COVID on occupancy and downtown foot traffic.
 - Signs will provide Downtown businesses with the ability to promote their operations, such as expanded carry-out services, online retail, and other new offerings, which will be necessary to support the COVID recovery effort.

II. Help for Businesses, Arts and Cultural Organizations

- a. Large format digital signs on City property and private property in the Downtown Sign Zone will create numerous opportunities for Downtown arts and cultural organizations and businesses to advertise their businesses and promote their events, at no cost.
- The City RFP for large format signs on City property requires that media companies set aside up to 20% of total content time for the display of public art, City messaging, and promotion of citywide events and onsite events at each City-owned venue.
 - The RFP for signs on City property also requests designs that include street-level space for arts programming or civic marketing; include commissioned site-specific artwork that references the artist or commissioning institution and support existing cultural anchors through the sign design, partnership arrangement, or other collaboration. This sign program will result in a significant expansion of high quality, commissioned public art in San Jose, all of which will be funded by media companies, which is a major benefit during a time of reduced funding for new public art and for arts organizations in general.
 - Orange Barrel Media's large format digital signs on private property will also benefit downtown businesses. Orange Barrel Media allocates a percentage of annual content time to the property owner to advertise its own business or its tenants. This content can be used to promote businesses operating in alternative ways due to the pandemic (e.g., al fresco dining or carryout/delivery), to advertise vacant spaces available for lease, or to promote health measures being taken by downtown businesses to inspire confidence among the public and help restore vital foot traffic to the area.
 - Signs on private property can also be used to support City objectives by requiring that at least 15% of the time on those signs be used for art, community content, and public service messaging.

III. Implement General Plan and Municipal Code Goals

- a. Downtown is a unique area of the City in which signs are encouraged to enhance vibrancy and activity through a Special Sign Zone designation and General Plan policies.
- "The downtown sign zone, as defined in Section 23.04.100.D, has been formed in recognition of the need for more signage and for a greater variety of types of signs in the urban center of the city where densely packed commercial uses compete for attention." SJ Muni Code 23.02.860 - Special sign zones.

- General Plan Goal CD-6 – Downtown Urban Design
 - Promote and achieve the Downtown's full potential as a regional destination and diverse cultural, recreational, civic, and employment center through distinctive and high-quality design.
- Policies – Downtown Urban Design
 - CD-6.1 Recognize Downtown as the most vibrant urban area of San José and maximize development potential and overall density within the Downtown CD-6.10 Design buildings with site, façade, and rooftop locations and facilities to accommodate effective signage. Encourage Downtown businesses and organizations to invest in high quality signs, especially those that enliven the pedestrian experience or enhance the Downtown skyline.

IV. Downtown signs do not have the same potential significant impacts of freeway signs

- a. Nearly all of the public comments and criticism of large format digital signs are based on the potential impacts of traditional freeway signs. Downtown building-mounted signs are different:
- Downtown signs would be concentrated in the Downtown Sign Zone where traffic speeds are low and where taller buildings are more capable of shielding light.
 - Downtown signs would require downward tilting or other forms of light mitigation, and would be turned off most of the night per the requirements implemented by the City.
 - Downtown is already an area with bright lights and the signs would fit within the commercial context that already exists in Downtown.
 - Downtown signs are encouraged by City policies and codes to support economic activity.
 - If implemented as published, the RFP for signage on City buildings would only lead to 10 additional signs in Downtown. Further, the City can place a cap on how many new signs would be permitted on private property, as has been done in other cities around the country, and ensure that only a limited number of signs are allowed (e.g., in Atlanta only 25 permits can be awarded). Accordingly, the number of potential new signs Downtown would be far less than the actual number of new signs studied under its environmental review.

V. Most of the staff work for Downtown digital signs has been done

- The City Request For Proposals for large format digital signs on City property has been published and formal proposals have been submitted. Environmental review for the policies allowing signage on City-owned property is complete. A recommendation for award from City staff could be posted anytime.
- Environmental review for large format digital signs on private property and for digital wayfinding signs Downtown is nearly completed.

Allowing large format digital signs on public property and private property and digital wayfinding signs in the Downtown Sign Intensification Zone should remain a high priority for staff analysis and Council consideration.

Orange Barrel Media will work with the City and all interested stakeholders to answer any questions regarding the impact of signage and welcomes the opportunity to address concerns.

Sincerely,

HOPKINS & CARLEY
A Law Corporation



Chuck Reed

CMR Capital Management, LLC

800 E. Colorado Boulevard, Suite 890
Pasadena, California 91101

February 24, 2021

The Honorable Samuel T. Liccardo, Mayor of the City of San Jose
The City Council of the City of San Jose
Office of the Mayor
200 East Santa Clara Street
San Jose, California 95113

Re: Electronic Billboards Phase 2

Distinguished Gentlemen and Ladies:

CMR Capital Management, LLC has, and has had, varied real estate interests in urban infill locations across the United States, including Downtown San Jose and the greater Silicon Valley.

As real estate professionals committed to middle-market housing in urban cores, we understand the various competing theories surrounding electronic billboards in downtown urban setting, as well as the time-honored balance that must be continuously found among public safety issues, maintaining certain historic charms and heritages, potential uneven application of legislative benefits, unintended consequences, and moving forward with the times-at-hand.

Historically, the medium of electronic billboards, in and of themselves, have not been a negative prospect to communities in absolute terms. There are many economic and social benefits to the presence of electronic billboards provided placement, quantity, light nuisance, and content are appropriately addressed.

We believe there should be a renewed focus on San Jose's downtown building-mounted electronic billboard policies and a priority given to timely passing favorable legislation; however, we also believe that building-mounted measure considerations should be separated from, and take priority over, freeway-adjacent sign considerations and billboard replacement considerations. Freeway-adjacent sign placements pose many more risks, and billboard replacement measures often present many more existing legal obstacles, than new building-mounted measures in downtown jurisdictions with previously designated General Plans and Municipal Code Goals.

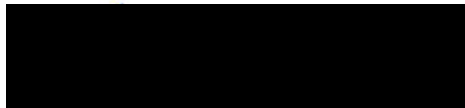
In locations such as downtown San Jose, where the cost of providing and living in adequate middle market housing is extreme and rent rates for all businesses are quite high, permitting the installation of building-mounted signage should make affordable and middle-market housing, as well as unique sole proprietor businesses, more feasible. This should contribute significantly to continued downtown revitalization and economic

recovery in the currently painful and anxiety-filled COVID environment. Further, new building-mounted billboards should provide additional avenues for public health and safety and emergency messaging.

We are confident that a solution can be timely concluded to support a reasonable number of building-mounted electronic signs to be built on both public and private buildings which will ultimately enhance the quality of life and attraction provided by the locations, yet without compromising endearing cultural aspects of the locations.

Stay safe.

Sincerely,

A solid black rectangular box used to redact the signature of F. Scott Shea.

⁶ F. Scott Shea
Managing Director
CMR Capital Management, LLC



February 24th 2021

Mayor Sam Liccardo and San Jose City Council
City of San Jose
200 East Santa Clara Street
San Jose, CA 95113

Re: Electronic Billboards Phase 2 Update

Dear Mayor Liccardo and Members of the City Council,

The Core Companies has called downtown San Jose it's home for over thirty years. Over the course of our residency, we have personally made it our mission to help beautify the downtown area and make it a place that others would feel proud calling their own.

In doing so, The Core Companies has pushed to truly integrate our projects into the existing fabric of the surrounding neighborhoods. This requires a delicate, yet sophisticated, balance of new and old, and energy and artistic flair.

For some time now, our team has been researching and understanding the idea of placemaking in the digital age. We quickly came to understand that Electronic Billboards provide a modern sense of presence that we had been searching for. As a result, The Core Companies committed early on to provide an Electronic Billboard on our most recent SoFA project. Our team determined that there are eloquent solutions to weave Electronic Billboards into the fabric of our existing structures while maintaining, what we believe, makes San Jose unique.

Given the continuing context of the COVID-19 pandemic, The Core Companies believes that there should be a renewed focus on the Electronic Billboard policy since allowing the installation of Billboards on private buildings will contribute to Downtown San Jose's revitalization, help small businesses, and facilitate economic recovery when we are able to safely reopen the economy.

Small Business Recovery

The continued effects of the pandemic have affected countless individuals and businesses in differing ways. Small businesses have unfortunately worn the brunt of the economic hardship. These businesses have continued to be the backbone of our community and the element that has given life to our downtown. The Electronic

Billboard policy will be a critical piece of a comprehensive strategy to help more local small businesses survive the economic devastation caused by the pandemic. Electronic Billboards will also help to create the necessary infrastructure to promote the downtown core as a vibrant and safe destination, thus allowing small businesses to recover and come back to life as the mainstay of our community.

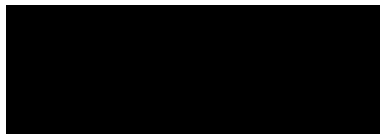
Downtown Revitalization and Placemaking

The Core Companies has worked very diligently to ensure that local art is a key element of the Digital Billboard programing if approved. This policy will create opportunities for local arts organizations to advertise their cultural programming and help enhance the identity of our community. Coupled with local arts displays and advertisements, the Electronic Billboards will allow for city-sponsored messaging and the promotion of major events. Having a digital presence will truly allow the downtown area to unify with energy, passion and most importantly, a sense of culture.

Placemaking has been described as the creation of public spaces that promote people's health, happiness and well-being while using the local community's assets and inspiration. I cannot think of a better way to describe the impact that Electronic Billboard's will add to the placemaking of Downtown San Jose. The addition of private signs will provide additional lighting and vibrancy for outdoor public spaces. This will create unique opportunities to engage downtown pedestrians safely through socially distanced dining or outdoor marketplaces while giving them a sense of presence.

Countless hours of research, analysis and negotiations have already been invested by staff, city officials and private business owners. For all of these reasons and more, we ask the Mayor and City Council to continue prioritizing the Electronic Billboards policy. The Core Companies believes that Downtown Sign Intensification Zone work should move forward and should be bifurcated from the freeway-facing sign and billboard exchange issues. We are confident that we can find a balanced solution that can support a reasonable number of electronic signs to be built on both public and private buildings to help small businesses, revitalize the downtown core, and promote local arts in our community.

Sincerely,

A solid black rectangular box used to redact the signature of Chris Neale.

Chris Neale
President
The Core Companies

Fw: Stop San Jose Digital Billboards Today

City Clerk <city.clerk@sanjoseca.gov>

Thu 2/25/2021 2:47 PM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Forwarding.

Office of the City Clerk | City of San José200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? [Please take our short survey.](#)

From: Laurie Russo [REDACTED]**Sent:** Thursday, February 25, 2021 10:03 AM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>**Cc:** nosjbillboards [REDACTED] <[REDACTED]>; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Stop San Jose Digital Billboards Today

[External Email]

Dear Honorable San Jose City Council Members:

As a native San Josean, I request that you do everything in your power to prevent digital billboards from installation in our beautiful community.

There is no trade-off or fee or benefit worth the cost we will pay to our environment if the billboards are constructed. It is your duty to protect our wildlife, our view shed, our night sky, and our high quality of life. We live in an Information Age where citizens can get advertising and everything they need and want to know on devices at home and at work. We don't need another source of information in the form of brightly lit boards. Stop the blight. Stop the light.

Stop Phases 1 and 2 of this project today at the City Council Special Meeting on City Roadmap for 2021-2022.

Also, please be transparent and publish your voting record and opinions about this project in your district newsletters. Don't force citizens to become investigators in order to learn about city governance and business.

Thank you for your consideration,

Laurie Russo



This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Fw: Billboard revenue

City Clerk <city.clerk@sanjoseca.gov>

Thu 2/25/2021 2:50 PM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Forwarding.

Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? [Please take our short survey.](#)

From: Blanco, Maira <Maira.Blanco@sanjoseca.gov>

Sent: Thursday, February 25, 2021 10:56 AM

To: 'Kim Karcher' <kim.karcher@gmail.com>; City Clerk <city.clerk@sanjoseca.gov>

Cc: Ankola, Aparna <aparna.ankola@sanjoseca.gov>

Subject: RE: Billboard revenue

Ms. Karcher,

I'm copying the project planner overseeing the billboards project.

Thanks,

Maira

-----Original Message-----

From: Kim Karcher [REDACTED]

Sent: Thursday, February 25, 2021 10:46 AM

To: Blanco, Maira <Maira.Blanco@sanjoseca.gov>; City Clerk <city.clerk@sanjoseca.gov>

Subject: Billboard revenue

[External Email]

Hello —

I would like to know how much revenue the City of San Jose has derived from billboards in 2016, 2017, 2018, 2019, and 2020 and whether such revenue has gone into the general fund or is specifically allocated.

Kim Karcher
San Jose, CA

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Fw: City Roadmap: Private Percent for Art

City Clerk <city.clerk@sanjoseca.gov>

Thu 2/25/2021 2:50 PM

To: Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachments (304 KB)

SJAA Letter_City Roadmap_Private Percent for Art.pdf;

Forwarding.

Office of the City Clerk | City of San José200 E. Santa Clara St., Tower 14th Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? [Please take our short survey.](#)

From: San José Arts Advocates [REDACTED] >**Sent:** Thursday, February 25, 2021 10:39 AM**To:** Jones, Chappie <Chappie.Jones@sanjoseca.gov>; Jimenez, Sergio <sergio.jimenez@sanjoseca.gov>; Peralez, Raul <Raul.Peralez@sanjoseca.gov>; Cohen, David <David.Cohen@sanjoseca.gov>; Carrasco, Magdalena <Magdalena.Carrasco@sanjoseca.gov>; Davis, Dev <dev.davis@sanjoseca.gov>; Esparza, Maya <Maya.Esparza@sanjoseca.gov>; Arenas, Sylvia <sylvia.arenas@sanjoseca.gov>; Foley, Pam <Pam.Foley@sanjoseca.gov>; Mahan, Matt <Matt.Mahan@sanjoseca.gov>; Liccardo, Sam <sam.liccardo@sanjoseca.gov>**Cc:** Gomez, David <David.Gomez@sanjoseca.gov>; Sandoval, Vanessa <vanessa.sandoval@sanjoseca.gov>; Ramos, Christina M <christina.m.ramos@sanjoseca.gov>; Brown, Stacey <Stacey.Brown@sanjoseca.gov>; Lupercio, Adan <Adan.Lupercio@sanjoseca.gov>; Groen, Mary Anne <maryanne.groen@sanjoseca.gov>; Kaspar, Nick <Nick.Kaspar@sanjoseca.gov>; McGarrity, Patrick <Patrick.McGarrity@sanjoseca.gov>; Hughes, Scott <scott.hughes@sanjoseca.gov>; Quevedo, Matthew <Matthew.Quevedo@sanjoseca.gov>; Reed, Jim <Jim.Reed@sanjoseca.gov>; spizarro [REDACTED] <[REDACTED]>; jenniferw@metronews.com [REDACTED] >; Ramona Giwargis <[REDACTED]>; Adams-Hapner, Kerry <Kerry.Adams-Hapner@sanjoseca.gov>; Walesh, Kim <Kim.Walesh@sanjoseca.gov>; Sykes, Dave <Dave.Sykes@sanjoseca.gov>; Klein, Nanci <Nanci.Klein@sanjoseca.gov>; City Clerk <city.clerk@sanjoseca.gov>; city.manager@sanjoseca.gov <city.manager@sanjoseca.gov>**Subject:** City Roadmap: Private Percent for Art

[External Email]

Good morning,

Please find attached a letter on behalf of San José Arts Advocates with regard to today's Special Meeting of the City Council on the *City Roadmap From COVID to Recovery*.

Thank you in advance for your thoughtful consideration.

Sincerely,

San José Arts Advocates

Web: sjartsadvocates.org

Social: @SanJoseArts

Newsletter: [Sign up](#)



This message is from outside the City email system. Do not open links or attachments from untrusted sources.



San José Arts Advocates

February 25, 2021

Honorable Mayor and City Council,

On behalf of San José's creative community, we write to urge your continued support for a **Private Percent for Art** policy as part of the City Roadmap: From COVID to Recovery. Like so many American cities right now, San José needs deep, focused attention on building a shared vision for our future as well as an equitable economic recovery plan, and the arts can and should be an integral part of this process.

The ongoing pandemic is just the latest body blow to an arts and culture industry that is constantly on the ropes, dancing a fine line between sustainability and extinction. This is particularly true in San José, where government funding that is so vital in filling the deltas for local nonprofits and creatives is linked almost entirely to factors beyond our control, such as the Transient Occupancy Tax (TOT), which funds nearly the entire budget of the City's Office of Cultural Affairs (OCA). With TOT revenue severely reduced by the COVID-19 crisis, the FY20-21 budget included a massive reduction to the cultural grants program of well over 75% from FY19-20. These cuts were significantly disproportionate to reductions in other departments, and the impacts are projected to be exponentially worse in FY21-22. Indeed, the OCA has already suspended its grants application process and informed local arts organizations that they should prepare for the worst.

In normal years, San José's nonprofit arts and cultural sector punches well above its weight, generating economic activity of **more than \$200M annually**, creating \$100M in household income for local residents, contributing tax revenues of \$14.7M to local governments, and directly or indirectly supporting more than **4,200 good-paying jobs** for our residents.¹ In addition, artists are natural community-builders, and the organizations that support their creative work are embedded in communities of color and produce programming that improves the quality of life in traditionally underserved neighborhoods. That's why our colleagues at California Arts Advocates and Californians for the Arts refer to artists as "Second Responders" in a crisis.

We believe that a Private Percent for Art should be a key strategy to re-invigorate our local economy and bring our community together as we move down the road to recovery. A healthy arts and cultural ecosystem enriches civic life, creates a more livable community, and contributes to economic development. The City's Envision 2040 General Plan contains an Arts & Culture element that specifically references a "private development funding contribution" as a

¹https://www.americansforthearts.org/sites/default/files/pdf/2017/by_program/reports_and_data/aep5/map/CA_CityOfSanJose_AEP5_OnePageSummary.pdf

means of generating additional revenue for arts and culture in San José. This policy is also established as a goal of Cultural Connection 2010-2020, the City's arts master plan.

The arts and culture industry was among the first forced to close its doors in the wake of a horribly managed national response to COVID-19, and it will likely be the last allowed to fully reopen. Ironically, the creative community has already been tasked with helping us heal and recover with words of wisdom and uplifting public art projects funded by well-meaning philanthropy. Parents, kids, and retirees are posting TikToks and going live on Instagram to share their imaginations and talents with the world, proof positive that the arts serve a higher purpose that connects us all. But what about that theater down the street that will need to shut down because they can't produce shows, or the artists with no galleries or other spaces to display their work?

During a recent budget town hall, the Mayor said that the local arts and culture industry would need to get more "gritty" in order to survive. He followed that up by saying the City was "crossing its fingers" that additional federal relief dollars could save the day. With all due respect, this comment struck our creative community as dismissive and indicative of a fundamental lack of understanding about the tenuous financial nature of our work — even in the "good" times.

As COVID vaccines bring us closer to fully reopening our economy, the City of San José will compete with other U.S. and Bay Area cities for tourism, talent, business, and quality of life. Meanwhile, hundreds of cities and municipalities already have policies in place for public art in private development, including our neighbors in Cupertino, Sunnyvale, Palo Alto, Berkeley, Emeryville, Dublin, Livermore, Oakland, and San Francisco. Rather than serving as roadblocks to rebuilding, public art projects and spaces enhance the identity and character of communities and directly support the City's tourism and economic development strategies, which will be so vital to our recovery.

SJAA believes that a Private Percent for Art policy should be included in the City Roadmap, and that artists and other creative industry professionals should be directly involved in community engagement strategies around the roadmap's development and implementation. We look forward to working with you to keep San José a diverse, equitable, and ultimately inspiring place to live, work, and play.

Sincerely,

San José Arts Advocates

Cc:

Dave Sykes, City Manager

Nanci Klein, Director of Economic Development

Kerry Adams-Hapner, Director, Office of Cultural Affairs



Mayor & City Council
City of San José
200 East Santa Clara Street, 18th Floor
San José, CA 95113
Sent via electronic mail

February 25, 2021

Re: Special Meeting of the City Council on the City Roadmap from COVID to Recovery

Dear Mayor Liccardo, City Councilmembers, and City Manager Sykes:

I'm writing on behalf of Silicon Valley Council of Nonprofits (SVCN) and our 160+ nonprofit members and 60+ ally members.

First, we would like to express our appreciation for the incredible amount of work that staff has been doing to think about and plan for the future of the City of San José in light of the direct impacts of COVID-19 while being cognizant of the incredible disparities in wealth, health, and overall well-being in our community that have been clarified and exacerbated by the pandemic.

SVCN supports the following approaches and priorities, many of which are described in various staff and Council memoranda:

- Moving towards a comprehensive City strategic plan that is highly accountable and transparent. This plan should include an enterprise-wide human services (or perhaps better, "healthy community") master plan or human services element of the General Plan, based on a community-needs assessment; informed by and co-designed with residents with lived experience; and complementing and integrated with County and CBO services.



- Prioritizing actions that immediately alleviate human suffering *and* working towards structures and staffing that will prevent suffering in the future. The City should continue to go all-in on eviction prevention policy and funding, for one. Food and necessities access will be a continuing need. Childcare and support of transitioning workers will be essential to “recovery.”

SVCN is supportive of initiatives that further these approaches, including CR3, CR6, CR8, CR22, CR24, and CP11. We are also supportive of approaches that contribute to more healthy environments in encampments and outreach to the folks living in them – that don’t involve additional policing or displacement. SVCN also supports the City’s efforts to support the County’s vaccination work (CR27); on a related note, we commend City leadership, especially the incredibly hard-working EOC staff, for thinking creatively and doing whatever it takes to get us out of this crisis. The nonprofit community sees your work.

Lastly, although small business programs are normally out of SVCN’s “lane,” we are supportive of these programs, particularly the aspects that redress inequities in small business ownership, success, and access to supports.

- Reframing “recovery” so it isn’t geared towards “return to normal” when pre-disaster conditions meant that large segments of the community experienced inequitable conditions and access to services. For lack of a better term, “build back better” should be the north star. Disaster recovery – and, specifically, federal disaster recovery funding – provides a unique and valuable opportunity to improve on the status quo (that harms numerous traditionally-disadvantaged groups, but especially our brown and black neighbors).
- Leading with community by bringing our community to the table in a more meaningful way. This is more than engagement. Nonprofit staff and community members with lived experience of the challenges that the City is working to tackle should be invited to co-create the vision, planning, and



implementation of City initiatives at the table from the beginning. It may feel slower but making avoidable mistakes also slows things down, a lot. We like that staff's memo refers to "powered by people" and hope that that also means the City thinks there's room for more democracy and adding power to disenfranchised people. Building in more democracy is especially important when whole neighborhoods aren't allowed to vote. Scheduling the community engagement *after* the City Roadmap meeting and *after* the release of the 2021-22 Proposed Budget isn't true engagement. The City should prioritize an initiative that creates engagement protocol and builds that muscle City-wide.

- Supporting the community for true engagement. Neighborhoods and their people, faith leaders, collective mutual aid groups, and nonprofit leaders (especially those that aren't as resourced) should be supported in developing deep understanding of City goals, processes, and services, and they should be provided with numerous access points for all the varieties of engagement, ranging from receiving updated and accurate information in multiple languages and accessible to people with differing abilities all the way to a seat at formative tables. The City should prioritize an initiative that actively supports and lifts the voices of our neighborhoods that and neighbors who have been left out.
- Really meaning what we say when we talk about using an equity lens. Equity means we may not be able to move forward with great ideas if everyone isn't included. For example, technology can be used to elicit the wisdom of our residents – but not if everyone doesn't have access to phones, wi-fi, and computers. Therefore – we can't roll out that neat tech engagement strategy until everyone can participate. Webpages that aren't translated shouldn't be published. SVCN supports CR10, CR16, and CR19.

In terms of Council proposals, consistent with the above themes, SVCN supports the concepts outlined in NP2, NP4, NP6, NP7, NP8, NP9, NP12, NP15, NP17, NP18, and NP21 – although we are sympathetic to staff's reminder that not everything



can be a priority. Please feel free to contact me with questions at (408) 605-6586 and thank you for your consideration of this feedback. SVCN stands ready to support any of these critically-important initiatives.

Regards,



Kyra Kazantzis, CEO

FW: Deprioritize and Defund Electronic Billboards!

City Clerk <city.clerk@sanjoseca.gov>

Mon 3/1/2021 8:29 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Thank you!

Best Regards,
Pawandeep Kaur
CITY OF SAN JOSE|OFFICE OF THE CITY CLERK
200 East Santa Clara St.
San Jose , CA 95113
408-535-1254

-----Original Message-----

From: margie cornehl <[REDACTED]>

Sent: Saturday, February 27, 2021 3:17 PM

To: District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; NoSJBillboards <[REDACTED]>; City Clerk <city.clerk@sanjoseca.gov>

Subject: Deprioritize and Defund Electronic Billboards!

[External Email]

Stop wasting taxpayer dollars on researching digital billboards, and spend it on other more important projects that benefit our local community.

San Jose isn't Tokyo!

Margie Cornehl
[REDACTED]

Sent from my iPhone

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

FW: Deprioritize and Defund Electronic Billboards!

City Clerk <city.clerk@sanjoseca.gov>

Mon 3/1/2021 8:28 AM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Thank you!

Best Regards,
Pawandeep KaurCITY OF SAN JOSE | OFFICE OF THE CITY CLERK
200 East Santa Clara St.
San Jose , CA 95113
408-535-1254

From: mariastaken [REDACTED] <[REDACTED]>**Sent:** Saturday, February 27, 2021 7:15 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; NoSJBillboards [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Please do not put Electric Bill Boards in the city of San Jose, CA.

That is the last thing this city needs. Save the money for Cleaning up the city, fixing all the roads, taking homeless people off the streets. In order to build up this city we need to fix all the other issues that this city has first. We have to fix this city with all of the problems it has before wasting money on things that we don't really need. I have lived in this city all my life. I was born and raised here. I am so ashamed of what this city has become, an expensive waist land. If you are going to spend money on this city? Then fix it!

Fix the roads and make them safer to drive, walk, and ride on.**Clean up the streets, bridges, water, roads from waist and pollution.****Take all homeless people off the streets. If there on the street? There must be a good reason. We need to find out what it is and get them the help they need.****If they are mentally ill? Put them in a place that can take care of them. If they are on drugs or alcohol, send them to a place that can help them and get them clean and see if they can get a job and get into homes or put them in a place so they can be watched and stay clean. People that just lost there jobs and lost everything just need help to get back on there feet and get a job and a place to live. People that are just lazy and don't want to work and live with no address and not pay Tax's put them in Jail. Because all they are doing is taking advantage of the city and asking all of us to take care of them because they don't**

care to take responsibly for themselves. That should not be our problem because they are the ones with the problem.

No one should have a choice to live on the streets. If you can't live without being on the street then you can't take care of yourself properly and need help to figure out where you need to be to keep you off the streets. Period!

This city should be better than this.... Letting people take advantage of the city is unacceptable! If other cities can do it? We can do it to. If you really want our city to be productive, good economy, open up businesses again, have a clean and productive environment for people to want to come here to visit and take vacations to see this city? Then clean it up and fix it!

Billboard are not something we should even be talking about now or ever. Until this city gets fixed and fixed right! You don't have to be a Rocket Scientist to figure this out people!

Send this email to anyone and everyone who needs to hear this because we need to look at the truth of this city and what are needs really our.

Thank you, Maria Burrus (resident of San Jose since 1968) and oh, one more thing. WAKE UP!

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February 25, 2021

San Jose City Council
200 E. Santa Clara Street
San Jose, CA 95113

Mayor Liccardo and Members of the Council:

As you consider the city's priorities to recover from the crisis of the past year, we urge you to take this opportunity to make San Jose more resilient to future crises, including impacts of climate change that are already starting to affect the city.

2020 was the warmest year on record, and in the western states that resulted in historically devastating wildfires, persistent drought, record-setting urban heat, and compromised air quality. In the Bay Area, these challenges will soon be compounded by sea-level rise and inland flooding. It is critical that cities begin planning for how to adapt to and protect residents against these growing climate threats.

One of the most effective steps that San Jose can take now to prepare for these impacts is to prioritize and implement an equity-focused, comprehensive strategy to expand urban greening. We therefore urge you to support item RR5, the urban greening implementation plan.

Urban Greening is the process of incorporating nature-based solutions like rain gardens, swales, green roofs, and street trees into the built environment. These natural features help filter stormwater to improve the water quality in the Bay and provide a host of complementary community benefits that provide the city with high return on investment.

By incorporating urban greening as design elements of road and transit projects, San Jose can make streets safer and more appealing for bikes and pedestrians while also encouraging people to move away from overly relying on cars, which helps achieve GHG reduction goals. Using native trees and plants creates habitat for native wildlife, improves air quality, and reduces urban heat in areas that currently lack sufficient tree canopy as temperatures rise. Creating more walkable neighborhoods supports local businesses, and promotes public health, which is more important than ever as people stay close to home and rely on their immediate surroundings for recreation during the Covid-19 pandemic. And as future storms are predicted to become more intense and unpredictable, these vegetated areas within the streetscapes can help manage stormwater and attenuate localized flooding.

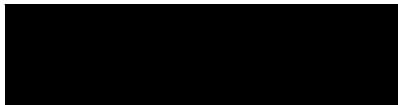
San Jose already has a green stormwater infrastructure plan but will soon be required by the Regional Water Board to show progress on implementation. This plan meets that goal by prioritizing urban greening across departments and creating alignment throughout project planning and delivery. Urban greening can and should be incorporated into existing community development and transportation plans such as BetterBike2025, Vision Zero, and the urban villages. This approach will accelerate the city's climate resilience and make these plans more successful and appealing to city residents.

It is also important to recognize that the risks to San Jose residents from climate change are not the same in all parts of the city. Air pollution and urban heat tend to be higher in lower income communities. By creating an equity-focused strategy to promote urban greening, the Council can ensure that these important resilience strategies are equitably distributed throughout the city and reach the communities that need them the most.

A comprehensive implementation strategy will also enable the city to be more competitive for outside funding to finance these projects. We have worked with city staff to identify existing funding sources at the federal, state, and regional levels. Encouragingly, the new Presidential Administration has indicated that it will prioritize climate change, equity, and mode shift away from cars for federal transportation funding. This implementation strategy will align with those federal goals and make San Jose more competitive for federal funding.

San Jose has shown bold climate leadership through the adoption and implementation of Climate Smart San Jose to reduce greenhouse gas emissions and take responsibility for the city's contribution to the problem. But the challenges outlined above are already apparent and require action now to improve the quality of life for San Jose residents and prevent future harm. San Jose has demonstrated repeatedly that it has the capacity to lead on climate. Adaptation is the next frontier in that effort, and urban greening should be key to the city's strategy.

Sincerely,

A solid black rectangular box used to redact the signature of David Lewis.

David Lewis
Executive Director



Santa Clara Valley Chapter
CALIFORNIA NATIVE PLANT SOCIETY



March 12, 2021

Dear Mayor Liccardo and Councilmembers,

In reviewing the documents for the second round of priority setting, and in acknowledgement of scant City resources, we ask that the Council prioritize the following two initiatives:

RR5: Urban Greening Implementation Plan. As stated in Councilmember Davis' January 20 memo to Rules Committee, to realize the climate resilience, biodiversity and community benefits called for in existing City plans and policies such as the Green Stormwater Infrastructure Plan, San Jose must begin to prioritize, design, and fund the construction of green streets and other urban greening and native planting elements. Having elements of nature where people live and work improves both their physical and mental health.

NP10: Encampment Management Strategy. In community meetings in every one of San Jose's ten districts, we hear the anguish as residents struggle with the pandemic and hope for recovery. We also hear their dismay as trash accumulates in their neighborhoods, parks, and waterways. Homelessness is on everyone's mind.

The ongoing efforts to manage encampments and to clean San Jose waterways have only scratched the surface of the problem, and the resulting impacts to residents, the unhoused, wildlife, San Jose waterways and the San Francisco Bay are tragic. We strongly support a comprehensive management strategy to focus on:

- Improving on-the-ground conditions for unhoused residents living in encampments, potentially including but not limited to basic hygienic services, trash removal, and social services.
- Improving protection of and access to sensitive public spaces and community institutions including creeks, Infrastructure, trails, and schools, while being sensitive to the voices and lived experience of unhoused residents. This needs to

be accomplished without criminalizing homelessness by undertaking policies instituted in other communities such as Oakland and Sacramento.

Respectfully,

Shani Kleinhaus
Environmental Advocate
Santa Clara Valley Audubon Society

Justin Wang
Advocacy Manager
Greenbelt Alliance

Deb Kramer
Executive Director
Keep Coyote Creek Beautiful

Alice Kaufman
Legislative Advocacy Director
Green Foothills

Linda Ruthruff
Conservation Chair
California Native Plant Society, Santa Clara Valley Chapter

Eileen McLaughlin
Board Member
Citizens Committee to Complete The Refuge

Katja Irvin
Water Committee Chair
Sierra Club Loma Prieta Chapter

Susan Butler-Graham
Volunteer Chapter Coordinator
Mothers Out Front Silicon Valley



March 14, 2021

Re: Recommendations re. Priority-Setting Session Round 2

Dear Mayor Liccardo, Vice Mayor Jones, and Councilmembers Jimenez, Peralez, Cohen, Carrasco, Davis, Esparza, Arenas, Foley and Mahan:

We recognize that priority setting, while never easy, is particularly challenging this year, as there are so many needs to address and more worthy proposals than the City is able to implement at this time. As you weigh which priorities to vote for, we ask you to keep in mind that the climate crisis continues unabated, hits low-income and BIPOC communities first and worst, and exacerbates many of the other problems we confront, such as wildfires, disease, power shutoffs, and drought.

If we're to have a hope of stabilizing the climate, we must dramatically reduce emissions **during this decade** and draw down much more carbon, while centering the needs of frontline communities. Therefore, we urge you to prioritize the following 5 options to protect the health and safety of residents today, and help preserve a livable climate for our children tomorrow:

1. **RR5: Urban Greening Implementation Plan**, proposed by Councilmember Davis, to prioritize, design, and fund the construction of green streets and other urban greening and native planting elements. This will improve residents' physical and mental health and draw down carbon.
2. **NP11: Energy Efficiency Through Retrofitting**, proposed by Councilmember Cohen, to provide good local jobs for residents in retrofitting public and private buildings to be more energy efficient. This will leverage grants and other funding to put people to work, reduce our city's carbon footprint, and help residents save money on energy bills.

3. **RR1: Cut the Commute Pledge**, to reduce traffic congestion, improve air quality, reduce employer and employee costs, and reduce GHG emissions. The City should support remote work options whenever feasible.
4. **NP 13: Modernizing Traffic Signals City-Wide**, proposed by Councilmember Cohen, to modernize and centralize traffic management. This will reduce emissions, improve the flow of traffic, and likely reduce the response time of first responders.
5. **NP10: Encampment Management Strategy**, proposed by Councilmember Mahan, to improve conditions for unhoused residents living in encampments, including hygienic services, trash removal, and social services, while also protecting public spaces and community institutions like creeks, trails & schools.

Although Mayor Liccardo proposed in a March 11 memo to remove the **Airport Connector (NP1) and Resilience Corps (NP15)** from the list of proposed policy items for the City Roadmap exercise, **we strongly support both of these new policies** and urge you to adopt them later as part of the mayor's proposed budget.

Thank you for your climate leadership,
Linda Hutchins-Knowles, Co-founder
Mothers Out Front Silicon Valley



March 14, 2021

San Jose City Council
200 E. Santa Clara Street
San Jose, CA 95113

Dear Mayor Liccardo and Members of the City Council,

The Guadalupe River Park Conservancy submits this letter to uplift priorities we implore the City Council to support through the 2021-2022 Priority Setting process.

- RR5: Urban Greening Implementation Plan
- NP8: Convene a Citywide COVID-19 Recovery Task Force
- NP10: Encampment Management Strategy

We believe that these priorities will support the quality of life, public health, economic security, and natural and built environments of our residents, through reasons already well-stated by elected officials, city staff, and the public.

Additionally, as the Council determines the priorities and sets in motion its planning, we ask that you reflect on the multitude of impacts the challenges of 2020 and 2021 have brought on our **equity, economy, and environment**; and implore goals that improve these three civic facets together.

As our city recovers from a global pandemic, economic hardships, social inequities, and stress on our natural and built environments, any priority, and particularly the three highlighted in this letter, must be measured with collective improvements to our equity, economy, and environment.

As a nonprofit organization positioned at the intersection of community, place, and nature; we are keenly aware of the systemic and interwoven challenges we face. Without looking at equity, economy, and environment together, we would oversimplify the challenges we all have collectively persevered through, and may too casually pitch different community priorities against each other.

Sincerely,



Jason Su
Executive Director
Guadalupe River Park Conservancy



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San Jose, CA 95110
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guadalupeconservancy.org
EIN: 77-0166797

Taber, Toni

From: b. beekman [REDACTED]
Sent: Monday, March 15, 2021 8:40 AM
To: Agendadesk
Subject: Blair Beekman. __sj special council meeting. Monday. March 15, 2021. Public Comment.

[External Email]

Dear community of San Jose, and city govt,

Today's special sj council meeting, is about how to understand, community projects, in terms of equity & sustainability, in this current era of Covid -19, and into the next decade.

I also hope, city govt. projects today, will also be considering, how natural disasters, should be a regular function, of a city government and community planning.

In the SF Bay Area, in the next 5 to 10 years, there is a strong possibility, of wildfires, it's electrical outages, sea level rise issues, and a possible large earthquake.

I hope, an important purpose of today's meeting, is to understand, that some of our first steps, out of the era of Covid-19, and it's questions of equity reimagine, and sustainable community future - is to address the concept, that in the future, as human beings, we simply do not have to harm each other, or cause mass death, in order to work towards, important idealism & good goals, in large scale social planning ideas & needs.

I feel, this is how to understand the language, of more genuine, positive sustainability community.

With this said, thank you, for recent proposals, of a San Jose surveillance technology ordinance, and a Privacy Advocacy Commission

It is a way, for the everyday public & community, to help understand ideas, of open public policy & practices, for the future of technology surveillance & data collection, in San Jose.

This is responsible thinking, that not only builds a future, of community trust & harmony. But works towards the ideas, that better democratic practices are possible, in the the future, based on the ideas of peace, openness, and better reasoning.

Good luck, in your decision making on this matter, today.

I hope we are all preparing, of the democratic future, that is possible, with good open public policies, and technology.

The SF Bay Area, & California, has an important role, to help define a future, of good human rights, and civil protection practices, ideas of equity, accountability, & open public policies, in day to day community practices.

sincerely,
blair beekman

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