Public Safety, Finance and Strategic Support Committee

Personal Care Business Compliance Initiative Follow-Up Report

October 21, 2021 Item: d (1)





Massage Enforcement Program Timeline

March 2017

City Council added Personal Care Business Compliance Initiative to the Council Priority List

September 2018

PD Report to PSFSS on plan implementation. Total of 107 IMBs closed by program. Council Priority recommended for closure.

November 2020

PD Report to PSFSS on plan implementation. Cumulative total of 212 IMBs closed by program since 2018.

October 2019

PD Report to PSFSS on plan implementation. Cumulative total of 186 IMBs closed by program since 2018.

October 2021

Code Enforcement
Management Controls Audit
Goes to City Council.

Initial PD report to PSFSS

September 2017

February 2018

Vice Unit begins implementation of plan to target IMBs

March 2019

City Council closes out Personal Care
Business Compliance Initiative Priority as part
of Priority Setting Session.

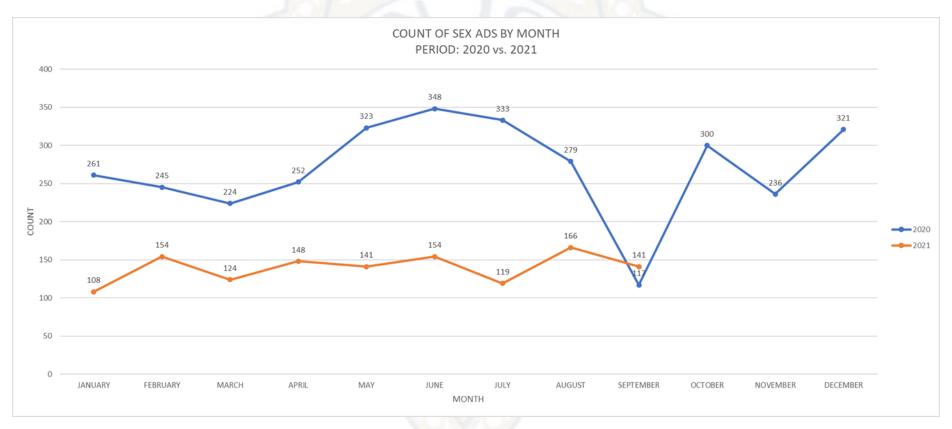


Program Summary for Past Year

- 7 additional IMBs closed over the past year.
- Total of 219 IMBs closed since the initiation of the program in 2018
- Trend towards residential brothels discussed in 2020 PSFSS Report has continued.



Count of Sex Ads (Specific to IMBs)





Business Brothels



Residential Brothels



Enforcement / Prevention and Intervention Program



Collaborations

- 1. Santa Clara County District Attorney's Office
- 2. Community Solutions & South Bay Coalition to End Human Trafficking
- 3. CA Department of Labor
- 4. Employment Development Department
- 5. CA Department of Labor
- 6. CA State Tax Board
- 7. CA Department of Tax and Fee Administration
- 8. Alcohol Beverage Control
- 9. Department of Homeland Security Investigations

IMPLEMENTATIONS

Q3 2021
Identify Roles
Responsibilities
between Code
Enforcement &
SJPD

April 2022 Massage Business Registry

April 2022 Outreach & Education July 2022 Annual License Renewal reminder

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