



Memorandum

TO: MAYOR LICCARDO
SUBJECT: BUDGET DOCUMENT

FROM: Councilmember Tam Nguyen
DATE: May 24, 2017

Approved

T. Nguyen

Date

5.24.17

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: SJFD Community Outreach, Education, and Recruitment

Amount of City Funding Required: \$77,407

Fund Type (i.e. General Fund, C&C funds, etc.): General Fund

This change is:

One-time Ongoing (\$96,543)

The recent Coyote Creek flooding has proven that our city lacks the communication skills necessary to warn our residents in the result of a natural disaster. While the individual effort and dedication of employees from many departments was exemplary, collectively we failed to effectively warn, follow up with, and direct low-income and minority residents in affected neighborhoods. Materials were not translated and we struggled to find personnel and partners who could speak Vietnamese and Spanish.

The San Jose Fire Department were the first to respond in this tragedy and remained on scene in the Rockspring Neighborhood helping to maintain safety. However, with the small amount of Vietnamese speaking firefighters available the ability to effectively communicate with residents was minimal. This proposal would create an additional position with the responsibility to develop community relations with the Vietnamese and Spanish speaking neighborhoods and help educate and prepare them should disaster strike again. These efforts, directly or indirectly, can additionally serve to help recruitment efforts and foster diversity within the department.

Funding Source

Essential Services Reserve (\$2 million)

Other (Program/Project/Fund):

Department or Organization: San Jose Fire Department

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

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