



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Peralez

SUBJECT: BUDGET DOCUMENT

DATE: May 27, 2021

Approved

Date 5/27/2021

RECOMMENDATION

Develop a data-driven platform to inform a multi-year roadmap and framework for investment in Downtown San Jose

Proposal

Program/Project Title: Downtown San José Roadmap

Amount of City Funding Required: \$25,000

This change is:

X One-time _____ Ongoing

Cost Estimate Number (if applicable):

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

My office has had conversations with Statebook and Global Impact proposing to develop a data-driven platform that provides benchmarkable metrics to measure and evaluate a variety of social and economic impacts within our downtown. They would work with stakeholders and partners to help measure investment into downtown, understand the needs of neighborhoods where investment is planned, monitor investments over time, engage the community, and provide data-driven reporting for return on investment to stakeholders, including our city.

The investment cost of this is approximately \$300K with an annual \$100K to maintain data and measurement. However, this proposed amount is to leverage private funding and stakeholder support. For this request, the funding would be placed with the Downtown Manager, and would be used to leverage other partners to fund the total program investment and on-going platform through which the city and all other stakeholders can monitor the ongoing long term investment both economically and socially into our downtown. Currently, partners such as Urban Community have offered financial support to this effort, while also encouraging partners to do the same. This is a unique opportunity for our city to benefit from a public-

private partnership that takes a data-driven approach to future social and economic investment in our downtown.

Funding Source

X Essential Services Reserve:

Other (Please specify program/project/fund):

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

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Department or Organization: Council Office District 3

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