



# Memorandum

**TO:** MAYOR LICCARDO

**FROM:** Councilmember Esparza

**SUBJECT: BUDGET DOCUMENT**

**DATE:** 5/27/2021

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Approved *Maya Esparza*

Date 5/27/2021

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## **RECOMMENDATION**

That the following recommendation be enacted.

### **Proposal**

Program/Project Title: Story Road Banners from Little Saigon to King

Amount of City Funding Required: \$12,000

This change is:

One-time       Ongoing

Cost Estimate Number (if applicable): 73

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.):

The Story Road Corridor between Little Saigon and King Road lies in the 95122 ZIP Code, which is the ZIP code hardest hit by Covid in the entire county. This stretch of Story Road is home to many of our minority-owned small businesses, including those in Little Saigon, the Grand Century Mall, and La Placita. In order to facilitate the economic recovery and revitalization of the corridor, this proposal funds the installation of 34 banners and 15 additional banner hook ups on the street light poles between Lucretia Ave. and Bel Harbor Way.

My office will work with the local businesses and community on a design for the banners that will reflect the diversity and importance of the Story Road corridor. These banners will serve as a form of placemaking, as well as instilling pride in an underserved area that forms a rich multicultural nexus in our small business community. As we continue the hard work of helping our communities and businesses recover from Covid while striving for a “better normal,” uplifting those communities that have been most impacted must be a central pillar of this work.

Use of the American Rescue Plan Fiscal Recovery Funds for this effort is consistent with Treasury direction to “respond to the direct and immediate needs of the pandemic and its negative economic impacts and, in particular, the needs of households and businesses that were disproportionately and negatively impacted by the public health emergency...The Fiscal Recovery Funds provide resources to not only respond to the immediate harms of the pandemic but also to mitigate its longer term impact in compounding the systemic public health and economic challenges of disproportionately impacted populations.”<sup>1</sup> This project will ensure use of the funds to support placemaking and uplift a community that lies in the heart of the most disproportionately impacted ZIP code in the county.

### **Funding Source**

Essential Services Reserve:

Other (Please specify program/project/fund): \$12,000 ARP Funds

### **Department or Organization Contact**

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

Name and Title: Eric Hon, Division Manager

Department or Organization: Department of Transportation

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Email: eric.hon@sanjoseca.gov

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<sup>1</sup> Page 37, Interim Final Rule on Coronavirus State and Local Fiscal Recovery Funds, Dept. of Treasury. <https://public-inspection.federalregister.gov/2021-10283.pdf>