



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember M. Carrasco

SUBJECT: BUDGET DOCUMENT

DATE: May 27, 2021

Approved

Date

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: **East Side Rescue Plan: Asset Mapping Project**

Amount of City Funding Required:

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): #94

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.):

As the City seeks solutions on creating a solid and equitable COVID-19 recovery plan, establishing an asset map for the East San José is crucial, especially for the heart of the East Side, which includes King/Story, Emma Prusch, PAL Stadium, Poco Way area, Mayfair area, Our Lady of Guadalupe Church, Mexican Heritage Plaza, Little Portugal, and Alum Rock Avenue Corridor areas. Asset mapping provides information about the strengths, weaknesses, and or resources of a community.

We know COVID-19 recovery will take years, if not decades, to recover completely. Ultimately, Asset mapping will assist in finding and providing opportunities to continue to help produce results. Knowing the asset of an area can create strengths and provide resources inventoried and depicted in a map to create an equitable and inclusive master plan that holds the City accountable to our East Side communities.

It can determine new directions to identify new programs that create the resurgence of East San José. Ultimately, it will memorialize the rich history of the East Side instead of allowing it to disappear from its dying generations, legacies such of Cesar Chavez, Blanca Alvarado, Deacon Vincente Perez, Angel Rios Sr., Esther Medina, Sofia Mendoza, Steve Caballero, Jose Rojo, Jim Plunkett, Madison Nguyen Damien Trujillo, and Los Tigres del Norte just to name a few.

In all, the mapping asset project will help the City find the money to access economic, social, and other vital human services outlined in MBA's #6,7,9, and 16. Mapping will link the City's purpose with the kinds of assets we want to identify for the East Side.

Funding Source

Essential Services Reserve:

X Other (Please specify program/project/fund): General 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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