



October 13, 2022

Sent via electronic mail

Mayor and City Council Members

City of San Jose
200 East Santa Clara Street
San Jose, CA 95113

RE: Request to Support City of San Jose Recovery Task Force Recommendations and the many recommendations that align with the Si Se Puede Collective

Dear Mayor and City Council Members,

We are the Si Se Puede Collective which is comprised of five community organizations, including Amigos de Guadalupe Center for Justice and Empowerment, Grail Family Services, School of Arts and Culture at Mexican Heritage Plaza, SOMOS Mayfair, and Veggielution. Our collective investment in our communities, families and future are resulting in:

- A shared vision and sense of belonging that honors the artistic and cultural identity of Mayfair and empowers community.
- Quality learning opportunities for all children with a focus on success in school and life.
- Culturally competent youth who can navigate, experience, and contribute to the broader world.
- Culturally competent, impactful, and coordinated services and resource referrals to meet the needs of families.
- Community-led advocacy and organizing efforts for policy and systems change.
- Smart development without displacement in the Mayfair community.

Given the gravity of the situation and the on-going impact that COVID-19 has had on our communities, we support the City of San Jose Recovery Task Force's (CSJ-RTF) recommendations for the City of San Jose funds and request that the City continue to identify other sources of revenue, including the City on-going budget process, to fund the other CSJRTF's recommendations drafted on October 13, 2022, at their regular meeting.

We have an estimated need of \$125,000,000 to address the destructive impact the pandemic has had in the three zip codes in the county (95116, 95122, and 95127) where we organize. This pandemic has exposed the long-term effects of the systemic racial and social inequities that our East Side San Jose residents have endured for decades. We respectfully ask that you consider our request and engage other funding partners where appropriate.

The following budgetary requests reflect the confluence of urgent crises and needs caused by this pandemic on East Side San Jose's most vulnerable populations:

1. An unprecedented health crisis that requires on-going action which disproportionately impacts low-income communities, essential workers, women, and Black, Indigenous and People of Color. More specifically, vulnerable Raza communities that have experienced and continue to



experience some of the highest rates of COVID-19 transmission and mortality in Santa Clara County, including, but not limited to the neighborhoods in the 95116, 95122, and 95127 zip codes.

2. The systemic inequities and economic vulnerability of low-income families concentrated in East San Jose. Forty percent (40%) of these families live below one-hundred and eighty-five percent (185%) of the Federal Poverty Level and almost seventy-five percent (75%) of the working population are essential workers living in overcrowded households and the pandemic exacerbated these challenges.
3. The high concentration of low-wage essential workers and families concentrated in these three zip codes are earning insufficient wages to survive and are putting themselves and their families' health at risk.

On-going Budget Request: To meet this unprecedented hardship for East Side San Jose residents, the Si Se Puede Collective has estimated a need of \$125,000,000 based on our collective experience targeting 180,000 plus people, engaging more than half of them with our COVID-19 outreach efforts since March 2020. The proposed services and outcomes include the following:

Purpose	Amount
Jobs and Businesses Navigation Center (Business, Job Development, Job Training Pipelines) Small Business Development (Mobility Labs) Coop Business Development	
Emergency Economic Relief/Development Basic Needs – No Wrong Door Approach (Food, Immigration) Universal Basic Income Childcare Cultural Business District (Alum Rock/King Urban Village Corridor) Community Clinic and Training Center	
Housing Rental Assistance Las Casitas/Tiny Homes & Safe Parks Community Development Corporation Development Property Asset and Land Banking Rapid Rehousing/Measure A Funded Projects	
Outreach and Education Power not Fear Census Follow-up COVID-19 Emergency Response and Recovery 501(c)4 Development Video Production; Personnel and Equipment	
	TOTAL: \$125,000,000



The work of the Si Se Puede Collective, together, or as individual organizations, aligns with the following CSJ-RTF's recommendations and we ask the City of San Jose's consideration for funding for the following as part of the Recovery Task Force process and subsequent city budget processes:

Childcare, Early Care and Education, and Youth Development Committee

Provide equitable workforce development opportunities (including living wages) to the childcare, early care and education, and youth development workforce.

- 1.1 Expand and increase capacity of small business support and quality improvement services (e.g. trainings, capacity-building, and credentialing) for childcare and early care providers. **(Grail Family Services)**
- 1.2 Increase and create stable/sustainable funding for San Jose Public Library Family, Friend, and Neighbor (FFN) Caregiver Support Network. **(Grail Family Services)**
- 1.3 Strengthen partnerships with community-based organizations. **(Si Se Puede Collective)**
- 1.4 Continue workforce development programs for youth from equity priority communities. **(Amigos, School of Arts and Culture, Somos, Veggielution)**
- 1.6 Leverage and align funding to support workforce development opportunities for the childcare, early care and education, and youth development workforce. **(Grail Family Services)**
- 1.7 Consider a pilot project subsidizing childcare for staff of health and social services agencies as a retention strategy. **(Grail Family Services)**

Enhance facilities for childcare, early care and education, and youth development programming.

- 2.2 Partner to support childcare and early care and education non-profits in acquiring commercial buildings. **(Grail Family Services, Somos)**
- 2.3 Expand incentives for ground-floor community-serving spaces in new mixed-use developments. **(Si Se Puede Collective)**

Expand outreach and access to affordable, equitable, and high-quality childcare, early care and education, and youth development programming.

- 3.1 Enhance outreach to low-income families to better connect them with childcare, before and after school programs, and other youth development programs through the City's pilot Promotores program. **(Si Se Puede Collective)**



3.2 Expand outreach to youth from equity priority communities to secure living wage jobs, including summer recreational leader positions with the City for high school students. **(Amigos, School of Arts and Culture, Somos, Veggielution)**

3.3 Improve access to childcare and preschool programs for families who make just above the State income guidelines and do not qualify for these programs. **(Grail Family Services, Somos)**

Expand slots for childcare, early care and education, and youth development programming opportunities.

4.2 Identify the need for out-of-school-time programs in priority zip codes (areas hardest hit by the pandemic within San Jose) and available out-of-school-time programs in those zip codes. **(Si Se Puede Collective)**

4.3 Expand childcare, early care, and out-of-school-time programs in zip codes most impacted by COVID-19. **(Grail Family Services, Somos)**

Enhance mental health and wellbeing and mentorship opportunities for all children and youth.

5.2 Expand social emotional learning to address traumas related to COVID-19. **(Amigos, Grail Family Services, School of Arts and Culture, Somos)**

5.3 Expand behavioral health programs for children and youth. **(Grail Family Services, Somos)**

5.5 Continue to implement quality improvement standards. **(Si Se Puede Collective)**

Community Engagement Committee

Committee Goal: Educate families on various community resources; Conduct deep community engagement about what is needed for recovery.

1.1 Continue and expand the COVID -19 Recovery Task Force's Pilot Promotores program to build awareness of recovery resources offered by the City and CBO's. **(Si Se Puede Collective)**

1.2 Involve the community to simplify forms needed to access important recovery resources related to housing, workforce development, small business, and after-school programs. **(Si Se Puede Collective)**

Community Health and Wellness Committee

Support health and social service providers working in the City of San Jose's equity priority communities with increasing capacity for services delivery, including physical, mental, and health as well as services that address the social determinants of health.



1.2 Create a collaborative cross-sector emergency response action plan and facilitate efforts to include community health centers and non-profit safety net organizations as core partners. **(Si Se Puede Collective)**

1.5 Increase awareness of the City's Community Development Block Grant (CDBG) program to fund needed repairs and maintenance. **(Si Se Puede Collective)**

1.6 Strengthen the local coordinated system of care. **(Si Se Puede Collective)**

Educate and connect residents to culturally relevant resources and services and reduce barriers to access.

2.1 Report out on the ongoing evaluation of the City's Promotores Pilot program. **(Si Se Puede Collective)**

2.3 Partner with community health centers and CBO's to educate residents of existing programs and services. **(Si Se Puede Collective)**

2.4 Provide in-person support at City facilities for accessing online services during emergency events. **(School of Arts and Culture, Veggielution)**

2.5 Strengthen food distribution programs for low-income food-insecure households. **(Si Se Puede Collective)**

2.6 Provide additional funding through the City's Senior Health and Wellness Grant Program to support an increase of chronic disease education, especially diabetes management and prevention. **(Si Se Puede Collective)**

Leverage the City's land use authority to advance health and increase community resilience against future emergency events.

3.1 Update zoning code for urban agriculture. **(Veggielution)**

3.2 Focus tree planting efforts in communities with low tree canopy coverage. **(Amigos, Somos, Veggielution)**

3.4 Simplify the permitting and MOU processes for health and social service providers. **(Si Se Puede Collective)**



Housing Committee

Committee Goal: Ensure all members of the San Jose community have access to affordable and stable housing.

- 1.1 Increase rental assistance and homeless prevention efforts to low-income residents and in neighborhoods most impacted by the pandemic. **(Amigos, Somos)**
- 1.2 Integrate and coordinate additional efforts to support vulnerable renters and communities to access additional resources, such as employment and education assistance, legal support, mental health support, and other social services. **(Si Se Puede Collective)**
- 1.3 Sponsor or support State legislation to mandate that local courts publish eviction data. **(Si Se Puede Collective)**

Accelerating affordable housing production.

- 2.1 Include low-income youth, young adults, and families who reside or work in San Jose in priority groups for affordable housing. **(Si Se Puede Collective)**
- 2.2 Advocate for stronger State affordable housing legislation. **(Si Se Puede Collective)**
- 2.3 Proactively work to achieve 100% of the City's RHNA allocation of affordable housing for the 2023-2031 housing period. **(Si Se Puede Collective)**
- 2.4 Develop an acquisition/rehabilitation program for rental properties. **(Si Se Puede Collective)**

Creating pathways to homeownership.

- 3.1 Develop approaches to homeownership that create opportunities for stability, and for individuals and families to stay and control their own housing **(Si Se Puede Collective)**
- 3.2 Develop approaches to homeownership that create generational wealth and funding mechanisms to support homeownership. **(Si Se Puede Collective)**

Expanding housing outreach and engagement efforts.

- 4.1 Fund local CBO's to conduct outreach on renters' rights and existing housing programs and services. **(Amigos, Somos)**
- 4.2 Develop a multi-program online Tenant Resource Center. **(Si Se Puede Collective)**



4.3 Fund non-profit organizations to educate communities on how to become homeowners and explore different ways on home purchase and provide information on default and mortgage assistance. **(Amigos, Somos)**

4.5 Reduce barriers, especially required forms and certifications, to accessing City housing programs and services. **(Amigos, Somos)**

Just Recovery for Airport, Hotel, and Arts Workers Committee

Committee Goal: Revitalizing hospitality, travel (i.e., the airport), and the arts for these industries and workers.

The hospitality and entertainment sectors have not returned to full employment.

1.2 Explore creating a collective impact employment program for upskilling of low-wage workers. **(School of Arts and Culture)**

Energize travel demand and ensure short and long-term sustainability of arts funding in San Jose.

2.1 Explore dedicating Transient Occupancy Tax (TOT) resources for the long-term recovery and growth of the arts and visitor industry. **(School of Arts and Culture)**

2.2 Encourage the City to develop alternate funding scenarios for addressing the long-term stability and sustainability of the arts and visitor industry. **(Si Se Puede Collective)**

2.3 Further prioritize small- and mid-sized arts groups in all OCA grant-funding decision making. **(School of Arts and Culture)**

2.4 Prioritizing small- and mid-sized arts groups, provide subsidies for rentals at City-owned venues. **(School of Arts and Culture)**

2.5 Promote arts-based events at City-owned facilities. **(School of Arts and Culture, Veggelution)**

2.6 Convene a working group of arts and visitor industry stakeholders to develop targeted strategies to bring in arts-based business activity to the City of San Jose. **(School of Arts and Culture)**

Supporting Small Business Committee

Committee Goal: Support small businesses to recover from the impacts of the COVID-19 pandemic by providing necessary assistance tailored to their specific needs.



1.1 Continue to prioritize and increase financial assistance and support for very small businesses (**fewer than 10 employees**). (**Si Se Puede Collective**)

1.2 Connect with and leverage existing City outreach programs like the pilot Promotores program and partnerships with community-based organizations and business chambers.... (**Si Se Puede Collective**)

Strengthen long-term solutions to support small businesses.

2.1 Continue to partner with and provide funding to organizations who provide training to small business owners on managing books, filing taxes, building credit, securing funding, computer literacy, and other financial tools for long-term success. (**Amigos, Grail Family Services, Somos, Veggielution**)

2.3 Through the City's ongoing procurement disparity study, support efforts to identify barriers in the City's contracting process for Black, Latinx, Asian, people with disabilities and woman-owned businesses and encourage participation, policy and procedure recommendations and refinements that the City may take to increase participation. (**Si Se Puede Collective**)

2.5 Explore the idea of partnership with philanthropic organizations/other funding sources to offer a universal basic income program for sole proprietors, including those working in the arts, childcare, food services, and community health. (**Si Se Puede Collective**)

Take steps to proactively bridge the digital divide for small business owners.

3.3 Leverage future federal infrastructure funding that can support Family Child Care Home (FCCH) providers' child care facilities with upgrading their facilities to include high-speed broadband internet and other modern digital infrastructure, in case of another COVID surge or emergency. (**Grail Family Services**)

3.4 Address technology inequities by expanding digital education, digital literacy, and access to high-speed broadband internet for undocumented, women, Black, Latinx, Asian, people with disabilities, older adults, non-English speaking, and LGBTQ+ small business owners. (**Si Se Puede Collective**)

Workers' Health, Safety and Rights Committee

Committee Goal: Promote workplace health, safety, and justice to ensure a full and fair return to work.

1.3 Increase engagement with the County's Fair Workplace Collaborative to conduct outreach and education, especially around City minimum wage and wage and hour issues. (**Si Se Puede Collective**)



The Si Se Puede Collective organizations are on the ground, every day. Our communities turn to us in their time of need. We are their community advocates and trusted partners and contractors with the City, County, State, Federal governments, and school districts, delivering high-quality, culturally relevant, and targeted care and services to the hardest-to-reach populations, who are most at-risk. Our preventive efforts are helping reduce the fiscal burden from the City of San Jose and the County of Santa Clara.

The Si Se Puede Collective has and will continue to be a proactive ally with the City of San Jose against COVID-19 and its on-going impacts and mutations. We look forward to your support and request that you meet with us to discuss funding our strategic plan and long-term efforts to address the systemic racial and social inequities that our East Side San Jose residents have endured for decades. We will continue to partner with you to fight the on-going effects of COVID-19 in our communities. Gabriel Hernandez will act as our point of contact to arrange meetings to discuss this request. His email address is gabriel@sspccmayfair.org.

Thank you for your consideration,

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