

**Final Recommendations**  
**November 3, 2022**

## Childcare, Early Care and Education, and Youth Development

Action #	Recommendation	Lead	Amount from FY 22-23 Council Approved \$2M	Impl. Category
<b>Strategy 1: Provide equitable workforce development opportunities (including living wages) to the childcare, early care and education, and youth development workforce.</b>				
1.1	<p><b>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.</b></p> <p>For example, leverage existing City programs to provide support to Santa Clara County, First 5, and other stakeholders on building a sustainability plan for the ongoing efforts to develop a countywide Shared Services Alliance (SSA) for Family Child Care Home (FCCH) providers to have access to small business, programmatic, and instructional support services. An SSA is a partnership of childcare providers working together to share costs and deliver services in a streamlined and efficient way. This allows providers, especially in low-income communities, to share some portion of the financial burden of operating a high-quality program. The proposed SSA is an administrative structure that enables services at scale. Participating Family Child Care Home (FCCH) providers would be able to share costs for business supports that may include marketing and social media tools, enrollment and tuition management, health insurance and other benefits, substitute pools, retirement and tax guidance, and legal supports. This would allow providers to focus their efforts on providing high quality care for children.</p>	Library		3
1.2	<p><b>Increase and create stable/sustainable funding for San José Public Library Family, Friend, and Neighbor (FFN) Caregiver Support Network.</b></p>	Library		3
1.3	<p><b>Strengthen partnerships with community-based organizations.</b></p> <p>Strengthen partnerships between the City and community-based organizations by leveraging existing high-quality child and youth programs and services already offered by the City and non-profits. Moreover, the City could also support with marketing, funding, or provision of event space.</p>	Library/ PRNS		1
1.4	<p><b>Continue workforce development programs for youth from equity priority communities.</b></p> <p>Strengthen workforce development programs and services for youth and young adults from equity priority communities to access living wage jobs, for example in childcare, after-school, and youth development programming. Develop a pipeline for these youth and young adults to have a career as community center staff after graduating from high school. Identify employers who are interested in hiring minors.</p>	Library/ PRNS/ work2future		1

1.5	<b>Explore retention strategies for childcare and afterschool workers.</b> For example, consider subsidized community college certificate programs, better retirement packages, and partnerships with local philanthropic organizations.	Library		3
1.6	<b>Leverage and align funding to support workforce development opportunities for the childcare, early care and education, and youth development workforce.</b> Consider additional funding sources to provide ongoing funding for childcare and youth development programs.	Library/ PRNS		3
1.7	<b>Consider a pilot project subsidizing childcare for staff of health and social services agencies as a retention strategy.</b> Start with partnering with regional non-profits and other employers, such as the Goodwill of Silicon Valley, who are interested in cost-sharing the costs of subsidizing childcare for their employees. <sup>1</sup>	CBOs		3
<b>Strategy 2: Enhance facilities for childcare, early care and education, and youth development programming.</b>				
2.1	<b>Continue the exploration of transitioning PRNS's early learning/childcare sites to become licensed childcare facilities.</b> Additionally, assess unused City facilities to become licensed childcare facilities. Have future City licenses childcare facilities be operated by the Santa Clara County Office of Education.	PRNS/ SCCOE		1 – part A 3 – part B
2.2	<b>Partner to support childcare and early care and education non-profits in acquiring commercial buildings.</b> Partner with the Santa Clara County Office of Education to facilitate efforts to support childcare and early care and education providers and other non-profits to purchase commercial buildings, such as through bond financing or seed money (see Community Vision), to develop service hubs and stay rooted as anchor institutions in equity priority communities.	SCCOE		3
2.3	<b>Expand incentives for ground-floor community-serving spaces in new mixed-use developments.</b> Expand the City's program to incentivize and/or subsidize dedicated community-serving spaces, such as childcare facilities, in ground-floor affordable housing and commercial developments. Consider allocating more points in funding applications with childcare facilities. Gather best practices from the Redwood City case study of a development with all ground-floor childcare.	Housing/ PBCE		3
<b>Strategy 3: Expand outreach and access to affordable, equitable, and high-quality childcare, early care and education, and youth development programming.</b>				
3.1	<b>Enhance outreach to low-income families to better connect them with childcare, before and afterschool programs, and other youth development programs through the City's pilot Promotores program.</b> Strengthen the knowledge, skills, and awareness among Promotores in the City's pilot Promotores program about existing childcare, before and afterschool programs, and other youth development programs.	CMO/ Library/ PRNS		1

<sup>1</sup> This action was originally developed by the Community Health and Wellness Committee, and then referred to and incorporated by the Childcare, Early Care and Education, and Youth Development Committee into their recommendations.

	Additionally, train Promotores on available low-cost and high-speed internet programs (e.g., Comcast Lift Zones, getinternet.gov, and SJ Access) to expand online access to child and youth programming. Ensure outreach reflects the language diversity of San José communities.			
3.2	<b>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.</b>	Library/ PRNS/ work2future		1
3.3	<b>Improve access to childcare and preschool programs for families who make just above the State income guidelines and do not qualify for these programs.</b> Consider allocating funding for scholarships for these “gap families” to access childcare and preschool programs.	Library/ PRNS		3
<b>Strategy 4: Expand slots for childcare, early care and education, and youth development programming opportunities.</b>				
4.1	<b>Conduct ongoing coordination with the Santa Clara County Office of Education to ensure that findings from the childcare zip code report continue to inform the City’s child and youth development programming.</b>	CMO/ SCCOE		1
4.2	<b>Identify the need for out-of-school-time programs in priority zip codes (areas hardest hit by the pandemic within San José) and available out-of-school-time programs in those zip codes.</b>	Library/ PRNS		1
4.3	<b>Expand childcare, early care, and out-of-school time programs in zip codes most impacted by COVID-19.</b> Fund family childcare homes and youth development programs in zip codes most impacted by COVID-19. Leverage the Summer Food Service Program, where eligible, to ensure these programs provide participants access to meals. Use existing data to collaborate with regional stakeholders in meeting the needs for childcare, early care, and out-of-school time programs in zip codes most impacted by COVID-19 and during after-hours and non-traditional hours. Through the School/City Collaborative, coordinate with school districts, community-based organizations, and other out-of-school time stakeholders to further align and to discuss State funding opportunities for expanded learning, in order to leverage efforts and align community priorities.	Library/ PRNS	\$200,000	1
<b>Strategy 5: Enhance mental health and wellbeing and mentorship opportunities for all children and youth.</b>				
5.1	<b>Expand trainings on trauma-informed and trauma-responsive practices.</b> Build upon existing trainings offered by the County on trauma-informed care and trauma-responsive approaches for childcare and out-of-school time providers of all age groups, including childcare and youth development staff from non-profit organizations. Connect with the Mayor’s Gang Prevention Task Force (MGPTF) to advance mental health and wellbeing among all children and youth. Collaborate and leverage funding with the MGPTF.	Library/ PRNS		3
5.2	<b>Expand social emotional learning to address traumas related to COVID-19.</b> Collaborate to expand opportunities and advocate for social emotional learning to address traumas related to COVID-19 for all children and	CMO/ Library/ PRNS		3

	youth. Connect to and leverage the work that K-12 school districts are leading to develop Multi-Tiered Systems of Support (MTSS) to promote social emotional learning.			
5.3	<b>Expand trauma-informed mental and behavioral health programs for children and youth.</b> Leverage and align funding, and partner with local school districts, service providers, and Santa Clara County, to expand mental and behavioral health programs and services, such as existing mentorship programs that support children, youth, and families using a trauma-informed approach.	CMO/ Library/ PRNS		3
5.4	<b>Expand existing mentorship programs for middle and high school-aged students hardest hit by COVID-19.</b> Partner with local service providers and community colleges in formalizing and expanding existing mentorship programs for middle and high school-aged students hardest hit by COVID-19, such as expanding mentorship programs that incorporate a trauma-informed approach for those children and young people who were deeply impacted by the pandemic.	CBOs/ Community Colleges/ Library/ PRNS		3
5.5	<b>Continue to implement quality improvement standards.</b> Continue to coordinate with the Santa Clara County Office of Education and implement quality improvement standards, on an ongoing basis, for all programs (e.g., nutrition, playtime, social emotional learning) serving children, youth, and young adults.	CMO/ Library/ PRNS/ SCCOE		1
5.6	<b>Expand quality programming, employment opportunities, and leverage resources for youth and young people with disabilities.</b>	CMO/PRNS		3

## Community Engagement

Action #	Recommendation	Lead	Amount from FY 22-23 Council Approved \$2M	Impl. Category
1.1	<b>Continue and expand the COVID-19 Recovery Task Force’s pilot Promotores program to build awareness of recovery resources offered by the City and community-based organizations (CBOs). Resource information to disseminate include workforce development programs, childcare, housing, community health clinics and to the Filipino, Vietnamese, Asian, Latino/a/x and African-Ancestry communities.<sup>2</sup></b>	CMO	\$100,000	1
1.2	<b>Involve the community to simplify forms needed to access important recovery resources related to housing, workforce development, small business, and after-school programs. Consider starting with those related to housing resources.<sup>3</sup></b>	CMO/Housing/ OEDCA/PRNS		1
1.3	<b>The City should host an annual recovery resource fair and/or other engagement activity to directly connect residents with Recovery resources. Activities should be in different areas/neighborhoods that have been impacted the most by the pandemic.</b>	CMO	\$15,000	1

<sup>2</sup> A similar action was developed by the following committees: Childcare, Early Care and Education, and Youth Development; Community Health and Wellness; Housing; and Supporting Small Businesses.

<sup>3</sup> A similar action was developed by the Housing Committee and the Supporting Small Businesses Committee.

## Community Health and Wellness

Action #	Recommendation	Lead	Amount from FY 22-23 Council Approved \$2M	Impl. Category
<b>Strategy 1: Support health and social service providers working in the City of San José's equity priority communities with increasing capacity for services delivery, including physical, mental, and dental health as well as services that address the social determinants of health.</b>				
1.1	<p><b>Support career training programs for community health navigators.</b></p> <p>Develop a partnership with community health centers, community colleges, and other stakeholders by providing funding to support career pathways and training programs for community health navigators. Community health navigators conduct linkage to services, resources, and follow-up for residents of equity priority communities. As trusted messengers in their communities, community health navigators will support residents with navigating the existing system of City, County, and State health and social services.</p>	work2future		3
1.2	<p><b>Engage with the County to create a collaborative cross-sector emergency plan that facilitates efforts to include community health centers and non-profit safety net organizations as core partners.</b></p> <p>This plan is to help coordinate large emergency response events and to determine what role community health centers and non-profit safety net organizations would provide in the event of future epidemics, pandemics, or other emergency events.</p> <ul style="list-style-type: none"> <li>• With the County, gather lessons and identify the networks that were developed during the COVID-19 pandemic and develop a matrix of organizations and the health and social services they offered to community members.</li> <li>• Based on the findings, work with the County to amend existing policies and protocols to ensure community health centers and non-profit safety net organizations in San José are included as core partners, at the front end, in rapidly responding to future emergency events.</li> <li>• With the County, ensure there is an identified stockpile of personal protective equipment (PPE) and that it can be shared with community health centers and other non-profit safety net organizations, in the event of an emergency.</li> <li>• Identify potential funding strategies for ancillary needs of emergency response.</li> <li>• Continue to develop a rapid response communication plan to distribute important information to community residents on how to respond to the emergency event they are experiencing.</li> <li>• Continue to incorporate non-technology options for residents with low digital literacy.</li> </ul>	OEM		1
1.3	<p><b>Support efforts to develop a behavioral health career pipeline.</b></p>	work2future		3

	Through the City's existing work development programs, support regional efforts to establish and expand behavioral health career programs that train students to become certified behavioral health providers. Partner with local school districts, community colleges, and universities in establishing and expanding behavioral health career training programs, especially programs that train Black, Indigenous, and people of color (BIPOC) students to ensure there is diversity in the workforce. This pipeline will address the large wait time in access to behavioral health and the need for behavioral health care caused by the pandemic.			
1.4	<b>Support retention strategies for the healthcare workforce.</b> Partner with local philanthropic organizations and health stakeholders in developing and funding strategies to strengthen retention within the healthcare workforce. For example, one retention strategy would be to develop and distribute a directory of City health and wellness programs (e.g., meditation, dance, weight loss, music, etc.) available in the City that low-wage healthcare workers could access at free or discounted rates. Another best practice would be to leverage the City's community center programs and add a path for healthcare workers to access those services at free or discounted rates.	CMO/ PRNS		3
1.5	<b>Increase awareness of the City's Community Development Block Grant (CDBG) program to fund needed repairs and maintenance.</b> Continue to use the CDBG grant program to support health and social service providers to address needed repairs and maintenance and to expand their facilities. Ensure these providers remain as anchor institutions in San José's equity priority communities. Connect this effort with the City's existing Clean, Vibrant, and Inclusive Neighborhood and Public Life Enterprise Priority.	Housing		1
1.6	<b>Strengthen the local coordinated system of care.</b> Work with the County to involve community health centers and CBOs in the ongoing development of the Cross-Agency Systems Team (CAST) to strengthen the local coordinated system of care for children, youth, and families.	County/ CMO		1
<b>Strategy 2: Educate and connect residents to culturally relevant resources and services and reduce barriers to access.</b>				
2.1	<b>Report out on the ongoing evaluation of the City's Promotores Pilot program.</b> For example, collect data on the number of people reached and the number of referrals conducted by Promotores. Over time, incorporate emerging models and best practices into the program.	CMO		1
2.2	<b>Enhance language accessibility for all City services and programs.</b> For example, by providing multilingual interpretive services for public-facing programs and by hiring multilingual staff who speak multiple languages including Spanish, Vietnamese, Mandarin, Cantonese, and Tagalog.	CMO/City Departments		1
2.3	<b>Partner with community health centers and CBOs to educate residents of existing programs and services</b> Connect with and leverage community health centers and CBOs to distribute educational materials about existing public services and	CMO/Library /PRNS/ Community Health		1

	<p>programs. As trusted messengers, they can provide culturally relevant messaging about the City's existing programs and services.</p> <p>For example, partner with community health centers and CBOs to distribute information about the SJ Access program and digital literacy programs to address technology inequities and support residents with gaining a basic understanding of computer and technology navigation.</p> <p>Additionally, work with community health centers to identify and educate residents with chronic diseases about PG&amp;E's Medical Baseline program, which is an assistance program for PG&amp;E customers who need energy for certain medical needs.</p>	Centers/ CBOs		
2.4	<p><b>Provide in-person support at City facilities for accessing online services during emergency events.</b></p> <p>Through the Emergency Operations Center, during emergency events, direct residents to City facilities (e.g., community centers and libraries) so they can receive in-person support in navigating online resources and accessing online services, such as tele-health.</p>	OEM		1
2.5	<p><b>Strengthen food distribution programs for low-income food-insecure households.</b></p> <p>The City of San José should consider strengthening its pre-pandemic commitment for low-income food insecure households such as senior nutrition and Meals on Wheels, by increasing annual funding for these programs, recognizing that the pandemic generated sustained demand and inflation has increased operational costs.</p> <p>The City and the County should also recognize the broader elevated need for groceries and meals for San Joseans who are homeless and/or hungry, as part of their broader efforts to provide social services for unhoused residents. The City should evaluate its current funding commitment to local community-based organizations for distribution of groceries and meals, in coordination with the County.</p>	CMO/ County		3
2.6	<p><b>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.</b></p> <p>For example, increase grant funding to partners to provide chronic disease education during senior nutrition food distribution periods. In addition, explore opportunities to expand current health and wellness workshops being offered at neighborhood centers by community health partners.</p>	PRNS	\$200,000	1
<p><b>Strategy 3: Leverage the City's land use authority to advance health and increase community resilience against future emergency events.</b></p>				
3.1	<p><b>Update zoning code for urban agriculture.</b></p> <p>Consider changes to the City's zoning code to allow small-scale urban agriculture as the primary land use in most zones and accessory uses such as temporary on-site urban agriculture stands.</p>	PBCE		2,3
3.2	<p><b>Focus tree planting efforts in communities with low tree canopy coverage.</b></p> <p>Continue the City's Community Forest Management plans to reverse declining canopy cover and expand tree planting guided by an equity lens and in Equity Priority communities to combat the urban heat</p>	DOT		1

	island effect. Prioritize equity priority communities in all strategies that seek to build climate adaptation and resiliency in San José.			
3.3	Work with energy providers to determine residents who require energy for chronic disease management (e.g., insulin needs to be kept cool, and dialysis machines) and explore the feasibility of exempting those individuals from power cut off or provide battery back-up cooling to those individuals.	SJCE		3
3.4	<b>Simplify the permitting and MOU processes for health and social service providers.</b> Explore a policy/ordinance or policy/ordinance amendments to simplify the permitting and MOU processes for partnerships with non-profit organizations and health and social service providers to more quickly provide services to high-need populations. For example, simplify the permitting and licensure process so that mobile health clinics can provide services to unhoused and low-income residents. Additionally, decrease the permitting fees for non-profits to provide health and social services, which have been cost-prohibitive for many non-profit food pantries and health clinics during the pandemic. Conduct a study of existing insurance requirements for non-profits, and lessons learned from past partnerships, to provide health and social services.	CMO/PBCE		2,3

## Housing

Action #	Recommendation	Lead	Amount from FY 22-23 Council Approved \$2M	Impl. Category
<b>Strategy 1: Sustaining renter assistance efforts.</b>				
1.1	<b>Increase rental assistance and homeless prevention efforts to low-income residents and in neighborhoods most impacted by the pandemic.</b> For example, prioritize housing assistance for extremely low-income residents or those earning less than \$15,000 per year.	CMO/Housing		1
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.	Housing		1
1.3	<b>Sponsor or support State legislation to mandate that local courts publish eviction data.</b> This publicly available eviction data should include recorded Unlawful Detainers filed and evictions executed by the court.	City Council/ CMO-API/ Housing		2
1.4	<b>Continue development of an Eviction Diversion/Housing collaborative court.</b> This collaborative court is based on lessons learned from programs initiated locally and around the County during the pandemic. Recommit to exploring the opportunities to create a local "right to council" for tenants in eviction cases.	Housing		1
<b>Strategy 2: Accelerating affordable housing production.</b>				



2.1	<b>Include low-income youth, young adults, and families who reside or work in San José in priority groups for affordable housing opportunities.</b> Instruct the Housing Department to apply to youth set-aside funding programs on a more consistent basis.	Housing		3
2.2	<b>Advocate for stronger State affordable housing legislation.</b> Encourage City to advocate for, such as write letters of support on an ongoing basis, for state housing legislation that advances affordable housing production. Specifically, direct Housing staff to advocate for ongoing State funding for Project HomeKey.	City Council/ CMO-API/ Housing		2
2.3	<b>Proactively work to achieve 100% of the City's Regional Housing Needs Allocation (RHNA) allocation of affordable housing for the 2023-2031 housing period.</b> Specific actions to consider include: 1) updating San José land use and zoning to increase sites available for multifamily housing (or more narrowly 100% affordable housing), such as sites zoned for schools and faith-based institutions; 2) streamlining the City's permitting process to expedite construction of new affordable housing developments; 3) protecting and expanding dedicated funding (ala Measure E) for affordable housing development; and 4) raising the commercial linkage fee that could be used for affordable housing development.	Housing/PBCE/ OEDCA		1
2.4	<b>Develop an acquisition/rehabilitation program for rental properties.</b> To address post pandemic speculations, develop an acquisition/rehabilitation program for small to medium size rental properties, including a technical assistance fund to support community-based engagement in this program.	Housing		3
<b>Strategy 3: Creating pathways to homeownership.</b>				
3.1	<b>Develop approaches to homeownership that create opportunities for stability, and for individuals and families to stay and control their own housing.</b> For example, ensure there is funding for the proposed Community Opportunity to Purchase (COPA) policy to assist San José residents in higher COVID-19 impacted areas to support with down payment assistance. Additionally, support seniors and COVID-19 impacted communities at risk of defaulting on their mortgages by providing monthly payment support based on their fixed income. Explore a partnership with the County, PG&E, Valley Water, and other agencies to create affordable utilities for communities impacted by COVID-19.	Housing		2,3
3.2	<b>Develop approaches to homeownership that create generational wealth and funding mechanisms to support homeownership.</b> For example, leverage existing funding (ala Measure E) to buy affordable housing for the ownership model. Also, create financial reserves to support new homeowners with closing cost assistance and after their home purchase (e.g., one month mortgage) to prevent being denied and/or falling back on mortgage payments.	Housing		3
<b>Strategy 4: Expanding housing outreach and engagement efforts.</b>				

4.1	<b>Fund local CBOs to conduct outreach on renters' rights and existing housing programs and services.</b> Fund local CBOs to conduct authentic and culturally-relevant outreach to equity priority communities on behalf of the City. As trusted messengers in their communities, these CBOs will assist with increasing education and awareness of renters' rights as well as of City, County, and State housing programs and services.	Housing	\$130,000	1
4.2	<b>Develop a multi-platform online Tenant Resource Center.</b> The Tenant Resource Center will support access to both local and state tenant protections, including the right to organize, and anti-retaliation - as an extension of the Eviction Help Center (coordinated with other City resources, including responsive Code Enforcement, etc.). Ensure the resources are available in multiple languages. Partner with CBOs to ensure the online resource site is community-led and is updated regularly. Develop popular education materials for the website that can easily be printed and distributed to residents in-person.	Housing	\$130,000	1
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.	Housing		3
4.4	<b>Conduct an evaluation of the City's housing programs and services.</b> Evaluate how the City's housing programs and services support (or fail to support) undocumented people, people with disabilities, people experiencing homelessness, and people with low literacy levels. For example, explore requirements of key housing documents to be made available in multiple languages and requiring Americans with Disabilities Act (ADA) accessibility for anyone who receives City housing funding. Identify areas for improvement, especially in the document process for applying to City programs and services.	Housing		3
4.5	<b>Reduce barriers, especially required forms and certifications, to accessing City housing programs and services.</b> When specific requirements cannot be removed, then coordinate so that City and non-profit staff can provide support for residents to fill out documents, or provide options for alternative documents to fulfill requirements.	Housing		3

## Just Recovery for Airport, Hotel, and Arts Workers

Action #	Recommendation	Lead	Amount from FY 22-23 Council Approved \$2M	Impl. Category
<b>Strategy 1: The hospitality and entertainment sectors have not returned to full employment.</b>				
1.1	<b>Consider changes to the City's Opportunity to Work Ordinance to lower the employer threshold of 36 employees to 25</b>	City Council/ CAO/PW		2

	<b>employees and to ensure as many full-time employment positions are offered to part-time employees as possible.</b>			
1.2	<b>Explore creating a collective impact employment program for upskilling of low-wage workers.</b> Partner with local and regional employers to create a collective impact employment program for low-income workers that designs customized training programs considering existing skills (such as hospitality, food service, caregiving, and construction) and supports upskilling of low-income workers via an “earn & learn” model. As example, partner with San José State University to expand their Hospitality, Tourism, and Event Management program to provide training certificates and upskilling opportunities for low-income hospitality workers.	OEDCA		3
<b>Strategy 2: Energize travel demand and ensure the short and long-term sustainability of arts funding in San José.</b>				
2.1	<b>Explore dedicating Transient Occupancy Tax (TOT) resources for the long-term recovery and growth of the arts and visitor industry.</b> Provide ongoing recovery and growth of the arts and hospitality sectors through the TOT fund after federal and state relief funding ends. Consider using the 40% of the TOT fund that goes to the City’s General Fund to reinvest in arts, entertainment, and convention business stimulation including targeted programing, marketing, associated infrastructure improvements, and the facilities costs required of performing arts groups to use City-owned event spaces.	CMO-Budget/ OEDCA		2,3
2.2	<b>Encourage the City to develop alternate funding scenarios for addressing the long-term stability and sustainability of the arts and visitor industry.</b> Consider adopting a new funding mechanism to invest in sector recovery. One potential example is a ticket surcharge fee at convention, sports, and entertainment venues, such as the one implemented by the City of Denver.	CMO-Budget/ OEDCA		2,3
2.3	<b>Further prioritize small- and mid-sized arts groups in all Office of Cultural Affairs (OCA) grant-funding decision making.</b>	OEDCA		1
2.4	<b>Prioritizing small- and mid-sized arts groups, provide subsidies for rentals at City-owned venues.</b>	OEDCA	\$100,000	1
2.5	<b>Promote arts-based events at City-owned facilities.</b> Leverage the City’s physical assets and event spaces (e.g., Airport, SAP Center, parking garages, and electronic promotional signage) to promote arts-based events. For example, partner with the Airport to advertise local arts groups and cultural events in their on-site advertising, magazines, and other collateral. Partner with the Airport to regularly host visual arts programming on-site for San José-based artists and cultural institutions.	OEDCA/TSJ		1,3
2.6	<b>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 José.</b>	TSJ/arts stakeholders		3
2.7	<b>Review of City costs associated with cultural programming in City-owned facilities, parks, and street closures.</b>	OEDCA		3

	Explore ways to increase City support and infrastructure for arts and cultural programming throughout the city, such as addressing cost of arts and cultural production.			
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## Supporting Small Businesses

Action #	Recommendation	Lead	Amount from FY 22-23 Council Approved \$2M	Impl. Category
<b>Strategy 1: Increase access to capital and direct financial assistance for small businesses most impacted by the pandemic.</b>				
1.1	<p><b>Continue to prioritize and increase financial assistance and support for very small businesses (fewer than 10 employees).</b></p> <p>Assistance should focus on rent relief, equipment for better safety standards, and the City's existing Storefront Grants. Home-based business owners should also be eligible for the grant opportunities/financial assistance. For Storefront Grants, allow those who have previously received funding through the Storefront Grant to qualify, assuming they are applying for a different grant than the one they had received previously.</p>	OEDCA	\$600,000  (\$300,000 for rent relief program; \$300,000 for Storefront Grant program)	1
1.2	<p><b>Connect with and leverage existing City outreach programs like the pilot Promotores program and partnerships with community-based organizations and business chambers</b> who work with undocumented individuals, women, Black, Latinx, Asian, people with disabilities, older adults, non-English speaking, and LGBTQ+ business owners to promote:</p> <ul style="list-style-type: none"> <li>• Existing and future funding opportunities;</li> <li>• City of San José's SJ Access Programs;</li> <li>• Business Tax License exemptions for family day care homes, financial hardship, or low revenue generating small businesses;</li> <li>• Participating in the City's contracting process;</li> <li>• ADA compliance resources available such as Certified Access Specialist (CASp) grants, and those offered through AB 2164, which passed in September 2022;</li> <li>• San Jose Public Library's computer literacy classes;</li> <li>• Other business development resources that support small businesses impacted by the pandemic.</li> </ul> <p>Leveraging the cultural competency of the Promotores and CBOs will support effective engagement across communities. As part of this outreach, continue to provide information on these resources in multiple</p>	CMO/Library/OEDCA/CBOs/ Business Associations and Chambers		1

	languages, ensure screen readers accessibility, and clear understandable text is used in materials.			
<b>Strategy 2: Strengthen long-term solutions to support small businesses.</b>				
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.	OEDCA	\$150,000	1
2.2	Leverage the partnerships and resources in the newly-launched Latino Business Foundation's Small Business Resource Center at Quetzal Gardens, as well as the online website Business Owner Space ( <a href="http://businessownerspace.com">businessownerspace.com</a> ) to serve as a one-stop shop of resources for small business owners, including support completing Business Tax Certificates and exemption forms, receiving an Employee Identification Number (EIN), and more. Explore how SJ311 or other text-based forms of communicating with the City can also be an additional resource for accessing information.	OEDCA/Latino Business Foundation's Small Business Resource Center		1
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.	Finance		1
2.4	Develop grants to cover construction costs to support small business owners to meet ADA compliance.	PBCE/OEDCA		3
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.	CBOs and other partners		3
<b>Strategy 3: Take steps to proactively bridge the digital divide for small business owners.</b>				
3.1	Continue the City's Customer Service Vision and Standards initiative to update the website and business-related forms and make them easier for small business owners to access and complete needed information such as obtaining a business license or applying for grants. Ensure these pages and forms are available in multiple languages, accessible via a screen reader and including customer service staff to support completing necessary forms. Consider including a banner on the front of the business registration page for those who qualify to waive license fees.	CMO		1
3.2	Expand the City's SJ Access Free Wi-Fi program to Equity Priority Communities or to zip codes most impacted by COVID-19 in San José, enabling free	ITD/Library		3

	internet access to more impacted businesses, residents, and families. Moving forward, explore more advanced infrastructure to provide free high-speed, broadband internet to all city residents and small businesses.			
3.3	Leverage future federal infrastructure funding that can support Family Child Care Home (FCCH) providers' childcare facilities with upgrading their facilities to include high-speed broadband internet and other modern digital infrastructure, in case of another COVID-19 surge or emergency. <sup>4</sup>	Library		3
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 a disabilities, older adults, non-English speaking, and LGBTQ+ small business owners. Support small businesses, by establishing a basic understanding of computer and technology navigation.	ITD / Library		1

## Workers' Health, Safety, and Rights

Action #	Recommendation	Lead	Amount from FY 22-23 Council Approved \$2M	Impl. Category
<b>Strategy 1: Workplace rights outreach, education, and enforcement:</b> <b>a) expand the City's role, and</b> <b>b) connect with other agencies and community organizations to leverage existing capacity.</b>				
1.1	Increase staff and resources in the Office of Equality Assurance (OEA). Specifically: <ul style="list-style-type: none"> <li>Resources to conduct inspections of worksites, interviewing workers to ensure that payroll records are accurate, and identifying if apprentice ratios are being met</li> <li>Identify concentrations of offenses or repeat offenders</li> <li>Ensure language capacity to quickly respond to worker calls/ complaints in languages other than English</li> <li>Continue to evaluate staffing needs relative to number and needs of workers falling under City minimum wage, prevailing wage, or other OEA enforcement responsibilities</li> </ul>	PW-OEA		1
1.2	Increase engagement with the County's Fair Workplace Collaborative to conduct outreach and education, especially around City minimum wage and wage and hour issues. Visit workplace sites; engage with workers and small business owners;	PW-OEA	\$375,000	1

<sup>4</sup> This action was originally developed by the Childcare, Early Care and Education, and Youth Development Committee, and then referred to and incorporated by the Supporting Small Businesses Committee into their recommendations.

	<p>this includes engaging with both worker organizations and groups representing small businesses.</p> <p>Additionally, explore integrating community-based workers' rights outreach and education into existing City programs that touch working community members or jobseekers.</p>			
1.3	<p>Connect with union labor compliance programs. Specifically:</p> <ul style="list-style-type: none"> <li>• Increase OEA's ability to respond timely to certified payroll requests;</li> <li>• Collaborate on enforcing prevailing rates including benefit packages, State apprenticeship ratios, and related training requirements;</li> <li>• Follow Department of Industrial Relations (DIR) procedures by giving the highest wage/benefit package to workers when there are overlapping classifications on public works projects; and</li> <li>• Consider establishing a monthly roundtable meeting on construction labor/workforce issues (both public and private) with labor compliance officers and other stakeholders (similar to the Developers Roundtable meeting).</li> </ul>	PW-OEA		1
1.4	<p>Improve awareness of and compliance with local minimum wage protections. (Relates to Action 1.2)</p> <ul style="list-style-type: none"> <li>• Ensure businesses are aware of local minimum wage differences and annual increases, their responsibilities, and how to access resources and help if needed; and</li> <li>• Ensure workers are aware of local minimum wages and how to access their rights.</li> </ul>	PW-OEA		3
1.5	<p>Explore raising San José's minimum wage to equal that of Sunnyvale and Mountain View. In parallel, encourage other cities in Santa Clara County to adopt that as regional standard minimum wage.</p>	PW-OEA		2
<p><b>Strategy 2:</b>  <b>Strengthen workers' rights and safety enforcement tools in City of San José.</b></p>				
2.1	<p>In developing the Responsible Construction Ordinance (RCO), review the new model enacted in Sunnyvale and the work underway in Mountain View. Ensure RCO is enacted in San José.</p>	PW-OEA		1
2.2	<p>Remove exclusion of Public Works from Wage Theft Policy for City contracts.</p>	PW-OEA		1
2.3	<p>Direct the City Attorney Office to file suit in egregious wage theft enforcement cases; for misclassification under AB5 where appropriate (including joining other cities in lawsuits); and egregious cases before the OEA. See models in Los Angeles, San Francisco (including claims under California unfair competition laws).</p>	City Council		2
2.4	<p>Ensure no actions are taken to undermine or lower the living wage or prevailing wage, whichever is applicable, and if both apply, the higher of the two is used.</p>	PW-OEA		2

<b>Strategy 3: Paid sick leave to:</b> <b>a) extend COVID-19 paid sick leave to provide stability and predictability; and,</b> <b>b) enact permanent local paid sick leave law – more robust than 3 days offered by State. Follow models of Oakland, San Francisco, and other California cities.</b>				
3.1	Renew the City law for COVID-19 supplemental paid sick leave, continue coverage (recognizing that COVID-19 is now likely to become endemic), covering all workers in San José, regardless of the number of employees in a company. Advocate for the State to extend tax credits for small businesses that provide COVID-19 sick pay per City or State law.	City Council/ CAO		2
3.2	Ensure that workers are educated about their rights to three-day paid sick leave, COVID-19 supplemental paid sick leave, and job-protected leave.	PW-OEA		1
3.3	Enact permanent local paid sick leave law – more robust than three days offered by the State. Follow models of Oakland, San Francisco, and other California cities.	City Council		2

### **Glossary**

- API – Administration, Policy, and Intergovernmental Relations
- CAO – City Attorney’s Office
- CBO – Community-Based Organization
- CMO – City Manager’s Office
- DIR – Department of Industrial Relations
- DOT – Department of Transportation
- Impl. – Implementation
- ITD – Information Technology Department
- MOU – Memorandum of Understanding
- OEA – Office of Equality Assurance
- OEDCA – Office of Economic Development and Cultural Affairs
- OEM – Office of Emergency Management
- PBCE – Planning, Building, and Code Enforcement
- PRNS – Parks, Recreation, and Neighborhood Services
- PW-OEA – Department of Public Works, Office of Equality Assurance
- SCCOE – Santa Clara County Office of Education
- SJCE – San José Clean Energy
- TSJ – Team San Jose