



City of Santa Clara

Call and Notice of Special Meeting

Economic Development, Communications, and Marketing Committee

Wednesday, September 2, 2020

3:00 PM

City Hall Council Chambers
1500 Warburton Avenue
Santa Clara, CA 95050

NOTICE IS HEREBY GIVEN that, pursuant to the provisions of California Government Code §54956 (“The Brown Act”) and Section 708 of the Santa Clara City Charter, the Chair calls for a Special Meeting of the Economic Development, Communications, and Marketing Committee, to commence and convene on September 2, 2020, at 3:00 p.m. for a Special Meeting, to consider the following matter(s) and to potentially take action with respect to them.

Pursuant to the provisions of California Governor’s Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, the City of Santa Clara has implemented methods for the public to participate remotely:

• Via Zoom:

o <https://santaclaraca.zoom.us/j/98889046964>

Meeting ID: 988 8904 6964 or

o Phone: 1 (669) 900-6833

• Submit comments via email to mayorandcouncil@santaclaraca.gov.

For those individuals that do not have the above access, the City Council Chambers have been set up to accommodate up to 10 people at a time and public comment will be given from that location.

The meeting set-up is in line with the recommendations of the COVID-19 White House Task Force, which notes no more than 10 people gatherings. A limited number of staff will also be present.

CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

20-823 [Economic Development, Communications, and Marketing Committee Minutes of August 19, 2020](#)

Recommendation: Approve the Economic Development, Communications, and Marketing Committee minutes of August 19, 2020.

PUBLIC PRESENTATIONS

GENERAL BUSINESS

1. 20-798 [Discussion and Possible Action on Communication Directives given at the August 19, 2020 Economic Development, Communications, and Marketing Committee Meeting \[Council Pillar: Enhance Community Engagement and Transparency\]](#)

Recommendation: Receive Committee input.

COMMITTEE MEMBERS REPORT

GOOD OF THE ORDER

ADJOURNMENT

The Economic Development, Communications, and Marketing Committee meeting is adjourned to November 18, 2020.



City of Santa Clara

1500 Warburton Avenue
Santa Clara, CA 95050
santaclaraca.gov
@SantaClaraCity

Agenda Report

20-823

Agenda Date: 9/2/2020

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT

Economic Development, Communications, and Marketing Committee Minutes of August 19, 2020

PUBLIC CONTACT

Public contact was made by posting the Economic Development, Communications, and Marketing Committee agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Approve the Economic Development, Communications, and Marketing Committee minutes of August 19, 2020.

Reviewed by: Genevieve Yip, Staff Analyst I

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Economic Development, Communications, and Marketing Committee Minutes of August 19, 2020



City of Santa Clara

Meeting Minutes

Economic Development, Communications, and Marketing Committee

08/19/2020

3:00 PM

City Hall Council Chambers
1500 Warburton Avenue
Santa Clara, CA 95050

CALL TO ORDER AND ROLL CALL

Present 3 - Chair Debi Davis, Member Lisa M. Gillmor, and Member Kathy Watanabe

CONSENT CALENDAR

[20-320](#)

Economic Development, Communications, and Marketing Committee Minutes of February 19, 2020

Recommendation: Approve the Economic Development, Communications, and Marketing Committee minutes of February 19, 2020.

A motion was made by Member Gillmor, seconded by Member Watanabe, and unanimously carried, that the Committee approve the Economic Development, Communications, and Marketing Committee meeting minutes of February 19, 2020.

Aye: 3 - Chair Davis, Member Gillmor, and Member Watanabe

PUBLIC PRESENTATIONS

None.

GENERAL BUSINESS

1. [20-323](#) Update on the Small Business Assistance Grant Program and Discussion on Potential Allocation of \$1.59 Million in CARES Act Funds

Recommendation: This item is to receive input from the Committee in order to provide an recommendation to the full Council for action to fund: (1) Small Business Grant Program, (2) New Program for Businesses to install COVID-related safety improvements, and/or (3) additional funding for the Emergency Rental Assistance Program.

Assistant City Manager Ruth Shikada reported that City recently received an allocation of CARES Act funding from the State totaling \$1,590,000, which can be used to cover unbudgeted expenses incurred from March 1, 2020 through December 31, 2020, to address the public health and public safety impacts of COVID-19, and that staff was seeking input from the Committee in order to provide a recommendation to the full Council for action to fund: (1) Small Business Grant Program, (2) New Program for Businesses to install COVID-related safety improvements, and/or (3) additional funding for the Emergency Rental Assistance Program. Member Gillmor commented that the there are four areas of need: assistance for small businesses, which would include the installation of COVID-related safety improvements; food for students and families; emergency rental assistance; and relief for increased garbage rates, which would enable the City to help all residents in the community. Member Watanabe also agreed that there is a need for small business assistance; continuing the Healthy Meals Program, and the Emergency Rental Assistance Program. Member Watanabe also commented that residents in her district have reached out for information on assistance as utility bills have doubled since the shelter-in-place order and that the continuing the City's utility assistance program was also important.

It was moved by Member Gillmor, seconded by Member Watanabe, and unanimously carried that the Committee direct staff to bring back a proposal to full City Council for action to fund assistance for (1) Small Business Grant Program; (2) Healthy Meals Santa Clara weekend meal distribution in the event that the City reinvigorates the program; (3) relief on garbage rate increases for the next 6 months; and (4) additional funding for the Emergency Rental Assistance Program.

2. [20-324](#) Overall Citywide Communications Update

City Manager Deanna J. Santana reported that the City received first place recognition for not one but two categories in the 2020 CAPIO Excellence in Public Information and Communications (EPIC) Awards for the City's website redesign and website launch.

2.A. City COVID-19 Response - Communications Programs

Director of Communications Lenka Wright reported on the City's communications efforts in response to the COVID-19 pandemic (e.g., COVID-19 digital communications, including dedicated City COVID-19 website, dozens of videos and community messages from the Mayor, online programming) and media coverage for Santa Clara's COVID-19 response.

Chair Davis presented a memo on refocusing communication efforts to the Committee. The Committee discussed reallocating communications funds towards COVID-19 pandemic-related communications efforts. Following the Committee's input on refocusing communication efforts, Chair Davis called for a Special meeting on September 2, 2020. It was moved by Member Gillmor, seconded by Member Watanabe, and unanimously carried that the Committee direct staff to bring back this item for discussion at a Special meeting and invite CirclePoint to attend.

Aye: 3 - Chair Davis, Member Gillmor, and Member Watanabe

2.B. Social Media Analytics Quarterly Report

Director of Communications Wright provided an update on the quarterly activities of Citywide social media activities for Fiscal Year 2019-20 Quarters 3 and 4. This item was an informational report only, and no action was taken by the Committee.

2.C. Inside Santa Clara Launch and Response

Director of Communications Wright provided an update on the quarterly activities of Citywide social media activities for Fiscal Year 2019-20 Quarters 3 and 4. and on the Inside Santa Clara newsletter redesign and launch efforts. This item was an informational report only, and no action was taken by the Committee.

2.D. Communication Consultants (Love Santa Clara program, other updates)

Director of Communications Wright provided an update on collaborative efforts with the City's communications consultants. Communications & Outreach Manager Lon Peterson reported on the Love Santa Clara initiative. This item was an informational report only, and no action was taken by the Committee.

2.E. Discussion and Potential Action on the Parade of Champion's Proposal for "Honoring Our Heroes" Virtual Event, including Request for Funding

Parade of Champions President Ana Vargas-Smith gave a presentation on the 2020 Santa Clara Virtual Parade of Champions event to honor frontline heroes throughout the COVID-19 pandemic, and requested that the Committee support their request of \$15,000 in funding to assist with the production of the virtual event. The Committee members were supportive of moving the funding request for \$15,000 forward to the full City Council for consideration. It was moved by Member Gillmor, seconded by Member Watanabe, and unanimously carried that the Committee direct staff to forward the funding request of \$15,000 to the full City Council for consideration at the August 25, 2020 meeting.

Aye: 3 - Chair Davis, Member Gillmor, and Member Watanabe

3. [20-325](#) Update on Worker Cooperatives

Assistant to the City Manager Robyn Sahid gave a verbal report on Worker Cooperatives and provided an overview of progress made, including the Council's adoption of Resolution No. 20-8823 in support of Worker Cooperatives, inclusion of worker cooperatives in City programs (e.g., Small Business Assistance Grant Program), and the contract signed with Project Equity to conduct a Business Retention Data study and program. Member Gillmor asked staff to provide an additional update to her offline as she will be a panelist at Congressman Ro Khanna's Worker Cooperative Round Table scheduled on September 16, 2020, at 12:00 p.m. Local Business Owner Kirk Vartan made general comments regarding on the Worker Cooperatives work effort. This item was an informational report only, and no action was taken by the Committee.

4. [20-326](#) Update on Helen Putnam Award for Excellence Application Submission

City staff reported that the submission of the City's Bookmobile program was not selected for the 2020 Helen Putnam Award for Excellence in the "Community Services and Economic Development" category and that a review of other programs for possible submission to 2021 Helen Putnam Award for Excellence Program is underway. This item was an informational report only, and no action was taken by the Committee.

5. [20-216](#) Discussion on Use of the \$5 Million San Jose Settlement Funds Designated for Affordable Housing and Transportation

Recommendation: Provide a recommendation to the City Council based on the potential project list for the Santana West Development Project Settlement Affordable Housing and Transportation Funds.

Assistant City Manager Shikada reported that the City received \$5 million from the City of San Jose for affordable housing and transportation improvements in Santa Clara as part of the Santana West Development Project Settlement Agreement. Assistant City Manager Shikada reported that staff identified four potential projects that would help with the City's affordable housing and transportation needs. Assistant Director of Public Works Michael Liw provided an overview of the potential projects for transportation improvements: El Camino Real bicycle lane improvements, Benton Street bicycle lanes study and outreach, and Lick Mill Boulevard pedestrian beacons upgrade traffic safety project. Assistant to the City Manager Jonathan Veach provided an overview of the Charities Housing Affordable Housing Project, which would allow a 100% low-income family housing development with approximately 120 units. It was moved by Member Gillmor, seconded by Member Watanabe, and unanimously carried that the Committee recommend that the City Council approve allocating the \$5 million received from the Santana West Development Project Settlement Agreement be allocated as follows: \$1.4 million for the Benton Bicycle Lanes Study and Outreach; \$0.5 million for Lick Mill Boulevard Pedestrian Beacons Upgrade; \$1.5 million for the Charities Housing Affordable Project; and \$1.5 million to Emergency Rental Assistance Program.

Aye: 3 - Chair Davis, Member Gillmor, and Member Watanabe

COMMITTEE MEMBERS REPORT

None.

GOOD OF THE ORDER

Stakeholders made various updates on upcoming events.

ADJOURNMENT

The Chair called for a Special meeting on September 2, 2020. The meeting was adjourned at 5:40 p.m.

A motion was made by Member Gillmor, seconded by Member Watanabe, that this item be Adjourned. The motion carried by the following vote:

Aye: 3 - Chair Davis, Member Gillmor, and Member Watanabe



Agenda Report

20-798

Agenda Date: 9/2/2020

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT

Discussion and Possible Action on Communication Directives given at the August 19, 2020 Economic Development, Communications, and Marketing Committee Meeting [Council Pillar: Enhance Community Engagement and Transparency]

BACKGROUND

At the August 19, 2020 Economic Development, Communications, and Marketing Committee (Committee) meeting, Chair Debi Davis presented a memo to the Committee (Attachment 1), which included suggestions on how to reach more residents during the novel coronavirus (COVID-19) pandemic:

- Increasing social media presence by sponsoring ads on social media platforms;
- Increasing the frequency of newsletters to residents and businesses to bi-weekly and cut distribution costs by using door-to-door distribution services;
- Creating a weekly telephone town hall that is simultaneously broadcast on Facebook and YouTube which would provide updates on COVID-19 and available programs featuring City leaders and subject matter experts; and
- Establishing a text message communications system to send timely, short message service (SMS) messages to residents.

The Committee also discussed using one of the Communication consultants for this effort, Circlepoint, and potentially reallocating some of the funds from the other two consultant companies to this effort. As of August 27, 2020, the funds available for use with the three communications consultants are, as follows: 3fold Communications: \$94,462.50; Circlepoint: \$90,226.79; and, Singer Associates, Inc.: \$99,062.50.

Following the Committee's input on refocusing communication efforts, Chair Davis called a special Committee meeting on September 2, 2020 to discuss further and Circlepoint will be in attendance.

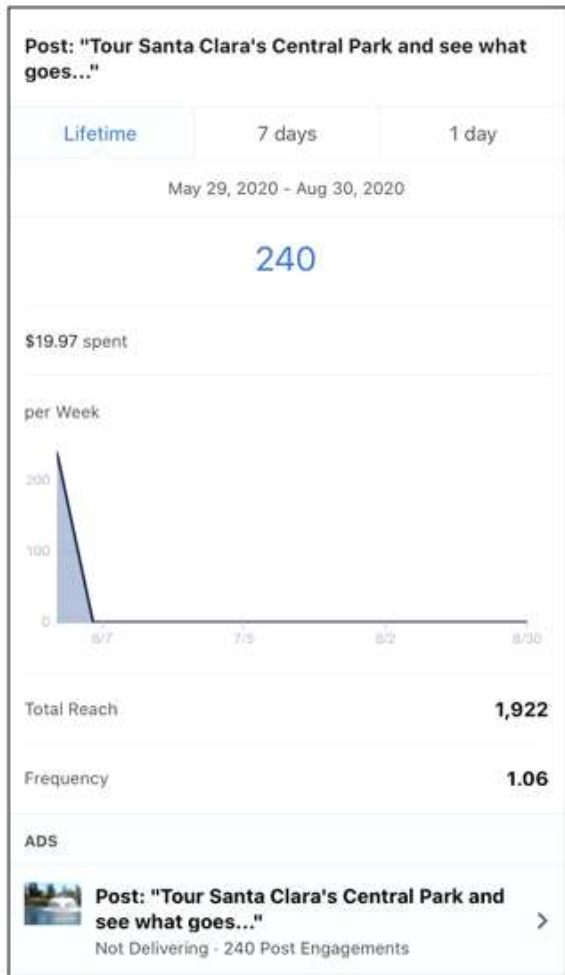
DISCUSSION

The Communications Division has begun exploring the suggestions provided in Chair Davis' memo, coupled with the Committee's discussion from the August 19, 2020 meeting. The summary below addresses each communications efforts, related considerations, and anticipated costs of implementation.

Social Media Ads

The City has promoted social media posts on Facebook and Twitter in certain circumstances such as

to increase awareness for raising attendance and participation in Citywide events. For example, see two promoted posts on Facebook for live streaming of the Prioritize Santa Clara virtual tours of City infrastructure in late May 2020.



Considerations/Cost: The cost per post is approximately \$50 or less. Staff can continue to implement this tactic quickly with minimal costs which can be absorbed through the pre-existing non-departmental advertising and community promotion budgets. Of note, the top social media networks offer cost-per-impression. Other cost factors involve the total amount to spend daily on a post/posts or setting a maximum amount to be spent when someone sees the post or takes a desired action. In terms of annual costs, an **initial \$5,000** could be allocated for this effort while the return on investment (ROI) is evaluated.

Newsletter Frequency and Door-to-Door Distribution

The City currently has a biweekly e-publication, City Hall News, that is distributed electronically to the public via email every other week (except for the winter holiday period when it is on hiatus) and available on www.SantaClaraCA.gov/CMblog <<http://www.SantaClaraCA.gov/CMblog>>. Additionally, the Inside Santa Clara newsletter is produced three times a year and mailed to approximately 58,000 residential and business addresses. The City newsletter is also available online, www.SantaClaraCA.gov/InsideSantaClara <<http://www.SantaClaraCA.gov/InsideSantaClara>>. Mission City Scenes (

<https://www.santaclaraca.gov/i-want-to/stay-informed/newsroom/city-publications/mission-city-scenes>) is a utility bill insert, produced monthly, that is also available to communicate directly with households.

The current publication that would accommodate this suggestion would be City Hall News, which is distributed electronically on a biweekly basis (Attachment 2) and typically contains six pages. It may be more cost effective to reduce this publication to fewer pages if the mode of distribution is door-to-door, given printing and distribution costs. Therefore, the City will solicit pricing for both six- and two-pages. There are no new costs for developing the newsletter other than the consultant costs which are already budgeted.

Considerations/Cost: Door-to-door distribution for governments is generally reserved for life/safety public information, such as: instruction for residents on water safety and to boil water, temporary water shut offs, natural disasters, and emergencies. In order to establish the cost for door-to-door distribution service, staff would need to undergo a competitive procurement process. The requirements in the solicitation will include the following:

1. Duplication of approximately 60,000 copies of a six-page color newsletter (or two-page as an option) on a bi-weekly basis
2. Compliance with City of Santa Clara's minimum wage ordinance, set at \$15.40 per hour through the 2020 calendar year with a link to the following information page <https://www.santaclaraca.gov/business-development/business-services/minimum-wage->
3. Door-to-door delivery of a six-page newsletter (or two-page as an option) to each address in Santa Clara, equaling approximately 60,000 residences and businesses, every two weeks. This includes all single-family dwellings, multi-family dwellings, and other housing facilities, and Santa Clara-based businesses.
4. Vendors will be required to propose a distribution plan that includes a geographic plan for distribution, duration of time to distribute 60,000 newsletters, and the workforce required to distribute on a regular bi-weekly basis.
5. Vendors must demonstrate a dependable labor source to ensure reliable delivery, especially during the COVID-19 pandemic, to ensure door-to-door distribution can be maintained throughout the year safely (for delivery staff and residents) and reliably. Vendors submitting proposals must also acknowledge compliance with both State of California and County of Santa Clara Public Health Orders and/or mandates.
6. Bi-weekly service assumes 22 times per year, allowing for four times throughout the year of no service.

Staff is ready to initiate a procurement process based on the above specifications. A competitive process would enable receipt of pricing based on a vendor's existing neighborhood distributions and whether the City can achieve cost savings through leveraging existing door-to-door distributions. Given the City's specifications and requirements, it is not known whether pricing advertised by businesses on websites is reliable until a formal procurement process is completed.

Alternatively, the Committee may want to consider using the US Postal Service (USPS) for mailing City Hall News. Bulk mail rates would apply and offers distribution to all residents and businesses. As background, the Inside Santa Clara newsletter has printing and USPS mailing costs of approximately

\$35,000 per edition (approximately \$10,000 for mail distribution and \$25,000 for printing), or \$105,000 annually. A typical edition of Inside Santa Clara has between 8-12 pages of content. This would be a faster option.

State Laws Apply - As with any public mailing, especially during a campaign season, the City must be mindful of the fact that expenditures of public funds can be interpreted as advocacy or restricted activity. For the purpose of this effort, previous advice from the City Attorney about no advocacy in the communication applies, from **Vargas v. Salinas**:

"In such cases, the determination of the propriety or impropriety of the expenditure depends upon a careful consideration of such factors as the style, tenor and timing of the publication; no hard and fast rule governs every case."

Staff, in coordination with the City Attorney's Office, must place consideration to the style, tenor and timing of the door-to-door bi-weekly distribution against these requirements.

Revamped City Hall News - Over a four week period, Circlepoint confirms that it can evaluate the City Hall News and provide recommendations for an effective, resident-friendly publication to be distributed through a door-to-door service.

Weekly Telephone Townhall

At the Committee meeting, the Committee clarified that instead of a weekly telephone townhalls, the production of weekly videos would enhance the City's pandemic outreach to the community. The weekly videos would explore the City's COVID-19 response efforts as well as spotlight residents and businesses that have been impacted by the pandemic and their stories of hope during this challenging time. In response, the City will produce a new interview-style video series, **Santa Clara Responds**, that will highlight these topics and more. The first episode will feature Chief Emergency Services Officer Lisa Schoenthal who breaks down the County of Santa Clara's Public Health Order and what it means for our city and its community members. A future episode will showcase some small business owners who are recipients of the City's Small Business Assistance Grant Program and how the grant has made a difference for their Santa Clara-based business. Similarly, recipients of the City's various COVID-19 assistance programs will also be featured.

Considerations/Cost: The video production costs would include the hourly rate of as-needed multimedia services staff for videography and editing, along with full-time staffing resources. There are no costs associated with sharing the videos on social media, the City website and the City's government channel, Santa Clara City Television.

Text Message Communications System

Fortunately, the City's agreement with its website vendor, Granicus, already has text messaging capability built in with its e-subscription service. There are 100,000 outbound text messages currently available to the City at no additional cost. Residents and other stakeholders would have to "opt-in" to receive City eNews via text. Outreach would take place to inform the public about this texting option to receive certain City news topics.

Considerations/Cost: Given that there are over 41,500 City e-subscribers, the City could exhaust 100,000 text messages within two text messages. For start, another 500,000 text messages would cost an estimated \$10,100, allowing for 10 text messages to be sent to the e-subscribers per year. If

more are desired, the City can purchase more. The City proposes to use this texting capability when (1) new COVID-19 programs are announced, (2) key citywide information is available on the City's website (with a link provided), and/or (3) any other advisories important to communicate. The City will begin soliciting e-subscribers to sign up for text messages over the next weeks and can begin this effort with the announcement of Healthy Meals 2.0 and our proposed second round of the City's Rental Assistance Program. The City would also draft standard operating procedures to guide staff in the proper use of this texting capability.

The City has requested text plan package options from Granicus for further consideration. The annual costs are dependent on how many City subscribers opt in to receive texts and how often the City sends out information via text during the pandemic. The Communications Division can use funds available in the non-departmental advertising and community promotion budget to absorb these additional costs.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

FISCAL IMPACT

The fiscal impact is dependent on the tactic(s) that may be adopted. Although funding has been set aside for the three communications consultants for Fiscal Year 2020-2021, the consultants are only paid for communications and marketing services rendered. The funding amounts are also for the initial three-year term of the contract. As of August 27, 2020, the funds available for use are: 3fold Communications: \$94,462.50; Circlepoint: \$90,226.79; and, Singer Associates, Inc.: \$99,062.50. The funds available for each of the consultants do not reflect the costs of communications and marketing services rendered during the month of August 2020.

PUBLIC CONTACT

Public contact was made by posting the Economic Development, Communications, and Marketing Committee agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Receive Committee input.

Reviewed by: Lenka Wright, Director of Communications

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Memo from Chair Davis
2. City Hall News - August 24, 2020

8/19/2020

August 19, 2020

To: Economic Development, Communications, and Marketing Committee

From: Councilmember Debi Davis, Committee Chair

New Communications Efforts To Deal with COVID-19 Pandemic

To respond to an unprecedented pandemic and the needs of our residents, it's important that we use our communications resources to better align with the needs of the moment. Our communications efforts to date have been adequate in some areas. But they are lacking in others.

Now, it's time to step up to the challenge. We need to do a better job of helping our community now and over the next 9-12 months. If we don't mobilize our communications resources to improve our efforts, we will have let our community down. We'd like to reach more residents than we're reaching now. We should step up the information that's flowing to our residents. Here are some ideas:

- Increase social media presence by sponsoring ads on social media platforms.
- Increase the frequency of newsletters to residents and businesses to biweekly and cut distribution costs by using door-to-door distribution services.
- Create a weekly telephone town hall that's simultaneously broadcast on Facebook and YouTube to disseminate information of COVID-19 programs and information featuring city leaders and subject matter experts.
- Establish a text message communications system for residents to share information about critical city issues.

To pay for these ideas, we recommend reallocating communications funding from our three consulting groups to fund these efforts which are a higher priority during the pandemic than other city communication efforts.

We ask city staff to prioritize this effort and bring a plan to the council meeting on September 1 for approval.

Other Important Responses to COVID-19 Pandemic

- The staff suggestion of making grants to small businesses for safety improvements is a good one and the marketing committee should recommend it. The best use of our resources would be to do concrete things to help businesses open safely to the public.

POST MEETING MATERIAL

- ❑ The current emergency rental assistance program can currently help approximately 250 households according to City staff. This is a good start and we should evaluate it in a few months and consider enhancing the program if needed.

- ❑ With our \$1.59 million of CARES funding, we recommend using it to do the following:
 - ❑ maintain the current level of garbage rates for the next six months,
 - ❑ establish a fund to help low-income families with garbage rate increases
 - ❑ share accurate information with residents (this is important given the level of disinformation and confusion in the community about garbage rates and carts), and
 - ❑ be creative and engage our community. (maybe we could set up a system for residents who may not need assistance to help others who may).

We should evaluate these efforts every 3 months for their effectiveness and determine if we have re-allocated our resources and done an effective job to meet the needs of the pandemic now and for the next year.



City Hall News

News from City Manager Deanna J. Santana

SantaClaraCA.gov

August 24, 2020

Message from the City Manager



Dear Santa Clarans,

This past week, the City Council returned from summer recess and kicked off into high gear with two Council and two Committee meetings. On top of a busy meeting week, the City responded to several emergency incidents which greatly impacted our region. I would like to take a moment to commend the response efforts of City staff during these local and regional emergencies in the midst of the COVID-19 pandemic.

Last weekend, extreme heat combined with thunderstorms with more than 2,500 lightning strikes in the Bay Area led to widespread power outages in our city. At one point, approximately 7,500 customers were without power. Silicon Valley Power crews worked tirelessly day and night to make repairs. City employees handled hundreds of calls and staff did a tremendous job communicating on social media with residents. Public safety dispatchers

handled more than 400 calls about the storm and its impacts and our police officers continued to respond to many calls for service. After several days, the power was back on and done so safely, thanks to the work of City crews who braved high temperatures to get the job done.

In response to excessive heat and unhealthy air quality, the City activated its cooling center at the Santa Clara Senior Center and extended its hours. The Santa Clara Fire Department continues to provide mutual aid at several fires, fighting fires and protecting structures. I wish them a safe return as they provide much-needed resources to our fellow agencies. Water & Sewer Utilities staff are preparing for the potential deployment of the Tap Water Express to Davenport to provide drinking water for firefighters and residents.

The Annual Cleanup Campaign is in its third week. Our staff continue to meet the challenge while doing a phenomenal job during the cleanup campaign with enhanced safety protocols due to COVID-19.

The City has developed a webpage which includes helpful wildfire resources at SantaClaraCA.gov/wildfires. I encourage all of you to prepare yourselves and your loved ones, develop a fire [emergency plan](#) and sign up for AlertSCC.org to stay connected to emergency information. My thoughts are with all of those impacted by the multiple emergencies that we are dealing with at once in the region.

With community spirit,

Deanna J. Santana
City Manager



COVID-19 Updates: Stay informed on local developments, City services and programs at SantaClaraCA.gov/CoronavirusUpdates

Smoke from Area Wildfires Impact City Programs and Services

Several fast-burning wildfires, combined with subtle winds, in the San Francisco Bay Area have sent smoke to Santa Clara, resulting in poor air quality. The cooling center, located at the Santa Clara Senior Center (1303 Fremont St.), expanded its hours of operation through Friday, Aug. 21 to offer the public relief from the heat and smoke. The Santa Clara City Library suspended curbside pickup service and Bookmobile services at both Central Park Library and Northside Branch Library for Thursday, Aug. 20 through Monday, Aug. 24, due to smoke-related air quality issues. Other outdoor activities at City facilities, such as lap swimming at the International Swimming Center and activities at athletic fields, were also canceled. For updates, along with wildfire-related resources, visit SantaClaraCa.gov/wildfires.



Santa Clara Fire Department Provides Mutual Aid

The Santa Clara Fire Department has provided personnel to assist at multiple fires throughout the state including the Lake Fire in the Angles National Forest with support as the Incident Communications Manager. Engine 90 personnel were a part of the pre-positioned task force approved in advance of the lightning storm. The task force was very active the night of the lightning storm and responded to many different fires throughout the Bay Area. They eventually were assigned to the SCU Lightning Complex and are still assigned providing structure protection in the areas around Calaveras Reservoir above Milpitas. Engine 97 have been assigned to the River Fire outside of Salinas. They are actively fighting fire and providing structure protection.

With the number of fires burning throughout the state, the available resources have become scarce. All of Santa Clara's fire stations remain fully staffed with no reduction in service to our community.



Recent Power Outages Due to Heatwave and Lightning Storm

Over the past week, the City experienced a number of power outages due to an excessive heatwave throughout the state, with temperatures reaching over 100 degrees on several days in Santa Clara. With the high temperatures, some transformers became overloaded and failed, causing small outages in pockets throughout the city. This was followed by an unprecedented lightning storm that damaged equipment and caused numerous outages to over 7,000 customers. Silicon Valley Power staff and field crews worked around the clock throughout these outages to communicate with customers and to restore power as quickly as safely possible. Silicon Valley Power appreciates your patience and understanding. During widespread power outages, please follow [@SantaClaraPower](https://twitter.com/SantaClaraPower) on Twitter or [Facebook.com/SiliconValleyPower](https://www.facebook.com/SiliconValleyPower) for outage updates.

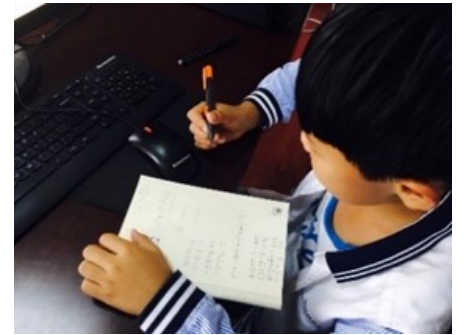
Free COVID-19 Testing in Santa Clara

In partnership with the County of Santa Clara Department of Public Health, the City of Santa Clara will host additional appointment-only COVID-19 testing at Central Park Library, 2635 Homestead Road, on Aug. 26, Sept. 23 and Sept. 30. The testing site is for people without COVID-19 symptoms. Registration opened starting Sunday, Aug. 23 for Aug. 26 appointments and details are on the City website at SantaClaraCA.gov/CoronavirusUpdates. View the [video message](#) from Mayor Lisa M. Gillmor and Councilmember Teresa O'Neill. Schedule an appointment for available slots for Aug. 26 from 9:30 a.m. to 3 p.m. at scl.fulgentgenetics.com/appointment.



Back to School Resources

Due to the COVID-19 pandemic, many public and private schools, including Santa Clara Unified School District schools, are back in session with distancing learning or hybrid options in Santa Clara this week. To help with the transition, the City developed a [Back to School Resources webpage](#) as many students are at home to attend their virtual classroom. The City offers a variety of resources, many of them free, that are tailored for students in kindergarten through 12th grade. The Santa Clara Police Department offers helpful safety tips for parents to help make the transition easier for children and adults alike.



Fall 2020 Recreation Classes

Fall 2020 activities will be announced online. A variety of recreation classes will be offered in a safe and welcoming environment, all conforming with County Public Health Department protocols and social distancing requirements.

Registration is now open for Santa Clara residents and will open for non-residents on Wednesday, Aug. 26. Expanded online recreation class offerings include: dance, singing, piano, fitness, and sports. Classes will begin the week of Sept. 14, 2020. Visit [Active Registration](#) to register or call the Community Recreation Center at 408-615-3140.



Tips to Prepare for a Power Outage

Whether it is a winter storm, wildfire season that can bring Public Safety Power Shutoffs, or a situation like we had recently with an excessive heat-wave and an electrical storm, everyone should be prepared for a power outage. Have a cooler and keep frozen ice packs or frozen water bottles that can be used to protect your food. Keep a fully charged battery pack for mobile devices so you can get outage updates and communicate with others. Know how to operate your garage door opener manually, have flashlights and fresh batteries available, and have a backup plan for those with medical needs. More tips about food safety and how you can be prepared for an outage can be found at siliconvalleypower.com/prepare.



Two Suspects Arrested for Aug. 15 Homicide

On Saturday, Aug. 15, at approximately 4:40 p.m., Santa Clara police officers responded to the report of an injured adult male at the rear of a business in the 2900 block of El Camino Real in Santa Clara. When officers arrived, they determined the 41-year old male was the victim of an assault. He was transported to the hospital with life-threatening injuries.

Patrol officers and detectives worked through the night and into the morning and determined that the victim was struck in the head multiple times with a metal object in an unprovoked attack. Detectives were able to quickly locate several witnesses based on patrol officers' past proactivity and familiarity with those who frequent the area where the assault occurred. During the course of the investigation, 37-year old Jesse Brito and 38-year old Stacy Segelin, both of Santa Clara, were identified as suspects in the assault.

On Aug. 16, at approximately 10:45 a.m., both Brito and Segelin were arrested without incident in Santa Clara. Later in the day, at approximately 1:20 p.m., the victim succumbed to his injuries and was pronounced deceased at the hospital. The identity of the victim will be released by the Santa Clara County Coroner's Office after they confirm the victim's identity and notify next of kin. Brito and Segelin were both booked into Santa Clara County Jail on murder and robbery charges. Anyone with information about this incident is asked to contact Detective Sergeant Alex Torke at 408-615-4806 (Case Number 20-815119).

International Swim Center (ISC) Reopens for Public Lap Swim

The ISC welcomed swimmers on Aug. 7. In the first week, over 475 individual reservations were made. For more information on reserving your time in the City's lap swim program, visit the [website](#) or call the Community Recreation Center at 408-615-3140. Also, visit SantaClaraCA.gov/wildfires for updated programming that may be temporarily suspended due to air quality.

Santa Clara Chalk Art Contest Voting Opens

Voting for the Santa Clara Chalk Art Contest is currently underway. Vote by 11:59 p.m., Aug. 30 (one vote per category) for your favorite chalk art entries on [Open City Hall](#).

Thank you to all that submitted an entry for the contest and showing your love for Santa Clara. For more information, contact Tyler Freitas at TFreitas@SantaClaraCA.gov or visit the website at SantaClaraCA.gov/VirtualParksandRec.



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REPORT CONCERNS VIA MOBILE APP

Did you know you can report littering and park concerns with MySantaClara app from your mobile? If you notice areas that need service, snap a photo and send it to us! Download the app or submit a request online at SantaClaraCA.gov/mysantaclara



[MY SANTA CLARA](#)

UPCOMING MEETINGS

Visit the [Tentative Meeting Agenda Calendar](#) for dates of upcoming City Council meetings, Study Sessions, Joint Council/ Stadium Authority, Commission meetings.



Collect Your Prize for the Summer Reading Challenge

Did you participate in the 2020 Magic Summer Reading Challenge? If you completed 25 hours of reading, visit sclibrary.beanstack.org and log your reading time. Pick up your prize during [curbside pickup](#) at Central Park Library during August. If you have an appointment to pick up library holds at Mission Branch Library or Northside Branch Library, collect your prize at the same time. Great job reading!

Virtual Storytime at the Library

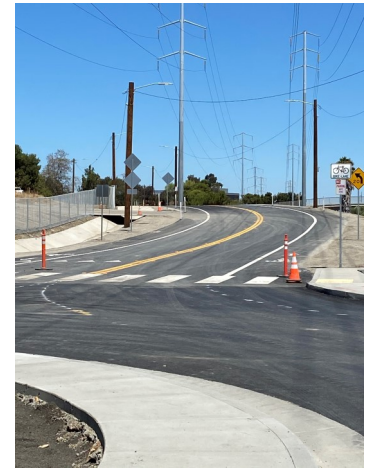
Do you miss storytime at the Santa Clara City Library? We are still providing ways for families to enjoy storytime. Follow the Santa Clara City Library [YouTube channel](#) or the Library's [Facebook](#) page to view live storytime videos and on demand. For more information, email librarians@santaclaraca.gov.

San Tomas Aquino/Saratoga Creek Trail Use in Connection with Events at Levi's Stadium

The community has inquired about access to the San Tomas Aquino/Saratoga Creek Trail during the 2020 event season at Levi's Stadium. These questions arise from the possibility of no (or limited) fans in attendance.

The San Tomas Aquino/Saratoga Creek Trail will be closed on the following home game days:

- Sunday, Sept. 13 at 1:25 p.m. vs Arizona Cardinals
- Sunday, Oct. 4 at 5:20 p.m. vs Philadelphia Eagles
- Sunday, Oct. 11 at 1:05 p.m. vs Miami Dolphins
- Sunday, Oct. 18 at 5:20 p.m. vs. Los Angeles Rams
- Thursday, Nov. 5 at 5:20 p.m. vs Green Bay Packers
- Monday, Dec. 7 at 5:15 p.m. vs Buffalo Bills
- Sunday, Dec. 13 at 1:25 p.m. vs Washington Redskins
- Sunday, Jan.3 at 1:25 p.m. vs Seattle Seahawks



If a game(s) is played without fans, the duration of the closure will be more limited than compared with the existing public safety model; more details to follow in the Police Department's Traffic Advisories. The recommended detour has been determined the best resource to continue to allow trail users to safely use the creek trail on event days with minimal inconvenience. [View the flyer](#) regarding road changes for additional details.

**For More Information on
City News, Events & Meetings**
View the City Manager Biweekly Report
for more details at SantaClaraCA.gov/CMReport.



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UPCOMING EVENTS AND MEETINGS

Composting Basic Workshop

Did you know that compost improves soil structure, increases the absorption of moisture, supplies soil with nutrients for plants and reduces erosion? It does all this while minimizing water use, reducing pollution and diverting waste from landfills. In partnership with the Recycling and Waste Reduction Commission of Santa Clara County and University of California Cooperative Extension's Master Composters, the City is hosting an in-person composting workshop on Saturday, Sept. 5, 10 a.m. to 12 p.m., at the Everett N. "Eddie" Souza Park located at 2380 Monroe St. A master composter will teach residents how to build and maintain a home compost bin. Registration is required and limited to 12 attendees. Register at ucanr.edu/compost or call 408-918-4640. In accordance with County COVID-19 protocols, face coverings are required to attend this outdoor workshop. Please do not attend if you are ill or have cough or cold symptoms. For more information, contact the Department of Public Works at Environment@SantaClaraCA.gov.



Downtown Precise Plan/Downtown Community Task Force (DCTF) Meeting #7

The DCTF will meet on Sept. 10, from 6-8 p.m. and last met in March 2020. At this meeting, the DCTF will review their draft meeting schedule and the Precise Plan schedule moving forward. They will also present their research and ideas for Downtown for the DCTF to discuss. Details for the meeting will be posted on the City's website and distributed by email. To be added to the email list, email Planning@santaclaraca.gov or by phone at 408-615-2450. Zoom meeting login information will be emailed to those on list, as well as available on the Downtown Precise Plan [website](#).

Santa Clara Parade of Champions Goes Virtual on Oct. 10

This year, the Santa Clara Parade of Champions will celebrate virtually with America's Heroes as the theme. The pandemic has shined a light on some outstanding acts of community strength, kindness and heroism. Also, the Santa Parade of Champions nonprofit is organizing a citywide porch and front yard decorating contest. Residents, neighborhoods, organizations and businesses may enter the contest. The winners in each of the five categories will win prizes and earn a spot in the virtual Parade of Champions video and website. Content must be received by Saturday, Sept. 26. For more info. visit sctparadeofchampions.org to sign up. The live parade will be streamed on Saturday, Oct. 10, 2020, starting at 11 a.m. at sctparadeofchampions.org.



Mission City Community Fund Online Auction Fundraiser

Save the date on Nov. 7 at 7 p.m. for the first virtual auction fundraiser, "Greater Giving, Local Focus" hosted by the Mission City Community Fund. All donations and proceeds from the auction will go directly to assist those in need in the community. Visit the Mission City Community Fund website at missioncityfund.org to learn more.

Join the Center of What's Possible

Join the Center of What's Possible! Although the City is currently under a hiring freeze, there are some limited exceptions.

View job opportunities and for information on how to apply, visit SantaClaraCA.gov/jobs.

