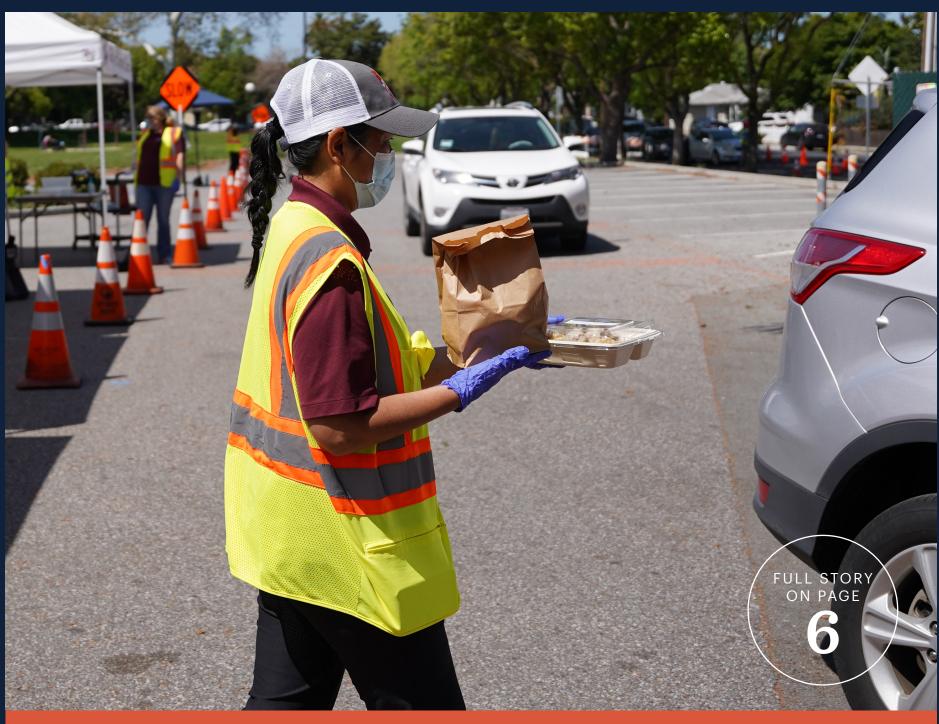
SUMMER 2020



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Serving the Community During the Coronavirus Pandemic

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Dear Community,

The COVID-19 pandemic has impacted everyone in our community and has created both a global health and economic crisis. It is certainly one of the saddest of times as we experience the related impacts to small businesses, residents, events and celebrations, and community wellness. Santa Clara has demonstrated its resilience and compassion for our greater good, so I thought I would share the good work that the City is engaged in to serve Santa Clara.

First and foremost, Santa Clara's Emergency Operations Center has been fully activated since March 25, increasing our ability to maintain situational awareness, manage resources, and coordinate public information for this rapidly evolving situation. During local emergencies, City staff serve as Disaster Service Workers and, accordingly, we may be assigned duties that are not part of our regular work to conduct mission critical or essential services for our community.

For example, as the first city in the South Bay to develop and deliver a supplemental food program, we deployed City staff to fulfill this mission. This food program is for seniors who are encouraged to stay home as much as possible. With schools being closed for the rest of this academic year, we also identified a need to prevent children from going hungry on the weekend. We quickly launched the Healthy Meals Santa Clara Program to supplement the Santa Clara Unified School District's weekday meals program. We teamed up with several community partners to provide weekend meals at four distribution locations in Santa Clara.

To continue essential services, we quickly utilized new technology for the City Council to continue its meetings virtually while enabling community engagement. Our public safety personnel – from 9-1-1 dispatchers to firefighters to police officers - continue to serve and protect 24/7. We also equipped many of our employees with laptops and acquired new software licenses to allow staff to work from home to keep up with workload demands.

On the economic front, we recognized the drastic impact to residents and businesses. In this newsletter, you'll read more about how we are responding including utility relief programs and grant assistance for small businesses and nonprofits in Santa Clara. Our Small Business Grant Assistance Program has helped more than 130 businesses with \$1.1 million in funding to date, and the Mayor and Silicon Valley Central Chamber of Commerce are partnering to raise more funds for this program.

Unfortunately, in stark contrast from a few months ago, the City is now facing budget shortfalls for the current and upcoming fiscal years. This is due to coronavirusrelated economic impacts and happening at the local, state, federal and global level. The projected General Fund shortfall is approximately \$10 million in FY 2019/20 and \$22.7 million in FY 2020/21. The City is proactively exploring ways to reduce costs while trying to minimize the effects on level of public services. Santa Clara will need to make strategic choices to reduce expenditures and has already started by implementing a hiring freeze and stricter expenditure controls.

In closing, I am pleased to share our redesigned City newsletter. It's still called "Inside Santa Clara" but the publication better reflects the ingenuity and progressiveness of our community while respecting our past. The newsletter is now in four-color design with a magazine-style format, taking into account all the feedback we received from the public. It is also designed to easily read while on-the-go and remains available both online and in print.

No matter what challenges arise, our community is strong and mighty while demonstrating compassion. It is during these times that we demonstrate that we are truly The Center of What's Possible. As more information is known for re-opening City services and businesses, I will be sure to share how Santa Clara will become more operational.



In Community Spirit,

Dearna Satre

Deanna J. Santana City Manager

City Mission Statement

The mission of the City of Santa Clara is to promote a living and working environment that allows for the best quality of life by serving the community with resourceful, efficient, progressive and professional leadership.

Santa Clara Responds to Public Health Emergency

When the COVID-19 outbreak began to spread to the Bay Area, the City of Santa Clara partially activated its Emergency Operations Center on March 11, 2020, after monitoring the situation from the EOC since early March. Roughly six weeks earlier on Jan. 24, the City's Communications Office, in collaboration with the Office of Emergency Services, had launched a **SantaClaraCA.gov/**CoronavirusUpdates webpage to help inform the community of the latest coronavirus developments.

On the evening of March 11, City Manager Deanna J. Santana officially proclaimed a local state of emergency to prepare for the growing spread of COVID-19 in the community. Per the City Code, the City Manager as the City of Santa Clara's Director of Emergency Services has the authority to proclaim a local emergency. The following Tuesday, March 17, the City Council ratified the local emergency proclamation.

Santa Clara County joined six Bay area jurisdictions in issuing a legal order directing their respective residents to shelter at home for at least three weeks, beginning March 17. Also, on March 17, the City began only providing essential public services, such as fire and police services, electric, water and sewer services, and trash and recycling pickup, in compliance with the order. All City facilities temporarily closed to the public.

By March 25, the EOC became fully activated to increase the City's ability to maintain situational awareness, manage resources, and coordinate



public information for this rapidly evolving situation. The EOC continues to coordinate logistics for acquiring and accepting donations of personal protective equipment (PPE), such as N95 masks for emergency medical services personnel, and workplace safety supplies including hand sanitizer.

The County's Shelter-in-Place order has been subsequently extended with revisions along the way. At press time, the current order has no end date. For the latest County Public Health COVID-19 developments, visit **sccphd.org/coronavirus.**

The City remains in regular communications with the County's Public Health Department, the County's Office of Emergency Management, the California Department of Public Health and other community partners for a coordinated response to the coronavirus pandemic. The latest updates about safely reopening California are available on **SantaClaraCA.gov/ CoronavirusUpdates.**

REDUCING YOUR RISKS BY STAYING COVERED AS CALIFORNIA REOPENS

According to public health officials, wearing face coverings that cover your nose and mouth will help slow the spread of COVID-19 in our community and reduce the number of people infected.

In Santa Clara County, it is required to wear face coverings whenever at a business, including as an employee or a customer. The City is also strongly urging the public to wear a face covering when leaving home. To help encourage the community to participate and stay safe, the City developed the *Stay Covered, Santa Clara* social media campaign.

It's easy to take part: show us how you are staying covered by taking a selfie while wearing your face covering. Then, post your photo on social media (Facebook, Twitter or Instagram) and use the hashtag, **#SantaClaraHasItCovered.**

In addition to wearing face coverings, the Centers for Disease Control and Prevention recommends practicing social distancing and following proper prevention hygiene, such as washing your hands frequently and using alcohol-based (at least 60% alcohol) hand sanitizer when soap and water are not available. More information, including how to make a face covering from a t-shirt, is available on SantaClaraCA.gov/FaceCoverings



Financial Relief for Santa Clara Small Businesses and Nonprofits through City's COVID-19 Grant Program

Local businesses and nonprofits in Santa Clara were hit hard during the coronavirus pandemic and subsequent shelter-in-place orders. To address the substantial economic blow to the Santa Clara business community, the City Council requested a program be developed to provide much needed financial support to businesses and nonprofits impacted by COVID-19. The Council initially allocated \$250,000 to fund this program and quickly increased the funding to \$800,000 after witnessing the significant need. In late May, the Council approved an additional \$300,000 for total funding of \$1.1 million for the grant program.

On April 17, 2020, the City began accepting applications for its Small Business Assistance Grant Program. The Mayor announced the program with a short video released earlier that week.

The Small Business Assistance Grant Program offered grants of up to \$5,000 or \$10,000 for qualified small businesses and nonprofits located in Santa Clara. Grant amounts were based on whether the applicant had been deemed essential (eligible for \$5,000) or non-essential (eligible for \$10,000) under the County of Santa Clara Public Health Department order dated March 16, 2020.



To qualify, applicants must have met the following criteria:

- 1. Be a small business with at least one and no more than 25 fulltime employees,
- 2. Have experienced a loss of income due to COVID-19,
- 3. Operate out of a physical commercial storefront within the city limits of Santa Clara,
- 4. Have an active City of Santa Clara Business License,
- 5. Be in good standing with the City, and
- 6. Have been in operation in the City of Santa Clara for at least one year as of March 1, 2020.

In support of the City Council's direction to provide accessible support as quickly as possible, the City developed simple application materials in seven languages and released them two days before the program's launch. An FAQ and easy-to-follow video tutorial were also posted online.

The City received over 200 submissions within the first 10 minutes of opening the program. The City was able to award the first round of grants within a week of the program's launch and exhausted the funds allocated by City Council after three weeks. A total of \$800,000 was awarded to more than 100 eligible small businesses and nonprofits in Santa Clara. Considerable coordination was required on behalf of City staff to move from program launch to grant award in such a short amount of time and under such unprecedented circumstances.

The Silicon Valley Central Chamber of Commerce is seeking supplemental funds for this grant program through a GoFundMe campaign with the hopes of providing more support to even more Santa Clara businesses and nonprofits. Find out more: **SantaClaraCA.gov/SmallBusinessGrant**.



"We are humbled and very thankful for the grant the City of Santa Clara has provided our preschool business!

In these uncertain times, the City's tremendous gesture has allowed us the opportunity to keep our doors open and retain the ability to service all of our wonderful families and children! We are all part of this community, and we will get through these tough times together and become stronger and even more close-knit on the other side. Again, to the City of Santa Clara, thank you for caring for small

businesses like ours, and we will pay it forward and do the city proud!"

> DEVIN SINGH, AMAZING STARS MONTESOSORI

"SJAA is so grateful to the city for the Small Business Grant program. The grant gave us a chance us to design and implement our online classes. We have now enrolled more than 50 students to our program that meets from Monday to Saturday, serving a wide range of students, from those who live down the street from our studio, to those who moved across the country!

- PAUL CHUNG, SAN JOSE ART ACADEMY

"I would like to thank the City of Santa Clara for the City's Small Business Assistance Grant. Operating a business in the city with decent square footage is extremely expensive. As business expenses continue to accrue while shut down, many small businesses face a real challenge to their survival. My facility may be closed almost 4 months because of COVID-19. This grant helped me pay almost 2 months of my lease. This is a huge help. Thank you again City of Santa Clara!"

- JOE GRASSO, JOE GRASSO ELITE TRAINING

"Before national or state level guidelines were available, county of Santa Clara stepped up and assisted in quarantine this pandemic in our neighborhood. Before the national aid like PPP or EIDL and even before the Stimulus Check, City of Santa Clara has stepped forward through its City's Small Business

Assistance Grant. Although, the loan alone cannot wipe the damage this pandemic has cause to all the community including Santa Clara, it was instrumental in bringing a bright light, giving us hope for the future. We were able to keep our operation up during these hard times trying to serve our community and our employees, and the Grant was an extra boost enabling us to retain all our predisaster employees."

– JOHN LEE, CHIMEK



COVID-19 Business Resources



As the COVID-19 pandemic continued to escalate, the City took quick

action to actively monitor and compile resources available to help impacted businesses and workers. The City developed a business resources webpage that has information from local, state, federal and private sources to assist Santa Clara's business community. As an example, the COVID-19 Business Resources webpage includes information, such as:

- Santa Clara County's **Eviction Moratorium**, which protects small businesses in Santa Clara that have suffered loss of income due to COVID-19 from eviction.
- The State of California one-stop shop website, **covid19.ca.gov**, which provides information on all COVID-19 related items statewide.
- California Disaster Relief Loan Guarantee Program, which provides loan guarantees and direct loans for small businesses that experience capital access barriers.
- The U.S. Small Business Administration resources, which provides COVID-19 related guidance and loan resources for small businesses.
 You can find all this information and more at SantaClaraCA.gov/ COVID19BusinessResources.

COVID-19 Impacts Community Events

Due to the County of Santa Clara order that bans all public gatherings and calls for sheltering in place, the 2020 Silicon Valley BBQ Championship and the 4th of July All-City Picnic & Fireworks Extravaganza were canceled. National Night Out, usually held on the first Tuesday in August, has been tentatively rescheduled to Tuesday, Oct. 6.

The City's annual Cleanup Campaign, initially scheduled for spring, was called off due to the public health order and safety concerns for our residents, employees and contractors. The City is evaluating whether the 2020 Cleanup Campaign can be rescheduled for later this summer or fall, including looking at other alternatives. For the latest updates visit **SantaClaraCA.gov/Cleanup**.

SVACA's Animal Care Center Hunkers Down During Pandemic

COVID-19 had an immediate and profound effect on Silicon Valley Animal Control Authority's operations. It forced SVACA to shut down all services considered non-essential, and volunteers stayed safely at home. All animals were adopted or moved into long-term foster care, and team members practiced social distancing by reorganizing work schedules to keep the public safe. Animal control officers continued to respond to emergencies 24/7 and rescued a host of animals in need.

Officer Gonzalez rescued two little opossums after the mother suffered an injury. Kittens started to trickle in, and our foster care program quickly kicked into gear. All this while staying safe and following social distancing guidelines.

To learn how you can adopt a companion animal, go to **svaca.com/adoptions.** SVACA could not have continued its lifesaving programs without the assistance of so very many wonderful donors and their most generous contributions. Learn more about how you can make a difference for animals by visiting **svaca.com/donate.**



Wipes Clog Pipes

While the public is encouraged to follow the Centers for Disease Control and Prevention recommendations to clean surfaces with disinfecting wipes to reduce the spread of COVID-19, it remains crucial to discard those items in the trash, not the toilet. Flushing wipes (even if labeled "flushable"), as well as paper towels and other similar items, can clog sewers and potentially cause backups and overflows at wastewater facilities and your home,



creating more public health risks during the coronavirus pandemic.

Be sure to throw your wipes and paper towels in the trash, not the toilet. Let's do our part by flushing only toilet paper and remember that wipes clog pipes. For more details, visit **SantaClaraCA.gov/WipesClogPipes.**

Summer Reading Program Goes Virtual

Get lost in the magic of reading this summer by attending the Santa Clara City Library's virtual Summer Reading Program, which features many exciting online events.



Sail away on a pirate ship, fly along with a dragon, befriend a princess, figure out how a robot works and discover how a tiger survives in the wild by joining our Summer Challenge: Reading is Magic at **SCLibrary.BeanStack.org.**

Serving the Community During the Pandemic

WHEN COVID-19 BEGAN TO SPREAD THROUGHOUT THE BAY AREA, THE CITY OF SANTA CLARA RAPIDLY IMPLEMENTED SEVERAL PROGRAMS TO HELP RESIDENTS WITH THE IMPACTS OF THE PANDEMIC.



Healthy Meals Santa Clara

On March 16, 2020, the State of California took unprecedented action to close schools in response to the COVID-19 pandemic. While the daily lives of students and their families were impacted in many ways—for the thousands of students who rely on the school nutrition program for healthy meals—the closure meant a real risk of hunger and food insecurity. The School Nutrition Program is a lifeline for the many students who receive free breakfast and lunch at their local school sites. However, the nutrition program is limited to weekdays and available only to those who meet specific eligibility criteria.

When the COVID-19 Shelter-in-Place order went into effect, the City of Santa Clara recognized extraordinary efforts were needed to ensure that all students had access to healthy meals, seven days a week. On March 23, the City, together with its partners—the Santa Clara Convention Center, Levy Premium Foods, Great America, Intel and the Santa Clara Unified School District—launched a supplemental weekend food program called Healthy Meals Santa Clara.

Now, every Thursday, the City runs a Commodity Point of Distribution (CPOD) at four sites throughout the City: Don Callejon School, Cabrillo Middle School, Wilcox High School and the City Senior Center. More than 100 City employees, in their capacity as disaster service workers, distribute food packages that consist of two breakfast meals and two lunches.

OVER ITS FIRST EIGHT WEEKS, HEALTHY MEALS SANTA CLARA HAS DISTRIBUTED OVER 80,000 MEALS TO SANTA CLARA YOUTH. "FOOD DISTRIBUTION IS NOT A CORE SERVICE FOR THE CITY OF SANTA CLARA, AND SO WE ARE GRATEFUL TO THE INDIVIDUALS AND ORGANIZATIONS THAT ARE WORKING IN PARTNERSHIP WITH US TO PROVIDE THIS VITAL SERVICE," STATED ASSISTANT CITY MANAGER CYNTHIA BOJORQUEZ.

Donate to Healthy Meals Santa Clara

The City's nonprofit partner, the Mission City Community Fund, continues to seek donations to ensure the nutritional needs of the children living in our community are met during the COVID-19 pandemic. Donate today at **MissionCityFund.org.**

Senior Nutrition Program

Before the pandemic, the Senior Nutrition Program was a popular social gathering at the Santa Clara Senior Center, providing daily lunch service to Santa Clara seniors. However, with the County of Santa Clara Public Health Department's Shelter-in-Place order, the Santa Clara Senior Center had to close its doors.

Seniors and people with pre-existing conditions are the most vulnerable to the coronavirus, especially without access to programs and services offered at the Santa Clara Senior Center.

With the closure of the Center, the City quickly transitioned from the typical dine-in experience to a drive-thru and walk-up service. Before the pandemic, the Senior Nutrition Program served 65 lunch meals and promptly expanded to serve an average of 150 seniors a day, and close to 700 meals per week. The Senior Nutrition Program is funded in partnership with Santa Clara County.

As demand increased, the City began to provide weekend meals for pick up and, more importantly, to the homebound senior population. In addition to lunches, seniors were now able to pick up supplemental weekend meals on Fridays. For homebound seniors, City staff and volunteers from the Santa Clara Firefighters Foundation delivered weekend meals directly to their homes. Supplemental weekend meals are funded in partnership with the Mission City Community Fund.

Due to the immediate need, City staff came together to provide free meals. With significant support from the Parks & Recreation Department, City staff was able to mobilize a Commodity Point of Distribution at the Santa Clara Senior Center to set up and distribute meals while maintaining safe and sanitized practices.



For more information on the Senior Nutrition Program or to sign up for daily or weekend meals, contact the Santa Clara Senior Center at 408-615-3170.

Utility Rate Assistance Programs

\$30 CREDIT TO ALL RESIDENTIAL ELECTRIC BILLS

The City of Santa Clara's electric utility, Silicon Valley Power, will issue a \$30 credit to all residential electric bills. The credit will show as an energy efficiency credit on the May or June utility bills. Funding for this credit comes from SVP's Public Benefits Program and is not part of the City's general fund. No action is required to receive the credit. All households, regardless of need or specific utility usage, will automatically receive this \$30 credit. Community members, who may not need this credit, are encouraged to use it on creative ways to conserve energy.

CITY SUSPENDS RESIDENTIAL WATER AND POWER SHUTOFFS

During the public health emergency, the City has suspended all water and power shutoffs due to nonpayment. "We are proud to be part of the Santa Clara community, and together we will get through this," said Manuel Pineda, Chief Utility Officer and Assistant City Manager. Utility customers financially impacted by COVID-19 pandemic can make payment arrangements by calling Santa Clara Municipal Services at 408-615-2300.

RATE ASSISTANCE PROGRAM

Silicon Valley Power offers assistance to qualified residents who need help paying their electric bill due to financial or medical hardship. The Rate Assistance Program provides a 25 percent discount off the electric portion of the Santa Clara municipal utility bill for customers who meet low-income requirements or have certain medical conditions requiring an electric device for treatment. For more information or to obtain an application, visit **SiliconValleyPower.com/Assist**, email **cutcosts@SiliconValleyPower.com** or call 408-244-SAVE (7283).

COVID-19 ELECTRIC RELIEF PROGRAM

With the unprecedented effects of the pandemic, Silicon Valley Power created an additional rate assistance program for residents fiscally impacted by COVID-19 and shelter-in-place directive.

The COVID-19 Electric Relief Program would allow Santa Clara residents fiscally impacted by COVID-19 to apply for a temporary 25% discount off the electric portion of the municipal utility bill. Visit **SiliconValleyPower.com/COVID19ElectricRelief** for more information on our programs or to apply for a temporary 25% discount.

COVID-19 Eviction Moratorium

The City of Santa Clara adopted an emergency ordinance on March 24, 2020, that prevents residential tenants from eviction if they have experienced a loss of income due to COVID-19 related impacts. The moratorium only applies to residential evictions for no-fault evictions and nonpayment of rent due to impacts of the COVID-19 outbreak. Some examples are; job loss, reduction of compensated hours of work, employer's business closure or missing work due to a minor child's school closure. This moratorium does not include lawful evictions for other just causes, and it does not change the rental payments that may be due. Council has extended the moratorium through June 28, 2020, with options to extend by 30-day increments.

The Housing & Community Services Division mailed out more than 33,000 postcards to tenants and landlords within the city, to provide notification and education about the moratorium. An Eviction Fact Sheet and Notice of Inability to Pay Rent Form is available online in English, Spanish and Chinese.

Along with City's Housing staff, Project Sentinel has agreed to help Santa Clara residents with details of the moratorium. As a local nonprofit agency, they have been helping residents with tenant landlord mediation and fair housing services and have experience in dealing with difficult situations. Call Project Sentinel at 408-720-9888.

For more information on the City of Santa Clara's moratorium that prevents residential tenants from eviction, visit **SantaClaraCA.gov/COVID19Eviction** or call the Housing & Community Services Office at 408-615-2490.





Are You Interested in Ways to Help Your Community?

Santa Clarans have reached out to the City to find out how they can help their community. In response, the City reestablished its **Help Your Neighbor Program** to residents to donate funds to help their neighbors who are struggling to pay their utility bills. To donate, make out a check to: *City of Santa Clara*. With a memo of: *Help Your Neighbor Program*. Then, mail the check to:

City of Santa Clara

Attention: Finance Dept./Help Your Neighbor Program 500 Warburton Avenue, Santa Clara, CA 95050.

The City will use the donations to help residents having difficulty paying their utility bills during the pandemic.

There are many local opportunities to help those affected by the COVID-19 pandemic. Visit the City's COVID-19 donations webpage, **SantaClaraCA.gov/COVID19Donations** for more ways to give back.

2020 State of the City

The 2020 State of the City is going virtual. The Mayor, joined virtually by members of the City Council, will host three virtual townhall meetings about the State of the City from 4-5 p.m. on June 17, 18 and 19, 2020. Two districts will be represented during each session. City Manager Deanna J. Santana will also provide an overview of the City budget.

The Townhalls are scheduled as follows:

Districts 1 & 2 – Wednesday, June 17 Districts 3 & 4 – Thursday, June 18 Districts 5 & 6 – Friday, June 19

For more information, visit **SantaClaraCA.gov/StateoftheCity.**



Fireworks Are Illegal in Santa Clara

With the 4th of July All-City Picnic & Fireworks Extravaganza canceled

due to the coronavirus pandemic, the Santa Clara Fire and Police departments remind residents that personal fireworks are inherently dangerous and are illegal in Santa Clara.

Instead of the traditional "in person" July 4th event, transform you day into a memory that will last for years. Be creative and have fun with members of your family.

- Set up a video party
- Camp in your backyard
- •Compete in lawn games (e.g. cornhole, horseshoes, croquet, etc.)
- •Relax by your backyard pool, or have a water balloon fight
- Make homemade ice cream
- •Create an outdoor theater to watch a movie, concert or fireworks show on TV
- Entertain one another with a family talent show; extended family can participate via video conference
- Fly a kite

For more information, visit SantaClaraCA.gov/4thofJuly.



New City Law Targets Spectators of Street Racing and Sideshows

The City Council adopted an ordinance on Tuesday, April 28, to help reduce illegal street racing and sideshow activity in Santa Clara. The new City law means spectators who watch these illegal races could face fines of up to \$500. The new ordinance took effect on May 28, 2020.

Most of the organized illegal street racing and sideshows happen in the industrial areas and expressway in Santa Clara. The noise and danger presented by these activities are significant concerns that have been expressed by residents and local businesses.

Current state law enables criminal enforcement against an individual caught operating a vehicle in a street race or sideshow. In addition to enforcing the state laws against the driver, this newest enforcement tool will allow the Police Department to target those who attend a race or sideshow to spectate and discourage the act of organizing and taking part in illegal speed contests or reckless driving exhibitions.

Help the Police Department rev up enforcement to pump the brakes on street racing and side-shows by reporting this illegal activity while it is occurring. Contact the Santa Clara Police Department by calling the nonemergency phone number, 408-615-5580.

TELL US HOW YOU REALLY FEEL



Take our quick survey and give us feedback on the newly redesigned Inside Santa Clara.

SantaClaraCA.gov/OpenCityHall







ELECTED OFFICIALS

Lisa M. Gillmor, Mayor Kathy Watanabe, Councilmember, District 1 Raj Chahal, Councilmember, District 2 Karen Hardy, Vice Mayor, District 3 Teresa O'Neill, Councilmember, District 4 Vacant, Councilmember, District 5 Debi Davis, Councilmember, District 6 Hosam Haggag, City Clerk Pat Nikolai, Police Chief

CITY COUNCIL APPOINTEES

Deanna J. Santana, City Manager Brian Doyle, City Attorney Linh Lam, City Auditor

CITY COUNCIL 2020 PRIORITIES

- Deliver and Enhance High-Quality Efficient Services
 and Infrastructure
- Manage Strategically Our Workforce Capacity and Resources
- Promote and Enhance Economic, Housing and
- Transportation Development
- Enhance Community Sports, Recreational and Arts Assets
- Ensure Compliance with Measure J and Manage Levi's® Stadium
- Enhance Community Engagement and Transparency
- Promote Sustainability and Environmental Protection