



# City of Santa Clara

## Meeting Agenda

### Economic Development, Communications, and Marketing Committee

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**Wednesday, August 19, 2020**

**3:00 PM**

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

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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](mailto: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**

**20-320** [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.

#### **PUBLIC PRESENTATIONS**

## **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.

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

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

2.B. Social Media Analytics Quarterly Report

2.C. Inside Santa Clara Launch and Response

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

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

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

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

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.

## **COMMITTEE MEMBERS REPORT**

## **GOOD OF THE ORDER**

## **ADJOURNMENT**

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



# City of Santa Clara

1500 Warburton Avenue  
Santa Clara, CA 95050  
[santaclaraca.gov](http://santaclaraca.gov)  
[@SantaClaraCity](https://twitter.com/SantaClaraCity)

## Agenda Report

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20-320

Agenda Date: 8/19/2020

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### REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

#### **SUBJECT**

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

Draft



# City of Santa Clara

## Meeting Minutes

### Economic Development, Communications, and Marketing Committee

02/19/2020

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

#### PUBLIC PRESENTATIONS

Kirk Vartan made general comments regarding community perspective on the Worker Cooperatives work effort and on the outreach to the business community conducted by Project Equity and Sustainable Economics Law Center.

#### GENERAL BUSINESS

1. [20-161](#) Review 2020 Economic Development, Communications, and Marketing Committee Workplan

**Recommendation:** Approve the 2020 Economic Development, Communications, and Marketing Committee Workplan.

Assistant City Manager Shikada presented on the proposed 2020 Economic Development, Communications, and Marketing Committee Workplan.

A motion was made by Member Gillmor, seconded by Member Watanabe, and unanimously carried, that the Committee approve the 2020 Economic Development, Communications, and Marketing Committee Workplan.

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

2. [20-162](#) Review Status of Helen Putnam Award for Excellence Application

City staff provided an update on the work effort on Helen Putnam Award for Excellence program application to submit the City's Bookmobile program in the "Community Services and Economic Development" category. This item was an informational report only, and no action was taken by the Committee.

3. [20-163](#) Verbal Update on Banner Policy

**Assistant City Manager Shikada provided an update on work effort around the Banner policy and the City's collaboration with Santa Clara University (SCU). SCU Presents Director Butch Coyne made general comments on utilizing the banner poles as marketing tools for the City and as a way to build community partnerships. Hilton Santa Clara General Manager Joseph Eustice made general comments on the possible third-party management of the City's banner poles. Additional general comments were made by Committee stakeholders. No action was taken by the Committee.**

4. [20-164](#) Citywide Communications

4.A. Update on Inside Santa Clara Redesign Survey

**The Director of Communications reported on the Inside Santa Clara Redesign survey results. This item was an informational report only, and no action was taken by the Committee.**

4.B. Update on Community Partners Web Page

**The Director of Communications provided a verbal update on the Community Partners webpage. This item was an informational report only, and no action was taken by the Committee.**

4.C. Discuss Special Events Strategic Marketing

**Assistant City Manager Bojorquez reported that she and Parks and Recreation Department staff were present to listen to the Committee's feedback on special events strategic marketing. The Chair made comments on the marketing and community involvement for the 40th Art and Wine Festival and other City events. Member Gillmor commented the Committee is looking for a strategic marketing plan for large-scale events (e.g., 40th Art and Wine Festival, State of the City, Reed and Grant Streets Sports Park Opening, CityPlace Groundbreaking Ceremony). No action was taken by the Committee.**

4.D. Communications Consultant Overview/Brainstorming

The Director of Communications reported that staff has been working with the communications consultants to develop a workplan. The Director of Communications noted that Meili Chu from Circlepoint was present in the audience to listen to feedback from the Committee and stakeholders and that the meeting audio would be provided to 3fold Communications. Members Gillmor and Watanabe made comments on the CityPlace Groundbreaking Ceremony and involving the community in the event. The stakeholders made general comments. No action was taken by the Committee.

5. [20-165](#) Social Media Analytics Report

The Director of Communications provided a verbal update on the social media analytics quarterly report for Quarter 4 of 2019 (October-December 2019). This item was an informational report only, and no action was taken by the Committee.

**COMMITTEE MEMBERS REPORT**

None.

**GOOD OF THE ORDER**

Stakeholders made various updates on upcoming events.

**ADJOURNMENT**

The Chair called for a Special meeting on March 25, 2020. Prior to adjourning, the Chair invited Youth Commissioner Siya Sharma to speak. Youth Commissioner Sharma made comments on social media strategy. The Chair invited Youth Commissioner Sharma to attend future meetings.

The meeting was adjourned at 4:50 p.m.



## Agenda Report

20-323

Agenda Date: 8/19/2020

### REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

#### SUBJECT

Update on the Small Business Assistance Grant Program and Discussion on Potential Allocation of \$1.59 Million in CARES Act Funds

#### BACKGROUND

At the April 8, 2020 City Council meeting, the Council approved allocating \$500,000 in one-time funds to create a Small Business Assistance Grant Program (Grant Program) to provide financial assistance to non-profits and small businesses in the City of Santa Clara (City) that have been negatively impacted by the novel coronavirus (COVID-19) pandemic. A key objective of the program was a quick City response of grant funds to small businesses.

The approved Grant Program provides one-time grants to small businesses and non-profits with at least one but no more than 25 full-time employees who demonstrate a loss of income due to COVID-19. Grants of \$10,000 were made available for qualified small businesses and non-profits that have been deemed non-essential under the County of Santa Clara Public Health Department Order dated March 16, 2020. Grants of \$5,000 were available for qualified small businesses and non-profits that have been deemed essential under the same order. Grant funds may be used for payroll expenses or lease payments.

The Grant Program began accepting applications at 10:00 a.m. on Friday, April 17, 2020. The City received more than 200 applications within the first ten minutes and has received over 800 applications to date. Staff began reviewing applications in the order they were received on Friday, April 17, 2020, and continued reviewing applications over that initial weekend. Applications were reviewed for completeness and program eligibility. As of Monday, April 20, 2020, 70 applications had been reviewed, and 33 were approved and processed for awards totaling \$240,000. The remaining applications were either pending based on submission of additional information or did not meet program requirements (e.g., businesses not in Santa Clara or businesses that did not have a business license).

Due to continuing demand, the City Council approved two additional rounds of funding, once on April 28, 2020 and once on May 26, 2020, totaling \$600,000. These actions brought the overall Grant Program funding to \$1.1 million. To support the continued growth of the program's grant fund, the City partnered with the Silicon Valley Central Chamber of Commerce (Chamber) to fundraise. The combined effort of the City and Chamber has generated an additional \$50,000.

To date, the City has awarded 155 grants for a total of \$1,110,000 (Attachment 1) and staff is continuing to review applications while we await additional funds from donors. With the additional

funds raised by the City and the Chamber, we will only be able to award no more than 10 grants to Santa Clara businesses.

### **DISCUSSION**

The City recently received an allocation of CARES Act funding from the State totaling \$1,590,000. The funds 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.

There is a continuing need for assistance in Santa Clara. The CARES Act funding is not targeted toward any specific COVID-impacted group. Staff believes that there are three principal areas in which this funding may be used. They include:

1. Provide additional funding for the Small Business Grant program. There are many businesses that applied for the grant funds that were not funded because the program reached its capacity at \$1.1 million. With the additional \$50,000 in private funding, an additional 5 to 10 businesses could qualify for assistance.
2. Develop a new program to provide assistance to businesses to address COVID-related safety improvements. In addition to social distancing, many businesses are also required to install improvements/safety features for the protection of workers and patrons. These improvements include plexiglass and other barriers.
3. Provide additional funding for the Emergency Rental Assistance Program (ERAP). This \$1.3 million program was launched in June 2020 to provide rental assistance to qualifying Santa Clara residents impacted by COVID-19. Many jobs were lost due to the pandemic, making it difficult for residents to make lease payments. ERAP provides assistance of up to 3 months' rent to qualifying participants. Staff anticipates being able to serve approximately 250 households with the existing funding.

### **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**

There is not a fiscal impact associated with this report.

### **PUBLIC CONTACT**

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### **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.

Reviewed by: Ruth Mizobe Shikada, Assistant City Manager

Approved by: Deanna J. Santana, City Manager

**ATTACHMENTS**

1. Small Business Grant Program Grantees - As of August 7, 2020

Approved Applications as of August 7, 2020

	Application No.	Business Name	Grant Amount
1	01	Hungry Hound	\$5,000.00
2	04	Makaboom, LLC	\$10,000.00
3	05	Just Breathe Yoga	\$10,000.00
4	06	Joe Grasso Elite Training	\$10,000.00
5	08	Grace Acquisition Corp. LLC dba Athena Grill	\$5,000.00
6	12	Mio Vicino Santa Clara	\$5,000.00
7	14	Gogo Pho Inc	\$5,000.00
8	15	Alta Eye Care	\$5,000.00
9	21	Holder Inc. dba Able Glass Company	\$10,000.00
10	22	Arena Soccer Centers, Inc. dba Off the Wall Soccer	\$10,000.00
11	23	A Slice of New York	\$5,000.00
12	25	Calculi Corporation	\$10,000.00
13	27	International Gurukul	\$10,000.00
14	30	SHAQ D.B.A SHAWARMA FALAFEL	\$5,000.00
15	31	LNT Enterprise Inc c/o Beijing restaurant	\$5,000.00
16	34	Korean Spring Barbeque	\$5,000.00
17	36	ACSATM, Inc. - Armed Courier Service	\$10,000.00
18	38	Sumiya Inc.	\$5,000.00
19	39	San Jose Art Academy	\$10,000.00
20	40	Applied Tactics & Fitness LLC dba Tactica Krav Maga Institute	\$10,000.00
21	41	Best Chiropractic Center	\$5,000.00
22	44	Mirandus Consulting, LLC	\$10,000.00
23	48	Kabab & Curry's	\$5,000.00
24	49	Amazing Stars Montessori, Inc.	\$10,000.00
25	51	Vrushali Sharma, D.D.S., Inc.	\$5,000.00
26	52	Woodhams Sports Lounge	\$10,000.00
27	55	Chicken and More dba ChiMek	\$5,000.00
28	60	Eyers Hitch Center Inc	\$5,000.00
29	64	Create with Context, Inc.	\$10,000.00
30	65	Blinky's Lounge Inc.	\$10,000.00
31	66	S&J Cosmos Inc	\$10,000.00
32	67	John Burgoon Electronics, Inc. DBA Anchor Electronics	\$5,000.00
33	69	Cedar Tree Cleaners	\$5,000.00
34	02	The Crittenden Co., Inc (JB Trophies)	\$10,000.00
35	09	Fiorillos Restaurant	\$5,000.00
36	10	Cal Micro Inc.	\$10,000.00
37	11	Bourget Body & Chiropractic at Mission City Chiropractic	\$5,000.00
38	17	Eyetopia Optometry / LILY H KIM, OD pc	\$5,000.00
39	18	Aarna Threading Salon	\$10,000.00
40	20	HoneyBerry	\$5,000.00
41	29	Poorboy's Kitchen	\$5,000.00
42	37	Motorspeed West	\$5,000.00
43	45	The Mlnarik Law Group, Inc.	\$5,000.00
44	53	De Anza Appliance Parts & Service, Inc.	\$5,000.00
45	56	The Sportsmen's Lounge	\$10,000.00
46	57	EA Machining Inc	\$5,000.00
47	58	SMK Association Inc. DBA Taichi Pot	\$5,000.00
48	59	American Legion Post 419	\$10,000.00
49	61	Nasseri Auto Tech	\$5,000.00

50	62	FocusKPI, Inc	\$10,000.00
51	68	Zen JP Corporation DBA Leichi	\$5,000.00
52	72	Alan L. Frame D.D.S. Inc.	\$5,000.00
53	74	ScottHyvar Visioncare Inc.	\$5,000.00
54	75	Vanguard Music and Performing Arts	\$10,000.00
55	76	Veridian Mortgage, LLC	\$5,000.00
56	78	Copacabana Design USA, Inc.	\$10,000.00
57	79	Bumblebee Linens LLC	\$10,000.00
58	80	Platinum FNB, Inc. dba Chikara	\$5,000.00
59	83	Kettlee	\$5,000.00
60	84	Pono Hair Salon	\$10,000.00
61	85	Silicon Valley Eyecare Optometry and Contact Lenses	\$5,000.00
62	86	International Auto Center	\$5,000.00
63	89	Shiloh Event Management, Inc.	\$10,000.00
64	90	E Sharp Hair	\$10,000.00
65	94	Manesh LLC	\$5,000.00
66	33	CTO Forum, Inc.	\$10,000.00
67	42	U Channel Foundation	\$5,000.00
68	50	Santa Clara Swim Club	\$10,000.00
69	70	Mimi Hair and Nails	\$10,000.00
70	77	Frederick Accountancy for Small Business, Inc	\$5,000.00
71	87	Golden State Brewery	\$10,000.00
72	88	Sky Dental Lab Solution Inc.	\$5,000.00
73	96	Msquare System Corp.	\$10,000.00
74	98	JC Motor's Goup Inc.	\$10,000.00
75	99	Best Western Inn Santa Clara	\$5,000.00
76	102	Chuntian Accupuncture Clinic Inc.	\$10,000.00
77	104	Biota Tech Services, Inc.	\$5,000.00
78	105	Playground Pictures, LLC	\$10,000.00
79	106	Laser Printer Technology, Inc.	\$10,000.00
80	107	Airborne Gymnastics	\$10,000.00
81	108	US Auto Repair and Car Wash Inc.	\$5,000.00
82	109	World Champions Table Tennis Academy	\$10,000.00
83	110	Fineline Graphics & Design, Inc	\$10,000.00
84	111	Rita's of Santa Clara	\$5,000.00
85	112	Yeong-Sae Kim, Attorney at Law	\$5,000.00
86	113	Kansai Gourmet Services, Inc. (DBA Fugetsu USA)	\$5,000.00
87	114	Isajan Platinum Chiropractic, Inc	\$5,000.00
88	115	Seoul Gom Tang	\$5,000.00
89	117	En Japanese Tapas	\$5,000.00
90	118	The Train Shop	\$10,000.00
91	119	Family Advantage Chiropractic	\$5,000.00
92	120	Best Print Graphics	\$10,000.00
93	121	Santa Clara Diving Club	\$10,000.00
94	122	A & A Computers, Inc.	\$5,000.00
95	124	The Yellow Chili by Sanjeev Kapoor	\$5,000.00
96	128	Angel Yoga Inc.	\$10,000.00
97	129	Lejjbelle Pedicure	\$10,000.00
98	130	R&R Management Services Inc DBA Granada Inn	\$5,000.00
99	139	El Camino Smog Test Only	\$5,000.00

100	140	Questivity Inc	\$5,000.00
101	141	Blooms Autos Inc.	\$5,000.00
102	116	Silicon Valley Jiaren Association	\$10,000.00
103	131	Art Sacman Agency	\$5,000.00
104	142	Creative Dental Studio	\$10,000.00
105	143	Victory Automotive Services	\$5,000.00
106	144	Jigna Khetani DDS Inc / Ark Dental Care	\$5,000.00
107	147	Cramer's Bagels, LLC	\$5,000.00
108	148	Valero of Santa Clara	\$5,000.00
109	150	Interior Door Replacement Company	\$10,000.00
110	155	Syed Dental Care, Inc.	\$5,000.00
111	159	Triton Museum	\$10,000.00
112	161	Crestpointe Dental	\$5,000.00
113	168	Han Sung BBQ	\$5,000.00
114	170	Five Pillars Inc DBA Sunlight Concepts	\$10,000.00
115	171	Laurelwood Cabana Club	\$10,000.00
116	177	Snap Fitness 24-7	\$10,000.00
117	178	Commercial Seating Specialists, Inc.	\$10,000.00
118	186	Scuttlebugs Child Development Center LLC.	\$5,000.00
119	188	C&A Silk Screen	\$10,000.00
120	189	Sal's Airport and Limousine Service	\$5,000.00
121	190	Lakeview Premier Medical Group	\$5,000.00
122	158	Agnew Auto Care	\$5,000.00
123	182	Prove Me Realty Inc.	\$10,000.00
124	183	Santa Clara Hair Studio	\$10,000.00
125	185	Eve Hair Salon	\$10,000.00
126	191	Persis Restaurants Inc DBA Paradise Biryani Pointe	\$5,000.00
127	193	Kobe Japanese Restaurant	\$5,000.00
128	196	Naya Investments Inc. DBA Achilles	\$5,000.00
129	197	So Gong Dong Tofu House	\$5,000.00
130	198	Tobang Restaurant, Inc	\$5,000.00
131	200	T-Tech Machining	\$10,000.00
132	203	EDS Investment, Inc	\$5,000.00
133	206	Picotrack	\$10,000.00
134	214	Bhatia & Co, Inc.	\$5,000.00
135	215	Kitchen Reface Depot, LLC	\$10,000.00
136	216	Silvia's Tax Services	\$5,000.00
137	220	Represent Marketing Inc. DBA Anytime Fitness	\$10,000.00
138	223	Exstep Inc	\$10,000.00
139	166	Neto Sausage Co Inc.	\$5,000.00
140	201	Professional Auto Care	\$5,000.00
141	207	Bobby's Liquors & Grocery	\$5,000.00
142	208	Obok Restaurant	\$5,000.00
143	212	Play Live Escape	\$10,000.00
144	222	Trusper Inc. DBA Musely	\$10,000.00
145	160	AA Merchant Services	\$5,000.00
146	162	Citimall	\$10,000.00
147	218	Nova Chiropractic	\$5,000.00
148	221	A-1 Mand Tires & Wheels Inc	\$5,000.00
149	224	Sundhoka Inc. dba Budget Rent A Car	\$5,000.00

Approved Applications as of August 7, 2020

150	225	Bhandal Pizza LLC	\$5,000.00
151	226	JW House	\$10,000.00
152	227	Holder's Mission City Grill	\$5,000.00
153	229	Gomez Edwards Law Group, LLP	\$5,000.00
154	230	The Weekly Morning Korean News, Inc	\$5,000.00
155	231	G3 Business Group, Inc	\$10,000.00
<b>Total</b>			<b>\$1,110,000.00</b>



## Agenda Report

20-324

Agenda Date: 8/19/2020

### REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

#### SUBJECT

Overall Citywide Communications Update

#### BACKGROUND

In March 2020, the City of Santa Clara (City) declared a local state of emergency in response to the novel coronavirus (COVID-19) pandemic. This action necessitated the re-focus of staff on the City's response to the pandemic. As a result, the City's communication and public information efforts were focused on keeping residents informed of the evolving public health situation.

On April 19, 2020, the City Manager informed the City Council (Attachment 1) that other communication initiatives were going to be put on hold or delayed due to the need to dedicate efforts towards the local impacts of the COVID-19 pandemic.

The City has implemented several communications programs for providing residents, businesses and other stakeholders with locally-focused updates that include details about the outbreak itself and actions to take to reduce COVID-19 risks, available community resources, latest response efforts, and impacts to City events, programs and services.

#### DISCUSSION

The Director of Communications will provide a presentation on the City's communications efforts in response to the COVID-19 pandemic. In addition, the Director of Communications will provide an update on the quarterly activities of Citywide social media activities, the Inside Santa Clara newsletter redesign and launch efforts, and collaborative efforts with the City's communications consultants, including the Love Santa Clara initiative and other communication efforts.

#### Commitment to Communications Excellence

Since the last report on communications activity at the February 19, 2020 Economic Development, Communications, and Marketing Committee (Committee) meeting, the City now has statistically valid data from a recent community survey that found 70% of residents feel the City is keeping residents informed.

Also, in July 2020, the City received statewide recognition by the California Association of Public Information Officials (CAPIO) through their 2020 Excellence in Public Information and Communications, or EPIC, Awards.

The City received two first place honors in CAPIO's 2020 EPIC Awards. They are in the following categories:

- The SantaClaraCA.gov Website Redesign in the Website/App in the Small/Medium Population category; and
- The Great White Website Launch in the Most Innovative Communications in the Medium Population category.

CAPIO had a record-breaking 275 entries for this year's awards program. The statewide recognition highlights the City's commitment to communications excellence, innovation and transparency.

#### COVID-19 Digital Communications

The City has a dedicated COVID-19 website, [SantaClaraCa.gov/CoronavirusUpdates](http://www.SantaClaraCa.gov/CoronavirusUpdates) [<http://www.SantaClaraCa.gov/CoronavirusUpdates>](http://www.SantaClaraCa.gov/CoronavirusUpdates), that provides vital information to the community and includes local, regional, state and federal resources for the community, seniors, businesses and employees. Since March 11, 2020, daily updates are published to the Coronavirus Updates website.

This section of the City website remains the most popular, with an average of 21% of all City website visitors coming to the main page and 60% doing so on their mobile device. [SantaClaraCA.gov](http://www.SantaClaraCA.gov) [<http://www.SantaClaraCA.gov>](http://www.SantaClaraCA.gov) more than doubled the number of unique visitors with 257,299 in March 2020 compared to 122,539 unique visitors in January 2020. The City's website analytics demonstrate the high level of public interest in coronavirus-related information.

Throughout the COVID-19 crisis, the City's communications team has produced dozens of videos, including community messages from the Mayor, for timely updates, information and online programming like the Santa Clara City Library's Storytime Sing-a-long and Parks & Recreation Department's virtual recreation. On the City's YouTube channel alone, the Mayor's March 16, 2020 Community Update about the City transitioning to providing only essential public services received more than 2,350 views.

#### Media Coverage for Santa Clara's COVID-19 Response

During the COVID-19 pandemic, Santa Clara is receiving much media coverage. For the first half of 2020, the City had nearly 150 media inquiries with many of the stories focused on the City's emergency response. In addition to Bay Area media coverage, The New York Times covered the City's Healthy Meals Santa Clara program which provided supplemental weekend meals for youth for 21 weeks.

#### Social Media Analytics

The Social Media Analytics Reports for Fiscal Year 2019-20, Quarters 3 and 4, includes analytics for the social media platforms managed by City staff and for the MySantaClara application (Attachments 2 and 3).

The two quarterly reports highlight the enormous growth in followers to the City's social media channels as well as high engagement levels and expanded reach achieved with social media posts that contained details related to COVID-19.

#### Redesigned City Newsletter Debuts for Summer 2020

In June 2020, the new Inside Santa Clara newsletter made its debut with the summer edition (Attachment 4). The newsletter redesign initiative began in fall 2019 before the COVID-19 pandemic

spread to the Bay Area. The consultant, We The Creative, was awarded the contract and began work on the redesign in December 2019. The objectives included modernizing the publication for a digital audience and incorporating four-color printing while reducing production costs.

Following publication of the redesigned newsletter, the City collected feedback from the community through an online survey, emails and phone calls. The reaction received was mixed, with more older adults seeking larger fonts and more color contrast while other individuals, age 50 and under, liked the addition of four-color and the magazine-style format.

Some concerns were also raised about costs due to the improved print quality of the publication. The annual production costs are at least \$32,000 less than what they were before the redesign, even with the color printing and higher quality, glossy paper. Due to COVID-19 fiscal impacts, the City plans to continue to print the newsletter three times per year at a cost of roughly \$40,000 per edition, instead of increasing to four times per year as had been considered pre-pandemic.

Inside Santa Clara is mailed to approximately 57,820 residential and business addresses in Santa Clara. The newsletter is also distributed at all City facilities, including community centers and libraries, and available on [SantaClaraCA.gov/InsideSantaClara](http://www.SantaClaraCA.gov/InsideSantaClara) <<http://www.SantaClaraCA.gov/InsideSantaClara>>. Through the redesign, Inside Santa Clara readers' digital experience is enhanced through a PDF version with clickable links and a flipbook version.

Based on reader input, the Fall 2020 edition will incorporate refinements including finetuning the colorful design layout to improve the reader experience, adjusting the typography to enhance readability and reducing paper quality to further reduce costs.

#### Love Santa Clara Initiative

After a soft launch of the Love Santa Clara initiative with the 2020 City Calendar and 2019 Annual Report, the effort was delayed due to the COVID-19 focus. The initiative is about the City's commitment to improving the quality of life for everyone who lives, works, plays, and learns in Santa Clara. Love Santa Clara concerns how we connect and partner with one another and involves community partners such as local businesses and institutions of higher education.

Staff has been working to incorporate Love Santa Clara messaging in some of our recent communications. Additionally, staff plans to work closely with the City's consultant, 3fold Communications, on other opportunities, which will be discussed at the Committee meetings.

#### Communications Consultants

The City's communication consultants, Circlepoint, 3fold Communications, and Singer Associates, Inc., will be participating in the Committee meeting to discuss COVID-19 impacts on communications and next steps for furthering the City's communications and marketing goals.

#### **ENVIRONMENTAL REVIEW**

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

#### **FISCAL IMPACT**

There is no fiscal impact to the City other than administrative staff time.

**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) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

Reviewed by: Lenka Wright, Director of Communications

Approved by: Deanna J. Santana, City Manager

**ATTACHMENTS**

1. Comms Consultants Email to Council, April 19, 2020
2. Social Media Analytics Report - FY 2019/20, Quarter 3
3. Social Media Analytics Report - FY 2019/20, Quarter 4
4. Inside Santa Clara - Summer 2020 Edition

**Kathleen McGraw**

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**From:** Deanna Santana  
**Sent:** Sunday, April 19, 2020 10:05 AM  
**To:** Deanna Santana  
**Cc:** Brian Doyle; Kathleen McGraw  
**Subject:** Update on activities of communications consultants

Good Morning,

The purpose of this email is to provide the City Council an update on communications initiatives that have been put on hold or are delayed. Given the gravity of the public health emergency, many of the communication projects that the Communications team had been working on pre-COVID-19 have been put on hold due to the need to focus on communicating about COVID. This work includes illegal street activity/sideshow public outreach as the activity has significantly decreased with most people staying home, as well as the Love Santa Clara initiative which might not have the desired impact at this point in time. We have been in contact with our communication consultants, 3fold Communications, Circlepoint, and Singer Associates, who are understanding of COVID-19's impact on City business, as well as their own business.

As the situation evolves in the coming weeks, we will reassess these communication resources in a post-coronavirus world. As it stands, our consultants as well are totally refocused on providing their valuable communications expertise to other clients. If there are changes, I will be sure to let you know. Knowing how much the Council values communications, I wanted for the Council to be aware of the impacts of COVID communications to our staff and consultant capacity.

Thank you,

Deanna



**Date:** July 9, 2020

**Subject:** Social Media Analytics Quarterly Report, FY 2019-2020 Quarter 3

For the months of January through March 2020, here is an overview of social media trends for the City of Santa Clara, based on first quarter analytics. An important event to note was on March 11, 2020 when the City of Santa Clara declared a local state of emergency. As early as January, the City began to rapidly increase communications with the ongoing developments with the coronavirus (COVID-19).

- The City's social media channels continue to gain followers. As compared to 2019 Quarter 4, the numbers doubled this quarter. This significant increase is attributed to the public's increasing interest in coronavirus-related news and the City's increased communications about the local response to the COVID-19 pandemic. The top three social media channels achieving the highest growth in the first quarter:
  - Nextdoor had the highest gain with an increase of +2,085 members with 34,679 total members (43% of 53,688 households; 86 neighborhoods)
  - @SantaClaraPD on Twitter with 1,353 new followers
  - @SantaClaraCity on Twitter with 941 new followers
- Similar to the last quarter, the Santa Clara Police Department had the greatest reach with yet another incident in which a rumor was corrected. On March 11, the Police Department posted about an inaccurate social media post on Reddit referencing a potential threat of violence at Valley Fair Mall. With more than 108,917 impressions and nearly 10,765 engagements on Twitter, this quick response helped Police in mitigating rumor exposure while providing verified and official information to the public including the media.
- Santa Clara residents continue to join Nextdoor, the private neighborhood social networking site, with 2,085 new members signing up. This quarter the top posts occurred after the COVID-19 pandemic began to develop.
  - The City shared a "Wipes Clog Pipes" campaign to remind residents, with the increased use of disinfecting wipes, to never flush wipes. The post gained 7,682 impressions with a fun cartoon graphic to only flush the 3Ps.

- In addition, the Police Department had 11,259 impressions with a resourceful post about grocery stores with dedicated hours for seniors and at-risk individuals due to COVID-19.
- On the main City Facebook page, the top three performing posts included:
  - 3/1/20 - COVID-19 symptoms infographic from the CA Department of Public Health
  - 3/10/20 – Livestream video of the Downtown Precise Plan Community Task Force Meeting
  - 3/27/20 – Annual Cleanup Campaign cancellation notice
- For the City Twitter, the Wipes Clog Pipes campaign came in on top, with approximately 25,000 impressions, the second and third being Coronavirus updates and information with both averaging 18,000 impressions. The Police Department Twitter had approximately 25,000 impressions for two posts related to stadium policies for the NFC Championship game.
- For the Parks & Recreation Department, top posts on both Facebook and Instagram was the announcement of the popular Senior Nutrition Program becoming a to-go option for pick up meals due to the impacts by COVID-19.
- The Santa Clara City Library had success with Facebook posts requesting participation from the community to create a story together, while their top Twitter post was the closure of library branches due to COVID-19.
- Fire Department Facebook top posts were related to loss of Porterville Fire Department personnel, social distancing and essential services during the closure of City Hall.
- For Silicon Valley Power, top Facebook posts were COVID-19 related with no planned power outages or shutoffs for nonpayment, while Twitter high engagements were related to power outage updates.
- For LinkedIn, the City doubled their increase in followers from last quarter with 321 new ones this quarter with a total of 3,246 users, with more than half (60%) from the Bay Area. The best performing LinkedIn post was about City staff showing support for the San Francisco 49ers before the Super Bowl with the #SantaClara4TheWin hashtag, resulting in 2,304 clicks and nearly 5,686 impressions.
- The MySantaClara mobile application had fewer reports submitted in the first quarter with 582 reports. The completion rate was slightly higher than last quarter with 81% completed.



**About the Report:** The Social Media Analytics Quarterly Report includes analytics for several social media platforms managed by City staff. They include: City of Santa Clara, Santa Clara City Library, Parks & Recreation Department, Santa Clara Fire Department, Santa Clara Police Department, and Silicon Valley Power. The quarterly report also includes analytics for the MySantaClara application. ***\*Starting with this quarterly report, all reports will now correspond with the City's fiscal year.***

### City of Santa Clara

#### Facebook Performance [Facebook.com/CityofSantaClara](https://Facebook.com/CityofSantaClara)

# of Posts	Net Followers Gain/Loss	Average Reach
280 posts	7,698 followers Gain: +401	1,168 people reached

#### #1 Post

- Symptoms for COVID-19 include fever, cough, and shortness of breath. If you are experiencing them, call your health care provider or local health department first for more information 📞👩👨. Learn more about how you can help prevent the spread of coronavirus 📖 with helpful tips from the [California Department of Public Health](https://www.cdph.ca/Programs/CID/DCDC/Pages/COVID-19.aspx). #COVID19
- Posted 3/1/20
- 762 engagements
  - 148 likes, 5 loves
  - 14 comments
  - 96 shares
- 8% engagement rate
- 8,945 people reached

**COVID-19** Protect yourself and loved ones

Help prevent the spread of respiratory diseases like COVID-19

- + WASH YOUR HANDS**  
Wash your hands with soap and warm water regularly.
- + COVER A COUGH OR SNEEZE**  
Cover your cough or sneeze with your sleeve, or tissue. Dispose of tissue and wash your hands afterward.
- + DON'T TOUCH**  
Avoid touching eyes, nose or mouth, especially with unwashed hands.
- + KEEP YOUR DISTANCE**  
Avoid close contact with people who are sick.
- + STAY HOME**  
If you experience respiratory symptoms like a cough or fever, stay home.
- + GET HELP**  
If you experience symptoms of COVID-19 (cough, fever, shortness of breath), call your health care provider or local health department before seeking care.

**MORE INFORMATION**  
Follow the California Department of Public Health:  
@calpublichealth and [www.cdph.ca.gov/covid19](https://www.cdph.ca.gov/covid19)

CDPH

#### Terms

Engagement rate is the percentage of people who clicked, liked, commented or shared a post. viewed a post in their feed and/or clicked on a post.

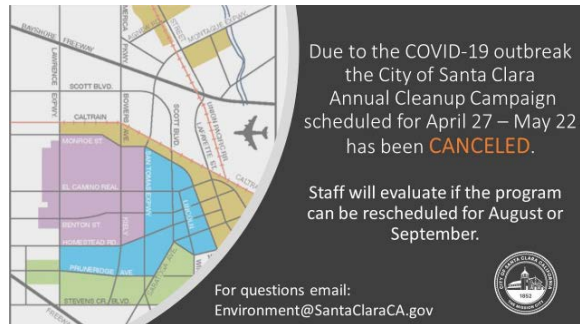
## #2 Post

- The City of Santa Clara is now live for Downtown Precise Plan Community Task Force Meeting - March 10, 2020.
- Posted 3/10/20
- 112 engagements
- 2% engagement rate
- 5,322 people reached
- 1,654 organic lifetime views



## #3 Post

- Due to the COVID-19 outbreak, the City of Santa Clara Annual Cleanup Campaign (CUC) scheduled for April 27 - May 22 has been canceled. No determination has been made on whether the 2020 CUC will be rescheduled later this summer or canceled until 2021. Once a determination has been made, the City will provide extensive outreach to the community. Questions? Email: [environment@santaclaraca.gov](mailto:environment@santaclaraca.gov)
- Posted on 3/27/20
- 549 engagements
  - 44 likes, 5 loves
  - 41 comments
  - 25 shares
- 11% engagement rate
- 5,173 people reached



## Twitter Performance [Twitter.com/SantaClaraCity](https://twitter.com/SantaClaraCity)

# of Tweets	Net Followers Gain/Loss	Total Impressions	Engagement Rate
253 tweets	9,493 followers Gain: +941	887,400	0.6%

## #1 Tweet

- Don't forget, wipes clog pipes!
  - ✓ Only flush toilet paper in the toilet
  - ✓ Do not flush disinfecting wipes, paper towels down the toilet - throw them away instead
  - ✓ Even wipes marked "flushable" will clog pipes
  - ✓ Help us keep sewer systems from backing up
- Posted 3/22/20
- 25,543 impressions
- 801 engagements



- 3.1 % engagement rate

## #2 Tweet

- Latest from County Public Health Department about new #Coronavirus case in Santa Clara County
- Posted 2/28/20
- 18,902 impressions
- 90 engagements
- 0.5% engagement rate

## #3 Tweet

- Visit the City of Santa Clara website for local updates for #COVID19 at SantaClaraCA.gov/coronavirusupdates
- Posted 3/25/20
- 18,066 impressions
- 551 engagements
- 3% engagement rate



Instagram Performance: <https://www.instagram.com/santaclaracity>

# of Posts	Net Followers Gain/Loss
102 posts	1,020 followers Gain +149

## #1 Post

- Santa Clara is proud of the 49ers! No doubt, they earned their place at #SBLIV. Good game, Kansas City Chiefs, but we remain partial to our hometown team 🏈.
- 51 engagements
- Posted 2/2/20
- 50 likes



## #2 Post

- What a great start to 2020! We are honored to be on the cover story for this month's @businessviewpublishing. We love seeing the transition from being an agriculture hub to the birthplace of silicon chip. Our city truly is the #centerofwhatspossible! Checking it out yourself at [www.businessviewmagazine.com](http://www.businessviewmagazine.com) #iHeartSantaClara #SiliconValley
- 44 engagements
- Posted 1/8/20



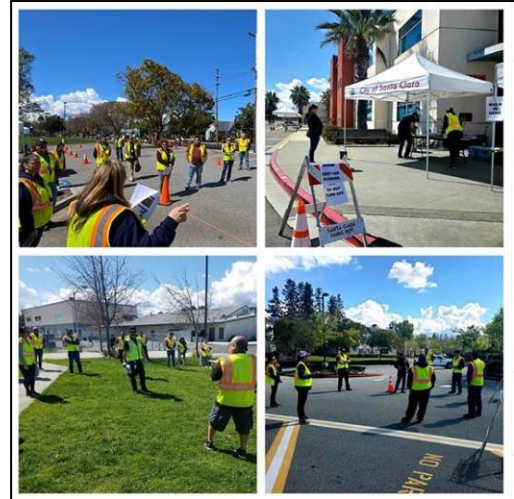
- 40 likes

### #3 Post

Our City teams are getting prepared to distribute FREE meals today from 2-3:30 p.m. with the launch of the Healthy Meals Santa Clara program. Pick up locations include: Wilcox High School, Don Callejon School, Cabrillo Middle School and the Santa Clara Senior Center. Kids from the Santa Clara Unified School District may pick up meals for the weekend starting at 2 p.m. Learn more at

SantaClaraCA.gov/healthymealssantaclara  
[#SantaClaraResponds](#) [#SantaClara](#)

- 42 engagements
- Posted 3/26/20
- 42 likes



**Nextdoor Performance:** [Nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/](https://nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/)

# of Posts	Net Members Gain/Loss	Membership	Neighborhoods	Average Impressions
68 posts	34,679 members Gain: +2,085	43% of residents	86 Gain: +1	3,516

### Top performing post

Subject: Wipes Clog Pipes

During the COVID-19 pandemic, we encourage the public to follow the Centers for Disease Control recommendations to clean surfaces with disinfecting wipes to reduce the spread of COVID-19, it is important to discard those items in the trash, not the toilet.

Wastewater treatment facilities around the state have reported issues with their sewer systems. Flushing wipes and paper towels will clog sewers and cause backups.

Do NOT Flush:

Flushable wipes

Disinfectant wipes

Prescription medicine

Feminine products (tampons, pads and panty liners)

Disposable diapers or baby wipes

Floss



Paper towels  
Tissues  
Trash of any kind

ONLY FLUSH the 3 Ps...

Pee  
Poop  
Paper (Toilet paper)

We encourage Santa Clarans to help prevent sewer overflows, which will endanger property and public health. Let's do our part and remember, wipes clog pipes! To learn more, visit [SantaClaraCA.gov/wipesclogpipes](http://SantaClaraCA.gov/wipesclogpipes).

- Posted 3/27/20
- 7,682 Impressions (35 thanks, 5 replies)

**YouTube Performance** [www.youtube.com/CityofSantaClara](http://www.youtube.com/CityofSantaClara)

# of Posts	Net Subscribers Gain/Loss	Watch Time	Average View/ Duration
41 videos	527 subscribers Gain: +97	1,354.4 hours	14,598 views 5:34 minutes

**Top performing video**

- Community Update from Mayor Gillmor – COVID-19, March 16, 2020
- Q1 Analytics
  - 2,242 views
  - Watch time –84.2 hours
  - Avg. view duration: 2:12

**LinkedIn Performance** [www.linkedin.com/CitySantaClara](http://www.linkedin.com/CitySantaClara)

# of Posts	Net Followers Gain/Loss	Page Views	Top Locations	Top Job Functions
9 posts	3,246 followers Gain: +321	1,076 (589 desktop & 487 mobile)	Bay Area (60%), Madrid Area, Spain (4%), Kalyan Area, India (3%)	Operations (12%), Business Development (11%), Information Technology (9%)

## Top performing post for LinkedIn

- Our City staff showed their support for the San Francisco 49ers before they take on the Kansas City Chiefs at the Big Game this weekend! We may not be there in person, but we're definitely there in spirit! This display will be at our Central Park Library lobby and our Northside Library watch party on Sunday, so come show your own team spirit! #SantaClara #GoTeam #SantaClara4TheWin #SBLIV 125 Likes
- 1/28/20
- 5,686 impressions
- 1 comment
- 2,304 clicks
- 40% engagement rate



## Parks & Recreation Department

### Facebook

[Facebook.com/SantaClaraParksandRec](https://www.facebook.com/SantaClaraParksandRec)

# of Posts	Net Followers Gain/Loss	Average Reach
51	4,507 followers Gain: +123 followers	1,365 people reached

### Post #1

- The Santa Clara Senior Center will continue to provide the Senior Nutrition Program to Seniors, age 60 years and over, Monday – Friday by reservation. Meals will be distributed in drive-thru fashion by entering the line formed by orange traffic cones at the Senior Center Rear Parking Lot on Harrison Street, from 11 a.m. -12 p.m. Reservations are required by 12 p.m. the day before the meal is desired from the Senior Nutrition Program.

The City's Convention Center catering resources will prepare weekend food packages for distribution to seniors and the unhoused. These packages, consisting of two breakfasts and two lunches, will be delivered by members of the Santa Clara Firefighters Foundation to homebound seniors, and to seniors who regularly attend the Senior Nutrition Program. Weekend meals package reservations are required by Wednesday at 5 p.m. for Friday delivery or drive through pick up. For reservations or questions, please call 408-615-3170.



- Posted 3/20/20
- 5,313 people reached
- 994 Engagements (8 comments, 28 shares)
- 11% Engagement Rate

### Post #2

- The City of Santa Clara and [Magical Bridge](#) are seeking your input on the Central Park Magical Bridge All-Inclusive Playground project. Now is the time to give us your feedback. The survey is open until Feb. 19, 2020. You may complete the survey at [SantaClaraCA.gov/opencityhall](https://www.santacruz.ca.gov/opencityhall)
- Posted 2/4/20
- 5,313 people reached
- 433 Engagements (13 shares)
- 6% Engagement Rate



### Post #3

- HAPPENING TODAY, March 26, 2-3:30 p.m.: The Healthy Meals Santa Clara program will provide FREE meals for the weekend to kids enrolled in the Santa Clara Unified School District nutrition program. Meal distribution takes place Thursdays 2-3:30 p.m. at the following locations:

Cabrillo Middle School, 2550 Cabrillo Ave.  
Don Callejon School, 4176 Lick Mill Blvd.  
Wilcox High School, 3250 Monroe St.  
Santa Clara Senior Center, 1303 Fremont St.



For everyone's safety, please follow the traffic cones and staff instructions on site. Remember, County Public Health's COVID-19 social distancing protocols are in effect.

- Posted 3/26/20
- 3,893 people reached
- 539 Engagements (72 likes, 14 comments, 8 loves, 10 shares)
- 10% Engagement Rate

### Facebook: Cultural Commission

<https://www.facebook.com/culturalcommission/>

# of Posts	Net Followers Gain/Loss	Average Reach
10	492 followers Gain +34 followers	612

### Post #1

- The City of Santa Clara and its Cultural Commission are pleased to announce an opportunity for artists to create a 3-dimensional artwork for its biennial Indoor Sculpture Exhibition. The exhibition's theme is "Breaking Free". Incorporation of kinetic or mechanical/interactive elements are encouraged but not required. The theme can also be interpreted to represent a pilgrimage, epiphany, metamorphosis, liberation, or other passage/journey. For more information on contest entry and rules, view the Indoor Sculpture Exhibition Information Packet at <https://www.santaclaraca.gov/home/showdocument?id=66056>
- Posted 2/23/20
- 340 Engagements
- 4,324 people reached
- 5% Engagement Rate



## Post #2

- Santa Clara Cultural Commission: Friday Night Live: Broceliande Next Friday, March 6, join us at the Triton Museum of Art for our Friday Night Live Series. Enjoy a night of culture, entertainment and education with live guest, Broceliande! This event is free and open to all ages. Show starts at 7 p.m. 🧑🧑🗣️
- Posted 1/9/20
- 62 Engagements
- 1,194 people reached
- 4% Engagement Rate



## Post #3

We hope to see you this Friday, Mar. 6 at the [Triton Museum of Art!](https://www.facebook.com/santaclarayouthcommission/)

- Posted 1/29/20
- 7 Engagements
- 0% Engagement Rate



## Facebook: Youth Commission

<https://www.facebook.com/santaclarayouthcommission/>

# of Posts	Net Followers Gain/Loss	Average Reach
7	64 followers Gain +4 followers	115

## Post #1

- Youth Commissioners attended the Students for Green High Schools conference today! Students from throughout the Bay Area shared their environmentally-focused projects and initiatives and also presented potential solutions to issues facing our planet. Thank you @lahsgreenteam for organizing a great event! #begreennotmean
- Posted 1/25/20
- 11 engagements
- 35 people reached



## Post #2

- If you're interested in applying for the 2020-21 City of Santa Clara Youth Commission term, there will be an informational meeting on Monday, February 24 at 6:00 PM at the Santa Clara Teen Center. Learn about expectations and



responsibilities, Q&A, and meet some Commissioners.  
Visit [www.SantaClaraCa.gov/YouthCommission](http://www.SantaClaraCa.gov/YouthCommission) for app info and more.

- Posted 2/19/20
- 4 engagements
- 26 people reached

### Post #3

- We hope to see you tonight if you're planning to apply for the 2020-21 City of Santa Clara Youth Commission! Learn more about YC and the application process tonight at the Santa Clara Teen Center at 6:00 PM. 🗓️🕒📍📄
- Posted 2/24/20
- 0 engagements
- 18 people reached



### Instagram: Parks & Recreation

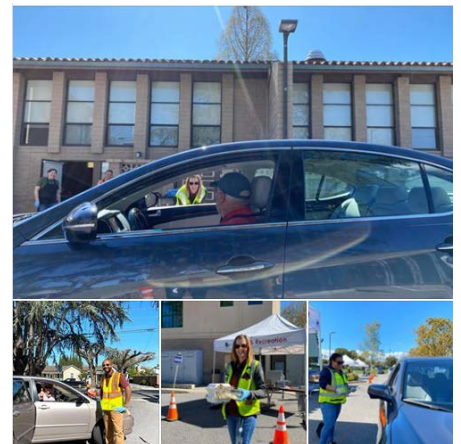
<https://www.instagram.com/santaclaracityparks/>

# of Posts	Net Followers Gain/Loss
10 posts	1,328 followers Gain: +125

### Post #1

The Santa Clara Senior Center will continue to provide the Senior Nutrition Program to Seniors, age 60 years and over, Monday – Friday by reservation. Meals will be distributed in drive-thru fashion by entering the line formed by orange traffic cones at the Senior Center Rear Parking Lot on Harrison Street, from 11 a.m. -12 p.m. Reservations are required by 12 p.m. the day before the meal is desired from the Senior Nutrition Program.

The City's Convention Center catering resources will prepare weekend food packages for distribution to seniors and the unhoused. These packages, consisting of two breakfasts and two lunches, will be delivered by members of the Santa Clara Firefighters Foundation to homebound seniors, and to seniors who regularly attend the Senior Nutrition Program. Weekend meals package reservations are required by Wednesday at 5 p.m. for Friday delivery or drive through pick up. For reservations or questions, call 408-615-3170.



- Posted 2/6/20
- 76 Likes
- 4 Comments

- 5 Shares
- Reached 632 Accounts

## Post #2

The City is bringing an innovative, all-access and inclusive Magical Bridge Playground to Central Park. Join us at the Community Recreation Center on Saturday, Jan. 18, from 2 - 4 p.m. Come hear about the project and give us your feedback. For more information, click the link in bio! 😊

- Posted 3/13/20
- 72 Likes
- 2 Comments
- 2 Shares
- Reached 593 Accounts



## Post #3

Today, Parks & Recreation staff visited the new Reed & Grant Sports Park for a tour and construction update. 🌳 Located at 1750 Grant Street, the new park will feature five lighted fields, a multi-purpose community recreation building, playground, a picnic area and other amenities. 🌳 Construction is expected to be completed this winter. 🌳 For more information on City of Santa Clara Park Projects, visit the link in bio. 🌳

- Posted 2/29/20
- 70 Likes
- 4 Comments
- 8 Shares
- Reached 576 Accounts



## Instagram: Youth Commission

<https://www.instagram.com/santaclarayouthcommission/>

# of Posts	Net Followers Gain/Loss
13 posts	435 followers Gain +85 followers

## Post #1

- Youth Commissioners attended the Students for Green High Schools conference today! Students from throughout the Bay Area shared their environmentally-focused projects and initiatives and also presented potential solutions to issues facing our planet. Thank you [@lahsgreenteam](#) for organizing a great event! [#begreennotmean](#)



- Posted 1/25/20
- 32 likes

## Post #2

- Kayla Phan is serving her 3rd year on the Youth Commission. She is a junior at Santa Clara High School who is passionate about giving back and working with the community to make it inclusive for everyone. Kayla is excited to work with the other commissioners to achieve their goals this term.
- Posted 2/2/20
- 28 likes



## Post #3

- Smrithi Suresh is currently a junior at Wilcox High School serving her second term on the Youth Commission. She enjoys the opportunity to learn and discuss ideas to be implemented in our city and looks forward to collaborating with all the commissioners to create relevant and appealing events. She wants to encourage awareness about mental health and environmentalism—topics that affect many teenagers today. Smrithi hopes that Youth Commission's activities reflect these goals and inspire the youth to get involved in our city's numerous programs!
- Posted 2/8/20
- 24 likes



## Instagram: Teen Center

<https://www.instagram.com/santaclarateencenter/>

# of Posts	Net Followers Gain/Loss
4	305 followers Gain +25 followers

## Post #1

- Rec City Nights!!! 2.7.20. 6-9pm
- Posted 2/2/20
- 21 Likes



## Post #2

- City of Santa Clara Parks & Recreation will be closing all facilities, programs and activities in alignment with the County Health Department directions and time frames. Effective 12 a.m. March 14, 2020, through April 5 (minimum) this includes closure/cancellation of:

- Community Recreation Center Building, Programs and Activities
- Park Group Picnic and Park Building Reservations • Youth Activity Center, Teen Center, and Skate Park Facilities • Early childhood education/preschool programs • Therapeutic Recreation Services
- Adult sports at City park facilities/fields
- Youth sport programs at City park facilities/fields
- Classes and activities for any recreation contractual program provider in City or other contracted facilities
- Gymnastics and Lifetime Tennis Classes • All programs at ISC, except individual swim • All Special Events and concerts
- Youth Commission Meeting and Activities (March & April)
- Parks & Recreation Commission Meeting (March & April)
- Senior Advisory Commission Meeting (March & April)
- Cultural Commission Meeting & Activities (March & April)



Programs that will continue based on ability to conform to County Public Health Department guidelines of maximum social distancing, handwashing, no physical contacts, frequent sanitizing pre and post program, health check ins:

- Lunch program at senior center 11 a.m. – 12:15 p.m. A “to go” option will be available for those who need it. Please call the Front Desk at 408-615-3170 if you need to schedule appointments or would like to order lunch “to go”.
- Private/individual tennis • ISC aquatic programs for individuals will remain open with additional social distancing (maintain a minimum of one participant per lane), no group lessons, no locker room use
- Playgrounds and park restrooms for individual use only

To meet the needs of the public and staff the Community Recreation Center 408-615-3140, Senior Center 408-615-3170 and Youth Activity Center 408-615-3760 will be available by phone Monday- Friday from 8 a.m. – 5 p.m. For updates, visit the link in bio. [#cityofsantaclara](https://www.cityofsantaclara.org)

- Posted 2/4/20
- 14 likes

### Post #3

- If you're interested in applying for the 2020-21 City of Santa Clara Youth Commission term, there will be an informational meeting on Monday, February 24 at 6:00 PM at the Santa Clara Teen Center. Learn about expectations and responsibilities, Q&A, and meet some Commissioners. Visit [SantaClaraCa.gov/YouthCommission](https://SantaClaraCa.gov/YouthCommission) for app info and more.
- Posted 3/26/20
- 7 likes



## Santa Clara City Library

### Facebook

<https://www.facebook.com/santaclaracitylibrary>

# of Posts	Net Followers Gain/Loss	Average Reach
61 posts	5,302 followers Gain: +266	1,451 people reached

#### Post #1

- Let's create a story together, one sentence at a time! This will be a collaborative story written by the Santa Clara City Library community. Anyone who would like to contribute a sentence can do so, just abide by the following rules:
  - Sentences must be suitable for all ages to read.
  - Only add one sentence at a time, but check back later to add more.
  - Sentences must be less than 10 words long.
  - Stories will be concluded once 30 sentences have been posted.
  - As long as you haven't written the last sentence you can post again. (It'll be more fun if different people are writing the sentences, rather than one person writing large sections.)
  - Be creative, and have fun.

Ready? Set? Go!

"Once upon a time..."

- 159 Engagements
- 2,100 people reached
- 8% Engagement rate

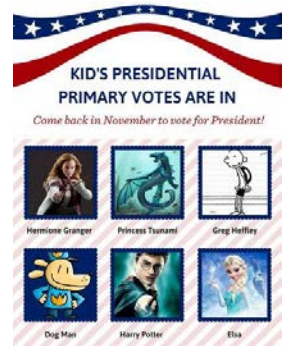


#### Post #2

- Check out Bookflix! With your Santa Clara City Library Card, you can access these excellent educational resources including eBooks and movies.  
Video Link: [youtube.com/watch?v=e2JZGfgy8AY](https://www.youtube.com/watch?v=e2JZGfgy8AY)
- 114 Engagements
- 2,637 people reached
- 4% Engagement rate

### Post #3

- Kids...your voices were heard! You have narrowed down the candidates for the November election. See you in November!
- 286 Engagements
- 2,619 people reached
- 4% Engagement rate



### Twitter

<https://twitter.com/santaclaralib>

# of Tweets	Net Followers Gain/Loss	Total Impressions	Engagement Rate
8 tweets	1,249 followers Gain: +1	279	0.2%

### Tweet #1

- As a precaution all Santa Clara City Library locations will be closed from March 14-April 6. Call us at 408-615-2970 to get help with account questions or accessing online resources.
- 8,938 impressions
- 35 engagements

All programs through Sunday, March 15 have been canceled.

### Tweet #2

- Based on recommendations from the County of Santa Clara Public Health Department, the Santa Clara City Library is taking these precautions. For updates regarding the Coronavirus, follow [@SantaClaraCity](#)
- 1,977 impressions
- 20 engagements

### Tweet #3

- During library closures, we will not have VITA income tax assistance. To find locations in the area that may be open you can click the link
- 1,651 impressions
- 20 engagements

### Instagram

<https://www.instagram.com/santaclaracitylibrary>

# of Posts	Net Followers Gain/Loss
------------	-------------------------

45	2,970 followers Gain +30 followers
----	---------------------------------------

### Post #1

- For today's [#bookfacefriday](#) we have ,”Forever,” by Judy Blume. This [#bookface](#) is inspired by Valentine’s Day, which is next Friday!♡ Whether you are looking, avoiding or already in love you can always find a new book to love ♡ Happy Friday!  
[#sccl](#) [#sclibrary](#) [#library](#) [#librarylife](#) [#bookish](#) [#books](#) [#judyblume](#) [#love](#)
- 273 likes



### Post #2

- What do you have cooked up for 2020? The possibilities are endless!
- This [#bookfacefriday](#) is for all those still pondering their New Year goals! With the book, “Dumpling Days,” by Grace Lin. While this book is not specifically about New Years it is about new experiences!  
If one of your goals is to read more this year the library has got tons of amazing titles to choose from and book lists to inspire you!  
Have an awesome 2020! 🍀  
[#bookface](#) [#bookish](#) [#books](#) [#sccl](#) [#sclibrary](#) [#santaclara](#) [#librarylife](#) [#library](#) [#libraryshenanigans](#) [#gracelin](#)
- 114 likes



### Post #3

- Here is, “Soppy,” by Philippa Rice for this [#bookfacefriday](#)! 😊 This graphic novel is a quick and lighthearted read about a couple in love. Come down to the Central Park Library to check out our awesome graphic novel display & collection! We have graphic novels of all kinds! Happy reading!  
[#sccl](#) [#sclibrary](#) [#santaclara](#) [#bookface](#) [#soppy](#) [#graphicnovel](#) [#love](#) [#philipparice](#) [#books](#) [#library](#)
- Likes: 168



### YouTube – Santa Clara City Library

[https://www.youtube.com/channel/UC36Km2s\\_JuPf4GSECPpNSiQ](https://www.youtube.com/channel/UC36Km2s_JuPf4GSECPpNSiQ)

# of Posts	Net Subscribers Gain/Loss	Watch Time	Average View/ Duration
10 videos	80 subscribers Gain: +5	2.4 hours	156 views 0:55 minutes

## Top performing video

- Bookflix Tutorial



Learn how to use Scholastic's Bookflix with your Santa Clara City Library card.

- Number of Views: 178
- Watch Time: 2.0
- Average View Duration: 40 Seconds

## Santa Clara Fire Department

### Facebook

<https://www.facebook.com/SantaClaraFD>

# of Posts	Net Followers Gain/Loss	Average Reach
20 posts	3,133 followers Gain: +197	1,451 people reached

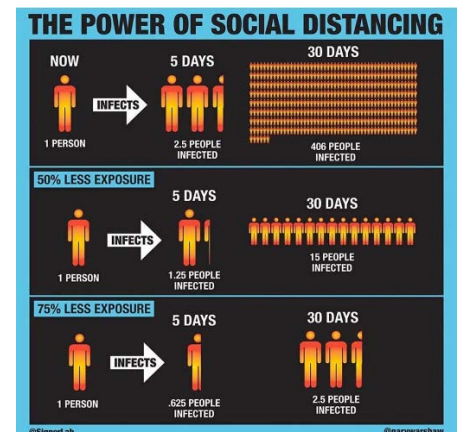
### Post # 1

- Our deepest condolences and sympathy to the families of Captain Ray Figueroa and Firefighter Patrick Jones as well as the men and women of the Porterville Fire Department. Both men perished yesterday while battling a fire in the #portervillelibrary.
- Posted 2/19/2020
- 5,132 people reached
- 1,180 engagements
- 16% engagement rate



### Post #2

- Consider this! #socialdistancing #weareallinthis together #covid\_19 #firefighters for more info on prevention click here: <http://bit.ly/2QITqVB> <http://bit.ly/3aZPaTv> <http://bit.ly/38VrQoo>
- Posted 3/20/2020
- 4,775 people reached
- 479 engagements
- Engagement rate 7%



## Post # 3

- The Fire Department remains fully staffed with essential personnel for emergency response. See the list below of City Offices/Departments closed in line with Public Health Order. 911- is for EMERGENCIES ONLY (408)615-5580 is the 24 hr. NON-EMERGENCY NUMBER
- Posted 3/17/20
- 1,961 people reached
- 293 engagements
- 10% engagement rate

**CLOSED UNTIL FURTHER NOTICE**


City Hall will be Closed effective March 17, 2020,  
in compliance with the Order of the Health Office of the County of Santa Clara  
issued on March 16, 2020 due to the COVID-19 virus (novel coronavirus)

Only Essential Services will be open.  
For available listed services, please contact the relevant Department below:

Department	Phone	Email/Website
General City Hall Information	(408) 615-2200	
Finance Cashier Counter Service	(408) 615-2300 for Utility (408) 615-2310 for Business License or Transient Occupancy Tax	The City also offers a variety of ways to make payment without visiting City Hall. Please visit the Finance Department webpage for a list of these options: <a href="https://www.santacalarca.gov/citydepartments-a-finance/tax-offices">https://www.santacalarca.gov/citydepartments-a-finance/tax-offices</a>
Community Development Customer Service	(408) 615-2420	For Access to the City's Permit Center, including permit services, building services, planning services, and housing and community services. Please visit the Community Development Department webpage for a list of these numbers: <a href="https://www.santacalarca.gov/citydepartments-a-community-development">https://www.santacalarca.gov/citydepartments-a-community-development</a>
City Hall Lobby and City Clerk Customer Service	(408) 615-2200 for City Hall Lobby (408) 615-2220 for City Clerk (408) 615-2220 for Public Records Act Requests	For Public Records Act Requests, please email <a href="mailto:clerk@santacalarca.gov">clerk@santacalarca.gov</a> or submit online: <a href="https://www.santacalarca.gov/citydepartments-a-city-clerk-a-public-records">https://www.santacalarca.gov/citydepartments-a-city-clerk-a-public-records</a>
Fire Services	For Emergency: 9-1-1 For Non-Emergency: (408) 615-5580	
Parks & Recreation Customer Service	For Emergency: 9-1-1 For Non-Emergency: (408) 615-5580	Download MySantaClara App on your phone and select Parks
Police Services	For Emergency: 9-1-1 For Non-Emergency: (408) 615-5580	
Silicon Valley Power	(408) 615-6600	<a href="mailto:info@svpower.com">info@svpower.com</a>
Water & Sewer Customer Service	(408) 615-2000	<a href="http://www.santacalarca.gov">www.santacalarca.gov</a>

You can also download the **MySantaClara App** on your phone to submit a request.

**your understanding and cooperation**

 [santacalarcity](http://santacalarcity)



## Twitter

<https://twitter.com/SantaClaraFD>

# of Tweets	Net Followers Gain/Loss	Total Impressions	Engagement Rate
27 tweets	2,710 followers Gain: +74	405.1K	0.1%

## Post # 1

- Video: Had a great visit with Xavier at Fire Station 1!
- Posted: 1/26/2020
- 13,683 impressions
- 86 engagements (engagement rate 0.6%)



### Post # 2

- Headed to the @49ers @packers game tomorrow in @SantaClaraCity? Info for transportation options here. <https://twitter.com/SantaClaraPD/status/1218292196589408261>
- Posted: 1/18/2020
- 13,510 impressions
- 8 engagements
- 0.1% engagement rate



### Post # 3

- Want to be a hero to your community? There's still spots in our next Community Emergency Response Team ( CERT) course commencing 1/28/20 in Santa Clara. To sign up <http://bit.ly/37TuTh4>
- Posted: 1/10/2020
- 13,446 impressions
- 29 engagements
- 0.2% engagement rate



### Instagram

[https://www.instagram.com/santaclara\\_fd](https://www.instagram.com/santaclara_fd)

# of Posts	Net Followers Gain/Loss
35	4,903 followers Gain +186 followers

### Post # 1

- Congratulations @49ers who are headed to the Super Bowl LIV. Your Santa Clara Firefighters proud to help deliver another safe event!
- Posted: 1/20/20
- 607 likes

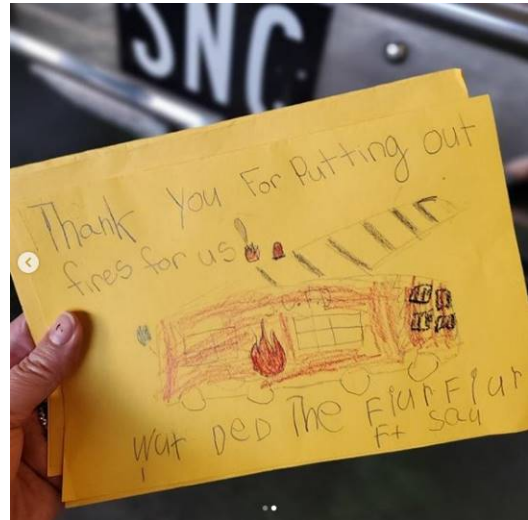
### Post # 2

- Thanks @scweekly for the great feature on one of our very own Firefighter Beverly Molina. Click the link in our bio for the full story. Or go to [www.svvoice.com](http://www.svvoice.com)
- Posted 1/27/20
- 453 Likes



### Post # 3

- Thank you Saint Clare School for stopping by!
- Posted 1/28/20
- 443 Likes



## Santa Clara Police Department

### Facebook

<https://www.facebook.com/santaclarapd/>

# of Posts	Net Followers Gain/Loss	Average Reach
144 posts	10,938 followers Gain: +329	2,148 people reached

### Post #1

#### PRESS RELEASE – Inaccurate Social Media Post

- Posted 3/11/20
- 17,922 impressions
- 17,895 reach



### Post #2

#### Personal Protective Equipment Porch Pickup

- Posted 3/25/20
- 16,736 impressions
- 14,222 reach



### Post #3

#### NOW HIRING – Public Safety Dispatcher II

- Posted 3/20/20
- 6,836 impressions
- 5,778 reach



## Twitter

<https://twitter.com/SantaClaraPD>

# of Tweets	Net Followers Gain/Loss	Total Impressions	Engagement Rate
217 tweets	15,900 followers Gain: +1,353	1.5M	0.7%

### Tweet #1

- Press Release – Inaccurate Social Media Posts
- Posted 3/11/20
- 10,765 engagements
- 108,917 impressions



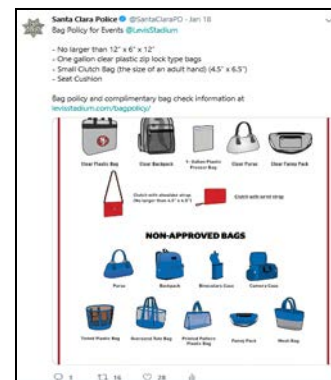
### Tweet #2

- Bag policy for events at Levi's Stadium
- Posted 1/18/20
- 579 engagements
- 25,331 impressions



### Tweet #3

- Transportation Options to and From Levi's Stadium
- Posted 1/17/20
- 399 engagements
- 23,109 impressions



## Nextdoor – Police

<https://nextdoor.com/agency-detail/ca/santa-clara/police-department-2/>

# of Posts	Net Members Gain/Loss	Membership	Neighborhoods	Average Impressions
91 posts	34,679 members Gain: +2,085	43% of residents	86 Gain: +1	3,516 $320,008 / 91 = 3,516$ impressions

### Top Performing Post

- Grocery Stores with Dedicated Hours for Seniors and At-Risk Individuals
- Posted 3/23/20
- 11,259 impressions

Office of the Chief of Police Community Engagement, Santa Clara Pol.

#### Grocery Stores with Dedicated Hours for Seniors and At-Risk Individuals

The Santa Clara Police Department has compiled a list of major grocery stores offering dedicated hours during the COVID-19 pandemic for seniors and/or individuals at risk.

- Costco: 8 - 9 a.m. on Tuesday and Thursday
- Lucky's: 8 - 9 a.m. on Tuesday and Thursday for seniors and guests with compromised health
- Safeway: 7 - 9 a.m. on Tuesday and Thursday for seniors and at-risk customers
- Smart and Final: 7:30 - 8 a.m. every morning for seniors 65+, expectant mothers and customers with disabilities
- Target: 8 - 9 a.m. every Wednesday for our most vulnerable guests, including those over 65 years old, pregnant women or those defined by the Centers for Disease Control and Prevention as vulnerable or at risk
- Trader Joe's: Select stores will open the first hour of daily shopping, from 9 - 10 a.m. for seniors and at-risk customers. Call ahead for details
- Walgreens: 8 - 9 a.m. on Tuesday for seniors
- Walmart: From now through April 20, 8 - 7 a.m. for age 60 and older
- Whole Foods Market: 8 - 9 a.m. for individuals age 60 and older
- Zantotto's Market: 8 - 9 a.m. daily for seniors

In addition, the Santa Clara Unified School District is offering F.R.I.E. "grab and go" meals for at-risk families with children age 18 and under and developmentally disabled adults at select locations. For more information, log onto <https://www.santaclearauid.org/Page/3330>

Coronavirus Updates / Meal Service  
[SANTACLEARAUID.ORG](https://www.santaclearauid.org)

23 Mar · Subscribers of Santa Clara Police Department

👍 Thank 🗨 Comment 🍷❤️ 76 🗨 51 11,251 Impressions

## Silicon Valley Power

### Facebook

[Facebook.com/siliconvalleypower](https://www.facebook.com/siliconvalleypower)

# of Posts	Net Followers Gain/Loss
70 posts	1,330 followers Gain: +193

#### Post #1

- Posted 3/19/2020
- 387 Engagements
- 5,470 people reached
- 5% engagement Rate



#### Post #2

- Posted 3/24/20
- 336 engagements
- 4,664 people reached
- 5% engagement rate



#### Post #3

- Posted 3/9/2020
- 106 engagements
- 3,050 people reached
- 3% engagement rate



## Twitter

<https://twitter.com/SantaClaraPower>

# of Tweets	Net Followers Gain/Loss	Total Impressions	Engagement Rate
293 tweets	5,473 followers Gain: +435	552.9K	1.9%

### Tweet #1

- Power outage
- Posted 3/2/2020
- 12,340 impressions
- 60 engagements
- 0.5% Engagement rate



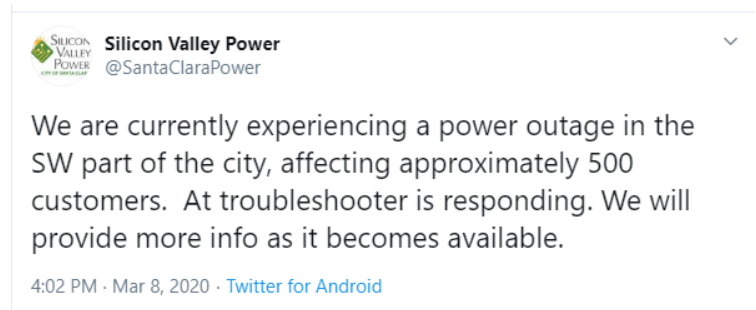
### Tweet #2

- Scam Alert
- Posted 3/8/2020
- 11,183 impressions
- 1,548 engagements
- 13.8% engagement rate



### Tweet #3

- Power outage
- Posted 1/3/2020
- 10,670 impressions
- 472 engagements
- 4.4% engagement rate



## LinkedIn

<https://www.linkedin.com/company/silicon-valley-power/>

# of Posts	Net Followers Gain/Loss	Page Views	Top Locations	Top Job Functions
2 posts	1,164 followers 17 Gain + followers	846 views (641 desktop & 205 mobile).	San Francisco Bay Area 40% Sacramento 5% Greater Los Angeles 3%	Engineering 21% Operations 17% Business Development 14% Sales 10%

### Top performing post

- Posted 2/11/2020



**Silicon Valley Power**

1,174 followers

2mo • 🌐

Do you know a college student who is interested in a career in energy? We're hiring for an Energy Conservation Intern! Check out the job description at

<https://lnkd.in/geXi3Vh>.

Applications are due February 20th! [#hiring](#) [#internship](#) [#interns](#) [#collegestudent](#) [#energy](#)

#### Job Opportunities

governmentjobs.com

Welcome to the City of Santa Clara Career Information Pages! If you would like information about the...



Like



Comment

Be the first to comment on this

Organic impressions: 527 Impressions

Hide stats ^

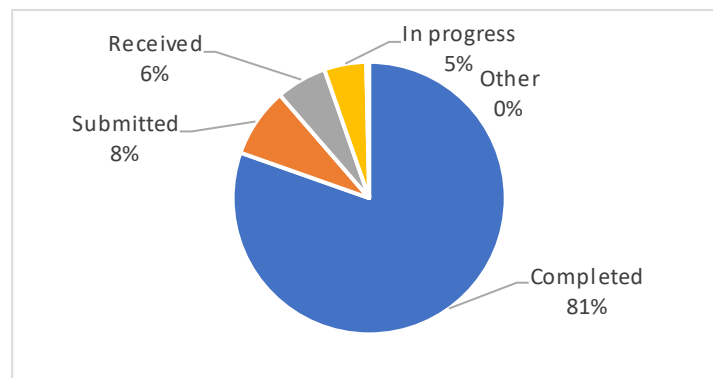
## MySantaClara App Performance

- 582 reports submitted

Top 5 Request Type	Requests	Percent
Illegal Dumping	65	11.2%
Graffiti	65	11.2%
Code Enforcement	55	9.5%
City Tree Maintenance	50	8.6%
Sidewalk Repair	50	8.6%

Status of reports:

Status	Requests	Percent
Completed	468	80.4%
Submitted	48	8.2%
Received	35	6.0%
In progress	29	5.0%
Other	2	0.3%





**Date:** Aug. 11, 2020

**Subject:** Social Media Analytics Quarterly Report, FY 2019-2020 Quarter 4

For the months of April through June 2020, here is an overview of social media trends for the City of Santa Clara, based on 4<sup>th</sup> quarter analytics. An important event to note was on March 11, 2020 when the City of Santa Clara declared a local state of emergency. As we entered April, the City began to rapidly increase communications with the ongoing developments with the coronavirus (COVID-19).

- As seen in Quarter 3, the significant increase in followers continues to be attributed to the public's interest in coronavirus-related news and the City's increased communications about the local response to the COVID-19 pandemic. The social media channels achieving the highest growth in quarter 4 include:
  - Nextdoor with the highest gain with an increase of +1,380 members with 36,059 total members (33% of 53,883 households; 85 neighborhoods)
  - @SantaClaraPD on Twitter with 909 new followers
  - @SantaClaraCity on Twitter with 873 new followers
  - @SantaClaraCityLibrary on Facebook with 803 new followers. The Library had a significant increase in followers this quarter, which further supports the public's desire to engage and reach library resources, such as storytime virtually, during the COVID-19 pandemic.
- Facebook is still ranked as the #1 social media channel with over 2.5 billion active monthly users worldwide.
  - The highest reach was the Santa Clara Fire Department with 21,838 people reached with a post thanking the San Francisco 49ers for the generous show of appreciation for our firefighters and first responders.
  - Coming in second was the Ricky Roo & Friends Magical Puppet Show live video with an impressive reach of 96,749 unique views on the Santa Clara City Library Facebook page.
  - In third was the Santa Clara Police Department's Facebook post about the Citywide Curfew with a reach of 36,075 on May 31.
- During this era of social distancing, Nextdoor has noted that neighborliness is on the rise on their platform. Santa Clara residents continue to join Nextdoor with an increase of 1,380 members this quarter, totaling 3,465 new members signing up since January 2020.

- The City COVID-19 Update for June 29, 2020 had over 18,000 impressions due to engagement numbers from an open discussion.
  - In addition, the Police Department had 12,757 impressions with a post expressing condolences to the family of Sergeant Damon Gutzwiller from the Santa Cruz County Sheriff's Department.
- For LinkedIn, the City saw a steady increase in followers with 381 new ones this quarter with a total of 3,627 users, with more than half (80%) from the Bay Area. The best performing LinkedIn post was of Mayor Gillmor, Fire Chief Ruben Torres, Police Chief Pat Nikolai, Former Assistant Police Chief Dan Winter, and Councilmembers Debi Davis and Teresa O'Neill accepting a donation of face mask from the U.S. China Chamber of Commerce Silicon Valley.
- The MySantaClara mobile application had more reports submitted in Quarter 4 with 794 reports. The completion rate was slightly lower than last quarter with 76% completed. This is a reflection of the impact on City services transitioning to essential services only due to State of California and County of Santa Clara public health orders and protocols in response to the COVID-19 pandemic.



**About the Report:** The Social Media Analytics Quarterly Report includes analytics for several social media platforms managed by City staff. They include: City of Santa Clara, Santa Clara City Library, Parks & Recreation Department, Santa Clara Fire Department, Santa Clara Police Department, and Silicon Valley Power. The quarterly report also includes analytics for the MySantaClara application.

## City of Santa Clara

### Facebook Performance [Facebook.com/CityofSantaClara](https://www.facebook.com/CityofSantaClara)

# of Posts	Net Followers Gain/Loss	Average Reach
500 posts	7,966 followers Gain: +428	1,248 people reached

#### #1 Post

- It's Happening! The City of Santa Clara is excited to announce the 2020 Annual Cleanup Campaign has been rescheduled for Aug. 10 – Sept. 4. Thank you for your patience as we rescheduled this service in the midst of the COVID-19 pandemic. For more details, visit [SantaClaraCA.gov/Cleanup](https://SantaClaraCA.gov/Cleanup) or call the Department of Public Works at 408-615-3080.
- Posted 6/16/20
- 2,237 engagements
  - 515 likes, 75 loves
  - 26 comments
  - 114 shares
- 9% engagement rate
- 13,926 people reached



#### #2 Post

- City of Santa Clara Proclaims Local State of Emergency with Curfew to Begin at 8:30 p.m. Sunday, May 31: [santaclaraca.gov/Home/Components/News/News/40380/3171](https://santaclaraca.gov/Home/Components/News/News/40380/3171). Due to civil unrest in the neighboring city of San José that has resulted in some looting and rioting over the weekend, City Manager Deanna J. Santana in her role as the Director of Emergency Services has declared a local state of emergency for Santa Clara. Santa Clara and San José have shared city borders where both Westfield Valley Fair and Santana Row shopping districts are located and have been identified as locations of potential interest for protests and raids. At this time of issuing this release, there is already credible activity in the area. There are concerns that the peaceful protests over the tragic killing of George Floyd in Minneapolis may get overtaken by unlawful gatherings. In collaboration with the Santa

#### Terms

*Engagement rate is the percentage of people who clicked, liked, commented or shared a post. viewed a post in their feed and/or clicked on a post.*

Clara City Council and Police Department, City Manager Santana has issued a citywide curfew which will be in effect from 8:30 p.m. to 5 a.m., beginning 8:30 p.m. Sunday, May 31 until future notice.

- Posted 5/31/20
- 1,319 engagements
  - 102 likes
  - 392 shares
  - 132 comments
- 10% engagement rate
- 9,094 people reached

### #3 Post

- Financial Relief Coming to Santa Clara Small Businesses and Nonprofits through City's New Grant Program. City to begin accepting online applications at 10 a.m. Friday, April 17.  
<https://www.santaclaraca.gov/Home/Component/s/News/News/40175/3171>
- Posted on 4/14/20
- 337 engagements
  - 61 likes, 6 loves
  - 106 comments
  - 29 shares
- 3% engagement rate
- 7,351 people reached

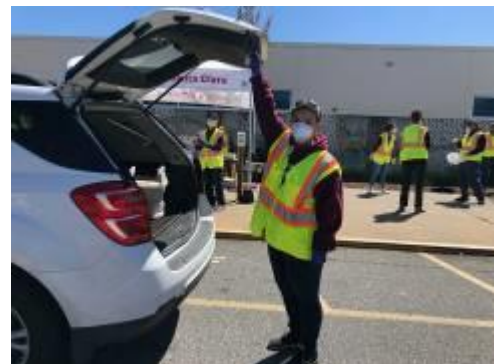


### Twitter Performance [Twitter.com/SantaClaraCity](https://twitter.com/SantaClaraCity)

# of Tweets	Net Followers Gain/Loss	Total Impressions	Engagement Rate
402 tweets	10,366 followers Gain: +873	795,300	1.6%

### #1 Tweet

- HAPPENING TODAY, THURSDAY 2-3:30 p.m.:  
 🍽️👶 FREE weekend meals for Santa Clara kids!  
 👶👶 City staff provide safe, contactless, drive-thru pickup at 4 locations: Cabrillo Middle School, Don Callejon School, Wilcox High School, Santa Clara Senior Center.
- Posted 4/23/20
- 10,851 impressions
- 90 engagements
- 0.8 % engagement rate



### #2 Tweet

- Today, the Santa Clara Firefighters Foundation @SNCfire volunteers helped deliver over 1,000 meals to homebound Seniors through the Senior Nutrition Program. THANK YOU to our wonderful volunteers helping those most vulnerable in our community. #SantaClaraResponds
- Posted 4/17/20
- 10,081 impressions
- 257 engagements
- 2.5% engagement rate



### #3 Tweet

- Today, Mayor Lisa M. Gillmor, Police Chief Elect Pat Nikolai & Assistant Chief Dan Winter accepted a donation of 400 face masks to the @SantaClaraPD by the local Chinese American community. We express gratitude to the community for the generous donation! #SantaClaraResponds
- Posted 4/22/20
- 9,697 impressions
- 320 engagements
- 3.3% engagement rate



**Instagram Performance:** <https://www.instagram.com/santaclaracity>

# of Posts	Net Followers Gain/Loss
298 posts	1,509 followers Gain +489

### #1 Post

- It's Happening! The City of Santa Clara is excited to announce the 2020 Annual Cleanup Campaign has been rescheduled for Aug. 10 – Sept. 4. Thank you for your patience as we rescheduled this service in the midst of the COVID-19 pandemic. For more details, visit SantaClaraCA.gov/Cleanup or call the Department of Public Works at 408-615-3080.
- Posted 6/16/20
- 604 reach
- 58 likes



## #2 Post

- Statement Issued by Santa Clara Mayor Lisa M. Gillmor Regarding Bay Area Protests:  
[santaclaraca.gov/Home/Components/News/News/40379/3171](http://santaclaraca.gov/Home/Components/News/News/40379/3171)  
(Link in bio)
- Posted 5/31/20
- 575 reach
- 30 likes



## #3 Post

- Changes to Curbside Residential Recycling Service

Effective Monday, April 13, 2020, changes are coming to curbside residential recycling service. Due to updated directives in the handling of extra material during solid waste collection services, Recology South Bay will no longer collect recycling material outside of residents' recycling carts. This includes extra cardboard.



Extra recycling material will need to be stored and placed in your cart for the next collection service day. However, please hold on to any fluorescent bulbs and used motor oil until regular service resumes.

Please follow these guidelines:

1. Cut up large recycling material, such as cardboard, to fit inside your recycling cart.
2. Hold on to other materials until regular services resume.
3. To assist our service providers in additional safety measures and to minimize contact of carts, please ensure all carts are 18" to 21" apart.

For questions, contact Recology South Bay at 408-970-5100. At this time, there are no changes to garbage services.

- Posted 4/9/20
- 575 reach
- 34 likes

## Nextdoor Performance [Nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/](https://nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/)

# of Posts	Net Members Gain/Loss	Membership	Neighborhoods	Average Impressions
124 posts	36,059 members Gain: +1,380	33% of 53,883	85 Gain: -1	3,500 impressions (434,085/124) = 3,500

## Top performing post

- City COVID-19 Update
- Posted 6/29/20
- 18,085 impressions



## YouTube Performance [www.youtube.com/CityofSantaClara](http://www.youtube.com/CityofSantaClara)

# of Posts	Net Subscribers Gain/Loss	Watch Time	Average View/Duration
29 videos	635 subscribers Gain: +108	1,839.7 hours	23,200 views 4:45 minutes

## Top performing video

### #1

Programa de Reciclaje de Restos de Comida (Spanish version of 2017 video about how to separate food scraps)

- 1,546 views
- Average view duration 1:23
- Watch time: 10.7 hours
- Posted 10/6/17
- **Note:** this video was likely shared by an outside agency, which would account for recent increase in views three years after it was published.



### #2

Santa Clara Mayor Lisa M. Gillmor's Eid al-Fitr Holiday Message

- 1,375 views
- Average view duration: 0:52
- Watch time: 17 hours
- Posted 5/23/20



## LinkedIn Performance [www.linkedin.com/CitySantaClara](http://www.linkedin.com/CitySantaClara)

# of Posts	Net Followers Gain/Loss	Page Views	Top Locations	Top Job Functions
51 posts	3,627 followers Gain: +381	909 (457 desktop & 452 mobile)	Bay Area (80%), Greater LA (3%), Sacramento, CA (2%)	Operations (17%), Sales (12%), Business Development (8%)

## Top Post

- Earlier today, Mayor Lisa M. Gillmor, Police Chief Pat Nikolai, Fire Chief Ruben Torres, Assistant Police Chief Dan Winter, Councilmember Debi Davis and Councilmember Teresa O'Neill accepted a donation of 2,000 surgical face masks for the City's essential workers. Diana Ding coordinated the collection of face masks on behalf of the US China Chamber of Commerce Silicon Valley. Thank you for the generous donation!  
#SantaClaraResponds #StrongerTogether #COVID19
- Posted 5/5/20
- 2,179 impressions
- 123 clicks, 56 reactions



## Parks & Recreation Department

### Facebook Performance [Facebook.com/SantaClaraParksandRec](https://www.facebook.com/SantaClaraParksandRec)

# of Posts	Net Followers Gain/Loss	Average Reach
78	4,612 followers Gain: +105 followers	1,365 people reached

#### Post #1

Shout-out to our Parks & Recreation staff for serving over 700 meals to seniors this week! A special thank you to CA Senator Bob Wieckowski and team! ❤️  
#SantaClaraResponds

- Posted 4/24/20
- 7,922 people reached
- 844 Engagements (100 likes, 1 comment, 25 shares)
- 7% Engagement Rate



#### Post #2

Due to sheltering in place we're bringing the "Be Strong, Live Long" Health & Wellness Fair to you! Beginning today, May 29, you can virtually visit our different Health & Wellness Community Partners' booths. To learn about our partners and the services and programs they offer in Santa Clara County, visit [SantaClaraCA.gov/HealthandWellness](https://www.santacruz.ca.gov/HealthandWellness). Thank you to our sponsor, Kaiser Permanente! Stay healthy & safe!



- Posted 5/29/20
- 3,159 people reached
- 162 Engagements (20 likes, 6 shares)
- 3% Engagement Rate

### Post #3

In accordance with the County of Santa Clara Public Health Order, City of Santa Clara public tennis courts will reopen on May 19. Any visitors to City-owned courts should adhere to all social distancing guidelines and posted regulations at the courts in order to help prevent the possible spread of COVID-19. Thamien Park tennis courts will remain closed due to scheduled improvements for court resurfacing. For current use policies, view the Tennis Court Regulations. For more information, visit [SantaClaraCA.gov/GolfandTennis](http://SantaClaraCA.gov/GolfandTennis)



- Posted 3/26/20
- 3,893 people reached
- 130 Engagements (36 likes, 4 comments, 11 shares)
- 7% Engagement Rate

## Instagram Performance

**Parks & Recreation** <https://www.instagram.com/santaclaracityparks/>

# of Posts	Net Followers Gain/Loss
57 posts	1,510 followers Gain: +182

### Post #2

In partnership with the County of Santa Clara, the City will hold free COVID-19 testing this week with a pop-up location in Santa Clara.

- ☐ Northside Branch Library, 695 Moreland Way
- ☐ Tuesday, June 23 - Friday, June 26  
10 a.m.-4 p.m.
- ☐ No appointments are needed for the free nasal swab test at this pop-up location in Santa Clara.
- ☐ COVID-19 testing is free to everyone.
- ☐ No health insurance or a doctor's note is required.
- ☐ It does not impact one's immigration status.

- Posted 6/22/20



- 125 Likes
- 0 Comments
- 151 Shares
- Reach 884

### Post #2

Thank you Team Santa Clara! ❤️❤️

[#santaclararesponds](#) [#santaclarahasitcovered](#)

- Posted 4/30/20
- 84 Likes
- 3 Comments
- 2 Shares
- Reach 630



### Post #3

Today, this team passed out 165 lunches and 150 weekend meals to Seniors! A special thank you to @intel for their generous donation! Go Santa Clara!



[#santaclararesponds](#) [#santaclarahasitcovered](#)

- Posted 5/1/20
- 77 Likes
- 7 Comments
- 1 Shares
- Reach 632



## Santa Clara City Library

**Facebook Performance** <https://www.facebook.com/santaclaracitylibrary>

# of Posts	Net Followers Gain/Loss	Average Reach
375 posts	6,105 followers Gain: +803	1,376 people reached

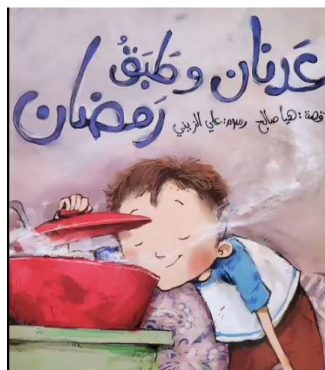
### Post #1

- Ricky Roo & Friends Magical Puppet Show! [Video](#)
- Posted 6/30/20
- 1,503 Engagements
- 96,749 people reached
- 0.8% Engagement rate



### Post #2

- We have a very special book today presented by our Arabic Storytime Volunteers! Listen to this wonderful story in Arabic about Ramadan! [Video](#)
- Posted
- 1,114 Engagements
- 10,621 people reached
- 6% Engagement rate



### Post #3

- Bibbidi Bobbidi Storytime with Princess Cinderella [Video](#)
- Posted 6/9/20
- 668 Engagements
- 6,841 people reached
- 7% Engagement rate



## Twitter Performance <https://twitter.com/santaclaralib>

# of Tweets	Net Followers Gain/Loss	Total Impressions	Engagement Rate
2 tweets	1,245 followers Loss -4	120	0%

### Tweet #1

- In response to the recent changes regarding COVID-19, all Santa Clara City Library locations will be closed until May 3rd. Please call us at 408-615-2970, Monday-Friday from 10am to 2pm to get help with account questions or accessing online resources.
- Posted 4/3/20
- 1,012 impressions
- 10 engagements

### Tweet #2

- Do you miss our free coding classes for kids? Here is something you can do for free starting right now! Family Code Week begins today & you can sign up for 1 of the 10 sessions. For families with K-5 children. The link is: <http://familycodenight.org> #code #familycodenight #sclibrary
- Posted 4/13/20
- 907 impressions
- 11 engagements



## Instagram Performance <https://www.instagram.com/santaclaracitylibrary>

# of Posts	Net Followers Gain/Loss
45	3,140 followers Gain +170 followers

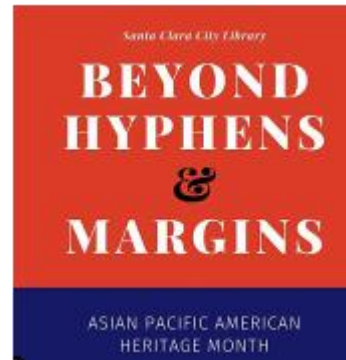
### Post #1

- Black Lives Matter, and racism has no part in our community. For those who do not know where to start on this topic, we have booklists for adults, teens, and children on the library website.  
[#blacklivesmatter](#) [#antiracism](#) [#westandagainstracism](#) [#somethinghappenedinourtown](#) [#thehateugive](#) [#howtobeanantiracist](#) [#sclibrary](#)
- Posted 5/31/20
- 137 likes



### Post #2

- The Santa Clara City Library is proud to present this webinar series for Asian Pacific American Heritage Month! We have gathered an assortment of renown artists, authors, entrepreneurs, and thought leaders from across the nation to share their works and ideas with our community.  
[#apahm](#) [#asianamericans](#) [#southasianamericans](#) [#eastasianamericans](#) [#southeastasianamericans](#) [#middleeasternamericans](#) [#poets](#) [#authors](#) [#entrepreneurs](#) [#activists](#) [#artists](#) [#communityorganizers](#) [#syntheticbiology](#) [#mitlab](#) [#coffee](#) [#books](#) [#libraries](#) [#science](#) [#poetry](#) [#taiko](#) [#arts](#) [#creativity](#) [#culture](#) [#heritage](#) [#webinars](#) [#zoom](#) [#santaclara](#) [#sanjose](#) [#santaclaracounty](#)
- Posted 5/1/20
- Likes: 48



### Post #3

- On June 24th, 2020 at 4:00PM (PST) the Santa Clara City Library is proud to present this online talk with Maribel Martínez for our PRIDE celebrations this month. We are thrilled to discuss the pathways she took towards her community work, and the successes and difficulties that she has faced while achieving her goals. Please join us for this exciting online discussion!

This event has been generously supported by the Santa Clara City Library Foundation and Friends! ([@scclff](#))

[#lgbtq](#) [#pride](#) [#communitywork](#) [#equitybuilder](#) [#leadership](#) [#inclusivecommunity](#) [#libraries](#) [#diverseprogramming](#) [#publiclibrariesofinstagram](#) [#sanjose](#) [#santaclara](#) [#southbayarea](#)

- Posted 6/12/20
- 33 likes



## YouTube Performance – Santa Clara City Library

[https://www.youtube.com/channel/UC36Km2s\\_JuPf4GSECPpNSiQ](https://www.youtube.com/channel/UC36Km2s_JuPf4GSECPpNSiQ)

# of Posts	Net Subscribers Gain/Loss	Watch Time	Average View/ Duration
42 videos	152 subscribers Gain: +68	180 Hours	3,500 views 3:05 minutes

### Top performing video

- Jungle James: Virtual Summer Reading Party  
Take a trip around the world with the animals of Jungle James' Animal Adventures! Jungle James will bring a variety of different reptiles and amphibians to meet, plot their origins on a world map, and tell about some of the features that make them so interesting. You may even get a chance to come up and see the animals up close!
- Posted
- Number of Views: 413
- Watch Time: 70.7 Hours
- Average View Duration: 8:40 Minutes



## Santa Clara Fire Department

**Facebook Performance** <https://www.facebook.com/SantaClaraFD>

# of Posts	Net Followers Gain/Loss	Average Reach
42 posts	3,258 followers Gain: +125	6,284 people reached

### Post #1

- Thank you San Francisco 49ers for the generous show of appreciation of our #firefighters and all #firstresponders
- Posted 5/18/20
- 212,838 people reached
- 5,436 engagements
- 2% engagement rate



### Post #2

- Video: Engine 93 and 94 Firefighters wishing a very Happy 9th Birthday to Nolan Amaro @santaclaracity
- Posted 4/28/20
- 6,261 people reached
- 386 engagements
- 7% engagement rate



### Post # 3

- A very big congratulations to Driver Engineer Pat Howard who retires today with 30 years in the fire service and 22 years serving the City of Santa Clara. We wish Pat and his family a safe and happy retirement!
- Posted 4/29/20
- 5,848 people reached
- 1,348 engagements
- 15% engagement rate



### Twitter Performance <https://twitter.com/SantaClaraFD>

# of Tweets	Net Followers Gain/Loss	Total Impressions	Engagement Rate
27 tweets	2,919 followers Gain: +209	379.0K	0.5%

### Tweet # 1

- Thanks @49ers for the generous show of appreciation of our #firefighters and all #firstresponders
- Posted: 5/19/20
- 195,588 impressions
- 4,869 engagements
- 2.5% engagement rate
- 



### Tweet # 2

- Today Lisa M. Gillmor, SCPD Chief Nikolai, Fire Chief Torres, Asst. SCPD Chief Winter, Councilmembers Debi Davis and Teresa O'Neill accepted a donation of 2,000 face masks from the US China Chamber of Commerce Silicon Valley. Thank You!
- Posted: 5/6/20
- 9,850 impressions
- 178 engagements
- 1.8% engagement rate



### Tweet # 3

- #whileyouweresleeping #firefighters made a quick attack and knock down of a detached garage fire limiting the spread to the building of origin. No injuries were reported and the cause is under investigation.
- Posted: 6/4/20
- 7,701 impressions
- 508 engagements
- 6.6% engagement rate



### Instagram Performance [https://www.instagram.com/santaclara\\_fd](https://www.instagram.com/santaclara_fd)

# of Posts	Net Followers Gain/Loss
49	5,115 followers Gain +212 followers

### Post # 1

- Congratulations to the 10 newly promoted Captains who began their assignments this week. In order to allow family participation the badge ceremony went on the road with members of command staff surprising the Captains at home. #badges #firefighters
- Posted: 5/7/2020
- 470 likes

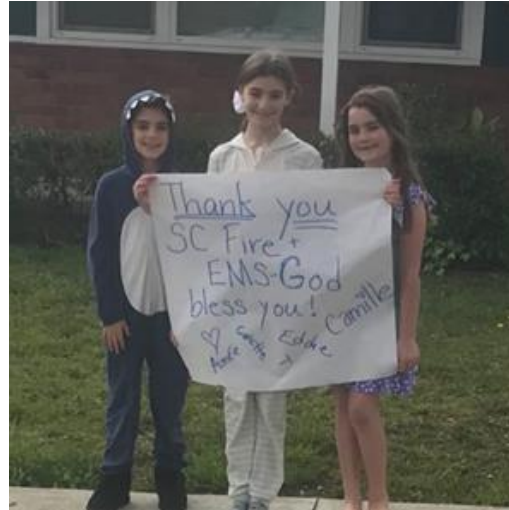


## Post # 2

- We appreciate you Santa Clara! Wherever we go our crews are overwhelmed by the expression of gratitude and thanks! We'll get through this. Honored to serve you for this pandemic, the next one, and the regular emergencies in between! We remain prepared to serve you!  
#firefighters  
#chief\_miller #community  
#santaclara

@santaclaracity

- Posted 4/4/2020
- 417 Likes



## Post # 3

- A very big congratulations to Driver Engineer Pat Howard who retires today with 30 years in the fire service and 22 years serving the City of Santa Clara. We wish Pat and his family a safe and happy retirement!
- Posted 4/29/2020
- 381 Likes



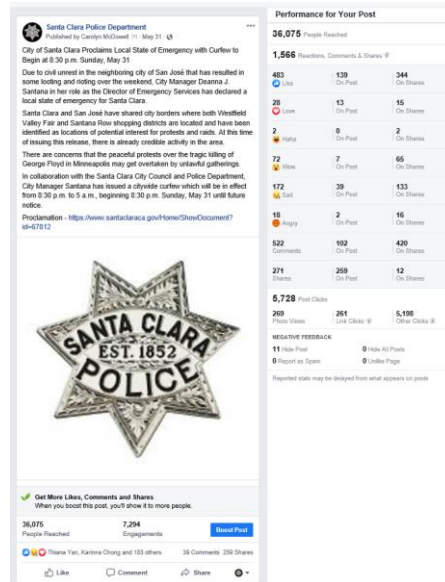
# Santa Clara Police Department

Facebook Performance <https://www.facebook.com/santaclarapd/>

# of Posts	Net Followers Gain/Loss	Average Reach
129 posts	10,938 followers Gain: +692	2,982 people reached

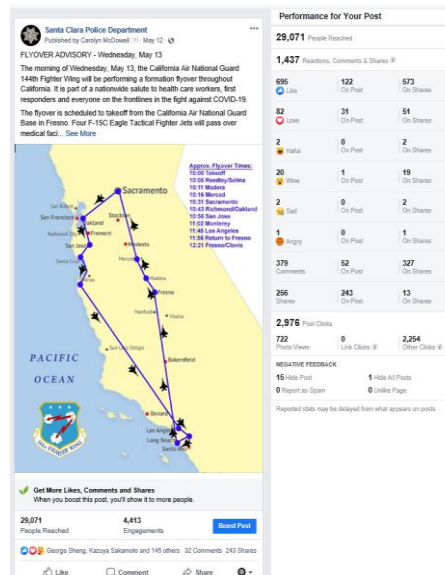
## Post #1

- Citywide Curfew post
- Posted 5/31/20
- 7,294 engagements
- 36,075 reach



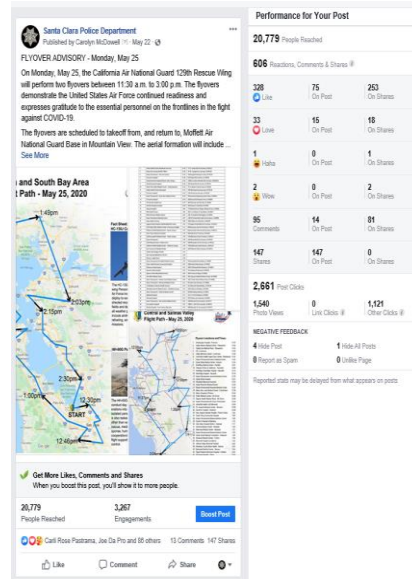
## Post #2

- Flyover advisory
- Posted 3/25/20
- 4,413 engagements
- 29,071 reach



### Post #3

- Flyover advisory
- Posted 3/20/20
- 3,267 engagements
- 20,779 reach



### Twitter Performance <https://twitter.com/SantaClaraPD>

# of Tweets	Net Followers Gain/Loss	Total Impressions	Engagement Rate
212 tweets	16,809 followers Gain: +909	865.9K	1.7%

### Tweet #1

- Tonight, a planned peaceful demonstration took place at City Hall
- Posted 6/5/20
- 957 engagements
- 19,593 impressions



### Tweet #2

- City of Santa Clara Proclaims a Local State of Emergency
- Posted 5/31/20
- 1,411 engagements
- 14,504 impressions



### Tweet #3

- Condolences to Sergeant Damon Gutzwiller's Family
- Posted 6/6/20
- 750 engagements
- 12,757 impressions



### Nextdoor Performance

Police <https://nextdoor.com/agency-detail/ca/santa-clara/police-department-2/>

# of Posts	Net Members Gain/Loss	Membership	Neighborhoods	Average Impressions
104 posts	36,059 members Gain: +1,380	33% of 53,883	85 Gain: -1	4,723 impressions (491,227/104 = 4,723)

### Top Performing Post

- Condolences to Sergeant Damon Gutzeiller's Family from Santa Cruz County
- Posted 6/7/20
- 15,307 impressions




## Silicon Valley Power

Facebook Performance [Facebook.com/siliconvalleypower](https://Facebook.com/siliconvalleypower)

# of Posts	Net Followers Gain/Loss
67 posts	1,437 followers Gain: +107

### Post #1

- Power outage
- Posted 6/12/20
- 458 Engagements
- 4,259 people reached
- 8% engagement Rate


**Silicon Valley Power**
Published by Silicon Valley Power [?] · June 12 · 🌐

Update on 6/15/20: the cause of the outage was a mylar balloon in the overhead power lines. 🍒

Update at 1:55am: Power has been restored to all remaining customers.

Update at 12:56pm: Power has been restored to all but 90 customers. Estimated restoration for the remaining customers is approximately 2 hours.

Update at 12:34pm: Power will be restored to all but 90 customers in about an hour. We will provide an estimate for the remaining customers as soon as we are able.

Update at 10:44pm: A total of 4,442 customers are affected. Out troubleshooter is still patrolling to locate the cause.

We are currently experiencing a power outage in the SE part of the city. A troubleshooter is responding. We will provide more information as it becomes available.

### Post #2

- Public Utility Workes are some of the unsung heroes of the COVID-19 crisis.
- Posted 4/29/20
- 305 engagements
- 2,980 people reached
- 9% engagement rate


**Silicon Valley Power**
Published by Silicon Valley Power [?] · April 29 · 🌐

Public utility workers are some of the unsung heroes of the COVID-19 crisis. We'd like to thank all public utility employees, not just those here at Silicon valley Power, who continue to work toward providing reliable power and essential services. #publicpower

[siliconvalleypower.wordpress.com/.../public-utility-workers-...](https://siliconvalleypower.wordpress.com/.../public-utility-workers-.../)



[siliconvalleypower.wordpress.com/](https://siliconvalleypower.wordpress.com/)

**Public utility workers are some of California's unsung heroes of coronavirus crisis**

[Learn More](#)

### Post #3

- Temperatures are rising, but fans can keep you comfortable! Rebate on EnergyStar ceiling fans
- Posted 5/27/2020
- 80 engagements
- 1,910 people reached
- 3% engagement rate



### Twitter Performance <https://twitter.com/SantaClaraPower>

# of Tweets	Net Followers Gain/Loss	Total Impressions	Engagement Rate
221 tweets	5,778 followers Gain: +305	445.7K	1.5%

#### Tweet #1

Power outage

- Posted 6/12/2020
- 24,629 impressions
- 9,123 engagements
- 37% Engagement rate

#### Silicon Valley Power @SantaClaraPower

We are currently experiencing a power outage in the SE part of the city. A troubleshooter is responding. We will provide more info as it becomes available.

#### Tweet #2

Power Outage

- Posted 6/12/2020
- 15,676 impressions
- 4,520 engagements
- 28.8% engagement rate

#### Silicon Valley Power @SantaClaraPower

Outage update: 4,442 customers are affected by the outage in the SE part of the city. Our troubleshooter is still patrolling to locate the cause. We will provide more information as it becomes available.

### Tweet #3

#### EV Charger Rebate

- Posted 6/11/2020
- 11,776 impressions
- 243 engagements
- 2.1% engagement rate



### LinkedIn Performance <https://www.linkedin.com/company/silicon-valley-power/>

# of Posts	Net Followers Gain/Loss	Page Views	Top Locations	Top Job Functions
4 posts	1,199 followers 35 Gain + followers	508 views (325 desktop & 183 mobile).	San Francisco Bay Area 46.4% Greater Los Angeles 36% Orange County 3.2% Cochin Area, India 3.2%	Engineering 18.7% Business Development 16.4% Sales 10.6% Operations 6.5%

### Top performing post

- Posted 5/27/2020
- 404 Impressions
- 2.24% engagement rate



## MySantaClara App Performance

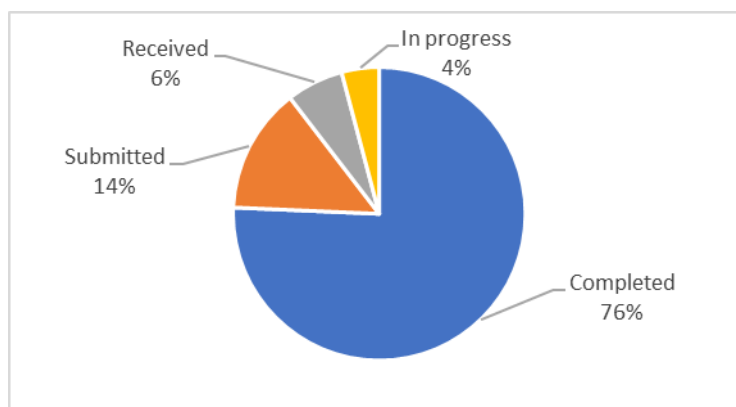
This is a quarterly report for the period of **April 2020** through **June 2020** of statistics relating to use of the City's mobile app, My Santa Clara.

1. Number of reports submitted through the app during this time:
  - **794 reports**
2. Number of downloads during this time:
  - **303 downloads**
    - **227 iTunes**
    - **76 Google Play**
3. Top 5 types of reports submitted:

Request Type	Requests	Percent
City Tree Maintenance	116	14.6%
Code Enforcement	111	14.0%
Graffiti	82	10.3%
Illegal Dumping	61	7.7%
Tree Branches in Power Line	52	6.5%
Other	52	6.5%

4. Status of reports:

Status	Requests	Percent
Completed*	601	75.7%
Submitted	110	13.9%
Received	50	6.3%
In progress	33	4.2%
Completed	601	75.7%



*\*Due to COVID-19 staffing resource impacts, response rates for completing service requests may be affected.*



**City of  
Santa Clara**  
The Center of What's Possible

# INSIDE

**IN THIS ISSUE:**  
*Santa Clara Responds (p.3) | Small Business Assistance Grants (p.4) | COVID-19 Business Resources (p.5) | Serving the Community During the Pandemic (p.6) | Utility Rate Assistance Programs (p.7) | COVID-19 Eviction Moratorium (p.7)*



FULL STORY  
ON PAGE  
**6**

**Serving the Community During the Coronavirus Pandemic**

POSTAL CUSTOMER

CITY OF SANTA CLARA  
1500 WARBURTON AVE.  
SANTA CLARA, CA 95050

PRRST STD  
U.S. POSTAGE  
**PAID**  
Permit No. 92  
Santa Clara, Calif.  
ECR WSS

## MANY WAYS TO STAY INFORMED

CITY HALL NEWS & CITY  
MANAGER BIWEEKLY REPORT  
[SantaClaraCA.gov/CMReport](http://SantaClaraCA.gov/CMReport)

CITY NEWS & INFO  
eSUBSCRIPTIONS  
[SantaClaraCA.gov/eNotify](http://SantaClaraCA.gov/eNotify)

CITY NEWSROOM  
[SantaClaraCA.gov/Newsroom](http://SantaClaraCA.gov/Newsroom)

CITY SOCIAL  
MEDIA CHANNELS  
[SantaClaraCA.gov/SocialMedia](http://SantaClaraCA.gov/SocialMedia)

MYSANTACLARA APP  
[SantaClaraCA.gov/MySantaClara](http://SantaClaraCA.gov/MySantaClara)

PUBLIC MEETINGS  
[SantaClaraCA.gov/Meetings](http://SantaClaraCA.gov/Meetings)

TENTATIVE MEETING  
AGENDA CALENDAR  
[SantaClaraCA.gov/TMAC](http://SantaClaraCA.gov/TMAC)

SANTA CLARA SOURCE  
[SantaClaraCA.gov/SCsource](http://SantaClaraCA.gov/SCsource)

SANTA CLARA  
CITY TELEVISION  
[SantaClaraCA.gov/SCCTV](http://SantaClaraCA.gov/SCCTV)

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Santa Clara, CA 95050  
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[communications@  
SantaClaraCA.gov](mailto:communications@SantaClaraCA.gov)

CITY WEBSITE  
[SantaClaraCA.gov](http://SantaClaraCA.gov)



Printed on recycled paper  
with soy-based ink.

# 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 coronavirus-related 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,

*Deanna J. Santana*

**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](https://www.santacleara.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



SANTA CLARA  
COUNTY ISSUED  
A PUBLIC HEALTH  
ORDER DIRECTING  
RESIDENTS  
TO SHELTER  
AT HOME

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](https://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](https://www.santacleara.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](https://www.santacleara.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.

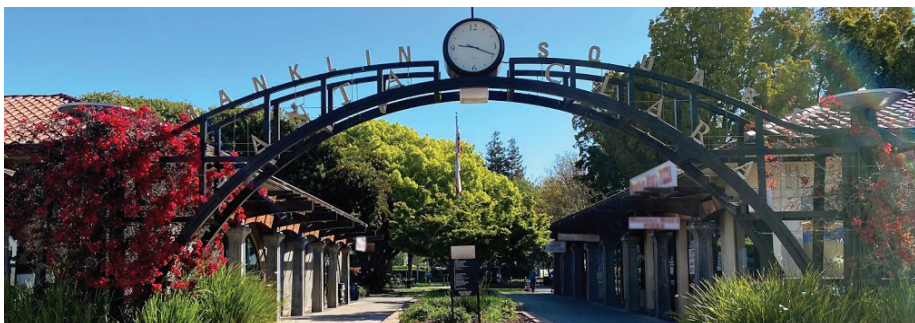
**To qualify, applicants must have met the following criteria:**

1. Be a small business with at least one and no more than 25 full-time 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](https://www.santaclearca.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 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 pre-disaster 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](https://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](https://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](https://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](https://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](https://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](https://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](https://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](https://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](https://SiliconValleyPower.com/Assist), email [cutcosts@SiliconValleyPower.com](mailto: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](https://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](https://SantaClaraCA.gov/COVID19Eviction) or call the Housing & Community Services Office at 408-615-2490.



HELP YOUR  
NEIGHBOR  
PROGRAM

## 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](https://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](https://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 your 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](https://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 non-emergency 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](https://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



# City of Santa Clara

1500 Warburton Avenue  
Santa Clara, CA 95050  
[santaclaraca.gov](http://santaclaraca.gov)  
[@SantaClaraCity](https://twitter.com/SantaClaraCity)

## Agenda Report

20-325

Agenda Date: 8/19/2020

### REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

#### **SUBJECT**

Update on Worker Cooperatives

#### **BACKGROUND**

At the September 18, 2019 Economic Development, Communications, and Marketing Committee (Committee) meeting, the Committee referred next steps on Worker Cooperatives to the full City Council for review and direction.

At the October 29, 2019 City Council meeting, the Council approved next steps on Worker Cooperatives, which included direction to staff to review the City of Berkeley Worker Cooperative Program and documents used for their program and Council consideration of the allocation of \$100,000 in funding for this effort.

At the November 5, 2019 City Council meeting, the Council approved an allocation of \$100,000 in the budget to support Worker Cooperatives and implement next steps to further worker cooperative development.

At the March 24, 2020 City Council meeting, the Council adopted Resolution No. 20-8823 (Attachment 1) in support of Worker Cooperatives.

#### **DISCUSSION**

Staff will provide a verbal update on the work effort around Worker Cooperatives.

#### **ENVIRONMENTAL REVIEW**

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

#### **FISCAL IMPACT**

There is no fiscal impact to the City other than administrative staff time.

#### **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) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

Reviewed by: Robyn Sahid, Assistant to the City Manager  
Approved by: Deanna J. Santana, City Manager

**ATTACHMENTS**

1. Resolution No. 20-8823

**RESOLUTION NO. 20-8823**

**A RESOLUTION OF THE CITY OF SANTA CLARA, CALIFORNIA  
SUPPORTING THE DEVELOPMENT AND GROWTH OF WORKER  
COOPERATIVES IN THE CITY**

**BE IT RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:**

**WHEREAS**, the City of Santa Clara has identified economic development as a priority;

**WHEREAS**, small businesses are an important part of the local economy;

**WHEREAS**, a significant percentage of small business owners nationwide do not have a succession plan in place and are at risk of closure;

**WHEREAS**, worker cooperatives are a tool to help businesses remain locally owned for the long term; and,

**WHEREAS**, worker cooperatives are owned and democratically governed by their members, provide wages and benefits above industry average, develop important leadership and management skills, and build wealth for low to moderate income residents.

**NOW THEREFORE, BE IT FURTHER RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:**

1. That the City of Santa Clara affirms its support of worker cooperatives.
2. That the City of Santa Clara will pursue the establishment of a worker cooperative initiative.
3. That the City of Santa Clara will pursue the phased workplan approved by City Council, and adjust as necessary as work progresses, to allow for the greatest flexibility in pursuing this initiative.

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4. Effective date. This resolution shall become effective immediately.

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED  
AND ADOPTED BY THE CITY OF SANTA CLARA, CALIFORNIA, AT A SPECIAL MEETING  
THEREOF HELD ON THE 24<sup>TH</sup> DAY OF MARCH, 2020, BY THE FOLLOWING VOTE:

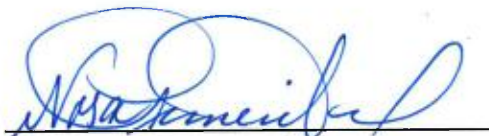
AYES: COUNCILORS: Chahal, Davis, Hardy, O'Neill, and Watanabe  
and Mayor Gillmor

NOES: COUNCILORS: None

ABSENT: COUNCILORS: None

ABSTAINED: COUNCILORS: None

ATTEST:

  
\_\_\_\_\_  
NORA PIMENTEL, MMC  
ASSISTANT CITY CLERK  
CITY OF SANTA CLARA

Attachments incorporated by reference: None



# City of Santa Clara

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

## Agenda Report

20-326

Agenda Date: 8/19/2020

### REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

#### **SUBJECT**

Update on Helen Putnam Award for Excellence Application Submission

#### **BACKGROUND**

At the December 2, 2019 Economic Development, Communications, and Marketing Committee (Committee) meeting, the Committee requested an application be submitted for the Santa Clara City Library's Bookmobile program to the 2020 Helen Putnam Award for Excellence Program in the Community Services and Economic Development award category.

At the February 19, 2020 Committee meeting, staff provided an update on the status of the application packet.

On May 8, 2020, staff submitted the application packet (Attachment 1) to the League of California Cities (League), which included photos and a video featuring the Bookmobile in the community:  
<https://www.youtube.com/watch?v=XzxbwZYvvP8>.

#### **DISCUSSION**

The League notified the City that the submission of the Santa Clara Bookmobile did not receive the 2020 Helen Putnam Award for Excellence in the Community Services and Economic Development category (Attachment 2).

Staff will begin reviewing possible programs to submit to next year's Helen Putnam Award for Excellence Program and will seek input from the Committee.

#### **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**

There is no fiscal impact to the City other than administrative staff time.

#### **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) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

Reviewed by: Genevieve Yip, Staff Analyst I

Approved by: Deanna J. Santana, City Manager

### **ATTACHMENTS**

1. Helen Putnam Award Submission
2. Notification from League of California Cities

# HELEN PUTNAM AWARD *for* EXCELLENCE

Application Deadline Extended for Helen Putnam Award for Excellence

In light of the disruption that the COVID-19 situation has caused for city officials and staff across the state, the League has extended the Helen Putnam Award application process to provide additional time to complete the application. The new application deadline is Friday, May 8th by close of business.

## 2020 Application for the Santa Clara

### Application Reference

[Your Profile](#) | [Print Application](#)

Name of City:

Santa Clara

Current Population:

129,488

City General Fund Budget:

\$381.3 million

Category of Entry:

Community Services and Economic Development

### Brief Description of the Program:

The City of Santa Clara (City) Bookmobile program (Bookmobile) was launched by the City's Library Department to meet the changing needs of the Santa Clara community by serving people where they live, learn, work, and play. Reimagined in 2016, the Bookmobile has enabled the Library to extend its reach into the community by providing a platform to communicate and strengthen access to city services. The Bookmobile has also proven to provide critical access to books and resources that promote early childhood literacy, enrich the lives of seniors, and serve as a gateway to low income residents and new immigrants to a world of reading, learning, and information. On a regular basis, the Bookmobile provides morning service to neighborhoods and senior facilities, lunchtime service to corporate campuses, afternoon stops at schools, and evening and weekend stops at city and community events as well as bustling live-shop-work developments.

### Narrative:

In 2003, the Library retired its Bookmobile service due to budget reductions, a changing population, and an underperforming service model. By October 2016, the City had seen an increase in population and a push for increased housing especially in areas that had limited access to Library services. Irvine Company donated \$250,000 to the City to purchase a Bookmobile to help meet the demands of proposed developments by updating and reinstating the City's Bookmobile service. Some members of the community were skeptical of reinstating the Bookmobile program thinking of the service as being outdated and costly. With a solid service model focusing on schools, seniors, and working parents and by reallocating vacant staff positions, the Library demonstrated that the Bookmobile would be a critical resource for the most underserved in our community, at no increased cost to the City.

**Narrative Solution:**

To better serve the needs of the community, City staff identified locations where the Bookmobile stops would be most impactful including schools, corporate campuses and citywide events. By partnering with local Title-1 schools, the City has been able to provide students and parents with critical access to books and resources. In addition to stops during the normal school year, the Bookmobile visits many local summer camps in the area to continue the community's access to these services. Utilizing corporate partnerships, the Bookmobile stops at the Santa Clara Square technology campus, serving employees of AMD, Amazon, and Ericsson. The Bookmobile also stops at Santa Clara City Hall once a week to better serve working parents. Between demanding jobs and extracurricular activities, many working parents find it difficult to visit a brick-and-mortar library during traditional open hours, even on weekends. With the Bookmobile visits to their workplace, they have a chance to check-out books for themselves and their children. The Bookmobile also engages the community by stopping at special community events such as "Breakout at the Bookmobile," National Night Out, Street Dance at Franklin Mall, different themed "Bookmobile Karaoke" events, among many others.

The Bookmobile Karaoke enables the Library to tailor outreach and introduce key new programs in a fun and engaging way. It has also enabled the Library to promote Citywide events, including the historic Santa Clara Parade of Champions, Mission Branch Library Re-Opening, and National Night Out neighborhood events, to name a few. The Bookmobile Karaoke is the City's way of introducing the community to "what's up in Santa Clara," and to new evolving library resources through the use of videos, games, and fun sing-alongs.

The Bookmobile has also been designed with notable features. First, the Bookmobile has rooftop solar panels which enables the vehicle to be charged while remaining environmentally conscious. The Bookmobile also features an exterior television screen and a handheld wireless microphone system which are utilized to conduct drawing classes and demonstrations, host the Bookmobile Karaoke and game-show style events, show movies while at a stop, or to play slide shows to educate the public on the different programs that the City offers.

**Narrative Results:**

Since the Bookmobile program has been reinstated, the Library has seen a dramatic increase in borrowing. Since January 2018, there has been an average of over 4,200 Bookmobile checkouts per month. The Bookmobile serves an estimated 1,500-2,000 patrons a month. This number continues to grow and nearly doubles during the stops at community events. Nearly 25% of patrons who register a library card at the Bookmobile see an increased use of one of Santa Clara's three libraries. Sometimes these customers are supplementing their access to books, but many times are discovering the great programs the Library has to offer through their visit to the Bookmobile. The Library averages of 200 story-times and educational, informational, and enrichment programs per month with 9000 attendees.

The Bookmobile acts as a key marketing tool, highlighting everything from Trivia Nights to Genealogy and Art after Dark Craft programs. More importantly, the Bookmobile highlights critical resources and information to underserved populations. The City recently began hosting Community Emergency Response Training (CERT) in Spanish. The Bookmobile hosted informational and sign-up events at the predominantly Spanish speaking stops in Santa Clara. Additionally, with the recent Coronavirus concerns, the Bookmobile has been essential in providing City and County updates to the community in multiple languages to ensure that they are informed, aware and able to keep themselves and their families safe.

**You Tube Link:**

[Watch Video](#)

**Program Information**

Name of Program: Santa Clara Bookmobile

Date program was implemented: 2018-01-23

Program Contact Person: Genevieve Yip

Title: Staff Analyst I

Address: 1500 Warburton Avenue  
City: Santa Clara  
Zip: 95050  
Telephone: 408-615-2253  
Fax: 408-241-6771  
Email Address: [gyip@santaclaraca.gov](mailto:gyip@santaclaraca.gov)

### Local Media Organizations to Notify

Name: Bay City News  
Fax/Email: [newsroom@baycitynews.com](mailto:newsroom@baycitynews.com)  
Name: Santa Clara Weekly  
Fax/Email: [info@santaclaraweekly.com](mailto:info@santaclaraweekly.com)

### City Manager/Administrator and Mayor

City Mayor's Name: Lisa M. Gillmor  
Phone: 408-941-5395  
City Manager's Name: Deanna J. Santana  
Phone: 408-615-2210

### Project Photographs

Image 1 (Santa Clara's Young Readers and Their Selections):



Image 2 (Bookmobile Stop and Engaging the Community):



Image 3 (Miss Santa Clara and Local Youth During National Night Out):



Image 4 (Bookmobile Celebrating with the Community):



Image 5 (City Staff Checking Out Books during Breakout at the Bookmobile):



Image 6 (Local Community Members Checking Out the Bookmobile):



Image 7 (Engaging City Staff at Breakout at the Bookmobile):



Image 8 (Santa Clara's Bookmobile):



Image 9 (Bookmobile at Santa Clara's Comic-Con):



Image 10 (Bookmobile Checkouts and Visits Graph):



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City of Santa Clara  
1500 Warburton Avenue  
Santa Clara, CA 95050

*Category: Community Services and Economic Development*  
*Program: Santa Clara Bookmobile*

July 6, 2020

Dear City of Santa Clara,

The 2020 Helen Putnam Award for Excellence juries have completed the very difficult task of evaluating all applications received this year in the 12 categories. Each of the received applications demonstrated that California's cities have strong leadership, are well managed and are responsive to changing community needs. The juries, which consisted of elected and appointed city officials were most impressed with the caliber of the applications.

While your city's application was not selected to receive an Award for Excellence, your application and program are a tribute to you and to the city's leadership. You and all who are involved in the project are to be congratulated.

Thank you for your participation in the 2020 Helen Putnam Award for Excellence Program, presented by the League Partners program. We encourage you to submit an application in 2021.

Sincerely,  
League of California Cities®

*Note: If you have any questions, please contact Melissa Tualla at 916-658-8216 or [mtualla@cacities.org](mailto:mtualla@cacities.org).*





## Agenda Report

20-216

Agenda Date: 8/19/2020

### REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

#### **SUBJECT**

Discussion on Use of the \$5 Million San Jose Settlement Funds Designated for Affordable Housing and Transportation

#### **BACKGROUND**

In January 2018, the City of Santa Clara (City) and the City of San Jose reached a settlement over their disputes related to the Santana West Development Project, located in San Jose and near Santa Clara city limits.

As part of the Santana West Development Project Settlement Agreement, the City received \$5 million from the City of San Jose for affordable housing and transportation improvements in Santa Clara.

#### **DISCUSSION**

Staff will discuss the City's affordable housing and transportation needs, and is requesting that the Economic Development, Communications, and Marketing Committee (Committee) 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. The provided project list included below exceeds the \$5.0 million available and it is acknowledged that the Committee may recommend other projects within the City's housing and transportation needs.

#### **Potential Project List**

##### *Affordable Housing*

Charities Housing has purchased a 1.41-acre site (61,419 square feet) located at 1601 Civic Center Drive in Santa Clara. The settlement fund is necessary to provide financial participation in the project with the expectation that Charities would also arrange for a variety of other public and private sources of financing, including Measure A funding. Early yield studies have shown that with \$6 million from the City, the 100% low-income family housing development could achieve approximately 120 units, with a building height of 6 stories and one level of underground parking.

##### *Transportation*

El Camino Real Bicycle Lanes - \$5.5 million  
Benton Bicycle Lanes - \$1.4 million  
Lick Mill Boulevard Ped Beacons Upgrade - \$0.5 million

Total - \$7.4 million

**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**

There is no fiscal impact to the City other than administrative staff time.

**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) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

**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.

Reviewed by: Ruth Mizobe Shikada, Assistant City Manager

Approved by: Deanna J. Santana, City Manager