



# City of Santa Clara

## Meeting Agenda

### Economic Development, Communications, and Marketing Committee

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Wednesday, November 18, 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/99922972285>

Meeting ID: 999 2297 2285 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**

1. 20-996 [Economic Development, Communications, and Marketing Committee Minutes of September 2, 2020](#)

**Recommendation:** Approve the Economic Development, Communications, and Marketing Committee minutes of September 2, 2020.

#### **PUBLIC PRESENTATIONS**

**GENERAL BUSINESS**

2.      20-997      [Report and Direction on Grant from the County of Santa Clara's Healthy Cities Program - Tobacco Free Communities](#)
3.      20-998      [Communications Update](#)
4.      20-1091      [Verbal Update on Worker Cooperatives](#)

**GOOD OF THE ORDER**

**ADJOURNMENT**



# 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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20-996

Agenda Date: 11/18/2020

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

#### **SUBJECT**

Economic Development, Communications, and Marketing Committee Minutes of September 2, 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 September 2, 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 September 2, 2020

Draft



# City of Santa Clara

## Meeting Minutes

### Economic Development, Communications, and Marketing Committee

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09/02/2020

3:00 PM

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

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#### CALL TO ORDER AND ROLL CALL

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

#### CONSENT CALENDAR

[20-823](#)

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

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

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

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

#### PUBLIC PRESENTATIONS

None.

#### GENERAL BUSINESS

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

**Recommendation:** Receive Committee input.

City Manager Deanna J. Santana introduced the item, acknowledging the report was in response to Chair Davis' memo presented at the August 19, 2020 Committee meeting. City Manager Santana reported that staff went through the memo and provided a response to each inquiry as well as went over the costs to the approaches. City Manager Santana also introduced Ivy Morrison and Maily Chu from Circlepoint, who at the request of the Committee, were present for the meeting.

Director of Communications Lenka Wright provided an update concerning the suggestions made in Chair Davis' memo and shared new developments made since the last meeting, including the COVID-19 Relief Efforts" utility bill insert and the new "Santa Clara Responds" video series. Member Gillmor commented that the Council has taken unprecedented steps by approving programs to help the community suffering from the COVID-19 pandemic and inquired how the City could take a big global look of what the City is doing and put in a way that people are going to understand and connect with.

The Committee asked CirclePoint to work with City staff to develop a communications strategy based on the Committee's input, including: (1) refining Santa Clara's bigger story so we can acknowledge that we care; (2) message to be cohesive, connected, and focused on how Santa Clara has prepared for the pandemic and is going to overcome it; communicating what Santa Clara's action plan is, how people can get help, and how people can help others; (3) overarching message that the City is here for its residents and to give people hope; (4) testimonials from people who have received assistance from the City (e.g., \$30 credit, Small Business Grant recipients); (5) clarification that we are the City of Santa Clara, not the County of Santa Clara; and (6) developing what the City's actual message is and keeping it clear, simple, and consistent; as well as focusing on how the message is delivered (e.g., tailoring that message to target audiences [e.g., seniors, small businesses]).

**COMMITTEE MEMBERS REPORT**

None.

**GOOD OF THE ORDER**

Stakeholders made general comments and various updates on upcoming events.

**ADJOURNMENT**

The meeting was adjourned at 4:23 p.m.



## Agenda Report

20-997

Agenda Date: 11/18/2020

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

#### **SUBJECT**

Report and Direction on Grant from the County of Santa Clara's Healthy Cities Program - Tobacco Free Communities

#### **BACKGROUND**

On April 7, 2020, Council authorized the City Manager to negotiate and execute a grant agreement with the Santa Clara County Public Health Department (PHD) to explore tobacco prevention policies that have been shown to reduce youth access and exposure to tobacco products. The City executed the grant agreement on July 20, 2020 in the amount of \$48,944 for FY 2020/21.

Staff is seeking feedback from the Economic Development, Communications and Marketing Committee on whether or not to proceed with grant implementation and/or forgo the use of grant funds.

Tobacco use remains the number one preventable cause of death and disease in California, causing nearly 40,000 deaths in California every year. In Santa Clara County, one in eight deaths annually is attributed to smoking-related illness or disease, such as cancer, heart disease, and respiratory diseases. More than 1 in 10 youth in the County currently use tobacco products, including electronic smoking devices, and nearly 1 in 3 Santa Clara County teens report that they have used an e-cigarette at least once.

The Santa Clara County's Healthy Cities Program seeks to address these tobacco-related health concerns by promoting policies and practices to provide tobacco-free and smoke-free communities. Currently, the City has adopted 6 out of 12 recommended tobacco prevention strategies in the Healthy Cities Program (Attachment 1). Although the City prohibits smoking in multi-unit residences and many outdoor areas, it does not prohibit the sale of flavored tobacco products or require a local tobacco retailer permit (Attachment 2).

The PHD has provided funding to cities to support tobacco prevention strategies known to have the highest impact on reducing tobacco-related disparities and inequities.

#### **DISCUSSION**

As mentioned in the Background section, the City received a grant to explore an ordinance to prohibit the sale of flavored tobacco products in the City. Such a prohibition would apply to flavored e-cigarettes, e-liquids, flavored cigars, little cigars, flavored hookah, and menthol cigarettes. E-liquids are nicotine solutions that are used with e-cigarettes. These liquid solutions are available in thousands of flavors that are attractive to youth, such as gummy bear and cotton candy.

Flavored tobacco products are considered “starter” products for youth who begin to use tobacco, establishing tobacco habits that can lead to long-term addiction. Youth believe that flavored products are safer and less addictive than non-flavored varieties. In Santa Clara County, 82.3% of teens currently using tobacco reported using a flavored product and 80% of youth who have ever used tobacco started with a flavored product.

Nationally, e-cigarette use more than doubled among high school students (from 11.7% to 27.5%) and tripled among middle school students (from 3.3% to 10.5%) from 2017 to 2019.

In Santa Clara County, 93% of tobacco retailers sell menthol cigarettes and nearly 80% of tobacco retailers (including those near schools) sell flavored, non-cigarette tobacco products. Almost half of Santa Clara County teens (45.5%) reported purchasing their own e-cigarettes, with over a quarter of this group saying they buy them directly from a local store.

As of May 2020, 54 communities in California have passed laws to restrict the sale of flavored tobacco products. In Santa Clara County, the cities of Cupertino, Los Altos, Los Gatos, Morgan Hill, Palo Alto, Saratoga, and County of Santa Clara prohibit the sale of flavored tobacco products.

Although federal law prohibits the sale of candy and fruit-flavored cigarettes, this law does not prohibit the sale of menthol cigarettes or flavored, non-cigarette tobacco products, such as cigars, little cigars, smokeless tobacco, hookah tobacco, electronic smoking devices, and the e-liquid used in these devices.

On August 28, 2020, California passed a law prohibiting the sale of most flavored tobacco products (SB 793). The state law contains three exemptions:

1. Hookah and shisha products (if sold by an adult-only hookah tobacco retailer);
2. Premium cigars with a wholesale price of no less than \$12; and
3. Loose leaf tobacco (other than tobacco for roll-your-own-cigarettes).

The California law is scheduled to take effect on January 1, 2021. However, opponents of the law have submitted a proposed referendum to overturn the law. If the referendum qualifies for the ballot, the State law will be suspended until the referendum vote in November 2022.

The State law explicitly allows local governments to pass stricter local ordinances. Because of the uncertainty around implementation of the State law, the Santa County Public Health Department recommends that local governments continue to adopt laws to prohibit the sale of flavored tobacco products in order to remove the exemptions provided in State law.

### Implementation and Enforcement

Most communities that have adopted a restriction on the sale of flavored tobacco products delay the effective date of the ordinance by approximately six months. This grace period gives the cities an opportunity to educate retailers and to allow retailers to sell their existing inventory of flavored tobacco products. As of the ordinance’s effective date, retailers would no longer be able to sell flavored tobacco products. Typically, communities adopt a restriction on the sale of flavored tobacco products and on the location and type of tobacco retailers as a condition of a local tobacco retailer license (TRL).

Although the State of California requires a license to sell tobacco products, more than 150 cities and



counties also require a local TRL. A local TRL is generally adopted to:

- Create more comprehensive restrictions than State law on the sale or marketing of tobacco products in the retail environment;
- Allow for meaningful penalties for violation of tobacco control laws such as license suspension; and
- Help fund local enforcement of tobacco control laws through the local licensing fee.

The City does not currently require a TRL. Although it is possible to adopt a prohibition on the sale of flavored tobacco products without a local TRL, the City would not have a dedicated source of funding to monitor compliance with the flavored tobacco restrictions. Currently, all but two of the California communities that restrict the sale of flavored tobacco also require a TRL.

Santa Clara County is willing to partner with the City to administer, implement and monitor its tobacco retailer license law if the City adopts a TRL that mirrors the County's requirements below. To cover the costs of the program, the County typically collects a \$425 license fee paid by tobacco retailers. To participate, the City's TRL ordinance must include the following:

1. Require retailers to obtain and annually renew a tobacco retailer license.
2. Require retailers to post a notice saying that the sale of tobacco products to anyone under 21 years of age is illegal and subject to penalties.
3. Require retailers to check the identification for any purchaser who appears to be under 30 years of age.
4. Prohibit the sale of tobacco products from a vending machine.
5. Prohibit retailers from covering more than 15% of windows and clear doors with any type of ads or signs.
6. Prohibit the sale of flavored tobacco products, including menthol cigarettes.
7. Prohibit the sale of all electronic smoking devices and vaping products.
8. Prohibit new tobacco retailers from locating within 1,000 feet of a school (existing retailers within this radius may continue to sell tobacco products assuming they are operating lawfully, renew their TRL on time, and do not transfer ownership).
9. Prohibit new tobacco retailers from locating within 500 feet of another tobacco retailer (existing retailers in these locations may continue to sell tobacco products assuming they are operating lawfully, renew their TRL on time, and do not transfer ownership).
10. Prohibit the sale of tobacco products from pharmacies.
11. Prohibit mobile tobacco retailing or tobacco retailing at a temporary event.

As of October 8, 2020, there are 69 state-licensed tobacco retailers in the City. Approximately six of those businesses are tobacco shops (e.g. hookah lounge, smoke shop), and are likely to experience the greatest impact if the City adopts its own TRL. Ten of the businesses are pharmacies (e.g. pharmacy chains), who would be required to stop selling tobacco products altogether, and the remaining 53 businesses are mostly gas stations and convenience stores.

#### Grant Implementation and Community Outreach

The grant implementation includes a community outreach process prior to bringing an ordinance forward for Council's consideration. This process is slated to begin in January 2021. Similar to the City's recent smoking ordinance efforts, outreach to the community and retailers would include:

**Open City Hall** - Launch an on-line survey to gauge the community's perspective on establishing a

tobacco retailer program and ban flavored tobacco products and e-cigarette sales.

**Community Meetings** - Host 2-3 community meetings.

**Business Outreach** - Conduct targeted outreach to the City's existing tobacco retailers.

Outreach on the survey and virtual meeting dates will be coordinated with the County of Santa Clara Department of Public Health, Breathe California of the Bay Area, Silicon Valley Central Chamber of Commerce and distributed via the City's social media channels, the City Manager's Blog, and on Nextdoor to neighborhood groups.

The project timeline (January - June 2021) for exploring an ordinance to prohibit the sale of flavored tobacco products, falls during what staff expects to be the continued COVID-19 Public Health Emergency. Recognizing that Social Distancing Protocols and Risk Reduction Health Orders are expected to remain in force for the foreseeable future; therefore, threatening increased economic impacts to businesses, staff is seeking the Committee's recommendation as to whether or not to proceed with the implementation of the grant in the current fiscal year. Staff has made inquiries regarding a possible extension of the grant and have been advised that the grant must be utilized by June 2021.

### **FISCAL IMPACT**

The City has been awarded \$48,944 to cover staffing costs and efforts related to community outreach and implementation in FY 2020/21. The anticipated costs of associated operating expenses are \$2,520 while staffing costs are estimated at \$46,424. If the City were to expand the project timeline beyond June 30, 2021, the City would not be eligible to seek reimbursement for the grant and will need to absorb the associated costs incurred after June 30, 2021.

### **PUBLIC CONTACT**

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### **ALTERNATIVES**

1. Provide feedback to staff to proceed with grant implementation including outreach and the preparation of an ordinance to prohibit the sale of flavored tobacco products in the City including a tobacco retailer license program
2. Recommend that City forgo the grant and delay work on modifications to the City's tobacco ordinance

### **RECOMMENDATION**

Alternative 1:

Provide feedback to staff to proceed with grant implementation including outreach and the preparation of an ordinance to prohibit the sale of flavored tobacco products in the City including a tobacco retailer license program.

Reviewed by: Ruth Mizobe Shikada, Assistant City Manager  
Approved by: Deanna J. Santana, City Manager

**ATTACHMENTS**

1. Healthy Cities Program, 2019 Dashboard
2. Santa Clara County Tobacco Control Policy Grid, July 2020

# Healthy Cities Program, 2019 Dashboard

## City of Santa Clara

*Promoting policies and environments that support racial health equity*

### Active & Safe Communities

Total Strategies Achieved

**5 of 9**

### Healthy Food & Beverage Environments

Total Strategies Achieved

**2 of 9**

### Tobacco-Free Communities

Total Strategies Achieved

**6 of 12**

### Cross-Cutting Strategies

Total Strategies Achieved

**3 of 4**

#### Promote Healthy Recreation & Transportation

- ☐ Vision Zero Action Plan
- ☒ Complete Streets
- ☐ NACTO Street Design Guidelines
- ☒ Bicycle Master Plan
- ☐ Pedestrian Master Plan
- ☐ Parks, Trails, and Recreation Areas Master Plan
- ☒ Achieve Bike and/or Walk Friendly Designation
- ☒ Safe Routes to School Resolution and Coordination
- ☒ Transportation Demand Management Policies

#### Increase Healthy Food & Water Access

- ☐ Procurement Standards for City-Sponsored Meetings and Celebrations
- ☐ Procurement Standards for City-Sponsored Events
- ☐ Procurement Standards for Vending on City Properties
- ☐ Procurement Standards for City-Sponsored Programming
- ☐ Procurement Standards for City-Run Food Establishments
- ☒ Drinking Water Access Policy
- ☒ Community Gardens on City Property/Parks

#### Reduce Exposure to Sugary Drinks

- ☐ Require Warning Labels on Sugary Drink Advertisements
- ☐ Resolution to Decline Funding from the Beverage Industry

#### Reduce Exposure to Secondhand Smoke

- ☒ Smoke-Free Multi-Unit Housing
- ☒ Smoke-Free Parks, Trails, and Recreation Areas
- ☒ Smoke-Free Outdoor Dining
- ☒ Smoke-Free Entryways
- ☒ Smoke-Free Service Areas
- ☒ Smoke-Free Public Events

#### Reduce Youth Access to Tobacco

- ☐ Adopt and Implement a Tobacco Retail License
- ☐ Reduce Density of Tobacco Outlets
- ☐ Flavored Tobacco Restrictions (Including Menthol Cigarettes)
- ☐ Price-Discounting Restrictions
- ☐ Limit Tobacco Sales to Adult Tobacco Stores Only
- ☐ Conduct Enforcement to Verify Retailers Are Not Selling Tobacco to Minors

#### Increase Access to Healthy & Safe Environments

- ☐ Health Language in General Plan
- ☒ Climate Action Plan
- ☒ Workplace Wellness Policies
- ☒ Age-Friendly Community

### City Spotlight

Since fall 2018, Santa Clara has been working to develop the City's first Pedestrian Master Plan. In coordination with the Bicycle and Pedestrian Advisory Committee (BPAC) and other stakeholders, a final draft is being considered that will make walking a more viable transportation option in Santa Clara and will reduce environmental impacts while making the community healthier and safer.

### Legend

- ☐ A model level policy or strategy is **possible** but jurisdiction has not met criteria to earn a star
- ☒ Jurisdiction has met criteria to earn a check and achieved this policy or strategy
- ☒ Jurisdiction has met criteria to earn a star and achieved a model level policy or strategy



## 7/2020: Tobacco-Free Communities - Policies Across Santa Clara County Jurisdictions

Jurisdiction	Reducing Exposure to Secondhand Smoke							Reducing Youth Access & Exposure to Tobacco Products					
	Parks & Trails	Outdoor Dining Areas	Entryways	Service Areas	Public Events	Multi-Unit Housing	Common Areas of Multi-Unit Housing	Tobacco Retail Permit	Reduce Density of Tobacco Outlets	Limit Sales Near Schools	Flavored Tobacco Restrictions	No Tobacco Sales in Pharmacies	Restricts Sale of all Tobacco (T) and/or Vaping (V) Products
% of County population covered by policy	92.6%	97.2%	39.3%	85.9%	31.6%	24.3%	79.9%	77.4%	14.7%	17.5%	18.5%	14.7%	13.30%
County of Santa Clara	2010	2010	2010	2010		2010	2010	2010	2010	2010	2010	2010	2019 (V)
Campbell	2011	2011	2011	2011	2011			2012					
Cupertino	2011	2014	2014					2019	2019	2019	2019	2019	2020 (V)
Gilroy								2014		2014			
Los Altos	2011	2018	2018	2018	2018			2020			2020		2020 (V)
Los Altos Hills		n/a*		n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*	n/a*
Los Gatos	2013	pre-2010	2016	2016	2016	2016	2016	2017	2017	2017	2017	2017	2019 (V)
Milpitas	2012	2017											
Monte Sereno	n/a*	n/a*	n/a*	n/a*	n/a*			n/a*	n/a*	n/a*	n/a*	n/a*	n/a*
Morgan Hill	2012	2012	2012	2012	2012			2014			2019***		2019 (V)
Mountain View		2012	2012		2012								
Palo Alto	2013	2014	2014	2014	2014	2016	2016	2017	2017	2017	2017	2017	2020 (V)
San Jose	pre-2010	2012		2012			2012	2011					
Santa Clara	2019	2019	2019	2019	2019	2019	2019						
Saratoga	pre-2010	2016	2016	2016	2016		2016	2015	2016	2016	2018**	2018	
Sunnyvale	2012	2016	2016	2016	2016	2016	2016						

\* Not included in denominator of % of county population covered by policy because don't have the specific venues/areas covered by policy (Ex. Monte Sereno & Los Altos Hills do not have any tobacco retailers)

\*\* Includes an exemption for menthol-cigarettes

\*\*\*Includes exemption for loose-leaf tobacco products

Rev. 7/20/2020

Pink shaded boxes indicate where cities applied for PHD funding to work on policy indicator(s) & work is in process.

Green shaded boxes indicate where cities were funded by PHD in FY20 to address policy indicator(s) - and when the changes were adopted.



## Agenda Report

20-998

Agenda Date: 11/18/2020

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

#### SUBJECT

Communications Update

#### BACKGROUND

At the August 19, 2020 Economic Development, Communications, and Marketing Committee (Committee) meeting, Chair Debi Davis presented a memo to the Committee (Attachment 1) with suggestions on how to reach more residents during the novel coronavirus (COVID-19) pandemic and called a special Committee meeting on September 2, 2020, to discuss refocusing communication efforts and requested attendance from Circlepoint.

At the September 2, 2020 Committee meeting, the Committee discussed refocusing the City's communication efforts toward COVID-19-related communications and directed staff to work with Circlepoint to come up with a communications strategy based on the Committee's suggestions, which included:

- Develop message that is cohesive and connected, with a focus on highlighting how Santa Clara has prepared for the pandemic and how we will overcome this public health emergency together; communicate Santa Clara's action plan
- Overarching message that the City of Santa Clara is here for its residents and that we care
- Communicate how/where people can get help and how people can help others
- Focus on how we best deliver messages (e.g., tailoring that message to target audiences [e.g., seniors, small businesses]).
- Include testimonials from people who have received assistance from the City (e.g., \$30 credit, Small Business Grant recipients)

On September 22, 2020, Circlepoint sent a communications strategy proposal (Attachment 2).

#### DISCUSSION

The Director of Communications will provide an update on the City's communications efforts in response to the memo and to the Committee's input given at the September 2, 2020 meeting.

The Director of Communications will also provide an executive summary on the quarterly activities of citywide social media and website statistics. The Social Media Quarterly Report (July - September 2020) is included with report as Attachment 3.

#### FEEDBACK

The City is seeking feedback on the current efforts to ensure that we are moving in the right direction

based on the Committee's input given at the September 2, 2020 meeting.

**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**

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Reviewed by: Lon Peterson, Director of Communications

Approved by: Deanna J. Santana, City Manager

**ATTACHMENTS**

1. Memo from Chair Davis Dated August 19, 2020
2. Communications Proposal from Circlepoint
3. Social Media Quarterly Report (July - September 2020)

8/19/2020

ITEM 2

August 19, 2020

To: Economic Development, Communications, and Marketing Committee

From: Councilmember Debi Davis, Committee Chair

### **New Communications Efforts To Deal with COVID-19 Pandemic**

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

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

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

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

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

### **Other Important Responses to COVID-19 Pandemic**

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

**POST MEETING MATERIAL**



- ❑ The current emergency rental assistance program can currently help approximately 250 households according to City staff. This is a good start and we should evaluate it in a few months and consider enhancing the program if needed.
- ❑ With our \$1.59 million of CARES funding, we recommend using it to do the following:
  - ❑ maintain the current level of garbage rates for the next six months,
  - ❑ establish a fund to help low-income families with garbage rate increases
  - ❑ share accurate information with residents (this is important given the level of disinformation and confusion in the community about garbage rates and carts), and
  - ❑ be creative and engage our community. (maybe we could set up a system for residents who may not need assistance to help others who may).

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

## 2020 Activities – Scope and Budget

1. **Website update** - revamping the central landing page for COVID to easily organize all information pertaining to COVID resources and updates.
  - a. Assumptions:
    - i. Circlepoint will provide website content updates
    - ii. Circlepoint will provide updated graphics, as needed
    - iii. City will implement updates on web page
  - b. **Budget: \$5400**
2. **E-newsletter redesign** - a streamlined template that will combine two current newsletters.
  - a. Assumptions:
    - i. Circlepoint will make recommendations on how to streamline and prioritize information into the City preferred new format (11x17, 4 pages total)
    - ii. Circlepoint will create a new design template for newsletter
    - iii. City will handle content and layout for each newsletter issue
    - iv. City will handle printing and distribution of newsletters
  - b. **Budget: \$4600**
3. **Videos** – a series of videos that provide context for what the City is doing around COVID, and featuring testimonials from residents and businesses.
  - a. Assumptions:
    - i. Circlepoint will draft scripts for videos (up to three)
    - ii. City will handle production and editing for videos (we recommend partnering with SCU's film/videography department to involve the local community to participate and to showcase their talents)
    - iii. City will handle promotion and distribution of videos
  - b. **Budget: \$9,000**
4. **Street banners** - street banners to highlight Santa Clara faces and City messaging (we're in this together, how can we help?)
  - a. Assumptions:
    - i. Circlepoint will create designs for street banners (up to two separate designs)
    - ii. Circlepoint will provide guidance on where to place banners
    - iii. City will handle production and installation of banners
  - b. **Budget: \$6000**
5. **CBO toolkit** - a resource guide/toolkit that can be shared with CBOs. This will help strengthen current partnerships and help increase cross marketing of City videos, information, and so forth.
  - a. Assumptions:
    - i. Circlepoint will create content for CBO toolkit, based on feedback and information provided by the City (up to five pages)
    - ii. Circlepoint will create toolkit design (up to three languages)
    - iii. City will handle distribution of toolkit to CBOs
    - iv. City will handle translation
  - b. **Budget: \$8200**
6. **Telephone townhall** – a townhall where people can call in and learn about what the City is doing, and ask questions of City staff

- a. Assumptions:
  - i. Circlepoint will help with scheduling and logistics for townhall
  - ii. Circlepoint will facilitate townhall (following the November election season)
  - iii. Townhall will be scheduled for two hours
  - iv. City will use its platform for telephone townhalls
  - v. City will handle promotion of townhall
  - vi. City will develop presentations/talking points for presenters
  - vii. Circlepoint will support script draft and development
- b. **Budget: \$6000**



# City of Santa Clara

The Center of What's Possible

## Social Media Quarterly Report July - September 2020

### Social Media Summary

#### Facebook Followers

City Facebook Page	Gain/Loss for quarter	Total Followers
City of Santa Clara	+156	8,122
Santa Clara Fire Department	+299	3,557
Santa Clara City Library	+230	5,532
Santa Clara Police Department	-195	11,435
Parks & Recreation	+121	4,731
Silicon Valley Power	+129	1,566

#### Twitter Followers

City Twitter	Gain/Loss for quarter	Total Followers
City of Santa Clara	+777	11,143
Santa Clara Fire Department	+610	3,529
Santa Clara Police Department	+921	17,730
Silicon Valley Power	+1,155	6,933

#### Nextdoor (City and Police only)

- 37,305 members (45% of 54,013 households; 85 neighborhoods).
- City had 81 posts over the 91-day period with 336 replies associated with posts.
- Police had 66 posts over the 91-day period with 392 replies associated with posts.

#### LinkedIn

- 3,884 followers
- Page visitor locations: 52% San Francisco Bay Area, 15% India, 4% Sacramento Area
- City had 28 posts over this quarter on LinkedIn.

## Citywide Social Media Highlights

### City of Santa Clara

shared a video on Sept. 10, 2020, of Mayor Lisa M. Gillmor announcing a 6-month relief on garbage rates for all residents and businesses and shared information about COVID-19 relief programs. Facebook reached 2.6K people with over 1.4K video views and 139 post engagements.



City of Santa Clara: Mayor Lisa M. Gillmor Announces 6-Month Relief on Garbage Rates for All Residents & Businesses...

### Santa Clara City Library

went live on Facebook on July 7, 2020, with [Storytime with Princess Elsa!](#) The video had 1,458 engagements with 203 likes, 577 comments, 678 shares and 15,602 people reached. Way to go, Princess Elsa and the Library story time staff!



**Santa Clara Police Department** announced on a missing person press release and social post about a missing person on 8/2/2020. Public assistance was requested to help locate Annie Enriquez, who went missing overnight. She is 75-years old, with multiple health issues, including being blind and deaf, with the mental capacity of a 5-year old.

The Twitter post had 19,348 and the Facebook post had 24,060.

Annie Enriquez was found and united with her family.



abc7news.com/society/missing-south-bay-woman-found-reunited-with-family-santa-clara-police-say/6345

abc7NEWS WATCH VIDEOS San Francisco East Bay South Bay Peninsula

SOCIETY

Missing 75-year-old woman who is deaf, blind reunited with family, Santa Clara police say

Bay City News  
Sunday, August 2, 2020

This image shows Annie Enriquez, 75, reunited with family after she went missing in Santa Clara, Calif. on Aug. 2, 2020. (Santa Clara PD)

SANTA CLARA, Calif. -- Santa Clara police say they have located a woman who was missing since late Saturday night.

Santa Clara Police



### **Santa Clara Fire**

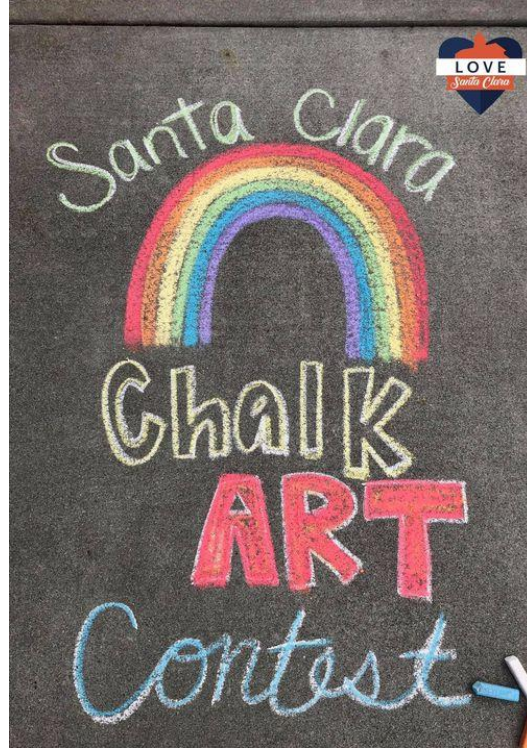
**Department** shared this post on social media with 1,661 engagements and 11,401 people reached on Facebook.

This is our new friend Juan and [#firefighters](#): Capt. Amato and Driver Engineer Moses. Juan was assaulted last week and had his skateboard taken from him that he uses as his main mode of transport. Today the crew was able to track him down and give him a new one. Juan is not unlike many in our community, fallen on hard times and currently housing insecure. We hope this small gesture brightens his day as much as meeting him brightened ours. [#community](#)  
[#payitforward](#)



### Parks & Recreation

announced the first ever Santa Clara Chalk Art Contest on social media on July 29, 2020. This campaign was very timely and helped Santa Clarans come together to participate in a virtual community contest. The post received 53 likes, 8 loves, 13 comments, 60 shares and **reached** 12,628 people.



### Silicon Valley Power

**(SVP)** is always on top of sharing posts about power outages and providing residents consistent updates. On July 8, 2020, SVP shared a post about a grant program to help Santa Clara small business who have been impacted by COVID-19. SVP is [offering grants](#) to help fund energy efficiency upgrades. Up to \$10,000 is available for eligible businesses owned or operating in Santa Clara. This post had 438 engagements and reached 8,022 people on Facebook.





## MySantaClara App

Number of reports submitted through the app during this time:

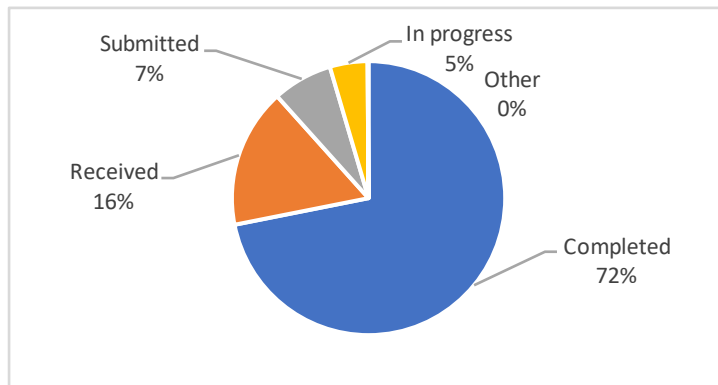
- 875 reports

Top 5 types of reports submitted:

Request Type	Requests	Percent
Code Enforcement	160	18.3%
City Tree Maintenance	124	14.2%
Illegal Dumping	73	8.3%
Garbage Service Issue	68	7.8%
Sidewalk Repair	63	7.2%

Status of reports:

Status	Requests	Percent
Completed	629	71.9%
Received	144	16.5%
Submitted	62	7.1%
In progress	39	4.5%
Other	1	0.1%





# City of Santa Clara

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

## Agenda Report

20-1091

Agenda Date: 11/18/2020

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

#### **SUBJECT**

Verbal Update on Worker Cooperatives

#### **BACKGROUND**

At the August 19, 2020 Economic Development, Communications, and Marketing Committee (Committee) meeting, staff provided a verbal report on the progress made on Worker Cooperatives, including the Council's adoption of Resolution No. 20-8823 (Attachment 1) in support of Worker Cooperatives, inclusion of worker cooperatives in City of Santa Clara (City) programs (e.g., Small Business Assistance Grant Program), and the contract signed with Project Equity to conduct a Business Retention Data study and program outreach and education.

#### **DISCUSSION**

Staff, along with representatives from Project Equity, will provide a report on the latest work effort around Worker Cooperatives. It is important to note that, while the City can make available resources and referrals to businesses interested in exploring this business model, outreach to build awareness is still needed. Staff will work to gauge with the industry experts a strategic approach, recognizing that participation is ultimately the decision of the business.

#### **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