



Governance and Ethics Committee

Item #4: Review of Newly Added Planning Commission Policies and Procedures, and Direction Regarding Management of Agenda-Related Requests from Boards and Commissions

September 14, 2020



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

Planning Commission Policies & Procedures and Direction on Boards/Commission Agenda Management

Background

- Santa Clara City Code Section 2.120.020(a) enables Boards and Commissions to establish rules and regulations governing the election of their officers, holding of meetings, and conduct of business.
- Section 2.120.020(f) requires Boards and Commissions to adhere to the policies promulgated by the City Council.
- Section 2.120.040 permits Boards and Commissions to utilize the services of City staff to carry out their business, subject to the administrative control of the City Manager.



Planning Commission Policies & Procedures and Direction on Boards/Commission Agenda Management

Background

- Planning Commission has adopted Policies & Procedures to provide rules of conduct at Planning Commission meetings.
- The Policies and Procedures appear to have been created on October 8, 1997, and modified over the years through Planning Commission vote.

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Planning Commission Policies & Procedures and Direction on Boards/Commission Agenda Management

Alignment with Council Priorities and Ordinances

- New Policy and Procedure 2.12 would potentially allow the Planning Commission to initiate new staff workplan items throughout the year, without City Council policy direction on these potential topics or City Manager input on whether limited staff resources should be expended on these items.

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Planning Commission Policies & Procedures and Direction on Boards/Commission Agenda Management

Employer Considerations

- The City as an employer are governed by a civil service process and various labor agreements/MOAs
- Adding agenda items requires Planning staff research topics for adequate discussion & would require additional time at meetings to allow for discussion
- Planning Commission meetings typically run four hours but are often longer
- Additional meetings dates would likely need to be added to address any new agenda requests.

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Planning Commission Policies & Procedures and Direction on Boards/Commission Agenda Management

Employer Considerations

- In addition to the Planning Manager, Development Review Officer, and Assistant City Attorney, Planning Division staff in Bargaining Units 5, 7, & 8 participate to oversee the meeting administration as well as lead technical planning work on current planning projects or long-range planning activity.
- Staff in Units 5, 7, & 8 must be provided overtime pay as well as meal benefit for work activities past 6:00 p.m.

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Planning Commission Policies & Procedures and Direction on Boards/Commission Agenda Management

Employer Considerations

- Aligned with Finance Direction to sparingly use Overtime, Staff in Units 5, 7, & 8 typically flex the time they spend attending Planning Commission evening meetings throughout the work week to avoid incurring overtime.
- Impacts to other business activity include:
 - Reduce capacity to provide public information services to residents, businesses, and developers investigating properties for improvement or redevelopment.
 - Diverts staff time away from advancing projects on file to complete the City's development review process.

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Planning Commission Policies & Procedures and Direction on Boards/Commission Agenda Management

Solutions

- Uniform process needed for City Council to provide workplan review all Boards and Commissions.
- Option 1: Annual Review with Priority Setting:
 - Establish an annual opportunity at the end of the calendar year for boards and commissions to discuss new potential work program initiatives so that those requests could be presented to the City Council during its Priority Setting Study Session.
 - Should the City Council find policy alignment with requests, staff would analyze staff time needed, present that information to the City Council, and receive further direction from City Council to proceed.

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Planning Commission Policies & Procedures and Direction on Boards/Commission Agenda Management

Solutions

- Option 2: Periodic Review:
 - New agenda item requests could be forwarded to the City Council periodically throughout the year for feedback on individual requests.
 - A drawback to this approach is that City Council feedback would not be made in the context of weighing all potential new agenda items requested in that calendar year or in the context of all other city workplan activities.

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Planning Commission Policies & Procedures and Direction on Boards/Commission Agenda Management

Direction Requested

- Staff requests direction on preferred approach for managing agenda related requests from the Planning Commission.
- Additional direction requested on providing management for other Boards and Commissions through an annual workplan review process.

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Governance and Ethics Committee

Item #4: Review of Newly Added Planning Commission Policies and Procedures, and Direction Regarding Management of Agenda-Related Requests from Boards and Commissions

September 14, 2020

9/2/2020

ITEM 1



Economic Development, Communications and Marketing Committee

Item #20-798 Discussion and Possible Action on Communication Directives

September 2, 2020



City of Santa Clara
The Center of What's Possible

Insert: COVID-19 Relief Efforts

GARBAGE RATE REDUCTION ASSISTANCE

ADDITIONAL RATE REDUCTION FOR RESIDENTIAL CUSTOMERS

Due to continued impacts from the COVID-19 pandemic, the Santa Clara City Council approved an emergency garbage rate assistance for residents. The previously approved \$3/month rate reduction for residential customers from August 2020 through January 2021 has been increased to make up for the previous garbage rate increase that went into effect on August 1, 2020.

Commercial customers will continue to receive a \$3/month discount from August 2020 through January 2021.

WHAT YOU SHOULD EXPECT ON YOUR BILL

Residential Customers

Thanks to the additional rate reduction, residential customers will pay their original garbage rate* (NO INCREASE) from August 2020 through January 2021.

*Credits will appear on a future bill for August and September payments. Limited exceptions may apply.

For more information, visit santacleara.ca.gov/CovidRelief

Additional discounts are available due to Financial Hardship. For qualifications and to apply, visit santacleara.ca.gov/Asst

Commercial Customers

All commercial and industrial customers will continue to receive an automatic \$3/month discount on their accounts from August 2020 through January 2021.

For more information on solid waste services rates, visit santacleara.ca.gov/CovidRelief

COVID-19 Relief Efforts for Santa Clara Residents and Businesses

RENTAL ASSISTANCE AVAILABLE FOR SANTA CLARANS

Are you a Santa Clara renter impacted by COVID-19? A second round of funding for the City's Emergency Rental Assistance Program will be available upon the funding will assist eligible renters, based on income levels, in Santa Clara. For more information on whether you qualify for rental assistance, visit santacleara.ca.gov/rental

FINANCIAL ASSISTANCE FOR SMALL BUSINESSES AND HOMEOWNERS

More grant funding is now available to assist small businesses and homeowners impacted by COVID-19 in Santa Clara. In addition to payroll and lease expenses, grant recipients may use the funding for necessary business improvements. To comply with the County of Santa Clara public health order, the City is reviewing grant applications on the waiting list. For more details, visit santacleara.ca.gov/SmallBusinessGrant

HELP YOUR NEIGHBOR WITH UTILITY BILLS

The Help Your Neighbor program provides emergency assistance with utility bill payments for residents who are experiencing financial hardship. The City will use the donated funds to help residents who are having difficulty paying their utility bills during the COVID-19 pandemic. For more details, visit santacleara.ca.gov/COVID19donations

SANTA CLARA SUPPORTS LOCAL RESTAURANTS

The City is offering third-party food delivery fees to help local restaurants. Since indoor dining is limited due to State and County public health orders, restaurants are relying on third-party applications to deliver food. For more details, visit santacleara.ca.gov/COVID19donations

COVID-19 ELECTRIC RELIEF

Has your income been recently affected by the COVID-19 pandemic? Silicon Valley Power is offering a temporary relief program that provides a 25% discount on City of Santa Clara Municipal electric charges for residents. For details, visit siliconvalleypower.com/Relief

RESIDENTIAL WATER & SEWER RATE ASSISTANCE

To further support customers who may be impacted by the pandemic, the City will offer its most flexible payment plan to customers who indicate either an impact or hardship as a result of COVID-19. All approved customers listed on the Water & Sewer Rate Assistance Program (SRP) will receive a discount on water and sewer bills of 25%. For more information regarding how to qualify and apply for the Water & Sewer Rate Assistance Program, visit santacleara.ca.gov/water

NEW SMALL BUSINESS ENERGY EFFICIENCY GRANTS

Silicon Valley Power is offering grants to help small businesses fund energy efficiency upgrades. These upgrades will help lower business operating costs by reducing electric consumption. For more information, visit siliconvalleypower.com/BusinessEfficiency

BACK TO SCHOOL RESOURCES

To help with the transition to school during the pandemic, explore the City's variety of online resources that get families, for parents, caregivers and students in kindergarten through 12th grade. The Santa Clara Police Department also provides helpful safety tips for parents to help make the transition easier for children and adults alike. Visit santacleara.ca.gov/BackToSchool

#SantaClaraResponds

santacleara.ca.gov/CoronavirusUpdates



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Video Series: Santa Clara Responds



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EDCM Committee

**Item #1 Update on Small
Business Assistant Grant
Program and Possible CARES
Act**

August 19, 2020



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Small Business Grant Program

- Launched April 2020
- Funded \$1.1 million in 155 grants
- Raised an additional \$50,000
- Currently receiving documentation from grantees
- Visited restaurant grant recipients



CARES Act Funding

- City was notified in June 2020 of CARES Act Funding through the State of \$1.59 million
- City Council appropriated funds on July 14, 2020 for COVID-19 related expenses
- Can only be used to cover costs that:
 - Are necessary expenditures incurred due to the public health emergency with respect to COVID-19
 - Were not accounted for in the budget most recently approved as of March 27, 2020 (date of enactment of the CARES Act)
 - Were incurred during the period between March 1, 2020 and December 30, 2020
- Eligible expenses include payment for:
 - Medical expenses
 - Public health expenses including communication and enforcement of public health orders, disinfection of public areas, distribution of medical and protective supplies

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CARES Act Funding

- Eligible expenses include (Continued):
 - Payroll expenses for public safety, and those dedicated to responding to COVID-19
 - Actions to facilitate compliance of public health measures such as food deliver to residents and vulnerable populations, care for homeless, technological improvements including telework capabilities for public employees, and paid sick and family leave for public employees
 - Provision of economic support including small business grants to reimburse the costs of business interruption caused by closures, payroll support programs, and unemployment insurance costs
- If Council wants to exceed these requirements, City can reimburse the general fund for past uses and free up those GF dollars for the desired purpose.

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Potential Uses of CARES Act

- Additional funding of Small Business Grant program
- New program to assist businesses with safety/social distancing improvements to open for business
- Additional funding for Emergency Rental Assistance Program



Economic Development, Communications and Marketing Committee

Item #20-324 Overall Citywide Communications Update

August 19, 2020



**City of
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The Center of What's Possible

Communication Improvements

- City Council reinforced communications as a priority in 2019
- Actions taken
 - Increased video production
 - Emphasis on storytelling
 - Engaging social media posts
 - Production of City Hall News
 - Redesigned website
 - Modernized print newsletter
- COVID-19 pandemic required shift in communications strategy
 - City Manager's email to City Council (April 14, 2020)
- Community survey results
 - 70% of residents surveyed believe City is keeping them informed



Statewide Communications Honors

- 2020 CAPIO EPIC Awards for communications excellence
- First Place
 - Website/App, Small/Medium Population
 - Most Innovative Communications, Medium Population



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COVID-19 Communications

STAY COVERED, SANTA CLARA



[SantaClaraCA.gov/FaceCoverings](https://santacruz.ca.gov/FaceCoverings)



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City Coronavirus Updates

- SantaClaraCa.gov/CoronavirusUpdates
- COVID-19 Update news releases
- City Manager verbal reports
- City Hall News
- City Manager's Biweekly Report
- Inside Santa Clara newsletter
- eNotifications to City News subscribers
- Mission City Scenes utility bill insert



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#SantaClaraHasItCovered



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Visual Storytelling

- Mayor's Community Messages
- EOC COVID-19 Weekly Summary
- COVID-19 PSAs
- Virtual Events
- Program/Service Updates
- Library Virtual Programming
- Virtual Recreation



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Media Coverage

The New York Times



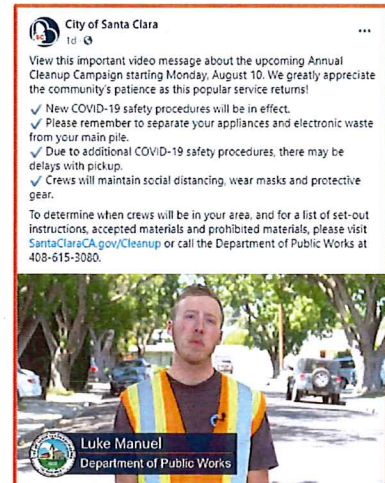
The Mercury News



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City's Social Media Channels



Redesigned Inside Santa Clara

- Modernized design
- Incorporated 4-color printing
- Reduced costs
- COVID-19 edition
- Refining for Fall 2020





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Love Santa Clara



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Love Santa Clara Goals

- Foster goodwill and trust
- Build community
- Collaborate with our community partners



#LoveSantaClara



City of Santa Clara @SantaClaraCity · Aug 6

Our last distribution is today, 8/6, 2-3:30 p.m. Pick up free weekend meals for all Santa Clara kids!

🍏 THANK YOU to all of our community members, partners, donors, City staff & volunteers for coming together to make Healthy Meals Santa Clara possible. #LoveSantaClara 💙💛



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**City of
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Communications Strategy

During COVID-19 Pandemic, Fiscal Year 2020-21



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**City of
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8/19/2020

ITEM 2A



City of Santa Clara

The Center of What's Possible

Executive Summary

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 4th 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 212,838 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.

8/19/2020

ITEM 2E



2020 SC VIRTUAL PARADE OF CHAMPIONS

America's Front Line Heroes
Oct. 10, 2020 New Date

Learn more at www.scparadeofchampions.org
Follow us on Facebook and Instagram

SC Celebrating America's Heroes City Wide! Council can Promote by District—Here is how:

- Theme is America's Heroes—our Front Lines. It's a front Yard Contest. All of Santa Clara is invited to participate. Like the parade last year: Family friendly messaging -no politics, no campaigning, no controversy-- just good clean fun.
- Given the COVID SIP and social distancing and the approaching flu season—it's all about honoring our heroes safely.
- So the closest thing to being along the Parade route to watch the SC virtual Parade of Champions ---will be in their own front yard.
- To win in one of 5 categories we are looking for over the top creativity. It can be a yard filled with your superheroes, or choose a specific heroes like Fire Department, Doctor or Nurses or the Trader Joes Retail clerks. Its their masterpiece.
- A panel of 5 judges will select top 20 pics and visit the homes randomly the week of Oct 4 Homeowners will not be notified.
 - Best theme Front Yard—showcasing America's Super Heroes
 - Outstanding Business Spirit
 - Neighborhood Spirit: Best decorated area in SC
 - District Challenge: Most Outstanding decorations overall
 - People's Choice—Online Votes only
- How to participate:
- Sign up at www.scparadeofchampions.org and upload a pic of your home, neighborhood, business—give it a title—every masterpiece should be titled. We will assign you a # and deliver with no contact a lawn sign.
 - Our Volunteers will take a pic of the sign at the address. We would like to take a pic with the homeowner and the sign if they want. A little memento of their participation.
- The most total votes in any of the categories wins a First Prize, 2020 bragging rights and spot in our 2020 SC Virtual Parade of Champions 1 hour program.
- Voters can only vote once. Must be nonpolitical and noncontroversial.
- Winners will be announce at the Online Watch Party on Octo 10, 10,20 live streamed and recorded. We will be playing the Virtual Parade Watch party for the rest of the Year.
- Grateful for the commitment to promote the Contest and SC Virtual Parade of Champons

2020 SCPOC Virtual Parade Program—the antidote to COVID Fatigue

- We love our Front Line Heroes and Community and want to capture that spirit around the city one front yard at a time. Along with videos from our Front lines essential workers FD, PD, Kaiser Doctors and Nurses, City and business leadership, sponsor messaging, showcase schools Marching bands zoom or past performances, Cultural groups and entertainment—15 secs of fame. It can be old video or New Video. Our Production company we hire will edit and create an entertaining program.
- The Pandemic and unrest has shined a light on some outstanding acts of community strength and Heroism. There is a lot to celebrate—and remind ourselves that we have done it before and will do it again.
- The Community is missing out on gatherings. We need something unifying. Great way to show off our spirit and unity—we want to capture that for 2020.
- What can we expect?
- A 1 hour prerecorded show hosted by SCPOC and Emceed by Taylor Amarante that tells our community story.
- A few highlights about our history, and the its return after 24 years, and showcase all those who made it happen and weave in the messages and images of community working together, and all those in the frontlines that are keeping us safe through this pandemic.
- We will incorporate Videos 15-3-secs into a 1 hour program :
 - Mayor and District Council community messages
 - Front line messages : Medical, SCPD, SCFD, Public works, Retailers, Business,
 - Sponsors' community messages
 - Past winning and 2020 Marching Band Performances
 - Cultural Groups
 - Non Profit Community groups
 - SC Power, Triton, Convention, Center, Levi Stadium
 - SCU and Unified School Systems
 - County or State Leader Messages



The Plan Recapped

- On Oct 10, 2020 We will live stream on from YouTube on our website and social media.
- Taylor Amarante will emcee and SCPOC will Host. Two options we have not finalized until we check with #2 Venues
 - Option 1: Zoom background will be images of SC assets: St. Clare Civic Center, SCU, Downtown Parade Scenes, Levi Stadium, Convention Center, Triton, Harris Lass. These are our WHEREs
 - Option 2: Record a Hosted a live event at the Triton, or Levi Stadium or Convention center or SCU campus and Edit recorded live into the Content that is prerecorded. It will feel more like a live event.
- Program will open with the Anthem and images of our community heroes. Message from Mayor and SCPOC.
- We have a professional 8 minute video of 2019 parade not seen will be part of 2020 programing.
 - Signed up so far we have Vanguard, ROTC and 2 Marching Bands who will be performing by zoom.
- The best Media submissions from participants will be edited professionally—woven into a single story. Prerecorded
 - Sponsors can choose 15 sec to 1 minute spots. This is a perk for committing to sponsorship of the 2021 parade
 - Community messages can be 15 to 30 secs long. Ideally shorter and more frequent messages are more energetic to watch
- Winners and images of the America's Heroes contest will be announced and included in the program
- Segue into Announcement of next year's 2021 parade date, time and place. Roll Credits and 2021 sponsorship logos
- This video will run from 10/10/20 to 10/9/21 on our website (YouTube).

Santa Clara City: We want to do this together. Can you support our Asks?

- City Participation: Video by Mayor, Council and City Front line Heroes.
 - We have been in touch with SCPD and FD happy to connect with Library Bookmobile, Unified, Triton—all places keeping us connected,
 - Use existing Video or photos of the COVID winners by District and Overall Steve Silva?
 - Best Business and Person of the Year by District? Are there any for 2020?
 - Images of the 2020 Census Float, Images of School and Senior Lunches, Mask Program, COVID testing, etc.
- Communication and Promotion Outreach : America's Heroes Yard Contest and SC Virtual Parade—Need your support
 - Last year the City provided the following access:
 - Great America Billboard on 101
 - Inside
 - City Calendar
 - Social Media and Next Door
 - PGE Billings
 - Channel 15 Promotion —Can we live stream on 10/10/20?
- Funding for Production: the bids are coming in between \$10-\$15K. That includes, editing and Filming, livestreaming the day of the Virtual Parade. For just editing that will be \$5-\$8K
- SCPOC Communications plan: We will repeat last year's outreach. Mercury News, SC Weekly, SC Online, SJ Spotlight, Local Bay area Patch, NBC News, Local TV and Community Radio Spots, Social Media and email blasts. Banners at the Parks, Posters and flyers and the Farmer's Market.

Who doesn't love a Parade? Q and A





Worker Cooperative Field Updates

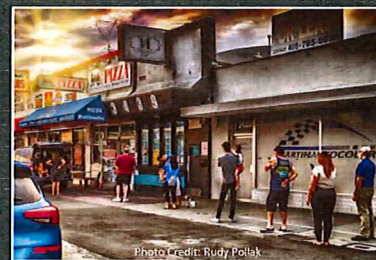
*Economic Development, Communications,
and Marketing Committee*



August 19, 2020

Kirk Vartan

A Slice of New York
Worker Cooperative



Santa Clara's Impressive Timeline

- Socialize with City Council members and Mayor 2018/2019
- **March 2019** - Economic Development, Communications, and Marketing (EDCM) Committee presentation
- **May 2020** – Council directed staff to setup Study Session
- **July 2019** - Full Council study session – One hour with experts and co-ops
– Unanimous council support to advance effort forward (back to EDCM)
- **September 2019** - EDCM agrees to move this effort forward, with Mayor suggesting \$100K funding (seed money as well as identified multi-year funding as needed)
- **October 2019** - Full council support to appropriate funds
- **November 2019** – \$100K appropriated and ready to spend
- **December 2019** – High-level plan on how the City will approach development of Worker Cooperative Initiative
- NEXT STEPS: Create scope for next steps with Technical Assistance providers and City staff
- **March 2020** – Resolution passed (unanimous) supporting Worker Cooperative Initiative



POST MEETING MATERIAL

Santa Clara's Impressive Timeline

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State Level Activity

Assembly Member Ash Klara, Chair of the Labor and Employment, held a 2-hour Information Hearing in **Aug 2019** (two 1-hour panels) titled:
Taking Ownership: Worker Cooperatives and Shared Prosperity
WORC (Worker-Owned Recovery California) Coalition – March 2020
(part of a COVID response) https://www.thesetc.org/worc_coalition

WORKER-OWNED
A California Economic Recovery Agenda
A MOMENT OF OPPORTUNITY AMIDST THE CRISIS

The State of California's rapid response to COVID-19 has set an example for the entire country. Now, as the State begins to turn its attention toward economic recovery, California has the opportunity to save small businesses, significantly shorten the path to economic recovery, and create a foundation for a truly inclusive economy.

In its *Special Report on Coronavirus and Small Business*, MetLife and the U.S. Chamber of Commerce report that 43% of small businesses believe they have less than six months until a permanent business closure is unavoidable. Many of these businesses will still be viable on the other end of the pandemic-induced recession; however, those business owners who cannot weather the storm are creating plans to close shop for good. They will be hard pressed to find buyers, and the best candidates may actually be the people who work alongside them every day: their workers.

The State of California can support struggling business owners and workers by advancing a critical solution: supporting the transition of companies to worker ownership. Doing so will anchor essential production and services in communities, save jobs, and save the State money. Multiple studies show that worker-owners are significantly less likely to be laid off, reducing claims on unemployment insurance and other benefits. For example, a study by the National Center for Employee Ownership found that lower job losses among employee-owned firms saved the federal government approximately \$17 billion in 2014, and \$37 billion in 2010, a recession year (NCEO 2015).

The State of California can accelerate and support conversions to worker ownership through Financing Support and Incentives, Technical Assistance, and Education and Outreach.

HOW CALIFORNIA CAN ACT NOW
CAPITAL AND INCENTIVES

1. Create a \$10M fund using CARES Act, Workforce Innovation and Opportunity Act, General Fund, or other dollars to provide forgivable loans to companies that transition to worker ownership as a means of fostering business retention, quality jobs, and broad-based wealth building.
 - Allocate a portion of the fund as grants to qualified California worker ownership nonprofits for outreach, education, and technical assistance to identify business owners that are interested in selling the business to their workers and guide them through the sale and transition process.
 - This fund will utilize existing state guarantee programs, such as the *Small Business Disaster Relief Program* and the *Small Business Loan Guarantee Program* of the California Infrastructure Economic Development Bank (IBank) and the *California Capital Access Program* of the California Pollution Control Financing Authority (CPCFA).



Sincerely,

Kansen Chu
KANSEN CHU
Assemblymember, 36th District

Ash Klara
ASH KLARA
Assemblymember, 37th District

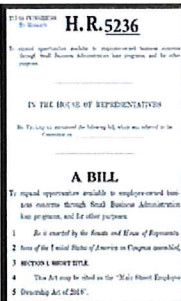
Lorena Gonzalez
LORENA GONZALEZ
Assemblymember, 38th District

Monique Limón
MONIQUE LIMÓN
Assemblymember, 39th District

Richard Bloom
RICHARD BLOOM
Assemblymember, 50th District

Rob Bonta
ROB BONTA
Assemblymember, 18th District





Federal Level Activity

Congress / Bills / H.R. 5236 (115th)

H.R. 5236 (115th): Main Street Employee Ownership Act of 2018

- **Main Street Employee Ownership Act of 2018 (MSEOA)**

<https://www.govtrack.us/congress/bills/115/hr5236>

- Provides **directives** to the SBA

Finance the transition of existing businesses to worker-owned companies.

Training and education around worker cooperatives.

Tracking lending and support provided to employee-owned businesses.



- **Congressman Ro Khanna (Silicon Valley)**

- Working on legislation to continue the work of the MSEOA

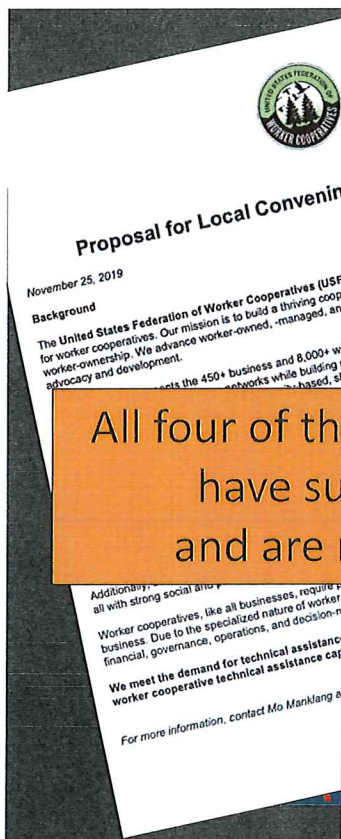
- In the final stages of Legislative Counsel

- Looking to have components as part of the next CARES Act

- **Roundtable discussion led by Congressman Khanna is tentatively scheduled for September 2020 (next month!)**



Resources can be found here: <http://asony.com/coop>



Democracy at Work Institute

Employee Ownership Program Design Services

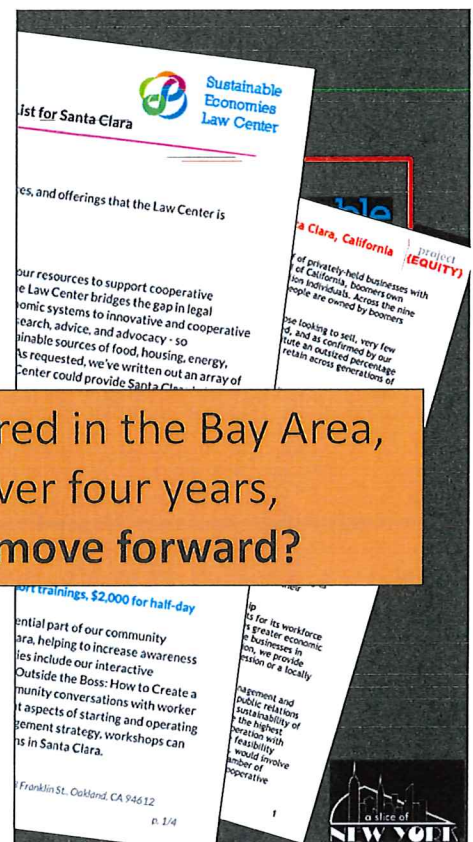
City of Santa Clara

DAWI Municipal Program Design

Small businesses are vital to the health and vibrancy of communities. Many small business owners are at or approaching retirement and do not have succession plans. Cities can play a proactive role in limiting preventable business closures by providing business owners with targeted tools and support they need to explore the option of selling the business to their employees.

Background: City of Santa Clara

Motivated by the desire to save its longstanding businesses from preventable closures due to owner retirement, the City of Santa Clara has committed to supporting worker ownership. Recently, the City Council approved the Economic Development, Communications, and Marketing (EDCM) Committee's recommendations including \$100,000 to seed the initial phases of project development and implementation.



All four of these organizations are headquartered in the Bay Area, have supported A Slice of New York for over four years, and are ready to get to work. **How do we move forward?**

Co-op Resources

Scaling the cooperative movement necessitates greater synergy across cooperative sectors as well as collaboration with both government and private business. A Slice of New York has created this site to provide advocacy and policy resources for cooperators to use in building awareness and support for co-ops. Sign up for the listserv to stay updated on policy developments and action alerts.

Co-op Info and Resources

National Listserv



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Created by Rafael Flores-Jones

<http://asony.com/coop>

Cooperative Growth Resource Guide

Prepared by Grant Runnels and Kiki Varian

Cooperative Support Organizations

California Center for Cooperative Development
(Education, Technical Assistance, Management and Start-Up Support) www.ccccd.org

Sustainable Economies Law Center (Legal Assistance, Education, Technical Assistance)
www.slecenter.org

Cooperation Works! (Cooperative Development, Training, Education, Research)
www.cooperationworks.org

Democracy at Work Institute (Research, Education, Advocacy)
www.daworkinstitute.org

United States Federation of Worker Co-ops (Advocacy, Technical Assistance, Employee Building, Education)
www.usfworkercoops.org

National Cooperative Business Association (International Advocacy, Education, Technical Assistance)
www.ncbausa.org

Wagner CPAA (Accounting)
www.wagnercpaa.org

Tutor Law Group (Legal Assistance)
www.tutorgroup.com

Project Equity (Technical Assistance, Research, Education, Training)
www.projectequity.org

Upside Down Consulting (Technical Assistance, Advocacy)
www.upsidedownconsulting.org

Cooperative Ordinances, Public Programs, Etc.
www.cooperativeordinances.org

Sustainable Economies Law Center: Worker Cooperative Model Ordinance
www.slecenter.org/cooperative-model-ordinance



Cooperative Growth Resource Guide

Prepared by Grant Runnels and Kiki Varian

Cooperative Support Organizations

City of New York, Working Together: Annual Reports on New York's "Worker Cooperative Business Development Initiative"
<http://www.cityofnewyork.us/economic-development/working-together>

City of Minneapolis, Cooperative Technical Assistance Program (CTAP)
<http://www.minneapolis.gov/business/CTAP>

Worker Cooperative City Council Resolutions

City of Santa Clara: A Resolution of the City of Santa Clara, California, Supporting the Development and Growth of Worker Cooperatives in the City
<http://www.santacleara.org/city-council/resolutions>

Cook County IL: Resolution No. 18-6145 (2015)
<http://www.cookcountyil.gov/council/resolutions>

City of Santa Ana: Resolution No. 2271-054 (2017)
<http://www.santana.org/city-council/resolutions>

City of Oakland: Resolution No. 86754 (2015)
<http://www.oaklandca.gov/city-council/resolutions>

City of Berkeley: Resolution Supporting the Development and Growth of Worker Cooperatives (2016)
<http://www.berkeleyca.gov/city-council/resolutions>

Austin (TX): Resolution 201406-2-072 (2014)
<http://www.austintexas.gov/itd/council/councilresolutions>

City of Buffalo (NY): Worker-Owned Cooperatives in the City of Buffalo (2014)
<http://www.buffalonyschools.org/DocumentCenter/View/1111/Resolution-2014-001>

The Federation of South Cooperatives and Assistance Fund
<http://www.federationofcoops.org>

Local Emergency Assistance Fund
www.leafund.org

The Working World
<http://www.workingworld.org>

National Cooperative Bank
<http://www.nationalcooperativebank.org>

Cooperative Development Foundation
<http://www.cdf.org>

The Main Street Phoenix Project
<http://www.mainstreetphoenixproject.org>

U.S. Department of Agriculture (USDA): For Cooperatives
<http://www.usda.gov/ourpartners/cooperatives>

Cooperative Educational Tools

University of Wisconsin (Madison): Center for Cooperative Development
<http://www.coopcenter.org>

City of New York: Lessons and Tools for Cooperative Development
<http://www.cityofnewyork.us/economic-development/working-together>

National Association of Housing Cooperatives: The Developer's Toolkit

<http://www.nahc.org/resources/developers-toolkit>

Books on Cooperatives

Jonas Gordon Nordstrom: Collective Change: A History of African American Cooperative Economic Thought and Practice. University Park: Penn State University Press (2014)

John C. O'Farrell: For All the People. Oakland: PM Press (2009)

Balázs Zsengyel and Vera Zsengyel: Cooperative Enterprise: Facing the Challenge of Globalization. Cheltenham: Edward Elgar (2010)

Joyce Rothschild & J. Allen White: The Cooperative Movement. Cambridge: Cambridge University Press (1988)

Chris O'Connell: Governing the Commons: The Evolution of Institutions for Collective Action. Cambridge: Cambridge University Press (1990)

Articles on Cooperatives

Shirley A. Suttler: "Cooperative Cities: Municipal Support for Worker Cooperatives in the United States," *Journal of Urban Affairs* (2010)

Justina Gordon Nordstrom: "Building a Cooperative Economy: The Next System Project" (2017)

Frank Kuhn: "A Road to the Worker-Owned Economy," *The Magazine* (2018)

Peter Harnett: "Pledging Inequities Among Worker-Owned Cooperatives: A Proposal," *Eastern Economic Journal* (2009)

Contact Cooperative Resources

A collection of on-going presentations, events, handouts, city actions and more compiled by A Slice of New York
<http://www.asliceofnewyork.org>

July 2020 version 1.0

In folder: "Background Information"
Name: CCCD - 2020 Cooperative Resources.pdf





EDCM Committee

Item #5 – Discussion on Use of San Jose Settlement Funds

August 19, 2020



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

Settlement Funds

- \$5 million received from the City of San Jose related to the Santana West Development Project

5. The City of San Jose shall pay to the City of Santa Clara Five Million Dollars (\$5,000,000) within ten (10) calendar days of the City of San Jose issuing a grading permit or building permit for development on the Santana West Project site, or on July 1, 2022, whichever occurs first, to be used solely for affordable housing and transportation improvements in the City of Santa Clara (Affordable Housing and Transportation Payment).

(Excerpt from Santana West Development Project Settlement Agreement)



Potential Projects

- Four potential projects have been identified
 - 3 transportation projects
 - 1 affordable housing project

3



Potential Transportation Projects

- El Camino Real Bicycle Lanes - Design and construct separated bikeways on El Camino Real (4.29 miles). \$5.5 million
- Benton Bicycle Lanes - Fund the study, design, and construction of bicycle facilities on Benton Street between Lincoln Street and Dunford Way (3.39 miles). \$1.4 million
- Lick Mill Boulevard Pedestrian Beacons Upgrade - Upgrade the two existing pedestrian flashing beacons on Lick Mill Boulevard between Tasman Drive and Montague Expressway and upgrade one curve warning sign. \$0.5 million

4



Potential Affordable Housing Project

- 1601 Civic Center Drive - Financial participation with Charities Housing on a 1.41-acre site. Together with other public financing such as Measure A, \$6 million from the City would allow for a 100% low-income family housing development with approximately 120 units.

5



Identified Projects

- El Camino Real Bicycle Lanes - \$5.5 million
- Benton Bicycle Lanes - \$1.4 million
- Lick Mill Boulevard Pedestrian Beacons Upgrade - \$500,000
- 1601 Civic Center Drive - \$6 million

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