



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Dolan Beckel

SUBJECT: See Below

DATE: September 16, 2024

Approved

Date

9/27/24

COUNCIL DISTRICT: Citywide

SUBJECT: City Council Focus Area Semi-Annual Status Report for Fiscal Year 2023-2024 Third and Fourth Quarters

RECOMMENDATION

- a) Accept the semi-annual status report on the implementation of the City Council Focus Areas.
- b) Approve the use of the outcome and performance measures identified for each City Council Focus Area.

SUMMARY AND OUTCOME

For the reporting periods of the third (Q3) and fourth (Q4) quarters of Fiscal Year (FY) 2023-2024, the Mayor and City Council will understand the status of outcome measures, performance measures, key programs and initiatives, key budget program resources, planned and actual accomplishments, and policy considerations for the following City Council Focus Areas (Focus Areas):

- Increasing Community Safety;
- Reducing Unsheltered Homelessness;
- Cleaning Up Our Neighborhoods; and
- Attracting Investment in Jobs and Housing.

The Mayor and City Council will also understand lessons learned and improvements made in this semi-annual status report, improvements planned for the FY 2024-2025 first (Q1) and second (Q2) quarters status report, and recommended updates to the Focus Area Scorecards.

BACKGROUND

The Focus Areas were created as part of the FY 2023-2024 Priority-Setting process in conjunction with the Mayoral Transition Committee process between January and February 2023. The purpose of the Focus Areas is to promote accountability for driving positive outcomes and performance on a very limited number of priorities most greatly impacting the community and to generate actionable and measurable solutions to address those priorities. Each Focus Area is narrowly defined and is not designed to include all related City services. Staff currently provides semi-annual status reports on the Focus Areas to the City Council in the fall and spring of each year.

Staff last reported on the Focus Areas on February 13, 2024. Subsequently, the City Council directed staff to update the measures that evaluate the Reducing Unsheltered Homelessness Focus Area.¹ Staff was directed to explore incorporating a more holistic picture of homelessness and to return to the City Council with further scorecard and dashboard recommendations to align with the Community Plan to End Homelessness.

On June 11, 2024, the City Council gave additional direction for the Reducing Unsheltered Homeless Focus Area through approval of the Mayor's June Budget Message for FY 2024-2025, directing staff to report additional measures to monitor: (1) the number of people living in unmanaged encampments; (2) the amount of acreage protected along City waterways and other metrics complying with California State Water Resources Control Board reporting requirements; (3) the reduction in Tier 3 encampments; and (4) net new placements created, including emergency interim housing, safe sleeping, safe parking, permanent supportive housing units, reconnections to family through the new Homeward Bound program, and hotel/motel rooms.² These new measures have been evaluated for feasibility and collection, the results of which, along with other improvements recommended to further alignment with the measures discussed in Manager's Budget Addenda #39³ and the measures recommended in the Mayoral Transition Committee Report⁴ on February 14, 2023, are reflected in the Focus Area Scorecards in this memorandum.

¹ February 13, 2024, City Council Item 3.4

<https://sanjose.legistar.com/MeetingDetail.aspx?ID=1169057&GUID=5334A47E-3719-4C2E-AD22-9645378725EE&Search=>

² June 11, 2024, City Council Item 3.4

<https://sanjose.legistar.com/MeetingDetail.aspx?ID=1192737&GUID=7FBFF0B3-2D6C-4889-B037-3DF71467A41B&Search=>

³ May 31, 2023, Manager's Budget Addendum #39

<https://www.sanjoseca.gov/home/showpublisheddocument/98918/638212376484130000>

⁴ February 14, 2023, City Council Priority-Setting Session #1 – Mayoral Transition Committee Report

<https://sanjose.legistar.com/LegislationDetail.aspx?ID=6024093&GUID=574EFCAC-EEC2-4864-947E-CE009B24B4C6&Options=&Search=>

ANALYSIS

This memorandum provides historical information for the current reporting period (Q3 and Q4) of FY 2023-2024 and forward-looking information for the next reporting period (Q1 and Q2) of FY 2024-2025.

Current Reporting Period (Q3 and Q4 of FY 2023-2024)

Each of the four Focus Area Scorecards for FY 2023-2024 can be found in **Attachment A** for historical information for the current reporting period. During the City Council meeting for this item, the Executive Sponsor for each Focus Area will provide a verbal update on each FY 2023-2024 Scorecard section, including:

- Outcome measures, performance measures, and other quantitative trends;
- Key budget programs and initiatives for FY 2023-2024; and
- Actual accomplishments for the current reporting period.

Other topics from the current reporting period are discussed below.

1. Focus Area Scorecard Annual Target Performance Summary for FY 2023-2024;
2. Focus Area Dashboards;
3. Execution as Learning Focus Area Scorecard Improvements; and
4. Racial Equity Impact Analysis for FY 2023-2024.

Focus Area Scorecard Annual Target Performance Summary for FY 2023-2024

To drive accountability for performance, the Administration sets quantitative targets at an annual cadence and identifies performance improvement opportunities to close performance gaps. Staff analyzed actual performance against the targets and forecasts set for FY 2023-2024 in the **Table** below, wherein each performance measure is categorized as:

- **Green** – 37%; exceeded, met, or largely met annual targets;
- **Yellow** – 26%; missed annual targets by a narrow margin and the performance gap is trending in the right direction; and
- **Red** – 37%; missed annual targets by a wide margin and/or the performance gap is trending in the wrong direction.

Table - Scorecard Performance Measure Annual Target Summary for FY 2023-2024

FY 2023-2024 Focus Area Performance Measure	FY 2023-2024 Target / Forecast	FY 2023-2024 Actual ⁵	Key Performance Improvement Opportunities
Increasing Community Safety Focus Area			
Crimes Against Property	38,400	37,305	<ul style="list-style-type: none">• Increase the San José Police Department’s reach for recruitment marketing and lateral incentive programs to fill vacancies that impact crime rate performance.• Acquire a new video management system for the Bureau of Investigations Real Time Intelligence Center, thereby improving crime rate performance.• Implement traffic safety, complete streets, quick-build, and pedestrian safety capital improvements in conjunction with the speed safety camera program to improve the City’s Vision Zero goals to reduce traffic fatalities.
Crimes Against Persons	16,000	16,648	
Traffic Fatalities	54	50	
Reducing Unsheltered Homelessness Focus Area			
Homelessness Prevention Retention Rate	95%	94%	<ul style="list-style-type: none">• Effectively hire and utilize additional staffing resources included in the FY 2024-2025 approved budget to increase support for developing safe opportunity sites.• Expedite site development and partner engagement strategies to streamline the production rate of safe opportunities.• Improve citywide communications and issue resolution for homelessness concerns by
Permanent Supportive Housing Retention Rate	95%	95%	
Rapid Rehousing Retention Rate	95%	88%	
Safe Opportunity Completion Rate	80%	55%	
Emergency Interim Housing Production Rate	50%	50%	

⁵ FY 2023-2024 Actuals are generally listed as the Q4 datapoint for instances where the target or forecast is a desired level of performance incrementally worked towards (for instance, SJ311 customer satisfaction and emergency interim housing production rate.) In the case of performance targets that are cumulative in nature (crimes against property, crimes against persons, and traffic fatalities) or are annual averages (only speed of residential building permit reviews), the quarterly target or forecast is converted in the table to an annual summation or an annual average.

FY 2023-2024 Focus Area Performance Measure	FY 2023-2024 Target / Forecast	FY 2023-2024 Actual⁵	Key Performance Improvement Opportunities
			<p>establishing a centralized City Council Homelessness Liaison within the City Manager's Office in addition to continuing to develop and improve a One Source Homelessness Hub Landing Page on the City's main website offering reporting tools, resource connections, volunteer opportunities, progress data, and plan information.</p> <ul style="list-style-type: none"> • Continue to refine improved homelessness solution delivery approach using Agile/Scrum methodologies and an Incident Command-like approach withing the current four homelessness scrum teams: (1) Increase Supply of Interim Housing, Safe Parking, and Safe Sleeping Sites; (2) Provide Support to Unsheltered Individuals; (3) Manage Impacts o both Neighborhoods and Waterways; and (4) Improve Productivity.
Cleaning Up Our Neighborhoods Focus Area			
BeautifySJ Blight Response Times for Graffiti Removal	80%	96%	<ul style="list-style-type: none"> • Perform an operational assessment of the Planning, Building, and Code Enforcement Department's Code Enforcement Division structure and processes and identify means to achieve more rapid and effective resolution of code enforcement cases. • Complete the roll-out of the new SJ311 Vehicle Concerns services to enable a more efficient and effective way for the public to report on a variety of vehicle concerns impacting quality-of-life
BeautifySJ Blight Response Times for Illegal Dumping	80%	78%	
BeautifySJ Blight Response Times for Encampment Trash	80%	95%	
Code Enforcement Blight Case Backlog	436	459	
SJ311 Customer Satisfaction for Graffiti Removal	80%	94%	

FY 2023-2024 Focus Area Performance Measure	FY 2023-2024 Target / Forecast	FY 2023-2024 Actual ⁵	Key Performance Improvement Opportunities
SJ311 Customer Satisfaction for Illegal Dumping	80%	61%	and neighborhood cleanliness issues. Continue to roll-out the new Vehicle Concerns Performance Metrics Dashboard and associated data and take actions to optimize the City’s Vehicle Concerns response and overall customer satisfaction score. • Effectively hire and utilize additional staffing resources added to the BeautifySJ program to enable increased capacity for blight reduction programs to meet an increased volume of illegal dumping and other service requests.
SJ311 Customer Satisfaction for Junk Pickup	80%	64%	
SJ311 Customer Satisfaction for Abandoned Vehicles	80%	37% ⁶	
Attracting Investment in Jobs and Housing Focus Area			
Housing Units Added in the City	10%	-38%	• Implement a new Downtown High-Rise Residential Incentive Program approved by the City Council in June 2024 to provide deeper reductions in fees and taxes to facilitate housing production in Downtown. Bring forward a new Downtown Office Incentives Program for City Council consideration in October 2024. • Implement Development Services improvements, including an online fee estimator, an online public permit search, customer dashboards, and customer support tools to improve the speed of housing permit review. • Expand key programs Downtown to improve vibrancy, including a
Speed of Housing Permit Review	80%	59%	
Downtown Vibrancy Rating	60%	45%	

⁶ This data for abandoned vehicle customer satisfaction is from Q3 FY 2024-2025.

FY 2023-2024 Focus Area Performance Measure	FY 2023-2024 Target / Forecast	FY 2023-2024 Actual⁵	Key Performance Improvement Opportunities
			new foot patrol and a new Community Services Officer detail, beautification projects along key areas, and support for arts and entertainment events.

Focus Area Dashboards

Focus Area Dashboards include a more comprehensive, interactive set of performance data beyond those provided in the scorecards.⁷ The City Manager's Office, in partnership with the Information Technology Department and the City Manager's Office of Communications, has implemented enhancements to the Focus Area Dashboard public website since its launch in spring 2023, including:

1. City Safety Perception disaggregation by respondent age, area of City, ethnicity, gender identity, and household income;
2. City Cleanliness Perception disaggregation by respondent area of City, ethnicity, home type, household income, and work location;
3. Downtown Vibrancy Rating disaggregation by respondent age, Downtown visitation frequency, ethnicity, gender identity, and years lived in San José; and
4. A new public webpage with background information on the Focus Area Community Survey.

Future enhancements planned for the Focus Area Dashboards include disaggregation for the Increasing Community Safety crime type performance measures and City Council District-level data on measures collected in the Focus Area Community Survey. The 2024-2025 Adopted Budget included dashboard development resources through December 2024, after which any additional changes, improvements, or enhancements to the Focus Area Dashboards will be subject to the future appropriation of budgetary resources.

Execution as Learning City Council Focus Area Scorecard Improvements

To foster an adaptable vision of achieving the City Council's priorities, the Administration set forward implementing the Focus Areas within the context of "execution as learning." This model prioritizes collective learning for cross-departmental and cross-jurisdiction collaboration, promotes psychological safety, encourages failing forward quickly, and simplifies complexity through iteration. Over the first year of implementation, three categories have emerged and are elaborated below.

⁷ <https://www.sanjoseca.gov/your-government/departments-offices/mayor-and-city-council/city-council-focus-areas>

- 1. Outcome and Performance Measure Evaluations** – Lessons learned through staff analysis to improve the meaningfulness of scorecard measures, indicating changes to the City Council-directed outcome and performance measures where alignment is improved with the goals of the Focus Areas.
- 2. Performance Measure Data Collection Challenges** – Lessons learned that surface issues with operational data collection that render a specific measure currently unreportable.
- 3. Other Recommendations** – Lessons learned during the reporting period that led to other recommendations identified for City Council consideration.

1. Outcome and Performance Measure Evaluations

- **Property and Violent Crime Rates** – On April 4, 2023, the San José Police Department transitioned from the Summary Reporting System to the National Incident-Based Reporting System. This transition resulted in substantial disruption of the department's crime data reporting processes, necessitating manual correction of thousands of database entries. As a result, crime statistics were not available to report on previous iterations of the Increasing Community Safety Focus Area Scorecard. The San José Police Department has now fully implemented the National Incident-Based Reporting System transition and adjusted the Focus Area performance measures to match the new system's definitions of property crime (now crimes against property) and violent crime (now crimes against persons). Data is displayed on the Increasing Community Safety Focus Area Scorecard.
- **Individuals Living in Unmanaged Encampments** – The City Council directed staff through the June Budget Message to report on the number of people living in unmanaged encampments in San José. The Administration does not have a reliable methodology to collect this data on a quarterly frequency. As an alternative outcome measure, though at a less frequent measurement cycle, the Administration has begun reporting on the number of unsheltered and sheltered individuals as measured every two years through the Homelessness Census Point-In-Time Count. Data is displayed on the Reducing Unsheltered Homelessness Focus Area Scorecard. The next Homelessness Census Point-In-Time Count will be conducted in January 2025.
- **Inflow-Outflow Rate of People Utilizing Homelessness Services** – Staff further refined the definition and data for this outcome measure to align with County of Santa Clara definitions. As such, the current and historical data for this measure have been updated to align with those definitions. Inflow is defined as a client's first time Vulnerability Index – Service Prioritization Decision Assistance Tool assessment. For households with children, under this assessment, only the head of household completes the assessment; for adult-only households, each adult usually completes the assessment. San José affiliation for homeless inflow is established by responding "San José" to four city affiliation questions: 1) where

do you spend most of your time, 2) where did you live prior to becoming homeless, 3) where is your city of employment, and 4) where is your city of school. Outflow is defined as a housed household with a move-in date into a housing program or an exit to a permanent housing destination from a non-housing program. Data is displayed on the Reducing Unsheltered Homelessness Focus Area Scorecard.

- **Code Enforcement Case Backlog** – Staff refined the definition of the Code Enforcement Case Backlog to report on the absolute number of code enforcement cases categorized as blight-related, instead of code enforcement cases overall. The resulting performance measure lends to a better quantification of cases which support the goals of the Focus Area. Data is reported on the Cleaning Up Our Neighborhoods Focus Area Scorecard.
- **SJ311 Customer Satisfaction Rates for Abandoned Vehicles** – The Cleaning Up Our Neighborhoods Focus Area Scorecard will no longer report on customer satisfaction for abandoned vehicles after Q3 FY 2023-2024. The previous SJ311 Vehicle Abatement service was replaced with the new Vehicle Concerns service at the end of March 2024. In addition, to expanding services and deploying new SJ311 enhancements, the customer satisfaction survey and data metrics underwent significant improvements. During the March 2024 transition, the new customer satisfaction survey was deployed. This new survey asks different questions, allowing for a more nuanced understanding of customer satisfaction. Given this transition, most Q4 Vehicle Concerns activities were conducted in conjunction with the new survey, which is not represented in the SJ311 customer satisfaction performance measure data. Staff created a new vehicle concerns dashboard, which will be brought to the Transportation and Environment Committee on October 7, 2024. Staff will incorporate the new customer satisfaction data for the Cleaning Up Our Neighborhoods Focus Area starting in Q1 FY 2024-2025, which will subsequently be brought to the City Council in the Focus Area Semi-Annual Report in spring 2025.
- **Housing Production Rates** – Staff refined the Housing Production Rate performance measure definition to align with the Housing Element and the Community and Economic Development City Service Area Dashboard. The definition reflects the number of affordable and market-rate housing unit building permits issued measured against quarterly Regional Housing Needs Allocation targets. Data is reported on the Attracting Investment in Jobs and Housing Focus Area Scorecard.
- **Downtown Activity Rates Data Source** – The Administration reports on Downtown activity through cell phone data and device counts. The City's data source and other similar data sources have been reported widely through local news sources, academic institutions such as the University of Toronto, and City partners. However, these channels utilize different underlying data methodologies and analytical models to estimate Downtown activity. The Administration is evaluating these data sources for accuracy, credibility, and

standardization while the City's data contract is ending. Staff recommends partnering with the San Jose Downtown Association to utilize its data provider in future reports to improve alignment.

2. Performance Measure Data Collection Challenges

- **Reducing Unsheltered Homelessness Performance Measures** – The City Council directed staff through the June Budget Message to report on the amount of acreage protected along City waterways (Waterway Enforcement) and the change in the number of Tier 3 encampments in the City (Tier 3 Encampment Count Change). The Administration is actively designing methodologies to collect data on these measures quarterly or recommend alternative measures where collection is not feasible. The Administration plans to implement these methodologies in the fall of 2024 by reporting data and setting targets beginning with the next Focus Area semi-annual report.

3. Other Recommendations

- **Benchmark Analysis and Inventory** – The City Council has expressed the desire to understand how the City of San José is doing in relation to peer jurisdictions. Staff completed a likeness benchmarking analysis to identify the top five peers for each Focus Area as well as the top 10 peers to the City of San José overall. Staff subsequently performed an inventory of the Focus Area Outcome and Performance Measures to evaluate the degree to which similar data exists to compare San José to those lists of peers. The result of this initial work is an understanding of which United States cities are best for the City of San José to do a relative comparison of Focus Area performance and associated strategies. Currently, there are no next steps directed and funded for this benchmarking opportunity.
- **Resourcing for Key Budget Programs/Initiatives** – The Administration utilizes budget programs to summarize the budgetary resources and authorized positions managed by departments. The Focus Area Scorecards publish budget program-level data for FY 2023-2024 based on budget programs that align most with the reported performance measures. These budget programs are not meant to be understood as an exhaustive list of City resources that influence Focus Area performance measures, nor are the resources within each budget program exclusively designated to deliver services that directly influence those performance measures. Instead, the budget programs identified represent the most aligned resources to show a general level of investment. The Administration recommends continuing to use budget program data in this manner and will provide Adopted Budget data for covering FY 2024-2025.

Racial Equity Impact Analysis

Staff analyzed Focus Area Community Survey data from FY 2023-2024⁸ to identify racial and ethnic disparities in resident responses. Based on this analysis, racial equity considerations should aim to address the disparities outlined below.

1. **Neighborhood Safety Perception** – Respondents who self-identified as “Latino/a/x” or “Vietnamese” were the least likely groups to rate their neighborhood as safe. Respondents who self-identified as “Caucasian/White” or “Mixed/Other” were the most likely groups to rate their neighborhood as safe.
2. **Neighborhood Cleanliness Perception** – Respondents who self-identified as “Latino/a/x” or “Vietnamese” were the least likely groups to rate their neighborhood as clean. Respondents who self-identified as “Caucasian/White” or “Chinese” were the most likely groups to rate their neighborhood as clean.
3. **Downtown Vibrancy Rating** – Respondents who self-identified as “Chinese” or “East Indian” were the least likely groups to rate Downtown as a vibrant place. Respondents who self-identified as “Vietnamese” or “Other Asian” were the most likely groups to rate downtown as a vibrant place.

Attachment B shows the Focus Area Community Survey annual report. The report includes further disaggregated breakdowns by additional demographic categories that matter to the goals of the Focus Areas, including age, ethnicity, household income, gender identity, child in household status, years lived in San José, survey language, home ownership status, downtown visitation frequency, crime victimization, traffic collision involvement, and City Council District.

Next Reporting Period (Q1 and Q2 of FY 2024-2025)

Each of the four City Council Focus Area Scorecards recommended for FY 2024-2025 may be found in **Attachment A** for forward-looking information for the next reporting period. During the City Council meeting for this item, the Executive Sponsor for each Focus Area will provide a verbal update on each FY 2024-2025 scorecard section, including:

- Outcome measures, performance measures, and FY 2024-2025 targets and forecasts (including FY 2023-2024 historical data where available);
- Key budget programs and initiatives for FY 2024-2025;⁹
- Policy and other City Council considerations; and
- Planned accomplishments for the next reporting period.

⁸ This dataset consisted of disaggregated data pooled over a full year of quarterly surveys with a stratified random sample of 3,626 adults who reside within the City of San José.

⁹ Budget and staffing data are not provided in this memorandum for the identified budget programs for FY 2024-2025. Once the FY 2024-2025 Adopted Budget is published, this data will be provided in future reports.

EVALUATION AND FOLLOW-UP

The Administration will return to the City Council with a semi-annual status update in February 2025 and will continue to make quarterly updates on the City Council Focus Area Dashboards through the public website.

COORDINATION

This memorandum and related documents were prepared in coordination with the City Attorney's Office, City Manager's Budget Office, City Manager's Office of Administration, Policy, and Intergovernmental Relations, and the Information Technology Department.

PUBLIC OUTREACH

This memorandum will be posted on the City's Council Agenda website for the October 8, 2024 City Council meeting.

COMMISSION RECOMMENDATION AND INPUT

No commission recommendation or input is associated with this action.

CEQA

Not a Project, File No. PP17-009, Staff Reports, Assessments, Annual Reports, and Informational Memos that involve no approvals of any City action.

PUBLIC SUBSIDY REPORTING

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.

/s/
Dolan Beckel
Chief of Staff for the City Manager
City Manager's Office

HONORABLE MAYOR AND CITY COUNCIL

September 16, 2024

Subject: City Council Focus Area Semi-Annual Report for Fiscal Year 2023-2024 Third and Fourth Quarters

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For questions, please contact Erik Jensen, Assistant to the City Manager, at erik.jensen@sanjoseca.gov.

ATTACHMENTS

Attachment A: City Council Focus Area Scorecards

Attachment B: Focus Area Survey Summary Report, July 2024

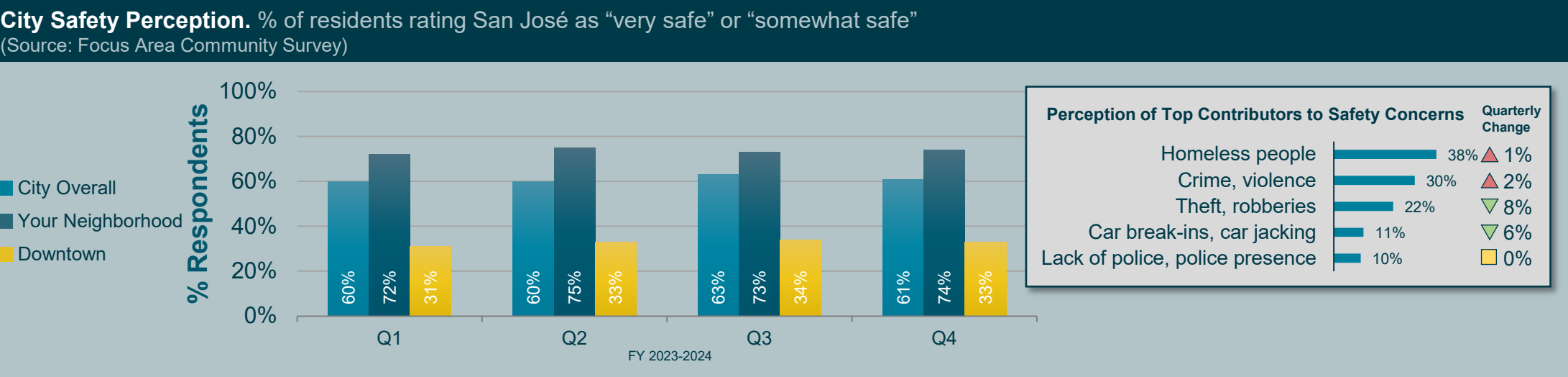


Increasing Community Safety Scorecard

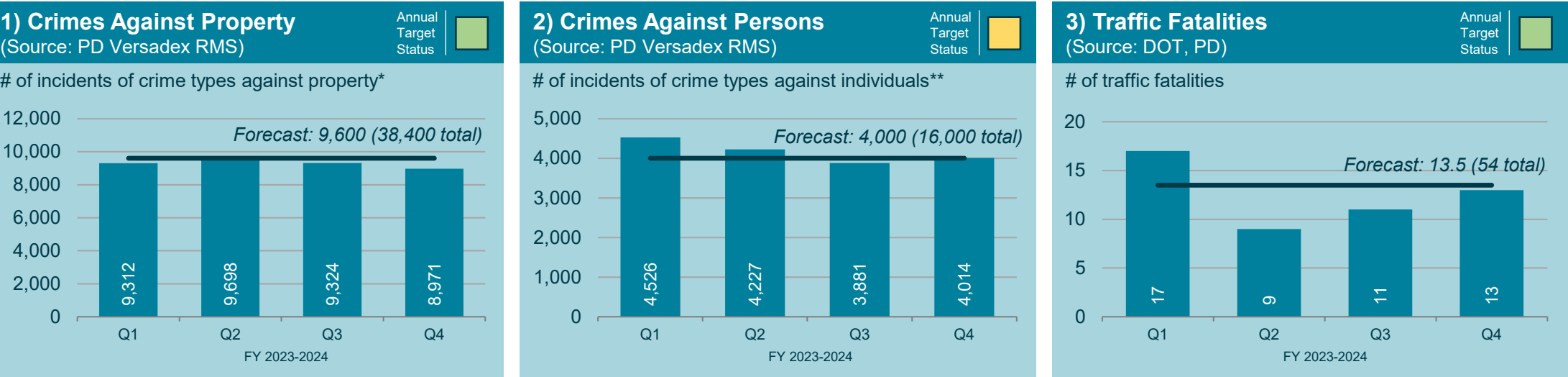
FY 2023-2024
Jul 2023 – Jun 2024

Outcome and Performance Measures

Outcome



Performance



* Crimes Against Property: Robbery, Burglary, Larceny/Theft Offenses, Motor Vehicle Theft, Arson, Bribery, Counterfeiting/Forgery, Destruction/Damage/Vandalism of Property, Embezzlement, Stolen Property Offenses, Extortion/Blackmail, and Fraud Offenses

** Crimes Against Persons: Murder, Manslaughter, Rape, Aggravated Assault, Simple Assault, Intimidation, Human Trafficking, Kidnapping/Abduction, Sex Offenses (All Other)



Increasing Community Safety Scorecard

Q3-Q4 2023-2024
Jan – Jun 2024

Key Programs/Initiatives and Resources Driving Performance Improvement

Performance	1) Crimes Against Property	2) Crimes Against Persons	3) Traffic Fatalities
Key Budget Programs/Initiatives	<ul style="list-style-type: none">Field Patrol (PD)<ul style="list-style-type: none">Recruitment Task ForceOrganized Retail Theft Task Force	<ul style="list-style-type: none">Crime Prevention (PD)Youth Gang Prevention and Interventions (PRNS)<ul style="list-style-type: none">Youth Intervention ServicesBringing Everyone's Strengths Together (BEST) Grant Program	<ul style="list-style-type: none">Traffic Enforcement (PD)Traffic Safety (DOT)<ul style="list-style-type: none">Traffic Capital ImprovementsComplete Streets ImprovementsQuick Build Safety ImprovementsPedestrian Safety Improvements
FY 2023-2024 Resourcing for Key Budget Programs/Initiatives	Field Patrol	Crime Prevention	Traffic Enforcement
	\$236,687,735773.00 FTEs	\$2,059,10513.00 FTEs	\$9,467,54830.00 FTEs
	Youth Gang Prevention and Interventions	Traffic Safety	
	\$11,477,44951.40 FTEs	\$4,301,74923.35 FTEs	
	Sub-Total	Sub-Total	Sub-Total
	\$236,687,735773.00 FTEs	\$13,536,55464.40 FTEs	\$13,769,29753.35 FTEs
Planned vs Actual Key Accomplishments	<ul style="list-style-type: none"><input type="checkbox"/> Hired 75 (conditional) Sworn officers and 6 Community Service Officers (CSOs).<input type="checkbox"/> Implemented Catalytic Converter Theft (CCT) Ordinance and completed Department-wide training on CCT enforcement.<input type="checkbox"/> Installed 277 Organized Retail Theft Task Force cameras.<input type="checkbox"/> Conducted 282 preventative patrols at major retail locations.	<ul style="list-style-type: none"><input type="checkbox"/> Implemented Narcotics Alternative Destination Program Pilot.<input type="checkbox"/> Implemented 911-988 Call Transfer Pilot.<input type="checkbox"/> Awarded 4 community-based organizations with \$350,000 of opioid settlement funds for substance abuse prevention.<input type="checkbox"/> Served ~60 teenage newcomers from Central America through new Late Night Gym pilot.	<ul style="list-style-type: none"><input type="checkbox"/> Constructed 3 Capital Improvement Transportation Safety Projects.<input type="checkbox"/> Completed 3 Quick Build Improvements Project.<input type="checkbox"/> Completed 30 Pedestrian Safety and Traffic Calming Projects.<input type="checkbox"/> Updated Traffic Calming Policy to expand eligibility for neighborhoods to qualify for safety measures.



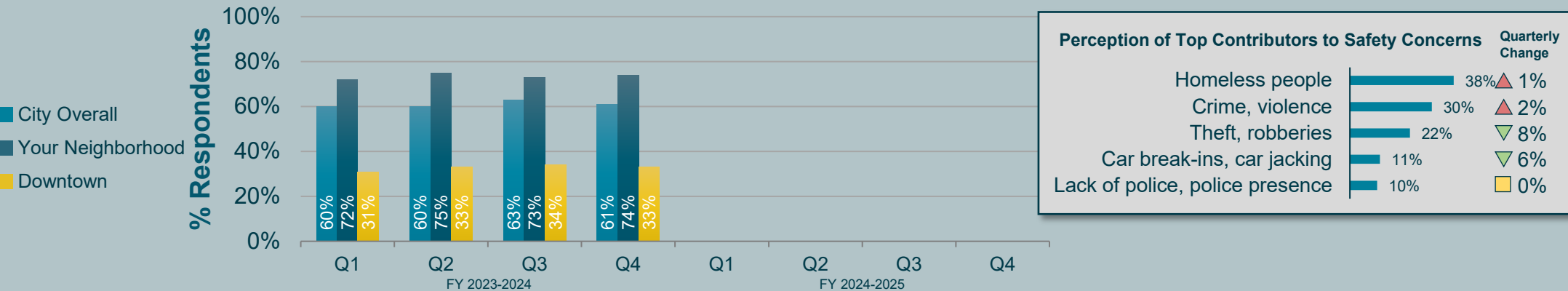
Increasing Community Safety Scorecard

FY 2024-2025
Jul 2024 – Jun 2025

Outcome and Performance Measures

Outcome

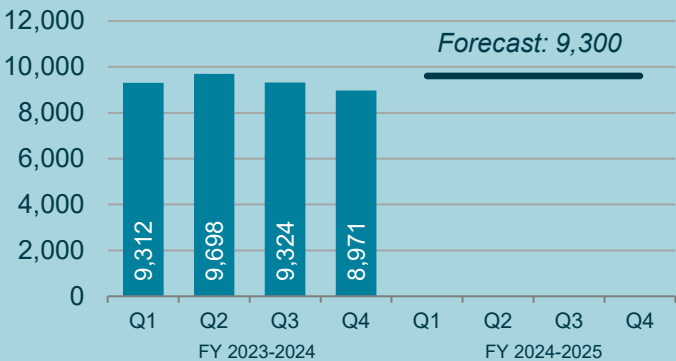
City Safety Perception. % of residents rating San José as “very safe” or “somewhat safe”
(Source: Focus Area Community Survey)



Performance

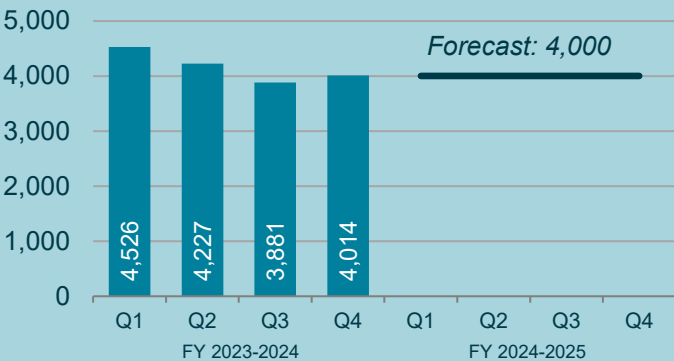
1) Crimes Against Property
(Source: PD Versadex RMS)

of incidents of crime types against property*



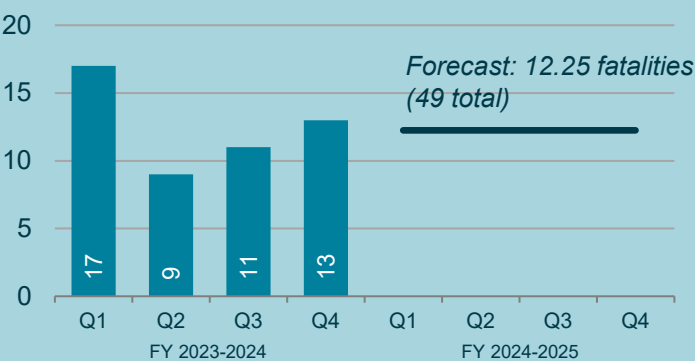
2) Crimes Against Persons
(Source: PD Versadex RMS)

of incidents of crime types against individuals**



3) Traffic Fatalities
(Source: DOT, PD)

of traffic fatalities



* Crimes Against Property: Robbery, Burglary, Larceny/Theft Offenses, Motor Vehicle Theft, Arson, Bribery, Counterfeiting/Forgery, Destruction/Damage/Vandalism of Property, Embezzlement, Stolen Property Offenses, Extortion/Blackmail, and Fraud Offenses

** Crimes Against Persons: Murder, Manslaughter, Rape, Aggravated Assault, Simple Assault, Intimidation, Human Trafficking, Kidnapping/Abduction, Sex Offenses (All Other)



Increasing Community Safety Scorecard

Planned Key Accomplishments Next Period

Q1-Q2 2024-2025

Jul – Dec 2024

Performance	1) Crimes Against Property	2) Crimes Against Persons	3) Traffic Fatalities
Key Budget Programs/ Initiatives	<ul style="list-style-type: none">Field Patrol (PD)<ul style="list-style-type: none">Recruitment Task ForceOrganized Retail Theft Task Force	<ul style="list-style-type: none">Youth Gang Prevention and Interventions (PRNS)<ul style="list-style-type: none">Youth Empowerment AllianceOpioid Settlement FundInvestigative Services (PD)<ul style="list-style-type: none">Real Time Intelligence Center	<ul style="list-style-type: none">Traffic Enforcement (PD)Traffic Safety (DOT)<ul style="list-style-type: none">Traffic Capital ImprovementsComplete Streets ImprovementsQuick Build Safety ImprovementsPedestrian Safety Improvements
Policy and Other City Council Considerations	<ul style="list-style-type: none">Organized Retail Theft Task Force update to PSFSS in November 2024.	<ul style="list-style-type: none">Continuing collaboration with the County of Santa Clara to identify opportunities to expand the current 911-988 call transfer pilot.SJPD Crime Prevention Unit update to PSFSS in August 2024.PRNS is partnering with the District Attorney's Office to design a diversion program for middle school-aged youth focused on harm reduction and repair, including weapon offenses.Real Time Intelligence Center exploration, procurement, and implementation.	<ul style="list-style-type: none">Red Light Running and Speed Safety Camera update to PSFSS in September 2024.Updating the Vision Zero Action Plan scheduled to go to the Task Force, Transportation and Environment Committee, and City Council in fall 2024.Speed Safety Camera Use Policy/ Impact Report scheduled to go to City Council in fall 2024.
Planned Key Accomplishments for Q1 + Q2	<ul style="list-style-type: none"><input type="checkbox"/> Support passage of key state legislation (AB 2943, SB 982) to strengthen retail theft statutes.<input type="checkbox"/> Support passage of federal legislation (H.R. 8596) to address mail theft.<input type="checkbox"/> Implement a system for retailers to submit theft reports online.	<ul style="list-style-type: none"><input type="checkbox"/> Support passage of federal legislation (S.3444) to bolster suicide and crisis prevention.<input type="checkbox"/> Implement a Youth Services Data Management System.<input type="checkbox"/> Enhance the Real Time Intelligence Center with surveillance and data unification software to improve solve rates.	<ul style="list-style-type: none"><input type="checkbox"/> Construct 5 Capital Improvement Transportation Safety Projects.<input type="checkbox"/> Complete 9 Quick Build Safety Improvement Project.<input type="checkbox"/> Construct 27 Pedestrian Safety and Traffic Calming Improvements.



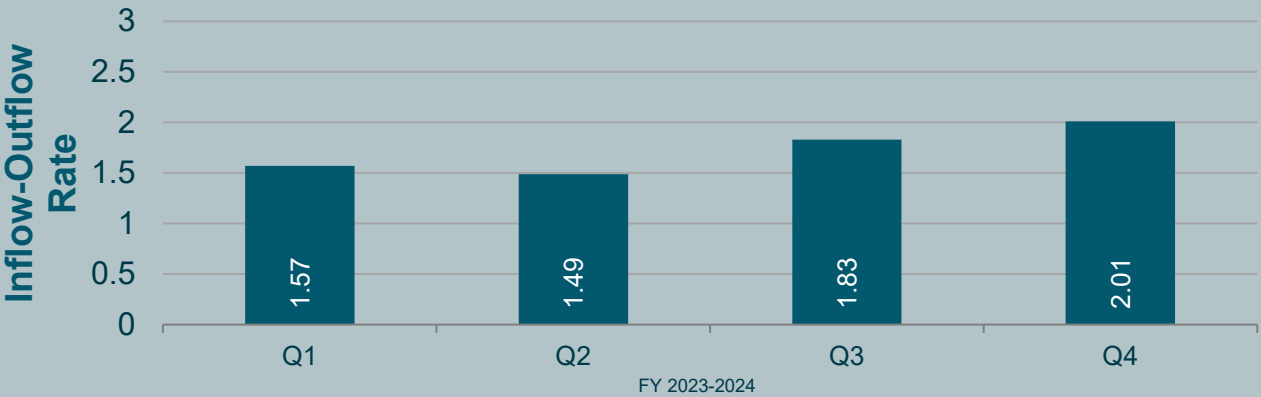
Reducing Unsheltered Homelessness Scorecard

FY 2023-2024
Jul 2023 – Jun 2024

Outcome and Performance Measures

Outcome

Inflow-Outflow Rate of People Utilizing Homelessness Services.* Ratio of number of households that take the VI-SPDAT for the first time for every household that exits homelessness in the City of San José (Source: HMIS)



Timeframe	Inflow** (# becoming homeless)	Outflow*** (# exiting homeless)
Q1 (Jul-Sep 2023)	862 households	548 households
Q2 (Oct-Dec 2023)	772 households	518 households
Q3 (Jan-Mar 2023)	832 households	454 households
Q4 (Apr-Jun 2023)	828 households	411 households

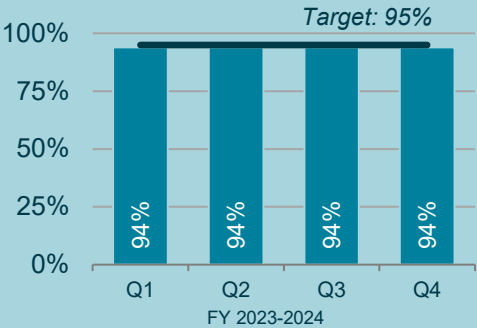
Performance

1) Homelessness Prevention Retention Rate (Source: HMIS)

Annual Target Status



% of SJ households receiving prevention services that retain housing after one year

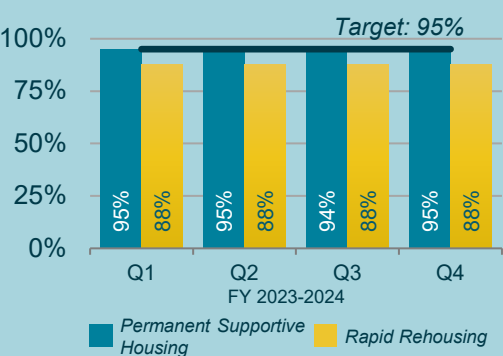


2) Permanent Supportive, Rapid Rehousing Retention Rate (Source: HMIS)

Annual Target Status



% of SJ households remaining housed one year after being housed by housing type

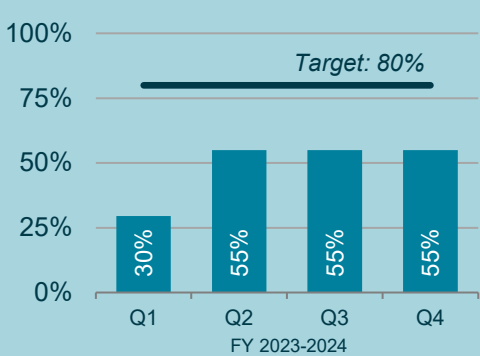


3) Safe Opportunity Completion Rate (Source: Housing)

Annual Target Status



% completion of 1,000 net new safe opportunities



4) Emergency Interim Housing Production Rate (Source: PW)

Annual Target Status



% completion of 1,000 unit production target for interim housing



* **Inflow-Outflow Rate of People Utilizing Homelessness Services** is defined as the ratio of the number of SJ households that take the VI-SPDAT for the first time for every household that exits homelessness in SJ.

** **Homeless Inflow** is defined as a client's first time VI-SPDAT assessment. For households with children, only the head of household completes the Family VI-SPDAT assessment. For adult-only households, each adult usually completes a VI-SPDAT assessment. Affiliation is established by responding "San José" to four city affiliation questions on the VI-SPDAT: where do spend most of your time, where did you live prior to becoming homeless, city of employment, city of school.

*** **Homeless Outflow** is defined as a housed household with a move-in date in a housing program or an exit to a permanent housing destination from a non-housing program.



Reducing Unsheltered Homelessness Scorecard

Q3-Q4 2023-2024

Jan – Jun 2024

Key Programs/Initiatives and Resources Driving Performance Improvement

Performance	1) Homelessness Prevention Retention Rate	2) Permanent Supportive, Rapid Rehousing Retention Rate	3) Safe Opportunity Completion Rate	4) Emergency Interim Housing Production Rate
Key Budget Programs/Initiatives	<ul style="list-style-type: none">Homeless Outreach and Case Management (Housing)<ul style="list-style-type: none">Eviction Prevention Help Center and Diversion Programs	<ul style="list-style-type: none">Tenant Based Rental Assistance and Rapid Rehousing (Housing)	<ul style="list-style-type: none">Interim Supportive Housing Development (Housing)<ul style="list-style-type: none">New safe parking capacityNon-Profit Service Grants to Support Housing and Community Development Needs	<ul style="list-style-type: none">Housing Other Departmental – Citywide (Housing)<ul style="list-style-type: none">Quick-build shelter expansion
FY 2023-2024 Resourcing for Key Budget Programs/Initiatives	Homeless Outreach and Case Management:	Tenant Based Rental Assistance and Rapid Rehousing:	Interim Supportive Housing Development:	Housing Other Departmental – Citywide:
	\$63,145,16814.00 FTEs	\$12,170,2951.50 FTEs	\$15,401,8421.00 FTEs	\$106,481,6008.75 FTEs
			Non-Profit Service Grants and Community Development Needs:	
			\$28,240,8430.43 FTEs	
Planned vs Actual Key Accomplishments	Sub-Total	Sub-Total	Sub-Total	Sub-Total
	\$63,145,16814.00 FTEs	\$12,170,2951.50 FTEs	\$43,642,6851.43 FTEs	\$106,481,6008.75 FTEs
<p>Accomplishments listed are for the Council-directed performance measures around waterway enforcement and tier 3 encampments:</p> <ul style="list-style-type: none"><input type="checkbox"/> Established a four-mile “No Return Zone” along Guadalupe River Trail.<input type="checkbox"/> The Water Board approved the Direct Discharge Plan in June 2024.<input type="checkbox"/> Developed a project plan to scale the RVP3 Program to provide biowaste removal services to 600 vehicles.<input type="checkbox"/> BSJ Waterways Team removed 250 tons of trash from encampments along waterways.<input type="checkbox"/> There was a 26% reduction in escalated cleanups. However, this reduction was due to ~14% increase in abatement activities. <p><input type="checkbox"/> Awarded contracts for construction of the following projects:</p> <ul style="list-style-type: none"><input type="checkbox"/> Via del Oro<input type="checkbox"/> Berryessa RV Parking<input type="checkbox"/> Rue Ferrari Expansion <p><input type="checkbox"/> Entered into an agreement with the state for the development of VTA Corp. Yard at Cerone into Interim Housing and began design.</p> <p><input type="checkbox"/> Began construction of Via del Oro and Berryessa.</p> <p><input type="checkbox"/> Completed tracking of the Interim Shelter Utilization Rate for facilities operational for more than one year, achieving the following quarterly utilization rates: Q1 at 90.60%, Q2 at 89.42%, Q3 at 88.88%, and Q4 at 89.81%.</p> <p><input type="checkbox"/> The Housing Department is developing a new methodology that will enable more accurate and thorough measurement of utilization across the system.</p>				



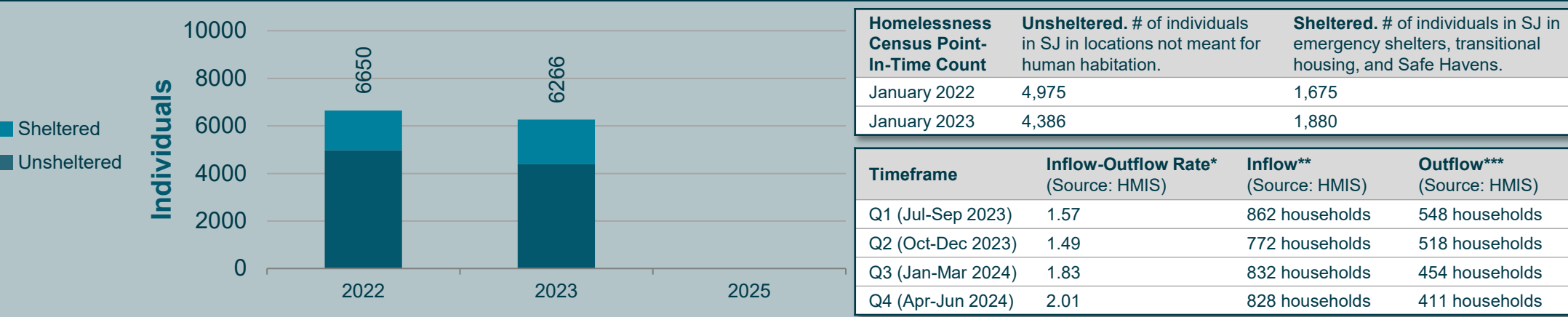
Reducing Unsheltered Homelessness Scorecard

FY 2024-2025
Jul 2024 – Jun 2025

Outcome and Performance Measures

Outcome

Homelessness Census Point-in-Time Count. Total number of unduplicated unsheltered and sheltered individuals (based on percentage reported) that are experiencing homelessness on a single night in January. (Source: Santa Clara County)

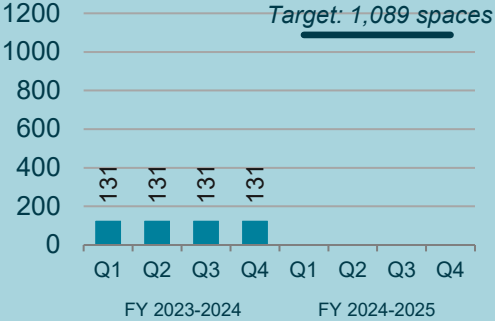


Performance

1) Placement Supply Production

(Source: PW)

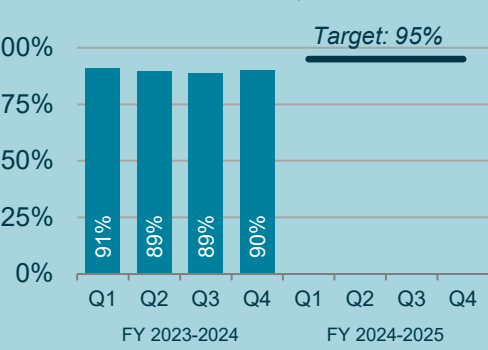
of cumulative net new spaces for emergency and interim housing, safe parking, and safe sleeping



2) Interim Shelter Utilization Rate

(Source: Housing)

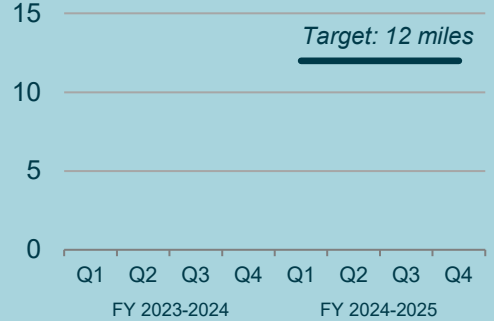
% utilization rate in interim City shelters operational for more than 1 year



3) Waterway Enforcement

(Source: ESD, PRNS)

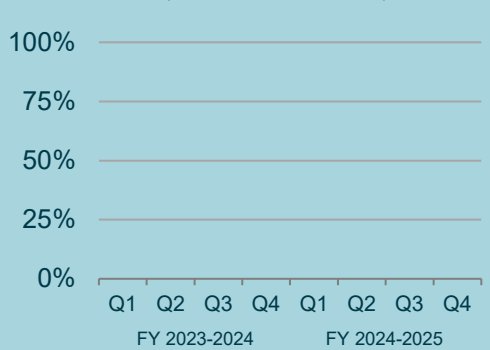
of miles of waterways that have been abated and where no-habitation requirements have been enforced



4) Tier 3 Encampment Count Change

(Source: PRNS)

% change in the number of Tier 3 encampments (most impactful sites)



* **Inflow-Outflow Rate of People Utilizing Homelessness Services** is defined as the ratio of the number of SJ households that take the VI-SPDAT for the first time for every household that exits homelessness in SJ.
** **Homeless Inflow** is defined as a client's first time VI-SPDAT assessment. For households with children, only the head of household completes the Family VI-SPDAT assessment. For adult-only households, each adult usually completes a VI-SPDAT assessment. Affiliation is established by responding "San José" to four city affiliation questions on the VI-SPDAT: where do spend most of your time, where did you live prior to becoming homeless, city of employment, city of school.
*** **Homeless Outflow** is defined as a housed household with a move-in date in a housing program or an exit to a permanent housing destination from a non-housing program.



Reducing Unsheltered Homelessness Scorecard

Q1-Q2 2024-2025

Jul – Dec 2024

Planned Key Accomplishments Next Period

Perform ance	1) Cumulative Placement Supply Production	2) Interim Shelter Utilization Rate	3) Waterway Enforcement	4) Tier 3 Encampment Count Change
Key Budget Programs/ Initiatives	<ul style="list-style-type: none">Interim Housing Construction and Operations (Housing)* <p>* Budget program allocation is under the Housing Department, though much of this funding is used towards Public Works program delivery</p>		<ul style="list-style-type: none">Stormwater Policy and Compliance (ESD)<ul style="list-style-type: none">Waterway AbatementWaterway Long-Term Abatement Strategy	<ul style="list-style-type: none">Encampment Management (PRNS)
Policy and Other City Council Considerations	<ul style="list-style-type: none">Approval of agreement with Philanthropic donor for delivery of Cherry Interim Housing Project.	<ul style="list-style-type: none">Opportunities to further align with County for regional shelter intake system and increase financial partnership are priorities for addressing financial sustainability.Supporting operational property management considerations may have ongoing implications for expansion.	<ul style="list-style-type: none">The ability to ensure compliance with the federally required mandates in the approved Direct Discharge Control Program will impact the ability to scale other abatement activities.Considerations for the framework for shared public spaces and determination of timing for reencampment abatement	<ul style="list-style-type: none">Implementation of code of conduct and pilot changes to abatement prioritization will provide data for Council consideration of permanent policy changes.Improved knowledge and tracking of most impactful encampments will enable deeper understanding of cost and other implications of encampments.
Planned Key Accomplishments for Q1 + Q2	<ul style="list-style-type: none"><input type="checkbox"/> Complete design, bid, and award for Cerone Interim Housing.<input type="checkbox"/> Break ground at Rue Ferrari Interim Housing Expansion.<input type="checkbox"/> Complete design and execute agreement for delivery of Cherry Avenue Interim Housing.<input type="checkbox"/> Begin design and award of at least one contract for the construction of a Supportive Outdoor Sleeping site.	<ul style="list-style-type: none"><input type="checkbox"/> Achieve 90% utilization rate for available interim City shelters.<input type="checkbox"/> Finalize document of existing referral processes for interim shelter and adapt to include referrals for SOS/BNS sites.	<ul style="list-style-type: none"><input type="checkbox"/> Launch RVP3 2.0 expanded program by September 30, 2024.<input type="checkbox"/> Develop a simplified Waterboard Response Protocol.<input type="checkbox"/> Finalize and submit the Direct Discharge Progress report.<input type="checkbox"/> Establish enforcement and waterway clean-up approach for a No Return Zone along Guadalupe Creek.	<ul style="list-style-type: none"><input type="checkbox"/> Assign tiers to all encampments (tents, structures, and vehicles).<input type="checkbox"/> Begin enforcement of posted tow-away parking restrictions at three pilot program schools impacted by oversized vehicles.<input type="checkbox"/> Develop new Trash Pickup route with 40 new encampment locations.



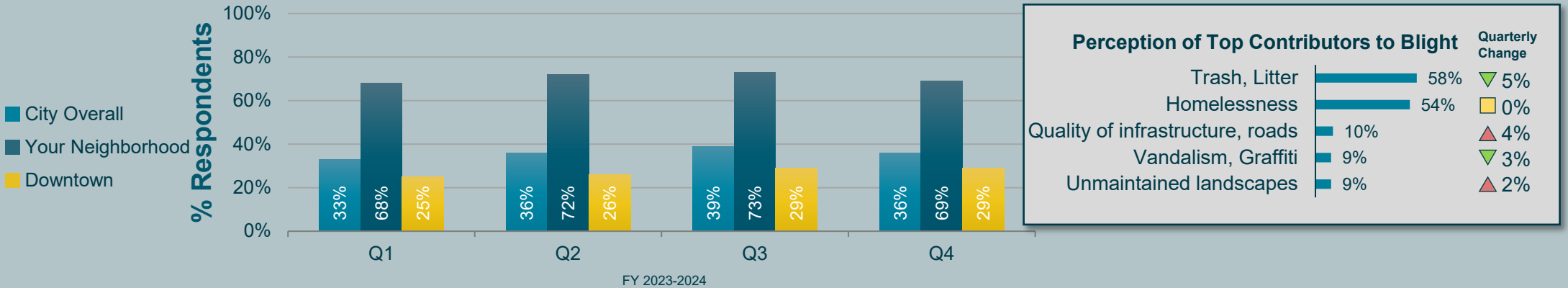
Cleaning Up Our Neighborhoods

Outcome and Performance Measures

FY 2023-2024
Jul 2023 – Jun 2024

Outcome

City Cleanliness Perception. % of residents rating San José as “very clean” or “somewhat clean”
(Source: Focus Area Community Survey)



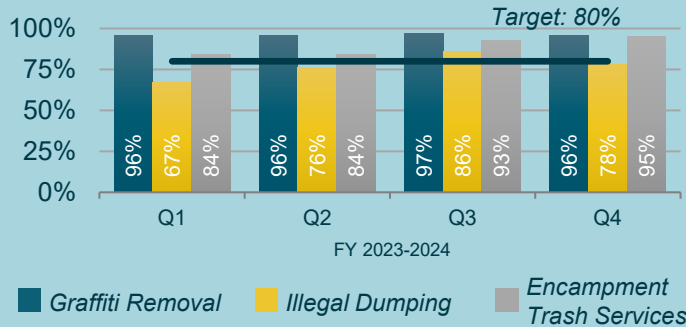
Performance

1) BeautifySJ Blight Response Times

(Source: App Order, SJ311, Survey123)

Annual Target Status
Graffiti Removal
Illegal Dumping
Encampment

% of graffiti removal, illegal dumping, and encampment trash services inquiries responded to within response time targets (respectively, 3 business days, 5 business days, weekly)

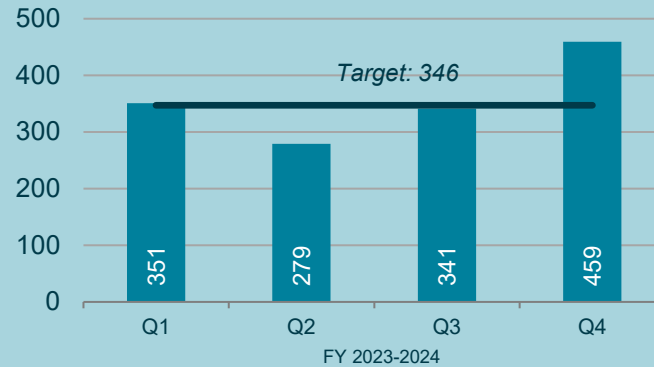


2) Code Enforcement Blight Case Backlog

(Source: PBCE)

Annual Target Status

of blight cases in the Code Enforcement case backlog

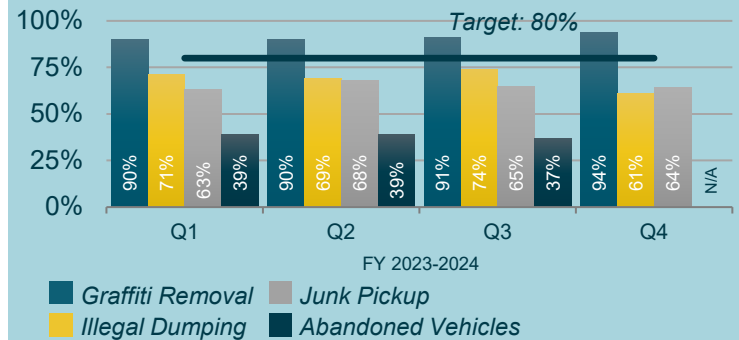


3) SJ311 Customer Satisfaction

(Source: SJ311)

Annual Target Status
Graffiti Removal
Illegal Dumping
Junk Pickup
Abandoned Vehicles

% of customer satisfaction scores by service types (graffiti, illegal dumping, junk pickup, abandoned vehicles)





Cleaning Up Our Neighborhoods

Q3-Q4 2023-2024
Jan – Jun 2024

Key Programs/Initiatives and Resources Driving Performance Improvement

Performance	1) BeautifySJ Blight Response Times	2) Code Enforcement Blight Case Backlog	3) SJ311 Customer Satisfaction
Key Budget Programs/Initiatives	<ul style="list-style-type: none">Illegal Dumping and Homeless Encampment Trash Collection and Abatement Services (PRNS)	<ul style="list-style-type: none">Community Code Enforcement (PBCE)<ul style="list-style-type: none">Focus Area Service TeamEnhanced Vacant Building Enforcement DowntownMultiple Housing Code Enforcement (PBCE)	<ul style="list-style-type: none">City Customer Contact Center (IT)<ul style="list-style-type: none">Abandoned Vehicle Abatement Expansion
FY 2023-2024 Resourcing for Key Budget Programs/Initiatives	Illegal Dumping and Homeless Encampment Trash Collection and Abatement Services	Community Code Enforcement	City Customer Contact Center
	\$23,927,73664.00 FTEs	\$7,033,19438.24 FTEs	\$3,373,65818.00 FTEs
		Multiple Housing Code Enforcement	
		\$4,595,67523.50 FTEs	
	Sub-Total	Sub-Total	Sub-Total
	\$23,927,73664.00 FTEs	\$11,628,86961.74 FTEs	\$3,373,65818.00 FTEs
Planned vs Actual Key Accomplishments	<ul style="list-style-type: none"><input type="checkbox"/> Illegal Dumping: Completed 78% of illegal dumping requests within 5 business days and completed 2,497 proactive illegal dumping service requests.<input type="checkbox"/> Graffiti: BSJ worked with Caltrans to remove graffiti on soundwalls and VTA to address areas that are impacted by graffiti.	<ul style="list-style-type: none"><input type="checkbox"/> Focus Area Service Team: Completed Focus Area Service Team areas 3, 4, 5, and 6.<input type="checkbox"/> Backlog: Did not meet the 5% reduction target for blight cases. Received 604 new blight complaints and closed 490 blight complaints for a net add of 114 cases to the blight case backlog by year end.<input type="checkbox"/> Multiple Housing Inspections: Completed 108% of target for Proactive Routine Multiple Housing Inspections.	<ul style="list-style-type: none"><input type="checkbox"/> Vehicle Concerns: Launched service on March 28, 2024.<input type="checkbox"/> Street Sweeping Lookup: Launched service on January 17, 2024 .<input type="checkbox"/> Sewer Issues: Launch of this service has been deferred to Q2 2024-2025.



Cleaning Up Our Neighborhoods

Outcome and Performance Measures

FY 2024-2025
Jul 2024 – Jun 2025

Outcome

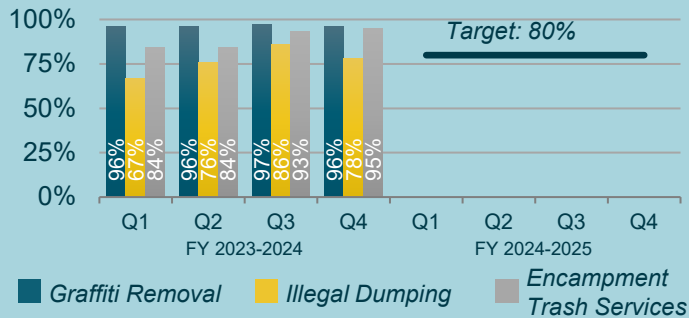
City Cleanliness Perception. % of residents rating San José as “very clean” or “somewhat clean”
(Source: Focus Area Community Survey)



Performance

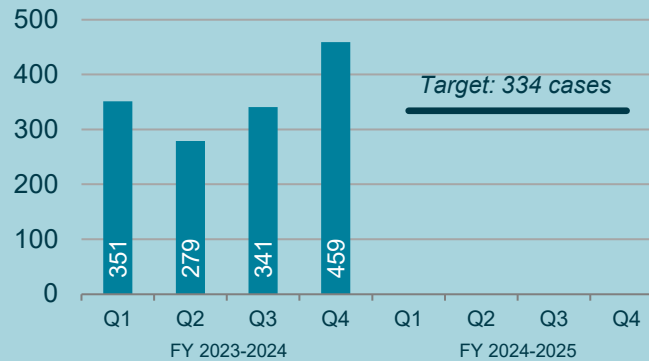
1) BeautifySJ Blight Response Times
(Source: App Order, SJ311, Survey123)

% of graffiti removal, illegal dumping, and encampment trash services inquiries responded to within response time targets (respectively, 3 business days, 5 business days, weekly)



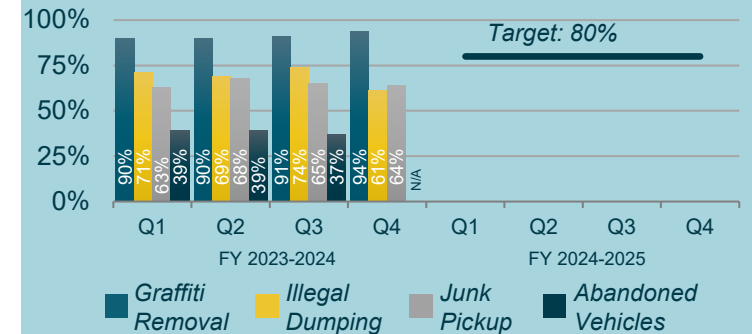
2) Code Enforcement Blight Case Backlog
(Source: PBCE)

of blight cases in the Code Enforcement case backlog



3) SJ311 Customer Satisfaction
(Source: SJ311)

% of customer satisfaction scores by service types (graffiti, illegal dumping, junk pickup, abandoned vehicles)





Cleaning Up Our Neighborhoods

Planned Key Accomplishments Next Period

Q1-Q2 2024-2025

Jul – Dec 2024

Perform ance	1) BeautifySJ Blight Response Times	2) Code Enforcement Blight Case Backlog	3) SJ311 Customer Satisfaction
Key Budget Programs/ Initiatives	<ul style="list-style-type: none">Neighborhood Blight Reduction and Beautification (PRNS)	<ul style="list-style-type: none">Community Code Enforcement (PBCE)<ul style="list-style-type: none">Code Enforcement Operational AssessmentMultiple Housing Code Enforcement (PBCE)	<ul style="list-style-type: none">City Customer Contact Center (IT)
Policy and Other City Council Considerations	<ul style="list-style-type: none">None	<ul style="list-style-type: none">Adopted budget includes \$200,000 to conduct an operational assessment of Code Enforcement.As directed by the Rules Committee, staff will return to the City Council by the end of 2024 with a Code Enforcement Study Session.	<ul style="list-style-type: none">None
Planned Key Accomplishments for Q1 + Q2	<ul style="list-style-type: none"><input type="checkbox"/> Meet 80% target for service requests for illegal dumping within 5 days.<input type="checkbox"/> Complete 1,750 proactive illegal dumping service requests.<input type="checkbox"/> Develop outreach/education materials to assist private property owners impacted by ongoing graffiti.	<ul style="list-style-type: none"><input type="checkbox"/> Complete post-pilot analysis for the Focus Area Service Team including community survey to evaluate effectiveness and gather insights from the program. Provide report on outcomes of pilot to NSE.<input type="checkbox"/> Develop a compliance guide for vacant building and storefront property owners to promote proactive maintenance and compliance.<input type="checkbox"/> Secure consultant and begin the Code Enforcement Operational Assessment.<input type="checkbox"/> Update existing and develop new targets and performance metrics for resolving blight cases.	<ul style="list-style-type: none"><input type="checkbox"/> Launch public dashboard for Vehicle Concerns service.<input type="checkbox"/> Finalize new SJ311 architecture.<input type="checkbox"/> Review the need to move SJ311 Triage Hub to a new Salesforce Instance.



Attracting Investment in Jobs and Housing

FY 2023-2024
Jul 2023 – Jun 2024

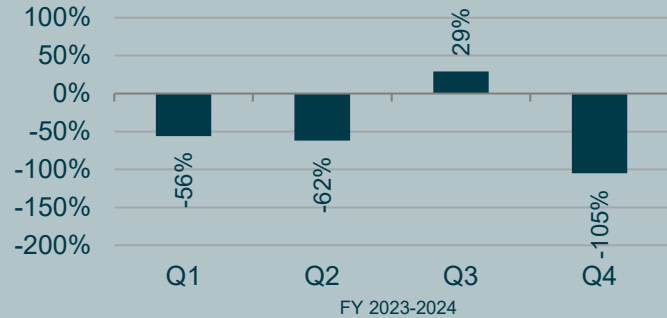
Outcome and Performance Measures

Outcome

Jobs and Housing Start Rates

(Source: EDD, OEDCA, PBCE, Housing)

% change year-over-year of residential units entitled



Timeframe

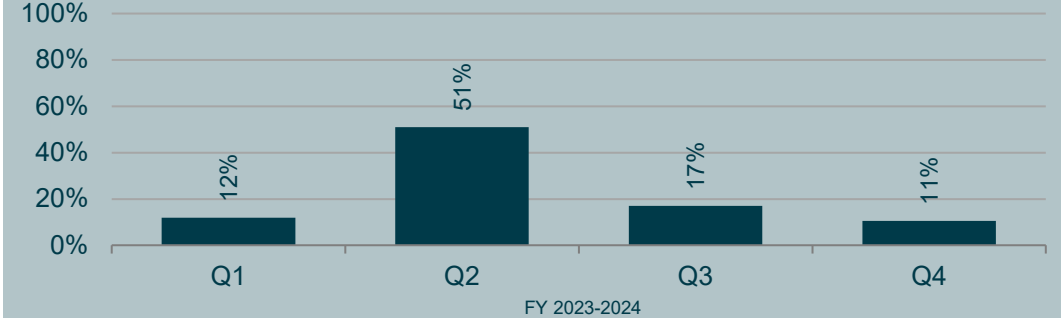
Job Start Rate. % year-over-year change in jobs

Dec 2021- Dec 2022	+1.1%
Sep 2022- Sep 2023	-0.25%

Downtown Activity Rates (Device Counts)

(Source: CityData)

% change year-over-year in downtown visitation as measured through cell phone data



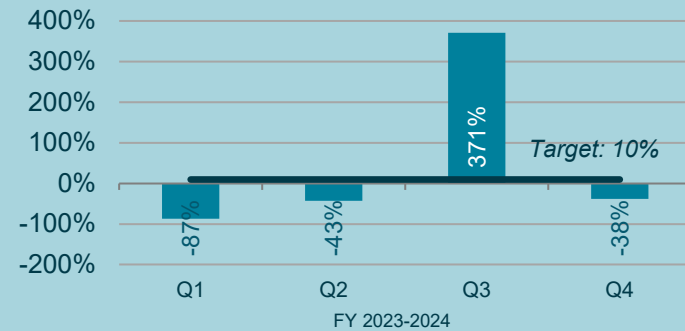
Performance

1) Housing Units Added in City

(Source: PBCE)

Annual Target Status

% change year-over-year of housing units with certificate of occupancy or final inspection

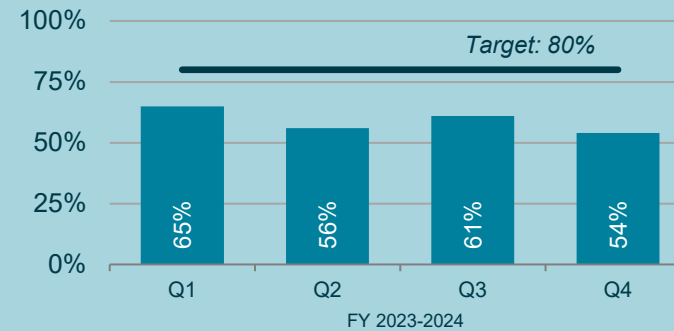


2) Speed of Residential Building Permit Reviews

(Source: PBCE)

Annual Target Status

% residential building permit reviews completed within plan check time targets

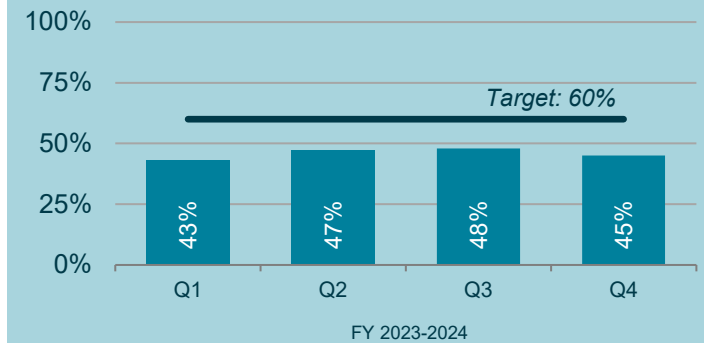


3) Downtown Vibrancy Rating

(Source: Focus Area Community Survey)

Annual Target Status

% of residents rating downtown as a vibrant place





Jan – Jun 2024

Performance	1) Housing Units Added in City	2) Speed of Housing Permit Reviews	3) Downtown Vibrancy Rating																																																				
Key Budget Programs/ Initiatives	<ul style="list-style-type: none">Citywide Planning (PBCE)	<ul style="list-style-type: none">Building Development Services (PBCE)Planning Development Services (PBCE)Fire Development Services (Fire)Public Works Development Services (PW)	<ul style="list-style-type: none">Business District Management (OEDCA)<ul style="list-style-type: none">Storefront Activation ProgramDowntown Programming and MarketingBusiness Outreach and Assistance (OEDCA)																																																				
FY 2023-2024 Resourcing for Key Budget Programs/Initiatives	<table><tr><td colspan="2">Citywide Planning:</td></tr><tr><td>\$7,827,728</td><td>30.48 FTEs</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td>Sub-Total</td><td></td></tr><tr><td>\$7,827,728</td><td>30.48 FTEs</td></tr></table>	Citywide Planning:		\$7,827,728	30.48 FTEs									Sub-Total		\$7,827,728	30.48 FTEs	<table><tr><td colspan="2">Building Development Services:</td></tr><tr><td>\$31,777,697</td><td>150.61 FTEs</td></tr><tr><td colspan="2">Planning Development Services:</td></tr><tr><td>\$5,897,767</td><td>33.00 FTEs</td></tr><tr><td colspan="2">Fire Development Services:</td></tr><tr><td>\$8,463,860</td><td>34.35 FTEs</td></tr><tr><td colspan="2">Public Works Development Services:</td></tr><tr><td>\$16,556,997</td><td>82.00 FTEs</td></tr><tr><td>Sub-Total</td><td></td></tr><tr><td>\$62,696,321</td><td>299.96 FTEs</td></tr></table>	Building Development Services:		\$31,777,697	150.61 FTEs	Planning Development Services:		\$5,897,767	33.00 FTEs	Fire Development Services:		\$8,463,860	34.35 FTEs	Public Works Development Services:		\$16,556,997	82.00 FTEs	Sub-Total		\$62,696,321	299.96 FTEs	<table><tr><td colspan="2">Business District Management:</td></tr><tr><td>\$1,569,964</td><td>3.00 FTEs</td></tr><tr><td colspan="2">Business Outreach and Assistance:</td></tr><tr><td>\$7,538,637</td><td>8.32 FTEs</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td>Sub-Total</td><td></td></tr><tr><td>\$9,108,601</td><td>11.32 FTEs</td></tr></table>	Business District Management:		\$1,569,964	3.00 FTEs	Business Outreach and Assistance:		\$7,538,637	8.32 FTEs					Sub-Total		\$9,108,601	11.32 FTEs
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Business Outreach and Assistance:																																																							
\$7,538,637	8.32 FTEs																																																						
Sub-Total																																																							
\$9,108,601	11.32 FTEs																																																						
Planned vs Actual Key Accomplishments	<ul style="list-style-type: none">❑ Achieved state certification of the 2023-2031 Housing Element.❑ Developed a new Residential High-Rise Incentive program.❑ Updated the ADU Ordinance.	<ul style="list-style-type: none">❑ Completed a developer roundtable to receive customer service input.❑ Launched a Fire Prevention Development Services web page.❑ Implemented customer service improvements/productivity measures.	<ul style="list-style-type: none">❑ Implemented San Pedro Pedestrian Mall Law.❑ Launched first pop-up retail spaces.❑ Supported a successful NVIDIA GTC conference.❑ Designed and launched Downtown Resource Guide.❑ Achieved 97% of 2019 levels of outdoor permitted events, estimated 2.3 million attendees.																																																				



Attracting Investment in Jobs and Housing

FY 2024-2025
Jul 2024 – Jun 2025

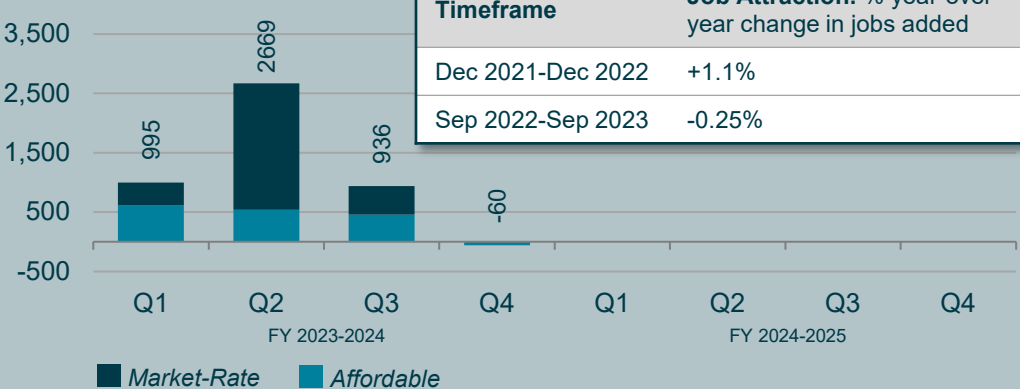
Outcome and Performance Measures

Outcome

Jobs and Housing Attraction

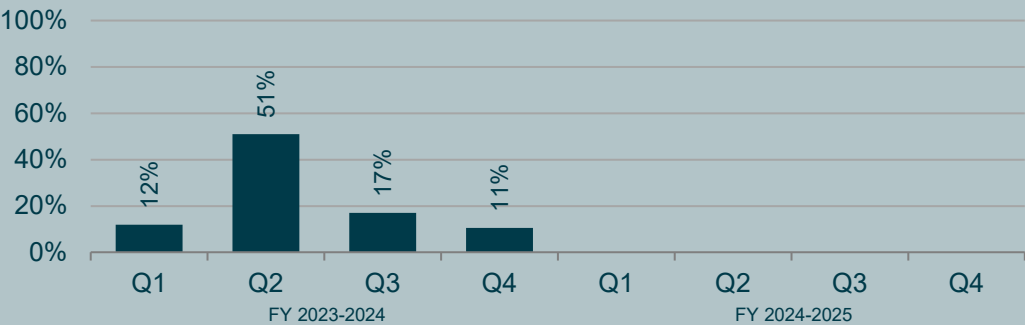
(Source: EDD, OEDCA, PBCE, Housing)

of new residential units entitled



Downtown Activity Rates (Device Counts) (Source: CityData)

% change year-over-year in downtown visitation as measured through cell phone data

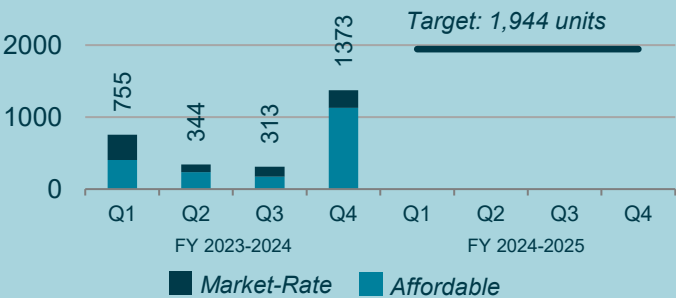


Performance

1) Housing Production Rates

(Source: PBCE)

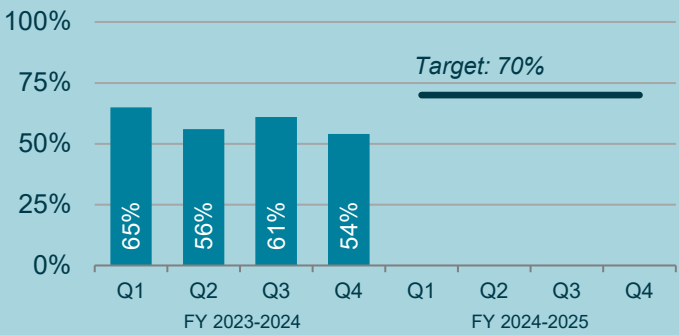
of affordable and market-rate housing unit building permits issued measured against quarterly Regional Housing Needs Allocation (RHNA) targets



2) Speed of Residential Building Permit Reviews

(Source: PBCE)

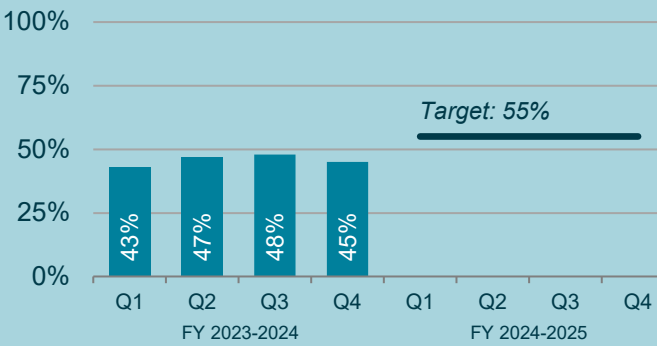
% residential building permit reviews completed within plan check time targets



3) Downtown Vibrancy Rating*

(Source: Focus Area Community Survey)

% of residents rating downtown as a vibrant place



* Downtown Vibrancy Rating consists of "Strongly Agree" and "Somewhat Agree" responses averaged across six categories: dining, entertainment, shopping, job opportunities and work, visiting, and living



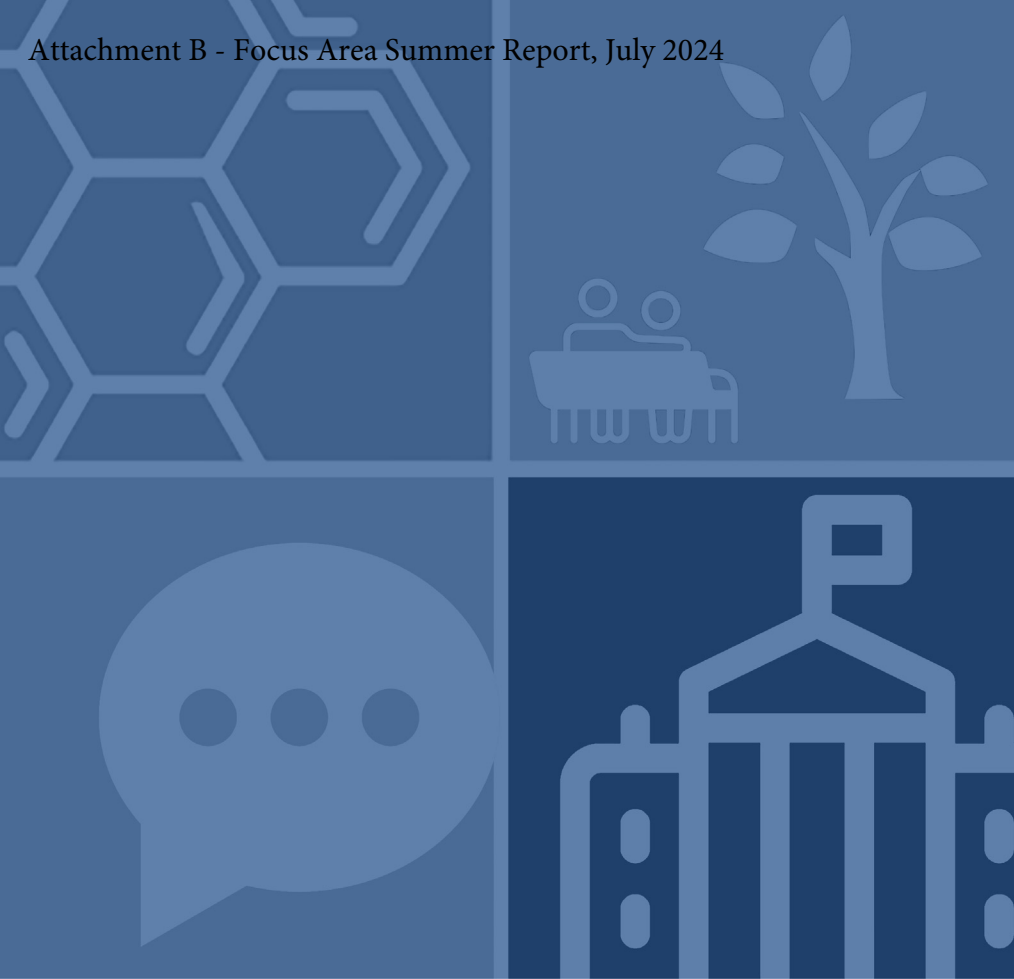
Attracting Investment in Jobs and Housing

Q1-Q2 2024-2025

Jul – Dec 2024

Planned Key Accomplishments Next Period

Performance	1) Housing Units Added in City	2) Speed of Housing Permit Reviews	3) Downtown Vibrancy Rating
Key Budget Programs/Initiatives	<ul style="list-style-type: none">Citywide Planning (PBCE)	<ul style="list-style-type: none">Building Development Services (PBCE)Planning Development Services (PBCE)Fire Development Services (Fire)Public Works Development Services (PW)	<ul style="list-style-type: none">Business District Management (OEDCA)<ul style="list-style-type: none">Downtown Block PartiesDowntown IceDowntown Champs outreach programDowntown wayfinding initiativePost Street Pilot projectSanta Clara and San Pedro beautificationBusiness Outreach and Assistance (OEDCA)
Policy and Other City Council Considerations	<ul style="list-style-type: none">Housing Element to Production.Fee Framework Impacting Cost of Development.Incentives Impacting Cost of Development	<ul style="list-style-type: none">Operationalizing improvements for speed, effectiveness, and efficiency.	<ul style="list-style-type: none">General office leasing sluggishness throughout Silicon Valley.Unpermitted food vendor pilot interventions.Impact of BART construction preparation.Continued need for additional mental health and unhoused resources.
Planned Key Accomplishments for Q1 + Q2	<ul style="list-style-type: none"><input type="checkbox"/> Analyze new Downtown Residential High-Rise Incentive Program.<input type="checkbox"/> Study opportunities for an incentive program in Envision San José General Plan Growth Areas outside of Downtown.<input type="checkbox"/> Complete Infill Housing Ministerial Approval Ordinance.	<ul style="list-style-type: none"><input type="checkbox"/> Launch Fee Estimator Phase 1 for ADUs and residential new construction.<input type="checkbox"/> Launch Online Public Permit Search.<input type="checkbox"/> Launch Customer Centric Dashboard.<input type="checkbox"/> Launch Customer support AI tools.	<ul style="list-style-type: none"><input type="checkbox"/> Launch Community Service Officer Downtown Detail.<input type="checkbox"/> Execute Santa Clara Street beautification project.<input type="checkbox"/> Install permanent removable bollards on San Pedro pedestrian mall.<input type="checkbox"/> Deploy new wayfinding signs in Downtown.<input type="checkbox"/> Initiate Post Street pedestrian mall process.<input type="checkbox"/> Downtown office tenant attraction and retention program.



FOCUS AREA SURVEY SUMMARY REPORT

PREPARED FOR THE
CITY OF SAN JOSÉ



JULY 2024



1592 N COAST HIGHWAY 101
ENCINITAS CA 92024
760.632.9900 WWW.TN-RESEARCH.COM



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INTRODUCTION

Encompassing 178 square miles in the heart of Silicon Valley and currently home to an estimated 969,491 residents¹, the City of San José is the nation's 13th largest city and one of the most diverse demographically. The City's mission is to provide quality public services, facilities, and opportunities that create, sustain, and enhance a safe, livable, and vibrant community for its diverse residents, businesses, and visitors.

For 2024-2025, the City Council identified four Focus Areas that greatly impact the community and for which it seeks to drive positive outcomes and performance.

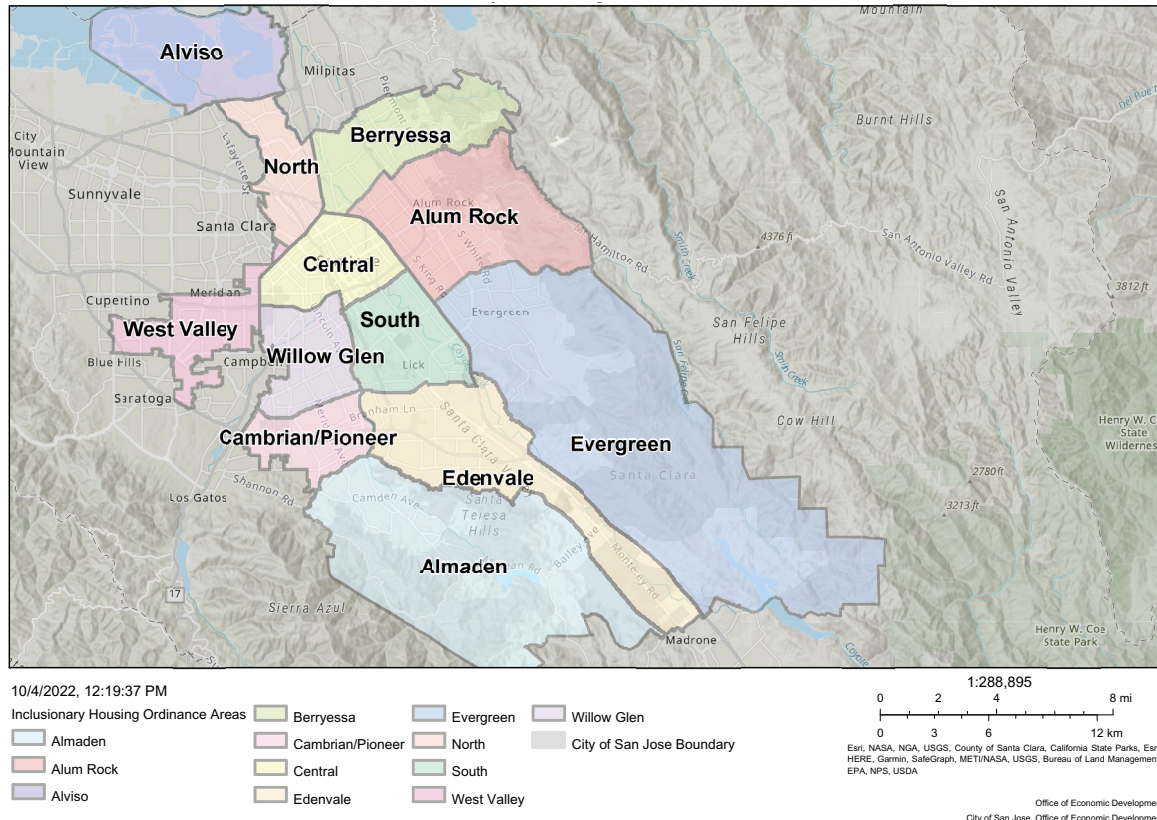
- **Increasing Community Safety.** Enhance public safety through responsive services, preventative measures, and community engagement to safeguard life, property, and the environment. Key programs include field patrol, crime prevention, youth intervention services, and Vision Zero traffic safety.
- **Cleaning Up Our Neighborhoods.** Clean and maintain the City's shared spaces and resources through proactive and community-driven blight reduction, beautification, and code enforcement services. Key programs include illegal dumping, anti-graffiti, encampment trash services, community code enforcement, and SJ311.
- **Managing and Ending Homelessness.** Implement comprehensive strategies and supportive services to decrease the number of individuals experiencing homelessness and improve quality of life. Key programs include homelessness prevention, outreach, case management, interim housing construction and operations, and homelessness concerns.
- **Attracting Investment in Jobs and Housing.** Catalyze the City's growth to encourage a strong economy, robust housing, healthy neighborhoods, and vibrant downtown. Key programs include planning and permitting, development services, business outreach and assistance, and business district management.

PURPOSE OF STUDY To help measure its progress in achieving positive outcomes, in September 2023 the City began conducting resident surveys on a quarterly basis to gather *statistically reliable* data on residents' opinions, perspectives, and experiences within the priority focus areas. By using the same survey instrument with independent, randomly selected samples on a quarterly basis, the study allows the City to reliably measure its performance in a given quarter, as well as track its performance over time.

GEOGRAPHIC SUBAREAS To accommodate the City's interest in evaluating how survey responses may vary among residents living in different areas of San José, respondents were grouped by Council District and into one of the five areas displayed in Figure 1 on the next page (North, Central, East, West, South) based on the City's 12 inclusionary housing ordinance areas.

- **North:** Alviso, North, and Berryessa
- **Central:** Central and South
- **East:** Alum Rock and Evergreen
- **West:** West Valley and Willow Glen
- **South:** Cambrian/Pioneer, Edenvale, and Almaden.

1. Source: State of California, Department of Finance, E-1 City/County Population Estimates, January 2024.

FIGURE 1 MAP OF INCLUSIONARY HOUSING ORDINANCE AREAS

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 48). In brief, the survey was administered to a stratified random sample of 3,626 adults who reside within the City of San José, with approximately 800 to 1,100 interviews conducted during the last two weeks² of each quarter throughout the 2024 fiscal year (July 2023 to June 2024).³ The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). Administered in English, Spanish, Chinese, and Vietnamese, the average interview lasted 15 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey in a Question & Answer format. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire* on page 52).

2. For Q2 2024, interviews were conducted in the first two weeks of December due to the holiday season.

3. To balance the data over time and ensure that each quarterly survey contributed its proportionate amount (25%) to the annual total, each quarterly sample was weighted evenly to 800 (3,200 total).

ACKNOWLEDGEMENTS True North thanks the City of San José for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by city staff improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research and not necessarily those of the City of San José. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,500 survey research studies for public agencies—including more than 500 studies for California municipalities and special districts.

KEY FINDINGS

The following is an outline of the main findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE

- When asked to indicate the one thing city government could change to make San José a better place to live, addressing homeless issues was the most commonly mentioned (36%), followed by providing more affordable housing (15%), improving public safety/reducing crime (15%), and beautifying the City/landscaping (11%).
- Improving police response/presence (7%) and improving infrastructure/roads (6%) were the only other two specific changes mentioned by at least 5% of respondents. Approximately eight percent of respondents could not think of a desired change (6%) or stated flatly that no changes are needed (2%).

INCREASING COMMUNITY SAFETY

- Approximately six-in-ten residents (61%) rated San José as a very safe (10%) or somewhat safe (50%) place to live, with the remainder viewing the City as somewhat unsafe (27%), very unsafe (12%), or preferring not to answer the question (1%).
- Among those who felt the City is unsafe, the top reasons given for their opinion were homeless people (37%), crime and violence (29%), theft and robberies (26%), car break-ins and car jacking (14%), and lack of police presence (13%).
- Respondents were more likely to report feeling safe in their neighborhood (73% very or somewhat safe) when compared to the City overall (61%) or in downtown San José (31%).
- Three-in-ten respondents (30%) live in a household where someone had been the victim of a crime in San José over the past year. Among these individuals, 58% indicated that the crime was reported to the police (18% of all respondents).
- Overall, 12% of respondents self-reported being involved in a traffic accident with another vehicle, bicycle, scooter, or pedestrian in San José during the 12 months preceding the interview.

CLEANING UP NEIGHBORHOODS

- Thirty-six percent (36%) of residents assigned a positive rating of either very clean (3%) or somewhat clean (33%) when asked to rate the appearance of San José, whereas 64% said somewhat unclean (37%) or very unclean (26%) and 1% chose not to answer the question.
- Among those who rated the City as unclean, more than half cited trash and litter around the City (61%) and homelessness (54%) as the reasons for their rating. Vandalism/graffiti was the next most frequently cited response (11%).
- Approximately seven-in-ten residents rated private residential properties in San José (75%) and their neighborhood (70%) as very or somewhat clean, while six-in-ten gave a similar rating to private commercial and business properties (65%).
- The majority of respondents used very or somewhat clean to describe the appearance of residential streets and sidewalks (53%) and public parks (50%), whereas four-in-ten (43%) did so for public trails in San José.

- Ratings were less positive for the cleanliness of properties along freeways and highways in San José (19%), creeks and waterways (22%), and downtown (26%).

REDUCING UNSHELTERED HOMELESSNESS

- When asked how frequently they encounter homeless people in their neighborhood, approximately four-in-ten respondents said every day (43%) and an additional 24% said a few times per week. Taken together, over two-thirds of residents reported encountering homeless individuals in their neighborhood weekly.
- Approximately 23% mentioned that they encounter homeless in their neighborhood a few times per month (12%) or less often than a few times per month (11%). Just eight percent of respondents stated that they never encounter homeless people in their neighborhood, and 2% were unsure or preferred to not answer the question.
- Four-in-ten respondents (40%) indicated that the amount of homeless people in their neighborhood had increased during the past year, whereas 45% perceived it to be about the same. Just 8% felt that the homeless population in their neighborhood had decreased during this period, while an additional 7% were unsure or preferred to not answer the question.
- In the three months preceding the interview, approximately four-in-ten San José residents indicated that they offered food or money to a homeless person in the City (40%) or talked with a homeless person in San José (38%), and three-in-ten donated money to an organization that helps the homeless (30%).
- During the same period, approximately 15% indicated that they volunteered to help the homeless, while 14% reported they contacted the City of San José about a homeless person or homeless issue.

ATTRACTING INVESTMENT IN JOBS & HOUSING

- When presented with a series of statements about downtown San José, the majority of residents agreed that downtown San José is a good place for dining (58% strongly or somewhat agree) and entertainment (56%), while just under half also agreed with the statement *I enjoy visiting downtown San José* (47%).
- Approximately four-in-ten (41%) agreed that downtown San José is a good place for job opportunities and work, although this item also had the highest percentage unsure at 21%. There was less agreement with the statements downtown San José is a good place to live (25%) and go shopping (19%).
- When asked to indicate the one thing they would change to make downtown San José a better, more vibrant place, 18% of respondents could not think of a desired change (16%) or stated flatly that no changes are needed (2%).
- Among the *specific* changes desired to improve downtown San José, addressing homelessness was the most commonly mentioned (23%), followed by improving public safety/reducing crime (13%), beautifying the City/landscaping (11%), cleaning up and renovating rundown buildings (9%), addressing parking issues (8%), and providing community events/entertainment for all ages (7%).
- Overall, 23% of respondents indicated that they visit downtown at least once a week and an equal percentage (23%) visit monthly. Nineteen percent (19%) of residents frequent downtown once every few months, 27% visit a few times per year, 5% indicated that they never visit downtown, and 2% were unsure.

QUALITY OF LIFE

At the outset of the survey, respondents were asked to consider the quality of life in San José and identify the one change that would make the City a better place to live, now and in the future. Question 2 was presented in an open-ended manner, allowing residents to mention any aspect or attribute that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 2 below.

Among the changes desired to make San José a better place to live, addressing homeless issues was the most commonly mentioned (36%), followed by providing more affordable housing (15%), improving public safety/reducing crime (15%), and beautifying the City/landscaping (11%). Improving police response/presence (7%) and improving infrastructure/roads (6%) were the only other two *specific* changes mentioned by at least 5% of respondents. Approximately eight percent of respondents could not think of a desired change (6%) or stated flatly that no changes are needed (2%).

Question 2 *If the City government could change one thing to make San José a better place to live, what change would you like to see?*

FIGURE 2 CHANGES TO IMPROVE CITY

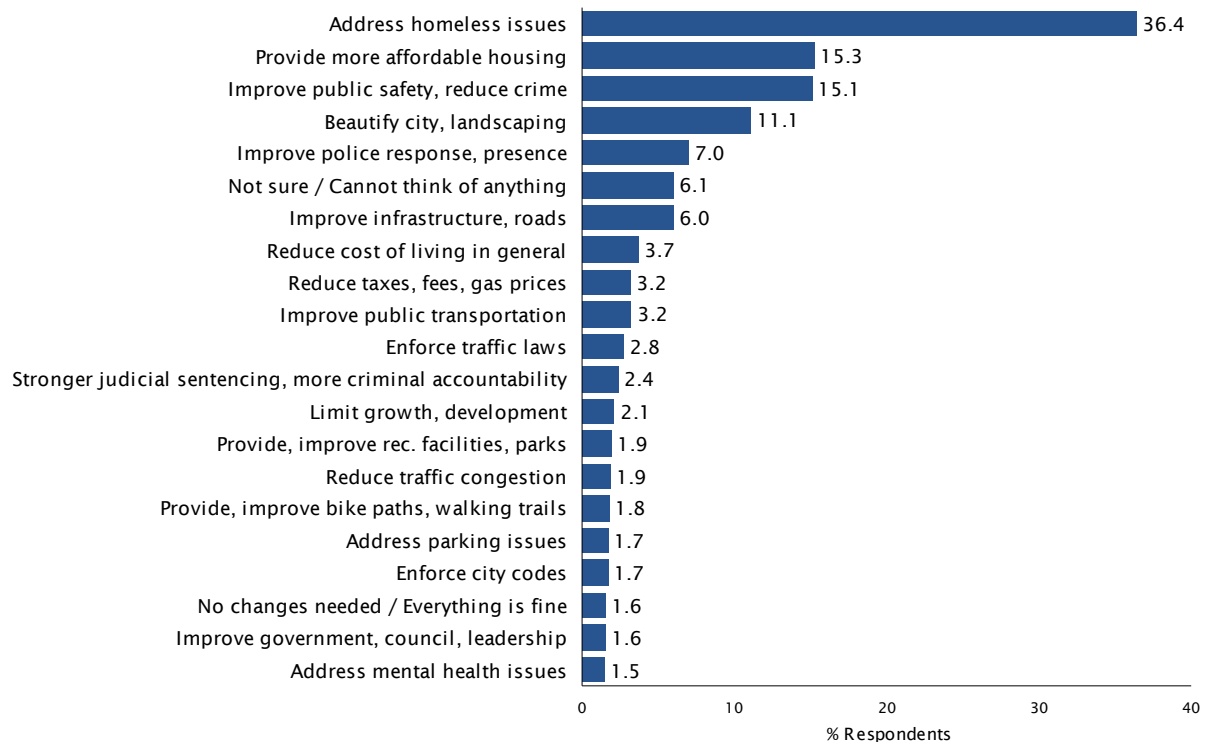


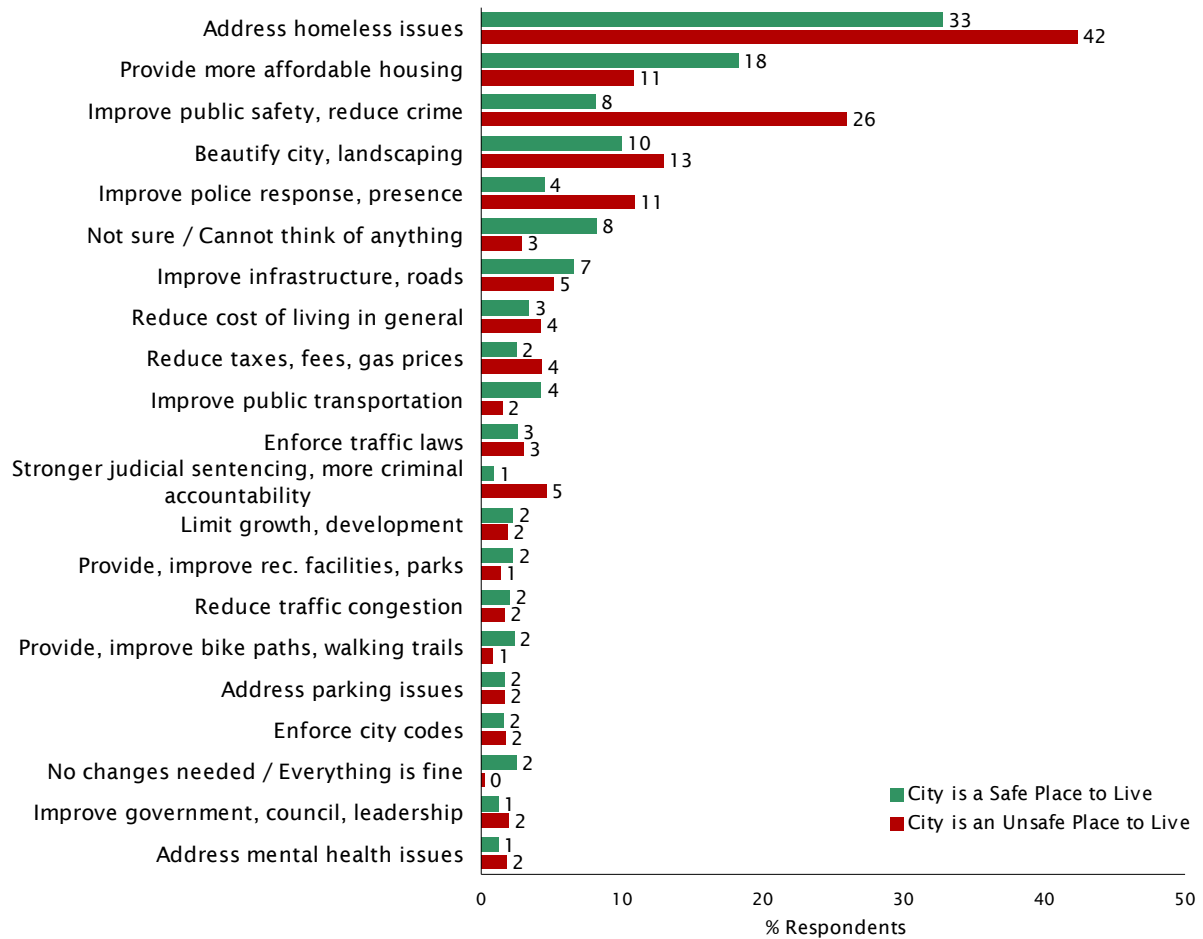
Table 1 shows the top responses to Question 2 by fiscal quarter and reveals that although the order shifted somewhat, the top four desired changes were generally consistent, whereas the fifth position showed more variation.

TABLE 1 TOP 5 CHANGES TO IMPROVE CITY BY FISCAL QUARTER

Fiscal Quarter			
Q1 2024 (Jul-Sep 2023)	Q2 2024 (Oct-Dec 2023)	Q3 2024 (Jan-Mar 2024)	Q4 2024 (Apr-Jun 2024)
Address homeless issues	Address homeless issues	Address homeless issues	Address homeless issues
Improve public safety, reduce crime	Provide more affordable housing	Provide more affordable housing	Provide more affordable housing
Provide more affordable housing	Improve public safety, reduce crime	Improve public safety, reduce crime	Improve public safety, reduce crime
Beautify City, landscaping	Beautify City, landscaping	Beautify City, landscaping	Beautify City, landscaping
Improve police response, presence	Not sure / Cannot think of anything	Improve infrastructure, roads	Improve police response, presence

Figure 3 on the next page shows how responses differed according to whether respondents rated the City of San José as a safe (green bars) or unsafe (red bars) place to live. Those who feel the City is unsafe were much more likely to mention improving public safety/reducing crime (+18%), addressing homelessness (+9%), and improving police response/presence (+7%) as the one change that would make San José a better place to live and less likely to suggest providing more affordable housing (-7%).

FIGURE 3 CHANGES TO IMPROVE CITY BY CITY SAFETY RATING



INCREASING COMMUNITY SAFETY

The first of four key Focus Areas, **increasing community safety** seeks to enhance public safety through responsive services, preventative measures, and community engagement to safeguard life, property, and the environment. Key programs include field patrol, crime prevention, youth intervention services, and Vision Zero traffic safety. To help measure the City's progress in this area, the survey included questions related to how safe residents feel in a variety of situations and also asked whether they had been a victim of a crime or involved in a traffic accident in the year prior to their interview.

HOW SAFE IS SAN JOSÉ AS A PLACE TO LIVE? The first question in this series asked respondents to rate the overall safety of San José as a place to live (Figure 4). Approximately six-in-ten (61% of) residents rated San José as either very safe (10%) or somewhat safe (50%) as a place to live, with the remainder viewing the City as somewhat unsafe (27%), very unsafe (12%), or preferring not to answer the question (1%). Safety ratings were relatively consistent by quarter, with the percentage rating the City as a safe place to live ranging from 59% to 63% (Figure 5).

Question 3 *Overall, how safe is the City of San José as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?*

FIGURE 4 OPINION OF PUBLIC SAFETY

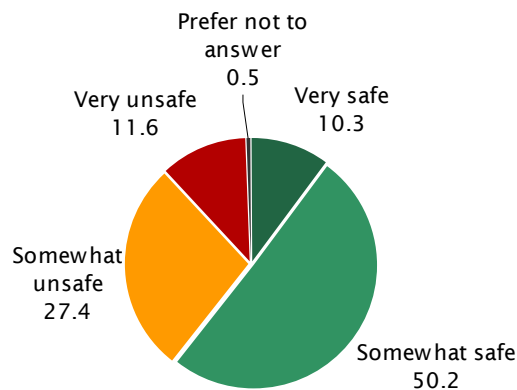
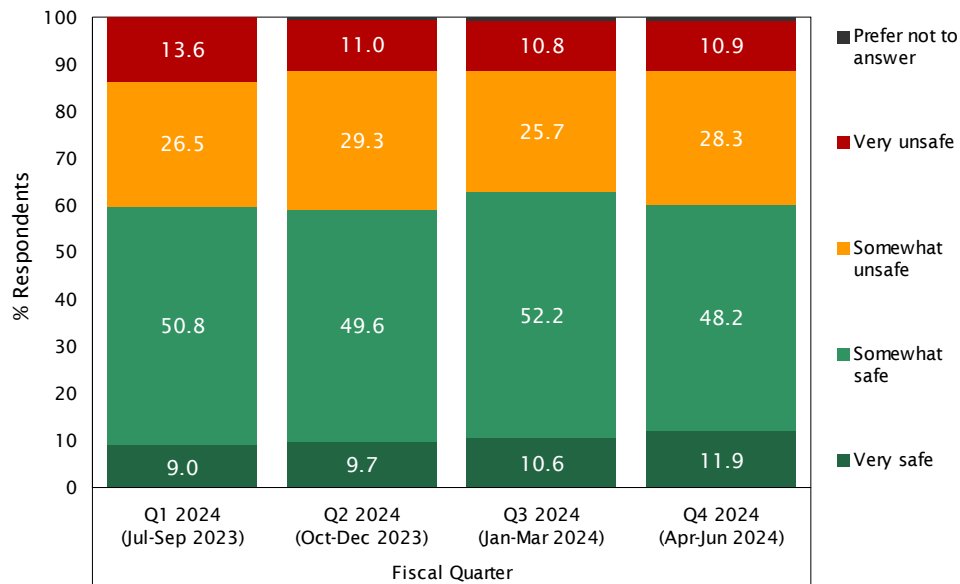


FIGURE 5 OPINION OF PUBLIC SAFETY BY FISCAL QUARTER



Figures 6-10 show how residents' assessments of San José's safety varied across subgroups. In general, respondents who have lived in the City less than five years or 15 to 19 years, those under 35 years of age (and particularly 18-24) or 65 years and older, Caucasians and African Americans, those with no children in the home, those who took the survey in a language other than Vietnamese, respondents in a household with an income less than \$50,000 per year or at least \$100,000 annually, those who lived in a household where no one had been a victim of a crime in the past year, those who had not been involved in a traffic accident during the past year, and residents in the west area of the City and Council District 1 were the most likely to view San José as a safe place to live.

As one might expect, residents who self-reported being a victim of a crime in the past 12 months (either personally or someone in their household) provided the lowest overall safety rating (39%) among the subgroups.

FIGURE 6 OPINION OF PUBLIC SAFETY BY YEARS IN SAN JOSÉ & AGE

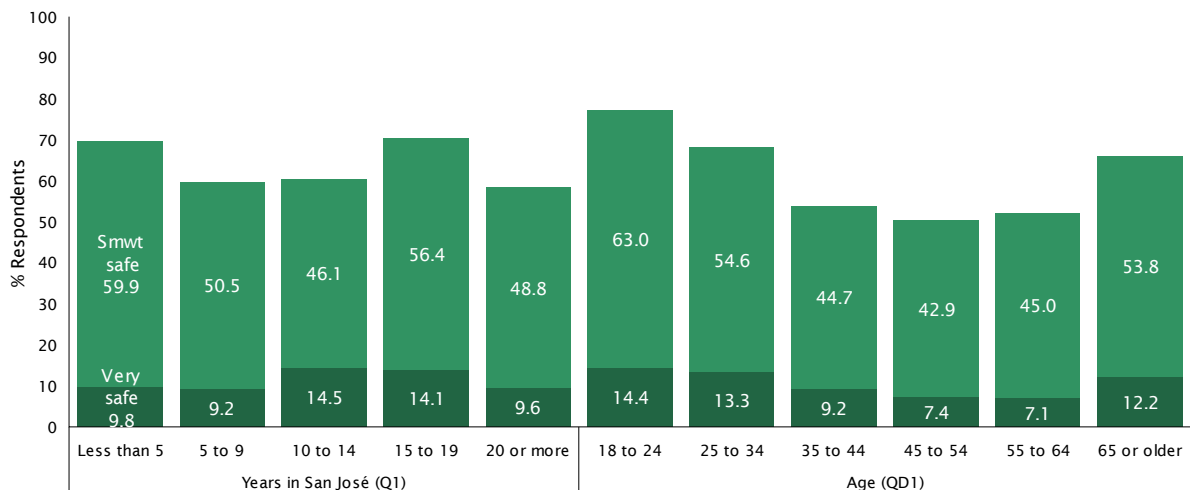


FIGURE 7 OPINION OF PUBLIC SAFETY BY ETHNICITY, GENDER & CHILD IN HSLD

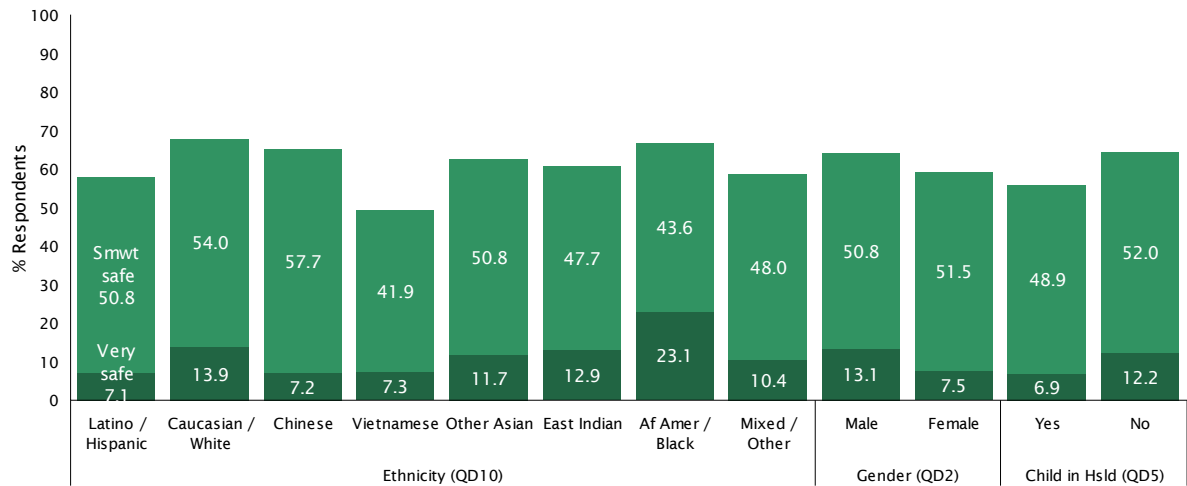


FIGURE 8 OPINION OF PUBLIC SAFETY BY SURVEY LANGUAGE & HSLD INCOME

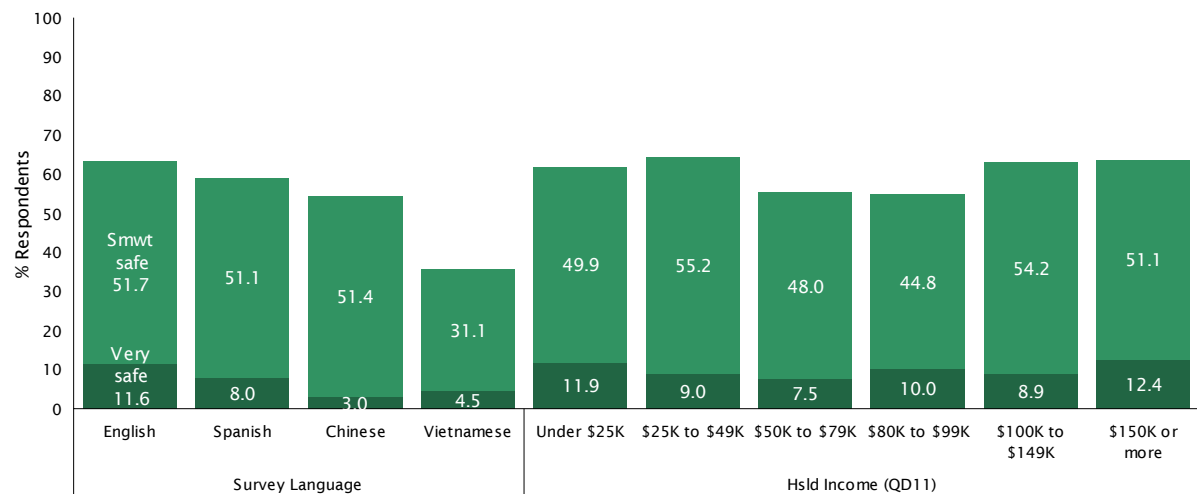


FIGURE 9 OPINION OF PUBLIC SAFETY BY HOME OWNERSHIP STATUS, HSLD VICTIM OF CRIME IN PAST 12 MONTHS, INVOLVED IN TRAFFIC ACCIDENT IN PAST 12 MONTHS & AREA OF CITY

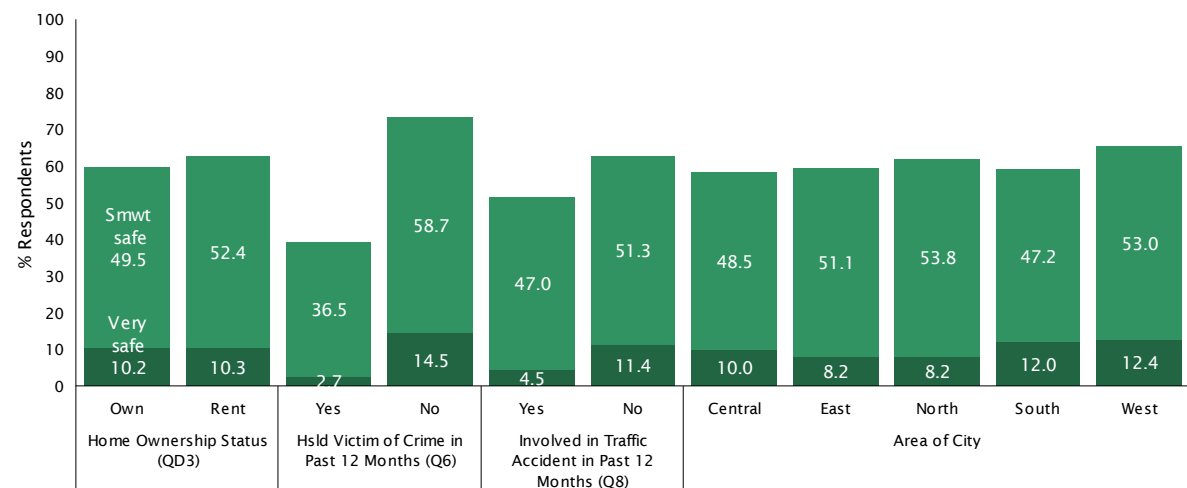
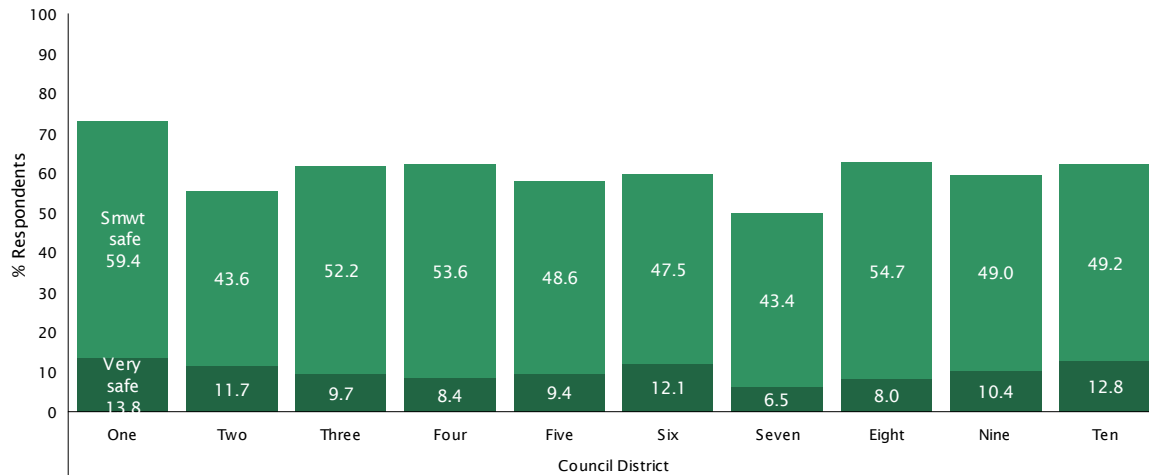


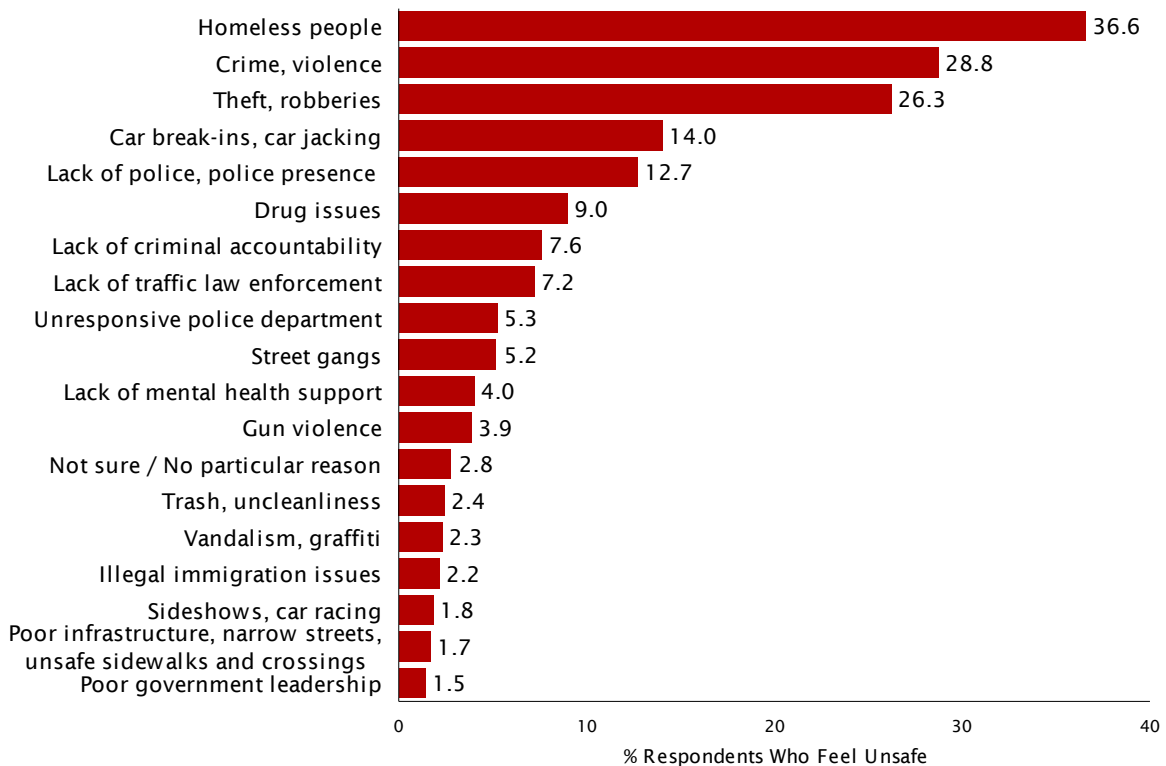
FIGURE 10 OPINION OF PUBLIC SAFETY BY COUNCIL DISTRICT



REASONS FOR FEELING UNSAFE Respondents who indicated that San José is an unsafe place to live were next asked to describe the reasons or issues contributing to this sentiment. Question 4 was posed in an open-ended manner, allowing residents to mention any reasons that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 11.

Question 4 *Are there particular reasons or issues that make you feel San José is unsafe?*

FIGURE 11 REASONS FOR FEELING UNSAFE



Among those who felt the City is unsafe, the top reasons given were homeless people (37%), crime and violence (29%), theft and robberies (26%), car break-ins and car jacking (14%), and lack of police presence (13%). Table 2 presents the top five responses by fiscal quarter and reveals that homeless people, crime/violence, and theft/robberies were consistently mentioned as the top three reasons for feeling that the City is unsafe.

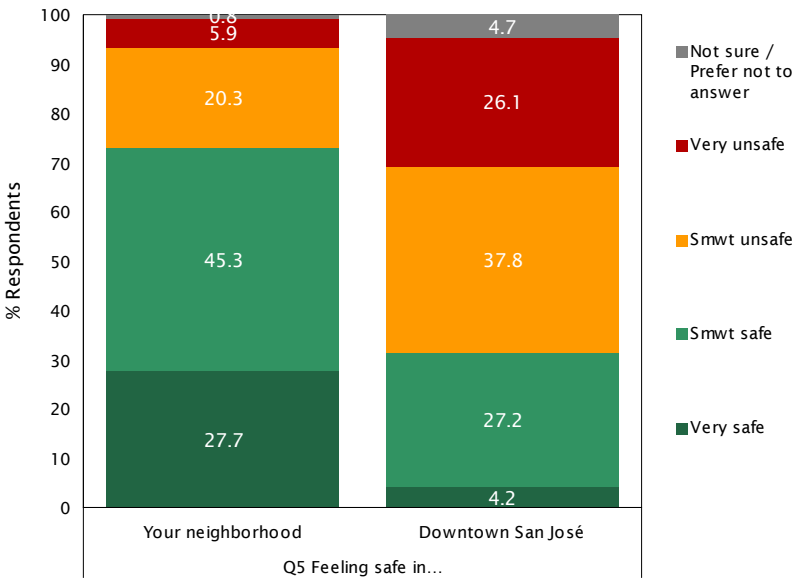
TABLE 2 TOP 5 REASONS FOR FEELING UNSAFE BY FISCAL QUARTER

Fiscal Quarter			
Q1 2024 (Jul-Sep 2023)	Q2 2024 (Oct-Dec 2023)	Q3 2024 (Jan-Mar 2024)	Q4 2024 (Apr-Jun 2024)
Homeless people	Homeless people	Homeless people	Homeless people
Crime, violence	Theft, robberies	Theft, robberies	Crime, violence
Theft, robberies	Crime, violence	Crime, violence	Theft, robberies
Lack of police, police presence	Lack of police, police presence	Car break-ins, car jacking	Car break-ins, car jacking
Car break-ins, car jacking	Car break-ins, car jacking	Lack of traffic law enforcement	Lack of police, police presence

SAFETY IN SPECIFIC SCENARIOS Whereas Question 3 asked respondents to rate the overall safety of San José as a place to live, Question 5 dove deeper by asking them to describe how safe they feel in their neighborhood as well as in downtown San José using the scale shown on the right of Figure 12.

Question 5 *Next, I'd like to ask how safe you feel in different settings. Would you say _____ is very safe, somewhat safe, somewhat unsafe, or very unsafe?*

FIGURE 12 PUBLIC SAFETY RATINGS BY SETTING



Respondents were more likely to report feeling safe in their neighborhood (73% very or somewhat safe) when compared to the City overall (see *How Safe is San José as a Place to Live?* on page 9) or downtown San José (31%). Furthermore, respondents were nearly three times as likely to report feeling *very* safe in their neighborhood (27%) than in the City overall (10%) and six times more likely when compared with downtown (4%). Table 3 shows that safety ratings for their neighborhood and downtown were consistent by fiscal quarter.

TABLE 3 PUBLIC SAFETY RATINGS BY SETTING BY FISCAL QUARTER (% VERY + SOMEWHAT SAFE)

	Fiscal Quarter			
	Q1 2024 (Jul-Sep 2023)	Q2 2024 (Oct-Dec 2023)	Q3 2024 (Jan-Mar 2024)	Q4 2024 (Apr-Jun 2024)
Your neighborhood	71.0	74.4	72.8	73.8
Downtown San José	29.6	32.3	32.1	31.6

Figures 13 to 16 show how feelings of safety in each scenario varied (among those with an opinion) by age, gender, ethnicity, household victim of a crime in the past 12 months, area of the City, downtown visitation frequency, and Council District. Most notably, residents who never visit downtown provided the lowest safety rating for downtown among all subgroups.

FIGURE 13 PUBLIC SAFETY RATINGS BY SETTING BY AGE & GENDER

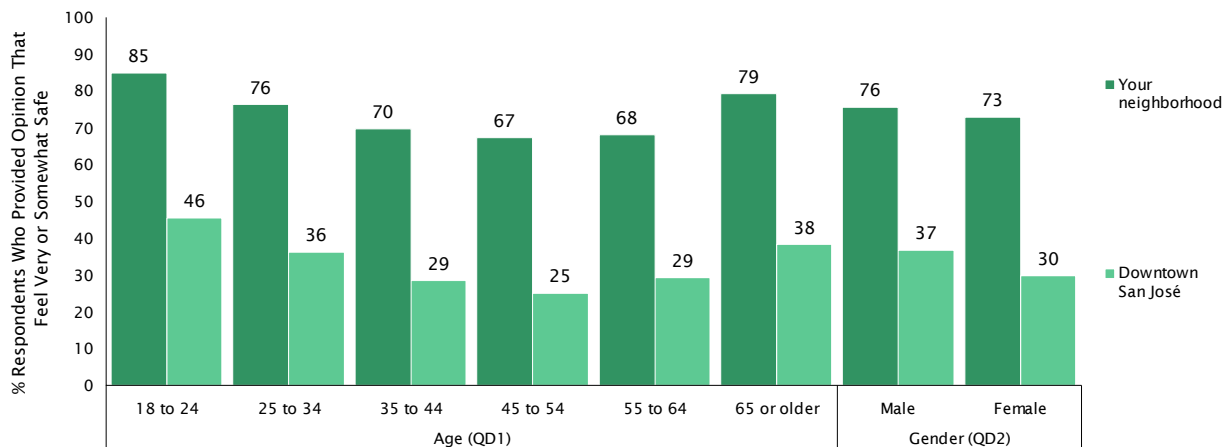


FIGURE 14 PUBLIC SAFETY RATINGS BY SETTING BY ETHNICITY & HSLD VICTIM OF CRIME IN PAST 12 MONTHS

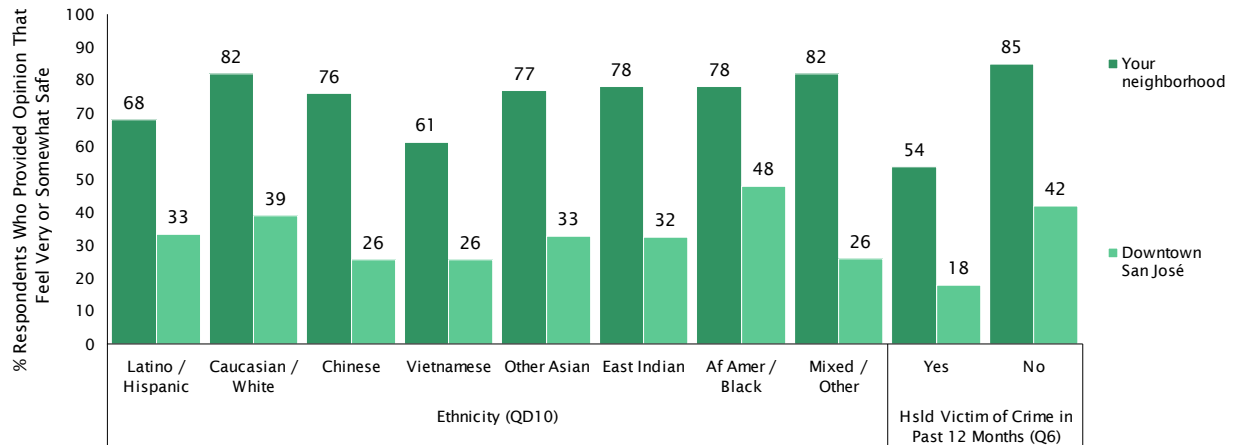


FIGURE 15 PUBLIC SAFETY RATINGS BY SETTING BY AREA OF CITY & DOWNTOWN VISITATION FREQUENCY

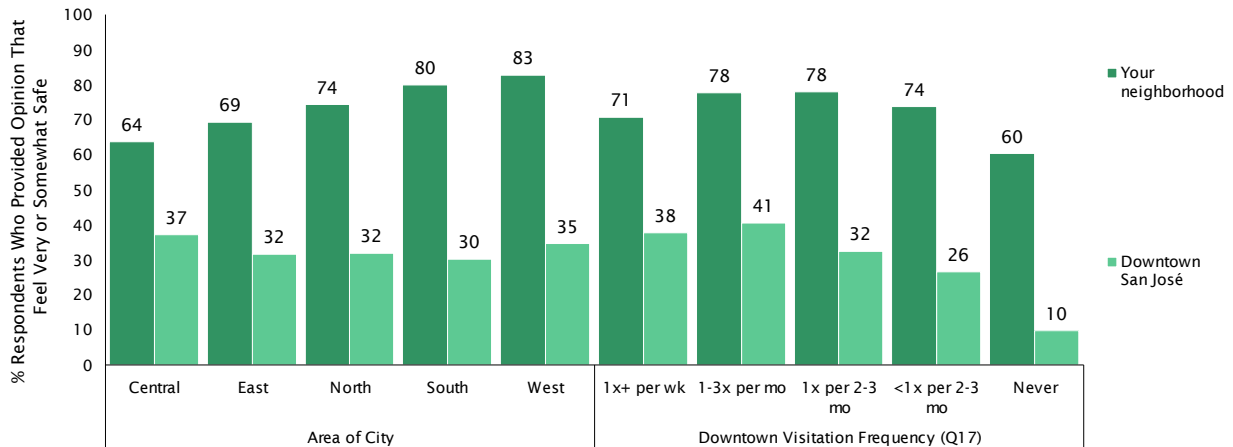
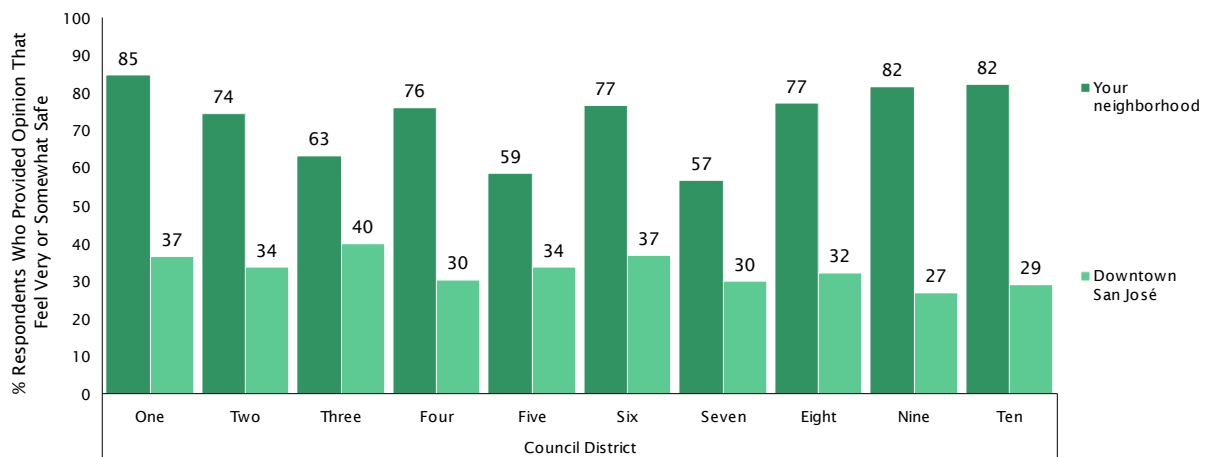


FIGURE 16 PUBLIC SAFETY RATINGS BY COUNCIL DISTRICT



VICTIM OF CRIME The next questions in the safety series asked respondents to indicate whether they, or anyone in their household, had been the victim of a crime in San José in the 12 months preceding the interview and if so, whether that crime was reported to the San José Police Department. Overall, three-in-ten residents (30%) live in a household where someone had been the victim of a crime in San José over the past year (Figure 17). Of those, 58% indicated that the crime was reported to the police (18% of all respondents). As shown in Figure 18, self-reported incidence of crime was highest (31%) among respondents interviewed in the first fiscal quarter of the year (July-September 2023) and lowest (25%) in the fourth quarter (April-June 2024). Figures 19-24 show how self-reported crime incidence varied by individual and household level traits.

Question 6 *In the past 12 months, have you or other members of your household been the victim of a crime in San José?*

Question 7 *Was the crime reported to the San José Police Department?*

FIGURE 17 HOUSEHOLD VICTIM OF CRIME IN SAN JOSÉ

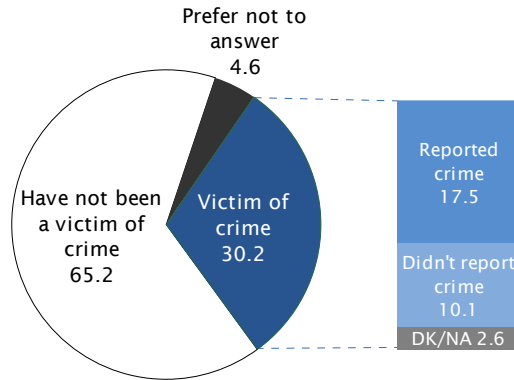


FIGURE 18 HOUSEHOLD VICTIM OF CRIME IN SAN JOSÉ BY FISCAL QUARTER

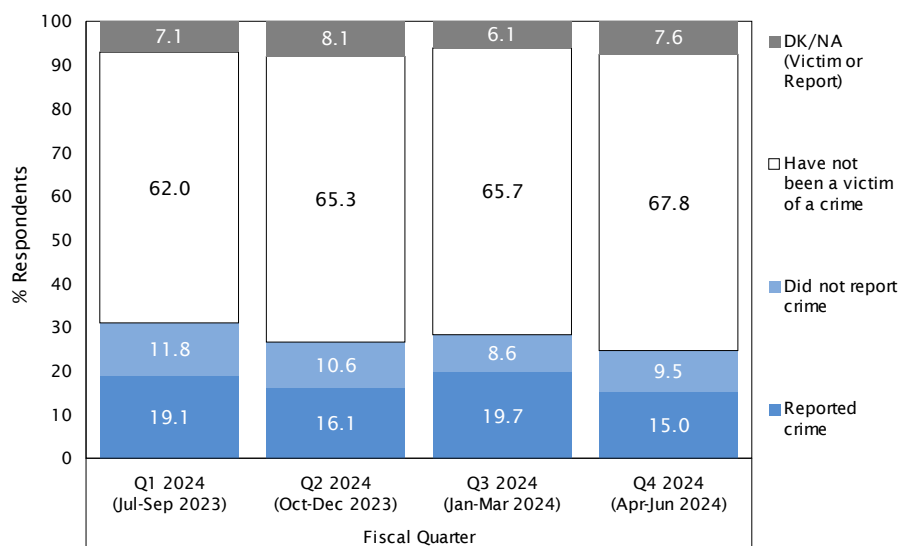


FIGURE 19 HOUSEHOLD VICTIM OF CRIME IN SAN JOSÉ BY YEARS IN SAN JOSÉ & AGE

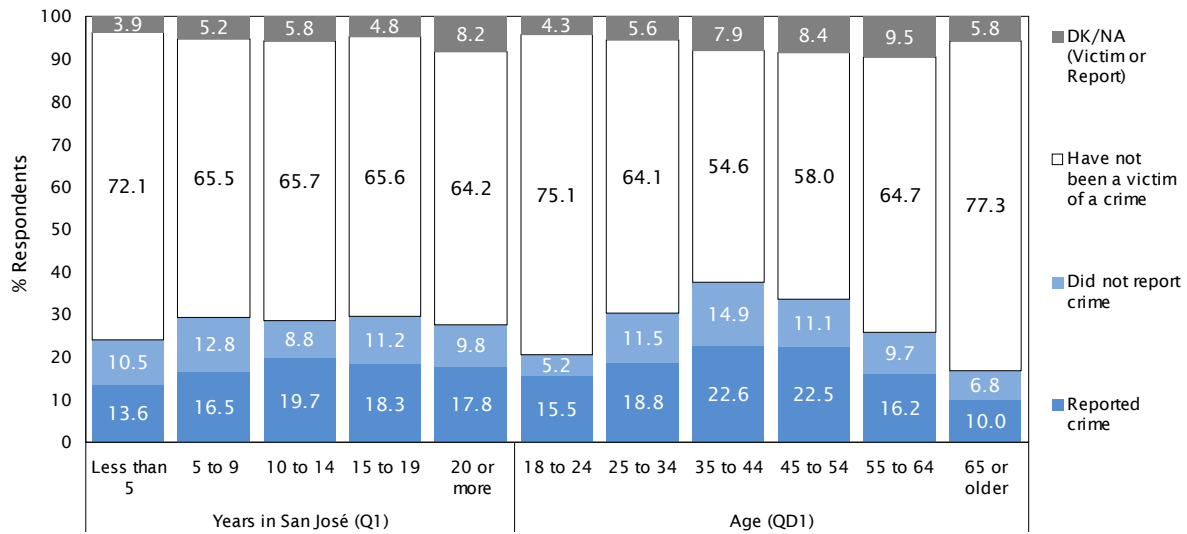


FIGURE 20 HOUSEHOLD VICTIM OF CRIME IN SAN JOSÉ BY ETHNICITY & GENDER

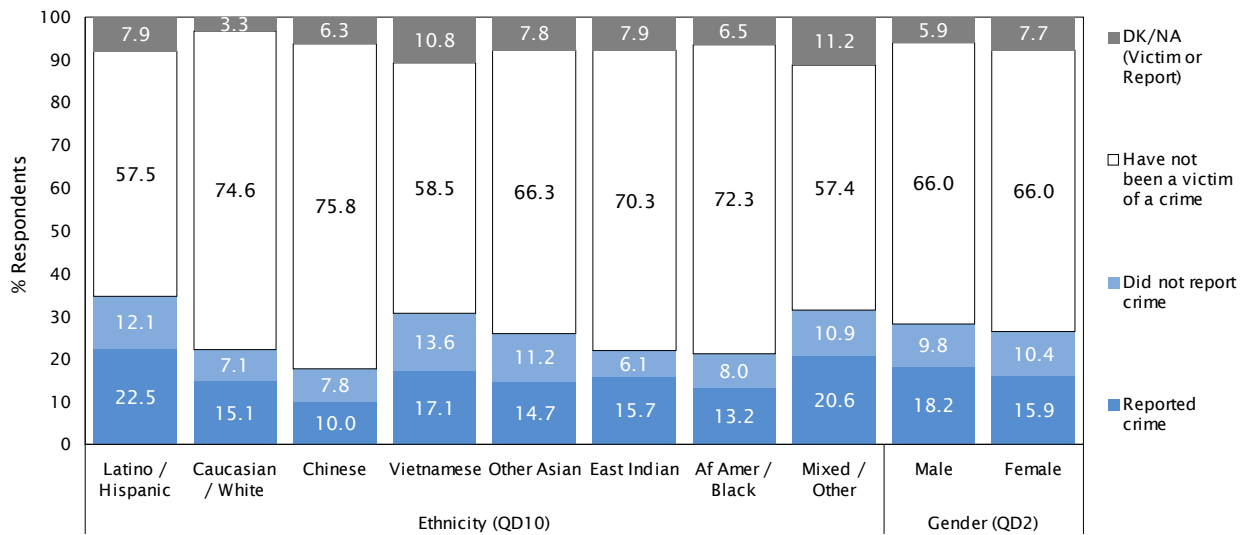


FIGURE 21 HOUSEHOLD VICTIM OF CRIME IN SAN JOSÉ BY SURVEY LANGUAGE & EDUCATION LEVEL

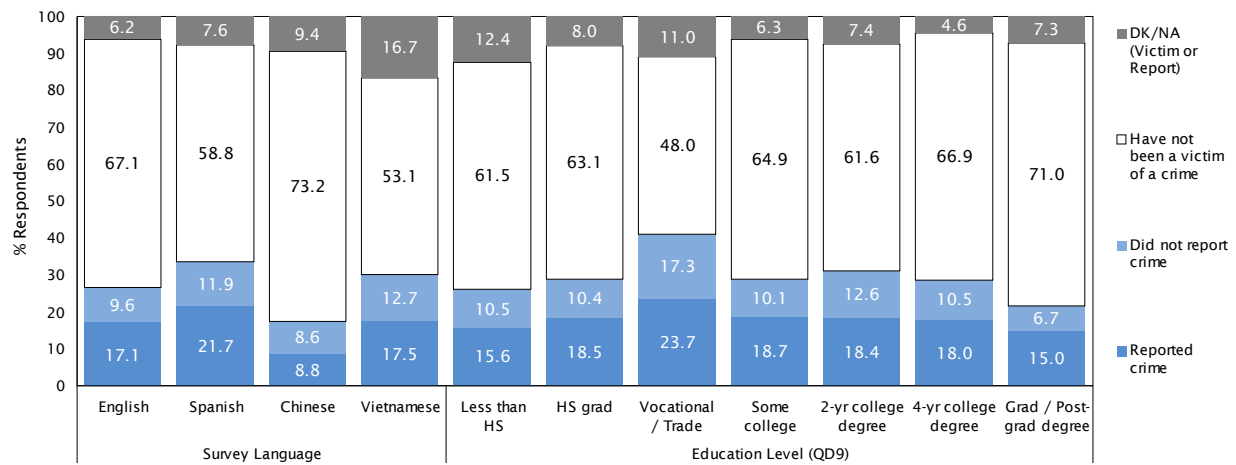


FIGURE 22 HOUSEHOLD VICTIM OF CRIME IN SAN JOSÉ BY HSLD INCOME & AREA OF CITY

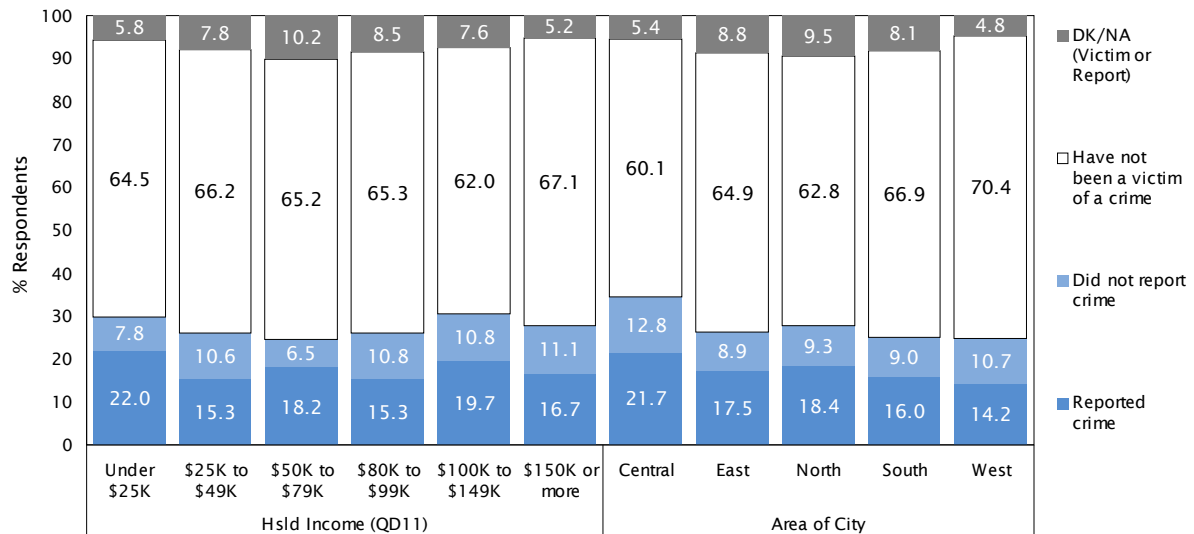


FIGURE 23 HOUSEHOLD VICTIM OF CRIME IN SAN JOSÉ BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS & CHILD IN HSLD

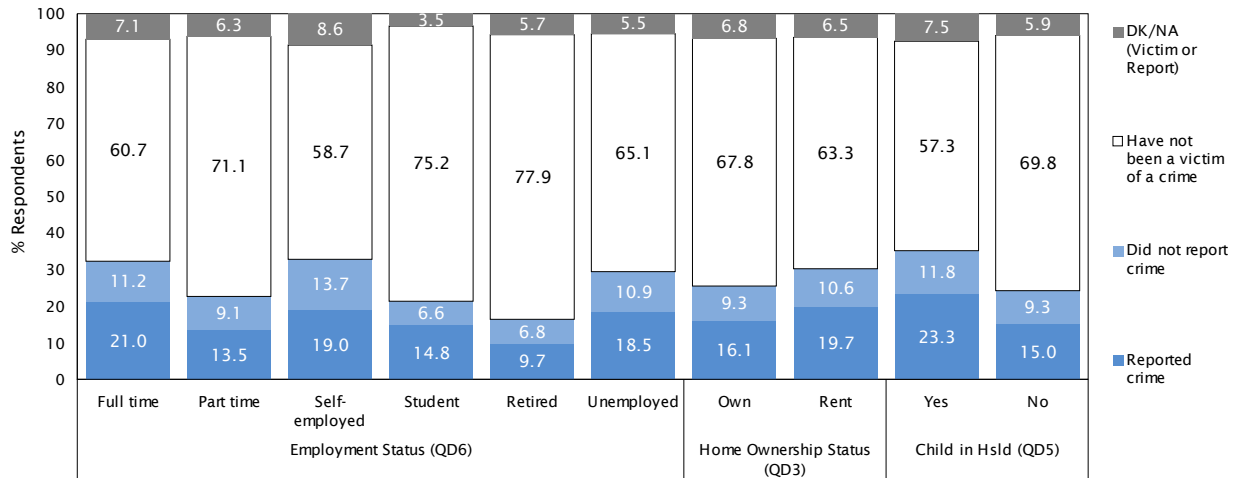
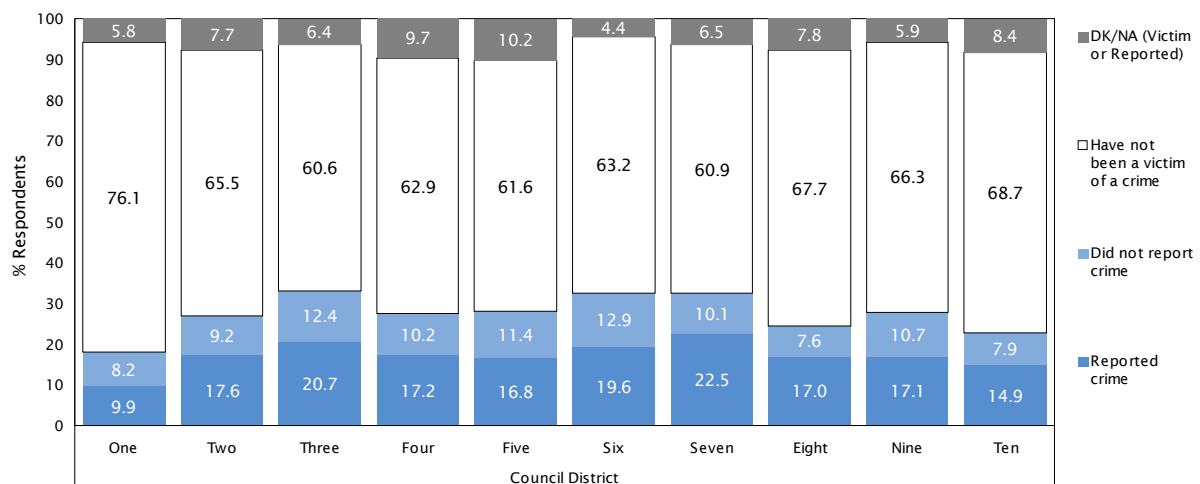


FIGURE 24 HOUSEHOLD VICTIM OF CRIME IN SAN JOSÉ BY COUNCIL DISTRICT



INVOLVED IN TRAFFIC ACCIDENT Respondents were next asked whether they had personally been involved in a traffic accident with another vehicle, bicycle, scooter, or pedestrian in San José within the 12 months prior to the interview. Overall, approximately 12% of respondents self-reported involvement in a traffic accident during the study period (Figure 25) and that percentage was consistent (12%-14%) across fiscal quarters (Figure 26). For the interested reader, figures 27-31 display self-reported involvement in a traffic accident in the 12 months preceding the interview by a host of demographic characteristics.

Question 8 *In the past 12 months, have you been involved in a traffic accident with another vehicle, bicycle, scooter, or pedestrian in San José?*

FIGURE 25 INVOLVED IN TRAFFIC ACCIDENT IN PAST 12 MONTHS

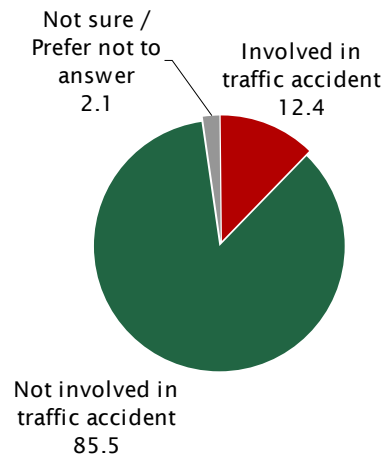


FIGURE 26 INVOLVED IN TRAFFIC ACCIDENT IN PAST 12 MONTHS BY FISCAL QUARTER

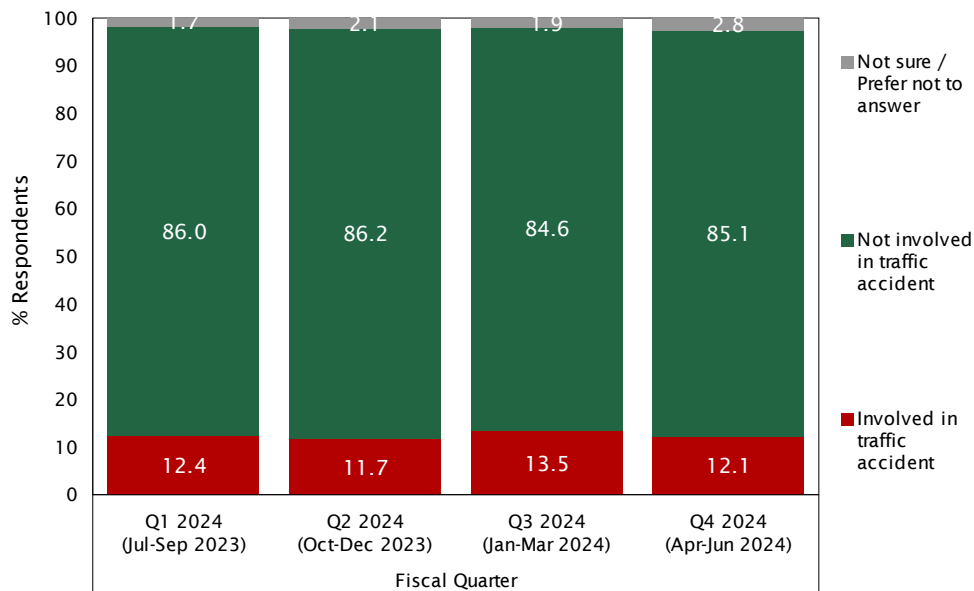


FIGURE 27 INVOLVED IN TRAFFIC ACCIDENT IN PAST 12 MONTHS BY YEARS IN SAN JOSÉ & AGE

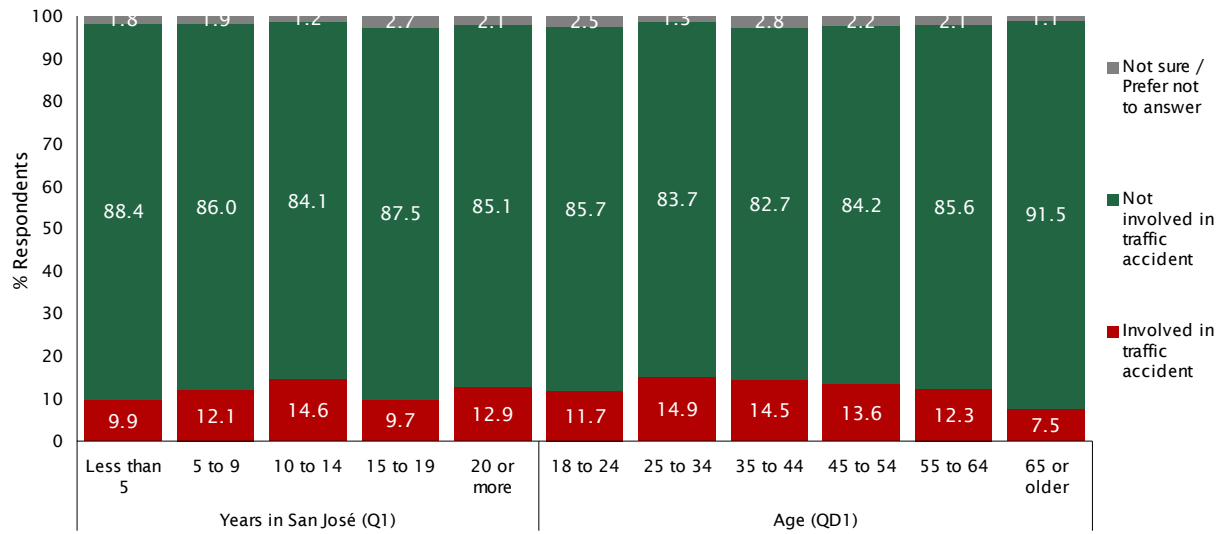


FIGURE 28 INVOLVED IN TRAFFIC ACCIDENT IN PAST 12 MONTHS BY ETHNICITY & GENDER

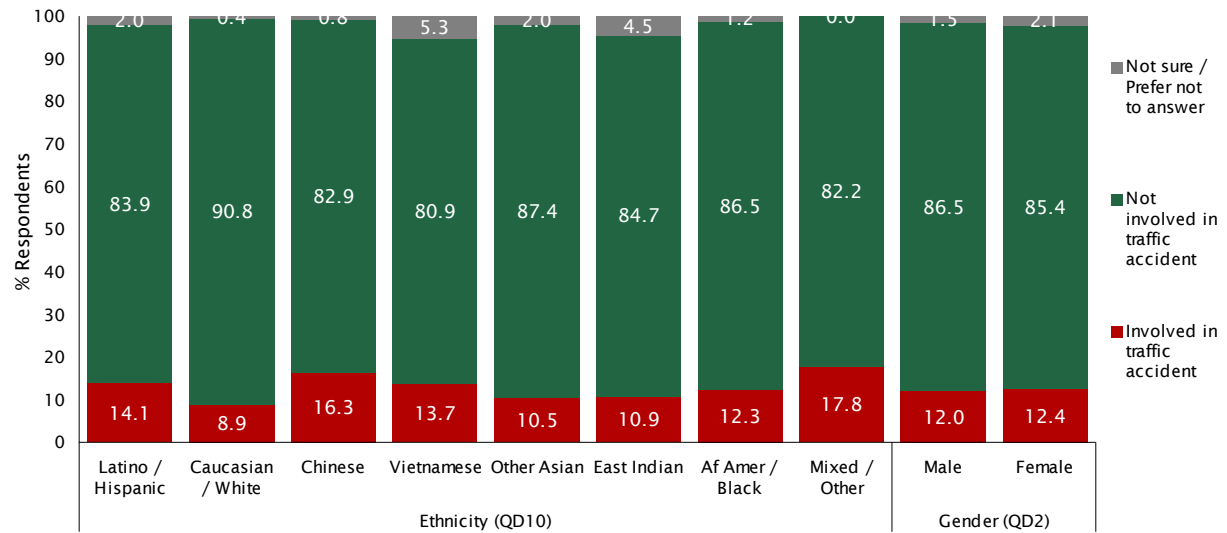


FIGURE 29 INVOLVED IN TRAFFIC ACCIDENT IN PAST 12 MONTHS BY SURVEY LANGUAGE & EDUCATION LEVEL

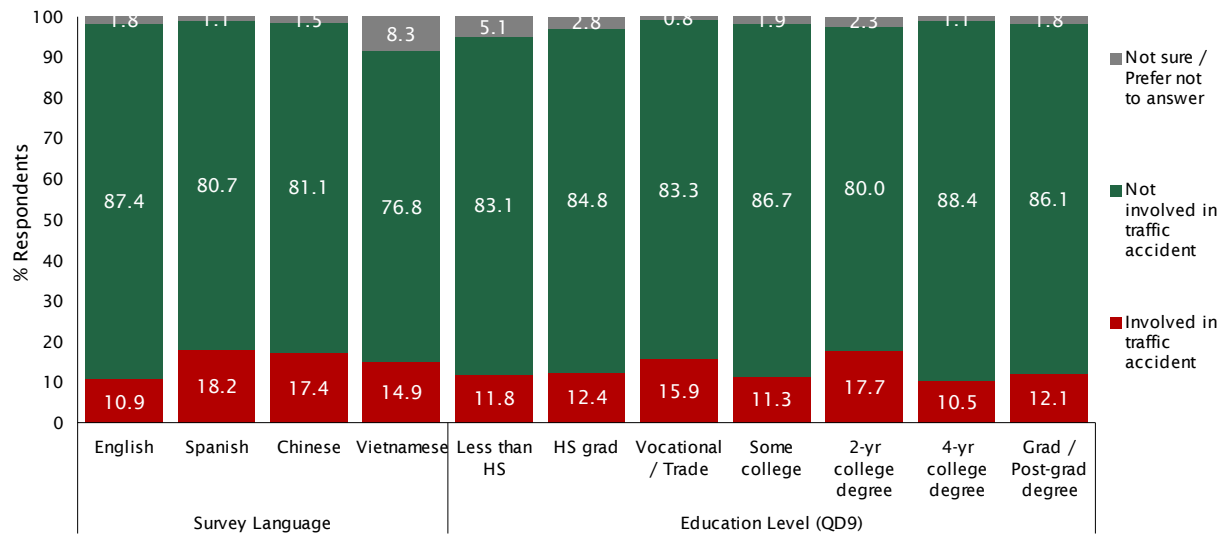


FIGURE 30 INVOLVED IN TRAFFIC ACCIDENT IN PAST 12 MONTHS BY HSLD INCOME & AREA OF CITY

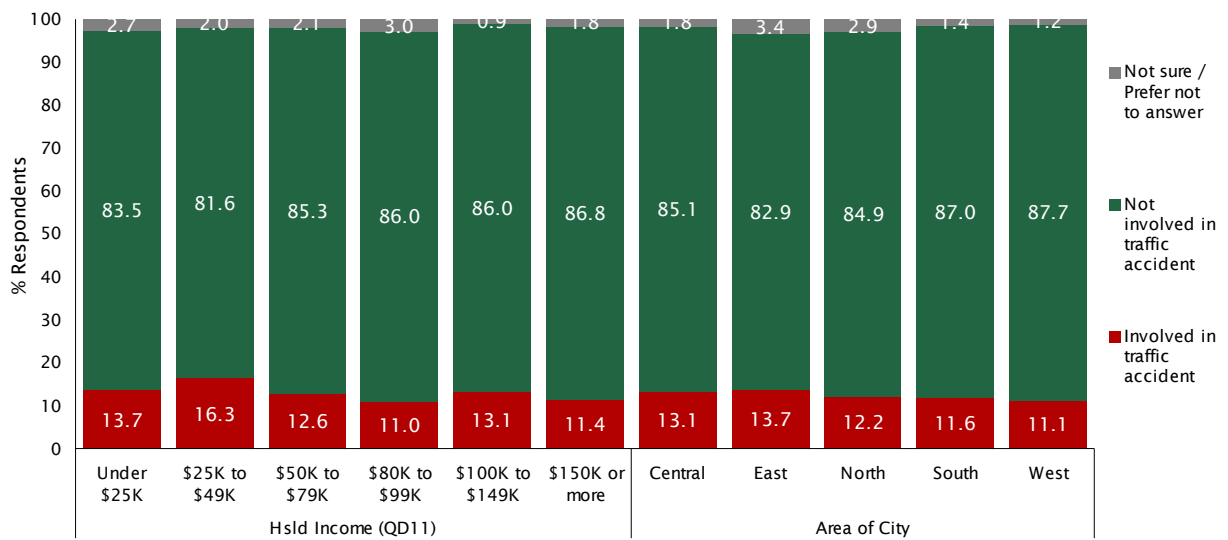
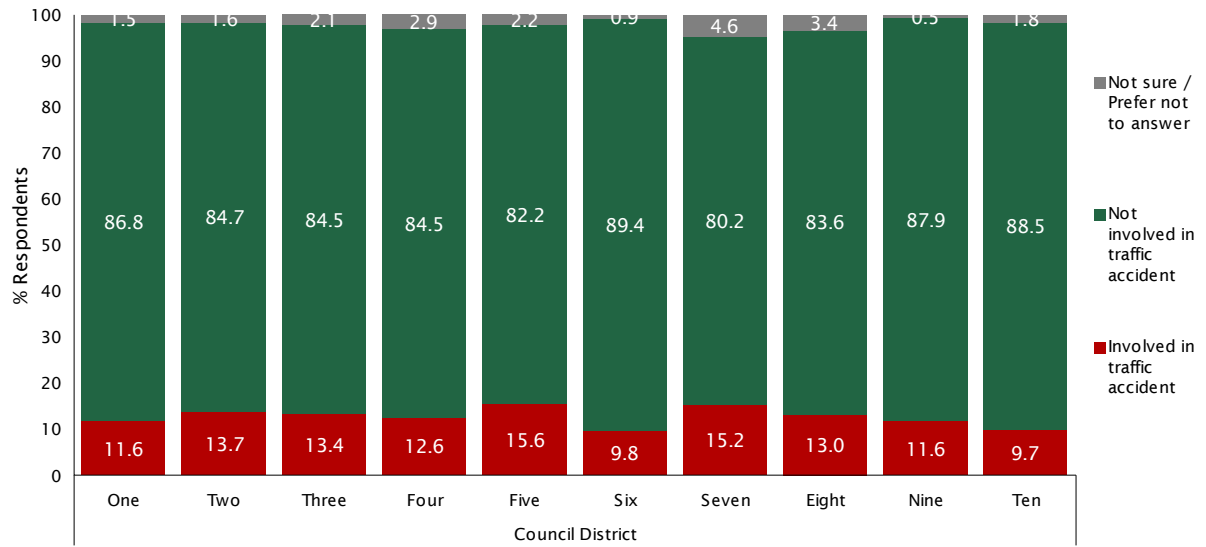


FIGURE 31 INVOLVED IN TRAFFIC ACCIDENT IN PAST 12 MONTHS BY COUNCIL DISTRICT



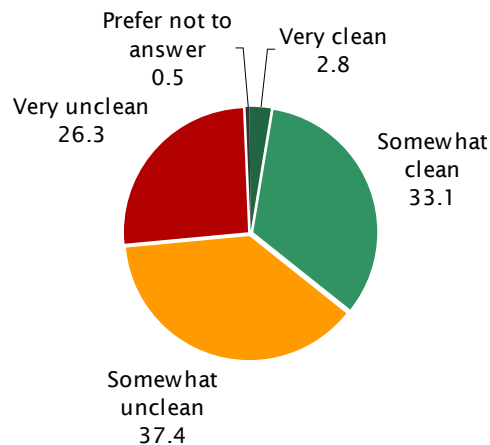
CLEANING UP NEIGHBORHOODS

Cleaning and maintaining the City's shared spaces and resources through proactive and community-driven blight reduction, beautification, and code enforcement services was among the four Focus Areas (**Cleaning Up Our Neighborhoods**) established by the City Council for 2024-2025. Key programs include illegal dumping, anti-graffiti, encampment trash services, community code enforcement, and SJ311. To help gauge the City's progress in this area, the survey measured residents' opinions of the appearance of San José as a whole, as well as various subareas of the city including neighborhoods, public parks, and downtown.

APPEARANCE OF SAN JOSÉ As show below in Figure 32, 36% of residents assigned a positive rating of either very clean (3%) or somewhat clean (33%) when asked to rate the appearance of San José, whereas 64% said somewhat unclean (37%) or very unclean (26%) and 1% chose not to answer the question. Figure 33 on the next page shows how appearance ratings varied by fiscal quarter, with positive ratings ranging from a low of 33% in Q1 (July-September 2023) to a high of 39% in Q3 (January-March 2024).

Question 9 *Overall, how would you rate the appearance of San José? Would you say it is very clean, somewhat clean, somewhat unclean, or very unclean?*

FIGURE 32 OVERALL APPEARANCE OF SAN JOSÉ



Figures 34 through 37 display San José appearance ratings by resident subgroups. Notably, newer residents (less than 5 years), those under 35 years of age (and particularly 18-24) or 65 years and older, African American and Chinese respondents, men, those with no children in the household, respondents who took the survey in Chinese, those living in the west or north areas of the City, and residents of Council District 1 were the most likely to rate the appearance of San José as excellent or good.

FIGURE 33 OVERALL APPEARANCE OF SAN JOSÉ BY FISCAL QUARTER

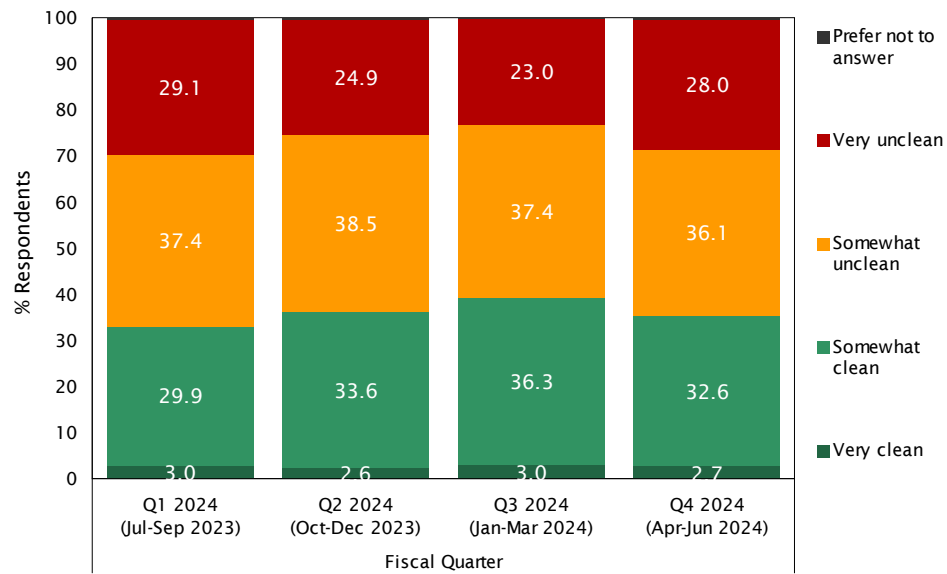


FIGURE 34 OVERALL APPEARANCE OF SAN JOSÉ BY YEARS IN SAN JOSÉ & AGE

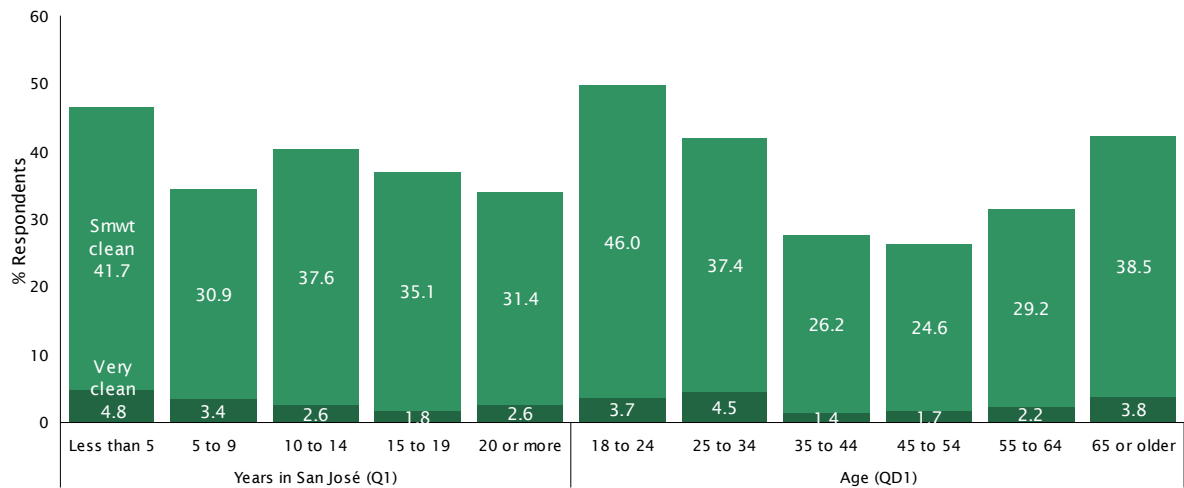


FIGURE 35 OVERALL APPEARANCE OF SAN JOSÉ BY ETHNICITY, GENDER & CHILD IN HSLD

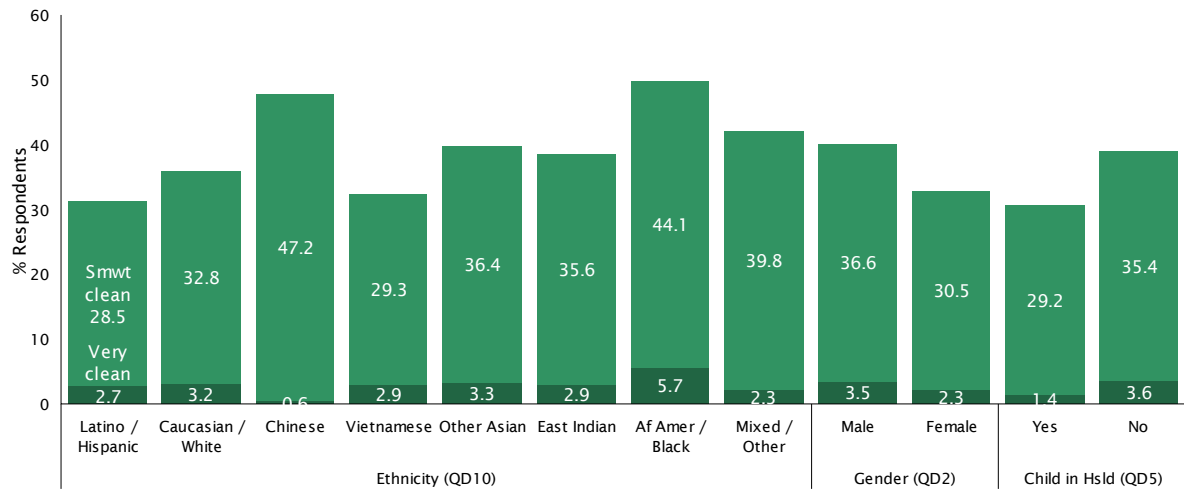


FIGURE 36 OVERALL APPEARANCE OF SAN JOSÉ BY SURVEY LANGUAGE, AREA OF CITY & HOME OWNERSHIP STATUS

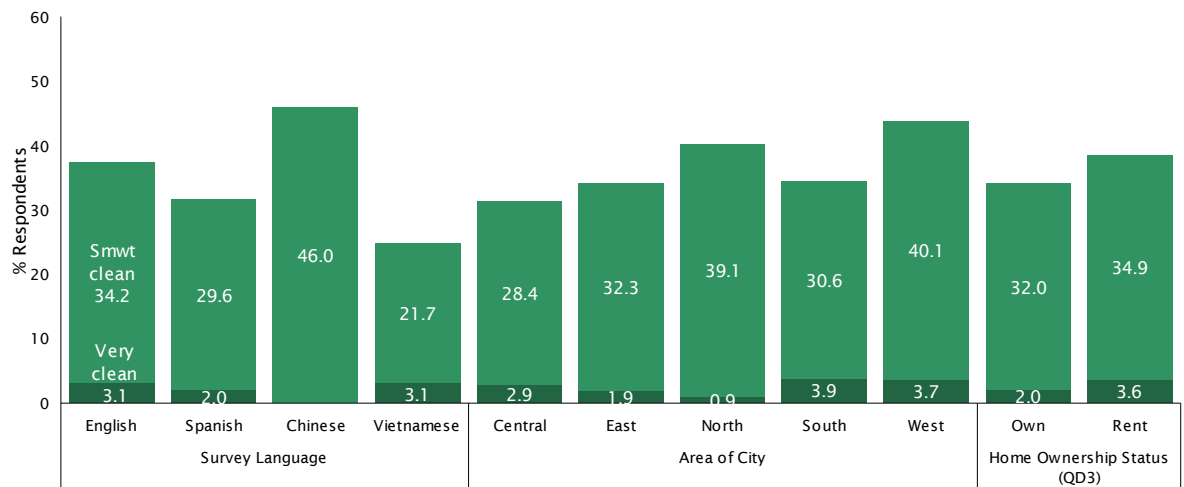
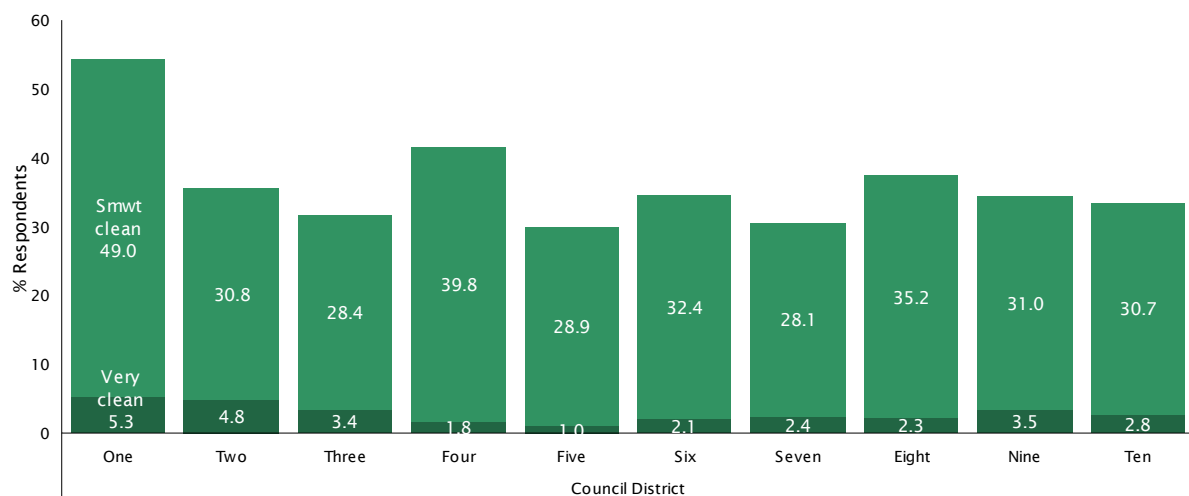


FIGURE 37 OVERALL APPEARANCE OF SAN JOSÉ BY COUNCIL DISTRICT



REASONS FOR RATING SAN JOSÉ AS UNCLEAN Respondents who indicated that San José is unclean were next asked to describe the reasons or issues contributing to this sentiment. Question 10 was posed in an open-ended manner, allowing residents to mention any reasons that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 38. Among those who rated the City as unclean, more than half cited trash and litter around the City (61%) and homelessness (54%) as the reasons for their rating. Vandalism/graffiti was the next most frequently cited response (11%).

Table 4 on the next page shows respondents' top five reasons for rating the City's appearance as unclean by fiscal quarter. The top three responses were consistent during the first three quarters of 2024, but differed in the fourth quarter when quality of infrastructure/roads moved into the third position.

Question 10 *Are there particular reasons or issues that make you feel San José is unclean?*

FIGURE 38 REASONS FEEL CITY IS UNCLEAN

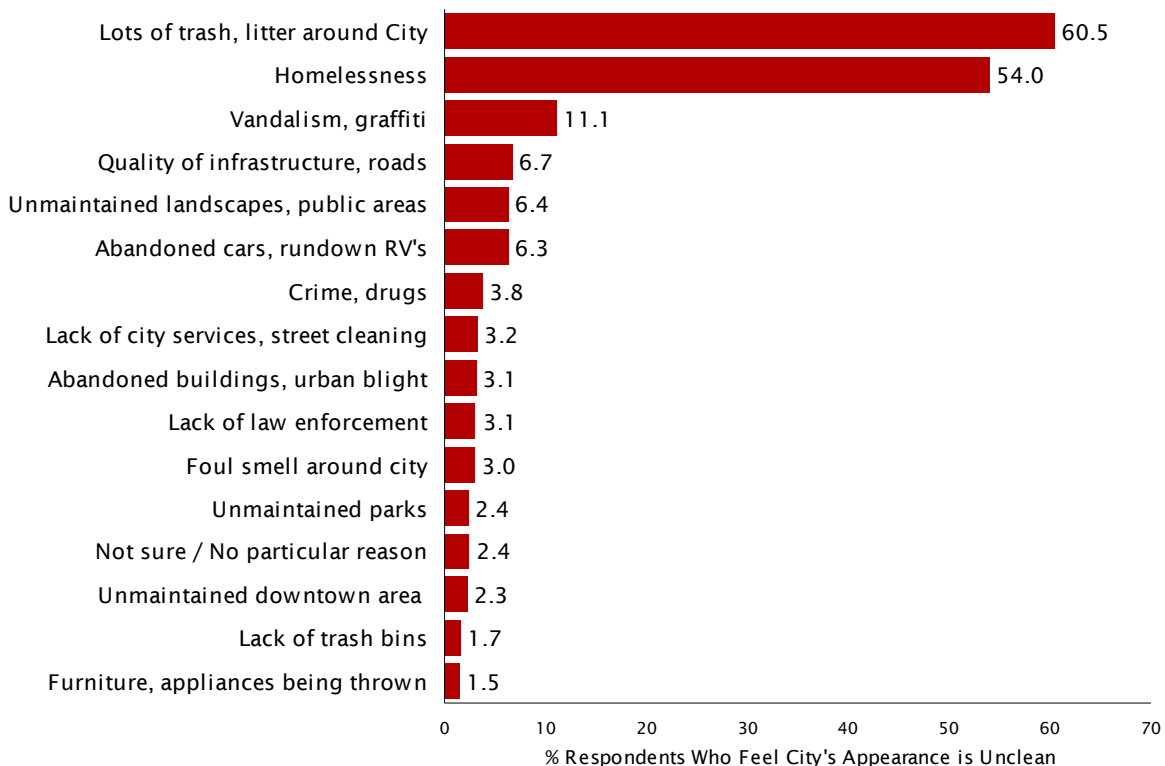
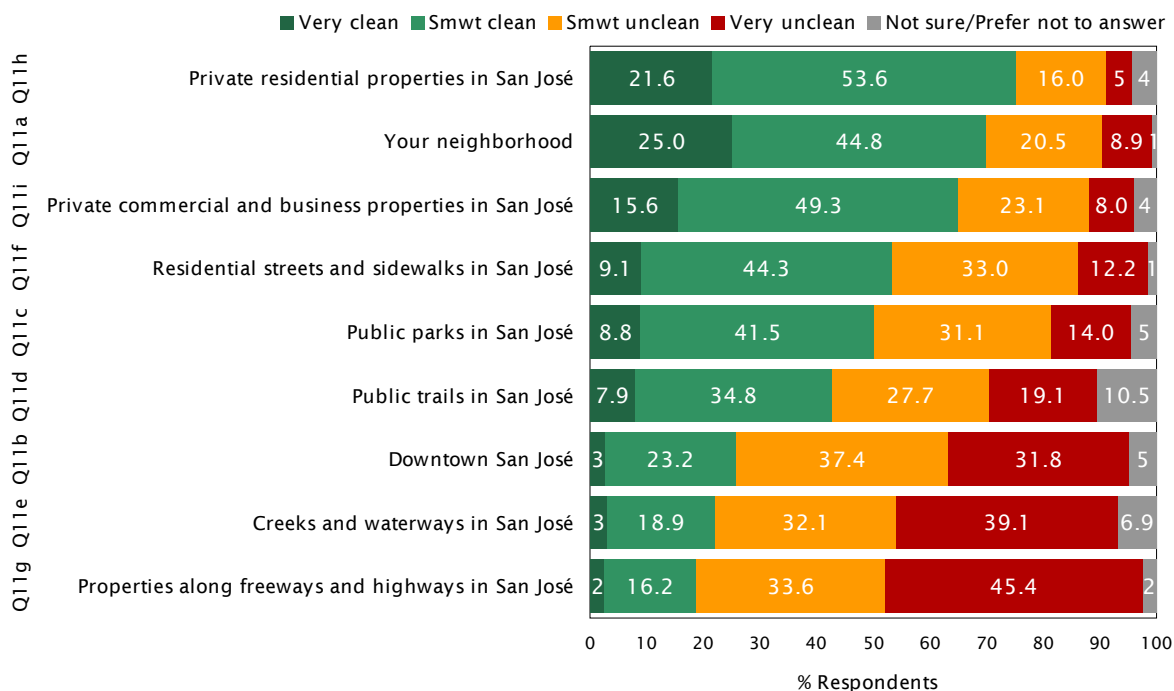


TABLE 4 TOP 5 REASONS FEEL CITY IS UNCLEAN BY FISCAL QUARTER

Fiscal Quarter			
Q1 2024 (Jul-Sep 2023)	Q2 2024 (Oct-Dec 2023)	Q3 2024 (Jan-Mar 2024)	Q4 2024 (Apr-Jun 2024)
Lots of trash, litter around City	Lots of trash, litter around City	Lots of trash, litter around City	Lots of trash, litter around City
Homelessness	Homelessness	Homelessness	Homelessness
Vandalism, graffiti	Vandalism, graffiti	Vandalism, graffiti	Quality of infrastructure, roads
Abandoned cars, rundown RV's	Crime, drugs	Abandoned cars, rundown RV's	Unmaintained landscapes, public areas
Quality of infrastructure, roads	Lack of law enforcement	Unmaintained landscapes, public areas	Vandalism, graffiti

RATING ASPECTS OF CITY CLEANLINESS All respondents were next asked to rate the appearance of various aspects of San José using the same scale of very or somewhat clean or unclean (Figure 39).

Question 11 *For each of the following items I mention, please rate them as very clean, somewhat clean, somewhat unclean, or very unclean.*

FIGURE 39 RATING CITY CLEANLINESS


Approximately seven-in-ten residents rated private residential properties in San José (75%) and their neighborhood (70%) as very or somewhat clean, while six-in-ten gave a similar rating to private commercial and business properties (65%). The majority of respondents used very or some-

what clean to describe the appearance of residential streets and sidewalks (53%) and public parks (50%), whereas four-in-ten (43%) did so for public trails in San José. Ratings were less positive for the cleanliness of properties along freeways and highways in San José (19%), creeks and waterways (22%), and downtown (26%). For the interested reader, Table 5 displays ratings by fiscal quarter.

TABLE 5 RATING CITY CLEANLINESS BY FISCAL QUARTER

	Fiscal Quarter			
	Q1 2024 (Jul-Sep 2023)	Q2 2024 (Oct-Dec 2023)	Q3 2024 (Jan-Mar 2024)	Q4 2024 (Apr-Jun 2024)
Private residential properties in San José	74.3	76.4	78.0	71.9
Your neighborhood	67.4	71.3	72.1	68.7
Private commercial and business properties in San José	64.0	66.5	68.4	60.8
Residential streets and sidewalks in San José	53.1	52.9	55.5	51.9
Public parks in San José	52.1	50.7	49.5	49.0
Public trails in San José	42.4	41.1	47.4	40.2
Downtown San José	23.6	24.6	27.7	27.4
Creeks and waterways in San José	22.3	21.8	22.0	21.7
Properties along freeways and highways in San José	19.6	15.4	18.6	20.7

REDUCING UNSHELTERED HOMELESS

As noted previously, San José residents have consistently rated homelessness among their top concerns, which is one of the reasons why the City Council identified **Managing and Ending Homelessness** as one of the four key Focus Areas for 2024-2025 with the goal of implementing comprehensive strategies and supportive services to decrease the number of individuals experiencing homelessness and improve the quality of life. Key programs include homelessness prevention, outreach, case management, interim housing construction and operations, and homelessness concerns. To help gauge the City's progress in this Focus Area, the survey included a series of direct questions about respondents' encounters with homeless individuals, the perceived trajectory of homelessness in their neighborhood, and any personal interactions they may have had in the three months prior to the interview.

FREQUENCY OF ENCOUNTERING HOMELESS IN NEIGHBORHOOD When asked how frequently they encounter homeless people in their neighborhood, approximately four-in-ten respondents said every day (43%) and an additional 24% said a few times per week. Approximately 23% mentioned that they encounter homeless people in their neighborhood a few times per month (12%) or less often than a few times per month (11%). Just eight percent of respondents stated that they never encounter homeless people in their neighborhood, and 2% were unsure or preferred to not answer the question. Taken together, more than two-thirds (68%) of residents reported they encounter homeless people in their neighborhood weekly (Figure 40). As shown in Figure 41 on the next page, reported weekly encounters were highest in the first quarter of the fiscal year (July-September 2023).

Question 12 *How often do you encounter homeless people in your neighborhood? Everyday, a few times a week, a few times per month, less often than a few times per month, or never?*

FIGURE 40 FREQUENCY OF ENCOUNTERING HOMELESS IN NEIGHBORHOOD

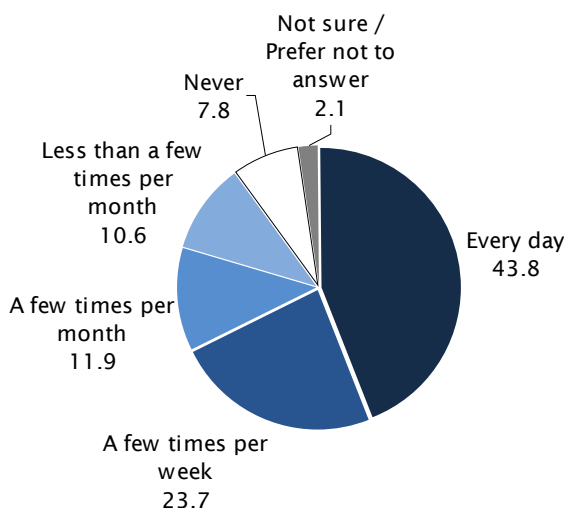
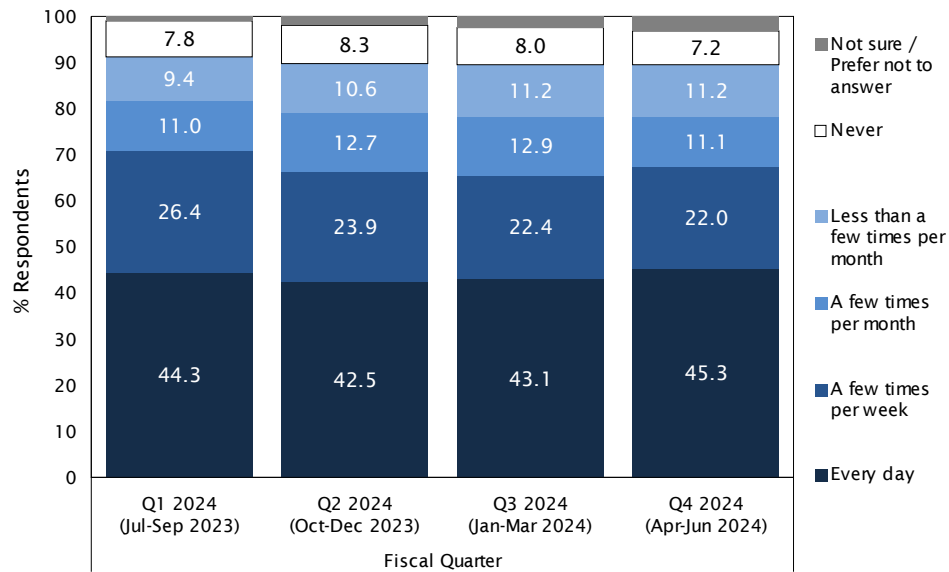


FIGURE 41 FREQUENCY OF ENCOUNTERING HOMELESS IN NEIGHBORHOOD BY FISCAL QUARTER



Figures 42 through 46 show how the reported frequency of encountering homeless individuals in residential neighborhoods varied across subgroups. The majority of residents 35 to 54 years of age, Latino/Hispanic respondents, those who took the survey in Spanish or Vietnamese, respondents with an annual household income under \$80,000, central area residents, renters, those who indicated that the number of homeless in their neighborhood has increased, and residents of Council Districts 2, 3, 5, and 7 reported daily encounters with homeless in their neighborhood.

FIGURE 42 FREQUENCY OF ENCOUNTERING HOMELESS IN NEIGHBORHOOD BY YEARS IN SAN JOSÉ & AGE

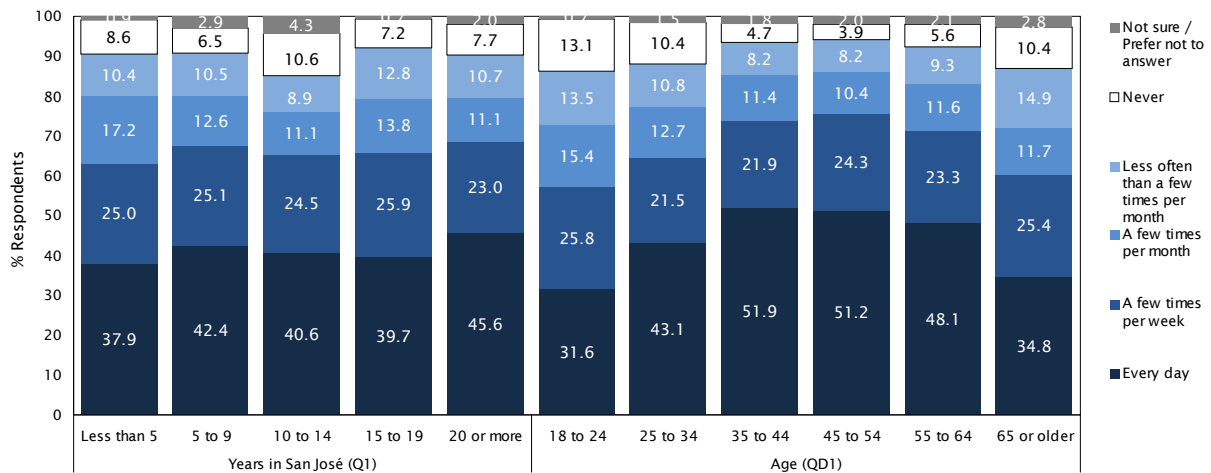


FIGURE 43 FREQUENCY OF ENCOUNTERING HOMELESS IN NEIGHBORHOOD BY ETHNICITY & GENDER

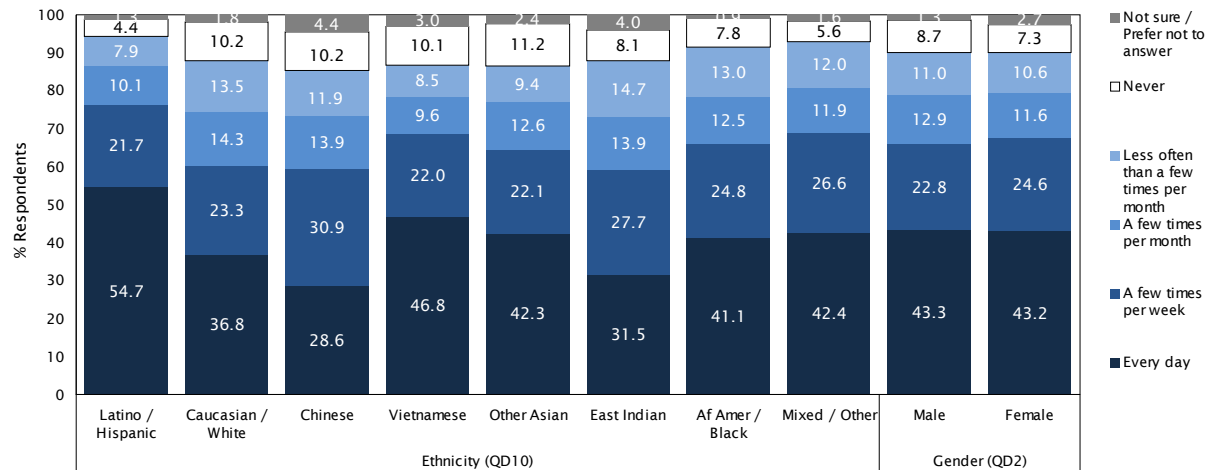


FIGURE 44 FREQUENCY OF ENCOUNTERING HOMELESS IN NEIGHBORHOOD BY SURVEY LANGUAGE & HSLD INCOME

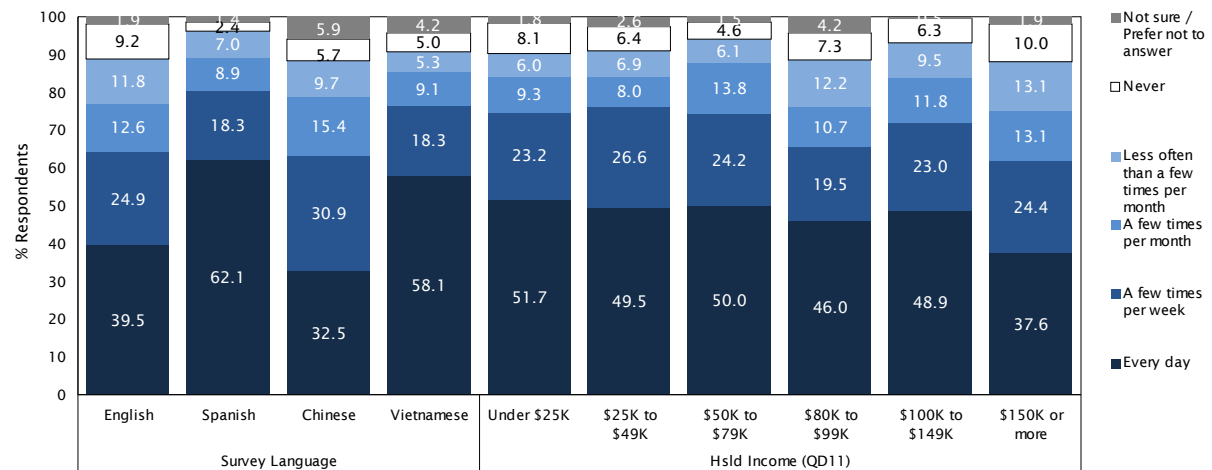


FIGURE 45 FREQUENCY OF ENCOUNTERING HOMELESS IN NEIGHBORHOOD BY AREA OF CITY, HOME OWNERSHIP STATUS, CHILD IN HSLD & HOMELESS IN NEIGHBORHOOD

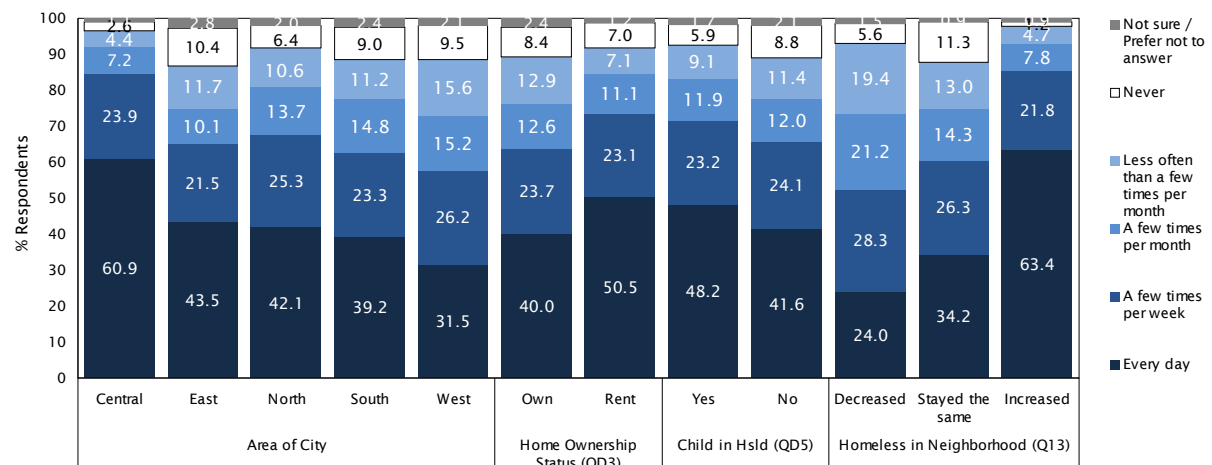
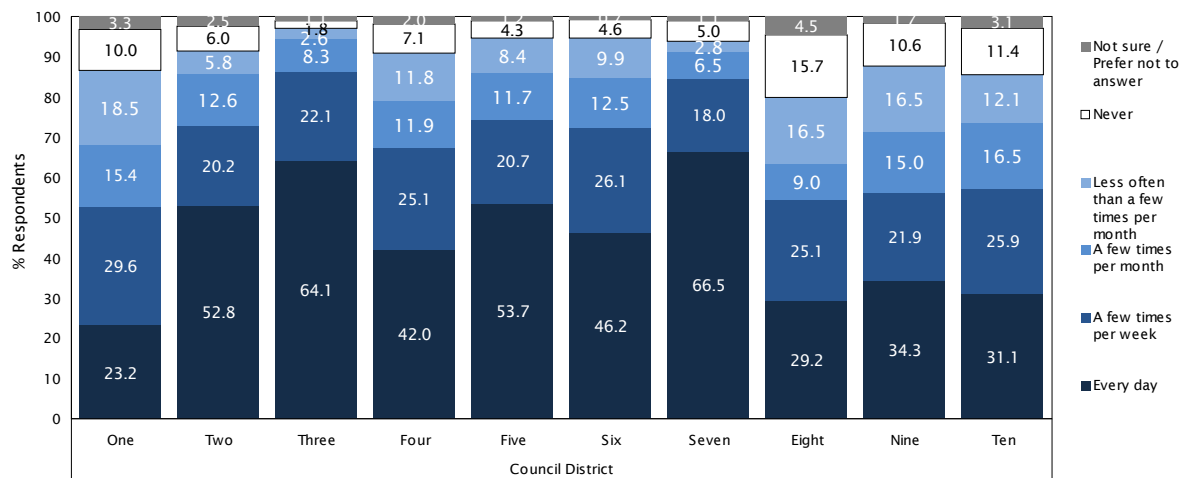


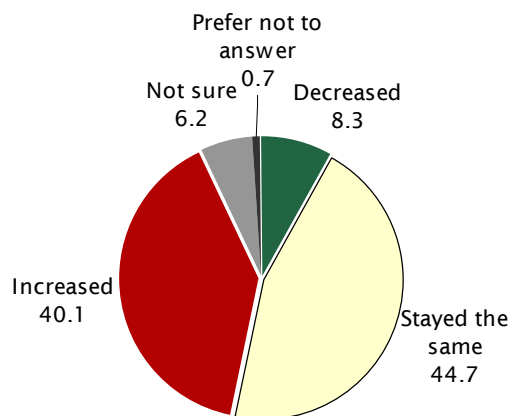
FIGURE 46 FREQUENCY OF ENCOUNTERING HOMELESS IN NEIGHBORHOOD BY COUNCIL DISTRICT



HAS THE AMOUNT OF HOMELESS PEOPLE CHANGED? The next question in this series simply asked respondents whether, over the past 12 months, they perceive that the amount of homeless people in their neighborhood has decreased, stayed about the same, or increased. As shown in Figure 47 below, four-in-ten (40% of) respondents indicated that the amount of homeless in their neighborhood had increased during the past year, whereas 45% perceived it to be about the same. Just 8% felt that the homeless population in their neighborhood had decreased during this period, while an additional 7% were unsure or preferred to not answer the question.

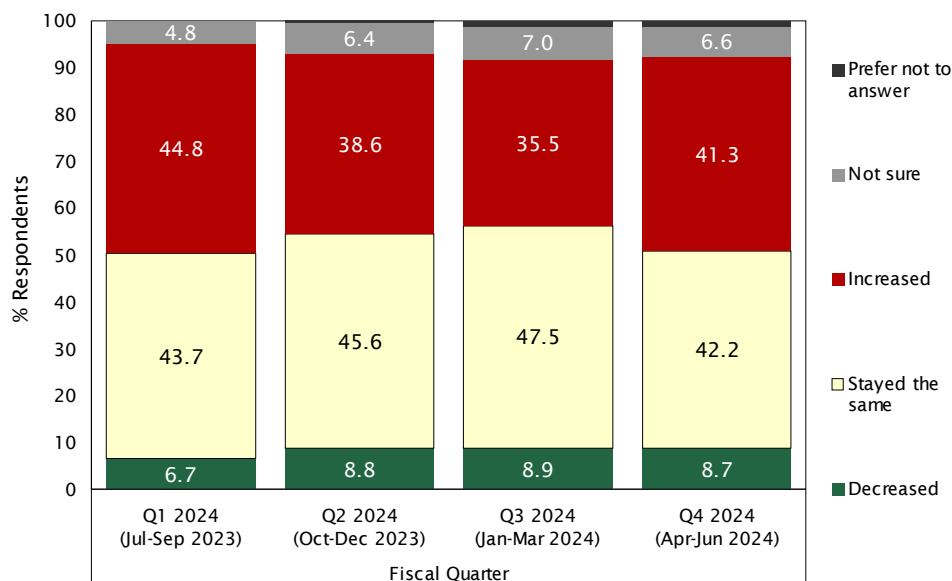
Question 13 *Over the past 12 months, would you say the level of homelessness in your neighborhood has decreased, stayed about the same, or increased?*

FIGURE 47 OPINION OF NUMBER OF HOMELESS IN NEIGHBORHOOD



Examining responses by fiscal quarter reveals that residents interviewed in the warmer months (Q1 July-September and Q4 April-June) were more likely to report that homelessness in their neighborhood had increased when compared with those interviewed during other times of the year (Figure 48).

FIGURE 48 OPINION OF NUMBER OF HOMELESS IN NEIGHBORHOOD BY FISCAL QUARTER



The figures to follow show the percentage of respondents who perceived that homelessness in their neighborhood had increased in the 12 months preceding the interview by a variety of demographic characteristics. As one might expect, frequency of homeless encounters was strongly correlated to reporting an increase in the number of homeless in their neighborhood (see Figure 51 on the next page). Approximately six-in-ten residents who encountered homeless in their neighborhood every day (58%) as well as those who felt unsafe in their neighborhood (60%) reported that the number of homeless had increased over the past year.

FIGURE 49 INCREASE IN NUMBER OF HOMELESS IN NEIGHBORHOOD BY YEARS IN SAN JOSÉ & AGE

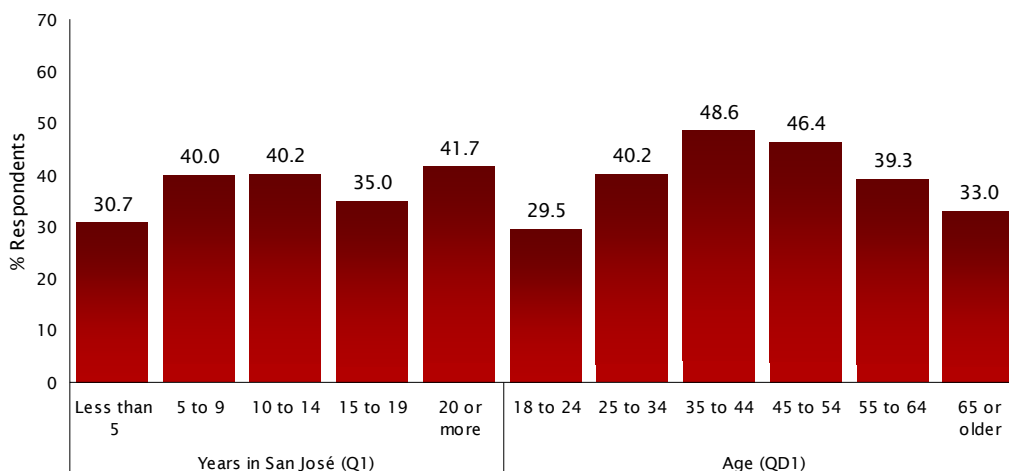


FIGURE 50 INCREASE IN NUMBER OF HOMELESS IN NEIGHBORHOOD BY ETHNICITY & GENDER

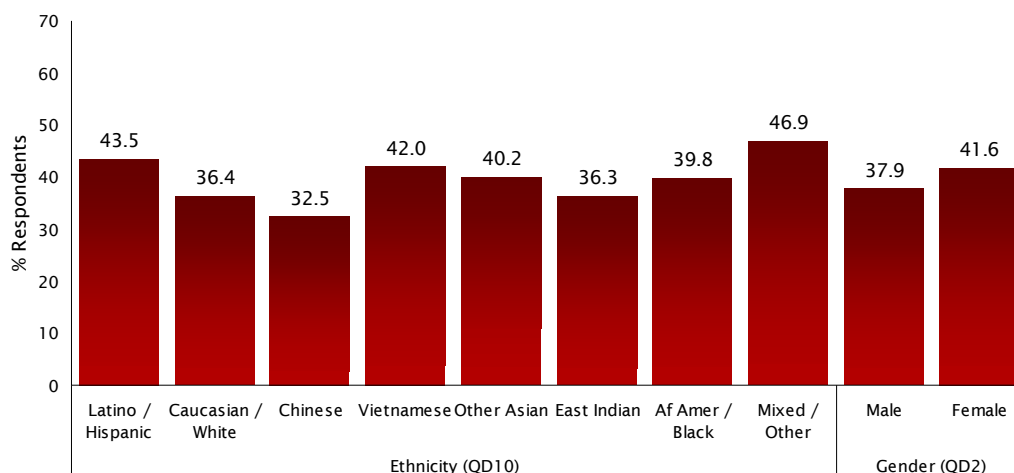


FIGURE 51 INCREASE IN NUMBER OF HOMELESS IN NEIGHBORHOOD BY FREQUENCY OF ENCOUNTERS WITH HOMELESS & HSLD INCOME

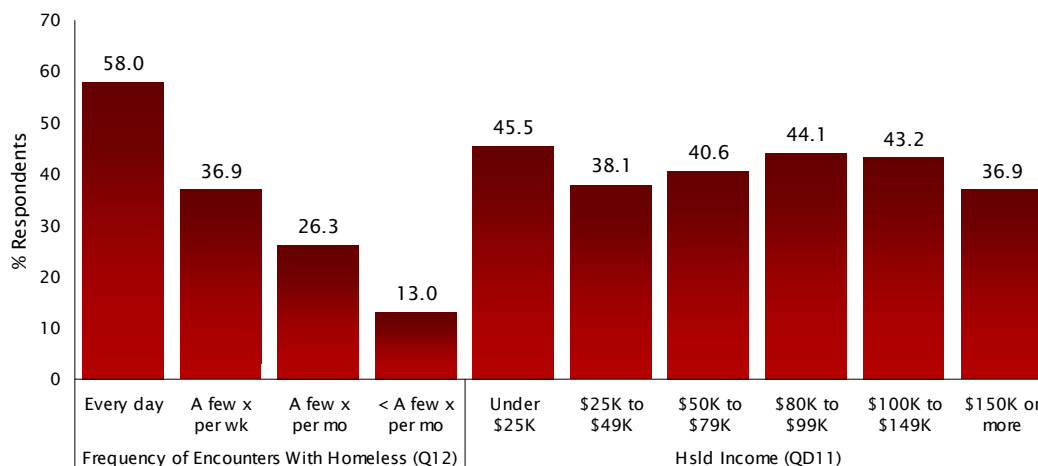


FIGURE 52 INCREASE NUMBER OF HOMELESS IN NEIGHBORHOOD BY AREA OF CITY, HOME OWNERSHIP STATUS, CHILD IN HSLD & YOUR NEIGHBORHOOD

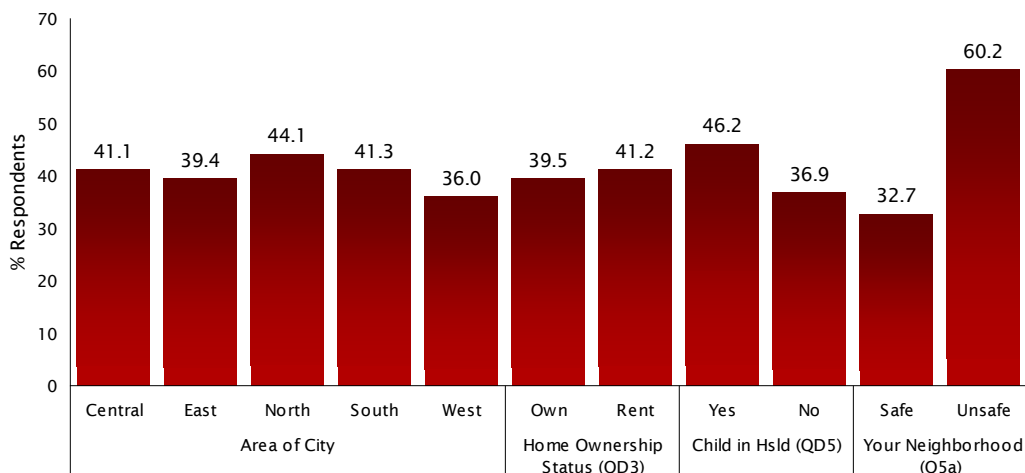
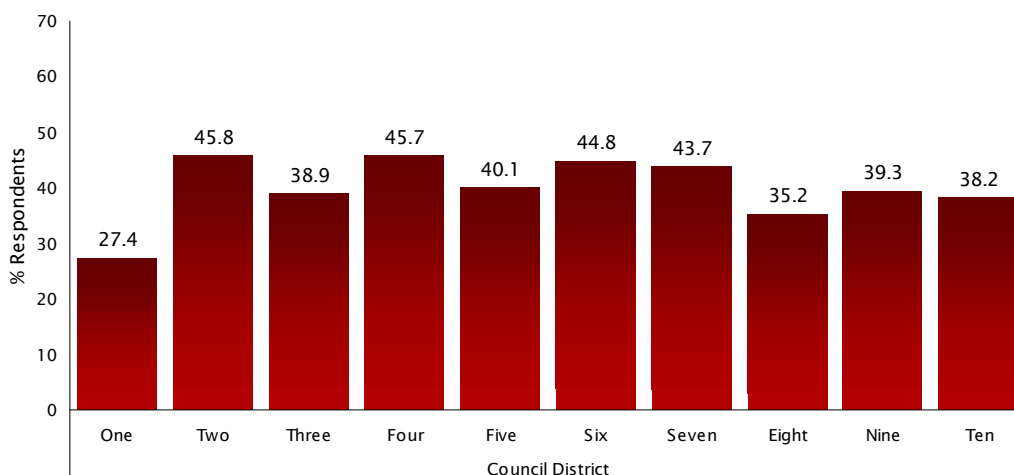


FIGURE 53 INCREASE NUMBER OF HOMELESS IN NEIGHBORHOOD BY COUNCIL DISTRICT



PERSONAL ACTIONS RELATED TO HOMELESS Although the vast majority of San José residents reported that they encounter homeless individuals regularly, most indicated that they have not personally taken any action related to homeless individuals or issues. Approximately four-in-ten San José residents indicated that they have offered food or money to a homeless person in the City (40%) or talked with a homeless person in San José (38%), and three-in-ten have donated money to an organization that helps the homeless (30%). Approximately 15% indicated that they have volunteered to help the homeless, while 14% reported they have contacted the City of San José about a homeless person or homeless issue (Figure 54).

Question 14 *During the past three months, have you _____?*

FIGURE 54 RECENT INTERACTIONS REGARDING HOMELESSNESS

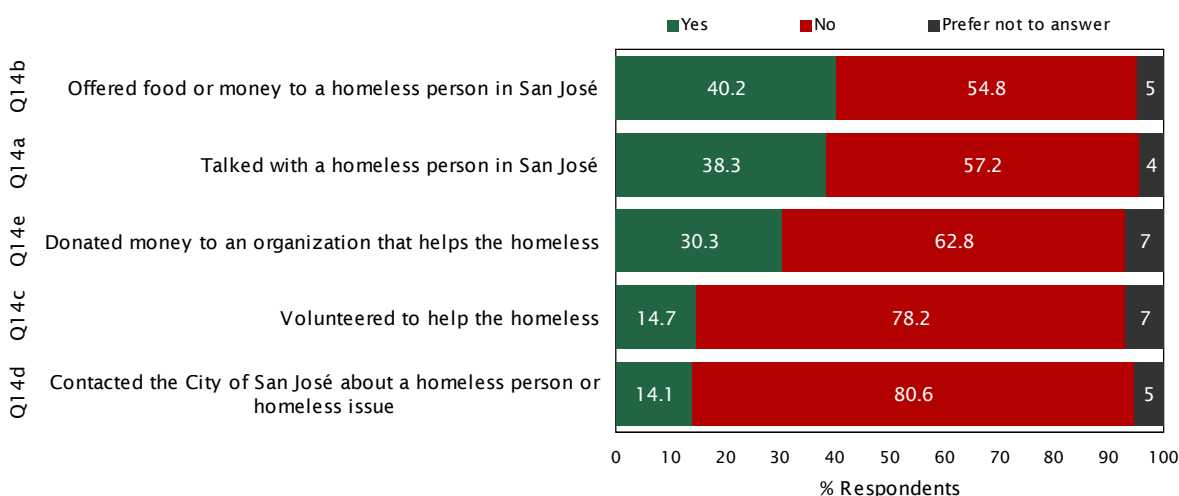


Table 6 on the next page displays the percentage of respondents who reported taking each action by fiscal quarter, whereas tables 7 through 9 show how responses varied based on respondents' frequency of encountering homeless people in their neighborhood, geographic area of the City, and Council District.

TABLE 6 RECENT INTERACTIONS REGARDING HOMELESSNESS BY FISCAL QUARTER (SHOWING % YES)

	Fiscal Quarter			
	Q1 2024 (Jul-Sep 2023)	Q2 2024 (Oct-Dec 2023)	Q3 2024 (Jan-Mar 2024)	Q4 2024 (Apr-Jun 2024)
Offered food or money to a homeless person in San José	41.1	41.1	39.9	38.7
Talked with a homeless person in San José	37.0	39.5	38.5	38.3
Donated money to an organization that helps the homeless	28.3	33.3	31.3	28.2
Volunteered to help the homeless	13.4	15.6	14.3	15.6
Contacted the City of San José about a homeless person or homeless issue	14.8	14.6	14.1	12.8

TABLE 7 RECENT INTERACTIONS REGARDING HOMELESSNESS BY FREQUENCY OF ENCOUNTER WITH HOMELESS (SHOWING % YES)

	Frequency of Encounters With Homeless (Q12)			
	Every day	A few x per wk	A few x per mo	< A few x per mo
Offered food or money to a homeless person in San José	45.5	42.0	35.9	30.6
Talked with a homeless person in San José	48.1	35.7	33.0	24.6
Donated money to an organization that helps the homeless	31.5	31.7	30.9	25.5
Volunteered to help the homeless	17.5	16.2	9.2	10.3
Contacted the City of San José about a homeless person or homeless issue	22.1	10.5	8.0	4.7

TABLE 8 RECENT INTERACTIONS REGARDING HOMELESSNESS BY AREA OF CITY (SHOWING % YES)

	Area of City				
	Central	East	North	South	West
Offered food or money to a homeless person in San José	45.5	42.7	44.2	35.2	35.3
Talked with a homeless person in San José	46.7	36.0	36.7	34.2	38.3
Donated money to an organization that helps the homeless	32.4	24.8	27.4	31.2	35.8
Volunteered to help the homeless	19.0	11.5	14.9	13.7	15.7
Contacted the City of San José about a homeless person or homeless issue	19.5	12.3	10.2	14.8	11.4

TABLE 9 RECENT INTERACTIONS REGARDING HOMELESSNESS BY COUNCIL DISTRICT (SHOWING % YES)

	Council District									
	One	Two	Three	Four	Five	Six	Seven	Eight	Nine	Ten
Offered food or money to a homeless person in San José	30.6	43.1	45.1	46.7	45.2	38.5	47.9	38.3	35.6	32.9
Talked with a homeless person in San José	30.8	36.0	49.4	36.2	44.4	46.3	44.7	29.5	33.7	31.3
Donated money to an organization that helps the homeless	31.5	27.0	35.2	28.1	24.1	36.6	23.2	24.4	33.3	35.3
Volunteered to help the homeless	17.4	15.3	19.5	12.6	11.7	15.2	18.5	10.7	15.2	13.4
Contacted the City of San José about a homeless person or homeless issue	8.9	16.2	21.4	10.5	13.5	14.3	19.4	9.0	15.4	13.1

ATTRACTING INVESTMENT IN JOBS & HOUSING

The final Focus Area for 2024-2025 is **Attracting Investment in Jobs and Housing**, whereby the City seeks to catalyze growth to encourage a strong economy, robust housing, healthy neighborhoods, and vibrant downtown. Key programs include planning and permitting, development services, business outreach and assistance, and business district management. To gauge the City's progress in this area, the survey assessed residents' perceptions of (and experiences with) downtown San José.

RATING ASPECTS OF DOWNTOWN The first question in this series presented respondents with a series of statements about downtown San José and asked them to detail their level of agreement, using the scale shown on the top of Figure 55. The majority of residents agreed that downtown San José is a good place for dining (58% strongly or somewhat agree) and entertainment (56%), while just under half also agreed with the statement *I enjoy visiting downtown San José* (47%). Approximately four-in-ten (41%) agreed that downtown San José is a good place for job opportunities and work, although this item also had the highest percentage unsure at 21%. There was less agreement that downtown San José is a good place to live (25%) and go shopping (19%).

Question 15 *I'd like to know your perceptions and opinions of downtown San José. For each of the following statements I read, please tell me whether you agree or disagree with the statement.*

FIGURE 55 OPINIONS OF DOWNTOWN SAN JOSÉ

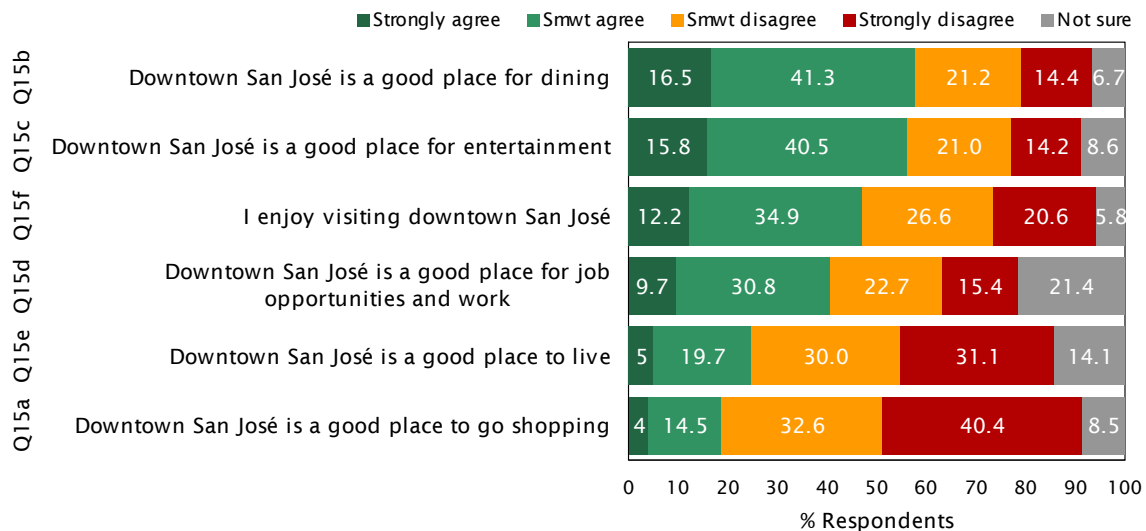


Table 10 on the next page displays the percentage of respondents who agreed with each statement about downtown San José by fiscal quarter, whereas tables 11 through 18 show how responses varied by a host of demographic traits. Most notably, agreement across the items was positively correlated with frequency of downtown visits (see Table 11). Respondents who visit downtown most frequently provided the highest levels of agreement with each statement, whereas those who never visit were the least likely to agree with each statement.

TABLE 10 OPINIONS OF DOWNTOWN SAN JOSÉ BY FISCAL QUARTER (SHOWING % AGREEMENT)

	Fiscal Quarter			
	Q1 2024 (Jul-Sep 2023)	Q2 2024 (Oct-Dec 2023)	Q3 2024 (Jan-Mar 2024)	Q4 2024 (Apr-Jun 2024)
Downtown San José is a good place for dining	56.2	59.4	58.6	56.8
Downtown San José is a good place for entertainment	54.9	56.7	57.2	56.2
I enjoy visiting downtown San José	61.1	64.2	62.1	58.5
Downtown San José is a good place for job opportunities and work	40.0	40.1	44.9	37.1
Downtown San José is a good place to live	22.8	24.1	26.2	25.7
Downtown San José is a good place to go shopping	16.9	20.3	18.8	18.2

TABLE 11 OPINIONS OF DOWNTOWN SAN JOSÉ BY DOWNTOWN VISITATION FREQUENCY (SHOWING % AGREEMENT)

	Downtown Visitation Frequency (Q17)				
	1x+ per wk	1-3x per mo	1x per 2-3 mo	<1x per 2-3 mo	Never
Downtown San José is a good place for dining	71.4	69.6	61.0	44.2	14.9
Downtown San José is a good place for entertainment	67.2	68.2	62.2	42.3	13.4
I enjoy visiting downtown San José	62.3	65.3	73.0	59.2	20.6
Downtown San José is a good place for job opportunities and work	55.8	45.4	38.9	29.8	16.2
Downtown San José is a good place to live	42.1	31.1	17.5	13.7	4.9
Downtown San José is a good place to go shopping	26.4	21.9	15.4	13.4	5.2

TABLE 12 OPINIONS OF DOWNTOWN SAN JOSÉ BY YEARS IN SAN JOSÉ (SHOWING % AGREEMENT)

	Years in San José (Q1)				
	Less than 5	5 to 9	10 to 14	15 to 19	20 or more
Downtown San José is a good place for dining	71.5	62.4	55.6	64.5	54.8
Downtown San José is a good place for entertainment	69.9	63.4	53.6	61.0	53.3
I enjoy visiting downtown San José	66.0	64.3	62.4	69.7	59.5
Downtown San José is a good place for job opportunities and work	46.9	42.5	44.3	43.1	38.6
Downtown San José is a good place to live	29.8	23.5	26.7	23.7	24.2
Downtown San José is a good place to go shopping	31.0	23.6	18.4	17.4	16.2

TABLE 13 OPINIONS OF DOWNTOWN SAN JOSÉ BY AGE (SHOWING % AGREEMENT)

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Downtown San José is a good place for dining	77.7	73.2	58.7	50.5	45.8	49.3
Downtown San José is a good place for entertainment	77.6	76.7	52.7	49.8	44.4	44.2
I enjoy visiting downtown San José	63.7	64.8	62.1	61.7	59.3	59.5
Downtown San José is a good place for job opportunities and work	64.9	45.2	38.4	38.3	33.9	32.5
Downtown San José is a good place to live	36.1	28.6	22.5	21.2	22.3	22.3
Downtown San José is a good place to go shopping	42.3	20.9	14.7	14.3	13.6	12.7

TABLE 14 OPINIONS OF DOWNTOWN SAN JOSÉ BY ETHNICITY (SHOWING % AGREEMENT)

	Ethnicity (QD10)							
	Latino/ Hispanic	Caucasian /White	Chinese	Vietnamese	Other Asian	East Indian	Af Amer / Black	Mixed / Other
Downtown San José is a good place for dining	61.1	57.3	44.6	61.0	62.2	53.1	58.6	57.4
Downtown San José is a good place for entertainment	62.3	54.7	42.5	53.3	57.3	52.1	64.0	59.3
I enjoy visiting downtown San José	58.3	60.7	64.1	63.5	69.0	63.6	63.1	61.6
Downtown San José is a good place for job opportunities and work	42.0	36.6	43.4	41.7	44.1	41.0	37.4	45.4
Downtown San José is a good place to live	27.9	25.4	19.6	25.3	23.3	19.4	33.3	16.1
Downtown San José is a good place to go shopping	20.5	11.7	20.9	28.3	22.3	15.6	14.6	18.5

TABLE 15 OPINIONS OF DOWNTOWN SAN JOSÉ BY SURVEY LANGUAGE & AREA OF CITY (SHOWING % AGREEMENT)

	Survey Language				Area of City				
	English	Spanish	Chinese	Vietnamese	Central	East	North	South	West
Downtown San José is a good place for dining	58.5	63.3	31.8	50.9	64.2	58.3	59.3	51.3	57.3
Downtown San José is a good place for entertainment	57.1	65.9	29.5	40.4	64.2	55.9	55.3	51.8	54.1
I enjoy visiting downtown San José	62.5	58.1	57.1	59.0	59.8	60.4	71.8	58.8	63.2
Downtown San José is a good place for job opportunities and work	40.1	45.8	35.7	36.0	41.6	41.2	38.6	41.9	37.4
Downtown San José is a good place to live	23.6	31.9	18.3	25.1	39.1	23.9	18.5	18.8	20.4
Downtown San José is a good place to go shopping	16.3	26.0	16.6	28.4	20.5	22.9	18.7	16.4	12.9

TABLE 16 OPINIONS OF DOWNTOWN SAN JOSÉ BY HSLD INCOME (SHOWING % AGREEMENT)

	HslD Income (QD11)					
	Under \$25K	\$25K to \$49K	\$50K to \$79K	\$80K to \$99K	\$100K to \$149K	\$150K or more
Downtown San José is a good place for dining	64.9	66.3	57.5	56.8	57.4	57.2
Downtown San José is a good place for entertainment	63.7	66.4	58.1	53.9	56.8	54.8
I enjoy visiting downtown San José	57.6	60.9	61.0	59.0	59.1	64.4
Downtown San José is a good place for job opportunities and work	46.7	47.6	43.6	38.1	39.2	39.9
Downtown San José is a good place to live	35.3	33.5	26.7	24.7	24.3	21.7
Downtown San José is a good place to go shopping	37.2	32.7	23.6	21.7	15.8	11.5

TABLE 17 OPINIONS OF DOWNTOWN SAN JOSÉ BY CHILD IN HSLD, GENDER & HOME OWNERSHIP STATUS (SHOWING % AGREEMENT)

	Child in HslD (QD5)		Gender (QD2)		Home Ownership Status (QD3)	
	Yes	No	Male	Female	Own	Rent
Downtown San José is a good place for dining	54.5	60.7	58.8	58.5	53.3	64.9
Downtown San José is a good place for entertainment	53.7	59.1	57.0	57.3	49.7	65.6
I enjoy visiting downtown San José	62.2	61.8	61.6	61.8	62.3	61.0
Downtown San José is a good place for job opportunities and work	40.8	41.1	42.4	39.7	37.8	44.4
Downtown San José is a good place to live	22.1	26.6	27.1	23.4	21.4	29.7
Downtown San José is a good place to go shopping	18.6	19.0	19.8	17.8	13.5	24.7

TABLE 18 OPINIONS OF DOWNTOWN SAN JOSÉ BY COUNCIL DISTRICT (SHOWING % AGREEMENT)

	Council District									
	One	Two	Three	Four	Five	Six	Seven	Eight	Nine	Ten
Downtown San José is a good place for dining	59.0	52.4	62.6	57.3	66.3	61.1	60.8	56.3	49.3	52.7
Downtown San José is a good place for entertainment	58.5	55.2	64.4	53.1	62.6	57.6	57.0	53.8	49.4	51.9
I enjoy visiting downtown San José	44.5	44.7	59.3	43.8	56.5	49.6	54.1	42.5	37.5	40.1
Downtown San José is a good place for job opportunities and work	40.2	41.9	42.2	38.6	46.0	37.3	42.8	38.6	36.8	43.1
Downtown San José is a good place to live	20.3	21.8	49.3	17.0	27.8	27.6	23.1	23.0	15.9	17.1
Downtown San José is a good place to go shopping	18.2	21.1	20.1	21.0	27.9	11.3	27.0	19.0	14.3	11.9

CHANGES TO IMPROVE DOWNTOWN The next question in this series asked respondents to indicate the one thing they would *change* to make downtown San José a better, more vibrant place. Question 16 was presented in an open-ended manner, allowing residents to mention anything that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 56 on the next page.

Approximately 18% of respondents could not think of a desired change (16%) or stated flatly that no changes are needed (2%). Among the *specific* changes desired to improve downtown San José, addressing homelessness was the most commonly mentioned (23%), followed by improving public safety/reducing crime (13%), beautifying the City/landscaping (11%), cleaning up and renovating rundown buildings (9%), addressing parking issues (8%), and providing community events/entertainment for all ages (7%). Table 19 presents the top five recommended changes to downtown by fiscal quarter and shows that addressing homelessness has consistently been the top suggestion.

Question 16 *If you could make one change to downtown San José to make it a better, more vibrant place, what change would you make?*

FIGURE 56 CHANGES TO MAKE DOWNTOWN SAN JOSÉ A BETTER, MORE VIBRANT PLACE

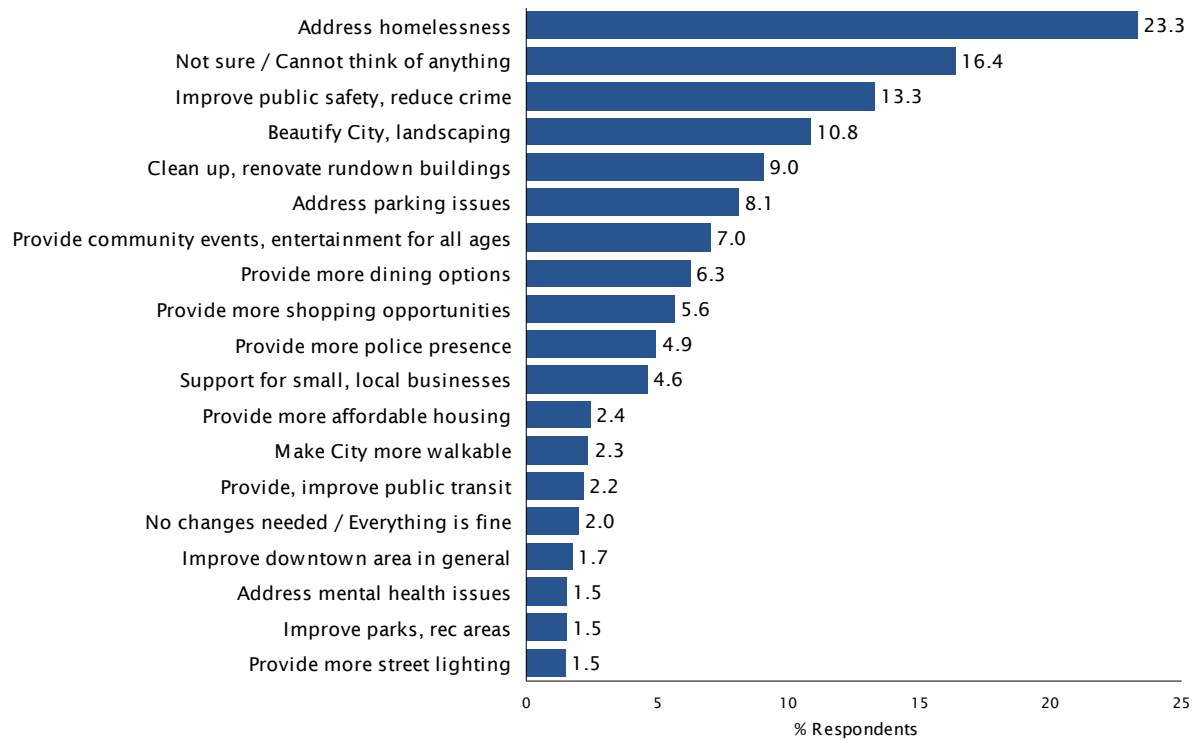


TABLE 19 TOP 5 CHANGES TO MAKE DOWNTOWN SAN JOSÉ A BETTER, MORE VIBRANT PLACE BY FISCAL QUARTER

Fiscal Quarter			
Q1 2024 (Jul-Sep 2023)	Q2 2024 (Oct-Dec 2023)	Q3 2024 (Jan-Mar 2024)	Q4 2024 (Apr-Jun 2024)
Address homelessness	Address homelessness	Address homelessness	Address homelessness
Beautify City, landscaping	Beautify City, landscaping	Not sure / Cannot think of anything	Not sure / Cannot think of anything
Not sure / Cannot think of anything	Not sure / Cannot think of anything	Clean up, renovate rundown buildings	Clean up, renovate rundown buildings
Improve public safety, reduce crime	Improve public safety, reduce crime	Improve public safety, reduce crime	Improve public safety, reduce crime
Provide community events, entertainment for all ages	Address parking issues	Address parking issues	Address parking issues

Figure 57 displays how responses differed according to whether respondents feel safe (green bars) or unsafe (red bars) in downtown San José. When compared to their counterparts, those who feel unsafe downtown were much more likely to mention addressing homelessness (+15%) and improving public safety/reducing crime (+13%) as the one change that would make down-

town San José a better, more vibrant place. Figure 58 on page 43 shows the analysis by respondents' opinion of the appearance of downtown as clean (green bars) or unclean (red bars) and yielded similar results. Respondents who viewed downtown San José as unclean were much more likely to suggest addressing homelessness (+18%) and improving public safety and reducing crime (10%), as well as beautifying the city/landscaping (+7%) and cleaning up and renovating rundown buildings (+6%).

In contrast, respondents who felt safe in the City or rated it as clean were much more likely to say they were unsure or that no changes were needed when asked to identify a change to improve downtown. In fact, not sure/cannot think of anything was the top response among both subgroups.

FIGURE 57 CHANGES TO MAKE DOWNTOWN A BETTER, MORE VIBRANT PLACE BY DOWNTOWN SAFETY RATING

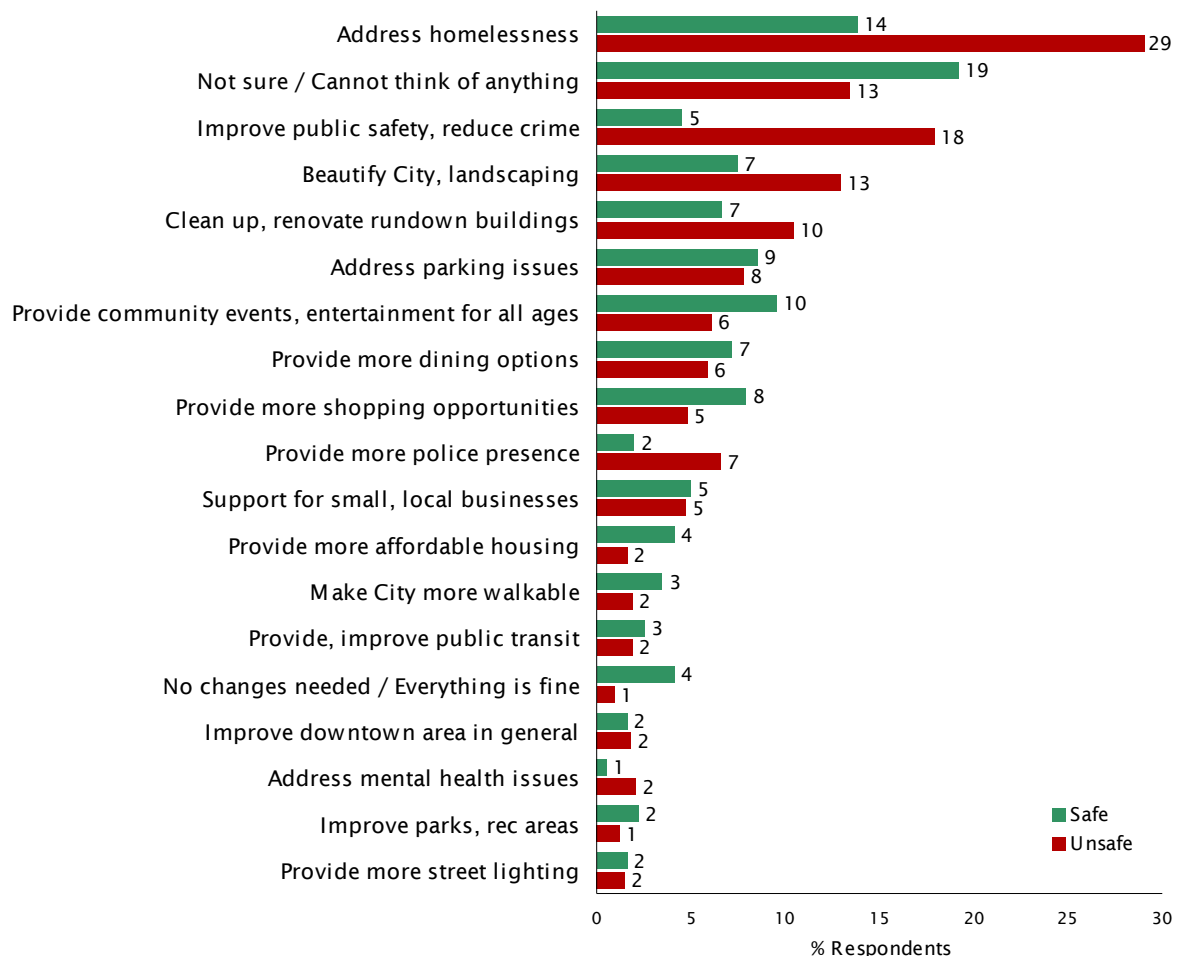
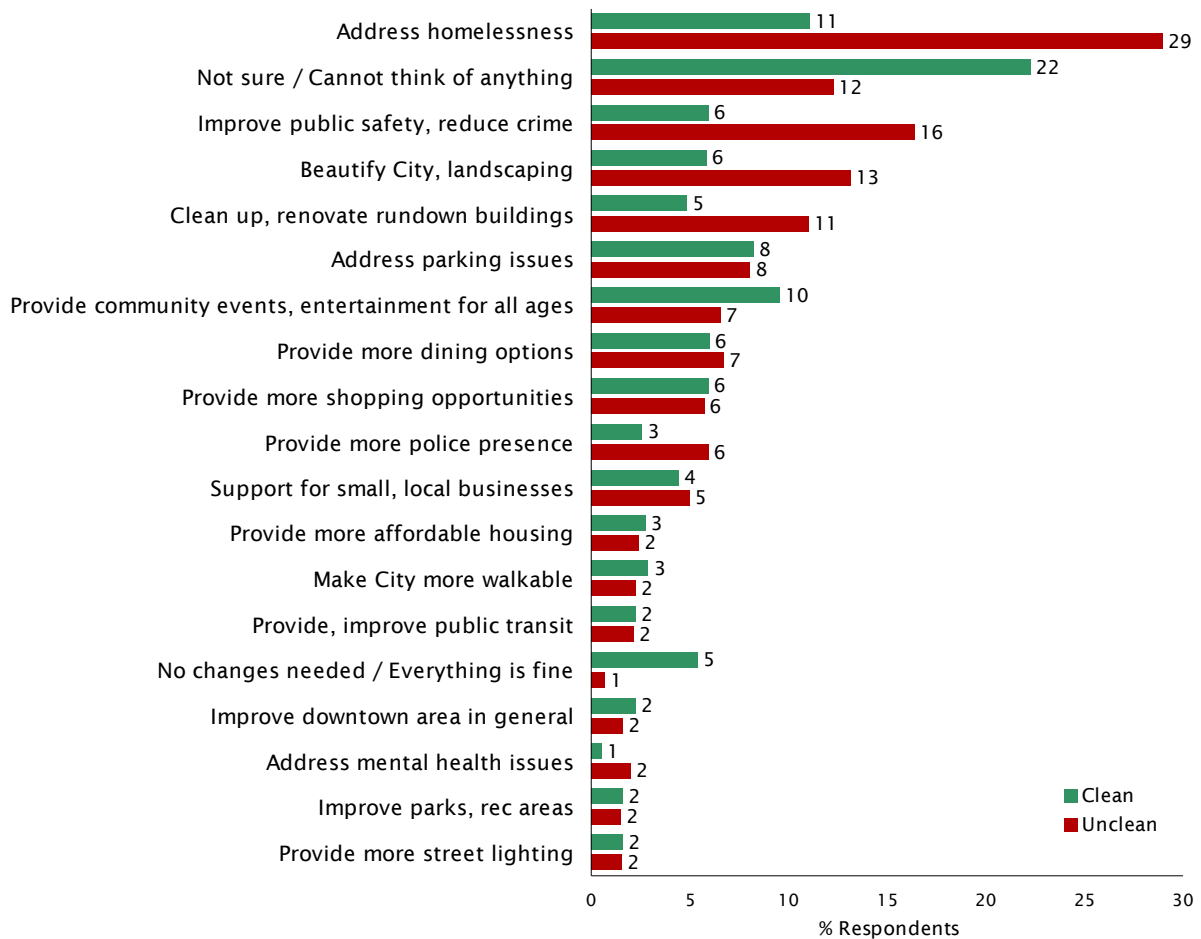


FIGURE 58 CHANGES TO MAKE DOWNTOWN A BETTER, MORE VIBRANT PLACE BY DOWNTOWN CLEANLINESS RATING

FREQUENCY OF VISITING DOWNTOWN The final question in this series simply asked residents how often they visit downtown San José. Overall, 23% of respondents indicated that they visit downtown at least once a week (see Figure 59 on next page) and an equal percentage (23%) visit monthly. Nineteen percent (19%) of residents frequent downtown once every few months, 27% visit a few times per year, 5% indicated that they never visit downtown, and 2% were unsure of their response to Question 17. Responses were generally consistent from quarter to quarter.

Figures 60 through 64 show how frequency of visiting downtown varied by a number of demographic characteristics (among those who provided an opinion). At least three-in-ten newer residents (<5 years), residents under 35 years of age, Latino/Hispanic respondents, those who took the survey in Spanish, respondents with a household income under \$80,000 a year, those who commute for work within San José, central area residents, renters, and residents of Council Districts 3 and 5 reported visiting downtown San José at least once a week. Additionally, it is worth noting that frequency of visiting downtown was inversely correlated with age (highest among those age 18-24 and gradually declining as age increases).

Question 17 How often do you visit downtown San José? At least once per a week, one to three times per month, once every two or three months, a few times per year, or never?

FIGURE 59 FREQUENCY OF VISITS TO DOWNTOWN SAN JOSÉ BY OVERALL & FISCAL QUARTER

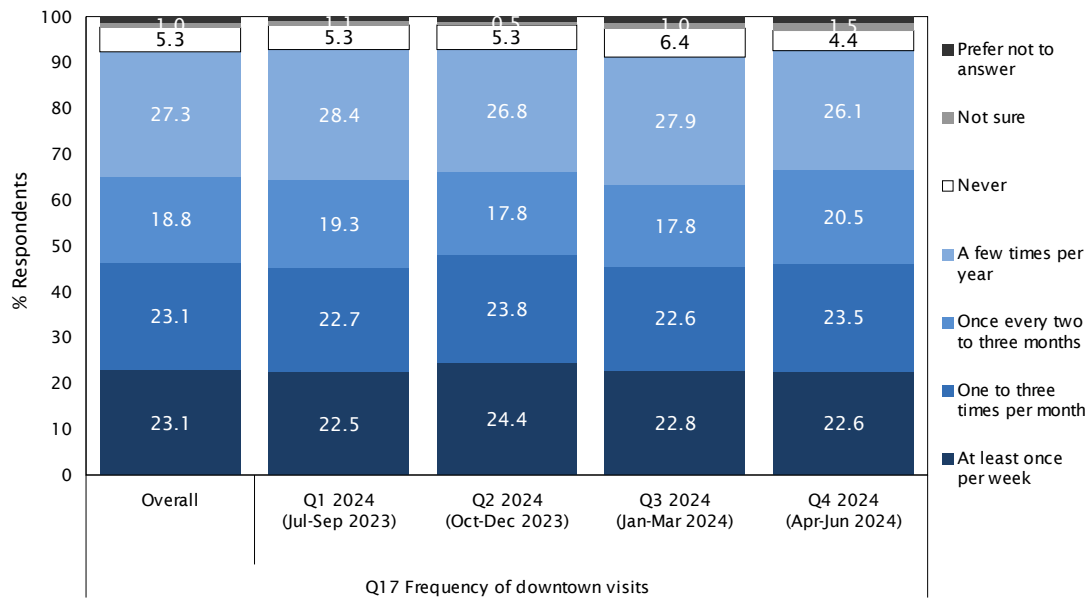


FIGURE 60 FREQUENCY OF VISITS TO DOWNTOWN SAN JOSÉ BY YEARS IN SAN JOSÉ & AGE

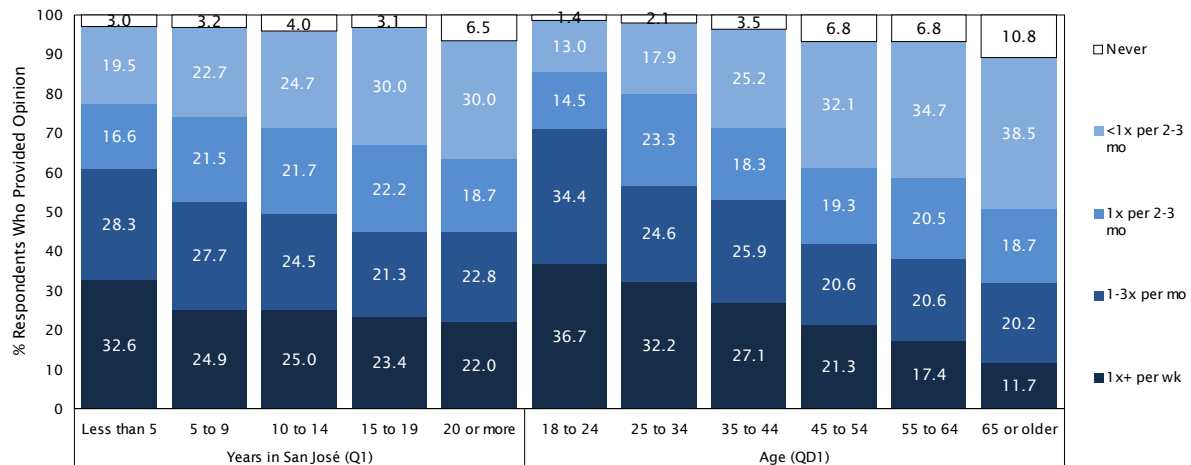


FIGURE 61 FREQUENCY OF VISITS TO DOWNTOWN SAN JOSÉ BY ETHNICITY & GENDER

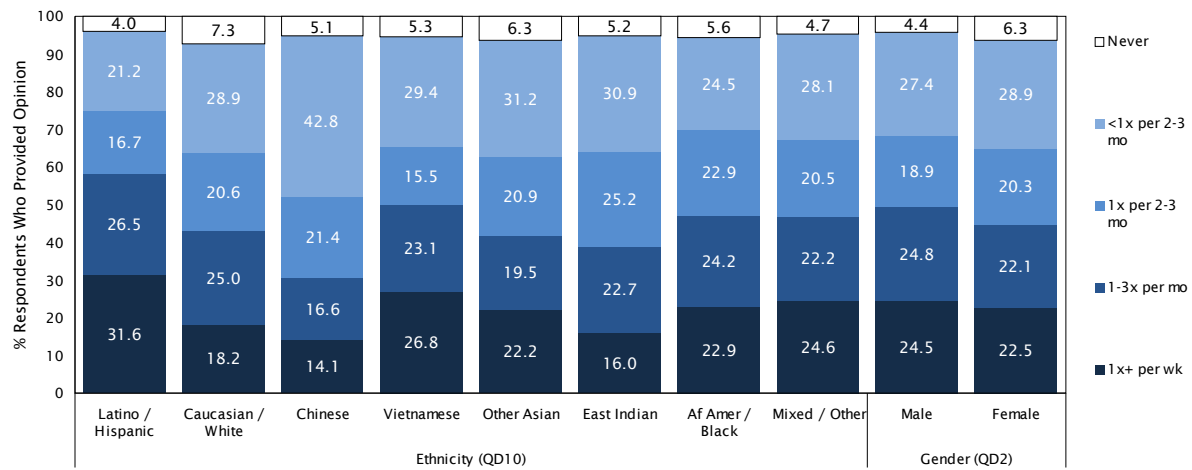


FIGURE 62 FREQUENCY OF VISITS TO DOWNTOWN SAN JOSÉ BY SURVEY LANGUAGE & HSLD INCOME

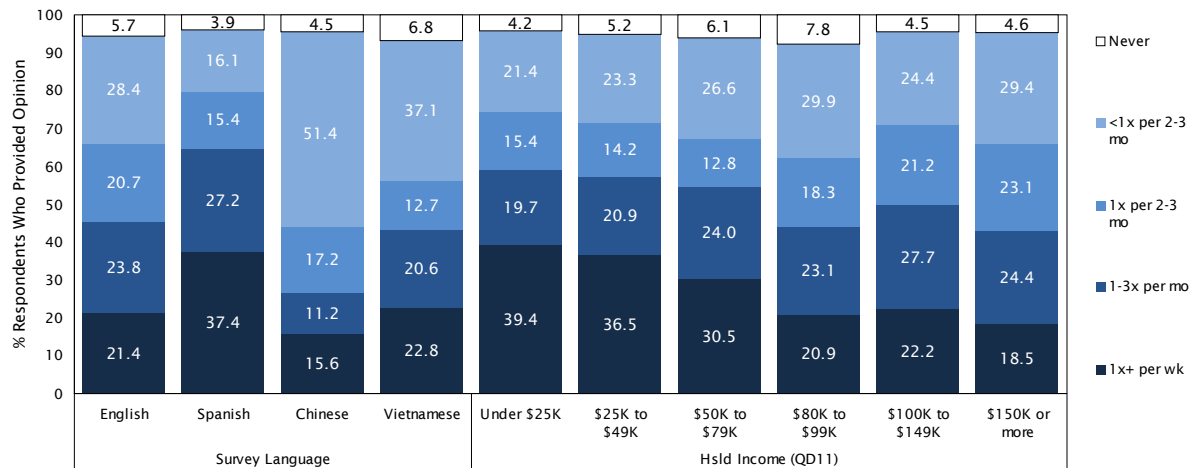


FIGURE 63 FREQUENCY OF VISITS TO DOWNTOWN SAN JOSÉ BY COMMUTE TYPE, AREA OF CITY, HOME OWNERSHIP STATUS & CHILD IN HSLD

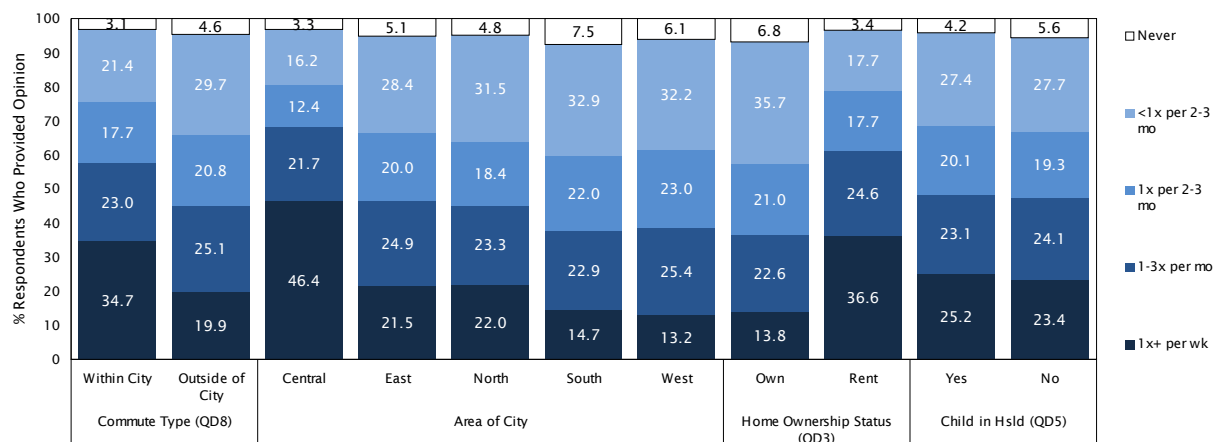
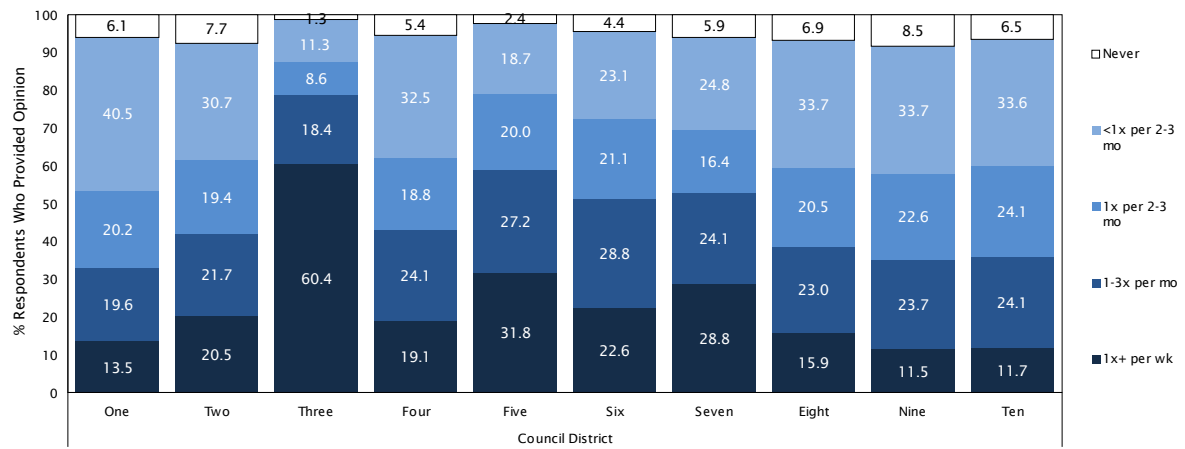


FIGURE 64 FREQUENCY OF VISITS TO DOWNTOWN SAN JOSÉ BY COUNCIL DISTRICT



BACKGROUND & DEMOGRAPHICS

TABLE 20 DEMOGRAPHICS OF SAMPLE

	Overall	Fiscal Quarter			
		Q1 2024 (Jul-Sep '23)	Q2 2024 (Oct-Dec '23)	Q3 2024 (Jan-Mar '24)	Q4 2024 (Apr-Jun '24)
Total Respondents (unweighted)	3,626	860	871	823	1,072
Total Respondents (weighted)	3,200	800	800	800	800
Years in San José (Q1)					
Less than 5	9.3	10.4	8.7	9.7	8.7
5 to 9	8.3	8.7	7.9	8.3	8.5
10 to 14	8.2	6.8	8.8	8.9	8.5
15 to 19	7.4	6.3	7.8	8.5	7.1
20 or more	66.1	67.8	66.5	64.2	65.9
Prefer not to answer	0.5	0.1	0.3	0.4	1.3
Age (QD1)					
18 to 24	11.4	11.4	12.0	12.4	10.0
25 to 34	18.8	18.8	19.6	18.6	18.2
35 to 44	17.3	17.1	17.2	17.0	17.9
45 to 54	16.6	16.7	15.9	16.6	17.2
55 to 64	14.8	14.9	14.2	14.2	15.9
65 or older	17.2	17.3	16.9	17.1	17.6
Prefer not to answer	3.8	3.9	4.1	4.2	3.2
Gender (QD2)					
Male	50.1	51.1	49.6	50.5	49.3
Female	45.4	44.1	45.8	45.5	46.3
Non-binary	1.1	0.9	0.9	1.0	1.4
Prefer not to answer	3.4	3.9	3.6	2.9	3.0
Home Ownership Status (QD3)					
Own	52.3	51.4	52.8	52.7	52.2
Rent	42.0	42.9	42.2	42.2	40.6
Prefer not to answer	5.8	5.7	5.0	5.1	7.2
Home Type (QD4)					
Single family	62.2	62.2	65.0	62.1	59.5
Apartment	14.7	13.7	14.8	15.5	14.7
Condo, townhome	14.0	14.2	12.3	13.8	15.8
Mobile home	3.0	3.6	2.7	3.1	2.7
Prefer not to answer	6.1	6.4	5.2	5.5	7.2
Child in Hsld (QD5)					
Yes	30.8	29.7	30.5	30.8	32.4
No	65.6	67.4	64.0	66.5	64.4
Prefer not to answer	3.6	2.9	5.6	2.7	3.2
Employment Status (QD6)					
Full time	52.2	50.3	49.9	53.4	55.2
Part time	7.2	5.9	7.3	7.9	7.7
Self-employed	5.7	5.8	6.7	5.4	4.9
Student	4.8	6.1	6.5	4.3	2.5
Retired	18.3	19.0	18.1	18.4	17.9
Unemployed	4.6	5.4	4.1	3.7	5.2
Prefer not to answer	7.1	7.5	7.4	6.9	6.6
Work Location (QD7)					
Only work from home	8.3	8.2	8.2	7.4	9.5
Commute outside home	34.7	33.3	33.4	35.1	37.1
Mixture of both	20.8	19.1	20.7	23.6	19.8
Prefer not to answer	36.2	39.4	37.7	34.0	33.6
Commute Type (QD8)					
Within City	30.5	26.9	29.2	34.6	31.1
Outside of City	24.3	25.1	23.8	23.5	24.7
Prefer not to answer	45.3	48.1	47.0	41.9	44.2
Education Level (QD9)					
Less than HS	3.1	2.8	2.8	2.5	4.4
HS grad	11.6	11.2	13.8	10.6	10.6
Vocational / Trade	5.1	4.9	5.3	4.3	5.8
Some college	11.9	11.2	11.4	12.6	12.5
2-yr college degree	11.3	12.4	11.8	9.7	11.3
4-yr college degree	26.6	25.6	26.3	29.0	25.5
Grad / Post-grad degree	27.1	28.6	25.1	28.1	26.8
Prefer not to answer	3.3	3.2	3.6	3.2	3.1
Ethnicity (QD10)					
Latino / Hispanic	31.3	31.8	30.8	29.1	33.5
Caucasian / White	22.6	21.4	25.2	23.7	20.2
Chinese	6.6	6.9	4.5	7.4	7.4
Vietnamese	11.2	12.7	10.8	10.4	10.8
Other Asian	10.3	9.5	9.5	12.3	10.1
East Indian	8.1	8.1	7.4	8.8	7.9
Af Amer / Black	4.1	4.0	5.0	3.6	3.8
Mixed / Other	3.8	3.1	4.3	3.2	4.6
Prefer not to answer	2.0	2.5	2.5	1.6	1.6
Hsld Income (QD11)					
Under \$25K	6.7	8.1	7.7	4.9	6.0
\$25K to \$49K	8.3	8.8	9.5	6.6	8.5
\$50K to \$79K	13.2	14.4	14.0	12.4	11.8
\$80K to \$99K	12.3	14.4	13.5	11.1	10.3
\$100K to \$149K	12.6	12.7	11.6	13.5	12.6
\$150K or more	40.6	36.6	42.4	41.9	41.6
Prefer not to answer	6.3	5.1	1.4	9.5	9.2
Survey Language					
English	75.4	74.3	77.4	76.8	73.3
Spanish	14.3	14.0	13.0	13.4	16.8
Chinese	3.4	3.1	2.9	4.0	3.7
Vietnamese	6.8	8.6	6.6	5.9	6.2

Table 20 presents the key demographic information collected during the survey. Because of the probability-based sampling methodology used in this study (see *Sample, Recruiting & Data Collection* on page 48) and weighting to match the latest Census American Community Survey (ACS) estimates, the distributions shown in the table are representative of adult residents in the City of San José. In addition to keeping track of the sample profile, the background and demographic information was collected to provide insight into how the results of the substantive questions of the survey vary by demographic characteristics.



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of San José to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who rated the City as an unsafe place to live (Question 3) were subsequently asked to describe the particular reasons or issues influencing their rating (Question 4). The questionnaire included with this report (see *Questionnaire* on page 52) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING, PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish, Chinese, and Vietnamese to allow for data collection in four languages.

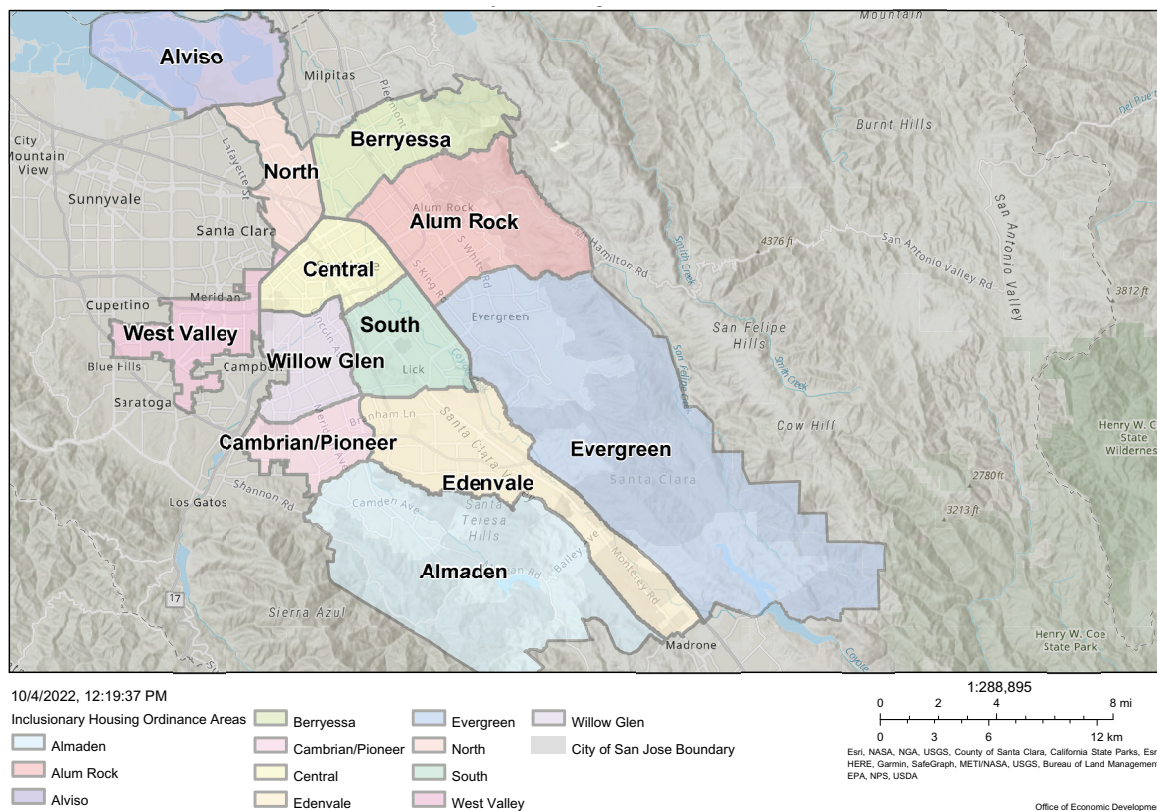
SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of San José households was utilized for this study, ensuring that all households in San José had the opportunity to be selected for the survey. Once selected at random, contact information was appended to each record including email addresses and telephone numbers for adult residents. The sample was then divided into quarterly subsamples to distribute data collection over the entire fiscal year.

Individuals were recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only San José residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection each quarter, True North began placing telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

To accommodate the City's interest in evaluating how survey responses may vary among residents living in different areas of San José, respondents were grouped by Council District and into one of the five areas displayed in Figure 65 (North, Central, East, West, South) based on the City's 12 inclusionary housing ordinance areas.

- **North:** Alviso, North, and Berryessa
- **Central:** Central and South
- **East:** Alum Rock and Evergreen
- **West:** West Valley and Willow Glen
- **South:** Cambrian/Pioneer, Edenvale, and Almaden.

FIGURE 65 MAP OF INCLUSIONARY HOUSING ORDINANCE AREAS



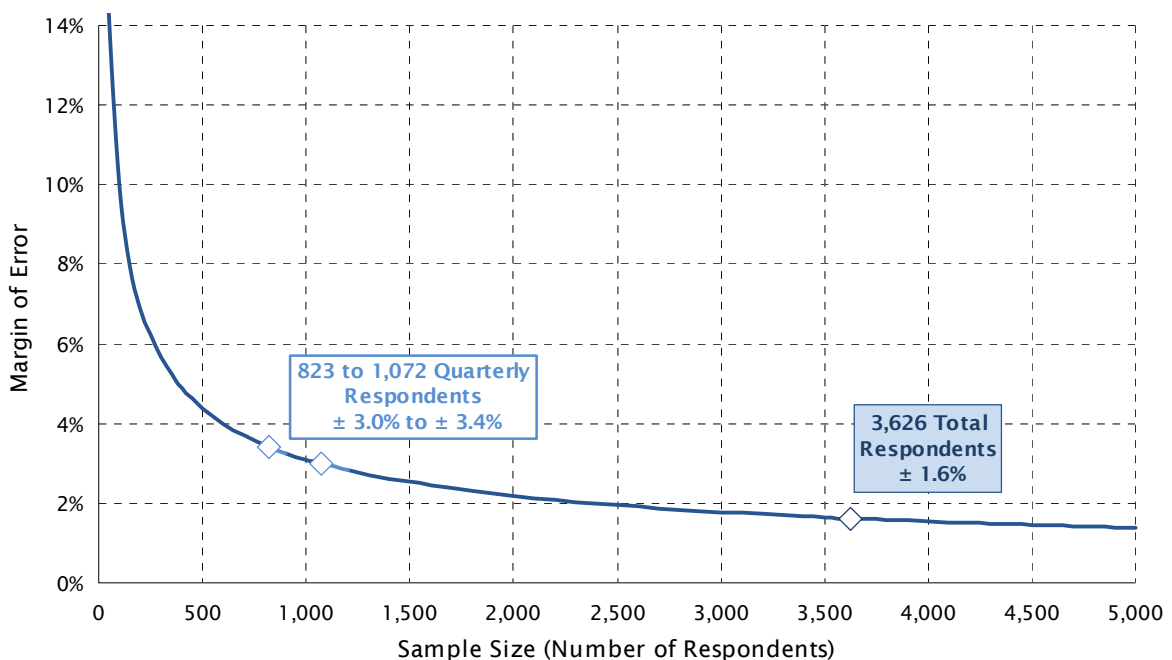
Telephone interviews averaged 15 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 3,626 completed surveys were gathered online and by telephone during each quarter throughout the 2024 fiscal year of July 2023 to June 2024. More specifically, 860 interviews were conducted during the last two weeks of September (Q1 2024: July-September 2023), 871 in the first two weeks of December (Q2 2024: October-December 2023), and 823 during the last two weeks of March (Q3 2024: January-March 2024) and 1,072 in the last two weeks of June (Q4 2024: April-June 2024). To balance the data over time and ensure

that each quarterly survey contributed its proportionate amount (25%) to the annual total, each quarterly sample was weighted evenly to 800 (3,200 total).

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all adult residents of the City. Because not every adult resident of the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 3,626 adult residents for a particular question and what would have been found if all of the estimated 774,154 adult residents⁴ had been interviewed.

Figure 66 provides a plot of the *maximum* margin of error in this study at the 95% confidence level. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 1.6\%$ for questions answered by all 3,626 respondents (i.e., overall analysis) and $\pm 3.0\%$ to $\pm 3.4\%$ for the quarterly analysis (for questions answered by all respondents in each quarter).

FIGURE 66 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 66 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

4. Source: U.S. Census Bureau American Community Survey 1-year estimate, 2022.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample by key demographics, and the final sample distribution closely matches the City of San José's demographic profile on age, ethnicity, home ownership, presence of a child in the home, and geographic area based on the latest Census ACS estimates.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and tables. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question. Due to rounding, some figures and narrative include numbers that add to more than or less than 100%.



QUESTIONNAIRE



City of San José Quarterly Focus Survey
Version: Phone English
2023-2024

Section 1: Introduction to Study

Hi, may I please speak to _____? Hi, my name is _____ and I'm calling from TNR on behalf of the City of San José (Ho-Zay). The City is conducting a survey of residents about important issues and I'd like to get your opinions – it should take about 12 minutes.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: Your responses to the survey will be confidential.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

Section 2: Quality of Life

Q1 To begin, how long have you lived in San José?

1	Less than 1 year	
2	1 to 4 years	
3	5 to 9 years	
4	10 to 14 years	
5	15 to 19 years	
5	20 years or longer	
6	I don't live in San José	<i>Terminate</i>
99	Not sure / Prefer not to answer	

Q2 If the City government could change *one* thing to make San José a better place to live, what change would you like to see?

Record Verbatim Response – Record first response only.

97	No changes needed/Everything is fine	
98	Not sure	
99	Prefer not to answer	

Section 3: Increasing Community Safety

Q3 Overall, how **safe** is the City of San José as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?

1	Very safe	<i>Skip to Q5</i>
2	Somewhat safe	<i>Skip to Q5</i>
3	Somewhat unsafe	<i>Ask Q4</i>
4	Very unsafe	<i>Ask Q4</i>
99	Prefer not to answer	<i>Skip to Q5</i>

Q4	Are there particular reasons or issues that make you feel San José is unsafe? <i>If yes, ask: Please describe the specific reasons.</i>							
		<i>Record Verbatim Response – Record first two responses.</i>						
	2	No particular reason						
	98	Not sure						
	99	Prefer not to answer						
Q5	Next, I'd like to ask how safe you feel in different settings. Would you say _____ is very safe, somewhat safe, somewhat unsafe, or very unsafe?							
<i>Randomize</i>			Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Not sure	Prefer not to answer
A	Your neighborhood		1	2	3	4	98	99
B	Downtown San José		1	2	3	4	98	99
Q6	In the past 12 months, have you or other members of your household been the victim of a crime in San José?							
	1	Yes	Ask Q7					
	2	No	Skip to Q8					
	99	Prefer not to answer	Skip to Q8					
Q7	Was the crime reported to the San José Police Department?							
	1	Yes						
	2	No						
	98	Not sure						
	99	Prefer not to answer						
Q8	In the past 12 months, have you been involved in a traffic accident with another vehicle, bicycle, scooter, or pedestrian in San José?							
	1	Yes						
	2	No						
	98	Not sure						
	99	Prefer not to answer						

Section 4: Cleaning up Neighborhoods

Q9	Overall, how would you rate the appearance of San José? Would you say it is very clean, somewhat clean, somewhat unclean, or very unclean?							
	1	Very clean	Skip to Q11					
	2	Somewhat clean	Skip to Q11					
	3	Somewhat unclean	Ask Q10					
	4	Very unclean	Ask Q10					
	99	Prefer not to answer	Skip to Q11					
Q10	Are there particular reasons or issues that make you feel San José is unclean? <i>If yes, ask: Please describe the specific reasons.</i>							
		Record Verbatim Response – Record first two responses.						
	2	No particular reason						
	98	Not sure						
	99	Prefer not to answer						
Q11	For each of the following items I mention, please rate them as very clean, somewhat clean, somewhat unclean, or very unclean. Here is the (first/next) one:..... Would you rate this as very clean, somewhat clean, somewhat unclean, or very unclean?							
<i>Randomize</i>			Very Clean	Somewhat Clean	Somewhat Unclean	Very Unclean	Not sure	Prefer not to answer
A	Your neighborhood		1	2	3	4	98	99
B	Downtown San José		1	2	3	4	98	99
C	Public parks in San José		1	2	3	4	98	99
D	Public trails in San José		1	2	3	4	98	99
E	Creeks and waterways in San José		1	2	3	4	98	99
F	Residential streets and sidewalks in San José		1	2	3	4	98	99
G	Properties along freeways and highways in San José		1	2	3	4	98	99
H	Private residential properties in San José		1	2	3	4	98	99
I	Private commercial and business properties in San José		1	2	3	4	98	99

Section 5: Reducing Unsheltered Homelessness

Q12	How often do you encounter homeless people in your neighborhood ? Everyday, a few times a week, a few times per month, less often than a few times per month, or never?			
	1	Everyday		
	2	A few times per week		
	3	A few times per month		
	4	Less often than a few times per month		
	5	Never		
	98	Not sure		
	99	Prefer not to answer		
Q13	Over the past 12 months, would you say the level of homelessness in your neighborhood has decreased, stayed about the same, or increased?			
	1	Decreased		
	2	Stayed about the same		
	3	Increased		
	98	Not sure		
	99	Prefer not to answer		
Q14	During the past three months, have you _____?			
	<i>Randomize</i>	Yes	No	Prefer not to answer
A	Talked with a homeless person in San José	1	2	99
B	Offered food or money to a homeless person in San José	1	2	99
C	Volunteered to help the homeless	1	2	99
D	Contacted the City of San José about a homeless person or homeless issue	1	2	99
E	Donated money to an organization that helps the homeless	1	2	99

Section 6: Attracting Investment in Jobs & Housing

Q15 I'd like to know your perceptions and opinions of **downtown** San José. For each of the following statements I read, please tell me whether you agree or disagree with the statement.

Here is the (first/next) one:..... Do you agree or disagree with this statement? *Get answer, then ask:* Would that be strongly (agree/disagree) or somewhat (agree/disagree)?

<i>Randomize</i>		Strongly agree	Somewhat Agree	Somewhat disagree	Strongly disagree	Not sure	Prefer not to answer
A	Downtown San José is a good place to go shopping	1	2	3	4	98	99
B	Downtown San José is a good place for dining	1	2	3	4	98	99
C	Downtown San José is a good place for entertainment	1	2	3	4	98	99
D	Downtown San José is a good place for job opportunities and work	1	2	3	4	98	99
E	Downtown San José is a good place to live	1	2	3	4	98	99
F	I enjoy visiting downtown San José	1	2	3	4	98	99
Q16	If you could make one change to downtown San José to make it a better, more vibrant place, what change would you make?						
		<i>Record Verbatim Response – Record first response.</i>					
	2	No changes needed/Everything is fine					
	98	Not sure					
	99	Prefer not to answer					
Q17	How often do you visit downtown San José? At least once per a week, one to three times per month, once every two or three months, a few times per year, or never?						
	1	At least once per week					
	2	One to three times per month					
	3	Once every two to three months					
	4	A few times per year					
	5	Never					
	98	Not sure					
	99	Prefer not to answer					

Section 7: Background & Demographics

Thank you so much for your participation. I have several more background questions for statistical purposes.

D1 In what year were you born?

Record four-digit year

99 Prefer not to answer

D2 What is your gender?

1 Male

2 Female

3 Non-binary

99 Prefer not to answer

D3 Do you own or rent your residence in San José?

1 Own

2 Rent

99 Prefer not to answer

D4 Which of the following best describes your current home?

1 Single family detached home

2 Apartment

3 Condominium or townhome

4 Mobile home

99 Prefer not to answer

D5 Do you currently have any children under the age of 18 living in your home?

1 Yes

2 No

99 Prefer not to answer

D6	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, self-employed, a student, a homemaker, retired, or are you currently laid-off or furloughed from work?		
	1	Employed full-time	Ask D7
	2	Employed part-time	Ask D7
	3	Self-employed	Ask D7
	4	Student	Skip to D9
	5	Homemaker	Skip to D9
	6	Retired	Skip to D9
	7	Laid off, furloughed or unemployed	Skip to D9
	99	Prefer not to answer	Skip to D9
D7	Are you currently working from home, commuting to a workplace outside of your home, or a mixture of both?		
	1	Working from home	Skip to D9
	2	Commuting to a workplace outside home	Ask D8
	3	Mixture of both	Ask D8
	99	Prefer not to answer	Skip to D9
D8	When commuting to a workplace outside of your home, is that place within the City of San José?		
	1	Yes	
	2	No	
	99	Prefer not to answer	
D9	What is the last level of school or college you completed?		
	1	Less than high school	
	2	High school graduate	
	3	Vocational/Trade certificate	
	4	Some college	
	5	Two-year degree	
	6	Four-year degree	
	7	Post-graduate work/Graduate degree	
	99	Prefer not to answer	

D10	What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i>	
	1	Latino/Latina/Latinx/Hispanic
	2	Caucasian/White
	3	Chinese
	4	Korean
	5	Vietnamese
	6	Other Asian
	7	East Indian
	8	African-American/Black
	9	American Indian or Alaskan Native
	10	Pacific Islander
	11	Middle Eastern
	12	Mixed Heritage
	98	Other
	99	Prefer not to answer
D11	This last question is for statistical purposes only. As I read the following income categories, please stop me when I reach the category that best represents your household's total annual income before taxes.	
	1	Under \$25,000
	2	\$25,000 to \$49,999
	3	\$50,000 to \$79,999
	4	\$80,000 to \$99,999
	5	\$100,000 to \$149,999
	6	\$150,000 or more
	98	Not sure
	99	Prefer not to answer
<p>Thanks so much for participating in this important survey! This survey was conducted for the City of San José.</p>		