



Innovation + PBID Renewal *Social Impact Team*

What is a Property & Business Improvement District?

A Property & Business Improvement District (PBID) is an assessment district which provides additional services within a defined area. The services are funded by an assessment on real property, which appears on property tax bills. PBIDs provide funding for programs chosen by property owners and customized to fit the needs of the district. All services are designed to provide direct special benefits to those who pay into the PBID.

What type of programs will the PBID add to the new District?

The San Jose Downtown Property Owners Association Board of Directors (SJDPOA) is focused on four guiding principles for the PBID: Clean and safe services are fundamental; Think boldly and focus on innovative solutions; Create a plan that is responsive and adaptive to member needs; and broaden PBID services beyond clean and safe. One of the proposed service innovations for the new district is to create a Social Impact Team that would work with the unsheltered population downtown.

What is a Social Impact Team?

The Social Impact Team is a five person team focused on connecting with the unsheltered population downtown, creating trust and connecting individuals with service providers. This team will respond directly to member concerns, support Groundwerx staff, and coordinate with City, County and non-profit service providers on effective outreach and service delivery. The Social Impact Team will be reachable via the Groundwerx dispatch number, and when fully staffed, will be in the field 7 days a week.

What qualifications will Social Impact Team members have?

The Social Impact Team will be led by a Social Impact Manager who will have a background in social work (a Licensed Clinical Social Worker or similar credential and/or educational background). Team members will have experience working in case management, outreach, and/or lived experience with homelessness.

When hired, the Social Impact Team will also receive additional training around de-escalation tactics and crisis response. PBID staff are already working with service provider partners to help refine these training requirements and develop a coordination plan.

For more information about the PBID and the renewal process please contact:



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<https://sjdowntown.com/property-based-improvement-district/>



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How is the Social Impact Team different from Groundwerx Safety Ambassadors?

Currently, our Groundwerx Safety Ambassadors connect downtown's unsheltered population with existing services; communicate with businesses about day-to-day concerns; provide safety escorts within the district; and give directions to pedestrians and commuters.

A Social Impact Team would allow our Groundwerx Safety Ambassadors to focus on responding to member requests, reporting maintenance tasks to Groundwerx Cleaning Ambassadors, and connecting with pedestrians, downtown employees and visitors.

The Social Impact Team will focus on creating relationships with our unsheltered population, which makes connecting individuals with service providers more meaningful and likely. This level of engagement and communication takes time that our Groundwerx Safety Ambassadors do not have.

When will the Social Impact Team start?

Staffing for the Social Impact Team will start on a staggered timeline beginning July 2021. The Social Impact Manager will be the first staff member hired and will help finalize program design, as well as hire and train all Social Impact Team members, with the goal of having the team fully staffed in Q4 of Fiscal Year 2022-23.

Where is the SJDPOA in the renewal process?

As of October 2021, SJDPOA completed the strategic planning phase of the renewal process. SJDA staff and the SJDPOA Board of Directors are working with Progressive Urban Management Associates (P.U.M.A.), a PBID renewal specialist, on the draft management plan for the district, including potential service additions and amendments, as well as boundary expansion. The strategic plan and draft management plan will be publicly available in November 2021. Outreach to property owners in the existing district and expansion areas begins in November 2021.

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