



# MILPITAS MATTERS

DECEMBER  
2020

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THE OFFICIAL BI-WEEKLY NEWSLETTER OF THE CITY OF MILPITAS

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## LETTER FROM CITY MANAGER STEVEN G. MCHARRIS

I am pleased to present the relaunch of the City Manager's Newsletter, **Milpitas Matters**. It will be a bi-weekly publication aimed at keeping you informed of current City projects, activities, important community issues as well as ongoing work of City staff. I hope that the information we provide will inspire, inform and engage the community. It is uplifting to see the commitment and passion of the City Council, Commissions and City Staff through the various projects and activities highlighted in the newsletter.

In the midst of all the challenges, the past year has also helped us evaluate our lives and focus on what's truly important. Every day I am amazed and encouraged by the hard work and dedication of staff members who find smart solutions and creative ways to prioritize the needs of the community. They continue to make Milpitas a desirable place to live, work, play and call home. As we reach the end of the year, I want to let you know that I am grateful for you. I also hope the magic of the holiday season fills every corner of your heart and home with joy.

# MILPITAS MATTERS • GENERAL INFORMATION

## POLICE DEPARTMENT GETS CREATIVE WITH COMMUNITY ENGAGEMENT AMID PANDEMIC

While the COVID-19 stay-at-home orders have brought the Milpitas Police Department's in-person community engagement to a pause, the department's Police Community Relations team ('P.C.R. Unit') has been hard at work virtually connecting with the Milpitas community.

Milpitas Police have attended multiple Neighborhood Watch and H.O.A. meetings, a community Halloween party, and a career day with Milpitas High School students. The department has also proactively provided bank robbery and commercial burglary prevention presentations for community organizations, including the Rotary Club of Milpitas.

A particular favorite community program for department staff has been hosting virtual book reading events for school children. Twenty-two department staff, including two police K9s (Ty and Nitro!), have made the time to read books and give virtual tours of police vehicles. Readings have been in both English and Spanish.



## FIRE DEPARTMENT ANNUAL TOY DRIVE

During the holiday season, the Milpitas Fire Department and the Milpitas Firefighters IAFF Local 1699 partnered to make a difference in the lives of local children in need, continuing the annual Holiday Toy Drive by giving toys and bicycles to children living in Milpitas and Alviso. The gifts are needs based and focused on supporting members of the community who face challenges in bringing cheer to their respective families.

Usually, toys are given out at the Milpitas Community Center. However, due to the stay-at-home orders, the Fire team delivered the toys to the families' doorstep, with off-duty personnel supported by a fire engine stopping by to provide some holiday cheer. This year, Milpitas Fire was also supported by members of the Spring Valley Volunteer Fire Department, who had received a donation of toys and made sure to spread the holiday cheer.

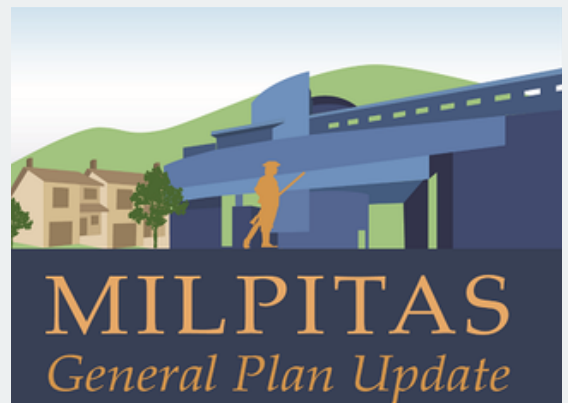


*Fire crew with boxes of toy give-aways for Milpitas children*

## GENERAL PLAN UPDATE

On Monday, December 14, the City and De Novo Planning Group hosted a virtual Community Meeting to provide information about the City's draft General Plan and the associated Environmental Impact Report (EIR) and to receive public comment. A recording of the full meeting and copies of all relevant documents are available on the project website at: <https://milpitas.generalplan.org>

The mandatory 45-day public comment period on the EIR has ended (December 17). The draft EIR will be presented to the Planning Commission on Wednesday, January 27th, and the Council is scheduled to receive the new General Plan for final adoption in late February.





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## PUBLIC ART PROGRAM

As part of its Public Art program, the City has issued a public art Call for Artists for the Montague Pedestrian Overcrossing Mural inviting Bay Area muralists to apply to create a landmark image celebrating something special about Milpitas' history or character.

The artwork will grace the ground level walls of the new pedestrian bridge over Montague Expressway, connecting the Milpitas Transit Station parking garage and BART Station with the surrounding Milpitas Metro neighborhood and Great Mall. With hundreds of visitors and residents expected to pass by daily, it will be among the City's most visible public artworks. The commission for this piece is \$15,000, funded entirely through developer contributions to the City's Public Art Fund. Proposals are due January 11.



*Future site of Montague Pedestrian Overcrossing mural*

## DEVELOPMENT PROJECTS

During the pandemic, the City continues to provide building safety services to assist the business community. To allow an earlier start of operation, a temporary occupancy permit was issued to Straw Hat Pizza and Grille at 300 W. Calaveras Blvd. Gateway Precision, a machine manufacturing company, has received final inspection and is now in operation after relocating from Santa Clara to Milpitas. At the Great Mall, Legends Comics & Games and La Dolce Vita Gelato are opening, just in time for the holidays.

A number of businesses were issued building permits recently and they will begin work at their facilities soon. Safeway will be improving its store at 555 E. Calaveras Blvd. A variety of manufacturing and technology companies such as KLA, Headway Technologies, and WestRock (a packing company) will be performing tenant or site improvements at their facilities.



*Tarob Court Townhomes located at 1980 Tarob Court (three-story building with 7 units) had one more building permit with 7 units finalized, bringing it to a total of 35 completed units out of 59 units in the development.*



*Metro Flats is a 108-unit residential development at 1401 S. Milpitas Blvd. With the last four-story building with 6 units completing all work and finalizing its building permit, the project has completed all 108 units in the development.*

# MILPITAS MATTERS • GENERAL INFORMATION

## MILPITAS BUSINESS SPOTLIGHT

Fifteen local businesses have been selected to participate in the Milpitas Small Business Spotlight Program, which will produce a free 90-second promotional marketing video. The Spotlight videographer has completed the production of the first group of businesses: Montessori School of Silicon Valley, AJR Watch Repair, and Isha Diagnostics. The next video shoot will feature Beausejoir Hair and Nails, Rainbow Childhood Development Center and Prisha Pediatrics.

The promotional videos will be shared through the City's social media channels to support the local small business community in these challenging times.



AJR Watch  
<https://bit.ly/3awnGba> (promo video link)



Isha Diagnostics  
<https://bit.ly/3mEywhN> (promo video link)



Montessori School of Silicon Valley  
<https://bit.ly/3hazH7i> (promo video link)

## WEBINARS FOR THE BUSINESS COMMUNITY

### COVID-19 Business Webinar: Virtual Small Business Town Hall

On December 16, 2020, the City partnered with the Northern California Small Business Development Center (SBDC) on a virtual small business town hall focused on assisting small businesses facing hardships due to COVID-19, including information on resources and programs that assist businesses in gaining access to working capital. For direct assistance on accessing loans, call 833-ASK-SBDC or email [reana@norsbdc.org](mailto:reana@norsbdc.org) and [Chris@norsbdc.org](mailto:Chris@norsbdc.org). SBDC helps businesses understand what resources are available to them while making tough decisions during the pandemic and get back to thriving. To listen to the recording go to: <https://zoom.asksbdc.com/CityofMilpitasTownhall>

### COVID-19 Business Webinar: Guiding Your Business Through The Pandemic

In an effort to provide the City's business community with valuable information and assistance to boost their business during COVID-19, the City and the Milpitas Chamber of Commerce hosted their third business webinar on December 9, 2020. The webinar focused on the regional stay-at-home order, access to capital, restaurant assistance, business license process, sustainability/sanitation, and Milpitas Chamber of Commerce promotions. This webinar was free and open to the public, and over 100 attendees participated in the webinar. To access the webinar recording, please visit: <https://bit.ly/2KmoWTF>

**VIRTUAL SMALL BUSINESS TOWN HALL: COVID-19 AND THE NEXT 30 DAYS OF YOUR BUSINESS!**  
(online webinar)

Wednesday | 12/16/20  
10:30am-11:30am

Register here:  
<https://zoom.asksbdc.com/CityofMilpitas>

Presented by:  
Chris Horton, Lending Specialist  
NorCal SBDC Finance Center

Facing COVID-19 hardships, we have assembled local, State and Federal organizations offering a wide variety of resources and programs that can help businesses experiencing hardships get help with working capital, inventory, marketing, refitting for new social distancing guidelines, operating and emergency maintenance, property taxes, utilities, rent, supplies, Legal Services for Entrepreneurs (LSE), refinancing high cost debt, mortgage assistance, foreclosure prevention and other appropriate business purposes.

Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or NSU Sponsored Programs Foundation.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact Brian Palmer via email: [brianpalmer@sbdc.org](mailto:brianpalmer@sbdc.org)

**GUIDING YOUR BUSINESS THROUGH THE PANDEMIC**

Join us for an informational webinar and Q&A to boost your business

Wednesday  
December 9  
9:30-10:30am

Register here:  
<https://bit.ly/2J4Q1ZD>

Speakers:

- Steven G. McHarris - Milpitas City Manager  
Opening Remarks
- Alex Andrade - Director of Economic Development  
COVID trends, access to funds and food delivery fee caps
- Albert Zamora - Deputy Fire Chief  
Stay At Home Order and business compliance
- Robert Jung - Milpitas Chamber Board Member  
Chamber of Commerce promotions
- Ned Thomas - Director of Planning  
Business license process and outdoor dining 2021
- Renee Lorentzen - Director of Rec and Community Services  
Milpitas Youth Force (workforce development program)
- Elaine Marshall - Deputy Director of Public Works  
Sustainability, sanitation, and MyMilpitas app

Questions? Contact the Office of Economic Development  
(408) 586-3045 | [BusinessAssistance@ci.milpitas.ca.gov](mailto:BusinessAssistance@ci.milpitas.ca.gov)



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## DELIVERY FEE CAP

The City of Milpitas was one of the first cities in Santa Clara County that enacted an Urgency Ordinance to cap third-party food delivery service fees which will help restaurants maximize profits and their chances of staying viable through the current health and economic crisis.

The ordinance places a 15% fee cap on third-party food delivery orders and a 10% fee cap on non-delivery (pickup) orders and guarantees that all tips and gratuities are paid in full to the third-party delivery drivers.



## UPCOMING EVENTS

### MILPITAS HOUSING RESOURCES INFORMATIONAL WORKSHOP, DECEMBER 21, 5:00PM TO 6:00PM VIA ZOOM

The City will be hosting a workshop in partnership with Silicon Valley Independent Living Center and Project Sentinel to share housing resources with the community before the holidays. Come learn about new and existing Milpitas housing resources – Rent Relief Program, It Takes a Village Assistance Program, tenant's rights, and a new state law on eviction protection. Please <https://bit.ly/MilpitasHousingResources> for the registration link. If you have any questions, contact City staff at [housing@ci.milpitas.ca.gov](mailto:housing@ci.milpitas.ca.gov).

## WAYS TO CONNECT WITH US



[www.ci.milpitas.ca.gov](http://www.ci.milpitas.ca.gov)



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[https://www.youtube.com/channel/UCTS\\_MyZvQc\\_c3T4-vSXKM8Q](https://www.youtube.com/channel/UCTS_MyZvQc_c3T4-vSXKM8Q)