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>> Councilmember Campos: I'd like to call the meeting to order. And welcome to neighborhood services and education committee. And I will ask the City Clerk's office at this time to take roll call.

>> Certainly Madam Chair. Nora Campos. Here. Judy Chirco, here. Pierluigi Oliverio, here. Kansen Chu, absent.

>> Councilmember Campos: Thank you. At this time, review of the work plan. Norberto, I don't know if you have any comments on this particular item?

>> Norberto Duenas: Madam Chair, members of the committee, we're just asking that the report on happy hollow park and zoo be deferred to October 14th.

>> Councilmember Oliverio: Motion to defer.

>> Councilmember Chirco: Second.

>> Councilmember Campos: Thank you. Our first committee report is a status report on yes we can read. I think we have Veronica who will be giving us a presentation. Welcome.

>> Hi, I'm Dawn Perry, manager of early care and education services for the San José public library. It's my pleasure, and thank you for allowing us this time to bring this status report to you. It's my pleasure to introduce Veronica Goei, executive director of Grail family services, who is the motivation and inspiration of this project, and we are very excited to be one of the partners, and she will be giving you the presentation.

>> Councilmember Campos: Thank you, welcome.

>> Thank you. First of all, thank you very much for inviting me to present this project to you, the yes we can read, children's initiative for San José.

>> Norberto Duenas: Veronica, can you put your microphone a little closer, there you go, thanks.

>> So I have been asked to present primarily information on the initiative. And so what the presentation will include is an overview of the project, some background information as to the needs that we're trying to meet, some of the goals, strategies, as well as an outline on the pilot project that is about to be implemented early October. And I will also be talking briefly about some of our strategic partners and how this effort is a true collaborative effort of different entities and stakeholders in the city of San José. So I want to get your attention to the statistic of 75.6% of second to sixth grades in the Alum Rock Union Elementary School District in San José are now reading at a safe standard of proficiency. That statistic appears in the 2009 report prepared by the California Department of Education. When our organization, our local nonprofit came across this statistic a few years ago, we decided that there was something that needed to be done to address this challenge. I want to emphasize that one of our key partners is the Alum Rock school district. And over the last few years, the district has implemented significant strategies that have made some gain in closing the achievement gap. So I want to make sure that is stated and clear. However, it's not enough. And when we presented this approach to them they saw our intervention as very much complementary of their strategies. I also want to point out to you that unfortunately this statistic is not only happening in San José. There is a perception in some cases that is only a community, this is very much a reality in many other school districts in Silicon Valley. And even more so, this is a challenge that's affecting our nation. It is affecting minority students all over the country. Grail Family Services participated a couple years ago in the design of a nationwide early literacy initiative developed by Scholastic, Verizon, and the National Council of La Raza, and we were able to see and witness that this is a reality, a sad reality, impacting many communities throughout the country. I also want to highlight the importance of this. For many of you, you are familiar with how important reading is but I want to share just a couple of things that not our research, research says about literacy. Children learn how to read up to third grade. Past third grade children are using the reading skills to learn concepts. Therefore, if the children are not reading by grade level we have a serious problem. And I want to emphasize that and you see my passion about this issue, because it's been ten years that we've been trying to advocate for this and we feel this project is finally allowing many entities to address the challenge. But it's a serious problem that's affecting our community. We're not training the workforce for a future. And that is a problem that affects us all. In order to develop a comprehensive effort, we felt that

reviewing best practices was a very important key component. So we did an extensive literature review of curriculum, of other strategies, look at other efforts nationwide, to integrate those into the design of this initiative. Reading aloud to children appears to be a very important practice that has demonstrated impact. So that's just a highlight. But there's many other findings, that our best practices have been incorporated in this effort. You'll have a copy of a white paper that was developed, that really highlights some of these best practices and tells you a little bit about why we are going to be focused on very specific strategies. Another important part of this process was to create an advisory committee that has key stakeholders from the community that have helped guide the process. We have three goals for this project, and I recognize they're very ambitious. But we hope that every child will enter school prepared for kindergarten with the critical early literacy skills that every parent will be knowledgeable about their role as their child's first and most important teacher, and that all third graders will be reading at grade level in English or Spanish as demonstrated by the results of standardized testing. So I recognize there are ambitious goals, but that is what we hope to accomplish in the next five years. So the initiative has several components. We have a volunteer mentor component, a parent engagement component, an advocacy component and, for all those three components, we are including evaluation so we can demonstrate the impact of this effort. Very briefly, the volunteer mentor component plans to mobilize hundreds of volunteers from Silicon Valley that would actually read to children at several school sites and will conduct early literacy activities while teacher is doing the instruction. Those volunteers are currently being recruited by United way Silicon Valley which is one of our key partners for this effort. You also find in your packages a flier, very much appreciate if you would like to share that with your stakeholders and encourage people to make a commitment, to make a change. Because it is going to take much effort from the whole community to address this challenge. A key strategy is, also, the parent engagement component. We will provide parent workshops to the parents of the children that are being mentored and the San José public library will also complement the workshops with family literacy nights that would give families the opportunity to read with their children. And in the second year of this project we will develop an advocacy strategy that right now we are not going to talk about because we are going to wait until we have the findings from the first pilot. So real quick: We are ready to pilot this project. We have selected two schools from the Alum Rock school district, A.J. Dorse elementary and Cesar Chavez elementary. We are targeting first grade students and kindergarten students, a total of 240. We are seeking volunteers from different sectors. We need about 120 right now. Each volunteer will mentor two children and we're

expecting a commitment of at least eight weeks. Hopefully, that volunteer will commit for an additional eight weeks during the fall. And we're estimating about three to 400 parents that will participate in this effort. And important as I mentioned earlier component of the strategy has been the creation of an advisory committee. And before I highlight the roles that each partner plays in this process, I do want to thank Councilmember Campos, because it was two years ago when we went to her and presented this as an idea, as a vision, that she said yes. And we would not be here today if we had not had her support. So I want to make a public statement to thank you for all your support over the last couple years. But we do have other partners that are -- have been very critical in the success of this project, and the district being one of them. The district right now is supporting the effort by financially supporting all the materials that are needed, and by compensating all the teachers, because all the teachers will be required to attend the parenting workshops and work with those parents. So that's a very exciting thing. We also want to thank the San José public library since they will be providing a family literacy night for those parents and families. We think it's a great partnership and kids in common and the Santa Clara County partnership for school readiness have also been key in the design of this project. We have their San José 2020, they're not a partner of this project, they're there because we hope that this model can be folded into the San José 2020 as the early literacy strategy. And, you know, we hope that add more partners into this process. Unfortunately, the slide does not show United Way as our partner. They are a very key partner at this time since they are responsible for the recruitment of all of the mentors. So I would like to have some time to answer your questions. I think an important thing for all of us to remember is that reading aloud to children has been proven to be a successful strategy. The families that we work with have lots of strength. Oftentimes the parents do not have the literacy skills to read to their children. So bringing volunteers from our community is critical. And again, I want to thank you all for your time.

>> Councilmember Campos: Veronica, thank you for being here, and I want to thank you and your leadership as well as the Grail Family Services for their commitment to the children in Alum Rock. And really, the children of the City of San José, and the future workforce of Silicon Valley. Jane, I also want to recognize you because I've had the privilege of working with you for the past ten years, and you're an innovative thinker, and you usually latch onto projects that you know will be successful around making sure that the children are successful around reading, because your passion is the libraries. And they are our future patrons of the library, even at a very young

age, probably starting at two years old. So thank you for that and all the other people that you recognized. And I think that you brought up a very good point, about our children and we know that studies have shown that if children are not reading at the grade levels of the third grade, that it is very hard for them to achieve success in the academic world. But -- so I'm excited about this model. I know that my colleagues are going to be excited about this and we're looking for the results after you pilot it, to be able to take this to another level. With that I will open it up to any questions or comments, and Vice Mayor, I think you had a few comments.

>> Councilmember Chirco: Yeah, Grail family services have been around, I've heard your name for quite a while. You've been in the community how many years?

>> Grail Family Services, our service provider, has been delivering services to low-income families for the last ten years.

>> Councilmember Chirco: I was going to say, because I remember the previous Vice Mayor, Cindy Chavez, partnered with Grail Family Services. Is this a new initiative for you, kind of the early reading intervention?

>> For the last 10 years we've done different interventions around early literacy and literacy development. We even have a children's library on site that has about 10,000 books that we built to meet the need. We've done book distribution in partnership with Scholastic to the community. We have done many efforts. We've done community awareness events, where we have about 500 people from the community read with their children. So we've done a variety of different strategies, and that has led to this approach, which is to bring people together to address this challenge.

>> Councilmember Chirco: I was on a school board for almost 11 years. And one of the programs some of our teachers heard about went out and visited, brought it back, we pilot it, it was basically this kind of program where its a one to one, you're bringing the parent component in which I think is really exciting so that's pretty good news.

>> Well, thank you.

>> Councilmember Chirco: I look -- I was checking your dates to see if there's any early data. But it's way too early for early data. October says you're going to begin your program.

>> Yes, we wanted to come to you with the data and have all the results but we're not there yet. It's taken some time to just get the project off the ground.

>> Councilmember Chirco: I may have to tune in this committee, this time next year, to get some preliminary data. Because I'll be termed out the end of this year but this is an exciting project.

>> We are actually partnering with Applied Survey Research, and we hope to have some data midterm. So we might have some data early next year. So we're hopeful that we can present a report then at that time.

>> Councilmember Chirco: Anything that helps a child's early reading skills is just so priceless, so thank you very much.

>> Councilmember Campos: Thank you. Any other comments or questions?

>> Councilmember Oliverio: Motion to accept the report.

>> Councilmember Chirco: I would second that.

>> Councilmember Campos: All those in favor, aye. That passes unanimously, thank you. So the next item is the digital services status report. And I think Jane Light is going to head this one up.

>> Jane Light: Thank you, Councilmember Campos. We wanted to come to you and give you a report on digital library services. The digital age has certainly hit libraries and to provide good customer service we have to look

more and more at digital services and with reductions in our hours we're also looking at using digital substitutes for when people need library services. We are very fortunate to have on our staff Sarah Houghton-Jan who is a senior librarian who manages digital services for us, both selecting and providing and implementing services, but also training of the staff on how to use those services and then through the staff, the public. So Sarah's going to actually make our presentation.

>> Thank you for having us. This is a really interesting topic because we're really moving forward with digital services quite quickly in the library, and there is a lot to talk about right now. These are the key services that we're currently offering. We have got our of course library website and catalog. And I think of our website not just as a website but as a digital branch. So the overall goal is to provide all of the potential services that you would find in a physical branch through our digital branch, as well. And so instead of having books and audio books and CDs, we have e-books and e-audio books for download and for viewing online, as well as e-music, which is a service we started recently. Online access to tens and almost hundreds of thousands of different magazines, newspapers, journals, and different research resources that people can access from home. Live online reference services, so people can come to us and get help any time, as well as social media outreach that we've been doing for quite some time, quite successfully. Podcasts and videocasts of various types, as well as mobile sites and services, which is an area we have been developing for about the last six months. So our current library Website looks like this. And it's a joint Website with the San José State University library. And it was built when the library was merged originally. And we've been working on a new Website to better meet the needs of our users for the different types of content we have and simply the different technological landscape we have now versus several years ago. So the new Website looks a lot different. It looks like this. Through expensive user research we discovered that the users for the university library and the public library had very different needs and very different expectations for what they wanted to access online. And so we have a way now where that we have two sites, one for the university library, one for the public library, and then a shared Web space where we talk about our joint and merged resources. This is the public library's new site. There is a real focus now on what people can access online. So a focus on the downloadable e-books, a focus on the research resources, and really trying to make it a more dramatic and interactive experience. There is a lot more content for people here than there has been in past years. So some of the other services that I think are really important for us to think about are all of

these e-books and e-audiobooks that we offer. These get used very, very heavily. Each month we have about 5,000 downloads of our e-books in text format, so your traditional e-book, about 3,000 downloads of our audiobooks on line, and then we have a lovely collection of online animated story books through the Tumblebook Library. And we have 1600 accesses of those every month. So this is a demand that we've seen rise very, very quickly as we add more to the collection and more people find out that they don't have to pay for e-books, they can come to the library and get them for free. So this is really I think an emerging area where we have a lot of potential to develop a bigger collection over time. And we have invested really heavily in this over the years to build it up to meet expectations of the customers. We have several local collections that I think are targeted to our local community. The missions of California e-books which get used very heavily by the students in the school year, and our safari tech books online which are things that a lot of people working in the tech industry normally would pay to access, and they don't have to anymore. And we get a lot of recognition on that from the local workforce. We also just recently started offering a free and legal downloadable MP 3 service to our users. It's a collection of Sony music. It is the only collection of its kind in existence that's offered to libraries and it's a experiment to see how it goes and see how our users like it. And I think this is an area where we need to keep our vision in the future. It's on music, on movies, and see what libraries can do to provide that type of content to our users electronically, as well. Our online magazines and newspapers get used extremely heavily. This is something I think I would love for more people to be aware of. Being able to read the current issue of Newsweek cover to cover free online any time, being able to look for research articles for anything a student is working on. We've got local resources, history stuff, computer and technology tutorials, you name it, it's all in there. And we've got quite a decent selection, as well, of multilingual materials. So we have Spanish language resources, as well as Vietnamese and Chinese, Korean, Russian, the list goes on. So these research resources really do span a really broad range of topics. In addition to things like articles in newspapers, we do have health resources to help people with new diagnoses or information about medical conditions. We've got the old -- we all remember the world book encyclopedia. Now there's a lovely online version with multimedia that's enhanced. If you're looking for a good book to read, we've got things to help you out with that. We've also got a new language service, mango languages, which is a language-learning service along the line you would expect from Rosetta Stone, that kind of service in a number of languages, as well as an ESL component for that, as well, so people can learn English as a second language. And we've got a very large business collection, too, so we have services like reference U.S.A,

and the small business center, which are particularly geared toward businesses of different types looking for information to build up their marketing or to do some market research or financial issues. And those all get used very heavily in the community and are all accessible from home, as well. We offer a number of ways for people to get in touch with us electronically and this is something that will grow over time as well as people start having expectations of wanting to contact us through different media, video chat might be something in the future. We're always looking at new ways to expand those services. And social media sites, we were I think one of the first, if not the first city department to get our feet wet with social media, reaching out to our customers through various sites, giving them information, interacting with them, getting suggestions and feedback from them, and we are very happy to report that this has worked quite well and has been I think a lovely way to let the community know that we're listening to what they're telling us and taking their feedback seriously. And we've been offering audio and video content as well. So we have podcasts that come out regularly, things like staff picks or recordings of events, poetry nights, author readings, as well as videos of other things. We've got a nice little "it's all at your local library" commercial that one of our staff people made for us, as well as a number of story times that people can watch from home any time if they are not able to physically get to the library or be there when the events are taking place. And we hope to continue to build this collection up over time so that you truly can attend a library event without physically being in a building. And mobile services are huge. We all know people carry around their phones. I've got mine in my pocket, I sleep with it next to my head. A new study came out recently that showed if you sleep with your phone you love it more. I don't know what that says about us. We do offer, with our new website, as soon as this is launched, we have a full accessible mobile Website. We already have a mobile catalog that's up. Our magazine and newspaper databases, some of those are mobilely accessible as well and we're working with the vendors to encourage them to make more of those accessible on mobile devices as well as mobile-friendly e-books and e-audio books research help. And we also released recently a downloadable library app that's compatible on all different platforms, iPhone, Android, Blackberry, you name it, and that gives you full access to catalogs, all of our new books, your account, all of our magazines and newspapers that are online, upcoming events, and we've gotten very, very good feedback on that so far, and I'm very excited about that. And then lastly, we have been developing this new augmented reality San José history tours project. We just got a grant for this. What it's going to be is you have your phone with you, and you're walking in a neighborhood. You hold the phone up, and through the phone's camera feature you can actually see photos of what that building

looked like in 1900, or an audio clip of an interview with the person who originally designed the park. All of the material that we have in our California history room, we're trying to find new ways to make it accessible to people. So our goal is to build at least three historical walking tours in crucial parts of San José, and then go from there and see how it works. This is something that nobody has done yet ever. So it's a brand-new technology, and we're really cutting-edge on this, and I think it's going to be a lot of fun. So I'm happy to take questions at this point about any of the things that we talked about, and thank are for your time.

>> Councilmember Campos: Thank you. It was a great presentation, a lot of information. Are there any questions or comments from -- councilmember Pierluigi Oliverio?

>> Councilmember Oliverio: Thank you chair. You know how we manage circulation in our libraries and we have a gate count on how many people go through. What are some of the metrics for people who are hitting the digital site?

>> The report hits on some of these. We have a quarter of a mill unique visitors to our site a month, they average about 750 thousands to the Websites each moo, that's a really useful number. The catalog has 2.3 million views each month. So I think a lot of people are going straight into that catalog to get what they want and then going right back out. The e-book circulation is 5,000 a month, audio book is 3,000, 1600 story books, and that's a 47% increase over the last year. So as I said, you're really getting that hockey stick effect, where we're getting a huge increase superfast with our e-resources. The database use really depends on which resource we're talking about, but we do get really heavy use. Overall it's about 100,000 uses, visits per month to those resources, as well. So it's very good for the size of community that we have.

>> Councilmember Oliverio: And so maybe this time next year we'll have a better understanding how e-books is affecting what we may purchase as a physical book versus what people, if more people get turned on to these devices we'll have electronic books versus a hard copy?

>> Jane Light: Yes, it's growing slowly and the number of services the vendors can provide has really improved. I think ultimately but maybe not by next year is instead of saying we have a budget for e-books and we have a budget for books and we have a budgets for magazines, it will be, we have a budget and we're diagnose to buy this title and we're going to buy ten hard copies of it and three e-copies of it and an audio book. So we'll not think so much by format. That's a change for all of us, not just librarians to not think format. We see eventually it's what comes down to content not the format.

>> Councilmember Oliverio: Thank you.

>> Councilmember Campos: Vice Mayor.

>> Councilmember Chirco: This is a very impressive report. As a matter of fact, I feel like there's a sea change going on in how our community accesses the rich resources of our library. And I just wanted to ask you if on the historical digital tour, maybe you could put a -- the old library index cards. Because I do remember going through those when I was student to try and find a particular book.

>> So do I believe it or not.

>> Councilmember Chirco: I feel better now, you're obviously much younger than I. It was a great report.

>> Thank you.

>> Councilmember Chirco: It really does point out the leading edge that San José has been on for quite a while now with their library services and access to services. Thank you.

>> Jane Light: Thank you, I think we're very fortunate to have Sara lead us in this area but I've read something shocking to say that in two or three years most phones will be smart phones and people will then use those as

primary access to the Internet not a laptop or whatever. We recognize that if we don't get with that program we are not going to be able to serve the needs of our community.

>> Councilmember Campos: Thank you. Sara I wanted to ask regarding the Mongo Language, that's fascinating. I think that if someone wants to learn another language, they have the opportunity to do it through this venue. But I also wanted to ask, how are we informing the public about this particular component? And you said that there is ESL, English as a second language, and how are we informing the public that maybe usually does it the traditional way, they go to a class and how are we informing them that if they don't have the time to go to a class there is an opportunity to get on the Internet and be able to take advantage of this program? We're about mid stream with the marketing of this. It is brand brand-new. So we've done a lot of the online marketing asking staff who do have ESL conversation clubs or who know that there are customers in their library looking for that type of material, to push it out. We are just starting to push out print materials and electronic signage in the libraries to promote it, asking the staff to work with their partner organizations and their communities to get the word out. A formal press release I think is going out today or tomorrow. So we're working on a lot of fronts, but I think if people have suggestions of other places to partner or to push that information out, that would be welcome, for sure. Thank you.

>> Councilmember Campos: Thank you for that. The other question regarding the historical went to, I think that's fascinating you know for I guess anyone that is interested in learning about the City of San José. What one of the things that I know if you're not aware of, the department that handles the arts in the City of San José is Barbara's department. And they're working on a walking tour of East San José. And would that qualify for this particular program?

>> I think there's a potential for some collaboration there. This tour is, I think, focused a lot on the historical data about very isolated, specific spots, per the terms of the grant. So it might be, you know, these two blocks from here to here, this is the history of that space.

>> Councilmember Campos: Okay.

>> And here's the data.

>> Councilmember Campos: So there is an opportunity to maybe capture.

>> I think so.

>> Councilmember Campos: King Road, that portion near Mexican heritage plaza. There's a lot of history there.

>> I'll pass that on to the woman who is doing the selection, thank you. Cool that would be an opportunity to enhance their project. If they can't give a live person to share the history with them they can use their camera, I mean their phone to get the information. That's fascinating. I think that one is a really fascinating component of what you shared with us.

>> Thank you.

>> Councilmember Campos: Anything else you'd like to add?

>> Jane Light: I think that's it. We appreciate your time. We'll probably come back with a whole bunch of new things in a year because things are changing so quickly and let you know what's going on in the information world digitally.

>> Councilmember Campos: Thank you. All we need to do is get a motion to accept the report.

>> Councilmember Oliverio: Motion to accept the report.

>> Councilmember Chirco: Second.

>> Councilmember Campos: All those in favor, aye, that passes unanimously, thank you. So the next item we have is animal care, the semiannual report. And Peter Jensen, are you going to introduce, or are you going to start the presentation?

>> Peter Jensen: I'm going to let John Cicirelli start.

>> Councilmember Campos: Okay, John, perfect.

>> Good afternoon, my name is John Cicirelli, deputy director for animal care and services, I'm here with Peter Jensen, director of general services. So this is our twice annual report just on the various things happening in animal care and services. For the general knowledge, this report covers the fiscal year 2009-2010. The animal care and services division serves not only the City of San José, but also the cities of Cupertino, Los Gatos, Saratoga and Milpitas. We would like to start with field operations and talking about what's been going on in the field. This year we responded to about 25,000 calls for service. On page 2 of your report we have a few graphs there to look at including the one behind me or behind you depending on where you're looking. And the graphs in the report talk about the types of calls for service and the fact that they've actually gone down, in terms of our ability to respond to them. The -- usually we're responding to about 30,000 calls for service but as we've talked about in this committee before and in the council there were some reductions to our resources and we had to give up some types of calls of services, some of the lower priorities, and that's resulted on us just not being able to get as many calls completed in a given day month or year. The types of calls are largely the same that we're still focusing on you know animal bites and quarantines to a lesser degree loose dogs. Investigations of municipal code violations, and of course, dead animals and picking those up. The graph, the chart on the wall relates to priority 1 calls and so we wanted to show you this because it actually shows a counterintuitive effect. Even though we reduced resources our response time has actually improved in this category. We categorize calls for services into three types, priority one, two and three, with priority one being the most important, the most urgent. Those are aggressive animals, injured animals, those sorts of things. But by focusing less on some of the low priority calls we're able to focus more and get to higher priority calls faster. And so we actually obtained our highest response rate since we've been tracking this at 91%. That metric is actually being able to respond to a call within

an hour or less. So it's still you know we're not the police, we're not the fire department, we're not getting there in five minutes. But we are getting there more frequently, and we are improving in that category by not focusing on some other types of calls. In addition we talked about last time the types of calls that we're not focusing as much on. Those are loose dogs that are not acting aggressively that aren't injured, you know, they're sort of walking around the neighborhood. We may or may not be able to get to those calls. We're not saying we're not going, but it depends on what other calls are pending at the time. People not cleaning up after their dogs, people letting their dogs run loose in the parks, people that might be exceeding animal limits, or feeding cats or wildlife outside. We don't pick up baby orphaned birds or deliver animal traps anymore, or remove small dead wildlife that's on private property. So all of those are always subject to the variation of the day. I mean certainly if you have a situation where we wouldn't normally come out and pick up your owned animal that died anymore but you happen to be elderly and not capable of doing it we're going to go out and help you. But if it's a situation where the baby orphaned bird is actually an endangered species, or it's a large raptor bird, for instance an owl, who is capable of hurting people if they try to handle it. Those kind of things we are still going to handle on a case-by-case basis. But in general these don't receive as much priority. And so one of the things we talked about the last time was trying to do some -- a little pilot for the off-leash violations. And so on page 3 near the bottom we have the results from that. We focused our efforts on two parks. Cahill and Saratoga creek, where we know we get a lot of calls and complaints about people running their dogs off leash. Actually Saratoga Creek Park is a park we tried to pilot off-leash dogs before. So it continues to be an issue there. But at any rate, we were able to get there on four different occasions during April, May, and June to patrol. We did issue five tickets, three in one park and two in the other. But overall, trying to prioritize that and balance that, and this was all occurring in the morning, usually between 6:00 a.m. and 9:00 a.m. which is typically when it happens in the summer, a lot of people are out there with the dogs. So those fines, if we're able to collect them, ultimately would be about \$500 for the first offense on all of them. But given the resources and the balancing we're trying to do, we're still recommending that that remain a priority 3, that if we can get to it we get to it. Obviously in lower call volume periods like the winter, we're more likely to get to it, but the activity is less likely to occur in the winter just because there aren't as many hours of daylight, so there aren't as many people out there running the dogs off-leash. But at this time we wouldn't recommend prioritizing it above that level. And then, one budget change in the field services area was where we actually eliminated a supervisor of our dispatching services and call taking services and converting them into a

supervisor for field services because the field service supervisor can do both supervision of dispatchers and officers, whereas the dispatcher's supervisor can't do both. So this gives us flexibility in a shrinking-resource environment of an employee who can sort of do two different things rather than being stuck with one that can only do one type. So we are trying to gain some flexibility there. And then in shelter operations, page 4 we have a few graphs there. You could see the types of animals coming in. We took in about 18,000 domestic animals and another 900 or so wild animals over the year. The domestic animal intake is actually starting to come back down. That's related to cats. The dog intake is still going up unfortunately. The live catch rate is the percentage of animals that is correct saved in a given year. You can see there that we've actually taken a turn for the much better in this last year. Primarily that's related to a program that we started piloting in March with homeless cats where we are collaborating with animal rescue groups. These homeless cats not social to people but otherwise they are healthy cats, they are not sick, they are not injured. We spay neuter vaccinate, make sure they have all they need medically and they can't reproduce. And the rescue groups reintroduce them to wherever they are found and they work with their own nonprofit group with the neighborhood to try to resolve any conflicts the cats might create. In situations where the conflict is too great the cats cannot be returned there and that's part of the agreement. In situations where the conflict is not great then the cats can be reintegrated. We found in terms of feedback we have very few situations where the conflict continues. A lot of people are surprised about the program and have actually said, well, I would have brought the cat in sooner if I knew that. I figured you guys were just going to euthanize the cat, so I didn't want to bring it in, but I finally just got so frustrated I brought it in. So I'm glad to know that's not what's happening, but also that it can't continue to breed. This has really changed our save rates on the cats primarily but it's changed our overall save rate this year for the fiscal year our save rate was 55% which is actually the highest overall save rate we've had since opening the shelter. But the program didn't actually start until March of 2010. And if you look at the first six months of 2010, our save rate is nearly 70% for all animals across the board. That's going from 50% to 70% in a span of just a few months across 18 or 19,000 animals. So the program is having some significant impact in very immediate ways. We're hoping that the success of it will enable us to attract some grant funds and we believe it will. There are a lot of foundations out there that like to see programs that look for alternatives for euthanizing animals. Ideally we would be able to do this with grant money and be able to support it in that way and again not have to rely on continued resources from the General Fund. So one of the areas where we think it's going to help us, bottom of page 5 and

into page 6 is we entered into a contest for the American society of prevention of cruelty to animals, the ASPCA, that's a national organization. We are one of 46 that qualified to see who could save the most number of animals during a three-month period compared to the same three-month period last year. That three-month period happens to be August, September and October of this year. So we're already one month into it. We didn't know this contest was even going to be out there when we started the cat program, but timing worked out really well. We think we're going to be very competitive. It is a \$1,000 prize if we get there. I can tell you that in August we had our best month ever since opening by far, by substantial percentages. Primarily driven by a coupon program we were running for sales on cats. So we feel we are going to be very competitive for that, and again, that will bring us more attention from more groups and gets our name out there about the types of programs we're doing that are trying to find alternatives, alternative solutions. And again we hope that will help us attract grant money and help support some of these operations. Spaying and neutering we continue to focus on and try to do as many as we can, but you know this is an area where we're limited in our resources. We tried this year to incorporate dogs but we've had a lot of difficulty. Dog surgeries take longer than cat surgeries. It is harder to build in the schedule. Our waiting list now for dogs extend several months into the future, which is not very convenient for the users. So again, through these programs, we're hoping that we can attract the kind of grant money that will enable us to fund additional resources into our spay-neuter program so we can expand. There's a clear demand for dogs, dog spay-neuter surgeries. Dogs continue to slowly creep up in terms of the population entering the shelter every year. It's an area of animals that we need to invest more in. So with any luck over the next six months or somewhere in the next six months I'll be able to present some opportunities to the council that are for real serious dollars that we can support some of these things with. So lastly I wanted to point out the revenues. And this graph is specifically related to our licensing revenue, and it shows the last two years, and as you recall we changed some municipal code ordinances relating to the way that veterinarians have to report rabies information to us. And since then you can see our revenue has really been going up. In the last two years we've averaged almost 30% increase in this category alone, going from about \$750,000 a year to about 1.3 this year, and I suspect this year we should be getting on to 1.5 million. There's still a lot more growth potential there. There's a lot of resources we are investing there. The council voted to invest resources there again this year by extending some part-time processing help there so that we can process the information. It's about 53,000 people licensed in the city. So the volume continues to grow every year. We believe that there's probably something like

350 to 400,000 pet owners out there, so the gap between where we are and where we can be is pretty significant. But that bodes well, because even though we're sort of at the lower end of that growth curve, the overall revenue for the program hits about 45% of the cost of the program. And when you consider that it's largely a regulatory mandated program we feel that it's working well and moving in the right direction. And so lastly, the types of things that we're going to be focusing on, for this year, you know continued focuses on the license and rabies compliance, the continued focus on improved adoptions, the feral cat program I was talking to you about, looking for revenues and grants, and hopefully getting awarded some of them, and online licensing which we're just about finished with, with any luck it will be in the next couple months here which should be a nice convenience or residents who do license, particularly when they renew. Once your information is in the system, it is very easy to get there with a generated password. Taking the mailing identity of it tends to increase the compliance rates. So with that I'll answer any questions you have.

>> And I will just interject one correction from what John presented. The ASPCA challenge, you said \$1,000, it's really \$100,000. So it's quite worth our time.

>> Councilmember Campos: That's huge. 100,000, now I can say we need to do our best.

>> Yeah, and the nice thing, if we win it, it gives us some national recognition, as well. It is a national contest so it would be great.

>> Councilmember Campos: Absolutely, well, thank you. Any questions at this point?

>> Councilmember Pyle: I have a question. Was it last year you were having so much trouble with backlog on getting the licenses handled in a timely manner? Where are you at on that, this year?

>> We're caught up. And that's primarily because of the resources that the council has continued to give us to help process that. We use just part-time office specialists, so it's fairly low overhead. But within the month that we receive them it's processed and out, so we feel we're caught up.

>> Councilmember Chirco: Well, that is good news, because that was kind of a serious problem last year.

>> It definitely was, but that's a big part of that growth curve, too, that I was showing on the license revenue is just being able to process it quickly. Because if it sits there for too long, you know, checks bounce, accounts don't clear, and it creates all kinds of other problems.

>> Councilmember Chirco: And kind of a -- we had licensed our dog, and I get this delinquent notice, I mean, months after. And I thought what -- you know, I'd forgotten, because the licenses don't change. You don't have like a different color for -- and so I get this delinquency notice, and I thought -- oh, my husband took the time to go down there to find -- and it was recorded, you know, we had the license, but here we get this delinquent notice, which kind of I'm going --

>> Was that recent?

>> Councilmember Chirco: Yes.

>> I'd have to look into it individually, to see where the snafu was. Those are certainly the type errors we want to not make, because not only it's inconvenient to the customer, but it's also more work for us to do that we don't need to do.

>> Councilmember Chirco: Correct on both ends of that, thank you.

>> Councilmember Campos: And I know how you feel, as the owner of a dog, when it's time to renew, my license for my Labrador, I make sure that's a priority, because as a councilmember, you want to make sure that you're leading by example. So I can understand how you must have felt, getting that notice. Thank you for the presentation and is there anyone from the public that would like to address us? Please come to the microphone and state your name, and you have two minutes to speak on this topic.

>> Thank you, good afternoon. I didn't expect to see you both here this afternoon so I think it's fortuitous. I did have an unfortunate incident. On April 30th, my dog was mauled in St. James Park. To the tune of \$1200 worth of vet bills. And one interesting thing would be to put a little bit of nuance to your response in calls and in prioritizing them, by looking at specific parks or neighborhoods where it might be a given issue. You know, I understand you probably get dozens of phone calls about golden retrievers running wild in Wilcox Park in Willow Glen, but it's not quite the same effect as it has on somebody whose dog is being mauled in St. James. So if maybe you could add a community engagement part to your response there, and work with people in neighborhood associations that are trying to clean up a specific park. That would be incredibly helpful and also be transformative to the use of a park like St. James, for example. My name is Mauricio Estasio, I'm resident of District 3. Thank you.

>> Councilmember Campos: Thank you for your comments. I think staff has noted those, and I don't know, Peter, if you wanted to address his comment.

>> Peter Jensen: I was going to say, we'll follow up with you and talk further about it.

>> Councilmember Campos: Sorry to hear about the unfortunate incident that you and your family and of course your had to go through. I think you see two of us have talked about, we have animals, and that's probably the worst nightmare that any owner wants to have to deal with. So staff will talk with you about that after. If there are no other questions or comments, can we get a motion to accept the report?

>> Councilmember Chirco: Move to accept the report.

>> Councilmember Oliverio: Second.

>> Councilmember Campos: All those in favor? That passes. Our next item is grants and bond-funded parks and recreation capital projects status report.

>> Matt Cano: Thank you, my name is Matt Cano, acting deputy director of Parks, Recreation and Neighborhood Services. I have a quick presentation for you today. We come to you twice a year to talk about our grants program. For our capital program as well as our capital bond program. We had about \$1.1 million in reimbursements we received from grants this past six months' reporting period. Right now we're reporting from January 2010 to June 2010, as the reporting period that this memo is about. We had 27 new grant applications submitted for \$76 million. The bulk of that was from two programs the state wide proposition 84 program where we submitted about 20 applications citywide. And the neighborhood education and facilities program where we submitted applications for family camp, dining hall restore rebuild, Guadalupe river park visitor center expansion, as well as third one that -- on happy hollow park and zoo. We got awarded three grant projects, for \$1.3 million total. Among those was a grant for Penitencia creek, which gets us almost all the way into Alum Rock park, a situation a lot of residents want us to make safer with the trail corridor. And at the end of the reporting period we still had about \$80 million of grants we hadn't heard back from. The bulk of that is those Prop 84 statewide grants which we're hoping on hearing any day now. We heard fall 2010 was when the State planned on us know if we received any of those grants, and we are really hopeful we hear back on getting some of those in the next few weeks or months. The new opportunities we're working on applying for right now, a habitat conservation fund, we're applying for a grant for the Thompson Creek Trail construction, Tasman undercrossing up in North San José, under the recreational trailing program, and we're also looking at a number of other granting opportunities. Rajesh Adoni, who is in the audience today, who is our senior analyst working on this program, keeps a matrix where he is always continuously tracking and looking at grant opportunities and really collaborating with our Department of Transportation as well, because a lot of our trail grants are transportation related, and so we maintain on the same page with them. Another grant that we are moving afford on applying for is environmental enhancement and mitigation program. At the statewide grant we received money for Highway 237 bikeway repaving last year, and this year, we're going for a grant for the Coyote Creek Trail so that we can get a portion of it constructed in North San José. The next part of this report focuses on the status of our park bond program. Our final trail project is under construction, Guadalupe reach trail, river trail reach 6, that goes from the children's discovery museum south to Willow Street, Woz way South to Willow Street, and that is under construction right now and should be done by the end of this calendar year or in January. Seven Trees Community Center is pretty much complete, and right now we're planning for the community center portion of that project within the next

month or two. Bascom Community Center is nearing completion as well, and then the sports parks projects.

Within the next couple of weeks we plan on issuing an RFP for the operations of the soccer complex at Coleman Road at the old FMC property, and we will be coming to the whole city council later this year with the results of that RFP and a recommendation to officially select that as the site and to move forward with an operator, and we are planning on starting to design and build that soccer complex early next year. We are still working on alternatives for a softball complex, and we'll have a proposal back to the -- we'll have a proposal for a soccer complex towards the end of this calendar year. And the happy hollow park, bridge and zoo are under construction right now. The Happy Hollow Zoo is obviously open to success earlier this year and we'll be coming next month to your committee with a full report on that. The parking lot is pretty much completed, and the bridge is well under construction. It will be completed in December or January. And with that, I'd be happy to take any questions you may have.

>> Councilmember Campos: Thank you for that report. I actually, over Labor Day weekend, had the opportunity to go to Happy Hollow for the third time, and I finally have seen the whole zoo. It took me three times because I have a two year old, so you don't move as you want to. You can stay in one particular place for about an hour before you move to the next part of the park. But it's fabulous, it's wonderful, and I look forward to -- and I think a lot of other people look to the park lot finally opening up so that they can have access in a more direct way to the entrance. Are there any questions or comments?

>> Councilmember Chirco: Just a comment. Your really proactive and seeking out to apply for grants is -- I just think it's -- it's always curriculum, but it is doubly critical in these very challenging economic times. So to the gentleman who you said he was in the audience that does this, I'd like to extend a thank you and keep up the great work. These are.

>> Thank you.

>> Councilmember Campos: And I think these are success stories, especially in times when we are not able to put a lot of money towards capital projects in the City of San José. So to be able to share that we accomplished

as many projects as we have, I think is wonderful. And if there is a way of sharing with the general public that we have made some progress in the quality of their life, through these projects, that would be great. And you probably have it on the Web and probably just reiterating it to anyone that is watching us as we talk about these projects. But congratulations, and with that, can we get a motion to accept the report?

>> Councilmember Chirco: Move to accept the report.

>> Councilmember Oliverio: Second.

>> Councilmember Campos: All those in favor, that passes unanimously. And we have Betsy who is already walking up to give us a report on what's happened in Sacramento.

>> Betsy Shotwell: Or what's not happening. Thank you, Madam Chair. Betsy Shotwell, Director of Intergovernmental Relations. You have before you the annual end of summer memo that I bring to the committee on legislation that's pending. Many of the bills that I referenced when I was here in the spring and because the memo was written before the end of session last Tuesday, if I could just briefly give you the latest on some of these bills, just on the memo, not in the matrix. So on page 2, AB 512, by Assembly Member Jim Beall, the California Fostering Connections to Success Act, that has passed and gone to the governor. The governor has 30 days to either sign or veto the legislation or not deal with it, and then it becomes law. At the bottom of the page, SB 250 regarding dogs and cats and requiring dog owners not to allow their dogs to be -- you know -- not sterilized, and then roaming cats, that did not pass. That failed passage, actually the last day of session, 28 to 40. This is a very controversial issue with this bill been introduced many times and the exemption list as you can see just continues to grow. But there is still animal owners out there of certain categories that are against this measure. So I don't know if we'll see it again but I would imagine we probably will see it reintroduced. On page 3, SB 516, from Senator de Salinier, from across the bay, the California Youth Legislature which this bill would create, that bill did pass and has gone on to the governor. And SB 675 by Senator Steinberg, the Energy Job Training Clean Technology and Renewable Energy Job Training Career Technical Education and Dropout Prevention Act of 2010, well, that has been lingering for some time. That did just pass the Senate and on its way

to the governor. This will create an \$8 million annual pot of money that the California Energy Commission will be authorized to grant local school districts. So it will be interesting to see how this plays out, rolls out. This money comes from a surcharge that's imposed on the consumption of electricity. Because I was wondering where did they find \$8 million? But that's good news, and then SB 798, again Senator de Salinier's bill on before and after programs, the 21st century community learning center programs, that passed the senate as well as the assembly, and that's on to the governor. And this is a -- creates a priority for distribution of funds, but it also allows for the summer programs piece, to allow them to receive more money than originally in the criteria. A lot of these funding bills were set up in days long before. And as demographics have changed and funding has dropped and particularly in the summer programs this is an opportunity for more funding there for the use of the federal money. I have been asked with regards to the state budget because it hasn't been passed or signed, we're seven days out, where are we with particularly the after school programs. And while it is in the proposed budget, Roxann, our state lobbyist, Roxann Miller, indicated \$550 million for the next fiscal year. It hasn't moved forward as you know, and there is some discussion that there maybe be a trailer bill, there is nothing in writing, that would put a new measure on the 2012 ballot which would not have as the criteria as much for after school programs, but would allow school districts more flexibility. This has been attempted twice before, and the governor because as you may recall, was a major endorser and supporter of the prop 49 measure that created the after-school programs, has vetoed that. I don't know if that will go anywhere, but this is the nature and the stage of where we are with the state budget. Groups coming forward, legislation discussed but not in writing. It remains to be scene how that will play out. But for now, obviously we, as many bodies, are concerned that the state budge being held up, those funds aren't going to be realized at the end of the month, when they would have normally been paid, paid out by the state controller's office. So those kinds of issues are on hold. But I'd be happy to answer any questions or any comments on the issues here. Unfortunately as you noticed, I'm sure from you passed this memo, it's shrunk somewhat because of the situation we have in Sacramento but I'm optimistic on some of these issues that actually did get passed and will get to the governor and move forward.

>> Councilmember Campos: Any questions? Vice Mayor?

>> Councilmember Chirco: Thank you Betts.

>> Councilmember Campos: The only question I have is, is there any news or whisper of when the budget may get adopted?

>>> No acknowledge the latest I've heard is the difference of opinion is about \$4 billion. So if you look at the \$19 billion plus estimated deficit, they're down to those issues that are in the \$4 billion range. But of course, it gets to how are you going to make those -- make that come to be. Cuts, or increases? And there are differences of course on both sides of the aisle with how to gain the \$4 billion remaining, if that's indeed the number. But I've been reading that over the last few weeks.

>> Councilmember Campos: Okay, thank you. If there are no questions we'll just accept your report.

>> Councilmember Chirco: Move to accept the report.

>> Betsy Shotwell: Thank you.

>> Councilmember Campos: All those in favor, that passes unanimously. Thank you Betsy. At this point we have our last item. Which is an update on neighborhoods commission and this is an action item that we need to vote on to send it to the full council for action on September at one time. So Norberto, do you want to say anything on at a?

>> Norberto Duenas: I just want to tee it up. Madam Chair, members of the committee, thank you for the opportunity to bring this report to you. Just want to put it in context. This is the first year of the two year pilot program for the neighborhoods commission. And I want to thank staff, Ernest Guzman and his staff for working very hard and effectively, to ensure that the mayor and the council's direction on the neighborhoods commission was adhered to. That said, I think it's also very important to thank the chair, Beth Shoffron Makai for her good work and all the commissioners who have served this first year. Special thanks also to Mauricio Estacio for his time and effort on that commission. I think it's important to highlight that the commission has played an important

and new role in a number of areas, one of them being the budget process by them supporting and participating in the program prioritization effort that we have this year. The commissioners really took the time to understand it. They contributed to the review teams, and they spoke highly of its value for creating more informed residents as they go through the budget process. And not only that the commissioners offered some very constructive feedback for improving any such effort in the future. In the past year they've played a very important role in the success of the neighborhood leaders and the association, budget priority study session and we know they'll play an important role again this coming year and we appreciate their hard work. It helps staff a lot because commissioners themselves facilitated small group discussions and that certainly made the effort less staff dependent and more grass roots. So from staff's point of view we really thank you for that effort. You have the annual report before you and you also have their work plan for the upcoming year and I'll turn it over to Ernest Guzman.

>> Madam Chair, councilmembers, the report that you have in front of you, you have listened to us in these presentations talking about millions of dollars that certainly will add value to the city budget and to the efforts that this city does for its residents. What you have in front of you now in terms of the report is really a definition of social capital. Which means that these are the residents themselves, adding value. If you were to add a monetary value to the amount of time that the commissioners have spent, either this commission or other commissioners in the doing the good work that they do, you would be able to augment the city budget by millions of dollars. And there's no question that this commission has taken on its task in the first 12 months of its existence in a way that really demonstrates the faith that you've put in in establishing a pilot. The mission statement and their understanding this was actually something that, where in one format or another, are using -- we're currently in the middle of two efforts citywide, either an election caucus which we have four council districts that will be filling vacancies or what we call a report-out caucus. Under the enabling ordinance that's set up, the commission -- the commissioners are required to go back to their communities and report-out to the community members, what they've been doing for the last 12 months. And I think that adds value, most commissions don't do that. And so it allows them to face to face once again with the folks that helped select them for your consideration to be appointed. The second thing they're doing also is listening to the residents and getting a sense of what some ideas that may be involved in the creation of a new work plan. Not so much for this year but for the following

year. I know that in the two neighborhood reports out that have occurred so far and I'll be giving a full report in October on majorities of them, four of them which will be occurring this weekend. The first one in District 3 talked about the citizens the residents that attended really their issues were about public safety. And what was going on, and the recruitment of a new police chief, another issue that the commission has taken on, along the issue of rotation of the officers in the various districts, that also came up in district 3. In the -- in a second one which was District 6 which occurred on August 31st, in the report-out by commissioner Aimes who helped put that one together along with the other commissioners some of the issues that came up there were really about the idea of how the commission fit into the development of policy for the city. And also, there was a discussion about all the other groups that are merging or have emerged and how they fit in among all the other community groups. For instance, there's an emergence of a new group that's occurring in the strong neighborhoods area called a CNAC, which is a group specifically centering around the redevelopment 19 NACs. There's United Neighborhoods Santa Clara County, and so part of the discussion was, with all these groups, are they doing things that are duplicating citizen resident efforts and how can we get them all together so that residents can effectively utilize them to approach you and as elected officials and the mayor and council as a whole in developing and submitting policy recommendations. So we're picking up valuable information, and those are just two. We have eight more to go and we'll give a few report on what is emerging in terms of the priorities for the residents. Of course the budget is always a big discussion. So anyway, moving on into what is really the bulk of what the work has been. This presentation will be presented to the residents. It gives them a sense of what you're already familiar with because I've been briefing you at least every couple of months on what's been going on but these are the priorities that the commission took on with your approval for the last 12 no, sir, budget alignment communication outreach and civic engagement. And what they, the commissioners, have been doing and this is a representation of more detail from July of 2009 to June of 2010 has benefiting into these categories. The administrative, really, the first three months, the city attorney's office, the clerks office, other folks who are training the group to go ahead and understand what they were charged with. So they were creating their bylaws, electing officers, and that took up at least two or three months to get through that, and that was a requirement under the law. And then finally, when they're getting ready to go they needed to also create a work plan. Which was submitted to you in October of last year. This was originally supposed to bring this to you now. Front loaded training. But they have a structure in place. As Norberto talked about, they became key players in the budget. They've held 14 meetings over the

course of the last year, and the reason I say 14 is, they held 12 meetings, but then they had two separate meetings, one on the budget to be trained about what the prioritization exercise was going to be that they contributed to in January. And the second one was in May where they had a second meeting to be able to fine tune the budget recommendations that been to you and the mayor for consideration in your process in June. So in terms of commitment and time, we're talking about an average of 26 commissioners citywide because we've had four vacancies for a while. There's been no doubt they've been spending an enormous amount of time not just meeting but delivering a product. This is an idea, just as a visual to show that as it says at the bottom, all neighborhoods commissioners participated equally for the above deliverables. And this really breaks down in a visual sense. For instance. 26 commissioners participated in an average of preliminary issue discussions on budgets, things along those lines. So that you can see that it isn't just a small core of commissioners that are work on these subjects, but also, it's really across the board. The hours are something else. This is a pie chart, really, talking about the summary of the hours spent on developing all the products that came out of the work plan. And it breaks it down by the committee members, the commission members involved in each part of that particular avenue that they chose to work on. So there is an executive committee, there is a budget subcommittee, there's a caucus committee, there's a communications and outreach committee. And seasonal of them met more than once, to be able to develop the product that would make sense because it is a citywide effort. And getting 26 people around a table to agree on anything, is sometimes a little difficult. But they've managed to go ahead and overcome initially being in a sense 26, 28 strangers. And then all of a sudden becoming more of a cohesive unit over the course of the last 12 months. This is a total amount of time that the commissioners have put together in doing the work plan. 988 hours. So it isn't just about the hours because we think that's important for you to see. But you've seen the products. The recommendations that have come forward to you. The presentations that this is becoming a stopping point for key city officials, neighborhood groups. We've had the police chief, the City Manager, each of the councilmembers, that's come to do introductory comments. We just had the Department of Transportation come last night to do a brief presentation on their repavement project. The commission acted last night as one of the focus groups for developing the criteria for the new selection for the selection of the new police chief. So in essence, this commission actually has a laundry list, and I was sharing it with the chair, of probably six to seven either departments or groups that want to come just for next month's schedule. And it's become a place where issues can be disseminated to a lot of neighborhoods in one location. And it's thoughtful discussion,

sometimes it gets a little bit contentious, because when you're talking about say community policing, there are differences of opinion on what that means. And so the healthy part of that is that at the end of it there is consensus in putting together a recommendation that makes sense for yourselves as well as for the city. And this is just simply a breakdown of the different individuals involved in the committees. As you -- if you take a quick scan, it is -- there are different names. They're not just simply one or two people driving this. It's a variety of different leaders from all the council districts that make up the commission. And the social capital that I was talk about earlier. So this is a bold new experiment, we're in 12 months and a little beyond it and we wanted to share with you the fact that the 12 months has been very well spent, and we look forward to your approval of the plan for the next 12 months. And I'll take questions and also, the chair and the vice chair are available for anything.

>> Councilmember Campos: I don't know if the chair or the vice chair want to add any comments to the presentation. If you do please do so at this time.

>> I'll start by again thanking the council for supporting the development of our commission and in its work. I have been delighted this past year in chairing this new commission and recently was requested by my peers to chair the commission again in the second year of our pilot. I see the greatest strength of the commission by the fact that the commissioners are all very involved in the districts and communities. We have leaders from neighborhood associations, various round table groups and the input they give to us is incredibly valuable because they are of the neighborhoods and can share with their peers and neighborhoods the concerns so we can see where we have areas of consensus and areas where we need to reach understanding and can move forward from there. So my assessment is that we've had a very successful first year. We had a lot of learning to do. We've had a great process in learning to work together, and dialogue on the issues. And although the commission is made up of individuals with very, very strong and defined opinions, we're very respectful, and have learned to work effectively together. And look forward to doing that in our second year and hopefully beyond with the approval of the council. I'd also like to ask Mauricio Estacio, who is our new vice chair, if he has any comments also to add at this time.

>> Thank you, no. I would like to again comment on the gratitude that we all feel for the enabling capacity that the council and staff has brought to this commission and been able to make this such a unique opportunity for community engagement and also to echo the sentiments for the second year, where I think the commission will really hit its stride in a very special part of the whole puzzle, which is how we will interact with the strong neighborhoods business plan and with other emerging groups and really fine-tune how each different body will work to strengthen that community engagement with the City of San José. So again thank you very much for your support and we look forward to continuing to do that work in years to come.

>> Councilmember Campos: Well first of all what I want to say is I'm glad that you're actually getting to chair for a second year because there's stability there on a new project and I think it's important. And to thank you both for your leadership in the City of San José. I think with challenging times right now, individuals' times, the time that you give to your community and to the city is extremely important and appreciated. A couple of questions that I had. We just passed the new business plan for the strong neighborhood initiative. And how does that interact with the commission that -- the neighborhood commission right now?

>> In two ways. One is, the neighborhood development center is now really the part of the citywide effort, the strong neighborhoods, that plan, as approved by you. It's going to undertake both support of the commission as well as a variety of different things that will involve enabling the residents to really become more actively, civically engaged. So the commission is going to be an integral part of that effort. Recognizing that there are advisory groups within the strong neighborhoods initiative area, really, the commission then becomes the recommender for all citywide efforts on policy recommendation because it crosses the bridges that the one-third of the city that's currently under redevelopment can't do. So that's going to be and it has been an active part of how the city supports both the commission as well as the new business plan. And Kip Harkness the director of strong neighborhoods maybe can add a little bit more to that but he's certainly going to be on the agenda within the next two months to go ahead and give an overview to the commission on what his philosophy is going to be in relation to that kind of engagement. So.

>> The only thing would I add is clearly the neighborhood commission is a natural gateway and leader for citywide mobilization. So we are going to be hoping to support their work even more strongly than we've been able to in the past and looking forward to spinning off collaborations with them. I think what's different if you will about strong neighborhoods version 2.0 is that we are very much looking to the neighborhood leadership and in some ways we'll be dining support role rather than leading out. But I think with the neighborhood commission and the work they have they have great leadership going so we just want to continue to support that.

>> Councilmember Campos: Thank you. And my last question, just looking at my notes here, I know that council district 5 is having some difficulties in filling all our vacancies and for me, it's so important that when we have communities that may have some challenges on getting residents to commit to a long term goal of sitting on a commission, when they may have other commitments within their family, how are we going to make sure that there is not a vacancy for a very lengthy time, I'm talking about all districts within a particular council district? And what I mean by that is, we have one it representative right now. How are we going to make sure we don't have one representative for the whole six months, year, and we're not seeking out others to participate so that you have a balance? I think one of the things that I heard is that you have 26 people come to the table and they all have different opinions and dint insights into their neighborhood. Well, I think that within a council district you may have three people that represent that and have different opinions and bring different insight to the neighborhoods of a council district.

>> Well, I'm answer it this way. In the four districts that we have vacancies in, D-10, we work with the council office and say we can either hold a special election right now or you can wait until the annual caucuses to go ahead and fill a vacancy because there weren't any alternates. They opted to wait till this Saturday when we actually have a candidate for that area. In D-2 there was one vacancy, and we worked with the council office to go ahead and say, do you want to fill it now, or do you want to fill it with when we have the caucuses. They said let's just wait. So actually, in that area, we have currently for Saturday's election we have three candidates. In D-7 which is having an election we actually don't have any vacancies but don't have any alternates. One of the things we occurred we found unique to your situation and a couple of other districts is when you don't have alternates in the original round what happens is, you don't have the ability to move up smoothly, we've actually had vacancies

occur, but we've had alternates in each of those districts. So when that's occurred, you never see it, because we ask, for instance, the latest one was District 4 where the previous vice chair had a full load at Santa Clara university and said you know I really can't do it anymore. And we -- luckily we had an alternate so we called. And these people waited a year and a half or so. And it's the unsung heroes of this effort and said listen you know are you still interested? She said you bet, you know, where do I sign up. So we swore her in. So you never see those things. That's what the goal to be able to -- for instance in your situation and we will be having a caucus in yours October 2nd and we're currently looking at the location so that we can maximize the amount of folks that would attend. Plus we're doing an active search. We did some out of press statement and we're looking to go ahead and see if we can get you at least the ideal would be five candidates. Because you can fill two slots and then have an ability to give alternates for you. Yours seems to be a unique situation insofar as I think you have a series of neighborhood groups that are probably more hit by the economy than other folks, their priority is probably not civic engagement that much right now. That doesn't mean they're not necessarily wanting to step up but it is something -- I had a lady call me yesterday and say for one of the vacancies in District 2, is it too late for me to apply? I said well actually it is, it is the day before. She says, well, what are the benefits that come with this position. I said I'm sorry, it's not a job, and it's a volunteer job. And she said, well, I'm really looking for work. And so it's that kind of thing, I think when people look at these types of opportunities, as we call them, as to whether or not it's something that adds value to their life right now in an economic sense. And unfortunately for most city vacancies there's no money. That's what I'm saying this is social capital. So we're learning through this experience and unfortunately councilmember, yours seems to be the exception that proves the rule. If we can figure out a way to make it successful for you and actually you had three commissioners at the beginning. One of the commissioners unfortunately due to economic reasons had to you know retire from the commission. So that's the answer is, we'll try to figure out a solution for you then.

>> Councilmember Campos: And then that draws me to the strong neighborhood initiative and how we're in the new business plan going to start reaching out for new membership and new leadership within our communities. So if there's a way to figure out how you link the two because I know that you -- at the council meeting gave an extensive presentation on how we're going to do that. Being able to link the two, so that maybe someone hasn't been on the strong neighborhood initiative governing board for a long period of time but they

have the energy and they're excited figuring out how we capture that energy and move it to a citywide governing board that they can actually, probably, fast-track their skills because they have if opportunities to be able to sit with individuals like yourself that have years of experience on community organizing from the grass root perspective. I guess the bottom line is, what resources in the city are we going to be allocating so that we can do that search. And sometimes it's just going out door to door and figuring out how we can -- or going to PTA meetings and seeing how -- who the leaders are, I have a few but they unfortunately are in the county, so they can't participate. But maybe going beyond our natural base, and looking for leadership in untraditional ways, for the city.

>> As you -- I think the word that you had used or one of the words that you had used during the council discussion was creating space for new leaders. And we are taking that very seriously as we implement the business plan, we think it's important. And one of the things I'm excited about in terms of the way the business plan folds the neighborhood development center into strong neighborhoods as a whole is we feel, and I'm hoping Ernest is feeling, that we have a lot more connection to the grass roots and able to support that. So we are going to be very intentional in both mining new leaders and promoting folks up, if you will, to have the interest and the capacity to contribute on a citywide level so we'll take that challenge to heart.

>> Councilmember Campos: Thank you. The reason I bring that up is I was very supportive of the neighborhood commission. For me this is the bigger picture, how do we get the brightest minds from a community perspective that can actually recommend things to the full council and serve as a governing body that can help move San José forward and being creative on policies that maybe we are not looking at or given the insight to policies that we are looking at and help strengthen them and make them better for the City of San José. So thank you for your commitment and your continued dedication to making sure that our neighborhoods are strong. Are there any further comments? Vice Mayor.

>> Councilmember Chirco: I don't know if it is any comfort or not but when they did start the neighborhood commission Councilmember Campos I was down two. And because it had been so long from the selection to the

initiation, that -- and we have few neighborhood associations. We're just -- we have no SNIs so we hadn't had any previous organizing and we did get five, and we did get the commissioner, and two or three alternates.

>> You ended up with two alternates.

>> Councilmember Chirco: Two alternates. And also I've heard repeatedly that our best recruiters are people who are on the commissions and maybe to look at the district 5 citizens that are on various commissions, and get that word out to them, you know. It's kind of the tell the friend campaign. Those are just -- I've heard that from other commissions that their best source of getting applicants are the commissioners themselves. Now this is really exciting to me. I know years ago when we first talked about and the NAC PAC was by state law had to retire, what was the next step. And I know kind of struggling to be what size, form, shape, and Beth, I just can't give your leadership and the individuals within your commission enough thank you. Any office was at the meeting last night, and she came back just frankly the information on the police recruiting, she was -- and she has been a - - this is Adrianna, she's been doing community outreach since she was a puppeteer at happy hollow. Just really in awe of the process that the commission engaged in, the balanced and thoughtful and, as you said, you come with different opinions but at the end you get consensus. So I'm looking forward to the report-out in my district and then bringing all of that back to the commission. So it's pretty exciting to see kind of a vision I had eight years ago which was really based on what was happening with the NAC-PAC and my work with Pact, P-a-c-t, that gives a city of a million citizens a more intimacy and community feeling. So thank you for all of your efforts and I wish you continued success.

>> Councilmember Campos: Any other questions or comments? Councilmember.

>> Councilmember Oliverio: Chair. I think as a council we passed this as a pilot and that's what it is. Because we are trying to figure out what the scope of the neighborhood commission is to do and clearly it said it wouldn't be doing things that we had other commissions for. The only person at the end of the day that is elected to represent the given district is the councilmembers that are elected by tens of thousands of people. And I think that's the most affirmative thing of a direct democracy. Although I think this neighborhood commission adds an incredible

amount of value about bringing everyone from across the city together. And I know people in my own district have said you know wow, there's other concerns and I'm like, thank you. Because it's not always about your district line. It's about all the issues citywide, and I view the neighborhood commission as much more rounding the city view than the SNI. That's a certain geography. It doesn't contain the entire city and we know that there are certain areas that are deserving of SNI but they don't have the SNI label. So I think representing every district is by far a better way and gives me by way of feedback, what it is they are going to do going forward I'm not sure. I think they can provide feedback on the budget but at the end of the day we are going to vote on that budget. So I think that's interesting. I do have -- caution you to say that the hours spent will end up giving millions of dollars to the city. That I think is a stretch. Doesn't work with me because I would want to get exactly something for that service. I can do outreach and get data and statistics. I don't think -- that's millions of dollars. As much as I appreciate the hours everyone's put in.

>> I think I'm just overly enthusiastic after 12 months so I'll say you're correct, that's the value, but I get excited about this.

>> Councilmember Oliverio: That's why you have a chance to go to committee first. So I think that's fine. I think we'll figure it out and have a larger discussion at council, but we're kind of making the steps in the right place. So I would make a motion to accept the report with putting this on the council agenda, whatever the correct wording is.

>> Councilmember Campos: We'll get a second, and then I think there's discussion on the motion.

>> Councilmember Chirco: I'll second it. I would just like to -- I absolutely hear what Councilmember Oliverio is saying but I also really see the neighborhood commission as additional eyes and ears for the council. In this time of really economic challenges, where we don't have the staff to do outreach, how do we get community input when we have no dollars for staff to go out? And I just really, I'm excited about the opportunity of people in our neighborhoods who have the relationships with their own neighbors, being able to disseminate information, bring information back, and also to grow the kind of leadership that a leading city of the 21st century needs. The

26 people or actually since three, there should be 30. And I saw this happen in the SNI and even when I was working with pact, you grow leaders. And so I would hope to see people in these kind of educational trainings commissions at some point down the road become our elected, whether it's Water District, school board or city, we want to grow our own talent, just as we do in our own school, we want to educate our own future workers. We want to educate our community leaders so they can step into those leadership roles. And I thank you and second that motion.

>> Councilmember Campos: One question. Do you all meet here at City Hall?

>> Yes, we actually meet in the second Wednesday from 6:30 to 9:00 in W-118 and 119.

>> Councilmember Campos: Just a suggestion. I don't know if you remember when Mayor Hammer was here. She would take council meetings out into the different communities. I think that would be something if we all -- if we can physically do that and afford it, it was absolutely awesome. She would go to a different, if each district had a council meeting in the neighborhoods They just saw it being easier to go to a meeting in their district for a council meeting versus having to come all the way to City Hall. So I think this is an opportunity for the commission to travel throughout different cities and give you all insight to what other neighborhoods look like as a commission. So just something to think about if you can do it. With that, all in favor, that passes, thank you.

>> Norberto Duenas: Madam Chair, members of the committee, just for the record, just to be clear we're accepting the 2009-2010 annual report and approving the neighborhoods commission pilot work plan for 2010-2011. Now, both of these items are going to go to the council for action. I am requesting a change of what is on the agenda we have here. Going to the council on September 21st, we have some scheduling issues that we want to work out. And I would like to change that direction so that it would read that it would be placed on one of the evening meetings in October.

>> Councilmember Campos: So if we can have the motion say that it will go to full council for action in one of the evening council meetings --

>> Norberto Duenas: In October.

>> Councilmember Campos: In October, okay. The 26th.

>> Norberto Duenas: Or if there's one on the 5th, but we'll work it through Rules. But that's annexation, so it may have to be a little bit later.

>> Councilmember Campos: All right, we'll do that, and thank you.

>> Thank you.

>> Councilmember Campos: At this time, open forum but I don't really see anyone from the public. So meeting adjourned. Thank you.