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>> Councilmember Campos: We do have a quorum. Call to order and can we get roll call. [Roll call]

>> Councilmember Campos: Okay, thank you. So at this time, I'm going to ask Mr. Dueñas if the number item B, review of work plan, if there's anything we need to review at this time?

>> Norberto Dueñas: Madam Chair, members of the committee, Items B 1, 2 and 3 are recommended to defer to December 10th. So we would need a motion to do that.

>> Councilmember Campos: Okay. We have a motion, is there a second? All in favor? That passes. And on the consent calendar, is there anyone that would like to remove item C-1? If not, can we get a motion to approve the consent, and I think on the reports to the committees will be presentations, correct?

>> Norberto Dueñas: That's correct, Madam Chair.

>> Councilmember Chirco: Move to approve the consent calendar.

>> Councilmember Campos: All those in favor, and that passes unanimously. So at this time, Norberto, I don't know if you want to introduce the people that will be handling the committee reports.

>> Norberto Dueñas: Sure, Jane Light will be doing the library annual use and trends report.

>> Councilmember Campos: Welcome, Jane.

>> Jane Light: Good afternoon. Thank you for this opportunity to present to you an annual report that covers last fiscal year, but also will kind of take a little look backward and a little look forward. And I have to figure out, just give me a second here to get the slide show going. So wanted to talk a little bit, last year was an all time peak year in number of items checked out, physical items checked out. For the first time hit over 15 million items that were checked out or renewed in a 12 month period. That followed several years of considerable stability, and the stability was partly driven by I think or hadn't gone up for several years partly because of all of the shuffling as we open and close branch libraries, as all of you are familiar with that happening in your own districts. That tends to have something of an impact on people's use, when their local library is closed, they use another one but not as often as they use the one that's closest to them. We are still of course doing the opening and closing but last year we saw a six or 7% increase and we believe a lot of that is attributable to the economy. Both people coming looking for inexpensive recreational materials but also quite markedly, people coming to look for job search information, career information, information on credit, and on living frugally, on all of the issues that people who are being impacted by the economy want to -- are facing and want some help with. As you see here, we show what the total 1994 as a base year, that was a year before, the library benefit assessment district, which then became the parcel tax, was passed, and it was a year when we had at that point under a million dollars to buy library materials for this whole city. And you can see that with the addition of the library parcel tax use of the library went up quite lot. Staffing has gone up to some degree but of the difference of the 288 and 372, 41 of those are paid for by the parcel tax. And approximately ten others are paid for from other special funds or from one-time grants. So in fact the library staff has gone up just a little over 10% since 1994, and as you can see, the use of the library has more than tripled in terms of checkouts alone. We're actually very proud of the fact that each year we set a goal to become and are a little more efficient in the delivery of service. This shows that in the last fiscal year, five of our libraries, including the King Library, checked out more than a million items, and another five others checked out over 800,000. That's a lot of use at a number of our libraries, and we have set ourselves or designed our libraries to accommodate that use as much as possible and make it easy for people to help themselves. Last year we had over 8 million visitors at our libraries including the king library. And once again we wanted to show you that if you total up the attendance at all of the local professional sports teams, it is considerably less than the people that have visited the San José libraries in the last year. And last year, a couple of our notable achievements including the opening of the pearl Avenue branch in the vice chair's district last month, and very shortly after the Willow Glen branch libraries. Very well received and looking good after a year of hard use. The bond program in this present fiscal year we already opened the East San José Carnegie library in August. The Santa Teresa library we now expect to open in February. And Seven Trees and Bascom will open next fiscal year with educational park and Calabazas about a year later. And the Southeast library in the Evergreen area we think now will open in 2013. At the King Library almost 2 million items were checked out or

renewed and 2.7 million visitors were at the library. A year ago in August we celebrated the fifth anniversary of the city and the university collaboration. We continue to have a number of visitors including international visitors who come to see what we have done together. We're taking advantage of being on the campus, and of the two library staffs working together to provide a wide variety of cultural, literary and current events programs using the faculty and the many visitors who come to campus who have a lot to share with the community. The California room the university special collections unit have worked together to begin to digitize some of the archival documents that really are one of a kind, so we can digitize so the whole world will be able to see San José's one of a kind resources and so they won't be ruined by somebody handling them. We are working with San José State as far as San José university library to carry out a grant program to educate over 20 librarians from very diverse backgrounds or library school students. They will finish, most of them finish their degree in June or the next December, and they're able to receive a stipend to go to graduate school. There are very few stipends for graduate library school programs so we are very pleased to get a large grant from the institute of museum and library services. And then we have been working on a lighting upgrade that will be completed soon, that we anticipate will reduce electrical consumption in that large building quite a lot. There are a number of less electrically consumptive new lighting fixtures we can use in our stack areas that were not available eight years ago when we designed the library. I want to talk a little bit about our early care and life long literacy units, which is a somewhat unique aspect of the San José public library, since we carry the function of early care for the whole city. Since the smart start centers started opening in 1999, ten years ago, nearly 5800 new child care spaces have been created or upgraded and there are 52 smart start centers now. We've been hosting for five years in putting together a smart start conference usually co-sponsored with the county office of education. And we had our 21st annual children's fair this year which is an opportunity in the spring for resource providers to come in a kinds of fair atmosphere and present their services to many, many parents and children. Our books for little hands program which is part of the early care unit provides to over 500 childcare centers in more than 17,500 parents and children resources for both books, but also, for kits for -- that relate to the curriculum of child -- of either care or a preschool. And that's a very unique service, most of those children really do not have an opportunity to visit library during story time. This is the way that we can reach those children and their parents and providers. And that program is funded by the Healthy Neighborhood Venture Fund and the library parcel tax. And this year, over a thousand parents and children came to 30 literature programs we sponsored for books for little hands. And as a whole system we had more than 3500 story times and about 125,000 children and their parents came to learn -- get ready for school by participating in our story times which feature a number of activities including after what we call plans day after story time. And our family learning centers offer English as a second language, citizenship, Internet classes and tutoring at several of our branches. We continue our emphasis of services that are innovative. We're still at the 95% plus self service checkouts and we have WiFi available at all branches. Flicker account, RSS feeds, Facebook, twitter and this real cool new widget that I can't seem to get to work on my computer, that allows you to be searching Amazon, find a book you are interested, click the widget, and it goes straight to our catalog and tells you whether or not we have the book, and you can place the hold. So instead of buying it from Amazon, you can go to right to our catalog and get that book. 98% of our library card registrations are now done online, which is not only more efficient for our staff than typing in the form, but it's much more accurate. Because when people filled out the form it was often very difficult to read their writing. 35% of fines payments last year, almost half million dollars, was paid on line. Half million dollars, fewer quarters to count, adds up to a lot of staff time that is saved. We have a little feature called my reading history where you can at your own volition keep a record of what you've read so that, unlike me, you won't check out the book that you've read last year. It can alert you to the new authors that you're interested in and other things that you want to know about from our catalog. And we're looking at continuing to streamline our processing of return materials. If we have 15 million items checked out we've got something like that coming back in. And that's a lot of workload so the more we can figure out to streamline handling of those materials when they come back, the quicker we'll get them on the shelves and the less time our staff will spend on it. So we have been -- got a grant a incumbent of years ago, learned about the lean principles which is a way manufacturers use to streamline their activities. And have been slowly implementing those at each of our libraries. One of my goals when I came here some years ago was to put San José libraries on the library world's map which they weren't so much then. And so we've been influencing other libraries by having tours and consulting here in San José. People pay us to come and see what we're doing. We take them on a tours, or we'll give them workshops on specific items that we have -- I've identified such as how to convert to self-check or how to merchandise your collection, more like a bookstore. We do consulting and speaking at urban library clients. Again they pay our staff to go and speak at their all-staff day or their local conference. And we've been covered extensively in national library press. Six of our former staff have left to become directors. And I wish -- I regret it not at all, I'm proud of that. And then several of our staff have served in

leadership roles in some of the professional associations. And so we've become nationally known for our innovation. This shows you some of our clients and visitors to what we call libraries the San José way. As you know, the library parcel tax is a very important part of the library funding and we call this slide special funding because it shows the library's assessment district which was really a parcel tax but technically was called something a little different so we're trying to make -- not misuse the term parcel tax. But since 1995, when the assessment district first came in, you can see that the number of new items that we were able to purchase has gone up considerably. There were a couple of anomalous years '00-'01. The mayor's budget gave us a million dollars to improve the King library collection prior to the opening of the new library, and so that number is fairly high. And then this last year was higher than usual, because we purchased brand-new collections for both the Willow Glen and Pearl Avenue libraries using a reserve we had set aside from construction and conveyance dollars. But you can see we've got from 130,000 an items year to between 230 and 330,000 fresh new items on the shelves each year. And of course as I said before 41 of our staff are paid for from that source and that's now about 14% of our total staff. And then to show you kind of how we compare to other large libraries in the area or in California, we have kind of a similar story that we've had other years, that our operating income per resident is second lowest among this group of the largest libraries with only San Diego being the less and San Diego doesn't have the a parcel tax. If we didn't have our parcel tax we would be about the same as San Diego. Oakland has -- while we had under 44 per capita, Oakland had 54. Santa Clara County library, which is the spaller cities that surround us, Milpitas, Campbell, Cupertino, is about 76 per capita. San Francisco nearly 100 per capita. They all tend to have more items on their shelves per resident than we have. But only the county library has a higher circulation per capita. I philosophically believe that checkouts per capita is more important than number of books sitting unused on your shelves might be but there are two sides to that argument. An then as you can see the population that is served per resident, you can see that we serve -- each of our staff essentially serves 2700 residents. And San Francisco is less than half of that. So my feeling about this is although I would be thrilled to have the average of those libraries, I think that I'm very proud of my staff. I hope you are, to see what high quality library service we do give, given the -- that our resources are considerably less than the others near us. On a typical day at our libraries, plural, 25,000 people visit our buildings. 45,000 items are checked out or renewed. 18,500 people visit our Website. 7500 people use our computers, and we have 35 programs at our 20 locations, attended by 1100 people. In conclusion, we've never been busier, but still 84% of our users rate library services as excellent or good. Our budget is lower than other Bay Area jurisdictions. We really rely on our library parcel tax to make that margin of difference for materials, technology and staff, and our bond programs continues to be on target to complete all 20 projects. And I'd be happy to answer any questions about the presentation or the report.

>> Councilmember Campos: Thank you, Jane. Just probably a general question as we move forward next year, how do you see our current economic situation affecting our libraries and the service that we're providing right now for our residents?

>> Jane Light: Well, like all of my fellow department heads, I am concerned. This is somewhat a look backwards. The present year, we are still seeing an increase in our use based on last year, which was busier. But in this year, when the final business decisions were made, there was a restoration for only one year of eight hours a week of branch library service and 18.9 I believe is the number of full time equivalent employees. Those folks are really only in our budget for this present year. They're no longer in our base budget. So as we start planning for whatever cuts might happen planned, the thought next year we are down a four and a half day week at our branch libraries, as opposed to the five and a half days we're presently opened.

>> Councilmember Campos: So we're losing a full day?

>> Jane Light: We'd be losing an entire day of service and could not be open both every school day and a weekend day, which we have been working very hard to hold onto those two things. And on Mondays presently we do not open until 2:00, we're open from 2:00 to 7:00 and pick up the after school, and that's a cut we made several years ago.

>> Councilmember Campos: Thank you. Are there any other questions? Vice Mayor.

>> Councilmember Chirco: On the library parcel tax and the funding of 41 positions out of that, and then also that being a real resource for buying new materials, do you see that being able to continue?

>> Jane Light: Thank you for asking that question, Vice Mayor. The library parcel tax, you will be getting our annual -- the library commission was appointed by the city council to be the oversight committee for the parcel tax and also for the bond measure. So -- in January or February you'll be getting a report from the commission, from the oversight committee. But it is set to expire in 2014. I -- and would have to go back to the voters to receive a two-thirds yes vote and my recommendation to the council will be to plan for 2012 as the right time to go back. Because if it were to fail some it gives you a second chance. And also, it may be a better election time in terms of picking a very large turnout election and so forth as a time to go. So the ten years will be up sooner than I ever dreamed when we did this in 2004. But in a two-thirds threshold is as you know a very difficult one. When we went for the parcel tax in 2004 we got exactly 67% votes. I believe we had about 600 votes to spare. So it's a difficult mountain to climb. But I think we've done it successfully now and with support of the council and the community I think we can do it again.

>> Councilmember Chirco: I'd like to agree with you. Right now it's hard to be optimistic about anything but I know that's such a source for new materials and with 41 staff coming out of it, in these budgetary times I'm sure that will continue to be 41 this year next year next year next year. And what does that do for what is left to purchase resource materials?

>> Jane Light: That's also an excellent question. What we had done was projected -- the parcel tax was approved at \$25 per parcel for a normal single family home. And it can go up by no more than 3% a year, but whatever the Bay Area CPI is, or 3%. So actually, since inflation has been low it has not been going up the full 3%, and it's at \$26.33 I think my tax bill said this year. And what -- so we projected out all ten years some assumptions and it did show that the 41 people will always -- would go up probably more than 3% a year by the time you look at the health costs and other costs. And so that showed that each year we might be squeezing the technology and materials purchases, and so we're trying to manage that. However, because this year, the MEF and other unions took a true zero, that actually affected, in a sense, the 41 employees and did relieve the pressure on the parcel tax somewhat, because this year their cost did not go up.

>> Councilmember Chirco: Well, another thank you to our employees. Thank you Jane.

>> Jane Light: Thank you.

>> Councilmember Campos: Councilmember Oliverio.

>> Councilmember Oliverio: Thank you, chair. Jane, thank you. I had a chance to see this at the library commission. I appreciate this briefer presentation. It's clear that the library serves an enormous number of people for the metrics and it can only be done with General Fund financing, and clearly I think this is a priority. But also Jane you have probably been one of the most successful at using the technology to make your current existing employees majorly efficient, with 95% checkout. Because if you were not able to achieve that there's no way we could keep the hours we do have. So kudos to you.

>> Jane Light: Thank you. I also wanted to point out because we have the parcel tax and because we have a share of the C&C tax which is only to use for capital compensates which would include some of the technology and the library materials, that gave us a base in which we could invest in those checkout machines of which we now have about 60. Whereas if we'd been wholly dependent on the General Fund it would have been quite difficult perhaps to get General Funding for that. So it does help to have some dedicated resources. The tools to become more productive are part of the equation of becoming more productive. It's not because you wake up one day and say we are going to be more productive.

>> Councilmember Campos: Thank you, Jane. If there are no other questions can we get a motion to accept the report?

>> Councilmember Chirco: Motion to accept the report.

>> Councilmember Oliverio: Second.

>> Councilmember Campos: All those in favor, I'm going to change a few things. The Vice Mayor has to leave in about a half an hour and there are a few items that I know that she chairs, or serves on, or is interested in, and I want to make sure we get her input. So I'm going to move item 3 up which is Healthy Neighborhood Venture Fund. And Jay will be reporting on that.

>> Thank you, good afternoon, Jay Castelanos, deputy director of Parks, Recreation and Neighborhood Services. I'm very happy to be here to present Dr. Peter Ellis and the Community Crime Prevention Associates here to present the HNVF annual report. It is our first annual report under results-based accountability which is the allocation and valuation model approved by the city council in October 2008. It's really our first opportunity to quantitatively -- begin to quantitatively present the value of the dollars that HNVF invests in our community through our agencies, our community based partner agencies and partners. Dr. Ellis has been a partner with the city for at least the last seven years or so with the San José B.E.S.T. program. The significance of that is that the similar technology that's used in San José B.E.S.T. is now being applied to HNVF. Dr. Ellis will be providing you with some quantitative information about the participants served, dollars spent, hours of service provided to participants, and then also some qualitative information about satisfaction, and progress towards the developmental assets. So with that I'd like to turn it over to Dr. Ellis.

>> Good afternoon. It's an honor to do this first report. It was a beta year. The reports are over there, I think the committee's gotten hold of them. The first slide I can show you that the report is organized over the nationally recognized logic model or theory of change evaluation system for evaluating these types of programs. So we measure the report, goes through the sections just like the logic model. I would recommend you take a look on page 12. A while back, someone asked if we could get everything in the report on one page. And this is everything in the report on one page. All the data that answers all the questions about the program. So we measure effort by look at input, staff, customers, who they are, strategies that were used, activities, and then the bottom line is the number of hours of service divided into the cost, the funding, which gives you the cost per hour service. So you can compare similar programs, what it cost per hour service to provide that. And that's a measure of efficiency. And then the measure of the effect of the program, we use -- or effectiveness, we use customer satisfaction as one measure, we use four service productivity goals which is a way to measure initial outcomes because of the services. And you'll see those and we'll go over those and we did them for asset development, for youth and children, and we did it senior resiliency assets for seniors. And then we did across all programs, we did healthy behaviors, some of the healthy stuff that was in the Healthy Neighborhood Venture Fund strategic plan, and then each agency gets to pick or each grandee gets to pick for their particular program specific targeted changes that they're funded to do. And then the final thing we look at is results. Look at population results to see how we're doing as a city, to see the trends, to see what areas we might want to refocus some resources or our activities in the future. So you can see that 73 grants were funded, \$6 million in HNVF dollars were matched by \$26.5 million of matching funds for a total of \$32.5 million. And that translates in for every dollar that we spent of HNVF funds we generated \$4.38. So it's clearly a good partnership, with other folks in our community working together. We served 35,561 unduplicated customers with 3.4 million hours of direct service. And grantees from all, each program comes up with a service plan and they reach 96% of the goals they had. They spent 96% of the funds they were given both matching the others and they did 129% of the plan. So they didn't spend all their money but they didn't need all their money to deliver 129% of what they said they were going to do in their contracts. The cost per hour was \$1.17 for HNVF funds and \$5.51 an hour for total funds, which is a very efficient number. That's the matching and the other funds. Customer satisfaction was high. 81% of the customers had high satisfaction. 81% said they -- was the rate that overall customer satisfaction rate which is our goal, our performance goal is 70% so this is a very high customer satisfaction rate. Parents, family and friends of seniors, gave it an 89% satisfaction rate. So it was a good satisfaction rate. And then if you look at the chart on the bottom down there, you can see that HNVF programs showed promise of effectiveness collectively over all the targeted changes, you'll see that the goal for service productivity is 60%. The reason that is, is that you get 0% if you stayed the same, the targeted change didn't happen. You get minus 100% if you get worse, if whatever change they were going to make, you get worse because of the program, and you get 100% if you did. So 60% is the goal there, and you can see we made that goal in -- both for the child and youth assets, for the senior resiliency changes, for the healthy behavioral changes, and for the agency-specific changes. The first column there is from the customers. So the customers would be seniors, in the seniors it would be youth and children, in the children. The next column is families friends of seniors and parents of children and youth, and you can see that the parents saw more change than some of the -- at least for the youth than the youth did. And you can also see the staff saw more change except for in the senior programs, they saw a little less change than the seniors indicated

and their about families and friends did. But anyway those are really good signs of showing promise of both being efficient and effective. One of the key things in total quality improvement philosophy is that it doesn't do any good just to have an efficient program. I can build a chair here that only costs only a dollar, but it wouldn't hold up very long holding up my 200-plus pounds. So you want efficiency and effectiveness. Like, I don't know how many people in this room drive a Yugo, but Yugo tried to sell Yugos in this country, and they only lasted six months, and nobody wants to buy a Yugo. So that's the concept. So the performance this year, 93% of the grantees met or exceeded their contracted service plan, 95% of the grantees met or exceeded the goal for customer satisfaction.

The beta test of the evaluation system has demonstrated that programs are producing positive change for customers served, and one indication of that is we surveyed twice this year with 32,000 surveys. The service productivity goals and we showed a 13% increase from the fall of 2008 to the spring of 2009. And that's a very promising indication of continuous quality improvement. So when you look at population results, I think one of the interesting correlations that, again, I think your grandmother could tell you but it's proven out by the health data for San José and Santa Clara County, is there's a correlation between education level, economic level, and better health. And there's some data in the report in the back that shows you those correlations. We took a look at summarizing some of the indicators that we looked at, they're going in a desirable direction, that means it's where we want the curve to be going. The curve is going up in a desirable direction unless it's something that we want the curve to go down on which is like dropouts are going up. That's not good, that's undesirable, kids dropping out of school. But going in a desirable direction, you have the academic performance index scores continue to improve in our schools. Students achieving the fitness standards, the test went up. The number of graduates of high school seniors qualifying for CUC and CSU has gone up in a desirable direction. We used some of the CDC data that ranks metropolitan areas and San José compared to the rest of the country was the highest ranking California metro area for physical activity in adults. And also in California, San José had the lowest rate of smokers in the -- for metropolitan areas in California. In fact, San José was the third in the whole nation for metropolitan areas. The only two cities that beat out San José are in Utah. And trends that are going in an undesirable direction is, we still have over half the adults in our county are either overweight or obese. Something we just have to keep working on. I'm one of those. Four-year high school dropout rate is going in the undesirable direction. And our graduation rate is going in undesirable direction. So for healthy neighborhoods and healthy community those are some things that we can continue to work on. Lessons learned. The grantees were willing and the beta test showed that they're producing and showing some public value using the results based accountability model evaluation system. HNVF grantees are producing positive changed in customers served and as I mentioned it's gone up 13%. And we also learned that the data we're gathering has sufficient quality to indicate how effective services are for customers participating in HNVF programs. So you'll see in here that we did for every single question they wrote we did reliability and validity scoring on those questions. And a few groups that had lower liability and we are working with them to approve their reliability and validity of the questions, but the overall reliability and validity of the questions that we all did in common were strong, and so we're off to a pretty good beginning and look forward to this year not being a beta test year, and you'll actually be able to use some of this data to evaluate and judge performance of some of your partners in the community.

>> Councilmember Campos: Do you have anything else to add, Jay?

>> No, that's the end of the report, we can take some questions.

>> Councilmember Campos: Thank you, I think the Vice Mayor has some questions. I'm going to turn it over to her first. Thank you.

>> Councilmember Chirco: I don't know that I have any questions. I'm just really pleased with the evaluation. City priorities and directing our funding there, I was looking at undesirable outcomes, I know there are strategies that are being put in place to address some of those. So I -- and I think our CBO partners have just really been supportive. And helped us move this process to where it is. I know I was at a -- it was a chamber event today talking about health. And I was talking to a woman who works at Packard Children's Hospital and she works in the children's overweight and obesity program. So there's a lot of focus, so being able to focus our dollars and evaluate the value of the focusing I think has really been critical. And the things that really stood out to me that I think has always been a key component of the HNVF is, the matching dollars that for every one of our dollars is over \$4 that comes to service San José citizens and the cost per service hour. It's amazingly low. And I think that's such a key evaluation element. And the citizen satisfaction. So let's -- this is our first year, it's -- we were in a two-year kind of ramp up. And I'm very pleased to see how it is unfolded. It wasn't without angst and

blood, sweat and tears. But I'm just really proud of all the participants, and I think this will make a more dramatic difference for our citizens, in very short dollar times. Thank you, Nora.

>> Councilmember Campos: Thank you. Councilmember Oliverio do you have anything to add? So first of all I think the Vice Mayor covered everything. I want to thank you. I think this is important for us to see. Especially when you capture everything in the last slight, it really tells where our money is being used, and it's a little shocking to see the trends that we're headed towards. And I don't know if it's appropriate to be asking you any more about, with as little as you have, to be asking you, you know, what would be some of the solutions that we would work towards as we think about, when we're starting our new cycle, do we address the trends that you foresee happening with funding? Do -- I mean and how do we go about that? So just something to think about. I don't know -- I mean we've asked so much of you and we have such limited funds, we finally have I think perfected a little bit of the process on distributing money. And I think this report shows that. So I just have one question, I think there is always concern about the process. And I know myself and my colleagues received a letter from MACSA. I think it would be appropriate for you in a public setting to address their concerns and the process of what we took in selecting who was going to be receiving funding. Did you get that letter?

>> No, I hadn't received a letter from MACSA.

>> Councilmember Campos: You just got it?

>> I did not get it.

>> Councilmember Campos: Then what I'll do is forward it to your office and then if you could report back at the next meeting or do an info memo in the meantime so we can address their concerns.

>> Sure, we appreciate that.

>> Councilmember Campos: So I'll make sure that you get it and we'll distribute it to everyone. Thank you. With that can we get a --

>> Councilmember Chirco: I'd like to move to accept the report.

>> Councilmember Oliverio: Second.

>> Councilmember Campos: All those in favor, aye. That passes unanimously. Before we go to number 2 I'm going to go down to the neighborhood commission status report. Thank you. And then we'll go back to item 2 which is legislative guideline principles. Guiding principles.

>> Madam Chair, councilmembers, Ernest Guzman, neighborhood development center, City Manager's office. I am here, before I go any further I'd like to introduce Beth Shaffer Makai who is the care of the neighborhoods commission and was able to take some time away from work today to come and actually be part of this presentation in relation to any questions you may have to ask after I've done the staff report. We are now at the next critical element of the pilot phase for the neighborhoods commission, which is the presentation of the development of a preliminary draft work plan for your consideration and input. One of the triggers that has had to occur is that in the enabling ordinance it was required that the commission work plan come to you for consideration. And then eventually for passage. And then -- even though there is no action today because we are going to be moving it forward to the mayor and council as part of their process for input, we would like to present it to you for your input before we present it to the mayor and council for their input then. This is just a reminder of what -- this is the wording of the actual ordinance and what is in effect the mission of the commission. Although you may have seen this before, I do want to put it in reference to the rest of the work plan, because it's very specific in terms of what the parameters of the mission is of the neighborhoods commission. The process of developing the work plan occurred in the -- initially in the September meeting of the commission, it was finalized in terms of the draft recommendation you're seeing today at the October meeting of the commission. There was a lot of brainstorming and discussion of what the work plan would look like, bearing in mind that part of the directive was that any of the work the commission takes on will not impose on any of the other existing city commissions. So bearing that in mind, a lot of what was developed was really some objectives that were central

to involving neighborhoods, and their residents throughout the city, in such a way that there is an increased amount of participation by citizens, residents in the city. So the first priority goal is civic engagement. And the outcome is to increase the ability of San José residents to better understand and participate in City of San José government. There was a lot more discussion in terms of things that could possibly be addressed under this particular priority goal area, as well as the next two. But most of them were centered around these three general areas. First of all, create a collaborative of city neighborhood model that will provide resources and empower neighborhoods to get things done themselves in an era of continuing government shortfalls. One of the things the commission is sensitive to is part of the things they would like to do is how do they pitch in and help themselves? Realizing the city does not currently have the resources, they may not have resources in the short term to be able to assist them with some of the things they need to get done in their neighborhoods. Secondly, increase the visibility of the neighborhood commission within the city to help the commission be effective in its mission. The reason this is critical in the first year of the implementation of the commission is it's a new commission. Even though they may be known to their own neighborhood groups, part of their challenge is to get known citywide so they can be more effective. So one of the things they'll be undertaking is some ideas on how to increase the visibility so that they in turn can bring in new players into the process. And finally review and recommend improvements to the City's community engagement policy. There was a presentation to the commission by Tom Manheim at the October meeting. Back in February of this year there was a civic engagement policy which is building upon public policy 630 which deals with notification on projects within the city. In that case, capital projects, in this particular case it's more along the lines of larger city issues. Part of what they're looking at and were challenged by the City Manager's office to undertake was really to look at what triggers this process. Because even though the city has a community engagement policy, part of their struggle has been to get more citizen input into when exactly does that go into play. So the commission is going to be looking at that and considering putting together some recommendations to enhance the abilities of the city to go ahead and put into effect the community engagement policy as needed. The second area which everyone was very much excited about was communication and outreach. Energies the ability of neighborhood associations to better communicate with the City of San José and each other. Part of the discussion has been, from the beginning, that there has been a desire to talk to city officials, to talk to department heads, to talk to the mayor and council, in a more effective manner. But they took it a step further and said, it isn't just about us talking effectively to you folks, but rather, it's also about how do we talk to each other. Realizing that there are several hundred neighborhood groups throughout the city, it's better if we talk to each other about lessons learned and how we can assist each other in putting together recommendations to the mayor, the council, department heads, and as a result, they went ahead and looked at three objectives here. One is establish a feedback mechanism that will enhance communication and allow neighborhood voices to be heard by the city council. Right now, part of the concern is that even though folks may attend a particular meeting, there's no formal process that is consistent across the board. So that citizens can feel reassured that they're getting their message across and they're being heard. Rather it's the amount of folks that attend a particular focus meeting that get heard, they want to be sure that something standardized and to make a recommendation to you as to how to accomplish that. Communicate with neighborhoods through the annual caucus process. That's actually in the ordinance. They'll have the first test of this coming up in the summer where they're required by the ordinance to go back and basically give a report card of what they've been doing individually as commissioners as well as what they've been doing in effect to implement the work plan. This is going to be happening in the summer. Their challenge is to make this process occur. This will be the first time staff will be assisting them, but really it will be each of the three commissioners working with the council offices to make each of these meetings occur, and to make it effective so that the residents, the citizens get some kind of report as to what's been going on citywide with the neighborhoods commission. Finally provide effective communications training to all commissioners to give them the tools to best represent their neighborhoods and to improve communications flow with neighborhood groups. Like everybody else not everyone is created equally in their ability to communicate with folks. Some of the commissioners brought up it would be a good thing if they got additional training and the neighborhood development center along with other city faculties can provide that kind of training that would allow them to be better speakers, to be better communicators, to better use technology to get the word back out to each of the neighborhood groups in terms of what they're doing, how they can improve what they're doing and what's the best ways to communicate with the residents across the city. Finally, this will probably be of the most interest to you, which is the third priority, integration and alignment of neighborhood priorities with the city of San José budget priorities. In October of 2008 we pulled together a preliminary meeting of the commissioner before they were sworn in. What came out of that discussion because the deficit had been ongoing was the fact that they felt a discussion needed to occur that really talked about not just going to the city and asking for increased services but rather, recognizing that there

was a continuing deficit, how do we align the budget priorities of each of the neighborhoods with the City's current budget situation. So in order to accomplish this, the commission will forward recommendations for aligned neighborhood priorities to the mayor and the city council. They'll do it in the following manner: The commission, in partnership with the mayor and council offices, will participate in the community process to gather neighborhood input for the 2010-2011 process we are going to be receiving a discussion on a new budget priority system on a meeting the commission is having next Wednesday, November 18th. It will give a preview to the commission of what the mayor and council will eventually going to be seeing which is the process that you may undertake and may accept to do the budget prioritization. The commission will get a look at that and will have the opportunity to offer some input into perhaps saying, you know, this would be good, this is how we can improve it some you may be missing something, before it even gets to mayor and council. So I think it's a good way for you to get some citizen input as you actually deliberately as to whether or not this is going to be a good tool for the mayor and council to take on. The commission will participate in the process to review city budget priorities in order to provide feedback on neighborhood needs. That's going to be looking at what the mayor and council are going to be looking at in terms of priorities. It's going to be reviewing the documents and providing some feedback as the process goes on over the next six months. And finally, the commission, in partnership with the mayor and council, will help distribute information about the San José budget process to neighborhood leaders. One of the things that has been a constant need throughout the years of deficit has been making sure that the most citizens throughout the city as can be reached are involved in the budgets process. Whether that's in reading the materials, being able to be informed, attending community meetings. With the neighborhoods commission you have an additional resource to reach folks that you haven't reached before. So there's an opportunity here for the commission to be very powerful in terms of a partnership with the mayor and council as you go through some very, very difficult times in reaching some budgetary decisions that may be difficult for everyone but without the kind of input you get from residents I think that this would be the kind of thing that you might have to do additional outreach on. But having this as a mechanism will allow you to actually be ahead of the curve in terms of providing that type of information of opportunity for residents to get the information. That is the preliminary draft work plan. At this point we can open it up to discussion. Certainly myself and the chairperson can answer any questions that you might have.

>> Councilmember Campos: Thank you. I'm going to turn it over to the Vice Mayor before she has to leave.

>> Councilmember Chirco: I went to the dentist a couple of weeks ago, and I get to go back today so he can finish. My only question, we actually pulled out policy 6-30, I think it was you mentioned. And that was the only policy we could find on community engagement. You said that you spoke to Tom Manheim --

>> Right. There's a document from February of '09 that actually came out of the City Manager's office, and it's a directive to go ahead, and it's very specific about civic engagement. And it's a process that will engage citizens on a wider level on different topics that are of citywide interest. So I can actually provide that, copy of that document. It came out of the manager's office, I don't think the mayor and council, I don't think it came out of that but it's certainly something the manager wantness to go ahead and start you know working on. And so as a result, when we first saw this, ethought that it was something that would actually have a home with the neighborhoods commission in terms of assisting the city with their outreach efforts for larger, broader issues. But we can get you a copy of that then.

>> Councilmember Chirco: That would be great. Because I know when we looked at this in reference to community engagement this is actually for pending land use and development proposals.

>> Right.

>> Councilmember Chirco: So I'd like to look at Norberto and ask, is that a complete city policy, has it come to council or will it come to council? I know there are internal documents.

>> Norberto Dueñas: Vice Mayor Chirco, members of the committee, that is a document, I believe, and we'll check and make sure all of you have it, that came identity of the sunshine process. So it was a discussion regarding community engagement that was -- that took place during the discuss of the sunshine -- sunshine committee. So we will make sure that you have that document so everyone is on the same page.

>> Councilmember Chirco: I think that's great and I'm glad to hear it exists. It's just a great conceptual. We couldn't find that when we were searching to try to find that document so it would talk about community engagement in the work plan.

>> Right, and it is one of the recommendations that came out of sunshine. So I think in all the different flurry of different documents that came out, like I said, that came out in February of '09, so it's fairly new.

>> Councilmember Chirco: Okay.

>> So let me -- we'll get a copy to you as soon as we can.

>> Councilmember Chirco: Oh, good, I look forward to seeing that. I know this is the first go at your work plan and it will go to council for feedback, and then the final will come back to this committee.

>> It will. The plan is to cross reference, it probably to the December 1st council meeting so the mayor and council can have a broader discussion and add in any elements you see that's missing. And the plan then would be having the mayor and the council, full council, given their full input, would be to come back NSE at the December 10th meeting for your final consideration and approval, then. But one of the things we definitely would like is your input in looking at this to make sure A, that we're on track with what the commission was charged to do with; secondly, that we certainly didn't tumble cross any other commissioner's purview, and then finally, if there's elements that we're missing here that you feel you need to add, this is the place to do it, so that we can incorporate anything in the next coming, you know, six months or so. I do want to emphasize that I'm saying this is 2009, 2010. The first -- the commission started in July 1, but there was a preliminary work plan that came forward for your approval and was approved. That included the training and everything else that needed to happen, in order to get to this first phase.

>> Councilmember Chirco: I think it's a great first draft, I really do. I know there's a lot of -- they talk about the training and kind of the needs of the individuals. I know there was such a great model of the SNI-NAC-PAC.

>> Right.

>> Councilmember Chirco: And try not to recreate the wheel, but look at what was so successful with that model. I think you've done a good job of charting a course for existing commissions, and then the neighborhood commission, when we looked at the neighborhood commission, I look forward to, rather than looking at previous work done and replicating and recreating it, I think this is a great strategy for moving ahead on.

>> Councilmember Campos: Thank you, Norberto, Councilmember Oliverio.

>> Councilmember Oliverio: So we have that together. I am cautious on when you mention resources, to make people better communicators. We don't know what we're going to have left in staff resources anymore.

>> Councilmember Oliverio: Giving input on the districts that make up the city, I'll make a motion and second when it comes to me.

>> Councilmember Campos: I'm not finished yet so I know that you have to leave, so I think it's just accepting the report. So first of all, thank you for this and I appreciate the fact that you were able to take some time out of your busy day to be here. First of all I think this is a great start, and I remember when we embarked on this I was very excited. Although the time -- yes, we have to -- before you have -- we have to -- so I'll try to speed my comments up. When we embarked on this times were a little different. And I know that in here, in some of your priority areas you talk about engaging the community which I think is great. I think the one thing we don't want to do is create an expectation, and I think Councilmember Oliverio started to say that, is that we don't want to create an expectation that the city has funding to be able to prioritize certain services in the City of San José, as we go through this budget. Because I think as you have been listening in our budget discussions, it's pretty gloomy to say the least of wherever we're at. I think if you move forward, if I'm going to give you any input at this level, is to look upon it as guidelines that we can follow and give input and recommendations to the council and see if they align, for them to use as they continue to deliberate at the council around the budget. Just because I think that

when we talk about the SNIs, I'm going to share some of the same comments, is that now, in good times we were able to fund the top 10 priorities. We know the reality is, we can't do that anymore and we're having to think of creative ways to be able to close those gaps, and probably even think of other ways of the direction of the strong neighborhood initiative. But I'm very excited about the whole component, about leadership, training, communication, and actually teaching community leaders how to access City Hall and communicate a little more effectively with City Hall, so that their concerns are heard as we move through the budget. So thank you, and there was a motion and a second and so all those in favor? Anyone opposed?

>> Councilmember Chirco: I just want to make a comment. I think a good resource for the neighborhood commission are the strong neighborhood pilot areas. The intent of creating those pilot areas was that they work with city resources and begin to show our communities how to actually create change, not using the enriched resources as Councilmember Campos pointed out, because they don't exist. But how do you do it with existing city resources? And that was one of the reasons we did the three pilot areas, and that's where I think your neighborhood development center becomes more important, as we go into this process and transition from kind of an SNI model where we're able to provide the enriched training, modeling and resources, but now to move into the mainstream reality of, this is our city, these are our resources, and our true resources are our people. And that's where the neighborhood commission I think is going to be a key element, and our neighborhood development center becomes a more important player in that kind of a process, and helping people help themselves.

>> Councilmember Campos: And I think you're absolutely right. The more I think about as last week we went through challenging times, there was -- the reality is, if people are going to change the way their neighborhood looks and feels, a lot of it has to happen through community organizing and grass roots. So I'm excited about that component, because I think the fact that you have every council district at the table talking about this, and not just one or two, but three, I think it will be good for them to be able share their ideas. We have to vote on this before you leave. You can stay and give a comment as soon as we vote on this. So with that, all in favor? [ayes]

>> Councilmember Campos: Anyone opposed? That passes. So please, if you have any comments, please add them.

>> Yes. First of all, thank you very much. This is a very exciting time for our commission moving forward. There's training and sharing of information among ourselves, but you're right. We know that even in these challenging times we are very fortunate that we have a wealth of experienced neighborhood leaders who can share their experience and best practices with other neighborhoods, and that will make all the difference during these times.

>> Councilmember Campos: Thank you, and so we forward to continuing to see this develop. And I think the reality is that once it does develop, what will be really exciting is to see how people have empowered their own neighborhoods. So thank you. So at this time, Norberto, do you have anything you want to add?

>> Norberto Dueñas: I just to clarify again for the clerk's office is this item is to be cross-referenced for the December 1st council meeting, thank you.

>> Councilmember Campos: Now we'll go back to the item 2, which is legislative guiding principles.

>> Thank you again. Jay castelanno, deputy director of Parks, Recreation and Neighborhood Services. I'm here on behalf of Betsy Shotwell. And I'm here to facilitate the committee's review, discussion and acceptance of the draft legislative guiding principles that's already in your packet. These guiding principals once adopted by this committee, the rules committee and the council, will become the foundation for advocacy at the state and federal levels. Just by way of background, this document, as well as similar documents going to the other council committees, these were facilitated by the City Manager's office. Each city service area, CSA were given the 2009 version, in the case of the documented for you parks and recreation, neighborhood services and the library provided input on this draft document. In the packet, the version you have in the packet, you'll see all the track changes, so you'll see what specifically changed from the 2009 version to what we're proposing for 2010. Again, this is a process that's being conducted simultaneous in other CSAs and other council committees. Once this is approved, accepted by NS & E it will go to Rules and then council I think in the December time frame is the schedule at this point. Specifically for this draft guiding princiles in front of you the neighborhood services CSA

departments, PRNS and library, as noted in the cover memo, are edits primarily in D, F and G, D being pursue federal funding for key efforts some there you'll see a number of edits that create opportunities for us to get additional funding in trails, park facilities, Green Vision, et cetera. Section F is promote alreadiability, sustainable development and environmental protection. There again, looking for funding in sports aquatics, et cetera, at the children's, youth, adults, persons with disability, an opportunity to promote San José as a national leader in parks and recreation. Lastly, section G support efforts to keep San José safe. There again we're looking for any opportunity to increase our efforts in the prevention and intervention based recreation services that deter gang involvement. With that introduction I'd be happy to take any input from the committee that I will then pass Betsy to go on to Rules and the report. .

>> Councilmember Campos: When you talk about G and its support efforts to keep San José safe, the item below that is to do with prevention and intervention, is Cal grip something that we are looking to aggressively go after those funds or are we limited to be able to go after those funds? Do we have a plan, a strategy at how we look at going after those funds?

>> Albert Balagso: Good afternoon, Albert Balagso, director of Parks, Recreation, and Neighborhood Services. Cal grip as it currently existing, the criteria doesn't really afford us the opportunity to seek those funds. We do too well. We have been working with the director of Cal grip as well as a couple of our elected officials, in looking at how the criteria may be amended in order to make San José fundable, within the context of that grant. So we are working on that. But until that criterion changes, we are not eligible, we are seeking.

>> Councilmember Campos: Thank you for that Albert. So what I'm hearing is we either need to get that criteria change or we need to think of other ways to be able to bring in money so we can put funding towards prevention and intervention. I know one of the things that I hear a lot and I think it's a good thing for us but yet you say we don't qualify for that because we're doing a good job I know that through the mayor's gang prevention task force, educate other cities as they come into the City of San José and we go out we've never recovered that staff time, or we've never really recovered time for people going out to other cities, we've just done it because of our good nature. And I think that my colleague would agree, good nature times are over. So it would be helpful to see if we could start receiving funding for the services that, in your department, through the mayor's gang task force the staff that is well educated and very skilled in sharing that information, whether it's through training or other things how we can recover some of that staff time that we've been generous enough to be able to use.

>> Albert Balagso: Right, and thank you for pointing that out. That has been one of the precise points that we've been discussing with them, that they in fact openly recommend that the other stirs come to San José and see what we're doing and we have been communicating back that we need to figure out some sort of reimbursement to be able to do this. Putting forth the mechanisms that are successful. so there are some incentives from the cities to actually do things that make San José successful am to we keep doing the presentation and they keep collecting the money and we don't.

>> Councilmember Campos: Absolutely.

>> Albert Balagso: We're working on that.

>> Councilmember Campos: Absolutely. I hope as you move forward through this particular subject that you report back to us. I think it's important that we figure out how we're benefiting since we are not able to get Cal grip money because we seem to be doing such a great job according to them, we need to think of other avenues to create a revenue streamline for us. Thank you. Councilmember do you have any other questions?

>> Councilmember Oliverio: I just want to say thank you for the additions of items 7, 9, 10, 11 and then 12 which is -- these all call out parks and trails. And then obviously 12 is just the Guadalupe river park. We are always have to ask. If these resource he are limited, we need to get on the list or otherwise we get left out. it is the job of the state and local representatives to get that. I make a motion to accept .

>> Councilmember Campos: We don't have a motion. We need to forward this to the full council with the recommendation we approve. Oliver.

>> I don't think it's --

>> Councilmember Oliverio: It will come back, won't it?

>> Councilmember Campos: We can't take a motion, in what I understand.

>> Councilmember Oliverio: To accept, to move on, to forward.

>> Councilmember Campos: We'll do that, thank you. Now we'll go to item 4, green print update. Greenprint update.

>> Albert Balagso: Again, good afternoon. We're here today to present to the committee the proposed changes to the current draft of the greenprint document. We were seeking approval but I guess since we don't have a quorum we will be asking you to forward this on to the full city council for consideration. We do have a brief presentation that will summarize how we're proposing to incorporate the changes from the September 8th study session and the subsequent meetings that we have had with the community as well as the parks and recreation commission. And to hear your input as we advance this forward. Just very quickly, just to recap, why we embarked on this update of the greenprint. I'm going to work backwards on this slide and the current greenprint since we started working on this in 2001, completed about or identified and we have indeed completed about 400 projects since then and that over 84 developed park acres, 30 new parks and 25 miles of additional trail. It also aligns to the new fiscal realities of being more fiscally sustainable, environmentally sustainable. We just had in the last year the approval by the city council of the new pricing and revenue strategy to work towards making our services more sustainable that we provide to the public. In addition, it incorporates the new policies that have been adopted by the city council since its initial adoption back in 2000, 2001. Such as the Green Vision, U.N. accords, sports studies an aquatics master plan as well. The objective was to provide a update that more aligns to where we are today in light of the fiscal realities, to not set new expectations that were not achievable and that was maybe some of the pitfalls that were in the previous document. We want to make sure as we move forward that this is better aligned to how we could may or may not dollars as well. Matt cano will be delivering the heart of the presentation and will be available after this to answer the questions you have.

>> Thank you, Albert, Matt Cano, Parks, Recreation, and Neighborhood Services and program update. This next slide this is a repeat of the slide we showed at the September 8th study session. It is important for me to remember to start this greenprint update we revised the mission and the vision of the department. In the vision the words national leader, we're moving forward as a national leader with our trails program. The previous slide showed Lake Cunningham and happy hollow park and zoo. Innovativeness of our capital program. On the next slide these are three policy areas that were discussed at the September 8th study test session and that we received council input on and we incorporated into the report today if feedback we received. The long term priors of the Parks, Recreation, and Neighborhood Services, environmental sustainable of today and more flexible use of the park trust fund. I will get into each of these a little more in the following slides. The first area that we talked about at the September 8th study session with the city council are the long term goals to continue to focus on a balanced park system and I know that the graphic on the left side isn't readable in this format but it does show in the middle a planning area and all the bubbles on the side are the various, the community center the park the state park, the dog park, all that goes into the balanced park system. Continuing to keep our overall service level goal of 3.5 acres per thousand of community serving park, realize that acreage is an extremely important factor, it is not the only factor, we also need the amenities that go through the connection and interconnected system to serve the residents. We also want to focus more moving forward on the 63 to schools. This was talked about by the city council, this is also talked about at the parks and rec commission meeting recently and it's being talked about as part of the general plan task force. We are continuing to count schools as part of the 3.5 acres per thousand. But moving forward will be looking forward in a better way to make sure that those schools remain open and we also want to show the true operation and maintenance cost per planning area in the city of that future balanced park system. It's something that's important to show in the greenprint moving forward for that reality check. On the next policy area that we talked about with the city council September 8 study session was the near term priorities of financial and environmental sustainability. We talked about advancing the trail's Green Vision, creating the innovative, building out that trail project focus being in on financially sustainable projects, keeping our existing parks and recreation facilities up as much as possible. Land banking now for future, buying land now, not developing it right now so we can secure that mark land for future generations. And investing in

sports fields either on our own properties or thorough partnerships with the school districts. The picture on the side is the program we had for San José unified Leland high school. It was mentioned we should take the terms and parameters of programs like that and actually put them into the green print. One of the recommendations in the report right 90 is too actual radio he radio me peel council policy 6 many 8 which is a really old policy that talks about how we would partner with schools on joint use projects and instead of having that as part of a council policy separate from the greenprint we are mimicking one source document with that template for school partnerships moving forward. On the next slide, the final area we talked about with the city council under the September 8th study session PDO/PIO, neighborhoods serving elements such a typical playground and tot lot. We are not planning to change that however, right now or policy is that for a community serving element such as a trail or a community center, we use the money within a two-you mile -- anywhere within a two-mile radius. What we're proposing whip the greenprint update is expanding that to two miles. On September 8th we heard that the city council is interested in a little more justification behind that three miles. So the data that is on the slide shows that during our survey for the greenprint over 70% of the residents indicated they would drive approximately that distance to a community center or community serving facility and using our null RECS system for community center signups, we actually took data for our 2009 class signups and we mapped out where the registered users live and a lot of -- over 50% of them for these four community centers actually lived outside the two-mile radius. So that is showing us people will drive, drive further distances to the big community center hubs. It also provides us flexibility, the pap on the screen shows the north San José planning area. We are planning on providing community serving facilities, a community center, a large community park and an aquatics facility. And this expansion of the nexus allows us to do that in the future. On the final slide today is a summary of what we've done since the study session as well as the next steps moving forward. Following the study session on September 8th, we had two community meetings, one on September 12th and one on September 16th. Then on October 7th we had the parks and recreation commission. The parks and recreation commission unanimously approved the greenprint, one thing I wanted to mention for the record today is that the language in the report on page 7 is true to form of the intent of the parks commission recommendation however, at our parks and recreation commission meeting last week they they specified that they wanted their language in their recommendation to actually mimic more the exact language on the letter from Bruce Tichenin who is in the audience today, page 6 of the report he provided which essentially talks about on the central planning area we have the Willow Glen spur trail which is an old abandoned rail line and what we've done in the prior greenprint we had a dotted line on the Willow Glen spur trail which would have indicated a possible trail there and we left that dotted line on the map through the council district 7 area but what we've done is provided a circle around the map and circle around e-around that and indicated that we wanted to study it for possible future connections. And again what I just wanted to mention is that what the parks and recognize commission would like that language to mimic more what Bruce T areichenin has provided in his letter on page 6. In addition we -- that was the parks and rec commission I'm sorry. And on the NFC meeting which is today what we're requiring is not approval but acceptance --

>> Councilmember Campos: Accept and forward to the full council.

>> Thank you. What I wanted to mention in the report before you today the memorandum which is part of the report discusses the changes that we're making, proposing making in the draft greenprint as a result of the city council feedback. There are a number of attachments and I'd like to talk about them just real briefly. Attachment A is an errata sheet, changes to the draft greenprint to the final greenprint aas a result of the feedback we received from everybody to date. Attachment B and C is as a result of the info memo as well as the actual memo from the study session to council to provide more background. And attachment D is a list of almost 200 comments that we received from members of the public, and other constituents, for the greenprint moving forward and what we've done in this attachment is we've listed the comment as well as the response and so that everyone would have a chance to see how and if their comments were incorporated into the final greenprint. A number of the comments that we received were really specific in nature and what we've indicated is that while we may not be incorporating them into the final greenprint we would move them forward over the years with the staff work when we're master planning certain parks in certain areas. So this will be -- this list of comments you received will be a good reference for our parks staff moving forward. And then there's an attachment E which is the environmental impact report addendum that talks about the operation and maintenance cost of an ideal planning area so about that what we're going to do is after hopefully city council approval of the document in December we will then be taking this erat that sheet for final distribution in January.

>> Councilmember Campos: Thank you for that presentation. Councilmember Oliverio.

>> Councilmember Oliverio: Thank you chair. I want a couple of comments or few comments on slide 4 on the key policy issues and questions when we're creating communities and discussing PDO/PIO fees, I think you know my feeling, I think we should regardless of income slide 5, key word on the schools is you know making sure that they are open. I mean if we count it and they're open then I'm okay with that but if then they restrict it then that's not really fair and then moving on, the next slide, item 7, as far as the nexus change I think it would give us flexibility especially in funding trails because you're not always going to have housing in direct 3 quarters but there is a direct benefit, million 70% of people surveyed are willing to drive, car massing city. I heard you say Albert we don't want to set false expectations. In the comments I see people making comments, I notice we didn't create this certain park amenity because we didn't have funding and the accusation is then why put it on the list giving that false chance of hope. I would say in the other terms in the case in need of a trail where you know we sort of have our limited resources as a city but private sector, individuals with foundations, can use it as a rallying point to fund-raise, I would say there is value there. So I'm more liking of the parks and recreations commission's recommendations, knowing that we fund raise from different levels, whether it's peninsula open space what have you, it gives them the ability to rally cry a little bit more effectively with those organizations, and we have some of those members in the audience today, and I know that Bruce does the work pro bono, he doesn't charge for that work, he's doing those on his own. Those are my comments. Managing expectations also you cut the legs off of the fundraising potential from the third party nonprofits.

>> Councilmember Campos: Thank you for those comments. So at this point according to the City Attorney we can say that we've heard the report, we accept it, but we can't vote on it and so we're forwarding it to the full council.

>> Albert Balagso: I could also add if you forward it to council, you could cross-reference it.

>> Councilmember Campos: We'll cross-reference it.

>> Councilmember Oliverio: There are public speakers.

>> Councilmember Campos: We didn't have cards so if you would come up and state your name. That would be helpful.

>> (inaudible) members and neighborhood associations. I just wanted to mention something real quickly that came up. The parks and rec motion was made by Leslie Hamilton who was going to try to be here today but she wasn't able to, who we're partnering with to presented by Leslie and unanimously passed, the motion they're referencing. I just wanted to say that real quickly. What I'm requesting today, that you accept and forward the greenprint with the parks and recreation with the three creeks trail recommendation included in it. In June of 2004, the city council about the community meeting, May 21st, with Save our trails hosted by Councilmember Oliverio, parks director Balagso wrote, staff reiterated the city's position that acquiring and developing the entire spur is beyond the financial means of the community and the friends of the Guadalupe river park and gardens are doing just that. We're doing a very proactive role in trying to raise and secure funds for the acquisition of the three creeks trail. In order for our efforts to be successful we need to have a vision for the interconnected trail system here in Santa Clara County. If we don't have in vision now through supportive mapping and language that specifically designates the three creeks trail on the Willow Glen spur corridor, in the new greenprint and 2040 general plan we'll will lose this opportunity. This Saturday I attended the opening of the St. Elizabeth park with Councilmember Oliverio and parks director Balagso in attendance. The theme of this opening was the time it took to create this park. It spanned two mayors and two councilmembers. I heard at the opening it took 20 and 30 years to finish the park. And it took 30 years to create the Los Gatos trail and the Campbell trail with equivalent obstacles to the three creeks trail. That didn't stop the creation of these three 32 we can walk the entire length of these trails together. Please allow us to partner with you in the creation of this vision for San José.

>> Councilmember Campos: Thank you. And I should have mentioned thank you for staying at the two-minute. But we do have two minutes. So thank you. You just state your name.

>> Sure. Helen Chapman, former parks commissioner and I was on the greenprint subcommittee so I would like to thank staff for taking all the well deserved comments. We didn't always agree on every issue but I think in the

end we produced a very good document and the greenprint so I urge you to accept it and move it forward. I do want to bring up a couple key points on my own, that strengthen the greenprint with tangible policies that go beyond the park land dedication ordinance that need to address park deficiencies. It does not address the needs of existing developments. We can put a housing project, put a park next to the housing project but the neighborhood really doesn't get the benefit. We need to look at the policies that serve the existing residences. And especially those that will be living in affordable housing units we all know there are no park fees paid on affordable housing projects so I look forward to the council discussing that as well. It is important that areas of opportunity arise for park land trails public spaces that we not limit ourselves by restricted policies and will continue to hold our city -- that continue to hold our city in the position of being park deficient. We shouldn't take 20 or 30 years to build parks and trails.

>> Councilmember Campos: Thank you, Helen, I agree with you. Anybody else that would like to address this body? Okay, with that -- okay, that's great, thank you.

>> One more.

>> Councilmember Campos: Just state your name for the record, that's all we need.

>> Bruce Tichinen. Good afternoon, chairperson Campos, Councilmember Oliverio, staff. My name is Bruce Tichinen, I'm the attorney for save our trails. It's true I'm serving without getting paid. I just want to thank Councilmember Oliverio for indicating what we were hoping to layer, that you appear to be a dream enabler on the action you intend to make on here. We're here asking for support of the parks and rec motion, and care person Campos, I hope you'll journey in being a dream-enabler to legality my organization partner with the city to get this job done. And I just ask, as well, that you accept and forward the draft greenprint with the recommendation that the council adopt who the parks and recreation commission has unanimously asked for regarding the three creeks trail. Thank you very much.

>> Councilmember Campos: Thank you. Councilmember Oliverio. Do you want to add anything else?

>> Councilmember Oliverio: No. I think it's been said pretty well. Like I said, only two of us here, we can only move it forward and I assume it would move forward with obviously the notations from the unanimous parks and rec's vote on this topic.

>> Councilmember Campos: Thank you. And I think you'll find that most councilmembers, if not all councilmembers, are very supportive of trails and I think that's why I took it on when I came in almost ten yearsal, to make sure there are trails to connect tot Guadalupe river everyone can enjoy that trails well. With that we'll go to the next item, which is Communivercity. Which is the verbal report. PowerPoint. Are you also doing the SNI report as well? So after you finish that you can go right into the SNI report.

>> Councilmembers, good afternoon, sorry.

>> Councilmember Campos: Go ahead.

>> Sorry. Good afternoon, Paul Perero with the strong neighborhoods initiative. I'm the neighborhood team manager for the downtown strong neighborhoods.

>> I'm Sal Alvord.

>> Selected by San José State for Communivercity so tonight or sorry today, we'll give you a bit of an update what Communivercity is and what we've been doing over the last three years. Three word community university and city. And it is a collaboration that started five years ago, but officially the name is now only three years old. And at the time, San José State had recognized that they had been going out into neighborhoods and doing different things. But it was -- most of it was a one year effort and then they would go into another part of the city. They really wanted to take a focused look and commit to a neighborhood for five years and basically see what would happen. And they went ahead and chose a neighborhood just one mile to the East of downtown San José, five years later we've had a host of other groups that have partnered with us, San José unified, the choral

program, the health trust, Americorps bridging borders, vista program, neighborhood housing services among a few. The goals of Communiversity are a little bit different than strong neighborhoods but have a lot of the same feel to them. The things that is recognized that Communiversity can do well is help neighborhoods and communities focus on education, neighborhood empowerment and the neighborhood environmental issues. The nexus what we feel we can really focus on those three points we have a really good solid effort and outcome in the neighborhood. So the geography of Communiversity is again the five wounds Brookwood terrace, SNI area. these are the neighborhoods that make up the five wound Brookwood terrace area. The demographics were that ten years ago, the community had chosen their ten top priorities as part of their SNI efforts and again updated it in 2006. The areas in bold were ones that Communiversity could help with and this is part of the reason Communiversity chose to go into the five wounds area. The demographics of the five wounds area, it is a little bit over 18,000 people and one key point to note is almost four out of five people that you'll encounter in the five wounds Brookwood terrace area will probably not be speaking English. That was an important point that San José State recognized and that they wanted to focus on and see if they could have an impact there both from a community empowerment issue and from the communities, the schools so one of the things that Communiversity does hand in hand with strong neighborhoods is the concept of building social capital. The concept of service learning is different than just colleges will basically make a requirement that in order to graduate you have to complete X number of community service hours. Where service learning is different is, it's intentional, and it's strategy, and the intent is that we get people who come out of the process where they've learned about their neighborhood but they've also learned about the community around them. And there's a learning piece. So the intentionality is that we go to professors at San José State and sort of shop if you will for a professor that maybe interested in a particular curriculum and then bringing that into the neighborhood, whether it has to do with community health or education, so for example, there -- well I'll get to some examples in a little bit. Sorry. Go ahead, Sal. So the value of social capital, the recognition is that we're able to have positive impacts on the welfare of both education and children in the community. We'll get to that in a little bit too in terms of some of the outcomes. One of the things that we don't have full statistics for now, but that we're quite proud of, is the fact that by focusing so much education and by focusing for five years on the schools in the five wounds area, the Olinder had, two years ago, this year McKinley elementary had the highest API test score increase in the Franklin McKinley school district and San José high also had a 58 point API score increase. That's for a school that is almost 80% Latino. And principal Tom Shide who is a principal at San José high said a lot of it had to do with Communiversity and the efforts that we put in the community. There's other things that Communiversity also assists hand in hand with strong neighborhoods with. There are safer neighborhoods that we've done through some of the community empowerment engagement. The social capital piece is also relative to just getting people in general to participate. The feeling is that we have been able to not only have student volunteers become more engaged in the community but then also have the community members. Earlier, Peter Ellis talked about return on investment. Currently the return on investment that we're getting out of Communiversity, the city funded last year, \$90,000, as part of a three pronged effort for Communiversity. This year -- excuse me, our current return on investment that we're getting is for about every dollar that the city funded in it, between grants outside agencies and volunteers the city is getting back about \$11. So some of the other outcomes of Communiversity, we've had just over -- almost 14,000 residents involved since the Communiversity started about five years ago. And right now, it's actually closer to 5,000 students since a project that we just completed, again in five years, and these are just some of the partners in San José State faculty, in terms of the different community groups we've been involved in and in the last five years it's equated to when a million dollars of in kind and actual dollars that have been donated . We've had a \$50,000 grant from PG&E that's come in, also dedicated efforts and labor from Comcast that has contributed \$20,000 to a partners in reading program at McKinley that a lot of people felt help improved the test course at McKinley and with that came a commitment from Comcast workers to do tutoring and reading to the students. So can you see over the course of the five years where we've been going in terms of the volunteers, students, residents and the number hours that people have been putting in and each year it's been getting substantially higher. And just to give you an example of some of the outcomes and some of the larger projects we've done. The bigger one people know Communiversity for SJSU day of service we had 42 simultaneous projects going on at 36 sites. It involved just about 1650 volunteers. All at once, and contributed element a little bit over half a million dollars worth of in-kind value to the greater downtown area and stretching all the way out to bibliot reservationca LatinAmericana. rather than just putting on an event, we wanted it to be intentional. So each professor puts together a project proposal form and it's vetted by other professors at San José State, staff and there is community. The recognition in this case is that it should align with the City's green vision and should align with the concept of trying get community members involved so the hospitality management group at San José State their class under professor Kim Ulick, developed the safe and green

Halloween event which basically brought in as you can see over 2,000 residents but also was an opportunity to engage a mostly mono lingual Spanish speaking neighborhood, in resources that the city offered both through environmental services and also the mayor's gang prevention task force. McKinley late nights is also one of our better known projects. This is where the concept of fostering a college going education and working with youth has taken a different twist, if you would. They had on their top ten lists improve education. Through San José State it actually morphed. There have been different professors at San José State who have really pushed the community and basically have gotten the community to understand that you can improve education and can you get a lot of kids to basically graduate from high school if you can get them to just be familiar with college. Because kids who want to go to college are most likely going to graduate from high school. They got the community, actually change their top 10 priority from education to developing a college-bound culture community has organized bus trips for both students and their parents from San José high to go to San José State as well as other college campuses and learn about the college experience. Many parents had said that they had never been to a college campus before. So it's been very interesting. Same thing has happened with both McKinley and Olinder schools. A lot of the principals -- those principals will tell you that is part of the reason why they feel parent groups is much more involved in getting the students to feel like yes the students need to understand that yes the value of education can lead them to college. The McKinley laid nights program is successful because many times because of stereotyping, people fall into the fulfilling the prophecy and in McKinley late night there's students at the Mexican American studies department at San Jose State that have been working with the safe school campus initiative and they actually took gang impacted youth and gang validated youth, members that were actually in gangs to U.C. Berkeley, to San José State, to other college campuses, things you wouldn't normally think of doing, and almost every student or every young person made the comment no one in their high school had talked to them about going to college. And there are two students at San José State that are now developing a curriculum for counselors and for high school teachers to look at gang associated and gang impacted youth and to develop some sort of curriculum that gets them to think about college and to basically break the concept of fulfilling the prophecy. So that's probably been one of our big projects that doesn't involve a huge number of residents but is very focused. in the immediate area of McKinley, there has been a 20% decrease in gang related crime from the sump of 2008 to the summer of 2009 we feel in part because of this . And last year San José or excuse me the University of San José was the recipient of the neighborhoods U.S.A. award this year he they are a co-recipient of an award from Invidia. Invidia will be helping to complete over \$225,000 of improvements, in large part because of the test score, efforts that Communivercity has had in the neighborhood. That concludes my report.

>> Councilmember Campos: Thank you for your report. I wanted to ask you a little bit about the last thing you were talk talking about because I think it would be important to take the model that you just outlined and actually house it somewhere. This has to do with the McKinley late night and how you are changing the culture. It's not just about the kids, about education but it's about changing the culture, so that it's about going to college. And so they have a goal and it's achieving something greater than they think they can't. I think that -- and I'm not really sure of this number, Norberto, maybe you can help me, how do we take this information that you've just presented around this first of all, phenomenal. Phenomenal.

>> Thank you.

>> Councilmember Campos: I think that because you've been able to get the university to embrace this and you have young people in college that are excited about this and also interacting with the community, I'm sure it starts off as a project but it becomes much more for them as they become engaged. How do we take some of this concept that we are facing on a broughter scale and actually have some of our focus groups between mayors gang prevention tanks, not everyone has a university in their neighborhood but maybe we're figuring out how to use them as satellites. I was really fascinated by this particular component you were talking about.

>> Thank you.

>> Councilmember Campos: All of it I think is great.

>> Councilmember, we have had interest from national Hispanic university in they are -- doing a similar model in the East valley, 680, SNI area. They have been talking about sending people to the steering committee, see what idea a lot of people have mentioned that, that now it's time to sort of create a replication handbook so that other

universities, there's been interest from the CSU Long Beach as well as de Anza college, NHU, San Francisco state. A lot of the universities do it's just the internet here, there's intentionality about the processing. We're almost asking the professors to think about the idea six months before it takes hold. We vetted out with the community and that's what makes the project I think richer.

>> Councilmember Campos: This is what I'd like to ask, I can't make a motion so I'll just make a recommendation, that this component, I think all of it, I mean, getting the professors the whole component be forwarded to the mayor's gang task force and we figure out because there's pots of money in. And we figure out how we can leverage resources to be able to duplicate this somewhere else and because I can't make a motion or anything I would be more than happy to be able to work with you and the City Manager offline so that we can see how we continue to support the efforts of this. This is wonderful, I'm glad I had the opportune to hear what you were doing. We kind of heard about what you were doing ore there with the university but didn't really have a presentation. So this is great and congratulations. I don't know if my colleague has anything to say.

>> Councilmember Oliverio: Yes, we are blessed with San José State university, it's a nice reminder of taking care of existing neighborhoods. If I can grow every day but if I don't have a beautiful city within, it's worthless. Both are areas here at San José former project crack down. Evergreen area, part of it's an SNI area. I think you know as long as there are college students that provide an outstanding example to youth and of course they're getting credit for it on their sides of the fence, that enabling us to get good things to happen, I know it's important. I know you don't have a trademark but if you put a little TM at the bottom of your name, that will save you the court.

>> Councilmember Campos: It's phenomenal listening to your whole presentation and how you engage the community. The project, over a thousand people is pretty phenomenal. The other programs you went through, I think it's a great model, it has proven itself. We need to stop reinventing the we'll, that's fine. I think it would be interesting to see the young people where they are in the next 10 to 20 years. Because we've changed the way they look at to see that our kids will go on to a higher education. That's great .

>> If I may add, councilmember, there are other pieces that we weren't intentional but certainly happened. The sheer number of people who are going to San José State and became interested in government and there's about 14 current employees who have at one point or another, worked on Communiversity projects from San José State, so they already have the concept of how SNI works and how San José works. The majority of them are in planning as well as in environmental services department but we have them in different areas of the city. So it's kind of neat personally to see folks, then want to stay and encourage other people to become involved. That's something we weren't thinking of but sort of just happened.

>> Councilmember Campos: And I think if our city is going to continue to stay healthy, we need to start thinking about concepts like this, because it's about empowering people, making communities strong. So thank you, and we'll forward it to the full council, and I think now you're going to go into the SNI.

>> So thank you, Councilmember. My name is Sal Elbers, I'm the interim SNI manager. We are meta testing, we are happy to come back to you with an actual presentation of where we're at in the so a lot of the sort of -- we've been thinking about updating the business plan as it was adopted in 2004, and given the climate that we're in right now it made sense. Residents are very interested in okay, if we don't have the capitol dollars, we need to start rethinking how we look at our program. So a lot of the things that actually Paul talked about are happening in different areas throughout the strong neighborhood area, and I think right now what we are trying to do is take our best practices that we've done throughout our areas and leverage those experiences and practices and start creating stronger partnerships and really operationalizing our program to look more like -- maybe not necessarily with a university in every neighborhood, but really start really operationalizing our ability to leverage sponsorships, leverage -- are the accolades and reports that the program has received, that we were nationally with these gold recipients from the municipal excellence last year, leveraged the opportunity that we are actually, thanks in large part to Paul and the work they've been doing in five wounds, the neighborhood area, these are all things that we can use for, for going out and leveraging outside dollars for the existing operationalizing that. And part of right now what we're doing is look at what we're doing well, what we can be doing less of mine to focus our efforts and one of the things that we could be doing is we're not really doing well now. Organizational development perspective on our program, and a couple of things that we're doing is we've enlisted the help of Dr. Shawn

Spano from San José State university, the City Manager's office has allowed us to use his expertise in facilitating an engagement of staff community leaders as well as senior staff. We've reserved a tentative, gun to dialogue with strong neighborhoods staff to try and lay out that process but really it is going to be, how done slur we update the plan that we bring back to the committee and for also adoption for council sometime in early spring.

>> Councilmember Campos: Thank you. Well, I'm excited. I think that we have to rethink some of the ways we're handling our strong neighborhood initiative or this particular program or other programs that have been presented throughout the year. I'm excited about this. I'm hoping that, when we -- you come back and you've been able to flesh this out, I think you're one of the lead people along with the City Manager's office, is that correct? I'm looking forward to the essence of it being more about how we have empowered people to believe that it's not the money that drives the changing in their neighborhoods but it's the people that change their neighborhoods. And I was thinking back as the two presentations were going on about when I sat on the league of -- excuse me -- the national league of cities and represented the city at the table and talked about the strong neighborhood initiative. And one of the things that I recognized in the first time I gave the presentation, not everybody has the funding for project. I had to tailor any presentation to really talk about what was driving the projects, it wasn't so much the funding, it was the community that organized themselves and believed in themselves to be able to move these projects and change the whole culture. I think that goes back to the presentation so it's exciting, looking forward to that. Councilmember, do you have anything you'd like to add?

>> Councilmember Oliverio: Do you think you'll be coming back a month after we do the RDA budget so you have an understanding of where you --

>> So the idea is we are in the process of -- we'd actually like to bring that back either early January, I looked in there --

>> Norberto Dueñas: We could bring back a status report on what we've done so far in December, and then we'll probably have another meeting in January with the stakeholders group. But I'm looking more at February, March.

>> Councilmember Oliverio: From my standpoint, just coming back after we've done the budget, because I think that will -- we can have any idea in the world but whatever the dollars were, of course acknowledging Councilmember Campos excellent points on managing without resources, but just to have an update, I'd rather just have it come through when we actually have some finality in what funding is and how we work around that, or lack of funding.

>> Councilmember Campos: So that might not be a bad idea, is just come back with a status report, then we'll understand where we are with the SNIs through the budget, around in we give you input at that time before you finalize it, I think that would be helpful.

>> Norberto Dueñas: We're calling this the update of the 2004 business plan, SNI business plan, and we'll add this to the work plan of the committee and ensure we check in with you each step of the way.

>> Councilmember Campos: Just one last comment. I know that times are tough right now, and we don't get the opportunity to thank you for the work that you do out in the community all the time because we're so focused on policy and getting things done, but thank for the work that you continue to do to empower or communities.

>> Thank you, we'll pass that along.

>> Councilmember Campos: The last one is, I think, Norberto, you were going to talk about school-city collaborative.

>> Norberto Dueñas: Madam Chair, I actually don't have a report for you today. We will have a verbal report for you next month.

>> Councilmember Campos: With that, is there anybody in the community that wants to address us? If not, the meeting is adjourned.