

Mayor Chuck Reed and the San José City Council  
welcome you to a very special event



# The 2011 State of the City Address

**SAN JOSE CIVIC AUDITORIUM  
FEBRUARY 17, 2011**

CITY OF  
**SAN JOSE**  
CAPITAL OF SILICON VALLEY



# Event Program

## Music

Strumming For Vets

## Welcoming Remarks

Emcees

Sam Van Zandt & Lissa Kreisler

Hosts of Sam & Lissa in the Morning on 94.5 KBAY

## Pledge of Allegiance

Special Guests from Ruskin Elementary School

## National Anthem

Diane Milowicki, San José Department of Transportation

## Invocation

Reverend Gene O'Donnell, St. Francis of Assisi Parish

## Pride of San José Awards

## Community Honorees

## Introduction

Michael Klayko, CEO of Brocade

## State of the City Address

Mayor Chuck Reed

## Closing

# Special Recognition

Each year, the City of San José recognizes outstanding city employees and community partners during the State of the City Address. We are proud to honor the following groups and individuals for their exemplary service to San José residents.

## Pride of San José Awards

Excellence: Bay Area Revenue Management Team

Celebration: Airport Terminal Area Improvement Program Team

Collaboration: Mexican Heritage Plaza-Alum Rock Unified  
Elementary School District Partnership

Respect: Green Mobility Initiative Team

Innovation: San José Public Library Website Development Team  
San José Fire Department Dynamic Deployment Team

Integrity: Retail/Business Project Advocates

## Community Honorees

District 1: District 1 Leadership Group

District 2: Coyote Creek Neighborhood Association

District 3: Christmas in the Park

District 4: My Project Youth Connect

District 5: San José Police Activities League

District 6: Junior League of San José

District 7: District 7 Youth Advisory Council

District 8: Evergreen Elementary Education Foundation

District 9: The Relay for Life of Cambrian

District 10: Larry Brundage

***Congratulations to this year's honorees!***

# 2010 Pride of San José Awards

Every year, the City Manager presents the Pride of San José Awards to City of San José employees who exemplify the City's Employee Values. The Pride of San José Honorees represent the highest level of public service and commitment to the City of San José and its residents. Seven teams of employees from throughout the organization were selected as 2010 Pride of San José Honorees in the following employee value categories: Excellence, Celebration, Collaboration, Respect, Innovation, and Integrity.

## Excellence

### Bay Area Revenue Management Team

A team from Parks, Recreation & Neighborhood Services created the Bay Area Revenue Management School (BARMS), a convenient and affordable training program focused on financial sustainability. The BARMS Team surveyed 100 parks and recreation agencies in surrounding counties to gauge their interest in a short-term, accessible, and low-cost professional development school that focused on business planning, revenue generation, strategic partnerships, and creative revenue development. The team then worked with external agencies to develop the format and content for the school, and contracted with professionals to deliver the trainings.

Their work culminated in 2010 when the Bay Area Revenue Management School held two series of classes that attracted more than 100 participants from 15 agencies throughout the Bay Area. In addition, the City of San José was able to subsidize the cost of providing this training for 50 to 60 of its own managers and supervisors, which would have otherwise been cost-prohibitive for the City.

#### **Parks, Recreation & Neighborhood Services**

Brandon Casper

Jay Castellano

Abraham Chacko

Julie Edmonds-Mares

Dave DeLong

Alvin Galang

Joe Garvin

Dan Greeley

Patricia Hall

Zulma Maciel

Neil Rufino

Steve Ryan

Cindy Safe

Mike Will

# 2010 Pride of San José Awards

## Celebration

### Airport Terminal Area Improvement Program Team

This multidisciplinary City team worked with a variety of outside vendors to develop and oversee the construction of facilities at the Norman Y. Mineta San José International Airport. The \$1.3 billion Airport expansion, which included the construction of Terminal B, the Consolidated Rental Car Garage and other major facilities over five years, was the largest single capital development project in the history of San José. Its completion in June 2010 marked the successful transformation of San José's airport into one of the most modern airports in the country and a premier gateway for travelers throughout Silicon Valley. In addition, the Airport Terminal Area Improvement Program Team delivered the project ahead of schedule, under budget, safely, and with minimal disruption to passengers, airlines and neighbors alike.

#### **Airport**

John Aitken  
Aida Ballou  
Eleazar Castillo  
Mary Crippen  
Curt Eikerman  
Tom Esch  
Rose Espinoza  
Cristina Flores  
Mike Foresee  
Renee Gerasimtchouk  
Enrique Guadamos  
Pak Hung  
Bob Lockhart  
Dave Maas  
Helen Moreno  
Lysee Moyaert  
Robert Sneathen  
Bob Swensen  
Nani Thorstensen  
Raul Villalva  
Steve Wilson  
Emily Zimmerman

#### **Public Works**

Ken Archdeacon  
Jose Avalos  
Dale Burrious  
Eric Chen  
Helena Choi  
Deriek Clemmons  
Ron Cruz  
Steve Dahl  
Chris Dayley  
Mike Decroix  
Harparkash Dhillon  
Tim Donohoe  
Jim Dowgialo  
Mary Follenweider  
Harry Freitas  
Keith Kanemoto  
Tuan Lam  
Edward Lao  
Steve McChesney  
Craig Mobeck  
Armand Nascimento  
Les Page

Nacho Preciado

Raul Rivero  
Bob Rohrig  
Ron Schindler  
Craig Temple  
Tom Welch

#### **City Attorney's Office**

Kevin Fisher

#### **Fire Department**

Ray Simpson

#### **Office of Cultural Affairs**

Mary Rubin

# 2010 Pride of San José Awards

## Collaboration

### Mexican Heritage Plaza-Alum Rock Unified Elementary School District Partnership

Staff from the City's General Services and Public Works Departments worked in partnership with the Alum Rock Unified Elementary School District to develop joint use of the Mexican Heritage Plaza. The District needed a new home for students from nearby San Antonio School while it was undergoing renovation, and the Mexican Heritage Plaza Steering Committee was working to develop a new operational model for the Plaza. This collaboration provided the School District with convenient, temporary classroom space at the Plaza and offered the Plaza with a revenue-generating opportunity during the daytime (when programming is generally lighter) that helped fund tenant improvements needed to accommodate future uses.

City and school district staff overcame several challenges to move the project forward, including an aggressive timetable, permitting concerns, the involvement of the State Architect, and coordination with ongoing activities. Thanks to the team's professionalism and dedication, the School District and Plaza celebrated a successful opening for the first day of school on August 25, 2010.

#### **General Services**

Pat Anchondo  
Connie Bowles  
Jayme Dickson  
Elisa Echeverria  
Bill Fall  
Kimble Gause  
Louie Hernandez  
Melina Iglesias  
Peter Jensen  
Monica Kavanaugh  
Dan Keller  
John Leung  
Daniel Mabuhay  
Jim Monahan

Pedro Perez  
Carolyn Starling  
Ken Tanase  
Sonny Tuazon  
John Rodriguez, Sr.

#### **Public Works**

Eric Chen  
Deriek Clemmons  
Matthew O'Brien  
Les Page  
Rodney Rapson  
Kenny Tran  
Danny Tsao

# 2010 Pride of San José Awards

## Respect

### Green Mobility Initiative Team

In 2010, the Green Mobility Initiative Team helped advance three significant initiatives that exemplify innovation and respect for our environment.

First, the team helped purchase and install 2,710 “smart” LED streetlights that can be dimmed in the late evening hours when traffic is minimal. This initiative will help save energy, extend the life of the streetlights, and reduce sky glow and glare. Due to their leadership on this effort, the City was asked to chair a task force by the U.S. Department of Energy.

The team is also working with the Valley Transportation Authority to evaluate the feasibility of building a Podcar system (also known as Personal Rapid Transit) in San José. This innovative method of transit consists of small, automated vehicles that provide on-demand, point-to-point service. If San José decides to move forward with this project, it would potentially link the Airport to other key destinations around the city and become the first PodCar system built in the country.

Additionally, the team has secured several grants that will support the City of San José’s vision of making the Bay Area the Electric Vehicle (EV) capital of the nation. These grants will allow the City to expand the number of battery-electric vehicles and plug-in vehicles in its fleet, and fund a regional battery-swap demonstration project that would be the first of its kind in the nation.

#### **Transportation**

Angel Alvarez  
Kelly Doyle  
Matt Farrell  
Veronica Kortright  
Jeff Lee  
Amanda Lei  
Brian Nelson  
Amy Olay  
Tony Ortiz  
Manuel Pineda  
Henry Servin  
Laura Stuchinsky  
Laura Wells

#### **Airport**

Sandra Gates  
Cary Green  
Dave Maas  
Steve Wilson

#### **General Services**

Matt Morley  
Randy Turner

#### **Office of Economic Development**

Scott Green

#### **Planning, Building & Code Enforcement**

Dan Leveque  
Laurel Prevetti  
Ed Tolentino

#### **Public Works**

John Cannon  
Guixiang Chen  
Greg Jobe

# 2010 Pride of San José Awards

## Innovation

### San José Public Library Website Development Team

In November 2010, the San José Public Library launched its new website ([www.sjpl.org](http://www.sjpl.org)) offering residents online access to library services. On average, the library's website attracts 250,000 visitors each month, more than any other City department's website and approximately the same number of people that visit the Martin Luther King, Jr. Library during a busy month.

The new website features quick and easy access to the library's multitude of online resources and more than 60 databases that are used 100,000 times per month for homework, research, personal interest and growth. The new website also incorporates new graphic design, updated content, videos and podcasts, e-mail and RSS alerts for materials and library events, as well as software that can be more easily updated to keep pace with technological advancements.

This is also the first ever public library website that encourages contributions from staff members. All staff (not just librarians) have been authorized to create unique blog posts, and to date, 250 library staff from various classifications have contributed content to the site. In addition, the library's digital branch offers three new ways for the public to interact with librarians, who now answer approximately 300 inquiries by e-mail, 200 by chat and 50 by text message every month.

#### **San José Public Library**

Jim Burnett  
Nathaniel Hill  
Sarah Houghton-Jan  
Hilary Langhorst  
Loree Oak  
Mana Tominaga  
Julia Tranchina  
Tim Reif

#### **Information Technology**

Robert York

# 2010 Pride of San José Awards

## Innovation

### San José Fire Department Dynamic Deployment Team

The Dynamic Deployment Team created a resource management strategy to help address geographic gaps in emergency service coverage. Dynamic Deployment uses dispatchers and updated technology to monitor system activity, interpret software recommendations, and reposition resources. Although the strategy is still being implemented, early data shows response times that are consistently above minimum standards, which has allowed the Fire Department to continue responding to fires and medical emergencies in a timely manner.

#### **Fire Department**

Dan Addiego  
Jennifer Burnham  
Geoff Cady  
Randy Christopher  
Joe Crivello  
Robert Culbertson  
Traci Deitschman  
Doreen Hargrave  
Cliff Hubbard

Brenda Jaime  
Eric Joslin  
Lee Ann Magoski  
Gaudenz Panholzer  
Rob Rohrig  
Linda Rojas  
Marie Stienbach  
Mo Toumi  
Michael Wodnick

#### **General Services**

Dan Sunseri  
Randy Turner

#### **Information Technology**

Christine Scarver  
Alan Wiley  
Margie Zamora

## Integrity

### Retail/Business Project Advocates

This multi-departmental team focuses on recruiting new businesses to San José and helping existing companies grow here – key components of the City's economic strategy. On a daily basis, they help businesses navigate the City's permitting and planning process, and address any potential issues that may arise. This team's efforts are key to creating jobs in San José and growing our local economy, both of which are necessary to build a thriving and vibrant community.

#### **Fire Department**

Richard Bryson

#### **Redevelopment Agency**

Emily Wilcox

#### **Planning, Building & Code Enforcement**

Lee Butler  
Homer Maiel  
James Son

#### **Office of Economic Development**

Chris Burton  
Nanci Klein



**Thank You** for attending  
the 2011 State of the City Address.  
We are pleased to present you with this  
**Downtown Dining Gift Certificate.**



**Downtown Dining Certificate** (valid February 17 - April 30)

*Present this certificate and receive a \$10 credit towards the purchase of dinner at these participating restaurants:*

**19Market**

19 N. Market St.  
(408) 280-6111

**The Grill on the Alley**

172 S. Market St.  
(408) 294-2244

**Morton's The Steakhouse**

177 Park Ave. #100  
(408) 947-7000

**Affinity Restaurant  
at the Hilton San Jose**

300 Almaden Blvd.  
(408) 947-4444

**Habana Cuba**

238 Race St.  
(408) 998-2822

**Mosaic Restaurant & Lounge**

211 S. First St.  
(408) 282-8888

**Billy Berk's**

99 S. First St.  
(408) 292-4300

**House of Siam**

151 S. Second St.  
(408) 295-3397

**P.F. Chang's China Bistro**

98 S. Second St.  
(408) 961-5250

**E&O Trading Company**

96 S. First St.  
(408) 938-4100

**La Piñata of San Jose**

17 N. San Pedro St.  
(408) 280-1250

**Paesano Ristorante Italiano**

350 W. Julian St. #1  
(408) 217-9327

**Emile's Restaurant**

545 S. Second St.  
(408) 289-1960

**Loft Bar and Bistro**

90 S. Second St.  
(408) 291-0677

**Pagoda Restaurant  
at the Fairmont Hotel**

170 S. Market St.  
(408) 998-1900

**Fahrenheit Restaurant  
& Lounge**

99 E. San Fernando St.  
(408) 998-9998

**Maceio Brazilian  
Steakhouse**

72 S. First St.  
(408) 293-1215

**Paolo's Restaurant**

333 W. San Carlos St.  
(408) 294-2558

**Mezcal Restaurant**

25 W. San Fernando St.  
(408) 283-9595

**The Pasta Market**

579 Coleman Ave.  
@ San Jose MarketCenter  
(408) 288-6600

*Restrictions: One-time use per restaurant. Valid for dine in only with purchase of entree. A minimum purchase may be required. Please check with each restaurant for details. One gift certificate and one check per party, per table. Not to be used on holidays or with any other promotional offers. Tax and gratuity are not included. Change will not be given. Some restrictions may apply.*

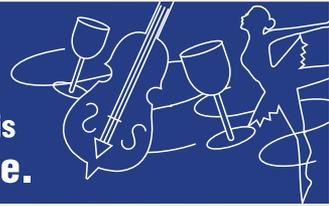
**P**

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[sjdowntown.com](http://sjdowntown.com)



**Thank You** for attending  
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We are pleased to present you with this  
**Downtown Arts Gift Certificate.**



**Downtown Arts Group Certificate** (valid February 17 - April 30)

**Performing Arts Groups**

*Present this certificate and receive 10% off single tickets at these participating performing arts groups:*

**Ballet San Jose**

40 N. First St. (Box office)  
(408) 288-2800

**Broadway San Jose**

Center for the  
Performing Arts  
255 Almaden Blvd.  
(408) 792-4111 (Box office)  
Promotion code: City

**Children's Musical Theater**

Montgomery Theater  
271 S. Market St.  
(408) 792-4111 (Box office)  
Promotion code: City1

**City Lights Theater Co.  
of San Jose**

529 S. Second St.  
(408) 295-4200  
Promotion code: City

**Opera San Jose  
at the California Theatre**

2149 Paragon Dr. (Box office)  
(408) 437-4450

**Symphony Silicon Valley**

325 S. First St. (Box office)  
(408) 286-2600 x23

**The Tabard Theatre Co.  
at Theatre on  
San Pedro Square**

29 N. San Pedro St.  
(408) 979-0231

**San Jose Repertory Theatre**

101 Paseo de San Antonio  
(408) 367-7255

**Museums**

*Present this certificate and receive \$1 off museum admission at these participating museums:*

**San Jose Museum of Art**

110 S. Market St.  
(408) 271-6840

**San Jose Museum  
of Quilts & Textiles**

520 S. First St.  
(408) 971-0323  
Promotion code: City

**The Tech Museum**

201 S. Market St.  
(408) 294-8324

*Restrictions: Up to four tickets or admission may be purchased with each certificate. Not to be used on holidays or with any other promotional offers. Some restrictions may apply. Please call the performing arts groups for performance dates and venue location.*



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