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>> WE'LL DO ROLL CALL AT THIS TIME. VICE-CHAIR CHIRCO?

>> HERE.

>> COUNCIL MEMBER CHU IS ABSENT. COUNCIL MEMBER OLIVERIO IS ABSENT.

>> THANK YOU. AT THIS POINT, WE'LL REVIEW THE WORK PLAN AND I KNOW WE WANT TO DEFER SOME ITEMS.

>> THAT'S CORRECT, MADAME CHAIR. MOVE B-1, 2, 3 TO THE DATES THEY'RE NOTED ON THE AGENDA.

>> OKAY AND SO DO WE, HOW DO YOU DO THIS? MAKE A MOTION TO DEFER? WITH TWO PEOPLE. MAKE A MOTION TO DEFER.

>> I'LL SECOND THAT.

>> WE HAVE A THIRD PERSON WALKING IN RIGHT NOW. SO WE'RE ACTUALLY, WE HAVE A MOTION TO DEFER THREE ITEMS WE JUST NEED A SECOND. ALL THOSE IN FAVOR, AYE. THAT PASSES UNANIMOUSLY. NOTHING ON THE CONSENT CALENDAR AND OUR FIRST REPORT TO THE COMMITTEE IS ANIMAL CARE AND SERVICE. YOUR REPORT?

>> MADAME, CHAIR, MEMBERS OF THE COMMITTEE. THE DEPUTY DIRECTOR FOR ANIMAL CARE AND SERVICES WILL BE PROVIDING THE REPORT.

>> GOOD AFTERNOON. I'M GOING TO JUST KIND OF BRIEFLY TOUCH ON THE HIGHLIGHTS IN THE REPORT AND THEN OF COURSE, ANY QUESTIONS OR COMMENTS YOU MIGHT HAVE ARE WELCOME. SO, FOR THOSE WHO MIGHT BE LISTENING OR VIEWING, JUST A CLARIFICATION THAT THE CITY OF SAN JOSE ALSO SERVES SEVERAL CONTRACT CITIES. SARATOGA AND LOSCADOS. WE HAVE AN ENTIRE SERVICE AREA ENCOMPASSING 1.2 MILLION PEOPLE OR 65% OF THE PEOPLE ARE IN THE COUNTY OF SANTA CARLA. THIS IS REGARDING THE CALENDAR YEAR 2009 AND STATISTICAL INFORMATION FROM THOSE. TYPICALLY IN THE FIELD SERVICES, THOSE ARE RESPONDING TO SERVICE OUT IN THE COMMUNITIES. WE GENERALLY ARE AVERAGING ABOUT 31,000 CALLS IN A YEAR. IN THE LAST YEAR, THAT ACTUALLY WENT DOWN. THE CATEGORIES CALLS COMPLETED WENT DOWN TO ABOUT 29,000 AND THERE'S A COUPLE OF REASONS IN THAT. ONE IS THE LAST BUDGET CYCLE, WE REDUCED THE NUMBER OF ANIMAL CONTROL OFFICERS BY ONE, SO THERE'S FEWER OFFICERS RESPONDING. WE REDUCED THE TYPES OF CALLS WE RESPOND TO. WE PICKED SOME LOW-PRIORITY CALLS WE'RE NO LONGER ABLE TO GO OUT AND SERVICE. WE'LL SEND LETTERS IF WE RECEIVE A COMPLAINT AND THE PERSON KNOWS WHERE THAT ANIMAL OWNER LIVES, WE'LL SEND THEM A NOTICE SAYING WE'VE GOT A COMPLAINT ABOUT THIS. HERE'S WHAT THE LAWS ARE IN THE CITY, BUT WE DON'T PHYSICALLY RESPOND TO MANY OF THOSE ANYMORE. THOSE ARE THE REASON WHY YOU'RE SEEING THE CALLS GOING DOWN. IT'S ABOUT A 5% CHANGE. ON PAPER TWO, YOU CAN SEE WE HAVE A GRAPH THERE SHOWING WHAT SORT OF THE COMMON TYPES OF CALLS ARE. AND THOSE ARE DEAD ANIMAL, STRAY OR CONFINED WILD ANIMALS OR DOMESTIC ANIMALS. - MUNICIPAL CODE INVESTIGATIONS. CARE AND CONDITION AS TO NOT CLEANING UP AFTER ANIMALS AND BITES AND QUARANTINES AND STRAY DOGS AND THE LAST PART FALLS IN THE LAST THIRD. SO, THE ONE THING TO MAKE SURE THAT EVERYONE IS AWARE OF, IS THAT IF THE CALL, EVEN A CALL THAT WE'VE SAID WE CAN'T RESPOND TO, IF THERE'S A HEALTH OR SAFETY ISSUE ASSOCIATED WITH IT WE'RE STILL GOING TO RESPOND, EVENTHOUGH WE'RE SAYING WE'RE NOT PRIORITIZING SOME OF

THOSE THINGS SO SOMETIMES THEY DO GET IF WE THINK THERE'S A DANGER IN THE COMMUNITY. SO, LAST YEAR IN THE SHELTER WE TOOK IN OVER 19,000 ANIMALS. ABOUT 6,600 DOGS. ALMOST 11,000 CATS AND KITTENS AND ABOUT 1800 OTHER ANIMALS. THOSE ARE RABBITS AND CHICKENS AND REPTILES AND BIRDS AND VARIOUS. OUR CAT INTAKES HAVE INCREASED A LITTLE BIT IN COMPARED TO LAST YEAR BUT ONE THING I WANT TO POINT OUT IS 2009 WAS A CONTRAST OF TWO HALVES. THE FIRST HALF WAS LIKE 2008 WHICH WAS A ROUGH YEAR TO US, PRIMARILY WE BELIEVE BECAUSE OF THE ECONOMY. OUR ANIMAL INTAKES WENT UP DRAMATICALLY AND IN THE SECOND HALF OF 2009, IT SEEMS LIKE THE ECONOMY WAS AT LEAST FLATTENING AND IT ALSO FLATTENED OUR ANIMAL IN-TAKE, PARTICULARLY WITH CATS. WE'VE TAKEN IN FEWER AS COMPARED TO THE YEAR BEFORE. WE'RE GETTING BACK ON TRACK WITH 2007 WHERE WE SAW CONSISTENT DECLINES. MAYBE WE'RE COMING BACK DOWN AGAIN. PROBABLY RELATED TO - WE DO A LOT OF SPAY AND NEUTERING IN THE COMMUNITY AND WE THINK THAT'S HAVING AN EFFECT BUT ALSO, PROBABLY RELATED TO THE ECONOMY, AT LEAST STABILIZING. SO, OVERALL, IF YOU LOOK AT THE FIRST HALF OF 2009, OUR ANIMAL IN-TAKES WERE UP 4% BUT IN THE SECOND HALF THEY WERE DOWN 4%, SO THAT'S AN 8 POINT SHIFT IN JUST SIX MONTHS, SO THAT'S ENCOURAGING. WE HOPE TO SEE THAT TREND CONTINUE IN THIS YEAR. SO FAR JANUARY HAS HELD THAT TREND. SO WITH ANY LUCK - SO OUR ADOPTIONS WERE UP FOR THE YEAR ABOUT 6%. - AND IN FACT, TOOK US TO A NEW RECORD OF 3,146 SO THAT'S MOST ANIMALS WE'VE ADOPTED OUT IN ANY 12-MONTH PERIOD SINCE OPENING AND PART OF THAT IS DUE TO MARKETING. WE DID MORE SALES AND PROMOTIONAL EVENTS AND GETTING OUR NAME OUT THERE MORE, AND ALSO WE THINK PEOPLE ARE LOOKING FOR A LITTLE BIT BETTER DEAL. WHEN YOU GO TO THE SHELTER, ANIMALS ARE NOT THAT EXPENSIVE AND ALREADY HAVE SHOTS AND MICROCHIPS AND LICENSES SO YOU GET A LOT OF SERVICES ALONG WITH THE PURCHASE OF THE ANIMAL. UNFORTUNATELY, OUR RESCUE GROUPS DID NOT HOLD UP AS WELL. RESCUE DECLINED ABOUT 6%. SOME OF THEM ACTUALLY STOPPED DOING RESCUE AND THAT'S PRIMARILY, AGAIN, BECAUSE OF THE ECONOMY. OTHERS HAD A SLOWER TIME MOVING ANIMALS. ONE OF THE BARRIERS RESCUE GROUPS HAVE IS THEY TEND TO CHARGE MUCH MORE MONEY FOR AN ANIMAL THAN WE DO. THEY HAVE A LOT OF COSTS TO RECOVER FROM THE ADOPTION BECAUSE IT'S REALLY THEIR OWN REVENUE SOURCE SO IT'S NOT UNHEARD OF TO SEE THEM CHARGE TWICE AS MUCH, SO THEY'RE PROBABLY SUFFERING WITH THE PRICE POINT. BECAUSE OF THAT, FEW ANIMALS MOVE THROUGH THE SYSTEM THAT WAY. ANOTHER THING THAT HAPPENED THE LAST YEAR WAS THE HUMANE SOCIETY OF SILICONE VALLEY, OUR LARGEST PARTNERS, WHO WERE FOR 75 YEARS IN SANTA CARLA. THEY MOVED AND WENT TO MILPITAS AND THE FACILITY IS SMALLER SO THEIR CAPACITY TO RESCUE ANIMALS IS EFFECTED. SO AS FAR AS EUTHANIZING IT WAS TWO DIFFERENT PARTS OF YEAR. IN THE FIRST HALF, IT INCREASED DRAMATICALLY UP 16% BUT INCREASED SOMEWHAT DRAMATICALLY DOWN 9%. THERE WAS A LARGE POINT SWING OVER THE COURSE OF A YEAR, SO COMBINED OVERALL OF THE CHANGE WAS ONLY ABOUT ONE PERCENT CONSIDERING THE CHANGE OF ANIMALS IN THE FACILITY. WE WERE ABLE TO HOLD OUR OWN AND EVEN WITH THE INFLUXES IT DIDN'T PUSH THE RATE TOO FAR OR ANOTHER. MONTH-TO-MONTH IT'S KIND OF A JAGGED THING BUT OVER THE COURSE OF TIME, YOU WE WERE ABLE TO EVEN IT OUT. THE REVERSE OF THE - HOW MANY ANIMALS WE SAVE. 49% WHICH IS NOT QUITE AT 50%, OUR TARGET AND CERTAINLY NOT WHERE WE WANT TO BE. OUR TARGET WAS ACTUALLY HIGHER BUT WE KNEW WITH THE INFLUX IT WOULD BE DIFFICULT TO IMPROVE ON THE TARGET SO WHEN YOU HAVE A GROWING CITY AND WE'RE ADDING UP THE PORTION OF THE CITY AND OTHER INCORPORATED AREAS, HOLDING STEADY IS SUCCESS TOO, BECAUSE IT'S NOT PUSHING US BACKWARD SO WE'RE ABLE TO ABSORB WHAT'S HAPPENING WITHOUT LOSING GROUND, BUT I REMAIN HOPEFUL IN 2010 THAT WE'LL

BE ABLE TO ACTUALLY PUSH THAT NUMBER UP. I ALSO TALK ABOUT THE FACT THAT THERE'S A DISPARITY, OF COURSE, BETWEEN DOGS AND CATS. WE SAVE ABOUT 70% OF DOGS AND ONLY A THIRD OF THE CATS. MUCH MORE WORK TO BE DONE WITH CATS REGARDING THAT. SPAYING AND NEUTERING, WE DID NOT QUITE 4600 IN ADDITION TO THE SPAY AND NEUTERS IN THE SHELTER FOR ADOPTED ANIMALS. WE DID ALMOST 8,000 SPAYED AND NEUTERS LAST YEAR OF ANIMALS THAT ARE NOW OUT IN THE COMMUNITY NOT CAPABLE OF BREEDING. TRYING TO STAY COMMITTED TO THAT COURSE OF REDUCING THE NUMBER OF BREEDING ANIMALS IN THE COMMUNITY. THIS YEAR WE'LL ALSO START DOING DOGS. WE HAVE NOT IN TRADITION DONE IT. WE'VE NOT HAD THE RESOURCES TO DO IT BUT WE'LL START SQUEEZING IN A FEW. ABOUT TEN A WEEK. OVER THE COURSE OF THE YEAR THAT'S STILL 500. THE DOG CATEGORY IS ONE THING WE'VE SEEN SUSTAINED INCREASES EACH YEAR FOR THE LAST THREE OR FOUR YEARS. CATS HAVE AT LEAST BEEN UP AND DOWN SO WE KNOW WE ARE LIKELY HAVING SOME EFFECT EVENTHOUGH IT'S MIXED RESULTS. DOGS HAVE A CONSISTENT PATTERN. MARGINALLY WITH CHIHUAHUAS. THE RISE IN POPULARITY TOO HAS HAD A SIGNIFICANT IMPACT ON THE SHELTER INTAKES. IN FACT, THEY MORE THAN MAKE UP FOR THE ENTIRE INCREASE IN THE DOG POPULATION WE'VE BEEN SEEING. SO IT'S JUST A POPULAR BREED AND RIGHT NOW THERE ARE GOOD BREEDERS SO WE JUST SEE MORE AND MORE AND MORE OF THEM. SMALL DOGS ARE IN FAVOR. - A LOT MORE CONVENIENT THAN LARGE DOGS, PARTICULARLY IN THE CLOSER URBAN ENVIRONMENTS. SMALLER ANIMALS ARE MORE CONVENIENT. WE'LL START UP SEEING THIS YEAR HOW WE CAN DO WITH MORE DOGS FOR THE PUBLIC. WE WERE AUDITED IN 2009. THE REPORT IS AVAILABLE ON-LINE SO YOU CAN CLICK ON IT IF YOU'RE ON-LINE WHERE THE REPORT IS UNDER THE COMMITTEE. I WANTED TO TOUCH ON SOME OF THE BIGGER ISSUES. ONE OF THE RECOMMENDATIONS INCLUDED AN INCREASE FOCUS ON ANIMAL-LICENSING WHICH IS SOMETHING WE HAVE BEEN DOING BUT THEY JUST DID A MORE DETAILED ANALYSIS. BETTER COMPARISONS TO OTHER JURISDICTIONS AND WE'RE FAR FROM BEING AT SORT OF THE BOTTOM OF THE PACK. WE'RE SORT OF IN THE MIDDLE WHEN IT COMES TO COMPLIANCE BUT I THINK WE'RE AHEAD IN TERMS OF OUR STRATEGY. OUR LICENSE REVENUES ARE INCREASING PRETTY NICELY EACH YEAR, YEAR-AFTER-YEAR. SO WE FEEL LIKE YOU'RE ON - THE RIGHT TRACK. OBVIOUSLY COST RECOVERY IS ALWAYS AN IMPORTANT ASPECT. THAT IS PRIMARILY GOING TO BE ATTACHED TO THE ANIMAL-LICENSING EFFORTS AND THEN, OUR ADJUSTED RESPONSES TO THE FIELD SERVICES, SO EVEN BEFORE WE HAD ELIMINATED AN ANIMAL SERVICES OFFICER IN THE BUDGET PROCESS THE AUDITOR WAS RECOGNIZING WE HAD THIS SIGNIFICANT BACKLOG OF CALLS WE WERE NOT EVEN ABLE TO GET TO IN A TIMELY MANNER, SO PART OF THE SUGGESTION WAS TO TAKE OUT SOME CATEGORIES AND SAY, WE CAN RESPOND WITH A LETTER IF WE HAVE INFORMATION HERE BUT WE ARE NOT GOING TO BE ABLE TO PHYSICALLY RESPOND IN EVERY SITUATION. WE'VE GONE ALONG WITH THAT. AND THERE'S SOME ADJUSTMENTS TO THE CITATION PROCESS. ADMINISTRATION PROCESS FOR MOST OF THE CITATIONS, PARTICULARLY RELATED TO LOWER LEVEL OFFENSES LIKE NOT HAVING A LICENSE OR LETTING A DOG RUN LOOSE. A CRIMINAL PROCESS IS THE DISTRICT ATTORNEY'S OFFICE WHERE WE HAVE MORE CRUELTY CRIMES. WE NEED TO TIGHTEN THAT PROCESS AND THAT WE'VE DONE. ALL THAT TO REVIEW ON-LINE INCLUDING ADMINISTRATION'S RESPONSE TO THOSE RECOMMENDATIONS AND THEN REVENUES AS I MENTIONED EARLIER, PRIMARILY WE'RE FOCUSING ON LICENSES REVENUES. WE INCREASED ANIMAL ADOPTIONS AND THAT'S MORE REVENUE AS WELL. THERE'S ALWAYS A FOCUS THERE BUT ALSO WERE CONCERNED ABOUT SORT OF HOW WE WERE ORGANIZING OUR RESOURCES DEVOTED TO PURSUING LICENSES. WE'VE WORKED OUT SOME OF THE KINKS AND NOW THERE'S BEEN A SIGNIFICANT BACKLOG IN THE PROCESSING AND WE'RE WATCHING UP WITH THAT AND THEN WE'LL START

UP WITHOUT WHICH IS EFFORTS TO PARTNER WITH BOTH THE VETERINARIANS AND HAVE INFORMATION IN THE LIBRARIES AND COMMUNITY CENTERS, BUT ALSO AREAS WHERE PET OWNERS MIGHT GO, FOR INSTANCE, PET STORES WHERE WE CAN DISTRIBUTE LICENSE INFORMATION. WE HAVE A CAMPAIGN THAT'S VERY POSITIVE ABOUT THE ASPECTS OF LICENSING. IT'S NOT, YOU HAVE TO PAY. IT TALKS ABOUT THE BENEFITS TO THE OWNER, PET AND COMMUNITY AND THAT YOU'RE SUPPORTING ALL THESE THINGS BY PAYING YOUR LICENSE FEE. WE FEEL IT HAS A GOOD POSITIVE ANGLE SO WE'LL BE PURSUING THAT A LOT MORE THIS YEAR. WE'VE ALSO LOOKED AT MORE GRANTS. WE GOT A SMALL ONE FOR ABOUT \$20,000. THAT WAS A STARTER GRANT BUT IT OPENS UP A WORLD OF GRANTS THAT ARE MUCH LARGER THAT WE HOPE TO QUALIFY THIS YEAR AND MONEY COULD COME IN 2011, BUT POTENTIALLY SEVERAL \$100,000S OF DOLLARS IN GRANTS. - HOPING TO REINVEST AND EXPAND IN AREAS GENERATING REVENUE IN ADOPTION AND LICENSING WHICH LEAD TO THE BUDGET PROPOSAL. AS YOU'LL SEE, IT WILL MOSTLY FOCUS ON REVENUE GENERATION TO REDUCE THE IMPACT OF THE ANIMAL SERVICES BUDGET ON THE GENERAL FUNDS. WE DO HAVE SEVERAL MANDATORY SERVICES AND WITH THAT WE HAVE SERVICES THAT COST MORE THAN THEY PROVIDE TO DO. WE'RE LOOKING AT DISCRETIONARY SERVICES NOT REQUIRED BY LAW OR GENERATING MONEY. THOSE HAVE BEEN PRIORITIZED AS ALTERNATIVES IN THE REVENUE IF THINGS DON'T LOOK GOOD. SO WE HAVE PRIORITIZED THAT AND I'VE LISTED WHAT SOME OF THE THOSE ISSUES MIGHT BE IN TERMS OF DISCRETIONARY THINGS AS VARIOUS TYPES OF MUNICIPAL CODE ENFORCEMENT. DELAYING PICK UP OF ANIMALS. THINGS LIKE THAT. FEW MORE DAYS. ALL OF THAT IS PART OF OUR SORT OF STRATEGY FOR THE YEAR. AND THEN, IN THE LAST BIT THERE, I JUST GAVE YOU FIVE YEAR DATA. THE ANIMAL SHELTER TURNED FIVE IN OCTOBER OF THIS LAST YEAR. SO I WANTED YOU TO SEE HOW MANY ANIMALS THAT WENT THROUGH THERE. NOT QUITE 29,000 DOGS AND A LITTLE OVER 53,000 CATS AND 5,000 OF EVERYTHING ELSE AND ANOTHER 3,400 WILD ANIMALS. OUR OFFICERS RESPONDED TO OVER 150,000 CALLS FOR SERVICE AND SPAY OR NEUTERED OVER 28,000 DOGS AND CATS AND SOME RABBITS IN THERE. AND RETURNED OR ADOPT OR SAVED MORE THAN 39,000 ANIMALS GOING THROUGH THE SYSTEM SO IT IS A HIGH VOLUME SHELTER THERE'S NO DOUBT, BUT IT SERVES A LOT OF PEOPLE. IN 2010, SOME OF THE THINGS I'VE TOUCHED ON. WE WANT TO IMPROVE ADOPTIONS AND THERE'S AN EMPHASIS ON CONTROLLING FERAL CATS BECAUSE THEY'RE BREEDING IS CAUSING THE HIGH EUTHANIZING IN NUMBERS OF CATS AND IDENTIFYING ADDITIONAL REVENUE ENHANCING. THOSE ARE ALL BEING FOCUSES FOR THE YEAR. WITH THAT, ANY QUESTIONS?

>> THANK YOU FOR THAT REPORT. VERY WELL PRESENTED TO US. WITH EVERYTHING THAT YOU'VE BEEN ABLE TO DO, AND I KNOW THAT SOME OF MY COLLEAGUES MAY HAVE SOME QUESTIONS. VICE-CHAIR?

>> YOU MENTIONED THAT YOUR - THE FIRST SIX MONTHS YOU HAD A 4% INCREASE. WHERE DID I SEE THAT?

>> PAGE THREE, MIDWAY DOWN.

>> TALKED ABOUT A 4% INCREASE BUT IN EUTHANASIA IT WAS 6% IN THE FIRST HALF. IF YOU'RE GETTING 4% MORE, WHY ARE THE EUTHANASIAS SO HIGH?

>> IT'S AN INDICATOR IN THE FIRST HALF OF THE YEAR WE DIDN'T HANDLE IT AS WELL AS WE WOULD HAVE LIKED, SO EVEN THOUGH IT'S NOT EQUIVALENT, IT COULD MEAN EITHER ONE, THE BEHAVIORAL QUALITY OR HEALTH QUALITY OF THE ANIMALS WERE NOT AS GOOD OR WE

JUST WEREN'T AS GOOD AS MANAGING THE POPULATIONS OR FINDING OUTLETS THAT ARE POSITIVE. ONE OF THE UNFORTUNATELY ASPECTS IS WE CAN'T SORT OF HANG ON TO THEM. THERE'S A DETERMINANT AMOUNT OF TIME AND SPACE WE HAVE SO WHEN YOU GET INTO SPRING AND SUMMER, YOU GET A LOT OF PRESSURE TO MOVE ANIMALS THROUGH THE SYSTEM AND ULTIMATELY, IF YOU CAN'T FIND A POSITIVE OUTLET THE UNFORTUNATE OUTLET WOULD BE EUTHANIZING.

>> SEEMS DISPROPORTIONATE TO THE ANIMALS YOU WERE RECEIVING. CAN I SEE IT GO UP BASED ON THE ADDITIONAL NUMBER OF ANIMALS YOU RECEIVED, IF IT IS THE SECOND ONE, POSSIBLY LOOKING AT YOUR PROCEDURES MIGHT NOT BE INAPPROPRIATE.

>> WE ACTUALLY DID ADD A NEW SHELTER MANAGER THIS SPRING OF 2009, SO IT WOULDN'T SURPRISE ME IF THAT'S PART OF THE REASON YOU SEE SUCH A BIG IMPROVEMENT IN THE SECOND HALF OF THE YEAR COMPARED TO THE CHALLENGES FROM THE FIRST HALF OF THE YEAR. HAVING THAT CONSISTENT SOURCE THERE MANAGING THE MOVEMENT OF ANIMALS AND OUTSOURCING OF ANIMALS. IT WOULDN'T SURPRISE ME IF THAT'S WHY IT IMPROVED AND MAYBE PART OF THE REASON IT WASN'T PERFORMING AS WELL.

>> IF I CAN JUST ADD, THE RESCUE GROUPS FALLOFF EFFECTS THAT. THEY'RE PARTNERS IN AVOIDING EUTHANASIA SO WE LOSE SUPPORT FROM THEM AND IT'S HARDER FOR US TO HAVE ANIMALS.

>> THANK YOU FOR BRINGING THAT UP. THAT WOULD HAVE BEEN HELPFUL TO HAVE THIS PERCENTAGE OF RELEASE TO ANIMAL RESCUE GROUPS - WOULD HAVE MAYBE EXPLAINED THAT EXCEPTIONALLY HIGH FIGURE IN THE EUTHANASIA. YOU SAID YOU GOT THE \$20,000 DOLLAR GRANT AND THAT CREATED POSSIBILITY FOR ADDITIONAL GRANTS. HOW DOES THAT BECOME A GATEWAY? I THOUGHT THAT WAS FASCINATING.

>> THERE'S AN AGENCY THERE CALLED MADDYS FUND AND THEY HAVE A QUARTER OF A MILLION DOLLARS THEY MANAGE. THEY HAVE A FEW DIFFERENT PROJECTS BUT ONE OF THEM IS A PROBLEM IN THE INDUSTRY OF ANIMAL CONTROL - IS WE DON'T ALL SORT OF COMPARE EASILY, APPLES TO APPLES. WE ALL SORT OF REPORT STATISTICALLY DIFFERENT SO PART OF WHAT THEY'RE DOING IS TRYING TO GET EVERYBODY USING THE SAME TERMINOLOGY SO IT'S EASIER TO COMPARE. SO THEY'RE WILLING TO PAY AGENCIES TO GET ON TO THEIR SYSTEM AND START REPORTING IN THE WAY THEY WANT AND DOING IT PUBLICALLY. WHAT THAT DOES IS ONCE YOU START USING THEIR SYSTEM OF REPORTING, NOW IT ALLOWS THEM TO EVALUATE AND CATEGORIZE ANIMALS IN THEIR CLASSIFICATION. THAT GETS YOU INTO THEIR GRANT SYSTEM FOR EACH CATEGORY. SO IT'S JUST THAT FIRST LITTLE STEP. THE INCENTIVE TO SAY START REPORTING THIS WAY AND IT OPENS THIS BIG DOOR.

>> THAT'S GOOD NEWS. I WAS CURIOUS. CAN YOU GIVE ME EXAMPLE OF THE SERVICES THAT ARE MANDATORY? YOU MENTIONED THE ONES THAT ARE DISCRETIONARY.

>> PRIMARILY, RABIES CONTROL. THINGS ASSOCIATED WITH THAT INCLUDE, VACCINATION. LICENSING SYSTEMS ARE DESIGNED TO MONITOR RABIES COMPLIANCE. YOU CAN'T GET THAT WITHOUT RABIES VACCINATION. ALL PEOPLE ARE REQUIRED TO HAVE A LICENSE FOR THEIR DOG OR CAT. SO WHEN YOU TRY TO CONTROL RABIES, YOU QUARANTINE ANIMALS THAT BITE HUMAN BEINGS. IF A DOG OR CAT BITES A PERSON THERE ARE PROTOCOLS WHERE THE ANIMAL IS EVALUATED TO MAKE SURE THEY DIDN'T HAVE

RABIES TO GIVE THAT TO SOMEONE ELSE. MAINTAINING A SHELTER SYSTEM. PROVIDING MEDICAL CARE. WE HAVE CERTAIN MINIMAL STANDARDS OF HOLDING ANIMALS SO IF THE OWNER IS LOOKING FOR AN ANIMAL THEY HAVE THE OPPORTUNITY TO COME AND LOOK FOR THE ANIMAL PRIOR TO US MAKING DECISIONS OF WHAT TO DO WITH THE ANIMAL. THOSE ARE THINGS WE HAVE TO DO BY LAW.

>> ONE LAST COMMENT. DEAD ANIMAL REMOVAL. I DON'T CONSIDER THAT OPTIONAL.

>> IT ISN'T REALLY. WHAT I WAS SAYING IS, IF WE GOT TO THAT POINT IT MIGHT TAKE LONGER.

>> YOU KNOW WHAT HAPPENS IN FOUR DAYS WITH A DEAD ANIMAL? THAT NEEDS TO BE PRIORITIZED. THAT'S A HEALTH AND SAFETY ISSUE.

>> YEAH, I CAN APPRECIATE THAT.

>> ALL RIGHT. THANK YOU.

>> THOSE ARE VERY GOOD QUESTIONS. COUNCIL MEMBER OLIVERIO?

>> THANKS FOR THE REPORT. QUESTION ON THE POSSIBILITY OF RAISING REVENUE. YOU STILL OBVIOUSLY GET A FAIR AMOUNT OF CALLS ON OFF-LEASH DOGS AND PARKS AND THAT COMES WITH A TICKET. I BELIEVE 100% OR 93% WOULD COME TO THE CITY. CAN THAT BE USED IN THE SAME WAY WE USE PARKING TICKET? ANY NUMBER OF PARKS HAVE MISUSE OFF-LEASH DOGS?

>> ONE THING THAT CAME UP IN THE AUDITORS REPORT - WE WERE GENERATING A LOT OF REVENUE BUT IT WASN'T BEING CREDITED TO THE DIVISION ACTIVITY. STARTING THIS YEAR IT IS NOW A LINE ITEM IN THE REVENUE. SO FAR THIS YEAR IT'S A QUARTER OF A MILLION DOLLARS OF REVENUE. ALTHOUGH MOST OF IT IS LICENSING IT'S A HUNDRED DOLLAR CITATION FOR THE FIRST OFFENSE. TYPICALLY, IF WE DO PARK CONTROLS FOR OFF-LEASH DOGS WE GIVE PEOPLE A WARNING ON THE FIRST OCCASION. - TYPICALLY MAKE SURE, YOU UNDERSTAND WHAT IS THE LAW AND HERE'S WHAT YOU HAVE TO DO. THAT DOESN'T MEAN WE COULDN'T TAKE A TACT OF CITING EVERY VIOLATION. WE COULD. WE'RE NOT EVEN PATROLLING THAT AS A RESULT OF LOSING AN OFFICER. THE OFF-LEASH DOGS IN THE PARK ARE NOT AS BIG A PRIORITY AS OTHER THINGS WE DO.

>> EVEN THAT THE TICKETS WOULD PAY THAT PERSON'S SALARY?

>> WELL A FEW. YOU HAVE TO WRITE A FEW.

>> I THINK WHEN YOU GO TO THE PARKS THERE'S USUALLY 10-15 PEOPLE AND THE PARKS ARE PROPERLY SIGNED.

>> RIGHT.

>> SO WITH HALF A BODY, YOU COULD GENERATE THE SALARY FOR MAYBE TWO PEOPLE IF THE PERSON SPENT HALF THEIR TIME DOING THAT. ONE OF THE ISSUES WE HAVE IS WE HAVE A PRIORITIZATION OF CALLS AND WHEN WE GET THOSE EMERGENCY CALLS WHERE ASSISTING THE POLICE OR ARRESTING AND GETTING ANIMALS. THE PERSON THAT THE MIGHT BE ASSIGNED IT MAY STOP BY A PARK AND DO PATROL. YOU GOT TO LEAVE BECAUSE THE EMERGENCY TAKES THE PRECEDENCE, SO IN ORDER TO BE EFFECTIVE WE

HAVE TO SAY YOUR WHOLE PURPOSE IS GETTING OUT THERE WRITING TICKETS, GENERATING REVENUE. CATCHING PEOPLE WITH THEIR DOGS OFF-LEASH.

>> I GET THE WHOLE THING. THE FACT IS THAT PERSON DOES NOT HAVE TO STAY THERE ALL DAY. THEY CAN VISIT RANDOMLY ONCE IN A WHILE BECAUSE THEY'RE NOT BEING VISITED AT ALL AND IN REALITY THAT BRINGS IN REVENUE. AS MUCH AS YOU HAVE TO BALANCE CALLS FOR SAFETY, WHOEVER HAS AN HOUR FREE DURING THE DAY, IF THEY WENT TO THE PARKS THAT WERE ALWAYS CALLED IN, JUST A FEW TICKETS COULD HELP TO COVER COSTS FOR OTHER EMPLOYEES TOO.

>> AGREED.

>> THANK YOU. I JUST WANT TO FOLLOW UP ON THAT QUESTION. IS THAT SOMETHING YOU SAID YOU WOULD FOCUS ON GENERATING REVENUE? IS THAT EVEN SOMETHING THAT YOU'RE CONTEMPLATING TO ENCOURAGE STAFF, TO GO OUT TO THE PARKS AND ENFORCE SOME OF THE POLICIES THAT ARE CITED ON THE PARK?

>> THAT'S NOT AN AREA THAT WE'RE UP TO THIS POINT, CONSIDERED HAVING THEM PRIORITIZED. IN TERMS OF GENERATING REVENUES BY WRITING TICKETS FOR OFF-LEASH VIOLATIONS.

>> YOU BELIEVE THAT'S SOMETHING WE SHOULD DISCUSS AT BUDGET?

>> I CERTAINLY WOULD LIKE TO ASK THE CITY MANAGE'S OFFICE. WE HAVE CLEARLY - THEY'RE MARKED FOR OFF-LEASH DOGS AND OPPORTUNITY TO COVER WHAT SALARIES. YOU TELL ME.

>> I THINK THAT'S APPROPRIATE TO TAKE A LOOK AT THAT AS A POSSIBLE REVENUE OPPORTUNITY.

>> AND COME BACK?

>> WE CAN BRING IT BACK OR AS PART OF THE BUDGET PROCESS.

>> I THINK PART OF THE BUDGET PROCESS MIGHT BE BETTER.

>> I THINK IT MIGHT GET LOST.

>> YOU BROUGHT UP SOMETHING THAT'S VERY REAL AND WHEN WE'RE TALKING ABOUT THE BUDGET AND IN LIGHT OF THE DEFICIT, I THINK IT WARRANTS A CONVERSATION. WHEN IT'S TIME TO MAKE THE MOTION IF YOU COULD ADD THAT IN THERE.

>> I WOULD ONLY ASK IS THERE A FAIR AMOUNT OF TIME YOU COULD COME BACK TO THE COMMITTEE? WOULD YOU SAY X-AMOUNT OF TIME?

>> I COULD PUT SOMETHING TOGETHER. IT'S A MATTER OF GETTING ON THE AGENDA.

>> APRIL?

>> APRIL IS FINE.

>> VICE-CHAIR, DID YOU WANT TO ADD TO THAT?

>> NOT TO LOOK AT IT IN ISOLATION BUT TO LOOK AT IT COMPREHENSIVELY.

>> SURE.

>> TO RESPECT THE SUGGESTION, BUT TO SEE IT IN THE CONTEXT OF ANIMAL CONTROL EXPENSES, I ABSOLUTELY AGREE. IF THERE'S SOME WAY YOU HAVE AN OFFICER, I'M JUST CONCERNED IF WE ONLY LOOK AT THE REVENUE GENERATION, WE'RE NOT SEEING THE CONTEXT OF THE WHOLE ANIMAL CONTROL BUDGET AND THAT GETS TO WHAT NORA SAID ABOUT BRINGING IT BACK IN THE BUDGET, BUT WE CAN CERTAINLY PULL IT OUT AND DISCUSS IT IN COUNCIL.

>> I SEE IT AS A LARGE ISSUE WHEN X-AMOUNT OF MONEY IN COMPARISON TO TALKING TO 100,000,000 DOLLARS IS SORT OF TOUGH - WE'RE GOING TO BE IN THOSE BUDGET MEETINGS FOR 12 HOURS AND WE TALK ABOUT SOMETHING SO SMALL AND DETAILED AS THIS.

>> WE TALK ABOUT FEES AND CHARGES AND WOULD THAT BE PART OF THAT CONVERSATION OR PART OF THE LARGER CONVERSATION?

>> YOU FOLD UP YOUR FEES AND CHARGES IN THE ANIMAL SERVICES.

>> WE DO BUT USUALLY IT'S AMOUNT OF THE FEES AS APPOSED TO WHAT THE COUCLMEMBER IS SUGGESTING. HOW YOU DEPLOY AND ENFORCE. I THINK THE QUESTION BECOMES, WHAT ARE THE REVENUE OPPORTUNITIES AND WHAT ARE THE EFFECTS ON SERVICE DELIVERY THAT YOU HAVE BECAUSE YOU'RE MAKING A CHOICE AS TO HOW TO SPEND THOSE PEOPLE'S TIME? IT'S - WE HAVE A BACKLOG NOW ON CALLS SO WE HAVE TO LOOK AT HOW DOES THAT BACKLOG GROW, WHAT KIND OF CALLS NOW ARE - THAT WE'RE NOT GETTING TO OR GETTING TO SLOWER AND THAT'S WHAT WE WOULD LAY OUT FOR YOU. - IN A FOLLOW UP REPORT.

>> YOU ENVISION THERE BEING A REPORT COMING REGARDING HAVING PERSONNEL AND THEN REFERRING THAT TO THE COUNCIL FOR BUDGET CONSIDERATION DURING THE PROCESS? I THINK TO TAKE ANY ACTION OUT OF THE BUDGET PROCESS DOESN'T FEEL RIGHT.

>> I'D LIKE THE OPPORTUNITY FOR THE CONTENT EXPERTS TO COME BACK AND SAY, HEY, IF WE BUDGET, YOU KNOW, 12 HOURS A WEEK BETWEEN TWO PEOPLE, THIS IS WHAT WE THINK WE CAN BRING IN AND BALANCES ARE NEEDED TO ANIMALS IN THE SUMMER. RABIES AND ET CETERA. I THINK THAT'S WHAT I'M LOOKING AT. IS IT DOABLE ON YOUR SIDE OF THE FENCE? I SEE IT'S A, HEY I CAN BRING IN THE REVENUE WHILE IN THE SAME TIME ENFORCING THE LAWS IN THE PARKS.

>> WOULD YOU SEE IT REFER TO THE BUDGET PROCESS WITH THE ADDITIONAL SUPPORT?

>> YEAH, I THINK THE BEST STEP IS TO HAVE STAFF COME BACK WITH A REPORT IN APRIL AND GIVE YOU A CONCEPT AS A REVENUE-GENERATING OPPORTUNITY. REVIEW, DISCUSS IT AND ANY DECISION REGARDING THAT WOULD BE PART OF THE BUDGET PROCESS.

>> PERFECT. GOOD.

>> I'M JUST THINKING BECAUSE OF THE TIMING AND BUDGET, WE MAY ACTUALLY NEED TO COME BACK TO YOU IN MARCH. IT'S HARD IN APRIL.

>> THAT'S FINE.

>> WE LOOK FORWARD TO SEEING YOU IN MARCH. I THINK THE WAY YOU OUTLINED IT IS WHAT WE'RE LOOKING FOR TO HAVE THAT DISCUSSION. FIRST OF ALL, ON ANOTHER NOTE, I WANT TO CONGRATULATE YOU FOR ACHIEVING 92% RESPONDING TO YOUR PRIORITY CALLS AND I KNOW YOU TALKED ABOUT, PRIORITY TWO AND PRIORITY THREE AS WELL, DO YOU TRACK THOSE AND HOW DO YOU TRACK THOSE?

>> WE DO. WE TRACK THEM BUT IT'S NOT A PERFORMANCE MEASURE WE REPORT IN THE BUDGET. IT'S HERE BECAUSE IT'S A PERFORMANCE MEASURE IN THE BUDGET BUT FOR PRIORITY TWO OUR COMPLIANCE LAST YEAR WAS JUST OVER 50%. FOR PRIORITY THREE, OUR LOWEST COMPLIANCE WAS AROUND 80% BUT YOU HAVE TO UNDERSTAND THE TIME FRAMES ARE DIFFERENT SO. PRIORITY ONE CALL IS ONE HOUR OR LESS. PRIORITY TWO CALL IS 8 HOURS OR LESS OR AND PRIORITY THREE IS 36 HOURS, SO THERE'S A LOT MORE TIME TO GET TO THOSE - PRIORITY TWOS HAVE A RELATIVELY LOW COMPLIANCE. THAT'S A MAJORITY OF THE CALLS WE GET - FALL INTO THAT CATEGORY. ABOUT HALF OF THEM AND THE OTHER HALF ARE SPLIT AMONG THE TWO. THAT'S WHERE THE BIGGEST VOLUME AND BACKLOG OF CALL IS - IN THAT CATEGORY.

>> THANK YOU. CONGRATULATIONS ON BEING ABLE TO INCREASE THE ADOPTION. I KNOW YOU TALKED ABOUT MARKETING AND I'M WONDERING IF - CAN YOU CONTINUE TO SUSTAIN THE LEVEL OF MARKETING YOU'VE BEEN DOING IN LIGHT OF THE BUDGET? IS THAT A DISCUSSION WE HAVE DURING BUDGET TIME OR IF YOU WILL BRING SOME LIGHT TO WHERE WE CAN CONTINUE THAT - THOSE EFFORTS?

>> ONE OF THE THINGS WE DID WITH THE \$20,000 WE GOT IS WE PUT SOME INTO MARKETING. WHAT WE'RE TARGETING AND LOOKING FOR IS GRANT MONEY TO ALLOW US TO DO MARKETING - WE REALLY DON'T HAVE GENERAL FUNDS TO DO THAT ANYMORE. WE TAKE IN A LOT OF DONATIONS. WE SORT OF STARTED ACTIVELY MANAGING A DONOR BASE. A BIT MORE LIKE A NON-PROFIT WILL DO. IT'LL GO FROM \$50,000 TO \$75,000 THIS YEAR. OF COURSE AS YOU KNOW, YOU BUILD ON THAT. WE ALSO GET PEOPLE CALLING US. WE KNOW WE'RE GETTING WRITTEN INTO PEOPLE'S WILLS TOO SO THERE WILL BE LARGER THINGS IN THE FUTURE. WE TRY TO GET PEOPLE TO KEEP THE LANGUAGE A LITTLE BIT LOOSE SO WE CAN DECIDE, DOES IT MAKE SENSE TO USE IT FOR ADVERTISING OR ENHANCE THINGS FOR THE ANIMALS IN ADOPTION OR WHATEVER. THOSE ARE THE GRANTS AND DONATIONS WE ASK FOR. SO WE'RE INCREASINGLY TURNING TO THOSE SORTS OF THINGS TO DO MARKETING AND OUTREACH.

>> CONGRATULATIONS AND A GREAT REPORT. IF THERE'S NO OTHER QUESTIONS, WE JUST NEED TO ACCEPT THE REPORT.

>> MOVE TO ACCEPT THE REPORT AS PRESENTED.

>> STAFF REFERRALS BACK IN MARCH?

>> ABSOLUTELY.

>> WITH ALL THAT SAID, WE JUST APPROVE THIS AND LOOK FORWARD TO SEEING YOU IN MARCH. THANK YOU.

>> THANK YOU. CALL FOR THE VOTE. ALL IN FAVOR. AYE. THAT PASSES. NOW WE'LL HAVE JANE LIGHT GIVE US THE LIBRARY PARCEL TAX OVERSIGHT COMMITTEE ANNUAL REPORT.

>> GOOD AFTERNOON. - LIBRARY DIRECTOR, AS I'M SURE YOU REMEMBER THE CITIZEN OVERSIGHT FOR THE PARCEL TAX. YOU APPOINTED THE LIBRARY COMMISSION TO FULFILL THAT ROLE TOO AND ALL THE NUMBERS ARE AT WORK AND VERY HAPPY TO BE AND THEY ASKED ME TO PRESENT THEIR REPORT TO YOU. THIS WAS THE REPORT FOR FISCAL YEAR 2008-2009. THEIR RECOMMENDATION IS THAT YOU RECOMMEND THAT THE NEIGHBORHOOD SERVICES & EDUCATION COMMITTEE ACCEPT THIS REPORT AND THAT YOU ALSO IN YOUR ACTION ACCEPTANCE SPECIFICALLY INCLUDE THE ATTACHED AUDIT DOCUMENTS. THE ANNUAL AUDIT. AND - WANTED TO JUST KIND OF LOOK AT THE STATUS OF THE TAX SINCE IT WAS RENEWED IN 2005 AND SPECIFICALLY, THIS LAST YEAR. WE WANTED TO REMIND YOU THAT TIME KIND OF FLIES SOMETIMES AND THAT LAST YEAR WAS THE FOURTH YEAR OF THE TEN-YEAR PARCEL TAX PERIOD. SO WE'RE NOW IN THE FIFTH YEAR AND THE OVERSIGHT COMMITTEE HOPES THAT COUNCIL WILL CONSIDER PLACING A BALLOT MEASURE TO CONTINUE THE PARCEL TAX FOR THE FALL OF 2012 ELECTION. 2014 WOULD BE THE LATEST YOU COULD PLACE IT. HOWEVER, THEN YOU DON'T HAVE A CHANCE FOR ANOTHER REVISION AND AN ADDITION. IT KEEPS OUT OF CONFLICT WITH - WELL, IT HELPS US STAY ON PRESIDENTIAL ELECTION TIME WITH THE HIGH TURNAROUND, ET CETERA. ACTUALLY, PROBABLY NEXT YEAR OVERSIGHT WILL TALK TO YOU ABOUT THAT. IT'S ONLY TWO YEARS AWAY. - AND THE PARCEL TAX PROCEEDS ARE SPECIFICALLY USED ONLY FOR LIBRARY PURPOSES AND THAT INCLUDES, BUT ISN'T REALLY LIMITED TO, THE ACQUISITION OF LIBRARY MATERIALS AND COST OF MAINTAINING THOSE. REPAIR OF BUILDINGS AND EQUIPPING OF THEM AND STAFFING OF THE LIBRARIES. SO - THAT MONEY CURRENTLY IS BRINGING IN ABOUT, INCLUDING INTEREST. \$7.1 OR \$7.2 MILLION A YEAR. THE PER PARCEL AMOUNT FOR A SINGLE RESIDENCE OR A CONDO IS \$27. IT STARTED AT \$25 FOUR YEARS AGO AND IT CAN GO UP NO MORE THAN 3% A YEAR DEPENDING ON THE CPI. AND - THE AUDIT REPORT IS ATTACHED STARTING LAST YEAR, THE NEW CITY AUDITOR FELT WE NEEDED A SEPARATE ANNUAL AUDIT REPORT. THE PREVIOUS ONE WE WERE DOING, THE GENERAL CITY AUDIT INCLUDED THAT AND SHARON'S RECOMMENDATION WAS TO DO IT SEPARATELY. LAST SPRING YOU APPROVED A RETROSPECTIVE LOOK AT THE FOUR YEARS AND NOW YOU'LL GET THEM ANNUALLY GOING FORWARD AND THAT'S ATTACHED. THIS YEAR, THERE WERE NO EXCEPTIONS OR MANAGEMENT COMMENTS. IT WAS A COMPLETELY CLEAN AUDIT. WE WANTED TO ALSO, THE OVERSIGHT COMMITTEE WANTED TO REMIND YOU WHEN YOU DECIDE TO PLACE THE PARCEL TAX ON THE BALLOT IN 2004, PASS A RESOLUTION THAT WOULD MAINTAIN THE PERCENTAGE OF THE GENERAL FUND AT 3.77% OR MORE. - AND THAT EACH YEAR, IN PREPARATION FOR THE REPORT, THE BUDGET OFFICE CALCULATES AND GIVES US DOCUMENTATION OF WHAT THE PERCENTAGE WAS IN 2008-2009 THAT WAS MET. THE OVERSIGHT COMMITTEE IS CONCERNED IF THERE'S GREATER LIBRARY CUTS - THAT THAT MAY BEGIN TO AFFECT THAT. YOUR RESOLUTION WAS NONBINDING IN A LEGAL SENSE. THE VOTERS WHO THOUGHT THAT THEY HAD A DEAL, THAT THEY WOULD PAY EXTRA AND CITY WOULD MAINTAIN IT'S FLOOR, HOW THEY FEEL ON WHERE IT'S BINDING OR NOT WOULD BE WHERE WE FAIL TO MEET THAT AND THAT WOULD REMAIN TO BE SEEN AT THE BALLOT BOX. THERE'S SOME CONCERN. THEY'RE HAPPY WE'RE MEETING IT AT SOME CONCERN BUT IN THE FUTURE THAT'S SOMETHING WE NEED TO LOOK AT AS A MAINTENANCE EFFORT MATTER.

>> THIS LAST FISCAL YEAR WAS JUST UNDER, JUST OVER \$7.1 MILLION. WE EXPENSED 8 MILLION. THAT WAS INTENTIONAL ON OUR PART, THAT WHEN THE PARCEL TAX WAS PASSED

WE WERE CLOSING OUT ASSESSMENT DISTRICT. THAT WAS PASSED BEFORE PROP 218 THAT HAD A SIMILAR AMOUNT OF \$25 PER PARCEL. SO WHEN THE PARCEL TAX PASSED, FIRST WE SPEND UP THE REMAINING MONEY LEFT FROM THAT ASSESSMENT DISTRICT AND THEN WE BEGAN TO PROGRAM THE NEW PARCEL TAX AND RECOGNIZE, WITH 41 FULL-TIME EQUIVALENT EMPLOYEES AND A MAXIMUM OF A 3% INCREASE PER YEAR IN REVENUE, THAT WE NEEDED TO REALIZE THOSE 41 PEOPLE, ASSUMING THAT THE COST OF EACH OF THE PERSONS GOES UP BY MORE THAN THREE 3% A YEAR, MEANT OVER A TEN YEAR PERIOD YOU SEE THOSE 41 PEOPLE GOING UP, MAKING IT HARDER AND HARDER FOR THE EXPENDITURES AND THINGS THAT OUR USERS WANTING. MAKES IT HARDER TO MAINTAIN THAT LEVEL. OUR PLAN WAS TO TAKE THE BEGINNING FUND BALANCE OF NOT HAVING TO SPEND THE FIRST YEAR AND GRADUALLY USE THE FUND BALANCE SO AT THE END OF THE TEN YEARS WE'RE STILL ABLE TO BUY LIBRARY MATERIALS AND NOT HAVE TO REDUCE THAT AMOUNT BECAUSE OF THE COST OF STAFF. THAT'S EXACTLY OUR PLAN AND WE'RE STICKING TO IT SO FAR AND YOU'LL SEE THAT WE STILL HAVE A FUND BALANCE OF ABOUT \$5 MILLION DOLLARS UNDER THAT PLAN. SO THAT WOULD ALLOW US TO CONTINUE AROUND A MILLION DOLLARS A YEAR - OF USING FUND BALANCE UNTIL THE END OF THE PERIOD. WE HAVE A - ON PAGE FOUR YOU SEE ARE CUMULATIVE EXPENDITURES AND OUT OF THE \$8 MILLION LAST YEAR. \$4.7 MILLION WAS FOR PEOPLE. 1.7 MILLION FOR MATERIALS AND ACQUISITIONS. IN THE CITY OF SAN JOSE ALL LIBRARY MATERIALS ARE REGARDED AS CAPITOL MATERIALS. EXPENDITURES AND SOURCE FOR MATERIALS IS THE PARCEL TAX AND LIBRARY SHARE OF CONSTRUCTION AND CONVEYANCE TAX DOLLARS SO WE DID SPEND MORE THAN \$1.7 MILLION. WE SPEND ABOUT \$4 MILLION LAST YEAR INCLUDING THE CONSTRUCTION AND CONVEYANCE TAX DOLLARS BUT AS YOU SEE, THESE DOLLARS ARE ESSENTIAL TO OPERATING THE LIBRARY SYSTEM THAT YOU ARE CURRENTLY ENJOYING WITH. WITH THAT, I'D BE HAPPY TO ANSWER ANY QUESTIONS ON BEHALF OF THE OVERSIGHT COMMITTEE THAT I CAN.

>> THANK YOU, JANE AND MEMBERS OF THE LIBRARY COMMISSION FOR CONTINUING TO BE COMMITTED TO OVERSEEING THE MONEY OF THE BOND OR TAX PARCELS THAT WE PASSED IN 2004. WOW, THAT WENT BY PRETTY FAST AND PEOPLE ARE EXCITED BECAUSE NOW WE HAVE NEW LIBRARIES THROUGHOUT THE CITY OF SAN JOSE. ANY QUESTIONS FROM COLLEAGUES? VICE-CHAIR?

>> WE TALKED BEFORE ABOUT A CONCERN WHERE THE LIBRARY PARCEL TAX GRADUALLY BECOMES MORE AND MORE STAFF AND LESS AND LESS MATERIALS SO I WAS GLAD TO HEAR A STRATEGY TO KEEP THE MATERIALS AT THE LEVEL, WHILE ALSO SUPPORTING THE STAFF. I THINK THAT'S ALSO A PROMISE THAT'S BEEN MADE TO THE COMMUNITY THAT THE PARCEL TAX WOULD FUND MATERIALS AND NOT JUST STAFF AND THAT CONCERNS ME THAT IF THE MATERIALS, WITH ALL THESE BEAUTIFUL NEW LIBRARIES THAT ARE A TREASURE TROVE FOR OUR COMMUNITY. - IF WE HAVE THESE BEAUTIFUL LIBRARIES AND WE'RE NOT ABLE TO PROVIDE SUFFICIENT AND NEW MATERIALS, I THINK THAT'S A TRUST WE HAVE WITH OUR COMMUNITY, SO I'M GLAD THERE'S A STRATEGY TO MAINTAIN THAT AND I KNOW IN A FEW YEARS AS THIS PARCEL TAX, HOW WILL WE CONTINUE TO DO THAT, NEEDS TO BE PART OF THE PARCEL TAX OVERSIGHT. HOW DO WE WORD THAT WHEN WE GO OUT TO THE COMMUNITY AGAIN TO MAINTAIN THE LEVEL OF MATERIALS AS WELL AS LEVEL OF PERSONNEL? THANK YOU, JANE.

>> THANK YOU.

>> COUNCIL MEMBER OLIVERIO?

>> HI. JANE, THANK YOU. ON TUESDAY, ACTUALLY FEBRUARY 23RD, THE COUNCIL WILL BE CONSIDERING TAKING FROM FUND 148 THE LIBRARY PARCEL TAX - TO TAKE THAT MONEY. DOES THAT NEED TO GO TO THE CITIZEN'S OVERSIGHT COMMITTEE?

>> I'M NOT SURE WHAT SPECIFICALLY YOU'RE REFERRING TO.

>> THIS IS FOR THE REDEVELOPMENT FUNDING AGENCY. THERE ARE VARIOUS FUNDS THAT ARE UP FOR BORROWING MONEY AND I'M CURIOUS IF WE HAVE A CITIZEN'S OVERSIGHT COMMUNITY OR COMMITTEE TO TAKE THOSE.

>> COUNCILMAN, I'M NOT AWARE OF THE PART OF THE BUDGET OR THE BALANCING OF THE BUDGET. I DON'T KNOW IF YOU MAY BE TALKING ABOUT INNER FUND LOANS BUT I DON'T THINK THE LIBRARY PARCEL TAX IS.

>> I HAVE AN E-MAIL THAT SAYS LIBRARY PARCEL. IF WE HAVE A CITIZEN'S OVERSIGHT COMMITTEE AND THEN WE, AS A COUNCIL WILL TAKE THAT MONEY AND WHO KNOWS WHEN WE PAY IT BACK.

>> WE APPRECIATE THAT.

>> WE'RE TALKING ABOUT PUTTING IT ON THE BALLOT FOR LATER SO THIS DOESN'T BODE WELL. AS FAR AS STRUCTURE THEY HAVE AN OPINION HERE? LEGAL? SO SHOULD WE DO THIS WITH THE RECOMMENDATION OF THE COMMITTEE? HOW DO WE GET FILLED IN ON THIS TOPIC?

>> STAFF WILL LOOK INTO THAT RIGHT AWAY AND THEN MAYBE WE CAN COMMUNICATE WITH YOU DIRECTLY.

>> MOTION TO ACCEPT THE REPORT.

>> I JUST WANTED TO JUST - JUST TO FOLLOW UP ON VICE-CHAIR'S QUESTION ABOUT MAKING SURE THERE'S FUNDING AVAILABLE FOR MATERIALS IN THE FUTURE AND HOW YOU BALANCE THAT, AND I APPRECIATE YOUR INSIGHT AS TO HOW TO MOVE FORWARD WITH THAT. - BUT I KNOW AS I CONTINUE TO GO OUT TO COMMUNITY MEETINGS, I WAS JUST AT ONE YESTERDAY AND THE QUESTION THAT COMES UP IS LIBRARY HOURS, WHICH THEN THAT TRANSLATES TO STAFF, SO AS WE MOVE FORWARD, WILL YOU BE DOING SOME TYPE OF SURVEY TO SEE WHAT PEOPLE ARE LOOKING FOR AND WHAT THEY'RE WILLING TO GIVE UP IN ORDER TO RECEIVE, OR ARE THEY WILLING TO STAY STATUS QUO ON WHERE THINGS AT RIGHT NOW? I THINK THAT WOULD BE HELPFUL FOR US MOVING CLOSER.

>> I THINK AS WE GET CLOSER, IF WE DO SOME SURVEY AROUND A REPLACEMENT TO UNDERSTAND WHETHER OR NOT PEOPLE ARE WILLING TO INVEST MORE SO THAT WE CAN HAVE THOSE HOURS, ET CETERA, WE WOULD PROBABLY DO THAT IN THE SPRING OF 2012. WE DID - HAD IN FACT, LOOKED BACK IN 2004 BECAUSE WHEN YOU ESTABLISHED THE BENEFIT ASSESSMENT DISTRICT IT WAS \$25 PER PARCEL UN-INFLATED. TEN YEARS LATER HAD IT GONE UP BY THE CPI IT WOULD HAVE BEEN \$30 PER PARCEL. WE TESTED TO SEE IF WE COULD BUMP IT UP AND THE SURVEY AT THAT TIME INDICATED THAT IN ORDER TO REACH THE 2/3 THRESHOLD WE WOULD NOT BE ABLE TO DO SO. PRESUMABLY, WE WOULD TEST SOME OF THOSE THINGS IN THE ENVIRONMENT IN 2012 AND SEE WHERE OUR RESIDENTS ARE AT THAT POINT. THE RECENT RESIDENT SATISFACTION SURVEY THAT CAME TO COUNCIL A COUPLE OF WEEKS AGO SHOWED SINCE 2008 TO THE MOST RECENT. ONE OF THE

QUESTIONS IS ALWAYS HOW SATISFIED ARE YOU WITH LIBRARY SERVICES. IT SCORED HIGHEST OF ANY SERVICE AT 84%. EXTREMELY OR QUITE SATISFIED. SO, I THINK THAT THE FACT WE HAVE BUILT THE NEW LIBRARIES AND THEY CAN PROVIDE A LOT TO MORE PEOPLE MAY MAKE PEOPLE MORE INTERESTED IN CONTINUING TO INVEST IN SOMETHING THAT SERVES THEM BETTER, BUT IT LARGELY WILL DEPEND ON THE ECONOMY AT THE TIME AND WHAT ELSE CONSIDERED. WE'LL TAKE THAT ONE STEP AT A TIME BUT I THINK YOU'RE ABSOLUTELY CORRECT. WE SHOULD TEST SOME OF THAT WHEN WE'RE READY TO THINK ABOUT REPLACING THE MEASURE.

>> I APPRECIATE THAT. ALL THOSE IN FAVOR? AYE. THAT PASSES UNANIMOUSLY. NUMBER THREE IS AN UPDATE ON RECREATION OF E-COMMERCE SYSTEM. WE HAVE DAN AND TRACY, IS THAT CORRECT?

>> MADAME CHAIR, COMMITTEE. GREETINGS ALL. I'M DAN WAX FROM PARKS AND RECREATION, DIVISION MANAGER. WITH ME ON MY LEFT IS THE PROGRAM MANAGER THAT OVERSEES THE RECREATION SYSTEM FOR THE DEPARTMENT. COUPLE OF QUICK BITS OF BACKGROUND INFORMATION FIRST. BEFORE I GET INTO SOME DATA AND DETAILS. YOU MIGHT RECALL WE CAME TO YOU LAST JUNE WITH AN UPDATE. LITERALLY JUST SHORTLY AFTER WE HAD LAUNCHED THE SYSTEM. SINCE THAT TIME, I THINK WE'VE SEEN SOME REAL POSITIVE THINGS NOT ONLY IN REVENUES BUT EFFICIENCIES FOR STAFF AND REPORTING MECHANISMS. AS A REMINDER, WE RECEIVED APPROVAL FROM COUNCIL BACK IN DECEMBER OF 2007, SO LITERALLY WE'VE BEEN WORKING ON THIS PROJECT FOR A LITTLE OVER TWO YEARS AND AGAIN, IT REALLY ATTEMPTED TO AUTOMATE THE PROCESS WITH CUSTOMER ON-LINE ACCESS. WE'RE ANTICIPATED THE PILOT WILL END THIS DECEMBER OF THIS YEAR. SO WE LITERALLY ARE 9-10 MONTHS OUT FROM THERE. THE SYSTEM WENT LIVE A LITTLE OVER TWO YEARS AGO IN DECEMBER AND WHEN - WHEN I MEAN LIVE, IT WAS - WE HAD ACCESS TO IT FROM A STAFF'S STANDPOINT WHERE THEY COULD ENTER INFORMATION AND REGISTRATIONS ON A STAFF LEVEL. IT THEN BECAME MORE OFFICIALLY LIVE IN MARCH WHERE THE INDIVIDUALS FROM THE COMMUNITY COULD GAIN ACCESS TO IT. ACTIVE NETWORK IS THE CURRENT VENDOR THAT'S WORKING WITH US. WE ALSO RECEIVED OR HAD OVER 250 STAFF FROM THE CITY THAT HAVE BEEN TRAINED ON THIS PROGRAM. AN INORDINATE AMOUNT OF SUPPORT FROM OUR DEPARTMENT. SINCE SPRING OF LAST YEAR, WE'RE AVERAGING 35% OF THE LEISURE CLASS TRANSACTIONS AND APPROXIMATELY 60% OF THE AQUATIC AND SUMMER DAY CAMP PROCESS WHERE IS PROCESSED ON-LINE. INCREASED FROM PRIOR. CURRENTLY, ACCORDING TO THE PROCESS OF IMPLEMENTING, WE HAVE ALREADY IMPLEMENTED THE ACTIVITY REGISTRATION. WE'RE IN THE PROCESS OF GETTING THE POINT OF SALES TRANSACTIONS ON-LINE AS WELL AS FACILITY RESERVATION MODULE, ALLOWING US TO RESERVE SPACES. A NUMBER OF EFFICIENCIES HAVE BEEN REALIZED OF SIGNIFICANCE OR NOT ONLY STREAMLINING THE FINANCIAL REPORTING AND PAPERWORK, BUT WE'VE ACTUALLY REDUCED THE AMOUNT OF TIME THAT THE PROCESSING OF MAIL-IN AND FAX REGISTRATIONS FROM 2-3 WEEKS ON AVERAGE IN THE PAST, TO LITERALLY A COUPLE OF DAYS OR SO. SO TO EXTRAPOLATE THAT OVER TIME AND THERE'S A SIGNIFICANT SAVINGS FROM A STAFF EFFORT PERSPECTIVE. CITY-WIDE, PRODUCTIVITY WIDE HAS BEEN REDUCED BY A COUPLE OF MONTHS BY BEING ABLE TO ACCESS INFORMATION IN THE SYSTEM THAT COULD LITERALLY BE TRANSFERRED OVER TO THE CITY-WIDE, ACTIVITY WIDE PROCESS AND PREPARING THAT DOCUMENT. WE HAVE CUSTOMERS THAT NOW CAN REGISTER NOT JUST AT ONE SITE, BUT THEY CAN GO TO A NUMBER OF SITES AND REGISTER FOR MULTIPLE SITES SO IT'S NOT A SIMPLE WALK IN AND MAIL-IN REGISTER, AND REFUNDS HAVE ALSO BEEN STREAMLINED SO

THERE'S EASIER - IN TERMS OF PAPERWORK AND THAT REFERENCE. FIRST YEAR. SOME BIG NUMBERS. \$5.5 MILLION TOTAL REVENUE WENT THROUGH THE SYSTEM. OF THAT, LITTLE LESS THAN 2,000,000 WERE DONE ON-LINE SO THE SYSTEM - WE WOULD BE ABLE TO PROCESS THE MONEY THROUGH THE SYSTEM, BUT FROM AN ON-LINE PERSPECTIVE WHERE CUSTOMERS WENT TO THEIR COMPUTERS WE REALIZED UP TO \$2,000,000. WHEN WE TAKE A QUICK SNAPSHOT, WHAT THAT MEANS COMPARING DATA OF WINTER FROM 2009, THIS PAST WINTER SEASON, WE SEE AN INCREASE OF \$100,000 DOLLARS FROM ONE SEASON TO ANOTHER. WHEN YOU COMBINE THAT OR COUPLE THAT WITH THE FACT OF OBVIOUSLY DIFFICULT ECONOMIC TIMES, THAT'S REALLY A SIGNIFICANT DIFFERENCE IN OUR OPINION OF \$100,000 DOLLARS AGAIN IN THE ECONOMIC CLIMATE. WE ALSO HAVE THE ABILITY FOR AUTOMATED MONTHLY PLANS THAT WE HAVE NOT HAD IN THE PAST. IT'S SPECIFICALLY WORKING WITH THE AFTER-SCHOOL PROGRAMS. THAT'S REALIZED SOME SIGNIFICANT MONEY AS WELL. WHAT WE'RE DOING NEXT. WE'LL IMPLEMENT MODULES FOR MEMBERSHIP COMPONENTS FOR SENIORS, TEENS AND ALSO FOR OUR FITNESS PROGRAMS. WE'RE LOOKING AT GETTING THAT ON-LINE SOME TIME IN THE NEXT COUPLE OF MONTHS. WE'RE GOING TO ALSO IMPLEMENT MONTHLY AUTOMATIC PAYMENT PLAN FOR THE SUMMER CAMPS THAT TEND TO BE THE HIGHEST REVENUE GENERATING PROGRAMS. WE ACTUALLY HAVE RECEIVED PHONE CALLS FROM OTHER DEPARTMENTS ASKING US WHAT THE ABILITY FOR THEM TO GET ACCESS TO THE SYSTEM IS SO THEY CAN LITERALLY STREAMLINE ACTIVITY. SO WE'RE IN THE INITIAL PROCESS OF HAVING THOSE DISCUSSIONS AND WE THINK THAT MIGHT LEAD TO BIGGER AND BETTER THINGS FROM A CITY PERSPECTIVE. OUR NEXT THING IS TO SECURE A SERVICE PROVIDER BY THE END OF THIS YEAR - BY DECEMBER, IN LIGHT OF THE PILOT ENDING AT THAT SAME TIME. WE'LL COME BACK TO YOU IN ABOUT FOUR MONTHS IN JUNE TO GIVE YOU A LITTLE MORE DETAIL SO THAT WE CAN SHOW COMPARATIVE DATA. WITH THAT, I'LL OPEN IT UP FOR QUESTIONS.

>> THANK YOU FOR THAT PRESENTATION. VICE-CHAIR?

>> I WAS WONDERING, THIS - THE ANECDOTAL INFORMATION BUT HAVE YOU SEEN COST SAVINGS IN STAFF BY THE MORE ON-LINE REGISTRATIONS? SOUNDS LIKE THERE SHOULD BE REDUCE NEED FOR HAVING STAFF TO DO THAT STUFF?

>> I'M NOT SURE I UNDERSTAND YOUR QUESTION.

>> WELL, FOR THE REGISTRATIONS. NOW PEOPLE CAN REGISTER ON-LINE.

>> -IF I COULD JUST-

>> -NOT THE TIME PAYMENT.

>> HAS THERE BEEN ANY INCREASE IN ANY CAPACITY - INCREASE ON THE PART OF STAFF, GIVING THAT YOU ARE NOT FILLING EVERYTHING OUT?

>> ABSOLUTELY. ONE OF REFERENCES IS EARLIER WAS THAT THE TIME IT TAKES NOW TO PROCESS REFUNDS, THE TIME IT TAKES TO ACTUALLY PROCESS REGISTRATIONS AS OPPOSED TO FROM A PAPERWORK STANDPOINT TO AN ON-LINE STANDPOINT AND TO RECEIVE REPORTS AND TO TRACK INFORMATION, IT'S INORDINATELY LESS TIME TO DO THAT FROM A STAFF'S PERSPECTIVE THAN IT WAS TO IMPLEMENTING THE RECREATION SYSTEM.

>> ALWAYS LOOKING FOR COST SAVINGS THAT DON'T REDUCE SERVICE AND THIS SOUNDS LIKE AN IMPROVEMENT IN SERVICE BUT A REDUCED STAFF COST AND THAT'S WHAT I WAS ASKING ABOUT. HI. ANGEL.

>> VICE-CHAIR, ABSOLUTELY. WHAT WE'VE SEEN IS BECAUSE WE'VE BEEN ABLE TO STREAMLINE THE PROCESS, STAFF IS FREED UP TO DO MORE THINGS LIKE MARKETING, FOCUSES ON QUALITY OF CLASSES SO WE'RE SEEING MORE OF A STREAMLINED AND SHORTER PROCESS BUT BETTER USE OF STAFF TO GET MORE RETURN ON INVESTMENT.

>> THAT'S EXCITING. NOW ON THIS, ONE OF THE THINGS IN HERE. PERSONNEL SUPPORT FROM THE I.T. DEPARTMENT WAS LOST THROUGH BUDGET REDUCTIONS. WE HAVE A GREAT RELIANCE ON TECHNOLOGY AND LOSE THE TECHNICAL SUPPORT. COULD SOME COSTS SAVINGS BE USED TO COVER TECHNICAL SUPPORT TO STRENGTHEN AND BUILD ON-LINE ACCESS?

>> ABSOLUTELY. THAT'S ONE OF THE CHALLENGES WITH THE REDUCTIONS AND I.T. SUPPORT GOING BACK. THAT'S POSED A CHALLENGE FOR US. LUCKILY, WE'VE RECEIVED GREAT SUPPORT FROM OUR VENDOR AND QUITE FRANKLY, A LOT OF OUR STAFF HAS REALLY HAD TO STEP UP AND BE MORE TECHNOLOGY-SAVVY AND SO FORTH. BETWEEN THE TWO THINGS, WE'VE MADE THINGS WORK BUT AS WE ANALYZE AND ASSESS THIS PILOT, ONE OF THE THINGS WE'RE HONING IN ON IS NOT ONLY THE NEED FOR I.T. SUPPORT BUT WHAT ARE SOME ALTERNATIVE WAYS TO ADDRESS THE ISSUE GIVEN THE CUTS THAT WE CURRENTLY ARE FACED WITH.

>> AND EVEN TO SUGGESTING THAT SOME OF THE COST SAVINGS USED TO SUPPORT I.T. HELP FOR PRS BECAUSE THAT WAY YOU CAN CONTINUE TO KEEP A LEVEL OF SERVICE WITH REDUCTIONS IN STAFF WHICH IS THE REALITY WE'RE DEALING WITH RIGHT NOW.

>> ABSOLUTELY.

>> I WAS REALLY PLEASED TO SEE WHERE WITH THIS TECHNOLOGY, YOU'RE ABLE TO OFFER PAYMENT PLANS BECAUSE WITH THE REALITY OF THE ECONOMY, IT ALLOWS PARTICIPANTS TO PAY MONTHLY AND NOT HAVE TO FRONT THE ENTIRE COST. I WAS WONDERING IF THERE HAD BEEN AN INCREASE IN APPLICATIONS SINCE THAT HAS BEEN AVAILABLE?

>> ABSOLUTELY. IN FACT, WHAT WE FOUND IS AN ACTUAL INCREASE THIS YEAR OVER LAST YEAR EVEN IN THIS ECONOMY. THAT'S WHAT OUR CUSTOMERS HAVE TOLD US. I LIKE THAT CAMPER OR ACTIVITY BUT I CAN'T AFFORD TO GIVE YOU THE MONEY ALL UP FRONT, SO ONCE WE ALLOWED MULTIPLE PAYMENTS WE SAW INCREASE IN PARTICIPANT RATES SHOOT UP.

>> THIS IS REALLY EXCITING. I'M SO HAPPY TO SEE THIS MOVING FORWARD. IT'S REALLY BEARING THE FRUIT WE HOPED IT WOULD AND SEE IT GROW. THANK YOU SO MUCH. GREAT REPORT.

>> ANY OTHER QUESTIONS? COUNCIL MEMBER OLIVERIO?

>> THANK YOU, CHAIR. VERY HAPPY TO SEE THE NUMBERS. I THINK WE ALL KNEW USING TECHNOLOGY WAS A BETTER WAY. THAT'S GREAT. I'M HAPPY WE DID THE PILOT. WE SPENT \$125,000 AND ON THE NOTION THAT YOU KNOW, I.T. SERVICES CUT BACK, THE FACT AND REALITY IS THERE'S NO SERVER TO MAINTAIN OR DO BUG FIXES SO THERE'S LESS OF A NEED

WITH I.T. SINCE THESE ARE WEB-BASED APPLICATIONS. I'M HAPPY TO SEE US DO THE WEB APPLICATIONS AND LOOK FORWARD TO MAKING IT FINAL. THANK YOU.

>> I HAVE ONE QUESTION IN REGARDS TO YOUR COMMENT ABOUT MEETING WITH OTHER DEPARTMENTS THAT MAY WANT TO IMPLEMENT THIS INTO THEIR SYSTEM. WHAT IS THE PROCESS INTERNALLY TO DO THAT FROM THE CITY-WIDE PERSPECTIVE? I THINK WE'RE SEEING THE BENEFITS SO - HOW DO WE ENCOURAGE - I DON'T KNOW IF IT'S THROUGH THE CITY MANAGER THAT THIS IS SOMETHING THAT WE STRONGLY LOOK AT. IF THERE'S OTHER DEPARTMENTS THAT CAN IMPLEMENT THIS BECAUSE I THINK THAT THE VICE-CHAIR'S QUESTION WAS ANSWERED THERE. THERE'S VERY - SEVERAL COMPONENTS WHERE WE'RE ABLE TO LEVERAGE OUR STAFF TIME TO DO OTHER FUNCTIONS BECAUSE OF THE SYSTEM THAT'S CURRENTLY WORKING.

>> ABSOLUTELY. COUCILMEMBER, WE ACTUALLY HAVE AN EXECUTIVE OVERSIGHT COMMITTEE WHICH NORBERTO FROM THE CITIES MANAGER'S OFFICE IS OUR REPRESENTATIVE AND THERE'S DIRECTOR LEVEL FOLKS FROM THROUGHOUT THE CITY ALSO ON THE COMMITTEE AND REALLY THE REAL INTENT OF CONVENING THAT COMMITTEE IS NOT ONLY TO TAKE A LOOK AT THE OBVIOUS DIRECT OVERSIGHT OF THE PARKS AND RECREATION KIND OF APPLICATION BUT TO LOOK AT, ARE THERE ANY OTHER USES THAT CAN BE REPLICATED IN OTHER OFFICES. WE'RE AT THE POINT IN THE PILOT WE'RE GETTING DATA TO SEE. WE USE IT ENOUGH TO SEE WHAT WE LIKE AND WHAT WE DON'T LIKE AND WE'RE SHARING THAT INFORMATION DEPARTMENTALLY AND WE'LL COME UP WITH RECOMMENDATIONS THAT COULD HAVE A BENEFIT CITY-WIDE.

>> GOOD. YOU'RE A HEAD OF MY QUESTION. THANK YOU. WITH THAT, IF THERE'S NO OTHER COMMENTS, CAN WE GET A MOTION TO APPROVE?

>> MOTION TO ACCEPT THE REPORT.

>> ALL THOSE IN FAVOR. AYE, THAT PASSES UNANIMOUSLY. NOW REPORT ON THE PDO/PIO IN LIEU FEE AGREEMENT.

>> THANK YOU. WE'RE HERE TODAY TO PROVIDE OUR ANNUAL REPORT TO THE NEIGHBORHOOD SERVICES & EDUCATION COMMITTEE ON THE UPDATE ON THE FEES THAT WE COLLECT IN OF FEE AGREEMENT FOR DEVELOPERS OF PARKLAND. ITS OR PREFERENCE TO COLLECT LAND AS APPOSED TO FEE BUT WE HAVE THOSE THAT THE ARE NOT ABLE ADVOCATE LAND FOR. SEVERAL YEARS IN THE EARLY 2000'S PARK FEES WERE FROZEN AND WE'RE NOT CARRYING ALONG WITH LAND VERY LOOSE OR ADJUSTING AND THUS, IT WAS HARD FOR US TO KEEP UP WITH PURCHASING LAND. IN JANUARY OF 2002 THE CITY COUNCIL APPROVED US TO UPDATE THE FEES BASED ON THE PRIOR YEARS AND DIRECTED ON AN ANNUAL BASIS WE WOULD COME BACK TO NEIGHBORHOOD SERVICES & EDUCATION COMMITTEE AND TO THE CITY COUNCIL TO UPDATE THE FEES BASED ON THE PRIOR YEAR'S LAND VALUES ALLOWING US TO USE THE FEES FROM NEW HOME CONSTRUCTION TO TURN AROUND AND BUY AND BUILD PARKLAND FOR THE RESIDENTS. WE RECEIVED - SO WE'RE HERE TO TALK ABOUT THE YEAR'S ANNUAL UPDATE. WE RECEIVED THE 2008 LAND VALUE STUDY AND SIX AREAS WENT DOWN IN VALUE. SIX STAYED THE SAME AND TWO AREAS OF THE CITY WENT UP. THE REASON THERE'S 14 IN TOTAL IS WE GO BY A MULTIPLE LIST MAP ON THE LAST OR IN THE MIDDLE OF THE PACKET. THERE'S A MAP SHOWING THE MULTIPLE LISTING OR MLS AREA ZONES. THE TWO THAT WENT UP ARE DOWNTOWN, CENTRAL AREA THAT COVERS DISTRICT THREE AND SOME OF DISTRICT SIX AND DOWNTOWN CENTRAL WENT

UP FROM \$70 TO \$120 A SQUARE FOOT, WHICH IF WE TOOK THAT NEW FEE WOULD SEAT SINGLE FAMILY HOME PRICE FROM ADJUSTING TO \$31,750 TO BUILD A NEW SINGLE FAMILY HOME TO \$54,000 WOULD BE THE FEE THAT IN THE DOWNTOWN CENTRAL AREA WOULD PAY INTO THE PARK FUND. SO FAR THIS FISCAL YEAR, MAYBE NOT SURPRISING, BUT UNFORTUNATELY, WE'VE ONLY HAD TEN COLLECTIONS SINCE JULY TO OUR PARK TRUST FUND AND IN TOTAL THAT'S BEEN \$142,000. USUALLY BY THIS TIME WE'VE COLLECTED 4-6 MILLION IN THE PARK TRUST FUND. BECAUSE OF THAT AND TO HELP WITH THE ECONOMIC SITUATION, WHAT WE'RE RECOMMENDING TODAY IS TO KEEP FOR THE SIX AREAS THAT STAYED THE SAME - TO KEEP THOSE THE SAME FEE FOR THE SIX THAT WENT DOWN, THOSE ADJUST DOWN BASED ON THE LAND VERY LOOSE WAS FOR THE DOWNTOWN AND CENTRAL AREAS WE'RE RECOMMENDING TO HOLD THE FEES WHAT THEY WERE LAST YEAR AT \$70 PER SQUARE FOOT. THIS IS ALSO SUPPORTED BY THE PARKS AND RECREATION COMMISSION LAST WEEK AND WHAT WE'RE ASKING TODAY FOR THE COMMITTEE IS TO REVIEW, COMMENT AND ACCEPT THE REPORT AND THEN WE'LL PROVIDE A SEPARATE MEMO TO THE CITY COUNCIL AS A WHOLE IN MARCH AND NEW FEES WOULD GO IN EFFECT ON MAY FIRST. WITH THAT, I'D BE HAPPY TO ANSWER ANY QUESTIONS YOU MAY HAVE.

>> MATT, THANKS FOR THAT. QUESTIONS FROM COLLEAGUES?

>> VICE-CHAIR?

>> LIKE SO MUCH OF WHAT'S GOING ON IN THE ECONOMY. THAT LEAVES US SPEECHLESS. THAT'S RARELY THE CASE. I THINK THIS IS AN APPROPRIATE STEP. I REMEMBER WHEN WE CHANGED IT. THAT MEANS REFLECTING A 100% OF THE LAND VERY LOOSE AND THEY'VE GONE DOWN AND MAINTAINING THE TWO THAT HAVE GONE UP IS NOT - I THINK AN INAPPROPRIATE STRATEGY AT THIS POINT. THANK YOU. AND I WOULD MOVE APPROVAL OF THE REPORT.

>> SECOND.

>> HAVE A MOTION IN SECOND. ALL THOSE IN THE FAVOR. THAT PASSES UNANIMOUSLY. MATT. THANK YOU. THE LAST ONE IS THE SCHOOL COLLABORATIVE.

>> MADAME AND CHAIR AND MEMBERS OF THE COMMITTEE. AS CITY MANAGER I PROMISED TO PROVIDE YOU WRITTEN REPORTS ON THIS ITEM AND THIS IS OUR SECOND ON THE COLLABORATIVE AND WE'LL CONTINUE TO DO THAT. I WOULD JUST - IF YOU HAVE ANY QUESTIONS I'D BE HAPPY TO ANSWER THEM. I WOULD HIGHLIGHT REAL QUICK, WE HAVE A NUMBER OF ACTIVITIES THAT SHOW OUR CONTINUED SUPPORT AND WORK WITH THE VARIOUS SCHOOLS AND SCHOOL DISTRICTS IN OUR COMMUNITY. OF COURSE WE VALUE THAT PARTNERSHIP AND THAT WORK AND WE WILL CONTINUE TO DO THAT WORK THROUGH THE SCHOOL CITIES COLLABORATIVE. WITH THAT, IF YOU HAVE ANY QUESTIONS, I'M HAPPY TO ANSWER THEM.

>> THANK YOU FOR THE REPORT. IT WAS VERY HELPFUL AND I ALSO WANTED TO RECOGNIZE AND THANK VICE-CHAIR CHIRCO FOR HER LEADERSHIP ON THIS VERY IMPORTANT COMMITTEE AND ONE OF THE THINGS I JUST WANTED TO MAKE A NOTE THAT THE FACT THAT, THE 20/40 GENERAL PLAN UPDATE AND CITIES PARTNERSHIP AS WE LOOK AT THE SCHOOL DISTRICTS AND IN PLANNING FOR THE FUTURE, THIS IS SOMETHING I'VE CONSTANTLY STRESSED THE IMPORTANCE OF US LOOKING AT OUR SCHOOLS DISTRICTS AND PARTNERSHIP WITH THE CITY OF SAN JOSE AS WE PLAN OUT THE FUTURE. I'M HAPPY TO

SEE THAT AND I THINK THIS WILL SERVE, THIS TOOL IN THE PARTNERSHIP MOVING FORWARD WILL CONTINUE TO SERVE THE RESIDENTS OF THE CITIZENS OF THE CITY OF SAN JOSE. VICE-CHAIR CHIRCO?

>> I NOTICED IN THE CENTER FOR CITIES AND SCHOOLS THAT - WHO WAS IT? JOHN PORTER AND NORBERTO WERE INVITED TO SPEAK AT THE ROUNDTABLE AND I WAS WONDERING IF THERE WAS ANY GOOD INFORMATION? IT TALKED ABOUT SCHOOLS AND GENERAL PLANS THAT WOULD BE HELPFUL TO THE GENERAL PLAN UPDATE TASK FORCE?

>> YES, THE PURPOSE, THEY INVITED SUPERINTENDENT PORTER AND MYSELF. THE PURPOSE IS FOR US TO GIVE AN OVERVIEW OF THE STRUCTURE AND POLICY THAT GOVERNS THE SCHOOL CITIES COLLABORATIVE. THEY WANTED US TO SHARE OUR EXPERIENCE WITH THE OTHER MEMBERS AND OTHER CITIES THAT WERE THERE TO BE ABLE FOR THEM TO HAVE AN IDEA OF WHAT A BEST PRACTICE WOULD LOOK LIKE AND THEY WANTED TO SEE OUR MODEL.

>> SO WERE YOU ABLE TO - WHAT CAUGHT MY EYE. WE ACTUALLY PULLED THIS UP TO FIND OUT WHAT IT WAS. IT TALKS ABOUT OVERVIEW OF TOPICS INCLUDING ANALYSIS OF IMPACT OF HOUSING ON NEW SCHOOL AND TRANSPORTATION. THOSE WERE KIND OF THE SPEAKER THAT I WAS WONDERING IF THERE WOULD BE INFORMATION HELPFUL? LAUREL HAS BEEN MEETING WITH THE SUPERINTENDENT AND HOW DO WE PLAN FOR SCHOOL FACILITIES?

>> WHAT I WOULD LIKE TO DO IS HAVE PLANNING STAFF CONNECT WITH PLANNING STAFF THAT STAYED THERE FOR THE ENTIRE DAY AND SEE WHAT CAME OUT OF THAT DISCUSSION REGARDING THOSE PARTICULAR AREAS THAT YOU JUST BROUGHT UP AND MAYBE CAN I REPORT THAT BACK AT THE NEXT COMMITTEE MEETING?

>> I THINK THAT WOULD BE GREAT. I KNOW COUNCIL MEMBER CAMPOS MENTIONED THE CONCERN SHE'S HEARD AND COUNCIL MEMBER OLIVERIO HAS AND THE GENERAL PLAN TASK FORCE AND SCHOOL CITIES COLLABORATIVE, WE HEAR CONCERNS ABOUT, HOW DO WE STRATEGIZE FOR SCHOOLS AS WE LOOK AT THE NEXT 30 OR 40 YEARS? THANK YOU VERY MUCH. WITH THAT, I'D MOVE TO ACCEPT THE REPORT AND REQUEST THAT COME BACK TO THE COMMITTEE.

>> SECOND.

>> WE HAVE A MOTION AND A SECOND AND NORBERTO, I LOOK FORWARD TO THE INFORMATION THAT WILL BE COMING BACK AROUND PLANNING FOR THE FUTURE AND YOU CAN SEE BY THE CONVERSATION THAT WE BRIEFLY HAD HERE, THAT IS A HIGH PRIORITY AND WITH THAT, ALL IN FAVOR?

>> AYE.

>> PASSES UNANIMOUSLY AND I KNOW THAT AT THIS POINT, WE ARE NOW - WOULD ANYONE WANTING TO SPEAK TO US PLEASE ADDRESS US AT THIS TIME. IF NOT, I SEE SOMETHING ON THE SCREEN THAT SAYS ON FEBRUARY THE 15TH, WHICH IS MONDAY, WE WILL BE CLOSED REGARDING PRESIDENT'S DAY AND BUSINESS WILL RESUME THE NEXT DAY WHICH IS THE 16TH ON TUESDAY. SO WITH THAT, MEETING ADJOURNED.

>> MADAME CHAIR, REAL QUICK IF I COULD? MAYOR REED HAS A NEW STAFF PERSON WITH US TODAY COVERING AN NFC COMMITTEE AND I MEANT TO DO IT LAST WEEK. LAURYN LIVENGOOD IS NOW STAFFING THE MAYOR AND NFC COMMITTEE AND WE WELCOME HER.

>> WELCOME.

>> WELCOME.