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>> Until we have our quorum we will start with the information, and the number one item is the report on the community center facilities reuse and summer aquatics program. Welcome, Albert.

>> Good afternoon. While the staff gets ready, just for the audience members and folks that may be watching, this item d-3 is noticed on the council agenda as the first item to be heard today, so we're a little bit out of order. And then while I'm going over the agenda just to make note that the status report on the youth commission annual status report, that will be heard last on the agenda to make sure that we have our youth commissioners coming in after school this afternoon. Thank you.

>> Thank you.

>> Thank you. We have a short presentation, and we'll be available for questions after that. I'm here with Angel Rios deputy director for our parks and neighborhood services department. Just to give you a little bit of a background, last spring in response to the budget shortfall, council authorized the parks and recreation service department to seek alternative service providers in operating our pools and community centers. And they authorized us to use a streamlined procurement process as well. We achieved many successes to this date, and we'd like to share some of those with you today. And although we have been successful it's critical that we continue to remain responsive and adaptive to the economic environment. In particular many of -- or several of our larger, newer facilities are now being placed under the community reuse inventory, and this does provide a greater opportunity to recover the costs that impact our general fund and to seek revenue-generating opportunities where market rates can be achieved. The successes, again, resulting from the previous council action allow us to administer an RFI, to seek providers for both community centers and pools, and the method that council has approved is utilizing the unique services purchases provisions. What we're seeking today are recommendations to extend the use of the unique services provision for the operations of our city pools and to enable us to quickly move forward and enter into negotiations so that we can assure that our aquatics program gets up and running quickly this year. As you recall, last year we were doing it kind at the 11th hour and we wanted to get ahead of the curve and have operators on board at the beginning of the calendar year. In addition to that recommendation, we're asking that the committee and the full council consider to amend the council policy 7-12 to create more opportunities to partner with organizations that can operate our pools and reuse facilities. And this, again, helping us with the revenue potential of those amenities. And this is consistent with the recommendations of the city auditor in looking at our community facilities. Finally, as we move forward, getting this action approved puts us in an earlier position to negotiate with potential operators of both our swimming pools and our community centers in advance of beginning the next budget process for 2011-2012. And it's important that we move forward now as we're dealing with the 22 facilities that have already been placed in reuse with the approval of city council, as we're going to have many more difficult decisions as we move into the 2011-2012 process. So, with that, I'm going to hand it over to Angel Rios to go through the details of the report that we have for you.

>> As Albert prefaced, the challenge the direction we received was to operate two and that was Mayfair and Camden and to go out and find partners to operate the remainder. We did that, we literally had a 30-day period. You also gave us greater flexibility with the ability to use the unique purchases code in the municipal code, we did that. And as a result we are pleased to announce we were able to find partners with a number of organizations. And when everything was said and done, we basically operated seven of those ten pools. And for those three pools -- one pool was closed due to construction, but the remaining two pools we basically outreached to kids and community areas and provided field trips to some of the other pools as a mitigation strategy. Building on that success and looking forward to 2011, we did issue a request for information seeking to find additional partners. This action today also clarifies the inclusion of Camden and Mayfair in that request for interest. Our intent is to basically seek and secure additional partnerships so that we can keep the 2011 summer aquatics program open as well. Just in a nutshell, some of the statistics, we actually served actually a little over 1,000 more clients than the previous year. We had an overall satisfaction rate, average was about 97%, so our customers actually from a service standpoint, it was pretty seamless to them on their end. We had some great partners that this really stepped up in a big way. We did release the RFI for aquatics on October 21st. It closed on November 19th, and we're currently finalizing the review of those applications, and the goal is to have partners in place by winter and summer 2011. Similarly, with the community center reuse, council action last year also added 22 additional reuse sites. We did that by way of NBA number 11 which was approved. You also in June gave us the authority to go and use the unique services purchases clause in the muni code, and you were able -- you allowed us to suspend

the competitive process for a year and gave us an additional year if the director felt he needed it. And in that light, we basically have broken down those community center reuse sites into two phases, phase one our intent is to have these negotiations resolved, worked out, and phase in place by July 1. Many of the positions. We'd like to open it up for questions. Questions by the committee?

>> I would like to take this opportunity to thank our vice mayor Judy Chirco serving on the chair of this committee for the last two years that on this committee, and this is probably your last committee meeting, so before we lose a lot of the made up of representatives from the city commissions as well as the number as the use of the group as a sounding board.

>> Thank you very much. And the next question that I know I would have asked you in the private setting, but I'd like to just put it out there to the public as well is about the joint use agreement with the city and the school and the various youth center was built on the school site, and from the school superintendent believed that we have an obligation to leave it open, and if we cannot find service provider, what's going to happen?

>> Yes. We actually have a meeting this coming Wednesday with the Berryessa school district to discuss the terms of the agreement. You're correct wrack there's a joint use agreement that basically has some contingencies in it that we need to abide by. I think there is wording in there that allows us to as long as we mutually agree with the selection of one or more operator, then it may be done. We'll need to amend the contract in that scenario. We'll be seeking advice from the city attorney's office with respect to that. We're pretty hopeful in our discussion on Wednesday that we'll be able to resolve that. We had a number of previous school, city agreements and we followed that same format.

>> Great. Thank you. I look forward to participating in next Wednesday's meeting as well. Thank you very much.

>> Thank you.

>> Pierluigi Oliverio?

>> Thank you, vice mayor. So, based with the budget situation and closure of the pool, the council's made a bold decision that let's do what we can to keep these facilities and services open to residents. Therefore, we gave you the unique services procurement clause and to quote angel, it was seamless. Served over 1,000 more people. And we opened more pools than we could afford to fund. So, it sounds like outsourcing achieved great benefits to the residents of San José. Albert?

>> Yeah. In that sense, yes, it did. It was an opportunity to find alternative providers, and in this instance it wasn't just nonprofit, it was for profit. Came forward and offered, as I say, an opportunity to keep the facilities open.

>> Because the alternative was just giving people nothing.

>> That's correct.

>> And so obviously by doing things differently we provided a service to youth which would not have been there, so I really want to thank the council for doing that vote and the staff for implementing it so well. So, thank you very much.

>> I have -- I have a few questions. Camden and Mayfair pools, because you're going to go out with the RFP or RFI?

>> RFI.

>> My question is because those are two in complete community centers, are you going to be looking at an extended usage year-round, see if there's any vendors out there that might be interested in providing that kind of a service?

>> That is correct. What we want to do is we want to make sure that we're just casting the widest net possible. Going into this, our intent is to -- our preference is to maintain the operation of Mayfair and Camden, but to the extent that we find a better deal, then we would, then, explore that, but our intent is to, yes, do that. And to also try to ensure possible year-around programming because they are tied to two hubs.

>> Good. I know the community is interested in that, and that is an asset that would be nice if it was available year-round. And I know the family health plan, are you working on that program again? Because it's a great way with the obesity issue and low incomes and more and more people, is that still a program that you're working to try and facilitate?

>> Absolutely. In fact, we've been in contact with a number of foundations including the Santa Clara Health Foundation as well as some corporate potential partners, Xlinx down the street, and stipends and opening up the pools and fitness rooms and community centers to their participants.

>> Okay. And then on the -- the evaluation of proposals and selection process is made up of reuse advisory task force and volunteers from various impacted communities. You know, define an impacted community.

>> Okay. So, for example, the Gardner community, so what we did there when we held a community meeting, as you can imagine, these meetings can become pretty contentious, because there's huge support to maintain the community centers open, so what we do when we're done with that meeting, we basically identify three, four members to basically represent that community, that can serve as a sounding board and advise the staff.

>> Will you do with the 16 reuse facilities?

>> To the extent possible. The issue we run up against is volume and staffing. With the phase one sites, we were very intentional about doing that. To the extent that we're able to based on staffing, we want to do the same with the phase two sites.

>> I'm concerned about the phrase "to the extent possible." These are facilities that you are looking for reuse strategies. I really want you to revisit that phrase. These are resources the community have grown used to. And I think if you're going to do it in one community, I think there's an obligation to do it in every community.

>> Okay. So noted.

>> I think one option that we did with the previous 17 was we did it in a group format. It may not be specific to --

>> The previous 17?

>> There were 17 facilities that we did in reuse two years ago.

>> Uh-huh.

>> So, this 22 is the second wave that we are now visiting. And what we did do, because there were a large number at that point in time we had more of a regional meeting format and reclustered different residents that could come in, so we may look at that as a potential format.

>> And I think that's certainly -- as long as they're clustered with a regional awareness so that -- I notice there's, like, nine and ten or maybe six you could cluster, but there would be some methodology to the clustering. I notice on page seven, the facilities identified in the reuse for 2010 are larger, newer facilities that provide excellent revenue-generating opportunities for the city of San José. Are any of the city departments going to be allowed to bid on these if they feel they have a program that will be revenue positive?

>> Yes. And thank you for that question. Because one thing I failed to mention in my presentation is that the council modification --or the council direction you gave us in June and is clarifying further with this recommendation is giving us the ability to charge market rate rental or trigger a tiered-cost approach to some of

these newer facilities. That action is consistent with the auditor's recommendation around the use of community centers. So, the answer is yes. And then in terms of other city departments, our current reuse policy does allow us and actually gives preference to city departments and city use prior to making them available to anyone else. Yes, we are doing that. In fact, we are talking to a number of internal departments with that end in mind.

>> And then in the next paragraph, it does refer to the city auditor. The reuse of reuse facilities, utilities, maintenance, major systems will be allowed only where the services are provided at no charge where revenue-generating activities will not occur. So, is there a clear line between those types of facilities and other facilities? And then to the city attorney, do we have a rigid control system in place to track and monitor these contracts? I was here when they were totally out of control. Nobody had any database of who was where, if there was a contract, where it was and what were the terms.

>> Yeah, within our department, we actually have a contract management system that is pretty thorough and intense, and I know what you're referring to in terms of the past. That definitely has been addressed internally from a monitoring stand point. The trigger becomes really cost. If a nonprofit or an operator wants to utilize the center and provide that service free of charge, that triggers a free space in exchange for service. To the extent that there's a charge to the customer or to the participant, then that triggers our fee-generation rates. Similarly, with market rate, there may be an organization that would like to utilize one of these centers and also charge -- we also have the ability now to charge them market rate rental and produce a revenue stream for the city.

>> And a follow-up question, with all of these centers if the community wants to access a room for a neighborhood meeting or possibly access it for a social event, will there be obligations to provide access, within reasonable boundaries, so that it will be available for community usage?

>> Sure. Absolutely. In fact, the thing we heard loud and clear from the community was they still wanted, and to the extent possible, free access for neighborhood meetings. We've built that into our structure. We actually have our property management team that schedules that access and facilitates that action, absolutely.

>> The community would contact pr and ask to make those -- to schedule access to them and timing?

>> That's correct.

>> Okay. And how will you get the word out to the community?

>> We actually have a website that's pretty thorough, and we're going to basically be using that. Also realizing that not have been is going to access the website. We'll also provide the information at each respective community center.

>> I had another question. Yeah. Because nothing like a sense of entitlement once you're in a place. I want us to constantly remind our partners that they are partners.

>> Absolutely.

>> And that's where their rights begin and end. On the RFI for the aquatics, you said it had opened in October and closed in November.

>> That's correct.

>> How many responses did you get?

>> Okay. To date we have received three responses for multiple sites.

>> Okay. So, one request would be three or four different sites.

>> That's correct.

>> Did you get a request that --for every site, or were there any sites that we had no interest in?

>> To date, we did not receive one for Alviso, but the current process that you gave us direction on allows us to go outside of this, to use the RFI, invoke the unique services, and to the extent that we identify a viable partner, we can bring them into that mix.

>> So you can actually do some outreach.

>> Yeah.

>> Okay.

>> I do want to note on that note that groups like the sparkle swim school, the California sports center, community members like -- there's a whole number of people, council member Pyle would help, Almaden made a huge role in getting this over the goal line.

>> Okay. I think that's all my questions.

>> Follow-up?

>> Camden?

>> Thank you very much, vice mayor. I just have a follow-up, because as you know, vice mayor's questioning regarding the free use, can we specify to all the service provider to give us a certain number of reuse, and then they will be responsible for scheduling the free use instead of going through the PRNS?

>> Yes. Actually, that's a good point and actually as we roll out more of these agreements, we are moving more and more to that model, to the extent that we identify a lead operator for the site, we're passing that information on to the lead operator with the very specific expectation that community access is one of the options that needs to be maintained.

>> Great, thank you.

>> A follow-up question would be if you do go to that model, if they are unable to accommodate that request, that there be an appeal process, and even a referral process, because I don't want our community stonewalled when they go to a particular facility and they go, well, no, we can't accommodate that.

>> The appeal process. And what was the second point, vice mayor?

>> A referral.

>> A referral.

>> So that they have to give that individual, and it should be on with your website also, contact information with PRNS, which would be part of the appeal process, but also so they could investigate other nearby sites that might meet their needs.

>> Okay. Other questions by the committee? I do have one public speaker. I'd like to ask Tina to come, and you will be given two minutes. If there are other speakers, the yellow speaker cards are over with the city clerk, who is to your left and my right. Welcome, Tina.

>> I'm Tina --

>> Squeeze underneath the microphone and pull it up. On the sides.

>> The microphone stand.

>> Yeah. There you go.

>> Okay. So, hi, good afternoon, I'm Tina and I live in district three, I'm chair of the Friends of Rylan Pool, and I wanted to publicly thank this committee and especially Alberto and Julie and Albert, we really, really appreciate the work you guys did last year to keep our pool open and make sure it was a seamless transition. I'm hoping that you will support the staff recommendation. The Friends of Ryland Pool and the larger community that is served was thrilled to have our pool open, and also that the aquatic season was extended, so that was awesome. And it was used during the end of the summer months, which are typically fairly warm. The operators have chosen the California sports center, they consistently demonstrated their commitment to excellent customer service, so we can't say enough good things about them. And I think that they worked very well with us, the Friends of the Ryland Pool group and I hope that we have an opportunity to work with them. The Friends of Ryland Pool have expressed to me their interest of trying to do really heavy outreach for scholarships for the folks who can't necessarily afford the fees that are charged, so we're looking forward to working with them in that capacity. Hopefully you've had a chance to read the letter that I wrote. But just to reiterate a couple quotes directly from community members. The staff of California sports center was positive, friendly, conversational, and they were very service oriented. So, service was a big deal. Also staff was very helpful, and most important they were always alert and aware of what was going on in the pool and the area, so safety was a huge priority. So, we were really happy about that.

>> Tina, thank you very much.

>> Okay. So, thank you for your time.

>> Okay. Thank you. The next speaker is Dave Peterson.

>> Thank you for your time. Dave Peterson, California sports center, so kind of on the heels of that, I just want to certainly thank Tina for her support. That's always great. We do our part, I suppose, to reach out to the community, and we look forward to participating in this process again here in this new year, so I wanted to put a face to a name so that you could connect the dots, I suppose. It is a great opportunity. I think it's a great process that's gone through. It certainly challenged us as we operated two of the pools. Those challenges were things that we think we can overcome in the new year with more time, hence my support to this earlier start to this so that we can, in fact, plan if we were, in fact, selected. Not that that's any guarantee by any means, but we are excited about the process. And I will certainly answer any questions either here or in the future.

>> Out of curiosity, do you have the ability in your organization to staff six facilities if six facilities became available? Or do you have a capacity issue if you can only do one two?

>> The capacity would have to be met with the time to get the trained, certified lifeguards and go through the process that any operator has to go through. Is the capacity to do it with time. Potentially, yes. We considered that last year, how much more could we take on, Alviso was a fantastic little pool, it was a great little pool to do something, but the net availability to put the staff together in the very short period of time we had, we basically this to find and certify 40 people to meet the needs of the two pools that we took on as well as our existing operations in Sunnyvale. It would take a marked development program. That's essentially what we're proposing now is potentially taking on one more beyond the two, again, all to be negotiated.

>> Thank you.

>> Thank you, Dave.

>> Thank you.

>> The next speaker is Marcelo Castro. Two minutes, sir.

>> Hi, good afternoon. My name is Marcelo Castro, I represent one of the pools. We are the operators this summer for the pool located close to the garden community center. I just want to in a way kind of put my face

here. We came to provide a service over a very short period of time. I don't think we have the time to introduce ourselves properly, so that's one of the reasons I'm here. But I think that in the short period of time sparkle and short period of time as operators of your facilities, we provided the service that that area of the community needed. We are looking forward to repeat and increase the amount of services that we can probably provide in the near future, so, yes, we are part of the RFI, and we hope to, you know, to get to the point where we can start talking about negotiations. And, again, trying to increase the amount of services and extend the amount of time that we can provide those services as well to the community.

>> Thank you very much.

>> Thank you very much.

>> Are there any other individuals that would like to speak to this agenda item? If not, this is an action item.

>> The item should be referred to the full council. I did send out a clarification memo, and we've walked it through the rules process to have the report or the referral to council be at the council meeting of December 14th, next week. Yeah, cross-referenced for action.

>> If we can have a motion to cross-reference it to the council with a one-week turn around.

>> Motion.

>> Second.

>> We have a motion and a second. All those in favor? All those opposed? Hearing none, that motion carries. Thank you all very much.

>> And, madam chair, just real quick. Just for the record, Tina made mention of the letters in an attachment, and all those attachments were distributed with your packet. So, they are part of the record.

>> Thank you. And now we resume the normal order until we get to the one item that's last.

>> So at this time we could -- you could take action on the review of the work plan to defer those three items.

>> If I could have a motion to defer the first three items until the times noted on the agenda?

>> So moved.

>> Second.

>> I have a motion and a second to defer items one, two, and three on the work plan. All those in favor? All those opposed? Hearing none, that motion carries. There is nothing on the consent calendar, so that means the next item is the status report on the California room. Welcome.

>> And I'm my own technical person, so --

>> Oh.

>> Good afternoon, vice mayor Chirco, I'm the library director for the city of San José, and I'm here today to talk to you today about one of the most exciting resources of the public library in San José and that is our California room. It's our local history collection here in San José. I apologize. Technical difficulties. I have the wrong power point. Sorry. That's the next agenda item. I apologize for that. Is that all right with the committee if we go ahead and do this one?

>> That would be fine.

>> I appreciate your indulgence.

>> That's item d-2 which is the 2009-'10 annual library usage report.

>> All right. Switching gears a little bit. We bring you this annual report on the usage of the library for the last year for your information and any questions that you have about that, we'll be happy to answer at the end. First slide that we're showing you is a report on the usage of the library around the library checkout of materials and our circulation figures and you can see a dramatic increase about ten years ago in the number of items that the library provided to the customers. Less dramatic increase. A lot of that is around our opening and closing of libraries around the last ten years of our bond program. But the part that we want you to note here is that our staffing levels have proportionately not grown along with that circulation, so that's our current situation as it is now. This graph shows you a comparison of the circulation, which is the number of materials that people check out, but then the usage of the libraries themselves, and as the library buildings have grown in size and in what's available to people as far as seating and rooms that they can use, the usage of the libraries has grown as well, and we call that our gate count, the number of visitors that we have. And that's indicated by the red line there. And you can see in some of the libraries, the use of materials is dramatically higher than the number of people that come in. But in other libraries, the number of people that come in and actually use the building and use it, are almost as high as the number of materials checked out. So we know the library customers appreciate the opportunity to use the library in different ways and that's shown dramatically by this graph here. This is one of our favorite slides that shows the visitors to the library as compared to all the visitors to the different sports events in our area, in the bay area, and it's quite dramatic. I do have to point out in the interest of honesty that this time period was fiscal year '10 and did not include the giants' run for the world series, yay. But nevertheless, that might have added maybe a million or so people to it, but we still see library use and library visits in relation to the sports events and that's interesting to a lot of people. I want to highlight the building program. We opened the east San José Carnegie library which was one of the original Carnegie libraries opened around the country by Andrew Carnegie, one of the last operating libraries built by Carnegie in the city and we preserved the original building and added a new area in order to give it the opportunity for use that we have in our other new libraries, but the actual exterior of the original building is the interior of the new building and it's a very exciting place with an opportunity for use. And the Santa Teresa library opened in February of last year, almost a year ago now, it's surprising. To a large number of visitors, this is opening day and the building was full of people enjoying the space and able to use the library very successfully. In the future, we look forward to potentially being open -- being able to open our two completed facilities, the Seven Trees and the Bascom, both are joint-use facilities with community centers PRNS is currently operating in the Seven Trees building, although the library has not been able to open yet, and the Bascom facility which is also a joint facility. And design and construction continues at our educational branch, Calabasas, and southeast branch areas. At the Martin Luther King Jr. Library, right across the street from here, highlighting some of the uses, 1.8 million items borrowed out of that library, 2.5 customers, students and citizens of the city visiting that facility. A couple of our joint organizational priorities completed this year, one of them including the digital library initiative. I'll talk a little bit about that in the California room report, and our king library reference department launched tech the librarian, which has been very popular, from mobile phones as well. We have worked with work to future and the workforce institute and increasingly offering workshops and training opportunities for job seekers in the community. We celebrated our millionth checkout since the opening of the king library last year which was a very exciting event. Another library the earth care and lifelong literacy unit, saw 6,700 childhood spaces upgraded or created, we've opened 52 smart start centers since the program began doing that in 1999. Three child care construction, department of education grants, more participants in our partners in reading program, and family learning centers offerings, citizenship, internet classes to the community. Our innovative services which is fairly unique to our library system that we actually have a department that develops new services to the community and looks at new ways of doing things, began ten years ago focusing on self-service and began our self-service check-out program. We have 95% of our materials are checked out on our self-service machine now. We have wi-fi now available at all of our branches, increasingly the customers use it instead of the hardwired computers which have limited availability. Customers have downloaded audio and e-audio books and we're increasingly in that business and as Google comes with more books on online, that may increase that. More of our registrations can be done online at home from any computer and we have 42% of the fine payment happening online as well which saves staff time needing to intervene in those processes. Again, I mentioned previously the mobile version of our catalogue is available on phones and PDAs and we just went live with that this year, and increasingly students can receive online home work help. We have had 22,000 in the last year online chat sessions with professional tutors, and

that is available through the library's website online as well. Some of the things that our library system has done that are seen as revolutionary. Other libraries are following and listening to the kinds of things that we're doing. We continue to consult with other library systems. About five years ago we developed what we call our San José way module when other libraries called us for advice and information about how we were doing things differently, we had prepackaged modules of information that we could provide to them without impacting staff time, and they paid us to have those modules and to get that training, so we've actually traveled to other library systems and been paid to consult with them. That group brought in about \$20,000 last year. We also go to workshops and conferences. The recent California library association meeting in Sacramento was attended by about 15 library staff, and we had 6 presentations and workshops at that conference. We get national press attention. Our recent website launch was featured in "library journal" and several newspaper reports. We have staff who move on to other libraries and apply their expertise and their professionalism to direct other library systems. And we generally serve in many leadership roles in professional associations. We're very proud of all of that. This is an example of some of the clients that we've served through what we call our library from San José, different library systems and government agencies from across the country who have contacted us and received help and information and guidance from us. This is a very difficult graph to read, that kind of outlines in general our funding sources as well as general fund, the library is funded by some other sources. Notably our parcel tax which has funded us for materials and some technology. And about 41 FTE staff people since its inception. It will sunset in 2014 and we are currently looking at ways to make sure that that funding source continues, since it does have such an impact on our ability to provide materials and services to the community. We want to make sure that that continues into the future. This compares our library system and the amount of funding and the staffing that we have to provide service to the community to some other local library systems, and you can see the differences here. San Francisco has as its operating dollars about double what we have per capita. We circulate a high number of items per capita in our community. We're very well used, and the population that is served compared to the number of FTE staff in our library system is also comparatively a high number. San Diego spends less than us. They are a single source of funding library system that does not have special funding that they are dependent on, and they are struggling with their funding this year as well. So, just some of the highlights of what you might see here. Santa Clara county, just to point out also is a collection of small city libraries that are JPAs or independently funded by those cities. So, they have a very different funding structure than we do. So, a typical day at San José library. 23,000 customers visiting in one day. Enjoying, of course, a wide variety of resources and services in the library. 44,000 items borrowed or renewed every day, 18,000 people come and visit the library website each day. 6,000 computer sessions are booked on the public computers, and we don't have numbers for how many people use our wireless, but increasingly that's even more than that, people are able to bring laptops and use them in the library to connect with library services and others. And at least 40 programs are held across the library system and our branch is attended by 1,000 customers of all ages and there's an incredibly cute one there in the little picture there that I don't want you to miss. So, to conclude, our libraries are busier than ever. And despite being busier and having staff in the -- or cuts in the staff and the number of people and services that we're able to provide to them, 83% of our users consistently rate the library service as excellent or very good. Our per capita budget as I mentioned is lower than other bay area jurisdictions, and we believe we do a very good job with the money that we have to spend. Library relies upon our library parcel tax as I mentioned. It provides material, technology, and staff up to the tune of \$7 million a year and we are concerned about that sun setting in 2014. And our bond programs continue on target to build out 20 of the projects. We have the remaining three to complete. And by 2013 we'll have a 21st century library infrastructure. And are there any questions about that?

>> Any questions about the committee? Pierluigi?

>> I want to thank the library department. We've essentially tripled usage and increased branches but we didn't increase head count. You highlighted that we used technology, self-checkout, paying your dues online, all the other technological things. That's unique, clearly if we did not do that, we wouldn't have the number of branches, we wouldn't have the hours we have even on a fixed budget, and then also, you know, the e-books and trying to stay ahead of the curve on where the library consumer's going to be. And then finally the council will have to grapple with how we get the parcel tax back out to the voters, because it's not just simply putting it on the ballot. It's actually, remember, it's fund-raising to go to the Voters and that usually falls on the council members, businesses, landowners, whoever, people that do business with the city for money, and whether you are a patron or friend of the library, it needs to be a team effort, because taxation may be just as difficult in 2014 as it is this year.

>> Absolutely true. Absolutely. And we know the most recent round of items that were on the ballot, the parcel tax measures were unsuccessful largely. Bond measures passed and parcel taxes did not. That two-thirds majority is a difficult one to reach in difficult times as well.

>> Kansen?

>> Thank you, vice mayor. I want to express my appreciation the wonderful job the libraries have performed. One quick question is do we have any plans to actively recruit or to organize the friends to help the library? What can we do and the council office to help you with that effort?

>> Thank you for the question, council member Chu. We do have active friends groups and they've been good friends to the library and expressed their interest and concern all along the way in all of our budget years and struggles and we go and ask for them advice and support and input with our budget actions all along the way. Many of them will offer to come and talk with you. To give you information about what their thoughts are and to share what they think, and I hope that you'll all be open to that happening, as you have suggestions for them, they are connected to our communities, and they're good representatives of the community, so it's a good way to get information out and to get information back from them.

>> Is there a systematic way that we will be able to expand that program to get more community members to be involved with the friends to help the library?

>> Friends of the Library currently have a good website. They do a lot of outreach activities, the individual groups do as well. And any suggestions that you have for people that you know that we can connect them with, we have a couple of very good leaders. All of our commissioners, all of our library commissioners, are also liaisons to the different friends groups, so that's a good way to be having that discussion. I heard a suggestion just recently, actually, Tina mentioned, that one of the friends' groups was putting a bookmark about friends' activities in all of the free books they were giving away through the Santa program. And a good way to reach out to someone who may not know about the friends organization to people who are attending for other purposes, so we're looking in to those always. Absolutely. Thank you for the question.

>> Thank you.

>> On your innovation units, it talks about through grants to the volunteer engagement and developing self-directed interest groups, and I was just wondering if you had an example or two of the kind of programs that are generated by that?

>> Our volunteer engagement program is a new initiative that we began with a grant from the state library a couple years ago. It really is a way for us to systematically engage people in the community who have a high level of skill and want to give back in a different way rather than just shelving books or dusting shelves. We want them to be, again, community organizers. We want them to be program coordinators. We want them to work at a higher level in the library, and that's been a very successful program. We've developed a web page that lets volunteers connect with the opportunities, called volunteer match, so people can sign on and see what the library has that's available for them that matches their interests, and they can get engaged that way. So, the grant got that started, and we have a coordinator who's working on that program and continuing that effort.

>> Do you have a sense of how many people have been engaged in this really fairly new initiative?

>> I don't. I know we do collect the number of volunteers who we have actively engaged. I could get that information to you. I don't have it off the top of my head.

>> It would be -- the word that comes to my head is kind of fun. I think they use the word in here baby boomers.

>> Yeah.

>> The unit supported the baby boomer generation in their effort to provide services to the community.

>> Absolutely.

>> I would be kind of interested in what are their interests, and then how many people we've been able to connect through this fairly new program.

>> And, actually, part of this -- part of the initiative is to let the volunteer identify what their interests and their skill level is so that they can give that back and they're certainly going to be more engaged when it's what they're interested in or what they're asking the library to do. That's part of it to interview them and give them input what they'd like to be doing.

>> That would be kind of fun on your website to give examples of what some of these community volunteers are doing, because it might catch someone else's interest.

>> Absolutely. Yeah.

>> And then a special favor is the program to train child care providers. I know CDGB funding is used for that and you have 75 participants. But how many years has the library been doing this?

>> Specifically with CDGB money?

>> No, I know they used to do it --

>> We inherited the early care unit from PRNS. So, the library has been doing it I believe the last 12 years, but PRNS was doing it before that.

>> I invite anyone to go to the graduations, where they're giving skills that allow people to began to earn some kind of a better living. It provides quality training and education. For a highly needed, frankly career path, which is quality child care, so if you really want an uplifting experience, attend one of the graduations. You could not be more proud, if it was your sister, mother, aunt, sometimes an uncle.

>> Yes.

>> That graduates from those programs, and then I had -- oh, your partners in reading. I mean, your data was very impressive. I mean, the increase. Your tutors went up 39%. And instruction hours increased by 20 -- I don't know who we should compliment but --

>> We have a very highly skilled manager of that program, who has really been interested in growing it and reaching a larger number of people all along, and it spread throughout the library system as well. We worked increasingly to not have our literacy program separated from the rest of library services, because we serve the same mission of growing and learning and having people be more literate, so I think it's a dedication to growing the program throughout the library system.

>> Well, compliments to whoever and however many people participated in that, because I think it's always kind of surprising in silicon valley, we have people who can't read or struggle with reading, and the more lives we can touch, the more difference we can make.

>> Absolutely.

>> If there are no more questions from the committee, Pierluigi?

>> One more question. As we proceed into the budget and we have "x" number of facilities and some are new and unopened, Seven Trees and Bascom and Calabasas, the whole thing will come down, when will we start to hear about contingency plans on how to staff facilities and whether it's shaving hours at other branches to accommodate opening some libraries, at least a portion of the time, et cetera?

>> We are, as you know, entering the budget cycle now and putting those plans together. Looking at what we proposed last year, looking at what the potential is for, you know, re-engineering or doing things differently in order to preserve hours and services in the library. Again, we're just beginning that process, and you'll be hearing through the study sessions and we'll certainly be talking to the library commission about what those proposals are moving forward.

>> Will I hear concrete scenarios come February 2011?

>> Absolutely.

>> So, come January 2011?

>> Probably yeah. As concrete as they are through the budget cycle generally.

>> I understand. At least it gives the council body what might be coming as well as the community, and in the past we talked about closing one branch one day and having another branch open another day of the week.

>> All of those things we're bringing back to the table and re-examining. We learned through the last budget cycle, because we did need to reduce staff and hours for the first time in many years, so we have some data around what the effect of that was. I know we talked a little bit about how predicting or circulation or gate count would drop. We actually got a quarter's worth of statistics to take a look at, and we know the service did not -- the expectation from customers did not drop as much as our staffing level did, so we'll need to adjust in the coming budget year for that understanding. And we are looking at the new facilities and what the possibilities are and how we might partner with PRNS to open them. All of that we're looking at right now.

>> We'll still come to the library department and say we need 28% less, so we'll fund you 28% less. So, whatever hours you have as a library system will be reduced.

>> And we are working that the base will be at a lower point, because some of it was onetime funding as well beginning.

>> Do we have the ability to pass the education process through to the library consumer? I mean, without being political?

>> You mean the budget process?

>> Just to say this is the funding, these are the hours that we received, have an understanding that there will be a reduction in hours and not the week before but, you know, months before? I don't know, city manager, does that get into -- I mean, I think it's just important that people know the facts, you know?

>> Yeah, as the budget process begins and you start having your study sessions, I know that we've begun our internal discussions on what some of the options might be, but, I mean, it's totally appropriate to highlight, you know, the study sessions and the proposals that are being -- that are being discussed.

>> Well, there's usually the community flyer area of the library that has a variety of things and I think it would be important if the branch manager, Jane Light, have a sheet of paper that just kind of highlights what the situation is, so I think it's important that people know, if we have so many consumers in the library.

>> Our friends groups are another conduit of sharing information, they're actively involved and connected, they're in the libraries and they have a good understanding of library operations and they ask a lot of questions and share information as well.

>> The consumers in the library, a small fraction is involved in the friends group.

>> That is true.

>> I have no speaker cards for this agenda item, and this is an action item, so I need a motion.

>> So moved.

>> Seconded.

>> We have a motion and a second to accept the report. All those in favor? All those opposed? Hearing none, that motion carries. We'll go back to the status report on the California room.

>> And, again, I thank you for your indulgence with my technical challenges. I believe this is the update now. The update on the California room, a very important resource in the library system, highly valued by both the library but also by the community, many libraries across the country face the challenge of people believing that library service is no longer important because everything is available digitally and on the internet. A lot of what libraries bring to their communities is background and history in the community. What is unique to that community and what makes it so, and the California room has been our opportunity to preserve those materials and make them available to the consumers. Who have a need and an interest in them, it is located on the fifth floor of the Martin Luther King library in our special collections area. Its hours are from 1:00 to 6:00 Tuesday through Saturday in the physical space, and the website also has a lot of materials available and is accessible 24/7. Customers come to the California room for a large variety of purposes, to research the history of their house, to look through newspaper clippings from the "San José mercury news" to research local and California history, copy music scores and sheet music, or simply look at the large collection of historic maps, yearbooks and photographs of the year. There are a large variety of materials available, including books, newspaper archives, historical photographs, many of which are digitized now and are available through the website that I mentioned earlier, and this is a picture of -- actually an earlier iteration of the website. In addition to this, the California room collection includes thousands of music scores and a very extensive music sheet collection. Materials that are in the collection of physical materials are available for on-site use only, but they can be photocopied if the condition of the material permits that. Digital photography is also allowed for materials that can't be copied and taken away. And these are some of the key collections in the area. Our library was the beneficiary of the historical collection of San José city historian Clyde Arbuckle, well known not being a collector of materials from San José history for a long time. It includes thousands of photographs and slides that focus on the period 1870 to 1970s as well as portraits, historical papers, documents, and letters, dating back to the 1840s. We also have San José city council records from the late 19th to the early 20th century. We have the Silicon Valley information center, which was first of its kind in the area. It's a large collection of documents on the history of the high-tech area in San José including the original annual reports of some of the earliest silicon valley companies. We have San José city directories from 1870 to 1979. And we also collect local high school and other collected yearbooks, many of which have already been added to the digital collection of materials, so you're able actually to look up people in the old high school yearbooks. Our digitization projects that are allowing to make the materials available online working with San José state university, we're collaborating on building this collection of materials. So far, there have been over 4,200 images from the California room that have been digitized with approximately being 100 being added every month. Staff are focusing on digitizing all of the California high school yearbooks. That seems to be one of the most popular collections that people want to access. The digital collections website is very popular, and there were about 10,000 unique visits over the last year to that page with over 120,000 records viewed. And here are some of the pictures. A couple of them from that digitized collection. The one in the upper right in the Amesly packing company dated about 1859. And this was contributed from the Clyde Arbuckle collection. In the lower left-hand corner is the main entrance to city hall. The contributor, again, was the Clyde Arbuckle collection. The photo is undated, but the description reads "women walk towards city hall." This is the old city hall before demolition, it start in city park, where the children's fountain is located. So that's where the building was. It housed city offices and the police department which was in the basement, and it was in use since 1889 and demolished in June 1958. And the statue in the foreground was Henry D. Cogswell, a noted prohibitionist in the era. This is one of the most exciting projects that we're working on. We have a grant from the California state library to develop a history mobile app. This will allow people to use a handheld device to access three walking tours of San José. They'll be historical images and information on their mobile devices, depending on where they are and where they're physically located in that space. The technology that we're using for this is called augmented reality and allows users to look at the real-world environment with superimposed graphics,

audio, and other sensory enhancements. The first walking tour will be from market -- let's see, Market Street from Santa Clara to San Carlos street. And I'll be happy to take questions on this report.

>> Questions by the committee? Pierluigi?

>> It seems like what we're doing is providing a valuable resource for research, and I mean, I'm inclined, you know, that we should try to make things available to folks, but what would you even think of the concept of someone subscribing to the content? Or is it a small universe and wouldn't --

>> Subscribing to the content, pay to access it?

>> We're paying to scan and image the documents, and wow, it's great, and people can see all the information, on the other side there's a cost for us to do it.

>> Yeah.

>> I mean, I think that's going to be a question for a lot of web based archives and whether or not they try to get revenue from it, which are just -- feel free to answer in any way. On the concept of someone, not me, if someone asked you should we be charging for this content?

>> The library looks at it as these materials are actually owned by the citizens of the community, and we house them and, of course, housing them requires us to provide some level of access to them. That's kind of the mission of public libraries throughout the country and certainly here in California and in San José it always has been as well. But in future years as we need to look at base-level services, augmented services, special services, some libraries are having to consider charge for certain services. This probably wouldn't be the collection that I would recommend to be that way because, again, it's based in this city. It belongs to the citizens of this area, and we feel it's our -- it's our charge to provide that to people. But it's certainly something that libraries are needing to look at as other services are as well.

>> It's a sensitive topic, that's why my hesitancy, but I have to ask. And secondarily do you think it's ever the consideration to look at advertising?

>> Oh, absolutely.

>> Okay.

>> Absolutely.

>> Okay. Thank you.

>> Kansen?

>> Great job and I'm very impressed. Thank you very much.

>> Thank you.

>> And I am just going to ask, because we have history San José, and I know they have a lot of information and you have a lot of information. Obviously there's got to be a great deal of coordination that goes on.

>> Yes. They are partners with us. We talk with them a lot about what's in their collection, what's in our collection. That has been an ongoing relationship for a number of years. They don't have the ability necessarily to archive as many materials. And, again, because the library's mission is to provide materials and to keep them and to digitize them certainly is something that history San José doesn't have the ability to do, so we have worked with them quite a bit.

>> Great. I have no speaker cards on this item. This is an action item.

>> Motion to accept the report.

>> Second.

>> I have a motion and a second to accept the report. All those in favor? All those opposed? Hearing none, that motion carries. And thank you very much. We will skip item four, as it will be last on the agenda. Next is the anti-graffiti and anti-litter semiannual report. Welcome.

>> Thank you. [inaudible] oversees our anti-graffiti and anti-litter program and with that brief introduction, I'll turn it over to Brandon for our twice-a-year report on the program.

>> Thank you. Good afternoon and thank you, again, for the opportunity to speak today. I'll start our presentation by reporting some of the positive results we've had at some of our strategic abatement efforts. Based on the 2010 annual graffiti survey it was recognized that council districts two and eight increased about .500% over the previous year's survey. Our efforts in this strategic abatement effort reduced the most vandalized areas in district two by 90% and the overall district by 74%. And our efforts reduced the most vandalized areas of district eight by 85% and the overall district by 54%. This was done in collaboration with neighborhood groups from the areas that assisted in our efforts, so our volunteers played a big role in assisting us in this effort. We will continue to monitor these areas and ensure that the results of our efforts are maintained. Shifting over to our utility box abatement. Previous direction from the committee requested us to research the way the whole utility companies accountable for their utility boxes in the public right-of-way in regards to the graffiti vandalism. Initial communication with the utility companies indicated that they believe could provide a timely response and if so, no other action would be necessary. Due to the extensive work necessary to address this issue citywide, we focused on a pilot area identified through the 2010 graffiti survey as having the most vandalized utility boxes. We have a pro process that includes an initial inspection of all the utility boxes in this area. Pilot area. We've done some documentation of ownership to determine who owns the different utility boxes. And then abated any graffiti that was on the box, if necessary, and we're working on implementing a management database for cost recovery, if possible, and look at implementing any means of cost recovery that we can determine necessary. Our next steps are to expand this process citywide and update the NSC committee as we move forward. Shifting over to greater sanctions and rules in open government committee. Back in September, 2009, councilmember Nguyen through the rules and open government committee that staff study the feasibility of greater sanctions towards juvenile offenders. A status report was provided to the rules and open government committee in 2010 indicating our process and creating a collaborative working group with San José pd, Santa Clara county probation, a nonprofit alternative sentencing program and the city of San José parks and recreation service department. Examples of our accomplishments to date, we've formalized a memorandum of agreement with the city of San José PRNS and county probation. In doing so, county probation on the weekends now takes out six juvenile participants that are administered through the sentencing alternative program, and they provide graffiti abatement efforts as well as anti-litter efforts as needed. So, we are utilizing this. The sentencing alternative program is the main function for processing the juvenile offenders. We're looking at the future implementation of a tag class performed by San José police department, and we're doing -- using ongoing efforts to maximize our community resources in terms of our volunteer base that we have. Updates will continue to be provided to the NSC committee and the mayors task force to continue our traction in growing this collaborative working group. And I'd like to switch our attention to the anti-litter update. The anti-graffiti and litter program participated in two litter cleanup events within the past six months, which are national river cleanup and the coastal cleanup. Our program results for the national river cleanup were we had ten volunteers that participated from our site, our hub site office, and we collected 400 pounds of debris and 40 pounds of recyclables in a 3.4-mile stretch of the Guadalupe river. Overall the national river cleanup countywide cleaned up over 66 miles of creek line and had 1,068 volunteers who removed 15 tons of debris and about 6,400 pounds of recyclables. Our other cleanup event was the coastal cleanup, where we had 78 volunteers participate from our site, and collected 1,260 pounds of debris over a four-mile stretch of the Guadalupe river. We have some upcoming events that I'd like to note in our program, which would be the annual graffiti survey will be performed in the January, 2011, time frame. And our great American litter pick-up event will be performed on March 19th, 2011. And we will be providing council district two with a great American litter pick-up event plaque for winning the 2010 friendly challenge, and that will be at an upcoming council meeting to be determined. I'd like to leave it for questions.

>> Council members? Pierluigi?

>> On tags, did the percentage increase or decrease on gang-related tags?

>> On gang-related tags? It actually decreased on both gang and regular tagging. Gang-related tags is about 15% of tagging overall citywide, so as we saw that, that was pretty extensive decrease, so, yes, it did on both ends.

>> In your scenario if it was 85/15 the year before, 15% being gang tags, you're saying it increased to 87/13 or something?

>> Brandon, can I ask you to clarify? Was in it citywide survey or in the pilot area?

>> The pilot area.

>> I was curious citywide. Could you track it by, you know, a tagger versus a gang tag?

>> We do. And it's tracked by our hotline calls and also by our staff when they go out, they would note whether it would be gang or not. And typically citywide it's 15%, and it has -- it went down in these specific targeted areas that we went into based on our efforts. However, I don't have a number for you yet for the citywide. That would be based on our next citywide survey.

>> Okay. Then I'll wait until then. Thank you.

>> Kansen?

>> Thank you, vice mayor. Thank you, again, Brandon, for the good presentation. On the great American litter pick-up, how many volunteers that our city has mobilized? For last year.

>> Last year we had over 2,500 volunteers, citywide.

>> 2,500, that's really a good watermark and we're hoping that we can top that this year with the set date every year. But on the national river cleanup, I noticed that we have only ten volunteers. I'm kind of disappointed with the number a little bit. We have a target for this year? I'm looking for double or triple that number.

>> Sure. I think we can definitely increase the number with a little bit more of outreach. However, I believe the number was low due to the fact that the overall project was countywide, and some of our volunteers were shifted to different sites. So, the ten volunteers were out of our office site only. However, there was, I think, I said 1,600 volunteers countywide.

>> Okay. All right. Great. Thank you for that clarification.

>> I had a question regarding the utility box tagging. Which -- because there's two strategies. One is to notify the utility company and have them abate the graffiti themselves, and the other is to abate the graffiti and then bill them. My question is, what would be a reasonable expectation of getting reimbursed from the utility company?

>> We're currently in the process of trying to understand that, and so what we're doing now is -- and that's one of the reasons we took a piloted approach rather than going citywide is to kind of take a small area, sample set. See what it takes to, number one, provide the information to the utility companies, see what their response would be. If they don't respond, then we would abate the graffiti and send that, you know, cost recovery to them. We're trying to figure out how to generate that mechanism.

>> My concern would be, we would do the work, wind up with the bill, and it would be lost in --they call it city bureaucracies, but I think our utilities are much better at bureaucracy than we are. I'm guessing, are you doing it both ways to see which is most effective?

>> Correct. It would start with us monitoring the graffiti and seeing if their response time is appropriate. If it's not, then we would need to move to the next step of sending out a cost recovery bill.

>> They have indicated to Brandon's team so far that if we notify them, they think they can respond in time. We're not so sure, that's we are pursuing both tracks like you mentioned.

>> My personal approach would be to have them do it, because I'm not excited about them writing a check.

>> The utilities have to get an encroachment permit when they put them in the public right away, under the muni code they are required to maintain the encroachment areas clean and there's a specific provision in title 15 which talks about keeping it clear of graffiti. So, I believe what the city wants to do is try to do it in a friendly way and try and do it that way instead of with a hammer.

>> I would be interested if the utility companies had to put on their boxes if this box experiences graffiti, contact, and then have a number, whether it's the city or if it's the utility company, could be different numbers for different utilities. But it's ridiculous. I just saw a lovely utility box on my way to work today, which is new, so they're just blank chalkboards for the graffiti that goes on in our community. So just thoughts I have. I have no speaker cards on this item. Keep up the great work.

>> Motion.

>> Second.

>> We have a motion and a second to accept the report. All those in favor? All those opposed? Hearing none, this motion passes, and thank you very much. And keep up the great work. I mean, the statistics were dramatic when you targeted district two and district eight, the reduction. But it is a never-ending struggle.

>> Thank you.

>> The next item on the agenda is the neighborhood services -- is the strong neighborhood initiative business plan update, Kip, okay.

>> Good afternoon, madam chair, members of the community. Kip Harkness with strong neighborhoods. I want to give you an update since refocusing ourselves in your council meeting in august in refocusing our business plan. I want to talk about the on-the-ground organizational piece and give examples where we're headed as we rethink the way we deliver services and how we partner in an era without the \$30 million of capital funding that we had as recently. We want to identify the neighborhoods hardest hit by the current recession and the other factors that relate directly to blighting influences in the neighborhood. We looked at six pieces of citywide data, code violations, graffiti, impact, two safety ones, one related to violent crime, the other information from the mayor's gang information task force which will be a tight partner of ours for all of this work and foreclosure data as well as unemployment. As we crunched those numbers we were able to identify 13 neighborhoods. You see them in the darker green here, which are citywide the hardest hit around those six factors, and we're focusing our on-the-ground organizing in those. And we identified really three goals for each of those neighborhoods, and they're quite simply clean, safe, and engaged. And so what we seek to do over the next six months and then into the next year is to work in collaboration with those communities to achieve cleaner, safer, and more engaged neighborhoods. We're going to measure that with baseline surveys looking at both data and perception, and we'll come back to you with performance measures which document both output and changes, if there are any, in perception that will allow us to revise our approach as we go. So, that's one of our goals, which was focusing on those neighborhoods in crisis which was very geographically specific. Much of our work we are trying to make sure is available to neighborhoods citywide regardless of whether they're in the redevelopment area and regardless if they are one of the harder it communities. I want to share three examples. James, can I invite you up as well? James stagey is one of our partners. And Griddy was also one of our partners and I don't know if they were able to make it. But I wanted to invite James up as well. This is a bit of a different approach to us. We asked ourselves, you know, often what we hold up as model as being involved in the neighborhood are frankly difficult and unrealistic models to hit. We hold up Martin Luther King or Mother Teresa or folks like that or even council members who spend much of their lives in public service, and what we wanted to come up with was a

model that was much more accessible and perhaps even fun and maybe even good for you at the same time. So, this is a concept we've tried out called neighbor walk. It's a very simple one, simply getting together with your neighbors and walking around with a social purpose for a social good. And as an example of one of the neighbor walks we tried out recently in the downtown district, we had a group of folks came together. They walked, in this case biked a little bit. They did it at night to identify streetlights. They identified 162 broken streetlights in a 2 1/2-hour period. Now, the interesting thing about this, and I think most of you know this, but our current system of streetlights doesn't allow us the technology to monitor the individual electricity flow to the streetlights, therefore we pay PG&E regardless whether that light is on or not, so the 162 inoperable streetlights were costing the city \$7,320 a year for that neighborhood to be dark. And what was interesting and unfortunately not surprising when they did that walk in the 162 darker areas and there are often strings together, they found more dumping, they found more graffiti, they found needles and they, in fact, encountered working prostitutes in some of those areas. So, that's 2 1/2 hours of walking around, getting to know your neighbors. The direct result for us is a direct cost savings in terms of not paying for broken streetlights and a potentially dramatic shift in how that neighborhood works. Now, one of the obstacles we've had to this approach before the only way to get involved in neighbor walk was spending two or three hours with one of our organizers talking about that. Not everybody has access to one of the organizers for two to three hours nor does everyone care to approach their work that way. We have approached the night foundation to develop a well designed neighbor walk kit. We've approached create TV to develop an online video on how to do neighborhood walk, we want to do that first in English and then in Spanish and Vietnamese. And you can go online and click and we can mail the kit to you. So you can create the approach wherever you are. It's not complicated but we want to support community leaders and organizers doing the people where they are. That's neighbor walk. We're working with a potential sponsor who has a health orientation citywide to brand this with them a little bit. Another example, and this is where James in the housing department and environmental services are involved is the partnership we're developing with grid alternatives. And green has meant too much for too long, middle-class folks in Priuses. And one of the things we'd like to see is that green can be also about folks who are working class, lower income and about the green -- the kind of green that you have in your wallet, getting a return on your investment. So grid alternatives has a state grant program, again, through the utilities that provides essentially a watt-hour rebate that allows them to fund solar installation of solar panels on very low-income and low-income homes in the city, and they are interested in expanding into San José. We are going to be supporting and partnering with them to expand into San José. Once they install these, they can reduce the energy use on those homes by about 70%. Which means an immediate return to the homeowner and their ability to continue and often to stay in what is in most cases affordable housing. So, the partnership with the housing department, and James can speak to this in more detail, part of their interest is making sure that not only do we put solar panels on the homes, but that we look at the complementary improvements, because often those of us who own older homes know that simply turning up the heater doesn't solve the problem. You're often heating the outdoors through poor windows, poor insulation, poor roof, so looking at the cost of entry installation and energy improvements and retrofits that can go along so we don't have to build too big of a solar system to accommodate the heating bill. One of the issues with grid is there's a gap between \$2,000 and \$4,000 for each individual homeowner. We're looking at two ways to goes the gap. We are looking for private sponsors to come and grant and close the gap. And originally they came and they asked us, do we have city funding. Our answer is, you know, these days is, no, we really don't. But we're able to also approach a small credit union that we're working with and in discussions with who is interested in making a financing tool available. The credit union's issue is to help low-income folks to become financially literate and get involved with a solid institution, and they are looking at the possibility of creating a small loan program that wouldn't take all of the savings out of the homeowner's pocket but would allow them to bridge the gap with a convenient and trustable loan, so that's the second partnership with grid. Third one is really cool. And the tag line we have up here, imagine if safety was in the palm of your hand. Logitech and crime reports.com have teamed up to offer free cameras to be installed in the homes of 50 volunteers. The cameras are designed to face the public right-of-way. Not to peer into other people's property. And the idea is that they're extremely high-definition cameras. These are not your old grainy black-and-white video cameras. They are motion-sensor cameras. The external one, they come in two flavors, internal and external, the external one is in addition night vision which gives you a crystal clear, black-and-white night-vision image, and what you can do with that, you can place that facing a public area or facing, say, for example, a graffiti hot spot and you can have 24-hour video surveillance on this. It downloads directly into your computer at home, and it goes through your electrical system, so you don't have to do any additional wi-fi wiring. And for free, then, once you have this, you can actually watch on your phone the video in real time, and even if you don't have the video, I pulled up the screen here of crimereports.org which has both the mobile app and the website where you can get regular updates on crime

incidents in your neighborhood. What's pretty amazing there was a story just week in "the mercury news" a gentleman got his phone e-mails him, because the motion detector goes off, he pulls it up and looks at it, and he had it in his garage because he experienced two break-ins and he sees two gentlemen breaking into his house in real time. He calls 911 and the police arrived and both gentlemen were arrested and are in cuddly right now. This is the real time, neighborhoods taking responsibility for themselves that we think is pretty powerful. This will be available citywide. We'll do some special marketing in the 13 areas that are most impacted, but we want to make sure that anybody in the city has access to them. What we're asking for the folks that do sign up, Wednesday like to understand their stories a little bit. Not necessarily share things that they don't want to share publicly, but we'd like to understand what works, what doesn't and also the potential to use this as an organizing tool. So, it's more than just one person. And that's where the crimereports.com comes in. It has a new feature called neighborhood central which allows you to do, if you will, a little bit of a social networking focus on crime. You can create a neighborhood, very easily, click and drag, and then within that neighborhood you can invite anybody else who is on crimereports.com to be a part of your group. And if you happen to have a camera, you can let them view your camera in real time on that website or their phone as well, so you can have a whole neighborhood watching, aware, and connected about what's going on. And you see the e-mail at the bottom below. If you are, any of your constituents are interested, e-mail logitech.com, and they'll be e-mailing you an online application and we hope to have it ready in the next few weeks. We're going through the last few pieces of their process to get that ready. And in the new year we'll be distributing those cameras to 50 individuals throughout San José. And those are the examples of where we're going with strong neighborhoods, what we feel strong neighborhoods means to us. Each of these you see we have a broad range of partners and outside funding, and we believe that we're also trying to create systems that are not dependent on you being in a particular neighborhood, but that are accessible when you want to mobilize the action wherever you are in the city. With that, I'll close, and James and I will take any questions that you might have of us.

>> Questions by the committee? Kansen?

>> Thank you very much. I'm excited about this 50 free high-tech cameras, and I know we have a lot of hot spots in the city, so I was wondering can we maybe instead of giving out to 50 volunteers in all of -- I don't know how many applications you may face in the very short period of time, I'm going to advertise it on my e-notices to about 3,000 residents in my district, so you probably get 3,000 requests in the next few days. But I was wondering if we can just use the first 50 on those hot spots so we'll be able to, you know, catch some of the crime in action instead of making it in such a very competitive process?

>> Yes. We're going to -- we're going to have to sort through -- I hope we are going to get more than 50 applications. We're going to keep it open for a little while, but once we close it, parks and recreations services and the mayor's task force and strong neighborhoods will sort through and citywide applications and focus on the hot spots. Not to do too much of a pitch, but the price point on these is quite reasonable, they're about \$350 or less for the camera, and there's no software required. So, that's very affordable for a large range of folks. But for the first 50, we do want to test them out. One thing to be clear about with the hot spots, I think -- we think that's a great use for them. One of the distinctions I want to make sure is clear in my presentation, we as the city will not be installing the cameras or hosting them. If we were to do that, that would trigger a whole host of records retention and storage issues and other legal issues that would make the way this technology work really not well supportable. But to the extent you have a community member who lives adjacent to a hot spot and is willing to mount it on their house, that is something that can work very well, and so we're going to be encouraging people who get this to think about what are community spaces and places where this could be installed where you could, you know, we've all seen those walls that are hit over and over and over again, wouldn't it be nice to have a full-color video picture what is going on in real time and have anti-graffiti to be called and pd to be notified when it's happening? I think it's an excellent suggestion. We'll take that into account as we are able to award those.

>> Pierluigi?

>> Thank you for the report, thank you, again, for adapting to limited resources and using your time as well as you can. City attorney, has the council ever had this discussion?

>> I don't think it has. Other communities have had the issue and was stated earlier, if it's a city equipment and we are monitoring, it does become a public record. And we may have to, as indicated before, we'll have to have a

process for storing it and a process for making it available should any member of the public want to have access to it as any other public record.

>> So, then, I'm aware that other cities have it, but we've never actually had it proposed here in our district?

>> I don't recall us having an actual discussion of it in a full council meeting, but I know staff has had some discussions of it.

>> Fair enough.

>> And we've also been involved with the initiative that we did to install some cameras, for example, on fountain alley where they are city-installed cameras, and what we do in that case is we make sure there's signage that says this area under surveillance and consult and work with the property and business owners in that area prior to doing the installation.

>> I think as you know, you have limited resources and I think using technology is a good way to augment things, so thank you.

>> I have no speaker cards on this item.

>> Move to accept the report.

>> Second.

>> A motion and a second to accept the report. All those in favor? All those opposed? Hearing none, that motion carries. We have one item left. Oh, they are? Oh, perfect! Timing's everything. The last item is the youth commission annual status report, and we'd like to welcome some representatives of our youth commission.

>> Hi, good afternoon, Angel Rios, deputy director of parks and neighborhood services, I'm joined by council district one youth commissioner peter tang and citywide commissioner Mariamkahn and Neil Rufino, who will lead our presentation.

>> Good afternoon, and very excited to take the time in front of you to talk about the year's success that the youth commission has had over this past year. Again, we're going to go over the youth commission -- the youth commissioners themselves will be presenting the report and going over the strategic plan put here before you. Again, the excitement that I think we have and been able to support the youth commission over all these years is the effort for the department to continue, you know, increasing the lifestyles, you know, for our community overall and especially our teens. You know, we're committed to giving the best opportunities for our young people across the board and the youth commission definitely has been an opportunity for these select kids to do it. And, again, overall we'll be just going over the five strategic goals that the youth commission has put together for this year. Fostering a cohesive and effective youth commission, establish and maintain and involve the youth advisory councils, advise the city councils and the parks and rec and the San José police department and other departments on youth issues and to inform and empower San José youth, and use the youth commission as a resource. With that, I'd like to turn it over to the district one commissioner, peter tang.

>> Thank you, Neil. Madam chair and fellow council members, as Mr. Rufino mentioned, I'll be reporting the 2009-2010, goals, outcomes, and achievements for the commission, but before I go on, I would like to say that all of my fellow commissioners would have liked to be here to report but most of them had finals to attend to, I'll do my best to answer any questions you may have after my report, thank you. Strategic goal one, again, is to foster an effective and cohesive youth commission. This year newly appointed commissioners and returning commissioners attended the annual commission retreat from September 3rd to 5th of 2010. At this retreat, we established our role and updated our 2010 through 2011 commission work plan. The updated 2010 and 2011 work plan is included in your packet. You may refer to it at any time. Strategic goal two is to establish, maintain, and involve youth advisory counsels, otherwise known as yac, they are made up of other group within each council district to help commissioners implement their work plans and create a larger base of youth input. Since our last report in 2009, yacs have been established in 90% of the council districts, they have participated and

giving feedback on city's proposed budget recommendations through yac meetings conducted and directing by commissioners. In order to learn how the budget would affect our peers, several commissioners held special budget meetings with our yacs. We discussed the gravity of the city's budget and wrote issues to our respective council members regarding the issue. Several yacs are participating in the process with interaction through their teen centers. Furthermore over 75% of commissioners and their yacs participated in the city's police chief meetings, giving the city manager their recommendations and insights. We strongly believe that our insight and recommendations were insightful and were well received by Roberto. On November 20th over 70 yac members attended the yac training. They learned of their roles and function to the commission and to their city. We held informative and engaging workshops around budget and reuse process, the communication field, and best practices. Members also learned of the upcoming youth bill of responsibilities and the long-term sg-2020 project. It's a program that seeks to eliminate the achievement gap in San José by the year 2020. And the commissioners and the yacs have also updated their respective district's specific work plan to align with those of the youth commission's work plan. These updated district-specific work plans were submitted to the youth commission for revision and approval at our October youth commission meeting. The revisions will ensure that the commission and the yacs will grow stronger in the upcoming months. Now, Maryann Cline, the citywide youth commissioner, will speak on goals three and four.

>> Thank you, peter. Not only have we been busy with our yacs but we've been working on our third strategic goal of advising the city council and the PRNS on various issues. The youth commission was first introduced to the youth bill of rights by the youth commission of San Mateo, their youth bill of rights was adopted by the state. After several reviews, discussion, and gathering of information from our peers, it was decided by the youth commission that the document was missing two important youth rights specific to San José, that is why the addition of article 10 and 11 emphasizes on peer-to-peer relations and recognition of San José diversity. The commission wanted to emphasize the importance of celebrating diversity and holding youth accountable for their success. With these two additional articles, the youth commission presented the modified bill to our council liaison vice mayor Judy Chirco. We adopted the youth bill of rights. The last article reads, they, the youth, have knowledge of and comfort with people of diverse culture, racial, ethnic, and religious backgrounds as well as genders, gender identities, sexual orientations and developmental abilities. On top of that the commission has been fully involved in the budget process as well. As commissioners, we attended budget hearings to give our feedback and recommendations to city council by advocating for the youth throughout the process. The youth commission also created a public service announcement titled "ignorance isn't bliss" for the mayor's gang prevention task force. The PSA specifically addressed youth violence and the importance of good decision making for both youth and adults. The PSA, in fact, also won the alliance for community media western states award called the W.A.V.E. it was created by create TV and competed against five other western states. And to continue to provide a youth perspective on the budget crisis, several commissioners participated in a budget prioritizing meeting on January 23rd, 2010. And, as you may guess, we put services for teens as one of our highest priorities. Since the current budget cuts have impacted many youth centers, commissioners are now involved as members of the reuse advisory task force. We are providing a recommendation to PRNS regarding the reuse program, including evaluating service providers for many of these centers. Our involvement with them will continue through the 2010-2011 budget process as well. Moving on, in accordance to our fourth strategic goal, the youth commission is dedicated in educating, informing, and empowering our San José youth. Last year, the youth commission held its first annual yac training day geared toward the youth advisory council members. We provided many workshops on the topics of networking, public speaking, and leadership, as well as how to create a PSA storyboard for the mayor's gang prevention task force. About 70 youth came to this training and they all requested that this training be done on an annual basis. Therefore, as peter mentioned, this past November 20th, we once again hosted the yac training. The focus of this year's training was on aligning them to the overall mission and vision of the youth commission. In addition, yac members received an ethics training done by Mr. Tony Nguyen from the San José state university to set the foundation of the youth bill of responsibilities. Additionally, yac members received an introduction on the sg-2020 initiative. Then in April, the youth commission held its third annual youth conference. The conference was called youth can make the difference. It held various workshops with presenters ranging from former defense attorney Julia Algiomento to project cornerstone, continuing to empower youth, the conference presented its first-ever peer-to-peer awards ceremony and a second annual state of the youth address. Over 260 high school students from all over the city attended, and 89% rated the conference as above satisfactory. And now, I will turn it back to peter for our final goal and next ups. Thank you. Peter?

>> Thank you, Maryann. The last strategic goal is to create public awareness for the youth commission. On April 17th, 2010, commissioners presented a workshop on how to include teens in neighborhood meetings at the San José city college. Various groups attended the workshop. A very successful result was achieved. The Willow Glen neighborhood association voted to elect and appoint a youth commissioner as a voting member of their group. On February 6, 2010, the youth commission chair participated in the bold steps for youth conference held by the kids in common organization as a teen panelist and was the spokesperson for the youth bill of rights at this conference. Several commissioners and their yacs also participated in various national night out activities throughout the city during the month of August. As you can tell, we've accomplished a lot this past year. We are eagerly looking in to accomplishing even more this upcoming year. June 30th, 2011, elimination of two staff positions supporting the youth commission, the 2010-2011 work plan incorporates greater yac participation and a stronger level of commissioner commitment. With that, our next steps as follows --one of our next steps is to gather yac member input and involvement in addressing the mayor's June 15th, 2010, challenge to create a bill of youth responsibilities. Work has already begun to gather input. So far, we have gathered 945 surveys from the youth across the city on their opinion of their responsibilities, and we are still in the process of gathering and analyzing even more. In order to address the city budget, we have created a budget and reuse ad hoc working team that consists of both commissioners and yac members in an effort to enter the city budget process early on to ensure youth input. Commissioners will also hold meetings with their respective council offices as the year goes on to further connect and strengthen these bonds between youth and adults and to coordinate work efforts between both. On March 25th, 2011, there was a targeted fourth annual youth conference. However, due to scheduling, the conference will be held on March 18th, 2011, instead. Much like conferences in previous years, we hope to provide useful workshops that will give the attendees the tools to be leaders in their communities. Also we aim to see students in every high school to attend and we wish to give peer-to-peer awards once more. Youth commissioners will also be responsible for holding at least one forum geared towards gathering input from the youth in their district in regard to the youth bill of responsibilities. They'll be holding forums on the achievement gap to further address the sj-2020 initiative. The youth commission will also continue to have trainings to sustain the commission's progress throughout the fiscal year. With a new year ahead, commissioners must learn to sustain the commission independently as much as possible. With that said, we must also keep in mind that there will be eight youth commissioners graduating this coming year. This will leave only three seasoned youth commissioners to sustain the commission's mission and vision for the 2011-2012 year. The graduating are from one, two, three, four, five, six, seven, and ten. Lastly, the commission has not only been a rewarding experience for both past and present commissioners, but for all of our yac members as well. Therefore, we plan on building a commission reunion in June to commemorate our youth commission experience collectively with the commission alumni. In the meantime, the youth commission will continue to be the driving force in the development of young leaders as well as a champion for public service. Thank you. Are there any questions?

>> Questions? Pierluigi?

>> Just always a fun presentation when we see the youth commissioners come in, you are both extremely articulate and I wish I would have been at your age. Thank you?

>> Kansen?

>> Thank you, vice mayor, and thank you to the youth commission to come over and give us a good presentation. This is probably a direction to the manager's office. I know we're not in the budget cycle yet, but I truly believe that this is a very well-leveraged program for the city, and we're hoping that we will keep the same staff level for the coming year.

>> And council member Chu took part of my notes right off my page, because I have, for many years, advocated for staffing for this commission. I think it's really important. And I know every year it's threatened, but if we don't serve our youth, we don't serve ourselves or our city. So, my challenge to the city manager and to the budget director is we have reduced support for our boards and commissions. That does not mean eliminating support. The next question I have is what is the budget for the youth conference that's coming up in March? And that might be best directed to Neil?

>> Over the past years, the majority of the conference costs between \$8,000, \$10,000, you know, I think last year we kept it around \$8,000. Most of our funding has come from a gift trust that established many years ago, but where we are right now, that's the majority of the trust left for this conference.

>> What I would like to do, and I understand the youth commission has written a letter that they would like to deliver to each of their council members to request funds to assist with this youth conference. Have you?

>> Also I just -- well, we are working on that, and that is one of the steps we will be taking. We did some initial planning with Betty, and we are considering actually partnering up with sj-2020 and have them provide some of the costs for our conference as well.

>> And I really encourage you to also work with your council office, possibly to send a letter to assist and then schedule a follow-up meeting after the letter has been sent with your -- the youth commissioner and a yac member. I know our office has helped in the past, but I also think this is a good learning lesson that advocating for youth means asking for money. Now, you want to know just how much I love that? But I have done that. And I know that the council people believe in their community, and they believe in our youth. And all the youth I've met through the youth commission, your yac members and the youth commissioners, we will be very well served by our young people. And in other words, watch out, world, here they come. If there are no further questions, by the committee. I have no speaker cards. Excellent presentation. I would need a motion to accept this report?

>> Motion to accept the report.

>> Seconded.

>> We have a motion and a second to accept this outstanding report. All those in favor? All those opposed? Hearing none, that motion is approved. And thank you so much. I have no speaker cards for open forum. And so I guess we will call the meeting adjourned.