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>> Councilmember Pyle: Thank you. We are all ready to go. Thank you aural for being here today. I would like to give Kip a chance to sit, that would be nice and we'll go over the work plan. Okay we are going to drop the school-city collaborative, the bimonthly update from the City Manager's office. But we can go ahead with the reports to the committee. And go from there. Since there are no items on consent, that I can see.

>> Councilmember Constant: Need a motion to drop or --

>> Councilmember Pyle: Yes, let's have a motion to approve the agenda as is.

>> Councilmember Constant: I'll move that.

>> Councilmember Pyle: Move approval, second, all those in favor, aye. That is approved so we will begin then with Anne are you here? Anne Cain who is going to present our interim -- she is our interim library director and she's going to do a report on annual library use and trends report.

>> Thank you, Councilmember Pyle and members of the council, I'm Anne Cain interim library director and this is Lynn Harris, I want to thank you for putting us on the agenda before PRNS and not afterwards, because they have some interesting props back there. Last year, the San José Public Library experienced a year of change, recognition and departure. The year began in July 1st, 2011 with a reduction of open hours and days. Branch libraries are open four days a week, either 34 or 33 hours, Monday through Thursday or Wednesday through Saturday. In two years, the hours were reduced 30%, and staff were reduced from 365 FTE to 271. Circulation dropped 23% during that period of time, from 14.9 million to 11.5 million. So you can see the very definite connection between open hours and the use of the library. That said, the branch libraries continued to be very busy, at the hours that they were open. Evergreen, Berryessa and King circulated over 1 million items, Santa Teresa and west valley circulated over 800 thousand and visitors to all the San José public libraries totaled 6.1 million. In 2011 and 12 four bond-funded projects were completed but had their openings deferred. And with your approval last June these four libraries are going to be opening over the last six months, and that has provided a lot of hope and optimism to the library staff for the coming year. All told there are 15 bond-funded libraries that

have been constructed and opened since January of 2004. We have some activities at the King library. I'm not going to read all these slides for you, but the very successful collaboration with the San José State university continues. And due to the economic climate, the library provided an increased vital role in -- by offering classes and workshops for those out of work during the last year. As you know two of the library's critical roles are in early care and lifelong learning. Since 1999, over 7,000 childcare spaces have been created and there are 46 active smart-start sites. This year smart start San José was awarded three national and statewide awards. As you also know, there was a lot of discussion this year about the family childcare training program which had 79 graduates that opened 32 new businesses and retained 47 businesses. As you know CDBG funding for this program was discontinued but fortunately the library was successful in its request for \$250,000 from the Packard Foundation to fund the second year retention services of that program and to develop a long term plan for the program. The library conducted over 2600 literacy programs which were attended by 90,000 people of all ages. Partners in reading 2 won a national award, the Urban Libraries Council top innovators award for the work wise program which is a workplace literacy program. As you know, the -- wait a minute -- sorry. San José was awarded the highest award that's given to public libraries, the national medal from the institute of museum and library studies and you will recall that it was the first library in California to win that award. There has been part of the reason for that award was the enthusiastic response to the e-services. Over 350,000 e-books were loaned this year. 46% of fines are paid through the e-commerce site and over 22,000 live online chat sessions with professional tutors through tutor.com were provided. We've installed five new automated materials handling systems for a total of eight, and then I believe by the end of this year there will be 11 in total. And those machines are now checking in more than 50% of all the material that's returned. As you know, the library leads the way in developing innovative services and programs and those are presented at lots of workshops. The library does some consulting and leads tours and programs and presentations to other libraries on its methods. This is a list, a map that shows all of the libraries that have contacted the San José library and worked with them on emulating some of the services and programs that are offered here. And special funding highlights, this really shows you the reliance on property tax. You notice at the bottom that the funds, the property tax funds fund 41% -- 41 FTE. I'm going to talk a little bit more in the next presentation about the parcel tax. In terms of comparison, San José has a very per high capita circulation. And frankly as somebody coming in from the outside you have an amazing high per capita circulation for a library that serves around a million people and a very low per capita operating budget which means the

library is operating at a very high level of efficiency. And in a typical day 20,000 customers visit the library's facilities enjoying a wide range of services and daily they borrow 40,000 items. They make 8,000 visits to the libraries and have 6,000 computer sessions and a thousand people attend 40 programs for customers of all ages each day. And then in conclusion, as I mentioned when the libraries are open they're very heavily used. And even with the reductions to days and hours of service, over 11.5 million items were checked out. The coming year as I mentioned is also very exciting for the San José library because of the opening of the four new libraries and staff look forward to continuing to provide exceptional service to the community. With that we're happy to answer any questions.

>> Councilmember Pyle: Well, Anne that was a fantastic report. I really appreciate all the work that the librarians do and the other workers in the library as well. This is one of our best systems. I would love to know what the figures are in reference to crime and the lack of library services in reference to young people. That would be interesting. And with that are there other comments and/or questions? Kansen?

>> Councilmember Chu: Thank you, madam chair. First of all, congratulations for the award. I'm really very impressed with the innovation services and the improvement in the technology area. I have a few questions. Let me see if I can -- oh and definitely the job-seekers, the assistance to job-seekers and small business you really, really need to be commended. I have a question on this page 10. The library comparison. The library holdings per capita, what is that? It was on one of your slides.

>> That's number of items in the collection divided by the population served.

>> Councilmember Chu: And the operating income?

>> That's the annual budget for operations divided by the population.

>> Councilmember Chu: Annual budget?

>> Right. So for example, San Francisco spends \$100 per person on their operating budget where San José spends almost \$37.

>> Councilmember Chu: Thank you very much for clarification. When I looked at the income I thought we are making money out of our library assistance. Workload measured by branches. What is the difference between the visitors and the attendance? This is attachment B.

>> Visitors are the people coming into the library and attendance is program attendance. It's programs, some of the programs are given by library staff. A lot of them are given by volunteers so that should actually say program attendance.

>> Councilmember Chu: Great, that's all the questions I have. Thank you very much.

>> Councilmember Pyle: Berryessa is giving everybody a run for their money. Pete.

>> Councilmember Constant: Well, thank you. I'm looking forward as we start opening up these branches, especially the Calabazas in my district, especially since we have been operating with only one medium size library for our whole district, and I think that's going to have a huge impact when we see this report next time as far as how many people are coming in. Hopefully we never get to the point where we're getting that income per capita that high out of fines. That's not what we want. We don't want the fines to offset the operating costs but hopefully they'll never get that high. When we look at the library holdings per capita is this just the pieces that are in the open libraries or is it the entire library collection? Like we have the four shuttered libraries. Are we going to see an increase in that number when they open or is this -- are the holdings actually included in this number now, they're just not being circulated?

>> Oh you'll see a great increase in that number.

>> Councilmember Constant: Okay.

>> In the sense that some of the books that will be in the collections when they open were in some of the libraries before or have been moved from other libraries. But there will be opening day collections added to all four of the libraries.

>> Councilmember Constant: I just wanted to make sure that I was reading right. Doesn't include our new collections which I think is --

>> Right, right.

>> Councilmember Constant: Very good. I think that will give us a nice little boost as well. Well, I don't know we don't have as much money as we should have in the system but we're hopefully after this next year going to see some positive growth in our revenue. I think we're all committed to restoring the cut hours and the services throughout the city but specifically in the libraries.

>> Hear, hear.

>> With that I will make a motion to accept the report.

>> Councilmember Pyle: I need a second? All those in favor, that is unanimously approved. We're going to move on now to the library spar tax oversight committee annual report.

>> Give me a minute to switch gears here. Okay. After the voters approved the library parcel tax the city council appointed the library commission as the citizens overcast committee. And on November 14th, last month, the oversight committee conducted the hearing and received a report from the independent auditor on the parcel tax. The auditor presented a clean audit in compliance with all the requirements and with no deficiencies in internal controls. This report today what you have in your packet is the report at the end of the seventh full fiscal year of the library parcel tax. The oversight committee recommends that you accept their 11-12 annual report on

the use of the library property tax. This is some background information that I'm sure you're all familiar with. When it was passed you know that it -- it's capped at a 3% annual increase. And from 10-11 to 11-12 it increased 1.69%. Also the ballot measure spelled out very clearly how the money can be used and it also spelled out a maintenance of effort provision that has not now been met for the second time. Last year it was just under at 3.34% and this year it is at 3.5% rather than the 3.79%. These are more of the details on the -- on specifics of the parcel tax. This shows the different amounts. There are different rates that are collected and the amount that is collected again, an increased 1.69% for 11-12. This -- the next couple slides cover the -- and you get a sense of the critical importance of the parcel tax to library operations. As I've mentioned, there are 41 positions that at all levels throughout the library that are funded with the parcel tax. And this year it was used to purchase almost 84,000 items for the collection. There were some cost saving measures that have resulted in bringing in slightly more than what was spent this year. There were significant savings in several line items. There were vacancy savings, the branch openings were deferred and there were some management consolidations and streamlining in acquisitions and the automation units in the library. And in conclusion, the extent to which the library relies on the property tax is included on this slide. The property tax provides 20% of the library's operating budget, and 41 staff. It represents 43% of the budget for books and other collections. It covers 75% of the library's automation budget including 50% of the cost of new computers and the support for those computers. And again the independent auditor reported to the commission and the oversight committee no significant issues regarding the library property tax and it will be critical to the successful operations of the library to extend this source of revenue for the library. With that we'll take questions.

>> Councilmember Pyle: Pete I know you have a question.

>> Councilmember Constant: Couple quick questions. On the General Fund percentage, the 3.79 target, that we have, and we've fallen short obviously we all know that. Do we have an idea looking forward, once the four new branches are actually opened, will we meet that target or will we still be below that target?

>> I'm going to defer to Lynn on that question.

>> Lynn Harris, acting administrative officer. We'll be slightly lower at this point. Hopefully next year's budget we'll be a little bit stronger than we've had but it was a resolution of intent when that was established, 3.79, with cuts to all departments the library has not been without.

>> Councilmember Constant: I'm just wondering as we go into next fiscal year assuming this year the openings were staggered so we don't see -- cumulatively it's like opening one of them all year. So hopefully next year we'll see it inch closer or at least close that gap. And just an observation. I know you look at the chart on the parcel tax expenditures, it just kills me to see nearly \$400,000 of the library parcel tax went to pay for this building that we're in. When I really don't think that was the intent of the voters. And you know I've never been shy of the fact that I wasn't a fan of this project, the library going forward. And just like to remind people every time I see a line item related to it, that you know there was a promise that the voters weren't going to pay a tax. And we've taxed them. We may not have taxed them in dollars but we've taxed them in services or lack of services. I just like to point that out because I really don't think we as an organization upheld our promise to the voters in that regard. But that's not your fault. That's just an editorial opinion about the greater forces at work.

>> Councilmember Pyle: And I just wanted to know, how much of a correlation is there between property taxes and the parcel tax? Is there any correlation? None whatsoever?

>> I'm sorry, could you --

>> Councilmember Pyle: Is there any correlation between property and parcel taxes?

>> There are different rate structures for the different types of parcels.

>> Councilmember Pyle: But generally if property taxes go up the parcel taxes do as well?

>> It will come up a little bit, yes.

>> Councilmember Pyle: Because I know for sure property taxes have gone up. We just got our latest tax bill there was a significant rise which we're happy to pay in order to get the services.

>> Councilmember Constant: This was a flat dollar amount indexed to inflation though. So I don't think that is correct that they will go up as property values. Because even if you bought your home at \$200,000 and I bought it for \$1 million we still pay the flat, but it's indexed for inflation.

>> Councilmember Pyle: Thank you, I needed that explanation. Are there any questions?

>> Motion to accept.

>> Councilmember Pyle: And a second, all those in favor, aye, thank you very much. Thanks. All right. We're going to move on now to our next item. Which kind of excited about, that is, a report on childhood antiobesity and wellness initiative update. With us we have Neil Ruffino and our own Suzanne Wolf.

>> Like a Lemur, a different animal. Good afternoon honorable chair and members of the committee, my name is Suzanne Wolf and I'm pleased to be here to talk about our health and wellness updates from our department and specifically looking at the grants that we've received in that nature. In the audience with us I just want to recognize Manny Perez, Amy Barnwell, Mark Park and Rafael Gomez who have worked on the grants and who specifically worked to make sure that we ensure these healthy programs to be in place for our community. Presenting with me today will be Neil Ruffino and Gina Anning and to my left is Heather Learner, our executive director of Happy Hollow foundation. Before I start, I wanted to note this week in the mail we received the updated California parks and recreation magazine and in there from staff we have a quote from Manny Perez, I wanted to share it with you before we start our presentation. It talks about the community gardens. The popularity and desire for community gardens is very evident in San José. Perez concurs. We often receive requests for tours of our community gardens. The gardens provide a way for people to learn from each other, and cultivate friendships as well as produce. It's a place where people can find relaxation and a deeper connection with their community. It is an intergenerational, multicultural way to strengthen neighborhoods. And with that, we'll start with Neil Ruffino.

>> Good afternoon, again my name is Neil Ruffino, I'm a recreational superintendent. And this afternoon I'll be presenting an overview and summary of some of the department's childhood anti-obesity grants that we have received recently. Public recreation services have long been associated with providing safe and active places. And PRNS supports these efforts through our actual mission of our organization which is building healthy communities through people, parks and program. One of our main service goals as adopted by our department's green printer is to provide accessible recreational activities that are responsible to communities health and wellness. The core services of park and rec align with the strategies that are out there to reduce the recent studies showing the alarming growth of childhood obesity and adult obesity in the United States. According to the CDC nearly one-third of children in America are overweight or obese, and since 1980 the percentage of obese children aged 6 to 11 has doubled. And the percentage of obese adolescents age 12 to 19 has tripled. In 2008 a CDC analysis reported that the direct and indirect health cost associated with obesity were \$147 billion nationally for adults and estimated \$3 billion per year for childhood treatment. And locally, San José has a third highest percentage of overweight and obese children in Santa Clara County at 36%. And with that statistic that's 3% higher than the nation's average of a 33% rate. So with our department's efforts we are closely aligned with a 2008 local government actions to prevent childhood obesity report that was published by the institute of medicine and the national research council. This report directly targets the following six goals that local governments should look to, to implement. One is to improve access and consumption of healthy safe and affordable foods. Two is reduce access to the consumption of calorie dense and nutrient poor foods, raise the awareness and the importance of healthy eating, encourage physical activity, decrease sedentary behavior, and raise the awareness of the importance of increasing physical activity. And so through this effort park and rec we've been actively look for additional resources to help support our mission and our activities. And the following slides will provide some detail regarding the key grants that we've received including the grants from the Santa Clara Public Health department to implement the CDC's communities putting prevention to work grants and the Kaiser Permanente grant which is funding the happy Hollow park and zoo's eat like a Lemur program. In the past two years, PRNS has received \$141,000 from the county of Santa Clara for the focus and creation of -- creation and implementation of the department's health standards for children and youth. Through this grant we were able to train over 200 of our recreation leaders and class instructors in the Spark curriculum, which is a nationally

recognized model for physical education. Most of our public school systems implement spark as their physical education modules and we implement it directly with all of our after school programs as well. They've also been trained in programs such as the sugar savvy initiative which teaches our rec leaders to teach kids about the amount of sugar that seriously families and children intake in anything from sodas to every day foods. Other things we've done is developed a healthy snacks information guide to parents of our children in our early care and education classes so we know what appropriate foods to bring for their children during snack time. And we've instituted health program physical activity standards which encourage 60 minutes of physical activity per day which aligns with Michelle Obama's let's move campaign we are actively looking at limiting screen time in any of our youth programs. We promote outdoor play and activities for children youth and teens. Alongside with those standards we also implementing youth health standards for all of our programs. Again it increases the access of healthy foods, it limits food with minimal nutritional value, and it increases our health education to children and youth. One example, practical example of how we do that in traditional recreation programs, when we do a lot of questions and answers with children, kid raises his hand, say great answer, throw a piece of candy, good job, we've cut all of that out. We can throw an Apple, a banana, we're not giving away candy on a regular basis as part of a reward for kids. Simple way we're implementing the policy side much things. Another grant associated with the CCPW or CPPW grant was \$25,000 that the parks division received in partnership with the health trust. And I believe the committee has received information on this previously. And so this grant, the community gardens program, was able to advance the new community garden partnership with Communivercity. They're looking to expand 26 more plots with the Santa Clara Water District. They are supporting the expansion of the city's and the Vegolution partnership over at Emma Prusch park, to expand their two-acre cooperative to six acres. And they're looking to implement new policies and procedures to allow more small farmers markets on park lands for us to again to access the opportunities to access locally grown and health accessible food. So now I'd like to turn the presentation over to Gina Anning, the recreation superintendent and general manager of Leninger park to present information on the grant for Happy Hollow.

>> Good afternoon, thank you for having me. Gina Anning, I'm the general manager over at Happy Hollow park and zoo. And again, introducing Heather Learner who is our executive director with the Happy Hollow foundation. I want to introduce to you today as part of this presentation a grant that we received from Kaiser Permanente, in

our terms we are calling it eat like a Lemur program. I have a Lemur here to stare at you. I almost turned him around backwards, though. Having him face you.

>> Councilmember Constant: Wouldn't be the first time.

>> In August 2012 we were very fortunate to have the Happy Hollow Foundation assist us with securing a \$50,000 grant from Kaiser for the eat like a Lemur program. And the project is focused on a greater awareness of healthy lifestyles and providing greater access to healthier food options. The project will be implemented together with the Happy Hollow park and zoo staff and will run through approximately June 2013. We are in our -- we are finalizing our planning process now and again we'll have everything implemented by June. Most of this will take place in our restaurant which is called the picnic basket. And the goals of the grant include reducing the sugar beverage options by approximately 25%, branding of healthy options using Happy Hollow characters such as our Meerkats, the lemurs and Danny the dragon, swapping in healthier brand alternatives for soda fountain machines. So if Pepsi is who we're doing our business with, asking Pepsi for the healthier alternatives to use. Something called marketing wraps where we plan on wrapping some of our tables around the picnic basket. While you're sitting there having a hamburger we want to have that healthy eating message right in front of you so you're seeing it all the time and hopefully discourage you of having a hamburger the next time around. Somewhere in the park we haven't found the location yet for a grab and go cart for prepackaged fresh fruits and vegetables. So parents wouldn't have to necessarily walk all the way back to the picnic basket, they can go to the cart and pick up a grab and go cup that has fruits and vegetables. If you are looking add offering healthy food items in the refrigerated cases there, arrange them for more prominent healthier option he in the front, maybe put the less healthier options towards the back. And they're also increasing health awareness, movement and activity within Happy Hollow, by implementing projects such as step-count signage. So if you were to park in our East parking lot off of Story Road walk across the bridge through our entry plaza through the picnic basket, we might have a sign up there that says, did you know you just walked 2,000 steps to get here, to let people know the physical activity they are embarking on as they walk through the park and zoo as well as the parking lot, and to other places within Kelly park. We're also looking at activity stations and have a provision for family-based

physical activity programs in our meadow or when we have high visitor counts on weekends. So before we take any questions I would like to introduce to you Larry the Lemur.

>> How is it going? You know the step count is really important because everyone forgets about me so if we put up those step counts you'll come down and see me. We've brought some snacks. Eat like a Lemur.

>> Councilmember Constant: Do I look like it? [Laughter]

>> I brought some snacks. These are Lemur sanctioned snacks. Take it out there. [Mumbling]

>> Councilmember Constant: Don't be an Indian-giver! [Laughter]

>> Eat like a Lemur.

>> Councilmember Pyle: I try I really do.

>> How is your step count?

>> Councilmember Pyle: I haven't done that yet, I don't know.

>> It would help with a pedometer.

>> Councilmember Constant: She'll have more spring in her step in three weeks.

>> Kansen, do you eat like a Lemur?

>> Councilmember Chu: Yes I'm trying.

>> Drink in recycled cups. Eat like a Lemur.

>> This job makes it hard. But I try.

>> Any problem?

>> Councilmember Rocha: I try, opportunities for improvement.

>> Maybe Kaiser can fund that for you. All right. So you're going to come back with your kids?

>> Councilmember Rocha: Oh, yes.

>> Thanks.

>> With that including Larry the Lemur we'd be happy to take any questions.

>> Councilmember Pyle: Questions? We do have a memo, by Don Rocha.

>> Councilmember Rocha: We can let everybody have some comments first. I'm happy to --

>> Councilmember Pyle: Kansen Chu. Why don't you go first.

>> Councilmember Rocha: I do have a question. Did you want to go first?

>> Councilmember Constant: New were going to hesitate I wanted to bring up a point of order on the memo. I might as well bring that up now. I have a couple of issues on the memo, not necessarily the content but I don't see how this fits on the agenda when we're talking about PRNS childhood antiobesity programs and this is an unrelated policy item for City Hall. City Hall facilities don't come under the authority of the PRNS department. The

noticing doesn't say anything about this particular topic. And any changes to work plans and new policy things are supposed to go through rules. So I just don't think that it meets the requirements and shouldn't be discussed at this meeting. Whether or not it's in a good idea or not I don't think it's in the right place. And just because the words obesity occur in both, I don't think we can make the legal nexus to really do this. So that's my question to the City Attorney. It seems completely off-topic to me, and I'd like to get an opinion before we go further on it.

>> Yes, I think you are --

>> Councilmember Constant: Can you use the mic?

>> Councilmember Rocha: Can I weigh in on my interpretation? Because these are interpretations, right? The words city facility, is Happy Hollow a city facility?

>> Councilmember Pyle: Yes, absolutely.

>> Councilmember Rocha: And are there vending machines there at all?

>> Yes.

>> Councilmember Rocha: Okay. I'm sorry, go on.

>> Well, I just saw the memo so I do apologize. The first opportunity I had to look at it was just when I sat down here. So even if the intention was that it be distributed sooner, I apologize that I didn't get to look at it sooner.

>> Councilmember Rocha: We did a poor job of distributing, I apologize.

>> Councilmember Pyle: Why don't we give you a chance to take a look.

>> Thank you.

>> Councilmember Rocha: We could also just return this at the next committee meeting. The urgency of in item is not a priority. I am happy to if there is some concern about whether or not this falls under, to talk about this at another committee meeting.

>> I would appreciate that. That would give me the opportunity to review it more thoroughly and to vet it with others in my office, as well. Because I think good points are being raised by Councilmember Constant, so I would appreciate that opportunity, Councilmember Rocha.

>> Councilmember Rocha: And I would be happy to --

>> Councilmember Constant: I would say that I think it needs to go to the rules committee. Because it's a change in the work plan, and it's a new policy, versus what's being discussed and what's on the work plan for the committee.

>> Councilmember Rocha: There has been plenty of policy direction out of many different committees that didn't go through work plans.

>> Councilmember Constant: But they're tied to an item that's on their work plan or on their agenda.

>> Councilmember Rocha: And that's the item left for debate, not whether it needs to go to Rules. I think whether or not it falls under this -- I'm happy to have it come back if you want.

>> Thank you very much, councilmember.

>> Councilmember Rocha: I do have a question on this item, if you don't mind. Are you done?

>> Councilmember Constant: I have another question that I'll ask later.

>> Councilmember Rocha: The let's play campaign that you talked about, the grants that are available, are those all for program grants or are there capital grants for like facilities tot lots activities kind of thing?

>> The -- well, in general that means the amount of grants I think that are out there for health and wellness is kind of a really big area across the nation so there are multiple -- I mean as you know the amount of trail grants that we received over these years, that's all part of this effort and yes, there's a lot of grants that are available for both programming and capital and it's I think the department's effort to be very strategic in terms of applying for those things, they're putting them into place.

>> Councilmember Rocha: Okay.

>> We're presenting today those items that the department has received for specific grant funding.

>> Councilmember Rocha: And those are generally the capital?

>> No, today for programmatic for supporting through the CPCW and the eating like a Lemur campaign, which were not capital grants you but programmatic grants.

>> Councilmember Rocha: I'm really excited about the eating like a Lemur program and also the visit by the Lemur as well.

>> Totally distracting.

>> Councilmember Rocha: I would have too. Is there any component of this that you've considered about adopting for citywide policy similar to what the county's done in termination of trying to -- improving some of the food that we provide at city facilities or that we authorize through events on city property? Items such as that?

>> The effort from this grant is to look at the county standards. And we've been again like Neil said when it made sense in our programming and working on large motor skills and having healthier nutritional standards that are lower in sugar and higher in nutrients is a focus of ours in this grant. So we're combining all of that together. We also look at our sponsorships and make sure we're in balance with our sponsor opportunities as well. So that's a consideration certainly at Happy Hollow park and zoo.

>> Councilmember Rocha: As far as accelerating that effort, is that something that's possible or within the scope of staff and resources not a high priority but is there something the council could do hypothetically if the council was interested in something like this to accelerate some of the models citywide for events, et cetera?

>> I can tell you our funder would love to have this expanded. This is the first year of funding from Kaiser for Happy Hollow ever, in 50 years. We are so excited to get their attention. They see Happy Hollow as a leader. We have over 450,000 visitors a year, so that's -- they were keenly interested in positioning us, especially because we have so much access to family and children. They just thought you guys could really no pun intended knock this out of the park if you did this right. They want to see us succeed and if this model could be then replicated in other places it would help with their initiatives as well. They have a keen interest in that. They've also invited us back for a second year of funding that could involve some expansion of the program.

>> Councilmember Rocha: Is that an annual grant, or is there bi-monthly -- I'm sorry --

>> This one was funded in August and we have until June of 2013, as Gina mentioned, to fulfill all the grant requirements which was updating signage, doing menu changes, shifting out to 25% less sugar, doing more activity in the park and then measuring that. Then we have the opportunity to apply next springs and partner with other organizations as well.

>> Councilmember Rocha: Does it include any administrative cost for us to distribute those grants?

>> I didn't include that in this particular grant.

>> Councilmember Rocha: All right, is was there maximum amounts, do you know off the top of your head, grant amounts that can be awarded, was there a cap?

>> We applied for \$50,000 and got the maximum, we were fully funded. I don't know if they go way beyond that for other agencies. This is, for first year funding we were lucky, it was a high ask and we got it. I do know that Children's Discovery Museum, which is city owned but not city operated, they were kind of the Guinea pig prototype for this program, and they actually instituted an eat the rainbow program. And so we're kind of using them as our partner model so we can learn from their experiences what we can implement here. There's always going to be a concern around sugar, we make a lot of money on sugar, so we want to make sure to get different revenue streams in there. So we're not making money today on children that we're going to have to pay back later in terms of their health.

>> Councilmember Rocha: Thank you. These are all great work. I think my interest is one because I'm excited about the good work and it's an issue that I'm interested in and the other is I'd really like to see an effort kind of citywide while different groups or components may be doing great work on their own maybe if we can step it up a little bit and talk about this as we implement any kind of program, I think that might be a wonderful opportunity. That might be something I might work with, with the chair, thank you.

>> Councilmember Pyle: Karen, I'm not sure you will agree with that bust by changing the word in the last paragraph of the first page, if we change the word adopt to consider would that make it less of a problem? I mean this is good information. This is an information-only. By doing that it would be information-only. We're not changing any rules just --

>> Councilmember Constant: I would just say if you want to make progress on it getting it through the Rules Committee to put it in the work plan that's where the evaluation of staff capacity happens and all that. Then we

would actually know if it can move forward. I think you have a better chance of success going through that channel which is the established channel versus trying tie it in here. That was my point.

>> Councilmember Pyle: This was just for sake of keeping it included with the packet. So would you like to propose?

>> Councilmember Constant: I have a question related to what we've heard so --

>> Councilmember Pyle: Okay why don't you go with that first.

>> Councilmember Constant: So just a question. I know all the school districts are doing programs. And I know my kids have gone through a -- trying to remembers, is it the five four three two one. Five fruits and vegetables, three whole grains or four whole grains, three something, two hours of physical activity no more than one hour of sedentary video games or something I don't know.

>> That's impressive that you know that.

>> Councilmember Constant: Yeah well I hear it all the time. I have five kids, repetition really works. My question is what are we doing if you are doing an effort and all the schools are dong an effort what do we do to tie them in? Because the reinforcement of messaging is something we can capitalize on, even though it's not the same five four three two one. So that's just what I throw out there.

>> The department's been very clear on focusing on ways in which we can be more creative and having healthier standards. And again, the other example we use is last summer, during our parks and recreation training for our recreation leaders, we really did a lot of large motor skill trainings. So when they went out and ran the summer camps, we had kids doing one hour of large motor skill activities throughout every day of camp. So again part of it's training our own staff, part of it's connecting into the greater health and wellness of our community, and thinking about the long term health and wellness impacts of our society from diabetes to obesity.

>> Councilmember Constant: And by large motor skills, you're not talking about obese kids are you?

>> No, I'm talking about running you know as opposed to sewing.

>> Councilmember Constant: I couldn't let that one slide by. I let the Guinea pig comment go.

>> That would have been fun. That was a great point you brought up. We did ask Kaiser for messaging, five four three two one to keep that consistent. Gina mentioned the table wraps. What that is a commercial grade, I wouldn't say permanent but long term wrap that goes around the table that we can highlight the message. A few of those wraps will focus all on serving size, you know, most people don't know it's four ounces of juice you are supposed to be drinking not eight or 12 or 16. And then the other ones will talk about five four three two one and so those will be reinforcing those kind of basic health messages, so I hope that answers that question.

>> Councilmember Constant: Yes, I just want to make sure if we're doing something or the schools are doing something the kids are the target, that it should be coordinated or at least reinforcing each other, versus us going in our own direction. Thanks.

>> Councilmember Pyle: Okay, so in order to -- did you want to make a suggestion?

>> Councilmember Chu: Thank you, madam chair. First of all I want to thank you for your effort in this entire obesity, for the children. I also want to thank Councilmember Rocha for putting out this memo. We -- I definitely will support you if we will to do another memo to the Rules Committee. So this is a good thing to have. Quick question. I like some of the ideas of the permanent messages on the table William or some-d in other ways signs and stuff like that. I just wanted to find out if -- are those messages, are in multiple language? You know, can we put some like Spanish language on it or some Vietnamese?

>> Thank you for your question. We are actually going to be planning that next week. So we're looking at -- we will definitely consider that as part of our messaging.

>> Councilmember Chu: Please.

>> And make sure we hit the multiple languages since we have multilingual folks who visit.

>> Councilmember Rocha: So I'll move to accept the report with the recommendation to direct staff to return with this item at the next committee meeting pending approval that this is within the scope and the authority of the committee.

>> Councilmember Chu: Second.

>> Councilmember Pyle: Are you happy with that?

>> Councilmember Constant: Well I think it's supposed to go through Rules, that's the established procedure but if you want to do that we'll see.

>> Councilmember Pyle: It's not going to be the same thing going to rules. It is going to be coming back.

>> Councilmember Constant: That is not what the memo said, the memo said bring this subject back at the next committee meeting, which will be next year.

>> Councilmember Pyle: I'm referring to what was just said.

>> Councilmember Constant: I know, that's what he just said, is -- your motion was to bring this back to this committee, not Rules, right?

>> Councilmember Rocha: Yes.

>> Councilmember Constant: Which I think is the improper procedure. That's not the procedure we have laid out in our city for policy initiatives. And so if we're going to do it, and we're going to honor our work plan process and all that stuff we should go through the appropriate thing. Otherwise staff gets diverted and the whole idea is to have it done when the City Manager is in the room and the Rules Committee manages the work plans, even if you do amend your work plan it goes to the Rules Committee for approval. So I'm just saying, it's just more efficient, streamlined, and the proper procedure to do it that way. And that's why I suggest we follow our own policies and rules and then we don't have any problem. And it would probably already be on the work plan if it had been submitted that way.

>> Councilmember Pyle: Do you have some suggestions?

>> I will certainly take this back to my office, and give her the direction from them as to what the proper course would be, and then I can communicate that to the committee members prior to our meeting in January. So we can get this thing on the right path before January, either returning here, or we can discuss about it going to rules. So we'll get the answers for you and we'll do it the correct way.

>> Councilmember Pyle: But today we're talking about it coming back, that's the motion. So all those -- I have a second? Yes --

>> Councilmember Constant: So I think if the motion just says return it here, or to Rules based on the input from the city attorney's office then I'm fine with it.

>> That's right, thank you very much.

>> Councilmember Pyle: That's the motion. May I have a second? Is that what you intended?

>> Councilmember Rocha: I think that's how I intended it, not how I worded it. I actually prefer the motion as I worded it, but so again, that's the intention. I'm not looking to bypass proper procedure. I would prefer to stay with the motion as I stated it and have a vote up or down on it.

>> Councilmember Pyle: Do we have a second?

>> Councilmember Chu: Would you repeat your motion?

>> Councilmember Rocha: Accept the report with the referral to return to this committee with a memo I outlined here pending approval from the City Attorney's Office about whether that authority lies within the scope of our work as a committee.

>> Councilmember Chu: Well I can accept that.

>> Councilmember Pyle: Okay.

>> Councilmember Constant: Just so you know, then they say you don't, then the new memo has to go to Rules. If you do it the other way, then this memo just goes to Rules. So if that's what you want to do.

>> Councilmember Rocha: I'm fine doing that.

>> Councilmember Pyle: All those in favor? All opposed?

>> Councilmember Constant: I'll go opposed, just on principle.

>> Councilmember Pyle: Oh, come on.

>> Councilmember Constant: I think we should follow the rules. We should respect the process.

>> Councilmember Pyle: Whatever. All right, that is approved. Thank you very much, we appreciate what you're doing. You know, this is very educational. I'm going to really put this on the refrigerator or somewhere, so that I remember. Thank you. So we're ready now to -- to Kip I believe, since Norberto is not here. Who is going to bring us up to date on the neighborhoods commission quarterly update. Thank you very much, ladies.

>> Councilmember Chu: Thank you for the gifts, thank you for the basket.

>> Good evening or good afternoon, Madam Chair, members of the committee. Kip Harkness, assistant to the City Manager. I have no hand puppets. A very brief update on the neighborhoods commission. Following your direction the commission was reconstituted and the pilot term extended, and we were able to do that quickly enough to have a meeting, initial meeting in December. That meeting was held last night. The bulk of that meeting was actually a very rich discussion around the police chief recruitment and ended, was the fifth of five meetings citywide essentially on the police chief recruitment. Couple of other items that the neighborhoods commission will have on its six month work plan which you all have approved. We'll be looking at the budget priorities. They will be actively participating in the 26 January neighborhood and youth priority setting session and we have actually ten members of the committee have volunteered with outreach already. We will also be looking -- having them look at volunteers and how the City recruits and manages volunteers, and of course the future of the neighborhoods commission. So they started their work last night. We'll be meeting again with them in January to get started on the rest of the work. And with that I conclude my --

>> Councilmember Pyle: Pete has a comment.

>> Councilmember Constant: I want to -- as the liaison to the neighborhoods commission I wanted to express some frustration that some of the residents have and I don't know how much of it has made it to you. And I'll forward you an e-mail afterwards and it was two separate issues. One of the fact that council took the action to extend it which everyone was happy with. But then, the concerns that districts were told that they couldn't fill vacancies even during this time period. And I don't think the council ever discussed that. And I know that I heard

from one person in my district because I have a vacancy. And I heard from two people in Nancy's district because they have no representation.

>> Councilmember Pyle: Right, that's right.

>> Councilmember Constant: And I'm just wondering how that came about because I don't remember the council expressly saying that. And if you're aware of that issue. That's number one and then I'll get to number 2.

>> Yes we're aware of that issue and part of my action item is to go back and work with our City Attorney clarify that. That was some of the original advice we'd gotten in consultation with the city attorney's office. But given it's come up I'd like to go back and clarify and see what our option he are for rounding out representation on that body.

>> Councilmember Constant: Here is my concern and why I support allowing the temporary appointments even if they're just temporary. If you have a group of residents determining how they see a neighborhoods commission operating, and what their jurisdiction, their scope what they'd like to do and you have at least 1/10 of the city completely unrepresented and I think three other districts partially represented, I don't think you get the full input that we should get in this process of evaluation. That's my person opinion, I just want to you know that. I don't know if anyone wants to add onto that and I have one further issue.

>> Councilmember Pyle: I already forwarded this to Johnny Khamis, who will be in my seat very soon, and so he will stay on it. We need to keep that going, yeah.

>> And on the administration side, we would agree that the representative nature of the commission is one of its real strengths, and so to lack that at this time is an issue.

>> Councilmember Pyle: Kansen.

>> Councilmember Chu: Thank you, madam chair. Kip, I was just hearing your report, I felt there is some duplication of effort. In term of the police chief recruitment, we have community meetings, and the neighborhood commissioners are definitely more than welcome, welcome to show up on those meetings but instead we bring that issue back to the neighborhood commission meeting. Same thing with the budget, you know, every district have the budget community meeting. My district because of the spread, from Alviso down to Berryessa, we have to have two budget committee meetings. Again they're welcome to show up and just join the rest of the community to express their thoughts and their opinions. And so to bring them back in here, to give them the same topic for discussion, I felt was a little bit duplication and I do expect more out of those neighborhood commissions instead of just repeating what the council district, the mayor and council district have already done.

>> Councilmember Constant: That was actually my second point that I was going to go to so I'm glad you brought it up. I'm going to send you a very lengthy e-mail from the leader of our district 1 leadership group who was expressing similar concerns not in the budget aspect but in the police chief meeting. And he brought up something that will sound familiar now, I didn't realize they were both the same but he brought up, it's not on their work plan yet they went off and did something. And the council has had a real clear policy of developing and approving work plans for all the commissions and one of the reasons we did that if you recall ask a number of years back we had commissions straying far from their purpose. And I'm going to send it to you because it's a long and very articulate e-mail about it. But as I side of the city that got no community meeting at all out on the West Side which happens a lot in District 1 they were a little perturbed that all of a sudden something changed and the neighborhoods commission got to do something that wasn't on their work plan, wasn't widely publicized. It did get a little bit of publicity. And if you are going to have a meeting that's designed to have a participation from the neighborhoods because it's a neighborhood commission it should be a centrally based meeting. And Evergreen from my district is really far. From the north end of Kansen's district is pretty far. And again, it was just kind of off the reservation. It was decided by someone, somewhere, to do it and the neighborhoods commission got it but it wasn't on their work plan. It wasn't anticipated and it just happened. I just think as we go forward and this is a little unlike the budget because the budget is actually in their work plan and they have that as one of their main objectives. So I didn't think about it but when I got the e-mail it made me think about it and I agree with the comments that were brought so I'll make sure you get the full copy.

>> I appreciate the feedback but a point of clarification, it is on the work plan. The executive recruitments were intentionally placed on the work plan because we wanted to make sure with not only the police chief but the number of executive recruitments that we had the opportunity to go through the neighborhoods commission especially if we weren't able to take a large he view and make the full tour of the city. But I'm sure there's very good feedback from the district 1 leadership folks, they have a good sense of engagement. I would welcome the feedback and look forward to changing the process, and clearly the communication on the process wasn't adequate so I accept responsibility for that.

>> Councilmember Constant: And just as I said before when we have citywide issue when you place the meetings. I know we have a bandwidths but I think it's reality important to look at the city on a map and divide it into quadrants and you can have a north, south, east, west meeting and cover all the city, or you could have three and have one at city Hall, you can do something where it's easily accessible by all residents. I don't think we always do that, and it's been a complaint from the outlying districts. That's probably what drove the meeting to Evergreen, is because they weren't part of it. But then you end up multiplying the issue because now you have other areas that are left out as well.

>> Councilmember Pyle: Okay, Kansan.

>> Councilmember Chu: Just to follow up my comment. Do you see the direction we're using in the neighborhood commissions to replace some of the neighborhood meetings or again the duplication is my -- I can -
- my concern.

>> No, I think it's a good question and I any again parts of the task over the next six months is to clarify what is the strength of the neighborhood commission, is the council to weigh is this additive or duplicative. What I'm trying to deal with them on is how do you find places that are additive. And I think that what we found is that one of the advantages of justing, couple of advantages of using the neighborhood commission, if we do not have the staff capacity and the bandwidth to do a full tour, is that you've got a ready-made group there. If the seats are filled,

they are representative. And because these are folks who are seasoned at these meetings, they have a very good broad perspective and are able to sort of give us a pretty quick balanced feedback. I think that they don't replace all the community engagement efforts and there is the question of duplication. So that's one of the questions we're going to wrestle with bring back to you and say does this make sense given our bad weather and is this additive or not. I think ultimately this is a policy call.

>> Councilmember Pyle: It would be easier for you if we did that. With that we don't need to approve since this is a report. I would like to get on to neighborhood engagement. Sorry about that.

>> Very briefly on that as well. The two neighborhood engagement points are actually mirrors of some of the pieces we have on the work plan for the neighborhoods commission. Because we are trying to make it more of what I call an action tank, rather than saying here's some advice, how can they be involved in making changes that make a significant difference. And those two I just want to highlight again, the budget session that we will be doing on the 26th of January we will be actively involving them in the recruitment and some of the structuring of the actual exercises so that they become an active participant there. And then the other piece, more of a tease or a preview here, we'll bring more of a substantive presentation back when we have more to report, but we have been having a really good internal effort at shifting the way we do volunteer management pieces, and we've been involving volunteers in that, as well. And essentially what we're going toward is a cloud based system that will allow us to have a single way of tracking and managing our volunteers in the city. We already have that software implemented in the library and are having a phased roll-out plan to include Parks, Recreation, and Neighborhood Services and others that will replace 17 or more different systems that we're using to track volunteers in the city and so I think that's an example of the work I'd like to see them involved in and that we should be able to move forward substantially in the next six months.

>> Councilmember Constant: I think this is a great thing because I remember when we used to send out the post cards for the neighborhood appreciation day. And I would get ten or 12 at my house. I used to always bring it up and say why is the city mailing me 12? I may be forgetful, but not that forgetful. But it's because of the multiple databases. So I think this is a major way for us to clean house.

>> Councilmember Pyle: With that I wanted to point everybody in the direction of taking a look at what we've done all year and Kip had a question for you, and that is, you go back and look at these things and figure out what needs to be continued on. How does that work next year?

>> Yes, we have developed a draft work plan and that was done in collaboration with the various departments that are on this and also direction over the course of the year from you. So if there are things you'd like us to change in the future we're always open to that feedback. I've also started incorporating we have a regular staff meeting that mirrors the neighborhood services and allowing that group to be collaboratively involved in the drafting of the work plan as we move forward.

>> Councilmember Pyle: I think you did a great job. Thank you for all your help and direction and leadership. Thank you very much.

>> Councilmember Rocha: Madam Chair, before we adjourn. I wanted to thank you for all your work on this committee, my two years on it, all your chairwomanship.

>> Councilmember Pyle: Thank you very much.

>> Councilmember Chu: I have an announcement. There is a community celebration for Councilmember Nancy Pyle this evening at the Almaden community center, 6445 Camden avenue. I welcome the public to come and join us and celebrate Nancy many, many years of community service and thank you for leading this committee as well.

>> Councilmember Pyle: It is bittersweet, I'm not ready to not see my buddies here all the time. So I will miss you all very, very sorely. Every once in a while I'll come down and give you a bad time.

>> Councilmember Constant: We'll cut you off at 2 minutes.

>> Councilmember Pyle: I know you will.

>> Councilmember Constant: Forrester stopped coming.

>> Councilmember Pyle: He did. It's just transitions of time. You know? Little tough. I won't miss the traffic in the morning I'll tell you that much. I won't miss --

>> Traffic is getting worse isn't it?

>> Councilmember Pyle: Is it ever!