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>> Councilmember Pyle: Thank you. Good afternoon, ladies and gentlemen and welcome to the Neighborhood Services and Education committee. We're happy to have you here. I'd like to call to order and begin with a review of the work plan. We are going to make a substantive change and move item number 5 to first place because we have a celebrated guest with us today, and he has lots of things to do. So if you don't mind we'll begin with that. I think other than that there are no other changes to the item except to report that item 2 will not be heard today. That will be deferred until February 9th of 12. And in addition, that's basically it. Number D-4. Is the same, basically the same thing, that will be deferred. So with no further ado. May I please introduce our guest, and guest group for today, Charles weis. Please come join us here at the table. And while you're coming up, all three, I'd like to tell you a little bit about our friend Charles weis. Dr. Weis has served as Santa Clara County superintendent of schools since July of '08. Previously he held a similar position in Ventura for 15 years. A Santa Monica native, Dr. Weis holds several academic degrees from California State University including a doctorate in education policy and organizational studies from U.C. Santa Barbara. Throughout his career Dr. Weis has served on countless boards and panels, on the local, state and county levels. He is a past president of the association of California school administrators known as ACSA with which he's been associated since 1980. As a member of the state academic content standards commission, Dr. Weis helped developed the new language arts and mathematics common core content standards, that is a mouthful that were approved by the state Board of Education in July of 2010. Dr. Weis also enjoys a long running affiliation with the California county superintendents educational services association of which he was president from 02 to 03. In 2002 the California state Board of Education appointed Dr. Weis as its represent on the No Child Left Behind liaison team. He also serves, acts as No Child Left Behind task force. Dr. Weis's wife Patricia Walsh is an educational consultant and his three children are students or graduates of California public schools and state universities. Thank you, Dr. Weis, for that. And would you mind introducing your guests.

>> Yes, good afternoon, honorable councilmembers, I'd like to introduce Don Bolts, who is our director of special projects. He oversees the SJ2020 project that we'll be talking about today. And Linda Seves who is our chief schools officer, she runs all the schools that we operate that serve about 9,000 students a day in Santa Clara County.

>> Councilmember Pyle: Wonderful.

>> Thank you for that gracious introduction. It was certainly the best one I've had today and is probably almost longer than our presentation! So you know when you're getting old when your introduction is longer than your presentation.

>> Councilmember Pyle: With all your accomplishments.

>> It's my 40th year, so I must have done something. I'd like to start by thank Ernest for helping us get this presentation ready and getting it bootied, so Ernest, thank you very much for all your assistance. And the city staff has been very helpful to us in every project that we've worked on with you, and we do appreciate the city schools collaborative and the activities that go on with that. So I've been asked to present today on a progress update on SJ 2020 and also a progress update on what's going on with our alternative schools that we operate for expelled and incarcerated youth. So we're going to take it in that order. I'm going to be going through the slides rather quickly but if any of the councilmembers have questions please raise your hands like you would in school and I'll get that answered for you and we'll get going quickly. So as you know, SJ 2020 was implemented in 2009. With -- it's a joint project with the city of San José and the 19 school districts and charter schools and community based organizations that serve in the City of San José. And we have a clear vision. Vision is to everyone to work together, to eliminate the achievement gap within this decade. It is a bold vision. It's never been done. This achievement gap, and opportunity gap, has been existent in California for over 30 years, and we have decided to take it on for a variety of reasons. One, because it is a right thing to do, but two, because it will dramatically improve the outcomes for young people of this community and therefore for the outcomes for the economy of this city and because students will be employable and not be a drain on the taxpayers. The first thing we did with SJ 2020 is develop a compact. A commitment. So you can see each of the partner areas made commitments to SJ 2020. And the very top one is the City of San José. And it says that you'll do three things. You'll coordinate youth-focused efforts across the city in departments and programs, you'll initiate partnerships between public schools and the city and you'll develop policies to promote health and successful students. We believe you've kept your part of the bargain so far, and we ask you to keep keeping that partnership. You can see the other agencies that

are also have committed if you have any questions about that I can answer those for you but other than that we'll move on. The initial partners for this that helped design this, this was not a brainstorm of Mayor Reed or myself. It was really a team of people that got together and said what was the number one educational issue in this county and we identified the achievement gap, the lost opportunity there. And so we pulled together people from these variety of sectors, educational institutions, government, business and community based organizations. And can you see these are the groups that have committed to be part of the solution to this achievement gap. We organize our work around four pillars, the first is early learning saying that the most vulnerable young people in our community, birth to five years of age, if they can get access to a high quality prekindergarten program, if we can engage their parents, if we can articulate the work between kindergarten and preschools and we can develop a workforce to make sure they have facilities. That these kids will come to school ready to learn and the gap will not even exist when they come to kindergarten. Which you will probably know the gap isn't created by schools, it is received by schools. Kids come with that gap. Second is working in the area of home and community, changing the culture of achievement. That's engaging families, engaging other community agencies and other wellness and support services to say that all kids can do well in school, all kids can be ready for college, all kids can pick whatever career they want if we give them the support they need. The third pillar is school and classroom. We really have to change the way we teach. If all kids are going to achieve differently. If we keep doing the same things we've always done we'll keep getting the same result we get, and that is this gap. So we have to look at ourselves as educators and say what can we do differently. It's about the criment and instruction and it's about poaferl development and coaching for all people that work in schools. And our fourth pillar is about college and career success. First thing we want to do is have a focus on careers. And 21st century careers. The kind of careers we have here in Silicon Valley. Make sure kids are ready for those by listening to our business leaders and sigh what do you need curriculum. We have a robust emphasis on career and technical education to make sure that from early grades on kids are learning about careers, they're actually getting opportunities in high school to job had owing and internships by their junior and senior years. A to G courses which are the courses required by the CSU and U.C. to be able to enter college after you graduate high school. Even if you do well in high school and get good grades if you don't take this pattern of courses you can't even go to the CU or U.C. system so we've made great effort in that. The east side union high school district did what San José unified did years ago, they iefd on track for college and then finally we're working with the postsecondary institutions there, the community

colleges, California state university and the private universities, to make sure that we are preparing students that they need and they want and then they are supporting them to get through the system. I think the hiring of Mo Q- uame haved and the East Bay. s so this next slide shows that you we have a firm executive committee. The executive committee is made up of regional leaders that are recognizable, as you might guess members of Congress, members of foundations, the leadership group, the education foundation, some businesses, the university, assembly members, and of course, Mayor Reed and myself. And then we have a steering committee that's much broader. You might recognize some of these names. But they are indeed the movers and the shakers in this area. The people that bring resource and ideas to how we can do this job better. We have met on a regular basis and we get that input from them and we incorporate that in our strategies. The first thing we had to do was decide how we know if we're making a difference. So it is our belief that you need a set of metrics for which you need to assess yourself against. And these are our SJ 2020 metrics. This is where we're in 2010 when we started and these are just a handful of all the different assessments that we oud use butons see often this page. They range from third grade reading to eighth grade algebra to completion of a high school graduation and we also are belled building metrics for baccalaureates acquired andA degrees acquired. So with in chart it shows us what the gap is. This is the difference between Hispanic and African American youth and Asian and white youth, how much we need herculean task but the good news is we've already made some progress. So this is some examples of alignment with our SJ 2020 goal. For example this last year United way of Silicon Valley dopped adopted reducing the achievement gap as one of their three long range goals. So when you apply to United way for your long range goals, you will have to be functioning as the City of San José you have to say how you have contributed to eliminating this achievement gap. albra the education foundation has put together for the last several years which gets kids ready for algebra in the 8th grade and that's making a huge jumplet in the number of kids taking algebra in the 8th grade and make sure we have a college growing culture here is another example. So here is the initiatives we've had so far in the four pillars, we have actually adopted a master plan with participation of people around the country about what needs to happen to good birth to four years of age programs going in districts. One of the big wins for us, was being selected as -- for the national Edu-care model in the Santee area of San José that is being funded by a variety of groups including first five California, the Buffett foundation, the Packard foundation and the local districts and county office to start this Edu-care site which will be a light house for others of how to do it right and this will be one of 14 centers in the nation and only two in the

state of California. So it is quite a crown jewel for us. In addition we're selected to develop the transitional kindergarten work which is a lot of jargon I guess but it's for young kindergarteners, there's going to be an opportunity for them to have a preschool type experience instead of being thrown right into kindergarten. It comes from a body of study that suggests if you are one of the younger five-year-olds you don't do as well if you're one of the older five-year-olds. This is multiple places throughout the county. We've significantly increased our career technical education support in schools and awareness of career technical education. In the 15 industry sectors and 58 career pathways. And we've developed a program that Linda as very instrumental in called a look at learning which focuses on the needs of English learners learners, this program that she helped develop is now a state model. It received an award last week for being one of the best programs in the state. For glesh learners and for closing the achievement gap. So golden bell award by the California school collaborated with the gang prevention task force and that is critical to us in the terms of gang prevention. In the city schools collaborative we have worked on the issues of neighborhood services safety and teacher retention. The youth commission we've worked on the areas list thread the smart start support for quality early education and then the all American cities award for third grade reading initiative which is described there. We have something coming up that we invite you to come to as well as all members of the city of San José on January 19th, we will have our second annual report of progress on SJ 2020. It's from 9:00 to 10:30. We'll be recognizing schools that are making significant progress or have completely eliminated the achievement gap. It is one of our beliefs in the leadership of SJ 2020 is that the answers are here. We just need to spread them. And so we'll be identifying Don 12 schools?

>> Approximately 20 schools.

>> 20 schools that have made significant progress since starting this initiative and one of them is actually a national award winning school, Magna charters schools being recognized and traditional public schools and so this is to demonstrate that we know it can be done because it is being done. So that's my report on 2020. Are there any questions?

>> Councilmember Pyle: Well you weren't kidding. You went through that so quickly! And so much information, Dr. Weis, this is absolutely phenomenal. And as a former teacher of 25 years, I have to say this warms the

cockles of my heart. Not only teachers but unions of teachers as well, that's where the final bastion is, that is the part that needs to be mass and a bit before it's truly implemented so good thinking.

>> We know in education you can't improve education without working with teachers.

>> Councilmember Pyle: Right.

>> They're our primary workers, you can't do it rarrd them, is certainly a part of what weerld doing.

>> Councilmember Pyle: I'm sure my colleagues have some questions. Which of you would like to go first. Go ahead.

>> Councilmember Chu: Thank you, Nancy. Just a quick one. Just a congratulations to your achievement, especially within the last four years, in county of Santa Clara. And good luck with your retirement.

>> You thank you, Kansan. Appreciate it.

>> Councilmember Rocha: We going to go through the alternative education as well?

>> Yes, sir, yes.

>> Councilmember Rocha: I think if we could finish that and I'd like to ask questions about the whole presentation if you don't mind.

>> Can I begin on the second part?

>> Councilmember Rocha: Please if my community members of considerable with that.

>> Councilmember Pyle: I had one question on that and that was there was recently some legislation enacted which would extend the kind age to I think November.

>> Yes.

>> Councilmember Pyle: I don't remember, who sponsored it?

>> Joe Simitian. What it took is the youngest kindergarteners and said that school districts should create a transitional program that was more developmentally appropriate for that age group. It came from senator Simitian youngest kindergarteners struggled smacial as we kindergarten you learned your ABCs and your colors and your shapes. Now you're supposed to know them by the time you come in. So all schooling has become more rigorous so has kindergarten. Now we really have more need for developmental approach, especially children of poverty and preschool program because and I both know that when a child doesn't learn something right away and they define themselves as a nonlearner it affects them for the rest of their learning career and we can't have that.

>> Councilmember Pyle: I think so oops kids had to hear or see things at least 60 times then it stuck. But there was a consistent message that had to be out. And then I understand that there is some developmental part of that legislation so that the age will be lowered further.

>> Yes.

>> Councilmember Pyle: I don't know what that's all about.

>> This next year it moves the date for entrance to kindergarten for one month, it moves from September 2nd to November 2nd and then from November to October and then from October to September and by the time we get it in September it will be about where it is in most other states. Why our state was September probably it was some legislator's kid many years ago. Five by the start of school then can you come to school in our school many

of our schools are starting by August. I imagine eventually this will be a program that will roll back to August. There is nothing magic about what your date is. know their not all the same so this is a nice opportunity to accommodate individual children.

>> Councilmember Pyle: Especially the part of it is that it's a fairly inexpensive way to get this --

>> Yeah, it's no additional cost to the state. The state was funding those children for kindergarten. Now they're funding those children for preschool or transitional kindergarten.

>> Councilmember Pyle: Now we're.

>> One of the most pes office of education. These schools are for students that otherwise would not have a place to go to school if it wasn't for the county office of education. So I'm going to talk to you today about how they're progressing, how many students we have in them, what kinds of changes we've made and improvements we've made in the last couple of years and just so you'll have a sense of where they are today we'll have Linda talking about what the future holds for us and what the challenges are. So we have been working on reforming and improving our alternative schools as I understand it for a long time in the county office but at least since 2008 when I came it has been job 1. We have put all of our efforts of all of our staff in the county office to contributing to improving the alternative ed schools. In fact when Linda Seves was our instruction she was in the alternative schools on a regular basis monitoring evaluating coaching with her staff the students and the principals in those schools and so it was a natural when the job came open that we asked Linda to take over the actual leadership of those schools and she's done a tremendous job. We actually have a goal in our office. One of our five goals is to make sure that all of our programs are models of excellence. If we can't great schools themselves. So we put a tremendous amount of effort into trying to make these model schools. We believe we're not there yet but we're moving in the right direction. We -- as I said we have added a lot of things and what you're going to see throughout this report are focus areas are in four key areas for improving our alternative schools. One is academic and career focus. A second is a positive climate. A third is a proven criment and a fourth is fairnt and guardian involvement. We identified those areas because those were four areas in the review and the audit said

we were weak. So that's can you see the number of students versus the capacity. I think you probably know that county government have made a concerted effort to reduce the number of incarcerated youth good for kids so you can see that we are way -- significantly under capacity. So it's not a problem of being overcrowded. Which is a nice thing in education, usually we're overcrowded. This is the number of students we're serving. It is significantly down from four years ago. When I came 390 capacity so you can see they're now down around 170. And the ranches were also fairly full. They're now down quite a bit. What does that mean for individual students? It means that we can serve them individually better. In our community schools which are students that some of whom are diverted from incarceration we have these programs, the advent program which is basically a focus on alcohol and drug rehabilitation I believe, in San Martin before Morgan hill and Gilroy am A intention program with a low ratio and provides great support to those students and it's actually on our Sunol street site. And then the edge program is a brand-new program this year trying to divert more kids from long term incarceration, committed to staying in their homes but see we have 32 snunts that program. Again that's at the Sunol site. Our odyssey program is out in staying full at about 36 with a capacity of 40. Our Sunol site replaces a couple of sites that were transient. What I mean by that is we were releasing sites all over San José, and we decided these kids should have a home, where they know they'll be going to school. The first year I came here I asked to visit our schools and I said I want to visit this school and it was called path finder at the time. And they said well it hadn't opened yesterday. I said with well, the school year's open why hasn't it opened? They said they don't have a place to go. I said really. Oonls contract with the local church in the area here in fact just down the street here and then they called the student side okay come to school. I didn't think that was the best way to run schools. We thought full year program rather than just started up in the fall and hope we get kids to come. As you might guess the enrollment was very low at first and took a long time to build up. They now have a nice home Sunol down by capitol expressway on the other side of the Communications Hill. Let's see, stone gate is our middle school program and it is in the Alum Rock or Franklin McKinley, Franklin McKinley school district adjacent to sixth seventh and eighth graders. the reasons for changing the names these place is because they became affiliated with gangs and those things, so we got advice that we should simplify. The names have changed to locations rather than other students the names they developed had hidden began intents we found out. They snookered us so we stripped them of those names and gave them street names. Sad. Anyway, and then finally Terra bella which is out in West county, serves Los Altos and Mountain View and a 606 students now those

programs throughout the county. So here's the enhancements that we focused on. We realized that the students we serve are not just about their academics or lack thereof. There's really about bringing to school a series of needs. That we really need to address as a school system. So this whole child focus of focusing on what students need including things we've added like one on one counseling services, drug and alcohol group counseling, art education, field trips to multiple businesses and job fairs, we've actually brought them to San José State and to our Walden West you outdoor site see the community that they're in we also have the college connection program which has students sit in on college courses so they can see that the college kids look a lot like them. And so they see that that might be an opportunity for them. So that's our whole child focus. The second thing we want to make sure that we have a safe culture and climate on the campus. A culture that supports being a student rather than whatever else you are in your community. A gang free site if you will so that you don't have to represent, you don't have to show your colors there. We have a common dress code there where they wear khaki pants and black polo shirts, collared shirts. This is a technique that's been used in a variety of places around the country. And you think it's simple? It really works, catholic schools have used it for years. check in to make sure that they're there. We care about you, we want you here, we're so glad you're here. Student leadership teams where the students are involved in deciding about the climate and the culture of their school and have some say in it. We have conflict mediation and treaty agreements so if student are in gang doesn't exist and they can keep -- they can make the school a safer place by having those kinds of treaties. Which is about creating a positive climate where we catch kids doing the right thing not just always catch them doing the right thing. We have sports games among students and staff. We have whole school barbecues and picnic lunches. You have a positive environment where kids will want to be there. We and following any discipline assistant that does happen and we conduct regular student focus groups and meetings. So that's the culture and climate. And by the way, it's working, the schools are much calmer now. And kids are not always watching their back. The next area is instructional programs. We have vastly improved on instructional programs. We have adopted core curriculum in English language arts and mathematics, history and social science and science, we have designated English language development which we still do. We have increased our instructional minutes so kids are in school longer. We used to -- they used to be there for 240 they're up to 300 minutes daily now. We think that's a good thing. We think school is the right place for kids. too much of that so we really are giving them a lot of support to help them learn techniques that will help them. We have online course work now. Many students who are behind in their credits

they haven't passed courses in their traditional high school they come to us, we can give them the regular classroom work plus online work which will help them catch up and accelerate. So they see graduation as an option in the time they are there. We have career technical education on our sites. We have construction courses and we have computer design and media technology courses for kids on campus. These were not available on campus before so it's telling them you can have a future, you can have a job if you get your act together and you focus the future's unlimited for you. Let's see, we have intercessions now, rather than we take a break, our kids take a break our kids take the option of coming to an intercession to get more elective sessions. The only way to come time when other kids are off and I'll tell you why because in this county and in this city we have different schedules so some kids are off and other kids are on so this is an option for them to continue to go to school and catch up in what are called intercessions. The nice thing about intercessions is fun activities that don't get them credit going on a ski trip or something like that with some of the teachers. Again creating a better culture. And \$we also get students to the C COC so they can take those kind of courses like other comprehensive high school students. So as you can see our instructional programs have been -- become much more robust and much more student focused. Parent involvement has significantly improved too. Prior to four years ago we did not have a formal school site council. We now have school site councils on every one of our alternative ed sites. Parents are encouraged categorical funds are spent and what kind of services their kids need. We have a parent training project for parents. We have in graduate from our school or to return to their comprehensive high school and graduate from that. We also participate in the OLIS program with San José State and get them to see what it takes to get into school. We also have students aren't coming to school on a regular basis or are tardy too often. And then we have increased partnerships. We've always had the Sue Chee partnership for many, many years where they come in and provide food and cultural activities of different cultures. Now we start a mentor mentee relationship so we think that's pretty exciting thing. We also have the San José B.E.S.T. safe school initiative under partnership. We have the CYO gang intervention we have a great relationship with our San José police department. We have our SROs they are on every compots and get to know the students and support and assist them, they are there for arrival and dismissal every day of the week. We have great supervision and communication among all of our schools, especially the multiple programs at the Sunol site. Finally we have our facilities. Our facilities have improved significantly. We have really invested in them. I would Snell site or the Sunol site have been radically upgraded with new classrooms and better looking spaces. In fact we just last two weeks

ago put a new basketball court and hand ball court on site so students will want to be part of this school and can do things there they enjoy. We have smart boards in many of our classrooms which are like these but you are really interactive with the Internet. We have computer access in all of our classrooms. Let's see, we have weight rooms in all of our schools and we're in the process of purchasing additional physical education equipment so students will see that as a positive for them as well. I'm going through a lot of stuff but a lot of stuff have been done. Data outcomes has this made any difference? We serve 320 students weekly and we have about 395 weekly average attendance in our community consumes. Our California high school exit exam passage rate has gone up, it went up this year by 3%. By the way critical test for students. They care about I.T., they work hard on it so we use this as a good indicator of whether or not they're learning something new. We're up to 42% the first time math we had a record high 75 graduates this year in our programs. Up 10% from the prior year. So it says to me and our attendance is up at 82%, it's hovered in the 70s for the past several years. So it says to me the things our staff has put in place to learning more and kids graduating more often. So that's where we are today and Linda's going to talk to you a bit about the challenges and opportunities ahead for us and the future developments because I am out of breath.

>> And I realize we've exceeded our time so in the interest of time I'll just hit a few key areas that I think may be of interest to you. As with any program and growing pains and as the world turns there are always challenges and opportunities. But we really see this as a way to improve what we're doing and most importantly to make sure we're serving our student population. The area that's certainly garnered the most intensive scrutiny is the area of safety. And we've been working very closely with the mayor's gang task force as well as multiple collaborative partners that Dr. Weis mentioned rest to this. We are now entering into the blending phase with our students so all of our sites now have mixed students from a variety of affiliations and while that has provided us some challenges it's really created a different intentionality around that while we may not respect we don't disrespect and we can figure out how we can work together as human beings and so we are very, very excited about that. We are working with some resources outside as well some sculings with some gang experts from the State of California from descroament state and he last been a great resource for us and we are hoping as Mario Maciel says we may be the model in the State of California as we measure our impact for that we are very grateful for that as well as José has been a part of that initiative. I think the other yairt of challenges and opportunities but we

really improved tremendously about that is around what we call program options. We know that our students come with a variety of needs and not one size fits all so not only do we have multiple sites we have different things going on and particularly our expanding in the area of online blended learning which means that students may not have total time in the seat, but may accrue credits either through an online program, they may accrue credits through variety of going to other community colleges or the central occupational center or they may be accruing credits through other types of apprenticeship type activities. And we are really looking to enhance that so that students who don't work -- have not made success in the traditional program were not trying to replicate the traditional program we're really trying to do something different.

>> I would just like to add to this that I'm sure you know that our funding has been reduced over time just as yours has and we have been reduced in our core and community schools about 19, almost 20% over the last four years. What we have done as a county office is we have taken our other reserves and funding is that we have momentum going we could have easily just bailed and said we can't afford to do this anymore. We'll just give you the same thing you've always got. But in their wisdom the county Board of Education has allocated \$one.2 million, some amount, 1.4 million extra dollars to keep these reforms going and improving over time for these 600 students. And 4 million per facility .

>> Worth every penny.

>> We think.

>> And the final slide focuses on where energies as you know you can't do everything all at once but when you see the term wasc which refers to the western association for schools and colleges our schools have not been accredited and while we earn the high school diploma for the students who choose to do that, not graduating from an accredited school does impact their future so we have not only been doing the needs assessment but we will actually be getting our visitation in early fall to make sure we can be an accredited program just like any other California program. And I think the other one I really want to focus on is we are moving next year into changing our graduation requirements. We are currently at a 200 credit and we are moving to 220 credits and those service

learning project a senior project and a computer based course. We do believe that that will expand our students opportunity to get out into the community to really focus and integrate their skills and we see that as a great next step for our schools. Dr. Weis already mentioned our mentor mentee program degree that the better we can coordinate their efforts and not duplicate them we know that that will enhance the services for our students.

>> And I'd just like to bring your attention to the after school programs. One of the things I heard when I first came here was that schools -- students in our alternative schools did not go to school long enough so one of the things I've challenged our instructional day we're also trying to extend their day by offering after school support systems so the kids can stay there longer and continue to work on their schoolwork. We believe the safest place for kids to be is in our consume and that is our report.

>> Councilmember Pyle: Wow that was awesome. Questions.

>> Councilmember Rocha: I have a few. Start with the easy ones and move through to the harder ones I hope. Obvious reason and both today? Is one part of the other? I mean, the certainly part of the --

>> Certainly the alternative schools will help us eliminate the achievement gap because mostly kids in those schools are behind academically. But the reason they're reported today is we were asked to report on both of them.

>> Councilmember Rocha: As far as the 2020 plan can you talk to me a little bit about the relationship between the two? Is it a stand alone? Obviously I relationship as you work together?

>> Yes, the third pillar, schools and classrooms. The work that you see us doing in these schools in the schools and classroom to improve voice all of that is what we want going on in all schools. So again, we're trying to make our schools, these alternative schools models of excellence showing methods that hem eliminate the achievement gap there for example the hybrid online learning we think that is one of the key components of improving instruction to eliminate the achievement gap so there is a connection between two.

>> Councilmember Rocha: Thank you I understand it much better now. In slide number 3 in the 2020, what's P-16 I'm sorry?

>> It's preschool through basically baccalaureate level.

>> Councilmember Rocha: Okay.

>> We're trying to work together so that there's a pipeline so that students can see themselves staying right in consume. We don't believe that in this economy getting a high school diploma gets you a job that will enable you to live in that area. So we want kids to go on to an AA or technical program or go on for a baccalaureate. We want to make sure these systems work together because typically they have not worked together and we want them to work together.

>> Councilmember Rocha: That is very helpful on education and career. I'm going to jump to probably the -- well looking at the work that you're doing I want to first thank you for the work that you're doing in our city and with our youth and our students. This is fantastic. And I'm looking at the load of work that you're doing, I kind of feel honestly that we're not carrying our weight on this and I know that's a hard question to ask publicly and I'm not suggesting we are. But I'm sitting here thinking about what we can do to complement you and the budget decisions we're making where we're eliminating homework center funding where we've eliminating after school programs library hours our community centers, I mean gang task force, B.E.S.T. funding I can go on and on and on as far as our relationship with students and schools and yet I look at the work you're doing and I feel a little inadequate here. I'm not looking for an answer to that or opinion I just wanted to note that I appreciate the work that you're doing as we seem to be going the other direction with some of our work.

>> I just want to acknowledge that the schools and student achievement are not really the responsibility of the city and we appreciate any partnering you do with us on this because you could just say, that's your problem, Chuck, that's your problem, school districts. But you as the vision of this council and this mayor is that you can

make a positive contribution. And so we know that you're in fiscal straits right now and we know that you're not going to be able to come through with some of the funding you've had with the schools in the past but we do appreciate you being with us. We appreciate you helping to guide community based organizations to us, to provide a vision for other governmental agencies to work with us. The count government has gotten much more involved with us since the city got involved and with Dave Cortese' leadership making gadgets and leadership a number one priority for the county, the year of the child, you helped create that don't beat yourself up. Certainly we'd like those homework centers to be open and the other things you provide but you're nearly as wad as we are in education.

>> I'd like to add just a little bit to that. We first dit for the county office we you know Dr. Weis talked about the four pillars so we did an internal assessment for our programs to look at what we were doing and how they aligned, sort of prepared an internal resource map. That's something that has -- Christine ah Peralta in the mayor's office has also recently done that for the city. And I think that can be a useful framework for looking at the work that you are already doing and how that aligns with SJ 2020. And there is a lot that you are -- are doing but I think just looking at the opportunities for alignment, you know, certainly you know as we think of library services or smart start or literacy, those kinds of things, you know, those are aligned and we do look for opportunities to work together in that way.

>> Councilmember Rocha: Collaboration model something more critical at this point, that's good to know.

>> What we ask you to do is as opportunities come your way how you will wireless system so our kids could get access to online course work from home. And you know when one of the cable companies comes to you and says gee we want to have a monopoly on that if you can say, what are you going to do to help poor families get access? Those are the kind of things to forefront of your thinking.

>> Councilmember Rocha: That's great to hear, thank you. Okay, I'm going to stick on another -- that one wasn't too easy but I'm going to jump back to an easy one. The partial list of partners in 2020. I know it looks like partial

but I'm looking at the business section and there's only one company called out. Is that because it's only a partial list or only one company because of the business side?

>> That is a company that was involved. Applied materials was involved in the initial planning and really called out and said we want to be identified as a partner. I think when you look at the Silicon Valley leadership group who were really early endorsers, that similarly with the chamber.

>> And the ed foundation, which because many of the businesses are supporting some of the work we're doing in A to G and in the SUDA program, the summerrable bra program, the summer science program, you're right they should be listed there.

>> Councilmember Rocha: I was more curious, that is clearly the answer I was hoping to hear. Let me get to the kind of hard one. And this is one that struck me when this was first initiated back in 2009 and when I was a schooled board member and looking at the language on the first slide we're talking about the vision of the City of San José and the office of scwhreation and then it moves into the achievement gap refers to the groups lower performing Hispanic Latino American and et cetera. I'm curious then and I'm still curious, I didn't ask the question probably another offline question should I ask is why the need to talk about the subgroups or the groups as opposed to just lower performing and higher performing student? I didn't understand it then and I still don't because I haven't been engaged in the discussion in the city schools collaborative and we haven't had the opportunity to have that discussion I guess so I understand better how we got to where we are at today.

>> Let me tell you if I can characterize the work of the committee that worked on that. When you look at the overall achievement of the City of San José and Santa Clara County in general, we have some of the highest performing students and schools in the state. And if you just look at that you can pat yourself in the back and say everything is fine. Even our dropout rate is relative low compared to other places in the state. When you dig a little deeper and says who is dropping out and that's when we see that children of poverty, Hispanic youth African American youth and English language learners don't averages game, you know as a board member you'd get the average score and say hey, that's pretty good but it didn't tell that you there were a whole bunch of students that

didn't reach that average and a whole bunch of others that exceeded it. We are trying to create a mindset to look at each and every child. The way to create that mindset, how great terrific and there are some very high performing Latino youth, that is the biggest flak I get when I talk to students about this, very high performing American and Latino youth, why do you say all my friends are not doing well? It's not true, cull that out and not allow us to go for the averages and the you know the median and really talk about kids that we are not serving as well as other kids. And the important thing we always talk about is, we don't believe this is the kids' fault. We don't believe it is their parents' fault. We are not looking for fault we're looking for solutions. achieve better and as Mike Honda kept reminding me when we first started working on this with him, Congressman Honda Asian Americans are higher performing and it is true so we're really trying to bring that emphasis on each and every child achieving at high levels so they could reach potential beyond what they ever thought they would reach.

>> Councilmember Rocha: Great, I saved the hardest one for last. You did fantastic. Thank you very much for the presentation, very thorough and very informative, your answers to those questions it was better for me to understand it. Congratulations on your career and your work and your retirement.

>> Thank you.

>> Councilmember Pyle: I'd like to mention a couple of things. First of all you're helping the city indirectly because you're helping to decrease crime.

>> We hope so.

>> Councilmember Pyle: That is a huge benefit to us. I was wondering if the city couldn't do some more to recognize students. We can do commendations at the drop of the Haiti hat, we're pretty good at that. Or shadowing people or that kind of thing. So I'd like to get together with my colleagues at some time and figure out ways that we could be more helpful to you, that wouldn't necessarily mean big money.

>> We appreciate that much. And the city will be prominent in the January 19th awards to schools. And we would certainly like to take that to the school level as well.

>> Councilmember Pyle: Thank you for an absolutely fantastic report.

>> Nancy, I'd like to is there any connection with Work2Future or anything going along to set them up for jobs?

>> We actually have an employee who is a job developer on our staff and who works directly for alternative education, he's doing that work now. In fact we don't wait until summer, many of our youth are actually employed at this time and they work after school. He is a great liaison individually and working with our counselors. We are one of the few entities that has an individual counselor work to connect experience what it means to be a responsible contributing adult in the work world.

>> I would add to that if you have any resources that can help get or kids summer jobs or any other time jobs, we certainly want to jump on that. If you know agencies that are doing that have them in contact with us. We really do need --

>> I will refer, make some referrals for you.

>> Councilmember Pyle: Great, thank you, I'm waiting for a motion to approve. All those in favor, aye and thank you very much for a wonderful very informative presentation. We really enjoyed it. We're ready now to bring Jane light up to us. Jane has good news, she has some that I'm a little sad about. That being that Jane is getting ready to retire! I can understand that.

>> Jane Light: I'm getting ready but I'm not retired. So it won't be for another four months or so. I wanted to show you at the beginning of the discussion the library this year was one of five libraries across the country, and five museums to receive the nation's highest honor for libraries and museums called the national medal. I was in Washington, D.C. this week to receive the medal for us at a ceremony, as was Jean Lee, the chair of the library

commission and Vicram Cant who is representing users of the library. So I brought this to show you, I took it back on the plane today. We had a staff, all staff meeting this morning and staff members got to have their picture taken holding the --

>> Councilmember Pyle: Well in these tough times with fewer resources you still pound out the quality. It's just really inspirational. That is really impressive! Wow, fabulous! (inaudible).

>> Jane Light: Branch libraries so the whole community and staff.

>> Councilmember Chu: Congratulations.

>> Councilmember Pyle: Congratulations that's for sure. That's awesome.

>> Jane Light: Now, I just have to figure out how to find my presentation. Okay. All right. You want to give it a try, see if you can -- close this one, open ours. You know, I think Chuck Griffin, our library's administrative officer who works with me on all these reports. And we have two before you today. The first is our annual library usage report. Which, for last fiscal year, so last fiscal year, just a reminder for you, because things are changing so fast here. Last fiscal year, the library, branch libraries were open five days a week, Tuesday through Saturday but half a day on Fridays. This year, for the first time since I've been here, the libraries, all the branches do not have the same hours, they are open four days a week, but some Monday through Thursday and some Wednesday through Saturday. But last year they were all open the same hours. But it was a decrease in hours from the previous year when they've been open five and a half days a week. And as we look back, the -- we do see some impact of the cuts of the last few years. But I -- when we talk about our system checkouts, which we use really as kind of a rule of thumb for how busy the libraries are. There is a number of work loads we use and we'll talk -- measures and we'll talk about some of them as we go through. But for us, how many items get checked out, returned, remember for us if it goes out it comes back. That that's a pretty good measure, and something that all libraries keep so that we can compare ourselves either on a growth or a per capita measure to other libraries. As libraries get more and more into e-books and other kinds of things some of these statistics are changing. One things you'll see we use

this as a base year 1994-95. We picked that as a year base that is the last year before the library's benefit assessment district was passed. The benefit assessment district was the precursor of the parcel attach. General fund dollars and the library's share of C&C dollars, construction and conveyance dollars. We had 288 employees all paid for by the General Fund and an item about 4.8 million items being checked out. Once we had our parcel tax or the assessment, we're able to buy a lot more library materials. And the use of the libraries began to skyrocket. It was going up 20, 25% for a few years until we hit about 12 million in 2001. Which was pretty astounding. We felt like why had a tiger by the tail, when we first began doing self checkout and other things, recognizing we had to continue to meet the demand but doing in in some ways. I think it's worthy to note that this last year, 2010-11, which is the year we're reporting on, we had 300 FTE. However, of the General Fund, we only had about 260 General Fund employees, so we actually have fewer General Fund employees. And that with 300 total employees, we were now checking out about two and a half, almost three times as many items as we had been back in '94-95. So we have a long history of trying to be both more efficient and equally as effective, while being efficient, because balancing those two things is very important. And I think our customer satisfaction statistics show we have managed to do that. Now, between '08-'09 and '9-10 we lost about 17% of our hours at branches. We went from 47 hours to 39. But we only lost about 11% of our use. So that our staff, we also lost about 18% of our staff. So all last year, our staff was quite stretched and stressed, to provide services when people kept coming to us. We have the world's most eager library users sometimes, I think. And we love that. We -- so this shows you kind of the branch by branch, both circulation which is the checkouts, and visitors. So as you can see, they vary considerably. One of the ways in which we deal with that is that the staffing for the branches varies according to how many items they check out, how many visitors they have. So although we keep the hours equal amongst all the facilities, the staffing levels vary to accommodate those varying work loads. We still see that Evergreen, Berryessa, Tully, Santa Teresa, which we opened that year, were the four busiest branches each circulating over a million items each year and of course the King library. Of course this is the fun one to show you that as many people visited our branch libraries and our King library in the course of a year as attend the home games of every single professional sports team in the Bay Area. Actually this year they beat us by 4,000 people but that wouldn't fill the arena once. So it goes to show that we have really eager and faithful library users and even as we reduced hours people compacted into those hours that we have to come in and use our libraries. We're nearly done with our 2000 bond measure program. And we have these four that are still under --

well, three of them are completed and ready to open, if we had the operating funds, and the Calabazas library will be completed by January-February, it looks like at this point. And then there will be just 1 library left the 20th of our 20, known as the southwest library and would be in the Evergreen area. And as you know, our buildings have been very successful, both as neighborhood architecture and kind of focal points for neighborhoods. As libraries and as green buildings, educational park library, just received a LEED gold certification. The King library is still a center of learning in our community, both for the university and for the community as a whole. We -- the university library dean and I set organizational priorities every year, jointly, and of course we each set our own priorities but we work together to determine the things we think would move our joint library together. Those include the digital library initiative for a redesigned website and we have also been working all this year with the workforce institute and Work2Future to give workshops for job seekers. We are estimating that about one in four adults who come into the library are coming looking for job resources. Many of them are using our computers for that but they are also using other resources to find resume books, to research a company that they're interested in, or perhaps training options that they might find for that. So we've really worked with trying to find partners to meet that need because we've got the folks coming in and some other people have the resources we try to match them up and we started and continued a social workers in the library program with the San José State school of social work. So we're seeing a lot of people coming in to our libraries who are under a lot of stress. They're unemployed. Or someone in the family is unemployed. Sometimes they come into the library to just come away from home where things might be tense but they bring with them their tension. So we realized that the school of social work wanted to have some opportunities for undergraduates to do some information and referral for folks. And so one of the professors there has worked with us to establish a program once a week, there's a student intern basically there who they don't do counseling, they do more assessment and referral. But that program's gotten quite a bit of interest in other communities, too. And early care and lifelong literacy programs continue. The smart start centers, we have since 1999 added over 7,000 childcare spaces either or upgraded them, and we do have 48 smart start centers that are currently active. We finished the last of the funded construction projects that were funded by the redevelopment agency, at St. Elizabeth day home, and we are just finishing two U.S. Department of Education grants, one of which is with a National Hispanic University to give essentially grants for the class of education, partial class, for people who want to go into the early childhood development field. And so that project is just finishing up. Our partners in reading program for adults who want to,

need to improve their basic literacy increase their tutoring hours by 39% this last year. So we thought have lots of new volunteers coming in. And some new group methods we're trying. Because the need is so great. And we're continuing to do very active story times which really are part of what Ardoyce was talking about for early learning and the school readiness so we've had over 110,000 people attend library story times. We've added a curriculum after that or an opportunity called stay and play so that there's toys in the library, very simple toys, that parents and children and library staff or model can use, surprise often parents don't really know how to play with their children and also many people think you have to buy expensive educational toys, and there's a lot of things you can do with pots and pans and measuring cups and things. And so that has added, for people who can stay after the half an hour story times, really added a whole 'nother dimension. That was one of the things that was specifically mentioned by the institute of museums and library services. Let's see. And we're continuing our reputation for being innovative and using technology to make our services better, cheaper, et cetera. So we upgraded our WiFi at all the branches this year. It was badly in need of that. And our use of e-books and e-audio-books is really growing rapidly. We've added some more vendors, added more titles. And we actually anticipate that after this holiday season some that there will be a huge increase in demand, as we think e-readers are going to be one of the big holiday gifts. So we've just actually signed a contract with a couple of vendors to buy some more materials hoping to get ahead of that demand. The interesting thing too, since there are so many different readers and formats, it can be difficult to figure out how to download. We're having what we're calling and I don't know why, e-reader petting zoos where we bought one of each of a bunch of these and they go from branch to branch and the branches are doing some one on one teaching and some programs, both for people who already have one, or for people who are trying to decide which one they want to buy. And we've really moved so that now, much to my amazement 41% of our payments are done online. Since we stop your card at \$10 I initially thought very few people would actually put you know, go and use their credit card. I myself however more than once have done so. And it's wonderful because if you think of how many quarters \$621,000 that our staff used to have to count and then deposit, it's a really big savings and makes it a lot easier for people to keep their accounts current. So we you know really been continuing to focus on using some technology to make ourselves more available and more effective. Then you know, I think some of you know that we have a little consulting business. Because so many libraries came to see what we were doing around self check and some of the other things that we got tired of looky loos and decide they'd if we started charging people, we would really get the more

serious folks. So we have a consulting, small consulting business as it were, and people come to us for a tour and to learn about some of the things that we do. Or upon occasion, they will pay to have one of our staff go for -- and do some training with their staff. Most recently, and last school year, one of our staff members spent about three days in San Antonio, working with the San Antonio public library, introducing them to ideas like self checkouts and our marketplace where the new hot materials are what you see as you walk into the library. And can you see the overtime these are the kinds of visitors and clients we've had. And then, to talk a little bit about our special funding, so we really have three sources of funding. One is the General Fund, and it's the largest. Secondly is a parcel tax. We'll be talking more about that in a minute. But we're getting about \$7.2 million for that. It pays for about half of the library materials all of which are considered capital in the city in our budget. So there's no money in the General Fund at all for library materials. And it pays for a chunk of the automation for things like the self-check machines, replacement PCs, servers and so forth. And then the library gets a dedicated share, 14.22%, I don't know how that ever was developed of the construction and conveyance tax dollars only for capital purposes, which in our case again are largely library materials and automation, but also if we have to repave a parking lot or something we use those C&C dollars for that, too. So those C&C dollars and the parcel tax both are really essential for the operations of the library. This chart is the 2009-10, because that's the most recent state figures we want to compare ourselves to other libraries. But and so our figures would be actually lower, for 10-11 and even lower yet for 11-12. But you can see what some of the other libraries, large libraries in California or the Santa Clara County library, which is a group that -- joint powers agreement that serves 12 of the cities in San José -- in this county. And you can see that they all have, except for San Diego, they all have considerably more money per capita. Most of them have larger collections per capita which is partly related to money. Sometimes it's also related to the type of main library you have. So a San Francisco or a Los Angeles tends to have very large old collections almost of an academic nature. We don't. We get to use San José State's but we don't have that kind of collection. You can see our use per capita is very high compared to everybody but the county library. And our population served per person is on the low side. I fear we are gradually, a year from now you may hear our numbers looking a lot like San Diego's as given the cuts we have had in the last couple of years. But our circulation, I -- will stay over 10 per capita. I think it will be around 12 this year. Typical day, at your libraries, we're going to see 20,000 customers. And they're going to check out 40,000 items or renew 40,000 items. There will be about 13,000 visits to our Website. And 6,000 computer sessions. Public computers. We'll have about 40

programs with 1,000 people attending them and that will vary from a number of preschool story times to job hunting programs, to health-related programs, to master gardener presentations with partners. Things that are important to our community that involve learning and using library resources. So in conclusion, we'll we're still heavily used even though our services are compacted into fewer hours. Our per capita budget is lower as has been for many years than other large libraries in our area. The parcel tax and construction and conveyance tax are both essential for providing our materials and technology and the parcel tax also pays for a number of staff. The bond program is moving ahead with just one more building. And we really have a 21st century library infrastructure, almost the only library in the country that can say that, because we used to have a mid 20th century and now we kind of leaped right to 21st century and we have four projects that were completed but our openings are still deferred. So if you like we can just go through to the parcel tax and take all the questions at once or would you rather -- do that?

>> Councilmember Pyle: Pretty easy.

>> Jane Light: For the parcel tax, the -- I'm actually here representing the citizen oversight for the parcel tax, all of whom are happily employed and at work today. And you appointed -- the council appointed the library commission to take on that role. They meet separately once a year as the oversight committee. They receive the audit report, the separate audit report. And then prepare this report to go to you. And through you to the council to fulfill the requirements of the actual parcel taxes, so there would be an oversight committee with annual report. Also as part of that report they have a public meeting to hear from anyone who wants to comment. Wanted to -- this is sort of a mid term report for our parcel tax which was -- it was actually passed in 2004, to begin in the 2005-2006 year for a ten-year period. Previous to that, we had had a benefit assessment district, that had been approved by the city council with an advisory vote in 1994. But because of proposition 218, that meant that this is a special tax, and when it came time to renew it after ten years, it had to pass as a -- at the two-thirds level, and be passed by the voters. The council could no longer authorize that. So in a sense, we've had a parcel tax for you know, 15 years or 16 years. But as a -- specifically under this legal term, it began in 2005. And it does supplement our General Fund and the construction and conveyance revenue. And when the council first placed it on the ballot, both in 2004 and in fact, in 1994, the council passed a nonbinding resolution of intent to maintain the

library's share of the General Fund at no less than the amount it was in 1994, which was 3.79%. And until this year, that we're talking about, that commitment was always made. But this last year we fell short by about \$900,000. So that's kind of an indication of not just -- well, the City's difficulties and also that the dollars have kind of moved out of some services, more into others. Because if costs were kind of going up equally, library share would stay the same. But obviously the share of the General Fund is moving elsewhere. The parcel tax, the first when it was a benefit assessment it never changed. It was \$25 per home or residence. For ten years. But when the voters approved it in '04, it was to be adjusted for inflation capped at 3%. So it was \$25 that first year, according to my property tax year, it's \$28.28 this year, so it's gone up slightly over the years. We purchase materials, library materials of all sorts, we maintain the collections. We deliver homework and educational programs, we repair and equip staff and libraries. And we can just those dollars to cover the cost of collection and administering it. Those are the things that were in the bill itself and again, also requiring annual oversight report. Revenue is just collected as part of the property tax every year and the parcel tax rates, although it's \$28.28 for a home or a condo, as you go to multiple dwellings and commercial dwellings, the rates change. So it - - we use the 28.28 as kind of a general for most of us pay that. So you can see that this year the CPI increases 1.79%. So a year ago, it was 27.81, now this current year it's 28.28. We collect about, with interest, about \$7.3 million. And this last year we spent \$8.2 million so we spent down our fund balance. But that was a plan. The first couple of years that we had the parcel tax we were spending down the old assessment district. We planned to have some funds to use in the latter years of the new parcel tax as we anticipated some cost might actually go up more than 1.79%, if that was the maximum our revenues would go up or 3%, so that we would be able to run kind of at an even keel for all ten years. So the fact that we did spend what's really the approved budget we didn't overspend, we just used up some our fund balance. And you can see the total number, last year we purchased 85,000 what we call print materials, otherwise known as books and magazines, and then about 15,000 DVDs, some CDs, audio books, and some e-books and what we call kits, which are like for kids, where you don't just get a book and a tape in the same ones, so the kids can read along, those sort of things are kits. So 108,000 items were purchased last year. When you check out a library book or I do often see a little tag, a little sticker on them that say brought to you by the library parcel tax as a way that we hope our users will recognize that their dollars are getting them some benefit. You can see that of the \$8 million though last year, \$5 million of it went for staff. There's about 41 full-time equivalent staff members who are paid for out of that fund. About \$2 million went

for library materials, that is about half of our materials budget that year. Nonpersonal services and equipment including the processing material costs for the materials. And then our automation projects many of which are replacement of technology. O it came to a little over \$8 million. The -- should say that the City Auditor had the independent audit conducted. It was just passed out to all of you as an attachment to this report. It was a clean audit. And so, yep. And so the audit report does indicate the moneys are being spent as the measure required. We wanted to let you know that this last year, there were 22% of the total library operating budget did come out of the parcel tax. A few years ago, it was more like 12 to 15%. But because it is remained constant and our other dollars have been cut it's becoming a larger and larger share. And then, we also wanted to say that the measure will expire in 2014-15. And we'll either have to go back -- it can go back to the voters but would require a two-thirds vote to continue it. So that's something for all of us to keep in mind. We also note that our -- we're not sure next year when we come to look at that maintenance of effort, but at this point, it looks like we'll be about \$3 million short of the 3.79% based on the cuts that happened this year. So that we're falling increasingly short of the goal of keeping us kind of even, as a percentage of the General Fund that we had traditionally. And with that, I'm happy to take any questions.

>> Councilmember Pyle: Ready, set, questions?

>> Councilmember Chu: Yes, some questions. Regarding to the -- this parcel tax to provide funding for material technologies and staff, you mentioned there's about 41 full time equivalent. Are those 41 staff just hired to manage this parcel tax or --

>> Jane Light: No, they are -- it's a whole variety of people. So for example several of the people who are delivery drivers who move terms around our team are paid from the parcel tax. More than half of our IT people are paid for, some of the people in the technical area, are paid for as well as some of the pages and other people at the branches who handle that increased use. So it's kind of across the board.

>> Councilmember Chu: Supporting staff not necessarily the librarians?

>> Jane Light: Yes, exactly. They are all folks because of the increased use of the library made possible by the parcel tax we had them, but they are kind of direct folks and delivery drivers and people who are processing new materials.

>> Councilmember Chu: That's great, you probably covered it, I didn't pay any attention. The San Diego model their operating income per capita is so low, is much, much lower than any other major cities in California.

>> Jane Light: It is.

>> Councilmember Chu: How so?

>> Jane Light: They have -- they have many more libraries than we have, too, which makes it very difficult. So their libraries are open minimal hours now. They have, of course they do have a somewhat larger population. I think they have approximately 34 libraries as opposed to our 18. When we got out of bond measure we realized our city was not going to have a tax base -- you could justify 30 branches but that we wouldn't have a tax base to operate them and fewer libraries, you can operate a 20,000 square foot library as almost the same staff as a 10,000. You have a children's library in either of them. We chose to have fewer large libraries, which turned out to be a good idea. And San Diego partly because it's a very spread out city, has more and smaller libraries than we have open minimal hours.

>> Councilmember Chu: So with more smaller library, would that jack up the operating cost?

>> Jane Light: Yes, a lot. Because you can for a smaller library, yes, well the problem has been that's all they've got so they're open minimal hours. Whereas, we're open, at that time we were open, what did we say, 42 hours? They are open, their average library is open 32 hours, then.

>> Councilmember Chu: I see, thank you.

>> Jane Light: And they don't have a parcel tax. I was going to say Oakland, San Francisco, Santa Clara and us all have some kind of voter approved dedicated funding in addition to any General Fund dollars that we get. San Diego has never been able to mount that.

>> Councilmember Pyle: Jane, this was an extremely comprehensive report, great job. What a way to end. You've got a wonderful audit, and that's perfect. You really worked this one out very well. So with that, may I have a motion to approve the record?

>> Councilmember Rocha: I'd like to thank you for this report. I don't have any questions and that's basically because you did a fantastic job, really impressive on both of them. Thank you for your service to San José and thank you for the work that you do. I'll move approval, can I move both reports in one motion? Approval of the 2011 report on library usage and also the annual usage report.

>> Councilmember Pyle: All in favor, that passes. These two have been extremely patient they're ready to go, thank you again. This is for the very end. Yes. Welcome.

>> Hi.

>> Councilmember Pyle: Good to see you and thank you again. I kind of cheated here. I kind of went backwards in the agenda, sorry about that.

>> That's fine thank you very much. Matt cano, and San José parks foundation. I'm excited today to give a joint presentation with Jim on the status of our foundation. And I'll get right to the point and then turn it over to Jim to provide the bulk of the updates for this presentation. This is a little background. The parks foundation established in early 2010. Initially with 200,000 dollars in seed money through a city grant. Jim Reber who was selected as executive director of that foundation and during that time he formed the foundation as a separate entity from the city and we have a contract with the foundation with the terms of the grant that is still being paid out. Incrementally. What we've really been focusing on with the foundation is aligning it with the working closely in

partnership and aligning it with the making sure it's aligned with the department's work planned an making sure that it's aligned with our goals of financial sustainability, sponsorships new revenue opportunities and we've had a lot of success with that so far. Again as I mentioned, start with \$200,000 in seed money through a grant. \$148,000 of that has been distributed from the city to the foundation to date and already the foundation is at 84% of that distribution. It's actually probably high he than that because that 84% was as of the last quarterly report so it's probably exceeded the distribution to date. Pretty soon they will have exceeded the entire \$200,000 grant and any money will be new money to the city. With that I do want to turn it over to Jim. I did take two slides from the packet that Jim was going to give and combine them onto one slide so the presentation will be a tiny bit different than in your packet. Before I turn over to Jim, the donors, over 300 separate donors and members to date, and that's a big part of the foundation, is building that donor base that Jim will talk about.

>> Great. Am I on? We had an initial plan, and that was, kind of scrapped along the way because of changes in personnel. I've had, I think this is my fourth coordinator due to retirements and whatnot and reassigning people. But what's happened is that the input from the public has been very strong. And so we sort of found our way to doing some services we hadn't anticipated up front. You can see that we have what I would call our four foci, and I validated this by doing in November a survey where we had about eight or ten items for people to vote on and sent it out to our mailing list our voters and people who care about the parks foundation who were signed up. It came up with exactly these four. What we are thinking we should be doing has been validated. First one is expansion of the volunteer corps. This is of great concern to me because I've been working with Molly Tobias, with corporations where they come out work in a park get their hands dirty. It's a tremendous value to the city, and represents probably hundreds of thousands of dollars in free labor, plus the fact that when people do that, they feel a sense of ownership of those parks and of the park system. So Molly is part-time. One of the things that I discussed with her, I looked at her file one day and she had a huge file drawer of people who signed up to volunteer. And everybody who signed up to volunteer gave her their name, address, phone number and e-mail address, if they had an e-mail address. She did not have enough hours in the day to do the data input. So I hired a teenager to do it, so we've now inputted those thousand volunteers, because we'd at least be able to say thanks and ask them if they want to stay connected. So in addition to that, I've begun bringing Molly with me. We made a presentation to eBay last week, and she came along with me. It looks good for getting funding from them. Also it

will be not just funding from us but also volunteer commitment on their part. That's the thing we want to be doing forward. I worry that the volunteer corps is in jeopardy of budget cuts. So I want to do whatever I can. Right now, I'm looking at just building a budget for Molly, so if she needs something we'll have some money there. The second one is kids at play. And this is a program that we're just launching now. It's been of concern to Matt for some time, we've been trying to work out how it actually happens. But we want kids to get outdoors and parks and trails are where they can go and we're concerned about childhood obesity and that's become a big issue. So plugging into that, this program does three things. One, it just promotes the idea of getting outside and using the parks and the trails as a place for kids to play. Secondly, anybody who's doing recreation programs there from PRNS to third party vendors, we want to support them. So if we can get in and partner with them, help them raise money or give them money then we'll do that. The third thing is a lot of things are fee-based. We have kids that don't have the money to pay the fees so we want to pay the fees. There has been a fairly active program with PRNS of cutting the fees in half or giving kids scholarships for everything from swim lessons to summer camp. These are very valuable programs and what's happened is PRNS has just basically absorbed it but we're not in a position to absorb it anymore so we're going to start picking up the cost of that. The thirds is community development parks trails and programs. And this is where the community has come to us and said look we got this park and it needs this and so I have about six or seven organizations, and we act as their fiscal agent. Because I don't want them having to learn you know fundraising and nonprofit law and bookkeeping and paying the fees to become incorporated, we're a 501(c)3. They're largely neighborhood groups and I'm holding about ten or \$12,000 right now for groups in the community. So some of them I'm holding like \$300 and some I'm holding almost \$5,000. But they can plug in really quickly, I can do it in a day, people can donate 24-7, they go to our Website, they donate to whatever the cause is. I've also worked with a couple of the projects where we're trying to get the park built, the funds are there but we're trying to find a way to do maintenance. I know Kansen's staff has been working with us. Also Buena Vista park, and that one is going to open. As is Newhall park. So we're moving forward on those. Once we get these done and we sort of create a motel we'll be doing more of that. The five wounds trail working with them, Martin Fontana parks, replanting trees because they're going to be cutting down trees, I met with PG&E and we changed it from an adversarial relationship to one where we're working with we're actually in the budget for PG&E last year. I ran into her last night. So anyway. The final thing is advocacy for parks trails and programs. We can advocate in a way that the city can't. I can be obnoxious and get

away with it. Really we can say things, firm I have to say that the people that work in PRNS that I've had the pleasure to work with are dedicated, their hearts and minds are in the right place and they do good work. While we've had a couple of bumps in the road mostly due to realignment of people, it has been great. Mostly I've been working with Matt, they can't tell you that so I'm going to tell you that, that I really like working with them and they are doing a great job. As far as the I guess key needs in the future, we're a membership-based organization, so what I try to do is just go out and get people to sign up. If we have a thousand, 2,000 people in the next couple of years giving us 50 to \$100 a year we're going to be viable. We're going to have the ability to go out and leverage money. And one of the things I do with the community groups is I've raised a lot of money in this community. I can show them how to do that. I can show them how to do it so it doesn't take up all of their time. They can just plug it into the system and by working with me I'm also willing to go out and do the ask, provided we have a partnership. So we try to leverage money, try to provide some seed money here and there. I try to sponsor events here and there and I just tell you when you're dealing with community groups, I don't need a million dollars. 250 is enough to get through their event and make it happen. We'd also -- I'd love to have a parcel tax but that's probably not going to happen for a while. What I've also talked to PRNS about is plugging us into their system so whenever people sign up for a picnic or baseball field, I've given a donation, you can give to the San José parks foundation, very simple, it's not the city asking for the money, it's the city saying you as a citizen can make a difference by giving money to this program. And so anyway I think that's it.

>> And I'd just like to add, the San José parks foundation has a good presence on the Website, Jim is very active on the Facebook and twitter account as well. It's great for our department, number of things one of which Jim mentioned which is the scholarship program, right now we just accept less revenue annually to give programs for kids. By Jim supplementing donate whatever dollar amount they can donate and then it will go towards the replacement of slides, et cetera in the playgrounds. So we're really excited about that and we're happy to take any questions that you may have.

>> Councilmember Pyle: Well I'd just like to compliment Jim and Matt because when we discovered that the fields that were built at Leland and the ones that are being I built at Ellen at Steinbeck, a lot of the money that needs to be put into the fund to replace the field was being charged to the teams that were playing. So they were

paying these exorbitant rates to pay, which they can't pay, so it negated the by getting Jim involved we are going to be able to go into another phase of paying to get sponsors to pay for advertising. That's another facet of what you're doing and it's great. You're off running all the time.

>> I should add that we're slightly ahead of city policy last June when someone wanted to dedicate a bench. I -- luckily I met with Mike will and they were putting the policy together and I was able to get it changed but for \$2500 this woman was able to dedicate a bench. I'm going to be able to do a lot of those other guadalupe because they were equipped to do it, they handled the whole thing but we're going to do it in other parks because I think people have relationships with parks and trails. They're very personal and you know, this was a woman, saying that her husband is hard to buy a gift for. So she got him a really nice gift and it's a plaque right there. And so it's in heritage rose garden. So we want to go out and do more. So when people do that they know they're helping their parks, not going into some void.

>> Councilmember Pyle: Absolutely, absolutely. Questions?

>> Councilmember Rocha: No, I don't have any. Just want to thank you for your work. I do have one question or one offer, and that's time and again we do hear from you as council office. But if there's anything we can do more, than those offers or suggestions you have thrown our way please let us know.

>> Okay.

>> Councilmember Rocha: In any capacity. Whether it's joining you at a meeting and trying to nudge folks to help you raise funds, letters of support, anything, please. I mean the work you're doing on our behalf is fantastic, we appreciate it.

>> Right, well all of you are donors, I like that including you. I made the rounds, I guess about 18 months ago, to most of the council office and I'll be doing that again this year. So you'll see my smiling face. Now that we're a little more focused on these things, I'll bring some things to you. Thanks for that offer, I appreciate it.

>> Councilmember Pyle: Kansen.

>> Councilmember Chu: Thank you Nancy. Extending Councilmember Rocha's offer, I want to thank you very much for your work with the community and my office regarding the commodore park. Where we have a community meeting coming up soon, maybe early part of next year, we'll make it into funded raising event for the park foundation.

>> Excellent.

>> Councilmember Chu: So I will have my staff contact you and see how we can work together on that. The other comment or question is, the kids at play. I just recently worked with our school community, noble school. They have received some donated recycled material.

>> Oh.

>> Councilmember Chu: To build -- to rebuild a playground.

>> Okay.

>> Councilmember Chu: So I don't know, Matt, are you aware of -- I think some of them are from, can't remember the company. But I know there's another nationwide organization, that also provide playground materials for community to volunteer some, donated some labor to put it together.

>> Kaboom.

>> Councilmember Chu: .

>> Kaboom, thank you very much. But connect with you and see if we can do more.

>> Incidentally, any group that comes to you and they've got a park problem or situation I'm happy to go meet with them. That's a lot of what I do now. And I'm happy to go talk to their group or whatever. So that's one thing so just give me a call, thanks.

>> Councilmember Pyle: You had a question?

>> I wanted to thank Jim, he's a hell of a hustler on the basketball court too.

>> A lot slower.

>> Councilmember Pyle: With me as well. Thank you, this has been a wonderful thing. You have waited so long, God bless you.

>> Councilmember Rocha: Move to accept the update.

>> Councilmember Pyle: Thank you, second, all those in favor, aye, thank you for the wonderful report. We're ready to go to open forum. We have just two cards. First is Ralph Ochipinti, did I come close?

>> That's correct.

>> Councilmember Pyle: From friends of family camp, you're here from Morgan hill. Thanks for being here.

>> Friends of el family camp want to formally thank the committee and specifically Councilmember Pyle for their support of family camp and we're looking forward to an outstanding 2012 season. But what I wanted to bring to the folks' attention is, our competition for the recreational dollar, camp Mather, guess what, come up to camp mather this summer. They're our direct competition and they've got our customer base on alert already. So we

need to formally, we, all of us collectively, the city staff has to let all our customers know, we're open for business! I keep getting calls and e-mails, what's going on. And we can do better than these guys. We have something called fish camp. It occurs at the end of April. It's the last weekend in April. We can sell camp out next week, if we put the brochure out. We also run the family dinner on Friday night, as a fund raiser. It's good old spaghetti with meat sauce and a green salad. And we'd love to have you all attend. But we should get the word out and sell camp out. Start 2012 with a bang! And thank you for all your support.

>> Councilmember Pyle: Thank you for letting us know about that. You're right. We've got -- we can't let camp mather get ahead of us. We have that list, we have everything we need to make that happen. And then David Wall who wishes to speak as well.

>> Good afternoon. I was on my way to the City Clerk's to put something on the public record. It's and idea that flowed from Tuesday's unfortunate hostile meeting. I came one an idea, it may be laughed ought but nonetheless it's a potential money maker where you have father Eddie and the Antioch Baptist gospel choir put on a performance through different points of the agenda. Not just at the beginning but turn the council meeting, change the format into a musical event that can be digitally recorded and put up on the City of San José's music store on the web page to fund for whatever, basically a recording studio. Anyway I've made several of these thvmentCs for the Motown classics because these gospel choir, we have seen them before they are very good. The other thing I want to do is give Councilmember Chu's his long overdue thanks for volunteerism. You're the only one of the council that has stressed that during the budget. And I'm preparing a plan for structured volunteer to, me, but have access to the Mayberry yard to pick up trash i'm really good at that, my truck. And I want to be able to pick up trash in the city maybe one day a week or so but I don't have the ability to dump it myself so I'm going to work it out with D.O.T. and I also want to be able to borrow on a lend program orange safety cones because you got to have the safety cones to do what I'm about to do but anyway share these because there's only a certain amount of these with the memo. The memo will be on the public record but the disks will be delivered to the 18th floor as soon as I go to the City Clerk. But it was an idea I had because you're all good people and you don't need to be treated at all the way you were and including me. And so I figure we change the format and make it an entertainment affair and it beats the format we have. That format is just too darn boring.

>> Councilmember Pyle: I go along with that.

>> Councilmember Rocha: Second.

>> Councilmember Pyle: Thank you. We are ready to adjourn unless there are any other issues. It is ready, set or go! All right. Thank you. Thanks again, friends of family camp!