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>> Councilmember Pyle: This is my absolute favorite job and I'd like to welcome you this afternoon, ready to call to order and with a review of the work plan I would like to get a vote to defer the first two items, may I have a motion?

>> So moved.

>> Councilmember Pyle: And a second, all those in favor. Those items have been deferred, but Betsy is with us today to report on any key legislative items, and most understandably would be the propositions that probably should go before the council.

>> Betsy Shotwell: Yes, thank you, madam chair, members of the Committee, Betsy Shotwell, Director of Intergovernmental Relations. I did ask that the key legislative items report be deferred to next month, in that we were dealing with the end of session, and it was extremely busy, and also I felt with this committee and also the Public Safety committee you'll have a final report out then of bills and activities that took place with those bills that are on the governor's desk so I appreciate your understanding that. But it will be a more complete report than what you would have received today. Since the governor has until the 30th of September to sign bills and he has quite a few on his desk. With regards to the propositions, yes, we are review them internally for possible recommendations to the council. On some of them. As in the past, the criteria has been those measures that could have significant impacts, good or bad, to city core service areas. So there are some measures that you will - - no doubt you have seen headlines on will not be coming forward to council. But those as in the past we have taken the select few that could potentially impact city core service areas. I'm planning to go to Rules on the 26th of September and to council on the 2nd since we don't have a council meeting on the 8th.

>> Councilmember Pyle: Very good. It would be good if the city could take a stand on some of these issues.

>> Betsy Shotwell: Correct, and of course the council also has the prerogative of taking positions in their own right, as I know council have done many times in the past.

>> Councilmember Pyle: Great, we appreciate your input and your help in Sacramento.

>> Councilmember Rocha: As far as the direct impact, who is in the room making the decision whether they're direct and what is the analysis?

>> Betsy Shotwell: It is in my analysis and it's in discussion with the City Manager's staff, City Manager, deputy City Manager and if it's in the related department heads.

>> Councilmember Rocha: And as far as Public Safety items would you go so far as to reach out to the police chief as far as the death penalty or three strikes or any of those other issues?

>> Betsy Shotwell: In the process as well as the deputy chief.

>> Councilmember Pyle: You've got a male and female. We're ready to go to my very, very favorite animal director in the whole world, John Cicirelli, animal services and care division.

>> Thank you, Councilmember Pyle. I will note there that I've only been animal control directors.

>> Councilmember Pyle: Technicalities.

>> I would still be your favorite even if I wasn't, right?

>> Councilmember Pyle: that's it.

>> So just want to walk through the report relatively quickly and then you know to answer any questions or take any feedback you have. Just for the audience, animal care and services, we don't provide services just to San José, we provide services also to Cupertino and Saratoga and Lagos, some limited services to Gilroy and Morgan Hill as far as animal services for dogs. In some areas, we provide full services for dogs. In Milpitas and Gilroy they

bring some dogs from for us from time to time because they don't have facilities to care for them. So the population that were actually on the ground and serving people comprises about 1.2 million people about two-thirds of this county fall under our service area. So in fiscal year 2011 and 12 our officers responded to about 22,500 calls for service. It's a variety of different kinds of calls. We have a slide here to show what's sort of most common. You can see about 20% are bite investigations and just to be clear about that, that doesn't mean 20% of 22,500 calls were bites. It means that all the activities associated with that. So it's follow-up, it's patrolling, it's looking for a dog that bit somebody but ran away. It's quarantining the animal, it's going back and releasing it from quarantine. All the work that's involved in that. Across the year 1300 around the city which is within what we would expect for the size population. We have to do a lot of humane investigations, those are investigations where somebody has called in a concern that maybe an animal doesn't have proper shelter, isn't receiving adequate food or water or medical care, and somebody needs to go take a look and make sure that at least the minimum standards of care are being provided or veterinarian care is provided when needed. Of course we pick up stray animals, particularly dogs but also cats. We provide services of picking up dead animals for the city as well. Moving on to page, the third page. When we talk about the number of calls for service they remain the same. At the same time we have managed to get our response rate to go up a little bit. So we provide one particular measure for the city council and in the budget process where we measure how quickly or rather I should say how long it takes us to respond to a call that we consider to be a priority 1 or an emergency call and that's going to be an injured animal, an aggressive animal, an animal creating a traffic problem or a Public Safety hazard. So we measure how often we can get there in one hour or less. And although one hour may seem like a little while you know for the City of San José we have ten officers total. So we're not going to be able to respond like police or fire to calls for service. So we did that 94% of the time which is the highest year-long record we've ever had since we've been responding to calls. By comparison, the priority 2 and priority 3, we have three priorities worth of calls, in priority 2 we respond at about 58% of the time. And that's to respond within six hours. Those are urgent but not emergencies. So calls that we don't want to leave for longer than a day because the situation may get worse. And then the lowest priority and that could be things like dead animals or nuisance complaints, we have an established 36-hour time frame in which to respond and we got there about three quarters of the time, within that time frame. Moving on to shelter operations, we took in about 17,400 or 500 animals, and then almost another thousand wild animals. We do get wild animals that are brought in to us

particularity in the spring when you get in a lot of baby birds and fledglings and baby mammals. And so the busier months are during that period, spring through summer. We're just finally starting to get to the last month or two of our busy season this season right now. Overall our adoptions were decent. They weren't actually as good as they were last year, which was our best year, but they weren't horrible. But one of the areas we're trying to improve in terms of adoptions is where we do adoptions. So right now we only provide adoption of animals from the facility. We recently received some grant funding that will allow us to fund some part-time positions, and we're going to start taking animals offsite, so we're going to develop partnerships with the local pet retailers so that could be a petco a pet smart a pet food express, a local pet store. Those bigger chains typically don't have dogs and cats for sale. They sort of got out of the dog and cat business a while ago but they have plenty of dog and cat supplies. They like to have partnerships with us and groups that will bring in live animals because that brings groups into their stores. So the total intake is -- it decreased by about 4% which is not a big swing one way or the other, it's a little deceptive, because the dogs went up 4% and cats went down 11%. Cats continue to drop nicely. We've have a 25% reduction in cat and kitten intake over the last three years as a direct result of the programs that we've been running, this at a time while the overall rates of cats coming into animal shelters in California is increasing. We've seen a pretty dramatic decrease. So we're starting to apply some of the same formulas to dogs. You've heard me talk about before Chihuahuas and some of the issues and challenges we have with Chihuahuas. The grant now for Chihuahuas where we're spaying and neutering for free Chihuahuas from certain areas in the city where we're seeing the most Chihuahuas come into the facility. And so that includes zip code 95111, 112, 116, 122 and 127. Anyone in those zip codes whether they're in the city or county, doesn't really matter, if they have got a Chihuahua, and they want to get it spayed or neutered, we'll do it free of charge. And that's in an effort to try to stem the increase in dogs, because that's completely driven by Chihuahuas. And then we talk about the live release rate. We measure the outcome of animals that come into the facility. So all those 18,000 animals a year we want to measure how well we're doing at providing positive outcomes. And so this year we hit our high water mark for operation at 71% of a live release rate. And our five year goal had been 65 so we've exceeded that and a lot of that has to do with some of the programs we've tried. It's really accelerated our ability to provide better outcomes and in addition by having fewer cats come in it allows us to use the same amount of resource to provide better care for the animals we do have coming in. So it's kind of a win-win in a lot of ways. To break that down the live release was 73% for dogs and cats 67% or about

two-thirds. So this graph just shows you, when we started that program you can sort of see where that low point was in '8-9 and we started if program and it just took off from there. To compare, just to give you an idea, unfortunately the slide's a little small on here but I wanted to give you some sort of context about what is that, okay, so it's 71%, is that good? Is that bad? So these are other California agencies that are familiar to you. Orange, L.A., Sacramento, Contra Costa, Los Angeles, San Diego and San José is number 2 on that list. Trailing behind San Francisco, San Francisco's had a long head start and I will point out that San José our whole program didn't exist much more than a decade ago. And we weren't even in the shelter eight years ago. So this is progress, on a pretty rapid scale over a relatively short period of time. When you look at these operations, who probably have been in business for decades. So we're pretty proud of that, we're pretty proud of how we compare and how we seem to be moving forward in terms of our place in the industry, as far as measurable good outcomes. And then a couple of the other things that we anticipate later in the year. We have some municipal code changes I've talked about them before also in here, we're trying to tighten up some of the issues around dangerous dogs and how dangerous dogs are tracked in the community. And just clarifying a few other areas of law. We'll give you more clear recommendations as we get closer to that. And then I wanted to touch on what -- something I mentioned before which is that the governor had proposed repealing some laws related to the type of care, the length of time that we must hold dogs and cats in the facility. So they've pulled back from proposing a repeal but it's still suspended as an unfunded mandate like many are, I'm sure you're familiar with others in other areas of the city. And what we've done as a stakeholder group in California, we've pulled together several directors and presidents, interested parties, leaders in our business in this state to come up with alternatives. You know the reality is that the Governor's Office and the budget office in the state are very committed to eliminating these unfunded mandates. So really, unless you can come unwith a solution that still allows or provides for some minimum standards, industry standards, but cannot create an IOU for the state, so it's a tricky job to try to do. But we've had some progress with it and I'm encouraged by the results. So hopefully next year we'll actually see some recommendations coming out of the group that then can be provided to policy makers to make choices about, well, what's the path forward here if we're trying to eliminate an unfunded mandate. Lastly we did bring this as a council item, but I did want to reiterate it here. We did receive a good-sized grant, \$370,000 of a grant from Maddy's fund which is run by the Duffield Family foundation, and that was for our -- it was an award really for our success in saving animals. In particular, what they look at is can your community save all the healthy and

adoptable animals that you receive in the community? Now we've done that for two years in a row and as part of that we had applied for this award that if you met that goal, that we would split, we actually split \$1 million about six ways. And so \$370,000 was what our city got which was the largest piece of the grant but that's also split with the county of Santa Clara. There's a JPA in Santa Clara city called the Silicon Valley animal control authority that provides services to three studies there. There's the Palo Alto animal service and then there's the humane society of Silicon Valley which is now located in Milpitas and a cat rescue group called town cats. All of us have shelters of various sizes or scale. But we work together in a partnership as a coalition to make sure that we can meet this goal together and the idea is that we're helping each other and when one gets overburdened the others step in to help. So we've been successful at that. And so you'll hear a little bit more about that, there will probably be a little bit more press about that in a couple of weeks about the whole award. But we're very pleased with it because this is the kind of award that allows us to do some of the things like I talked about earlier, which is afford to have some part-time staff to do off-site adoptions to drive better save rates, to drive more positive outcomes or to match up people with their lost-and-found animals. So going forward, the next steps are the code changes I talked about, increasing our adoptions and promotions, implementing these grants, you know we've got the Chihuahua grant, we've got this big grant from the city, we've got another grant for a tag machine so we can identify -- put identification on the animals. And then of course we're always focusing on licensing and our other revenue sources to try to focus on our cost recovery. We're expecting that this year we'll land somewhere in the neighborhood of 47% in terms of cost recovery. Which you know ideally you want to hit 100%, but when you consider it's a law enforcement agency, a regulatory agency, that we're getting close to 50% cost recovery I think is something we can be pleased with and I think there's still potential to do better in that aspect as well. So with that happy to take any comments or answer questions.

>> Councilmember Pyle: Thank you, John. Questions?

>> Councilmember Chu: Good report, thank you very much. Question about off-site adoption. At which point do you think you will be able to send some workers or part time staff to community movie night, to have off-site adoption possibility?

>> I like that idea actually. It's not one we'd thought of but that makes some sense. I think there's a fair amount of crossover between the audience that's going to sustained and the audience that might be looking for a family pet. I think that's a great idea.

>> Councilmember Chu: Okay, thank you.

>> Councilmember Rocha: Thank you. Just a general question to start. We're hearing a little bit about retention issues for city employees, I'm planning to ask each department I see just to get a chance, we're finding out about some of them in some cases from the newspaper prior to hearing it from our staff. It would be helpful if you wouldn't mind sharing your experience with your staff.

>> We've had some retention, particularly at some of the entry level positions, some turnover I should say at the entry level positions. But I don't think it's unusual. We tend to have turnover in those positions. You know those are some of the lowest wage-paying jobs in the city and now they're even lower after we've done some of the roll-backs but it's also a very hard job and emotional job so we have to look at that factor, too. I don't think it's all driven by what the city is doing. There's certainly some angst what's going on in the city as far as compensation and pension and things like that and health care. But I'm not so certain that it's a driver of that decision in that division. It may be part of that decision, I don't think it's the reason for that choice.

>> Councilmember Rocha: Thank you. If you don't mind me asking this, those entry level positions what generally is the pay range for those?

>> For an animal care tenant, that's our lowest paid position, that starts at about \$16.75 an hour, which is less than we were paying custodians before we outsourced that. And then for an animal control officer they start at about \$20 an hour.

>> Councilmember Rocha: For an officer, wow. What's the minimum requirements for an officer, do you know?

>> Believe it or not, it's not that high. You have to have a good, clean driving record, obviously, and a good clean criminal record, because you're going to be doing law enforcement. Beyond that the certifications they have to get, they're required to get within the first year of employment and we provide that training. We send them to the schools to get their rested firearms and things like that. So in many ways it's better to train them yourselves so you kind of mold the clay, versus getting it coming to you hard and fast. But we do get experienced people coming to us, as well, that we hire. But there isn't a big hurdle to get over. For animal care attendants they have to have a year of experience working with animals. Because they are going to be working directly with animals all day long, so you want to have some demonstrated ability to be able to do that.

>> Councilmember Rocha: So as you mentioned turnover is typical, it doesn't, depending on the levels and scales of course but are you having difficulty filling the positions when they're open?

>> No. We generally get a lot of interest in the positions. It's a culling process. The fact that 200 people applied for a job doesn't mean there's 200 qualified people applying for the job.

>> Councilmember Rocha: Same as councilmembers so --

>> I'm not going to comment. Sounds like a trap.

>> Councilmember Rocha: It's a trap.

>> But I think the you know for any one position we're probably getting a good look at five to ten quality people. Per every one position.

>> Councilmember Rocha: Good. And you're getting the support you need out of HR?

>> Yes, they've been reduced in terms of staff too, so it's kind of naturally a bottleneck. So everything has to get prioritized and everybody waits in line so you know you sort of fight the battles you win and you wait out the rest, that's kind of how it works.

>> Councilmember Rocha: You're able to provide.

>> Field where we struggle is just particularly in the summer the volume of calls that we get, we don't typically keep up. So right now we probably have a backlog of 250 to 300 calls pending. You get to the emergency stuff first and other things are going to take some more time. Occasionally you get a call from a constituent that says, why is that animal sitting out in front of my house when I called two or three days ago? When you hit with a vacancy or an employee goes out on pregnancy leave or something like that it's tough to make up that gap.

>> Councilmember Rocha: Thank you very much for sharing your experience on the department side, the backlog you mentioned that's typical backlog over summertime catching up so that's what that backlog refers to the last two more our turnover that we've been trying to fill out so, we not only have the higher volume of calls, we don't have all hands on deck either. So had we had everybody in place that backlog would not be nearly as bad. It would probably be under 100 calls which is much more manageable. On a typical day if we have a full complement of staff we probably can get to 80 to 100 calls. So having a 100-call backlog may seem like a lot but really it's a day's worth of work or so. So it's not as bad as it might sound but it still, once you start getting further and further behind it's harder and harder to dig out of that hole.

>> I can imagine, thank you. Question resource fairs, do you participate in those?

>> We do. In fact we will be this weekend we'll be at bark in the park. It's a fun resource for us. We get to see a lot of our graduates from our shelter, people that bring them by to say hi. We do try to go to those, but we don't have a lot of success sometimes in that, we don't have a lot of paid staff to be able to do it. So you have to rely on a volunteer. So in cases where we can get them, we do. Otherwise we use a proxy, which we have a nonprofit group called paws for San José nonprofit services, they do manage staff at the table put out the literature talk to

folks about things so we move the pieces on the table where we can. To try to be at those things to try to get our image out there. But it is a problem for us, getting people to be aware that we provide either the services we do or that we have these animals available. We recently did a promotion and we did some radio advertising and as part of that package we asked the radio to survey the people that -- that are sort of their frequent listeners whatever membership and it was about a five or 600 person survey. And one of the questions we asked is have you ever heard of San José home care services before? And we only hit about 25% of those that said we had. Granted it's a radio program, we get the people in East Bay and up towards San Francisco. It's not completely accurate. We would rather have more specific penetration. We're going to have some grant money and where we're going to focus is online. We've been doing different kinds of marketing and advertising and we believe really the majority of people sort of the pet-see egg population, the people that are looking to purchase or adopt animals is really on craigslist or through a Facebook account or any of those types of areas we believe if we focus our attention there we're actually going to drive better outcomes. So that's where we hope to be able to invest our resources over the next year or two.

>> Councilmember Rocha: You touched on two questions about that and let me follow up on one of them. Are the grants staffing or overhead or can be used or a certain percentage in some cases grants have a certain thresholds you don't want to move that right into your department and lose it.

>> Grants, the Chihuahua grant, very specific to providing spay and neuter services, can't provide much more than spay and neuter grants, the restricted so for instance, it wouldn't be able to build a new building with that money or add construction onto the building but if it supports adoption, I can spend money on it. So I can hire a part time person to go out and do offsite adoption. I can use that grant money to do it because it supports adopting more animals. If it supports the care of the animals in our facility I can use that money. So say I wanted to increase the number of medical procedures and hire some extra veterinarian help or something I can do that with that money because it's a direct impact of supporting the care of the animals that we shelter.

>> Councilmember Rocha: Do you have a restriction of the time to use that?

>> No, no time line.

>> Councilmember Rocha: Very generous.

>> It's not like a program grant, where they're looking for an outcome. It's an award, a reward I should say. This is the carrot they dangled in front of us to do this. Now we get the money, but the idea is to build more programming to produce more outcomes. But that's one of the nice things about this second grant is it's a little easier to use.

>> Councilmember Rocha: I think I have one more question. No, that was it, those were the two other questions. Thank you. And the time line for the municipal code updates?

>> Not exact. My expectation is within this fiscal year. It may not be till after the holidays because they're getting up on us and things start to get a little more stretched out around the holidays.

>> Councilmember Rocha: Well I move to accept the report.

>> Councilmember Pyle: Can I ask a few questions?

>> Councilmember Rocha: You're the chair, forgive me.

>> Councilmember Pyle: Let me ask a couple of questions. I would love to put some of this in my newsletter.

>> Sure.

>> Councilmember Pyle: I'm not going to use the whole report. If I tweak it down and say what do you think, you can agree or not agree.

>> I'll provide graphics or whatever. Any information you're trying to get out to your constituents or residents that's going to put the word out there, we've got a lot more online services these days including licensing and the functionality, we'd love to drive people to those things.

>> Councilmember Pyle: The other thing, my favorite question, what about the Coyotes are they a problem this year?

>> Not much more than any other year. There have been a few sightings over in Calabazas, you might have seen some news stories on it. There is always a little spot in the city where they kind of figure out their way. Where you think Calabazas is situated, it is pretty easy for a Coyote to go from the hills down in. I have heard there's a little bit more activity in that corridor. Whether it will increase or decrease, I don't know. Usually more and more time Coyotes spend in the city, the higher the probability that they're going to get run over by car. In sort of a morbid way the problem sorts itself out over a period of time. But we haven't seen an increase in activity of people having physical experiences with them where they're feeling intimidated or followed. Coyotes do some unnerving things, they are a pretty predator you have to remember. They will eat a neighborhood cat with no problem. Lots of our neighborhood cats are sort of the in door outdoor type They are a little bit fat and small dog too. And when we really start to worry, and our first advice is, look, if you know Coyotes are around keep your cat inside and don't leave a small dog unattended or a small child for that matter. We've certainly seen instances in Southern California where Coyotes have been bold enough to go up to little babies and toddlers and take a shot at them. We tell people don't leave those vulnerable populations alone. But outside of that Coyotes should be generally afraid of you as an adult. If you make a noise or throw a stick, they should get out of your way. If they don't, that's when we want to start getting worried. When they start getting too bold where you can't even scare them off now, we're going to be concerned about that.

>> Councilmember Pyle: Sure.

>> Fish and game is aware of the can Coyotes we've got over there on the West side and so is vector control which tended to be the lead agency in the county when it comes to Coyotes because Coyotes can be a vector to certain diseases that can be transmitted to human beings.

>> Councilmember Pyle: I want to congratulate you on the 47% recovery the fact that you're going after grants all the time you really do a phenomenal job. Yes.

>> John, can you put the slide back on the live release rate, please?

>> The graph or the --

>> The graph, yes, that shows that one, right. I would just like to call attention to the committee and members of the public, when I first started this position, I asked John to give me an idea of what things we should be looking for in terms of evaluating performance and outcomes and I would just like to publicly congratulate John and his staff from what they've done here. I think the way I look at this is that the higher that live release rate, the lower the amount of animals that John and his staff has had to euthanize. And so it's just I mean you can just see the graph, it's there for everyone to look at that rate. And so one of the configuration things I think you look at when you look at shelter reports is what's the live release rate and John has really turned it around so thank you John to you and your staff, appreciate it.

>> Appreciate, thank you.

>> Councilmember Pyle: And with that I need an -- I mean I need somebody to approve the make a motion to approve.

>> Councilmember Rocha: Motion to accept the report.

>> Second.

>> Councilmember Pyle: Thank you. All in favor, we are ready for the antigraffiti antilitter semi annual report. Mark will be presenting and with him is angel Rios.

>> Good afternoon. Angel Rios acting assistant director of Parks, Recreation, and Neighborhood Services. I'm joined today by parks Manager Mike will as you mentioned councilmember. We're here to present a performance update for the antigraffiti and antiliterature program for 2011-2012. We also recommend this item for full consideration at the council suspect 25th meeting. Just by way of background for more than 10 years. PRNS staff have operated a very successful and popular antigraffiti and litter program. Real proud of our past work in this area. In fiscal year 10-11 we were faced with the challenge of needing to close a large citywide General Fund deficit. So we found ourselves needing to make some difficult choices and decisions. At that time the department proposed and the council approved new service delivery model for graffiti abatement which went into effect fiscal year 11-12 and we just completed one year of implementation. At a macro level we are pleased to report the program did meet its goal of savings to the General Fund we did increase community partnerships and resident engagements and thank to many of your council offices for assisting us with that. outcomes is Mike will.

>> Thank you. So as angel mentioned the beginning of this last fiscal year the city council approved a new service delivery program for the graffiti eradication in the City of San José. The new program involved bringing in graffiti protective coat being which is our vendors, GPC also known as and they provide services that enhance the program as it is, they brought to us a restoration model that's based on painting out walls so that there's no sign of any graffiti at all. There's no blotches, or leftover secondary graffiti as we called it. They bring in the color-matching, they work in sunnied areas and focus spots, hot spots and so forth. They brought to us a mobile work order system. They provide multiple reporting methods which include a very successful app, San José clean. They have a call center that's available 24 hours a day for folks to report their calls and we still take in calls through antigraffiti hot line. The tolls that the company provides, the way that they abate also are very unique. And environmentally friendly, incidentally. They can go against a brick wall that has graffiti on it rather than just painting that wall they will take the time to say soda blast it or pressure-wash it and so forth. They use a soy based chemical to solvent to clean off the graffiti. So they've been very effective and the customer satisfaction

from the residents who report graffiti has been fairly high. Graffiti abatement in San José continues to be a three pronged approach. There is of course education, where we work with the volunteers in our community. There is eradication which we feel, we've got a good leg on and finally of course enforcement is a very strong leg of that part of it working with both the police department and the public -- code enforcement. The graffiti program itself, 98% of the time, graffiti protective coating has completed their work orders within 24 hours. In 91% of the time they completed work orders within 48 hours. I would like to point out that for graffiti, gang graffiti which is a budget target that we track, they were able to abate that graffiti within 24 hours in 86% of the time. Of the app itself is a tool that really allows us to collect customer surveys. In the report in the customer service section 95% of the users scored the quality of work at five out of five so we had a great customer satisfaction there. And 97% of the responders marked five out of five for time response. We continue to work with our partner agencies, CalTrans, VTA, the Water District so forth, AT&T and these various utility companies. It's an uphill battle because those companies have their own models for how they wish to operate. But we've had successes, Laurie Jones who is our program supervisor over there, she has made great inroads with CalTrans. She has a direct phone line to the four superintendents for the state, for this area, so when she sees graffiti she's able to call them directly rather than entering the request through the standard reporting system. And we're seeing a quicker response from CalTrans. She's made great inroads with AT&T, very similar situation where we have an internal access to their database so that they'll respond quicker. So we're trying to make those same inroads with PG&E, and with southern Pacific. As you know, or you may know, we do have some spots where, particularly with the rail companies, where we have trouble, difficulty in dealing with the graffiti abatement. Rail companies own the property that they're tracks sit on. It's -- it is private property, it is not in the right-of-way, so it's difficult and unsafe for our staff to approach those areas to abate graffiti. So we are working with the companies, and we would ask that given opportunities for councilmembers or the public that are on various boards that if they have the opportunity in talking to other agencies to request that their staff also take the same urgency that the City of San José takes on graffiti abatement and requesting a quicker turn around for that abatement. In this particular graph it shows the follow and cost of graffiti abatement throughout the City of San José. Going back to 2002-3. The yellow bar on the left depicts program costs for square feet of graffiti eradicated by each fiscal year. Definitely it shows that we've become more efficient over time. 02-03 just over \$1.6 million budget cost, whereas there was only 500,000 square feet abated . As time went by we brought those bars together and 11-12 the fiscal year we

are looking at it was pretty close. We abated -- we stayed within our program budget as angel mentioned at just about \$1.2 million and we abated just about 2 million square feet of graffiti this year. This next graph again shows trends where graffiti is going down. We started the fiscal year in July, at about 200,000 square feet of graffiti abated at a cost of \$88,000. And as the year went by you can see again the downward trend. Where we have spikes or where GPC completed an assessment area they went from a restoration model to what they call a maintenance model. They feel most of the surfaces were painted over and so we grew. We went from an area primarily district 5 and then started into areas of council district 3 in October, through November-December-January and right about March we started shifting into council districts 7 and other portions of 6. These were selected because of the high volume graffiti in these parts of the city. Council districts 5 and 3 represented over 50% or close to 45% of the graffiti activity in the city. So by attacking those ones, we were able to bring the overall graffiti down. And in the last graffiti survey that was conducted in January of this year, overall we noticed a 7% reduction in graffiti throughout the city as seen through that survey model. This next graph shows intake of calls. The center column are telephone calls and of course the column under the app would be the app calls coming in. It's noticeable that beginning of the year phones were the primary source of intaking of calls. People were calling in graffiti that they saw in the city. That was a really simple model. As time went by though drastically that model shifted to the app. The app is a really powerful tool for us. It allows the citizens to report graffiti. It allows the technicians to actually see the graffiti through a picture. GPS helps the technicians to pinpoint where the graffiti is at so it allows them to be effective and faster. Where this really points out is we went from 500 to 800 people calling in reporting graffiti to the month of June we had 1300 people calling in. So it's a vast improvement in participation in this program. And collaboration and volunteerism is a very strong part of our graffiti program. We have over 3600 dedicated volunteers. We have 17 super-volunteers. These are people that own their own paint trucks or their own paint vans. They drive around the city abating graffiti. We provide them with very little support. They call us and say how can we help you and we say well we have a wall over here and they'll go take care of it. They've adopted areas and stretches of city. And they because they're a private citizen they're not restricted to city property or county property. So they're a tool that we use, we'll call the state and say hay state you have a problem. Is a and so is willing to take care of it. They'll say yes please send them over. We're using those 17 people very effectively. We also inspired the art box program with Tina Morrill who is converting utility boxes into basically murals. Tina points out it's been a very successful program. They have I believe about

17 boxes that have been painted over so far and in the year the program has been in place she only mentioned two instances of actual graffiti vandalism on those boxes. The public's received those, and she has numerous requests for more boxes. So Tina's working with the Department of Transportation because they are working on city boxes, FCC D.O.T. owns those boxes to do it right and we're really excited about that. We've been to 26 neighborhood meetings, talk about the graffiti program, to teach people about the app and who to call and when to call and so forth. And then very important on September 22nd, which is not this weekend but the following weekend we have the PRNS's volunteer recognition ceremonies at Lake Cunningham park and all of you are welcome to attend. And I believe Laurie can confirm this, that your offices have been invited to this event. So we hope to see you there. On the antilitter function because that's also very important part of our program. We do operate pickup San José which is a volunteer program and this year, we worked with 31 communities groups, consisting of 656 volunteers. That collected 1245 bags of trash and servicing hours of service. At the great American litter pickup there were over 1200 bags of trash and I'd just like to take this time to commend Councilmember Chu and his office for winning this year's award for the most volunteers.

>> Councilmember Chu: Three years in a row.

>> Three years in a row. [applause]

>> Councilmember Pyle: Well done! Fantastic!

>> But to me that sounds like a challenge to our other councilmembers.

>> Councilmember Rocha: Can't compete.

>> The coastal cleanup in 2011 we had 87 volunteers in San José that collected more than 2,000 pounds of debris and this Saturday the 15th we'll have 17th sites distributed throughout San José for another volunteer litter cleanup day. For folks who might be interested in finding out more information about that they can visit

www.cleanacreek.org and find the various sites where they can show up and get a bag and pick up litter. So with that, angel and I are available for questions on this report.

>> Councilmember Pyle: Thank you, Mike. This is an incredible report. And it's fun to look through this, see all the details. Did you have any questions?

>> Councilmember Chu: Just going to comment.

>> Councilmember Pyle: Okay. We like comments, too.

>> Councilmember Chu: Thank you, for that, chair. I also want to take this opportunity to thank your staff. Servanto and Laurie was at the Berryessa library just last night and we held a very successful neighborhood education -- educational meeting so there was great and also take this opportunity to thank my staff for working very, very hard to be able to mobilize hundreds of people every year for this great American litter pickup. So thank you.

>> Councilmember Pyle: Congratulations.

>> Councilmember Chu: Thank you.

>> Councilmember Pyle: Questions?

>> Councilmember Rocha: Yes, thank you.

>> Councilmember Pyle: Comments?

>> Councilmember Rocha: The community engagement and partnership you talked about I assume that's open our end not GPC, is that correct?

>> Yes, the majority of the work is down by Laurie and her staff although when we hold the community events they are heavily supported by GPC. Just this past weekend we held an event in district 7. We had GPC staff out there demonstrating the restoration snacks and the lunch food celebration. So GPC is definitely a partner with us on that aspect.

>> And one of the enhancements along those lines is we've also connected our antigraffiti efforts with the mayor's gang prevention task force. One of the things we're incorporating now is trainings and we're engage being folks that help us on the gang front to help us on the antigraffiti and litter as well. We've had great response on that. We've taken one step further and policy team agenda to make sure that policy members are also playing a role in engaging community members as well and asking the tough questions around how we're implementing the program and we feel that enhancement is going to pay off real well.

>> Councilmember Rocha: Great so thank you. Is that a new effort in terms of that partnership and enhanced relationship I guess. I'd assumed there was some sort of relationship prior.

>> Yeah, there was. But in the last six months we've really been more intentional about it. The first six months quite frankly it's we're literally launching a brand-new initiative and there's so much that goes up with the startup of a new program new service delivery model. Our focus was almost exclusive on that. Once we had six months under our belt we were able to step back and say what are some of the things we need to do and we saw a natural fit with the gang prevention work. We saw a lot of interest as we held you know informal focus groups with community leaders saying you see a connection here and everybody told us absolutely yes. Especially in areas that are gang-impacted where you tend to have gang graffiti. So we just capitalized on that and we're really starting to see some good results and I think we'll see more into this next year.

>> Councilmember Rocha: That makes sense. Thank you very much. Weekend, I believe I asked the question for the life of me I can't remember. Does GPC work seven days a week?

>> They do and it's required they're at least on call. If we have a emergency that we need to be responded to. They were actually work until their workload is done. They will work an eight hour day if they get caught up in eight hours or 12 hour day, or come in on weekends if necessary. They're there to get the job done. That's I think good for us but I think part of the staffing structure question that was posed in the memory serves me correct there's a little bit about the working conditions of the employees for GPC and that's again good for us on our end if they're working seven days a week but can you speak a little bit to that issue that we heard, of course we heard anecdotal stuff that folks work seven days a week ten 12 hours a day i don't know that's what we want with our public dollars.

>> They provide the service as needed but GPC pulls from a pool of people beyond San José. They have crews in Alameda County as well as out of state. If they get a push, if we end up with a push of graffiti where we all of a sudden get a spike they have no problems with flying people in. The company certainly follows the state's law payment is but we certainly could get that from the office of equality assurance. I do know that it is monitored. They do pay their pay scales. I've talked with Nina Grayson to make sure that is occurring and it is. So from a compensation perspective I don't believe that there's anything to be concerned with. In talking with the staff they seem to be -- this is the GPC technicians, they're very positive, very happy to be here. They seem to be attentive to our needs and they always seem to be energetic and don't seem to be upset about any of the working conditions they have. They're happy with the equipment they have and happy to be here.

>> Councilmember Rocha: Thank you I appreciate you even following up on the issue. The zones that we're focusing on that you mentioned and that's based upon the higher graffiti in those areas when do we do an analysis to see do we need to shift those?

>> We work towards getting the area restored. That's the main focus. So to where when GPC has to go out to say a wall because it did graffiti'd a second time they're just patching. They're just doing patch work with the color matching. So as we get areas built up and cleaned up we then start looking at statistics. We talk to our friends over in youth intervention services, look at gang activity. We do -- even though they're focusing their energies in

these assessment areas, they're still abating graffiti throughout the rest of the city. We look at that statistical data, where are we focusing a lot of energy at.

>> Councilmember Rocha: This is an on going --

>> Yes. -thank you. Let's see here the -- I was looking at the attachment that listed also, the phone calls, and how they were received. How the graffiti was received. It's attachment A, monthly intake volume telephone or San José Clean App. Was there any category for e-mails?

>> The referral didn't ask for e-mails but I did ask Laurie and she says that 20% of the calls come in as e-mail as opposed to everything else. But when we answer these referrals we focus on the specific question and there wasn't a question about e-mail it was just phone and app.

>> Councilmember Rocha: Gotcha and then when you mentioned 20%, then the 7,000 here total doesn't include that 20% number which is somewhere around --

>> Correct, the app and the calls coming in.

>> Councilmember Rocha: The overall total would be resident talked to me about it and said that they --

>> We've had in the vast number of app uses, I've gotten probably about five or so calls from folks saying they're having trouble with it. The president of the company came out and met with a couple of folks, and in most cases, it was resolved by just asking them to delete the app and then just reload it and it worked fine after that.

>> Councilmember Rocha: Okay.

>> I've had it on my iPhone since the program started and have not had any problems with it whatsoever. From the attachment that you see, majority of the people feel it works. When any technological issue, you might have a glitch here and there.

>> Councilmember Rocha: Thank you. I think to your point we're really getting a handle with the contract and working with GPC and the improvement are with that said there's a statement in here page four top of the page it is reasonable to conclude that there is a strong correlation between the overall promptness of which GPC is responding. Kind of look at this issue similar to crime and oftentimes our police chief will say clearly, you know, sometimes your efforts in public safety have no correlation to actually what's happening in spikes and valleys. And you can never forecast or guess or estimate or you can always speculate. That statement seems a lot stronger than acknowledging that some of this or a lot of this is speculation. So I'm not sure, I seize Julie is not here. But is there something you can help me feel a little bit better about this statement? Because I'm not honestly I'd rather not see that statement in there because I think a lot of this work is speculation and we just never know what spikes tell us or not. If you have a thought on it.

>> Councilmember you raise a key issue and on a related note we do a lot of the violence prevention work. That's exactly what happens, right? You could take 30 specific actions and still have an uptick that just came out of left field. The same is true for graffiti. I mean to the extent possible we try to look at statistics in terms of what we've done looking backwards. In some ways we got a forecast looking forward. The model is premised on the fact that if you get in there promptly clean on the one hand that serves as a deterrent while at the same time if you're strong with enforcement whenever resources are available to do that and do that swiftly that sends a message out into the community. And thirdly when you engage more community members and there's more eyes and ears communicating it has a better impact. But you're absolutely right. There is an unknown element that we have to monitor and track. Moving forward our commitment is to Mort ask the tough questions and have that conversation back to the council that says you know what X came up and it really caught us off guard and we're hoping we can have that open and honest conversation with you and we'll make adjustments as necessary and for 94 that's the approach we're taking.

>> Councilmember Rocha: That's the similar approach that we had before GPC was ever in town in terms of the model and getting out there and eradicating it and not.

>> Very similar. The work that our staff did prior to this was excellent work and as I mentioned in my opening comments, really tough decisions, driven by budget model just because we wanted to change it. You know. So what we're trying to do now is really capture the essence of what really worked with the previous model. We had some excellent staff. And how do we roll that over into this model as we go forward.

>> Councilmember Rocha: Yes, I completely agree with everything you just said. Thank you for sharing that. I'm still kind of left with this to me feels a little bit like a strong statement trying to advocate for GPC which again I'm speculating this may be completely due to GPC's work, I don't know them but this seems to make that assumption already. And I'm not sure going forward, if the committee -- I mean, having never been in this situation before, can the committee ask for the memo that gets forwarded to council? I don't want to supplement a memo but can you request that staff modify a statement made in a memo and then redistribute a new one? Or is that not something that there's a new precedent for?

>> Norberto Duenas: Well I think you bring up a good point. I think staff should be ready when we go to council to either issue a supplemental memo clarifying that I think along the lines of what angel just described it would be useful before you have the council discussion.

>> Councilmember Rocha: And normally I wouldn't do this micromanaging and going through an entire memo, I've never done that but to me that's a glare statement when I read it. I don't know if my colleagues have any different feelings.

>> Councilmember Pyle: I would think that's right.

>> I'm wondering if my response is adequate.

>> Councilmember Rocha: Absolutely.

>> Perhaps that would serve as an amendment to this report and we could maybe capture it as we move forward and when this goes to council on the 25th perhaps we could modify that verbally from the report or at the time of the report. Would that suffice?

>> Councilmember Rocha: Whatever --

>> Councilmember Pyle: That's a solution.

>> Councilmember Rocha: Yes but what would be most comfortable with you do you think begin the concerns that were raised what would you think the best approach would be? If you think going forward and leaving the staff report as it is and maybe making a notation when the report comes to council and speaking of that issue I would rather not create new work or bring too much attention to this issue because again this is one person's opinion out of the entire --

>> That would be my preference, given on focusing on I totally concur with your point and if we can move forward that way where you accept the report as-is and then we can clarify at the time of the presentation to the full council.

>> Councilmember Rocha: Very comfortable. Chair --

>> Councilmember Pyle: I need somebody to move exactly what angel just said.

>> Councilmember Rocha: Well I don't want to do what I did last time before you get your questions in.

>> Councilmember Pyle: Well I just wanted to make a comment and say that I'm really impressed with the way you went from kind of a negative situation, everybody is going oh they're not doing their job, at least the people I

was hearing from. Now it's a much rosier mirror, I think congratulations are in order for making that turn around have you had that experience as well?

>> Yes, right.

>> Councilmember Pyle: And the ones that are most egregious don't even have anything to do with the city, it's either CalTrans or other agencies.

>> This is definitely some of the most challenging and we would be remiss if we didn't point out the work that Laurie Jones has paid, manage this program, Serando, the city staff that we have assigned to this are just knocking it out of the park so our hats off to them.

>> Councilmember Pyle: Congratulations.

>> Councilmember Rocha: I'll move to accept the report with council comments on the statement that was spoke to.

>> Councilmember Chu: Second.

>> Councilmember Pyle: All right and with that, we have an agreement on everybody's part. All those in favor? Aye and that is decided. So we'll count on you angel for the verbal clarifications. Write it down fast. And we're ready to move on now to Kip harkness who is going to tell us more about the neighborhoods commission verbal report about the status of the neighborhoods commission.

>> Madam Chair, members of the committee, Kip harkness assistant to the City Manager. Just wanted to give you an update on the status of the neighborhoods committee pilot. As you know the pilot did sunset on June 14th of August the item was discussed by the full city council. The direction out of that, 14th August, was for an evening session, the 25th of September in the evening, for both the boards and commissions report to be

discussed and then subsequent to that, a recommendation in the report on the neighborhoods commission. So we are preparing to come forward with recommendations. The clerk is finalizing I know his recommendations as well on boards and commissions. And on the 25th we will follow his report with a brief evaluation of the pilot, looking at its accomplishments, some of the strengths of it, some of the weaknesses, and laying out policy for the council to how do we meet the goal of engaging neighborhoods in the city's work.

>> Councilmember Pyle: And I think that's really something that we really, really need to look into. I must hear about commissions and complaints and how can we just get by with three a year? All the time. Everywhere I go. So this will be a well-received change. And I appreciate that. And would you mind telling us about the upcoming attractions for neighborhood services, Kip? We want our audience out there in television land know that there's more exciting things coming around the bend.

>> Neighborhood development training conversation?

>> Councilmember Pyle: Yes.

>> There's an excellent event, sponsored by United neighborhoods of Santa Clara County and others including the city and it will be held on the 29th of September, Saturday, will be an all-day event if you would like to be there all day, 8:00 to 5:00, including lunch, \$10 registration which includes lunch. If neighborhood associations come and at least three members come from a neighborhood association they have the opportunity to participate in a training session and a collaboration session at the end of which they can receive up to \$450 in grant funding in order to actually implement the project which they create. And we'll be able to award as many as 55 grants. They won't walk away cash in hand but they'll walk away with commitment if the commit landscaping, murals, neighborhood cleanups, organizing neighborhood watches, so we strongly encourage folks to apply, and they, all they have to do is participate in the two trainings that are labeled great neighborhoods trainings and with at least three members of the neighborhood association.

>> Councilmember Chu: September 29th?

>> September 29th at San José State university and it's the neighborhood training k of conference and I'll send out memos with links on that.

>> Councilmember Pyle: Once again can put that in our newsletters. That would be fantastic. Any other suggestions ideas or announcements? No, with that we are ready to conclude the meeting. Me I have a motion to conclude?

>> Councilmember Rocha: So moved.

>> Councilmember Chu: Second.

>> Councilmember Pyle: All in favor, aye. Thank you for a great job. I really appreciate all your hard work.