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>> Councilmember Pyle: Ladies and gentlemen thank you for being here this afternoon for neighborhood service and recreation committee. Review of the work plan, I would like to drop the school-city collaborative, the bimonthly update. And under consent, are there any items to bring to attention? All right then, is there a move to approve the work plan? All those in favor, say aye. We'll begin with Ann cane, who is going to give a report to the committee on reading and family literacy. Welcome.

>> Chair Pyle and members of the committee, I'm Anne Cane. I'm the interim library director. I've had the pleasure of meeting some of you, but not all of you. I've been here five weeks. So I brought the support troops today with me. I wanted to introduce Judy Kliken who's going to give the first presentation on the partners in reading program.

>> Councilmember Pyle: Welcome Judy.

>> Thank you. Well, it's a pleasure to be here, and I thank you for giving us time to share with you what partners in reading has done. And how we've developed over the last year. There are, as you know, partners in reading is the adult and family literacy program that's administered through San José public library. And we focus on helping adults and families approve functional literacy skills. There are four areas in which we've seen considerable development in this past year. One I'm going to share some information on our workplace literacy program which is a program in which we serve incumbent workers, entry-level workers at their work sites, and we've designed customized curriculum to develop ESL skills and literacy skills around the actual job tasks they perform. Another program I'm going to share with you is our expanded family literacy program, which is now called together we read. And our English as a second language program which is expanding in numbers and classes. As well as a technology program called the learner web which we're going to share. Now our work life program has been funded for two years through the Department of Labor, Silicon Valley community foundation and the California state library. And during that period of time, we've recruited three employers to work with us, so that we could deliver the program. We work with janitors at San José State university, environmental service workers at Good Samaritan hospital, and teachers assistants through the Santa Clara County office of education head start program specifically. And as a result of training classes that people participated in, anywhere from 24 to 48

weeks, in collaboration with working with our volunteer tutors which has been an important point, one of the learning outcomes from this project is, we saw considerable power in combining classes, and then targeting specifically area codes that volunteer tutors could work with the learners. In fact, we saved a number of teacher-assistant jobs as a result of the intervention and intense writing classes that were conducted by volunteer tutors, and as a result of the customized curriculum and their participation in the training, 97% of the participants increased vocational skills. That was actually observed. And each of those increased by more than at least five vocational skills or more. 84% increased their reading, writing and speaking ability on standardized testimonies. And in some cases, the standardized tests are correlated with what we actually taught. With some standardized tests you can't necessarily correlate them. Even with that, the fact is that 84% showed an increase. 100% of the supervisors, and we interviewed, we must have interviewed 15 to 20 supervisors, and employers. So they thought the program really helped the entry-level employees. As far as job performance goes, confidence, a big thing. People are now talking. They're now sharing information. They're speaking up at meetings. As well as 100% of the employees. We did individual pre-post-- interviews with people and they all said they gained significant skills with it. Some of the interesting comments they made. They're more motivated on the job. One of the supervisors at good Sam said, I really tell when the classes are being held because they high-step to the classes in the afternoon. So people attended these classes all on their own time. And so with the outcomes of the curriculum and the impact on the individuals, the program overall was very successful. And now, let me share some information on the learner web. The learner web is a national project that's been funded through Portland state university, the Department of Education and IMLS which is the institute for museum and library science. And this year, the California state library wanted to expand the program locally in California because only one California site was involved with the national initiative. And they expanded it to four programs. And we were one of the programs that are selected. The point to the learner web is to develop online learning tools. So anywhere there is access whether it be your smart phone, whether it be your PC, whether it be computer at a library, or your iPad, that individuals who have created an account can access these learning tools. And there is a special component that just targets developing technology skills. Particularly for people that are not as familiar with computers. And in working with computers and capacity. So we've got two programs going on. One is training volunteers. And once again, the volunteers are playing a critical role. We're training volunteers to introduce the computer skill training to anybody who's interested. As well as participants and partners in

reading. And we're training volunteers and volunteer tutors who are already working with learners to start accessing some of these classes. And we're also designing classes. It's a very -- the learning tools that are online are just getting off the ground, particularly for adult literacy students. So we're having an important role in determining what the learning tools look like. So that's another new initiative. And I think there's lots of potential to really reaching people who typically wouldn't be reached and could be reached 24/7. And then our family literacy program. Typically in the past our family literacy program were events that we ran and invited families to. And events that also involve the parents and the children. And because, just because of economic reasons we needed to look at providing those services but doing it in a different manner that wasn't as costly. So what we're doing is pushing the program out to the tutors, once again the volunteers in our program are critical. And the way we've pushed it out to the tutors is we are communicating with any tutors that are working with an adult who have a child in the home. It could be an aunt, a grandparent, a parent, a guardian. And we're expanding the children that we're reaching. We're looking at children from zero to 13. And what we're doing is sharing parenting information, topics that they may be interested in on discipline, local-level reading materials that can be integrated into tutoring sessions, on what to do with your new baby or developmental stages of the baby. So that the actual parenting material and child development material is integrated into the tutoring sessions while they're teaching the reading skills and free books are distributed to all the children. And we've just -- well we've just finished a book drive that was supported by Hicklebee's as well as Disney on ice. And from that, we collected 2100 new quality children's books we could distribute. We were just contacted by one of the Disney stores in the mall, they want to do some more book drives for us. So we'll be continuing to share free books, which is critical because most of these families don't have books at home. And then finally, our ESL program. We've got a couple of volunteers who have started and initiated ESL classes for adults and for parents who are interested in developing these skills. We've got them at Dowell elementary school. So we're expanding our ESL program, and hopefully next year we'll have an ESL tutoring program as well. Now, as you can see from the figures, our numbers have expanded, as well. We increased the learners we're serving by 23%. It's just a tip of the iceberg but with the mighty volunteer group we have just about 300 volunteers that are active last year, 293. With our volunteer who are tutors and then we have a whole cadre of volunteers who do outreach. We have volunteers who are training other tutors. We have volunteers who are developing events to promote partners in reading. And with that group, they have contributed 24,391 hours. Which is the equivalent to, if we look at 2080 hours as being a full time position, 11 positions. So

our volunteers really triple our staff, essentially. So the program is growing and developing. The goals, you'll notice in the numbers that the goals have increased significantly, and that's primarily through the work wise program, because we achieved a significant number of functional goals with the different classes that have been working with the work wise program over the last two years. So that's where partners in reading is. Do you have any questions?

>> Councilmember Pyle: Well, we always do and I'm sure these fellows will not disappoint. So who would like to be first?

>> Councilmember Constant: I don't have any, now that you set us up.

>> Councilmember Pyle: What a fantastic program.

>> Councilmember Rocha: Thank you for the presentation. I had a question just generally about funding. And while looking at the document and the memo at the end, library department, but is it specific funding sources or is it just general?

>> We lost, well, the California state library funding has been eliminated in the governor's budget. And a component of that goes to adult literacy. And so we lost \$68,000 in state funding through the California state library. And the library's been very helpful in supporting us, to the extent that they can. And we kept all of our programs as a result. But we are stretched.

>> Councilmember Rocha: Okay. In terms of fundraising is this all just grant and city funding or is there any kind of donations that you've looked at?

>> It's grant and city funding. And one of the things we're hoping to develop is some fund developments and individual donor developments in the near future.

>> Councilmember Rocha: What's the cycle of the program? Is it school year summer program or sit just an ongoing annual?

>> It's 12 months a year, July 1 to June 30 fiscal year.

>> Councilmember Rocha: Okay, and all these programs run throughout the year?

>> They do.

>> Councilmember Rocha: And they're not related to the school year or any relationship --

>> No.

>> Councilmember Rocha: Okay, what's the relationship of the libraries in terms of literacy work? Are these sites or are they --

>> One of the challenges is keeping communication going for the tutors because the tutors are in all 18 branches, throughout the library system. And that's where they meet and where they interact with library staff and we hold a lot of events as well as activities at the various branches in the libraries.

>> Councilmember Rocha: Activities meaning?

>> Tutor training, learner orientation, info at library branches and often greet councilmembers there. -

>> Councilmember Rocha: Thank you. I'd move to accept the report unless somebody else has a question.

>> Councilmember Pyle: Kansen has a question.

>> Councilmember Chu: Thank you, Madam Chair, one comment. I would ask you to please consider my office as a partner in partners in reading program. I would like to bring some of the program to Berryessa and I can help you to recruit with some volunteers in either vocational training or English as a second language.

>> Thank you.

>> Councilmember Pyle: Wonderful report when we hear about the declining literacy in our country this gives great hope. And has this been a model anywhere else?

>> As far as the work-wise component or the adult, partners in reading, adult literacy? The adult literacy program, it isn't -- I believe about 120 libraries throughout the state of California. California, however, is the only state that funds adult literacy at the libraries. There are -- there are libraries scattered throughout the country that see literacy as one of their missions. But the California -- California's been definitely a forerunner in initiating and supporting that.

>> Councilmember Pyle: That's good to hear. Thank you for all your hard work.

>> Is there anything to adds Anne?

>> The only thing I would add is the importance of this kind of a program to a library. You know we can make all of our services and programs and collections available. But I can't think of a more significant barrier to usage of a library than people who can't read. So I think it's really a fundamental part of the library.

>> Councilmember Pyle: Absolutely, thank you for all your good work. One question, very curious.

>> Councilmember Rocha: The Work2Future, is there any other relationship with the other programs that the city does in terms of workforce training?

>> We did share the program with Work2Future and they shared resources with us. But we haven't -- we really vice president gone any further than that, at this point in time.

>> Councilmember Rocha: Thank you.

>> Councilmember Pyle: Thank you so much. Did I hear a motion to approve? All in favor, aye, that's accepted unanimously. Thank you for a wonderful report. We're ready to move on now to I was just having a wild idea here. Would 3 mind switching with 5 so some of the people that are here could -- Matt that would be up to you, Don, rather.

>> Does somebody else want to go first?

>> Councilmember Pyle: I was thinking about people who came for family camp. You're all right with the switch? Okay, so why don't we go ahead with you and then when it comes to 3 we'll go to 5 first. Is that all right with the members of this group?

>> Councilmember Rocha: Uh-huh.

>> Councilmember Pyle: Is that all right legally? All right, thank you.

>> I now want to introduce Dawn Perry who is the library's early care and education manager.

>> Okay, thank you again for the opportunity to come and update the committee on the activities and accomplishments of early care and education services over the past year. I just wanted to mention as we go through the PowerPoint that all of the pictures that I selected for this are actual participants and children. And sites in the program. I didn't steal from any clip-art. Though sometimes it kind of looks like that but they are real places that we work with. ECE services was initiated by the city in 1988 to support families in accessing quality childcare and early education programs. And for this presentation I'd like to highlight some of the most significant

programs that we host. This is certainly been a year of acknowledgment for the work of ECE services particularly smart start San José. 18 months ago the national league of cities institute for youth education and families selected San José as one of five cities to be a case study for the work in the area of quality early education and alignment to early elementary school grades. The other cities chosen were Hartford Connecticut, Boston and San Antonio Texas. The final study was released with a national webinar on April 30th of this year and smart start San José was one of the programs highlighted in the case study. Then in February smart start was selected by the California child development administrators association for their annual award for program design and implementation. This award was for the newly designed smart start program quality guidelines and for establishing the smart start affiliate process which now allows any licensed program willing to meet these guidelines to become a part of the smart start program. And just last week, and this wasn't in our memo because we didn't know but just last week we were informed that San José was selected by the national civic league and a campaign for grade level reading to receive a pace setter award for work in the area of kindergarten readiness. Smart start and SJ 2020 were two of the city's programs that were highlighted as part of this nomination and this award will be presented on July 2nd at the campaign for grade-level reading communities network conference and all America city awards ceremony in Denver.

>> Councilmember Pyle: Congratulations.

>> Smart start San José is our program that supports early education and child care sites in their efforts to assess and improve the quality of their programs. This year, with funding from the U.S. Department of Health and human services, we brought together local experts to design program quality standards. And we also began to accept applications from childcare programs to participate as smart start affiliates. These programs will receive resources in support and in turn they commit to meeting a level of quality programming. Annual reports that we receive from these affiliate programs include children's demographic and kindergarten readiness information. So we kind of keep on the pulse of how children are doing prior to entering kindergarten. There are currently 49 active smart start sites, and these are a very diverse sites which include for-profit and nonprofit operators, family childcare homes, sites that are located on elementary school and high school campuses, and then also, head start and state subsidized programs as well. An additional 15 sites have applications now in the review process for affiliate

status. And we have a goal of 80 affiliate sites by 2014. So we are well on our way to meeting that goal. The key goal has always been to make smart start San José the local standard for quality early education programs in San José. And with the strides we've made so far the realization of that goal seems to be very much within our reach. One of our most successful programs is the smart start family childcare training program. And this year 79 women from low to moderate income households completed the ten month program. 32 of those women actually received report to open a new state licensed childcare home business. Since 2004-2005, 337 participants have completed this program, and a recent survey that we did show that approximately 84% of them are still in business. The Community Development Block Grant or CDBG moneys that have funded this program up until now will not be available for the coming 2012-13 year so no services are going to be provided. We are convening local community partners such as first five and United way to strategy other sustainable funding sources. So we will be making that convening in the next few weeks. And I wanted to show these pictures here. That is this year's graduating class most of the women that attended. The training was how to teach math skills to young children and then the one on the right is one of our family childcare providers that graduated and she has an amazing environment for young children. And you can see this is an educational environment now for these kids that are attending. The San José children's fair is our annual major community event. This year marked the 24th anniversary for the San José children's fair and over 4,000 parents, caregivers, children and community members attended. This year's theme of rock, roll and read, and we have a different theme every year, focused on the importance of early literacy experiences, and actually highlighted the library's summer reading program. With sponsors such as Xylinks, the county office of education, the center for employment training, El Observadore and telemundo, and along with over 120 volunteers that come out for this event really help to make the event possible on a very small budget. ECE services is very involved with local state and national organizations and initiatives. We participated in the design of the community service action plan for the all America city award for grade level reading which resulted in San José receiving the pace setter award for kindergarten readiness. The Santa Clara County early learning master plan which is the kindergarten readiness strategy of SJ 2020, we have staff that participates on several of those implementation committees. The Santa Clara County race to the top early learning challenge grant which is part of California's grant that they received, which is being led by first five to establish a quality rating system for childcare programs, we sit at that planning committee. And then the national league of cities institute for youth education and pure learning network, we participate on an ongoing

basis with that network which focuses on alignment strategies for early education through third grade programming and support. This is a list of the highlights, many of I've already reviewed in the presentation but just a couple I wanted to draw your attention to. Is that I was invited which I was really excited to be invited to present a national webinar for the national league of cities on smart start San José and the efforts we have to support early education. We also partnered with the San José State university, social work department, to have BSW interns become part of our staff, and what they did was they would be available to go out to any of our smart start sites and help families in need. Many of our sites are very small and not very connected to resources in the community -- small and not very connected to resources in the community so we had families with needs for information around domestic violence, around medical insurance, about educational opportunities, employment support, housing help. So the interns went out and connected those families with resources and made sure to follow up and make sure they got the help they needed. It was really successful and we're hoping to have interns again this year. We also bring the library's summer reading program to children at our smart start childcare sites, who may not be able to participate because their families work long hours, it's hard for them to get to the libraries or even hear about that. Last year we were challenged for having a thousand children participate in our smart start sites. We filled that goal in four days of having a thousand children participate. So of course they under our goal this year and this year we reached the goal of 1500 children that would participate in this summer's summer reading program. So that's all of my presentation. Again, thank you for your time and I would be happy to answer any questions you might have.

>> Councilmember Pyle: Well, it's a beautiful presentation and really good news and I just want to take the chair prerogative for a minute to say, of the 26 some-odd years that I taught, one in upstate New York, a cup of Cupertino, 25 in San José Unified, there was one thing that was the most obvious, obvious component of successful education and that was preparation for kindergarten. What you're doing is making a tremendous difference, all along the way. Because if they're behind in kindergarten, they never catch up. Never catch up which is a sad, sad thing, it is preventable and you're doing something about it. So hat's off to you and I'm thrilled to hear about all the good news. Questions, Pete?

>> Councilmember Constant: I just had one question. Nearly 50 sites, I was wondering why we don't have any in District 1. Seems like our district is devoid of services.

>> Most of the sites that are -- we've started the affiliate track, which I'm hoping will open up a lot of the other council districts that haven't been able to participate. Many of the sites that are those current ones, came under redevelopment. Moneys or they were targeted towards certain neighborhoods. So that could be a reason. But now that we've opened it up to affiliates we can bring on anyone no matter where they're at.

>> Councilmember Constant: I'd like to find out because we do have a couple of strong neighborhoods initiative areas and we have some schools that have real problems. And I see one in the city of Campbell, which is close to my district. But not in my district. So I'd just like to see some efforts put out, you know, in the districts that don't have any services.

>> I would love to be able to maybe work with you to get the word out to the sites in your district, that -- to get them on board, that would be great.

>> Councilmember Constant: Okay. I was just surprised when I saw that because having heard about the program discussed, I just assumed it was citywide delivery.

>> I don't -- when those -- they were actually tied to funding to either expand through construction, or some of it, and this was before my time when most of these happened. Or some of them were program quality improvement funding sources. So I know there were some that didn't apply. And we were really surprised, sometimes when we had funds, that they didn't apply for the moneys. And that maybe they didn't even know the outreach wasn't, you know, whatever. But now that we have it open, there's no funds available to give them like we've had in the past but we certainly can give them the other support services.

>> Councilmember Constant: Okay, thank you.

>> Councilmember Rocha: No, I just, Councilmember Pyle, took the words out of my mouth and I want to thank you for your dedication your commitment on all these issues. You know making San José a better place and we're lucky to have you and with that I'd move to accept the report.

>> Councilmember Constant: Second.

>> Councilmember Pyle: Question or comment?

>> Councilmember Chu: Thank you Madam Chair. Thank you for the good report. Like Councilmember Pyle here, I'm a strong advocate for early child education as well as a community school. And what you just described really fit into the model of the community school. So kids go to school, they again, parents will be able to get some parenting classes, and so on and so forth. I would encourage you to concentrate working in partnership with the school district. And I'd like to see the center in the school site, versus a private home or smaller site. I think that would be my vision of a more successful program. Other than that thank you very much. It was a good report.

>> I just wanted to mention that one of the quality guidelines we have is particularly around making sure sites communicate with schools. And are aware of what schools are looking for when children preregister.

>> Councilmember Chu: That's good but I really would like to see them in school.

>> Councilmember Pyle: Well it depends on the districts, too.

>> Councilmember Chu: As many as you can. Not a hard line requirement but I think we circulate work in partner with the school district and trying to have more in the school site. Make the school toward the goal of community school and work with the county see if they can bring some of their resources, in terms of parenting you know, social services as well. And share with Councilmember Constant, I was looking at the map to see if I have one in Alviso. And we don't have anything there.

>> No.

>> Councilmember Chu: So please, I'll have my staff contacting you to see if we can get something up there in the Alviso area.

>> Great, thank you.

>> Councilmember Pyle: All right well thank you so much. That was really uplifting. Enjoyed it tremendously. And we're -- also need to thank the next participants. Matt Cano for relinquishing his time so we can get the family camp people here. Art, you've come quite a distance. And you have others as well. I just noticed too we have speaking cards and one of them is a constituent. That's pretty darned exciting. Mr. Schoennauer.

>> Councilmember Rocha: Did we feed to vote?

>> Councilmember Pyle: Oh my goodness, I was so excited. Move to approve on smart start early caring education. Motion and second, all in favor, aye, it is accepted unanimously, thank you.

>> Good afternoon, chair and councilmembers. My name is Steve Hameck, deputy director of parks, recreation and neighborhood services. With me is Art Capagon, who is one of our managers and operates family camp. So we'd like to give you an update on family camp. Since our council meeting back on November 15th when we, council approved us to move forward with getting family camp open and getting a permit to do so. And happy to say it's open, open for business, summer southbound is started and hoping to get a full season up there. Tell everybody you know. Just to give you an update we did get a five-year permit and lease agreement from the forest service. And as I mentioned to the chair, it was actually -- took an act of Congress to get that. Typically they give 20-year permits but they did flex and give us a five-year permit and it was signed on March 6th. So typically you know we would operate and get in business prior to March 6th but we had to wait until that point in time before we started taking reservations. We are working diligently with partners. We have the friend of San José family camp they're here today to speak and always an amazing support for family camp. Even though it took an

act of Congress our friends at the U.S. forest service are our partners and we work very closely with them. We also are working with a lot of recruitment agencies and we are also working with San José State more than ever before with their applied arts and sciences department and within that is the Department of Parks recreation and tourism but also a lot of other departments are very interested in being involved in family camp. And art will get into more detail with that as well. Also we're working with the city of Tracy and we're starting dialogue with the county of Santa Clara for partnership. So we're moving forward in the partners route very well. I think we'll have a good results from that. Our grants, looking to get grants is very difficult. The environment is very difficult these days to find grants to fund different things and -- but we do have good hope that in fact working with our congressional representatives here locally that we might find some federal grants down the road to support family camp. So we are very focused open that. We are working again diligently on our master plan and that includes doing a complete environmental review of family camp which the U.S. forest service has directed us. And we have until October 31st to complete the environmental review for family camp. And we are on track to do that under California Environmental Quality Act. But also parallel to that is the national environmental protection act which also has to be fulfilled. And the U.S. forest service has many different steps in that which will probably extend beyond the 31st. But we are working with them and they understand that. But we're finishing our CEQA important step there. And then we've been reporting-out. We have spoken out with the parks and rec commission to give them an update on where we are with family camp. We also -- again, working with San José State, we've gone over there and talked with their entire applied arts and sciences group where they bring their department heads in, and we're here today with you. Then also, too, we did institute the capital reserve fund which is essentially \$20 a night per tent and so far -- and that was to bring money in for capital improvement, the capital infrastructure backlog. And we have to this date have collected \$30,000. So we're doing okay there. And so I'm going to hand it over to art. He's going to give you a little more detail on some of our operational things and then we'll be open for questions.

>> Thank you.

>> Councilmember Pyle: Welcome art.

>> Thank you. Some of the program modifications for this year. We did do a name change. Our former name is San José family camp. And at times that was confusing to folks because some people made assumption there was a camp in San José. They didn't realize that it was outside of the city. And there was no association with Yosemite area. So the new name is family camp at Yosemite, City of San José. And that new name and new logo has really received some positive comments. People like it. Still has that nostalgic look to it so it's just a different feel for camp with the new name change. We did have a pricing structure change this year. And our pricing structure was really in part to address the direction we received from council to become cost-recovery. But in doing that, we also had to consider, we didn't want to price campers out. So we looked at a two-tier system. Traditionally, weekends were always booked. It was very difficult to get in. And weekends, we'd have a major dropoff in terms of attendance. So we looked at the pricing structure. So we created two tiers, a prime and a non-prime time. So prime goes Fridays, sorry Thursday Friday Saturday. Non-prime is from Sunday through Wednesday. And the outcome of that was that any weekend at this point, with current reservations you can get a tent or multiple tents. But our weekdays are now starting to fill. Traditionally, on a Friday, we'd have 20 or more turnovers. So basically 20 more families would come in rent tents. Currently throughout the week we have about eight. So we don't have these massive peaks any more. That helps us in terms of having available reservations for folks if they want to go up on a weekend, it also helps with staffing. And being consistent in our programming. San José State interns, we have been working with San José State very closely. We work with several of their schools and the outcome of that is we did receive formal intern who is a kinesiology major. She has come in and put together our recreation programs. She put together our basic curriculum so we can be consistent from year to year. And this year she's actually the lead for our recreation programs up there. So we hope to see a major difference in the quality and consistency of our programs. San José State has been a really good partner with us. We've also used their marketing public relations group, that's a student group there. What they worked on was e--- electronic recruiting for staffing of interns. And that really has helped. They really looked at other schools and other universities, junior colleges here and also in the central, Sacramento and Sonora areas. So without their help, I don't think we would have had as many staff. The result was, our staffing is, actually we're doing quite well. The difficult areas of kitchen staff were at par to where we should be in terms of our projected numbers. We do have a bit of a challenge in our maintenance group. It's a little low. But we're always taking and doing interviews and we hope to fill that within a week or so. Friends of family camp. Friends of family

camp have been invaluable to us. Without them, it would be very, very difficult to open camp. They provide many volunteer hours. Not only volunteer hours. They have history there. They're invested in the facility itself. They go back almost generations in terms of support. They also provide us with a lot of financial support. This years, so far we're getting close to \$6,000 in either direct donations for our campership program, so far they provide us about \$4,000, our campership program goes to families who apply, who qualify for free or reduced lunches. And the friends of family camp have been providing that last year and this year. And they are committed to providing it ongoing. They have also provided us with critical kitchen equipment so we can provide food at camp, and they've also provided funds to purchase lumber and other building materials to really help us upgrade the facility, go back and deal with health and safety issues on site with all the tents and other areas. Marketing. We've done much more marketing this year than we've ever done in the past. Lots of electronic marketing. We purchase time in the mercury, and -- the mercury news and also the neighborhood papers. We've been doing a lot of electronic marketing. We also worked with the library folks to get the word out, with camp to send out to all their childcare network providers. So that information went out very early trying to recruit those folks in or just get more market exposure. Online reservations. Stephen mentioned we have been working with the City of Tracy. City of Tracy we initially started with a conversation with them. They are very interested after visiting the camp itself and they wanted to provide the resources of camp and the experience to their residents. So what they talked about is partnering with us. They would provide the actual online reservation system. And in exchange for that, City of Tracy residents would then get resident rates. Unfortunately, because of a new requirement, of cyber-insurance that they were aware of but have not yet really looked at within their own city structure, they weren't able to move forward in the small window of time that we had in terms of being able to meet our registration deadlines. It's still open, they're still interested but not willing to leave everything in just one area, we did a little research and found that the county of Santa Clara parks division also has that same reservation system. So we are working with them. We've met with them. They are very, very interested. They have a camper program within county parks and this may actually augment their overall offer, what they can provide. So we are working with them. We are looking at feasibility in terms of cost to us. And what they would receive. Again we are looking at resident rates for county residents. What that means to us is, we eliminate the cost of reservations on our part and staffing on that side. But it also means a much greater market for us. Much more market exposure. And hopefully more folks coming to camp. Our challenges this year are occupancy. With the change in pricing and we've missed part of the

year last year, and more than anything else we had a delay in knowing if we were going to operate camp this year or not. And that was as a result of the forest service. They hadn't made a decision in terms of whether they were going to move forward and issue us a permit to operate. Typically our information regarding preseason goes out in December, preseason, post-season to groups. And for the summer season registration information goes out in January. Unfortunately because of the delay it did not go out until March. That is a real key time for us that people make vacation plans. They look at the summer and because of that delay we believe that has had the biggest impact on our reservations. Currently, we are down in terms of reservations. At this time, last year we were at about 547. Our reservations were at 343 in terms of revenue collected for that same period I'm about \$100,000 off compared to last year. We're doing as much as we can at this point, and we're looking at other options. To look at mitigating these issues and hopefully generate some additional revenue. One of the things we're looking at is we're trying to capture, we're going to pilot and try to capture incidental requests to stay. And most of these are tourists coming up through the area, typically going to Yosemite for one reason or another they're late in coming up and all the camp sides are filled and Yosemite's still another hour away. So they'll wander into camp and we'll receive maybe, at our peak maybe about ten people per week or ten couples per week coming in. So what we want to do is capture that. Typically we are only able to offer a full blown full price day. What we're looking to do is just charge them for a tent, about \$60. And that will give you a nice stay. If you want a meal, we can for an additional charge provide that. So we're trying to catch those incidental ones. We're also considering looking at the surcharge of one or two people. There is a surcharge if you only have one person in a tent or two people in a tent. We're looking to eliminate that or suspend it for this year. Hopefully generate additional reservations. If we do do that, we can -- we'll likely lose or shall I say refund about \$3,000 but hopefully we'll recoup that with additional reservations overall. We do have a sponsorship for \$50 discount, and that comes from wealthcreator.com. And they are a part of a subcommittee of the parks foundation. And that little subcommittee is working to enhance our revenues. So through working with them, this one individual has come forward and said I will give you \$50 for up to \$1,000 for anyone staying two or more nights I believe and they will get a discount hopefully that will generate some additional reservations. That is it for my part of the presentation. Questions?

>> Councilmember Pyle: I just wanted to mention the names of the people who are on that committee if you don't mind. And it's good to know that some of them came from our parks and rec commission. One of course is

Art Capagon, Mike flower, most of you remember him from parks and rec just termed off. And art Chapinti, I should be chastised from that. And Jim reber is working on taking care of all the financing, and then Eric heckman, Lisa Hetler Smith and myself, and Kathy Sutherland. So with that I'm sure that there are questions. We do have three people who would like to speak. And we'll begin with them in the order that they receive. Let's start with Ralph Achipinti.

>> Thank you. I thought for those of you who have yet to make your reservations and art has let you know that all dates are available I'd continual in my most formal family camp attire that I normally wear for camp fire and the big events like amphitheater. The opportunity is there. We're working together, as art very succinctly pointed out, and the chairperson pointed out, all the groups are trying to come up with ideas to encourage more families to come up to camp. The parks found of foundation chair, Mr. Reber is thinking about putting a booth at the San José giants and we'll help staff that and just talk-up camp and direct them to the reservation desk. As art pointed out, the \$50 discount, and a new chef that he's hired, we're going to try and promote 51 reasons to come back to San José family camp. So I would encourage all of you to come up, visit, and please be patient with us. We're in a rebuilding year. And I will tell you the camp has never looked better. The facilities look great. And we have a lot of cooperation. And we're doing a lot of outreach. So we're hoping for success. Thank you.

>> Councilmember Pyle: Tell us what you've been doing up there.

>> Art put me on carpentry work and I haven't done that in about eight years. Two days later I was going to talk to either my doctor or my attorney. I decided I would do neither.

>> Councilmember Pyle: Or your psychiatrist.

>> Anyway, we did a lot of tent rebuilding and refurbishment of the facilities. Please come up and take a look.

>> Councilmember Pyle: Thank you Ralph. The next person would be Tom -- Tom Bonsack. Tom has been pretty busy too.

>> Councilmembers and committee members. Family camp at Yosemite is the only park facility operated by the City of San José that is required to cover all its costs. I was aware of the new \$20 fee per night of capital enhancement fee however I was not aware of the new single and double occupancy surcharges and the tent registration fee of \$30 per night. This means if I were to take my daughter to camp for Friday and Saturday night I would have to pay \$470 or if my parents wanted to join us it would be another \$470. I could go to Disneyland and hotel and park passes for that amount. Family camp's nonresidency charges are \$20 more a night or from 33 to 40% more, far greater than any other PRNS program. That is meant to discourage or prohibit sign-ups which make sense if camp is not near or makes no sense if camp is not near capacity. Volunteer hours in 2009-2011 each were at least 10,000 hours. Including super-volunteer hours. Prior to 2004, friends volunteer hours year average, 20,000. When we did nearly every preparation task. This year, so far the volunteer hours are about 1500 hours. I understand that camp needs to pay for itself. At the same time it should also be affordable to all. The volunteers are a major part in keeping camp affordable. This year, we have asked PRNS every month to have the opportunity to help camp get ready. We have had -- we have been told we are not needed and we are told the fall work weekends would be cancelled. We had about 45 people at each of our two major work weekends and were very busy. I believe the keys to family camp at Yosemite's success are volunteerism and affordable. Thank you very much.

>> Councilmember Pyle: Would you mind saying a couple of words about the fish, fish week?

>> Oh, yeah. In April, last weekend in April we have our fish weekend. Fish camp weekend. And this year we had a very successful fish camp weekend thanks to art, and we had the -- we had several kids up there, and we had the moccasin creek hatchery come up and they dumped -- they had their truck roll into the pool and they actually took the fish out of the truck, put it in buckets, and let the kids dump it into the pool. And that was -- that was the first time, I mean I've seen it when I was a kid when the truck used to come in we used to see them dump the truck but I've never seen anything like that. And it was a very, very successful fish camp. And I think next year it will be even better. And some of the fish they did take -- the normal size were about like that, but they did bring five, they call it five lunkers that they pulled out. They were -- I'm not kidding -- they were probably about that big, and they

get bigger every -- but it was a very successful time. We look forward -- I look forward to it every year. Thank you very much.

>> Councilmember Pyle: Thank you. Are there other family camp people here, if so could you raise your hands? There we were are and George you're here George Schoennauer. George, you're next.

>> Regarding fish camp that art also reported they made a profit some \$3,000. So that should be mentioned also. I'm George Schoennauer a family camper, some 37 consecutive years. Couple of comments. The new tier prime non-prime fees seem to have had their desired effect and the capital enhancement fee was expected by most of us and I'm glad actually to pay it. The advertising methods have been changed this year. But it's not obvious they've had greater success than prior methods. So more work's needed. And it sounds like they're doing more. However, the current 2012 camp fees are structured on a premise of a nearly full camp. With significant disincentives for small families and nonresidents. The camp is not nearly full and below 2011 participation as I reported. The unexpected single and double occupancy surcharges of \$100 or \$50 per night per person are prohibitive and excluding grandparents, empty nesters parent and child singles, leaving many tents needlessly empty this summer season. Many of our personal long term fellow campers decided not to attend this summer. I'm glad to hear there are some reconsiderations of this. The nonresident surcharges are also prohibitive. Maybe you don't realize just how bad. They are five to six times higher than any other nonresident fee charge by PRNS. There are 33 or 40% per day higher per person. I think the worst case I could find on any other PRNS program was 7%. And all the other nonresident fees charged by PRNS are reasonable. I don't think the one for family camp is. My point is this: These discouraging surcharges should be discontinued until such a time when camp is near capacity and has the luxury of excluding people who do wish to attend. Thank you.

>> Councilmember Pyle: Thank you. And that is something that I would like to suggest, but I need help legally. Does this have to go before council in that the camp is not directly connected with the city, on a day-to-day basis but in order to change rates that they change this year, does that need to have a council approval William and if that's putting you on the spot we can certainly wait.

>> Councilmember, angel Rios acting assistant director, Parks, Recreation, and Neighborhood Services. We believe it doesn't. The way the fees and charges are structured now, the council has delegated that authority to the City Manager who approves pricing memos that we submit on a quarterly basis. What we could do is, as we've been looking at this issue here, we really appreciate the feedback from family camp, family camp partners and stakeholders. We can actually make modifications under a pilot, make those changes effective immediately, and then if we want to change that more long term then we'll go back to the formal council through this pricing memo format.

>> Councilmember Pyle: Does that sound okay to you too? Okay, great. Quickly do this with the approval of our committee here. So I think if anyone's ready to -- well first of all questions and then hopefully somebody will make a motion to approve and we'll add that to it.

>> Councilmember Rocha: If I have any direct questions the one was already raised in terms of the pricing and I'm sure however way you solve that and how you get bookings, what's the percentage that's online and the rest that's through phone?

>> At this time, we are not online.

>> Councilmember Rocha: Okay so we're still not.

>> No.

>> Councilmember Rocha: Okay.

>> We're working with the City of Tracy, but as Art spoke that fell apart because of that cyber-insurance. That's our goal though.

>> Councilmember Rocha: Generally this is all good news, but I felt like the council stuck its neck out fiscally in good faith trying to make this work. We are all still committed to -- I understand the gentleman put it perfectly when he said this was a year of transition. I was a little concerned what I was hearing, I recognize that I sure hope there is a lot of verbal commitments from I don't mean just staff, but the friends of family camp, a fantastic group. Again, as you pointed out, this wouldn't be successful without them. But it's a very strong verbal commitment that this is going to work, and we are going to make sure it works. And again council stuck its neck out and willing to support it. I'll be advocating again for it next year if we're still in the same position, but I just -- we need to see some of this stuff come to fruition, to make me feel a little bit better about, again, continue to stick our neck out. Fiscally, this is a great asset for San José, I'm really proud of it and I'm glad of the work we're all doing, thank you.

>> Councilmember Pyle: Pete, did you have a question?

>> Councilmember Chu: Thank you, Madam Chair. Again this is a good report. In term of marking, I remember one time we were targeting towards school for science type of camp. Are we still working on that?

>> Yes, actually, outdoor education is really the key to grants as well, for granting. So we are really interested in doing that. With the Yosemite institute Boys and Girls Club YMCA, anybody, we can have those conversations, councilmember it is a transition time and we are getting people interested and bringing people to the table.

>> Councilmember Chu: What about local school district?

>> Yeah, in fact that is the sponsorship program art spoke about which is very important, the friends of family camp fund directly funding local youth, especially under privileged youth that may not afford camp now there's sponsorship to send them to camp.

>> Councilmember Chu: Another comment I just feel that the summer is starting, probably don't feel it in the weather out there. So this is still time to do aggressive marketing, you know, last minute get away, which is pretty

much the thing, very common, and this in our area, so especially, because they're all busy with some other activities. In terms of the fees, you know waiving of the two people occupancy fee, I will support that. But the nonresident fee, I feel that if one of the speaker feel that other PRNS were charging less for nonresident fee, then I would vote to increase the other program, for the nonresident fee, not to reduce the resident fee for this family camp.

>> Councilmember Pyle: Okay.

>> Councilmember Rocha: Well, we're just accepting the report, I'll move to accept the report with comments from the councilmembers including suggestions or direct -- well not directing, suggestions to reduce the fees that have been talked about. And from what I heard it appears that staff is already leaning that direction so thank you.

>> Councilmember Pyle: This is just an extra blessing. So with that I have a second.

>> Councilmember Constant: Oh, sure.

>> Councilmember Pyle: All those in favor, aye, thank you. This is a fantastic report. I'd just like to say too, when you consider where we were a year ago, or 18 months ago, it was not looking too great. Of course it took an act of Congress as you say to get our feet back on the ground. When I see change that's very hopeful, it's you have learned earned how to duck and dodge and when you don't see this is successful, you are ready to go in a different direction. That is health, a sign of great recovery from my perspective. So I salute your ability to come back charging. And I'm going to make a commitment to send out a special flier on my last, reminding everybody that it's still not too late to come to family camp. I don't know how much it would do, but I'm going to challenge all my councilmembers to follow suit. I will need help with the flier so if somebody can help me, we'll get it out there.

>> Councilmember Rocha: Count me in.

>> Councilmember Pyle: Thank you.

>> We'll communicate those pricing changes back to the council office.

>> Councilmember Pyle: Fabulous. I can't believe where we were before. Okay, thank you again, Matt and Dan, for being so gracious today, appreciate that. Here we are with our grant and bond funded parks and recreation capital projects.

>> Matt Cano: Matt Cano, deputy director of Parks, Recreation, and Neighborhood Services. With us is Grant Casalia, program analyst for our grants program in the department. Here, move this . Thank you for having us. This is a twice-annual report that we provide to the neighborhood services and education committee on the status of our grant-seeking, as well as our capital bond program for the measure P that was passed in 2000. Grants is a huge part of our strategy to increase the funding for capital projects and infrastructure rehabilitation projects in the City of San José parks system. Over the past six-month reporting period that this memo is about, we received about \$1 million in reimbursements from grants. We are trying to be very active in timely reimbursements so we can keep money flowing into the city and not waiting too long to ask for reimbursements in our granting agencies. We applied for 47.2 million in grant funding. Wanted to put a caveat that a large percentage of those applications were for the federal tiger program, the federal transportation bill program for the bay trail. We applied for a \$17 million or I'm sorry, yes, \$17 million grant for the bay trail for the tiring program which we did not receive, but there is still a pending \$26.5 million program that we partnered with the Department of Transportation on that we're still waiting to hear. So that's the bulk of the grants that we applied for but we also applied for grants for the Thompson creek trail and Los Gatos Creek Trail -- I'm sorry -- three creeks trail construction. Additionally, grants that we received, we were awarded \$11.5 million of grants in this past reporting period. That included \$450,000 for the trestle bridge over the three creeks trail, the old railroad bridge that we can actually open that connection as an interim trail to connect the Los Gatos creek to the Three Creeks Trail system. A \$1.2 million grant in partnership with the housing department for the acquisition of Rosemary gardens park, which is a key component of our North San José plan. Rosemary gardens is actually in Council District 3, but it is part of North San José and very important to provide more park access to that neighborhood. In addition we received \$6 million for state grants, two and a half for Roberto Antonio Bellarmino

Park, which is in Council District 7, and \$3.5 million for the construction of Del Monte park in council district 6. Upcoming grant opportunities, we're tracking a number of grants. We have a prioritization list and most of the grants that are available for parks and recreation are associated with trails program. Although there are some non-trail grants that we encounter sometimes. The habitat conservation fund is a -- allocates \$2 million a year from the California parks and recreation -- state of California parks and recreation. We're targeting that possibly for the Thompson creek trail in council district 8 to help get more people out of their cars from the Evergreen area and commuting on bike. Additionally, the land and water conservation fund is a grant that is -- that we're looking at for the Coyote creek trail so that we can connect to the people in the Spartan Keyes area south of 280 near San José State, along the Coyote creek trail north, under 280, to connect to the park system up there and eventually all the way to Alviso and the Coyote creek trail. Additionally we're continuing to monitor federal transportation opportunities, and Betsy Shotwell and her team are helpful with that. We're really targeting large grants for trail programs with that funding. Two specific grant projects. The one on the left is the Guadalupe river trail. This is a 6.4 mile trail system that connects from downtown all the way to Alviso. Currently it is open from downtown to Alviso. But what we've done is receive a federal earmark grant to actually pave it. Right now we count approximately 1000 daily users on the system, and 53% of them are commuters in our last annual trail count. Next week actually we're going -- council awarded the construction last month and next week we're going to start the construction of phase 1. We're going to close down from 880 to Trimble and that will be closed for three to four months hope to open that back up in the fall so then people will be able to have a paved trail up from downtown to the airport. After that it will be another four or so months to close from Trimble north to Alviso. And that project should be completed by late 2012 early 2013. The project on the right is the highway 237 bike way. It's almost a mile of trail that was left over from a maintenance road when CalTrans did work out at highway 237 and working with Councilmember Chu's office we received a grant from the state to pave this project. And no one had really been a kind of abandoned piece that no one is really maintaining since CalTrans left it over, and so we worked with Councilmember's office to get grant money to pave it. And you can see the picture on the right. It's almost done, and it will be open next week. It is a popular bike recreation facility for people on their lunch hour up in North San José. So I'm going to turn the corner to talk about the 2000 measure P bond program. This slide shows the funding that we have left in the bond program. We finished every project that was committed to the residents except for the two sports complexes. The soccer and the softball complex. The funding that we still have

available is the soccer complex we have a total budget of \$14.7 million. We have spent some of that money in the design but that's the total budget for the soccer complex. The softball complex we currently have \$9.8 million in a reserve for the future softball complex. Additionally we have a bond contingency reserve of \$8.6 million. So total funding between those three line items is about 33.1 million of the measure P bond funding left. In the pack -- I added today a little asterisk at the end of this that isn't in your packet but looking at the softball complex and the bond contingency reserve total between those two lines is \$18.4 million. One caveat that I'll talk about in a moment, we have a recommendation to council next week on the Coleman soccer complex that could lower that by 1.3 so if next week's council action passes that means there will be about \$17 million left over for a softball complex after the soccer complex is completed. As I mentioned, and is on next Tuesday's council meeting as a recommendation to move forward with the soccer complex of four field artificial turf lit complex off of Coleman Avenue at the old FMC site. You can see the image on the screen there. What is not shown is it's adjacent to the future proposed earthquakes site. That is again on council for potential approval next week. We still haven't identified an exact location for the softball complex yet. We are currently looking at four opportunity sites, and I've listed them here. Shady oaks in district two of, Arcadia in council district 8, Columbus Park in council district 3, and Alviso park in council district 4. And I'm going to show some images of those on the following slides. This is shady oaks. It is on -- right off the roadway to the left is highway 101, and it's right about at 101 and Blossom Hill on the East side of 101. This is a 60-acre site that is owned by the county but we have a very long term lease at almost no cost for this property right now so the city has control over this property, it is in council district 2 even though it is owned by the county. The very top is a little green speck, we have a developed park at the very north part of this. This was originally proposed as the site for the bond soccer complex but due to this was about ten or so years ago the city changed courses and decided not to pursue this site for the bond soccer complex. The Arcadia site, this is immediately South of Eastridge mall. You can kind of see a little bit of Eastridge mall in the very top of the image here. This is a development site, and as part of the -- as part of the general plan amendment, a few years back on this site, the developer agreed that approximately ten acres on this, north end of this site would be dedicated to the city for parks and recreation purposes. We're working with the developer right now to see if we can fit at least a three field softball complex on the north end of that site. And so those discussions are still ongoing. This is Columbus park. It's within the boundaries of the Guadalupe river park and gardens. On the very bottom of the screen that is Taylor street is on the southern portion of Columbus

park. Currently there's two softball fields here with natural grass. This is a possibility to use bond funding so turn these two natural grass softball fields into artificial turf fields so they can be better maintained and more playable. We've had many concerns over the years about how hard it is to keep these fields maintained properly for the softball users. This is Alviso park up in Alviso. The first street is the street that cuts through the middle of the image, kind of from the left to the right. And you can see the softball diamond, about in the middle of the page, and the new fire station, fire station 25 I think it is, is also on the city property adjacent to Alviso park. We are looking at Alviso park as a possibility of fitting two, maybe three fields on the city owned property in this area. We are going to be further evaluating the potential for a softball location over the next few months and coming back to the council with the recommendation in the fall. Some items that we're looking at, we will be looking at are the community impact, the location, transportation and parking, other environmental impacts of the site such as lights and the size of the site. As many fields as possible would be better, but the more fields, the larger impact to the neighbors, so those always have to be taken into account and balanced. And again, we hope to come back to the council in the fall of 2012 with a staff recommendation of where to place the softball site. With that, I could be happy to take any questions.

>> Councilmember Pyle: Do you use up all your spare time? You must. These are a lot of projects. Busy man. Do we have questions?

>> Councilmember Rocha: The contingency reserve, is that open to any project? Softball, soccer, or any other original projects, or is that exclusive to certain projects?

>> That would be up to the city council, from a -- that would be a policy decision of the city council. But to answer your question, yes, it could be used on, as long as it is within the parameters of the voter approved bond it could be used on any project. The voter approved bond parameters, pretty much any park project would fall within the bond parameters. The only thing we would have to wrestle with is the bond did say sports complexes but yes. So it could be used for any project, yes.

>> Councilmember Rocha: So then, following that path, what is staff's plan for that contingency reserve? Let's just say we finish with both the softball and the soccer, would staff be making a recommendation on what to do with the remaining funds or improvements to any past project that might need improvements or repairs? I'm just curious how that would play out.

>> Yes, we would. Right now as you can see, the soccer complex is about a \$15 million budget. Right now I'm estimating we would have around \$17 million left over softball. It may be -- what I would like to do is scope out and select the softball site, make sure we have enough funding for the soft balm site. It is possible that could take the entire \$17 million that's left or those are alternatives that we would discuss with council. If it's only \$15 million there could be \$2 million left and we would then have to make a recommendation to council on where to use that spending. Legally I feel it could be spent anywhere within the park system as long as it's a capital improvement project that would be long lasting on city property.

>> Councilmember Rocha: Can you refresh my memory, I think I asked you about the singleton, that's no longer part of the options?

>> Correct. It is not currently being evaluated as the option. It is the city selected softball site that was determined eight or nine years ago. It was determined that because of the high cost of construction on landfill and other kind of concerns for that, I think there was also some neighborhood impact concerns as well having that facility there and the city or city administration changed course and started looking elsewhere for the softball complex. We're not currently evaluating that as a potential site.

>> Councilmember Rocha: But we chrome that land right, we own that? Okay. Fairgrounds has that been a part of any of the discussion for sites?

>> Not -- no official discussions. It has been brought up during our community sports field study back in 2008, it was brought up by the community about looking at that site. It was also and has been brought up by the

community at times since then. Right now we are not pursuing it because we don't have any site control there, as you know, and the bond doesn't have any money in it for us to acquire land.

>> Councilmember Rocha: But we could lease or they could -- so I'm curious as to whether any discussion with the county has formally happened about potential for that --

>> Matt Cano: No formal discussions on that site that I'm aware of. Obviously, anything in the center of San José of that size would definitely be a great location. But there's no formal discussions that we've had on that.

>> Councilmember Rocha: You jumped to exactly where I would be asking the question, because looking at some of the other ones, with due respect to the folks in Alviso, and on the fringe areas of the city, as you pointed out, centrally located is in your mind probably a better site. And for that reason that's why I was asking. As far as the council direct, well, we had a brief discussion at the council meeting, on this update. And this is the update that you were referring to where we talk about the softball complex?

>> This is where we're at right now on the softball complex. We have not done -- these are the opportunity sites we're looking at and we have not done the detailed. The next step would be for us to thoroughly evaluate each of these opportunity sites against this potential criteria and then return to the city council with the recommendation. And we have not done that yet, and so that would be in the fall.

>> Councilmember Rocha: As far as going through the list of potential sites, I'm sure it was pretty exhaustive initially, but as was discussed, we're quite a few years out of that effort. Has there been any discussion about opening up that potential site discussion again, or are we content with the list that is in front of us?

>> No, I don't think -- we're always open, these are just the four -- for example, we were really honed in on independence high school. About three years ago we had a memorandum of understanding with east side union school district and we were actually pursuing independence high school as the site. And those discussion stopped, and there's changes in leadership and direction at the school district. But if another site -- these are the

four sites we're focused on now, but by no means are we thinking that these are the only sites that are out there. If we find another site that looks viable, if another site comes to us, we will definitely be extremely open to that.

>> Councilmember Rocha: And absent the land cost, did give us an estimate what the cost for a softball facility would look like?

>> We're estimating roughly the same cost as the soaker facility. I'm estimating in my mind a total of \$15 million. If we went to Columbus and only built two fields, that would probably be -- and a lot of infrastructure was already there, that would only be about \$5 million. So then we would have to answer the question of, well, is that enough, or do we build another two-field complex somewhere else. So right now I'm targeting about \$15 million in my mind, but it really depends on the site.

>> Councilmember Rocha: And in the \$15 million, how many fields are we talking about is a complex to you? Because two isn't a complex to me.

>> Matt Cano: Correct. You know ideally we would like eight fields but I really don't think any of the opportunity sites would work. Geographically, it would likely fit at shady oaks but based on our previous experience as a city, with the soccer complex, the community impact would probably be too great for a complex that large. So really, we are looking at four as the target right now. Can we fit four fields somewhere? That is still not a huge complex, but it is at least a complex where we can run a decent-sized tournament.

>> Councilmember Rocha: How many acres is that four to eight complex you have in mind?

>> Matt Cano: I would like to follow up to get exact dimensions but I would be safe estimating about 15 acres.

>> Councilmember Rocha: About 15 acres. Then the next steps is, does staff work on this and then what's the next direction to council, coming back to council when you have a recommendation or do you see coming to a committee level talking about you are getting close to potential?

>> I do foresee? Update twice a year and so I imagine what we would do is target the fall update to the neighborhood services and education committee with the staff recommendation, is of the committee's feedback and before moving forward to council.

>> Councilmember Rocha: Okay, I'd like to include as part of the direction when we accept the cord to return to this committee.

>> Councilmember Pyle: Accepted.

>> Councilmember Rocha: This is a potential asset for San José, and I would really like to see us invest some time and resources into the project, which I'm sure we are. I'd like to see us move on it. It's not often we have the funding available for projects, and that we all would like to see happen in San José and I'd like to see us you know, put this up as a high priority for us to work on. Thank you.

>> Councilmember Pyle: Okay with that do I have a motion?

>> Councilmember Chu: Yes, definitely. I just also have a quick question and maybe something better discussion next Tuesday on the soccer field. What -- seems we have the contingency reserve there but I recall reading the agenda for next Tuesday, that we will be tapping in to C&C money for the soccer field. What is the tradeoff, why don't we use the contingency fee reserve?

>> Matt Cano: Sure, that's a great question. Right now the -- I put the site back on the slide here. This entire site on the image is the former FMC site that the city purchased through bond financing and HUD financing. And because the city purchased it with that type of financing and the city currently onus it, it is okay for us to use the

measure P bond funding to construct the soccer fields. But for the land transaction side of it, and so we have enough money for that. But part of the recommendation for next Tuesday is also to provide additional funding for the -- the city is going to have to keep more land than we had originally visioned, in order to build the soccer complex on the FMC site. So we're looking to find about \$10 million total to put towards land costs for the soccer complex, and we can't use measure P bond financing because it was tax exempt bonds issued by the voters. So that's why we have to tap into C&C and other resources to pay for the land portion of the soccer complex site.

>> Councilmember Chu: All right, great, thank you.

>> Councilmember Rocha: I had prompted one of my questions and I was going to probably talk about this on Tuesday, but I don't think it is the appropriate time. I'm going to probably be an advocate for the soccer complex and seeing one of those fields grass, natural grass. I understand why we've talked about and moved towards the turf fields, but I think three out of four would be a good move and I would really like to see one of those kept as grass for a number of different reasons. And I won't go into them now, more of a heads-up for me, I might be a bit of a bug on this one and --

>> Councilmember Chu: I'll second that motion.

>> Councilmember Rocha: And to the softball complex, I heard community impact mentioned a couple of times. And we're all very worried of that and all very concerned about that on all the projects you do in land use decisions. But I don't want that to be the number one reason why we might exclude a site. It's very rare we're going to find a site that's not going to have some community impact. But again I encourage you not to eliminate some for that, hoping through the right process and community process we might get some buy-in, so thank you.

>> Councilmember Pyle: So we've got four more to go, if you want to move that looping. All in favor? Aye, unanimously approved. Thank you very much for the presentation. We're ready now for Julie to come up and get some much-earned appreciation for this. This is a fabulous report, really enjoy it. Okay, let's blast through these as fast as we can.

>> Julie Edmonds-Mares: Thank you, councilmember, Julie Edmonds-Mares, acting director of Parks, Recreation, and Neighborhood Services. And as you know, I'm joined by Matt Cano, and also Tracy Tokanaga, a program manager who is really helped us refine and finalize this really beautiful document. It's my pleasure to take the opportunity to provide this report to you and talk about the results for the Parks, Recreation, and Neighborhood Services department over the last year. Our department has the distinct honor of providing our neighborhoods, our residents and our partners, with an array of services to strengthen our community and enrich lives. As you'll notice in the report we have a wide variety of services, we do things like pretty Happy Hollow Park and Zoo where Danny the Dragon delights over 400,000 visitors per year. And in the report we also note that that particular outdoor play area in Happy Hollow was voted the best outdoor play area by the San José Mercury News which is a great distinction to us. We serve over 200,000 meals to seniors in our community, providing hot meals and a friendly place to socialize at our community centers. We provide summer camps to almost 9,000 youth providing a safe and healthy environment and summer fun as well. And so many more programs that are outlined in the report. In addition to that, the department has been very focused on the fact that we need to be good stewards of fiscal funds. And so we've been providing you with an update of our performance and the scam responsibility. I'm going to turn it over to Matt who's going to outline that detail to you.

>> Matt Cano: Thank you. Julie mentioned the reason I love my job is we provide services to our community. But it's important in order to maximize those services we need to as this slide says, make each dollar count. Tracy and her team have made sure that we can continue to have our reliance on the General Fund and increase our cost recovery so we can continue to provide services in these different times that we're in right now. Just going to walk through this slide conceptually with you from left to right. The first set of colored bars on the right shows over the past four fiscal years including the estimates for the end of this fiscal year are decreasing expenses in the department. And obviously, not a surprise, the fourth bar this current fiscal year, the department expenses have decreased dramatically because of the budget adjustments that have been made the past few years. However, on the second set of bars, it shows our increased revenue growth over the years. We've averaged about a \$3 million increase in revenue growth annually, the three years prior to this year, this current year we anticipate a slightly less revenue than last year, that's all associated with loss of certain grants. Our actual fee and program revenue

has and is projected to increase from last year. The third set of the bars shows our decreasing reliance on the General Fund over the years. In 08-09, which is the red bar in the third set of bars, shows a \$54.2 million reliance on the General Fund, down to the current fiscal year, to a \$34.5 million reliance in the General Fund. And it is our hope through increased partnerships and increased revenue opportunities, that we can kind of continue to build back better as a department but while at the same time decreasing our reliance on the General Fund. We also check our cost recovery rate and that is the far right of the slide in front of you. Our goal is by fiscal year 13-14 to be 40% cost recovery, so that we'd only be 40, only you know continue to be less reliant on the General Fund and recover at least 40% of our cost. We've made significant progress the last four years going from 22% cost recovery in 08-09 to a projected 37% this fiscal year. And again, it's -- a lot of this is through the innovative partnerships that our entire team and the council offices and everybody is working on to deliver our services. And with that Tracy's going to mention a few of those.

>> Good afternoon. I had the opportunity to talk about why PRNS is such a great department. So we're here to give a great community-positive impact and offer safe places for people to enjoy our parks and facilities. And we are also able to offer different services and continue our services through these budget times through alternative service delivery models. So one of them is a successful partnership with the senior nutrition programs. So we serve approximately 800 meals a day through our active adults which we like to call them. It's actually a very good anchor to a lot of other programs we offer them through classes to keep them very active and keep their minds and keep them health. Our lake Cunningham skate park as you recall this year was in danger of closing but we had a great community support and it's one of our great assets. It's one of a great skate parks and just a nationally known feature in San José. So we want to keep that live and going and successful. Along with that we also are maximizing our resources through some of the programs and initiatives you have heard about before. Reuse programs, we have 42 sites that we actually offer that are in the reuse count and we've got things like San José Shakespeare at Hoagie park or boys and girls club programming at Alviso. So many different providers, 31 different service providers continuing services for us. Our aquatics program, this is our first week and actually our aquatics supervisor says this is the first time we have had warm weather, because normally it is cold on the first week so he was very excited about that. Then our volunteer program is very successful. We have our through our parks divisions we have approximately 85 one-day events but along with that we have many

opportunities to offer volunteer through our community centers our senior programs and so that is definitely one of our greatest assets is our volunteers. So with that I'll turn it over to Matt -- Julie.

>> Julie Edmonds-Mares: And actually, to add on to what Tracy said, even before I move to -- moving to the bright future, it's really through partnerships that we've been able to leverage so many opportunities within the City of San José. You know, if we have so many volunteers out there working tirelessly to abate graffiti and remove blight in our community. We have folks out at the rose garden pruning rose bushes and ensuring that the rose garden is a national model now for civic engagement. So it's all those partners that help us leverage our resources within PRNS and provide this level of services. So moving forward we'll continue to increase partnerships and maximize those opportunities. We'll be opening up Bascom community center officially next week. Bascom will be offering camp San José, fitness classes and Down's classes starting next Monday, and we'll continue to focus on financial sustainability which will be not only focusing on revenue and revenue generation but also grants, partnerships, sponsorships and other earned income that help us lower our reliance on the General Fund. So with that we're available for questions.

>> Councilmember Pyle: Well you've done a miraculous job. When I look at those figures it's hard to believe. If all departments are that efficient it would be fabulous. So with that, questions?

>> Councilmember Rocha: No, I just thank you for all the work you're doing in the community. It's fantastic. I'll move to accept the record.

>> Councilmember Chu: Second.

>> Councilmember Pyle: All those in favor? Thank you. Very much for a beautiful report. We love this good news. So Jim Reber you are next. We'd like to hear about the status report for parks foundation.

>> Councilmember Rocha: Move to accept the report. [Laughter]

>> Councilmember Rocha: Just kidding.

>> I have the first few slides. I'll start them. As we just discussed, partnerships are extremely important to our department. And with that we look to establish the parks foundation to help us have an ongoing partner to help us financially sustainable forever Jim so in early 2010 the parks foundation has established with \$2,000 in seed funding through a city grant and we're fortunate to have Jim Reber as the executive director. And we worked really closely with Jim to make sure our priorities are aligned and we work and talk regularly to make sure we continue to do that. And so far, success, it's been very successful. We distributed \$186,000 to the parks foundation to date. And on top of that, the foundation has raised \$174,000. So about 93% of the money the city spent has really been in a way given back or will be given back soon through money the foundation raised. So pretty soon if not already, Jim's fundraising will have surpassed the money that we've given him as a city. And several members and donors to date. With that I'll turn it over to Jim to kind of talk about how the foundation is doing.

>> Thanks for having us today. We've actually now surpassed the amount of money that the city gave us so we just did that in the last month or so. This is the -- this year, we are right on goal. We want to get up to about \$120,000, \$130,000 of our own fundraising. And so far we're at about 48, with the three weeks to go and we've just sent out our renewal notices which should bring in 20 or 30,000. The -- I guess the original vision for the foundation has been slightly altered by community participation. What we've become really adept at is responding to community need. And I'll just give you an example that happened last month. Molly Tobias, the incredible volunteer coordinator, was talking to someone out at the Almaden winery park. And they wanted to plant some roses, and she told her about us. So Molly gave me a call and she said, this woman will probably call you soon and after I got the message she called like ten minutes later. She said we want to plant these but we understand that you could take the money in, and it's tax deductible. I said yeah. Within two hours they were set up online. Within two weeks they raised over \$2,000, and that was their goal. Started planning it. I wrote a check about three days for the initial \$800. So they planted the plants, they have money left over and they said okay, we are going to stop for right now. We were able to do that in a two week period without any bureaucratic interference. The neighbors are really happy. I think it helped to raise the money because we did it so quickly. I generated a little e-mail that they could then forward to everyone. Another program we did with Councilmember

Chu, we did a photo contest for high school and junior high school kids. We took the money in and, you know, distributed it to the winners. We were able to do that pretty seamlessly and Councilmember Chu's office did all the work. But because we're here, we can do that kind of thing and have an influence in the community. In addition to these park-oriented things we've also taken on just general advocacy. We're working together with the -- with various parties that are interested in family camp. So I think one of the things that happened with family camp that we learned this year is everybody had a good idea, they just weren't in the same room at the same time, sharing each of their ideas so we came up with a collective good idea. I think everybody made some mistakes, we know what they are, we know how to correct them. One of the things we have learned is when we talk to folks about family camp, it's universal, they love it. So once we straighten out the pricing and the marketing, I think we will be good on that. The organization itself, we added five new board members this year and we did a planning retreat April 2nd so we effectively doubled the size of the board. Always looking for board members. The ideal would be to have one from every district and our membership and donor development last year been steady. It's been slower than we wanted. I sort of thought it would jump up there. It has been steady growth. Last year we spent about, I don't know, 25% of what we spent the previous year to get members and we got the same dollar amount in return. So I've discovered that spending money doesn't increase the number of members, spreading the word does. And so whatever we can do to get the word out there. And again, people can give, it's just really simple. You can give to one of the funds that we have, and your money will be dedicated there. You can become a member which gives us our operating capital and then some of the money that we distribute. And you can give monthly, you can give quarterly. So we just make it really easy for people to -- or anybody can just make a general donation. 24-seven online. And we also take checks and money orders and whatever else people want to give. The final thing would I say is as far as programming, the one program we put forth the year is called kids at play and it's really directed at the combination of just getting kids outdoors away from the computers and TV sets and addressing the issue of childhood obesity. We had a great meeting yesterday with parks and rec. We're going to be sponsoring the rec games that happen in July and again these are the targeted kids. We've sponsored the back packs that will be begin out for kids who engage in certain activities and we'll be putting a message inside the back packs for diet for life and healthy activity for life. The parks are here, they're free and where they aren't free come to us and we will be paying for 100 kids to do summer camp this summer and we will also be paying for a whole bunch of day passes and week passes at all the swim centers.

>> Councilmember Pyle: Fantastic. Nobody can take money faster than you, Jim. You're good.

>> Yes. And then sometimes it comes to me, Nancy, I didn't even have to chase it down. All three of you have been great donors to the park foundation, I thank you for that.

>> Councilmember Pyle: Other questions?

>> Councilmember Chu: I just wanted to thank Jim for all you have done. And all you've been doing. And great partner with my office. And many -- not just a photo contest but many other activities so thank you very much.

>> You're welcome.

>> Councilmember Rocha: I wanted to thank you for your time and work on this too, again, another asset to San José and appreciate away do you for us. Not to talk about a touchy subject but the doggie bags --

>> We're still doing the doggie bags.

>> Councilmember Rocha: Recently I didn't have a good answer, I'm sorry.

>> We asked for a donation for the boxes. They are \$100 for a box of 2400. We've brought in about 80% of what we've distributed. I will distribute them to people because it's a public Safety issue. And we found some more inventory so we will keep doing this as long as we can. I'm hoping for 100% recovery, recovery for the money for the bags not the stuff in the bag. We recover that and we redistribute it. Anyway it's been fairly successful. It's kind of tough getting the word out there because there's the people that want the message, need it and don't necessarily know how to reach them but we're getting better. The communication with PRNS is 100% better than it was in the past, we're working with the same people, are on the same page and are communicating better. So that's good.

>> Councilmember Rocha: I'll move the report.

>> Second.

>> Councilmember Pyle: Thank you, all those in favor, aye, thank you for a very good report, keep those dollars rolling in.

>> I'll try.

>> Councilmember Pyle: We love it. Betsy, you've been waiting a long time. You've got an incredible list of legislative items this time. There are a couple that caught my eye.

>> Betsy Shotwell: Thank you, Madam Chair, members of the committee, Betsy Shotwell, director of intergovernmental relations. It is that time of year where I go to all the committees with legislative updates. I'll be back again in late summer and fall as well to share the outcome of these measures. Post of which are still align, got out of their house of origin on the 31st. I did a quick run-through. I would like to just update you on a couple here, on page 2 and of course, be happy to answer any questions, take comments on page 2, AB 1939, the dog licensing issuance, encouraging owners to register their puppies. The council voted to support that measure on the June 5th council meeting and that did pass the assembly and is now waiting a committee assignment in the senate. So that's on its way. That was also to establish five county pilot programs one of which is Santa Clara County. So we will see how that -- if it gets signed by the governor. If it is successful. And the other measure I wanted to update you on, page 7, it's the second bill down by Joe Simitian. SB 329. This expands the precipitation drug collection program we have in the state where, instead of just skilled nursing homes and wholesale manufacturers and sellers of prescription drugs being donated, allowed to be donated, this expands it to a dozen different types of health care facilities, clinics, whatnot, so they can go to nonprofit chronic -- nonprofit hospital clinics. There's a term for that and it's in the bill. But so that number one, ESD brought it to rules yesterday and it was moved to council next week. They brought it forward, they're very concerned about these drugs ending up in

our landfills and they coupled with housing department as well which was very pleased with this bill being introduced as it would be serving the -- and helping the underserved in our community with just a huge, a larger pool of these unused or whatever the word is for not taking prescription drugs that aren't use and still could be very helpful in the community. I will open it to any questions of course or comments you might have. I do want to add one more bill that's not on this, if the City Attorney lets me do it. It's just an update to the council. I know you've been following the MTC appointment bill very closely. AB 57 did pass out of the senate transportation and housing committee on Tuesday 9-0, which is a real good sign of bipartisan support, and it's headed towards the senate appropriations committee. And I have to think there's some MTC money that comes our way that helps the neighborhoods through the years, so hopefully there's a nexus there. So we're watching that, and I'll continue to keep you informed in the City Manager's weekly report, as I -- it will be in the report tomorrow, keep you current.

>> Councilmember Pyle: Thank you. Are there questions about any of these? I had just a quick incumbent of comments in reference to a couple of things that were near and dear to my heart. One of them is AB 2104 by Gordon.

>> Betsy Shotwell: Oh yes.

>> Councilmember Pyle: State preschool program. Once again anything we can do to get kids ready for kindergarten. Wonderful thing.

>> Betsy Shotwell: I did want to say it passed the assembly 77 to zero. Which is a very good sign.

>> Councilmember Rocha: Can't get better than that.

>> Betsy Shotwell: You don't hear that but there are good things that happen in Sacramento.

>> Councilmember Pyle: Questions?

>> Councilmember Chu: Move to accept the report.

>> Councilmember Rocha: Second.

>> Councilmember Pyle: It's unanimous all those approved. It's a wonderful report, thank you. I like to go over these and just you know take it all in.

>> Betsy Shotwell: Thank you.

>> Councilmember Pyle: Haven't done that quite yet. I was close, no cigar. Thank you, appreciate it. Well Kip you're here with no audience. What do you think about that? We're it. If you could submit a card that would be --

>> Madam chair, members of the committee, Kip Harkness, assistant to the City Manager. Three items for your consideration. One, I want owed to led you all know recall your attention was last night was actually the last meeting of the neighborhoods commission pilot. That pilot has sunsetted. We have asked the City Clerk on his recommendations on boards and commissions to make a specific recommendation about either consolidating or making permanent that body and we would look to your discussion and your direction on that meeting to give us direction on the future of the neighborhoods commission. Also wanted to mention with your budget action that you have taken assuming you'll take similar action next week part of that is a transition of the former strong neighborhoods team that has been working for me. We have realized that in the absence of redevelopment and redevelopment funding it's important that the departments which are providing the principal services to neighborhoods primarily Parks, Recreation, and Neighborhood Services, and the housing department, really have additional resources and become more collaborative in their approach. So about five part time organizers are going over to the mayor's gang prevention task force and then one manager and senior organizer are going over to the housing department to work with the place based neighborhood development. The idea that those teams would continue working together and pull the mayor's gang prevention task force, the work of housing together in a more cohesive team that would still have City Manager office involvement. And then, the final item, just again all three of these are sort of signs of the times. I will be bringing a more formal report of this after the summer but we

are in collaboration with three tech startups, two for profits, one nonprofits all of which have products related to engaging community and engaging neighborhoods, and we're working on plans for them to donate their services to the City of San José and do pilots here in the City of San José and we'll bring a more formal report on both neighbor goods next door.com and every voice engaged in a future meeting.

>> Councilmember Pyle: Terrific. You've been busy too, very busy. So we do -- it is a report we do need to accept the update.

>> Councilmember Rocha: Move to accept.

>> Councilmember Pyle: Thank you very much. All those in favor, it's unanimously approved. Thank you so much. And thank you. I didn't want to put you on the spot with the question. But I'm glad we could go ahead and change it, be done with it. (inaudible).

>> Councilmember Pyle: Okay, great.

>> Councilmember Chu: You need a motion to adjourn?

>> Councilmember Pyle: I don't think so. We are adjourned.