



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Nadine Nader

**SUBJECT:** SEE BELOW

**DATE:** April 23, 2009

Approved

Date

4/23/09

**SUBJECT: MOU BETWEEN THE CITY AND STEP UP SILICON VALLEY: THE CAMPAIGN TO CUT POVERTY**

At the Rules and Open Government Committee Meeting of April 22, 2009, the attached item was added to the May 5, 2009 Council Meeting by the Committee regarding the Memorandum of Understanding between the City of San Jose and the Step Up Silicon Valley: The Campaign to Cut Poverty. This item is being included in the normal 10-day Council Agenda Packet for the May 5 meeting.

Nadine Nader

Assistant to the City Manager



# Memorandum

**TO: RULES AND OPEN GOVERNMENT COMMITTEE FROM: Leslye Krutko**

**SUBJECT: SEE BELOW**

**DATE: April 15, 2009**

Approved

*Christine J. Shipley*

Date

*4/15/09*

**COUNCIL DISTRICT: City-Wide**  
**SNI AREA: N/A**

**SUBJECT: MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF SAN JOSE AND STEP UP SILICON VALLEY: THE CAMPAIGN TO CUT POVERTY**

## RECOMMENDATION

It is recommended that the City Council approve a Memorandum of Understanding between the City of San José and Step up Silicon Valley: The Campaign to Cut Poverty.

## OUTCOME

Approval of a Memorandum of Understanding would establish a cooperative relationship between the City of San José and Step Up Silicon Valley: The Campaign to Cut Poverty, and delineate the responsibilities of the two entities. In addition, it will establish the City of San José's commitment to the goal of the Step Up Campaign to cut poverty in half in Santa Clara County by the year 2020.

## BACKGROUND

In 2007, Catholic Charities of Santa Clara County, as part of a national effort being led by Catholic Charities USA, launched Step Up Silicon Valley: a local campaign to cut poverty in half by the year 2020. The campaign is a community-based initiative that includes community-based organizations, the public sector, faith communities, and private businesses. Catholic Charities has asked the City, along with 90 partnering organizations to sign on to the Memorandum of Understanding with Step Up Silicon Valley.

The mission of the campaign is to inspire the community to cut poverty in half by increasing awareness, building capacity through partnerships, shaping public policy through advocacy, increasing private and public funding, and integrating service delivery systems to better meet the needs of low-income households. The campaign is currently focusing on the following issues: food, housing, health, education, and income.

### ANALYSIS

The current federal poverty rate in Santa Clara County is approximately eight percent; however, 25% of the County's residents have incomes that are too low for basic needs such as housing, food, childcare, healthcare, and transportation. Often times these families have to choose between paying the rent, buying food, or paying for health care. The income gap continues to widen with 39% of local jobs paying an annual salary of less than \$30,000, while the family self-sufficiency standard for a family of four is an annual salary of \$70,000.

Eligibility for many assistance programs, including federal entitlement funding, is at least partially based on the Federal Poverty Level. The federal poverty line was created in 1964 and was adopted to develop a national standard of how much it minimally costs to cover food costs for a family of three. It is now recognized as an obsolete tool that does not take into account the actual expenses incurred by families. In addition, it is not adjusted for different living costs throughout the Country. The Step Up Silicon Valley Campaign is committed to working on adjusting the federal poverty level to reflect the actual cost of living in this area.

The MOU is an agreement as to concepts and general goals related to reducing poverty. It contains very few specific commitments but it would require the City to commit to the goals of the Campaign, promote Campaign initiatives, engage in collaborative planning, and attend general partnership meetings. The City could also choose to place the City logo and a link on the Campaign website, participate in building awareness, advocacy, developing an integrated system, providing funding and or partnership.

### FISCAL/POLICY ALIGNMENT

In December 2008, the City Council adopted the 2009 Legislative Guiding Principles, Priorities, and Advocacy Issues, which included working on issues related to poverty. By adopting the 2009 Legislative Guiding Principles, the City Council has authorized staff to work on issues related to the federal poverty level and the City to be an active participant in Step Up Silicon Valley.

### CONCLUSION

The proposed MOU between the City and Step Up Silicon Valley represents an exciting spirit of collaboration. It will establish the City as a partner in improving the lives of lower-income families in Santa Clara County.

### COORDINATION

This memorandum has been coordinated with the City Attorney's Office.

  
LESLYE KRUTKO  
Director of Housing

For questions, please contact Leslye Krutko, Director of Housing at (408) 535-3851.

Attachment



Campaign to Cut Poverty

MEMORANDUM OF UNDERSTANDING

between

Step Up Silicon Valley: The Campaign to Cut Poverty
And The City of San José

I. FRAMEWORK FOR PARTICIPATION

Step Up Silicon Valley: the Campaign to Cut Poverty in Santa Clara County is a community-based initiative that includes community-based organizations, the public sector, faith communities, and businesses, and is part of the national Campaign to Reduce Poverty in America.

- The vision is clear: Cut the poverty rate in Santa Clara County in half by the year 2020.
The mission is direct: Create the will among community leaders and the community at large to cut poverty in half by increasing awareness, building capacity through partnerships, shaping public policy through advocacy, increasing private and public funding, and integrating service delivery systems to better meet the needs of the poor.
The goal is just: Ensure that every resident of the County can secure the food, housing, healthcare, education, and income they need to be self-sufficient and to thrive

In this agreement, Step Up Silicon Valley and the City of San José will leverage their relative strengths and share responsibilities according to the following:

II. PARTNER #1 RESPONSIBILITIES

- Commit to the vision, mission and goal of the campaign.
Agree to promote the initiatives of the campaign (food, housing, health, education, and income) with shared messaging and advocacy.
Agree to collaborative planning and strategizing for success.
Attend general partnership meeting
Agree to place the organization's link and logo on Step Up SV website; agree to have Step Up SV link and logo on organization website.
Participate in: Awareness, Advocacy, Integrated System, Funding and Partnership activities as feasible.

III. STEP UP SILICON VALLEY'S RESPONSIBILITIES

- Provide leadership and staffing.
Promote awareness of poverty cutting initiatives of partners.
Advocate for regulatory and policy changes to increase likelihood for success.
Agree to place the organization's link and logo on Step Up SV website; agree to have Step Up SV link and logo on organization website.
Develop mutually beneficial funding strategies to the partner organizations and Step Up Silicon Valley.
Work with Catholic Charities of Santa Clara County, which is the fiscal sponsor of the campaign.

These responsibilities can be changed if mutually agreed upon in writing by Step Up Silicon Valley: The Campaign to Cut Poverty and the partner.

[Signature] Step Up Silicon Valley

Date

[Signature] Partner

Date