



AGENDA: 6-14-11
ITEM: 9.1

Memorandum

TO: CITY COUNCIL

FROM:

Councilmember Chu
Councilmember Pyle
Councilmember Rocha

**SUBJECT: MAYOR'S JUNE BUDGET
MESSAGE**

DATE: 06-10-11

Approved

Date

Don Rocha
Nancy Pyle (KS)

6/10/11

RECOMMENDATION

We respectfully request that the Mayor consider the attached budget recommendations from the Youth Commission for integration into his June Budget Message.

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Youth Commission

**SUBJECT: YOUTH COMMISSION BUDGET
RECOMMENDATIONS**

DATE: June 9, 2011

Approved

Date

RECOMMENDATION

To review and approve the following 2011/2012 fiscal year budget recommendations made from the San Jose Youth Commission.

BACKGROUND

After the City-wide Youth Conference on March 18, 2011, the San Jose Youth Commissioners attended community budget meetings in their respective city districts. Additionally, Commissioners carefully reviewed the City Manager's budget proposal and the Mayor's budget messages, gathered supporting budget documents, and conducted Youth Advisory Council (YAC) meetings with their respective YACs in order to gain youth input and perspective on the city budget crisis.

ANALYSIS

After reviewing all budget documents and hearing from their peers through their respective YACs, the Youth Commission proposes the following Budget Recommendations for the fiscal year 2011 - 2012 in the following areas:

- a.) Collaboration with the Private Sector
- b.) Public Safety
- c.) Expansion of the Youth Commission duties and roles
- d.) Strategic Support to the Youth Commission

a.) Public/Private Collaboration

Based on City Resolution #74285 which refers to the naming of City-owned land and facilities (Naming Rights), the Youth Commission proposes further collaboration with private corporations. As quoted by Mayor Reed, "Silicon Valley must remain the innovation center of the world." San Jose must continue "being the best place in the world to start and grow a business and making sure our driving industries stay here and grow here."¹

- Companies will be encouraged to market their products to their future consumers (teens and indirectly their parents) at City Hub Centers while providing job trainings and/or job readiness skills.
- Many large companies have allocated funds for community outreach and philanthropy purposes which gives the opportunity for greater collaboration.
- Youth, the City, and Private Companies will benefit from such collaboration, allowing teens to gain valuable skills while staying safe and productive during non-school hours; Companies will have access to untapped marketing resources, and the

¹ <http://www.sanjoseca.gov/mayor/>

City will gain funding from the Naming Right's contracts and renting out its facilities (rooms in the hub centers) to these private companies. The revenue generated can then be returned to certain service providers at the youth centers—possibly the high need neighborhoods who may want to retain social services at a maximum level.

b.) Public Safety

- Extend Police Civilianization and Community Policing by reinstating the SJPD Reserves program.
 - Conduct strategic outreach to young adults interested in the police force.
 - Utilizing interested retired police officers to mentor and train young adults in the process.
 - Young adults, retired police officers, and the community in general will benefit from this outreach while the City sustains its position as one of the safest cities in the nation.

(Reference: The City Manager proposes "Sworn Police Position Civilianization" where 15 sworn positions would be eliminated and 17 civilian positions would be added to better align work with the appropriate classification in areas: Court Liaison – Case Management and Witness Coordination, School Crossing Guard Program, Crisis Intervention, etc).

- Safe School Campus Initiative be equally used as a prevention and intervention measure. The Youth Commission believes it is ineffective to completely eliminate the presence of SSCI staff in the middle schools as it is also important to reach out to pre-teens. For this reason, the Commission recommends an equal deployment of SSCI staff to both the top at-risk middle schools and high schools on a needs assessment basis. In effect, the Youth Commission is supporting the Mayor's recommendation in his June Budget Message to restore the SSCI at certain middle schools.

(Reference: The City Manager proposes to reduce the Safe School Campus Initiative funding (from \$1.3 million to \$616,000), which when combined with a proposed General Fund reduction of \$125,000 would eliminate a proactive presence at the middle schools.)

c.) Expansion duties of Youth Commission and its staff to include the following:

- Maximize grant opportunities by conducting research and applying for grants pertaining to youth services. Just as the Commission once did while working together with Mayor Gonzales to successfully secure the HP Foundation grants.

(Reference: In 2001, The Packard Foundation granted \$2 million over the next three years to San Jose to support the City's expansion of its San Jose Smart Start Centers at four new sites and 75 Smart Start Family Child Care Homes.)

- As stated in the MPGTF work-plan: "We will work together to reclaim and reconnect our youth to schools, community, and the home." The Youth Commission has high expectations for our peers to become active citizens of our community. By working together, we can reclaim our youth and bring them into our community as productive and contributing members. Mayor Reed declared himself, "We are not giving up on any neighborhood, that's a promise..." With that said, the Youth Commission will ensure that all youth are aware of the Youth Bill of Responsibilities by conducting youth outreach projects and teen forums.

- From SJ2020: (Mayor's Involvement) The City of San José affirms it will align its efforts to help all students reach proficiency standards by:

- Coordinating youth-focused efforts across City departments/programs
- Initiating partnerships between public schools and the City
- Developing policies that promote healthy and successful students

Therefore, the Youth Commission recommends that Commission staff continue to be the liaison to SJ2020 by assisting the Youth Commission in providing the youth perspective necessary to make this initiative successful by: conducting future teen forums and rallies in high schools; assisting with the commencement of peer-to-peer mentoring and teen role-models to elementary students via youth outreach; and expanding student led homework assistance.

(Reference: California Dropout Research Project: Study shows that the City of San Jose had a total of 2,328 students drop out of middle and high schools in 2006-07 school year. By reducing the number of dropouts by half, the City would generate an estimated \$200 million in economic benefits to the community. It would also result in 267 fewer murders and aggravated assaults each year.)

- Utilizing the Youth Commission to evaluate the remaining HNVF and BEST funding to community based organizations and non-profits in order to ensure the funds are properly used for youth services in an efficient manner. The Youth Commission would also be open to collaborating with the Reuse Team to conduct quality evaluations of the new service providers coming into the youth centers—eventually reporting back to City Council and the PRNS Department.

d.) Strategic Support to the Youth Commission

- With seven new Youth Commissioners coming on-board for the 2011 – 2012 fiscal year, the Youth Commission will not be able to accomplish any of the aforementioned goals without the appropriate staff in the form of the Youth Outreach Specialist position. With the youth of the City already under-represented as it is, the Youth Commission is committed to making policy recommendations in their interest. We are willing to be used as a resource by City Council to provide any assistance necessary. However to truly be an effective Commission, we require the appropriate staff.
- Possible funding sources for the Youth Outreach Specialist Position:
 - o Transient Occupancy Tax: For 2011 – 2012, the proposed operating budget projects an increase of \$518,000 (from \$6,684,000 to \$7,202,000).
 - o Franchise Fees
 - o PRNS Departmental Charges
 - Parking: For 2011 – 2012, the projected cost-recovery rate is 194.8%
 - Reuse Revenue: Savings made through out-sourcing
 - Rentals: Additional revenue is anticipated as a result of the rental of three community center sites to Work2Future.

COORDINATION

This memorandum has been coordinated with the San José Youth Commission and the Youth Commission Budget Ad Hoc working team.

Mariam Khan
City-wide Youth Commissioner