



COUNCIL AGENDA: 03-06-12
ITEM: 2.10

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Dennis Hawkins, CMC
City Clerk

SUBJECT: SEE BELOW

DATE: 3-01-12

SUBJECT: "1,000 HEARTS FOR 1,000 MINDS" INITIATIVE

RECOMMENDATION

As recommended by the Rules and Open Government Committee on February 29, 2012 and outlined in the attached memo previously submitted to the Rules and Open Government Committee:

- (a) Approve the "1,000 Hearts for 1,000 Minds" as a City-Sponsored Initiative; and
- (b) Authorize expenditure of City funds to support the Initiative.



Memorandum

**TO: HONORABLE MAYOR AND
CITY COUNCIL**

FROM: DENNIS HAWKINS

SUBJECT: SEE BELOW

DATE: February 24, 2012

**SUBJECT: APPROVAL OF "1,000 HEARTS FOR 1,000 MINDS" AS A CITY
SPONSORED INITIATIVE AND APPROVAL OF THE EXPENDITURE OF
CITY FUNDS AND RESOURCES**

RECOMMENDATION

1. Approve the "1,000 Hearts for 1,000 Minds" as a City-Sponsored Initiative.
2. Authorize expenditure of City funds to support the Initiative.
3. Place the item on the March 6 City Council Agenda for approval.

BACKGROUND

On March 1, 2011, the City Council approved the designation of "1,000 Hearts for 1,000 Minds" as a City Council sponsored Special Event. The objective of the initiative, co-sponsored with Silicon Valley Leadership Group and working with several community-based organizations, is to identify adults willing to aid, guide, and inspire young public school students to improve their literacy, math, and science skills, and to build self-esteem. This effort links caring adults in Silicon Valley with K-8 public school children through volunteer opportunities. The goal is to, within four years, link 1,000 adult volunteers to help 1,000 children improve their academic performance, by developing tutoring relationships within existing programs managed by selected nonprofits with track records for improving reading, math or science skills.

ANALYSIS

The initiative has been operational for one year with several Councilmembers actively supporting the effort. In the event that any Councilmember is involved in soliciting and receiving donations to support the initiative, those activities will be disclosed on the Councilmember's Disclosure of Fundraising Report (DFR-1) which is filed on a quarterly basis. Originally, it was anticipated that no City funds or resources would be expended to support the

initiative. However, it is necessary to provide some support for the initiative, particularly during its initial phases. Therefore, it is recommended that the City Council authorize the City Clerk to approve the expenditure of City funds and use of resources to support the initiative. No separate appropriation of funds is necessary; any expenditure will be paid through current City Council office funds. Examples of expenses include start up costs such as the web site domain name, consultant services for graphic and web page design services, and similar organizational costs.

EVALUATION AND FOLLOW-UP

The Office of the City Clerk and the office of Councilmembers involved with the Initiative will issue information memos detailing the results of any fundraising received or expenditures made in connection with this effort.

PUBLIC OUTREACH/INTEREST

This action does not meet the criteria set below; however the Office of the City Clerk will post the item on the City's Website for the February 29, 2012 Rules Committee Agenda and a subsequent Council Agenda.

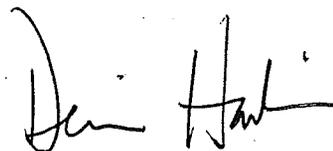
- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council, or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

COORDINATION

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

CEQA

Not a project.



Dennis D. Hawkins, CMC