



BUILDING STRONG NEIGHBORHOODS COMMITTEE

Executive Summary
November 15, 2004

Meeting was convened at 1:35 p.m.

a. **Strong Neighborhoods Initiative Business Plan Discussion (City Manager's Office/San Jose Redevelopment Agency)**

Committee accepted the report.

b. **Multi Service Deliver Hub Model Update (Parks, Recreation and Neighborhood Services)**

Committee accepted the report.

c. **Animal Care and Services Update (Parks, Recreation and Neighborhood Services)**

Committee accepted the report.

d. **School Open Space Update (Parks, Recreation and Neighborhood Services)**

Committee requested discussion be moved to the December 20, 2004 agenda.

e. **City/School Agreements Followup from October 18 Meeting. (Parks, Recreation and Neighborhood Services)**

Committee requested discussion be moved to the December 20, 2004 agenda.

f. **Oral Petitions**

None.

g. **Adjournment**

The meeting adjourned at 3:29 p.m.

A handwritten signature in black ink, appearing to read "Cindy Chavez".

Cindy Chavez, Chair
Building Strong Neighborhoods Committee



BUILDING STRONG NEIGHBORHOODS COMMITTEE

Meeting Report
November 15, 2004

PRESENT: Chair Cindy Chavez, Councilmember Ken Yeager, Councilmember Judy Chirco, Councilmember Campos

STAFF: Jim Holgersson, City Manager's Office; Kip Harkness, San Jose Redevelopment Agency; Joan Carrico, Jon Cicerilli, Scott Reese, Dave Mitchell, Parks, Recreation and Neighborhood Services; Avo Makdessian, Mayor's Office; Norm Sato, City Attorney's Office

The meeting convened at 1:35 p.m.

a. **Strong Neighborhoods Initiative Business Plan Discussion (City Manager's Office/San Jose Redevelopment Agency)**

Jim Holgersson stated staff would update the Committee on the SNI plan and introduce team leaders. Staff is still in the development stage in finalizing their teams and still out in the neighborhoods implementing the plan.

Kip Harkness introduced Paul Perriera, Jennifer Vasquez, Sal Alvarez, Stephanie Jayne, Elyse Egan, and Amanda Renteria. A lot of change has happened within the last six months. The team leaders addressed the Committee on the issues that are happening in their areas.

Councilmember Campos shared the basic questions being asked from her district on the roles of the teams: 1) what the responsibilities of the neighborhood team members are 2) what staff expects from the team members. Mr. Holgersson said one of the items Staff is working on is a draft workplan that would help both the neighborhood management and the neighborhood teams know what is expected. Mr. Harkness added that the drafts should be available for circulation by the end of November. Staff will be available to meet with council offices for additional input. A lot of it is a team-by-team plan that staff is ensuring is linked to the overall objectives.

Councilmember Campos stated it would be appropriate for the workplans to come forward to the Committee for discussion. Mr. Harkness confirmed the two levels that Councilmember Campos addressed: 1) what the overall expectations are for the team, and individuals, in teams across neighborhoods 2) what neighborhoods should be expecting from the workplan that will be presented.

Chairperson Chavez stated she is very pleased with the caliber of staff working on the project. She wants to make sure staff continues to do a good job of documenting core activities. This

will be important for future councils to understand why staff took the steps they took in each new phase. A broader study may want to include a measurement that is academic in nature and looks at buy-in. There is a need to have a concrete mechanism to aggressively communicate what is happening in the neighborhoods to council in tracking the top ten. The general ideas to consider would be: 1) mechanism in writing (documentation) 2) meeting quarterly to update 3) on-going training. Mr. Holgersson added that Staff learned very quickly the need for supervisory training. The team is signed up for the leadership academy being provided internally in January.

Councilmember Campos added she is putting in motion a review on one of the top priorities in her district (Story and King Roads) to review what process it took to get where they are today. She suggested a quick video clip that would show real emotion and how residents feel about their neighborhoods.

Chairperson Chavez requested feedback from Jim Holgersson on the comments discussed and how they can be implemented.

Committee accepted the report.

b. Multi Service Delivery Hub Model Update (Parks, Recreation and Neighborhood Services)

Joan Carrico presented a powerpoint update on the implementation of the HUB. The update included two service areas:

- Moreland West San Jose Service Area
- Hank Lopez/Alum Rock Service Area

Ms. Carrico stated the youth intervention staff have been integrated into the Hub models. The Multi Service Delivery Hub Model provides flexibility that allows each individual service area to develop an individualized approach to service delivery. Staff will continue to receive feedback from their customers in order to make continuous improvements.

Councilmember Chirco stated that looking at resources for partnering with Community Based Organizations (CBO's) seems to really strengthen programs. She asked what mechanism, in the areas where there is no diversity of CBO's, is being used to provide a minimal number of services. Ms. Carrico said that working with the libraries, school district's and nutrition programs provide a great resource to delivery services. Staff looks at any opportunities to reach out to other providers and partnering. Mr. Holgersson added that Staff is looking at broadening the net to make sure the CBO's focus on the priorities. Also, where there is CBO staff available to run a center, it allows City staff to shift places to where it's needed.

Councilmember Chirco asked, if staff is unable to partner with a CBO but a service is needed, if that is something Staff would direct city funds towards to keep a core offering of services at each of the Hub centers. Mr. Carrico replied that it was and said the first model of an ideal Hub will be in Council District 9. Councilmember Chirco asked if one of the offerings in the Hub model is specialized staff to assist community members that need specialized recreation. Ms. Carrico responded that, as much as possible, staff is distributed to cover various need areas. In the coming year staff is going to be working with a Steering Committee to look at inclusion and how **training will be implemented for inclusion services. Inclusion is about English as a second language and single parent homes, not just those with disabilities.** Councilmember Chirco stated

she would be interested in what the vision would be regarding the menu of services. Mr. Holgersson added that the Hub focus would be to identify with the neighborhood in each area on what is needed, not just a template that would be applied at every Hub.

Councilmember Campos stated, in looking at the two different models presented, one is clearly working with the CBO's and working very well in the East San Jose area; and the other one focuses more on code enforcement and what the City can offer. She wanted to know if Staff has been able to sit-in on the West San Jose component to see if the East San Jose component is lacking anything and asked Ed Solis what he has experienced working out at the centers. Ed Solis, Parks, Recreation and Neighborhood Services stated that the Hub model was to be presented at a department meeting and one of the most important things Staff wants to convey is that there is not have a cookie cutter model. The Hub will look different in every council region. As Staff progresses with the Hub models, they are learning they need to pull in different partners. Staff began going after the basic need, which was how to get the kids and families to services. The Hub model will expand to include code enforcement and the police department.

Councilmember Campos inquired what it would look like if Staff were to design the Hub to include the Alum Rock Youth Center, that is primarily youth; and Hank Lopez Community Center, that has a focus towards seniors. Mr. Solis replied that the area is fortunate that basically there are two hubs: one for youth and one for seniors. The staffing model for the hubs are spread a bit thin. However, building Hank Lopez Community Center as a senior model is being planned since they do have a strong senior program.

Councilmember Campos asked, if no two hubs looked the same, this would mean that staff takes into consideration their thoughts as well as the communities. Ms. Carrico responded that each area does have it's own specific needs based on the citizens that are served at that area and what they desire. Mr. Makdessian asked how staff accesses those needs. Ms. Carrico said staff does a lot of the information gathering by surveys, word of mouth, meeting with the NAC's, conducting focus groups and advisory councils as a large part of giving direct feedback. Councilmember Campos asked what role the NAC's play with the hub component. Ms. Carrico replied that the NAC's play a very important role in how staff accesses the services provided. Many of their top tens are all around community service functions, park facilities, open space and trails.

Councilmember Yeager stated he knows the hub model required a lot of shuffling of staff and wanted to know what the status was regarding the changes. Ms. Carrico replied that staff has settled down a bit and become accustomed to their new areas and work with their community and the needs are being identified. There have been a lot of positives in moving staff around with new energies, ideas, and new ways of how staff delivers service. Everyone is in place and doing well.

Councilmember Chirco stated the Neighborhood Associations are not always a part of the PAC's and NAC's and they are a wonderful listening mechanism. She wanted to know how staff is determining what the other two-thirds of the community that are not as easily accessible in the SNI areas think that do not have the solid lines of communication. Ms. Carrico responded that in Council District 9 there are some "Friends of" groups that are focused around neighborhood parks.

Chairperson Chavez stated she is hopeful that as staff continues to go through this process they stay very connected to the master plans. Part of the goal on the hub model has to be not to go too far away from the master plans. All of the activities need to be benchmarked. As staff is going through this opportunity to re-adjust, a window of opportunity to re-examine what staff is trying to accomplish should be allowed. There should be some evaluation of both customers and of the services. Ms. Carrico stated there is a goal to analyze everything from a marketing perspective as far as what the needs are, what is desired and how staff performs. Chairperson Chavez said staff should also take a look at what people will spend for a certain activity. As staff works with the capital budget they should look at the technology benefits and look at what type of automation should be looked at for short and long term.

Committee accepted the report.

c. Animal Care and Services Update (Parks, Recreation and Neighborhood Services)

Jon Cicirelli updated the Committee on the new San Jose Animal Care Center that opened to the public on October 1, 2004. He referenced the memo distributed to the Committee in their packet reviewing the past, present and future of the Animal Care Services. The outreach efforts, making the Animal Care Center services known to the community, being more local in the community has peaked the public interest and willingness and that may be the reason for the increase of animal in-takes in the past 30 days. The website is up and working to search the database of animals for either adoption or searching for a pet. Staff has just completed their first volunteer program orientation with 80 people attending and have two more volunteer sessions scheduled. Councilmember Yeager asked when staff is planning on doing the door-to-door canvassing and if there are other approaches that can be considered. Mr. Cicirelli said the canvassing is expected to begin in the New Year. Currently, staff is administering the amnesty program that ends November 30, 2004.

Councilmember Yeager asked if the sole purpose of the canvassing is to see if residents have registered their animals. Mr. Cicirelli stated it is more or less to inform residents that registering their animals are a requirement of the law. Staff will be providing general information and educating residents without citation or written warning. Councilmember Yeager asked how there could possibly be enough staff to go knocking on 250,000 homes as this makes people nervous and causes a great number of calls to come in. Mr. Cicirelli said that there is not enough staff but there is the ability to rotate through staff within a 3 to 5 year time frame. The idea is to start getting the word out to register pets. The focus is primarily providing information rather than punitive. A scheduled report will be going forward to Council.

Chairperson Chavez asked donations are currently made to the facility. Mr. Cicirelli said people could write a check, use the donation boxes, donate when they adopt their pet; and in license renewal there is a place to provide a donation. Chairperson Chavez asked if donation funds are redirected to the spay and neuter clinic. Mr. Cicirelli stated the funds are used for a set of programs and separate from general fund appropriation operation money. Chairperson Chavez suggested staff consider working with the convention center or the fairgrounds with folks that are doing the dog and cat shows. Maybe animal services staff would be able to participate as a beneficiary. She asked what the strategy is for the wildlife center in terms of funding. Mr. Cicirelli said the wildlife center is a line item and becomes part of the budget.

Councilmember Campos asked how staff plans on achieving their goal with seminars. Mr. Cicirelli stated they have already been approached by the American Human Association that is largely a training group who employs professionals that have years of training in the field in certain areas of expertise. Those professionals train all around the United States in different places. Staff would like San Jose to be one of their stop-offs for the bay area. Most of the shelters around here do not have that kind of classroom space. Ideally, that is the direction we want to go and gives us more reputation in the community and puts San Jose on the map professionally. Mr. Cicirelli added he was recently elected to the Board of Directors for the California Animal Control Directors Association, which is one of those organizations having a convention during March in San Jose.

Councilmember Chirco stated she checked the website and there were no pictures of adoptable animals. Mr. Cicirelli stated this is the area where the volunteers come in. That is a tough job for staff to do right now largely because the office staff are actually office personnel and not train to handle animals. What we are trying to do is align the volunteers to photograph those animals as they come in.

Committee accepted the report.

d. **School Open Space Update (Parks, Recreation and Neighborhood Services)**

Scott Reese presented to the Committee a brief powerpoint presentation of the currently available facilities and uses of school grounds as a means to further address the increasing demand for park and recreational resources.

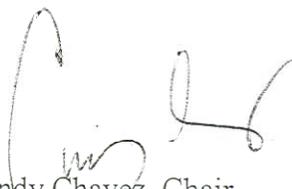
The Committee requested discussion of Item d. be placed on the December 20 BSN Committee meeting agenda.

e. **City/School Agreements Followup from October 18 Meeting (Parks, Recreation and Neighborhood Services)**

The Committee requested discussion of Item e. be placed on the December 20 BSN Committee meeting agenda.

f. **Oral Petitions**
None.

g. **Adjournment**
The meeting adjourned at 3:29 p.m.


Cindy Chavez, Chair
Building Strong Neighborhoods Committee