



# Memorandum

**TO:** NEIGHBORHOOD AND  
EDUCATION COMMITTEE

**FROM:** Jane Light

**SUBJECT:** LIBRARY SMART START  
PROGRAM UPDATE

**DATE:** February 22, 2008

Approved

Date

2-26-08

**COUNCIL DISTRICT:** City-Wide  
**SNI AREA:**

## **RECOMMENDATION**

It is recommended that the Committee accept the annual update report on the Library's Smart Start Program.

## **OUTCOME**

The Committee will understand the activities, accomplishments, and plans for the Library Smart Start San José program.

## **BACKGROUND**

The City of San José is recognized as an innovative leader in the area of providing quality care and early education options for its youngest residents. From its beginning Smart Start San José has encompassed several programs.

In 1999, the City developed the Family Childcare training program to provide interested residents with information and expertise to create and retain home childcare businesses. This program continues today with funding through Community Development Block Grant (CDBG) and successfully launches new and revitalizes existing home-based micro-businesses each year.

Also in 1999, the Smart Start San José program was created to expand accessible quality early care and education facilities in low-income areas of the city where services are most needed. Smart Start San José, in partnership with the Redevelopment Agency and other funding sources provides local non-profit, small private business, school sites, and collaborative projects with monies for facility construction and program quality improvement activities. In turn, these operators commit a minimum of 15 years to provide San José's neediest children with high quality early learning and childcare opportunities that prepare them for success in the classroom and in life. The Smart Start San José program also provides the early care and education

providers with an opportunity to gain current information and staff development through the annual Smart Start San José conference.

In 2002, a San José Early Care and Education five-year strategic plan was created to guide the activities of the Early Care and Education Services Unit and the Early Care and Education Commission. The goals of the plan included increasing available quality childcare spaces, coordination and training of early education professionals, increased public understanding and support for quality early childhood experiences, and promotion of a seamless service delivery system.

The current strategic workplan, “City of San José Early Care and Education Investment in the Future 2006-2008” was derived from a 2005 childcare study conducted by the Godbe Research Group. The study assessed the existing and future needs for early care and education services within the City of San José. The study found that approximately 43% of households in the city use childcare on a regular basis and depend on care from a licensed service provider outside of the family’s home. The study also included a survey of licensed service providers within the City to assess the number of early care services available. The Godbe Research Group assessed that by 2010, 64,568 households in San José will have children under the age of five which translates to 90,543 children who will need some type of childcare. The findings concluded that with the expected continued rate of population growth, the City would be unable to meet the future childcare needs of its families with an estimated 4,636 shortage of childcare spaces by 2010. The current strategic workplan creates a framework for activities that will result in the development and growth of quality early care options for San Jose families, and builds on the goals of the original plan.

The analysis section of this report provides an update of the Smart Start San José programs along with the program’s accomplishments and future plans.

## **ANALYSIS**

The vision for the City of San José Early Care and Education Investment in the Future strategic plan is that “all children will enter school ready to learn with the physical, social, emotional, and cognitive foundation to ensure success in the classroom, and to develop to their full potential as lifelong learners.”

The Smart Start San José program activities result from the goals set in the “Investment in the Future” strategic workplan. The four strategic goal areas include: 1. Increase the number of quality early care and education spaces to meet the diverse needs of San José families; 2. Facilitate education and professional development to recruit and retain educators to work in high quality early care and education programs; 3. Increase public awareness of quality early care and education through links to early care and education resources; 4. Increase political and community advocacy for early care and education services through coordinated efforts with local, regional, state, and national groups and initiatives. The following is an update of the activities and accomplishments in each of the goal areas:

Goal 1: Increase the number of quality early care and education spaces to meet the diverse needs of San José. The City's goal is to expand or renovate 4,000 additional childcare spaces by 2010. The attachment lists all Smart Start San José certified sites and number of childcare spaces.

- The Early Care and Education Services Unit continues to partner with the Redevelopment Agency to ensure that new and expanded facility construction projects meet Smart Start San José Program Quality Standards right from the start. There are five projects now under construction. They include a childcare center for 48 children within the Charities Housing affordable housing development, a renovated and expanded infant-toddler center at San José Day Nursery, renovation of a preschool classroom and playground construction at the Mexican American Community Service Agency (MACSA), renovation of two classrooms to serve additional 50 children including an isolation room for mildly ill children at San Juan Bautista Child Development Center, installation of a modular building at San Antonio School that will house preschool classrooms. The Redevelopment Agency released an RFP in December 2007 for additional construction and renovation projects. RDA has a budget of \$5,750,000 for this effort of which \$1.8 million remains available. RDA will report to the Committee on these projects in June 2008.
- With Community Development Block Grant (CDBG) funding, the Family Child Care Training program offers academic coursework in child development, business skill training, and personal development support. Staff collaborates with the Center for Excellence in Child Development-UC Davis Extension, South Bay Teachers College, and National Hispanic University, along with other individual experts to provide the coursework and specialized training. Participants also receive one-to-one in-home technical assistance to support the design of quality programs and environments for young children.

Over the past 3 years, 105 participants have graduated from the Family Child Care Training program resulting in 690 new or retained childcare spaces. Fifty-nine family childcare providers graduated from our 10-month training program in June of 2007 and sixty-one are currently enrolled this year. We have received tentative approval of funding from CDBG to expand this program to 80 participants for 2008-09.

- The Library will release an RFP this spring for early care and education projects in amounts between \$2,500 and \$20,000 that will enhance the quality of programs for children 0-5 years of age and increase the number of Smart Start San José certified sites. The goal is to add 20 more Smart Start San José certified sites.

The long term goal is to make Smart Start San José certification the standard for all quality early education programs within the City of San José.

Goal 2: Facilitate education and professional development to recruit and retain educators to work in high quality early care and education programs.

- The third annual City of San José Smart Start Conference was held in May of 2007 in partnership with the Santa Clara County Office of Education. This critical partnership will continue with this year's conference on March 22, 2008. Nearly 500 early childhood educators, childcare providers, and parents attend this event. Workshops providing information on a variety of current child development topics are offered in both English and Spanish.
- All Smart Start San José certified sites have access to the Books for Little Hands parent and educator on-site workshops on a variety of child development and early literacy topics. Sites also can participate in the other Books for Little Hands programs such as classroom idea kits, classroom book bags, and children's take home book programs.

Goal 3: Increase public awareness of quality early care and education through links to early care and education resources.

- The Library Department provides staff support to the Early Care and Education Commission. The Commission invites early education organizations, agencies, and educational institutions to meetings to facilitate communication between persons interested in the field of early education. The Commission has committed to becoming more visible in the community and sharing vital information about the critical early years of children's development and community resources for families of young children.
- The 20<sup>th</sup> Annual Children's Faire will be held on April 26, 2008. This year's theme is "Growing Up Green: Healthy Children, Healthy Families, Healthy Community." The Faire is a result of a collaboration of community organizations, city departments, and volunteers. The Children's Faire is a free event that offers information on services for young children in a fun atmosphere. The 2007 Faire drew over 4,000 in attendance.

Goal 4: Increase political and community advocacy for early care and education services through coordinated efforts with local, regional, state, and national groups and initiatives.

- The Early Care and Education Services Unit represents the City and participates in several local, regional, state, and national organizations including the Santa Clara County Local Early Childhood Planning Council, First 5 Santa Clara County projects, California Child Development Administrators Association, and National League of Cities Early Childhood Early Learning Community.
- The Early Care and Education Commission studies, evaluates, reviews matters and issues related to child care and early childhood education. The Commission directed the current study and strategic plan. The Commission also reviews proposed state legislation so to advise the City on the impact on young children and their families.

The activities have been extremely successful in meeting and exceeding the goals set by the strategic workplan. To continue the success of these programs we rely on and actively seek the assistance and advice from community partners including community-based organizations, grant funders, community colleges and universities, early education experts and professionals, and community members.

## **EVALUATION AND FOLLOW-UP**

This is an annual update provided to the Neighborhood Services and Education Committee.

**PUBLIC OUTREACH/INTEREST** - This is not applicable.

- 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 is not applicable.

## **CEQA**

This is not a project.

  
JANE LIGHT  
Library Director, Library Department

For questions please contact Dawn D. Perry, Manager, Early Care and Education Services Unit  
at (408) 808-2624.

# SMART START

S A N J O S E

Smart Start San José Programs			
PROJECT NAME	COUNCIL	# of SSSJ	PROJECT
CONSTRUCTION PROJECTS	DISTRICT	SPACES	OPENING
1. Washington Elementary Pre-K (State Preschool)	3	96	Oct. '00
2. Shirakawa Elementary Head Start at Wool Creek	7	97	Mar. '02
3. McKinley Elementary Head Start	3	150	Mar. '02
4. Hillsdale Elementary JM Dahl Head Start	7	46	Nov. '02
5. Mt. Pleasant Elementary Marlatt Early Learning Center	5	54	Jun. '02
6. Stipe Elementary Pre-K Program	2	56	Sept. '02
7. Christopher Elementary Pre-K Program	7	56	Sept. '02
8. Rosemary Elementary Even Start	1	94	Sept. '02
9. Tomorrow Montessori	6	114	Sept. '02
10. Overfelt High School Children's Center	8	36	May '03
11. Evergreen Valley High Child Development Center	8	36	Jun. '03
12. K's Quality Child Development Center	9	44	Feb. '04
13. West Ed San Jose Family Care – Cares participants	multiple	148	Jan. '03
14. Almaden Elementary Pre-K (State Preschool)	10	96	Jun. '05
15. Estrella Family Services (Gardner Elementary)	3	112	Jan. '05
16. San Jose Day Nursery	3	112	Sept. '06
17. Anne Darling Elementary School (SJUSD)	3	68	Mar. '06
18. Olinder Elementary School (SJUSD)	3	88	Mar. '06
19. San Juan Bautista Dev. Ctr. Head Start Preschool	7	50	Sept. '06
20. Charities Housing -- Paseo Senter Housing Project	7	48	Spring '08
21. MASCA	5	108	Spring '08
22. SCCOE / Head Start @ San Antonio School	5	68	Sept. '08
23. San Juan Bautista Dev. Center Head Start Preschool	7	50	Fall '08
	<b>Sub-Total</b>	<b>1,827</b>	
<b>PROGRAM QUALITY IMPROVEMENT PROJECTS</b>			
19-25 Kidango - 7 Centers in Alum Rock School District	3,5	283	Nov. '05
26. My Little University Preschool & Child Care	1	30	Nov. '05
27. Luther Burbank Child Development Center	6	65	Nov. '05
28. Genesis Preschool	8	26	Nov. '05
29. DeColores Home Child Care	3	12	Nov. '05
30. Kiddie College	3	24	Nov. '05
31. DeColores Children's Center	2	40	Nov. '05
32. Kids Park	6	40	Nov. '05
33. Primary Plus Preschool	1,6	333	Nov. '05
34. Action Day Nurseries	1	330	Nov. '05
	<b>Sub-Total</b>	<b>1,183</b>	



San José Public Library -- *Early Education and Lifelong Literacy*  
 150 E. San Fernando Street, San José, CA 95112-3580  
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# SMART START

S A N J O S E

<b>FAMILY CHILD CARE SPACES</b>			
Family Child Care Homes 1999-2006	Multiple	780	
Family Child Care Homes 2006-2007	Multiple	384	
Family Child Care Homes 2007-2008 (projected)	Multiple	510	
	<b>Sub-Total</b>	<b>1,674</b>	
<b>TOTAL TO DATE</b>		<b>4,684</b>	

	<b>Total Spaces from Construction</b>	<b>1,827</b>	
	<b>Total Spaces Program Quality Improvement</b>	<b>1,183</b>	
	<b>Total Spaces from Family Child Care</b>	<b>1,674</b>	
	<b>TOTAL Spaces from All Projects</b>	<b>4,684</b>	



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