



Memorandum

TO: NEIGHBORHOOD SERVICES &
EDUCATION COMMITTEE

FROM: Jane Light

SUBJECT: Library Smart Start Program Update **DATE:** February 23, 2009

Approved

Date

2-27-09

COUNCIL DISTRICT: City-Wide
SNI AREA:

RECOMMENDATION

It is recommended that the Committee accept this update report on the Library's Smart Start Program for quality early care and education for children birth to five years of age.

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 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 the number of quality early care and education spaces. 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 to provide San José's children with high quality early learning and childcare opportunities that prepare them for success in the classroom and in life. For the past five years the Smart Start San José program has also provided an

opportunity for early educators and parents to gain current information and resources through the annual Smart Start San José conference which draws nearly 500 participants each year.

This report will provide an update of Smart Start San José along with the program's accomplishments and future plans.

ANALYSIS

The Smart Start San José program activities result from the goals set in the City of San José Early Care and Education "*Investment in the Future*" Strategic Work Plan 2006-2008. 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. Below 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. Attachment A lists all current Smart Start San José certified sites and total number of childcare spaces. There are currently 53 certified Smart Start sites which reflects 3,488 new or improved 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. This year the partnership with Redevelopment Agency has resulted in the opening of three new Smart Start sites. They are 1) the expanded infant/toddler center at San Jose Day Nursery, 2) childcare center at the Charities Housing Paseo affordable housing development, and 3) new childcare classrooms at the MACSA Youth Center. In addition the Library provided funds for the new Head Start classrooms at San Antonio Elementary School. These projects resulted in 236 new spaces. There are currently two Redevelopment projects now under construction, including the renovation of a liquor store to a childcare center which will serve 80 children in the downtown area. Two additional Redevelopment projects are in contract negotiations.
- The Library released an RFP for program quality improvement grants to provide opportunities for childcare centers and family childcare homes to purchase materials, equipment or training to meet Smart Start Program Quality Standards. Twelve centers and twenty-four family childcare homes applied for funds. Ten centers and nine family childcare homes were funded from a one-time appropriation for a total of \$292,612.

- With funding through Community Development Block Grant (CDBG), the Family Child Care Training program offers continues to offer a 10-month series of 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, National Hispanic University and WestEd Program for Infant Caregivers, along with other individual experts to provide academic 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. Sixty-five participants graduated from our 10-month training program in June of 2008. For 2008-09 we received additional funding from CDBG to expand and began this program year with 86 participants enrolled.

The Early Care and Education Services Unit has restructured the Smart Start program to provide high quality childcare sites the opportunity to voluntarily become certified Smart Start 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 fourth annual City of San José Smart Start Conference was held in March 2008 in partnership with the Santa Clara County Office of Education with over 400 early childhood educators, childcare providers, and parents attending this event. Workshops providing information on a variety of current child development topics were offered in both English and Spanish. This year's conference will be held at Evergreen Community College on March 28th.
- All Smart Start San José certified sites have access to the Books for Little Hands early literacy programs such as classroom idea kits, classroom book bags, and children's take home book programs. Twenty-three Smart Start sites currently participate in these programs.
- Smart Start received a three-year grant in the amount of \$277,074 from the U.S. Department of Education to provide scholarships to National Hispanic University for a minimum of 10 early educators working at Smart Start sites. We are currently recruiting and enrolling for this program.

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 Commission is currently working on revising the Early Care and Education Strategic Work Plan. The Commission has held two public meetings and supported an online survey to gain input from the community on childcare and early education needs.

In addition, the Santa Clara County Early Education Planning Council has provided current data about childcare supply and demand for the City of San Jose. The revised Early Care and Education Strategic Work Plan will be brought to the NSE Committee in May for approval.

- The 20th Annual Children's Faire was held on April 26, 2008. The theme "Growing Up Green: Healthy Children, Healthy Families, Healthy Community" was well received with nearly 6,000 parents and children attending. The Children's Faire is a free outdoor event that offers information on services for young children in a fun atmosphere. The Faire is a result of a collaboration of community organizations, city departments, and volunteers. The 2009 Faire will be held on April 25th. The theme for this year's Faire is "Growing Up in San José: Bridging Our Past with Our Future."

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, Santa Clara County Partnership for School Readiness, California Child Care Coordinators 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 also reviews proposed state legislation to advise the City on the impact on young children and their families. The Commission has welcomed the attendance of childcare providers and early educators participating in the Comprehensive Approaches to Raising Educational Standards (CARES) program and as a result had over 100 in attendance at their January commission meeting.

The activities have been extremely successful in meeting and exceeding the goals set by the current 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.

February 23, 2009

Subject: Library Smart Start Program Update

Page 5 of 5

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)**

These modes of notification should only supplement outreach efforts undertaken or are planned to be undertake. Additional outreach should be noted as a result of the determination that the item was of "Significant Public Interest".

COORDINATION

This is not applicable.

CEQA

This is not a project.



JANE LIGHT

Library Director, Library Department

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

ATTACHMENT A

Smart Start San José Programs		
PROJECT NAME	COUNCIL	# of SSSJ
CONSTRUCTION PROJECTS	DISTRICT	SPACES
1. Washington Elementary Pre-K (State Preschool)	3	96
2. Shirakawa Elementary Head Start at Wool Creek	7	97
3. McKinley Elementary Head Start	3	150
4. Hillsdale Elementary JM Dahl Head Start	7	46
5. Mt. Pleasant Elementary Marlatt Early Learning Center	5	54
6. Stipe Elementary Pre-K Program	2	56
7. Christopher Elementary Pre-K Program	7	56
8. Rosemary Elementary Even Start	1	94
9. Tomorrow Montessori	6	114
10. Overfelt High School Children's Center	8	36
11. Evergreen Valley High Child Development Center	8	36
12. K's Quality Child Development Center	9	44
13. Almaden Elementary Pre-K (State Preschool)	10	96
14. Estrella Family Services (Gardner Elementary)	3	112
15. San Jose Day Nursery	3	112
16. Anne Darling Elementary School (SJUSD)	3	68
17. Olinder Elementary School (SJUSD)	3	88
18. San Juan Bautista Dev. Ctr. Head Start Preschool**	7	50
19. Charities Housing -- Paseo Senter Housing Project	7	48
20. MACSA	5	108
21. SCCOE / Head Start @ San Antonio School	5	68
	Subtotal	1,629
CENTER-PROGRAM QUALITY IMPROVEMENT GRANTS		
22-28. Kidango - 7 Centers in Alum Rock School District a. Arbuckle b. Dorsa c. Goss d. Hubbard/Hubbard only e. Miller f. Ryan g. San Antonio	3,5	283
29. My Little University Preschool & Child Care	1	30
30. Luther Burbank Child Development Center	6	65
31. Genesis Preschool	8	26
32. DeColores Home Child Care	3	12
33. Kiddie College	3	24
34. DeColores Children's Center	2	40
35. Kids Park	6	40
36. Primary Plus Preschool	1,6	333
37. Action Day Nurseries	1	330
38. ESUHSD Yerba Buena	7	24
39. Kiddie Academy	7	151
40-45. San Juan Bautista CDC (6 sites) a. Cassell b. Eden Palms c. The Grove d. Northwood e. Terilyn f. Vinci Park	multiple	108 30 39 46 142 30

	Sub-Total	1,753
Smart Start San José Programs	COUNCIL	# of SSSJ
FAMILY CHILDCARE – QUALITY IMPROVEMENT GRANTS	DISTRICT	SPACES
46. Tammy's Family Child Care- Artemia Agustin	4	14
47. Gaby's Creative Minds Daycare- Grabiela Mendoza	7	8
48. Carousel Child Care- Guadalupe Mendoza	3	14
49. Ledezma's Day Care – Maria Ledezma	5	14
50. Maria's Family Child Care – Maria Madrigal	3	14
51. *Nguyen's Home Childcare – Nguyen Sanders	10	14
52. *Little Steps Family Child Care – Olga Garcia	8	14
53. Sandra Mendoza Family Child Care	9	14
	Subtotal	106
FAMILY CHILDCARE TRAINING PROJECT		
Family Child Care Homes 1999-2006	Multiple	780
West Ed San Jose Family Care – Cares participants	Multiple	148
Family Child Care Homes 2006-2007	Multiple	384
Family Child Care Homes 2007-2008	Multiple	352
Family Child Care Homes 2008-2009 (projected)	Multiple	344
	Sub-Total	2,008

TOTALS		
Total Spaces from Construction		1,629
Total Spaces Program Quality Improvement		1,859
Total Spaces from Family Child Care		2,008
TOTAL Spaces from All Projects		5,496

Library Smart Start Program Update

March 12, 2009

Item # 3.1a

City of San José



Library Smart Start Program Update

Goal 1: Increase the number of quality early care and education spaces to meet the diverse needs of San José families.

- **Smart Start San José Child Care Centers – 53 sites/ 3,488 spaces**

Facilities Construction

Program Quality Improvement

- **Family Child Care Training Program – 2,008 spaces**

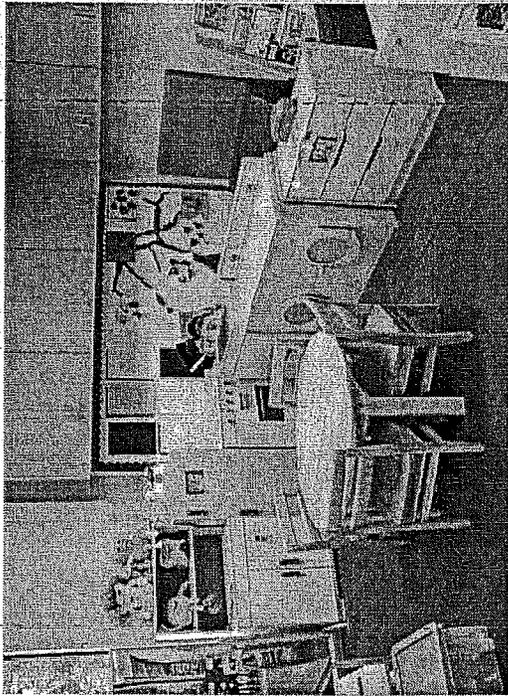
New Business Creation

Retention Services

Total number of new or improved child care spaces - 5,495

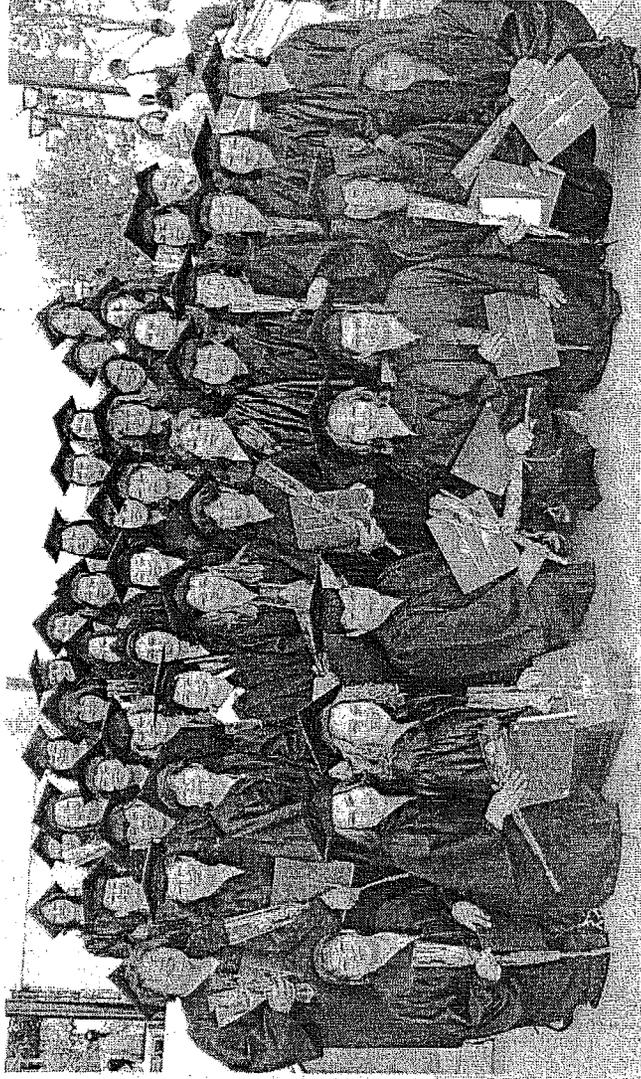
Library Smart Start Program Update

- *Smart Start Centers* – in partnership with the City of San José Redevelopment Agency and other funders, organizations apply for funds for the construction for new or expanded facilities and/or projects to improve program quality.



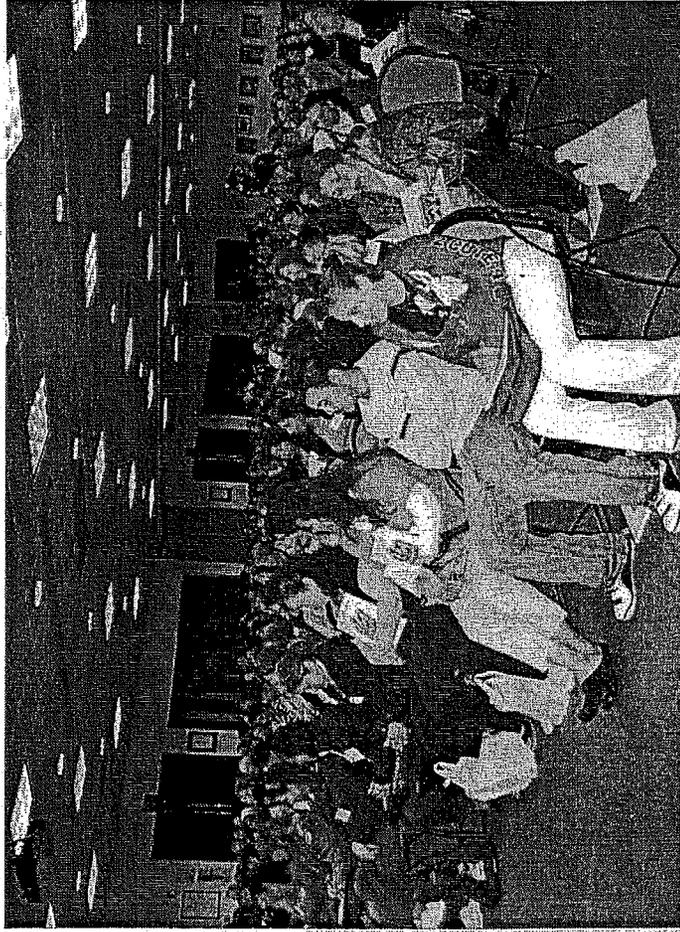
Library Smart Start Program Update

- *Smart Start Family Child Care Training Program* – 10-month program of academic and professional development courses for providers that result in retaining or creating new family child care businesses



Library Smart Start Program Update

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



2008 Smart Start Conference - 450 in attendance

Library Smart Start Program Update

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



2008 City of San José Children's Faire

6,000 in attendance

Library Smart Start Program Update

2008-2009

- Remaining \$1.8 Million expended by the Redevelopment Agency for facility construction projects
- Library issued RFP and expended about \$292,000 for quality improvements to both Family Care Homes and Child Care Centers
- After these two RFPs, no further money available
- Since its inception, the program has created or improved 5,496 child care spaces within the City
- Currently, 53 Child Care Centers and Family Child Care Homes certified as Smart Start

Library Smart Start Program Update

Next Steps

- Increase number of Smart Start Centers and Family Child Care Homes through funding and voluntary association
- Continue to create Smart Start as a brand name for quality childcare recognizable by parents and caregivers
- Incentives for Smart Start centers, such as training and group discounts