



Distributed on:

MAR 20 2009

by City Manager's Office

# Memorandum

**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** Debra Figone

**SUBJECT:** City Manager's Weekly Report

**DATE:** March 20, 2009

## INFORMATION

Following are the key activities to be highlighted this week:

***City Manager Travel Notice*** —I am out of the office today to participate in the “2009 CEOs for Cities” Conference in San Diego, California. This conference is a national meeting to discuss city-centered solutions to pressing challenges and new opportunities for next generation cities. For immediate assistance, please contact Assistant City Manager Christine Shippey at 535-8145.

***Cesar Chavez Plaza Suffers Damages from Reckless Driver*** —On March 15, the San José Police Department responded to a report on a reckless driver on South Market Street near Plaza de Cesar Chavez, in the early hours of the morning. On arrival the Police Department found a motor vehicle had entered the park from the west side and proceeded to cause extensive damage to plantings, irrigation, concrete retaining walls and handrails throughout the plaza. The vehicle came to rest at the curb line on northbound Market St. SJPD made an arrest in the incident. The Parks, Recreation and Neighborhood Services (PRNS) and General Services Departments have begun to restore the Plaza and are working to determine the total cost of damages. Staff does not anticipate the damages or repairs will interfere with scheduled events. For more information, contact Mike Will at 277-2734.

***PRNS Online Registration Launch Nets New Customers***—On March 7, the City's new online activities registration program was launched with the registration for Spring Classes, Sports Leagues and Camps. The launch continued through the following weekend with the registration for Summer Day Camps and Aquatics. To date, the system shows total enrollment of 5898, 45% of which were online transactions. Data shows participants utilized the system at all hours of the day and night, emphasizing the convenience of the online process. Walk-in and mail/fax registration are still available and are given equal priority. Online registration is still open and potential participants are encouraged to go to [www.sanjoseca.gov/prns/register](http://www.sanjoseca.gov/prns/register) to set up an account and sign up for activities. For more information, contact Traci Tokunaga at 793-5527.

***City Receives Public Pension Award for Excellence*** —On March 15, Institutional Investor's Money Management Letter named the City its 2009 Mid-Sized Public Plan of the Year for “dramatic changes implemented during the last year in a complex environment with two separate boards, multiple consultants, money managers, and an unusual organization structure.” The editors commented favorably on the following actions:

**HONORABLE MAYOR AND CITY COUNCIL**

**Subject:** City Manager's Weekly Report

**Date:** March 20, 2009

Page 2 of 5

- Retention of *New England Pension Consultants* for the Police & Fire Retirement Plan,
- Expanding the relationship with Strategic Investment Services for the Federated Employees Retirement System,
- Moving toward increased diversification and risk reduction strategies,
- Implementing opportunistic credit strategies,
- Hiring a former Mercer consultant, Carmen Racy-Choy, as CIO, and
- Embarking on a Governance Study.

Nominees for Institutional Investor Awards are determined by the editors based on the market intelligence gathered during the prior year. Winners are selected on a number of factors including innovation, market impact, uniqueness of approach, and how well they met other criteria established by the editors for their award category. For more information, contact Russell Crosby at 392-6702.

***Governor Declares State of Emergency Due to Drought*** —On February 27, Governor Schwarzenegger declared a drought after two dry years and an outlook of less than normal 2009 precipitation. On March 24, the Santa Clara Valley Water District Board (Board), the major wholesale water supplier to Santa Clara County, is scheduled to discuss available water supply, and is expected to make a decision on calling for mandatory water rationing at that time. The Board is expected to call for a 15-20% water use reduction. Staff is coordinating with other County retailers on a water conservation ordinance to be implemented on a regional basis. An information memorandum with details regarding the Board's action and its impact on San José will be presented to the Mayor & Council by March 26. Preparation of a water allocation plan will be presented to the Transportation & Environment Committee on May 4. For more information, contact Mansour Nasser at 277-4218.

***City Receives Silicon Valley Water Conservation Award*** —On March 17, the City received recognition for implementation of its *Water Efficient Technologies Rebate Program* in the Large Agency/Utility category. This program provides financial incentives to businesses that install or retrofit water saving devices or technologies in their facilities. The program is administered by ESD staff, and funded by the San José/Santa Clara Water Pollution Control Plant. The program has achieved an estimated total water savings of approximately 1.6 million gallons per day since it began in 1992. The Silicon Valley Water Conservation Award is sponsored by a coalition of ten agencies and organizations that represent public, non-profit, and private sectors. For more information, contact Mansour Nasser at 277-4218.

***Workshops Provide Training on Creating "Green" Events*** —Throughout April-November, Environmental Services staff will host free workshops to community event planners on creating "green" environmentally-friendly events. Event planners will learn to prevent and reduce waste, and track diversion success. In March, June and August, advanced trainings will be offered to provide detailed information on selecting sustainable products and services, and incorporating environmental practices into event policies. "Green" events help to support the City's Green Vision goal to divert 75% of waste by 2013 and be a zero waste city by 2022. To see workshop dates and times, go to [www.sjrecycles.org/events-venues](http://www.sjrecycles.org/events-venues). Public inquiries regarding upcoming workshops can be made by contacting the Green Event Team at 975-2532 or by email at [greenevents@sanjoseca.gov](mailto:greenevents@sanjoseca.gov). For more information regarding the "Green" Events program, contact Janice Sitton at 975-2522.

**HONORABLE MAYOR AND CITY COUNCIL**

**Subject:** City Manager's Weekly Report

**Date:** March 20, 2009

Page 3 of 5

***Experts Share Knowledge on Using Recycled Water in Cooling Towers*** —On February 26, South Bay Water Recycling (SBWR) held a Cooling Tower Workshop as a forum for cooling tower managers to exchange information, and further promote the use of recycled water in industrial applications. A group of industry managers, chemical vendors, cooling tower experts, consultant engineers, and representative from the Santa Clara Valley Water District and local water retailers were invited to attend. Presentations were given by experts on recycled water use in cooling towers, and ESD staff presented an update on the extensive process of producing high quality recycled water. For more information, contact Eric Hansen at 363-4714.

***Airlines' 2009 Worldwide Losses Likely To Exceed \$2.5 Billion*** —According to the International Air Transport Association (IATA), the global recession continues to put severe pressure on carriers around the world. Airlines are globally shedding jobs, cutting routes and grounding planes to survive the slowdown. Last year, carriers posted losses of \$8 billion, according to the trade group representing 230 airlines. Approximately 40 airlines suspended operations over the past 12 months, with expectations that more will go bankrupt in 2009, and many will not return. A major factor is the drop in business travel around the world, and both passenger traffic and cargo are declining worse than forecasted just three months ago. For more information, contact Bill Sherry at 501-7600.

***General Aviation Activity Declines at SJC*** —Due to the recession, general and corporate aviation operators based at Mineta San José International (SJC) Airport, have reported significantly reducing their private aviation activity levels. This has affected private employment by tenants at the airport who have recently downsized their staffing, thereby reducing SJC revenues associated with the sale of fuel to private aircraft. Local activity has dropped about 25% in recent months, and decline at SJC generally reflects general aviation trends across the nation. For more information, contact John Aitken at 277-4705.

***San Jose's Multi-Family Recycling Program Featured on ABC 7 News*** —On March 11, ABC 7 News (KGO) televised a news story featuring the City's innovative multi-family recycling program. Multi-family properties in San José are now able to divert nearly 80% of their waste from local landfills due to the City's garbage processing system which removes recyclables and composts the remaining organic material. ABC-7 interviewed ESD staff for the story, along with program partners from GreenWaste Recovery, GreenTeam, and the California Apartment Association (CAA). Footage from GreenWaste Recovery's processing facility demonstrated the complex and innovative array of machinery used to sort solid waste, which although commonplace in Europe and Canada, is almost unheard of in the United States. It was also reported that 65 new clean-tech jobs were created to support the sorting operation. In developing the new recycling program, the City partnered with the Tri County Division of CAA, whose members wanted to minimize the burden of recycling mandates that might otherwise be placed on property owners and managers. For more information, contact Jeff Anderson at 975-2518.

***Safety Assessment Program (SAP)*** —On March 11, over 100 Engineers and Inspectors from PBCE and Public Works attended a post disaster SAP training. This opportunity provided staff the resources to safely evaluate buildings and infrastructures in the aftermath of a disastrous event, such as earthquakes and floods. All attendees will be certified by the state's Office of Emergency Services allowing the City to be reimbursed for the costs incurred by responding to declared State of Emergencies or National Disasters. For more information, contact Joe Horwedel at 535-7900.

**HONORABLE MAYOR AND CITY COUNCIL**

**Subject:** City Manager's Weekly Report

**Date:** March 20, 2009

Page 4 of 5

***Distinctive Neighborhood Program*** —On Tuesday, April 14, the Department of Planning, Building and Code Enforcement (PBCE) will host a community meeting to solicit input regarding various policy options to the Distinctive Neighborhood Program. A goal of this program is the protection and enhancement of the City's unique residential neighborhoods. The purpose of the meeting is to present and obtain community input regarding various policy options. Interested residents are encouraged to attend this meeting on Tuesday, April 14, 2009, 6:30-8:00 p.m. at San José City Hall, Wing Room 118-119. For more information, visit the Distinctive Neighborhood Program web page at: [http://www.sanjoseca.gov/planning/distinctive\\_neighborhood](http://www.sanjoseca.gov/planning/distinctive_neighborhood) or contact Hadasa Lev at 525-7838.

***Franklin-McKinley School District Pilots "Skills for Work" Program*** —The Franklin-McKinley School District (FMSD) has received funding for the "Skills for Work" Program, a project designed to help students gain a better understanding of the workplace. Through a combination of college preparatory courses and learning programs taught in real or simulated work place settings, the focus is to encourage youth to pursue careers in areas such as public service, green technology, communications, engineering, construction, business services. The City is working closely with FMSD and their partners (PG&E, Evergreen Valley College and the East Side Union School District) to develop the curriculum and identify opportunities for future internships/apprenticeships. The Office of Economic Development, ESD, and PRNS are also supporting this effort. Anticipated to begin this summer, its goal is to expand to other districts in San José over the next five years. Funded in part by a grant from the Gates Foundation, the program will target 30 students from grades 7-12, and is based on the *Skills for Work* model in Scotland. For more information, contact Suzanne Wolf at 793-5532.

**Upcoming Meetings & Events**

***Planning Division Community Meetings*** —Due to the volume of community meetings conducted by the Planning Division, please visit <http://www.sanjoseca.gov/planningcalendar> to view upcoming meetings and events.

***Southside Community and Senior Center Spring Fest!*** —Saturday, March 21, 10:00 a.m. to 3:00 p.m. There will be great food, great crafts, great games and great fun. Don't miss the Candy Hunt, prize drawings, exciting performances by the Community Center Classes and more. Call 629-3336 for more information on *Spring Fest!*

***"Neighbors in the Chambers" Training*** —Two more trainings remain in this three-part series. Topics are as follows:

- Saturday, March 21: "City Council Meeting 101," is a walkthrough of a council meeting led by the Neighborhood Development Center and Strong Neighborhoods Initiative; and
- Saturday, April 18: "The Effective Advocate," led by neighborhood leaders focuses on how to be an effective advocate and engage the community.

All sessions will be held from 10 a.m. to noon in the Council Chambers. Space is limited; to RSVP call or email: 723-4114 or [ndc@sanjoseca.gov](mailto:ndc@sanjoseca.gov).

***Opening Celebration for "The Coffee Shop" at Tully Community Branch Library***—Sunday, March 22, 1 – 5 p.m. at 880 Tully Road, 95112. For information, call 808-3030.

**HONORABLE MAYOR AND CITY COUNCIL**

**Subject:** City Manager's Weekly Report

**Date:** March 20, 2009

Page 5 of 5

**27<sup>th</sup> Annual Palm Sunday Senior Brunch** —Sunday, April 5, 8:30 a.m. to 3 p.m. Mayfair Community Center, 2039 Kammerer Avenue, San Jose, 95116. Call 794-1060 for more information.

**2009 Annual Park Volunteer Recognition BBQ & Dessert Picnic** —Saturday April 18, 11:00 a.m.-2:00 p.m., Almaden Lake Park, Arroyo Picnic Area. Please R.S.V.P. by April 10. For more information, call 793-4190 or [adoptapark@sanjoseca.gov](mailto:adoptapark@sanjoseca.gov).

**Great American Litter Pickup** —Saturday, April 25, 8 a.m. to 2 p.m. For more information, contact Servando Perez at 277-3208 or [Servando.perez@sanjoseca.gov](mailto:Servando.perez@sanjoseca.gov). Locations listed below.

- Starbird Youth Center, 1050 Boynton Avenue, San Jose, CA 95117
- Oak Grove High School, 285 Blossom Hill Road, San Jose, CA 95123
- Roosevelt Community Center, 901 E. Santa Clara Street, San Jose, CA 95116
- Berryessa Community Center, 3050 Berryessa Road, San Jose, CA 95132
- Alviso Youth Center, 5040 N. First Street, San Jose, CA, 95134
- Mayfair Community Center, 2039 Kammerer, San Jose, CA 95116
- Sherman Oaks Community Center, 1800A Fruitdale Avenue, San Jose, CA 95128
- Seven Trees Elementary School, 3975 Mira Loma, San Jose, CA 95111
- Dove Hill Elementary, 1460 Colt Way, San Jose, CA 95121
- Camden Community Center, 3369 Union Avenue, San Jose, CA 95124
- Pioneer High School, 1290 Blossom Hill Road, San Jose, CA 95118

**Everything's Coming Up Roses; Municipal Rosegarden Rebirth Celebration** —Saturday, May 2, 9 a.m.- Noon, Naglee Avenue @ Dana Avenue, San Jose, 95126.

**Grand Opening Grace Art & Wellness Studio** —Thursday, May 14, 2009, 5 p.m.- 7:30 p.m., 146 South 10th Street, San Jose, CA 95112. For more information, call 277-4007.

**Spring into Health; 50+ Wellness Festival & Fun Walk** — Friday, May 15, 9:30 a.m. - 1:30 p.m., San José History Park, 1650 Senter Road, San Jose, 95112. Please call the San Jose Office on Aging at 979-7915.

*Christine J. Shippey*

*for*

Debra Figone  
City Manager