

INSIDE

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SAN JOSE

San José Banks on Its Reputation

San José Banks on Its Reputation for On-Time Delivery to Capture More Economic Stimulus funds



The City of San José is aggressively pursuing allocations from the American Recovery and Reinvestment Act, the federal \$787 billion package designed to create jobs and stimulate the economy.

Some of the funding will be distributed through formula allocation – about \$46 million to date, in San José’s case — but there are additional opportunities to capture funding for multiple projects that will improve City infrastructure and save future General Fund expenditures. San José has identified several projects, valued at \$846 million, that are aligned with Recovery Act funding programs and are ready to go within the next six months.

But federal funding is not without a price tag. The process for applying for stimulus dollars is complex and competitive, and there are no guarantees of success. Each federal agency has a different timeline and set of priorities. Funding comes with strict reporting and accountability

requirements that can consume hours and hours of staff time. City leaders have concluded, however, that the prospect of an investment of millions of dollars to jump start City projects that are ready to go within the next six months more than compensates for the work involved in seeking funds.

Proposals from San José include requests for funding in the airport, economic/workforce development, energy, housing, technology, transportation, public safety, and water. Some transportation and aviation projects could begin as early as this summer.

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Summer Events



- City Hall Tuesday Market
Now - September 1
- Hot San José Nights – Car Extravaganza
July 9-12
- San José Obon Festival
July 11-12
- LIVESTRONG Challenge
July 12
- 20th AT&T San José Jazz Festival
August 7-9
- 34th Annual Tapestry Arts Festival
September 5-6

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ISSUE

The Mission of the City of San José is to provide quality public services, facilities and opportunities that create, sustain and enhance a safe, livable and vibrant community for its diverse residents, businesses and visitors.

Continued

San José Banks on Its Reputation

San José's stellar record of on-time delivery of more than 1,300 projects during the past decade should help to assure federal agencies that San José will deliver results, according to City Manager Debra Figone. "San José is perfectly positioned to model the way for successful utilization of economic stimulus funds," she said. "Investments made here will be delivered on time, achieve job growth, and create the desired economic stimulus."

Federal funds will help take some of the pressure off of the City's General Fund and its projected deficit. For example, San José hopes to spend \$12.7 million of federal money on street paving, a maintenance

expense that would otherwise come from the General Fund. A portion of the \$8.8 million of Department of Energy stimulus funds will be invested in energy-efficiency improvements to reduce the City's ongoing energy costs and a \$1.7 million request to the Department of Justice for a new records management system will improve staff efficiency.

San José is also part of regional requests for \$490 million in funds for transportation projects throughout the nine Bay Area counties including freeway improvements, hybrid buses, and expansion of public transit options.

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As the Falcons Fledge...



Since its installation in April 2007, the Falcon Cam has given City Hall dwellers and the rest of the world a closer glimpse into the life of Clara, a young female peregrine falcon. Over the last two years, Clara has had two mates, hatched six eggs, and lost one chick atop of San José City Hall. This year, the falcon saga continues.

Clara's latest conquest has been dubbed Esteban Colbert, after Comedy Central star Stephen Colbert of "The Colbert Report." Like his namesake, Esteban Colbert now has his own show. In March, viewers watched Clara deliver her first of four eggs in 2009. Since then, all four chicks have hatched and were banded by the Santa Cruz Predatory Bird Research Group (SCPBRG).

The SCPBRG determined that Clara and Esteban had three girls and one boy. As done in previous years, the City held a contest for San José elementary school children to name these chicks. The results from the naming contest were very unique and creative.

The three female falcons are:

- Ilahay, which is derived from Persian for "angel" (ID band 33/Z), entry by Trisha, age 9, fourth grade at James Franklin Smith Elementary School
- Kya, a name of African origin meaning "diamond in the sky" (ID band 58/Z), entry by NaTalya, age 9, third grade at Brooktree Elementary School
- Tierra, which is Spanish for "earth" (ID band 56/Z), entries by Alejandra, age 7, first grade at Baker Elementary School, and Johnathan, age 9, fourth grade at Village School

The male falcon (ID band 81/P) is Veer, a name of Hindi origin meaning "brave," entry by Rahul, age six, first grade at Baker Elementary School.

You can check out this falcon family on the City's online Falcon Cam: <http://www.sanjoseca.gov/falcons/index.asp>.

Green Vision Progress Report Just a Click Away Through Innovative Web site Feature



A new interactive feature on the City of San José's web site provides the public with up-to-date information on the specific progress being made in meeting the 10 goals of the City's ambitious Green Vision.

Clicking on the Green Vision button on the www.sanjoseca.gov homepage takes the web visitor to a brief overview of the 15-year plan to make San José a model of sustainability. A link to "see how we are doing" connects to an innovative presentation of the current status of each goal.

The web page on trails, for example, takes the visitor to a scorecard that depicts how the City is doing on creating 100 miles of interconnected trails: a little more than half way at the end of 2008. Another chart shows progress made to date on increasing the network of on-street bikeways to 400 miles – in this case, about 150 miles in place and 250 miles to go. Annual targets pop up for each year through 2022.

Each goal is also tabbed to additional information and a feedback mechanism so that the public can ask questions or send a comment.

The Green Vision was adopted by the City Council in October of 2007 and incorporates elements that benefit environmental stewardship, economic growth and quality of life.

San José is a great walking city

San José was named one of the 25 Best Walking Cities in the nation. The American Podiatric Medical Association (APMA), Prevention Magazine, and Sperling's Best Places conducted an annual survey and San José scored high for its many hiking and walking trails. Cities were evaluated based on 19 criteria, including population density, square miles of local and state parks, and use of mass transit. San José ranked 19th out of 100 large U.S. cities.





San José Uses Technology to Ease Parking Congestion

Article written by Lance Howland/PublicCEO.com

Everybody complains about parking, but nobody does anything about it.

Don't tell that to the cities of San José or Los Angeles, both of which have ambitious plans to use advanced technologies for tracking parking spaces.

With a goal of clearing congestion by influencing drivers' behavior, San José has installed 13 electronic message signs on major streets leading into downtown.

The signs are three lines deep, with the first two lines indicating how many parking spaces remain in two city garages in the immediate area.

The third line is available for a message of up to 30 characters that can be customized by transit authorities. Sometimes this could be a third city garage option. Sometimes it could be rerouting directions.

"There are so many factors depending on what kind of event there is downtown," said Joe Garcia, division manager in charge of parking services and downtown operations for the San José Department of Transportation.

City staff looked at similar parking sign systems used in Germany, Garcia said.

San José staff members witnessed a more orderly parking progression at an evening dance with Mexican music held in late April at a downtown venue.

"It improved the traffic flow," said Garcia. "It helped motorists get to the surrounding parking facilities without going to that decision point."

City staff planned messages with simplicity in mind (don't confuse motorists). It placed message signs on streets with a maximum speed of 30 miles per hour so there's sufficient room to change lanes to head for another garage.

“What we want them to do is glance at it, know what they’re going to do and react,” Garcia said.

The parking message boards can work in tandem with electronic message boards on freeways going through the city and redirect traffic intelligently.

There are preprogrammed messages that can go on the downtown parking signs, such as information about changes to garage parking rates in the evening.

In the future, the city will take a look at “a more dynamic environment,” Garcia said, in which a staffer at the city’s traffic management center could compose messages for the third line of the signs, depending on events: gridlock, street blockages, accidents, etc.

The message boards connect via computer servers to get real-time readings from the computerized system at city parking garages, tallying the number of parking spaces available.

City staff did the foundation and conduit work for the first two signs that went on line last year. Contractors did that work for the next 11 signs this spring at a cost of \$400,000.

Another contract to install the signs, including software and a server to interact with the computers of seven city parking garages (representing 7,500 parking slots), was for \$1.3 million, Garcia said.

San José staff helped Los Angeles in planning a more ambitious electronic messaging system due to be on line by December 2010.

“We will be able to use meter technology and parking sensors on and off street to provide real-time advice,” said Amir Sedadi, assistant general manager for the Los Angeles Department of Transportation.

The city, in conjunction with Caltrans and the Los Angeles County Metropolitan Transportation Authority, will use a \$15 million grant from the federal government.

Staffers are working on federal guideline prep work now and hope to issue a request for proposals in the next couple of months.

“We will coordinate on-and off-street parking,” Sedadi said. “We will be able to do pricing to encourage people to use an off-street facility for a longer term and on-street parking for the short term. That should create turnover for the businesses.”

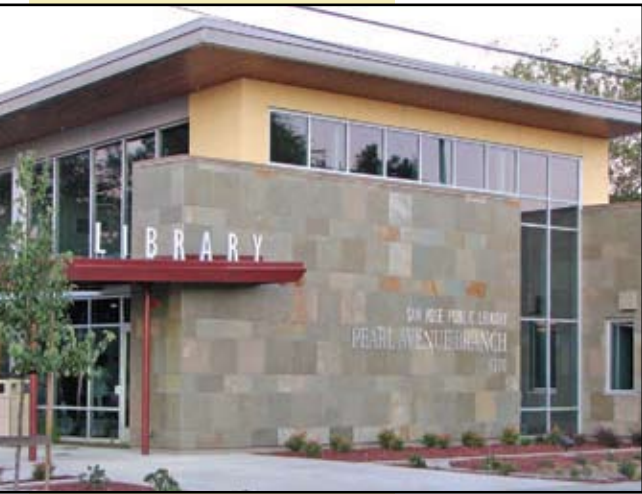
With real-time electronic readings of space use at on-street parking stations, staffers can adjust parking station prices based on the short-term demand.

In key downtown corridors, that will be a pilot project to study how parking price changes influence motorists’ behavior, Sedadi said.

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A Green and Artful Approach at Pearl Avenue Branch Library



With the opening of the Pearl Avenue Branch Library in San José, the City has become the first municipality in the United States to install permanent public art that combines photovoltaic cells and art glass in an architectural application.

Artist Lynn Goodpasture's pioneering public art piece, entitled Solar Illumination I: Evolution of Language, commissioned through the San José Public Art Program, integrates green technology and art demonstrating yet another aspect of the San José Green Vision.

San José Public Library Director Jane Light expressed her enthusiasm for the artwork and the added benefit of a first-of-its-kind project that supports the City's GreenVision: "The Pearl Branch Library artwork, which is beautiful, innovative and educational, serves this community, the Library's mission of enriching lives by fostering lifelong learning, and the mission of libraries historically."

The artist collaborated with Peters Glass Studios in the creation of an artwork that incorporates glass embedded photovoltaic (PV) cell technology that in turn powers a suspended glass LED illuminated lamp. This is the first implementation of the technology in public art in the United States.

The Pearl Avenue Branch Library art work, includes four art glass windows embedded with PV cells. The artwork's imagery explores the evolution of alphabets as the foundation of the written word. Each window contains characters in scripts that are the basis for written Latin, Russian, Vietnamese and numerous Indian languages.

As this installation explores cultural differences in the windows, the color changing lamp bridges those distinctions by celebrating what we share. Artist Lynn Goodpasture explains that Solar Illumination I: Evolution of Language links the past with the future by exploring the first writings of humankind, at the same time the art incorporates the newest applications of solar and LED technologies.

The Pearl Avenue Branch Library is located at 4270 Pearl Ave., San José, CA 95136. Library hours are Mon., 2 p.m. – 7 p.m.; Tue. – Wed., 11 a.m. – 8 p.m.; Thu. – Sat., 10 a.m. – 6 p.m.; closed on Sunday. For information, call (408) 808-3053 or visit http://www.sjlibrary.org/about/locations/pearl_ave/index.htm.



"The Pearl Branch Library artwork, which is beautiful, innovative and educational, serves this community, the Library's mission of enriching lives by fostering lifelong learning, and the mission of libraries historically."

San José City Hall Achieves LEED Platinum Certification

San José City Hall is one of the greenest buildings in town, achieving the top certification of LEED-EB Platinum from the U.S. Green Building Council. To date, no other City Hall in the United States has achieved LEED-EB Platinum, according to the U.S. Green Building Council.

“The Green Vision is a very big thing, and what it boils down to are the people,” said Dan Geiger, Executive Director of the U.S. Green Building Council, Northern California Chapter. “This building has reduced carbon emissions by 30%, which is a very significant achievement for an existing building.”

In March, the Mayor, City Council, and City Manager celebrated the achievement. City Hall is the first existing city-owned building to become LEED certified. Four new constructions have received USGBC distinction, and 18 more green developments are on the way, demonstrating the City’s commitment to the environment.



“This building has reduced carbon emissions by 30%, which is a very significant achievement for an existing building.”

A Tree-mendous Accomplishment

San José named a Tree City USA for the 27th consecutive year

For the 27th consecutive year, San José has been named a Tree City USA by the Arbor Day Foundation. The Tree City USA designation is a coveted national award showing a city’s commitment to community forestry and recognition of the benefits that trees provide towards producing a livable city.

Among the requirements for the award, cities must demonstrate on an annual basis that they have expended at least \$2 per capita towards an urban forestry program, which translates to a funding commitment from the City of more than \$1.9 million dollars. That requirement has not been in jeopardy for the City for all these decades, but due to continued budget cutbacks, especially the elimination of the City’s Tree Crew, it was a difficult year to achieve the expenditure requirement. However, the City’s investment in Our City Forest (OCF), a non-profit urban forestry partner, and their legions of Tree Amigo volunteers helped fill the void left by the City’s Tree Crew departure. OCF assists homeowners and neighborhood groups with

tree planting, young tree pruning, and community building educational activities. Their volunteer labor made the difference.

The value of this volunteer labor amounted to over \$1.5 million dollars last year (over 50% of qualifying expenditures), which put San José over the top in the funding requirement and thus allowed the City to be a Tree City USA for the 27th consecutive year. For more information, contact Arborist Ralph Mize at 277-5514.



CITY NEWS

Celebrate Earth Day Every Week at City Hall Tuesday Market



Buying farm fresh fruits and vegetables has become a lot more convenient for downtown residents, workers, and visitors, when the new farmers' market at City Hall made its debut on April 21. Tuesday Market at City Hall is scheduled from 3:00-7:30 p.m. every Tuesday until Sept. 1, on Fifth Street at San Fernando right behind City Hall.

The market features locally grown produce, unique collectible arts and crafts, and resource booths on how to live a "greener" lifestyle

by becoming energy efficient, reducing waste, conserving water and preventing pollution.

"What we're trying to create is an entertaining and informational market with resources for people who want to green up their lives," said Fil Maresca, the local event producer who is managing the market for the City. "This is a chance for people to come and see what the City is doing, what San José State is doing, and what they can do to make the world a better place."

"The focus is on sustainable, "green living" products, from washing machines to backyard gardens and everything in between," Maresca said.

All vendors are green businesses or businesses that sell green products. Tuesday Market is also sponsored by the Pacific Coast Farmers' Market Association and the San José Downtown Association, which hosts the popular noon-time Friday market at San Pedro Square. Many of the same farmers will take part in both markets.

San José State University will be a regular partner at the market, featuring different programs and educational information each week. The University's Environmental Resource Center and Club, Student Union, and Alumni Association will be at the first market.

"It's a really good opportunity for us to showcase to the local neighborhood what we do here," said Valerie Gonzales, events coordinator for the Division of University Advancement. "There have been many efforts to create a sustainable campus at San José State University. It's a perfect time to

get the word out that we're doing this to better our neighborhood and the community."

Tuesday Market will give people the opportunity to learn about City of San José's Green Vision and environmentally friendly practices such as becoming energy efficient, installing solar, reducing waste, conserving water and preventing pollution. It is a "Zero Waste" event, which means that all garbage will be recycled or reused. To support this effort, please bring your own reusable shopping bag.

By shopping locally, patrons can support the local economy and reduce the need to transport food and goods long distances, reducing greenhouse gas emissions that affect climate change.

Partners include City of San José Environmental Services Department, Metro Newspapers, San José State University, the San José Downtown Association, the San José Downtown Residents Association and other stakeholders.

