



Memorandum

TO: NEIGHBORHOOD SERVICES
AND EDUCATION COMMITTEE

FROM: Norberto Dueñas

SUBJECT: SCHOOLS/CITY COLLABORATIVE
UPDATE

DATE: May 24, 2010

Approved 

Date 6/1/10

Following are the key activities to be highlighted for this report:

RUN! Project – BRUTE LABS is a non-profit run by a small group of young volunteers using design and technology to address global challenges. BRUTE LABS received a grant from Sappi, which allowed them to bring the RUN! Program, originally piloted in 2007, to 4,500 students at 15 Bay Area schools of which there were 3,300 San José students at 11 schools that participated in RUN. The RUN! Program is about encouraging personal exercise achievements for children in elementary schools and helping communities understand the importance of fitness and a healthy diet. BRUTE LABS provides each partner school with the RUN! program in a box and supports up to 300 students. The box contains student tracking cards, tracking sheets for teachers, project plans, pamphlets for parents in English and Spanish, pedometers, 2 iPod shuffles and winner certificates. A celebration for the participating students and families will be held on Saturday, June 19th, 11am – 2pm, at Alum Rock Park (Log Cabin Area). For more information about RUN! and the participating schools, visit brutelabs.org/run or contact Ernest Azevedo at (408) 535-8119.

Traffic Safety Education – In coordination with Issues Working Group (IWG) of the Schools/City Collaborative, the Department of Transportation staff has been attending and sharing information at the weekly Principal Meetings. Upon request, the Department of Transportation (DOT) coordinates with the school administration to share the City of San José's traffic safety programs available to schools and highlight such programs as Street Smarts, raising awareness of certain problem behaviors that contribute to traffic accidents. In addition, the Franklin-McKinley Children's Initiative (FMCI) Education Committee determined that a Street Smart Program campaign around each of the schools within the FMCI area during the first few weeks of the Fall 2010 school year would be one on the groups identified 'Quick Wins' within the next six months. For more information about these activities, contact Linda Byrne at (408) 975-3238.

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Operation Safe Passage - During the week of May 10-14, the San José Police Department Traffic Enforcement Unit collaborated with the Department of Transportation and the local School Districts to increase the enforcement of traffic laws around school zones. During the morning and afternoon hours, Officers patrolled school zones in cars and motorcycles, increasing the enforcement in the targeted areas. Schools were selected by the number of complaints submitted to the Traffic Enforcement Unit (TEU) and recommendations from the Department of Transportation. The emphasis was to protect children as they go to and from school and to encourage safe driving so that children and adults who choose to walk or bike, can do so in a traffic-safe environment. During this period, Traffic Enforcement Unit (TEU) reported that the patrol units issued a total of 583 citations (86 cites for speeding, 63 for stop sign violations, 76 for seat belt/child seat violations and 358 for other violations not tracked). The Traffic Enforcement Unit (TEU) will provide a more detailed report at the next Schools/City Collaborative meeting, Wednesday, June 9th. For more information, contact Lieutenant Dave Honda at 408-277-4341 or Deputy Chief Chris Moore at 277-4715.

Franklin-McKinley Children's Initiative (FMCI) Name Change – On April 30, representatives from each Committee met for their regular monthly meeting and voted to rename the project to the Franklin-McKinley Children's Initiative (FMCI). In addition, a presentation of Asset Maps was shared by Graduate Students from the Urban and Regional Planning at San José State University. The maps include information on the following: owner occupancy, neighborhood volunteer locations, bus routes and stops, foreclosed properties, population per housing unit by census block, crime statistics and other data. The Graduate Students will continue to work with the FMCI committees over the summer and will focus on identifying family childcare and other child care providers within the school boundaries. The name change and the completion of the Asset Maps were identified as 'Quick Wins' by the FMCI Committees in the six month work plan. For more information about the FMCI activities, contact PRNS Deputy Director Angel Rios at (408) 535-3576 or Ernest Azevedo at (408)535-8119.

Kinder-Academy begins in Franklin McKinley School District – In the summer, a Kinder-Academy will run from July 19th through August 5th, Monday – Thursday (8:15 am to 11:45 am) at Santee Elementary and Success. The program has 120 children registered for the summer session. The focus of the Kinder-Academy is to prepare the children who will be entering kindergarten in the fall of 2010. The Kinder-Academy is funded in part from a \$25,000 grant from the Santa Clara County Office of Education. First 5 and Catholic Charities are working with the Strong Neighborhoods Initiative (SNI) staff for outreach. For more information about the program, contact Cindy Ho at (408) 795-1855.

Franklin-McKinley Children's Initiative (FMCI)--On February 27, the San Jose Police Department initiated a gang suppression operation of criminal street gang members associated with the FMCI area to begin to create a safe and strong neighborhood within the zone area. The investigation, which ended on April 19 and involved over 30 officers and detectives from five different divisions, resulted in 48 arrests; 17 registered sex offenders (living within the project boundaries), compliance checks; over 40 probation/parole searches; and seven fugitive apprehensions. A total of eight guns were seized, including a rifle with a high capacity magazine and a sawed-off shotgun that were seized from validated gang members residing within the zone. The recovery of these weapons has averted potential homicides and attempted murders from occurring. There were also numerous knives, switchblades and metal pipes taken into custody.

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A vehicle stop in the project area resulted in the seizure of a marijuana growth operation affiliated with a criminal street gang. In addition, the Regional Auto Theft Task Force (RATTF) conducted undercover operations in the zone to deter auto thefts; and several stolen vehicles were recovered. Members of the Traffic Unit were also utilized to provide safe passage for the students attending school in the project area. The enforcement efforts were supported by crime analysts assigned to the Crime Analysis Unit. This effort has been lauded by Franklin-McKinley School District officials and various community and neighborhood leaders in the area. For more information, contact Christopher Moore, Deputy Chief, at 277-4715.



NORBERTO DUEÑAS
Deputy City Manager

Enclosed Attachment:

A) RUN! Project Celebration Flyer



Join us to celebrate RUN!

As a special thanks to all of the people that made RUN! a success, we're hosting a celebration. Join us at [Alum Rock Park in San Jose](#) to celebrate a newfound commitment to physical activity in your community.

WHAT Celebration with free food, drinks and fun!

WHEN June 19, 2010 (11 AM - 2 PM)

WHERE Alum Rock Park
Log Cabin Area
16240 Alum Rock Ave,
San Jose, CA 95127

PARKING \$6 (we encourage you to carpool!)

RSVP Today.

Please RSVP and notify us of any dietary restrictions by June 12, 2010.

Email: run@brutelabs.org

Phone: (650) 488-3553

Web: brutelabs.org/run