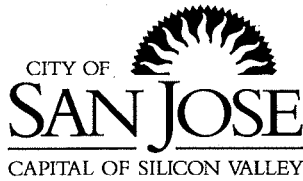


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## Memorandum

**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** Debra Figone

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

**DATE:** April 17, 2009

### INFORMATION

Following are the key activities to be highlighted this week:

***Tuesday Market at San José City Hall*** —Starting April 21 and continuing through September 1, 2009, there will be a new farmers' market every Tuesday behind City Hall (located on Fifth and San Fernando Streets), from 3:00 – 7:30 p.m. The *Tuesday Market at City Hall* will feature 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. To help celebrate the start of the market, the Somos Mayfair community theatre ensemble will provide a street theater performance featuring giant colorful puppets to illuminate the ecological crisis and action everyone can take to preserve the environment and secure our health. For more information, visit its website at: <http://www.tuesdaymarketsj.com>.

***Green IT*** —The City recently received a PG&E rebate of nearly \$25,000 as a result of the cooperative efforts of the Information Technology Department (ITD), the Environmental Services Department (ESD), and the Association of Bay Area Governments (ABAG) to reduce energy consumption through the installation of power-saving software on desktop computers. Preliminary results from a small sample group indicate potential annual energy savings per computer of 50 kWh each year, and greenhouse gas emission reductions of 68 pounds per computer each year. Based on the City's 6,000 personal computer (PC) count, ITD estimates annual energy cost savings of up to \$30,000.

***Airport Passenger Activity Drops nearly 23% in March*** —The preliminary March 2009 passenger traffic report at Mineta International Airport (SJC), showed a drop of 22.7% compared to March 2008, the largest single month decline since September 11, 2001. The rate of decline has continued to accelerate over the past six months as a consequence of severe economic recession affecting business and personal travel. Airlines continue to reduce system capacity for both domestic and international service, and the industry as a whole is forecasting at least a \$6 billion loss in 2009. Airports across the country are reporting serious declines in traffic and in revenues. In February, Oakland Airport reported a 31.4% and San Francisco International a 9.4% drop in passengers. SJC estimates that traffic for FY 2008-09 will be down about 15% compared to last fiscal year, which directly reduces revenues that support Airport operations and capital programs. For more information, contact Bill Sherry at 501-7600.

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***New Pilot Blight Reduction Program*** —In May 2009, the City will launch a pilot program in the Hoffman/Via Monte neighborhood aimed at reducing illegal dumping. The City will charge Hoffman/Via Monte multi-family property owners a one-time large item collection fee of \$55.50 on their May garbage bill to create a fund that will be used to pay the City's contracted solid waste hauler to patrol and collect illegally dumped large items. This program will be run as a one-year pilot. Blight has been a problem in this neighborhood for several years and the Neighborhood Action Coalition (NAC) has worked with the City to increase Code Enforcement patrols and plan neighborhood cleanup events. These efforts have reduced large item dumping in the community, but it continues to be a major problem. In response, an interdepartmental group composed of representatives from ESD, Code Enforcement, Redevelopment Agency and Council District 10 developed this innovative approach to reducing blight. The program was designed to share the cost equally among all property owners. Property owners were notified about the program in a letter on March 26, and they have all been invited to attend public meetings about the program on April 16. Many property owners have expressed support for the program because it proactively removes large items at a low cost, while reducing blight and code enforcement citations. For more information, contact Laura McEwen at 535-8550.

***City Collaboration Honored for Supporting Youth*** —On March 19, CommUniverCity received the *Community Values Youth Award* from Project Cornerstone. CommUniverCity, a partnership with the City, the Redevelopment Agency and San José State University (SJSU), was honored for helping the Five Wounds/Brookwood Terrace community achieve two of its priorities: creating a college-going culture for neighborhood youth and providing opportunities for youth to interact with positive adult role models. Since its inception in 2005, CommUniverCity has engaged more than 10,000 neighborhood residents and nearly 2,800 SJSU students in more than 65 neighborhood projects in the Strong Neighborhoods Initiative Area northeast of downtown. Projects included:

- Providing a safe space for gang-impacted teens to interact with adult mentors during the evening;
- Hands-on science activities in three elementary schools;
- Science projects for 168 elementary school students and their parents; and a
- Community Halloween celebration for more than 1,800 children.

Project Cornerstone brings together families, schools, community centers, faith communities and businesses to support and guide local youth. For more information, visit [www.communiversitysanjose.org](http://www.communiversitysanjose.org) and [www.projectcornerstone.org](http://www.projectcornerstone.org).

***Alum Rock Zoning District*** —On April 27, the City and Redevelopment Agency will host a community meeting to discuss and obtain feedback regarding the Draft Alum Rock Form-Based Zoning District Development Standards and associated General Plan amendments. Detailed information, including a map of the Form-Based Zoning Study Area, which includes properties on both sides of Alum Rock Avenue between King Road and Interstate 680, are available on the City's planning website at: <http://www.sanjoseca.gov/planning/zoning/default.asp>.

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***Step Up Silicon Valley*** —On April 20, Step Up Silicon Valley will launch its "Campaign to Cut Poverty." Step Up Silicon Valley is a coalition of 90 organizations representing local non-profits, social services agencies, businesses, faith-based organizations and government that have joined forces to embrace the vision that together they can reduce poverty by 50% by the year 2020. At this event, the campaign will also issue its new report titled "First Steps to Cutting Poverty in Half by 2020" and feature Leadership Team members, Mayor Chuck Reed, Congresswoman Zoe Lofgren, Bishop Patrick McGrath, Carol Leigh Hutton, United Way C.E.O. and Norm Carroll. The launch event will be held at the City Hall Rotunda at 2:00 p.m. To join the campaign or learn more, contact Terrie Iacino at 325-5132 or [tiacino@ccsj.org](mailto:tiacino@ccsj.org).

**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.

***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).

***"Neighbors in the Chambers" Training*** —One final training remains in this three-part series. Saturday, April 18: "The Effective Advocate," led by neighborhood leaders focuses on how to be an effective advocate and engage the community. All sessions are 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).

***Foreclosure Help Workshop*** —Thursday, April 23, 12:00–5:00 p.m. County Fairgrounds, 344 Tully Road, San Jose. For more information, contact Robert Lopez at 975-4402 or [robert.lopez@sanjoseca.gov](mailto:robert.lopez@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
- Cryy Out Christian Fellowship, 3167 Senter Road, 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

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

***Affordable Housing Week Events*** – Below are upcoming event dates and locations:

- ***Community by Design: Innovations in Affordable Housing*** – Wednesday, May 13, 6:00 p.m. to 8:00 p.m. at Roosevelt Community Center, 901 East Santa Clara Street, San Jose.
- ***One Paycheck Away*** – Thursday, May 14, 6:00 p.m. to 8:00 p.m. at the San Jose City Hall Rotunda, 200 East Santa Clara Street, San Jose.
- ***Foreclosure Help*** – Monday, May 18, 12:00 p.m. to 2:00 p.m. at the Roosevelt Community Center, 901 East Santa Clara Street, San Jose.
- ***Why It's a Good Time To Buy a Home*** – Friday, May 22, 12:00 p.m. to 1:00 p.m. at the San Jose City Hall Rotunda, 200 East Santa Clara Street, San Jose.

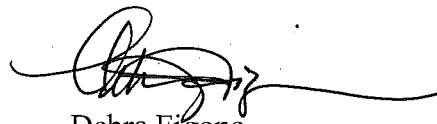
For more information on these events, contact Jacky Morales-Ferrand at 535-3855.

***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.

***Plant Master Plan Community Workshop*** —Saturday, May 16, 1:30 p.m.; Plant bus tour at 2:00 p.m.; Open house at 2:30 p.m. 700 Los Esteros Road San Jose, CA 95134. Seating is limited. Call 975-2556 to make a reservation or email [Matt.Krupp@sanjoseca.gov](mailto:Matt.Krupp@sanjoseca.gov) for more information.

***Wonders of Our Water Works Bus Tours*** — Tour the Water Pollution Control Plant and adjacent wildlife refuge to see this marvel and learn how our clean effluent protects the adjacent wildlife refuge and Bay. First and third Saturdays, May-October, 9:00-11:00 a.m., and 1:00-3:00 p.m. (exceptions for the month of July). Group tours also available first and third Thursdays at 10:00 a.m. For more information, call 975-2556 or visit <http://www.sanjoseca.gov/esd/plantmasterplan/tour-reservations.asp>

  
Debra Figone  
City Manager