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Memorandum

TO: HONORABLE MAYOR, CITY
COUNCIL, AND REDEVELOPMENT
AGENCY BOARD

FROM: Harry S. Mavrogenes
Debra Figone

SUBJECT: SEE BELOW

DATE: April 28, 2009

COUNCIL DISTRICT: 7
SNI AREA: Tully/Senter

**SUBJECT: UPDATE ON THE VIETNAMESE AMERICAN COMMUNITY
CENTER PROJECT**

INFORMATION

On September 24, 2008, an information memorandum was provided to the Mayor and City Council describing the Vietnamese American Community Center (VACC) project. With input from Council offices on various outreach efforts, community members were recruited to serve on the VACC Task Force for this project. This memorandum provides information on the Task Force selection process and an update on the project status.

Prior to the Task Force recruitment process, the City and Redevelopment Agency hired a consulting firm, VisionWork Associates, LLC, to manage the scope development aspect of the project and to gather and assess community input regarding development of the VACC. From this input, a series of recommendations regarding desired services and programs for the Center will be submitted to the City Council/Agency Board.

When the consultants were retained, the VACC project already had an existing Advisory Board that had met sporadically over the prior year. Discussions were held between staff and the consultants to review the VACC Advisory Board selection procedure, makeup and progress. Of particular concern was a significant lack of Advisory Board attendance at scheduled meetings. On advice of the consultants, staff agreed to move away from an advisory body to a working Task Force. This model fits better with gathering and assessing large-group community input into services and programs desired for the new center, proposed to be located at the Shirakawa Community Center. Since Advisory Board members were nearing the end of their one-year term of service, the consultants recommended allowing the Advisory Board members' terms to expire, and to engage in a new selection process for members of a VACC Task Force. The decision to transition from an Advisory Board to a Task Force was discussed with the Advisory Board at its August 27, 2008, meeting.

APPLICATION PROCESS:

Staff and consultants developed relevant printed materials for the application process, including Task Force Roles & Responsibilities, an application, an announcement of the opportunity to participate and media releases. All materials were provided in English, Vietnamese and Spanish. The opportunity to participate was announced at a VACC project public meeting on August 27, 2008, and on the Agency's website. Community members were given forty days to respond and the former Advisory Board members were encouraged to apply.

Application materials were made available at City Hall, the Shirakawa Community Center, other community centers throughout the City and on the Agency's website. The consultants asked staff for lists of community members and organizations to contact in an effort to further encourage participation. The consultants followed up with telephone calls, emails and one-on-one meetings. The consultants and staff issued media releases to English, Vietnamese and Spanish media outlets. This resulted in an article in the Mercury-News that brought in several applications from interested community members.

A total of thirty-two applications were received. Consultants and staff developed a rating system and a workflow process for completion of the selection process. All applications were rated by a four-person team (two staff and two consultants), with applicants' personal identification information removed to help ensure objectivity. The application solicited relevant areas of interest from each applicant. Each rater's scores were collated and averaged. To assure that the Task Force was diverse and representative of the types of services and programs that may be offered at the center, the initial rating team evaluated the pool of candidates based on the following categories of interest: youth, seniors, education, business, recreation, health care, faith-based, neighborhood, Vietnamese culture, non-profit/social services, and arts and culture. The strongest candidates from the initial screening process were then recommended for one-on-one interviews.

Twenty-five of the thirty-two applicants were selected for interviews. The consultants placed a heavy emphasis on recommending candidates who, through the interview process, displayed a propensity for thoroughly understanding the need to facilitate community input and build consensus among the community for the Center's vision, goals and priorities. City Manager's Office and Redevelopment Agency staff finalized the selection and twenty-one applicants were selected to serve on the Task Force; the list of selected members, including the members' areas of interest, is attached. Those applicants not chosen for service on the Task Force were offered other roles within the project, especially during the community input sessions. A letter from staff was sent to all applicants indicating the results of the selection process.

TIMELINE:

Since the conclusion of the interviews, staff and the consultants spent the months of January and February 2009 conducting additional community outreach regarding the project. This allowed staff to disseminate more information and solicit more participation on the project.

The Task Force held an all day kick-off meeting on April 18, 2009, at the Shirakawa Community Center. The purpose of the meeting was to help the Task Force members better understand the project goals and their roles and responsibilities. The members were also engaged in various team building exercises. The Task Force members came to the event energized and ready to work. At the end of the meeting, the task force members had a clearer perspective of the mission and each expressed their commitment to the project.

The next steps for the Task Force include organizing the community input process, implementation of the outreach, communication, invitation strategies, and scheduling of the community gatherings to take place from the spring through summer 2009. The Task Force will gather input and develop its recommendations in fall 2009. Draft recommendations will be reviewed by the community in late fall 2009 and the final recommendations will be presented to the Council/Agency Board by winter 2009.

Following the Council's/Board's acceptance of the recommendations, an operational plan for the Center will be developed. This will include identification of funding mechanisms for facility operations as well as a facility operator. Once a preliminary operational plan has been developed, an architect will be selected to design plans for remodeling the current facility. The current programs at the Shirakawa Community Center will relocate to the new Seven Trees Community Center and Library, which is currently under construction. Remodeling of the Shirakawa Community Center could occur after funding for the facility's operational plan is identified and budgeted.



HARRY S. MAVROGENES
Executive Director



DEBRA FIGONE
City Manager

**Vietnamese American Community Center
Task Force Members**

Name	Areas of Interest										
	Youth	Seniors	Local Schools & Education	Local Business	Recreation	Health Care	Faith Based Organizations	Local Neighborhood Interests	Vietnamese Culture & Interests	Non Profit/ Social Services	Arts & Culture
Lien Cao	X		X			X				X	
James Dinh	X				X			X			
Bryan Do				X					X	X	
Dac Doan		X			X						
Dan Hoang		X	X					X		X	
Dennis King				X				X		X	
Thuy Le	X		X							X	
Hung LeDang	X								X	X	
Michele Lew	X	X				X				X	
Don Long	X		X						X	X	
Cherry Nguyen	X								X	X	X
Dinh Nguyen	X		X						X	X	
Hieu Nguyen	X	X			X					X	
Thuy Nguyen	X		X						X	X	
Vuong Nguyen		X							X	X	
Mylinh Pham	X	X							X	X	
Tina Pham	X	X				X				X	
Martin Renteria					X	X		X		X	
Lynne Tran	X		X			X			X		
Quyen Vuong	X						X			X	
Clark Williams	X					X		X		X	