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# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Albert Balagso

**SUBJECT:** COMMUNITY CENTER  
REUSE UPDATE

**DATE:** 08-30-10

Approved

Date

8/31/10

## INFORMATION

During the 2010-2011 budget process, 22 Community Centers initially proposed for closure had operational funding restored for a single year, and staff was directed to utilize this one-time funding period to pursue reuse partnerships for those sites. Also within the budget process, the City Council adopted the City Manager's Budget Addendum (MBA) #11 (PRNS Community Center Recommendations for 2010-2011), approving a list of the "highest-needs" centers and associated indicators to be utilized in future Community Center Reuse processes. The adopted list of five highest-needs satellite community centers included Alviso, Alum Rock, Gardner, Starbird, and Washington United. Subsequently, staff was further directed by City Council to add the Alma Youth and Senior Center to the highest-needs list.

In addition to these budget actions, on June 15, 2010 City Council adopted a resolution to amend Council Policy 7-12 (Community Center Reuse) streamlining the process utilized to seek and secure alternative service providers for community centers. Information in this memo provides more detail to the Council on the upcoming steps that will be utilized to identify alternative service providers for these community centers, and the outreach process which the department has already initiated with key stakeholders.

### 2010-11 Community Center Request for Interest (RFI)

Consistent with Council direction in MBA #11, a Request for Interest (RFI) will be released in a two-phased process to identify and secure Reuse partnerships that can partner with the City to keep the centers open. Phase 1 includes the release of the RFI on September 1, 2010 for the first six "high-need" sites. Phase 2 will include the release of an RFI no later than November 2010, for the remaining 16 sites.

The RFI will incorporate a simple one-page interest application and the amendments to the Reuse Policy (City Council Policy 7-12) adopted on June 15, 2010, Item 5.1. The Reuse Policy amendment's key highlights are:

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- Suspend competitive evaluation requirements under Policy 7-12 (Reuse) for 12 months and allow staff to instead follow the provisions of San José Municipal Code, Title 4, Chapter 4.12.235, "Unique Services Purchases."
- Revise the Policy 7-12 Priority-Use Evaluation Criteria previously used to select Reuse partnerships. The revised criteria allow a broader range of programs, subject to the approval of the Parks, Recreation and Neighborhood Services (PRNS) Director.
- Allow qualified for-profits to compete for Reuse sites, and allow for the application of market rate facility rental fees and full or partial cost-sharing of maintenance and utility facility expenses commensurate with the square footage used.

The projected RFI timetable is as follows:

|                      |  |
|----------------------|--|
| September 1, 2010    | Phase 1- RFI released  |
| September 6-10, 2010 | Facility tours   |
| September 8, 2010    | Non-mandatory information meeting  |
| September 30, 2010   | Proposals due by 5:00 p.m.   |
| October 1, 2010      | Proposers evaluated with Reuse Advisory Task Force and community input; negotiations initiated |
| October-January 2011 | First phase move-in begins   |
| November 4, 2010     | Report to Neighborhood Services & Education Committee  |
| November 2011        | Phase 2- RFI projected release   |

As noted in the Manager's Budget Addendum #11, two of the top ranked sites accommodate some provision of services that will continue, and in total, six of the 21 sites contain service providers who are already delivering services and where strong partnerships with the City exist. The City will pursue agreements with those prospective users to continue those services in the phase 2 process. On May 14, 2010 Councilmember's Budget Recommendation #2 added the Alma Youth and Senior Center to the list of sites serving the "highest-needs" populations. Furthermore, staff applied the high-need criteria and determined that the Alma Youth and Senior Center would rank 5 on the list. The Reuse sites, RFI process phase, highest need ranking, and the prospective uses are as follows:

| Phase | Rank | Proposed Reuse Sites           | CD | Prospective Uses   |
|-------|------|--------------------------------|----|--|
| 2     | 1    | Shirakawa Community Center     | 7  | Vietnamese Community Center, The M.A.R.C. Transition Center, Franklin McKinley School District |
| 2     | 2    | McKinley Neighborhood Center   | 3  | Strong Neighborhoods Initiative<br>CommUniverCity San Jose                                     |
| 1     | 3    | Alviso Youth Center            | 4  | Reuse  |
| 1     | 4    | Alum Rock Youth Center         | 5  | Reuse  |
| 1     | 5    | Alma Youth and Senior Center   | 3  | Reuse  |
| 1     | 6    | Gardner Community Center       | 3  | Reuse  |
| 1     | 6    | Washington United Youth Center | 3  | Reuse  |
| 1     | 7    | Starbird Youth Center          | 1  | Reuse  |

|   |    |                                 |    |  |
|---|----|---------------------------------|----|--|
| 2 | 8  | Hoffman/Via Monte               | 10 | Strong Neighborhoods Initiative                                |
| 2 | 9  | Erickson Neighborhood Center    | 9  | Reuse  |
| 2 | 10 | Almaden Winery Community Center | 10 | Reuse  |
| 2 | 11 | West SJ Community Center        | 1  | Strong Neighborhoods Initiative/<br>San José Police Department |
| 2 | 12 | Millbrook Community Center      | 8  | Reuse  |
| 2 | 12 | Moreland West Community Center  | 1  | Reuse  |
| 2 | 13 | Noble House                     | 4  | Reuse  |
| 2 | 13 | Noble Modular                   | 4  | Reuse  |
| 2 | 14 | Paul Moore Neighborhood Center  | 9  | Reuse  |
| 2 | 15 | Kirk Community Center           | 9  | Reuse  |
| 2 | 16 | Calabazas Neighborhood Center   | 1  | Reuse  |
| 2 | 17 | Berryessa Youth Center          | 4  | Reuse  |
| 2 | 17 | Vista Park Neighborhood Center  | 10 | South San Jose Softball League<br>Contract                     |
| 2 | 18 | River Glen Neighborhood Center  | 6  | Lincoln Glen Little League<br>Contract                         |

### **Outreach to Impacted Neighborhoods, Non-Profit and For-Profit Organizations**

The PRNS Property Management Team will use various sources to advertise the RFI solicitation during both phases of the RFI including, but not limited to, the following resource lists:

- Mayor and City Council community lists
- Silicon Valley Council of Nonprofits mailing lists, including the 52 interested Reuse survey respondents
- United Neighborhoods of Santa Clara County
- United Way of Silicon Valley
- Strong Neighborhoods Initiative NACs
- Community Center Reuse Property Management Team database of over 80 providers that indicated facility interest
- City of San Jose RFP Depot
- Community newspapers
- Existing Reuse community center users
- Posting of RFI on PRNS/Reuse website
- San José Chamber of Commerce
- Various minority Chambers of Commerce
- U.S. Small Business Administration - San Francisco Region
- Silicon Valley S.C.O.R.E.
- Local MBS/WBE Resource Lists

Although the recently streamlined Reuse selection process does not require staff to hold community meetings, meetings are scheduled with impacted stakeholders in communities that may benefit from additional dialogue and engagement. Staff has also engaged various other stakeholders, including

the Silicon Valley Council of Nonprofits, to participate in the Community Center Reuse Advisory Task Force. This will formalize their continued involvement in helping to secure non-profit partners in a manner consistent with Mayor and City Council direction.

Initial community meetings took place on Wednesday, August 11, and Thursday August 12, at the Gardner Community Center and Alum Rock Youth Center, respectively. In addition, staff will be meeting with Alma, Washington United, Alviso, and Starbird stakeholders. These meetings are to explain the RFI process and engage community members in the RFI screening and selection process.

**Community Center Reuse Advisory Task Force**

The Community Center Reuse Advisory Task Force will initially meet twice monthly and serve as a sounding board on information gathered and analyzed, and subcommittee members will help staff evaluate RFI proposers. The Advisory Task Force members comprise a wide cross section of the community. The members include representatives from:

- Disability Advisory Commission
- Neighborhoods Commission
- Parks and Recreation Commission
- Senior Citizens Commission
- Youth Commission
- Silicon Valley Council of Nonprofits
- Strong Neighborhoods Initiative
- School District Representatives (Alum Rock, Alviso, Moreland)
- People Acting in Community Together (P.A.C.T.)
- Working Partnerships, USA
- United Neighborhoods of Santa Clara County
- Impacted community representatives

In conclusion, PRNS will continue to value community engagement and transparent processes in meeting the City Council's direction to implement the Community Center Reuse strategy. Accordingly, the PRNS Director will continue to update the Mayor and City Council as the process unfolds.

Our goal is to work with impacted communities, the Advisory Task Force, schools, and other stakeholders to identify alternative providers for all 22 Reuse facilities before the expiration of funding for these sites in June 2011.

/s/

ALBERT BALAGSO  
Director of Parks, Recreation and  
Neighborhood Services

For questions please contact Angel Rios, Deputy Director, at 408-535-3576.