



# Memorandum

**TO:** MAYOR REED

**FROM:** Councilmember Sam Liccardo

**SUBJECT:** VOLUNTEER OFFICE

**DATE:** May 23, 2012

Approved

Date

5-23-12

## RECOMMENDATION

That the following recommendation be enacted.

### Proposal

Program/Project Title: Volunteer Office

Amount of City Funding Required: \$88,733.00 (or \$67,233 with redeployment of DOT truck scheduled for replacement – see page VIII - 305)

Fund Type: Integrated Waste Management Fund and General Fund (Essential Services Reserve)

#### Anticipated Outcomes:

Many community members have urged that we better leverage the energies of our volunteers, particularly as the City has suffered cuts to critical services. Unfortunately, our ability to facilitate volunteering has also shrunk with the City's workforce. At neighborhood cleanups, for example, some community leaders complain that there are no City staff available to call on a Saturday to pick up garbage bags collected by volunteers, or to distribute graffiti abatement toolkits. Others ask why we can't better leverage volunteers to assist with senior transportation, or to serve as crossing guards. Still more ask why there is no single "point of contact" to help interested volunteers find a program which suits their talents and passions across departments, whether it's Libraries, DOT, Code Enforcement, or PRNS.

Too often, the challenge of identifying and managing volunteers falls on already-overburdened staff who lack the time to strategically think about how we can best use the talents of our own community. The demise of The Volunteer Center in 2010, moreover, leaves us without a CBO tasked to encourage and coordinate volunteers in San Jose.

I propose an initiative to boost volunteerism in San Jose, leveraging a small increase in staff in the City Manager's Office, a dedicated vehicle, the development of effective use of on-line social media, including a one-stop website for all prospective volunteers. To the extent that our volunteer work facilitates the disposal of trash (through neighborhood cleanups), yard waste (through park beautification efforts), or used furniture commonly left on the street or sidewalks, we can rely on the Integrated Waste Management Fund as a funding source.

This recommendation would entail increasing the position of Volunteer Coordinator from .75 FTE to 1 FTE, and adding two .5 PT Recreation Leaders. It also includes the procurement of a light duty pick-up truck, purchasing and installation of software capable of creating a central volunteer information and registration website, and marketing of the volunteer program website on established social media outlets such as Facebook.

The two Recreation Leaders will assist in the recruitment, training, and management of volunteers. The procurement of a light duty pick-up truck would be used to haul supplies and equipment to volunteer events and functions, pull the 12' enclosed Adopt-A-Park tool trailer, and pick-up and dispose of the waste collected at community "clean-ups" and other anti-litter events. "Volunteer Reporter" software will recruit volunteers on-line, provide a calendar with volunteer events, provide requirements for volunteering, and most importantly, provide easy on-line registration.

**Funding Source**

Program/Project Title: Volunteer Office

Amount of City Funding Change: \$88,833.00 (or \$67,233 with redeployment of DOT truck already scheduled for replacement – see page VIII - 305)

Fund Type: Integrated Waste Management Fund (423 – from the \$12.8 million Ending Fund Balance), and General Fund (Essential Services Reserve)

Anticipated Outcomes: Requested funding changes would affect benefits or services for San José residents, businesses, community groups, etc., as described below: This recommended funding change would enable the City to better utilize and encourage the investment of volunteer time, talents, and energy.

Department or Organization: Parks, Recreation and Neighborhood Services, and City Manager's Office

Department or Organization Contact:

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This change is:

One-time       Ongoing

The City Service Area to which the change best relates:

- Community and Economic Development Services
- Environmental and Utility Services
- Neighborhood Services
- Public Safety
- Strategic Support
- Transportation and Aviation Services