

City of San José Youth Commission

Monday, October 28, 2024
6:30 PM



**Youth
Commission**
CITY OF SAN JOSE

I. CALL TO ORDER & ORDERS OF THE DAY

A. ROLL CALL

II. CONSENT CALENDAR

- A. Approve October 28, 2024 Agenda
- B. Approve September 23, 2024, Attendance
- C. Approve September 23, 2024, Meeting Minutes
- D. Retroactively approve the Youth Commission Blue Zones Project Support Letter.

III. PUBLIC RECORD

IV. OPEN FORUM

(2 MINUTE OF SPEAKING TIME IS AVAILABLE)

2_m 00_s



V. DISCUSSION/ACTION ITEMS

**A. INFORMATIONAL: BEAUTIFYSJ
NEIGHBORHOOD BLIGHT
REDUCTION STATUS REPORT (A.
BAILEY, H. MORALES, J.
MARCIL)**



BeautifySJ Neighborhood Blight Reduction Annual Report

October 28, 2024

Youth Commission

PRESENTERS

Olympia Williams, Interim Deputy Director

Aurelia Bailey, Interim Division Manager

Hilda Morales, Program Manager

Jamie Marcil, Program Manager

Department of Parks, Recreation and Neighborhood Services

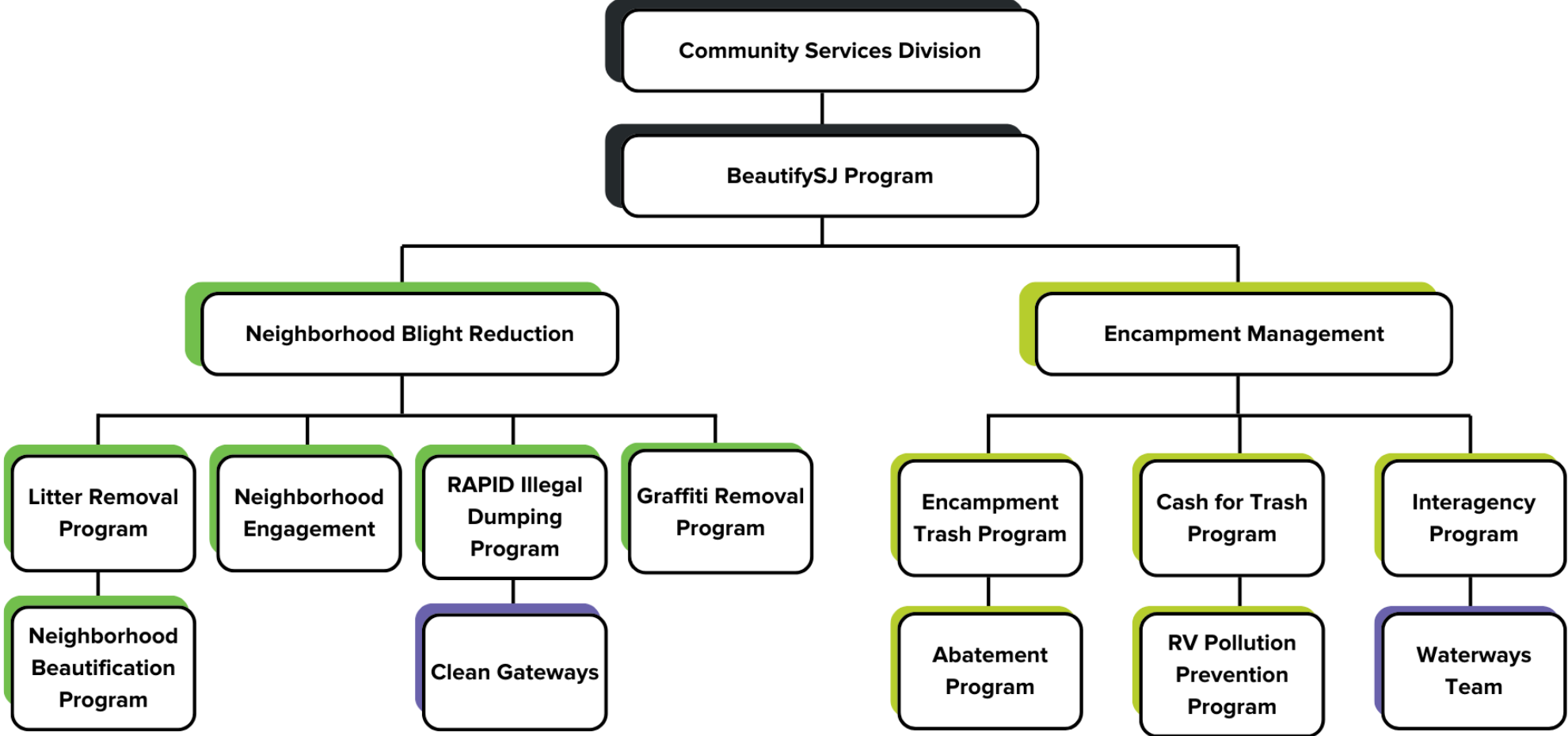


AGENDA

- **BeautifySJ Expansion**
- **Three Es Approach to Blight**
- **2023-2024 Program Accomplishments**
- **Looking Forward**



BeautifySJ Expansion



THREE Es APPROACH TO BLIGHT



Since its initial launch over six years ago, the BeautifySJ initiative the City's investment in blight reduction services resulted in major increases in the eradication of graffiti, illegal dumping, and litter focused on public spaces.

Cities and Counties that use this approach:



Alameda County



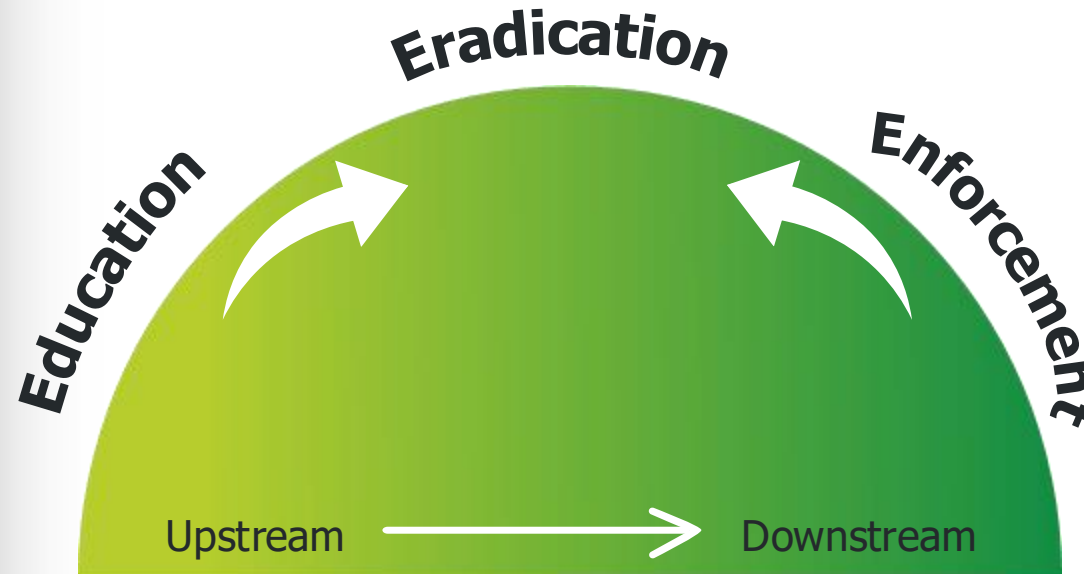
San Mateo County



Contra Costa County



City of Los Angeles

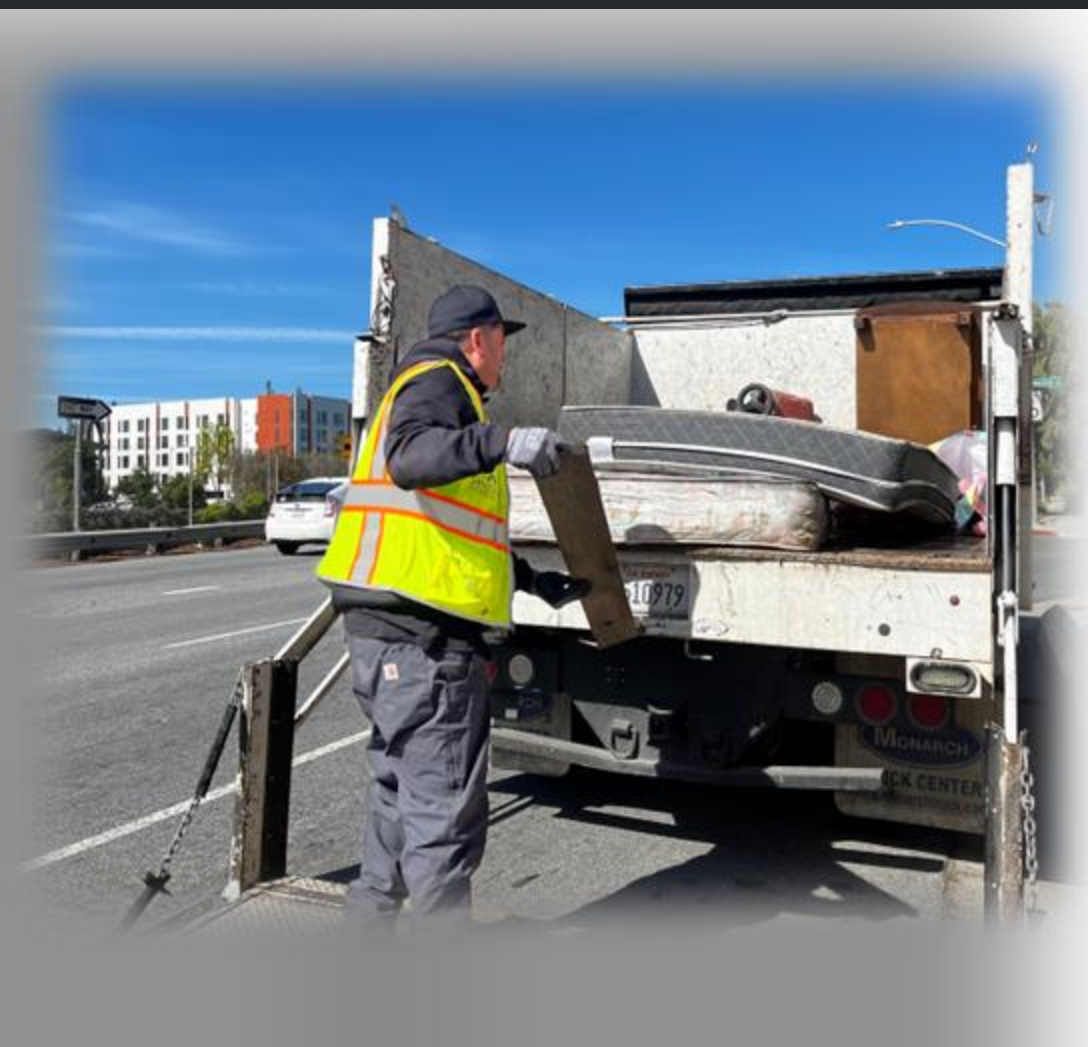


2023-2024 ERADICATION EFFORTS

- 12,642,000 million pounds of trash from the City's public spaces
 - 33% increase from FY22-23
- 2,994,859 square feet of graffiti eradicated
 - 3% increase from FY22-23
- 7 Mural projects completed since 2018
 - including 116 individual art pieces
- 1,704 incidents on private properties addressed
- Hosted 152 Dumpster Day events can collected 1,462 tons of debris
 - 58% from previous years



2023-2024 ERADICATION EFFORTS



- 311 app report increase compared to FY22-23
 - 21% increase in illegal dumping reports
- RAPID cleared 9,500,500 pounds of debris
 - 35% increase in trash/debris collected compared to FY22-23
- 10,243 work orders completed, on par with FY22-23 efforts
- Reimbursed \$93,692 from 6,264 recycle mattresses
- 17,648 volunteers collected 907,965 pounds of trash/debris
- 32,488 volunteer hours
- 36% increase in volunteer participation

KEY PARTNERSHIPS



- Caltrans, California Department of Transportation
- Creek Cleanup Partners
 - Southbay Clean Creeks Program
 - Keep Coyote Creek Beautiful
 - Trash Punx
- County of Santa Clara
- Union Pacific Railroad
- Valley Water
- SJ Earthquakes - 3 Year Partnership

EDUCATION/ #BSJPROUD



- Engaged 74 schools with over 7,400 students
- BeautifySJ is finalizing contracts for the following out of home (OOH) advertisements:
 - Two mall ads at Eastridge Mall
 - 25 Transit shelter ads across San José
 - 50 VTA bus tail ads circulating San José routes
- In 2024, BeautifySJ signed a three-year partnership contract with the San Jose Earthquakes
 - In-stadium advertisements with a reach of 18,000 spectators per game
 - Tabling activations and one community outreach event per year

ENFORCEMENT ACTIONS

- BSJ has no dedicated enforcement resources; works with Code Enforcement
- Enforcement issues citations for illegal dumping
- Since October 2016, 236 citations issued
- 8 cameras to record illegal dumpers
- Reportdumpers@sanjoseca.gov
- Over 300 No Illegal Dumping signs installed

LOOKING FORWARD FY24-25

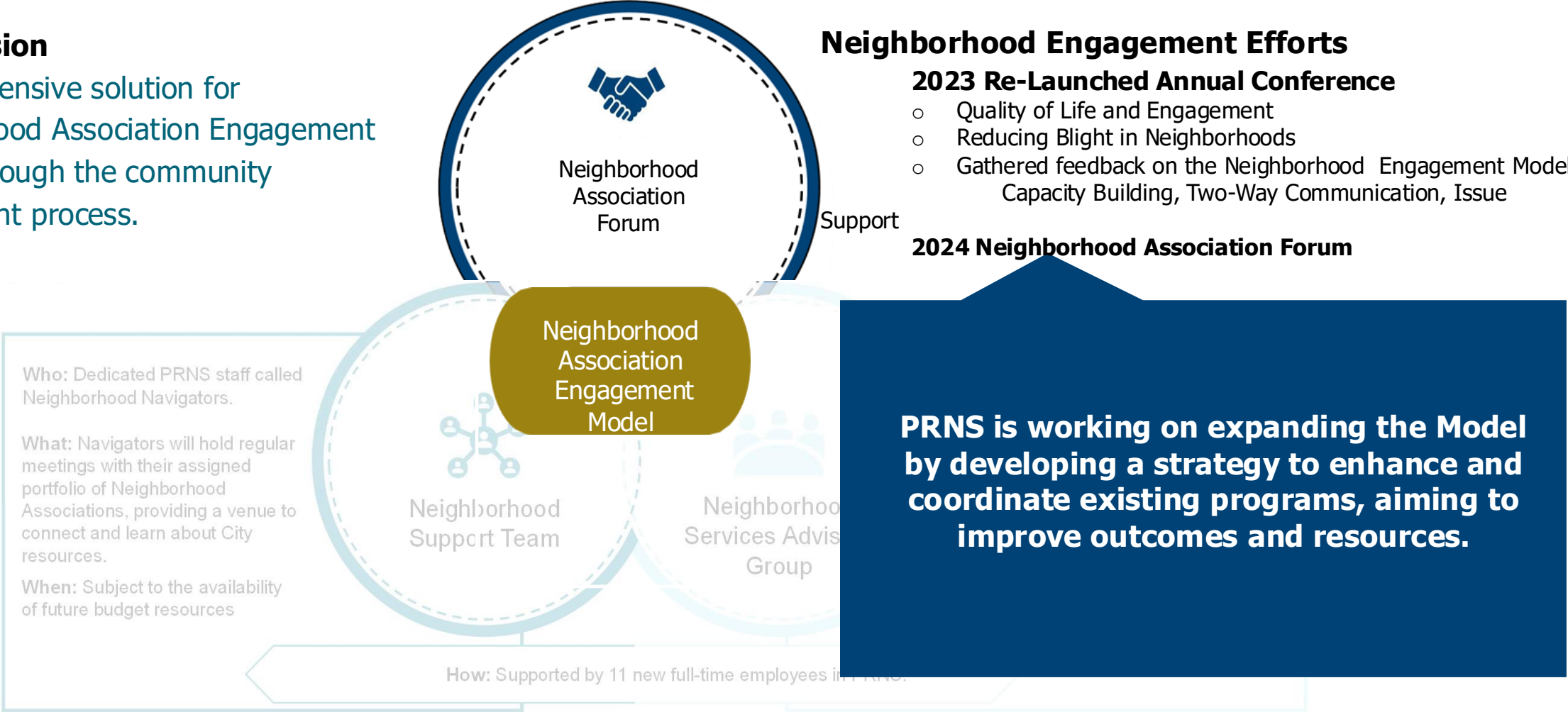
BeautifySJ Neighborhood Blight Reduction program is a core operation in the Cleaning Up Our Neighborhoods Focus Area .



ENGAGEMENT STRATEGY

Model Vision

A comprehensive solution for Neighborhood Association Engagement shaped through the community engagement process.





Annual Neighborhood Conference

SAVE THE DATE! _____

WHEN?
SATURDAY
OCTOBER 26, 2024
8 A.M. - 2 P.M.

WHERE?
CITY HALL
ROTUNDA
200 E Santa Clara St, San Jose,
CA 95113



THANK YOU!

MAYOR MATT MAHAN

CITY COUNCIL

CMO – BUDGET OFFICE

PRNS - PARKS DIVISION

DOT – HEAVY EQUIPMENT TEAM

DOT - VEHICLE ABATEMENT PROGRAM

ESD - WATERSHED PROTECTION TEAM

PBCE – CODE ENFORCEMENT

PW – FLEET TEAM

SAN JOSE POLICE DEPARTMENT

NEIGHBORHOOD ASSOCIATIONS

CALTRANS

COUNTY OF SANTA CLARA

VALLEY TRANSIT AUTHORITY

**GUADALUPE RIVER PARK
CONSERVANCY-SAN JOSE WALLS**

GRAFFITI PROTECTIVE COATINGS

KEEP COYOTE CREEK BEAUTIFUL

SJ CONSERVATION CORPS

DOWNTOWN STREETS TEAM

SOUTHBAY CLEAN CREEKS COALITION

THE TRASH PUNX

UNION PACIFIC RAILROAD

VALLEY WATER DISTRICT

AND LAST BUT NOT LEAST, THE BSJ TEAM!



BeautifySJ Neighborhood Blight Reduction Annual Report

October 28, 2024
Youth Commission

PRESENTERS

Olympia Williams, Interim Deputy Director
Aurelia Bailey, Interim Division Manager
Hilda Morales, Program Manager
Jamie Marcil, Program Manager

Department of Parks, Recreation and Neighborhood Services



Agenda Item



2m 00s

Code of Conduct

- Comment on the specific agenda item topic only
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**B. INFORMATIONAL: EDUCATION
STRATEGY ANNUAL REPORT (V.
KILAMBI)**

Education & Digital Literacy Strategy

Youth Commission
October 28, 2024

Background

Education & Digital Literacy Strategy

Adopted by City Council in May 2018



Educational Attainment Areas or Planks



Early Education

Entering Kindergarten
Ready to Learn &
Succeed



Expanded Learning

Expanding Education
Beyond the School
Day



College and Career Pathways

Meaningful Opportunities on
Pathways to Self-Sufficiency



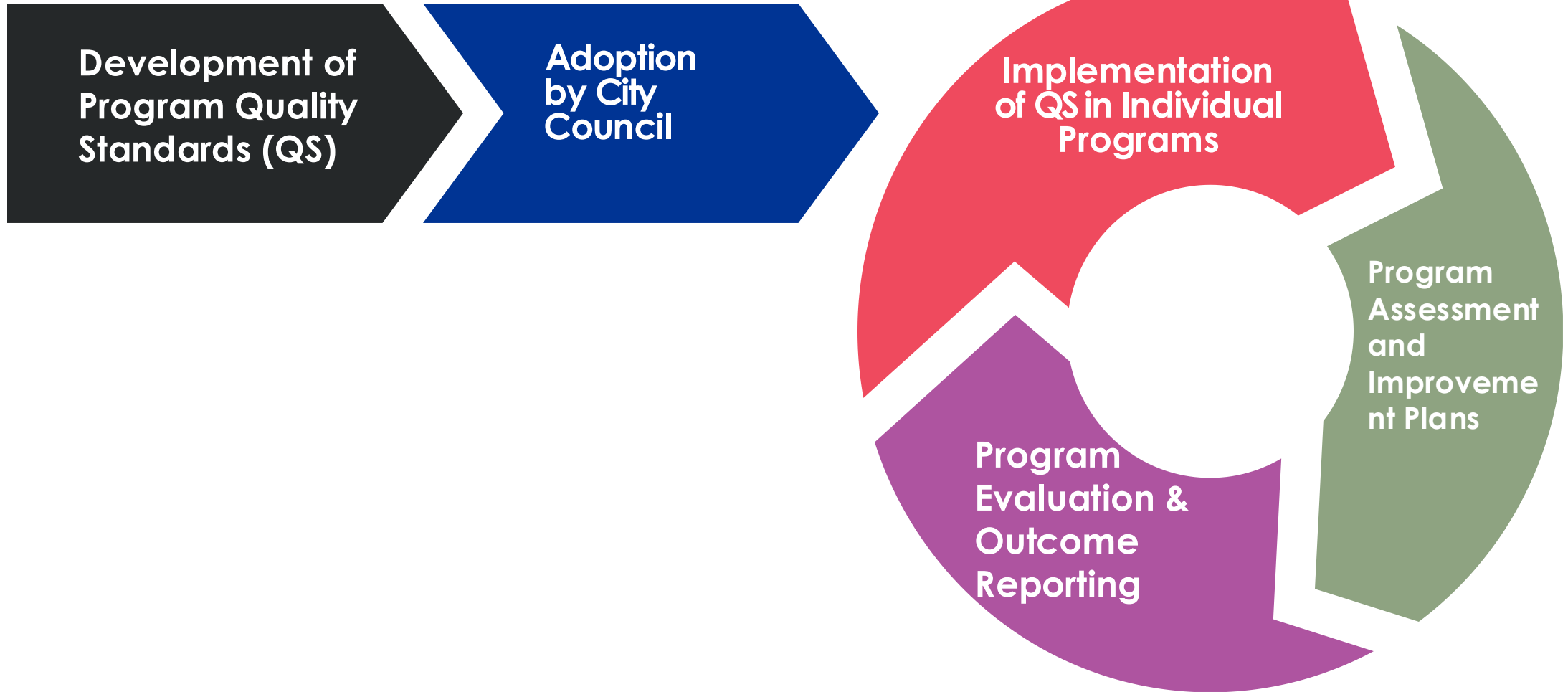
Digital Literacy

Access, Affordability,
and Adoption



Education Policy Approved by City Council February 2020

Quality Improvement Process





Early Education

QS Adoption

March 26, 2019

QS Implementation

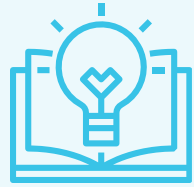
Spring 2024

Assessment & Improvement Plans

At Standard - Proficient
Identify Strengths
Plan Growth Areas

Evaluation & Outcomes

Utilize caregiver
feedback Program
quality
Reading readiness
Social/emotional readiness



Expanded Learning

QS Adoption

May 17, 2019

QS Implementation

Summer 2024

Assessment & Improvement Plans

At Standard –
Advanced CA State
Requirements
Identify Promising Practices

Evaluation & Outcomes

External Evaluator Reports
State Quality Reporting
Data Partnerships with
Schools



College and Career Pathways

QS Adoption

December 1, 2020

QS Implementation

Summer 2024

Assessment & Improvement Plans

Emerging –
Advanced Growth
Plans Citywide
Expansion

Evaluation & Outcomes

Skills Developed
Certifications/Diplomas
Achieved
Jobs Attained



Digital Literacy

QS Adoption

May 19, 2020

QS Implementation

IN PROGRESS

Assessment & Improvement Plans

Digital Inclusion Fund
Program
Implementation
(Transition in 2023)

Evaluation & Outcomes

Fold into Digital Equity &
Empowerment Priority



Program Status & Outcomes

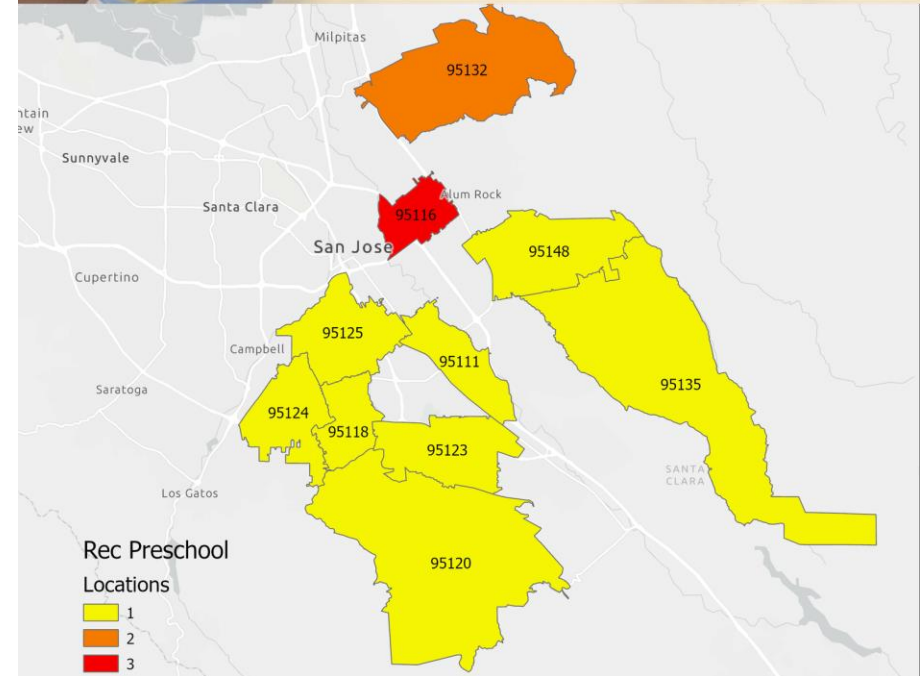
Early Education

SAN JOSÉ RECREATION PRESCHOOL

Quality Standards Proficient
13 Program Sites
360 Participating Children

Program Outcomes

- 68%** of parents/caregivers said their child had a positive relationship with SJ Recreation Preschool Teachers
- 35%** of parents/caregivers said their child was more actively engaged in healthy recreation activities because of their participation in SJ Recreation Preschool
- 57%** of parents/caregivers said they felt SJ Recreation Preschool helped prepare their child to do better in school

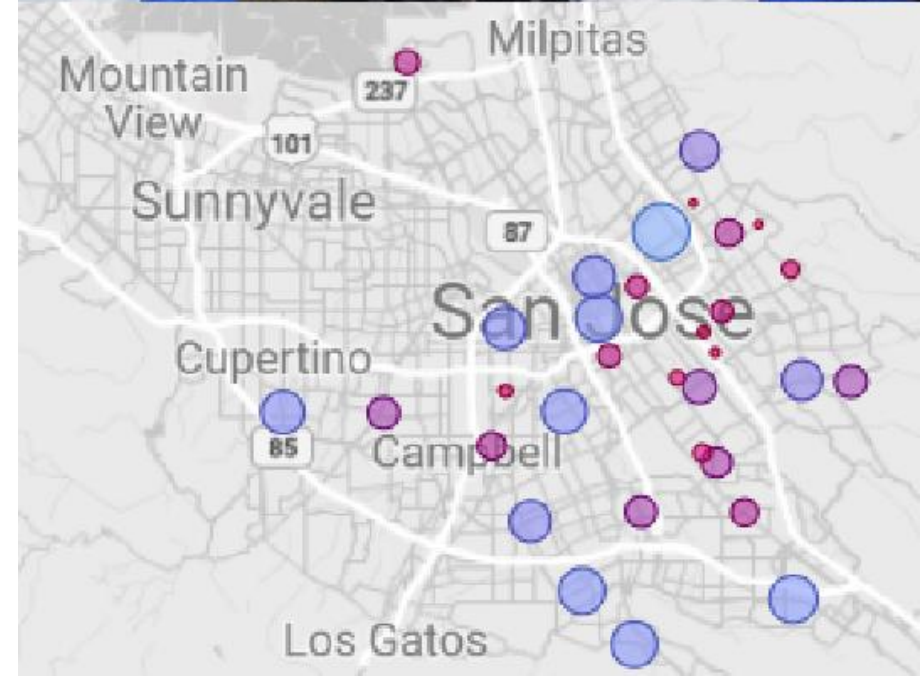




Quality Standards Proficient
2,063 Programs
64,766 Attendees

Program Outcomes

- 88%** of caregivers reported more quality literary experiences
- 93%** of caregivers reported a clear understanding of how to prepare their children for kindergarten after participating
- 94%** of participating caregivers felt supported within the Early Education community
- 100%** of participants reported being aware of more opportunities throughout the day to support their child's learning



Expanded Learning

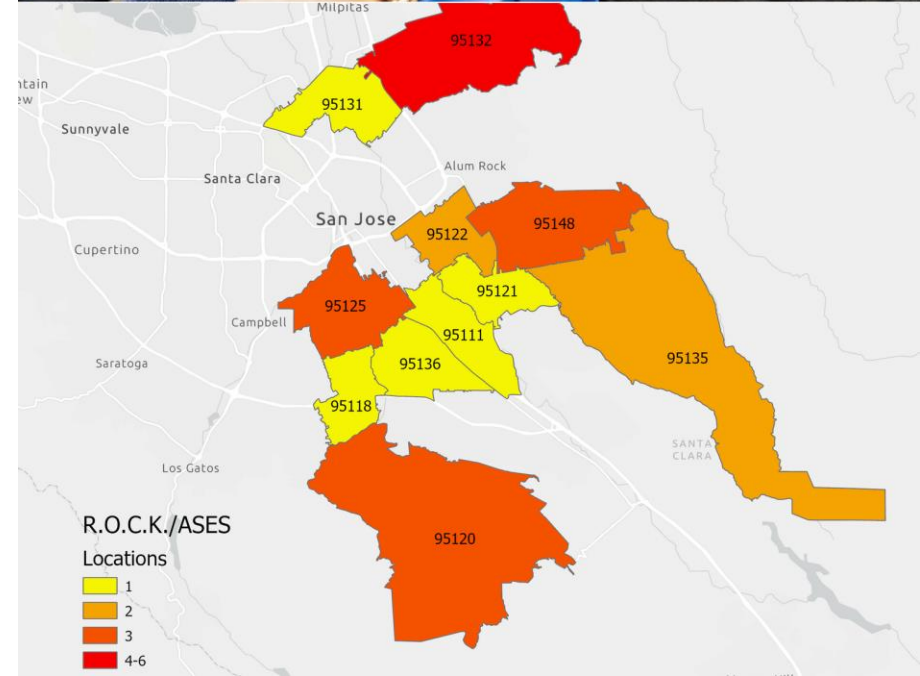


Quality Standards Meets Standard
26 Program Sites
3,151 Participants

Program Outcomes

76% of respondents reported that their child is more actively engaged in healthy recreation activities

73% of respondents reported that children are more encouraged to eat healthy foods and drink healthy beverages



Expanded Learning

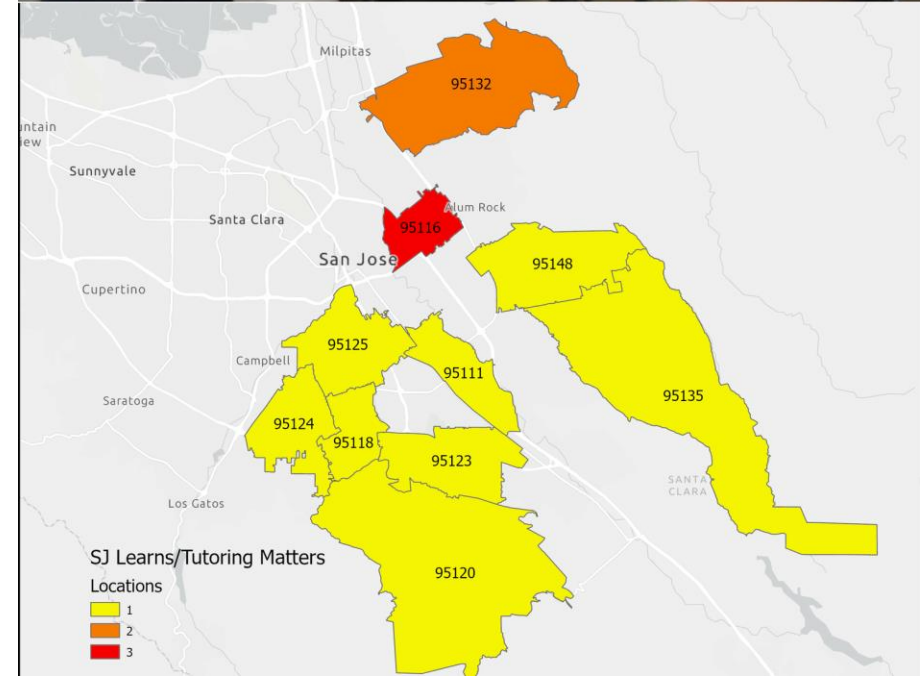


Quality Standards External Evaluation |
November 2024
7 Grants Awarded*
1,496 Participating Children

Program Outcomes

- 85%** of students with both fall and interim ELA assessments demonstrated growth.
- 32%** About one-third of students moved up one performance band between fall and winter
- 78%** of students with both fall and interim math assessments demonstrated growth

* Includes Tutoring Matters

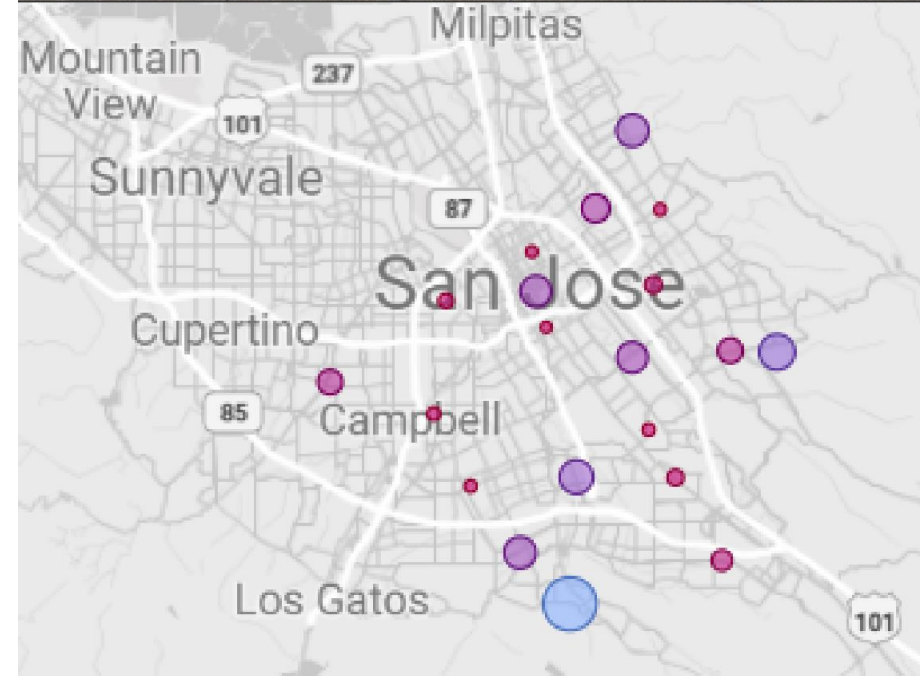




Quality Standards Advanced
 57 Adult Learners Served
 98% Identify as BIPOC

Program Outcomes

- 28** Graduates with HS diploma + Career Certificate
- 191** Cumulative graduates
- 74%** Graduation rate
- 77%** of graduates said they were interested in pursuing college after completing the COHS



College & Career Pathways

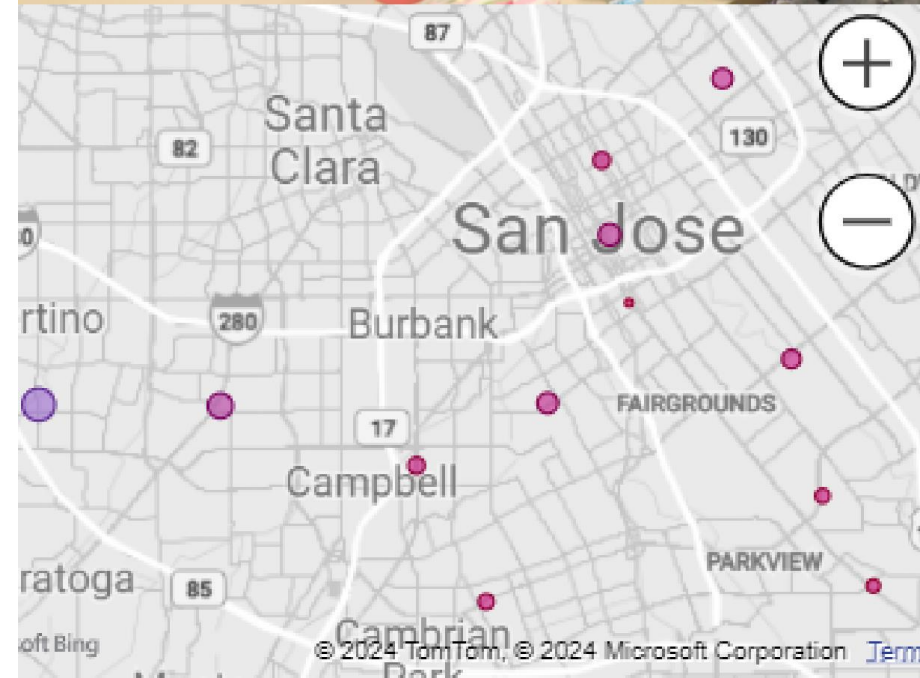
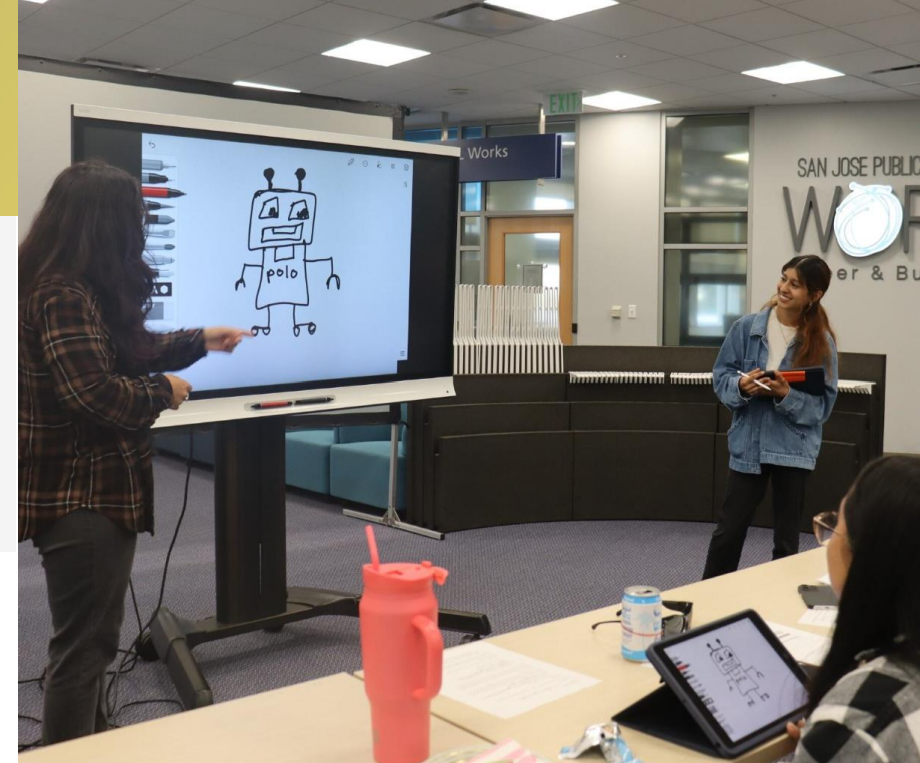
San José Public Library RESILIENCE CORPS LEARNING PATHWAY

Quality Standards Advanced
 50 Program Participants
 96% Identify as BIPOC

Program Outcomes

42 Participants completed the program

21,172 Hours served supporting students in expanded learning programs



College & Career Pathways

Parks, Recreation
& Neighborhood Services
**RESILIENCE CORPS
CLIMATE CHANGE
PATHWAY**

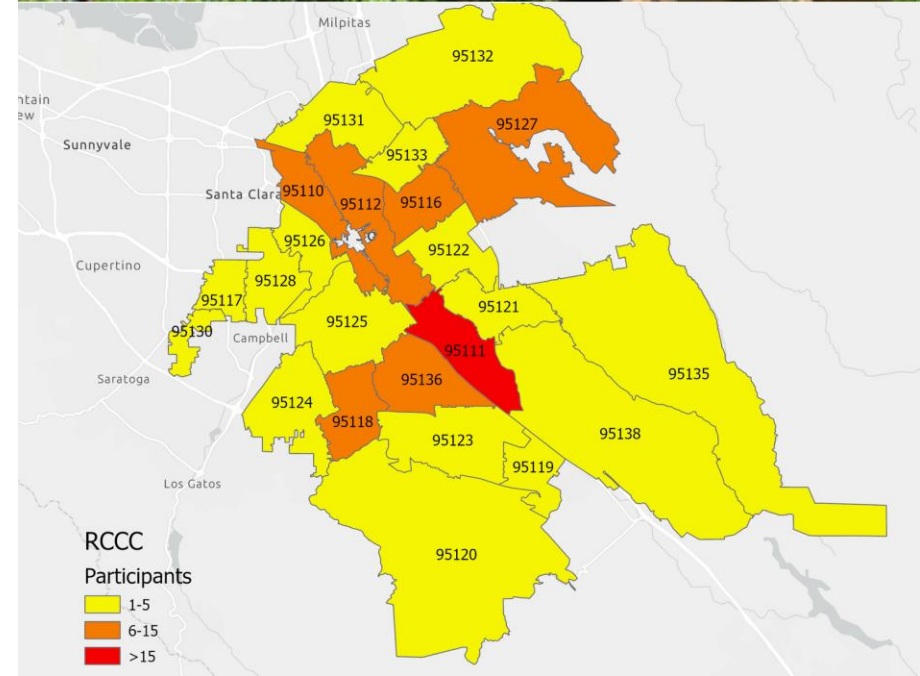
Quality Standards Advanced
152 Program Participants
91% Identify as BIPOC



Program Outcomes

110 Participants completed the program

133,904 Hours served supporting climate resilience and sustainability projects

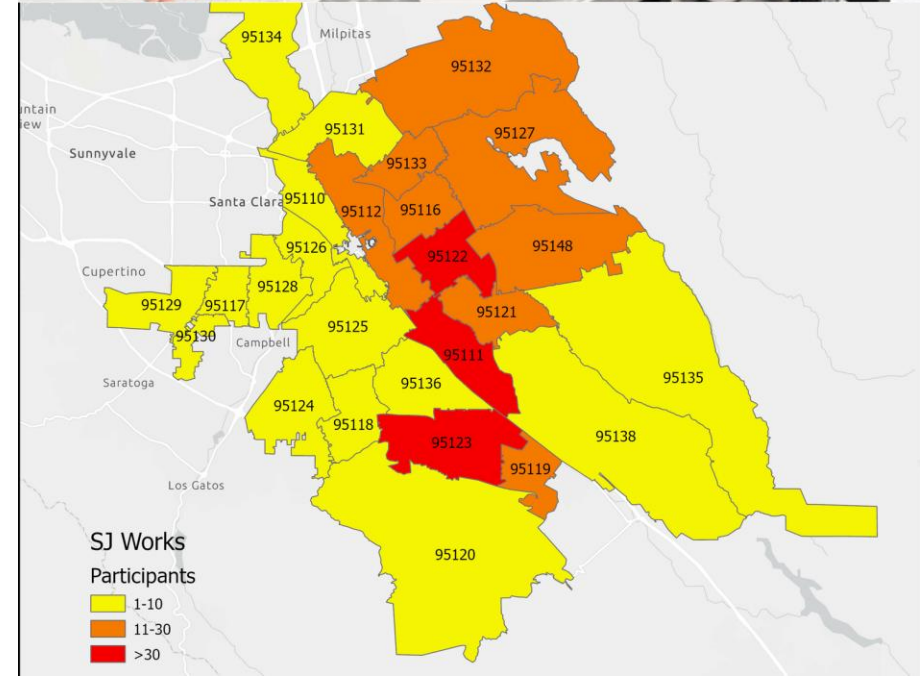
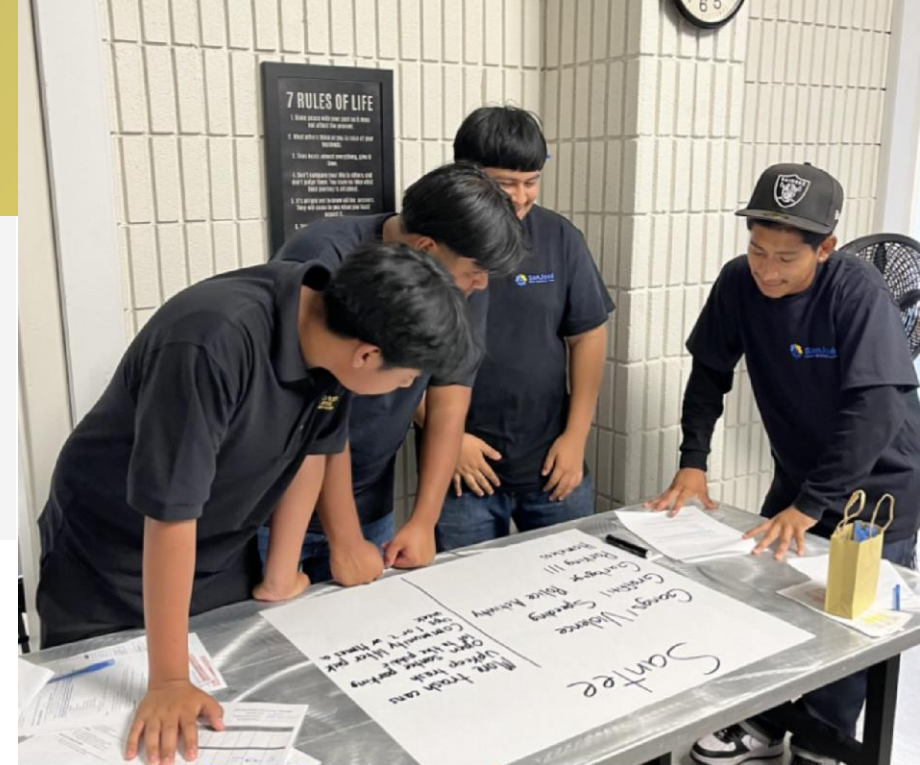




Quality Standards	Advanced
376	Subsidized Participants
438	Unsubsidized Participants

Program Outcomes

- 82%** Subsidized program participants were from Opportunity Neighborhoods
- 100%** Subsidized program participants were placed in a priority sector and/or a demand occupation
- 75** Youth were connected with a mentor



ADULT LITERACY & ESL

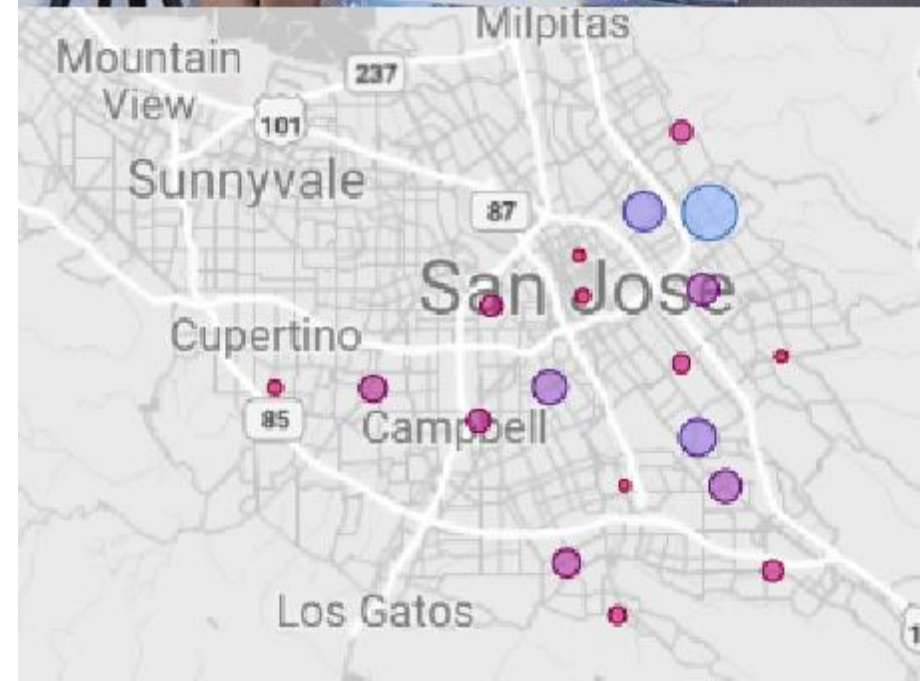
Quality Standards	Emerging
1,436	Programs
12,532	Attendees

Program Outcomes

30% of SJPL adult programming are Literacy or ESL focused

Notes

In FY 24/25, Adult Literacy & ESL will refocus on supporting the Children and Youth Services Master Plan in the Poco Way/Mayfair and the Santee/Seven Trees demonstration areas.



Provides Framework for Building a Broader Comprehensive Plan



Addresses needs beyond education.



Use these programs as entry points to pathways, connecting to other systems of support.



Facilitate residents through systems to ensure a seamless experience and maintain engagement.



Link data on educational outcomes to related employment, safety, and wellness goals.



Align current City efforts to County and partner programs.



Expand collective impact.

Next Steps



Continue implementation of Quality Standards and continuous quality improvement process



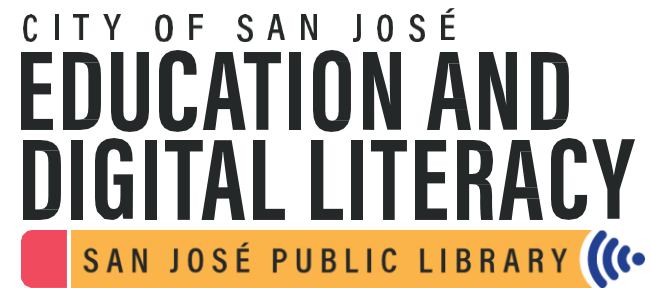
Rollout reporting dashboard using participation data, evaluations, and outcomes for City Education programs.



Work with the Youth Commission to identify priority strategies for improving college and career-focused outcomes.



Align City programs with the Children and Youth Services Master Plan.



Reimagining the City as a Classroom

Agenda Item



2m 00s

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**C. ACTION: APPROVE CITYWIDE
YOUTH SURVEY (CHAIR
MASCARENHAS)**

Agenda Item

2_m 00_s



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VI. REPORTS AND INFORMATION ONLY

A. COUNCIL LIAISON'S REPORT (A. DERSH)

B. PARKS AND RECREATION NEIGHBORHOOD SERVICES (L. HAWKINS)

C. SAN JOSÉ LIBRARY REPORT (V. KILAMBI)

D. COMMISSION CHAIR REPORT (CHAIR MASCARENHAS)

E. COMMISSIONER REPORT PER DISTRICT

Commissioners' Report Per District

2_m 00_s



**VII. ITEMS FOR FUTURE COMMISSION
MEETING AGENDAS**

VIII. MEETING SCHEDULE AND AGENDA ITEM

THE NEXT YOUTH COMMISSION MEETING
WILL BE IN-PERSON ON OCTOBER 28, 2024
AT 6:30 PM IN COUNCIL CHAMBERS.

IX. ADJOURNMENT