



MARCH 2012 CSC & BOARD MEETING SUMMARY

CITY SELECTION COMMITTEE MEETING:

- Sue Garner of Monte Sereno was re-appointed to the Bay Area Air Quality Management District (BAAQMD) to a term expiring in March of 2014.

BOARD OF DIRECTORS MEETING:

Priority Focus Presentations/Discussion on Supporting Innovative Schools

- **Rocketship Education: Preston Smith** presented an overview of Rocketship Education's vision, mission, focus, and progress.
 - Vision: Rocketship collaborates with local communities and schools to eliminate the achievement gap.
 - Mission: Students proficient and college-bound when they graduate from elementary school.
 - Focus: 21st century schools that implement a holistic model.
 - To achieve success, Rocketship empowers the parents, supports professional development, promotes individualized learning by addressing the needs of every student.
 - Over 80% of targeted children are English Language Learners and majority are low-income.
 - With Rocketship's schools, API average has increased from 758 to 868 and 892 at most established Rocketship school, Mateo Sheedy.
 - Effects of the Achievement gap include: at least \$400 million of economic losses for these students and the city of San Jose; currently over 2 million jobs in United States are available, but there is not a workforce educated enough to fulfill these positions; causes a continuous, generational cycle of poverty.
- Currently, there are 97 schools in Santa Clara County that have API's below 875, which means students at these schools are below "Proficient." (Scale ranges from below basic, basic, proficient, to advanced; SJ/SV2020 aims for 100% Proficient or Advanced).
 - Rocketship seeks to serve high-needs students and eliminate the achievement gap.
 - How can cities attract high performing schools to Silicon Valley and address underperforming schools? Commit to SJ/SV2020 or establish a similar measure within your city – make student achievement a priority; address underperforming schools through more aggressive measures and assist in the replication of high performing schools.

- Cities can attract and replicate high performing schools by:
 - providing access to city facilities for charters and other high performing schools to incubate and grow
 - making city land available to charter operators to construct schools
 - assisting charter schools to develop their own schools through refined land use policies and fast-track, no-cost zoning approvals
 - assisting charter schools to finance facilities by issuing bonds to the charter school or guaranteeing publicly issued bonds during school startup
- Feedback/Discussion among Board Members included:
 - Some cities (e.g. Los Altos) do not have un-used land to make available to charter schools.
 - Rocketship should consider public-private partnerships.
 - Cities may not be aware of achievement gaps within their schools (e.g. Cupertino); cities need to identify the gap and hold school districts accountable.
 - School Board members tend to be both supportive and reluctant to charter schools.
 - To eliminate the achievement gap, a collaborative conversation between cities and school districts needs to occur.
 - San Jose has entire regions with a majority of low-income and English Language Learners and with poor API scores; the city partnered with Santa Clara County to identify the metrics used to measure schools' performance and together they are pushing the initiative to eliminate the achievement gap.
- **Ben Picard, Sunnyvale School District Superintendent** presented an overview of how the school district has been successful with reducing/eliminating the achievement gap.
 - 38% are English Language Learners; 58% are economically disadvantaged; 9% have disabilities;
 - Demographics: 43% Latino; 25% Asian; 19% White; 8% Filipino; 1% Pacific Islander.
 - Guiding Principles include 7 Correlates of Effective Schools:
 1. Frequent Monitoring of Student Progress
 2. Safe and Orderly Environment
 3. Opportunity to Learn and Student Time on Task
 4. Climate of High Expectations
 5. Clear and Focused Mission
 6. Positive Home School Relations
 7. Strong Instructional Leadership
 - Average API Scores have increased from 776 (2008) to 823 (2011); double digit increases in all schools of the district. There has been tremendous improvement; however, there is still more work to do.
 - How is it working? Some of the enablers include but not limited to: high quality teachers with ongoing professional development,

supplemental programs for targeted instruction, public-private partnerships (e.g. grant from El Camino Hospital District funds CHAC, or school based counseling), collaboration with the city, instructional technology, \$7,900 is spent on each student per year.

- Feedback/discussion from Board Members included:
 - Unfortunately, the state budget is driving current education policy: increased class sizes, shorter school days, lower teacher salaries.
 - Have generations of children already been left behind? We will soon see the ramifications of the current state of education.
 - Needed funding has not been contributed to enable students to be successful.
 - You can track a child's trajectory by his or her performance in 3rd grade.
 - Can cities play a role in eliminating the achievement gap?
 - Champions of "Supporting Innovative Schools" will explore opportunities for collaboration and next steps' for the Cities Association on this policy initiative.
 - It's important to set regional best practices and consider existing partnerships, successful charter schools (Rocketship), success stories, such as Sunnyvale School District, etc.,

Other Presentations

- **Santa Clara County Health Department: Dr. Marty Fenstersheib, SCC Medical Health Officer**, presented an update on SCC's CDC funded Communities Putting Prevention to Work (CPPW) Tobacco and Obesity Prevention Initiatives.
 - Several cities have taken advantage of the funds made available to cities to implement critical and new policies promoting healthier communities: Campbell, Cupertino, Gilroy, Los Gatos, Morgan Hill, Mountain View, Palo Alto, San Jose, Saratoga, and Sunnyvale. An updated document of policies implemented will be provided soon, e.g. smoke-free zones, tobacco retail licensing, pricing strategies, nutrition policies, etc.,
 - It is known that 80-90% of smokers start in their youth; by making it difficult for youth to have access to cigarettes, cities can help prevent the use of tobacco.
 - Cities Association recently co-sponsored a policy breakfast with the SCC Health Department on transportation and Safe Routes to School.
 - Dr. Fenstersheib encouraged the importance of Safe Routes to School and requested that the Cities Association adopt a resolution supporting the program and requesting each city to consider adoption of the resolution. Funding is provided to cities through a federal transportation bill, which is now being considered for elimination. Today, 10-13% of kids walk/bike to school versus 50-60% of children that use to walk/bike to school decades ago.

- Safe Routes to School funding is typically spent on infrastructure improvements near schools, such as sidewalks, bike paths, crosswalks, school zone signage and traffic calming.
- Supporting a resolution on Safe Routes to School as a community and region will send a message to Washington D.C. that we value the program.
- Studies have shown that the program has increased safe transportation to school and helped increase children's activity – the obesity epidemic in children is related to decreased children's' activity.
- The Board unanimously voted to support the resolution(s).

New Business

- **SVLG Trip to Sacramento, May 22-23:** Priorities to be covered include Pension Reform, Public Goods Charge, AB 32/Cap and Trade Auction Revenues, Sales Tax Exemption, Higher Ed Funding, Broadband Infrastructure, Silicon Valley Seat on MTC, CEQA Reform, Regulatory Reform Streamlining. The trip includes 1 night hotel at the Sheraton Grand Hotel, food, all materials, and roundtrip bus transportation. Several Board Members expressed interest participating in the trip. The Board unanimously approved participation, for Raania to confirm number of interested Members, and then for the Cities Association to subsidize those whose cities are not able to fund the trip.
- **City Managers' Report: Debra Figone, City Manager of San Jose,** reported on recent activities of SCCCMA. Next Generation priorities include: 1) emphasis on regional internships, 400 internships to be posted on CalOpps for the summer; 2) Leadership Academy with a focus on development, advancement; 3) City Managers' forum, preparing senior managers for advancement; 4) speed coaching - rising stars get to spend time with senior managers. The League's City Managers Department will be developing a white paper on OPED (Other Post-Employment Benefits); a committee has been formed, Greg Larson is co-chair of the committee, which will focus on best practices for cities; this may be referred to the cities association for review.
- **CSC Appointee Report: Sam Liccardo of San Jose** presented an update on recent MTC activities.
 - Potential transportation projects are in the process of being assessed for inclusion in the transportation investment element of the preferred Sustainable Communities Strategy slated for approval in May 2012.
 - Assessment based on two criteria: 1) advances the ten performance targets adopted by MTC and ABAG in January 2011; and 2) if it is cost-effective, based on best practices for benefit-cost analysis.
 - \$180 billion worth of projects have been reviewed; thus far 5 of the projects in SCC have been labeled as "low-performing" projects.
 - VTA plans to appeal four of them. They include: Capitol Expressway Light Rail Extension, Vasona Light Rail Extension, New SR-152 Alignment, and US-101 Widening (Monterey Street to SR-129).
 - An update on the appeals process will be provided upon completion.

- **Legislation Report: Betsy Shotwell of San Jose**, presented a legislative update. Ballots thus far will include the Governor's tax measure, which proposes to increase the sales tax by half of a percentage point and raise income taxes on individuals with annual incomes of \$250,000 or more, and possibly the millionaire's tax, which proposes those who earn \$1 million or more to pay 3% in state income tax and those who earn \$2 million or more to pay an extra 5% in state income tax. Poll of support on governor's measures has decreased from 68% to 52%. In the Legislature, hundreds of bills have been introduced and include spot bills, post-RDA, affordable housing, and economic development bills. Challenge this year is the lack of funding; many bills are expected not to pass if they require significant funding. League of California Cities Legislative Action Day, April 25th & 26th, will focus on post-RDA issues.
- Chuck Page of Saratoga requested that the Cities Association's Legislative Action Committee (LAC) consider supporting AB 1816 (Beall) Tax Equity Allocation Formula: Santa Clara County. Saratoga is one of four cities in Santa Clara County that receives the least property tax in the state and the bill has been developed to address this issue.

Joys and Challenges

- Rod Sinks announced the retirement of Cupertino's City Manager and requested Members for referrals to recruiters.
- Val Carpenter of Los Altos announced that the city has hired a new City Manager: Marcia Somers.
- Jim Griffith of Sunnyvale announced the city's consideration of shifting to even-year elections.
- Sam Liccardo announced San Jose's plans to introduce America's fastest free outdoor Wi-Fi network and a car-share program in the downtown area.

Announcements

- Sam Liccardo announced the upcoming General Membership Meeting on Thursday, April 12, 6 – 9 pm, San Pedro Square Market, San Jose. The program is scheduled to include a panel discussion on a collaborative economic development strategy and roundtable discussions on specific steps that cities can take together to promote job and economic growth. Sam Liccardo encouraged Members to invite their fellow council members and to invite local business leaders and commercial brokers from their jurisdictions that can add value to the discussion(s).