



SEPTEMBER 2010 MEETING SUMMARIES

CITY SELECTION COMMITTEE MEETING:

- Recycling & Waste Reduction Commission: re-appointed Mayor Evan Low of Campbell to the West Valley Cities Seat to a term expiring September 2016.

BOARD OF DIRECTORS:

- Maha Elgenaidi, co-founder and CEO of Islamic Network Group (ING), presented an overview of Islam as it is practiced in the Bay Area, and demographic information about local Muslims. ING is an educational outreach organization based in the San Francisco Bay Area with affiliates throughout the U.S., founded in 1993. It promotes interfaith dialogues and education about world religions utilizing trained and certified speakers. ING presents to schools, colleges and universities, law enforcement agencies, corporations, healthcare facilities, and community organizations. Maha presented on typical beliefs, goals, and objectives of Muslims. There are 2,000 mosques in the United States; 25% of the world population is Muslim; 68% of Muslims in America are registered voters. Based on a recent Times Magazine article, Islamophobia in America has increased significantly, as evidenced by the Park 51 mosque controversy and similar stories. Hate incidents, especially at schools, have increased. Cities can address this serious issue by supporting education and awareness of Islam, providing cultural sensitivity training for public employees and others in their communities. Maha's presentation will soon be available on the website at <http://www.sccca.gov/presentations-and-actions.php>. More information about ING and its services can be found at www.ing.org.
- Ginger Summit, Council Member, Los Altos Hills, lead the Water Conservation Subcommittee's presentation on cities' adopted landscaping water conservation models in response to AB 1881. Ginger polled and collected data from all cities in Santa Clara County. She found that the 15 cities have adopted one of four models: BAWSCA, MWELO, SCVWD, or AB 1881. According to AB 1881, all cities were required to adopt a model ordinance or develop their own ordinances by January 1, 2010. By January 2011, local jurisdictions must prepare and submit to the legislature a report relating the status of their water efficiency ordinances. Los Altos Hills has significant challenges with water conservation and is diligently working on educating its residents about the long term value of conserving water and ways of conserving water.
- Pat Dando, CEO, San Jose Silicon Valley Chamber of Commerce, presented on the Chamber's initiatives and its Coalition of Chambers, in which 15 to 18 regional Chambers of Commerce across the county meet monthly to address, discuss, and take action on issues of mutual interest and concern. The Coalition very much appreciated the attendance of Executive Board Members (David Casas, Melinda Hamilton, and Raania Mohsen) at its last meeting earlier this month. The Coalition looks forward to collaborating with the Cities Association so that they can provide education to its local businesses on upcoming issues that may impact them. Pat also addressed on some of SJSV Chamber's regional initiatives, which includes

addressing the state budget crisis, and the possible revival of the Alviso port, which would provide a number of benefits to our community (e.g. strengthening access to cities in an emergency situation, expanding economic opportunities, providing shuttle service to employees commuting from San Francisco to San Jose, etc.,). Pat also talked about a recent SJSV Chamber event in which the organization hosted a number of bay area sports teams, e.g. 49ers, Earthquakes, Gold Pride, etc., and highlighted the value of regional sports teams/events and the economic impact they have on cities and their local businesses.

- Scott Haywood from VTA, provided background information on the Vehicle Registration Fee that the VTA Board of Directors approved for placing on the November 2010 Ballot. Measure C will increase the motor vehicle registration fee (VRF) by \$10. Based on SB 83, the Expenditure Plan outlines that 80% (\$11.2 million) of collected funds will be dedicated to local road improvements, 15% for a countywide program, and up to 5% will cover program administration. When polled, it passed with 59% voter approval, and 65% voter approval after positive messaging. The Cities Association Board of Directors unanimously voted to endorse Measure C.
- Victor Ojakian, former Palo Alto Mayor and current SCC Mental Health Board Member, and Elena Tindall of the Santa Clara County Suicide Prevention Advisory Committee (SPAC) presented an Executive Summary of a countywide strategic plan targeting suicide prevention. SPAC was successfully co-chaired by Vic Ojakian and Supervisor Liz Kniss. SCC is the first county in the nation to have a hired suicide prevention coordinator, Elena Tindall, to support implementation of the plan. Recent data indicates that every SCC city, except one, has lost residents lives to suicides. A key to the SCC suicide prevention plan is the realization that all need to assist if we are to reduce the lives we're losing to suicide. One key strategy is to have county decision makers' awareness and support. Surprisingly, majority of suicides occur in people aged 24-55 years. It is important to train the general population to identify and prevent suicide risks and incidents. Vic requested that all cities consider recognizing and passing a resolution in support of the SCC plan and to produce their own supplemental city plans. The Cities Association Board of Directors unanimously voted to support the plan. For more information about SPAC and the countywide strategic plan, go to www.sccgov.org/spac or contact Elena.Tindall@hhs.sccgov.org.
- Dr. Marty Fenstersheib from the SCC Public Health Department, and Emily Lam from Silicon Valley Leadership Group, presented on funds available to cities to address tobacco use and exposure to secondhand smoke over the next two years. A \$6.97 million grant is available to the county through the federal communities putting prevention to work (CPPW) tobacco prevention and control program, funded by the American Recovery and Reinvestment Act (ARRA). Smoking is the #1 behavioral activity that leads to death; 18% of deaths are related to smoking e.g. lung cancer, stroke, or heart disease. A smoker's medical costs are 50% higher than for a non-smoker. Preventing tobacco use will also help curb long term healthcare costs and rising insurance premiums. Through the grant, \$450,000 of funds are available to cities to utilize for policy change in their jurisdictions. Cities are encouraged to work together as a community to decrease tobacco use. Some cities have already started to work on policy changes, e.g. Saratoga. Some of the recommended policy changes include requiring businesses to have a licensing permit to sell tobacco.
- Doug Schmitz, Cities Managers' Association Liaison, reported that he will provide a report to Raania about the status of which cities have adopted the two-tier pension plans.
- Jamie McCleod, CSC Appointee to the RWRC, presented a report on activities for 2010, which include Non-Disposal Facility Element, Zero Waste Vision and Guiding Principles, Green Business Program, Heart of the Valley Program, etc.,

- Nominating Committee Report: David Casas reported that five people have expressed interest to serve on the Executive Board for 2011 as the Secretary/Treasurer or 2nd Vice President positions, and one person has expressed interest to chair the Legislative Action Committee. The Nominating Committee will present its recommendations next month.
- Betsy Shotwell handed out summaries of upcoming state and county ballot measures for the November 2010 Ballot. She also reported that the State Controller announced that IOU's will not be distributed until October; the Governor is in Asia on a trade mission to promote American products; the State Budget has still not passed and no special session as been scheduled yet.

Joys and Challenges

- Kris Wang announced that Cupertino will be hosting its Annual Fall Festival and invited all members to attend and participate.
- Larry Klein announced that Palo Alto voters will be voting on Measure R, the petition-based measure that would force a citywide election before any Fire Department staff cutbacks or station closures could be done.
- Kathleen King announced that Saratoga will be hosting "movie in the park."
- Sam Liccardo announced that the streets of downtown San Jose is now full of piano's inviting anybody to play and enjoy the Zero One Arts Festival to begin September 16th.
- Dough Schmitz announced that David Casas successfully finalized a new development in conjunction with the Packard Foundation for 48 condominiums to be built in downtown Los Altos.
- Melinda Hamilton announced that there will be a San Jose Mercury News Article about Sunnyvale defending its honor against comments that gubernatorial candidate Meg Whitman made about how it took two and a half years to go through the approval process for a new PayPal building in Sunnyvale. Sunnyvale claims that PayPal never attempted development in Sunnyvale.
- Joe Pirzynski announced that there will be a League of Cities Conference next week in San Diego; several key policy committees led by Orange County appointees have requested the Board of the League to change direction and to send a written message to the Governor to suspend AB 32 and SB 375.

Announcements

- David Casas announced the 2010 Cities Association Holiday Party will be hosted at the Los Altos Golf & Country Club on Thursday, December 2nd. He encouraged all to reserve the date. The Saratoga Taiko drums and Los Altos High School Choir will be providing musical entertainment.
- For next month's Board Meeting, items on the Agenda will include further discussion of establishing SCC as a sub region in the next RHNA process, and review/approval of the Bylaws revisions.