

# INSIDE

A CITY OF SAN JOSE PUBLICATION  
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# SAN JOSE

## SAN JOSE Invests

### Now That's

### What We Call an Upgrade!

*National Rating Agency Upgrades San José's Bond Rating to AAA*

Standard and Poor's Rating Services upgraded the City of San José's General Obligation Bond rating from AA+ to AAA, the highest rating possible. According to a Standard & Poor's credit analyst, the rating reflects the city's continued strong financial performance and GAAP reserves, coupled with city management's demonstrated ability to identify and manage budget gaps on a multiyear basis. The rating increase will have a positive impact on the City's budget. It lowers the cost of financing and builds San José's reputation in the bond market.

San José is one of only nine cities in the state of California to receive the 'AAA' rating and it is, by far, the largest. Standard & Poor's emphasizes four factors when assigning an 'AAA' rating to a municipality:

- Strong and proactive administrations
- Effective debt management policies with moderate to low debt ratios
- A vibrant and diverse economy or participation in one
- A strong track record of managing the financial position supported by sufficient reserves and established policies that guide management practices.

Standard & Poor's is one of three national rating agencies that evaluate the City's financial performance and provides general credit rating for newly issued bonds. Fitch sustained the current AA+ rating and Moody's is expected to release its ratings soon. For more information contact Scott Johnson at (408) 535-7001 or [ScottP.Johnson@sanjoseca.gov](mailto:ScottP.Johnson@sanjoseca.gov)

## SNEAK PEAK

- Weathering the Storm  
page 3
- San José Welcomes Underwriters Laboratories' Solar Testing Facility  
page 4
- Livestrong Challenge to Roll through San Jose  
page 6
- Do Affordable and Housing Really Go Together in San José?  
page 7
- Community + University + City = Success  
page 9
- Imagining Our Future  
page 10
- Meet the Falcons!  
page 12

San José Invests	2
San José Innovates	4
San José Cares	6
San José Innovates	10
San José Creates	11

## INSIDE THIS ISSUE

## Retiring Debt (Ok Not All of It, But We're Getting There)

*Strategy Anticipated to Save the City \$2.5 Million*

In a bid to address the City's \$137 million general fund structural deficit, the City Council recently approved amendments to the San José Municipal Code allowing for the prepayment of retirement contributions to move forward. This follows approval by the City's Retirement Boards to establish the prepayment of retirement contributions. This will result in reduced retirement benefits costs to the City. Sounds complicated huh?

What it comes down to is in lieu of making biweekly retirement contributions and holding the funds in the City's Investment Pool, the City will instead make a discounted lump-sum prepayment to each of the retirement plans, which have less restrictive investment policies than the City. By doing so, the City is expected to save a net \$2.5 million in fiscal year 2008-09 costs related to employee retirement benefits, including both pension benefits and retiree healthcare benefits.

We don't want to get all 90's on you but it truly is a win/win situation. Both retirement plans are anticipating returns from the strategy as the discounted lump-sum prepayment amount is based on the retirement plans' actuarially assumed earnings rates of 8.00% and 8.25%. Historically, the retirement plans' investment portfolios have outperformed these actuarial assumptions.

This strategy was originally discussed by the Mayor's Budget Shortfall Advisory Group and after staff analysis and Council review it was recommended as one of the Top Priorities to implement immediately.

The Mayor's Budget Shortfall Advisory Group and the City Manager's Structural Deficit Task Force were formed to propose and assess strategies to eliminate the City's general fund structural deficit. City and Redevelopment Agency Staff are now developing a 3-Year General Fund Structural Deficit Elimination Plan for Council consideration.

For more information on the General Fund Structural Deficit Elimination Plan including meeting schedules, agendas, presentations and synopses, visit [www.sanjoseca.gov](http://www.sanjoseca.gov) and go to the Structural Deficit link. Other inquiries or questions should be directed to Jane Light, 408-808-2150 or emailed to [jane.light@sanjoseca.gov](mailto:jane.light@sanjoseca.gov). For questions related to this specific prepayment strategy, please contact the City's Director of Finance, Scott P. Johnson, at 408-535-7000 or [scottpjohnson@sanjoseca.gov](mailto:scottpjohnson@sanjoseca.gov). Ok, only \$134.5 million to go, should be a snap.

## And If That Wasn't Enough For You. . .

*City's Receives GFOA Award of Excellence in Financial 20th Consecutive Year*

The Government Finance Officers Association (GFOA) recently awarded the Certificate of Achievement for Excellence in Financial Reporting for the City's Comprehensive Annual Financial Report (CAFR) for the fiscal year ended June 30, 2007. This is the 20th consecutive year that the City has received this prestigious award. To qualify for this Certificate of Achievement, the City must publish an easily readable and efficiently organized CAFR, the contents of which must conform to program standards. The CAFR must satisfy accounting principles generally accepted in the United States of America promulgated by the Government Accounting Standards Board (GASB) and the

American Institute of Certified Public Accountants (AICPA). It is noteworthy that although at times the effort that goes into the preparation and reporting of the City's CAFR can be taken for granted, during this period of additional accounting standards and required reporting, coupled with budget reductions in staffing that the City has endured, the Finance Department and the contributing departments are commended for maintaining our high standards in consistently receiving this award of excellence. For more information on the CAFR contact Scott Johnson, at (408) 535-7001 or [ScottPJohnson@sanjoseca.gov](mailto:ScottPJohnson@sanjoseca.gov)



## Weathering the Storm

*San José Survives the Sub-prime Mortgage Market Effects*

Good financial news is a rarity in this stormy economic weather. As we have all heard endlessly over the past six months, the sub-prime mortgage debacle has had significant impacts on the real estate market, unemployment rates and other sectors in the economy. One repercussion that you hear little about is the impact on financing for municipal agencies.

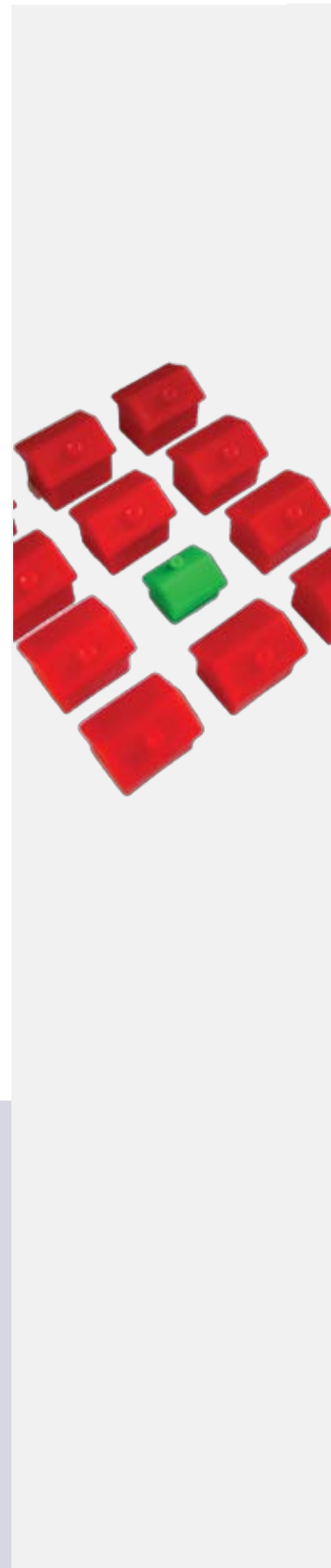
The last six months have been a challenging time for municipal bond issuers as the financial markets have been rocked by the impact of sub-prime mortgage failures. One of the country's leading investment banks has closed, and another has quit the municipal finance business. At the same time, the leading bond insurance companies, who have insured bonds for the sub-prime mortgage companies, also insure municipal bonds. Some of these bond insurance companies have lost their high credit rating of triple-A. There is a "domino effect" from the sub-prime mortgage market to the municipal bond market, resulting in apprehension of investors considering investing in municipal bonds. All of this is happening in a broader economic environment marked by recession and rising inflation.

As a major issuer of municipal bonds, the City of San José has been impacted by all of these events. However, thanks to the foresight and leadership by the City Council, City Management and the City's Financing Team, the City appears to be

weathering the storm through a combination of proactive debt management activities and prudent fiscal policies.

Starting in January 2008, staff from the Finance Department and the City Attorney's Office, with the assistance of the City's financial advisor and bond counsel, began developing a strategy to restructure the City's bonds affected by the bond insurer rating downgrades. In February, the City Council gave staff the green light to start working with the City's bankers to replace the bond insurance with bank letters of credit. This debt restructuring will consolidate eight series of the City's bonds into five series. It also involves increasing the capacity of the Airport's commercial paper program to refinance two series of Airport bonds; in all; these re-financings, totaled over \$390 million with nine different banking firms. The Airport re-financings were completed in April and the first of the City re-financings closed in June, with the remaining issues to follow later in June and into July.

This proactive approach is definitely helping the City to weather the storm; San José's bond ratings are at AA+ for two of the major rating agencies; Moody's and Fitch and AAA for the third, Standard & Poor's. For more information on San José's bond restructuring strategy, contact Finance Director Scott Johnson at (408) 535-7001 or [ScottP.Johnson@sanjoseca.gov](mailto:ScottP.Johnson@sanjoseca.gov).



## Wait, Wait, Just One More ...

*Pension Plans Receive Financial Reporting Excellence Award for the 8th Consecutive Years*

Plan and Federated City Employees' Retirement System receive the Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association (GFOA) of the United States and Canada for their June 30, 2007 Comprehensive Annual Financial Report (CAFR). The CAFRs were selected for meeting the high standards of the program, including demonstrating a constructive "spirit of full disclosure" to clearly communicate their financial story. The Pension Plans have been awarded the Certificate of Achievement

for Excellence in Financial Reporting every year since their first application in 2000, the initial year they used a CAFR format. The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by the pension plans and their management. For more information, please contact Donna Busse at (408) 392-6709 or [Donna.Busse@sanjoseca.gov](mailto:Donna.Busse@sanjoseca.gov).

## SAN JOSE Innovates

### San José Welcomes Underwriters Laboratories' Solar Testing Facility

*Largest Site of Its Kind in North America to Provide Photovoltaic Module Testing, Certification*

Underwriters Laboratories (UL), a world leader in product safety testing and certification, will open a state-of-the-art photovoltaic (PV) testing and certification facility at 2191 Zanker Road in north San José. The multi-million dollar project, called Underwriters Laboratories Photovoltaic Technology Center of Excellence, is a 20,000 square-foot facility intended to increase testing capacity for the renewable energy industry. The UL site will help bring solar technologies that address widespread energy challenges to market more quickly, and complement existing San José research and manufacturing facilities.



UL decided to develop its testing facility in San José, the largest of its kind to date in North America, to partner with the growing community of solar start-ups and existing companies who are bringing new technology, including thin-film PV, concentrated solar power and other cell technologies into mainstream production.

The testing and certification site is targeted to open in July and will initially employ 25 technicians and staff over the next five years, and offer a full portfolio of pre-certification services, including R&D and training. By creating jobs and fostering innovation, this facility will help San José build momentum as a global leader in the clean tech sector – San José Green Visions will become a reality.

Bill Colavecchio, vice president, Global Industrial Product Sector, Underwriters Laboratories, said, “UL’s decision to establish our Photovoltaic Technology Center of Excellence in the City of San José was based largely upon a foundation consisting of strong support from the city government and the many surrounding businesses dedicated to researching and developing progressive renewable energy technologies. . .”

In addition to collaborating with the City of San José, UL is working with SolarTech, an initiative of the Silicon Valley Leadership Group, to help reach as many solar product manufacturers as possible. SolarTech provides the opportunity for introduction of a safety-related discipline during the early stages of product development in the PV supply-chain and an end-to-end solution for PV companies. The global growth rate for PV products has increased to 30 percent annually, according to Worldwatch. The requirement for PV modules to be listed to UL standards in U.S. and Canadian markets, as well as, to International Electrotechnical Commission (IEC) standards has increased demand for product testing and certification services. For more information on the UL’s Photovoltaic Technology Center of Excellence contact Collin O’Mara at (408) 535-8169 or [collin.omara@sanjoseca.gov](mailto:collin.omara@sanjoseca.gov).

## And the 'Green' Ribbon Goes To ...

*Environmental Business Cluster Receives Incubation Industry's Highest Honor*

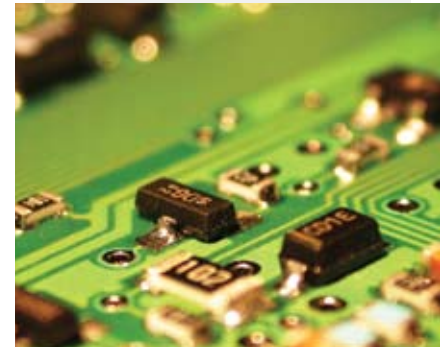
San José's Environmental Business Cluster (EBC) received the National Business Incubation Association's (NBIA) "2008 Randall M. Whaley Incubator of the Year" award at NBIA's 22nd International Conference on Business Incubation in San Antonio, TX. The Incubator of the Year award is NBIA's most prestigious honor, recognizing overall excellence in business incubation, and is awarded to the nation's top incubator.

The EBC combines business incubation best practices with extensive client mentoring and an industry-recognized clean technology commercialization program. Since its inception in 1994, the incubator has helped 145 companies commercialize environmental technology and create clean-tech jobs. In partnership with the City of San José and San Jose State University, the EBC has become the largest private clean-energy commercialization center in the United States for

start-up companies. A recent UK study of 110 clean energy commercialization centers around the world over a two year period ranked the EBC #1 in the number of technologies successfully commercialized.

NBIA is the world's leading organization advancing business incubation and entrepreneurship. NBIA estimates that in 2005 alone, North American incubators assisted more than 27,000 start-up companies that provided full-time employment for more than 100,000 workers and generated annual revenue of more than \$17 billion. Approximately 5,000 business incubators operate world-wide. [www.nbia.org](http://www.nbia.org)

For more information on the EBC contact Chuck Erickson at (408) 535-2709 or [chuck@sjsbc.org](mailto:chuck@sjsbc.org).



## Securing Synchronicity

*City Awarded Major Funding for Transportation Innovations*

The City secured over \$65 million in funding for two major transportation projects. The Metropolitan Transportation Commission (MTC) approved a VTA award of \$50,440,000 for the San José Airport People Mover Project as part of the State Transportation Improvement Program (STIP) and the California Transportation Commission (CTC) granted San José \$15 million in Traffic Light Synchronization Project (TLSP) funds to construct a state-of-the-art traffic management system in the City. The Funds are expected to result in savings of \$50 million annually for travelers and have a major impact on reducing greenhouse gas emissions. The traffic signal communications and synchronization project will utilize Prop

1B TLSP funding to install fiber optic communication infrastructure to support real time traffic management capabilities; replace fifteen-year old traffic signal controllers with advanced controllers; add 140 traffic surveillance cameras city-wide; implement traffic responsive corridors along seven key business and commercial districts and synchronize traffic signal systems. The project is expected to reduce fuel consumption by 625,000 gallons annually, providing an annual fuel cost savings of \$1,951,000. For more information, contact Jim Helmer at (408) 535-3840 or [jim.helmer@sanjoseca.gov](mailto:jim.helmer@sanjoseca.gov).



## Planning for Success

*Excellence Award for County Island Annexation Plan*

Association (APA) selected the City's County Island Annexation Plan as the winner of the 2008 Planning Implementation - Large Jurisdiction Award. The award recognizes jurisdictions for significant achievement in accomplishing positive change through planning efforts:

- Employing innovative concepts
- Include elements applicable to other areas
- Demonstrate excellence in thought, analysis and presentation

The Annexation Plan is a phased, multi-year program that will enable San José to annex over 50 county islands totaling 1,834 acres, making it one of the largest programs of its kind in California. By winning at the local level, the City's submittal is now eligible for consideration for a State-level APA award. In 2007, the Vision North San Jose specific plan received both local and State APA awards. For more information, contact Andrew Crabtree at (408) 535-7893 or [Andrew.crabtree@sanjoseca.gov](mailto:Andrew.crabtree@sanjoseca.gov).

## SAN JOSE Cares

### Livestrong Challenge to Roll through San Jose

*Lance Armstrong Foundation Athletic Event is a First for Northern California*

Cyclist Lance Armstrong Foundation's signature fundraising event, the LIVESTRONG Challenge, will roll through San José on Saturday, July 12 and Sunday, July 13. The event will feature a 5K run/walk and a choice of 10, 40, 70 and 100-mile bike rides. The start and finish, as well as a festival area, will be located in San José's Downtown Core.

Inspired by the hope, courage and perseverance of Lance and the more than 10 million Americans affected by cancer, the LIVESTRONG Challenge participants will take to the streets on bicycles and on foot to raise funds and awareness for the fight against cancer.

Already a successful event in Austin, Philadelphia and Portland, Ore., this is the first time a

LIVESTRONG Challenge has ever been staged in northern California. According to Doug Ulman, president and CEO of the Lance Armstrong Foundation, organizers were attracted to San José by the City's success in hosting world-class cycling and sporting events, such as the Amgen Tour of California. For more information on the LIVESTRONG Challenge call 1 (888) 424-2553 or visit [livestrongchallenge@laf.org](mailto:livestrongchallenge@laf.org)



### Passing the Torch

*Passing the Torch to Prevent Intimate Partner Violence*

The City of San José reaffirmed its commitment to preventing family violence by investing in the future. The City hosted Passing the Torch to Address and Prevent Intimate Partner Violence, an event that allowed students from San José State University to present methods to effectively address intimate partner violence. Co-sponsored by the City Manager's Office, the City's Family/Domestic Violence Advisory Board, San José State University's Center for Community Learning & Leadership, CommU-niverCity San Jose, and Students Against Violence Everywhere (SAVE), Passing the Torch recognizes and develops up-and-coming leaders in the field of

domestic and intimate partner violence. The students presented new approaches to preventing/responding to family violence, options for enhancing the effectiveness of current programs and detailed suggestions on what needs to happen to ensure that laws and policies protect those in danger of violence. The City's Family Violence Center reviews 6,000 domestic violence, stalking, and threat management related reports annually. For more information on Passing the Torch or any of the City's Domestic Violence prevention related activities, contact Eve Castellanos at (408) 535-8101 or at [eve.castellanos@sanjoseca.gov](mailto:eve.castellanos@sanjoseca.gov).

## Do Affordable and Housing Really Go Together in San José?

*Affordable Housing Week Creates a One-Stop-Learning Environment*

Each year, thousands of Silicon Valley families struggle to find an affordable home in one of the most expensive housing markets in the nation. As a result a broad consortium of organizations has developed a regional campaign to find solutions to the affordable housing crisis and educate the public about affordable housing opportunities. The consortium organized Silicon Valley's fifth annual Affordable Housing Week which included a number of workshops, seminars, and special events designed to inform the public about affordable housing.

The week of May 13-17 was declared as Affordable Housing Week with events that included affordable

housing rental fairs, resource fairs, first-time homebuyer workshops, and affordable housing opportunities in surrounding cities. Habitat for Humanity organized a build day to provide homes for extremely and very low income families.

The week of events were highly successful in promoting awareness of the challenges of creating balanced and affordable communities in Silicon Valley. For more information call (408) 535-3860 or visit [www.sjhousing.org](http://www.sjhousing.org).

## Bringing Hope Back

*Pilot Program Breaks Down the Barriers for Individuals at Risk*

The City launches a new program this July aimed at giving homeless and at risk individuals a chance at a stable lifestyle. Project Hope is an 18-month pilot program providing employment services to 70 homeless and at risk individuals. The pilot, a partnership between the City's Housing Department and the Work2Future, will provide employment services, case management, and job training to non-violent sex-offenders, homeless persons, homeless victims of domestic violence, and youth recently

emancipated from the foster care system. By utilizing the combined strengths and expertise of Work2Future program, the Housing Department, and local service providers, Project Hope's goal is to address employment barriers preventing these San José residents from being permanently housed. For additional information, please contact Jessica Scheiner at (408) 975-4417 or [Jessica.sheiner@sanjoseca.gov](mailto:Jessica.sheiner@sanjoseca.gov).

**“Take hope from the heart of man,  
and you make him a beast of prey.”**

- Quida

## PHC 6

### Breaks the Records

*San Jose's Sixth Project Homeless Connect Meets Greatest Success Yet*

Affordable Housing Week also focused on those without a home as the City of San José organized its sixth Project Homeless Connect (PHC 6), bring together a number of service providers, volunteers, and homeless and low-income persons to the San José Convention Center for a day of connecting services to those in need.

As San José temperatures rose to a record high homeless clients, service providers, and volunteers gathered at the event to set some records of their own.

- 850+ clients were served
- 300+ volunteers provided assistance
- 800+ meals were served
- 253 haircuts were given
- 2 people received keys to their new homes on the day of the event
- 15 other clients have (or will) moved into housing since the event
- 36 clients received primary medical care.

Including the results from PHC 6, San José's Project Homeless Connect has served about 3,450 clients with the help of over 1,510 volunteers and has provided 3,400 meals in the last three years. The next PHC 6 event will be held in November or December of 2008. For more information call (408) 535-3860 or visit [www.sjhousing.org](http://www.sjhousing.org).

## Where Everybody Knows Your Name

*Sobrato House Youth Center Provides Shelter and More for Homeless Youth*



Being homeless is confusing, frightening and devastating. Being homeless and a teenager is even worse. Negotiating the complicated array of organizations and services often exceeds the capabilities of the most astute adult. Now homeless teens in San José can not only find a bed but can also get counseling, help with school, legal advice and medical care at the Sobrato House Youth Center.

in a dormitory setting. The facility also includes a drop-in center, community room, bath and shower rooms, laundry, kitchen and dining area, and staff and administrative offices.

Funding for the project came from the San Jose Redevelopment Agency, the City of San José Housing Department, the County of Santa Clara, State of California, the Sobrato Family Foundation and dozens of other private and public sources.

It's estimated there are about 2,000 homeless youths in Santa Clara County, runaways who camp on their friends' couches, kids whose families are homeless or who have been thrown out. Some have drug or alcohol problems or mental health issues. Some have been in trouble with the law. For those committed to helping San José's homeless youth Sobrato House Youth Center isn't just a building, it's a place to save kids' lives. For more information on EHC LifeBuilders visit [www.ehc.org](http://www.ehc.org).

Located at Third and William St., the \$12.8 million, 15,864-square-foot facility is owned and operated by EHC LifeBuilders. It will serve 500 teens and young adults a year, ranging from ages 12 through 21. Sobrato House includes an underground parking garage, 13,500 square feet of new construction and the relocation and renovation of a 2,500 square foot historical structure. The residential component includes nine apartment units and ten shelter beds

## KaBoom!

Welch Park's new playground is now open and in full use by hundreds of neighborhood children. To watch video of the San Jose Mercury News slideshow of the playground project, visit [www.strongneighborhoods.org/News.asp](http://www.strongneighborhoods.org/News.asp) and scroll to Playground.

KaBOOM! is a national non-profit organization that rallies communities to achieve better public policy, funding and public awareness for increased play opportunities nationwide; provide resources, including trainings, challenge grants, and publications for communities that wish to plan a new playspace on their own. For more information visit [www.kaboom.org](http://www.kaboom.org).



## If You Build It They Will Play

*Volunteers Raise a Play Ground in a Day*

Building a playground in a day sounds like a formidable task, but the 300 volunteers who showed up at Welch Park recently made it look easy. Volunteers from the San Jose Redevelopment Agency, the City of San José, organizers from KaBOOM! and residents of the King Ocala Neighborhood Area (K.O.N.A.) community joined forces to build a new playground at Welch Park. The large playground structure, swing set and climbing wall were assembled in just five hours – an hour ahead of schedule.

The new playground's design is based on ideas from the community and selected by students at K.R. Smith Elementary School and will replace old playground equipment.

The recent improvements included a picnic area with a shade structure and tables, ballpark bleachers, additional drinking fountain, and landscaping and irrigation improvements. In addition, new pedestrian pathways connected the new and

existing park facilities to better serve surrounding neighborhoods and schools, and an upgraded park lighting system creates a safer environment for park users. The project also involved spreading more than 300 cubic yards of fibar groundcover onto the playground surface.

Welch Park is an 11-acre park located in the King Ocala Neighborhood Area (K.O.N.A.) of the Strong Neighborhoods Initiative Redevelopment Project Area. The park is bounded by Santiago Avenue to the north, Huran Drive to the west, Clarice Drive to the south and Smith Elementary School to the east. Welch is the second KaBOOM! playground in a San José public park, (the first project was at Watson Park.) The San Jose Redevelopment Agency invested \$130,000 for this Strong Neighborhoods Initiative (SNI) project with Parks, Recreation and Neighborhood Services (PRNS) as a partner. For more information contact Ed Bautista at (408) 793-4176 or [ed.bautista@sanjoseca.gov](mailto:ed.bautista@sanjoseca.gov).

## Community + University + City = Success

*Strong Neighborhood Programs Garner National Recognition*



*CommUniverCity*, a Strong Neighborhoods/City partnership with San Jose State University (SJSU), took the top prize for ‘Best Neighborhood Program Social Revitalization’ in at the recent Neighborhoods, USA (NUSA) conference in Hampton, Virginia. The program bested eight finalists from cities around the country. In addition, San José new citywide *Neighborhoods Commission* was named a finalist in the ‘Multi-Neighborhood Project Partnerships’ category. The two-year pilot project is aimed at giving neighborhoods a stronger voice in the decision-making process at City Hall. Through a caucus process, commission nominees are elected by their neighborhood groups in each City Council district.

*CommUniverCity* San José brings students and faculty into the Strong Neighborhoods’ Five Wounds/Brookwood Terrace area for a host of community-identified projects that focus on education, health and the neighborhood environment. The program is a special partnership formalized as part of the Beyond Martin Luther King Library initiative and represents both a City and SJSU goal of deepening partnerships while reaching out to surrounding neighborhoods.

In April, more than 1,000 volunteers from the campus and community joined together for the annual Day of Service, completing 40 projects in greater downtown San José that included cleaning up litter and graffiti, painting homes and McKinley Elementary School, registering residents to vote and setting up planters on East Santa Clara Street. Since it began in 2005, *CommUniverCity* San José has generated improvement projects that involved 2,871 people and logged in more than 22,000 volunteer hours.

The *San José Neighborhoods Commission* is a two-year pilot program aimed at giving neighborhoods a stronger voice in the decision-making process at City Hall.

Unlike members of the City’s other 22 boards and commission who are appointed, *Neighborhood Commission* nominees are being selected by delegates from neighborhood groups through caucuses. So far, 27 nominees have been elected from nine City Council districts. District 1’s caucus is scheduled for August 9. The commission is scheduled to be seated in the fall after City Council approval.

The commission was proposed by members of the Strong Neighborhoods Initiative’s Project Advisory Committee to create a citywide forum for neighborhood issues. The Project Advisory Committee, which dissolved on March 31, was established in 2002 as an advisory body to guide the 19 SNI redevelopment plans. The Strong Neighborhoods Initiative was launched in 2000 to revitalize blighted neighborhoods.

NUSA is a national non-profit organization committed to building and strengthening neighborhood organizations. The awards recognize the outstanding work of neighborhood organizations, businesses and municipalities from across the United States.

For more information on both programs, contact Laura Lam at (408) 535-8585, [laura.lam@sanjoseca.gov](mailto:laura.lam@sanjoseca.gov) or Ernest Guzman at (408) 723-4114, [ernest.guzman@sanjoseca.gov](mailto:ernest.guzman@sanjoseca.gov).

## Missed It by that Much

*San Jose Population Moves Closer to the Million Mark*

San José’s population is just shy of 1 million people according to the California Department of Finance as of January, 2008, in fact it’s hovering at 989,500. That’s up by nearly 16,000 residents from last year. San José continues to draw people from across the country and around the world. Even when the dot-com bust drained Bay Area cities of residents San José’s growth remained fairly steady. What does achieving that magically one million mark mean to the City? It means, in spite of the economy, in spite of housing costs and in spite of proximity to allegedly more “glamorous” burbs people want to live in San José and, obviously,---they know the way.

## SAN JOSE Innovates

### Green Right Down to the Motherboard

*City Takes the Green Vision  
on the Road--Technically*

In a true representation of San José the City's Information Technology Department (ITD) merged green with gigabytes at the annual Public Technology Institute Leadership Conference in Florida. Elected Officials, City Managers and Chief Information Officers from around the country learned about the "greening" of IT Operations through San José's environmental IT experience and practices. City staff has been invited to participate in other upcoming conferences as San José continues to emerge as a leader in responsible environmental stewardship. For more information contact Vijay Sammeta at (408) 535-3566 or [vijay.sammeta@sanjoseca.gov](mailto:vijay.sammeta@sanjoseca.gov).

### Excuse Me, How do I Rent a Sheep?

*Airport to use "Traditional Technology" for Weed Control*

As a commitment to furthering the City's Green Vision, San José's International Airport has adopted more 'environmentally-friendly' weed control methods. A 'crew' of goats and sheep cleared vegetation at the 26-acre field between Highway 101, De La Cruz Boulevard, and Central Expressway where Airport navigational equipment is located. This innovative and environmentally-friendly crew completed the job in approximately one week. Environmental Services Department-Watershed Protection Division is working with the Airport and other City departments to use grazing animals to manage weeds. This method not only helps prevent fossil fuel pollution and residual herbicides or pesticides runoff, but reduces fire hazards in dry conditions. The goats and sheep have taken up temporary residence at the Airport location

while assisting with the clearance other City sites including Alum Rock Park, Municipal Water Zone 3 Reservoir, and DoT areas in Evergreen. And as they commute to these other locations, they always carpool. For more information, contact Patrick Tonna at (408) 277-5389 or [Patrick.Tonna@sanjoseca.gov](mailto:Patrick.Tonna@sanjoseca.gov).



### Spreading the Vision

*South Korean Delegations Tour San José for Development Policy Insight*

San José recently hosted two groups of visiting South Korean officials here to study the City Vision North San José. The visitors received an overview of the Redevelopment Agency's work as well as an in-depth look at the development and implementation of the City's Vision North San José policy. This was followed by a tour of Downtown and North San José. The South Korean officials were particularly interested in San José's industrial development and environmental

sustainability policies. The delegations consisted of approximately 22 representatives of federal and provincial government agencies and government-sponsored research groups. South Korea is an important trading and investment partner for San José and is our second largest export market with 2006 exports exceeding \$3.6 billion. For more information, contact Andrew Crabtree at (408) 535-7893 or [Andrew.Crabtree@sanjoseca.gov](mailto:Andrew.Crabtree@sanjoseca.gov).

## SAN JOSE Creates

### Imagining Our Future

*Great Cities Speaker Series Brings International Leaders in Urban Planning, Design, Architecture, Art and Sustainability*

The City of San Jose, 1stACT Silicon Valley and the Commonwealth Club of California launched the Great Cities Speakers Series in June. The Series consists of monthly public lectures designed to provoke thought, discussion and imagination about the city of the future and to bring important outside perspectives to local and regional efforts on civic planning, culture, art and design. The lectures are free and followed by a reception to continue conversation among audience members.

The Great Cities Speakers Series is also intended to engage residents as well as business and civic leaders who will be directly impacted by the evolution of the *Envision San Jose General Plan 2040*—the key planning document that will guide San José's growth, character, and service ambitions over the next 10-30 years.

1stACT (Art, Creativity and Technology) is a co-presenter of the Great Cities Speakers Series and is collaborating with San José on issues surrounding the public realm, urban aesthetics and walkable corridors to re-engineer the public spaces to be as pedestrian friendly as possible. Funded by the Office of Cultural Affairs and 1stACT Silicon Valley, the Great Cities Series is also supported by the American Institute of Architects-Santa Clara Valley Chapter, American Institute of Certified Planners, the Commonwealth Club of California, Fairmont Hotel San Jose, the San Jose Repertory Theater and the San Jose State University Department of Urban and Regional Planning.

The Great Cities Speakers Series schedule is as follows (subject to change):

- Great Ideas for Building Livable Communities, Dan Burden, director of Walkable Communities, 6-7 p.m., Monday, July 14, San Jose Repertory Theatre, 101 Paseo De San Antonio
- The New Majority-Minority City, Dr. Glenna

Matthews, author of "Silicon Valley Women and the California Dream," 6-7 p.m., Monday, August 18, San Jose Repertory Theatre, 101 Paseo De San Antonio

- The Distinctive City, Dr. Ann Markusen, professor of Urban Planning and Policy Development and director of the Project on Regional and Industrial Economics at Rutgers University. 6-7 p.m., Monday, September 15, San Jose Repertory Theatre, 101 Paseo De San Antonio

- The Next Generation City, Carol Coletta, president and CEO, CEOs for Cities and host, Smart City Radio, 6-7 p.m., Thursday, October 9, venue TBD

- The Power of Zero: The Mayan Key to Vibrant Communities, Luis Valdez; playwright, film maker, educator; 6-7 p.m., Monday, November 3, San Jose Repertory Theater, 6-7 p.m.

- The Reframing of the Everyday: Artists and Public Space, Anne Pasternak, president and creative director, Creative Time, 6-7 p.m., Monday, December 1, San Jose Repertory Theatre, 101 Paseo De San Antonio

A reception will follow each lecture 7-8 p.m. For more information, or reservations, please visit [www.commonwealthclub.org](http://www.commonwealthclub.org). To receive notice of program changes or additions, please go to [www.1stACT.org](http://www.1stACT.org).

### Zeroing In On Art and Culture

*01SJ Redefines Art and the Future*

01SJ, (Zero One San José) North America's newest and largest biennial festival of digital arts, featured transformative and provocative new works from world-renowned artists and performers at the cross-section of contemporary art, technology, and culture. The five-day Festival, the first week of June incorporated exhibitions, films, concerts, performances, happenings, and nightlife occurring throughout downtown San José's parks, public streets, museums, theaters, and clubs. From a hip-hop, multi-media meditation on Antarctica to robot art, from conversations with artificial intelligence to operatic performances of Google headlines about the environment, from avant-garde cinema to new musical forms – more than 100 projects were featured at the Festival. For more information about the Festival, visit [www.01SJ.org](http://www.01SJ.org).



## Meet the Falcons!

*Introducing Cielo, Meyye, and Mercury*



Fans no longer have to refer to City Hall's young peregrine falcons by their ID numbers. The three City Hall fledglings have officially been named: Cielo (female 52Z), Meyye (female 04R), and Mercury (male 93P). Cielo is Spanish for "sky," while Meyye is the Miwok word for "bird." Mercury was named for the Greek winged messenger god and San José's historic mercury mines.

Mayor Chuck Reed's office held a naming contest this year for children ages 5 to 17 throughout San José. In addition to selecting names for the falcons, the contest was designed to encourage young people to take interest in nature and science, and to express their interest artistically.

Each child submitted a short essay or piece of art to go along with their entry. Cielo was nominated by Aidan, a kindergartener at Hacienda Environmental Science Magnet School. Justin, a fifth grade student at Village School, nominated Meyye. Mercury was nominated by Cameron, a third grader at Parkview School.

Volunteer judges from Arts Council Silicon Valley and Adobe narrowed the 130 entries down to fifteen finalists and presented them to the 1,800 members of San José Peregrine Falcon Discussion Group, an online forum dedicated to the City Hall Falcons who voted for the winners.

Birders and falcon fans gathered online and on the ground at City Hall the week of May 12 for the next milestone – fledging. The UC Santa Cruz researchers and trained volunteers monitored the process to help ensure successful flight. Young Mercury took flight on Wednesday afternoon before he even had a name.

The new residents are still swooping around Downtown seeking their permanent territories (there's no returning to the nest for falcons once they've fully fledged.) Curiously, even in this difficult economy one fledgling still appears to have expensive taste. Meyye has a fondness for the Fairmont Hotel. With the Presidential Suite going for \$1,500 per night, it's a good thing she can rely on those frequent flyer miles. For more information on the City Hall falcons or to view the FalconCam, visit [www.sanjoseca.gov/falcons/about.asp](http://www.sanjoseca.gov/falcons/about.asp) or [www.scpbrg.org](http://www.scpbrg.org).

## The Real Reality

As we've stated before, this is real life. There is no 'cut to commercial' or any attempt to avoid reality here. On June 16, young Cielo, still unsteady on her wings, failed to clear one of the buildings downtown, ultimately, she didn't survive the collision. Her death reflects the realities that are faced by wild and endangered animals. Many young Peregrine Falcons do not survive the first year in the wild as they navigate cliffs and also face natural predators. Contact [www2.ucsc.edu/scpbrg](http://www2.ucsc.edu/scpbrg).

