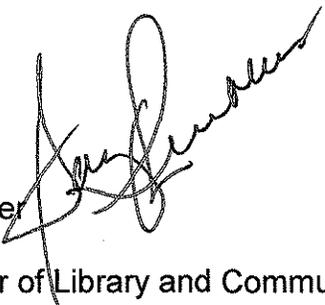


CITY OF SUNNYVALE
Department of Library and Community Services

January 22, 2013

TO: City Councilmembers

Through: Gary Luebbers, City Manager 

FROM: Lisa G. Rosenblum, Director of Library and Community Services

SUBJECT: Response to Council Inquiry – Staff Layoffs and Services to Youth and Seniors

Staff Layoffs:

There have been no layoffs of benefitted, general funded employees. There were 2 casual part time staff who were no longer funded in fiscal year 2009/2010. Background information on this program is as follows:

A federally funded program called Proven People Program began over twenty years ago at NOVA with the intent to help job seekers age 55 or older obtain part or full time employment. In recent years, the program evolved into more of a community resource vehicle for "seniors helping seniors", linking job seekers to employers/community residents that have short-term temporary jobs to fill (e.g. gardener, housekeeper, electrician, carpentry, etc). In the FY2006/2007, a decision was made to shift the day-to-day operation of the Proven People Program from NOVA to the then Department of Community Services (DCS). The change was proposed because there was no more federal funding to support the program so at that time the Senior Center absorbed it. Staff implementing this program were two casual unbenefitted part time employees and volunteers. Over the next two years participation in the program became very low. In the 2009/2010 fiscal year after an extensive review of services, DCS stopped the program altogether so that they could focus their resources on other core services.

Services to Youth and Seniors:

In the past three years there have been no reductions in services to youth and seniors. In fact, the Library and Community Services Department has been able to increase services to seniors and children, all within existing resources, by leveraging efficiencies and programming opportunities as well as through developing new grants and partnerships. Services have been increased still further in specific areas as Council has approved additional resources. For example, this year Care Manager services at the Senior Center have been increased through the hire of a part-time Care Manager for an additional 20 hours per week funded through a Council approved Budget Modification.

Examples of Recent New or Expanded Services for Seniors:

- Senior Peer Advocate Volunteer Program, an information and referral service, in collaboration with Health Trust of Silicon Valley;
- Matter of Balance Program in collaboration with Stanford Hospital, an evidence-based exercise program with the goal of teaching sedentary older adults to face their fear of falling, through education, peer support and exercise;
- Free Fitness Room Orientations to Senior Center users, hosted by certified personal trainers;
- Lunch Time Librarian services at the Senior Center in collaboration with the Library;
- CASE site (Community Against Senior Exploitation) in collaboration with Santa Clara County District Attorney's Office, providing information, prevention and updates on current fraud/scam alerts through educational lectures hosted by partner agencies;
- Free Legal Clinic in collaboration with the South Asian Bar Association of Northern California;
- Free Active Start evidence-based exercise program funded through a grant from the Health Trust of Silicon Valley and in partnership with San Jose State University Department of Kinesiology (completed nearly 100 free health fitness assessments);
- Free 6-week Chronic Disease Management workshops in partnership with the Health Trust;
- Fee-based Personal Training Program with certified instructors; and
- Active Aging Week, a series of free health and wellness lectures along with fitness workshops, with over 200 participants.

Examples of New or Expanded Services at Columbia Neighborhood Center (CNC) which Serve Youth, Families and Seniors:

- Columbia Neighborhood Center expansion project is allowing the following service increases to occur:
 - MayView Community Health Clinic expansion of its clinic hours from 32 to 40 hours with 2 physicians per week, serving 25% more youth and 42% more adults, many of whom are seniors;
 - Doubling of counseling hours for Columbia Middle School students; and
 - Fitness Room at CNC open for community use at a low-cost for 1.5 hours a week, with staff doing limited outreach focused on adults and youth who need to improve their health, such as overweight or diabetic individuals;
- Special Event - 2012 Jingle Bus Holiday Party and Tour - partnered with Santa Clara County Parks Division to take eight families (total of 37 people referred from SEDS Preschool, San Miguel and Lakewood Schools) to a holiday celebration at Vasona Park and the Fantasy of Lights;
- Workshop on Keeping Kids Safe: What Parents & Kids Need to Know About Preventing Child Abduction Parent Education, offered in partnership with DPS, with over 100 parents and 82 kids in attendance. New York Life provided free Child I.D. services;
- Parent/Child literacy series, in partnership with Library;
- Local author event in collaboration with Library;
- Free Conversational English classes for adults in partnership with Vision Literacy;

- Free 6-week Chronic Disease Management workshops in partnership with the Health Trust;
- Monthly food distribution program, Family Harvest, in partnership with Second Harvest Food Bank (AMD providing volunteers) for low-income families with children; and
- Family Resource Centers (funded by First 5 Santa Clara County and run by non-profit partners) in Sunnyvale, offering resources, programs, and assessment to families with children ages 0-5.

Examples of New or Expanded Services for Youth:

- Additional week of fee-based traditional day camp with an extended care option;
- Fee-based skate board camps at Fair Oaks Skate Park with an extended care camp option;
- Annual *Twilight Pool and Play* at the Columbia Neighborhood Center with support from DPS, targeting families in the Columbia Neighborhood Service Area and including swimming, games, music and a BBQ;
- Fee-based preschool aged summer camp at Serra and Las Palmas Parks (eight one-week long sessions) and two additional fee-based school year preschool programs;
- Monthly lunchtime library visits to two more middle schools (Cupertino and Peterson);
- Free practice college admissions tests programs as well as college planning programs (essay writing and financial aid) at the Library;
- Additional science programming (Astro4Girls) at the Library;
- Delivery of "book bags" to licensed Day Care Providers throughout the city;
- Enhanced after school homework help center at Library staffed by volunteers;
- Free swim lessons for youth at Columbia Pool, a 4-week program that served 60 youth and transitioned into CNC subsidizing swim lessons for youth at Columbia Pool during summer;
- Free STEM (Science, Technology, Engineering & Math) summer camp (1-week) for girls in grade 4 & 5 - in partnership with Girlstart, a non-profit organization; and
- 15 table-top community kiosks placed throughout the city with resources for families with children, in English & Spanish, funded initially with First 5 Santa Clara County funding but now absorbed in the Youth and Family Services budget.

If you would like more information on these or other services provided by the Department of Library and Community Services, please let me know.