

**CITY OF SUNNYVALE**  
**Department of Community Services**  
**November 11, 2010**

**TO:** Arts Commission

**FROM:** Cathy E. Merrill, Assistant to the Director  
Department of Community Services

**SUBJECT:** Staff Report – November 17, 2010 Arts Commission Meeting

**Please note that the location for the Arts Commission meeting on November 17 has been moved to the Lobby Conference Room, near the main (east) entrance of City Hall, next to the Community Development “One Stop Permit Center.” (Entrance to the Lobby Conference Room is best approached from the back parking lot of City Hall, off All American Way, where the sidewalk to the entry door is shorter.)**

There is one general business item on the Commission’s agenda for the November meeting which is the ranking of proposed 2011 study issues. This year, there are four study issues to be ranked by the Arts Commission. These are:

- “Explore Opportunities to Develop a Community Theatre Based in Downtown Sunnyvale” was deferred earlier this year when the City Council decided not to fund the required consultant services for the study.
- “Revisit City Policy Governing the Community Recreation Fund” is a new study issue proposed by staff.
- “Explore Opportunities to Create a Multidisciplinary Arts Center” is a new study issue proposed by the Arts Commission.
- “Sunnyvale Cyclovia Event” is a new study issue proposed by Mayor Hamilton.

Prior to this month's meeting, please review the document titled *Board/Commission Process for Ranking Study Issues* which is included in your packet, as this will help guide you through the ranking process to be used during the meeting.

**Council Actions**

You may recall during the July 21, 2010, Commission meeting, the Commission took action in response to the report on Proposed Revisions to Arts Commission Membership Requirements. The City Council adopted the Commission’s recommendation and approved the new wording in Council Policy 7.2.19 *Boards and Commissions* which now states: “The members of this commission shall have a demonstrated interest in the arts (such as visual, performing, literary) and in the art programs of the City. It is preferable that the Arts Commission include at least one member with a background in visual arts and at least one member with a background in performing arts.”

You can access the Boards and Commission Council Policy 7.2.19 on the City's Website at the following link:

<http://sunnyvale.ca.gov/CodesandPolicies/CouncilPolicy.aspx>

I look forward to seeing you on Wednesday, November 17, at 7 p.m. in the Lobby Conference Room at City Hall.

Please feel free to call me at (408) 730-7531 or email [cmerrill@ci.sunnyvale.ca.us](mailto:cmerrill@ci.sunnyvale.ca.us) if you have any questions.

CEM/ks

cc: Robert Walker, Assistant City Manager  
Nancy Steward, Superintendent of Recreation

**CITY OF SUNNYVALE  
DEPARTMENT OF COMMUNITY SERVICES**

**Recreation Division**

November 2, 2010

**To:** Arts Commission  
Parks and Recreation Commission

**From:** Nancy Bolgard Steward, Superintendent of Recreation 

**Subject:** Division Report: July – September 2010

**SUPERINTENDENT'S COMMENTS**

**The Budget...**

Faced with a projected \$5 million deficit for FY 2010/2011, the Sunnyvale City Council considered a number of strategies to mitigate the deficit at the time the budget for FY 2010/11 was adopted in June 2010. These strategies included revenue enhancements, programmatic efficiencies, and one-time and/or ongoing service reductions across the City. The FY 2010/11 budget represents the City Council's best effort to protect the current and future viability of our community. The Recreation Division was required to reduce its operating budget by over \$200,000 for FY 2010/2011, which was accomplished primarily through operational efficiencies and reassignments in staffing — all while minimizing the impact on our level of service to the community.

Our work is not finished however. The economy is not rebounding as quickly as we would all hope, which means that Sunnyvale will continue to face potential shortfalls in revenue as compared to expenditures. As a result, staff throughout the City have been tasked with continuing to identify ways to reduce costs to the City's General Fund in future years. Included in these strategies is the need to reduce total expenditures and/or increase revenues for various programs and services the City provides. The Recreation Division has been specifically tasked with reducing its dependence on the City's General Fund by an additional \$400,000 over the course of FY 2011/2012 and FY 2012/2013. Although every effort will be made to achieve this reduction without impacting service levels, it is likely that some services will be reduced and/or eliminated in future years. In determining where reductions will occur, staff will be guided by the City Council's policy to give priority to services, facilities and amenities that:

- are not readily available through other providers within or near Sunnyvale;
- benefit under-served populations, as identified in the US Census and through community input;

- fulfill a basic need or teach a basic skill (e.g., a *learning to swim class* would have priority over a *competitive swim class*), and;
- are consistent with the enterprise philosophy of the Community Recreation Fund.

Recreation and parks staff are working to address the financial challenges that lie ahead so we can continue to offer a strong and balanced core of recreation services and programs and good quality facilities, fields and open space for community use. We routinely work with a wide variety of community-based organizations and over the coming year will continue to look for ways to leverage the City's resources with those of other local agencies and non-profit organizations. Additionally, we have begun educating interested community members about ways in which they can help the City maintain a strong, vibrant and balanced recreation and community services program. The most recent Activity Guide included the following information:

### ***“How Can You Help?”***

*There are multiple ways you can help keep Sunnyvale's Recreation programs alive and well:*

1. ***Enroll in a class or program.*** *You will learn a new skill, make new friends and gain new experiences. At the same time our service levels are maximized when classes and special activities are filled with the maximum number of participants.*
2. ***Reserve a picnic area, park building or room at the Community Center.*** *You can host a party or meeting, while the revenue helps us offset the cost of maintenance.*
3. ***Contribute your time as a volunteer.*** *You can help us to keep programs open for the public by donating your time.*
4. ***Consider a financial donation.*** *Your generosity will support a variety of worthwhile programs and services. For information on how to make a donation in support of Sunnyvale arts and recreation programs and services or to sponsor a particular activity, please contact Carolyn McDowell at (408) 730-2785.*
5. ***Share your ideas!*** *Recommend cost savings measures and new revenue generating ideas for us to consider. Please send your suggestions to [cmcdowell@ci.sunnyvale.ca.us](mailto:cmcdowell@ci.sunnyvale.ca.us)”*

### **Leadership Change...**

In August 2010, Department of Community Services Director David A. Lewis retired from the City after five years of service. Temporarily stepping into the position of Department Director is Robert A. Walker, Sunnyvale's previous Parks and Recreation Director and currently the City's Assistant City Manager. Mr. Walker brings to this assignment many years of educational and professional experience in the fields of parks, recreation and public administration. He will also continue in his role as Assistant City Manager.

## **INTRODUCTION**

The Recreation Division continues to “Create community through people, parks and programs” by focusing on its mission to:

Provide Recreational Experiences	Support Economic Development in the Community
Strengthen Community Image and Sense of Place	Promote Health and Wellness
Strengthen Safety and Security	Increase Cultural Unity
Facilitate Community Problem Solving	Foster Human Development
Protect Environmental Resources	

Many Recreation Division programs and services achieve multiple missions; however, they are only reflected below in one category.

## **PROVIDE RECREATIONAL EXPERIENCES**

**Fun On The Run (FOTR) is on Fire!** - For the past three summers, Fun on the Run staff have helped Department of Public Safety staff to host the Fire House Movie Nites. This summer, four free movie nights were made available to the community at Stations 1, 2, 3 and 4. Attendance ranged from 30-60 participants per movie event.

**Fairwood Principal and Parents Request FOTR** - Fun on the Run will be returning to Fairwood for the 2010/2011 school year! As the 2009/2010 school year wrapped up, there was some question as to whether the FOTR would return to Fairwood Elementary school in the fall. Many students at the school participate in the District’s KLAS program (conducted in partnership with the City and YMCA) and FOTR numbers had been dropping slightly from previous years. As a result, staff, planned to reallocate the FOTR resources elsewhere. However, the principal specifically contacted staff to discuss the new “charter” program starting at Fairwood in the fall and the increased need for after school programs. The new “charter” program will be attracting many new students to the school and parents were very interested in the after school fitness program offered by FOTR. Not only will the program build on the school day PE program, it will provide a safe and caring environment for children during the after school hours.

**Preschoolers Go To Camp** - Summer Safari was a hit! The new eight week program was filled to capacity all summer with the maximum number of campers (20). Preschoolers, ages 3-5 years, had the opportunity to participate in their first summer camp experiences. The one-week camps were located at Las Palmas Park for the 3-4 year olds and Serra Park for the 4-5 year olds. Parents had the option of enrolling their child in the program for the full week or the 3-day option.

Each week was filled with activities that engaged the participants in imaginative play and outdoor exploration; they even got to splash around on designated water play days. Fun themes included Around the World, Blast Off to Space, Wild West, Farm Fun and more. Also, new this summer was the program's various "special guests." Staff utilized resources to bring in guests from Public Works, the Library, Public Safety and the Santa Clara County Water District. In addition, professional entertainers were secured (e.g., Boswick the Clown, Happy Birds and PT Puppets) to compliment the camp activities.

**Recreation Fee Waivers** - The Recreation Fee Waiver Program was initially developed over thirty years ago to ensure less fortunate children would be provided equal access to City recreation classes and programs that they would otherwise not be able to afford. Over the transpiring years, the program was expanded to include adults, seniors and fee waiver "reimbursements" for Sunnyvale youth participating in programs offered by community-based organizations such as Little League and Pop Warner.

Beginning in FY 2004/2005, the demand for fee waivers far exceeded the allocated budget and for three years in a row staff went to City Council with Budget Modifications to cover the cost of the program. With a budget of over \$110,000, Sunnyvale's fee waiver program was far more generous than that of any surrounding agencies.

In 2006, a significant policy study was conducted to determine the effectiveness and efficiency of the Recreation Fee Waiver Program. Of the five local agencies surveyed at that time, three of four restricted their programs to youth only. One of four provided fee waiver support to seniors, but the cost was covered by community fundraising efforts and not borne by the city. Two of the four other agencies received the resources for their fee waiver programs from fundraising efforts led by community non-profits. Only Sunnyvale provided fee waivers to all ages. The per capita cost of each of the five agencies fee waiver or scholarship programs ranged from a low of 5 cents in Campbell to a high of \$1.11 in Sunnyvale. The next highest per capita cost compared to Sunnyvale was 28 cents in Santa Clara.

In September 2006, City Council adopted a new policy to limit the Recreation Fee Waiver Program to youth 17 years of age and younger and decided that fee waivers would be provided for participation in City-provided programs only.

Eligible Sunnyvale residents may apply to waive, or offset, the expense of Sunnyvale Recreation Division registration fees for youth recreation classes and after school programs sponsored by the City. Youth, age 17 and under, are eligible to receive up to \$234 per fiscal year. In FY 2009/2010, \$54,102 in fee waivers was encumbered for use by 230 recipients. To better serve the Sunnyvale community, the Recreation fee waiver application was recently translated into Spanish and is being distributed through the Columbia Neighborhood Center in addition to being available at the Community Center.

**July is Parks and Recreation Month** - In order to raise awareness of the many benefits of Department of Community Services Parks and Recreation programs, the National Recreation and Parks Association (NRPA) once again declared July as *National Parks and Recreation Month*. Community members were encouraged to:

- Bring the kids to a playground – we have 18 to choose from!
- Take a dip in a pool – Columbia, Fremont, Lakewood, Sunnyvale or Washington
- Walk along the bay in Baylands Park
- Plan a family picnic / BBQ – 19 parks have picnic areas
- Shoot some hoops – 9 parks have courts
- Throw a few horseshoes – 10 parks have pits
- Play some tennis – 11 parks have courts
- Ride your bike, jog, roller blade, scooter, push a stroller or walk your dog along John W. Christian Greenbelt
- Hit a few balls at Sunnyvale or Sunken Gardens golf courses
- Sit on one of our outdoor benches – we have LOTS!
- Connect with a friend – there are many beautiful places
- Tour the Heritage Museum
- Laugh with your kids
- Enjoy nature in any of Sunnyvale's 21 parks

Across the nation, federal initiatives have recognized the importance of parks and recreation to livable, sustainable communities, as well as the positive impact these community assets have on quality of life. Sunnyvale's parks and recreation areas provide a safe and positive place for kids and adults to enjoy healthy activities, a spot for the community to relax and escape from the daily stresses of life, and a communal gathering place for families, friends, and colleagues to come together for fun and entertainment — all in a setting that enhances nature and allows visitors to reconnect with the environment.

**Kick, Lead and Dream!** – As you passed by Cherry Chase Elementary School field in July, you probably saw a large group of kids learning new skills in a soccer camp. What you didn't see were adults connecting with youth through guest speakers, motivational talks, water balloon fights and, of course, soccer play. Four years ago the Kick, Lead and Dream Camp was started by Mountain High School students in collaboration with the City of Mountain View Police Department and Sunnyvale's Department of Public Safety (DPS). This summer the program grew to 220 campers (from 25 in its first year) with more than 70 coaches. Sunnyvale Recreation worked with DPS to arrange the field use for the two week summer program. This program is focused on serving at-risk youth at low or no cost to the family.

**Splish, Splash, Family Fun** – Each summer Sunnyvale pools are open extended hours one Friday night for a Family Event. During July and August, family nights were hosted at Washington Park Pool, Columbia Middle School Pool and Sunnyvale Middle School Pool. Over 75 people came out each evening to enjoy a dip in the pool along with other

family members and friends. Themed games and activities kept participants on their toes and “yummy” snacks were served. These low cost events provided a safe place for families to gather and enjoy healthy recreation activities together.

## **STRENGTHEN COMMUNITY IMAGE AND SENSE OF PLACE**

**New Art in Parks Project** - A new public art project will be taking place over the next six months. The Recreation Division has partnered with the Parks Division and the Euphrat Museum of Art's *Art in Schools* program to complete a public art project at Fair Oaks Park. While the theme is still being decided for the high profile wall, Parks staff will be prepping and painting the wall. They will install the tiles as well. Euphrat artist/instructors will be working with the children enrolled in the program (beginning in November) to develop ceramic tiles from scratch. The Recreation Division will eventually fire the tiles for the mural at Creative Arts Center pottery studio when they are ready. This project is a great example of different organizations working together, leveraging their strengths and resources to improve the quality of life for the students involved in the project and park users as well.

**Network Marketing** – Recreation Division staff were present at the Sunnyvale Expo at Yahoo! on September 30 to provide information about the City's various programs and services. Approximately 2,000 Yahoo! employees were in attendance. Many Yahoo! employees commute to Sunnyvale and live elsewhere on the peninsula. Interestingly, many of them expressed an interest in the Recreation Division's aquatics program, but were unfamiliar with local pool locations and opportunities to swim during lunch even as a non-resident. As such, a simple marketing piece highlighting the Recreation Division's aquatics program will be created and distributed to local businesses.

**Meetup** - Meetup is the world's largest network of local groups. Meetup makes it easy for anyone to organize a local group or find one of the thousands already meeting up face-to-face. More than 2,000 groups get together in local communities each day, each one with the goal of improving themselves or their communities.

Meetup's mission is to revitalize local communities and help people around the world self-organize. Meetup believes that people can change their personal world, or the whole world, by organizing themselves into groups that are powerful enough to make a difference.

The Sunnyvale Community Center is now a Meetup Group. A variety of search tags – recreation, live theatre, live music, art, sports and recreation, family events, seniors, pottery – will lead individuals on this social networking site to new programs and activities.

**Sunnyvale Celebrates “Arts in Education Week”** – Congress recently designated the second week in September as national “*Arts in Education Week*” and issued a call to state and local governments to raise awareness of the many benefits of arts education, including:

- Developing creativity, communication and critical thinking skills in the future workforce;
- Engaging and inspiring students of all ages and ability levels, especially those challenged by language, socio-economic barriers and physical or mental disabilities; and,
- Helping to create healthy, well-rounded citizens and communities.

The City of Sunnyvale is ahead of the curve, having long considered arts education a vital part of its Recreation programs.

- Sunnyvale offers an extensive array of arts camps and year-round dance, music and art classes for all ages, serving 21,107 students annually and totaling 107,023 participant hours.
- Sunnyvale produces the Bay Area's largest youth arts festival, *Hands on the Arts*. Approximately 1,200 children try their hands at more than 35 arts workshops in a variety of disciplines.
- Student artists of all ages practice their craft in our open pottery and painting studios. Meanwhile, student musicians from around the South Bay gather to play in our Bluegrass jam sessions.
- At Sunnyvale Theatre, resident professional theatre company California Theatre Center's (CTC) performances for school-aged audiences serve nearly 50,000 students, teachers and family members, with performances twice a day throughout the school year. During the summer months, CTC provides theater for adult and family audiences with three to four plays in repertory.
- The City's Evenings of Cultural Arts concert series educates an annual audience of more than 1,200 on the cultural diversity of performing arts.
- Up to 200 aspiring performers produce 60 musical theater productions with Sunnyvale Community Players, attracting approximately 4,000 audience members annually.

**Twilight Pool and Play** – On two select Friday nights over the summer, residents from the Columbia neighborhood gathered at the Neighborhood Center for games, swimming and a barbecue. Over 350 individuals participated. Meanwhile, various health, social and educational resources were made available to participants. The event was hosted by the Columbia Neighborhood Center, Department of Public Safety and Sunnyvale Recreation.

### **STRENGTHEN SAFETY AND SECURITY**

**Smell Gas???? Act Fast!!!** - On October 4, Recreation Division employees noticed a significant natural gas smell in the Recreation Center lobby, staff offices and meeting rooms. Staff contacted the Department of Public Safety, opened windows to reduce the potential of gas build-up and evacuated the Recreation Center of program participants and fellow employees.

Within minutes Public Safety, Facility Services and PG&E arrived. The gas line was immediately deactivated and a thorough search was conducted for the cause. Meanwhile, Recreation Division staff notified their peers in the surrounding buildings (Creative Arts Center, Theater, Indoors Sports Center and Senior Center) and plans were immediately put in place to relocate programs and services. Public Safety determined that it was not necessary to evacuate the adjacent buildings.

As it turns out, there was no natural gas leak and it is still a mystery as to what caused the strong odor. Regardless, Recreation Division, Public Safety, Facility Services and PG&E employees responded quickly to what could have been a potentially serious problem. After the Recreation Center was reopened to the public, PG&E remained on-site to continue to monitor the situation.

The Recreation Center was closed to the public for approximately an hour and a half.

### **PROMOTE HEALTH AND WELLNESS**

**USTA Northern California Adult District Championships Hosted in Sunnyvale -** The 2010 USTA Northern California Adult District Championships were held August 13-15, 2010. This huge event took place at four different locations: the Broadstone Racquet Club in Folsom, Harbor Bay Club in Alameda, Vintage High School in Napa and the Las Palmas Tennis Center in Sunnyvale. The event drew 36 teams with 360 players from throughout northern California. Each team played three doubles and two singles matches each day. The Sunnyvale Tennis Club served as the event host and provided all the volunteers for the three-day event.

After their first visit to the Las Palmas Tennis Center, a participant from Reno stated "The courts are so nice. The tournament ran smoothly. This is better than private clubs!"

"Friends Are Us," the Sunnyvale Tennis Club's senior women 3.0A team, qualified to proceed to the USTA National Championships tournament in October.

### **FOSTER HUMAN DEVELOPMENT**

**Teens Gain Valuable Skills as Summer Volunteers -** This summer, 83 teens (ages 13 through 18) signed up to volunteer in the Sunnyvale Recreation Division. Volunteers were provided the opportunity to select their assignment; options included specialty or traditional camps, aquatics programming and drop-in activities.

To be considered as a volunteer required quite a bit of initiative. Interested teens completed a volunteer application form, participated in an interview, proceeded through the City's fingerprinting process and attended a four-hour volunteer orientation and training program offered by the Recreation Division. While this is a lot of work, teens also learned important life skills such as how to fill out an application, how to conduct themselves during a "job" interview, program planning and leadership skills. They also

observed and gained other valuable skills from the recreation leaders and aquatics personnel who mentored them throughout the summer.

A total of 4,655 volunteer hours were contributed to the Sunnyvale community by teens throughout FY 2009/2010. This equates to over \$108,000 in work hours. Many teens plan to use this experience to complete the community service hours required for high school graduation, will highlight their volunteer commitment on their college applications, and many have mentioned an interest in applying for a job with the City of Sunnyvale Recreation Division in subsequent summers.

**“TEAM SUNNYVALE” Competes at the North American Final Track Meet** - Sunnyvale Recreation hosted its first Hershey’s Track & Field Games on June 5 at Fremont High School. The program was designed to introduce children to physical fitness through basic events like running, jumping and throwing. It also encourages children to reach their potential and develop a sense of accomplishment.

Rachel Estell and Jenny Xu participated in Sunnyvale’s local track meet and placed in the top three in their respective events. Then, they represented “Team Sunnyvale” in San Jose on June 19 at the District track meet. Their times were compared with that of thousands of young athletes from throughout Region 2. Rachel and Jenny were selected to travel, all expenses paid, to Hershey, Pennsylvania to compete in the North American Final Meet at Henry Hershey Field on the campus of the Milton Hershey School this past weekend.

Rachel and Jenny were among 560 youth athletes that spent four action-packed days in Hershey visiting the sites, meeting peers and famous track and field athletes, and then competing in the nationally recognized track event. The girls placed as follows:

Rachel Estell	4th place	Girls 11-12	200 Meter Dash
Jenny Xu	4th place	Girls 13-14	1600 Meter Run

“Team Sunnyvale” is incredibly proud of its athletes. To view photos and results from the event, go to <http://hersheystrackandfield.com/meet/results.aspx>

### **INCREASE CULTURAL UNITY**

20<sup>th</sup> Season of Evenings of Cultural Arts – Recreation Division’s arts staff unveiled an exciting line-up of performers for the twentieth season of eclectic arts offerings in the intimate Sunnyvale Theatre. The Evening of Cultural Arts Series celebrates world talent in a neighborhood venue with eight musically diverse programs each year. This season’s performances include everything from Mexican music with modern roots; ancient and mystical Arabic maqams; a heaping goulash of Paris hot jazz, tangos, klezmer, Balkan and classical opera; to the perennial favorite, English and Irish music by modern-day bard Patrick Ball.

For more information, go to <http://sunnyvale.ca.gov/Departments/CommunityServices/Arts/EveningsofCulturalArts.aspx>

## **FACILITATE COMMUNITY PROBLEM SOLVING**

### **Unwanted or expired medication? Safely dispose of it and protect our waterways!**

Every day, people flush medications down sink drains and toilets, and these medications make their way into local waterways. In fact, 80 percent of U.S. waterways tested by the U.S. Geological Survey were found to have at least one pharmaceutical component present, which contributes to pollution and harms fish and other wildlife.

On September 23, the Senior Center facilitated a free medication disposal day in cooperation with the Department of Public Safety. 46.5 pounds of unwanted, expired and over-the-counter medications were collected and will be safely disposed on. In addition, WPCP collected 45 mercury thermometers in the drive.

**Power Outage Impacts on Lakewood Park Pool** - Due to the extensive power outage in Lakewood Park, the mechanical system for the swimming pool was inoperable for approximately one month. This caused algae growth on the floor and walls of the swimming pool as well as a giving a green tint to the pool water.

The electrical power was fully restored on June 9 and staff restarted the mechanical system. The pool was drained, debris vacuumed out, and the walls and gutters were cleaned. Then the pool was filled with 110,000 gallons of clean, fresh water. Staff tested the mechanical and heating systems for proper operation and lines for leaks. The pump ran 24-hours a day until the water was fully treated with appropriate levels of chlorine to make water conditions unlivable for any remaining algae and potential mosquito larvae.

Lakewood Pool met Santa Clara County Health Department standards and opened as scheduled on June 25 for the summer season. The pool was open throughout the summer for recreation swim on Friday, Saturday and Sunday from 1:30–4 p.m. The fee for admission is \$1.00 per person (50% less than Sunnyvale Middle School Pool and Washington Pool).

**Facility Temperature Control is a Delicate Science** - Participant safety, employee comfort and energy efficiency were of concern when the temperature in the Recreation Center spiked to 109 degrees one day and dropped to 52 degrees during the same week. As it turns out, the compressor for the HVAC unit failed during the week of September 6 and continuously pushed cold air throughout the building.

In the interim, the Facility Services Division rented five portable air conditioning units to prevent the Recreation Division from displacing recreation programs, facility rentals and employees. Meanwhile, a competitive bid was expedited and Weigel Mechanical, a Sunnyvale based company, was awarded the contract to replace the compressor and related equipment.

A crane came in on September 17, at 7 a.m. to replace the unit. It took an additional 2.5 days to connect the new equipment and test the system. The work was completed on

September 21. Throughout the process, Recreation Center programs and services were not interrupted, nor were health and safety practices compromised during the outage.

**Bouquet of Flowers to be “Re-Planted” Downtown** - Town Center Development representatives contacted Public Works staff regarding the placement of the new public art piece in downtown Sunnyvale. It appears the sculpture entitled *Meadow Flowers – nemophila menziesii variations* was placed too close to PG&E equipment. As a result, there is not enough clearance for PG&E employees to perform preventative maintenance at the site.

PG&E has requested that Town Center Development move the artwork. Troy Corliss, the Truckee artist who designed the sculpture, was contacted regarding the fourteen giant, painted steel flowers. Two of the flowers will be “re-planted” in the sidewalk along the Taafe Street extension. The flowers will be positioned in a straight line, back towards the store frontage by approximately three feet.

Target was also consulted and agreed to the relocation.

## **SUPPORT ECONOMIC DEVELOPMENT IN THE COMMUNITY**

**The Total Recreation Package** – The September – October 2010 issue of the Recreation Division’s Activity Guide is the result of merging the Sunnyvale Senior Center Activity Guide with the Youth and Adult Activity Guide. As the City continues to look for new ways to reduce operating costs while minimizing the impact on City services and the public, Recreation staff took the opportunity to look more closely at our marketing and publicity materials. By combining the two activity guides we were able to simultaneously reduce production costs and provide the additional benefit of allowing existing and potential clients, regardless of age, the ability to view all of the programs and activities offered by the Sunnyvale Recreation Division. It is our hope it will lead to self-discovery, social opportunities, health benefits, fun and enjoyment – all in one place.

**City of Sunnyvale Provides Many Teens with their First Paycheck** - Many teens will decide it is time to get a summer job and stop depending on their parents for spending money. Perhaps they want to have some fun on the weekends, buy clothes, CDs or books, or save money for college. Some teens will apply for jobs with restaurants and retail stores. Others will receive their first paycheck from the City of Sunnyvale.

Each year, the Recreation Division hires approximately 40 lifeguards and water safety instructors to teach swim lessons and oversee recreation swim among five pools. Additionally, the Division hires approximately 30 recreation leaders to implement youth programming at various parks and schools throughout the City. Another large group of individuals are already on the payroll or are contractors who work with the City throughout the year to lead classes for participants of all ages.

Those individuals selected to work for the City proceed through a comprehensive and interactive one-week training to learn their responsibilities as City staff, the *40 Developmental Assets*, how to lead games, songs, crafts and activities for children of all ages, field trip and swimming pool procedures, behavior management, lesson planning, and the importance of effective communication with parents. Additionally, Recreation Division staff receive thorough training on the Americans with Disabilities Act, community policing (suspicious individuals, homelessness, gangs, graffiti, etc.), blood borne pathogens, what to do in the case of a disaster, harassment in the workplace, suspected child abuse, accident and incident procedures, First Aid/CPR and regulations on driving City vehicles.

The Recreation Division offers a variety of high quality, innovative recreational, educational and cultural activities for all residents. In order to provide these programs, the Department of Community Services has hired self-motivated, energetic and responsible individuals to work in the Recreation Division this summer.

**Elimination of the Adult Softball Program** - There is a nation-wide downward trend in adult softball. According to a recent survey from Sporting Goods Manufacturers, slow-pitch is down 37% nationally from nine years ago. The U.S. Specialty Sports Association attributes the possible reasons for the decline: team sponsorships are down; adults are more involved with their children's sports and activities; and many baby boomers have retired from the sport and taken up a less strenuous activity, like golf.

Despite the fact that fees for the adult softball league were comparable with fees charged by other agencies, our market rate league registration fees did not cover the direct expenses to coordinate the league (i.e., league coordination, officials, scorekeeper, athletic equipment, awards, first aid supplies, etc.) nor the overhead expenses (i.e., utilities, grounds maintenance, etc.). Over the years, fees have been raised to improve the cost recovery ratio of many of our adult programs. Participants who have benefited from these programs pay more of the actual cost of providing the program or service. Unfortunately, participation in the Sunnyvale Adult Softball League declined to 63 teams in FY 2009/2010; down from 131 teams in FY 2000/2001. This decline impacted our ability to offset the cost of offering the Adult Softball League. As a result, the City Council approved elimination of this program at the conclusion of the summer 2010 season as a cost savings measure and part of the \$200,000 reduction mentioned at the beginning of this memo.

Recreation Division staff provided several suggestions to existing Adult Softball League participants that would allow them to continue to enjoy the social and physical benefits of playing individual and team sports. A rental group came in for the fall season and provided an Adult Softball League for local residents who wanted to continue in the program.

**DCS Web Traffic** - Within the last month, the Department of Community Services Classes and Activities page currently ranks as the fourth most visited page on the City's web page with 12,755 page views (3,592 of which were unique; one unique visitor viewing the page for the first time). This represents approximately 2% percent of total site traffic.

Meanwhile, the Department of Community Services home page received 4,562 page views; 1,682 of which were unique. Although this is approximately 12% below that of the previous 30 days, it still represents about 0.8% of the total site traffic.

**Increasing Use of Technology** - Sunnyvale Recreation continues to utilize a variety of marketing strategies to attract new customers and retain existing clients. On July 30, 2010, staff ran a report to understand use patterns and identify future needs. The two Camp Sunnyvale videos have received 1,125 hits.

Today's Date =		7/30/2010			
<b>Video</b>	<b>Upload Date</b>	<b>Total # of Views</b>	<b># days on YouTube</b>	<b>Average # of Hits/Day</b>	
Summer Camps 2010	4/1/2010	460	120	3.8	
Camp Sunnyvale 2010 Teaser	11/1/2009	665	271	2.5	
CS, Recreation Division	9/2/2009	687	331	2.1	
Orchard Pavilion High Speed Setup	3/8/2007	16,147	1,240	13.0	