



February 22, 2011

Mr. Andrew Baker
Essex Property Trust
925 E. Meadow Drive
Palo Alto, CA 94303

Dear Andrew,

Congratulations on the approval of the proposed artwork for your project at 615 Tasman Drive. This letter is to confirm the approval by the Arts Commission and to reiterate the conditions under which the approval was made.

Mr. Pillow's design, as well as the artwork location, was unanimously approved at the February 16, 2011, Arts Commission meeting. The proposed artwork was approved as it was presented at the meeting. If there are changes to the artwork, either structurally or aesthetically, or to the approved location for the artwork, please notify me immediately. Proposed changes may require Arts Commission review.

The artwork requirement will be considered satisfied and I will initiate the release of the art bond when the following items are completed:

1. Installation of the artwork.
2. Installation of the lighting for the artwork. Please submit a lighting plan to the Visual Arts Coordinator prior to installation.
3. Installation of a cast metal identification plaque measuring no less than eight (8) inches by eight (8) inches as specified in Section 19.52.080 (14) of the Art in Private Development requirements. The plaque shall identify, no less than, the artist's name, the artwork title, and date of the artwork.
4. Verification of the required one percent (1%) expenditure by the Visual Arts Coordinator. Verification will be based on submission of a final eligible costs worksheet with supporting documentation. Any difference in the required one percent (1%) allocation and the actual expenditure shall be deposited into the City's Public Art Fund.
5. Registration of the artwork and the property owner's obligation to maintain the artwork. Documents for recording the artwork with the County of Santa Clara will be prepared by the Visual Arts Coordinator.

RECEIVED

MAR 08 2011

DCS Admin

ADDRESS ALL MAIL TO: P.O. BOX 3707 SUNNYVALE, CALIFORNIA 94088-3707
TDD (408) 730-7501

Prior to the art installation, please contact your project planner and the City's Building Department to discuss an installation permit.

I appreciate your cooperation in complying with the Art in Private Development requirement and I look forward to the installation of the artwork.

Sincerely,

A handwritten signature in cursive script that reads "Kristin Dance".

Kristin Dance
Visual Arts Coordinator
Department of Community Services

C: Nancy Bolgard Steward, Superintendent of Recreation, Department of Community Services
Steve Dolan, Art Consultant, Andrea Schwartz Gallery
Steve Lynch, Senior Planner, Community Development Department
Cathy Merrill, Assistant to the Director, Department of Community Services
Diane Moglen, Arts Supervisor, Department of Community Services
Troy Pillow, Project Artist
Robert Walker, Assistant City Manager

**CITY OF SUNNYVALE
DEPARTMENT OF PARKS AND RECREATION**

Recreation Division

February 15, 2011

To: Arts Commissioners
Parks and Recreation Commissioners

From: Nancy Bolgard Steward, Superintendent of Recreation

Subject: Recreation Division Report – September, 2010 through December, 2010

SUPERINTENDENT’S COMMENTS

Time just keeps speeding by and once again we are at the beginning of a new calendar year and with the beginning of the New Year comes change. Although the contents of this memo focus on our many accomplishments in the last quarter of 2010, I also want to take this opportunity to inform you that effective February 1, 2011 the City’s Youth and Family Resources Division was incorporated into the Recreation Division. Some of you may already be aware of how closely the recreation and youth and family resources staff often work so this will not come as a complete surprise. The Columbia Neighborhood Center’s role in the Department of Community Services is in many ways analogous to the Senior Center, simply focused on a different age group. With the offering of senior services such as “blood screening”, health lectures”, and “tax advice”, the senior center long ago helped pave the way for a “recreation” division that goes far beyond what its traditional name implies. While the CNC provides more than recreation, all of its offerings are all well within the broad array of services provided by the Recreation Division. Staff is excited about this change and are busy looking for new opportunities to strengthen our place in the community through service, collaboration and efficiency. You may anticipate hearing more about the services and programs provided by the Youth and Family Resources Unit, and operations at the Columbia Neighborhood Center in the future.

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

After the Bell - Safe and Smart After School Programs - Today, millions of children return to an empty home after school. When the school bell rings, the anxiety for parents often just begins.

After-school programs provide a wide array of benefits to children, their families, schools and the broader community. According to the U.S. Departments of Education and Justice, after school programs provide a number of benefits to children including increased safety, reduced risk-taking and improved learning. After school programs also engage youth in positive activities that contribute toward a child's self-confidence.

The Sunnyvale Recreation Division collaborated with the Sunnyvale Elementary School District to evaluate the needs of elementary school-age children. This partnership resulted in programs that offer homework support, with fun and engaging activities linked to school curriculum.

KLAS: The Kids Learning After School program (KLAS) is grant funded at five Elementary Schools: Bishop, Vargas, San Miguel, Ellis and Fairwood. The curriculum is tied to the California Content Standards with a focus on the arts. Approximately 400 children are enrolled in KLAS for the 2010/11 school year.

FOTR: The Fun on the Run program (FOTR) is an outdoor mobile recreation program that offers a variety of sports, games, crafts and nutrition education. Approximately 160 children take part in FOTR programming each week at Fairwood, Ellis and Nimitz Elementary Schools.

Sunnyvale Youth Basketball League - The Sunnyvale Youth Basketball League kicked off its 2011 season on January 3, with 738 boys and girls registered in the non-competitive league. This program will emphasize skill development (i.e. ball handling, defense, passing shooting, rebounding, etc.), physical conditioning, team work and sportsmanship.

City staff recruited approximately 80 parents and sport enthusiasts to serve as volunteers to coach, officiate and mentor the children in the program. Volunteers play an essential role in the success of youth sports programs. Over the course of the season, the volunteers will log up to 2,040 hours developing the benefits of organized sports among the program participants. According to the Independent Sector, the value of this volunteer service equates to \$47,511.

Senior Travel Flourishes in the Fall - The Senior Center facilitated seven day trips and three extended trips during fall for a total of 345 passengers. Extended trips explored New York, Great Britain, Emerald Isle and San Diego. Meanwhile, day trip participants enjoyed Half Moon Bay, DeYoung Museum, Sculptures at Runnymede, Santa Cruz, Mare Island, Holidays at San Francisco and the Rockette's Show at the Oracle Arena.

Senior Center Special Events - The Senior Center hosted three major special events in November and December. The Thanksgiving Luncheon sold out with 165 seniors present. The crowd was entertained by the vocal talents from Company One of San Jose State University. The students "wowed" the crowd with songs from a variety of Broadway Musicals while the guests feasted on a meal prepared by Wild Taste Catering.

The celebration continued in December when the community “kicked off” the Holiday Season with a Breakfast with Santa. 341 attendees of all ages enjoyed a great breakfast, participated in arts and crafts, enjoyed the entertainment and were greeted by a visit from Santa Claus. Volunteers from the Department of Public Safety and the Sunnyvale Lion’s Club were integral to the events success. Senior Center staff received \$1,750 in sponsorship support from five community businesses/organizations (Manor Care, Belmont Village, Sunnyvale Lion’s Club, Costco and Safeway) for this event.

Finally, the annual Holiday Luncheon provided a traditional holiday meal to 118 seniors. The participants enjoyed the vocal talents of Homestead High School during their meal. Aprius, a local Sunnyvale business, supplied 17 volunteers to assist with the event.

Drop-in Programs Continue to be a Reason to Become a Member – From October through December, the Senior Center recorded 27,848 participant hours from Drop-In Programs. A participant hour is defined as the length of time a participant is active in a program or service; for example, a participant playing bridge for 3 hours equates to 3 participant hours for that individual.

Compared with this same time frame in FY 2009/10, participant hours for the Drop-In Program increased by 3,711 hours. The increase is primarily due to the traffic in the Fitness Room. The Fitness Room averages 82 users on a daily basis, at approximately 45 minutes per visit.

Health and Fitness Classes Continue to Gain Popularity – Health and Fitness classes continue to gain popularity at the Senior Center, as seniors become more and more aware of the short and long term benefits of a healthy lifestyle. From October through December, the Senior Center logged 7,235 participant hours in health and fitness classes. This is an increase of 1,640 participant hours, compared with the same time frame in FY 2009/10. Classes that continue to gain in popularity include: Back Care Conditioning, Body and Core, Zumba Gold, Strength Training, Kick Fit Aerobics and Active Start.

STRENGTHEN COMMUNITY IMAGE AND SENSE OF PLACE

Total Recreation Package - The City’s Activity Guide serves as the primary sales vehicle for facilitating registrations and participation in Sunnyvale recreation activities and services. Research show that 90% of all business generated in recreation agencies is directly derived from use of Activity Guides. While customers can and do register for classes on-line, research has shown (and Sunnyvale’s own experience has borne this out) that customers are still dependant on the physical guide to serve both as a prompt as well as a communications piece, educating the customer about the possibilities.

The physical act of turning pages to locate the desired section provides the opportunity to highlight other class options and pique interest. Applying this finding to the Recreation Division’s revenue suggests that \$3,658,254 (90% of \$4,064,727 annual revenue) annually is tied to the 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, the Recreation Division took the opportunity to look more closely at our marketing and publicity materials.

Beginning with the September-October, 2010 issue, the Sunnyvale Senior Center Activity Guide and the Youth and Adult Activity Guide were combined, the number of pages was reduced and the glossy wrap was eliminated. This allowed the Recreation Division to reduce production costs by approximately \$10,000. Simultaneously, the community now has the ability to see, regardless

of age, all the programs and services offered by the Recreation Division. Recreation Division staff hope this cross-promotion to a combined audience will lead to self-discovery, social opportunities, health benefits, fun and enjoyment – all in one place.

Sunnyvale Theatre showcased one of the world’s top female barbershop quartets, based here in Sunnyvale. LoveNotes Quartet, which includes Sunnyvale residents Caitlin Smith and Brittany Gilmore and San Jose residents Mia Dessenberger and Stephanie Lawson, performed to a sold-out house at Sunnyvale Theatre over the Thanksgiving holiday weekend. The group had recently placed fourth in international competition, and their November 27 performance in Sunnyvale generated significant media attention, including coverage in the *San Jose Mercury News*. When booking talent for the City-produced Evenings of Cultural Arts series, staff makes every effort to include local performing artists who are top-caliber performers on the season, and audiences are particularly enthusiastic whenever we do.

Senior Volunteers Recognized over the Holidays – In early December, Senior Center staff celebrated the contributions of its 200 volunteers with a Holiday Party. The volunteers provide the facility with program and facility support. Volunteers serve as our greeters, room monitors, educators, as well as community ambassadors. From October through December, the volunteers provided over 1,500 hours of support. 70 individuals joined staff for this Holiday Party.

Community Workshops Provide Information and Referral - The Sunnyvale Senior Center has been represented at three community workshops this fall. Care Manager, Vivian Silva, joined Kay Whitney, Recreation Coordinator, at the “*Care for the Caregiver*” event at Sunnyvale Presbyterian Church. Meanwhile, Kay attended “*Sustainable Communities for Seniors*” hosted by Liz Kniss, County Supervisor, at the Mountain View Senior Center. Finally, Kay participated in the City of San Jose’s Disability Awareness Day. All three workshops provided the Sunnyvale Recreation Division to be at the table to discuss programming and services available to older adults and individuals with disabilities.

STRENGTHEN SAFETY AND SECURITY

Spring Cleaning in December - Taking advantage of the holiday closure, staff in the Facility Services and Recreation Divisions have coordinated a number of preventative maintenance projects and routine repairs at the Community Center. The facilities in the Community Center Complex (Creative Arts Center, Theater, Indoor Sports Center, Recreation Building, Senior Center) are heavily used for programs, events and community rentals. These activities account for approximately \$324,000 in revenue annually. It continues to be important to invest in the Community Center’s infrastructure to retain existing renters, enhance the customer experience and attract new individuals, organizations and/or businesses to consider our facilities as the place to hold their activities and bring the community together.

When the Sunnyvale community returned to the Community Center Complex in January, they experienced:

- New paint in many of the public rooms and hallways in the Community Center;
- A “refreshed” kitchen in the Community Center Ballroom (cabinets, fresh paint, new counter-tops and appliances);
- Resurfaced floors in the Community Center, Senior Center and Indoor Sports Center; and,
- Installation of child safety electric outlets.

The Community Center Complex is utilized seven days a week, from approximately 8am-11pm each day. Hundreds of individuals visit the campus each day to take part in City sponsored classes, shows, leagues and health services as well as renter provided activities. Public spaces need continuous attention. Proper cosmetic improvements and timely maintenance ensure their value, functionality and safety in the long term.

Lectures Support Lifelong Learning among Seniors - Sunnyvale Senior Center, in collaboration with the Department of Public Safety, hosted a lecture on “Scams and Home Safety Tips.” Officer Todd Fekete provided a thorough presentation regarding best practices to protect yourself and your property, what you should do if a scam artist approaches you and how to make your home less susceptible to burglary.

PROMOTE HEALTH AND WELLNESS

The Young and Young at Heart - The City and local sports organizations offer a wide variety of sports for the young and young at heart. Fields are being utilized for traditional (e.g., soccer, baseball, softball, volleyball) and non-traditional sports (e.g., cricket, rugby, Segway polo, dodgeball, flag football, ultimate Frisbee, etc.).

The Recreation Division allocates field space by working with the various sports organizations and private renters to coordinate their schedules to insure the fields are used to maximum efficiency. Meanwhile, the Parks Division prepares and maintains our athletic fields. In Fiscal Year 2009/10, sports organizations and private rentals accounted for 34,657 occupancy hours on athletic fields in Sunnyvale. This does not include Recreation Division facilitated classes and camps.

While occupancy hours let us know how many hours the fields are in use, the number of participants served is also relevant. In the spring alone, the enrollment for Sunnyvale Little League reached 1,089 participants. Meanwhile, AYSO and Sunnyvale Alliance Soccer had a combined 1,581 participants. This doesn't take into consideration the many private rentals facilitated by staff (e.g., Japanese Youth Soccer League, Cupertino Pony Baseball, DPS Mountain View/Sunnyvale Soccer Camp, Girl's Softball, Santa Clara Pony Baseball, Christian Soccer Camp, baseball travel teams, etc.).

General public access to athletic fields is permitted on a casual basis, as field space is available. The rise in Internet “meet-up” groups has increased “drop-in” use of athletic fields among adults for various sports and sport related activities.

The Recreation Division has a project on the books to update the City's field use policies, evaluate the services offered to and by various sports organizations and private renters using City athletic fields and other public facilities. As part of this project, staff benchmarked fees with other agencies throughout the region to conduct a comprehensive fee analysis. The entire project will likely take several months before it can be completed; however, the fee portion has been completed. Organizations with Special Use Agreements will be contacted in the next few weeks with information about the outcome of this study.

Changes on the Horizon for Non-Profit User Groups - Sunnyvale Recreation currently has agreements with fourteen (14) non-profit user groups for use of fifteen (15) City fields, nine (9) park buildings and twenty-five (25) School District fields. Currently, the user groups utilize City maintained athletic fields on a regular schedule at a very low cost to the organization.

A letter dated November 30, 2010, was sent to each user group President recognizing the valuable work each organization provides to the community, particularly those serving youth. The letter highlights the City's financial challenges and interest in continuing to have the organizations provide a quality programs to the Sunnyvale community. The letter concludes by informing the organizations that City staff is evaluating revenue enhancements, programmatic efficiencies, one-time and/or ongoing service reductions across the City. Changes to the special use agreement rental fees as well as possible adjustments in service levels in order to accomplish the City's fiscal goals are on the horizon.

In Fiscal Year 2009-2010, the total occupancy hours (user groups, plus field rentals) amounted to 34,657. (An occupancy hour reflects the number of hours a facility is used for organized recreation programming, rather than the number of hours generated by participants.) Approximately 75% of the occupancy hours (25,992) were generated from the non-profit user groups.

Lecture Series Provides a Way for Seniors to Get Valuable Information – The Sunnyvale Senior Center hosted three lectures with a health focus this fall. Margot Maarleveld, MPA, RD from Palo Alto Medical Foundation / El Camino Group presented a lecture on “Nutrition” that highlighted healthy essential foods, information about the five food groups and the daily recommended requirements to maintain a healthy lifestyle. This lecture was followed up with a presentation on “Food Safety.” A representative from San Jose State University educated the seniors on cross contamination, such as separating various meats from other foods in your grocery cart, minimum storage temperatures and the “danger zone” in the refrigerator.

The final lecture was on “Intimacy, Sex and Vitality” presented by Vivian Silva, Sunnyvale Care Manager. This presentation focused on how to nurture an intimate relationship, communication skills and recognizing personal changes for men and women as they age.

Flu Shots Available to Seniors - The best protection you and your loved ones have against the seasonal flu is to get a flu shot in the fall. The flu is much more serious than the common cold and symptoms are generally more severe. The Sunnyvale Senior Center partnered with CVS Pharmacy on October 16 to offer flu vaccines to 43 individuals.

FOSTER HUMAN DEVELOPMENT

Meet the New Members of the Teen Advisory Committee - The Teen Advisory Committee (TAC) was established in 1997 to serve as an advisory group to help staff select, plan and implement programs, services and activities for teens. TAC also serves as a leadership development program where teens learn how to coordinate programs, develop marketing strategies and manage resources.

TAC membership changes on an annual basis (based on eligibility and interest) and consists of a proactive group of devoted high school students from private and public schools in Sunnyvale who spend their time searching out ways to make Sunnyvale a great place to be a teen!

This school year, the following individuals have been selected as TAC members:

Garima Gangwani- Junior@ Homestead (2ndYear)
Elena Georgieva- Sophomore @ Mitty (1st Year)
Ali Ghowsi- Senior @ Homestead (2nd Year)
Amir Ghowsi- Junior @ Homestead (3rd Year)
Alina Hernandez- Junior @ Homestead (2nd Year)

Evanny Huang- Junior @ Homestead (1st Year)
Shantanu Joshi- Sophomore @ Harker (1st Year)
Sonia Koroleva- Senior @ Homestead (1st Year)
Nupoor Kulkarni- Junior @ Fremont (2nd Year)
Ilakya Palanisamy- Junior @ Lynbrook (2nd Year)
Jessica Pan- Senior @ Homestead (1st Year)
Hannah Shahriyari- Senior @ Homestead (4th Year)
Nikki Shahriyari- Sophomore @ Homestead (1st Year)
Rachel Stafford- Senior @ Homestead (4th Year)
Debnil Sur- Sophomore @ Bellarmine (2nd Year)
Jon Ustundag- Senior @ Homestead (1st Year)
Catherine Wang- Junior @ Homestead (2nd Year)
Diana Zhou- Freshman @ Homestead (1st Year)

Despite the busy lives of Sunnyvale teens, TAC meets bi-weekly to play activities for Sunnyvale teens. TAC members also give back to the community, volunteering at a number of City-wide special events (e.g., Basketball Shootout, Family Fun Night, Health and Safety Fair, Community Christmas, Hands on the Arts, etc.).

In Fiscal Year 2009/10, TAC members contributed 1,170 volunteer service hours to the City.

INCREASE CULTURAL UNITY

Holiday Shows for the Entire Family - Sunnyvale Theatre entertained nearly 2,000 people this holiday season with its December performance schedule featuring four family-friendly holiday shows.

Celtic harper and storyteller Patrick Ball performed traditional English and Irish carols and share selections from classic stories, such as Dylan Thomas' *A Child's Christmas in Wales* and Kenneth Graham's *Wind in the Willows*, and seasonal verse by Shakespeare, William Butler Yeats and Thomas Hardy on December 11. Meanwhile, California Theatre Center presented several shows of its' classic fairytale *The Elves and The Shoemaker* and *Madeline's Christmas*. Finally, Sunnyvale Singers performed its annual holiday concert on December 12.

FACILITATE COMMUNITY PROBLEM SOLVING

VSI Crash - On November 3, the server that hosts the Registration software for the Department of Community Services crashed, impacting customer service online and in person at the Community Center. IT quickly responded and was able to get the server back online the following day, however they were only able to restore a portion of the data from back up files. Unfortunately, the data processed on the day of the crash was corrupted, representing approximately 100 registrations. Recreation Division staff were able to re-enter data from registration forms received on-site (via fax, mail-in and/or walk-in). Meanwhile, IT was able to print receipts from a back up file of transactions processed online (via the registration website). This allowed our registration team to cross match the information from a report generated from credit card transactions.

COST SAVINGS / REVENUE ENHANCEMENTS

Popular new Magic Camps offered during school breaks. Recreation staff worked with children's magic class contractor Larry Wertman, whose summer camp filled to capacity, to offer a half-day magic camp over the Christmas holiday break. The first-time camp attracted 10 students and netted a \$400 profit for the City. A similar camp will also be offered over the spring break. Staff has received positive comments from parents who pleased that Sunnyvale is offering

more activities to entertain and occupy their children when school is not in session. Camps are traditionally a lucrative type of programming, and mid-year school vacations are a time when we often have less programming due to holiday breaks for the regular year-round classes, so this is a good way to bring in additional revenue.

Registration and Reservation Functions Merge - In the Division's continuing effort to streamline operations and enhance staff efficiency, the Picnic Reservation operations have merged with the Community Center Customer / Registration service. This merge provides the customer with a "one stop shop" to register for recreation programs and process picnic reservations. Staff has been trained to manage both areas at the Community Center Front Counter. Customers will no longer need to wait in a specific line to process their registration or picnic reservation. Savings were realized through reduction in part-time casual staff coverage that has previously been provided specifically to facilitate Picnic Reservations.