



Memorandum

TO: MAYOR REED

FROM: Councilmember Donald Rocha

SUBJECT: BUDGET DOCUMENT

DATE: May 21, 2014

Approved Don Rocha Date 5/21/14

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: **TOBACCO MASTER SETTLEMENT AGREEMENT**

Amount of City Funding Required: \$550,000 in FY 14-15, \$2,100,000 in FY 15-16

Fund Type (i.e. General Fund, C&C funds, etc.): General Fund

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.):

The Tobacco Master Settlement Agreement (Healthy Neighborhoods Venture Fund) has long provided us the ability to fund important programs that create healthy and resilient communities. For many years the City funded the Children's Health Initiative (CHI) from HNMF, which ensured that all of San Jose's children had access to quality health insurance. The County of Santa Clara has agreed to take full control of funding CHI and HNMF has been reallocated to the General Fund, allowing Master Settlement revenue to be spent elsewhere. We should look ahead at using existing dollars to fund new programming that helps us create healthier and more resilient communities.

Funding youth services meets many of our policy goals. From a public safety standpoint, diversion and early intervention of at-risk youth is very important to the prevention of crime. From an education perspective, creating after school opportunities to divert children to is a necessary function of our public safety goal and helps students achieve academically.

The City should ensure that after our commitment to CHI ends, that we will still be focused on our young people. I propose that we fund the following services with that funding:

Children' Health Initiative - \$550,000

The majority of CHI-enrolled children are San Jose residents. We should continue some commitment to that program.

Healthy Living-Healthy Growing and Afterschool programs -\$800,000

Physical fitness camps, homework centers and afterschool programming at community centers keeps kids engaged and ready for school, providing at-risk youth with opportunities for academic support, educational enrichment, job readiness, substance abuse education, services.

Literacy and Parent Engagement- \$150,000

The City's Place Based Initiative funded by Department of Housing focuses on services in Mayfair, Brookfield Terrace and Franklin McKinley Neighborhoods should be expanded. Focusing on third-grade readiness achieves many goals and there is more work to do.

Violence prevention and Mentoring through the Mayor Gang Taskforce- \$600,000

\$600,000 in additional funding is needed for our Mayor's Gang Taskforce through our San Jose BEST program. A combination of city and community based programming for at-risk youth should be expanded. These prevention and intervention programs help youth thrive & achieve their full potential by expanding their options & expectations for their future, increasing their self-esteem, building healthy decision-making and empowering them to help them graduate from high school with a college plan, career or vocational plan. (Mentoring Programming \$150K)

The Mayor's Gang Taskforce needs to more fully address the issue of girls in gangs. Programs need to be strengthened and enhanced to allow the City to embed gender specific programming around females and gang involvement to break cycles of abuse and address young female concerns in the gang. It is important to understand that if you uplift the girls, mothers, and women, you can uplift the whole family and impact future generations. (Girls Gang Unit and Services \$350K)

We are seeing the impact of the years of cuts by the City and Schools with fewer options for youths to engage in pro-social programs and services. Cuts in prevention, intervention, and neighborhood sports programming is a contributing factor in the increase in youth crime, truancy, home burglaries, and violence on the streets. Additional funding for and Truancy Services produces better outcomes for youth within our city. (Truancy Services 100K)

Funding Source

Essential Services Reserve (\$2 million)

Other (Program/Project/Fund): General Fund

Department or Organization: Parks, Recreation & Neighborhood Services

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

Name:

Phone number:

E-mail address:

This change is:

 One-time X Ongoing

The City Service Area to which the change best relates:

- Community and Economic Development Services
- Environmental and Utility Services
- Neighborhood Services
- Public Safety
- Strategic Support
- Transportation and Aviation Services
