

## MEMORANDUM

**Date:** February 5, 2010

**To:** Youth Master Plan Implementation Committee

**From:** Maria Lara, Assistant to the City Manager

**Subject:** Community Workshop Summary and Revised Vision, Values and Goals

The purpose of this memo is to provide a summary of the results of the Youth Master Plan Update Community Workshop, share the revised Vision, Values and Goals that have changed as a result of the workshop and to recommend that the YMPIC approve the revised Vision, Value and Goals and revised Master Plan framework.

During the January 11, 2010 meeting, the YMPIC provided authorization for staff to share the draft Youth Master Plan Update Vision, Values and Goals during a community workshop to collect input from community members regarding the draft content. The input collected during the meeting resulted in two notable changes to the draft vision, values and goals, and the Master Plan framework, and are summarized below.

The Community Workshop was held on Saturday, January 30, 2010 from 10:00 a.m. to 11:30 a.m. at the Library Community Room. The workshop was attended by approximately 74 community members with a balanced ratio of youth and adults. Participants received an overview of the Youth Master Plan Update process to date, a summary of findings and an overview of the draft vision, values and goals. Four discussion groups were formed to allow participants to engage in a focused conversation about their opinion of the draft content and provide input about concrete options that would inform the draft Youth Master Plan Strategies. Each group was facilitated by YMPIC youth members and MIG or city staff.

### **Summary of Workshop Findings**

#### **Vision Statement**

During the January 11, 2010 meeting, YMPIC members suggested specifically calling out the Community of Character in the vision statement. The draft vision statement was revised to reflect the Committee's suggestion for the Community Workshop. During the workshop, adult participants suggested that the phrase was both unknown and undefined to them and youth participants expressed concern about incorporating an overused term in a new vision statement. Taking into account the varying degree of this input and considering that the Community of Character program is well established in Pleasanton, continues as a stand-alone program, and is largely present in the content of the draft values and goals, the term community of character is removed from the vision statement.

In addition, the words "supportive" and "children" have been added resulting in the following proposed vision statement:

**Vision:** Pleasanton is committed to nurturing a safe, supportive community that is responsive to the full range of need of all children, youth, and their families. In partnership with youth, we will provide the essential environment to stimulate the individual potential of each young person.

### **Values**

Information about the proposed value statements was well received. The notable changes included the following:

**Engagement:** it was recommended that the value word engagement be changed to involvement as the word engagement does not resonate with everyone and the proposed term (involvement) is better understood.

**Diversity:** it was recommended that the words 'and celebrate' as well as 'abilities' be added to this goal to read as follows:

Diversity: We respect ourselves and each other and seek to understand and celebrate different ethnicities, cultures, abilities and experiences.

**Nurturing Environments:** it was recommended that the phrase 'and age-appropriate' be added to this goal to read as follows:

Nurturing Environments: We provide, caring, supportive, and age-appropriate spaces and places for children, youth and families to plan, learn and grow.

### **Goals**

Discussion regarding the goals was positive. Participants expressed an interest in revising the Youth Master Plan Framework to include Implementation Partnerships. This revision would also result in removing Goal 8 (Cooperative Community: Children, youth and adults work collaboratively to make Pleasanton a better place for all; city and agencies and organizations work in partnership to ensure that services are available and accessible for all children and youth in the City) and instead allow for Goal 8 to be integrated throughout the plan (see Draft Master Plan Framework).

It was also suggested that the term "bullying" be added to Goal 4. Although, the term may be covered by the phrase "physical and emotional harm", given how frequently the term was cited during the outreach process, many participants requested it be explicitly stated in the goal.

Once the YMPIC approves the Vision, Values and Goals, staff and MIG will work with the YMPIC to develop strategies, actions that will help Pleasanton achieve the Vision, Value and Goals. Further, the City Council and School Board Members will hold a joint meeting on March 22, 2010 where they will receive their first presentation on the accomplishments and status of the Youth Master Plan Update process.

Staff recommends that the attached Vision, Values and Goals and revised Master Plan Framework be adopted as the initial component of the Updated Youth Master Plan.

# Pleasanton Youth Master Plan Update

The draft statements below were initially developed based on input received during the YMPIC meeting on November 9<sup>th</sup> and December 14<sup>th</sup>, and from Ad Hoc Committee members during their meeting on December 7<sup>th</sup>. The draft statements reflect recent feedback received from Community Workshop participants on January 30, 2010.

## ***Existing Vision Statement***

Pleasanton is committed to nurturing a safe, supportive community that is responsive to the full range of needs of all children, youth, and their families. In partnership with youth, we will provide the essential environment to stimulate the individual potential of each young person.

## ***Draft Values***

The values expressed here are desired qualities the City of Pleasanton aspires to achieve. As a community, we value:

- **Integrity** – We are honest and responsible for ourselves and our actions.
- **Involvement** – Pleasanton children, youth, and adults are active in community life; they engage with and support each other; and, work collaboratively to make Pleasanton a better place for all.
- **Education** – Our education professionals and facilities are among the best and our students strive to be high performing and accomplished.
- **Safety** – We feel safe and comfortable at home, at school and while we participate in activities in our community.
- **Diversity** – We respect ourselves and each other and seek to understand and celebrate different abilities, ethnicities, cultures, experiences, and interests.
- **Nurturing Environments** – We provide caring, supportive, and age-appropriate spaces and places for children, youth and families to play, learn and grow.

## ***Draft Goals***

Goals are broad courses of action to achieve the Plan's vision. Each goal statement serves to organize a series of strategies that will help achieve the goal. Collectively, the goals will help the City achieve its vision for children and youth in Pleasanton. Please note that goals will have different strategies for children and youth.

### **Goal 1. Prepared Youth**

Children and youth are equipped with age-appropriate social and educational skills and strategies to manage their transition through their childhood and teen years into responsible young adulthood.

### **Goal 2. Healthy Youth**

Children and youth live balanced lives and their physical and mental well-being is supported; children and youth celebrate and enjoy their individual qualities and accomplishments.

### **Goal 3. Contributing Youth**

Children and youth are connected to community and school life, their peers and family; and, they have opportunities to make meaningful contributions.

### **Goal 4. Safe Youth**

Children and youth are free to express themselves and are protected from bullying, emotional and physical harm, and drug and alcohol abuse.

### **Goal 5. Youth-friendly Environments**

Children and youth have safe access to and benefit from a variety of youth-oriented activities and spaces, where they can recreate, gather and learn.

### **Goal 6. Supportive Families and Community**

Children, youth, and adults respect each other, communicate honestly, and interact in a manner that supports their individual needs, their families and the community overall.

### **Goal 7. Informed Youth and Adults**

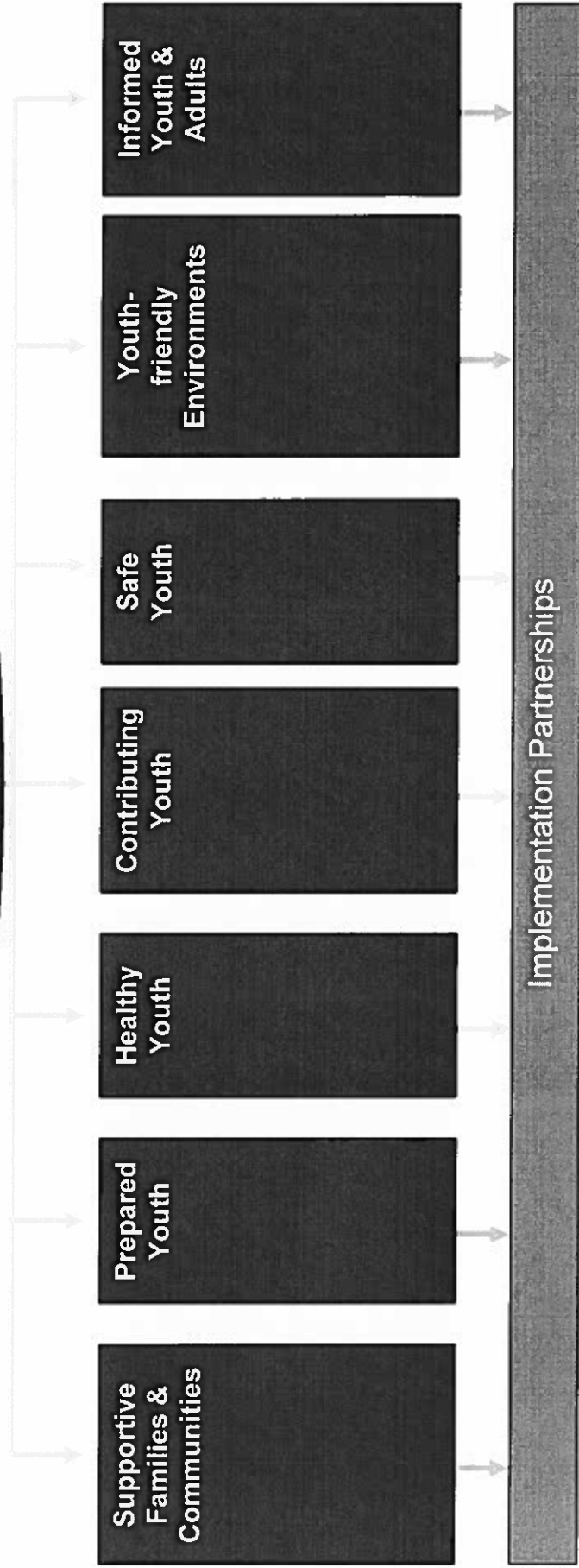
Children, youth and adults are well-aware of the wide range of programs and services available in the City and school district to meet their needs and help them make informed choices.

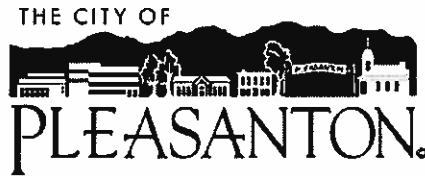
**Draft Master Plan Framework**

Integrity      Involvement      Education      Safety      Diversity      Nurturing Environments

**Vision:**

Pleasanton is committed to nurturing a safe, supportive community that is responsive to the full range of needs of all children, youth, and their families. In partnership with youth, we will provide the essential environment to stimulate the individual potential of each young person.





## MEMORANDUM

**Date:** February 5, 2010

**To:** Youth Master Plan Implementation Committee

**From:** Joan Chaplick, MIG, and Maria Lara, Assistant to the City Manager

**Subject:** Proposed Approach for Developing Strategies for the Youth Master Plan Update

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### Summary

The YMPIC and Ad Hoc Committee have provided substantial input and review assistance on the vision, values and goals statements for the Youth Master Plan Update. These draft statements were discussed with the community during the January 30<sup>th</sup> workshop and staff and MIG collected community input and comments. We also received suggested strategies for implementing the plan. MIG will continue to work with the YMPIC to develop and refine the strategies for inclusion in the Youth Master Plan Update.

### Background

MIG compiled the responses from the meeting along with the suggestions received through the focus groups, web surveys, and Ad Hoc and YMPIC meetings. To assist with our analysis, MIG organized the compilation of strategies by goal and where needed, by age group. Upon review, MIG and city staff noticed that some goals and age groups were well-covered with numerous strategies suggested. In some areas, however, staff and MIG have noticed that there are significant gaps. For example, we have few proposed strategies to meet the needs of children age 0-6 for many of the goals. We also received feedback from several parents that they expect to see strategies specific to addressing the needs of children and youth with disabilities. Some of these parents volunteered to provide assistance to the city staff and MIG to fill these gaps.

To address this, MIG and staff propose seeking advice from targeted sources and reviewing best practices to help fill these gaps. MIG and the staff will contact city staff from the Parks and Community Services Department and other relevant stakeholders who can make informed suggestions. MIG will also review other plans and best practices from similar communities to surface effective actions and tailor them to Pleasanton.

We recognize that this approach will surface strategies that may be new to the YMPIC and appear to have been generated outside the process. We want to assure the YMPIC that the strategies are being generated through targeted follow-up with key individuals and agencies within the community. This approach mirrors our focus group and stakeholder approach used at the data collection phase of this process. Our review of best practices

will also help incorporate strategies that are based on proven practices that have helped similar communities achieve their goals.

The approach will enable MIG and city staff to develop a comprehensive list of strategies for each goal and age group. The YMPIC Ad Hoc Committee and YMPIC will be able to review this complete list at the March 8<sup>th</sup> meeting.

Recommendation: MIG and the city staff will conduct targeted outreach and specific research as described above. MIG and the city staff are seeking approval from the YMPIC to use this approach to develop a more comprehensive list of strategies to support the completion of the Youth Master Plan Update strategies. The YMPIC will be given additional opportunities to review the strategies, including discussion proposed for the March 8<sup>th</sup> YMPIC meeting.