



PLEASANTON.

MEMORANDUM

Date: February 22, 2010

To: Youth Master Plan Implementation Committee

From: Summer JamFest Subcommittee, Kathleen Yurchak, Community Services Manager

Subject: Summer JamFest Subcommittee Recommendation

For the past several years the City of Pleasanton's Youth Services Staff has coordinated a youth concert to kick off the Pleasanton Downtown Association's Summer Concert Series and the Youth Master Plan Implementation Committee (YMPIC) has participated in several ways; selling raffle tickets and food and beverages with proceeds going towards a savings account for a future youth center. Fundraising efforts over the last two years has brought in minimal proceeds, totaling \$424.60.

This year's "*Summer JamFest*" will be held on Friday, May 28, 2010, at Lions Wayside Park and will be coordinated by Sr. Recreation Specialist Mark Duncanson who will hold auditions and select bands, coordinate all necessary sound equipment and develop flyers to promote the concert. A new addition to the concert line up will include dance troupes, and activities and games will also be offered.

At the January 11, 2010 YMPIC meeting, the Committee discussed several options for their involvement in this year's "*Summer JamFest*" including: youth assistance in selecting the bands and dance troupes, a "battle of the bands" format where the winning band could open for a Pleasanton Downtown Association Summer Concert band; a sing-a-long with lyrics displayed on a screen; and the sale of popcorn and beverages.

A subcommittee was formed to develop recommendations for the YMPIC to consider for its involvement in this year's "*Summer JamFest*" at its meeting on March 8. The Subcommittee met on February 10, and discussed the following ideas: a non-competitive battle of the bands, an audience sing-a-long, the sale of popcorn and water, and a fundraising event.

The Subcommittee felt it would be fun to have a non-competitive "*Battle of the Bands*" and the winner would be selected by the loudest applause received, which would be determined by a Decimeter. The winning band would be awarded a "gag" trophy that could be passed on year after year. City staff would provide the Decimeter and the trophy.

The YMPIC discussed having a sing-along with the words projected on a screen. Unfortunately the timing of the event (7:00-8:30 p.m.) does not allow for sufficient darkness that is needed to view the projection of words on an outdoor screen. In addition, the City does not own an outdoor screen and funding is not available to rent one.

The Subcommittee discussed the possibility of a sing-a-long without a projection screen and it was suggested that one of the bands play a well known song and that YMPIC members lead the audience in a sing-a-long.


The Subcommittee expressed an interested in using the JamFest as a fundraising opportunity and it was suggested that a “Pie in the Face” is a fun, low cost fundraiser that has been successful at Amador High School. Participants would pay \$1.00 to toss a pie in a volunteer’s face. YMPIC members would be responsible for obtaining the supplies (pie tins, whipped cream, tarp, wash basin) and solicit the volunteers. Committee Member Debra Rodondi has volunteered to create a cut out of a rock n’ roll character for the volunteers to stand behind and assist with the supplies and setup.

The Subcommittee also suggested the sale of popcorn and water at the event as the YMPIC did in past years. The YMPIC would need to provide the popcorn equipment, supplies and water.

Recommendation

The Summer JamFest Subcommittee recommends that the YMPIC participate in the 2010 Summer JamFest by promoting the event through flyer distribution, a youth representative from the YMPIC assist in selecting the bands and dance troupes, play a lead role with emcee duties during the event, volunteer to help set up the bands’ equipment, sell popcorn and water, have a sing-a-long to a well known song, a “Battle of the Bands” with a “gag” trophy given to the winner and a “Pie in the Face” fundraising event.

THE CITY OF



PLEASANTON

MEMORANDUM

Date: March 4, 2010

To: Youth Master Plan Implementation Committee

From: Maria Lara, Assistant to the City Manager

Subject: Youth Master Plan Update Draft Strategies Proposed for Approval

The purpose of this memo is to provide an update regarding the accomplishments of the Youth Master Plan Update project and request approval of the draft strategies and authorization to proceed to Phase III of the Youth Master Plan Update process.

Since late 2008 the YMPIC has been working on updating the Youth Master Plan. The early steps of this project included small group discussions with the YMPIC of the method and steps necessary to accomplish a successful update. The input received by the YMPIC was used to develop an outreach process that included contracting the services of MIG, Inc and the formation of the YMPIC Ad Hoc Committee to steer the update process.

Since these initial steps, the YMPIC has accomplished the following:

Phase I

- Designed and approved a Youth Master Plan Update process with a focus on community outreach.
- Developed a stakeholder and community focus group list.
- Received facilitation training to conduct community outreach.
- Held 29 focus groups that reached over 150 community members.
- Designed and deployed a community survey that had over 350 respondents.

Phase II

- Designed, planned and held a Community Workshop with over 75 community members in attendance.
- Reviewed and approved the Vision, Values and Goals for the Updated Youth Master Plan.
- Drafted Strategies using input from the YMPIC and Community Workshop participants.

In addition to the above accomplishments, staff and MIG have worked to audit the information collected from the focus groups, surveys, stakeholder meetings, and existing City and regional master planning documents and reports. A few examples of these sources include: Cultural Arts Plan, General Plan, Human Services Needs Assessment, Youth Master Plan, School performance reports and statistics, Alameda County health reports and statistics etc. This audit was conducted to ensure that the proposed strategies are congruent and support existing plans and provide an opportunity to unify efforts and resources.

The YMPIC is nearing the end of Phase II of the Youth Master Plan Update which includes developing a vision, values, goals, strategies and identifying partnerships. Staff and MIG are seeking approval of the attached draft strategies that were formed based on input collected from the community workshop, focus groups/stakeholder meetings, survey and the audit process described in the latter paragraph. The proposed strategies were reviewed by the YMPIC during its February 2010 meeting and the comments received were used to make revisions and improvements. The strategies were subsequently reviewed by the YMPIC Ad Hoc Committee on March 1, 2010 and their comments are reflected in the current version. During the Ad-Hoc Committee meeting, it was recommended that the strategies be presented for approval at the March 8, 2010 meeting.

It is important to note that the proposed strategies are intentionally broad to allow flexibility once the Master Plan is in its implementation phase. This includes a general list of partnerships to allow the implementing parties the opportunity to identify the most appropriate and relevant organizations necessary for each strategy. Upon approval of these strategies, staff and MIG will transition to Phase III of the Youth Master Plan Update and initiate the creation of the Youth Master Plan II. Staff believes that the draft Master Plan will be available for review by the YMPIC during the April and May 2010 meetings and that the City Council and Board of Trustees may receive a presentation by June 2010 to approve and adopt the Youth Master Plan II content. With help from the Ad Hoc Committee during the summer months, a final Master Plan that is printed and bound will be produced by September/October 2010.

Staff recommends that the YMPIC approve the proposed draft strategies and provide staff authorization to proceed to Phase III of the Youth Master Plan Update process.

Attachments: Draft Strategies

Pleasanton Youth Master Plan Update

Goal 1. Prepared Youth

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

Challenges

- Potential impacts on education from evolving economic conditions
- Career development, preparedness and job availability

Strategies

Build on and expand current programs and support services offered by the City, local youth-focused organizations, and schools and coordinate with classroom teachers to provide encouraging environments for children and youth.

Promote and increase awareness of existing local and regional social and educational programs and services including youth-oriented career programs and job fairs.

Provide technical and vocational skill training and support for youth of all abilities entering the workforce to support positive identity in youth and empowerment.

Work with local and regional organizations to develop internships, mentorships, training, and employment opportunities for youth of all career tracks, interests, and abilities.

Support efforts to develop programs to stimulate youth interest in business careers.

Provide life skills training, emotional support, and learning opportunities for children and youth of all abilities and encourage a commitment to learning.

Provide educational and training programs to serve children, youth and adults of all cultural and ethnic backgrounds, including English-as-a-Second Language (ESL) classes.

Develop programs targeted to reach high-risk children and youth who do not participate in existing support services.

Partnerships

- City Departments
- Church groups/faith community
- Local and regional businesses and business organizations
- Local non-profit and youth-serving organizations
- Pleasanton Unified School District
- Workforce agencies and organizations
- Youth development organizations

Goal 2. Healthy and Safe Youth

Children and youth live balanced lives and their physical and mental well-being is supported. Children and youth are free to express themselves and are protected from bullying, emotional and physical harm, and drug and alcohol abuse.

Challenges

- High levels of anxiety and depression
- Fears of bullying or discrimination
- Potential for drug and alcohol abuse
- High achievement pressures
- Participation in risky sexual activity

Strategies

Encourage the development of mentoring and counseling programs for children and youth of all ages and abilities where peers can exchange experiences and support each others physical and mental well-being.

Work with local agencies to improve services that address the safety and health needs of families, children and youth of all ages with special needs (such as developmental and physical disabilities, and severe allergies).¹

Establish and support opportunities, programs and support services for children and youth that reduce stress and social achievement and peer-related pressures.

Support the incorporation of external and internal assets (40 Developmental Assets) representing the relationships, opportunities, and personal qualities that young people need to avoid risks and thrive.

Create and support compelling, educational programs that will improve identification of potentially destructive and abusive behaviors and promote the availability of affordable substance abuse services and counseling for all children and youth.

Encourage communication between children and youth and the Pleasanton Police Department to establish and increase effective relationships and facilitate understanding between children and youth, and the Department.

Facilitate partnerships and encourage service coordination between the school district, public and private agencies, and local and regional health organizations to coordinate health services and ensure they are available and accessible for all children and youth of all ages and with special needs.

Identify and work with health care organizations to communicate available programs to children, youth and their families.

Develop partnerships to establish crisis teams, to increase preparedness and community response to child and youth emergencies.

Support programmed and informal recreation programs and activities for children and youth of all ages and abilities enabling constructive use of time.

Support opportunities that encourage self-expression and creativity.

Establish and support cultural enrichment activities and programs for children and youth of all ages.

Partnerships

- City Commissions
- City Departments
- Local non-profit and youth-serving organizations
- Pleasanton Cultural Arts Council
- Pleasanton Unified School District
- Public health organizations and initiatives
- Social service agencies

¹ City programs for children and youth are designed to be inclusive of special needs children and youth. Plan strategies are also assumed to be inclusive. This strategy is included to highlight programs designed to respond specifically for special needs children and youth and their health-related needs.

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.

Challenges

- Community service opportunities
- Increased participation in volunteerism
- Youth-voice in community decision-making

Strategies

Expand and promote existing volunteer and community service opportunities to provide children and youth with empowerment opportunities to contribute to the community and learn from their experiences.

Develop youth-led processes and draw on youth as resources to increase youth participation in programs designed to promote health, safety and environmental benefits.

Support youth efforts to contribute and influence their peers positively including peer-to-peer mentoring programs and services for children and youth of all ages.

Involve children and youth in decision-making including the need for, and planning of youth-oriented programs and spaces.

Increase opportunities for children and youth representation and involvement on City commissions and business and non-profit organization committees.

Develop opportunities for the Youth Master Plan Implementation Committee and Youth Commission to work together, integrate and simplify their missions, and implement the Updated Youth Master Plan.

Partnerships

- Church groups/faith community
- City Commissions
- City Departments
- Local non-profit and youth-serving organizations
- Pleasanton Unified School District
- Volunteer organizations

Goal 4. 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.

Challenges

- Limited opportunities for unprogrammed activities
- Increased demand for financial assistance and support services
- Lack of dedicated space or facility for youth and teens to hang out

Strategies

Support the planning and development of a community facility or existing dedicated space that welcomes children and youth and meets their needs, interests and abilities.

Explore the youth/community center opportunity on the Bernal Property.

Explore opportunities to provide flexible indoor and outdoor space to provide children and youth opportunities to be creative, gather, and recreate.

Support the Library's capacity to meet the growing needs of children and youth of all ages.

Work with local businesses to develop a youth-friendly business program to expand affordable and safe locations for youth to gather Downtown.

Expand and promote the City of Pleasanton's children and youth activities by partnering with youth-oriented organizations to periodically host events.

Support access to affordable and high quality child care and health care services by promoting the expansion of existing, and the creation of new child care opportunities by encouraging joint-use partnerships between businesses, schools, community organizations and/or the City to effectively utilize funding, resources, and space.

Facilitate the provision of safe, accessible and affordable child and youth activities, facilities, and services.

Encourage a safe, convenient and accessible multimodal transportation system that serves children and youth transit riders, bicyclists and pedestrians of all abilities.

Support safety measures to ensure children and youth are protected when they travel to and from school.

Increase program awareness and youth participation in the Rides to School program and walk and bike to school events.

Work with local partners to complete trail connections between neighborhoods, schools, and community spaces.

Preserve, expand, and promote outdoor opportunities for children and youth, including open-space access to the public, programs and activities.

Partnerships

- Church groups/ faith community
- City Departments
- Cultural organizations
- Local non-profit and youth-serving organizations
- Local and regional businesses and business organizations
- Pleasanton Unified School District
- Social service agencies

Goal 5. 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.

Challenges

- Difficult relationships between youth and adults
- Play skills to improve youth and adult interactions

Strategies

Promote spaces, events and activities that accommodate community, multiple generations and families and persons of all physical abilities.

Support positive family communication to foster strong intergenerational relationships within families and the community.

Establish and support cultural enrichment events that reflect and celebrate Pleasanton's diversity for children, youth, and adults in Pleasanton and enable cultural competence.

Support opportunities for children and youth to develop positive experiences and qualities that help influence choices they make to become caring and responsible people.

Expand existing parent education and family support programs for children, youth and adults.

Partnerships

- Church groups/ faith community
- City Departments
- Local non-profit and youth-serving organizations
- Pleasanton Unified School District - Adult education department
- School youth club organizations
- Social service agencies

Goal 6. Informed Youth and Adults

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

Challenges

- Limited awareness of existing services
- Need for improved information source(s) and coordination

Strategies

Develop an outreach strategy, in cooperation with local partners, to increase awareness of existing programs for children, youth and families in Pleasanton.

Explore and evaluate methods to centralize information about the availability of resources, programs, local activities, events, and services for children, youth and families of all ages.

Evaluate the effectiveness of current distribution of the City Activities Guide to all households; consider redirecting resources to electronic distribution, alternate marketing formats, and distribution of print copies through partner organizations to reach children, youth and adults of different abilities and cultural backgrounds.

Increase usage of local cable channel, websites, and social networking applications, such as Twitter and Facebook, to help promote services for children, youth and families.

Partnerships

- City Departments
- Local non-profit and youth-serving organizations
- Local and regional businesses and business organizations
- Pleasanton Unified School District
- Social service agencies
- Volunteer organizations