



Memorandum

TO: NEIGHBORHOOD SERVICES
AND EDUCATION COMMITTEE

FROM: Jon Cicirelli,
Director PRNS,
Jill Bourne,
Director SJPL

SUBJECT: 2023 SUMMER PROGRAM
STATUS REPORT

DATE: May 11, 2023

Approved

Date

5/4/23

RECOMMENDATION

Accept a status report on the 2023 Summer Program, including activities and special events planned for summer 2023.

SUMMARY AND OUTCOME

The Neighborhood Services and Education Committee will be provided an update on the Parks, Recreation, and Neighborhood Services (PRNS) and San José Public Library's (Library) summer 2023 activities, and efforts by both Departments, in connecting neighborhoods with services and the increased utilization of scholarship funding, partnerships and grant support.

BACKGROUND

PRNS and Library are local leaders in the planning, administering, and facilitation of comprehensive recreation and educational literacy programming for families ranging from toddlers to seniors. With the upcoming arrival of summer, families are looking for ways to engage youth in supportive and pro-social activities. For working families, affordable childcare and quality programming during the summer is essential for parents and caregivers to maintain their employment until school is back in session.

ANALYSIS

Parks, Recreation, and Neighborhood Services (PRNS)

To ensure accessibility and affordability for the participation of all children and families in public recreation opportunities, PRNS staff were intentional in the planning and facilitation of outreach efforts in targeted neighborhoods. In preparation for the summer 2023 season, PRNS participated in various activities and events to increase community awareness, participation and registration in recreation programming. To support these families, the Department established a priority registration window 10 days prior to the start of general registration, from February 15

through February 24, 2023, specific for scholarship-eligible families to enroll in popular camps and classes. In partnership with Project Hope, these efforts took place in neighborhoods such as Santee, Hoffman Via Monte, Foxdale, and Roundtable. PRNS staff were present and enrolled families on the spot into the scholarship program, summer camps, and classes. During this exclusive window, the Department distributed approximately \$1,029,686 in scholarships to support the registration of 572 youth.

Summer Camps

PRNS will continue to offer a variety of programs during the summer of 2023, including City-run camps like Camp San José, FIT Camp, Camp San José Jr., and Outdoor Adventure Camp. These camps have a low staff-to-child ratio of 1:10 and include weekly field trips, skill building, and enrichment activities throughout the day. PRNS will be operating full day and half day summer camps out of ten (10) hub community centers and six (6) regional parks, including Alum Rock Park, Almaden Lake Park, Arcadia Ballpark, Emma Prusch Farm Park, Happy Hollow Park & Zoo and Lake Cunningham Action Sports Park. The Summer of 2023 will bring about some exciting changes and additions to the Regional Park Camps located at Almaden Lake, Alum Rock Park, and Emma Prusch Farm Park. These camps will shift to nature-based activities and programming (biological, ecological, agricultural, and life cycle science), utilizing the amenities and experiences that the Regional Parks have to offer. Studies have shown many benefits to youth who participate in nature-based programming including improved physical health, increased mental focus, and an increase in socialization skills.

Leisure Classes

Vendor-led leisure camps and classes facilitated by contracted industry experts, including sports, dance, and STEM-based programs, will also be offered out of PRNS community centers and parks. Additionally, PRNS Swim San José staff will support aquatics programming at six (6) pool locations, four (4) of which are operated by PRNS employees (Camden, Fair Swim Center, Mayfair, and Ryland), and two (2) that are operated by AnT Swim School (Alviso and Biebrach). PRNS staff will operate and manage the summer swim season which includes our popular swim lessons and recreation swimming at the four (4) City run pools, while a contractor provides swim lessons and recreation swimming at Alviso and Biebrach. Although recruitment began in January, PRNS still faces fierce competition annually from Raging Waters, Great America and other neighboring municipalities hiring Lifeguards for their community pools and water parks.

Scholarships

Scholarships provide much needed financial support and help working families stay focused and remain productive at work, while their children are participating in recreational activities in a supervised and safe environment. Traditionally, PRNS has utilized its base budget allocation for scholarships on an annual basis to supplement registration fees and help offset considerable childcare costs, generally reducing fees by 75% for qualified families.

During the COVID-19 pandemic, PRNS was able to leverage funding from the CARES Act Coronavirus Relief Fund (CRF), the Community Development Block Grant (CDBG), and the American Rescue Plan (ARP), to cover registration fees at 100% for childcare programs,

eliminating the barrier of cost to families most in need. For Summer 2023, PRNS is utilizing base budget allocation from the General Fund and remaining ARP funds to subsidizing registration fees at 100%, dedicating a total of \$1,698,000 for scholarships (\$898,000 in the General Fund in PRNS and \$800,000 from ARP). To date, approximately 90% of the summer scholarship support has been utilized.

Since the addition of available federal funds to PRNS during the pandemic, the number of children and youth with scholarship access has continuously increased in PRNS summer programs annually. In 2019, registration fees for Camp San José were subsidized at 75%, with families responsible for paying the additional 25%. As a result, 27% of Camp San José youth (458 enrollments out of 1,710) were on scholarship.

Figure 1 illustrates a breakdown of pre-pandemic and pandemic scholarship usage for Camp San José operations. Camp San José is the Department’s most popular summer model, as it offers families 10 hours of care from 8 a.m. – 6 p.m. for 8 weeks and is greatly relied upon by working families. For this current fiscal year of 2023, summer camp registration is still in progress so the data included in this section below will most likely increase.

Figure 1: Pre-Pandemic and Pandemic Scholarship

Camp San José						
	PRNS Scholarship	Other Scholarship (**CRF, CDBG, ARP)	Total Scholarship Available	Unduplicated Scholarship Enrollments	Unduplicated Youth Enrollments	% On Scholarship
2019	\$406,932	N/A	\$406,932	458	1,710	27%
2020 (COVID)	**\$0	\$296,007	\$296,007	301	509	59%
2021 (COVID)	\$517,720	\$586,428	\$1,104,148	645	1,095	59%
2022	\$628,764	\$748,223	\$1,376,987	846	1,495	57%
2023 YTD*	\$512,184	\$720,000	\$1,232,184	701	1,185	59%

Data source: ActiveNet Registration System

*2023 registration still in progress

**2020 New Camp model following COVID mandates and utilizing CRF funding

American Rescue Plan (ARP) Funding

In 2023, with the assistance of ARP dollars, PRNS scholarships will subsidize Camp San José registration fees at 100%, with eligible families responsible for paying no registration fees. To date, 59% of Camp San José youth (701 enrollments out of 1,185) are on scholarship.

Registration is currently still in progress and scholarship enrollments are expected to increase.

A growing concern for PRNS is that ARP funding will no longer be available to support this increased scholarship need after this current ARP allocation. To address this concern, PRNS has

advanced proposals through the budget process to continue the operation of programming through increased scholarship allocations and maintaining staffing levels. Without the continuation of this valuable funding support beyond fiscal year 2023-2024, many working families in San José will either be required to pay a partially subsidized rate or will not be participating because they cannot afford to pay the remaining 25% of the registration. Based on past scholarship usage levels, staff anticipates that most underserved families will likely cease participating, despite the 75% scholarship support.

Figure 2 illustrates the upcoming 2023 summer camp details to date, along with the designated scholarship levels, associated with the camps:

Figure 2: 2023 Summer Camp

PRNS Program	Age Range	# of Weeks Offered	Total Capacity for Summer	PRNS Scholarship Funding	ARP Scholarship Funding
Camp San José	5 - 12	8	6,557	\$512,184	\$720,000
Outdoor Adventure Camp	5 - 12	10	1,680	\$83,968	
Camp San José Jr.	3 - 5	9	1,814	\$44,783	\$44,000
F.I.T. Camp	7 - 12	8	1,655	\$82,765	\$36,000
Teen Center	6 th – 12 th grade	10	4,000	Scholarship is provided by a grant from the Santa Clara County Probation Dept.	
Teen Leadership Camp	12 - 15	8	200	\$105,000	Leisure ARP funds available for Fall, Winter, Spring, and Summer
Leisure Specialty Camps and Classes (Vendor Lead)	3 - 12	8	4,134		
Swim San José (Lessons)	6 month – 12 years old	8	756		
Swim San José (Recreation Swim)	All ages	4	Recreation Swim is no cost until June 30, 2023		
Happy Hollow Park & Zoo Specialty Camps	3 - 12	7	100	\$7,300	-
Lake Cunningham Action Sports Park	6 - 14	5	100	\$30,000	-
TOTALS	Varies	5-10	Varies	\$898,000	\$800,000

Summer Food Service Program (SFSP)

Studies have shown that nutrition is directly connected to the academic success of youth. Second Harvest Food Bank (SHSP) reports that one in three children in the County are at risk of facing food insecurity. PRNS will continue to address this issue and provide free summer meals through the grant funded SFSP program that requires the completion of an application and approval

process on an annual basis. Summer Food Service Program (SFSP) is a federally-funded, state-administered program. Eligibility is based on census block data: area needs to be over 50% FRPM or have 2 connecting areas with over 50%. Or by being in a neighborhood/area with a elementary/middle/high school that has over 50% of its students on Free or reduced price meals. SFSP is not available in all areas, at this time.

PRNS has continued to expand their SFSP locations from four locations in 2020 to nine locations in 2023 (Bascom Community Center, Emma Prusch Farm Park, Gardner Community Center, Marijane Hamann Park, Mayfair Community Center, Roosevelt Community Center, Seven Trees Community Center, Starbird Youth Center, and Welch Park). The additional locations increased the number of meals served from 7,022 in 2020 to an anticipated 22,000 in 2023. All meals will be provided through a vendor, The LunchMaster – Nob Hill Catering, and are served to youth by trained PRNS staff.

Staffing

PRNS began conducting outreach and promoting summer employment opportunities in early January 2023. On an annual basis, PRNS provides an average of 300+ local youth and young people with supportive and meaningful employment experiences in the recreation field that helps establish work ethics and valuable life skills. The Department strives to hire dynamic individuals that represent the ethnic diversity of the community we serve for the various summer recreation jobs. Summer employment opportunities include Community Service Aides, Recreation Leaders, Swimming Pool Aides, Lifeguards, Instructor Lifeguards, Assistant Swimming Pool Managers, and Swimming Pool Managers. Each of these positions are vital to the day-to-day operations and success of our community centers, regional parks and public pools.

San José Public Library (SJPL)

As part of the Education and Digital Literacy Strategy, the San José Public Library is committed to providing supportive programs focused on enrichment, recreation, and skills development. These programs bolster skills needed for academic success, support workforce development, aim to keep our youth safe, increase civic engagement, and enhance social and emotional growth. The library continues to work towards making summertime a period of positive growth and development for youth rather than losing skills that were hard earned during the school months.

Summer Learning 2023

San José Public Library's ("Library") Summer Learning is an eight-week literacy initiative (June 1, 2023 and July 31, 2023) that offers participants incentives for reading and learning. It is the cornerstone of the Library's summer program offerings and provides an opportunity for children and teens to prevent summer learning loss and be better prepared for the following school year. Summer Learning fosters a love of reading and engages readers of all ages by promoting early literacy skills for participants ages 0-5 and challenging parents, caregivers, and all adults in the community to model a love of reading.

The goals for Summer Learning 2023 are simple:

- Read eight (8) books over the summer - pre-readers (ages 0-5); and,

- Read eight (8) hours or eight (8) books over the summer - young readers (ages 5-9), pre-teens (ages 10-12), teens (ages 12-18) and adults (ages 18 and older).

Pre-readers, Readers, Pre-Teens, and Teens will each receive one book as a participation prize. All participants are encouraged to read beyond program completion and for every additional eight hours read, participants will be entered into a drawing for grand prizes. As with previous years, the Library will use the Beanstack software which allows readers to register online for Summer Learning, track their reading online, and earn digital badges as an incentive.

A paper version of the program will also be available on the Library's website and at all Library locations. Participants may select to print the paper version in one of four languages (English, Spanish, Vietnamese, Chinese) to track their activities or can pick up a copy at any branch.

Library Programs and Events

In 2023, the self-directed activities of Summer Learning will be complemented by an array of free events and activities for students and families presented by Library staff, partners, and outside agencies.

Early Education Programming

With Kindergarten just around the corner, the Library has the resources and programs on-hand to help children prepare for a new school year ready to learn and play with their peers. Programs such as **storytimes** and **Kinder Readiness** support literacy and learning in a fun and interactive way. Children will expand their vocabulary and learn about a variety of topics that connect them to their everyday environment.

The **Early Education Summer Learning** program is a twelve-week literacy initiative that celebrates the importance of early literacy and the lifelong impact that it has on educational and occupational success. Preschools and daycares around the city are provided with a summer learning curriculum that has been developed around a specially selected book, *Be a Maker* by Katey Howes. The program is designed to inspire creativity and construction and bring out the inner engineer in all children as they discover different ways to build and create, from making messes to making friends or making tangible objects with their hands. The library is also working closely with the Santa Clara County's Public Health Department to support the Children's Outdoor Bill or Rights through several summer community playdates designed to get kids out and about, moving and grooving as they learn more about their community, explore natural elements, and play in safe spaces.

Expanded Learning Programming

The Library plans to continue the annual eight (8) week-long **Coding 5K Summer Camp** series, which are S.T.E.A.M and coding-based summer camps at multiple library, including several camps designed for girls in order to encourage more young women to get involved in STEM fields. Six (6) camps will be held in person, while two (2) camps will be held virtually, in response to parent feedback.

Multiple Library sites (Bascom, Berryessa, Biblioteca, Educational Park and Santa Teresa) will host **Read, Write, Discover** over Summer 2023 which provides volunteer-led academic support

designed to reduce the summer slide in participating learners. Read, Write, Discover provides school age children the opportunity to learn and practice their reading/ writing skills over the summer, while also providing vital social interaction with their peers.

The goal of the **SJ Learns** program is to bolster academic achievement by funding promising and innovative expanded learning programs that serve San José public school students in transitional kindergarten (TK) through 3rd grade. For Summer 2023, SJ Learns grant program will provide matching funds in in the Alum Rock Union School District, Franklin-McKinley School District, and Luther Burbank School District serving 600 students.

College and Career Pathways Programming

The Library's TeenHQ has a new partnership with **WeThrive**, a non-profit entrepreneurial apprenticeship program specifically for youth that focuses on under-resourced communities to help them start their own ventures, earn real revenues, and provide mentorship opportunities. TeenHQ will be hosting a summer long camp with WeThrive. Registration for the camp is open April 1 - June 1, 2023 or until filled. Information about the program for parents and caregivers is also available in Spanish.

The Library will partner with work2future and PRNS to offer **internships** to youth over the summer months. Each year, SJ Works places youth (ages 14 -18) with barriers to employment in a Paid Work Experience Program with the Library. Youth will be provided training and opportunities to work at Library locations throughout the city to and will perform duties similar to the Library Aide position (shelving of some materials, shelf reading, and supporting programs).

Also, this summer, TeenHQ will continue to host a social media internship. Interns will learn how to create and post social media campaigns with a focus on video creation for the Library-TeenHQ's official Instagram account and Facebook accounts.

Summer School Outreach

Studies have shown that nutrition is directly connected to the academic success of youth. With 30% of young people in Santa Clara County living in food insecure households, many school districts in San José will be offering free lunches over the summer. This year SJPL will host pop up libraries to provide focused outreach to schools and community partners which will be providing free lunches. Funding has been provided by a grant from the State of California, distributed by the California State Library.

Librarians from thirteen branches (Alum Rock, Hillview, Edenvale Evergreen, Educational Park, Joyce Ellington, King Youth Services, Seven Trees, West Valley, Biblioteca, East Branch, Vineland, and Tully) will visit at least two summer lunch sites each three times during the summer (June 12- July 31) and provide programming, storytimes, and books. In addition, SJPL will curate and distribute take and make S.T.E.A.M bags at the various lunch sites. Library locations for the program are selected based on the percentage of low-income residents and individuals (students) eligible for the free and reduced-price meals program in their school/service area.

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Graphic Novel Making Contest

The 15th annual **Graphic Novel Making Contest** (GNMC) will be held from June 1 through July 31, 2023. Amateur authors and illustrators are encouraged to create and submit their own eight-page comic book. A panel of library staff and comic industry professionals will judge entries on overall story, originality, creativity, and illustrations. Prize winners across five age categories (0-7, 8-9, 10-12, 13-17, 18+) will be announced live at our annual Awards Ceremony on Saturday, September 09, 2023.

The GNMC team has created a schedule of supplemental programs in partnership with industry professionals, art students from San José State University, and sponsors such as Young Art Lessons, Sakura of America, and DC Comics, that are educational and instructional by nature and cover a wide array of issues related to comics creation, illustration, and publishing. In 2022, the Library hosted 72 programs with 1,348 program participants and 214 contest entries across the five age groupings.

GNMC programs are free, offered across all age ranges, and are designed to provide burgeoning artists and illustrators with practical information that will help them in their artistic and creative pursuits.

COORDINATION

This memorandum has been coordinated with the Attorney's Office and the City Manager's Budget Office.

/s/

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/s/

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For questions, please contact Maria De Leon, Deputy Director (PRNS Recreation), at maria.deleon@sanjoseca.gov, Shannon Heimer, Division Manager (PRNS DES - *Destinations Events, and Sports*) at , or Vidya Kilambi, Division Manager (Library) at vidya.kilambi@sjlibrary.org.