



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: OCTOBER 24, 2017

DEPARTMENT: LIBRARY & COMMUNITY SERVICES

FROM: CARY ANN SIEGFRIED, DIRECTOR

BY: KRISTAN LUNDQUIST, RECREATION & COMMUNITY
SERVICES SUPERINTENDENT

TITLE: FUNDING AGREEMENT WITH MONTEREY COUNTY
LITERACY CAMPAIGN

RECOMMENDED MOTION:

Approve a resolution authorizing the City Manager to execute a Funding Agreement between the City of Salinas and the Monterey County Literacy Campaign.

RECOMMENDATION:

It is recommended that City Council approve a resolution to execute a Funding Agreement allowing the City of Salinas and the Monterey County Literacy Campaign to further literacy efforts in Salinas through outdoor exploration and play.

BACKGROUND:

Earlier this year the Monterey County Literacy Campaign proposed a partnership with the City of Salinas to retrofit playground equipment in a Salinas park with literacy panels that would benefit monolingual Spanish speakers. The project is modeled on a similar playground in Oakland, California which encourages parents and other caregivers to interact verbally with their children as they play. Studies suggest that a 30-million “word gap” exists between low- and upper-income children: Poor children hear, understand, and use fewer words, which can have long-term negative consequences. The literacy panels offer ideas that may spark beneficial conversations between caregivers and their children.

The Hebborn Park playground was identified as a good fit for this project because it is located in a neighborhood with predominately-monolingual Spanish speakers and because of its proximity to the Hebborn Family Center where a bilingual early literacy program exists and bilingual playgroups are offered. In addition, the existing playground at Hebborn Park is in need of some repairs and the Literacy Campaign has agreed to cover the retrofit costs including the installation of literacy panels in an amount not to exceed \$20,000.

The Literacy Campaign presented this concept to the Library & Community Services Commission at its September 13, 2017 meeting. The Commission voted unanimously to recommend moving forward in support of the partnership between the City of Salinas and the Monterey County Literacy Campaign.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

STRATEGIC PLAN INITIATIVE:

Quality of Life: This project relates specifically under this strategy to “meet more needs of immigrant populations.”

FISCAL AND SUSTAINABILITY IMPACT:

The Literacy Campaign agrees to provide the City with funding in an amount not to exceed twenty thousand dollars (\$20,000) to install “Talking is Teaching” literacy panels on the playground equipment at the Hebbroon Family Center. The funding may be used for the purchase and installation of the literacy panels and any repairs or retrofits to the playground equipment necessary for the installation of the literacy panels to be completed. In exchange for the Literacy Campaign’s agreement to provide funding as described above, the City agrees to install literacy panels at a second City-owned park or recreation facility at the City’s sole cost and expense. Funding for the second playground is available in Capital Improvement Project #9060.

ATTACHMENTS:

Resolution
Funding Agreement
Sample Literacy Panels