



COUNTY OF SAN MATEO
Inter-Departmental Correspondence

County Manager's Office

DATE: November 8, 2005
BOARD MEETING DATE: November 15, 2005
SPECIAL NOTICE/HEARING: None
VOTE REQUIRED: Majority

TO: Honorable Board of Supervisors
FROM: John Maltbie, County Manager
SUBJECT: Report on San Mateo County's selection as one of the 100 Best Communities for Young People by America's Promise

RECOMMENDATION:

Accept the Report on San Mateo County's selection as one of the 100 Best Communities for Young People by America's Promise.

VISION ALIGNMENT:

Commitment: Realize the potential of our diverse population
Goal(s): Goal #1—Our diverse population works well together to build strong communities, effective government and a prosperous economy.

BACKGROUND:

At the recommendation of Congressman Tom Lantos, County staff coordinated with a small group of community based organizations to submit an application in August 2005 to the 100 Best Communities campaign sponsored by America's Promise (www.americaspromise.org). Application organizers included Michelle Fries of the Peninsula Partnership for Children, Youth and Families, and Anne Hipkind from the Youth Development Initiative.

The first ever 100 Best Communities for Young People campaign was and is intended to recognize local communities for successful work in meeting the needs of youth in five areas identified as the Five Promises (discussed below) and to foster friendly competition among communities to better serve their youth. In addition, the campaign allows communities to assess and build internal support while allowing the sharing of ideas between disparate communities.

With an eye toward meeting the needs of the Five Promises, demonstrated collaboration and commitment of resources, judges of the 100 Best Communities campaign reviewed application materials that included quantifiable success and progress in addressing specific challenges.

Founded by Retired General Colin Powell in 1997 following the President's Summit for America's Future, America's Promise is a broad-based alliance whose members work together to ensure that all young people can realize their full potential. They are dedicated to mobilizing "people from every sector of American life to build the character and competence of our nation's youth by fulfilling Five Promises:

1. Ongoing relationships with caring adults – parents, mentors, tutors, or coaches;
2. Safe places with structured activities during non-school hours;
3. Healthy start and future;
4. Marketable skills through effective education;
5. Opportunities to give back through community service."

America's Promise alliance members include the National Association of Counties, the US Chamber of Commerce, Big Brothers and Big Sisters of America and United Way of America.

DISCUSSION:

In mid September, America's Promise announced that San Mateo County was selected as one of the 100 Best Communities for Young People. While San Mateo County's application included many programs dedicated to youth, America's Promise noted a few key programs such as the County's Shared Vision 2010, the Children's Health Initiative (Healthy Kids), and Preschool for All. In addition to highlighting the above programs, San Mateo County's application included testimonials from youth.

America's Promise invited each community to participate in a November 2, daylong National Forum and evening celebration for the 100 Best Communities. San Mateo County's delegation included San Mateo County Youth Commission members Ashleigh Lew and Sagar Patel, Youth Development Initiative Coordinator Anne Hipkind and County staff, Ross Nakasone.

With representatives from all 100 communities and nearly 500 participants, the National Forum included small group breakout sessions that allowed communities to discuss their solutions for common problems. Other 100 Best Communities from California include Sacramento and Solano Counties and Chino, Long Beach and San Jose.

County staff are currently evaluating the possibility of contracting with America's Promise for the use of the "100 Best Communities for Young People" mark on the County's website.

FISCAL IMPACT:

No fiscal impact.