

PASADENA UNIFIED SCHOOL DISTRICT
Memorandum

FR: Superintendent Dr. Percy Clark Jr.

TO: Council Members, City of Pasadena
Mayor Bill Bogaard
City Manager Cynthia Kurtz

RE: Effort to Direct PWP Credit Reimbursements to PUSD After School Programs

DT: May 16, 2002

At a May 15 meeting of the Pasadena Unified School District's Board of Education, the attached report was adopted unanimously by the Board. The report calls for asking Pasadena Water and Power customers to consider directing all or a portion of a utility credit to help sustain PasadenaLEARNs, an after school academic enrichment program currently operating at 16 PUSD school sites.

PasadenaLEARNs currently serves 1800 students by providing literacy, math and leadership instruction through academic, artistic and athletic activities. A non-renewable federal grant totaling \$1.2 million that supports eight school sites will expire June 30, 2002, while an additional non-renewable grant supporting 6 other sites will expire June 30, 2003. That grant is approximately \$987,000. Unless new sources of revenue are identified, programs will be reduced and fewer students will be served.

As you will note in the attached report, the Board of Education approved of seeking the City of Pasadena's support for this undertaking. Accordingly, we are respectfully requesting that at the May 20 meeting you signal your willingness to be supportive of this endeavor.

We have met with representatives of the Pasadena Water and Power as well as city officials to discuss a joint effort whereby PWP customers will be given the opportunity to indicate on their utility bill whether they would like to give either a percentage or an exact dollar amount from their credit to PasadenaLEARNs. Specifically, PWP, through clerical support underwritten by the district, will capture the credit donations and then release the amount collected to the Pasadena Educational Foundation, a non-profit 501(c)3 that supports and authors grants on behalf of PUSD programs, students and staff. All revenue collected will be tax deductible.

To heighten awareness among the more than 60,000 PWP customers of the opportunity to apply the credit to after school programs, we intend to work with PWP to launch a public awareness campaign that will consist of the following communication mechanisms:

- Utility bill inserts beginning July 1 and continuing on subsequent bill cycles

5/20/2002
7.A.4.

City of Pasadena
Page 2 of 2

- A brochure for general distribution
- Bus shelter advertisements
- Placement of newspaper advertisements in major Pasadena-area weeklies and dailies

To help design and produce these materials as well as assist with content delivery, we will work with the firm that PWP already uses. This will help to ensure continuity of product and design during the compressed timeframe. Furthermore, we will use city and school district publications, including "In Focus," "Conduit," "Neighborhood Connections," and "School Connections" to inform the public of the donation opportunity.

At the May 15 meeting, the Board of Education asked staff to bring forward a budget outlining the costs associated with an informational campaign at the May 21 Board meeting. We will present this budget to you at your May 20 meeting, as well. The Board also requested that funds expended by the district for this purpose be paid back by any revenue collected through the donation campaign.

c: Members, Board of Education

Attachments

BOARD OF EDUCATION
Pasadena Unified School District
Pasadena, California

Report No. 338-B

Date May 15, 2002

To the Superintendent of Schools:

Request for authorization of the following recommendation is presented for your approval, subject to the action of the Board of Education.

Purpose: Approval to Direct Credit from Pasadena Water and Power Customers to Sustain After School Programs (PasadenaLEARNS)

I. RECOMMENDATION

It is recommended that the Governing Board of the Pasadena Unified School District approve of asking Pasadena Water and Power customers to apply a credit to the Pasadena Educational Foundation for the purpose of helping to sustain after school programs and to seek the City of Pasadena's support for this undertaking. In addition, it is recommended that the Governing Board of the Pasadena Unified School District authorize the Superintendent to bring forward a budget outlining the costs associated with an informational campaign at the May 21, 2002 Board meeting. Funds for this budget will be reimbursed by revenue collected through the credit retrieval effort.

II. BACKGROUND INFORMATION

Pasadena Water and Power plans to stop collecting the Stranded Investment Surcharge (SIS) and credit to customers all SIS revenue collected since July 1, 2001. The SIS, which averages \$13.70 per bill for a typical household, was created in 1997 to help PWP pay off long-term investments more quickly. The PWP credit totals \$14.9 million: \$3.9 million to residential customers; \$2.1 million to small businesses; \$3.3 million to medium businesses; and \$5.6 million to large customers. Even if we collected 5% of these rebates, it would amount to \$745,000.

The Superintendent is requesting that Board Members approve of asking PWP customers to direct all or a portion of their credit to help sustain eight after school programs that face a \$1.2 million shortfall this June when a non-renewable federal grant expires. Those schools are: Cleveland, Jackson, Washington Accelerated, Washington Middle School, Longfellow, Madison, Willard and Wilson Middle School.

To inform community members of the opportunity to apply their credit to after school programs, the district will embark on an informational campaign, which, among other items, may include advertisements, bill inserts and direct mailing efforts.

III. POLICY IMPLICATIONS

N/A

IV. STUDENT ACHIEVEMENT/CURRICULUM IMPLICATIONS

PasadenaLEARNS is a site-based, structured after school program that serves more than 2,000 students. PasadenaLEARNS offers students assistance in literacy, math and leadership development through a combination of direct academic intervention, tutoring, structured class work and academic enrichment activities.

Although long-term evaluation of after school programming is still pending, the results from local, state and national evaluations look very positive to date. Children and families participating in ongoing and structured programming indicate that it is playing a key role in improving academic skills, literacy, daytime behavior, attendance rates as well as developing leadership characteristics and self-esteem.

According to statistics compiled by an outside evaluator:

- ◆ 38% of frequent PasadenaLEARNS participants increased their SAT-9 reading scores
- ◆ 53% of frequent PasadenaLEARNS participants increased their SAT-9 math scores
- ◆ 56% of frequent PasadenaLEARNS participants increased their regular school day attendance (with an average increase of seven school days per child)
- ◆ 71% of participants demonstrated positive or better behavior in the classroom according to reports from their daytime teachers

V. STAFFING IMPLICATIONS

PasadenaLEARNS staff, the Office of Communications and the Office of Business Services would provide guidance and expertise on an as needed basis.

VI. RESOURCE/FACILITIES IMPLICATIONS
N/A

VII. FINANCIAL IMPLICATIONS
To be detailed in May 21, 2002 budget

VIII. DEADLINE/TIMEFRAMES
Due to the nature and timeframe of the credit, approval of the earmark would be needed by the Board of Education, Pasadena City Council and Municipal Services Committee by the end of May.

IX. OTHER CONSIDERATIONS

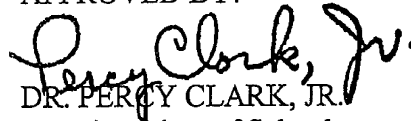
- A. What is the effect of this work on other schools or district locations?

N/A

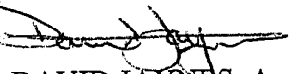
- B. What community/consumer input has gone into the proposal/program?
The Municipal Services Committee (MSC), Mayor, and City Manager have been consulted on this project. We are continuing to cooperate and work closely with all three entities on this proposal.
- C. Provide backup data when appropriate.
N/A
- D. What assessment/evaluation/accountability elements will be included in the project?
N/A

SIGNATURES

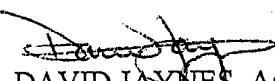
APPROVED BY:


DR. PERCY CLARK, JR.
Superintendent of Schools

PREPARED AND PRESENTED BY:


DAVID JAYNES, Assistant Superintendent
Business Services

APPROVED AS TO BUDGET IMPLICATIONS:


DAVID JAYNES, Assistant Superintendent
Business Services