



Neighbor to Neighbor

VOLUME 6: NUMBER 9 - SEPTEMBER 2003

CALENDAR

**BOARD OF DIRECTORS
MEETING**
Wednesday Sept 3
6:00 pm
UNSCC Alma Office
525 W. Alma Avenue
San Jose

**ADVISORY COUNCIL
MEETING**
Wednesday Sept 17
6:45 pm
UNSCC Alma Office
San Jose

**BOARD OF DIRECTORS
MEETING**
Wednesday Oct 1
UNSCC Alma Office
San Jose

10TH ANNUAL CONFERENCE
Saturday October 18
Christian Community Church
1523 McLaughlin Street
San Jose

UNSCC does not endorse
political candidates

525 W. Alma Avenue
San Jose, CA 95125
Phone: 408-286-8661
Fax: 408-286-8680
unsc@pacbell.net
www.unsc.org

MCNA SUCCESS STORY

Helen Bliven, McLaughlin Corridor NA

McLaughlin Corridor Neighborhood Association (MCNA) was founded in October 1996 by Cap Carpenter to improve our neighborhood of over 2000 homes. MCNA's achievements have been stellar since then. The most rewarding successes have been the support and many friendships forged in working together with neighbors, community, government leaders, San Jose Code Enforcement and San Jose Police to attain common goals.

San Jose's first in-ground skatepark, behind Stonegate School, is to be officially opened on September 13. MCNA is also home to the new Los Lagos Golf Course, an 18 hole executive course that straddles Coyote Creek. Other recent improvements include the Windmill Springs Park playground, Stonegate Park and the new Tot Lot.

Behind the scenes improvements include: Coyote Creek cleanup, shaving uneven sidewalks, removal of abandoned vehicles and shopping carts, and street signs repairs. We are currently working with San Jose Parks and Recreation for development of the Coyote Creek Trail. Special committees have worked on Umberger Walkway and advocating land use issues.

Special awards include: the Anti-Graffiti Appreciation Award (Dec. '01) from the City of San Jose, the 1999 BRICC (Building Resourceful Inspirational Creative Community) Award from the Community Foundation of Silicon Valley, and a special Commendation for "exemplary service and contribution to the community of San Jose" from San Jose Mayor Ron Gonzales and Councilmember George Shirakawa, Jr.

MCNA's main form of communication, "Spotlight on the Corridor", is hand delivered by neighborhood volunteers each month. For community outreach, a soon-to-be bulletin board will have notices posted in at least three languages.

For more, please visit our website at: www.vossmedia.com/mcna.

UNITED NEIGHBORHOODS OF SANTA CLARA COUNTY

United Neighborhoods of Santa Clara County is a coalition of neighborhood associations. Our mission is to promote the creation, preservation, and enhancement of healthy neighborhoods through education, resources and outreach.

Thank you County Supervisor Blanca Alvarado for supporting UNSCC!

Neighbor to Neighbor

ELIZABETH ANABO BRICC AWARD

The Elizabeth Anabo Building Resourceful Inspirational Creative Community (BRICC) Awards were established in 1994 to recognize the work neighborhood groups do in building communities and revitalizing neighborhoods. The award of \$1,000 and a plaque mounted on an actual clay brick are presented each fall at the United Neighborhoods of Santa Clara County (UNSCC) Annual Conference.

The 2003 BRICC award(s) important dates are listed below:

August 22 - Notification cards sent to neighborhood associations.

August 22 - Information posted on Community Foundation Silicon Valley website.

September 26 - Due date for nominations.

October 18 - Presentation of BRICC award(s) at UNSCC Annual Conference.

UNSCC GROWS BY TWO

UNSCC is proud to welcome Cuesta Park and Plata Arroyo East Gate Neighborhood Associations to its membership.

UNSCC SPONSORSHIPS

United Neighborhoods of Santa Clara County (UNSCC) is a 501(c)(3) non-profit coalition of neighborhood associations. Contributions to UNSCC are tax-deductible and are particularly needed in this economic downturn. Send contributions to:

UNSCC
525 W. Alma Avenue
San Jose, CA 95125

THE POWER OF DIVERSITY

Jason Alderman, PG&E

Diversity in the workplace has garnered considerable attention in recent years. Some have claimed that this is just a case of feel-good rhetoric, but is there genuine value in having a diverse workforce? At Pacific Gas and Electric Company (PG&E), we have found the answer to be a resounding "Yes" – diversity is good for business.

Because our workforce reflects the diverse mosaic of California's labor markets, PG&E has grown stronger and boasts a more cohesive employee team that has an even better rapport with our customers. We carefully integrate our diversity commitment with our core value of promoting teamwork, as well as our legal duty to treat all employees in a non-discriminatory manner.

Creating diversity must be a deliberate and conscious effort. For example, at PG&E we have extensive outreach programs with colleges and professional organizations. We also partner with community colleges and community-based organizations to attract a diverse, qualified labor pool. Having a truly diverse workforce means not stopping company efforts after the initial hiring. As employers, we all must continually foster and celebrate that diversity. PG&E has done this in part by sponsoring employee associations that represent a broad spectrum of our employees. These associations provide development opportunities for their leaders and volunteers.

Our efforts have paid off. PG&E has been recognized as one of the top companies in the nation for diversity. Fortune Magazine and the Human Rights Campaign Foundation are two such organizations that have lauded PG&E for our diverse workforce. Our diverse employee population gives us a significant hiring advantage over less diverse companies, which in turn produces a smarter, happier and more dedicated workforce. In turn, customers feel more respected and appreciated.

The bottom line on diversity is that it can help your financial bottom line.

Neighbor to Neighbor

Tenth Annual United Neighborhoods Conference

CELEBRATING A DECADE AND MOVING FORWARD

Saturday, October 18, 2003
Christian Community Church
1523 McLaughlin Street
San Jose, CA

United Neighborhoods Annual Conference is ideal for anyone wanting to improve his or her community. The conference will feature workshops on common community issues and give suggestions on how to solve these issues in your own community.

Building and maintaining the organization

- help! I need volunteers!
- let's start a neighborhood association...How?
- website creation

Financial development

- it's fun asking for money
- 501(c)(3) & CA non-profit status for dummies
- grant writing 101

Coming together

- spread the news!
- let's talk together
- what every leader should know

Developing key partnerships

- getting the media's eyes!
- working with your school
- collaboration works

Communicating with government

- community activist extraordinaire
- accessing county officials
- communicating with city officials

Hot topics

- soup to nuts in planning an event
- landlords' & tenants' have rights!
- neighborhood murals

Neighborhood safety

- this neighborhood is protected by...
- this is an emergency warning - what's next?

By special request

- being pro-active with neighborhood problems
- coming across clear & organized
- structure is good

Diversity: interacting with different cultures

- understanding and interacting with the middle eastern community
- building bridges with latino community
- reaching out to the vietnamese community

**Contact United Neighborhoods of Santa Clara County
for registration information.**

Phone: 408-286-8661

Email: unsc@pacbell.net

Neighbor to Neighbor

OPERATION SAFE PASSAGE

September 8 - 12, 2003

With pedestrian and bicyclist fatalities and reckless driving on the increase, motorists need to drive more safely and observe all traffic laws. Emphasizing strict and concentrated enforcement of traffic laws around school zones throughout Santa Clara County, the Traffic Safe Communities Network (TSCN) encourages school/neighborhood participation in Operation Safe Passage - September 8-12, 2003. During the intensive weeklong campaign, violators can be cited, arrested, and have their vehicle impounded.

The campaign will target an array of deadly driving behaviors, including speeding, stop sign/red light running, crosswalk/school zone violations, hit-and-run, and DUI. By allowing safer passage to school, the campaign also will help improve conditions for increasing physical activity, such as, walking and bicycling for transportation, exercise or pleasure, into the daily routines of both children and adults. For more information about Operation Safe Passage, please contact your local police department or Officer Chris Omalza at the CHP-San Jose Headquarters: 408-938-2079.

The health benefits of daily physical activity include reducing the risk of heart/lung disease, obesity, diabetes, arthritis, cancer, and depression as well as improving self-image and boosting energy levels and learning readiness. If your school site and parent association would like to join together with local educators, health professionals, safety advocates, transportation planners, law enforcement, and community members to improve traffic safety as well as increase opportunities for physical activity, attend the TSCN's Bicycle & Pedestrian Safety Work Group Meeting - Second Tuesdays, 4 N. Second St., 2nd Floor Conference Rm., San Jose.

Resources: TSCN in Santa Clara County at 408-494-7850. Walk San Jose at 408-295-4715 or www.walksanjose.org. Safe Routes to School at 1-888-393-0353 or www.dhs.ca.gov/routes2school. National Center for Bicycling & Walking at 202-463-6622 or www.bikewalk.org.

B.A.R.T. ALTERNATIVE

The Sunnyhills Neighborhood Association in Milpitas and in the direct path of any proposed B.A.R.T. to San Jose connection, has examined and is pushing for a new and innovative alternative to B.A.R.T. that cost millions less than B.A.R.T., yet offers more flexibility to its riders.

The alternative system being proposed by the neighborhood is called P.R.T. for Personal Rapid Transit. PRT is a lightweight shuttle system that is also being currently pushed in Santa Cruz as a link between UCSC, downtown Santa Cruz and the boardwalk.

The Sunnyhills Neighborhood Association is lobbying the City of Milpitas, the Valley Transit authority, the local board of supervisors to study and consider a P.R.T. system as a link between B.A.R.T., Santa Clara Counties light rail system, downtown Milpitas and the Great Mall.

Short presentations about how the systems saves considerable tax money over both B.A.R.T and Light Rail extension while providing riders with unbelievable flexibility in travel times, can be arranged by calling Rob Means at 408-262-0420.

When asked about B.A.R.T. Neil Mackenzie, President of the Sunnyhills Neighborhood Association said "The first presentation I attended about a B.A.R.T. extension to Milpitas was five years before my son was born—he is now 11. I don't think we will see a B.A.R.T. extension till 10 years after he graduates college, if that. Besides the way they currently have B.A.R.T. on the drawing board it will run right at the edge of our community, but will bypass us in terms of accessibility. If we can convince people to go with P.R.T. its cost is something that can be done NOW and will not cause the traffic problems B.A.R.T. will.

For more information about P.R.T. call Rob Means at 408-262-0420. He is Treasurer and Transportation committee head of the Sunnyhills Neighborhood Association.

Neighbor to Neighbor

PALM HAVEN NEIGHBORHOOD & HOMES TOUR

Willow Glen Neighborhood Association
Saturday September 6, 2003 from 10am to 5pm
Palm Haven & Clintonia Ave, San Jose

Home tours. Jazz band. Antique cars. Vendor booths.

RFC MULTICULTURAL CONFERENCE Unity and its Many Branches

Tuesday September 9, 2003 from 9am to 5pm
Santa Clara University, Santa Clara

Conference Brochure available online at www.rfcommunity.org with special Early Bird Rate of \$35 and a group rate for agencies or organizations sending five (5) or more participants. For information, contact Rosemary Baez at 408-521-5110 rbaez@rfcommunity.org.

SKATEPARK OPENING

McLaughlin Corridor Neighborhood Association
Saturday September 13, 2003 from 10am to noon
behind Stonegate School, San Jose

San Jose Mayor Ron Gonzales and Councilmember Terry Gregory will lead the festivities which include a demonstration by professional skateboarders.

COASTAL CLEANUP DAY

Saturday September 20, 2003 from 9am - noon

Call 408-265-2607 ext. 2238 to find out how you can get involved or email cru@valleywater.org or visit www.cleanacreek.org.

FOURTH ANNUAL COMMUNITY FEST

Santa Teresa Citizen Action Group
San Jose Councilmember Forest Williams
Saturday September 27, 2003 from 11am to 5pm
George Page Park, San Jose

Free admission. Family fun. Concession booths. Folklorico dancers. Irish dancers. Indian dancers. Sack races. Food booths. Sword fight re-enactment. Mobile skatepark. Games. Freebies and much more.

FIESTA EDUCATIVA SUR DE LA BAHIA CONFERENCE

Saturday October 11, 2003 from 8am to 4pm
Santa Clara County Office of Education, San Jose

Fiesta Educativa Sur de la Bahia provides services to Latino Families and children with special needs living within Santa Clara, Monterey, Santa Cruz, and San Benito Counties. Fiesta Educativa is committed to the philosophy that persons with special needs are entitled to the benefits of education, information, referrals, and training, as well as full integration into their community.

Community leaders, community-based organizations, private business, and others are being encouraged to be sponsors of this special conference. Families who cannot afford the registration fee will have the opportunity to apply for a scholarship. We are asking for donations of goods or services that families may use, or you can donate prizes that children can win in a raffle. Your generous contribution will be acknowledged at the conference.

For more information, contact Fiesta Educativa Sur de la Bahia Teresa Montes de Oca, Parent Leader, at 408-365-1121 or teremontes@worldnet.att.net or visit www.fiestaeducativa.org.

UNSCC BOARD OF DIRECTORS

Chair	Tom Clifton
Secretary	Meg Stein
Treasurer	Tom Freeman
Board Members	Helen Bliven
	Bob Dhillon
	Bart Fisher
	Ken Henning
	Bill Hughes
	Judd Murkland
	Edward Rast

UNSCC STAFF

Executive Director	Jacqui Carr Gouveia
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U.S. Postage
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GENERAL MEMBERS

Alma Neighborhood Association
Berryessa Citizens Advisory Council
Blossom Valley Neighborhood Association
Buena Vista Neighborhood Association
Burbank Community Association
Campus Community Association
Canoas Garden Neighborhood Association
Casa Loma-Loma Chiquita Neighborhood Association
Cory Neighborhood Association
Crescent Park Neighborhood Association
Cuesta Park Neighborhood Association
Eden Neighborhood Association
Edenvale Roundtable Community Association
Friends of Santa Teresa Park
Goodyear/Mastic Neighborhood Association
Guadalupe/Washington Neighborhood Association
Horace Mann Neighborhood Association
Japantown Neighborhood Association
Julian/St. James Neighborhood Association
Lakewood Village Neighborhood Association
McLaughlin Corridor Neighborhood Association
Monta Loma Neighborhood Association

Northside Neighborhood Association
Olinder Neighborhood Association
Old Mountain View Neighborhood Association
Plata Arroyo East Gate Neighborhood Association
Rancho Narvaez Neighborhood Association
Redwood Estates Community Club
Roosevelt Park Community Action Team
Rosemary Gardens Neighborhood Association
San Jose Downtown Residents Association
San Miguel Neighborhood Association
Santa Teresa Citizen Action Group
San Tomas Neighborhood Association
Sherman Oaks Neighborhood Association
Silver Leaf Neighborhood Association
South University Neighborhood
Spartan Keyes Neighborhood Association
Sunnyhills Neighborhood Association
Sunnyvale Neighbors of Arbor Including LaLinda
Sunrise Valley Neighborhood Association
Thousand Oaks Neighborhood Association
Warner Heights Neighborhood Association
West of Fourth Street Neighborhood Group
Willow Glen Neighborhood Association

ASSOCIATE MEMBERS

College Park Neighborhood Association
Dobern Community Action Team
Eden Hill Neighborhood Association
Fairview Drive Neighborhood Association
Glenview Drive Neighborhood Association
Haven Neighborhood Association
Hyde Park Neighborhood Association
Independence High Neighborhood Association
IOOF/San Ysidro Neighborhood Association
Joaquin Miller Neighborhood Association
LeyVa Community Action Team
Lyndale Neighborhood Association
Mayfair Improvement Initiative
Mount Pleasant Neighborhood Association
Newhall Neighborhood Association

North Murray Neighborhood Association
North Willow Glen Neighborhood Association
Park Pleasant Neighborhood Association
Primrose Neighborhood Association
Rogers Lane Neighborhood Association
Rose Garden Neighborhood Preservation Association
Santa Teresa Foothills Neighborhood Association
Seven Trees Neighborhood Group
Shasta/Hanchett Park Neighborhood Association
Southgate Neighborhood Association
South Skyline Association
Summerhill Neighborhood Association
Tamien Neighborhood Association
West Evergreen Neighborhood Association
Westside Property Homeowners' Association