



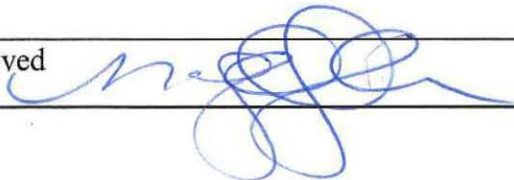
Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Carrasco

SUBJECT: BUDGET DOCUMENT

DATE: May 20, 2015

Approved  Date 5.20.15

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: **DISTRICT 5 ENHANCED BEUTIFICATION DAYS**

Amount of City Funding Required: \$18,000

Fund Type (i.e. General Fund, C&C funds, etc.): Essential Services Reserve

This change is:

One-time Ongoing

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.):

Requested funds would help District 5 coordinate Dumpster/Beautification Days for selected neighborhoods in East San José.

As a response to neighborhood and community meetings, District 5 is requesting \$18,000 to revitalize East San José by organizing Dumpster Days in selected areas in the 2015-2016 FY. Illegal dumping in East San José raises significant concerns regarding public health and safety, property values and quality of life.

By applying the "Broken Window Theory" the communities of District 5 will be able to take ownership of the neighborhoods and restore community pride through community engagement.

This program will be implemented in partnership with District 5 staff, neighborhood associations and other various community-based organizations.

Funding Source

Essential Services Reserve (\$2 million)

Other (Program/Project/Fund):

Department or Organization: Environmental Services

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

Name: Kerrie Romanow

Phone number: 408-535-8552

E-mail address: kerri.romanow@sanjoseca.gov