



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 PARK ACTIVATION**

Amount of City Funding Required: \$84,716

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 affect youth and families located throughout East San José reclaiming parks from negative activities currently taking place. It would have them engage in energetic activities that fosters good health and fun. The traditional way was one would go to the park with their family. There wasn't any interaction with the park. It's what a person or family chose to do verses options to draw them in and have residents return.

Parks Recreation and Neighborhood Services is implementing this strategy with the Viva Parks Model. The staff applied for and received an \$80,000, 3 year grant from the Center for Disease Control to activate three parks in Council District 5. The parks targeted through the Viva Parks include Emma Prusch, Mayfair, and Hillview.

I recommend expanding this model to include Mt Pleasant, Capitol, and Plata Arroyo Parks. The Mayor's Gang Prevention Task Force has identified Capitol Park as a "hot spot". Plata Arroyo Park consistently has gang activity and Mt Pleasant Park has become inaccessible with the placement of boulders in the park. In each park families have been displaced due to individuals displaying inappropriate behavior (drinking, doing drugs, improper language, and intimidation). The placed-based approach will demonstrate to youth

and families that it is safe to go to your neighborhood park to play basketball, ride their skateboards, or participate in an activity that is educational and enjoyable.

Funding Source

Essential Services Reserve (\$2 million)

Other (Program/Project/Fund):

Department or Organization: Parks, Recreation & Neighborhood Services

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

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