



Memorandum

TO: MAYOR LICCARDO
SUBJECT: BUDGET DOCUMENT

FROM: Councilmember Rocha
DATE: May 25, 2016

Approved Don Rocha Date 5-25-16
PH

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: City Hall Memorial Wayfinding

Amount of City Funding Required: \$17,860

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

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.):

This proposal would be a graphic exhibit sited at City Hall will graphically present the location and description of memorials in San Jose, including but not limited to the Fire Memorial, Veterans Memorial, and the proposed End of Watch Police Memorial. Ideally, this wayfinding exhibit would complement both the tone and designs of the memorials they lead to.

Memorials serve a special purpose to the civic life for San Jose residents. They are important in preserving history, as educational opportunities for visitors to our city, and for their role in the remembering and grieving process for those who have lost their loved ones in the line of duty. City Hall is a hallmark of our Downtown and draws many unique visitors every day. Establishing wayfinding signage for Public Safety Memorials at City Hall would help guide our community to these important landmarks.

The cost estimate of this proposal includes:

- Project management and content development by existing staff, 80ours at approx. \$92 per hour: \$7,360
- Graphic Design: \$5,000
- Fabrication: \$2,500

- Installation: \$1,000
- Contingency: \$2,000

Funding Source

Essential Services Reserve (\$2 million)

Other (Program/Project/Fund):

Department or Organization: Office of Economic Development – Office of Cultural Affairs

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

Name: Kim Walesh, Deputy City Manager

Phone number:
4085358177

E-mail address:
Kim.Walesh@sanjoseca.gov