

CHAPTER 2

## A New Vision

---

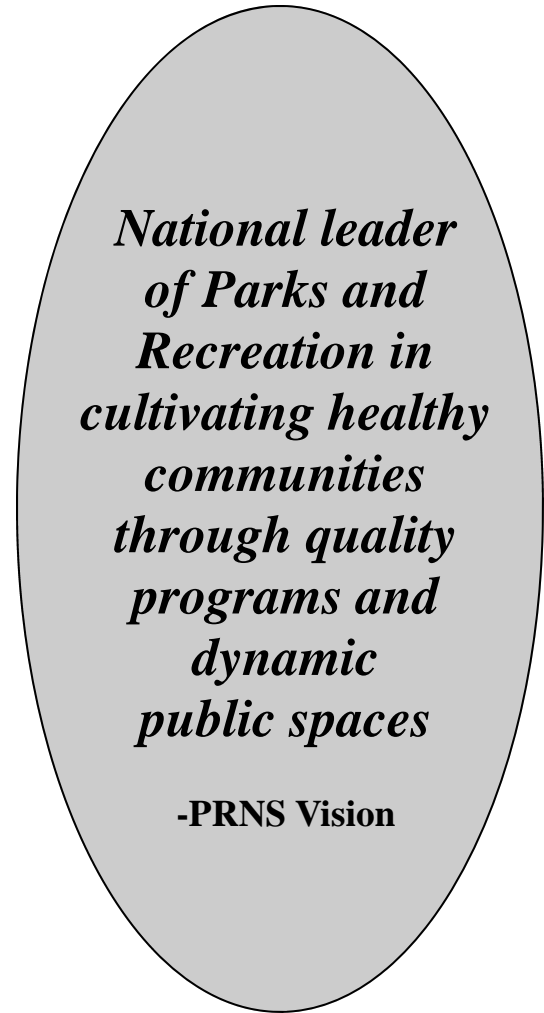




The *Greenprint Update* is built on a series of elements that together give it direction and focus. These elements were developed from ideas brought forward by the community assessment process, staff and the Greenprint Sub-Committee. They will provide the City of San José the opportunity to convey its message to the community that by working together with residents and partners it can deliver sustainable facilities, quality programs and services that best serve the residents of San José. Shown in Figure 4 on page 24, these elements are:

- A *Vision* for the City of San José’s parks, recreation facilities and programs;
- A *Mission* that provides direction toward reaching the vision;
- *Guiding Principles* that are the mechanisms that drive the City of San José to build a healthy and sustainable community;
- *Goals* that provide focus and direction to the *Greenprint Update*;
- *Strategies* that provide further direction in realizing the vision and mission;
- *Targets* to communicate required action.

This Chapter describes each of these elements.



## Elements of the Greenprint

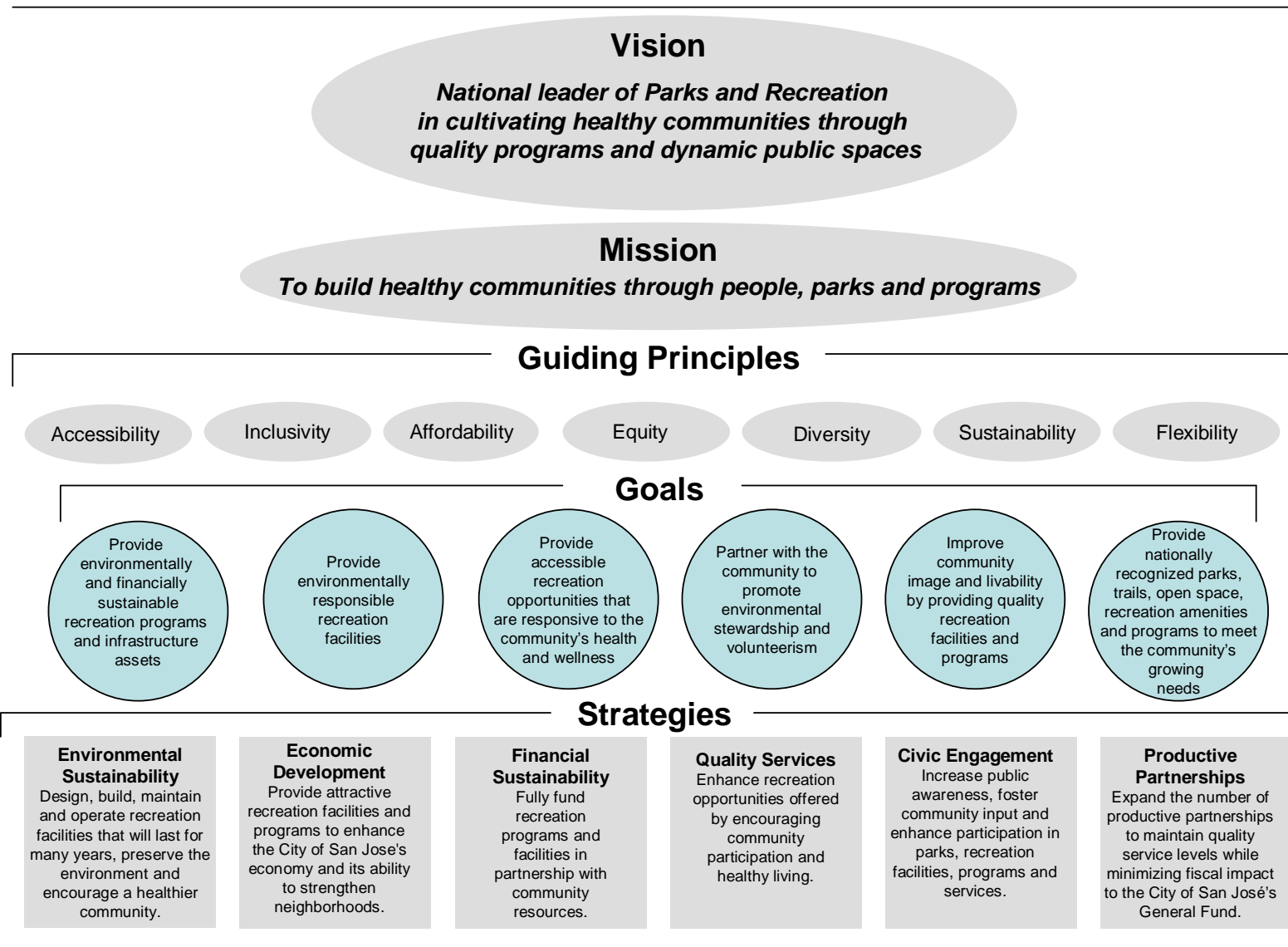


Figure 4: Elements of the Greenprint

**Vision**

The Vision for the City of San José related to parks and recreation is:

*“National leader of Parks and Recreation in cultivating healthy communities through quality programs and dynamic public spaces”*

This vision creates a picture of success for San José’s parks, recreation facilities and programs. It encourages PRNS to continue to strive towards becoming a national leader in the parks and recreation profession, while at the same time continuing its commitment to working with the community in providing quality programs and delivering dynamic projects, which contribute to healthy and vibrant communities.

Community is a key element of the vision. San José’s parks and recreation facilities nurture a sense of belonging, ownership and common purpose among people who live or work together. Parks and activities foster community connection both in spirit and in activity.

The *Greenprint Update* is a plan for a diverse yet integrated network of recreation places, activities and services. It provides for quality Citywide, community and neighborhood facilities. Together, people, places and services create and sustain a healthy, vigorous San José community.

**Mission**

The Mission provides direction toward reaching the Vision.

*“To build healthy communities through people, parks and programs”*

The City has made tremendous strides since the approval of the 2000 *Greenprint* in fostering healthy communities by encouraging participation through community meetings on the elements and design of new and renovated recreation facilities and trails. This concept of obtaining community input is also applied to the operation of facilities and programs.

**Guiding Principles**

Guiding principles are the mechanisms that drive PRNS to build a healthy, sustainable community. These principles will guide all actions and strategies. The following principles are embodied in the goals and strategies for San José parks, recreation facilities and trails:

***Accessibility*** — “Providing accessible parks, trails, open space and recreational amenities that allow people with disabilities to have equal access to recreational opportunities.”

- ***Inclusively*** — People of all ages, ethnic origins, abilities and income levels should feel welcome in San José’s parks, recreation programs and neighborhood services;
  - ***Affordability*** — Services, facilities and activities should be affordable for San José residents;
  - ***Equity*** — Parks, recreation facilities and services should be equitably distributed throughout the City, strengthening San José’s neighborhoods and benefiting all residents in accordance with the Balanced park System Model;
  - ***Diversity*** — People of diverse interests and cultures should be served through an array of places, programs and services that meet their varied recreation needs;
  - ***Sustainability*** — Facilities should be constructed to last for many years, preserve the environment and use minimal resources for operations and maintenance; and
  - ***Flexibility*** — As demographics and population change, facilities and programs/services can readily adapt to those changes.
- Goals**
- Goals provide focus and direction to the *Greenprint Update*. Six goals emerged during the strategic planning process, reflecting key directions for the future. These goals are:
- ***Provide environmentally and financially sustainable recreation programs and infrastructure assets*** — These programs should meet diverse cultural and recreation programs demands through equitable and demographic means without compromising the future of generations to enjoy their leisure time needs;
  - ***Provide environmentally responsible recreation facilities*** — The City of San José should provide clean and environmentally friendly parks and recreation facilities that foster community pride;
  - ***Provide accessible recreation opportunities that are responsive to the community’s health and wellness needs*** — The City should provide accessible recreation facilities that are readily usable by individuals of all abilities;
  - ***Partner with the community to promote environmental stewardship and volunteerism*** — Parks and natural areas provide opportunities for environmental education and stewardship. Programs and services provide opportunities for people to contribute their talents as volunteers. The City of San José should provide opportunities for residents of all ages, backgrounds and abilities to contribute to their community through stewardship and volunteerism;.
  - ***Improve community image and livability by providing quality recreation facilities and programs*** — Community health and well-being

*We need stress relievers like parks, places to relax, unwind, enjoy a sunset, walk and view Nature.”*

are strengthened through recreation experiences and neighborhood services. Attractive community facilities, services and features generate community pride and a positive shared identity;

- **Provide nationally recognized parks, trails, open space, recreation amenities and programs to meet the community’s growing needs** — Additional parks, trails, open space and recreation amenities are needed to serve San José’s growing population and to attract new businesses. Open space and land for future parks will be acquired and preserved. The City of San José should provide parks, trails, recreation facilities and open space that offer relief from urban development and access to recreation opportunities. The City should design recreation facilities that will garner national exposure. It is recommended that a comprehensive Park Design Guidelines document be prepared that could include the following:

- Guiding principles used in the preparation of the document;
- Park programming guidelines that define specific criteria to support decision making
- Guidelines for the location, size and configuration of new parks and facilities;
- Design parks and recreation facilities to

reflect neighborhood character;

- Maintenance and life cycle replacement guidance for various design features; and
- Environmental sustainability.

**Strategies**

Strategies for development of the *Greenprint Update* align with the goals previously mentioned and are meant to give more direction in realizing the mission and vision of delivering quality parks, recreation facilities, trails and recreation programs. Urban Planning Areas and Citywide strategies drive the Capital Action Plans to achieve the goals.

**Environmental Sustainability** - Design, build, maintain and operate recreation facilities that will last for many years, preserve the environment and encourage a healthier community:

- **Facility Location** - Whenever possible, construct facilities, especially those that are youth serving, near transit corridors;
- **Facilities** - Design buildings that utilize environmentally friendly materials and minimize the use of natural resources to operate and maintain to the maximum extent possible;
- **Efficiency** - Construct facilities that are efficient in their consumption of energy, water and other resources; expand the use of reclaimed water for irrigations purposes.

**Economic Development** - Provide attractive recreation facilities and programs to enhance the City of San José's economy and its ability to strengthen neighborhoods:

- *Public/Private Partnerships* - Encourage private development of parks, urban plazas, trails, greenways and other amenities in high density, park deficient areas;
- *Industrial Campus Areas* - Consider revising General Plan policies to encourage the development of recreation facilities in industrial campus-type developments;
- *Collaboration with the Redevelopment Agency* - Continue work with the City's Strong Neighborhoods Initiative to expand parks and recreation facilities in Redevelopment areas, when possible.

**Financial Sustainability** - Fully fund recreation programs and facilities in partnership with community resources:

- *Pricing and Revenue Policy* - Create a financially sustainable fiscal approach of providing recreation services and facilities; maximize the use of programs and facilities; and provide fair and affordable access to these services;
- *Foundation* - Develop a tax-exempt foundation to attract private contributions, endowments and corporate sponsorships.

**Quality Services** - Enhance recreation opportunities offered by encouraging community participation and encourage healthy living:

- *Recreation Programs and Neighborhood Services* - Within funding limits provide quality recreation and neighborhood services that increase frequency of exercise, foster physical activity and encourages healthy living for everyone, including those with disabilities through a service delivery model that promotes "Recreation and Play," "Recreation and Health and Fitness," and "Recreation and Personal Growth and Lifelong Learning;"
- *Facility Location* - Within a reasonable distance of each resident and to enhance service, co-locate parks and recreation facilities, where feasible, with schools, libraries and other public facilities;
- *Special Events* - Increase special events that bring neighborhoods together, such as street festivals, resource fairs, holiday parade, movies, theatrical plays and concerts in local parks.

**Civic Engagement** - Increase public awareness, foster community input and enhance participation in parks, recreation facilities, programs and services:

- *Public Engagement* - Expand community input and involvement in facility and program planning;
- *Marketing* - Promote the public benefits of participation in PRNS programs, services and facilities.



*“HUB  
Community  
Centers  
to provide  
Therapeutic  
Services along  
with the future  
Recreational  
Wellness  
Center.”*

**Productive Partnerships** - Expand the number of productive partnerships to maintain quality service levels while minimizing fiscal impact on the City of San José’s General Fund:

- Maintain existing partnerships and collaborations with community based organizations, agencies and neighborhood groups
- Explore and develop partnerships that align with the City’s vision and mission

All of these essential elements combined contribute to a balanced and equitable parks and recreation system and make San José a national leader in the parks and recreation profession.

The proposed targets identified in Appendix F are currently under review by the General Plan Update Task Force and are being used as a starting point for the new General Plan 2040 regarding Parks and Open Space goals and objectives and that, once the General Plan is adopted, the appendix will be replaced with the Parks, Open Space and Recreation goals and objectives of the General Plan to ensure consistency amongst documents.

**Inclusion for All** - Offer accessible recreational facilities and programs to encourage the mixing of the masses including persons with disabilities, and therefore enhancing the quality of life for all.



### City of San José Inclusion Statement

**The City of San José believes that including all people in the fabric of society strengthens community, strengthens individuals, and enhances quality of life. Persons with disabilities should have a continuum of choices, opportunities, and services provided in the community.**

**The City of San José will promote inclusion and opportunities for choice to enhance the quality of life for its residents, including persons with disabilities.**



***Provide High Quality  
Facilities  
and Programs***

