



# PLACE-BASED INITIATIVE

## NEIGHBORHOOD STRATEGY



# Presentation Overview

- Place-Based Initiative
- Neighborhood Selection
- Partners
- Goals
- Accomplishments
- Next Steps

# Place-Based Initiative

- Clean
- Safe
- Engaged



# Neighborhood Selection

- Funding Eligibility
- Demonstrated Need
- Opportunity for Change
- Strong Partnerships

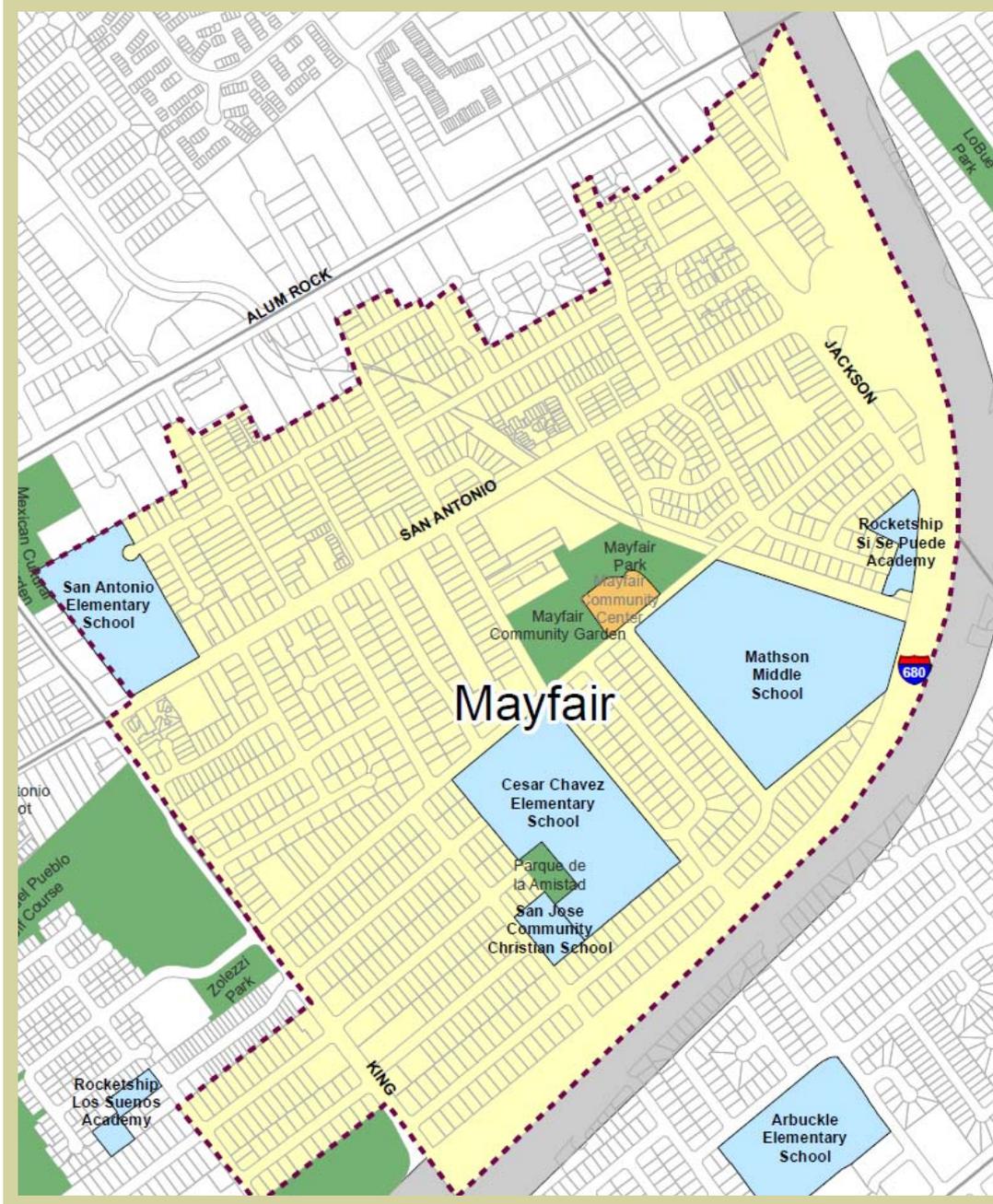
## FIVE WOUNDS BROOKWOOD TERRACE

- CommUniverCity
- Neighborhood Advisory Council (NAC)



# MAYFAIR

- Somos Mayfair
- Neighborhood Advisory Council (NAC)



Before



After



# SANTEE

- Franklin Mc Kinley Children's Initiative
- Mc Laughlin Area Tenants (MAT)



# Additional Partners

- Code Enforcement



# Additional Partners

## ■ San Jose Streets Team

(Downtown Streets Team)



# GOALS

Reduced Blight and Dumping

Address Public Safety Concerns

Engage the Community

Facilitate Capital Projects

# STAKEHOLDERS

Mayor's Gang Prevention Task Force

Franklin Mc Kinley School District

Cesar Chavez Elementary School

San Jose Police Department

School Campus Initiative

School of Arts & Culture

Lee Mathson Middle School

Parks, Recreation, and Neighborhood Services

Public Works

Garden to Table

Department of Transportation

Cesar Chavez Elementary School

MACSA

Anti Graffiti/ Litter

Crime Prevention

Environmental Services Department

City Attorney's Office

Mayfair Community Center

Mc Kinley Elementary School

Santee Elementary School

Roosevelt Community Center

# Accomplishments

- Executed Five Service Contracts (\$2M annually)
- Funded 13 Community Development Improvement (CDI) Projects (\$1,855,750)
- Completed CDI Projects:
  - 568** LED Lights
  - 20** ADA Ramps
- Facilitated Open Space in Santee Community
- Place-Based Neighborhoods Website

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## Place-Based Neighborhoods

The Place-Based Neighborhood Initiative was adopted by the City Council on [January 10, 2012 \(Item 4.2\)](#), to guide changes to the [Community Development Block Grant](#) (CDBG) and the implementation of a more coordinated effort to provide services to our neighborhoods. The City of San Jose has been challenged with the elimination of the Strong Neighborhood Initiative (SNI), its current budget realities, and how to address neighborhood needs. As a result, the Housing Department is taking the lead to address the needs of specific neighborhoods focusing on creating "Clean, Safe and Engaged Neighborhoods." Given limited funds and staff capacity, it is important to create and identify resources, capacity, and power.

The neighborhood strategy is initiated in three neighborhoods -- [Santee](#) in partnership with [Franklin McKinley Children's Initiative](#) (FMCI), [Mayfair](#) in partnership with [Somos Mayfair](#), and [Five Wounds/Brookwood Terrace](#) in Partnership with [CommUniverCity](#) -- where there is demonstrated need, the opportunity to make substantial change, and strong community partnerships to sustain that progress. These three neighborhoods will also receive funds from [CDBG](#) to assist with improving literacy through Kinder Readiness and Third Grade Literacy. [Franklin McKinley Children's Initiative](#), [Somos Mayfair](#), and [CommUniverCity](#) are key partners in terms of working with the City of San Jose to address the needs of the specific neighborhoods.

With the primary outcome on the Place-Based Neighborhoods to create clean and safe communities in three neighborhoods, funds for Community Development Improvements (CDI) will address the blight and infrastructure improvements that respond to the neighborhoods highest priority. The [Code Enforcement Division](#) of the City of San Jose and the nonprofit, [Downtown Streets Team](#) (DST), are key participants in this effort to address the blight eradication and Neighborhood Clean-Up. The community will be engaged to identify and implement key improvements that help deter crime and gang activity such as lighting and safety around schools, community gardens, and/or improvements to facilities owned by nonprofit agencies serving the neighborhood.

In three to five years, as the neighborhoods improve, [CDBG](#) funds will be redirected to other neighborhoods.

Do you live in one of the current Place Based Neighborhoods and want to get involved? Please call 408.793.5540 or join us at one of the neighborhood meetings.



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## Santee Neighborhood

The [Santee Neighborhood](#) is located southeast of downtown San Jose where comprehensive wrap-around services need to continue for the neighborhood condition to improve. It has been long served as a port of entry for new arriving immigrants entering the United States to find their first home in the Santee neighborhood. Several years ago, Santee was known for its high crime rates and terrible housing conditions. With many programs the City has invested such as Project Crackdown, Strong Neighborhood Initiative (SNI), and the court ordered injunction in Santee, the neighborhood has seen significant improvements in safety, however, there is much that remains to be done to improve this community. The [Franklin McKinley Children's Initiative](#) (FMCI) was launched recently to assist with the transformation of the neighborhood and the schools in the neighborhood. The City Attorney's Office continues to work with the neighborhood property owners to lift the court injunction and implement a sustainable, privately funded approach to assuring the long-term management and quality of rental housing in the neighborhood.

The McLaughlin Area Tenants (MAT) meet monthly to gather information on issues and concerns, identify resources, share volunteer opportunities and action plans, to meet the goals of a "Clean, Safe, and Engaged" neighborhood.

### Neighborhood Meeting

**McLaughlin Area Tenants (MAT)**  
Third Tuesday of every month at 6:00 p.m.  
Santee Community Center  
1535 Santee Drive  
San Jose, CA 95122

### Contact

[Neighborhood@sanjoseca.gov](mailto:Neighborhood@sanjoseca.gov)

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## Santee Improvement Projects

If you have an idea for an Improvement Project, please contact [neighborhood@sanjoseca.gov](mailto:neighborhood@sanjoseca.gov).

### Current Improvement Projects

#### Funded 2012-2013 Community Development Improvement (CDI) Projects

Projects	Description	Anticipated Completion
Street Lights converted to LED lights	Convert 172 street lights to LED	Completed
Install ADA Ramp	Installation of 18 ADA ramps	Completed

#### Funded 2013-2014 CDI Projects

Projects	Description	Anticipated Completion
Enhance Bridges Middle School Field	Due to Santee Community request for open spaces, Franklin McKinley School District (FMSD) has agreed to repair and add additional elements to the field and basketball courts	06/2014
Community Garden and Bridges Middle School	Garden to Table proposal will develop Community Garden for Bridges Middle School	06/2014
Utility Art Box Project	All utility boxes will be painted by Art Box Project; will be engaging Santee community for art work ideas on the utility boxes	Dropped

# Next Steps

- Applying Lessons Learned
- 2014-2015 CDI Projects
- Measuring Success
- Identify New Neighborhoods



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