I. Call to Order & Orders of the Day
- Meeting called to order at 5:33 p.m.
- Commissioner Ahluwalia and Brooks-Immel Absent
- Action: Commissioner Quint moved to defer Item VI. D. Community Centers Update for 2016-2017, which was seconded by Commissioner Woolfe. The motion carried, deferring the item.
(6-0-3). Absent: Commissioner Ahluwalia, Brooks-Immel, and Mandair.

II. Public Comment
(Members of the Public are invited to speak on any item that does not appear on today’s Agenda and that is within the subject matter jurisdiction of the Commission. Meeting attendees are usually given two (2) minutes to speak on any discussion item and/or during open forum; the time limit is in the discretion of the Chair of the meeting and may be limited when appropriate. Speakers using a translator will be given twice the time allotted to ensure non-English speakers receive the same opportunity to directly address the Committee, Board or Commission).

- Deb Kramer spoke on volunteering for clean-up at Kelley Park and the negative impact of feeding homeless in the creeks.

Commissioners asked questions.

Deb Kramer responded to Commissioners’ questions.

III. Announcements
- None
IV. Consent Calendar

A. Approve the Minutes of February 1, 2017
B. Approve the Attendance Report of February 1, 2017
C. Receive and File Correspondence to Commission

Documents Filed: (1) Minutes of February 1, 2017. (2) Attendance Report for February 1, 2017. (3) Correspondence.

Commissioner Mandair arrived at the meeting at 5:42 p.m.

Action: Upon motion by Commissioner Quint to accept Consent Calendar, which was seconded by Commissioner Del Real, the motion carried, accepting the Minutes, Attendance Report, and Correspondence. (7-0-2).

Absent: Commissioner Ahluwalia and Brooks-Immel.

V. Reports

A. Chair:
   - The Chair encouraged the Commissioners to attend the volunteer event at Kelley Park.

B. Director; Angel Rios, Jr. Director, Parks, Recreation and Neighborhood Services (PRNS), reported on the following:
   - PRNS’s response to the recent flooding incident including establishing shelters and providing transportation for flood victims.
   - Flood clean-up efforts.
   - Opening the Local Assistance Center (LAC) to provide assistance for flood victims.
   - There is a fund that was set up for the flood victims.

   Commissioners asked questions and discussion ensued.

   Angel Rios, Jr., Ryan Carrigan and Marybeth Harasz responded to Commissioner questions.

C. Council and Commission

   1. Council Liaison: Ryan Carrigan, reported on the following:
      - Flood-related volunteer sign-up at helpindisaster.com/sanjose.
      - Donations for flood victims can be made at sjmayor.org.
      - Council items that were deferred.
      - March 11th will be the last outreach meeting for regarding the Los Lagos Golf Course.
      - Vietnamese-American Community Center Feasibility meeting was deferred.
      - He appreciated the hard work by City staff.
D. Department Staff and Organizations:

1. Mike Will talked about having a Parks and Recreation Commission (PRC) meeting and tour at the Las Lagos Golf Course.

Commissioner Cron indicated she would like to have the meeting at the golf course. Commissioner Thomas indicated she would like to have the actual meeting at City Hall.

Commissioner discussion ensued about the activity use of the Las Lagos Golf Course property.

Mike Will and Ryan Carrigan responded to Commissioners comments.

The Commission were polled on having the next Commission meeting at Los Lagos Golf Course. The results were 6-1-2, with the Nays being: Commissioner Thomas. Absent: Commissioner Ahluwalia and Brooks-Immel.

The next PRC meeting will be held at Los Lagos Golf Course.

2. PRNS 2016 Annual Report;
Documents Filed: (1) Memorandum, from Angel Rios, Jr., dated February 16, 2017. (2) PowerPoint Presentation. (3) DRAFT 2016 PRNS Annual Report.

Marybeth Harasz, Deputy Director, PRNS, presented information on the PRNS 2016 Annual Report.

Commissioner discussion ensued.

Marybeth Harasz and Mike Will responded to Commissioner questions.
VI. New & Returning Business

A. **2015-2016 Status Report on the Parks and Recreation Bond Projects;**

   Documents Filed: (1) Memorandum from the Parks and Recreation Commission, dated, March 1, 2017. (2) City of San José, Parks and Recreation Bond Projects Fund, Reports of Independent Certified Public Accountants, Financial Statements and Other Supplementary Information, For the Year Ended June 30, 2016.

   Sharon Erickson, City Auditor, Office of the City Auditor, presented information on the 2015-2016 Status Report on the Parks and Recreation Bond Projects.

   **Public Comment:**
   - None

   Commissioner discussion ensued.

   Sharon Erickson and Marybeth Harasz responded to Commissioner questions.

   **Action:** Commissioner Mandair made a motion to accept the 2015-2016 Status Report on the Parks and Recreation Bond Projects with the motion to include a friendly amendment to 1) report out on the two remaining capital projects and 2) any future bond measures be reported on a quarterly basis: the plan versus actual. The motion was seconded by Commissioner Woolfe. The motion carried, accepting the report with the amendment. (7-0-2). Absent: Commissioner Ahluwalia and Brooks-Immel.
B. **Family Camp at Yosemite Update for 2016;**
Documents Filed: (1) Memorandum from Jena Sorrells, dated, February 9, 2017. (2) PowerPoint Presentation.

Rafael Gomez, Parks Manager, PRNS and Jena Sorrells, Parks Facilities Supervisor, PRNS, presented information on Family Camp at Yosemite Update for 2016.

**Public Comment:**
- Sarah Olivia Laws spoke about being part of the staff at Family Camp last year and about how Family Camp can connect people to nature.
- Stephanie Black spoke about taking youth from City programs to Family Camp and engaging them in nature and activities.

Commissioner discussion ensued.

Rafael Gomez, Jena Sorrells and Stephanie Black responded to Commissioners’ questions.

**Action:** Commissioner Woolfe moved to accept the Report on the 2016 season update for San José Family Camp at Yosemite, which was seconded by Commissioner Thomas.

Commissioner Woolfe made a friendly amendment to accept the report based on confirmation of the actual numbers from 2013-2016 to make sure they are all consistently based on the calendar year and validated by the Administrative Officer of the Administration Services Division. The motion was seconded by Commissioner Thomas.

The motion carried, accepting the report with the friendly amendment. (7-0-2). Absent: Commissioner Ahluwalia and Brooks-Immel.


**Public Comment:**
- None

Commissioner discussion ensued.

Mike Will responded to Commissioner questions.

**Action:** Commissioner Quint moved to accept the Report on the Anti-Graffiti and Anti-Litter Program Annual Report for 2016-2017, which was seconded by Commissioner Mandair. The motion carried, accepting the report. (7-0-2). Absent Commissioner Ahluwalia and Brooks-Immel.


**Action:** Deferred per Orders of the Day.


Mike Will provided an update on the Park Ranger compensation study.

Discussion ensued on future items to be heard by the Commission.

- Community Centers Update will be heard in June.
- Mike Will proposed that the Tree Removal Strategy be heard at the April meeting.
- The Newbury Master Plan and Park Naming will be deferred to the Pending Items list.

Commissioner Quint left the room at 8:45 p.m.
Commissioner Quint returned to the room at 8:46 p.m.

**Action:** Commissioner Del Real moved to accept the work plan, which was seconded by Commissioner Cron. The motion carried unanimously, accepting the report. (7-0-2). Absent: Commissioner Ahluwalia and Brooks-Immel.
VII. Adjournment

Meeting adjourned at 8:47 p.m.

The City of San Jose is committed to open and honest government and strives to consistently meet the community’s expectations by providing excellent service, in a positive and timely manner, and in the full view of the public. The City Code of Ethics may be viewed on-line at http://www.sanjoseca.gov/documentcenter/view/3818

To request an accommodation or alternative format for City-sponsored meetings or printed materials, please call 408-793-4186 (or TTY) as soon as possible; but, at least three business days before the meeting.

For questions, please contact Mike Jones at (408) 793-4186.

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection in the Parks, Recreation and Neighborhood Services Department at San José City Hall, 200 E. Santa Clara Street, 9th Floor, San José, CA 95113 at the same time that the public records are distributed or made available to the legislative body.
HANDOUTS

Parks and Recreation Commission

Wednesday, March 1, 2017
5:30 P.M.

City Hall
Room W 118 & 119
200 E. Santa Clara Street
San Jose, CA 95113

District 1       Daphna Woolfe
District 2       Vacant
District 3       Adelina Del Real
District 4       Barinder Ahluwalia
District 5       Vacant
District 6       Demerris Brooks-Immel
District 7       Trami Cron
District 8       Chet Mandair
District 9       Rudy Flores, Chair
District 10      Brian Quint, Vice Chair
Citywide        Virginia Thomas

Councilmember Tam Nguyen,
Council Liaison

Angel Rios, Jr., Director, PRNS
Kelley Park and Coyote Creek Cleanups

Thursday 3/2 - Sunday 3/5
9 AM - 2 PM
Park Feedings
Impacting Creeks

Comment to San Jose Parks Commission
Issue
Pollution Problem
Waste Problem
Sustainability Costs
Homeless People Need a Home
Questions?

Deb Kramer
Program Manager
Keep Coyote Creek Beautiful

deb@keepcoyotecreekbeautiful.org
KeepCoyoteCreekBeautiful.org
408.372.7053
<table>
<thead>
<tr>
<th>Location</th>
<th>Council District</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 California Trails and Greenways Conference</td>
<td>Trails</td>
<td>The Department of Parks, Recreation &amp; Neighborhood Services is a proud sponsor of the 2017 California Trails and Greenways Conference. The annual statewide conference brings together trail developers, planners, contractors and advocates to share best practices, discuss latest trends, and collaborate on projects. The conference occurs on April 19 and 20 in nearby Monterey and is open to the public. <a href="https://www.parks.ca.gov/?page_id=24151">https://www.parks.ca.gov/?page_id=24151</a> Yves Zsutt, Trail Manager, will be presenting a 1-hour session on Outreach Strategies for Trail Master Planning. (per Yves Zsutty)</td>
</tr>
<tr>
<td>PRNS Greenprint</td>
<td>Citywide</td>
<td>On February 7th City Council accepted the status report on the Greenprint work plan and community engagement plan. (per Kathy LéVeque)</td>
</tr>
<tr>
<td>St. James Park</td>
<td>3</td>
<td>On March 7th City Council will hear the report on the St. James Park Design Competition, including the Jury's recommendation to award the contract to CMG Landscape Architecture, and the appeal filed by !melk Fr-ee. (per Kathy LéVeque)</td>
</tr>
<tr>
<td>Backesto Park</td>
<td>3</td>
<td>Yesterday, City Council approved the improvement project for the park to repair the buildings, install a lighted volleyball court, modifications to the picnic areas, installation of par course equipment, and install the Don Johnson Tennis Court sign</td>
</tr>
<tr>
<td>Various</td>
<td>Citywide</td>
<td>PRNS staff have been instrumental in helping with the flood relief efforts. There were several parks that sustained substantial damage.</td>
</tr>
</tbody>
</table>
VISION
National leader of Parks and Recreation in cultivating healthy communities through quality programs and dynamic public spaces.

MISSION
To build healthy communities through people, parks and programs.
#BuildingCommunityThroughFun is not just a social media hashtag. For the City of San José’s Parks, Recreation and Neighborhood Services (PRNS), it’s a way of life.

It is a part of our DNA. Through the collaboration of our professional staff, volunteers, community-based organizations, neighboring municipalities, and community partners, we are proud to serve our community by connecting people, parks and fun through our vision of cultivating healthy communities through quality programs, dynamic public spaces and placemaking activations.

We are investing into the San José community through PRNS. Our programs serve our entire community from health and wellness and public safety to economic development and social connectivity and it is why our team of dedicated and passionate individuals strive to bring the best programs, to our community and facilities.

In 2016, The Mercury News published an Op-Ed story “San José parks are important not just for fun but real monetary benefits.” The piece highlighted a report by the national Trust for Public Land (TPL) that calculated the economic and environmental benefits that parks and recreation investments bring to our residents. It confirmed that our long-term investments in open space, recreational opportunities, and healthy living make a substantial contribution to our community’s quality of life and economic appeal.

The report concluded:

- Homes located near city parks are higher in demand and have higher property values.
- Our recreational facilities and trails offer friendly, convenient, and low-cost opportunities for residents and visitors to participate in physical activities that improve health and reduce medical costs.
- 7.7 percent of tourist spending in San José is directly related to parks and recreation — and that goes beyond our nationally recognized Happy Hollow Park & Zoo.
- Parks also offer natural, cost-effective solutions for storm water management and reduction of air pollution, helping to retain rainwater and prevent excess runoff that can cause flooding, erosion, and a decrease in water quality.
- Community engagement is what really helps our parks shine, and last year we received nearly 400,000 hours of volunteer services.
- The value of engagement to build friendships, strong neighborhoods, and a sense of community is priceless. Kids who learn to swim, play on teams, or gain new skills have a better shot at having a healthier, more productive life.

At PRNS, your investments in parks and recreation bring a return on that investment. I invite you to take a class, send your child to a camp, participate in a program, volunteer for one of our projects, or take the time to relax and play in a park or walk on a trail. You’ll see first-hand how we “Build Community Through Fun.”

Angel Rios, Jr.
Director of Parks, Recreation and Neighborhood Services
“WITH PRNS I ENGAGE MY COMMUNITY”
It’s Happening! Winter in Plaza de César Chávez — San José’s historic downtown Park **ENGAGED** the community and was transformed into an interactive experience for all ages from Friday, Jan. 29 through Sunday, Feb. 7, 2016. The park featured illuminating artwork, live music, a beer garden and outdoor café, food trucks, informal games and competitions for all ages. Activation and improvements were funded in part by the Adobe Foundation and the John S. and James L. Knight Foundation, designed by Groundswell Design Group and produced by PRNS. The winter activation series paved the way for other park activation during the spring and summer seasons. Through community engagement, Plaza de César Chávez brought together countless people throughout the year.

It’s Happening! Summer in St. James Park — PRNS hosted its third year of the Summer in St. James series. With a new stage built around the St. James Fountain, the series saw an increase in activities that **ENGAGED** the community and were offered free to the public. Activities during the series were: drop-in yoga, women’s self-defense, Salsa in the Park, food trucks, various games and live concerts. Also included were several special events, such as Starlight Cinema, Paolozzi Tango Trio, and Poetry in the Park.

Viva CalleSJ — PRNS hosted the second “Viva Calle SJ” placemaking event on Sunday, Sept. 18. Six miles of City streets were opened exclusively for cyclists, skaters and walkers of all ages and abilities. An estimated 100,000 people left their cars behind and explored the route through Japantown, Willow Glen and the West San Carlos business district. Viva Calle SJ was coordinated in partnership with other City departments including Transportation, Police, Fire, and Environmental Services, who managed the safety and flow of our streets. The City also recognizes the **ENGAGED** support from our community partners, including the Silicon Valley Bicycle Coalition, Valley Transportation Authority, County of Santa Clara, the Knight Foundation, SJ MADE, Youth Connections Foundation, Kaiser Permanente, and the hundreds of volunteers on the street for making the day special for everyone.

¡Viva Parks! — With the second year of the ¡Viva Parks! free summer series, **ENGAGED** residents had a little extra fun added to summer evenings in their neighborhood parks. Every Tuesday and Thursday from June 14 through Sept. 1, the 12-week series featured a variety of events. They included healthy food demonstrations, resource tables, cultural dance performances, bounce houses, group games and classes, free movie nights, and special activities like a climbing wall, skate competitions and hay rides. PRNS is committed to building community relationships all summer long!
“WITH PRNS I CREATE MEMORIES”
Happy Hollow Park & Zoo — Several achievements and new additions were celebrated at Happy Hollow Park & Zoo (HHPZ). In March, the Association of Zoos & Aquariums (AZA) renewed the park’s accreditation during a thorough review, ensuring it had and would continue to meet ever-rising standards in animal care, veterinary programs, conservation, education and safety.

The AZA stated, “By meeting the highest standards, Happy Hollow Park & Zoo is regarded as among the world’s best zoos and aquariums.”

New memories were CREATED when the Dragon Flyers Ride opened in May, featuring six colorful, hang-glider themed cars where riders bicycle on an elevated seat as they swoop and fly through the sky.

In the fall, HHPZ, in collaboration with the Happy Hollow Foundation, welcomed two new members into its family: Gaila and Will Smith, two endangered Red Pandas. Introduced to visitors on Saturday, Oct. 8, Gaila (age 5) and Will Smith (age 1) came from the Kansas City Zoo and Bronx Zoo, respectively. The Red Pandas are part of the Species Survival Plan (SSP) Program.

Family Camp at Yosemite — No tent or cooking supplies are needed for this adventure. Family Camp at Yosemite provides an all-inclusive camping experience for the whole family. Whether it be a relaxing afternoon floating along the Tuolumne River or a challenging hike to Cherry Creek, one thing is for sure: Family Camp provides all of the amenities and activities families will need during their stay. From panning for gold, a round of ping-pong or fishing to evening campfires and star-gazing hikes, days and nights are sure to be packed with activities. Family Camp at Yosemite CREATES a unique experience for both first time visitors and returning campers.

Summer Camps with PRNS — With more than 500 summer day camps to choose from, PRNS has the perfect camp for everyone. With a wide range of choices, youth can enjoy week-long sessions on cooking, dance, film, sports, science, or education and enrichment. All camps offer experienced staff and a safe environment, along with the opportunity to make friends and CREATE memories to last a lifetime. PRNS provides the best staff, class instructors, and community partners for a special summer experience for thousands of youth every summer.

Digital Arts — Supported by the Mayor’s Gang Prevention Task Force, the Digital Arts program provides hands-on opportunities for youth to explore their imaginative side and CREATE memories. Utilizing state-of-the-art equipment, youth can engage in activities such as: songwriting, beat production, music recording and editing, audio engineering, photography, film production, and art. The program has expanded into multiple community centers and schools and provides drop-in programs as well as structured programming throughout the year, giving our youth a creative outlet.
“WITH PRNS INSPIRE OTHERS”
San José Works 2.0 Summer Program — The City of San José, in partnership with the Work2Future Foundation and the Mayor’s Gang Prevention Task Force-Youth Intervention Services Unit, offered the San José Youth Works program 2.0 in summer 2016, with 281 youth graduating from the program. PRNS INSPIRED community-based organizations, school districts, businesses, and City Departments provided job opportunities for more than 500 youth, ages 14-17, who reside in gang-designated hot spots. Youth who enrolled in the summer program received leadership development and work readiness training, in addition to invaluable work experiences. The Work2Future Foundation also hired an additional 500 young adults, ages 18-29. Next year, San José Works 2.0 intends to provide another 1,000 jobs for San José residents, ages 14-29. PRNS is proud to be a part of a program that provides mentorship and employment opportunities for our San José youth.

San José Recreation Preschool Program — More than 600 preschool participants graduated from the San José Recreation Preschool program this past June. The program is a nine-month school year program that prepares children for kindergarten with fun, age-appropriate activities that focus on learning concepts and socialization skills. Many of our four to five-year-old participants enter transitional kindergarten the following school year, and the skills and tools they learned will INSPIRE them to thrive in their new adventure. PRNS believes in the importance of investing in every age and looks forward to years of enriching the lives of our young community.

Therapeutic Services — The program provides places and opportunities for adults with mental illness, those in need of behavioral health services and those with disabilities to come together to play, hang and socialize. Participants join in meaningful wellness and day activities, trauma-informed recovery programs, educational workshops, and essential resources to build connections, gain support and learn new skills in a caring and accepting environment. The PRNS Therapeutic Services team has a new focus for improving and expanding inclusion services in after-school programs that serve approximately 1,500 participants at 21 locations throughout the City. These services include: staff consultations with a focus on quick access to inclusion support, capacity building through increased training, and improved data collection to better assess needs and outcomes. With improved access to guidance, support and training, program leaders can better work with families and schools to create an environment which INSPIRES all program participants.

Clean Slate Free Tattoo Removal Program — This free program offers assistance in removing gang-related tattoos and INSPIRES those to improve their future by getting a job or moving forward in life. In partnership with Santa Clara Valley Medical Center, this program is targeted at youth and young adults aged 14-25. Four sessions are held each year, with up to 25 participants who must also be enrolled in a school or training program and perform community service hours. In June of each year, a graduation is held for the successful participants.

Mayor’s Gang Prevention Task Force — The task force is comprised of the City, county, state, community-based organizations, the San Jose Police Department, faith community, schools, and other community stakeholders. By working together and coordinating efforts, their goal is to curb gang-related activity. The nationally recognized program incorporates a wide range of services that help prevent, intervene and suppress gang activity, and INSPIRE a commitment to facilitate personal transformation. Among its programs are Safe Summer Initiative, Late Night Gym Program, Digital Arts program, Safe School Campus Initiative, Clean Slate Tattoo Program, Ant-Graffiti and Anti-Litter Programs, and the San José BEST Grant Program.
“WITH PRNS I SERVE MY COMMUNITY”
Grant Funding — Each year, PRNS provides grant funding that **SERVE** our community. Grants in 2016 included: the San José Bringing Everyone’s Strengths Together (BEST) Grant, the Safe Summer Initiative Grant (SSIG), the Senior Health and Wellness Grant and the St. James Park and Urban Activation Grant. Both the BEST and the SSIG funding opportunities provided funding toward educational and recreational programs for at-risk youth and families that are not normally available to the City of San José’s Mayor’s Gang Prevention Task Force’s (MGPTF) target population. The Senior Health and Wellness Grant seeks to improve the quality of life for individuals aged 60+ by providing a safe place for seniors to engage in with easily accessible, quality programs throughout San José. The St. James Park and Urban Activation Grant worked in partnership with both community based organizations and private entities to transform St. James Park, along with other urban parks and facilities, into vibrant and amazing public spaces that encourage social connectivity.

**Foundations are the Bedrock of our Community** — PRNS appreciates the foundations who donate their time, energy and talents in order to **SERVE** their community. From Adopt-A-park and Creek Clean-up Programs to Corporate Volunteer Programs, Litter Removal and Senior Nutrition Programs, the commitment of volunteers helps lay the foundation of our programs. Foundations play a unique role in providing services to our community by supporting scholarship funding for San José youth, park activation and recreation programs. PRNS thanks our volunteers and partnering foundations. Their service and dedication is an inspiration to the San José community.

Volunteers Invest into Our Parks — Community engagement is what really helps our parks shine. Residents have the opportunity to demonstrate their civic pride by volunteering in the parks. They **SERVE** and fulfill a need from neighborhoods organizations to the corporate community — their impact enhances our investment into our parks and recreation programs. Last year, they participated in more than 370 events and more than 100,000 hours. By creating safe, clean, and green neighborhoods, desirable communities are formed where neighbors bond and children delight in imaginative play. As partners with our volunteers, we can make a difference!

Commissions Involve Our Citizens — The City of San José includes interested members of the community to participate in our City Government. They **SERVE** on voluntary boards and commissions and are appointed by the City Council. PRNS has three commissions which provides private individuals an opportunity to influence public decisions and has long been a component of the democratic decision-making process.

- **Parks & Recreation Commission** — The Parks and Recreation Commission advises the City Council on our system of parks, playgrounds, recreation centers and facilities, and recreation programs, including community sports, plays, celebrations and other recreation activities.

- **Senior Citizens Commission** — The Senior Citizens Commission studies, reviews, evaluates and makes recommendations to the City Council on any matters affecting elderly people in the City, including health, education, employment, housing, transportation and recreation.

- **Youth Commission** — The Youth Commission fosters greater involvement of youth in municipal government, specifically to study any problems, activities and concerns.
"WITH PRNS I BUILD COMMUNITY"
The **PRNS Team** — The Department of Parks, Recreation and Neighborhood Services (PRNS) is proud to be a team with unique talents and abilities. We have a wide range of staff from parks maintenance, park rangers and zoo keepers to afterschool leaders, class instructors, and community activity workers. Our diverse staff is dedicated to creating memories and special experiences for San José. Thank you for giving the PRNS family the opportunity to *BUILD* relationships and community through fun each day.

**Trail Count 2016: Celebrating a decade of increasing usage** — Finishing a decade of data-gathering, PRNS conducted its 10th annual trail count and received survey responses from more than 450 trail visitors. The annual trail count and survey helps identify wants and needs, along with concerns and opportunities. A summary report revealed that between 500,000 to 850,000 users share the Guadalupe River Trail annually. Trail usage mirrors commute patterns, and trail visitors view San Jose Trails as great (36.7%) or good (50.3%). After ten years of data gathering, the Decade in Review report shows that a gap closure can increase trail usage by 86% and more people now report “fun” as a primary motivator for trail usage (46% in 2007, 70% in 2016). The data reveals that trails support recreation, active transportation and *BUILDING* community through fun.

**Building Community through PRNS Community Centers and Parks**

Community is built though numerous avenues. An example of this is through interaction and involvement. PRNS hosts services in 51 community centers and nearly 200 parks, including our nine regional parks. Through our partnerships, PRNS staff and community providers create a unique blend of classes, programs and services throughout our many facilities and sites. Our parks offer a variety of services from sports fields, picnics and wedding reservations to BMX summer camps, dog parks and trails. Community facilities offer a wide range of programs from afterschool recreation, the anti-graffiti and clean slate tattoo removal programs to youth basketball leagues, gymnastics classes and senior nutrition programs. With our diverse locations and facilities, PRNS looks forward to continuing to *BUILD* community through people, places and programs.

**BUILDING FORWARD**

**Greenprint** — PRNS has started the Greenprint Update, a strategic plan that guides San José’s development of parks, trails, and recreation facilities. With San José poised to have increased leadership and influence in the Bay Area, California, and the nation, this strategic effort will help guide PRNS’ future planning and development. This major update is expected to take approximately 18 months and will include several meetings and outreach opportunities to gather public input.

**Arcadia Ballpark** — In Nov. 2000, San José voters approved a $228 million bond (Measure P) that provided funding for “constructing new recreational sports facilities.” As one of the last remaining projects to be completed, PRNS is proud to announce that the Arcadia complex will begin construction in spring 2017. The facility will provide softball and baseball opportunities for youth, adult and senior players. City staff has been working on the development and design of Arcadia Ballpark, scheduled to open for operation in summer 2018.

**Lake Cunningham Action Sports Park Groundbreaking Ceremony** — PRNS held the groundbreaking ceremony for the Lake Cunningham Action Sports Park on Saturday, May 21, 2016. The bike park will have a variety of features that cater to both beginner and advanced riders. This park will be a regional destination for cyclists of all types and abilities.

**St. James Design Competition** — The Parks, Recreation and Neighborhood Services Department (PRNS) sponsored a design competition for St. James Park, in downtown San José. The City received 14 submittals to the Request for Proposal, which represented a great breadth of work and experience. In Phase II, PRNS hosted a park tour and community forum in Aug. 2016 for four selected finalists: CMG Landscape Architecture, Imelkfr-ee, Meyer & Silberberg, and Wallace Roberts & Todd (WRT). Each of the four finalists prepared their unique vision for St. James Park. The City plans to start the project in late 2017 or early 2018.
2016 BY THE NUMBERS

ENGAGING

IT’S HAPPENING! IN PLAZA DE CÉSAR CHÁVEZ
Visitors: 19,000

VIVA CALLE SJ
Participants: 100,000
Miles of open streets: 6 miles

SUMMER IN ST. JAMES ACTIVATION
Visitors: 5,010

CREATING

¡VIVA PARKS!
Events held: 23
Attendees: 9,500

SUPER BOWL 50 PARK ACTIVATION
Attendees: 28,000

HAPPY HOLLOW PARK & ZOO
Admissions: 439,762
Memberships: 36,150

LAKE CUNNINGHAM SKATE PARK
Visitors: 2,584

AQUATICS PROGRAM
Lessons participants: 1,973
Rec. swim participants: 5,876

FAMILY CAMP AT YOSEMITE 2016 SEASON
Campers: 2,853

SERVING

PARK ACTIVATION BY OTHERS
Special events: 1,681
Permits issued: 309
Event attendees: 1,182,493

PICNIC RESERVATIONS
Booked: 2,205

COMMUNITY CENTER VOLUNTEERS:
Events: 215
Volunteers: 1,953
Hours: 85,677

ANTI-LITTER/GRAFFITI VOLUNTEERS:
Lbs of litter: 2,156 Cubic Yards
Volunteers: 109
Hours: 15,545
Graffiti cleaned: 2,131,988sqft

INSPIRING

FITNESS:
Memberships: 6,183

LEISURE CLASSES
Participants: 52,369
Classes offered: 4,182

OLDER ADULTS
Memberships: 6,070
Meals served: 232,497

PARK VOLUNTEER PROGRAM
Events: 161
Volunteers: 4,500
Hours: 27,874

COMMUNITY CENTER VOLUNTEERS:
Events: 215
Volunteers: 1,953
Hours: 85,677

ANTI-LITTER/GRAFFITI VOLUNTEERS:
Lbs of litter: 2,156 Cubic Yards
Volunteers: 109
Hours: 15,545
Graffiti cleaned: 2,131,988sqft

BUILDING

FACILITY RE-USE:
Participants: 15,824

COMMUNITY GARDENS
Gardeners: 1,032

GRANTS
Grantees: 82
Awarded: $3,247,733

DEPARTMENT AMENITIES

BMX PARKS: 1
DISC GOLF COURSE: 1
ROLLER/HOCKEY RINK: 1
SAILING LOCATIONS: 2
GOLF COURSES: 3
SWIMMING POOLS: 6

HANDBALL COURTS: 7
SKATE PARKS: 7
VOLLEYBALL COURTS: 12
BOCCCE BALL COURTS: 18
HORSESHOE PITS: 29
EXERCISE & PAR COURSES: 35

FAMILY CAMP AT YOSEMITE: 1
FARM PARK: 1
HAPPY HOLLOW PARK & ZOO: 1
HISTORY PARK: 1
MUNICIPAL FIRING RANGE: 1
LAKE PARKS: 2

WEDDING SITES: 6
FITNESS ROOMS: 6
ATHLETIC GYMNASIUMS: 9
REGIONAL PARKS: 9
DOG PARKS: 10

COMMUNITY GARDENS: 17
COMMUNITY CENTERS: 51
MILES OF TRAILS: 57.5
PICNIC LOCATIONS: 68
NEIGHBORHOOD PARKS: 190
PRNS provides creative programming and innovative special events utilizing a financially sustainable strategy. PRNS is committed to ensuring affordable access in its service delivery approach while minimizing the impact on the City’s General Fund. PRNS is proud of the continued growth of programs, increased revenue and the restoration of services.

**FISCAL PERFORMANCE** | FY 15-16

| Department Revenue | $19,161,282 |
| Program Fees | $4,645,587 |
| Grants | $4,360,086 |
| Construction & Conveyance Tax | |

**FY 15-16: 38.3% COST RECOVERY**

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 13-14</td>
<td>$24,856,602</td>
</tr>
<tr>
<td>FY 14-15</td>
<td>$28,166,955</td>
</tr>
<tr>
<td>FY 15-16</td>
<td>$33,894,580</td>
</tr>
</tbody>
</table>

**OPERATING & CAPITAL FUNDS** | $265,013,851

| CAPITAL FUNDS | |
| PRNS OPERATIONS | $73,111,373 |
| SJ B.E.S.T. / SAFE SUMMER INITIATIVE | $5,560,000 |
| CITYWIDE PROGRAMS | $2,130,570 |
| **SUBTOTAL** | **$80,801,943** |
| **OTHER** | |
| GIFT TRUST FUND | $2,411,900 |
| MUNICIPAL GOLF FUND | $2,200,000 |

**AUTHORIZED POSITIONS** | 640

- Recreation 269
- Parks 327
- Strategic Support 44

<table>
<thead>
<tr>
<th>Fiscal Year 16-17</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRNS OPERATIONS</strong></td>
</tr>
<tr>
<td>Recreation</td>
</tr>
<tr>
<td>Parks</td>
</tr>
<tr>
<td>Strategic Support</td>
</tr>
</tbody>
</table>

**SCHOLARSHIPS** | 2016

- **TOTAL NUMBER OF SCHOLARSHIPS** | 7,015
- **TOTAL SCHOLARSHIP AMOUNT USED** | $935,977
PARKS, RECREATION & NEIGHBORHOOD SERVICES
EXECUTIVE STAFF

DIRECTOR ANGEL RIOS, JR.
ASSISTANT DIRECTOR MATT CANO
DEPUTY DIRECTOR MARYBETH HARASZ
DEPUTY DIRECTOR JUSTIN LONG
ACTING DEPUTY DIRECTOR NEIL RUFINO

2017 CITY COUNCIL

MAYOR SAM LICCARDO
DISTRICT 1 CHARLES “CHAPPIE” JONES
DISTRICT 2 SERGIO JIMENEZ
DISTRICT 3 RAUL PERALEZ
DISTRICT 4 LAN DIEP
DISTRICT 5 MAGDALENA CARRASCO
DISTRICT 6 DEVORA “DEV” DAVIS
DISTRICT 7 TAM NGUYEN
DISTRICT 8 SYLVIA ARENAS
DISTRICT 9 DONALD ROCHA
DISTRICT 10 JOHNNY KHAMIS
CITY MANAGER NORBERTO DUEÑAS

PARKS, RECREATION & NEIGHBORHOOD SERVICES
200 E. SANTA CLARA ST.
9TH FLOOR
SAN JOSE, CA 95113
PH: (408) 535-3570
WWW.SANJOSECA.GOV/PRNS

HOW TO SUPPORT PRNS

The San José Parks, Recreation and Neighborhood Services Department provides nearly 1,000,000 residents with opportunities to maintain healthy, active and social lifestyles. We maintain nearly 200 parks, over 3,500 acres of open space, Happy Hollow Park & Zoo and 51 community centers.

We are dedicated to maintaining and improving the quality of life of our residents, but we need your help. Please consider the many opportunities to contribute, your financial contributions are fully tax-deductible and will be designated for the program of your choice.

OUR FOUNDATIONS

The City of San José Parks, Recreation and Neighborhood Services foundations and friends provide the time and resources to keep our programs invigorated. Their tireless commitment benefits all residents of San José. If you would like more information on our foundations, please visit sanjoseca.gov/prnspartners
An All-Inclusive Adventure!

Family Camp at Yosemite’s season runs from mid-June through mid-August. When you arrive at Family Camp, you will be treated to three fully-prepared delicious meals per day, free childcare with fun activities, friendly staff to provide a memorable experience, and an assortment of activities. Guests are invited to stay for one night or multiple nights.

An Experience to Remember

Family Camp provides the opportunity to enjoy many on-site activities and features including:
- Nature hikes & Stargazer hikes
- Campfires
- Skits, talent shows & socials
- Special activities for children and tots
- Volleyball
- Softball
- Ping-pong
- Archery
- Fishing
- Horseshoes
- Shuffleboard
- Swimming
- Board game nights
- Nature oriented craft programs
- Interpretive activities (natural history)
- River access
- Beach & lawn lounging
- Fort Tuolumne childcare (not licensed)

Reservations

Online reservations begin in late January. See this year’s date and rate information by visiting the Family Camp website or call the San Jose Office.

Campership

Need financial assistance to stay at Family Camp? Our Campership Program for San Jose residents provides a discount to low-moderate income families. Spaces are limited; apply today! (408) 794-6208

Camp Address:
Family Camp at Yosemite
11401 Cherry Lake Road
Groveland, CA 95321
(209) 962-7277

San Jose Office Address:
Family Camp at Yosemite
Leininger Center
1300 Senter Road
San Jose, CA 95112
(408) 794-6208

Family Camp at Yosemite
Parks, Recreation and Neighborhood Services
www.familycampsanjose.com
familycamp@sanjoseca.gov

Friends Of Family Camp

The Friends of Family Camp is a non-profit organization dedicated to the support of Family Camp. To join, send $20.00 with your name, address and phone number to:
21472 Almaden Road
San Jose, CA 95120
www.friendsofsanjosefamilycamp.org

Join The Team

We are recruiting quality individuals, 18 years and older, to work during the summer season. If you, or someone you know would like to work, please email Family Camp. Family Camp also recruits volunteers with specialized skills throughout the year.

What Is Family Camp?

In the Heart of the Sierras

Family Camp at Yosemite is a scenic 40-acre self-contained all-inclusive campground facility located just off Highway 120 near the west gate of Yosemite National Park. The Stanislaus National Forest and the Middle Fork of the Tuolumne River serve as a scenic backdrop to this mountain playground. Just a couple of hours away from San Jose, Family Camp at Yosemite is close to home, yet gives you the feeling of being far away.

The camp is an all-inclusive retreat where campers of all ages can fish, hike, swim, play, explore the nearby attractions or just relax and take it easy. It's a great experience for the entire family or all of your friends!

Camp in Comfort

Over 60 wood frame and canvas covered tent-cabins offer the following:
- Cots with mattresses (no bedding)
- Bench, table and bookshelf
- Decks for outdoor relaxing
- Electrical outlets (at extra cost in some cabins)
- ADA accessibility

Restrooms are a short walk from any cabin and include:
- Hot showers
- Toilets
- Wash basins
- Changing areas for infants
- Electrical outlets in all restrooms

The Dining Hall complex is the heart of camp, here you will find:
- Dining room and kitchen
- General Store
- Recreation room
- Camp office
- Medical aid station
- Shaded patio overlooking the Tuolumne River
Why Choose Family Camp for Your Next Summer Vacation?

Excursions Await
Take advantage of Family Camp's ideal location to plan excursions to Yosemite and the gold rush towns of Columbia, Sonora and Coulterville. Some choose to spend their fishing the Sierra streams and lakes of the Moccasin Creek Trout Hatchery. Other activities include hayrides, horseback riding and golf. You can request a bag lunch the day prior to your departure for a nominal fee.

More Than Just Camping
During the spring and fall, camp is available for private rental. Groups, organizations and events include:
- Family reunions
- School excursions
- Company retreats
- Private birthdays & parties
- Weddings

Directions From San José
Take Hwy 680 North to 580. Then take Route 580 East, towards Stockton. Take 205 towards Tracy until it merges onto the Moccasin Creek Trout Hatchery. Take Hwy 120 East towards Manteca. Take Hwy 99 North exit (left lane). Take first exit on 99 (Yosemite Avenue/120). Turn right to go north on 99. At Yosemite Junction turn RIGHT and continue on 120 until two miles past Buck Meadows. Turn left onto Cherry Lake Road (See sign on right-hand of the road for San José Camp). Turn left and follow the road for about 1/2 a mile to the camp's main entrance. At the "Y", keep to the right. Follow the directional signs towards the registration parking area.

Cost Breakdown (Family of Four)

<table>
<thead>
<tr>
<th></th>
<th>Yosemite Nat'l Park</th>
<th>Disneyland Resort</th>
<th>Cruise Vacations</th>
<th>Monterey Bay Aquarium</th>
<th>SJ Family Camp</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONE DAY</td>
<td>$400</td>
<td>$885</td>
<td>$1080</td>
<td>$630</td>
<td>$280</td>
</tr>
<tr>
<td>TWO DAYS</td>
<td>$740</td>
<td>$1770</td>
<td>$2160</td>
<td>$1260</td>
<td>$560</td>
</tr>
<tr>
<td>THREE DAYS</td>
<td>$1110</td>
<td>$2655</td>
<td>$3240</td>
<td>$1890</td>
<td>$840</td>
</tr>
</tbody>
</table>

Breakdown of FUN!

- Activities
  - Yosemite Nat'l Park
  - Disneyland Resort
  - Cruise Vacations
  - Monterey Bay Aquarium
  - SJ Family Camp

<table>
<thead>
<tr>
<th>Activities</th>
<th>Yosemite Nat'l Park</th>
<th>Disneyland Resort</th>
<th>Cruise Vacations</th>
<th>Monterey Bay Aquarium</th>
<th>SJ Family Camp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day &amp; Night Hikes</td>
<td>X</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>X</td>
</tr>
<tr>
<td>Swim &amp; Water Games</td>
<td>X/0</td>
<td>O</td>
<td>X</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Fishing/ Lessons</td>
<td>X/0</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>X</td>
</tr>
<tr>
<td>Campfire Fun/ Food</td>
<td>X/0</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>X</td>
</tr>
<tr>
<td>BBQs</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>X</td>
</tr>
<tr>
<td>Family Games</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>X</td>
</tr>
<tr>
<td>Archery</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>X</td>
</tr>
<tr>
<td>Sports</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>X</td>
</tr>
<tr>
<td>Arts &amp; Crafts</td>
<td>O</td>
<td>X</td>
<td>O</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Nature</td>
<td>X</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>X</td>
</tr>
</tbody>
</table>

Family Camp at Yosemite is a proud and active member of the HWY 120 Chamber of Commerce.

Family Camp is all-inclusive fun!
**¡Descubra la aventura!**

**Hable con nosotros**

**¡Una aventura con todo incluido!**

**¿Qué es Family Camp?**

La temporada de Family Camp en Yosemite empieza desde los mediados de junio hasta mediados de agosto. Cuando lleguen a Family Camp, recibirán tres comidas al día completamente preparadas, cuidado gratuito de niños y actividades diversas, personal amable para proporcionar una experiencia memorable, y una variedad de actividades. Los huéspedes están invitados a pasar una noche o varias noches.

Una experiencia para recordar

Family Camp ofrece la oportunidad de disfrutar de muchas actividades y servicios en el sitio, incluyendo:
- Caminatas de naturaleza y de astronomía
- Fogatas
- Muestra de talentos y reuniones sociales
- Actividades especiales para niños y pequeños
- Voleibol
- Softbol
- Ping-pong
- Tiro al arco
- Pesca
- Juegos de mesa
- Cuidado de niños Fort Tuolumne (sin licencia)

**Reservaciones**

Las reservaciones en línea comienzan a finales de enero. Información sobre fechas y tarifas para esta alta ocupación publicada en el sitio web de Family Camp o también puede llamar a la oficina de San José.

**Beca de excursión**

Necesita ayuda financiera para quedarse en el Family Camp? Nuestra program “Campership” (Beca de Excursión) para residentes de San José ofrece un descuento para familias de bajos ingresos a moderados. Los espacios son limitados, solicítilo hoy mismo! (408) 794-6208

**Dirección del Campamento:**

Family Camp at Yosemite
11401 Cherry Lake Road
Groveland, CA 95321
(209) 962-7277

**Dirección de la oficina de San José:**

Family Camp at Yosemite
Leininger Center
1300 Senter Road
San José, CA 95112
(408) 794-6208

**Dirección del Campamento:**

Family Camp at Yosemite
Parks, Recreation and Neighborhood Services
www.sanjoseca.gov/prns/familycamp
familycamp@sanjoseca.gov

**Friends Of Family Camp**

Friends of Family Camp es una organización sin fines de lucro dedicada al apoyo de Family Camp. Para donaciones, envíe $20.00 con su nombre, dirección y número de teléfono:

21472 Almaden Road
San José, CA 95120
www.friendsofsanjosefamilycamp.org

**Unásate al equipo**

Estamos buscando personas de todas las edades, a partir de los 18 años de edad, para trabajar durante la temporada de verano. Si usted, o alguien que usted conoce, la gestión trabaje con nosotros, envíe un correo electrónico a Family Camp. Family Camp también está buscando voluntarios con conocimientos especializados durante todo el año.

Desarrollando la Comunidad a través de la diversión

Reservaciones en línea: www.familycampreservations.com

**En el corazón de las Sierras**

Family Camp at Yosemite es un campamento pintoresco de 40 acres, autocontenido y con todos los servicios incluidos, situado justo a la salida de la autopista 120, cerca de la puerta este del Parque Nacional Yosemite. El Bosque Nacional Stanislaus y la Bifurcación Media del Río Tuolumne sirven como un pintoresco telón de fondo a este campo de juego en la montaña. Solamente un par de horas de San José, Family Camp at Yosemite se encuentra cerca de su casa, aunque da la sensación de estar muy lejos.

El campamento es un retiro campamento donde campers de todas las edades pueden pescar, caminar, nadar, jugar, explorar las atracciones de los alrededores o simplemente relajarse y descansar. ¡Es una gran experiencia para toda la familia o todos sus amigos!

**Campamento con comodidad**

Más de 60 carpas-cabanas con listones de madera cubiertas de lona ofrecen lo siguiente:
- Camas plegables con colchones (sin ropa de cama)
- Banco, mesa y estantería
- Cubiertas para relajarse fuera
- Tomas electricas (costo extra en algunas cabanas)
- Accesibilidad según la ADA

Los baños están a un corto paseo desde cualquier cabana e incluyen:
- Duchas calientes
- Aseos
- Lavabos
- Areas para cambiar pañales de bebés
- Tomas de corriente en todos los aseos

El comedor es el corazón del campamento, y aquí podrás encontrar:
- Comedor y cocina
- Tienda
- Sala de recreación
- Oficina del campamento
- Estación de primeros auxilios
- Patio sombreado con vistas al río Tuolumne.

**Dirección del Campamento:**

Family Camp at Yosemite
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Groveland, CA 95321
(209) 962-7277

**Dirección de la oficina de San José:**

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21472 Almaden Road
San José, CA 95120
www.friendsofsanjosefamilycamp.org
¡Aún más divertido!

Las excursiones los esperan
Aprovechen la ubicación ideal de Family Camp para planear sus excursiones a Yosemite y las ciudades de la fiebre del oro de Columbia, Sonora y Coulterville. Algunos eligen pasar tiempo pescando en los arroyos y lagos en la Sierra del criadero de truchas Moccasin Creek. Otras atracciones incluyen paseos nocturnos en carretas con heno, equitación y golf. Usted puede solicitar una bolsa de almuerzo el día antes de su partida por un precio nominal.

Más que simplemente camping
Durante la primavera y el otoño, el campamento está disponible para alquiler privado. Los grupos, organizaciones y eventos incluyen:
- Reuniones familiares
- Excursiones escolares
- Retiros de empresa
- Cumpleaños y fiestas privadas
- Bodas

Orientación desde San José
Tome la autopista 680 norte hasta el 580. Luego tome la carretera 580 este, en dirección a Stockton. Tome la 205 hacia Tracy hasta que se fusionen con la autopista I-5 norte. Tome la salida de la autopista 120 este hacia Manteca. Tome la salida de la autopista 99 norte hacia Yosemite. Permanezca en la autopista 120 hasta que se fusionen con la 108. En el cruce a Yosemite gire a la DERECHA y continué por la 120 hasta dos millas después de Buck Meadows. Gire a la izquierda hacia Cherry Lake Road (ver el cartel en la parte derecha de la carretera a San José Camp). Gire a la izquierda y siga la carretera durante aproximadamente 1/2 milla a la entrada principal del camping. En la "Y", manténgase a la derecha. Siga los letreros hacia la zona de estacionamiento para el registro.

Desglose de costos (una familia de cuatro)

<table>
<thead>
<tr>
<th>Descripción</th>
<th>Yosemite Nat’l Park</th>
<th>Disneyland Resort</th>
<th>Vacaciones en Crucero</th>
<th>Monterey Bay Aquarium</th>
<th>SJ Family Camp</th>
</tr>
</thead>
<tbody>
<tr>
<td>UN DÍA</td>
<td>$400</td>
<td>$885</td>
<td>$1080</td>
<td>$630</td>
<td>$280</td>
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<tr>
<td>DOS DIAS</td>
<td>$740</td>
<td>$1770</td>
<td>$2160</td>
<td>$1260</td>
<td>$560</td>
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<tr>
<td>TRES DIAS</td>
<td>$1110</td>
<td>$2655</td>
<td>$3240</td>
<td>$1890</td>
<td>$840</td>
</tr>
</tbody>
</table>

¡Desglose de la DIVERSIÓN!

<table>
<thead>
<tr>
<th>Actividad</th>
<th>Yosemite Nat’l Park</th>
<th>Disneyland Resort</th>
<th>Vacaciones en Crucero</th>
<th>Monterey Bay Aquarium</th>
<th>SJ Family Camp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paseos de día y noche</td>
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<td>O</td>
<td>O</td>
<td>X</td>
</tr>
<tr>
<td>Natación</td>
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<td>O</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Pesca/Lecciones</td>
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<td>O</td>
<td>O</td>
<td>X</td>
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<tr>
<td>Diversion/comidas</td>
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<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Barbacoas</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Juegos</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Tiro con arco</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Deportes</td>
<td>X</td>
<td>O</td>
<td>O</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Artesanía y manualidades</td>
<td>O</td>
<td>O</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Naturaleza</td>
<td>O</td>
<td>O</td>
<td>X</td>
<td>O</td>
<td>X</td>
</tr>
</tbody>
</table>

¡Family Camp es diversión familiar con todo incluido!
Một Cựu Phiếu Lưu Đất Đầu Toàn Điển!

Mot Cựu Phiếu Lưu Đất Đầu Toàn Điển!

Mua Cam Trai Gia Linh Family Camp
at Yosemite dien ra tu 1 giua Thang Sau cho thi giua Thang Tarn. Khi đến Family Camp, mỗi ngày quý vị sẽ được phụ nữ bán xóm mua hàng, được tham quan những điểm du lịch thú vị, có cơ hội mua sắm và các hoạt động vui nhộn, nhất là khi bạn tham dự một trải nghiệm đáng nhớ, và cùng dìu dắt của chính hoạt. Mỗi tháng quý vị sẽ được phục vụ bữa hiệu menggunakan các thực phẩm, cung cấp các dịch vụ khác nhau, và có cơ hội tham gia nhiều hoạt. Việc chia sẻ chia sẻ là tốt nhất hay jede khác.

Một Trải Nghiệm Đáng Nhớ

Mot Trải Nghiệm Đáng Nhớ

Family Camp tạo cơ tốt tổ chức nhiều hoạt động và các hoạt mục tại chung:
- Đi bộ trong thiên nhiên & Đi bộ trong rừng sao
- Lửa traj
- Các vỉa xanh, sò do ở điểm taj năng & giáo tồn
- Sinh hoạt đặc biệt cho trẻ em và em bể
- Bông truyền
- Softball
- Ping-pong
- Bán cung
- Cả cừ
- Thanh mo ngay
- Shuffleboard
- Bơi lội
- Chính những chuyện súc đặc trên ván
- Các hoạt động đi cốc địa chỉ súc thiện
- Các hoạt động đi cốc địa chỉ súc thiện
- Chơi trên sông
- Nghi ng to trên bể biển & bể có
- Trải Giự trẻ Fort Tuolumne (không có giấy phép)

Một Cựu Phiếu Lưu Đất Đầu Toàn Điển!

Mot Cựu Phiếu Lưu Đất Đầu Toàn Điển!

Giữ Chá

Dịt biết về nhiều hoạt động cùi Thang Giánh, xem thông tin về ngân và mùa trồng rau và những cách trồng trong vườn của Family Camp hoặc gọi cho Văn Phòng San Jose.

Tọy Cợp Cho Việc Cảm Trái

Qụy và các giá điới tại xóm gia ngan và xóm gia ngan với gia đình thích đam mê và gia đình của San Jose gia đình súc thú để bô nhặt, và gia đình trong hiện. Cề chủ cớ ghi khám 6 ngày đến xóm gia ngan ngày (408) 794-6208.

Địa Chi Family Camp:

Dịt biết về nhiều hoạt động cùi Thang Giánh, xem thông tin về ngân và mùa trồng rau và những cách trồng trong vườn của Family Camp hoặc gọi cho Văn Phòng San Jose.

Số điện thoại:

(408) 794-6208

Địa Chỉ Văn Phòng San Jose:

Dịt biết về nhiều hoạt động cùi Thang Giánh, xem thông tin về ngân và mùa trồng rau và những cách trồng trong vườn của Family Camp hoặc gọi cho Văn Phòng San Jose.

(408) 794-6208

Family Camp at Yosemite

Parks, Recreation and Neighborhood Services

www.sanjoseca.gov/pms/familycamp

Friends Of Family Camp

The Friends of Family Camp là một tổ chức và việc tổ chức hoạt động hoặt trá trai cho Family Camp. Để tham gia, xin gửi $30.00 cung với thư, địa chỉ và số điện thoại của quý vị:

21472 Almaden Road
San Jose, CA 95120

www.friendsofsanjosefamilycamp.org

Gia Nhập Đối Chứng Tời

Chúng tôi hiện đang triển khai một cộ chi nhánh đặt tại Khu vực, 100 dịch vụ, để lên sóng một cách mới. Như nói, nhiệm vụ mới bản bản là mở rộng, để mở cửa cho Family Camp. Family Camp cũng triển khai tránh nam những người trong tình nguyện, cự kỹ năng đặc biệt.

Xây Dưng Cộng Đồng Qua Sự Vui Nhộn

Giữ Chá Trên Mang: www.familycampreservations.com

Family Camp Là Gì?

O Tám Diểm của núi nui Sierras

Family Camp (cũ Giánh) ở Yosemite là một cơ cớ cung cấp bô nhặt tự nhiên có thể ở trên cao để tham quan những hoạt động của các.setBounds. Các công viên Quốc gia, Nhà Cống và khu vực cũng là những hoạt động mà người xem có thể tham gia.

Cảm trại trong suốt nghi

Hơn 900 phòng đã thấm già và được bố các cảm trại cùng cung cấp những dịch vụ sau đây:
- Giường tạm có nền (không có khăn trải giường)
- Băng ghế, bàn và ghế sách
- Các sản phẩm để thư giãn ngoài trời
- Các cỏ cảnh đầu (phạt trả thêm tiền và chỉ có ở một số điểm)
- Để tiếp cận theo điều kiệnADA

Phương tiện việt mà các cơ sở có một bộ điều kiện có thiết thực và tương thích với các điều kiện của các cơ sở.

Buồng Tầm View Sen Nước Nông

Bồn cung

Chủ nha tây

Chủ bờ tây cho em bên

Các cỏ cảnh đầu trong tất cả các phòng và vệ sinh

Khu vực là một phần của cơ sở trại, để đáp ứng yêu cầu của:
- Phòng nội và nhà bếp
- Tiện ích bô đẹp hoạ
- Phòng giải trí
- Văn phòng trại
- Trạm y tế
- Hành khách có một bộ nhất quán qua Sông Tuolumne
Có Nhiều Thú Vui Nữa!

Các Cuộc Dụ Ngoài Đẹp Đỡ Quy Vị
Hình ảnh được bồi dưỡng ở các Đường camping cho các gia đình ngoài thành phố Yosemite và các thành phố xung lân comme Columbus, Sonora và Coulterville.

Là một cách giúp cho gia đình trở thành một phần của những kỷ niệm đẹp với việc tham quan các địa điểm nổi tiếng như Yosemite, Mariposa, và các khu vực xung lân.

Không Chi Cá
Trải Mả Thời
Tông màu xanh và màu trắng, tạo sự thả lơi cho các nhóm trai thu.

Chi Dưỡng Từ San José
Lấy tắt từ Highway 99, rồi đi về hướng đi bang Santa Clara County.

Phân Tích Chi Phi (cho Gia Đình Bốn Người)

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Family Camp có bao gồm đủ các loại vui nhộn!
TO: PARKS AND RECREATION COMMISSION
FROM: Jena Sorrells

SUBJECT: FAMILY CAMP AT YOSEMITE REPORT FOR 2016
DATE: February 9, 2017

COUNCIL DISTRICT: Citywide

RECOMMENDATION

Accept staff’s update on San José Family Camp at Yosemite (Family Camp) 2016 season.

OUTCOME

The Parks and Recreation Commission will learn about the results of the Department of Parks, Recreation and Neighborhood Services (PRNS) operation of Family Camp at Yosemite in the 2016 season.

EXECUTIVE SUMMARY

Recreational camps like Family Camp play an important role in exposing families, adults, and children to the natural wilderness environment. A trip to Family Camp is often the very first wilderness experience many San José families have, and for some youth, Family Camp is the first experience outside of San José. Family Camp provides an opportunity for children raised in metropolitan areas to gain an appreciation of the great outdoors, and provides a safe environment for visitors to bond, grow closer and build relationships as a unit and with other families and friends. Family Camp is a retreat from urban life, where campers of all ages can fish, hike, swim and participate in organized activities and interpretive programs, or just relax and enjoy the beautiful mountain scenery. Family Camp is open to everyone, not just San José residents.

On November 15, 2011, the City Council authorized the City Manager to develop the Master Plan for Family Camp; to negotiate terms of a new Special Use Permit agreement with the Federal Government; to continue the goal for Family Camp to be a 100 percent cost recovery fee program; and to negotiate partnerships that reduce the City’s liabilities in operating Family Camp. Council also directed staff to continue to perform capital repairs, improvements, and environmental land management work required at Family Camp as funding permitted.
In early 2016, the Master Development Plan (MDP) for Family Camp was completed and approved by PRNS and the United States Forest Service (USFS). On April 26, 2016, the City Council authorized the City Manager to negotiate and approve a new 20-year Special Use Permit/Land Lease Agreement with the USFS. The new permit will allow PRNS to operate the Family Camp program on federal land beyond the current lease agreement, which expired December 31, 2016. The USFS, under the Organized Camp Act, provides a national standard for 20-year lease agreements.

The 2016 summer season was strong. Family Camp occupancy, revenue, and direct cost recovery were higher than at any time since the Rim Fire in 2013. PRNS achieved this growth through enhanced marketing and outreach, while also awarding Camperships to enable qualifying low-income families to access this unique wilderness experience.

BACKGROUND

Following the purchase of the improvements at Family Camp from the City of Oakland through a procurement process, City Council, on February 26, 1968, approved the first Special Use Permit/Land Lease with the USFS to operate Family Camp as a City of San José (City) program.

Family Camp is a 51.2 acre site near Yosemite National Park, situated on federal land which is leased from the USFS. It has been managed and utilized by the City for nearly fifty years. Family Camp provides 70 wood-framed and canvas-covered platform-tents scattered among the pines and oak trees along the Middle Fork of the Tuolumne River. Other camp amenities include an amphitheater, archery range, campfire ring, gift shop, laundry facilities, nature center, patio and deck area, a large turf playfield, restrooms, showers, service buildings, and a tot play area. Family Camp also maintains potable water wells and a sewage evaporation pond facility, both of which support camp operations.

Family Camp begins operations on the last weekend in April for opening day of trout fishing in the Sierra Nevada Mountains, and closes for the winter in October. Family Camp occupancy ranges from 70 to 300 campers per night, with a summer support staff of approximately 40 to 60 seasonal employees and volunteers. The summer program operates seven days per week from mid-June through mid-August, with complete in-house meal services and a variety of structured recreational and interpretive activities. Private groups may reserve Family Camp during the spring and fall shoulder seasons. Family Camp hosts various community organizations such as faith based groups, the YMCA, school groups, and various non-profit and for-profit organizations.
ANALYSIS

Operating Agreement

In 2012, at the direction of City Council, the City entered into a modified special use permit/land lease agreement with the USFS. This modified agreement allowed for a reduced term of five years in lieu of the standard 20-year lease agreement. The modified permit was sought in determining whether continuing the Family Camp program was financially sustainable for the City before entering into the national standard USFS permit agreement for a 20-year period. The current permit expired December 31, 2016, and the draft of the new permit is currently under review. The approval of a 20-year lease agreement, along with the Master Development Plan, brings a collaborative approach to managing camp with the USFS.

Projects outlined in the MDP have started. The roofs on the dining hall and manager’s house were replaced in September 2016. Bear-proof trash receptacles have been approved for purchase and are on order for delivery and installation in Spring 2017. Restroom maintenance, signage upgrades and concrete and asphalt repairs are scheduled for 2017 as well.

Occupancy and Financial Performance

Family Camp has experienced two significant setbacks over the past years, which have impacted occupancy and financial performance. The first setback was related to structural repairs to the dining hall, which caused the entire camp to be closed for the 2010 summer season. This closure impacted occupancy, reducing the rate from 89 percent in 2009 to 39 percent in 2013. The second setback was the 2013 Rim Fire. Fortunately, the fire avoided most of Family Camp. The devastation of the surrounding areas, and the work needed to re-open camp, impacted both the 2013 and 2014 summer seasons.

Since these setbacks, Family Camp has seen an increase in occupancy and revenue and the 2016 season entailed dramatic growth on both fronts. The following table outlines program performance, participation, and cost recovery percentages for the last four years, and the prediction for the 2017 season (estimated 5 percent growth per year). With recent changes to the support staff, programming, and outreach, a 100 percent occupancy rate may be achieved as program awareness and demand increases.

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Note: Italicized numbers are projections
Factors driving 2016 growth are discussed in the sections below. As staff continues to implement improvements to Family Camp operations and partnerships, the occupancy and cost recovery rates are expected to continue to increase. PRNS expects to achieve 100 percent cost recovery on a consistent basis by 2020.

Marketing and Outreach

Occupancy and revenue growth in 2016 was a result of enhanced marketing and outreach. Word-of-mouth and social media continue to be the biggest forms of camp advertisement, per camper evaluations. Marketing is also being conducted through both existing and expanded methods including radio ads, City employee payroll flyers, community newspaper ads, news releases, community center brochures, social media outlets, and the Yosemite Highway 120 Chamber of Commerce. E-blasts are sent to the Smart Start San José Early Care and Education Network. Also, the Friends of Family Camp have distributed rack cards and brochures to community centers and libraries, hosted a booth at Bass Pro Shop in San José on Memorial Day weekend, and sent e-mails to their membership. The County of Santa Clara continues to provide marketing outreach through its marketing streams, which approximately doubles Camp’s resident market exposure.

Two new promotions were offered during the 2016 season to help increase awareness and occupancy. A “Refer-A-Friend” discount was extremely successful, bringing on 28 new camper families. A 10 percent discount for group reservations of 8 or more tents was not as popular as predicted, as only two groups used this discount. Camp staff will continue the “Refer-A-Friend” discount for the 2017 season. Staff also simplified the pricing structure, eliminating the application fee, and rounding off the per person daily fees to enable campers to quickly see and compare the value that Camp provides.

The first annual “Family Camp Fire Up” was the start of a new tradition, taking place the last Saturday in January 2016. The purpose of this new “Friendraiser” was to bring families together for camp-style arts and crafts, camp games, camp songs, food, live music, and raffles to get people excited for the new season. Approximately 250 people attended the evening event. Online reservations opened the next morning at 9 a.m. for those who attended the “Fire Up” event and at noon for the public. Funds raised at this event were used to help support the purchase of recreation supplies, and programs for the new camp season. The 2017 “Family Camp Fire Up” in January was even more successful, with over 320 people in attendance and 322 reservations made the next morning, which is almost double from the 2016 opening day registration.

For the 2017 summer season, staff will develop a method to collect demographic information to obtain additional data on our campers. This information will be used to identify which groups of residents are using Camp so that staff can formulate a more targeted marketing plan. The information collected will be summarized in a report on the 2017 season.
Camperships

PRNS recognizes that the cost of staying at Family Camp, while modest, may be prohibitive for many San José families. Thus, to enable access to this unique wilderness experience, Family Camp has a “campership” program that awards scholarships to qualifying low-income families, which can offset up to 50 percent of the costs of a total reservation. The 2016-2017 Adopted Operating Budget included $25,000 for ongoing Family Camp Campership scholarships; $5,600 was awarded to 16 families in 2016. The remaining scholarship money is expected to be awarded in the 2017 season.

Campers

In 2016, Family camp had its highest occupancy since the Rim Fire. On average, 80 percent of all individual campers reside in Santa Clara County; 75 percent are from San José.

Despite increasing occupancy, evaluations submitted by campers continue to improve. However, aging restrooms and low staffing levels in the dining hall continue to be a challenge. As the MDP allows for renovations and upgrades to the restroom facilities, and with the 2016-2017 Adopted Operating Budget’s inclusion of a full-time Food Service Coordinator for camp (shared with Happy Hollow Park & Zoo during Family Camp’s off-season), these specific ratings are expected to increase for the 2017 season.

Pre- and post-season 2016 showed high activity, hosting a variety of groups: a wedding, YMCA of the South Bay, AmeriCorps and a range of volunteer groups, Team Rubicon, the Highway 120 Chamber of Commerce August meeting, an Alcoholics Anonymous retreat, and two different Muslim Family Camp organizations. Family Camp staff also successfully hosted the annual Fish Camp event, the annual Friends and Family weekend, and two Seniors’ retreats. These events continue to grow in popularity.

Staffing

Staff continues outreach efforts through local job training agencies such as Center for Employment and Training, Work2future, and the San José Job Corps Training Center. Additional outreach includes local colleges and universities located within the vicinity of San José, the Central Valley, and Sonora areas. Thirty-seven percent of the 2014 staff returned to work for the 2015 season; 34 percent of the total workforce was hired from San José Job Corps Training Center. Sixty percent of the total 2014 and 2015 staff returned to work the for 2016 summer season; 30 percent of which have participated in San José Job Corps training. For many camp staff, this experience is their first job and their first time away from home. Camp staff also received training in customer service, retail, facility maintenance, and leading recreation activities for all ages. The summer season ended with a 90 percent retention of staff.

Camp staff look forward to hiring a full-time Food Service Coordinator this spring. The position, which was part of the 2016-2017 Adopted Operating Budget, will be shared with Happy Hollow
Park & Zoo’s Picnic Basket restaurant during Family Camp’s off-season. This new position will provide consistency in food quality and service in the camp dining hall.

**Programming Enhancements**

Family Camp currently offers a wide variety of programming, including archery, arts and crafts, hikes, bocce ball, bolo ball, new family games, fishing lessons, a gaga ball pit, log rolling, orienteering, slacklining, tie dying, and a live animal program (Animal Ambassadors) twice a week. Summer Camp staffer, Olivia Laws, a Humboldt State University student, conducted surveys for her honors thesis, titled *The Effect of the Family Camp Experience on Connectedness to Nature*. Her research showed that attending Family Camp had a positive influence on one’s connection to nature. The most valued and most popular activity that created that connectedness was the Animal Ambassadors presentation.

Camp hosted the Street Drum Corps, with live music entertainment, the second weekend of camp. The USFS also provided programming twice a week, including talks on the Rim Fire, tree identification walks, and nature scavenger hunts.

New programming includes a human foosball court, a disc golf course, and a new family game of balloon wars. Camp staff continues to reach out to music groups. Potential new programming for summer of 2017 may include bee keeper talks, massages, and improving and expanding the disc golf course.

**Collaborative Partnerships**

Building forward under a new operating agreement, staff will continue to focus on expanding collaborative partnerships with local area groups, corporations, and volunteers. The following collaborations have been established:

- **Mayor’s Gang Prevention Task Force (MGPTF)**
  Camp hosted over 80 campers participating in the Safe Summer Initiative.

- **Tuolumne River Trust (Trust)** – The Trust continues to provide onsite Family Camp improvement projects to be undertaken by the Trust volunteer program, including bringing in AmeriCorps teams. The Trust also provides forest health and restoration projects in and around the Family Camp area while boarding at Family Camp.

- **San José Conservation Corps (SJCC)**
  Each spring and fall camp hosts a small group of students from SJCC. They work alongside camp staff and the PRNS Capital Infrastructure Team, helping to open and close the camp season.
• **Team Rubicon**  
Using Family Camp as a training base last fall, Team Rubicon, a veteran disaster relief organization, trained over 40 new team members as sawyers and heavy equipment operators and familiarized more members in the Incident Command System. Working with camp staff, San José Conservation Corps, the PRNS feller team, and the Capital Improvement Team, the Team Rubicon sawyers were able to fell over 60 of the 300 hazard trees Camp currently has due to the Rim Fire of 2013, the drought and the bark beetle infestation. Family Camp and Team Rubicon hope to continue a productive relationship, as a unique and convenient training ground for Team Rubicon’s volunteer expansion and a creative way for camp to manage hazardous trees and large resource management projects.

• **United States Forest Service (USFS)**  
The USFS utilizes Family Camp as a meeting and training space and uses it for intern housing. The USFS also provides camper programming twice a week.

The Family Camp program will continue to work with current volunteer groups and seek and expand volunteer opportunities. The following are examples of current volunteer efforts:

• **Friends of Family Camp (Friends)** – A non-profit organization, providing volunteer assistance in the opening, closing and enhancement of Family Camp facilities. It has been conducting periodic work parties at Family Camp since inception, and continues to the present day to support site maintenance, camp repairs and modest fundraising activities. The Friends continue to maintain a relationship with Bass Pro Shop in San José, and occasionally host a booth on site to advertise Family Camp.

• **Family Camp Nurse Program** – Volunteer nurses provided over 120 hours of medical assistance, addressing any non-emergency medical services to campers and staff during the summer season.

• **San José Parks Foundation** – The San José Parks Foundation has provided funding for marketing and other camp-related efforts. With the Foundation’s help, Family Camp is exploring the possibility of a bench recognition program, using logs from the trees felled within the camp boundaries.

• **Groveland District Rangers (part of the USFS)** – Staff has established a relationship with Groveland District Rangers from the Stanislaus National Forest. Various Rangers directed extra nature activities once a week to campers during the summer season. The Head District Ranger continues to volunteer time as a speaker for various pre- and post-season rental groups.

• **Corporate Volunteers** – Staff is working with various corporate volunteer programs, exploring opportunities to work with groups locally, and on site, at Family Camp.
Damage and Repairs

Trees damaged or killed by the Rim Fire and trees affected by the drought continue to be evaluated and removed. An additional 200 dead trees were recently identified, and more felling continues with the help of PRNS certified fellers, the Team Rubicon volunteer sawyers, camp staff and various contractors. Assessments with the USFS Forester continue on a bi-annual basis to insure camper safety.

The storm-front that hit the West Coast in January 2017 did have some effect on camp. The flooding of the Middle Fork of the Tuolumne River that runs through the middle of Family Camp damaged the children’s playground area (The Fort). The recent February 2017 storms resulted in more downed trees and additional damage to “The Fort”. Reconstruction and repair of the playground will be completed by PRNS teams, and it should be functional for the summer 2017 season.

Next Steps

PRNS will continue to operate Family Camp at Yosemite effectively and efficiently by:

- Finalizing the new 20-year special use permit agreement with the USFS;
- Continuing renovation projects approved in the Family Camp Master Development Plan with the USFS;
- Continuing and expanding wilderness and educational opportunities for families and underserved groups in San José and surrounding areas;
- Continuing the restoration, removal and repair of damaged structures, trees and systems;
- Seeking and exploring collaborative and cost sharing partnerships with governmental non-governmental organization (NGO) groups to further the Family Camp program;
- Working with current partners and expanding new partnerships; and
- Working with youth employment agencies to employ local youth as staff at Family Camp at Yosemite.

The Family Camp program provides a unique, easy and affordable Sierra Nevada wilderness experience for San José and San Francisco Bay Area residents. Additionally, Family Camp provides work experiences for local San José youth and young adults, collaborative partnerships and relationships with local business, government agencies, colleges, universities and at-risk youth programs. Family Camp will incrementally increase its occupancy rate and collaborative partnerships, which in turn will create a wilderness destination with a 100 percent cost recovery. The positive returns to the youth and families of San José are endless.
EVALUATION AND FOLLOW UP

In the winter of each year, PRNS will provide both the Neighborhood Services and Education Committee and the Parks and Recreation Commission with a written annual report on the previous season’s activities.

PUBLIC OUTREACH

This memorandum will be posted on the City's website for the March 9, 2017 Neighborhood Services and Education Committee meeting.

COORDINATION

This memorandum has been coordinated with the City Manager’s Budget Office and the City Attorney's Office.

CEQA

Not a project, File No. PP10-069 (a), City Organizational & Administrative Activities, Staff Reports that involve no approvals of any City actions.

Jena Sorrells
Parks Facilities Supervisor, Family Camp at Yosemite, Parks, Recreation and Neighborhood Services

For questions, please contact Jena Sorrells, Parks Facilities Supervisor, at (408) 794-6524.
Family Camp at Yosemite
2016 Season Update

Parks and Recreation Commission
March 1, 2017
USFS Special Use Permit

• The first municipal camp built in the 1920’s by the City of Oakland, operated by City of San Jose since 1968

• City Council, November 15, 2011
  • Negotiate Special Use Permit agreement with the USFS
  • Master Plan, to include repairs and improvements
  • Goal for Family Camp is to be a 100% cost recovery program
  • Reduce the City’s liabilities in operating Family Camp

• City Council, April 26, 2016
  • Master Development plan approved and signed by PRNS and USFS
  • Council approved renewal of 20-year special use permit with USFS
Operational and Financial Results

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* A projection based on 5% cost recovery increase in per year stated in a previous memo

Note: Italicized numbers are projections.
Camper Survey Results

Demographics:
- 80% Santa Clara Co.
- 18% California
- 2% Out of State
Marketing and Outreach

Successful:
• Family Camp Fire Up and Friendraiser
• Refer-A-Friend
• Brochures
• Bass Pro Shop, San José
• Word-of-mouth

2017:
• “Targeted Display”
• Happy Hollow
“FRIENDS, FOREST, FUN! FAMILY CAMP!”
“HAPPY GLAMPER”