



Memorandum

TO: CITY COUNCIL

FROM: Councilmember Sylvia Arenas

SUBJECT: ANNUAL BEAUTIFYSJ REPORT

DATE: May 7, 2019

Approved

Sylvia Arenas MR

Date

5/7/19

RECOMMENDATION

1. Accept staff report and approve memo from Councilmembers Sergio Jimenez and Maya Esparza
2. Direct Parks, Recreation and Neighborhood Services to implement additional BeautifySJ Grant support for underserved communities, including:
 - a. Instituting multi-lingual workshops in areas that are considered high-needs across the City;
 - b. Prioritizing grant requests in zip codes that are known hot-spots and allowing groups from these areas whose requests are denied a two-week period to adjust proposals for resubmission;
 - c. Streamlining grant payment process to lessen up-front financial burden on neighborhood groups for activities or events planned between the time of the grant approval and grant payment.

BACKGROUND

I'm grateful to Parks, Recreation and Neighborhood Services, the Department of Transportation, and the Environmental Services Department for their tireless efforts to keep our city safe and free of blight. Though it is clear that the MySanJose app has increased demand for various city services, the annual BeautifySJ grants offer residents an opportunity to take matters into their own hands and empowers neighborhoods to address a beautification need in their area to further reduce city services in the future. I echo Councilmembers Jimenez and Esparza's concerns with addressing blight in an equitable, culturally competent way. We can do more to ensure that residents in and around blight hot-spots have the tools and resources they need to beautify their neighborhoods, including offering more support for diverse communities during the BeautifySJ grant application process.