



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Jon Cicirelli

**SUBJECT:** PROJECT HOPE PROGRAM  
ANNUAL UPDATE

**DATE:** April 22, 2019

---

Approved D. D. S. Y. L. Date 4/22/19

---

## SUPPLEMENTAL

### REASON FOR SUPPLEMENTAL

This memo provides additional information related to the Parks, Recreation and Neighborhood Services' (PRNS) Project Hope program, alignment to the Mayor's Gang Prevention Task Force hot spots, and information on additional community services provided by partner organizations.

### ANALYSIS

Project Hope is housed in PRNS's Neighborhood Services Unit, along with other key programs including the Anti-Graffiti/Anti-Litter Program, the Safe School Campus Initiative, Clean Slate tattoo removal program, and the Mayor's Gang Prevention Task Force (Task Force). To best leverage resources and have a collective impact within neighborhoods that are most in need, Project Hope sites are recommended to be placed within designated Task Force hotspots. Project Hope neighborhoods are comprised of communities that rarely have active neighborhood associations; lack knowledge of City resources; may have an inability to access City services due to language barriers; and have higher levels of crime and blight. The goal is to develop sustainable neighborhood associations that can best advocate for the community. The current Project Hope sites are, Project Hope – Cadillac/Winchester (Council District 1); Project Hope – Roundtable (Council District 2); and Project Hope – Welch Park (Council District 8).

The Project Hope Program began as pilot project in 2015 in Council District 1 (Cadillac/Winchester). Due to its success, the program was further expanded to Council District 2 (Roundtable) and Council District 8 (Welch Park). While PRNS leads the Project Hope Program initiative, internal partner programs provide critical support to ensure effective implementation of Project Hope neighborhood-specific work plans. Partner programs/ departments include Housing, San José Police Department, Code Enforcement, Transportation, Council Offices, and the Mayor's Office.

As part of any potential expansion to additional communities it is recommended that efforts are aligned to the Mayor’s Gang Prevention Task Force’s hotspot neighborhoods. While there are 18 currently identified hot spots, the Task Force is now in the process of identifying hot spots for the next three years. This effort includes a facilitated process with over 100 Task Force partners; interviews with the San José Police Department Division Captains; and assessment and interviews with the City-wide Crisis Intervention Teams. We expect the adoption of any changes to the Task Force hot spots to happen at the April 25, 2019 Task Force Policy Team Meeting.

To better facilitate the addition of any future Project Hope sites, staff will engage with an expanded group of stake holders including the San José Police Department, Santa Clara County Probation Department, Santa Clara County District Attorney’s Office, and Santa Clara County Public Health to help assess and establish a needs based priority list. This effort includes direct meetings with agency partners and review of specific community health indicator data in addition to the information utilized to identify Task Force hot spots. Additional key metrics may include incidents of blight including reports of trash, graffiti, and illegal dumping, code enforcement activity, poverty and economic instability, and an assessment of the location, objectives, and service intensity of other partner agencies deploying a community engagement strategy for fiscal year 2019-2020. PRNS expects to have this information assessed and prioritized in June 2019.

While the City implements Project Hope as its neighborhood organizing and engagement strategy, there are other community engagement strategies have recently been implemented throughout the City by other government partners. PRNS staff has begun an initial coordination meeting between these programs and will be hosting a quarterly meeting to help better understand each agencies mission, focus, and targeted outcomes.

**Partner organization community engagement strategies include:**

<b>Organization</b>	<b>Program</b>	<b>Description, Goals, and Missions</b>	<b>Current Neighborhood</b>
San José Police Department	Safe Communities	The Crime Prevention Unit and Community Partnerships create an opportunity to work together to improve the safety of the community. They do this by sharing information about neighborhood crime issues and discussing ideas and tips on how to solve and prevent them.	Poco Way
			Hoffman Via Monte <i>(No longer active)</i>
Santa Clara County Probation Department	Neighborhood Services Unit	The Neighborhood leverages existing School Linked Services infrastructure, and utilizes a public health approach to foster community cohesion and provide services to high-need neighborhoods. This work is accomplished using community engagement, leadership development, activities for youth and families, and a focus on health and wellness.	Valley Palms

Organization	Program	Description, Goals, and Missions	Current Neighborhood
Santa Clara County District Attorney's Office	Community Prosecution Unit	The Mission of the Community Prosecution Unit of the Santa Clara County D.A.'s office is to prevent Juvenile Crime by placing Community Prosecutors into underserved communities to work to improve public safety and build community capacity through outreach, parent education and Truancy abatement. The Unit serves three primary functions: Neighborhood Crime Prevention, Truancy Abatement, and Parent Education.	Washington Area
			Santee Area
			Valley Palms *
			Seven Trees *
			Poco Way *
Santa Clara County Public Health	Eastside Peace Project	The East San Jose PEACE Partnership is a group of residents and organizations working to build a healthy, peaceful, and empowered community by preventing and addressing violence and trauma through comprehensive violence prevention efforts. The PEACE Partnership addresses racial and health inequities by preventing youth, family and community violence and trauma. The PEACE Partnership identifies, prioritizes and funds existing and new violence prevention strategies through a new infrastructure model, an Accountable Community for Health.	Mayfair *
			Poco Way *

\* Supporting efforts of other initiatives

/s/  
 JON CICIRELLI  
 Acting Director  
 Parks, Recreation and Neighborhood Services

For questions, please contact Neil Rufino Deputy Director, Parks, Recreation and Neighborhood Services, at (408) 535-3576.