



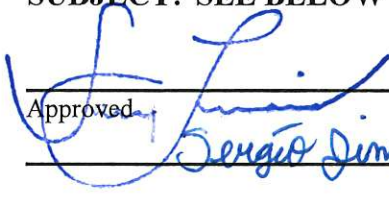
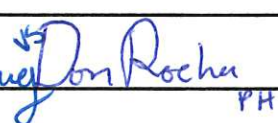
# Memorandum

**TO:** CITY COUNCIL

**FROM:** Mayor Sam Liccardo  
Councilmember Sergio Jimenez  
Councilmember Don Rocha

**SUBJECT:** SEE BELOW

**DATE:** November 22, 2017

Approved:  Date 11/22/17  
 PH

**SUBJECT: GREENPRINT AND FINANCIAL FEASIBILITY STUDY**

## RECOMMENDATION

1. Accept the status report on the Greenprint update and the Parks Funding Feasibility Study.
2. Direct the City Manager to continue public engagement during "Phase 3" of the Greenprint, with a mechanism - such as Mapita, or other digital tools - that allow residents to crowdsource identification and analysis of future park and trail development sites in San José. The tool - along with culturally & linguistically appropriate community outreach - should focus on leveraging community help to identify lower-cost opportunity sites in underserved neighborhoods, such as vacant neighborhood lots, long-abandoned buildings or railroad segments, desirable land held by another public agency (such as the Water District or CalTrans), and underutilized streets or cul-du-sacs.
3. Direct the City Manager to continue to study and prepare for a potential parks revenue measure in 2018 or 2020. Return to Council after "Phase 2" of the Funding Feasibility Study to update Council on the polling results.

## BACKGROUND

We appreciate the work of Parks staff on the Greenprint update, and their creative and useful efforts during these first two phases of community outreach. Over 1,400 people participated via Mapita, the online survey tool, during the first two phases. We encourage staff to continue this community engagement during the next phases of Greenprint's development, and specifically encourage staff to use Mapita or another online tool as a means for residents to cultivate specific, implementable ideas for "greening" their neighborhoods, and our City.

We'd like to thank The Trust for Public Land for their Park Finance Feasibility Study. The report provides an important initial analysis of a broad array of funding solutions to address the Parks Department's operational and capital needs. The City currently lacks the resources to adequately maintain and operate our parks, trails and community centers at a level our residents reasonably expect. Our \$259 million infrastructure backlog only compounds this inadequacy. To ensure Greenprint's future success, the City must pursue a long-term, sustainable funding solution.

Staff should proceed with "Phase 2" of the Funding Feasibility Study, public opinion polling, and return to Council with the results. We look forward to engaging with our residents, staff, and other stakeholders in the months ahead.