



SAN JOSE  
PARKS, RECREATION &  
NEIGHBORHOOD SERVICES

# PLACEMAKING 2017

## Neighborhood Services and Education Committee

### June 14, 2018

Viva CalleSJ • It's Happening / Viva Parks Downtown • Viva Parks

Building Community Through Fun



# PLACEMAKING THROUGH PARTNERSHIPS

Viva CalleSJ engaged over **60 organizations**, providing support, resources, and programming

**AARP, the Health Trust, Santa Clara County, and Niantic, Inc.** joined the growing list of Viva CalleSJ strategic partners

Over **\$365,000** secured in grant, sponsor, and in-kind funding to support Viva CalleSJ

More than **40 local vendors and resource providers** engaged in Viva Parks

New partnerships with the **Santa Clara Public Health Department and Veggielution** promise to increase access to health resources

**Local experts helped to bring new and exciting programming** to It's Happening/Viva Parks: Downtown through PRNS grant-funding opportunities

# VIVA CALLESJ

## VIVA CALLESJ

7.2 mile route

130,000 estimated attendance

170 volunteers

35,000 unique Pokémon GO logins through out the Viva CalleSJ route

37% of those surveyed said they would spend more than \$21 = \$1,000,000+

77% said they had more than 60 minutes of physical activity

27% of participants were from outside San Jose



EMBEDDED VIDEO

# VIVA PARKS

## VIVA PARKS

**33** activations in Council Districts 2, 3, 5, 8, and 10

Approximately **10,000** residents engaged

Provided positive programming, physical wellness, civic engagement, and

**connected people to people**

Incorporated **cultural awareness** and diversity awareness components into each activation



# IT'S HAPPENING / VIVA PARKS DOWNTOWN



## IT'S HAPPENING / VIVA PARKS DOWNTOWN

**25,600** participants in 2017

**Perfect spot** for lunch or a mid-day break

Wine and Painting Nights brought in over  
**100 undiscovered artists**

Local artist had the opportunity to shine at **Open  
Mic Nights** and **Friday Night Concert  
Series**

Sunset Yoga engaged over **500 aspiring yogi**

# PRNS URBAN ACTIVATION GRANT

2017 PRNS fully launched **St. James Park and Urban Activation Grant Program**

Over **\$100,000** available for funding vendors

A pool of **25 qualified vendors** has been established for activations

Culturally **diverse music, art, dance, food, and design elements** are **provided by professional vendors** to enhance all Placemaking and Public Life activation efforts

# 2018 PLACEMAKING AND PUBLIC LIFE PROGRAMS



**2018 Viva CalleSJ – SoFA to the Streets** will bring six miles of open streets to San Jose

Viva Parks Neighborhoods activations will increase from **23 to 51 in 2018**



**It's Happening/Viva Parks Downtown** will feature new programming developed in partnership with the Public Space Authority and other local experts





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# QUESTIONS

Building Community Through **Fun**

