



# Memorandum

**TO:** CITY COUNCIL

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

**SUBJECT:** Activate SJ – Department  
Strategic Plan

**DATE:** December 6, 2019

**APPROVED:**

12/6/19

## RECOMMENDATIONS

1. Accept the ActivateSJ Strategic Plan, but include language in the introductory pages of the document that acknowledges that there are not identified funding sources for many of the specific elements of the Plan, and that all expenditures are subject to identification of such funding and approval by the Mayor and Council.
2. Return to Council with priority actions from the plan that staff can achieve under three funding scenarios. Priority actions should focus on addressing the desire of residents for clean, safe, and accessible parks, trails, and facilities, particularly in communities of high need. Those funding scenarios should include:
  - a. Current funding
  - b. A moderate increase in funding, in the range of \$5 to \$10 million per year
  - c. A substantial increase in funding, such as \$50 million
3. Include as a task within benchmark EA4, "Achieve a 10-minute walk to a quality park," to assemble a multi-department (Planning, Transportation, OED and PRNS) team to scour park-deprived neighborhoods for low-traffic streets, col-du-sacs, areas along sound walls, and other underutilized publicly-owned space for conversion to parks and trails. Return to Council with a prioritized list of sites for ready conversion to recreational use.

## DISCUSSION

We are grateful for Staff's and the community's hard work over the past three years that culminated in the ActivateSJ plan. We recognize that the community-based steering committee also played a vital role in crafting the plan, and we appreciate the time they volunteered to the process.

**CITY COUNCIL**

**December 10, 2019**

**Subject: Activate SJ – Department Strategic Plan**

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San José's Parks, Recreation, and Neighborhood Services Department has endured through many economic downturns and upswings. After more than a decade, our parks and programs continue to grapple with the effects of the last great recession when deep budget cuts took a substantial toll on funding and staffing levels. Slowly, the department has rebuilt to pre-recession staffing levels, but we're challenged with a growing maintenance backlog of \$452 million and significant gaps in high-quality parkland availability for a considerable number of our residents.

The critical question that remains from the Strategic Plan is "Where do we start?" "What are our priorities?" As we plan for the future, and prepare for the next recession, we should prioritize our funding to align with what our residents deserve: safe, clean parks and trails. If more funding is needed, we should have a complete understanding of how those dollars would be spent. We look forward to undertaking this work in the weeks and months ahead.