



Memorandum

TO: NEIGHBORHOOD SERVICES &
EDUCATION COMMITTEE

FROM: Angel Rios, Jr.

**SUBJECT: PRNS 2017 COMMUNITY IMPACT
AND SUMMER HIGHLIGHTS REPORTS**

DATE: February 19, 2018

Approved

Date

2/25/18

COUNCIL DISTRICT: Citywide

RECOMMENDATION

Accept the Parks, Recreation and Neighborhood Services (PRNS) 2017 Community Impact Report (formerly known as the Annual Report) and Summer Highlights Report.

OUTCOME

Inform the Neighborhood Services and Education Committee of the PRNS 2017 accomplishments, results, and performance in achieving its cost-recovery goals and provide the highlights from the PRNS 2017 summer program.

EXECUTIVE SUMMARY

PRNS provides vibrant and community-oriented programs and services throughout the year. In particular, the summer season has grown to demonstrate the largest impact on our San José community. From summer camps and aquatics to intervention services and placemaking programs, summer is a pivotal season for PRNS. This memorandum will update the committee on PRNS' past-year performance, the highlights of the 2017 summer program, and upcoming strategies for building forward through community and fun.

BACKGROUND

The PRNS mission is to build healthy communities through people, parks, and programs. PRNS is proud to offer 11 hub community centers, 39 re-use community centers, 191 neighborhood parks, nine regional parks, and close to 60 miles of trails. PRNS is committed to providing a wide range of quality programs and services for all ages, cultures, and abilities, as well as creating and activating community spaces. The City of San José is home to people of many

different ages and abilities. Meeting the diverse needs of our community and ensuring access and inclusion for all is a department priority.

PRNS continues to provide creative programming and innovative special events to meet Council's direction of providing financially sustainable programming. In November 2008, PRNS developed the Pricing and Revenue Policy to establish a financially sustainable approach to delivering services while retaining the department's vision and mission. The Pricing and Revenue Policy was approved as Council Policy 1-21 on June 16, 2009, (Resolution 74983) as part of the 2009-2010 budget process. This policy is a mechanism for allocating the use of public funds, creating a cost-recovery approach for recreational services and facilities, maximizing the use of programs and facilities, and ensuring affordable access to programs and services. PRNS' adherence to the policy includes representation of the department's section of the City's Fees & Charges document and the publication of an annual report that communicates the department's accomplishments, results, and performance to achieve its cost-recovery goals.

ANALYSIS

2017 Community Impact Report

PRNS continues to serve and connect with our San José community in new and inspiring ways. "Building Community Through Fun" has become the PRNS mantra. The values of engaging, inspiring, caring, and building community play vital roles in providing services and programs that lead to quality of life. To this end, PRNS met the 2017 natural disaster emergencies by building community through resiliency.

This Community Impact Report provides an overview of the department's varied programs and services, its advancement towards financial sustainability and access for all, and reflects on this past year's accomplishments. The full report can be viewed at:

<http://sanjoseca.gov/DocumentCenter/View/74651>.

Highlights in the 2017 Community Impact Report include the following:

- Building Community Through Fun – Connecting People to Places:
 - The third annual Viva CalleSJ event converted 7.3 miles of streets into the City's largest park for a day with more than 130,000 participants;
 - Happy Hollow Park & Zoo's (HHPZ) Senior Safari Walkabout's supported 2,450 active adult participants in reaching the health goal of walking 10,000 steps for the day;
 - Lake Cunningham Skate Park welcomed more than 8,600 skaters; and
 - Over 71,240 individuals participated in recreation programs in our community centers and visited 753,219 times.

- **Building Community Through Engagement – Connecting People to People:**
 - The Clean Slate Tattoo Removal Program unveiled a new state-of-the-art laser and is now serving victims of human trafficking who are often branded with tattoos; and
 - Project Hope served 7,000 residents in the Cadillac/Winchester neighborhood, hosted two dumpster days and six litter pickup events, and inspired civic leadership by facilitating the community's establishment of an eight-member Cadillac/Winchester Neighborhood Association board whose monthly meetings are consistently attended by 40 residents.
- **Building Community Through Caring – Connecting People to Health & Wellness:**
 - PRNS offered 4,000 leisure classes and 39 sports leagues for youth, teens, adults, and those with disabilities;
 - In partnership with the American Diabetes Association, the "Healthy Challenge Type 2 Diabetes Prevention" camps taught 72 campers about nutrition and the importance of exercise at two community centers;
 - In 2017, the Senior Nutrition Program served 223,000 meals to older adults;
 - The Grace Art & Wellness Program moved to a new home at Northside Community Center, an important milestone as the new, larger facility provides increased capacity to serve adults with mental illness and cognitive disabilities with behavioral health services that offer a path to a healthy lifestyle; and
 - PRNS contributed \$897,848 through our scholarship program and discounts, providing 8,912 scholarships for youth, families, active adults, and All Access Sports and Recreation (AASR) participants.
- **Building Community Through Learning & Literacy – Connecting Youth to the Silicon Valley Dream:**
 - At 49 San José Recreation Preschool classes, more than 675 children learned their ABCs before entering kindergarten;
 - The Recreation of City Kids (R.O.C.K.) afterschool program maintained 20 safe locations for over 1,500 students;
 - The San José Digital Arts program, supported by the Mayor's Gang Prevention Task Force, improved the digital media skills of youth who participated in 1,755 sessions;
 - The San José Works youth employment initiative served over 800 participants to date in the 3.0 program; and
 - Our teen center programs, which provide positive activities for social connectivity and education, saw over 16,800 check-ins'.
- **Building Community Through Inspiration – Connecting People to Nature:**
 - San José residents enjoyed nearly 60 miles of trails and over 200 parks;
 - The Moonlight Walk series at Kelley Park included four walks with 400 attendees;
 - Family Camp at Yosemite had almost 5,000 campers; and

- Over 400 park programs have educated and enlightened close to 6,000 individuals about the environment.
- Building Community Through Service – Connecting People to Change:
 - The Volunteer Management Unit was honored with the “Innovation Award” from the National Association of Volunteer Programs in Local Government for its successful *Sunday Series* volunteer program which saw 550 volunteers donate 1,350 hours, a value of \$38,400¹;
 - All PRNS volunteers have committed a total of 144,613 hours to the Senior Nutrition Program, Anti-Graffiti and Anti-Litter Program, the Adopt-A-Park program, and special events;
 - The PRNS’ Strategic Partnerships Unit partnered with the BeautifySJ Initiative to award \$281,000 in beautification grants to 71 neighborhood associations for beautification and neighborhood strengthening projects; and
 - The Parks and Recreation, Senior Citizens, and Youth Commissions advised the City Council on community issues that impact youth, seniors, and the City’s parks system, playgrounds, recreation centers and facilities, and leisure programs.
- Building Community Through Resiliency – A Department that Serves:
 - PRNS team members spent over 15,600 hours — and counting — in response and ongoing recovery from the Coyote Creek flood on February 21, 2017;
 - Less than a week after the flood, PRNS staff converted the Vietnamese American Community Center into a Local Assistance Center (LAC), which hosted six state agencies and 10 non-profits to assist 1,885 flood victims;
 - For over two weeks, the Seven Trees Community Center housed up to 200 displaced individuals nightly;
 - City employees coordinated 18 community cleanup days for flooded homes, parks and facilities and worked side-by-side with 4,700 volunteers who donated their time;
 - HHPZ staff, aided by volunteers, relocated animals from the lower zoo to temporary quarters in the upper zoo area; and
 - Park Rangers and HHPZ staff rescued 120 large koi fish in the Japanese Friendship Garden.
 - In the winter of 2016-17, PRNS activated two community centers as overnight warming locations for over 31 nights of shelter, food, and support for 670 individuals;
 - During the 2017 record-breaking heatwave, which saw temperatures ranging from 97-110 degrees, PRNS extended the hours at 11 hub community centers for 581 residents to seek reprieve from the heat; and
 - On July 11, 2017, Park Rangers assisted and led evacuees out of a wildfire near Alum Rock Park, while Berryessa Community Center staff served 150 meals to 75 firefighters from the San José Fire Department during the firefighting efforts.

¹ According to the [Independent Sector - The Value of Volunteer Time in California](#)

In addition to building community, PRNS continues to show financial progress each year, generating over \$30.0 million for fiscal year 2016-2017 to offset the department's costs in the General Fund (38.2 percent cost recovery). This was an increase of \$1.9 million (7 percent) from the previous fiscal year. PRNS's commitment to cost recovery and financial sustainability can also be seen through expanded service delivery.

2017 Summer Highlights

PRNS provides programs, events, and organizations that build community. Throughout the summer of 2017, our programs provide fun, education, family time, career opportunities, and outdoor adventure, which enhance quality of life. Here are the highlights from our summer of fun:

Aquatics

PRNS continues to operate a summer aquatics program that gives youth and families the opportunity to swim in a supervised and fun environment while providing opportunities to gain the lifelong safety skill of swimming. During summer 2017, the Citywide Aquatics season operated on a traditional eight-week cycle, beginning on June 19 and ending on August 12. Operating at Camden Pool, Mayfair Pool, and Rotary Ryland Pool, the program provided swimming lessons and recreation swim services to numerous San José families.

Family Camp

Over the past few summers, Family Camp at Yosemite has seen an increase in the number of campers who experience its unique and special surroundings. Throughout summer 2017, over 3,000 campers visited camp (a growth of 5.6 percent from the previous summer). When looking at the whole 2017 calendar year, including the pre- and post-season, Family Camp shared its beautiful amenities with nearly 5,000 guests. Family Camp continues to be a natural treasure where families can enjoy the beauty of nature and connect with loved ones while participating in numerous family activities.

Summer Camps

PRNS summer camps play a key role in the summer program. With offerings at 11 community centers and five regional parks, PRNS provides a wide range of camps. From Camp San José, a recreational day camp with field trips and active and educational activities, to Fundamentals in Training (FIT) Camp, which shows participants how to engage in healthy activities for an active and balanced lifestyle, PRNS summer camps connect youth to new friends and memorable experiences. HHPZ camps and regional parks camps give participants unique opportunities including education and care for zoo animals, vegetation and farm activities, animal conservation, nature walks; and specialty outdoor recreation activities including, horseback riding, skate camps, and BMX camps. The AASR program provides multiple camps, such as, the Healthy Challenge Type 2 Diabetes Camp, Digital Arts Camp, and the Northern California Junior Sports Camp. PRNS summer camp programs also offer a wide selection of specialty

options, including a variety of dance, music, science, sports, and theatre-arts camps, showing PRNS has something for everyone.

Safe Summer Initiative Grant (SSIG) Program

Since 2008, the Mayor and City Council have approved annual funding for the Safe Summer Initiative Grant (SSIG) Program. The intent of the SSIG Program is to provide or enhance recreational or educational opportunities not normally available to the Mayor's Gang Prevention Task Force (MGPTF) target population during the summer months, thereby providing youth a safe environment while keeping them active and engaged in pro-social activities. The SSIG Program focuses on the target population of youth ages 6-24 exhibiting high-risk behaviors related to gang lifestyles, youth committing intentional acts of violence, youth identified as gang members, and friends of youth involved with gang lifestyle or incarcerated for gang-related crimes. In summer 2017, the SSIG Program funded 47 proposals. The number of funded proposals in 2017 was smaller than the previous summer due to the availability of fewer qualified agencies. During the 2017 summer season, through the service categories of recreation, health and fitness, youth development, and educational activities, the SSIG Program served nearly 3,000 participants.

Placemaking

In 2017, PRNS led the third successful implementation of the Viva CalleSJ open streets program, which encouraged hundreds of thousands of residents to engage their community and help bridge socio-economic divides by enjoying our city's largest public space. The 2017 Viva CalleSJ open streets program temporarily transformed 7.3 miles of city streets into one large urban park for families to enjoy – car free. The program connected neighbors, highlights their identities, and builds community through fun by attracting 130,000 participants to walk, bike, and enjoy each other's company.

The Viva CalleSJ program event continued its innovative engagement practices, relying on the strength of community partners and stakeholders to highlight resources available along the route. Over 60 organizations from all sectors joined in a one-day community-building effort. These included organizations such as the Knight Foundation, AARP, the Exhibition District, neighborhood groups like the Alum Rock Village Action Committee, local business district associations, and multiple City and County departments. The 2017 Viva CalleSJ also included the new, unique partnership launched between Niantic, Inc. and their Pokémon GO augmented reality gaming application. This concept offered a completely new approach to recreational programming by utilizing Pokémon GO as a digital carrot to entice participants. During this one-day placemaking event, participants entered over 35,000 unique application logins and caught over 1 million Pokémon. With international participants attending the event, Viva CalleSJ successfully used technology to encourage social integration and exercise.

In its third year of operation, the ¡Viva Parks! program continues to support and provide advocacy for underserved communities and underutilized parks throughout San José. ¡Viva Parks! community-building efforts utilize positive programming, physical wellness, and civic

engagement opportunities for families in high-need areas. Because of the neighborhood park activations, department efforts have been successful in fostering greater community enjoyment of our city parks by providing programs, services and events that connect people to people. For the 2017 summer season, the ¡Viva Parks! program continued to grow, adding program events and expanding its reach into council districts 2, 8, and 10. In 2017, over 10,000 community members participated in the program. As a result of the hard work and dedication of the ¡Viva Parks! staff, the City Council recognized and commended PRNS efforts for its outstanding support and passionate advocacy for the youth and families of San José.

The 2017 Placemaking efforts saw the It's Happening! program continue to activate the two downtown parks, Plaza de Cesar Chávez and St. James Park. Whether residents are enjoying a meal in the park, holding an office meeting, or participating in any of the free recreational programs, our City parks provide the perfect location for residents to engage in community or enjoy the beauty of our downtown's built environment. Residents continued to experience programs established as far back as 2014, including the Summer Concert Series and Doga (Dog Yoga). Additionally, for the 2017 season, staff expanded the recreational opportunities to include Sunset Yoga, Wine and Painting in the Park, and Open Mic Nights.

The highlights of the PRNS 2017 Placemaking efforts also included the implementation of a Young Placemakers pilot program. Young Placemakers was a free, youth-oriented program designed to give high-school students the opportunity to claim ownership over public life in our city. The pilot program identified a working group of 15 talented residents who were selected through a competitive citywide application process aimed at giving younger community members opportunities to learn the theories behind placemaking and empower them to creatively address issues of public life with the support of City resources. The curriculum assisted in exposing participants to the tools and resources needed to reimagine public spaces. During the six-month pilot program, participants learned the creative and entrepreneurial process of developing a placemaking concept, drafting a proposal, developing a budget, and executing a project. By the end of the pilot, participants identified a space which they believed could benefit from urban intervention, developed a targeted concept, and drove the implementation of their own prototype project.

The 2017 activation season for the Placemaking Program attracted over 130,000 participants in Viva CalleSJ, 10,689 participants in the ¡Viva Parks! program, and 26,000 participants in the It's Happening! downtown parks program, which includes St. James Park and Plaza de Cesar Chávez (soon to be rebranded as the ¡Viva Parks! Downtown program), and demonstrated that PRNS Placemaking efforts continue to promote and support healthy communities.

Summer Program Growth

PRNS continues to evaluate and strengthen its summer program. Each year, staff conducts participant surveys to further develop and cultivate programs. The table below shows how PRNS listens, refines, and enhances its services to better meet the interests and needs of the San José community.

Program	2015	2016	2017
SJ Works Youth Participants (a)	234	281	375
Picnic Reservations (b)	1,144	1,185	1,231
Family Camp at Yosemite Summer Season Campers (For more information about Family Camp, see the February 2017 program update . The entire 2017 calendar year welcomed 4,964 campers)	2,168	2,853	3,012
Lake Cunningham Skate Park Admission (b)	2,466	2,868	3,372
Safe Summer Initiative Grant (SSIG) Program Participants (c) (For more information, see the 2015-2016 Community Impact Report on the Bringing Everyone's Strengths Together and Mayor's Gang Prevention Task Force Programs)	3,339	4,034	2,911
Aquatics (Participants in recreational swim & swim lessons) (d)	8,642	7,849	14,426
Leisure Classes & Active Adults Classes (e) (Program participants in community centers and parks)	6,810	6,515	5,884
Summer Camps (Participants in All Access Sports and Recreation (AASR) camps, Camp San José, Fundamentals in Training (FIT) Camp, regional park camps, specialty camps and teen camps)	13,337	14,710	15,055
Senior Nutrition Program (Number of meals served) (f)	91,836	101,886	97,679
Placemaking (Attendees at Viva CalleSJ, ¡Viva Parks!, and It's Happening! events at Plaza de Cesar Chavez and St. James Park)	46,601	133,518	166,689
Summer HHPZ Admission (b) (For more information about HHPZ, see http://www.hhpz.org . Note: Summer saw less attendance due to multiple heatwaves and rain)	202,845	199,290	190,831
Attendance from Events Issued a Special Parks Use Permit (Note: 2017 summer months showed less attendance, however full calendar year numbers grew from 1,182,493 in 2016 to 1,259,226 in 2017)	196,695	249,574	226,547

(a) 2017 shows 375 as the number of subsidized youth in the program between the months of June to August.

(b) Memorial Day to Labor Day.

(c) The 2016 SSIG participant number was increased to 4,034 from 3,894 to include attendance reports that were submitted after the 2016 Summer Highlights memorandum was presented. The number of funded proposals in 2017 was smaller than the previous summer due to the availability of fewer qualified agencies, thereby influencing 2017 summer attendance levels.

(d) The 2016 aquatics number was adjusted from 6,447 to 7,849 to incorporate PRNS summer camp field trip attendance at the pools.

(e) PRNS added a Recreation Supervisor to oversee the Leisure Program in the 2017-2018 Adopted Budget, and the position was filled in September of 2017.

(f) The months of May through September.

In addition to the accomplishments listed in the 2017 Community Impact Report, PRNS continues to advance and move forward in its innovative programming. Focusing on the PRNS guiding principles of accessibility, inclusivity, affordability, equity, diversity, sustainability, and flexibility, the section below represents how we intend to build forward.

Building Forward for 2018

Building Community through Partnerships

In 2018, the PRNS “nexus” study will evaluate how park fees are assessed under the Park Dedication and Park Impact ordinances (PDO/PIO), and the PRNS Greenprint Update will be completed to strategically guide San José’s development of parks, trails, centers, and programs. Collaboratively, in response to the Coyote Creek flood damage, 26 facilities will move to the construction phase in coordination with the Public Works and Transportation departments.

Building Community through Programs

PRNS looks forward to 2018 when the Lake Cunningham Action Sports Bike Park will open to users of all abilities. At HHPZ, we are prepared to host large corporate events and will welcome new zoo animals. In neighborhoods throughout San José, 11 community centers will launch Neighbor Nights to provide a safe place for neighbors to unite in various free activities on the second Friday of every month.

Building Community through Placemaking

In preparation for the upcoming 2018 Placemaking activation season, PRNS has been inspired by the positive response to the new, dynamic, and vibrant programming that is being planned and implemented by the Placemaking Team in collaboration with stakeholders from the private and public sectors. Fully embracing the practice of creative placemaking, PRNS sees the potential of enhancing park programming through innovative private-public partnerships. As we build forward, PRNS is working on making placemaking financially stable to support the return of the Viva CalleSJ open streets program in the fall of 2018. Additionally, the 2018 ¡Viva Parks! summer activation season has the potential to increase the number of events, thereby positively impacting new council districts and parks.

Through fun, literacy, service, inspiration, engagement, and resiliency, PRNS has improved the quality of life for residents and has helped bring the San José community together. Reflecting on the past and planning for the future keeps our community healthy, socially connected, safe, and prosperous.

EVALUATION AND FOLLOW-UP

PRNS reviews its summer data annually to strengthen planning for future seasons and provide quality and effective summer programs for the City of San José. The Community Impact Report, highlighting the summer program, will be shared with the Neighborhood Services and Education Committee and the Parks and Recreation Commission.

February 19, 2018

Subject: PRNS 2017 Community Impact Report and Summer Highlights

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PUBLIC OUTREACH

This memorandum will be posted on the City's website for the March 8, 2018 Neighborhood Services and Education Committee.

COORDINATION

This memorandum has been coordinated with the City Manager's Budget Office.

COMMISSION RECOMMENDATION/INPUT

A presentation on the department's summer programs will be made to the Parks and Recreation Commission on Wednesday, March 7, 2018. Any recommendations from the Parks and Recreation Commission will be shared with the Neighborhood Services and Education Committee Meeting on Thursday, March 8, 2018.

CEQA

Not a project, File No. PP17-009, Staff Reports, Assessments, Annual Reports, and Informational Memos that involve no approvals of any City Action.

/s/

ANGEL RIOS, JR.

Director of Parks, Recreation and
Neighborhood Services

For questions, please contact Matt Cano, Assistant Director, at (408) 535-3580.