



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





SAN JOSE
PARKS, RECREATION &
NEIGHBORHOOD SERVICES

QUESTIONS

Building Community Through **Fun**

