CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

SAN JOSE
PARKS, RECREATION & NEIGHBORHOOD SERVICES

Project Hope Program Update

Neighborhood Services and Education Committee

March 14, 2019



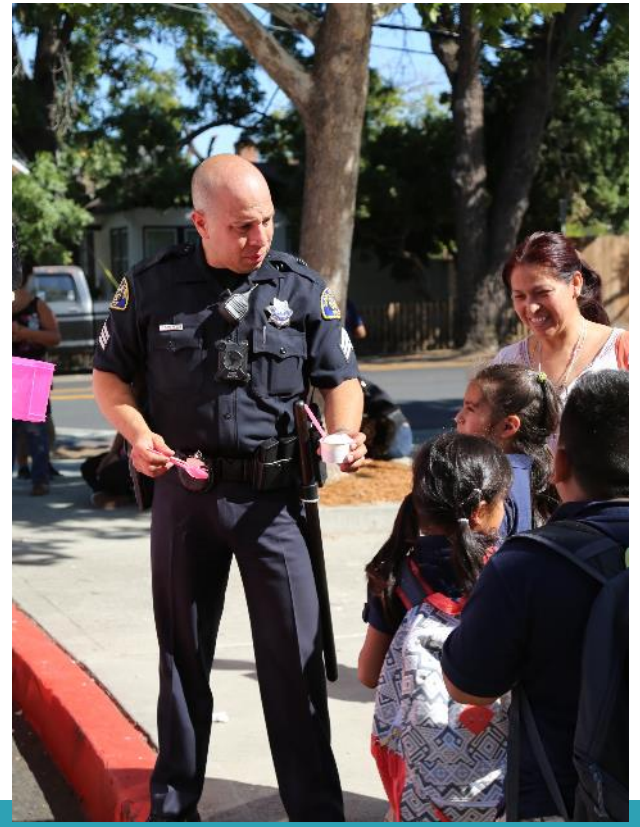
Project Hope

- **Project Scope** – Use Project Crackdown principles of
  - Community Development
  - Neighborhood Empowerment
  - Community Partnership
- **Engage** residents, property owners and businesses
- **Link** residents to City resources
- Project Hope neighborhoods
  - Cadillac/Winchester
  - Roundtable
  - Welch Park (one-time funded)

Project Hope – Key Deliverables

- Develop a sustainable, organized group of community leaders (developing a neighborhood association);
- Develop a safer and cleaner environment (addressing ongoing safety and blight issues);
- Develop informed residents that can access City services (educating residents on how to utilize City services effectively); and,
- Develop community partnerships that can assist in sustaining efforts in the project area.





Project Hope Structure

Executive Team	Implementation Team
City Council Office	City Council Office (Council Member)
San Jose Department	Parks, Recreation and Neighborhood Services (Director)
Housing Department	Planning, Building and Code Enforcement (Director)
Parks, Recreation and Neighborhood Services	Housing Department (Director)
Planning, Building and Code Enforcement	San Jose Police Department (Chief)
Santa Clara County District Attorney's Office	
Mayor's Office	

Project Hope – Community Empowerment Model

Staff Planning	Community Mobilization	Community Capacity Building	Project Implementation	Maintenance
Phase I	**Phase II**	**Phase III**	**Phase IV**	**Phase V**
❖ Project Executive Team Meeting ❖ Project Work Plan Development ❖ Hire Staff ❖ Meet with CD staff ❖ Develop Project Implementation Team	❖ Project Launch ❖ Host large community events ❖ Establish outreach efforts with residents ❖ Host town hall meetings ❖ develop the neighborhood-improvement plan.	❖ Host the Neighborhood Academy ❖ 1st Neighborhood Meeting ❖ Outreach to stakeholders ❖ Develop Community Action Team ❖ Develop Neighborhood Improvement Plan	❖ Establish monthly Neighborhood Association meetings ❖ Facilitate the nomination and election of new board ❖ Implement Neighborhood Improvement Plan ❖ Coordinate community events	❖ Transition project area to maintenance mode ❖ Continue to link community with key community stake ❖ maintain staff presence that provides support

Cadillac/Winchester Key Accomplishments

- Established a multicultural, bilingual Neighborhood Association Board
- CWNA successfully rallied residents to seek road maintenance repair
- CWNA successfully applied for and received a two BeautifySJ grants
- Code Enforcement proactively inspected over 750 apartment units in the area
- The community has stronger relationships with San José Police Department
- Proactively address litter/trash/graffiti in the neighborhood
- Project Hope staff continues to coordinate a series of presentations for community residents on multiple subjects, organizations, and City departments.





Roundtable Key Accomplishments

- Launched the Project Hope Roundtable Program in September 2018 with 370 residents in attendance
- Held a town hall meeting in October 2018 with a cross-section of residents attending
- Proactive Code Enforcement apartment inspections began in December 2018
- Winter social held with Project Hope and SJPD at Edenvale School with over 300 residents
- Established a monthly neighborhood cleanup
- Neighborhood Academy launched January 2019 with 20 resident leaders in attendance



Welch Park Key Accomplishments

- Launched Project Hope Welch Park in October 2018 with 350 residents in attendance.
- Held a town hall meeting in November 2018 with a cross-section of residents in attendance.
- Winter Social held with Project Hope and SJPD at K.R. Smith Elementary School with over 300 residents in attendance.
- Held meetings with businesses and other potential community partners who can bring resources to the community.
- Secured office space at KR. Smith Elementary School to ensure community access to staff and program services.
- Neighborhood Academy will launch in March 2019 to train potential board members and resident leaders.



Lessons Learned and Next Steps

- ❑ Present the Project Hope Update at Council April 2019
- ❑ PRNS submitted a budget proposal to expand Project Hope to other MGPTF hotspots
- ❑ Resources may be needed for partner Departments as Project Hope expands



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