

PARKS, RECREATION & NEIGHBORHOOD SERVICES

Project Hope Program Update

City Council
April 23, 2019
Item 5.2



Presenters:

Neil Rufino – Deputy Director

Mario Maciel - Division Manager

Olympia Williams - Community Services Supervisor





Project Hope

- **Project Scope** History
 - CD1 relaunched this community engagement strategy as a Pilot program in 16/17
 - Early iterations of community engagement strategies included,
 - Weed and Seed
 - Project Crackdown
 - Strong Neighborhoods Initiative
- Project Hope Use Project Crackdown principles of
 - Community Development
 - Neighborhood Empowerment
 - Community Partnership
- 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
City Council Office
San Jose Police Department
Housing Department
Parks, Recreation and Neighborhood Services
Planning, Building and Code Enforcement
Santa Clara County District Attorney's Office
Mayor's Office

Implementation Team

City Council Office

Parks, Recreation and Neighborhood Services

Planning, Building and Code Enforcement

Housing Department

San Jose Police Department

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

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.





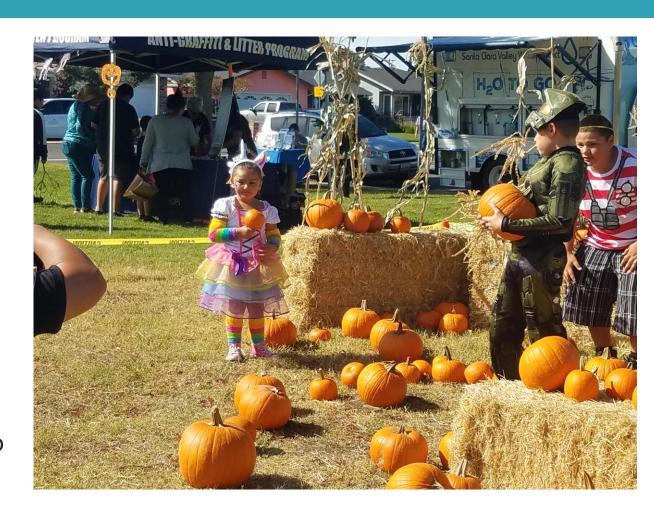
Roundtable Key Accomplishments

- 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
- ☐ Commitment to data collection and analysis to evaluate outcomes





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