

# Memorandum

**TO:** NEIGHBORHOOD SERVICES  
AND EDUCATION COMMITTEE

**FROM:** Jon Cicirelli

**SUBJECT: GREENPRINT PROGRESS  
REPORT**

**DATE:** April 29, 2019

Approved

Date

5/9/2019

**COUNCIL DISTRICT: ALL**

## RECOMMENDATION

Accept the progress report from the Department of Parks, Recreation and Neighborhood Services (PRNS) on the status of the *Greenprint* Update (“Greenprint”).

## OUTCOME

This report will provide the Committee with a status update on the development of the *Greenprint* strategic plan. Committee feedback and approval of the progress report will support PRNS in preparing a final draft of the strategic plan for City Council review and direction.

## BACKGROUND

Originally adopted by City Council in 2000 and updated in 2009, the *Greenprint* established a 20-year strategic plan for the Parks, Recreation and Neighborhood Services (PRNS) Department to manage and expand parks, trails, community centers, recreation programs and neighborhood services.



The *Greenprint* created a policy and program framework to support day-to-day and annual decision-making. This framework provided the foundation and the tools to assist in the delivery of facilities and programs that fulfill the PRNS mission, which is "to build healthy communities through people, parks and programs." The *Greenprint* provides the direction for PRNS to make San José a better, more livable community, with attractive public spaces, recreational opportunities, exciting community events and programs for people of all backgrounds, ages, and abilities.

The *Envision San José* 2040 General Plan guides the City organization to “periodically update a strategic plan (the *Greenprint*) to establish criteria and standards for the provision of parks and recreation services” – per PR-1.13.

PRNS initiated an update to the 2009 *Greenprint* strategic plan in 2015. Since that time, PRNS has employed both external and internal outreach methods. External community engagement has built the foundation of the strategic plan update. In addition to obtaining feedback from Council Committees and the City Council as a whole, the department engaged the community through various outreach efforts, including:

- Greenprint Update Steering Committee: With the guidance of several community members, groups, and agencies, PRNS formed a 24-member steering committee. The committee has offered insight for the strategic plan throughout the duration of the project.
- Technical Advisory Group: Consisting of multiple City departments, this team met five times and provided the creative brainstorming that began this strategic plan update.
- City of San José Commissions: Staff received foundational feedback in the initial stages of the project from the Senior Commission and the Youth Commission. Additional periodic updates have been provided to the community at publicly posted meetings for the Parks and Recreation Commission throughout the duration of the project.
- Intercept Events: Twenty-four events engaged community members with meetings in all council districts. Venues included parks and community centers, and often coincided with a special event.
- On-line Mapping Survey: Using an on-line mapping/survey tool (Mapita), nearly 1,450 community members responded by identifying where they live, work or visit in San José; what park, trail, and community center facilities they use; what activities they enjoy at these locations; and what they thought of those facilities' conditions. PRNS provided the Mapita survey in English, Spanish and Vietnamese.
- Public Forums: PRNS Engaged interest groups by holding focus group sessions with stakeholders such as SPUR (the San Francisco Bay Area Planning and Urban Research Association), school superintendents, park and trail advocates, developers, the competitive sports community and the business community.

Completion of initial community feedback provided 12 main topics, which PRNS reported at the October 2017 Neighborhood Services and Education Committee<sup>1</sup>. To streamline and consolidate the 12 topics, PRNS developed five overarching concepts to serve as guiding principles, reflected below:

Initial 12 Topics	Five Overarching Guiding Principles
Community Engagement Support Public Life Age-appropriate, healthy, fun programs and services	 Public Life
Regional Parks as Iconic Destinations (Grand Parks)	 Identity

<sup>1</sup> [Greenprint Update at 10.12.17 Neighborhood Services and Education Committee Meeting](#)

**Initial 12 Topics**

**Five Overarching Guiding Principles**

Equitable Park Access Interconnected Park System Recreation Facility Needs	⇒	Equity and Access
Access to Nature Conservation and Resilience Approach to Plants and Landscape	⇒	Nature
Methodology to Evaluate Park Quality Need for Reinvestment	⇒	Stewardship

This consolidation effort was a valuable step to ensure that PRNS would have a clearly defined and succinct path to guide its work plan over a 20-year period. After evolving from the 12 initial topics to the five overarching guiding principles, PRNS sought internal feedback and buy-in from Department staff. During this process, PRNS spent time reflecting on and refining its Department vision and mission.

From April to December 2018, the project team engaged PRNS staff in the following ways:

- Team Meetings: Over 200 staff, across multiple divisions and work teams, provided feedback on the draft vision, mission and guiding principles that would make up the *Greenprint*'s next iteration.
- Department-wide Survey: 210 full and part-time staff responded to an on-line survey seeking feedback on the draft vision, mission, and guiding principles.

After internal review, PRNS incorporated staff guidance to set a new vision, mission, and theme for each guiding principle, which is further outlined in the *Analysis* section of this report. After refining these updates, PRNS developed a plan to reengage the San José community. Months had passed since the initial round of community feedback, and strong community engagement is core to who PRNS is striving to become.

In April 2019, and expected through June 2019, PRNS has and continues to employ the following outreach tactics:

- Community Meetings: Staff has and continues to meet with Council District Neighborhood Leadership Groups to gain insight on how to best refine each of the five guiding principle's value statements, which will define the goals and objectives outlined in the document. To ensure we hear from all members of our community, staff is planning to cohost monolingual (Spanish and Vietnamese) community meetings with

Somos Mayfair, the Greater Washington Area, the Vietnamese- American Cultural Center and the International Children Assistance Network.

- City-Wide Community and Business Survey: PRNS has developed and is in the process of implementing a city-wide survey, which will be available in multiple languages, to receive input on each of the five guiding principle's value statements. The survey will be distributed to neighborhood business districts, Chambers of Commerce, including ethnic chambers; non-profit organizations; Neighborhood Leadership Groups and neighborhood associations; will be posted on social media platforms and broadcasted on Nextdoor; and shared with all PRNS facility participants and customers.
- City of San José Commissions: Staff has and continues to receive feedback from the Parks and Recreation, Senior, Youth, Human Services and Neighborhood commissions as well as the Bicycle and Pedestrian Advisory Committee.
- Community Events: Staff will be present at 18 events through the fall of 2019, see attachment, to raise awareness about ActivateSJ and request input on the guiding principles. Many of the events take place in neighborhoods with high Spanish and Vietnamese speaking households.
- Publicity: The Department has developed a suite of advertisements aimed at increasing awareness about services, programs, parks, centers, and trails. These will be distributed via earned and paid media outlets, including the Mercury News, Times newspapers, Univision digital and news, and Viet Bao newspaper. Additionally, the ads will be placed on social media and shared via Council Offices and partners. The ads are monolingual and in three languages (English, Spanish, and Vietnamese). Staff placed an emphasis on transcreating the Spanish and Vietnamese ads, going beyond simple translation to ensure the message is culturally relevant.
- Explore Your Park – The month of July is Park and Recreation Month. The Parks Foundation and PRNS will collaborate on an effort to activate parks and build excitement by offering an incentivized scavenger hunt at several parks.

Over the past year, PRNS has continued to make progress on the strategic plan update. Feedback received has provided clarity for defining future project delivery and aligning goals and objectives to the plan's five community-inspired guiding principles.

## **ANALYSIS**

This report provides a status update on the development of the Greenprint strategic plan. The data gathered during the internal and external outreach process documented the scale, opportunities and constraints found throughout the City's collection of parks, trails, community centers, programs, and services.

The intercept events, surveys, community meetings and other public forums resulted in a wide range of input. Throughout the feedback process, PRNS discovered that the community wishes to see greater attention paid to the department's programs, services, operations, and maintenance.

### Name Change

With this update, the document will speak to how PRNS will continue to deliver capital projects, as well as programs and services that support the community. Over the past decade, the term “Green” has become synonymous with the environment. PRNS plays an important role in protecting the environment, while also extending its influence and impact to serve the community. For this reason, PRNS proposes to change the title of the document to *ActivateSJ*. This name conveys a forward-looking Department that is focused on making San José lively, healthy and fun.

### Vision and Mission

PRNS has an essential role to play in creating a livable city. Parks, trails, and community centers are important resources for recreation, wellness, and community building. A wide and inclusive variety of programs offered by PRNS serve and support people of all ages and abilities, including pre-school aged children, people with disabilities, at-risk youth, seniors, and everyone in between. PRNS seeks to strengthen and grow the City’s ability to serve the community in these areas over the next 20 years. PRNS proposes the following vision statement:

*Healthy Communities that Inspire Belonging.*

The variety and impact of PRNS projects, programs and services create opportunities for people to connect. Special programs, activities, and events like Viva CalleSJ, Senior Nutrition Programs, picnic sites and sports fields, all contribute to social interaction. These people-focused efforts are at the head of what PRNS provides on a daily basis. PRNS proposes the following mission statement:

*Connecting People through Parks, Recreation and Services for an Active San José.*

### Guiding Principles

PRNS proposes to organize the document around five guiding principles to capture the community’s priority themes:

1. **Public Life** – Public Spaces for a Fun and Healthy San José
2. **Identity** – A Premier System of Parks, Recreation, and Neighborhood Services
3. **Equity and Access** – Welcoming All Ages, Neighborhoods, and Abilities
4. **Nature** – Protect, Preserve, and Promote
5. **Stewardship** – Take Care of What We Have and Move Forward

PRNS will use the *Greenprint* update (*ActivateSJ*) to align all projects, programs, and services by the five guiding principles. *ActivateSJ* will intentionally be succinct and will meet the General Plan condition for establishing criteria and standards. The updated strategic plan will be

April 29, 2019

**Subject: Greenprint Progress Report**

Page 6 of 7

structured as an easy to reference document to support usage by all stakeholders, including the community, PRNS staff and the City Council.

Organizationally, *ActivateSJ* will follow a logical path as demonstrated below:

Vision  $\Rightarrow$  Mission  $\Rightarrow$  Guiding Principles  $\Rightarrow$  Value Statements  $\Rightarrow$  Goals  $\Rightarrow$  Objectives

The goals and objectives will be clearly referenced in a Benchmarking Table, which will guide and track Departmental progress. The Benchmark Table will be periodically revisited and adjusted to meet the changing needs of San Jose throughout the 20-year planning cycle.

### Moving Forward

As PRNS is nearing completion of the strategic plan update, next steps include seeking input from the Greenprint Update Steering Committee, the Neighborhoods Commission and the Parks and Recreation Commission on document structure and outcomes. With guidance received, staff will release a draft of the document for a 30-day public review period in summer 2019. All comments will be carefully considered and incorporated in a final draft document to be presented to the City Council in fall 2019.

### EVALUATION AND FOLLOW-UP

PRNS will continue to seek input from the Greenprint Update Steering Committee, the Neighborhoods Commission, the Parks and Recreation Commission, internal PRNS staff and the greater San José community through a 30-day public review period in summer 2019. Upon review and careful implementation of feedback received, PRNS plans to present the final draft strategic plan to the City Council in fall 2019.

### PUBLIC OUTREACH

This memorandum will be posted on the City's Council Agenda website for the May 16, 2019 Neighborhood Services and Education Committee Meeting.

### COORDINATION

This memorandum has been coordinated with the Department of Planning, Building and Code Enforcement, the Office of the City Attorney and the City Manager's Budget Office.

April 29, 2019

**Subject: Greenprint Progress Report**

Page 7 of 7

### **COMMISSION RECOMMENDATION/INPUT**

Staff have sought feedback from multiple City commissions during the duration of this project, including the Parks and Recreation Commission, the Senior Commission, and the Youth Commission. PRNS will continue to seek input from the Parks and Recreation Commission and the Neighborhoods Commission by presenting a draft of the strategic plan document at their respective June Commission meetings. After incorporating the Commissions' guidance, staff expects to release a draft of the document for a 30-day public review in summer 2019.

### **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/

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Recreation and Neighborhood Services

For questions, please contact Yves Zsutty, Division Manager, at (408) 793-5561.

Attachment