

A photograph of children in yellow shirts fishing by a pond. The text is overlaid on the top left of the image.

SAN JOSE  
PARKS, RECREATION &  
NEIGHBORHOOD SERVICES

# Greenprint (ActivateSJ) Update

Neighborhood Services and Education Committee: May 16, 2019

Presenters: Jon Cicirelli, Acting Director and Nicolle Burnham, Deputy Director

# OUTREACH

## External Stakeholders: Community 2016-2018

<b>24</b>	Community Events
<b>25</b>	Stakeholder Meetings
<b>1,440</b>	Responses Interactive Mapping Survey
<b>7</b>	Steering Committee (24 members)

## Internal Stakeholders: Department 2016-2018

<b>345</b>	Surveys (Full and Part-time staff)
<b>2</b>	Managers & Supervisors
<b>11</b>	Outreach meetings (200 staff)
<b>5</b>	Technical Advisory Group meetings
<b>1</b>	Informational Video

# CLARITY

**October 2017**

**Primary Community Feedback**

- Community Engagement
- Support Public Life
- Age-appropriate, healthy, fun programs and services
- Regional Parks as Iconic Destinations
- (Grand Parks)
- Equitable Park Access
- Interconnected Park System
- Recreation Facility Needs
- Access to Nature
- Conservation and Resilience
- Approach to Plants and Landscape
- Methodology to Evaluate Park Quality
- Need for Reinvestment

**May 2019**

**Guiding Principles**

**Public Life**

**Identity**

**Equity and Access**

**Nature**

**Stewardship**

# GUIDING PRINCIPLES



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

# WHAT GUIDES US?

**VISION:** Healthy Communities that Inspire Belonging.

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

# NAME CHANGE

Greenprint



ActivateSJ



*PARKS  
OF THE FUTURE*



*COOL PARKS*

*KNOW THE WAY*



*COMPASS*

# STRUCTURE



ActivateSJ

# SNEEK PEEK - IDENTITY

Advance our reputation as one of the nation's healthiest cities.

ID6. Encourage healthy lifestyles for all

ID7. Support the City's WHO Age Friendly designation through programming and facilities

ID6a. Establish relationships with local major health care providers (County of Santa Clara, Kaiser, Sutter, etc.) to conduct Health Assessments before / after park development and encourage prescriptions to our parks for their patients.

ID6b. Identify community partners (e.g., AARP, YMCA, etc.) employ park facilities for healthy activity and positive outcomes.

ID7a. Develop design guidelines for Age Friendly park facilities as a national model.

ID7b. Evaluate programming for consistency with Age Friendly designation and modify / update as needed.

# SNEEK PEEK - STEWARDSHIP

Build, equip, and recognize a workforce that takes pride in their service to the community.

S11. Establish and maintain Agency Accreditation from the Commission for Accreditation of Parks and Recreation Agencies (CAPRA)

S12. Prioritize training and development of staff

S11a. Develop Accreditation Committee consisting of internal and external stakeholders

S11b. Review requirements for CAPRA Accreditation

S11c. Evaluate existing programs and practices and compare to CAPRA requirements

S11d. Identify gaps in programs and practices and develop work plan to close gaps.

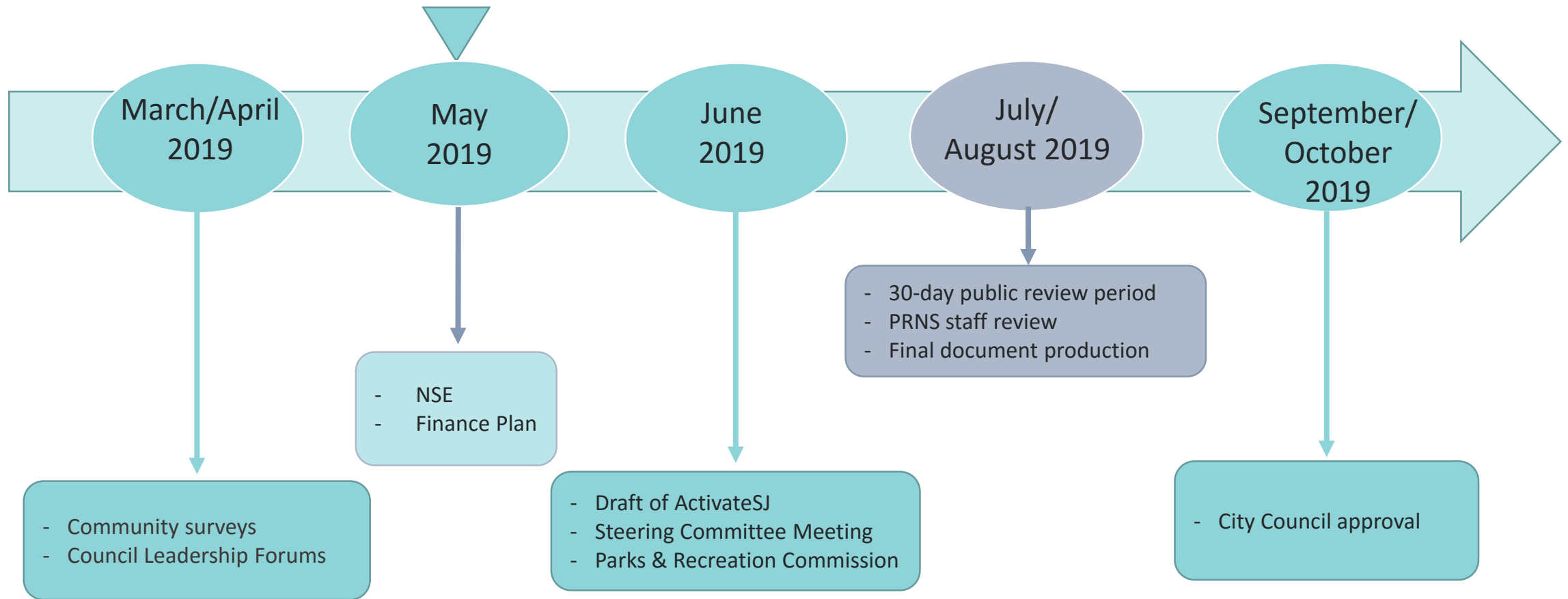
S12a. Promote ways to engage employees through education and outreach.

S12b. Increase number of staff with National Recreation and Park Association (NRPA) certifications

S12c. Increase number of San Jose expert presenters at State and National conferences

S12d. Identify necessary training programs and increase the number of specialized staff trainings provided.

# SCHEDULE



# ONGOING OUTREACH

- Council District Leadership Groups
- Monolingual Community Meetings
- Citywide Trilingual Survey (900 responses in first six days!)
- City Commissions – Parks and Recreation, Senior, Youth, Human Services, Neighborhoods
- Community Events (e.g., Neighbor Nights, Viva Parks)
- Print, Social and On-line Media
- Explore Your Park Interactive Program

# Conversation

