

Funding Feasibility for Parks and Update on Council Policy Priority #5 (Downtown and/or Citywide Parks Operations and Maintenance Financing District)

Neighborhood Services and Education Committee

October 10, 2019

Avi Yotam, Division Manager, Parks, Recreation and Neighborhood Services

Michelle McGurk, Assistant to the City Manager, Office of Administration, Policy & Intergovernmental Relations



Status & Next Steps

Work Completed	Work Underway
 Funding Feasibility Study from TPL (2017) 	 Education & outreach campaigns ActivateSJ and Explore Your Parks education & outreach
 Benchmarking against other large jurisdictions 	 Expenditure planning / project outlines Tax models
 Research consulting / opinion polling 	 Continued public opinion polling October 2019 in the field Return to Council with results
	 Stakeholder re-engagement

Avi Yotam, Division Manager Michelle McGurk, Assistant to the City Manager

PARKS, RECREATION & NEIGHBORHOOD SERVICES

Building Community Through **Fun**