

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

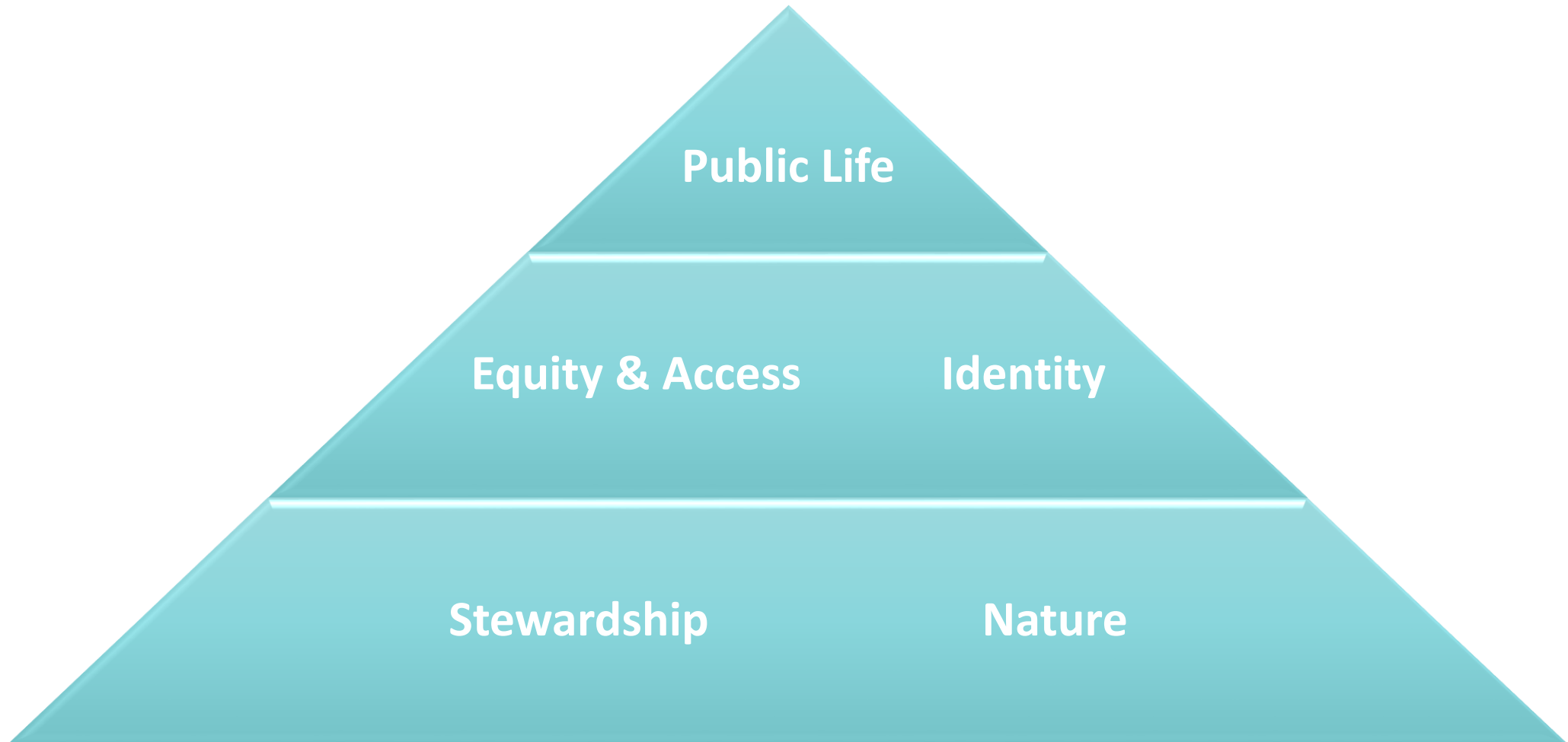
SAN JOSE  
PARKS, RECREATION &  
NEIGHBORHOOD SERVICES

# ActivateSJ

Neighborhood Services and Education Committee: November 14, 2019

Presenters: Jon Cicirelli, Director; Nicolle Burnham, Deputy Director; and  
Carolina Camarena, Public Information Manager

# Building Blocks



# What Happened to the Greenprint?

## Complementary Plans

Greenprint	ActivateSJ
Capital-centric	Represents all teams / responsibilities
Projects to be delivered	Approach to our work
Precise reference document	General, living document

# Community Outreach (2016-2019)

Outreach Type	Quantity
Community Intercepts/Events	26
Stakeholder Meetings	27
Survey #1 (2016-2017)	1,440
Survey #2 (May 2019)	1,400
Survey #3 (August – September 2019)	450
Steering Committee Meetings	8
Council District Leadership Forums	9
Commission Meetings (Human Services, Neighborhoods, Parks and Recreation, Senior Citizens, and Youth)	11

# Internal Outreach (2016-2019)

Outreach Type	Quantity
Department-wide Survey	345
Presentations to Internal Work Groups	20
Technical Advisory Group Meetings	5
Informational Video	1
Leadership Forums	2

# 30-Day Public Review and Survey Results

## What We Heard

San Josean's want *Safe, Clean* Parks

ActivateSJ Guiding Principle	Agreement (%)
Stewardship	83%
Nature	84%
Equity & Access	81%
Identity	76%
Public Life	84%

# Structure



ActivateSJ

# What Guide Us?

**VISION:** Healthy Communities that Inspire Belonging

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



# Stewardship – We Take Care of What We Have and Invest for the Future



- Focus our efforts to maintain and improve existing parks, recreational facilities and trails in our system;
- Innovate to continuously improve all aspects of our work;
- Welcome and engage all members of the community to partner with us in caring for our spaces, resources and programs;
- Diversify our funding for a sustainable system; and
- Build, equip and recognize a workforce of experts and leaders who take pride in service to the community.

# Nature – We Protect, Preserve and Promote Outdoor Spaces for All People



- Enhance opportunities to connect people to nature through programs, scenic facilities and open spaces;
- Support the community's resilience and well-being with access to natural, recreational spaces;
- Honor nature and wildlife through intentional design to create a sense of place; and
- Protect, preserve and promote nature for our rapidly urbanizing city.

# Equity and Access – We Embrace People of All Ages, Cultures and Abilities



- Improve community health in partnership with others;
- Provide exceptional experiences for all people in San José regardless of age, ability, income, or neighborhood; and
- Be a trusted partner through inclusive decision making.



# Identity – We Aim to be a Premier Parks, Recreation and Neighborhood Services System



- Celebrate San José's diversity, culture and history;
- Create memorable and iconic destinations that provide exceptional experiences;
- Provide quality programs that promote a healthy lifestyle; and
- Advance San José's reputation as one of the nation's healthiest cities.

# Public Life – We Promote Community Spaces for a Safe, Fun and Healthy San José



- Connect our unique and diverse neighborhoods to strengthen San José pride and unity;
- Provide opportunities to connect and play;
- Provide welcoming places for people to gather, create memories and make friends; and
- Design parks and facilities that build bridges and accommodate everyday life.

# Recommendation

- (a) Accept the Department of Parks, Recreation and Neighborhood Services 20-year strategic plan, ActivateSJ.
- (b) Cross-reference this item to the full Council for consideration at the December 3, 2019 Council meeting.

Presenters: Jon Cicirelli, Director; Nicolle Burnham, Deputy Director; and Carolina Camarena, Public Information Manager

