



Memorandum

TO: NEIGHBORHOOD SERVICES &
EDUCATION COMMITTEE

FROM: Jon Cicirelli

SUBJECT: 2019 ANNUAL COMMUNITY
IMPACT REPORT

DATE: February 24, 2020

Approved



Date

3/5/2020

COUNCIL DISTRICT: Citywide

RECOMMENDATION

Accept the Parks, Recreation and Neighborhood Services 2019 Community Impact Report.

OUTCOME

This report will inform the Neighborhood Services and Education Committee of the Department of Parks, Recreation and Neighborhood Services performance, accomplishments, and results in achieving its goals during the 2018-2019 fiscal year.

BACKGROUND

On December 10, 2019, the City Council approved ActivateSJ, the Department's new strategic plan, adopting a revised mission *to connect people through parks, recreation and neighborhood services for an active San José*. The plan is a people-first, service-driven strategy with five guiding principles: stewardship, nature, equity & access, identity, and public life. The principle of stewardship is the foundation that will ensure the Department takes care of what it has while providing a wide range of quality places and programs for all ages, cultures, and abilities.

The Department continues to provide creative programming and innovative events to meet the City Council's direction to pursue financially sustainable programming. Each year, in accordance with Council Policy 1-21, Pricing and Revenue Policy,¹ the Department is required to issue a report about how it has met the policy's goals to establish a financially sustainable approach to delivering services while retaining the Department's vision and mission. Enacted on June 16, 2009, at the height of the Great Recession, Council Policy 1-21 is a mechanism for allocating the use of public funds; creating a cost-recovery approach for various types of

¹ <https://www.sanjoseca.gov/home/showdocument?id=12883>

recreational activities and facilities; maximizing the use of programs and facilities; and ensuring affordable access to programs and services. As such, it is the driver behind the cost-recovery goals presented in the Parks, Recreation and Neighborhood Services section of the City of San José's Fees and Charges document, which is approved by City Council through the annual budget development process.

ANALYSIS

2019 Community Impact Report

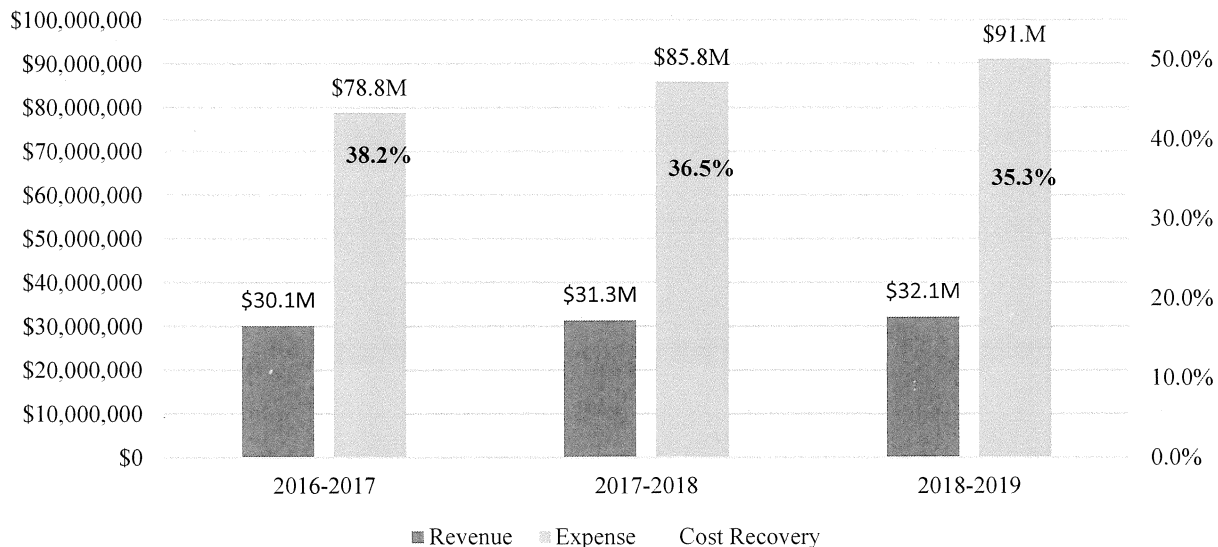
The 2019 Community Impact Report celebrates the Department's ability and accomplishments in delivering quality places, diverse programs and services, and advancing financial sustainability. The full report can be viewed at: <https://www.sanjoseca.gov/Home/ShowDocument?id=52215>

In 2019, the ActivateSJ guiding principles of stewardship, nature, equity and access, identity and public life provided the vital framework for developing and maintaining the services and programs the Department provides. The theme for this Community Impact Report is "investing in the future."

2019 Financial Report

The Department continues to demonstrate financial stewardship each year, generating more than \$32.1 million of revenue in 2018-2019 to offset the Department's costs to the General Fund (35.3 percent cost recovery). This was an increase of \$803,827 (2.6 percent) from the previous fiscal year. Expenses continue to increase, which is indicated by a \$5.2 million (6.1 percent) increase in 2018-2019, in line with the Council-approved budget.

Revenues, Expenses and Cost Recovery for 2016-2017 to 2018-2019



Equity, Access, and Scholarships

The Department is committed to promoting access to disadvantaged residents, while maintaining the Department's ability to offset costs to the General Fund. With a goal to ensure that fees are not a barrier for any family looking to enrich their lives, the Department continues to grow its scholarship funds. In 2019, the Department provided \$1.2 million in scholarship funding compared to \$884,000 in 2018. This translated into the Department supplying 22 percent more scholarships (10,737 in 2019 compared to 8,837 in 2018) with 96 percent of awarded scholarship funds for leisure classes and programs being redeemed. To expand access and equitable opportunities across the City, the Department continues to build the scholarship program through the budget process and by pursuing partnerships resulting in program-specific sponsorships and grants.

While the 2018-2019 Adopted Operating Budget added \$100,000 in ongoing scholarship funds, the need for scholarships continue to grow and exceed the amount current funding can support. The Department continued to pursue created income (sponsorships, grants, and foundations) opportunities to promote affordable access with other public, private, and non-profit organizations. For example, the County of Santa Clara provided the Department with \$44,000 to support children in foster care, and the Gardner Family Health Network provided \$40,000 to support community members showing concerning health indicators. With partnerships like these, the City's ability to ensure equity and access expands. However, more access to funding is needed.

CONCLUSION

The Department continues to create financially sustainable programs to offset costs with a strong emphasis on creating access through a growing scholarship program. Overall participation continues to grow, demonstrating that the programs and services offered are valued by the community.

EVALUATION AND FOLLOW-UP

The next annual Community Impact Report will be shared with the Neighborhood Services and Education Committee in 2021.

CLIMATE SMART SAN JOSE

The recommendation in this memorandum has no effect on Climate Smart San José energy, water, or mobility goals.

PUBLIC OUTREACH

This memorandum will be posted on the City's website for the March 12, 2020 Neighborhood Services and Education Committee.

COORDINATION

This memorandum has been coordinated with the City Manager's Budget Office and the City Attorney's Office.

COMMISSION RECOMMENDATION/INPUT

No commission recommendation or input is associated with this action.

HONORABLE MAYOR AND CITY COUNCIL
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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/
JON CICIRELLI
Director of Parks, Recreation
and Neighborhood Services

For questions, please contact Carolina Camarena, Public Information Manager, at (408) 793-5519.