

# **City Council Policy Priority #4: Downtown and/or Citywide Parks Operations and Maintenance Financing District**

Neighborhood Services and Education Committee

October 8, 2020

Avi Yotam, Interim Deputy Director, Parks, Recreation and Neighborhood Services

Carolina Camarena, Public Information Manager for Parks, Recreation and Neighborhood Services, and EOC EPIO

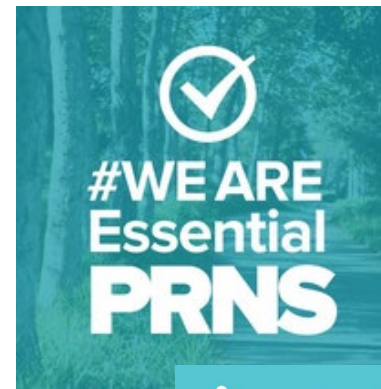
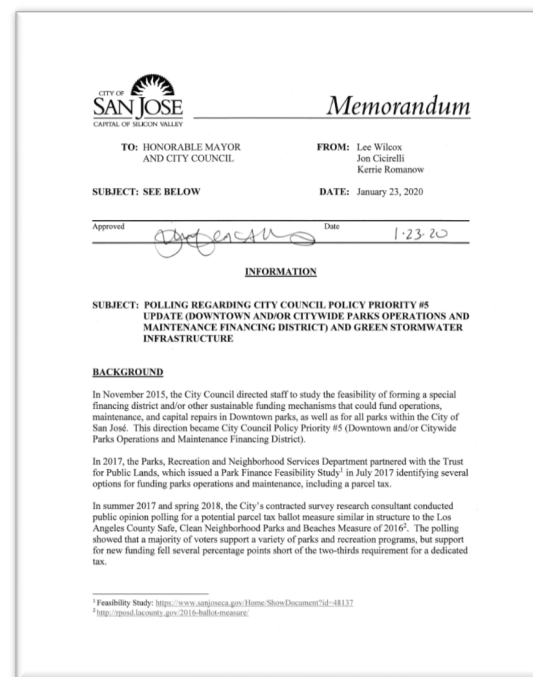
Michelle McGurk, Assistant to the City Manager, Office of Administration, Policy & Intergovernmental Relations

# October 2019 Status

Work Completed	Work Underway
<ul style="list-style-type: none"><li>• Funding Feasibility Study from TPL (2017)</li></ul>	<ul style="list-style-type: none"><li>• Education &amp; outreach campaigns<ul style="list-style-type: none"><li>• ActivateSJ and Explore Your Parks education &amp; outreach</li></ul></li></ul>
<ul style="list-style-type: none"><li>• Benchmarking against other large jurisdictions</li></ul>	<ul style="list-style-type: none"><li>• Expenditure planning / project outlines<ul style="list-style-type: none"><li>• Tax models</li></ul></li></ul>
<ul style="list-style-type: none"><li>• Research consulting / opinion polling</li></ul>	<ul style="list-style-type: none"><li>• Continued public opinion polling<ul style="list-style-type: none"><li>• October 2019 in the field</li><li>• Return to Council with results</li></ul></li></ul>
	<ul style="list-style-type: none"><li>• Stakeholder re-engagement</li></ul>

# October 2020 Status

## Work Completed in 2019-2020



# #PRNSEssential



# October 2020 Status

## Work Ahead in 2020-2021-2022

- Memorandum by Councilmembers Arenas, Esparza and Perales: Direction to continue working towards identifying a dedicated funding stream to reinvest in San Jose Parks, including:
  - Continuing widespread community engagement on deferred maintenance needs and the lack of adequate funding for Parks, Recreation & Neighborhood Services
  - Work towards a 2022 ballot measure, if economic conditions have improved
- Resumed public opinion polling for a potential 2022 ballot measure
- Expenditure planning / project outlines
- Stakeholder re-engagement



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