

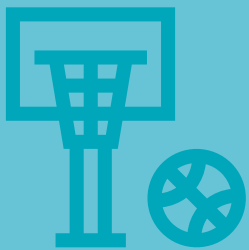
Build



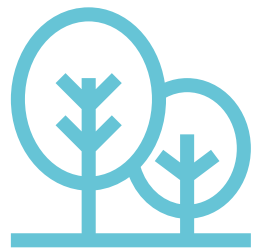
Together,



Play



Together.



ACTIVATESJ 2025 Community Impact Report



SAN JOSE
PARKS, RECREATION &
NEIGHBORHOOD SERVICES



Where Community Takes Shape

A parks and recreation system offers something different for everyone—a quiet place to reflect, a place for kids to play, a hub for neighbors to gather, or simply a safe spot to cool off on a hot day. The vision for our department is clear: healthy communities that inspire belonging.

This year, we embraced the National Recreation and Park Association's theme, "Build Together, Play Together." That spirit is alive across our department. We've seen how shared public spaces bring people together and how strong partnerships can build something greater than any one group alone.

Through our ActivateSJ Plan, we continue to be guided by five principles: stewardship, nature, equity and access, identity, and public life. By following these guiding principles in every decision, we strive to meet the diverse needs of the San José community.

5

Guiding principles shape every decision



Expanded access to parks, programs, and support across San José



Your input shapes tomorrow's parks & recreation

Even amid resource constraints, our staff continue to innovate and serve. Whether transforming underused land into new parks, taking care of kids after school, or helping folks learn a new skill, we are constantly reimagining what "community" can be.

We can't do it without you. The future of parks and recreation in San José depends on sustainable funding and strong public support. That's why we'll be asking for your feedback on how we can better serve you—and how we can continue building a parks, recreation, and neighborhood services system that truly reflects our collective values.

Thank you to everyone who plays a role in this work. When we build and play together, we create something powerful: communities where everyone can belong.



Jon Cicirelli

Director of Parks, Recreation, and Neighborhood Services
CITY OF SAN JOSÉ

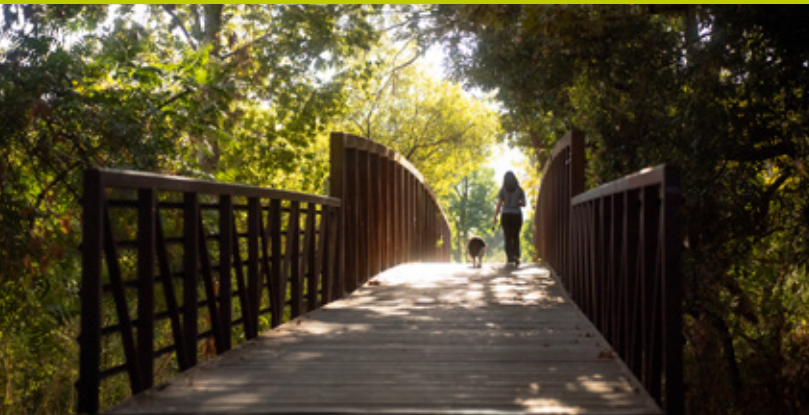
OUR VISION

Healthy communities that inspire belonging.



OUR MISSION

To connect people through parks, recreation, and neighborhood services for an active San José.



● Measuring Our Impact

STEWARDSHIP

We take care of what we have and invest for the future.

\$4.8M

in minor capital repairs and upgrades

35%

increase in time spent fixing irrigation systems

130,000+

volunteer hours valued at \$5.2M

79%

of residents within a 10-minute walk to a park

300+

new trees planted in parks

3,600+

people engaged with Park Ranger nature-based programming

NATURE

We protect, preserve, and promote natural areas for all people.



EQUITY & ACCESS

We embrace people of all ages, cultures, and abilities.

2,100+

people received scholarships totaling \$1.5M

82%

of participants say our programs and services help older adults live more independently

81%

of children in our afterschool and summer camp programs make healthier choices

14

new parks and major renovations

90%

of parents say our recreation programs have improved their child's quality of life

79%

of participants feel more connected to community resources through our recreation programs

IDENTITY

We aim to be a premier parks, recreation, and neighborhood services system.

PUBLIC LIFE

We promote community spaces for a safe, fun, and healthy San José.

90%

of Viva Parks attendees say the events increase their sense of belonging

75%

of recreation participants report increasing their physical activity to at least 2.5 hours per week

76%

of Viva CalleSJ attendees say they feel more connected to the community at events



30+
Resilience Corps members
hired into full-time roles
since launch in 2021

◀ BRIDGING THE GAP WITH RESILIENCE CORPS

San José's resources are stretched thin, but that won't stop us from caring for our parks. Thanks to the Resilience Corps, we're bridging a gap in park maintenance while building the workforce of tomorrow.

The Resilience Corps provides hands-on experience for young adults while enhancing our parks. Corpsmembers help repair amenities, maintain trails, and reduce wildfire risks—delivering real value to our community. Since launching in 2021, we've hired over 30 participants into full-time roles with benefits and retirement. It's a win-win for our parks and our future workforce.

THANK YOU, VOLUNTEERS ▶

Alie Victorine, president of the Seven Trees Neighborhood Association, organized neighbors to turn a blighted corner of Solari Park into a native garden—preventing illegal dumping and restoring community pride.

Alie is one of thousands of volunteers supported by PRNS who care for our parks. Thank you, Alie and all our volunteers! We couldn't do it without you.

“

I love improving our neighborhood, and it means so much when neighbors see us working and say thank you. It reminds us that what we're doing really matters.”

ALIE VICTORINE



“

It's amazing to see our program reach a citywide, seamless series of events.”

LAINNA ROMERO,
SUPERVISING PARK
RANGER

◀ RANGERS BRING NATURE TO YOU

Park Rangers hosted nearly 50 family-friendly events, connecting over 3,000 people with nature and public service. From “Touch a Truck” to “Many Hats of a Ranger,” these programs showcase how Park Rangers protect nature while inspiring youth to pursue a fulfilling career.

THE POLLINATOR MOVEMENT IS BLOOMING ▶

What started as a way to engage volunteers has grown into a community-led movement to support biodiversity. Since 2022, we've supported volunteers as they planned and installed 33 native gardens—now flourishing in 15% of San José's parks.

These gardens support local pollinators, conserve water, and build community pride. At Kirk Park, one inspired volunteer is now mentoring neighbors to create pollinator gardens in their communities. It's proof that small actions can take root and grow into positive change for people and the planet.

33

native gardens
supported by volunteers



Equity and Access

WHERE EVERY CHILD CAN LEARN TO SWIM (AND SO MUCH MORE) ▶

Many families in San José don't have pools, but every child deserves the chance to learn how to swim. That's why we offer affordable \$10 swim lessons and free swim days at all of our community pools, making this life-saving skill accessible to everyone.

In addition, our afterschool and summer camps provide safe, enriching spaces for children to learn, grow, and connect. These programs boost outcomes and serve as a lifeline for working families. These programs help parents stay employed and pursue their passions while their children thrive.

“

We couldn't afford private lessons. This gave my daughter confidence in the water.”

A PARENT SHARED AFTER A SWIM LESSON



“

I like this program because I have no siblings, no brothers, no sisters. And here I get to make friends that are really nice to me and they're like family to me.”

CHILD REFLECTING ON HIS DAY AT THE FARM

◀ EMMA PRUSCH FARM PARK FOR EVERYONE

Time in nature boosts health and happiness, but too often, barriers such as transportation or language keep families indoors. At Emma Prusch Farm Park, we're overcoming those barriers.

In a partnership led by Santa Clara County Public Health's Juntos Initiative, the San José Park Rangers and Veggielution helped connect families to the outdoors, healthy food, and each other. The result? A welcoming and inclusive experience that makes outdoor spaces a joyful part of daily life.

COMMUNITY SPACES FOR CULTURE AND CONNECTION ▶

San José's community centers are trusted spaces where residents connect, learn, and belong.

Through vibrant celebrations such as Día de los Muertos, Lunar New Year, and Nowruz, our centers honor the rich cultural fabric of our city and the neighborhoods they serve. These events foster a sense of pride and connection, making everyone feel at home.

Older adults especially thrive in these spaces. Many seniors come for healthy, affordable meals offered by our Senior Nutrition Program and stay for the friendships and support they find there. Whether it's sharing a hot meal, joining a fitness class, or catching up with friends, our community centers help older adults stay active, connected, and cared for.



94%

of participating seniors say the Senior Nutrition Program helps them stay healthy

Identity

24,000+
discounted tickets to Happy
Hollow Park & Zoo



◀ MAKING HAPPY HOLLOW PARK & ZOO A PLACE FOR EVERY FAMILY

Happy Hollow Park & Zoo's Access for All program ensures that more San José families can experience nature through play. For the price of about one regular admission, a family of four can enjoy a full day at the park and zoo.

The program has doubled in size for two straight years, growing from 3,115 applications and 12,891 tickets in 2023-2024 to 6,129 applications and 24,444 tickets in 2024-2025—representing more than \$342,000 in community savings.



100%
of teens received a scholarship to participate in sports leagues at no cost.

PLAY, EXPLORE, BELONG ▶

Through Viva Parks, Viva CalleSJ, and partnerships with groups like Trust for Public Land and Reimagining the Civic Commons, San José is reimagining public space. Placemaking in parks brings together residents across cultures, neighborhoods, and generations.

Yoga and movie nights at St. James Park are helping reshape its reputation, and with a future Levitt Pavilion on the horizon, the park is coming alive again.

◀ A SAFE SPACE FOR TEENS

San José's Teen Centers offer emotional refuge and fun for teens navigating one of life's toughest stages. Each year, these welcoming, supervised spaces support teens with building friendships, exploring interests, and simply being themselves.

Beyond teen centers, we also offer teen sports leagues including flag football, basketball, volleyball, and futsal, which give youth the chance to stay active and compete in a supportive environment. Thanks to scholarships, 100% of teens enrolled in last year's leagues were able to participate at no cost.

“

It's nice to see my little neighborhood park have an event with friendly staff”

LUNA PARK
RESIDENT



“

This park gave us our beginning. It only felt right to start our forever here.”

JASON MARTINEZ,
GROOM

◀ WHERE LOVE GROWS

Eight years ago, they met in a San José park. Last fall, they got married there.

Our parks are where life's most meaningful moments happen.

EMPOWERING NEIGHBORHOODS ▶

Through a new Neighborhood Engagement Model, BeautifySJ is equipping residents with tools and connections to create cleaner, safer neighborhoods.

The 2024 Neighborhoods Conference drew over 250 residents to workshops on safety, grants, and civic engagement. Since then, quarterly forums have strengthened relationships between neighbors and City staff, building a more responsive and resilient community.

190+
neighborhoods engaged



● Department Financials

Fiscal Year 2025-2026

OPERATIONAL BUDGET

Strategic Support	\$25,044,210
Recreation	\$37,674,293
Community Services	\$52,077,879
Parks Operations & Maintenance	\$69,921,356

FISCAL PERFORMANCE

2022-23	\$30M
	\$132M
2023-24	\$38M
	\$138M
2024-25	\$33M
	\$150M

● Revenue ● Expenses



OPERATIONAL & CAPITAL BUDGET

Operations	\$184,717,738
Capital	\$216,850,170

TOTAL AUTHORIZED POSITIONS

Full-time Employees	584.00
Part-time Employees - Benefited	22.76
Part-time Employees - Unbenefited	236.77

Total Budget FTE: 843.53



GRANT REVENUE

Capital	\$5,012,724.18
Community Services	\$1,193,153.68
Parks	\$3,555,364.27
Recreation	\$293,983.10



● Moving Forward & Acknowledgements

As we look ahead, we're laying the foundation for the future of San José's parks and recreation system, which we know must be rooted in equity and collaboration.

We will continue to strengthen partnerships with residents, nonprofits, and community leaders to ensure every neighborhood has access to safe, welcoming public spaces and high-quality programs.

Our challenges are real: \$554 million in aging infrastructure, limited maintenance staffing, and growing demand for services. But as always, we'll face them with creativity, resilience, and a commitment to putting community at the center.

Next year, we'll engage San José residents in shaping a new Parks and Recreation Master Plan to better understand needs, identify gaps, and build a shared vision. The result will be a plan that contains the tools to drive real policy changes to improve the everyday experience of people in our parks and programs.

EXECUTIVE STAFF

DIRECTOR, JON CICIRELLI
ASSISTANT DIRECTOR, ANDREA FLORES SHELTON
DEPUTY DIRECTOR, RECREATION, MARIA DE LEON
DEPUTY DIRECTOR, PARKS, AVI YOTAM
DEPUTY DIRECTOR, COMMUNITY SERVICES, OLYMPIA WILLIAMS
DEPUTY DIRECTOR, CAPITAL PROJECTS, RAYMOND COSTANTINO
DIVISION MANAGER, ANDREA MAESTRE
PUBLIC INFORMATION MANAGER, AMANDA RODRIGUEZ

CITY COUNCIL

MAYOR - MATT MAHAN
DISTRICT 1 - ROSEMARY KAMEI
DISTRICT 2 - PAMELA CAMPOS
DISTRICT 3 - ANTHONY TORDILLOS
DISTRICT 4 - DAVID COHEN
DISTRICT 5 - PETER ORTIZ
DISTRICT 6 - MICHAEL MULCAHY
DISTRICT 7 - BIEN DOAN
DISTRICT 8 - DOMINGO CANDELAS
DISTRICT 9 AND VICE MAYOR - PAM FOLEY
DISTRICT 10 - GEORGE CASEY

SENIOR CITIZENS COMMISSION

DISTRICT 1 - GERALD GILES
DISTRICT 2 - ROLANDA PIERRE-DIXON
DISTRICT 3 - VACANT
DISTRICT 4 - LILIA HANCOCK
DISTRICT 5 - SANDRA FLORES
DISTRICT 6 - BARBARA BREMNER
DISTRICT 7 - AMY YANG
DISTRICT 8 - RUTHIE MEDINA
DISTRICT 9 - EMILIE HIGHLEY
DISTRICT 10 - RICHARD CROWLEY
CITYWIDE - VACANT

PARKS AND RECREATION COMMISSION

DISTRICT 1 - ASHESH SINGH
DISTRICT 2 - ANDRE MORROW
DISTRICT 3 - VACANT
DISTRICT 4 - JOSE VILLARREAL
DISTRICT 5 - DAISY BAROCIO
DISTRICT 6 - KELLY SNIDER
DISTRICT 7 - GIAVANNA VEGA
DISTRICT 8 - KENT CAMPBELL
DISTRICT 9 - VIVIANA GARCIA-BARNWELL
DISTRICT 10 - KEN BRENNAN
CITYWIDE - ROXANNE KOOPMAN

