



Memorandum

TO: MAYOR REED

FROM: Councilmember Kansen Chu

SUBJECT: BUDGET DOCUMENT

DATE: May 21, 2014

Approved

Date

5/21/14

RECOMMENDATION

That the following recommendation be enacted, in order to promote parks usage in the City of San José.

Proposal

Program/Project Title: Free Parks Usage Day at San José Regional Parks

Amount of City Funding Required: \$33,778

Fund Type (i.e. General Fund, C&C funds, etc.): Essential Services Reserve

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.):

The City of San José is home to four great regional parks and the City should use a free usage day to promote them. This proposal would allow all parks users free parking for one day a year, on the last weekend of April to coincide with Earth Day and Arbor Day. Alum Rock, Almaden Lake, Lake Cunningham and Kelley Parks would all be included in this promotion at a cost of \$28,000.

This budget request also includes approximately \$4,778 for outreach efforts and materials, including Staff-developed artwork design, 5,000 rack cards for distribution to the City's 23 libraries, 11 community centers, and the regional parks, seven banners to be placed at the regional park entrances. In addition, Mercury News print and online ads and a social media ad in addition to a customized email to 12,000 Bay Area residents would be included in these outreach efforts.

Funding Source

Essential Services Reserve (\$2 million)

Other (Program/Project/Fund):

Department or Organization: Department of Parks, Recreation and Neighborhood Services

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

Name: Matt Cano

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E-mail address: matt.cano@sanjoseca.gov

This change is:

One-time Ongoing

The City Service Area to which the change best relates:

- Community and Economic Development Services
- Environmental and Utility Services
- Neighborhood Services
- Public Safety
- Strategic Support
- Transportation and Aviation Services