



Press Release

Office of Mayor Chuck Reed

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City Council to Vote on Walkway to Honor Civil Rights Leader César E. Chávez Memorial Walkway to Tie Together Existing Landmarks

SAN JOSE – Today, the San José City Council will vote to establish the César E. Chávez Memorial Walkway, honoring the local ties of the renowned Civil Rights leader.

The project, brought forward by Mayor Chuck Reed and Councilmembers Sam Liccardo and Nora Campos will connect various landmarks throughout the Downtown and Alum Rock neighborhoods. Historic sites include Plaza de César Chávez, the César E. Chávez Arch of Dignity, Equality and Justice, the Mexican Heritage Plaza (site of the first grocery store grape boycott), and Chávez's former home on Scharff Avenue. The Memorial Walkway route will be designated with commemorative street signs attached to existing poles.

“Establishment of this Memorial Walkway will connect and highlight existing landmarks in our community, commemorating the life and legacy of César Chávez,” said Mayor Chuck Reed. “People in our community feel a deep connection to Chávez and the sacrifices he made on the road to equality. During the outreach meetings, I was inspired by the many residents who shared their personal stories about how César Chávez’s work improved their lives.”

Residents guided the planning process, deciding on the route for the walkway, and developing the sign design at three community meetings that Mayor Reed organized in January, February, and March.

“As the birthplace of César’s struggle for social justice, San José played an important role in mobilizing the civil rights movement, helping to define its core principles and goals,” said Rudy Chávez-Medina, President of the Chávez Family Vision and nephew of César Chávez. “The César E. Chávez Memorial Walkway serves as a fitting tribute to César’s legacy while encouraging a new generation of community members to discover his message of non-violence, volunteerism, and public action.”

Mayor Chuck Reed and Rudy Chávez-Medina will unveil the street sign at the beginning of the annual César E. Chávez Memorial Walk on Saturday, March 28 at 8 a.m. at the Mexican Heritage Plaza, 1700 Alum Rock Avenue (at King Road).

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