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*Memorandum*  
by City Manager's Office

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Albert Balagso

**SUBJECT:** GREENPRINT DOCUMENT

**DATE:** 06-26-09

Approved

Date

6-29-09

### INFORMATION

#### BACKGROUND

Attached is a copy of the draft *Greenprint Update*, the City's 20-year strategic plan for parks, recreation facilities and trails. On September 5, 2000, the City Council adopted the original *Greenprint* as a specific, community supported action plan for the future development of parks, recreation facilities and programs. The *Greenprint* is a document to guide staff, partner agencies and developers on priorities and standards in developing and implementing a balanced and equitable parks and recreation system so that all residents can take advantage of the many benefits parks and recreation offers.

The *Greenprint Update* helps us to define the priorities for parks and recreation projects over the next several years. The *Greenprint Update* also includes the outcome of recently completed studies, including the Community Center Reuse Strategy Plan, the Aquatics Master Plan, the Sports Fields Study and the Pricing and Revenue Plan. This effort, along with community input, was incorporated into a revised Action Plan to define proposed projects which are scheduled to be delivered in the next five years, and also projects that are unfunded but would contribute to an equitable and balanced parks and recreation system.

#### ANALYSIS

Staff conducted at least two community meetings in each Council District, as well as a focus group for Spanish and Vietnamese speaking residents. At the first round of community meetings, staff gave a general review of the City's efforts to improve the recreation opportunities in each of the Council Districts by denoting *Greenprint* accomplishments and other planned actions for the particular Council Districts. Public input was solicited for other recreation facilities and park amenities, potential acquisitions, and recreation programs the City should consider in each Council District. The second round of community meetings was designed for the community to prioritize their needs through a voting exercise. Residents also had the opportunity to suggest additional ideas for the list prior to voting.

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Over 400 residents participated in the community meetings held in each Council District, and those who could not attend the meetings had an opportunity to complete an online survey that could be faxed, e-mailed or mailed to staff. This netted over 300 surveys. Staff also hired a consultant to conduct a telephone survey of 1,000 residents. This survey, which was conducted in English, Spanish and Vietnamese, had favorable results and confirmed the input staff received at the community meetings.

A sub-committee was also formed made up of representatives from the Parks and Recreation Commission, Senior Citizens Commission, Disability Advisory Commission and former members of the 2000 Greenprint Advisory Task Force. The committee was formed to provide staff feedback and guidance throughout the process based on input from the community and their respective commissions. Meetings with this group are held monthly.

Staff will be releasing the draft document in the next two weeks to the public for review and input. If you would like to notify your constituents of the document, or include information in a newsletter, we will be releasing it no later than July 10. The document will be available at the multi-service hub community centers and libraries, and will be posted on the PRNS Department's web site. Notice of its release will be sent via e-mail to past community meeting attendees, homeowner associations and Strong Neighborhoods Initiative (SNI) groups. Its release will also be advertised in the various newspapers that serve San José.

During July and August, staff will be compiling public feedback, discussing the document with the General Plan Task Force and coordinating the draft action plans with Councilmembers. The public review period for this document begins on July 1, 2009 and ends on August 31, 2009. Following the close of the public comment period, comments suggesting major changes to the document will be evaluated and presented at two community meetings to be held in September. Staff anticipates holding a study session with Council in the fall and the document will be presented to the Parks and Recreation Commission and the Neighborhood Services and Education Committee in October. Approval of the document by Council is anticipated in early winter.



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Director of Parks, Recreation and  
Neighborhood Services

For questions please contact Matt Cano, Division Manager, at 408-535-3580.