



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Jon Cicirelli

SUBJECT: PROJECT HOPE EXPANSION

DATE: September 24, 2019

Approved

Date

9.24.19

INFORMATION

This memorandum provides information regarding the Project Hope Expansion.

In 2016, the City Council began funding a pilot program named “Project Hope,” a community empowerment effort that helps residents learn how to work in partnership with the City to coordinate and mobilize resources that address ongoing neighborhood/community issues such as crime, poverty, and blight. The program’s overall goal is to develop sustainable neighborhood associations that can best advocate for the community. The current Project Hope areas are the Winchester/Cadillac, Roundtable/Edenvale, and Welch Park neighborhoods. The 2019-2020 Adopted Budget included five new positions to expand the Project Hope program to six new neighborhoods, for a total of nine neighborhoods.

The Project Hope neighborhoods are traditionally aligned with the Mayor’s Gang Prevention Task Force (MGPTF) hot spots and are comprised of residents who typically live in high-density neighborhoods, have issues of crime and blight, and have a significant portion of the community that is monolingual speaking (Spanish or Vietnamese).

The Project Hope strategy focuses on four key deliverables:

1. Develop a sustainable, organized group of community leaders (develop a neighborhood association);
2. Develop a safer and cleaner environment (address ongoing safety and blight issues);
3. Develop informed residents who can access City services (educate residents on how to utilize City services effectively); and
4. Develop community partnerships that can assist in sustaining efforts in the project area.

Project Hope Community Engagement Model

The Project Hope Community Engagement Model (work plan) has five phases to ensure the project can meet the established deliverables in each neighborhood. To best implement this model, the neighborhood work plans are implemented over a two-year period. As a community’s capacity increases and its dependency on staff coordination lessens, a project area will transition into a “maintenance” mode.

Project Hope Work Plan Overview

Work Plan Phase	Action Items
<i>Staff Planning</i>	Hire staff; develop the Executive Steering Committee and Implementation Team; establish project boundaries; and develop the staff work plan.
<i>Community Mobilization</i>	Launch the project officially; hold large community events and resource fairs; establish outreach efforts with residents; secure office space; host town hall meetings, business meetings, and property-owner meetings; and begin the process to develop the neighborhood-improvement plan.
<i>Community Capacity Building</i>	Host the Neighborhood Academy to train resident leaders and begin neighborhood-leader trainings.
<i>Implementation</i>	Establish monthly community action team/neighborhood association meetings; facilitate the nomination and election of new board members; implement neighborhood-improvement plan; and coordinate community events.
<i>Maintenance Planning</i>	Transition project area to a maintenance mode with staff support; continue to link the community with key community stakeholders, businesses, and City/County resources; and maintain a staff presence that provides support to residents and neighborhood association.

As previously mentioned, with the positive progress of the initial three Project Hope pilot sites, in fiscal year 2019-2020 the Project Hope program received additional funding to expand to six more sites for a total of nine sites. As directed by the City Council as part of the approved Mayor’s June Budget Message, the Hoffman/Via Monte neighborhood will be part of the expansion and the remaining five sites were to be identified through an “equity screen” analysis. The Department’s analysis began with the identified Mayor’s Gang Prevention Task Force (MGPTF) neighborhood hotspots, and layered data that included community vulnerability and risk-factor information (such as poverty; youth arrests; graffiti; presence of illegal firearms; high-priority calls to police; and educational achievement) provided by partners such as the San José Police Department, Santa Clara County Probation, and Santa Clara County Public Health. Based on the analysis, Project Hope will operate in the following communities (see Attachment A map):

Neighborhood	Council District	Status
Winchester/Cadillac (Existing)	1	Maintenance Planning
Roundtable/Edenvale (Existing)	2	Implementation
Welch Park (Existing)	8	Implementation
Hoffman/Via Monte (New)	10	Sept./Oct. 2019
Poco Way (New)	5	Sept./Oct. 2019
Santee (New)	7	Oct./Nov. 2019
Foxdale (New)	5	Jan./Feb. 2020
Jeanne (New)	3	Feb./Mar. 2020
Washington (New)	3	Mar./Apr. 2020

Timeline

The Department will stagger the addition of the new neighborhoods over the next several months in order to sustain the current sites, manage the hiring process for the new positions, and ensure successful expansion into the new neighborhoods. With existing staff, both Hoffman/Via Monte and Poco Way will begin this month (September 2019), with a community resource fair at the end of October 2019. The third expansion site, Santee, will begin in October 2019, with a resource fair to be held at the end of November 2019. As the Department continues to fill the new positions, Foxdale, Jeanne, and Washington will launch in the first half of 2020.

Staffing Model

The 2019-2020 Adopted Budget provides additional ongoing and one-time funding to provide staff support to the expansion of Project Hope neighborhoods. A Recreation Superintendent and a dedicated Community Services Supervisor were added to oversee the expansion of the teams intended to support three neighborhoods each. Each team will consist of one Community Coordinator and two Community Activity Workers (see Attachment B).

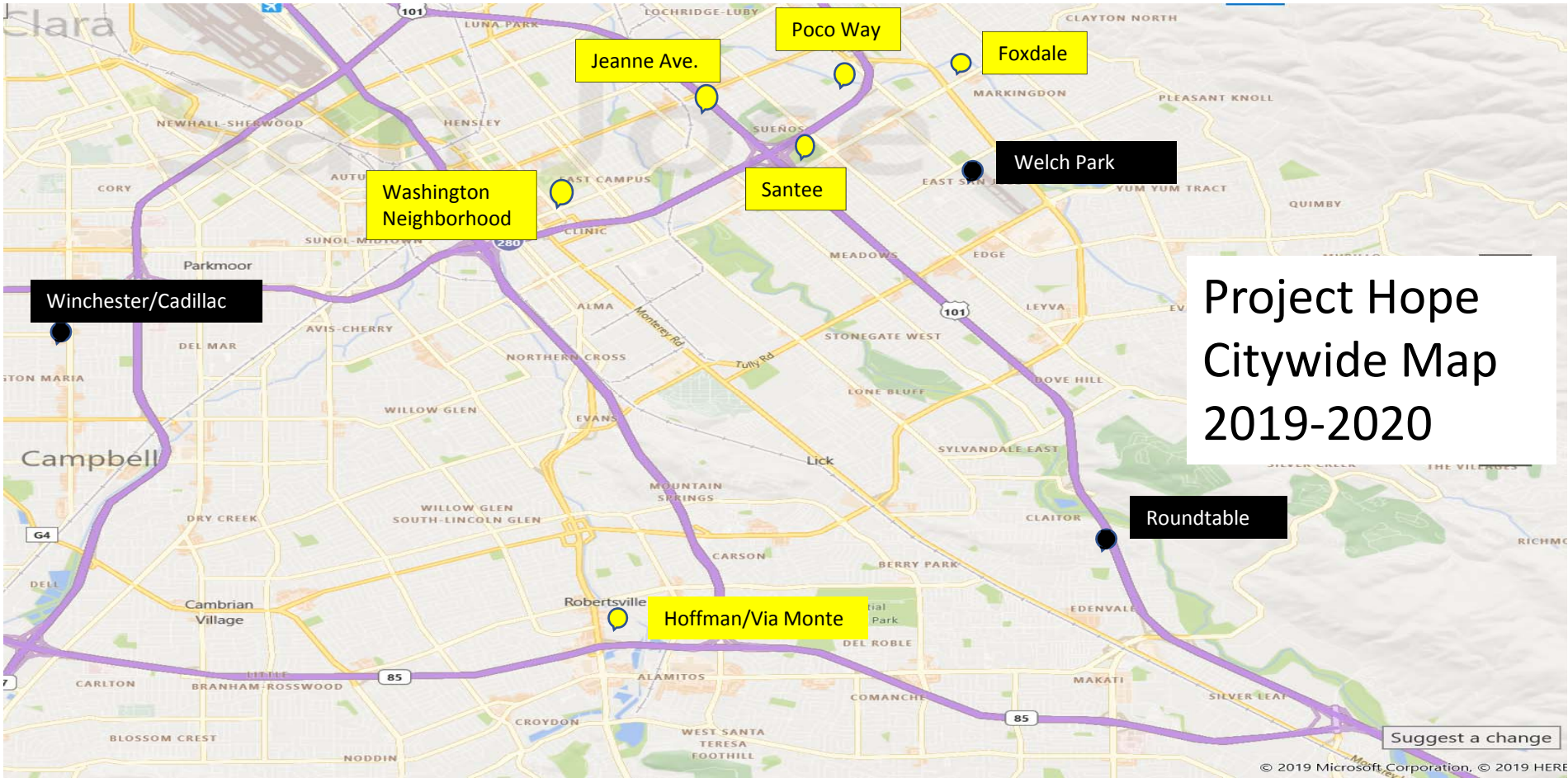
/s/
JON CICIRELLI
 Director of Parks, Recreation
 and Neighborhood Services

For questions, please contact Neil Rufino, Deputy Director, at (408) 535-3576.

Attachment A: Project Hope Citywide Map 2019-2020

Attachment B: Project Hope Organizational Chart

Attachment A



Project Hope
Citywide Map
2019-2020

- Existing
- Expansion sites

Attachment B

Project Hope Organizational Chart

