



San José Department of Parks, Recreation & Neighborhood Services (PRNS)

#BuildingCommunityThroughFUN

PRNS Overview

Vision & Mission

VISION

Healthy Communities that Inspire
Belonging

MISSION

Connecting People through Parks,
Recreation and Neighborhood
Services for an Active San José



Department Organization

Director

Represents the Department on a macro-level. Provides general oversight and direction towards achieving the vision of healthy communities that inspire belonging.

Assistant Director

Coordinates and manages the day-to-day operations of the Department, ensuring the effective and consistent delivery of high quality programs and services.

Deputy

Capital
Projects
Division

Deputy

Recreation
Division

Deputy

Community
Services
Division

Deputy

Parks
Division

Manager

Administrative
Services

Manager

Director's
Office of
Communications

PRNS Leaders/ Executive Team



Jon Cicirelli
Director



Neil Rufino
Assistant Director

Capital Projects Division



Raymond Costantino

Deputy Director

Capital Improvement Program (CIP)

Services

Planning	Where do we need new facilities and how do we plan for increased future needs?
Capital Planning	How do we align budgets to community needs? How do we balance the PRNS inventory across the City?
Project Delivery	Construct new facilities or renovate existing facilities including parks, trails, and community centers.

Design and deliver creative and interesting public spaces that serve all members of the San José community.

Recreation Division



Maria De Leon
Deputy Director
Recreation Division

Community Center Services

Community Centers	Senior Services and Nutrition
Neighborhood Center Partnership Program	Therapeutic Recreation
Leisure Programs and Camps	Scholarships
Afterschool Programs	Partnerships
Teen Centers	Aquatics

Ensure the accessibility of dynamic recreation opportunities and facilities to all children and families.

6 AQUATIC CENTERS
10 HUB COMMUNITY CENTERS
7 FITNESS ROOMS
APPROXIMATELY, IN FY 23-24,
\$3.1 MILLION IN SCHOLARSHIP FUNDS
DISTRIBUTED
APPROXIMATELY, 2,769 UNDUPLICATED
CHILDREN & YOUTH RECEIVED
SCHOLARSHIP SUPPORT

Community Services Division



Andrea Flores Shelton
Deputy Director
Community Services Division

Youth Empowerment Alliance	BeautifySJ	Neighborhood Engagement/ Project Hope
Youth Intervention Services: <ul style="list-style-type: none"> • Clean Slate Tattoo Removal • Late Night Gym • Safe School Campus Initiative • Female Intervention Team • SJ Works 	Graffiti Removal	Neighborhood Conference/Forums
	Neighborhood Beautification & Education	Cadillac Winchester
	Illegal Dumping (RAPID)	Foxdale
	Clean Gateways/Deterrents Team	Guadalupe Washington
Community Grants & Outcomes Teams: <ul style="list-style-type: none"> • BEST - Gang/Youth Violence Prevention • BeautifySJ • Older Adults Wellness • Opioid Misuse Prevention/Treatment 	Encampment Trash/Cash for Trash	Hoffman Via Monte
	Encampment Abatements	McKinley Bonita
	RV Pollution Prevention Program (RVP3)	Mclaughlin Area Tenants (MAT)
	Waterways/Interagency	Poco Way
		Roundtable
		Welch Park

Create and maintain safe and healthy spaces through an essential community service system

Parks Division



Avi Yotam
Deputy Director
Parks Division

Park Maintenance	Destinations, Events and Sports	By the Numbers
Neighborhood & Regional Parks	Happy Hollow Park & Zoo	205 Neighborhood Parks 10 Regional Parks 65 Miles of Paved Trails 298 Playgrounds 165 Basketball Hoops 110 Athletic Fields 85 Tennis Courts 43 Exercise Courses 21 Community Gardens 16 Dog Parks 7 Skate Parks 3 Golf Courses
Park & Trail Maintenance	Emma Prusch Farm Park	
Park Tree Canopy	Lake Cunningham	
Parks Contracts	Family Camp	
Park Concerns	Viva CalleSJ	
Volunteer Program	Viva Parks	
Pest/Turf/Water Management	Municipal Golf Courses	
Resilience Corps	Athletic Facilities / Field Reservations	
Community Gardens	Park Rangers	

Maintain and operate City parks, trails and open spaces to provide opportunities for residents to connect to nature and lead active, healthy lifestyles.

Administrative Services Division



David DeLong

Division Manager

Administrative Services Division (ASD)

Financial Management	Staff
Strategic Partnership Unit	Human Resources
Budget/Accounting	Timekeeping
Data Analytics	Safety and Training
2024-2025 Proposed Operating Budget: \$167,904,004 <ul style="list-style-type: none"> • Parks: \$61,122,593 • Recreation: \$35,140,387 • Community Services: \$50,205,900 • Strategic Support: \$21,435,124 **Budget is approximate pending issuance of the Adopted Budget	2024-2025 Full-Time Equivalent (FTE) Staff: 860.43
Facilitate the delivery of community services through strategic, innovative and ethical management of the department's personnel, partnerships and resources.	

Director's Office of Communications



Coming Soon!

Public Information Manager
Director's Office of Communications



Social Media:

The social media unit manages up to 25 different PRNS social media accounts Facebook, Twitter, Nextdoor, and Instagram. PRNS effectively reaches nearly 300,000 people weekly and disseminates crucial public information.



Digital Media Communication (Video & Photo):

Digital Communications effectively showcases PRNS programs, facilities and events through visually pleasing aesthetics



Web Services

Since our transition to a new City website, we update web content both effectively and timely. We utilize web edits and updates to announce new developments and publicize easy-to-navigate information for residents and employees alike



Graphic Design:

As the creators of PRNS branding guidelines, PRNS graphic design team produces eye-catching visuals for PRNS' teams, facilities, and events.



Translations:

We provide translated resources digitally and through print, providing more equitable access to information for non-English speaking residents - who make up 57.6% of the diverse community we serve in San José



Public Relations, Crisis Communication, and Outreach Plans (Earned Media):

During times of crisis or celebrations, effective communication happens through careful strategic planning and outreach. The Director's Office of Communications set communication goals and implement tactical messaging to reach the target demographic.

Provide timely, effective public information to promote and elevate the community's awareness of the department's parks, community centers, trails, programs and services.

ACTIVATESJ

WHAT GUIDES US?

Public Life

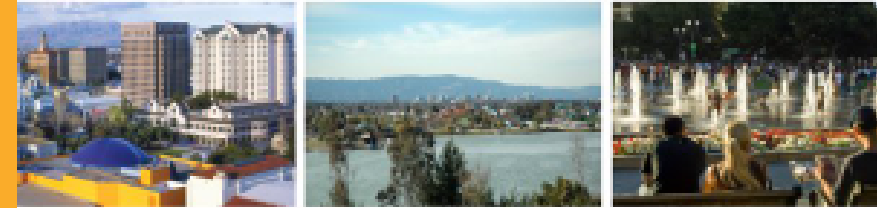
Nature

Stewardship

Equity &
Access

Identity

Envision San José 2040



GENERAL PLAN

Adopted November 1, 2011
As Amended on December 18, 2018

ACTIVATESJ STRATEGIC PLAN (2020-2040)



A Park and Recreation
System that builds community
and inspires belonging
through exceptional
experiences and destinations

SAN JOSE
PARKS, RECREATION &
NEIGHBORHOOD SERVICES



Building Community Through Fun

Si necesita este documento traducido a otro idioma, póngase en
contacto con ActivateSJ@sanjoseca.gov.

Nếu quý vị cần dịch tài liệu này sang ngôn ngữ khác, xin vui lòng
liên hệ ActivateSJ@sanjoseca.gov.

Almaden Lake Park Egg H



Building Community Through Fun

Connect with PRNS!



@sjparksandrec

Our department's social media accounts communicate important, timely and engaging information about our programs and services for the diverse audiences we serve.