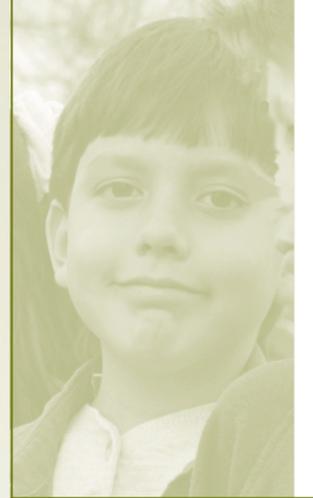


DECEMBER 2002

neighborhood improvement plan

K.O.N.A.

KING OCALA NEIGHBORHOOD AREA



STRONG NEIGHBORHOODS INITIATIVE



K.O.N.A. Neighborhood Improvement Plan

Approved by the San José City Council on December 3, 2002

City of San José

K.O.N.A.: Vision for the Future

EARLY IN THE PLANNING PROCESS, COMMUNITY WORKSHOP PARTICIPANTS AND NEIGHBORHOOD ADVISORY COMMITTEE MEMBERS DESCRIBED A SHARED VISION FOR THE K.O.N.A. COMMUNITY'S FUTURE.

K.O.N.A. 2022...

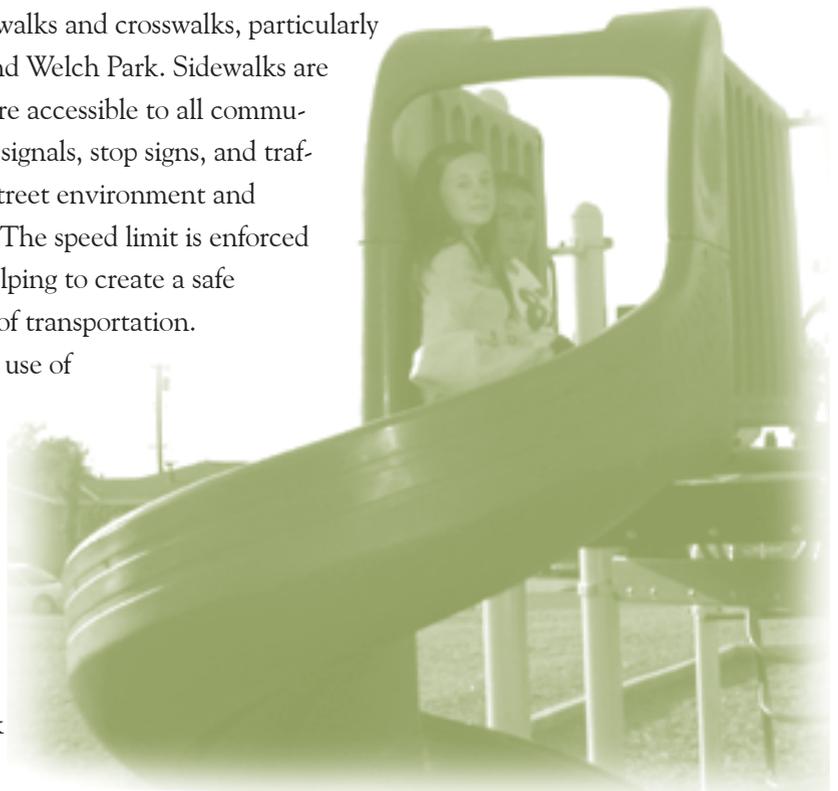
K.O.N.A. (King Ocala Neighborhood Area) is a strong, cohesive, ethnically diverse community where people know their neighbors and socialize with one another, look out for each other's children and homes, and work together to improve the community. The area is a safe and desirable place for families to live, work, play, and learn.

K.O.N.A. is attractive and clean, with a variety of well-maintained residences, attractive community facilities, and well-kept commercial areas. Neighborhood residents and property owners have a strong sense of pride in their community, and they work together with City staff to keep neighborhoods clean and safe. Residents participate in neighborhood beautification programs, such as tree and flower planting and clean-up days. Residential areas are attractive, appropriately scaled, clean, and well-maintained, with accessible sidewalks that encourage pedestrian circulation.

The street environment in K.O.N.A. is pedestrian oriented, with easily walkable streets. K.O.N.A. boasts safe sidewalks and crosswalks, particularly near the neighborhood schools and Welch Park. Sidewalks are clean and well-maintained, and are accessible to all community residents and visitors. Traffic signals, stop signs, and traffic calming devices create a safe street environment and allow for a smooth flow of traffic. The speed limit is enforced throughout the neighborhood, helping to create a safe street environment for all modes of transportation.

Many residents and visitors make use of the efficient local public transportation system.

Neighborhood residents have convenient access to quality community facilities, such as schools, parks, a library, and a health clinic. The modern facilities and equipment at Welch Park provide ample recreational



opportunities for the community. A range of recreational and educational programs and services are available to all members of the community. Neighborhood residents coordinate with the school districts to help provide additional after-school programs, in addition to expanded cultural and educational services in the schools.

Community members enjoy safe, clean, and vital commercial areas, with diverse family oriented uses that provide for the needs of the residents. Neighbors have pride in K.O.N.A., and work together on issues to achieve the community's goals. Residents, business owners, property owners, and the City all contribute to the common goal of caring for K.O.N.A.'s people and community.

Executive Summary

The *K.O.N.A. Neighborhood Improvement Plan* was developed as a partnership between residents, businesses, and the City of San José as part of the Strong Neighborhoods Initiative launched in February 2002. K.O.N.A. community members identified goals that would bring about positive changes and help the neighborhood achieve its vision:

- Goal A: Safe and Efficient Transportation, Circulation and Parking;**
- Goal B: Inclusive, Well-maintained and Accessible Community Facilities and Programs;**
- Goal C: A Clean and Beautiful Neighborhood;**
- Goal D: On-going Communication and Community Involvement;**
- Goal E: Enhanced Neighborhood Development and Character; and**
- Goal F: A Safe and Secure Environment.**



Creating an attractive and more pedestrian-friendly environment is an important aspect of the K.O.N.A. vision.

These goals now form the foundation of an action plan that includes over 90 specific actions for improving the neighborhood.

Through a series of community and Neighborhood Advisory Committee meetings, K.O.N.A. residents prioritized these actions and selected the following as top priorities to focus resources towards in the neighborhood:

1. Improve the appearance of residential areas in K.O.N.A. by maximizing the use of the City's Housing Improvement Program for Strong Neighborhoods Initiative areas.
2. Implement a comprehensive strategy to reduce bulky waste in the K.O.N.A. Strong Neighborhoods Initiative area.
3. Coordinate with the Boys and Girls Club to make improvements to the existing building and outdoor recreation facilities.
4. Evaluate reported neighborhood traffic complaints, and address them with appropriate traffic calming measures.
5. Build partnerships with local schools to improve the appearance of school sites and the condition of recreation facilities.
6. Strengthen code enforcement efforts in the neighborhood.
7. Improve Welch Park landscaping and lighting; expand the community facility; and explore options for providing additional parking.
8. Install additional trees and landscaping to improve the appearance of public streets in the neighborhood.
9. Repair broken and cracked sidewalks and complete the installation of ADA compliant ramps throughout the K.O.N.A. area.
10. Make short term and interim security and aesthetic improvements in the King and Story shopping areas.



Community residents wish to maintain and improve Welch Park as a recreational resource



Resources and facilities for neighborhood children are key components of the *K.O.N.A. Neighborhood Improvement Plan*

Acknowledgements

The following people are gratefully acknowledged for providing valuable assistance in the development of the K.O.N.A. Neighborhood Improvement Plan.

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***A special thank you to all K.O.N.A. Neighborhood
Community Workshop participants!***

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K . O . N . A .

NEIGHBORHOOD
IMPROVEMENT PLAN

Introduction

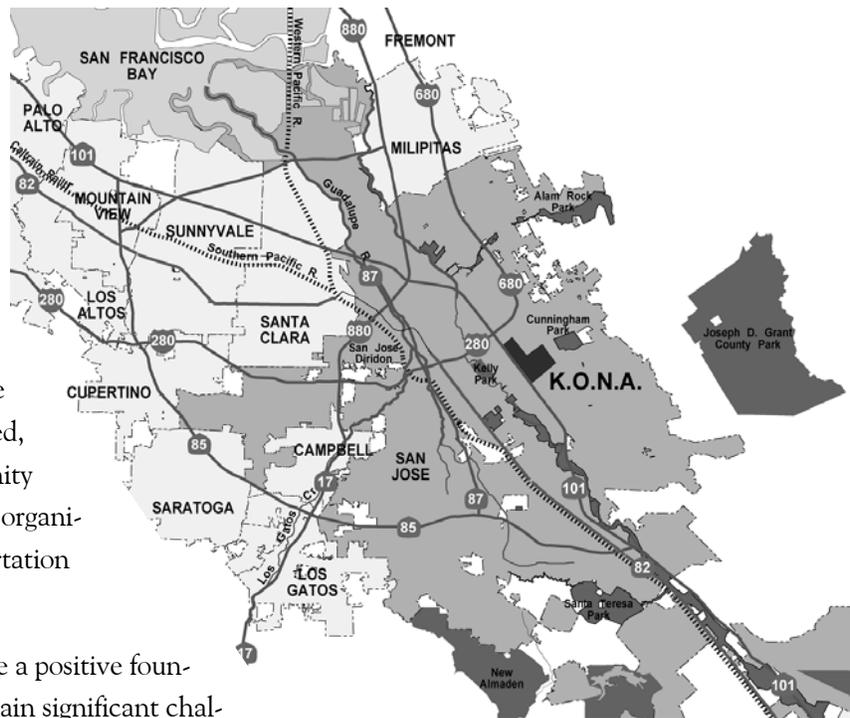
Background

The K.O.N.A. (King Ocala Neighborhood Area) area is predominantly residential, home to people of diverse socioeconomic and cultural backgrounds. Community members value their neighbors, and are especially appreciative of residents who have been instrumental in making positive changes in the area.

The K.O.N.A. area is situated on the eastern side of San José, immediately east of Highway 101, south of Story Road and north of Tully Road. The area includes a wide range of commercial areas, single and multi-family residences and community facilities including schools and a park. In addition to these strengths, the diverse, yet united, area boasts a cohesive community with jobs, major neighborhood organizations, and accessible transportation opportunities.

Though these strengths provide a positive foundation to build from, there remain significant challenges to address K.O.N.A. Community members identified traffic congestion, code enforcement, upkeep of community facilities, and waste removal as areas of improvement.

In order to address neighborhood improvement goals, the City of San José, the San José Redevelopment Agency, and the K.O.N.A. community joined in a strategic planning process that formulated a



K.O.N.A. in relation to the greater Bay Area.

shared vision for K.O.N.A. That vision serves as the foundation of this *Plan*, to direct and coordinate future planning decisions, guide physical changes in the area, identify and build upon existing strengths, and facilitate the development of needed community services.

This *Plan* documents specific types of neighborhood changes that participants expressed a strong interest in, or voiced consensus around. The improvement concepts and actions described in the *Plan* reflect the community's desired future. This *Plan* serves as K.O.N.A. residents' framework of priority improvements for enhancing the area. Where funding is immediately available for improvements, City staff, community members and other potential partners can move expediently toward implementation. Unfortunately, many of the improvements suggested do not currently have funding available. Where this is the case, the *Plan* provides the direction in which City staff and community organizations can focus their search for funds to make improvements that are a high priority for the community.

There are several funding sources that could be utilized to begin implementation of neighborhood improvements identified in this *Plan*. The Mayor and City Council have earmarked a minimum of \$120 million to be allocated to Strong Neighborhoods Initiative projects citywide over the next five years. Community Development Block Grants (CDBG) and the City's Capital Improvement Program (CIP) are also traditional means of obtaining funding for neighborhood improvements. Other potential funding sources are identified for each of the improvement actions that make up the Strategic Action Plan; the sources are named in the Action Matrix located in the Strategic Action Plan section of this document.

Planning Process

The planning process to develop the *K.O.N.A. Neighborhood Improvement Plan* included many community meetings and eight months of hard work by community members, City staff, and planning consultants. To guide the *Improvement Plan's* development, volunteers from the K.O.N.A. community formed a Neighborhood Advisory Committee (NAC) to meet with City staff and consultants on a regular basis throughout the process.

The City intended for the planning process to facilitate community consensus around a shared vision for the future of K.O.N.A. The process then led participants to develop implementation actions to successfully achieve that vision. The planning process, summarized below, was divided into the following five phases.

■ PHASE I: Assessment of Existing Conditions & Vision Development

To begin the process, stakeholders, including residents, business owners, property owners, and City staff, identified the challenges, assets, and opportunities facing K.O.N.A. This phase of the process set out to understand the current physical, economic, and social conditions in K.O.N.A. and to use this information to shape a shared vision for the future of K.O.N.A. A community-wide meeting was held on February 11, 2002 to kick-off the K.O.N.A. Strong Neighborhoods Initiative in the community, initiate the strategic planning process, and gather input related to assets, challenges and vision themes. The first community workshop was held on March 4, 2002.



K.O.N.A. community members discuss their vision for the future at the project kick-off meeting

■ **PHASE II: Development of Alternatives, Actions, and Priorities**



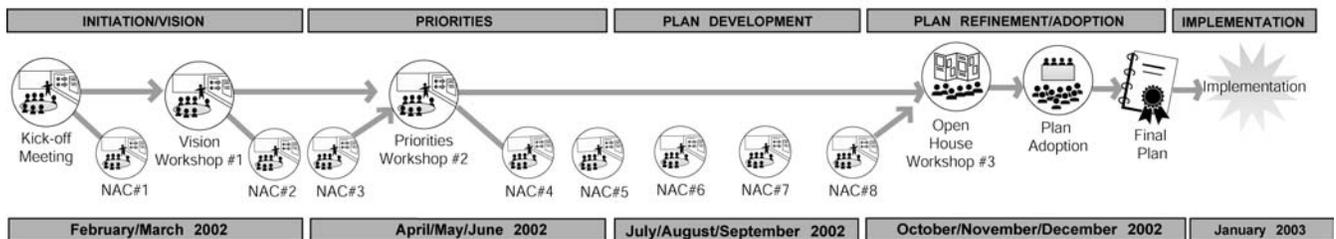
The second phase of the process focused the efforts of the community on developing specific actions and alternatives to bring the community's vision to reality. This phase initiated the process of prioritizing the proposed actions and alternatives. Initial actions were proposed at the Neighborhood Advisory Committee meetings on March 18, 2002 and April 16, 2002. Residents reviewed the emerging vision for the community and prioritized actions for neighborhood improvement during the May 20, 2002 community workshop.

■ **PHASE III: Draft Improvement Strategies**

Four Neighborhood Advisory Committee meetings were held during the spring and summer, 2002 to continue review of the improvement strategies and begin to refine the initial *Plan* concept (April 15, June 17, July 15, and August 19).

■ **PHASE IV: Draft Plan**

Based on community input provided during Neighborhood Advisory Committee meetings and workshops, improvement strategies were incorporated into a comprehensive Action Plan with top priorities identified. The Neighborhood Advisory Committee met again in the fall, on September 16, 2002 and October 21, 2002, to discuss the upcoming implementation planning process and to further refine improvement concepts in preparation for *Plan* adoption.

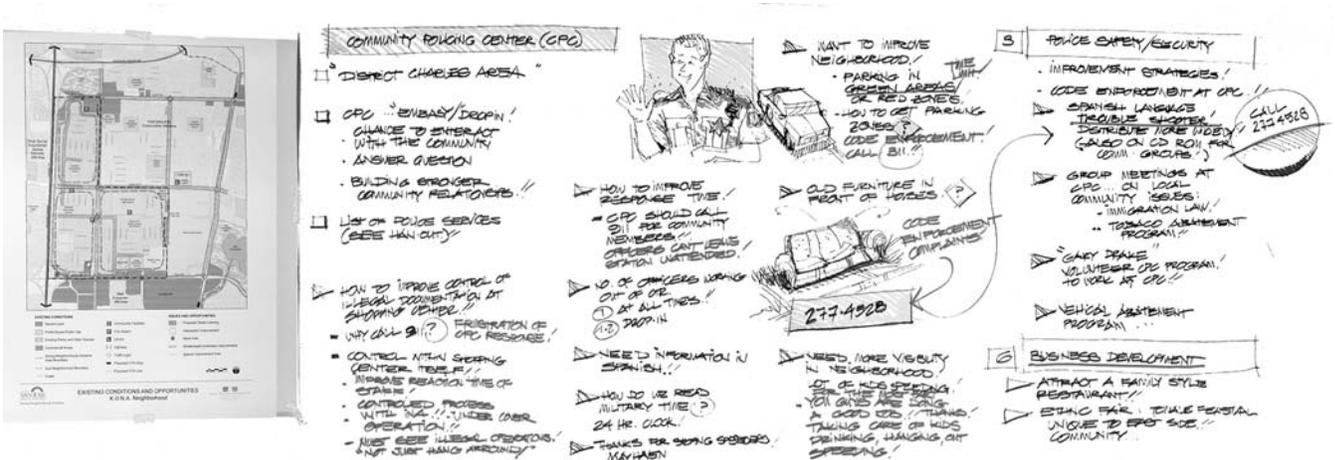


Strong Neighborhoods Initiative planning process schedule

■ **PHASE V: Plan Process/Adoption**

The final phase of the planning process consists of the *Improvement Plan's* review and adoption. A last Neighborhood Advisory Committee meeting was held on November 4th, 2002 to finalize the Draft *Improvement Plan* before formal adoption. This finalized *Plan* was presented to the community-at-large through a widely advertised Open House. Finally, the *Plan* was brought to the Planning Commission and City Council for approval and adoption in December 2003.

Many community members participated in the neighborhood planning process – some attended the entire series of meetings. This large participant turnout is evidence of the strong community interest in shaping the future of K.O.N.A.



Wallgraphic from a K.O.N.A. NAC meeting

Strong Neighborhoods Initiative

The success of this *Plan* relies on a participatory process and on implementation of proposed neighborhood improvements. Both of these are part of a larger citywide goal: to listen to residents' ideas for neighborhood improvement, connect neighborhoods to resources, and respond to neighborhood priorities. This goal is an integral part of the Strong Neighborhoods Initiative, launched in July 2000.



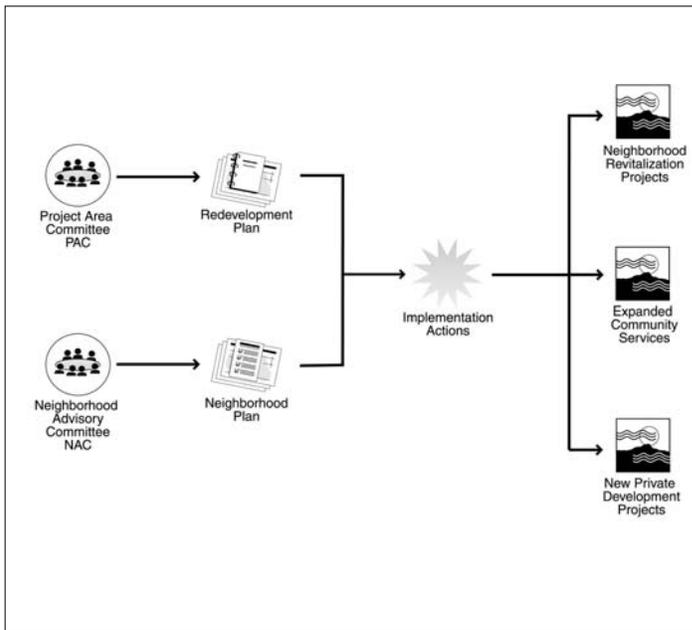
Community members develop improvement actions

The Strong Neighborhoods Initiative is a partnership between the City Council, the Mayor, San José residents, and business owners to strengthen the City's neighborhoods. This initiative aims to improve neighborhood conditions, enhance community safety, improve community services, and strengthen neighborhood associations. K.O.N.A. is one of 20 planning areas in San José specified as a Strong Neighborhoods area.

The Strong Neighborhoods Initiative process is made up of two stages: planning and implementation. The planning stage includes the development of 20 neighborhood improvement plans and the formation of a Redevelopment Project Area. The implementation stage involves proactively carrying these neighborhood improvements (such as creating parks, improved community services, and improvement projects) to fruition. The Initiative is funded through resources from the City of San José, the Redevelopment Agency, private investments, and public-private partnerships.

To guide the planning process, each Strong Neighborhoods Initiative area formed a Neighborhood Advisory Committee (NAC) made up of residents, property owners, business owners, school representatives, and other community members and stakeholders. The K.O.N.A. NAC was made up of 36 members, representing these broad interests in the community. NAC members made a commit-

ment to the project, met regularly to provide guidance to City staff and planning consultants, acted as representatives for the K.O.N.A. community, and helped develop the content of the *Neighborhood Improvement Plan*.



Strong Neighborhoods Initiative committee structure, process and products

Redevelopment Process

In order to provide at least a portion of the funding required to implement Neighborhood Improvement Plans, a Redevelopment Project Area made up of all 20 Strong Neighborhoods Initiative neighborhoods was formed. This Redevelopment Project Area is necessary to leverage redevelopment funds into the neighborhood improvements.

A Project Area Committee (PAC) representing all 20 neighborhood areas was assembled to oversee the development of the Redevelopment Plan and make recommendations to the Mayor and City Council. The PAC, which is required by Redevelopment law, is a committee of 52 members made up of residents, property and business owners, and representatives from community organizations. Thirty-five members (consisting of 13 home owners, 17 tenants, and five business owners) were selected in at-large mail-in elections in March and April of 2001. The remaining 17 members were appointed by the City Council from community organizations throughout the City.

The City Council confirmed all 52 PAC members on June 12, 2001. The PAC member representative from the K.O.N.A. Strong Neighborhoods Initiative area is Cris Luna.

Associated with the adoption of the Redevelopment Area (which includes K.O.N.A. and other SNI Planning areas), is the power of eminent domain. Some residents and business owners expressed concern about the extent of how this power will be used in K.O.N.A. and voted to rule out its use in this area. Since that time, the PAC made a set of recommendations related to this which were expanded upon by the Mayor and City Council. These policies put into place a series of conditions on the use of eminent domain, the most important that its use will be restricted to projects identified as community priorities and only with broad notification and community support. The specific policy details are outlined in a memo from

City Council and were presented to the NAC and community members at one of the meetings. It was felt that the conditions as outlined address the concerns of community members. A copy of these policies can be requested through the San José Redevelopment Agency.

K . O . N . A .

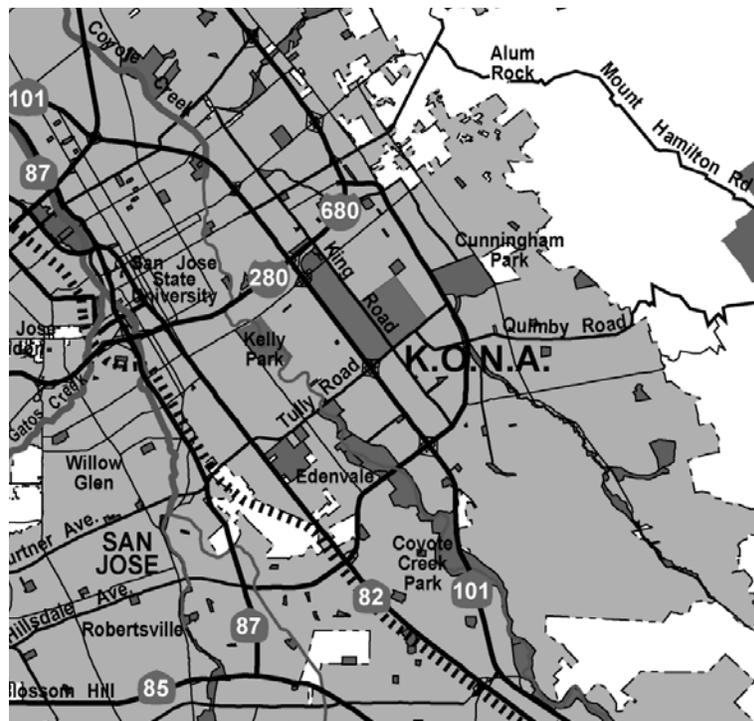
NEIGHBORHOOD
IMPROVEMENT PLAN

Neighborhood Profile

Context¹

K.O.N.A. is situated on the east side of San José and forms one of many culturally and ethnically diverse areas in the city. San José was the site of California's first civilian settlement (Pueblo de San José), founded in 1777. It is now the third largest city in California, and the eleventh largest in the county. The rate of population growth in San José is one of the fastest in the country, more than doubling between 1970 and 2000. As the city grows, so does its diversity. The size of the Hispanic and Asian populations have increased much more rapidly than the overall population, and the city is now home to many different ethnic groups.

Information technology and manufacturing have been central to San José's economy, where the median income is ranked third highest in the country. The city also boasts 300 sunny days per year, and the lowest crime rate of any city with a population over 250,000.



K.O.N.A. neighborhood location within San José

¹ 2000 U.S. Census.

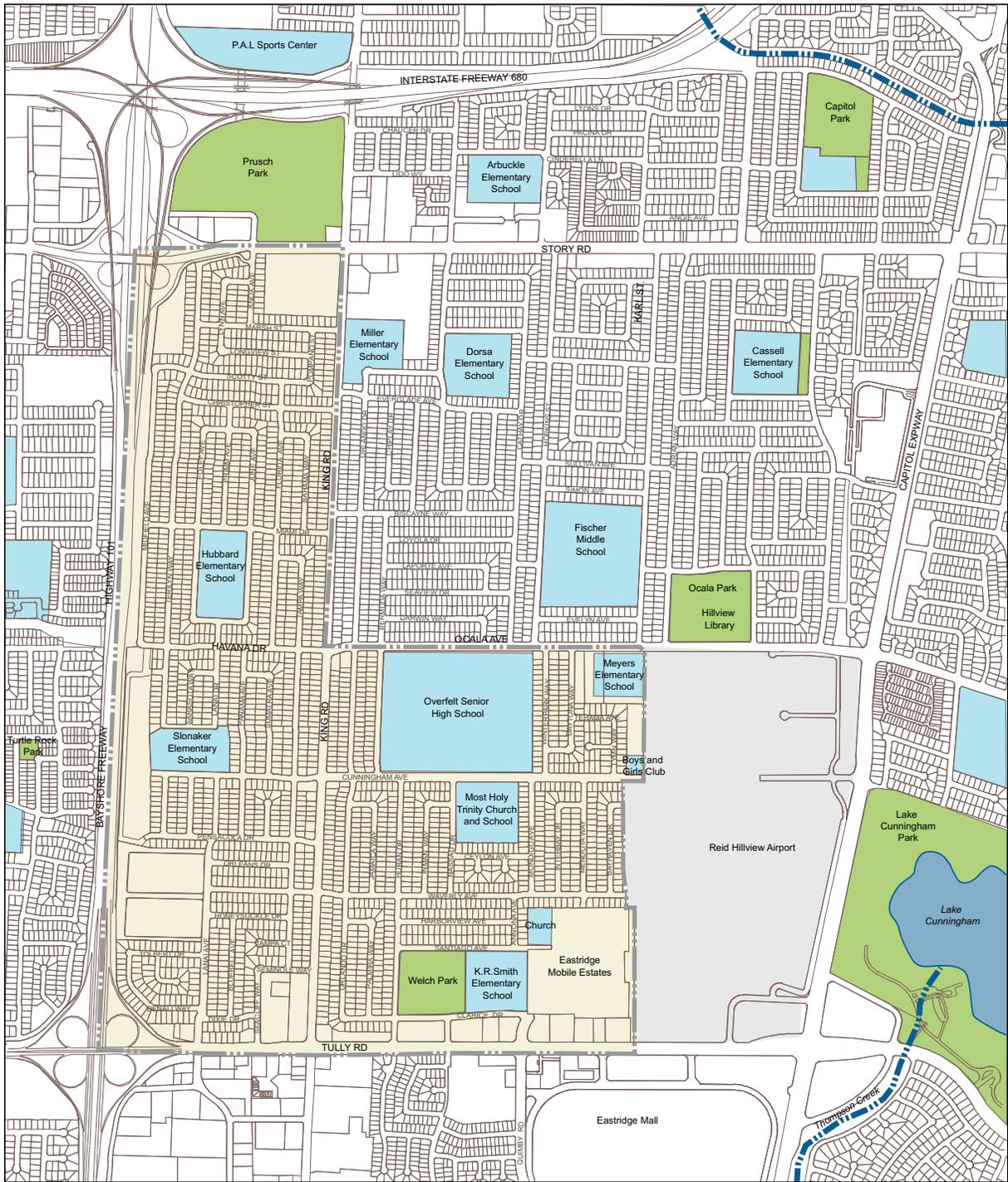
K.O.N.A. Strong Neighborhoods Initiative Area

K.O.N.A. is located immediately east of Highway 101, south of Story Road, and north of Tully Road. The eastern boundary of the area stretches from Story Road down King Road to Ocala Avenue, then to the Reid-Hillview Airport between Ocala Avenue and Tully Road (see Figure 1, K.O.N.A. Strong Neighborhoods Initiative Area). The K.O.N.A. area is located in City Council Districts 7 and 8.

The area encompasses a wide range of single and multi-family homes, commercial areas, and community facilities including 5 public schools, 1 private school and a park. Most of the commercial uses are concentrated in the south, along Tully Road, and at the Tropicana Shopping Center located at the southwest corner of King Road and Story Road, in the northern portion of the area.

K.O.N.A. is home to many schools and community facilities, including Hubbard Elementary School, Slonaker Elementary School, Meyer Elementary School, K.R. Smith Elementary School, Overfelt High School, and the Most Holy Trinity Church and School. In addition, the local branch of the Boys and Girls Club is located on the far eastern side of Cunningham Avenue, next to the Reid-Hillview Airport.

King Road is a central transportation corridor within K.O.N.A., providing a north-south thoroughfare through the area. Ocala Avenue is a major east-west corridor in K.O.N.A. Highway 101, which is located directly west of K.O.N.A., is immediately accessible to the area via interchanges at Tully Road and at Story Road. The General Plan and Zoning Maps for K.O.N.A. indicate the planned land uses and zoning designations for the area, and are included in this *Plan*.



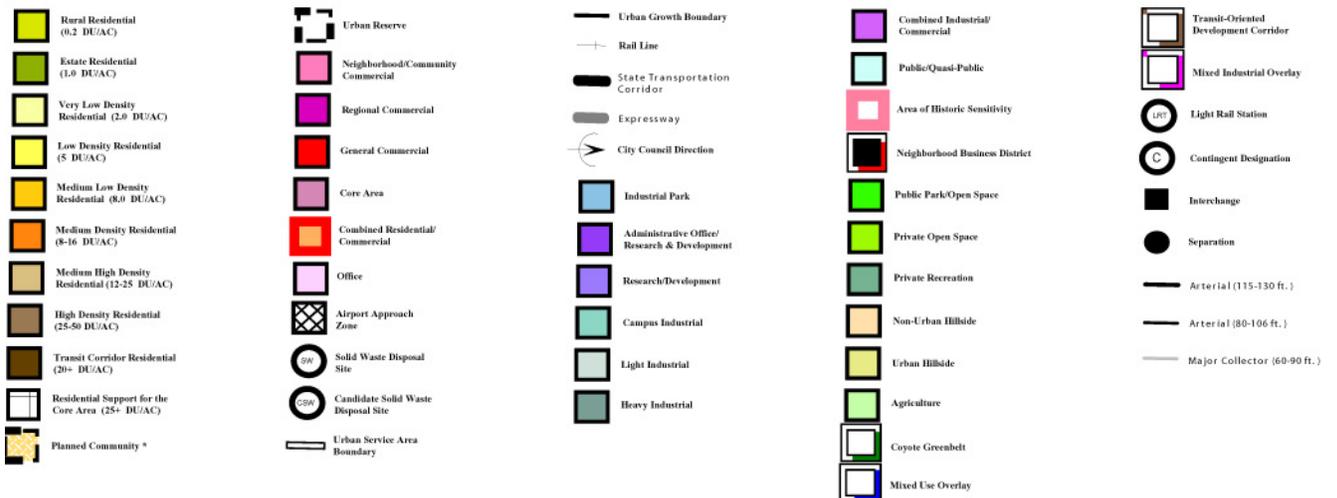
LEGEND

- Strong Neighborhoods Initiative Area Boundary
- Existing Parks and Open Spaces
- Public/Quasi-Public Use



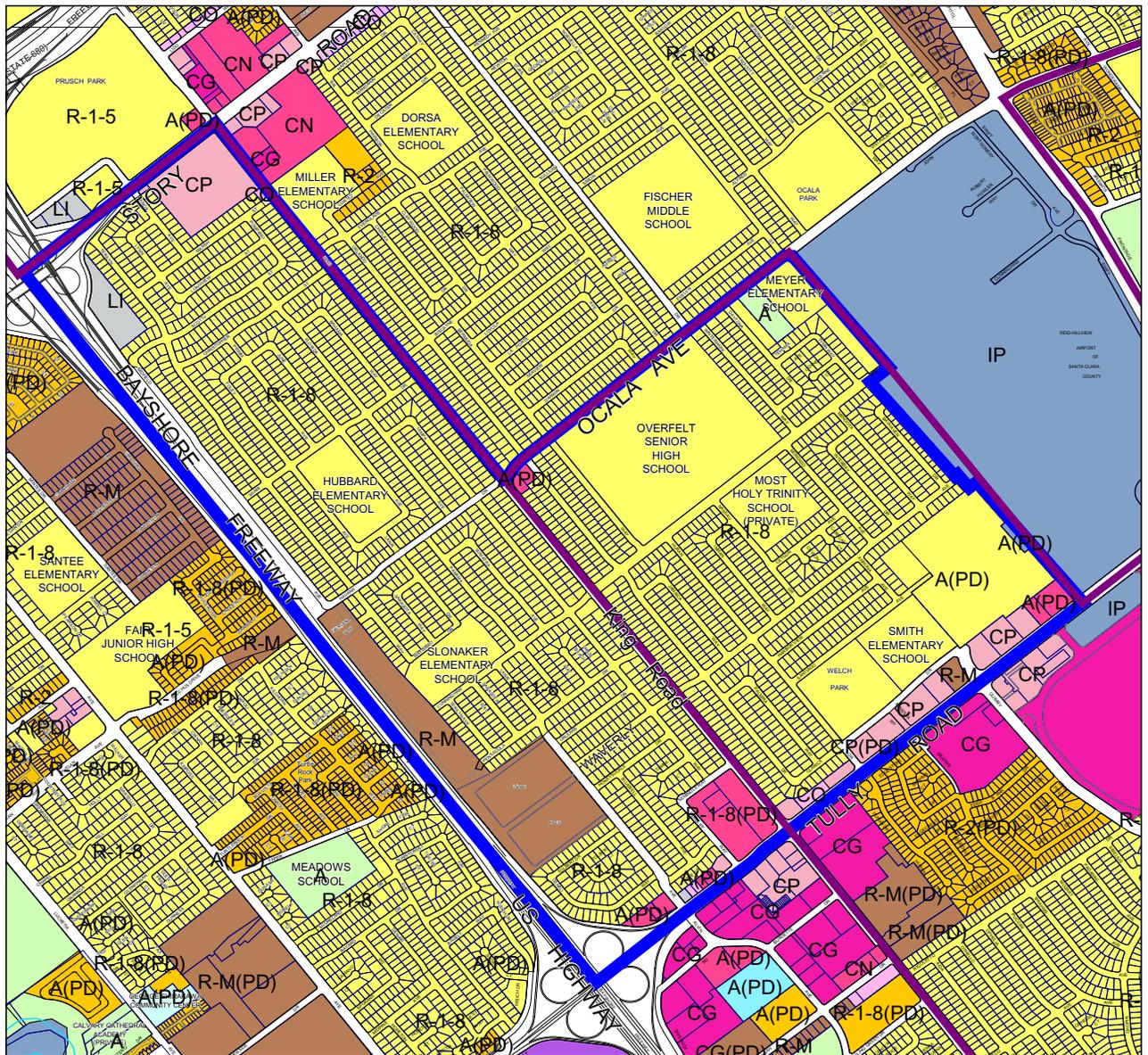
K.O.N.A. STRONG NEIGHBORHOODS INITIATIVE AREA

Figure 1



SAN JOSÉ 2020 GENERAL PLAN K.O.N.A. SNI PLANNING AREA

Figure 2



Zoning Districts

- OS.....Open Space
- A.....Agricultural
- R-1-8 }Single-Family Residential
- R-1-5 }
- R-1-2 }
- R-1-1 }
- R-2.....Two-Family Residential
- R-M.....Multi-Family Residential
- R-1-RR.....Rural Residential
- R-MH.....Mobilehome Residential

- CO.....Commercial Office
- CP.....Commercial Pedestrian
- CN.....Commercial Neighborhood
- CG.....Commercial General
- IP.....Industrial Park
- LL.....Light Industrial
- HI.....Heavy Industrial
- (PD).....Planned Development
(overlay district that is combined with one of the conventional zoning districts listed above, that allows any specifically approved use or uses)

Zoning Labels (Sample)

- A(PD).....Zoning District
- 93050.....Zone Change File Number
(e.g., PDC93-08-050)
- 34.0 DU/A.....Approved Residential Density
(dwelling units per acre)

Map Legend

-Zone District Boundary
-Historic District Boundary
(work requires Planning permit)
-Historic City Landmark
(work requires Planning permit)

K.O.N.A. SNI PLANNING AREA ZONING

Figure 3

Demographics²

According to the 2000 census, K.O.N.A. had a population of approximately 16,413. Also in 2000, the census recorded 3,075 households in K.O.N.A. with an average household size of 5.47 persons per household (ppH), considerably larger than the city's average of 3.2 ppH. The occupancy rate in 2000 was 99.5 percent, slightly higher than San José's 97 percent occupancy rate. The percent of owner-occupied units in 2000 was 64.8 percent, which is slightly higher than the Citywide 62 percent owner-occupancy rate.

The ethnic make-up of K.O.N.A. changed during the 1990s, becoming both more non-Hispanic Asian and more Latino. Persons of non-Hispanic Asian descent constituted 25.2 percent of the area's population in 2000. Persons of Hispanic origin made up 65 percent of the population in 2000.

In 2000, the median household income of K.O.N.A. residents was \$76,053. The citywide household income was \$73,804 in 2000. 33.5 percent of households in K.O.N.A. qualify as low-income or very low-income households, which is defined as an annual income below \$50,000. This is a lower rate of low and very low-income households than many of the other Strong Neighborhoods Initiative Areas.



² Strategic Economics. Strong Neighborhoods Initiative Benchmark Report. Berkeley, CA. January, 2002.

Assets and Challenges



The people in K.O.N.A. are one of the community's greatest assets

Assets are the existing characteristics of a neighborhood that can be capitalized upon to contribute to the overall quality of life and desirability of the neighborhood. Repeatedly, community workshop participants and Neighborhood Advisory Committee members described the people of K.O.N.A. as the community's strongest asset. K.O.N.A. is a diverse community with strong neighborhood organizations that are working hard on community-based neighborhood improvement efforts.

The planning process also illuminated many challenges for the community to face and overcome. These challenges are obstacles that can impede K.O.N.A. from realizing its vision for the future, and must be addressed as part of this planning process. As part of the Strong Neighborhoods Initiative process, the community has been working on developing solutions to overcome these challenges.

Assets

THE K.O.N.A. COMMUNITY

Throughout the planning process, community members have cited dedicated residents and the neighborhoods' strong community organizations as K.O.N.A.'s most important assets. There are organized community groups that contribute to planning and improvement efforts within the community, such as the NAC, PTA organizations at local schools, Tully Road Business Owners, Story Road Business Association, the TSO, PACT, the Lanai Cunningham Homeowners Association, and the Tropicana Neighborhood Association. Residents in K.O.N.A. are interested and involved in the well being of the community, as are the youth in the community as evidenced by



K.O.N.A. NAC members

their involvement in community issues. Neighbors are especially appreciative of those who have worked hard to make positive changes in the area by keeping their homes and property well-maintained or by contributing to neighborhood improvement projects.

LOCATION AND ACCESS

Set within the City of San José's bustling urban environment, K.O.N.A. enjoys convenient transportation connections and access to nearby cultural, recreational, and educational opportunities. Residents enjoy close proximity to various employment centers and have easy access to area freeways. K.O.N.A. residents are close to employment centers, as well as major commercial and retail destinations such as the Eastridge Mall.

Currently, K.O.N.A. is well served by public transit, mainly bus service that connects the area to other parts of the city. Neighborhood residents are looking forward to greater transit service in the future, as the Valley Transportation Authority (VTA), the county's transit service provider, will be extending the light rail line along Capitol Expressway with stops in close proximity to the area. There are proposed stops at Eastridge Mall, at the intersection of Capitol Expressway and Silver Creek Road, and another stop between these two locations in the vicinity of Neiman Boulevard. These additions will enhance an already strong feature within K.O.N.A.

RESIDENTIAL MIX AND NEIGHBORHOOD CHARACTER

K.O.N.A. has a diverse mix of residential types and styles. Areas of well-kept, single-family detached homes fill and surround the area. There is also a variety of old and newer multi-family apartment buildings in the area. Most of the units in K.O.N.A. are in good condition. However, a few older apartments and some single family homes remain in poor condition due to unresponsive or absentee landlords or property owners.



VTA bus route



Single family home in K.O.N.A.



There are multi-family housing options in K.O.N.A.

COMMUNITY FACILITIES

Welch Park is a major asset in K.O.N.A., with a tot lot and playing fields to serve children and adults in the area. Emma Prusch Park, while not within the K.O.N.A. Strong Neighborhoods Initiative

area, is located directly north of the community and provides an excellent recreational and educational resource.



Overfelt High School

Additionally, K.O.N.A. is home to several public elementary schools and a high school, as well as Most Holy Trinity Church and School. The elementary schools in the area provide homework centers and after school activities for students, and Overfelt High School also houses an adult education facility, as well as a health clinic. K.O.N.A.'s schools and churches not only serve as educational and religious centers, but also provide spaces for community gatherings and recreational uses. The Boys and Girls

Club is a non-profit organization with a location in K.O.N.A. The Club provides after school activities and programming for neighborhood youth.



Hillview Library

The Hillview Library is not located within the K.O.N.A. Strong Neighborhoods Initiative boundaries, but is located adjacent to the area and adds to the community by providing a valuable asset for children. The library offers a homework center, a computer lab, and storytelling; combined with its proximity to local schools, the library meets the needs of younger residents.

Additionally, the Resources for Families and Communities (RFC) Community House Office is located in K.O.N.A. on Sarasota Way. This non-profit organization provides support, services, and programs to build strong families in the community.

The City of San José has a Community Policing Center (CPC) that is located within the Tropicana Shopping Center. This Center provides many safety and security services and resources to the community, as well as providing a police presence in this area of K.O.N.A.

COMMERCIAL USES

K.O.N.A. is fortunate to have a range of neighborhood-serving commercial uses in different areas of K.O.N.A. There are several strip shopping centers along Tully Road, and many retail stores and restaurants at the Tropicana Shopping Center attract customers from the neighborhoods and region. K.O.N.A. is home to small family-owned businesses as well as larger chain stores and franchises, and many independently owned businesses that offer specialty services, such as ethnic food markets and restaurants. The Eastridge Shopping Mall is located directly southeast of K.O.N.A. This is a regional shopping center, with large retailers such as Macy's, Sears and J.C. Penney.



Commercial uses at the Tropicana Shopping Center

EXISTING PROJECTS

There are many improvement programs and projects that are funded and already underway in K.O.N.A. These improvements serve as important symbols to the area, since they provide a starting point for comprehensive neighborhood improvements, and indicate the City's dedication to work in partnership with the community to ensure continued neighborhood improvements. Following is a list of existing projects underway and a brief description of each one.

- **Traffic Calming Study.** Many traffic counts have already been conducted in K.O.N.A., and others are planned for the fall of 2002. Completing traffic counts and analysis is the first step to creating traffic calming improvements in the area.
- **Welch Park Restroom Improvements.** In November, 2002, construction began to renovate the restrooms at the community facility at Welch Park to comply with ADA and Title 24 accessibility requirements.

- **Boys and Girls Club Improvements.** The Boys and Girls Club is in the process of obtaining funding for improvements to the playing fields outside of the building, as well as for improvements to the facility itself.
- **Highway 101 Corridor Study.** Caltrans and the City are undertaking a study to analyze the Highway 101 Corridor between I-680/280 and Capitol Expressway to improve traffic flow and decrease congestion. This study includes improvements to the Highway 101/Tully Road interchange that serves K.O.N.A.
- **Light Rail Expansion.** The Valley Transportation Authority (VTA) currently has plans to expand light rail transit (LRT) near K.O.N.A. with a line running along Capitol Expressway.
- **Tropicana Shopping Center.** On August 27, 2002, the City Council approved a DDA (Disposition and Dedication Agreement) for the redevelopment of the southwest and southeast corners of King and Story Road, including the Tropicana Shopping Center. The City is in the process of creating a specific redevelopment plan for this area.
- **New curb cuts** to improve accessibility have recently been completed at the following intersections:
 - Huran Drive and Waverly Avenue (four corners)
 - Huran Drive and Harborview Way (two corners)
 - Clarice Drive and Kenesta Way
 - Huran Drive and Cunningham Avenue (two corners)
 - Cunningham Avenue and Mondingo Avenue (two corners)
 - Cunningham Avenue and Winterpark Avenue (two corners)
 - Cunningham Avenue and Mendota Way (two corners)
- **Field improvements** at Slonaker Elementary School were completed in the Fall of 2002



Field improvements at Slonaker Elementary School

Challenges

TRANSPORTATION AND CIRCULATION

Transportation and circulation issues are a major concern for the K.O.N.A. community. Residents feel that the amount and speed of traffic in their neighborhood impedes the pedestrian environment. Many neighborhood residents are concerned about the speed and volume of traffic on some neighborhood streets, particularly around Welch Park and neighborhood schools. Residents perceive that the cause of many of the area's transportation and pedestrian safety problems may be the large amount of cut-through traffic spilling onto neighborhood streets. Community members report that motorists seeking alternate routes may sometimes use residential streets to bypass congested highways and major arterials, thereby subjecting these neighborhood streets to high volumes of fast moving traffic.

Neighborhood residents would like a comprehensive traffic calming study to identify mitigations to traffic congestion and speeding in the area, particularly on the streets surrounding Welch Park and near neighborhood schools.

In addition to traffic issues, some of the sidewalks in the community are in need of repair and could benefit from ADA ramps. Community members have also identified the need to complete street improvements on the entire length of King Road, between Tully Road and Story Road.

PARKING

Parking is another central concern for the community. There is an overall lack of on-street parking, especially near apartment complexes. The K.O.N.A. area is experiencing overcrowding in many of the housing units, which leads to off-street parking shortages and other traffic impacts. With a shortage of parking spaces in apart-



Residents have identified the need for improvements on Cunningham Avenue

ment complexes, overflow automobiles may park on adjacent streets. To solve this problem, some residents have turned their lawns into parking areas. While this does reduce the strain of on-street parking, it is unsightly, and some residents feel that it contributes to neighborhood blight.



Commercial truck parking on a residential street in K.O.N.A.

Moreover, some people who are perhaps unable to afford maintenance of their automobiles abandon them on the street, further exacerbating the on-street parking problem. Another issue that exacerbates the parking problem is that of commercial trucks parking on residential streets, blocking views and monopolizing available parking spaces. This problem is most severe on Cunningham Avenue (across from Overfelt High School) and on Ocala Avenue.

OVERCROWDING

The entire Silicon Valley region has experienced a large population growth in the last decade due to the economic success of the high-technology industry. This population boom increased the demand for housing, which in turn caused housing prices to skyrocket. The region's lack of affordable housing forced many lower-income families to "double-up," in some cases with 12–16 people living in a 2-bedroom apartment or house in order to afford the rent. The average household size in K.O.N.A. is a very large 4.88 persons per household, compared to California's average of 2.87, and the national average of 2.59. Some K.O.N.A. residents have converted their garages into living spaces, to accommodate additional family members or friends. If these conversions were completed after February 2001, they are most likely illegal and should be reported to the Code Enforcement Division.

MAINTENANCE/CLEAN-UP

The residents of K.O.N.A. have identified several maintenance and clean-up issues that must be addressed in their neighborhoods. These issues include bulky-waste dumping on the streets and in public spaces, inadequate street sweeping due to illegally parked

cars, and unsightly appearance such as overgrown weeds and poorly maintained housing and property. Residents would like to encourage a better sense of individual involvement in the community, leading to better maintenance of property and a more developed amount of pride in residential upkeep. Additionally, there are many City programs that are already available to assist with neighborhood clean-up and to improve the appearance of residential properties. Community members would like to increase outreach and communication about existing programs in an effort to improve the appearance of the area.

SAFETY AND SECURITY

Safety and security are major concerns for the residents and property owners of K.O.N.A. While gang activity in the area has decreased, there is still fear among many residents of illegal drug sales and unsafe streets. Community residents would like to see increased security, additional gang abatement activities, improved police and code enforcement, and physical improvements such as lighting to increase safety in K.O.N.A. More specifically, neighbors would like to see a faster response time to issues at the Tropicana Shopping Center from the Community Policing Center. Residents are also concerned by the number of stray animals in K.O.N.A., and would like to see an improvement in animal control throughout the area. Additionally, while some residents view the Reid-Hillview Airport as a community amenity, others are concerned about perceived noise impacts that the planes generate.



Police presence at the Tropicana Shopping Center

COMMUNITY DESIGN/STREETScape

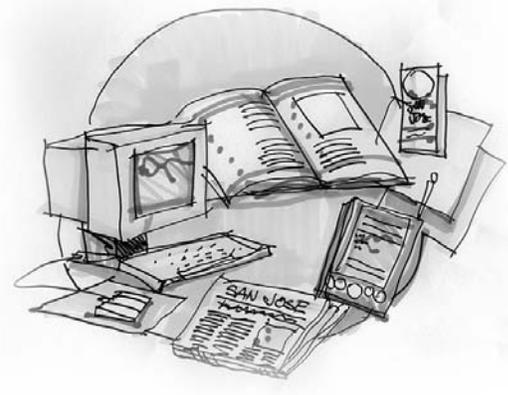
Residents feel that the overall appearance of K.O.N.A. detracts from its "quality of life" and livability. Many areas within K.O.N.A. are in need of landscaping enhancements, street trees, façade improvements, undergrounding of utilities, and improvement of curbs, gutters, and sidewalks. The community would like to implement landscaping improvements such as landscaped traffic medians and an overall street tree planting program to improve the appear-

ance and character of K.O.N.A. Neighborhood residents are also concerned about the appearance of houses in the community. Many residents are not aware of existing City programs that provide grants and low-interest loans to improve the condition of housing in Strong Neighborhoods Initiative Areas.

PROGRAMS AND COMMUNITY SERVICES

K.O.N.A. community members would like to have a range of programs and community services available to all neighborhood residents. While there currently are some offerings in K.O.N.A., the community has identified several areas that require improvements.

Affordable, quality childcare, for example, is difficult to find. Residents also expressed a desire for additional after-school programs for children of all ages, and English and computer classes for adults.



A key issue for K.O.N.A. residents is the need to provide programs and services in a variety of languages to serve all neighborhood residents, and to publicize these services. The challenge in many instances, however, is not a lack of services, but a problem with communication. Many residents do not know about the range of programs and services available to the community.

Improved outreach and communication between the community and service providers is essential. In the meantime, residents can call (408-277-4000) for information about City services and programs.

SCHOOLS

While residents have identified the schools in K.O.N.A. as valuable assets, they have also identified many challenges associated with improving the quality of the educational programming and the grounds and facilities of the schools. Community members would like to see improved landscaping and play areas at schools, as well as updated school buildings and facilities, including the pick-up and drop-off areas. An additional concern is the quality of the education at the public schools in K.O.N.A. Slonaker and Hubbard Elementary Schools received low standardized test scores, and would benefit from improved programming and additional parent-teacher coordination. While the City is limited in its ability to impact this issue, parents and other community residents have discussed the possibility of becoming better organized to work with the School District in making improvements.



Students at K.R. Smith Elementary School

COMMERCIAL LAND USES

Residents feel that the existing commercial areas in K.O.N.A. are in need of long-term improvement. For example, the Tropicana Shopping Center provides an excellent resource for the community, yet it would also benefit from significant physical improvements. This shopping center would benefit from improved landscaping, pedestrian connections, and façade improvements to provide a more attractive and functional retail experience. There are shopping centers in other parts of the city that are undergoing improvements, which can serve as an example for the Tropicana Shopping Center. In general, businesses in the area are eligible for the Redevelopment Agency's façade improvement and edge treatment programs. These could help address the design and revitalization issues of older commercial areas.



King Ocala Shopping Center

It is important for the community to continue to attract new businesses that provide goods and services not currently offered

in the area, or those that complement the existing uses in order to maintain the viability of the commercial areas in K.O.N.A. Additionally, K.O.N.A. would benefit from improved connections to the surrounding neighborhoods. Community residents would like to maintain and enhance the "sense of place" by establishing pedestrian friendly streets and gathering places connected to healthy and vibrant commercial centers.

K . O . N . A .

NEIGHBORHOOD
IMPROVEMENT PLAN

Goals

Goals

A set of goals serves as the overall framework for the K.O.N.A. *Neighborhood Improvement Plan*. Early in the course of the planning process, community members identified a vision for the future of K.O.N.A. The goals and approaches presented below were extracted, in no particular order, from the community's own vision for their area. They provide the foundation from which more specific actions for neighborhood improvement are derived.

GOAL A: Safe and Efficient Transportation, Circulation and Parking

Approach Ease traffic flow and speeding, reduce parking congestion, encourage public transportation use, and rehabilitate roads and sidewalks to enhance transportation and the pedestrian environment.

GOAL B: Inclusive, Well-maintained and Accessible Community Facilities and Programs

Approach Develop, repair, and maintain community-gathering places that house a variety of programs for people of all ages and ethnicities.

GOAL C: A Beautiful and Clean Neighborhood

Approach Create attractive and well-maintained streets, public spaces, housing, and landscapes.

GOAL D: On-going Communication and Community Involvement

Approach Establish new lines of communication between the City and residents and develop outreach methods to publicize community events and City programs and services.



K.O.N.A. community members at a workshop

GOAL E: Enhanced Neighborhood Development and Character

Approach Foster neighborhood development projects that are attractive, include locally owned businesses, and serve the diverse needs of K.O.N.A. residents.

GOAL F: A Safe and Secure Environment

Approach Utilize physical improvements, such as street lighting, along with programmatic elements including increased police presence in the area to maintain a safe and secure community.

Together the actions, policies, and investments described in the Strategic Action Plan section of this document aim to achieve the broader goals and objectives outlined above. For example, a number of actions are identified to improve street trees, landscaping, and appearance of public areas. Together, these address K.O.N.A.'s overall goal for creating a safe and beautiful place.

K . O . N . A .

NEIGHBORHOOD
IMPROVEMENT PLAN

Improvement Plan Concepts

Improvement Plan Concepts

During the Strong Neighborhoods Initiative process, community members and Neighborhood Advisory Committee members identified many ways to resolve neighborhood issues and create a more livable and attractive community. This chapter describes the major physical components and community programs that together make up the community's plan for achieving K.O.N.A.'s vision.

Improvement concepts are physical design or programmatic solutions used to address neighborhood problems and issues on a schematic level. In addition to these concepts, strategic actions are an integral part of the *Plan*. Strategic actions are the more specific methods of implementing community improvements. These are detailed in the Strategic Action Plan section of this document.

The neighborhood improvement concepts are based on the goals and objectives identified by community members through various NAC meetings and community workshops. These concepts address circulation, retail revitalization, and detail the major ideas for improving the physical appearance and image of the area, as well as improving programs and services.

The improvement concepts are organized into the following major categories:

- Circulation and Transportation,
- Parks and Community Facilities,
- Programs and Services,
- Neighborhood Beautification, and
- Retail Revitalization and Character.

The concept for Circulation and Transportation is comprised of designing solutions for traffic calming, parking congestion, and improved pedestrian access and safety. The Parks and Community Facilities concept identifies improvements for existing community

resources, and addresses needs for additional recreational facilities. The Programs and Services concept highlights new or expanded programs and services to support K.O.N.A. residents. The Neighborhood Beautification concept includes plans for landscaping, neighborhood amenities, and overall clean-up and maintenance strategies. The Retail Revitalization concept includes improvements for existing commercial facilities, and also highlights types of retail that the community would like to attract. Figure 4 graphically illustrates the overall neighborhood improvement concepts for K.O.N.A.



LEGEND			
	Existing Parks and Open Spaces		Strong Neighborhoods Initiative Area Boundary
	Public/Quasi-Public Use		Special Improvement Area
	Commercial Areas		Highway
	Vacant Land		Traffic Light
	Community Facilities		Priority Street Tree Planting and Landscaping Areas
	Fire Station		King Road Improvements
	Library		Potential Traffic Calming
			Potential Intersection Improvement



K.O.N.A. SNI IMPROVEMENT CONCEPT

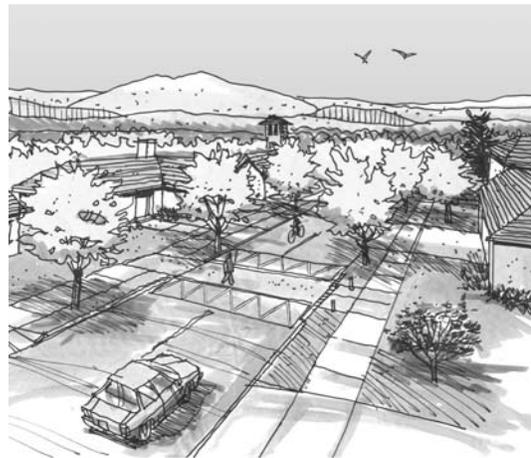
Figure 4

Circulation and Transportation

One of the central concepts of the *K.O.N.A. Neighborhood Improvement Plan* is improving circulation and transportation patterns throughout the area. Cut-through traffic, speeding and disregarding of stop signs, traffic and parking congestion, and poor pedestrian access are the primary issues perceived by residents in K.O.N.A. Another critical issue in K.O.N.A. is the lack of pedestrian-friendly routes around schools and other community facilities in the area.

Residents aim to improve traffic and vehicular and pedestrian access, reduce cut-through traffic and speeding, and improve the overall appearance and function of the streets through improved roadways, sidewalks, landscaping, and pedestrian amenities. Creating a safe and efficient circulation system in K.O.N.A. involves the following major improvement strategies:

- Conduct traffic studies focused on those streets identified by the community as experiencing cut-through traffic or speeding;
- Increase enforcement of speed limits and traffic regulations in the area;
- Enhance the pedestrian environment and accessibility throughout the area; and
- Explore methods to reduce parking congestion.



Traffic Calming

Some residential areas in K.O.N.A. experience a level of traffic volume and speed that residents feel detracts from the character of the area (please also see Top Priority Action #4, Evaluate reported traffic complaints, and address them with appropriate traffic calming measures.) The Department of Transportation has already begun to address many traffic-related issues in K.O.N.A. However, additional measures for potential traffic calming need to be evaluated by both

the City and residents for future action. Figure 5 illustrates the various traffic calming issues that neighborhood residents have reported, and the appendix to this *Plan* organizes the issues in a chart, with potential solutions indicated.

The majority of traffic-related issues reported by the community occur in the southern portion of the area between Ocala Avenue and Tully Road. A number of community resources, such as schools, religious institutions and the popular Welch Park are clustered in this area. Since these are frequent destinations for residents, traffic calming and comfortable pedestrian access are especially critical in this area.



A bulbout is an example of a traffic calming device

In particular, neighbors report that residential streets Seminole Way, Dixie Drive and Seacliff Way may be used as a short-cut circuit by motorists seeking to avoid traffic congestion and signals on King and Tully Roads. East of King Road, Cunningham Avenue, Huran Drive and Clarice Drive are often perceived to be used to access Tully Road and bypass the busy King/Tully intersection.

In general, residents perceive that the streets around Welch Park and K.R. Smith Elementary School (Huran Drive, Clarice Drive, and Santiago Avenue) experience high traffic volumes and speeding.



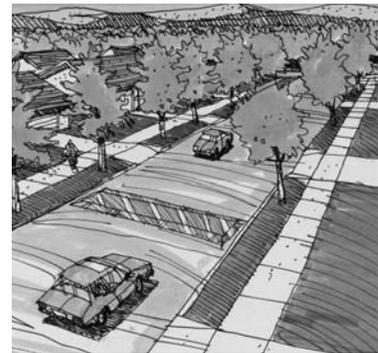
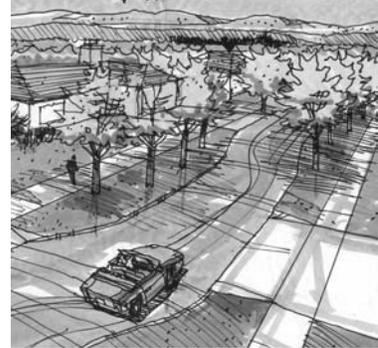
Cunningham Avenue is a wide street, which may benefit from traffic calming measures

Cunningham Avenue, which is home to Overfelt High School, Most Holy Trinity Church and School, and the Boys and Girls Club reportedly experiences high traffic volumes and speeding. Cunningham Avenue and Waverly Avenue are both wide streets, with few stop signs, and thus it is possible for motorists to build up speed on this street. Traffic calming devices such as medians and bulb-outs can possibly help to improve the pedestrian environment, and decrease the width of the street to discourage speeding traffic. These areas are par-

ticularly critical for creating a safe and comfortable pedestrian environment in the area, since they are home to many of the community facilities and resources.

Residents have also indicated that there is a high volume of traffic on several other neighborhood streets, including Terilyn Way, Orlando Avenue, and Winterhaven Avenue. A traffic issues matrix, which is an appendix to this *Plan*, indicates some areas of concern in K.O.N.A. with regard to traffic issues, and suggests residents' possible solutions for these problem areas. DOT will further explore these potential solutions, and coordinate with neighborhood residents to develop appropriate traffic calming solutions.

Traffic studies should be conducted in these areas of concern to determine a range of possible alternatives that might bring about the most successful traffic calming improvements. A public participation process should be initiated to review possible traffic calming measures so that residents most directly affected will be notified and encouraged to participate. Definitive traffic calming decisions will be made only with the participation of affected residents, property owners and neighborhood associations.



Artist's rendering of potential traffic calming options: chicanes, chokers; and/or traffic circles. Specific measures would be determined only after a traffic calming study has been conducted.

Enforcement

In addition to possible physical components that may be identified in the future to help tame traffic, programmatic measures are also an important part of a successful traffic calming strategy. Residents have reported that many motorists have a general disregard for posted speed limitations on residential streets, and in some cases, even ignore stop signs. Enforcement-related approaches that might be explored include: increased police presence during school commute hours (7:00 – 9:00 a.m. and 3:00 – 4:30 p.m.); more aggressive traffic regulation; use of NASCOP (Neighborhood Automated Speed Compliance Program); and installation of additional signage, such as speed limit, school zone, or truck weight limit/prohibition signs. Another strategy involves developing a public education campaign to communicate "zero-tolerance" for violations.



Speed limit enforcement is a critical part of traffic calming

Pedestrian Environment

An important neighborhood goal for the community is to provide pedestrian-friendly connections in the area with crosswalk, intersection and sidewalk improvements. The typical heavy volume of speeding traffic makes many intersections a challenge for pedestrian crossing, especially at major intersections along King Road, and

intersections frequently used by school children. Making improved connections across busy streets and creating stronger links through the area to schools, churches, and the neighborhood park will contribute to a more hospitable pedestrian environment. Improving the visibility of crosswalks, constructing new crosswalks (where needed), and using crossing guards (where warranted) near schools will support an improved pedestrian environment for children.



Example of a curb cut and painted crosswalk for pedestrian accessibility

Some sidewalks in K.O.N.A. are discontinuous or missing, and others have broken or cracked with age or are buckled from tree root damage. In some places

curbs, gutters and sidewalks may not have been designed to accommodate persons with disabilities, consistent with the Americans with Disabilities Act (ADA). These conditions can discourage walking in the area. K.O.N.A. NAC members and City staff are currently conducting an assessment to identify specific locations for potential improvement. Figure 6 illustrates areas in K.O.N.A. which residents feel could benefit from sidewalk improvements. (Please also see Top Priority Action #9, Repair broken and cracked sidewalks and complete the installation of ADA compliant ramps throughout the K.O.N.A. area).

Property owners are responsible for maintaining the sidewalk in front of their property. This responsibility includes the repair or replacement of damaged or displaced concrete. The City's Department of Transportation (DOT) conducts sidewalk inspections in response to citizen requests, or when City employees observe damaged sidewalks. In order to encourage the repair process, community members should report broken and cracked sidewalks to the City for inspection. Following an inspection, the DOT will then send a letter to the property owner to notify them about any required sidewalk repair. Damaged sidewalks must meet certain criteria in order to warrant requiring property owner repair. If a repair is required the property owner must obtain a no-fee permit for concrete repairs from the DOT. Information about property owners' responsibilities in repairing sidewalks should be widely distributed.

The City also has a grant program available to reimburse eligible property owners for the cost of sidewalk repairs. Since many property owners may not be aware of the grant reimbursement program, NAC members and the DOT should work together to publicize the grant program.

Residents are also encouraged to report locations where curb-cuts are needed by calling the DOT (408-277-4638).



Sidewalk repairs underway in K.O.N.A.



Parking

There is an overall lack of on-street parking in the area, especially near higher density multi-family housing complexes. Bay Area housing costs often require many families to share dwelling units so that the increased number of residents exceeds the available parking spaces allocated for each unit. Additionally, some residents living in single family homes have converted their garages into living spaces to accommodate additional family members or tenants. This is especially common in K.O.N.A.

In some cases, neighborhood residents operate businesses out of their homes, and clients or customers may park on neighborhood streets. There are also several instances of illegal auto repair business operated out of homes, illegal auto sales, and illegal parking of vehicles used for businesses (such as landscaping trucks and hauling equipment). These businesses also contribute to parking congestion in K.O.N.A.



Parking congestion on Lanai Avenue

Together, these conditions tend to restrict parking availability on nearby residential streets. Parking seems especially congested near the apartments on Lanai Avenue, on the streets surrounding Welch Park, and along Terilyn Way. The reduction of the number of people sharing apartments and rental units should be explored with landlords and property managers to help relieve parking congestion. Another creative strategy might be to investigate opportunities to use nearby underutilized parking areas for overflow parking through lease agreements or acquisition. Additionally, garage conversions in single family homes completed after February, 2001 are illegal and residents are encouraged to report these cases to the City of San José's Code Enforcement Division.

Because of the tight parking situation, motorists often violate parking regulations, parking on lawns, too close to corners and stop signs, and in front of crosswalks and sidewalk curb-cuts. Many abandoned vehicles have also been reported in the area. A stepped-up Code Enforcement effort will help regulate habitual parking vio-

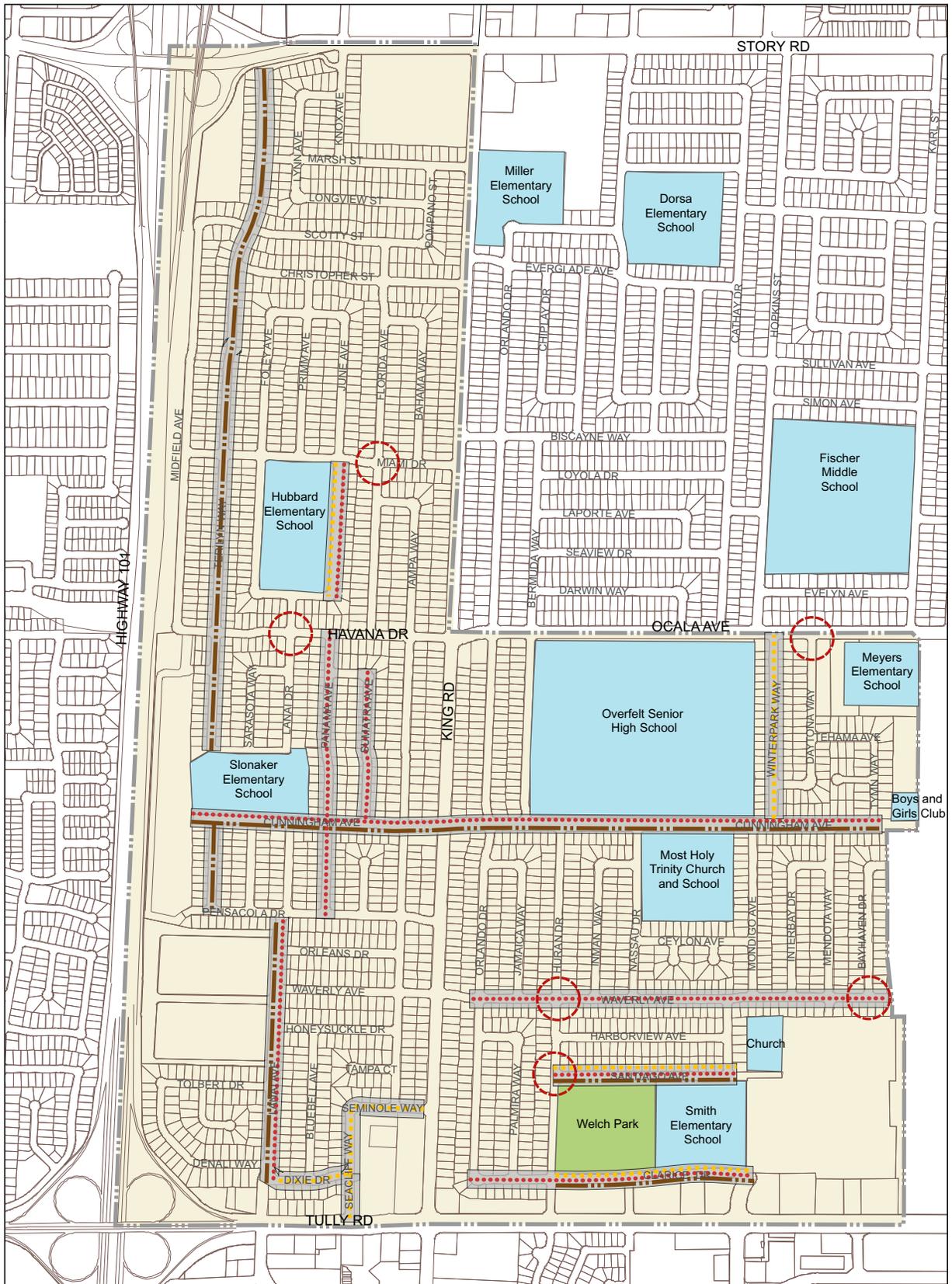
lations in the area. Installation of red curbs could be considered to emphasize the fact that cars should not park in particular areas.

Abandoned vehicles and illegal parking also interrupt regular street sweeping, making it difficult to keep the streets clean. Better publicizing the street sweeping schedule, installing street sweeping parking regulation signage and strongly enforcing regulations could help to resolve this conflict.

Commercial truck parking on residential thoroughfares further compounds parking problems in the area, monopolizing limited residential parking spaces and obstructing motorist visibility. Residents have identified Cunningham Avenue (across from Overfelt High School) and Ocala Avenue as streets where truck parking is most problematic. The appropriate parking restriction signage should be explored in these areas to prevent truck parking where possible. In addition, residents are encouraged to report these parking problems as they occur to Parking Enforcement (408-277-5545).



Truck parking on K.O.N.A. streets and property



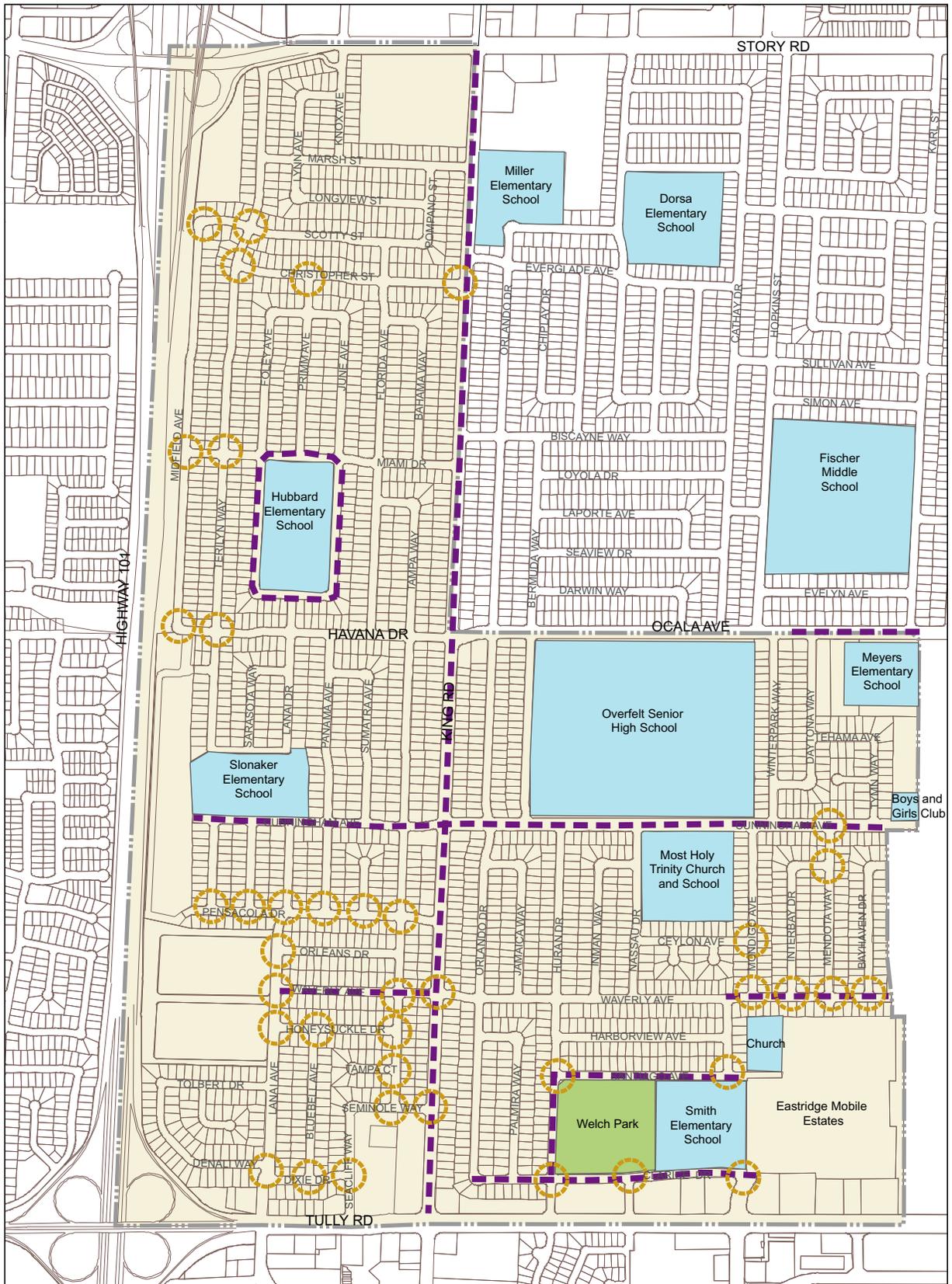
LEGEND

<ul style="list-style-type: none"> --- Strong Neighborhoods Initiative Area Boundary Existing Parks and Open Spaces Public/Quasi-Public Use 	<p>Traffic Issues to Address:</p> <ul style="list-style-type: none"> Speeding Congestion Cut-Through Traffic 	<ul style="list-style-type: none"> Proposed Intersection Improvements
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K.O.N.A. TRAFFIC CALMING CONCEPT DIAGRAM

Figure 5



LEGEND

- Strong Neighborhoods Initiative Area Boundary
- Existing Parks and Open Spaces
- Public/Quasi-Public Use
- Sidewalk Enhancements
- Potential ADA Curb-Cuts



K.O.N.A. PEDESTRIAN IMPROVEMENTS DIAGRAM

Figure 6

Parks and Community Facilities

K.O.N.A. residents value the community facilities in the area, including Welch Park, the Boys and Girls Club, schools and churches. In addition, K.O.N.A. residents also enjoy utilizing facilities that are proximate to the area, such as Prusch Park, Hank Lopez Community Center, and Hillview Library. A central focus of this improvement plan concept is to build on the existing resources in the area, and to expand and improve the existing community facilities.

K.O.N.A. residents envision community facilities within the area that serve all neighborhood residents, which are convenient and accessible, and which provide recreational and educational opportunities in a clean and well-maintained environment. Providing these facilities includes the following primary strategies:

- Improve Welch Park, including expansions to the community facility and parking strategies
- Complete improvements to the Boys and Girls Club grounds and facilities,
- Improve and maintain school facilities and grounds, and
- Pursue additional recreational opportunities in and near the area.

Welch Park

This concept (Figure 7) includes building on the existing resources at Welch Park to create additional recreational and cultural opportunities for youth and adults in the K.O.N.A. community (also see Top Priority Action #7, Improve Welch Park landscaping and lighting; expand the community facility; and explore options for providing additional parking).

LANDSCAPING AND EQUIPMENT

K.O.N.A. residents would like to improve the quality of the landscaping at Welch Park to create a more welcoming and comfortable

environment for community members enjoying the park. Additional large shade trees in the park, particularly in the center of the park near the picnic area, will help to create a cool, comfortable space in the park. Residents have also suggested installing additional picnic tables and a water fountain, which is particularly important for sports teams playing at the park. Community members also visualize a water feature in the park, to provide an additional recreational opportunity for neighborhood children. Additionally, community members would like to increase the feeling of security at the park. Installing additional lighting around the perimeter of the park and along the pathway in the center of the park will create a brighter, safer environment. Thematic decorative features, such as ornamental trashcans and lighting will also lend character to the park and improve the overall appearance.



ACCESS

K.O.N.A. residents have identified the lack of pedestrian access to Welch Park as an issue. Welch Park does not have pedestrian connections or crosswalks from any of the surrounding streets. A particular concern is the intersection of Santiago and Huran, which currently does not have a stop sign or a crosswalk. This precludes convenient pedestrian access to the park from this area of K.O.N.A. Additionally, neighborhood residents have suggested creating a pedestrian connection between K.R. Smith Elementary School and Welch Park. Although the two facilities are located next to each other, there is currently no connection between them.



Clarice Drive, in front of Welch Park

COMMUNITY FACILITY

The existing facility at Welch Park is a very small structure, containing restrooms and a small meeting room/classroom. K.O.N.A. residents envision an expanded community facility, with several



Existing community facility at Welch Park

multi-purpose meeting and event rooms, a kitchen, and an office for a PRNS staff person on-site.

PARKING

Currently, there is no dedicated parking area for Welch Park. As a result, the surrounding streets often experience parking congestion, particularly when adult sport leagues are using the sports fields. Community members have suggested several parking solutions, including constructing a parking area specifically for the park, creating diagonal parking on the surrounding streets, or pursuing joint use of the parking at K.R. Smith Elementary School.

Boys and Girls Club Improvements

The Boys and Girls Club, located at the eastern end of Cunningham Avenue, is a very popular resource for youth in the area. This facility provides a place for youth and teens in K.O.N.A. to enjoy after-school and summer recreational programs. Participants in Boys and Girls Club activities also have the opportunity to take part in leadership and life skills training.

One of the top priorities for K.O.N.A. residents is to improve the condition of the facilities and grounds of the Boys and Girls Club, in order to provide a more comfortable and attractive environment, and to support recreational and educational resources for neighborhood children. (Please also see Top Priority Action #3: Coordinate with the Boys and Girls Club to complete building renovations and rehabilitation, and improvements to the outdoor play and recreation areas). This concept includes overall renovations to the Boys and Girls Club building, such as a new central air conditioning and heating system; as well as improvements to the outdoor areas, such as new blacktop and playing field surfaces.



Boys and Girls Club

In addition to physical improvements, community residents would also like to increase opportunities for parents to be involved and volunteer at the Boys and Girls Club. This improvement concept also includes suggestions for maintaining existing programs at the Boys and Girls Club, including arts and crafts, cooking, athletic programs, health and life skills, summer programs, and math and science programs. K.O.N.A. residents have also suggested beginning woodshop and cooking programs at the Boys and Girls Club. These programs, along with physical improvements to the Boys and Girls Club, are essential components of creating an improved facility designed to promote and enhance the development of youth in the community.



Teen Lounge in the Boys and Girls Club

This improvement concept can also be tied to the improvement concepts for Transportation and Circulation, and Neighborhood Beautification. The Boys and Girls Club is located on Cunningham Avenue, which neighborhood residents feel is in need of traffic calming measures, particularly since Overfelt High School and Most Holy Trinity Church and School are also located on this street and residents have reported excessive speeding and traffic volumes in this location.

Additionally, the Boys and Girls Club is located across the street from a vacant strip of land, which often is used for illegal dumping. Undertaking a coordinated effort to improve the Boys and Girls Club grounds, as well as the surrounding areas will contribute to the overall appearance and image of the area. Community residents could participate in a beautification project with the Boys and Girls Club, such as a clean-up day, or a flower planting or landscaping project.



There are plans to resurface the blacktop area at the Boys and Girls Club

Schools

K.O.N.A. community residents would like to see significant improvements to neighborhood schools, both in terms of the facilities and grounds as well as educational quality. Improvements to neighborhood schools will help to improve the quality of life for children and families in K.O.N.A. (Please see Top Priority Action #5, Build partnerships with local schools to improve the appearance of school sites and the condition of recreation facilities).

During the planning process for the K.O.N.A. Strong Neighborhoods Initiative area, community members have specified several issues regarding neighborhood schools, including: poorly maintained facilities at Meyer, Slonaker and Hubbard Elementary



After school program at K.R. Smith Elementary School

Schools; a broken alarm system at Slonaker Elementary School, congested pick-up and drop off areas at elementary schools, and poor standardized test scores at several of the schools in K.O.N.A.

As part of an overall improvement concept for the schools in the area, K.O.N.A. residents would also like to see improvements to the quality of education at the schools, hiring of additional qualified teachers, and additional cultural programs and services offered at schools. In terms of physical improvements, neighborhood residents envision schools with improved landscaping, revitalized play areas, and well-maintained and attractive

school facilities and grounds. Some school improvements, such as educational programming, are beyond the scope of the Strong Neighborhoods Initiative planning process. However, Strong Neighborhoods Initiative funding can be directed towards physical improvements school facilities and grounds. Improvements which benefit the entire community, such as landscaping improvements or improvements to the recreation equipment at schools, should be given highest priority.

In addition to directing funding for physical improvements, building partnerships between community organizations, neighborhood residents, and schools is another method to achieve improvements at neighborhood schools. Potential partners that can work with schools and school districts to affect positive change include community members; neighborhood associations and organizations; senior citizens' groups, faith-based organizations; the Boys and Girls Club; and Parent-Teacher Associations (PTAs). These partnerships can help to benefit both the schools and the community. For example, partnerships will provide opportunities for parents to be more involved with the schools; neighborhood organizations can apply for grants and funding for school improvements; and community groups can help to coordinate a tutoring program between high school and elementary school students.



Covered bus shelter with seating

Additional Community Facilities

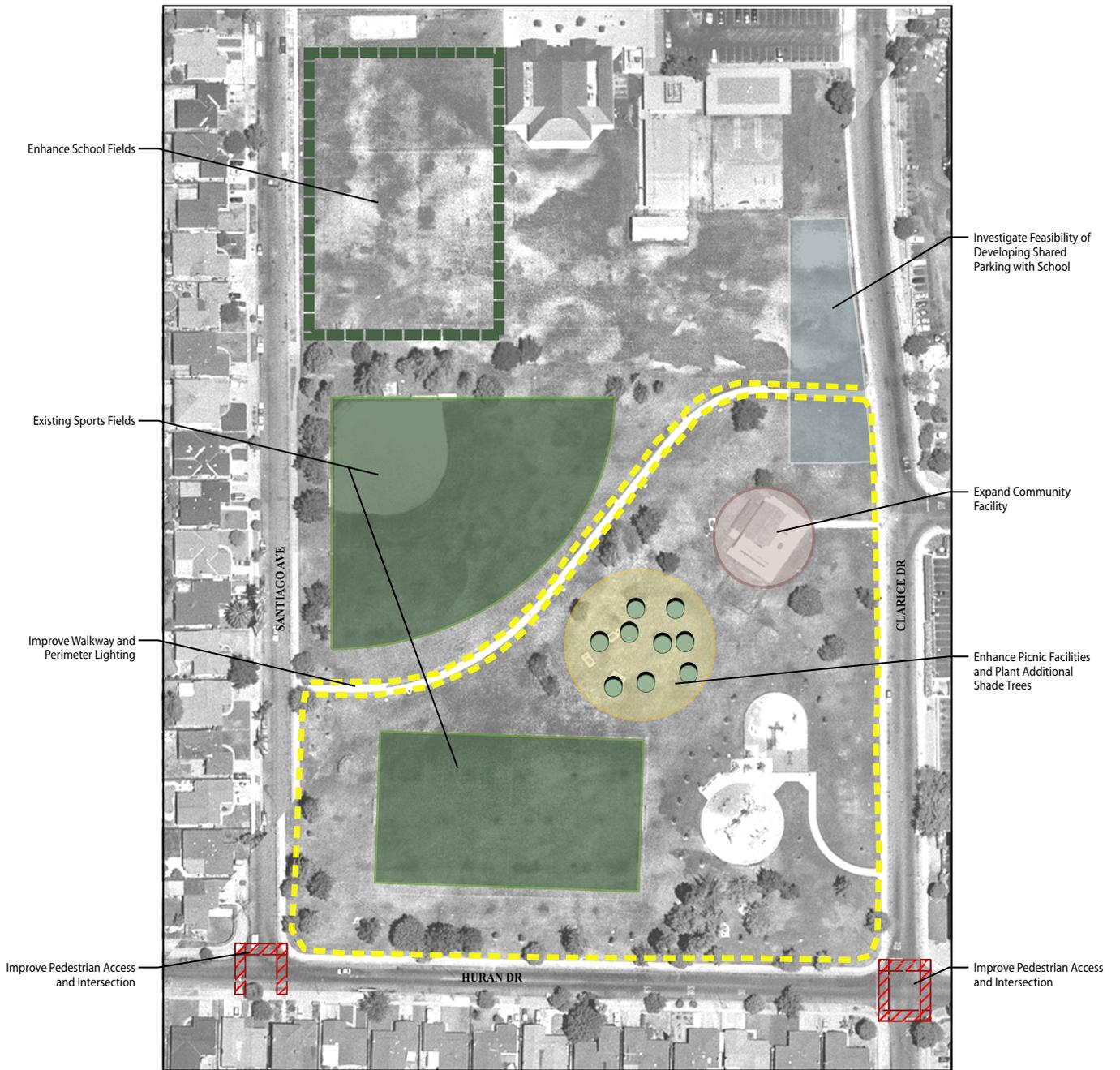
While Welch Park is the only park located within the K.O.N.A. Strong Neighborhoods Initiative area, there are several parks and community facilities located in close proximity to the area, which provide excellent recreational resources for K.O.N.A. residents. Emma Prusch Park is located directly north of the area, and is modeled as a farm park, with a barn, farm animals, and agricultural projects. The City is currently in the process of updating the Master Plan for Emma Prusch Park, and K.O.N.A. residents would like to be informed about the planning process. In many cases, K.O.N.A. residents may not be aware of the programs and resources available at Emma Prusch Park, and would like to see improved outreach and publicity about the park.

Additionally, community members had several specific suggestions about improving Emma Prusch Park, including improving pedestrian access to the park from the south side of Story Road. Improving the appearance of the park along its periphery will also contribute to the overall appearance and character of this area of the K.O.N.A. community.

Another resource located adjacent to the area is Hillview Park, which is located on the north side of Ocala Avenue. Hillview Park is currently home to Hillview Library, and Hank Lopez Youth and Senior Center. Increased outreach and publicity about these facilities will help to educate K.O.N.A. residents about these resources, and will expand opportunities for the area.



Hank Lopez Youth and Senior Center



PRELIMINARY WELCH PARK IMPROVEMENT CONCEPT

Figure 7

Programs and Services

During the neighborhood improvement planning process, K.O.N.A. community residents have identified several community programs and services that require improvement in order to serve all of the community residents. K.O.N.A. is a diverse community, with residents of all ages, including very young children as well as senior citizens.

Currently, the community feels that there are a lack of programs and services offered in K.O.N.A. to meet the needs of all residents. Specifically, residents have identified the need for improved health services for residents of all ages, for expanded cultural and educational programs offered in K.O.N.A., and for services and programs for children with disabilities. Residents also feel that in many cases, there is ineffective or lack of communication between community service providers (including the City) and residents; as a result, the community is often not aware of the programs available to them. In many cases, it is necessary to publicize the existing programs and services in several languages, and to widely distribute outreach material to ensure that it reaches all neighborhood residents.



K.O.N.A. NAC meeting participants

The Programs and Services Concept is comprised of several distinct components:

- Improve health services availability and access for K.O.N.A. residents
- Increase availability of neighborhood programs and services for children and adults in the area, and
- Widely distribute outreach material and information about existing programs and services.

Health Services

A key part of improving programs and services available to K.O.N.A. residents is to improve access to and availability of health services in the community. The aim of this priority action is to expand the delivery of affordable and accessible health care to all K.O.N.A. residents.

Improving health services in K.O.N.A. entails a multi-layer strategy. The first step in improving health services in K.O.N.A. is to conduct a needs assessment of the area to identify what types of health programs and services are needed in the area to meet the needs of the community. Exploring expansion of health services would be based on the results of the needs assessment.

Residents have specifically identified the need for expanded hours of service at nearby health clinics, and additional publicity about existing health services, such as the mobile public health and dental vans, and the pediatric clinic at Overfelt High School. A possibility for improving health services in K.O.N.A. is to expand the services offered at Overfelt to serve adults in the area, as well as children. An additional suggestion is to improve publicity and outreach about existing services, to help the community understand and be aware of the health services and programs already in place.

Youth Services

Many children live in K.O.N.A., and residents have identified the need for expanded programs and services to meet the needs of youth of all ages. Improved, affordable child care would provide a much needed service to parents of young children in K.O.N.A. Additional specific youth programs and services suggested by community members include additional after school programs, and after school and weekend recreational programs for junior high school youth in the area. Community members would also like to ensure that there are recreational and educational programs and services available to all children, including children with disabilities.



Day care center in the Eastridge Mobile Home Estates

Adult Services

Residents have identified a need for additional programs for adults in K.O.N.A. Specifically, community residents have suggested cultural and educational programs for adults, which should be publicized and offered in several languages, in order to reach the entire community. An additional adult service is a job center in the area. The job center can house computers with internet access, printers and copy machines, fax machines, telephones, and other equipment that neighborhood residents can utilize during a job search process. During the course of this planning process, a one-stop employment center offering these services opened next to the Mi Pueblo shopping center on the northeast corner of Story and King.



Program Accessibility

Often, a major barrier to community member participation in programs and services is transportation access. Convenient access to programs is critical in making them meaningful resources to the immediate community. In order to ensure maximum participation, programs need to be held within K.O.N.A. whenever possible.

Hosting programs and services at school and church sites in the area can be helpful in making participation more feasible for parents who travel regularly between home and these locations. However, even programs held within the area can be difficult to access, especially for residents who do not drive, or who do not own cars. For low-income residents who live along routes that are not well-served by public transit, alternative transportation services should be explored. For example, partnering with local taxi companies may be an opportunity to offer a convenient and affordable transportation alternative. Another transportation alternative to explore is a Dial-a-Ride van service, to provide rides to local programs for neighbor-

hood residents who might not have another form of transportation. Additionally, another alternative is to utilize neighborhood associations and organizations to match up residents needing rides with those who have cars and are able to offer transportation to their neighborhoods.

Outreach and Communication

The challenge in many instances is not a lack of services, but the effectiveness of communication. Many residents do not know about the range of programs and services available to the community. Improved outreach and communication between the community and service providers is essential.



Neighborhood Trouble Shooter Guide, available in English, Spanish, and Vietnamese

Neighborhood residents have identified several methods of improving communication about City programs. At regularly scheduled neighborhood association meetings, City staff could present details about programs and services. Since not all K.O.N.A. residents are available to attend neighborhood association meetings, selected neighborhood residents may act as representatives, or liaisons, to the greater community. These liaisons can coordinate with City staff to disseminate information about programs and services.

The Department of Parks, Recreation, and Neighborhood Services publishes the Neighborhood Troubleshooter Guide, which is a comprehensive guide to City services. The Guide includes an alphabetical listing of City services by category, (such as Recycling, Housing Issues, and Library Services), and is published in English, Spanish, and Vietnamese. Residents can obtain a copy by calling the Neighborhood Development Center at (408) 277-5350. The guide is also available on the internet at <http://www.ci.san-jose.ca.us/prns/ts.htm>. Another way to improve communication about programs and services is to distribute an information packet to new residents, which includes information about codes and regulations, City programs and services, important contact phone numbers, and other services offered by agencies and non-profit organizations.

In K.O.N.A., it is very important to publish information and to conduct outreach in several languages, including English, Spanish, and Vietnamese. There are many programs and services available in multiple languages, and so is it essential to publicize these services, and conduct outreach about the wide variety of programs and services in a manner that reaches all of the residents in K.O.N.A.

Neighborhood Beautification

K.O.N.A. residents take pride in having a clean, attractive and welcoming area. Improving the overall appearance of the area will help to increase the quality of life and livability of the community. Currently, K.O.N.A. would benefit from landscaping and streetscape enhancements, housing improvements, and general clean up and maintenance. Some areas of K.O.N.A. are experiencing excess debris and trash, overflowing dumpsters, stray shopping carts, graffiti, and illegal dumping of bulky waste items. Additionally, many streets in the area lack street trees and landscaping of park strips.

An overall neighborhood beautification concept includes several related strategies, as well as a partnership between the City and the K.O.N.A. community. One of the main strategies to improve the appearance of K.O.N.A. is to reinforce the pride that residents and property owners have in the area and in their homes and lots. There are many grant and low-interest loan housing programs available to neighborhood residents to make improvements to their houses and property, yet many residents may not be aware of these programs. Additionally, increased code enforcement efforts will help improve the appearance of neighborhood streets and public spaces. Code enforcement is the responsibility of the City, yet effective enforcement is also heavily reliant on involvement and interest of the residents.

This improvement concept is closely related to other improvement concepts in this *Plan*, such as Circulation and Transportation, Community Facilities, and Retail Revitalization and Character. Improvements in these areas will have a positive effect on overall neighborhood beautification. Many of the Neighborhood Beautification Concepts are programmatic. The programs work in conjunction with physical design solutions to improve the overall appearance of K.O.N.A.

Neighborhood beautification involves these main strategies:

- Improve landscaping and the street environment,
- Intensify neighborhood clean-up and maintenance efforts,
- Maintain strong code enforcement efforts in the area,
- Improve the exterior appearances of homes and yards, and
- Strengthen community involvement and neighborhood pride.

Landscaping and the Street Environment

Figure 8 represents areas for proposed landscaping improvements in K.O.N.A.

STREET TREE PLANTING

The Neighborhood Beautification concept includes planting additional street trees and landscaping in residential neighborhoods, as well as along King Road, which is the major north-south thoroughfare in the area. Some sections of K.O.N.A. residential neighborhoods already enjoy mature street trees, but many areas could benefit from new trees or infill trees to create attractive, shaded streets. Additionally, there are some trees in the area which residents have identified as inappropriate, difficult to maintain, or problematic, such as California live oaks and palm trees. An overall street tree planting plan will identify areas which would benefit from new street trees, or removing and replacing existing trees at the direction of the City Arborist. (See also Top Priority Action #8, Install additional trees and landscaping to improve the appearance of public streets in the area.)



A mature street tree canopy helps to create an attractive, shady street

Street tree maintenance and pruning is also an important component of creating a beautiful street environment in K.O.N.A. Currently, the City has a ten year tree pruning cycle. However, there are

some areas of K.O.N.A. that possess large, beautiful trees which require regular pruning (every 2 to 3 years) to ensure that they remain attractive elements of the landscape and do not become overgrown. Establishing an interim pruning cycle in K.O.N.A. could help to ensure that the trees do not become overgrown.

Planting trees in park strips along the public right-of-way on residential streets requires consent by adjacent property owners, who



There are several areas in K.O.N.A. which could benefit from street tree planting in park strips and additional landscaping

are ultimately responsible for care of street trees. The improvement strategy for developing tree-lined residential streets therefore, relies on property owners' willingness to take responsibility for planting and maintaining street trees under the legal requirements of the San José Municipal Code. Neighborhood associations and organizations in K.O.N.A. can take the lead in developing a neighborhood street tree planting plan that would identify locations for proposed street tree plantings, and coordinate with property owners to determine who would be interested in planting new street trees in front of their homes.

K.O.N.A. neighborhood associations and organizations should coordinate with the City Arborist's Office to determine appropriate tree species to plant in the community. The City Arborist's Office has developed a street tree planting list to ensure that new street trees will be compatible with conditions in the area.

A tree-planting event provides an opportunity for K.O.N.A. neighborhood associations and residents to work together and to make an immediate positive impact in the area. This type of event could be combined with another neighborhood social event, such as an Earth Day or Arbor Day celebration, or a neighborhood clean-up or beautification event.

San José Beautiful (a City program) and Our City Forest (a local non-profit organization) work with individuals and neighborhood groups to facilitate tree planting and neighborhood beautification

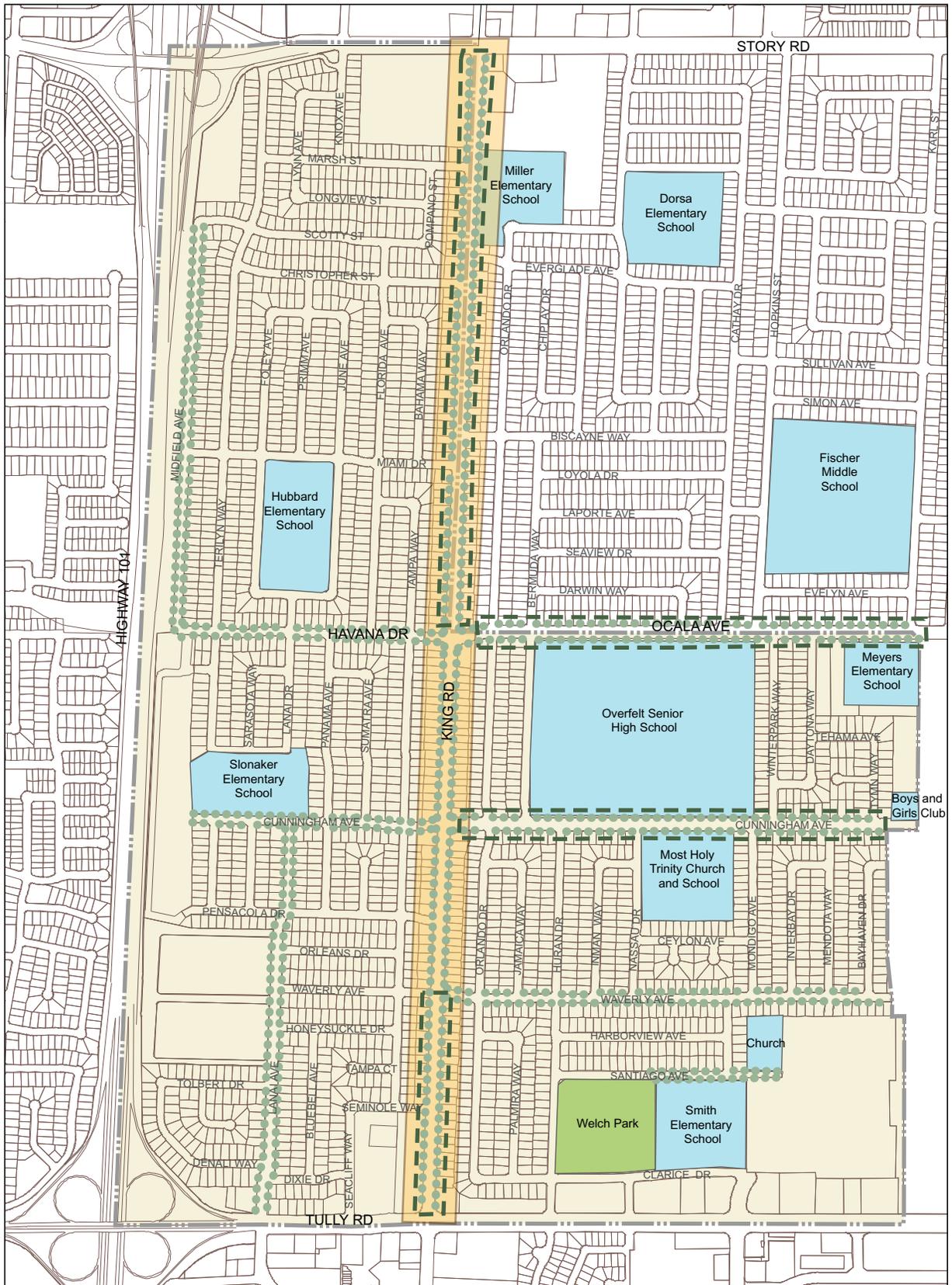
projects. Our City Forest provides site assessments, appropriate species selections, tree care plans, and necessary permits and clearances. Neighborhood associations and individuals are encouraged to call Our City Forest (408-99-TREES) and San José Beautiful (408-277-5208) directly to inquire about tree planting services and assistance.

There are several specific areas in K.O.N.A. that would greatly benefit from tree planting, including: Cunningham Avenue east of King Road, Ocala Avenue, Waverly Avenue east of King Road, Santiago Avenue in back of K.R. Smith Elementary School, and Lanai Avenue south of Cunningham, particularly in front of the apartment complexes.

MEDIANS/LANDSCAPE IMPROVEMENTS

In addition to street trees, landscape improvements can also be incorporated into the design of traffic calming components that might be developed in the future (as deemed appropriate), such as islands, medians, and bulb-outs/chokers.

K.O.N.A. residents have also identified major streets in the area which might be appropriate locations for medians, such as King Road, Cunningham Avenue, and Ocala Avenue. Residents would like to explore the possibility of constructing attractive, landscaped medians or other features on these streets, possibly in conjunction with traffic calming measures.



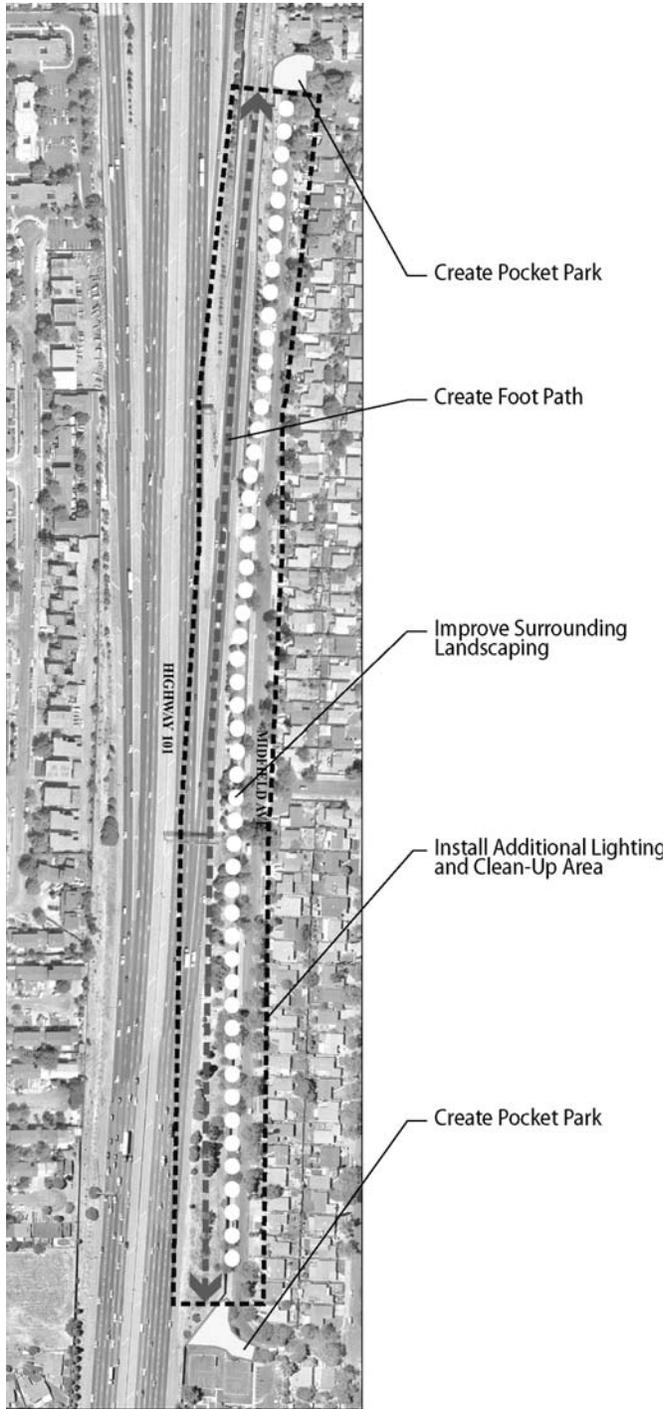
LEGEND

- Strong Neighborhoods Initiative Area Boundary
- Investigate Median Installations
- Existing Parks and Open Spaces
- Priority Street Tree Planting and Landscaping Areas
- Public/Quasi-Public Use
- King Road Improvements



PROPOSED LANDSCAPING IMPROVEMENTS

Figure 8



Proposed landscaping improvements for Midfield Avenue along the Highway 101 soundwall

MIDFIELD AVENUE IMPROVEMENTS

Neighborhood residents have also identified the area adjacent to the soundwall along Midfield Avenue in the western portion of K.O.N.A. as an area that could benefit from landscaping improvements. The southern portion of the site at the intersection of Midfield Avenue and Ocala Avenue is large enough to create a small landscaped area or pocket park, perhaps with a seating area and lighting. The site narrows as it goes northward, but it is wide enough to create a paved path, with attractive landscaping and lighting. The northern portion of the site, where Midfield Avenue intersects with Scotty Avenue, once again is large enough to create a small pocket park area. K.O.N.A. does not have large amounts of vacant land or opportunity sites, and the site on Midfield Avenue provides an opportunity to create a small, attractively landscaped recreation area in K.O.N.A. Nearby residents should consider working together to secure funding, perhaps through Community Action and Pride grants, to create and maintain these small recreation areas.

Neighborhood Clean-up and Maintenance

Residents have identified the need for overall neighborhood clean-up and continued maintenance as an essential element of creating a beautiful and welcoming community environment.

Visible accumulations of litter and large bulky waste items, stray shopping carts, inadequate street sweeping, and graffiti all detract from the visual quality and livability of a neighborhood. Lack of maintenance also creates a perception of resident disinterest or lack of pride that can attract crime in the area.

BULKY WASTE DISPOSAL

An issue of particular concern for K.O.N.A. residents is the inappropriate disposal of bulky waste items, such as furniture or large appliances. (Also see Top Priority Action #2: Implement a comprehensive strategy to reduce bulky waste in the K.O.N.A. Strong Neighborhoods Initiative Area). Seemingly unattended sites are often used as a dumping ground, such as the strip of land that is adjacent to the Reid-Hillview Airport, and the land that is adjacent to the Highway 101 soundwall along Midfield Avenue. More aggressive monitoring of these areas and timely response to dumping may help to curb illegal activities. Illegal dumping in the street right-of-way should be reported to the Department of Transportation (408-277-4373), and illegal dumping in other public areas should be reported to the Code Enforcement Department (408-277-4528).

A strategy for curbing illegal dumping where household bulky waste is concerned is to provide more opportunities to conveniently dispose of these items. Residents would like to initiate a City-sponsored program to pick up bulky waste items free of charge. Currently, the City offers the Recycle Plus program (408-277-2700) for disposal of household items. This program provides for an arranged pick-up of up to three large



Litter and illegal dumping detracts from K.O.N.A.'s image



Bulky waste is often dumped in the area around Hillview Airport

bulky waste items for \$19. However, low-income residents in the area may not be able to afford the fee. Neighborhood residents have suggested offering coupons or vouchers for free pick up, to discourage illegal dumping. Additionally, the Recycle Plus program should be widely publicized to ensure maximum participation.



Dumpsters become filled too quickly on clean-up days and can not accommodate bulky waste items

Another strategy for discouraging illegal dumping is to offer free "dump days", where residents can take their bulky waste items to a City dump, free-of-charge. There are many K.O.N.A. residents who may not have the appropriate transportation to haul their bulky waste items to the dump. To facilitate the free dump days, free transportation should be provided to the dump.

Neighborhood clean-up days, or "dumpster days" also provide an opportunity to dispose of bulky waste items. Council Districts already provides some clean-up days, but K.O.N.A. residents would like to see additional dumpster days in the area, perhaps sponsored by neighborhood associations and organizations. Additionally, often there are not enough dumpsters available at these events, and they fill up too quickly. Community members have suggested providing additional dumpsters, as well as different dumpsters for different types of items (such as mattresses, which quickly fill up dumpsters).

KEY CLEAN UP SITES

Neighborhood residents have identified the area adjacent to the Reid-Hillview Airport, south of the Boys and Girls Club as a site that requires neighborhood clean-up and attention. This area is owned by the Santa Clara Valley Water District, and is home to a drainage ditch. The drainage ditch accumulates litter, and this site is often used as a dumping ground for bulky waste items, such as furniture or appliances. Regular neighborhood clean-up efforts in this area, combined with additional attention and enforcement will help to ensure the cleanliness and maintenance of this area.



Litter in the drainage ditch across from the Boys and Girls Club

Neighborhood residents have also identified the Highway 101 interchanges with Tully Road and Story Road as areas, which require clean-up and maintenance. Reportedly, illegal dumping also takes

place in these areas, and litter and trash accumulate in the rights-of-way. Additionally, residents have identified homeless encampments as an issue at the Highway 101/Tully Road interchange. Caltrans is responsible for maintaining the areas at the Highway 101 interchanges. Neighborhood associations and organizations can coordinate with Caltrans to conduct clean-up efforts and events focusing on the interchange locations. In addition, plans have been scheduled to improve the interchange at Tully, which may help improve the situation.

Organizing more clean-up events around K.O.N.A. will improve the overall cleanliness and image of the area. Holding community pride projects (clean-ups, neighborhood plantings, block parties) throughout the area also provides the benefit of allowing residents the opportunity to meet one another, and to build their skills and interest as neighborhood stewards. The Neighborhood Development Center recently developed a "how-to" guide titled Let's Talk Trash, which outlines the process for organizing a neighborhood clean-up event. This guide is a valuable resource, especially for neighborhood associations who have never run a clean-up event. The Neighborhood Development Center, Council Offices, and Code Enforcement Officers could also be instrumental in facilitating clean-up events.



PIGEON CONTROL

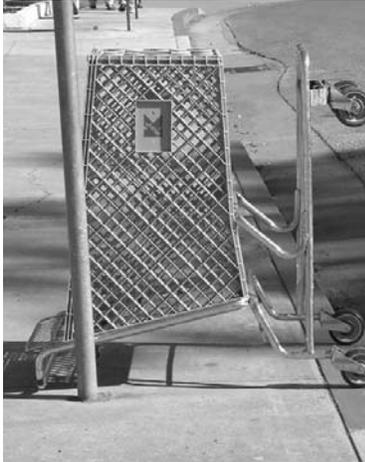
The shopping center at the northwest corner of the intersection of King Road and Tully Road experiences a large volume of pigeons in the parking lot, on the building roofs, and on the awning alongside the parking lot. County of Santa Clara Vector Control, City staff, and business and property owners should work together in a collaborative effort to address the pigeon problem at this shopping center.

STRAY SHOPPING CARTS

K.O.N.A. residents have identified abandoned shopping carts as an unattractive problem in the area, and as a symptom of blight. Carts



Too many pigeons can create a public health hazard



Abandoned shopping carts create a visual issue in K.O.N.A.



Before (above) and after (below) graffiti clean-up in K.O.N.A.



are often abandoned on sidewalks or in park strips, or in public areas such as school playgrounds. Taking shopping carts off-site is usually the result of residents who do not own cars relying on the carts as a means to transport groceries by foot.

Business owners, property owners, the City and the County should work together to address the shopping cart problems, specifically at the Albertson's site. A community meeting focused on the stray shopping carts would be beneficial in exploring possible solutions, and will alert neighborhood residents to the issue. Additionally, the City's Code Enforcement Division provides a list of merchants that sell portable shopping carts at a reduced cost to customers who need them to transport groceries. The City also has a program coordinated with local grocery stores to retrieve stray shopping carts. Neighborhood residents are encouraged to call the City's Call Center (408-277-4000) to report stray carts. An additional solution is enforcement of the City's Shopping Cart Ordinance, which requires stores in the area more responsibility in terms of keeping track of the carts, and ensuring that customers do not remove them from parking lots without permission.

GRAFFITI CLEAN-UP

Graffiti clean-up is an ongoing program that K.O.N.A. residents would like to see continued in the area. The City's Neighborhood Action and Anti-graffiti programs have made positive contributions to neighborhood beautification efforts. These programs are active and successful because of volunteer support. The Neighborhood Action program (408-277-4133) is offered by the San José Police Department, and it teaches residents to monitor public nuisances, drug and gang related nuisances, and blighted properties. The Anti-graffiti program (408-277-2758) aims to prevent and remove graffiti through education, eradication, and enforcement. The group can remove graffiti in the public right-of-way. While residential and commercial property owners are responsible for removing graffiti from their property, they can receive advice and free paint from the anti-graffiti program. Encouraging rapid community response to graffiti and recruiting additional volunteers for these programs will

help to reduce graffiti in the area.

Enforcement and Regulations

Community residents have identified increased code enforcement efforts in K.O.N.A. as a method of improving the overall appearance of the neighborhood and reducing blight (see also Top Priority Action #6, Strengthen Code Enforcement efforts in the neighborhood). Increased enforcement efforts in K.O.N.A. can address many of the visual problems in the area, such as illegal dumping, citing and removing abandoned vehicles, illegal businesses (such as auto sales and repairs), and illegal fences in residential areas.

One method of proactively increasing enforcement is assigning a Code Enforcement Driveway Team to tour K.O.N.A. and identify code violations. This approach utilizes a combination of education and enforcement to reduce code violations. Prior to a tour, all residents receive a letter of notification about the upcoming tour, and a description of codes. Residents then have time to correct any violations before the assigned tour. If violations are observed during the tour, courtesy warning letters will be sent to property owners advising them to make the necessary corrections by a specified date. Inspectors will then revisit sites after the compliance date, and any violations that have not been corrected may be subject to an Administrative Citation with fines generally ranging from \$75 to \$100.



Improving code enforcement requires a partnership between the Code Enforcement Division and neighborhood residents. It is essential that K.O.N.A. residents have a working knowledge of the codes and regulations applicable to the area, and that there is open and continuous communication between neighborhood residents and enforcement officers. Residents should be encouraged to contact code enforcement with complaints and questions about violations in the area, but it is essential that residents first understand the City

regulations and the code enforcement process. Developing a citizens' guide to code enforcement and City codes may be helpful in educating residents about their responsibilities, and describing how residents can contribute to neighborhood beautification. This guide should be produced in several languages, and can be distributed door-to-door throughout the area to target properties that could benefit from information about improving conditions of properties and avoiding code citations. The citizens' guide to code enforcement should also contain information about tenants' rights, and ensure anonymity in complaint reports to help neighborhood residents feel more comfortable about reporting potential code violations.

In order to improve City response to code enforcement violations in K.O.N.A. and to take a more proactive approach to increasing code enforcement, the City can explore the option of hiring additional enforcement officers to serve the K.O.N.A. community.

Residential Revitalization

K.O.N.A. is a primarily residential area, with predominantly single family homes, and several apartment complexes on Lanai Avenue. Many of the homes in K.O.N.A. are attractive and in good condition, yet some of the homes are in need of repair and improvements. Neighbors would like to improve the conditions of homes that are deteriorating, and would also like to ensure attractive landscaping and fences in the area.

The City offers a new housing rehabilitation program that is available to property owners and low to medium-income homeowners and/or tenants in Strong Neighborhoods Initiative areas, which provides grants and no-interest and low-interest loans to qualifying property owners for exterior and interior improvements. (See also Top Priority Action #1, Improve the appearance of residential areas in K.O.N.A. by maximizing the use of the City's Housing Improvement Program for Strong Neighborhoods Initiative areas). The objectives of this program are to have an immediate, positive visual impact on the area; to provide incentives for homeowners to make improvements; and to support the livability and maintenance of neighborhoods, including the supply of housing. This rehabilitation program focuses on targeted areas in the neighborhoods to maximize visual impacts of the improvements. The grants and loans are available for exterior visual improvements including front door repairs, fencing, front yard landscape and irrigation, driveway and on-site walkway repairs, painting, and available for interior improvements. This program is designed to be an all inclusive, "one stop shop" for housing improvement programs, since it combines exterior and interior improvements, and is applicable to a wide range of housing improvements.



Qualification for the Home Improvement Program is based on income level. Homeowners whose gross annual income does not exceed Santa Clara median-income level adjusted for family size are eligible for the program. Low-income residents can qualify for both an exterior improvement grant of \$25,000, and an interior improvement grant of \$15,000. Median-income residents can qualify for an exterior grant of \$25,000. Grants do not require re-payment. If the costs of the necessary repairs exceeds the grant amount, the City offers no-interest or low-interest (3%) loans. The following chart indicates the eligibility criteria for receiving the funding (as of October, 2002):

Household Size

	1	2	3	4	5	6	7	8
Low-Income	51,950	59,400	66,800	74,250	80,200	86,100	92,050	98,000
Median-Income or Less	67,200	76,800	86,400	96,000	103,700	111,350	119,050	126,700

The City's Strong Neighborhoods Home Improvement Program is an excellent resource for property owners to improve the safety and visual quality of their property, yet many residents are not aware of the programs, or do not know if they would qualify. Creating an aggressive outreach strategy for distributing information about these housing rehabilitation programs may help target neighborhood residents who could benefit most from this type of program. An outreach strategy would include distribution of application materials and information at neighborhood association meetings, door-to-door contact throughout the neighborhoods, and marketing the program at neighborhood events. The NAC has expressed interest in leading an outreach program to help market the Strong Neighborhoods Initiative Housing Improvement program for K.O.N.A. residents.

Developing housing rehabilitation application seminars could be instrumental in helping property owners complete and submit applications for City rehabilitation loans and grants. Neighborhood associations can also assist housing revitalization efforts by identifying properties in their area that could benefit from the programs and sharing information with those property owners and tenants.

Community Pride and Involvement

Community pride is an essential element in creating a beautiful neighborhood. If residents and property owners have a sense of pride and ownership in K.O.N.A., and feel a sense of community, they will be more likely to work together to beautify the public spaces of the area, and to take an active role in improving their own property. Another means of instilling and maintaining neighborhood pride is to initiate an awards program to encourage and recognize exceptional efforts in home and landscape improvements in the community. An awards program could be developed through neighborhood associations in partnership with the City. Tenants and homeowners alike could be eligible for awards. Recognizing neighborhood achievements in home revitalization and for improving the appearance of public spaces also provides opportunities for neighbors to meet one another and for neighborhood associations to recruit new members.

Additionally, housing rehabilitation projects and neighborhood clean-up efforts help to spur on members of the community to improve their own property, and creates an overall atmosphere of investment and community pride.

Retail Revitalization and Character

This improvement concept includes a commercial revitalization strategy to enhance the appearance of commercial shopping centers in K.O.N.A. Additionally, a central issue for K.O.N.A. residents is



Improvements are underway at the Tropicana Shopping Center

attracting and supporting locally owned businesses that are family oriented, and serve the needs of the community. Improving the appearance of commercial shopping centers will provide several benefits for the community, including increased overall attractiveness and ambiance, a greater sense of neighborhood pride, increased commercial and retail vitality, and improved property values. Successful retail revitalization in K.O.N.A. involves a combination of attracting new retail services to the area, and improving the condition of existing commercial areas.

Retail Services

As opportunities arise to add new retail uses in the commercial centers in the area, residents would prefer to see additional family oriented uses locate here, such as family restaurants, a movie theater, and locally owned businesses.

In order to help support a more family-oriented environment, K.O.N.A. residents would like to reduce the number of liquor licenses in the area for liquor stores and restrict restaurants that function as bars.

Residents had identified the vacant Albertson's on the northwest corner of King and Tully Road as a potential redevelopment opportunity. However, during the planning process, a Lucky 7 supermarket opened at this location, and one of the supermarket business

owners has been closely participating in the Strong Neighborhoods Initiative planning process. This supermarket not only helps to meet the needs of neighborhood residents, but also serves the greater community.

In an effort to strengthen the family-friendly nature of the community, residents have also suggested holding annual festivals or neighborhood events, with the coordination of local merchants. An annual festival would serve the joint purposes of providing a family-oriented activity for the community, and would also increase the involvement of local merchants and business owners.

Commercial Revitalization

Healthy retail environments are clean, safe, convenient, and attractive places to do business. The community values its close-to-home, neighborhood-serving retail services. Residents hope to revitalize existing retail, making it more attractive, functional, and serving families in K.O.N.A.

There are several commercial areas in K.O.N.A. which are of concern to the area, including the Tropicana Shopping Center (at the southwest corner of King Road and Story Road), the shopping center containing the former Home Base building (at the southeast corner of King Road and Story Road), and the small commercial center at the intersection of southeast corner of King Road and Ocala Avenue. (Please also see Top Priority Action #10, Make short term and interim security and aesthetic improvements in the King and Story shopping areas.)

Many improvements to the retail areas in K.O.N.A. are already underway. The Tropicana Shopping Center is currently undergoing façade improvements, and the Home Base building (which is not located within the



King-Ocala Shopping Center

K.O.N.A. Strong Neighborhoods Initiative area), is scheduled for demolition in January, 2003. The Redevelopment Agency is working with a developer to construct a new retail plaza at the Home Base site.



The empty Home Base building is scheduled for demolition in January, 2003

Methods of enhancing commercial areas include façade improvements, more appealing signage, convenient pedestrian access to storefronts, landscaping improvements of commercial and shopping center parking lots, perimeters, building areas, and pedestrian routes. Community residents, neighborhood merchants, and City staff members should coordinate to prioritize improvement strategies for commercial areas in K.O.N.A.

Safety at commercial areas in the area can be increased with additional lighting in shopping centers, as well as with additional security patrol. Residents would like to increase involvement and response of the Community Policing Center (CPC) at the Tropicana Shopping Center to improve the security in this retail area.

K . O . N . A .

NEIGHBORHOOD
IMPROVEMENT PLAN

Strategic Action Plan

Strategic Action Plan

Over the course of the planning process, community members identified many actions and policies that would, if implemented, bring positive changes to the area. This chapter presents the Strategic Action Plan, an overall approach to achieving the community's shared vision to improve the area. A "strategy" is defined as a set of policies, actions, and investments that together achieve a broader goal. This section of the *Plan* describes these policies, actions, and investments as they relate to the goals established by the K.O.N.A. community.

This *Plan* serves as K.O.N.A. residents' vision of improvements and priorities for enhancing the area. Many of the improvements suggested, however, do not currently have funding available. Where funding is immediately available for improvements, or is not significantly required, City staff, community members and other potential partners can move expediently toward implementation. Where funding is currently unavailable, the *Plan* provides direction, highlighting where City staff and community organizations might focus their efforts in seeking funding for high priority improvements.

There are several funding sources that could be utilized to implement the Strategic Action Plan. First, a minimum of \$120 million in Redevelopment funding will be available to share among all 20 of the Strong Neighborhoods Initiative areas. This \$120 million can only be spent within the Redevelopment Area boundaries and only for physical improvement projects. However, Redevelopment dollars are not the only source of funds for the projects desired by the K.O.N.A. community. Community Development Block Grants (CDBG) and the City's Capital Improvement Program (CIP) are also traditional means of obtaining funding for neighborhood improvement. Other potential funding sources have been identified for each of the actions that make up the Strategic Action Plan.

The chapter is organized into three sections:

1. "Top Ten" Priority Actions

The "Top Ten" Priority Actions are a list of 10 priority actions that were identified by the community as their priority due to their particular importance to the community, and their high potential for bringing about positive change in the area. Each priority action is described in detail, providing the necessary information to begin implementation.

2. Action Matrix

The Action Matrix lists all of the improvement actions desired by the K.O.N.A. community. The list includes large and small tasks alike, from improving Welch Park to educating residents about existing City programs and resources. The matrix also lists the priority level (high, medium or low), implementation timeframe (immediate: 0-18 months, short: 0-3 years, medium: 4-6 years, long: 7+ years, or ongoing), responsible parties (including lead City Departments and additional partners), key City Service Area and potential funding sources for each action.

The Action Matrix is organized by the goal areas listed below (described further in the Neighborhood Improvement Goals section presented earlier):

- GOAL A** Safe and Efficient Transportation, Circulation, and Parking;
- GOAL B** Inclusive, Well-Maintained and Accessible Community Facilities and Programs;
- GOAL C** A Beautiful and Clean Neighborhood;
- GOAL D** Ongoing Communication and Community Involvement;
- GOAL E** Enhanced Neighborhood Development and Character; and
- GOAL F** A Safe and Secure Environment.

3. Implementation

The implementation section details how the actions will be accomplished, and how the goals of the *K.O.N.A. Neighborhood Improvement Plan* will be realized.

Top Ten Priority Actions

Actions are the "how to" steps of the *Plan*, that will, if implemented, bring positive changes to K.O.N.A. The "top ten" priority actions represent the improvements that the area is most committed to implementing. These will serve as an action agenda or guide to the implementation process that defines where time, resources and money will be focused. Resource constraints make it impossible to implement all of the actions at once. Rather, early resources should be focused on the actions that matter most – the projects that will make the most tangible difference to residents and local businesses given existing resources.

This section details each of the priority actions identified by the community. The top ten priority actions were selected from the full Action Matrix, which contains over 100 specific actions for improving K.O.N.A. and is included in this chapter. Priority actions were identified by community members at workshops and refined by NAC members based on one or more of the following criteria, which give an indication of the project's likelihood for successful implementation and neighborhood improvement:

- **Project Cost:** Will the project provide a return on investment? Is the benefit well worth the cost?
- **Funding Availability:** Is funding currently available to implement the project?
- **Time Frame:** Can progress be made within a reasonable time frame?
- **Ease of Implementation:** Is the project a "quick win"-a short-term project that will keep the process moving forward and gain momentum for neighborhood improvement?
- **Catalytic Effect:** Does the project have the potential to have broad ranging positive impacts on the overall quality of the area? Would investment in this project help initiate or encourage other improvements?
- **Visibility:** Will the project create a visible improvement to the area and send a positive message to the community?

- Community Support: Is there strong community consensus around the project?
- Inclusiveness: Does the project consider the need to accommodate a maximum number of people in the area?

The community members, through community workshops and Neighborhood Advisory Committee meetings, provided input on how these priority actions should be implemented. The actions are described in more detail on the following pages.

The list on the next page represents neighborhood improvements that received the most support from the community. They are arranged in order of the level of support each garnered, beginning with the highest priority action. This does not necessarily reflect the order in which they should be implemented, however, since other factors, such as available funding and ease of implementation, can drive the implementation process.

For example, the approved City Budget or other funding sources may allow immediate funding for specific types of improvements. Although the community may have specified this type of improvement as a lower priority than some others, this type of improvement could be coordinated right away, regardless of whether the other priority actions have been completed. Some actions, such as sidewalk repairs, may require only a short time frame to complete, while others, such as improving the Boys and Girls Club facility, will take much longer. In any case, K.O.N.A. desires that steps be taken right away to move forward on as many of the action items as is possible.



During the Implementation phase, these actions may be periodically re-examined and priorities reset based on existing conditions and past accomplishments.

1. **Improve the appearance of residential areas in K.O.N.A. by maximizing the use of the City’s Housing Improvement Program for Strong Neighborhoods Initiative areas.**
2. **Implement a comprehensive strategy to reduce bulky waste in the K.O.N.A. Strong Neighborhoods Initiative area.**
3. **Coordinate with the Boys and Girls Club to make improvements to the existing building and outdoor recreation facilities.**
4. **Evaluate reported neighborhood traffic complaints, and address them with appropriate traffic calming measures.**
5. **Build partnerships with local schools to improve the appearance of school sites and the condition of recreation facilities.**
6. **Strengthen code enforcement efforts in the area.**
7. **Improve Welch Park landscaping and lighting; expand the community facility; and explore options for providing additional parking.**
8. **Install additional trees and landscaping to improve the appearance of public streets in the area.**
9. **Repair broken and cracked sidewalks and complete the installation of ADA compliant ramps throughout the K.O.N.A. area.**
10. **Make short term and interim security and aesthetic improvements in the King and Story shopping areas.**

1 *Improve the appearance of residential areas in K.O.N.A. by maximizing the use of the City's Housing Improvement Program for Strong Neighborhoods Initiative areas.*

ISSUE

One of the main assets in K.O.N.A. is the high quality housing stock. Residents have reported that many homes in the area are in disrepair, and could benefit from rehabilitation and renovation, both to the exterior and interior of the homes. Improving the appearance of housing in K.O.N.A. will help to improve the character of the community as a whole. There are City Housing programs to provide assistance to homeowners to improve the appearance and condition of their homes, yet many K.O.N.A. residents are not aware of these programs.

DISCUSSION

The San José Housing Department has a Home Improvement Program that is available to homeowners in Strong Neighborhoods Initiative areas. The program provides strong incentives for homeowners to improve the appearance and condition of their homes by providing grants and no-interest and low-interest loans to qualifying homeowners for interior and exterior improvements. The objectives of this program are to have an immediate, positive visual impact on the area; to provide incentives for homeowners to make improvements; and to support the livability and maintenance of the area by improving the existing supply of housing.

Qualification for the Home Improvement Program is based on income level. Owner occupants whose gross annual income does not exceed Santa Clara median-income level adjusted for family size are eligible for the program.

There is a wide range of improvements that are eligible under this Home Improvement Program, including improvements to the exterior and the interior of homes. Examples of exterior improvements include roof replacement/repair; exterior paint; landscaping and irrigation; private walkways and driveway repairs; fencing; and exterior front and garage doors. City staff are available to provide direction and assistance on exterior and interior repairs. In order to ensure that improvements and repairs are in keeping with the character of the area, the K.O.N.A. NAC can establish guidelines for exterior improvements.



K.O.N.A. housing stock is a valuable community resource

Currently, the main barrier to K.O.N.A. residents applying for the Home Improvement Program funding is that it is a new program, and many K.O.N.A. residents may not be aware of the program, or may not be aware of the procedure to apply for a grant or a loan. The NAC, community members, and City staff can all play key roles maximizing the effectiveness of the Housing Improvement Program. A housing subcommittee, comprised of NAC members, can identify priority areas within the community, which could most benefit from the Housing Improvement Program. After identifying priority areas for the improvement program, the K.O.N.A. NAC subcommittee should target outreach to homeowners in the identified priority areas.

K.O.N.A. NAC members are encouraged to hold meetings for their neighbors, or for their community associations or organizations, about the Housing Improvement Program, and Housing Department staff can attend the meetings to give presentations about the program and application process.

Housing Department Staff and K.O.N.A. NAC members can also help neighborhood residents to fill out the grant and loan applica-

tions, and Housing Department staff members are also available to provide neighborhood residents with advice and guidance on choosing a contractor to complete repairs and renovations. The Housing Department could hold a training session for NAC members on filling out the grant and loan applications for the Housing Improvement Program. The NAC would then be able to help other residents to fill out the applications. Additionally, a small resource group comprised of NAC members and Housing Department staff could meet with homeowners on an individual basis to help fill out applications, and to answer questions about available programs and funding.

Community members suggested providing grant and loan applications at a central location in K.O.N.A., such as at the Community Coordinator's office at the RFC house. Grant and loan applications, and information about Housing Improvement Programs can also be distributed at neighborhood events, such as fairs or festivals.

K.O.N.A. residents are also encouraged to call the Housing Department (408-277-8403 or 408-277-8406) to ask questions about the program, request assistance in filling out an application, or check on the status of a submitted application.

The overall cost for this priority action is unknown at this time. The amount of funding needed will depend on the success of the outreach program.

ACTION STEPS

- A. Form a housing subcommittee for the K.O.N.A. implementation NAC.

Timing

Immediate-term (0-18 months)

Responsibility (lead responsibility is in bold)

K.O.N.A. NAC

Department of Parks, Recreation and Neighborhood Services

- B. Prioritize areas in K.O.N.A., which could most benefit from the Housing Improvement Program and identify a demonstration project in K.O.N.A. to kick-off the program and show immediate results in the community.

Timing

Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

Housing Department

- C. Hold community meetings to provide information about the Housing Improvement Program, beginning with areas identified in Action Step B.

Timing

Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

Housing Department

Neighborhood Residents and Property Owners

- D. Periodically provide outreach information to all neighborhood residents, particularly those in areas that could most benefit from the program.

Timing

Immediate-term/Ongoing

Responsibility

K.O.N.A. NAC

Housing Department

Code Enforcement Division

- E. Provide Housing Improvement Program information and grant applications at locations in K.O.N.A. where community members can conveniently pick them up, such as at NAC meetings, the RFC house, and area fairs and events.

Timing

Immediate-term (0-18 months)

Responsibility
K.O.N.A. NAC
Housing Department

- F. Provide assistance for community members in filling out grant and loan applications.

Timing
Immediate-term/Ongoing

Responsibility
Housing Department
K.O.N.A. NAC

- G. Apply for grants and loans for home improvements and repairs.

Timing
Immediate-term/Ongoing

Responsibility
Neighborhood Residents and Property Owners
K.O.N.A. NAC
Housing Department

- H. Inspect properties to determine the extent of repairs and improvements needed, and the cost of work to be completed.

Timing
Immediate-term/Ongoing

Responsibility
Housing Department

- I. Provide funding to neighborhood residents to complete home improvements and repairs.

Timing
Immediate-term/Ongoing

Responsibility
Housing Department

J. Complete home improvements and repairs.

Timing

Immediate-term/Ongoing

Responsibility

Neighborhood Residents and Property Owners

K.O.N.A. NAC

BENEFITS

Improving the appearance of housing in K.O.N.A. will help to improve the overall appearance and character of the area, will help to enhance the neighborhood's image, and will encourage private investment in the area.

PROJECTS UNDERWAY

- The Housing Improvement Program is in place for residents in the Strong Neighborhoods Initiative areas.

2 *Implement a comprehensive strategy to reduce bulky waste in the K.O.N.A. Strong Neighborhoods Initiative area.*

ISSUE

K.O.N.A. residents have experienced problems with excess debris, overflowing dumpsters, stray shopping carts, and illegal dumping on some neighborhood streets and at some apartment buildings and commercial establishments. Bulky waste, such as old mattresses, couches, and broken appliances are often discarded in front yards, side yards, and on the sidewalks and in public spaces where they are clearly visible from neighborhood streets. Additionally, residents have identified the need for additional dumpsters on dumpster days. There are often not enough dumpsters available to accommodate the trash disposal needs of the area. In addition to the lack of dumpsters on dumpster days, residents sometimes place bulky waste items in dumpsters, which then become filled too quickly and are not able to accommodate other trash items.



DISCUSSION

Community members often accumulate large, bulky household objects that are excluded from traditional trash and recycling collection. Many residents do not have the resources or ability to load or transport such items to a dump. There are several strategies which will help address the disposal of bulky waste items in K.O.N.A.

K.O.N.A. residents have also identified the need for additional dumpsters at the dumpster days to accommodate bulky waste items. Another strategy for dumpster days is to provide bins for separate items at dumpster days, such as for mattresses. This will allow more room in the dumpsters for other items. Neighborhood associations or organizations may be a resource to sponsor clean-up days, in addition to the clean-up days that are regularly scheduled by the Council offices.

The City's Recycle Plus program currently offers a bulky waste pick up service . This service includes a pick up for three items for \$19 for residents in single family homes. However, many residents may not be aware of this service, and it should be widely publicized and advertised to K.O.N.A. residents. Additionally, there are some residents who may not be able to afford the \$19 charge for bulky waste pick up. In this case, the City should consider offering vouchers or

coupons for low-income residents who are unable to afford the charge, and have bulky waste pick up items to dispose.



Illegal dumping often occurs in the area adjacent to the Hillview Airport

The City should also sponsor an ongoing program to allow community members who only have one or two bulky waste items to coordinate with neighbors to share a pick-up, since the service includes disposal of three bulky waste items. A City staff person or a K.O.N.A. NAC member or community member could act as a contact person, to help organize sharing pick-ups.

Another strategy to reduce the amount of bulky waste in the area is to investigate the potential of holding a metal appliances recycling pick up day, where residents can dispose of metal appliances, which can then be compacted together and recycled.

In addition, there are a number of clean-up related information and hotlines available. Outreach and advertising for these lines should be improved, and information about these resources should be communicated to the community through a variety of channels and in several languages:

- The Recycle Plus program (408-277-2700) for disposal of large household items;

- Contact information for reporting illegal dumping: illegal dumping in the street right-of-way should be reported to the Department of Transportation (408-277-4373) and illegal dumping on private property should be reported to K.O.N.A.'s Strong Neighborhoods Initiative Code Enforcement Inspector (408-277-4528)

The overall cost for this top priority action item is \$20,000.

ACTION STEPS

- A. Initiate an ongoing City-run program in K.O.N.A. that provides free of charge coupons for pick-up of bulky waste items which are generally excluded from traditional waste collection.

Timing

Ongoing/Immediate-term (0-18 months)

Responsibility

Environmental Services Division

K.O.N.A. NAC

K.O.N.A. Residents and Property Owners

Department of Planning, Building, and Code Enforcement
Division

Redevelopment Agency

Districts 7 and 8 City Council Offices

- B. Initiate a City sponsored program to facilitate neighbors to coordinate sharing bulky waste pick-ups.

Timing

Immediate-term (0-18 months)

Responsibility

Environmental Services Division

K.O.N.A. NAC

Department of Parks, Recreation, and Neighborhood Services

- C. Investigate the potential of having a metal appliances recycling pick-up day.

Timing

Immediate-term (0-18 months)

Responsibility

Environmental Services Division

K.O.N.A. NAC

Department of Planning, Building, and Code Enforcement

Redevelopment Agency

Districts 7 and 8 City Council Offices

- D. Improve outreach/advertising for bulky waste pick-up related information hotlines.

Timing

Ongoing/Immediate-term (0-18 months)

Responsibility

Environmental Services Department

K.O.N.A. NAC

- E. Pursue opportunities for funding for additional dumpsters to accommodate additional bulky waste items at each neighborhood clean-up event.

Timing

Ongoing/Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

Districts 7 and 8 City Council Offices

Department of Planning, Building, and Code Enforcement

Department of Environmental Services

Department of Parks, Recreation and Neighborhood Services

BENEFITS

An improved bulky waste collection system system is a cost-effective strategy to increase neighborhood beautification, livability, and foster a sense of pride in the community. Furthermore, by encouraging residents, property and business owners, and City Staff to work together, the process provides a great opportunity to build partnerships and ultimately a stronger K.O.N.A. community.

3 *Coordinate with the Boys and Girls Club to make improvements to the existing building and outdoor recreation facilities.*

ISSUE

The Boys and Girls Club provides an excellent resource for the youth in the K.O.N.A. community, yet the facilities, grounds, and recreational areas are in need of renovation and rehabilitation in order to continue to provide programs and services for K.O.N.A. youth.

DISCUSSION

One of the overall goals for K.O.N.A. is to provide high quality community facilities and programs for all community residents. The Boys and Girls Club is a valuable resource for children and families in the area, and the community members envision working together with

the organization to complete improvements and strengthen the facility. Some of the major program areas offered at the Boys and Girls Club include the Intel Computer Clubhouse and Music Studio, an after school homework center and tutorial program, a leadership program, a health and life skills program, arts and crafts, summer programs, and sports and recreation programs. Community residents would like to ensure that the Boys and Girls Club is



able to continue providing these high quality programs, and also suggested a woodshop and cooking programs as new program areas to pursue. In order to continue to provide these programs and expand the programs offered for K.O.N.A. youth, the Boys and Girls Club facility and outdoor recreation areas require significant renovation and rehabilitation.

Neighborhood residents and Boys and Girls Club staff members have identified potential improvements, including major refurbishment and rehabilitation of the building and renovations to the outdoor

recreation facilities. Desired building improvements include new doors and doorframes, new carpeting, repairing the wall panels in the gymnasium, and a new air conditioning and ventilation system. These improvements will help to create a more comfortable and modernized play and learning environment for the children attending programs at the Boys and Girls Club.

Renovations to the outdoor recreation facilities at the Boys and Girls Club are necessary to increase the range of programs and services offered at the facility. Currently, the children do not play on the blacktop area since the surface is cracked and uneven. Additionally, the playing fields behind the building has uneven turf and many bare spots, and is not usable for sports or recreation. Both areas need to be refurbished. Another means of supporting more use of the outdoor recreation area is to construct outdoor serving restrooms.



The ballfield at the Boys and Girls Club needs to be resurfaced

Community members identified the need for additional street lights at the end of the cul-de-sac in front of the Boys and Girls Club. While this improvement is not on the Boys and Girls Club property, the City, K.O.N.A. residents, and the Boys and Girls Club can work together to install additional lighting.

The Boys and Girls Club is a non-profit organization, and is not directly funded by the City. However, Redevelopment Agency funding can be directed to the Boys and Girls Club. The cost of total repairs and renovations which have been identified by the Club and area residents is approximately \$1.74 million. The Boys and Girls Club is currently in line to receive CDBG (Community Development Block Grant) funding in the amount of \$750,000, which, if awarded, could be used to cover the cost of resurfacing the playing fields and blacktop areas. In addition to this amount, the Boys and

Girls Club has developed a master plan that includes additional improvements to the grounds and the facility in the amount of \$990,000. This amount would address the improvements identified by community residents. Of the \$990,000 required, a private donor has pledged \$490,000. The Boys and Girls Club thus has a shortfall of approximately \$500,000 to complete the improvements to the grounds and facilities.

The overall cost for this top priority action item is approximately \$1,740,000.

ACTION STEPS

- A. Verify that improvement plans match community expectations, and that CDBG and private funds are available as expected. Confirm the intended use of the \$200,000 for gap funding.

Timing

Immediate-term (0-18 months)

Responsibility

Department of Parks, Recreation, and Neighborhood Services

Redevelopment Agency

Boys and Girls Club

K.O.N.A. NAC

Department of Planning, Building and Code Enforcement

- B. Upon the successful confirmations in Action Step A, allocate funding to the Boys and Girls Club to complete the improvements to the grounds and facility.

Timing

Immediate-term (0-18 months)

Responsibility

Redevelopment Agency

Department of Planning, Building and Code Enforcement

K.O.N.A. NAC

- C. Complete the design and construction documents for the Boys and Girls Club facility and recreation areas.

Timing

Medium-term (4-6 years)

Responsibility

Boys and Girls Club

Redevelopment Agency

Department of Parks, Recreation, and Neighborhood Services

- D. Bid and contract the project.

Timing

Medium-term (4-6 years)

Responsibility

Boys and Girls Club

Redevelopment Agency

Department of Parks, Recreation, and Neighborhood Services

- E. Construct the Boys and Girls Club improvements.

Timing

Medium-term (4-6 years)

Responsibility

Boys and Girls Club

Redevelopment Agency

Department of Parks, Recreation, and Neighborhood Services

BENEFITS

Improvements to the Boys and Girls Club will help create a complete, full service facility for the youth in the area. The proposed improvements will help maintain community pride, and will also provide a safe and comfortable community facility for children to

participate in educational and recreational programs.

PROJECTS UNDERWAY

- The Boys and Girls Club has a Master Plan outlining planned improvements to the grounds and facility. Additionally, CDBG and private funding is pending for improvements to the outdoor recreation areas and to the building.

4

Evaluate reported neighborhood traffic complaints, and address them with appropriate traffic calming measures.

ISSUE

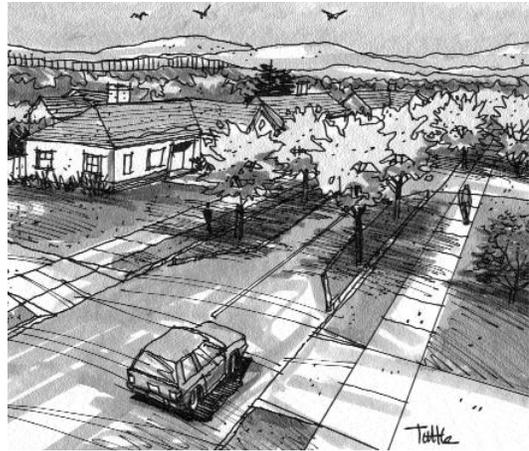
K.O.N.A. residents report that some of their residential areas experience cut-through and speeding traffic that detracts from the character of the area and creates difficulty in crossing streets and accessing schools and community facilities. The Department of Transportation has already begun to address many traffic-related issues in K.O.N.A. However, additional locations and measures for potential traffic calming need to be evaluated for future action.

DISCUSSION

An appendix to this *Plan* outlines the community's traffic complaints, and the Department of Transportation's preliminary responses. Analyses should be conducted for each of the traffic issues listed in the appendix to determine possible traffic calming improvements. A public participation process should be initiated to review possible traffic calming measures in each area. Any definitive traffic calming decisions should be made only with the active participation, review, and approval of affected residents, property owners and neighborhood associations.

Cut-through and speeding traffic might be addressed using a combination of enforcement, education, and traffic engineering measures. For example, one approach might include installing additional stop signs and increased police presence; more aggressive deployment of NASCOP – Neighborhood Automated Speed Compliance Program; and school zone signs.

The City of San José published a document entitled "Traffic Calming Toolkit: A Community Leader's Guide" in November, 2001. This





Existing speed bump in K.O.N.A.

document details the different levels of traffic calming and the various elements available to the communities, and is a valuable resource for the NAC and other community leaders to learn about traffic calming measures (available on the City's website or by calling Department of Transportation at 408-277-4000).

Care should be taken to ensure that traffic calming measures resolve localized traffic problems without shifting them to other nearby streets or neighborhoods.

The overall cost for this top priority action item is \$210,000.

ACTION STEPS

- A. Analyze each of the traffic issues listed in the Appendix and identify appropriate solutions.

Timing

Immediate-term (0-18 months)

Responsibility

Department of Transportation

K.O.N.A. residents and property owners

K.O.N.A. NAC

Department of Planning, Building and Code Enforcement

San José Police Department

- B. Work with affected neighborhoods, residents, and property owners to select the most appropriate traffic calming solutions for each identified traffic issue.

Timing

Immediate-term (0-18 months)

Responsibility

Department of Transportation

K.O.N.A. residents and property owners

K.O.N.A. NAC

Department of Planning, Building and Code Enforcement

San José Police Department

- C. Distribute the Traffic Calming Toolkit: A Community Leader's Guide to all NAC members and other community leaders.

Timing

Immediate-term (0-18 months)

Responsibility

Department of Transportation

- D. Implement appropriate basic traffic calming measures identified in Action Step B.

Timing

Short-term (0-3 years)

Responsibility

Department of Transportation

K.O.N.A. residents and property owners

K.O.N.A. NAC

San José Police Department

- E. Where basic traffic calming measures are not adequate, Level I or Level II traffic calming measures should be considered, following procedures and guidelines as outlined in the Traffic Calming City Council Policy

Timing

Short-term (0-3 years)

Responsibility

Department of Transportation

K.O.N.A. residents and property owners

K.O.N.A. NAC

San José Police Department

BENEFITS

Traffic calming studies, which include area-wide impact analyses and experimentation with various speed and congestion reduction techniques, would ensure that money is well spent on traffic calming improvements, and would prevent the shifting of traffic problems from one residential street to another. Attractively designed traffic calming features can be aesthetically pleasing, and improve the appearance and design of K.O.N.A. Reduced and calmed traffic in residential areas contributes to safer streets for walking and bicycling, less noise pollution, improved neighborhood character, and potentially increased property values.



Residents have requested intersection improvements at Huran Drive and Santiago Avenue

PROJECTS UNDERWAY

There are several traffic calming studies already underway in K.O.N.A. The appendix to this *Plan* indicates areas where traffic calming studies are in progress.

5

Build partnerships with local schools to improve the appearance of school sites and the condition of recreation facilities.

ISSUE

K.O.N.A. residents feel that the degraded appearance and condition of the school facilities and grounds in K.O.N.A. detract from the image of the community. In addition, rehabilitation of deteriorated school playfields and other recreation facilities would increase recreational opportunities for students and neighborhood residents.

DISCUSSION

Residents have identified the schools as one of the most valuable assets in K.O.N.A., yet the school facilities also require many physical improvements. Landscaping at the schools is minimal and in need of rejuvenation; pick-up and drop-off areas at elementary schools require circulation improvements; and outdoor play and recreation areas would benefit from improved equipment, paving and/or turf.



Slonaker Elementary School

In some cases, school improvements have begun, but additional improvements are necessary. At Slonaker Elementary School, for example, a new baseball field and a new soccer field were installed. However, additional landscaping and clean-up are needed at Slonaker to complete the improvements and create an attractive recreation area for students and K.O.N.A. residents.

The K.O.N.A. community wishes to work with the following schools as partners in the improvements of their K.O.N.A. area school sites:

- Alum Rock School District (Hubbard, Slonaker, and Meyer Elementary Schools)
- Evergreen School District (K.R. Smith Elementary School)
- East Side Union School District (Overfelt High School), and
- Most Holy Trinity School.

The school districts are separate agencies, and are not under the jurisdiction of the City of San José. However, there are many opportunities for collaborative efforts between the school districts and various groups and entities in the community to work toward improving school facilities. K.O.N.A. community members have

suggested a process to coordinate with schools and with parents in the community to determine which repairs will be mutually beneficial for the schools, as well as for the overall area. One method is to form an improvement committee within every school to help determine the necessary improvements. The school improvement committee should be comprised of teachers, school administrators, and parents. If a neighborhood school has a PTA already in place, the PTA (or a subcommittee of the PTA) can serve as the school improvement committee.



Play area at K.R. Smith Elementary School

Proposals for improving school sites should focus on those items which will improve the exterior appearance of schools, making a positive contribution to the image of the community. Examples might be new landscaping, new paving, lighting, new fencing, or new paint. Recreation improvements should benefit students and community members if at all possible. Appropriate candidates for recreation facility improvements are new or renovated play fields, basketball or other courts, seating areas, or playground equipment.

The NAC subcommittee should hold meetings with the school committees to discuss potential improvements for the individual schools. To obtain funding for repairs, the school improvement committee can submit improvement requests to the NAC subcommittee for approval. The NAC subcommittee will work with the individual school improvement committees to determine which repairs/improvements will have the greatest positive impact, both for the school and for the community. Once the NAC and the school committee have determined the appropriate improvements, the NAC subcommittee can help the school apply for Redevelopment Agency funding to complete the improvements.



Additional landscaping would help to improve the appearance at Slonaker Elementary School

Because resources are not unlimited, improvement proposals should generally be limited to one or two significant improvement projects per school site.

In addition to the K.O.N.A. NAC, local community organizations such as neighborhood associations, seniors groups, faith based organizations, and the Boys and Girls Club might contribute additional resources, particularly labor and fundraising, to help improve the school facilities and grounds in K.O.N.A.

The overall cost for this top priority action item is \$2,450,000.

ACTION STEPS

- A. Form a schools subcommittee for the K.O.N.A. implementation NAC.

Timing

Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

Department of Parks, Recreation, and Neighborhood Services

- B. Form school improvement subcommittees at each of the schools in the K.O.N.A. community.

Timing

Immediate-term (0-18 months)

Responsibility

School Districts & Most Holy Trinity School

K.O.N.A. NAC

Redevelopment Agency

- C. Submit improvement applications for qualifying projects to the NAC subcommittee.

Timing

Immediate-term/Ongoing

Responsibility

School Districts & Most Holy Trinity School

K.O.N.A. NAC

Redevelopment Agency

- D. Determine which proposals for school improvements best meet the qualifications for Strong Neighborhoods Initiative funding and will have the most immediate, positive impact for both the schools and for the community.

Timing

Immediate-term/Ongoing

Responsibility

K.O.N.A. NAC

School Districts & Most Holy Trinity School

Redevelopment Agency

- E. Provide funding for school improvements.

Timing

Immediate-term/Ongoing

Responsibility

Redevelopment Agency

K.O.N.A. NAC

F Complete repairs at neighborhood schools.

Timing

Immediate-Short term

Responsibility

School Districts & Most Holy Trinity School

K.O.N.A. NAC

Non-Profit Organizations

Neighborhood Parents and PTAs

BENEFITS

Improving the school facilities and grounds will help to improve the overall appearance and character of the area, and will also help to provide quality recreational facilities for children attending the schools in K.O.N.A. Creating partnerships to improve the schools also has the benefit of providing an opportunity for working together with neighbors toward a common goal.

PROJECTS UNDERWAY

- Field improvements at Slonaker Elementary School were completed in Summer, 2002.

6 *Strengthen code enforcement efforts in the area.*

ISSUE

K.O.N.A. residents have identified creating beautiful and clean neighborhoods as an integral goal of this *Neighborhood Improvement Plan*. Community members have identified several code violations that have a detrimental effect on the overall appearance and character of the area, including illegal parking, illegal boat and RV storage, abandoned shopping carts, illegal fences, and pieces of old furniture left in front yards and on the sidewalks and streets.

DISCUSSION

A cooperative effort between the City Code Enforcement Division and community members can greatly improve the appearance of

K.O.N.A. Improved enforcement can address many of the visual problems in the area, such as attending to neglected properties, removing abandoned vehicles and shopping carts, and addressing illegal parking on private property. Improving code enforcement includes ensuring that the residents have a working knowledge of the City Codes and improvement programs, and that there is open and continuous communication between neighborhood residents and property owners and enforcement officials.



There are regulations for the types of fences that are allowed in the K.O.N.A. area

There are several methods of improving code enforcement in K.O.N.A. Code enforcement officers regularly conduct sweeps of the Strong Neighborhood Initiatives areas to identify code violations and to notify property owners of these violations. In order to increase code enforcement efforts, the City can conduct additional sweeps on a more regular basis in K.O.N.A. Additionally, the City should consider hiring additional code enforcement officers to serve K.O.N.A.

In addition to this method of addressing code violations, K.O.N.A. residents are also encouraged to make a report to City Code Enforcement regarding code violations. A code enforcement officer will then conduct a complaint inspection of the reported violation. Neighborhood residents are encouraged to report illegal parking on streets to the parking enforcement department, which is a division of the Department of Transportation (408-277-5545), and code violations to the Code Enforcement Department at (408-277-4528).

Efforts should be made to educate property owners, tenants, and property managers about City codes and existing improvement programs. The Code Enforcement Division has many publications to educate the public about codes and programs and hotline phone numbers. The City should increase outreach efforts about these codes and programs by producing these publications in several languages, and distributing the information door-to-door in the area.

This top priority action item is funded by the SNI Attractive Neighborhoods program.

ACTION STEPS

- A. Investigate ways to increase the number of Code Enforcement/Driveway Team inspectors in future budget years.

Timing

Immediate/ongoing

Responsibility

**Department of Planning, Building and Code Enforcement
(Code Enforcement Division)**

- B. Establish a schedule of annual Code Enforcement inspections and driveway sweeps for the area, in addition to promptly conducting complaint-based inspections.

Timing

Immediate/Ongoing

Responsibility

**Department of Planning, Building and Code Enforcement
(Code Enforcement Division)**

- C. Improve outreach to educate neighborhood residents and property owners about City codes and improvement programs.

Timing
Ongoing

Responsibility

**Department of Planning, Building and Code Enforcement
(Code Enforcement Division)**

K.O.N.A. residents and property owners

Department of Housing

Department of Parks, Recreation, and Neighborhood Services

K.O.N.A. NAC

BENEFITS

Enhanced code enforcement efforts will have a positive effect on the overall appearance and character of K.O.N.A. as a whole, creating a more attractive environment, and building community pride.

PROJECTS UNDERWAY

- The Code Enforcement Division will be conducting a sweep of K.O.N.A. in January, 2003, in order to address blighted properties in the area. To maximize effectiveness of the sweep, the Code Enforcement Division would like to coordinate this effort with a neighborhood clean-up event.

7 *Improve Welch Park landscaping and lighting; expand the community facility; and explore options for providing additional parking.*

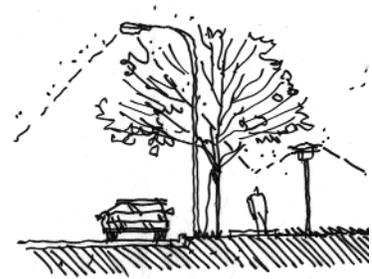
ISSUE

Welch Park, located at Clarice Drive and Santiago Avenue next to K.R. Smith Elementary School, is the only park within K.O.N.A., and it provides an important recreation and open space resource for neighborhood residents. There are opportunities to improve the attractiveness and utility of the park for enjoyment of the community.

DISCUSSION

As part of the K.O.N.A. community's goal of creating inclusive, well-maintained and accessible community facilities and programs, Welch Park will continue to offer a welcoming and comfortable play environment for neighborhood children, and will have an expanded community facility and parking area to serve the needs of neighborhood groups and organizations.

Landscaping improvements at Welch Park would help to create a comfortable and attractive recreation area for neighborhood children and adults. Planting additional trees, particularly in the center of the park, would create shade areas in the park. Additional plantings and landscaping would help to create a pattern and texture in the park, and would minimize the appearance of the park as a flat grassy field. Lighting around the perimeter of the park and along the park's pathways would help to enhance the park's safety and further discourage loitering and illegal activity. Lighting in the interior of the park, particularly along the pathway and around the sports fields, would help to illuminate any after hours activities in the park. Neighborhood residents have also identified the desire for additional picnic tables and a drinking fountain in the park. A



Additional lighting at Welch Park will help to create a feeling of security

water feature will also provide a recreational opportunity for children, as well as an attractive landscape feature.

K.O.N.A. residents would also like to address parking congestion at Welch Park. Residents report that there currently are not enough parking spaces available to meet the demand, and there is often



Welch Park soccer field

parking and traffic congestion on the surrounding streets, particularly during times when league sports are underway at the park. Residents would like to maintain league sports at the park, but would like to improve the parking conditions in order to reduce parking congestion during league sports practices and games. During the planning process, community members have suggested several potential parking solutions, including: construct additional parking spaces at Welch Park, consider diagonal parking on streets in the vicinity of the park, and investigate the joint use of parking with the commercial areas near the park and with

K.R. Smith Elementary School. A parking study is necessary to determine the best solution for alleviating parking congestion at Welch Park.

The first step in implementing improvements in Welch Park is to create a Master Plan. It is likely that improvements at Welch Park will occur on a phased basis; some items could be completed in the relatively near future, which others, which require major construction, will take several years to plan and complete.

Another amenity at Welch Park is the small community facility currently located in the southeast corner of the park. This small structure contains restrooms and a small community room/classroom.

Community members would like to expand the facility to provide spaces for community gatherings and recreational opportunities. K.O.N.A. residents envision an expanded community facility containing several multi-use rooms and meeting spaces, including a meeting room to accommodate 40-60 people, and a larger event room to accommodate 100-150 people. Both rooms could be used for neighborhood meetings and events, and the larger event room could be available to rent for birthday parties, wedding receptions, and other functions. Residents would also like the community facility to include a kitchen, and required parking should be located nearby. During the planning process, the community also envisioned a learning center for children and adults in the area, with computers and internet connections which can be used for training purposes and classes.

To ensure that the programs and services offered at the community facility is serving the needs of the residents, the City could consider providing a PRNS (Parks, Recreation, and Neighborhood Services) staff member with an office on-site at the community facility at Welch Park. The PRNS staff member could support the community with events and programs (such as a community coordinator position).

As a first step in planning for an expanded community facility, a needs assessment should be conducted to identify the types of programs and services that should be offered in K.O.N.A. The needs analysis should utilize the most up-to-date data on population, ethnic diversity, and socio-economics to gain a more accurate assessment of what the needs are different groups in the community. The results of a needs analysis will identify the types and sizes of rooms and other facilities needed. Additionally, a needs analysis will determine which of the community's needs can be met utilizing existing facilities, programs, and resources, and which will need to be pro-



Children and adults enjoy the play equipment at Welch Park



Public art, such as the dog statue at Welch Park, helps to improve the appearance and image of the community

vided through an expanded facility, or through additional programming.

All of these ideas for potential expansion of the community facility will require further study and discussion with community members as part of a planning effort led by Parks and Recreation staff.

The overall cost for this top priority action item is \$100,000. (This amount is for the master planning process for Welch Park and for a needs assessment for the community center, and does not include physical improvements to the park or the community facility.)

ACTION STEPS

- A. Complete a parking study at Welch Park and in the surrounding area to determine how to provide adequate parking for park users without relying on residential curb spaces.

Timing

Short-term (0-18 months)

Responsibility

Department of Transportation

Department of Parks, Recreation and Neighborhood Services

Department of Public Works

Department of Planning, Building and Code Enforcement

- B. Develop a master plan for the improvements at Welch Park, utilizing the PRNS master plan process and incorporating the results of the parking study.

Timing

Short-term (0-18 months)

Responsibility

Department of Parks, Recreation and Neighborhood Services

Department of Transportation

Department of Public Works

Department of Planning, Building and Code Enforcement

- C. Develop design and construction documents for the Welch Park improvements.

Timing

Short- to Medium-term (0-3 years)

Responsibility

Department of Parks, Recreation and Neighborhood Services (Parks Planning)

Redevelopment Agency

Department of Planning, Building and Code Enforcement

Department of Public Works



K.O.N.A. residents use the existing ballfields at Welch Park

- D. Bid and contract the project.

Timing

Short- to Medium-term (4-6 years)

Responsibility

Department of Public Works

Department of Parks, Recreation and Neighborhood Services

- E. Complete the improvements at Welch Park.

Timing

Medium-term (4-6 years)

Responsibility

Department of Public Works

Department of Parks, Recreation and Neighborhood Services

- F. Conduct a community programs/services needs assessment for K.O.N.A. as a first step towards developing an expanded community facility.

Timing

Immediate-term (0-18 months)

Responsibility

Department of Parks, Recreation and Neighborhood Services

Redevelopment Agency

K.O.N.A. NAC

- G. Investigate the feasibility of providing PRNS staff member with an office on site at the expanded community facility.

Timing

Medium-term (4-6 years)

Responsibility

Department of Parks, Recreation and Neighborhood Services

Redevelopment Agency

BENEFITS

The proposed Welch Park improvements will provide K.O.N.A. with enhanced recreational facilities, and will also provide additional opportunities for community programs, services, and events. Additionally, a master plan for Welch Park that incorporates parking solutions will help to relieve parking congestion in the area.

PROJECTS UNDERWAY

As part of the Park Bond (Measure P), the existing restrooms at Welch Park will be renovated to comply with ADA and Title 24 accessibility requirements. Construction for this project began in November, 2002.

8

Install additional trees and landscaping to improve the appearance of public streets in the area.

ISSUE

Some streets in K.O.N.A. lack street trees or continuous landscaping. K.O.N.A. residents would like to beautify the area by creating tree-lined neighborhood streets that include attractively landscaped park strips and other elements that contribute to the overall streetscape.

DISCUSSION

An inventory of K.O.N.A. should map locations where additional street trees would be particularly beneficial, as well as gaps where trees simply should be filled in, and where trees should be replaced. After this inventory is completed, K.O.N.A. residents can begin to implement immediately by organizing efforts to plant trees throughout the area. Planting street trees requires property owner initiative. Responsibility for care and maintenance of trees within adjacent planter strips in the public right-of-way rests with the adjacent property owner. Property owners must, therefore, be proactive in caring for these trees in order to maintain a beautiful residential streetscape.

After identifying those residents interested in having new street trees in front of their homes, Neighborhood Associations should work with the City Arborist's Office to determine appropriate tree species to plant. The City Arborist's office has developed a street tree planting list to ensure that new street trees will be compatible with given conditions in the K.O.N.A. area. A tree planting event might include collaboration among all K.O.N.A. Neighborhood Associations and could be combined with other neighborhood social events (for example Earth Day or Arbor Day celebrations).

Our City Forest, a local non-profit organization, works with individ-



Example of attractive street trees in K.O.N.A. on Terilyn Way



Mendota Way is one of the streets in K.O.N.A. that would benefit from street trees planting

uals and neighborhood groups to facilitate tree planting projects. As San José's "one-stop shop" for tree planting, Our City Forest provides site assessments, species selections, tree care plans, as well as necessary permits and clearances. Neighborhood associations and individuals are encouraged to call Our City Forest (408-99-TREES)

directly to inquire about their services. Where possible, tree planting should be coordinated with sidewalk repair. Root barriers should be used where appropriate.



In some cases, K.O.N.A. residents have identified trees which are inappropriate or can be damaging, such as California Live Oaks on Dixie Drive, and palm trees throughout the area. Community residents report that California Live Oaks can drop acorns on the street; the acorns damage cars and can cause blockages in the storm drainage

system. Tree replacement can be evaluated for inclusion in a comprehensive neighborhood tree planting program.

In addition to planting street trees, a comprehensive neighborhood beautification program for K.O.N.A. could also include landscaping of parkstrips and other features in the area. The City Department of Transportation – Landscape Services Division, should coordinate with neighborhood residents to complete a plan for landscaping of elements within the public right-of-way in the area. In some major streets in the area, such as King, Ocala, and Cunningham there currently are no medians. Residents would like to investigate the potential of constructing new medians or some other features that would provide additional landscaping and beautification elements to the street.

The overall cost for this top priority action item is \$134,000.

ACTION STEPS

Street Tree Planting

- A. Conduct a neighborhood inventory to determine where significant street tree deficiencies are located.

Timing

Immediate-term (0-3 years)

Responsibility

K.O.N.A. NAC

Department of Transportation (City Arborist's Office)

Neighborhood Residents and Property Owners

- B. Review information published by the City Arborist's Office (Department of Transportation-Landscape Services Division) about street tree planting, care, and maintenance.

Timing

Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

Neighborhood Residents and Property Owners

Department of Transportation (Landscape Services Division, City Arborist's Office)

- C. Hold neighborhood meetings to present tree planting plans and information to K.O.N.A. property owners and to elicit their participation in specific tree planting and maintenance activities.

Timing

Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

Neighborhood Residents and Property Owners

Department of Parks, Recreation and Neighborhood Services

Department of Transportation (Landscape Services Division, City Arborist's Office)

Non-Profit Organizations (Our City Forest)



Santiago Avenue, behind K.R. Smith Elementary School, would benefit from street tree planting

- D. Set priorities and develop a conceptual tree planting schedule for completing new street tree plantings in K.O.N.A.

Timing

Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

Neighborhood Residents and Property Owners

Department of Transportation (Landscape Services Division,
City Arborist's Office)

Department of Parks, Recreation, and Neighborhood Services

- E. Plan specific tree planting and landscaping events for K.O.N.A.

Timing

Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

Property Owners

Department of Transportation (Landscape Services Division,
City Arborist's Office)

Department of Parks, Recreation, and Neighborhood Services

- F. Obtain a planting permit from the Department of Transportation (free of charge).

Timing

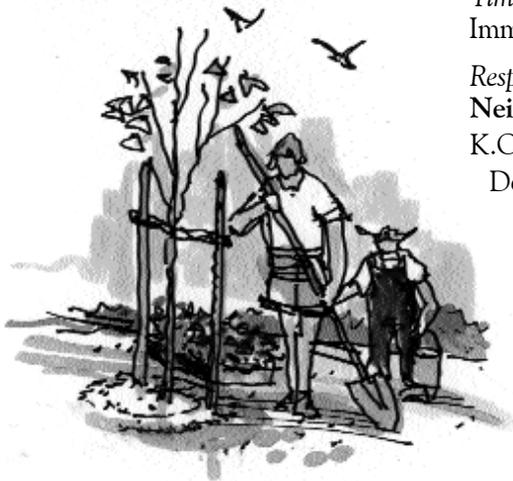
Immediate-term (0-18 months)

Responsibility

Neighborhood Residents and Property Owners

K.O.N.A. NAC

Department of Transportation



G. Plant street trees as per Action Steps D and F.

Timing

Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

Neighborhood Residents and Property Owners

Department of Transportation (Landscape Services Division, City Arborist's Office)

Department of Parks, Recreation, and Neighborhood Services

Non-Profit Organizations (Our City Forest)



Example of an attractive, landscaped median

H. Monitor the maintenance of newly planted street trees; supplement maintenance efforts as necessary and feasible.

Timing

Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

Property Owners

Department of Transportation (Landscape Services Division, City Arborist's Office)

Department of Parks, Recreation, and Neighborhood Services

Additional Streetscape Improvements

I. Conduct an inventory in K.O.N.A. to identify streets that would benefit from additional landscaping elements such as landscaping existing medians or installing new medians, landscaping small land remnants, or installing traffic calming features with decorative elements.

Timing

Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

Department of Transportation

- J. Provide landscaping for existing medians that are identified in the inventory as a priority.

Timing

Short-term (0-3 years)

Responsibility

Department of Transportation (Landscape Division)

- K. Develop a plan for construction and landscaping of new streetscape elements; coordinating with Traffic Calming projects whenever possible (see Top Priority Action #4).

Timing

Short-term (0-3 years)

Responsibility

Department of Transportation (Landscape Division)

Department of Public Works

K.O.N.A. NAC

- L. Seek funding and make landscaping improvements, as identified.

Timing

Medium-term (4-6 years)

Responsibility

Department of Transportation (Landscape Division)

Department of Public Works

BENEFITS

Street trees can reduce heat gain, filter air quality impurities, increase property values and improve the ambiance of the area. Another beneficial aspect of volunteer neighborhood tree planting is the opportunity that such coordinated efforts provide for working together with neighbors toward a common goal. Landscaped medians and other streetscape elements also improve the visual quality of the area, and can also contribute to pedestrian safety and comfort.

PROJECTS UNDERWAY

Significant tree maintenance took place in K.O.N.A. in Fiscal Year 2001-2002. Specifically, 96 trees were removed by City crews; 91 replacement trees were either planted by Our City Forest or were delivered to the City or the property owner for planting; and all of the street trees which required pruning were trimmed.

9 *Repair broken and cracked sidewalks and complete the installation of ADA compliant ramps throughout the K.O.N.A. area.*

ISSUE

During the planning process, residents indicated that a number of sidewalks in the area are broken and cracked. Additionally, community residents feel that curb cuts are necessary at several locations throughout the community to create an accessible environment.

DISCUSSION

Sidewalk enhancements in K.O.N.A. would create a more comfortable, safe, and accessible pedestrian environment. K.O.N.A. NAC members and City staff are currently completing an assessment to identify which sidewalk areas in K.O.N.A. could benefit from improvements or repairs. Figure 6 in the Improvement Plan Concepts chapter illustrates areas in the community which NAC members have identified as needing improvements.

Sidewalk Repair

The first component of this Top Priority Action is to repair broken and cracked sidewalks in the neighborhood. Property owners are

responsible for ensuring that the sidewalks in front of their properties are maintained, including repair or replacement of damaged or displaced concrete. The City Department of Transportation (DOT) conducts sidewalk inspections in response to citizen requests, or when City employees observe damaged sidewalks. Sidewalk repair is required if an inspection reveals any of the following conditions:

- A sidewalk or concrete park strip where there is a vertical separation of more than ½ inch
- Ramping, where there is a rise or depres-



K.O.N.A. residents have identified several areas that would benefit from curb cuts for accessibility

sion or more than ½ inch within 8 inches in conjunction with a vertical separation

- A hole or opening in a break or construction joint of one inch or more; or
- The breaking away or spalling of concrete with a minimum depth of more than ½ inch.

To expedite the repair process, K.O.N.A. community members are encouraged to report broken and cracked sidewalks to the City. Following an inspection, the Department of Transportation will then send a letter to the property owners to notify them about required sidewalk repairs. The property owner must obtain a no-fee permit for concrete repairs from the Department of Transportation.



Recently completed sidewalk repairs in K.O.N.A.

While the repairs are the responsibility of the property owner, the City has a grant program available to reimburse eligible property owners for the cost of sidewalk repairs. Since many property owners may not be aware of the grant reimbursement program, the NAC members and the Department of Transportation should work together to distribute information and publicity about the grant programs the community.

ADA Accessibility

There are several locations in K.O.N.A. that are lacking in curb cuts, and as a result, community members with limited mobility may not be able to cross streets in the most convenient locations. K.O.N.A. residents are encouraged to report City facilities and street locations where curb cuts are needed by calling the Department of Transportation at (408) 277-4638.

The overall cost for this top priority action item is \$705,000.

ACTION STEPS

Sidewalk Repairs

- A. Educate K.O.N.A. residents about available grant programs for sidewalk repair.

Timing

Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

Department of Parks, Recreation and Neighborhood Services

Department of Transportation

- B. Conduct a complete survey of the sidewalks in K.O.N.A. to determine which sidewalks are in need of improvements and inform Department of Transportation of the results.

Timing

Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

- C. Notify property owners about required sidewalk repairs.

Timing

Immediate-term (0-18 months)

Responsibility

Department of Transportation

- D. Obtain sidewalk repair permit from the Department of Transportation (free of charge).

Timing

Immediate-term (0-18 months)

Responsibility

Property Owners

Department of Transportation

K.O.N.A. residents and property owners

K.O.N.A. NAC

- E. Complete sidewalk repairs.

Timing

Immediate-term (0-18 months)

Responsibility

Property Owners

Department of Transportation

K.O.N.A. NAC

- F. Apply for a sidewalk repair grant reimbursement.

Timing

Immediate-term (0-18 months)

Responsibility

Property Owners

Department of Transportation

K.O.N.A. NAC

ADA Accessibility

- G. Complete a survey of neighborhood streets and sidewalks to determine locations where ADA compliant ramps are needed.

Timing

Immediate-term (0-18 months)

Responsibility

K.O.N.A. NAC

- H. Construct curb cut ramps at specified locations identified by the community.

Timing

Short-term (0-3 years)

Responsibility

Department of Transportation

Department of Public Works

BENEFITS

Sidewalk improvements and repairs in the area would create a more comfortable, safe, and accessible pedestrian environment. Curb cuts will help to create an accessible environment for all community members.

PROJECTS UNDERWAY

- Members of the K.O.N.A. NAC are currently completing a survey of the area to determine locations where sidewalk repairs and curb cuts are needed, or would be beneficial.

10

Make short term and interim security and aesthetic improvements in the Story and King shopping areas.

ISSUE

K.O.N.A. community members report that the southeast and southwest corners of the intersection of King Road and Story Road are in need of rehabilitation and revitalization. Community members have identified perceived safety concerns in this area, and also feel that this area is visually unappealing, detracting from the character of the area. The southwest corner contains the Tropicana Shopping Center, which is one of the primary retail centers in the K.O.N.A. SNI area. The southeast corner contains the abandoned Home Base building, and is not within the K.O.N.A. Strong Neighborhoods Initiative Area. However many residents are concerned about this area, since it is adjacent to K.O.N.A.



Newer section of Tropicana Shopping Center

Although residents are aware of major plans to substantially improve these sites, they feel that some immediate attention is warranted in this area in the interim.

DISCUSSION

The objective of this Top Priority Action item is to ensure a safe, comfortable, and attractive environment in this area. A top priority for residents is to improve the character and visual quality of this area, making it more attractive and enhancing its value as a community resource.

This area is within the Story Road Redevelopment Project Area,



Facade improvements are underway at the Tropicana Shopping Center

and a Disposition and Development Agreement (DDA) for the redevelopment of this area has been approved by the San José Redevelopment Board. It is possible that a plan for redeveloping these sites will be approved in the near future, and will include overall improvement policies, including new buildings and site improvements, landscaping, long-term maintenance and management strategies, streetscapes, and security strategies.

However, the timeframe for these improvements may be longer term, and community members would like to implement immediate and short term improvements that will help to improve the safety and character of the area in the near future. For example, residents have suggested that additional lighting in the vicinity of the Home Base building will improve the security and safety in that area, particularly for Miller Elementary School, which is located directly south of the Home Base site. Additionally, community members have suggested repaving the parking lots on both of these corners to create a more comfortable environment for both pedestrians and motorists. Other physical improvements suggested by residents for both the southwest and southeast corners of the intersection include: façade improvements; screening; painting; improved signage; undergrounding utilities; and landscaping treatments to improve the visual quality of the area and help create a gateway to the community.

Many of these suggestions could reasonably be implemented as interim measures and others should remain part of the Redevelopment improvement projects. This matter should be studied by the Redevelopment Agency, the City, and the K.O.N.A. community.

Residents have also identified strategies for improving the Community Policing Center (CPC), which is located in the Tropicana Shopping Center. The CPC is a community resource, and provides outreach for the entire community. Community members appreciate the presence of the CPC, and would like to see the CPC play a more active role contributing to a decrease in response time related

to security complaints at the shopping center as well as increased patrol and police presence in this area.

The funding for this item is covered by the San Jose Redevelopment Agency Story/King Revitalization Project.

ACTION STEPS

- A. Develop a comprehensive strategy for short-term improvements for the southeast and southwest corners of King and Story Road.

Timing

Immediate-term (0-18 months)

Responsibility

Redevelopment Agency

Department of Planning, Building, and Code Enforcement

Department of Transportation

Property and Business Owners

K.O.N.A. Residents

- B. Develop mechanisms to ensure the maintenance of the sites by business and property owners.

Timing

Immediate-term (0-18 months)

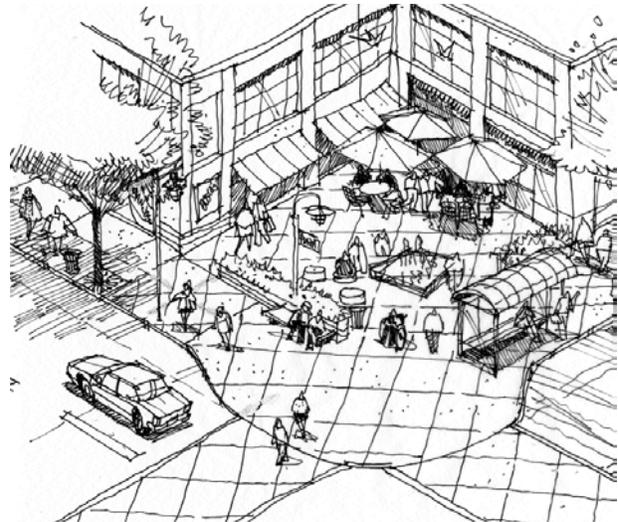
Responsibility

Redevelopment Agency

Office of Economic Development

Property and Business Owners

Department of Planning, Building, and Code Enforcement



Artist's rendering of retail plaza improvements

- C. Coordinate with the Community Policing Center to develop strategies to reduce the response time to security issues in the area.

Timing

Immediate-term (0-18 months)

Responsibility

San José Police Department

Redevelopment Agency

Property and Business Owners

K.O.N.A. NAC

- D. Investigate extending the hours of the Community Policing Center and expanding the staff at this location to increase police presence in the area.

Timing

Immediate-term (0-18 months)

Responsibility

San José Police Department

Redevelopment Agency

- E. Ensure that the community is informed about the ongoing redevelopment project for this area.

Timing

Ongoing

Responsibility

Redevelopment Agency

K.O.N.A. NAC

Department of Parks, Recreation and Neighborhood Services

BENEFITS

Visual and security improvements to the retail area at the intersection of King Road and Story Road will contribute to a safer, more comfortable environment and an improved perception of the area.

PROJECTS UNDERWAY

- The Development and Disposition Agreement (DDA) for this area was approved by the Redevelopment Board in August, 2002
- The Home Base building is scheduled for demolition in January 2003
- Improved lighting and property maintenance programs have already begun
- Many improvements are underway at the Tropicana Shopping Center, including facade improvements to existing buildings



The Community Policing Center, located at the Tropicana Shopping Center, is a community resource

Action Matrix

The matrix presented on the following pages is intended as a guide to realizing the community's shared vision for the future. Although the top priority actions detailed in the previous section were highlighted by the community as being of particular importance, each of the actions listed in the Action Matrix articulate a piece of the community's vision and should be initiated as soon as possible. The implementation of any one of the improvement actions would bring K.O.N.A. closer to the community's desired future.

The Action Matrix is organized by the following categories that reflect overall goals:

- Safe and Efficient Transportation, Circulation, and Parking;
- Inclusive, Well-maintained and Accessible Community Facilities and Programs;
- A Beautiful and Clean Neighborhood;
- Ongoing Communication and Community Involvement;
- Enhanced Neighborhood Character and Development; and
- A Safe and Secure Environment.

For each action, the matrix provides information on the action's priority level, implementation timeframe, responsible parties and partners, City Service Areas and potential funding sources. Top priority actions have been highlighted with shaded boxes. The acronyms listed in the matrix are defined in the *Glossary of Acronyms* located at the end of this chapter.

GOAL A: SAFE AND EFFICIENT TRANSPORTATION, CIRCULATION AND PARKING

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	Traffic Calming					
I	Evaluate reported neighborhood traffic complaints, and address them with appropriate traffic calming measures.	Top Priority #4	Immediate	<ul style="list-style-type: none"> ▪ DOT ▪ Residents and Property Owners ▪ K.O.N.A. NAC ▪ PBCE ▪ SJPD 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ TDA grants ▪ CAP grants ▪ CDBG
	A. Analyze each of the traffic issues listed in the Appendix and identify appropriate solutions		Immediate	<ul style="list-style-type: none"> ▪ DOT ▪ Residents and Property Owners ▪ K.O.N.A. NAC ▪ PBCE ▪ SJPD 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget
	B. Work with affected neighborhoods, residents, and property owners to select the most appropriate traffic calming solutions for each identified traffic issue.		Immediate	<ul style="list-style-type: none"> ▪ DOT ▪ Residents and Property Owners ▪ K.O.N.A. NAC ▪ PBCE ▪ SJPD 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget
	C. Distribute the “Traffic Calming Toolkit: A Community Leader’s Guide” to all NAC members and other community leaders.		Immediate	<ul style="list-style-type: none"> ▪ DOT 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget
	D. Implement appropriate basic traffic calming measures identified in Action Step B.		Short	<ul style="list-style-type: none"> ▪ DOT ▪ Residents and Property Owners ▪ K.O.N.A. NAC ▪ SJPD 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ TDA grants
	E. Where basic traffic calming measures are not adequate, Level I or Level II traffic calming measures should be considered, following procedures and guidelines as outlined in the Traffic Calming City Council policy.		Short	<ul style="list-style-type: none"> ▪ DOT ▪ Residents and Property Owners ▪ K.O.N.A. NAC ▪ SJPD 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ TDA grants

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
2	Conduct a study to determine the incidence of truck traffic on King Road and explore strategies and feasibility for addressing any significant inappropriate truck volumes or behaviors	Low priority	Immediate-Short	<ul style="list-style-type: none"> ▪ DOT ▪ Residents and Property Owners ▪ DPW ▪ SJPD 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ TDA grants
	Enforcement					
3	Increase SJPD surveillance of the neighborhood and enforcement of traffic laws to deter speeding	Medium Priority	Immediate	<ul style="list-style-type: none"> ▪ SJPD 	<ul style="list-style-type: none"> ▪ PSS 	<ul style="list-style-type: none"> ▪ City budget
	A. Increase enforcement of the stop sign at the intersection of Miami and Florida		Immediate	<ul style="list-style-type: none"> ▪ SJPD 	<ul style="list-style-type: none"> ▪ PSS 	<ul style="list-style-type: none"> ▪ City budget
	B. Increase enforcement of speed limits on Huran between Cunningham and Tully		Immediate	<ul style="list-style-type: none"> ▪ SJPD 	<ul style="list-style-type: none"> ▪ PSS 	<ul style="list-style-type: none"> ▪ City budget
	C. Increase enforcement of speed limits on Winterpark between Cunningham and Ocala		Immediate	<ul style="list-style-type: none"> ▪ SJPD 	<ul style="list-style-type: none"> ▪ PSS 	<ul style="list-style-type: none"> ▪ City budget
	D. Increase enforcement of traffic laws at the intersection of June and Lanai, particularly on nights and weekends		Immediate	<ul style="list-style-type: none"> ▪ SJPD 	<ul style="list-style-type: none"> ▪ PSS 	<ul style="list-style-type: none"> ▪ City budget
4	Encourage neighborhood residents to call the Department of Transportation and the SJPD Department to report traffic and/or speeding problems	Medium Priority	Ongoing/Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ DOT ▪ PBCE ▪ Residents and Property Owners 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	Outreach & Communication					
5	Develop an outreach campaign in several languages to remind drivers and pedestrians about the importance of traffic safety in K.O.N.A.	Low priority	Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ DOT ▪ K.O.N.A. NAC ▪ PBCE ▪ Residents and Property Owners 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
6	Create educational programs for kids and adults in the neighborhood about road safety in K.O.N.A.	Low priority	Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ <i>K.O.N.A. NAC</i> ▪ <i>DOT</i> ▪ <i>PBCE</i> ▪ <i>Residents and Property Owners</i> 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget
	Parking Strategies					
7	Increase enforcement of parking rules and regulations on neighborhood streets	High priority	Immediate/ Ongoing	<ul style="list-style-type: none"> ▪ DOT (Parking Enforcement) 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	A. Explore policy alternatives to deter illegal parking on neighborhood streets		Immediate	<ul style="list-style-type: none"> ▪ PBCE 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	B. Enforce regulations regarding illegal auto sales within the neighborhood to help reduce illegal on-street parking		Immediate	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement) ▪ <i>SJPD</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	C. Encourage community members to report illegal auto sales: Dial 311 (non-emergency SJPD number), and ask for parking control		Immediate	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement) ▪ <i>Residents and Property owners</i> ▪ <i>SJPD</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
8	Reduce truck parking in several neighborhood locations: Cunningham (across from Overfelt High School), at the intersection of Ocala and Havana, and on Orlando	Medium priority	Immediate	<ul style="list-style-type: none"> ▪ DOT (Parking Enforcement) 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget
9	Explore parking strategies on Lanai Avenue to limit the amount of parking and traffic congestion	Low priority	Immediate	<ul style="list-style-type: none"> ▪ DOT ▪ <i>DPW</i> ▪ <i>Residents and Property owners</i> 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ Private investment
	A. Consider creating additional parking on Lanai Avenue by restriping the street to create diagonal street parking to reduce parking congestion in the area		Immediate	<ul style="list-style-type: none"> ▪ DOT ▪ <i>PBCE</i> ▪ <i>DPW</i> 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
9 cont.	B. Work with apartment owners and developers to provide additional off-street parking and to create other strategies to help relieve parking congestion on Lanai Avenue		Immediate	<ul style="list-style-type: none"> ▪ DOT ▪ PBCE ▪ DPW 	<ul style="list-style-type: none"> ▪ TS ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ Private investment
	C. Conduct a sweep of the apartment complexes on Lanai Avenue to cite abandoned and/or inoperable or illegally parked vehicles on the properties		Immediate	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement) 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	Roadway Improvements					
10	Complete street repairs on King Road between Story Road and Cunningham Avenue	Medium priority	Short	<ul style="list-style-type: none"> ▪ DOT ▪ DPW ▪ RT 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA
11	Repair and maintain the repairs for the reoccurring potholes on Florida Avenue	Low priority	Short/ ongoing	<ul style="list-style-type: none"> ▪ DOT ▪ DPW 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget
	Transit Access					
12	Support VTA in the extension of a Light Rail Transit line along Capitol Expressway	Medium priority	Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ PBCE ▪ VTA 	<ul style="list-style-type: none"> ▪ EAND 	
	A. Work in conjunction with VTA to ensure that current levels of service in the neighborhood are maintained			<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ PBCE ▪ VTA 	<ul style="list-style-type: none"> ▪ EAND 	
	B. Inform the neighborhood about planned VTA projects in the area, and planned rate increases			<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ PBCE ▪ VTA 	<ul style="list-style-type: none"> ▪ EAND 	
	C. Work in conjunction with VTA to try to minimize rate increases			<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ PBCE ▪ VTA 	<ul style="list-style-type: none"> ▪ EAND 	

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
Pedestrian Environment						
13	Repair broken and cracked sidewalks and complete the installation of ADA compliant ramps throughout the K.O.N.A. area.	Top Priority Action #9	Immediate/short	<ul style="list-style-type: none"> ▪ DOT ▪ DPW 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ Sidewalk grants program ▪ City budget
	A. Educate K.O.N.A. residents about available grant programs for sidewalk repair.		Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ PRNS ▪ DOT 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA
	B. Conduct a complete survey of the sidewalks in K.O.N.A. to determine which sidewalks are in need of improvements.		Immediate <i>Already initiated</i>	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA
	C. Notify property owners about required sidewalk repairs.		Immediate	<ul style="list-style-type: none"> ▪ DOT 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ Sidewalk grants program
	D. Obtain a sidewalk repair permit from the Department of Transportation (free of charge).		Immediate	<ul style="list-style-type: none"> ▪ Property owners ▪ DOT ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ TS 	
	E. Complete sidewalk repairs.		Immediate	<ul style="list-style-type: none"> ▪ Property owners ▪ DOT ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ Sidewalk grants program
	F. Apply for a sidewalk repair grant reimbursement.		Immediate	<ul style="list-style-type: none"> ▪ Property owners ▪ DOT ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ Sidewalk grants program
	G. Complete a survey of neighborhood streets and sidewalks to determine locations where ADA compliant ramps are needed.		Immediate <i>Already initiated</i>	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ EAND 	
	H. Construct curb cut ramps at specified locations identified by the community		Short	<ul style="list-style-type: none"> ▪ DOT ▪ DPW 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA
14	Add raised dots in school crosswalks on Cunningham and Winter Park	High priority	Immediate	<ul style="list-style-type: none"> ▪ DOT ▪ DPW 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ CIP

GOAL B: INCLUSIVE, WELL-MAINTAINED AND ACCESSIBLE COMMUNITY FACILITIES AND PROGRAMS

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
1	Improve Welch Park landscaping and lighting; expand the community facility; and explore options for providing additional parking	Top priority action #7	Short and medium	<ul style="list-style-type: none"> ▪ PRNS ▪ DOT ▪ DPW ▪ PBCE 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City Budget ▪ Park Bond ▪ CIP
	A. Complete a parking study at Welch Park and in the surrounding area to determine how to provide adequate parking for park users without relying on residential curb spaces		Short	<ul style="list-style-type: none"> ▪ DOT ▪ PRNS ▪ DPW ▪ PBCE 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City Budget ▪ CIP
	B. Develop a master plan for the improvements at Welch Park and the community facility expansion, utilizing the PRNS master plan process and incorporating the results of the parking study		Short	<ul style="list-style-type: none"> ▪ PRNS ▪ DOT ▪ DPW ▪ PBCE 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City Budget ▪ CIP
	C. Develop design and construction documents for the Welch Park improvements		Short/ Medium	<ul style="list-style-type: none"> ▪ PRNS ▪ SJRA ▪ PBCE ▪ DPW 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City Budget
	D. Bid and contract the park improvement project		Short/ Medium	<ul style="list-style-type: none"> ▪ DPW ▪ PRNS 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City Budget
	E. Complete the improvements at Welch Park		Medium	<ul style="list-style-type: none"> ▪ DPW ▪ PRNS 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City Budget ▪ CIP
	F. Conduct a community programs/services needs assessment for K.O.N.A. as a first step towards developing an expanded community facility.		Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ SJRA ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ 	<ul style="list-style-type: none"> ▪
	G. Investigate the feasibility of providing PRNS staff on site at the expanded community facility		Medium	<ul style="list-style-type: none"> ▪ PRNS ▪ SJRA 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City Budget
2	Ensure that neighborhood residents are aware that the community facility at Welch Park is available for public use	Low priority	Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City Budget

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	Boys and Girls Club					
3	Coordinate with the Boys and Girls Club to make improvements to the existing building and outdoor recreation facilities.	Top Priority Action #3	Short	<ul style="list-style-type: none"> ▪ PRNS ▪ SJRA ▪ Boys and Girls Club ▪ K.O.N.A. NAC ▪ PBCE 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ Private investment ▪ CDBG
	A. Verify that improvement plans match community expectations, and that CDBG and private funds are available as expected. Confirm the intended use of the \$200,000 for gap funding.		Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ SJRA ▪ Boys and Girls Club ▪ K.O.N.A. NAC ▪ PBCE 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget
	B. Upon the successful confirmations in Action Step A, allocate funding to the Boys and Girls Club to complete improvements to the building, recreation facilities, and grounds		Immediate	<ul style="list-style-type: none"> ▪ SJRA ▪ PBCE ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ SJRA
	C. Complete the design and construction documents for the Boys and Girls Club facility and recreation areas		Medium	<ul style="list-style-type: none"> ▪ Boys and Girls Club ▪ SJRA ▪ PRNS 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ CDBG ▪ Private Investment
	D. Bid and contract the project		Medium	<ul style="list-style-type: none"> ▪ Boys and Girls Club ▪ SJRA ▪ PRNS 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ SJRA ▪ CDBG ▪ Private Investment
	E. Construct the Boys and Girls Club improvements		Medium	<ul style="list-style-type: none"> ▪ Boys and Girls Club ▪ SJRA ▪ PRNS 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ SJRA ▪ CDBG ▪ Private Investment
4	Install additional lighting at the Boys and Girls Club and on the streets surrounding the facility	High priority	Immediate	<ul style="list-style-type: none"> ▪ DPW ▪ Boys and Girls Club ▪ SJRA 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ SJRA ▪ Private investment ▪ CDBG

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	Additional Parks and Recreation Facilities					
5	Support the construction of the skateboard park planned for Lake Cunningham	High priority	Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget
6	Consider installing a skateboard park in the neighborhood or consider installing skateboard elements at an existing park in the neighborhood	Medium priority	Short	<ul style="list-style-type: none"> ▪ PRNS (Parks planning) ▪ DPW ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA
7	Consider acquiring a mobile skatepark for use in the neighborhood	Medium priority	Short	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget
8	Pursue corporate sponsorship for a skateboard park in or near K.O.N.A.	Low priority	Short	<ul style="list-style-type: none"> ▪ PRNS ▪ SJRA ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ Private investment
9	Pursue developing a mini-park at the shopping center at King Road and Tully Road, utilizing the northwestern portion of the site at the intersection of Sealcliff Way and Seminole Way	High priority	Short	<ul style="list-style-type: none"> ▪ PRNS (Parks planning) ▪ DPW ▪ PBCE ▪ SJRA ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA
10	Expand community activities at Emma Prusch Park	Low priority	Immediate/short	<ul style="list-style-type: none"> ▪ PRNS 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget
11	Improve pedestrian access to Emma Prusch Park	Low priority	Immediate/short	<ul style="list-style-type: none"> ▪ DOT ▪ PRNS ▪ DPW ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ TDA grant
12	Maintain and improve existing sports fields at the parks and schools in the neighborhood	Low priority	Immediate/ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ School Districts ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ School district funding
13	Coordinate with the East Side football league regarding sharing athletic facilities for use K.O.N.A. youth organizations and community members	Low priority	Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	Schools					
14	Build partnerships with local schools to improve the appearance of school sites and the condition of recreation facilities	Top Priority Action #5	Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC ▪ K.O.N.A. NAC ▪ School districts ▪ Non-profit organizations ▪ Property owners and residents ▪ PBCE 	▪ RACS	<ul style="list-style-type: none"> ▪ City budget ▪ Private funding
	A. Form a school subcommittee for the K.O.N.A. implementation NAC		Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ PRNS 	▪ RACS	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA
	B. Form school improvement subcommittees at each of the schools in the K.O.N.A. community		Immediate	<ul style="list-style-type: none"> ▪ School Districts and MHT School ▪ K.O.N.A. NAC ▪ SJRA 	▪ RACS	<ul style="list-style-type: none"> ▪ City budget ▪ Private funding ▪ SJRA
	C. Submit improvement applications for qualifying projects to the NAC subcommittee		Immediate/ Ongoing	<ul style="list-style-type: none"> ▪ School Districts and MHT School ▪ K.O.N.A. NAC ▪ SJRA 	▪ RACS	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget
	D. Determine which proposals for school improvements best meet the qualifications for Strong Neighborhoods Initiative funding and will have the most immediate, positive impact for both the schools and the community		Immediate/ Ongoing	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ School Districts and MHT School ▪ SJRA 	▪ RACS	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget
	E. Provide funding for school improvements		Immediate/ Ongoing	<ul style="list-style-type: none"> ▪ SJRA ▪ K.O.N.A. NAC 	▪ RACS	▪ SJRA
	F. Complete repairs at neighborhood schools		Immediate/ Short	<ul style="list-style-type: none"> ▪ School Districts and MHT School ▪ K.O.N.A. NAC ▪ Non-profit Orgs. ▪ Neighborhood Parents and PTAs 	▪ RACS	▪ SJRA

Action #	Strategy/Action	Priority	Time Frame <small>Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs</small>	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
15	Publicize the existing Homework Centers at Hubbard Elementary School, Slonaker Elementary School, and the RFC to parents and children in the neighborhood	High priority	Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC ▪ School districts 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget
16	Improve drop-off and pick-up locations at all of the schools in the neighborhood	High priority	Immediate	<ul style="list-style-type: none"> ▪ School districts ▪ DOT ▪ DPW 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ Grant funding ▪ School district funding
	A. Use the K.R. Smith Elementary School drop-off and pick-up area as a model for the other schools in the neighborhood		Immediate	<ul style="list-style-type: none"> ▪ School districts ▪ DOT ▪ DPW 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ Grant funding ▪ School district funding
17	Pursue joint-use agreements for the shared use of school facilities, including shared maintenance agreements	Low priority	Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ School districts 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ School district funding ▪ CDBG
18	Support the expansion of the facilities at Most Holy Trinity School	Low priority	Immediate <i>Already initiated</i>	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ Most Holy Trinity 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ Grant funding ▪ Private investment
Programs and Services						
19	Provide additional after-school programs	High priority	Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ School districts 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ School district funding ▪ City budget
	A. Widely advertise after-school programs, including the location and times of programs, and the sign-up procedure		Immediate/ ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ School districts 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ School district funding ▪ City budget
20	Institute multi-lingual services at schools for non-English speaking students and parents	Medium priority	Immediate/ ongoing	<ul style="list-style-type: none"> ▪ School districts ▪ PRNS 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ School district funding ▪ City budget
21	Offer adult education programs in multiple languages to serve the neighborhood residents	Medium priority	Immediate/ ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ CDBG
22	Provide recreational activities for junior high school students	Medium priority	Immediate/ ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ CDBG
23	Ensure the provision of educational and cultural programs and services for adults and children with disabilities	Medium priority	Immediate/ ongoing	<ul style="list-style-type: none"> ▪ PRNS 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ CDBG

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
24	Expand cultural and educational services and programs offered in the neighborhood	Low priority	Immediate/ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ CDBG
	A. Widely advertise and publicize cultural and educational programs and services that are currently available to all neighborhood residents		Immediate/ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ CAP grants ▪ CDBG
	Community Facilities					
25	Publicize the job center at the Mi Puebla location at Story Road and King Road	High priority	Immediate	<ul style="list-style-type: none"> ▪ PRNS 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ CAP grants ▪ CDBG
26	Develop a youth center in the neighborhood	Medium priority	Medium	<ul style="list-style-type: none"> ▪ PRNS ▪ PBCE ▪ SJRA 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ CAP grants ▪ CDBG
	A. Coordinate with the Most Holy Trinity PACT to pursue developing and/or sharing space for a youth center in the neighborhood		Short	<ul style="list-style-type: none"> ▪ PRNS ▪ Most Holy Trinity PACT ▪ PBCE 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ CAP grants ▪ CDBG
27	Develop a Neighborhood Center with activities and programs for all community residents	Low priority	Medium/ Long	<ul style="list-style-type: none"> ▪ PRNS ▪ SJRA ▪ PBCE 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ CAP grants ▪ CDBG
	Health Services					
28	Improve health services for the K.O.N.A. Strong Neighborhoods Initiative Area	High priority	Immediate/Ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ PBCE ▪ K.O.N.A. NAC ▪ County Health and Hospital Sys. 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ County funding
	A. Prepare an inventory of health services and facilities available to residents of the K.O.N.A. area		Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ PBCE ▪ K.O.N.A. NAC ▪ County Health and Hospital System 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ County funding

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
28 cont.	B. Conduct a health services needs assessment for the K.O.N.A. area.		Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ <i>PBCE</i> ▪ <i>K.O.N.A. NAC</i> ▪ <i>County Health and Hospital System</i> 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ County funding
	C. Explore the potential for expanding the hours at existing health clinics		Immediate	<ul style="list-style-type: none"> ▪ County Health and Hospital Sys. ▪ <i>PRNS</i> ▪ <i>PBCE</i> 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ County funding
	D. Explore the potential for expanding the services at the Overfelt High School Clinic to serve adults		Immediate	<ul style="list-style-type: none"> ▪ Health Trust ▪ <i>PRNS</i> ▪ <i>PBCE</i> 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ Grant funding
	E. Strengthen outreach to educate community members about existing health services and facilities		Immediate	<ul style="list-style-type: none"> ▪ PRNS ▪ <i>County Health and Hospital Sys.</i> 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ Grant funding

GOAL C: A BEAUTIFUL AND CLEAN NEIGHBORHOOD

Action #	Strategy/Action	Priority	Time Frame <small>Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs</small>	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	Neighborhood Clean-up					
I	Implement a comprehensive strategy to reduce bulky waste in the K.O.N.A. Strong Neighborhoods Initiative Area	Top Priority Action #2	Ongoing/ Immediate	<ul style="list-style-type: none"> ▪ ESD ▪ K.O.N.A. NAC ▪ Residents and Property Owners ▪ PBCE ▪ SJRA ▪ City Council Offices 	▪ EAUS	▪ City budget
	A. Initiate an ongoing City run program in K.O.N.A. that provides free of charge coupons for pick-up for bulky waste items, which are generally excluded from traditional waste collection		Ongoing/ Immediate	<ul style="list-style-type: none"> ▪ ESD ▪ K.O.N.A. NAC ▪ PBCE ▪ Residents and Property Owners ▪ PBCE ▪ SJRA ▪ Dist. 7 and 8 City Council Offices 	▪ EAUS	▪ City budget
	B. Initiative a City sponsored program to facilitate neighbors to coordinate sharing bulky waste pick-ups		Immediate	<ul style="list-style-type: none"> ▪ ESD ▪ K.O.N.A. NAC ▪ PRNS 	▪ EAUS	▪ City budget
	C. Investigate the potential of having a metal appliances recycling pick-up day		Immediate	<ul style="list-style-type: none"> ▪ ESD ▪ K.O.N.A. NAC ▪ PBCE ▪ SJRA ▪ Dist. 7 and 8 City Council Offices 	▪ EAUS	▪ City budget
	D. Improve outreach/advertising for bulky waste pick-up related information hotlines, including the Recycle Plus Program and information about reporting illegal dumping		Ongoing/ Immediate	<ul style="list-style-type: none"> ▪ ESD ▪ K.O.N.A. NAC 	▪ EAUS	▪ City budget

Action #	Strategy/Action	Priority	Time Frame <small>Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs</small>	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
1 cont.	E. Pursue opportunities for funding for additional dumpsters to accommodate additional bulky waste items at each neighborhood clean-up event		Ongoing/ Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ <i>Dist. 7 and 8 City Council Offices</i> ▪ <i>PBCE</i> ▪ <i>ESD</i> ▪ <i>PRNS</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants
2	Pursue funding and resources for community-initiated clean-up events	High Priority	Immediate/ short	<ul style="list-style-type: none"> ▪ PRNS ▪ <i>K.O.N.A. NAC</i> ▪ <i>PBCE</i> 	<ul style="list-style-type: none"> ▪ EAUS 	<ul style="list-style-type: none"> ▪ CAP grant
3	Develop a collaborative mentor program for community leaders to teach neighborhood organizations how to organize a neighborhood clean-up event and how to apply for neighborhood clean-up/beautification grants	High Priority	Immediate/ ongoing	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ <i>Residents and property owners</i> ▪ <i>PRNS</i> ▪ <i>PBCE</i> 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ CAP grant
4	Distribute the Neighborhood Development Center's "Let's Talk Trash" guide to community leaders to help organize clean-up events	High priority	Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ <i>Residents and property owners</i> ▪ <i>PRNS</i> ▪ <i>PBCE</i> 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grant
5	Improve outreach and advertising for clean-up related information hotlines, including the Adopt-a-Park (408-277-2277) and Adopt-a-Street (408-277-3611) programs	High Priority	Immediate/ ongoing	<ul style="list-style-type: none"> ▪ ESD ▪ <i>K.O.N.A. NAC</i> ▪ <i>Residents and Property Owners</i> ▪ <i>SJRA</i> ▪ <i>PBCE</i> 	<ul style="list-style-type: none"> ▪ EAUS 	<ul style="list-style-type: none"> ▪ CAP grant

Action #	Strategy/Action	Priority	Time Frame <small>Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs</small>	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
6	Clean up the streets in front of and around the Boys and Girls Club	High priority	Immediate	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement) ▪ <i>K.O.N.A. NAC</i> ▪ <i>Residents and property owners</i> ▪ <i>Boys and Girls Club</i> ▪ <i>DOT</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ SJRA ▪ Private investment ▪ CDBG ▪ City budget
7	Eliminate illegal dumping in the drainage ditch area across from the Boys and Girls Club, adjacent to the Reid-Hillview Airport	Medium priority	Immediate/Ongoing	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement) ▪ <i>SCVWD</i> ▪ <i>DOT</i> ▪ <i>K.O.N.A. NAC</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ SJRA ▪ CDBG
8	Encourage residents to report illegal dumping in the public right of way immediately to DOT (408-277-4373)	Medium priority	Immediate/Ongoing	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement) ▪ <i>DOT</i> ▪ <i>K.O.N.A. NAC</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants
9	Focus clean up efforts on the portion of Story Road/Highway 101 interchange that is adjacent to Emma Prusch Park	Low priority	Short	<ul style="list-style-type: none"> ▪ Caltrans ▪ <i>ESD</i> ▪ <i>PRNS</i> 	<ul style="list-style-type: none"> ▪ EAUS 	<ul style="list-style-type: none"> ▪ Caltrans funding ▪ City budget ▪ CAP grants ▪ SJRA
10	Focus clean up efforts on the Tully Road/Highway 101 interchange	Low priority	Short	<ul style="list-style-type: none"> ▪ Caltrans ▪ <i>ESD</i> ▪ <i>PRNS</i> 	<ul style="list-style-type: none"> ▪ EAUS 	<ul style="list-style-type: none"> ▪ Caltrans funding ▪ City budget ▪ CAP grants ▪ SJRA
11	Develop an educational campaign to address the litter problem in the neighborhood	Low priority	Short	<ul style="list-style-type: none"> ▪ ESD ▪ <i>PRNS</i> 	<ul style="list-style-type: none"> ▪ EAUS 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ SJRA
12	Encourage residents to participate in the City volunteer anti-graffiti program (408-277-2758)	Low priority	Immediate/Ongoing	<ul style="list-style-type: none"> ▪ PRNS (Anti-Graffiti Program) 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ PRNS (Anti-Graffiti Program)

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	Code Enforcement					
13	Strengthen code enforcement efforts in the neighborhood	Top Priority Action #6	Immediate/Ongoing	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement Division) 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ CDBG
	A. Increase the number of Code Enforcement/Driveway Team inspectors in future budget years		Immediate/Ongoing	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement Division) 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ CDBG
	B. Establish a schedule of annual Code Enforcement inspections and driveway sweeps for the neighborhood, in addition to complaint-based inspections		Immediate/Ongoing	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement Division) 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ CDBG
	C. Improve outreach to educate neighborhood residents and property owners about City codes and improvement programs		Ongoing	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement Division) ▪ <i>Residents and property owners</i> ▪ <i>Dept of Housing</i> ▪ <i>PRNS</i> ▪ <i>K.O.N.A. NAC</i> 	<ul style="list-style-type: none"> ▪ EAND ▪ RAC 	<ul style="list-style-type: none"> ▪ City budget ▪ CDBG
14	Develop and widely distribute a multi-lingual citizens' guide to City codes and regulations	High Priority	Short	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement Division) ▪ <i>PRNS</i> 	<ul style="list-style-type: none"> ▪ EAND ▪ RAC 	<ul style="list-style-type: none"> ▪ City budget ▪ CDBG
	Landscape/Streetscape					
15	Install additional trees and landscaping to improve the appearance of public streets in the neighborhood	Top Priority Action #8	Immediate/short	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ <i>Residents and property owners</i> ▪ <i>PRNS</i> ▪ <i>DOT (Landscape Services Div.; City Arborists' Office)</i> ▪ <i>Council Offices</i> ▪ <i>Non-profit Orgs.</i> ▪ <i>Our City Forest</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ Our City Forest funding ▪ CAP grants

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
15 cont.	A. Conduct a neighborhood inventory to determine where major street tree deficiencies are located.		Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ DOT (City Arborist) ▪ Residents and property owners 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	B. Review information published by the City Arborist's Office (Department of Transportation—Landscape Services Division) about street tree planting, care, and maintenance		Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ Residents and property owners ▪ DOT (City Arborist) 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	C. Hold neighborhood meetings to present tree planting plans and information to K.O.N.A. property owners and to elicit their participation in specific tree planting and maintenance activities.		Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ Residents and property owners ▪ PRNS ▪ DOT (City Arborist) ▪ Non-profit Orgs. (Our City Forest) 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ Our City Forest funding ▪ City budget ▪ CAP grants
	D. Set priorities and develop a tree planting schedule for completing new street tree plantings in K.O.N.A.		Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ Residents and property owners ▪ DOT (City Arborist) ▪ PRNS 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget

Action #	Strategy/Action	Priority	Time Frame <small>Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs</small>	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
15 cont.	E. Plan specific tree planting and landscaping events for K.O.N.A.		Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ <i>Residents and property owners</i> ▪ <i>DOT (City Arborist)</i> ▪ <i>PRNS</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	F. Obtain a planting permit from the Department of Transportation (free of charge).		Immediate	<ul style="list-style-type: none"> ▪ Residents and property owners ▪ <i>K.O.N.A. NAC</i> ▪ <i>DOT</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	G. Plant street trees as per Action Steps D and F		Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ <i>Residents and property owners</i> ▪ <i>DOT (Landscape Services Division, City Arborist)</i> ▪ <i>PRNS</i> ▪ <i>Non-profit orgs. (Our City Forest)</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ Our City Forest Funding
	H. Monitor the maintenance of newly planted street trees; supplement maintenance efforts as necessary and feasible		Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ Property owners ▪ <i>DOT (City Arborist)</i> ▪ <i>PRNS</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ Property owners
	I. Conduct an inventory of the neighborhood to identify streets that would benefit from additional landscaping elements, such as medians, small land remnants, or traffic calming features with decorative elements.		Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ <i>DOT</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ CDBG
	J. Provide landscaping for existing medians that are identified in the inventory		Short	<ul style="list-style-type: none"> ▪ DOT (Landscape Services Div.) 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ CDBG

Action #	Strategy/Action	Priority	Time Frame <small>Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs</small>	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
15 cont.	K. Develop a plan for construction and landscaping of new streetscape elements, complementing the overall traffic calming strategy wherever possible (see Top Priority Action #6)		Short	<ul style="list-style-type: none"> ▪ DOT (Landscape Services Div.) ▪ <i>DPW</i> ▪ <i>K.O.N.A. NAC</i> 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ CDBG ▪ SJRA
	L. Seek funding and make landscaping improvements, as identified		Medium	<ul style="list-style-type: none"> ▪ DOT (Landscape Services Div.) ▪ <i>DPW</i> 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ CDBG ▪ SJRA
16	Establish an interim pruning schedule (every two or three years), for the street trees in K.O.N.A. which require more frequent pruning and maintenance	High priority	Immediate	<ul style="list-style-type: none"> ▪ DOT (Landscape Division, City Arborist) ▪ <i>K.O.N.A. NAC</i> ▪ <i>Property Owners</i> ▪ <i>PRNS</i> 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget
17	Develop a landscaping plan for the area adjacent to the Highway 101 soundwall on Midfield Avenue, between Havana Drive and Scotty Street	High Priority	Short	<ul style="list-style-type: none"> ▪ DOT (Landscape Division) ▪ <i>K.O.N.A. NAC</i> ▪ <i>Property Owners and Residents</i> ▪ <i>PBCE</i> 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget
	Street Cleaning					
18	Improve the street cleaning services in the neighborhood	High priority	Immediate/ongoing	<ul style="list-style-type: none"> ▪ ESD 	<ul style="list-style-type: none"> ▪ EAUS 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ CDBG
	A. Publicize specific times and locations on street cleaning days		Immediate	<ul style="list-style-type: none"> ▪ ESD 	<ul style="list-style-type: none"> ▪ EAUS 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ CDBG
	B. Block several hours for street cleaning, rather than entire days		Immediate	<ul style="list-style-type: none"> ▪ ESD 	<ul style="list-style-type: none"> ▪ EAUS 	<ul style="list-style-type: none"> ▪ City budget
	C. Provide additional signage regarding street cleaning times and locations		Immediate	<ul style="list-style-type: none"> ▪ ESD ▪ <i>DOT</i> 	<ul style="list-style-type: none"> ▪ EAUS 	<ul style="list-style-type: none"> ▪ City budget ▪ CAP grants ▪ CDBG
19	Increase enforcement of street cleaning parking violations	High priority	Immediate	<ul style="list-style-type: none"> ▪ DOT (Parking Enforcement) 	<ul style="list-style-type: none"> ▪ TS 	<ul style="list-style-type: none"> ▪ City budget

Action #	Strategy/Action	Priority	Time Frame <small>Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs</small>	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
Housing Revitalization						
20	Improve the appearance of residential areas in K.O.N.A. by maximizing the use of the City's Housing Improvement Program for Strong Neighborhoods Initiative Area	Top Priority Action #1	Immediate	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement) ▪ K.O.N.A. NAC ▪ <i>Housing</i> ▪ <i>PRNS</i> ▪ <i>Residents and Property Owners</i> ▪ K.O.N.A. NAC 	▪ EAND	▪ City budget
	A. Form a housing subcommittee for the K.O.N.A. Implementation NAC		Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ <i>PRNS</i> 	▪ EAND	▪ City budget
	B. Prioritize areas in K.O.N.A., which could most benefit from the Housing Improvement Program and identify a demonstration project in K.O.N.A. to kick-off the program and show immediate results in the community		Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ <i>Housing Dept.</i> 	▪ EAND	▪ City budget
	C. Hold neighborhood association meetings to provide information about the Housing Improvement Program, beginning with areas identified in Action Step B		Immediate	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ <i>Housing Dept.</i> ▪ <i>Residents and property owners</i> 	▪ EAND	▪ City budget
	D. Periodically provide outreach information to all neighborhood residents, particularly those in areas that could most benefit from the program		Immediate/ Ongoing	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ <i>Housing Dept.</i> ▪ <i>Code Enforcement Division</i> 	▪ EAND	▪ City budget

Action #	Strategy/Action	Priority	Time Frame <small>Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs</small>	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
20 cont.	E. Provide Housing Improvement Program information and grant applications at locations in K.O.N.A. where community members can conveniently pick them up, such as at NAC meetings, the RFC house, and area fairs and events		Immediate/ Ongoing	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC ▪ <i>Housing Dept.</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	F. Provide assistance for community members in filling out grant and loan applications		Immediate/ Ongoing	<ul style="list-style-type: none"> ▪ K.O.N.A. NAC Housing Dept. 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	G. Apply for grants and loans for home improvements and repairs		Immediate/ Ongoing	<ul style="list-style-type: none"> ▪ Residents and property owners ▪ <i>K.O.N.A. NAC</i> ▪ <i>Housing Dept.</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	H. Inspect properties to determine the extent of repairs and improvements needed, and the cost of work to be completed		Immediate/ Ongoing	<ul style="list-style-type: none"> ▪ Housing Dept. 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	I. Provide funding to neighborhood residents to complete home improvements and repairs		Immediate/ Ongoing	<ul style="list-style-type: none"> ▪ Housing Dept. 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
	J. Complete home improvements and repairs		Immediate/ Ongoing	<ul style="list-style-type: none"> ▪ Residents and property owners ▪ <i>K.O.N.A. NAC</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget
21	Coordinate housing improvement efforts with Code Enforcement visits so that officials can drop off home improvement applications and literature as the conduct reviews	High priority	Immediate	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement) ▪ <i>Housing</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget

GOAL D: ON-GOING COMMUNICATION AND COMMUNITY INVOLVEMENT

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	Communication					
1	Improve communication between the City departments and neighborhood residents on an on-going basis	High priority	Immediate/ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ SJRA ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget
	A. Distribute a calendar to neighborhood residents with City events and information		Immediate/ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget
	B. Distribute outreach information in a variety of languages		Immediate/ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget
2	Utilize existing mailings and publications to distribute outreach information to neighborhood residents about City and neighborhood services, events, and resources	High priority	Immediate/ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget
	A. Distribute outreach information through the neighborhood schools' existing publications and newsletters		Immediate/ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ School districts ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget
	B. Partner with existing mailings to distribute information about City and neighborhood services, events, and resources		Immediate/ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget
	C. Include photos and information about KONA neighborhood events in a local newspaper distributed to residents on the east side of San Jose		Immediate/ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget
3	Establish the Tropicana Community Policing Center (CPC) as a hub for information distribution for the community	High priority	Immediate/ongoing	<ul style="list-style-type: none"> ▪ SJPD ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ PS ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget
4	Improve the PRNS program to distribute information about events, projects and activities within the neighborhood	High priority	Immediate/ongoing	<ul style="list-style-type: none"> ▪ PRNS 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA
	A. Provide information about Welch Park events, activities, and facilities		Immediate/ongoing	<ul style="list-style-type: none"> ▪ PRNS 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget

Action #	Strategy/Action	Priority	Time Frame <small>Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs</small>	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
4 cont.	B. Provide information about Emma Prusch Park community activities, events, and planned improvements		Immediate/ongoing	▪ PRNS	▪ RACS	▪ City budget
5	Educate the community residents about existing City programs, services, and resources	Medium priority	Immediate/ongoing	▪ PRNS	▪ RACS	▪ City budget ▪ SJRA
	A. Publicize the City’s website (www.ci.san-jose.ca.us) and the 24-hour call center number (408-277-4000)		Immediate/ongoing	▪ PRNS	▪ RACS	▪ City budget ▪ SJRA
	B. Widely distribute the neighborhood Trouble-Shooter		Immediate/ongoing	▪ PRNS	▪ RACS	▪ City budget ▪ SJRA
	C. Consider producing television commercials or public service announcements to inform neighborhood residents about City programs, services, and resources		Immediate/ongoing	▪ PRNS	▪ RACS	▪ City budget ▪ SJRA
	Community Involvement					
6	Publicize volunteer activities and opportunities in the neighborhood	High priority	Immediate/ongoing	▪ PRNS ▪ K.O.N.A. NAC	▪ RACS	▪ City budget ▪ SJRA
7	Hold community workshops to generate resident involvement and coordination	High priority	Immediate/ongoing	▪ PRNS ▪ K.O.N.A. NAC	▪ RACS	▪ City budget ▪ SJRA
8	Develop neighborhood programs and organizations which enable and encourage residents to participate in neighborhood activities and improvements	Medium priority	Immediate/ongoing	▪ PRNS ▪ K.O.N.A. NAC	▪ RACS	▪ City budget ▪ SJRA
	A. Identify neighborhood residents and existing organizations who could act as leaders and/or contacts for neighborhood outreach and participation programs		Immediate	▪ PRNS ▪ PBCE ▪ K.O.N.A. NAC	▪ RACS	▪ City budget ▪ SJRA

Action #	Strategy/Action	Priority	Time Frame <small>Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs</small>	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
9	Encourage community involvement and stewardship in the neighborhood	Medium priority	Ongoing	<ul style="list-style-type: none"> ▪ PRNS ▪ PBCE ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA
10	Encourage neighborhood residents to report problems and illegal activities to City departments	Medium priority	Ongoing	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement) ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA
11	Re-establish the Welch Park Neighborhood Association	Low priority	Short	<ul style="list-style-type: none"> ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA

GOAL E: ENHANCED NEIGHBORHOOD DEVELOPMENT AND CHARACTER

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
	Housing Development					
1	Implement mechanisms to develop affordable housing in the neighborhood	High priority	Short/ medium	<ul style="list-style-type: none"> ▪ Housing ▪ SJRA 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG
2	Provide low-interest loans for affordable housing	High priority	Short	<ul style="list-style-type: none"> ▪ Housing ▪ SJRA 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG
3	Address overcrowding in the neighborhood	High priority	Immediate/ ongoing	<ul style="list-style-type: none"> ▪ Housing ▪ PBCE (Code Enforcement) 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG
	A. Limit garage conversions		Immediate/ ongoing	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement) 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG
	B. Encourage residents to report illegal garage conversions to the Code Enforcement Department		Immediate/ ongoing	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement) ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG
4	Ensure improved oversight and management of apartment complexes	Low priority	Immediate/ ongoing	<ul style="list-style-type: none"> ▪ PBCE (Code Enforcement) ▪ PRNS ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ EAND ▪ RACS 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG
	Development Opportunities					
5	Encourage a new movie theater to locate in the area	High priority	Short	<ul style="list-style-type: none"> ▪ OED ▪ SJRA 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ Private investment
6	Conduct a market analysis of potential commercial and retail uses in the neighborhood	Medium priority	Short	<ul style="list-style-type: none"> ▪ OED ▪ SJRA ▪ PBCE 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA
7	Consider opportunity sites in or near the neighborhood for new development and/or redevelopment	Medium priority	Short	<ul style="list-style-type: none"> ▪ SJRA ▪ OED ▪ PBCE 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG
	A. Consider a site near Eastridge Mall as a potential development site (particularly for housing)		Short	<ul style="list-style-type: none"> ▪ SJRA ▪ Housing ▪ PBCE 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ CDBG

Action #	Strategy/Action	Priority	Time Frame <small>Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs</small>	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
7 cont.	B. Explore the Emporium site as a potential development site		Medium	<ul style="list-style-type: none"> ▪ SJRA ▪ OED ▪ PBCE 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ CDBG
	C. Encourage the development of the opportunity site adjacent to the Boys and Girls Club		Medium	<ul style="list-style-type: none"> ▪ SJRA ▪ OED ▪ PBCE 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ CDBG
	D. Explore a development opportunity site near Lake Cunningham		Medium	<ul style="list-style-type: none"> ▪ SJRA ▪ OED ▪ PBCE 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ SJRA ▪ City budget ▪ CDBG
8	Acquire the junkyard on King Road next Emma Prusch Park to the park's development and community facilities	Medium Priority	Medium	<ul style="list-style-type: none"> ▪ SJRA ▪ PRNS 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG
9	Consider mixed-use development in the vicinity of the future light rail stops	Medium Priority	Medium/ long	<ul style="list-style-type: none"> ▪ SJRA ▪ Housing ▪ OED ▪ PBCE 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG
Family Oriented Businesses						
10	Reduce the number of liquor stores and licenses in the neighborhood	High priority	Immediate/ ongoing	<ul style="list-style-type: none"> ▪ State ABC Board ▪ PBCE ▪ SJPD 	<ul style="list-style-type: none"> ▪ EAND ▪ PS 	<ul style="list-style-type: none"> ▪ City budget
11	Encourage and support family-oriented and local service businesses	High priority	Immediate/ ongoing	<ul style="list-style-type: none"> ▪ SJRA ▪ OED ▪ PBCE 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG
12	Encourage family restaurants in the neighborhood, (including restaurants) that do not serve alcohol	High priority	Immediate/ ongoing	<ul style="list-style-type: none"> ▪ SJRA ▪ OED ▪ PBCE 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG
Commercial Revitalization						
13	Improve the appearance of existing commercial areas in the neighborhood	High priority	Short	<ul style="list-style-type: none"> ▪ SJRA ▪ PRNS 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG ▪ Private investment
	A. Institute permanent façade improvements for businesses and shopping centers in the neighborhood		Short	<ul style="list-style-type: none"> ▪ SJRA ▪ PRNS 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG ▪ Private investment

Action #	Strategy/Action	Priority	Time Frame <small>Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs</small>	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
14	Improve the appearance of the King-Ocala Shopping Center	High priority	Short	<ul style="list-style-type: none"> ▪ SJRA ▪ PRNS ▪ PBCE (Code Enforcement) ▪ Property and business owners 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ CDBG ▪ Private investment
King Road and Story Road Retail Area						
15	Make short term and interim security and aesthetic improvements in the Story and King shopping areas	Top Priority Action #10	Immediate/ongoing	<ul style="list-style-type: none"> ▪ SJRA ▪ PBCE ▪ Property and business owners ▪ DOT ▪ SJPD ▪ Residents ▪ OED 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪ Private investment
	A. Develop a comprehensive strategy for short-term improvements for the southeast and southwest corners of King and Story Road		Immediate	<ul style="list-style-type: none"> ▪ SJRA ▪ PBCE ▪ Property and business owners ▪ Residents 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪
	B. Develop mechanisms to ensure the maintenance of the sites by business and property owners		Short	<ul style="list-style-type: none"> ▪ SJRA ▪ OED ▪ Property and business owners ▪ PBCE 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA ▪
	C. Coordinate with the Community Policing Center to develop strategies to reduce the response time to security issues in the area		Immediate	<ul style="list-style-type: none"> ▪ SJPD ▪ PBCE ▪ SJRA ▪ Property and business owners ▪ K.O.N.A. NAC 	<ul style="list-style-type: none"> ▪ PSS 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA
	D. Investigate extending the hours of the Community Policing Center and expanding the staff at this location to increase SJPD presence in the area		Immediate	<ul style="list-style-type: none"> ▪ SJPD ▪ SJRA 	<ul style="list-style-type: none"> ▪ PSS 	<ul style="list-style-type: none"> ▪ City budget

STRATEGIC ACTION PLAN

Action #	Strategy/Action	Priority	Time Frame Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
15 cont.	E. Ensure that the community is informed about the ongoing redevelopment project for this area		Ongoing	<ul style="list-style-type: none"> ▪ SJRA ▪ <i>K.O.N.A. NAC</i> ▪ <i>PRNS</i> 	<ul style="list-style-type: none"> ▪ EAND 	<ul style="list-style-type: none"> ▪ City budget ▪ SJRA

GOAL F: A SAFE AND SECURE ENVIRONMENT

Action #	Strategy/Action	Priority	Time Frame <small>Immediate = 0-18 mos Short = 0-3 yrs Medium = 4-6 yrs Long = 7+ yrs</small>	Lead Responsibility & Other Partners	City Service Areas	Potential Funding Sources
1	Install additional streetlights throughout the neighborhood, particularly near school sites and on the periphery of the neighborhood	High priority	Immediate/short	<ul style="list-style-type: none"> ▪ DPW ▪ <i>Residents and property owners</i> ▪ <i>K.O.N.A. NAC</i> 	<ul style="list-style-type: none"> ▪ EAUS 	<ul style="list-style-type: none"> ▪ City budget ▪ CDBG
2	Improve Gang Abatement throughout the neighborhood	High priority	Immediate/ongoing	<ul style="list-style-type: none"> ▪ SJPD ▪ <i>PRNS</i> ▪ <i>K.O.N.A. NAC</i> 	<ul style="list-style-type: none"> ▪ PSS 	<ul style="list-style-type: none"> ▪ City budget
3	Improve animal control in the neighborhood	High priority	Immediate	<ul style="list-style-type: none"> ▪ Animal Care and Control ▪ <i>SJPD</i> 	<ul style="list-style-type: none"> ▪ PSS 	<ul style="list-style-type: none"> ▪ City budget
4	Address the noise generated by the Reid-Hillview Airport	Medium priority	Short	<ul style="list-style-type: none"> ▪ Santa Clara County Airport Commission ▪ <i>PBCE</i> 	<ul style="list-style-type: none"> ▪ Santa Clara County ▪ EAND 	<ul style="list-style-type: none"> ▪ County funding
	A. Reroute the flight path so that it does not go over Meyer Elementary School		Medium	<ul style="list-style-type: none"> ▪ Santa Clara County Airport Commission ▪ <i>PBCE</i> 	<ul style="list-style-type: none"> ▪ Santa Clara County ▪ EAND 	<ul style="list-style-type: none"> ▪ County funding
5	Address counterfeiters selling false documents at the Tropicana Shopping Center	Medium priority	Immediate	<ul style="list-style-type: none"> ▪ SJPD 	<ul style="list-style-type: none"> ▪ PSS 	<ul style="list-style-type: none"> ▪ City budget
6	Investigate loud music played in garages	Low priority	Immediate	<ul style="list-style-type: none"> ▪ SJPD 	<ul style="list-style-type: none"> ▪ PSS 	<ul style="list-style-type: none"> ▪ City budget
7	Hold community workshops on neighborhood safety issues	Low priority	Immediate/ongoing	<ul style="list-style-type: none"> ▪ SJPD ▪ <i>PRNS</i> 	<ul style="list-style-type: none"> ▪ PSS 	<ul style="list-style-type: none"> ▪ City budget

K . O . N . A .

NEIGHBORHOOD
IMPROVEMENT PLAN

Implementation

Implementation

This *Neighborhood Improvement Plan* represents the first step in making improvements in the K.O.N.A. community. The *Plan* sets forth a set of ideas and actions that serve as a focus for continued community participation in working toward achieving neighborhood improvement actions. This *Plan* should be treated as a "living document" by which goals, objectives, core values and big ideas are reconsidered and redefined as actions are accomplished and new actions are considered.

The adoption of this *K.O.N.A. Neighborhood Improvement Plan* does not constitute the final decision on specific actions, but rather provides a framework for future actions. As each action item is "implemented" there will be additional chances for community review about the steps to be taken to advance the project.

Some community members have expressed concern about the possibility of the Redevelopment Agency/City exercising eminent domain to acquire properties. Eminent domain is the authority for a public agency to acquire property for a purpose that is in the public interest. It is not used lightly. Before resorting to eminent domain, the Agency always attempts to negotiate a purchase with the property owner. The eminent domain process requires the public agency to hold public hearings on the action, to pay the owner fair market value, and to give the occupant all relocation benefits and allowances to which one is entitled by law. If the fair market value cannot be agreed upon, all of the evidence, including appraisals, is submitted to the court and a judge and jury makes the final determination regarding value.

Local residents, merchants, and property owners should be encouraged to participate in reshaping the community over time. Every effort should be made to work with property owners on a voluntary basis, and for property owners to be partners with the City on proj-

ects. Eminent domain should be used as a tool of last resort. If the use of eminent domain is needed, the Neighborhood Advisory Committee will be given the opportunity to provide input to the Agency/City before final action is taken.

A well-defined implementation program is essential to completing the priority actions of the *K.O.N.A. Neighborhood Improvement Plan*. Strategies and action steps outlined in the previous section are the key ingredients to successful plans. However, they require a great deal of leadership and commitment from City departments and agencies, local businesses, as well as continuing involvement of the Neighborhood Advisory Committee (NAC) and other community groups in responsibly guiding the *K.O.N.A. Neighborhood Improvement Plan* into the future.

ROLE OF THE NEIGHBORHOOD ADVISORY COMMITTEE

The Neighborhood Advisory Committee, or NAC, has been the lead group in working with the community to develop the *Neighborhood Improvement Plan*. This committee has successfully created a vision for the community and has developed priority actions, which will help to achieve the community vision.

This *Plan* envisions the NAC as the pivotal organization responsible for the continuing life and success of the *Plan*. The growth of the NAC into a cohesive planning body, capable of sustaining the interest of the community, and sponsoring broad community participation over the coming years, should be a top priority for the committee. Several of the NAC's primary responsibilities during the implementation phase of the project will be to:

- Champion the implementation of K.O.N.A.'s top ten priority actions, seek funding from the City and other funding sources, and ensure project completion;

- Provide input to the City for design and development of public projects;
- Act as an information liaison to the community on the status of projects in K.O.N.A.;
- Periodically review the action plan and reset priorities based on past accomplishments and existing conditions; and
- Coordinate with neighborhood associations, business associations, and the PAC on appropriate redevelopment projects within K.O.N.A.

As part of the *Plan* implementation process, the NAC should adhere to the following guiding principles to help ensure the community's goals and objectives are achieved through the completion of the priority actions.

- **Build on Strengths**

K.O.N.A. has many identified assets and strengths. Community strengths include dedicated residents, existing infrastructure and facilities, and neighborhood programs and services. The community must continue to support existing programs and projects, and build on these strengths as a step towards implementing priority actions.

- **Develop a Realistic Timeframe**

Not all of the actions contained in the *K.O.N.A. Neighborhood Improvement Plan* can (or should) happen immediately. The top ten priority actions offer a guide for staging neighborhood improvements.

- **Identify Roles and Responsibilities**

The dedication, commitment, and accountability provided by a lead organization are key to successful implementation. The strategic action portion of this *Neighborhood Improvement Plan* identifies lead responsibilities and partnerships. The NAC will continue to work with the responsible organizations to determine action steps and roles.

- **Establish Measurable Performance Indicators**

In order to determine whether or not an action has been completed, it is necessary to create measures of success. It is impor-

tant that the community can objectively measure these indicators so that success of neighborhood improvements cannot be left open to interpretation. Easily measured outcomes also provide concrete and realistic goals and objectives.

- **Monitor and Evaluate Ongoing Progress**

A neighborhood improvement plan is not static. Strategic planning is dynamic and can change as projects are completed and the community collectively identifies new directions. Over time, resources, opportunities, and new challenges will present themselves to the community.

NAC planning activities will need to follow a decision-making process, which emphasizes balancing short-term and long-term achievements, development of realistic timeframes, constant communication with lead agency staffs in determining action steps and responsibilities and dedication to monitoring and evaluating the progress and success of actions when completed.

Regular updates to the *K.O.N.A. Neighborhood Improvement Plan* are necessary to ensure continued progress towards achieving the community's vision. Periodic assessments of the *Plan* help to identify barriers and to determine if mid-course corrections are needed, and also help to identify accomplishments. Demonstrated achievements can help to sustain or increase community support for the *Plan*.

IMPLEMENTATION FUNDING PROGRAM

One of the key components of success for the actions identified in the *Neighborhood Improvement Plan* is the availability of funding. There are several sources of funding available for the top ten priority actions and other improvement actions identified in this *Plan*. Some funding for the implementation of these actions is likely to come from the Strong Neighborhoods Initiative funds being invested by the Redevelopment Agency and City in the overall Strong Neighborhoods Initiative. However, implementation of the top ten and other elements of the action plan will require identification and procurement of funds from other sources. The City's Capi-

tal Improvement Program (CIP) is an ongoing source for funding other elements of the action program. Another principal federal funding source is Community Development Block Grants (CDBG) funds.

The creation of a new Redevelopment Project Area, which includes all 20 Strong Neighborhoods Initiative areas, will make it possible to issue improvement bonds, as appropriate, for project funding. The lifetime of the redevelopment project area will be twenty years.

LEAD AGENCIES AND DEPARTMENTS: ROLES AND RESPONSIBILITIES

The Neighborhood Team consisting of representatives from Code Enforcement, Planning, Neighborhood Services, and the Redevelopment Agency, will continue to provide support to the K.O.N.A. community throughout the implementation phase. The Community Coordinator from the Neighborhood Services Division and/or the Development Officer from the Redevelopment Agency have the lead role in coordinating the implementation efforts and will take the lead in working with the NAC, City departments, and outside agencies to implement the *Neighborhood Improvement Plan*.

The innovative steps taken by the City of San José in reorganizing City departments and agencies to provide effective response to the Strong Neighborhoods Initiative is noteworthy, and will contribute to successful *Plan* implementation. The process of establishing lead agency responsibilities for various programs is based on traditional agency roles as well as new assignments. Because the Strong Neighborhoods Initiative is new and innovative, agency roles and capabilities will no doubt evolve as staffs and departments gain experience in serving the needs of the program effort. The coming years will be an exciting time for the communities, members of the various NAC groups, staff and government officials of the City as new roles and responsibilities are formulated.

The matrix on the previous pages illustrates the lead responsibilities and partners, including City Service Areas (CSAs), who will work together to ensure *Plan* implementation. City Service Areas integrate services provided in individual departments into the City's six key lines of business: Economic and Neighborhood Development, Environment and Utility Services, Public Safety, Recreation and Cultural Services, Aviation and Transportation. An additional CSA, referred to as Strategic Support, represents the internal functions the other six CSAs need to provide services to the community. These cross-departmental CSAs provide a forum for strategic planning, and for setting policies and investment decisions, which are then carried out through departmental core and operational services.

There are many City departments and agencies that share responsibility for ensuring successful *Plan* implementation and community involvement. Following is a list of the main lead agencies and departments, with brief descriptions of their responsibilities.

- The Neighborhood Services Division of the Department of Parks, Recreation and Neighborhood Services (PRNS) is the lead City department responsible for overseeing *Plan* implementation and will play a role in many of the top ten priority actions. Additionally, PRNS will work with the NAC to ensure continued community involvement and communication. The Parks Division of PRNS plans open space/parks/trails, and the Recreation Division operates community facilities and programs.
- The Department of Planning, Building, and Code Enforcement (PBCE) will be responsible for interpreting the *Plan*, linking *Plan* elements to new development projects, and delivering Code Enforcement Services.
- The San José Redevelopment Agency (SJRA) will provide funding and will oversee *Plan* implementation for redevelopment projects. In some areas SJRA will serve as the lead department responsible for overseeing *Plan* implementation.
- The Department of Transportation (DOT) is an integral part of ensuring implementation of transportation-related improvements. The DOT is responsible for many programs that are included in the *K.O.N.A. Neighborhood Improvement Plan*, such as sidewalk improvements, street right-of-way improvements, street lights, managing city street trees and landscaping programs.

- The Housing Department is responsible for implementing housing improvement programs, and working with K.O.N.A. residents to ensure access to available housing improvement programs and funding. The Housing Department will be working closely with the K.O.N.A. NAC to implement actions in the community.
- The Department of Public Works (DPW) is responsible for planning, design, and construction services for facilities and infrastructure in K.O.N.A. For many K.O.N.A. actions, the DPW will be working with other City departments, such as DOT or PRNS, to provide upgrades to existing infrastructure, or to construct new facilities to serve the community.

These departments and agencies will work with other City departments, regional agencies, neighborhood associations and community members to ensure the success of neighborhood improvement strategies in K.O.N.A.

GLOSSARY OF ACRONYMS

ABC	Alcohol Beverage Control
ADA	Americans with Disabilities Act
CAP	Community Action and Pride Grant
CDBG	Community Development Block Grant
CIP	Capital Improvement Program
CPC	Community Policing Center
CPC	Community Policing Center
DDA	Disposition and Dedication Agreement
DOT	Department of Transportation
DPW	Department of Public Works
EAND	Economic and Neighborhood Development
EAUS	Environment and Utility Services
ESD	Environmental Services Division
K.O.N.A.	King Ocala Neighborhood Area
NAC	Neighborhood Advisory Committee
NASCOP	Neighborhood Automated Speed Compliance Program
OED	Office of Economic Development
PACT	People Acting in Community Together
PBCE	Department of Planning, Building and Code Enforcement
PRNS	Department of Parks, Recreation and Neighborhood Services

PSS	Public Safety Services
PTA	Parent Teacher Association
RFC	Resources for Families and Communities
RACS	Recreation and Cultural Services
SJRA	San José Redevelopment Agency
SNI	Strong Neighborhoods Initiative
TDA	Transportation Development Act
TS	Transportation Services
VTA	Valley Transportation Authority

K . O . N . A .

NEIGHBORHOOD
IMPROVEMENT PLAN

Appendix

Appendix: K.O.N.A. Traffic Calming Issues and Action Items

	Street	Cross Street or Location	Issue	Action Items
1.	Lanai Avenue	Waverly Avenue	Speeding traffic	<ul style="list-style-type: none"> ▪ Collect traffic counts ▪ Conduct all-way stop study at the intersection ▪ Paint double yellow centerline at the intersection of Pensacola Dr. ▪ Edgellie between Pensacola and Dixie ▪ Re-stripe markings ▪ Install additional Speed limit signs ▪ Post additional NASCOP signs
2.	Lanai Avenue	June Avenue	Speeding traffic and congestion outside of Hubbard Elementary School	<ul style="list-style-type: none"> ▪ Will conduct school enhancement study, including drop-off and pick-up zones
3.	Waverly Avenue	Between Orlando and Bayhaven	Speeding, lack of a stopsign	<ul style="list-style-type: none"> ▪ Collect traffic counts ▪ Conduct an all-way stop study at Orlando Ave. ▪ Conduct one-way stop studies at Mondigo Ave, Interbay Dr, Mendota Way and at Annona Ave. ▪ Install additional speed limit signs ▪ Enforce NASCOP if warranted
4.	Terilyn Way	Between Pensacola & Clarice	Parking congestion, high traffic volumes	<ul style="list-style-type: none"> ▪ Study intersections of Cunningham and Pensacola for parking congestion
5.	Bayhaven Drive	Length of street (b/t Waverly and end of street)	Speeding traffic and cut-through traffic (This is a dead-end street, so the traffic is generated within the neighborhood).	<ul style="list-style-type: none"> ▪ No recommendations, since it is a dead-end street. Neighbors can contact other residents on the street to discuss traffic concerns.
6.	Seminole Way		Cut-through traffic—traffic avoiding the signal at Tully and King cuts through using Seminole Way, Dixie Drive, and Seacliff Way	<ul style="list-style-type: none"> ▪ Collect traffic counts ▪ Replace faded "No Truck Parking" Signs ▪ Conduct all-way and one stop studies at Tampa Way ▪ Study the possibility of a turn restriction sign if warranted, and affected residents agree.

	Street	Cross Street or Location	Issue	Actions
7.	Dixie Drive		Cut-through traffic—traffic avoiding the signal at Tully and King cuts through using Seminole Way, Dixie Drive, and Seacliff Way	<ul style="list-style-type: none"> ▪ Collect traffic counts ▪ Install double yellow centerline ▪ Conduct all-way and one-way stop studies at Seacliff Way and Bluebell Ave ▪ Conduct crosswalk study at Seacliff Way ▪ Try to construct island around the stop sign at Dixie and Lanai
8.	Seacliff Way		Cut-through traffic—traffic avoiding the signal at Tully and King cuts through using Seminole Way, Dixie Drive, and Seacliff Way	<ul style="list-style-type: none"> ▪ Collect traffic counts ▪ Conduct crosswalk study at Seacliff Way ▪ Conduct all-way stop study at Dixie Dr. ▪ Study the possibility of a turn restriction sign if warranted, and if affected residents agree
9.	Orlando Drive	Waverly Avenue	Congested intersection	<ul style="list-style-type: none"> ▪ Collect traffic counts ▪ Conduct all-way stop study at Waverly Ave
10.	Clarice Drive	Between Orlando Drive and Quimby Road, in front of Welch Park and K.R. Smith ES	Speeding traffic, cut through traffic, parking congestion	<ul style="list-style-type: none"> ▪ Collect traffic counts ▪ Conduct all-way stop study ▪ Investigate parking congestion at intersections and Welch Park
11.	Santiago Avenue	From Huran Avenue to the eastern end of the street, in front of Welch Park and K.R. Smith ES	Speeding traffic, cut through traffic, parking congestion	<ul style="list-style-type: none"> ▪ Collect traffic counts ▪ Conduct stop study at Huran Avenue ▪ Investigate parking congestion ▪ Study school access enhancement
12.	Huran Drive	Between Cunningham and Tully	Speeding traffic, Motorists do not respect the street as a residential street	<ul style="list-style-type: none"> ▪ Enforce the speed limit ▪ Deploy radar message board to show drivers' traveling speed.

	Street	Cross Street or Location	Issue	Actions
13.	Cunningham Avenue	The entire length of the street between the Hwy. 101 soundwall and Reid-Hillview Airport	Speeding traffic, high traffic volumes, wide street	<ul style="list-style-type: none"> Investigate enhancement of stop signs at intersections along Cunningham Ave
14.	Winterpark	Between Cunningham and Ocala	Cut through traffic, Motorists do not respect the street as a residential street	<ul style="list-style-type: none"> Verify that there are speed limit signs on Winterpark Dr. Additional enforcement of the speed limit
15.	Miami Drive	Florida Avenue	Enforcement of stop sign	<ul style="list-style-type: none"> Traffic enforcement
16.	Havana Drive	Between Midfield Avenue and King Road	Enforcement of stop sign at Havana and Lanai	<ul style="list-style-type: none"> Collect traffic counts Traffic enforcement
17.	Terilyn Way	Between Story Road and Slonaker ES	Parking congestion at night Traffic flow concerns	<ul style="list-style-type: none"> Install double yellow centerline between Scotty St. and Havana Dr. Install speed limit signs at mid-blocks Need enforcement
18.	Panama Avenue	Sumatra Avenue	Speeding traffic	<ul style="list-style-type: none"> Traffic enforcement Investigate intersection of Panama and Sumatra Ave for traffic safety
19.	Daytona Way	Ocala Avenue	Difficult to turn left onto Ocala from Daytona, congestion near Meyers Elementary School	<ul style="list-style-type: none"> Investigate intersection of Ocala and Daytona for left turn improvement. Conduct school access enhancement study