



# Memorandum

**TO:** MAYOR REED

**FROM:** Councilmember Pete Constant

**SUBJECT:** BUDGET DOCUMENT

**DATE:** May 21, 2009

Approved

Date

## RECOMMENDATION

That the following recommendation be enacted.

## BACKGROUND

### **City-Council Initiated Neighborhood Improvement Reserve Fund/Other Budget Proposals**

Program/Project Title: Fire Citizen CPR Training Program

Amount of City Funding Required: \$55,000

Fund Type (i.e. General Fund, C&C funds, etc.) General Fund

Anticipated Outcomes: Requested funding changes would affect benefits or services for San José residents, businesses, community groups, etc., as described below: (Use as much space as required.)

This program provides invaluable lifesaving training to citizens at a time when heart-related deaths are on the rise. CPR has been proven to prevent brain damage and death in individuals who suffer from cardiac arrest. The Citizen CPR Training Program trains almost 300 residents per year in life saving techniques.

### **Funding Source #1**

Program/Project Title: Additional Funding for Mariachi Festival Outreach and Marketing

Amount of City Funding Change: \$50,000

Fund Type (i.e. General Fund, C&C funds, etc.) General Fund

### **Funding Source #2**

Program/Project Title: District 1 Office Rebudget Funds

Amount of City Funding Change: \$5,000

Fund Type (i.e. General Fund, C&C funds, etc.) General Fund

Anticipated Outcomes: Requested funding changes would affect benefits or services for San José residents, businesses, community groups, etc., as described below: (Use as much space as required.)

Fewer people may attend the Mariachi Festival. There are alternatives ways to market this type of event that will not cost the City anything, such as placing it on the City's website and utilizing the Council offices to market the event via email and newsletters. Additionally, the City can utilize free public service announcements on radio and television.

Department or Organization: Neighborhood Services

Department or Organization Contact (Please list contact information for the individual that certified cost estimates contained within your recommendation.)

Name: \_\_\_\_\_

Phone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

This change is:

X  One-time      \_\_\_\_\_ Ongoing

The City Service Area to which the change best relates:

- Community and Economic Development Services
- Environmental and Utility Services
- Neighborhood Services
- Public Safety
- Strategic Support
- Transportation and Aviation Services