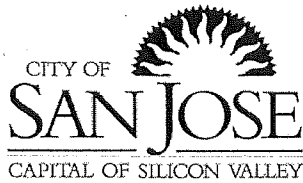


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Memorandum

TO: MAYOR LICCARDO
SUBJECT: BUDGET DOCUMENT

FROM: Councilmember Rocha
DATE: 5/20/2015

Approved Don Rocha Date 5-20-15
PH

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: **Our City Forest**

Amount of City Funding Required: **\$50,000**

Fund Type (i.e. General Fund, C&C funds, etc.): **Department of Transportation, Non-personal/ Equipment**

This change is:

One-time Ongoing

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.):

This proposal would add \$50,000 to increase Our City Forest's current operating grant to fund a Volunteer Program Manager.

Because of their extreme value, our City has supported the planting of drought-tolerant species and fruit trees year-round. According to the California Dept. of Forestry and Fire Protection, trees are the frontline defense to climate change.

Our City Forest recruits, trains and coordinates 5,000+ volunteers every year for plantings, maintenance work, tree watering, outreach, education projects and office support. The Volunteer Program Manager will allow for improved management and coordination of this critical component of Our City Forest operations. More targeted

outreach, specialized training and volunteer recognition are among the needed improvements. Urban forestry activities are varied and often technical, and require a manager to coordinate staff-led trainings on an ongoing basis and ensure that volunteers are well-matched to assigned tasks. Field volunteers need to learn proper techniques, tool use and safety protocol, for example, while education volunteers need training in curriculum and classroom management. This position will also create an ongoing volunteer recognition program to energize the many volunteers and improve retention. This would be the first increase to Our City Forest's operating grant in 21 years.

Funding Source

Essential Services Reserve (\$2.5 million)

Other (Program/Project/Fund):

Department of Transportation, Non-personal/ Equipment

Department or Organization: **City Manager's Office**

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

Name: **Norberto Duenas**

Phone number: **535-8190**

E-mail address: **norberto.duenas@sanjoseca.gov**