



# Memorandum

**TO:** MAYOR LICCARDO

**FROM:** Councilmember Sylvia Arenas

**SUBJECT:** BUDGET DOCUMENT

**DATE:** 5/24/17

Approved

Date 5/24/17

## RECOMMENDATION

That the following recommendation be enacted.

### Proposal

Program/Project Title: Play Streets Pilot Project

Amount of City Funding Required: \$ 45,918

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

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.):

Implement a youth street activation pilot program that expands the VivaParks! program to include neighborhoods that are lacking neighborhood park space. This budget document recommends funding for a series of activation events in the Meadowfair neighborhood during the 2017/2018 budget cycle – one in October of 2017 and one in June of 2018 – and one additional event in Hidden Glen in June of 2018.

The VivaParks! program has been successful in activating parks that typically have low family engagement. In the same manor, Kounkuey Design Initiative has successfully brought these kinds of engagement to streets in cities like LA, including a successful pilot project with the LA Department of Transportation to activate streets in neighborhoods that are lacking parks.

By combining our local PRNS expertise to create a Play Streets Pilot Project in District 8, we can bring the benefits of both programs to San Jose kids and families in neighborhoods that are underserved and lack adequate parks, community centers, and other services.

As Kounkuey's report states, "*The Play Streets Pilot Program helped residents temporarily transform Los Angeles City streets into places for play, learning, and fun for all ages.*" and "*We experienced the complete joy of watching children play safely in front of their houses for the first time. We watched as adults met their neighbors and found many interests in common... How we, Angelenos, view our streets, is changing. Play Streets can play an integral part in this on-going dialogue*"

For residents who live near these streets, the play street would provide – for the first time – accessible public space for recreation, play, education, cultural exchange, and community interaction.

By having the pilot project occur multiple times in the same neighborhood, we can learn additional information about what works, what can be improved, and what elements should be removed from any future implementation.

### **Funding Source**

- Essential Services Reserve (\$2 million): \$35,918 from this fund
- Other (Program/Project/Fund): \$10,000 from Council District 8 Budget Carryover

Department or Organization: PRNS

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

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