



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Jimenez

SUBJECT: BUDGET DOCUMENT

DATE: May 24, 2017

Approved

Date: May 24, 2017

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: **D2 Open Street Play**

Amount of City Funding Required: **\$35,000**

Fund Type (i.e. General Fund, C&C funds, etc.): **2016 VTA Measure B, Essential Services 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.):

Open Streets gives residents an opportunity to explore their neighborhood and local businesses in a safe, fun, and family-friendly way. It encourages the use of active transportation and healthy living, and has a goal of giving residents an opportunity to rethink our streets as public space. Research shows that residents of neighborhoods with active common spaces enjoy stronger social ties. I want to bring Open Street Play to augment the successful Village Oaks Fest, already a successful event in District 2.

The District 2 Village Fest brings out over 1,000 visitors, and includes around 40 vendors, live entertainment, games, food samples, free giveaways, and a chance to support our local businesses. Bringing an Open Street Play event to District 2 modeled after our successful Viva CalleSJ will go a long way promote the importance of healthy communities and active recreation into an existing event and help promote further expansion of VivaCalleSJ into District 2.

All people need physical activity to maintain fitness and health. Physical activity increases strength, flexibility, and endurance; relieves symptoms of depression and anxiety; improves mood; and enhances psychological well-being.

According to the Centers for Disease Control and Prevention (CDC), only 25 percent of American adults engage in recommended levels of physical activity, and 29 percent engage in no leisure-time physical activity at all. This sedentary lifestyle is contributing to an increased incidence of obesity along with obesity-related diseases, such as high blood pressure, diabetes, congestive heart failure, and stroke.

A D2 Open Streets event would temporarily shut down Cottle Rd to traffic from Monterey Rd to Santa Teresa Blvd for recreation and live entertainment activities for many residents living in South San Jose. My office is open to working with city staff to promote the event and actively pursue cost saving methods and fundraising opportunities. In addition my office is supporting the establishment of a full time VivaCalleSJ program with the expectation that our D2 Open Street event costs could later be absorbed into the full program.

Funding Source

■ Essential Services Reserve (\$2 million)

■ Other (Program/Project/Fund): **2016 VTA Measure B**

Department or Organization: **Parks, Recreation, and Neighborhood Services**

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

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