



# Memorandum

**TO:** MAYOR LICCARDO

**FROM:** Councilmember Jimenez

**SUBJECT:** BUDGET DOCUMENT

**DATE:** May 24, 2017

Approved

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## RECOMMENDATION

That the following recommendation be enacted.

### Proposal

Program/Project Title: **Support Viva Calle! City-Wide**

Amount of City Funding Required: **\$276,111 (2017-2018 Cost); \$769,778 (Ongoing Cost)**

Fund Type (i.e. General Fund, C&C funds, etc.): **2016 VTA Measure B, Surplus Construction Excise Tax Fund, 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.):

**Research shows that residents of neighborhoods with active common spaces enjoy stronger social ties. The Viva Calle! program goes a long way to promote the importance of healthy communities and active recreation.**

**Open Streets programs promote healthy lifestyles by encouraging residents to explore miles of public space walking, running, or rolling. These events draw thousands of participants and generate new foot traffic in local business districts and neighborhoods, and they expose people to alternative modes of transportation by removing vehicles from the roads for a day. Lastly, Open Streets engage residents to take ownership of their public spaces, transforming our relationships with our communities.**

**To date PRNS has brought very successful Viva Calle! events to our City. Unfortunately, due to the temporary nature of Viva Calle!, events have been few and far between. Furthermore, the program has not grown and is faced with instability because of current temporary staffing models.**

In order to grow and create a more sustainable program that can flourish in each district, Viva Calle! needs full time, permanent staff.

Viva Calle! has consistently offset thousands of dollars in costs through grant funding. Furthermore, corporations and businesses have expressed serious interest in investing in Viva Calle! activities. With full-time, permanent staff to pursue and effectuate these funding opportunities the Viva Calle! program has the potential to become self-sufficient and in the future profitable for the City.

Though we are in strong support of an ongoing commitment to this program, we would be open to the idea of a two year investment. A two year commitment will allow the program an opportunity to demonstrate its effectiveness and positive impact City wide.

### Funding Source

Essential Services Reserve (\$2 million)

Other (Program/Project/Fund): 2016 VTA Measure B, Surplus Construction Excise Tax Fund, General Fund

According to VTA staff, this proposed program would be eligible for 2016 VTA Measure B funding: "Measure B's Bicycle and Pedestrian Program Area sets aside 15% of its funding for education encouragement programs that support walking and bicycling. For FY 2018 and FY 2019, the education encouragement programs are projected to receive \$1.25 million annually countywide, with San Jose receiving approximately \$494,000 annually.

The proposal program being brought to the VTA board on June 1 recommends that the education encouragement programming be allocated to Member Agencies by formula:

- \$250,000 would be set-aside annually for countywide education encouragement programming, administered by VTA and the County Public Health Department, and
- The remaining \$1 million would be distributed to cities and towns, with each agency receiving a minimum \$10,000 annual distribution, and the balance allocated by population.

Within the program, each city would determine its own priorities for these funds, though VTA will provide guidance on eligible projects and programs."

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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