



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember M. Carrasco

SUBJECT: BUDGET DOCUMENT

DATE: May 27, 2021

Approved

Date

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: East Side Rescue Plan-Wayfinding

Amount of City Funding Required: \$1,350,000 (one-time) / \$20,000 (ongoing)

This change is:

_____ One-time X Ongoing

Cost Estimate Number (if applicable): #91

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

According to a Kerrville Main Street Program study, Kerrville is a mid-size town in Texas. Wayfinding helped revitalize their struggling Main Street. Major cities like San Francisco, Seattle, New York, Chicago, Lisbon, Portugal, and every major city in Mexico also have a strong wayfinding program.

When most cities hear “wayfinding,” they think of directional signage. However, directional signage is only one piece of moving people through civic experiences. A robust civic wayfinding and placemaking system orients and motivates residents and visitors. Through strategically-placed and beautifully designed directional signage, gateways and entrances, public art pieces, pedestrian maps, and connected experiences, wayfinding solutions accelerate economic development.

- Improve User Engagement. Proper signage improves the user experience by reducing travel frustrations – getting lost, failing to find parking, etc. – that impact return visits.
- Increase Daily Spending. Cities thrive when local businesses capture resident and tourist dollars. Help your visitors discover unique events, attractions, and shopping areas.
- Reinforce Civic Branding.

Wayfinding and placemaking are about more than navigation. It’s about reinforcing your civic brand to create a sense of place in your community. Wayfinding is more than signage. Today, various tools can be used to solve wayfinding issues and improve use to both solve wayfinding issues and improve visitor experiences as well as give our residents a sense of belonging on the East Side of San José. With consistently branded gateway signs welcoming visitors at the entrances to East San José and letting our residents know they are back home! Especially during the drab days of a pandemic, bright and festive way finders can affirm a positive sense of arrival with culture, history, and identity!

I look forward to seeing the way to Cesar Chavez’s home and the site of the first grape boycott. Not everyone knows that Senator Robert F. Kennedy made a presidential campaign stop in the East Side but they will with way finder as well as the internationally known skatepark where Rojas still skates! Do not forget the oldest park in the state and the first all-inclusive playground.

The spirit of this Budget Document aligns with MBA #16.

Funding Source

Essential Services Reserve:

Other (Please specify program/project/fund): Construction Excise Tax Fund/Traffic Capital Program

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

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