



Memorandum

TO: MAYOR REED

FROM: Vice Mayor Madison Nguyen

SUBJECT: BUDGET DOCUMENT

DATE: May 25, 2011

Approved

Date

Madison Nguyen

5/25/11

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Recreation Specialist at the Alma Community Center

Amount of City Funding Required: \$ 98,298

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

Anticipated Outcomes: Requested funding changes would affect benefits or services for San José residents, businesses, community groups, etc., as described below: (Use as much space as required.)

Requested funds would affect services for San Jose residents particularly those that reside within the boundaries of the Washington Strong Neighborhoods Initiative (SNI) planning area. These funds would ensure the placement of a Recreation Specialist that would oversee the continued operation and service delivery of the Alma Youth Program and the Alma Senior Center and Nutrition Program.

The Alma Community Center is located in Council District 7, bordering Council District 3. The Center is home to the Washington Area Community Coalition (WACC) of the Washington Strong Neighborhoods Initiative (SNI) planning area. This SNI area consists of five neighborhood groups, including Guadalupe/Washington, Tamien, Goodyear/Mastic, Almaden and Alma, who hold their monthly meetings at the Center.

The Alma Community Center is also home to both the Alma Youth Center and the Alma Senior Center and the Nutrition Program. Its improvement is ranked number one in the Washington Area Improvement Plan. Phase I improvements of the Center have been completed, which amounted to \$762,970 of funds from the Redevelopment Agency, Community Development Block Grant (CDBG) and a California state grant. Improvements included clearing, grading and paving of newly acquired parcel to extend the existing parking lot on Alma Avenue with related drainage, landscape, lighting, and security improvements.

The Center represents the uniqueness and diversity of the community that surrounds it. Residents, specifically members of the Alma Senior Program have called the Center their home away from home, where they are given nutritious meals and a chance to be social and active in the community.

In FY 2010-2011, the City Council classified the Alma Community Center as one of the six "highest need" sites. The City provided one-year funding for the senior nutrition program and directed staff to work with the Senior Nutrition Task Force for a more sustainable delivery model for this program.

The City also entered into a contract with Santa Clara University and GenX to operate the youth center through a program called the Alma Verde Program. Volunteers from the University provide afterschool programs such as homework assistance, exercise and play time, conflict resolution and justice, eARTh - environmental ART heroes, cooking, nutrition, gardening, and literacy and math reinforcement. Additionally, the Bronco Urban Gardens (BUG) Program, an environmental justice initiative of the University, has increased the community's food security, health, and environmental literacy through the co-creation and technical support of urban gardens. It also provides free workshops, curriculum development, garden teaching, and field trips for the communities. These activities deter about 7,547 youth living in the surrounding communities from joining gangs by providing them with more meaningful and productive after-school alternatives.

According to the Washington Neighborhood Improvement Plan Amendment, which was released in June 2008, the median annual household income for the Washington SNI planning area is \$42,810, a relatively low figure compared to the \$74,413 citywide median household income. For residents in this area, the Center is the only place that can provide them with activities whose costs fall within the said figure.

Through the City's Re-Use process, staff from the Parks, Recreation and Neighborhood Services have identified potential partners that will assist in providing senior nutrition and enhance youth services offered at the Center. Currently, there are four organizations that are committed to providing services for both the Senior and Youth Center. With this many outside organizations coming in, there is a need to have one City staff at the site to oversee the operations and ensure that services are delivered in the best possible way.

This request is intended to retain the flexibility to access funds for the placement of a Recreation Specialist at the Alma Community Center in the amount of 98,298. This would allow for oversight of the programs and the continued operation of both the Alma Youth Program and the Alma Senior Nutrition Program housed at the Alma Community Center.

Funding Source

Program/Project Title: Parks, Recreation and Neighborhood Services Operating Budget

Amount of City Funding Change: \$ 98,298

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

Anticipated Outcomes: Requested funding changes would affect benefits or services for San José residents, businesses, community groups, etc., as described below: (Use as much space as required.)

See above

Department or Organization: Parks, Recreation and Neighborhood Services

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

Name: Angel Rios

Phone number: 408-535-3576

E-mail address: angel.rios@sanjoseca.gov

This change is:

One-time Ongoing

The City Service Area to which the change best relates:

- Community and Economic Development Services
- Environmental and Utility Services
- Neighborhood Services
- Public Safety
- Strategic Support
- Transportation and Aviation Services

