
DEPARTMENT
OF PARKS, RECREATION &
NEIGHBORHOOD SERVICES

ANNUAL
REPORT

360°

— OF —
SERVICE TO THE
COMMUNITY

2013 | sanjoseca.gov/prns

DIRECTOR'S MESSAGE



The Department of Parks, Recreation and Neighborhood Services (PRNS) is committed to serving the residents of San José through high-quality recreational services. The department also focuses on supporting physical health by providing safe open spaces for individuals, families and groups to play and enjoy time together. We strive to enhance the well-being of residents and visitors of this beautiful city and continue to make strides in becoming the national leader in cultivating healthy communities.

To achieve our vision, PRNS understands the collective effort that is needed to serve you, our residents. Our department prides itself in taking a 360° approach to servicing the needs of our city. This year's annual report highlights our department's accomplishments throughout our communities. We are proud to share some of the successful partnerships and collaborations in the community that continue to create successful solutions to complex community issues in order to enhance the quality of life for San José residents.

At the forefront of our department lies the incredible work of our dynamic PRNS staff. The department has achieved many accomplishments throughout the year and it is with much appreciation that I would like to recognize the amazing employees and their selfless efforts. I am also very grateful for our many supporters, volunteers, non-profit agencies, neighboring municipalities, and corporate sponsors, who have tirelessly worked to promote healthy living in San José. We look forward to sharing another year of memories, opportunities and achievements with you.

Julie Edmonds-Mares
Director of Parks, Recreation & Neighborhood Services





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OUR VISION

National leader of Parks and Recreation in cultivating healthy communities through quality programs and dynamic public spaces

OUR MISSION

To build healthy communities through people, parks and programs

PHOTOS

- COVER CAMP @ CAMDEN CTR
- 1-2 MURAL @ BACKSTO PARK
- 3 RECREATION PROGRAM @ ALMADEN CTR
- 4 DROP-IN BASKETBALL @ ALMADEN CTR
- 4 R.O.C.K AFTERSCHOOL @ ALMADEN CTR
- 5-6 SOCCER @ JOHN MISE PARK
- 5-6 TRAIL STOP @ LOWER GUADALUPE RIVER
- 7-8 OUTDOOR FITNESS @ LAKE CUNNINGHAM PARK
- 9 PIANO @ SEVEN TREES CTR
- 10 JIMMY & ROSALYNN CARTER/HABITAT FOR HUMANITY @ LAKE CUNNINGHAM PARK
- 11-12 FITNESS CENTER @ BASCOM CTR
- 11-12 BALLET @ EVERGREEN CTR
- 11-12 SENIOR DANCE PROGRAM @ ROOSEVELT CTR
- 13-14 SHORE @ LAKE CUNNINGHAM PARK

PHOTOS: COURTESY OF CASSANDRA REYNOSO AND HABITAT FOR HUMANITY



CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY
Parks, Recreation and
Neighborhood Services

“People, Places and Programs” is the foundation upon which our department strives to provide for the City of San José. Serving our residents requires a collective effort of individuals, volunteers and various agencies. Developing quality programs that cater to the social and recreational needs of the community is paramount to the way we operate. This year, PRNS has both strengthened and established various connections with other agencies and community members to enhance these services we passionately provide.

360° OF ACCESS TO ENRICHMENT

CONNECTING PEOPLE TO LEAD HEALTHY LIVES

Parks, Recreation and Neighborhood Services (PRNS) has taken a 360° approach to the way we enhance services to our residents. Serving a population that ranges from toddlers to active adults, we aim to provide experiences that can be captured in the memories of people of all ages and abilities. Various individuals and organizations work in conjunction with PRNS to provide these programs that offer opportunities for growth, creativity and enjoyment.

2,815 CLASSES FOR CHILDREN  **5** PROGRAMS FOR ADULTS 

168 ALL ACCESS CLASSES THERAPEUTICS 

CONNECTING PEOPLE TO OPPORTUNITY

PRNS is committed to keeping children engaged in fun activities in safe places during the summer, while also teaching youth to exercise and understand healthy nutrition. We lend a helping hand so youth, active adults and persons with disabilities have the opportunity to participate in activities. PRNS believes in ensuring access for individuals to participate in programs by providing a bolstering scholarship program. Scholarship funds are supported by local advisory committees, businesses and foundations.

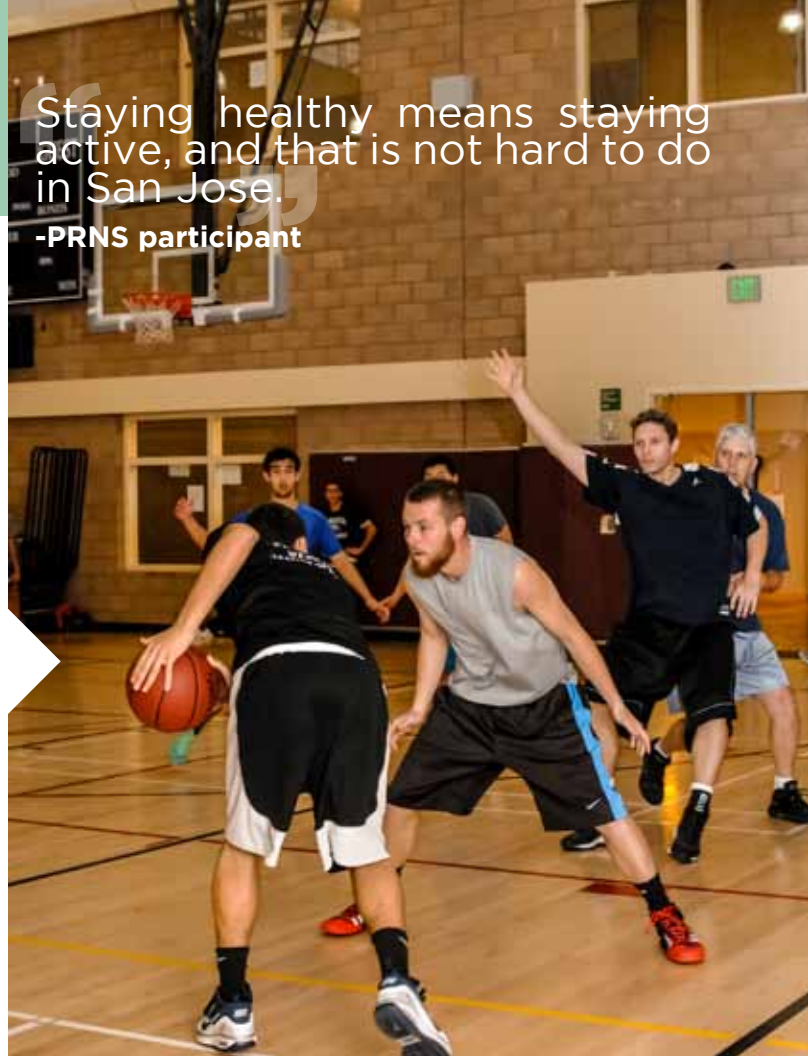
AWARDED \$342,885
2013 GRAND TOTAL

11,898 SCHOLARSHIPS PROVIDED

FOR ADDITIONAL INFORMATION ON
CITY OF SAN JOSE'S PRNS PROGRAMS AND SERVICES,
VISIT: WWW.SANJOSECA.GOV/PRNS

Staying healthy means staying active, and that is not hard to do in San Jose.

-PRNS participant





The City of San José has over 3,400 acres of open space and 193 parks for people to enjoy. This year, PRNS made huge accomplishments in the completion of several large projects. These amazing projects, along with many others, could not have been achieved without funding opportunities, support and collaboration from various agencies working together to provide a healthy quality of life for the residents of the City of San José.

360° OF COMMUNITY OPPORTUNITIES AND OPEN SPACE

COMMUNITY IN BLOOM

San José's 5.5 acre Municipal Rose Garden, at one-time a prune orchard, is an ongoing, collaborative project between PRNS and the Friends of the Rose Garden. The hard work and dedication of many individuals culminated in San José receiving the "Great Rosarians of the World™" (GROW) Hall of Fame Award. This garden, featuring over 4,000 rose shrubs, attracts thousands of visitors each year from all over the country.

3,700
VOLUNTEERS
30,000
MAINTENANCE HOURS





POWER IN UNITY

A harmonious balance was achieved between education, private sector and recreation. The Alum Rock School District partnered with PRNS to provide new sports fields in the Alum Rock neighborhood. Local corporations (NVIDIA, Applied Materials) donated supplies and hard-working volunteers to complete these projects. The power of uniting individuals with a common vision was instrumental in creating a safe place and a boost to this community.

Partnerships have led to the development of:



**SPORTS
FIELDS**



**RUNNING
TRACK**

COMMUTING THROUGH NATURE

Years ago, the Lower Guadalupe River Trail Project was just a dream. Today, you will see a busy trail full of bikers on their way to work, joggers getting their daily exercise, and families taking a stroll. This collaborative effort links downtown San José with the San Francisco Bay, creating a 6.7 mile trail system. San José continues to fulfill its goal of achieving 100 miles of trails by 2022.

**17.3% INCREASE IN TRAIL USAGE
SINCE THE COMPLETION OF
THE TRAIL!**



WITH FUNDING THROUGH THE FEDERAL TRANSPORTATION BILL
(US DOT-FEDERAL HIGHWAY ADMINISTRATION)



TWO INSTITUTIONS, ONE VISION

Picture toddlers running around without a care, high school students practicing soccer, and local school staff assisting with field maintenance throughout the year. This is the culmination of a common vision and successful partnership between PRNS and Archbishop Mitty High School. This year marked the completion of a new synthetic sports-field addition to John Mise Park. This partnership has created a legacy that benefits both the neighborhood and high school to enjoy for many years to come!

**ACRES
OF PARK 11.7**

**APPROXIMATE COST SAVINGS PER YEAR
MAINTENANCE: \$107K/YEAR**

As one of the most diverse departments in the City, PRNS continues to leverage the abundance of available community and corporate assets. Through the work of various partnerships, PRNS continues its commitment to healthy neighborhoods with a myriad of services ranging from beautifying the city to providing new opportunities for individuals to succeed.



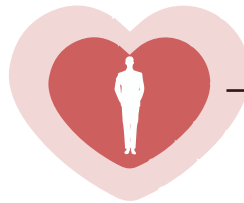
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360° OF COMMUNITY RESOURCES AND RESPONSIBILITY

CONNECTING PEOPLE TO POSITIVE CHOICES

Everyone deserves the option of a better life and a second chance. PRNS believes in the strength in numbers, and coming together for a shared vision. One grant program, Bringing Everyone's Strengths Together (BEST), funded by the Mayor's Gang Prevention Task Force, creates safer communities for San José's youth by providing gang prevention, intervention and suppression programs for gang-impacted youth and their families. These programs offer positive activities, educational opportunities and essential support services.



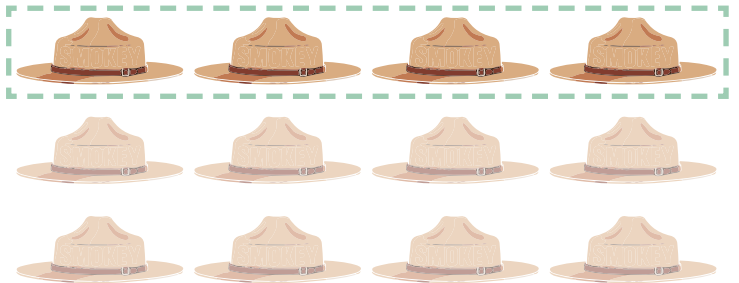
78% of youth previously arrested have not been incarcerated while participating in BEST services.

\$2.2 million investment to community based organizations through BEST

CONNECTING PEOPLE TO ENVIRONMENTAL AWARENESS

Along with recreational opportunities, PRNS' 360° approach has shown incremental progress in providing programs that help support social issues currently impacting residents of San José. Through a unique partnership with the Santa Clara Valley Water District, the department's Park Ranger program was bolstered by the addition of four new rangers. These rangers, along with countless volunteers, several local agencies and public municipalities, are responsible for the protection of the city's various watersheds. An added benefit of this program is the support our rangers provide to the City's current Homeless Response Initiative, connecting those in need to vital resources that can guide individuals toward a new path in life.

4 of 12 Rangers funded through joint partnerships





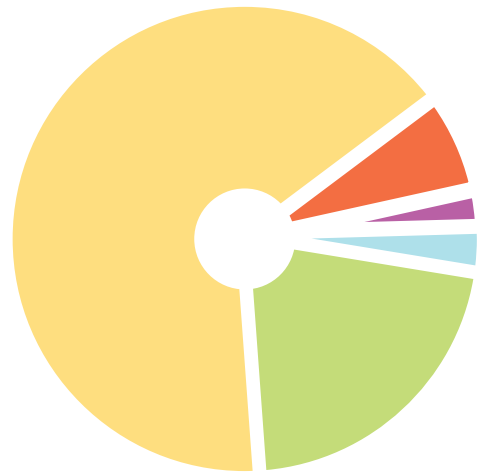
“My community center has connected me to new classes & people. I can honestly say, it has provided me with a healthier lifestyle.”

- Program participant

A COMMITMENT IN GROWTH

The City of San José continues to invest in creating public facilities that meet the standards of the tenth-largest city in the country. The city is increasing and updating its infrastructure through its Capital Improvement Program (CIP). PRNS' five-year CIP strategy includes the development and completion of over 150 major projects. With a budget of \$283.8 million, PRNS will continue to focus on the 360° approach of enhancing our city's open space parkland by encouraging partnerships, collaboration and a collective effort from various agencies. This investment in our community centers, parks, and other facilities will create the foundation for sustainable growth.

FUNDING SOURCES



- **PARK TRUST FUND:** \$68.3 MILLION
- **CONSTRUCTION AND CONVEYANCE TAX FUND:** \$186.2 MILLION
- **MEASURE P "BOND" FUNDING:** \$19.5 MILLION
- **GRANTS AND PARTNERSHIPS:** \$4.1 MILLION
- **LAKE CUNNINGHAM & EMMA PRUSCH PARK SPECIAL FUNDS:** \$5.7 MILLION

2013 AWARDS

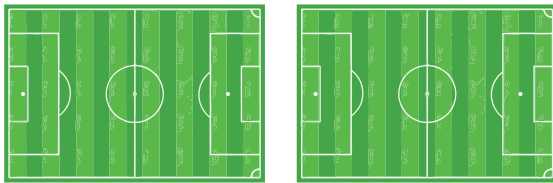
- The National League of Cities (NLC) "Achievements in Addressing Childhood Obesity" Award - PRNS
- Afterschool Collaborative of Santa Clara County "Healthy Apple" Award - Seven Trees Community Center
- The American Public Works Association (APWA) "Public Works Project of the Year" - Seven Trees Community Center and Branch Library
- San Andreas Regional Center "Recognition of Merit Award for Therapeutic Services" - All Access Program.
- Acterra Business Environmental Award for "Sustainable Built Environment" - Happy Hollow Park & Zoo
- California Construction Magazine "Best Small Project Awards of Merit" - Happy Hollow Park & Zoo

360° OF COMMUNITY INVESTMENT

As we continue to move forward with our vision of being the national leader in promoting healthy communities, PRNS has committed to enhancing relationships and continuing to build community collaboration with prestigious corporations and agencies.

A GIFT, A LEGACY

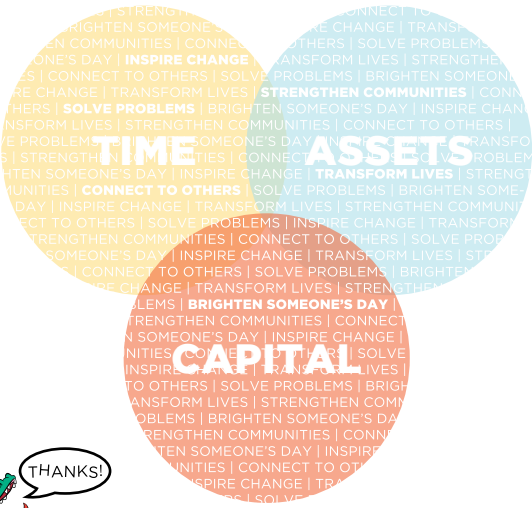
Sometimes, the power of one can start something wonderful and lasting. A person who cares for San José and for the future of our youth steps forward to make a positive impact. With a generous gesture of giving from a private donor, PRNS and the San José Unified School district are currently building two state-of-the-art soccer fields at Allen at Steinbeck Middle School. This project will soon provide the community with access to soccer fields for years to come!



TOTAL DONATION: \$4M

A COMMITMENT TO YOUR COMMUNITY

With the potential to reach a population of almost 1,000,000 residents in one of the most diverse areas in the United States, PRNS continues to seek new relationships by creating meaningful partnerships and acquiring sponsorships. We welcome anyone with an interest in investing in creating healthy communities for residents of the City of San José.



This year also marked a significant contribution of \$1 million to Happy Hollow Park and Zoo!

Investing in our neighborhoods not only strengthens community pride, but it also enhances San José's livability for all residents to enjoy.
- Community member



360° OF SUSTAINING COMMUNITY IMPACT

The Department of Parks, Recreation and Neighborhood Services continues to sustain a responsible financial foundation in order to provide vital services and programs necessary to maintaining a healthy community.

The PRNS budget includes multiple funds. The main general fund operating budget supports daily operations and provides core services to residents. Additional funds under management may be earmarked for specific spending purposes and distributed over multiple years.

OPERATING FUNDS*

\$57,552,478



- **Parks Maintenance and Operations:** \$32,304,513
- **Recreation and Community Services:** \$18,674,557
- **Strategic Support:** \$6,573,408

FUNDS UNDER MANAGEMENT*

PRNS OPERATIONS

\$57,552,478

BEST

\$5,005,000

CITYWIDE PROGRAMS

\$3,377,027

MUNICIPAL GOLF

\$2,895,482

GIFT TRUST

\$1,868,266

COMMUNITY FACILITY DISTRICT #14

\$715,334

TOTAL: \$62.2 MILLION





AUTHORIZED POSITIONS*

PRNS focuses on supporting healthy communities by providing a broad array of quality services for our residents with programs that serve all ages and appeal to a wide range of interests. All of these efforts are made possible through the investment of the following resources, and as a result of dedicated and hard-working volunteers, community members, partners, foundation support and staff.



- Parks Maintenance and Operations: 274
- Recreation and Community Services: 179
- Strategic Support: 41

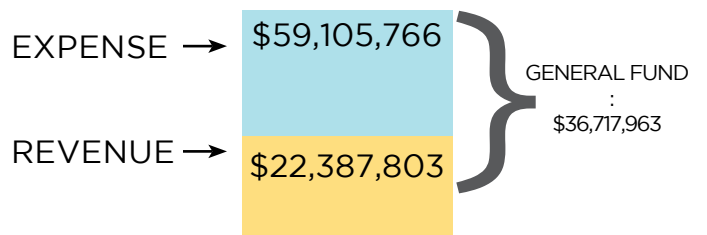
DEPARTMENT REVENUE*

\$22,387,803



- Construction & Conveyance Transfer Funds: \$3,538,336
- Program Fees: \$15,965,006
- Grants and Other Income: \$2,884,461

END OF YEAR PERFORMANCE FY 12-13



FISCAL YEAR (FY) 12-13 COST RECOVERY RATE: 38%
PROJECTED COST RECOVERY RATE FOR FY 13-14: 41%
*FISCAL YEAR 2012-13



facebook FRIENDS

5,938 FITNESS MEMBERSHIPS



127,000 CUBIC YARDS OF LITTER REMOVED!

1,497 CAMPERS ATTENDED SAN JOSE FAMILY CAMP AT YOSEMITE



20,318 TOTAL PARTICIPANTS ENROLLED IN 2013 PROGRAMS

16% REDUCTION IN VIOLENCE OF YOUTH RELATED INCIDENCES

1,947 SWIM LESSON PARTICIPANTS

AT A GLANCE



1,022 COMMUNITY GARDENERS

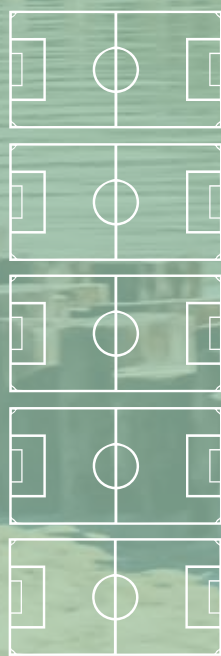
1,405 **PICNIC** RESERVATIONS



3,432 ACRES OF PARKLAND



6.7 MILES OF PAVED & UNPAVED TRAILS ADDED IN 2013!



5 NEW SPORTS FIELDS!

8,993 SENIOR PARTICIPANTS

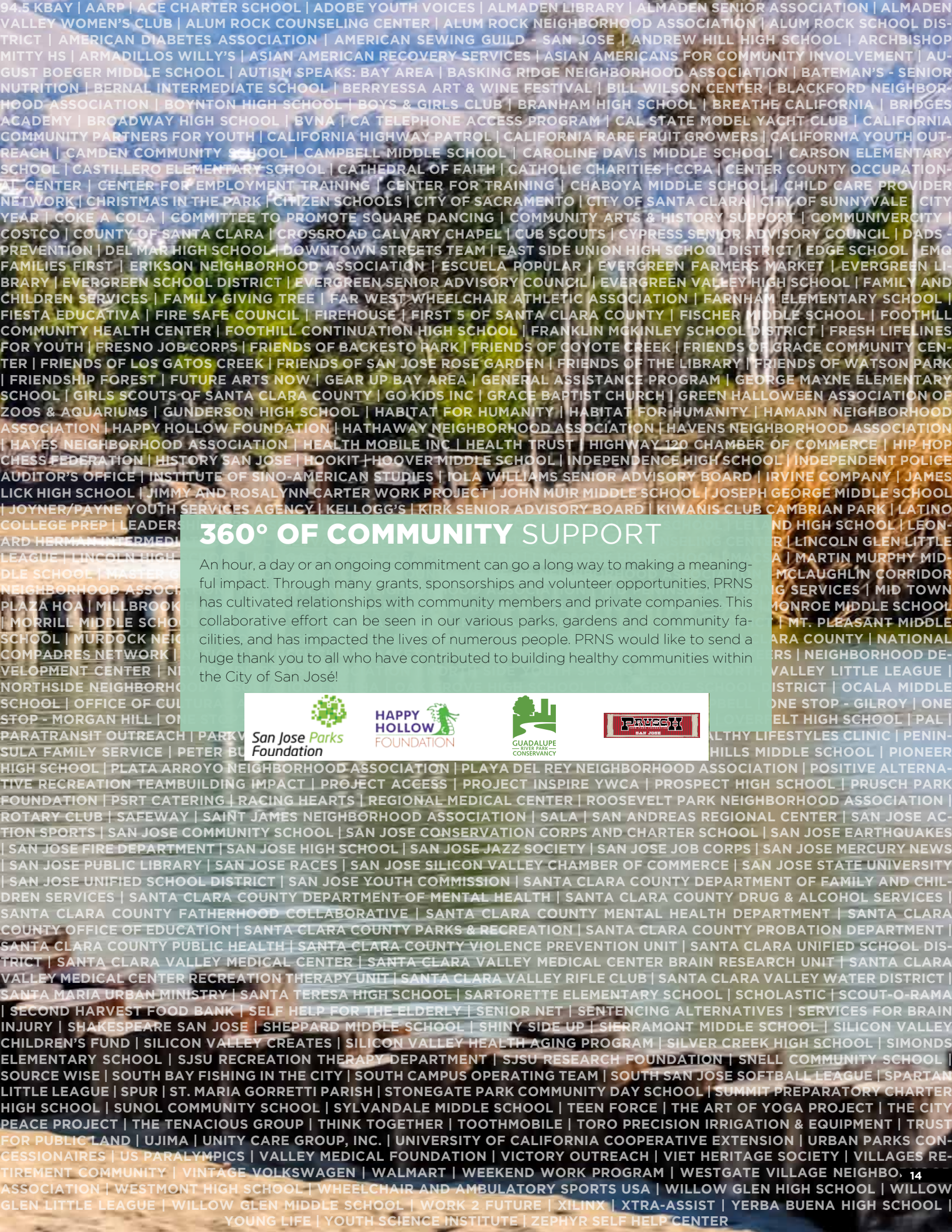
9,851 SUMMER CAMP PARTICIPANTS



1:6 YOUTH CONNECTING WITH A **CARING ADULT** HAPPY HOLLOW PARK & ZOO

444,000 ADMISSIONS

40,182 MEMBERSHIPS



360° OF COMMUNITY SUPPORT

An hour, a day or an ongoing commitment can go a long way to making a meaningful impact. Through many grants, sponsorships and volunteer opportunities, PRNS has cultivated relationships with community members and private companies. This collaborative effort can be seen in our various parks, gardens and community facilities, and has impacted the lives of numerous people. PRNS would like to send a huge thank you to all who have contributed to building healthy communities within the City of San José!





2014 CITY COUNCIL

- MAYOR** CHUCK REED
- DISTRICT 1** PETE CONSTANT
- DISTRICT 2** ASH KALRA
- DISTRICT 3** SAM LICCARDO
- DISTRICT 4** KANSEN CHU
- DISTRICT 5** XAVIER CAMPOS
- DISTRICT 6** PIERLUIGI OLIVERIO
- DISTRICT 7** VICE MAYOR MADISON NGUYEN
- DISTRICT 8** ROSE HERRERA
- DISTRICT 9** DONALD ROCHA
- DISTRICT 10** JOHNNY KHAMIS
- CITY MANAGER** EDWARD K. SHIKADA
- ACTING ASST. CITY MANAGER** NOBERTO DUEÑAS

PARKS, RECREATION & NEIGHBORHOOD SERVICES SENIOR STAFF

- DIRECTOR** JULIE EDMONDS-MARES
- ASSISTANT DIRECTOR** ANGEL RIOS, JR.
- DEPUTY DIRECTOR** MATT CANO
- DEPUTY DIRECTOR** STEVE HAMMACK
- DEPUTY DIRECTOR** SUZANNE WOLF