



SAN JOSE
**PARKS, RECREATION &
NEIGHBORHOOD SERVICES**



Building Community Through Fun

**2017 COMMUNITY IMPACT
REPORT**



DIRECTOR'S MESSAGE

The San José Department of Parks, Recreation and Neighborhood Services (PRNS) builds community through parks, trails, community centers and programs. These community assets increase public safety, improve health and wellness, provide social connectivity and spur economic development for San José residents of all ages and abilities.

Like many city departments, we continue to recover from the last economic recession. Our greatest obstacle continues to be staff and resource shortages while managing a growing deferred park maintenance backlog. Even more, in 2017 our City was struck with a series of natural disasters that directly affected our facilities, parks and communities.

Despite these challenges, we are determined to build the department forward through innovation, creativity and redesign. We continue to meet the challenges head on, and in some cases, we have even expanded our service delivery.

Our 2017 highlights include advancements in park maintenance, such as standardizing our maintenance model, and data-driven decisions that have led to cost-savings and efficiency. We reshaped the ranger program to increase retention rates and implemented a centralized staffing model so we can deploy rangers to where they are most needed.

We made advancements in well-received public life events such as Viva CalleSJ and ¡Viva Parks!, and public outreach has led to increased community and volunteer engagement. The #BeautifySJ Initiative aims to empower our community to reclaim their neighborhoods and public spaces. The community response has been overwhelmingly positive, with a significant increase in Anti-Litter volunteers in 2017.

To enhance Building Community Through Fun, we have launched Neighbor Nights. Every second Friday of the month, neighbors are invited to connect with one another while enjoying recreational programs at their closest community center.

This past year, we reached record-breaking numbers in cost recovery by generating an all-time high of \$30.1 million to offset costs and awarded close to \$1 million in scholarships to those most in need. We believe that we are moving in the right direction.

We also believe that San José can and should have a world-class parks and recreation system. While we have much rebuilding to do, the updated Greenprint will serve as our strategic plan — a road map that will guide the stewardship of our current park system while shaping a realistic yet bold vision for the future of parks, trails and community centers.

PRNS is a steady force in our community, advancing education, health, social connectivity and more. Whether it's a child learning to read in our recreation preschool classes; a teen turning his life around by removing tattoos and finding employment through the San José Works program; an adult staying fit by participating in a sports league; a senior receiving a nutritious meal and connecting with others; or a wheelchair basketball tournament participant, we meet the diverse needs of our community.

I invite you to read this report to learn how we build community and ensure quality of life for San José residents. Then stop by your community center, park or trail and enjoy what PRNS provides.



Angel Rios, Jr.
Director of Parks, Recreation and Neighborhood Services

OUR VISION

A 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.



BUILDING COMMUNITY THROUGH FUN

Connecting People to Places

Through destination points, PRNS connects people to places. Our 200 parks and 50 community centers, events like Viva CalleSJ, and facilities like Happy Hollow Park & Zoo account for nearly **10 percent of annual visitors to San José**. The Trust for Public Land estimates that these visitors **spend \$120 million a year** in the local economy and **generate \$4.93 million in local tax revenues**. Building Community Through **FUN**.

VIVA CALLESJ

On September 17, the PRNS Placemaking Team hosted the third-annual open-streets event, Viva CalleSJ. More than **130,000 people participated** in the City's signature event – up from the 2016 attendance of 100,000. Closed to motorized vehicles, **7.3 miles of streets** were converted into the **City's largest park for a day**, giving participants the chance to walk, bike, skate, play and shop through San José neighborhoods that are otherwise rushed past.

“Normally on Sundays, our breakdown is 38 percent new customers, 62 percent repeat customers. During Viva CalleSJ, the number of new customers jumped to 72 percent” said the Rast family, owners of Roy's Station in Japantown.

HAPPY HOLLOW PARK & ZOO

HHPZ's diverse programs and events offer opportunities for visitors of **all ages to enjoy a 'wild' time**. The Senior Safari Walkabout – sponsored by the Happy Hollow Foundation and supported by the Health Trust – aims to increase health and wellness in adults 50 and above. In 2017, more than **2,450 active adults** challenged their minds by learning about nature and wildlife while reaching the program's **10,000 steps goal**.

LAKE CUNNINGHAM REGIONAL PARK

LCRP is one of our **nine renowned regional parks**. The skate park at LCRP – **California's largest skate park at 68,000 square feet** – is visited by **more than 8,600 skaters yearly**. Toddlers to professional skaters demonstrate their skill on the park's most popular feature, the **“World's Largest Full Pipe,”** which is 22 feet tall and 100 feet long.

COMMUNITY CENTERS

More than **71,240 individuals participated in recreation programming** at 11 community centers for a total of **753,219 visits** to take advantage of opportunities to learn new skills, improve their health and stay connected with neighbors.

In 2017, **PRNS collaborated with 33 non-profits to manage 39 reuse centers** allowing for more, diverse services delivered to approximately **22,000 community members**.



BUILDING COMMUNITY THROUGH ENGAGEMENT

Connecting People to People

PRNS teams are hard at work in our neighborhoods. Our diverse programs employ multiple strategies with the goal of connecting people to people, an impetus for a safe and successful San José Building Community Through **ENGAGEMENT**.

CLEAN SLATE TATTOO REMOVAL PROGRAM

In August 2017, the Tattoo Removal Program – aimed at helping employment-seeking youth remove gang-related tattoos – unveils a **new state-of-the-art laser**. Jointly funded by the County of San Clara, City of San José and Valley Medical Foundation, the laser removes tattoos more efficiently, allowing doctors to treat patients with fewer sessions. This increased capacity has made it possible for the program to expand and **serve victims of human trafficking** who are often branded with tattoos.

PROJECT HOPE

Project Hope, a collaboration with the San José Police Department implements principles of community partnership and development, neighborhood empowerment and coordination of City services to address the challenges of crime, poverty and blight. **Serving 7,000 residents** in the Cadillac/Winchester neighborhood, the program hosted **two dumpster days and six litter pickup events**. Project Hope has also inspired residents to take active roles as civic leaders by establishing an eight-member Cadillac Winchester Neighborhood Association Board whose monthly meetings are consistently attended by 40 residents.

Both programs are part of the **Mayor's Gang Prevention Task Force (MGPTF), a national model**. For 26 years, the interagency effort provided a variety of services to prevent, intervene and suppress gang activity.





BUILDING COMMUNITY THROUGH CARING

Connecting People to Health & Wellness

We are a community-serving department and safety net for our most vulnerable populations. The World Health Organization designated San José an **Age-Friendly City**, recognizing our mission to **serve 8-to-80-year-olds** alike. Building Community Through **CARING**.

ACTIVE ADULTS

Active adults 50 and above can find a wide range of social and recreational opportunities that include painting, dancing, day trips and more. Additionally, PRNS served **223,000 nutritious meals** at **12 sites** in 2017. While enjoying a meal, active adults interact with people who have similar interests, thus, reducing social isolation.

LEISURE PROGRAMS AND SPORTS LEAGUES

PRNS strives to provide an array of health and wellness programs, including nearly **4,000 leisure classes** and **39 sports leagues** for youth, teens, adults and those with disabilities. The Centers for Disease Control and Prevention reports that more than 24,000 San José adults improve their health by utilizing our facilities and programs.

DIABETES PREVENTION CAMPS

In partnership with the American Diabetes Association, PRNS once again held successful “Healthy Challenge Type 2 Diabetes Prevention” camps for children ages 8 to 15. The free camps at Mayfair and Seven Trees community centers **focused on youth who are likely to struggle with diabetes** and taught **72 campers** about nutrition and the importance of exercise.

THERAPEUTIC RECREATION SERVICES AND GRACE ART & WELLNESS PROGRAM

Focusing on abilities rather than disabilities, “Therapeutic Recreation Services” provides recreational opportunities, education, and community services to persons with cognitive and physical disabilities.

In 2017, the Grace Art & Wellness Program – formerly Therapeutic Art & Wellness housed at the Grace Baptist Church – moved to a **new home at Northside Community Center**. It was an important milestone for the program, as the new, larger facility increases capacity. The Art & Wellness Program empowers adults with mental health disabilities, and behavioral health issues and places them on a path to a healthy lifestyle.

SCHOLARSHIPS

One of the PRNS guiding principles is to provide equal access to recreational opportunities for all San José residents. PRNS has made this possible by providing **8,912 scholarships**, valued at close to \$1 million, to those in need in 2017.



BUILDING COMMUNITY THROUGH LEARNING & LITERACY

Connecting Youth to Silicon Valley Dreams

We know that education is key to a brighter future. PRNS facilities provide safe places for play and learning. In doing so, we disrupt the pipeline that leads from a few neighborhoods to juvenile hall, and create a route to the Silicon Valley dream. Building Community Through **LEARNING** and **LITERACY**.

RECREATION PRESCHOOL AND RECREATION OF CITY KIDS

The City’s Education & Digital Literacy Strategy re-envisioned City facilities and programs as classrooms that amplify the work done by schools. More than **679 children enrolled in 49 San José Recreation Preschool classes** to learn their ABCs before entering kindergarten. The Recreation of City Kids (R.O.C.K) afterschool program, serving more than **1,500 students at 20 locations**, provides a place for children, ages 5 to 12, to continue learning and playing in an active and accepting environment.

SJ DIGI

The San José Digital Arts program offers contemporary recreation for the new millennium. Youth, ages 13 to 24, explore the digital universe with professional-grade media tools and knowledgeable mentors. Youth visited eight locations **1,755 times** to gain the necessary skills to pursue digital media careers in Silicon Valley, and most importantly, find an expressive outlet for self-empowerment and creativity.

SJ WORKS

PRNS also works to connect youth with success through employment. The San José Works 3.0 Program provided job opportunities to more than **800 youth**. Additionally, the Work2Future Foundation held three job fairs with Aerotek, Microsoft, Comcast and hundreds of other companies.

Through our programs, teens engage in positive activities that provide social connectivity and education. In 2017, our **teen center** saw over **16,800 check-ins**.





BUILDING COMMUNITY THROUGH INSPIRATION
Connecting People to Nature

To help residents escape the constant digital connection that goes with convenient and dynamic city living, PRNS parks, trails and programs connect people to nature. Building Community Through **INSPIRATION**.

PARK RANGERS

San José residents can enjoy **nearly 60 miles of trails** and **200 parks**. For the public to appreciate these free amenities, the equivalent of 26 highly knowledgeable San José Park Rangers take on two primary roles: provide public safety and interpretive services; and protect and preserve the natural and cultural resources in our parks and open spaces.

This past year, San José Park Rangers hosted the Moonlight Walk series at Kelley Park with partners Keep Coyote Creek Beautiful, Happy Hollow Park & Zoo’s Education Department and the Santa Clara County Open Space Authority. Close to **400 attendees** participated in **four walks**. Families connected with nature along Coyote Creek, took a tour of the Japanese Friendship Garden and visited the park wildlife.

FAMILY CAMP AT YOSEMITE

PRNS’ nature experience extends to Yosemite. Family Camp at Yosemite offers a unique “glamping” experience. In 2017, nearly **5,000 campers** hiked through scenic trails, panned for gold, fished in the pristine rivers and participated in unique events without breaking the budget. The Camp provides a nature-filled experience for family and friends alike.

PARKS AND TRAILS

With **3,518 acres of parkland**, San José residents can easily find open space and nature to relax, play, recreate and enjoy quality time with family and friends.

Over **400 programs** at our parks have educated and enlightened close to **5,600 individuals** to be more aware of the environment beyond the city pavement.

In addition to play, our trails are a vital transportation asset. Over **858,000 people** use the trail system annually, many as an alternative to sitting in a car and commuting.



BUILDING COMMUNITY THROUGH SERVICE
Connecting People to Change

Volunteers play a huge role in the success of thriving public a In 2017, PRNS service opportunities saw a significant increase volunteers. Building Community Through **SERVICE**.

VOLUNTEER MANAGEMENT

Most recently, the Volunteer Management Unit received the coveted “**Innovation Award**” from the National Association of Volunteer Programs in Local Government for its successful “S Series” program. The program provides service opportunities no preregistration or long-term commitments required. This y **550 volunteers donated 1,350 hours, a value of \$38,400**.

Including the Sunday Series, volunteers have committed a tot **144,613 hours** toward senior nutrition programs, anti-graffiti a anti-litter campaigns, the Adopt-a-Park program, and special e such as tree plantings, clean-ups, murals and art projects.

#BEAUTIFYSJ GRANTS

Residents who work to better their neighborhood deserve the as well. The PRNS’ Strategic Partnerships Unit partnered with #BeautifySJ Initiative to award **\$281,000 in beautification gr** **71 neighborhood associations** for beautification and neighbo strengthening projects.

COMMISSIONS

The Parks and Recreation, Senior Citizens and Youth commiss assure civic engagement and advocacy. **The 11-member commissions** meet monthly to advise the City Council on community issues that impact youth, seniors and the City’s y: of parks, playgrounds, recreation centers and leisure program



A DEPARTMENT THAT SERVES

PRNS is a department that serves through parks, trails, community centers and programs — community assets. At our core, we Build Community Through RESILIENCY.



FLOOD

On February 21, 2017, neighborhoods, parks and facilities along Coyote Creek were submerged under several feet of water. PRNS team members spent more than **16,500 hours** —and counting — in the response and ongoing recovery phase. Multilingual employees readily marched in knee-deep waters to warn and evacuate residents; cleared debris in parks and neighborhoods; opened overnight mass care shelters; and organized volunteers.

Less than a week after the flood, PRNS staff converted the Vietnamese American Community Center into a Local Assistance Center (LAC). The LAC hosted six state agencies and **10 nonprofits** that assisted **1,885 flood victims**.

For over two weeks, the Seven Trees Community Center housed up to **200 displaced individuals**. The center's amenities were a welcome reprieve, offering a sense of normalcy and a learning-rich environment with books, computers and homework assistance for children.

City employees worked side-by-side with **4,700 volunteers** who donated their time to help flooded neighborhoods. Employees coordinated **18 volunteer days** to clean-out flooded homes, parks, and facilities.

PRNS employees worked with other City departments and volunteers to help wildlife and parks. Happy Hollow Park & Zoo staff, aided by volunteers, relocated animals from the lower zoo to temporary quarters in the upper zoo area. In the lower area of the Japanese Friendship Garden, park rangers and zoo staff rescued **120 large koi fish** from the muddy waters.

FIRE

Five months after parts of San José were submerged in flood waters, the City faced another natural disaster. On July 11, the hills near Alum Rock Park (ARP) became engulfed in flames. The Lariat Fire led to the **evacuation of a dozen people**. Park Rangers assisted and led the evacuees out of the area through park fire and access roads to safety.

Once again, PRNS opened its doors at the Berryessa Community Center as an evacuation and reunification center. Aided by park rangers with fire suppression and containment, the San José Fire Department and Cal Fire's combined undertaking was fast and effective. In just two days, the blaze was **100 percent contained**.

The center remained open for the San José Fire Department — our public safety partners — as a rehab station. Staff served **150 meals** to **75 firefighters**. These public emergencies underscore how vital PRNS facilities and staff are every day and especially during times of crisis.



WARMING CENTERS

In the winter of 2016-17, PRNS activated two community centers as overnight warming locations. More than **31 nights** of shelter, food and support were provided to **670 individuals** seeking warmth from the cold nights.

HEATWAVE

The Bay Area experienced multiple days of record-breaking heat in 2017. For public safety, PRNS extended the hours at **11 community centers** when temperatures reached **97 degrees**. On Labor Day weekend temperatures rose to **110 degrees**. Over the span of seven heatwave activations, **581 residents** sought relief at the community centers.

COMMUNITY IMPACT & FISCAL PERFORMANCE

SPECIAL EVENTS

IT'S HAPPENING! IN PLAZA DE CÉSAR CHÁVEZ

Visitors: 20,000

VIVA CALLESJ

Participants: 130,000
Miles of open streets: 7.3

SUMMER IN ST. JAMES ACTIVATION

Visitors: 6,000

¡VIVA PARKS!

Events held: 31
Attendees: 10,689

PARK ACTIVATION BY OTHERS

Special events: 1,661
Permits issued: 282
Event attendees: 1,259,226

INSPIRING

FITNESS:

Memberships: 5,996

LEISURE CLASSES

Participants: 51,417
Classes offered: 3,981

OLDER ADULTS

Memberships: 5,560
Meals served: 223,000

BUILDING

FACILITY RE-USE:

Participants: 22,000

COMMUNITY GARDENS

Gardeners: 1,029

CREATING

HAPPY HOLLOW PARK & ZOO

Admissions: 470,813
Memberships: 33,603

AQUATICS PROGRAM

Lesson participants: 2,232
Rec. swim participants: 12,194

FAMILY CAMP AT YOSEMITE

Campers: 4,964

SUMMER CAMPS

Participants: 15,079

PICNIC RESERVATIONS

Booked: 2,198

LAKE CUNNINGHAM SKATE PARK

Visitors: 8,651

SERVING

PARK VOLUNTEER PROGRAM

Events: 167
Volunteers: 5,409
Hours: 29,825

COMMUNITY CENTER VOLUNTEERS:

Events: 134
Volunteers: 1,526
Hours: 114,788

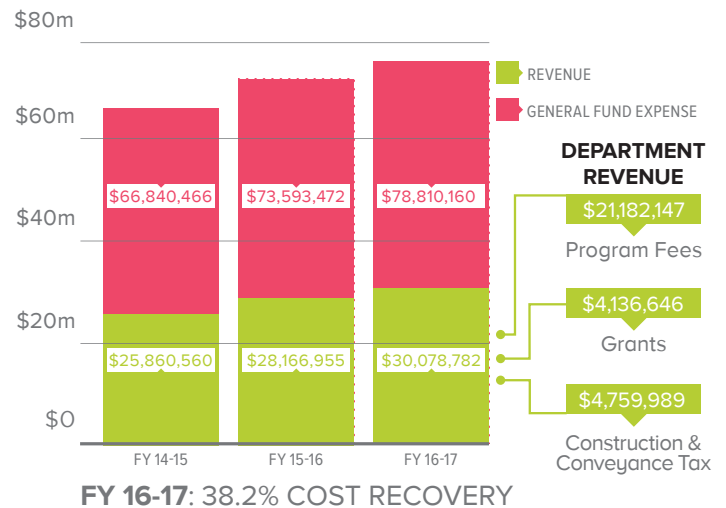
GRANTS

Grantees: 82

ANTI-LITTER/GRAFFITI VOLUNTEERS:

Lbs of litter: 3,863 Cubic Yards
Volunteers: 13,189
Hours: 47,956
Graffiti cleaned: 1,998,532 sq. ft.

FISCAL PERFORMANCE | FY 16-17



ADOPTED BUDGET | FY 17-18

OPERATING & CAPITAL FUNDS | \$265,301,367

CAPITAL FUNDS

CAPITAL IMPROVEMENT PROGRAM \$168.3 MILLION

OPERATING FUNDS

PRNS OPERATIONS \$97,001,367

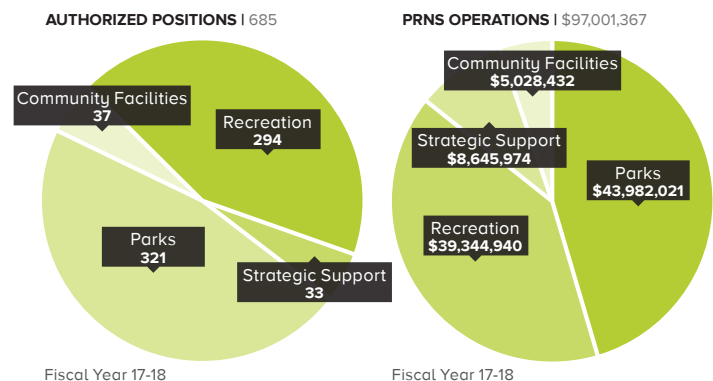
OTHER*

GIFT TRUST FUND \$2,131,838

MUNICIPAL GOLF FUND \$2,793,000

Fiscal Year 17-18

*A portion of these amounts are accounted for in the \$265,301,367 total listed above.



2017 SCHOLARSHIPS

TOTAL NUMBER OF SCHOLARSHIPS | 8,912

TOTAL SCHOLARSHIP AMOUNT USED | \$897,848

PARKS, RECREATION & NEIGHBORHOOD SERVICES EXECUTIVE STAFF

DIRECTOR ANGEL RIOS, JR.
ASSISTANT DIRECTOR MATT CANO
DEPUTY DIRECTOR JUSTIN LONG
DEPUTY DIRECTOR NEIL RUFINO
DEPUTY DIRECTOR NICOLLE BURNHAM

2018 CITY COUNCIL

MAYOR SAM LICCARDO
DISTRICT 1 CHARLES "CHAPPIE" JONES
DISTRICT 2 SERGIO JIMENEZ
DISTRICT 3 RAUL PERALEZ
DISTRICT 4 LAN DIEP
DISTRICT 5 VICE MAYOR, MAGDALENA CARRASCO
DISTRICT 6 DEVORA "DEV" DAVIS
DISTRICT 7 TAM NGUYEN
DISTRICT 8 SYLVIA ARENAS
DISTRICT 9 DONALD ROCHA
DISTRICT 10 JOHNNY KHAMIS
CITY MANAGER DAVE SYKES



BUILDING FORWARD

In 2018, we will continue to rebuild parks and facilities damaged by the floods. In coordination with the Public Works and Transportation departments, 26 facilities will move to the construction phase.

Delivering world-class destinations is a department goal. We will complete the Greenprint Update and outline a 20-year vision for City parks and recreation. We will also begin a Nexus Study to evaluate how park fees are assessed under the Park Dedication and Park Impact Ordinances. This analysis may provide opportunities to support policies that will lead to the development of vibrant public spaces and the park of the future as envisioned in the Greenprint.

In 2018, we will open Lake Cunningham Action Sports Bike Park, a bike park for users of all abilities. At Happy Hollow Park & Zoo, we are prepared to host large corporate events and will welcome new zoo animals. Keep an eye out for the "wild" additions. We are looking forward to 2019 when we will open the Arcadia Ballpark complex, which will provide softball and baseball opportunities for all ages.

In San José neighborhoods, community centers will launch Neighbor Nights, providing a place for neighbors to gather and get to know one another. Centers will continue to provide a safe place that unites our diverse community. PRNS will continue to envision and provide dynamic public spaces with accessible and affordable activities that are a vital part of the Silicon Valley dream.

SUPPORT YOUR PARKS, TRAILS AND CENTERS

PRNS provides over 1,000,000 residents with opportunities to maintain healthy, active, and social lifestyles. We maintain 200 parks, 3,518 acres of open space, Happy Hollow Park & Zoo and 50 community centers.

You can help support and improve the quality of life for your neighbors and fellow San Joseans. Consider a time or financial contribution, email supportparks@sanjoseca.gov.

PARKS, RECREATION & NEIGHBORHOOD SERVICES
200 E. SANTA CLARA ST. 9TH FLOOR, SAN JOSE, CA 95113

PH: (408) 535-3570 | WWW.SANJOSECA.GOV/PRNS | FACEBOOK & TWITTER @SJPARKSANDREC

OUR FOUNDATIONS

PRNS foundations and friends provide time and resources to keep our programs invigorated. Their tireless commitment benefits all San José residents. Learn more at sanjoseca.gov/prnspartners.



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COMMUNITY ASSETS

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S

10
ATHLETIC
GYMNASIUMS

100
BALL FIELDS

158
BASKETBALL
HOOPS

1
BMX PARK

18
BOCCE BALL
COURTS

50
COMMUNITY
CENTERS

18
COMMUNITY
GARDENS

1
DISC GOLF
COURSE

10
DOG PARKS

34
EXERCISE &
PAR COURSES

1
FAMILY CAMP
AT YOSEMITE

1
FARM PARK

6
FITNESS
ROOMS

3
GOLF
COURSES

8
HANDBALL
COURTS

1
HAPPY HOLLOW
PARK & ZOO

1
HISTORY PARK

29
HORSESHOE
PITS

2
LAKE PARKS

58.75
MILES OF
TRAILS

1
MUNICIPAL
FIRING RANGE

191
NEIGHBORHOOD
PARKS

268
PARK
PLAYGROUNDS

4
PICKLEBALL
COURTS

70
PICNIC
LOCATIONS

9
REGIONAL
PARKS

1
ROLLER/
HOCKEY RINK

2
SAILING
LOCATIONS

7
SKATE PARKS

6
SWIMMING
POOLS

94
TENNIS
COURTS

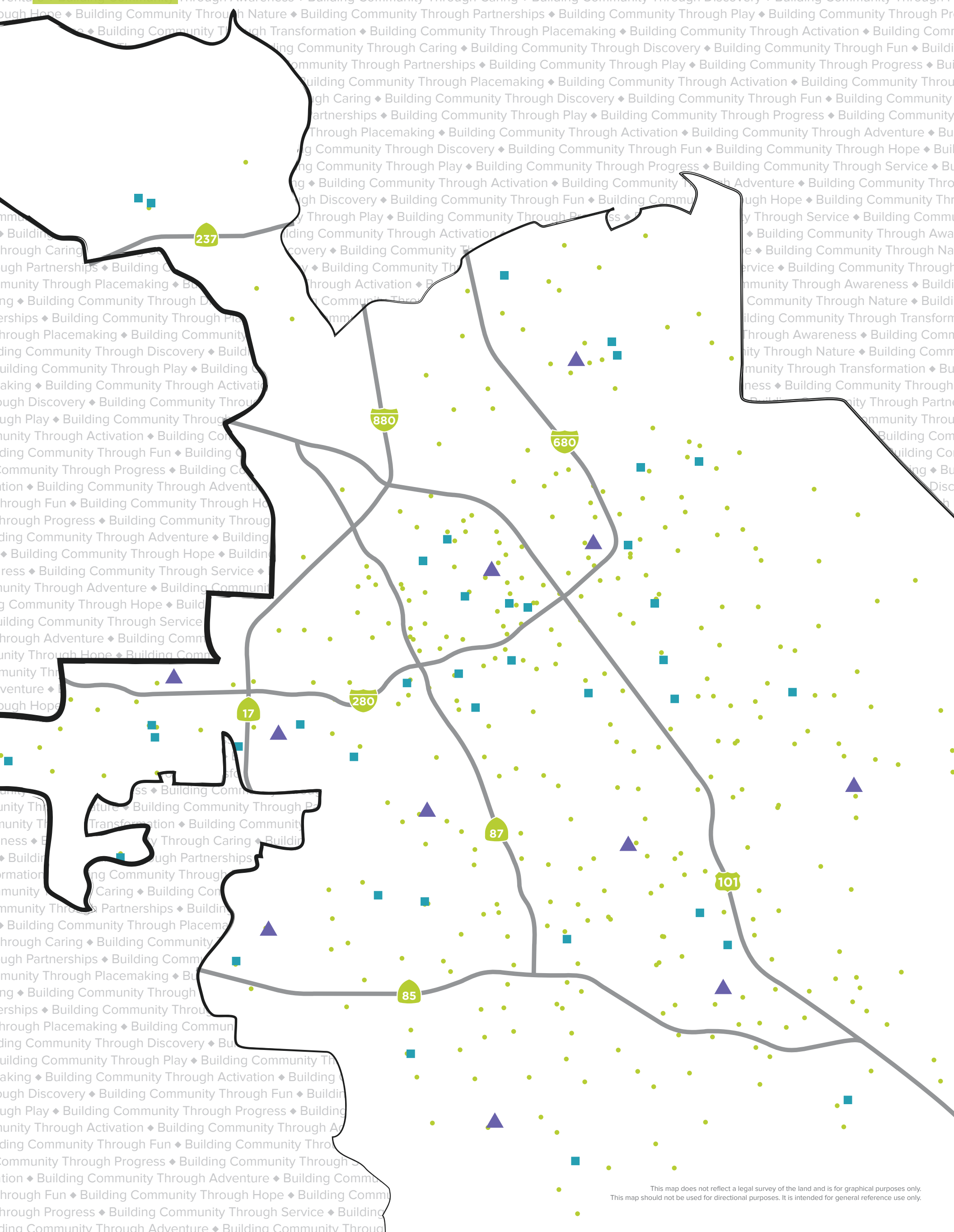
13
VOLLEYBALL
COURTS

6
WEDDING
SITES

BUILDING COMMUNITY THROUGHOUT SAN JOSÉ

PARKS, RECREATION AND NEIGHBORHOOD SERVICES FACILITY MAP

- ▲ 11 Community Center Hubs
- 200 City Parks
- 39 ReUse Facilities



This map does not reflect a legal survey of the land and is for graphical purposes only. This map should not be used for directional purposes. It is intended for general reference use only.