

THE REDEVELOPMENT AGENCY OF THE CITY OF SAN JOSE

MEMORANDUM

TO: HONORABLE MAYOR, CITY COUNCIL, AND REDEVELOPMENT AGENCY	FROM: HARRY S. MAVROGENES DEBRA FIGONE
SUBJECT: SEE BELOW	DATE: SEPTEMBER 27, 2010

INFORMATION

SUBJECT: STRONG NEIGHBORHOODS BUSINESS PLAN
IMPLEMENTATION

On August 10, 2010, the City Council and Redevelopment Agency Board unanimously approved the Strong Neighborhoods Business Plan Update (Plan). More than 140 neighborhood leaders and staff participated in the update of the Plan resulting in the following four goals:

- 1) removing barriers to neighborhood action across the City,
- 2) stabilizing neighborhoods in crisis,
- 3) mobilizing neighborhood action City-wide, and
- 4) connecting resources to priorities.

These four goals are in alignment with the amended City/Agency Cooperation Agreements and City and Agency Capital and Operating Budgets.

These are challenging economic times for the City and Redevelopment Agency. This Plan focuses limited resources and reduced staff over the next two years on these four goals. The information provided in this memo is specific to goal 2, stabilizing neighborhoods in crisis, and identifies high need neighborhoods that will form the focus of the field-based Neighborhood Solutions Team. The desired outcome is that these neighborhoods will be cleaner, safer and more engaged during the next two years.

STABILIZING NEIGHBORHOODS IN CRISIS:

The Strong Neighborhoods staff will collaborate and align resources with Code Enforcement; Anti-Graffiti; Parks, Recreation and Neighborhood Services; Housing, Police; Transportation; Santa Clara County non-profit service providers;

schools; and other stakeholders. The combined resources from these groups will focus community organizing efforts in the neighborhoods of highest need in San Jose with the outcome of cleaner, safer, more engaged neighborhoods over two years.

In coordination with the Redevelopment Agency, the City Manager's Office will reconvene the Neighborhood Services City Service Area team composed of City and Redevelopment Agency Department heads and their appropriate staff to promote an increased level of communication and coordination to guide the successful implementation of the Strong Neighborhoods Plan. This team will also create an effective interdepartmental forum that will meet regularly to discuss progress, development strategies and solve issues.

Methodology

The criteria used to define and rank neighborhoods in crisis are based on issues identified as important to the community from the 2010 Community Budget Priority Setting exercise and surveys, the City of San Jose Community Satisfaction Surveys (2000 - 2009), the Mayor's Gang Prevention Task Force, and the March 2010 Strong Neighborhoods Community workshop, which incorporated input from more than 140 community leaders.

The rankings used six weighted indicators applied to all neighborhoods across San Jose. These indicators provided a foundation for gauging the well being of a neighborhood. The indicators (and data source) are:

- 1) Gang related incidents (data provided by SJPD Crime Analysis Unit)
- 2) Violent crimes (data provided by the SJPD Crime Analysis Unit)
- 3) Code Enforcement violations (from Code Enforcement statistics)
- 4) Graffiti ranking (from the annual anti-graffiti citywide survey)
- 5) Unemployment (data provided by the Employment Development Department and the US Bureau of Labor Statistics)
- 6) Foreclosure Activity (data provided by City of San Jose Housing Department and DataQuick)

Staff also uses neighborhood perception data from the City of San Jose's Annual Community Satisfaction Survey to validate the results from each of the indicators. Indicators 1-4 are weighted higher as these are areas where staff, in collaboration with other City departments, service providers and neighborhood leaders, can have a positive impact and in some situations improvement can occur fairly quickly.

Due to staff's limited influence in reducing unemployment (5 above) and foreclosure rates (6 above), these indicators were given a lesser weight than indicators 1-4.

The results of this analysis yielded 13 neighborhoods with scores exceeding 250 points, indicating a very high level of need. The focus areas are listed on the attached Strong Neighborhoods Focus Areas Matrix at Attachment A. The Strong Neighborhoods Focus Areas Map (Attachment B) shows the neighborhoods in crisis and the locations of field offices supporting the organizing effort. These focus areas are not intended to be a fixed list. As conditions improve, the staff focus can shift to other neighborhoods and issues.

Neighborhood Field Offices

Strong Neighborhoods will have a field office presence in six focus area neighborhoods: Alma Center, Capitol Park Neighborhood Center, Hoffman/Via Monte Neighborhood Center, Most Holy Trinity Weed & Seed Office, Edenvale Community Center and the Santee Neighborhood Action Center.

To maintain a viable field presence in high need neighborhoods, the Edenvale Community Center has been added as a field office. In addition to the field offices, Strong Neighborhoods will continue to support the Spartan Keyes Neighborhood Action Center and the McKinley Neighborhood Center to allow those Centers to continue to operate.

Neighborhood Action Coalition (NAC) Support

The Neighborhood Action Coalitions are critical partners in the success of the Strong Neighborhoods Business Plan. Staff will continue to support and guide the NACs to ensure the continued action and development of neighborhood leaders.

Pilot Project Areas

The Neighborhood Development Center will continue to oversee the implementation of the pilot areas in Donna Lane (Council District 9), Seven Trees (Council District 7), and Silverleaf (Council District 2) and will have an organizer assigned to these areas.

TRANSITION & OUTREACH:

Staff will be reorganized to better match the goals of the Strong Neighborhoods Business Plan. Strong Neighborhoods staff and neighborhoods will be informed of these changes over the next week and staff will be fully engaged in their newly assigned neighborhoods by January 2011. From now until January, staff will continue to have a limited presence in their current neighborhood and will be in communication with neighborhood leaders to ensure a smooth transition.

Staff will:

- Contact each NAC president, and key neighborhood stakeholders to inform them of the changes and transition;
- Request to be on the next NAC meeting agenda to discuss transition, timeline, and introduce staff; and,
- Initiate meetings with partner City departments to discuss joint strategies for approaching work in the identified neighborhoods in crisis.

In addition, this memorandum will be circulated to over 500 neighborhood leaders who have provided their contact information through the Strong Neighborhoods database and Neighborhoods Commission. Staff will also provide an update to the citywide Neighborhoods Commission and the newly formed Coalition of NACs. The Strong Neighborhoods staff is scheduled to make a presentation on neighborhoods in crisis at the October 13, 2010, Mayor's Gang Prevention Task Force (MGPTF) Technical Team meeting to update partner agencies collaborating with Strong Neighborhoods. Strong Neighborhoods staff is participating in the MGPTF retreat to further align strategies for stabilizing neighborhoods in crisis.

This memorandum has been coordinated with the Agency's General Counsel.



DEBRA FIGONE
City Manager

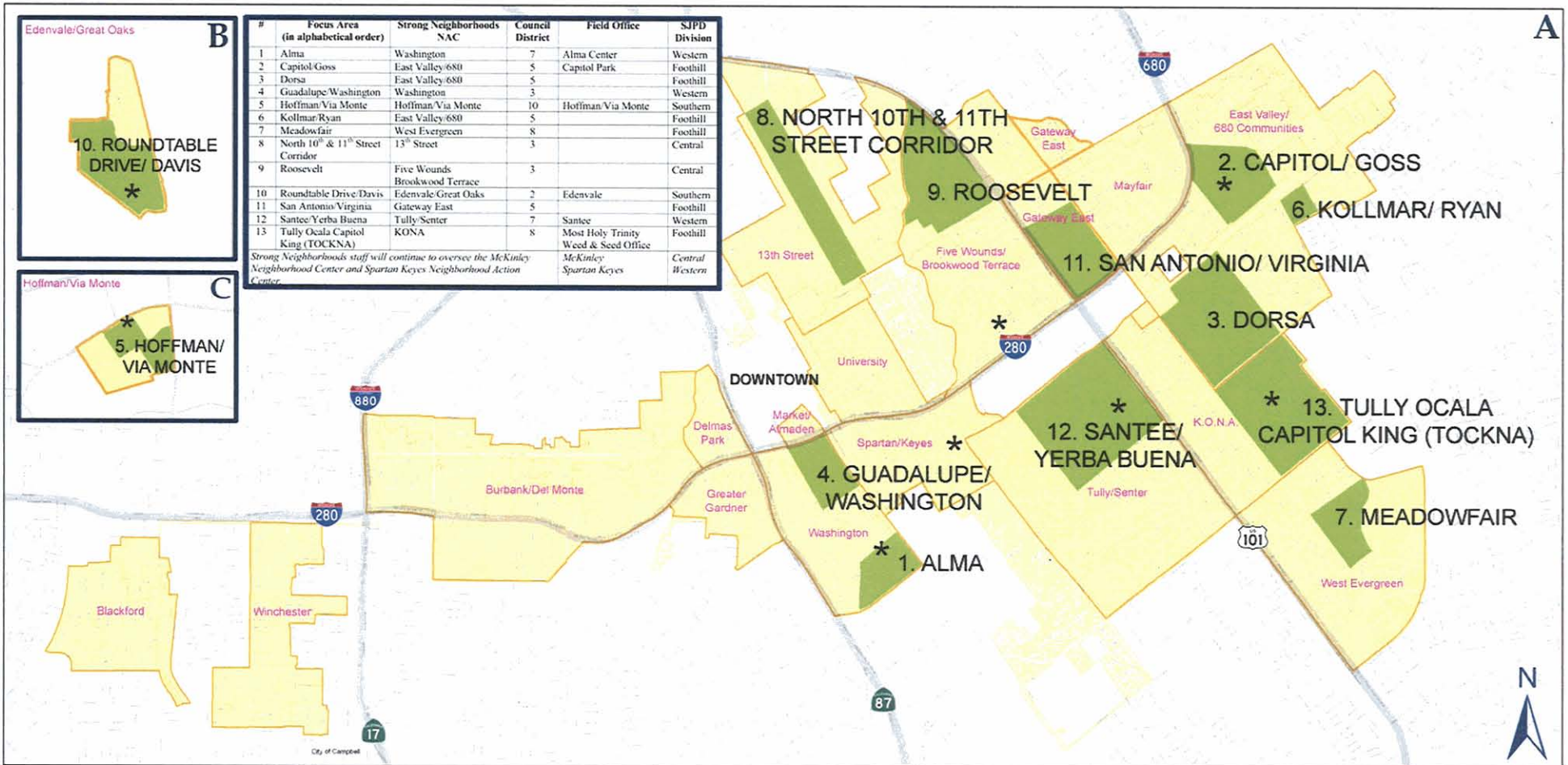


HARRY S. MAVROGENES
Executive Director

Attachments

STRONG NEIGHBORHOODS FOCUS AREAS

#	Focus Area (alphabetical order)	Points	Strong Neighborhoods NAC	Council District	Field Office	SJPD Division
1	Alma	277	Washington	7	Alma Center	Western
2	Capitol/Goss	285	East Valley/680	5	Capitol Park	Foothill
3	Dorsa	403	East Valley/680	5		Foothill
4	Guadalupe/ Washington	277	Washington	3		Western
5	Hoffman/Via Monte	262	Hoffman/Via Monte	10	Hoffman/Via Monte	Southern
6	Kollmar/Ryan	429	East Valley/680	5		Foothill
7	Meadowfair	371	West Evergreen	8	Most Holy Trinity Weed & Seed Office	Foothill
8	North 10 th & 11 th Street Corridor	306	13 th Street	3		Central
9	Roosevelt	318	Five Wounds/Brookwood Terrace	3		Central
10	Roundtable Drive/Davis	343	Edenvale/Great Oaks	2	Edenvale Community Center	Southern
11	San Antonio/Virginia	391	Gateway East	5		Foothill
12	Santee/Yerba Buena	343	Tully/Senter	7	Santee Neighborhood Action Center	Western
13	Tully, Ocala, Capitol, King (TOCKNA)	340	KONA	8		Foothill
<i>Strong Neighborhoods staff will continue to oversee the McKinley Neighborhood Center and Spartan Keyes Neighborhood Action Center.</i>					<i>McKinley Spartan Keyes</i>	<i>Central Western</i>



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3	Dorsa	East Valley/680	5		Foothill
4	Guadalupe/Washington	Washington	3		Western
5	Hoffman/Via Monte	Hoffman/Via Monte	10	Hoffman/Via Monte	Southern
6	Kollmar/Ryan	East Valley/680	5		Foothill
7	Meadowfair	West Evergreen	8		Foothill
8	North 10 th & 11 th Street Corridor	13 th Street	3		Central
9	Roosevelt	Five Wounds/Brookwood Terrace	3		Central
10	Roundtable Drive/Davis	Edenvale/Great Oaks	2	Edenvale	Southern
11	San Antonio/Virginia	Gateway East	5		Foothill
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13	Tully Ocala Capitol King (TOCKNA)	KONA	8	Most Holy Trinity Weed & Seed Office	Foothill

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Strong Neighborhoods Focus Areas

- Strong Neighborhoods Action Coalition Boundaries
- Focus Area
- * Field Office

Strong Neighborhoods
City of San José + Redevelopment Works