



Memorandum

TO: MAYOR REED

FROM: Councilmember Chu

SUBJECT: BUDGET DOCUMENT

DATE: May 23, 2012

Approved

Date

5/23/12

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Art Box Project

Amount of City Funding Required: \$50,000

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.)

A Mural Art Program can be a proactive, preventive approach to help eliminate graffiti. In addition to declining property values, graffiti-prone neighborhoods also suffer from increased rates of other types of crimes, including gang violence. The City of San José spends more than \$1.2 million each year to combat graffiti vandalism on walls and utility boxes.

Communities with similar programs, such as the City of Hayward and City of Livermore, have learned that murals on walls and utility boxes are rarely defaced by graffiti and stimulate a sense of neighborhood pride and collective ownership. In addition to graffiti prevention, a small mural art program serves multiple purposes, including: reducing blight, enhancing the attractiveness and vibrancy of the community, and establishing and fostering partnerships with local artists, businesses, and residents.

I recommend that we allocate \$50,000 to the San José Parks Foundation to continue working with neighborhoods and local artists to initiate art box projects citywide.

Funding Source

Program/Project Title: Essential Services Reserve

Amount of City Funding Change: \$50,000

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.)

The Essential Services Reserve was set aside to support services that are of essential importance to our residents. Our ability to reduce graffiti in our neighborhoods is key to reducing blight, enhancing the attractiveness and vibrancy of the community, and establishing and fostering partnerships with local artists, businesses, and residents in the City of San José.

Department or Organization: Department of Parks, Recreation, and Neighborhood Services

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

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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