



Memorandum

TO: MAYOR REED

FROM: Councilmember Pete Constant
Councilmember Sam Liccardo

SUBJECT: BUDGET DOCUMENT

DATE: May 21, 2009

Approved

Date

RECOMMENDATION

That the following recommendation be enacted.

BACKGROUND

City-Council Initiated Neighborhood Improvement Reserve Fund/Other Budget Proposals

Program/Project Title: Senior Center Services

Amount of City Funding Required: \$ 50,000

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

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.)

Provide grant money to a CBO (to be determined) to provide much needed services at one of the City of San Jose's Senior Centers slated for closure.

Funding Source

Program/Project Title: PRNS Advertising: "Smoke Free Parks"

Amount of City Funding Change: \$ 50,000

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

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.)

Immediately discontinue the PRNS *Smoke Free Parks* advertising campaign. In an economic environment where the City is struggling to provide basic essential services and meet our commitment to CBO service providers, it is imprudent to spend money on an advertising campaign that will provide very little, if any, direct benefit to San Jose residents. To date, the City has spent \$50,000 on this campaign and has allocated an additional \$100,000 over the next 2 fiscal years.

Department or Organization: PRNS

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

Name: _____

Phone number: _____

E-mail address: _____

This change is:

_____ One-time X Ongoing (2 years)

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