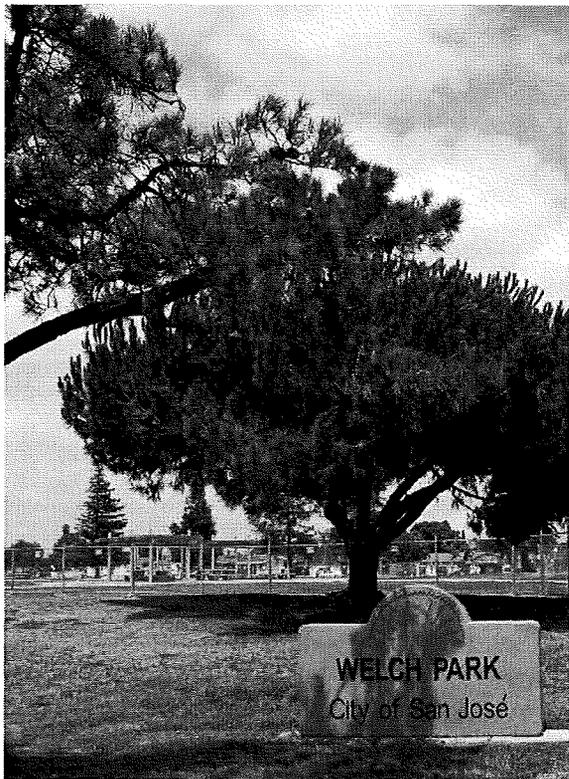


November 2008

STRONG NEIGHBORHOODS INITIATIVE



Strong Neighborhoods

Neighborhood Improvement Plan Amendment K.O.N.A.

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A special “thank-you” to all of the K.O.N.A. Neighborhood Action Coalition participants.

INTRODUCTION

Launched in July 2000, the Strong Neighborhoods Initiative (SNI) is a partnership of the community, the City of San José and the San José Redevelopment Agency to build clean, safe and attractive neighborhoods with independent and capable neighborhood organizations. The goal of the Strong Neighborhoods Initiative is to improve neighborhood conditions, enhance community safety, facilitate community services and strengthen neighborhood associations. The SNI is funded through resources from the City of San José, San José Redevelopment Agency, grants, private investments and public-private partnerships. King Ocala Neighborhood Area (K.O.N.A.) is one of nineteen neighborhoods in San José that have been designated as an SNI area. K.O.N.A. is located to the southeast of downtown and is bounded by Highway 101 to the west, Tully Road to the south, Story Road to the north, and the eastern boundary stretches from Story Road down King Road to Ocala Avenue and then to Reid-Hillview Airport between Ocala Avenue and Tully Road.

When the SNI began in the K.O.N.A. Neighborhood in February 2002, the Neighborhood Action Coalition (NAC), residents, community-based organizations, and City and San José Redevelopment Agency staff worked together to develop the K.O.N.A. Neighborhood Improvement Plan. The *SNI K.O.N.A. Neighborhood Improvement Plan* was approved by the San José City Council in December 2002. The plan is a comprehensive guide to neighborhood revitalization in which community members identified their Top Ten priority projects. Since that time, five out of the Top Ten priorities have been completed, and the community has made progress towards the implementation of their other priorities. The K.O.N.A. NAC, in cooperation with the City of San José and the San José Redevelopment Agency, created this *K.O.N.A. Neighborhood Improvement Plan Amendment* to guide the neighborhood improvement efforts for the next five years and beyond. The following pages describe the development of the amended set of actions that the K.O.N.A. community has prioritized.

The purpose of the Renewing the Action Agenda process is to produce both a new “Top Ten list” and renew neighborhood leadership in each SNI area. This neighborhood has been encouraged to examine the organizational capacity of their NAC and the overall community while reviewing the completion of their original list of priority action items. The intent is to deepen the organizational capacity of the NAC and to create a network of interconnected neighborhood leaders as the Renewing the Action Agenda process unfolds.

A. About the Neighborhood

1. Description of K.O.N.A.

The K.O.N.A. SNI Neighborhood is approximately 695 acres with a population of roughly 17,000 residents, according to the 2000 Census. City staff worked closely with the following two residential neighborhood associations that are part of the K.O.N.A. SNI NAC:

a. Lanai Cunningham Neighborhood Association (LCNA)

- Boundaries are Highway 101 to the west, Story to the north, King Road to the east, and Tully Road to the south.

b. Tully Ocala Capitol King Neighborhood Association (TOCKNA)

- Boundaries are King Road to the west, Ocala Avenue to the north, Capitol Expressway to the east, and Tully Road to the south.

Community assets abound in K.O.N.A., including good access to transit and freeways, a newly renovated Welch Park, the Boys and Girls Club, a vital business district with neighborhood-serving stores and services, active faith-based and community organizations, five public school campuses, one private school campus, and proximity to the regional Eastridge Mall and Lake Cunningham Park.

K.O.N.A. is predominately residential with most retail and commercial establishments located on King, Tully and Story Roads. The K.O.N.A. SNI NAC has engaged the community in the revitalization process and has ensured that the new Top Ten priority projects produce results. Gloria Rivera, Chair Emeritus of the NAC, said it best when she described the impact of SNI on her neighborhood, *“Our neighborhood has evolved into an awakened state. The SNI has given us the tools and the support needed to make a difference in our community. The SNI has motivated residents in taking action, pride, and ownership of our community.”*

2. Public and Private Investment

Since the inception of SNI, public agencies and private parties have invested more than \$21.5 million in the K.O.N.A. Neighborhood. The Agency and City have invested \$1.5 million to date in the area’s Top Ten projects. Another \$7.1 million has been invested in other public projects, including the Boys and Girls Club sports field and other improvements. Nearly \$800,000 has been spent on single-family housing rehabilitation. New development projects by private investors, worth an estimated \$12.1 million, have been built or are under construction. This has created 71,000 square feet of new commercial and other space in the K.O.N.A. Neighborhood.

The commercial area at the intersection of Story and King Roads has undergone a major revitalization. The Agency has invested \$5.6 million in improvements to the Tropicana Shopping Center, which lies within K.O.N.A., and contributed to the new Plaza de San José and Mi Pueblo Shopping Center within the adjacent East Valley/680 Neighborhood. Emma Prusch Farm Park, also at the Story and King Roads intersection but technically outside the K.O.N.A. Neighborhood boundaries, has also received public investment. K.O.N.A. has benefited from other investments in adjacent neighborhoods, including the newly-renovated Eastridge Mall.

3. Demographic Information

K.O.N.A. is a predominately a Latino and Asian neighborhood. Sixty-eight percent of neighborhood residents identify themselves as Latino and 23 percent are Asian. The average household size in K.O.N.A. is 5.39 persons, the largest among all the SNI neighborhoods and considerably larger than the citywide average of 3.19 persons per household in San José. As might be expected with larger household sizes with multiple wage-earners, the median income in the neighborhood is approximately \$77,000, higher than all but one other SNI neighborhood, but still well below the citywide median of nearly \$90,000.

Only 58 percent of K.O.N.A. residents that are 16 and older participate in the labor force, as compared to the 64 percent of all SNI neighborhood residents and 67 percent of all San José

residents. Nearly two-thirds (64 percent) of the housing units in the neighborhood are owner-occupied, and this rate exceeds the citywide average (62 percent).

BACKGROUND

The Renewing the Action Agenda process focuses the passion of the neighborhood leaders and the resources of the City and Redevelopment Agency on a clear, balanced and mutually agreed upon set of priorities.

Each of these neighborhood priorities has been considered based on three foundational criteria:

- 1. **Important to neighborhoods.** This means that there are a significant number of people who are ready to take action to be part of the solution.
- 2. **Something a City/Local Government can and should do well.** The priority must be reasonably within the sphere of influence of the City or partner organization. Preference should be given to priorities that clearly play to strengths.
- 3. **Transformative.** Done well, the priority should have a significant positive ripple effect.

These priorities can, and in some cases should, be addressed in other forums or by other organizations. To be effective, it is crucial that each Action Agenda is focused exclusively on the most important priorities that will transform neighborhoods and that the City can achieve.

In addition, each Action Agenda should reflect a balanced mix of the following four categories:

- a) **Neighborhood Action**
- b) **Improved City Services/Social Issues**
- c) **Capital Projects**
- d) **Transformative**



Figure 1: Tropicana Shopping Center

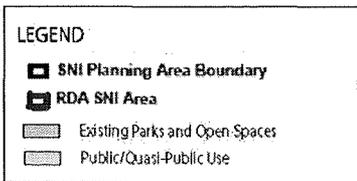
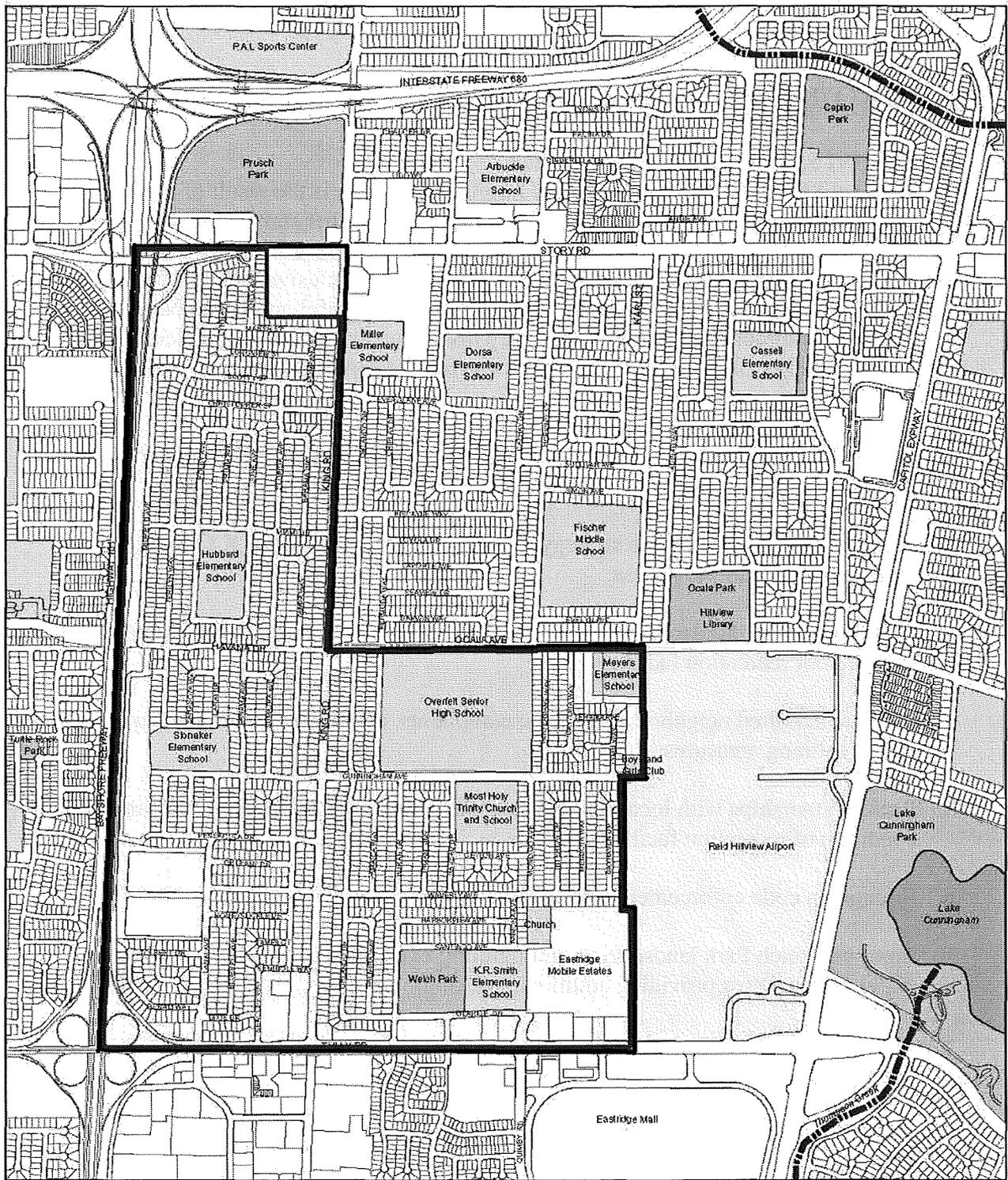


Figure 2: K.O.N.A. Strong Neighborhoods Initiative Area

NEIGHBORHOOD PRIORITIES

A. The SNI K.O.N.A. Improvement Plan

The original *SNI K.O.N.A. Neighborhood Improvement Plan* is the result of a yearlong effort on the part of K.O.N.A. residents, community leaders and other stakeholders to develop a blueprint for improving the neighborhood. The Plan is grounded in six core goals: (1) Safe and Efficient Transportation, Circulation and Parking; (2) Inclusive, Well-Maintained and Accessible Community Facilities and Programs; (3) A Beautiful and Clean Neighborhood; (4) Ongoing Communication and Community Involvement; (5) Enhanced Neighborhood Development and Character; and (6) A Safe and Secure Environment.

B. The Original Top Ten Priorities

1. Improve the appearance of residential areas in K.O.N.A. by maximizing the use of the City's Housing Improvement Program for Strong Neighborhoods Initiative areas.
2. Implement a comprehensive strategy to reduce bulky waste in the K.O.N.A. Strong Neighborhoods Initiative area.
3. Coordinate with the Boys and Girls Club to make improvements to the existing building and outdoor recreation facilities.
4. Evaluate reported neighborhood traffic complaints, and address them with appropriate traffic calming measures.
5. Build partnerships with local schools to improve the appearance of school sites and the condition of recreation facilities.
6. Strengthen code enforcement efforts in the area.
7. Improve Welch Park landscaping and lighting; expand the community facility; and explore options for providing additional parking.
8. Install additional trees and landscaping to improve the appearance of public streets in the area.
9. Repair broken and cracked sidewalks and complete the installation of ADA compliant ramps throughout the K.O.N.A. area.
10. Make short term and interim security and aesthetic improvements in the King and Story shopping areas.

ACCOMPLISHMENTS

Out of the Top Ten priority projects identified above in the original *SNI Neighborhood Improvement Plan*, four are complete, and the community has made progress towards the implementation of the other priorities.

The following are the completed priorities:

Priority #1 – Improve the appearance of residential areas in K.O.N.A. by maximizing the use of the City’s Housing Improvement Program for Strong Neighborhoods Initiative areas.

- Improvements were completed to 41 single-family homes using the Housing Department’s Rehabilitation Program.

Priority #3 – Coordinate with the Boys and Girls Club to make improvements to the existing building and outdoor recreation facilities.

- Completed building and roof improvements.
- Completed purchase and renovation of the sports fields adjacent to the Boys and Girls Club.



Figure 3: Boys and Girls Club

Priority #7 – Improve Welch Park landscaping and lighting; expand the community facility; and explore options for providing additional parking.

- Completed landscaping enhancements such as new trees, turf irrigation, and drainage improvements.
- Completed lighting improvements to the park.
- Completed facility improvements such as a new group picnic area with shade structure, picnic tables, park signs, bleachers, drinking fountain, and new pedestrian pathways.
- Constructed a new playground on May 3, 2008 through a special partnership with KaBOOM!, a nonprofit organization whose vision is to build a great place to play within walking distance of every child in America.



Figure 4: Welch Park Group Picnic Area

Priority #9 – Repair broken and cracked sidewalks and complete the installation of ADA compliant ramps throughout the K.O.N.A. area.

- Completed repair of broken and cracked sidewalks throughout the K.O.N.A. area.
- Completed replacement and installation of 100 new curb cuts.

Priority #10 – Make short term and interim security and aesthetic improvements in the King and Story shopping areas.

- Numerous façade improvements have been completed at the Tropicana Shopping Center.

PLANNING PROCESS

The K.O.N.A. Strong Neighborhoods Initiative has completed the Renewing the Action Agenda (RAA) Process. The Renewal Process included a series of two community workshops, one Neighborhood Action Coalition (NAC) retreat and two NAC Meetings held over a period of six months from March 2007 through August 2007. Outreach for these community meetings included two mailers sent to every property in the K.O.N.A. SNI area, e-mails and flyers sent to residents on the mailing list, and reminder phone calls made to the residents that regularly attend K.O.N.A. SNI NAC meetings.

On March 19, 2007, the K.O.N.A. SNI NAC reviewed and discussed the accomplishments of the original Top Ten priority list. On May 19, 2007, the K.O.N.A. SNI NAC held a retreat to discuss their priorities and decisions were made as to which projects were deemed not feasible, in progress and complete or partially complete. From there, the K.O.N.A. SNI NAC moved into the next phase of the Renewal Process, reviewing the original Top Ten with the larger K.O.N.A. community at their June 18, 2007 NAC meeting. The meeting covered the purpose and goals of the Strong Neighborhoods Initiative, the proposed Renewal Process and a review of the existing Top Ten priorities and projects for the K.O.N.A. neighborhood. The NAC came to consensus as to which Top Ten goals had been met and which project elements still needed to be completed.

Also on the agenda for the meeting was to brainstorm new and proposed priorities for the amended Top Ten list. The K.O.N.A. community worked diligently to incorporate current goals

with the emerging needs of the community. Community members were asked to focus on a variety of project types including: neighborhood action priorities, which are projects that can be implemented during the planning process or within the first year; service delivery projects, which are projects that maintain and improve services for the neighborhood (i.e. cleaner residential streets, rehabilitated housing, community policing, etc.); and capital projects and transformative projects, which are projects that neither the community nor the City is really sure are possible, but if accomplished, would move the neighborhoods significantly closer to their vision. In addition, community members were asked to consider whether proposed projects were important to the whole neighborhood (or a significant part), whether they were transformative, and whether the City could and should have a role in project implementation. With that backdrop, neighbors brainstormed ideas for future projects.

At the July 16, 2007 K.O.N.A. SNI NAC meeting, the neighborhood reviewed the new proposed Top Ten priority list. At that meeting, they engaged in a “dot voting” exercise in which each neighbor was given ten sticker dots to vote for their individual top priorities. At the end of the meeting, the K.O.N.A. neighborhood had a prioritized Top Ten list. At its August 20, 2007 NAC Meeting, the NAC revisited and finalized its new Top Ten list.

Strong Neighborhoods Initiative staff and City department staff then reviewed the new and proposed Top Ten priority list with the goal of developing feasibility information. The community members reviewed the staff’s work regarding definition and feasibility. Decisions were made collaboratively by City staff and the K.O.N.A. SNI NAC to redefine projects or drop projects based on feasibility, cost and schedule information. The community-wide vision was reaffirmed and the vision served to help define a new Top Ten list of project themes and priority projects.

UPDATED VISION AND GOALS

The original *SNI K.O.N.A. Neighborhood Improvement Plan*, which was approved in December 2002, identified the following shared vision for the K.O.N.A. Neighborhood: “K.O.N.A. is a strong, cohesive, ethnically diverse community where people know their neighbors and socialize with one another, look out for each other’s children and homes, and work together to improve the community.”

The 2002 vision further promotes an image of an area in which there are readily available community facilities, optimal pedestrian, bicycle and auto circulation, open space, parks and recreational opportunities, well-maintained residences, a diversity of commercial buildings, clean and attractive streetscapes, and a strong sense of pride. The K.O.N.A. community identified and prioritized specific projects during the initial planning process that addressed the need for improved appearance of residential areas, pedestrian improvements, park improvements, code enforcement, school and recreation improvements, and other neighborhood amenities.

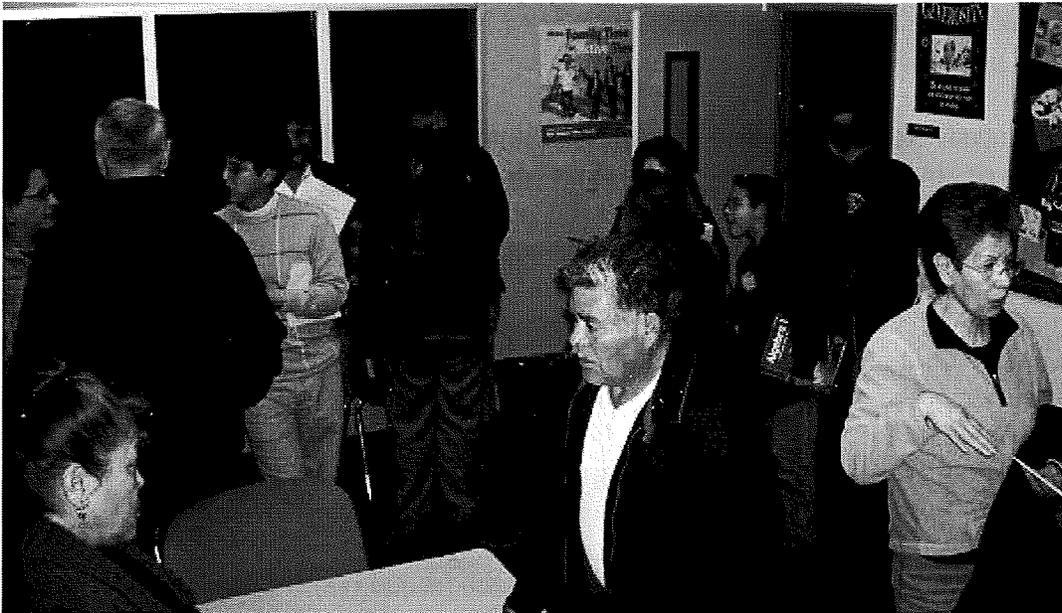


Figure 5: Tully Ocala Capitol King Neighborhood Association Meeting

Between 2002 and 2008, significant progress was made on the K.O.N.A. neighborhood's Top Ten priority project list.

Projects completed include:

- Installed improvements and built a new playground at Welch Park;
- Completed renovation and the purchase of the sports fields adjacent to the Boys and Girls Club;
- Completed improvements to 41 single-family homes using the Housing Department's Rehabilitation Program.
- Installed 100 new curb cuts throughout the neighborhood; and
- Completed numerous façade improvements at the Tropicana Shopping Center.

Projects in progress include:

- Reduce Bulky Waste – vouchers will be designed, produced, and distributed in conjunction with the four mini clean-up events;
- Improving partnerships with Schools at Hubbard and Slonaker Elementary; and
- Traffic Calming improvements at Clarice Drive near Kenesta and KR Smith Elementary School.

As part of the 2007-08 Renewing the Action Agenda process, the original neighborhood vision was reaffirmed and neighborhood leaders articulated a desire to continue to enhance the attractiveness of the K.O.N.A. Neighborhood through a variety of improvements beyond the ones listed above. The concept of neighborhood identity became a strong organizing element as well as a desire to enhance outreach and participation of neighborhood members in the SNI process. It was the general consensus that the additional participation would help inspire neighborhood pride. Some of the neighborhood themes focus on implementing neighborhood beautification improvements, retail center improvements and strengthen school district partnerships.

NEIGHBORHOOD IMPROVEMENT PLAN AMENDMENT – TOP TEN PRIORITIES

The 2007-08 Renewal Process generated the following Top Ten Priorities for K.O.N.A. (2008-2013):

1. Evaluate neighborhood traffic complaints and address them with appropriate traffic calming measures.
2. Implement crime prevention and public safety programs.
3. Implement a comprehensive strategy to reduce bulky waste.
4. Address security and aesthetic improvements at the various retail centers while continuing with the Tropicana Shopping Center improvements.
5. Build partnerships with local schools to improve the appearance and facilities at school sites.
6. Promote affordable housing programs and improve the appearance of residential areas by maximizing usage of Housing Department's Rehabilitation Program for single-family homes.
7. Establish a K.O.N.A. community facility that serves as a neighborhood center.
8. Repair broken and cracked sidewalks, curbs and gutters.
9. Install street trees and explore remnant parcels as landscaping opportunities to improve the appearance of the K.O.N.A SNI Area.
10. Increase K.O.N.A. youth afterschool and summer program participation in existing and new programs.

STRATEGIC ACTION PLAN

1. Evaluate neighborhood traffic complaints and address them with appropriate traffic calming measures.

- a) Analyze the speeding concerns on Christopher Street, King Road, Florida Avenue, Clarice Drive, and Huran Drive and identify appropriate solutions such as speed bumps, median islands, striping modifications or solar powered speed display signs.

Timing: Medium-to-Long Term (2-5 years)

Responsibility: Neighborhood Action Coalition and Department of Transportation

- b) Explore streetlight installations and/or maintenance of existing street lights such as bulb replacement or tree trimming, between US Highway 101 to South King Road and Miami Drive to Story Road.

Timing: Medium-to-Long Term (2-5 years)

Responsibility: Neighborhood Action Coalition, Department of Public Works, and Department of Transportation

- c) Resurface and repave King Road from Tully Road to Story Road.

Timing: Short Term (0-2 years)

Responsibility: Department of Transportation and Department of Public Works

- d) Increase police enforcement of traffic regulations on King Road, especially to address drag racing.

Timing: Medium-to-Long Term (2-5 years)

Responsibility: San José Police Department

2. Implement crime prevention and public safety programs.

- a) Encourage participation in the Neighborhood Watch Program.

Timing: Short-to-Medium Term (0-3 years)

Responsibility: Neighborhood Action Coalition and San José Police Department

- b) Reduce blight and eliminate gang related graffiti with rapid police response for inspection, enforcement and mitigation.

Timing: Short-to-Long Term (0-5 years)

Responsibility: Code Enforcement, Parks, Recreation and Neighborhood Services and San José Police Department

- c) Reduce drug activity in the homes through use of Crime Stoppers, Cybercop, Narcotics Covert Investigation, and/or Citizen's Drug Tip Hotline.

Timing: Short-to-Long Term (0-5 years)

Responsibility: San José Police Department and Neighborhood Action Coalition

- d) Reduce gang activity through gang prevention/intervention services and police patrol.

Timing: Short-to-Long Term (0-5 years)

Responsibility: San José Police Department and Neighborhood Action Coalition

- e) Enforce speed limits at Huran Drive, Florida Avenue, Tampa Way, Marsh Street, Lynn Avenue, Christopher Street, and Terilyn Avenue.

Timing: Short-to-Long Term (0-5 years)

Responsibility: San José Police Department

3. Implement a comprehensive strategy to reduce bulky waste.

- a) Increase number of clean-ups and dumpster days throughout K.O.N.A.

Timing: Short-to-Long Term (0-5 years)

Responsibility: Neighborhood Action Coalition, Council Offices, and Code Enforcement

- b) Continue subsidized voucher program for bulky waste removal.

Timing: Short-to-Long Term (0-5 years)

Responsibility: Neighborhood Action Coalition, San José Redevelopment Agency, Environmental Services Department, and Code Enforcement

- c) Throughout K.O.N.A., encourage property upkeep; eliminate illegal dumping; remove abandoned shopping carts; eliminate overgrown weeds; increase resident participation in the Blight Busters Program; enforce the front setback paving ordinance of no more than 50% paving; enforce zoning ordinance related to garage conversions and enforce fireworks restrictions per the muni code.

Timing: Short-to-Long Term (0-5 years)

Responsibility: Neighborhood Action Coalition and Code Enforcement

- d) Explore and, if possible, conduct monthly pick-ups of illegal dumping.

Timing: Short-to-Long Term (0-5 years)

Responsibility: Code Enforcement and Department of Transportation

- e) Explore and, if funding is available, implement appropriate disposal location in the K.O.N.A. Neighborhood for batteries and light bulbs.

Timing: Short Term (0-2 years)

Responsibility: Neighborhood Action Coalition and Environmental Services Department

4. Address security and aesthetic improvements at the various retail centers while continuing with the Tropicana Shopping Center improvements.

- a) Continue to coordinate with the Tropicana Shopping Center property owner to make parking lot improvements including repaving, landscaping, lighting, drainage and other improvements.

Timing: Short-to-Long Term (0-5+ years)

Responsibility: Property Owner and San José Redevelopment Agency

- b) Explore site and building improvements at the following locations: Lucky 7 Plaza, King Ocala Plaza, and businesses on Tully Road between Highway 101 and Reid-Hillview Airport. Desired improvements include facade upgrades, lighting, landscaping, security, maintenance, cleanliness and code compliance.

Timing: Short-to-Long Term (0-5+ years)

Responsibility: San José Redevelopment Agency, Code Enforcement and Property Owners

5. Build partnerships with local schools to improve the appearance and facilities at school sites.

- a) Explore coordination of a Joint-Use Agreement and funding strategy to make improvements at Slonaker and Hubbard Elementary Schools in exchange for greater community use of school premises. The exchange would include allowing K.O.N.A. SNI NAC and neighborhood associations to receive permanent access to a portion of the school facility for meeting and office space.

Timing: Medium-to Long Term (2-5 years)

Responsibility: Neighborhood Action Coalition, San José Redevelopment Agency, and Alum Rock Union School District

- b) Work with School District staff to explore improvements related to the exterior appearance of schools in exchange for K.O.N.A. SNI NAC use of school property. Examples of improvements at the Slonaker Elementary School could include relocation of portables to open school fields, grass play area upgrades, playground upgrades and perimeter fencing upgrades. Examples of improvements at the Hubbard Elementary School could include pathway installation, playground upgrades, perimeter fencing upgrades, and field renovations.

Timing: Medium-to Long Term (2-5 years)

Responsibility: Neighborhood Action Coalition, San José Redevelopment Agency and Alum Rock Union School District

6. Promote affordable housing programs and improve appearance of residential areas by maximizing usage of the Housing Department's Rehabilitation Program for single-family homes.

- a) Continue use of the Housing Department's Rehabilitation Programs. These programs include Homeowner and Mobile Home Grant Programs and Housing Preservation and Zero Percent Interest Loan Programs.

Timing: Short-to-Long Term (0-5 years)

Responsibility: San José Department of Housing and Neighborhood Action Coalition

- b) Require participating residents in single-family rehabilitation programs to donate volunteer hours to build NAC participation.

Timing: Short-to-Long Term (0-5 years)

Responsibility: Neighborhood Action Coalition

- c) Encourage participation in first time homebuyer programs, such as the Teacher Homebuyer Program.

Timing: Short Term (0-2 years)

Responsibility: Neighborhood Action Coalition, Neighborhood Housing Services of Silicon Valley and San José Department of Housing

7. Establish a K.O.N.A. community facility that serves as a neighborhood center.

- a) Identify a school site and initiate joint use discussions with School District staff to renovate and/or upgrade an existing school facility as a K.O.N.A. Neighborhood Center.

Timing: Medium-to-Long Term (2-5 years)

Responsibility: Neighborhood Action Coalition, San José Redevelopment Agency and Alum Rock School District.

- b) Seek an operational budget, maintenance and ongoing responsibilities' agreement with the school district and neighborhood partners to provide programs that are identified as services needed at the facility.

Timing: Medium-to-Long Term (2-5 years)

Responsibility: San José Redevelopment Agency, Parks, Recreation and Neighborhood Services, and Alum Rock Union School District

- c) Develop a plan and program that identifies the type of services and space required to accommodate community needs at the new K.O.N.A. Neighborhood Center, such as adult life skills, child care and adult health care, English as a Second Language (ESL) classes, employment training, educational support for youth, crime prevention and safety,

counseling and mental health services, family and childhood services, legal services, recreation, senior services, and immigration services.

Timing: Medium-to-Long Term (2-5 years)

Responsibility: Neighborhood Action Coalition, San José Redevelopment Agency, Parks, Recreation and Neighborhood Services and Alum Rock Union School District

8. Repair broken and cracked sidewalks, curbs and gutters.

- a) Identify the worst sidewalks and curb/gutters in public right-of-ways of the K.O.N.A. SNI Area

Timing: Medium-to-Long Term (2-5 years)

Responsibility: Neighborhood Action Coalition and Department of Transportation

- b) Identify funding to address problem areas.

Timing: Medium-to-Long Term (2-5 years)

Responsibility: San José Redevelopment Agency

- c) Notify property owners about required sidewalk repairs.

Timing: Medium-to-Long Term (2-5 years)

Responsibility: Department of Transportation

- d) Obtain a sidewalk repair permit from the Department of Transportation.

Timing: Medium-to-Long Term (2-5 years)

Responsibility: Private Property Owner

- e) Install new curb and gutters.

Timing: Medium-to-Long Term (2-5 years)

Responsibility: Department of Transportation

9) Install street trees and explore remnant parcels as landscaping opportunities to improve the appearance of the K.O.N.A. SNI area.

- a) Conduct a neighborhood tree inventory to determine where street tree deficiencies are located throughout the K.O.N.A. SNI Area.

Timing: Medium Term (2-3 years)

Responsibility: Neighborhood Action Coalition, Department of Transportation and Our City Forest

- b) Hold meetings to review and present tree planting plans and information to K.O.N.A. property owners and elicit their participation in specific tree planting and maintenance activities.

Timing: Medium-to-Long Term (2-5 years)

Responsibility: Neighborhood Action Coalition, Department of Transportation and Our City Forest

- c) Prioritize and develop a conceptual tree planting schedule for completing new street tree plantings in the K.O.N.A. SNI Area.

Timing: Medium-to-Long Term (2-5 years)

Responsibility: Neighborhood Action Coalition, Department of Transportation and Our City Forest

- d) Plan specific tree planting and landscaping events for the K.O.N.A. SNI Area.

Timing: Medium-to-Long Term (2-5 years)

Responsibility: Neighborhood Action Coalition, Department of Transportation, and Our City Forest

- e) Target remnant parcels for future Adopt-a-Parks, including the property at the intersection of Midfield Avenue and Havana Drive.

Timing: Short Term (0-5 years)

Responsibility: Parks, Recreation, and Neighborhood Services, San José Redevelopment Agency, Caltrans, and Neighborhood Action Coalition

10. Increase K.O.N.A. youth afterschool and summer program participation.

- a) Explore and conduct more youth recreation programs related to music, arts, and crafts.

Timing: Short Term (0-5 years)

Responsibility: Neighborhood Action Coalition, Community Based Organizations, and Parks, Recreation and Neighborhood Services Department

- b) Work with local community based organizations to promote their programs at the five schools in K.O.N.A.: Hubbard Elementary School, Slonaker Elementary School, Smith Elementary School, Meyer Middle School, and Overfelt High School.

Timing: Short Term (0-5 years)

Responsibility: Neighborhood Action Coalition, Community Based Organizations, and Alum Rock Union School District and Evergreen Elementary School District

ACTION PLAN MATRIX

Action	Department/ Entity
1. Evaluate neighborhood traffic complaints and address them with appropriate traffic calming measures.	
a) Analyze the speeding concerns on Christopher Street, King Road, Florida Avenue, Clarice Drive and Huran Drive and identify appropriate solutions such as speed bumps, median islands, striping modifications or solar powered speed display signs.	NAC and DOT
b) Explore streetlight installations and/or maintenance of existing street lights such as bulb replacement or tree trimming, between US Highway 101 to South King Road and Miami Drive to Story Road.	NAC, DPW and DOT
c) Resurface and repave King Road from Tully Road to Story Road.	DOT and DPW
d) Increase police enforcement of traffic regulation on King Road, especially to address drag racing.	SJPD
2. Implement crime prevention and public safety programs.	
a) Encourage participation in the Neighborhood Watch Program.	NAC and SJPD
b) Reduce blight and eliminate gang related graffiti with rapid police response for inspection, enforcement and mitigation.	Code, PRNS and SJPD
c) Reduce drug activity in the homes through use of Crime Stoppers, Cybercop, Narcotics Covert Investigation and/or Citizen's Drug Tip Hotline.	SJPD and NAC
d) Reduce gang activity through gang prevention/intervention services and police patrol.	SJPD and NAC
e) Enforce speed limits at Huran Drive, Florida Avenue, Tampa Way, Marsh Street, Lynn Avenue, Christopher Street and Terilyn Avenue.	SJPD
3. Implement a comprehensive strategy to reduce bulky waste	
a) Increase number of clean-ups and dumpster days throughout K.O.N.A.	NAC, CD7, CD8 and Code
b) Continue subsidized voucher program for bulky waste removal.	NAC, SJRA, ESD and Code
c) Throughout K.O.N.A., encourage property upkeep; eliminate illegal dumping; remove abandoned shopping carts; eliminate overgrown weeds; increase resident participation in Blight Busters Program; enforce the front setback paving ordinance of no more than 50% paving; enforce zoning ordinances related to garage conversions and fireworks restrictions per the muni code.	NAC and Code
d) Explore and, if possible conduct monthly pick-ups of illegal dumping.	SJRA and DOT
e) Explore and, if funding is available, implement appropriate disposal location in the K.O.N.A. Neighborhood for batteries and light bulbs.	NAC and ESD
4. Address security and aesthetic improvements at the various retail centers while continuing with the Tropicana Shopping Center improvements.	
a) Continue to coordinate with the Tropicana Shopping Center property owner to make parking lot improvements including repaving, landscaping, lighting, drainage and other improvements.	PO and SJRA
b) Explore site and building improvements at the following locations: Lucky 7 Plaza, King Ocala Plaza, and businesses on Tully Road between Highway 101 and Reid Hillview Airport. Desired improvements include facades, lighting, landscaping, security, maintenance, and cleanliness and code compliance.	SJRA, Code and PO
5. Build partnerships with local schools to improve appearance and facilities at school sites.	
a) Explore coordination of a Joint-Use Agreement and funding strategy to make improvements at Slonaker and Hubbard Elementary Schools in exchange for greater community use of school premises. The exchange would include allowing K.O.N.A. SNI NAC and neighborhood associations to receive permanent access to a portion of the school facility for meeting and office space.	NAC, SJRA and ARUSD
b) Work with School District staff to explore improvements related to the exterior appearance of schools in exchange of improvements for K.O.N.A. SNI NAC use of school property. Examples of improvements at the Slonaker Elementary School could include relocation of portables to open school fields, grass play area upgrades, playground upgrades and perimeter fencing upgrades. Examples of improvements at the Hubbard Elementary School include pathway installation, playground upgrades, perimeter fencing upgrades and field renovations.	NAC, SJRA and ARUSD

ACTION PLAN MATRIX

Action	Department/ Entity
6. Promote affordable housing programs and improve appearance of residential areas by maximizing usage of the Housing Department's Rehabilitation Program for Single-Family Homes.	
a) Continue use of the Housing Department's Rehabilitation Programs. These programs include Homeowner and Mobile Home Grant Programs and Housing Preservation and Zero Percent Interest Loan Programs.	HD and NAC
b) Require participating residents in single-family rehabilitation programs to donate volunteer hours to build NAC participation.	NAC
c) Encourage participation in the first time homebuyer programs, such as the Teacher Homebuyer Program.	NAC, NHSSV and HD
7. Establish a K.O.N.A. community facility that serves as a neighborhood center.	
a) Identify a site location and initiate joint use discussions with School District staff to renovate and/or upgrade an existing school facility as a K.O.N.A. Neighborhood Center.	NAC, SJRA and ARUSD
b) Seek an operational budget, maintenance and ongoing responsibilities' agreement with school district and neighborhood partners that provide programs that are identified as services needed at the facility.	SJRA, PRNS, and ARUSD
c) Develop a plan and program that identifies the type of services and space required to accommodate community needs at the new K.O.N.A. Neighborhood Center, such as adult life skills, child care and adult health care, English as a Second Language (ESL) classes, employment training, educational support for youth, crime prevention and safety, counseling and mental health services, family and childhood services, legal services, recreation, senior services, and immigration services.	NAC, SJRA, PRNS and ARUSD
8. Repair broken and cracked sidewalks, curbs and gutters.	
a) Identify the worst sidewalks and curb/gutters in public right-of-ways of the K.O.N.A. SNI Area.	NAC and DOT
b) Identify funding to address problem areas.	SJRA
c) Notify property owners about required sidewalk repairs.	DOT
d) Obtain a sidewalk repair permit from the Department of Transportation.	Property Owner
e) Install new curb and gutters.	DOT
9. Install street trees and explore remnant parcels as landscaping opportunities to improve the appearance of the K.O.N.A. SNI area.	
a) Conduct a neighborhood tree inventory to determine where street tree deficiencies are located throughout the K.O.N.A. SNI Area.	NAC, DOT and OCF
b) Hold meetings to review and present tree planting plans and information to K.O.N.A. property owners and elicit their participation in specific tree planting and maintenance activities.	NAC, DOT and OCF
c) Prioritize and develop a conceptual tree planting schedule for completing new street tree plantings in the K.O.N.A. SNI Area.	NAC, DOT and OCF
d) Plan specific tree planting and landscaping events for the K.O.N.A. SNI Area.	NAC, DOT and OCF
e) Target remnant parcels for future Adopt-a-Parks, including the property at the intersection of Midfield Avenue and Havana Drive.	PRNS, SJRA, Caltrans and NAC
10. Increase K.O.N.A. youth afterschool and summer program participation.	
a) Explore and conduct more youth recreation programs related to music, arts and crafts.	NAC, CBO and PRNS
b) Work with local community based organizations to promote their programs at the five schools in K.O.N.A.: Hubbard Elementary School, Slonaker Elementary School, K.R. Smith Elementary School, Meyer Middle School, and Overfelt High School.	NAC, CBO, ARUSD and EESD

Legend:

ARUSD – Alum Rock Union School District
Caltrans – California State Department of Transportation
CBO – Community Based Organizations
CD7 - Council District 7
CD8 - Council District 8
Code - Code Enforcement
DOT - Department of Transportation
DPW - Department of Public Works
EESD – Evergreen Elementary School District
ESD – Environmental Services Department
HD - Housing Department
NAC - Neighborhood Action Coalition
NHSSV - Neighborhood Housing Services Silicon Valley
OCF - Our City Forest
OED - Office of Economic Development
PRNS - Parks, Recreation and Neighborhood Services
PO - Property Owner
SJPD - San José Police Department
SJRA - San José Redevelopment Agency
SNI - Strong Neighborhoods Initiative