



# The Economic Benefits of the Park & Recreation System in San José, California

February 17, 2016

THE  
TRUST  
FOR  
PUBLIC  
LAND

# The Trust for Public Land: How we do it

---

## PLAN

Identify the most important land for conservation

## FUND

Help enact measures for public funding

## PROTECT

Acquire and protect land

## CREATE

Create innovative parks

## EDUCATE

Produce analyses, research, tools, and reports



# Economic Benefits Studies in Cities, Counties, and States (2008-2015)

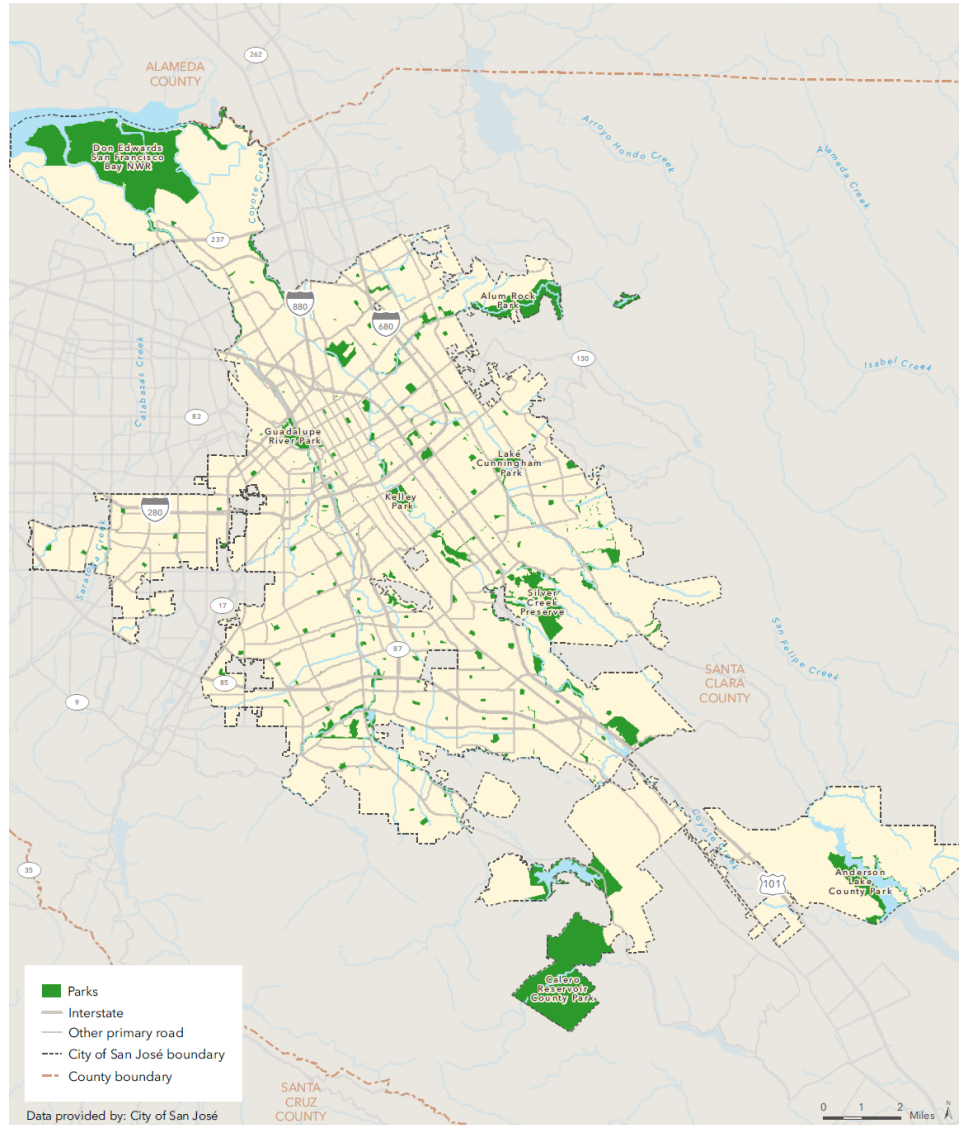


February 11, 2016

Copyright © The Trust for Public Land. The Trust for Public Land and The Trust for Public Land logo are federally registered marks of The Trust for Public Land. Information on this map is provided for purposes of discussion and visualization only. [www.tpl.org](http://www.tpl.org)



# Local Economic Benefits

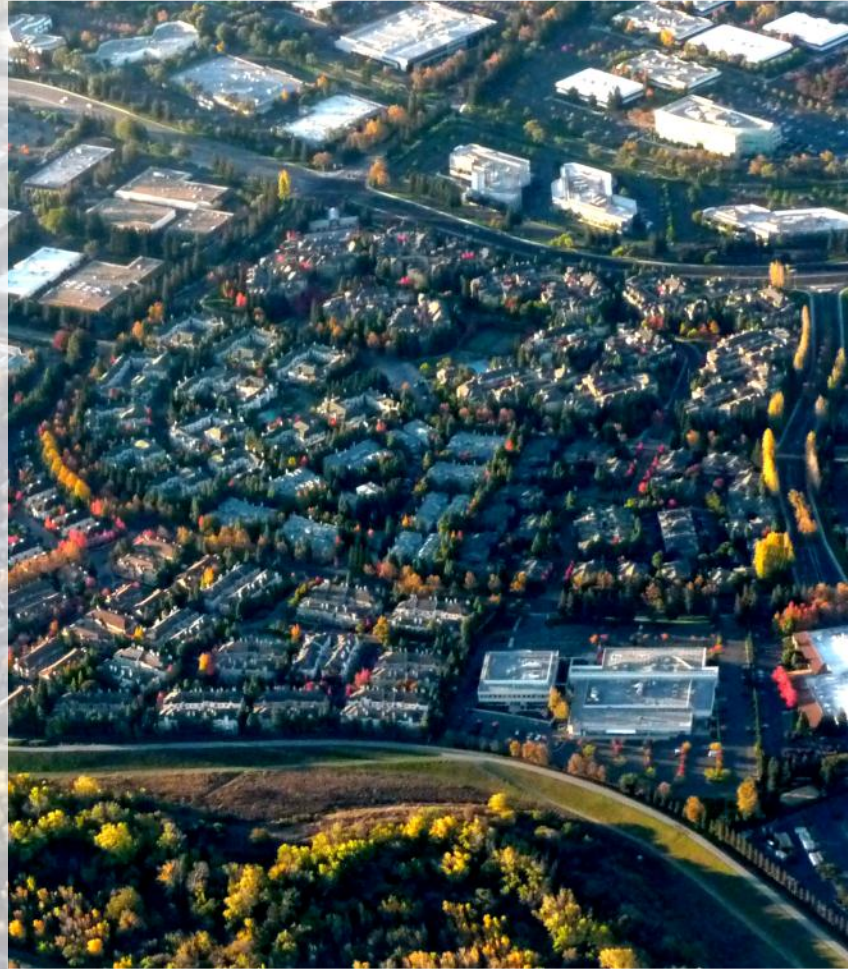


- Benefits accrue to
  - Local government(s)
  - Residents
  - Local businesses



# Enhanced Property Value

- The market values of properties located near a park or trail are frequently higher than those of comparable properties located elsewhere.
- An increase in property values generally results in increased property tax revenues.



# Enhanced Property Value



- Preserving open space generally increases neighboring home values, but the values vary.
- The magnitude of the impact has been shown to be up to 20% for parks and 14% for trails.
  - We use 5%
- Impact has been measured up to 2,000 feet from a park or trail
  - We use 500 feet



# Enhanced Property Value



- Additional assessed value due to parks: **\$1 billion**
- Additional property tax revenue due to parks: **\$12.1 million annually**



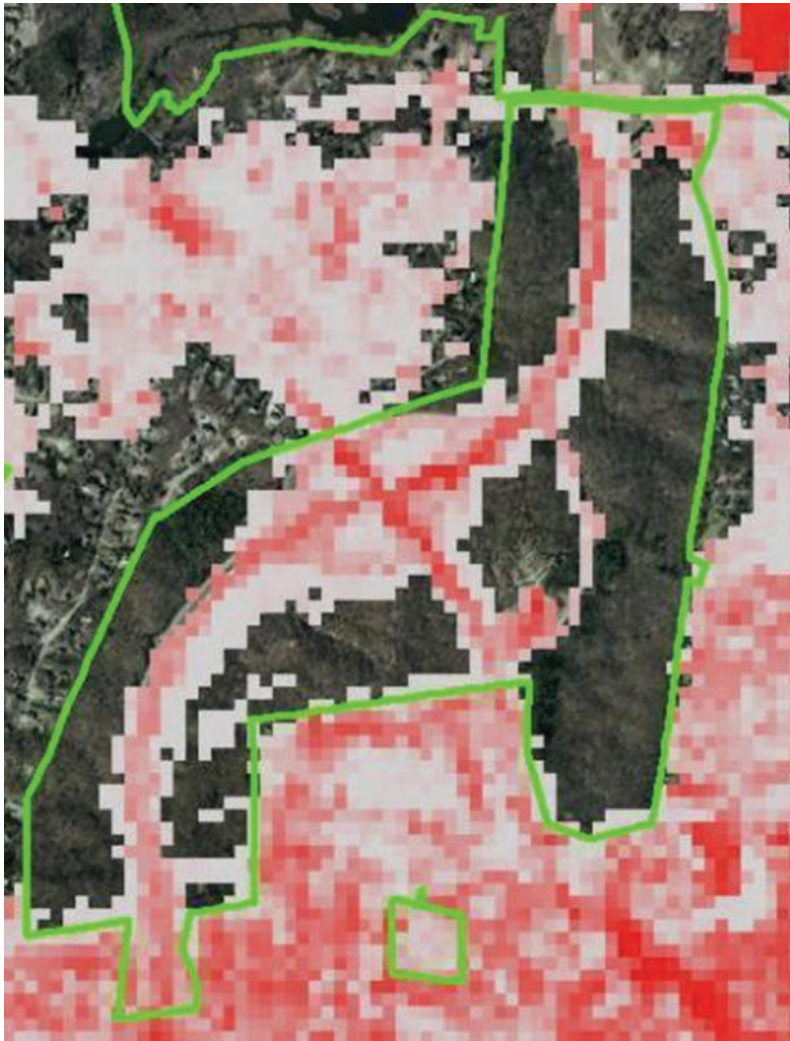
# Reducing Stormwater



- Parks and trails can reduce the costs of stormwater management by capturing precipitation and/or slowing its runoff.
  - University of California, Davis model calculates the volume of water retained by parks and trails.
  - Estimate the cost of treating that volume of water.

# Reducing Stormwater

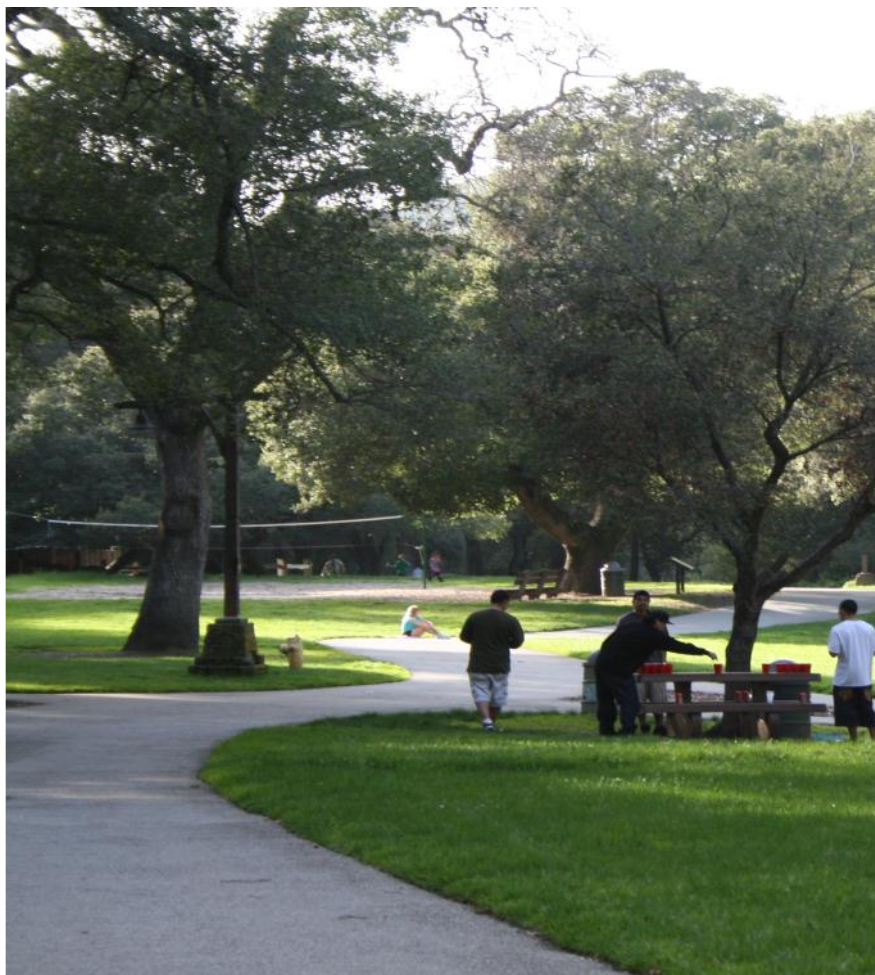
---



- Runoff reduction from parks: 148 million cubic feet
- Cost of treatment per cubic foot: \$0.04
- **\$6.43 million annually in management cost savings**



# Air Pollution Removal by Vegetation



- Vegetation on parks and trails improves air quality by removing air pollutants, including.
- Estimate the cost savings of pollutants not entering the atmosphere using the U.S. Forest Service models of pollution removal for urban trees.



# Air Pollution Removal by Vegetation

---



- Tons of air pollution removed annually:
  - Carbon monoxide: 3,370
  - Nitrogen dioxide: 30,000
  - Ozone: 129,000
  - Coarse dust particles: 27,700
  - Fine particles: 5,240
  - Sulfur dioxide: 3,300
- **\$1.18 million annually in reduced air pollution costs**

# Tourism



- Parks, trails, and recreational facilities attract non-residents to the area.
- These visitors spend money in local communities.



# Tourism

- 7.7% of tourists come to visit for outdoor recreation
- \$120 million in visitor spending annually
- \$5.85 million in state tax revenue annually
- \$4.93 million in local tax revenue annually



CITY OF SAN JOSÉ



# Recreational Use by Residents



CITY OF SAN JOSE

- Value gained by residents from visiting the parks and trails and engaging in activities.
- Estimate using Oregon State University's Recreation Use Values Database and supported by the U.S. Army Corps of Engineer's Unit Day Value method.

# Recreational Use by Residents



CITY OF SAN JOSÉ

- Many residents visit San José parks and facilities at least once a year
  - 44.9 % children
  - 53.1 % adults
- 14.1 million visits annually
- **\$51.2 million in recreational use value**

# Improving Health of Residents



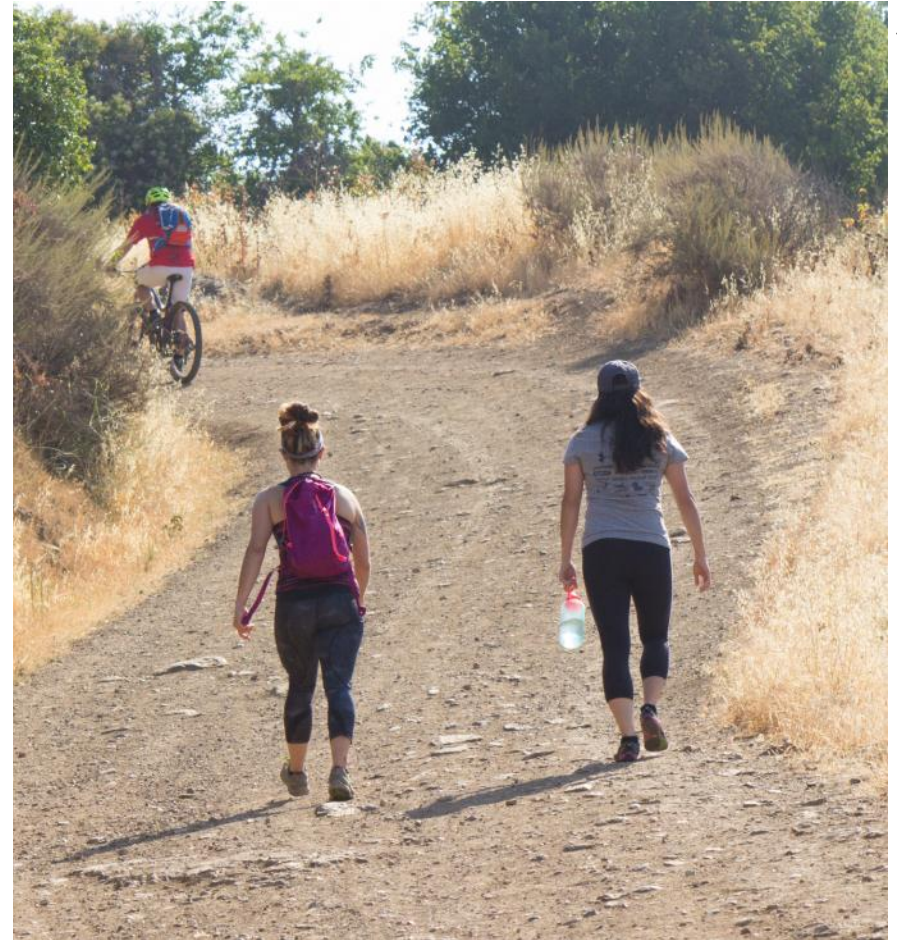
FLICKR/CYCLECIOUS

- When people have access to trails and parks they exercise more. Exercise reduces illness in people of all ages.
  - Estimate the medical cost savings based on CDC guidelines.
  - Annual health care cost savings for adults who exercise regularly: \$1,100 - \$2,210



# Improving Health of Residents

- Physically active adults:
  - 22,500 adults 18-64 years old
  - 1,570 adults 65 +
- **Health care cost savings:  
\$28.3 million annually**



# Building community

- \$1.99 million donated
- 154,000 hours donated
- Value of a volunteer hour: \$26.90
- Value of donate time: \$4.15 million
- **Total community cohesion value: \$6.14 million**





# Economic Development



FLICKR/CYCLEICIOUS

# Thank you!

---

- Report is available at [www.tpl.org/econbenefits-sanjose](http://www.tpl.org/econbenefits-sanjose)
- For more information, contact:

Jessica Sargent

Director Conservation Economics

[Jessica.Sargent@tpl.org](mailto:Jessica.Sargent@tpl.org)

(207)772-7424, extension 6







# Angel Rios

Director, Department of Parks, Recreation and  
Neighborhood Services





# Our Parks System

- 3,486 acres of parkland
- 196 parks (1,197 Acres)
- 52 Community Centers
- 57 Miles of Urban Trails
- 3 Golf Courses
- 7 Skate Parks
- 6 Community Pools
- 98 Ball Fields
- 263 Play grounds (non-school)
- 152 Basketball Hoops
- 12 Sand Volleyball Courts
- 18 Community Gardens
- Family Camp @ Yosemite





**One of California's First Parks  
- Alum Rock Park, c. 1872**



# 9 regional parks

A scenic view of a lake with mountains in the background and trees in the foreground. The lake is calm, reflecting the sky and the surrounding landscape. The mountains are covered in green vegetation, and the sky is blue with some clouds. In the foreground, there are some dry, brownish plants and some green leaves on the right side.

**Alum Rock**  
**Lake Cunningham**  
**Almaden Lake**  
**Emma Prusch Farm & Park**  
**Community Rose Garden**  
**Edenvale Gardens**  
**Overfelt Gardens**  
**Japanese Friendship Garden**  
**Guadalupe River Park**





**187 Neighborhood Parks**





**10 Dog Parks**



**57 miles:  
One of nation's  
largest urban  
trail networks**



Photo: Bill Maney





**52 Community Centers**





Defining Places







- Safe, Clean & Green
- Reintroducing the “FUN” Factor
- Community Building through Parks & Placemaking



# Challenges



**Maintenance - Routine**

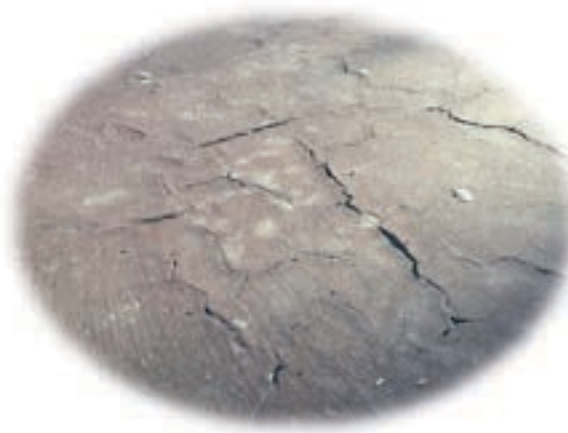


# Challenges



**Maintenance – Not Routine**

# Challenges



**Maintenance - Backlog**



# Opportunities



- Greenprint Update
- Public/Private Partnerships
- SB317
- Proposed Maintenance Response Team
- Expansion of Adopt-a-Park





# How can I help?

- **Volunteer**
  - **Adopt-a-Park**
  - **Community Events (Clean-ups/Gardening)**
- **Support Partner Foundations**
  - **San Jose Parks Foundation**
  - **Happy Hollow Foundation**
  - **Guadalupe River Park Conservancy**
  - **Prusch Farm Park Foundation**
- **Participate in our Park & Trail Planning efforts**
- **Participate in the Greenprint Update**
- **Attend Budget Planning Sessions**