



BeautifySJ Neighborhood Blight Reduction Annual Report

November 14, 2023
City Council Meeting

PRESENTERS

Andrea Flores Shelton, Deputy Director

Olympia Williams, BeautifySJ Division Manager

Ed Ramirez, Supervising Environmental Services Specialist

Community Services Division

Department of Parks, Recreation and Neighborhood Services





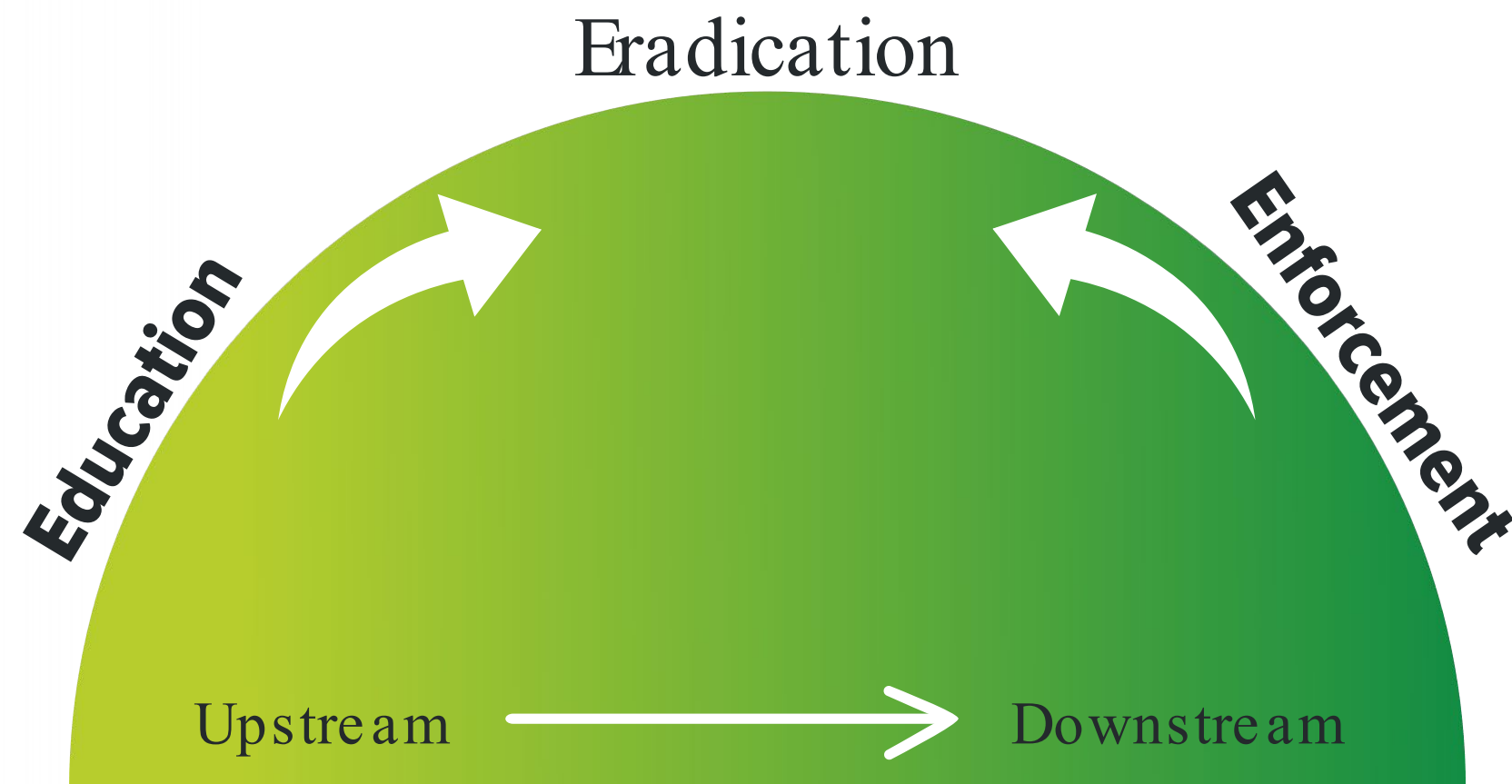
AGENDA

- Three Es Approach to Blight
- #BSJProud Behavior Change Campaign
- Key Partnerships
- Looking Forward 2023-2024

THREE Es APPROACH TO BLIGHT

Cities and Counties that use this approach:

- 🏛️ Alameda County
- 🏛️ Contra Costa County
- 🏛️ San Mateo County
- 🏛️ City of Los Angeles



#BSJProud

- ✓ Behavior change campaign
 - strengthen community sense of pride
 - stop illegal dumping
- ✓ Reached nearly 1 Million impressions
- ✓ \$200,000 in one time funding for multilingual education and outreach plan.



ERADICATION EFFORTS

- 2,907,445 square feet of graffiti abated
 - 14% increase from FY21-22
- 12,846 volunteers donated 22,081 hours of service
 - 300% increase from FY21-22



ERADICATION EFFORTS

- ✓ 9.4 million pounds of trash collected in 22-23
- ✓ Collected 7,050,000 pounds of trash and debris by RAPID team
 - 45% of all illegal dumping pickups done proactively/not reported thru 311
- ✓ Hosted 96 events collecting 2,102,780 pounds of unwanted items through Dumpster Days



KEY PARTNERSHIPS

- Caltrans
- Union Pacific Railroad
- County of Santa Clara
- Valley Water District
- Creek Partners
 - Southbay Clean Creeks Program
 - Keep Coyote Creek Beautiful
 - Trash Punx





EDUCATION STRATEGY

- ✓ 28% increase in volunteer participation
- ✓ Engagement with 44 schools
- ✓ 87 presentations at neighborhood association meetings
- ✓ Attendance at 38 resource fairs
- ✓ Over 6,000 students engaged via BSJ education

ENFORCEMENT ACTIONS

Code Enforcement– Illegal Dumping in FY 22-23

- 41 citations have been issued
- 64% of citations have received partial/full payment

Deterrents:

- No Illegal Dumping signage
- 8 cameras rotated through illegal dumping hotspots
- Bollards, boulders, and motion sensor lighting

Next steps:

- Beautification and landscaping methods as deterrents





LOOKING FORWARD FY23-24

- Beautify Your Block
- Clean Gateways Program
- Clean California Maintenance Agreement





BEAUTIFY YOUR BLOCK

A pilot focused on inspiring residents to become part of the solution to address blight in their neighborhoods

- ✓ Bridge the gaps between neighborhoods and city services
- ✓ Trained and knowledgeable neighborhood leaders
- ✓ Enhance beautification efforts

CLEAN GATEWAYS PILOT

- Proactive strategy to clean and maintain heavily trafficked intersections and corridors that serve as gateways to the city
- Explore strategies to use landscaping and beautification methods as deterrents
- Year 1 of the program will focus efforts across eleven (11) gateway/corridor locations



THANK YOU!

CITY COUNCIL & MAYOR MATT MAHAN

CMO – BUDGET OFFICE

PRNS - PARKS DIVISION

DOT – HEAVY EQUIPMENT TEAM

DOT - VEHICLE ABATEMENT PROGRAM

ESD - WATERSHED PROTECTION TEAM

PBCE – CODE ENFORCEMENT

PW – FLEET TEAM

SAN JOSE POLICE DEPARTMENT

NEIGHBORHOOD ASSOCIATIONS

CALTRANS

COUNTY OF SANTA CLARA

VALLEY TRANSIT AUTHORITY

GUADALUPE RIVER PARK
CONSERVANCY-SAN JOSE WALLS

KEEP COYOTE CREEK BEAUTIFUL

SJ CONSERVATION CORPS

DOWNTOWN STREETS TEAM

SOUTHBAY CLEAN CREEKS COALITION

THE TRASH PUNX

UNION PACIFIC RAILROAD

VALLEY WATER DISTRICT

AND LAST BUT NOT LEAST, THE BSJ TEAM!



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