



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Ortiz
Councilmember Campos
Councilmember Doan

**SUBJECT: ACCESS TO AND USE OF
NEIGHBORHOOD BLIGHT
PROGRAMS BY
TRADITIONALLY
MARGINALIZED
COMMUNITIES AUDIT
REPORT**

DATE: January 10, 2025

Approved:

RECOMMENDATION:

1. Accept the report and audit recommendations.
2. Direct the City Manager to prepare a Manager's Budget Addendum outlining additional funding needed for a potential geographically-focused education, outreach, and enforcement pilot to address systemic blight in heavily-impacted, historically disadvantaged neighborhoods in the City.

BACKGROUND

We appreciate the positive results of the audit showing that blight reduction programs are responsive to calls for service across the City and that progress is being made to provide proactive outreach for neighborhood grant programs. However, the audit also demonstrates that the need is much higher in traditionally marginalized areas of the City. As representatives of districts where marginalized census tracts are concentrated and systemic blight is an ongoing challenge our residents face, we believe it is time to explore new strategies to achieve equity not just in process, but also in outcome.

The City saw great success with the Department of Planning, Building, and Code Enforcement's FAST pilot, a proactive enforcement program with a strong education and outreach component. A similar approach of thoughtful, culturally appropriate

COUNCIL AGENDA 1/14/2025

FILE: 25-015

ITEM: 3.3

engagement and education will lessen the burden on BeautifySJ blight reduction programs and staff by deeply engaging with neighborhood residents, educating on proper junk disposal methods, and empowering residents to address blight. We request an exploration of a geographically-focused, proactive program for consideration during the budget process.