



BeautifySJ Neighborhood Blight Reduction Annual Report

October 10, 2024

Neighborhood Services and Education Committee

PRESENTERS

Olympia Williams, Interim Deputy Director

Aurelia Bailey, Interim Division Manager

Hilda Morales, Program Manager

Jamie Marcil, Program Manager

Department of Parks, Recreation and Neighborhood Services

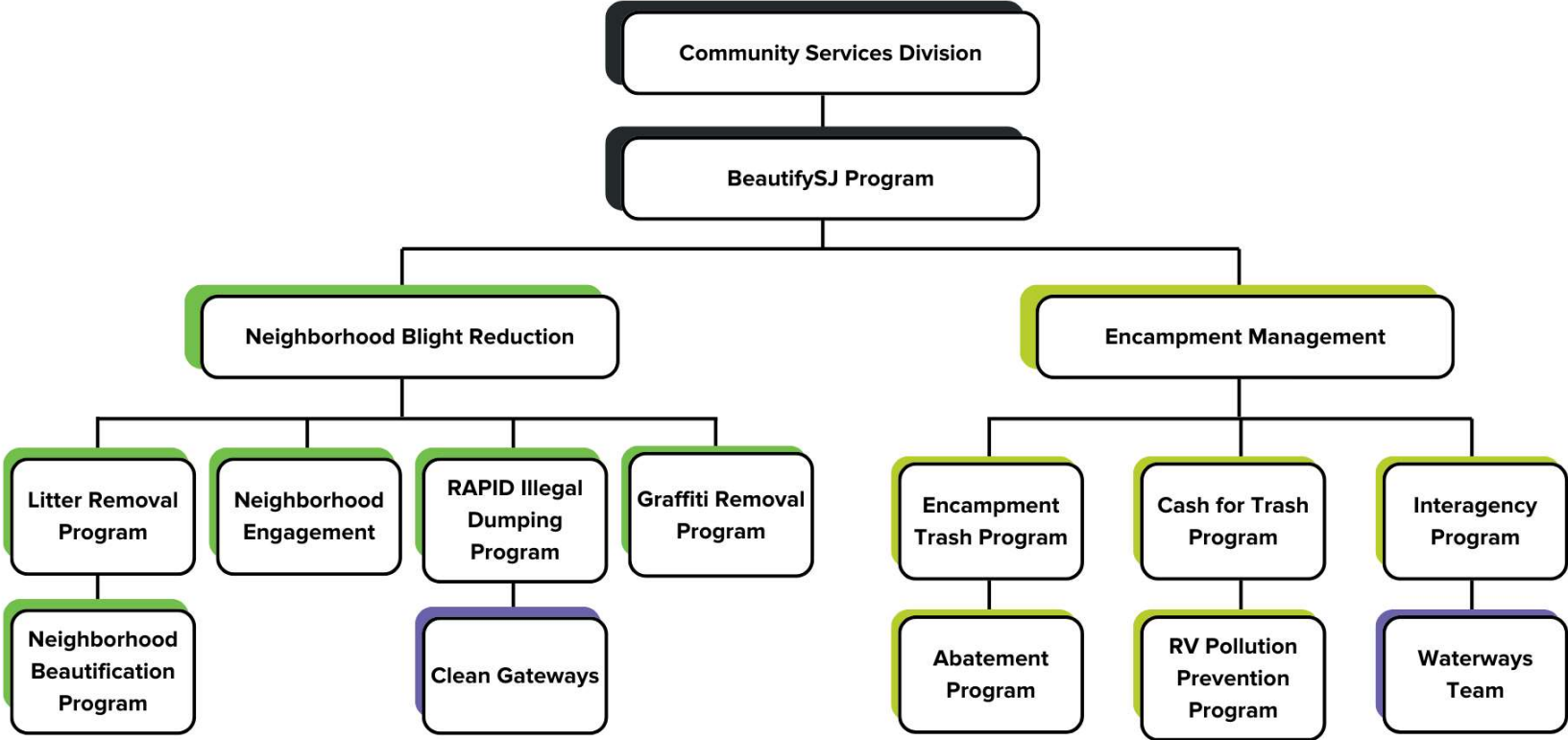


AGENDA

- **BeautifySJ Expansion**
- **Three Es Approach to Blight**
- **2023-2024 Program Accomplishments**
- **Looking Forward**



BeautifySJ Expansion



THREE Es APPROACH TO BLIGHT

Since its initial launch over six years ago, the BeautifySJ initiative the City's investment in blight reduction services resulted in major increases in the eradication of graffiti, illegal dumping, and litter focused on public spaces.

Cities and Counties that use this approach:



Alameda County



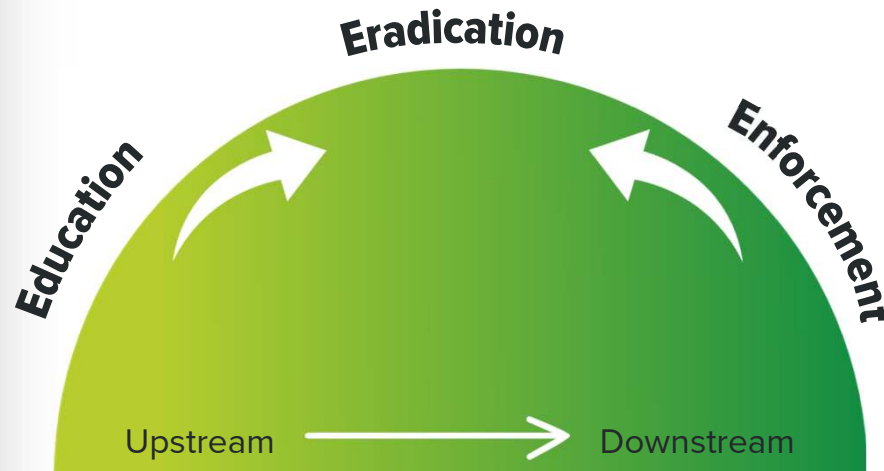
San Mateo County



Contra Costa County



City of Los Angeles



2023-2024 ERADICATION EFFORTS

- 12,642,000 million pounds of trash from the City's public spaces
 - 33% increase from FY22-23
- 2,994,859 square feet of graffiti eradicated
 - 3% increase from FY22-23
- 7 Mural projects completed since 2018
 - including 116 individual art pieces
- 1,704 incidents on private properties addressed
- Hosted 152 Dumpster Day events can collected 1,462 tons of debris
 - 58% from previous years



2023-2024 ERADICATION EFFORTS



- 311 app report increase compared to FY22-23
 - 21% increase in illegal dumping reports
- RAPID cleared 9,500,500 pounds of debris
 - 35% increase in trash/debris collected compared to FY22-23
- 10,243 work orders completed, on par with FY22-23 efforts
- Reimbursed \$93,692 from 6,264 recycle mattresses
- 17,648 volunteers collected 907,965 pounds of trash/debris
- 32,488 volunteer hours
- 36% increase in volunteer participation

KEY PARTNERSHIPS



- Caltrans, California Department of Transportation
- Creek Cleanup Partners
 - Southbay Clean Creeks Program
 - Keep Coyote Creek Beautiful
 - Trash Punx
- County of Santa Clara
- Union Pacific Railroad
- Valley Water
- SJ Earthquakes - 3 Year Partnership

EDUCATION/ #BSJPROUD



- Engaged 74 schools with over 7,400 students
- BeautifySJ is finalizing contracts for the following out of home (OOH) advertisements:
 - Two mall ads at Eastridge Mall
 - 25 Transit shelter ads across San José
 - 50 VTA bus tail ads circulating San José routes
- In 2024, BeautifySJ signed a three-year partnership contract with the San Jose Earthquakes
 - In-stadium advertisements with a reach of 18,000 spectators per game
 - Tabling activations and one community outreach event per year

ENFORCEMENT ACTIONS

- BSJ has no dedicated enforcement resources; works with Code Enforcement
- Enforcement issues citations for illegal dumping
- Since October 2016, 236 citations issued
- 8 cameras to record illegal dumpers
- Reportdumpers@sanjoseca.gov
- Over 300 No Illegal Dumping signs installed



LOOKING FORWARD FY24-25

BeautifySJ Neighborhood Blight Reduction program is a core operation in the Cleaning Up Our Neighborhoods Focus Area .



ENGAGEMENT STRATEGY

Model Vision

A comprehensive solution for Neighborhood Association Engagement shaped through the community engagement process.



Neighborhood Engagement Efforts

2023 Re-Launched Annual Conference

- Quality of Life and Engagement
- Reducing Blight in Neighborhoods
- Gathered feedback on the Neighborhood Engagement Model Capacity Building, Two-Way Communication, Issue Support

2024 Neighborhood Association Forum

PRNS is working on expanding the Model by developing a strategy to enhance and coordinate existing programs, aiming to improve outcomes and resources.



Annual Neighborhood Conference

SAVE THE DATE!

WHEN?

**SATURDAY
OCTOBER 26, 2024
8 A.M. - 2 P.M.**

WHERE?

**CITY HALL
ROTUNDA**

200 E Santa Clara St, San Jose,
CA 95113



THANK YOU!

MAYOR MATT MAHAN

CITY COUNCIL

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**

GRAFFITI PROTECTIVE COATINGS

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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