



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jon Cicirelli

SUBJECT: See Below

DATE: July 28, 2025

Approved

Date:

8/7/2025

COUNCIL DISTRICT: Citywide

SUBJECT: BeautifySJ Neighborhood Blight Reduction Status Report

RECOMMENDATIONS

- a) Accept the status report on the Beautify San José Neighborhood Blight Reduction plan and results for graffiti, litter removal, illegal dumping, and dumpster days; and
- b) Cross-reference this report to the August 26, 2025 City Council meeting.

SUMMARY AND OUTCOME

The Beautify San José (BeautifySJ) Neighborhood Blight Reduction Status Report for 2024–2025 highlights the City of San José's (the City) continued commitment to combating blight through a comprehensive strategy centered on education, eradication, and enforcement.

Administered by the Department of Parks, Recreation and Neighborhood Services (PRNS/the Department), the BeautifySJ program has integrated graffiti abatement, illegal dumping response (RAPID), neighborhood engagement, and litter removal efforts to enhance public spaces and empower community involvement. In 2024–2025, the program achieved the following:

- Removed **24.4 million pounds** of trash; with 14.3 million pounds removed as part of blight reduction efforts related to illegal dumping and litter removal;
- Eradicated 2.5 million square feet of graffiti; a **17.28% decrease** from the previous year
- Engaged community volunteers who contributed nearly 20,000 service hours.

In response to equity and access concerns, BeautifySJ adopted a data-informed approach using the California Healthy Places Index (HPI) to better target resources in communities with the highest need.

Additionally, educational outreach efforts were significantly expanded, including:

- Formalized partnerships with local school districts;
- Multilingual campaigns to increase accessibility;
- Quarterly forums with neighborhood associations; and
- Enhanced education for small business and private property owners, addressing evolving graffiti trends on private property.

BeautifySJ also bolstered its enforcement capacity through:

- The launch of the Blight Enforcement Working Group, an interdepartmental team working to align resources to enhance blight enforcement efforts
- An update to a key municipal ordinance to address illegal dumping. This ordinance will allow for the impoundment of vehicles used in the commission of illegal dumping
- Deployment of environmental deterrents and surveillance technology in illegal dumping hotspots
- One-time funding appropriated in 2025–2026 to support enforcement enhancements.

These efforts reflect a strategic pivot toward long-term sustainability, emphasizing community-driven solutions to maintain a cleaner, safer San José.

This memo is focused on neighborhood blight reduction program services. Encampment management services reports through the forthcoming Consolidated Annual Homelessness Report.

BACKGROUND

Eliminating blight (graffiti, litter/trash, illegal dumping) continues to be a priority for San José residents. Over the past three years the focus on eliminating blight has led to BeautifySJ Program being included in the City's Council Priority Area, Cleaning Up Our Neighborhoods.¹ This Focus Area centers on maintaining the City's shared spaces and resources through proactive and community-driven blight reduction, beautification, and code enforcement services. Key programs include illegal dumping, anti-graffiti, encampment trash services, community code enforcement, and SJ311.

¹ City of San Jose, City Council Focus Areas: <https://www.sanjoseca.gov/your-government/departments-offices/mayor-and-city-council/city-council-focus-areas>

The City of San José uses a coordinated approach to blight reduction, with programs being consolidated in BeautifySJ. The BeautifySJ Program is housed in the Community Services Division in PRNS. BeautifySJ focuses on blight reduction, encampment management, and neighborhood engagement (See the attachment for a current BSJ Organizational Chart). BeautifySJ's Blight Reduction program brings together five key program areas to reduce blight and enhance the cleanliness and vibrancy of public spaces:

- Graffiti Removal;
- Neighborhood Litter Removal Program;
- Neighborhood Beautification/Dumpster Day Program;
- Neighborhood Association Engagement;
- RAPID Illegal Dumping Program.

These programs work in tandem to improve the physical environment while fostering a shared sense of responsibility across neighborhoods. Additionally, BeautifySJ plays a critical role in bridging the gap between City Hall and the community; connecting City departments, businesses, schools, and neighborhood groups; and collaborating with interjurisdictional partners in a shared effort to reduce blight and beautify public spaces.

The City is not only addressing immediate blight concerns through this approach but is also investing in long-term community capacity building by cultivating stronger, more resilient, and better-connected residents and neighborhood associations.

The BeautifySJ Program has made meaningful strides in addressing and mitigating the impacts of illegal dumping, litter/trash, and graffiti in our neighborhoods and public spaces through the BeautifySJ blight reduction strategy. Despite these efforts, there continue to be challenges with sustaining eradication efforts, high service demands, fleet availability/reliability, and enforcement obstacles.

ANALYSIS

The "Three Es" model—Education, Eradication, and Enforcement—continues to serve as a holistic and most effective framework for addressing the complex issue of illegal dumping. After several years of focusing on the eradication component of the model, the past year saw a renewed focus on education/outreach and enforcement. Residents are learning how to use reporting tools to request services, and how to better collaborate with their neighbors to prevent litter/trash related blight, which led to an increase in neighborhood litter events.



To strengthen enforcement efforts, an interdepartmental Blight Enforcement Working Group was established. This Working Group is comprised of key internal Departments (PRNS-BSJ, Code Enforcement, City Attorney's Office, San José Police Department) and external partners (District Attorney's Office and the California Highway Patrol). Current resources that address neighborhood blight are being aligned to have a stronger impact on addressing blight related quality of life issues. The Working Group will continue in 2025-2026 with a focus on leveraging current and newly appropriated resources to address areas most impacted by blight.

Eradication efforts have remained ongoing and essential while BSJ implemented new strategies to focus on education and enforcement. BeautifySJ has continued to ensure the rapid removal of litter, graffiti, and illegal dumping through direct action. In Fiscal Year 2024-2025, 14,305,165² pounds of trash was removed as part of blight eradication efforts (neighborhood litter collection events, dumpster days, illegal dumping response), which is a 13.16% increase from the previous fiscal year. At the time that this report was written, 2,553,652 square feet of graffiti had been eradicated.

Blight remains a pressing concern for San José residents. To address this Cleaning Up Our Neighborhoods was established as a City Council priority. To ensure that Blight Reduction Program services are accessible to all communities, the City Auditor conducted an audit "Access and Use of Neighborhood Blight Reduction Programs"³ that was released on December 5, 2024. The audit found that historically underserved communities receive blight reduction services at the same or even higher levels compared to other neighborhoods. The audit recommended a process to maintain and regularly review disaggregated program data using an equity index to promote continued equity in service delivery. BeautifySJ implemented an annual data review process for each of its programs in response, guided by the California HPI. Developed by the Public Health Alliance of Southern California, the HPI helps assess community conditions and prioritize resources based on key factors that influence health and well-being. The Department will begin including HPI assessment data in the 2025-2026 BeautifySJ Neighborhood Blight Reduction Status Report.

Education

Education is a cornerstone of the blight reduction strategy. BeautifySJ's Education strategy in schools has been a key component of those blight reduction efforts. In 2024-2025 BSJ introduced the inaugural Environmental Stewardship Program, designed to recognize San José schools for their efforts to beautify campuses and promote environmental consciousness and sustainability within their school and adjacent

² Please note that tonnage information may change, as final data is received after the posting of this memo.

³ Access and Use of Neighborhood Blight Reduction Programs: BeautifySJ can continue and expand its Equity Efforts, <https://www.sanjoseca.gov/home/showpublisheddocument/116723/638689963497730000>

neighborhood communities. This program fosters community pride, enhances education, and supports a long-term commitment to environmental responsibility.

The Environmental Stewardship Program was piloted at Franklin Elementary, Washington Elementary, and Katherine Smith Elementary schools this fiscal year. A total of 974 youth were engaged through the stewardship program to provide 1,139 hours of service. Each school committed to:

- Hosting an on-campus litter pickup accompanied by an educational assembly.
- Planning and organizing a community event, such as an E-Waste Drive, Collection Event, or Dumpster Day.
- Coordinating at least one litter pickup outside of regular school hours—preferably on a weekend—to encourage family and community involvement.

Neighborhood Engagement

BeautifySJ uses a comprehensive strategy, paired with a citywide marketing and outreach campaign, to raise awareness and increase community involvement in combatting blight. As part of the effort to continue to engage neighborhoods, BeautifySJ implemented the initial phase of the Neighborhood Association Engagement Model (NAEM) following the sunset of the Neighborhoods Commission in 2024⁴. The NAEM is designed to strengthen community connections and enhance civic engagement. The NAEM consists of three pillars: Foundational Model - Neighborhood Association Forums; Expanded Model - Neighborhood Support Team; and the Neighborhood Services Advisory Group.

In fiscal year 2024-2025, the primary focus has been on implementing the Foundational Model. Through quarterly forums, more than 258 neighborhood association leaders and members were introduced to City resources, exchanged best practices, shared feedback on quality-of-life issues and enhanced two-way communication between neighborhoods and City departments. Previous forum themes included Neighborhood Safety, Collaborative Solutions for Homelessness, and Peer-to-Peer Best Practices for Neighborhood Associations. In October 2024, PRNS hosted the second citywide annual Neighborhoods Conference at City Hall, entitled "Neighborhoods are the Heart of San José". More than 250 neighborhood leaders, residents, and community partners gathered to celebrate local efforts and continue to build stronger and more connected communities.

⁴April 2024, Neighborhood Association Engagement Model Status Report

<https://sanjose.legistar.com/View.ashx?M=F&ID=12826297&GUID=1A0DD959-21D2-4221-9EB1-6536A6CF9822>

Marketing and Outreach

BeautifySJ launched a multilingual advertising campaign to raise awareness and promote community engagement as part of our marketing and outreach efforts. This included 25 transit shelter ads and 50 bus back ads, both running for 12 weeks from November 2024 through January 2025. Two long-term digital ads at Eastridge Mall began in August 2024 and will continue through August 2025. Initial website traffic to *BeautifySJ.org* increased by over 630 visitors compared to the same period the previous year, demonstrating that the campaign is reaching and engaging the community.

Junk Pickup Outreach

The Environmental Services Department continues to have a high level of participation in its unlimited, no cost Junk Pickup program. ESD conducts trilingual outreach and education on the Junk Pickup program using a wide variety of tactics, including postcards, recycling cart tags, through sports partnerships with the Sharks, at bus stops and on busses, and notably, in a comprehensive Residential Garbage and Recycling guide that was mailed to every single- and multi-family residence in Fall 2024. Additionally, the multi-family contracted waste hauler, GreenTeam, has worked more closely with multi-family complexes to increase awareness and participation and conducted larger scale targeted cleanouts with multiple bins, with good success. GreenTeam will continue and expand these efforts.

Eradication

The BeautifySJ Neighborhood Blight Reduction programs removed 14,305,165 pounds of trash from the City's public spaces in 2024-2025, a 13.16% increase from the year before. The program eradicated 2,553,652 square feet of graffiti, a 14.73% *decrease* from 2,994,859 square feet eradicated in the previous year and a possible indicator of an emerging trend. (Chart 1)

Below is a summary of the progress within the BeautifySJ Neighborhood Blight Reduction services.

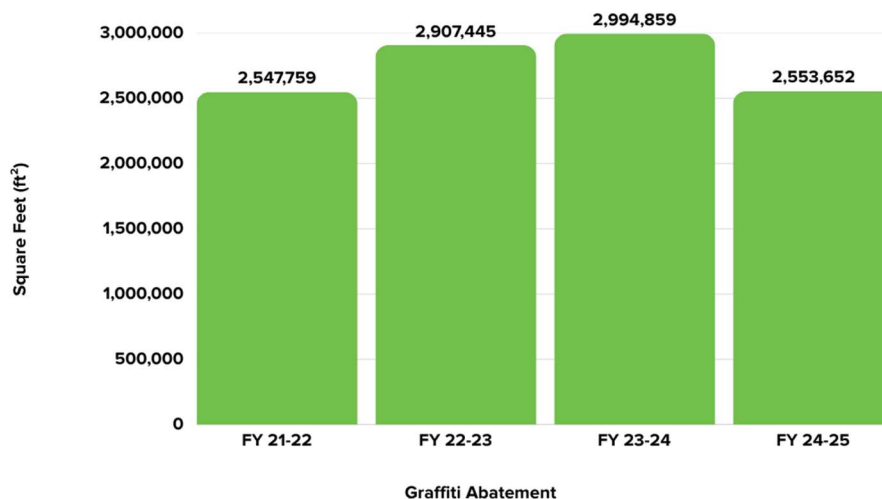
Graffiti Removal Program

The Neighborhood Graffiti program is designed to respond to graffiti reports submitted via SJ311, by email/phone call and to proactively address graffiti in known hotspot areas. BSJ staff work in partnership with the City's vendor, Graffiti Protective Coatings (GPC) to eradicate graffiti within three business days, with a priority on removing gang-related, offensive, and hate speech graffiti within one business day.

- 29,200 work orders were completed in 2024-2025
- 2,553,652 square feet of graffiti was removed over the past year

- 2024-2025 marks the first year the program has observed a decrease in overall graffiti volume. This may indicate the beginning of a shift toward a maintenance phase, a promising sign that consistent abatement efforts, community partnerships and the renewed emphasis on enforcement are having a lasting impact and changing behavior.
- 94.5% of graffiti removal inquiries were responded to within the target response time of three business days
- Roughly 442,125 square feet of the graffiti removed involved gang-related, hate, or offensive content versus 577,133 square feet last fiscal year, a **23.4% decrease**.
- **29.35% of all graffiti removal requests involved private property and interjurisdictional property, a sharp increase** compared to the 6% of graffiti incidents on private property the previous year, with most incidents impacting small businesses.
 - This is a possible emerging trend, as the quick eradication of graffiti on public spaces may be prompting taggers to shift their behavior and target private property as it often takes longer for private property owners to eradicate the graffiti.

**Chart 1: Fiscal Year Comparison
of Graffiti Removal Program Performance**



BSJ staff expanded outreach and engagement efforts to better support the 8,570 incidents of graffiti reported on private property and in response to the emerging trend of increased graffiti on private and interjurisdictional properties. Staff actively worked with businesses to either encourage timely self-removal or coordinate resources to support abatement when possible, including providing free paint and supplies. Outreach and educational materials were developed to assist private property owners, particularly small businesses, in understanding their responsibilities and equipping them with best

practices for graffiti removal, prevention, and reporting. Many small businesses continue to face challenges with recurring graffiti after removal.

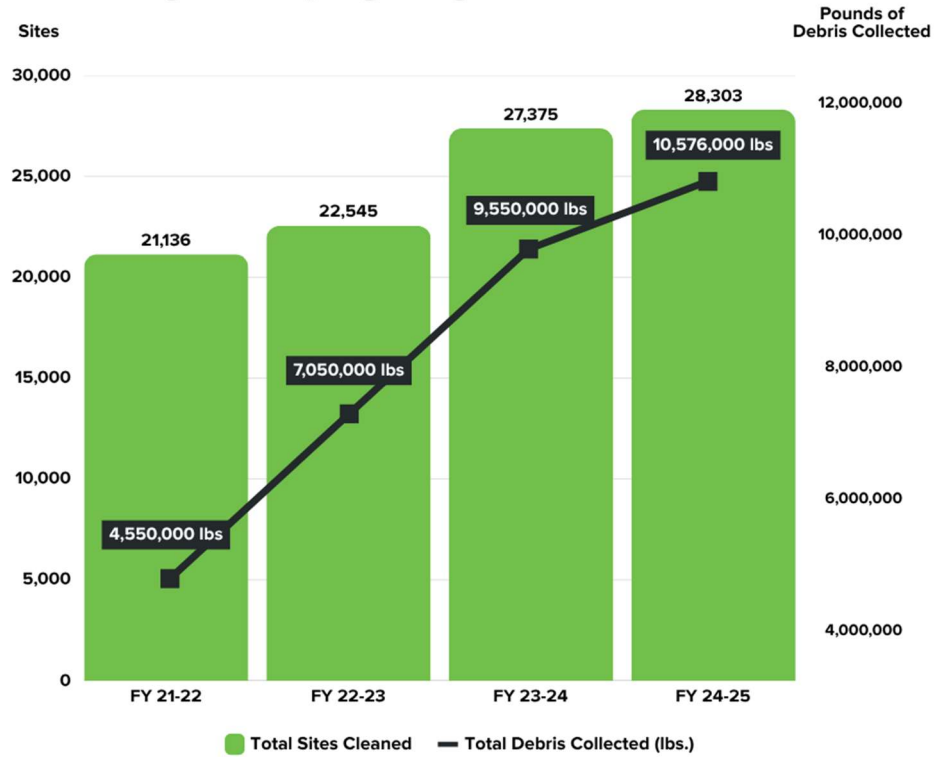
BSJ staff ensures timely coordination for graffiti found on interjurisdictional properties by notifying the appropriate agency responsible for abatement. The City has initiated coordination meetings with the California Department of Transportation (Caltrans), focused on graffiti response to strengthen these efforts. These meetings provide a platform to assess current graffiti conditions, share real-time reporting data, and ensure timely abatement of graffiti on Caltrans-managed property. This approach is modeled after the successful and effective interagency system already in place to address homeless encampments, demonstrating the City's proactive commitment to multi-jurisdictional collaboration and service delivery.

Removing And Preventing Illegal Dumping Program (RAPID)

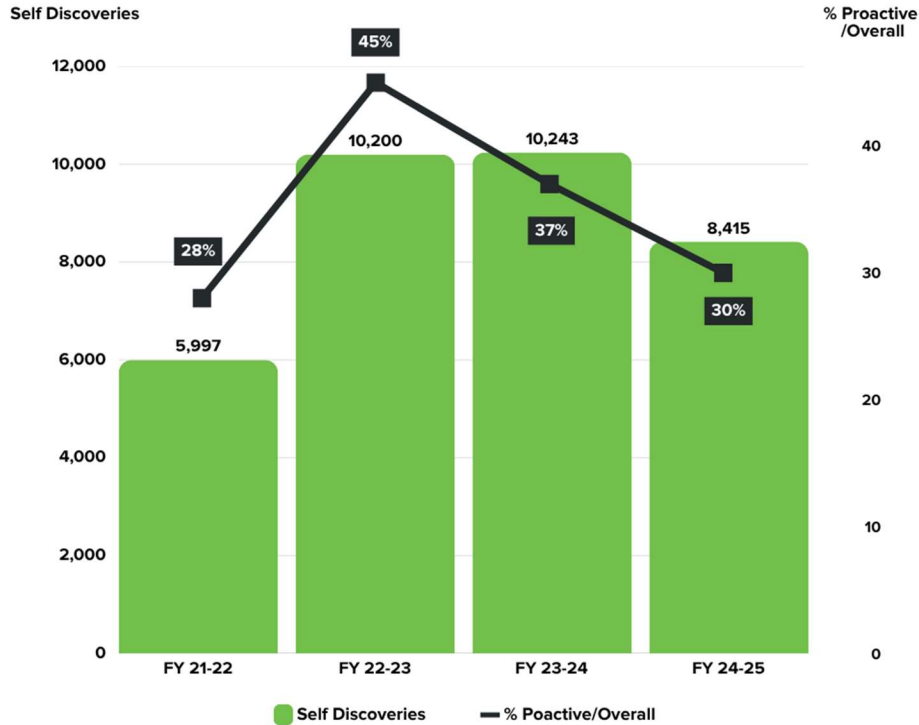
RAPID responds to reports of large, bulky items illegally dumped in public spaces that do not obstruct the public right of way (Priority 2 requests). BSJ staff completed 28,303 work orders (10,576,000 lbs.) in 2024-2025 (Chart 2). The RAPID team was able to maintain an average response time of 3.2 days and successfully met its service goal, responding to 80.01% of work orders within the targeted five-day timeframe.

RAPID responds to illegal dumping reports submitted through the San José 311 platform, as well as incidents identified through proactive "self-discoveries." While illegal dumping occurs citywide, several hot spot streets and areas consistently experience higher volumes of activity. To address these areas more effectively, the RAPID team collaborates closely with the Neighborhood Association Engagement Program, which prioritizes engagement with active neighborhood associations and community groups. Staff conducted targeted outreach in neighborhoods experiencing high levels of illegal dumping by placing door hangers on nearby residences, raising awareness, promoting the Environmental Services Departments Junk Pickup Program, and encouraging responsible disposal practices.

**Chart 2: Comparison
of Illegal Dumping Program Performance**



**Chart 3: Fiscal Year Comparison
of Proactive Illegal Dumping Work Orders**



The BSJ RAPID team completed 30% of overall illegal dumping incidents through proactive monitoring which is on par with the efforts from the previous year. (Chart 3)

Since 2016, the City has participated in the California Illegally Dumped Mattress Collection Initiative. Each year the Mattress Recycling Council allocates \$1 million to fund the initiative to support the maximum payout of up to \$15 per mattress. Last fiscal year, the BeautifySJ Program collected 8,582 mattresses from city streets and neighborhoods resulting in the reimbursement of \$122,475 which is reinvested to support the illegal dumping program.

**Chart 4: Fiscal Year Comparison
of Mattresses/Funds Collected**

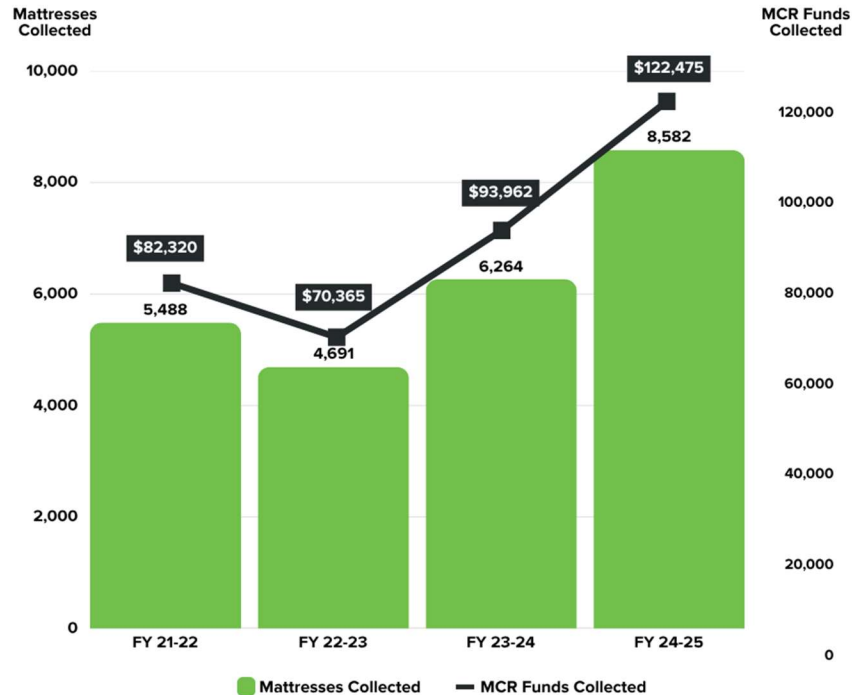
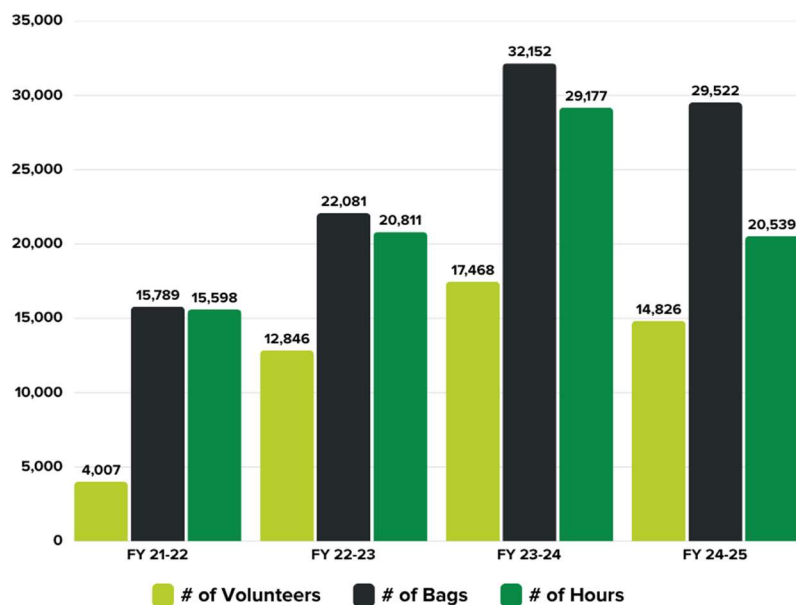


Chart 4 shows the mattress funds collected. BSJ coordinates efforts to ensure that these mattresses are properly sorted and picked up at the City of San José transfer yards and recycled through job training program efforts with the San José Conservation Corps and Goodwill of Silicon Valley through a collaboration.

Neighborhood Litter Program

In 2024-2025, 14,826 residents volunteered 20,539 hours of their time to collect 29,522 bags of trash/debris, removing 718,865 pounds of litter and debris from our community.

**Chart 5: Fiscal Year Comparison
of Neighborhood Litter Volunteer Efforts**



Volunteer contributions to the City are valued at **\$714,551.81**. These service hours are an extremely valuable contribution, as a volunteer hour is currently valued at \$34.79 per hour⁵. Our volunteers continue to help generate cost savings in the absence of a dedicated volunteer coordinator for the BSJ program.

However, after many years of ramping up post-COVID, we are starting to see the impacts of volunteer fatigue. The Neighborhood Litter Program engages residents, neighborhood associations, businesses, and various community groups in cleanup efforts. The team hosts two hallmark events are hosted annually, the Autumn Litter Harvest in October and the Great American Litter Pick-Up in April to coincide with Earth Day. These events consistently demonstrate strong community involvement. The Autumn Litter Harvest draws approximately 434 volunteers at 34 sites, while the Great American Litter Pick-Up and Earth Day activations engaged 2,566 across 62 sites.

One of the challenges that the Neighborhood Litter Program over the past fiscal year was school districts requiring Memorandums of Understanding (MOUs) before allowing presentations and engaging youth in events on campus. This has added administrative hurdles and significantly limited the program's ability to engage students, resulting in a decrease in the total number of school presentations, from 74 to just 47. BSJ previously paired school presentations and education with immediate action and organized

⁵ Independent Sector – Value of Volunteer Time: <https://independentsector.org/resource/value-of-volunteer-time/>

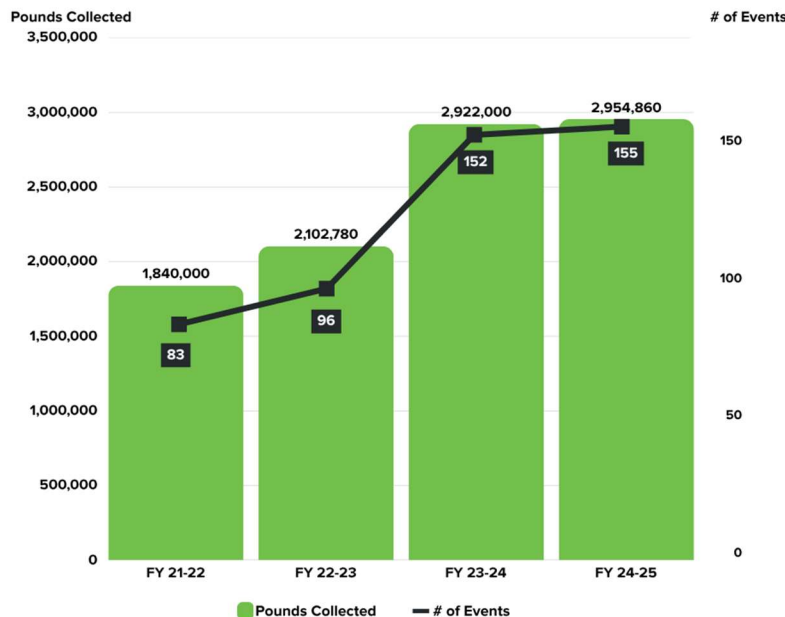
volunteer events involving the youth who had just been educated. This 37% decrease in school presentations has impacted volunteer recruitment and activity, as these efforts usually lead to increased parent (adult) volunteerism. BeautifySJ staff have pivoted to address this emerging challenge by establishing MOUs with Franklin McKinley Elementary, Berryessa Union School District, and Cupertino Union School District. Staff has secured a commitment from Evergreen Elementary School District to restore and expand outreach efforts and is in ongoing discussions with the Alum Rock Union School District.

Neighborhood Beautification Program / Dumpster Day Program

The Dumpster Day Program partners with neighborhood associations and Council Offices to host neighborhood cleanup events that allow residents to properly dispose of unwanted bulky items. In 2024-2025, 155 Dumpster Days events were held. Weekday events were added to improve accessibility, especially in areas with higher rates of illegal dumping. This offered residents more opportunities to dispose of unwanted items. Additionally, the program introduced proactive sweeps in participating neighborhoods to collect any remaining debris after each event within the host neighborhood. These efforts resulted in the removal of 2,954,860 pounds (1,477 tons) of additional waste. Chart 5 below illustrates the weight and number of events specifically for the Dumpster Day Program over the past four years.

Each attendee at a neighborhood Dumpster Day event receives information on how to schedule a free junk pickup and use SJ311 for future service requests to further support ongoing community cleanup efforts. The establishment of fixed sites dumpster day locations in key areas will be implemented in 2025-2026 to align with direction in the Mayor's June Budget Message for 2025-2026 and the Blight Enforcement Working Group efforts.

**Chart 6: Fiscal Year Comparison
of Neighborhood Dumpster Day**



Partnerships

BeautifySJ collaborates with key stakeholders such as Caltrans, Union Pacific Railroad, Valley Transportation Authority, the County of Santa Clara, and nonprofit partners to address blight issues effectively. Funding continues to support the BSJ Interagency Team to lead coordination, contract development and service delivery. BeautifySJ also provides grant funds to community-based organizations to address litter near waterways and in neighborhoods. Below is a summary of activities and the status of current agreements with BeautifySJ Partners.

- **Caltrans, California Department of Transportation** – The Neighborhood Beautification Program hosted 2 litter events in partnership with Caltrans and supported over 117 encampment clean-ups on high impacted on-ramps and off-ramps and coordinated the removal of graffiti on soundwalls and freeway signs. The City is currently negotiating a Delegated Maintenance Agreement which will allow BeautifySJ team to proactively address blight and encampment issues on Caltrans property and be reimbursed.
- **Creek Cleanup Partners** – Creek cleanup partners collected 252,222 pounds (16 tons) of trash with residents volunteering 7,007 hours. Beginning in fiscal year 2025-2026 the City will increase support to \$145,000 each to three creek cleanup partners, South Bay Clean Creeks Coalition, Keep Coyote Creek Beautiful, and the Trash Punx.

- **County of Santa Clara** – The City has a contract with the County to provide trash pick-up and abatements at specified locations within the City of San José in the County’s jurisdiction such as expressways. This includes routine garbage, debris, bio-waste, and household hazardous materials removal from occupied encampments. The County is reimbursing the City for all related costs.
- **Union Pacific Railroad** – Union Pacific Railroad and the City focused efforts on areas along the railway that are most impacted by illegal dumping, encampments, and significant amounts of graffiti. The City and Union Pacific Railroad has a ten-year Memorandum of Understanding through 2030. BSJ coordinated monthly cleanups with Union Pacific Railroad and abated approximately 42,118 square feet of graffiti along the railways.
- **Valley Transportation Authority** – The City worked with VTA over the past year to develop a formal agreement to address blight and homelessness on adjacent properties. This agreement will create more efficient coordination, communication and a system to prioritize blight impacted areas that need immediate attention.
- The **BeautifySJ Neighborhood Grants** support BeautifySJ's efforts by funding neighborhood associations/groups, including emerging groups that support neighborhoods, with beautification projects such as tree planting and clean-ups, National Night Out, and neighborhood support & capacity building. In 2024-2025, 77 neighborhood associations and groups were awarded \$321,902 in BeautifySJ grants, activating our community and providing more than 28,000 volunteers hours that strengthened neighborhood collaboration and beautified public spaces in neighborhoods.

Deterrents

The BeautifySJ Removing and Preventing Illegal Dumping Program (or just use RAPID) currently operates 12 surveillance cameras in high-volume illegal dumping hotspots. The use of surveillance cameras to combat illegal dumping has presented both challenges and positive outcomes. Frequent connectivity problems primarily due to weak Wi-Fi signals, especially for pole-mounted units, present one of the most significant issues. Additionally, tree branches in several locations obstruct the camera's view, limiting their effectiveness. The cameras' limited recording range also necessitates precise placement at known dumping sites to capture usable footage. Vandalism has further complicated maintenance, as repairing damaged cameras often requires specialized equipment, increasing costs and causing delays. Despite these challenges, the program has yielded several positive results. Illegal dumping has decreased by an average of 32% in areas where cameras are installed. Cost efficiency has also improved by relying on “in-house” program staff to relocate cameras as needed. In 2024-2025 BeautifySJ was able to strengthen coordination with Code

Enforcement through the Blight Enforcement Working Group which has streamlined the communication process for handling enforcement cases where video evidence is captured.

In 2025-2026 BSJ will be working with the Police Department to assess the feasibility of using their camera system to enhance illegal dumping enforcement efforts. In 2024-2025 a new full-time staff position was added to coordinate with Code Enforcement on illegal dumping enforcement. BSJ staff review camera footage to identify violations, and both refer and track cases sent to Code Enforcement. Citations are issued when video evidence captures both the act of dumping and a clearly identifiable violator, such as a visible license plate. When evidence is less conclusive—such as a business name on a vehicle or an address found in the dumped materials—a Warning Notice is typically issued. In 2025-2026 BSJ will be working closely with SJPD and the City Attorney's Office to further target illegal dumpers in accordance with the new ordinance that was established in June 2025.

The City continues to invest in physical deterrents to discourage illegal dumping and graffiti through the Clean Gateways pilot. Landscaping improvements, including the addition of plants and boulders at designated gateway locations, have been installed at various entry points into downtown and area east of downtown. BeautifySJ has also installed fencing, signage, and boulders in areas with high rates of illegal dumping and graffiti, creating visible barriers and discouraging repeated blight activity. These efforts represent a proactive and layered strategy to combat illegal dumping and promote cleaner, safer neighborhoods.

Blight Enforcement

Enforcement efforts have been strengthened through the establishment of a Blight Enforcement Working Group during this fiscal year. This interdepartmental and interjurisdictional Blight Enforcement Working Group includes PRNS, Planning Building and Code Enforcement, the San José Police Department, City Attorney's Office, the California Highway Patrol, and the Santa Clara County District Attorney's Office. The working group collaboratively addresses persistent blight issues across San José. The creation of this multi-agency team has improved coordination for more targeted enforcement actions. The City has allocated an additional \$250,000 to support innovative enforcement strategies in 2025-2026, enabling a realignment of resources that prioritizes faster response times and greater accountability for violations. Funding will allow for the deployment of enhanced resources to address blight in areas most impacted.

This strategic shift has already shown results. The San José Police Department arrested three (3) prolific taggers in 2024-2025. Additionally, the update to the City's illegal dumping ordinances have reinforced the legal tools available to address chronic dumping hotspots. These combined efforts are designed to positively change blight-

related behaviors and create a more sustainable, community-driven approach to maintaining clean and safe neighborhoods.

Conclusion

The BeautifySJ Neighborhood Blight Reduction strategy continues to show results and adapt to emerging trends to reduce blight. The BSJ team has been able to realign resources, strengthen and in some cases formalize partnerships with agencies and school districts, and introduce changes to the environment through deterrents to impart behavior change. BSJ was able to introduce new enforcement efforts after years of focusing on eradication and has begun to see impacts in decreases in graffiti citywide and illegal dumping at our gateways and illegal dumping hotspots, while meeting and exceeding response time performance targets. The upcoming fiscal year will offer new opportunities for enforcement and partnerships as we continue to adapt strategies to reduce blight and Beautify San José.

EVALUATION AND FOLLOW-UP

BeautifySJ will provide key program updates via the Neighborhood Services Community Services Area meetings and through quarterly City Focus Area reporting at the Neighborhood Services and Education Committee and City Council reporting.

COORDINATION

This memorandum was coordinated with the City Attorney's Office and the City Manager's Budget Office.

PUBLIC OUTREACH

This memorandum will be posted on the City's Agenda website for the August 14, 2025 Neighborhood Services and Education Committee meeting.

COMMISSION RECOMMENDATION AND INPUT

No commission recommendation or input is associated with this action.

CEQA

Not a Project, File No. PP17-009, Staff Reports, Assessments, Annual Reports, and Informational Memorandums that involve no approvals of any City action.

PUBLIC SUBSIDY REPORTING

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.

/s/

Jon Cicirelli

Director of Parks, Recreation, and
Neighborhood Services

For questions, please contact Olympia Williams, Deputy Director, Community Services Division of Parks, Recreation, and Neighborhood Services, at Olympia.williams@sanjoseca.gov or (408) 535-3571.

The principal author of this memorandum is Paul Pereira, Interim BeautifySJ Division Manager, in the Parks, Recreation, and Neighborhood Services Department. For questions, please contact Paul.pereira@sanjoseca.gov

Attachment:

BeautifySJ Organizational Chart

ATTACHMENT

BeautifySJ Organizational Chart

