



# 7.1 BeautifySJ Neighborhood Blight Reduction Annual Report

October 29, 2024

City Council

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## PRESENTERS

Olympia Williams, Deputy Director

Aurelia Bailey, Interim Division Manager

Department of Parks, Recreation and Neighborhood Services

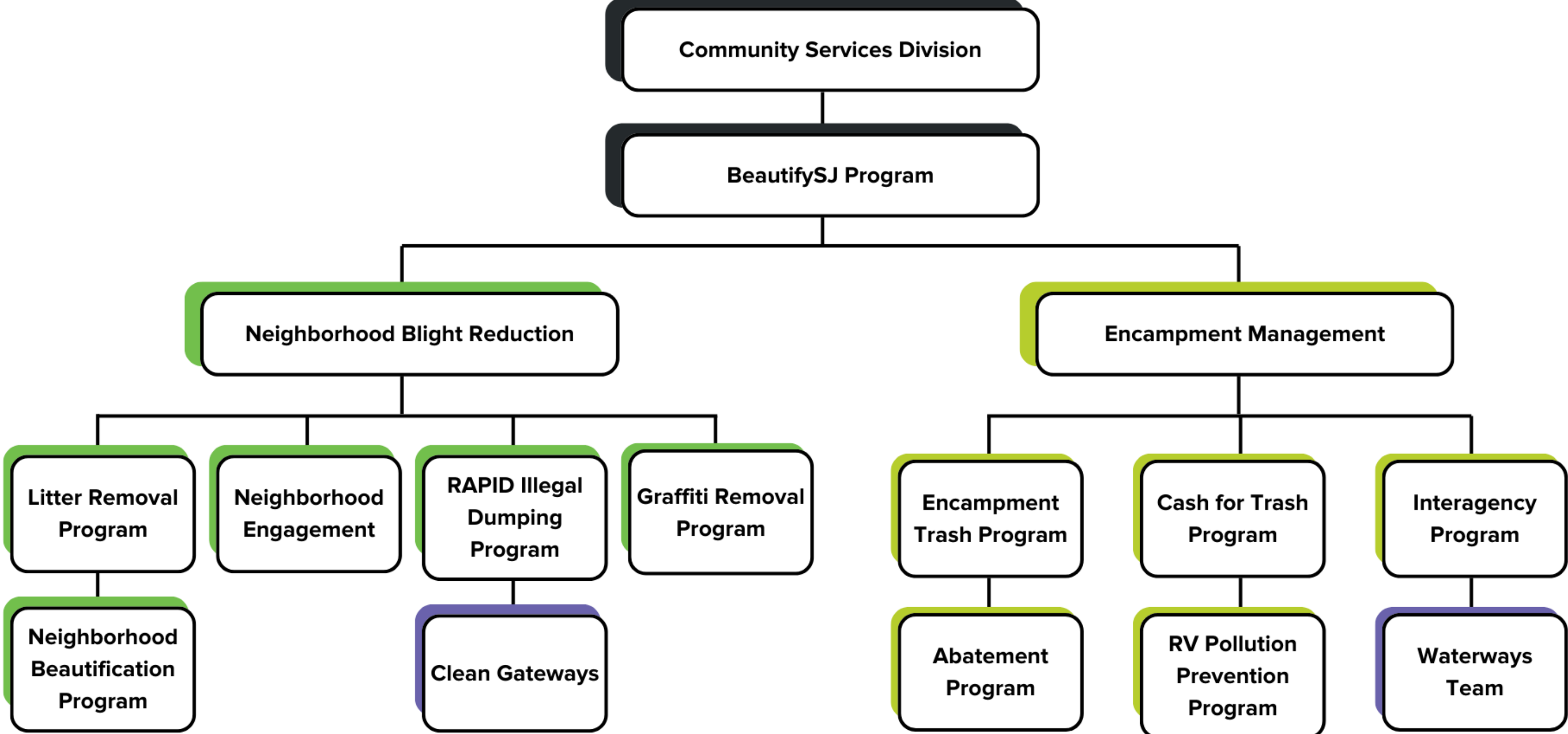


# AGENDA

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



# BeautifySJ Expansion



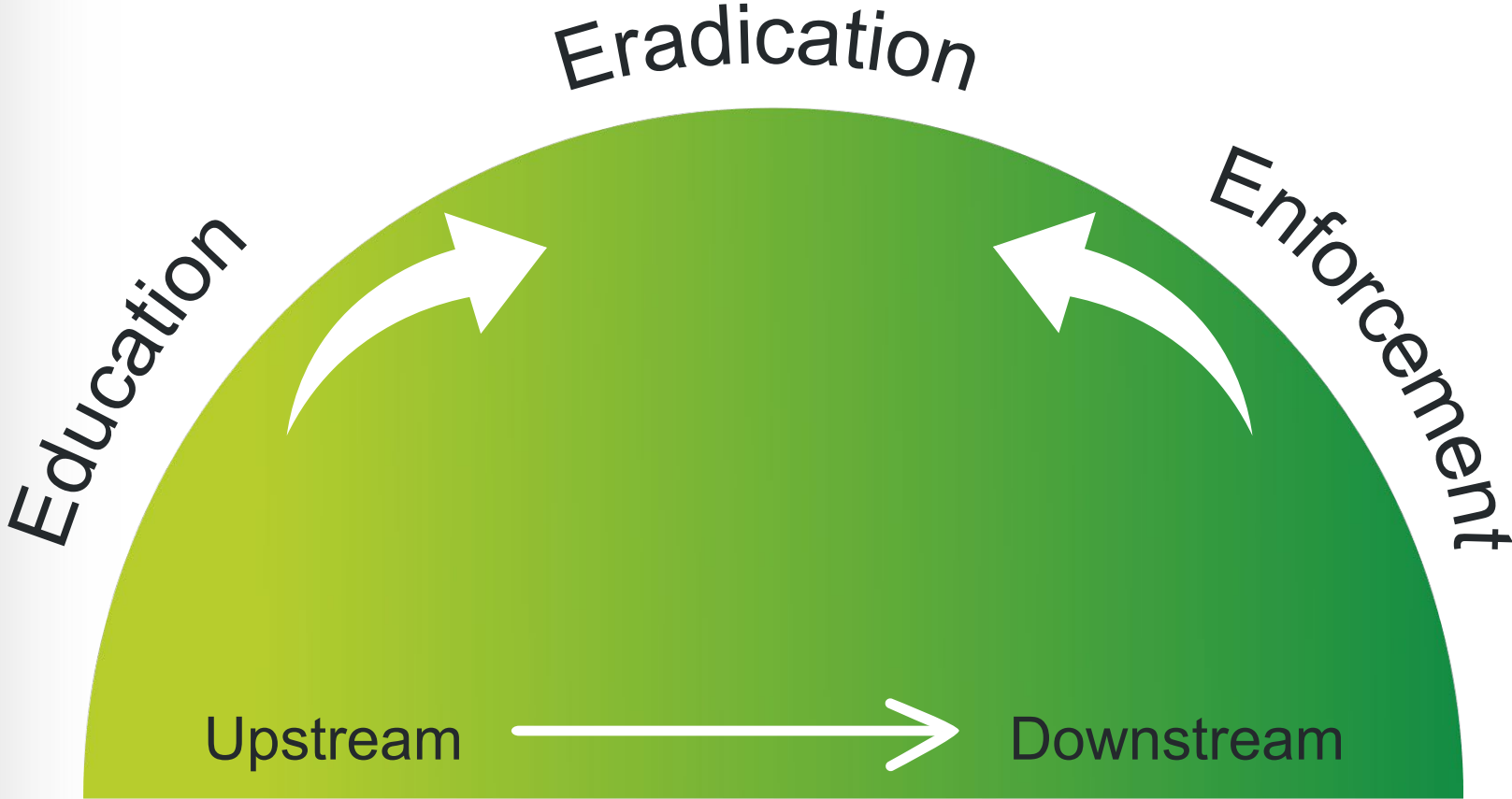
# THREE Es APPROACH TO BLIGHT



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

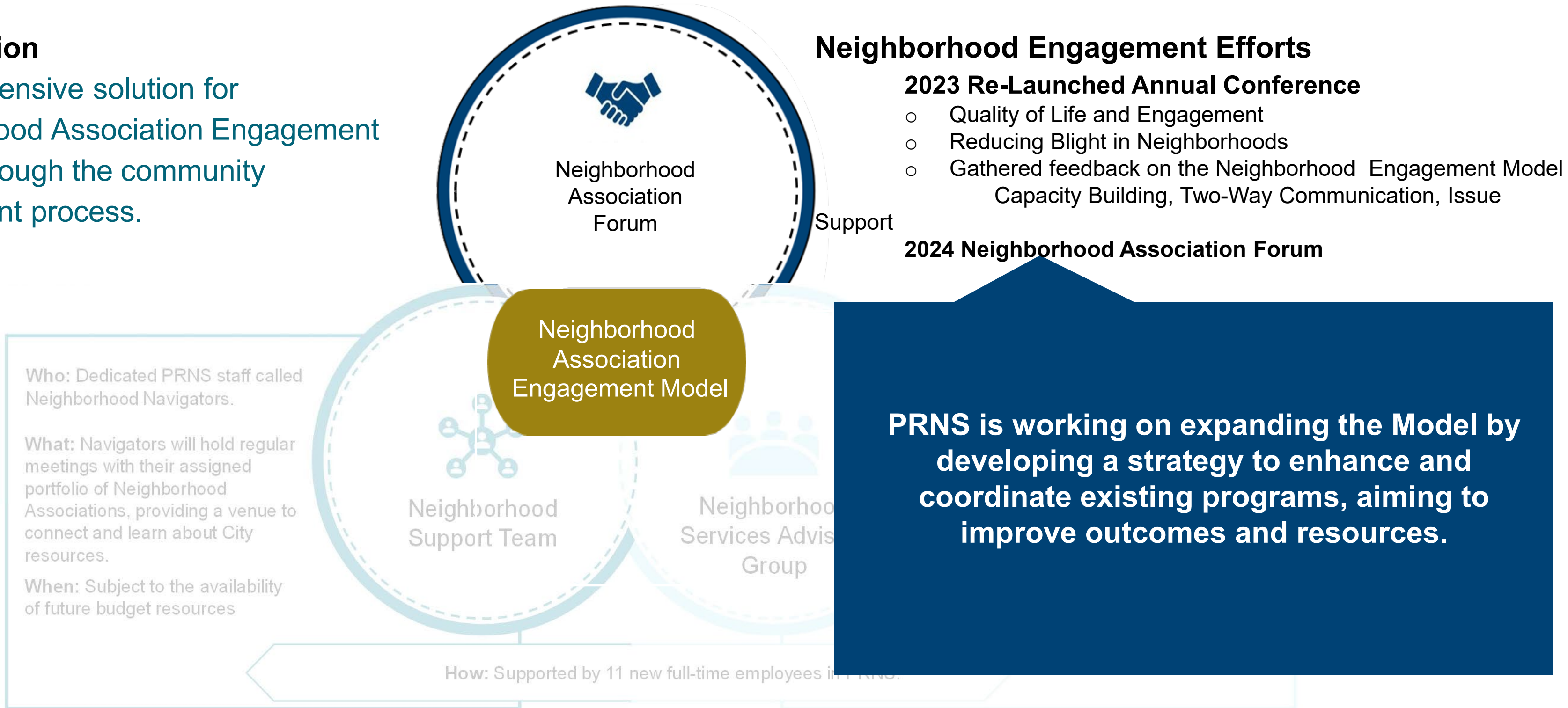
BeautifySJ Neighborhood Blight Reduction program is a core operation in the Cleaning Up Our Neighborhoods Focus Area .

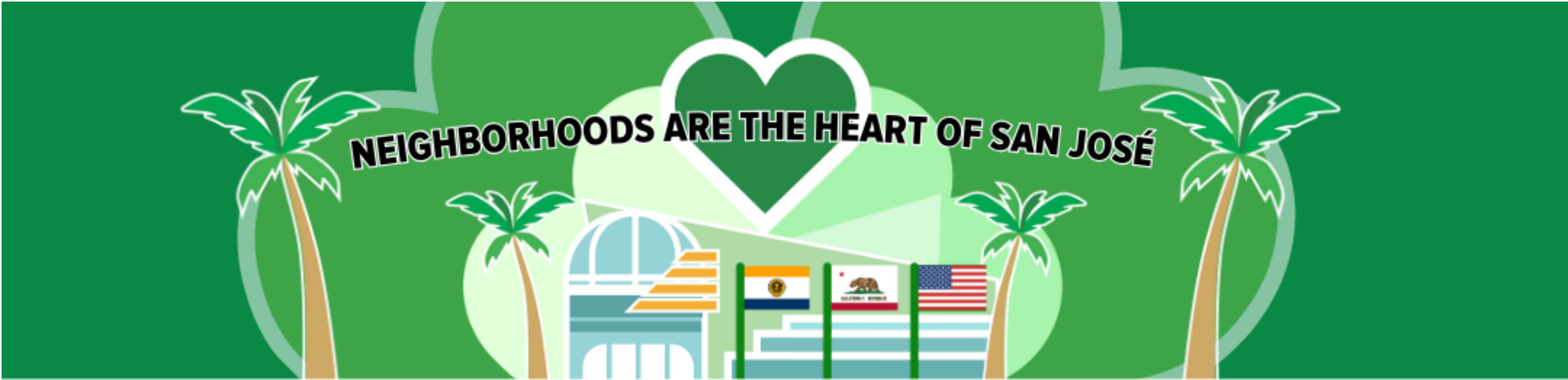


# ENGAGEMENT STRATEGY

## Model Vision

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





# 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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