



# BeautifySJ Neighborhood Blight Reduction Annual Report

**August 26, 2025**

**San José City Council**

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## **PRESENTERS**

Jon Cicirelli, Director

Olympia Williams, Deputy Director

Paul Pereira, BeautifySJ Interim Division Manager

Department of Parks, Recreation and Neighborhood Services



# AGENDA

- **Three E's Approach to Blight**
- **Education & Outreach**
- **Engagement Model**
- **Blight Eradication Efforts**
- **Deterrents & Enforcement**
- **Key Partnerships**

# THREE E'S APPROACH TO BLIGHT

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.



## 2024-2025 Highlights

- **BSJ removed 24.4 million pounds of trash**
  - **14.3 million pounds removed as part of blight reduction efforts**
- **Eradicated 2.5 million square feet of graffiti**
  - **14.73% decrease from the previous year**
- **Launched the Blight Enforcement Working Group**

# EDUCATION STRATEGY

## ENVIRONMENTAL STEWARDSHIP PROGRAM

The Environmental Stewardship Program was piloted at Franklin Elementary, Washington Elementary, and Katherine Smith Elementary schools this fiscal year.

- 974 youth were engaged
- 1,139 hours of service provided



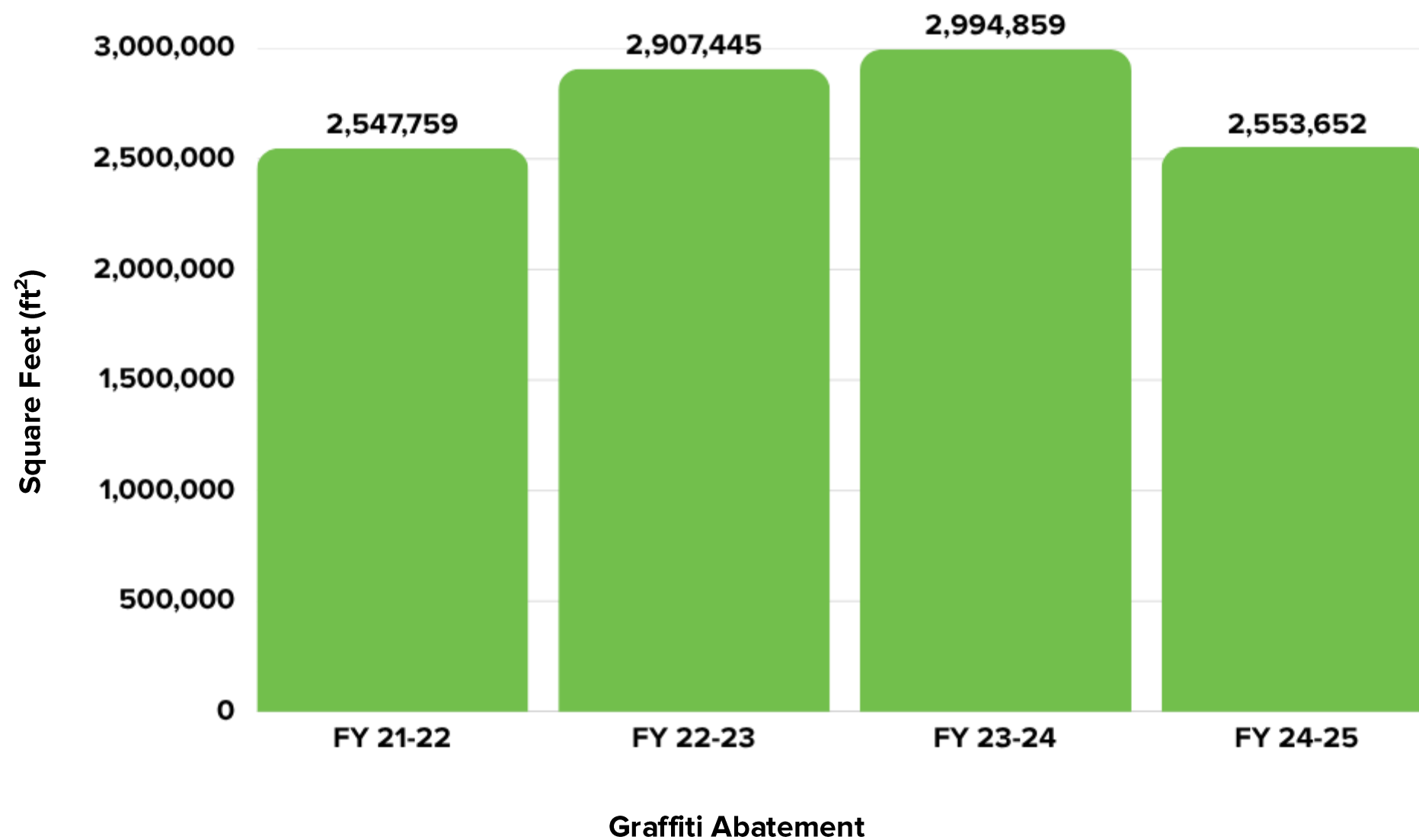
# EDUCATION, MARKETING & OUTREACH



- Multilingual advertising campaign to raise awareness and promote community engagement
  - 25 transit shelter ads
  - 50 bus back ads
  - 12-week ad run
  - Eastridge Mall Blight Reduction Campaign - August 2024 – current

# ERADICATION EFFORTS - GRAFFITI REMOVAL PROGRAM

## Fiscal Year Comparison of Graffiti Removal Program Performance



- 29,200 work orders completed
- **2,553,652 sq ft of graffiti removed**
  - **14.73 % decrease**
- 442,125 sq ft of gang-related, hate, or offensive graffiti removed
  - 23.4% decrease from 2023-2024
- 8,570 incidents on private property responded to
- 29.35% of graffiti involved private property, compared to 6% in 2023-2024

# ERADICATION EFFORTS – ILLEGAL DUMPING

## Comparison of Illegal Dumping Program Performance

- 28,303 work orders completed
- 10,576,000 lbs. of trash and debris collected
- 3.2 average service days maintained
- 80% response time goal met



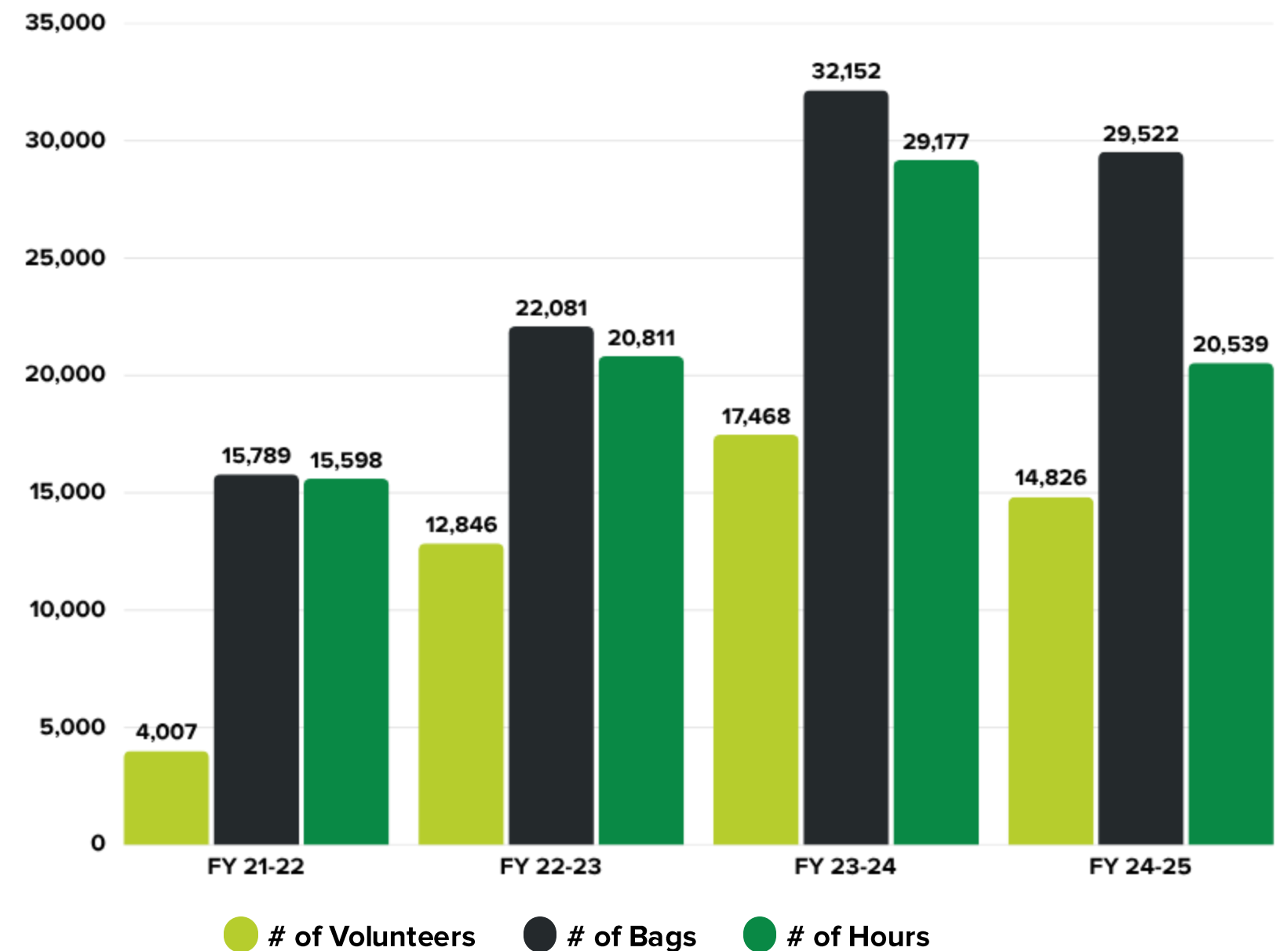
# ERADICATION EFFORTS - NEIGHBORHOOD LITTER PROGRAM

- 14,826 residents volunteered
- 20,539 volunteer hours
- 718,865 pounds of litter and debris removed
- \$714,551 in volunteer contribution

Challenge: Schools now require MOU's prior to litter education engagement with students, this impacted the number of presentations and volunteers.

Presentations declined from 74 to 47.

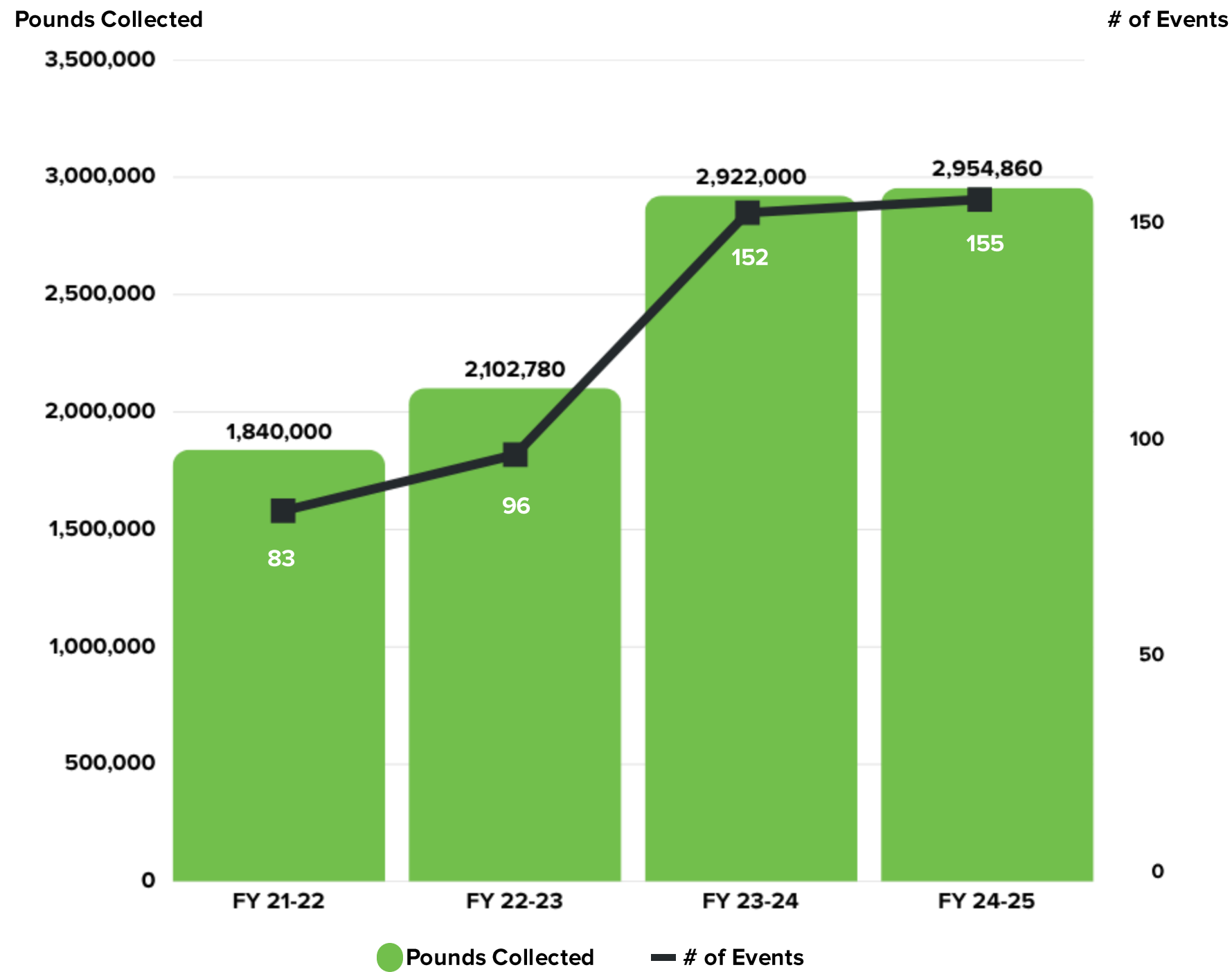
**Fiscal Year Comparison  
of Neighborhood Litter Volunteer Efforts**



# ERADICATION EFFORTS - NEIGHBORHOOD BEAUTIFICATION



## Fiscal Year Comparison of Neighborhood Dumpster Day



# DETERRENTS AND ENFORCEMENT ACTIONS

- Launched a Blight Enforcement Working Group
  - Funds appropriated in 2025-2026 to support efforts
- Illegal Dumping
  - 12 cameras to monitor illegal dumping in high-volume illegal dumping hotspots
  - 32% decrease in areas where cameras are installed
- Graffiti
  - SJPd assisting with enforcement
  - 3 taggers arrested
  - Clean Gateways Project
    - 9 gateways + 2 corridors being maintained 3x week
    - Restoration phase with water wise vegetation being added



# THANK YOU

MAYOR MATT MAHAN

PW – FLEET TEAM

KEEP COYOTE CREEK BEAUTIFUL

CITY COUNCIL

SAN JOSE POLICE DEPARTMENT

SJ CONSERVATION CORPS

CITY MANAGER’S OFFICE & BUDGET OFFICE

NEIGHBORHOOD ASSOCIATIONS

DOWNTOWN STREETS TEAM

PRNS - PARKS DIVISION

CALTRANS

SOUTHBAY CLEAN CREEKS COALITION

DOT – HEAVY EQUIPMENT TEAM

COUNTY OF SANTA CLARA

THE TRASH PUNX

DOT - VEHICLE ABATEMENT PROGRAM

VALLEY TRANSIT AUTHORITY

UNION PACIFIC RAILROAD

ESD - WATERSHED PROTECTION TEAM

GUADALUPE RIVER PARK  
CONSERVANCY-SAN JOSE WALLS

VOLUNTEERS

PBCE – CODE ENFORCEMENT

SCHOOLS

VALLEY WATER DISTRICT

AND LAST BUT NOT LEAST, THE BSJ TEAM!



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