



# **BeautifySJ Neighborhood Blight Reduction Annual Report**

October 13, 2022

Neighborhood Services and Education Committee

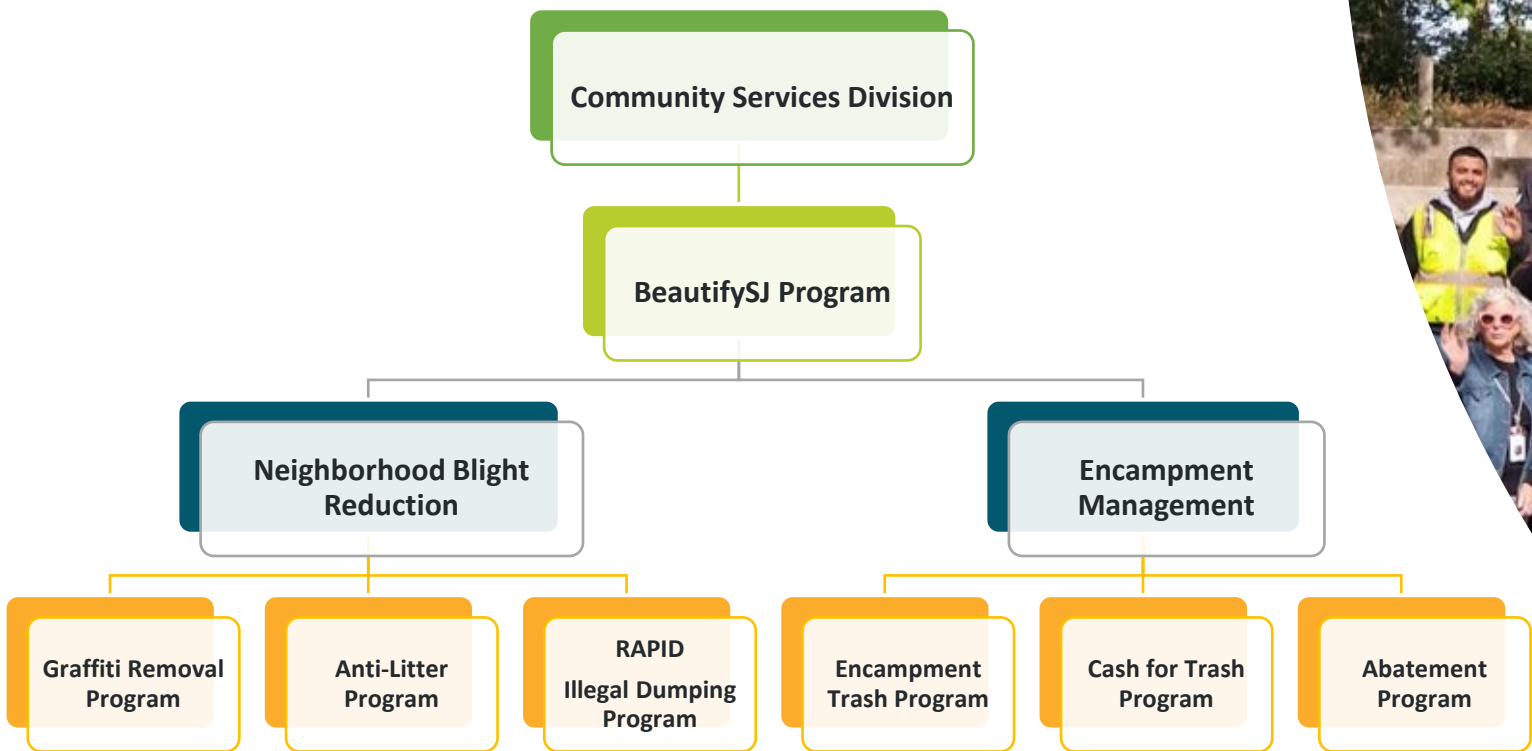
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Andrea Flores Shelton, Deputy Director

Olympia Williams, BeautifySJ Division Manager

Department of Parks, Recreation, & Neighborhood Services

# BeautifySJ Consolidation



# BeautifySJ GRANTS

## Cycle 4 - 2022

- \$352,000 awarded
- 84 neighborhood groups
- 429 activities
- Bonus points for groups in equity priority communities

## Cycle 5 – 2023

- Application now open
- \$189,000 available
- Deadline – November 3, 2022



# Accomplishments 2021-2022

- Responded to 27,000 graffiti incidents
  - 11% increase in reported incidents from previous year
- 4,000 volunteers donated 15,789 hours of service
- 2,239 students engaged via BSJ education program





# Accomplishments 2021-2022

- 9.2 million pounds of trash were collected across entire BSJ programs
- RAPID Team collected 4,550,000 pounds of trash and debris
- Dumpster Day Program increased services by 300% since 19/20
- Strike Team proactively addressed 1,350 illegal dumping incidents





# Key Partnerships



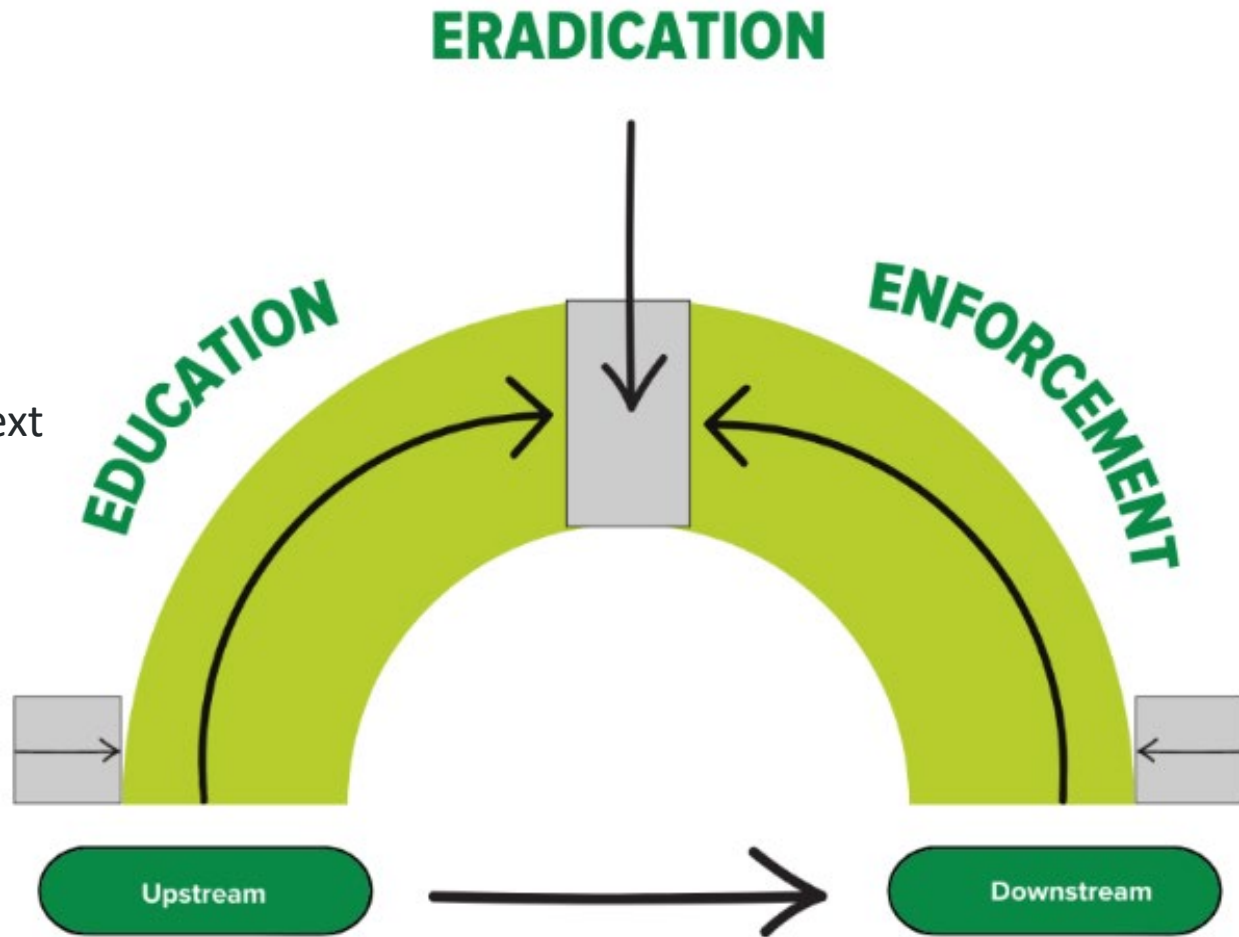
- Caltrans
- Union Pacific Railroad
- Creek Partners
  - Southbay Clean Creeks Program
  - Keep Coyote Creek Beautiful
  - Trash Punx
- Jobs Training Program
  - San Jose Conservation Corps
  - Goodwill Industries of Silicon Valley

# Three Es Approach to addressing blight

## Cities/Counties that use this Approach:

- Alameda County
- Contra Costa County
- San Mateo County
- City of Los Angeles

Click to add text





# Education

- 1% of the BeautifySJ budget is directed towards education
  - \$200,000K in ARP Funds for 22/23
- Two staff are assigned to engage with youth
- Weakest part of the blight reduction strategy



George Shirakawa  
Elementary School



Hoffman/Via Monte  
Spring Fling Event



National Night Out



City of San José  
ROCK Program



# Eradication



- 99% of the budget is dedicated to eradication
- Mastered the processes of picking up trash and painting over graffiti
- An eradication *only* model will not achieve the program outcome of a cleaner city

# Enforcement

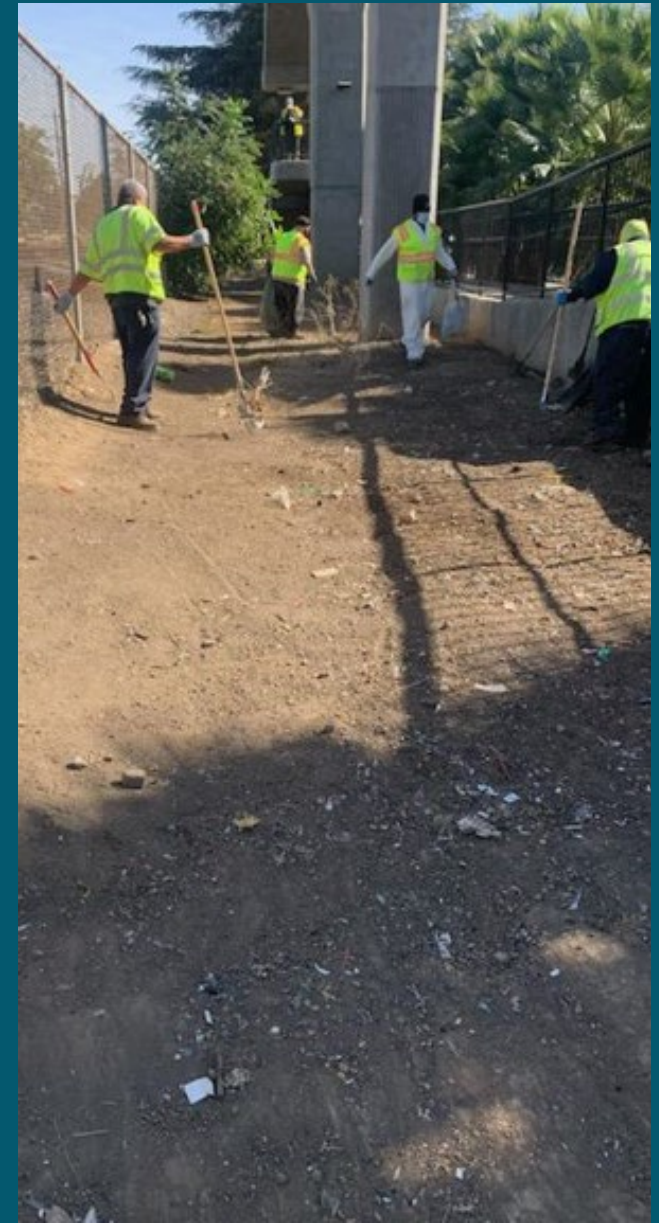


- City has limited enforcement resources in Code and SJPD
- Program has five cameras to record illegal dumpers
  - [Reportdumpers@sanjoseca.gov](mailto:Reportdumpers@sanjoseca.gov)
- Code Enforcement issues citations for illegal dumping. Since October 2016,
  - 579 Warning Notices have been sent to violators
  - 195 citations have been issued
  - 41% of all citations issued have received partial payment or have been paid in full



# Better Blocks with BeautifySJ

- Pilot the Three Es approach in a neighborhood impacted by blight
- Use collected data to develop a multi-year strategy
- Inform long-term **outcome measures**
- Assessing current data to select a neighborhood impacted blight for the pilot project





## Thank You!

- Mayor Sam Liccardo
- City Council
- City Attorney's Office
- 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
- Guadalupe River Park Conservancy-San Jose Walls
- Keep Coyote Creek Beautiful
- SJ Conservation Corps
- Southbay Clean Creeks Coalition
- The Trash Punx
- Union Pacific Railroad
- Valley Water District
- BSJ Team!