

BEAUTIFYSJ ANNUAL REPORT

Neighborhood Services and
Education Committee
December 13, 2018

BeautifySJ Goals

Resident Activation

Increase community
pride in our city by
rallying residents to
reclaim their
public spaces

Sustainable Efforts

Develop and
implement
sustainable efforts to
ensure ongoing
impact to address
blight.

Leverage Resources

Work inter-
departmentally to
leverage resources to
address blight (litter,
graffiti, illegal
dumping, and other
blight)



Key Outcomes

- Drastically reduce trash, graffiti, illegal dumping, and other sources of blight in our City.
- Coordinate and maximize intra-jurisdictional anti-blight efforts.
- Maximize and coordinate all existing City and community resources aimed at eliminating and preventing blight
- Enlist and empower residents in the beautification of San José.
- Increase Community Pride in San José.
- Utilize technology to facilitate beautification work.

Building Community Through Art

NEIGHBORHOOD SERVICES

BeautifySJ Departments/Stakeholders

INTERNAL DEPARTMENTS

- City Manager's Office
- Mayor's Office
- Department of Transportation
 - Street and Landscape Maintenance
- Environmental Services Department
 - RAPID Program (Illegal Dumping)
- Parks, Recreation, and Neighborhood Services
 - Adopt-A-Park
 - Anti-Graffiti & Anti-Litter Programs
 - BeautifySJ Grants
- Office of Cultural Affairs
 - Public Art

EXTERNAL STAKEHOLDERS

- Caltrans
- Creek Partners
- Neighborhood Associations
- Water District
- Resident/Community Volunteers
- Union Pacific Railroad*

BeautifySJ Program Dashboard

Program Name	Baseline 15/16	BeautifySJ 16/17	FY 17/18
Anti-Litter Program (Volunteer Hours)	16,804	47,956	50,625
Anti-Litter Program (Litter Collected)	10,692	20,318	24,410
Free Junk Pick Up Program	217 tons per month	390 tons per month	496 tons per month
Mural Program	July 2017 RFQ released	-District 4 open spaces public art. Largescale mural being planned for District 4 as part of this.	18 large murals citywide are near completion.
RAPID Team – Removing Preventing Illegal Dumping in City right of way	592 monthly service requests	585 monthly service requests	1226 average monthly service requests

BeautifySJ Program Dashboard

Program Name	Baseline 15/16	BeautifySJ 16/17	FY 17/18
Median Island Landscape Maintenance	City maintained medians serviced once every 18 months	- 4,780 cubic yards of debris	- Areas are serviced quarterly - 9,716 cu yds of mulch - 43,585 sq ft hardscape repairs
Public Litter Cans (PLCs)	838 total PLCs	Added 54 PLCs	Total 892 PLC
BeautifySJ Grant Program (awards up to \$5000)	No grant program	No grant program	-71 neighborhood associations - \$286,073 awarded
Adopt-A-Park Program : One Day Events (ODE)	# of ODE Volunteers: 4,350	# of ODE Volunteers: 4,934	# of ODE Volunteers: 6,273

DOT – Street Landscape Maintenance

35 BeautifySJ Locations

- 5.6 million square feet of medians and street landscape
- 10 locations with enhanced maintenance throughout the City

Quarterly Maintenance

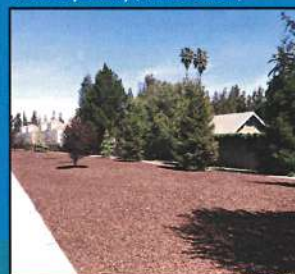
- Litter/debris removal and weed abatement.
- Repairs and installations to reduce ongoing maintenance

Improved Citywide Landscape Condition

- Prior to BeautifySJ, 52% general benefit landscape assessed in good condition
- Improved to 77% in year 1 of BeautifySJ
- 90% of BeautifySJ areas assessed in good condition



Guadalupe Pkwy (Before & After)



Building Community Through Fun

EATON &
NEIGHBORHOOD SERVICES

DOT – Street Landscape Maintenance

FY 2017-18 Key Results

- 336 trees maintained, 236 trees planted
- 9,716 cubic yards of mulch installed
- 43,585 square feet of hardscape repairs
- 11,000 cubic yards of debris collected

FY 2018-19 Planned Activities

- Continued quarterly maintenance
- 325 trees scheduled for planting
- Bi-weekly litter abatement through Transitional Job Program
- Funding for street landscape maintenance expires FY 2018-19



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RAPID Equipment

Current Equipment



3 Leaf Body Trucks



1 Pickup Truck with Lift Gate



1 Compactor

Equipment Delays

RAPID experienced delays in receiving equipment

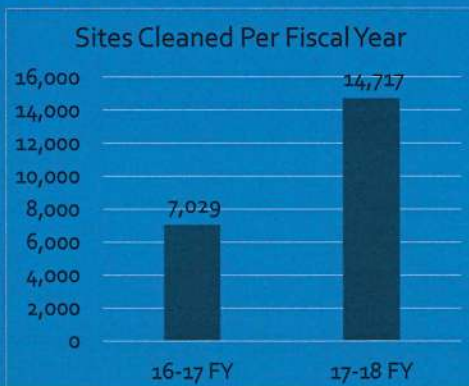
- 3 New Leaf Body Trucks
 - Approved July 2017, received February, March, and April 2018
- Compactor
 - Purchase approved mid 2017, currently delayed over one year, not yet received

Building Community Through Fun

PARKS, RECREATION & NEIGHBORHOOD SERVICES

RAPID Debris Collection

- RAPID Collected 4,904 tons, and cleaned 14,717 sites within the 17-18 FY
- Commonly collected items include garbage, furniture, and mattresses



Building Community Through Fun

FTE increased from 2.0 to 6.0 in 17-18 FY



BeautifySJ Innovative PILOT Project

- October 2018 the *Transitional Jobs Program* was launched
- City-sponsored program in partnership with Downtown Streets Team and Goodwill (each agency received \$100K)
- The program aims to transition homeless individuals into jobs by paying hourly training wages to homeless individuals who pick up litter at hotspots.
- City staff identified more than 40 locations (800,000 square feet) citywide that are heavily impacted by litter and subject to frequent service requests from the community.

BeautifySJ Next Steps and Strategic Planning

Strategic Goals	Organizational Structure	Equipment and Resources	Behavior Change
Utilize a data driven response to prioritize how best to leverage resources and deploy program services	Need for management and staffing structure to coordinate inter-departmental efforts (internal & external)	Need for equipment (fleet, tools) and resources (staffing) to meet increased demand	Need for an outreach and education strategy to have sustained impact

QUESTIONS