

Attachment A: BeautifySJ Score Card

Program Name	Baseline 15/16	BeautifySJ 16/17	FY 17/18	Challenges	Opportunities
Anti-Litter Program (Volunteer Hours)	16,804	47,956	50,625	<ul style="list-style-type: none"> - Meeting increased demand for weekend services - Increased demand on program resources - Substantial increase in litter/trash on freeways 	<ul style="list-style-type: none"> - Partner with Caltrans, VTA, Water district to leverage resources to address litter - Increase coordination with neighborhood and business association to address litter
Anti-Litter Program (Litter Collected)	10,692	20,318	24,410	<ul style="list-style-type: none"> - Meeting increased demand to have litter bags abated - Aging equipment (vehicles) - Need for access to trash compactor for large events 	<ul style="list-style-type: none"> - Ability to work with established and new neighborhood groups to establish on-going litter clean up events
Free Junk Pick Up Program	217 tons per month collected	390 tons per month collected	496 tons per month collected	Some residents have complained about scheduling challenges.	<ul style="list-style-type: none"> - Program is an overwhelming success. - Continue to expand resident use of program. - Visits to the Junk Pickup webpage increased by 62% from FY 16-17 (88,925) to FY 17-18 (143,852)
Mural Program	<ul style="list-style-type: none"> -July 2017 RFQ released -126 applications received. -22 murals being planned citywide 	<ul style="list-style-type: none"> -District 4 open spaces public art. Largescale mural being planned for District 4 as part of this. 	<ul style="list-style-type: none"> - 18 large murals citywide are near completion. 	<ul style="list-style-type: none"> - CalTrans approval process can take up to two years. - Santa Clara Valley Water District approval processes took 16 months. - Potential gang colors must be avoided. - Right of Entry and general permitting provisions and maintenance agreements with various partners. - Activating a wide range of diverse community members to share input during design processes. 	<ul style="list-style-type: none"> - Partner with Caltrans, VTA, Water district to leverage resources to address blight, and beautify neighborhoods.

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<p align="center">Median Island Landscape Maintenance</p>	<p>City maintained medians serviced once every 18 months</p>	<ul style="list-style-type: none"> - City maintained medians serviced once every 18 months - 4,780 cubic yards of debris 	<ul style="list-style-type: none"> - Areas are serviced quarterly - 236 trees planted - 336 trees services (pruned or removed due to failure) - 9,716 cu yds of mulch - 43,585 sq ft hardscape repairs - Approximately 11,000 cubic yards of debris 	<ul style="list-style-type: none"> - Large service area, requires a lot of time to complete service; - Lack of consistent coordination with other jurisdictions can diminish effects of this program; - Additional funding is needed because there are a lot of areas that could benefit from this increased service level - Landscape needs are being addressed, but quarterly service is not sufficient in addressing litter/dumping. - Funding for landscape maintenance expires 6/30/19 	<ul style="list-style-type: none"> - Using contractual services for Beautify SJ allows DOT's landscape team to focus on other locations and improve service frequency; - Hardscape/sidewalk repairs and other enhancements (installation of mulch, removal of dead trees) were previously unfunded; - Community outreach/education can help reduce litter and debris that accumulates at these locations; - Mayor's March budget message indicates that there's potential to continue these efforts beyond FY 18-19 - Expanded Litter pilot will help further address litter/dumping issues. - Use pilot to establish baseline litter data to better assess the level of service required to move forward.

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RAPID Team – Removing Preventing Illegal Dumping in City right of ways	592 monthly Service Requests	585 monthly service requests	1226 average monthly service requests	<ul style="list-style-type: none"> - Initiative increased demand for illegal dumping response within 4-5 days - Inadequate funding to install sufficient deterrents at illegal dumping hot spots (cameras, lighting, signage, etc.) - 20% of Service Requests cannot be located - Difficulty “catching” illegal dumpers - Many calls for service are related to litter/trash/blight at homeless encampments 	<ul style="list-style-type: none"> - Improve filters on MySanJosé app to filter out private property, Caltrans, Railroad, County properties etc. - Increase funding for deterrents, cameras and resources to “catch” and deter dumping. In the long term this should reduce illegal dumping service calls - Partnering with County, CalTrans etc. to fund city staff to pick up dumped materials on their property. “Stake out” routine dumping hot spots to ‘catch’ offenders.
Public Litter Cans (PLCs)	838 total PLCs	Added 854 PLCs	900 total PLC’s	<ul style="list-style-type: none"> - Need for additional PLCs throughout the City to reduce litter 	<ul style="list-style-type: none"> - Additional General Funding to accommodate additional PLCs. - Consider Public private partnerships

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BeautifySJ Grant Program (awards up to \$5000)	No grant program	No grant program	-71 neighborhood associations funded - -\$286,703 awarded	-Coordinating with City Departments or other government agencies for approvals can be challenging for Neighborhood Associations -Staff ability to support NA's administrative needs is limited	- Funding for additional staff would improve: - Community outreach to emerging/nascent NA's regarding minimal requirements to apply for funds - Support for projects that require government approval and coordination
PRNS Volunteer Management Unit (Adopt-A-Park Program) One Day Events (ODE) Adopt-A-Park	# of ODE Volunteers: 4,350 # of Parks Adopted: 60	# of ODE Volunteers: 4,934 # of Parks Adopted: 55	# of ODE Volunteers: 6,173 # of Parks Adopted: 49	- Staffing is limited: current level is 2 FT and 2 PT employees - More events could occur if staffing levels were higher - Potential Adopt-A-Park volunteers see the need for homeless encampment clean-ups, and focus their efforts there. Parks do not have such a visible need. Long term volunteering is no longer as popular as One Day Events, which has no on-going commitment. Data reflects this: large increase in One Day Events, slightly less participation in Adopt-A-Park	- Corporate volunteering is a huge market segment that is untapped - BeautifySJ online calendar is a great resource when it is updated - BeautifySJ is a fantastic strategy and should have its own logo and marketing so all efforts are cohesively communicated to our residents Park Clean-Ups are excellent avenues for community building –leads to strong neighborhoods as they share a common goal - Adopt-A-Park is based on positive relationships that stem from time spent with volunteers