



BEAUTIFYSJ ANNUAL REPORT CITY COUNCIL MEETING

MAY 7, 2019
ITEM 5.1

BeautifySJ Annual Presenters:

Presenters:

Angel Rios, Jr.	Deputy City Manager
Jon Cicirelli	Parks, Recreation and Neighborhood Services, Acting Director
Kerrie Romanow	Environmental Services Department, Director
John Ristow	Department of Transportation, Director



Developing and Refining Outcomes

- Reduce trash, graffiti, illegal dumping, and other sources of blight
- Maximize and coordinate inter-jurisdictional anti-blight efforts.
- Maximize and coordinate existing resources to eliminate and prevent blight
- Enlist and empower residents in the beautification of San José.
- Increase Community Pride in San José.
- Utilize technology to facilitate beautification work.

BeautifySJ Goals

**Resident
Activation**

**Sustainable
Efforts**

**Leverage
Resources**

BeautifySJ Departments/Stakeholders

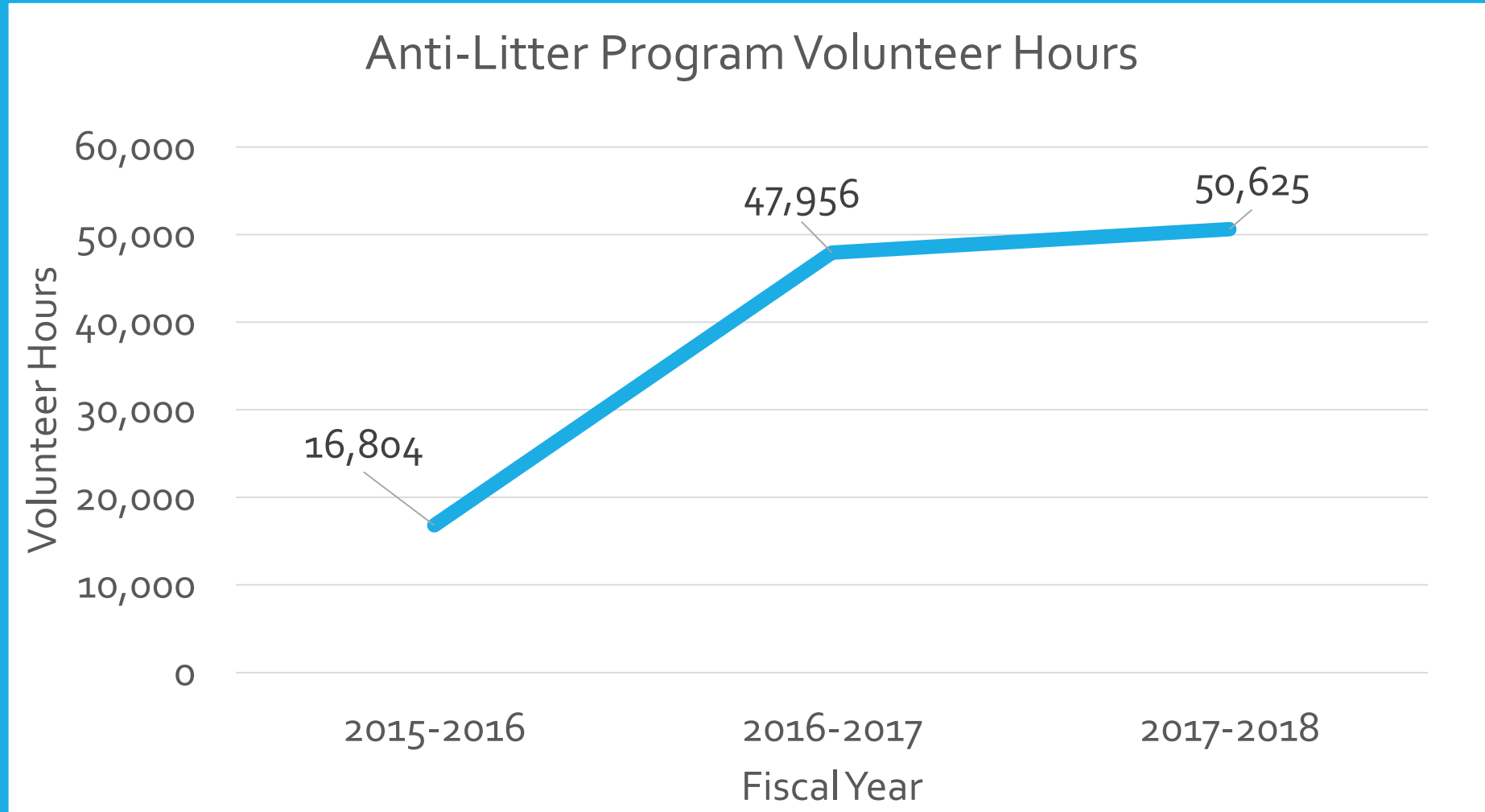
INTERNAL DEPARTMENTS

- **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

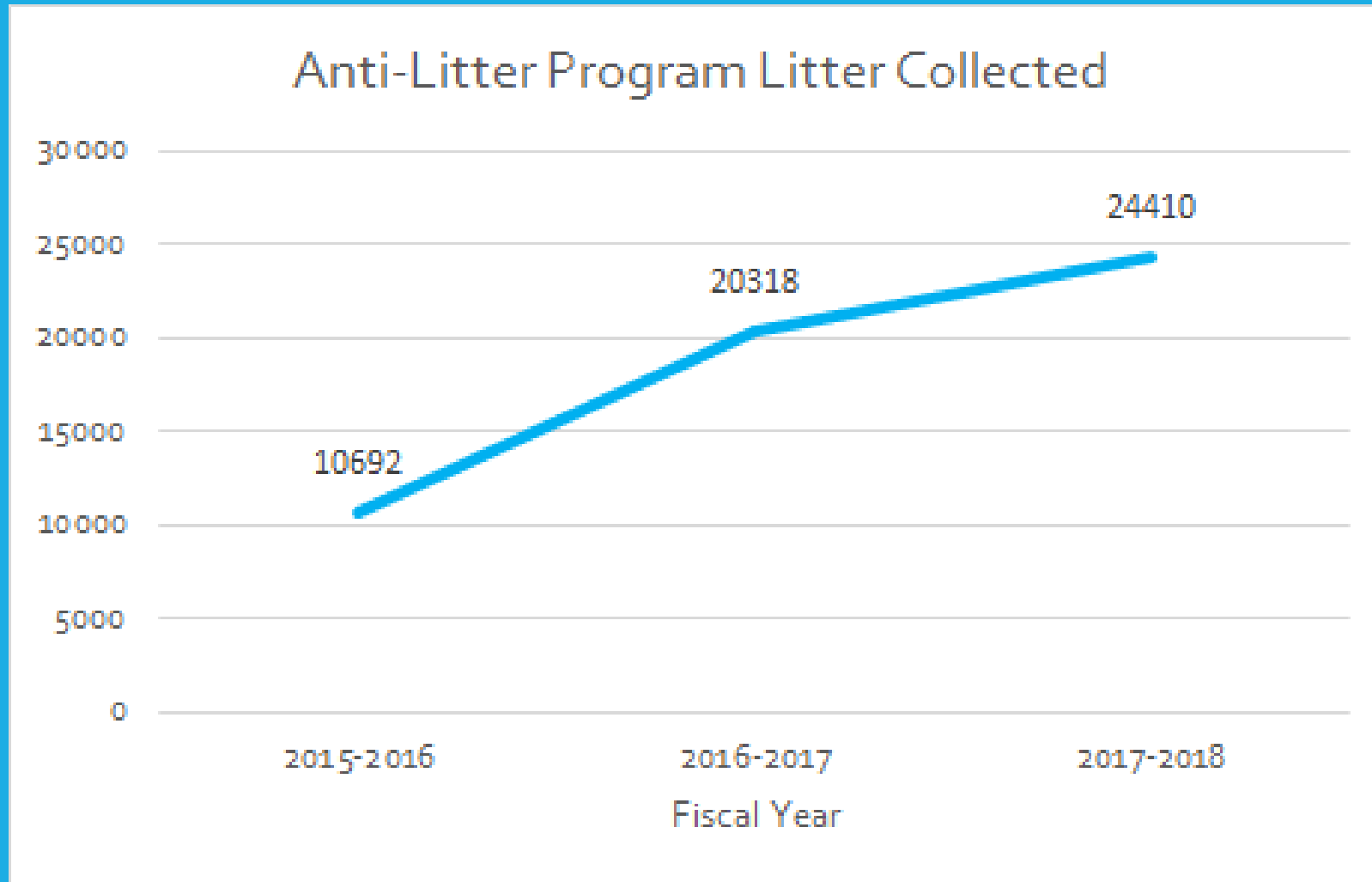
EXTERNAL STAKEHOLDERS

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

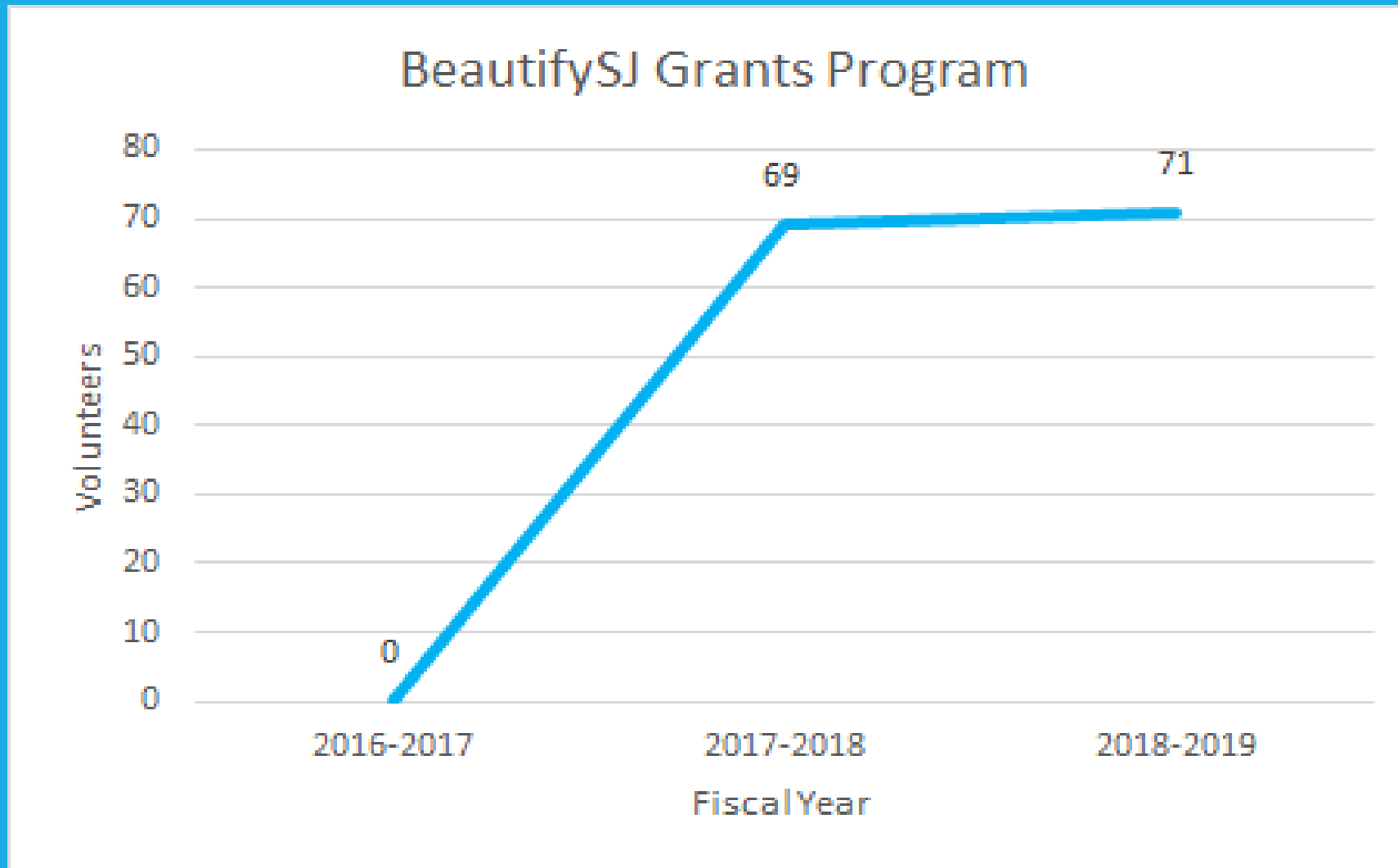
Beautify SJ: Key Results



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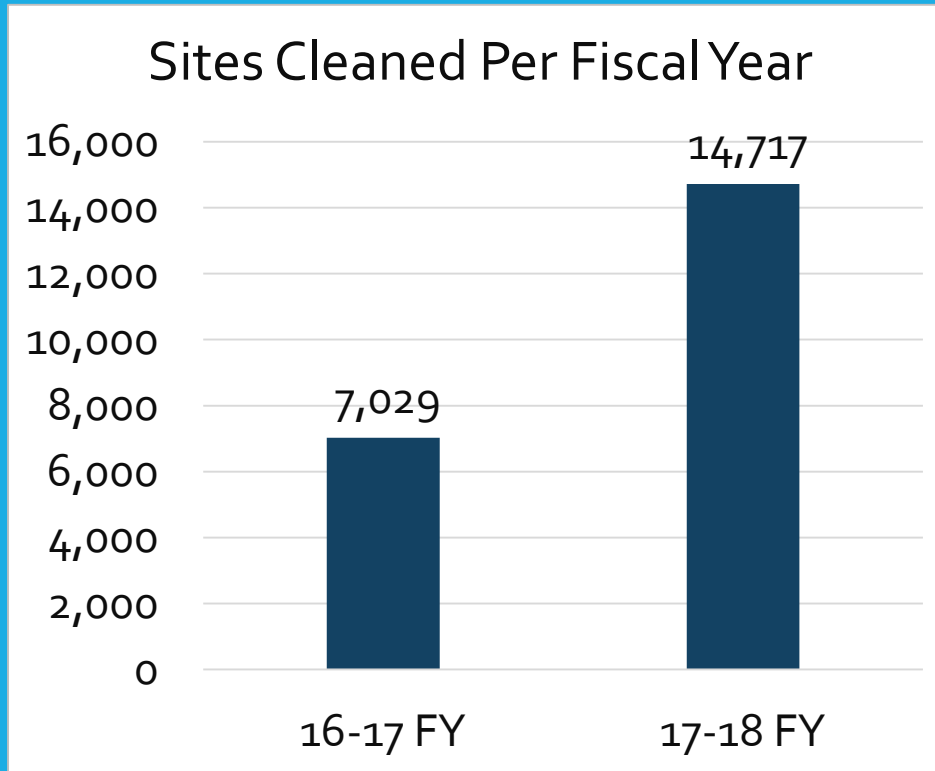
2019 Great American Litter Pickup Stats

- **9,122** volunteers
- **25,085** Volunteer Hours
- **2,657** Bags of Litter
- **11.57** tons of large item debris



RAPID Debris Collection

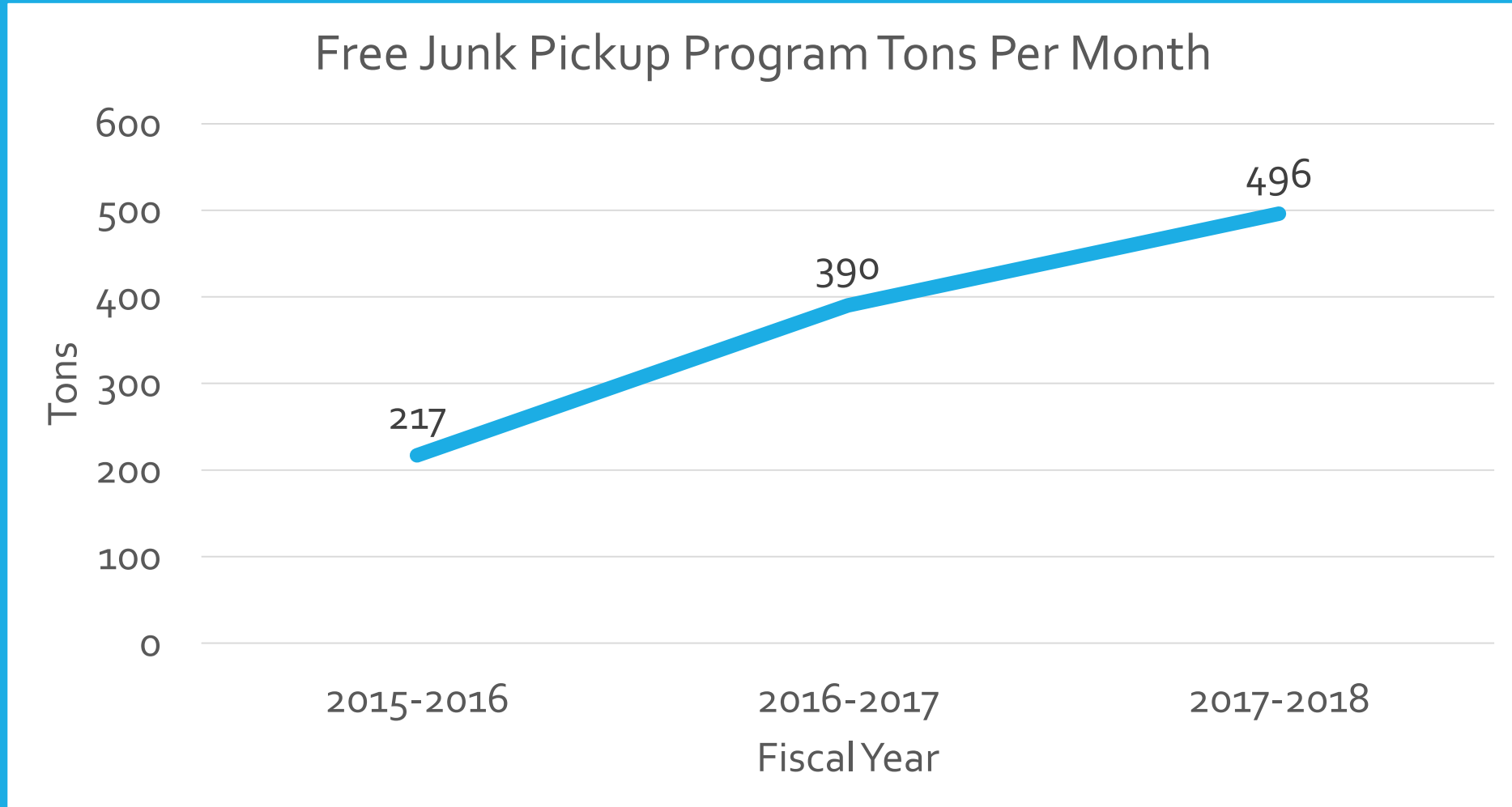
- Collected 4,904 tons, and cleaned 14,717 sites within the 17-18 FY
- Commonly collected items include garbage, furniture, and mattresses



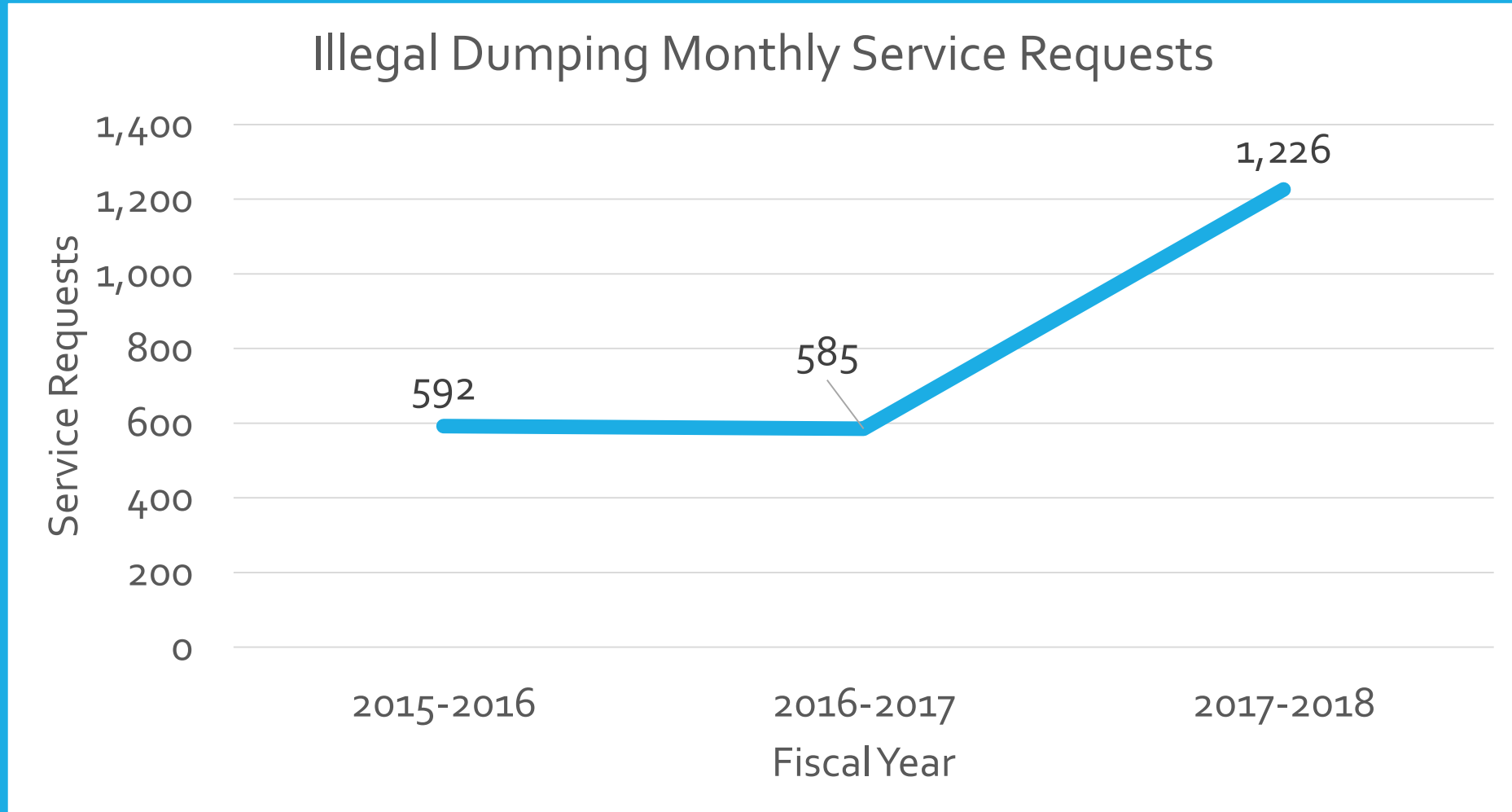
FTE increased from 2.0 to 6.0 in 17-18 FY



Beautify SJ: Key Results



Beautify SJ: Key Results



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)



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



Lundy Av

BeautifySJ Transitional Jobs Program

- Launched *Transitional Jobs Program* in October 2018.
- City-sponsored partnerships (\$100K ea.) with Downtown Streets Team and Goodwill
- 40 locations (800,000 ft²) citywide heavily impacted by litter and subject to frequent service requests
- Aims to transition homeless individuals into jobs by paying hourly training wages to pick up hotspot litter
- 16 individuals hired by Downtown Streets Team and Goodwill
- 3 have transitioned to regular employment



Interdepartmental Coordination Monterey Corridor Project

- **Interdepartmental and inter-agency coordination:**
 - PRNS, Housing, DOT & ESD
 - Santa Clara County & Water District
- **Abatement efforts:**
 - Encampments, litter, trash and dumping along a 5 mile area of the corridor
 - 30 tons of debris was collected from the site
 - Graffiti will be addressed in Summer 2019
- **Maintenance Strategy:**
 - Key Departments are employing a 90-day maintenance strategy to reduce overall blight of the area
- **Challenges:**
 - Quick return of encampments, litter, trash, dumping
 - Cost for abatement and ongoing maintenance

BeautifySJ Strategic Planning (Lessons Learned)

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

19/20 Proposed Budget Actions

- Add: Program Manager to lead and manage BeautifySJ
- RAPID Team expansion (3.0 FTE)
- Vehicles: Compactor and additional trucks
- Cash for Trash Pilot Program
- Expanded Transitional Jobs Program
- BeautifySJ grant funded for cycle 3
- Dumpster and Neighborhood Beautification days (continued funding)
- Add: Deputy City Attorney to address blighted and nuisance properties

Next Steps

- Continue Interdepartmental coordination for better leveraging of **resources**
- Better **quantify** and **map** the problem
- Develop improved activity, progress, and service delivery strategy **metrics**
- Review service and resource **gaps** to develop mid/long-term plans to achieve key BeautifySJ outcomes
- **Coordinate and collaborate** with key external stakeholders - especially UPRR



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