



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jim Ortbal

SUBJECT: SEE BELOW

DATE: November 30, 2020

**SUBJECT: BEAUTIFYSJ – PROGRAMS AND STRATEGIES TO ADDRESS TRASH,
DEBRIS AND BLIGHT ACROSS THE CITY**

PURPOSE OF STUDY SESSION

- (a) To provide a status report on the Emergency Operations Center Trash, Debris and Blight Response related to Homeless Encampments, Illegal Dumping, and Inter-Agency Properties – Service Model 1.0.
- (b) Frame longer term strategies, service models, and resource needs to equitably, effectively and efficiently achieve consistently clean conditions across the City – Service Model 2.0.

OUTCOME OF STUDY SESSION

The Mayor, City Council and the community will understand progress to date, and current challenges on the immediate Emergency Operations Center Trash, Debris and Blight Response related to Homeless Encampments, Illegal Dumping, and Inter-Agency Properties – Service Model 1.0; and will understand and become familiar with longer term strategies, service models, and resource needs aimed at equitably, effectively and efficiently achieving consistently clean conditions across the City – Service Model 2.0.

/s/

JIM ORTBAL
Deputy City Manager

For questions, please contact Jim Ortbal, Deputy City Manager, at (408) 644-9805.

Attachment: 11/4/2020 Rules and Open Government Memorandum dated October 29, 2020

RULES COMMITTEE: 11/04/20
ITEM:



Memorandum

TO: RULES AND OPEN
GOVERNMENT COMMITTEE

FROM: Jim Ortbal

SUBJECT: STUDY SESSION - BEAUTIFYSJ

DATE: October 29, 2020

Approved

Date

10/29/2020

RECOMMENDATION

Set a City Council Study Session entitled BeautifySJ – Programs and Strategies to Address Trash, Debris and Blight Across the City for Friday, December 4, 2020 from 9:00 a.m. – 12:00 p.m. and approve a draft Study Session Agenda.

PURPOSE OF STUDY SESSION

1. To provide a status report on the EOC Trash, Debris and Blight Response related to Homeless Encampments, Illegal Dumping, and Inter-Agency Properties – Service Model 1.0.
2. Frame longer term strategies, service models, and resource needs to equitably, effectively and efficiently achieve consistently clean conditions across the City – Service Model 2.0.

OUTCOME

The City Council will understand progress to date, and current challenges on the immediate EOC Trash, Debris and Blight Response related to Homeless Encampments, Illegal Dumping, and Inter-Agency Properties – Service Model 1.0; and will understand and become familiar with longer term strategies, service models, and resource needs aimed at equitably, effectively and efficiently achieving consistently clean conditions across the City – Service Model 2.0.

BACKGROUND

The City is urgently dealing with a serious trash, debris, and blight problem that has grown over time due to a variety of factors, and even with the efforts to date by many departments, offices, agencies, and individuals, overall trash, debris, and blight conditions have deteriorated during the initial stages of the COVID Pandemic. There are many causes for that deterioration, and no one

RULES AND OPEN GOVERNMENT COMMITTEE

October 29, 2020

Subject: BeautifySJ – Programs and Strategies to Address Trash, Debris and Blight Across the City

Page 2

department, office, agency, or individual is fully responsible for the situation the City finds itself. In fact, as a City, a community, and a region, we have not invested enough to solve the problems and root causes fully or at least sufficiently, yet we also recognize that if we had not invested what we have thus far in our Housing programs, BeautifySJ programs, and Illegal Dumping Response Programs, it would be much worse.

The challenges are significant, and are generally described below:

- Lack of respect and expediency that illegal dumpers display too often when illegally dumping trash and debris throughout our City.
- Societal forces that drive our neighbors into homelessness and living in encampments, where even the most basic sanitation services have not historically been provided, services that are provided to and expected by the housed community.
- Lack of sufficient resources, and difficulty finding the ideal or logical department, office, other agency, or organizational approach to comprehensively address the challenges.

Make no mistake, we are in a crisis that requires a heightened emergency response. The Mayor, City Council, and the community have made it clear publicly and privately that our current situation is not acceptable. On Tuesday, September 22, the Mayor and City Council approved multiple memorandums that took aim at the challenges, and added an additional \$3 million to the EOC Budget for clean ups and blight remediation, which is on top of the \$4 million allocated in the 2020-21 Budget for Encampment trash and blight response. On October 20, 2020, the City Council authorized awarding \$3 million in purchase orders to three contractors to ramp up encampment response cleaning in three newly established City cleaning zones. At the Rules Committee on September 2, 16, and October 28, a City Council memorandum (5 members) was discussed to address blight at and near homeless encampments on Caltrans property, and also efforts to discuss conditions on other agency properties was discussed, and will be reported on at the City Council study session on December 4.

ANALYSIS

To effectively deploy the new funding, address the loud and continuous chorus of complaints, and build towards an equitable, effective, and efficient long term City organizational response, the City's EOC has prioritized efforts to quickly increase the levels of field and contractual resources on regular clean ups, organize and track our activities and production, and begin building needed performance, evaluation, and outcome measurement systems for the long term.

In the Study Session, staff will provide a status report on the EOC Trash, Debris and Blight Response related to Homeless Encampments, Illegal Dumping, and Inter-Agency Properties. This effort comes under the umbrella of Service Model 1.0. Also, staff will frame longer term strategies, service models, and resource needs to equitably, effectively and efficiently achieve consistently clean conditions across the City. This second effort comes under the umbrella of Service Model 2.0, and would aim to be rolled out as resources are made available in January 2021, and upgraded in July 2021 with the Adopted 2021-22 Budget, and in future years as

RULES AND OPEN GOVERNMENT COMMITTEE

October 29, 2020

Subject: BeautifySJ – Programs and Strategies to Address Trash, Debris and Blight Across the City

Page 3

necessary funding allocations are secured, and other long term strategies are deployed and begin to take effect (e.g. Community Plan to End Homelessness, Enforcement Strategies, etc).

COORDINATION

This memo was coordinated with the EOC BeautifySJ Response Branch and the City Attorney's Office.

/s/

JIM ORTBAL

Deputy City Manager

For questions please contact Jim Ortbal, Deputy City Manager, at (408) 644-9805.

Attachment:

Draft Study Session Agenda



CITY COUNCIL STUDY SESSION AGENDA

**BeautifySJ - Programs and Strategies to
Address Trash, Debris and Blight Across the City**

**December 4, 2020
9:00 A.M. to 12:00 P.M.**

Purpose:

1. To provide a status report on the EOC Trash, Debris and Blight Response related to Homeless Encampments, Illegal Dumping, and Inter-Agency Properties – Service Model 1.0.
2. Frame longer term strategies, service models, and resource needs to equitably, effectively and efficiently achieve consistently clean conditions across the City – Service Model 2.0.

Outcome:

The City Council will understand progress to date, and current challenges on the immediate Trash, Debris and Blight Response related to Homeless Encampments, Illegal Dumping, and Inter-Agency Properties, and will understand and become familiar with mid and longer term strategies, service models, and resource needs aimed at equitably, effectively and efficiently achieving consistently clean conditions across the City.

CHAPPIE JONES
SERGIO JIMENEZ
RAUL PERALEZ
LAN DIEP
MAGDALENA CARRASCO

DISTRICT 1
DISTRICT 2
DISTRICT 3
DISTRICT 4
DISTRICT 5

SAM LICCARDO MAYOR

DEV DAVIS
MAYA ESPARZA
SYLVIA ARENAS
PAM FOLEY
JOHNNY KHAMIS

DISTRICT 6
DISTRICT 7
DISTRICT 8
DISTRICT 9
DISTRICT 10

Call to Order and Roll Call

CITY COUNCIL STUDY SESSION

9:00 a.m. – 12:00 p.m.

- 1. Introduction**
- 2. Background on the BeautifySJ Initiative and the EOC BeautifySJ Response Branch**
- 3. Status on Current Trash, Debris and Blight Response – Service Model 1.0**
 - a. Urgent Response, Piloting Service Approaches, Building Evaluative Capacity**
 - b. Scope and Scale of the Task – Encampments, Illegal Dumping, etc.**
 - c. Right Locations, Right Services, Right Frequency**
- 4. Frame Long Term Strategies, Service Models, and Resource Needs – Service Model 2.0**
 - a. What worked and needs to be scaled and integrated?**
 - b. What service and resource gaps and challenges exist and must be addressed?**
 - c. What partnership opportunities exist to develop better Inter-Agency performance?**
 - d. Potential model organization and service models – Service Model 2.0 and Beyond**
 - e. Achieving Equitable, Effective and Efficient Service Resulting in Consistently Clean Conditions across the City**
- 5. Council Questions and Feedback**
- 6. Public Comments**
- 7. Adjourn**