



Memorandum

TO: CITY COUNCIL

FROM: Mayor Liccardo
Councilmember Davis
Councilmember Foley
Councilmember Cohen
Councilmember Mahan

SUBJECT: CLEANER SAN JOSÉ

DATE: September 29, 2021

APPROVED:

DATE: 09/22/21

RECOMMENDATION

Direct the City Manager to:

1. Further expand employment opportunities for our unhoused residents in cleaning and beautifying our City by returning to Council with a cost estimate and proposed program sufficiently timely to enable Council's allocation of up to \$4 million American Recovery Plan Act dollars in November.
 - a. The program should enable employment of another 100 unhoused individuals in the San Jose Bridge Transitional Jobs Program by adding funding to the program served by the pending Request for Proposal (RFP), if responses to the RFP demonstrate sufficient non-profit capacity for expansion of the program, and with Council approval of sufficient ARPA funding allocations.
 - b. Establish outcomes to dramatically improve the appearance of public spaces for our community over the next 18 months, such as:
 - i. Targeting an additional 50 litter hotspots for frequent (2x /month) cleanups
 - ii. Targeting an additional 200 lower-priority hotspots for less frequent (1x/month) cleanups
 - c. Prioritize high-need neighborhoods, with a focus on blighted streets, parks, and other public spaces most frequently and visibly encountered by our residents.
2. Report to the Council by November 2021 in person or with an information memo(s), with:
 - a. Introduction of a monetary reward for information and/ or evidence resulting in the successful citation of any individuals, companies, or subcontractors engaging in illegal

- dumping, such that reporting witnesses can receive a percentage of penalties collected in successful enforcement actions based on witness reports.
- b. Update on the deployment of cameras at illegal dumping “hot spots” to enable citation of people engaged in illegal dumping, and that the update include the number of reports made using the cameras, citations that have been issued using evidence from the cameras, number of cameras in operation across all City Departments, and funding options for purchase, deployment, operations, maintenance, and administration of additional cameras.
 - c. Update on the current hybrid vehicle abatement approach (proactive & reactive), focusing on these metrics:
 - i. a comparison of the number of vehicles reported by the public, vehicles proactively noticed, and vehicles abated between March 2018 and October 2021,
 - ii. the status of the use of Funds, including the American Rescue Plan Fund to support the program,
 - iii. an explanation of how SJ311 resident requests are being processed, prioritized and decisions communicated back to the community, and
 - iv. an update on when the Administration intends to return to a full vehicle abatement program that responds to SJ311 resident requests.

DISCUSSION

We appreciate how our workforce pivoted to meet the challenges of the past 18 months. They rolled up our collective sleeves and deployed staff to respond to pandemic-related challenges facing our community in ways we never thought would be needed. Yet the pandemic has stretched resources in many ways that have left many needs unmet, and our residents daily tell us of their frustration with the visible appearance of our City.

San Jose Bridge

The San José Bridge Program (SJ Bridge) is an employment program for unhoused San José residents. The program launched in 2018 with \$200,000 in funding for 25 part-time job training positions with local non-profits as a way to bridge unhoused members of our community with job training opportunities while helping to beautify and clean our City. The program has grown since, and the 2021 Mayor’s Budget Message will allocate another \$1.6 million to expand it further this year to 100 participants.

In 2020, 71 different participants from non-profit agencies provided routine cleaning to over 70 locations[1], removing more than 155 tons of trash and debris in 8,000 bags on more than 2.4 million square feet of San Jose sidewalks and streets. Twenty-one (21) participants utilized the job training services and obtained full-time jobs with employers ranging from Caltrans to Tesla. As each individual obtains full time employment elsewhere, additional unhoused residents can become part of the program and take pride in helping achieve a cleaner San Jose.

The expanding San José Bridge program will include employment focused on litter clean-up and beautification projects with a focus on the Guadalupe River Park, and support and training that transitions participants from litter cleanup to living wage employment and combines employment with housing support by leveraging the City’s emergency interim housing. Participants in the expanded program will be paid \$23.31 per hour if health benefits are offered or \$24.56 per hour if health benefits are not offered.

[1] Locations fluctuate based on cleanliness ratings and will shift to higher need areas as determined by program supervisors and based on community and Council Office input.

SJ Bridge has the potential to move many more people to self-sufficiency while helping to achieve a cleaner San Jose. The current request for proposal closes in October. Approval of this direction will request Staff to return to Council with options for further expanding the number of job training opportunities so that Council can allocate additional ARP funds to this program, increasing the frequency and the total number of litter hot spots cleaned in San Jose.

Illegal Dumping

We continue to see the impacts of illegal dumping throughout our neighborhoods. Residents tell us that they record license plate numbers, video evidence, and other information to help in issuing citations to scofflaws, but we lack a clear strategy for encouraging reporting to apprehend the scofflaws. Other California cities have benefited from introducing a reward to enlist more residents to help us catch and cite those who are engaged in illegal dumping. The increase in fines and increase in the use of hot-spot cameras has helped, but we lack a clear sense about what has really worked, and whether other investments might do more. Approval of this direction will have staff return to Council with data on how the current cameras and reporting tools are working, and what else we can do to reduce illegal dumping.

The signers of this memorandum have not had, and will not have, any private conversation with any other member of the City Council, or that member's staff, concerning any action discussed in the memorandum, and that each signer's staff members have not had, and have been instructed not to have, any such conversation with any other member of the City Council or that member's staff.