

A stylized, colorful illustration of a landscape. The foreground features rolling green hills in various shades of green, with a dark brown path winding through them. On the left, there is a green tree with rounded foliage, a purple flower, and an orange flower. A small red bird is flying in the sky above the tree. The background consists of layered, wavy bands of light blue and white, suggesting a sky or distant hills.

BeautifySJ

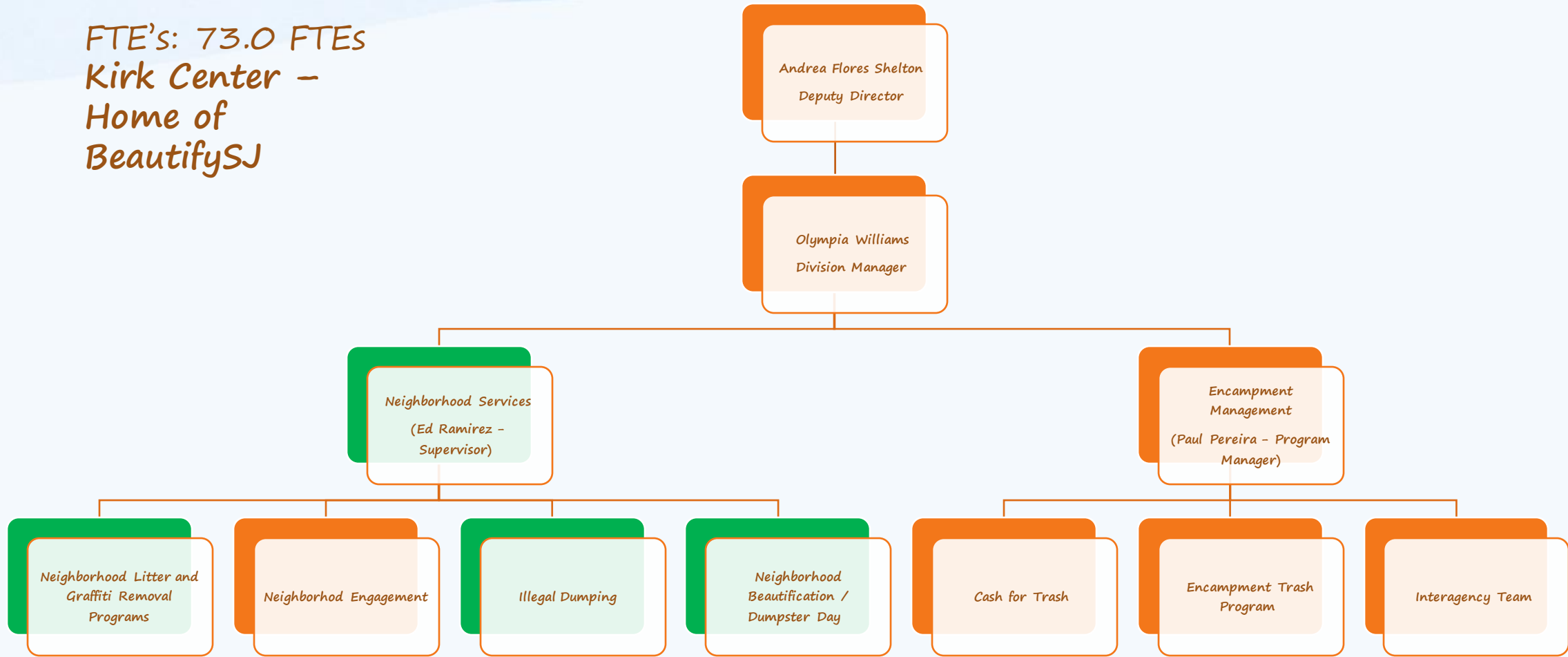
*PRNS: Community Services Division
District 9 Leadership Group
January 12, 2023*

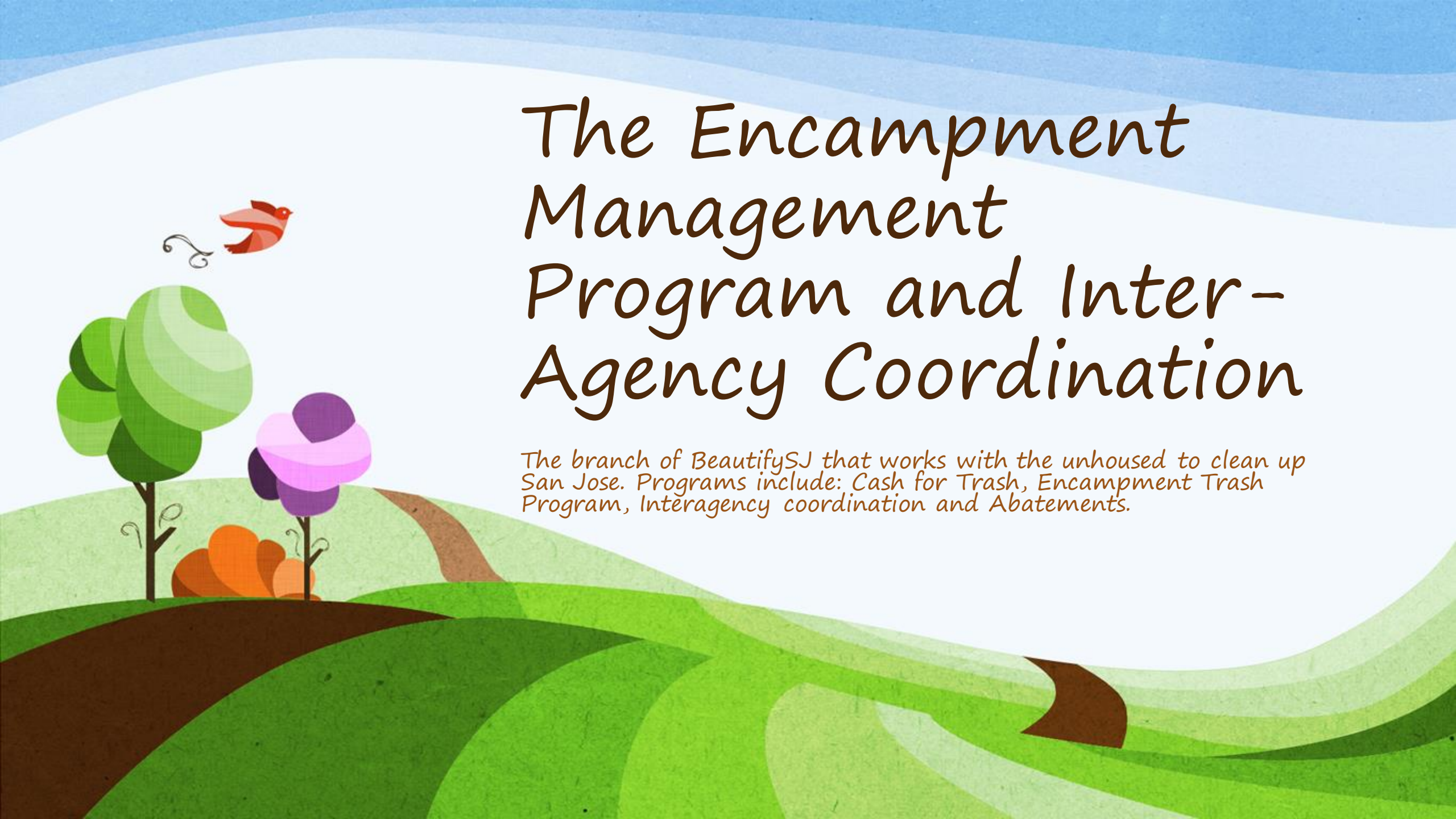
History of BeautifySJ

- Initiative started by Mayor Liccardo in 2017, with the goal of getting residents to take civic pride in San Jose and reduce blight.
- There were listening sessions in 2016 where the public gave input on what they wanted to see happen in San Jose:
 1. Activate neighborhoods
 2. Support volunteers
 3. Reduce/Eradicate graffiti and increase illegal dumping services.
 4. Increase pride in San Jose being clean and beautiful.

BSJ Division

FTE's: 73.0 FTEs
Kirk Center –
Home of
BeautifySJ





The Encampment Management Program and Inter-Agency Coordination

The branch of BeautifySJ that works with the unhoused to clean up San Jose. Programs include: Cash for Trash, Encampment Trash Program, Interagency coordination and Abatements.

Why BeautifySJ takes care of encampments

- *BeautifySJ started encampment sanitation services in July, 2020 as part of the Pandemic response - Emergency Operations Center*
- *July 2021 - The Abatement Program transitioned from the Housing Department to BeautifySJ.*
- *2021-2022 Budget highlights*
 - *Encampment management program funded*
 - *Illegal dumping was expanded and a strike team was added*
 - *Interagency team was funded*
 - *Dumpster Day Program was expanded*



Encampment Management Program

- This program focuses on providing a weekly trash service to over 100 active encampments throughout San Jose. Our teams build relationships with the unhoused residents and teach them the good neighbor policies.
- With an encampment management approach, abatements are no longer our main strategy in removing blight from encampments.
- Cash for Trash is a program that places a redemption value per bag of trash. Participants get paid on a reloadable Mastercard.
- You can email beautifysj@sanjoseca.gov to report blight at homeless encampments.



Inter-Agency Coordination

- *cross-jurisdictional coordination around trash/blight activities*
- *maintain or develop agreements with partners such as Caltrans, Union Pacific, Valley Water, and PGE*
- *general trash pickup, graffiti removal, prioritized abatements, and encampment trash pickup services*
- *For questions, contact Jamie.Marcil@sanjoseca.gov*



A stylized landscape illustration. The background features wavy, layered hills in shades of blue and white. In the foreground, there are rolling green hills. On the left side, a tree with a dark brown trunk and several large, rounded, overlapping petals in shades of purple and pink stands on a small mound of orange and brown earth. The overall style is clean and modern with a textured, paper-like appearance.

Graffiti Removal Program & Neighborhood Litter Program

*Working with San Jose residents and leaders
to help keep San Jose graffiti and litter free.*

Graffiti Removal Program

The Graffiti Removal Program abates over 2.5 million square feet of graffiti throughout San Jose.

Residents report graffiti via our 3 options, San Jose311 app, anti-graffiti email or our 24-hour hot line.

Program strides to abate graffiti within 72 business hours of being reported, with a target of 24 hours for gang/offensive related graffiti.

Donna Becker, Community Coordinator
donna.becker@sanjoseca.gov, 408.795-1650

To report graffiti:

antigrffiti@sanjoseca.gov

1-866-249-0543

Or by downloading the San Jose 311 app

Graffiti Removal Program Stats:

Graffiti Incidents Removed YTD

For FY 2022-2023: 12,028

*D9 incidents: 1,093

Estimated Square Footage Abated

For FY 2022-2023: 1,321,716

Neighborhood Litter Program

A volunteer driven program where volunteer groups host community litter events or volunteer as individuals.

Our staff also does school outreach and host educational programs to encourage children and youth to take pride in their community.

Neighborhood Litter Program provides the needed supplies such as vests, litter sticks, gloves, garbage bags, etc.

Anthony Gonzalez, Community Coordinator
anthony.gonzalez@sanjoseca.gov, 408-396-7137

To request supplies: Luz Juarez,
luz.juarez@sanjoseca.gov, (408) 601-8346

Neighborhood Litter Program YTD Stats

Total # of Volunteers*:

For FY 2022-2023: 210

Total # of litter bags collected:

For FY 2022-2023: 7,274

Total # of Volunteer Hours*:

For FY 2022-2023: 797



Graffiti Removal & Neighborhood Litter Programs

The graffiti removal and the neighborhood litter programs owe their success in part to the commitment of community members and volunteers willing to go out and pick up trash or report graffiti through our SJ311 app.



Beautification Day Program

The Beautification program works with residents and community groups to host neighborhood dumpster events.

Events are hosted with the support of the council offices and neighborhood volunteers.

After each event, the team conducts an illegal dumping sweep so the community is left with little to no blight.

Anthony Gonzalez, Community Coordinator
anthony.gonzalez@sanjoseca.gov, 408-396-7137

Anthony Martinez, Maintenance Worker II
anthony.martinez@sanjoseca.gov

Beautification Day Program Stats

Events Hosted YTD:
FY: 2022/2023: 43
*D9 has hosted 4

Tonnage Collected YTD FY 2022/2023: 491.82

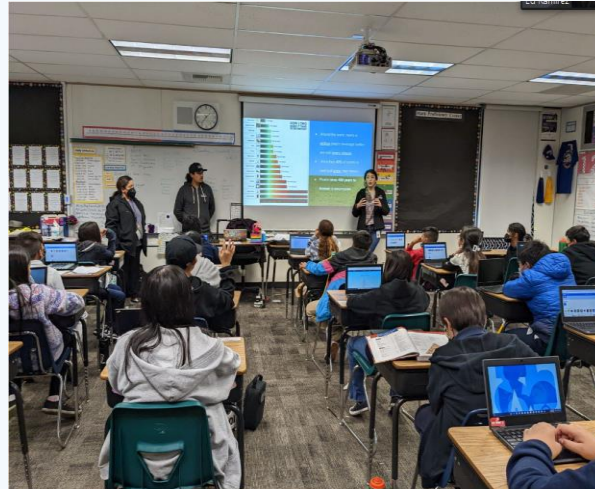
Neighborhood Dumpster Days



Activating the Community



Through our creek partners such as Keep Coyote Creek Beautiful



Through our education and litter events



Throughout our unhoused participants with Cash for Trash

Neighborhood Engagement Program

- The team seeks to engage with the community to achieve just and equitable outcomes.
- Build relationships and support Neighborhood associations.
- For more information on how we can engage your Neighborhood Association contact: Maribel Roman, maribel.roman@sanjoseca.gov , (408)916-8021
- Xochitl Montes, 408-795-1854/xochitl.montes@sanjoseca.gov
Community Services Supervisor for:
 - Graffiti Removal Program
 - Neighborhood Litter Program
 - Neighborhood Beautification Program
 - Neighborhood Engagement Program



RAPID Program

Removing and Preventing Illegal Dumping

*Established in 2016
Joined BeautifySJ in 2021*

Rapid Program - Eradication

The RAPID team responds to reported illegal dumping incidents and performs proactive monitoring and abatement citywide.

Residents can report illegal dumping using the San Jose 311 app/website or by calling 408-535-3500. The team aims to respond to reported incidents within 5 business days.

Ed Ramirez, Supervising Environmental Service Specialist

Ed.ramirez@sanjoseca.gov, 408-386-3027

Chris Krygier, Senior Maintenance Worker

Chris.krygier@sanjoseca.gov, 408-334-0075

RAPID Team Stats

Incidents abated

FY 22-23: 10,723

Tonnage collected

FY 22-23: 1,370

Incidents abated since the program began: 116,211

RAPID Program - Education

Crews engage residents at public events including neighborhood associations to educate them on how to properly dispose of unwanted items.

Crews install "No Illegal Dumping" signage at identified hot spot locations citywide to share Muni code and fine information

Signage requests can be sent to Chris Krygier



RAPID Program - Enforcement

Evidence of illegal dumping "in the act" can be sent to:

reportdumpers@sanjoseca.gov.

RAPID supervisor works with the Code Enforcement to initiate enforcement activity

Crews install surveillance cameras to monitor illegal dumping activity





Our teams take pride in keeping San Jose clean!



Questions?

