



BeautifySJ Neighborhood Blight Reduction Annual Report

August 26, 2025

San José City Council

PRESENTERS

Jon Cicirelli, Director

Olympia Williams, Deputy Director

Paul Pereira, BeautifySJ Interim Division Manager

Department of Parks, Recreation and Neighborhood Services



AGENDA

- **Three E's Approach to Blight**
- **Education & Outreach**
- **Engagement Model**
- **Blight Eradication Efforts**
- **Deterrents & Enforcement**
- **Key Partnerships**

THREE E'S APPROACH TO BLIGHT

The "Three Es" model—Education, Eradication, and Enforcement—continues to serve as a holistic and most effective framework for addressing the complex issue of illegal dumping.



2024-2025 Highlights

- **BSJ removed 24.4 million pounds of trash**
 - **14.3 million pounds removed as part of blight reduction efforts**
- **Eradicated 2.5 million square feet of graffiti**
 - **14.73% decrease from the previous year**
- **Launched the Blight Enforcement Working Group**

EDUCATION STRATEGY

ENVIRONMENTAL STEWARDSHIP PROGRAM

The Environmental Stewardship Program was piloted at Franklin Elementary, Washington Elementary, and Katherine Smith Elementary schools this fiscal year.

- 974 youth were engaged
- 1,139 hours of service provided



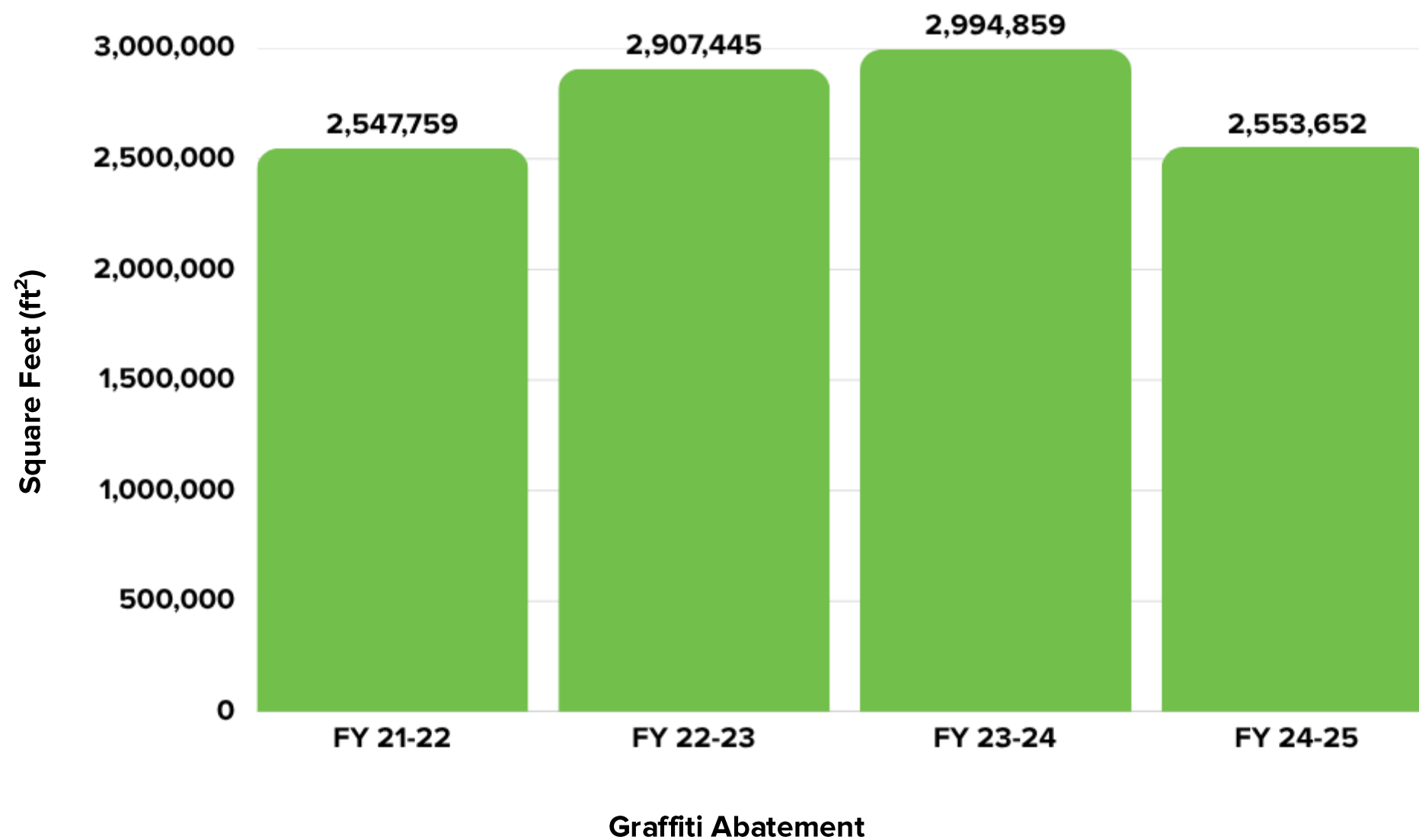
EDUCATION, MARKETING & OUTREACH



- Multilingual advertising campaign to raise awareness and promote community engagement
 - 25 transit shelter ads
 - 50 bus back ads
 - 12-week ad run
 - Eastridge Mall Blight Reduction Campaign - August 2024 – current

ERADICATION EFFORTS - GRAFFITI REMOVAL PROGRAM

Fiscal Year Comparison of Graffiti Removal Program Performance



- 29,200 work orders completed
- **2,553,652 sq ft of graffiti removed**
 - **14.73 % decrease**
- 442,125 sq ft of gang-related, hate, or offensive graffiti removed
 - 23.4% decrease from 2023-2024
- 8,570 incidents on private property responded to
- 29.35% of graffiti involved private property, compared to 6% in 2023-2024

ERADICATION EFFORTS – ILLEGAL DUMPING

Comparison of Illegal Dumping Program Performance

- 28,303 work orders completed
- 10,576,000 lbs. of trash and debris collected
- 3.2 average service days maintained
- 80% response time goal met



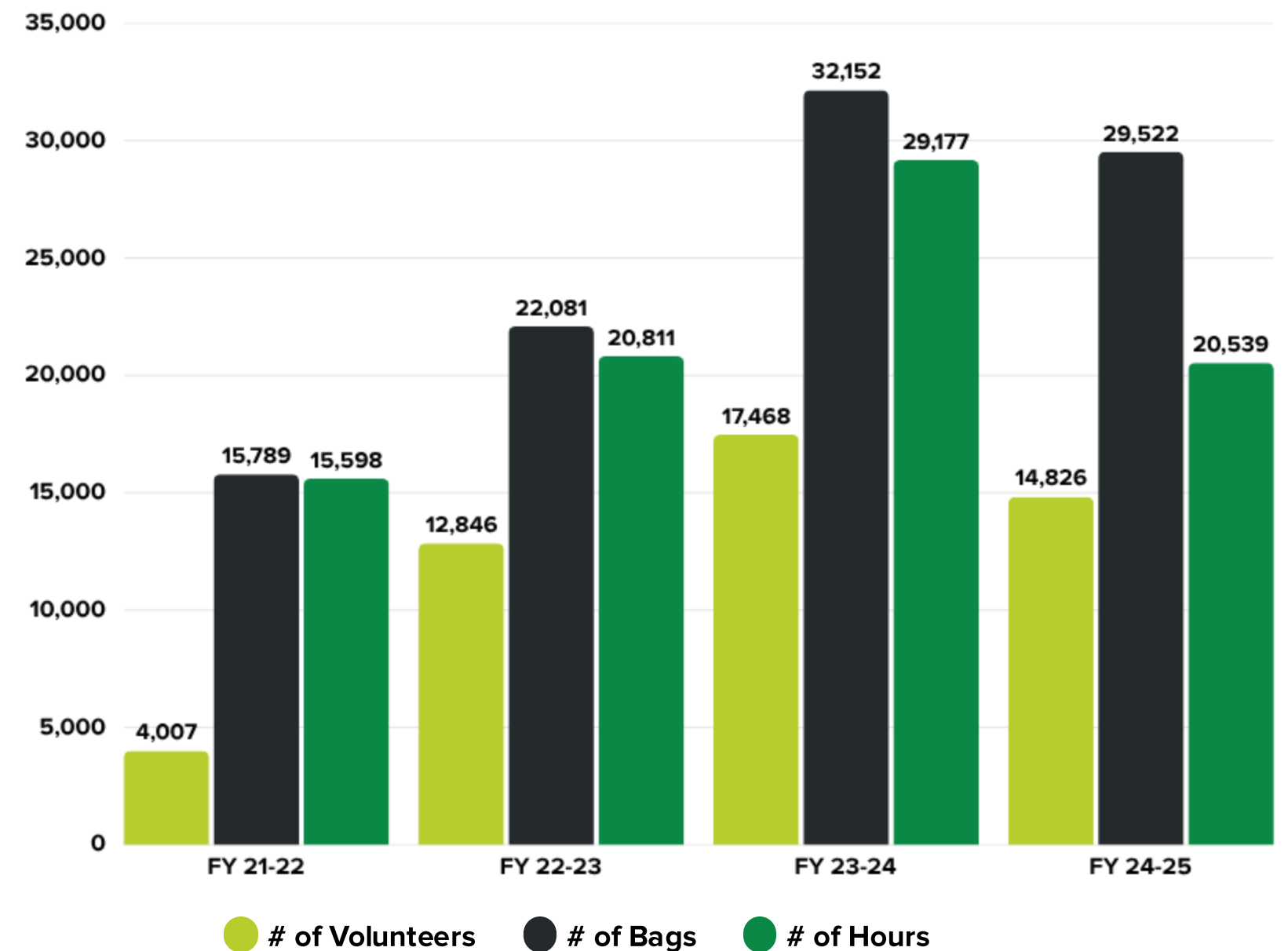
ERADICATION EFFORTS - NEIGHBORHOOD LITTER PROGRAM

- 14,826 residents volunteered
- 20,539 volunteer hours
- 718,865 pounds of litter and debris removed
- \$714,551 in volunteer contribution

Challenge: Schools now require MOU's prior to litter education engagement with students, this impacted the number of presentations and volunteers.

Presentations declined from 74 to 47.

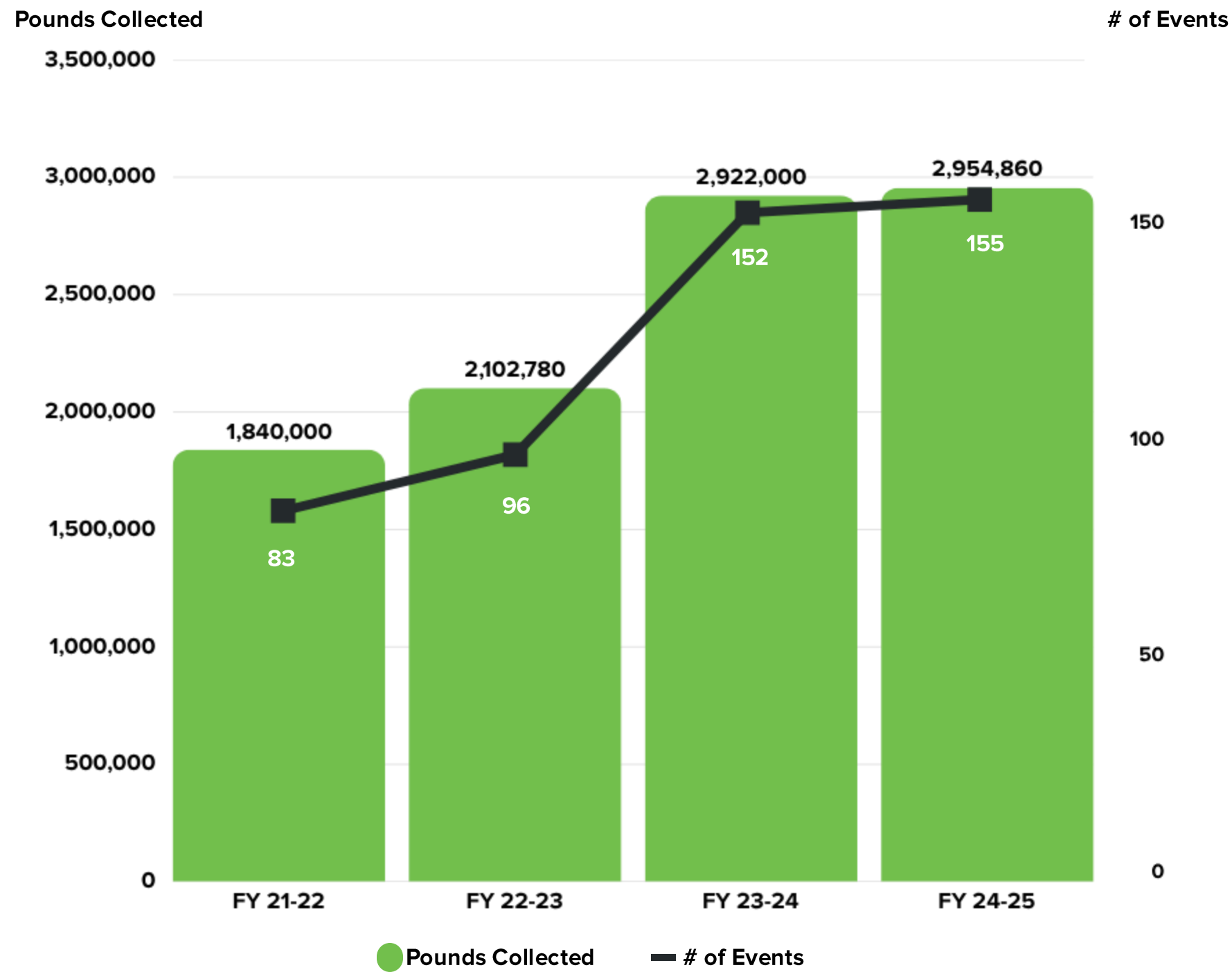
**Fiscal Year Comparison
of Neighborhood Litter Volunteer Efforts**



ERADICATION EFFORTS - NEIGHBORHOOD BEAUTIFICATION



Fiscal Year Comparison of Neighborhood Dumpster Day



DETERRENTS AND ENFORCEMENT ACTIONS

- Launched a Blight Enforcement Working Group
 - Funds appropriated in 2025-2026 to support efforts
- Illegal Dumping
 - 12 cameras to monitor illegal dumping in high-volume illegal dumping hotspots
 - 32% decrease in areas where cameras are installed
- Graffiti
 - SJPd assisting with enforcement
 - 3 taggers arrested
- Clean Gateways Project
 - 9 gateways + 2 corridors being maintained 3x week
 - Restoration phase with water wise vegetation being added



THANK YOU

MAYOR MATT MAHAN

PW – FLEET TEAM

KEEP COYOTE CREEK BEAUTIFUL

CITY COUNCIL

SAN JOSE POLICE DEPARTMENT

SJ CONSERVATION CORPS

CITY MANAGER’S OFFICE & BUDGET OFFICE

NEIGHBORHOOD ASSOCIATIONS

DOWNTOWN STREETS TEAM

PRNS - PARKS DIVISION

CALTRANS

SOUTHBAY CLEAN CREEKS COALITION

DOT – HEAVY EQUIPMENT TEAM

COUNTY OF SANTA CLARA

THE TRASH PUNX

DOT - VEHICLE ABATEMENT PROGRAM

VALLEY TRANSIT AUTHORITY

UNION PACIFIC RAILROAD

ESD - WATERSHED PROTECTION TEAM

GUADALUPE RIVER PARK
CONSERVANCY-SAN JOSE WALLS

VOLUNTEERS

PBCE – CODE ENFORCEMENT

SCHOOLS

VALLEY WATER DISTRICT

AND LAST BUT NOT LEAST, THE BSJ TEAM!



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