

# BeautifySJ

PARKS, RECREATION &  
NEIGHBORHOOD SERVICES



## Programs & Partnerships

### 3<sup>rd</sup> Annual Statewide Conference - Illegal Dumping IDCon23

April 19 - 21, 2023

City of San José – Parks, Recreation and  
Neighborhood Services Department



**BeautifySJ**  
**Programs & Services**



**5,488**  
**Mattresses**  
**collected in**  
**2021**

**BeautifySJ**  
**Programs & Services**

# **PARTNERSHIPS**



# BeautifySJ Programs & Services

**BeautifySJ is a multifaceted approach to keep San José clean, safe, and engaged!**

- Graffiti removal
- Neighborhood Litter Program efforts
- Illegal dumping removal
- Neighborhood Beautification Efforts (including Dumpster Day Programs and BeautifySJ Grants)
- Trash removal at homeless encampments (including the Cash 4 Trash program)
- Blight reduction through interagency coordination



# Neighborhood Litter PROGRAM

- Hosted 290 litter events in 2022
- 734 volunteers, 15,085 bags collected, and 264 tons
- Led by volunteers, coordinated by partners, and supported by staff
- Litter Removal Education for youth

To coordinate a litter pick-up event,  
contact [beautifysj@sanjoseca.gov](mailto:beautifysj@sanjoseca.gov)

To volunteer for litter cleanups,  
scan QR code or visit  
[bit.ly/bsj-volunteer](https://bit.ly/bsj-volunteer)





## Neighborhood Beautification PROGRAM

- 76 neighborhood dumpster day events in 2022
- 2,345,640 lbs. collected by events
- 38,530 lbs. of illegally dumped debris collected in the neighborhood during the events



Learn more about the  
BeautifySJ Grant Program  
and how to apply!





- Keep Coyote Creek Beautiful – KCCB
- South Bay Clean Creeks Coalition – SBCCC
- The Trash Punx

## Creek Partners in 2022

### KCCB:

- 26 events, 3,027 bags, 105,945 lbs.

### SBCCC:

- 49 events, 5,973 bags, 209,055 lbs.

### The Trash Punx:

- 14 events, 2,300 bags, 80,500 lbs.



# Partnered efforts with San Jose Conservation Corps

- Coordinated trash and litter removal at designated locations
- Coordinated graffiti eradication support throughout the city

**SAN JOSE  
CONSERVATION  
CORPS + CHARTER  
SCHOOL**







## Engagement in Community and Schools

- 16 presentations this school year
- 3,500 students
- 13 schools

Neighborhood Litter Removal & Neighborhood Beautification Programs



# RAPID & Strike Team

## REMOVING AND PREVENTING ILLEGAL DUMPING

- Responds to reported illegal dumping incidents.
- Responds to reported incidents within 5 business days



### Reporting

Report illegal dumping by using the San José 311 app, visiting [311.sanjoseca.gov](https://311.sanjoseca.gov), or calling 408-535-3500.



### Free Junk Pickup

Request a free junk pickup appointment by visiting [311.sanjoseca.gov](https://311.sanjoseca.gov), dialing 3-1-1 or calling (408) 535-3500.

**Get rid of junk for FREE**

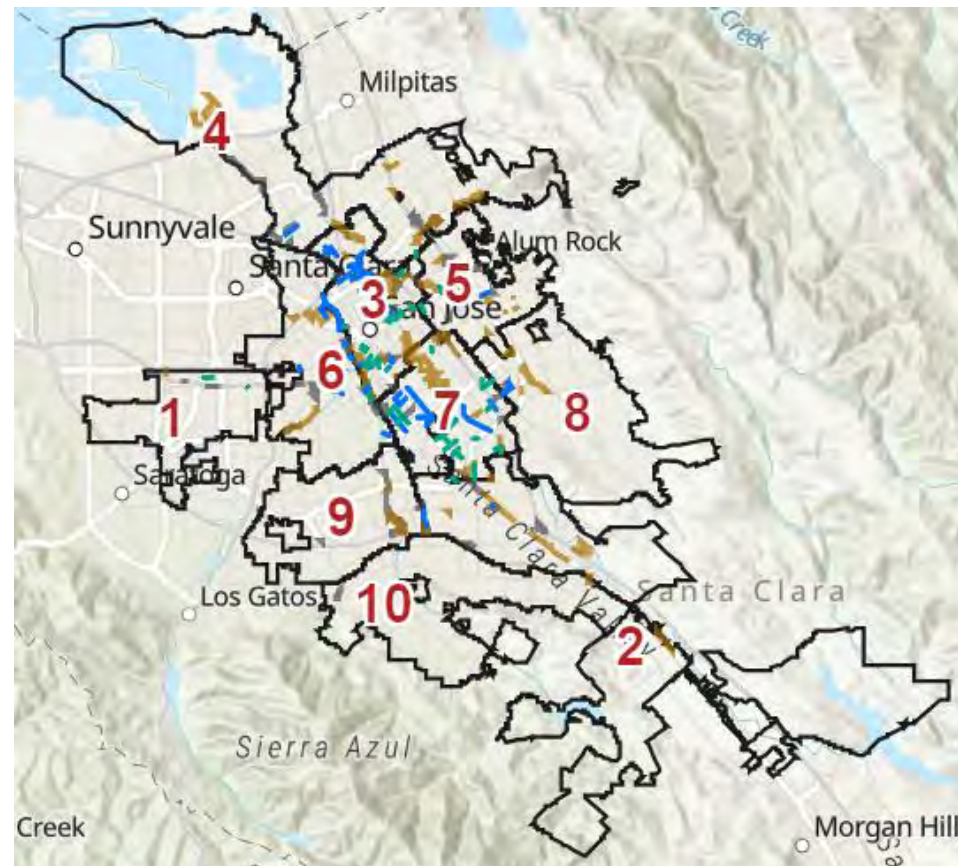


# Cash 4 Trash Program

## Cash 4 Trash Program

- Proactive weekly trash service to 150+ active encampments

Trash Service Map



# INTERAGENCY COORDINATION



## Coordinates blight reduction efforts with interjurisdictional partners including:

- California Department of Transportation (Caltrans)
- Caltrain
- County of Santa Clara
- Pacific Gas and Electric Company
- Valley Water District (Formerly SCVWD)
- Union Pacific Railroad
- Valley Transportation Authority (VTA)





# Partnered Cleanups with Caltrans

- Litter and graffiti removal state right-of-way, provide traffic control support and coordinate prioritized abatements
- The City of San Jose assisted Caltrans with 12 safe relocations.





# Partnered Cleanups with Valley Water District

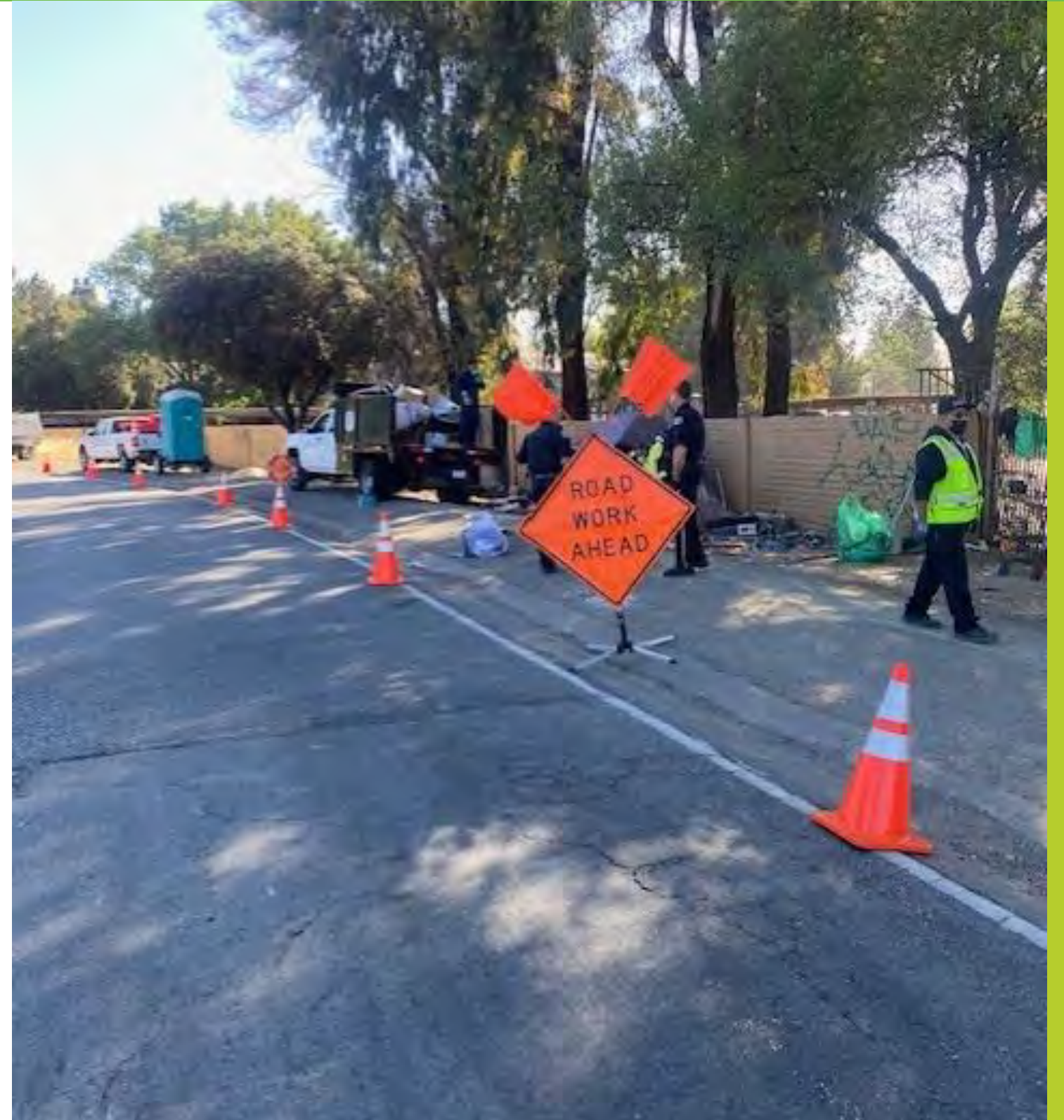
- Coordinated joint encampment trash removal and prioritized abatements
- The Cash 4 Trash program services 10 Valley Water locations through a Valley Water grant.





# Partnered Cleanups with Santa Clara County

- Weekly encampment trash removal, traffic control support, graffiti, and prioritized abatements.
- BeautifySJ services 5 County encampment locations through a contract agreement.





# Partnered efforts with Union Pacific Railroad

- Coordinate trash and illegal dumping pickup, remove graffiti, and support prioritized abatements
- Last year we coordinated 10+ joint clean ups





# What's next?

- RVP3 - Recreational Vehicle Bio-waste Pollution Prevention Pilot Program
- Vehicle Blight and Abatement Program assessment
- Blight Reduction Strategies in focus areas – “Beautify Your Block” & City Gateways

# Thank You

Questions?

Please contact [beautifysj@sanjoseca.gov](mailto:beautifysj@sanjoseca.gov)

[beautifysj.org](http://beautifysj.org)

