

BeautifySJ

PARKS, RECREATION &
NEIGHBORHOOD SERVICES



Clean Gateways Pilot

**4th Annual Statewide
Conference on Illegal Dumping
IDCon24**

May 2 - 3, 2024

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



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
- RVP3/Vehicle Blight
- **Clean Gateways**

BeautifySJ
Programs & Services

Clean Gateways

Clean and beautified intersections and corridors that serve as gateways to the City of San Jose



Administrative & Operational Plan

- 5.0 FTE – Maintenance Workers (Accelerated hiring)
- \$525K for material/supplies, vehicle rental, and deterrents
- Meet w/Caltrans District Leadership
- Explore Resource Coordination
- Create data-tracking tool
 - Administrative support

Program Launch & Initial Beautification Efforts

- Site assessments & beautification strategy
- Launch Program with Mayor (press event)
- Coordinate schedule w/Caltrans
- Begin initial clearing and cleanup

Beautification & Maintenance

- Complete beautification projects
- Establish maintenance requirements: Tasks/S.O.P.'s
- Established maintenance routes
- Continue check-in meetings
- Post-cleanliness assessments rating
- Assess new sites for program expansion.

Clean Gateways

Beautification Strategies

- Planting – shrubs, perennials, & groundcover
- Mulch
- DG – decomposed granite

- Boulders, Oak trees, and DG-decomposed granite in areas owned by the City.

Maintenance for Gateways include

- Landscape maintenance
- Trash, litter, and illegal dumping removal
- Graffiti removal
- Fence repair
- Coordinate efforts to address encampments, abandoned vehicles, potholes, and damaged signage/light poles/utility boxes

Clean Gateways



Partnered efforts with Caltrans



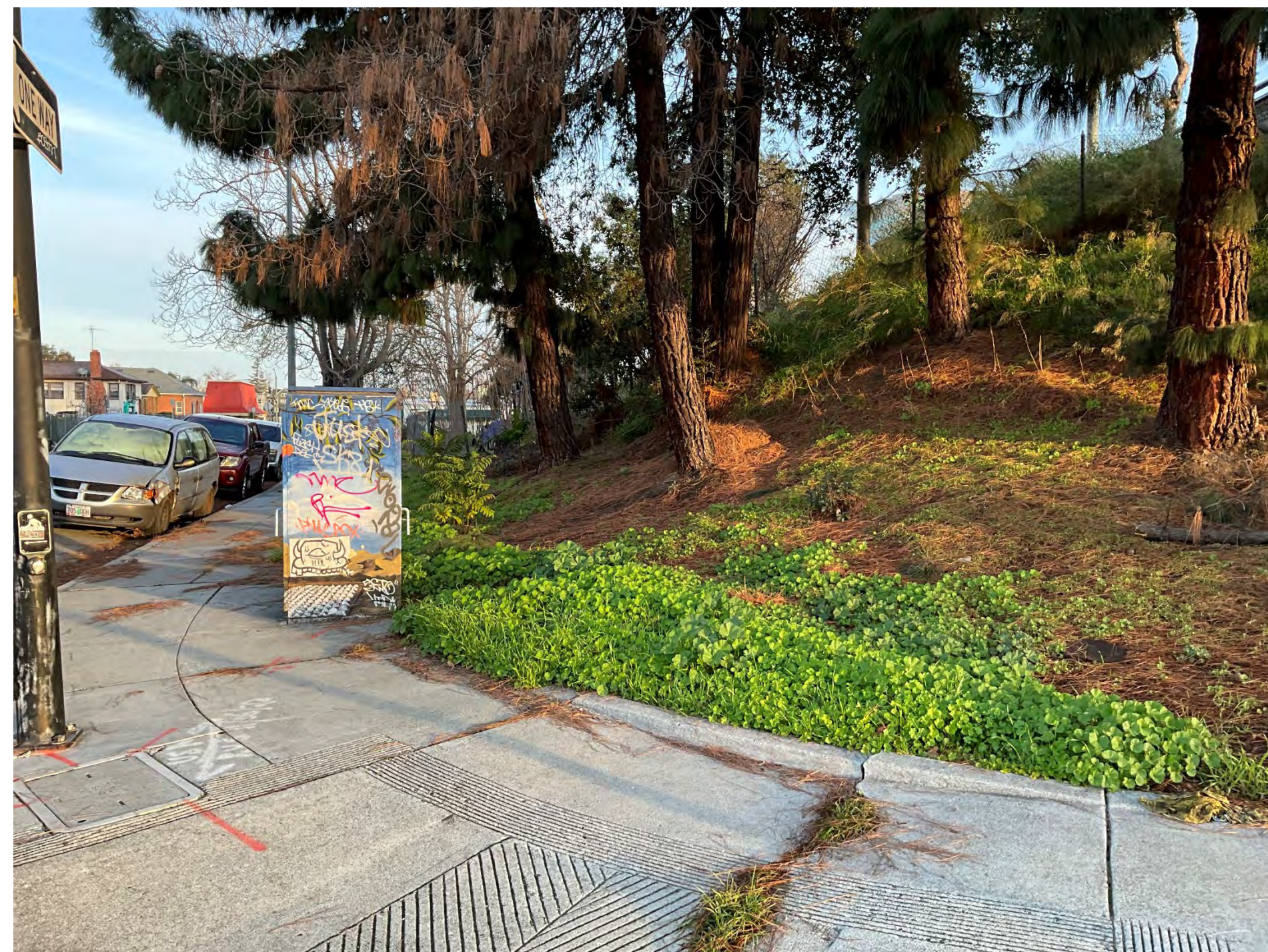
- Coordinated weed abatement at designated locations
- Coordinated embankment repair



Before and After



Before and After





Proactive
abatement
response

25 incidents
abated at Clean
Gateway sites



Ongoing Maintenance: Graffiti



Clean Gateway staff are trained to address multiple blight issues



Ongoing Maintenance: Graffiti

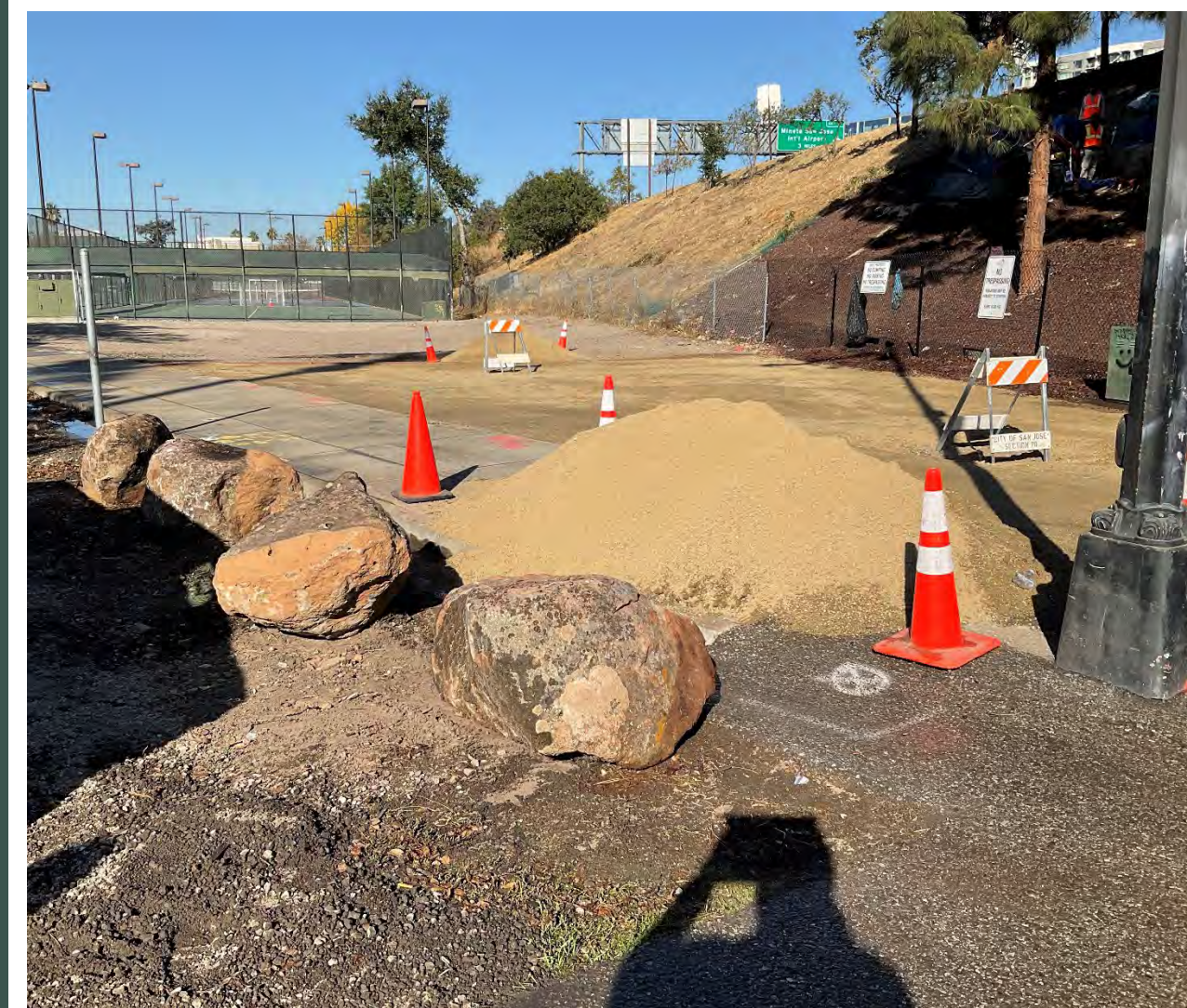
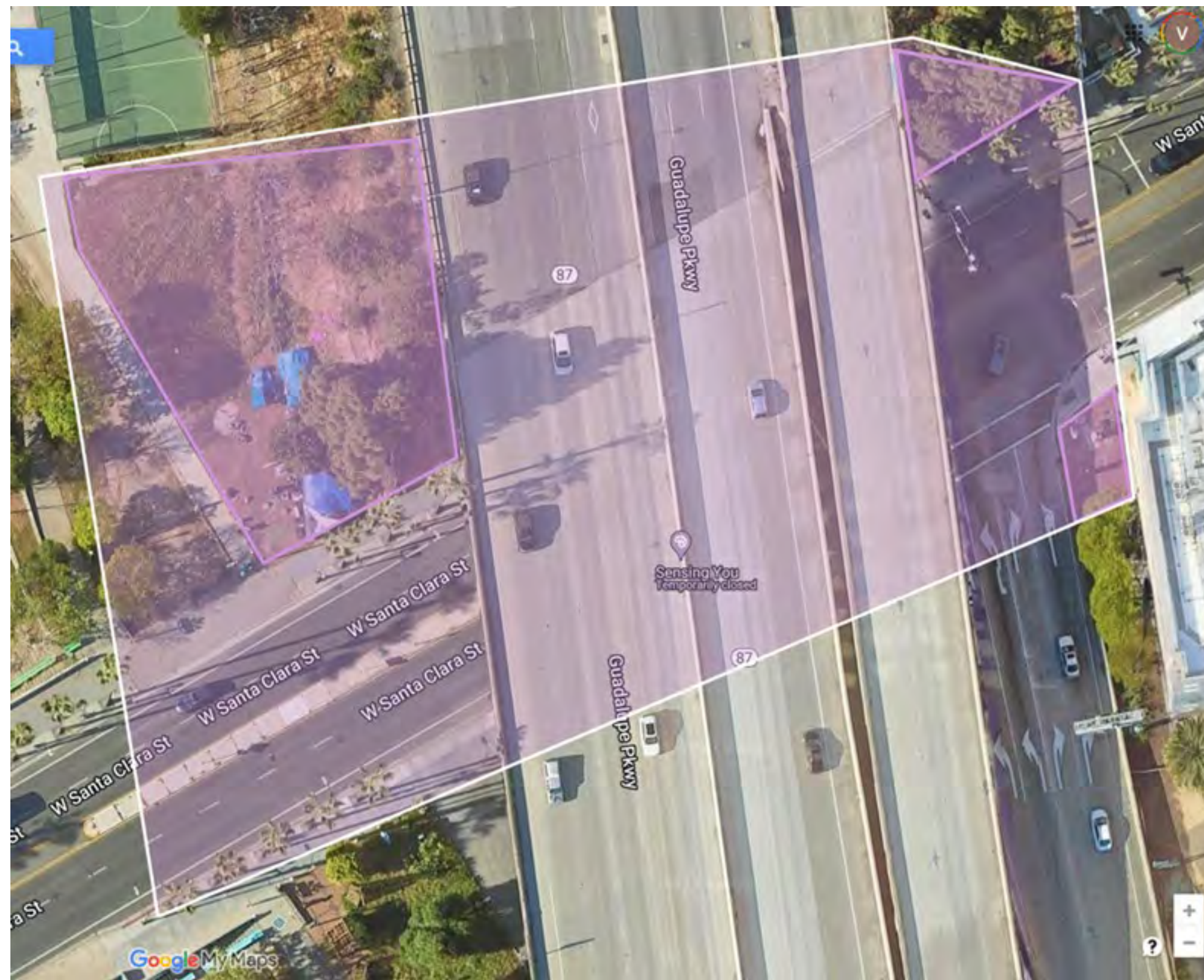


Proactive
abatement
response

Over 300
incidents
addressed at
Clean
Gateways
sites



Ongoing Maintenance: Illegal Dumping



Highway 87/Santa Clara St/Arena Green



Highway
87/Park/San Carlos
St/Woz Way



Highway
280/Vine St



Highway 280/7th St/Virginia St



South 1st St and
Highway 280

Outcomes and Next Steps

Outcomes

- Enhanced curbside appeal
- Eliminated vehicle access
- Fewer encampments
- Fewer graffiti and quicker response to illegal dumping

Next Steps

- Additional plantings
- Explore murals on utility boxes
- Explore partnership opportunities
- Program expansion, additional sites

Clean Gateways

Thank You!

- Caltrans
- San Jose Conservation Corps
- Clean Gateways Team
- Parks, Recreation, and Neighborhood Maintenance team



Questions

Please contact beautifysj@sanjoseca.gov

beautifysj.or

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