



Memorandum

TO: PARKS AND RECREATION
COMMISSION

FROM: Andrea Flores Shelton
Deputy Director

SUBJECT: BeautifySJ – Encampment
Management Program Overview

DATE: 09/18/2023

Approved

Date

The Parks, Recreation and Neighborhood Services Department will provide the Parks and Recreation Commission with a brief overview of the BeautifySJ Encampment Management Program and services.

/s/
Andrea Flores Shelton
Deputy Director,
Community Services Division
Parks, Recreation and Neighborhood
Services

For questions, please contact Olympia Williams, Division Manager,
olympia.williams@sanjoseca.gov

BeautifySJ

PARKS, RECREATION & NEIGHBORHOOD SERVICES | CITY OF SAN JOSE
OFFICE OF NEIGHBORHOOD SERVICES

Programs & Services

Encampment Management Program Overview

Paul Pereira, Program Manager

Sandra Murillo, Program Administrator

October 4, 2023

Parks and Recreation Commission



Mission

About BeautifySJ

The mission of BeautifySJ is to galvanize residents to prevent and address blight including trash, graffiti, and dumping by working together with the housed and unhoused communities.

BeautifySJ uses a multifaceted approach to deliver services

Neighborhood Blight Reduction

- Graffiti Removal
- Illegal Dumping Removal
- Neighborhood Dumpster Day
- Anti-Litter Education
- Neighborhood Association

Engagement

Encampment Management

- Encampment Trash Pick-Up
- Cash 4 Trash
- Encampment Abatement
- Interagency Coordination
- RV Pollution Prevention Program

Encampment Management Strategy

Due to housing affordability crisis, encampments are managed through sanitation services in two circumstances:

- When located in areas that do not violate the setback guidelines
- When conditions meet health and safety guidelines



Setback Guidelines:

- ✔ School Buffer Zone
- ✔ Blocking Public Right-of-Way
- ✔ Health and Safety Conditions
- ✔ Obstruction to Critical Infrastructure



Abatement Assessments + Action

1. Intake and Inquiry
 2. Site visit and assessment
 3. Point system risk assessment
 4. Prioritization and Action
 5. After Action
- **Most common reason for abatement across all zones:** sidewalk/park strip right-of-way setbacks.
 - **Most common safety risk:** Vehicle/pedestrian conflict danger
 - **Most prevalent health risk:** Biowaste
 - **Most common infrastructure violation:** Obstruction

Phase 1 & 2 **BEFORE**

Phase 1 & 2 **AFTER**

PRC AGENDA: 10/04/2023
ITEM: VI. D. 2



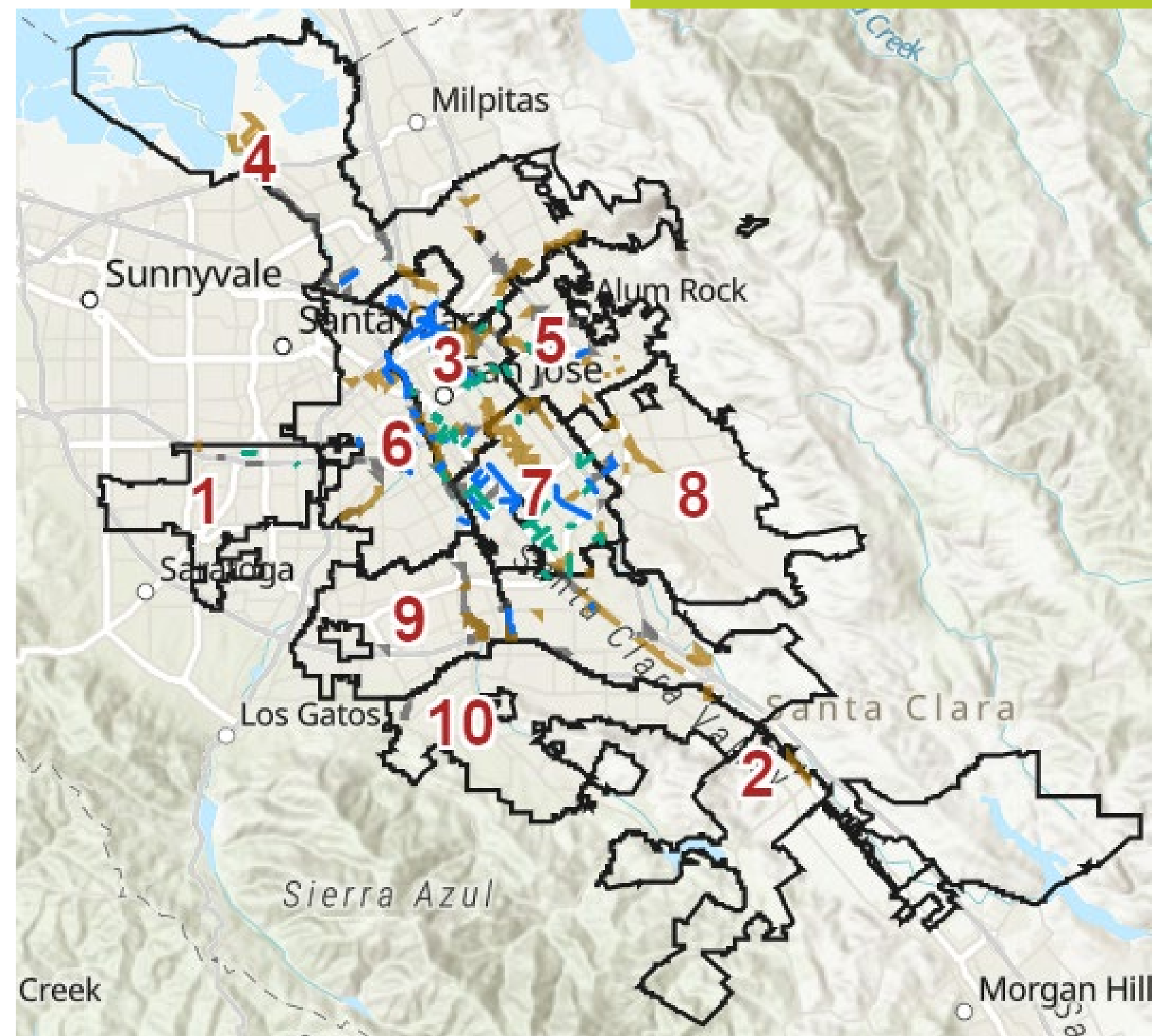
Encampment Management Services

Encampment Trash Program

Every week, recognized encampments are visited by Encampment Management Teams that educate, engage, and collect trash at homeless encampments.

- Weekly trash service to ~140 active encampments
- Results in 22-23: 83% on time service
- Cash 4 Trash

Trash Service Map



Behavior Change & Engagement

Cash 4 Trash

- Partnership with Mastercard City Possible Enterprise
- Participants, not just people to provide services to
- \$5 per bag redemption; \$25/ week
- Program is funded for 700 participants
- Reloadable Mastercard City Key debit card
- 26+ cities have now emulated this program

Therapeutic Specialists

- 2 specialists in pilot effort
- Advocacy to help “connect the dots”
- Outreach and Engagement

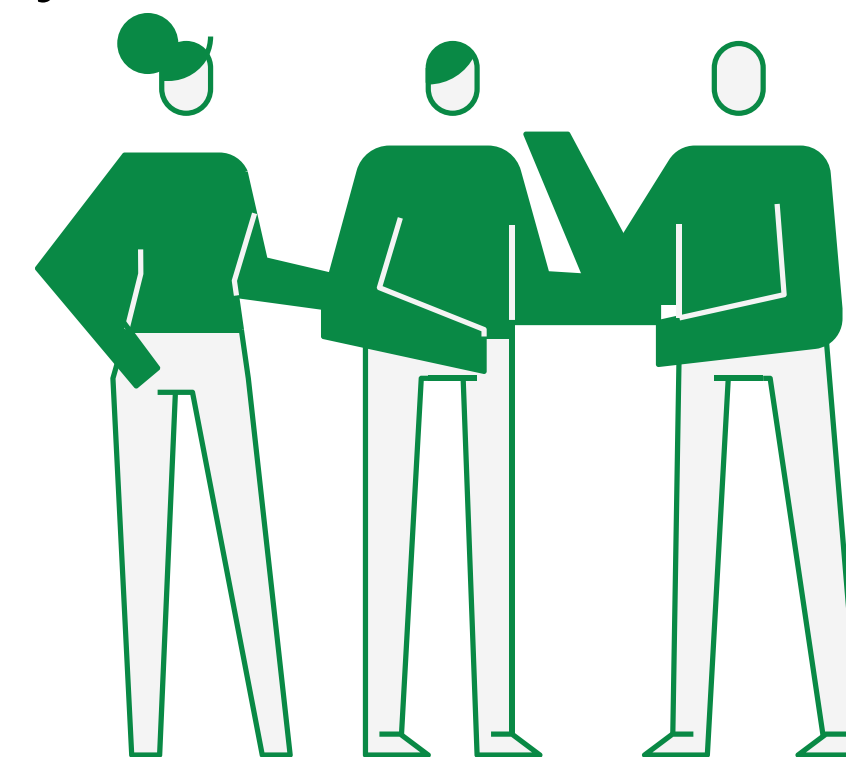
Cash for Trash participant work



INTERAGENCY COORDINATION

Coordinates blight reduction and encampment management efforts with interjurisdictional partners:

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



Working together to address unsheltered homelessness in San Jose

BeautifySJ PRNS

- Provides weekly trash service
- Coordinate escalated cleanups
- Conduct abatements
- Provide Cash for Trash
- Coordinate with other agencies
- Refer clients to street outreach services prior to actions

Homeless Response Team HOUSING

- Connect unhoused individuals to services via outreach providers, Home First and PATH
- Partners with the County Office of Supportive Housing and the Continuum of Care to house people
- Manages the Homeless Concerns line.
- Oversees housing options such as Emergency Interim Housing, Motel Vouchers, Supportive Parking sites

HOW TO Report an Encampment

Intake Form is live on Beautifysj.org

The screenshot shows the City of San Jose website header with navigation links: RESIDENTS, BUSINESS, VISITORS, YOUR GOVERNMENT, NEWS & STORIES, and a search bar. A sidebar menu on the left lists various services, including 'Parks & Trails' and 'Community Centers'. The main content area features the title 'BEAUTIFYSJ ENCAMPMENT MANAGEMENT INTAKE FORM' and a section titled 'Encampments can be reported if they meet at least one of the following conditions:' with three bullet points: 'Blocking public right-of-way: sidewalk, street, median, trail, permitted event at City facility, or City facility', 'Significant health concern: potential of drowning, significant unsanitary conditions, severe vector control issue', and 'Significant safety concern: fire danger, vehicle / pedestrian danger, unauthorized access to electrical. adjacent to residential fencing / wall'.

Thank You

Questions?

Please contact beautifysj@sanjoseca.gov

beautifysj.org

