



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Jon Cicirelli
Jim Shannon

**SUBJECT: SJBRIDGE PROGRAM UPDATE
AND BUDGET ADJUSTMENTS**

DATE: June 6, 2020

Approved

Date: 6/6/2020

RECOMMENDATION

1. Approve the following amendments to the 2020-2021 Proposed Operating Budget in the St. James Park Management District Fund:
 - a) Decrease the Parks, Recreation and Neighborhood Services Department's Non-Personal/Equipment budget by \$200,000; and
 - b) Increase the Ending Fund Balance by \$200,000.

BACKGROUND

The Mayor's March Budget Message released on March 6, 2020 and approved by the City Council on March 17, 2020 directed the City Manager issue a Manager's Budget Addendum on SJBridge employment describing both the efficacy of the cleaning crews in combatting blight, and in the efficacy of the program in enabling clients to reclaim a path to self-sufficiency.

The SJBridge Program (formerly Transitional Jobs Program) was launched as a pilot project in October 2018 with two goals: 1) address litter and trash-related blight throughout the City by employing unhoused residents to be part of the solution; and, 2) offer job training coupled with good wages for our unhoused residents to serve as a "bridge" out of homelessness. The program works in partnership with two non-profits, Downtown Streets Team and Goodwill Industries, to provide jobs and job readiness training to people who are experiencing homelessness. The program continued in 2019-2020 to more effectively address litter and trash-related blight. As directed in the Mayor's March Budget Message for Fiscal Year 2020-2021, the Proposed 2020-2021 Operating Budget continues program funding for another year.

ANALYSIS

This memorandum provides an update on the city-wide SJBridge Program from October 2018 through March 2020. The Program has been halted since March 17, 2020, when the Santa Clara County's Shelter in Place order was implemented in an effort to slow the spread of COVID-19. As these restrictions begin to lift, staff expects program operations to resume within the next month as the City and the partner organizations develop a strategy to ensure safety during the delivery of services.

Overview

The SJBridge Program is part of the BeautifySJ Initiative that works intra-departmentally, inter-jurisdictionally and with partner organizations to reduce blight and beautify San José. During the initial launch of the program, the City identified 43 hotspot sites that were impacted by ongoing litter and trash throughout San José and added an additional 30 new locations in 2019-2020 (Attachment A). These sites are located near creek areas, neighborhoods, major thoroughfares and business zones. Each organization visits their assigned sites every other week (some locations are visited one time per week), collecting trash and small illegally dumped items that are generally no heavier than 40 pounds. The pickup of large and heavy illegally dumped items are coordinated among City departments to ensure proper disposal. The Transportation Department provides the site inspection and manages field operations to ensure compliance with City standards, while the Parks, Recreation and Neighborhood Services Departments' BeautifySJ Unit manages the contracts with the Downtown Streets Team and Goodwill Industries to ensure alignment with the overall City goal of reducing blight.

Budget

The Mayors March Budget Message for Fiscal Year 2020-2021, as approved by the City Council, directed the Administration to continue SJBridge for another year and to expand the program to ensure sufficient transitional jobs and work crews to routinely clean Guadalupe River Park and St. James Park. The 2020-2021 Proposed Operating Budget includes \$500,000 from the General Fund and \$200,000 from the St. James Park Maintenance District Fund to meet these objectives. However, because the maintenance activities through the current service provider at St. James Park already include these clean-up services, it has been determined that additional clean-up services from the SJBridge Program are not needed. Accordingly, this memorandum recommends budget actions to reduce the \$200,000 funded from the St. James Park Maintenance District Fund for the SJBridge Program and to place that funding in the unrestricted ending fund balance. It should be noted that the \$500,000 from the General Fund included in the 2020-2021 Proposed Operating Budget, combined with contractual savings due to the suspension of the program on March 17, provides sufficient capacity for litter removal services along Guadalupe River Park and maintain the current number of sites.

The table below illustrates the funding provided to the SJBridge Program since its inception.

Fiscal Year	Program Operation Budget	Vehicle Purchase (Per Organization)	Supplies	Total Program Budget
2018-2019	\$200,000	\$0		\$200,000
2019-2020	\$750,000	\$50,000	\$15,000	\$865,000
2020-2021*	\$500,000	\$0		\$500,000

*The actual funding amount will be higher as savings from 2019-2020 will be carried forward into 2020-2021 as discussed above.

Trash Collected

Over the past two years the program has collected a substantial amount of trash and debris, which has reduced visual blight throughout San José. The program has proven to be a successful model of engaging current and formerly homeless residents in supporting the City’s beautification efforts.

Organization	Sq. Ft. Serviced	Tons of debris collected	Bags of Trash collected
Goodwill Industries	1,072,580	54	2,483
Downtown Streets Team	1,240,286	108	4,501

Early Findings

The program has been in operation for approximately 17 months from October 2018 – March 2020. Early findings indicate that the job training program has had some early success in assisting participants to find stable jobs and housing. Other key findings are listed below.

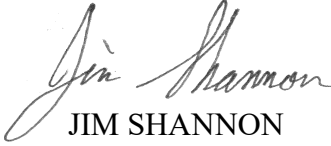
- Since its inception, 52 participants have enrolled in the SJBridge Program
 - 31% are between the ages of 18-30
 - 17% are between the ages of 31-50
 - 48% are between the ages of 51-65
 - 4% are over individuals are over the age of 65
- 18 participants found a job (either part-time or full-time employment)
- 17 participants were placed in stable housing.
- Program Participants self-identified in the following demographic categories:
 - 63% of program participants are Latino
 - 17% of program participants are White/Caucasian
 - 13% of program participants are African American
 - 7% of program participants are other
- Over 70% of program participants were connected/enrolled in social services programs provided by the County and non-profit organizations.

- All program participants are enrolled in agency led job readiness programs as part of the SJBridge Program which includes resume building and interviewing skills development.
- All participants meet the vulnerable population definition in that 100% of the participants are unhoused and meet the extremely low income (ELI) definition.
- 30 individuals are on the waiting list to join the program.

COORDINATION

This memo was coordinated with the Transportation Department.

/s/
JON CICIRELLI
Director, Parks, Recreation
and Neighborhood Services



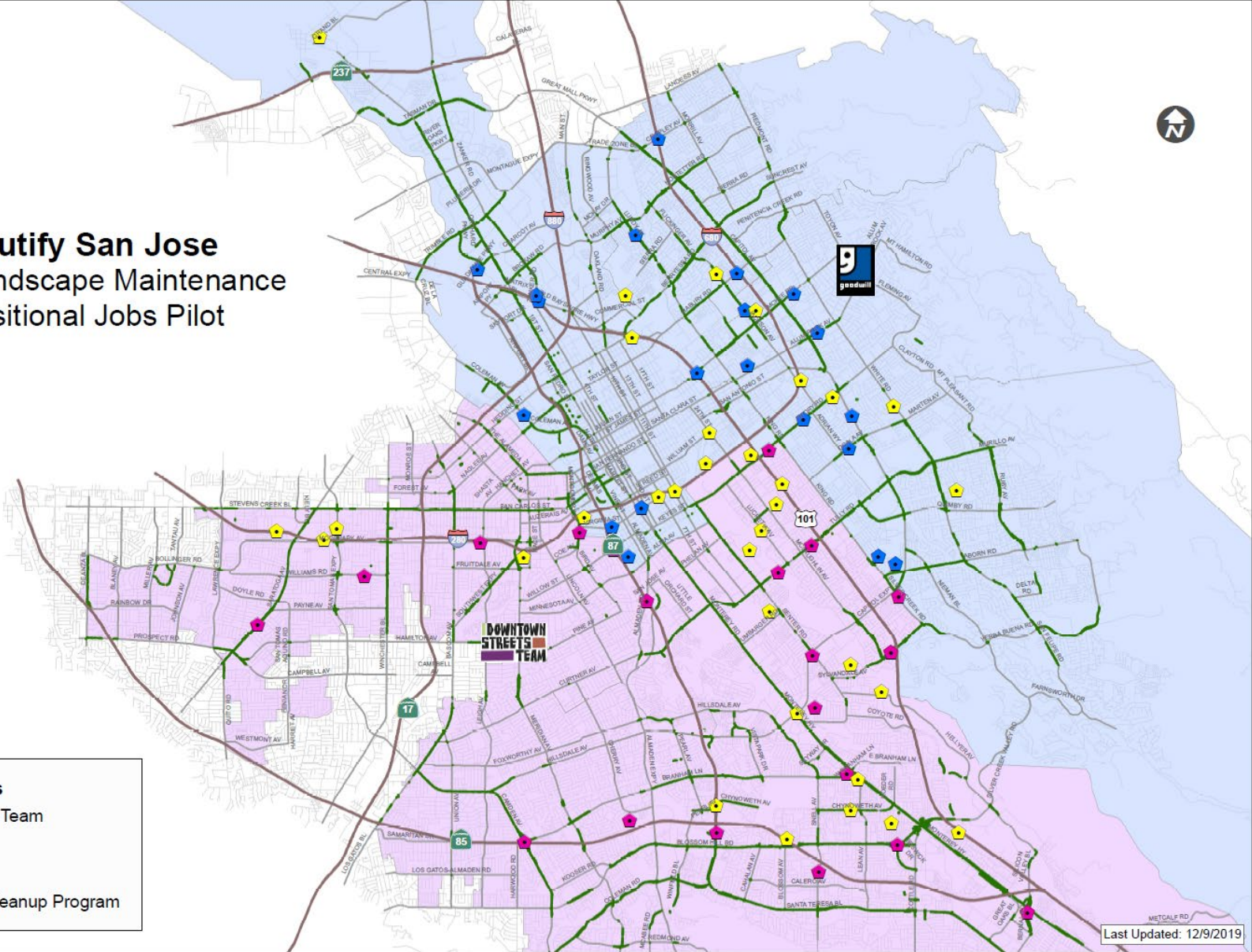
JIM SHANNON
Budget Director

For questions regarding this memorandum, please contact Olympia Williams, Program Manager for the Parks, Recreation and Neighborhood Services Department, at (408) 535-3570.

Attachment A – SJBridge Locations

ATTACHMENT A - SJBRIDGE LOCATIONS

Beautify San Jose
 Street Landscape Maintenance
 Transitional Jobs Pilot



- Beautify San Jose Areas**
- ◆ Downtown Streets Team
 - ◆ Goodwill
 - ◆ Added in 2019
 - Existing Median Cleanup Program