



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Esparza

SUBJECT: BUDGET DOCUMENT

DATE: 5/27/2021

Approved *Maya Esparza*

Date 5/27/2021

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Anti-Graffiti Mural Program

Amount of City Funding Required: \$30,000

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): 71

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

Following the successful implementation of a pilot “Right the Blight” program in 2019-2020 sponsoring five murals in “hotspot” graffiti areas, provide BeautifySJ resources to continue this work to sponsor two mural projects in frequently targeted areas within District 7.

Preliminary results from the pilot program indicate that the targeted areas, including what was once the most-tagged hotspot in the entire City, have seen drastic reductions in tagging and graffiti. The program has provided opportunities for local artists, as well as opportunities for local communities to gain a sense of ownership of their communal spaces.

The continuation of this program will help reduce cost and staff time, as staff will no longer have to repeatedly repaint the same areas. It will also serve to create places of pride within our neighborhoods and communities, while providing opportunities to showcase the work of local artists and engage our neighborhoods.

Funding Source

- Essential Services Reserve: \$30,000
- Other (Please specify program/project/fund):

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

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Department or Organization: OED

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