



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Jon Cicirelli

**SUBJECT:** CASH FOR TRASH EXPANSION

**DATE:** May 17, 2023

Approved

Date: 5/19/2023

## **BACKGROUND**

This Manager's Budget Addendum responds to the direction included in the Mayor's March Budget Message for Fiscal Year 2023-2024, as approved by the City Council, to provide a cost estimate to increase Cash for Trash by at least 200 participants while doubling the weekly limit of bags that participants can be compensated for.

## **ANALYSIS**

The Cash for Trash Program provides a \$5 per bag redemption value for each bag of trash that is collected at encampment locations by persons experiencing homelessness. Cash for Trash is a BeautifySJ partnership with Mastercard City Possible Enterprise Partnerships. The program is managed by a Community Coordinator overseeing three Community Activity Workers.

Currently, the Cash for Trash Program operates at 27 locations throughout San José with approximately 350-400 active participants. Currently, the Cash for Trash Program has an ongoing non-personal/equipment budget of \$620,000 with up to 500 program participants who can submit five bags of trash per week, at \$5 per bag for a redemption value of \$25 per week. The cash earned is put onto a reloadable Mastercard City Key card. These debit cards are program-specific cards for which Mastercard does not charge a maintenance fee as part of this partnership. Funds can be used to pay for essential items with minor restrictions on items like alcohol. The program helps address the exacerbated blight accumulating at encampments on streets and in waterways near encampments.

As directed in the Mayor's March Budget Message for 2023-2024 and approved by the City Council, the 2023-2024 Proposed Operating Budget includes one-time funding of \$382,000 to expand the Cash for Trash Program by 200 participants and adds for 2.0 limit-dated Community Activity Workers positions (from September to June 30, 2024).

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**Estimated cost to double the number of bags program participants can submit each week:**

The estimated costs to increase the total number of litter bags a program participant could submit for redemption from five bags per week to ten litter bags per week for the estimated total of 700 program participants is \$700,000, as shown below. The start date for the cost estimates coincides with when the limit-dated positions for 2023-2024 are expected to be hired and filled.

| <b>March Budget Message<br/>(cost to increase total bags submitted for redemption)</b>  | <b>2023-2024<br/>Cost</b> | <b>Start Date</b> |
|---|---------------------------|-------------------|
| Increase number of litter bags that can be submitted for redemption from 5 litter bags per week to 10 litter bags per week for 700 program participants | \$ 700,000                | 9/1/2023          |
| <b>TOTAL</b>  | <b>\$ 700,000</b>         |                   |

**COORDINATION**

This cost estimate was coordinated with the City Attorney's Office and the City Manager's Budget Office.

/s/

JON CICIRELLI  
Director, Parks, Recreation and  
Neighborhood Services