



Memorandum

TO: BUILDING STRONG
NEIGHBORHOODS COMMITTEE

FROM: Albert Balagso

SUBJECT: UPDATE OF THE ANTI-GRAFFITI
AND LITTER PROGRAMS AND
YEAR END RESULTS

DATE: 09-18-06

APPROVED:

DATE:

RECOMMENDATION

Accept the update of the Anti-Graffiti and Litter Programs and year-end results.

OUTCOME

As a result of this memorandum Council will be updated on the progress of the Anti-Graffiti and Litter Program.

BACKGROUND

This report provides an update of the Anti-Graffiti and Litter Program (AGLP) efforts and year-end results.

ANALYSIS

GRAFFITI REPORT

Eradication

- Hotline: Response time for Hotline calls from July 1, 2005 through June 30, 2006 was 98% within 48 hours. The target for this period was 95%. Response time for gang graffiti was 99% within 24 hours. The target for this period was 100%.

Community Involvement

- From July 1, 2005 through June 30, 2006, there were a total of 2,824 Adopt-A-Block Volunteers who have removed 118,852 square feet of graffiti.

Additional Program Information

- Staff from Santa Rosa, San Francisco, Calgary, Tampa, Seattle, Chula Vista, Dallas and San Antonio has called San José to learn more about our successful Anti-Graffiti and Litter Programs.

PICK-UP SAN JOSE REPORT

Litter Eradication

- The Weekend Juvenile Offender Program picked up 2,669 bags of litter from July 1, 2005 through June 30, 2006.
- Forty illegal dumpsites have been identified for physical improvements through a CDBG Grant. Efforts have been completed at 18 of the sites and work on five sites is currently in progress.

Community Involvement

- Pick Up San Jose Volunteers (PUSJ):
 - a. From July 1, 2005 through June 30, 2006:
 - 3,068,899 - Total bags of litter picked up by all participating PUSJ organizations and volunteers.
 - 1,182 – Total bags of litter removed by Pick Up San José volunteers.
 - 1,251– Total bags of litter picked up by one day clean up groups.
 - As of June 30, 2006:
 - 2,824 – Total number of Pick Up San José volunteers.
 - 136 – Total number of Hotspots adopted
 - 299 – Total number of Hotspot volunteers
 - b. If all the bags of litter picked up by all participating PUSJ organizations and volunteers from July 1, 2002 through June 30, 2006 (11,554,317) were lined up next to each other, the line would stretch for 6,565 miles spanning a distance from San José to just outside of Viedma, Argentina.

Education

- Three litter educational commercials resumed running on several cable television channels on November 14, 2005. From November 14 through June 30, 2006, the commercials have broadcasted 1,149 times and have been viewed 827,204 times.

Enforcement Strategies

- Local law enforcement agencies issued 129 citations for littering from July 1, 2005 to June 30, 2006. These citations were primarily for littering and trucks whose loads were improperly covered.

Miscellaneous

- The Highway Pilot Program began on April 13, 2006. The Anti-Graffiti and Litter program redeployed two staff members to remove litter from the on-ramps and the off-ramps on Highway 280/680. The staff supervised six to eight Alternate Work Program participants who picked up the litter.
- The chart below provides the statistical data to date and has been categorized by Round Trip, Number of Work Days, Number of Bags and Average Rating. A round trip begins from Milpitas traveling southbound on Highway 680; eventually Highway 680 becomes Highway 280 and continues at Cupertino. The same route is reversed and thus completes a round trip. The number of workdays constitutes the amount of days each round trip lasts. The number of bags represents the amount of litterbags that are collected on each round trip. The average rating is based on the Keep America Beautiful Litter Index prior to the clean up (1= No litter, 2= Slightly Littered, 3= Littered, 4=Extremely Littered) and is an average rating for each round trip.

Round Trip	Number of Work Days	Number of Bags	Average Rating
1	34	280	3.65
2	38	418	3.64
3	24	410	2.80

Although it is still too early to determine the success of this effort, the following observations can be made:

- Staff has received many compliments regarding the improved condition.
- Staff is removing a significant amount of litter.
- In contrast to graffiti, litter returns quickly to an area after the areas have been cleaned.
- Even though the AGLP has been able to maintain a respectable response time for Graffiti Hotline calls, the proactive graffiti abatement has been severely curtailed.
- There has been a sharp increase in graffiti tagging. At this point, it is difficult to determine if the increase in tagging is a result of the typical summer increase or if it is the result of the redeployment. We will be in a better position to determine this after school begins again.

PUBLIC INTEREST/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1million or greater.
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City.
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach.

None of the above criteria apply to this memorandum. The Program does make outreach calls to volunteers and broadcasts anti-litter commercials through cable television. Program staff also attend community meetings, fairs and festivals in order to recruit Anti-Graffiti and Litter volunteers.

COORDINATION

This memorandum has been coordinated with the following departments/agencies: Office of the City Attorney, City of San Jose Department of Transportation, City Manager's Office, San Jose Unified School District, Office of the District Attorney, Santa Clara County Roads & Airports, City of Campbell, City of Mountain View, San Jose Mayor's Office, Caltrans - Adopt a Highway, Environmental Services Department, Santa Clara County, Integrated Waste Management Department, CHP, Valley TA, San Jose Police Department, Caltrans - Adopt a Highway, , Redevelopment Agency, Planning, Building and Code Enforcement, Santa Clara Valley Urban Runoff Program, City of San Jose Adopt-A-Street Program.

CEQA

Environmental status granted by the Planning, Building and Code Enforcement Department. The appropriate citation is to be noted on the memo:

CEQA: Not a project (Akoni Danielsens 8-28-06).

ALBERT BALAGSO
Acting Director of Parks, Recreation
and Neighborhood Services