



# Operation Urban Blight

Ad Hoc Blight Council Committee

November 7, 2013

# Operation Urban Blight



- Update
- Current plan
- Plan forward



# Ad Hoc Committee Input



- CM Lee -- Cutting Grass/New Division
- CM Jones -- Tires
- CM Crescimbeni -- Use of technology, eyes on street to report.
- CM Gaffney -- Public Education
- CP Gulliford -- Community Pride
- CM Love -- 630-CITY Interaction
- CM Boyer -- Blight is not just grass, it includes graffiti, trash, illegal dumping and maintenance at parks.

# How Are We Attacking It?



- Short-term
  - Get accurate inventory
  - Focus operations to concentrate clean-up activities
- Long-term
  - Identify new or modified legislation
  - Public marketing campaign
  - Public engagement

# How Are We Organized?

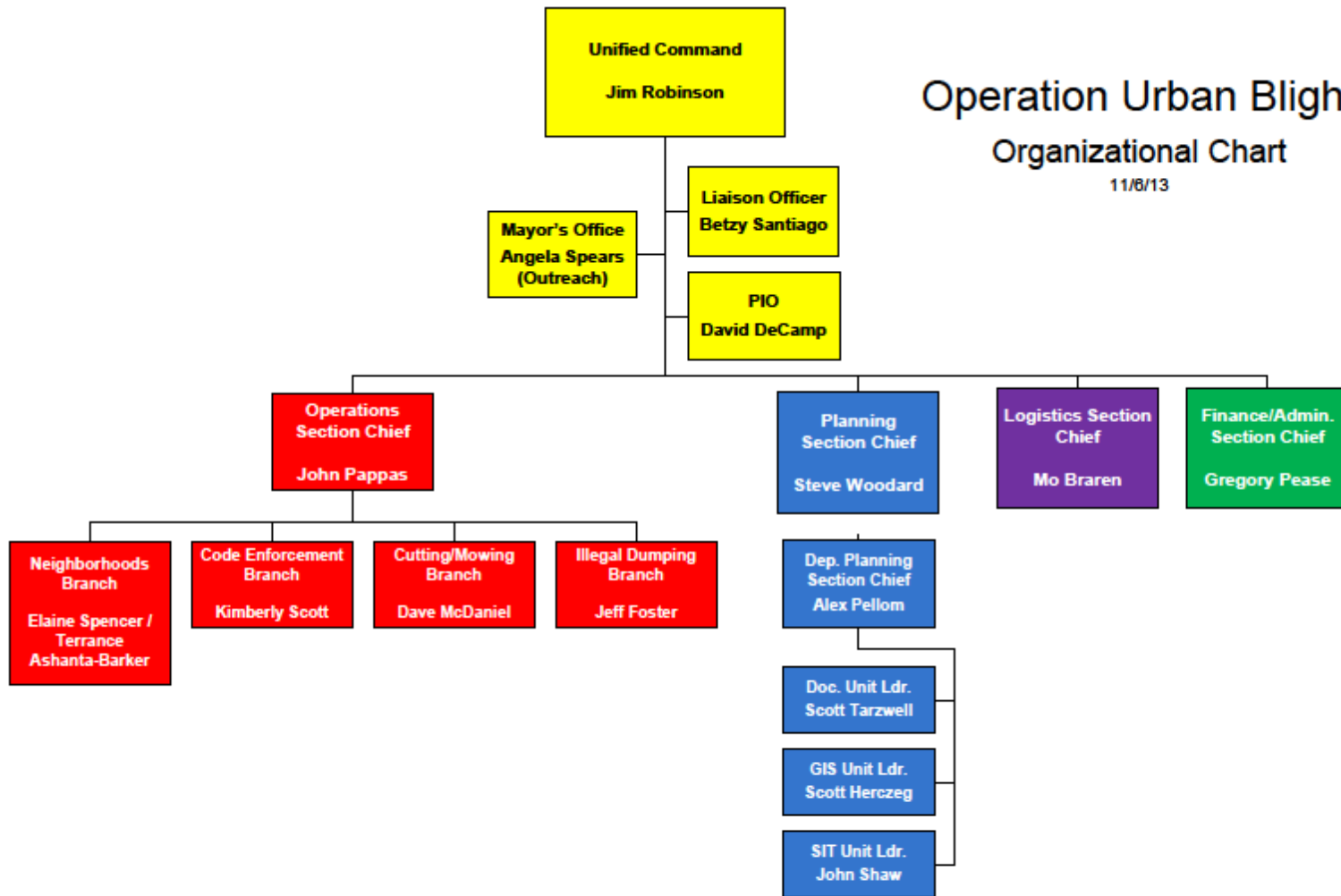


- Incident Command Structure
  - Treat this operation as if a Tropical Storm just left massive amounts of debris on the ground
  - Efficient organization of resources
  - Creates a “practice” of ICS for eventual real storm event
  - Weekly tracking of progress
  - Weekly action plan
  - Well defined chain of command



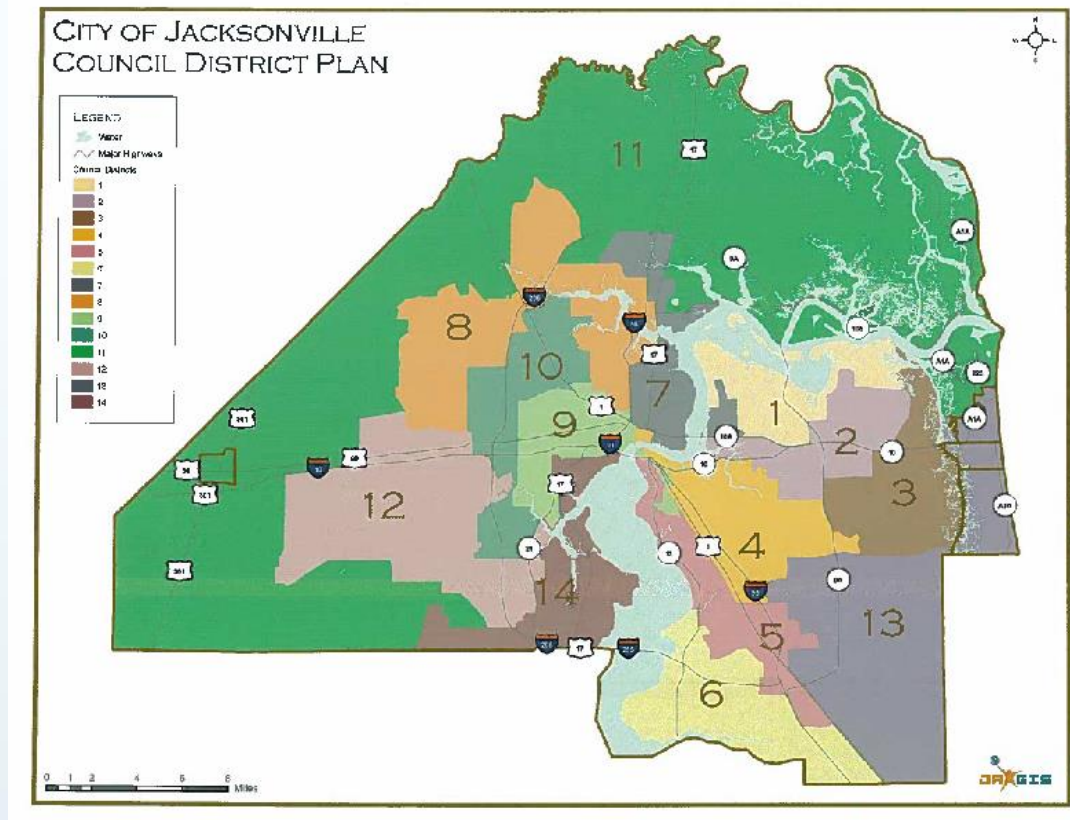
# Operation Urban Blight Organizational Chart

11/8/13



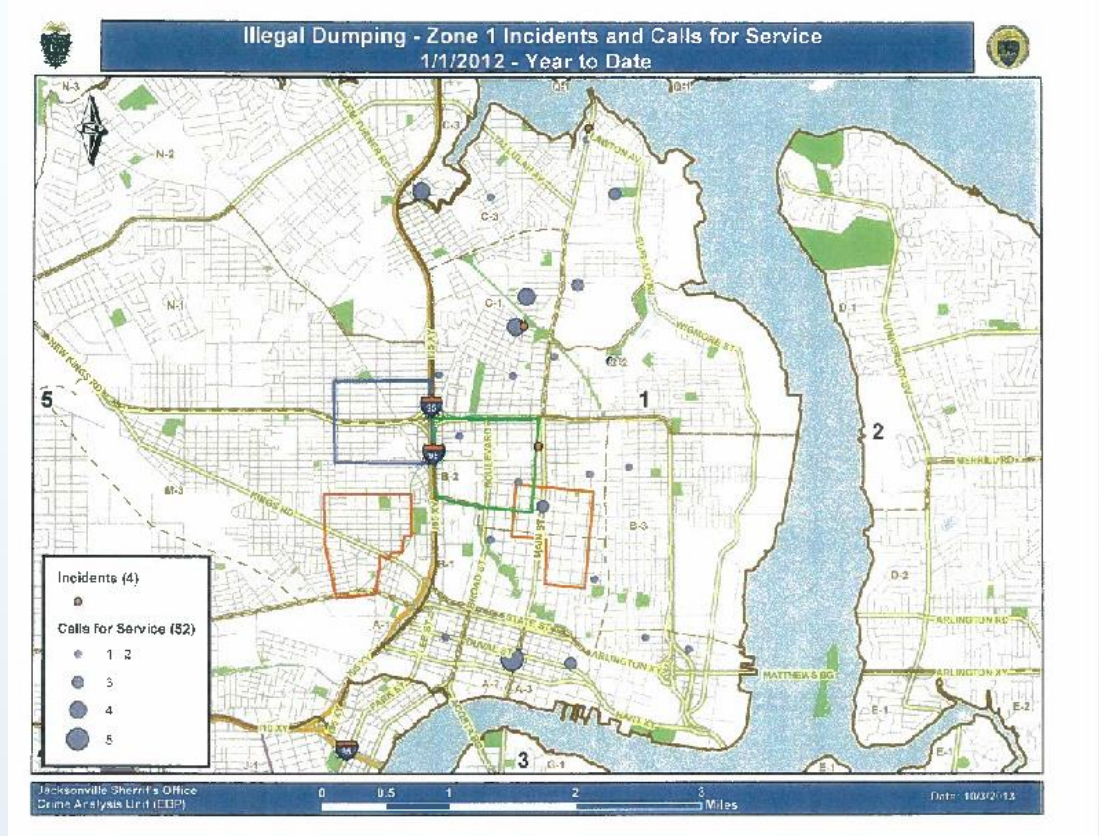


- **ROW Mowing**
  - Used active CARE issues to rank order Districts
  - Using mowing contract





- **Illegal Dumping/Litter**
  - Used data from JSO detective assigned to Solid Waste
  - Historic data used to pinpoint “hot spots”
  - Using existing staff - advanced scouts and litter crews





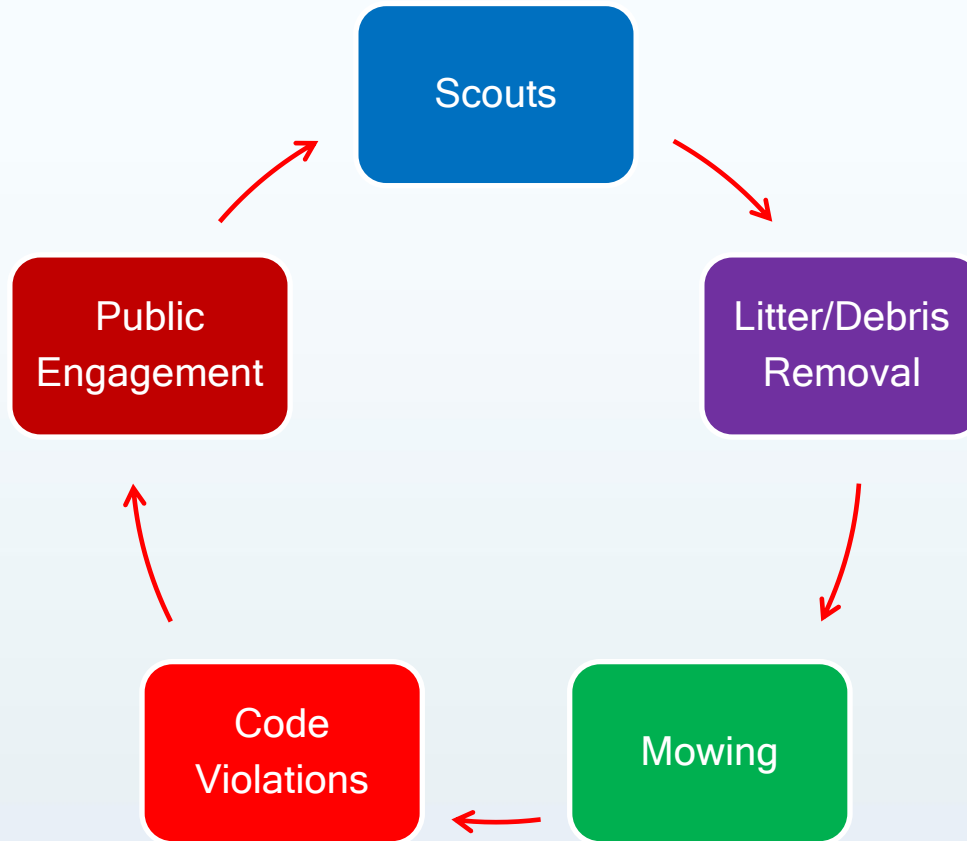
# Target Area #1



## Target Area #1 Divisions A-G



# The Blight "Train"



# Progress Report - Target Area #1



- Over 140 tons of illegal dumping & yard waste - a football field almost 1 foot deep
- 27 miles of ROW mowed
- Almost 2,000 waste tires
- 625 code violations

# Successful Operation



**Before**

**After**



# Operation Urban Blight - Continued Plan of Action



- Comprehensive mowing plan
- Relieve our environment of 15 to 20 thousand scrap tires
- Relieve our environment of possible mosquito breeding sites
- Boost community pride and awareness
- Sustainable and measurable outcome
- Relieve our City of illegal dumping and graffiti

# Operation Urban Blight - Possible Recommendations



- Public awareness campaign, community engagement
- Use of technology
- Tire buy back program
- Legislative recommendations



## THIS IS OUR CITY... DON'T TRASH IT!



Report Litter and Illegal Dumping  
[www.630CITY.coj.net](http://www.630CITY.coj.net)

# Operation Urban Blight - Possible Media Outlets



- COJ Website
- Local Newspapers
- Billboards
- TV
- Radio
- Flyers
- Neighborhood Groups
- PSA'S and Paid Advertising



# Tire Buy Back Creative - *DRAFT*



City of Jacksonville  
**TIRE BUYBACK EVENT**

Thursday, December 12th, 2013, 8:00 a.m. to 2:00 p.m.

**Earn \$2/Tire!\***

Let's get old tires off the streets.  
Don't trash Jax!"



\*Maximum 10 per vehicle.  
No truck, farm implement or  
other over-sized tires accepted

Everbank Field, Lot D  
One EverBank Field Drive  
Jacksonville, FL 32202

Open to all Duval County residents. Proof of residency required. Maximum of 10 tires per vehicle allowed.  
Hauling more than 10 scrap tires at a time without an approved state registration is a felony.

# Enhanced Technology

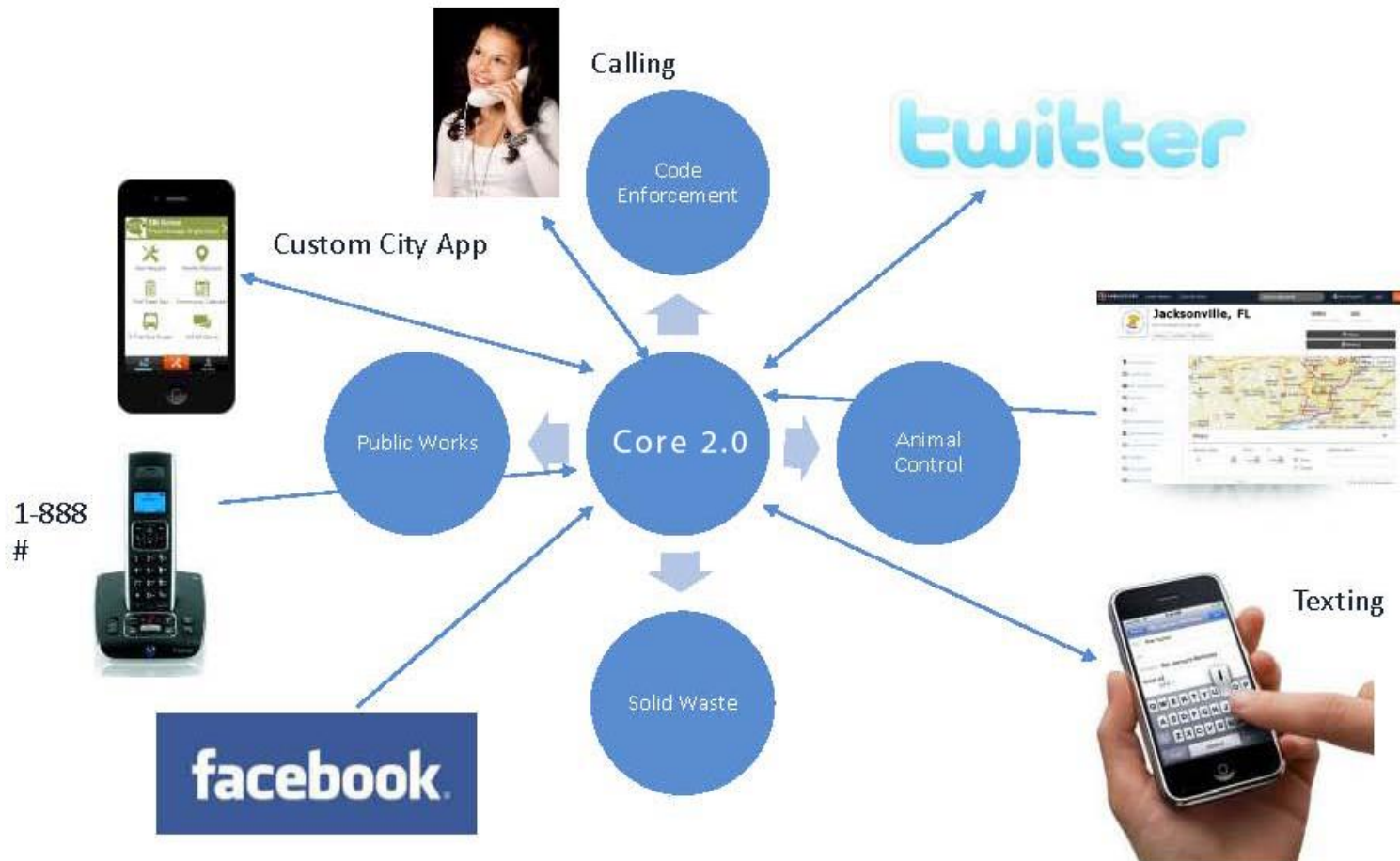


## CARE 2.0 Enterprise Solution (With Web/Mobile Applications)

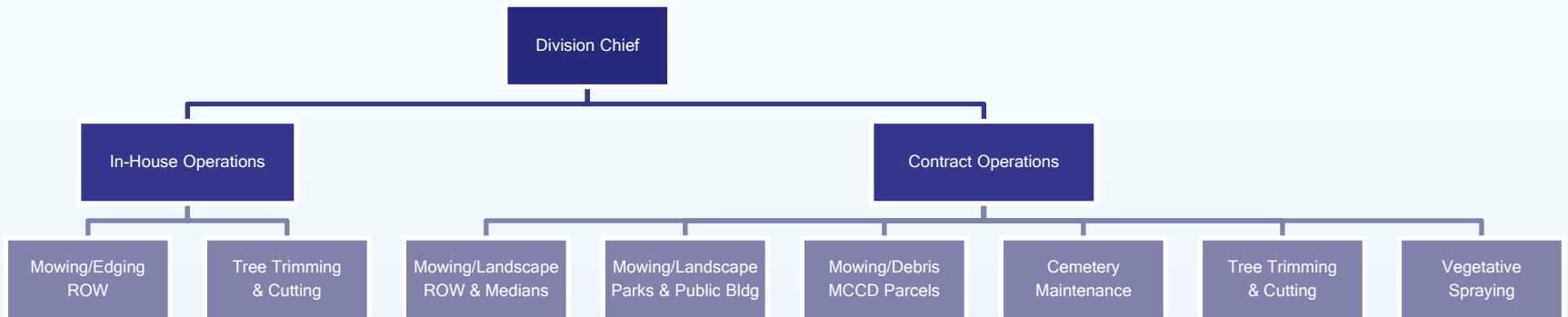
The image displays the CARE 2.0 Enterprise Solution interface across multiple devices, illustrating its multi-platform capabilities. Three red circles with numbers 1, 2, and 3 highlight key features:

- 1**: A mobile application interface for submitting a request. The screen shows a "New Request" form with fields for "Pothole Repair", "Date Submitted: 02/29/2012", "Status: completed / change", "Address: 72 Allen St, New York, NY", and "Assigned to: vincent.poldora". A camera icon is visible at the bottom, indicating photo upload functionality.
- 2**: A desktop application interface for managing requests. The screen shows a map of Jacksonville, Florida, with a search bar and a list of requests. The text "What do you want to do?" and "We are here to help with all your City of Jacksonville requests" is visible at the top.
- 3**: A desktop application interface for analytics and reporting. The screen shows a "Usage" dashboard with a bar chart for "Requests Per Day" and a "City Stats" section with various metrics. A pie chart for "Citizen Engagement" is also visible.

# CARE System Enhancements



# Mowing Division Organizational Structure -- *DRAFT*



Project Inspector  
(1)

# Proposed Cost Impact - Work in Process



- Soft costs
  - Technology
  - Public engagement - Advertising/Materials
- Mowing Division
  - Division overhead
  - Increased project inspection for contract compliance
  - Accommodate inter-departmental transfers to insure functions are not lost or compromised

# Possible Legislation



<b>Problem Origination</b>	<b>Possible solutions</b>
Tax reverted parcels	Currently self-perform when cited -- consider contract
Residents don't care	Council Member/CPAC/PAO involvement
Evictions	Ability to permit with a fee that would fund contract clean up
Yard waste from Tree Surgeons	Ability to fine
Haulers/City performance	Increased contract compliance resources
Move out	
ROW grass mowing	Require property owners to maintain ROW in front of house
Tires	Increased contract compliance resources



# Together, We Can Do This!!



**Fern Street- Before**



**Fern Street-After**