



BLIGHT ABATEMENT STRATEGY 2025-2027



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CALIFORNIA

PURPOSE/BACKGROUND



Introduction

- Blight has been a major concern in Modesto, identified as one of the top issues in a **2019 community survey**. In response, the City developed the **2020–2025 Blight Abatement Strategy**, which focuses on using data, trends, and technology to reduce blight, defined as **trash, debris, and illegally dumped bulky items** in public areas.
 - This issue is compounded by larger social factors like poverty and community norms. Over the past five years, progress has been achieved through the collaboration of various **City departments (Solid Waste, Parks, Police, Fire)** and external partners such as the **California Department of Fish & Wildlife** and **Operation 9-2-99**.
 - Although the pandemic presented challenges, it also led to new opportunities, particularly with the passage of **Measure H**, which strengthened resources and support for blight abatement efforts.
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OUR STORY THUS FAR...



The Journey!

- Blight Abatement Advisory Committee (**BAAC**): established in **Oct 2020**
 - Strengthened by **Measure H**: Passed in **Nov 2022**:
 - Added staff across departments, improved response times & park maintenance.
 - Enabled better equipment, coordination, and cleanup
 - Community Engagement:
 - Ongoing education & outreach campaigns
 - Encourages resident & business participation.
 - COVID-19 Challenges
 - Caused delays, added safety protocols, staffing issues, & more dumping.
 - Current Actions & Next Steps:
 - Free disposal programs/Events: Mattress Recycling, Bulky Item Pickup, Drive Up Drop Off (ongoing)
 - Enforcement: Stricter penalties, faster response
 - Growth: More full-time staff, enhanced weed abatement Funded by Measure H & ARPA
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PARTNERSHIPS

Collaboration with **community, schools, and partners** will help programs thrive, improving efficiency to combat blight.



PARTNERSHIPS

- By working together, programs will have an opportunity to thrive instead of just surviving. Engaging our community, schools and internal partners to become more efficient and coordinated to enhance our City. Listed ahead are partnerships or affiliations that the City is a part of to help further our efforts to combat blight.

Love
Modesto

**Downtown
Modesto
Partnership**

OPERATION 9-2-99



**DOWNTOWN
STREETS
TEAM**



MODESTO *Mo'* Beautiful

- "**Modesto Mo'Beautiful**" is a campaign aimed at uniting residents to tackle blight through **community empowerment**. Created in response to illegal dumping and blight, it brings together **internal departments, community members, and partners** to enhance the City. The goal is to inspire civic pride, **revitalize community engagement**, and promote a shared responsibility for a cleaner, safer Modesto.
 - Launched formally: April 26th at Love Modesto
 - This will be a continued effort to educate and engage the public.
 - The goal is to have sustained action and impact! Maintaining momentum, reaffirming positive behavior change.
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FUTURE GOALS & STRATEGIES



- **Parks, Recreation & Neighborhoods:**
 - Tagging: Remove within 48 hrs; target 24 hrs. Prioritize known hot spots.
 - Camp Cleanup: Reduce tonnage with MPD & Solid Waste help. Share workload to focus Parks staff on maintenance.
 - Park Usage: Encourage positive use, limit misuse. Continue collaboration across departments.

 - **Modesto Police Department: Code Enforcement Unit**
 - Ordinances & Enforcement: Finalize and enforce massage parlor and vacant building ordinances. Assign code officers for oversight.
 - Staffing & Resources: Hire 2 full-time and 4 part-time abatement staff. Replace old equipment with new trucks and trailers
 - Blight Abatement Improvements: Boost community outreach to prevent blight. Improve tracking and coordination of efforts
 - Meetings & Collaboration: Lead county-wide abatement meetings (with Turlock, Ceres, etc.) Join City department head meetings for coordination
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- **Public Works: Solid Waste/Streets**

- Revitalize BAAC: Support member projects to reduce vacancies and boost engagement.
 - Expand "Modesto Mo'Beautiful" (2025): Unite departments, residents, and businesses in beautification efforts.
 - Gain Designation as a Clean California City.
 - Develop Enforcement Software: Create a case management system to streamline tracking and response.
 - Faster Illegal Dumping Response: Cut response time from 8 days to 72 hours.
 - Weed Abatement Tracking: Public Works to monitor vegetation control and team effectiveness.
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