

**DRAFT**

Preview of February 15 DRAFT presentation to the BOS

## Implementing the My Santa Cruz County App and Leveraging Solid Waste Disposal Resources

Santa Cruz County SSP Advisory Commission, February 8, 2022

Presented by Socorro Gutierrez, Health Services Manager

**DRAFT**

# Implementing the My Santa Cruz County App and Leveraging Solid Waste Disposal Resources

**County of Santa Cruz, Board of Supervisors**

**February 15, 2022**

**Socorro Gutierrez**, Health Services Agency (HSA), Public Health Division

**Aimen Al-Refai**, Information Services Department (ISD)

**Beau Hawksford**, Department of Public Works (DPW)

**DRAFT**

**Summary of  
Board  
Directive  
from June 8,  
2021**

Health Services Agency (HSA), Department of Public Works (DPW) and Information Services Department (ISD) to report back on:

- a) Implementing the *My Santa Cruz County App* as a tool to address public syringe litter reporting in the unincorporated areas of Santa Cruz County, and
- b) Leveraging existing solid waste disposal resources and improving overall litter efforts of the County of Santa Cruz and Cities of Santa Cruz and Watsonville.

**DRAFT**

# Health Services Agency Public Health Division

---

## **Vision**

*Better Health Every Day for Everyone*

## **Mission**

*To collaborate with the community  
to protect, promote, and improve the health and well-being of all*

## **Values**

*Collaboration*

*Community-Focus*

*Compassion*

*Equity*

*Quality*

*Respect*

# **DRAFT**

# Agenda

---

## **1. Background**

- HSA SSP investments in syringe litter control
- Recommendations for Syringe Litter Reporting

## **2. Developing the app function**

- Roles and responsibilities of HSA, DPW and ISD
- Multi-phased approach to syringe litter reporting and response countywide
- Review of the Syringe Litter reporting function in My Santa Cruz County app (ISD)

## **3. Leveraging existing litter-response resources (DPW)**

**DRAFT**

Background

---

**DRAFT**

# Santa Cruz County SSP 3-pronged approach

## Syringe Distribution

- Fixed hours at County locations
- One-for-one Exchange
- Secondary Exchange for up to 2 individuals
- Maximum of 100 syringes per participant
- Maximum 100 syringes for each secondary individual

## Syringe Collection

- **Provide personal sharps containers for SSP participants, pharmacies and community partners**
- **Provide sharps lock boxes and containers for encampments in the City of Santa Cruz**
- **Provide training on syringe litter and safer sharps handling**
- **Sharps kiosks in public locations**

## Enhanced Referrals

- Referrals to social, behavioral and medical care
- Educational materials at SSP locations
- Overdose prevention
- Narcan distribution
- Onsite rapid HIV and hepatitis C testing

# DRAFT

## SSP has increased investment in syringe litter control over the years

| County SSP Budget | Actual FY 19/20      | Actual FY 20/21   | Actual FY 21/22    | Budgeted FY 22/23  |
|-------------------|----------------------|-------------------|--------------------|--------------------|
| <b>Revenue</b>    | \$223,916<br>(% NCC) | \$268,918         | \$265,840          | \$397,594          |
| <b>Expenses</b>   |                      |                   |                    |                    |
| Program Related   | \$160,916            | \$185,918         | \$149,020          | \$xxx,xxx          |
| Litter Related    | \$63,000<br>(28%)    | \$83,000<br>(31%) | \$116,820<br>(44%) | \$xxx,xxx<br>(xx%) |



**DRAFT**

Recommendations  
to improve  
syringe litter  
reporting & response  
through  
a centralized system  
(from June 8, 2021)

1. Relevant County departments, such as HSA and DPW should continue to collaborate on countywide strategies to reduce syringe litter.
2. Maintain existing disposal strategies, such as the kiosk program across all jurisdictions.
3. Leverage existing litter-cleanup infrastructure for syringe litter response, including expansion of contracts with litter-cleanup organizations to support syringe cleanup efforts.
4. Utilize the My Santa Cruz county mobile application (app) for easier reporting and response in the unincorporated county regions.

**DRAFT**

# Developing the app function

---

County of Santa Cruz, Health Services Agency (HSA)

County of Santa Cruz, Information Services Department (ISD)

**DRAFT**

# Roles and Responsibilities of HSA, DPW and ISD

## HSA

To **improve partnerships and service coordination** with our cities, non-profits, and private organizations to have an impact on all litter and to ensure syringe litter is addressed efficiently.

## ISD

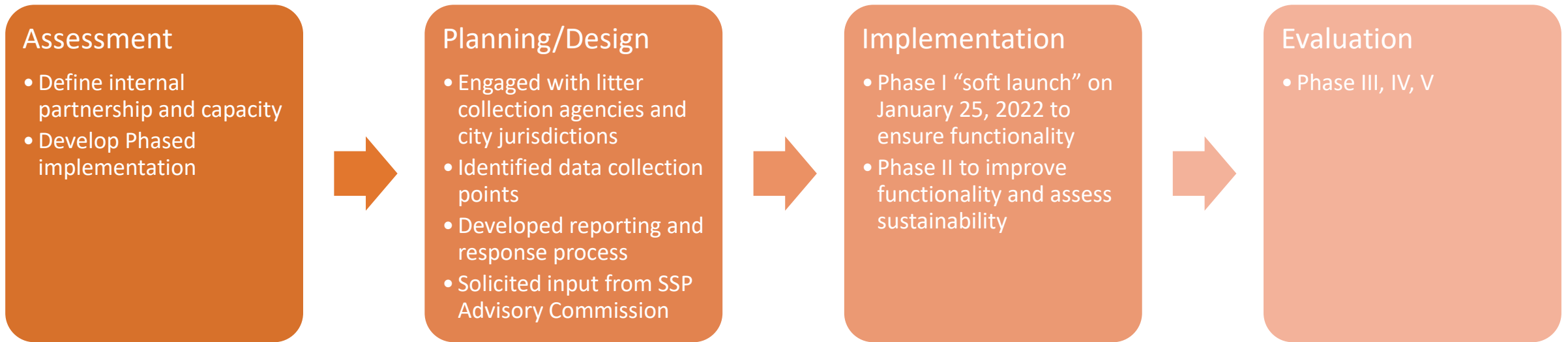
To **build the Syringe Function in My Santa Cruz County App**, supporting data collection software, and providing reporting suggestions based on needs expressed by DPW, the SSP and collaborating agencies.

## DPW

To **respond and leverage litter and illegal dumping abatement program resources**, which includes syringe litter.

**DRAFT**

# Planning and Implementation Process



# DRAFT

\*This table was included in the board memo and is not part of the presentation. It is being included as a slide for context and introduction to the next slide.

| Table: Multi-Phased Approach to Improve Syringe Litter and Response Countywide |  |                                       |
|--|--|---------------------------------------|
| Phase  | Description  | Start Date                            |
| I  | Initial implementation of syringe litter reporting function - soft launch to assess functionality  | January 25, 2022                      |
| II   | ISD to address technology, reporting or data issues on syringe litter reporting function of My Santa Cruz County mobile app; Identify and procure staff and funding for the continuation of this phased implementation | February 16, 2022                     |
| III  | Promote the syringe litter reporting function of the app for broad public awareness and use  | March 1, 2022<br>Resource dependent   |
| IV   | Identify and implement a system for reporting to consolidate information from litter collection partners with the data from the app  | July 1, 2022<br>Resource dependent    |
| V  | Utilize data to develop a map with areas of heavy syringe litter “hotspots” to identify targeted clean up areas  | October 1, 2022<br>Resource dependent |

# DRAFT

## Multi-Phased Approach to Improve Syringe Litter & Response Countywide

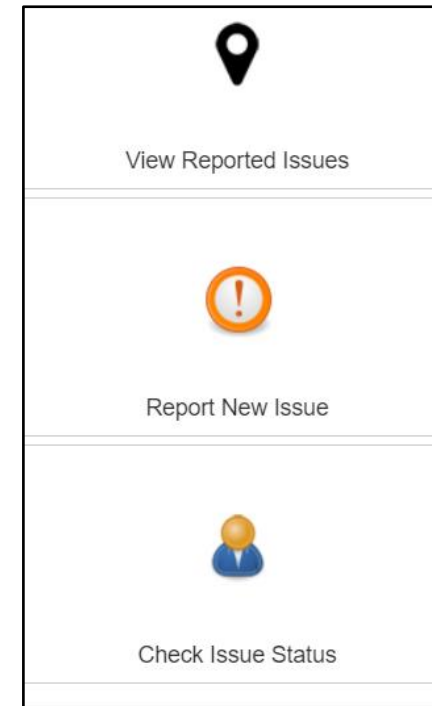
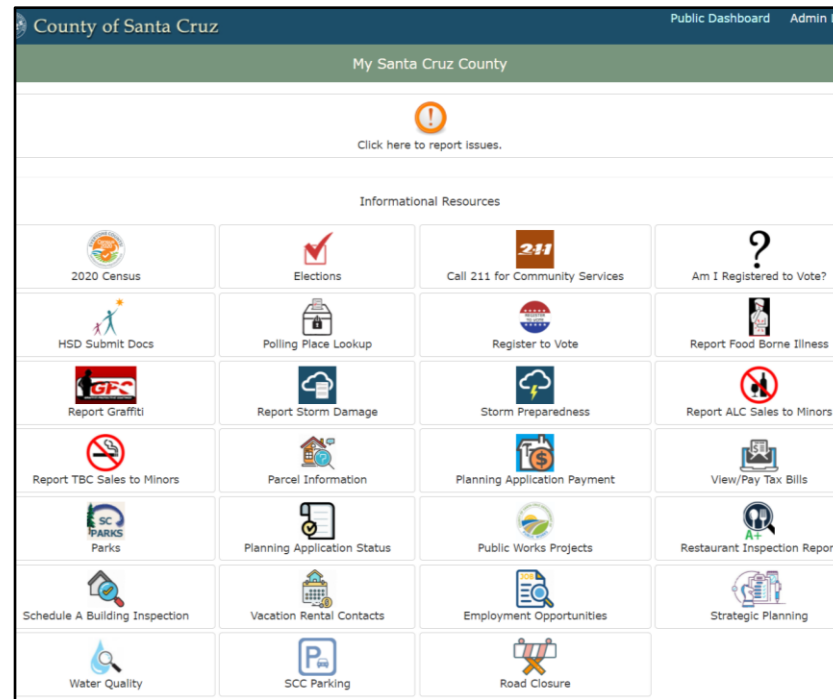
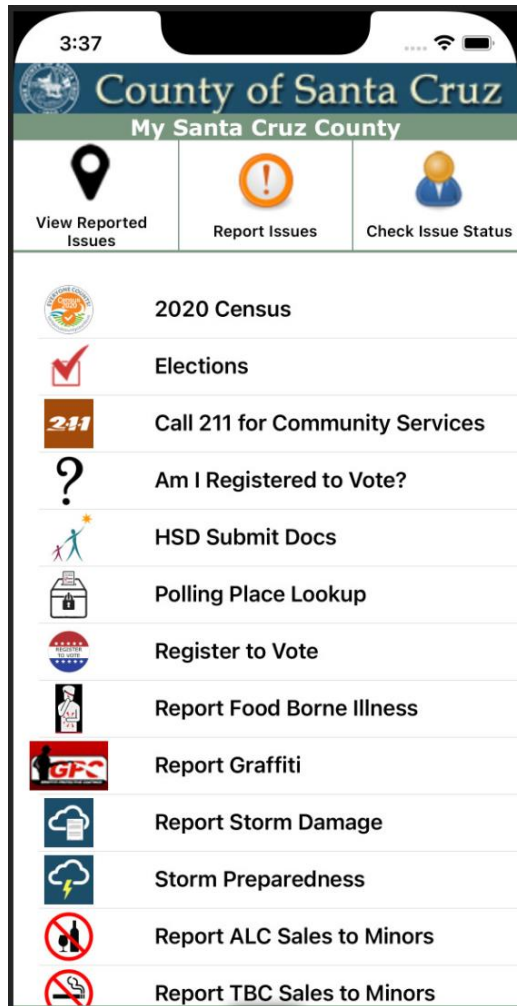
| Phase | Description  | Start Date | Outcome    |
|-------|--|------------|------------|
| I     | Initial implementation of syringe litter reporting function - soft launch to assess functionality.   | 1/25/22    | In-process |
| II    | ISD to address technology, reporting or data issues on syringe litter reporting function of My Santa Cruz County mobile app;<br><br>Identify and procure staff and funding for the continuation of this phased implementation. | 2/16/2022  | Pending    |

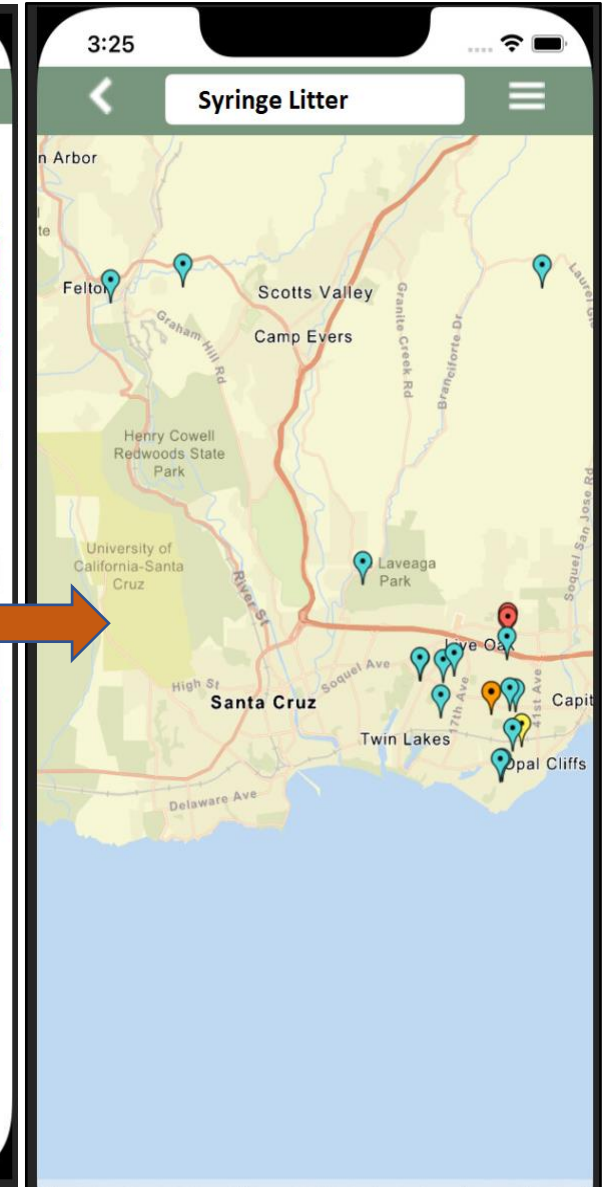
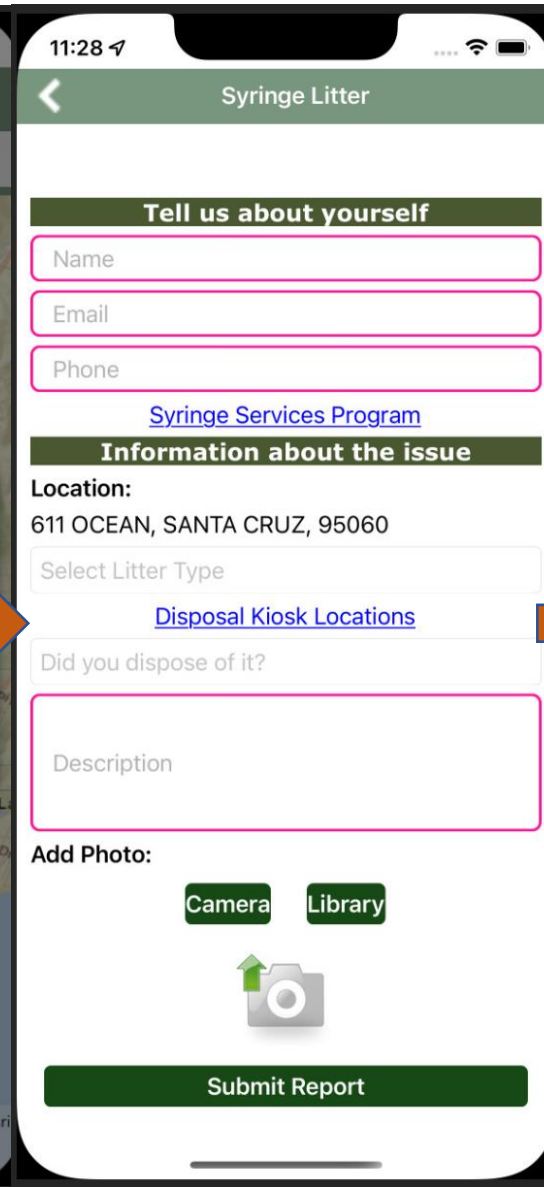
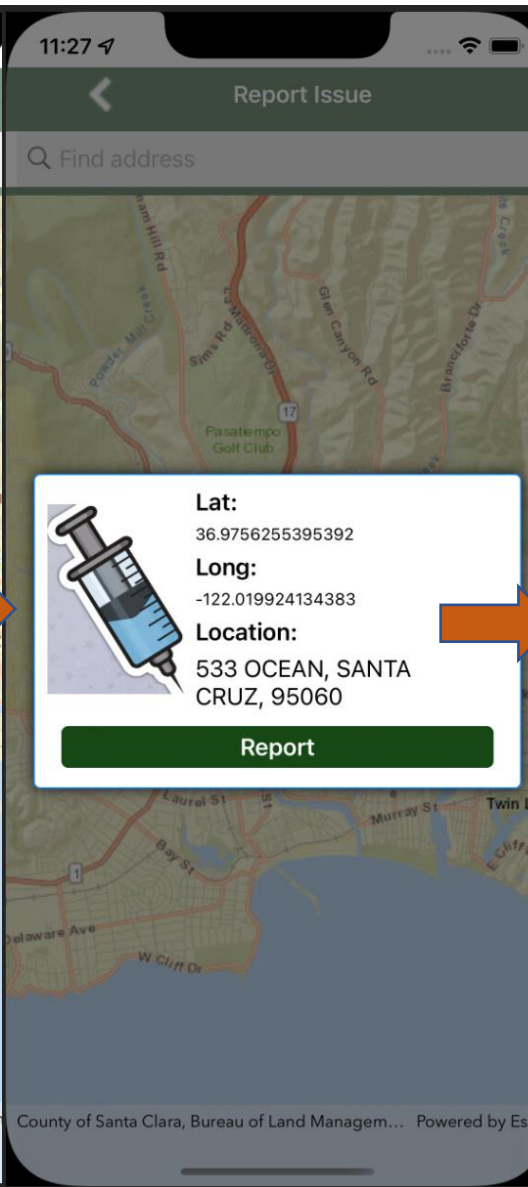
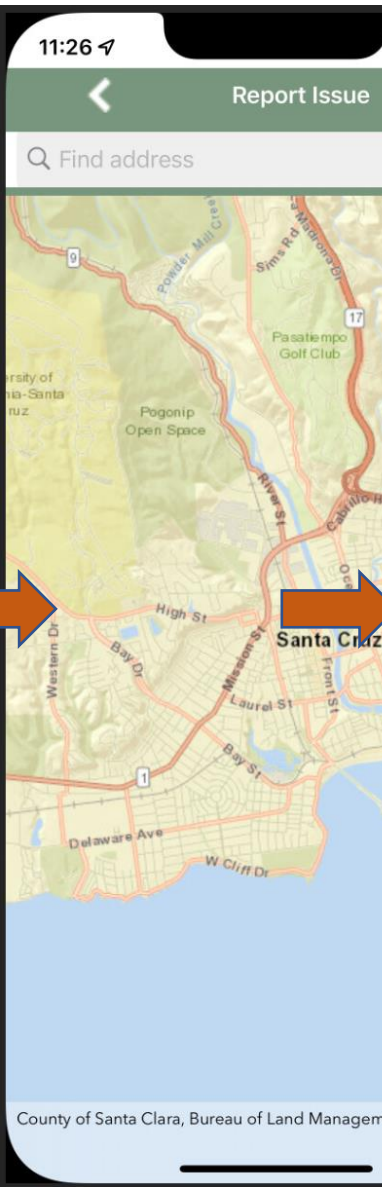
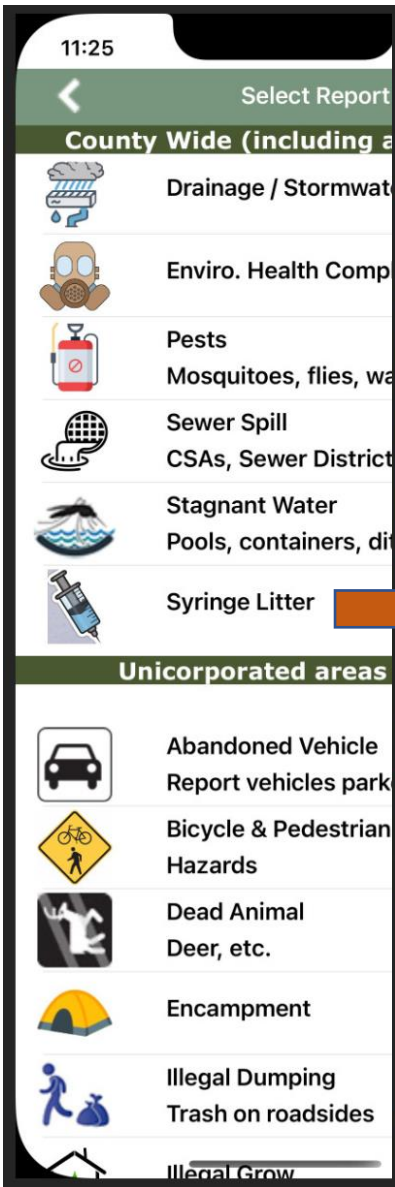
*Phases III, IV and V will be designed after resources are assessed*

**DRAFT**

# MySCCounty App

## Workflow of Submittal and Phase I Reporting







County of Santa Cruz Public Dashboard Admin Log 1

My Santa Cruz County - Reporting New Issue [Back to Home page](#)

1

Countywide (including all cities)

|  |   |                                 |  |
|--|---|---------------------------------|--|
| <b>Dead Birds</b><br>< 24 hours  | <b>Drainage / Stormwater / Flooding</b>                   | <b>Enviro. Health Complaint</b> | <b>Pests</b><br>Mosquitoes, flies, wasps, rodents, ticks |
| <b>Sewer Spill</b><br>CSAs, Sewer Districts, and City of Capitola only | <b>Stagnant Water</b><br>Pools, containers, ditches, etc. | <b>Syringe Litter</b>           |  |

Unincorporated areas only

|  |   |                                  |   |
|--|---|----------------------------------|---|
| <b>Abandoned Vehicle</b><br>Report vehicles parked on streets for more than 72 hours | <b>Bicycle &amp; Pedestrian Hazards</b> | <b>Dead Animal</b><br>Deer, etc. | <b>Encampment</b>   |
| <b>Illegal Dumping</b><br>Trash on roadsides   | <b>Illegal Grow</b>                     | <b>Pothole</b>                   | <b>Signal, Sign Down</b><br>Down, missing or damaged street signs |
| <b>Tree Trimming</b><br>Trimming, brush clearing                                     |   |                                  |   |

County of Santa Cruz Public Dashboard Admin Log 1

My Santa Cruz County - Report Issue Location [Back to Home page](#)

Click on map to set location.

County of Santa Clara, Bureau of Land Management, Esri, HERE, Garmin, INCREMENT P, NGA, USGS

County of Santa Cruz Public Dashboard Admin Log 1

My Santa Cruz County - Report Issue Location [Back to Issue Type](#)

Click on map to set location.

Find address or place

Set Issue Location

75 RIVER SANTA CRUZ 95060

County of Santa Clara, Bureau of Land Management, Esri, HERE, Garmin, INCREMENT P, NGA, USGS

County of Santa Cruz Public Dashboard Admin Log 1

Email

Phone

Address

Location of Issue

**Syringe Services Program**

Select Litter Type

**Disposal Kiosk Locations**

Did you dispose of it?

Description

**DRAFT**

County of Santa Cruz Public Dashboard Admin Log 1

My Santa Cruz County -- Issue Mapping [Back to Home page](#)

Select Issue to view (select one):  Submitted Received In Progress Resolved [List View](#)

Find address or place

County of Santa Clara, Bureau of Land Management, Esri, HERE, Garmin, INCREMENT P, NGA, USGS

**DRAFT**

# Leveraging existing resources to improve litter response

---

County of Santa Cruz, Department of Public Works (DPW)

## Litter Clean-Up Community Partners

- DPW Roads-Special Crews – litter clean-up in County Right-of-Way (ROW)
- Save Our Shores (SOS) – Community Clean-up Events at County beaches with volunteers
- Downtown Streets Team (DST) – Regular litter clean-up along N. Coast, Felton, and Emeline neighborhood
- Watsonville Works – Regular litter clean-up in County areas adjacent to downtown Watsonville

## Funding and Expansion of Program

- Leveraging DPW funds to match Cal-Fresh Employment Training (CFET) money from HSD to expand program
- Expansion into Emeline Campus neighborhood (Santa Cruz Neighborhood Cleanup Project)
- Expansion into Watsonville
- Further expansion into other areas in the County

**DRAFT**



**DRAFT**

# SSP Highlights

**DRAFT**

## Community Impact

*Through our Public Health values of **collaboration, compassion and respect** we achieved the following:*

**Implemented  
the syringe litter  
reporting  
function on My  
Santa Cruz  
County App**

**Designed a  
countywide  
syringe-litter  
response system**

**Strengthened  
partnerships to  
improve litter  
control**

**DRAFT**

Closing

---