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
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)
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.
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
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)
Background
## Santa Cruz County SSP 3-pronged approach

<table>
<thead>
<tr>
<th>Syringe Distribution</th>
<th>Syringe Collection</th>
<th>Enhanced Referrals</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Fixed hours at County locations</td>
<td>• Provide personal sharps containers for SSP participants, pharmacies and community partners</td>
<td>• Referrals to social, behavioral and medical care</td>
</tr>
<tr>
<td>• One-for-one Exchange</td>
<td>• Provide sharps lock boxes and containers for encampments in the City of Santa Cruz</td>
<td>• Educational materials at SSP locations</td>
</tr>
<tr>
<td>• Secondary Exchange for up to 2 individuals</td>
<td>• Provide training on syringe litter and safer sharps handling</td>
<td>• Overdose prevention</td>
</tr>
<tr>
<td>• Maximum of 100 syringes per participant</td>
<td>• Sharps kiosks in public locations</td>
<td>• Narcan distribution</td>
</tr>
<tr>
<td>• Maximum 100 syringes for each secondary individual</td>
<td></td>
<td>• Onsite rapid HIV and hepatitis C testing</td>
</tr>
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**DRAFT**

SSP has increased investment in syringe litter control over the years

<table>
<thead>
<tr>
<th>County SSP Budget</th>
<th>Actual FY 19/20</th>
<th>Actual FY 20/21</th>
<th>Actual FY 21/22</th>
<th>Budgeted FY 22/23</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>$223,916</td>
<td>$268,918</td>
<td>$265,840</td>
<td>$397,594</td>
</tr>
<tr>
<td>(% NCC)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Related</td>
<td>$160,916</td>
<td>$185,918</td>
<td>$149,020</td>
<td>$xxx,xxx</td>
</tr>
<tr>
<td>Litter Related</td>
<td>$63,000</td>
<td>$83,000</td>
<td>$116,820</td>
<td>$xxx,xxx</td>
</tr>
<tr>
<td></td>
<td>(28%)</td>
<td>(31%)</td>
<td>(44%)</td>
<td>(xx%)</td>
</tr>
</tbody>
</table>
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.
Developing the app function

County of Santa Cruz, Health Services Agency (HSA)
County of Santa Cruz, Information Services Department (ISD)
<table>
<thead>
<tr>
<th>Role</th>
<th>Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HSA</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>ISD</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>DPW</strong></td>
<td>To respond and leverage litter and illegal dumping abatement program resources, which includes syringe litter.</td>
</tr>
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</table>
Planning and Implementation Process

**Assessment**
- Define internal partnership and capacity
- Develop Phased implementation

**Planning/Design**
- Engaged with litter collection agencies and city jurisdictions
- Identified data collection points
- Developed reporting and response process
- Solicited input from SSP Advisory Commission

**Implementation**
- Phase I “soft launch” on January 25, 2022 to ensure functionality
- Phase II to improve functionality and assess sustainability

**Evaluation**
- Phase III, IV, V
<table>
<thead>
<tr>
<th>Phase</th>
<th>Description</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Initial implementation of syringe litter reporting function - soft launch to assess functionality</td>
<td>January 25, 2022</td>
</tr>
<tr>
<td>II</td>
<td>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</td>
<td>February 16, 2022</td>
</tr>
<tr>
<td>III</td>
<td>Promote the syringe litter reporting function of the app for broad public awareness and use</td>
<td>March 1, 2022 Resource dependent</td>
</tr>
<tr>
<td>IV</td>
<td>Identify and implement a system for reporting to consolidate information from litter collection partners with the data from the app</td>
<td>July 1, 2022 Resource dependent</td>
</tr>
<tr>
<td>V</td>
<td>Utilize data to develop a map with areas of heavy syringe litter “hotspots” to identify targeted clean up areas</td>
<td>October 1, 2022 Resource dependent</td>
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*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.*
### Multi-Phased Approach to Improve Syringe Litter & Response Countywide

<table>
<thead>
<tr>
<th>Phase</th>
<th>Description</th>
<th>Start Date</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Initial implementation of syringe litter reporting function - soft launch to assess functionality.</td>
<td>1/25/22</td>
<td>In-process</td>
</tr>
<tr>
<td>II</td>
<td>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.</td>
<td>2/16/2022</td>
<td>Pending</td>
</tr>
</tbody>
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*Phases III, IV and V will be designed after resources are assessed*
MySCCounty App
Workflow of Submittal and Phase I Reporting
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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
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
Closing