



FILED
OFFICE OF THE CITY CLERK
OAKLAND

2014 NOV 20 PM 12: 22

AGENDA REPORT

TO: HENRY L. GARDNER
CITY ADMINISTRATOR

FROM: Brooke A. Levin

SUBJECT: Informational Report on Illegal Dumping **DATE:** October 24, 2014

City Administrator
Approval

Date

11/18/14

COUNCIL DISTRICT: Citywide

REASON FOR SUPPLEMENTAL

Staff recommends that the City Council accept this informational report to provide a performance Update on the OPW's use of \$200,000 that was added in the Fiscal Year (FY) 2014-15 Mid-Cycle Budget and Mattress Recycling Legislation.

OUTCOME

This is an informational report to the Public Works Committee (PWC).

BACKGROUND/LEGISLATIVE HISTORY

In the FY 2014-15 mid-cycle budget the City Council added \$100,000 to the Keep Oakland Clean & Beautiful (KOCB) budget to address illegal dumping and \$100,000 to address graffiti.

ANALYSIS

Additional Funding To Address Illegal Dumping

The funds became available in late July 2014. In August three (3) crews began removing illegal dumping on overtime one (1) day a week. These funds have helped OPW to restore performance of illegal dumping removal to the standard of 85% completion rate in three (3) business days. During this period with the additional overtime, it has taken an average of two (2) business days to close a work order. The plan is to continue these efforts throughout the FY 2014-15. This action is projected to cost \$90,000.

The established Performance Measures and target achieved for illegal dumping removal for the past three (3) months is shown in Table 1 below.

Item: _____
City Council (or Committee)
December 2, 2014

Table 1: Illegal Dumping Removal Performance

Month	Target % Completed in 3 business days	Target Achieved	Total Work Orders Completed
September	85%	91%	2,070
August	85%	89%	2,186
July	85%	81%	2,418

Additional Funding To Address Graffiti

Funds from FY 2014-15 appropriations (\$100,000) became available in late July 2014. These funds were programmed for the following uses:

- Painting crew overtime
- Innovative equipment to catch taggers
- Develop and print Anti-graffiti brochure
- Call Center overtime to process service requests

In August, four (4) existing painters began working overtime to provide a more rapid response to graffiti removal service requests. The plan is to continue these efforts throughout the FY 2014-15. This action is projected to cost \$50,000.

Facilitated through the City Administrator's Office and the Illegal Dumping Team, OPW is securing two types of innovative technology to reduce graffiti. The first will assist with catching taggers in the act. This two year pilot program is projected to cost \$18,000. The second will help Oakland Police Department (OPD) in building cases against taggers, leading to more successful legal action. This technology will cost \$10,000.

Funds will also be used to produce "Stop Graffiti" flyers to be used as an outreach tool at various events. The flyer will contain the four ways to report graffiti, and will outline key information that a witness can provide to assist in catching and prosecuting taggers. The flyers are projected to cost \$2,000.

The Public Works Call Center was experiencing staffing shortages, which impacted service requests being forwarded to KOCB. In August funds were made available to allow Call Center staff to work overtime to ensure service requests are disseminated to the crews in a timely manner. A total of \$5,000 was allocated for this effort.

Item: _____
Public Works Committee
December 2, 2014

Public Awareness Media Campaign

In collaboration with the City Administrator's Office and the City Attorney's Office, OPW is developing a media campaign to increase the public awareness of the City's new enforcement efforts to address illegal dumping and graffiti violators. The media plan will promote how residents and businesses can report illegal dumpers and taggers and potentially receive a reward. The media campaign will include educational advertisements on City bus stop shelters in target areas where illegal dumping and graffiti most often occur in the City, handbills, and information on the website and via the City's social media avenues. OPW is contributing \$15,000 to this campaign.

Mattress Rebate Pilot Program

Illegal dumping of mattresses is a serious and growing issue throughout many parts of the City. In FY 2012-13 there were 1,554 mattress service requests initiated, and 3,475 in FY 2013-14. This represents a 55% increase in the number of mattress service requests during this one year period.

To tackle this problem, OPW is developing a pilot mattress amnesty program to encourage Oakland residents to drop off mattresses at a designated location and provide a "reward" for doing this as an alternative to dumping mattresses in the street. Proof of Oakland residency will be required, and residents will receive \$10 per mattress. No commercial deliveries will be accepted. The mattresses will either be disposed of or recycled depending on the condition of the mattress. The program will continue until the funds are exhausted. A total of \$10,000 will be allocated towards the "reward." OPW anticipates the first amnesty day to be held in the early spring 2015.

Table 2: Planned costs for FY 14-15

Illegal Dumping	cost
Overtime for crews to pick up Illegal Dumping	\$90,000
Reward for Mattress Rebate Pilot Program	\$10,000
Illegal Dumping - Total	\$100,000
Graffiti	cost
Overtime for painters to remove graffiti	\$50,000
Pilot Program to catch taggers in the act	\$18,000
Technology to assist OPD in building cases against taggers	\$10,000
"Stop Graffiti" flyers	\$2,000
Call Center Overtime	\$5,000
Public Awareness Media Campaign	\$15,000
Graffiti - Total	\$100,000

PUBLIC OUTREACH/INTEREST

This item did not require any additional public outreach other than the required posting on the City's website.

COORDINATION

The Office of the City Attorney the Budget Office, Controller's Bureau, Fiscal Services Department, Finance and Management Agency, and the City Administrator's Office were consulted for the preparation of this report.

COST SUMMARY/IMPLICATIONS

This is an informational report with no fiscal impacts.

SUSTAINABLE OPPORTUNITIES

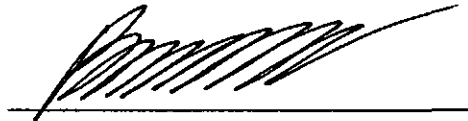
Economic: The continued efforts of staff to remove illegal dumping and graffiti will assist in improving the physical appearance of the City of Oakland, which translates directly into attracting and retaining business and promoting civic pride.

Environmental: A decrease in the amount of dumped materials and litter will lessen the amount of debris that enters the storm-drain systems, polluting our creeks and waterways.

Social Equity: The enhanced efforts of collaboration and partnering between the Public Works Department, our citizens and our business community will improve the quality of life and public safety.

For questions regarding this report, please contact Frank Foster, Operations Manager Keep Oakland Clean and Beautiful at 510-434- 5109.

Respectfully submitted,



Brooke A. Levin
Director, Oakland Public Works

Reviewed by:
Susan Katchee, Assistant Director
Public Works Department

Prepared by:
Frank Foster, OPW Operations Manager
Keep Oakland Clean and Beautiful