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AGENDA REPORT

TO: FRED BLACKWELL
INTERIM CITY ADMINISTRATOR

FROM: Brooke A. Levin
Interim Director, OPW

SUBJECT: Supplemental Illegal Dumping Report

DATE May 19, 2014

City Administrator

Date

Approval

5/29/14

COUNCIL DISTRICT: City-Wide

REASON FOR SUPPLEMENTAL

The Public Works Department is presenting this supplemental report to provide an update on efforts to reduce illegal dumping in Oakland.

OUTCOME

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

BACKGROUND/LEGISLATIVE HISTORY

There were Illegal Dumping Reports presented to the Public Works Committee on March 27, 2012 (file #11-0332), September 24, 2013 (file #12-0717), and March 25, 2014 (file #13-0401). This is a supplemental report to the aforementioned reports.

ANALYSIS

OPW Illegal Dumping Removal Program

As part of the FY 2013-15 Adopted Policy Budget, with the elimination of furlough days beginning July 1, 2013, Oakland Public Works Department (OPW) has been able to restore performance of illegal dumping removal to the standard of 85% completion rate in three (3) business days. The established Performance Measures and target achieved for illegal dumping removal for the past four (4) months is shown in Table 1 below.

In the first ten (10) months of FY 2013-14 the Keep Oakland Clean and Beautiful Division (KOCB) of OPW responded to 15,870 service requests to remove items illegally dumped on public property. This is a 14% increase in the number of requests from the previous year.

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Table 1: Illegal Dumping Removal Performance 2014

Month	Target % Completed in 3 business days	Target Achieved	Total Service Requests Completed
April	85%	93%	1,585
March	85%	97%	1,700
February	85%	92%	1,414
January	85%	88%	1,681

Table 2, provides an update on items the Public Works Committee requested to track on operations, enforcement, and outreach methods to combat illegal dumping. It is organized by three categories: 1) Keep Oakland Clean and Beautiful Division, 2) enforcement from the City Administrator's and Attorney's Offices, and 3) last public outreach.

Table 2 – Followup of Items from PWC

I. KOCB		
Program/Item	Description	Results/Status
A. Sunday Collection Service	PWC requested that OPW look at restoring Sunday service to address issues that arise on this day of the week with street litter containers and illegal dumping removal from public property and right-of-ways. This service was eliminated in February 2012 due to funding that was associated with the former Redevelopment Agency. OPW analyzed operational demands and deliverables, and due to restored staffing through the FY 13-15 budget and elimination of furlough days, can make an operational shift from weekdays to have staffing for Sunday service.	Status: Sunday service beginning June 1, 2014. The crew will address service requests received through the Call Center and address weekend emergencies. Street litter containers in highly used area will be placed on a route and emptied to alleviate overflow.

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II. Enforcement		
Program/Item	Description	Results/Status
A. Creation of a Rewards Program	This would offer a reward to people who provide evidence identifying illegal dumpers that leads to the issuance of a citation and the recovery of the City's costs.	Status: Staff is in the process of developing a program to implement a rewards program.
B. Illegal Dumping Ordinance Enforcement	Evidence received through the Public Works Call Center that identifies illegal dumpers is forwarded to the City Attorney and City Administrator to assess administrative/civil penalties. In egregious cases, referrals are made to the District Attorney for criminal charges.	<p>Status: As of 5/15/14</p> <ul style="list-style-type: none"> • The District Attorney has charged two egregious cases developed and referred by the City Attorney and City Administrator thus far and more will be reviewed. • 66 illegal dumping citations have been issued. • 57 warning letters have been sent. • \$14,401 has been collected thus far. • \$3,191 more will be received as part of settlement agreements. • Total Received/to be received \$17,592. • 9 individuals have been assigned community service picking up litter as a part of their restitution.
C. Planned Operations regarding Illegal Haulers	In partnership with the District Attorney, Public Works, the City Attorney, and Oakland Police Department, operations will identify chronic illegal haulers for more severe criminal charges.	Status: The team is still securing appropriate equipment and developing an operation schedule for more targeted enforcement.

III. Outreach		
Program/Item	Description	Results/Status
A. Flyer "Help Stop Illegal Dumping – What You Can Do"	Update the flyer with information on reporting illegal dumpers to assist with enforcement.	<p>Status: The flyer has been updated and posted to the City's website. (Attachment A)</p> <p>The first major distribution will be by Team Oakland (100 summer-employed youth) to merchants in ten commercial districts. The flyer also is distributed by OPW, Neighborhood Crime Prevention Council, City Administrator's Office and others at major events and community meetings. The flyer is available on the City website www.oaklandpw.com</p>
B. Webpage	Update Public Works Department, Keep Oakland Clean and Beautiful Division webpage to reflect the enforcement program.	<p>Status: The webpage now contains information on how to report illegal dumpers. It also contains the informational flyer and a link to a PDF if community wants to print the flyer from home.</p>
C. Public Education about the new ordinance	City Staff are encouraging people to use the PWA Call Center to provide evidence while reporting dumping.	<p>Status: The City Administrator's Office and City Attorney's Office attended the East Oakland Beautification Council meeting at Oracle Arena and presented an update regarding City's enforcement efforts.</p> <p>City Attorney and Public Works staff members have been attending the spring series of Mayor's Town Hall Meetings to promote the new enforcement efforts.</p> <p>City Attorney presented at Citizens Academy and discussed illegal dumping.</p>

<p>D. Seeking Additional Resources</p>	<p>The City submitted a \$1.65 million grant to the Environmental Protection Agency (EPA) for “Clean Streets Program” for enhanced illegal dumping reduction efforts:</p> <ul style="list-style-type: none">• Enforcement operations• Support of the rewards program• Targeting work in the most impacted neighborhood	<p>Status: Pending notification from EPA.</p>
<p>E. Promote Organizational Involvement in the City’s Anti-Dumping Efforts</p>		<p>Status: City Administrator Staff met with East Bay Rental Housing Association to coordinate collaborating with landlords on anti-dumping efforts.</p> <p>OPW presented on a panel about Blight at the Chamber of Commerce Inside Oakland Breakfast on April 25th.</p> <p>Staff is having internal conversations on better enforcement of Oakland Municipal Code requirement for garbage service.</p>

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, Marketing Office, Building Services, 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.

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SUSTAINABLE OPPORTUNITIES

Economic: The continued efforts of staff to remove illegal dumping 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, Manager Keep Oakland Clean and Beautiful at 510-434- 5109.

Respectfully submitted,



BROOKE A. LEVIN
Interim Director, Oakland Public Works

Reviewed by:
Susan Kattchee, Acting Assistant Director
Public Works Department

Prepared by:
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Keep Oakland Clean and Beautiful

Attachment A: "Help Stop Illegal Dumping Flyer"

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What You Do Matters!

4 Easy Ways to Report Illegal Dumping

1. Call the Public Works Call Center
between 8am - 4:30pm at: **(510) 615-5566**
2. Email: **pwacallcenter@oaklandnet.com**
3. Mobile app: **www.SeeClickFix.com**
4. On the Web: **www.oaklandpw.com**
click on "Report a Problem"

Include the type of debris, amount, and location in your report.
Never touch hazardous or medical waste!

If You Witness Illegal Dumping

Please provide the following information to assist us in catching and prosecuting illegal dumpers:

- Photo of the incident
- License plate number and a description of any vehicles involved
- Description of the offender(s)
- Description of items dumped
- Time, date and location of incident you witnessed

Discourage Dumping on Your Property

- Light outdoor areas around your home and property
- Maintain clear sight lines so you can monitor from inside your home
- Use surveillance cameras to record illegal dumping
- Define your property boundaries with plants, paving, short walls or fences
- Trim bushes to 36" high and tree limbs 7' from ground, cut weeds and maintaining a clean environment
- Remove graffiti within 24-48 hours

Volunteer to Clean Up Your Community!

Call to coordinate or join clean up
events in your community: **(510) 238-7630**
or visit: **www.oaklandadoptaspot.org**

Keep Oakland Clean & Beautiful!

HOW TO SAFELY DISPOSE OF DEBRIS, WASTE & RECYCLABLES

What You Do Matters!

1. Schedule a Bulky Waste Pickup or Rent a Dumpster

Call Waste Management
of Alameda County at: **(510) 613-8710**

For information about available services or eligibility for Oakland
residents' free annual pickup, visit: **www.wm.com**

2. Haul It Yourself To a Disposal Facility

Call for hours and fees:
Davis Street Transfer Station **(510) 638-2303**
www.dsgardencenter.com

City of Berkeley Transfer Station **(510) 981-7270**
www.ci.berkeley.ca.us/transferstation

3. Drop Off Household Hazardous Waste

Call for guidelines and hours: **(800) 606-6606**
or visit: **www.household-hazwaste.org**



Alameda County Household Hazardous Waste Facility

Residents and Small Businesses can dispose
of hazardous wastes such as paint, solvents,
batteries, light bulbs, automotive fluids,
pesticides, needles, medicines, and more.

4. More Information on Reuse & Recycling



Call Oakland Recycles at: **(510) 238-7283**
or visit: **www.oaklandrecycles.com**



Oakland Public Works Department