



City of Oakland Excess Litter Fee Program

Annual Report 2022 - 2023

Annual Program Recap

Excess Litter Fleet (ELF) continues to support the community and council district request with impressive amounts of debris removed from the streets of Oakland during the November 2022 - October 2023 period. The primary ambassador ELF staff consisted of team lead Taryn, and ambassadors Ray and Michel who combined their efforts to remove 15,035 bags of debris weighing in at 546,015 pounds! Combined with the partnership with Center for Employment Opportunities (CEO), from July - October, this led to an annual bag collection of 17,558 bags weighing in at a record 610,898 pounds removed from 1,482 blocks for the City of Oakland's ELF program this year.

With an average of four employees during the term, we experienced 50% turnover (1 Policy Violation, 1 Voluntary) in January and February. We have had zero turnover in leadership for the ELF program during this term. CEO provided staff that partnered in cleaning of all districts with the ELF team on Mondays, Wednesdays, and Fridays. Although District Works was not able to hire any staff members from the partnership with CEO, the ELF team worked with the CEO Supervisors and provided feedback and training for crew members to develop and strengthen their work skills, attendance, and employment expectations for future job opportunities.



Q1 Accomplishments

- Community cleanup at Lakeshore and Grand Ave between Lake Park and Mandana in District 2 and 98th Avenue from Edes Ave to Maddux Drive in District 7.
- Welcomed a new Team Lead, Taryn, with new staff members Vell and Ray.
- Supported the cleaning of storm drains clogged by litter and leaf debris with specific requests to address issues on Grand Ave and Lakeshore Ave from Lake Park to Mandana.
- Participated in the Bancroft Median Community Cleanup in District 6 on January 21 from Bancroft and 73rd to Bancroft and 82nd Ave.

Q2 Accomplishments

- Supported February 6-8 cleaning with concentrated efforts around E 12th St. and International Blvd. from 5th to 8th Ave.
- District Works hosted its first quarterly company wide meeting on March 7. The objective to create a positive team culture was met with smiles and laughs while rounding the day out with lunch and music for everyone in attendance.
- Welcomed a new ambassador, Michel, for the ELF program in March.
- Participated in a City function where ELF provided cleaning services at Frank Ogawa Plaza.
- Completed community clean up on Bancroft Avenue (April 15th), an Earth Day Community Clean Up (April 22nd), and another special event at Frank Ogawa Plaza (April 16th).



Q3 Accomplishments

- Conducted community cleanup support for Town Up Tuesday on May 16 and again on May 19th near Union Point Park where Mayor Thao took photos and thanked our team for the dedicated coverage and service to the community.
- Assisted with cleaning nine locations every Friday throughout the City of Oakland, where ELF collected over one ton of litter and debris.
- District Works hosted a company wide meeting on June 26 to review safety policies, program milestones, and staff appreciation, followed by a luncheon to fellowship with one another.
- Partnered with the Community Safety Task Force for their Day of Action event. The ELF team, along with our CEO partners, assisted in cleaning several blocks on International Blvd.
- Partnered with Center for Employment Opportunities (CEO) to collectively tackle the cleaning throughout Oakland.

Q4 Accomplishments

- Welcomed a new backup/relief member to the ELF team, Kilanie.
- Partnered with the Community Safety Task Force for their last Day of Action event for the year.
- Supported the Umoja Festival at Lake Merritt and the Oakland Unity Middle School with their community clean-up in partnership with the 26xy Neighborhood Council.
- Partnered with Youth Speaks for the Life is Living event. The ELF team assisted in cleaning the area surrounding the festival.
- Supported the Love Life Event held at Frank Ogawa Plaza where ELF provided cleaning support during the event.



ANNUAL CLEANING STATISTICS

Council District	Bags Collected	Waste Collected (lb)	311 Requests	Blockface
D1 - Dan Kalb	1380	47800	38	152
D1 - Dan Kalb (CEO)	547	14800	0	48
D2 - Nikki Fortunado Bas	2968	108575	88	327
D2 - Nikki Fortunado Bas (CEO)	589	12612	0	45
D3 - Carroll Fife	2116	75140	60	130
D3 - Carroll Fife (CEO)	363	9940	0	31
D4 - Sheng Thao	1645	60050	53	117
D4 - Sheng Thao (CEO)	180	4875	0	23
D5 - Noel Gallo	1362	48450	63	109
D5 - Noel Gallo (CEO)	199	5406	0	29
D6 - Loren Taylor	1662	57975	66	146
D6 - Loren Taylor (CEO)	191	5475	0	26
D7 - Treva Reid	1670	60525	53	142
D7 - Treva Reid (CEO)	305	8050	0	27
AL - City at Large Kaplan	2232	87500	72	121
AL - City at Large Kaplan (CEO)	149	3725	0	9
Annual Totals	17558	610898	493	1482



REPORTING METHODS

As part of our program reporting, we have shared view access with our Council Members and their respective offices via this link:

[Excess Litter Fee | Daily Stats Overview](#)

Council members will have full view access to our data collection as part of our monthly reporting which includes additional detailed information on address & location, collection totals and additional images of our work.

The information is available in a column view grouped by District to allow each Council Member to scroll vertically through their own District or horizontally to see more information on collections in other Districts in the City. Additional information on the number of bags and total waste collected can be found in the additional District Tabs along the top bar.

DEFINITIONS

Bags Collected: we count bags as either 25 or 50lbs depending on how full the bag is:

Regular Bags at 25LB with contents like: Leaves, Dry Newspapers & other paper trash

Heavy Bags at 50LBs with contents like: Wet trash or dirt/gravel

311 Requests - Reporting of graffiti and illegal dumping submitted using the SeeClickFix system.

Blockface - all of 1 side of a given street between 2 consecutive intersecting streets.



About OVM

Oakland Venue Management (OVM) has been producing a wide variety of events and managing numerous projects throughout Oakland since the company launched in 2008. Our founders have successfully developed their experience in property management, rental sales and marketing, event management, and project management working to activate public spaces, transform blighted lots, activate vacant buildings, and engage our community.

OVM staff works closely with our clients to support their vision and to bring that vision to life through thoughtful collaboration and intentional engagement with the larger community.

We pride ourselves in working with organizations whose work aligns with our goals, focusing our collective efforts towards sustaining and creating a vibrant, thriving, and inclusive Oakland.

OVM is more than your typical event management company - we are highly experienced professional placemakers.



About District Works

Building on our decade of experience managing multiple business improvement and community benefit districts, District Works will work closely with your leadership to achieve your organizational goals. We provide a wide variety of essential and supplemental staffing services to implement and maintain your investment in improvement and street beautification efforts.

By engaging with District Works, you are creating an extension of your team and expanding the capacity of your organization to maximize its positive impact in your community.

We've learned over the years that even a small improvement can be the start of lasting change in your community.

The project can take a day, sometimes it can take a month, but the impact will last for years.





Center for
Employment
Opportunities



The Center for Employment Opportunities and District Works



Overview

The Center for Employment Opportunities (CEO) helps justice-impacted residents of Oakland combat systemic racism and mass incarceration by elevating their voices, providing immediate employment opportunities, and advocating for their desire to achieve socio-economic mobility within the community. CEO develops partnerships with local businesses to provide career pathways for participants within industries that align with their interests and goals. Established in Oakland in 2011, CEO has served more than 3,000 participants throughout Alameda County. Prior to the COVID-19 pandemic, CEO was able to place 398 participants in full time employment after enrolling 528 participants





CEO Model



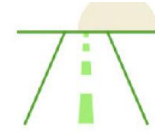
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Job-Readiness
Training

Transitional
Employment

Job Coaching &
Placement

Retention Services
for One Year

Prepares and trains
individuals to reenter
the workforce.

Provides immediate
work experience with
daily pay.

Connects talented
employees with
quality employers.

Provides ongoing
support to ensure
participants succeed.





CEO Model

CEO Oakland maintains a strong referral pipeline with Alameda County Probation and Parole Departments as well as the Violence Prevention department with the City of Oakland. Enrollment requirements include I-9 compatible documentation and a minimum of 18 years of age. Referred individuals are invited to attend program orientation and job readiness training in order to participate on CEO's transitional work crews.

CEO Oakland has established crew partnerships with Caltrans, Oakland Housing Authority, Butte County Office of Education, and Oakland Venue Management. CEO work crews provide a variety of services including litter abatement/highway maintenance (Caltrans), cleaning of illegal dumpsites (Oakland Housing Authority) and urban beautification (Oakland Venue Management).





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CEO Model

In addition to immediate temporary employment, participants meet weekly with their job coach for professional resume building, barriers to employment, and interview prep. Once a participant has demonstrated consistent work performance and job readiness, they partner with the job developer to get connected to job opportunities based on their career goals.

CEO assists justice-impacted individuals achieve long-term employment by providing retention services for a full year after permanent employment is obtained. Retention services include supportive services and barrier assistance, advance training opportunities, and serving as a “cheerleader” to celebrate milestones of continued employment.

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and CEO Partnership



CEO's partnership with Oakland Venue Management Excess Litter Fee (ELF) program has continued to be a key component in maintaining the beautification of Oakland and its neighborhoods. This partnership provides immediate transitional work opportunities to Oakland residents that are looking for a chance to change their lives. Lastly, District Works' alignment to CEO's mission has led to an established pipeline of quality candidates from CEO's transitional work crews for full time employment positions.

The CEO/ELF crews are made up of justice-impacted Oakland residents who take pride in ensuring that the streets, public areas, and neighborhoods of Oakland are free of litter and debris. Neat and tidy streets and public areas contribute to the positive image of the City of Oakland, its neighborhoods, and greater community. CEO work crews and ELF achieve this goal through weekly abatement and cleanup throughout Oakland by addressing litter and debris collect frequently. ELF and CEO work crews help instill pride and enjoyment for Oakland residents, knowing that their communities are being cared for and well-kept. CEO work crews are led by dedicated site supervisors who take ownership in leading the CEO/ELF crew work and the diligence it takes to keep Oakland clean.

The CEO/ELF partnership provides participants a chance to gain hands-on job experience and skills necessary to obtain gainful employment. Providing immediate temporary employment opportunities allows for the development of additional hard and soft skills needed for reentering the workforce. Oakland Venue Management crew work aids CEO participants to understand and address barriers to employment that may exist. The CEO/ELF Crew partnership allows participants to build the necessary skills to recognize and navigate barriers, create resumes, and understand workforce expectations. We have discovered that participants who are able to achieve permanent job placement are more likely to stay connected to the workforce, reducing the chances of recidivism.

CEO's partnership with Oakland Venue Management provides jobs for justice-impacted individuals, and gives the Oakland community increased capacity to maintain and beautify our streets and public areas. Former CEO participants who are employed with District Works work closely with CEO work crew to provide representation and instill hope in others starting their journey of change.

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Continue Partnership with District Works

Reasons why CEO and District Works should continue

- **District Works/ CEO partnership is keeping Oakland beautiful** and clean which develops pride and positively affects neighborhoods and residents. Having a clean well maintained city not only attracts new residents and businesses, but retains existing companies and residents.
- **District Works hiring CEO work crews** provides immediate transitional employment to Oakland residents who are justice impacted. By hiring CEO work crews District Works is giving Oakland residents the experience and skill sets needed to acquire employment with businesses and companies in the Bay Area.

Continue Partnership with District Works

Reasons why CEO and District Works should continue

- **District Works is an exceptional company** that believes in Diversity, Equity and Inclusion and aligns with CEO's mission. District Works has hired CEO works Oakland participants of all different backgrounds, ethnicities and races, not only giving participants jobs, but access to grow with District Works into management. When many employers have harsh background checks that discourage applicants, District Works embraces those on parole and probation.
- **Participants like working for District Works.** CEO often receives feedback from former CEO participants who are now employed by District Works. The reviews are positive and appreciate working for District Works because they feel valued in the company. They report feeling heard and supported by District Works and its



Grand Total Results

- Bags Collected: 2523
- Waste Collected: 63,075
- 311 Request: 0
- Blockface: 238
- Total Work Hours: 1,215 hours



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