

CITY OF OAKLAND
Public Works Committee
September 12, 2017

Informational Report on
Update on Current Status Illegal Dumping Efforts



Three-Prong Approach

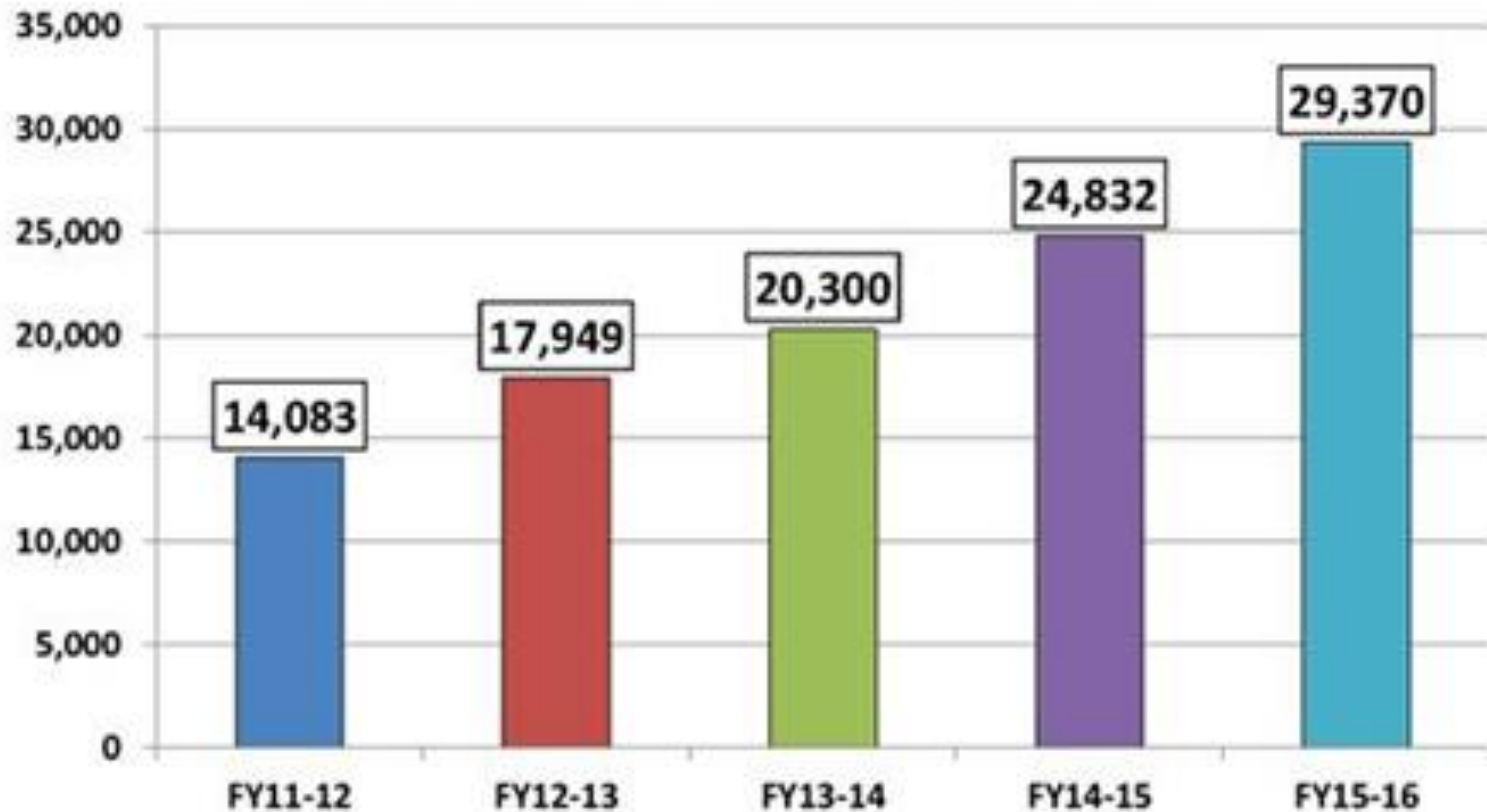
- Eradicate – remove illegal dumping
- Enforce – consequences for illegally dumping
- Educate – behavior change



The Problem



Numbers of Illegal Dumping Work Orders Fiscal Years 11-12 through 15-16



Removal Service by KOCB

- Operates 7 days a week abating illegal dumping
- Responds to 85% of Service Requests in 3 business days
- Spends \$5.5 Million a year removing illegal dumping

Illegal Dumping Survey

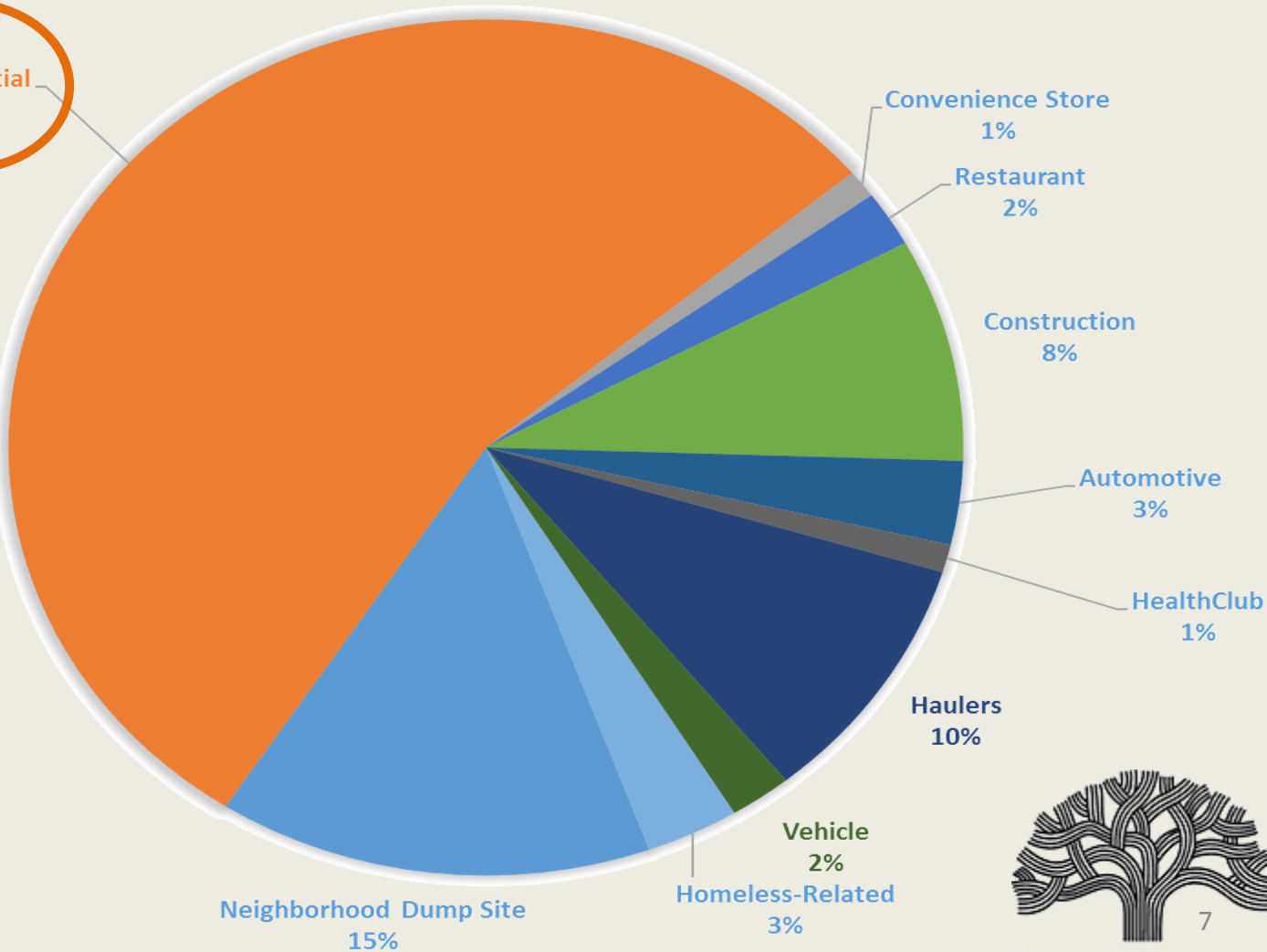
- Conducted in Spring 2017
- Surveyed 75 piles over three weeks
- Recorded the following:
 - Source by sector – residential, commercial, etc.
 - Origin of piles – cities from which they came
 - Proximity to retail establishments
 - Condition of nearby infrastructure



Survey - Sector

PILE MATERIAL SOURCE BY SECTOR
(% OF PILES SHOWING EACH SOURCE TYPE)
Some piles show multiple source types

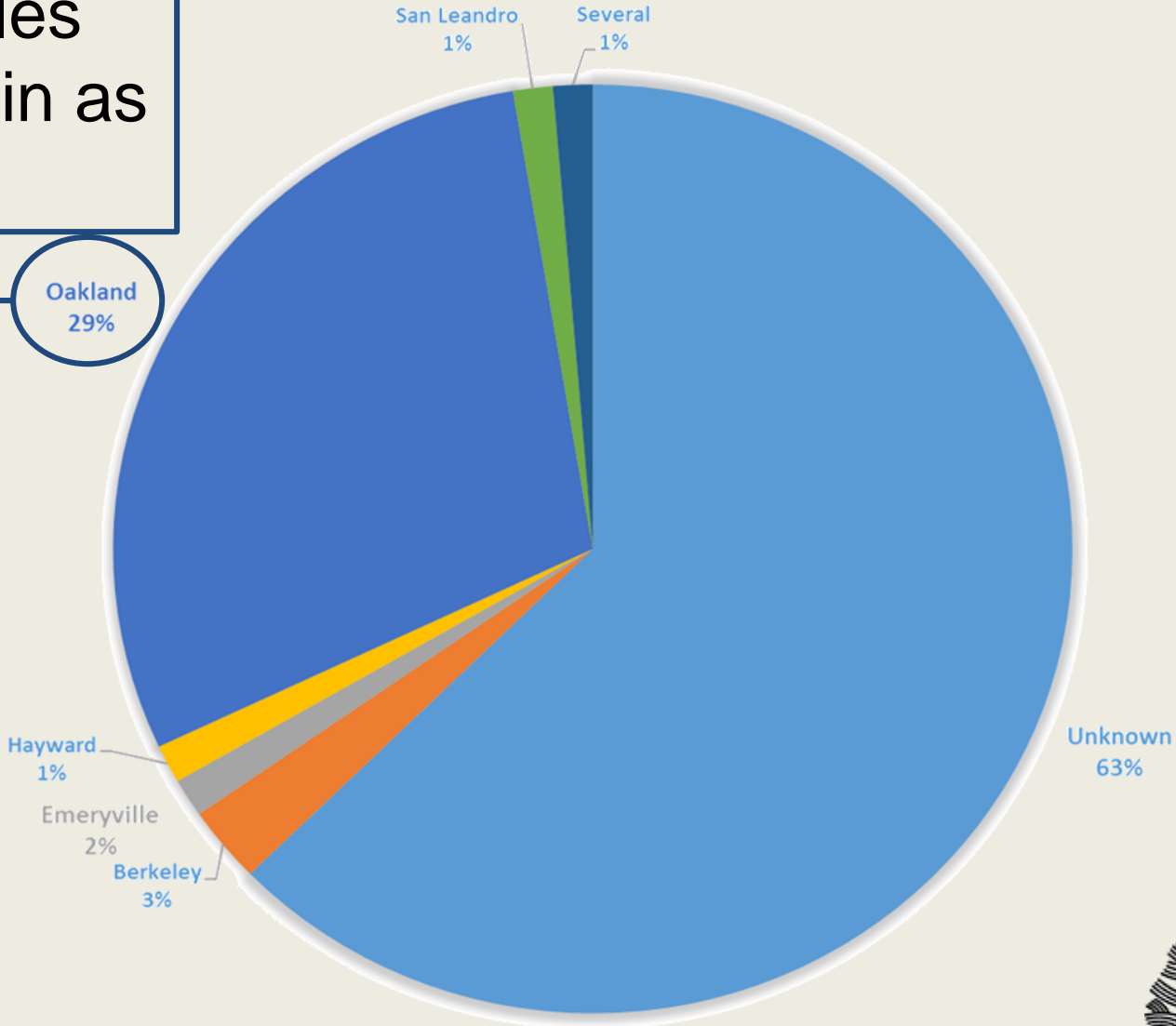
More than 55% of piles included residential goods



Survey - Origin

APPARENT ORIGIN (CITY) OF PILE MATERIAL

29% of piles show origin as Oakland

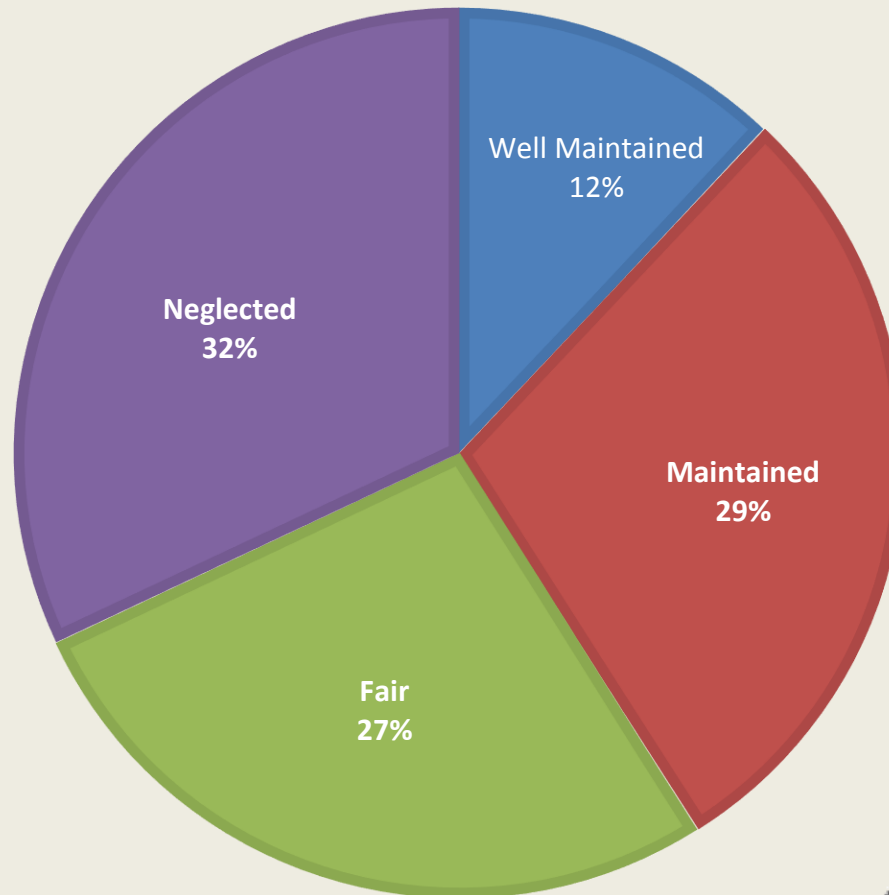


Survey – Infrastructure Adjacent to Illegal Dumping Piles

CONDITION OF INFRASTRUCTURE

■ Well Maintained ■ Maintained ■ Fair ■ Neglected

32% of the piles were found in areas of neglected Infrastructure



OPW Call Center - Illegal Dumping Call Count by Day of Month for Calendar Year 2016

Day of Month	January	February	March	April	May	June	July	August	September	October	November	December
1	6	92	115	81	25	115	93	133	118	47	100	74
2	5	102	133	28	114	85	41	135	102	47	89	58
3	13	111	94	40	80	71	45	110	30	130	84	29
4	107	66	81	122	72	44	36	111	36	96	79	37
5	80	67	20	82	93	56	136	103	61	99	35	86
6	75	45	33	87	63	118	108	51	153	73	21	94
7	83	31	103	78	23	120	116	66	120	76	118	80
8	78	105	102	77	30	84	96	128	93	39	81	52
9	6	72	119	23	94	114	44	90	69	40	41	53
10	3	74	95	18	100	74	51	108	23	107	83	14
11	163	92	41	108	71	31	107	93	47	78	45	40
12	84	39	30	91	63	28	86	118	123	101	25	94
13	79	28	20	89	64	120	113	39	94	86	32	78
14	73	34	85	63	26	110	103	31	85	51	86	64
15	65	35	90	71	12	124	103	115	111	26	101	55
16	27	114	66	64	96	85	32	108	85	18	76	41
17	23	98	63	36	78	90	37	114	35	79	49	25
18	40	98	84	104	80	22	158	75	41	94	67	17
19	66	80	38	68	74	27	173	88	157	82	22	87
20	97	24	37	82	76	115	106	31	86	89	16	63
21	63	45	60	84	33	111	98	41	86	68	78	78
22	74	122	67	76	48	82	84	147	94	27	81	95
23	31	113	77	34	114	73	29	124	80	24	54	38
24	26	107	64	24	71	74	41	87	25	91	11	14
25	140	101	75	124	85	40	111	100	39	77	15	16
26	87	92	26	100	70	34	119	93	126	73	19	31
27	81	37	38	66	78	111	96	37	104	67	41	81
28	76	68	92	56	28	121	107	29	126	56	69	71
29	76	130	88	61	35	105	85	144	88	32	88	68
30	39		83	16	52	76	26	109	84	24	92	70
31	38		88		110		51	93		81		19

Survey - Recommendation

Conduct A Media Campaign

- Reset social norms: Illegal dumping is unacceptable
- Make High-Profile in all neighborhoods
- Use All Form Of Media: in-home; outdoor; social

Stop Illegal Dumping Media Campaign Cost

Item	Estimated Cost
Media Buy	\$110,000
Direct Mail	\$92,000
Radio and On-line Media	\$48,000
Development & Production	\$50,000
Total	\$300,000



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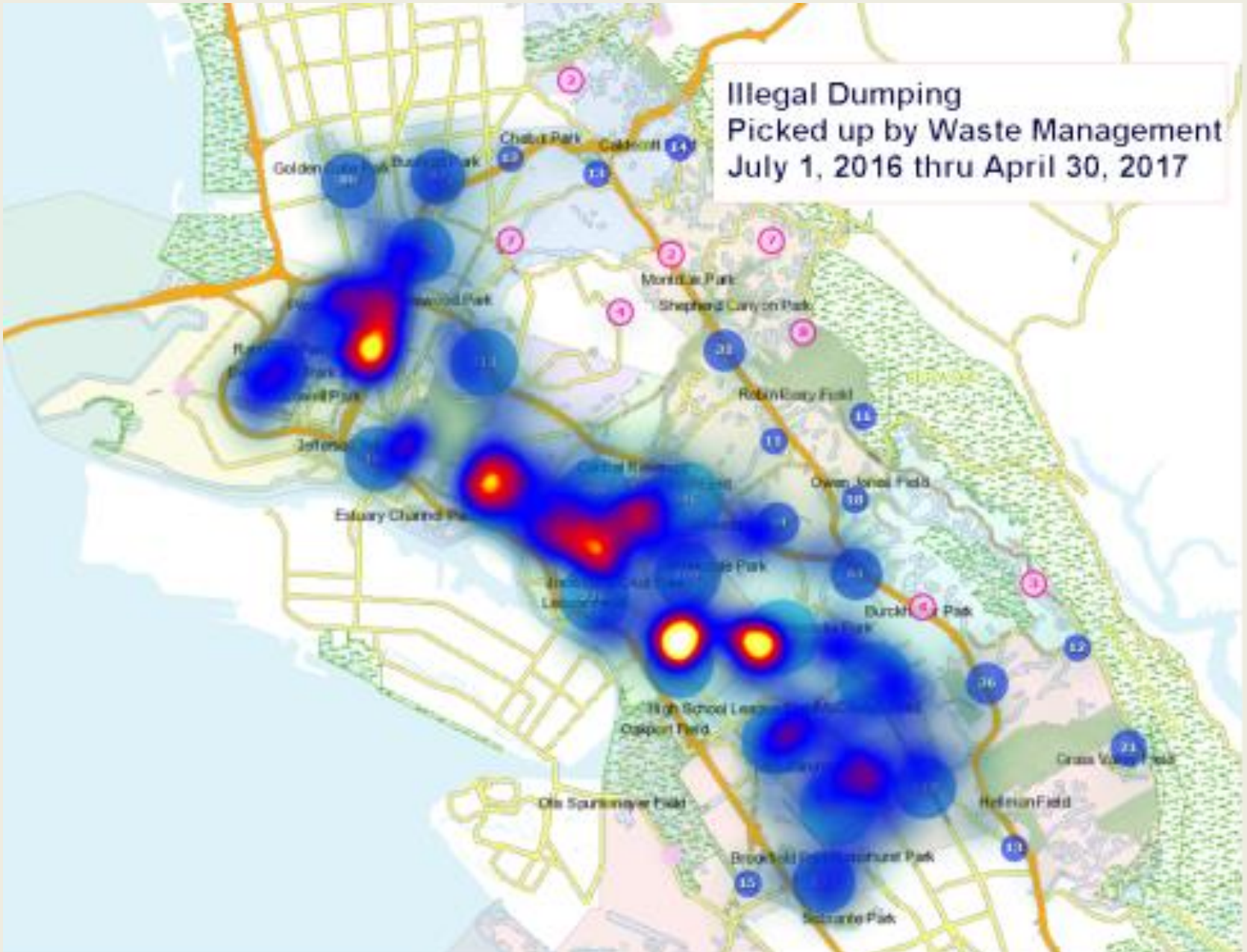
Piles Assigned to WMAC

- WMAC dedicated crew to illegal dumping
- Piloting volumetric cap vs. number of pickups
 - Facilitates assigning larger piles
 - Ensures total pile will be removed

Work Orders Assigned to Waste Management for Fiscal Year July 2016 to April 2017

	Jul 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	Total
# WO	348	439	296	440	386	402	397	420	425	353	3888
Mattress	86	103	91	125	102	92	99	120	113	65	996

**Illegal Dumping
Picked up by Waste Management
July 1, 2016 thru April 30, 2017**



Bulky Pickup Program

- Part of Zero Waste Program to address items too large to fit in trash cart
- Prior to July 2015 only available to single-family homes
- Post July 2015 available to all residents
- Increase use of Bulky Pickup Program can lessen illegal dumping

Bulky Pickup for Apartments

- Adds 56,000 units to the program
- One free pick-up annually for each Apartment or Condominium
- 1.5 cubic yards of trash per unit
- Plus 1 large appliance, 2 tvs, 2 tires, 2 mattresses
- Units may self-schedule with waiver from property manager
- O.M.C. 8.28 140D requires property owners ensure residents have reasonable access to services



MF Bulky Collection 2016 Appointments

2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number of MFD Pickups	23	76	100	66	88	64	79	103	96	115	111	136	1057

Ramp-up Bulky Pickup Outreach to Increase Participation

- **Direct Outreach to Residents**
 - Nextdoor, Facebook, YouTube Ads, direct mail
- **Start Technical Assistance to Building Owners & Managers**
 - Owner-Manager Associations; direct mail, bill inserts
 - One-on-One contact, hands-on site assessments, App

Next Steps

- Pilot testing block-by-block collection to see if more illegal dumping can be removed
- Begin Behavior Change Outreach Campaign

