



City of Oakland

Excess Litter Fee Program

Annual Report 2016-2017

Overview

The Excess Litter Fee (ELF) Litter Abatement Program is currently comprised of 3 full-time employees, 1 part-time employee and an Operations Manager. The crew provides 192 hours per week of services to 867 sites throughout the City of Oakland.

Our scope of service requires that our staff clean 50 feet on either side of the designated businesses front door, totaling 100 linear feet, and collecting any litter that may have been generated by the business or its patrons. The staff uses a rolling measuring tape to make sure the area clean falls within the program guidelines. Each employee is also equipped with a work truck and cleaning supplies, as well as a mobile device to input real time statistics and submit work orders to City services.

Typical litter collected includes but is not limited to: paper bags, napkins, wrappers, and other food related items, large/bulk litter, furniture and electronics. Our standard procedure for each site is to arrive and photo document the location for proof of service, clean the area and enter all information about work completed into our statistics application (SMART). If we arrive to a site and find illegal dumping or extremely large trash sites, we transmit this information the City of Oakland for pickup by Public Works by using the application "See, Click, Fix."



Routing System

Each location to be serviced, as well as the frequency of service for that location, is put through a routing management system which gives the team their daily routes. Each employee is responsible for the completion of 35-50 locations each day. Estimated time to complete and service all locations as required is currently 30 days. Delays can, and will occur due to traffic, detours and weather. Each business is placed into a specific service groups based on amount of required service. These are designated Very High Frequency, High Frequency, Medium Frequency, and Low Frequency service areas.

Very High Frequency (463 businesses) and High (196 businesses) are serviced twice a month while the Medium (156 businesses) and Low (456 businesses) frequencies are serviced once a month. The City of Oakland provides route and service updates to the program during the month.

Accomplishments

For the 12-month period of May 2016 to May 2017, the following statistics were collected:

Litter Collected (number of bags): **2,958**

Litter Collected (pounds): **61,964 lbs.**

Area Serviced (square feet): **3,601,724**

Over 100 illegal dumping requests were collected by staff during the 12-month period. Approximately half of these requests have been serviced to date.

On Land Visual Assessment

A visual assessment and evaluation of litter conditions was conducted throughout eight neighborhoods of the City. Each of these neighborhoods contained seven to ten business locations that were to be assessed a letter grade based on the overall conditions of the area around these businesses. Each location was scheduled to be evaluated every 4 months during 2016 as a way of monitoring the progress of the program during this time period. ELF staff worked closely with PWA staff to conduct these surveys during the first 3 months of the program, handing off the information to PWA staff from their review.

The letter grade system ranged from a grade of "A" (Very Clean) to "E" (Needs Attention).

Locations evaluated included:

North Oakland: Various locations on Telegraph, College Ave, Shattuck and MLK

East Oakland: 82nd to 98th between Bancroft & International

San Antonio: Foothill to 14th, 14th to Lake Merritt

Fruitvale: Foothill to International

Fruitvale: Foothill to MacArthur

Foothill: MacArthur Ave. from 35th to High St.

Deep East Oakland: 82nd to the San Leandro

Grand Ave: Oakland Ave to MacArthur Ave.

Impact of Additional Funding on the ELF Program

An increase of the annual budget would allow for the hiring of additional employees, which would allow for the expansion of the program to a full-time 7-day per week operation. For example, with current staffing at 4 employees (3 full-time and 1-part- time) the program can complete all scheduled routes within a 30-day period; which includes Very High & High frequency areas completed twice a month and Medium & Low frequency areas completed once a month. Increasing the number of employees by half or double would not only increase the monthly frequency, but also could allow ELF staff to focus on specialized services including, but not limited to:

- **Clean-up of Transit Hubs including bus shelters & BART entrances and exits.** These areas are often locations that have high levels of trash associated with food stores, fast food and restaurants that provide take-out services.
- **Topping off trash receptacles, cleaning and disinfecting City trash receptacles along the scheduled routes.** This would provide a much more inviting receptacle that would lead to more trash being placed into the trash cans rather than being thrown on the ground.
- **Extending the range of litter abatement from 50 feet on both sides of the business storefront (totaling a number of 100 feet on top of the measured distance of the storefront), and expanding it to 75 feet on each side of the location.** This would increase the overall area cleaned per location.

By increasing the budget by half to an annual amount of \$600,000 per year, the program would be able to deployment in a manner similar to this:

Position	Hours	Zone	Primary Assignment	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
Driver/Cleaner	5am - 1:30pm	Zone 1	N Oakland		8	8	8	8	8		40
Driver/Cleaner	5am - 1:30pm	Zone 2	W Oakland		8	8	8	8	8		40
Driver/Cleaner	5am - 1:30pm	Zone 3	East Oakland		8	8	8	8	8		40
Driver/Cleaner	5am - 1:30pm	Flex	Flex		8	8	8	8	8		40
Driver/Cleaner	1pm-9:30pm	Flex	Flex	8	8			8	8	8	40
Driver/Cleaner	1pm-9:30pm	Flex	Flex	8	8			8	8	8	40
Operations Manager	6am - 2:30pm	Zone 2	Central Oakland		8	8	8	8	8		40
Daily Totals				0	56	40	40	56	56	16	
Total Scheduled Weekly Hours											280

This would provide staffing during the weekend as well as an afternoon/early evening shift on days when there tends to be more pedestrian traffic out during these times.

By increasing the budget to an annual amount of \$800,000 per year, the program would be able to deployment in a manner similar to this:

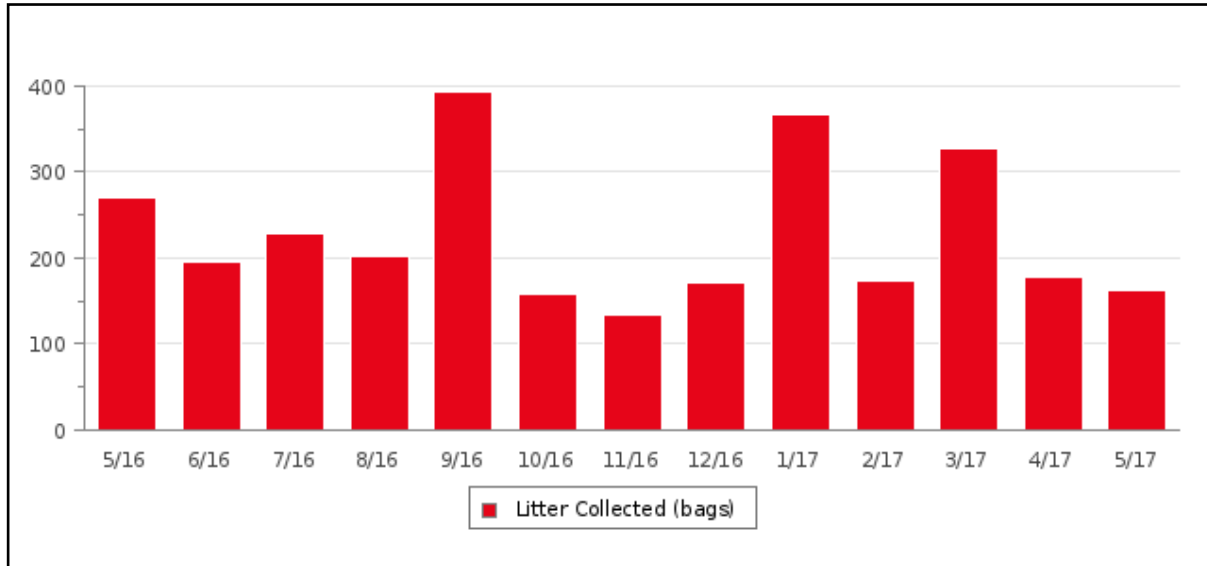
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Driver/Cleaner	1pm-9:30pm	Flex	Flex	8	8			8	8	8	40
Driver/Cleaner	1pm-9:30pm	Flex	Flex	8	8			8	8	8	40
Driver/Cleaner	1pm-9:30pm	Flex	Flex	8	8			8	8	8	40
Driver/Cleaner	1pm-9:30pm	Flex	Flex	8	8	8	8			8	40
Driver/Cleaner	1pm-9:30pm	Flex	Flex			8	8				16
Operations Manager	6am - 2:30pm	Zone 2	Central Oakland		8	8	8	8	8		40
Daily Totals				0	72	56	56	64	64	32	
Total Scheduled Weekly Hours											376

This deployment would allow for full staffing during the weekend and afternoon/early evening shifts. Staff would be on the street 16.5 hours per day on weekdays and 8.5 hours per day on weekends. This would greatly improve the ability to remove and report trash related incidents in a timely and proactive manner.

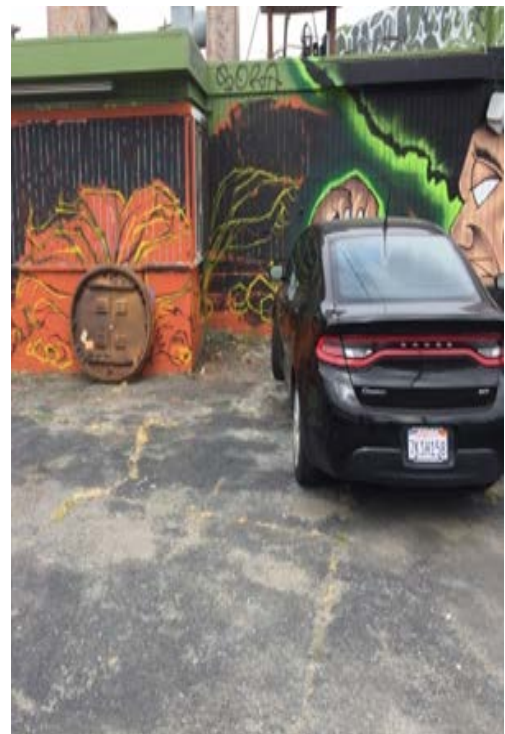
By having more vehicles and staffing on the street, it could be possible to have one vehicle specifically assigned to handle small to medium illegal dumping sites along the scheduled routes. Currently, employees are told to document illegal dumping and report them to Public Works for pick-up and disposal. By handling some of the pick-ups through ELF, these dump sites would be handled faster.

Recycling of larger items such as bottles, cans, cardboard, and small electronics could also be incorporated into the program. This would allow a "greener" identity for the program and assist in the City's recycling efforts. Vehicles could be equipped with recycling containers that would allow the cleaners to sort the swept trash on-site.

Litter Collected (bags) -- May 2016 through May 2017

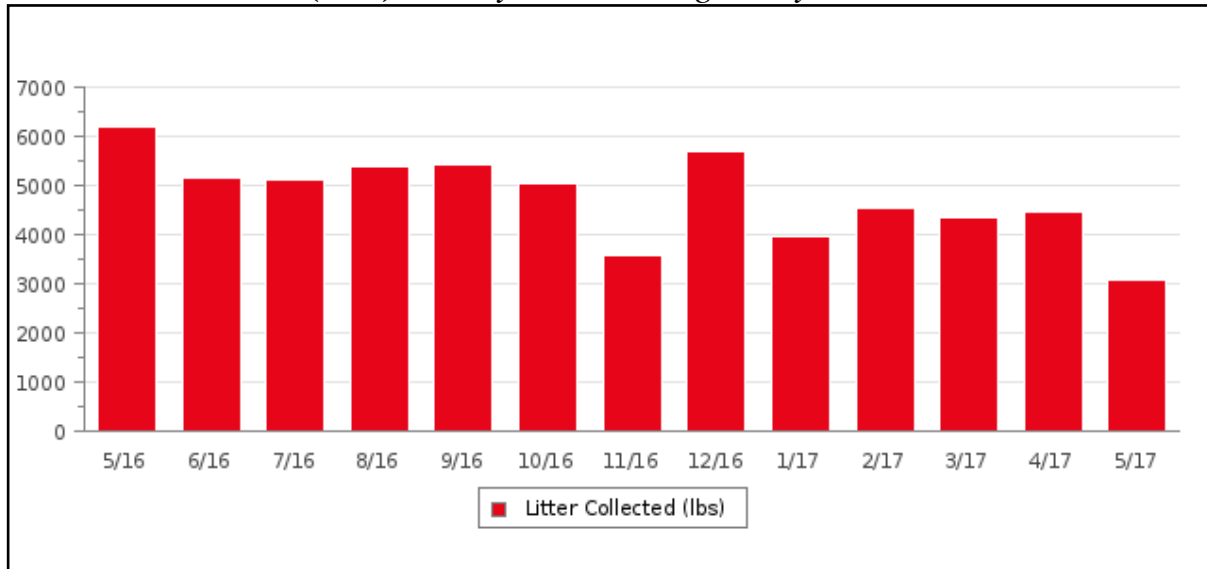


Before



After

Litter Collected (lbs.) -- May 2016 through May 2017

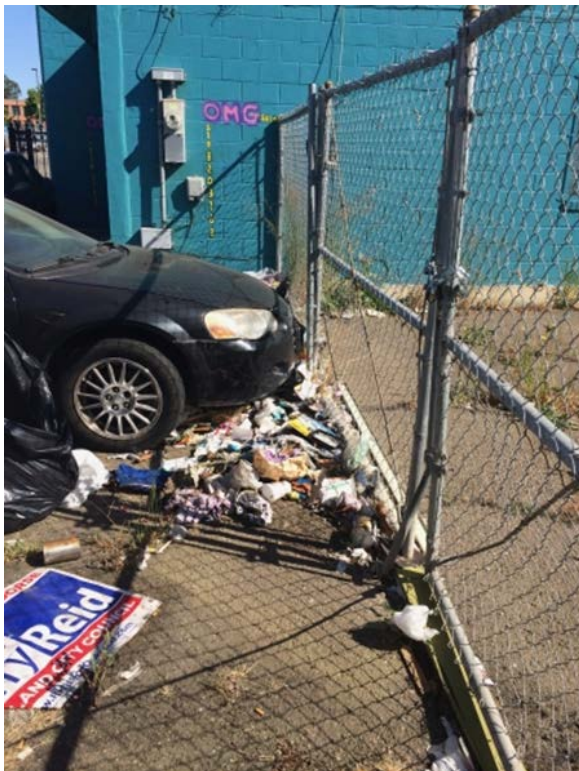
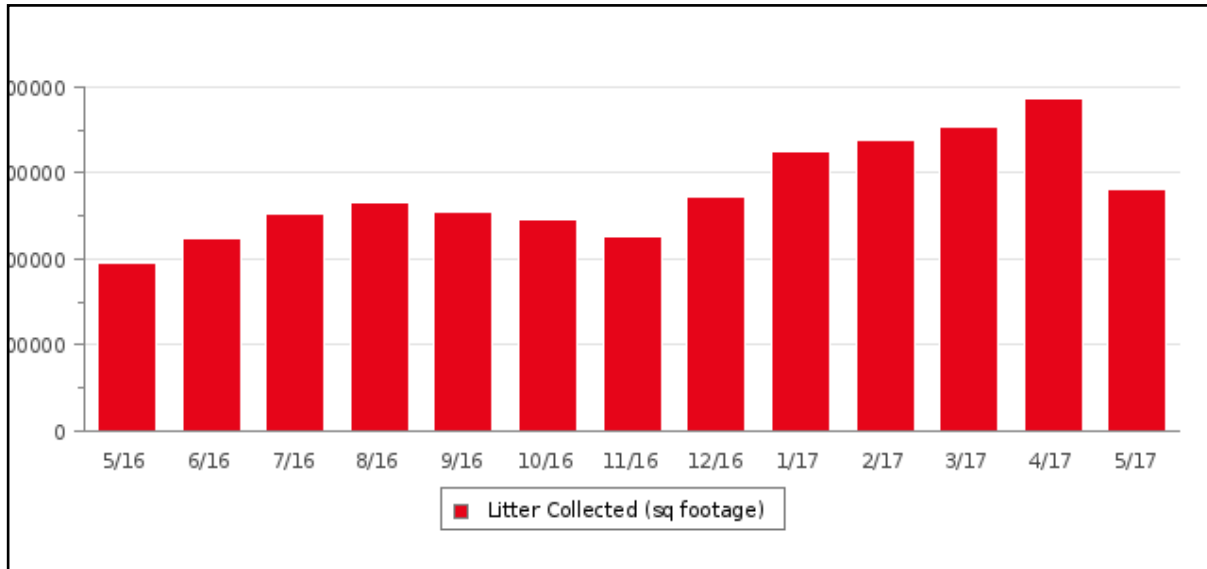


Before

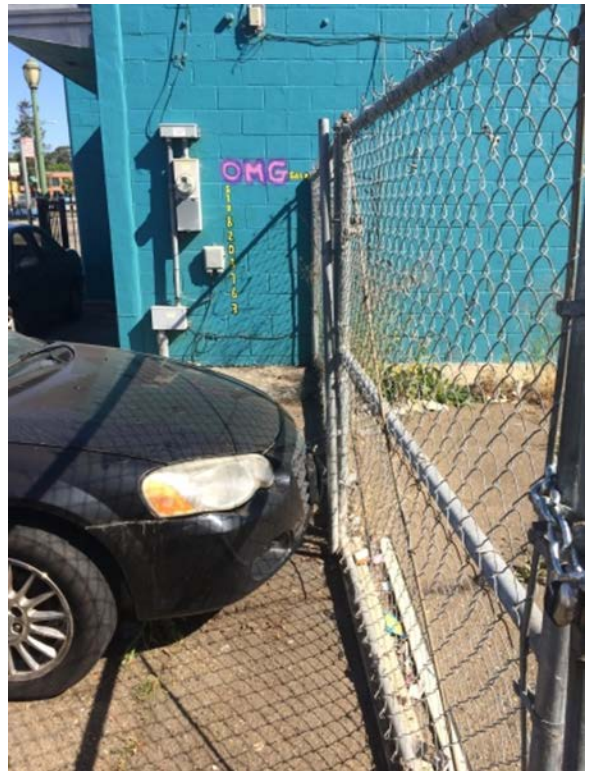


After

Litter Collected (sq. footage) -- May 2016 through May 2017



Before



After