

## RESEARCH REQUEST FORM - CITY OF OAKLAND - OFFICE OF THE CITY CLERK

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**To Be Completed by the Requester**Date: 2-11-14

Name of Requester:

Ken Houston

Phone:

510-690-5499

Fax:

Agency/Company:

OAKLAND

Address:

907 BLANTHORN STHow do you want to receive this document? ☒ Hardcopy ☐ Email

Requested Documents/Information (Please be as specific as possible)

Resolution Number:

Ordinance Number:

Resolution/Ordinance/Report - Title/Key Words:

PLEASE SEE ATTACHED 2 OF 2  
HIGHLIGHTED in yellow. what was provided is not  
what was requested.

PLEASE PROVIDE THE HIGHLIGHTED REQUEST  
in yellow on PAGE 2 OF 2.

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Total Money Collected:

Cash / Check / Money Order

Cash Receipt #:

Cashier's Initial:

Date:

Received by Customer:

Date:

Please use a separate form for each request! Fax number 510-238-2228.





## CITY OF OAKLAND



2 of 2

DALZIEL BUILDING • 250 FRANK H. OGAWA PLAZA, 4TH FLOOR • OAKLAND, CALIFORNIA 94612

Public Works Agency

(510) 238-3961  
FAX (510) 238-2233  
TTY (510) 238-7644

February 11, 2014

Ken Houston

Subject: Regular Public Records Request – Response for Public Records Request #2396  
Dated January 30, 2014

Dear Mr. Houston:

This is to respond to your public records request #2396 which stated the following:

- Provide all illegal dumping reports and investigations (either through email, phone calls, or written complaints) that were referred to the Alameda County DA's for prosecution for the year of 2013.

The responsive records will be ready for pick up at the Public Works Agency, 250 F. Ogawa Plaza, Suite 4314, Oakland, CA 94612 on February 11, 2014. The remainder of the reports, investigations, etc. will be provided by the City Attorney's Office.

Attached you will find the responsive records for your request.

If you have any questions or concerns, feel free to contact me at (510) 238-3767.

Sincerely,

PAT CARTER  
Administrative Assistant II

Attachment



## ***AGENDA REPORT***

**TO:** DEANNA J. SANTANA  
CITY ADMINISTRATOR

**FROM:** Vitaly B. Troyan, P.E.

**SUBJECT:** Informational Report on Efforts  
to Reduce Illegal Dumping

**DATE:** March 5, 2012

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City Administrator  
Approval

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Date

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**COUNCIL DISTRICT:** City-Wide

### **RECOMMENDATION**

Staff recommends that the committee accept this report.

### **EXECUTIVE SUMMARY**

This is an Informational Report on the Public Works Agency (PWA) efforts to address illegal dumping. This report contains data regarding illegal dumping operations, tonnage history, and Operations, Enforcement/Mitigation and Outreach that Public Works has implemented to deal with the serious issue of illegal dumping.

### **OUTCOME**

This is an informational report only; therefore there are no proposed actions.

### **BACKGROUND/LEGISLATIVE HISTORY**

In 1992, illegal dumping was a major problem in Oakland. The City approved funding to create dedicated crews to remove debris and take measures to mitigate the problem. In 2001, the City established a Litter Enforcement Program. This led to the hiring of eight (8) Litter Enforcement Officers (LEOs), who were trained to conduct enforcement and outreach. The City also received a \$500,000 grant from the State of California to pay for mitigation measures (fencing, signage, surveillance cameras, etc.) and outreach and education.

Item: \_\_\_\_\_  
Public Works Committee  
March 27, 2012



The LEOs were to use forensic investigative techniques, enforcement, fines, and monitoring/surveillance to address the illegal dumping issues in the public right-of-way. In addition, LEOs made efforts to educate the public through community outreach and establish a city/community partnership to abate the chronic problem of illegal dumping.

The early efforts were successful in reducing dumping at many "hot spots" across the City, using tools such as fencing, enhanced lighting, installation of "no dumping" signs, and towing of abandoned vehicles in areas prone to dumping.

The major impediment to the success of the Litter Enforcement (LEO) program was in the prosecution of "cases" developed from evidence found in the illegally dumped materials, which contained a name or company associated with the items. There were two major issues with this approach to stopping illegal dumping. First, it did not address the root cause of the dumping but went after the persons whose identities were in the dumped materials. Secondly, the invoices sent to the "identified" person went largely uncollectable due to a number of factors. The Office of the City Auditor conducted a PWA Illegal Dumping Accounts Receivable Audit, and discovered that the majority of the people identified were often deceased, no longer at their old address, or were able to convince a judge of their innocence. Also, citizens were routinely reluctant to testify, despite the fact that they were witnesses to illegal dumping. As a result, PWA ceased to develop cases leading to enforcement.

Finally, the number of LEOs had decreased over the last ten (10) years, beginning with eight(8) Full Time Equivalents (FTE) in 2001, which was reduced to six (6) FTE in 2005, then to three (3) FTE in 2009, and ultimately the program was eliminated on July 22, 2011.

## **ANALYSIS**

The behavior of dumping garbage on city streets continues to be one of the most challenging problems that the City experiences. With no current effective enforcement mechanism, dumpers continue to degrade the environment on a regular basis. Additionally, as PWA removes the illegally dumped material, people are conditioned to think that if debris is dumped in the right-of-way, it will be removed by City staff, at no cost. Thus, whether it is a mattress on the sidewalk or a bag of garbage near a litter container, the illegal behavior is not interrupted, but rather perpetuated. This is a low-level crime that without the proper enforcement or outreach can spiral out of control, lead to a decrease in property values, and discourage businesses from either relocating or remaining in Oakland.

### **Illegal Dumping Operations**

Illegal dumping continues to account for the highest number of calls received by the Public Works Agency Call Center. In 2011, there were 11,500 illegal dumping service requests generated by the Call Center and recorded in the Cityworks Work Management System. This represents 32.2% of all the complaints (35,666). The Cityworks system allows PWA staff to

Item: \_\_\_\_\_  
Public Works Committee  
March 27, 2012



enter data in the field with laptops and service complaints in real time, which improved service but did not reduce the dumping. Cityworks improved our capacity to track complaints and effectively deploy resources to remove illegally dumped trash. The current staffing for dealing with removal of illegal dumping includes twenty-nine (29) FTE, at a cost of \$3,210,332 in fiscal year 2011–12 for personnel and equipment costs. In the revised budget adopted effective February 23, 2012, the FTE was reduced by five (5) FTE that were funded by the Oakland Redevelopment Agency. The five (5) FTE were assigned to East Oakland and West Oakland, areas with the highest service requests in 2011. This reduction will impact service responses from three (3) to five (5) business days and a change in operational schedules from seven (7) days a week to six (6) days a week, eliminating Sunday services. Mattresses, appliances, and tires are collected and disposed of separately from other debris due to the state law (diversion program) that requires these items to be source separated and recycled. The illegal dumping operations are a six (6) day a week operation, with twelve (12) crews that operate packer trucks, flat beds dump trucks, overhead loaders, and pickup trucks Monday thru Friday, and one (1) crew that operates a packer truck on Saturday.

#### Measurement of Illegal Dumping Tonnage

Tonnage amounts are based on a tracking software system that is operated and maintained by Waste Management of Alameda County (WMAC) and reported to the City of Oakland monthly. Below is the data from 2006 to 2011 (**Chart 1**). This identifies a 48% decrease in tonnage over the last six (6) years. The major reductions from 2008 through 2011 are likely due in part to the decline of the economy, unfortunately not a result of long-term reductions in illegal dumping. Similar trends are evident in overall solid waste disposal tonnages in Oakland.

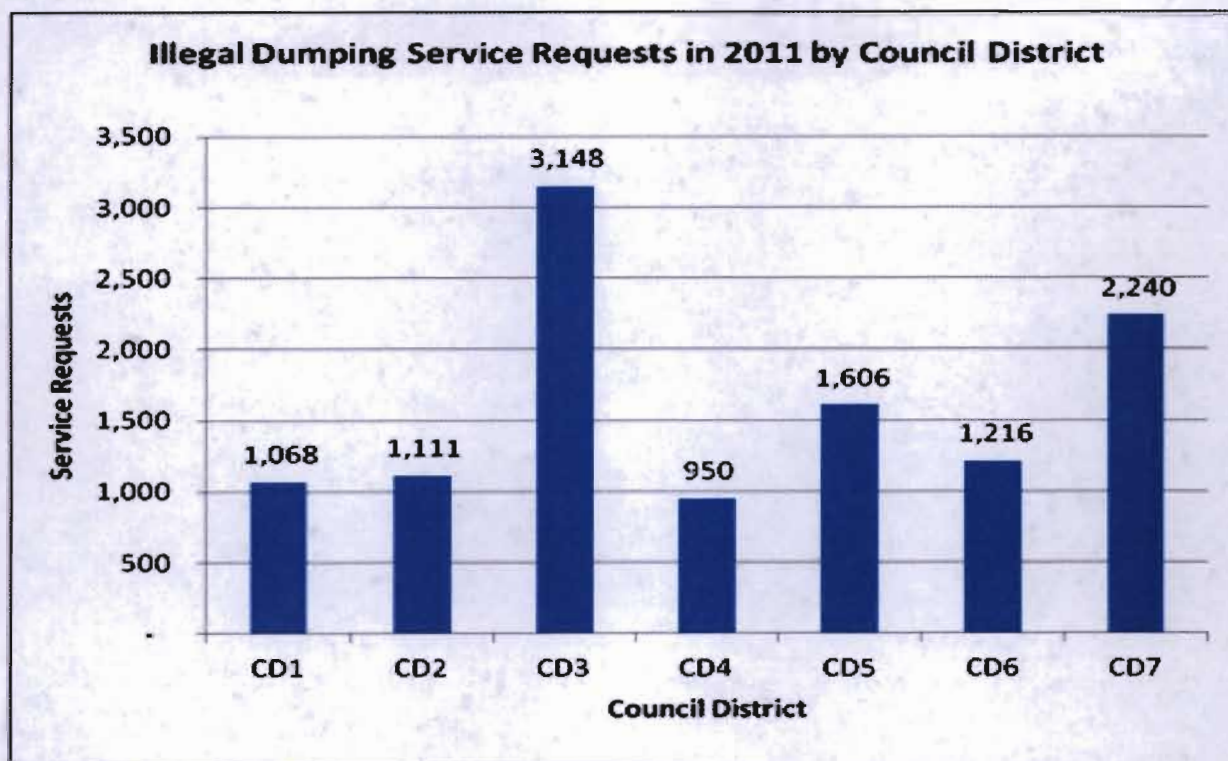
2006	3,388
2007	2,542
2008	1,948
2009	2,046
2010	1,897
2011	1,624

**Chart 1**

#### Data by City Council District

Below is a chart (**Chart 2**) that represents illegal dumping service requests by City Council District in 2011. This data is collected through Cityworks, the PWA Work Management System. The data represents calls or web requests received by PWA to remove illegal dumping. The highest number of service requests are in areas that lack improved sidewalks, have dead-end streets, and are industrial areas that lack “eyes on the street.” Enhanced physical improvements (e.g., sidewalks and lighting) have been shown to create an uninviting environment for dumpers.





**Chart 2**

The Matrix below represents operations, enforcement, and outreach methods used to educate the public and combat illegal dumping. The chart includes the program name, a brief description of what was included in the program, results, and the current status.

Program	Description	Results/Status
<b>I. Operations</b>		
A. Public Works Crews	See pages 2–3 for details.	Remove illegal dumping.  <b>Status:</b> Ongoing.
B. Fencing	The installation of Cyclone fencing in nine (9) strategic locations has led to a sharp decrease in illegal dumping in those areas. This was originally funded by a State of California grant, and later by the Oakland Redevelopment Agency after the initial funding was exhausted.	Fencing has proven to be an effective tool to block access to areas subject to dumping.  <b>Status:</b> Funding for mitigation has ended.

Item: \_\_\_\_\_  
 Public Works Committee  
 March 27, 2012



Program	Description	Results/Status
C. Bulky Pickup / Multi-Family	Allows property owners of multi-family dwellings (MFD) to schedule annual appointments with WMAC for service, which includes the removal of recyclable and non-recyclable items, as well as yard trimmings, from their residence after the items have been properly set out.	WMAC reported 295 MFD bulky pickup appointments in 2011.  <b>Status:</b> Ongoing until December 31, 2012, the termination date of the Settlement Agreement.
D. Bulky Pickup / Single Family	Allows property owners of single-family dwellings (SFD) to schedule annual appointments with WMAC for service, which includes the removal of recyclable and non-recyclable items, as well as yard trimmings, from their residence after the items have been properly set out.	WMAC reported 15,747 SFD bulky pickup appointments in 2011.  <b>Status:</b> Ongoing through the current contract with WMAC, which ends June 30, 2015.
E. Amnesty Days	The Settlement Agreement between WMAC and the City made and entered into on July 1, 2008 established four (4) annual amnesty collection events for tires, appliances, mattresses, e-waste, and other material types identified by the City as "illegally disposed".	This is a popular program that has diverted tons of debris (tires, appliances, e-waste, and mattresses) from the streets of the City. The next amnesty day will be held on March 31, 2012 and notice will be posted on the City's website.  <b>Status:</b> The program expires on December 31, 2012, pursuant to the Settlement Agreement.
<b>II. Enforcement</b>		
A. Forensic Investigations	The LEOs conducted forensic investigations on illegal dumping in the public right-of-way, street litter containers, and on the sidewalks, in an effort to collect evidence such as billing statements, empty medicine bottles, letters, and other paperwork that listed addresses.	<b>Status:</b> This component was discontinued due to the elimination of the LEO program and lack of effectiveness.



Program	Description	Results/Status
B. Citizen Declarations	The Citizen Declaration (Witness Statement) was a tool that allowed eyewitnesses to formally document what they witnessed with regard to illegal dumping.	<p>This has been an ineffective program due to the timing and lack of information on the identity of the persons who illegally dumped. Enforcement requires the identity of the persons committing the crime or enforcement action, while the crime is being committed.</p> <p><b>Status:</b> This component was discontinued due to the elimination of the LEO program and lack of effectiveness.</p>
C. Surveillance Cameras	There were two video cameras located in East and West Oakland, installed through a partnership with local business and merchants. When merchants observed an illegally dumped pile of debris, they would notify the appropriate LEO, who had the ability to review day and night footage from the previous ten days.	<p>This is effective as a deterrent; however, it is not an effective enforcement tool, as a license plate does not assist with citing the person who conducted the illegal dumping. (See above description.)</p> <p><b>Status:</b> This component was discontinued due to the elimination of the LEO program and lack of effectiveness.</p>
D. Stakeouts	This program was funded by a State of California grant. It paid for PWA and OPD to go to illegal dumping "hotspots" and stakeout those locations during the late evening or early morning hours.	<p>Stakeouts resulted in no apprehensions, and were rather costly due to OPD and PWA overtime costs.</p> <p><b>Status:</b> This program ceased when the grant funding ended.</p>



Program	Description	Results/Status
<b>III. Outreach</b>		
A. Magnet Distribution	“Stop Illegal Dumping” and “Stop Littering in Oakland” magnets with the appropriate reporting telephone numbers have been distributed at multiple City-sponsored events.	The magnets have been utilized more effectively than flyers, due to the ability to be affixed to commonly used items such as refrigerators. This usage allows citizens to keep the message in their view on a daily basis.  <b>Status:</b> This program will continue.
B. “Help Stop Illegal Dumping – What You Can Do” and “How to Safely Dispose of Your Debris, Waste, and Recyclables”	This is a double-sided flyer with useful information translated into Spanish and Chinese. It has been distributed by Team Oakland (100 summer-employed youth) to merchants in ten (10) commercial districts, and tabled at major events, and on the City website. <b>(Exhibit A, B, and C)</b>	This is an information tool that not only educates citizens on the proper way to dispose of debris; it also provides methods to stop illegal dumping.  <b>Status:</b> This program will continue.
C. “No Dumping” Signage (Public)	“No Dumping” signage has been posted throughout the City to warn the perpetrators of the fines for illegal dumping, and to deter the practice.	This has been a helpful deterrent.  <b>Status:</b> The signage is still available.
D. “No Dumping” Signage (Private)	Residents and business owners have been given signage to install on their property. The City requests that in exchange for free signs, property owners will keep their property clean and free of litter and debris, and provide video cameras to record activity. <b>(Exhibit D)</b>	This has been a helpful deterrent.  <b>Status:</b> The signage is still available.



Program	Description	Results/Status
E. Truck Notification	The program was instituted in 2007 to inform and educate truck owners and operators of the laws regarding proper disposal of debris. When a truck was observed with a load of debris, a notice would be placed on the windshield warning of the consequences of illegal dumping, and providing the proper disposal options.	Results are unknown.  <b>Status:</b> This component was discontinued due to the elimination of the LEO positions.

Additional Current Activities		
A. Neighborhood Project Initiative (NPI) Grant	In September 2011, PWA received an NPI Grant to assist with the implementation of an Illegal Dumping Deterrent and Apprehensive System (IDDAS). This is a collaboration between PWA, OPD, the City Attorney's Office, and Bay Alarm to reduce and or eliminate illegal dumping in West Oakland, through the use of "live" cameras placed in strategic "hotspots" and monitored by Bay Alarm to deter and apprehend illegal dumpers.	The program began on September 1, 2011 and has resulted in deterring illegal dumping in locations where cameras were installed.  <b>Status:</b> The program will continue to monitor "hotspots" in West Oakland until August 31, 2012, when the former Oakland Redevelopment Agency funding ends.
B. Oakland Police Department Online Reporting	The Oakland Police Department has established an online reporting mechanism for citizens who observe others in the act of illegally dumping debris.	The link is <a href="http://oaklandnet/home/Government/o/OPD/s/scr/index.htm">http://oaklandnet/home/Government/o/OPD/s/scr/index.htm</a> . The link has received several hits from concerned citizens.  <b>Status:</b> Ongoing.

Item: \_\_\_\_\_

Public Works Committee  
March 27, 2012



Program	Description	Results/Status
C. State Task Force	The California Integrated Waste Management Board (CIWMB, a former state agency) states that approximately \$200 million is spent annually by local and state agency programs to abate illegal dumping. A State Task Force was established to monitor and advocate for best practices statewide and to support legislation that assists with addressing illegal dumping.	The Task Force is currently focused on the issue of manufacturer source recycling as it relates to mattresses.  <b>Status:</b> PWA will continue to monitor its work and any opportunities for Oakland to support legislation will be brought to the City Council.
D. Pilot Mattress Project	City staff is currently working with WMAC on having a pilot mattress program where the drop-off could be subsidized or a rebate established.	<b>Status:</b> Pending.

### **PUBLIC OUTREACH/INTEREST**

Ongoing discussions have occurred with the West Oakland Business Alert, Coliseum Business Alert, Airport Area Business Association, Cal Recycle Illegal Dumping Technical Advisory Committee, Caltrans, BART, and Union Pacific Railroad (UPRR). The Public Works Agency continues to work with outside agencies to address new ideas for dealing with the problem of illegal dumping.

### **COORDINATION**

The Public Works Agency is working with the Oakland Police Department to implement the NPI Grant in West Oakland.

### **COST SUMMARY/IMPLICATIONS**

#### **Fiscal Impact:**

This is an informational report with no fiscal impacts.

Item: \_\_\_\_\_  
Public Works Committee  
March 27, 2012



### **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 with the citizenry and business community with the Public Works Agency will enhance the quality of life and public safety.

### **DISABLED AND SENIOR CITIZEN ACCESS**

The decreased amount of litter and increased beautification will enhance the overall living conditions and safety for the disabled and senior citizens.

### **CEQA**

This is an informational report with no proposed actions.



**ACTION REQUESTED OF THE CITY COUNCIL**

This is an informational report, therefore no action is required.

Respectfully submitted,

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VITALY B. TROYAN, P.E.  
Director / Public Works Agency

Reviewed by:  
Brooke A. Levin, Assistant Director

Prepared by:  
Frank D. Foster, Operations Manager  
Keep Oakland Clean & Beautiful

**Attachments**

- Attachment A - Help Stop Illegal Dumping - What You Can Do (Flyer in English)
- Attachment B - Help Stop Illegal Dumping - What You Can Do (Flyer in Spanish)
- Attachment C - Help Stop Illegal Dumping - What You Can Do (Flyer in Chinese)
- Attachment D - No Dumping Sign (Sign in English and Spanish)



## HELP STOP ILLEGAL DUMPING – WHAT YOU CAN DO

To report a pile of illegally dumped material call (510) 615-5566. If you witness illegal dumping in progress, call 911.

- 1. LIGHT OUTDOOR AREAS** — including parking areas.
- 2. MAINTAIN CLEAR VISIBILITY** — from inside your home to the street, sidewalk, and parking areas.
- 3. MAINTAIN YOUR PROPERTY'S PHYSICAL APPEARANCE** — by cutting weeds and picking up litter. Trim bushes to 36" high and tree limbs 7' from ground. Remove graffiti within 24-48 hours.
- 4. DEFINE YOUR PROPERTY BOUNDARIES** — with plants, paving, short walls or fences.
- 5. USE SURVEILLANCE CAMERAS** — to deter illegal dumping. If a vehicle license plate is captured, it can assist in enforcement.
- 6. VOLUNTEER FOR ADOPT-A-SPOT VOLUNTEER PROGRAMS** — take an active role in keeping your neighborhood clean. Call (510) 238-7630 or visit [www.oaklandpw.com](http://www.oaklandpw.com)
- 7. ENCOURAGE YOUR NEIGHBORS TO JOIN YOU IN THESE EFFORTS!**



PWA/DFE/KOCB/July2011

**PUBLIC WORKS CALL CENTER**  
**(510) 615-5566**  
**[pwacallcenter@oaklandnet.com](mailto:pwacallcenter@oaklandnet.com)**

Brought to you by the City of Oakland, Public Works Agency



## HOW TO SAFELY DISPOSE OF DEBRIS, WASTE AND RECYCLABLES

Here's what you can do:

- 1. HAUL IT YOURSELF TO A TRANSFER STATION**  
Call Davis Street at (510) 638-2303 or City of Berkeley at (510) 981-7270 for hours and fees.
- 2. MAKE A FREE BULKY WASTE APPOINTMENT**  
Call Waste Management of Alameda County (WMAC) at (510) 613-8710 to schedule a bulky pickup appointment, or to rent a dumpster.
- 3. USE THE HOUSEHOLD HAZARDOUS WASTE DROP-OFF**  
Alameda County Hazardous Waste Program accepts paints, cleaners, batteries, automotive fluids, etc.  
Call (800) 606-6606 or visit [www.household-hazwaste.org](http://www.household-hazwaste.org)
- 4. FIND HELPFUL INFORMATION ON REUSE AND RECYCLING**  
Call Oakland Recycles at (510) 238-7283 or visit [www.oaklandrecycles.com](http://www.oaklandrecycles.com)
- 5. HELP KEEP OAKLAND CLEAN AND BEAUTIFUL**  
For volunteer opportunities call (510) 238-7630 or visit [www.oaklandpw.com](http://www.oaklandpw.com)



## AYUDE A DETENER EL DESECHO ILEGAL DE BASURA - LO QUE USTED PUEDE HACER

Para reportar la presencia de material desechado ilegalmente llame al (510) 615-5566. Si se da cuenta de que se está tirando basura ilegalmente, llame al 911.

- 1. ILUMINAR LAS ÁREAS EXTERIORES** — incluyendo áreas de estacionamiento.
- 2. MANTENER BUENA VISIBILIDAD** — desde dentro de su hogar hacia la acera y áreas de estacionamiento.
- 3. MANTENER LA APARIENCIA FÍSICA DE SU PROPIEDAD** — cortando las malas hierbas y recogiendo la basura. Recortar los arbustos a 36" de altura y las ramas de los árboles a 7' del suelo. Eliminar el graffiti dentro de las siguientes 24 a 48 horas.
- 4. DEFINIR LOS LÍMITES DE SU PROPIEDAD** — con plantas, pavimentación, muros cortos o cercas.
- 5. USAR CÁMARAS DE VIGILANCIA** — para disuadir el que se tire basura ilegalmente. Si se captura la placa de matrícula de un vehículo, puede ayudar a aplicar los reglamentos.
- 6. OFRECERSE COMO VOLUNTARIO EN LOS PROGRAMAS DE VOLUNTARIOS ADOPT-A-SPOT** — jugar un papel activo en mantener su vecindario limpio. Llame al (510) 238-7630 o visite [www.oaklandpw.com](http://www.oaklandpw.com)
- 7. INVITAR A SUS VECINOS A UNIRSE A USTED EN ESTOS ESFUERZOS!**



PWA/DFE/KOCB/July2011

**CENTRO DE LLAMADAS DE LA AGENCIA DE OBRAS PÚBLICAS**  
(510) 615-5566  
[pwacallcenter@oaklandnet.com](mailto:pwacallcenter@oaklandnet.com)

Ofrecido por la Agencia de Obras Públicas de la Ciudad de Oakland



## CÓMO ELIMINAR CON SEGURIDAD LOS DESECHOS, DESPERDICIOS Y OBJETOS RECICLABLES

A continuación incluimos algunas de las cosas que puede hacer:

- 1. LLEVAR USTED MISMO LOS DESECHOS A UNA ESTACIÓN DE TRANSFERENCIA**  
Llame a Davis Street al (510) 638-2303 o a la Ciudad de Berkeley al (510) 981-7270 para informarse sobre el horario y las tarifas.
- 2. HACER UNA CITA PARA DESHACERSE DE ARTÍCULOS VOLUMINOSOS GRATIS**  
Llame a Waste Management of Alameda County (WMAC) al (510) 613-8710 para solicitar la recolección de artículos voluminosos o para alquilar un contenedor de basura.
- 3. ACUDIR AL SITIO DE DESCARGA DE DESECHOS PELIGROSOS DEL HOGAR**  
El Programa de Desechos Peligrosos del Hogar del Condado de Alameda acepta pintura, productos de limpieza, baterías, líquidos automotrices, etc. Llame al (800) 606-6606 o visite [www.household-hazwaste.org](http://www.household-hazwaste.org)
- 4. ENCONTRAR ÚTIL INFORMACIÓN SOBRE CÓMO VOLVER A UTILIZAR Y RECICLAR LOS DESECHOS**  
Llame a Oakland Recycles al (510) 238-7283 o visite [www.oaklandrecycles.com](http://www.oaklandrecycles.com)
- 5. AYUDAR A MANTENER OAKLAND LIMPIA Y HERMOSA**  
Si desea información sobre oportunidades para ofrecerse como voluntario llame al (510) 238-7630 o visite [www.oaklandpw.com](http://www.oaklandpw.com)



## 協助防止非法亂丟垃圾 - 你可做的事

檢舉非法垃圾堆請電 (510) 615-5566。若目擊有人正在非法亂丟垃圾，即撥 911 報案。

1. 點亮戶外照明 - 包括停車場。
2. 維持清晰視野 - 從家中可看到街道、人行道及泊車位。
3. 維護物業外觀 - 割除雜草及檢清垃圾。將矮樹叢修剪至 36 英吋高，樹木橫枝則要保持離地 7 英尺的高度。塗鴉需在 24 至 48 小時內清除。
4. 劃清物業界線 - 利用植物、鋪路、矮牆或籬笆等。
5. 使用監視器 - 嚇阻非法丟棄垃圾。若能拍攝到車牌號碼，還可協助執法。
6. 參加 ADOPT-A-SPOT 義工計劃 - 主動清潔附近地區。請電 (510) 238-7630 或瀏覽 [www.oaklandpw.com](http://www.oaklandpw.com)。
7. 鼓勵左鄰右里和你一同維護社區！



PWA/DFE/KDCB/July 2011

公務局電話中心  
(PUBLIC WORKS CALL CENTER)  
(510) 615-5566  
[pwacallcenter@oaklandnet.com](mailto:pwacallcenter@oaklandnet.com)

屋崙 (奧克蘭) 市政府公共工程管理局負責主辦



## 如何安全丟棄垃圾、 廢棄物及回收品

這裡列出你可做的事：

1. 親自送去轉運站  
請電 (510) 638-2303 與 Davis Street 站聯絡，或致電 (510) 981-7270 向柏克萊市政府查詢轉運站的服務時間及收費事宜。
2. 預約免費收集大型廢物  
請致電 (510) 613-8710 與阿拉米達縣垃圾管理公司聯絡，約定時間收集大型廢物，或租用大型垃圾箱。
3. 善用家庭有害廢物丟棄服務  
阿拉米達縣危害廢棄物計劃 (Alameda County Hazardous Waste Program) 受理油漆、清潔劑、電池、汽車液體等危害物。請電 (800) 606-6606 或瀏覽 [www.household-hazwaste.org](http://www.household-hazwaste.org) 查詢詳情。
4. 實用的再利用及回收資訊查詢  
致電 (510) 238-7283 或瀏覽 [www.oaklandrecycles.com](http://www.oaklandrecycles.com)，與屋崙 (奧克蘭) 市回收處 (Oakland Recycles) 聯絡。
5. 協助維持屋崙 (奧克蘭) 整潔美觀  
請電 (510) 238-7630，或上網 [www.oaklandpw.com](http://www.oaklandpw.com) 查詢義工機會。



# **NO DUMPING**

**VIOATORS WILL BE  
PROSECUTED TO THE FULL  
EXTENT OF THE LAW**

**SEC. 374 B PENAL CODE**

**THIS AREA MAY BE UNDER  
24 HOUR SURVEILLANCE  
SEE IT. STOP IT. REPORT IT. 615-5566**

# **NO TIRE BASURA**

**INFRACTORES SERAN  
PROCESADOS CON TODO  
EL RIGOR DE LA LEY**

**SECCION DEL CODIGO PENAL 374 B**

**ESTE AREA PUEDE ESTAR BAJO  
VIGILANCIA LAS 24 HORAS  
PARA. OBSERVA. REPORTA. 615-5566**





## ***AGENDA REPORT***

**TO:** DEANNA J. SANTANA  
CITY ADMINISTRATOR

**FROM:** Brooke A. Levin  
Interim Director, PWA

**SUBJECT:** Illegal Dumping

**DATE:** August 26, 2013

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City Administrator  
Approval

Date:

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**COUNCIL DISTRICT:** City-Wide

### **RECOMMENDATION**

Staff recommends that the City Council accept this informational report from the Public Works Agency on (1) efforts to reduce illegal dumping and (2) actions plan to implement innovative ideas to better address illegal dumping in the City of Oakland.

### **EXECUTIVE SUMMARY**

In FY 2012-13 Keep Oakland Clean and Beautiful Division (KOCB) of the Public Works Agency responded to over 17,000 service requests to remove items dumped on public property. This was a 34% increase in the number of requests from the previous year.

This report contains data regarding collection of materials that are illegally dumped in the public right of way including: collection operations to remove illegal dumping quicker from public property; items that are included in the Zero Waste Services Procurement related to offering services that may reduce illegal dumping; use of additional funding in the Fiscal Year (FY) 2013-15 Budget for illegal dumping removal; and enforcement information from the City Attorney's Office.

The behavior of dumping garbage on city streets continues to be a challenging problem. With no current effective enforcement mechanism, dumpers continue to degrade the community and the environment. Additionally, as PWA removes the illegally dumped material, people are conditioned to think that if debris is dumped in the right-of-way, it will be removed by City staff, at no cost. Thus, whether it is a mattress on the sidewalk or a bag of garbage near a litter container, the illegal behavior is not interrupted, but rather perpetuated. This is a low-level crime that continues to plague our community.

### **OUTCOME**

This is an informational report to the Public Works Committee.

Item: \_\_\_\_\_  
Public Works Committee  
September 24, 2013



## **BACKGROUND**

In 1992, the City Council approved funding to create dedicated crews to remove debris and take measures to mitigate illegal dumping throughout the City. In 2001, the City established a Litter Enforcement Program. This led to the hiring of eight (8) Litter Enforcement Officers (LEOs), who were trained to conduct enforcement and outreach. The City also received a \$500,000 grant from the State of California to pay for mitigation measures (fencing, signage, surveillance cameras, etc.) and outreach and education.

The early efforts were successful in reducing dumping at many "hot spots" across the City, using tools such as fencing, enhanced lighting, installation of "No Dumping" signs, and towing of abandoned vehicles in areas prone to dumping.

The LEOs used forensic investigative techniques, enforcement, fines, and monitoring/surveillance to address the illegal dumping issues in the public right-of-way. In addition, LEOs performed community outreach and established a partnership to abate the chronic problem of illegal dumping.

The program was set up to collect clean up costs for illegal dumping from individuals whose materials were found in the public right of way. The LEOs looked for evidence in the illegally dumped materials, usually a name or company associated with the items. Issues with this approach included not necessarily targeting the individual doing the illegal dumping, as the person whose identity found in the dumped materials were the ones receiving the invoice. The invoices sent to the "identified" person went largely uncollected. The Office of the City Auditor conducted a PWA Illegal Dumping Accounts Receivable Audit and discovered that the majority of the people issued citations often were deceased, no longer at the listed address, or were able to convince a small claims court of their innocence. The LEO program staffing was reduced over several budget cycles and completely eliminated in FY 2011-13 Budget.

## **ANALYSIS**

Illegal dumping creates a public nuisance, depresses the value of surrounding property and can pose health, safety and environmental threats such as:

- Injury to children playing in or around the dump site;
- Disease carried by mosquitoes, flies and rodents;
- Contamination of creeks and the Bay;
- Contamination of soil and groundwater;
- Degrades the quality of life to nearby communities and residents.

Research has shown that a four pronged approach is necessary to address illegal dumping; clean up, public education and outreach, targeted enforcement, and tracking and evaluation.

Item: \_\_\_\_\_  
Public Works Committee  
September 24, 2013



*KOCB Illegal Dumping Removal Program*

The Keep Oakland Clean and Beautiful Division (KOCB) of the Public Works Agency provides removal of illegally dumped materials. Illegal dumping continues to account for the highest number of calls received by the PWA Call Center. In FY 2012-13, there were 16,958 illegal dumping service requests generated by the Call Center and recorded in the Cityworks Work Management System. This represents 36.4% of all service requests (46,581) received by the Call Center for this timeframe. After the Division receives the service request, it is converted into a work order and distributed to staff. The Cityworks system allows PWA staff to enter data in the field with laptops and receive work orders in real time, which has improved service. Cityworks improved KOCB capacity to track service requests and effectively deploy resources to remove illegally dumped material.

The illegal dumping removal program funding in FY 12-13 was \$3,332,000 for personnel and equipment. This program also is responsible for homeless encampment removal and street litter container maintenance.

The illegal dumping program is a six (6) day a week operation, with up to twelve (12) crews operating throughout the City. Equipment used for illegal dumping removal includes packer trucks, flat beds dump trucks, overhead loaders, and pickup trucks. On Saturday only four (4) crews operate. On an average day, the operation can complete 70 to 80 service requests. Mattresses, appliances, electronic waste (e-waste) and tires are collected and disposed of separately from other debris due to state law requiring these items be source separated and recycled.

For the abatement of illegal dumping, the City has been divided into four Areas and crews are deployed to each area each day. Below, Table 1 describes the four (4) Areas.

Table 1 – Target Areas for Deployment

<b>Areas</b>	<b>Boundaries (East –West)</b>
1	West and North of Lake Merritt to City Limits
2	East of Lake Merritt to High St.
3	From High St. to 82 <sup>nd</sup> Ave.
4	From 82 <sup>nd</sup> Ave. to City Limits

The established Performance Measures for illegal dumping removal are shown in Table 2 below. For FY 13-14, the targeted number of work orders to complete is 18,000 at an 85% completion rate in 3 business days. In FY 2010-11 the goal was to resolve 85% of the illegal dumping work orders within five (5) calendar days. In FY 2011-12 the goal was changed to resolve 85% of the illegal dumping work orders within three (3) business days. As the crews were meeting the 5



calendar day collection goal at 94%, therefore in FY 12-13 the goal for removal response time was decreased to 3 business days to provide better customer service.

Table 2: Illegal Dumping Removal Performance Measures

Year	Target % Completed in 3 business days	Target Achieved	Target for # of Work Orders	# of Work Orders Completed	Percent Increase in Work Orders
2012-13	85%	75%	13,000	17,624	34%
2011-12	85%	94%	12,000	13,194	3%
2010-11	85%	94%	11,000	12,763	-

For FY 12-13 the increase in response time can be contributed to the 34% increase in the number of work orders, the furlough days and the elimination of five (5) FTE positions in February 2012, funded by the Redevelopment Agency. These positions were dedicated to illegal dumping removal.

#### *EFFORTS TO IMPROVE RESPONSE TIME*

##### ***Operational Plan:***

With the loss of five (5) FTE, the elimination of Sunday services, twelve (12) Mandatory Business Shutdown (MBS) Days and a 34% increase in calls for illegal dumping removal service, the operations plan required adjustments to improve KOCB's response time. One adjustment made was blitzing Areas utilizing all KOCB personnel during inclement weather. The benefits for this change are listed below:

- When illegally dumped materials stay on the street for extended periods of time, it attracts additional dumping. As a means to improve response time, "blitzes" have been incorporated into the operational plan. During "blitzes" all crews concentrate their efforts in one (1) Area. These "blitzes" are on rotational basis. For instance, staff may be in Area 1 on Monday, Area 2 on Tuesday, Area 3 on Wednesday, and Area 4 on Thursday.
- During the blitz, crews are designated to go block by block to remove any debris that may not have been reported through the PWA Call Center, proactively removing illegal dumping. This approach also can lead to higher satisfaction with the community in addressing their concerns regarding illegal dumping when an entire area is left clean.



### ***New Programs FY 2013-15***

The FY 2013-15 budget allotted for five (5) additional FTE, and \$530,000 for equipment to the Keep Oakland Clean and Beautiful (KOCB) Division to remove illegal dumping and litter. The additional staff will assist with reducing response time to illegal dumping service requests, and the additional equipment will allow the Division to remove large piles of debris throughout the City quicker and litter from gateways leading into the City. By adding these additional resources, it is anticipated that KOCB will be able to reach the goal of resolving illegal dumping work orders within three (3) business days. The deployment of the new staff will be as follows:

- Three (3) FTE will be dedicated to illegal dumping removal, which will increase our response time. These personnel are anticipated to join the Division in the Fall of 2013.
- Two (2) FTE will be dedicated to litter abatement. They will operate in gateways to the City and business/economic corridors. These areas are being targeted to improve the City's image. These personnel are anticipated to join the Division in the Fall of 2013.
- One (1) fourteen (14) cubic yard overhead loader will be purchased to remove large piles of debris throughout the City.
- Two (2) six (6) cubic yard mini-packers will be purchased to remove illegal dumping throughout the City. These vehicles have a larger capacity than a pickup truck, so the trips to the Davis Street Transfer Station (DSTS) will be reduced, and this will allow staff to maximize their time in the field.

### ***Efforts To Reduce Illegal Dumping***

#### ***Adopt A Spot***

- The Public Works Adopt-A-Spot program supports residents and businesses in cleaning and greening their community. These volunteers are key ambassadors to neighborhoods helping to provide information and outreach on proper methods of safely disposing of debris, waste and recyclables, prevention measures to deter illegal dumping, and the correct procedures for reporting illegal dumping. KOCB supports the volunteers of the Adopt-A-Spot program and provides removal and disposal of the litter and trash that can include illegally dumped items that the volunteers collect

#### ***Solid Waste and Recycling Franchise Services***

The Franchise Agreement with Waste Management of Alameda County (WMAC) provides for services to assist residents in properly disposing of their large bulky items. These existing programs support reduction of illegally dumped items from our streets.

Item: \_\_\_\_\_  
Public Works Committee  
September 24, 2013



- *Councilmember and Mayor debris box program:* Each Councilmember and the Mayor is allocated 12 debris boxes annually to use for community clean ups. These boxes may be used for collection of illegally dumped items cleared during neighborhood clean ups.
- *On-call Bulky Item annual collection:* This service for single family residences provides at no extra cost an alternative to illegal dumping. Residents can call WMAC at 510-613-8710 to schedule this service.

#### *Zero Waste Services Contract*

As mentioned in previous Council Reports, the Zero Waste Services Procurement provides for several new services in the Garbage and Organics Collection Services Franchise that are designed to help reduce and abate illegal dumping in Oakland. The specific services that are included as part of the new Garbage and Organics Collection Services Franchise are:

- *On-call bulky item collection service:* This provision was added for apartments and condominiums as a standard service embedded in the base rate, and would increase by approximately 60,000 the number of residential units with access to disposal and recycling service for large items that do not fit into a cart or bin. The bulky item collection service includes the types of items typically found illegally dumped on Oakland streets.
- *Pay-as-you go bulky item service:* This provision gives residential property owners and other residential customers direct access to bulky item collection services that meet needs such as recycling or disposal of move-in and move-out debris.
- *Illegal dumping removal:* The Garbage and Organics franchise contractor will pick up four illegal dumping piles each weekday, as directed by the City, supporting City crews in clean up of illegal dumping.
- *Documentation and reporting of illegal dumping to City:* The Garbage and Organics franchise contractor is required to direct its drivers to note addresses where materials have been dumped in an unauthorized manner. New technologies allow for this kind of information to be collected while trucks drive throughout the city, helping to support the City in its efforts to eradicate illegal dumping.

Separate from the service that will be provided by the franchise contracts established through this procurement process, the Zero Waste System Design includes provisions for regulating independent recyclers and haulers of solid waste from construction and demolition sites, including a permit or non-exclusive franchise system. Supplementing the City's efforts in this arena, the Alameda County Waste Management Authority may also apply regulations that require special permitting or licensing of solid waste haulers countywide. While these efforts target waste reduction improvements in the "self-haul" sector, a new regulatory regime might provide new opportunities for the identification of illicit or "fly-by-night" haulers who are often implicated in illegal dumping investigation. This work is commencing and will be conducted over the next 18 months.

Item: \_\_\_\_\_  
Public Works Committee  
September 24, 2013



### *Current Enforcement Efforts*

The City Attorney's Office provided the following information on enforcement efforts. The Neighborhood Law Corps unit in the City Attorney's Office has partnered with the Public Works Agency and the City Administrator's Office to issue administrative citations to illegal dumpers. This effort focuses on incidents in which eyewitnesses and photographic evidence identify perpetrators. Prioritizing incidents supported by direct evidence avoids the shortcomings of prior enforcement efforts, which relied heavily on indirect evidence. These prioritized cases are more likely to be upheld by a hearing officer and present a better opportunity for the City to collect its penalties and costs. This approach also addresses illegal dumping much more efficiently than civil actions seeking similar penalties and costs.

The City Attorney is proposing a new ordinance to strengthen the City's ability to take enforcement action against individuals found to be dumping illegally in Oakland.

### **PUBLIC OUTREACH/INTEREST**

Ongoing discussions have occurred with the West Oakland Business Alert, Coliseum Business Alert, Airport Area Business Association, Cal Recycle Illegal Dumping Technical Advisory Committee, Caltrans, BART, Union Pacific Railroad (UPRR), and Business Improvement Districts (BID). The Public Works Agency continues to work with outside entities to address new ideas for dealing with the problem of illegal dumping, and has partnered with Adopt-A-Spot Volunteers, Team Oakland, and Highway to Work to abate illegal dumping.

### **COORDINATION**

The Office of the City Attorney and the Budget 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 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 with citizenry and business community with the Public Works Agency will improve the quality of life and public safety.

For questions regarding this report, please contact Frank D. Foster, PWA Operations Manager, at (510) 434-5109.

Respectfully submitted,

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BROOKE A. LEVIN

Interim Director, Public Works Agency

Reviewed by:

Susan Kattchee, Acting Assistant Director  
Public Works Agency

Prepared by:

Frank D. Foster, PWA Operations Manager  
Keep Oakland Clean and Beautiful

Item: \_\_\_\_\_  
Public Works Committee  
September 24, 2013