



DEPARTMENT OF
GENERAL SERVICES

SOLID WASTE
DIVISION

CITY OF SACRAMENTO
CALIFORNIA

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FAX (916) 808-4999

October 21, 2004

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: NEIGHBORHOOD CLEAN-UP WORKSHOP

LOCATION AND COUNCIL DISTRICT: Citywide

RECOMMENDATION:

This report is for information only.

CONTACT PERSONS: G. Harold Duffey, Integrated Waste General Manager, 808-4932
Edison Hicks, Integrated Waste Collections Superintendent, 808-4949

FOR COUNCIL MEETING OF: December 7, 2004

SUMMARY:

The overall goal of the Appointment Based Neighborhood Cleanup (ABNCU) program is to provide residents with a convenient, on-demand service that reduces operating costs by reducing illegal dumping and scavenging activities that result from the City's traditional Neighborhood Cleanup (NCU) program. The current ABNCU pilot program services over 31,000 homes in areas in Council Districts 1, 2, 5, 6, and 8 (see Attachment 1). One time per year, residents can call to schedule a "neighborhood" cleanup. The program is managed in conjunction with Code Enforcement and the Sacramento Police Department (POP Officer). Based on the success of the program, staff will return in 60 days with recommendations to expand the ABNCU.

COMMITTEE/COMMISSION ACTION: None required.

BACKGROUND INFORMATION:

In November 2001, the City Council established an Illegal Dumping Adhoc Committee to address the issue of illegal dumping in specific areas of the City of Sacramento. One of staff's recommendations to reduce illegal dumping and to maximize existing resources was to implement an ABNCU. Solid Waste Division staff implemented the ABNCU program with the following goals:

- Reduce illegal dumping and scavenging
- Increase convenience for residents
- Regulate material placed out for collection
- Maximize resources

Reduce Illegal Dumping and Scavenging

Solid Waste Division staff reviewed collection methods implemented by neighboring municipalities (private haulers may be providing service), and larger cities in the State and determined that one option to reduce illegal dumping was to go to an ABNCU program (Attachment 2). It was determined that the traditional NCU program allows large piles of materials to accumulate on streets, blocks and in neighborhoods and attracts illegal dumpers and scavengers. In contrast, an ABNCU program would reduce illegal dumping and scavenging and would be more aesthetically pleasing.

City staff has not encountered any significant issues associated with scavenging in the ABNCU pilot program areas because scavengers are unaware of the areas we collect. Illegal dumping is still occurring in the ABNCU pilot areas but has narrowed to vacant lots on residential and commercial streets. In addition, the average weight of material collected in the ABNCU pilot program is 40% less than the average weight collected in the traditional NCU program (average weight of material collected in the traditional NCU program is 297 lbs per household).

Increase Convenience For Residents

The ABNCU pilot program is an on-demand service, which requires residents to initiate the service. Residents in the pilot program areas are mailed a brochure (Attachment 3), and have the ability to call and schedule an appointment. Residents are asked what type of material they will be placing out for collection and are also told not to put the material out sooner than 24-hours in advance. Program rules, such as dimensions of piles, fines for non-compliance and placement of materials are provided at the time residents make an appointment (appointment process is outlined in Attachment 4).

At the start of the ABNCU pilot program, residents had to wait up to 30-days for service in some areas after they scheduled their appointment. Now, however, residents can call and receive an appointment as early as two days after they call, depending on when they call and the day their area is schedule to be collected (Attachment 5).

Based on a survey conducted last year, 94% of the 294 residents that responded to the survey said they would use the service again. In addition, 90% of the respondents said that the program was easy to understand (for additional survey results, please see Attachment 6).

Regulate Material Placed Out for Collection

The ABNCU pilot program partners - Code Enforcement, Solid Waste Division and Sacramento Police Department - form a three-stage process of compliance, collection and enforcement. Code Enforcement is provided a list of daily appointments a day in advance of collection. Code visits the appointment area to insure residents with appointments are complying with program rules. As Code Enforcement visits the areas, Officers report illegally dumped piles and educate citizens on the appointment-based program. Because our goal is to insure that streets are clean after pickup, if residents fail to make an appointment, Code Enforcement adds them to the appointment-based program (residents are warned not to place material on streets without an appointment and that a Code Officer has scheduled their annual cleanup appointment for the year). Egregious offenders of the program are forwarded to the Sacramento Police Department's POP Officer who pursues the matter as an illegal dumping case.

Residents who place materials out for collection sooner than 24-hours in advance are subject to a \$45.00 early setout fee if the material is collected before the appointment day. The fee was implemented to insure materials were not placed on the street days in advance of scheduled appointments. Residents are advised of the early setout fee at the time they schedule their appointment.

One significant issue associated with the program is holding property owners financially accountable for excessive piles of materials placed out for collection. Excessive piles of material or illegally placed piles are usually associated with tenant evictions and the cleanup of property by third parties. Code Enforcement usually identifies a large or excessive pile without an appointment. Code Officers will either make contact with a person at the address or leave a notice for occupant to remove material. If material is not removed, Solid Waste will collect the material and charge the account for services (a minimum charge of \$90.00 for a "special cleanup", as identified in Solid Waste Fees and Charges, annually adopted by City Council). The Solid Waste Division has received a number of protests regarding the additional fees, as landlords and new property owners either state that their tenants "did not put the material out for collection", or that the previous owner of the property should be responsible for the fees. Staff has been able to resolve a majority of protests through compromise and adjustment of fees. In addition, the Solid Waste Division notes the customer's address to insure if issues occur again, staff is able to reference previous contact.

Maximize Resources

Based on industry standards, a successful ABNCU cleanup program reaches approximately no more than 20% of the customers each year (program is successful because of disposal savings). The City of Sacramento's ABNCU pilot program provided service to 22% (7,000 of the 31,000 customers in the ABNCU pilot program) over the last year and a half. There was an initial surge during the start of the program and then, as expected, requests tapered off. Shifting from an automatic (traditional NCU) program to an on-demand service (ABNCU)

reduced resource requirements and allowed the City to focus its resources to combat hot-spots and other illegal dumping activities. In addition, by including all of the new growth areas in District 1 in the ABNCU program, we have been able to mitigate the potential impact of the area's growth on our existing resources.

FINANCIAL CONSIDERATIONS:

The Solid Waste Division's Operating Budget allocates approximately \$2 million annually to neighborhood cleanup and illegal dumping activities. It is estimated that the overall savings associated with an ABNCU program could yield a 40% reduction in disposal fees (approximately \$250,000). Additional savings resulting from savings in manpower and personnel can also be quantified. However, in relation to the Pilot ABNCU program, manpower and equipment savings were not factored in as savings because the resources were redeployed to other operating areas.

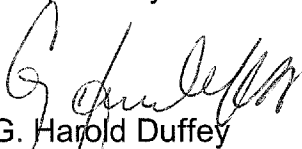
ENVIRONMENTAL CONSIDERATIONS: Not applicable.

POLICY CONSIDERATIONS:


Based on the success of the program, staff plans to return to City Council within 60 days with a recommendation to expand the ABNCU. This recommendation is consistent with the City of Sacramento's Strategic Plan Goal of enhancing and preserving neighborhoods.

ESBD CONSIDERATIONS: Not applicable.

Respectfully submitted,


G. Harold Duffey
Integrated Waste General Manager

FOR INFORMATION ONLY:


ROBERT P. THOMAS
City Manager

Approved:

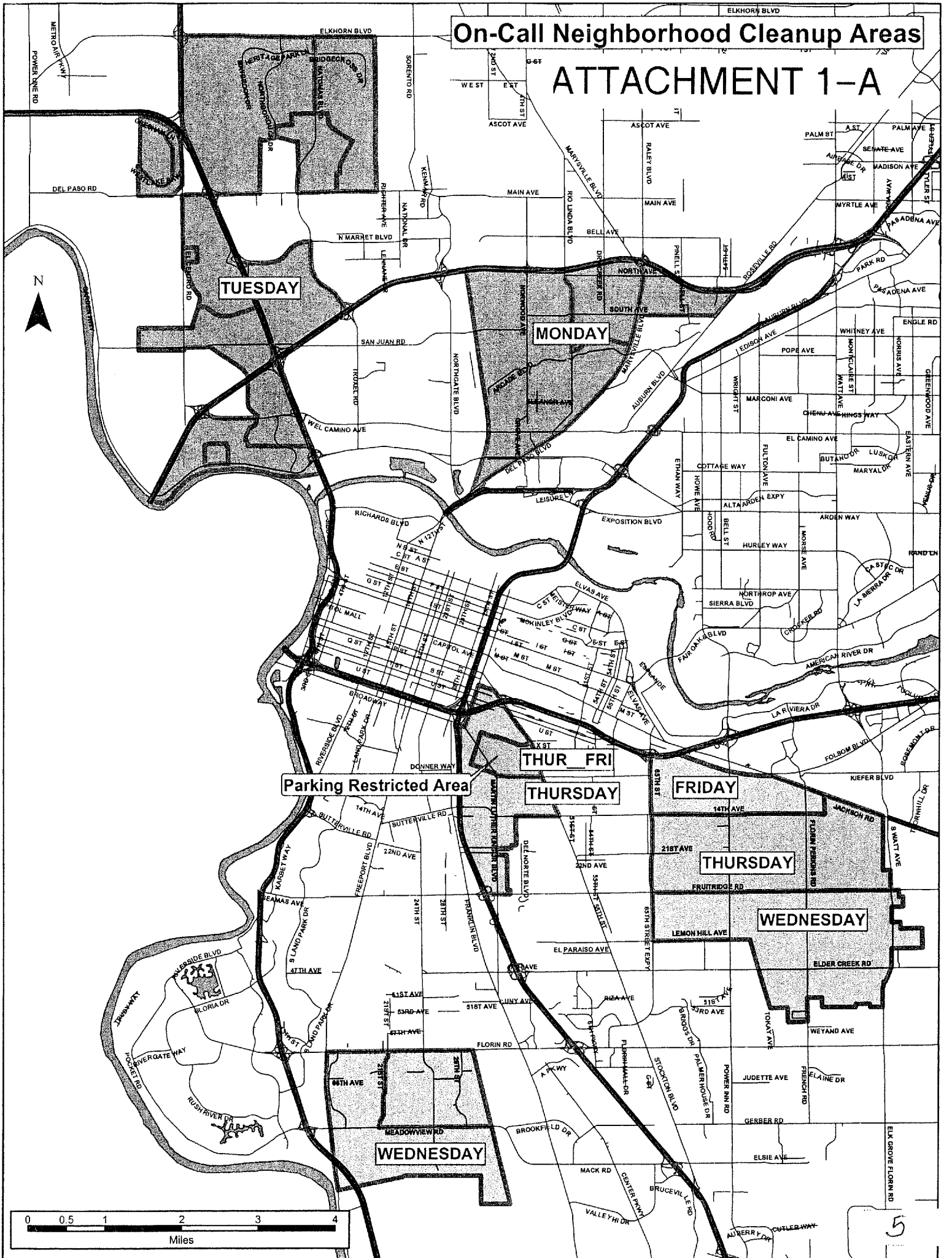

Reina J. Schwartz
Director, Department of General Services

Table of Contents

- 1) Attachment 1, Maps, Pages 5-6
- 2) Attachment 2, Survey of Neighborhood Clean-up Programs, Page 7
- 3) Attachment 3, Appointment Based Clean-up Brochure, Pages 8-9
- 4) Attachment 4, Process of Compliance, Page 10
- 5) Attachment 5, Neighborhood Clean-up Orders, Page 11
- 6) Attachment 6, Customer Satisfaction Survey, Page 12

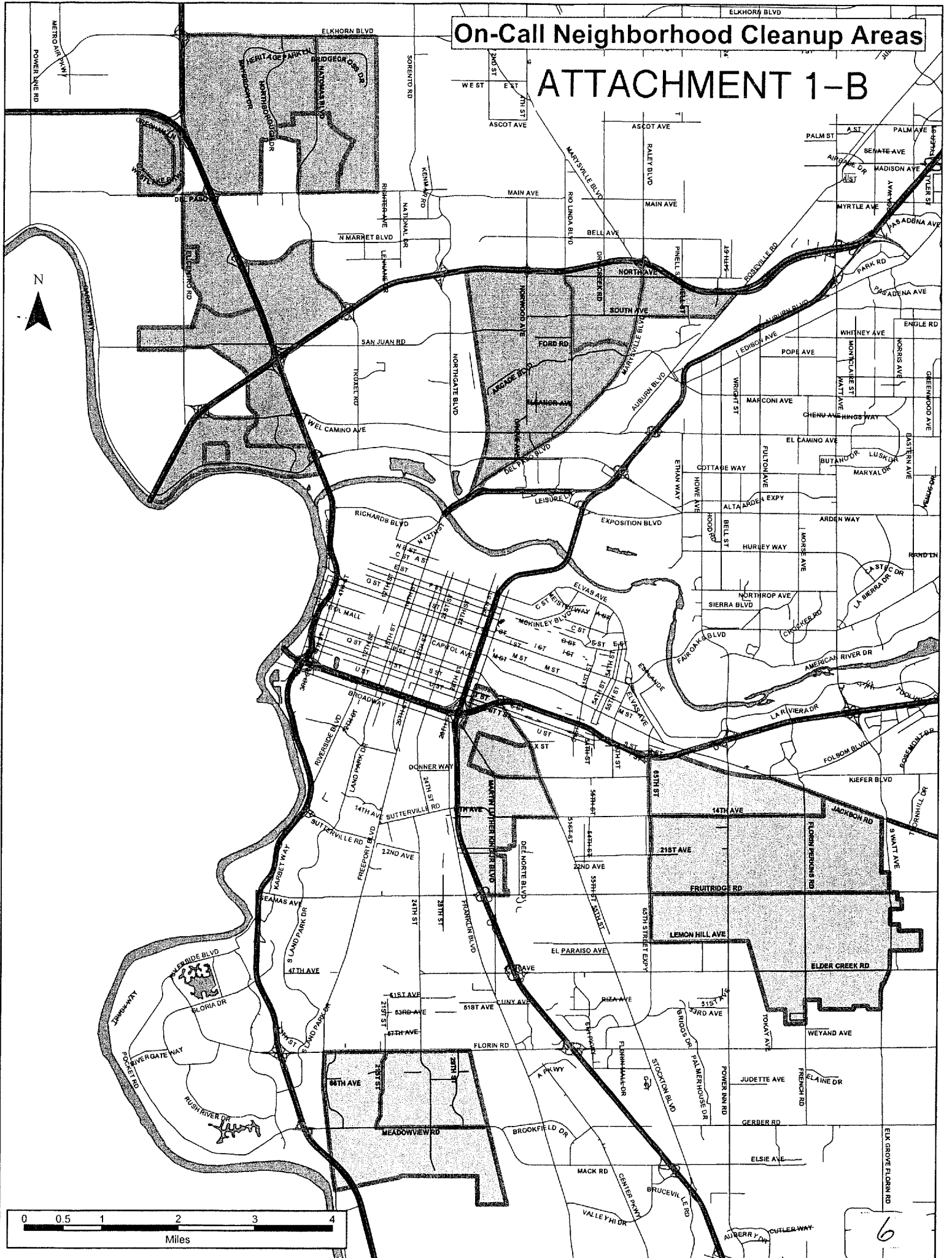
On-Call Neighborhood Cleanup Areas

ATTACHMENT 1-A



On-Call Neighborhood Cleanup Areas

ATTACHMENT 1-B



SURVEY OF NEIGHBORHOOD CLEAN-UP PROGRAMS

Regional Programs

	Program Available	Serviced By:	Monthly Fee To Residents	Type of Service
Elk Grove	Yes	BFI	Built In	Annual*
Citrus Heights	Yes	01/01/06 BFI	Built In	Appointment**
Modesto	Yes	Franchise Haulers	Built In	Appointment*
Rancho Cordova	Yes	01/01/2005 BFI	Built In	Appointment*
Stockton	Yes	Franchise Haulers	Built In	Annual*

METRO PROGRAMS

Fresno	Yes	City	Built In	Annual
Long Beach	Yes	City	Built In	Appointment*
Los Angeles	Yes	City	Built In	Appointment***
Riverside	Yes	70% City	Built In	Appointment*
San Jose	Yes	Franchise Haulers	Built In	Appointment*

*Residents can also schedule appointments for a fee.

**4 per year

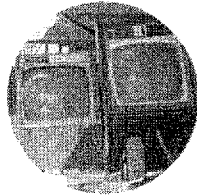
***Unlimited free pickups per year

The following materials will not be collected!

- Liquid Waste



- Household Hazardous Waste

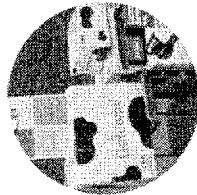


- Televisions and Computer Monitors

- Concrete, Dirt, Rocks, and Brick

- Tires

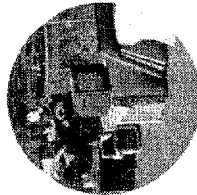
- Garden Refuse



- Auto Parts

- Junk Vehicles

- Commercial or Contractor Waste



- Cardboard or Bulk Paper

- Bullets or Shells

Do not place material:

- Next to parked vehicles



- In ditches or on private property

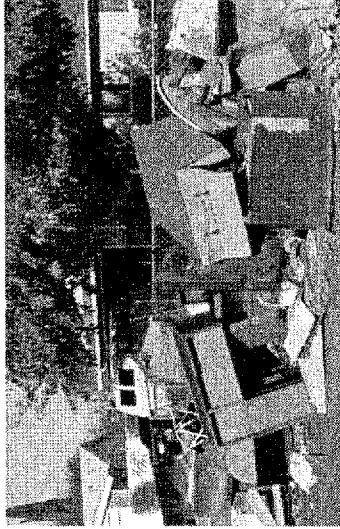
- Against fences or buildings

- Blocking sidewalks or streets

Why the change:

Convenience. Call for an appointment. Appointments can be scheduled up to 30 days in advance. The appointment based program will result in:

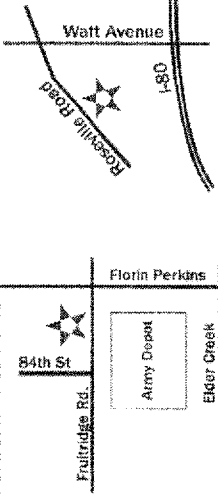
- Reduced Visual Blight
- Cleaner Neighborhoods
- Reduced Illegal Dumping
- Reduced Scavenging



Actual photograph from the Neighborhood Cleanup Program after scavengers went through the material.

It is unlawful and a misdemeanor for any person in the City to throw or deposit any waste upon any street or other public right-of-way. Any person, firm or corporation violating this section shall be guilty of a misdemeanor punishable by a fine of up to \$500.00. Title 13, Chapter 13.10.200 of the City Code.

Television and computer monitors contain lead and must be recycled at these convenient locations:



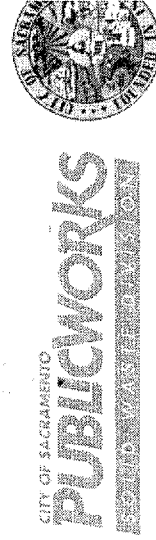
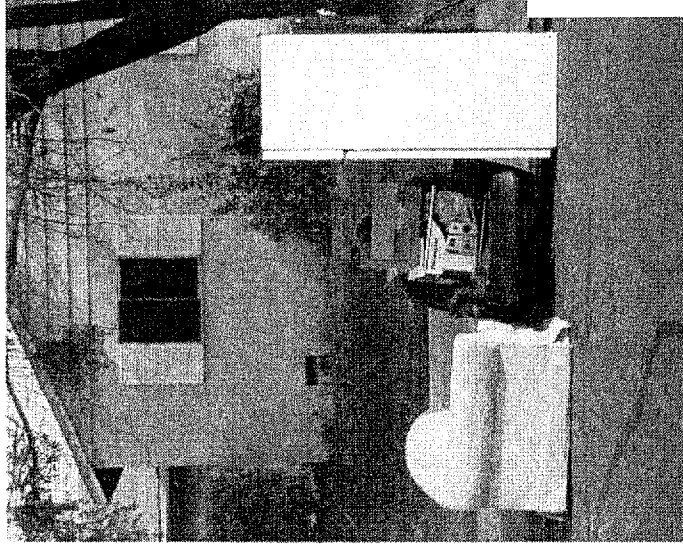
South Area
849 I Fruitridge Rd.
916-379-0500

North Area
4450 Roseville Rd.
916-875-5555

Call for hours and cost of service.

APPOINTMENT BASED BULKY WASTE COLLECTION PROGRAM

Call and schedule an appointment.



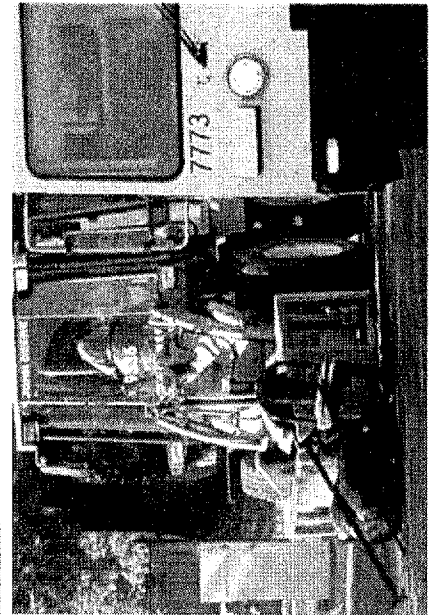
Call **433-4800** to schedule your appointment

www.pwsacramento.com

THE PILOT PROGRAM

This pilot program allows residents to schedule an annual cleanup day at their convenience. Simply call Solid Waste Customer Service to schedule an appointment. Here's how:

- **Check the brochure for acceptable and unacceptable items.**
- **Call Customer Service to schedule an appointment.** A representative will let you know the day of the week your area is scheduled for collection and you choose the date for service. Appointments can be scheduled up to 30 days in advance.
- **Items you want collected.** Let the customer service representative know the items you want collected. This allows us to schedule the equipment needed to collect your materials. Let us know if you have a refrigerator since we use a special truck to pick them up.
- **Place materials at the curb no earlier than 24 hours before your scheduled appointment.** Please follow the guidelines on the next page.

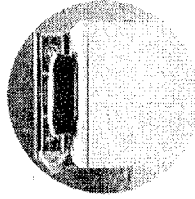


PROGRAM GUIDELINES

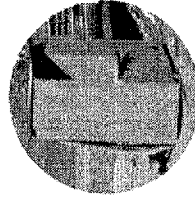
- Place all material out for collection by 6:00 AM on your scheduled appointment day.
- Place loose items in disposable containers like cardboard boxes for collection.
- Pile must not exceed 9 feet in length. Wood must not exceed 6 feet in length and fencing material is to be disassembled.

The following are acceptable materials for collection:

- Appliances. No more than one refrigerator per household. Remove locking doors and separate refrigerators from the pile for separate collection.

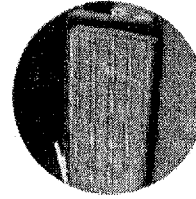


- Furniture



- Mattresses

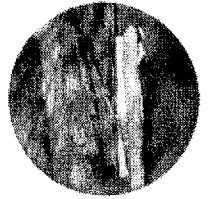
- Carpet



- Toys

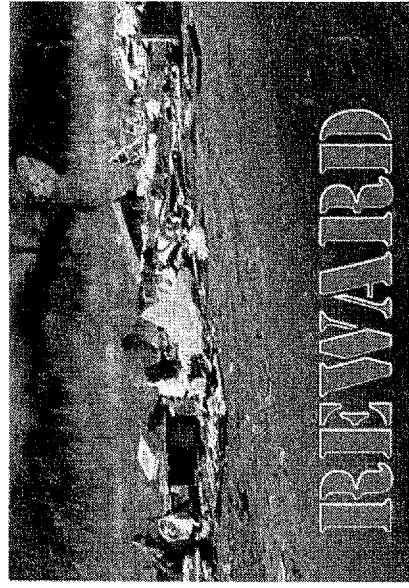
- Pipe (no piece longer than 3 feet)

- Wood/Fencing Material, Lumber (no piece longer than 6 feet and fencing must be disassembled)



ILLEGAL DUMPING

This pilot program was designed to reduce visual blight and illegal dumping. Make sure you call for an appointment before placing items out for collection. If you do not have an appointment and place items out for collection, you can be charged with illegal dumping. Illegal dumping is a misdemeanor punishable by a fine of up to \$500.00. Title 13, Chapter 13.10.390 of the City Code.



Only you can stop illegal dumping. A reward of \$500.00 will be paid by the City to the person furnishing information leading to the arrest and conviction of someone who illegally dumps. Call 264-5948 to report illegal dumping. Title 13, Chapter 13.10.200 of the City Code.

CITY OF SACRAMENTO

PUBLICWORKS
SOLID WASTE DIVISION

Customer Service

Hours: 7:30 AM until 6:15 PM

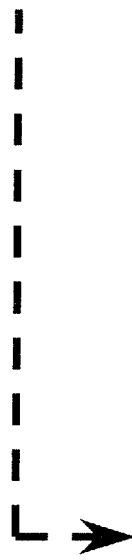
433-4800

9 Do not place material out for collection earlier than 24 hours or without an appointment

NEIGHBORHOOD CLEAN UP PILOT PROGRAM: CHART A

CUSTOMER

Customer places a call to Customer Service to schedule an appointment



CUSTOMER SERVICE

Representative checks customer information in Neighborhood Clean Up database



Customer is notified of their available service day of week (e.g. Thursday) and given a choice of calendar collection date(s)

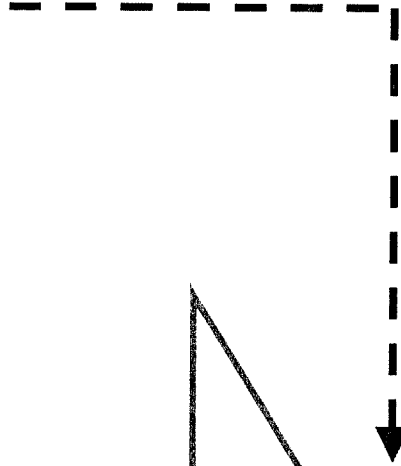


DATABASE

Customer Service checks the collection schedule for the customer's availability and confirms the appointment date

COLLECTION CREWS

Provides service to scheduled customers and marks customer as completed



Neighborhood Clean-Up Pick-up Orders

<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>
10/25/2004 19 Monday	10/26/2004 22 Tuesday	10/27/2004 28 Wednesday	10/21/2004 31 Thursday	10/22/2004 4 Friday
11/1/2004 3 Monday	11/2/2004 1 Tuesday	11/3/2004 2 Wednesday	10/28/2004 13 Thursday	10/29/2004 2 Friday
	11/9/2004 1 Tuesday		11/4/2004 1 Thursday	

Thursday, October 21, 2004

CUSTOMER SATISFACTION SURVEY-Bulky Item Collection

As of 12/24/03:

294 survey cards were returned

1. How did you find out about the program?

Mailer-202 (69%)
Neighbor-45 (15%)
City Staff-35 (12%)
Other-14 (5%)

2. Was it easy to schedule an appointment?

Yes-282 (96%)
No-9 (3%)
No answer-3

3. Did Customer Service staff answer your questions?

Yes-274 (93%)
No-8 (2%)
No answer-14

4. Was the brochure easy to understand?

Yes-265 (90%)
No-7 (2%)
No answer-22

5. Did service occur on the appointment date?

Yes-267 (91%)
No-24 (8%)
No answer-3

6. Will you use the service again?

Yes-277 (94%)
No-10 (3%)
No answer-7

7. Do you prefer:

To schedule your own appointment-220 (75%)
Original Neighborhood Cleanup Program-50 (17%)
No answer-20