



DATE: March 13, 2017

TO: Council Sustainability Committee

FROM: Director of Maintenance Services

SUBJECT Illegal Dumping Update

RECOMMENDATION

That the Committee reviews and comments on this report and provides direction to staff.

SUMMARY

The City of Hayward takes several proactive measures to limit the volume of illegally dumped items throughout the community. The City's multifaceted approach entails collaboration between several City departments and divisions, including Code Enforcement, Utilities & Environmental Services, Maintenance Services, and the Police Department as well as the Keep Hayward Clean and Green Task Force. Through education, enforcement, and trash removal, staff proactively promotes Council's priority for a visually appealing Hayward.

BACKGROUND

The City's General Plan 2040, adopted in 2014, includes the following goal in support of Council's safe, clean, and green priorities:

Goal ED 5.4: The City shall maintain and implement programs that are specifically designed to address Hayward's community appearance problems (graffiti, litter, abandoned vehicles, illegal dumping, weed abatement, property maintenance, illegal signs, etc.).

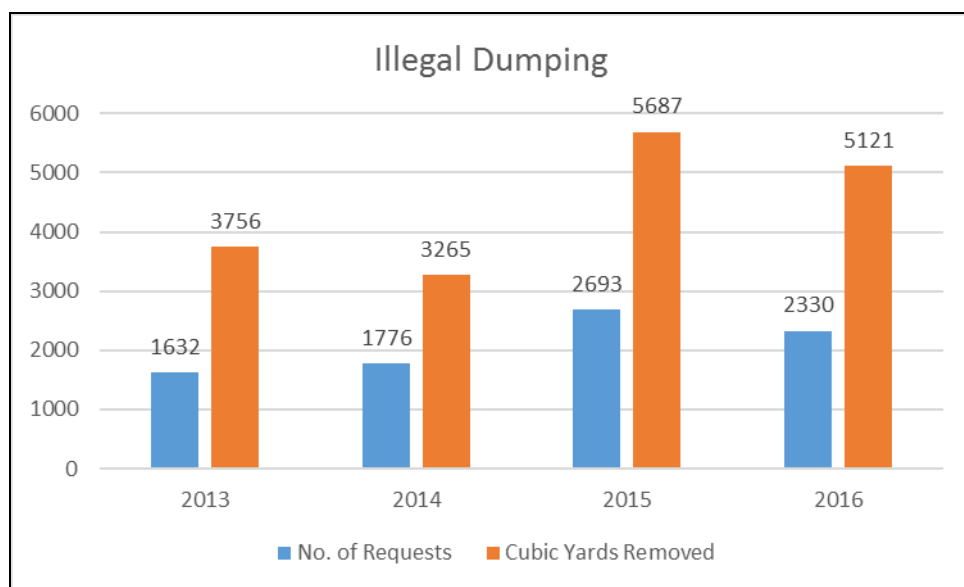
During its January 9, 2017 meeting, the Committee asked staff to provide information on illegal dumping at an upcoming meeting. This report is prepared in response to the Committee's direction.

DISCUSSION

For many years, City staff has been active in our pursuit of a cleaner and greener community. While most property owners maintain their properties, and keep the street and sidewalk areas free from trash and debris, it is our goal that everyone help preserve the safety and

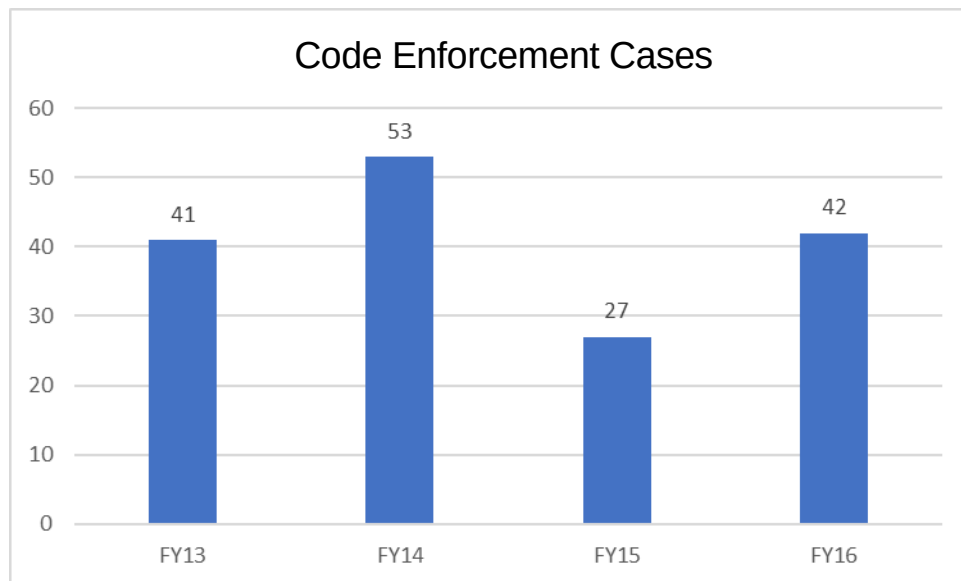
cleanliness of the public right-of-way. Below is a summary of the actions taken by the Maintenance Services Department to further this goal.

Access Hayward – Access Hayward is an on-line tool used as a means of reporting illegal dumping. It allows for the tracking of requests by location, number of occurrences, and the total cubic yardage. An increasing number of requests for clean-ups received through Access Hayward can be partially attributed to staff encouraging residents to use the tool to report items to the City. The sharp increase in trash removal in 2015 can also be attributed to the restoration of five Maintenance Worker positions as a result of the new revenues from passage of Measure C. Two positions are assigned to illegal dumping, two for removal of litter and one is assigned to graffiti abatement. The two dedicated positions assigned to illegal dumping are proving to be well assigned as their infusion correlates to more debris being removed from City streets as shown in the chart below.



Illegal Dumping Ordinance – On October 23, 2012, City Council adopted an amendment to the City’s existing Community Preservation Ordinance, (Hayward Municipal Code Section 5-7.25), addressing unlawful nuisance on private property. This provision places responsibility on occupants, tenants, and private property owners to keep the public right-of-way adjacent to their properties free of trash and debris. It is intended to ensure safe travel for pedestrian and vehicular traffic, prevent blight, and protect and promote public health, safety, and welfare. Staff utilizes the enforcement tools and remedies in the existing ordinance to address violations. The ordinance also provides a mechanism for increased communication and has produced a better-working relationship between City staff and property owners. When talking with property owners, staff often uses the opportunity to inform them of alternatives for disposing of unwanted materials, such as Waste Management bulky collection service and vouchers for free disposal at the Davis Street Transfer Station. Through this line of

communication with business and property owners the ordinance has had a positive effect, reducing the frequency and amount of trash dumped in the historic hot spots.



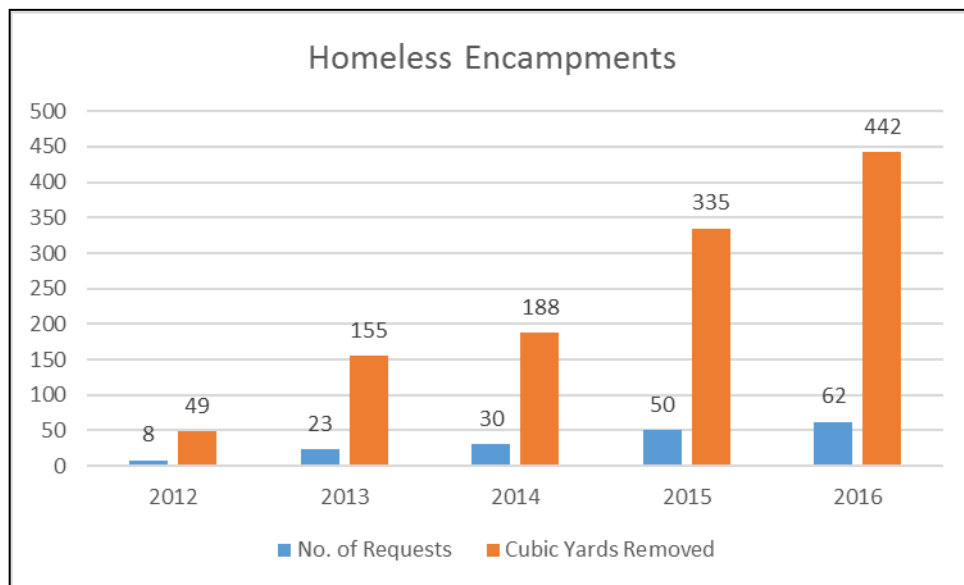
Signs – Maintenance Services utilizes different types of signage to aid in the education and enforcement of our efforts. Large LED message boards are placed in our historical “hot-spots” to educate the public and offer alternatives for disposal of unwanted items. Staff has received praise and encouragement from the community in regards to our use of these signs. Additionally, we place permanent signage in known hot spots to encourage residents to contact the Hayward Police Department if they witness someone dumping illegally.

Cameras – Maintenance Services utilizes both “still-shot” and full video surveillance cameras in various areas throughout the City. These cameras are all mobile in terms of their mounting style and charged via solar power. Staff is able to respond to areas of concern more quickly because these cameras do not depend on having electricity present at the locations selected.

Lean Innovation – Lean Innovation is a process of experimenting and incorporating customer empathy to develop solutions. When staff participated in the 2016 Lean Innovation Bootcamp, illegal dumping was included as a specific target topic of. As part of this effort, City staff identified the South Hayward Neighborhood as the area with the highest-volume of illegal dumping and contacted over 250 residents in the area. Our contacts included both single family and multi-unit dwellings. While about two-thirds of the residents contacted admitted they knew dumping items was illegal, many were not aware of the other options available to them. City staff responded to the feedback and provided these residents with Waste Management vouchers for free disposal at the Davis Street Transfer Station, information about the bulky pickup service, and additional education by way of LED message boards.

Waste Management's Assistance – The City's contract for solid waste services with Waste Management includes a requirement that the company collect up to six occurrences of illegal dumping per week. This service is used for complaints received directly by the Utilities & Environmental Services Department and not through Access Hayward. In 2016, Waste Management averaged approximately one pick-up per week.

Homeless Encampments – Over the past five years, the City has seen a substantial increase in the reports of homeless encampments. Many cases are brought to staff's attention via Access Hayward, while others are reported through the Hayward Police Department. The data below shows the number of reports requiring a staff response in the previous five fiscal years.



Since the adoption of Ordinance 5-7.25, the Maintenance Services Department, Utilities & Environmental Services, Code Enforcement, and Hayward Police Department have been proactive in efforts to work with property owners, tenants, as well as business owners to resolve illegal dumping. The placement of cameras in historic hot-spots known for illegal dumping reduces the frequency of this behavior and provides City staff tangible and identifiable evidence needed to locate, cite, and prosecute offenders.

FISCAL IMPACT

In an effort to restore and maintain City services and facilities, the Measure C sales tax was approved by Hayward voters in 2014. These additional revenues restored five FTE Maintenance Workers in Maintenance Services: two positions are assigned to illegal dumping, two for removal of litter and one to graffiti abatement. When considering staff time, after hours and weekend work, and equipment costs, litter and illegal dumping removal currently costs the City close to \$600,000 per year. This does not include bi-weekly street sweeping services, which also helps to make Hayward a cleaner and greener community.

SUSTAINABILITY FEATURES

Reducing illegal dumping and promptly cleaning up illegally dumped material supports the City's sustainability goals. Keeping neighborhoods clean improves the community's appearance, image, and livability, and helps to minimize trash in storm drains and creeks.

NEXT STEPS

Staff will continue to clean up illegally dumped items expeditiously while educating the public by way of the use of LED message boards, installation of signage, Waste Management vouchers, and the Waste Management bulky pickup program.

Prepared by: Rodney Affonso, Jr., Streets Maintenance Manager

Recommended by: Todd Rullman, Director of Maintenance Services

Approved by:



Kelly McAdoo, City Manager