



DATE: March 13, 2017

TO: Council Sustainability Committee

FROM: Director of Utilities & Environmental Services

SUBJECT Bulky Item Collection Service Participation

RECOMMENDATION

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

SUMMARY

This report provides an update on the bulky item collection services Waste Management of Alameda County (WMAC) provides Hayward residents under the City's contract with WMAC which commenced March 1, 2015. The report shows the participation level of Hayward residents from 2014-2016 and provides the level of participation from multi-family and single-family homes. The report also compares Hayward's bulky item collection program with bulky item collection programs offered by a few other Bay Area jurisdictions.

BACKGROUND

As part of the previous contract between the City and WMAC for solid waste, recyclable materials and organics materials services, WMAC offered, at no additional cost, one bulky item collection per year to Hayward residents living in single-family homes. The bulky collection service was expanded in March 2015 as part of the City's new contract with WMAC. The bulky service expanded to offer twice a year bulky collection services to Hayward residents in single-family homes, and also to offer comparable service to residents in multi-family dwellings. The service continues to be offered at no extra cost to residents.

Staff works with WMAC to increase participation in several on-going services and waste diversion programs, including the expanded bulky item collection program, which became available March 1, 2015, when the City's current contract with WMAC commenced.

The bulky collection service is offered as a convenience to Hayward residents and the cost is embedded in the rate structure. There is no additional cost to residents who arrange for the service. Staff had received many requests from multi-family residents and multi-family property owners for the bulky collection service, so the service was expanded to include multi-family properties beginning in March 2015. The bulky item collection program differs

slightly for residents with cart services (mainly single-family homes) and for residents of multi-family properties. Parameters of the two programs are listed below:

Single-Family Properties and Multi-Family Properties with Cart Service:

- Each household is entitled to two on-call appointments per calendar year.
- Two cubic yards of trash per household per appointment (for a total of four cubic yards per year), as well as up to three large appliances, three household furniture items, four passenger tires, two mattresses, and two televisions sets or two other electronic waste items.
- Items are collected from curbside, on same day as regular garbage service.

Multi-Family Properties:

- Contract allows for collection of four cubic yards of trash per dwelling unit per year, as well as three large appliances, three household furniture items, four passenger tires, two mattresses, and two televisions sets or two other electronic waste items.
- For larger complexes, the property manager or homeowner's associations may arrange for roll-off containers. WMAC staff work closely with property managers to find appropriate locations, preferably out of view from the street.

DISCUSSION

From 2014, when only a single pick-up was included in the service, to 2015, the number of bulky collections from single-family homes increased by about 73% from 5,191 collections in 2014 to 8,995 collections in 2015. In calendar year 2016, WMAC performed a total of 9,968, collections from all eligible single-family households in Hayward. These 9,968 collections are not all for unique addresses. They include repeat collections for 1,983 addresses.

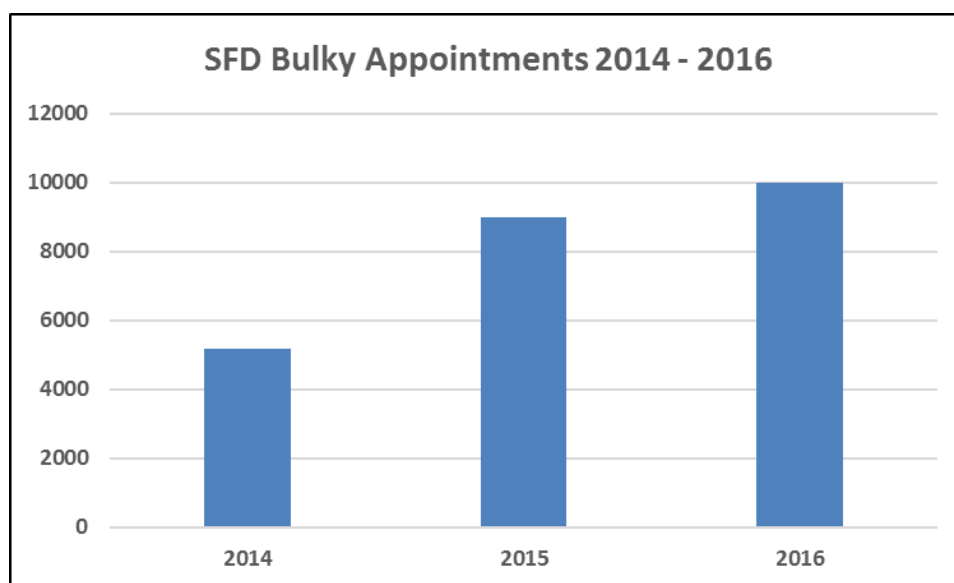


Figure 1, Bulky Collection Appointments for Hayward Single-Family Households

While there is an appreciable increase in program participation from 2014-2016 by single-family homes, Hayward single-family home residents only used about a third of the eligible collections in 2016.

In 2015, WMAC performed sixty-five bulky collections for residents of multi-family properties. In 2016, the number of collections increased significantly as WMAC performed 410 bulky collections for multi-family properties. However, the participation level of multi-family residents is still a small fraction of those eligible for the program. About 3% of approximately 15,000 multi-family dwelling units within Hayward participated in 2016.

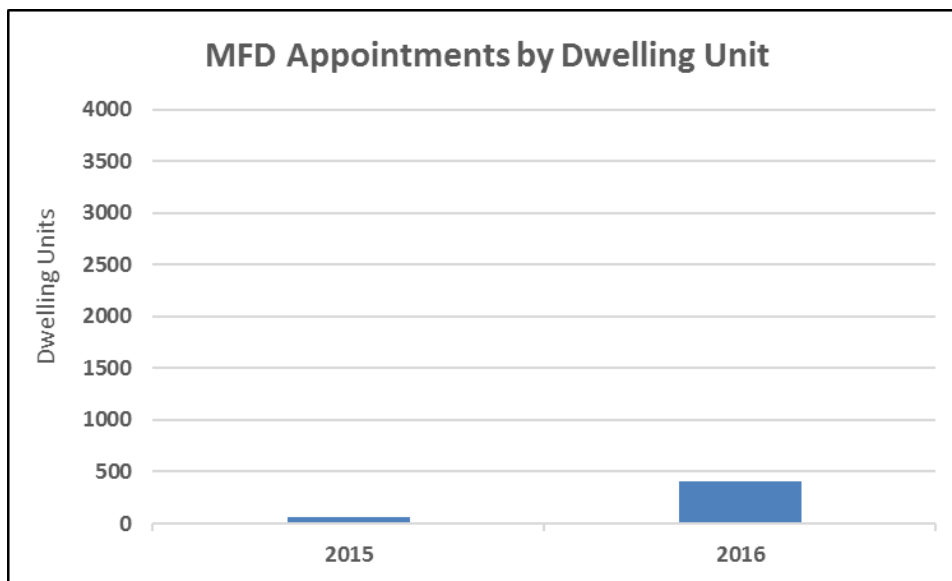


Figure 2, Hayward Multi-Family Dwelling Unit Bulky Appointments 2015 and 2016 and Total MFD Dwelling Units in Hayward

WMAC and City staff prioritize promoting the bulky item collection program to residents as part of the solid waste annual outreach plan. One reason to encourage use of the bulky collection service is to reduce occurrences of illegal dumping. In 2016, messaging about the bulky collection program was delivered to residents and property managers using the following methods:

- Bulky collection mailer sent twice annually
- Annual mailing of recycling guides to both MFD and SFD residents
- Garbage bill inserts
- Posters on the sides of Big Belly City litter receptacles
- City of Hayward and WMAC Websites
- WMAC and City staff promote the bulky program at events such as the Downtown Street Parties and the City Annual Clean-Up Day

Bulky item collection messaging is available in English and Spanish.

While the participation by Hayward residents in the program has increased over the first two years of the new contract with WMAC, residents only utilized about one-quarter of the appointments allowed by the contract. Staff will continue to prioritize promoting bulky item collection in 2017. While most Bay Area communities have switched to the “by-appointment” collection method, as is done in Hayward, staff will investigate new methods to maximize usage of the program by Hayward residents. Some potential methods include new outreach messaging about bulky item collection that informs residents of the cost to the City to collect illegally dumped material, as well as pre-arranging appointments for residents, as is done in some jurisdictions. For example, the City of San Ramon schedules curbside bulky collections for neighborhoods on the regular collection day. Each curbside customer in San Ramon receives a postcard providing guidelines for proper set out of items, and informing them when a bulky collection event is planned for their neighborhood. During the collection event, San Ramon residents can set bulky items out on their regular collection day.

The participation rate of Hayward residents in the Bulky Item Collections program in 2016, based on the number of appointments versus the number of eligible households in Hayward, is about 25%. Figure 3 below compares Hayward’s participation rate with bulky program participation rates of a few Alameda County jurisdictions.

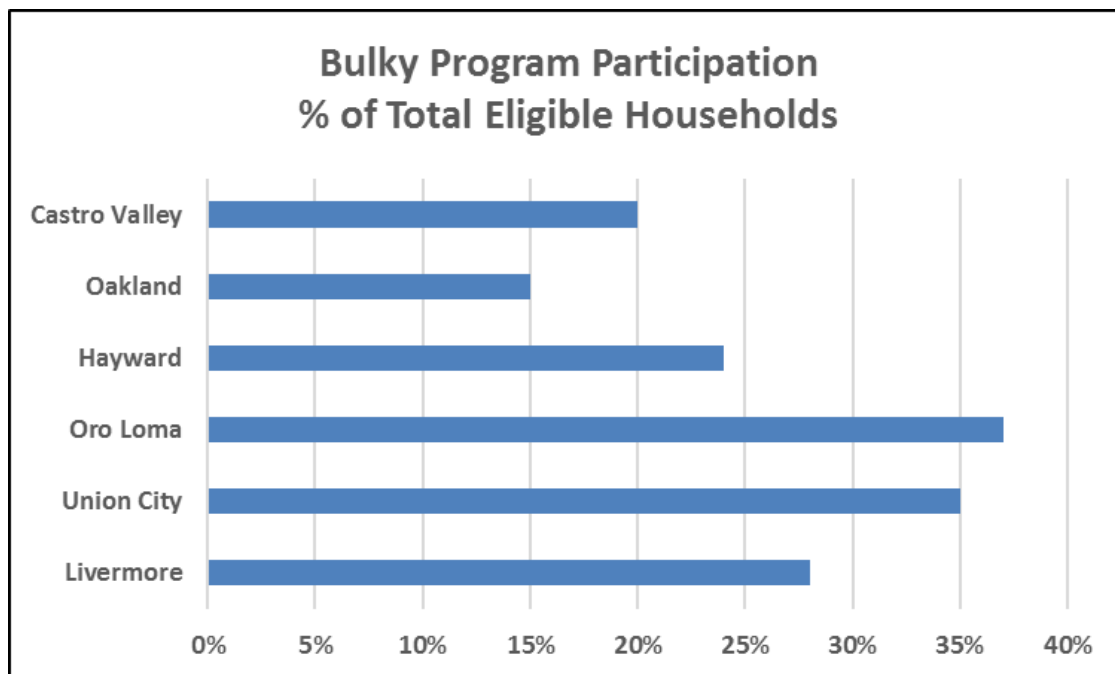


Figure 3, Bulky Program Participation as Percent of Eligible Households

Table 1 below shows the number of free collections offered annually to residents for some jurisdiction's programs as well as if free bulky services are offered to multi-family dwellings.

Jurisdiction	Annual Collections per Single-Family Household	Free Multi-Family Program
Berkeley	1	No
Castro Valley	1	Yes
Dublin	3	Yes
Hayward	2	Yes
Livermore	3	Yes
Oakland	1	Yes
Oro Loma	2	No
Piedmont	4	No
San Jose	2	Yes
Union City	2	No

Table 1, Number of Free Collections by Jurisdiction for SFDs and if Free Multi-Family Program Offered

ECONOMIC IMPACT

As stated earlier, there is no separate fee for the bulky item collections that are part of the contract. The cost of service is included in the customer rates. The rates increased by 3% on March 1, 2017 as part of the scheduled increases negotiated with the new contract, which became effective March 1, 2015.

FISCAL IMPACT

The City contract with WMAC dedicates a portion of annual contract funds to conduct the bulky collections and also to perform outreach for these activities, so operating the bulky program will not impact the General Fund. Generally speaking, a successful bulky items collection program could save General Fund money by reducing City staff time and resources dedicated to collecting illegally dumped material.

SUSTAINABILITY FEATURES

Solid waste management involves the safe and responsible management of discarded material from generation through processing to disposal. Reducing waste landfilled by maximizing the reuse, recycling, and composting of materials increases diversion, conserves natural resources and plays an important role in making a community sustainable. A successful bulky items collection program would also reduce the frequency of illegally dumped materials on streets and public spaces, which reduces visual blight and is an environmental benefit.

NEXT STEPS

Solid waste program staff will continue to work with WMAC to coordinate outreach and implementation of the bulky item collection program to Hayward residents. Since Hayward residents are not using all the appointments the contract provides them, staff will investigate methods of increasing participation in 2017.

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