



REPORT TO COUNCIL

City of Sacramento

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915 I Street, Sacramento, CA 95814-2671
www. CityofSacramento.org

STAFF REPORT
August 2, 2005

Honorable Mayor and
Members of the City Council

Subject: Appointment Based Neighborhood Cleanup Program (Report Back)

Location/Council District: Citywide.

Recommendation:

The Mayor and City Council receive and file the information staff is presenting on the expansion of the Appointment Based Neighborhood Cleanup (ABNCU) from approximately 31,000 homes in Council District 1,2,5,6 and 8 to approximately 62,000 homes in Council Districts 1,2,3,5,6,7 and 8.

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

Presenters: G. Harold Duffey, Integrated Waste General Manager
Edison Hicks, Integrated Waste Collections Superintendent

Department: Utilities

Division: Solid Waste Division

Organization No: 3361

Summary:

This is a report back requested by City Council last October on the ABNCU program. Staff presented information to the City Council on efficiencies gained and reduction of illegal dumping that resulted in the areas where the ABNCU program was implemented. City Council provided staff with feedback for program enhancements and supported staff's plans to expand the ABNCU program. Program enhancements include expanded community outreach (multi-lingual brochures) and Monday service options for everyone in the ABNCU program. City Council also requested staff provide customer satisfaction information by Council district for those residents that utilized the ABNCU program.

Committee/Commission Action: None.

Background Information:

On October 21, 2004, staff updated the City Council on the results of the ABNCU pilot program, which was established as a result of the City Council's Adhoc Committee's desire to reduce Illegal Dumping. Staff recommended the ABNCU program to City Council as an effective and efficient way to reduce illegal dumping/scavenging, provide convenience for residents, regulate material placed out for collection and maximize resources.

The City Council was very supportive of the ABNCU program and directed staff to return with the following enhancements to the ABNCU program:

1. Add Hagen Oaks to the program immediately as it would benefit from the program immediately.
2. Conduct new survey of customers that participated in the program and report results of survey by Council district.
3. Expand community outreach to Hmong/Russian and Spanish speaking communities.
4. Provide each area a Monday collection or expand time a person can leave material out for collection.

Since the October 21, 2004, council report staff has added approximately 32,000 additional homes to the ABNCU program (Attachment 1). Areas were added based on requests from neighboring communities where the existing program was successful or in new developments in the City.

The most recent survey of citizens that participated in the program indicates that over 80% of all customers that responded to the survey preferred the ABNCU program to the traditional neighborhood cleanup program (Attachment 2). The results varied by Council District but in no case did survey respondents prefer the traditional program to the ABNCU program.

City Council also directed staff to return with an enhanced community outreach program to insure that non-English speaking residents understand and are able to participate in the ABNCU program. Staff developed an ABNCU brochure in Russian and Hmong. Staff is working with the local Hmong and Russian community leaders to distribute the brochures (Attachment 3). In addition, the Solid Waste Division completed its multi-lingual phone tree (808-4800), which provides full details of all solid waste programs in English, Spanish, Russian and Hmong.

The Mayor and City Council were also concerned that the program might not be as convenient for some residents, as program rules require residents to place materials out for collection no earlier than 24 hours from their scheduled appointment. If residents place materials out earlier than 24 hours, they are subject to a \$45.00 fee (early set out). Residents with Monday service can collect their materials over the weekend and place it on the curb Sunday night, while others that are assigned during the week would

not be able to have the weekend to collect and place material out for collection. To address this issue, staff has modified the appointment-based program, where residents can request a Monday collection or the next available date. Each area in the program is collected on a weekly basis and at least one week per month, an area will be assigned a Monday collection in-lieu of the regularly scheduled day. Customers will be able to schedule an ABNCU appointment on a Monday or the next available date. Staff believes this addresses the Council's concerns while maintaining the integrity of the ABNCU program. Both Code Enforcement staff and Solid Waste Division staff believe if we allow residents to place materials out for collection later than 24 hours in advance, it will attract illegal dumpers and scavengers.

Financial Considerations:

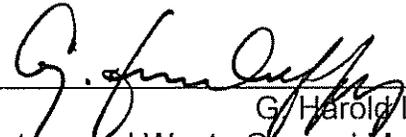
The Solid Waste Division's Operating Budget allocates approximately \$2,000,000 annually to neighborhood cleanup and illegal dumping activities. It is estimated that the overall saving associated with an ABNCU program could yield a 40% reduction in disposal fees (approximately \$400,000). Additional savings resulting from savings in manpower and personnel can also be quantified. However, in relation to the expansion of the ABNCU program, manpower and equipment savings are not factored in as savings because the resources will be redeployed to other operating areas including increasing collection of illegal dumped hotspot locations.

Environmental Considerations: Not applicable.

Policy Considerations:

The actions requested herein are consistent with the City's Strategic Plan goals to achieve sustainable and livable communities.

Emerging Small Business Development (ESBD): Not Applicable.

Respectfully Submitted by: 
G. Harold Duffey
Integrated Waste General Manager

Approved by: 
Gary A. Reents
Director of Utilities

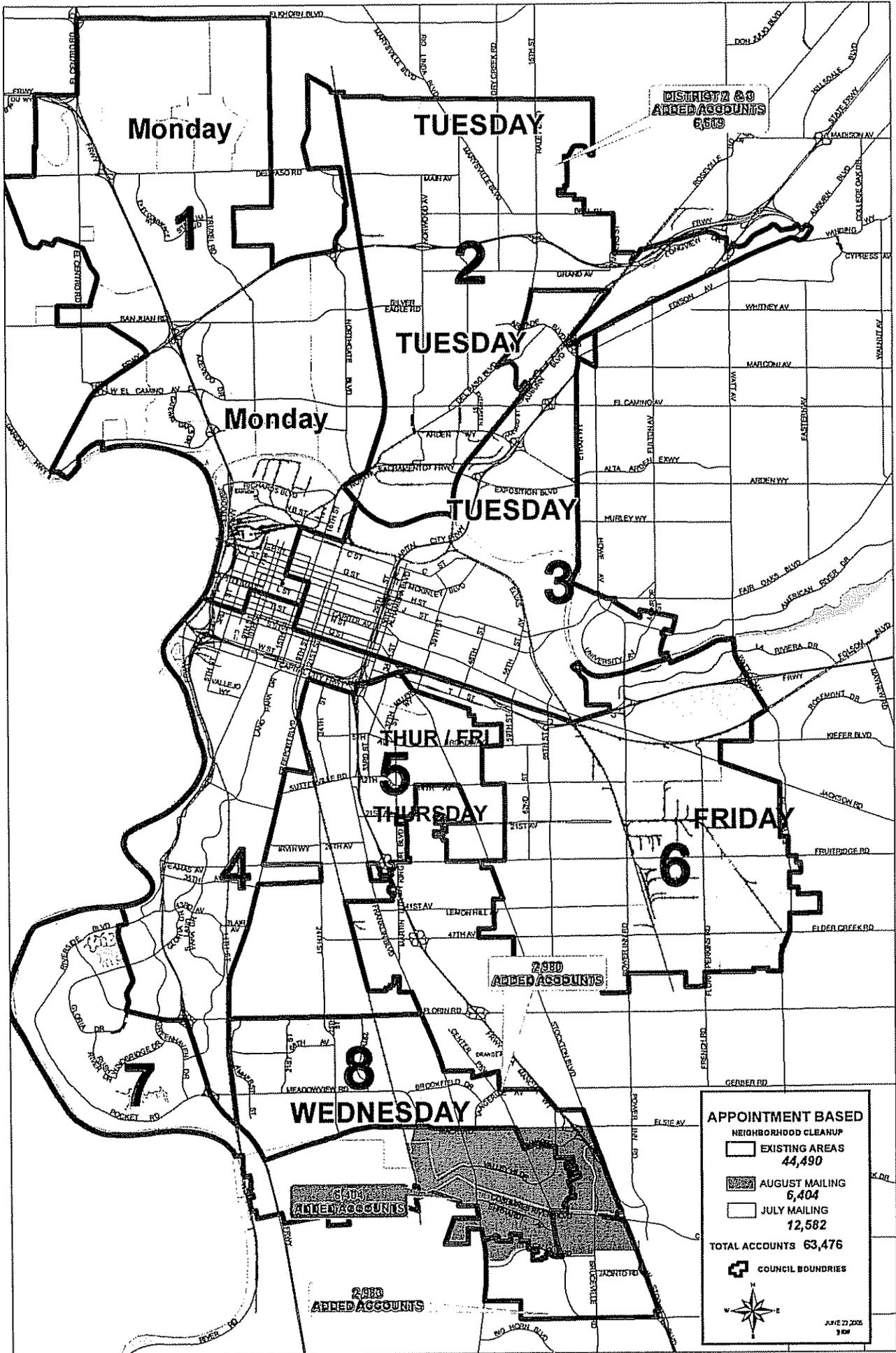
Recommendation Approved:

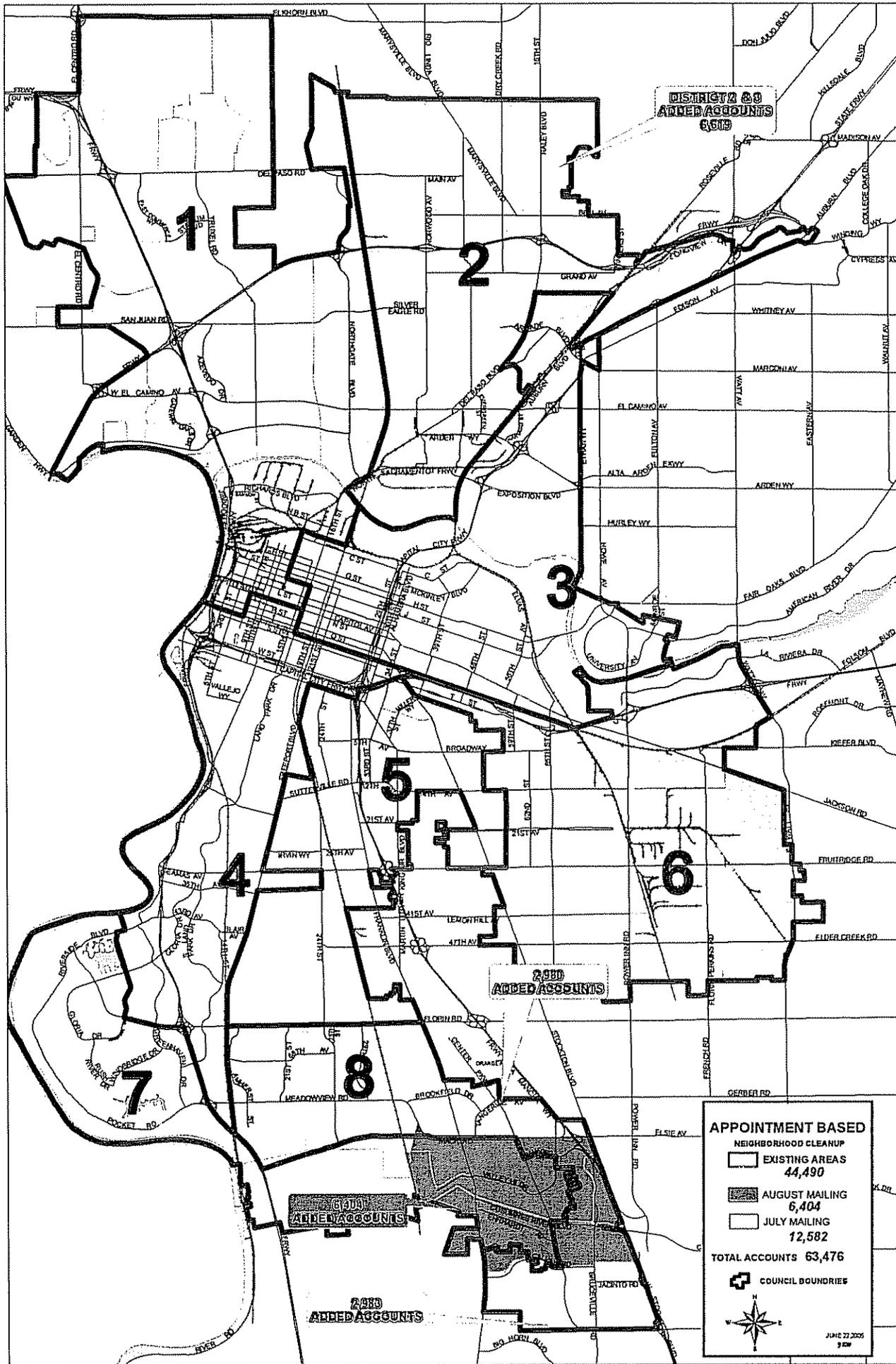

ROBERT P. THOMAS
City Manager

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ATTACHMENT 1





ATTACHMENT 2

CUSTOMER SATISFACTION SURVEY – Bulky Item Collection

20% of survey cards were returned

1. How did you find out about the program?

Mailer:	60	(58%)
Neighbor:	15	(14.5%)
City staff:	15	(14.5%)
Other:	13	(13%)

2. Was it easy to schedule an appointment?

Yes:	100	(97%)
No:	3	(3%)

3. Did Customer Service staff answer your questions?

Yes:	101	(98%)
No:	2	(2%)

4. Were the program guidelines easy to understand?

Yes:	97	(94%)
No:	6	(6%)

5. Did service occur on the appointment date?

Yes:	96	(93%)
No:	7	(7%)

6. Will you use the service again?

Yes:	98	(95%)
No:	5	(5%)

7. Do you prefer to schedule:

Your own appointment:	83	(80%)
Original Neighborhood Cleanup Program:	20	(20%)

District 1 Zip Codes	95833	95834	95835	Total			
Council Districts	3	2	4	9			
1	How did you find out about the program?	Mailer,	Neighbor,	City staff,	other:		
2	Was it easy to schedule an appointment?	3	2	2	2		
3	Did Customer Service staff answer your questions?	Yes	No				
4	Was the brochure easy to understand?	Yes	No				
5	Did service occur on the appointment date?	Yes	No				
6	Will you use the service again?	Yes	No				
7	Do you prefer:	To schedule your own appointment	Original Neighborhood Cleanup Program				
		8	1				

Zip Codes	95815	95838 Total				
Council Districts	6	13	19			
1	2					
How did you find out about the program?	Mailer,	Neighbor,	City staff, other:			
2	13	1	4	1		
Was it easy to schedule an appointment?	Yes	No				
3	19					
Did Customer Service staff answer your questions?	Yes	No				
4	19					
Was the brochure easy to understand?	Yes	No				
5	19					
Did service occur on the appointment date?	Yes	No				
6	17	2				
Will you use the service again?	Yes	No				
7	17	2				
Do you prefer:	To schedule your own appointment	Original Neighborhood Cleanup Program				
	15	4				

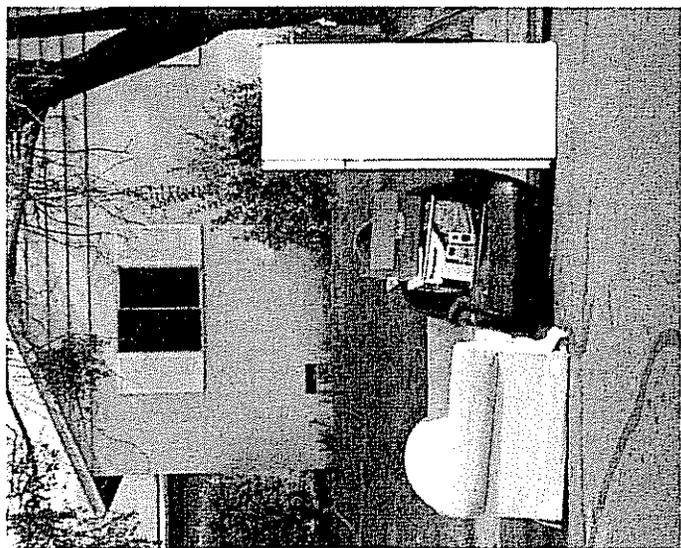
Zip Codes	95816	95817	Total					
	1	21	22					
Council Districts	5							
1	How did you find out about the program?			Mailer,	Neighbor,	City staff, other:		
2	Was it easy to schedule an appointment?	13	2			3		
	Yes		No					
3	Did Customer Service staff answer your questions?	21	1					
	Yes		No					
4	Was the brochure easy to understand?	21	1					
	Yes		No					
5	Did service occur on the appointment date?	19	3					
	Yes		No					
6	Will you use the service again?	21	1					
	Yes		No					
7	Do you prefer:			To schedule your own appointment	Original Neighborhood Cleanup Program			
		20	2					

Zip Codes	95820	95824	Total						
Council Districts	23	7	30						
1	6								
How did you find out about the program?									
		Mailer,	Neighbor,	City staff,	other:				
2		18	4	4	4				
Was it easy to schedule an appointment?									
		Yes	No						
3		29	1						
Did Customer Service staff answer your questions?									
		Yes	No						
4		30							
Was the brochure easy to understand?									
		Yes	No						
5		28	2						
Did service occur on the appointment date?									
		Yes	No						
6		30							
Will you use the service again?									
		Yes	No						
7		30							
Do you prefer:		To schedule your own appointment	Original Neighborhood Cleanup Program						
		23	7						

Zip Codes	95822	95832	Total					
Council Districts	15	8	23					
1	8							
How did you find out about the program?								
	Mailer,	Neighbor,	City staff, other:					
2		13	6	1	3			
Was it easy to schedule an appointment?								
	Yes	No						
3		22	1					
Did Customer Service staff answer your questions?								
	Yes	No						
4		22	1					
Was the brochure easy to understand?								
	Yes	No						
5		22	1					
Did service occur on the appointment date?								
	Yes	No						
6		21	2					
Will you use the service again?								
	Yes	No						
7		21	2					
Do you prefer:	To schedule your own appointment	Original Neighborhood Cleanup Program						
		17	6					

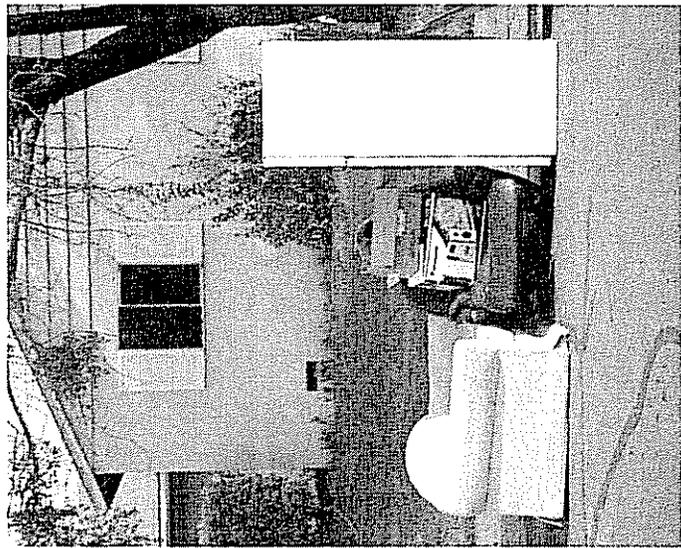
**PROGRAMA DE
LIMPIEZA DE
VECINDARIOS
MEDIANTE CITAS
PROGRAMADAS**

Llame y pida una cita.



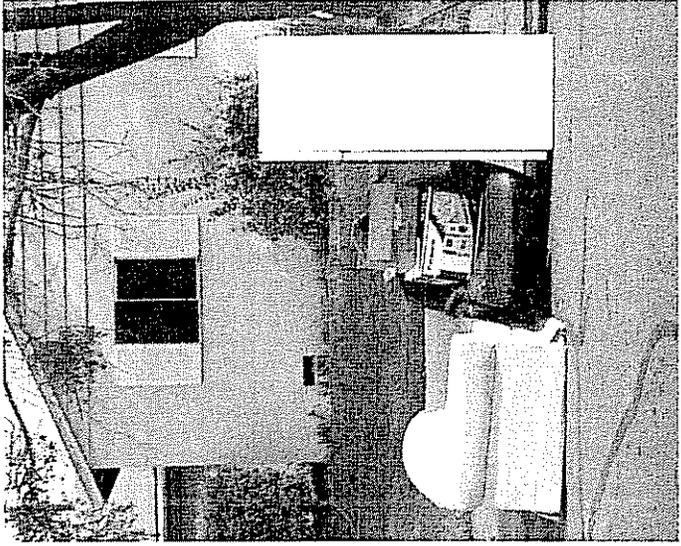
**QHOV KEV PAV THAUJ
KHOOM HAUUV CHEEB
TSAM UAS TEEM**

SIJ HAWM
Hu teem sij hawm.



**ПРОГРАММА
СПЛАНИРОВАННОЙ
УБОРКИ РАЙОНОВ**

*Позвоните нам, чтобы назначить
дату уборки*



City of Sacramento
GENERAL SERVICES
Solid Waste Division

¡Llame al 808-4800
para programar su cita!
¡MANTENGAMOS SACRAMENTO LIMPIA!



City of Sacramento
GENERAL SERVICES
Solid Waste Division

Hu 808-4800
es teem sij hawm!

UA KOM SACRAMENTO YOG IB QHO CHAW DU LUG!



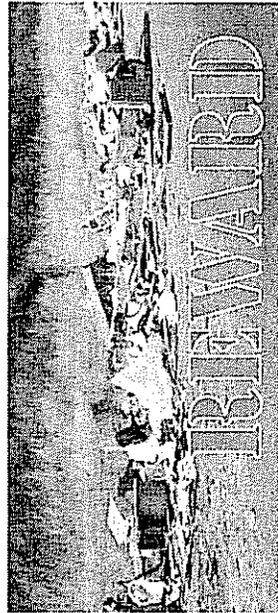
City of Sacramento
GENERAL SERVICES
Solid Waste Division

Позвоните по телефону 808-4800
чтобы назначить дату уборки!

**ПОДДЕРЖИВАЙТЕ ЧИСТОТУ
ГОРОДА САКРАМЕНТО!**

ILLEGAL DUMPING

Title 13, Chapter 13.10.200 of the City Code states: "It is unlawful and a misdemeanor for any person in the city to throw or deposit any waste upon any street or other public way. Violations of Chapter 13.10 of this code regarding unlawful dumping shall be punishable by a fine of not less than five hundred dollars (\$500.00), or by imprisonment in the county jail for a period not exceeding six months, or by both fine and imprisonment.



Only you can stop illegal dumping. "A reward of \$500.00 will be paid by the City to the person furnishing information resulting in arrest and conviction of someone who illegally dumps." Call 808-5948 to report illegal dumping. Title 13, Chapter 13.10.200 of the City Code.

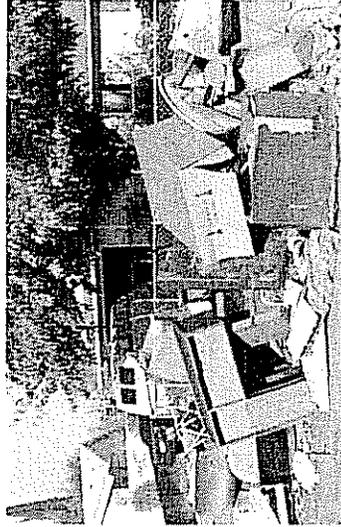
FEES, FINES, AND PENALTIES

No Appointment: \$90.00 Collection Fee
Early Setout with Appointment: \$45.00 Early collection fee
Excessive Material: Based upon the size of the pile, \$90.00 minimum fee charged
Illegal Dumping: Misdemeanor punishable by fine, imprisonment, or both.

Why the change:

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

Appointments can be scheduled up to 30 days in advance.



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

CALL City of Sacramento
SERVICES
 Solid Waste Division

Customer Service
 Hours: 7:30 AM until 6:15 PM
808-4800

我們講中文
 Hablamos Español
 Мы говорим по-русски
 我們講越南語
 Chúng tôi nói tiếng Việt

Televisions, and computer monitors (contain lead), along with other Household Hazardous Waste must be recycled at these convenient locations:

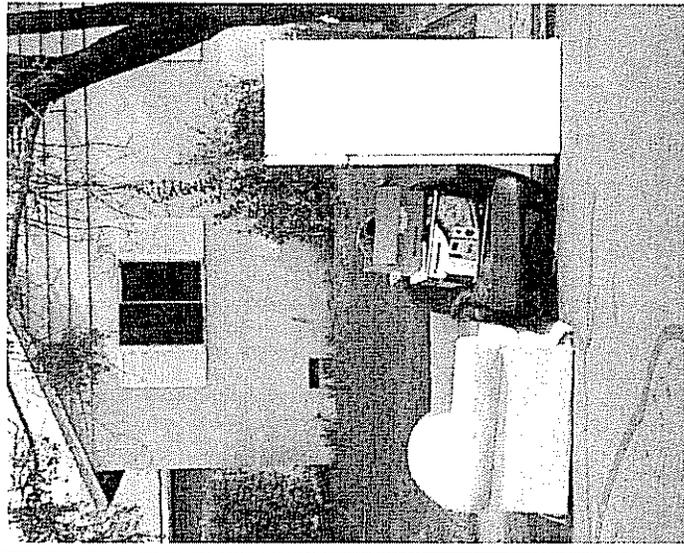
South Area
 8491 Fruitridge Rd.
 916-379-0500

North Area
 4450 Roseville Rd.
 916-875-5555

Call for hours and cost of service.

APPOINTMENT BASED NEIGHBORHOOD CLEANUP PROGRAM

Call and schedule an appointment.



City of Sacramento
SERVICES
 Solid Waste Division

**Call 808-4800 to
 schedule your appointment!**
KEEP SACRAMENTO CLEAN!

THE PROGRAM

This appointment based 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.

- Items placed at the curb earlier than 24 hours are subject to a \$45.00 early collection fee.

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. Oversized piles will be subject to additional collection charges.

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

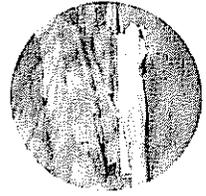
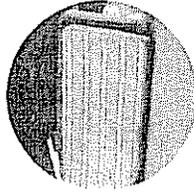
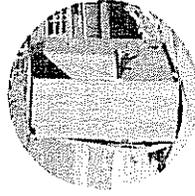
• Mattresses

• Carpet

• Toys

• Pipe (no piece longer than 3 feet)

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



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

• Bullets or Shells

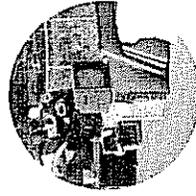
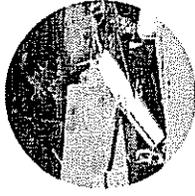
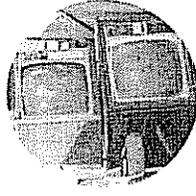
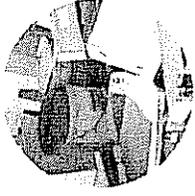
Do not place material:

• Next to parked vehicles

• In ditches or on private property

• Against fences or buildings

• Blocking sidewalks or streets



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