



# City of San Leandro

Meeting Date: November 29, 2021

## Presentation

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**File Number:** 21-683

**Agenda Section:** PRESENTATIONS

**Agenda Number:** 4.B.

**TO:** City Council

**FROM:** Fran Robustelli  
City Manager

**BY:** Debbie Pollart  
Public Works Director

**FINANCE REVIEW:** Not Applicable

**TITLE:** Presentation on Community Clean-up Models

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# Community Clean-up Models

Public Works ■ Recreation & Human Services ● Community Development

# Agenda

- Illegal Dumping
- Unhoused Population
- City-Citizen Collaboration



# Illegal Dumping

*Take care of the earth and she will take care of you. There is no Planet B.*



# Current Efforts

## Online Reporting

- <http://www.my-sl.city>



## City/Regional Events

- Annual Garage Sale & Bulky Item Drop-off
- Household Hazardous Waste
- Costs included in rates

## Other Events

- Councilmember-sponsored
- Friends of San Leandro Creek
- Shoreline Clean-up

# Current Efforts

## Public Works

- Bulky items in ROW
- Trash in ROW and Parks
- Same or next day
- Limited graffiti abatement on private property

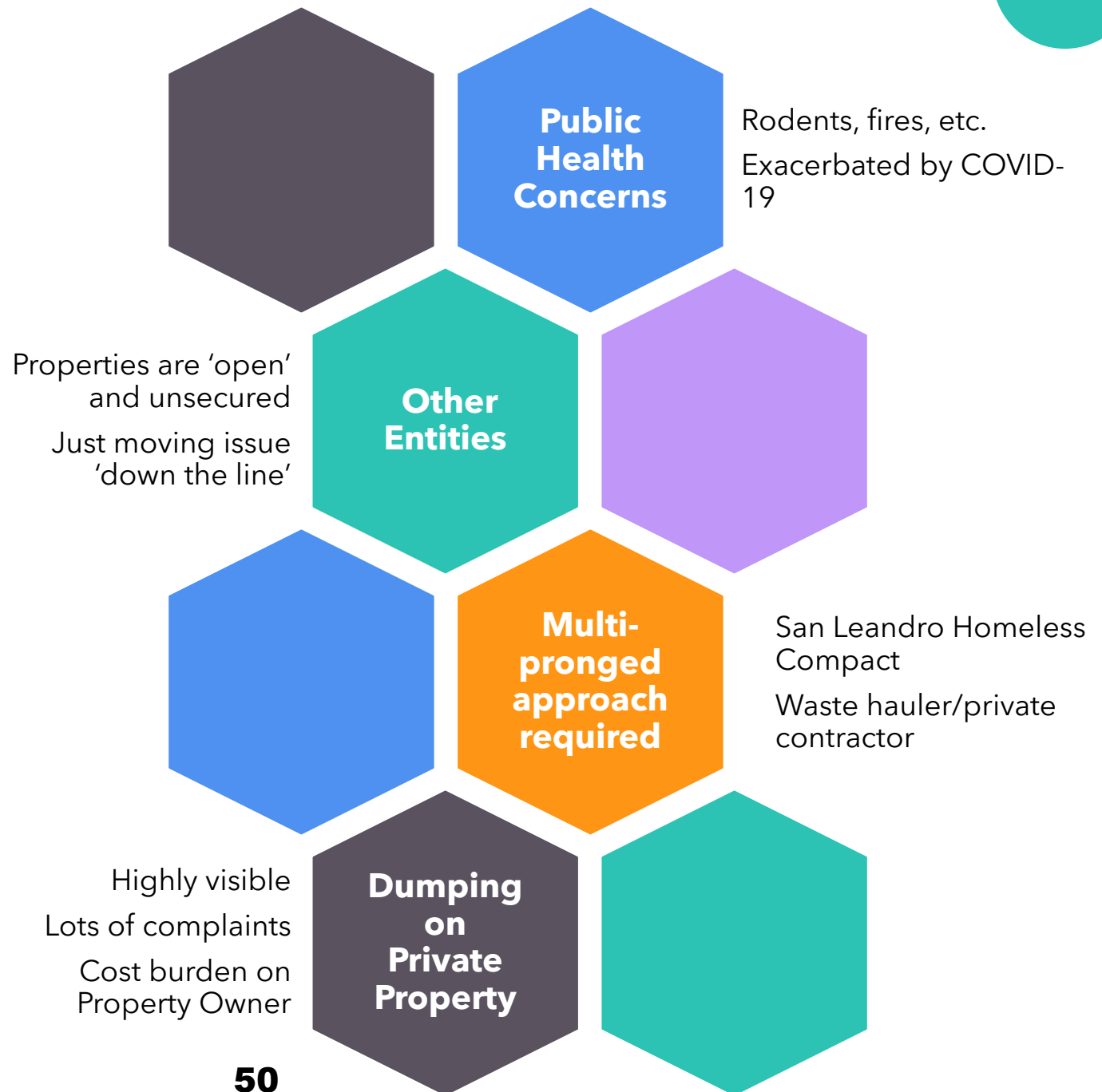
## Code Compliance

- Private property
- Goal is compliance
- Prescribed process and timelines

## SLIA

- Trash and leaf litter removal in Assessment area
- Beautification projects

# Obstacles/Issues



# Alameda County Illegal Dumping Pilot (2019)

	Education	Eradication	Enforcement
Proactive	<ul style="list-style-type: none"><li>• Youth curriculum</li><li>• Community outreach</li><li>• Civic engagement</li></ul>	<ul style="list-style-type: none"><li>• Education efforts</li><li>• Beautification efforts</li><li>• Micro-cleaning</li><li>• Regular cleanup checks</li></ul>	<ul style="list-style-type: none"><li>• Publicize enforcement in advance</li><li>• Publicize enforcement results/convictions</li><li>• Sting operations</li><li>• Regular patrol checks</li></ul>
Reactive	<ul style="list-style-type: none"><li>• Targeted outreach (right-size waste bins)</li><li>• Engage residents and businesses near hotspots</li></ul>	<ul style="list-style-type: none"><li>• Remove illegal dumping</li><li>• Abate graffiti</li><li>• Tow abandoned cars</li><li>• Warning letters</li><li>• Community intervention</li></ul>	<ul style="list-style-type: none"><li>• Investigate all leads</li><li>• Prioritize leads and respond appropriately</li><li>• Charge cases!</li></ul>



# Options for Consideration



## Additional Pick-ups

- Negotiate with ACI & WM
- 18 months for ACI to implement
  - Supply chain delays
- ~\$600K annually

## Integrate with MySL

- Alameda
  - Response in ~ 24 hours
  - Bulky items only
  - ~\$1.4M annually
  - Paid by City
  - Program included in ACI Agreement

## Reward Program for Reporting

- Oakland
  - Can receive up to ½ of collected penalties

## Multiple Curbside Collections

- San Ramon
  - Rotating areas
  - Bulky + reusable
  - Baked into rates
- Livermore
  - 3x/year
  - Baked into rates

## Coupons for Residents

- Hayward
  - Dump @ DSTS
  - Issue limited # of coupons monthly
  - Convenience
  - Baked into rates
  - ~\$5K-\$10K/mo if City paid

## Rate Remittance

- Fremont
  - Hauler remits \$\$ back to City as pooled funds
  - Used to pay for clean-ups by contractor



# Unhoused Population

27.89% of the national total of  
homeless are in California

*United States Interagency Council on Homelessness  
January 2020*

# Current Efforts

## Existing Numbers

- ~ 344 people unhoused in San Leandro

## San Leandro Homeless Compact

- Case management partners include:
  - Building Futures
  - Assumption Parish
  - April Showers
  - City staff (RHS & PD)

## Downtown Streets Team


- \$400K budgeted in FYs 22 and 23
- Employs San Leandro homeless (vouchers for services)
- Supplements work by SLIA

## Downtown Safety Ambassadors

- \$175k budgeted FY22 & 23
- Run by Downtown Community Benefit District (SLIA)
- Respond to quality-of-life issues in Downtown
- Assist unhoused population



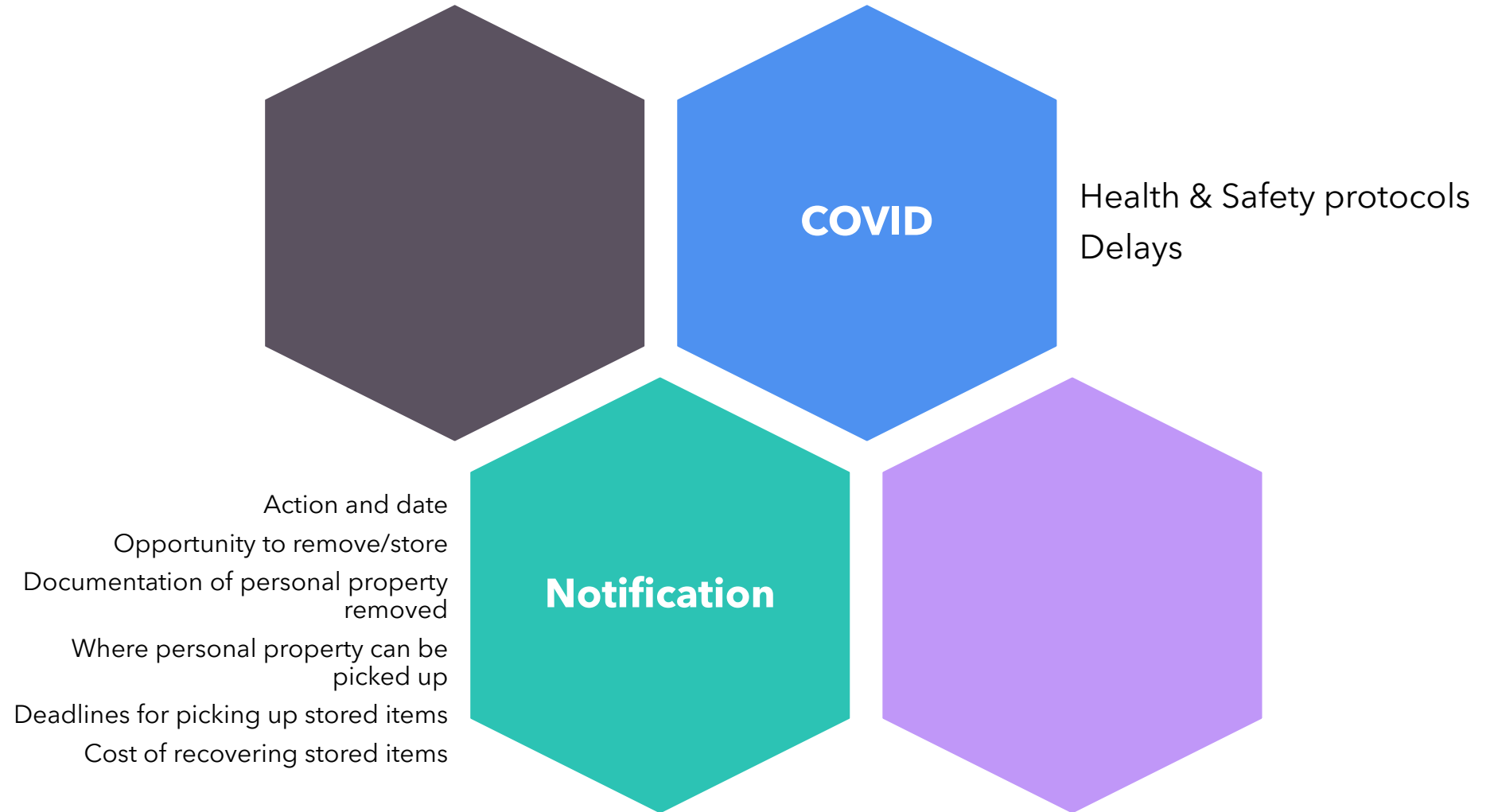
# Legal Issues Related to Unhoused and Encampments

- *Martin v. City of Boise (2019)*
    - Prohibits criminal penalties for sitting, sleeping or lying outside on public property
    - Prohibits prosecution when more homeless individuals than available shelter beds
  - *Lavan v. City of Los Angeles (2012)*
    - Notice required prior to removal action
    - Storage of personal property must be provided
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# Other Issues Related to Unhoused and Encampments

- Size of item (bulky items pick-up) irrelevant
- Strong likelihood that ordinance providing for removal of un-abandoned personal property, with notice and storage, would pass legal muster
- Abandoned person property can be removed without notice and storage

# Obstacles/Issues



# Options for Consideration

## Fremont Model

- Combines encampment + illegal dumping clean-up efforts
- ~\$870K annually for 6 days/month

## Pilot DST Model

- Expansion to other City locations
- San José partners with DST and Goodwill of Silicon Valley

## Elk Grove Model

- Encampment residents paid to clean up their area
- \$20 gift card every 2 weeks for bagging trash



# City-Citizen Collaboration Models

Never doubt that a small group of thoughtful, committed citizens  
can change the world; indeed, it's the only thing that ever has.

*Margaret Mead*  
Anthropologist, Writer



# Current Efforts

## Project Design & Zoning Reqs

- Right-size trash enclosures for multi-family and non-residential projects
- Fencing, lighting, and barriers to deter

## C&D Ordinance

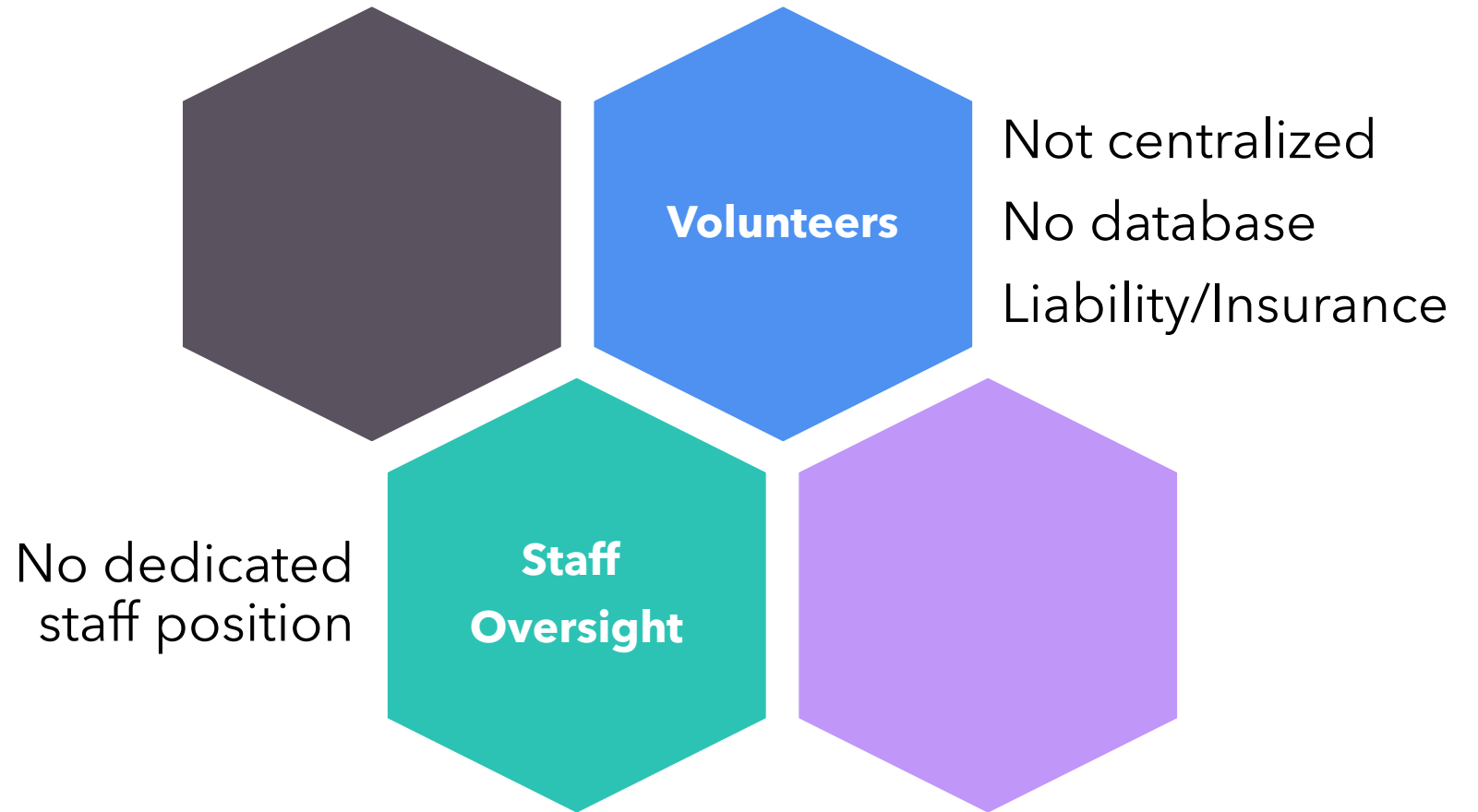
- Incentivizes compliance
- Required by State

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## City Partners

- San Leandro Improvement Association
- Downtown Streets Team
- Councilmembers' clean-up events
- Friends of San Leandro Creek
- Community Service
  - Students
  - Businesses

# Obstacles/Issues



# Road Map to Address Illegal Dumping

STAGES OF ILLEGAL DUMPING			
Crisis	Dumped	Littered	Clean
Illegal dumping hotspot	Dumping happens regularly & litter is placed on top of it	Litter happens regularly and is the norm	Small amounts of litter
Dumping happens almost daily & abated infrequently	Dumps sometimes picked up but can linger and attracts more dumping	Small dumps happen sometimes & attract more litter	Dumping rarely happens, and is cleaned up immediately
Situation is hopeless		Dumping is cleaned often and rarely piles up	
The Role of Residents, Neighbors, and Community			
Organize local residents and businesses to rally around a common cause	Meet regularly, to keep the conversation alive and moving	Continue meeting to maintain momentum and reduce recidivism	Meet and organize cleanups as needed
Advocate with local leaders to raise awareness of the issue and gain their commitment to addressing it	Organize large-scale clean-up events. Invite local leaders, businesses, and residents to participate	Work with local businesses and MF units to ensure properly-sized refuse bins and bulky pickup waivers	Organize 'micro-cleaning' events, to remove small debris, dirt, dust, and grime
Encourage wide-spread use of reporting mechanisms (e.g. MySL)	Report illegal dumps immediately, so that they can be removed quickly	Identify dumping and litter hot spots, so that they can be specifically addressed	Enjoy a clean street

# Options for Consideration

## Adopt One Block

- Portland
- Similar to City's Adopt-a-Drain
- Online sign-up
- Supplies delivered for free

## Love Your Block

- Cities of Service
- 2-year \$25K grant to city (competitive)
- Micro-grants given out
- AmeriCorps VISTA members

## Dump Vouchers

- For businesses hit by illegal dumping

# Next Steps

- Council to provide direction to staff on which models to further analyze.
- Staff to come back to Council with potential programming details, including costs/staffing requirements for consideration.
- In the interim, staff to continue with existing programs/events.

