



STAFF REPORT

AGENDA NO: 10a

MEETING DATE: January 6, 2020

To: Honorable Mayor and City Council

Date: January 6, 2020

From: Kathleen Kane, City Attorney – (650) 558-7204
Syed Murtuza, Director of Public Works – (650) 558-7230
Rob Mallick, Deputy Dir. of Public Works, Operations – (650) 558-7670

Subject: Consideration of an Enhanced Program to Address Illegal Dumping

RECOMMENDATION

Staff recommends that the City Council receive a report on illegal dumping in the city and consider whether to authorize enhanced funding to address the issue either at the mid-year budget or in the next fiscal year.

BACKGROUND

Illegal dumping occurs throughout the Peninsula. In Burlingame, the dumping pattern that is most noticeable to residents occurs when tenants move out of multi-family units and leave large items such as furniture and televisions at the curbside. It appears as though people from out of town may also dump their items in certain hot spots, and individual businesses have been cited for patterns of illegal dumping as well.

The City is a member of the South Bayside Waste Management Authority (SBWMA), which has a franchise agreement with Recology San Mateo County. Under the agreement, there are two avenues available to assist residents with proper disposal of potential trash:

- 5.05 Residential On-Call Bulky Item Collection Service (Curbside)
- 5.09 Abandoned Waste Cleanup Collection Service

Although the 'Abandoned Waste Cleanup Collection Service' provides a maximum of 30 abandoned pick-ups per service day, this number encompasses all 12 public agencies in the SBWMA service area. There is no existing program at Recology for the allocation of these pick-ups. SBWMA staff has been working on a recommended franchise agreement amendment that will enhance this service in the future; that recommendation is to be considered by the SBWMA Board in the spring. But currently, abandoned pick-ups are assigned on an as-available basis, with certain larger jurisdictions securing the majority of the available services.

Reports of illegal dumping are frequent: the Public Works Department, on average, has 21 unique abandoned pickups per month, accumulating over 100 cubic yards of debris. During the past two quarters, the department has spent more than 140 hours collecting items that were illegally dumped

in the City right-of-way. These hours do not account for the hours related to Code Enforcement responding to the locations to gather photos, write letters to the property owners, and proceed with follow up until the trash/debris is removed. The Public Works Department does not have staff dedicated to full-time trash removal. When these calls come in, crews are diverted from their primary duties in order to respond.

DISCUSSION

Dumping trash in unauthorized locations is not only a health issue, it is also unsightly and negatively impacts the natural environment. Therefore, the City Attorney's Office and the Public Works Department have put together a preliminary plan to address the issues related to illegal dumping. The plan includes additional public outreach, a contract with a trash hauler for on-call trash removal when Recology is not available, leasing security cameras for hot spots, placing additional information on illegal dumping on the City's website, and developing a Report It Reward program.

The preliminary plan will require funding, which has not yet been appropriated, and additional time for planning and execution. Staff asks the Council to review, prioritize, and approve the funding based on the order of priority.

A. Public outreach

- Water bill insert regarding large item trash pickup services from Recology: \$1,200
- Direct mail to all postal customers in Burlingame: \$4,500
- Additional outreach via the City's eNews and social media accounts (NextDoor, Facebook, Twitter, etc.): staff time required; costs can be absorbed in existing budgets

B. Annual service contract

- Contract with a trash hauler for on-call trash removal when Recology is unavailable: estimated cost of \$25,000-\$50,000 annually.

C. Leasing of four security cameras to monitor dumping "hot spots"

- Price includes all equipment to operate for 12 months and signage for the security cameras: \$76,000.
- Identified hot spots based on call history: Rollins/Larkspur, 399 Rollins, Ansel/Almer, and El Camino Real (portable unit)

D. Enhanced information on illegal dumping on the City's website

- Staff time required; costs can be absorbed in existing budgets

E. Report It! Reward! Program

- SeeClickFix already serves as a portal for reporting illegal dumping, and the City generally gets calls immediately after large-item trash is dumped on El Camino Real and Rollins Road. However, the Council may wish to direct staff to develop a more robust reporting/incentive program.
- Costs for that program cannot be estimated at this time, but if Council so directs, staff can report back with a proposal and associated costs.

FISCAL IMPACT

Funding for an illegal dumping program will need to be appropriated either during the mid-year budget review in March or as part of the FY 2020/21 budget. Budget impacts for the suggested changes range from staff time only to a total of approximately \$130,000 in additional costs per year.