



**Date:** January 8, 2018  
**To:** Patrick H. West, City Manager *T.M.L.*  
**From:** *CB* Craig A. Beck, Director of Public Works  
**For:** Mayor and Members of the City Council  
**Subject:** **Illegal Dumping**

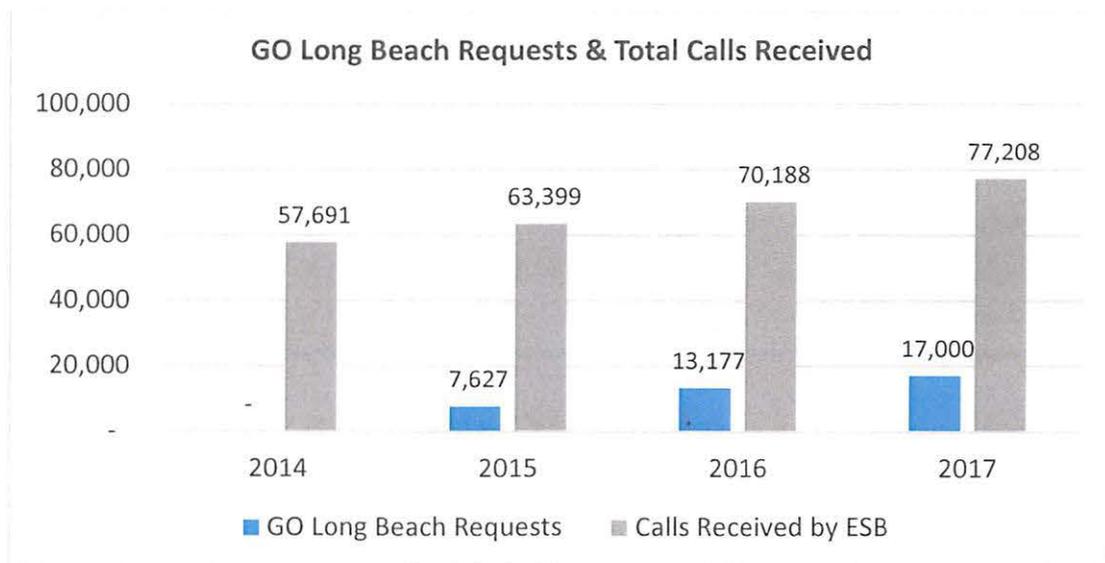
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**Background**

On July 11, 2017, the City Council requested that the City Manager provide a report encompassing a broader spectrum of activities related to the City’s Clean Long Beach initiative. Staff provided a presentation to City Council on December 5, 2017, which included information about efforts related to illegal dumping (Exhibit A). This memo serves as an additional update on City measures to address illegal dumping activities.

Illegal dumping is a growing issue in the City. It is a neighborhood nuisance that is an eye sore for residents and businesses, expensive for the City to remove, decreases property values, can be hazardous to the environment, and seems to perpetuate more illegal dumping. In recent years, staff has observed a significant upward trend in both illegal dumping and the disposal of large, bulky items. This issue is not unique to Long Beach.

Illegal dumping is increasing regionally. From FY 15 to FY 17, Long Beach has experienced a 56 percent increase in illegally dumped item collection requests, a 123 percent increase in GO Long Beach reports of illegally dumped items, a 47 percent increase in scheduled bulky item collections, and a 22 percent increase in calls for service through the Environmental Services Bureau (ESB) Hotline (see tables below).





### **Developing an Action Plan**

Currently, illegally dumped item collection crews operate under the Refuse Division's purview. Staff respond to reports of dumped items made through our hotline, website, or the GO Long Beach app. Requests generate field assignments, which are routed for collection. Individuals who submit a report on GO Long Beach will get a response when the service request has been completed.

To manage illegal dumping more effectively, the Public Works Department (PW) is focused on a multi-pronged program that includes five major elements:

- Proactive/reactive abatement
- Public outreach
- Increased opportunities for legal disposal of waste
- Partnerships
- Enforcement

Staff determined that PW can maximize efficiencies by coordinating dumped item responses with other neighborhood nuisance abatement activities. As a result, dumped item collection crews are being shifted from the Refuse Division to the Clean Long Beach Division. This will provide the Clean Team supervisor greater flexibility when allocating resources to address the community's needs.

### **Proactive/Reactive Abatement**

The City dedicates two or more daily crews to respond to reports of illegally dumped items. This effort alone is not a solution and does not address the core issue and likely encourages people to continue dumping with the expectation that the "City will pick it up." To encourage the prevention of illegal dumping, staff created heat maps (Exhibit B) to identify locations

where illegal dumping activities are more common (Exhibit B). The heat maps allow staff to deploy proactive collection crews, as well as increase public education and enforcement in the areas with the greatest need.

For FY 18, the City Council approved two additional Refuse Crews. These crews will join existing illegally dumped item collection crews; special, bulky item collection crews; and litter abatement crews as part of an enhanced Long Beach Clean Team that will have resources to conduct proactive commercial and residential corridor cleanups, focusing on neighborhoods identified through the heat maps.

Additionally, PW supports the Neighborhood Services Bureau and local neighborhood associations who, together with the Clean Team, conducted approximately 150 community cleanups in FY 17.

### **Public Outreach**

PW has long had a multi-lingual public education program focused on scheduling bulky item collection and reporting illegally dumped items. A new, more extensive public outreach program is being developed. It includes revamped outreach materials, increased availability of street signs advising against illegal dumping, and other City resources, such as billing inserts and direct mailers in neighborhoods with the greatest need. Additionally, staff will engage our neighborhood and business associations to assist with outreach.

Two Customer Service Representatives (CSRs) were added in FY 18 to assist with the increased workload from Hotline and GO Long Beach requests for service. PW is also working with the Department of Technology and Innovation to integrate GO Long Beach requests with a management system (Mobil Workforce Management). These combined efforts are expected to result in improved communication with residents and reduce wait times for people calling the Hotline.

### **Increased Opportunities for Disposal**

The City has recently partnered with the Los Angeles County Sanitation Districts, Los Angeles County Public Works, and EDCO Disposal to increase opportunities for residents to drop off household hazardous waste (HHW) locally from one Saturday per month to two Saturdays per month. The facility is located at 2755 California Avenue, and is open to the public the second and fourth Saturday of each month. This change will double the opportunity for residents to utilize these services.

PW is increasing free bulky item pickups for City-serviced refuse customers from two times per year to four times per year. This increase will give customers additional opportunities to schedule free collection of bulky items or excess waste, rather than illegally dumping these materials. This change will become effective in January 2018.

## **Partnerships**

Staff has met with the franchised commercial solid waste haulers currently operating in the City. To expedite requests for service, City teams often respond to illegally dumped items that may be the responsibility of one of the private companies. This diverts City crews from other responsibilities. PW has advised the private companies that we will seek more of their assistance to respond to illegally dumped items that may originate from the accounts they service. So far, the feedback has been positive. Staff continues to meet with them to identify other efforts that can be enhanced to counter the illegal dumping problem.

Additionally, staff has been meeting with local disposal facilities and non-profit organizations that reuse large bulky-items to see how their services can support the City's efforts to reduce illegal dumping.

## **Enforcement**

The City has four Refuse Field Investigator (RFI) positions to respond to complaints and specialized requests for service, which include: investigating illegally dumped items, overflowing trash issues, and monitoring private company serviced accounts. This team works to ensure property owners identify individuals who are responsible for the management of their buildings. Currently, these positions do not have authority to issue citations for illegal dumping, but they can assess a charge for service when appropriate. PW is using this team to discourage illegal dumping and encourage the use of bulky item collection services. As a result, annual direct charges to property owners for collection of illegally dumped items and overflowing trash issues have risen from \$9,149 in 2014 to a projected \$64,320 by the end of this year.

PW is working to provide RFIs and Refuse Supervisors the authority to issue administrative citations to property owners for violating illegal dumping regulations and not properly containing their trash in appropriately-sized receptacles. PW provides funding to Code Enforcement to assist with monitoring and enforcing the City's regulations regarding solid waste management by property owners.

Cameras to monitor illegal dumping hot spots were used in the past with very limited success. The cameras were vandalized and had minimal impact on discouraging or preventing illegal dumping activities. Although surveillance cameras can be used for prevention, standards for evidence and prosecution need to be identified prior to usage if they are to be used in enforcement. Staff is currently evaluating updated camera technology systems for possible use.

## **Organization and Staffing**

The continued development and implementation of the illegal dumping plan is being integrated into the Mayor's Clean Long Beach initiative to provide a unified effort to keep the City clean. PW recently hired a Clean Long Beach Superintendent, who, along with

managing the Clean Team program, will be responsible for the City's Street Sweeping, Parking Enforcement and homeless encampment cleanup activities.

PW has also hired a Waste Diversion and Recycling Officer who will take the lead in developing a Zero Waste Plan for the City. This plan will outline a path for the City to strive toward generating zero waste. Ultimately, all solid waste related activities will be captured under the Zero Waste umbrella. Development of this plan begins in 2018 and will include opportunities for public and stakeholder input. The City's Innovation Team will make Zero Waste and Illegal Dumping Plans focus areas in 2018 to support Public Works in the development of these initiatives.

### **Summary**

Staff has identified a growing need to develop a comprehensive solution utilizing proactive and reactive field operations, the use of technology, public education, public opportunities, and enforcement to best manage illegal dumping in Long Beach. Through these efforts and the work under the Clean Long Beach initiative, staff believes there will be positive results in reducing illegal dumping.

Please contact Diko Melkonian, Environmental Services Bureau Manager, at (562) 570-2856, with any questions or concerns.

Illegal Dumping Memo to Council – Updated2.docx  
CB:DM

ATTACHMENT: EXHIBIT A - DECEMBER 5, 2017 CLEAN LONG BEACH PRESENTATION  
EXHIBIT B – ILLEGAL DUMPING HEAT MAP

CC: CHARLES PARKIN, CITY ATTORNEY  
LAURA L. DOUD, CITY AUDITOR  
TOM MODICA, ASSISTANT CITY MANAGER  
KEVIN JACKSON, DEPUTY CITY MANAGER  
REBECCA GARNER, ASSISTANT TO THE CITY MANAGER  
DIKO MELKONIAN, ENVIRONMENTAL SERVICES BUREAU MANAGER  
MONIQUE DE LA GARZA, CITY CLERK (REF. FILE #17-0246)



## Clean Long Beach Initiative

December 05, 2017

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# Clean Long Beach Initiative

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- **April 4, 2017 – Agenda Item 19**

- Request the City Manager to gather data on illegal dumping and draft an illegal dumping action plan.

- **July 11, 2017 – Agenda Item 21**

- Request the City Manager to report on a new Clean Long Beach Initiative in 120 days. The report should include goals and an update to City Council.

- **18 Staff Action Items**

# Focus Categories

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## ▪ Operational Efficiencies

- Review City's current cleaning efforts
- Review Clean Team Resources
- Review citywide litter bin locations – opportunities to add/replace bins
- Review graffiti contract and resources
- Review Illegal Dumping Action plan (4/4/17 – Item 19)

## ▪ Community Partners and Outreach

- Work with Long Beach Transit
- Work with BIDS citywide
- Consider regular/revolving volunteer corps
- New Litter Free Long Beach campaign
- Explore informational marketing campaign
- More neighborhood cleanups



# Focus Categories

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## ▪ Technology

- Modernize GoLongBeach App
- Provide Customer Relationship Management (CRM) implementation information

## ▪ Enforcement

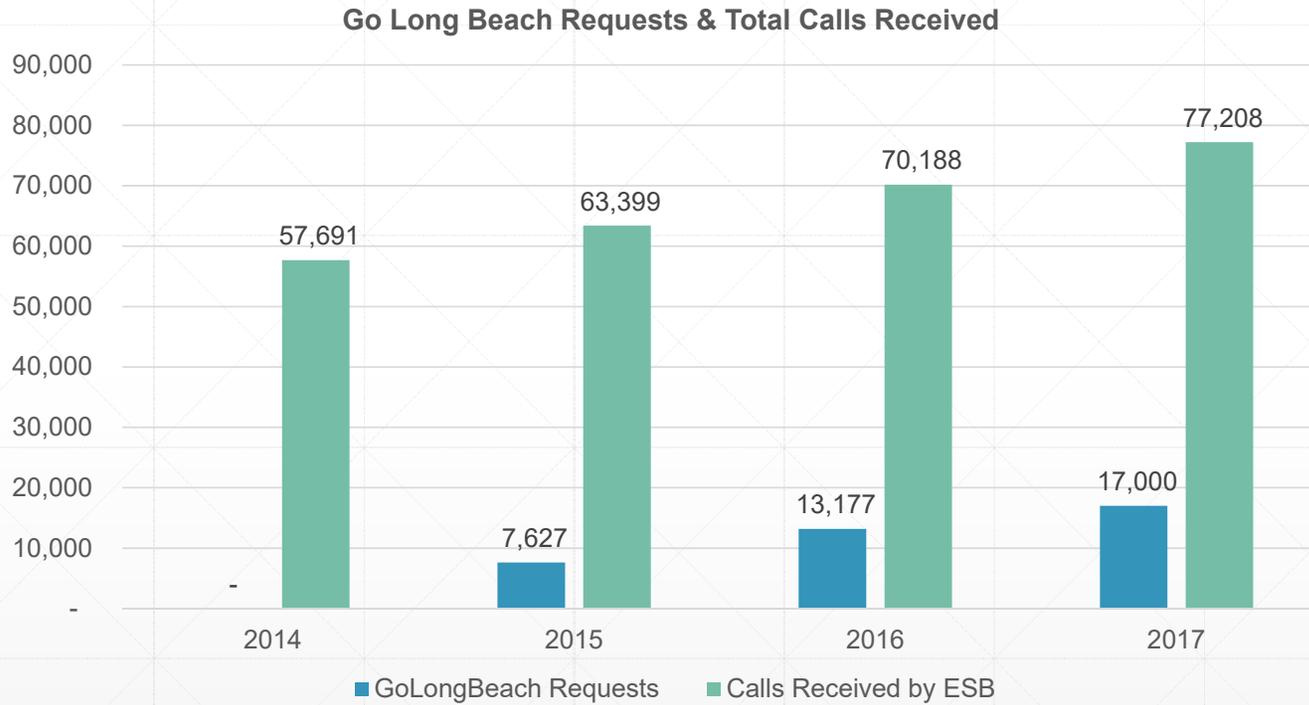
- Review shopping cart theft technology and expand implementation
- Review enhanced proactive code enforcement

## ▪ New Initiatives

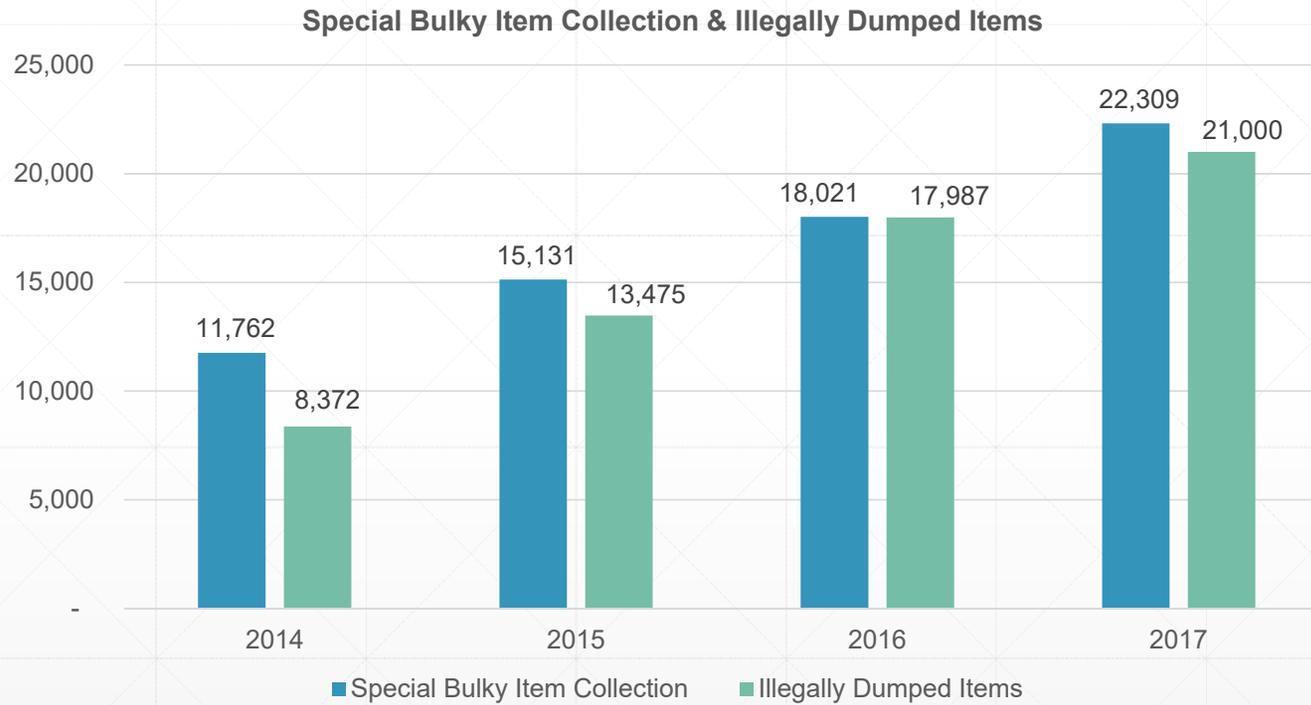
- Mapping and improving freeway on-ramps and off-ramps cleanliness
- Explore locked dumpster policy
- Explore empty private lot ordinances



# Clean Long Beach Initiative – Service Requests

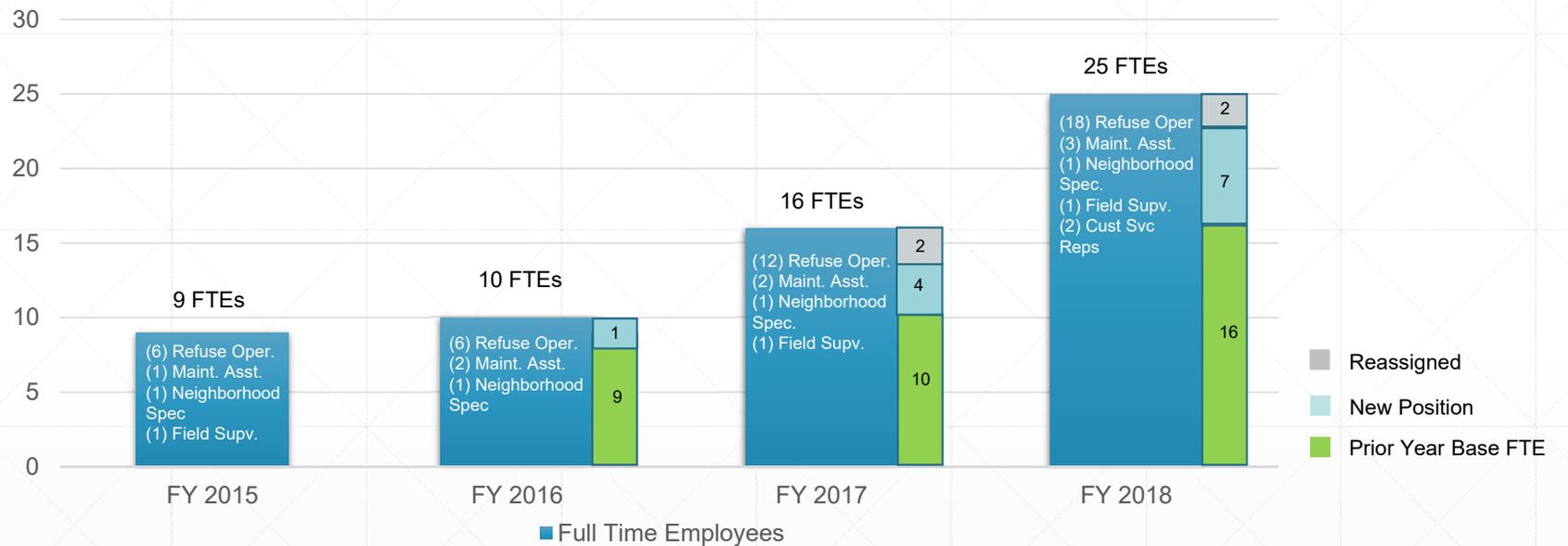


# Clean Long Beach Initiative – Service Requests



# Clean Long Beach Initiative – Staffing Changes

## Clean Long Beach – Staffing Over the Years



Reactive

Proactive

Innovation

# Clean Long Beach Initiative – 2017 Summary

- Over 2,100 tons of debris collected
- Collected over 15,000 mattresses
- Abated 1.25 million sq. ft. of graffiti
- 116 Concentrated alley cleanups
- Over 300 litter and scavenging citations issued
- 195 homeless encampment cleanups
- Over 150 neighborhood cleanups supported



# Clean Long Beach Initiative – Action Plan

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## Operational Efficiencies

Action Items	Results
<ul style="list-style-type: none"><li>• Review City’s current cleaning efforts</li><li>• Review Clean Team Resources</li><li>• Review citywide trash bin locations – opportunities to add/replace bins</li><li>• Review graffiti contract and resources</li></ul>	<ul style="list-style-type: none"><li>• Eight vehicles allocated to Clean Team program</li><li>• Surveyed over 1,000 public litter bin locations<ul style="list-style-type: none"><li>• Citywide public litter bin replacement to begin 2018</li><li>• Evaluating additional litter bin locations</li><li>• Testing new trash bins near heavy use sites</li></ul></li><li>• 99% of graffiti abated within 48 hours</li></ul>

# Clean Long Beach Initiative – Action Plan

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## Operational Efficiencies (cont.)

Action Items	Results
<ul style="list-style-type: none"><li>Review Illegal Dumping Action plan (4/4/17 – Item 19)</li></ul>	<ul style="list-style-type: none"><li>Proactive/reactive abatement</li><li>Review and enhance staffing as needed</li><li>Increased opportunities for legal disposal of waste:<ul style="list-style-type: none"><li>Household hazardous waste (twice monthly)</li><li>Bulky item collection (four times annually)</li></ul></li><li>Investigate reinstating camera surveillance program</li><li>Enforcement options</li></ul>

# Clean Long Beach Initiative – Action Plan

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## Operational Efficiencies (cont.)

Action Items	Results
<ul style="list-style-type: none"><li>Review Illegal Dumping Action plan (4/4/17 – Item 19)</li></ul>	<ul style="list-style-type: none"><li>“No Dumping” signs available to residents</li><li>Hotspot mapping of illegally dumped items</li><li>Public Outreach</li></ul>

# Clean Long Beach Initiative – Action Plan

## Community Partners and Outreach

Action Items	Results
<ul style="list-style-type: none"><li>• Work with Long Beach Transit</li><li>• Work with BIDS citywide</li><li>• Consider regular/revolving volunteer corps</li><li>• New Litter Free Long Beach campaign</li><li>• Explore informational marketing campaign</li><li>• More neighborhood cleanups</li></ul>	<ul style="list-style-type: none"><li>• 400 weekly hours of bus stop maintenance and expanding level of service</li><li>• Volunteer and neighborhood cleanups<ul style="list-style-type: none"><li>• Host 150 neighborhood cleanups annually</li><li>• Adopt-A-Beach, Wetland Warriors, Earth Day Cleanup, California Coastal Cleanup</li></ul></li><li>• New community partnerships being explored<ul style="list-style-type: none"><li>• LBUSD renewed school program</li></ul></li><li>• Litter Free Long Beach expanded to include various cleanups throughout the City</li><li>• Working with marketing firm to develop educational/informational campaigns<ul style="list-style-type: none"><li>• Can Your Butts campaign</li><li>• No Litter Zone</li><li>• Adopt-A-Street</li></ul></li></ul>

# Clean Long Beach Initiative – Action Plan

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## Technology

Action Items	Results
<ul style="list-style-type: none"><li>• Modernize GoLongBeach App</li><li>• Provide Customer Relationship Management (CRM) implementation information</li></ul>	<ul style="list-style-type: none"><li>• Working with Technology and Innovation to improve GoLongBeach customer experience</li><li>• Developed patch between GoLongBeach and Mobile Workforce Management</li><li>• Upgrading Refuse Hotline telephone system</li><li>• Technology and Innovation proposing new CRM solution as part of “Critical Technology Infrastructure” needs (\$1M)</li></ul>

# Clean Long Beach Initiative – Action Plan

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## Enforcement

Action Items	Results
<ul style="list-style-type: none"><li>• Review shopping cart theft technology and expand implementation</li><li>• Review enhanced proactive code enforcement</li></ul>	<ul style="list-style-type: none"><li>• Abandoned shopping cart collection</li><li>• Over 300 litter and scavenging citations issued</li><li>• Development Services exploring staffing and cost for additional pro-active code enforcement</li><li>• Staff is exploring opportunities to expand enforcement of illegal dumping activities through administrative citation process</li></ul>

# Clean Long Beach Initiative – Action Plan

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## New Initiatives

Action Items	Results
<ul style="list-style-type: none"><li>• Mapping and improving freeway on-ramps and off-ramps cleanliness</li><li>• Explore locked dumpster policy</li><li>• Explore empty private lot ordinances</li></ul>	<ul style="list-style-type: none"><li>• Engineering developed GIS mapping of freeway on-ramp and off-ramps</li><li>• Surveyed multiple cities regarding locking dumpster policies</li><li>• Started new multi-departmental deep cleaning effort</li><li>• Developed new “Vacant Lot” ordinance</li></ul>

# Clean Long Beach Initiative – Next Steps Summary

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- Polystyrene Ban
- Zero Waste Policy
- Renewed public outreach campaign
- Enhanced technology
  - GoLongBeach
  - GIS heat maps
  - Phone system updates
- Coordinated efforts
  - Parks, Recreation and Marine
  - Health and Human Services
  - Police Department
  - Code Enforcement



# Clean Long Beach Initiative – Next Steps Summary

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- Bloomberg Initiative
  - Harvard
  - Innovation Team
- Mattress recycling (11/14/17 – Item 19)
- Expanding partnerships
- Innovative corridor cleaning
- Illegal dumping
  - Household and hazardous waste
  - Bulky item collection
- Written reports on the Illegal Dumping Action Plan and the Clean Team Initiative



# Clean Long Beach Initiative

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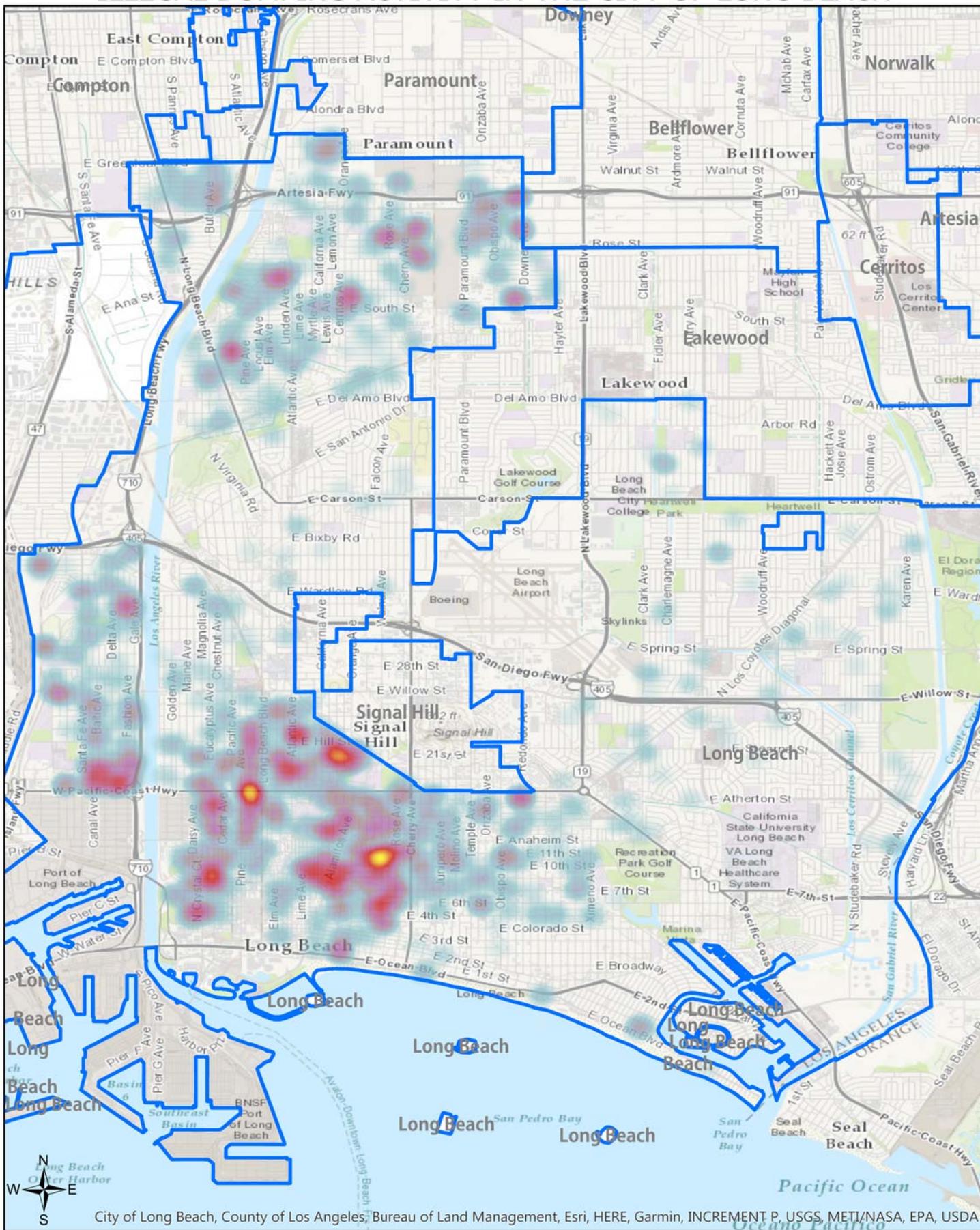


**Questions?**

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# ILLEGAL DUMPING ACTIVITY IN THE CITY OF LONG BEACH

Exhibit B



City of Long Beach, County of Los Angeles, Bureau of Land Management, Esri, HERE, Garmin, INCREMENT P, USGS, METI/NASA, EPA, USDA

0 0.250.5 1 1.5 2 Miles

Map Legend  
 Value  
 Dense  
 Sparse

The data source for Illegal dumping location is derived from the Customer Care & Billing (CC&B) - Field Activity records between the period of December 2015 and September 2017. Records were combined with Hansen LMR - Code Enforcement violations cited between the period of January 2016 and November 2017 in the City of Long Beach. Field Activity and Code Enforcement activity for illegal dumping is collected by street address location then grouped into clusters based on 20 meter cell size areas. Density of occurrence is calculated for each grid cell when multiple points are located within proximity to one another. Density ranges from Dense (yellow) to Sparse (blue) areas. For more information about illegal dumping, please contact Public Works Environmental Services Bureau at (562) 570-6383

PUBLIC WORKS



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