Date:    July 12, 2021
To:     Thomas B. Modica, City Manager
From:   Eric Lopez, Director of Public Works
For:    Mayor and Members of the City Council
Subject: Clean Long Beach Initiative and the American Rescue Plan Act of 2021

The Long Beach Clean City Program (Clean Long Beach Initiative) is designed to support economic recovery, especially in low-income neighborhoods, business and entertainment districts, major corridors, and other areas citywide hardest hit by the COVID-19 pandemic. The Clean Long Beach Initiative (Initiative) is intended to assist with the wider community efforts to rebound from the devastating impacts of the pandemic. Local businesses and our partners in the hospitality and tourism industry citywide have been disproportionately impacted by COVID-19 and need assistance to fully recover and thrive. Among other assistance, a key step necessary to recover from the impacts of COVID-19 is to improve how we maintain and clean up our public spaces, special event areas, business and entertainment districts, and our various rights-of-way (some of which are shared with other public or private partners). The purpose of this memorandum is to outline some of the major impacts of the pandemic impacting the City’s ability to maintain a clean city and the steps being taken to address those impacts as part of the Initiative.

As documented below, the COVID-19 pandemic has had a significant impact on the City’s solid waste operations. Among other changing trends, we have experienced a significant increase of trash generated by residential accounts. Substantial increases in litter, illegally dumped items, graffiti, vandalism of public property, and neglect over the last year have created an urgent need to do more to clean up the City. However, with an area of 52 square miles and limited resources, the City cannot perform this critical function without additional support. Fortunately, with the American Rescue Plan Act (ARPA) passed by Congress and approved by the President, the City Manager and the Department of Public Works (PW) are prepared to implement enhanced services to address the clean-up needs identified by City staff, residents, businesses, and our partners in the tourism and hospitality industry.

Pandemic Impacts: Changing Behaviors and More Trash

The COVID-19 pandemic has had a profound impact on City operations, specifically related to refuse collection, illegally dumped and scheduled bulky item collection, litter abatement, and other Clean Team activities. With new safety and sanitation protocols in place, as well as residents having been advised to spend more time at home, PW experienced a substantial increase in requests for service and the amount of residential refuse being generated and collected. In response to these pandemic induced impacts, City staff have developed a comprehensive plan to undertake more cleanup and maintenance activities designed to support the economic recovery and the environment.

Pandemic Induced Service and Operational Impacts
Refuse collection occurs six days a week, Monday through Saturday. Residential accounts are serviced Monday through Friday, while some commercial and multi-family accounts have Saturday service. The Clean Team operates Monday through Saturday with the largest amount of assigned staff working Tuesdays through Saturdays and a smaller number of crews on Mondays. Most trash is delivered to the Southeast Resource Recovery Facility (SERRF) while some trash is delivered to other local solid waste transfer stations.

Due to the contagious nature of the COVID-19 virus, enhanced safety measures were implemented to better protect refuse collection and Clean Team staff from infection including:

- Crew check-in and check-out procedures were moved outdoors
- Increased daily sanitization protocols were established
- Additional personal protective equipment is distributed daily, including face coverings and other safety gear
- Emphasis on frequent hand washing and hand sanitizer use when in the field
- Morning temperature checks were taken

While these efforts are necessary for the safety of staff and our community, they are also time consuming and impact the time that staff have to complete their daily assignments.

Prior to the pandemic, the Clean Team utilized an average of ten Community Service Workers (CSW) each day to support cleanup efforts. This program required Clean Team staff to shuttle CSW’s to cleanup locations and work in close contact with each other, leading to an elevated COVID-19 risk for both City staff and CSW’s. Due to this concern, the City stopped utilizing CSW resources at the start of the pandemic, resulting in a loss of 400 Clean Team labor hours each week. As the pandemic continues into its month 16, it is estimated that over 25,000 CSW hours have been lost.

While the Clean Team continues to address litter abatement issues as much as possible, street sweeping operations also play a critical role in litter abatement along City streets. After the Safer at Home Order was issued, the City Council directed staff to suspend issuing street sweeping citations from March 17, 2020 through May 18, 2020. While the issuance of citations resumed at that point, the City advised the public that we would dismiss street sweeping citations for people experiencing COVID hardships. Through this forgiveness plan, the City dismissed approximately 20,000 street sweeping citations due to COVID hardship between May 2020 and June 30, 2021 when the forgiveness program ended. During this period, the team had a very difficult time providing quality street sweeping in part due to the number of vehicles continuing to park along sweeping routes. As a direct result, the street sweeping operation collected over 800 tons less debris from the streets in FY 20 than in FY 19.

Until recently, the City could not schedule community cleanups due to the COVID-19 Health Order. Working with the Departments of Development Services (DV) and Health and Human Services (HHS), PW developed new community cleanup health and safety protocols allowing for the reinstatement of these events in compliance with Health Order protocols. These
community cleanup events contribute significantly to the cleanliness of Long Beach. In FY 19, PW and DV supported 178 cleanups, resulting in the collection of approximately 1,200 tons of debris. In FY 20, the two departments supported only 58 cleanups resulting in the collection of approximately 450 tons of debris. No cleanups were organized after the instatement of the March 2020 shelter at home Health Order. Since reinstating cleanups, the two departments have supported 92 cleanups through June 2021.

Staffing Challenges and Opportunities

Maintaining adequate Refuse and Clean Team staffing during the pandemic has been challenging. The combination of staff being unavailable due to COVID infection, injury, family leave, sick leave, child care issues, and quarantine/isolation orders has increased substantially. For example, absenteeism related to sick leave or childcare issues increased by approximately 90 percent during the pandemic. At one point in October 2020, the Clean Team was reduced to only one staff person due to COVID-related illness and quarantines absences. Most recently, six Clean Team members were simultaneously quarantined in June 2021.

When the absentee rate is high enough to jeopardize the refuse operation’s ability to complete daily residential and commercial refuse collection, staff from the Clean Team are reassigned to refuse collection to ensure that core services are maintained. Staff then are assigned overtime shifts on Saturdays to catch up on dumped item collection and other related services. It is important to note, however, that refuse collection is very labor intensive and constant overwork leads to fatigue and injuries. As such, while overtime is utilized when needed, staff must be careful not to risk injury, which would cause further operational impacts.

In recognition of these challenges, the City Manager has authorized the hiring of 20 unbudgeted non-career refuse operators, in addition to filling all other existing vacancies within the Refuse and Clean Teams. As such, City staff have been conducting regular interviews and onboarding new staff. Over the past few months, the team has made job offers to 29 candidates and onboarded 15 new employees. The new hires help to offset staffing impacts and assist with the increase in requests for service.

Workload Increases

Refuse and Clean Team operations experienced a remarkable increase in workload during the pandemic especially while the shelter at home order was in place. As residents spent more time at home, consumption of goods increased, resulting in an increase in waste generated and services requested.

A 49 percent increase in calls to the Refuse Hotline from March 2020 to September 2020, from 61,738 calls in FY19 to 91,782 in FY20. June 2020 saw 14,740 calls made to the Refuse Hotline, a 95 percent increase over the 7,562 made in June 2019. Calls to the Refuse Hotline continued to remain high during the summer of 2020 and did not begin to taper off until November 2020. Residents utilize the hotline to schedule bulky item collections, report illegal dumping, request an exchange of their cart, or to ask general questions about refuse and/or recycling.
A 32 percent increase in Go Long Beach requests. During the six-month period following the issuance of Safer at Home Orders, staff received 20,539 reports of illegal dumping via the Go Long Beach application. This surge was so significant that staffing was increased from 1.5 full time employees (FTEs) to 3.0 FTEs plus temporary staff and overtime just to sort through the incoming requests. Even with this increased staffing, responses to Go Long Beach requests were delayed due to the amount of time it takes to review each request as well as the sheer volume of requests made. The increase was most significant in June 2020 when ESB received 3,274 requests compared to 2,073 in June 2019. Requests have tapered off and stabilized during 2021.

A 9+ percent increase in residential/commercial refuse for the six months after the Safer at Home Order was issued. A 9 percent increase in refuse over a one-year period translates to an additional 18,500 tons of trash collected, 5.7 daily routes added, and $1,000,000 in additional disposal costs. The refuse collection team is currently absorbing this increase in trash through overtime and incentive pay without having had the ability to add routes. Generated waste peaked in May 2020, when residential/commercial refuse was 16 percent higher than May 2019. The amount of refuse collected these past few months, from March to May 2021, has begun to normalize getting consistent with 2019 figures.

A 21 percent increase in special, bulky item collection requests from March 2020 to September 2020, translating to an average of nearly 680 additional requests per month. To respond to this demand, the operations had to reallocate resources to add crews for scheduled, special collections and strive to continue to meet our goal of collecting items on the requestor’s next collection day. July 2020 was the busiest month of the pandemic for the bulky item crews, 4,134 requests for collection were completed; a 35 percent increase compared to July 2019. The amount of bulky item collection requests completed have remained higher than usual with March to June 2021 seeing 7.6 percent more requests than during March to June 2020.

A 22 percent increase in illegally dumped items reported from March 2020 to September 2020, translating to an average of nearly 600 additional requests per month. As mentioned earlier, resources are deployed on Saturdays to supplement collection that occurs during the week. For perspective, throughout the first 36 weeks of FY 20, the operation utilized over 100 hours of Saturday overtime on only two occasions. Over the last 16 weeks of FY 20, the operation utilized over 100 hours of Saturday overtime on ten occasions. This large amount of Saturday overtime has continued into FY 21. July 2020 saw the most dramatic increase in the amount of illegally dumped item requests with 49 percent more requests made that month compared to July 2019. The amount of illegally dumped item requests has declined by 9.5 percent from March to June 2021 compared to March to June 2020.

A 3 percent increase in square footage of graffiti removed after the Safer at Home Orders were issued, with a spike in June following civil unrest and protests. While the number of workorders actually declined in 2020, the average size of graffiti removal went from 13.68 square feet to 14.60 square feet – a 7 percent increase in size.

Increases in homeless encampments have been observed, but not yet quantified. The increase in homeless encampments has been especially evident within Caltrans and Los Angeles County (County) property. As mentioned above, the City has since enhanced a comprehensive
outreach program to help house and provide other services to people experiencing homelessness and allow the Clean Team to clean up encampments while not increasing risk for the people we serve. At one point, the Clean Team was only posting encampments in response to requests. As staffing has increased, the Clean Team has returned to proactively posting locations, improving our ability to address these locations more expeditiously. Staff expect requests for postings to increase once we have full authority to access Caltrans and County properties.

**Partnerships**

Continued outreach and coordination with the City’s partners and external agencies have been critical to assist the Refuse and Clean Teams in addressing the challenges we face.

Staff have reached out to private commercial refuse haulers that operate in Long Beach to remind these companies that they are responsible for maintaining the areas surrounding their respective account collection containers by leaving the area free of litter and debris. Private haulers worked with the City in this regard but were also experiencing challenges due to a high volume of absences caused by the pandemic.

The City has entered into an agreement with the Conservation Corps of Long Beach (CCLB) and the Los Cerritos Wetlands Stewards (LCWS) to provide regular assistance to the Clean Team. Both CCLB and LCWS have been valuable resources in supplementing our Clean Team operations while we experience our recent challenges. Staff continue to work with both agencies to see what additional assistance they can provide.

PW is reinvigorating multiple community programs and public education efforts to get the community more involved. Programs such as “No Litter Zone” and “Adopt-A-Street” encourage residents and businesses to take an active role in caring for the City while the City promotes participating businesses as community stewards and gives them tools and assistance.

Lastly, PW is working internally to find opportunities for enhanced operational efficiencies across Bureaus. Recently, Refuse and Clean Team partnered with the Department’s Construction Management Team to assist with dumped item reporting and litter abatement while in the field.

**American Rescue Plan Act (ARPA) Funding**

Staff have identified ARPA as an additional funding source to support the Initiative. According to ARPA, “recipients should identify an effect of COVID-19 on public health, including either or both of immediate effects or effects that may manifest over months or years, and assess how the use would respond to or address the identified need.” The City’s challenges being addressed by the Initiative are a direct consequence of the pandemic. As people shifted to working from home, ordering more takeout and delivery, and recreating and eating outdoors, the amount of residential trash and trash found within the right-of-way has substantially increased. Additional resources are needed to address this direct impact.
The Initiative will also benefit small businesses, especially those on or near the City’s major corridors. Small businesses make up nearly half of private sector employment opportunities and have been disproportionately impacted by COVID-19. The Treasury Department has stated that “the negative outlook for small businesses has continued: as of April 2021, approximately 70 percent of small businesses reported that the pandemic has had a moderate or large negative effect on their business, and over a third expect that it will take over 6 months for their business to return to their normal level of operations.”

In addition to the direct benefits to residents and small businesses, the Initiative will also enable the safe resumption of tourism, travel, and hospitality services, which have been disproportionately impacted by COVID-19. For example, a business corridor or special events area that is not clean or free of litter will not be conducive to economic recovery and will have the opposite effect, especially in areas disproportionately affected by the pandemic. One of the City’s goals with its Clean City Programs is to encourage a faster economic recovery by attracting residents and visitors back to heavily impacted areas like our business corridors, Convention Center area, Museums, Special Event Parks, and other areas that have served as economic engines but have been severely impacted by the pandemic. Even areas near schools, community centers, and churches that have gone nearly empty for the last year are in dire need of major cleanup efforts beyond just litter removal. Power-washing, repainting curbs, replacing old or vandalized signage, removing overgrown vegetation, improving landscaping areas, and focusing on hot spots are all critical parts of the City’s plan.

ARPA provided $4 million in funding for the Initiative for a total of two years. These funds will be used to expand the services provided by the City’s Clean Team, by providing for additional staff and equipment to expand and increase the frequency of corridor deep cleanings, increase homeless encampment cleanups, expand illegally dumped item collection and litter abatement crews, and expand staffing to address issues on State and County property within the City area. While this amount is lower than the original $5 million estimate proposed and adopted by the City Council, staff are working to identify additional external funding to supplement the ARPA funds and provide the enhanced level of service it has committed to providing through the Long Beach Recovery Act.

**ARPA Enhancements**

ARPA funds will allow the Clean Team to enhance operations by expanding some services while increasing the frequency of others. Funding will support the acquisition of new equipment, an increase of 20 non-career positions, and enhanced services from outside agencies. Staff have identified three focus areas:

- Commercial and residential corridor improvements
- Cleanups for people experiencing homelessness
- Public education and outreach
Commercial and Residential Corridor Improvements

Corridor improvements will mostly focus on four areas: responding to illegal dumping, litter abatement, aesthetic improvements, and deep cleanings. Staff continue to revise “heat maps” that indicate where most illegal dumping occurs within the City. Staff analyze data provided by heat maps to add crews using ARPA funds to respond to dumped items and proactively address illegal dumping in known hot spots.

Litter abatement crews will be available to provide support for neighborhood associations and other groups that would like to organize community cleanups. Separately, litter crews may accompany crews focused on cleaning homeless encampments to assist with litter abatement of surrounding areas.

Aesthetic improvements in streets and right-of-way will include such efforts as repainting faded curbs and sidewalk markings as well as replacing faded signs where appropriate. Funds may also be used to address uneven pedestrian and bicycle paths of travel.

The Clean Team conducts one weekly “deep cleaning” of specific commercial corridors. There are currently 11 different locations that are serviced quarterly. With ARPA funds, deep cleanings will be enhanced in both frequency and locations serviced. The 11 locations will ultimately be expanded in size and the frequency of cleanings will be increased with a goal of conducting a cleaning of these locations each month. Based on calls for service, staff have identified 14 additional locations that will be added to the deep cleaning program on a quarterly basis. Frequency of these locations will increase based on staffing and need. Deep cleaning services will be enhanced with the addition of new equipment such as small vacuum vehicles and power washers on an as needed basis.

People Experiencing Homelessness

The Clean Team is part of the City’s task force to provide outreach and assistance for people experiencing homelessness. ARPA funds will allow for the team to acquire equipment that will allow staff to access encampments in narrow alleys that have previously been difficult to access and provide service to. Enhanced staffing will allow for the Clean Team to more readily post cleanup locations and provide cleanup service. Pressure washing service will also be available on an as needed basis.

ARPA funds will also provide for the use of outside agencies that can assist in cleanups of areas that may remain inaccessible or require HAZMAT collection that City staff are not permitted to do.

Public education and outreach

Staff plans to develop an enhanced public outreach campaign that will address litter abatement, bulky item collection services, and waste reduction. Existing residential outreach materials will be revised, informing residents that they are entitled to free bulky item collection. Staff have recently developed a Long Beach recycling newsletter that will provide residents and businesses with tips on how to reduce waste and recycle effectively to minimize trash.
The Environmental Services Bureau (ESB) intends to utilize ARPA funds to develop a litter abatement education campaign highlighting the impact of litter and waste on the environment. Prior to the COVID pandemic, ESB partnered with Long Beach Unified School District (LBUSD) to have litter abatement programs and activities on school premises and surrounding areas. A new outreach effort will be developed to revitalize these types of programs now that students are returning to in-person learning. Staff will facilitate cleanup opportunities for schools while encouraging volunteerism as well.

**Caltrans and Los Angeles County Rights-of-Way**

City staff are actively working to develop agreements with both Caltrans and Los Angeles County to conduct abatement and cleanup efforts within their jurisdictions. Both agencies stated they were experiencing staffing and budget issues, and County staff advised the City that they were only dealing with emergencies during the emergency health order. Since the beginning of the pandemic, the County has only provided service to the Los Angeles River flood channel four times, with the last being in May 2021.

On May 11, 2021, the City released a memorandum updating the development of a Memorandum of Understanding (MOU) with Caltrans/County to clean State rights-of-way, freeway onramps and other State property that cross jurisdictional lines throughout Long Beach. An Interjurisdictional Collaborative (IJC) team consisting of the Long Beach Interdepartmental Team, Los Angeles County Public Works, Union Pacific Railroad, Compton Sherriff’s Department, Supervisor Janice Hahn’s Homeless Services Team, Southern California Edison, Port of Long Beach, and Caltrans was created to collaboratively address the growing number of homeless encampments developing across the different agency jurisdictions. City leadership and the IJC recognize the urgency to continue to connect people to permanent housing solutions, while simultaneously addressing cleanliness issues across Long Beach. The IJC continues to identify outreach and cleanup priority locations while following all protocols as appropriate.

On June 15, 2021, the City Council approved the Consent Letter and Project Specific Maintenance Agreement to allow the City access to Caltrans property to offer and provide social services, targeted maintenance, and relocation assistance to people experiencing homelessness for a period of one-year. Staff have identified 22 freeway on/off ramps that may be serviced by the Clean Team. The City is currently in discussion with Caltrans to finalize an agreement and may seek as much as $1,000,000 for maintenance of these Caltrans properties.

In addition to Caltrans, the City is working with the Los Angeles County Department of Public Works to address the same issues within County property that crosses into Long Beach. The City continues discussions with the County regarding this option.
Conclusion

The issues we face regarding increased waste is not unique to Long Beach as other jurisdictions have expressed similar challenges. With vaccines now available to everyone, the hopes are that team members and partners will get vaccinated and be able to continue to proudly and safely serve the City by providing the high level of service for which they have been recognized.

Additional funds provided through ARPA and potentially through agreements with Caltrans and Los Angeles County Public Works will support our enhanced services throughout Long Beach and adjacent County and Caltrans properties.

Public Works will conduct a study session regarding the Clean Long Beach Initiative during the July 13, 2021 City Council meeting (see attached presentation). The session will be an opportunity to share data, progress, and plans to move forward in greater detail with the City Council.

If you have any questions regarding this matter, please call Diko Melkonian, Deputy Director of Public Works, at (562) 570-2856.

ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY
DOUGLAS P. HAUBERT, CITY PROSECUTOR
LAURA L. DOUD, CITY AUDITOR
LINDA F. TATUM, ASSISTANT CITY MANAGER
KEVIN JACKSON, DEPUTY CITY MANAGER
TERESA CHANDLER, DEPUTY CITY MANAGER
REBECCA G. GARNER, ADMINISTRATIVE DEPUTY CITY MANAGER
MONIQUE DE LA GARZA, CITY CLERK
DEPARTMENT DIRECTORS
Clean Long Beach Initiative

City Council Study Session - July 13, 2021
FY 16
• Public Works directed to develop and implement the Clean Team
• Emphasis on improving aesthetics in neighborhoods, services as follows:
  o Collect illegally dumped items
  o Homeless encampment cleanups
  o Scheduled bulky item collection
  o Litter abatement

FY 17
• Clean Long Beach Initiative

FY 19
• Homeless encampment cleanups at park sites added

FY 20
• Graffiti Abatement
## Operational Efficiencies

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Review Illegal Dumping Action plan</td>
<td>• Enhanced staffing</td>
</tr>
<tr>
<td></td>
<td>• Distribution of “No Dumping” signs available to residents</td>
</tr>
<tr>
<td></td>
<td>• Increased opportunities for legal disposal of waste</td>
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<td></td>
<td>• HHW</td>
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<td></td>
<td>• Bulky item collection</td>
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<td></td>
<td>• Ongoing hotspot mapping of illegally dumped items</td>
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<tr>
<td></td>
<td>• Enforcement options</td>
</tr>
<tr>
<td></td>
<td>• Public outreach</td>
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<tr>
<td></td>
<td>• Mattress Collection</td>
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</tbody>
</table>
## Clean Long Beach Initiative Action Items

### Operational Efficiencies

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Review City’s current cleaning efforts</td>
<td>• Staffing increases</td>
</tr>
<tr>
<td>• Review Clean Team Resources</td>
<td>• Surveyed over 1,000 public litter container locations</td>
</tr>
<tr>
<td>• Review citywide trash bin locations – opportunities to add/replace bins</td>
<td>• Ongoing evaluation for additional litter container locations</td>
</tr>
<tr>
<td>• Review graffiti contract and resources</td>
<td>• 99% of graffiti abated within 48 hours</td>
</tr>
</tbody>
</table>
## Clean Long Beach Initiative Action Items

### Community Partners

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Results</th>
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</thead>
<tbody>
<tr>
<td>• Work with Long Beach Transit</td>
<td>• Weekly bus stop maintenance and expanding level of service</td>
</tr>
<tr>
<td>• Work with BIDS citywide</td>
<td>o LB Transit 450 hours a week</td>
</tr>
<tr>
<td>• Consider regular/revolving volunteer corps</td>
<td>• Volunteer and neighborhood cleanups</td>
</tr>
<tr>
<td>• Litter Free Long Beach campaign to include schools</td>
<td>o Neighborhood cleanups have resumed; 92 cleanups in FY 21</td>
</tr>
<tr>
<td>• Explore informational marketing campaign</td>
<td>o Adopt-A-Beach, Adopt-A-Street, Wetland Warriors, Earth Day Cleanup, California Coastal Cleanup, Conservation Corps of Long Beach, Los Cerritos Wetlands Stewards</td>
</tr>
<tr>
<td>• More neighborhood cleanups</td>
<td>• Building community partnerships</td>
</tr>
<tr>
<td></td>
<td>o LBUSD renewed school program</td>
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<tr>
<td></td>
<td>• Can Your Butts campaign</td>
</tr>
<tr>
<td></td>
<td>• Polystyrene Ban</td>
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<td></td>
<td>• LB Recycler direct mailer</td>
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</tbody>
</table>
## Clean Long Beach Initiative Action Items

### New Initiatives

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Improving freeway on-ramp and off-ramp cleanliness</td>
<td>• In discussion with Caltrans to establish MOU for cleanups of offramps located within City limits</td>
</tr>
<tr>
<td>• Locked dumpster policy</td>
<td>• Engineering developed GIS mapping of freeway on-ramp and off-ramps</td>
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<td>• Explore empty private lot ordinances</td>
<td>• Ran a locked dumpster pilot program</td>
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<td></td>
<td>• Started new multi-departmental deep cleaning effort</td>
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<td></td>
<td>• Developed new “Vacant Lot” Ordinance</td>
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<tr>
<td></td>
<td>• LBMC 18.21 &amp; 18.29 – mitigate blight, health and safety concerns, and encourage economic development</td>
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</tbody>
</table>
## Technology

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Modernize GoLongBeach App</td>
<td>• New GoLongBeach app – implemented new CRM, Salesforce, workorder integration</td>
</tr>
<tr>
<td>• Provide Customer Relationship Management (CRM) implementation information</td>
<td>• Technology and Innovation constantly evaluating ways to improve GoLongBeach customer experience</td>
</tr>
<tr>
<td></td>
<td>• Developed patch between GoLongBeach and Mobile Workforce Management system</td>
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<td></td>
<td>• Upgraded Refuse Hotline telephone system</td>
</tr>
</tbody>
</table>
## Clean Long Beach Initiative Action Items

### Enforcement

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Review shopping cart theft technology</td>
<td>• Abandoned shopping carts – retrieval company used, significant decrease in complaints</td>
</tr>
<tr>
<td>• Proactive code enforcement</td>
<td>• Code Enforcement partnered with Clean Team</td>
</tr>
<tr>
<td></td>
<td>• Over 120 litter citations issued in FY 20</td>
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<tr>
<td>Fiscal Year</td>
<td>New FTE</td>
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<td>-------------</td>
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<tr>
<td>FY 16</td>
<td>10.5</td>
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<tr>
<td>FY 17</td>
<td>4</td>
</tr>
<tr>
<td>FY 18</td>
<td>11</td>
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<tr>
<td></td>
<td></td>
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<tr>
<td>FY 19</td>
<td>0</td>
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<tr>
<td>FY 20</td>
<td>6</td>
</tr>
<tr>
<td>FY 21*</td>
<td>20</td>
</tr>
</tbody>
</table>

*Positions will be funded with ARPA funds
Clean Team Crew Responsibilities

- Illegally dumped item collection
- Mattress collection
- Bulky item collections
- Homeless encampment cleanups
- E-Waste, white goods & tire collections
- Deep cleanings
- Graffiti abatement
- Litter abatement
Clean Team – Bulky Item and Illegally Dumped Item Collection

Illegally Dumped & Bulky Item Collection

2014: Illegally Dumped Items - 8,372, Bulky Item Collection - 11,762
2015: Illegally Dumped Items - 13,475, Bulky Item Collection - 13,471
2016: Illegally Dumped Items - 15,131, Bulky Item Collection - 15,131
2017: Illegally Dumped Items - 17,987, Bulky Item Collection - 18,021
2018: Illegally Dumped Items - 18,653, Bulky Item Collection - 20,435
2019: Illegally Dumped Items - 22,210, Bulky Item Collection - 22,849
2020: Illegally Dumped Items - 25,762, Bulky Item Collection - 31,040

Legend:
- Blue: Illegally Dumped Items Completed Requests
- Orange: Bulky Item Collection Completed Requests
Clean Team – Homeless Encampment and Hotspot Cleanups

![Homeless Encampment and Hotspot Cleanups Graph]

- **Homeless Encampment Clean-Ups**
- **Hotspot Clean-Ups**

<table>
<thead>
<tr>
<th>Year</th>
<th>Homeless Encampment</th>
<th>Hotspot</th>
</tr>
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<tbody>
<tr>
<td>2017</td>
<td>195</td>
<td>489</td>
</tr>
<tr>
<td>2018</td>
<td>402</td>
<td>616</td>
</tr>
<tr>
<td>2019</td>
<td>604</td>
<td>733</td>
</tr>
<tr>
<td>2020</td>
<td>756</td>
<td>775</td>
</tr>
</tbody>
</table>
Clean Team – Homeless Encampment and Hotspot Cleanups

Mattresses Collected

- 2017: 17,186
- 2018: 21,862
- 2019: 22,316
- 2020: 25,487

(City of Long Beach)
COVID-19 Challenges

• COVID-19 Impacts
  o Staffing losses due to COVID-19 quarantine protocols
  o Furloughs
  o Clean Team members assisting Refuse Operation due to COVID-19 and furloughs
• Community Service Workers (CSW) unavailable during pandemic
  o FY 19 – 20,600 CSW hours utilized
  o FY 20 – 10,400 CSW hours utilized (approx. 50% decrease from FY 19)
  o FY 21 – 0 CSW hours utilized (October to June)
• Daily sanitization protocols
• 90% increase in Sick Leave usage in calendar year 2020 compared to 2019
• 30% increase in calls for service in from FY 19 to FY 20
COVID-19 Challenges

- 49% increase Refuse Hotline in calls for service
- 32% increase in Go Long Beach requests
- 22% increase in illegally dumped items reported
- 21% increase in special and bulky item collection requests
- 9% increase in residential/commercial refuse collected
- 3% increase in square footage of graffiti removed
- Increase in homeless encampments
COVID-19 Challenges

Increased Service Requests - COVID Pandemic
January 2020 - June 2021

- Illegally Dumped Items
- Bulky Items
- GoLB Requests
COVID-19 Challenges

Hotline Calls Received
January 2020 - June 2021
Current Action Plan

• Deep Cleaning Events Performed Weekly
  o Debris removal, bulky item collection, graffiti abatement, weed abatement, bus shelter maintenance, code enforcement violations

• Partner with outside Agencies
  o Conservation Corps of Long Beach
  o Los Cerritos Wetland Stewards
  o Long Beach Transit
American Rescue Plan Act (ARPA) $4,000,000

- Additional Staffing for 2 Years
  - 1 FTE Clerk Typist
  - 20 FTE Refuse Operator/Maintenance Assistant Non-Career
- Equipment
  - F-550 6-yard Rear Loader Refuse Truck
  - Skid Steer with Trailer
  - QuietVac Vacuum with Trailer
  - F-250 Pickup Truck
  - F-150 Pickup Truck
  - Pressure Washers
Commercial and Residential Corridor Improvements

- Illegal Dumping
  - Add illegally dumped item collection crews
  - New equipment
  - Expand use of Conservation Corps of Long Beach and Los Cerritos Wetlands Stewards
- Litter Abatement
  - Additional support for neighborhood cleanups
  - Additional abatement crews
- Deep Cleaning
  - Increase frequency of events
  - Expand locations
- Promote Public Awareness
Clean City Initiative – ARPA Funding

Homeless Encampment Cleanups

• Staffing
  o Increase number of crews dedicated to homeless encampment cleanups
  o Perform more cleanups with additional staff

• Equipment
  o 6-yard refuse trucks
  o Pressure washers for cleanup services as needed

• Community Partners
  o Ocean Blue for HAZMAT collection
  o Conservation Corps
  o Los Cerritos Wetlands Stewards

• Community Dumpsters
  o Placed at select community encampments to contain waste
  o Reduce illegal dumping
Clean City Initiative – ARPA Funding

Street and Right-of-Way Improvements

• Removal of Impediments for Pedestrian and Bicycle Travel
  o Uneven sidewalks
    ▪ Trip hazards
  o Encroaching trees and bushes
• Repaint Faded Curbs and Sidewalk Markings
• Replace Faded Signs
Public Education and Outreach

• Residential
  o Continue to promote bulky item collection
    ▪ Expanded to 12 free pickups a year

• Long Beach Unified School District
  o Reincorporate schools into cleanups
  o Educate students on refuse, recycling and composting
  o Encourage use of alternatives to single use plastics

• Environmental
  o Educate public on impacts
    ▪ Household hazardous waste
    ▪ Illegal dumping
Public Education and Outreach (continued)

• Adopt-A-Street
  - Public Works sponsors 12 areas

• No Litter Zones

• How Can People Help?
Clean City Initiative – ARPA Funding

**Outside Agencies**

- MOU with Caltrans at 22 Freeway Offramps
  - Homeless Encampment Cleanups
  - Illegally Dumped Item Collection
  - Litter Abatement

- MOU with LA County to address Homeless Encampments
  - Los Angeles River
  - San Gabriel River
  - Coyote Creek
Proposed CalTrans MOU - 22 Freeway Offramps

CITY OF LONG BEACH
FREEWAY RAMPS

TO REPORT ANY ISSUES CALL (213) 977-3856 OR SUBMIT A CUSTOMER SERVICE REQUEST AT https://caw.dot.ca.gov

MAP FEATURES
- PROPOSED CITY MAINTENANCE
- EXISTING CALTRANS RAMPS
- RAMPS IN OTHER CITIES
- FREEWAYS
- LOCAL STREETS
- MAJOR STREETS
- CITY BORDER
- RAMPS

CITY OF LONG BEACH

27
Deep Cleaning Locations – Current and Proposed

Red – Current Deep Cleaning Locations
Yellow – Increased Deep Cleaning Frequency
Green – Proposed Expansion of Deep Clean Locations
Blue – Proposed Additional Deep Clean Locations
## Deep Cleaning Locations – Current Expanded Locations

<table>
<thead>
<tr>
<th>Current Deep Cleaning Locations</th>
<th>Expanded Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long Beach Blvd – Ocean Blvd to Willow St.</td>
<td>LB Blvd to Harbor &amp; Cherry Ave. to Downey Ave.</td>
</tr>
<tr>
<td>Artesia Blvd. – Long Beach Blvd. to Cherry Ave.</td>
<td></td>
</tr>
<tr>
<td>Atlantic Ave. – 7th St. to Willow St.</td>
<td></td>
</tr>
<tr>
<td>6th St. &amp; 7th St. - Alamitos Ave. to the 710 FWY</td>
<td></td>
</tr>
<tr>
<td>Pine Ave. &amp; Pacific Ave. – 7th St to PCH</td>
<td></td>
</tr>
<tr>
<td>PCH – 710 FWY to Walnut</td>
<td>710 to TI FWY &amp; Walnut Ave. to Redondo Ave.</td>
</tr>
<tr>
<td>Anaheim St. – 710 FWY. to Walnut Ave.</td>
<td>Walnut Ave. to Redondo Ave.</td>
</tr>
<tr>
<td>Atlantic Ave. – Del Amo Blvd. to Artesia Blvd.</td>
<td>Artesia Blvd. to 70th St.</td>
</tr>
<tr>
<td>7th St. – Alamitos Ave. to 710 FWY</td>
<td>Alamitos Ave. to Redondo Ave.</td>
</tr>
<tr>
<td>Santa Fe Ave. – Anaheim St. to Spring St.</td>
<td>Spring St. to 405/Wardlow St.</td>
</tr>
<tr>
<td>Orange Ave. – Del Amo Blvd to Artesia Blvd.</td>
<td>Artesia Blvd. to 72nd St.</td>
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## Deep Cleaning Locations – New Locations

<table>
<thead>
<tr>
<th>New/Proposed Deep Clean Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long Beach Blvd. - Del Amo Blvd. to Greenleaf Blvd.</td>
</tr>
<tr>
<td>4th St. - Alamitos Ave. to Junipero Ave.</td>
</tr>
<tr>
<td>Market St. – Long Beach Blvd. to Cherry Ave.</td>
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<tr>
<td>7th St. - PCH to Studebaker Rd.</td>
</tr>
<tr>
<td>Cherry Ave. - Del Amo Blvd. to 68th St.</td>
</tr>
<tr>
<td>7th St. - Redondo Ave. to PCH</td>
</tr>
<tr>
<td>Pacific Ave. - PCH to Willow St.</td>
</tr>
<tr>
<td>Clark Ave. -/Stearns St. to Atherton St.</td>
</tr>
<tr>
<td>Willow St. - TI FWY to Atlantic Ave.</td>
</tr>
<tr>
<td>Willow St. - Lakewood Blvd. to Bellflower Blvd.</td>
</tr>
<tr>
<td>Alamitos Ave. – Ocean Blvd. to PCH</td>
</tr>
<tr>
<td>Spring St, - Bellflower Blvd. to Studebaker Rd.</td>
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<tr>
<td>Anaheim St. – Temple Ave. to Alamitos Ave.</td>
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<tr>
<td>Los Coyotes Diagonal - Spring St. to Carson St.</td>
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</tbody>
</table>
Fiscal Impact

$4,000,000 for Citywide Cleanup – 2 Years

• Short-Term Solution to Help with Citywide Cleanliness
  o Additional Staff and Equipment
  o Litter Abatement
  o Homeless Encampment Cleanups
  o Expanded Frequency of Deep Cleanings
  o Enhanced Public Education
  o Increase Service Request Efficiencies
Questions?

Thank you

Diko Melkonian
Manager, Environmental Services Bureau