

Date:	February 3, 2016	Subject:	Illegal Dumping (February's Agenda)
To:	Neighborhoods Commissioners, NC Mgt (Chair, Vice-Chair, Staff)	From:	Pete Kolstad, D3

1: Cover Memo for Last Month's Distribution

Management: Please distribute this cover memo with the information conveyed at the end of last month's meeting. I've attached that file for your convenience. The "action items" below are important and should be integrated with the agenda.

Commissioners: If there's time, please read the consultants' report to Environmental Services to gain some valuable insight into what they are implementing. R3's report is online at <http://tinyurl.com/h9pc65r>. Their focus on "Prevention, Abatement, Cleanup and Enforcement" reflects the priorities of the neighborhoods.

ESD has provided some materials that you can distribute to your neighborhoods that describes their programs: <http://www.sanjoseca.gov/index.aspx?NID=3649>

Part 1 of last month's memo has a list of recommendations. Please review and voice your opinion of which ones you can support.

Part 2 of last month's information is a listing of locations where "preventative measures" were installed to deter dumping – fences, signs, bollards, cameras, etc. If you have time, visit the sites that are in your Council District so you can report on the effectiveness of those efforts. Are deterrents the best ways to achieve our goals? Engage your District Leadership Groups and Neighborhood Associations, as well as your Council Office to learn their opinions.

Part 3 is a very rough draft of a "user guide" for illegal dumping. Let's explore creating this guide in conjunction with ESD as part of our "communications and outreach" efforts.

2: Action Items for the February 10th Agenda

Management: Please ensure that any of these actions can be approved by the Commission next week. It's doubtful we'll want approval on all, but some are time-critical.

Requests of Commissioners:

- Discuss/approve the "recommendations" listed on last month's memo.
- Authorize a "placeholder" letter to The Mayor to be sent well before the March Budget Message. A sample letter is shown below, saying that the NC likes the direction that the City is taking to address Illegal Dumping, and that we'll likely be requesting funding in the months that come. Because of the delays, we need to get this letter out ASAP.

- Authorize an ad-hoc committee to draft a letter responding to the March Budget Message and requesting specific funding for the Illegal Dumping efforts. This letter also should be integrated with the Commission's formal budget letter.
- Ask that this Illegal Dumping letter be agendized in April for discussion and approval.
- Coordinate with ESD, your District Leadership Groups and the Council Offices to schedule meetings and educate your neighborhoods about the Illegal Dumping solutions, especially regarding Multi-Family Dwellings.
- Consider follow-up discussions and reports on Illegal Dumping be part of the 2016-17 work plan.

3: Operational Questions for Management

How does the City see us moving this issue forward?

- What is YOUR expected outcome of this month's presentation/discussion on Illegal Dumping?
- What "action" can/will/should the Commission take?
- What information will we Commissioners be able to report to our Districts?
- What is our mechanism to feed comments back to Commission and City Departments?
- What will be the Commission's contribution to addressing/highlighting this issue?
- Is this one meeting sufficient to address the workplan item?

4: Placeholder Letter to The Mayor

Dear Sam:

Illegal Dumping was the #1 vote-getter for this year's Neighborhoods Commission work plan. We have received a report from the DOT/ESD/PBCE/PRNS taskforce, and feel they are on the right track. We hope that you and the Council can find the funding needed to implement the full effort and expand their existing programs.

The Commission will request specific funding amounts as we learn more and the budget process evolves. For now, we ask that you understand that this is a big priority for the neighborhoods and loosely plan for some additional investment out of the General Fund.

Date:	January 13, 2016	Subject:	Illegal Dumping (February's Agenda)
To:	Neighborhoods Commission	From:	Pete Kolstad, D3

ID: Illegal Dumping is willfully depositing, dropping or dumping any non-litter waste on public or private property.

RECOMMENDATION

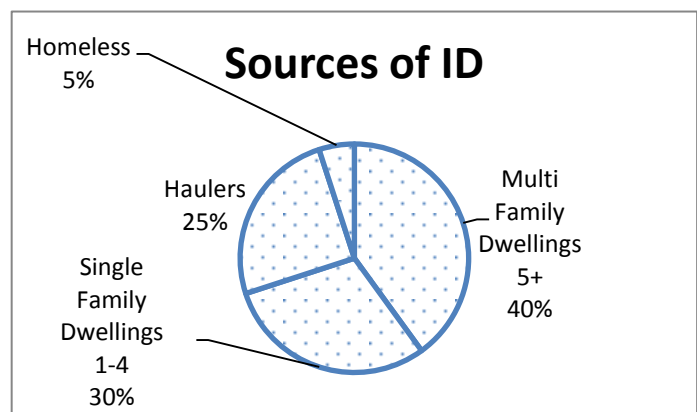
The Neighborhoods Commission should assist the City in addressing ID by:

- lobbying the Mayor and City Council for the additional departmental funding needed to address the problem;
- requesting more City-funded neighborhood-led Dumpster Days to clean more often at lower costs;
- requesting interim funding for GPC's "San José Clean App" to report ID until The Mayor's "Neighborhood Dashboard" is implemented;
- **highlight these funding requests in our annual Budget Recommendations letter.**
- pressing for a Single Point of Contact for reporting ID and requesting pickups;
- connecting through the various District Leadership Groups to Neighborhood Associations that can educate residents about alternatives to ID;
- connecting Nextdoor neighborhoods to MFDs within their boundaries to monitor local ID and encourage better behaviors;
- providing on-line posters/announcements in Vietnamese, Spanish and English that can be posted at ID sites, areas that have recently been cleaned, near MFD dumpsters and within MFD laundry facilities;
- identify and monitor "hot spots" of ID, reporting the ongoing status to the City;
- creating a Residents' User Guide to educate our neighbors in direct, non-bureaucratic languages.

BACKGROUND

Over the last three years, incidents of ID in San José have increased 50% and the amount of material has increased by 75%. Other Bay Area cities have reported similar numbers. Last year, the City created a Taskforce to address the issue, and hired a consultant (R3) to recommend solutions referred to as "PACE: Prevention, Abatement, Cleanup and Enforcement." R3's report is online at <http://tinyurl.com/h9pc65r>

The Taskforce included Environmental Services (responsible for overall trash collection), Transportation (pickup of most materials), Parks, Code Enforcement and Housing (via CDBG funding). **89% of ID occurs on streets; 8% in parks.**



R3's findings were that:

- Proactive prevention efforts to deter ID are minimal;
- Abatement efforts for private property are well-developed, but abatement on public property is minimal;
- The current major response to ID is the reactive cleanup of ID sites;
- The reactive cleanup system is inefficient and needs redesign;
- Enforcement capabilities are limited and ineffective with respect to enforcement of ID on public property;
- The Municipal Code provides little regulatory support to effectively control ID; and
- There is no centralized hotline for ID and no incentives for residents and businesses to report ID crimes.

Current Solutions, Funding and Needs

NOTE: All \$ amounts are estimates gathered from different and conflicting sources.

MFD: Multi-Family Dwellings (5+ units), 40% of the problem

The City currently funds a limited number of "no additional cost" bulky item collections from multi-family dwellings via a \$410,000 allocation funded by the multi-family Solid Waste (SW) fund (garbage bills). While this funding is available, multi-family dwelling owners or managers may request pickup of bulky items at no additional cost above what they pay for regular collection services. An additional \$500,000 is needed annually to provide unlimited MFD bulky-item collections City-wide.

SFD: Single Family Dwellings (1-4 units), 30% of the problem

The City has created a pilot program which provides one pickup of up to three bulky items per SFD each year at no additional cost. Subsequent calls cost \$26.65 per three items. An additional \$500,000 is needed annually to provide unlimited SFD bulky-item collections City-wide.

Haulers, 25% of the problem

There are no current or proposed solutions at this time, short of catching haulers in the act, licensing haulers or convincing residents not to pay the low-bidder for the removal of demolition, construction and landscaping materials.

Homeless, 5% of the problem

The City has been working with Downtown Streets Team to removed ID from encampments and areas nearby.

Neighborhood Cleanup Program "Dumpster Days"

The City spends \$1,350,000 per year to provide dumpsters to neighborhoods once every three years. Many neighborhoods fill those gaps by self-funding Dumpster Days, most using City Community Action and Pride (CAP) Grant funds. It has been estimated the City efforts cost anywhere from three to ten times as much as neighborhood efforts.

Hotspots

The City has worked with San José State and CommUniverCity to pilot and experiment with different combinations staff, equipment, outreach and deterrents to determine how to best address the problem.

What's Not Addressed

ESD is working with VTA to prevent "it's not on City-owned property" responses to ID. Private property owners can be fined for ID left on their property.

Pete Kolstad

From: "Molloy, Stephanie" <Stephanie.Molloy@sanjoseca.gov>
To: <pete.kolstad@gmail.com>
Cc: "Zientek, Jo" <Jo.Zientek@sanjoseca.gov>; "Buchanan, Diane" <Diane.Buchanan@sanjoseca.gov>
Sent: Tuesday, January 12, 2016 6:23 PM
Subject: Re: Illegal Dumping Info

Hi Pete,

Here is a list of the physical deterrents we have installed so far and their current locations - they include cameras, bollards, barricades and signs. The total cost of installation for these in 2014-2015 was ~\$50,000 (installations took place starting Dec 2014). The cameras cost ~\$9,000 per location, signs cost ~\$100 per sign (note, we typically have installed several signs at each location), and bollards cost ~\$3,300 per location.

These measures have only recently been put in place, thus we are still evaluating their effectiveness in preventing illegal dumping. Our preliminary information suggests that while the number of complaints/requests and the volume of illegally dumped material picked up has increased from 2013-2014 to 2014-2015, the number of complaints in locations with the deterrents has decreased. In 2013-14 the number of illegal dump service requests completed was 5,096 with 14,813 cubic yards removed; in 2014/15 the number of illegal dump service requests completed was 8,041 with a total of 18,724 cubic yards collected.

The table below also gives a comparison of the number of complaints (i.e. service requests = SR) for the year prior to deterrent installation and for the period of time we have data following installation. For example, at 5th St (@ Humboldt) there were 18 service requests between July 2013 and June 2014, but only 3 service requests January 2015 – November 2015. There are gaps in the information because some cameras have been moved to different locations, as we evaluate effectiveness on an ongoing basis.

We will be happy to share further information as we collect it.
Stephanie

Location	Deterrent	SR/SD 2013- 14	Cu. Yards. 2013- 14	Physical deterrents installed Dec. 2014.		Cameras installed 6/15/2015	
				SR/SD 1/1/15 to 11/15/15	Cu. Yards. 1/1/15 to 11/15/15	SR/SD 7/1/15 to 11/15/15	Cu. Yards. 7/1/15 to 11/15/15
5th Street @ Humboldt St.	Road Closure Bollards	18	114	3	4.5		
Midfield Dr.- Between - Scotty St. and Havana Dr.	Cameras - Signs	17	136			5	81
Chiechi Dr.	Cameras - Signs	18	324			18	183
Alleyway #13 - between 1st St.& 2nd St. - Virginia & Martha	Cameras - Signs						
Edwards St. & Hariss St.	Cameras - Signs						
Willow underpass between Lelong St. & McClellan Ave.	Road Closure Bollards - Signs	12	72	3	10		
Eden Park - Bernel Rd.	Road Closure Wood Barricade and Signs	17	102	10	62		
Mabury Rd. Overpass @ Hwy 680	Fence (Metal/Wood) and Metal (Entrance) Gate and Signs	15	162	1	1		

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Stephanie Molloy, Ph.D.  
Supervisor Enforcement & Regulations  
Integrated Waste Management  
City of San Jose  
200 E. Santa Clara St. 10th Floor, San Jose CA 95113  
Phone: 408-975-2591  
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----- Forwarded message -----

From: "Pete Kolstad" <pete.kolstad@gmail.com>
Date: Mon, Jan 11, 2016 at 4:48 PM -0800
Subject: Re: Illegal Dumping Info
To: "Zientek, Jo" <Jo.Zientek@sanjoseca.gov>

Can we get this info tomorrow so I can finalize our report to the Neighborhoods Commission? I'll send you a copy as soon as it's distributed to the group.

1) Can we get a list of the "preventative" experiments you've tried -- bollards, fences, signs, cameras, etceteras? For now, the locations are what are important so we can visit to understand the situations. We also want the costs associated with each approach and your evaluations of effectiveness. If you have that information now, great. If not, can we get it by the end of the year?

----- Original Message -----

From: Zientek, Jo
To: Pete Kolstad
Sent: Wednesday, December 02, 2015 11:46 AM
Subject: Fwd: Illegal Dumping Info

Thanks for below. Could I call u? What is good time and number. Thanks

Sent from [Outlook](#)

----- Forwarded message -----

From: "**Pete Kolstad**" <pete.kolstad@gmail.com>

Date: Wed, Dec 2, 2015 at 10:10 AM -0800

Subject: Illegal Dumping Info

To: "Zientek, Jo" <Jo.Zientek@sanjoseca.gov>

Dear Jo:

A couple of quick requests for information as our group begins to move forward...

1) Can we get a list of the "preventative" experiments you've tried -- bollards, fences, signs, cameras, etceteras? For now, the locations are what are important so we can visit to understand the situations. We also want the costs associated with each approach and your evaluations of effectiveness. If you have that information now, great. If not, can we get it by the end of the year?

2) The R3 report shows broad funding categories and sources, primarily from SW and SWE funds. We don't fully understand yet, but get the idea. In your view, what are the top five or so priorities that will need funding from other sources? In other words, what will we need to lobby for in the coming budget year? Ballpark figures would be nice, but not necessary.

IF POSSIBLE, we'd like that #2 list TODAY. Our D3 Community Leadership Council (the umbrella group for all the neighborhoods in D3) is having a Holiday Party tonight. CM Peralez has appointed David Tran to be the point-staffer for Illegal Dumping. We plan to kidnap him, ply him with a few drinks and start pushing for funding on our top priorities -- as informed by yours.

Thanks in advance. The group is excited about helping you get some things done in the next 18 months.

Pete Kolstad
Market-Almaden

CAP – Community Action/Pride Grants	MFD – Multi Family Dwelling	SFD – Single Family Dwelling
CD – Council District Office	NA – Neighborhood Association	SJSU – San José State
DxLG – District Leadership Group	NC – Neighborhoods Commission	SPOC – Single Point of Contact
ESD – City Environmental Services	Nextdoor – Neighborhood Facebook	UNSCC – County Neighborhoods
GPC – Graffiti Removal Contractor		

The Ideal Residents’ User Guide	Notes, Suggestions, Comments
Reporting and Scheduling	
Smartphone APP	Determine the cost to use the GPC/graffiti APP for now, until the Mayor’s Neighborhood Dashboard is ready. Secure funding.
Website	Until the Neighborhood Dashboard is ready, use a simple form to report. A map showing locations and status/history would be a valuable addition.
Phone: 408-535-xxxx (or 311?). 8-8, six or seven days/week.	One call to a knowledgeable SPOC, integrated with the APP reports and passed to appropriate responder.
Neighborhood Resources	Live Website List/Map of MFD and Dumping Sites
NA/Nextdoor	Distribute printable signage resources in Vietnamese, Spanish and English. Coordinate a pool of SFD pickups amongst neighbors. Engage the MFDs with education and signage.
DxLG	Continuous analysis of new reports and follow-on coordination of NAs and Nextdoors in the CD.
CDs	Interface ESD with DxLG/NA/Nextdoor on new reports and ongoing education
NC	Engage CDs and DxLGs on education and messaging, annual review with ESD, advocate for funding
Neighborhoods/areas without organizations.	CD efforts?
I Live in an Apartment or Condo	Define MFD 5+
Pile it <by the dumpster?>, report for free pickup, unlimited (\$410K?)	Distribute various printable signs every <six months> through CD Offices.
I Live in a House / Room / Flat	Define SFD 1-4
Pile three items <where?>, report for free pickup once a year, \$27 each time thereafter	Remove Pilot Status to ensure continuity. Determine amount and source of ongoing funding.
(Pool with your neighbors?)	Distribute various printable signs every <six months> through CD Offices.
Dumpster Days	
NA-Run	Once/year, no charge to NA (i.e. no CAP usage), efficiency evaluated after each effort. [UNSCC members pay \$200/year for discounts.] Distribute best-practices/resources through CDs every <six

	months>
City-Run	Once every three years, no charge
Standing Events	e.g. SJSU, Post-Holidays, Spring Cleaning
How to Make Money Off of Others' Trash	Distribute various printable signs every <six months> through CD Offices.
\$xx Computer monitors and TVs	Who to call, where to go, what's the pay
\$xx Mattresses	New state program, who to call, where to go, what's the pay. Ongoing role for Goodwill of Silicon Valley? Start stockpiling now (where?).
\$xx Rat someone out	Bounty details. Create pooled video cameras á la SJPd.
\$xx Metals	Provide list of authorized haulers offering shared revenue
\$xx Ewaste	Provide list of firms offering shred revenue. Combine with Dumpster Day info.
Hazardous Materials	Define
1555 Berger Dr #300, San José 95112 (408) 299-7300	Combine with Ewaste events and Dumpster Days
Shopping Carts	
Other	
Someone else dumps on your property	Fairness: victims shouldn't be fined
Insider Stuff / Further Exploration Needed	
Prevention Methods (signs, cameras, fences...)	Get list by type, location, cost, results Determine alternate methods, new ideas Video camera pool á la cops
Roaming Haulers	Hauler-initiated? Cost, funding source
After Clean Up	Post Educational Signs

Further Discussion / Summary / Requests / Suggestions:

A map-based web database open to all would be useful for management and education
 ESD should present annual report to NES/T&E/NC along with a revision of this document
 Define SFD/MFD in lay terms, define any limits or exceptions
 Free NA dumpsters could create inefficiencies. Review and set rules.
 Distribute updated flyers every <six months> to all involved
 Provide measurements every <six months> to all involved

Funding Needs Reported/Updated by January for Next Budget

NC should advocate for all residents
 SFD continuity
 Reporting Costs: APP, Web Map, SPOCs

NA Dumpster Days
Roaming Haulers
SJSU / Other Events
Suggested Funding Sources

Funding Thoughts

\$810? Total is .08% of the annual general fund expenditures. Overall chump change, but still \$1M.
\$300K is for capital equipment... amortized over x years (different budget source?)

San Jose, Calif., Launches Innovative Geospatial Cleanup App to Prepare for Super Bowl 50

The mapping tool -- which the city intends to keep after the big game -- identified more than 800 potential sites the city plans to monitor for illegal dumping activity.



Trimble

On Feb. 7, some 115 million football fans will turn on their TVs to watch the golden anniversary of America's favorite sporting event — the Big Game. In the San Francisco Bay Area, a lucky 70,000 fans will view Super Bowl 50 from seats in the new \$1.2 billion Levi Stadium in Santa Clara.

An event this size can mean critical revenue for local businesses, especially in neighboring San Jose.

“Last year’s game in Phoenix brought in over \$700 million,” says Kim Welsh, director of economic development for the city of San Jose. “We anticipate a stronger economic impact since this is the 50th anniversary and the Bay Area is hosting.”

Like any good host throwing a party, San Jose wants to look its best when the crowds arrive and the parties begin. Fans, players and thousands of media from around the world will gather at the “Super Bowl

Opening Night Fueled by Gatorade” show at SAP Center downtown; one of the teams is staying in downtown San Jose and practicing at nearby San Jose State; and [events and activities](#) for people of all ages will be held in downtown San Jose during Super Bowl weekend.

The last thing San Jose wants visitors to see is trash, a major problem in big cities. So city officials embarked on an intensive cleanup campaign that included identifying and eliminating illegal dumping sites, and it enlisted geospatial technology to help in cleanup efforts.

“With more than 1 million Bay Area visitors expected, San Jose is preparing to be a major hub of activity,” says San Jose Council Member Raul Peralez. “One of our objectives is to leverage Big Game opportunities such as the cleanup campaign to create lasting benefits for a cleaner, safer city. Our hope is that even after the game leaves, our residents and visitors will continue to see the benefits from the program for years to come.”

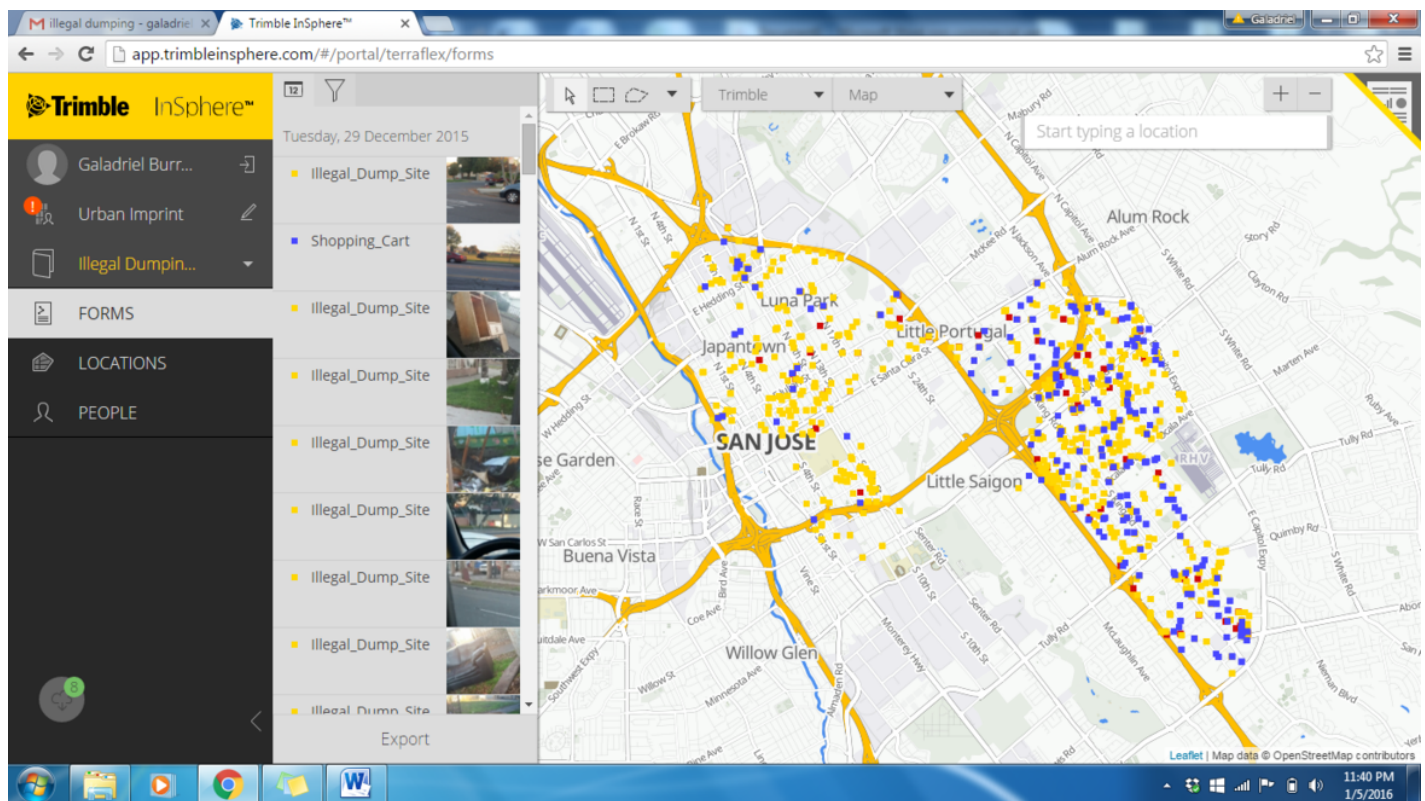
Planning for the cleanup started just three months before the game; funds weren’t approved until late December. Given the urgency, city officials tapped San Jose State University’s (SJSU) CommUniverCity, a decade-old organization that partners with underserved communities in central San Jose.

CommUniverCity is a partnership between the Community, SJSU, and the City of San Jose. Since its founding, CommUniverCity has logged more than 246,000 hours of community service, valued at \$5.5 million and involving some 14,600 students.

SJSU graduate or upper-division undergraduate students act as project coordinators to help develop and administer service programs under city and faculty supervision. Once funding for the cleanup was approved, CommUniverCity assembled a team of approximately 18 individuals, including CommUniverCity staff, SJSU faculty, city employees and SJSU students.

With the Big Game looming, project leaders knew they had to act fast. To speed things up, they chose a cloud-based solution for managing and streamlining data collection from a mobile device.

The city had already identified key “hot spots” as part of a pilot program to reduce illegal dumping, which helped CommUniverCity map out four square miles of potential sites. Project leaders then used the TerraFlex field data capture software from Trimble to create data collection forms with fields for features and conditions such as location of trash (sidewalk, median, fence line); type of trash (shopping cart, furniture, clothing); accessibility; and whether it was electronic or hazardous material.



The team was able to quickly and effectively assess the study area, said CommUniverCity Project Coordinator Galadriel Burr. “Once the data was exported into GIS, we were then able to perform data analysis and create maps for the haulers in charge of illegal dumping removal.”

Training the field workers was quick because the software is simple to navigate and supports iOS, Android and select tablet devices running Windows 7 and Windows 8, which allowed workers to use their personal phones while collecting data. Everything is centralized in a single device so there is no need for GPS, a camera or printed maps. When a user opens a form, the software marks the location on an internal map. Workers then verify the location, fill in the fields on the form and capture at least one geo-referenced photo. If workers are in spotty communication areas, the app is still fully functional and automatically synchronizes the data as soon as they are online again.

For the cleanup campaign, project leaders wanted minimal dropdowns on the form, yet still have the ability to add fields as needed, which was no problem since templates can be edited and immediately rolled out to workers to ensure continued data integrity.

While the city budgeted up to two workers (one staff, one student) per car and student supervision for the project, CommUniverCity needed only two — a driver and a navigator/spotter. To expedite data collection, however, each car had two spotters. Four cars were in the field each day.

On Dec. 28, CommUniverCity launched the data collection. Dumping sites had been divided into three areas, with three days allotted to complete the documentation. Workers were in the field for an average of six hours each day.

By noon on the first day, they had identified nearly 200 dumping sites. By the end of the second day, some 400 additional sites had been documented, and by the end of the project nearly 800 sites were identified.

As the data was collected, it was automatically synced to a central server. This boosted productivity since workers didn't have to return to the office for manual entry. Data was transferred to the cloud for easy access and to keep all project members in the field and in the office up to date on the cleanup progress.

Once the dumping sites were identified, CommUniverCity created maps so city contractor GreenTeam's haulers could easily find the sites and clean up the illegal dumping materials. Project leaders could also filter, sort and export additional data by form attributes, which provided critical information to city officials on the type of trash being dumped or the amount of hazardous materials collected.

Because data was centralized and organized, the city could later conduct more detailed analysis by area and demographics. Since this project is the first phase of a more comprehensive cleanup campaign, such detailed analysis will be critical: San Jose plans to use the data captured as a baseline for future assessments and community outreach, with the goal to eventually help deter illegal dumping and efficiently clean up illegally dumped materials.

The city plans to continue using the solution to help keep it clean long after Super Bowl 50 is over.

Kristine White is a writer based in Silicon Valley. A former editor for the San Jose Mercury News, White writes extensively on geospatial technology.

Tackling trash: City aims for illegal dumping before, after Super Bowl 50

With a zillion guests coming to town, San Jose figured out a way to be shiny-clean by the time fresh gawkers, gazers and ball fans started arriving in droves. And if things go right, a new app will help the city always be able to put on the gleam whenever it wants.

Working with San José State University's CommUniverCity — which provides students with experience solving neighborhood issues — the city embarked on a quick and intensive cleanup campaign. Using smartphones and an innovative app called Trimble's TerraFlex, San Jose was able to track down mountains of illegally dumped trash and get rid of it in a timely fashion.

The project found more than 800 sites where scofflaws dumped trash. In three days, managing data from the app, haulers cleaned up tons of unsightly stuff. And once the big game is over (Sunday), another set of app-powered teams will fan out with precision and snap up frowning leftovers after the week long party.

According to a press release, San José plans to use the data captured as a baseline for future assessments and community outreach by groups who want to pitch in and keep things presentable. The dream is not just to clean up illegally dumped trash, but to deter illegal dumping all together.

—David Early, staff writer