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City of San Rafael Illegally Dumped Mattress & Bulky Item Pick-up Pilot

Statewide Illegal Dumping Conference
April 20, 2023

Overview

Today's Presentation:

1. Background on City & Dumping Program (Cory)
2. Casual Dumper Interventions (Walter)
3. MRC Pilot Design and Implementation (Anna)
4. Findings (Walter)
5. Policy Analysis (Cory)
6. Next Steps (Anna)



Illegally Dumped Mattress & Bulky Item Pick-up Pilot

April 20, 2023



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Background and Context

Cory Bytof, Sustainability Program Manager

Illegally Dumped Mattress & Bulky Item Pick-up Pilot

April 20, 2023

COST BURDENED RENTER
71%



PERCENT WORK LESS THAN 10 MILES FROM HOME
50.8%

IMMIGRATED IN LAST 10 YEARS
36%



PREDOMINANT RACE / ETHNICITY
HISPANIC



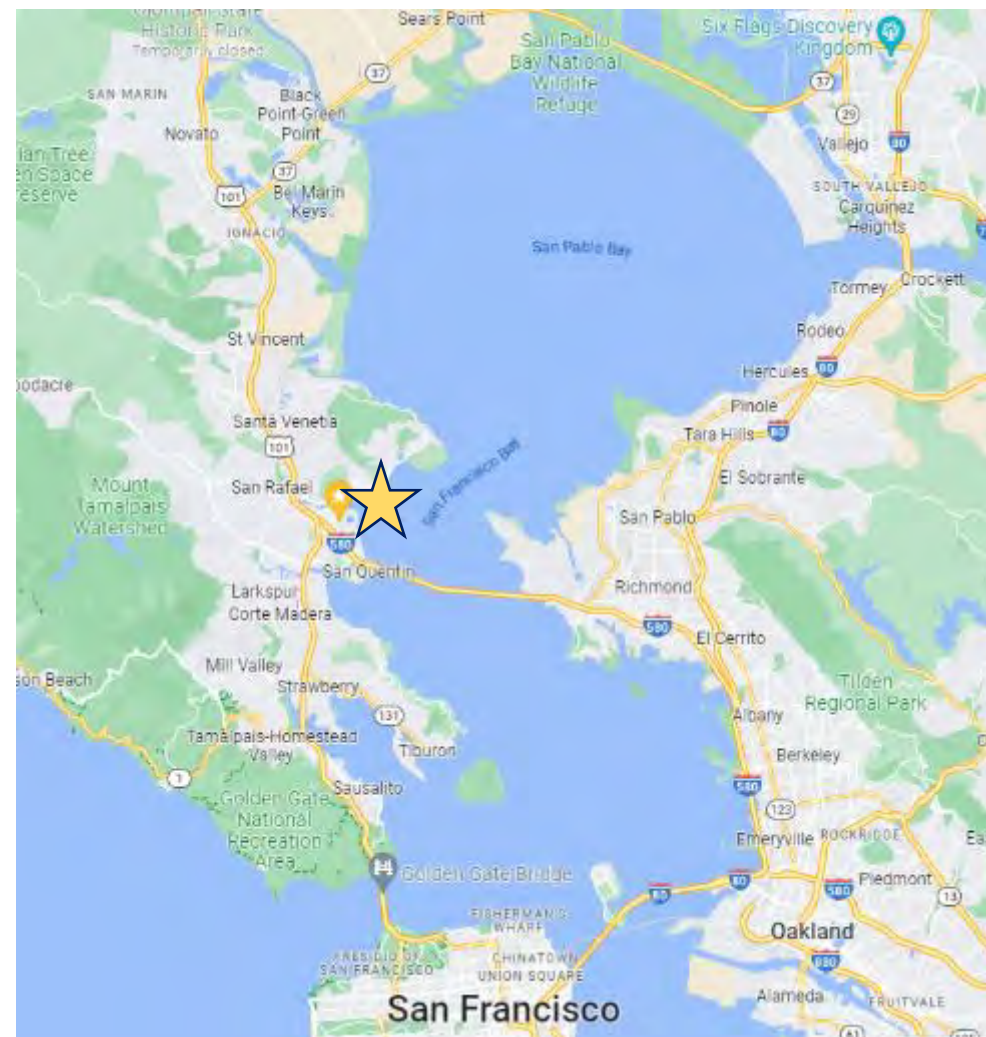
MEDIAN HOUSEHOLD INCOME
\$43,448

LIVING BELOW POVERTY LINE
2,920 FAMILIES



FOREIGN BORN
60%

PERCENT WORK IN SAN RAFAEL
24%



The Canal District Community



Background and Context

Cross-departmental Team

- Public Works
- Police
- Code Enforcement
- Sustainability
- Digital Services

Support Agencies

- Gigantic Idea Studios
- R3 Consulting
- Marin Sanitary Service
- Conservation Corps North Bay



Background and Context

Human Centered Design Approach

- Dumper profiles
- Motivations
- Obstacles to doing the right thing

Community Input

- Data gathering and ground-truthing
- Mapping
- Outreach
- Surveys
- Focus groups

Data Driven



Background and Context

50% Reduction
By 2025



Background and Context

Two Types of Offenders

1. The Illicit Dumper

- Transports to another location
- Hired hand
- Knows it's illegal

Intervention types:

- *Enforcement*
- *prevention*



Background and Context

Two Types of Offenders

2. The Casual Dumper

- “Free” signs on items
- Lack of transportation
- The norm in the neighborhood

Intervention types:

- *Accessible Options*
- *knowledge*





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Casual Dumper Interventions

Illegally Dumped Mattress & Bulky Item Pick-up Pilot

April 20, 2023

Casual Dumper Types

1. Tenants on the lease
2. Subletters
3. Apartment Managers



Equity considerations

- The City of San Rafael's bulky items waste collection programs were designed for middle-class, single-family households.
- Illegal dumping is more prevalent in multifamily neighborhoods, where services are limited. There is no free access option.



Main barriers to compliance

- Norms
- Cost
- Transportation
- Overcrowding



Interventions - Illegal Dumping Programs

1. Informational campaigns

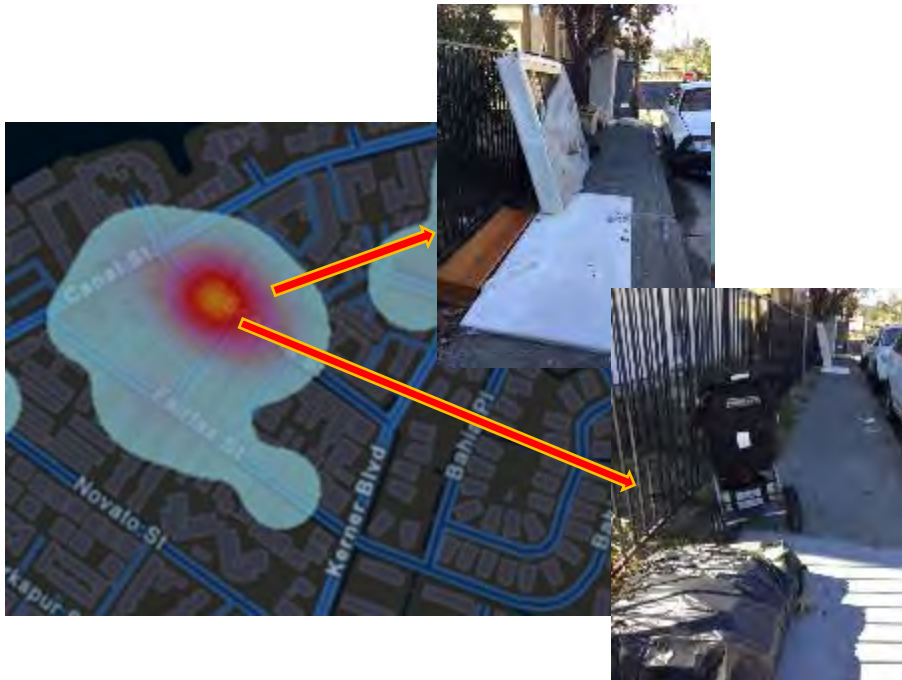


2. Bulky Waste Days



Interventions - Illegal Dumping Programs

3. Illegal Dumping Hotspot campaigns



4. Grants for businesses

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POLICE DEPARTMENT

Prevent Crime!

A few simple changes will make your business more secure and stop illegal dumping.

- Visibility**
 - Have bright LED lights.
 - Use motion sensor lighting.
 - Maintain landscape to reduce hiding places.
- Security**
 - Keep dumpsters out of sight or behind enclosures.
 - Use fencing, chains, etc.
- Video**
 - Use motion detection cameras in areas with frequent dumping.
 - Register cameras with San Rafael Police Department.
 - Footage can be used as evidence.
- Signs**
 - Should be visible from the street.
 - State that surveillance cameras are in use.
 - Cite the legal codes (Penal Code 374.3a-c and Muni code 9.30.10).





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Pilot Design & Implementation

Illegally Dumped Mattress & Bulky Item Pick-up Pilot

April 20, 2023

Pilot Design & Implementation

Guiding Question:

If we provide on-call services to apartment managers to dispose of bulky items and tenant education, will we see a reduction in illegal dumping around multifamily dwellings?

Equity

- Provide the same levels of service to Multifamily dwellings as Single-family

Implementation

- Test out working with apartment managers vs. with tenants

Policy

- Additional services provided on-site
- Apartment managers are then responsible for disposing of bulky items like all other waste (trash, recycling, etc.)



Pilot Design - Barriers

Addressed three barriers to bulky item disposal

Cost

- Free pickups

Transportation

- Bi-monthly onsite pickups

Knowledge

- Educating apartment managers
- Graphic-rich signage and flyers



City of San Rafael Illegal Dumping Baseline Data:

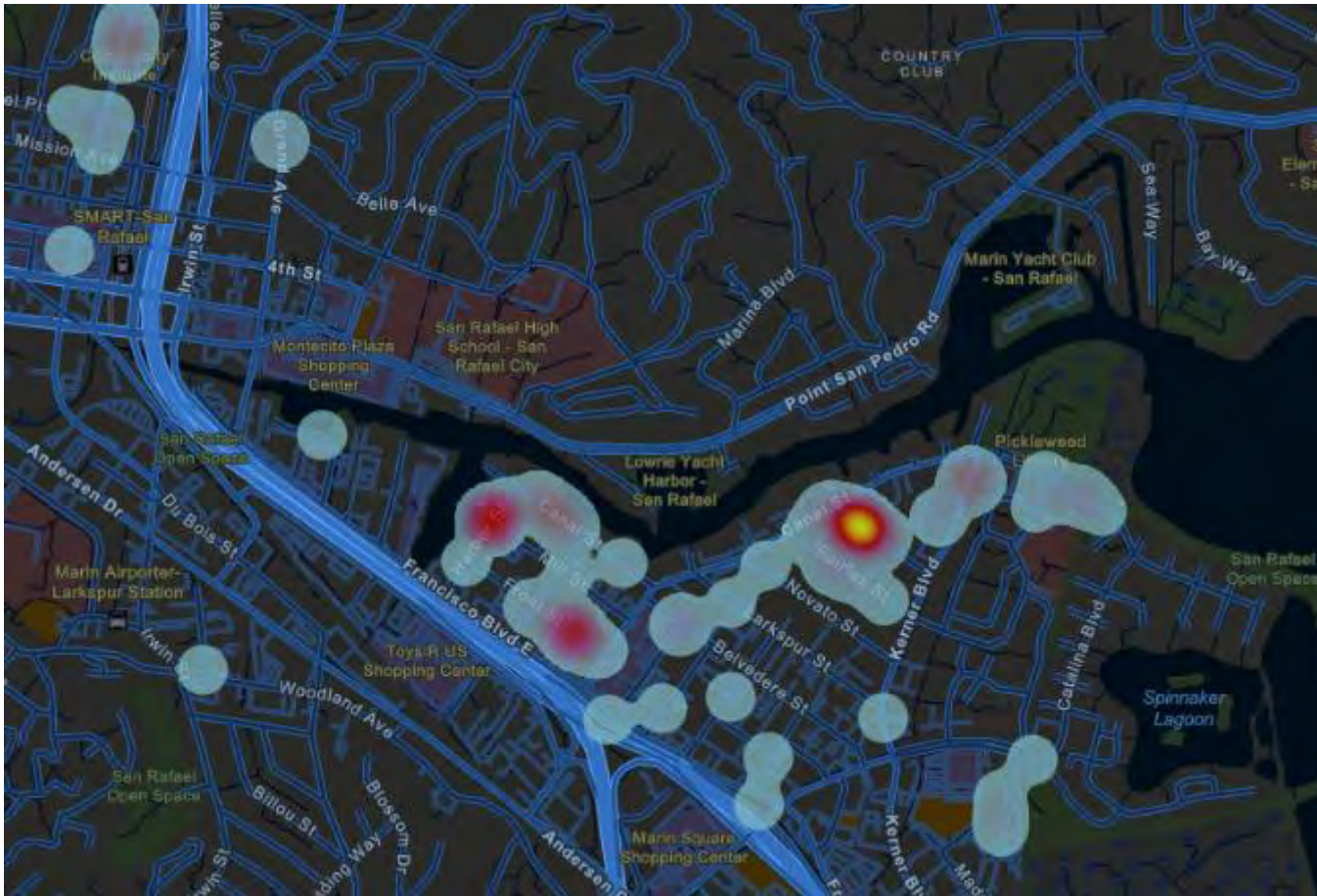


Public Facing Illegal Dumping Dashboard

- Baseline data collection began in 2021
- Continue building baseline data and curating data collection
- Concentrated in the Canal Neighborhood



City of San Rafael Illegal Dumping Baseline Data:



Casual and Illicit Illegal Dumping Report Intensity Heat Map

Internally Facing Dashboard and Data

Data submitted by
Department of Public Works
staff

Identify Illegal Dumping
Hotspots

- Concentrated Hotspots in
Canal Neighborhood



Illegal Dumping Hotspots Baseline Data

Illegal Dumping Reports submitted by Department of Public Works 2021-2022 baseline data



Pilot Property Selection



Pilot Property Selection



- **Designated Pickup Locations**
 - Graphics with accepted items
- **Scheduled Bi-monthly Pickups**
 - Consistency for tenants
 - Waste Hauler collecting items
- **Recording Collection Data**
 - Mattresses
 - Number of items
 - Type of item
 - Property
 - Images



Outreach / Materials: Pledge and Sign-up



Sign up for free bulky item pickup service pilot

Join the City of San Rafael and Marin Sanitary Service's new pilot program! Get **free on-call bulky item pickup** service for residents and apartment managers in multi-family dwellings.



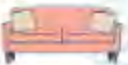
1 Sign up for the pilot program

Meet with the City of San Rafael to sign up for the 5 month pilot bulky item pickup program.



2 Find a spot to store bulky items

Find a spot in your apartment complex where you can store mattresses, furniture, or other bulky items that your tenants want to get rid of.



3 Items get picked up every two weeks

Marin Sanitary Service will come collect the items in your storage area **every 1st and 3rd Thursday** of the month, starting June 2nd and ending November 17th.



4 Give us your feedback

Participate in a post-pilot survey to help the city understand ways to improve the program.



For more information or to sign up for the program, please call (415) 485-3174 or email sustainability@cityofsanrafael.org



Please help the City of San Rafael keep your neighborhood clean!

As a property manager/owner, I pledge to take the following actions as part of participating in the City's 5-month bulky item pickup pilot program. I will provide these services for free to tenants and let the City know if there are problems, serving as a point of contact between tenants and the City.



Designate a storage space to keep tenants' bulky items (storage spaces cannot block dumpsters)



Hang posters in common areas for the duration of the pilot and educate tenants not to leave items on the street. Be available for tenants to contact you when they have bulky items to dispose of.



Monitor the storage space to ensure it isn't attracting outside dumping or overflowing (the limit is one item per apartment)



Provide information of other disposal methods on weeks when there are more items than space. Options include the Bulky Waste Events at Pickleweed Park (every 4th Saturday of the month) or tenants self-hauling to places listed at cityofsanrafael.org/junk



Participate in end-of-pilot interview

Signature: _____ Date: _____

We'd appreciate it if you'd also provide your contact info so that we can follow-up on how we can best solve this issue together

Phone Number: _____

E-mail (optional): _____

Together we can solve illegal dumping!



Outreach and Tenant Information

¿Tiene objetos que no caben en el contenedor de basura?
 ¿Tiene objetos que no caben en el contenedor de basura?
Got items that don't fit in the dumpster?
 Contact your Property Manager for help.



Contact your administrator/
 Contact your property manager.

For Terms, see the contract to the City.
 For more information, visit www.sanrafael.org

Collection Guidelines

Appliances Washers, dryers, refrigerators, water heaters, stoves, microwaves, etc. (special equipment used)	Mattresses All sizes of mattresses, foundations and box springs.
Decorative TV's, computers, DVD players, speakers, printers, lamps, etc.	Furniture Sofas, chairs, dressers, tables, cabinets, bookshelves, desks, etc.
Carpets and Padding Carpets and padding must be rolled or bunched into 4 foot lengths and weigh no more than 60 pounds per bundle.	Metals Bed frames, scrap metal, pipes, file cabinets, shelving units, exercise equipment, bikes, & auto parts (without oil).

ACCEPTED

Hazardous Garbage Any extra bags of garbage will be charged as extras.	Over-sized Items No beds-a-beds or items that require >2 people to lift.	Tires No tires of any kind.
DOT, Back, Concrete, or Construction Debris These items can be brought to the Marin Resource Recovery Center for recycling.	Hazardous Waste Visit www.maritshw.com to find out how to safely dispose of items like Pallets, Pesticides, Chemicals, & Cleaning Agents for safety & at no cost.	

NOT ACCEPTED

Maximum safe collection limits are 60lbs & 4ft. Items that are overweight (between 60-100 lbs.) and/or over length (between 6 and 8 feet) may be collected by 2 drivers and/or special equipment for a fee.

Marin Sanitary Service

- Outreach in Spanish and English
- Graphic rich designs
- Placed in high traffic locations

Guarde aquí los objetos que no caben en el contenedor de basura
 Por favor, póngase en contacto con su administrador de la propiedad para colocar los artículos aquí.
 Store items here that don't fit in the dumpster. Please contact your property manager first.



ACEPTADO ✓



NO ACEPTADO

Por favor, no tire basura en la calle. Es un peligro para la comunidad e ilegal.
 Please don't put items on the street. It's a hazard to the community and also illegal.





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Pilot findings

Illegally Dumped Mattress & Bulky Item Pick-up Pilot

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Case Study A



**Charlotte Dr. &
Sonoma St.**



Case Study A

Decrease overall illegal dumping by 65.2%

- High participation rates
- Surveillance cameras installed at adjacent property
- Another property added cameras and a fence
- One property manager very engaged



Case Study B



Intersection
Harbor & Mill St.



Case Study B

- Mix-use area: Businesses, multifamily housing, and emergency shelter
- Increase in illegal dumping by 125%
- Pilot participation was low
- Communication was sparse at best



Program findings

1. Need is less than expected, high usage rate early on. Decreased over time.



Program findings

2. Mattresses were the highest dumped item by percentage.



Program findings

3. There may be a seasonal trend when illegal dumping is higher. Summer has a higher percentage of illegal dumping.



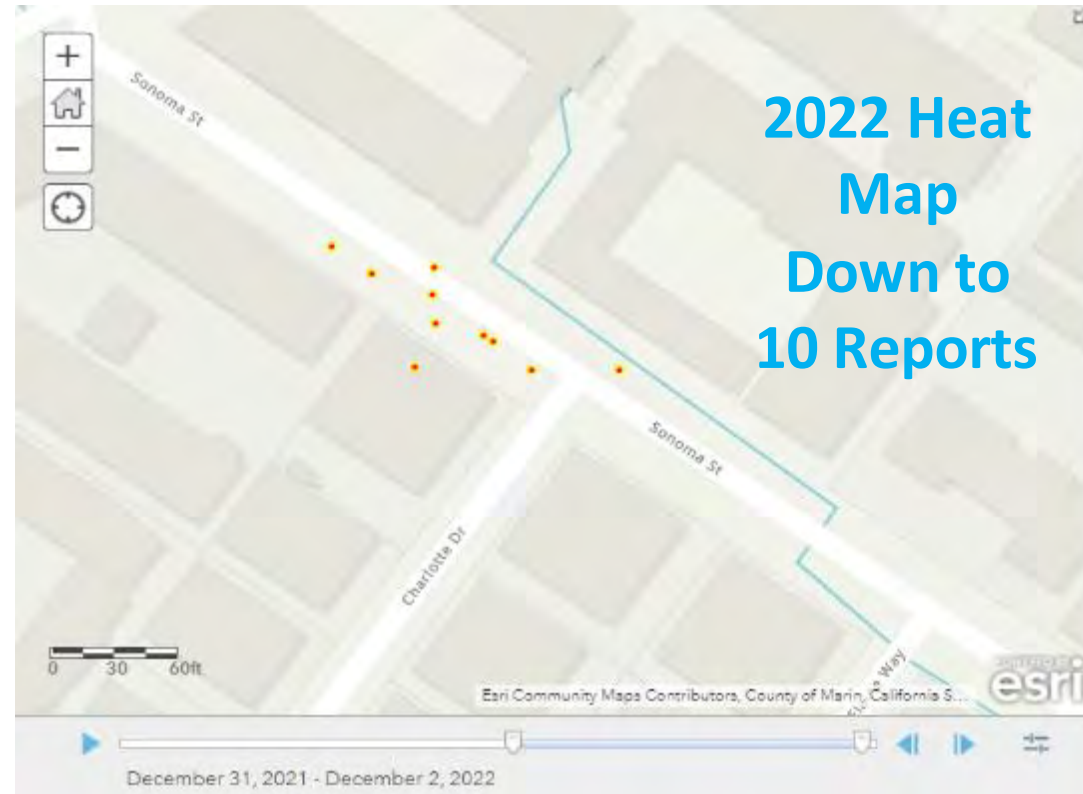
Program findings

4. Higher participation in the pilot with properties with dedicated property management



Program findings

5. As seen in Hotspot A, multiple programs targeting illegal dumping in one area leads to more success.



Survey Findings

1. Properties are space constrained to store items.
2. More communication with tenants than subtenants.
3. Most saw a decrease in nearby dumping during the pilot.
4. Most preferred this on-call service to vouchers.
5. Most were unwilling to pay much for the service.





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Policy Analysis & Recommendations

Illegally Dumped Mattress & Bulky Item Pick-up Pilot

April 20, 2023

Policy Analysis & Recommendations

Holistic Context

- Equitable Access
- Enforcement
- Ongoing Outreach & Engagement
- Coordination & Implementation Across Dept/Agencies



Policy Analysis & Recommendations

Current System

- Bulky item pickup curbside for Single Family residential only (10% usage)
- No requirements for disposal of bulky items
- Very few Multifamily properties provide bulky item options for residents
- “Put it on the curb and the City picks it up?”



Policy Analysis & Recommendations

Prior Pilots

- Vouchers to take items to dump (low utilization)
- Monthly bulky item collection events (strong and growing utilization)

Barriers remaining

- Knowledge (changing!)
- Transportation

FREE Bulky Item Drop-off!



With this card, you can bring up to two large items to Marin Resource Recovery Center and pay NO FEE.

Bring up to two cubic yards (two large items)* to:
Marin Resource Recovery Center
565 Jacoby St., San Rafael
8am - 4pm Monday - Saturday
9am - 4pm Sunday

*More than 2 cubic yards will be billed at the going rate. See over for examples.

Valid through August 31, 2021

Questions? Call (415) 456-2601

Con esta tarjeta, puede traer hasta dos objetos grandes a Marin Resource Recovery Center SIN NINGUN CARGO.

Traga hasta dos yardas cúbicas (dos objetos grandes) * al:
Marin Resource Recovery Center
565 Jacoby St., San Rafael
8am - 4pm de lunes a sábado
9am - 4pm domingo

*Más de 2 yardas cúbicas se facturan a la tarifa actual. Mire atrás para unos ejemplos.

Válida hasta el 31 de agosto 2021

¿Preguntas? Llame al (415) 456-2601



Policy Analysis & Recommendations

Three Policy Options

Option 1: City-wide Voucher System

Option 2: Include Multifamily in Curbside Pickup Program

Option 3: Provide a Hybrid Service



Policy Analysis & Recommendations

Policy Option 1: Voucher System

- Most inexpensive option
- Provides same 1-2 vouchers per home to all residence types (equality)
- Cost barrier is removed
- Transportation barrier remains



Policy Analysis & Recommendations

Policy Option 2: Curbside Pickup for All

- Much more costly
- Save costs by reducing frequency for SF homeowners
- Transportation and Cost barriers addressed
- Provides same level of service to all (equitable)



Policy Analysis & Recommendations

Policy Option 3: Hybrid Based on Type

- MF gets curbside pickups
- SF gets vouchers (no curbside)
- Minimal rate impact – SF driver gets repurposed to MF
- Transportation and Cost barriers addressed for MF (equitable)



Policy Analysis & Recommendations

Policy Support Mechanisms

- Adjust minimum service levels & increase fines
- Require MF to provide disposal of bulky items
- Increase monitoring and enforcement
- Requires franchise agreement adjustments
- Continue bulky item drop-off days and other support services





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Next Steps

Illegally Dumped Mattress & Bulky Item Pick-up Pilot

April 20, 2023

Up Next in 2023

Focus: Access, Equity, Education

Bulky item days

Surveillance Camera Installations & Enforcement

Hot Spot Campaigns

Enforcement of minimum service levels

Mini Grants for private property protection

Continued data gathering and mapping

Refine policy options and recommendations + financing



Next Steps

On Call Mattress Pickup Pilot?

- 10% or more of dumped items
- Furthers cost analysis of dumping programs
- Complements other on-call waste collection programs
- Provides proof of concept

