



# Eradicating California Illegal Dumping by Addressing Route Causes

WM Northern & Southern  
California

Sarah LaRock – Contract Manager

[wmncn@wm.com](mailto:wmncn@wm.com)



# Addressing and Eradicating Illegal Dumping in California

- Eradication: Reactive v. Preventative Measures
- Root Cause Contributors to Illegal Dumping
- Actionable Solutions:
  - Commercial Compliance
  - Single Family Service Rates
  - Multi Family Program Access

# ERADICATION

## Reactive Measures:

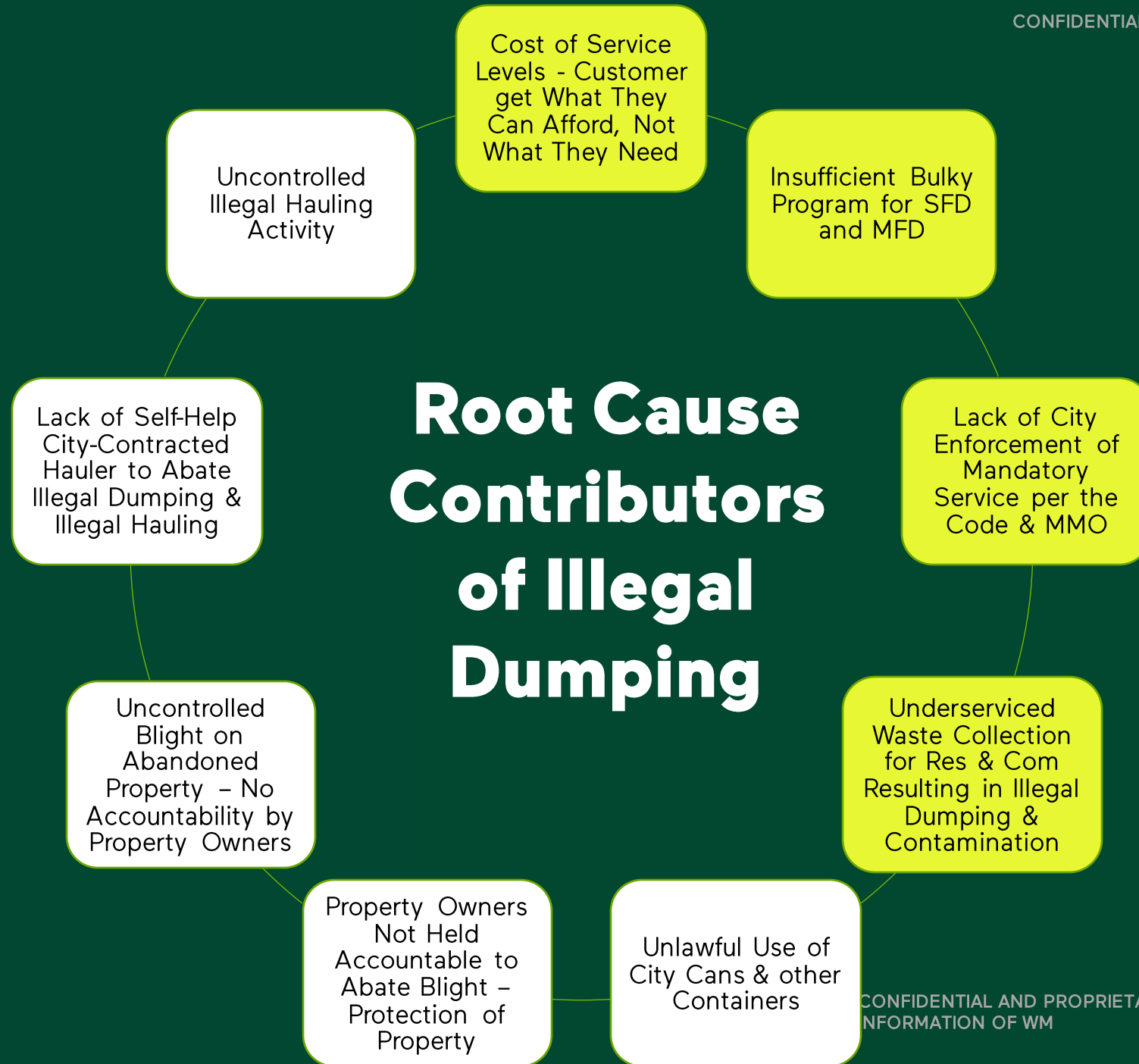
- Less safe
- More expensive
- Cause more dumping

## Preventative Measures:

- Fair
- Affordable
- Accessible



# Root Cause Contributors to Illegal Dumping



# Actionable Solutions

1. Commercial Compliance
2. Single Family Rate Affordability
3. Multi Family Program Access

# **Commercial Compliance: Enforcing Mandatory Service Requirements**

# All businesses in Oakland are required to subscribe to trash, recycling, and compost service but...



- There is no process to identify businesses without service
- WM is not authorized to subscribe non-compliant businesses for service
- There is no established metric for minimum service level
- We need to measure to ensure if service level is adequate



# Solution:

## Collaborate with City of Oakland to Improve and Enforce Commercial Service Requirements

- Compare business license records with garbage account data to identify businesses that are open but do not have garbage service accounts
- Enact the right to “self help” – authorization to drop containers and sign businesses up for service when they are out of compliance
- Establish a minimum service level so that when accounts are opened due to enforcement there is a standard for subscription
- Monitor for consistent overage and routinely “right size” after specified number of overage occurrences

# Outcome:

## Enforcement is faster, more effective, and more accurate

- Businesses without service are identified and subscribed
  - No wait time for businesses to sign up for service
  - Less City administration spent on enforcement/issuing notices and fines
  - Businesses do not incur fines, just pay for service provided
- There is a standard method authorizing subscription and service initiation
- Adequate service can be measured and adjusted

# **Single Family Service: Providing sufficient volume at affordable rates**

# Single Family Residential Trash Service – Customer Behavior

**Assumption:** Customers choose carts based on volume needed to hold everything they throw away

**Reality:** Customers choose carts based on what they can afford



# Results: Customers can't always get the level of service they need



93% of Oakland Single Family Dwelling (SFD) customers have 35-gallons or less in trash service

# Solution:

## Provide Equitability for SFD Customers Through Change in Cart Capacity and Rate Structure

- Make larger carts financially accessible for all residents – significantly lower cost of service
- Remove price as the differentiator between desired volumes – 64gal costs the same as 96gal

# Outcome:

**Affordable rates for appropriate cart volume give SFD customers ample space to store their trash**

This avoids circumstances where residents need to:

- overfill their carts – incurring overage fees
- contaminate their recycling/compost
- illegally dump their material

# Multi Family Access: Removing Barriers to Service Provision



# This material came from an Oakland MFD – Why did they choose to dump instead of call for a bulky pickup?

- Too much material for a bulky pickup
- Couldn't get landlord waiver for WM to provide service
- Didn't know service is offered



# Solution:

## Address barriers to access and increase service offerings

- Remove requirement for landlord waiver when tenants request service
- Increase the material volume limits for Multi-Family from 1.5 yards to 4 yards, +160% increase
- Offer option for free drop off at Davis Street Transfer Station
- Promote program through digital, print, and public trans advertising

# Outcome:

## Greater participation in Oakland's Bulky Program

- Increased MFD appointments by 36% between 2019 and 2022
- Over 3500 drop off appointments delivering over 6000 yards of material
- 25% of Bulky Material diverted from the landfill:
  - Appliances, Mattresses, Tires, Electronics

# Oakland Earth Day: Volunteer on April 22, 2023!

Site Coordinator and Volunteer Registration for Earth Day 2023!



# OAKLAND EARTH DAY

[oaklandearthday.org](http://oaklandearthday.org)

(510) 238-7630



CONFIDENTIAL AND PROPRIETARY  
INFORMATION OF WM



# Thank you.

