IMPLEMENTATION UPDATE

2006/2007 North Richmond Waste & Recovery Mitigation Fee Expenditure Plan

- January 2007 - December 2007 -

The funding allocation amounts shown below are for the two-year Expenditure Plan period unless otherwise identified. See attached 2006/2007 Budget Summary for total actual costs incurred for each strategy.

PREVENTION & EDUCATION

Strategy 1 - Bulky Clean-ups

\$32,800

The Disposal Voucher program officially began on May 18, 2007, with the release of the 1st quarter community newsletter. Bulky Clean-ups are used in conjunction with the Disposal Vouchers (Strategy 3). The Community Services Coordinator (CSC) will serve as the community's primary point of contact for this program and will handle requests on an appointment basis following prescribed procedures. The CSC will provide Committee Staff from the County and City (Staff) with documentation on monthly basis.

Residents will be able to choose between requesting Disposal Vouchers or a Bulky Clean-up in conjunction with Disposal Vouchers. It will be mandatory for residents to provide a photo ID and recent utility or phone bill to prove they reside in the Mitigation Area and must have an active residential account with RSS to qualify. Bulky Clean-ups will be limited to one per household per year and will be disbursed on a first come first served basis.

To date, 2 community members have taken advantage of this program. Staff recognizes that additional publicity needs to take place to educate the public about this program and will work closely with the CSC to develop an effective public outreach strategy.

Strategy 2 - Neighborhood Clean-ups

\$18,000

A community wide Neighborhood Clean-up took place on Wednesday, May 23, 2007. Approximately 50 tons of household trash was collected and 33.5 tons of metal was collected. CHDC leveraged additional resources through the Keep America Beautiful Great American Clean-up Program to reduce overall cost. Presentations were made to elected officials and others to thank them for supporting the work that is happening in North Richmond, tile art created by the Verde Elementary students was placed on trash receptacles and butterfly murals were strategically placed on graffiti-prone walls at various locations throughout the area.

Strategy 3 - Voucher System

\$64,000

The Disposal Voucher program officially began on May 18, 2007, with the release of the 1st quarter community newsletter. The Community Services Coordinator (Strategy 4) serves as the community's primary point of contact for this program. The CSC

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distributes vouchers on an appointment basis following prescribed procedures and provide Staff with documentation on a monthly basis.

The procedures and guidelines for this program are very similar to the ones for the Bulky Clean-up program (Strategy 1). Households are limited to twelve Disposal Vouchers (\$5 each) per year. Disposal Vouchers will be disbursed on a first come first served basis and will expire six months following issuance. Additional publicity needs to take place to educate the public on this program. To date, 14 community members have requested vouchers (3 community members requested vouchers for multiple properties) and 264 vouchers have been issued but only 84 vouchers have been redeemed at Republic's Golden Bear Transfer Station on Parr Boulevard.

Strategy 4 - Community Services Coordinator

\$69,350

The Community Services Coordinator (CSC), serving as a liaison between the community and the City and County, will continue being responsible for illegal dumping/blight referrals and tracking, public outreach, and illegal dumping prevention. The CSC helps create the newsletters, disburses disposal vouchers, processes requests for bulky clean-ups, oversees WCCUSD students, works closely with the illegal dumping and code enforcement officer, and participates in community events and communicates Expenditure Plan strategies and other local issues related to illegal dumping & blight to the community.

Strategy 5 - Bilingual Outreach Services/Coordinator

\$40.000

CHDC hired an individual for the Bilingual Outreach Services Coordinator position in July 2007. The individual had recently moved from the North Richmond area prior to her job placement so she was very familiar with the area and had great connections with the Hispanic/Latino community. The individual worked from July through the end of September but resigned for personal reasons.

Due to the difficulty and length of time it took to initially hire the first Bilingual Coordinator, Staff, along with CHDC, will explore the feasibility of contracting with a translation service company. However, if the decision is made to hire another Bilingual Coordinator, that individual will be expected to work part-time at the CHDC office in North Richmond and will assist the CSC with illegal dumping referrals/tracking and public outreach by serving as a link between the Spanish speaking members of the community of North Richmond and the City and County.

Strategy 6 - Public Outreach Campaign

\$75,848

The first community meeting was held at the Shields-Reid Community Center in North Richmond in August 2006. Staff convened another community meeting on September 20, 2007, to inform residents of what strategies have been implemented to-date and to gather ideas for the 2008/2009 Expenditure Plan.

One activity within this strategy that has been developed is a newsletter which is created by the CSC and edited by staff. It provided the North Richmond community with updates related to the implementation of Expenditure Plan strategies and other

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important information related to illegal dumping/blight in the community. The first newsletter was distributed in May 2007 and the next edition is expected to be distributed in the first quarter of 2008. Both English and Spanish versions of the newsletter will be distributed in the community.

A two-page flyer was created to further publicize local disposal & recycling resources as well as a selection of free disposal resources available to residents through Mitigation Fee funded programs and Richmond Sanitary Service. The CSC, Code Enforcement Officer & Illegal Dumping Officer are assisting in the dissemination of this resource.

To compliment the print outreach materials created, Staff designed and launched a new website (www.stopdumping.org) to provide residents with an online resource for Mitigation Fee supported programs & services.

Pending the approval of the Amended 2008-09 Expenditure Plan, Staff will explore the possibility of contracting with a consulting firm to assist in the creation of comprehensive public outreach campaign designed to combat illegal dumping and to help keep the community clean.

ABATEMENT & ENFORCEMENT

Strategy 7 - City/County Pick-up from Right-of-Way

\$146,000

The City and County Public Works Departments entered into a Memorandum of Understanding in July 2007, to allow the City Public Works Illegal Dumping Abatement Crew ("City Abatement Crew") to pick-up illegal dumping in the public right-of-way in the unincorporated portion of the North Richmond Waste & Recovery Mitigation Fee Primary Funding Area. The City Abatement Crew began pick-up as of July 1, 2007. The City Public Works Department provides monthly invoices and reports to the City for reimbursement of staff costs, equipment usage and mileage. The City Public Works Abatement Supervisor is working closely with the CSC and Staff to ensure the effective implementation of this strategy.

Strategy 8 - Vacant Lot Clean-up

\$40,000

During a meeting earlier in 2007, City Code Enforcement staff stressed the need for a dedicated account to serve as "seed money" to carry out the vacant lot abatement process used by the County. Although no funds have been expended to date, City Code Enforcement staff now has access to these funds and plan on utilizing them in 2008-2009. City Code Enforcement staff is working to set up a system by which these funds can be utilized more effectively by their staff. The County already has a system and funds in place for vacant lot clean-ups but they also have access to a portion of the funds if needed.

Strategy 9 - Vacant Lot Fencing

\$90,000

During a January 2007 meeting, City Code Enforcement staff stressed the need for a dedicated account to serve as "seed money" to carry out the vacant lot abatement process used by the County. Although no funds have been expended to date, City Code

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Enforcement staff now has access to these funds and plan on utilizing them in 2008-2009. City Code enforcement and Attorney's Office are considering creating a list of contractors that can be hired to perform this task. The County already has a system and funds in place for vacant lot clean-ups but they also have access to the funds if needed.

Strategy 10 - Code Enforcement Staff

\$129,097

The new dedicated Code Enforcement staff position was filled effective February 1, 2007. Vincent Caballero was assigned to this position to work solely on code enforcement in the Mitigation Area. As of December 31, 2007, Mr. Caballero opened 9 cases, closed 4 cases and had 49 cases currently active. Mr. Cabellero worked closely with Deputy Monroe, City Code Enforcement and Contra Costa County Environmental Health staff to create a more comprehensive code enforcement system to address the illegal dumping problem in the North Richmond community. Effective January 1, 2008, Conrad Fromme, a full-time County Building Inspector, was assigned to this position to replace Mr. Cabellero and it is expected that his replacement will continue this collaboration.

Strategy 11 - Graffiti Abatement

\$58,240

The City and County Public Works Departments entered into a Memorandum of Understanding in July 2007, to allow the City Public Works Graffiti Abatement Crew to clean graffiti visible from the public right-of-way located within the unincorporated portion of the North Richmond Waste & Recovery Mitigation Fee Primary Funding Area. The City Public Works Graffiti Abatement supervisor is responsible for providing quarterly invoices and reports to the City for reimbursement of staff costs, equipment, materials and mileage. Although graffiti abatement is being performed by City staff, no invoices have been received to date.

Strategy 12 - Illegal Dumping Investigator/Officer

\$137,000

The new dedicated Illegal Dumping Investigator/Officer position was filled effective April 30, 2007. Deputy Felipe Monroe has been assigned to this position to work on illegal dumping/blight related offenses solely within the Mitigation Area. Deputy Monroe has made a significant impact in the area in the short amount of time he has been in the position.

As of November 2007, Deputy Monroe issued approximately 70 citations for unsecured and uncovered loads and for driver's license violations. Deputy Monroe is also towing numerous vehicles from the streets that are laden with trash or are in disrepair to further reduce the blight in North Richmond. Based on identified illegal dumping trends, Deputy Monroe uses an average of 20 hours of overtime per month to conduct surveillance. One resulted in an on view arrest for illegal dumping. In addition to the above, Deputy Monroe is attending community meetings to get his face known, and to spread the message of "No Dumping" out to the good residents of North Richmond.

The Deputy has found issuing verbal warnings to be very effective. Frequently residents are instructed to pick up trash in front of their house and are warned that a citation will be issued if it is not picked up by a specific deadline (usually within 24 hours). In most

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cases, the Deputy has found that residents clean up the illegally dumped materials within the specified time period. This technique has proven to be very effective in establishing accountability among residents that illegally dump their trash on the streets. Deputy Monroe is working very closely with the Illegal Dumping Prosecutor, the CSC, the North Richmond Code Enforcement Officer, City & County Public Works, Richmond Sanitary Services and County Environmental Health.

Examples of cases that Deputy Monroe has worked on:

- On October 2, 2007, Deputy Monroe witnessed an individual in a motor home dump raw sewage from the vehicle directly onto the street. He was able to cite and arrest the individual on the spot for violation of dumping hazardous materials [Penal Code 374.8(b)]. Deputy Monroe worked closely with Deputy District Attorney Butts to prosecute the individual, which resulted in a two-day jail sentence and a hefty fine. The individual is on probation and is required to do community service cleaning up the North Richmond Area.
- Deputy Monroe was able to gather enough evidence and put a case together for two individuals from San Pablo who dumped 3-4 cubit yards construction on Brookside Drive. Deputy Monroe was able to find information inside the illegally dumped material that linked back to one individual. Deputy District Attorney Butts charged both individuals with a misdemeanor resulting in each defendant serving 10 days jail time. Both individuals are required to do community service as part of their probation.
- Deputy Monroe has been to court 5 times for people who are attempting to contest fines received from the issuing of citations.
- Tracking violators that are illegally hauling and dumping tires within the Mitigation area

Strategy 13 - Increase Nighttime Patrols

\$58,240

Increased nighttime patrols are intended to complement the work of the new Investigator/Officer (Strategy 12). These funds can be used to pay City and County law enforcement to conduct nighttime patrols and surveillance in addition to/instead patrols by a private security firm. To date, no funding from this strategy has been used for nighttime patrols. Utilizing these funds, the Illegal Dumping Officer expects he may incorporate more nighttime surveillance into his work in the near future, particularly as the surveillance camera project moves forward.

Strategy 14 - Surveillance Cameras

\$118,418

The City of Richmond has entered into a contract with ADT Security Systems for the installation of cameras throughout Richmond and the Port, with a focus on aiding in crime and illegal dumping prevention. The contract also includes the material and installation of eight (8) cameras in the Mitigation Area to help combat illegal dumping. The installation of cameras at the selected locations is expected to be complete by April 2008.

Funding for this strategy would not only be used to purchase, install, repair, maintain and move cameras and associated mounting kit/accessories but also to set up the

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coverage network, purchase needed software and additional deterrent mechanisms. In 2007, ADT met with the North Richmond Waste and Recovery Mitigation Fee Subcommittee on Cameras to discuss the project and with the Contra Costa County Sheriff's Office to discuss options/issues related to providing Sheriff's Office staff and/or Dispatch Center with access to the City's CCTV system. Staff will continue to explore the technical, operational and financial feasibility of using future allocations to expand the coverage network so that the entire Mitigation Area is covered which would provide maximum flexibility when moving cameras based on changes in illegal dumping hot spots.

Strategy 15 - Reward System

\$30,000

Committee staff has solicited suggestions and advice regarding a potential reward system from the Illegal Dumping Prosecutor as well as staff from the Sheriff's Office. Based on numerous discussions, Staff has determined that the reward system cannot be effectively implemented due to legal constraints and this item will not be suggested for continued funding under the 2008/2009 Expenditure Plan.

Strategy 16 - Illegal Dumping Prosecutor

\$93,000

The new Illegal Dumping Prosecutor position was filled effective January 2, 2007. The District Attorney's office assigned one of their experienced attorneys, Derek Butts, to this new position. Mr. Butts works closely with the City Police Department and the North Richmond Illegal Dumping Officer to discuss various strategies and important information needed to prosecute illegal dumping cases. Mr. Butts has filed cases on individuals found guilty of violating codes related to illegal dumping which have resulted in fines, jail time, and community service (See Strategy 12 for more detailed information).

COMMUNITY INVESTMENT

Strategy 17 - Beautification

A. Neighborhood Landscaping Projects

\$12,000

As part of its contract with the City, CHDC will be compensated for certain costs associated with neighborhood landscaping projects. However, CHDC cannot expend funds without first obtaining written approval from City/County staff. Funding is to be expended exclusively for plants/materials needed for pre-approved landscaping projects (labor to be provided by YouthBuild Participants funded through Strategy 18). CHDC has identified projects to be performed by YouthBuild, such as building bark benches and planters for Shields-Reid Park. CHDC and City Parks Department have had initial discussions about various projects although none have been finalized and funded.

B. Servicing Additional Street Cans

\$1,136

Three (3) new street cans, purchased by CHDC, were placed at the following locations in North Richmond on January 17, 2007, and are currently being serviced weekly by RSS:

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- 3rd & Market Ave.
- 6th & Market Ave
- Giaramita & Verde

Tile art created by Verde Elementary School children were placed on these street cans.

Strategy 18 - Community Involvement

A. Stipends \$40,000

As part of its contract with the City, CHDC will be compensated for stipends provided to West Contra Costa Unified School District (WCCUSD) Transition Program Students and YouthBuild Participants for conducting agreed upon activities related to trash and beautification. In 2007, three WCCUSD Transition Program students performed various tasks in the Mitigation Funding Area, such as trash removal/de-littering and assisting with the community garden and recycling at Verde Elementary School. Youth Build participants have worked at two Mitigation Fee funded events. At the Neighborhood Clean Up event held in May 2007, YouthBuild participants were responsible for monitoring all debris boxes and assisting residents in unloading materials into dumpsters. The YouthBuild participants also attended the Community Build Day for the new Shields Reid playground equipment in June 2007 where they assisted in assembling the new structure.

Staff has been contacted by Supervisor Gioia's staff regarding interest in using some of the funding allocated to provide stipends for members of the newly formed Young Adult Empowerment Center Advisory Council. No funds have been currently expended. Staff has also received a proposal from Contra Costa Health Services (CCHS) Healthy Neighborhoods Project requesting funds to provide stipends for North Richmond youth to participate in a leadership training project. The project, which was completed in September 2007, involved Photovoice, a site selection technique used to document blighted sites in the community that may be suitable for beautification and/or clean up projects. Some of the youth participants presented their findings at the North Richmond Municipal Advisory Council meeting held on September 11, 2007. Staff did not receive the required final report and invoice for this project and, thus, no funds were disbursed.

B. Mentorship Program

\$31,862

Staff and staff from Supervisor Gioia's office have discussed potential of using this funding to support development of a mentorship program at the Young Adult Empowerment Center being created in North Richmond. This mentorship program is expected to incorporate efforts to address and combat illegal dumping and blight issues in the community. A proposal was received from The Mentorship Center, an Oakland-based non-profit organization, requesting funding to initiate a mentorship program at the Young Adult Empowerment Center. Committee Staff reviewed the proposal and requested that The Mentorship Center revise the submittal. Staff has yet to receive a revised proposal and consequently, no funds were expended.

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C. Shields Reid Playground Equipment

\$125,000

On Saturday, June 30, 2007, community members, volunteers from Washington Mutual, youth from Shields-Reid Community Center and North Richmond YouthBuild, Supervisor Gioia and CHDC, City and County staff (special thanks to City of Richmond Parks Staff) came together for an all-day community build day. The event received news coverage from KCRT, West County Times, Channel 2 and Channel 5. The playground site, now completed, is a physical asset to the community and is being enjoyed by numerous children.

D. Shields Reid Soccer Field Lighting

\$15,000

Due mainly to limited funding, Staff determined that it was not feasible to install lighting during the current budget cycle and therefore used all of the designated funds to offset the purchase and installation of the Shields-Reid playground equipment and surfacing. However, the North Richmond community stated that they would like park and pathway lighting for safety reasons. City Parks Department staff is exploring the possibility of receiving grant funds to help with the purchase and installation of lighting for the park. Various park improvements would be funded under new combined strategy if the proposed 2008/2009 Amended Expenditure Plan receives final approval.

E. Third Street Ballfield Sod Repairs

\$25,000

Staff has gathered information from City Parks Department staff regarding the resources required to replace the damaged sod and to maintain the lawn. Parks' staff is exploring the feasibility of purchasing turf as a more cost effective strategy than replacing the damaged sod, fertilizing and watering it (which would also require the repair or replacement of the irrigation system). Committee staff will explore potential assistance that could be provided through YouthBuild and further coordinate with the Parks Department regarding implementation under new combined strategy if the proposed 2008/2009 Amended Expenditure Plan receives final approval.

F. Third Street Ballfield Irrigation

\$50.000

Information about the status of the irrigation system was obtained from City Parks Department staff. Parks' staff clarified that there is an irrigation system in place but the 'sprinkler heads are non-functional due to vandalism/theft. Parks' Department staff is currently evaluating if repair of the existing system is more cost effective than the purchase and installation of an entirely new system. However, the decision to purchase turf will ultimately determine what needs to happen with the irrigation system. Staff will continue collaborating with the Parks Department regarding implementation under new combined strategy if the proposed 2008/2009 Amended Expenditure Plan receives final approval.

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