

---

## **IMPLEMENTATION UPDATE**

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

---

The funding allocation amounts shown below are for the two-year Expenditure Plan period unless otherwise identified (e.g. calendar year 2007). A brief description of each strategy is included under each section, which is intended to summarize the more detailed information contained in the 2006/07 Expenditure Plan (copy of approved Expenditure Plan enclosed). Where possible, staff has identified timelines for launching these programs and significant issues that may impact our ability to implement specific strategies.

---

### ***PREVENTION & EDUCATION***

---

#### **Strategy 1 - Bulky Clean-ups**

**\$32,800**

Fund a subsidy program to provide residents in the Mitigation Fee Primary Funding Area with on-call pick-up service for bulky items that are not accepted in the current on-call clean-ups through Richmond Sanitary Service (RSS).

#### **Progress-to-date:**

City/County staff met with RSS, to discuss the feasibility and logistics of implementing Strategy 1 and Strategy 3 (voucher system). City/County staff has asked RSS to explore a couple of options related to the way in which Bulky Clean-ups could be provided to the targeted residents. One of the options being explored is the feasibility of using a Bulky Clean-up in conjunction with Disposal Vouchers that would be provided under Strategy 3. City/County staff is expecting a response from RSS in January 2007 regarding the best way to implement this strategy.

#### **Strategy 2 - Neighborhood Clean-ups**

**\$18,000**

Fund neighborhood clean-up events in the Mitigation Fee Primary Funding Area. Explore feasibility of providing one or more events exclusively for creek clean-up and/or bulky items and other materials not accepted through the on-call clean-ups (e.g. tires).

#### **Progress-to-date:**

A meeting was held with Committee staff, the City's Community Affairs Coordinator in charge of neighborhood clean-ups, Luz Gomez from Supervisor John Gioia's Office, and staff from the Community Housing Development Corporation (CHDC) of North Richmond to discuss lessons learned from a City of Richmond sponsored neighborhood clean-up that took place in North Richmond in September and how to coordinate future efforts with Contra Costa County to better incorporate all of North Richmond. A specific date for future clean-ups was not decided but the group will reconvene in early 2007 to set the date for the next clean-up and to discuss logistics and outreach efforts.

**Strategy 3 - Voucher System**

**\$64,000**

Fund a subsidy program to provide residents in the Mitigation Fee Primary Funding Area with disposal vouchers that can be used to pay any fees associated with hauling waste to Republic's landfill/transfer station on Parr Blvd. The disposal voucher system would be adapted from the one that exists in the City of San Pablo.

**Progress-to-date:**

City/County staff met with RSS, to discuss the feasibility and logistics of implementing Strategy 1 and Strategy 3 (voucher system). Committee staff spoke with San Pablo City staff in charge of their voucher program to ascertain feasibility of and lessons learned from implementing the program. Potential issues that need to be resolved include the method of announcing availability/distributing/redeeming vouchers and how best to assure that they are only provided to residents in the designated Primary Mitigation Funding Area. Staff feels that in order for successful implementation to occur, the voucher system would have to be clearly publicized, the vouchers would need to expire every six or twelve months and a convenient method for distributing vouchers will need to be determined. One voucher distribution option currently being explored is to utilize the Community Services Coordinator (Strategy 4) to track and distribute the vouchers (a central location in which this could take place still needs to be identified).

**Strategy 4 - Community Services Coordinator**

**\$69,350**

Fund a full-time Community Services Coordinator through the Community Housing and Development Corporation of North Richmond (CHDC) for calendar year 2007 (existing position being funded by County through 2006). The Coordinator handles various responsibilities related to illegal dumping and blight in North Richmond.

**Progress-to-date:**

The Community Services (CS) Coordinator position responsibilities and reporting requirements have been created and agreed upon by Committee staff, the City of Richmond (the entity that will enter into a contract with CHDC) and CHDC. The CS Coordinator, serving as a liaison between the City and County, will be responsible for illegal dumping/blight referrals and tracking, public outreach, and illegal dumping prevention.

CHDC and the City of Richmond entered into a comprehensive contract for all services to be rendered by CHDC that the Richmond City Council approved on December 19, 2007. This contract will be effective beginning on January 1, 2007, and will terminate on December 31, 2007. The contract includes CHDC's obligations, service specifications and reporting requirements for all or portions of the following strategies:

- Community Services Coordinator (Strategy 4)
- Bilingual Outreach Services Coordinator (See Strategy 5 for more details)
- Public Relations Campaign (See Strategy 6 for more details)
- Neighborhood Landscaping Projects (See Strategy 17 for more details)
- Stipend Programs (See Strategy 18 for more details)

**Strategy 5 - Bilingual Outreach Services/Coordinator** **\$40,000**

Fund part-time bilingual outreach services/coordinator on a contract basis to prepare Spanish education & outreach materials, handle Spanish speaking calls to the 1-800-No Dumping hotline from the North Richmond area and identify opportunities to involve the Latino community in the fight against illegal dumping and blight.

**Progress-to-date:**

A proposed job description for the Bilingual Outreach Services (BOS) Coordinator position was created by CHDC and accepted by Committee staff. The Coordinator will work part-time and will be housed within CHDC. The desire is to fill the position with a resident of North Richmond; therefore, the job announcement will be distributed locally to gather interest. CHDC will provide a job application to those interested.

The service specifications for this position are included in the comprehensive contract mentioned under Strategy 4. The BOS Coordinator will assist the Community Services Coordinator with illegal dumping referrals and 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**

Fund the establishment of a public outreach campaign directed at reducing illegal dumping and blight in North Richmond. Elements of the public outreach campaign may include, but are not limited to: billboards in the community; public service announcements; and printed education & outreach materials such as brochures, periodic community newsletters, press releases/advertisements in the Contra Costa Times and other West County publications.

**Progress-to-date:**

Committee staff, along with staff from Supervisor's John Gioia's office and CHDC (group) have worked together to begin researching and brainstorming possible components of a public outreach campaign. A community meeting was held at the Shields-Reid Community Center in North Richmond in August 2006 to solicit input from community members. Attendees raised concerns regarding illegal dumping in addition to sharing ideas relating to message creation and dissemination. Staff will make every attempt to incorporate ideas expressed in that meeting into the various campaign components. Attendees felt that implementation of the public outreach campaign should follow implementation of key enforcement strategies (e.g. dedicated law enforcement officer & prosecutors handling illegal dumping cases). Additionally, attendees expressed preference that message(s) used in initial public outreach materials emphasize enforcement/prosecution.

City/County staff has not finalized the implementation strategy for the campaign. However, one activity related to the campaign is a newsletter, to be drafted by the Community Services Coordinator, to provide the community with updates related to the implementation of the strategies in the Expenditure Plan and other information related to

illegal dumping/blight in the community. The newsletter would be distributed in first quarter of 2007 and would also be translated into Spanish by the Bilingual Outreach Services Coordinator.

---

## **ABATEMENT & ENFORCEMENT**

---

### **Strategy 7 - City/County Pick-up from Right-of-Way \$146,000**

Fund consolidated pick-up program for illegal dumping in the public right-of-way located within the Mitigation Fee Primary Funding Area using the City of Richmond Public Works staff. The consolidation is expected to create a stable level of service, minimize delays and maximize efficiencies. City would pick-up items from public right-of-way located outside of the RSS Hot Spot Route as well as items not suitable for collection in the compactor truck used to service the RSS Hot Spot Route (Hot Spot Route referrals would be provided to the City by the Community Services Coordinator) two days per week.

#### **Progress-to-date:**

Committee staff is working closely with City and County Public Works staff. A meeting was held on November 29, 2006, to provide a forum for City and County staff to share important information regarding County illegal dumping pick-up procedures and to raise and answer questions. City Public Works crew now have a better understanding of the illegal dumping situation in the unincorporated area and are meeting internally to discuss next steps and the feasibility and logistics of providing pick-up two days per week for the funding amount provided. In the event that the City Public Works department determines that full implementation of the strategy is not feasible, Committee staff may have to come back to the Committee to change frequency and/or increase funding allocation. A memorandum of understanding between the City and County Public Works Departments will be developed to outline the roles and responsibilities of each entity.

### **Strategy 8 - Vacant Lot Clean-up \$40,000**

Fund clean-up of illegal dumping on vacant lots within the Mitigation Fee Primary Funding Area where existing code enforcement processes prove to be inadequate.

#### **Progress-to-date:**

The logistics of implementing this strategy will be determined once the new code enforcement officer position is filled (see Strategy 10). One of the responsibilities of this officer will be to determine when vacant lot clean-ups are needed.

### **Strategy 9 - Vacant Lot Fencing \$90,000**

Fund fencing of vacant lots where chronic dumping occurs within the Mitigation Fee Primary Funding Area when existing fencing ordinance provisions prove to be inadequate.

**Progress-to-date:**

Staff is waiting until the new code enforcement officer position is filled (see Strategy 10) before moving forward with this strategy because one of the responsibilities of this officer will be to determine when vacant lot fencing is needed.

**Strategy 10 - Code Enforcement Staff** **\$129,097**

Fund additional full-time County code enforcement position for calendar year 2007, to assist with vacant lot abatements and fencing as well as other health/building/zoning violations related to illegal dumping throughout the Mitigation Funding Area.

**Progress-to-date:**

Vincent Caballero currently works for the County as a Building Inspector with code enforcement responsibilities in North Richmond and other unincorporated areas. Mr. Caballero will be reassigned to this new dedicated North Richmond Code Enforcement position on January 1, 2007.

Mr. Caballero is already familiar with process/procedures for handling potential zoning and building violations in the North Richmond unincorporated area but has not handled many violations involving accumulation of household garbage on private property which have historically been handled by the County's environmental health technicians. County staff is exploring feasibility of Mr. Caballero handling these types of violations. Committee staff will schedule meetings between appropriate County code enforcement staff/supervisor and the City's code enforcement supervisor to discuss details about coordinating efforts in the incorporated portion of Primary Funding Area.

**Strategy 11 - Graffiti Abatement** **\$58,240**

Fund City consolidated graffiti abatement program for graffiti visible from the public right-of-way located within the Mitigation Fee Primary Funding Area two days per week. This strategy is intended to supplement not replace existing local ordinance requirements (e.g. property owner or parent responsible for clean-up).

**Progress-to-date:**

A meeting between Committee staff and the City and County graffiti abatement staff will be held in January 2007 to discuss how both the City and County's current system works, procedure for dealing with private property owners, connection with code enforcement, and the City's capacity to take extra calls from the unincorporated area. Once the logistics are determined, staff will prepare a timeline for implementing this strategy. It may be included in an MOU between the City and County for graffiti and illegal dumping abatement (see Strategy 7).

**Strategy 12 - Illegal Dumping Investigator/Officer** **\$137,000**

Fund new full-time illegal dumping investigator/officer to work within the Mitigation Fee Primary Funding Area to conduct illegal dumping surveillance and investigations; build & file cases specific to instances of commercial dumping, which are suitable for prosecution; and conduct targeted sting operations to catch illegal dumpers (law enforcement strike-team(s) may also be available to conduct sting operations).

**Progress-to-date:**

This new full-time position will be a per diem Deputy employed by the County Sheriff's Office. It is anticipated that the new investigator position will be filled initially by a retired Deputy sometime in the first quarter 2007. The investigator/officer will work closely with the dedicated Prosecutor (Strategy 16) and the Code Enforcement Officer (Strategy 10) on illegal dumping cases. He/she will also help committee staff create responsibilities for and to determine the most effective way to utilize the nighttime patrols (see Strategy 13). Additionally, this investigator/officer will provide committee staff with suggestions and advice related to surveillance cameras (Strategy 14) and a reward system (Strategy 15).

**Strategy 13 - Increase Nighttime Patrols** **\$58,240**

Fund increased nighttime patrols within the Mitigation Fee Primary Funding Area to target specific locations/timeframes where illegal dumping occurs most regularly. Nighttime patrols to be provided by private security firm as a means of supplementing existing patrols by local law enforcement.

**Progress-to-date:**

The nighttime patrol is intended to complement the responsibilities of the new Investigator/Officer (Strategy 12) and the surveillance camera program (Strategy 14). Staff is postponing the implementation of this strategy pending the hire of the new Investigator/Officer (for reasons discussed in Strategy 12). Additionally, staff will coordinate details of nighttime patrols in the incorporated areas with the Richmond Police Department as needed.

**Strategy 14 - Surveillance Cameras** **\$118,418**

Fund surveillance camera program within the Mitigation Fee Primary Funding Area to target specific locations where illegal dumping occurs most regularly. The following would be considered prior to selecting the type of surveillance cameras to be purchased:

- outcome of City's surveillance camera system(s) Request for Proposal (RFP)
- utilize CARB's surveillance camera system on a trial basis to test a high-quality surveillance system and determine whether such a system would be effective to aid in prosecuting actual instances of illegal dumping in the North Richmond area
- potential of low quality surveillance camera systems to act as deterrent

**Progress-to-date:**

Committee staff is awaiting the outcome of the City's surveillance camera system RFP before pursuing implementation of this strategy. The City released a RFP for Closed Circuit Television (CCTV) and held a bidder's conference in November 17, 2006. Proposals are due on January 8, 2007. Phase 1 of the project will provide for 25 cameras throughout Richmond with a focus on aiding in crime and illegal dumping prevention. At this time, an unknown percentage of the 25 cameras during Phase 1 will be placed in North Richmond.

**Strategy 15 - Reward System**

**\$30,000**

Fund system to provide monetary rewards between \$250-\$1,000 to individuals that provide information leading to the successful prosecution of illegal dumping cases. Rewards would be used for cases that do not fall within the reward provisions of local and state laws.

**Progress-to-date:**

Committee staff has not yet pursued the implementation of this strategy. Staff believes that implementing an effective reward system depends on having other strategies in place such as the new Investigator/Officer (Strategy 12) and Prosecutor (Strategy 16). Committee staff will solicit suggestions and advice regarding a potential reward system from the above-mentioned Investigator/Officer and Prosecutor. This strategy will be developed concurrently with the other strategies.

**Strategy 16 - Illegal Dumping Prosecutor**

**\$93,000**

Fund one-quarter of new full-time community prosecutor position that would handle cases filed by City/County law enforcement officers related to illegal dumping within the Mitigation Fee Primary Funding Area (with special emphasis on instances of commercial dumping). City has budgeted to fund a community prosecutor which could dedicate approximately 10 hours per week to work on cases within the Mitigation Fee Primary Funding Area.

**Progress-to-date:**

The new Richmond Community Prosecutor position is expected to be filled in the first quarter of 2007. The District Attorney's office has indicated that they plan on filling this new position with one of their experienced attorneys.

---

**COMMUNITY INVESTMENT**

---

**Strategy 17 – Beautification**

**A. Neighborhood Landscaping Projects**

**\$12,000**

Fund landscaping projects within the Mitigation Fee Primary Funding Area, specific projects would be selected after taking the following into consideration:

- community input regarding needs/priorities
- beautification projects that do not have existing funding sources

- regular pruning to maintain any vegetation that is compromising visibility in locations used for illegal dumping
- new community gardens (recruit community and/or school group to start project) on sites subject to dumping

**Progress-to-date:**

As part of its contract with the City, the Community Housing Development Corporation received funding to manage neighborhood landscaping projects but cannot expend funds without first obtaining written approval from City/County staff. Neighborhood landscaping projects are to be selected based on community input pursuant to the requirements in the Expenditure Plan. 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).

**B. Servicing Additional Street Cans **\$1,136****

Fund collection services for three new street cans within the Mitigation Fee Primary Funding Area (cans to be purchased with grant obtained by CHDC/Keep North Richmond Beautiful).

**Progress-to-date:**

Once the new street cans are purchased by CHDC and locations have been agreed upon, committee staff will contact Richmond Sanitary Service to establish new account for weekly service for the three cans.

**Strategy 18 - Community Involvement**

**A. Stipends **\$40,000****

Fund stipends to West Contra Costa Unified School District students and Youth Build members for illegal dumping abatement and beautification programs within the Mitigation Fee Primary Funding Area

**Progress-to-date:**

The Community Housing Development Corporation shall manage Stipend Programs and related activities conducted by West Contra Costa Unified School District (WCCUSD) Transition Program Students and YouthBuild Participants. Specific details regarding the roles and responsibilities are included in the comprehensive contract mentioned in Strategy 4.

Three to five WCCUSD Transition Program students and up to 13 YouthBuild participants will perform various tasks related to trash mitigation and beautification in the Funding Area, such as trash removal/delitering and assisting with the community garden and recycling at Verde Elementary School.



**B. Mentorship Program**

**\$31,862**

Design/identify and fund mentoring program(s) within the Mitigation Fee Primary Funding Area after taking the following into consideration:

- community input regarding needs/priorities
- existing programs in the North Richmond area that incorporate mentoring opportunities
- potential opportunities to customize new or existing mentoring programs to specifically aid in efforts to combat illegal dumping and blight

**Progress-to-date:**

Committee staff is waiting to implement this strategy until community input regarding needs and priorities are received. Staff will meet internally to discuss the plan for soliciting community input for this strategy, as well as other strategies, during the first quarter of 2007.

**C. Shields Reid Playground Equipment**

**\$125,000**

Fund purchase and installation of new playground equipment for Shields Reid Park

**Progress-to-date:**

Numerous meetings with Committee staff, CHDC, Richmond Parks Department and the Shields-Reid Community Center Coordinator have been held to discuss the vision for the park. Playground equipment has been selected and a decision to use rubberized surfacing instead of bark chips was made. City staff will prepare a draft RFP for playground and rubberized surfacing purchase and installation by January 2007. The goal is to have the RFP out no later than February 1, 2007. CHDC received a KaBOOM grant for \$3,000 to go toward the purchase and installation of the new equipment and the program will provide volunteers and assistance for the installation. The anticipated date for the new playground equipment to be installed is June 30, 2007 (KaBOOM grant funding not available if equipment installed after June 30, 2007).

**D. Shields Reid Soccer Field Lighting**

**\$15,000**

Fund purchase and installation of new light fixtures as well as restoration of existing light fixtures for Shields Reid Park

**Progress-to-date:**

Committee staff has gathered information about the feasibility of implementing this strategy and was told by the City's electrician that \$15,000 is not enough money to purchase new lighting for the Soccer Field, restore any existing light fixtures and conduct the preparation work required. His recommendation was to plan the lighting installation and restoration in phases after staff, with the help of community members, decides on location and lighting specifications. Unless modified, City policy regarding park curfew states that parks are open from dawn to dusk and therefore any lighting that is proposed for the Soccer Field would not be used for after-dark soccer games. Instead, lighting would be utilized be safety along paths, etc.

**E. Third Street Ballfield Sod Repairs \$25,000**

Fund repair and replacement of damaged portions of sod on the Third Street Ballfield

**Progress-to-date:**

Committee staff has gathered information about the status of the field from City Parks Department staff and the resources required to replace the damaged sod and to maintain the lawn. Parks staff stated that the damaged sod would need to be replaced initially and then fertilized and watered on a consistent schedule in order to keep the grass green. Committee staff will explore potential assistance that could be provided through YouthBuild and gather additional information from the Parks Department regarding implementation.

**F. Third Street Ballfield Irrigation \$50,000**

Fund irrigation system for the Third Street Ballfield

**Progress-to-date:**

Information about the status of the irrigation system was obtained from City Parks Department staff. Parks staff stated that there is an irrigation system in place but the sprinkler heads are non-functional due to vandalism/theft. Committee staff will gather additional information from the Parks Department regarding implementation.

D:\Illegal Dumping\BMPC Mitigation Fee Committee\Mitigation Fee Implementation Update - DD Comments.doc