



CITY OF
HAYWARD
HEART OF THE BAY

**Community Preservation
and Improvement Ordinance**

October 15, 2013

Maintenance Services Department
Matt McGrath, Director of Maintenance Services



**Keep Our Community
Safe, Clean, and Green**

**Reducing
Illegal Dumping**

Under the Broken Window Theory...

A disordered environment – one which is not maintained (broken windows, graffiti, excessive litter) – sends a signal that the area is not monitored and that anyone can engage in criminal behavior with little risk of detection.



Keep Our Community Safe, Clean, and Green

Reducing Illegal Dumping

- Helps to make a Safe, Clean, and Green Community
- Helps to makes Hayward an inviting place for residents and guests
- Helps to maintain Hayward Property Values
- Helps to redirect City Staff Resources



What does Illegal Dumping look like?



What does Illegal Dumping look like?



Illegal Dumping in the public right-of-way is unsafe, unhealthy, and reduces property values.



Cleaning Up the City

Volunteers and City Staff work together



**Keep Our Community
Safe, Clean, and Green**

**By Reducing
Illegal Dumping**

Significance of Ordinance Section 5-7.25:

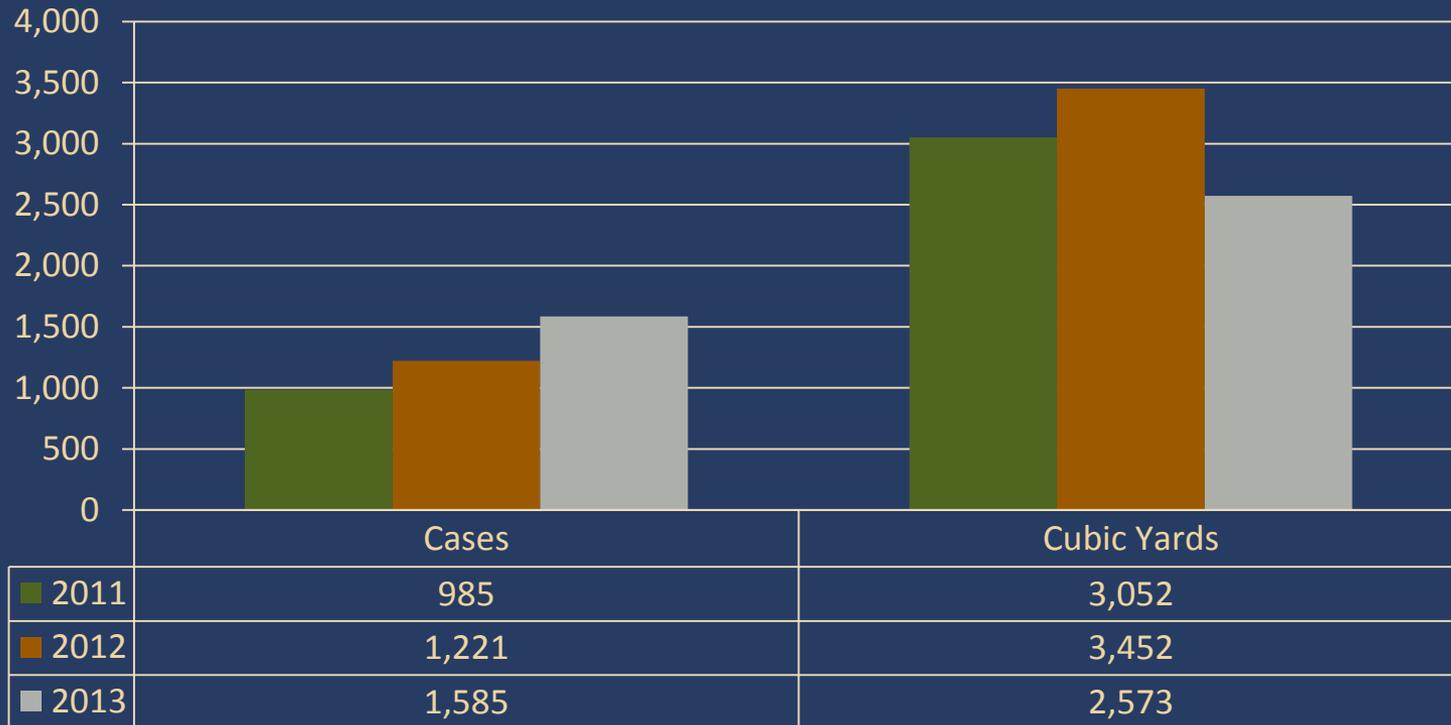
- Provides staff with necessary tools to actively partner with the community to reduce illegal dumping.
- Provides ability to hold perpetrators of the illegal dumping responsible and accountable for their actions; not to charge innocent parties who are victims of illegal dumping.



Keep Our Community Safe, Clean, and Green

By Reducing Illegal Dumping

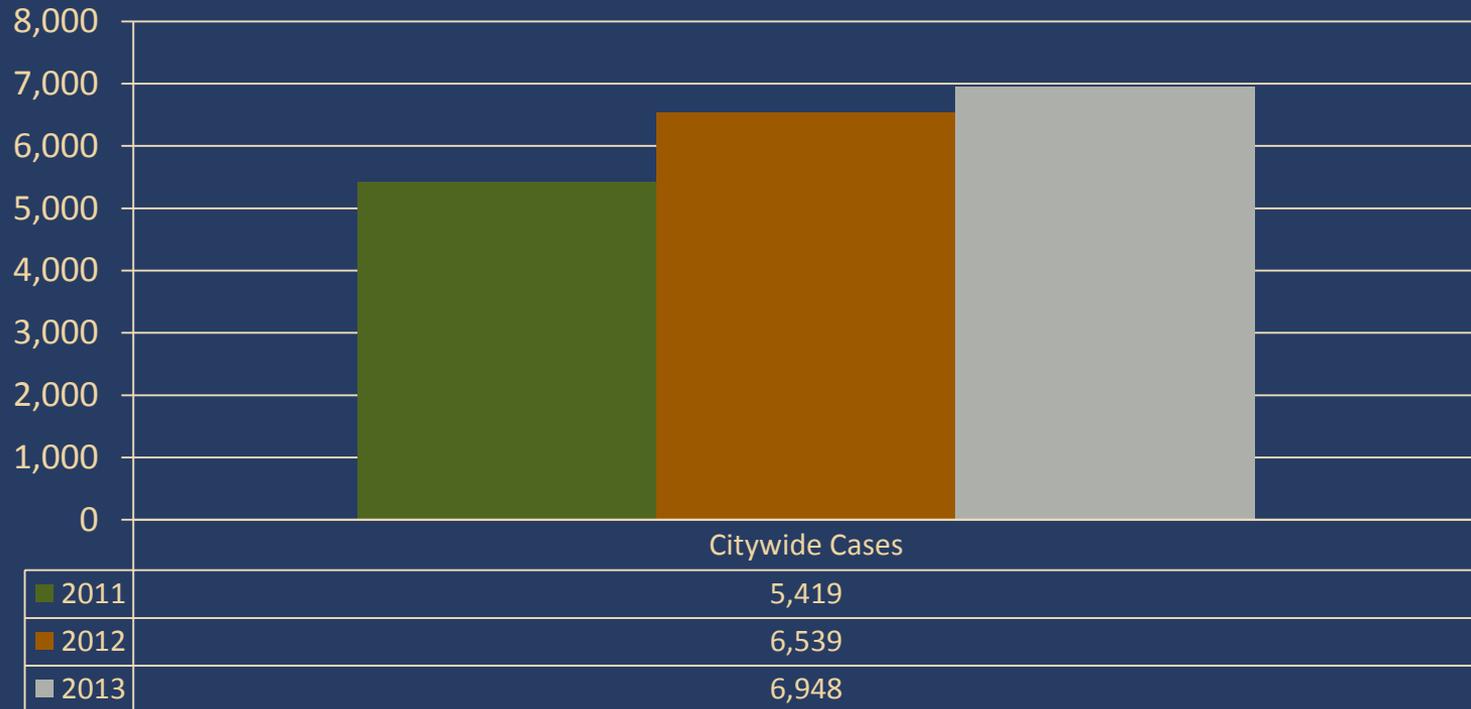
Illegal Dumping
Nine Month Comparison Period



Keep Our Community Safe, Clean, and Green

By Reducing Illegal Dumping

Citywide CRM Requests
Nine Month Comparison Period



Illegal Dumping: In the last nine months, we've seen a **25%** reduction in cubic yards picked up, versus same period last year.

By Dump Site

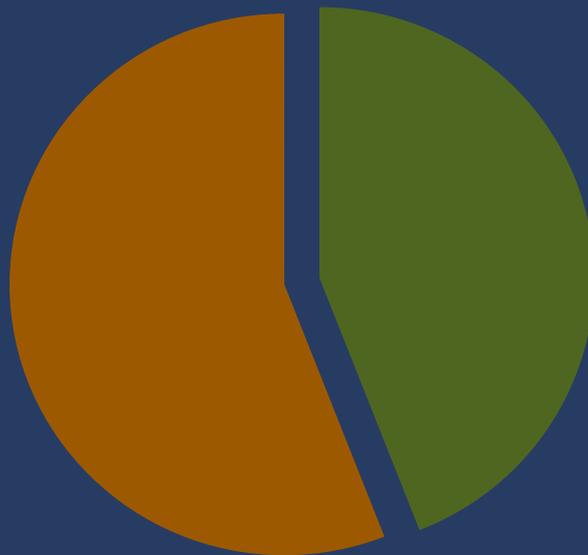
Pile by Pile
we're helping
to bring back
the clean and
green.



Keep Our Community Safe, Clean, and Green

Noticing Illegal Dumping

59 Notices Issued



- Courtesy Notices Issued
- Notices to Abate Issued



**Keep Our Community
Safe, Clean, and Green**

**Results of
Noticing**

91% of Notified Properties Cooperated

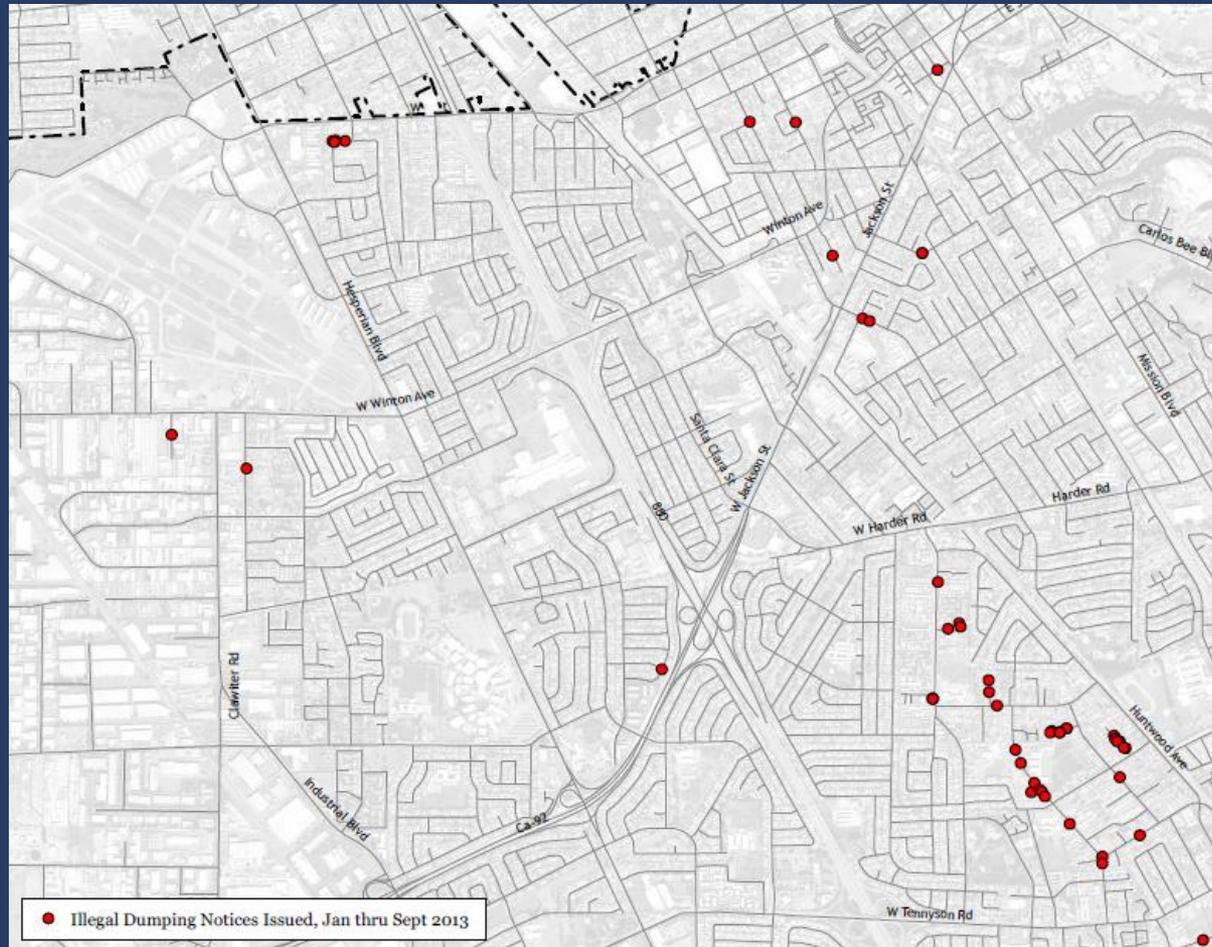


- Complied with Notice
- Did Not Comply, and were billed



Keep Our Community Safe, Clean, and Green

Locations of Notices



Keep Our Community Safe, Clean, and Green

Free Self Haul Coupons

FREE DISPOSAL OF TWO CUBIC YARDS OF TRASH or TWO CUBIC YARDS OF YARD TRIMMINGS FOR CITY OF HAYWARD RESIDENTS

Valid only at the
Davis Street Transfer Station
2615 Davis St., San Leandro, CA 94577

Open Monday – Friday: 7am – 5pm
Saturday: 8am – 4pm; Closed Sundays

**COUPON MAY NOT BE DUPLICATED
DUPLICATES WILL NOT BE ACCEPTED**

COUPON ISSUED TO:

CUSTOMER NAME _____
ACCOUNT NUMBER _____
ADDRESS _____

To be valid, coupon must contain original signature of WMAC staff, date issued, and coupon number assigned by WMAC staff.

SIGNATURE _____
DATE ISSUED _____
COUPON NUMBER _____

.....

WM
WASTE MANAGEMENT

*See Reverse for Conditions.
This coupon expires
90 calendar days after
it has been mailed.*

Requirements to use Coupon

1. This coupon may be redeemed for disposal of only two cubic-yards of non-hazardous trash or two cubic-yards of yard trimmings. Yard trimmings must be acceptable for recycling due to the county-wide ban on yard trimmings sent to landfill. For example, yard trimmings may include brush, tree trimmings and unpainted and untreated wood. Please call the phone number listed on the reverse for questions about acceptable materials. Residents are responsible for any additional charges due to any quantities in excess of the amounts specified.
2. This coupon may only be used by the customer whose name is listed on the reverse side of this coupon.
3. This coupon is required and must be submitted to the scale house attendant to receive free disposal of two cubic-yards of trash, and must be shown to the scale house attendant.
4. Proof of Hayward residency is also required.
5. The following items will incur additional charges: Trash in excess of two cubic yards, appliances, tires, televisions, computer monitors, and other special waste items. No hazardous waste of any kind will be accepted.
6. Consider donating unwanted items to local charities. Recycle items as much as possible.
7. **No hazardous waste of any kind will be accepted.**

Hours: Monday – Friday: 7am – 5pm
Saturday – 8am – 4pm
Closed on Sundays

FOR QUESTIONS CALL:
Waste Management at (510) 537-5500

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HEART OF THE BAY



**Keep Our Community
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Illegal Dumping**

We're seeing success!

- Large dump sites are less frequent.
- Property owners are working with and communicating with City staff.
- Other options are being utilized.



Discussion and Questions

