


The seal of the City of Santa Clara, California, featuring a mission building, the year 1852, and the text "CITY OF SANTA CLARA CALIFORNIA" and "THE MISSION CITY".

# Cleanup Campaign Alternatives and Community Survey Results

City Council Meeting  
April 18, 2023  
Item: No. 2 – 23-1171

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The City of Santa Clara logo, featuring the seal and the text "City of Santa Clara" and "The Center of What's Possible".

## Agenda

- Background
- Current Cleanup Campaign
- Bulky Waste Collection Programs in Other Cities
- Community Engagement and Survey Results
- Conclusions

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## Background

- Solid waste services - 47,000 households (23,561 accts.)
- Cleanup Campaign (CUC) conducted since 1961
  - Approximately 5,000 – 6,000 tons collected annually
- 33,000 households participate in CUC
- 14,000 households do not participate in CUC
  - Inadequate space for set-outs and collection
  - Do not pay monthly \$6.28 charge

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## Background

- May 25, 2021 – City Council directed staff to:
  - Hire a consultant
  - Identify alternatives to current CUC format
  - Conduct a customer survey
  - Report results to Council
- R3 Consulting Group (R3) hired to:
  - Analyze programs used by other cities
  - Estimate cost of potential alternatives
  - Identify advantages/disadvantage of alternatives
  - Conduct a customer survey

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## Current Cleanup Campaign

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### Current CUC

- One Month Program
- City divided into 4 collection areas
- Debris placed on street (unlimited amount)
  - C&D debris required to be contained in a bulk bag
  - \$25/cy charge assessed for C&D setouts over 1 cy
- Collection performed by:
  - DPW Staff & As Needed resources
  - Trucking Companies
  - County Services for HHW
  - MTWS appliance/tire/yardwaste/recyclables pick up
- Cost - \$2.5 million funded by \$6.28/mo. rate



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## Current CUC

- Other communities providing similar service
  - Campbell, Citrus Heights, Inglewood, and Central Contra Costa County SWMA
- Advantages:
  - Access to transportation not necessary
  - Lowest outreach efforts required
  - High program satisfaction rate
  - Less illegal dumping
  - Lower cost alternative
- Disadvantages:
  - Others outside the City dumping
  - Material in street
  - DPW staff reprioritized for the month
  - One event per year



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## Bulky Waste Collection Programs Used in Other Cities

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## On-Call Collection

- Scheduled collection by appointment
- Convenient for customers to schedule when they need service (~ 2-3 weeks)
- Flexibility on options
  - Bulky items only / debris bags / combination
  - Limited or unlimited number of appointments
- MTWS Current Program
  - \$148.51 per pickup paid by customer
  - 145 customers have utilized service over last 2 yrs
  - Only 5 of 106 HOAs have authorized this service



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## On-Call Collection

- Communities providing on-call collection service:
  - San Jose, Mountain View, Palo Alto, Milpitas, Los Altos, Oakland, San Francisco, Vallejo, Fairfield, San Rafael and joint power authorities in San Mateo and Contra Costa counties
- Cost Estimate (one collection per year):
  - \$10.00 - \$11.20 per month at 80-90% participation rate
  - \$5.00 - \$ 5.60 per month at 40-45% participation rate
- Advantages:
  - Access to transportation not necessary
  - Available all year
  - Less dumping from non-residents
  - Lower impact to DPW staffing
- Disadvantages:
  - HOA permission needed
  - Potential for higher costs

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## Drop-Off

- Residents drop off material at a waste facility at no cost
  - Amount of material is limited
  - Residency verified
- City currently offers 2 disposal days at the Mission Trail Transfer Station per year
  - No added charge for drop off
  - Limited to 7 cy of material
  - 206 residents per event on average
  - New agreement or amend current agreement to expand service



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## Drop-Off

- Communities providing drop-off service:
  - Oakland, Fairfield, Vallejo
- Cost Estimate (one drop off per year):
  - \$1.50 - \$2.45 per month at 40% - 45% participation
  - \$3.00 - \$4.90 per month at 80% - 90% participation
- Advantages:
  - Program accessible to all residents, including higher density multi-family dwellings
  - Available throughout the year
  - Less illegal dumping
  - Low impact to DPW staffing
  - Lowest cost
- Disadvantages:
  - Residents need access to transportation
  - Additional effort to outreach customers to participate

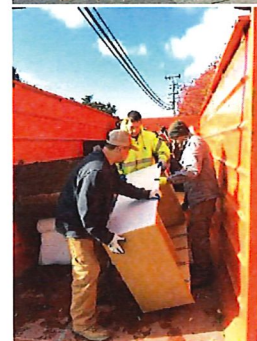
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## Debris Box Events

- Debris boxes placed in neighborhoods or at a single designated location
- Customers transport and unload their materials
- Events are labor-intensive to plan, set-up and require substantial public outreach
- Number of events per year can vary, but service would not be provided to entire community annually (more frequent events = higher costs)
- Neighboring cities have moved towards on-call collection and away from debris box events
- May require outside resources to establish a program



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## Debris Box Events

- Communities conducting limited Debris Box Events:
  - Milpitas, San Jose, San Francisco, San Rafael, Berkeley
- Cost Estimate:
  - \$3.50 - \$3.90 per month if neighborhood provided an event once in five years
  - \$17.30 - \$19.50 per month if provided annually to each neighborhood
- Advantages:
  - Program accessible to all residents, including high density multi-family
  - Less illegal dumping
- Disadvantages:
  - Residents need access to transportation
  - Limited availability
  - Highest staffing level requirements, impact to DPW staffing, and cost

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## Program Comparison

Characteristics	On-call collection (1)	Drop-off (1)	Annual debris box	CUC (current)
Transportation limitations	No	Yes	Yes	No
Easily available to high-density dwelling residents	No	Yes	Yes	No
Discourages dumping from Non-residents	Yes	Yes	Yes	No
Available year-round	Yes	Yes	No	No
Commonly used in other jurisdictions	Yes	Yes	No	No
Monthly cost at 80-90% participation	\$10.00 - \$11.20	\$3.00 - \$4.90	\$17.30 - \$19.50	\$6.28
Outreach needed	Medium	Low	High	Low
Impacts on current DPW staffing	Low	Low	High	High

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## Community Engagement and Survey Results

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## Community Engagement

- Three community meetings held
  - April 20, 2022 (2 meetings) and April 25, 2022 (1 meeting)
  - Approximately 65 residents attended the three meetings
- Demonstrated strong support for the CUC
  - Participants voiced concerns about changes to the program
  - Participants gave positive feedback on scavenging
    - Like having items scavenged from their pile and enjoy scavenging
    - Complaints about scavenging during CUC
- Feedback from meetings informed survey development
  - Survey question included to gauge community's feelings on scavenging

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## Customer Survey

- Topics
  - Familiarity with current CUC
  - Program usage and satisfaction
  - Preference for alternatives
  - Participation in Citywide Garage Sales, Environmental Days and County HHW Program
- Mailed to all 23,561 residential accounts
  - 5,169 completed surveys received (21.9% response rate)
  - Higher than anticipated response rate (10%)

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## Survey Findings

- Use of CUC program to dispose of the following items:
  - 90% Small items
  - 78% Bulky items
  - 60% Yard trimmings
  - 34% C&D waste
- Participation rates in other City sponsored disposal events
  - 12% Twice-a-year Citywide Garage Sale
  - 19% Recology Environmental Days (2 per year)
  - 60% Santa Clara County Household Hazardous Waste Program

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## Survey Preferences

Residents that currently participate in the CUC ranked the four collection program options for bulky items as follows:

1. Participate in a City-organized pre-scheduled collection at my property (**current CUC format**)
2. Schedule an **on-call collection** at my property throughout the year when needed
3. Schedule an appointment for **drop-off** at City-designated location when needed
4. Participate in a pre-scheduled **debris box** drop-off event at City-designated location

\*\* Residents that don't participate in CUC preferred #2

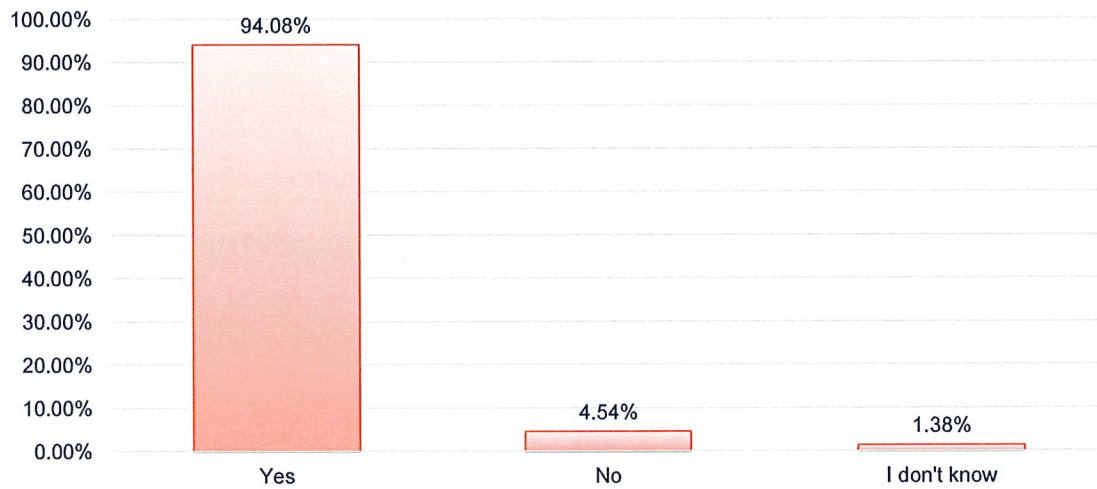
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## Survey Results

Are you aware the City of Santa Clara has a CUC program?



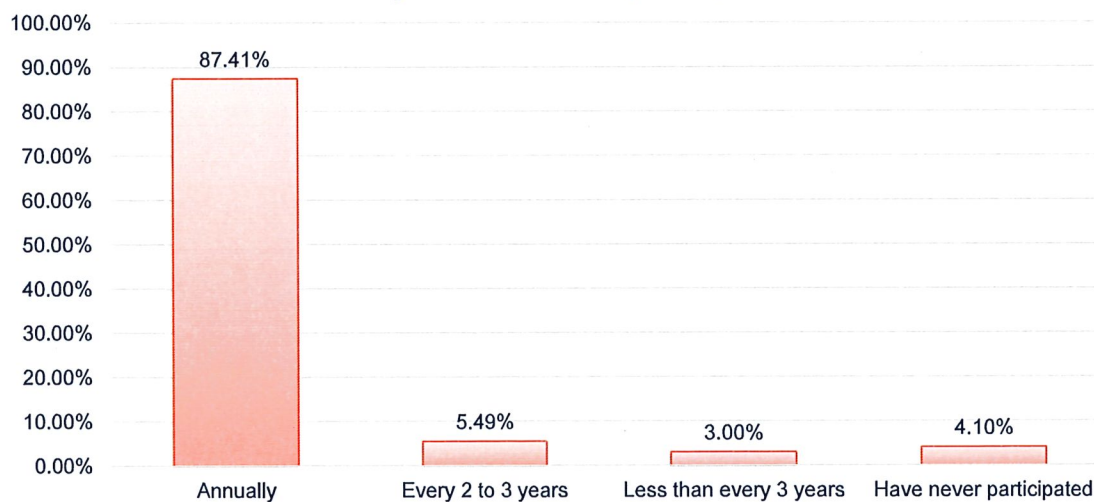
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## Survey Results

How often does your household participate in the CUC?



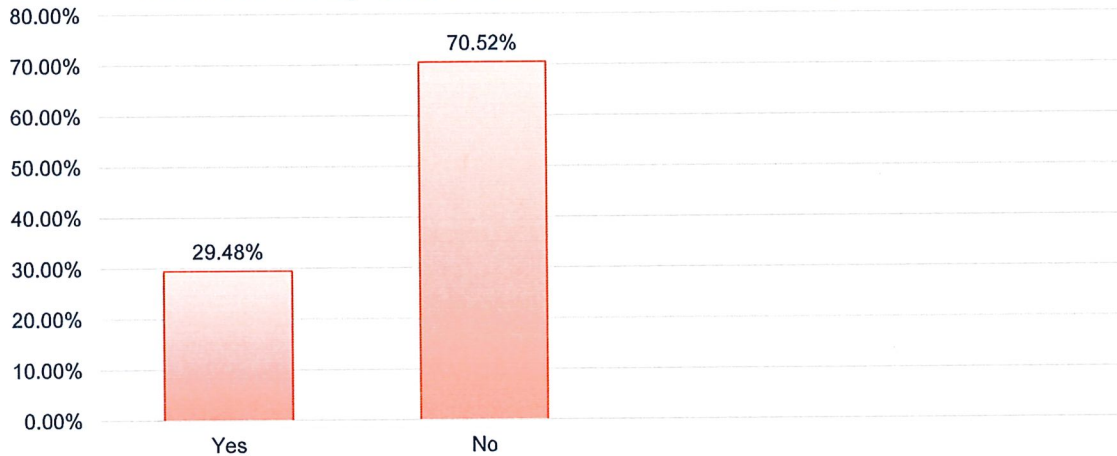
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## Survey Results

During the CUC program, do you salvage materials that have been set out by other residents to be reused in your home?



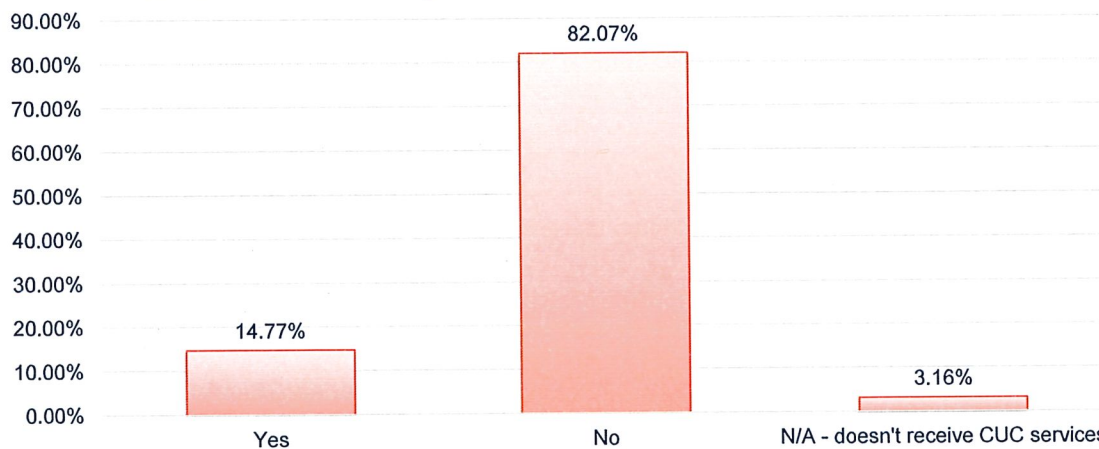
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## Survey Results

If your household participates in the CUC program, do you mind if others salvage items that are set out for collection?



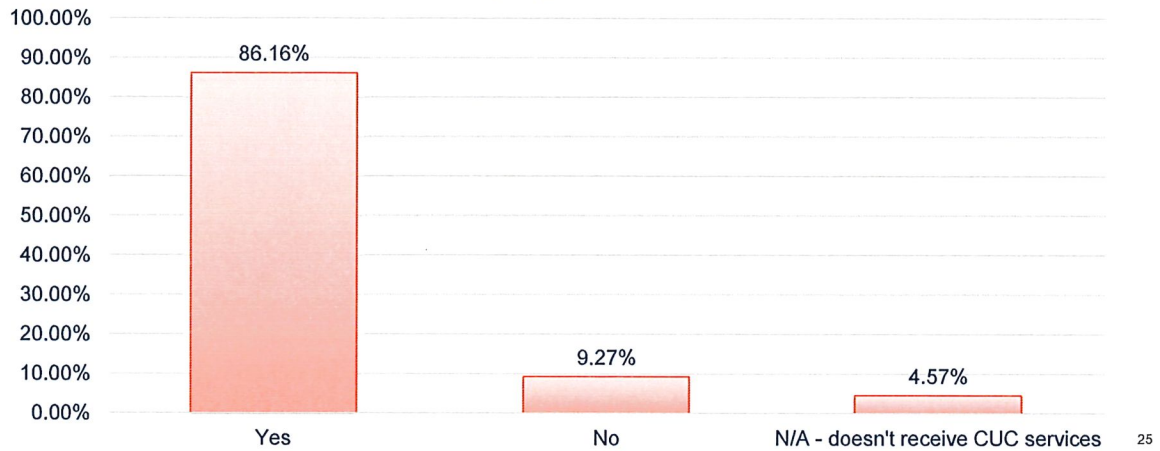
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## Survey Results

Are you satisfied with the current format of the CUC program?



## Conclusions



## Conclusions

- Current Hybrid approach is optimal and desired by residents
  - Includes pick-up (CUC/on call collection) and drop-off options
  - Increased promotion of existing programs to expand use
    - MTWS on-call collection program
    - Disposal Days at MTTTS (no additional charge)
    - Recology Environmental Days
    - Citywide Garage Sales
- City could add more disposal days at MTTTS
  - Additional cost incorporated into customer rates
  - Council would need to direct staff to negotiate and approve a separate agreement or amendment with MTWS

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