
IMPLEMENTATION UPDATE
2006/2007 North Richmond Waste & Recovery
Mitigation Fee Expenditure Plan
- March 2007 -

The funding allocation amounts shown below are for the two-year Expenditure Plan period unless otherwise identified (e.g. calendar year 2007). Where possible, timelines for initiating activities/programs have been identified.

PREVENTION & EDUCATION

Strategy 1 - Bulky Clean-ups **\$32,800**

Committee Staff from the City and County (Staff) met with Richmond Sanitary Service (RSS), to discuss the feasibility and logistics of implementing this program. Staff has determined that the Bulky Clean-ups need to be used in conjunction with allocation of the Disposal Vouchers (Strategy 3) eliminating the need for residents to pay for disposal as described in the Approved Expenditure Plan (Plan). RSS anticipates this change will also eliminate potential problems this strategy may have caused related to their billing system. Staff has also met with Community Housing Development Corporation (CHDC) staff to identify opportunities for the Community Services Coordinator (Strategy 4) to assist with implementing this strategy. The Community Services Coordinator (CSC) will serve as the community's primary point of contact for this program. The CSC will handle requests for Bulky Clean-ups on an appointment basis following prescribed procedures and provide Staff with documentation on monthly basis. The CSC's office is located at 1535-A Third Street in North Richmond, making it convenient for residents.

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 photo ID and a recent utility or phone bill to prove they reside in the Mitigation Area. Additionally, resident will be required to have active residential account with RSS to qualify. Bulky Clean-ups will be limited to one per household per year and will be available on a first come first served basis.

Staff has developed draft procedures, applications and guidelines for this program based on the discussions with CHDC and RSS. Staff has a couple of remaining logistical details to work through, including publicity and tracking usage. This program is expected to be in place sometime in April or May 2007.

Strategy 2 - Neighborhood Clean-ups **\$18,000**

Staff met with the City's Community Services Liaison in charge of neighborhood clean-ups, staff from Supervisor Gioia's Office and CHDC to discuss lessons learned from a City of Richmond sponsored neighborhood clean-up that took place in North Richmond in September. A subsequent meeting was held between Staff, CHDC staff, City Public Works Abatement Supervisor and the City's Community Services Liaison to share ideas

and discuss options described in the Expenditure Plan. A community wide Neighborhood Clean-up date has tentatively been scheduled for May 2007. The CSC will leverage additional resources through the Keep America Beautiful Great American Clean-up Program to reduce overall cost. The Neighborhood Clean-up will be conducted on a weekday to reduce City and County staff costs. Staff is cautiously optimistic that funding remaining after the May event will be adequate to subsidize another clean-up (most likely a creek clean-up) in conjunction with CHDC.

Strategy 3 - Voucher System **\$64,000**

Staff met with RSS to discuss the feasibility and logistics of using some of the Disposal Vouchers in conjunction with the Bulky Clean-ups (see Strategy 1 for details). Staff has also met with CHDC staff to identify opportunities for the Community Services Coordinator (Strategy 4) to assist with implementing this strategy. The CSC will serve as the community's primary point of contact for this program. The CSC will distribute vouchers on an appointment basis following prescribed procedures and will provide Staff with documentation on a 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 photo ID and a recent utility or phone bill to prove they reside in the Mitigation Area. Households will be 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. Residents will use the vouchers as payment at the Transfer Station.

Staff has developed draft procedures, applications and guidelines for this program based on the discussions with CHDC and RSS. Staff has a couple of remaining logistical details to work through, including publicity and tracking usage. This program is expected to be in place sometime in April or May 2007.

Strategy 4 - Community Services Coordinator **\$69,350**

The 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. Some CSC responsibilities and reporting requirements have been expanded to complement various Expenditure Plan strategies.

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 became 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)

The CSC is currently working on the following strategies in her agreed upon capacity:

- Strategy 1 – Disburse Disposal Vouchers
- Strategy 2 – Assist with coordination the Neighborhood Clean-up
- Strategy 3 – Process requests for Bulky Clean-ups
- Strategy 6 – Create newsletter highlighting Expenditure Plan strategies and other local issues related to illegal dumping & blight
- Strategy 18 – Oversee WCCUSD students

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

CHDC developed a job description for the Bilingual Outreach Services Coordinator and revised based on input from Staff. The Bilingual Coordinator will work part-time at the CHDC office in North Richmond. The desire is to fill the position with a resident of North Richmond; therefore, the job announcement was distributed locally to gather interest.

The service specifications for this position are included in the comprehensive contract mentioned under Strategy 4. The Bilingual Coordinator 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.

CHDC has received several applications for the position and anticipates interviewing candidates within the first two weeks of March. Supervisor Gioia's representative will participate in the interview panel along with CHDC staff. CHDC hopes to fill the Coordinator position sometime in March-April 2007.

Strategy 6 - Public Outreach Campaign \$75,848

Staff collaborated with Supervisor Gioia's representative and the CSC to research and brainstorm 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. 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.

Staff has postponed development of the public outreach campaign as a result of community input. However, one activity within this strategy that is being pursued in the near-term is the production of a periodic newsletter. The newsletter, to be developed by the CSC and translated into Spanish by the Bilingual Coordinator, will provide the North Richmond community with updates related to the implementation of Expenditure Plan strategies and will provide other important information related to illegal dumping/blight in the community. The newsletter will most likely be distributed in April 2007.

ABATEMENT & ENFORCEMENT

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

Staff met with City and County Public Works staff on November 29, 2006, to share important information regarding County illegal dumping pick-up procedures. City Public Works crew now have a better understanding of the illegal dumping situation in the unincorporated area and are discussing next steps and the feasibility and logistics of providing pick-up two days per week for the funding amount provided. City Public Works Department staff has determined that full implementation of the strategy is not feasible as it is stated in the Approved Expenditure Plan. *As a result, Staff is recommending Committee approve text changes for this strategy (see Agenda Item 7).*

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

Implementation of this strategy was delayed until the new Code Enforcement Officer (Strategy 10) was assigned, because determining when vacant lot clean-ups are necessary are among the position's responsibilities. Staff met with the new Code Enforcement Officer and City Code Enforcement staff that handles vacant lot abatements in January. 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. *As a result, Staff is recommending Committee approve text changes for this strategy (see Agenda Item 7).*

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

Implementation of this strategy was delayed until the new Code Enforcement Officer (Strategy 10) was assigned, because determining when vacant lot fencing is necessary is among the position's responsibilities. Staff met with the new Code Enforcement Officer and City Code Enforcement staff that handles vacant lot fencing in January. City Code Enforcement staff stressed the need for a dedicated account to serve as "seed money" to hire third party contractors to install fencing on designated vacant lots, similar to the process used by the County. *As a result, Staff is recommending Committee approve text changes for this strategy (see Agenda Item 7).*

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

The new dedicated Code Enforcement staff position was filled effective February 1, 2007. Vincent Caballero has been assigned to this position to work solely on code enforcement in the Mitigation Area. He is a full-time County Building Inspector that previously had code enforcement responsibilities not only for North Richmond, but other unincorporated areas. His previous experience is valuable because he is already familiar with process/procedures for handling a variety of code violations in the North Richmond area. He has only handled a limited number of violations involving accumulation of household garbage on private property, because they have historically been handled by the County's Environmental Health staff. County staff expects that Mr. Caballero will be handling more of these types of violations in the Mitigation Area.

Staff has met with Mr. Caballero and the City's code enforcement supervisor to discuss details about coordinating efforts in the incorporated portion of the Mitigation Area.

Additional discussions are expected overtime to identify more opportunities for Mr. Caballero to assist with code enforcement cases in the incorporated areas.

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

Staff met with County code enforcement staff and City graffiti abatement staff in January 2007 to discuss how the current systems works, procedures for dealing with private property owners, and the City's capacity to provide graffiti abatement in the unincorporated area. City Public Works Department has determined that full implementation of the strategy is not feasible as it is stated in the Approved Expenditure Plan. *As a result, Staff is recommending Committee approve text changes for this strategy (see Agenda Item 7).*

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

Staff met with representatives from the Sheriff's Office to coordinate the implementation of this strategy. The Sheriff's Office had originally anticipated that a retired officer would fill this position in early 2007. Due to the limited pool of eligible candidates and lack of interest in the position among those eligible, the Sheriff's Office has been unable to fill this position on a per diem basis. The Sheriff's Office has indicated that funding a full-time officer will provide for more effective and expeditious implementation of this strategy. *As a result, Staff is recommending Committee approve text changes for this strategy (see Agenda Item 7).*

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

Increased nighttime patrols are intended to complement the work of the new Investigator/Officer (Strategy 12). Staff is postponing the implementation of this strategy until the new Investigator/Officer has been assigned (for reasons discussed in Strategy 12). City and County law enforcement suggested changing Approved Expenditure Plan language for this strategy to provide flexibility to use funds to pay local law enforcement to conduct nighttime patrols in addition to/instead of a private security firm. *As a result, Staff is recommending Committee approve text changes for this strategy (see Agenda Item 7).*

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

Staff has not selected the type(s) of cameras to be purchased pending the outcome of the City of Richmond's Request for Proposal (RFP) process, as specified in the Expenditure Plan. The City released an RFP for Closed Circuit Television (CCTV) camera systems and held a bidder's conference on November 17, 2006. Proposals were due on January 8, 2007 and selected vendors presented their proposals on February 7, 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. Cameras placed in incorporated North Richmond will be part of the City's overall network and monitoring system. Once a vendor has been selected, the allocated funding will be used to expand the system into the unincorporated area. The City's selection process is expected to be completed in the Spring with cameras deployed by Fall 2007.

Due to this timeframe, staff has determined that the best use of currently allocated funds would be to purchase several stand alone cameras as an initial pilot project in the Mitigation Funding Area. Funding would not only be used to purchase, install, repair, maintain and move cameras and associated mounting kit/accessories but also additional deterrent mechanisms, such as “dummy cameras” and signage notifying residents of camera surveillance. Additional discussions with City and County law enforcement agencies will determine what entity(ies) will be responsible for viewing camera images. Staff has initiated this process by tentatively scheduling a free trial to test a stand alone camera in early April.

Strategy 15 - Reward System **\$30,000**

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). 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 initial discussions, Staff has determined the need for more flexibility in the types of cases and information included in the reward system provisions. *As a result, Staff is recommending Committee approve text changes for this strategy (see Agenda Item 7).*

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 has had preliminary meetings with Staff and County and City law enforcement officers to discuss various strategies and important information needed to prosecute illegal dumping cases.

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). No projects have been currently identified and/or 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:

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

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. Three to five WCCUSD Transition Program students are currently working to perform various tasks in the Mitigation Funding Area, such as trash removal/delitering and assisting with the community garden and recycling at Verde Elementary School.

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. *As a result, Staff is recommending Committee approve text changes for this strategy (see Agenda Item 7).*

B. Mentorship Program \$31,862

Staff and Supervisor Gioia's representative have discussed 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.

C. Shields Reid Playground Equipment \$125,000

Staff has met numerous times with staff from the Richmond Parks Department and CHDC as well as the Shields-Reid Community Center Coordinator to discuss overall vision for the park. The playground structure has been selected, including several optional components. City Parks' staff has recommended strongly that funding be used to purchase rubberized surfacing instead of bark chips for the area beneath the playground equipment and, along with community members, have expressed interest in installing fencing around the playground area. City staff will prepare a draft RFP for the purchase and installation of playground equipment and rubberized surfacing and will also explore the feasibility of including the purchase and installation of fencing in the RFP. The goal is to have the RFP distributed to allow for a selection to be made in time for installation by June 30, 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 to assist with the installation. KaBOOM grant funding will not be available if equipment is installed after June 30, 2007. Due to the recommended inclusion of rubberized surfacing and fencing and initial quotes received by Parks staff, the recommended funding for this strategy proves to be inadequate. Potentially, we may not be able to implement this strategy unless a significant amount of additional funding is found. *As a result of suggestion to include rubberized surfacing and fencing, Staff is recommending Committee approve text changes for this strategy (see Agenda Item 7).*

D. Shields Reid Soccer Field Lighting **\$15,000**

Staff has been informed by the City's electrician that \$15,000 is not enough money to purchase new lighting for the Soccer Field. Furthermore, Staff has learned that City has park curfew policy stating that parks are only to be open from dawn to dusk. City parks staff recommends instead that new lighting be installed along paths within the Park for safety. *As a result, Staff is recommending Committee approve text changes for this strategy (see Agenda Item 7).*

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 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 further coordinate with the Parks Department regarding implementation.

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. Staff will continue collaborating with the Parks Department regarding implementation.