

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** Honorable City Council

**FROM:** Jennifer Mellon, Senior Management Analyst 

**DATE:** September 3, 2008 (CC Meeting of September 17, 2008)

**SUBJECT:** Consider Commencing a Neighborhood Enhancement Pilot Program

**SUMMARY**

In April, at the request of Council, staff presented information about the Thousand Oaks Neighborhood Cleanup program. Council directed staff to add the feasibility of implementation of such a program to the Fiscal Year 2008-09 approved goals and objectives. At this time, staff is recommending Council consider commencement of a pilot Neighborhood Enhancement Program in 2009. The pilot program will be analyzed and staff will make a recommendation regarding continuance or modification of the program.

**BACKGROUND**

City of Thousand Oaks offers its residents Neighborhood Cleanup opportunities, providing free trash and green waste bins, to a neighborhood that has applied to participate, on a scheduled Saturday (8:00 a.m. to noon). Neighborhoods are eligible to participate once per year, must appoint an event coordinator, designate "bin monitors" for the event, and handle promotion. In their experience, Thousand Oaks staff has found that most items disposed of are furniture and household goods, items being cleaned out of garages, and green waste. They have found that many neighborhoods participate in the program to comply with municipal code requirements regarding brush clearance or to keep their homes free of accumulated clutter.

Thousand Oaks currently budgets \$45,000 per year for the full cost of the program including collecting and hauling the materials, and event promotion; with their average cost per event being \$675 in bin and hauling charges. The Thousand Oaks program is well established and runs March through October with the majority of events scheduled in June and many neighborhoods repeating participation year after year.

**DISCUSSION**

Staff is proposing the implementation of a Neighborhood Enhancement Program in

Moorpark that is similar to the City of Thousand Oaks program but on a smaller scale. The Neighborhood Enhancement pilot program, to occur on the first Saturday of March, April, May, and June 2009, would make trash and green waste bins available for neighborhoods who apply and whose applications are accepted. Events would be scheduled on the following Saturdays: March 7, April 4, May 2, and June 6, of 2009. Staff proposes a maximum of two events be scheduled on each Saturday for a total of eight events offered in 2009. Applications would be made available to residents on January 1, 2009, with a deadline to submit applications for consideration being 30 days prior to each scheduled event Saturday (i.e. application deadlines are as follows: for the March 7 event is February 5; for the April 4 event is March 5; for the May 2 event is April 2; for the June 6 event is May 7) in order to allow adequate time for application review, promotion of the event, preparation for the event, and to schedule bins. Applications would be reviewed and coordinators notified regarding acceptance or rejection of their application within 7 days of the event application deadline (i.e. applications received on or before February 5 will be reviewed and applicants notified on or before February 12 – applications will be reviewed on a first come, first serve basis).

To qualify, the applicant must have at least 30 households registered to participate and a maximum of 100 households participating in the event to ensure proper disposal of waste in the amount of containers provided. The applicant must identify a project coordinator who will be responsible for coordination of the event with City staff and who will assign monitors to the bins for the duration of the Saturday event (8 am to noon). Volunteer or non-profit groups (Boy Scouts, etc) could potentially serve as a project coordinator and would be required to adhere to the program guidelines and application process. An event cannot serve as a fundraising activity and the program must remain free to participating residents. Attachment 1 outlines the program guidelines and FAQ's and Attachment 2 is the proposed program application.

Staff also proposes the events be split evenly between Moorpark Rubbish and GI Industries with each hauler delivering a maximum of two (2) trash bins and two (2) green waste bins to each event; depending on how many households are participating and what the applicant has identified as potential waste to be disposed. GI Industries has experience participating in the Thousand Oaks program and Moorpark Rubbish has been contacted. Both haulers are very willing to participate in the program and will work with the City to determine reporting practices and standardize costs.

Staff estimates that the time required to administer the program, design promotional materials, develop an application process and procedure for the pilot program, as well as gather program statistics, will be 40 hours or approximately 5 hours per event. Program duties will be handled primarily by the Solid Waste Intern. Based upon Waste Management data from other jurisdictional clean-up events, Moorpark should budget to incur maximum costs of \$286 per trash bin and \$212 per green waste bin delivered, removed, and discarded. The set rate per bin delivered is \$145.00. Loads are dumped at the following costs per ton \$47 for trash and \$33.50 for green waste. The average trash

3 tons and the average green waste load is less than 2 tons based upon recent Thousand Oaks event figures as provided by Waste Management. If two events are booked each program weekend, utilizing the maximum of two trash and two green waste bins per event with haul loads estimated high at 3 tons for trash and 2 tons for green waste, the Neighborhood Enhancement Pilot Program total budget should be \$8,000 or an average of \$1000 per event to cover maximum anticipated costs.

The Council should be aware that the City assumes any risk associated with the potential disposal of household hazardous waste, should someone illegally deposit such waste in a bin during a Neighborhood Enhancement Program event. Program coordinators would be informed of the necessity to monitor the bins at all times and responsible to inform bin monitors of wastes that are prohibited. The Program will initially operate as a pilot and staff and the Council will have an opportunity to evaluate its actual costs, staff time, and any issues that may arise prior to the FY 2009/10 budget process.

### **FISCAL IMPACT**

There will be no fiscal impact to the General Fund for the Neighborhood Enhancement Pilot Program. Funds are available in the Solid Waste AB 939 budget to cover the staff and program costs for the proposed pilot program and program continuance if recommended.

The current AB 939 Fund Balance is about \$900,000. Each year the City estimates generation of just over \$330,000 in AB 939 fees and expends approximately \$194,000.

If Council approves the Neighborhood Enhancement Pilot Program, staff will return with a budget amendment to fund the program.

### **STAFF RECOMMENDATION**

Approve implementation of a Neighborhood Enhancement Pilot Program as outlined in the Agenda Report.

Attachments:

Attachment 1 – Moorpark Neighborhood Enhancement Program Guidelines and FAQ's

Attachment 2 – Moorpark Neighborhood Enhancement Application



## **City of Moorpark – Neighborhood Enhancement Program**

Free Neighborhood Enhancement days are offered by the City of Moorpark on the first Saturday of March, April, May, and June of 2009.

### **About the Program**

The Neighborhood Enhancement Program offers residents the opportunity to host clean-up events in their own neighborhood. Once per year, neighborhoods are able to apply to participate in the City program to receive large roll-off dumpsters for trash and yard waste disposal. Each event occurs on the specified Saturday from 8:00 a.m. to noon and the City pays the disposal costs as part of the program.

### **Program Guidelines**

- **Only Moorpark residents, within the incorporated Moorpark City area, are eligible to apply.** County unincorporated areas are not eligible for the program.
- **Applications are due to the City 30 days prior to the requested Saturday event date to be considered.** If the due date falls on a Saturday or Sunday the applications will be due on the Friday prior to the due date. Applications must be received by the due date to allow for adequate event preparation and bin delivery.
- **Program is not for individual use.** Promotion of the program is necessary to be fair to all participants. A minimum of 30 residences must be involved to be considered for event approval. A maximum of 100 residences per event please.
- **One day collection only.** Collection will occur on the scheduled Saturday from 8:00 a.m. to noon. Depending on the number of participants and needs for your event, a maximum of two (2) 40 cubic yard dumpsters for trash and an additional two (2) 40 cubic yard dumpsters for green waste will be delivered to your pre-determined collection area around 7:00 a.m. on the Saturday of the event and picked up that same afternoon.
- **Limited quantity of material accepted per residence.** For example, a resident cannot use a free bin provided by the program for removal of a large amount of landscaping, excessive volume of bulky items such as furniture, or a driveway removal project.
- **Participants must have a current account in good standing with their contracted City Franchise Waste Hauler.** Disposal company for each event is determined by the City.
- **No liquid, hazardous waste, tires, or medical waste accepted.** Please visit the City Website for Household Hazardous Waste program information and other special waste disposal information or call 805-517-6200.
- **All bins must be monitored at all times.** The event coordinator, as listed on the application, is responsible for securing bin monitors for the duration of the event to avoid illegal dumping or misuse of the bins. If the bin is not properly monitored and prohibited materials are found in the bin, the event coordinator and/or neighbors will be held responsible for disposal costs.
- **Keep it out of the landfill / waste reduction efforts.** The event coordinator should assess all material to be disposed of and make diversions if possible. For

example, furniture, clothing, and other saleable items that could be diverted from the landfill by coordinating with local charities or thrift stores should be explored (some charitable organizations will pick up items on the day of the event with prior notification).

- **Event Signage.** Event coordinators are responsible for picking up and returning signs to be placed on the bins on the day of the event. The coordinator is responsible for collecting the signs before the bins are picked up by the disposal company. Arrangements may be made with the City to pick up signage the week prior to the event date and returned the week following the event. Materials promoting other City Solid Waste and Recycling programs may be given to the coordinator for distribution at the event. Coordinators are responsible for lost or stolen signage.
- **Clean-up.** The coordinator is responsible for working with the designated hauler to schedule post event clean-up, including disposal of illegal dumping at the event's conclusion.
- **Civic Groups.** Civic groups may participate by organizing an event for a neighborhood and serving as the coordinator as long as they follow these guidelines. No one shall use this program as a means to raise funds.

### **Application Process**

1. An event coordinator should contact the City to determine whether they are eligible to participate in the Neighborhood Enhancement Program. Please contact the Solid Waste and Recycling Division at 805-517-6200 or via e-mail to [jmellon@ci.moorpark.ca.us](mailto:jmellon@ci.moorpark.ca.us). Applications must be submitted at least 30 days prior to the chosen event date with the signatures and addresses of participating households.
2. Upon approval of the application, the event coordinator may begin promoting the program via flyer (example flyers can be obtained from the City), door to door visits, etc. On the event date, participating residents may dispose of unwanted trash, recyclables, and yard waste during the designated program day and time.
3. Applications are available at City Hall or on-line at [www.ci.moorpark.ca.us](http://www.ci.moorpark.ca.us). Applications should be filled out in entirety and returned via mail or fax to:

Mail to:  
City of Moorpark  
Solid Waste and Recycling  
799 Moorpark Avenue  
Moorpark, CA 93021  
Attn: Neighborhood Enhancement Program

Fax to:  
City of Moorpark  
Attn: Solid Waste and Recycling  
805-532-2550

Once the application has been received, the coordinator will be contacted by City staff regarding acceptance or rejection of the application. Applications are considered on a first come, first served basis.

If you have any additional questions or would like further information about the City of Moorpark Neighborhood Enhancement Program, please contact the City of Moorpark and ask to speak with the Solid Waste and Recycling Coordinator at 805-517-6200.

### **Frequently Asked Questions**

**1. Why do I need to submit my application at least 30 days prior to my requested Neighborhood Clean Up event date?**

The 30-day notice provides time for the event coordinator to promote the event and allows residents time to collect the materials they wish to discard. City contract haulers, Moorpark Rubbish or G.I. Industries, supplies the bins. The 30-day notice also allows the City to schedule delivery of the bins, which is especially important during months when bins are in high demand.

**2. I live in the unincorporated area of Moorpark. Is my neighborhood eligible for the program?**

The Neighborhood Enhancement Program is available to City of Moorpark residents in the incorporated city limits only. Please contact the County of Ventura at (805) 289-3339 for programs available in your area.

**3. Why do we need to separate the trash and the green waste?**

The Neighborhood Enhancement Program is designed to benefit residents by providing a means to beautify neighborhoods and divert green waste (yard trimmings) from the landfill. Non-contaminated green waste is taken to a specific facility that grinds the material for re-use. If trash is commingled with the green waste material the green waste will not be properly disposed of. The City is mandated to reduce waste that ends up in the landfill. Trash rates in the City are based in part upon our ability to successfully divert material from the landfill.

**4. What plant materials cannot be placed in the yard waste bin?**

Palm fronds, ice plant, and yucca may not be placed in the yard trimmings bin. These fibrous materials decompose very slowly. Their strands are so tough they can break the grinder used to mulch the yard waste.

**5. Can I dispose of large appliances and furniture?**

Large appliances, mattresses, and bulky furniture are not to be placed in the trash bin(s). Televisions and computer monitors are prohibited and are banned from the landfill. Large, bulky items fill up the bin very quickly and the City has a bulky item program for those items. Upon request, your trash hauler will pick up four bulky items per year. Residents can have up to 2 collections per year free of charge. Non-profit agencies such as Goodwill Industries, the Salvation Army Thrift Store, and Battered Women's Thrift Store will also pick up items in good condition so they may be diverted from the landfill and used by others.



**City of Moorpark –  
Application to Participate in the Free  
Neighborhood Enhancement Program**

City of Moorpark  
Solid Waste & Recycling  
799 Moorpark Avenue  
Moorpark, CA 93021  
Phone: 805-449-2400  
Fax: 805-532-2550  
[jmellon@ci.moorpark.ca.us](mailto:jmellon@ci.moorpark.ca.us)

Free Neighborhood Enhancement days are the first Saturday of March, April, May, and June of 2009.

Neighborhood Event Coordinator:	
Organization (HOA / Management Co. / Neighborhood) Name:	
Event Coordinator Address:	
Event Coordinator Phone:	Event Coordinator Fax:
	Event Coordinator e-mail: (include only if you use regularly)

1. Neighborhood/area for requested clean-up event (list all addresses). If request is for an entire street just list block of street and list total number of participants below. Minimum number of participants is 30 to qualify for the program, maximum number of participants is 100 per event. Please attach additional sheets if necessary:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- Total number of homes participating: \_\_\_\_\_.
- Requested event Saturday (March 7, April 4, May 2, or June 6). A 30 day lead time is required from the date application is received (applications will be considered on a first-come, first-served basis. If the 30 day application lead time deadline falls on a Saturday or Sunday, the application deadline is moved up to Friday.) \_\_\_\_\_.
- Anticipated bin location(s). It is required that bins must be monitored during the entire event (attach drawn map if necessary).  
\_\_\_\_\_
- Anticipated waste to be collected. (trash, green waste, both) \_\_\_\_\_.
- How will the event be promoted (flyers, telephone, newsletter, other)? Please attach samples with application. Flyers must be delivered two weeks prior to event date.

<b>Signature of Event Coordinator – by signing I agree to the enclosed program guidelines and will:</b>	
<ul style="list-style-type: none"> <li>• Monitor all bins at all times to avoid illegal or hazardous material dumping.</li> <li>• Promote the program to the neighborhood at least two weeks in advance of the scheduled event date (I understand that a minimum of 72 hours notice is required for cancellation.)</li> <li>• Pick-up and deliver bin banners from the City of Moorpark.</li> <li>• I understand that if trash or green waste banners are not returned I will be charged a replacement cost of \$55.00 per each banner not returned.</li> </ul>	
X	Date:

Signed application indicates coordinator has read and agrees to the program guidelines.

**City Staff Use Only**

Hauler:	Date bins ordered:
# of Trash Bins:	# of Green Waste Bins:
Tons Trash:	Tons Green Waste:
Local Charity:	Amount Donated:

Additional Staff Notes / Comments: