

CITY OF
LONG BEACH



Clean Long Beach Initiative

December 05, 2017

Clean Long Beach Initiative

- **April 4, 2017 – Agenda Item 19**

- Request the City Manager to gather data on illegal dumping and draft an illegal dumping action plan.

- **July 11, 2017 – Agenda Item 21**

- Request the City Manager to report on a new Clean Long Beach Initiative in 120 days. The report should include goals and an update to City Council.

- **18 Staff Action Items**

Focus Categories

▪ Operational Efficiencies

- Review City's current cleaning efforts
- Review Clean Team Resources
- Review citywide litter bin locations – opportunities to add/replace bins
- Review graffiti contract and resources
- Review Illegal Dumping Action plan (4/4/17 – Item 19)

▪ Community Partners and Outreach

- Work with Long Beach Transit
- Work with BIDS citywide
- Consider regular/revolving volunteer corps
- New Litter Free Long Beach campaign
- Explore informational marketing campaign
- More neighborhood cleanups



Focus Categories

▪ Technology

- Modernize GoLongBeach App
- Provide Customer Relationship Management (CRM) implementation information

▪ Enforcement

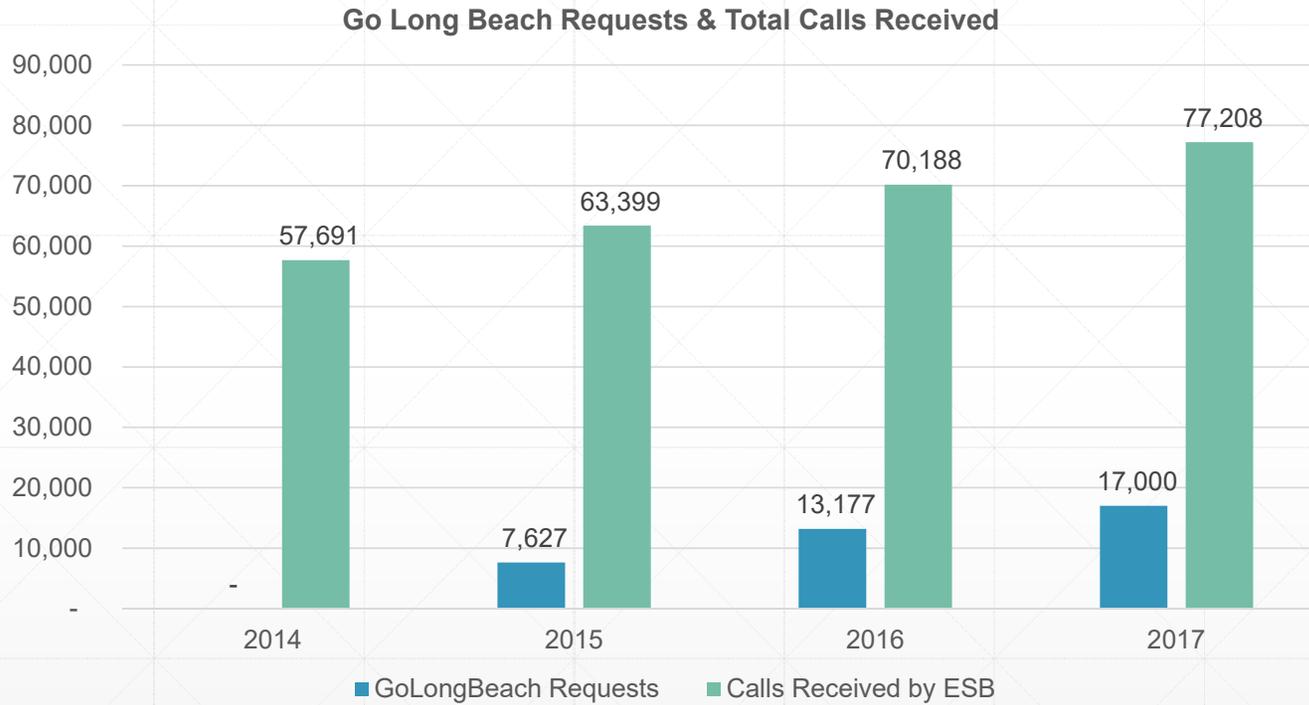
- Review shopping cart theft technology and expand implementation
- Review enhanced proactive code enforcement

▪ New Initiatives

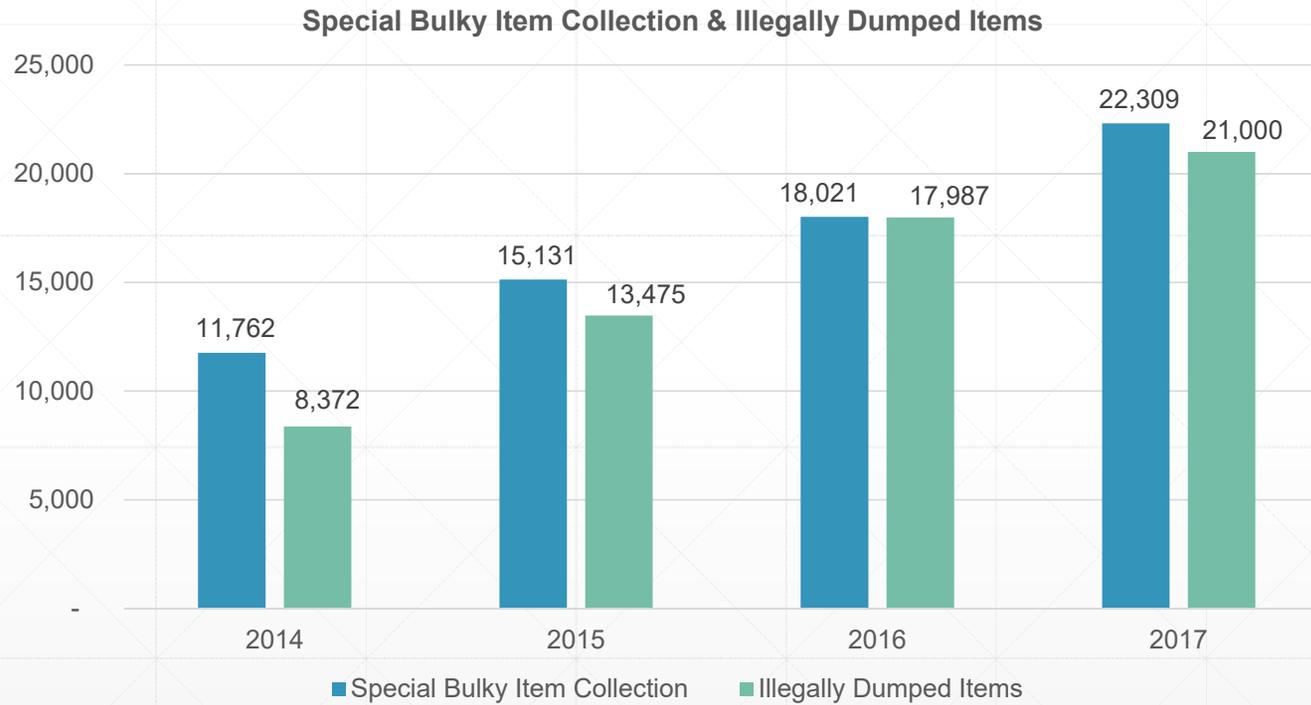
- Mapping and improving freeway on-ramps and off-ramps cleanliness
- Explore locked dumpster policy
- Explore empty private lot ordinances



Clean Long Beach Initiative – Service Requests

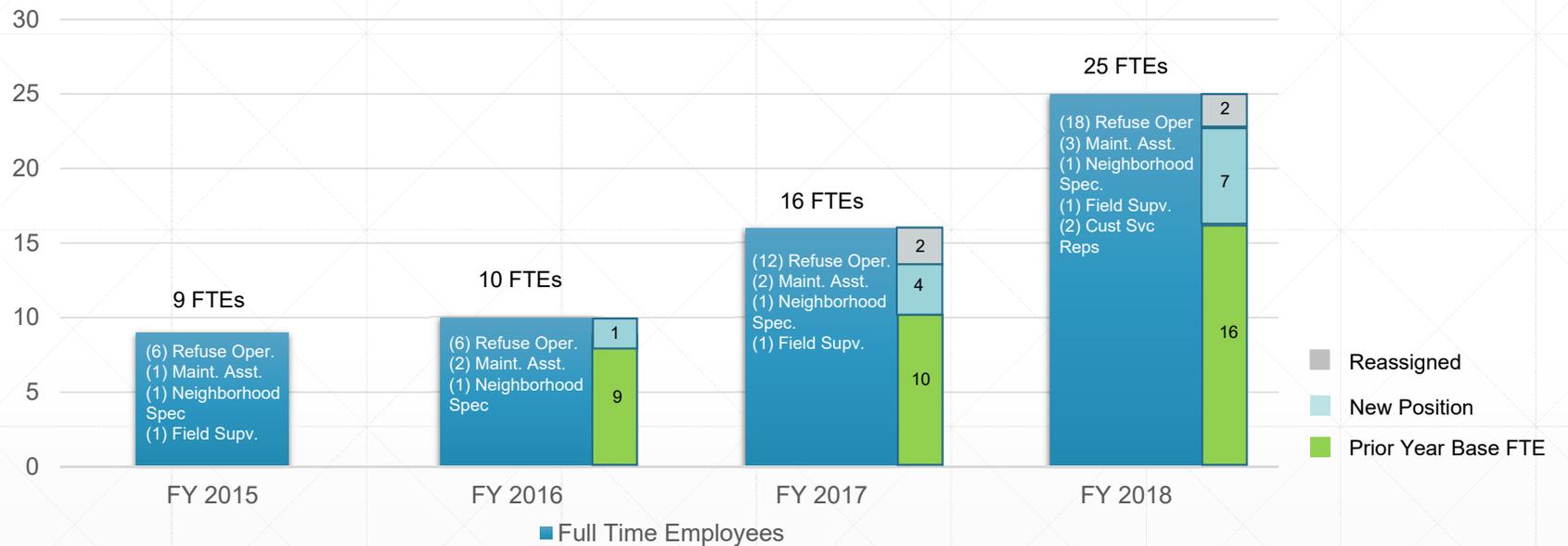


Clean Long Beach Initiative – Service Requests



Clean Long Beach Initiative – Staffing Changes

Clean Long Beach – Staffing Over the Years



Reactive

Proactive

Innovation

Clean Long Beach Initiative – 2017 Summary

- Over 2,100 tons of debris collected
- Collected over 15,000 mattresses
- Abated 1.25 million sq. ft. of graffiti
- 116 Concentrated alley cleanups
- Over 300 litter and scavenging citations issued
- 195 homeless encampment cleanups
- Over 150 neighborhood cleanups supported



Clean Long Beach Initiative – Action Plan

Operational Efficiencies

Action Items	Results
<ul style="list-style-type: none">• Review City’s current cleaning efforts• Review Clean Team Resources• Review citywide trash bin locations – opportunities to add/replace bins• Review graffiti contract and resources	<ul style="list-style-type: none">• Eight vehicles allocated to Clean Team program• Surveyed over 1,000 public litter bin locations<ul style="list-style-type: none">• Citywide public litter bin replacement to begin 2018• Evaluating additional litter bin locations• Testing new trash bins near heavy use sites• 99% of graffiti abated within 48 hours

Clean Long Beach Initiative – Action Plan

Operational Efficiencies (cont.)

Action Items	Results
<ul style="list-style-type: none">Review Illegal Dumping Action plan (4/4/17 – Item 19)	<ul style="list-style-type: none">Proactive/reactive abatementReview and enhance staffing as neededIncreased opportunities for legal disposal of waste:<ul style="list-style-type: none">Household hazardous waste (twice monthly)Bulky item collection (four times annually)Investigate reinstating camera surveillance programEnforcement options

Clean Long Beach Initiative – Action Plan

Operational Efficiencies (cont.)

Action Items	Results
<ul style="list-style-type: none">Review Illegal Dumping Action plan (4/4/17 – Item 19)	<ul style="list-style-type: none">“No Dumping” signs available to residentsHotspot mapping of illegally dumped itemsPublic Outreach

Clean Long Beach Initiative – Action Plan

Community Partners and Outreach

Action Items	Results
<ul style="list-style-type: none">• Work with Long Beach Transit• Work with BIDS citywide• Consider regular/revolving volunteer corps• New Litter Free Long Beach campaign• Explore informational marketing campaign• More neighborhood cleanups	<ul style="list-style-type: none">• 400 weekly hours of bus stop maintenance and expanding level of service• Volunteer and neighborhood cleanups<ul style="list-style-type: none">• Host 150 neighborhood cleanups annually• Adopt-A-Beach, Wetland Warriors, Earth Day Cleanup, California Coastal Cleanup• New community partnerships being explored<ul style="list-style-type: none">• LBUSD renewed school program• Litter Free Long Beach expanded to include various cleanups throughout the City• Working with marketing firm to develop educational/informational campaigns<ul style="list-style-type: none">• Can Your Butts campaign• No Litter Zone• Adopt-A-Street

Clean Long Beach Initiative – Action Plan

Technology

Action Items	Results
<ul style="list-style-type: none">• Modernize GoLongBeach App• Provide Customer Relationship Management (CRM) implementation information	<ul style="list-style-type: none">• Working with Technology and Innovation to improve GoLongBeach customer experience• Developed patch between GoLongBeach and Mobile Workforce Management• Upgrading Refuse Hotline telephone system• Technology and Innovation proposing new CRM solution as part of “Critical Technology Infrastructure” needs (\$1M)

Clean Long Beach Initiative – Action Plan

Enforcement

Action Items	Results
<ul style="list-style-type: none">• Review shopping cart theft technology and expand implementation• Review enhanced proactive code enforcement	<ul style="list-style-type: none">• Abandoned shopping cart collection• Over 300 litter and scavenging citations issued• Development Services exploring staffing and cost for additional pro-active code enforcement• Staff is exploring opportunities to expand enforcement of illegal dumping activities through administrative citation process

Clean Long Beach Initiative – Action Plan

New Initiatives

Action Items	Results
<ul style="list-style-type: none">• Mapping and improving freeway on-ramps and off-ramps cleanliness• Explore locked dumpster policy• Explore empty private lot ordinances	<ul style="list-style-type: none">• Engineering developed GIS mapping of freeway on-ramp and off-ramps• Surveyed multiple cities regarding locking dumpster policies• Started new multi-departmental deep cleaning effort• Developed new “Vacant Lot” ordinance

Clean Long Beach Initiative – Next Steps Summary

- Polystyrene Ban
- Zero Waste Policy
- Renewed public outreach campaign
- Enhanced technology
 - GoLongBeach
 - GIS heat maps
 - Phone system updates
- Coordinated efforts
 - Parks, Recreation and Marine
 - Health and Human Services
 - Police Department
 - Code Enforcement

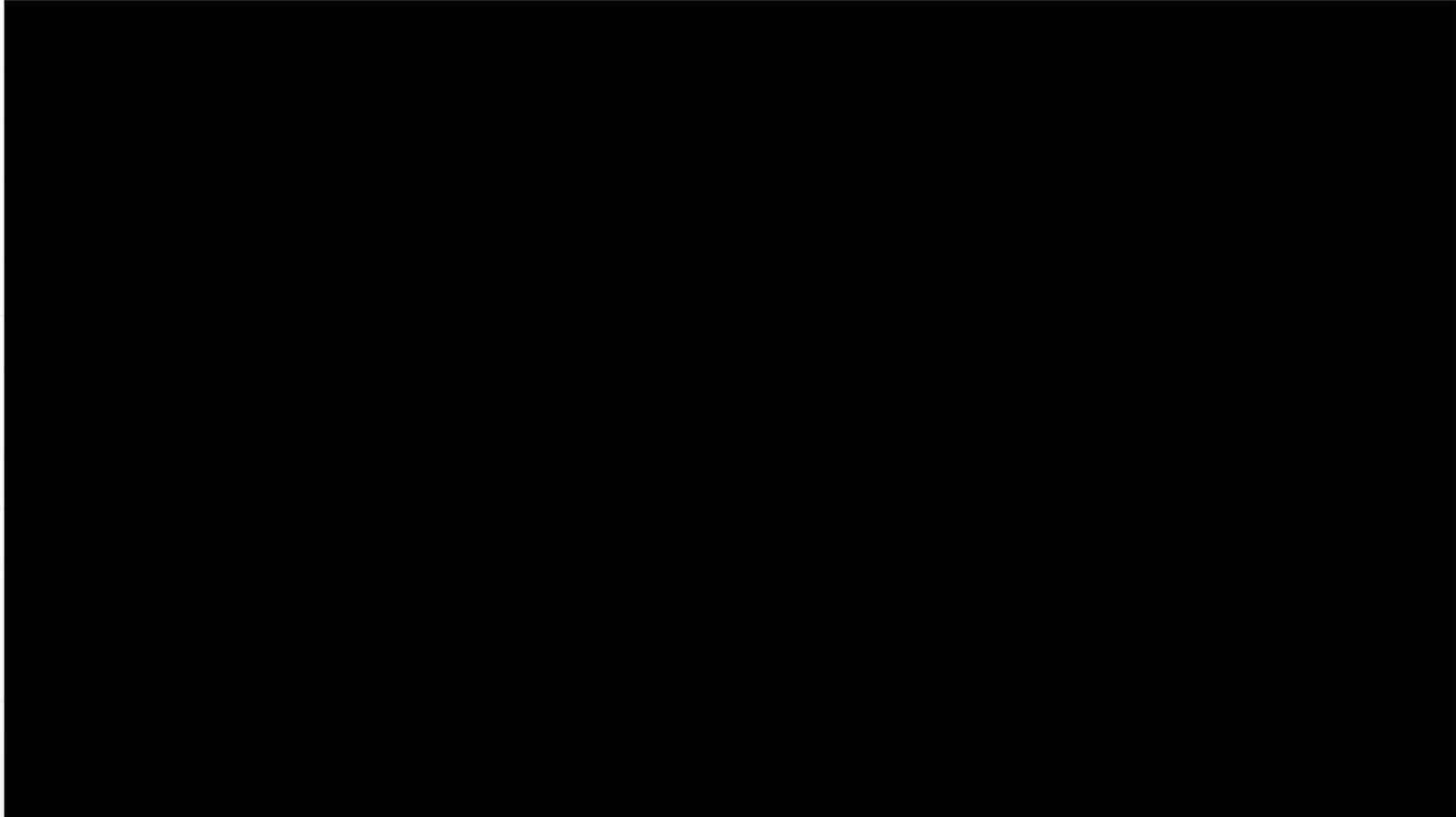


Clean Long Beach Initiative – Next Steps Summary

- Bloomberg Initiative
 - Harvard
 - Innovation Team
- Mattress recycling (11/14/17 – Item 19)
- Expanding partnerships
- Innovative corridor cleaning
- Illegal dumping
 - Household and hazardous waste
 - Bulky item collection
- Written reports on the Illegal Dumping Action Plan and the Clean Team Initiative



Clean Long Beach Initiative



Questions?
