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Staff Report

Item No. _____

To: Lemoore Redevelopment Agency Board
From: Judy Holwell, Redevelopment Project Manager
Date: May 8, 2007
**Subject: Creation of Neighborhood Revitalization and
Community Beautification Programs**

Discussion:

One of the major components of redevelopment agencies is blight eradication. In an effort to reduce blight and assist residents in disposing of accumulated trash and debris from their property, staff has researched neighborhood revitalization and community beautification programs offered by other cities/agencies. The programs include curbside service, centralized dump areas, neighborhood roll-offs, adopt-a-block and beautification awards.

On one occasion, about 20 years ago, the City of Lemoore Refuse Division offered a centralized roll-off program. Containers were placed in about five locations throughout the community and people basically dumped whatever they wanted into them because it was unregulated. Additional concerns of it being unregulated were that anyone could use the program even if they did not live in the City Limits and were non-paying customers. Since that time and until about five years ago, the City established a Spring Clean-up Program where residents could bring one pick-up truck load to the transfer station near the golf course and City employees checked for proof of residency. This program was stopped due to budget cuts.

Starting in 2006, the Refuse Division offers Lemoore residents a coupon good for one trip to the Kings Waste & Recycling MRF, which they can use during a specified two-week period, once a year. This program works well for those residents who have access to a vehicle that can haul the debris. The City budgeted \$15,000 for this, however, the actual cost has varied from approximately \$12,000 the first year it was offered to about \$8,000 this year. The cost varies depending on the amount of people who use the coupon and the weight of trash being dumped.

The attached spreadsheet offers information on five different types of programs which are offered to residents and/or businesses to clean up neighborhoods and commercial areas. The following is a description of each of the programs:

Curbside Service to each residence offers the most convenience to residents which results in a higher percentage of community participation, but requires an enormous amount of manpower. This program is not only costly, but also labor intensive. Costs associated for this service would start out at \$70 per ton for rubbish, \$35 per ton for greenwaste, city staff salaries and related equipment. The amount of waste picked up would determine the actual cost.

The City of Clovis provides two yearly curbside service pickups for residents. Their population is 92,000 and they budget \$900,000 each fiscal year. Items can be placed curbside approximately two weeks before scheduled pick up date. The pickup dates are rotated throughout the city; therefore it is done approximately ten months out of the year. Residents pay a monthly refuse fee which includes their regular refuse service and the curbside service. The program is “wildly popular” and extremely beneficial to the community of Clovis.

Centralized Dump Areas is a roll-off program where dumpsters are placed strategically throughout the community. City staff and/or volunteers monitor the dumpsters at each site in order to eliminate illegal items being received. Residents provide picture identification and/or proof of residency. There is a lower percentage of participation with this program due to some residents not having the means to transport items to the disposal sites. This program is much less labor intensive. Costs associated with this service include roll-off delivery fee (\$0-\$165), roll-off rental fee (\$0 - \$3/day), each haul for roll-off (\$140-185), and Kings Waste per ton dump fee (\$70-\$80) and possibly city staff. The number of roll-offs placed around the community and the tonnage of waste would determine the total cost.

The City of Kingsburg offers this program for two weeks in the Spring and one Saturday in the fall. The cost of this program is built in to their refuse bills.

Neighborhood Roll-Off Programs are convenient for residents as the roll-off is placed in specific neighborhoods. Typically residents and volunteers organize the clean-up and staff is not required. Because residents and volunteers are the ones who coordinate the clean-up, bins are typically not monitored properly which increases the likelihood of prohibited items being dumped such as e-waste, hazardous materials, tires and concrete. The dumping of illegal items leads to increased dump fees and the need for city staff to sort the waste before it is taken to be disposed. The costs associated with this program are comparable to those of the Centralized Dump Areas.

Adopt-A-Block Programs require residents be responsible for maintaining their own blocks. All supplies associated with the program, i.e. gloves, trash bags, orange safety vests, etc. are supplied by the City in order for minimal resident out-of-pocket expenses. Due to residents being responsible for overseeing their program, staff time is not required. However, illegal dumping may occur. The costs associated with this program would be minimal unless additional waste pickup is required.

Beautification Awards recognize the efforts of residents and businesses that improve the overall appearance of the community through the enhancement of their property. Residents and business owners participate at their own cost and time which result in very low levels of participation. The costs associated with this program would be minimal but would include awards for participation, such as yard signs depicting City of Lemoore Beautification Winner, and possible city staff time used to judge locations.

The City of Normal, Illinois (population 50,000) budgets \$600 to \$700 every other year for Beautification Awards. Staff accepts nominations of residential, commercial and multi-family properties that enhance the overall appearance of the community. The Mayor appoints a Citizen Beautification Committee composed of 4-5 community members. Citizen Beautification Committee observes all nominations and determines a Winner and Honorable Mention for each category. The winners and Honorable Mentions are invited to the next City Council Meeting and recognized for their efforts with the presentation of a certificate. The winner is then presented with a yard sign that indicates they are "City of Normal Annual Beautification Winner". The sign is placed in the yard for approximately two weeks. The sign is then picked up by the City in order to use for next years contest. The budget replaces signs as required and provides any additional resources needed to make the project a success.

Since the primary purpose for these programs is for blight eradication, Redevelopment Agency funding can be considered. Staff would like direction from the Board as to the satisfaction of our current refuse efforts and whether funds should be programmed into our 2007-08 RDA Budget for ongoing blight eradication/community beautification efforts or a onetime clean-up program.

Budget Impact:

Varies for each program.

Recommendation:

That the Agency Board review and discuss the programs listed and direct staff accordingly.