



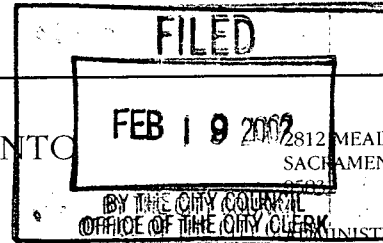
*moved to  
Staff Reports,  
Item 4.3*

**2.1**

DEPARTMENT OF  
PUBLIC WORKS

SOLID WASTE DIVISION

CITY OF SACRAMENTO  
CALIFORNIA



2812 MEADOWVIEW ROAD  
SACRAMENTO, CA

REGISTRATION  
PHONE 916-433-4900  
FAX 916-433-4999

January 28, 2002

CUSTOMER SERVICE  
PHONE 916-433-4800

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT:** SPECIAL COUPON PROGRAM TO HELP DETER ILLEGAL DUMPING

**LOCATION AND COUNCIL DISTRICT:** Citywide

**RECOMMENDATION:**

This report is for information only.

**CONTACT PERSON:** G. Harold Duffey, Solid Waste Manager 433-4932

**FOR COUNCIL MEETING OF:** February 19, 2002

**SUMMARY:**

The Solid Waste Division is utilizing the February 2002 Utility Bill to promote a new event to reduce blight and increase residents ability to dispose of unwanted bulky items. A flyer will be inserted into the February Utility Bill promoting spring cleaning in Sacramento. The Spring Cleaning Coupon can be used by City residents from March 15, 2002 until April 15, 2002.

**COMMITTEE/COMMISSION ACTION:** None.

**BACKGROUND INFORMATION:**

The Spring Cleaning Coupon is good for one free trip (\$35.00 value) to the Sacramento Recycling and Transfer Station to dispose of bulky, hard to handle waste items. These items have been traditionally collected and disposed of as part the Neighborhood Clean-up program. Solid Waste will track, by zip codes, the participation in this program. The Solid Waste Division foresees the following benefits from the Spring Cleaning Coupons:

- Increased convenience to residents. City of Sacramento residents will be able to dispose of these waste items prior to their scheduled collection.
- Residents who missed their Neighborhood Clean-up collection day will be able to participate without having to wait a year before the next scheduled collection day.
- Increased Diversion. The material from self-haul is much easier to divert from the waste stream than the same material collected by the Solid Waste Division. The collection vehicles compact the material prior to tipping at the transfer station, thereby increasing the difficulty of separation for diversion.
- Decreased Neighborhood Clean-up Collection Tonnage. This program should reduce the tonnage collected by the Neighborhood Clean-up Program. The reduction in tonnage will result in more stops per route, reducing the cost of this program and thus helping to offset the cost of the coupon program.
- Reduction in illegal dumping. By providing a free trip to the transfer station, there is the potential for reducing this problem.
- May reduce visual blight, as residents can take the material directly to the transfer station, thereby eliminating material siting in front of their home. It also reduces the risk of illegal dumpers adding to piles and eliminates scavengers going through material.

**FINANCIAL CONSIDERATIONS:**

The cost associated with the spring cleaning program will be determined by resident participation. The coupon program will result in increased cost if there is not a corresponding reduction in Neighborhood Clean-up tonnage. Staff anticipates that tonnage disposed of by residents using the coupons will reduce the tonnage collected by the Neighborhood Cleanup program.

City Council  
Special Coupon Program to Help Deter Illegal Dumping  
January 28, 2002

**ENVIRONMENTAL CONSIDERATIONS:**

The grant project is not a project under CEQA. There is no possibility that the activity may have a significant effect on the environment. Therefore, this item is exempt from CEQA guidelines under §15061(b)(3).

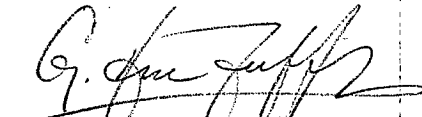
**POLICY CONSIDERATIONS:**

The coupon is an extension of an existing program. While there is the risk of increasing programmatic cost associated with this program, there is also the potential for increased diversion, reduced illegal dumping, and reduced program tonnage resulting in some savings.

**ESBD CONSIDERATIONS**

The City will conform to all ESBD procurement policies and practices.

Respectfully submitted,



G. Harold Duffey  
Solid Waste Division Manager

RECOMMENDATION APPROVED:



ROBERT P. THOMAS  
City Manager

Approved:



Michael Kashiwagi  
Director of Public Works

- Utility costs increased \$451,000
- September 11<sup>th</sup> related costs at \$874,000 for Police and Fire response
- Use of funding from the Energy Reserve to address increased utility costs
- Use of Undesignated Fund Balance to fund the costs related to September 11<sup>th</sup> events
- The “sustainable budget” concept continues to be a top priority for prudent fiscal management.
- Current fiscal year issues can be addressed with use of the Economic Reserve, Energy Reserve, and targeted savings in the operating departments.
- The approach for development of the Proposed FY03 Budget is recommended as follows:
  - a. Baseline budget: Fund current levels of service and obligations;
  - b. Develop a contingency plan using both the Economic Uncertainty Reserve and operating budget reductions to address the possible \$16 million State budget impact;
  - c. Continue to make strategic decisions affecting the City’s financial position based on a longer term 5 year outlook which anticipates trends and creates maximum flexibility for the City to respond to the changing environment while protecting and maintaining service levels to the community;
  - d. Initiate a process in the Fall 2002 to identify operating department reductions in response to the loss of \$38 million in general fund revenues should the Utility Users Tax Ballot Measure be passed in November.

**BACKGROUND:**

The Midyear Financial Report is provided in order to update the City Council on major changes since the adoption of the Approved Budget. This report addresses the current financial condition of department budgets, both for expenditures and revenues. This process allows the City Council to approve necessary adjustments to carry out the City’s financial plan for the remainder of the fiscal year. Details are contained in the attached Midyear Review document.

**POLICY CONSIDERATIONS:**

This report is consistent with existing policy and reflects the current financial condition of the General Fund.

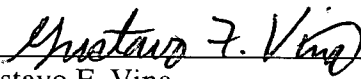
**ENVIRONMENTAL CONSIDERATIONS:**

CEQA does not apply to this report.


**ESBD CONSIDERATIONS:**

This report does not involve the purchase of goods and services.

Respectfully submitted,

  
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 Gustavo F. Vina  
 Director of Finance

**RECOMMENDATION APPROVED:**

  
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 Robert P. Thomas  
 City Manager

CITY OF SACRAMENTO, CALIFORNIA

# 2001- 02 Midyear Review

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