



Utilities Department

Bulk Trash Collection Program

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Council Consideration

Menu of Options:

1. Continue with current illegal dumping cleanup process
2. Curbside bulk trash collections for multi-family properties
3. Roll-Off Drop-Offs at multi-family properties
4. Host Bi-Annual Collection Events at City Hall
5. Residents self-hauling bulk trash to landfill
6. Combination of a few options?

Overview

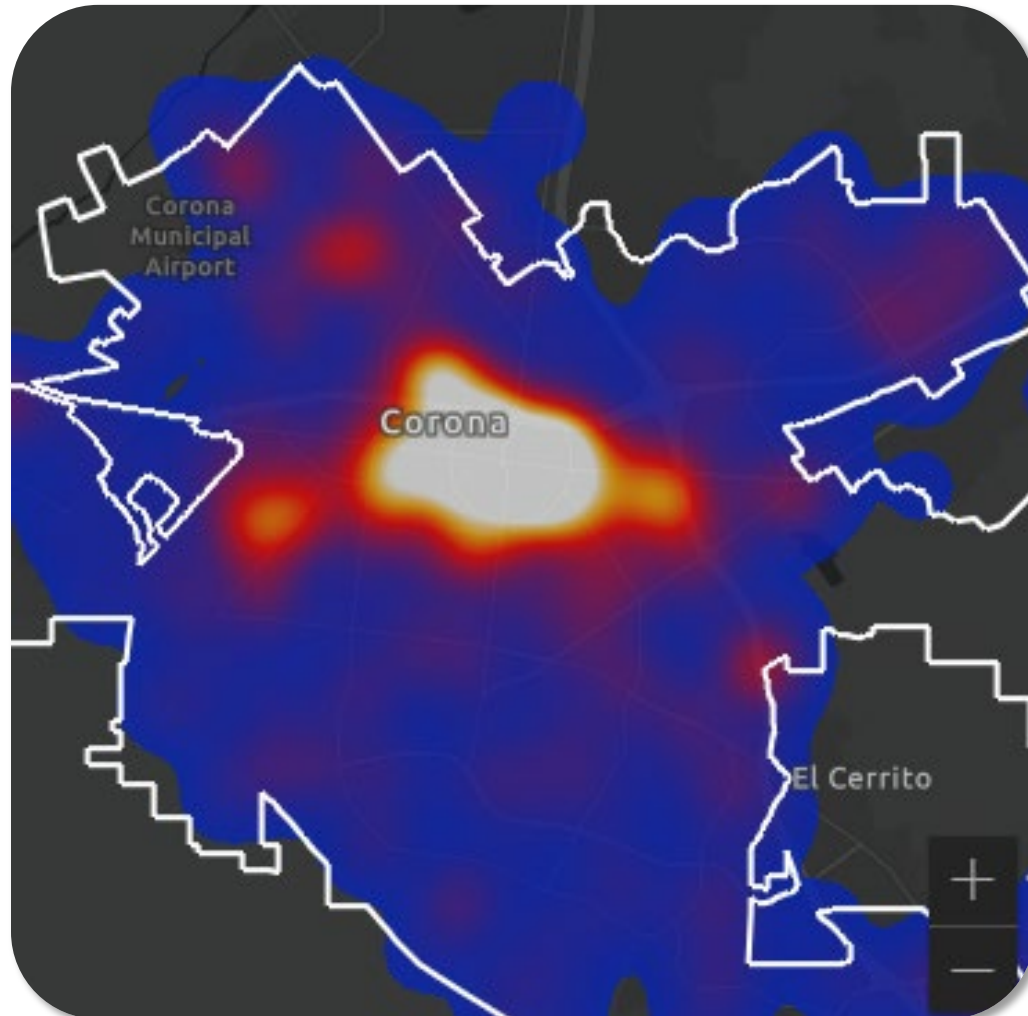
1. Illegal Dumping Overview
2. Existing Bulk Trash Collection Options
3. Additional Bulk Trash Collection Options

Drivers of Illegal Dumping

- **Study conducted by the Mattress Recycling Council on illegal dumping – April 2021**
- **Drivers of illegal dumping include:**
 1. Barriers to proper disposal (lack of curbside collection services, inconvenient collection sites, etc.)
 2. Site-specific characteristics (poorly maintained or underdeveloped locations)
 3. Socio-demographic factors (dense populations, high mobility rates among residents, etc.)
 4. Attitudes and Awareness toward illegal dumping



Illegal Dumping in the City of Corona



- **Most common areas for illegal dumping:**
 - Alleyways within Grand Blvd
 - Rincon/Corona Airport area
 - Border Ave area, near Border Lake
 - Palisades Dr area
- **What do most of these areas have in common?**
 - Multi-Family Properties and empty/underdeveloped areas

Barriers to
proper
disposal

Site-specific
characteristics

Socio-
demographic
factors

Attitudes &
Awareness

Illegal Dumping Service Requests 3-Year Overview – Monthly Data

2018 Service Request Totals	
January	33
February	27
March	16
April	30
May	27
June	45
July	40
August	48
September	41
October	49
November	28
December	28
Total	412

2019 Service Request Totals	
January	43
February	29
March	42
April	51
May	38
June	55
July	47
August	41
September	40
October	32
November	32
December	32
Total	481

2020 Service Request Totals	
January	25
February	32
March	26
April	14
May	24
June	22
July	23
August	25
September	36
October	18
November	28
December	25
Total	298

Illegal Dumping Service Requests 3-Year Overview – Avg Annual Cost

Service Request Costs	
2018	\$40,678
2019	\$35,708
2020	\$36,377
3-Year Avg	\$37,587

Waste Management Illegal Dumping Service Tickets 3-Year Overview – Monthly Data

2018 Service Ticket Totals	
January	3
February	1
March	7
April	5
May	4
June	1
July	3
August	4
September	1
October	3
November	4
December	2
Total	38

2019 Service Ticket Totals	
January	3
February	2
March	8
April	8
May	12
June	6
July	10
August	11
September	12
October	9
November	1
December	0
Total	82

2020 Service Ticket Totals	
January	3
February	2
March	6
April	1
May	0
June	6
July	2
August	0
September	3
October	6
November	8
December	4
Total	41



Questions?



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Existing Bulk Trash Collection Options

Current City of Corona Bulk Trash Collection

Single Family Residential Customers

- Corona single family residences can request up to three (3) bulk trash pickups of up to six (6) items through Waste Management at no additional cost
 - Five (5) of these items can be electronic waste including TV's, computers, etc.
- After initial 3 pickups – additional pickups can be scheduled for \$21.25 for the 1st item and \$14.18 for each additional item

Commercial and Multi-Family Customers

- Corona commercial and multi-family property customers can schedule bulk trash pick-ups for a fee
 - \$21.85 for the 1st item and \$14.56 for each additional item

Currently:

- Approximately 29,000 items are being collected through bulk trash collections per year (3-year average)
- Approximately 20,000 customers participated in 2020

Acceptable Bulk Trash Items for Curbside Collection through Waste Management

Acceptable Items	Unacceptable Items
Large Appliances (Refrigerators, Freezers, Air Conditioners)	No Tires, Automobile Parts
Water Heaters, Water Softeners	No Hazardous Waste, Chemicals, Toxic Material
Mattresses (must be wrapped in plastic), Sofas, Chairs, Tables	No Unframed or Bare Glass (must be framed)
Doors, Ladders, Glass Windows (framed), Sliding Doors	No Concrete or Asphalt
Exercise Equipment, Bicycles, Clothing	No Dead Animals
Patio Furniture, Barbeques, Lawn Mowers (remove tanks)	No Propane Tanks
Carpeting and Chain Link Fencing (must be rolled, 50 lb. maximum weight)	No Large Items in excess of 100 pounds
Any woody scraps, branches (Maximum length 4 feet, must be bundled and weight less than 50 pounds)	

www.CoronaCA.gov/Recycle
<https://www.wm.com/us/local/ca/corona/residential>

El Sobrante Landfill Accepts the Following Items at No Charge



2 or less large trash bags per day



Up to 3 holiday trees per residential customer through the second weekend following Christmas



2 or less Cathode Ray Tube (CRT) devices (e.g., TVs & computer monitors) per day



5 mattresses/box springs permitted per day. First 2 at no charge, after 3 up to 5 will be weighed & charged for entire load (must be wrapped in plastic).

Disposing of Mattresses



CURRENT PROGRAM SWOT ANALYSIS

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Three (3) bulk trash pick-ups at no additional cost per calendar year for single-family residences• Wide range of acceptable bulk trash items	<ul style="list-style-type: none">• Limited options for multi-family residents• Increase in instances of illegal dumping – in public right-of-way, outside of enclosures, in underdeveloped areas, etc.	<ul style="list-style-type: none">• Promote program to make residents aware of available collection options• Expand bulk trash collection services along with adding some reinforcing options	<ul style="list-style-type: none">• Community knowledge of the collection options• Expanding bulk trash collection services requires additional costs and supporting staff



Questions?



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Proposed Bulk Trash Collection Options

BULK TRASH COLLECTION OPTIONS

**Single-Family
Residence Curbside
Collection**

*Currently offered

**Multi-Family Property
Curbside Collection**

**Roll-Off Drop-Off at
Multi-Family
Properties**

**Bi-Annual Drop-off
Events at City Hall**

**Landfill Drop-Off
Reimbursement**

Proposed Curbside Collection for Multi-Family Properties

- **Two (2) bulk trash collections for each multi-family unit per year**
 - Up to 6 items per pick up
 - One at move-in, one at move-out?
- **Marketing**
 - Two flyers/mailers per year
- **Approximately 12,000 multi-family units in the City of Corona**



Proposed Roll-Off Drop-Off at Multi-Family Properties



- **Occur on a bi-annual or quarterly basis**
- **Waste Management drops off roll-offs at multi-family properties over the weekend**
 - 1-2 roll-offs per property depending on property size
 - Multi-family residents dump bulk trash items
- **Waste Management provides property with list of acceptable items**
 - Excludes e-waste, household hazardous waste, etc.
- **Waste Management removes bins and hauls to landfill**
- **Approximately 200 multi-family properties in Corona**
 - Include apartment complexes and mobile home complexes
- **Marketing**
 - Send out flyers/mailers, 2-4 times per year

Proposed Bi-Annual Drop-off Events at City Hall



- **Complimentary events held during the Winter and Summer**
 - To avoid confusion with Household Hazardous Waste events held in Spring and Fall
 - Illegal dumping is most prominent during the Summer, per data
 - After the holidays in the Winter; new furniture, appliances, etc. results in increased disposal
 - Riverside County waives disposal fees for up to two community events per year
- **Held on a Saturday**
 - 8am-12pm, per Waste Management
- **Same format as Household Hazardous Waste events**
 - Drive into City Hall parking lot through Buena Vista Ave, drop off items, then exit on Vicentia Ave

Resources Needed for Proposed Bi-Annual Drop-off Events at City Hall

- **Waste Management Equipment:**
 - 6 Frontload Trucks (Used to collect only trash)
 - 10 Roll-Off Bins (Used for green waste, Metal/Appliances, and Mattresses)
- **Waste Management Personnel**
- **City staff required at event for resident address verification**
 - To make sure that only Corona residents are allowed access
 - Ask for a copy of bill insert/mailer & I.D.
 - Event set up and traffic assistance



Proposed Bi-Annual Drop-off Events at City Hall - Marketing

- **Send out invitations to all residents through a utility bill insert**
 - Notify multi-family residents through separate mailer through InfoSend
- **Advertise on City LED Signs**
- **City Newsletters**
- **Bus Shelter Ads**



Proposed Landfill Drop-Off

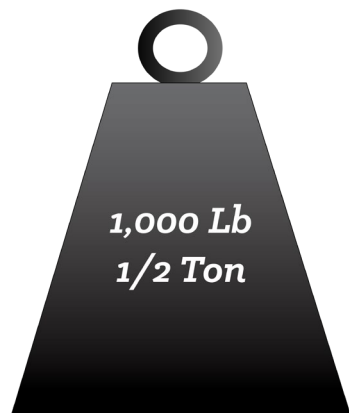
- Allow residents to self-haul bulk trash one to three times per year
- Track bulk trash disposal
- Landfill charges up to \$14.75 for up to half a ton
 - Establish a budget based on the number of instances of illegal dumping occurring
- Marketing options same as bi-annual drop off event



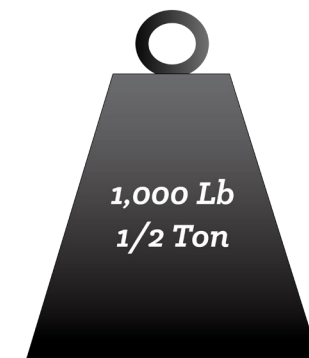
Weight Estimates – Half a Ton



≈ 450 lbs
each



≈ 150 lbs each



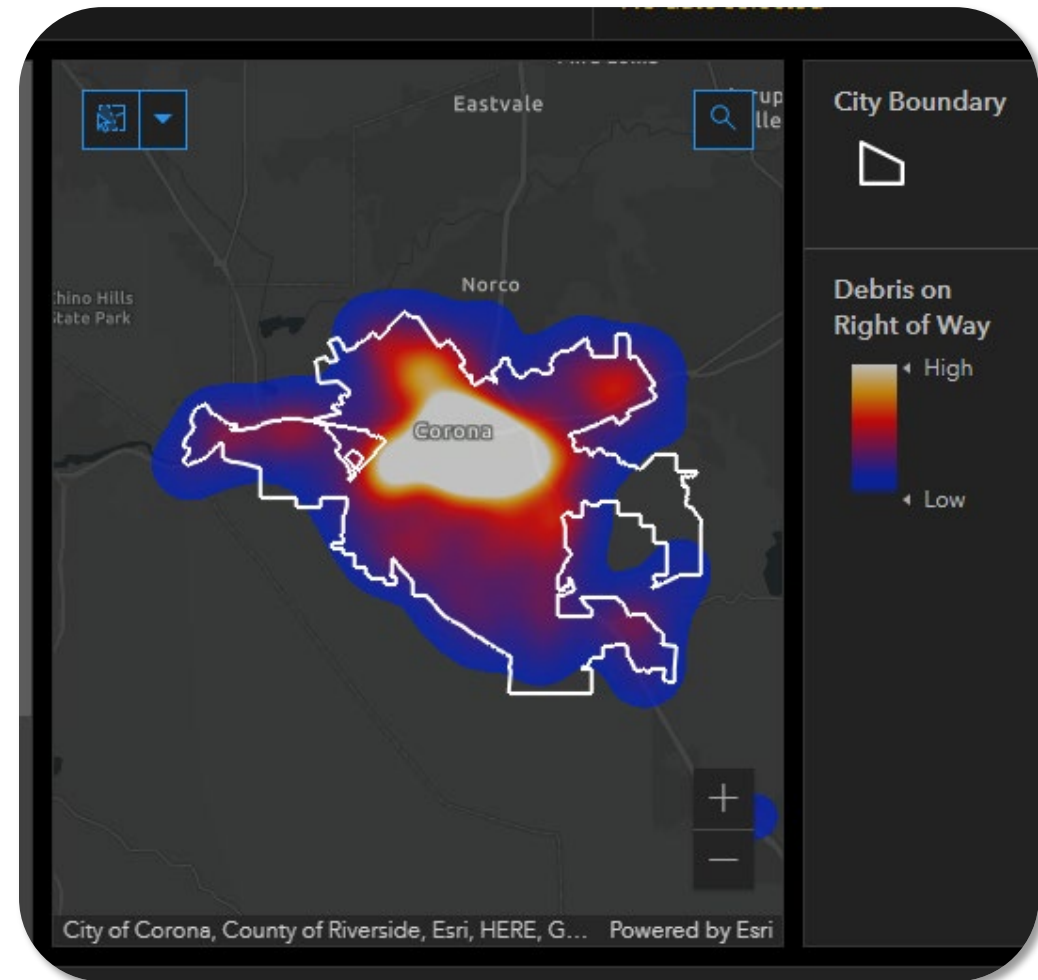


Questions?



Data Tracking - Update

- **Track areas where illegal dumping takes place most frequently to identify hotspots**
 - Using NexGen Data
 - Plotted in Debris Dashboard
- **Begin tracking illegal dumping in Parks**
- **Use data to target educational material**
 - Mailers/Bill Inserts
 - Send out free mattress bags?



Educational Material Example – Bill Inserts & Social Media Ads



DON'T TRASH YOUR COMMUNITY

Did you know that it is illegal* to dump bulky items and trash in any location that is not a permitted solid waste disposal facility?

Bulky items are large, hard to handle items such as furniture, mattresses, and other large items that won't fit in your regular trash bin.



Single-family residents can get rid of their bulky items at **NO ADDITIONAL COST** by following these easy steps:

1. Call Waste Management Customer Service at (800) 423-9986 to schedule your bulky item pickup for no additional cost at least two days prior to your regular trash and recycling collection day
2. Once appointment is set, place up to six (6) items near your trash and recycling bins by the curb before 6:00am on your regular trash collection day
3. Repeat up to three (3) times per year at no additional cost
 - After three (3) pickups, additional pickups can be scheduled for \$21.25 for the 1st item and \$14.18 for each additional item



For more information including a list of acceptable bulky items please visit www.CoronaCA.gov/Recycle

* Illegal dumping is an infraction under California Penal Code 374.3 PC. The offense is punishable by a fine that ranges from \$250 to \$3,000.



KEEP CORONA CLEAN

STOP ILLEGAL DUMPING

Did you know that it is illegal to dump bulky items and trash in any location that is not a permitted solid waste disposal facility?*

Bulky items are large hard to handle items such as furniture & mattresses.



Call Waste Management

Call (800) 423-9986 to schedule a bulky item pickup for no additional cost at least 2 days prior to your regular trash & recycling collection day.



Appointment

Once appointment is set, place up to 6 items near your trash & recycling bins by the curb before 6:00AM on your regular trash collection day



Repeat

Request up to 3 pickups a year at no additional cost. You may request additional pickups for a fee. Call Waste Management for more information.

A clean Corona is a healthy Corona!

For more information including a list of acceptable bulky items please visit [www. CoronaCA.gov/Recycle](http://www.CoronaCA.gov/Recycle)

*Illegal dumping is an infraction under California Penal Code 374.3 PC and is punishable by a fine ranging from \$250-\$3,000.

Educational Material Example – Bill Inserts & Social Media Ads

Marketing - Encourage Donation

- **Encourage donation of items that are still in good condition**
 - Support our community and embrace partnerships with local non-profit organizations
- **Organizations will be displayed on our website and marketing material**
 - Goodwill, Salvation Army, local Churches, City donation centers
 - City of Corona/City Net Make It Cozy Program



Marketing - Encourage Donation

- **MAKE IT COZY** accepts donated gently used and in **GREAT** condition home furnishings

- Makes these items available to shelter graduates to furnish their new homes



City Net



MAKE IT COZY Common Needs:

- Twin mattress sets / frames & full mattress sets / frames
- Vertical dressers
- Smaller recliners and loveseats
- Smaller coffee tables
- Kitchen furniture
- Apartment refrigerators
- Microwaves – smaller
- Crockpots- mini
- Foreman grills
- Plate sets
- Coffee makers
- Toaster ovens
- Flat screen TVs - standing (not mounted)

CITY OF CORONA

GOT BULKY ITEMS? DONATE, DON'T DUMP!

UNWANTED BULKY ITEMS SUCH AS APPLIANCES AND
FURNITURE CAN BE DONATED TO LOCAL ORGANIZATIONS
IF THEY ARE IN DURABLE AND USABLE CONDITION.
CONSIDER CONTACTING ONE OF THE LISTED
ORGANIZATIONS TO DONATE!

**Goodwill Southern
California Store & Donation**
1120 W. 6th St., Corona, CA 92882
(951) 582-9362



**The Salvation Army Thrift
Store & Donation Center**
1280 E. 6th St., Corona, CA 92879
(951) 735-4410

Make it Cozy

A City Net program in partnership with
Corona. To donate, email your photos,
furniture dimensions & pick-up requests to
makeitcozy@citynet.org.



City Net



Local Churches

Find a nearby church and call to
inquire about donating your
unwanted bulky items!



For more information,
visit our website

WWW.CORONACA.GOV/RECYCLE

Marketing - Encourage Donation

“Convenience is one of the most significant predictors of behavior.”

- *Best Practices in Addressing Illegal Dumping of Durable Waste, Mattress Recycling Council, 2021*

Costs

Current		Option 1		Option 2		Option 3		Option 4	
Street Maintenance Service Requests		Curbside Collection at Multi-Family Properties		Roll-Off Drop-Off at Multi-Family Properties		Bi-Annual Drop-Off Events		Landfill Self-Haul	
Staff & Vehicle Costs	\$37,587/year	Marketing	\$10,000/year	Marketing	\$10,000-20,000/year	Marketing	\$15,000-\$20,000/year	Marketing	\$15,000/year
Marketing	\$2,700/year	Curbside Collection Services (two collections per year)	\$2,400,000/year	Roll-Off Costs (current rate sheet)	\$510,000-1,020,000/year	WM Staff & Equipment	\$16,400/year	Budget (2-3/yr for 400 MFD residents) *(2-3/yr for 12,000 for all residential)	\$12,000 - \$18,000/year
						City Staff	\$4,500/year		\$360,000 - \$540,000/year
Total	\$40,287/year	Total	\$2,410,000/year	Total	\$520,000-1,040,000/year	Total	\$35,900-\$40,900/year	Total	\$27,000-\$540,000/year
Rate Impact	TBD - Cost are generally borne by the ratepayer. Depending on preferences, total cost will be added to current rate structure as part of the contract for solid waste services.								

	Pros	Cons
Curbside bulk trash collections for Multi-Family Residents	<ul style="list-style-type: none">• Convenient option for residents at multi-family properties• Residents less inclined to illegally dump bulk trash	<ul style="list-style-type: none">• Highest price tag• Increase in rates• Tracking of bulk trash collections is difficult due to high mobility• Limited space on property for placement of items
Roll-Off Drop-Offs at Multi-Family properties	<ul style="list-style-type: none">• Convenient option for residents at multi-family properties• Residents less inclined to illegally dump bulk trash	<ul style="list-style-type: none">• High price tag• Probable high levels of contamination due to bins not being monitored• No assistance with disposal• Limited space for placement of equipment
Host Bi-Annual Collection Events	<ul style="list-style-type: none">• Residents may be less inclined to illegally dump bulk trash• Held at City Hall; centralized convenient location	<ul style="list-style-type: none">• Events may not line up with move-in/out dates of multi-family residents
Landfill Drop-Off	<ul style="list-style-type: none">• Residents may be less inclined to illegally dump bulk trash• Convenience of being able to go up to the landfill when they choose to (i.e. prior to moving)	<ul style="list-style-type: none">• Location of landfill is not convenient• Lack of proper vehicle to haul items

Council Direction

Options:

1. Continue with current illegal dumping cleanup process
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3. Roll-Off Drop-Offs at multi-family properties
4. Host Bi-Annual Collection Events at City Hall
5. Residents self-hauling bulk trash to landfill
6. Combination of a few options?

QUESTIONS?



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www.CoronaCA.gov/Recycle