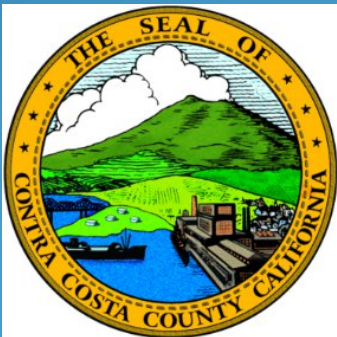


Contra Costa County Trash Reduction Plan: 40% and Beyond

March 3, 2015
Cece Sellgren
Stormwater Manager





Presentation Outline


- Review trash as a water pollutant
- Review achievement of 40% trash reduction & response by SF Waterboard
- Review costs to implement trash reduction strategies
- Look forward to next steps



Trash as a water pollutant

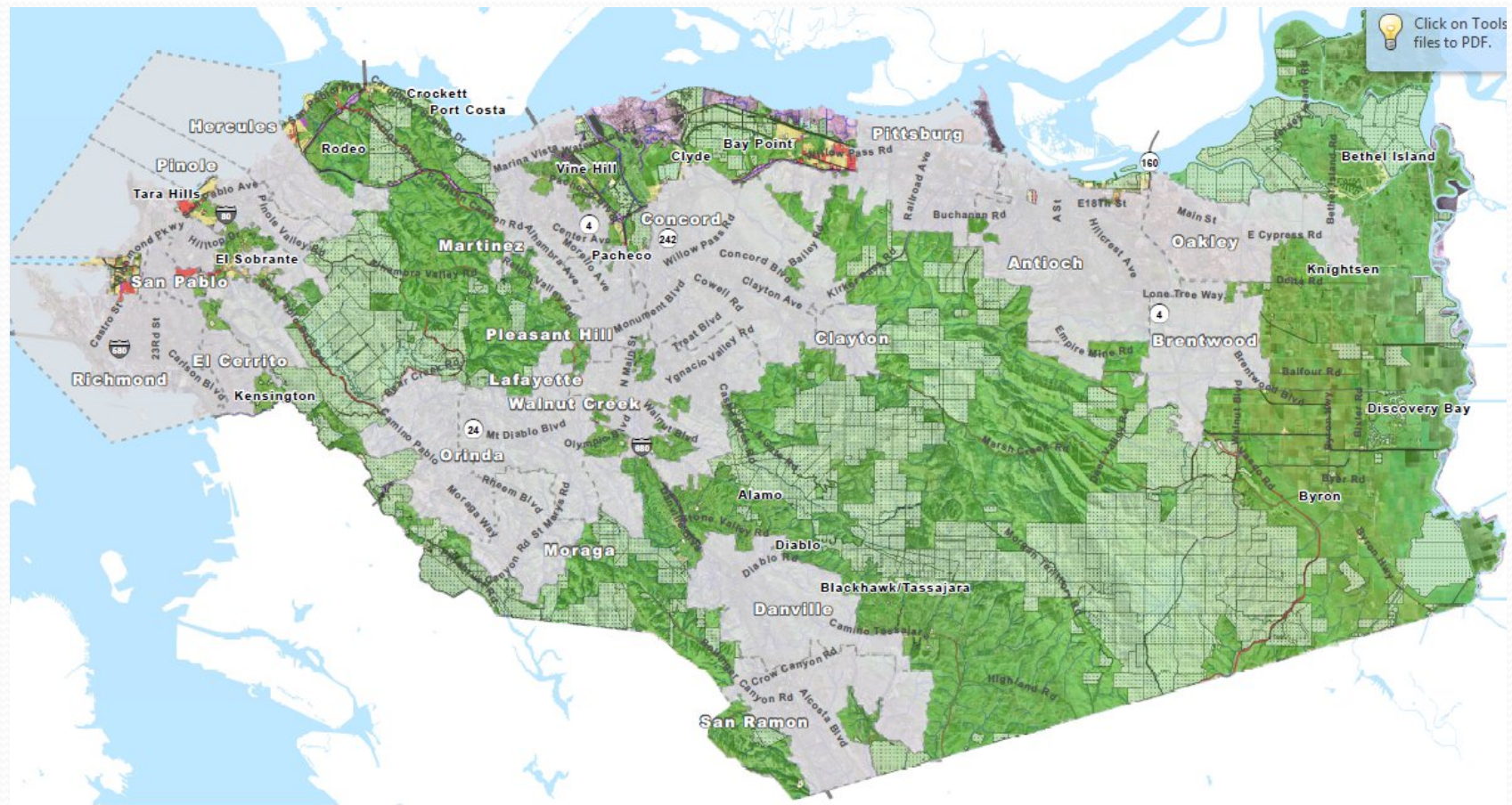
- Great garbage patches in every ocean
- Regulated as by US EPA and State Waterboards
- Must achieve
 - 40 % by 2014
 - 70% by 2017
 - 100% by 2022
- Failure can lead to
 - Fines - \$10,000/day + \$25/gallon of polluted water
 - Third party lawsuits

Trash Sources and Pathways to Urban Creeks

 Santa Clara Valley
Urban Runoff
Pollution Prevention Program



Long Term Trash Reduction Plan



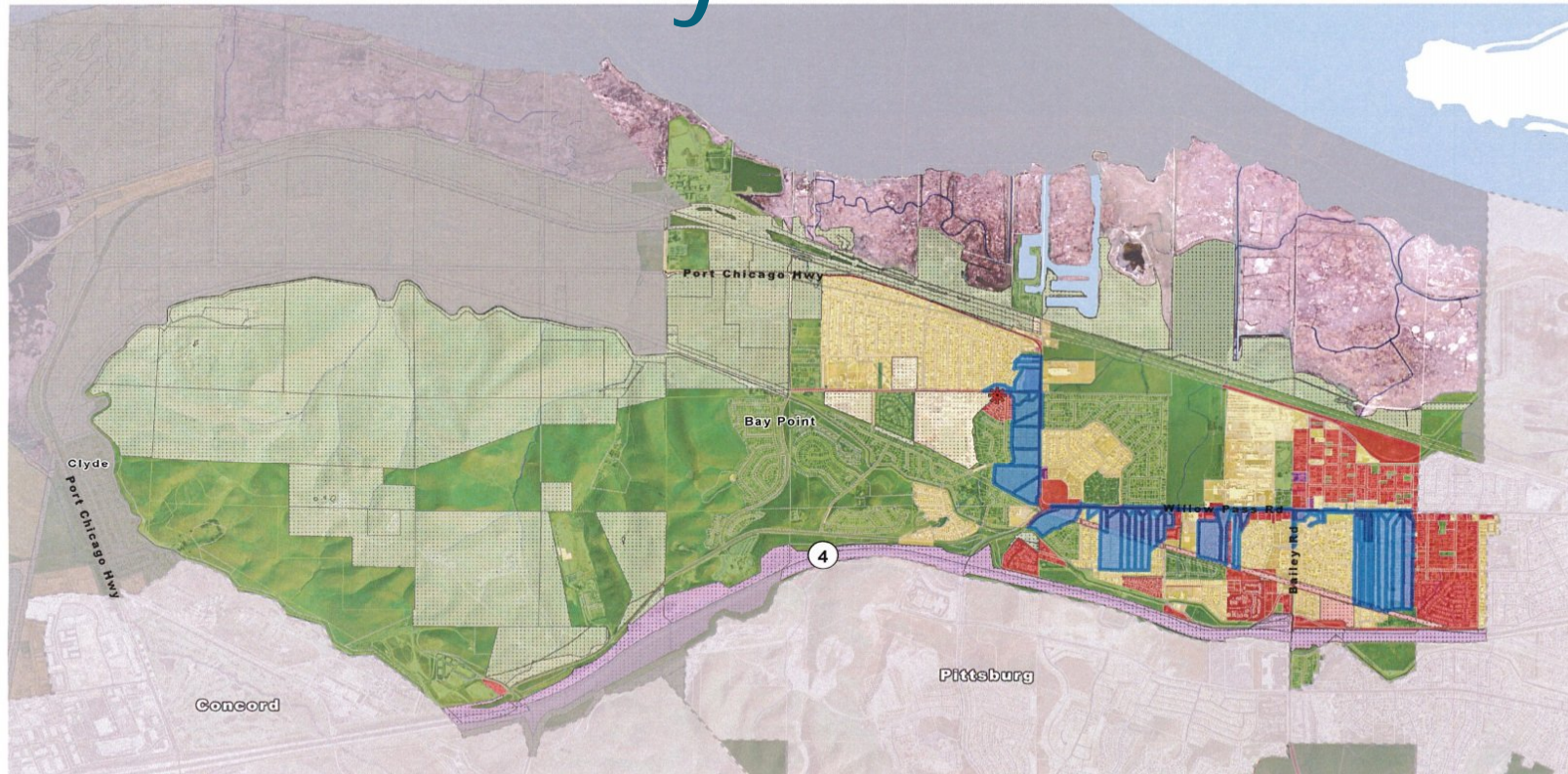
**Contra Costa County
Draft Trash Rates
Version 1**

Trash Rate	High	Non-Jurisdictional
Low	Very High	City
Medium		Creeks

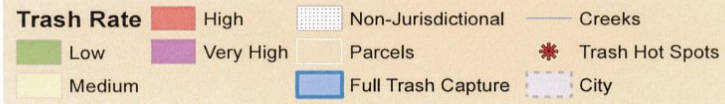
1 inch = 3 miles

Sources:
Trash Rates: EOA May 2013
Updated Trash Rates: Contra Costa County August 2013
Hot Spots: Contra Costa County August 2013
Roads/Creeks/Boundaries: Contra Costa County
Land Use Codes: Contra Costa County, August 2008
Created By: Contra Costa County Public Works Department
Date: January 22, 2015
0 1.75 3.5 7 Miles

Bay Point



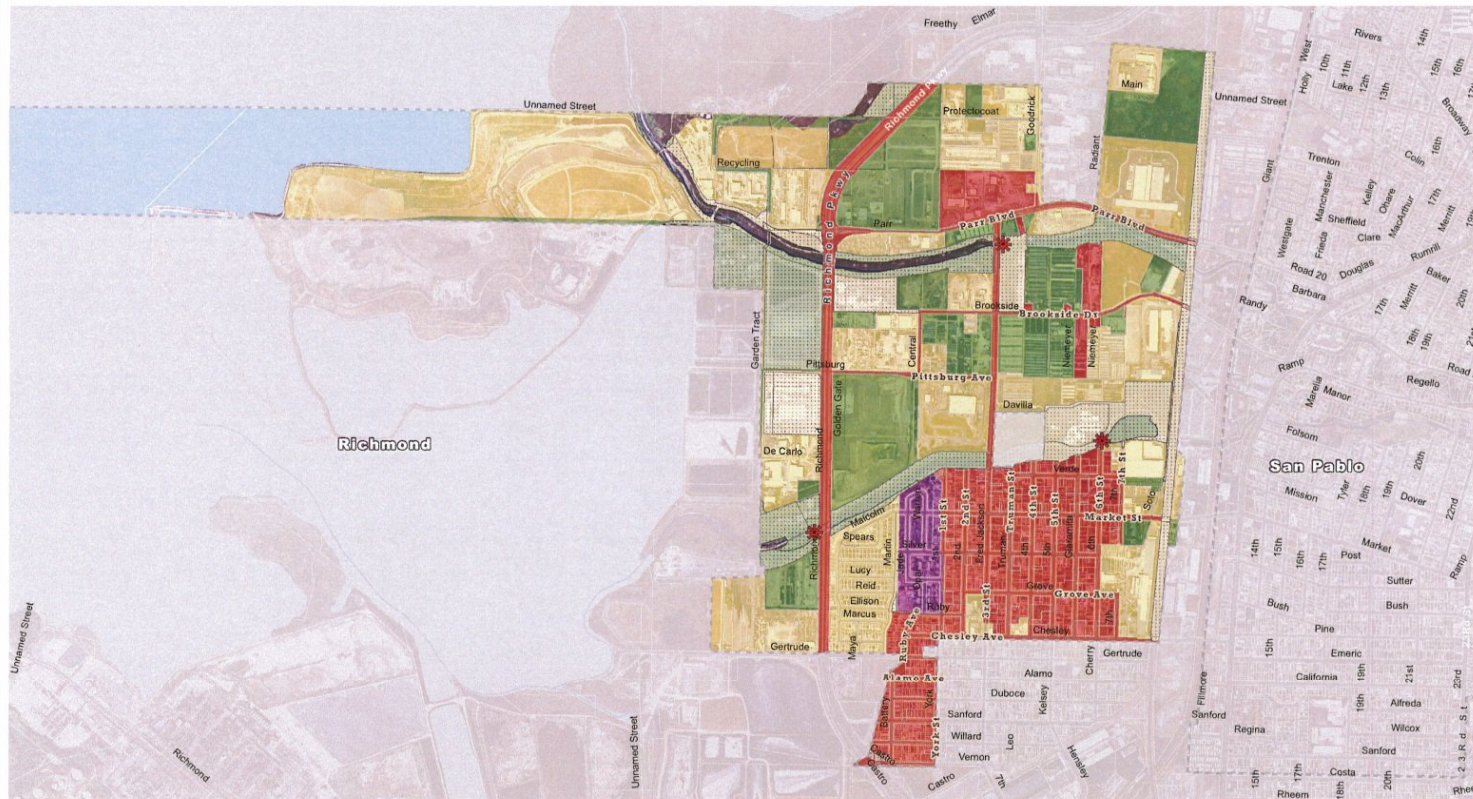
**Contra Costa County
Full Trash Capture for the
Community of
Bay Point**



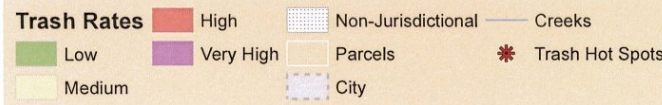
1 inch = 2,000 feet

Sources:
 Trash Rates: EQA May 2013
 Updated Trash Rates: Contra Costa County August 2013
 Hot Spots: Contra Costa County August 2013
 Roads/Creeks/Boundaries: Contra Costa County
 Land Use Codes: Contra Costa County, August 2008
 Created By: Contra Costa County Watershed Program
 Date: February 13, 2014

North Richmond



**Contra Costa County
Trash Rates for the
Community of
North Richmond**

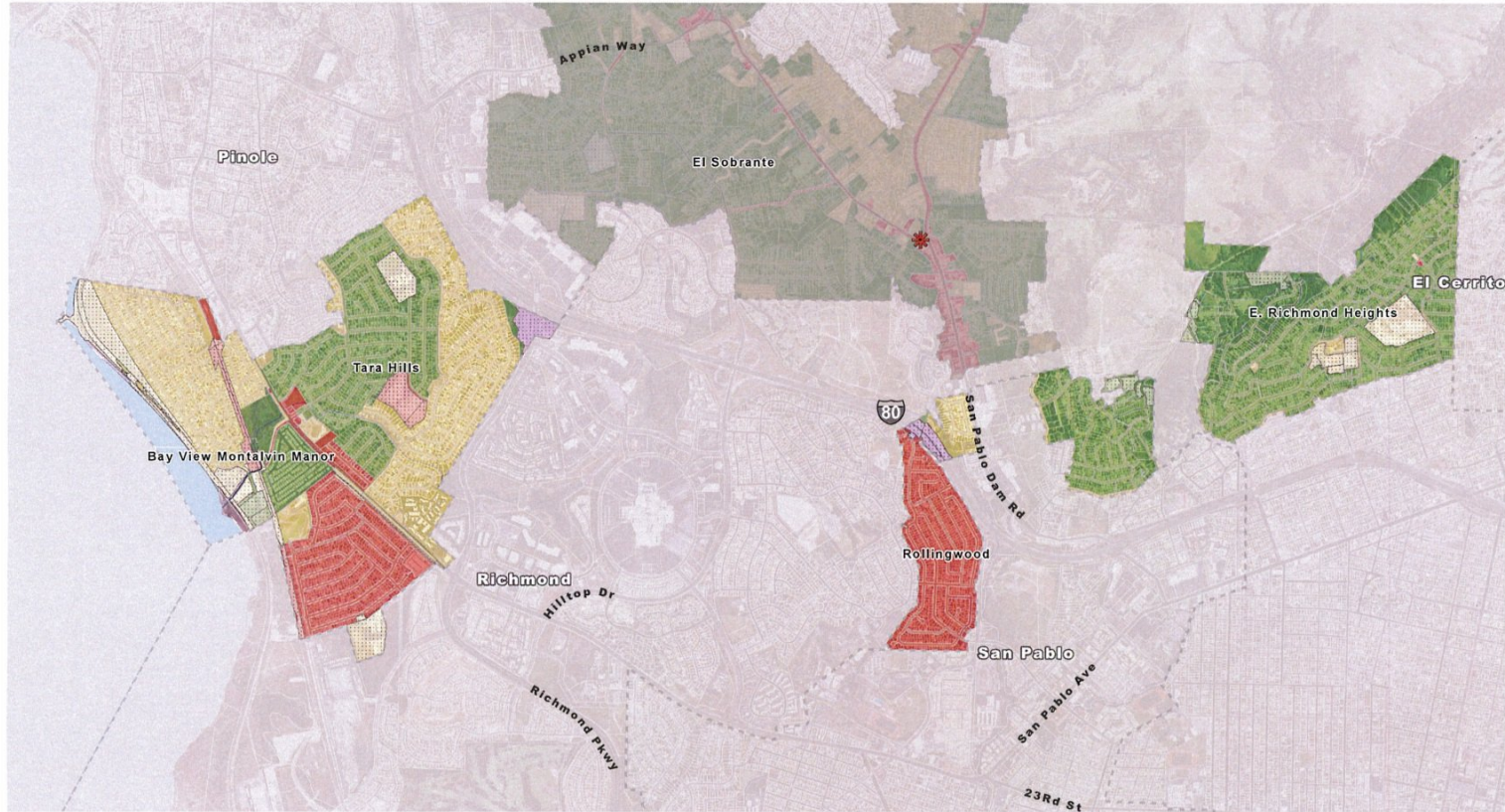


1 inch = 1,055 feet

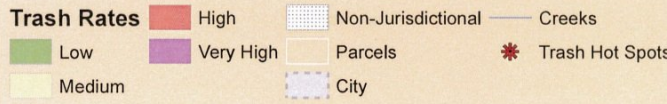
Sources:
Trash Rates: EOA May 2013
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Hot Spots: Contra Costa County August 2013
Roads/Creeks/Boundaries: Contra Costa County
Land Use Codes: Contra Costa County, August 2008
Created By: Contra Costa County Watershed Program
Date: February 13, 2014

0 0.1 0.2 0.4 Miles

Unincorporated Richmond



**Contra Costa County
Trash Rates for the
Unincorporated
Richmond Pocket
Neighborhoods**

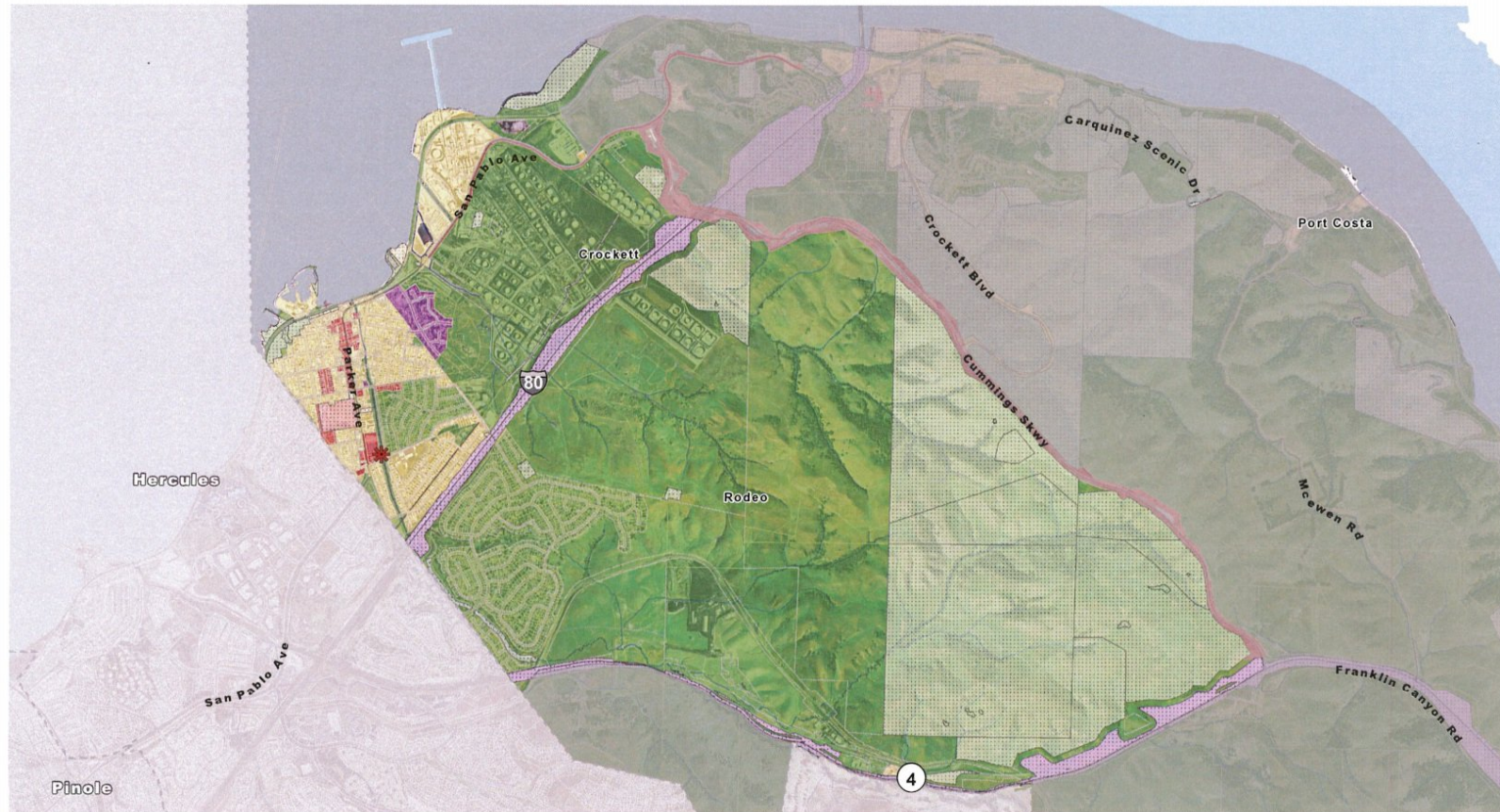


1 inch = 1,750 feet

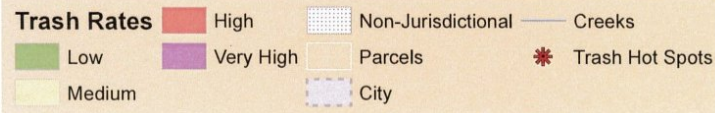
Sources:
Trash Rates: EOA May 2013
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Hot Spots: Contra Costa County August 2013
Roads/Creeks/Boundaries: Contra Costa County
Land Use Codes: Contra Costa County, August 2008
Created By: Contra Costa County Watershed Program
Date: February 13, 2014

0 0.2 0.4 0.8 Miles

Rodeo



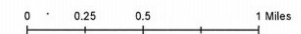
Contra Costa County Trash Rates for the Community of Rodeo



1 inch = 2,200 feet

Sources:
 Trash Rates: EOA May 2013
 Updated Trash Rates: Contra Costa County August 2013
 Hot Spots: Contra Costa County August 2013
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 Land Use Codes: Contra Costa County, August 2008

Created By: Contra Costa County Watershed Program
 Date: February 13, 2014



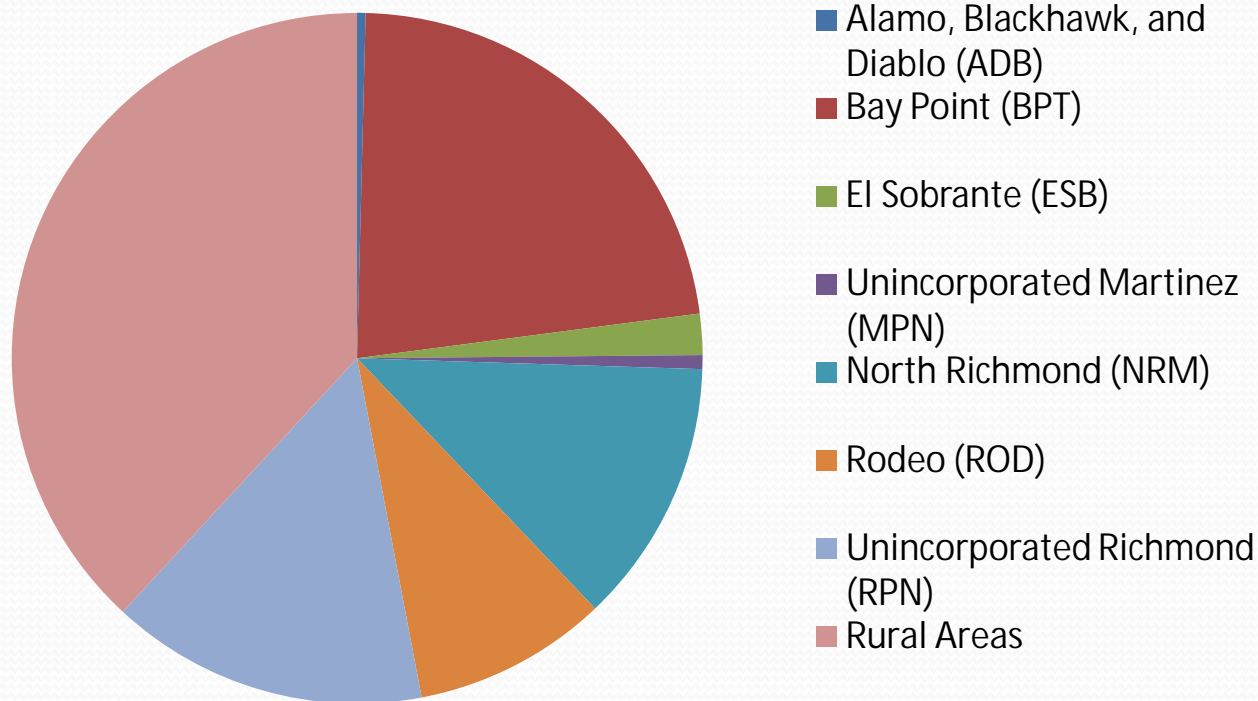


County Achieves 42% Trash Reduction!

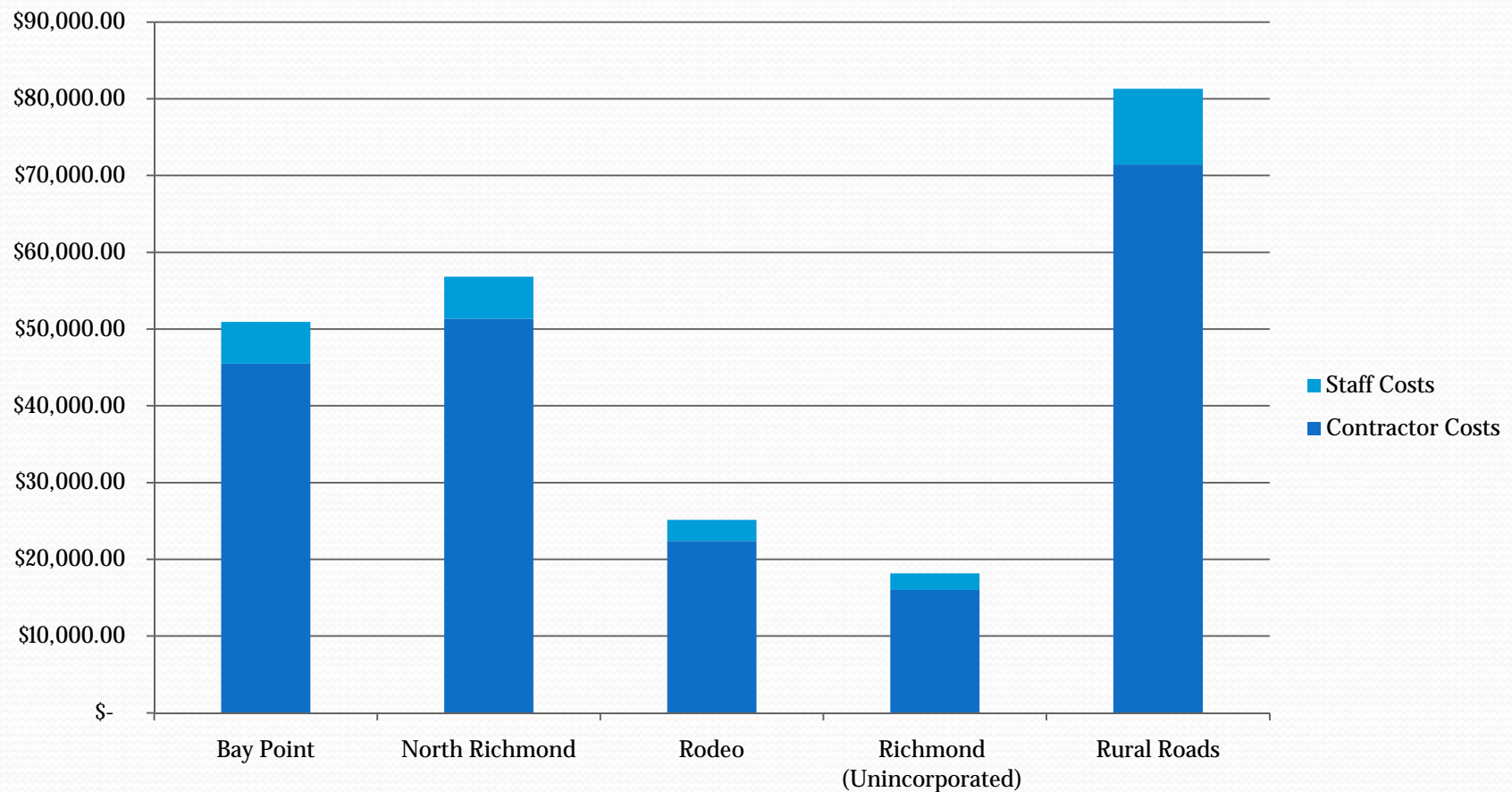
- 27 % through on-land clean-ups
 - Adopt a Road volunteers
 - Contract with firm for 2x/week trash pick-ups
- 9 % through in stream- clean-ups
 - Volunteer clean-ups
 - Homeless abatement in Flood Control District stream facilities in unincorporated County
- 4 % through full trash capture devices
- 2 % for outreach and education efforts

FY 13-14 Trash Reduction Relative Contributions by Community

Countywide Trash Reduction Efforts



Cost of on-land Clean-up for 6 month period (3-14 to 9-14)



Annual costs of on-land clean-up if we maintain litter pick-up frequency

Community	# of Clean-ups per year	Amount
Bay Point	20	\$ 91,000.00
North Richmond	20	\$ 103,000.00
Rodeo	10	\$ 45,000.00
Richmond (Unincorporated)	10	\$ 40,000.00
Rural Roads	36	\$ 143,000.00
Staff time (planning & assessments)		\$ 15,000.00

Annual Cost \$ 437,000.00



SF Waterboard Dissatisfied

- Ignored most volunteer efforts
- Didn't count trash reduction that failed to change trash load category
- Ignored all in-stream cleanups
- Ignored most outreach & education efforts
- County discounted to 30% Trash Reduction
 - "Mitigated Non-Compliance"
 - Threat of Notice of Violation



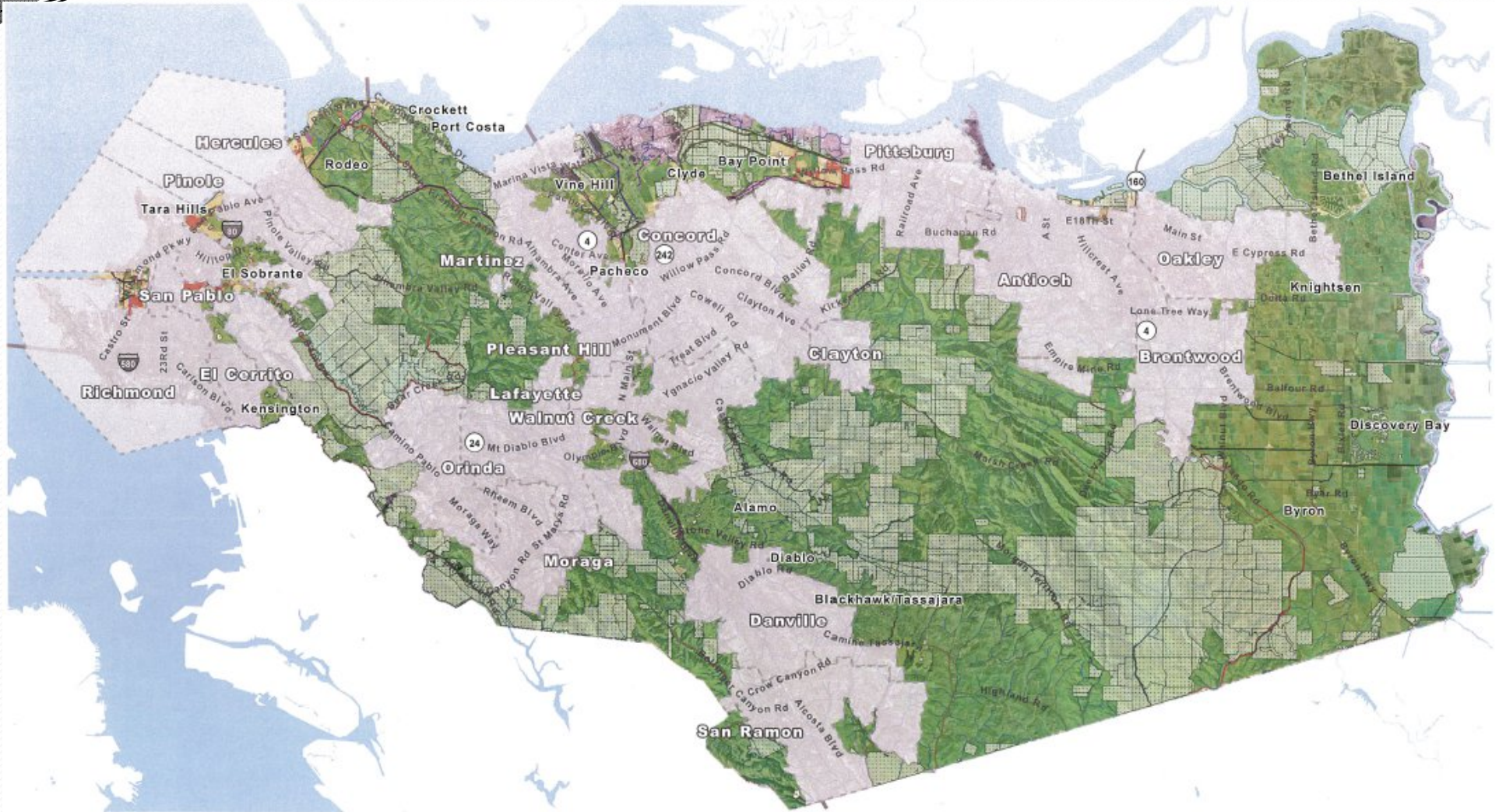
Coordination between County Departments

- PWD
 - County Watershed Program
 - Maintenance Division
- DCD
 - Solid Waste Division
 - Building Inspection Division
- Health Services -Environmental Health Division
- Sheriff Department – Quality of Life Police Units

Important Issues to Address

- Rural vs Urban Areas
- Shifting from “maid service” to “self service” to “no need for service”
 - Challenges of hiring local youth
- More Trash Capture Devices?
 - North Richmond
 - Rodeo
- Double Street Sweeping in Commercial Zones
 - In High & Medium trash areas
- Meaningful Community Outreach
 - With measurable results

Initial Trash Rates for Unincorporated County



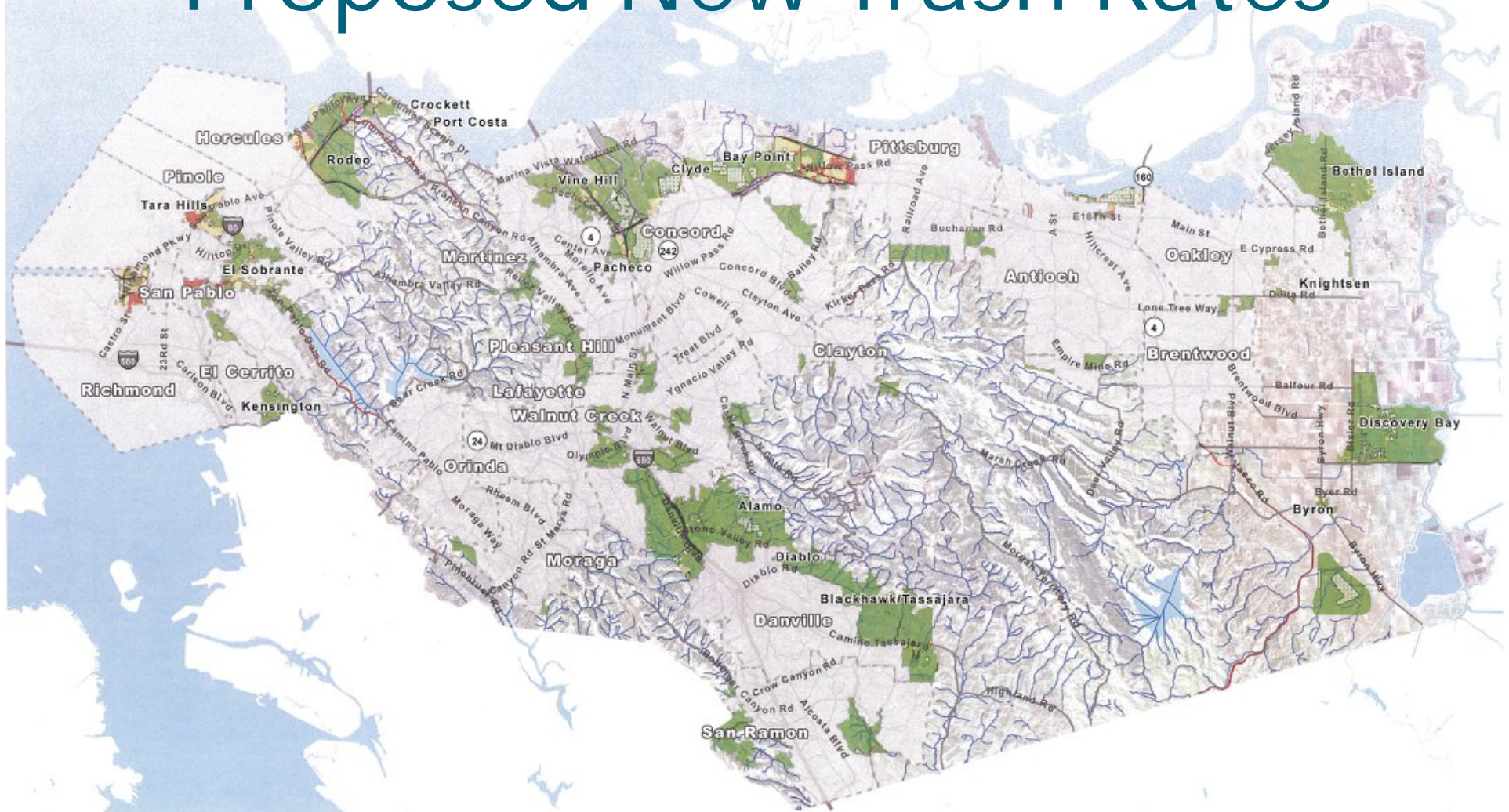
**Contra Costa County
Draft Trash Rates
Version 1**



1 inch = 3 miles

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 Created By: Contra Costa County Public Works Department
 Date: January 22, 2015
 0 1.75 3.5 7 Miles

Proposed New Trash Rates



**Contra Costa County
Draft Trash Rates
Version 2**



1 inch = 3 miles

Sources:
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 Updated Trash Rates: Contra Costa County August 2013
 Hot Spots: Contra Costa County August 2013
 Roads/Creeks/Boundaries: Contra Costa County
 Land Use Codes: Contra Costa County, August 2008

Created By: Contra Costa County Public Works Department
 Date: January 22, 2015

0 1.75 3.5 7 Miles



Questions???

Cece Sellgren
Stormwater Manager
925-313-2296
csell@pw.cccounty.us