

Environmental Services Department

Updates on Measure B and City-Provided Residential Solid Waste Management Services

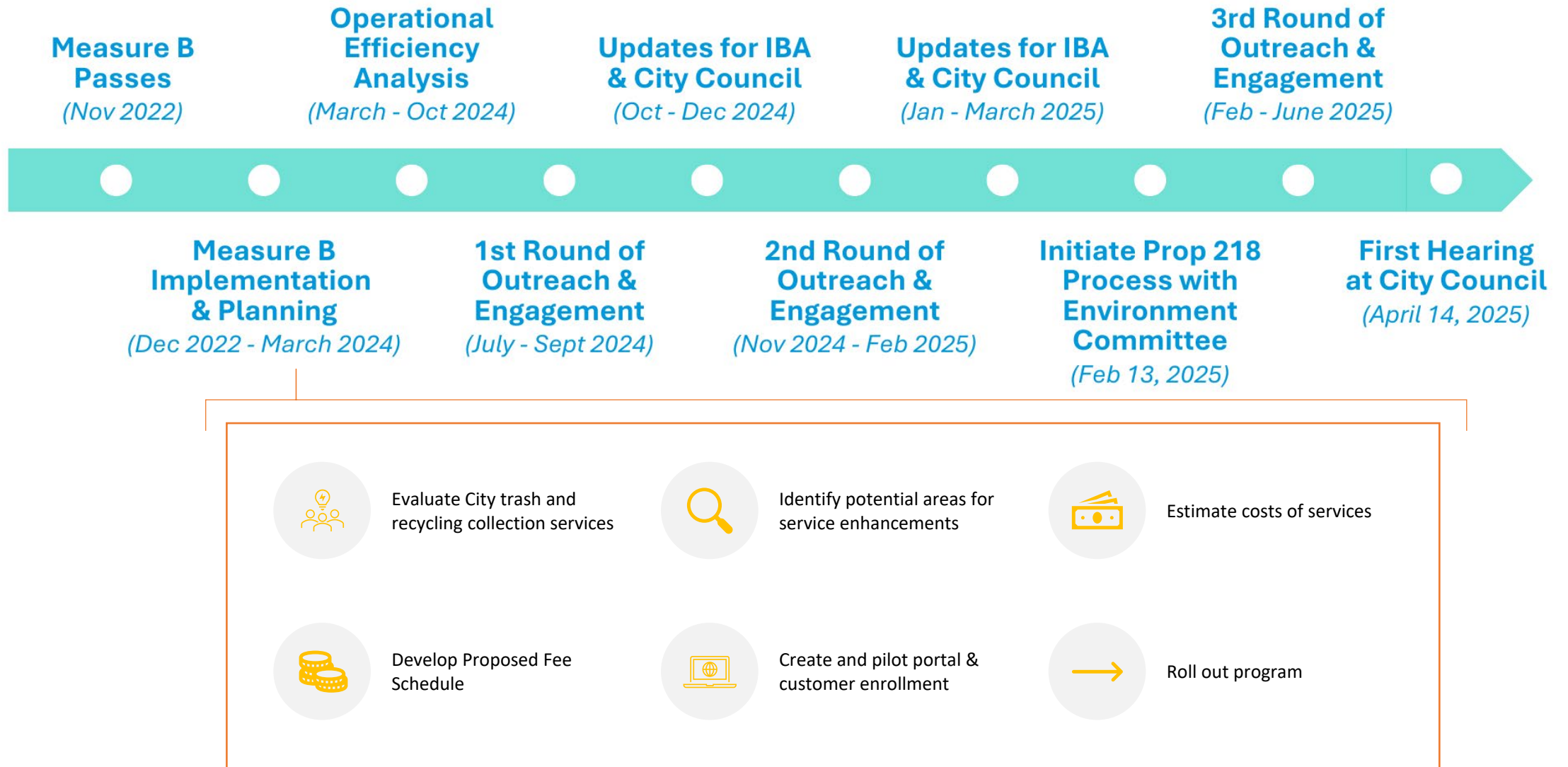
**Nathan Homer, Senior Analyst,
Environmental Services Department**

Discussion Topics

- ✧ Background
 - Timeline
 - Collection Services Overview
 - Outreach and Engagement
 - Operational Efficiency Analysis
- ✧ Proposed Collection Services
- ✧ Proposed Fee Schedule
- ✧ Financial Assistance Program
- ✧ Next steps and timeline



Timeline: Measure B Passage Through April 2025



Current Services At a Glance



- Providing service since early 1900s
- Weekly trash & organics collection
- Bi-weekly recycling collection

233,000

Customers

~35 million

container lifts per year

200+

Sanitation
Drivers

~300,000 tons

of trash collected annually

150,000+ tons

of recycling & organics diverted
from the landfill each year

148

CNG-Powered
Refuse Trucks

~3,500 container
transactions per month

We Heard You

ROUND 1

- Provide background
- Invite insights
 - Current services
 - Potential enhancements

ROUND 2

- Summarize Round 1 input
- Provide additional background
- Share potential cost implications
- Invite additional feedback

ROUND 3

- Share preliminary cost of service study results and draft fee
- Invite additional input on draft & incorporate feedback into analysis
- Publish cost-of-service study and proposed fees for public review



A CLEANER, GREENER
SAN DIEGO

Total

Outreach and Engagement*

*Outreach and engagement is ongoing

OVER **5,800**

Residents engaged with us at:



64

COMMUNITY
PRESENTATIONS



30

OPEN
HOUSES



41

COMMUNITY
EVENTS

OVER **2.3 million**

listens and/or views of
project information through:



22,324

PROJECT WEBSITE
VISITORS



OVER

100

MEDIA
STORIES



194,463

SOCIAL MEDIA
VIEWS

INFORMATION CHANNELS

6,408 newsletters sent
about the project

3 fact sheets developed
in **6** languages

20,222 flyers distributed

NEWS & ADVERTISEMENTS

665,544 total TV audience

Advertised in **4** print
publications:

- San Diego Union-Tribune
- Filipino Press
- Voice & Viewpoint
- El Latino

MULTIMEDIA

Animated video developed
in **6** languages:

- English
- Spanish
- Chinese
- Korean
- Tagalog
- Vietnamese

What We Heard

What issues do you most
want addressed?

1. **Bulky Item Disposal**
2. **Frequent Broken Bins**
3. **Expensive Bin Replacement**

Top Themes:

A New Container Approach

- Damaged bins are a top concern
- Interest (40%) to build container repair and replacement into fee
- Majority said replacement of trash bins is important at launch

Convenient Disposal of Household Hazardous Waste

- Potential for twice per year community waste drop-off events per Council District
- Keep batteries, lightbulbs, electronics, and other waste out of trucks and the landfill

Weekly Recycling

- Around 50% of survey participants expressed interest in weekly recycling
- Improved recycling options among top 5 service enhancements for survey respondents



Over **4,800**
residents took our
online surveys!

Nearly **2/3** of survey respondents expressed
interest in a bulky item pickup voucher program





Operational Efficiency Analysis

500+ hours
of on-site observations

87 staff
members interviewed

75 walk-abouts
at ESD's Miramar Place

26 inspections
of ESD packers

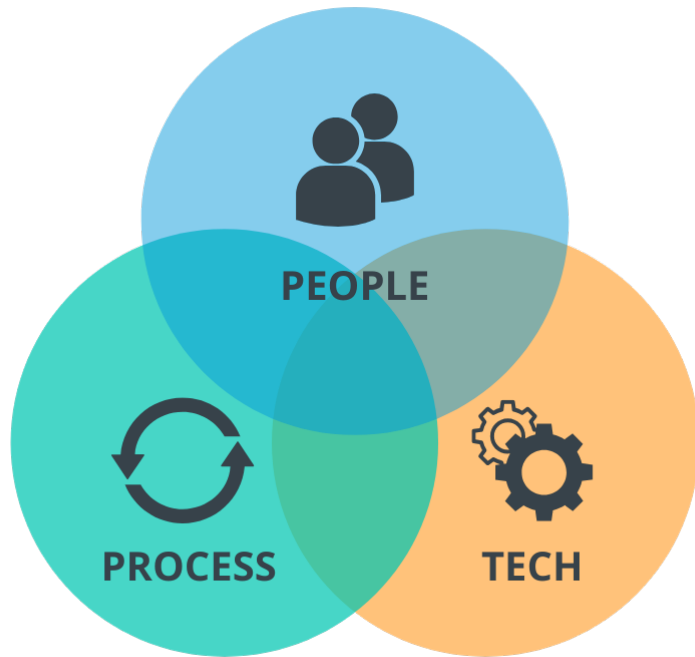
20+ briefings
with sanitation drivers

17 observations
of fleet technicians

3-day workshop
with ESD & General Services

Operational Efficiency Analysis

Findings & Recommendations



Rebalance Routes: Adjust routes and driver assignments to reduce missed pickups and allow time for breaks, inspections, and safe driving.

Modernize the Fleet: Replace aging trucks on a regular schedule and maintain a minimum of 140 frontline automated side loaders under 7 years old.

Build a Safety Culture: Prioritize safety training, digitize incident reporting, and reduce pressure that encourages unsafe practices.

Right-size Staffing: Add key positions across safety, mechanics, HR, communications, data, and increase driver count to support growing needs.

Upgrade Facilities: Improve and expand Miramar Yard, including a new cart storage site, better maintenance bays, and safety enhancements.

Leverage Technology: Roll out Routeware fully, equip every truck with tablets, and digitize pre/post-trip forms and tracking systems.

Improve Communication: Establish internal dashboards, enhance dispatch coordination, and train staff to ensure consistent, clear messaging.



What's proposed in the new program?

Starting July 2025

- Safe, consistent and reliable service
- Container repairs, replacement and delivery at no additional cost
- New customer portal for selecting or updating service
- Fee based on container size and quantity of containers, upon delivery of new containers

Starting July 2027

- Weekly recycling
- Curbside bulky item pick-up program

870

Average Weekly # of
Missed Collection Reports
2024

797

Average Weekly # of
Container Requests
2024

368

Illegal Dumping Reports
2024



Proposed Monthly Fee Schedule



Bundles	Effective Date (upon delivery of new containers)				
	July 1, 2025	July 1, 2026	July 1, 2027	July 1, 2028	July 1, 2029
Bundle Option 1: <ul style="list-style-type: none"> 35-gal trash container 95-gal recycling container 95-gal organics container 	\$36.72	\$38.45	\$45.66	\$47.35	\$48.39
Bundle Option 2: <ul style="list-style-type: none"> 65-gal trash container 95-gal recycling container 95-gal organics container 	\$42.88	\$45.02	\$53.46	\$55.23	\$56.38
Bundle Option 3: <ul style="list-style-type: none"> 95-gal trash container 95-gal recycling container 95-gal organics container 	\$47.59	\$50.03	\$59.42	\$61.24	\$62.48
Proposed Fee for Additional Containers (cost per month per container, upon delivery of new containers)					
35-gal trash container	\$6.94	\$7.40	\$8.79	\$8.87	\$9.00
65-gal trash container	\$13.15	\$14.02	\$16.65	\$16.81	\$17.05
95-gal trash container	\$17.92	\$19.10	\$22.69	\$22.90	\$23.23
95-gal recycling container	\$10.57	\$11.79	\$16.18	\$17.84	\$18.71
95-gal organics container	\$13.05	\$12.97	\$13.84	\$13.95	\$14.01

What's changed?

\$53^{+/-}\$3 > **\$47.59**

February 2025 Draft Rate*

April 2025 Draft Rate*



Completed Model
Quality Assurance



Removed
Community Clean-
Ups from Fee



Applied Revenue
from Container Fund

**95-gallon bundle*

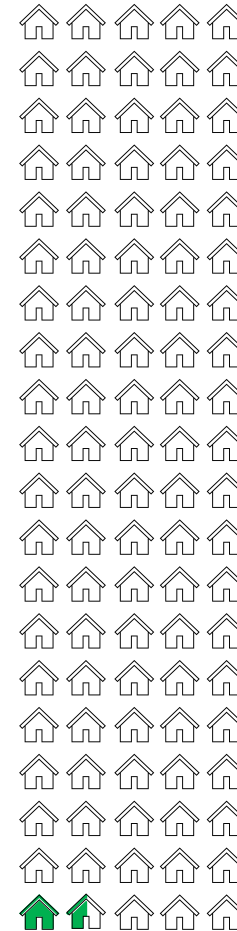
Proposed Financial Assistance Program

Potential criteria

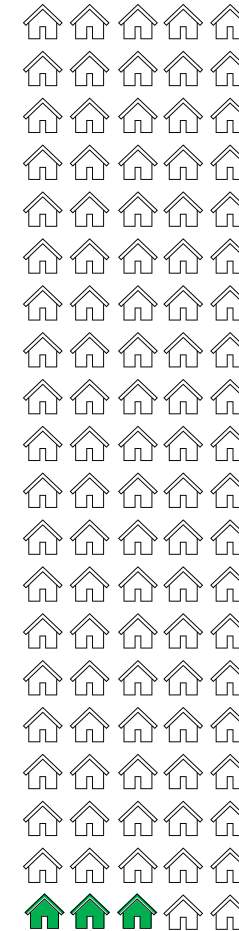
- Enrollment in an existing Federal or State assistance program
- At least two consecutive years of unpaid property taxes and household salary requirements (e.g., less than 80% of AMI)
- Standalone household salary requirements (e.g., less than 50% of AMI)

Potential funding sources

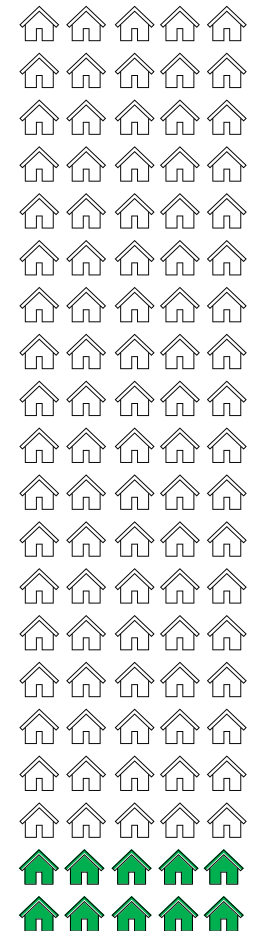
- General Fund
- Voluntary contributions
- Other as-yet to be identified



A 100% subsidy for
1.5% (3,500) of
customers



A 50% subsidy for
3% (7,000) of
customers



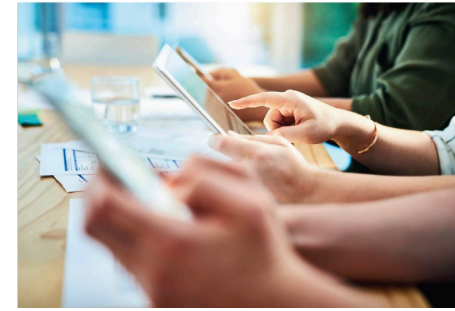
A 15% subsidy for
10% (23,000) of
customers



How Would Services Change?

Starting July 2025

- Upgrades for more reliable service
- New Online Portal
- Eliminates fees for container repair, replacement, and delivery



January 2026 – July 2027

- New trash and recycling bins with scanning enabled

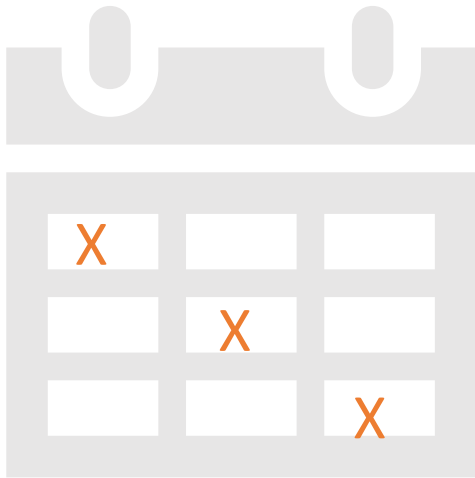


Starting July 2027

- Curbside pickup for bulky items
- Recycling picked up every week



Next steps



Week of April 20

Mail Prop 218 Notices, starting 45-day protest period

April through June

Review additional opportunities to reduce the fee further (see IBA report) prior to June 9.

June 9

Public hearing to count protests and consider adoption of proposed fee

June 24

Public hearing to consider report of proposed fees to be collected on the tax roll

July 1

Proposed effective date of proposed fee and proposed elimination of existing fees for container replacements, repairs or deliveries.

Thank you!

Questions?

