



## ILLEGAL DUMPING AD HOC COMMITTEE

September 16, 2019

11:00 A.M.

Paramount Room, 777 Arnold Dr., Martinez

Supervisor Diane Burgis ♦ Supervisor Federal D. Glover

### Agenda Items:

*Items may be taken out of order based on the business of the day and preference of the Committee*

1. Introductions
2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to three minutes).
3. Update regarding funding allocated to implement illegal dumping strategies approved on June 11, 2019
4. Status update regarding the illegal dumping strategies approved on June 11, 2019.
5. Overview of the recommended Public Outreach Campaign approved for funding (illegal dumping strategy # 5).
6. Committee Member Comments
7. The next meeting has not yet been scheduled.
8. Adjourn

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*The Illegal Dumping Ad Hoc Committee will provide reasonable accommodations for persons with disabilities planning to attend Illegal Dumping Ad Hoc Committee meetings. Contact the staff person listed below at least 72 hours before the meeting.*

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*Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the Illegal Dumping Ad Hoc Committee less than 96 hours prior to that meeting are available for public inspection at 30 Muir Road, Martinez, during normal business hours. Staff reports related to items on the agenda are also accessible on line at [www.co.contra-costa.ca.us](http://www.co.contra-costa.ca.us).*

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*Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.*

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### For Additional Information Contact:

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# Contra Costa County Board of Supervisors

## Subcommittee Report

### ILLEGAL DUMPING AD HOC COMMITTEE

**Meeting Date:** 09/16/2019  
**Subject:** Funding Update  
**Submitted For:** John Kopchik, Director, Conservation & Development Department  
**Department:** Conservation & Development  
**Referral No.:** 3  
**Referral Name:** Update regarding funding allocated to implement illegal dumping strategies approved on June 11, 2019  
**Presenter:** John Kopchik      **Contact:** Deidra Dingman, 925-674-7203

#### Referral History:

On June 11, 2019, the County Board of Supervisors received a presentation from the interdepartmental Illegal Dumping Think Tank team and approved all staff recommendations. The Board directed staff to report back to the full Board by September 30, 2019 with a proposal to authorize the expenditure of funds to implement the illegal dumping strategies recommended for funding.

#### Referral Update:

On June 11, 2019 the Board approved recommended funding allocation in the amount of \$378,00 for the following six illegal dumping strategies that could not be implemented with existing budgets. The remaining 50 illegal dumping strategies were either proposed to be implemented within existing budgets in the initial phase or as part of a future phase.

Strategy # 5 – Public outreach campaign(s): \$10,000  
Strategy # 12 – Mandatory Subscription Ordinance: \$58,000  
Strategy # 26 – Street Signs (initial phase: 50 signs): \$10,000  
Strategy # 27 – Street Lights (initial phase: 10 lights): \$100,000  
Strategy # 45 – Dedicated Law Enforcement Officers (4 per-diem deputies): \$150,000 per year  
Strategy # 46 – Surveillance Cameras (6 month pilot: 5 cameras): \$50,000

#### **Funding allocated by the State (Strategy # 45)**

AB 1216 was a County-sponsored bill that would have authorized the counties of Alameda and Contra Costa to establish a pilot program to employ 2 law enforcement officers, one from each county, solely for the purpose of enforcing dumping laws in those counties. Although AB 1216 failed to move forward, the California Budget Act of 2019 (AB 74) approved by the Governor included the following funding allocation provision:

- \$375,000 shall be provided to each of the following counties: Alameda and Contra Costa for an Illegal Dumping Pilot Project to enforce dumping laws.

Strategy # 45	Recommended Allocation	Actual Allocation by the State	Remainder
Dedicate four per-diem deputies (combined total of 3,600 hours per year; equivalent to approx. 1.73 FTE) to investigating dumping crimes.	\$150,00 per year	\$375,000	\$225,000 which is sufficient to cover proposed per-diem deputies for an addition 1.5 years

- **Funding allocated by the County (Remaining Strategies)**

As a result of the unexpected funding allocation approved in the State Budget that can be used to fund Strategy # 45, the amount of funding the County will have to allocate in order to implement the remaining illegal dumping strategies listed above decreased by \$150,000. Therefore, the dollar amount that staff needs to return to the Board for authorization to expend reduced from \$378,000 to \$228,000. On September 17, 2019, the Board of Supervisors is scheduled to consider an Agenda Item recommended by the County Administrator's Office that will authorize expenditure of \$228,000 to implement the Illegal Dumping Think Tank recommendations approved by the Board on June 11, 2019.

**Recommendation(s)/Next Step(s):**

RECEIVE update regarding the funding to implement the recommended illegal dumping strategies approved by the County Board of Supervisors on June 11, 2019.

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**Attachments**

*No file(s) attached.*

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# Contra Costa County Board of Supervisors

## Subcommittee Report

### ILLEGAL DUMPING AD HOC COMMITTEE

**Meeting Date:** 09/16/2019  
**Subject:** Strategy Update  
**Submitted For:** John Kopchik, Director, Conservation & Development Department  
**Department:** Conservation & Development  
**Referral No.:** 4  
**Referral Name:** Status update regarding the illegal dumping strategies approved on June 11, 2019  
**Presenter:** Deidra Dingman      **Contact:** Deidra Dingman, 925-674-7825

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#### **Referral History:**

On June 11, 2019, the County Board of Supervisors received a presentation from the interdepartmental Illegal Dumping Think Tank team and approved all staff recommendations. The Board referred implementation of the recommendations to this newly formed Ad Hoc Committee. The Board also directed staff to report back to the full Board with a status update regarding the County's mandatory subscription ordinance and the other recommended illegal dumping strategies.

#### **Referral Update:**

The Board of Supervisors approved a total of fifty-six (56) illegal dumping strategies recommended by the interdepartmental Illegal Dumping Think Tank. Fourteen (14) are existing strategies that were being implemented prior to Board approval in June. The remaining 42 strategies approved by the Board are either new or expanded.

Implementation of 19 recommended illegal dumping strategies approved by the Board will remain on hold until the approved funding is transferred to the applicable implementing departments. In addition to the six (6) strategies approved for funding in June, there are another 13 strategies that will only be implemented once the dedicated per-diem Deputies are hired following receipt of the State funding for Strategy # 45. There are six (6) additional strategies that will not be implemented unless or until applicable garbage rates are increased to cover the associated costs.

There has been some progress made on the remaining 17 new or expanded illegal dumping strategies that are not contingent on additional funding. The attached Table 1 has been updated to reflect progress applicable to the individual strategies.

#### **Recommendation(s)/Next Step(s):**

RECEIVE status update regarding the recommended illegal dumping strategies approved by the County Board of Supervisors on June 11, 2019.

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#### **Attachments**

Table 1 - Strategies to Combat Illegal Dumping (September 2019 Updates)

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Table 1 - Strategies to Combat Illegal Dumping—Expanded and New, September 2019 Updates

	#	Strategy <b>Educate</b>   <b>Prevent</b>   <b>Clean-up</b>   <b>Enforce</b>	Only if #	Estimated County Costs for Existing (annual unless noted otherwise)	Funding Needed to Implement (if existing budgets are not sufficient)	Dept.	Status Updates: Illegal Dumping Ad Hoc Committee, 9/16/2019
EDUCATE	<b>EXISTING - NO PROPOSED CHANGES</b>						
	1	Countywide Recycling Hotline & Website - Legal options to discard unwanted items/trash		\$40,000		DCD	(Existing)
	2	Printed Outreach Materials by Franchise Haulers - Annual Mailer/Newsletters, Bill Inserts & Bill Messages.		Garbage Rates		DCD	(Existing)
	<b>EXPAND - PROPOSED CHANGE TO EXISTING</b>						
	3	Educate persons living or working in the unincorporated area that only hauling companies approved by the County (permitted or franchised) can legally be hired to pick-up trash.		unknown	existing budgets	CCEH, DCD	Info included in newsletters distributed by JPAs and Franchise Agencies to raise awareness about haulers being required to obtain County permit. To date, two haulers have been permitted and a third is expected to be issued very soon. Strategy specific messaging intended to be included as part of the Public Outreach Campaign (Strategy # 5).
	4	Seek additional opportunities to raise awareness about and increase utilization of the Bulky Item Pick-up services and/or extra waste pick-ups offered upon request at no additional charge for residential customers within the County's unincorporated franchise areas.		Garbage Rates	existing budget	DCD	Compiling data regarding utilization of Bulky Item Pick-up services and/or extra waste pick-ups to determine locations to prioritize outreach efforts. Strategy specific messaging intended to be included as part of the Public Outreach Campaign (Strategy # 5).
EDUCATE	<b>NEW</b>						
	5	<p><u>Create public outreach campaign(s)</u> with messaging that is effective for applicable target populations (may need carrot &amp; stick since some respond better to one vs. the other) that can be deployed using these various methods:</p> <ul style="list-style-type: none"> <li>* Curbside haulers – Mail/Robo-calls/E-Blasts/Direct Face-to-Face or Phone contact</li> <li>* Supervisors' offices – Newsletters/E-Blasts/Direct Face-to-Face or Phone contact</li> <li>* On-line – Social Media (posts &amp; ads) and Digital (internet ads)</li> <li>* Web/Mobile App - Curbside and local reuse &amp; recycling services/facilities</li> <li>* News Media – Print, Radio &amp; TV</li> <li>* Word-of-Mouth (most effective) – Engage community leaders/members/groups to raise awareness (including Youth – e.g. boy/girl scouts, Seniors, Community based non-profit organizations and Religious &amp; philanthropic groups)</li> </ul>			\$10,000 (production costs, not staff)	CCEH, DCD, PWD, SO	<p><b>Awaiting Funding Approval</b></p> <p>See staff report for Ad Hoc Committee Agenda Item # 5</p>

Table 1 - Strategies to Combat Illegal Dumping—Expanded and New, September 2019 Updates

	#	Strategy Educate   Prevent   Clean-up   Enforce	Only if #	Estimated County Costs for Existing (annual unless noted otherwise)	Funding Needed to Implement (if existing budgets are not sufficient)	Dept.	Status Updates: Illegal Dumping Ad Hoc Committee, 9/16/2019
PREVENT	<b>EXISTING - NO PROPOSED CHANGES</b>						
	6	Fencing off road right-of-way dumping hot spot if/when deemed necessary		\$50,000		PWD	(Existing)
	7	Franchise Hauler provided Community Clean-up Boxes		Garbage Rates		DCD	(Existing)
	8	Franchise Hauler provided On-call Extra Bagged/Bundled Pick-ups for residential customers (not available to multi-family)		Garbage Rates		DCD	(Existing)
	9	Franchise Hauler provided On-call Bulky Item Pick-ups for residential customers in three of the four County Franchise areas (not available to multi-family)		Garbage Rates		DCD	(Existing)
	10	CalGreen Mandatory Waste/Recycling Tracking & Reporting for covered projects		\$200,000		DCD	(Existing)
	11	Coordinate with Resource Conservation District about grant awarded for rural illegal dumping site abatement (for agricultural lands)		unknown		DCD	(Existing)
	<b>EXPAND - PROPOSED CHANGE TO EXISTING</b>						
	12	<u>Mandatory Subscription Ordinance</u> - Expand current complaint based enforcement to proactive enforcement using franchise hauler provided lists		unknown	\$58,000	CCEH	<b>Awaiting Funding Approval</b> CCEH has been in contact with all county franchise haulers, & has received lists of suspended accounts from haulers servicing west & central county. Awaiting list from hauler servicing east county.
	13	Implement lien process provided for under the County's <u>Mandatory Subscription Ordinance</u> to provide for recovery of costs resulting from forced starts.		\$75,000	existing budget	CCEH	Streamlining lien processing for services initiated by county
	14	Seek allowance to use portion of future waste tire enforcement grant funding to subsidize Waste Tire Amnesty Day.		unknown	grant funded	CCEH	Awaiting upcoming grant cycle to write Waste Tire Amnesty Day into grant proposal. Data will be collected before & after event to measure impact on the amount of illegally dumped tires
	15	Establish and enforce extended producer responsibility ordinances - Require businesses that make/sell items that are commonly dumped or costly and challenging to dispose of properly to accept old items at the end of product life.		unknown	existing budget	CCEH, DCD	Safe Drug Disposal Ordinance requires medication manufacturers to establish and pay for a system to collect and dispose of unwanted pharmaceutical drugs by offering convenient drop-off locations throughout unincorporated areas for safe disposal of unwanted, expired, and unused medications. Convenient locations include pharmacies and hospitals.

Table 1 - Strategies to Combat Illegal Dumping—Expanded and New, September 2019 Updates

	#	Strategy <b>Educate</b>   <b>Prevent</b>   <b>Clean-up</b>   <b>Enforce</b>	Only if #	Estimated County Costs for Existing (annual unless noted otherwise)	Funding Needed to Implement (if existing budgets are not sufficient)	Dept.	Status Updates: Illegal Dumping Ad Hoc Committee, 9/16/2019
PREVENT	16	Maximize existing creek clean-up and/or community clean-up opportunities - Evaluate existing and past usage of clean-up boxes provided for in the County's Franchises to target usage where need is the greatest for maximum effectiveness.		Garbage Rates	existing budget	DCD, PWD	Working with county franchise haulers and applicable county offices to evaluate usage of existing community clean up boxes.
	17	Implement additional community clean-ups - Identify where additional clean-ups may be needed/warranted and seek to arrange clean-up box services through the applicable County franchise hauler or seek assistance through applicable agency where the County does not control the Franchise. <i>(Future Phase)</i>		Garbage Rates	Increase Rates	DCD	<i>(Future Phase)</i>
	18	Seek additional free e-waste pick-up options (Curbside Haulers or Free Recyclers) <i>(Future Phase)</i>		Garbage Rates	TBD	DCD	<i>(Future Phase)</i> Minimal e-waste dumping therefore no immediate need warranting action at this time.
	NEW						
	19	Explore amending the County's <u>Mandatory Subscription Ordinance</u> to streamline process for forcing service starts and facilitating lien as means of reimbursing hauler for mandated services without County having to incur cost first.			existing budget	CCEH	Will report back to the full Board based on outcome of working with County Counsel's office regarding County's ability to more closely mirror the process used by the City of Richmond. DCD will schedule meeting with county counsel.
	20	Offer option of disposal vouchers in lieu of on-call pick-ups for those who prefer. <i>(Future Phase)</i>			Increase Rates	DCD	<i>(Future Phase)</i>
	21	Subsidize free disposal vouchers or free disposal day at landfill/transfer station. <i>(Future Phase)</i>			Increase Rates	DCD	<i>(Future Phase)</i>
	22	Explore switching some on-call pick-ups for extra bagged waste to scheduled clean-up days to increase participation.			Increase Rates	DCD	Timing dependant upon Base Year rate setting schedules which vary by Franchise Area. Staff not expected to recommend switch for current Base Year rate setting underway for Garaventa and RSS to avoid potentially significant cumulative rate impact.
	23	Seek to identify local disposal option for treated wood self-hauled by the general public; more being dumped since in-County Transfer Stations don't accept it. Closest option for public self-haul is in Livermore.			existing budget	CCEH, DCD	Currently there are no local options, Keller is the only local facility that accepts treated wood, but not from residential customers. Permit changes may be required.
	24	Seek to identify feasible options for proper disposal of unwanted Recreational Vehicles, Trailers & Boats.			existing budget	DCD, SO	Negotiating with towing companies to get the lowest price for service to prolong one time funding until a more ongoing funding option is secured. Will advocate for a state funding solution consistent with Abandoned Vehicle Abatement Program (AVAP)

Table 1 - Strategies to Combat Illegal Dumping—Expanded and New, September 2019 Updates

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PREVENT	25	Secure commitment(s) to establish <u>free local recycling drop-off sites for mattresses and box springs</u> through participation in the statewide Bye Bye Mattress program - Work with transfer stations and/or other appropriate sites/operators, consistent with neighboring counties.			TBD	DCD, PWD	Established in West County at HHW IRRF for residents living in the Recycle More service area (5 cities and county/RSS Franchise Area). Transfer stations have not been receptive to operating as ongoing free drop-off sites. Will explore alternative of organizing mattress drop-off events at Pittsburg Transfer Station (East County), & Acme or CCTS (Central County). As a last resort, staff may explore hosting event on county property.
	26	Install street signs with info about How To Report posted at key entry ways or at/near dumping Hot Spots so people are reminded how to take the desired action. <b>(Initial Phase - 50 signs @ \$200/each)</b>	45		<b>\$10,000</b> <i>(Initial phase)</i>	PWD	<b>Awaiting Funding Approval</b> Strategy implementation <b>pending the hiring of per diem deputies under Strategy #45</b>
	27	Identify capital improvements that may be needed, such as street lighting or barricades. <b>Initial Phase - Currently developing initial phase targeting Bay Point, involves 10 street lights in two specific areas.</b>			<b>\$100,000</b> <i>(Initial phase)</i>	PWD	<b>Awaiting Funding Approval</b> Electricity outlets have been added at Pullman St. and Suisun St. Street Lighting will be installed soon.
CLEAN-UP	<b>EXISTING - NO PROPOSED CHANGES</b>						
	28	Blow & Flow Litter Removal (Roads & Creeks)		\$500,000		PWD	<i>(Existing)</i>
	29	Street Sweeping		\$300,000		PWD	<i>(Existing)</i>
	30	Volunteer driven litter removal/consolidation through the Adopt-a-Road Program		\$5,000		PWD	<i>(Existing)</i>
	31	Solid Waste Facility Operator Off-site Litter/Debris Removal: North Richmond Hot Spot Crew Weekday Route & Routine Litter Policing by Transfer Stations & Landfill		<b>Gate Rates</b>		DCD	<i>(Existing)</i>
	32	Sheriff's Office: Building community trust & pride in Bay Point by assisting with removal of illegal dumping (free disposal at Transfer Station outside Martinez)		\$30,000		SO	<i>(Existing)</i>
	<b>EXPAND - PROPOSED CHANGE TO EXISTING</b>						
	33	Assist with hauling and removal of waste tire piles illegally dumped in the public right-of-way on an as needed basis. CCEH staff will haul away piles of up to 35 waste tires, however they can partner with the local conservation corps to clean-up large waste tire piles (36 waste tires or more) illegally dumped on public lands.		unknown	grant funded	CCEH	CCEH established contact with entities performing removal of illegally dumped waste from right-of-way to establish themselves as a resource for removal of large amounts of tires (9+)



Table 1 - Strategies to Combat Illegal Dumping—Expanded and New, September 2019 Updates

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CLEAN-UP	34	Franchise Hauler provided On-call <u>Right-of-Way Debris Removal</u> : Establish service in the one County Franchise area not currently implemented -and- Increase area (currently in place for three of the County's four Franchises) and potential scope/frequency		Garbage Rates	Increase Rates	DCD	In negotiations for right-of-way clean up in east county franchise area
	35	Public Works: Dumping in creeks, roadways outside County Franchise Areas where hauler provides on-call removal service and hazardous waste or oversized items not serviced by the Franchisees. Potential for increasing removal frequency within the existing budget (\$400K) is dependent upon reducing the area Public Works is responsible for (limit to areas outside County Franchise authority).	34	\$627,000	existing budget (only if 34)	PWD	<b>Contingent upon #34</b> If and when the franchise hauler servicing east county starts right-of-way clean up, then PWD can redirect funding to clean up right-of-way areas not serviced by franchise haulers.
	36	Utilize and make available on-line reporting tool to supplement 1-800-No-Dumping tip line to make it easy for people to report illegally dumped waste in the right-of-way, including ability to upload photos and location coordinates. <b>(Currently pilot testing)</b>		unknown	existing budget	PWD	Online reporting tool/app vendor chosen, and contract approved. Currently in development and undergoing beta testing. Reporting tool/app has ability to upload photos and add geo-tagging.
	37	Coordinate/support more volunteer creek clean-ups if needed. <b>(Future Phase)</b>		unknown	TBD	DCD, PWD	<b>(Future Phase)</b>
	38	Expand the volunteer Adopt-a-Road program to include adopting spots/blocks. <b>(Future Phase)</b>		\$0	existing budget	PWD	<b>(Future Phase)</b>
	NEW						
	39	Explore how Franchise Haulers might assist with cleaning up illegal dumping in areas beyond the road right-of-way. <b>(Future Phase)</b>			Increase Rates	DCD, PWD	<b>(Future Phase)</b>
	40	Make arrangements with abatement contractors/towing companies for removal of the approximate 48-50 derelict boats/RVs that have been identified by Sherriff's Office.			\$150,000 (previously approved one-time allocation)	CCEH, DCD, PWD, SO	Average cost to remove RVs has been about \$1,500 each, which is roughly half of the amount originally projected. Arrangements have been made with several local towing companies that agreed to remove RVs for lesser amounts negotiated by staff. To date, 22 RVs have been abated - 8 in West County, 6 in Bay Point & 8 elsewhere in East County. RVs are starting to move out of the unincorporated areas to avoid County abatement. Formal contracts with towing companies will be set-up to secure space for RVs at towing yards.

Table 1 - Strategies to Combat Illegal Dumping—Expanded and New, September 2019 Updates

ENFORCE	#	Strategy Educate   Prevent   Clean-up   Enforce	Only if #	Estimated County Costs for Existing (annual unless noted otherwise)	Funding Needed to Implement (if existing budgets are not sufficient)	Dept.	Status Updates: Illegal Dumping Ad Hoc Committee, 9/16/2019
	EXISTING - NO PROPOSED CHANGES						
	41	Regulate Solid Waste Haulers & Facilities: Oversee Non-Franchise Waste Hauler Permitting (County Code Chapter 418-2) and Enforce State Minimum Standards for Solid Waste Facilities: Illegal Transfer Stations. Continue working with potentially interested cities and encourage remaining cities to pursue adoption of model ordinance designating the CCEH as City's enforcement agency. Advocate for statewide law requiring all waste hauling services to be regulated by permit.		Disposal Fee		CCEH	(Existing)
	EXPAND - PROPOSED CHANGE TO EXISTING						
	42	Proactively go after uncovered loads on the road and parked on street.	45	unknown	existing budget (if 45 funded)	SO, CHP	Strategy implementation pending the hiring of per diem deputies under Strategy #45
	43	Establish process for identifying and using any address containing evidence located in illegally dumped waste to contact the potentially responsible party in order to find out if there is cause for further investigation, encourage them to remove the material to avoid further follow-up regarding the matter and/or simply inform them that enforcement resources are dedicated to this issue and will be aware of and follow-up if found to recur.	45	unknown	existing budget (if 45 funded)	CCEH, DA, DCD, PWD, SO	Strategy currently in place in North Richmond area through Hot Spot Crew operations. Will seek to expand efforts once the per-diem deputies are hired under Strategy #45.
	44	Establish process and parameters for pursuing misdemeanor conviction/penalty provided for under County Code Chapter 418-7 for persons hauling waste routinely generated from unincorporated residences & commercial establishments.	45	\$0	existing budget (if 45 funded)	DA, DCD, SO	Strategy implementation pending the hiring of per diem deputies under Strategy #45
	NEW						
	45	Dedicate four per-diem deputies (combined total of 3,600 hours per year; equivalent to approx. 1.73 FTE) to investigating dumping crimes.			\$150,000	SO	Once funding is received, SO estimates per diem deputies will be hired in 6 months.
	46	Wireless high definition, license plate reader surveillance cameras with night vision, infrared & solar powered. Remote-controlled to zoom and capture evidence – Place at key entry ways or at/near hot spots. PILOT: Initial six month pilot of surveillance monitoring service for five rental cameras.	45		\$50,000 (6 month pilot)	CCEH, DA, PWD, SO	Strategy implementation pending the hiring of per diem deputies under Strategy #45
47	Establish a well-publicized tip line, mobile app and/or other user-friendly alternative to make it easy for witnesses to report illegal dumping/dumpers and share photographic evidence when applicable. (could be linked to # 36)	45		existing budget	PWD, SO	Strategy implementation pending the hiring of per diem deputies under Strategy #45. Strategy specific messaging intended to be included as part of the Public Outreach Campaign (Strategy # 5).	

Table 1 - Strategies to Combat Illegal Dumping—Expanded and New, September 2019 Updates

	#	Strategy <b>Educate</b>   <b>Prevent</b>   <b>Clean-up</b>   <b>Enforce</b>	Only if #	Estimated County Costs for Existing (annual unless noted otherwise)	Funding Needed to Implement (if existing budgets are not sufficient)	Dept.	Status Updates: Illegal Dumping Ad Hoc Committee, 9/16/2019
ENFORCE	48	Utilize centralized database to capture details related to illegal dumping found to contain address containing evidence as a means of identifying patterns and recurrences (unpermitted hauler hired by different persons at different times, same one-time excuse used in the past, etc.) for subsequent/future investigations, stings, camera installation, etc.	45		existing budget	CCEH, DA, DCD, PWD, SO	Strategy implementation <b>pending the hiring of per diem deputies under Strategy #45</b>
	49	Explore options to seek legal authority to charge persons responsible for illegally dumping non-commercial quantities guilty of a misdemeanor rather than simply an infraction.	45		TBD	SO, DA	Strategy implementation <b>pending the hiring of per diem deputies under Strategy #45</b>
	50	Explore potential for obtaining legal authority to allow for impoundment and/or seizure of vehicles used to illegally dump.	45		TBD	SO, DA, DCD	Strategy implementation <b>pending the hiring of per diem deputies under Strategy #45</b>
	51	Work through the Board of Supervisors legislative platform process and/or explore partnering with coalition of other governmental agencies in the region to propose legislation to allow for increased penalty for illegal dumping of non-commercial quantities (less than 1 cubic yard) , including higher fines, change from infraction to a misdemeanor, mandatory community service time, or jail time.	45		TBD	BoS	Unfortunately, the 3 county supported illegal dumping bills - SB 409, AB 1216 & AB 215 did not pass in 2019. However, efforts towards county-sponsored AB 1216 did result in \$375k in funding from state. Will continue to advocate for county-sponsored legislation addressing illegal dumping in 2019 - State Legislative platform to be carried over for 2020.
	52	Request courts to impose appropriate sentences (fines and community service to clean up illegal dumping elsewhere) of people convicted of illegal dumping.	45		existing budget	DA	Strategy implementation <b>pending the hiring of per diem deputies under Strategy #45</b>
	53	Dedicate prosecutor resources to prosecuting dumping crimes.	45		existing budget	DA	Strategy implementation <b>pending the hiring of per diem deputies under Strategy #45</b>
	54	Use mapping (GIS) to track dumping hot spots to target use of enforcement tools/investigative resources.	45		existing budget	DCD, PWD	Have mappable data for N Richmond area currently, looking into options for how we can identify mappable locations for remainder of right-of-way clean up locations, including use of the new App being pilot tested (see # 36)
	55	Use sting operations targeting specific types of dumping crimes/violations or locations/days & times of day.	45		existing budget (if 45 funded)	SO	Strategy implementation <b>pending the hiring of per diem deputies under Strategy #45</b>

Table 1 - Strategies to Combat Illegal Dumping—Expanded and New, September 2019 Updates

	#	Strategy Educate   Prevent   Clean-up   Enforce	Only if #	Estimated County Costs for Existing (annual unless noted otherwise)	Funding Needed to Implement (if existing budgets are not sufficient)	Dept.	Status Updates: Illegal Dumping Ad Hoc Committee, 9/16/2019
OTHER	56	Continue holding interdepartmental "Think Tank" team coordination meetings quarterly, as needed, in 2019. On-going coordination with cities to facilitate information sharing and collaboration opportunities (e.g. maintain/utilize countywide e-mail list, convene meetings as needed, etc.)			existing budget	CCEH, DA, DCD, PWD, SO	Used list of contacts from city wide "Collaborative Strategies for Reducing Illegal Dumping" meeting as contact list for Ad-Hoc Committee Meeting.
		Totals		\$1,827,000	\$378,000		



# Contra Costa County Board of Supervisors

## Subcommittee Report

### ILLEGAL DUMPING AD HOC COMMITTEE

**Meeting Date:** 09/16/2019  
**Subject:** Public Outreach Campaign  
**Submitted For:** John Kopchik, Director, Conservation & Development Department  
**Department:** Conservation & Development  
**Referral No.:** 5  
**Referral Name:** Overview of the recommended Public Outreach Campaign approved for funding (illegal dumping strategy # 5)  
**Presenter:** Jo-Anmarie Ricasata **Contact:** Deidra Dingman, 925-674-7825

#### Referral History:

The County's interdepartmental Illegal Dumping Think Tank team presented an update report as well as the final 56 recommended strategies to combat illegal dumping to the Board of Supervisors on June 11, 2019. The Board also approved the recommended funding allocations necessary to implement six of the 56 strategies, including \$10,000 to fund production costs for an illegal dumping Public Outreach Campaign (Strategy # 5).

#### Referral Update:

Strategy # 5 calls for creating a public outreach campaign "with messaging that is effective for applicable target populations (may need carrot & stick since some respond better to one vs. the other)" that can be deployed using multiple different methods (tools). The public outreach campaign that staff is planning to implement will serve two complimentary purposes each having different target audiences.

Illegal Dumping Public Outreach Messaging		
Purpose	Target Audience	Tools
1. How to Do the Right Thing	Residents with items to dispose (household garbage, mattresses, tires, etc.)	<ul style="list-style-type: none"><li>• Curbside haulers – Mail/Robo-calls/E-Blasts/Direct Face-to-Face or Phone contact</li><li>• Supervisors' offices – Newsletters/E-Blasts/Direct Face-to-Face or Phone contact</li><li>• On-line – Social Media (posts &amp; ads) and Digital (internet ads)</li><li>• Web/Mobile App - Curbside and local reuse &amp; recycling services/facilities</li><li>• News Media – Print, Radio &amp; TV</li><li>• Word-of-Mouth (most effective) – Engage community leaders/members/groups to raise awareness</li></ul>
2. How to Report Illegal Dumping	Persons who witness illegal dumping in progress and want to report	<ul style="list-style-type: none"><li>• News Media – Print, Radio &amp; TV</li><li>• On-line – Social Media (posts &amp; ads) and Digital (internet ads)</li><li>• Newsletters/E-Blasts</li><li>• Signage, Billboards</li></ul>

The following strategies will be implemented in conjunction with the implementation of Strategy #5 Public Outreach Campaign.

- Strategy # 3: Educate persons living or working in the unincorporated area that only hauling companies approved by the County (permitted or franchised) can legally be hired to pick-up trash.
- Strategy # 4: Seek additional opportunities to raise awareness about and increase utilization of the Bulky Item Pick-up services and/or extra waste pick-ups offered upon request at no additional charge for residential customers within the County's unincorporated franchise areas.
- Strategy # 47: Establish a well-publicized tip line, mobile app and/or other user-friendly alternative to make it easy for witnesses to report illegal dumping/dumpers and share photographic evidence when applicable. (could be linked to # 36)

The County's interdepartmental Illegal Dumping Think Tank team is prepared to design messaging and produce tools to implement Strategy #5 - Public Outreach Campaign upon distribution of the \$10,000 the Board is expected to authorize at their September 17, 2019 meeting.

**Recommendation(s)/Next Step(s):**

RECEIVE overview of the planned Public Outreach Campaign that is one of the illegal dumping strategies approved by the Board on June 11, 2019.

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**Attachments**

*No file(s) attached.*

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