



COUNTY OF MONTEREY  
**HEALTH DEPARTMENT**

# STATUS UPDATE: ILLEGAL DUMPING AND LITTER ABATEMENT TASK FORCE

Maria Ferdin, Supervisor- Solid Waste Service,  
Environmental Health Bureau

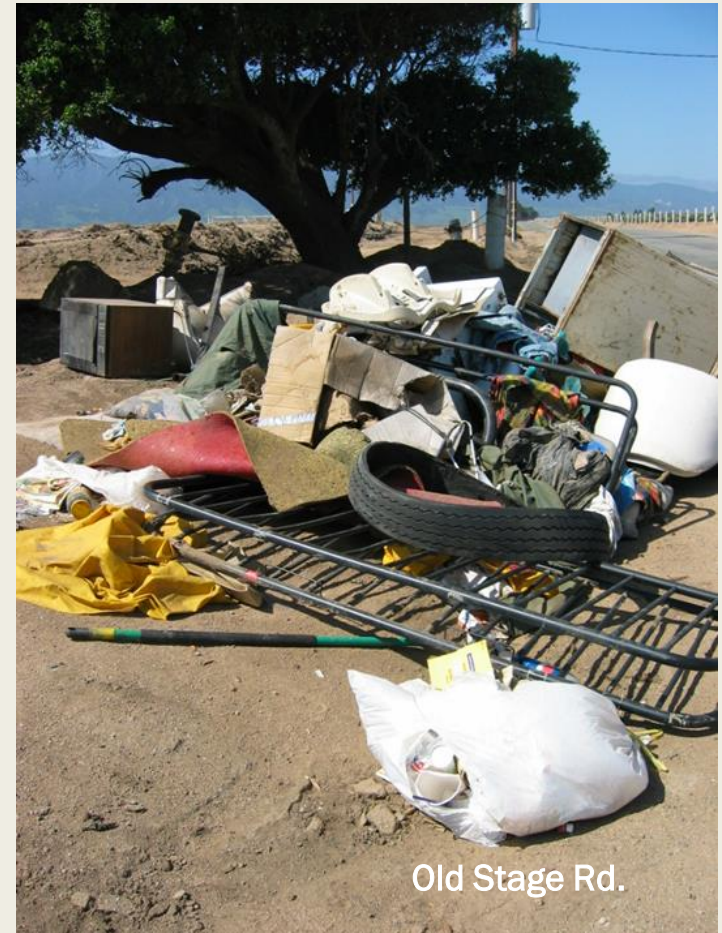
February 14, 2023



# Illegal Dumping and Litter Abatement Task Force

## Presentation Summary

- Update Board of Supervisors
- County Spent \$1,700,000 in 5 Years for Roadside Clean-up
- Seek Guidance and Recommend Funding:
  - ✓ Fund Surveillance Program- \$8,000
  - ✓ Fund Illegal Dumping Study- \$120,000



Old Stage Rd.



# Illegal Dumping and Litter Abatement Task Force

## What Is The IDLATF?

- Created by CAO, May 2, 1996.
- Purpose: fact finding, public education, and make recommendations to the Board of Supervisors
- Original members: Environmental Health, Sheriff, District Attorney, Public Works, CAO
- Now our members include waste service providers, non-profits, members of the public





# Illegal Dumping and Litter Abatement Task Force

## What We've Done

- Re-organized and Prioritized-Enforcement, Education, Eradication subcommittees
- Host quarterly clean-up events
- Publish quarterly newsletters
- Engage Board members for support

### ILLEGAL DUMPING & LITTER ABATEMENT TASK FORCE NEWSLETTER

Volume 3 / Issue 3  
December 2022

*The impact of illegal dumping and littering to the community comes at a cost affecting public health and safety, land values, quality of life, environmental contamination, and food safety. We are committed to solving this problem.*

#### IDLATF Leadership:

**Chair:** Maria Ferdin,  
Monterey County Health  
Department



**Co-Chairs:** Mandy  
Brooks and Janna Faulk,  
Salinas Valley Solid  
Waste Authority



#### IDLATF CLEAN UP EVENTS



The Eradication Subcommittee and Education & Outreach Subcommittee have joined forces!

On September 29, the two subcommittees hosted a cleanup of Gabilan Creek Walking Path in Salinas. Volunteers collected and removed 120+ lbs. of litter, two 5-gal buckets of CRV, and 3 metal shopping carts! The collected material



# Illegal Dumping and Litter Abatement Task Force

## What We've Done

- Research camera technologies and user experiences
- Applied for grants
  - ✓ \$157K, Illegal Disposal Site Abatement Grant, CalRecycle, Feb 2022
  - ✓ \$120K, Illegally Dumped Mattress Pilot Study, Mattress Recycling Council, Nov 2022, (for CBSM)





# Illegal Dumping and Litter Abatement Task Force

## What We Continue to Do

- Task Force meets quarterly & subcommittee meets monthly
- Annual Earth Day Clean-Up event at Carr Lake
- Voucher Program
  - ✓ Funded by Salinas Valley Recycles and ReGen Monterey (\$10K annually)
  - ✓ Allows free disposal at landfills and transfer stations for community clean-ups and victims of illegal dumping
  - ✓ Application now online: [www.mtyhd.org/disposalvoucher](http://www.mtyhd.org/disposalvoucher)
  - ✓ 99,792 lbs collected, 226 vouchers issued since 2018



Earth Day Clean-up 2022  
Carr Lake



# Illegal Dumping and Litter Abatement Task Force

## State-Wide Actions

- *April 2021- Inaugural (virtual) Annual Conference on Illegal Dumping, Hosted by Supervisor Nate Miley, Alameda County*
- *State Illegal Dumping Task Force*
  - ✓ Training
  - ✓ Cameras
  - ✓ Cross discipline coordination- CHP, LE, DA's, LEA's,

## Inaugural Virtual Statewide Conference on Illegal Dumping

SUPERVISOR NATE MILEY, VICE PRESIDENT



# Illegal Dumping and Litter Abatement Task Force

## What We Learned

- 3 E's- *Enforcement, Education, Eradication*
  - ✓ Need to do all three to be effective
- *Political Support is essential*
- *Need Money*



Source: Alameda County





# Illegal Dumping and Litter Abatement Task Force

## This Is Where We Are

- *IDLATF is not funded*
- *Of the 3 E's- Eradication is funded*
- *Education and Enforcement are left to agencies and their resources*



Trafton Rd



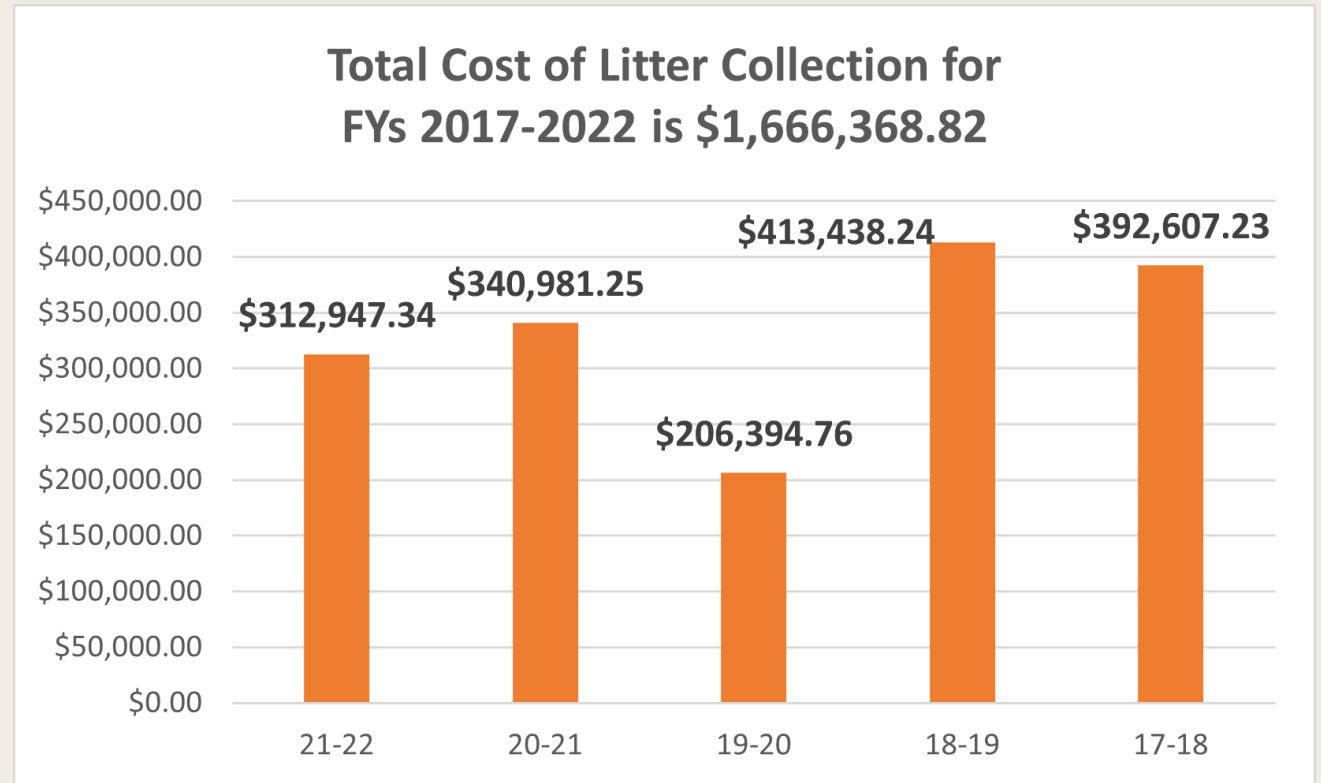
Photos by Public Works



# Illegal Dumping in Monterey County

## What Does It Cost?

- \$1.7 Million over five FYs
- Labor, equipment, waste type, disposal costs
- Covid- FY 2019-2020



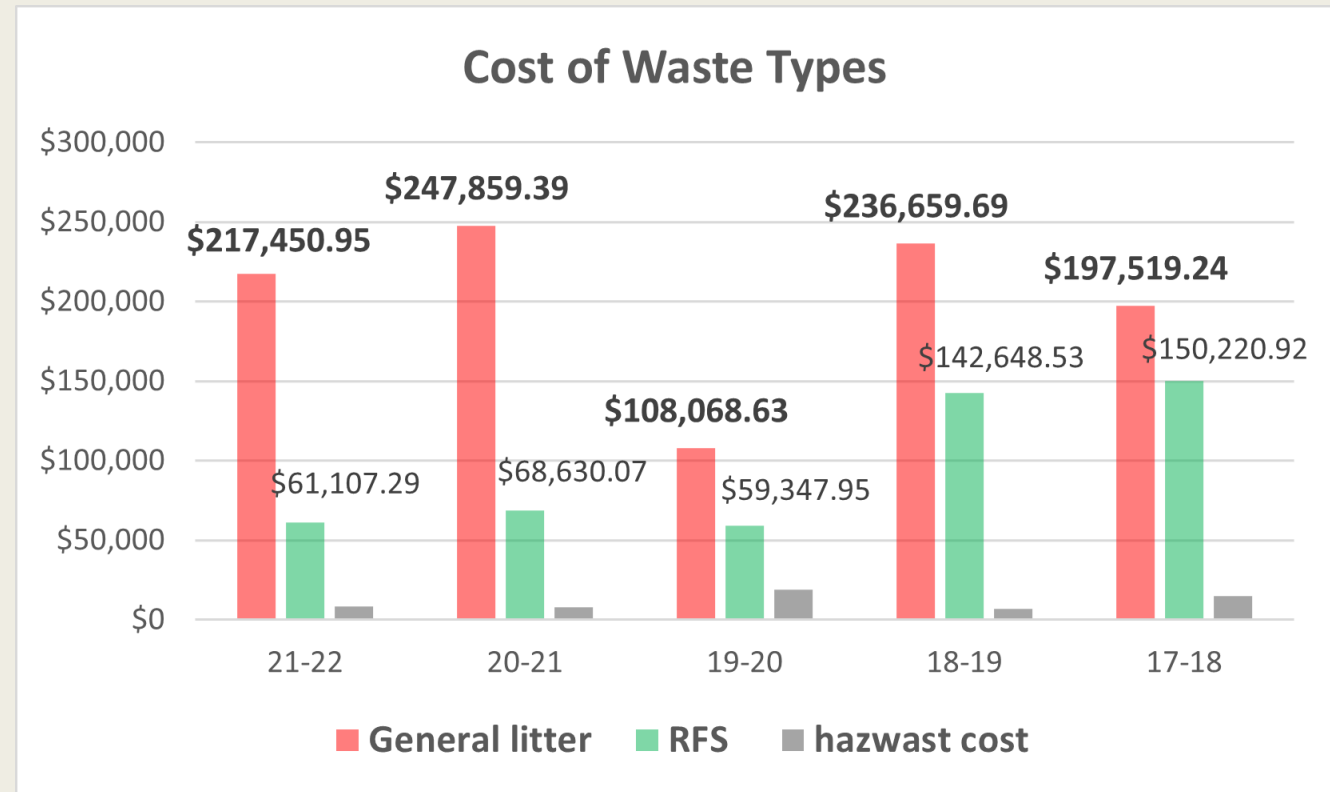
Data provided by Monterey County Public Works



# Illegal Dumping in Monterey County

## What Does It Cost?

- Three Waste Type
  - *General Litter- illegal dumping*
  - *Request for Service (RFS)*
  - *Hazardous waste*
- General Litter is the largest cost category
- Disposal costs not included



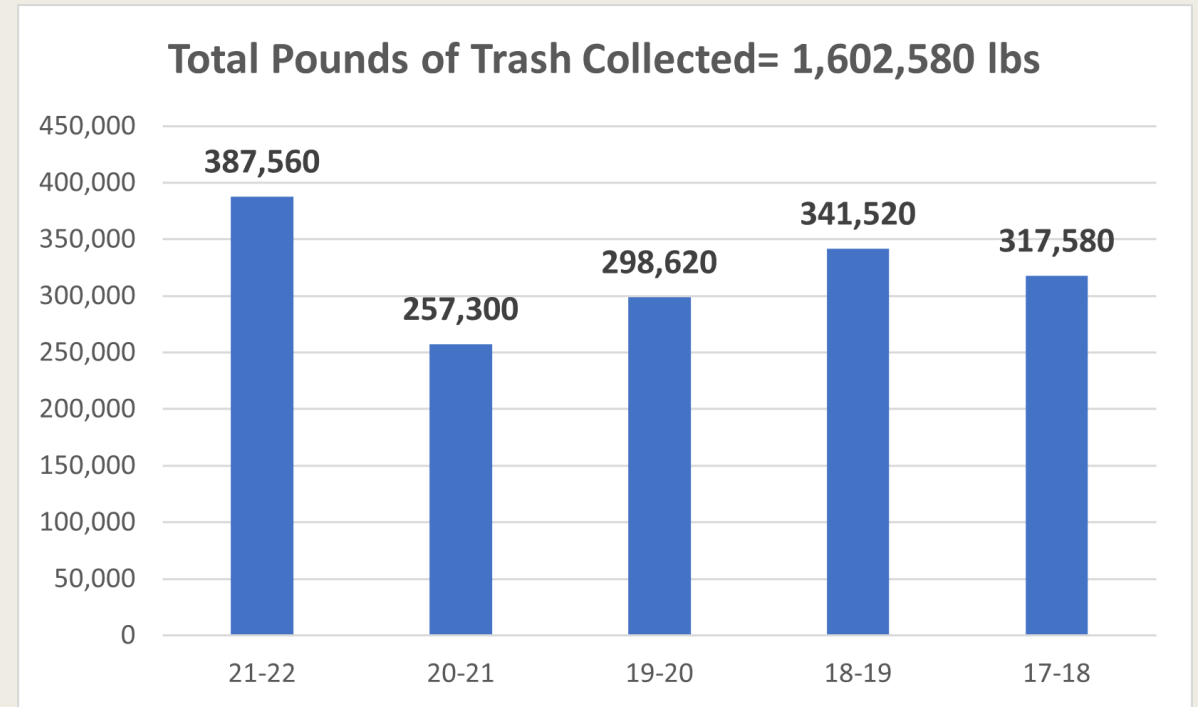
Data provided by Monterey County Public Works



# Illegal Dumping in Monterey County

## How Much Was Collected?

- 1,602,580lbs over five years
- 860lbs a day, every day, for five years





# Illegal Dumping and Litter Abatement Task Force

## Why Cameras?

- Enforcement
- Deterrence
- Affordable
- High quality images
- Easier to use
- More jurisdictions using cameras

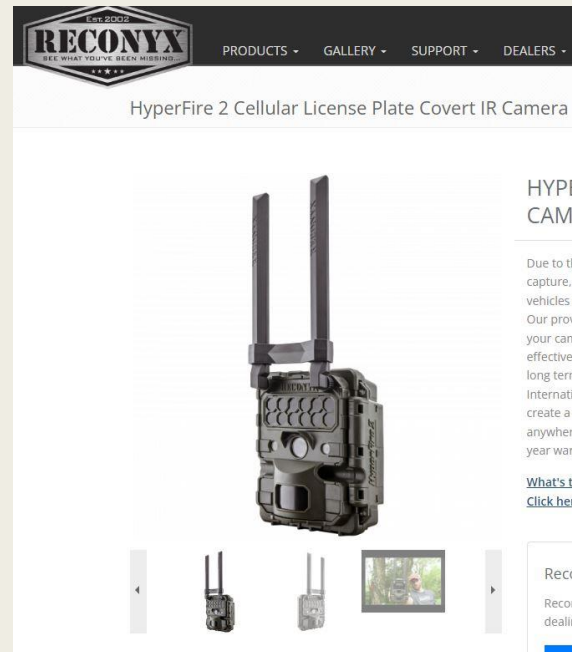




## Illegal Dumping and Litter Abatement Task Force

### Recommendation: \$8,000 for Pilot Surveillance Program

- **Reconyx Surveillance Series**
  - ✓ *6 mobile cameras (\$3959.94)*
  - ✓ *Security enclosure kits (\$839.94)*
  - ✓ *Batteries and SD cards (\$1000)*
  - ✓ *Cellular service plan for two years (\$2160)*



Source: <https://www.reconyx.com/>

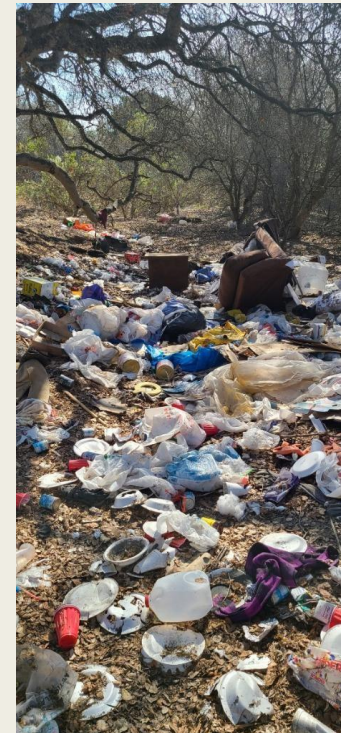
- ✓ Mobile game camera
- ✓ General surveillance for LE
- ✓ License plate capture
- ✓ Battery powered, cellular service, cloud storage for images
- ✓ Regulatory agencies, LE, municipalities, parks, DA offices



# Illegal Dumping and Litter Abatement Task Force

## How It Will Work

- Select locations from list of hot spots (photos)
- Public Works can install the cameras
- Environmental Health will oversee the camera program and maintain chain of custody
- Enforcement may include cost recovery, administration fees, or fines or referral to the District Attorney's Office



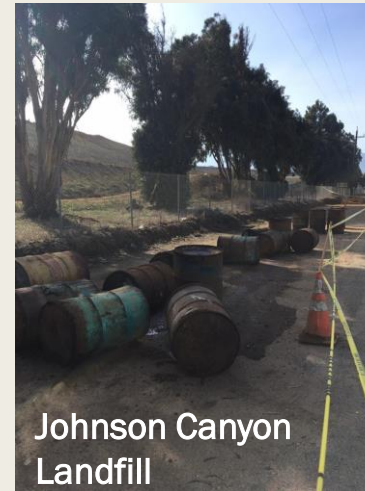
Photos by Public Works



# Illegal Dumping and Litter Abatement Task Force

## Illegal Dumping Does Environmental And Social Harm

- Disproportionally impact underserved communities
- Overwhelm public services
- Environmental catastrophe



Johnson Canyon  
Landfill



Blanco Road



Salinas



Marina

January 17-19, 2018  
Illegal disposal 70 barrels of tack oil






**ILLEGAL DUMPING & LITTER  
ABATEMENT TASK FORCE:  
*COMMUNITY BASED SOCIAL  
MARKETING***

Monterey County Board of Supervisor's Meeting  
February 14, 2023

Mandy Brooks, Resource Recovery Manager  
Salinas Valley Recycles



# What is Community Based Social Marketing?

## Community-Based Social Marketing

**PSYCHOLOGY**

*habits, perceptions, change*

**+ SOCIAL MARKETING**

*peers, community, culture*

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**= Behavior Change**

Credit: photo dictfaq.org, Geller, 1989; Andreasen, 1995; McKenzie-Mohr, 2000

# Why Community Based Social Marketing?

The **3 E's**:  
Education,  
Enforcement, &  
Eradication

Illegal Dumping is  
**Still Happening**

**Assumptions** on  
Why it Continues to  
Happen

Understanding the  
**“Why”** will Help  
Guide Messages  
that Resonate

**At least 80% of the factors influencing  
pro-environmental behaviors do not stem from  
knowledge or awareness.**

*- Andrew Darnton, 2008 Report, University of Westminster, UK*

# Community Based Social Marketing Steps

## Community-Based Social Marketing Steps



Source: U.S. DOE illustration of concepts developed by Doug McKenzie-Mohr, *Fostering Sustainable Behavior*, [www.cbsm.com](http://www.cbsm.com)

# Planning Process

1

Conduct Research  
to Identify  
Motivations for  
Illegal Dumping

2

Identify Barriers to  
Proper Disposal of  
Bulky Items

3

Develop Strategies  
& Messages to  
Encourage Proper  
Disposal Behaviors

# Funding Request: Est. Costs for Countywide Project

Literature & Data Review

In-Depth Stakeholder Interviews

Countywide Address-Based Mail Survey:  
1,600 residents

Final Report: Recommendations on  
Messaging & Strategies for Behavior Change

Between \$95,000 to \$120,000

# Questions or Comments?

- Thank you



# STATUS UPDATE: ILLEGAL DUMPING AND LITTER ABATEMENT TASK FORCE

Mandy Brooks, Resource Recovery Manager  
Salinas Valley Recycles  
[mandyb@svswa.org](mailto:mandyb@svswa.org)

Maria Ferdin, Supervisor- Solid Waste Service  
Environmental Health Bureau  
[ferdinme@co.monterey.ca.us](mailto:ferdinme@co.monterey.ca.us)

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