

Attachment 1 - Illegal Dumping Initiative Strategy Table - October 2025 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for October 2025 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
EDUCATE	EXISTING - NO PROPOSED CHANGES				
	1	Countywide Recycling Hotline & Website - Legal options to discard unwanted items/trash		DCD	<i>(Existing)</i>
	2	Printed Outreach Materials by Franchise Haulers - Annual Mailer/Newsletters, Bill Inserts & Bill Messages.		DCD	<i>(Existing)</i>
	EXPAND - PROPOSED CHANGE TO EXISTING				
	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.		CCEH, DCD	Environmental Health has continued working with the Sheriff's Office on training and reference materials for Sheriff's Deputies, with laminated reference cards and online training materials provided for the Sheriff's Deputies. Environmental Health is continuing to accept applications for permits issued under the existing Ordinance Chapter 418-2. As of September 9, 2025, there are 4 permits approved with 5 other applications in progress.
	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.		DCD	<i>The County's Illegal Dumping Educational Outreach Campaign (see Strategy #5 for details) ran ads linking to the County's Conservation and Development Solid Waste and Recycling website (cccrecycle.org), which provides information on bulky item and extra waste pick-up resources.</i>

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EDUCATE	NEW				
	5	Create public outreach campaign(s) 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 these various methods: * Curbside haulers – Mail/Robo-calls/E-Blasts/Direct Face-to-Face or Phone contact * Supervisors’ offices – Newsletters/E-Blasts/Direct Face-to-Face or Phone contact * On-line – Social Media (posts & ads) and Digital (internet ads) * Web/Mobile App - Curbside and local reuse & recycling services/facilities * News Media – Print, Radio & TV * 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 & philanthropic groups)		CCEH, PWD, DCD, SO	<i>The County’s Illegal Dumping Educational Outreach Campaign ran from September 30th, 2024 to December 13th 2024. The target audience was Contra Costa County Residents, with a focus on those living in zip codes where illegal dumping is most prevalent. The campaign ran Out-Of Home (OOH) advertisements in the form of billboards, bus shelters, and bus benches as well as virtual ads in the form of Google Display Ads, Youtube video ads, Facebook/Instagram reels, Spotify ads, and radio ads on Univision. The ads encouraged residents to call the 1-800-No-Dumping hotline to report illegal dumping for cleanup and directed them to the County’s Illegal Dumping webpage (cccrecycle.org/illegaldumping) for additional reporting options and proper waste disposal information</i> <i>The campaign generated over 28 million impressions, with Google Display Ads being the most viewed, accumulating approximately 1.5 million impressions. Requests for illegal dumping pickup via email and phone nearly doubled during October and November, peaking at 84 requests in November. Additionally, the Illegal Dumping webpage received 42,816 visits during the campaign period, compared to just 366 visits in the two months prior.</i>
PREVENT	EXISTING - NO PROPOSED CHANGES				
	6	Fencing off road right-of-way dumping hot spot if/when deemed necessary		PWD	<i>Additional chain link fencing was installed at nine separate locations along Franklin Canyon Road and Crockett Blvd. Other roads being considered for fencing include Cummings Skyway and Alhambra Valley Road, as funding allows.</i>

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PREVENT	EXISTING - NO PROPOSED CHANGES				
	7	Franchise Hauler provided Community Clean-up Boxes		DCD	Utilization of community clean-up boxes in 2025 so far: -The Republic/Crockett Franchise includes five 20-cubic yard boxes per year. In 2025 so far, 2 of 5 were used. June 14 - Crockett -The Republic/RSS Franchise includes 16 20-cubic yard boxes per year. In 2025 so far, 6 of 16 were used. April 19 - Verde School Clean-up, September 20 - Coastal Clean-up, September 27 - Spawners Clean-up - The Republic/Allied franchise includes 16 20-cubic yard boxes per year and in 2025 so far, 5 of 16 boxes were used. May 3- Canyon, October 17 - Canyon, October 25 - Pacheco, November 1 - Bay Point, -The Garaventa/MDRR franchise includes 40 40-cubic yard boxes per year and in 2025 so far, 20 of 40 boxes were used. April 26 - Bay Point, August 23 - Knightsen, October 25 - Bryon, November 8 - Bethel Island
	8	Franchise Hauler provided On-call Extra Bagged/Bundled Pick-ups for residential customers (not available to multi-family)		DCD	<i>(Existing)</i>
	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)		DCD	<i>(Existing)</i>
	10	CalGreen Mandatory Waste/Recycling Tracking & Reporting for covered projects		DCD	<i>(Existing)</i>

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PREVENT	EXISTING - NO PROPOSED CHANGES				
	11	Coordinate with Resource Conservation District about grant awarded for rural illegal dumping site abatement (for agricultural lands)		DCD	<i>The Contra Costa RCD currently addresses projects and issues like this through the CalRecycle Farm and Ranch Solid Waste Cleanup and Abatement Program. The next round of applications is due November 10th</i> <i>Funding through this program can support:</i> <i>The removal of ongoing or collected illegal dumping</i> <i>Construction of prevention measures like fences, gates, lights, signage, etc.</i> <i>Reimbursement for past illegal dumping cleanup with sufficient evidence like receipts, photos, etc.</i> <i>More information can be found at</i> https://calrecycle.ca.gov/LEA/GrantsLoans/FarmRanch/ and https://calrecycle.ca.gov/lea/grantsloans/farmranch/fy202223/
	EXPAND - PROPOSED CHANGE TO EXISTING				
	12	<u>Mandatory Subscription Ordinance</u> - Expand current complaint based enforcement to proactive enforcement using franchise hauler provided lists		CCEH	<i>The adaptation of the Universal Abatement Process for use with Mandatory Subscription is still ongoing. This will be used as a temporary fix until such time that the ordinance can be revised.</i>
	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.		CCEH	<i>The adaptation of the Universal Abatement Process for use with Mandatory Subscription is still ongoing. This will be used as a temporary fix until such time that the ordinance can be revised.</i>

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PREVENT	EXPAND - PROPOSED CHANGE TO EXISTING				
	14	Seek-grant funding when offered through CalRecycle's waste tire grant program to subsidize Waste Tire Amnesty Day events.		CCEH	Environmental Health, working with Civicorps and with grant funding from CalRecycle, completed 3 waste tire amnesty events in the fall of 2024 in Bay Point, Richmond, and Canyon in conjunction with the community cleanup day events for those respective communities. Overall, a total of 417 tires were collected from the three events. Environmental Health is currently scheduled to collect tires at events in Concord, Richmond, and Byron in fall 2025. In addition, Environmental Health has applied for the next cycle (TA-8) of this grant and requested an increase in funding to \$40,000. The awards for this have not been announced as of 9/9/2025.
	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.		CCEH, DCD	There are currently two organizations with approved stewardship plans for drug takeback (Med Project and Inmar), both of which are in compliance with the ordinance.

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PREVENT	EXPAND - PROPOSED CHANGE TO EXISTING				
	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.		DCD, PWD	Utilization of community clean-up boxes in 2025 so far: -The Republic/Crockett Franchise includes five 20-cubic yard boxes per year. In 2025 so far, 2 of 5 were used. June 14 - Crockett -The Republic/RSS Franchise includes 16 20-cubic yard boxes per year. In 2025 so far, 6 of 16 were used. April 19 - Verde School Clean-up, September 20 - Coastal Clean-up, September 27 - Spawners Clean-up - The Republic/Allied franchise includes 16 20-cubic yard boxes per year and in 2025 so far, 5 of 16 boxes were used. May 3- Canyon, October 17 - Canyon, October 25 - Pacheco, November 1 - Bay Point, -The Garaventa/MDRR franchise includes 40 40-cubic yard boxes per year and in 2025 so far, 20 of 40 boxes were used. April 26 - Bay Point, August 23 - Knightsen, October 25 - Bryon, November 8 - Bethel Island
	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>		DCD	No more grant funding currently available to supplement community clean-ups. New franchise between County and Richmond Sanitary Service increased amount of community clean-up debris boxes available annually. New RecycleSmart franchise agreement, which takes effect in 2027, allows for community clean-up debris boxes for each member agency.

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PREVENT		EXPAND - PROPOSED CHANGE TO EXISTING			
	18	Seek additional free e-waste pick-up options (Curbside Haulers or Free Recyclers) <i>(Future Phase)</i>		DCD	<i>(Future Phase)</i> <i>Minimal e-waste dumping therefore no immediate need warranting action at this time.</i>
		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.		CCEH	<i>Given the issues with the mandatory subscription ordinance laid out above, this item, if possible, will likely not be addressed until the mandatory subscription ordinance is in the revision process.</i>
	20	Offer option of disposal vouchers in lieu of on-call pick-ups for those who prefer. <i>(Future Phase)</i>		DCD	<i>(Future Phase)</i> <i>Can only be pursued during rate setting time.</i>
	21	Subsidize free disposal vouchers or free disposal day at landfill/transfer station. <i>(Future Phase)</i>		DCD	<i>(Future Phase)</i> <i>Can only be pursued during rate setting time.</i>
	22	Explore switching some on-call pick-ups for extra bagged waste to scheduled clean-up days to increase participation. <i>(Future Phase)</i>		DCD	In the new franchise agreement between County and Richmond Sanitary Service, one of the annual on call pick-ups for extra bagged waste was switched to a scheduled clean-up day .
	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.		DCD, CCEH	<i>Three facilities in the County currently accepted treated wood waste. These facilities include the Contra Costa Waste Services transfer station, Keller Canyon Landfill (unavailable to residential customers), and Vasco Road Landfill.</i>

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		NEW				
		24	Seek to identify feasible options for proper disposal of unwanted Recreational Vehicles, Trailers & Boats.		DCD, SO	<i>For FY 25/26, this strategy will be funded using unspent FY 24/25 MX funds and remaining General Funds previously allocated to it. As a result, there will be no FY 25/26 MX allocations for this strategy.</i>
		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.		DCD, PWD	<i>The only facility with a free mattress drop off site is the West County Resource Recovery in North Richmond. Free drop off is only available to residents within certain West County communities.</i>
		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. (Initial Phase - 50 signs @ \$200/each)	45	PWD	<i>A list of potential new sign locations is currently being developed.</i>
		27	Identify capital improvements that may be needed, such as street lighting or barricades. Initial Phase - Currently developing initial phase targeting Bay Point, involves 10 street lights in two specific areas.		PWD	Staff has developed a streetlight project along Port Chicago Highway in Bay Point. The streetlight project has a potential to be completed in two phases. The first phase is west of Driftwood Drive to Nichols Road, requesting PGE to install electroliers on existing PGE poles. This phase will move forward in November 2025.

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CLEAN-UP	EXISTING - NO PROPOSED CHANGES				
	28	Blow & Flow Litter Removal (Roads & Creeks)		PWD	<i>(Existing)</i>
	29	Street Sweeping		PWD	<i>(Existing)</i>
	30	Volunteer driven litter removal/consolidation through the Adopt-a-Road Program		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		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)		SO	<i>(Existing)</i>

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CLEAN-UP	EXPAND - PROPOSED CHANGE TO EXISTING				
	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.		CCEH	CCEH continues to pick up and dispose of illegally dumped tire piles of 35 tires or less. Overall, 324 illegally dumped waste tires were cleaned up between 1/1/2025 and 6/29/2025. Of those, the large majority were picked up by CCEH staff and disposed. The remaining illegally dumped tires that were found by CCEH were removed by local Public Works agencies.
	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		DCD	New franchise agreement with Richmond Sanitary Service includes expanded right-of-way pick-up routes.
	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	PWD	<i>Right-of-way pickup services are performed by franchise haulers and PWD maintenance crews. PWD also provides right-of-way pickup through the use of a contractor administered by Contra Costa County Watershed Program. Public Works has received in the past and has applied for a Keller Canyon Mitigation Fund grant from Supervisor Glover's office to fund additional right-of-way cleanups in the Bay Point area. Public Works - Grounds crews perform these additional right-of-way cleanups.</i>

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CLEAN-UP	EXPAND - PROPOSED CHANGE TO EXISTING				
	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.		PWD	<i>Complete</i> PWD has launched "Mobile Citizen", a user-friendly smart phone (Android, iOS) mobile application to help residents "on the go" report non-emergency concerns including illegal dumping in unincorporated communities. With Mobile Citizen, residents can simply select illegal dumping, take a photo, provide comments, details about location and then submit. The submitted request is automatically assigned a unique Work Request number and then sent to the appropriate division of Public Works for follow up. A new "Mobile Citizen" web page has been added to the County's website: https://www.contracosta.ca.gov/7875/Mobile-Citizen
	37	Coordinate/support more volunteer creek clean-ups if needed. (Future Phase)		PWD, DCD	<i>Right-of-way pickup services are performed by franchise haulers and PWD maintenance crews. PWD also provides right-of-way pickup through the use of a contractor administered by Contra Costa County Watershed Program.</i>
	38	Expand the volunteer Adopt-a-Road program to include adopting spots/blocks. (Future Phase)		PWD	<i>(Future Phase)</i> PWD will continue to explore expanding the program to include adopting spots/blocks. We have already done some of this as we have been flexible with adopters who want to adopt a defined area smaller than the program's 2 mile segment minimum. We will continue to meet with MACs and subcommittees as interest dictates.

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CLEAN-UP	NEW				
	39	Explore how Franchise Haulers might assist with cleaning up illegal dumping in areas beyond the road right-of-way. <i>(Future Phase)</i>		PWD, DCD	<i>(Future Phase)</i>
	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.		CCEH, DCD, PWD, SO	From January 1st to July 31st 2025, 42 RV/Boat/Trailers have been abated for a total cost of \$60,125.
ENFORCE	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.		CCEH	Environmental Health has continued working with the Sheriff's Office on training and reference materials for Sheriff's Deputies, with laminated reference cards and online training materials provided for the Sheriff's Deputies. Environmental Health is continuing to accept applications for permits issued under the existing Ordinance Chapter 418-2. As of September 9, 2025, there are 4 permits approved with 5 other applications in progress.

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ENFORCE	EXPAND - PROPOSED CHANGE TO EXISTING				
	42	Proactively go after uncovered loads on the road and parked on street.	45	SO, CHP	New patrol deputies are provided cheat sheets as an easy reference for enforcing illegal dumping, vehicle code, and uncovered load violations.
	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	DCD, PWD, CCEH, SO, DA	The Sheriff's Office has recently added a second per diem deputy (Retired Sgt J. Topete) to assist in the investigations of illegal dumping.
	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	DCD, SO, DA	<i>DA: No Update</i>

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ENFORCE	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.		SO	The Sheriff's Office recently hired a 2nd per diem deputy assigned to illegal dumping. Both deputies continue to identify problem areas for enforcement and collaborate on camera placements with Deploy Surveillance and Public Works. January 2025 - August 2025 94 Submissions through Mobile Citizen App for clean-up. 38 Litter/Illegal Dumping reports written 6 Cases filed with the D.A.'s office 5 Citations issued 16 Leads contacted and returned and removed trash
	46	Wireless high definition, license plate reader <u>surveillance cameras</u> with night vision, infrared & solar powered. Remote-controlled to zoom and capture evidence – Place at key entry ways or at/near hot spots. PILOT: <i>Initial pilot of surveillance monitoring service for five rental cameras.</i>	45	CCEH, DA, PWD, SO	10 mobile surveillance units are currently deployed on McEwen Road, Avila Road, Riverside Road, Driftwood Drive, Deer Valley Road, Chadbourne Road, Marsh Creek Road, Camino Diablo and Byron Hot Springs Road. A fourth round of deployments will relocate these cameras to new locations throughout the County, while keeping some cameras in their existing locations. New locations will include Franklin Canyon Road and Maylard St/South Broadway Ave.

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	NEW				
ENFORCE	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	PWD, SO	In addition to traditional phone and email options, PWD has established two online request options to report illegal dumping. The first option is the Mobile Citizen app. The second option is the PWD Customer Portal found on the PWD website. In 2025 to date, PWD received 519 illegal dumping complaints through the Mobile Citizen app, 303 illegal dumping complaints through the Customer Portal, and 675 illegal dumping complaints from traditional methods.
	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	CCEH, DA, DCD, PWD, SO	<i>Strategy implementation pending the hiring of per diem deputies under Strategy #45</i>
	49	Work through the Board of Supervisors legislative platform process and/or explore partnering with coalition of other governmental agencies in the region to propose/pursue legislation to establish statewide permitting requirements for waste haulers.		BoS	<i>AB 592 was sponsored by the County. AB 592 authorizes counties to adopt ordinances to regulate the transport of solid waste by nonfranchise solid waste haulers on public roads in unincorporated areas of the county. AB 592 was signed into law by the Governor on September 22, 2023.</i>
	50	Explore potential for obtaining legal authority to allow for impoundment and/or seizure of vehicles used to illegally dump.	45	SO, DCD, DA	<i>Strategy removed due to potential implications associated with individual rights and protections afforded under the Constitution.</i>

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ENFORCE	NEW				
	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/pursue legislation to change illegal dumping of non-commercial quantities (less than 1 cubic yard) from an infraction to a misdemeanor and increased the allowable penalties, including higher fines, mandatory community service time, and/or jail time.	45	BoS	<i>The County's 2025-2026 Adopted State Legislative Platform includes the following: "SUPPORT statewide regulation for hauling solid waste and enforcing increased penalties for illegal dumping."</i>
	52	Request courts to impose appropriate sentences (fines and community service to clean up illegal dumping elsewhere) of people convicted of illegal dumping.	45	DA	<i>The District Attorney's Office is requesting appropriate sentences to include fines and/or community service.</i>
	53	Dedicate prosecutor resources to prosecuting dumping crimes.	45	DA	From 1/1/25 to 9/2/25, approximately 25 illegal dumping cases have been reviewed by the District Attorney's Office with 4 open active cases. There may be additional pending illegal dumping cases that have been submitted but are pending review. In addition, a knowledgeable prosecutor is assigned to review all submitted cases and a Sr. Inspector is available to assist law enforcement in these matters.

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ENFORCE	NEW				
	54	Use mapping (GIS) to track dumping hot spots to target use of enforcement tools/investigative resources.	45	PWD, DCD	<i>Public Works logs each illegal dumping complaint into their maintenance management system, MaintStar. Each complaint is turned into a work request, which identifies the location of the illegal dump. MaintStar is able to map each of the work requests and can be seen graphically on a map to identify hot spots. DCD also works with PW in developing mapping to track dumping hot spots.</i>
	55	Use sting operations targeting specific types of dumping crimes/violations or locations/days & times of day.	45	SO	Deputies assigned to the stationhouses continue to enforce and investigate illegal dumping violations as part of their regular patrol duties. No targeted illegal dumping operations have been scheduled.
OTHER	56	Continue holding interdepartmental "Think Tank" team coordination meetings quarterly, as needed. 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.)		CCEH, DA, DCD, PWD, SO	<i>The interdepartmental team consistently participates in Regional Illegal Dumping Taskforce Meetings hosted by Alameda County and the CalRecycle Illegal Dumping Technical Advisory Committee. These engagements aim to promote ongoing coordination with cities and counties throughout California, facilitating information sharing and collaboration opportunities.</i>