



AGENDA

CONTRA COSTA COUNTY Illegal Dumping Ad Hoc Committee

Thursday, September 12, 2024

1:30 PM

190 E 4th Street, Pittsburg, 3361 Walnut
Blvd, Suite 140, Brentwood

Zoom: <https://cccounty-us.zoom.us/j/85309191361> | Call in: 1-888-278-0254 Access Code: 198675

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

1. Roll Call and Introductions
2. RECEIVE and APPROVE the Meeting Minutes for the February 1, 2024 Illegal Dumping Ad Hoc Committee Meeting. [24-2880](#)
Attachments: [Meeting Minutes - February 1, 2024](#)
3. RECEIVE status update regarding implementation of the illegal dumping strategies. [24-2881](#)
Attachments: [CCC Illegal Dumping Initiative Dashboard - September 2024](#)
[Table 1 - Illegal Dumping Initiative Strategy Table - September 2024 Updates](#)
[Figure 1 - East Bay Regional Park District Funding Priorities Survey](#)
[Figure 2 – Request for Illegal Dumping Clean-Up Received by Public Works and CHDC in 2023](#)
[Figure 3 - Request for Illegal Dumping Clean-Up Received by Public Works and CHDC from January to July 2024](#)
[Table 2 - Requests for Illegal Dumping Clean-up Received versus Pick-Ups](#)
[Figure 4 - Public Outreach Campaign Media Plan](#)
[Figure 5 - Community Clean-ups](#)
[Table 3 - Budget Reallocation Update](#)
4. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to two minutes).
5. The next meeting is currently scheduled for February 6, 2025.
6. Adjourn

The Committee will provide reasonable accommodations for persons with disabilities planning to attend the Committee meetings. Contact the staff person listed below at least 72 hours before the meeting. 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 Committee less than 96 hours prior to that meeting are available for public inspection at 30 Muir Road in Martinez, during normal business hours. Staff reports related to items on the agenda are also accessible on line at www.contracosta.ca.gov. Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.

For Additional Information Contact: Dylan Chiu, Committee Staff
Phone: (925) 655-2912, Fax: (925) 655-2750, Email: Dylan.Chiu@dcd.cccounty.us



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 24-2880

Agenda Date: 9/12/2024

Agenda #: 2.

ILLEGAL DUMPING AD HOC COMMITTEE

Meeting Date: 09/12/2024

Subject: RECEIVE and APPROVE the Meeting Minutes for the February 1, 2024 Illegal Dumping Ad Hoc Committee Meeting

Submitted For: John Kopchik, Director, Conservation & Development Department

Presenter: John Kopchik, Director, Conservation & Development Department

Contact: Dylan Chiu, Conservation & Development Department

Referral History and Update:

County Ordinance requires that each County body keep a record of its meetings. Though the record need not be verbatim, it must accurately reflect the agenda and the decisions made in the meeting.

Attached is the Meeting Minutes for the February 1, 2024, Illegal Dumping Ad Hoc Committee meeting.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Meeting Minutes for the February 1, 2024, Ad Hoc Illegal Dumping Committee meeting.

Fiscal Impact (if any):

None.



CONTRA COSTA COUNTY

Committee Meeting Minutes - Draft

Illegal Dumping Ad Hoc Committee

Thursday, February 1, 2024

1:00 PM @ E 4th Street, Pittsburg | 3361 Walnut Blvd,
Suite 140, Brentwood |
<https://cccounty-us.zoom.us/j/84623122302> |
Call in: 1-888-278-0254 Conference code:
198675

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

1. Introductions

Call to Order

Committee Member Burgis called the meeting to order at 12:15pm

Also in attendance were Stacey Grassini, District Attorney's Office; Tim Kraus, Environmental Health (EH);

Kristian Lucas, EH; Brian Balbas, Public Works (PWD); Chris Lau, PWD; Michele Mancuso, Contra Costa County

Watershed Program; Lt. Levi Terrill, Sheriff's Office (SO); Lt. Mark Rodriguez, SO; John Kopchik, Conservation and Development (DCD); Deidra Dingman, DCD; David Brockbank, DCD; Dylan Chiu, DCD; Allison Knapp (PWD), Craig Brooks (SO)

This was approved.

2. RECEIVE and APPROVE the Meeting Minutes for the September 21, 2023, Illegal Dumping Ad Hoc Committee Meeting.

Attachments: [Meeting Minutes September 21 2023](#)

approved

3. RECEIVE status update regarding implementation of the Board approved Contra Costa County Illegal Dumping Initiative Strategies. PROVIDE direction to staff as appropriate.

Attachments: [CCC Illegal Dumping Initiative Dashboard-February 2024](#)
[Table 1 - Illegal Dumping Initiative Strategy Table February 2024](#)
[Updates](#)
[Figure 1 - Requests for Illegal Dumping Clean-Up Received by Public Works in 2023](#)
[Figure 2 - RV-Boat-Trailer Abatement Locations in 2023](#)
[Figure 3 - Bryon Community Clean-Up Event](#)
[Table 2 - Budget Update and Proposal](#)

Data, Reports, Maps, Metrics

Staff requested that the amended Figure 1 map “Request for Illegal Dumping Clean Up Received by Public Works in 2023” be shown instead of the old map published with the agenda packet. Supervisor Burgis and Glover agreed to accept the amended figure.

Staff presented a map of locations where requests for illegal dumping clean-up were received by Public Works in 2023. Staff noted a high concentration of requests came from Bay Point, Rodeo, and El Sobrante.

Supervisor Glover expressed concern with the high number of requests coming from Bay Point. Deidra Dingman, Conservation and Development Deputy Director, noted that the large number of requests does not necessarily mean there is more dumping but could also mean the Bay Point community is more aware of how to report dumping to the County.

Supervisor Burgis wanted to see data for the number of reports versus the number of actual sites of illegal dumping. Staff noted they would look into providing data for this and snapshots of year-by-year data at a future meeting.

Staff shared Figure 2 “RV/Boat/Trailer Abatement Locations in 2023” to the committee. Staff noted that there was a total of 53 RV/Boat/Trailer abatements done in the 2023 and graffiti abatement has been recently added as a service provided by the County’s two abatement contractors.

Public Outreach Campaign - Strategy #5

Staff shared that the County has put out a Request for Proposals (RFP) for a marketing vendor to conduct a 6-month County-Wide Illegal Dumping Outreach Campaign at the beginning of January and deadline for submission was at the end of January. Staff plans to review each proposal prior to choosing a vendor to move forward with.

Supervisor Burgis encouraged staff to have the chosen vendor work closely with the Supervisor’s offices.

Fencing - Strategy #6 (focus on Pinehurst Rd. - EBMUD)

Chris Lau, Division Manager of Public Works Maintenance, followed up on a request from the previous Ad Hoc meeting where East Bay Municipal Utility District (EBMUD) staff member, Scott Hill, provided comments regarding the need for fencing along Pinehurst Rd. After Chris met with Scott in-person, EBMUD decided to install fencing at two locations on their property to prevent illegal dumping from being deposited down the hillside and contaminate water resources. Chris mentioned a clean-up event along San Pablo Dam Rd occurred in November where a large amount of material had fallen down the hillside. As a result, concrete temporary K rail barriers were installed at that location to prevent future illegal dumping. Chris plans to work with contractors to install fencing along 4 different locations along Sam Pablo Dam Rd and hopes to provide an update at the next meeting.

Waste Tire Amnesty - Strategy #14

Tim Kraus, Environment Health Solid Waste Supervisor, shared that they were recently awarded a Tire Amnesty grant in the amount of \$14,630 that can be used through October 2025. The grant will allow them to put on 8 tire collection events over a 2-year period in Oakley, Bay Point, Martinez, and Richmond at no cost to residents. Residents will be allowed to bring up to 20 tires at a time and 40 tires per event.

Community Clean Up Event - Strategy #16 (Byron)

David Brockbank, Conservation and Development Solid Waste Programs Manager, noted the Byron Clean-Up Event was a huge success and was impressed with the community participation. A drone video of the event was shown to the committee displaying a bird's eye view of the event. David acknowledged the efforts of the Sheriff Office to help manage traffic, Public Works to help pack debris boxes, and Environmental Health in determining what materials were considered acceptable. David shared that 25.3 tons of materials were collected in a total of 13 debris boxes.

Enforcement - Strategy #45

Craig Brooks, Captain of the Patrol Division, shared they still have not had success in hiring a per diem deputy and as a result, changed the strategy to utilize overtime at the station houses to address illegal dumping. Craig mentioned they were sending a lot more illegal dumping cases to the DA's office in East County and it has reduced the amount of illegal dumping occurring. In Bay Point, the Sheriff's Office conducted an operation where they caught somebody illegally dumping and issued a citation. Craig pointed out that the deputies' stronger ties with Public Works staff and residents has lead to less confusion on who to contact for help.

Levi Terrill, Assistant Patrol Division Commander, reiterated the funding from Strategy #45 has been used to send community services officers to targeted enforcement areas. These officers have been going through illegal dumping and reporting them to Public Works so they are cleaned up faster. Levi noted they have been sending out CDC violations related to illegal dumping such as traveling with an uncovered load or traveling with waste tires without a permit.

Stacey Grassini, Senior Deputy District Attorney, stated there has been a tremendous vast improvement in enforcement over the years because of efforts made by the District Attorney's and Sheriff's offices. Stacey shared that officers go door to door to follow up on Illegal Dumping cases and he believes the people that get visits by officers will not dump again. Stacey pointed out there are illegal dumping cases that his office is filing and currently going through the system.

Supervisor Burgis wanted to promote the County's illegal dumping prevention successes to show our state representatives that the state money provided to the County was put to good use. John Kopchik, Conservation and Development Director, acknowledged they will continue to report back to the state legislators with County illegal dumping successes.

Strategy Cameras - Strategy #46

Chris Lau shared that Public Works sent out a request for qualifications back in October 2023, but they did not receive any statement of qualifications. Chris reached out to 4 camera companies and will be testing out free pilot programs with 3 separate companies over the next 3 months. Three mobile surveillance units will be set up at the intersections of Driftwood Drive and Port Chicago Highway in Bay Point. Each mobile surveillance unit will have cameras mounted on a mast arm about 25 feet high. All units will come with a variety of different types of lights, will include loudspeakers to verbally communicate with potential suspects, and be monitored 24/7. Chris noted that the number of cameras ultimately set up will be limited by the budget.

Supervisor Glover expressed disappointment at the speed of getting working surveillance cameras out into the community and wanted someone to speak on this matter. Craig Brooks pointed out the Flock cameras, that are going through board approval, are different than the Strategy #46 cameras. The cameras Chris was speaking on will be used in targeted enforcement where there are hot spots for illegal dumping. Supervisor Glover thanked his answer but wanted to receive updates on the cameras moving forward.

Allison Knapp noted she and Chris will be working with Vincent Manual, Supervisor Glover Staff, to strategize on how to move forward with placing cameras in the community. Craig Brooks stated he will have a lieutenant follow up regarding the installation timeline of the Flock cameras. Supervisor Burgis also wanted updates on cameras in her district as well.

Budget Update and Proposal

John Kopchik proposed to keep annual allocations of Measure X funds for each of the 4 main funded strategies, but move unspent balances from Strategy #30 RV/Trailer/Boat Abatement and Strategy #45 Per Diem Deputies to Strategy #27 Capital Improvement and Strategy #46 Surveillance Cameras.

Supervisor Burgis asked if the cameras were providing evidence needed or are they more of a deterrence. Craig Brooks answered saying they are used for both purposes.

4. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to three minutes).

No public comment.

5. The next meeting is currently scheduled for September 5, 2024 at 1:00 p.m.

Supervisor Burgis mentioned Brian Balbas, Public Works Director, will be retiring prior to the next Ad Hoc Meeting and thanked him for his efforts to combat illegal dumping. Brian appreciated the recognition and thanked everyone for their partnership on this issue. Supervisor Glover also thanked Brian and wished him well in his retirement.

6. Adjourn

The Committee will provide reasonable accommodations for persons with disabilities planning to attend the Committee meetings. Contact the staff person listed below at least 72 hours before the meeting. 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 Committee less than 96 hours prior to that meeting are available for public inspection at 30 Muir Road in Martinez, during normal business hours. Staff reports related to items on the agenda are also accessible on line at www.contracosta.ca.gov. Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.

For Additional Information Contact: Dylan Chiu, Committee Staff
Phone: (925) 655-2912, Fax: (925) 655-2750, Email: Dylan.Chiu@dcd.cccounty.us

DRAFT



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 24-2881

Agenda Date: 9/12/2024

Agenda #: 3.

ILLEGAL DUMPING AD HOC COMMITTEE

Meeting Date: 9/12/2024

Subject: RECEIVE Status update regarding implementation of the illegal dumping strategies

Submitted For: John Kopchik, Director, Conservation & Development Department

Presenter: John Kopchik, Director, Conservation & Development Department

Contact: Dylan Chiu, Conservation & Development Department

Referral History and Update:

On June 11, 2019, the County Board of Supervisors (Board) received a presentation from the interdepartmental Illegal Dumping Think Tank team and approved a total of fifty-six (56) illegal dumping strategies recommended by the interdepartmental Illegal Dumping Think Tank (one strategy has since been removed). The Board referred implementation of the recommendations to this Ad Hoc Committee.

STRATEGY IMPLEMENTATION UPDATES: At the September 12, 2024, Committee meeting, staff members from the Illegal Dumping Think Tank team will make brief verbal presentations about the following CCC Illegal Dumping Initiative implementation highlights:

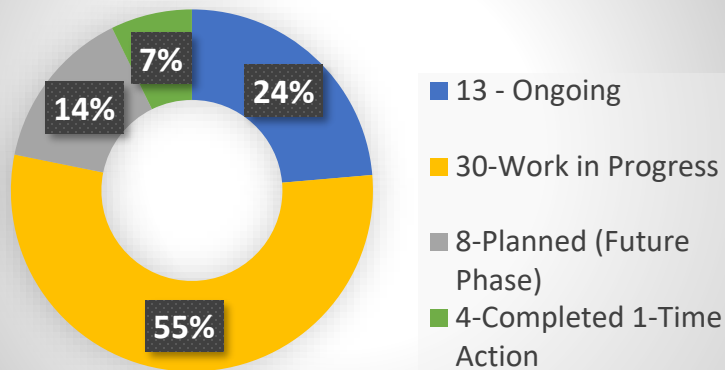
- Data, Reports, Maps, Metrics
- Public Outreach Campaign - Strategy #5
- Waste Tire Amnesty - Strategy #14
- Community Clean Up - Strategy #16
- Enforcement - Strategy #45
- Fencing - Strategy #6
- Surveillance Cameras - Strategy #46
- Budget Reallocation Update

Recommendation(s)/Next Step(s):

RECEIVE status update regarding implementation of the Board approved Contra Costa County Illegal Dumping Initiative Strategies and PROVIDE direction to staff as appropriate.

Contra Costa County Illegal Dumping Initiative Dashboard – Implementation Updates September 2024

Strategies by Status



Strategy #16: Community Clean-Ups



5 Events with 27 debris boxes, collecting **40.81 tons** for disposal.

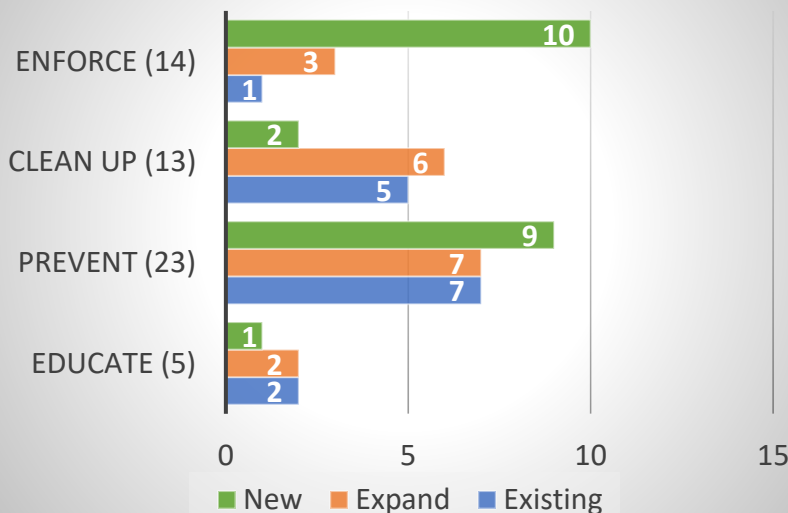
Strategy #45: Illegal Dumping Deputies

January 2024-August 2024 Highlights:
46 Mobile Citizen App reports for clean-up
92 Deputy reports written
25 Cases submitted to DA for filing
14 Citation issued

Strategy #14: Waste Tire Amnesty Event

~**1,800** Waste Tires collected by CCEH at their Knightsen tire amnesty event on 8/24/24

55 Approved Strategies by Category



For Full Implementation Updates, See CCCIDI Strategy Table

Strategy #53: Prosecuting Dumping Crimes

Between 1/1/24 and 8/7/24 approximately **30** cases received by DA for review

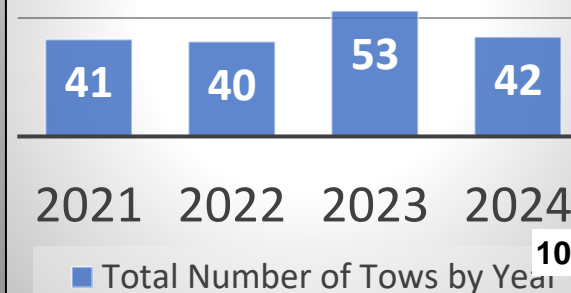
Strategy #36 Online Reporting

Between 1/1/24 and 8/15/24 PW received clean-up requests via the following methods:

203: Online Customer Portal
935: Mobile Citizen App
545: Phone/Email

Strategy #40: Derelict RV/Boat Abatement

(through 7/31/24)



10

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 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	CCEH provides content for JPA Newsletters (RecycleSmart and RecycleMore) to educate residents about the County's non-franchise hauler permit program and reasoning for using permitted haulers. As of August 8th, 2024, 4 permits have been issued with 5 applications in progress. At the end of March 2024, a letter was sent out to the 20 junk haulers observed on Yelp without permits. The letter advised them of the requirement to get a permit and the upcoming changes that would be coming as a result of Asembly Bill 592. As ordinance changes are finalized to account for AB 592, there will be additional outreach efforts focused around the new requirements.
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>DCD has compiled data regarding utilization of residential on-call Bulky Item Pick-up services and Extra Bagged Waste Pick-ups to inform and prioritize future outreach efforts. Based on this data, DCD will determine if participation is increasing vs. decreasing, as well as whether participation rates differ significantly from one community to the next within individual Franchise areas. This is one of the services intended to be promoted as part of the "How to do the right thing" outreach campaign effort (Strategy 5).</i>	

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
NEW					
EDUCATE	5	Create <u>public outreach campaign(s)</u> 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	Stephen Groner Associates (SGA) was awarded the contract to lead the Countywide Illegal Dumping Educational Outreach Campaign. In collaboration with the County, SGA is developing an ad design concept that will be applied across various platforms. The ads aim to educate the public on how to report illegal dumping and website resources for proper disposal. Out-of-Home (OOH) advertisements, including billboards, bus shelters, and bus benches, are scheduled to be deployed throughout the County in September 2024. In addition, a digital campaign will be launched, featuring ads on Google, YouTube, Facebook Reels, Spotify, and Univision, which will extend the campaign's reach to online and mobile audiences. The campaign is scheduled to end on December 31, 2024 consistent with the requirements of the Clean California Grant.
	EXISTING - NO PROPOSED CHANGES				
PREVENT	6	Fencing off road right-of-way dumping hot spot if/when deemed necessary		PWD	Fencing has been installed at four separate locations along San Pablo Dam Road. The types of fencing consists of chain link fence, barbed wire fence and access gates. Chain link fencing has been installed by EBMUD at one location along Pinehurst Road. Chain link fencing and gates are planned for installation at two separate locations along Crockett Blvd. Chain link fencing and gates are planned for installation at nine separate locations along Franklin Canyon Road. Other roads being considered for fencing include Cummings Skyway and Alhambra Valley Road.

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
EXISTING - NO PROPOSED CHANGES					
PREVENT	7	Franchise Hauler provided Community Clean-up Boxes		DCD	Utilization of community clean-up boxes in 2024 so far: -The Republic/Crockett Franchise includes five 20-cubic yard boxes per year. In 2024 so far, zero of five were used. June 29 - Crockett (four 20-yards boxes used purchased with Clean CA Grant funds) -The Republic/RSS Franchise includes 16 20-cubic yard boxes per year. In 2024 so far, 6 of 16 were used. April - August - El Sobrante Dumpster Days September 14 - North Richmond Coastal Clean Up September 21 - Spawners and Green Team Coastal Clean Up - The Republic/Allied franchise includes 16 20-cubic yard boxes per year. In 2024, the following community clean-up events are scheduled: October 25 - Pacheco/Mt. View/Vine Hill November 2- Bay Point -The Garaventa/MDRR franchise includes 40 40-cubic yard boxes per year. In 2024, they have held/scheduled the following community clean-up events: May 4 – Bay Point (ten 40-yard boxes used) August 24 – Knightsen (ten 40-yard boxes used) September 14 – Bethel Island October 26 – Byron
	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>

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
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> <ul style="list-style-type: none"> - The removal of ongoing or collected illegal dumping - Construction of prevention measures like fences, gates, lights, signage, etc. - Reimbursement for past illegal dumping cleanup with sufficient evidence like receipts, photos, etc. <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	Mandatory Subscription Ordinance - 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>	

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
EXPAND - PROPOSED CHANGE TO EXISTING					
PREVENT	14	Seek-grant funding when offered through CalRecycle's waste tire grant program to subsidize Waste Tire Amnesty Day events.		CCEH	Environmental Health had our first Waste Tire Amnesty Event on August 24th in conjunction with the Knightsen/Byron Community Cleanup. Three more waste tire amnesty events will be held in October and November in Richmond, Pacheco, and Baypoint. These will also be in conjunction with the respective communities cleanup events. Funding for these events is via grant from CalRecycle. In addition, Civicorps is providing staffing and assistance disposing of the collected 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.		CCEH, DCD	There are currently two organizations with approved stewardship plans for drug takeback (Med Project and Inmar). Med Project is in compliance with the ordinance. Inmar is working on an agreement with the Sheriff's Office to locate kiosks at multiple Sheriff's Office sites. Installation of these kiosks would bring Inmar into compliance with the requirements of our ordinance.

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
EXPAND - PROPOSED CHANGE TO EXISTING					
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.		DCD, PWD	Utilization of community clean-up boxes in 2024 so far: -The Republic/Crockett Franchise includes five 20-cubic yard boxes per year. In 2024 so far, zero of five were used. June 29 - Crockett (four 20-yards boxes used purchased with Clean CA Grant funds) -The Republic/RSS Franchise includes 16 20-cubic yard boxes per year. In 2024 so far, 6 of 16 were used. April 20 - North Richmond Earth Day/Wild Cat Clean-up (one 20-yard box and one 10-yard box used purchased with Clean CA Grant funds) April 25 - Montalvin Elementary Dumpster Days (one 10-yard box used purchased with Clean CA Grant funds) - The Republic/Allied franchise includes 16 20-cubic yard boxes per year. In 2024, the following community clean-up events are scheduled: October 25 - Pacheco/Mt. View/Vine Hill November 2- Bay Point -The Garaventa/MDRR franchise includes 40 40-cubic yard boxes per year. In 2024, they have held/scheduled the following community clean-up events: May 4 – Bay Point (ten 40-yard boxes used) August 24 – Knightsen (ten 40-yard boxes used) September 14 – Bethel Island October 26 – Byron
	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	Staff is working to utilize Clean CA Grant funding to provide additional clean-ups boxes a various locations to supplement what is provided by our franchise haulers. Clean CA Grant funding was used to provide 5 20-yard boxes and 2 10-yard boxes at the North Richmond Earth Day WildCat Creek/Shields Reid Community Clean-up, Montalivn Elementary School Dumpster Day, and Crockett Community Clean-up.

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
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	<i>(Future Phase)</i> <i>Can only be pursued during rate setting time.</i>
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	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.	

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
NEW					
PREVENT	24	Seek to identify feasible options for proper disposal of unwanted Recreational Vehicles, Trailers & Boats.		DCD, SO	An annual Measure X investment of \$150,000 was approved by the Board of Supervisors on November 16, 2021 to continue implementation of this strategy. Based on changing needs, for FY 24/25, the proposed allocation amount is \$100,000.
	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	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.
	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	Fifty (50) additional signs have been ordered and received. As new locations for signage have been requested or identified, County crews will install signage. A list of potential new sign locations is currently being developed.
	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 continues to discuss the potential for a new streetlight project along Port Chicago Highway in Bay Point where illegal dumping has occurred.

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
EXISTING - NO PROPOSED CHANGES					
CLEAN-UP	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>

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
EXPAND - PROPOSED CHANGE TO EXISTING					
CLEAN-UP	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, 558 illegally dumped waste tires were cleaned up between 1/1/2024 and 06/30/2024. Of those, 159 illegally dumped tires were picked up by CCEH staff and disposed of and CCEH worked with CivicCorps to dispose of 337. 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	<i>Complete</i>
	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	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.

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
EXPAND - PROPOSED CHANGE TO EXISTING					
CLEAN-UP	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. <i>(Currently pilot testing)</i>		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. <i>(Future Phase)</i>		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. <i>(Future Phase)</i>		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.

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
NEW					
CLEAN-UP	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	In April 2024, Marine Patrol performed a one time large scale abatement event in the Delta to remove 11 abandoned boats at the cost of \$120,821.02. From January through July 2024, 42 RV/boats/trailers have been abated for the total cost of \$142,421.02.
EXISTING - NO PROPOSED CHANGES					
ENFORCE	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	Ordinance language has been drafted by County Counsel staff and is being reviewed by Environmental Health staff and other stakeholder agencies to account for Assembly Bill 592. Environmental Health intends to bring the proposed ordinance to the Board in time for it to go into effect 1/1/2025, allowing for an ordinance sunset date that matches that of Assembly Bill 592.

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
EXPAND - PROPOSED CHANGE TO EXISTING					
ENFORCE	42	Proactively go after uncovered loads on the road and parked on street.	45	SO, CHP	The Sheriff's Office created an easy reference sheet (cheat sheet) with information about uncovered load, illegal dumping, and related sections of the vehicle code. The cheat sheet was utilized during targeted enforcement times to assist deputies with proactively going after subjects who were hauling uncovered loads as these subjects are often the same responsible for frequent illegal dumping. This also helps identify possible leads, and prevents illegal dumping prior to the crime occurring. Deputies are still being encouraged to utilize the Cheat Sheet created at each Stationhouse.
	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 SO has maintained only one per diem deputy. A plan to use funds to cover targeted enforcement and investigations of illegal dumping and California Vehicle Code violations related to illegal hauling/dumping was put in place. Several Stationhouses have utilized the overtime to address hot spots and target problem areas to include towing abandoned vehicles at illegal dumping hot spots.
	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>

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
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 has one Per Diem Deputy assigned to illegal dumping. He has continued to identify problem areas for enforcement throughout the county. Overtime has been used to supplement additional resources to target illegal dumping. January 2024 – August 2024 46 Submissions through Mobile Citizen App. for clean-up 92 Litter/ Illegal Dumping reports written 25 cases filed with the DA’s office 14 citations written
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. <i>PILOT: Initial pilot of surveillance monitoring service for five rental cameras.</i>	45	CCEH, DA, PWD, SO	Staff ran a 30-day pilot program with two mobile surveillance units (MSUs) vendors to test their respective video and 24/7 monitoring systems. In each trial, staff was able to utilize the equipment to capture evidence of illegal dumping and in two separate occasions, was able to obtain enough evidence to identify the suspects, make contact with the vehicle’s registered owners, and have the suspects return to retrieve their dumped items. As a result of the two trials, staff has selected one of the vendors to enter into a contract to provide 10 MSUs to be deployed throughout the County. Staff is currently working through the details of the contract and will ask the Board of Supervisors for approval in the coming months. The contract will be for a three year period. Staff will determine where the MSUs will be deployed, how many and for what period of time. The MSUs will be deployed at illegal dumping hot spot locations and can be rotated throughout the County as cases of illegal dumping has decreased, a low amount of illegal dumping activity, or a need to deploy at a location that is seeing an increase of illegal dumping activity.	

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
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 2024 to date, PWD received 935 illegal dumping complaints through the Mobile Citizen app, 203 illegal dumping complaints through the Customer Portal, and 545 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>

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
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 2023-2024 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	Approximately 30 illegal dumping cases have been submitted to and reviewed by the District Attorney's Office from 1/1/24 to 8/7/2024.

Table 1 - Illegal Dumping Initiative Strategy Table—September 2024 Updates

Educate Prevent Clean-up Enforce	#	CCC Illegal Dumping Initiative Strategies	Only if #	Dept. (Bold = Lead)	Working Updates for September 2024 Meeting <i>(Italicized blue text carried over from past updates)</i> Yellow highlighting denotes new updates
NEW					
ENFORCE	54	Use mapping (GIS) to track dumping hot spots to target use of enforcement tools/investigative resources.	45	PWD, DCD	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.
	55	Use sting operations targeting specific types of dumping crimes/violations or locations/days & times of day.	45	SO	Overtime was used to combat illegal dumping in specific areas of the county. Several Stationhouses utilized the additional resources to conduct sweeps of problem areas and target California Vehicle Code violations related to illegal dumping. A large amount of abandoned vehicles were removed in several areas of hot spots for illegal dumping activity. The illegal dumps located during these times were investigated for possible leads or suspects.
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>

Figure 1 – East Bay Regional Park District Funding Priorities Survey

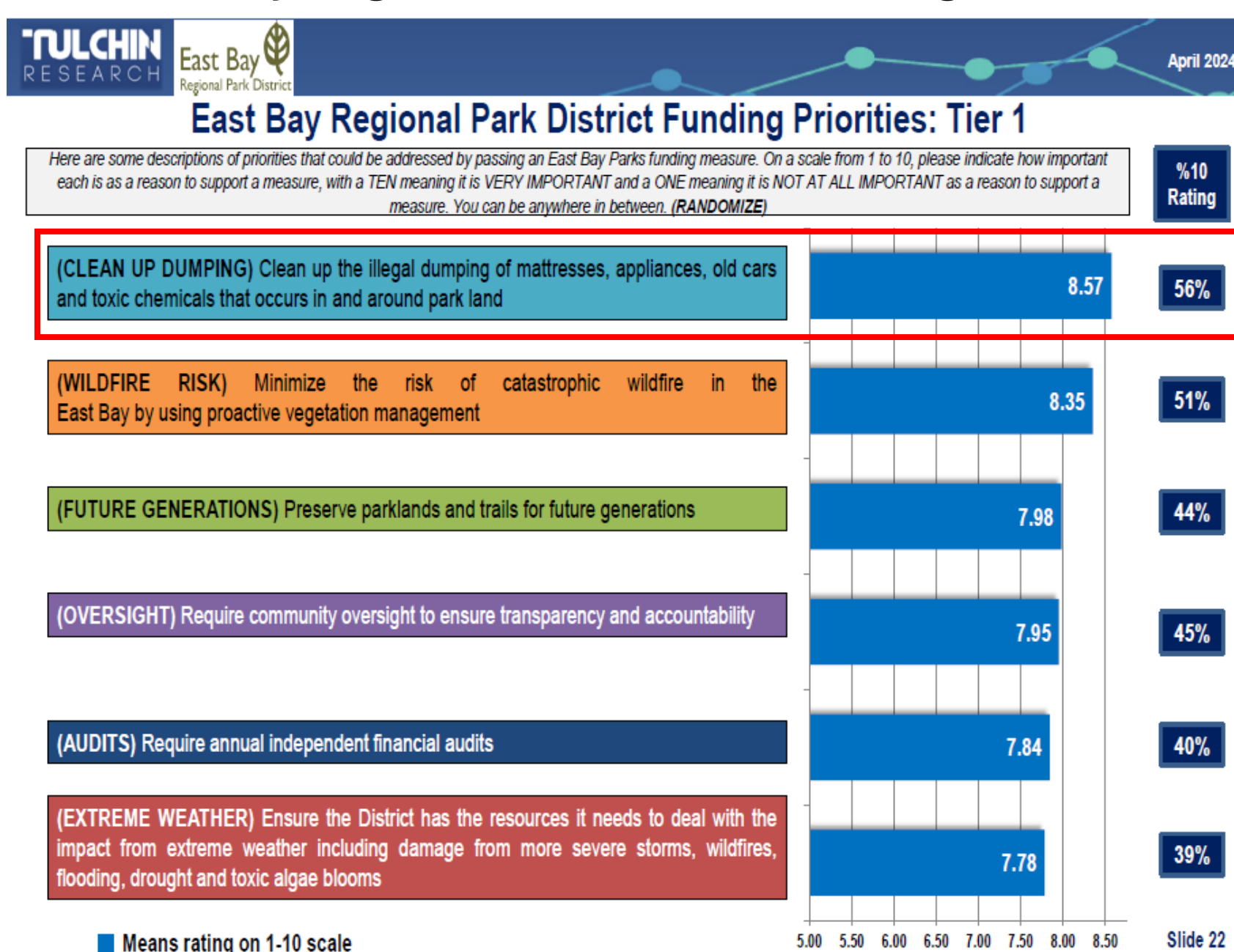
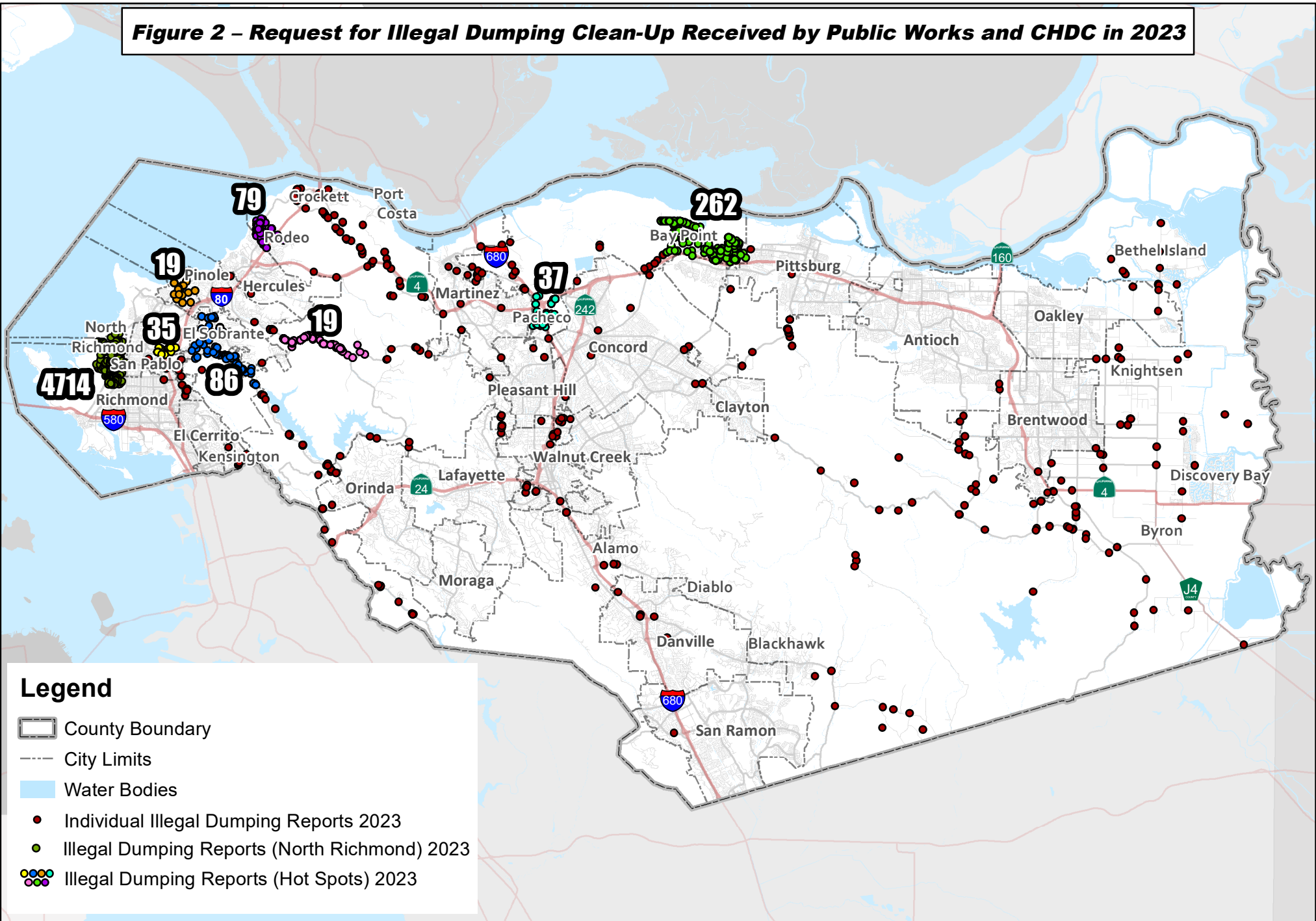
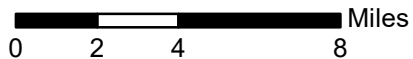


Figure 2 – Request for Illegal Dumping Clean-Up Received by Public Works and CHDC in 2023



Legend

- County Boundary
- City Limits
- Water Bodies
- Individual Illegal Dumping Reports 2023
- Illegal Dumping Reports (North Richmond) 2023
- Illegal Dumping Reports (Hot Spots) 2023

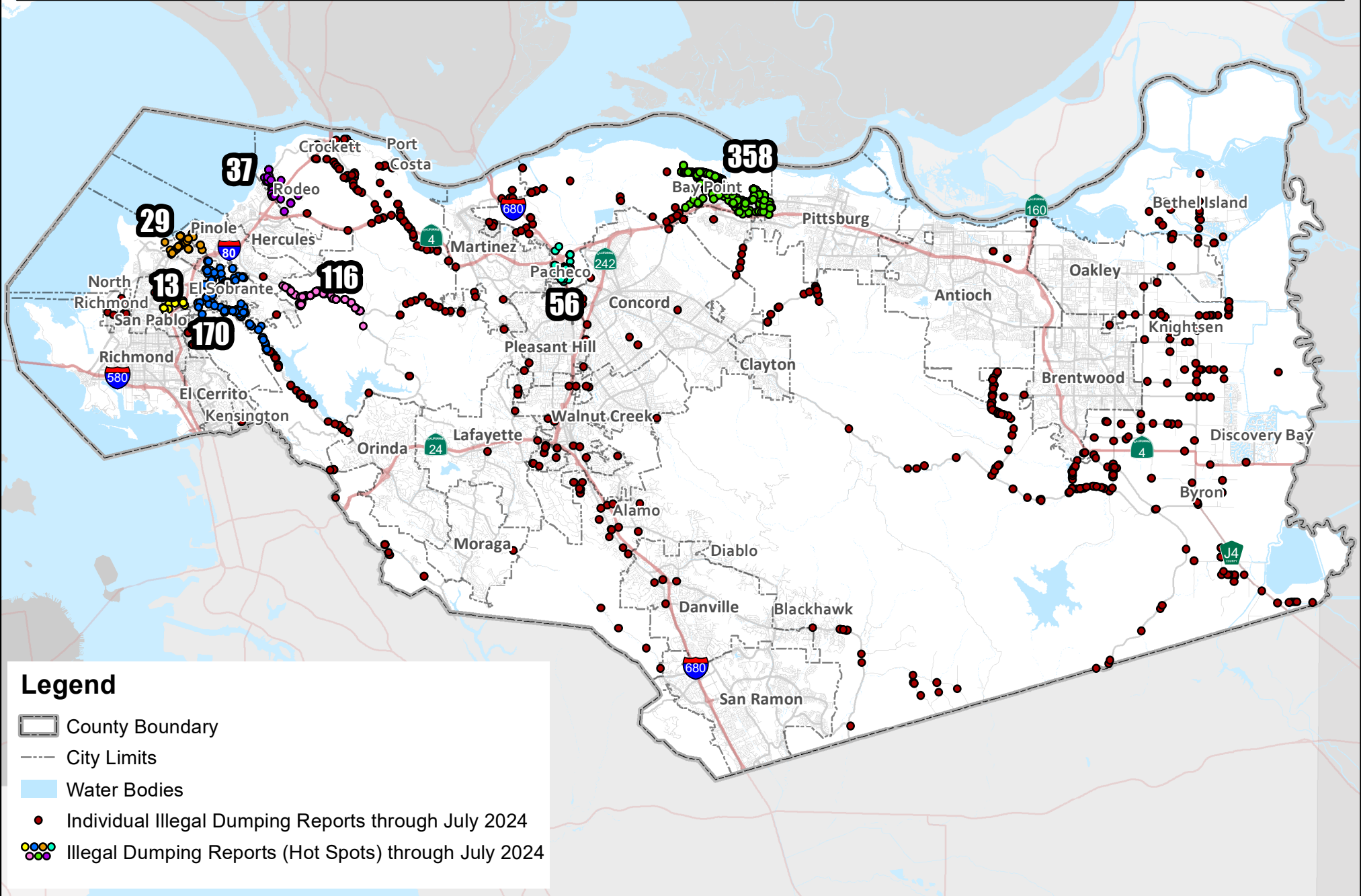


Map Created 9/5/2024
 by Contra Costa County Department of
 Conservation and Development, GIS Group
 30 Muir Road, Martinez, CA 94553
 37:59:41.791N 122:07:03.756W

This map was created by the Contra Costa County Department of Conservation and Development with data from the Contra Costa County GIS Program. Some base data, primarily City Limits, is derived from the CA State Board of Equalization's tax rate areas. While obligated to use this data the County assumes no responsibility for its accuracy. This map contains copyrighted information and may not be altered. It may be reproduced in its current state if the source is cited. Users of this map agree to read and accept the County of Contra Costa disclaimer of liability for geographic information.

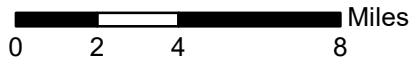


Figure 3 - Request for Illegal Dumping Clean-Up Received by Public Works and CHDC from January to July 2024



Legend

- County Boundary
- City Limits
- Water Bodies
- Individual Illegal Dumping Reports through July 2024
- Illegal Dumping Reports (Hot Spots) through July 2024



Map Created 9/5/2024
 by Contra Costa County Department of
 Conservation and Development, GIS Group
 30 Muir Road, Martinez, CA 94553
 37:59:41.791N 122:07:03.756W

This map was created by the Contra Costa County Department of Conservation and Development with data from the Contra Costa County GIS Program. Some base data, primarily City Limits, is derived from the CA State Board of Equalization's tax rate areas. While obligated to use this data the County assumes no responsibility for its accuracy. This map contains copyrighted information and may not be altered. It may be reproduced in its current state if the source is cited. Users of this map agree to read and accept the County of Contra Costa disclaimer of liability for geographic information.



Table 2– Requests for Illegal Dumping Clean-up Received versus Pick-Ups

Year	# of Requests (Countywide including North Richmond)	# of Pick-Ups (Countywide including North Richmond)	# of Requests & Pick-Ups (North Richmond Only)
2022	5269	4812	3429
2023	6665	5827	4714
2024 (Through March)	2496	2225	1923

Figure 4 – Public Outreach Campaign Media Plan

Media Type	Ad Platform	Format	Language
Digital	Google Display	Display	English
			Chinese
			Spanish
	YouTube	:15 second & :30 videos	English
			Spanish
Radio	Spotify	:15 second & :30 radios	English
			Spanish
	Univision (Station TBD)	:30 radio	Spanish
Social Media	Reel Boosting (Facebook)	Reels	English
			Chinese
			Spanish
Out of Home	Bus Bench	Poster	English
			Spanish
	Bus Shelter	Poster	English
			Spanish
	Billboard	Billboard	English
Spanish			

Figure 5 – Community Clean-ups

Clean-Ups:

- NR Shields Reid/Wildcat Creek Earth Day Clean-up
- Montalvin Elementary Dumpster Day
- Crockett Community Clean-up
- Bay Point Community Clean-Up
- Knightsen Community Clean-up

Used 27 Debris boxes to collect **40.81 tons** for disposal



Figure 5 – Community Clean-ups



Table 3 – Budget Reallocation Update

	# Green - Receive unspent balance Red- redirect balance	CCC Illegal Dumping Initiative Strategies	Dept.	FY23/24 Measure X Funding	Expenditures for FY 23/24	Proposed FY24/25 Measure X Funding Spilit	Current Balance*
Prevent & Enforce	27 & 46	Capital Improvements & Surveillance Cameras	CCEH, DA, PWD, SO	\$315,000	\$85,444	\$322,560	\$1,495,626
Clean-Up	40	RV/Boat/Trailer Abatements	CCEH, DCD, PWD, SO	\$157,500	\$173,121	\$100,000	\$84,379
Enforce	45	Per-Diem Deputies/Overtime	SO	\$157,500	\$134,662	\$222,560	\$245,398
				\$630,000	\$393,227	\$645,120	\$1,825,403

*Unspent balance may be allocated to other approved strategies, including but not limited to: waste tires, enhanced illegal dumping pick-up (garbage truck estimated cost of \$500,000), and fencing

Summary of Budget Changes

- Redirect unspent balance from Strategy 40 & 45 to Strategies 27 and 46
- Reduced MX FY 24-25 funding for Strategy 40 (RV/Boat/Trailer abatement) by \$61,280
- Increased MX FY24-25 funding for Strategy 45 (Overtime/Per Diem) by \$61,280
- Combined funds for Strategy 27 (Capital Improvements) and Strategy 46 (Surveillance Cameras)