2ND ANNUAL STATEWIDE CONFERENCE ON ILLEGAL DUMPING

The Three E’s

A BEST PRACTICE STRATEGY FOR ADDRESSING ILLEGAL DUMPING
BEGINNING IN 2018, THE ACID PILOT SOUGHT TO IDENTIFY SCALABLE STRATEGIES FOR ADDRESSING ILLEGAL DUMPING THAT COULD BE REPLICATED.

IN 2021 THE EFFORT WAS PROMOTED TO A PROJECT AND CONTINUES TO ADDRESS ILLEGAL DUMPING IN EAST OAKLAND.
ACID Pilot’s Main Strategy

PILOT UTILIZED A STRATEGY OF EDUCATION, ERADICATION, AND ENFORCEMENT, COMMONLY KNOWN AS “THE THREE E’S”, TO PROVIDE UPSTREAM AND DOWNSTREAM INTERVENTIONS AIMED AT ADDRESSING ILLEGAL DUMPING.
Education:

AN UPSTREAM APPROACH TO PREVENT ILLEGAL DUMPING.
Eradication:

REMOVING ILLEGAL DUMPING QUICKLY, SO IT DOESN’T ATTRACT MORE DUMPING, LITTER, AND BLIGHT.
Enforcement:

A DOWNSTREAM APPROACH AND COMMITMENT TO HOLDING ILLEGAL DUMPERS ACCOUNTABLE FOR THEIR ACTIONS.
Interventions can be applied proactively and reactively.

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<th>Proactive</th>
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|           | • Youth Curriculum.  
           | • Community Outreach.  
           | • Civic Engagement.  
           |           | • Education Efforts (Proactive & Reactive).  
           | • Beautification Efforts (Trees, Murals, Etc.).  
           | • Micro-Cleaning.  
           | • Regular Cleanup Checks.  
           |           | • Publicize Enforcement Efforts in Advance.  
           |           | • Publicize Enforcement Results and Convictions.  
           |           | • Sting Operations.  
           |           | • Regular Patrol Checks.  |
| Reactive  | • Targeted Outreach: Right-Size Waste Bins.  
           | • Engage residents and businesses near illegal dumping hotspots.  
           |           |           | • Removing Illegal Dumping.  
           |           | • Abate Graffiti.  
           |           | • Tow Abandoned Cars.  
           |           | • Warning Letters (4.4).  
           |           | • Community Intervention.  
           |           |           | • Investigate All Illegal Dumping Leads.  
           |           | • Prioritize Leads and respond appropriately.  
           |           | • Charge Cases!  |
The Results:

6 COMMUNITIES ENGAGED.
2+ MILES OF STREET ADOPTED.
BROAD COALITION FORMED.
The Results:
DOZENS OF CLEANUP EVENTS.
400+ TONS OF ILLEGAL DUMPING.
The Results:
150+ TREES PLANTED.
HUNDREDS OF VOLUNTEERS.
The Results:

150+ ABANDONED VEHICLES.
CAMERA-BASED ENFORCEMENT.
100+ CITATIONS ISSUES.
The Results: 6 Effective Strategies

1. Enforce existing laws.
2. Utilize camera-based Enforcement Strategies.
3. Reduce barriers to eradication.
4. Embrace cross-sector partnerships.
5. Sustaining the strategy is key.
6. Crime prevention through environmental design.
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