

City of Palmdale

Stinging Back:

Palmdale's *Plan* to Catch Illegal Dumpers in the Act

City of Palmdale

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The Problem



- High Desert Area of Southern California
- Over 100 square miles + Population of almost 170,000= Low Population Density (Oakland is 78.03 square miles with a population of 425,195)
- *“It’s just the desert.”*

Internal Team



Internal Illegal Dumping Team

- Public Works Department
 - Innovation and Environmental (lead)
 - Maintenance
- Public Safety Department
 - Code Enforcement
- City Manager's Office
 - Administration
 - City Attorney's Office
- Finance Department

Palmdale's "One" Solution

Illegal Dumping Action Plan



Environmental Resources Division
City of Palmdale
6/23/2021

A Living Document

- A living Constitution is one that evolves, changes over time, and adapts to new circumstances, without being formally amended.
- David A. Strauss, “The Living Constitution” September 27, 2010, The University of Chicago – The Law School



Effectiveness of Living Document



- Allows the team to “call audibles”
 - Change priorities.
 - Adjust or delete what isn’t working.
 - Adjust implementation schedules as needed.
 - Add new efforts as needs or scenarios change.

Changing Priorities - Geofencing



Argument for Geofencing



- No studies on effectiveness to address illegal dumping
- At time, staff only found case study for auto dealers.
 - Would create geofences around competitors.
 - Would send targeted outreach to potential car buyers.
 - Saw increase in sales.

Geofencing – Intent



Big Brother (Siri, Alexa, Google, etc.) is watching listening

Geofencing – How do you quantify the results?



Geofencing – The ads

300x250



CITY OF PALMDALE
JUNK AWAY
THE RIGHT WAY

Penalties for illegal dumping can include fines of up to \$10,000.
Let's fight illegal dumping together, learn more now!

The advertisement features a collection of household items including a stack of tires, a green armchair, a silver refrigerator, a black television, a white washing machine, and various cleaning supplies, all set against an orange background with a subtle pattern of leaves.

336x280



CITY OF PALMDALE
JUNK AWAY
THE RIGHT WAY

Penalties for illegal dumping can include fines of up to \$10,000.
Let's fight illegal dumping together, learn more now!

This advertisement is identical in content to the 300x250 version, featuring the same text and imagery of household items on an orange background.

320x50

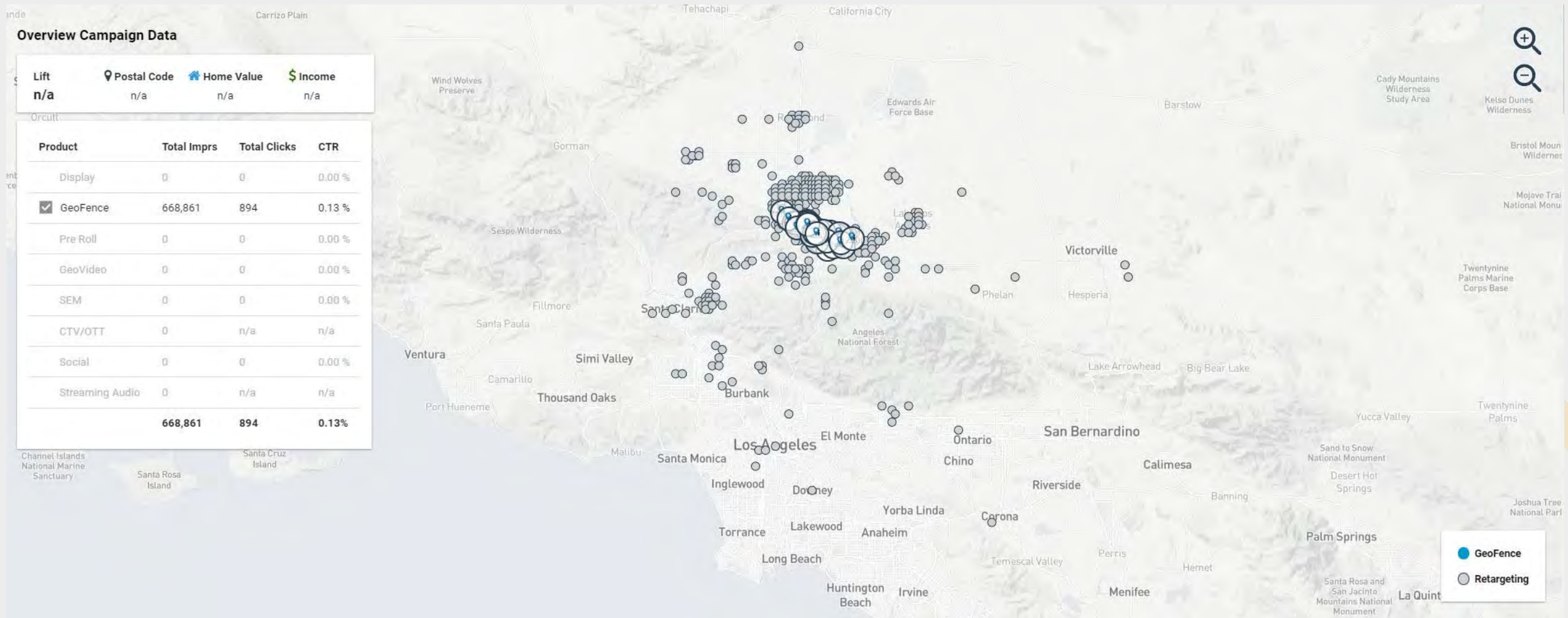


CITY OF PALMDALE
JUNK AWAY THE RIGHT WAY

Penalties for illegal dumping can include fines of up to \$10,000.
Let's fight illegal dumping together, learn more now!

The banner advertisement is a horizontal strip with a dark orange background, containing the same text and small icons of household items as the larger ads.

Geofencing – The map



Geofencing – The raw data

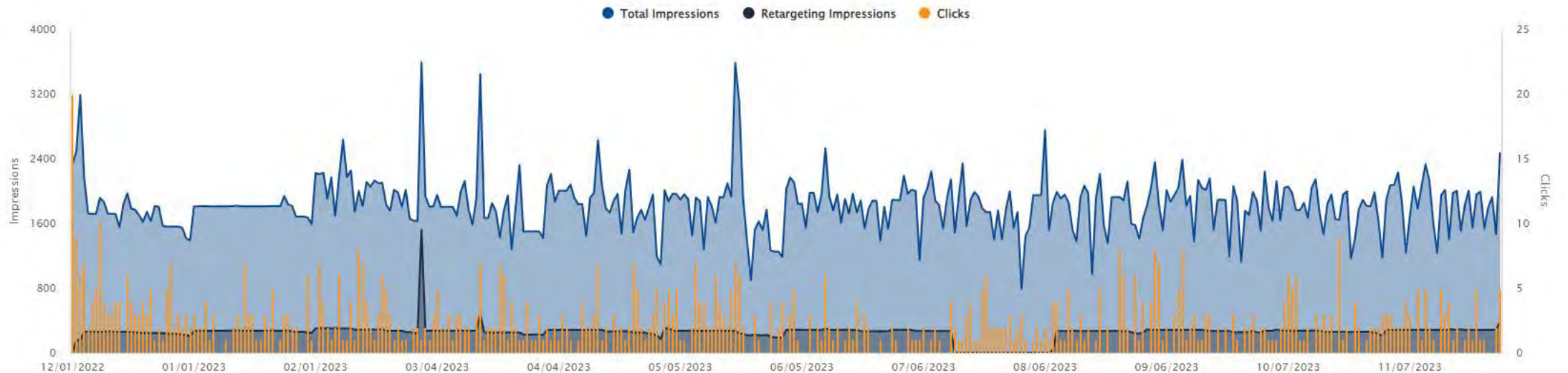
Data by Product: Display **GeoFence** Pre Roll GeoVideo SEM CTV/OTT Social Streaming Audio

IMPRESSIONS
668,861

CLICKS
894
0.13%

OFFLINE VISIT
No Data Available

Daily Stats



Geofencing – *My* Interpretation



Change in Implementation Schedule – Sting Operations

- Not part of original IDAP.
- Recommended by a member of the public.
- Early item on IDAP.
- Has not been implemented yet.



Sting Operations – Who?

- Questionable contractors.
- Check with legal.



Sting Operations – What?

- Hidden GPS device.



Sting Operations – Where?



Sting Operations – How?

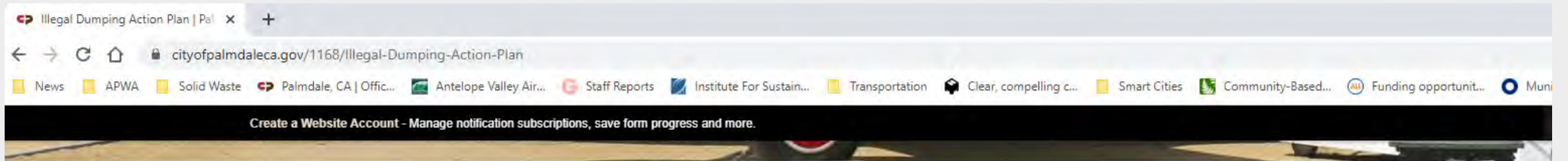
- Neighborhood house
- Empty lot clean-up



Sting Operations – When?



See Our Plan, Or Contact Us



- City Attorney
- City Manager
- Economic & Community Development
- SAVES
- Neighborhood Services
- Public Works
- Palmdale Community Foundation

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Home > Departments > Public Works > Innovation and Environmental > Illegal Dumping Action Plan

ILLEGAL DUMPING ACTION PLAN

- Civic Center Clean Up
- Code Changes & Enforcement Policies
- Maintenance Yard Roll-Off
- Multifamily Complex Outreach & Education
- Partnerships with Private Organizations
- Surveillance Cameras

What is Illegal Dumping?

Illegal dumping is any unauthorized disposal of waste on any public or private property. Usually to avoid collection and disposal fees or because the illegal dumper believes proper disposal is just "too much trouble."

How Does it Affect Our Community?

There are three main reasons: Money, quality of life, and the environment.

Illegal dumping:

- Is a community eyesore



Contact Us

Innovation and Environmental
[Email the Innovation and Environmental](#)

Physical Address
38250 Sierra Highway
Palmdale, CA 93550

Phone: : 661-267-5300

Related Documents

- [Bulky Item Pick Up \(PDF\)](#)
- [Free Household Hazardous Waste and Electronic Waste Disposal \(PDF\)](#)

Q&A

