

Rethinking the Illegal Dumping Problem

Community Building with your Hauler



REPUBLIC
SERVICES

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Daly City Context

City of Daly City - Reported Illegal Dumping

	<u>2015</u>
No. of Events Reported by CDC	850

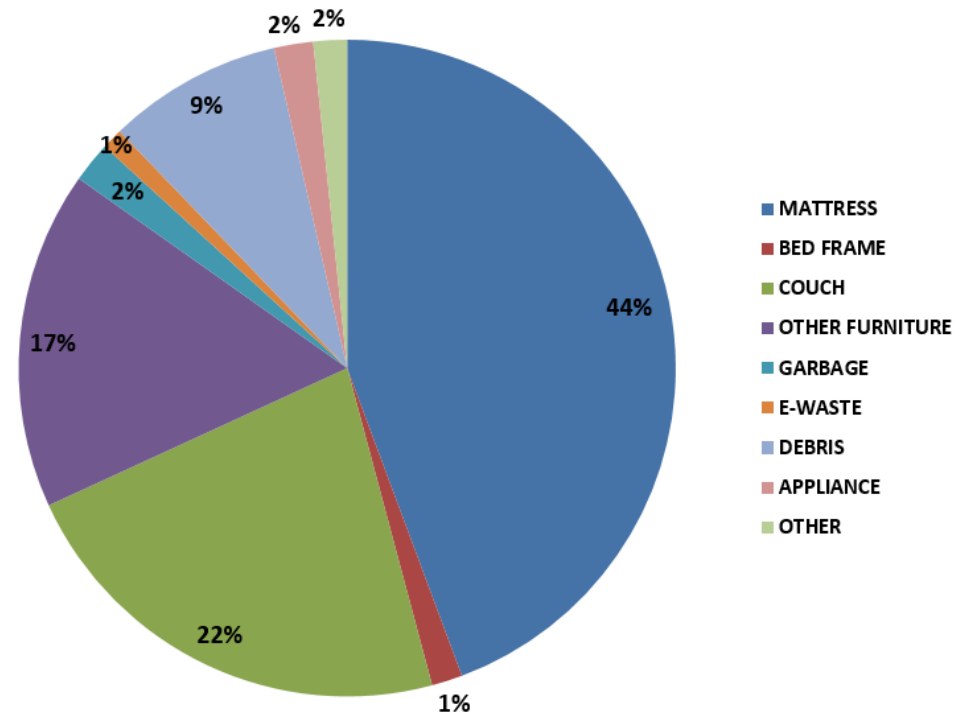
2016

1,595

2017

1,219

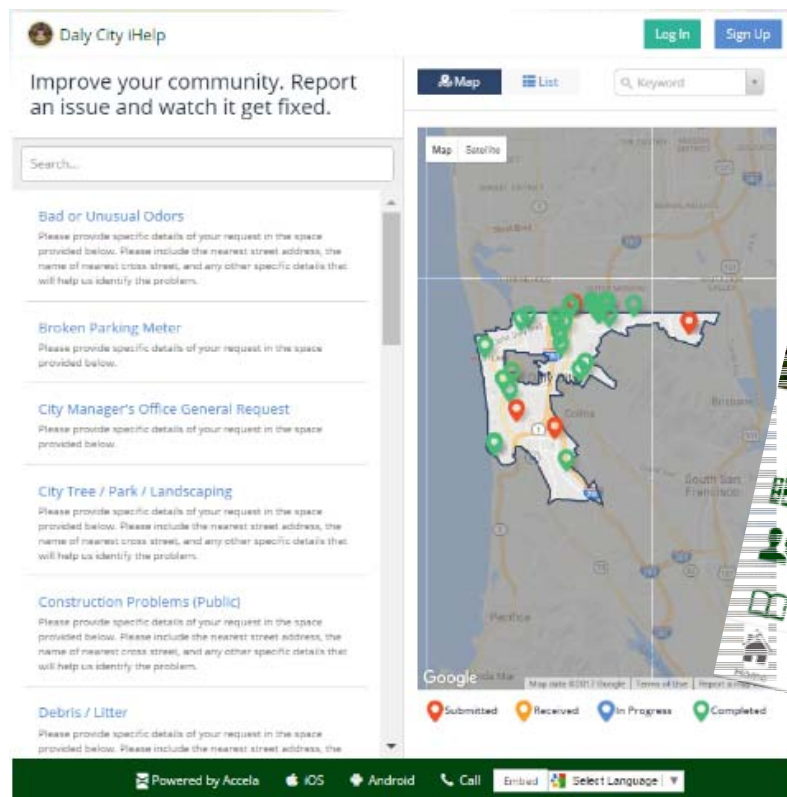
Illegal Dump Items: Jan-Dec 2017



Other includes auto parts, carpet, shopping carts and misc.

Current Offerings

Reporting:



Services:

- On-Call Bulky Goods Collection
- Free Recycling Events
- Educational brochures and mailers
- Outreach

Still, illegal dumping is on the rise...

Bloomberg Philanthropies Idea Accelerator Workshop



NO TALKING ABOUT SOLUTIONS!

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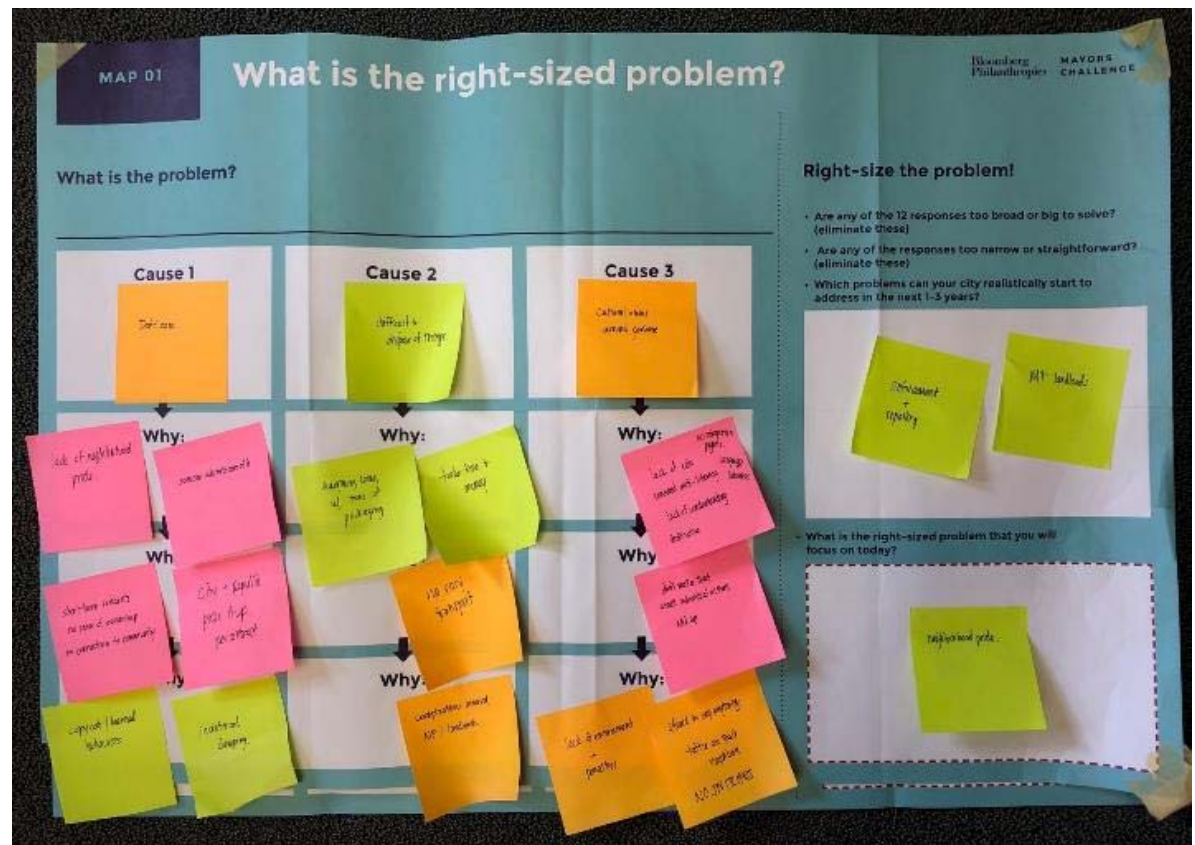
Right-sizing the problem leads to
unexpected insights

Chasing the problem vs. addressing
root cause

The Bloomberg Process

Admit that some things are just too big for us to solve in local government

- ◆ Think about the causes of a problem by asking “why, why, why”
- ◆ Use data sources
- ◆ Interview REAL PEOPLE!
- ◆ Map the players



What We Discovered

Illegal dumping is much more than a
garbage problem.

In fact, it might not be a garbage problem
at all!

A Breakdown in Community

Cause: No connection/ownership/pride in community/neighborhood

Transplants, transient nature of portion of population

Proximity to universities, cheaper housing

Higher population density in existing housing stock

Cause: Cultural views around garbage

Lack of anti-littering edu, lack of understanding, language barriers

Many don't realize that small individual actions add up

Lack of enforcement and no tattling on neighbors

Cause: People don't care

Lack of neighborhood pride / "someone will take care of it"

Short-term residents, no sense of ownership, no connection to community / Republic picks up dumping

Housing crisis / copycat behaviors and incentivized dumping

Daly City's Plan: A Coordinated Campaign

*Coalition of landlords, property owners, renters, residents,
Republic Services, City*



Set the tone & establish norms:

“Welcome to Daly City” packet
and website

Incentivize participation in **pilot multifamily program**:

Home Depot gift cards for landlords to join focus groups

Daly City's Plan: More Ideas

Neighborhood branding:

Banners and design contests

Social cohesion events:

Create community gathering places where none currently exist

Public art:

Welcome signs and neighborhood murals

Public recognition and volunteering:

Publicize good behavior and add Litter Clean Up activities as formal volunteer opportunity for youth

Resurrect Old School 1980s Anti-Littering Edu

Surround sound marketing

There are other ways to spend our money

Partnerships with community members help get the job done





← Creating new community norms is not quick.

↓ Partnering with residents has helped us accomplish so much in just 2 years



Lessons Learned

Illegal dumping has more to do with community and culture than it does to provision of solid waste services.

The way we analyze a problem is crucial.

Typical illegal dumping solutions are not addressing root causes.