

Briefing Statement

Date: June 10, 2003

Title: DMG – Hazardous Materials Work Group Activities

Issues:

1. DMG 5 Year Plan Goal 2 – Cleanup and restore illegal dumps that pose a public health or environmental threat and reduce the incidence of illegal dumping in the future.
2. Illegal Dumping Initiative - Illegal Dumping Prevention Plan.

Background/Status:

1. The Hazardous Materials Work Group regular meeting was held on May 29, 2003 at the Bureau of Land Management - California Desert District Office in Moreno Valley – 16 people attended. The next meeting is planned for September 24, 2003 at the BLM's Palm Springs Field Office.
2. Focus of work group has been to work on illegal dump prevention. A special meeting was held at the Bureau of Land Management's (BLM's) California Desert District Office on June 10, 2003 to discuss the Keep California Beautiful proposal – eight people attended. It was decided to concentration on Goal 2 (Increase enforcement) and Goal 3 (Educate the public about alternative to illegal dumping and its associated problems and penalties). The next special meeting on illegal dump prevention will be held on August 28, 2003 at the BLM's California Desert District Office in Moreno Valley.
3. Current lack of agency funding will curtail most of FY 2003 planned cleanup accomplishments. The use of volunteers and partnerships has been successful in accomplishing several illegal dumpsite cleanups in Long Canyon, Fan Canyon and Walter's Camp. The Palm Springs Field Office oversaw the Long Canyon and Fan Canyon Cleanups. The Walter's Camp illegal dumpsite was cleaned up by the responsible party under the supervision of the local enforcement agency in Imperial County in cooperation with the El Centro Field Office.
4. Technical training planned for FY 2003 has been deferred to the 1st quarter of FY 2004 – due to lack of funding. This includes the 8-hour annual HAZWOPER (Hazardous Waste Operations and Emergency Response) refresher training planned for the July 2003.

SUMMARY OF THE KEEP CALIFORNIA BEAUTIFUL, INC. PROPOSAL

OVERALL GOAL: TO HELP THE DMG TO ELIMINATE ILLEGAL DUMPING AND EDUCATE CITIZENS ABOUT IMPACT OF LITTER AND POLLUTION ON FEDERAL LANDS THROUGHOUT SOUTHEASTERN CALIFORNIA

Specific Goals:

Goal 1: Create alternatives to illegal dumping

- ! Use Los Angeles County (Antelope Valley area) as pilot
- ! Coordinate with waste operators - both public & private
- ! Discuss alternatives for waste disposal and recycling
- ! Determine barriers for more waste management units/solid waste transfer stations
- ! Develop strategic plan for adding solid waste disposal sites

Goal 2: Increase enforcement

- ! Establish ad hoc panel (Community leaders & DMG members) to investigate & implement existing laws & regulations
- ! Encourage use of hotline to report illegal dumping [1-800-CLEAN-CA]
- ! Publish enforcement laws & fines for violations in local newspapers - use local press releases
- ! Publish names of offenders in local newspapers
- ! Encourage use of an environmental court
- ! Explore the use of monitoring devices (hidden cameras) to detect dumping offenders

Goal 3: Educate the public about alternatives to illegal dumping and its associated problems & penalties

Phase I - Initiate a “Cars don’t litter - People do” campaign

- ! Partner with other agencies such as Cal Trans, CHP, & local officials
- ! Encourage use of hotline to report illegal dumping [1-800-CLEAN-CA]

- ! Identify offenders - send a letter to them - You have been seen littering.....
- ! Target motorists and passengers who litter and pickups with unsecured loads
- ! Publicize program through news releases, public service announcements (PSA's), talk shows & billboards
- ! Publish a brochure to educate the public
- ! Distribute messages through utility billing enclosures, rest-stop displays, PSA's & articles in local media
- ! Benefits: Public awareness; Develop partnerships to help with solution to problems; Peer pressure to change behavior, & Let the offender know they will be caught & fined

Phase II - Bring every city & county in a four county area into KCB Proud Community Program

- ! Work with Mayors & City Council members to establish a Clean Neighborhood /Community litter prevention program in their community
- ! Assist in organizing & training community leaders

Phase III - Form a speaker's bureau to make presentations to local organizations

- ! Send announcements of availability to media & local community leaders

Phase IV - Conduct special events at schools, fair & other venues to promote litter prevention

- ! Identify appropriate venues for contacting communities

Phase V - Use KCB "Stop Trashing California" program - with Tony Hawk - National Skateboard Champion - to get the message to kids (12 to 24 years old)

- ! Publicize at local skateboard shops and with skateboard magazines