

SUMMARY OF THE KEEP CALIFORNIA BEAUTIFUL, INC. PROPOSAL

OVERALL GOAL:

TO HELP THE DMG TO ELIMINATE ILLEGAL DUMPING & 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
- × Cost: \$ 17,313.00

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
- × Cost: \$ 6,974.00

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
- × Cost: \$ 28,081.00

Phase II - Bring every city & county in 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
- × Cost: \$ 12,018.00

Phase III - Form a speakers bureau to make presentations to local organizations

- × Send announcements of availability to media & local community leaders
- × Cost: \$ 10,571.00

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

- × Identify appropriate venues for contacting communities
- × Cost: \$ 8,476.00

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
- × Cost \$ 6, 347.00