

# NEWS RELEASE

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For Immediate Release

### RID – Report Illegal Dumping Campaign Launches Today *Expanded Reward Program Unveiled*

The City of Sacramento is launching the RID - Report Illegal Dumping Campaign, which promotes an expanded reward program for citizens who assist the city in identifying dumpers as well as alerts violators that the City is watching and pursuing those who illegally dump.

The new reward program went into effect on July 5, 2014 and now offers between \$500 and \$1,000 for information on violators that leads to either a citation or misdemeanor conviction. Citizens are being urged to call 311 to report any illegal pile they see and provide any information on the dumpers if they witnessed the violation.

“Illegal dumping is a blight on our community. It is not acceptable, and we are calling on citizens to help us eliminate this scourge from our streets and neighborhoods,” states City Councilmember Allen Warren. “We have the tools to reward those who can help us with information and the teeth to exact a punishment in the form of fines and arrests for those we catch dumping.”

In 2013/14 the Recycling and Solid Waste Division (RSW) responded to 8,000 reports of illegal dumping on city streets, which equates to 32 piles a day, in the public right of way. The majority of the piles are junk and debris. Approximately twenty percent of the piles are yard waste.

The city has stepped up its enforcement efforts. Along with expanding rewards, the City uses cameras to catch dumping in progress. “Since March we’ve had surveillance equipment, including movable cameras and a camera vehicle placed in hot spots around the City. Our cameras have caught dumpers, with identifying information, on camera and we’ve pursued fines and arrests,” says Steve Harriman, Integrated Waste General Manager for RSW. “We’ve also noted a significant decrease in dumping on streets where cameras are posted, once word spreads that the cameras are watching.”

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## RID Campaign 2

For reports of dumping on city streets, the RSW will respond on average within three business days to conduct a clean-up and begin enforcement if possible.

RSW is also coordinating its efforts with other City departments that have a role in illegal dumping enforcement and clean up. Not all illegal dumping occurs on the street. Private property, road side ditches, utility easements and canals are also targets for illegal dumping. Due to legal requirements that involve notifying property owners of the dumping, clean up may take longer and is handled by different City departments that oversee these types of properties, however the reward program will include all areas within the City. These departments include Code Enforcement, Sacramento Police, Public Works, Parks & Recreation, and Utilities.

The previous reward program only offered compensation for information leading to misdemeanor convictions. By broadening the reward program to include administrative citations, the City hopes to receive more reports that have information that leads to identifying and punishing violators. An administrative citation is an enforcement action that is handled within the city. Used by code enforcement officers, it allows fines from \$500 to \$25,000 to be levied against violators. Misdemeanors will still be pursued in dumping cases that are egregious and where there is overwhelming evidence.

"The sooner a pile is reported, the sooner we can begin enforcement and clean up," states Harriman. "Even if you don't have information on who dumped it, please alert the city by calling 311 that there is an illegal pile in your neighborhood."

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