



South Central Solid Waste Authority Benefits to Rural New Mexico

Patrick Peck, Director
South Central Solid Waste Authority
October 2021



Goals of Presentation

- Introduction of the Authority
 - What we do and who we serve
- Provide examples of our rural infrastructure
- Programs that can be modeled throughout the State
 - Creating Solid Waste Plans and Levels of Service.
 - Illegal Dumping Partnership (IDP)
 - Successful Recycling Programs
- Challenges to Solid Waste Management



South Central Solid Waste Authority

- SCSWA was created by the City of Las Cruces and Dona Aña County in 1992 by a Joint Powers Agreement
- SCSWA is a fully integrated regional solid waste management agency
 - Operates:
 - Regional landfill & transfer stations
 - Community Collection Centers
 - Curbside, drop off, & commercial recycling program
 - Residential & commercial solid waste collection programs
- SCSWA's service area includes Dona Aña County, The City of Las Cruces, Truth or Consequences, Sunland Park and all of White Sands Missile Range
 - Approximately 10% of the State's population



Patrick Peck, Director, SCSWA

- 25 years experience managing solid waste in Dona Aña County this month
 - 8 years for private waste management company
 - 17 years with SCSWA
- Served on the Recycling and Illegal Dumping Alliance (RAID) for 8 years
- President of New Mexico Recycling Coalition (NMRC) for 6 years



Examples of Rural Solid Waste Infrastructure

Why We Are Moving From This



To This



The Answer is Simple



- Create jobs in rural communities
- Provides commercial disposal services
- Provides desired service levels
- Safety
 - Public & employees

Some Numbers to Think About

- Cost can be tailored
 - \$1,000,000 to \$3,000,000
 - 20-year NMFA loan cost is \$50,000 to \$150,000 per year
- Creates 4 to 6 direct jobs in rural New Mexico
- Facility and personnel costs approximately \$500,000/year
- Revenue from Solid Waste Management comes from commercial trucks not residential customers
 - System supports both
 - 4 commercial trucks per day will pay for this facility and employees.
 - Center around communities of 8 to 10 thousand



Solutions for Smaller Communities

- The Authority is currently working on designs for an off-grid gate house built out of a shipping container.
 - Safe and secure environment for employee
 - Cellular network connectivity
 - Allows acceptance of debit or credit cards
 - Secure storage for tools and equipment
- Hope to have a prototype built and working by 2022



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

Programs & Services That Can be Modeled

- Creating or Updating a Community Master Plan for Solid Waste
 - One of the first things we do in our partner communities is review their Solid Waste Plan.
 - This review is key.
 - The plan will define levels of service, diversion goals, penalties and basis for updates to local ordinances and resolutions.
 - If changes need to be made, we have access to templates and consultants that can get this done quickly.
 - An example of this is the flow control ordinance passed in Dona Aña County that allowed the county to collect franchise fees from disposal facilities. These fees support county solid waste initiatives.
 - Currently looking to update County Solid Waste Ordinance to require collection services. Three-way partnership between County, Private Haulers, and Authority

Illegal Dumping Partnership of Dona Ana County

- The Illegal Dumping Partnership (IDP) was created in 2011
 - It started with a simple phone call between Bureau of Land Management & South Central Solid Waste Authority
 - Doña Ana County was included in the first meeting
- The founding members are
 - Bureau of Land Management (BLM)
 - South Central Solid Waste Authority (SCSWA)
 - Doña Ana County (DAC)
- In the beginning, BLM had funding to hire students over the summer to pick up trash.
- They were looking for partners to help haul and dispose of the collected trash.
- The 3 partners met and decided to pool their resources and develop an anti-illegal dumping campaign.



Resources

- Each member was able to pledge resources
 - BLM
 - Labor, funding, enforcement
 - DAC
 - Codes, GIS mapping, community groups, political support
 - SCSWA
 - Discounted tipping fees, hauling, equipment, public relations



The Original Plan

- Identify areas in the County that had illegal dumping
 - Define a targeted area and create enforcement zones
- Provide
 - Seasonal labor to clean up the area
 - Education and public relations in targeted community
 - Increase patrols by law enforcement and codes officers
- Publicize our success and gain additional support from communities and other agencies
 - The *Untrash Our Desert Summit* was first held in the Fall of 2011
 - Largest illegal dumping meeting ever held in the State



Published Results

The Bureau of Land Management Grant Performance Report (2012-2014) Doña Ana County	
In Partnership with Doña Ana County*Codes Enforcement/DASO*Vector Control*Community Development*Health & Human Services*South Central Solid Waste Authority*Mesilla Valley Regional Dispatch Authority*Keep Las Cruces Beautiful*	
Community Participation	
Number of Community Cleanups	537
Number of Communities Involved	52
Public Education Outreach	
Number of Educational Workshops-Adults	30
Number of Adults in Attendance at Workshops	4,735
Number of Educational Workshops-Youth	25
Number of Children in Attendance at Workshops	7,200
Number of Billboards	2
Number of Weekly Impressions (Billboards)	157,000
Number of Banners Made	60
Number of Banners Hanging	49
Number of Newspaper Articles	19
Number of PSA Spots in Theaters	26
Number of School Educational Materials (Coloring/Activity Books)	31,806
Number of Schools Served	66
Number of School Presentations	109
Approximate Number of Student(s) Attended	52,722
Amount of Donated Candy Distributed at Schools	5,166
Number of T-Shirts Distributed	4,000
Waste Eradication	
Waste Eradication Per Ton	\$1,946.89
Total Pounds of Waste Removed	1,295,101
Approximate Number of Acres Cleaned	889
Number of Illegal Dumpsites Cleaned	567
Number of Graffiti Sites Removed or Abated	64
Miles of Street, Roads, Highways Cleaned	49
Total Pounds of Tires Collected/Abated	388,530
Parks/Public Lands/Open Spaces Acres Cleaned	141
Pounds of Recycled Electronics	286,100
Beautification	
Miles of Hiking, Biking, Nature Trails Cleaned	17
Number of Playgrounds, Recreation Areas Cleaned	11
Number of Gardens, Landscape, Xeriscape Improvements	61
Number of Trees Planted	33
Number of Flowers, Bulbs Shrubs Planted	37
Number of Edible Community Gardens Planted	2
Number of Homes Painted, Renovated/Built	5
Number of Community/Commercial Bldgs Renovated/Built	9
Miles of Streets, Roads, Highways Cleaned/Beautified	49
Partnerships In-Kind Contributions	
South Central Solid Waste Authority Hours	4,570
South Central Solid Waste Authority Dollar Value	\$93,235
Doña Ana Community Development Hours	375



- Collecting the data and presentations are key to maintaining funding. This report made it all the way to Washington D.C



South Central Solid Waste Authority

Getting the Work Done

- Work Crews
 - don't just talk about it, Do It
 - Volunteers
 - Labor is your biggest obstacle
- Policy
 - SCSWA offer a 50% reduction in tipping fee for IDP activities
- Recognition
 - Make sure to reward that hard work with local and state recognition



Getting the Word Out

OUR KIDS SAY

REPORT ILLEGAL DUMPING



CALL: 877-NO-THROW



REPORT ILLEGAL DUMPING



CALL: 877-NO-THROW

“THERE’S AN APP FOR THAT!”

REPORT ILLEGAL DUMPING

GET THE “NoThrow” APP!

OR CALL 877-NO-THROW



Available on the  **App Store** and  **Google play**



REPORT ILLEGAL DUMPING!
1-877-NO-THROW

GREEN CONNECTIONS

Knocking on Doors to stop Illegal Dumping

lacked with junk, clunkers parked on lawns and pets running up and down the street. That's what greeted Dona Ana Codes Enforcement and Animal Control when they arrived at a small property just south of Las Cruces on Thursday morning in August.



spent most of the day going door-to-door to home advising residents of code changes in Dona Ana County. They immediately spotted several properties that would typically warrant

Codes Compliance Officers return to homeowners to recommend changes, or risk a fine for the future. The home visits in some communities are the second effort.

GREEN CONNECTIONS

Carlos Coyote Goes to School

The anti-illegal dumping movement has new tools

reach out and connect with Carlos Coyote, Sara Snake, Jackrabbit, and Lizzy

make up the cast of characters in Desert Adventure, a new activity book created by Enforcement Lieutenant Du Ward, who wants to get



Newspaper articles 60 Articles – 7 years

GREEN CONNECTIONS

Boots on the Ground Illegal Dumping Partnership

"This is the only group of agencies we know of who work together to solve the county-wide problem of illegal dumping. We accomplish more together than we can individually. It's hard work – it does involve boots on the ground – and it is working. Other parts of the state are coming to us to find out what we are doing," says Patrick Peck, Director of the SCSWA.

The proof is in the numbers.

To date residents have reported 721 illegal dump sites throughout the county, and so far 181 have been remediated with teams from the BLM, Dona Ana County and SCSWA picking up 20 tons of illegally dumped materials weekly through the summer. Over two summers that added up to 500 tons of illegal dumped materials cleaned up.



GREEN CONNECTIONS

877-No-Throw GOING STRONG

Three hundred and twenty eight (328). That's the number of phone calls that have come in from people reporting illegal dumping in Dona Ana County since the phone number was established June 1, 2013 – a year and a half ago. With each call, the location of the dumpsite is recorded



and mapped, and information is sent monthly to the ten partner agencies that fund, clean up and help eradicate illegal dumping. The same team of telecommunicators who answer 911 calls respond to the 877-NO-Throw illegal dumping calls.

Hugo Costa, Jr., ENP Director explains, "When you call to report illegal dumping, you won't be speaking to a recording... you will reach a live person at the Mesilla Valley Regional Dispatch Authority (MVRDA) consolidated communication center in downtown Las Cruces

Costa continues, "We have staff here 24 hours a day responding to approximately 1000 calls every day dealing with emergencies and non-emergencies." Costa says his staff is prepared to take information from callers as well as provide information to those with questions about car towing and filing various reports.

Eliminating negative human

piece of trash off the ground. Doing pick up makes a person feel closer to a cleaner environment. It has been a goal of mine to eliminate the negative impacts of illegal dumping by Carver, NMSU and the community.

So far, the cleanup has been successful. It's through the efforts of the community.

all the trash mixed up in the area. My hope is that I would bring a change to the area.



Mentor Other Communities

- Illegal dumping is a statewide issue
 - 8 years on State's RAID grant review committee
- Sharing of resources and ideas only makes the group stronger and makes illegal dumping harder
- Identify resources and partners in your community to build a statewide illegal dumping coalition



Successful Recycling

Background

- The City of Las Cruces has been Operating a recycling program since the early 1990's
- The Authority purchased all the City's recycling assets in 2009
- Introduced single stream recycling in 2010
- The City mandated curbside recycling in 2011



Biggest Challenge

Establishing Rates in an Unstable Marketplace

- The international recycling market is one of the most unstable markets in the world
 - Markets are subject to world demand for goods (Amazon Effect)
 - Economic ups and downs (2008 recession)
 - World oil prices (Current up swing in oil prices)
 - Political or policy changes (2017 China Ban)
- Throughout this, the public still demands recycling programs



The Truths about Recycling

- Recycling is a service and has costs associated with it
 - The material collected will not cover these costs.
- New Mexico and rural America are recycling islands and will always struggle to find markets
- Biggest benefit to New Mexico is the jobs created by these programs



SCSWA's Award Winning Program

- In 2017 SCSWA was named the number 1 public recycling program in the nation by the National Recycling Coalition
- Currently, SCSWA provides
 - Curbside recycling to 36,000 households
 - 300 commercial recycling accounts, including WSMR
 - 40 school programs
 - 15 drop off locations
- The list of materials includes:
 - Single stream recycling (paper, cardboard, plastic, tin cans, aluminum cans)
 - Scrap metal (white goods)
 - Glass (color separated only, given back to residents)
- The FY-2022 revenue from this program is close to 3 million dollars and has created 14 jobs within the Authority

Partnerships are the key

- In 2019 SCSWA, El Paso, Albuquerque, Santa Fe and the Recycling Coalition created the Rio Grande Recycling Corridor
 - The groups' objective was to contract collaboration after the China recycling ban.
 - Led to the creation of the *Know What to Throw New Mexico* recycling right campaign
 - Group continues toady with monthly meetings



Current Recycling Initiative

- SCSWA is working to develop in-state recycling and processing
 - As a governmental entity, the Authority can provide government to government contracts for smaller communities.
- Help smaller communities market high value commodities and meet expectations of citizens.



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

What the Future Holds for Solid Waste

- The biggest challenge to solid waste management will come from climate change.
 - Current EPA regulation lowered the amount of green house gas emissions during the Trump administration
 - Resulting in the installation of a landfill gas system at Corralitos
 - This system is expected to only operate a few hours a week and cost 3.5 million dollars.
- As regulations continue to tighten landfills, smaller communities will face similar costs or may be forced to close.
 - Controlling Illegal dumping, and teaching citizens to sort waste will become critical as smaller communities have to ship waste to larger landfills.
- Eventually I can see Waste to Energy Plants coming into the Southwest
 - Waste to Energy Plants are currently operating in the Southeast and Europe



Thank You for Your Time

Patrick Peck

Director, South Central Solid Waste Authority

575 528-3800

ppeck@las-cruces.org



Website: www.scswa.net



Facebook: @theSCSWA



Instagram: @SCSWARC



South Central Solid Waste Authority