

SOUTH CENTRAL SOLID WASTE AUTHORITY,

SOLID WASTE MANAGEMENT AND LIMITING ILLEGAL DUMPING IN RURAL NEW MEXICO

Patrick Peck
Director, SCSWA
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SOUTH CENTRAL SOLID WASTE AUTHORITY

- ▶ SCSWA was created by the City of Las Cruces and Doña Ana 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 Doña Ana County, The City of Las Cruces, Truth or Consequences, Sunland Park and all White Sands Missile Range
 - ▶ Approximately 10% of the State's population



- ▶ **Over 25 years' experience managing solid waste in Doña Ana County**
 - ▶ **8 years for Private Waste Management Company**
 - ▶ **18 years with SCSWA**
- ▶ **Served on the Recycling and Illegal Dumping Alliance (RAID) for 8 years**
- ▶ **President of New Mexico Recycling Coalition for 6 years**



PATRICK PECK, DIRECTOR SCSWA

**THE ILLEGAL DUMPING PARTNERSHIP OF
DOÑA ANA COUNTY
A MULTI AGENCY MODEL FOR RURAL
NEW MEXICO**



- ▶ **Illegal dumping in rural areas is completely different than urban communities**
 - ▶ In urban areas it's simply about illegal use of commercial dumpsters
- ▶ **Illegal dumping in rural areas is the public disposal of waste on open areas of land**
 - ▶ Several root causes of this behavior
 - ▶ Convenience
 - ▶ Lack of facility access
 - ▶ Cost avoidance



UNDERSTANDING ILLEGAL DUMPING CAUSES AND EFFECT

THE MULTI AGENCY APPROACH

- ▶ Throughout New Mexico our rural communities do not have the resource to fight the illegal dumping that is happening
- ▶ By creating a multi-agency partnership limited resources can be pooled to create a program to combat this plague
- ▶ The partnership model is also open to local business, volunteers and civic groups



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 Aña 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.

Two years ago the SCSWA launched a



- ▶ **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.**



CASE STUDY IDP OF DONA AÑA COUNTY

- ▶ **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**



RESOURCES

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**



- ▶ In 2012, we found three HHS community surveys that identified solid waste management and or trash to be a top 5 concern of residents in Doña Ana County
- ▶ Began to develop a community-based program to address concerns
 - ▶ A.C.E.S. (Hybrid of an Animal Control program)
 - ▶ Codes Officers go into communities to access code violations
 - ▶ Go door to door
 - ▶ Work with local community leaders to set up community cleanup 2 weeks later
 - ▶ SCSWA brings in roll-offs and sets up in community
 - ▶ Codes goes back in one month and issue violations to those who don't comply
 - ▶ Codes has an ACES Calendar, and it has clean ups every month of the year



ADDITIONAL SUPPORT

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

- ▶ 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 WORK DONE

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**



 **REPORT
ILLEGAL DUMPING!
1-877-NO-THROW**

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GREEN CONNECTIONS Knocking on Doors to stop Illegal Dumping

littered with junk, clunkers parked on lawns and pets running up and down the street. That's

that greeted Dona Ana County Code Compliance and Animal Control officers when they arrived at a small residential area just south of Las Cruces on a Thursday morning in August.



spent most of the day going door-to-door to advise residents of the changes in Dona Ana County regulations. They immediately spotted several items that would typically warrant a citation.

Code Compliance Officers are making home visits to advise homeowners of recommended changes, or risk a citation for the future. The home visits are the second of several initiatives that

GREEN CONNECTIONS Carlos Coyote Goes to School

The anti-illegal dumping movement has new tools in the toolbox – powerful

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 Code Enforcement Lieutenant Lou Ward, who wants to get



Newspaper articles 60 Articles – 7 years

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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 real 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.

GREEN CONNECTIONS CRUCEÑO CLEANUP Rewinding negative human impact

stand we may never get every piece of trash off Cruces land, but every bag we do pick up makes a difference, and we're getting closer and closer to a cleaner environment every week! It's always been a goal of mine to help rewind some of the not-so-positive impacts humans have made on Earth," says Abbey Carver, NMSU student and founder of Cruceño Cleanup.

For two years the volunteers of Cruceño Cleanup have been chipping away at litter and illegal dumping; it started in May 2013 with leisurely hikes through the mountains.

It was always so disheartening to see all the trash mixed in with the beautiful desert lands," said Carver. "My boyfriend (art major Deret Roberts) and I would bring a bag and pick up litter until it was filled up.



HOW WE DID

- **Between 2011 and 2019 the IDP of Dona Ana County cleaned up over 3,500,000 pounds of trash in Dona Ana County.**
- **The model was presented to communities in:**
 - Sunland Park (2)
 - Truth of Consequences
 - Deming
 - Alamogordo
 - Carlsbad
 - Grants
- **COVID 19 & employee turnover hurt this program in 2020 & 2022**
- **Current States**
 - 2020 – 245,040 lbs.
 - 2021 128,240 lbs.
 - 2022 151,140 lbs.



<https://www.donaanacounty.org/departments/community-services/community-development/cleanup-with-carlos>

- ▶ **Illegal Dumping is a State Wide Issue**
 - ▶ 8 years on State RAID grant review committee
- ▶ **Sharing of resources and ideas only makes the group strong and make illegal dumping harder**
- ▶ **Identify resources and partners in your community to build a statewide illegal dumping coalition**
- ▶ **Resources are available for other communities to use at**
- ▶ <https://www.donaanacounty.org/departments/community-services/animal-control-code-enforcement/cleanup-with-carlos?locale=en>
- ▶ **Or Simply google Clean Up with Carlos**



MENTOR OTHER COMMUNITIES

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