



Board of Supervisors – Fourth District

# Recycling and Solid Waste Programs Long-Range Planning Update

May 20, 2025

Felipe Hernandez, Chair, Santa Cruz County Board of Supervisors

Presented by:

Carolyn Burke, Assistant Director, Community Development and Infrastructure

# Illegal Dumping / Litter Abatement Program

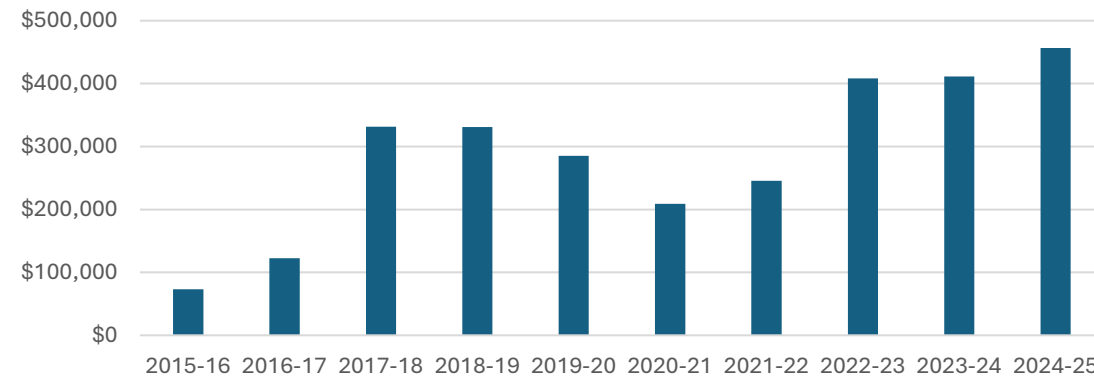
- Bulky item pick-up program (GreenWaste) has been successful in reducing illegal dumping
  - 6,300 bulky items collected via curbside collection in 2024 (up 754 events from 2023)
- Community Partnerships
  - Downtown Streets Team (DST)
  - Watsonville Works
  - Save Our Shores
  - Trash Talkers (Pitch-In Santa Cruz Campaign)
  - County Parks
  - Roads Litter Crews
  - Sheriff's Department
- Education and outreach efforts
  - GreenWaste truck signs, frequent TV and radio ads, and a social media presence
  - Zero Waste Newsletters to GreenWaste customers by sector
  - Convenient reporting system for timely removal (My Santa Cruz County app)
  - Various tabling events including Earth Day events



# Illegal Dumping

- 855.02 Tons of material collected from public spaces in 2024 (\$82,936.94 in lost revenue if properly disposed)
  - 820.7 Tons of Illegal Dumping material cleaned up by Roads Special Crews in 2024
  - 19.23 Tons of Litter cleaned up by Roads Special Crews in 2024
  - 12.4 Tons of Litter cleaned up Downtown Streets Team
  - .68 Tons (1,500 pounds) of Litter cleaned up during First Annual Santa Cruz County Pitch-In Cleanup event
  - 2.01 Tons of Litter cleaned up during 2023-24 FY by volunteers during Save Our Shores Cleanup Events
- \$456,600 projected for 2024-25 FY spent on Illegal Dumping by CDI

Recycling and Solid Waste Illegal Dumping Costs

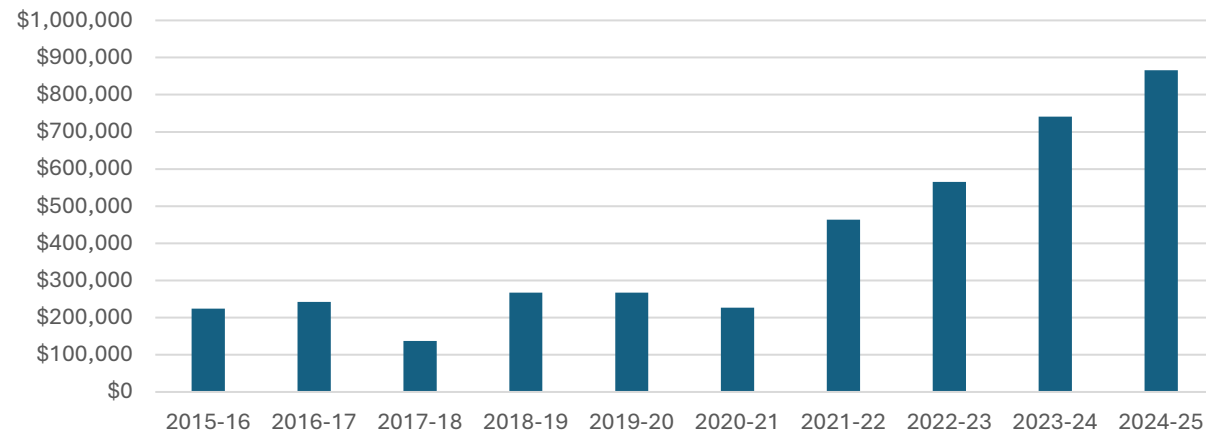




# Litter Abatement

- \$865,450 projected for 2024-25 FY spent on Litter Abatement by CDI
  - Street Sweeping - \$515,000
  - Roads Crews Litter Abatement - \$130,000
  - Downtown Streets Team - \$165,000
  - Watsonville Works - \$18,000
  - Save Our Shores - \$37,450

Recycling and Solid Waste Litter Abatement Costs



# Enforcement

- Code Enforcement
  - High-powered cameras have been deployed at hotspots throughout the County, and can be relocated with ease
  - New Code Compliance Investigator started on November 25, 2024
  - 1 active case with a misdemeanor warrant issued by Sheriff’s Office for activity caught with cameras
- Current Fine Schedule for Illegal Dumping
  - \$100 for 1<sup>st</sup> offense
  - \$200 for 2<sup>nd</sup> offense within same year
  - \$500 for all subsequent offenses within same year
- Proposed Fine Schedule for Illegal Dumping
  - \$2,500 for 1<sup>st</sup> offense
  - \$5,000 for 2<sup>nd</sup> offense within same year
  - \$10,000 for all subsequent offenses within same year

