

# CITY OF PALMDALE

## *NEWS RELEASE*

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### Palmdale Pilot Program Deters Illegal Dumping

PALMDALE – A pilot program coordinated by the City of Palmdale aimed at reducing illegal dumping has resulted in the collection of nearly almost four tons of bulky items over the last six months.

Partnering with eleven local multi-family complexes near dumping hot spots, the City and Waste Management offered collection events and vouchers to make disposing of bulky items easy for residents. Waste Management coordinated the drop-off and pick-up of bins for collection events and tracked the volume of disposed bulky items at each event.

“My tenants are very excited,” said Jose Garcia, manager at Avalon Apartments, one of the nine complexes in the pilot program that held a series of free collection events. “One of our residents has been trying to get rid of his couch for months and he finally had a chance to at a recent event.”

“We wanted to make it easy for people to do the right thing by going to their homes to pick up bulky items and also promote the right behavior and set a social norm through the ads,” said Palmdale Administrative Analyst Benjamin Lucha. “It’s great to see how much interest there is among complex residents and especially managers who are the ones who have deal with clearing out dumped items in front of their properties. We could nip it in the bud by proactively going to people who are moving out and making sure we collect their items before they dump them.”

The program, which lasts until March 2015, is designed to address the barriers

and find creative solutions to reduce illegal dumping. “For instance, research showed that the inconvenience of taking bulky items to the landfill was one of the biggest barriers and hence large items were often dumped on the streets or in the desert,” Lucha said. “In addition, many people didn’t think illegal dumping was bad because someone else picked it up for reuse or the City eventually cleaned it up. People often dumped items during spring cleaning or when they moved. The city has incorporated all these findings into the pilot and ad campaigns.”

For more information about illegal dumping please call 661/267-5353.

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