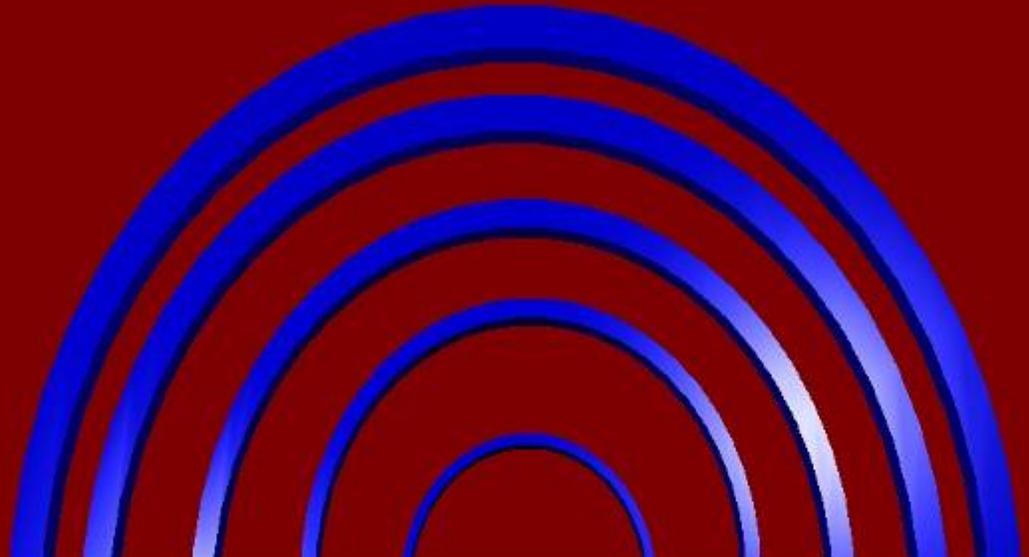




Through the Spyglass



**City of Madera
Redevelopment Agency
Neighborhood Revitalization**

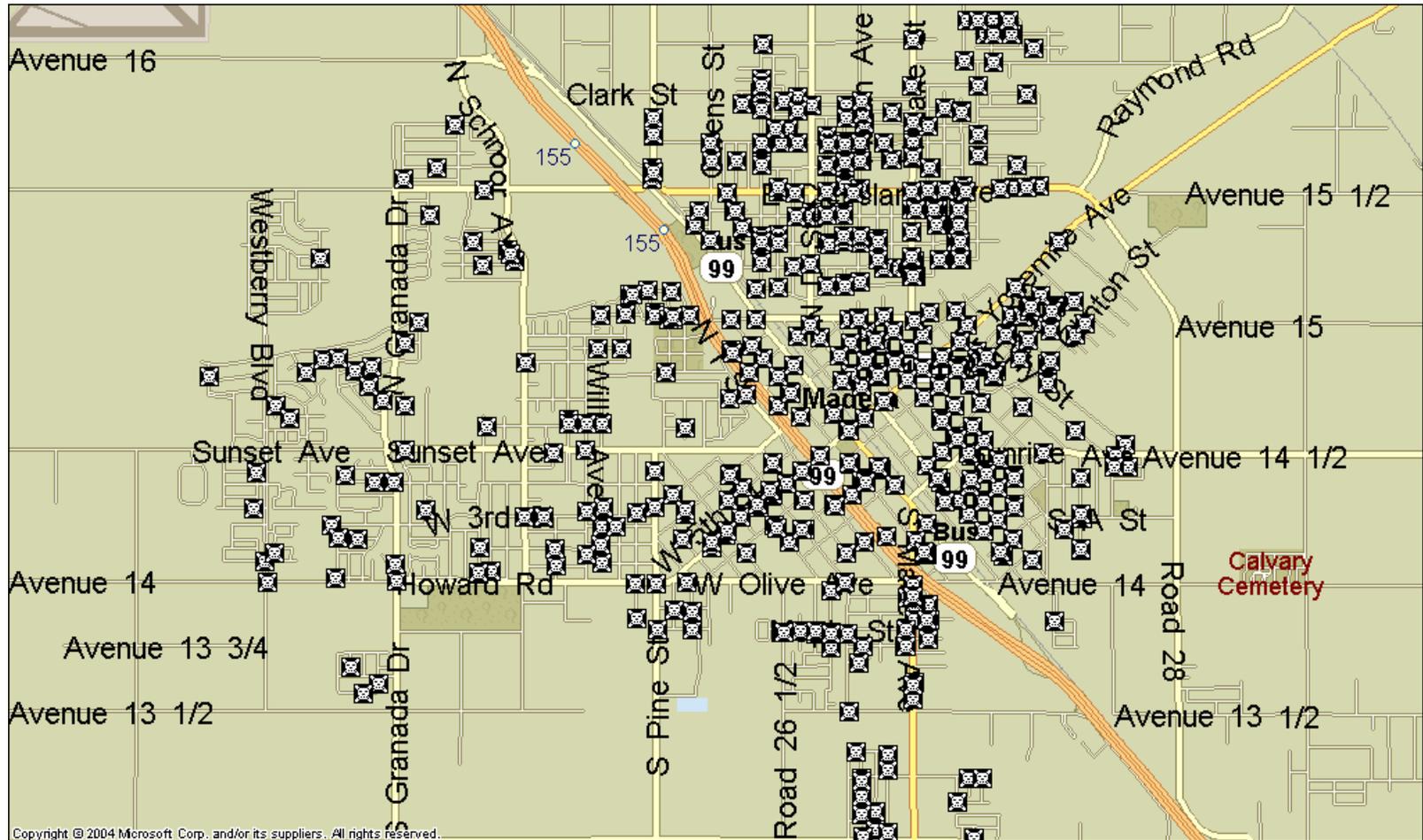
The Problem

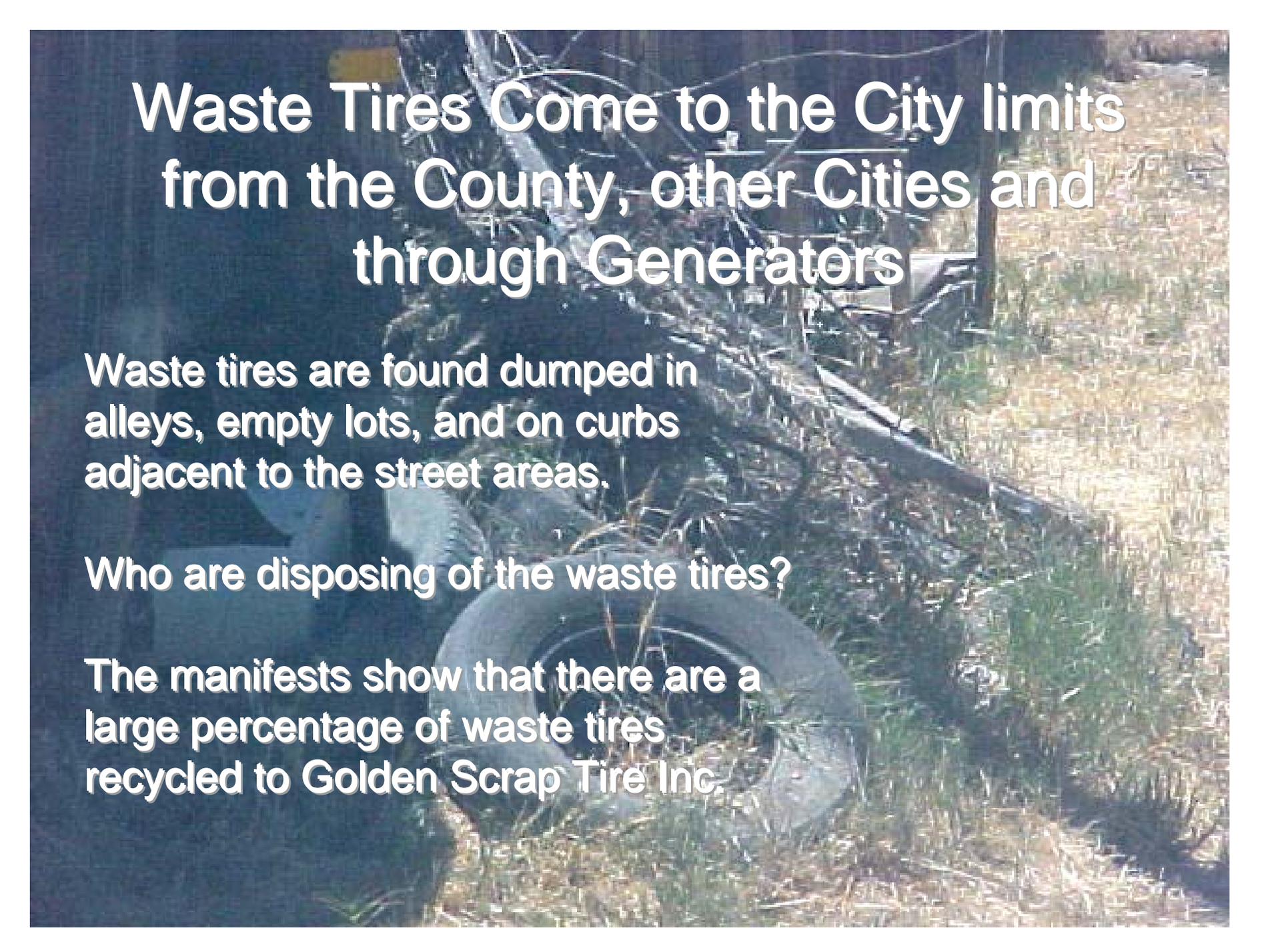


The Need. . .

- We average 600 to 900 illegally dumped waste tires every six weeks throughout the public right of way.
- Public ignorance or deliberate actions?

Pin Map of Public Nuisance Cases In Madera A large percentage have been illegal dumping cases.





Waste Tires Come to the City limits from the County, other Cities and through Generators

Waste tires are found dumped in alleys, empty lots, and on curbs adjacent to the street areas.

Who are disposing of the waste tires?

The manifests show that there are a large percentage of waste tires recycled to Golden Scrap Tire Inc.



Solutions

**Key - Know the Pulse
Of your Community**

Solutions

- Educate the Community
- Provide Waste Tire Amnesty Days
- Penalize violators
- Install Waste Tire Dumping deterrents

Provide Waste Tire Amnesty Days

- CIWMB provides grants to assist agencies in facilitating Waste Tire Amnesty Days
- The Waste Tire Amnesty Days are essential in assisting residents eliminating waste tires from their properties.
- Agency Staff is first and foremost educated about Waste Tire Dumping.
- Educated Staff can better educate the public.

Big Lots dumpster



Caught in the Act



The license plate can be enlarged
For a clearer view to issue the
\$500.00 penalty to the right person.



An Initial fine of \$500 may be issued to the first time violator!



The Surveillance System is Warning the Customer while Capturing this Photo of the Alleged Illegal Act.



The system is Saying “Leave the area Now! You are being Photographed. The Photos will be used to prosecute you.”



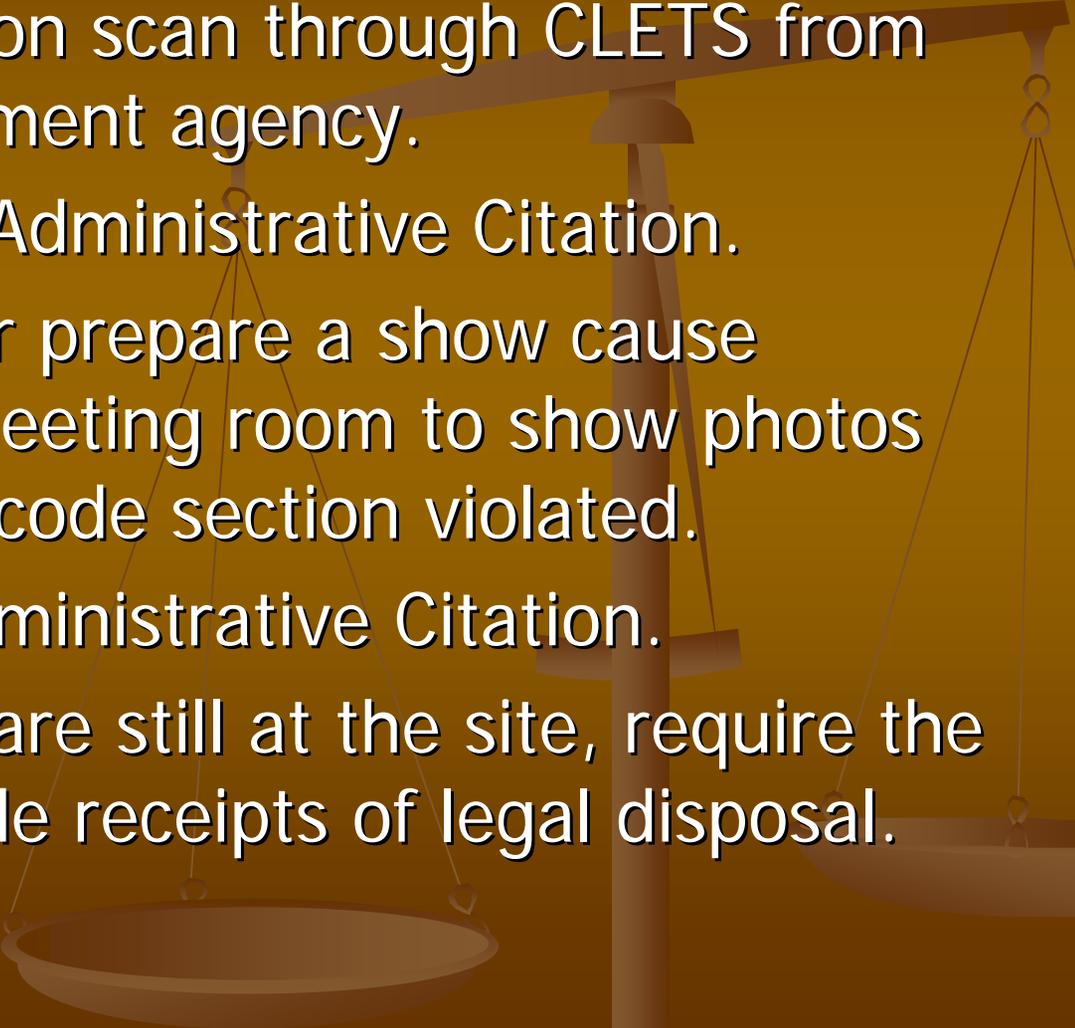
He left the area. Only after he left
the trash in the dumpster.



With this photo, he was quite easy to locate.



The Prosecutorial Process



- Capture the license plate number.
- Run an identification scan through CLETS from your local enforcement agency.
- Prepare the \$500 Administrative Citation.
- Visit the violator or prepare a show cause meeting at your meeting room to show photos and a copy of the code section violated.
- Issue the \$500 Administrative Citation.
- If the tires/debris are still at the site, require the customer to provide receipts of legal disposal.

We zoomed in on his license plate and located him to issue his citation.



A drive through to the bait bin

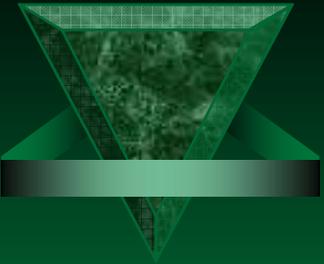


Deliberate?



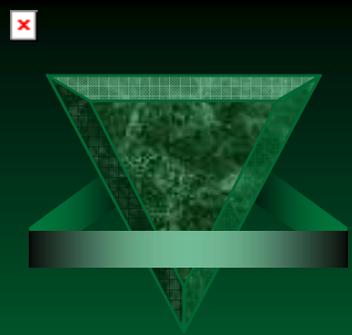
The Camera Speaks





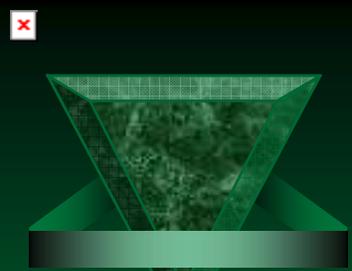
Case Study

- ✓ Recently, the property manager of Big Lots contacted us requesting assistance with their illegal dumping problem and that they were placing a large dumpster on the property to clear out their warehouse.
- ✓ They specifically requested the use of the cameras, since the dumpster would be located in a remote area.



Case Study

- ✔ Our crew set up a camera on the SW corner of the property on a pole adjacent to the building approximately 25 feet high.
- ✔ The camera was set up to issue a warning and to take 5 photographs. The evening setting was set up for one black photo and 5 bright photos to capture the people and the vehicle license plate numbers.



Case Study

- ✔ The persons immediately began dumping their materials into the dumpster.
- ✔ We caught graffiti vandals attempting to graffiti walls as well as dumping violators.
- ✔ One dumping violator (Mr. Smith, altered name) admitted to doing the dumping after showing him the photos. He was initially obstinate and defensive until he saw the photos. He responded, “Yea, I threw junk in the bin.” What do I gotta do?” He was issued a notice of violation good for one year. Any further dumpings by Mr. Smith would result in an immediate \$500 penalty.

A clear picture for
Prosecutorial purposes. He admitted to the
illegal dumping.





The Surveillance Program

- Create a database to chart where and when the most dumping violations occur.
 - Map out the dumping incidences via GIS with a pin-map.
 - Obtain permission from the persons in possession of the property to install a surveillance device.
 - Test out the system depicting where the best vantage point is located.
- 

A Public Purpose

- Make certain that the camera angle points towards public right of way where there is no clear expectation of privacy.
- Take a few practice shots.
- If you have trouble pointing the camera, contact the manufacturer of the device to ensure greater efficiency of use of the camera.



I'd Be Happy to Answer Any Questions

