



**COUNCILMEMBER CHRIS CATE  
CITY OF SAN DIEGO  
SIXTH DISTRICT**

**M E M O R A N D U M**

**DATE:** April 16, 2018

**TO:** Mario Sierra, Director, Environmental Services Department  
Almis Udry, Director, Performance & Analytics Department

**FROM:** Councilmember Chris Cate

**SUBJECT: Explore Creation of an Incentive-Based Illegal Dumping Reporting Program**

Community policing continues to be a top priority for the City of San Diego (City) given its effectiveness as a crime prevention and community engagement tool. The City has embraced and lauded community policing programs and efforts, such as Neighborhood Watch, NextDoor, and the Spray and Pay Rewards Program that help keep San Diego neighborhoods clean and safe.

In particular, the City's Spray and Pay Rewards Program, currently overseen by the City Attorney's office, is a unique program that rewards residents up to \$500 for information leading to the arrest and conviction of graffiti vandals. Fines are collected from offenders and redirected to the reporting party once the case is closed. Since 2015, over \$2,000 has been awarded to San Diegans via the program while the number of claims filed continues to rise. This effective model of community engagement should be expanded due to Mayor Faulconer's "Clean SD" program and his commitment to keep San Diego streets clean.

Launched in May 2017, "Clean SD" is a partnership between the City of San Diego and Urban Corps that addresses litter complaints submitted through the Get it Done app. To date, the program has abated nearly 1,000 tons of debris in neighborhoods that have had a significant history of illegal dumping. The Fiscal Year 2019 Proposed Budget for "Clean SD" includes \$4.4 million in an effort to expand this program citywide.

To ensure the success of the expanded "Clean SD" program, I request the Environmental Services Department, in coordination with Performance & Analytics, explore the creation of a "Dollars for Dumping" program, which would reward San Diegans for reporting individuals who illegally dump litter, trash, and debris in violation of the City's Municipal Code. In light of the recent Mayoral authorization to increase the illegal dumping penalty to \$1,000, the aforementioned departments should establish a maximum reward that protects City revenue while incentivizing residents to participate in the program. Additionally, the Get it Done app should be modified so

that it is capable of hosting the reporting process and claim form submittal function of the “Dollars for Dumping” program. I further request that the implementation of this program be reviewed in concert with next update to the Get It Done app along with the adoption of the Fiscal Year 2019 Budget.

I look forward to your response and appreciate your consideration of this initiative that seeks to further the community’s involvement in keeping San Diego neighborhoods clean and safe.

CC:ic/rk

cc: Jessica Lawrence, Director of Council Affairs, Office of the Mayor