



CITY OF EL PASO

# Anti-Littering Strategy CFT Update

# Council Action

On February 3rd, 2026, Council directed the City Manager, in coordination with the City Attorney, to develop a comprehensive anti-littering strategy that combines public education, formalized community partnerships, and structured disposal access for volunteer cleanup organizations operating within City limits and come back within 90 days with recommendations.

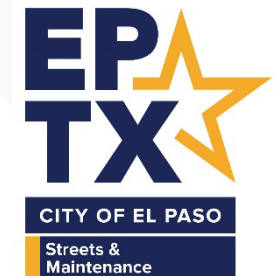


# Cross-Functional Team Focus Areas

Prevention

Education

Abatement



# Presentation Overview



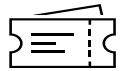
**Illegal Dumping Hotspots & Trends**



**Peer City Comparison**



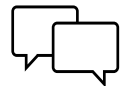
**Formalized Community Partnerships**



**Citizen Collection Station Passes**



**Illegal Dumping Abatement**



**Public Education & Outreach**



# Cross-Functional Team Enhancements

- Enhance and formalize volunteer partnerships
- Increase District cleanups from 2/year to 3/year
- Roll out \$20 commercial residential CCS pass

- Environmental Services Department
- Legal

- Enhanced enforcement efforts
- Install pole-mounted cameras in "hot spot" dumping locations
- Encourage proactive Police patrol

- El Paso Police Department
- Code Enforcement

- Adopt-A-Street Program

- Streets and Maintenance

- Additional social media campaigns across multiple platforms
- Focus on encouraging citizens to report illegal dumping

- PIO

# Dumping Hotspots

## District 1

- N Desert Blvd
- N Desert & Helen of Troy

## District 2

- Alabama & Fred Wilson
- US-54 & Fred Wilson

## District 3

- Caliche Dr

## District 4

- Loma Real Ave
- Dyer & Grouse

# Dumping Hotspots

## District 5

- Volcanic Rock Dr
- Rich Beem Blvd

## District 6

- Saint Jude Ave
- E Glen Dr

## District 7

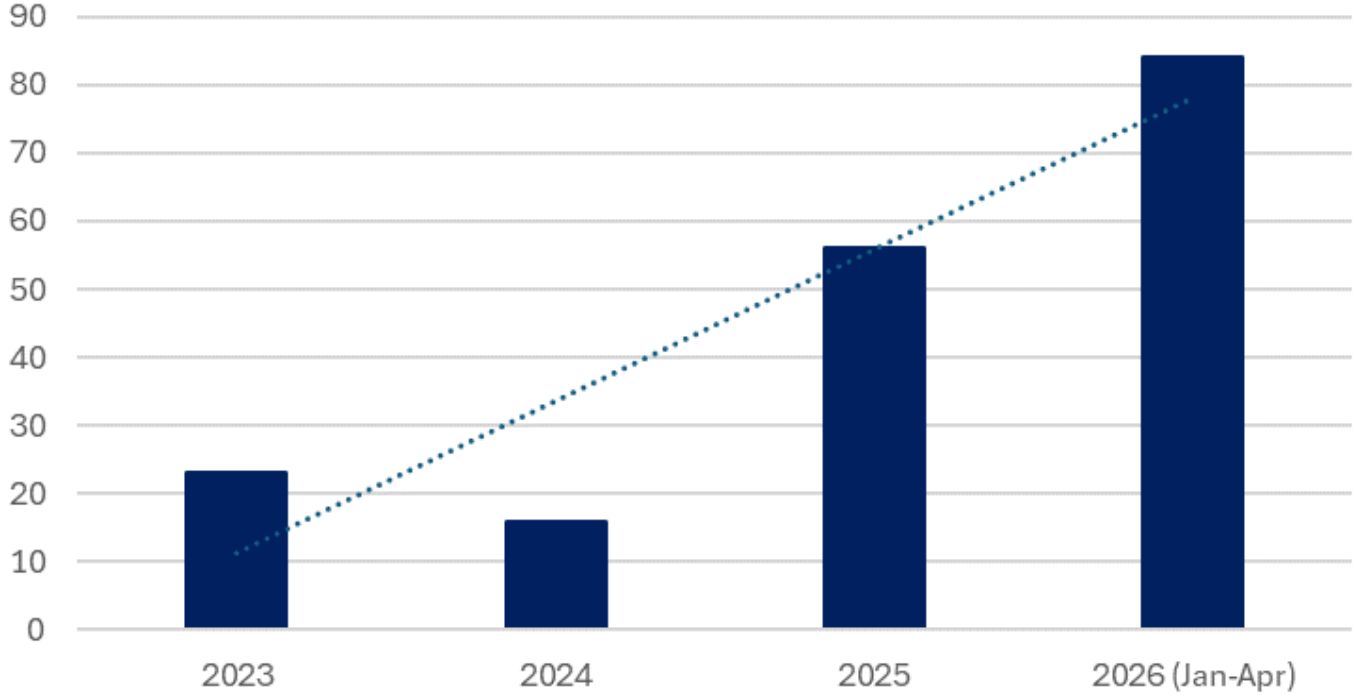
- Padilla Dr
- Cinecue Way
- Yarbrough & Gateway

## District 8

- Schuster & I-10
- Mesa & Executive

# Illegal Dumping Trends

Illegal Dumping Abatements



From 2023-2025, an average of 32 illegal dumping incidents were abated annually.

*As of April 2026, ESD has already abated **84 incidents**.*



# Comparison Cities

6 Texas cities (4 large, 2 mid-sized)  
4 cities with similar environmental features

El Paso's unique challenges

Desert Landscape  
Large Footprint  
Easy Access  
High Visibility



# Peer City Comparison



Phone/web-based reporting 9 of 10



Partnerships w/ community groups 1 of 10



Dedicated staff for illegal dumping 3 of 10



Surveillance of dumping areas 9 of 10



Bulk Collection Services 10 of 10



Citizen Collection Stations 10 of 10

## Peer Cities

- Albuquerque
- Austin
- Dallas
- Frisco
- Houston
- Las Cruces
- Midland
- Phoenix
- San Antonio
- Tucson

# Peer City Themes

<b>Community Engagement/ Education</b>	Reporting and Code Enforcement Case Process
<b>Monitoring</b>	Surveillance equipment utilized to deter illegal dumping
<b>Responsibility</b>	Property Owner



# Formalized Community Partnerships - Volunteer

City developed an agreement:

- Allows free disposal of waste at:
  - Greater El Paso Landfill
  - Citizen Collection Stations
- Requires:
  - 12 public clean up events annually
  - 7-day notice of event for City staff
  - Signed waiver by all volunteer staff



# Formalized Community Partnerships - Volunteer

Each  
contracted  
volunteer  
group

12 cleanups  
annually

3-4 tons of  
waste  
collected per  
cleanup

\$30/ton to  
dispose

\$1,500 in-kind disposal provided by the City per volunteer group

# Community Cleanups – District-Led

ESD is committed to increasing cleanups to **3 per year per district** starting in FY27

- Tentatively March, June, and September

ESD provides:

- Hand tools, garbage bags, personal protective equipment, water
- 2 Roll-off containers
- Passes to the Citizen Collection Stations



# Community Cleanups – District-Led

## Total for 1 Cleanup per 8 Districts

Staff, Supplies & Equipment  
\$1,700

CCS Passes  
\$300

Roll-offs (2/district)  
~\$12,400

\$14,400

## Total for 3 Cleanups per 8 Districts

Staff, Supplies & Equipment  
\$5,100

CCS Passes  
\$900

Roll-offs (2/district/event)  
~\$37,200

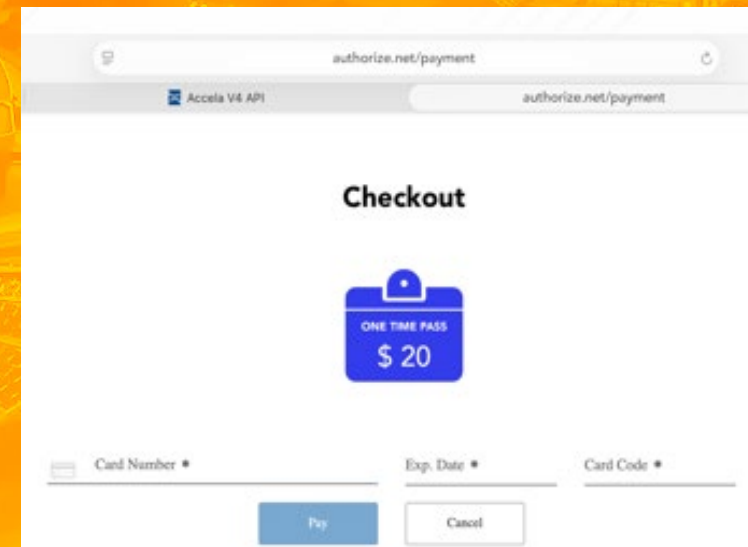
\$43,200

# Citizen Collection Station Pass

CCS Single-Use Pass available for purchase through the APP

- Currently in Development
  - ❖ Testing July 2026
  - ❖ Launch Fall 2026
- \$20 fee per visit
  - ❖ Truck and single-axle trailer
- Allows residents without a water bill to access the CCS

## CCS Pass



# Citizen Collection Stations

- Open Tues-Sat 8:00 AM-4:00 PM
- Present EPW billing statement with I.D.
- Service intended for household waste and recycling
- HHW disposal
- Tire disposal
- Free paint and mulch

Country Store

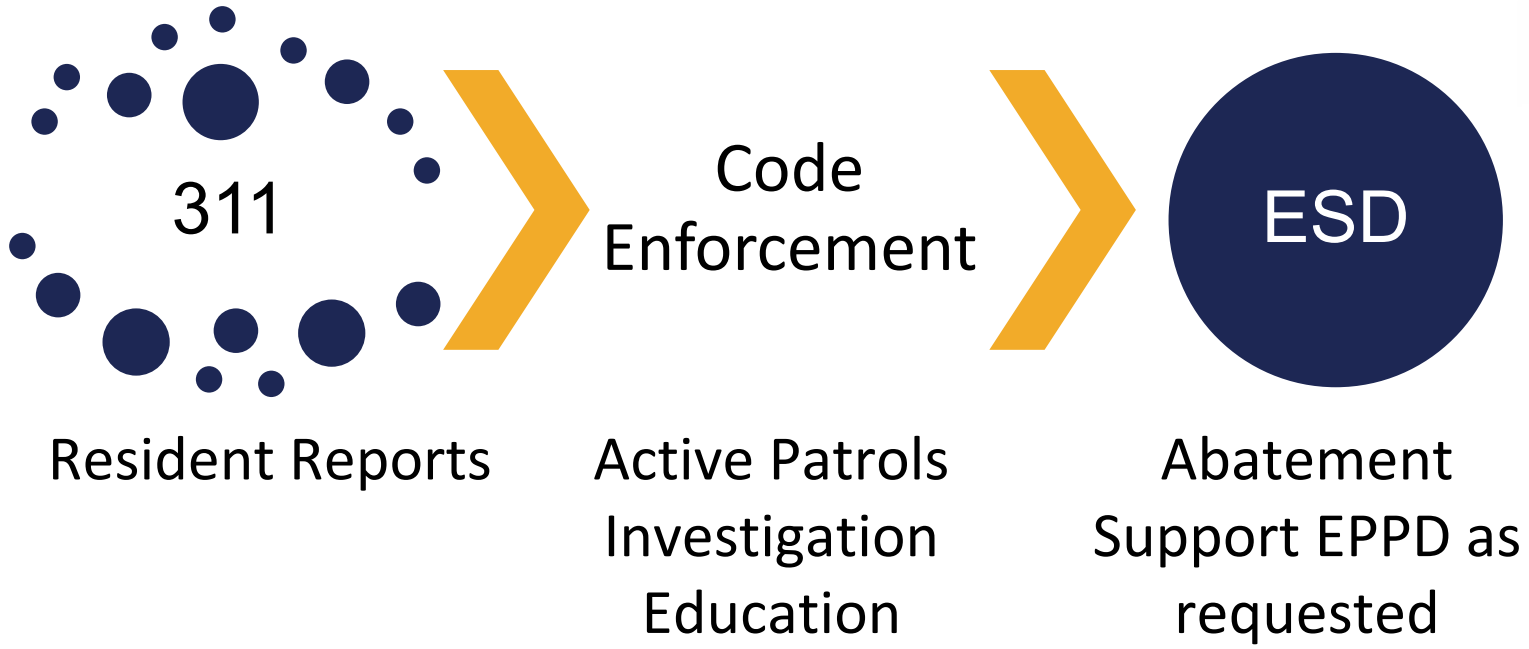


# County Partnership

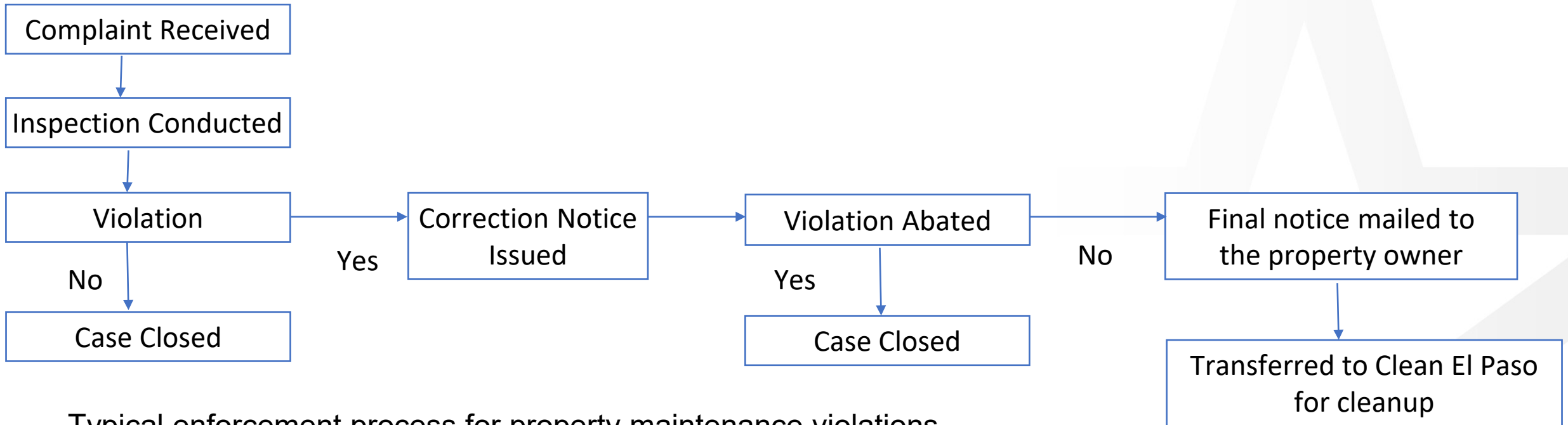
- City partners with El Paso County
  - City provides county residents access to Greater El Paso Landfill at no charge through tokens delivered to County Leadership
  - ESD invoices the County for each visit, tracked through tokens
  - Passenger vehicle, truck and single axle trailer access permitted



# Current Departmental Collaboration



# Code Enforcement Process



Typical enforcement process for property maintenance violations.

- Inspections conducted within 24-72 hours
- Monitor hot spot locations to create cases immediately
- Cases will be transferred for clean-up promptly
- Primary objective is to achieve voluntary compliance from property owners

# See Something, Say Something...

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- Date & Time
- Location
- License Plate
- Pictures, if safely possible
- Be Specific: What was being dumped?
- Call 3-1-1



# Cameras & Surveillance

- Install pole-mounted cameras already in inventory and utilize 24/7 watch program through EPPD Fusion Center
- Work with Purchasing to add solar-powered pole-camera vendors to EPMarket
- Perform proactive police & code enforcement patrol
- Place security trailers at designated locations



**Police Non-Emergency Number**  
**(915) 832-4400**



# Illegal Dumping Penalties Per El Paso County

## Key Illegal Dumping Penalties (Texas Health & Safety Code 365.012)

- **< 5 lbs (or 5 gal):** Class C misdemeanor — Up to \$500 fine.
- **5 – 500 lbs (or 5 gal - 100 ft<sup>3</sup>):** Class B misdemeanor — Up to \$2,000 fine and/or 180 days in jail.
- **500 – 1,000 lbs (or 100 - 200 ft<sup>3</sup>):** Class A misdemeanor — Up to \$4,000 fine and/or 1 year in jail.
- **> 1,000 lbs (or > 200 ft<sup>3</sup>):** State Jail Felony — Up to \$10,000 fine and/or 2 years in jail.
- **Commercial Dumping:** Dumping for economic gain is treated more severely, starting at Class B or A misdemeanors, depending on weight.

# Adopt a Street

- Invites community groups, local businesses, and individual residents to help care for El Paso's streets
- Program currently in pilot stage
- In appreciation the City will create and install signs acknowledging participants for their service
- Participants must agree to:
  - Adopt a one-mile portion of a major or collector roadway
  - Commit to removing litter and debris at least four times per year for a minimum of two years



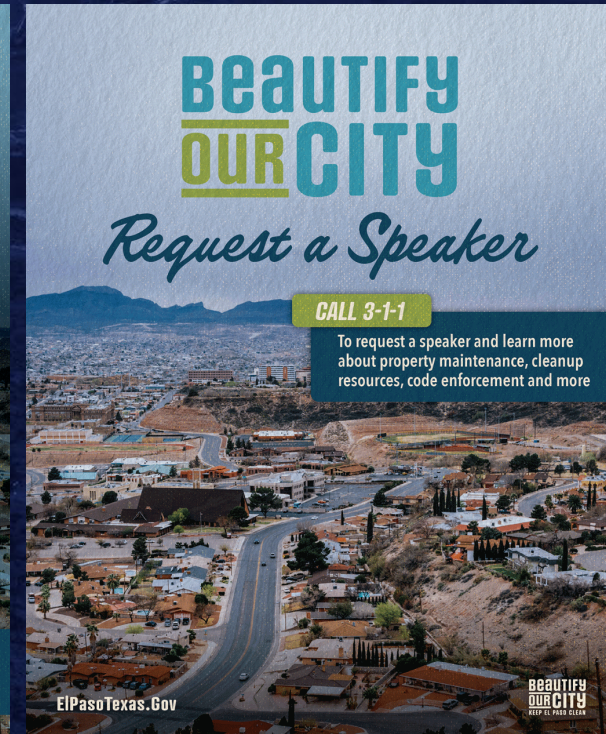
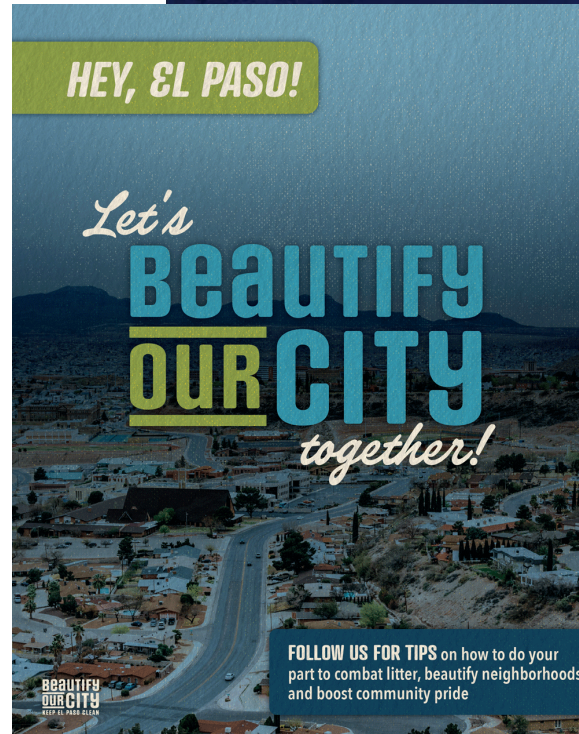
**ADOPT A**  
**STREET**  
**BEAUTIFY OUR CITY**  
**EPTX**

# Public Education /Outreach

## Beautify Our City Campaign


to educate and provide residents with clear information to

- Encourage neighborhood pride
- Reduce litter and illegal dumping
- Connect residents with resources
- Build a shared community responsibility to keep El Paso clean, safe, and welcoming



# Public Education /Outreach

## Topics to be Covered

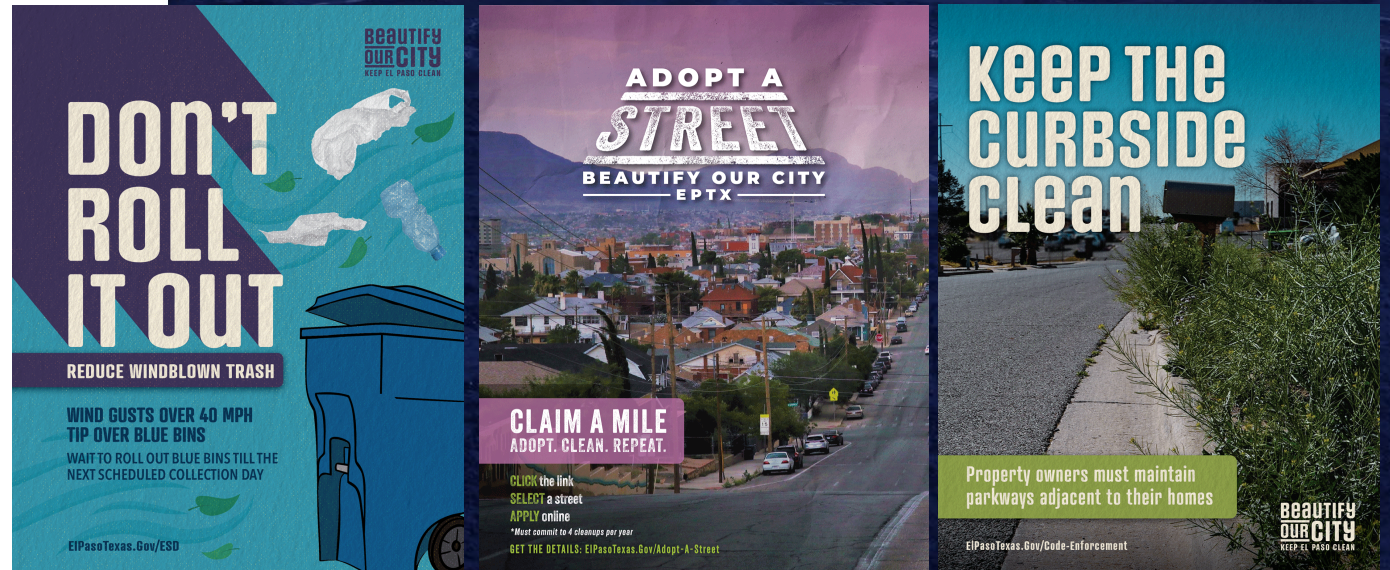
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- Reporting illegal dumping and community concerns
  - Yard maintenance guidelines
  - Proper waste disposal
  - Access to cleanup services and disposal resources
  - Recycling guidelines
  - And more



# Public Education /Outreach

## Outreach efforts to include

- Social media static posts and short-form videos
  - Posts including paid boosts to publish twice per week on social media platforms
- Posters for City facilities at Parks and Recreation Centers, Libraries, etc.
- Information to be shared weekly with Neighborhood Associations through email blasts
- Public education campaign library to be shared with council for use in newsletters and social media



# Public Education /Outreach

## Outreach efforts to include

- Formalized community partnerships
- Structured disposal access for volunteer cleanup organizations
- Guest speakers for neighborhood associations, schools, and community groups



## MISSION



Deliver exceptional services to support a high quality of life and place for our community.

## VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.



## VALUES

Integrity, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople

## MISIÓN



Brindar servicios excepcionales para respaldar una vida y un lugar de alta calidad para nuestra comunidad

## VISIÓN



Desarrollar una economía regional vibrante, vecindarios seguros y hermosos y oportunidades recreativas, culturales y educativas excepcionales impulsadas por un gobierno de alto desempeño



## VALORES

Integridad, Respeto, Excelencia,  
Responsabilidad, Personas