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CAMPAIGN IN SOUTH LOS ANGELES AND WILMINGTON**

LOS ANGELES (November 17, 2008) – The City of Los Angeles will conduct a news conference to introduce a new Illegal Dumping Prevention Campaign called “Don't Dump on LA,” Public Works Board President Cynthia M. Ruiz said today. “The campaign will stress the City’s \$1,000 reward to citizens who report incidences of illegal dumping that lead to the arrest and conviction of offenders.”

The news conference is scheduled on Thursday, November 20, 10:00 a.m., at the intersection of Lanzit Ave. and 112th Street, in South Los Angeles, near Watts. The City of Los Angeles Department of Public Works, City Attorney’s Office and EnvironmentLA (Environmental Affairs Department) will conduct the conference.

“Don't Dump on LA,” will target severely impacted sections of Council Districts 8, 9, and 15 in South Los Angeles and Wilmington. EnvironmentLA was awarded a \$500,000 California Integrated Waste Management Board grant on behalf of the City to combat illegal dumping and fund the campaign. Grant funds will target three main components: cleanup of chronic, illegal dumping sites; additional surveillance of known illegal dumping problem areas; and community outreach for prevention and proactive approaches. The campaign will serve as a pilot for the development of an effective incentive and enforcement strategy citywide.

“By conducting this campaign, we hope to encourage citizens to report illegal dumping when they see it occurring to help keep our City clean and beautiful,” said Ruiz. “While the campaign will stress the reward, we remind citizens to call 3-1-1, the city’s 24-hour, non emergency hotline, to report violators. All calls are strictly confidential,” added Ruiz.

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Radio ads on selected stations, in both English and Spanish language, will begin airing as early as late December and early January. Associated websites and radio talk shows will feature the campaign, as well. In-theater ads on illegal dumping prevention also will start to appear at Magic Johnson Theaters in the Crenshaw district during the same time period.

Illegal dumping cleanup efforts cost the City about \$12 million annually. Offenders can face misdemeanor or felony convictions. If convicted of a misdemeanor, an offender can receive a sentence of six months in jail or a fine of up to \$3,000, according to California State Penal Code section 374 .4. For a felony conviction, the fine can be as much as \$10,000 or three years in prison, according to State Penal Code 374.8. Los Angeles Municipal Code 66.25 documents the penalty as six months in jail or a fine of \$1,000, or both.

In 2005, a South Los Angeles Illegal Dumping Prevention Collaborative was formed to develop prevention strategies to combat the problem and prioritize problem locations. Members are the Department of Public Works, the City Attorney's Neighborhood Prosecutor Program, City Council Districts 8, 9 and 15, LAPD Southeast, Southwest, 77th and Harbor Divisions. Also, the Departments of Building and Safety, Transportation, Housing, Water and Power and the LAPD South LA Area Senior Lead officers.

About the Department of Public Works

The Public Works Department is the third largest municipal agency in the City, focused on the essential needs for a better quality of life and environmental protection. With 5,700 employees and a \$1 billion annual budget, the department is responsible for construction, renovation and operation of public facilities and infrastructure including: municipal buildings and treatment facilities; streets, street lights, and urban forest; bridges and sidewalks; sewers, catch basins and storm drains; recycling and integrated solid waste management.

For more information about the Department of Public Works call the Public Works Public Affairs Office at (213) 978-0333, email: PAO@lacity.org, or visit the website: www.lacity.org/bpw.

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