

# ILLEGAL DISPOSAL: Program Evaluation

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# ILLEGAL DISPOSAL: Program Evaluation

The Unexpected Expense and  
Impact of Other's Ignorance



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It's just the desert



It's just the desert?



# Drowning in debris



APPROACHES

PROACTIVE  
VS.  
REACTIVE

## IN DESPERATE NEED OF A SOLUTION

- 1) Mapping and quantifying the problem
- 2) Quantification and sharing of data
- 3) Enforcement and clean-up
- 4) Identification of root problem



# MAPPING AND QUANTIFYING THE PROBLEM





# QUANTIFICATION AND SHARING OF DATA



## ENFORCEMENT AND CLEAN-UP



# ENFORCEMENT AND CLEAN-UP



# IDENTIFYING ROOT PROBLEM



# Proactive solutions to address an anonymous and hidden audience



Behavior change is hard...  
Even when you know what's better for you.



What does this have to do with illegal dumping?



## GOALS

1. Reduce illegal dumping
2. Test pilot campaign



## STEP 1: SELECT A BEHAVIOR

- A. Reduce illegal dumping
- B. Bring your bulky items to Saturday's collection event at your apartment complex

## STEP 2: IDENTIFY TARGET AUDIENCE

Young, working class renters



## STEP 3: IDENTIFY BARRIERS & MOTIVATORS

- “I’m recycling”
- Language barriers
- Inconvenient to transport



- Social norm motivator

## HOW IT WORKS

Target behavior +

Barriers + Motivators  
BEHAVIOR CHANGE

## STEP 4: DEVELOP STRATEGY

Lower barrier through collection events at multi-family apartment complexes



## STEP 4: DEVELOP STRATEGY

### Prompts

# BULKY ITEMS collection event at your complex

Se colectan **ARTÍCULOS GRANDES** en su complejo

**THIS SATURDAY.  
ESTE SÁBADO.**

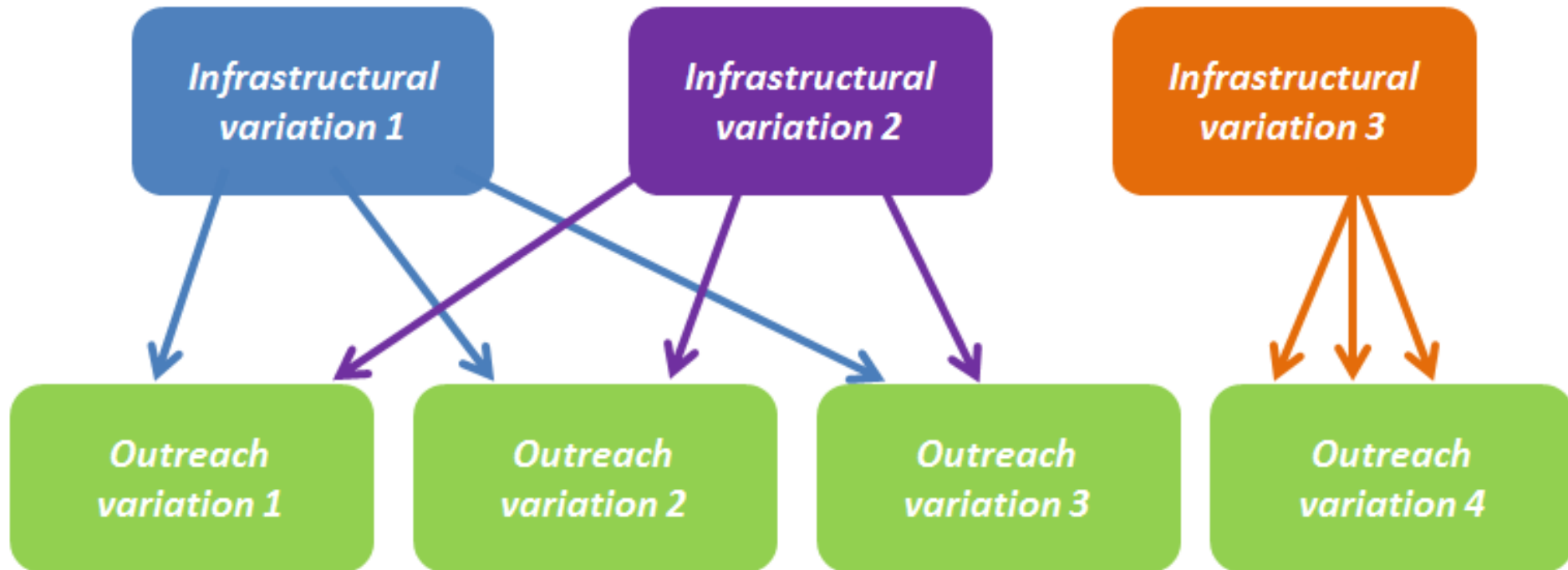
#### Items accepted:

- ✓ Furniture/Muebles
- ✓ Appliances/Electrodomésticos
- ✓ Clothing/Ropa



## STEP 4: DEVELOP STRATEGY

Vary promotion and pickup frequencies



# Flyer

Got unwanted bulky items?

## DISPOSING OF YOUR BULKY ITEMS IS AS EASY AS 1-2-3!

- 1 Find out when the next collection event is at your complex
- 2 Collect your bulky items
- 3 Bring your items to the **FREE** event at your complex!

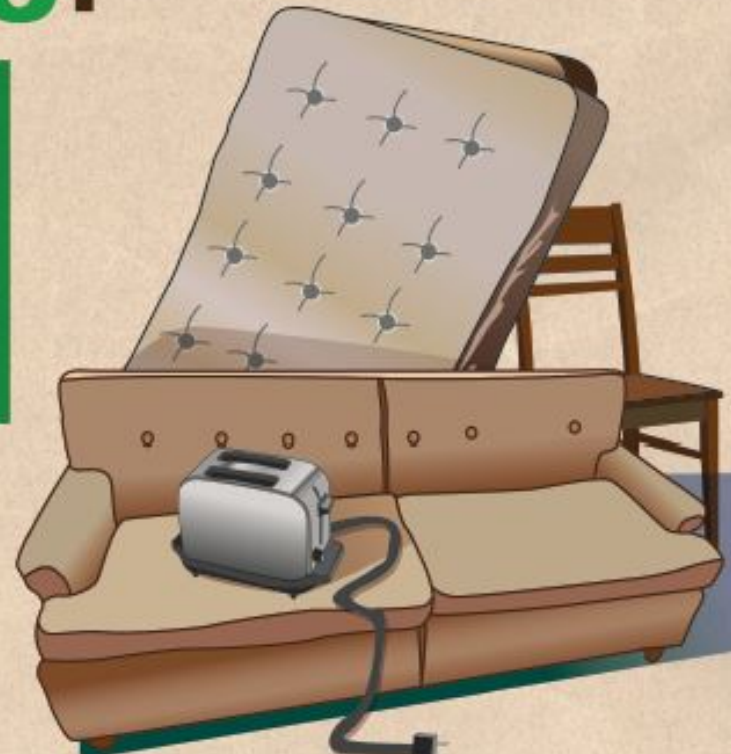
Not sure what to bring?

**Items accepted:**

- ✓ Furniture
- ✓ Appliances
- ✓ Clothing

**Items not accepted:**

- ✗ TVs
- ✗ Monitors
- ✗ Computers





## STEP 5: SET SUCCESS METRICS

How will you know you've succeeded?



## STEP 6: PILOT PROGRAM

What works and what needs tweaking?



## FINAL STEP: EVALUATE PROGRAM

# Survey apartment residents



## FINAL STEP: EVALUATE PROGRAM

Measure volume collected



## RESULTS THUS FAR

33 collection events

9 complexes

Collected 15 tons of bulky  
items at collection events

Gave out 20 vouchers

## HOW WE'LL USE PILOT PROGRAM RESULTS

Identify hot spots when renegotiating franchise agreements

Know which areas to devote more resources to

# Citywide Ad Campaign - Billboard

**NO THEY DIDN'T**

Keep your neighborhood clean by reporting illegal dumping sites.  
**CALL 1-888-8-DUMPING**



# Citywide Ad Campaign - Radio



**NO THEY DIDN'T**

Keep your neighborhood clean by reporting illegal dumping sites.

**CALL 1-888-8-DUMPING**



The advertisement features a woman with a shocked expression, her hands clasped near her mouth. A thought bubble above her head contains the text "NO THEY DIDN'T". To her right are two photographs of illegal dumping sites. The first photo shows a pile of trash, including a brown armchair and a table, in a desert landscape. The second photo shows several old tires stacked in a similar desert setting. A speaker icon is positioned between the two photos, suggesting an audio message. The background is a solid teal color.



# HOW DO WE KNOW IT WAS SUCCESSFUL?

- A. Citywide reach
- B. Change in number of calls to the Illegal Dumping hotline before and after the campaign



## RESULTS

2 million impressions

60% increase in calls to  
hotline during campaign

6% increase in calls in 2014

## TAKEAWAYS

1. Know what success looks like
2. Set outputs & outcomes
3. Track metrics & share results



# TRASHIFIED DEHSART

DESERT ENGAGEMENT: HINDER SWILL ACHIEVE RECYCLED TRASH

AN ANTELOPE VALLEY  
ECO-ART PROGRAM BY  
HINTERCULTURE 2013



# DEHSART

## DEHSART

An Antelope Valley eco-art program that received a grant from the Antelope Valley Illegal Dumping Task Force in March of 2013 to combine prevention, awareness and outreach through artistic engagement and environmental education surrounding the issue of illegal dumping in the High Desert region of Los Angeles County.

### MAJOR SPONSORS

The Antelope Valley Illegal Dumping Task Force  
LA County Supervisor Michael D. Antonovich's Antelope Valley Office  
Lockheed Martin  
Waste Management  
The City of Lancaster  
The City of Palmdale

### IN KIND SPONSORS

The City of Palmdale  
Waste Management



hinterculture

DEHSART is a project of Hinterculture—an arts collaborative launched by artists and educators Karyl Newman and Larissa Nickel—that reveals the outlying history, art, technology and business of the Mojave Desert by mining sites for social, cultural and aesthetic meaning.

# THE ANTELOPE VALLEY ILLEGAL DUMPING TASK FORCE

The Antelope Valley Illegal Dumping Task Force was formed in 1996 pursuant to a request by the Board of Supervisors. The Task Force meets on a monthly basis to discuss and coordinate illegal dumping prevention programs in the Antelope Valley, and find solutions to the complex and problematic issue of waste.

The task force is comprised of:

- County
- City
- Fire
- Police
- Community members
- Artists?

# ARTISTS AND COMMUNITY ENGAGEMENT

Artists create the narrative of a community through the modification of the environment, the creation of visuals that capture the essence of a place and the people in it, and by helping regular residents become more expressive and civically engaged through creative actions.

Artists utilize:

- Calculated Risk
- Experimentation
- Visual Messaging/Narrative
- Community Involvement
- Time Based Exploration and Practice

## ADAPTIVE EVALUATION

**Building cultural engagement in community issues takes time, it involves flexibility, and the ability to adapt to participatory social content that builds from inclusive practice and unknown variables.**

**Beyond formative and summative evaluation, participatory, and explorative projects require adaptability:**

- **Quantitative results**
- **Qualitative results**
- **Cultivation and unexplained impact/outcomes**



# ADAPTIVE EVALUATION

Adaptive evaluation is intended to assess the process and the participatory engagement of a program that can adapt and evolve to the rhizomatic changes of an innovative and experimental program.

The impacts and outcomes are intended to address proactive engagement in sustainable community life and culture, which is a time based endeavor rather than simply a project based on awareness or clean up.

- How do people react/not react?
- What aspects are engaging or require additional effort?
- What works and what needs refining?

# ARTISTS ASK BROAD QUESTIONS ABOUT PROBLEMS



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 **HOW DOES ART  
CONNECT CULTURE  
TO SCIENCE?**



 **HOW DOES ART ALTER  
THE PERCEPTION OF  
PLACE?**

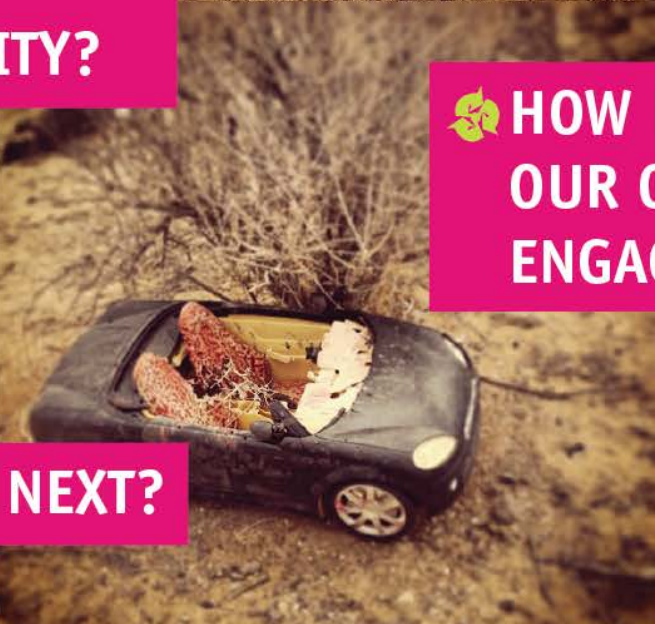


 **CAN WE ENGINEER A  
NEW HUMAN-NATURE  
INTERFACE?**





 **CAN ART HELP CULTIVATE A SUSTAINABLE CITY?**



 **HOW DOES ART ENRICH OUR COMMUNITY AND ENGAGE ECO-ACTIVISM?**

 **WHAT'S NEXT?**

## ADAPTIVE EVALUATION

Adaptive evaluation moves from conceptual ideas to practical actions and vice versa broadening the conversation from specific community problems, to expansive cultural solutions that can change our shared narratives and attitudes through personal action.

This adaptability is based on sustainable outcomes where recycling and reuse are more than just marked actions, but a philosophy of living responsibly in our ecosystem—a space we share.



# THE PROBLEM



# THE PROBLEM



With an expansive landscape and natural open spaces, the Antelope Valley ecosystem is a convergence of people and land which has resulted in blighted areas from illegal dumping activities on the periphery of housing complexes, abandoned or private property, or in the middle of the desert where it spills over into the Mojave ecology.

A red plastic bag is shown floating in a body of water, likely a stream or river. The background is filled with lush green vegetation, including trees and bushes, suggesting a natural environment. The text is overlaid on the right side of the image.

## **THE EFFECTS OF ILLEGAL DUMPING:**

- \* ENVIRONMENTAL BLIGHT**
- \* HEALTH RISKS**
- \* COSTLY CLEAN UP**
- \* CONTAMINATED WATERWAYS**
- \* FIRE HAZARDS**
- \* HABITAT DESTRUCTION**





THE SOLUTION

# ARTISTS LOVE OBJECTS AND LOVE TO RECYCLE, REUSE & REINVENT



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# DEHSART



By engaging the public with eco-art activism the program explores how to repurpose illegally dumped materials into alternative art forms to cultivate sustainable behavior and instill the idea that:

**WASTE IS A RESOURCE**



# THE SOLUTION

The social art and participatory project used four milestones to measure and achieve success throughout the initial timeframe of the project:

## **RESEARCH/DESIGN/CREATE/CULTIVATE**

Intervening within existing dump sites, the five public art works created during the project as well as the mobile technology and research oriented structure illustrate several strategies to re-contextualize discarded waste into new meanings—environmentally, socially, and conceptually to foster interest in sustainable behavior.

# THE SOLUTION








DEHSART.COM  
FACEBOOK.COM/DEHSART  
ANTELOPE VALLEY ECO-ART.

DESERT ENGAGEMENT:  
HINDER SWILL ACHIEVE  
RECYCLED TRASH  
REDUCE REUSE RECYCLE  
REFRAME REPURPOSE  
RETHINK RESOURCE

JOIN **DEHSART** 

REPORT:  
STOPILLEGALDUMPING.COM  
1(888)8DUMPING

## DESIGN

-  DEHSART Brand and Identity
-  DEHSART.com website
-  Social media: Facebook, Instagram, YouTube
-  A-E Intervention Strategy for Public Art
-  Google Map



## BUILDING COMMUNITY INVOLVEMENT

The DEHSART team participated in bringing together creativity and environmental education to transform illegally dumped waste into art while working with the Lancaster Museum...



09.19.13

**THE VOTES HAVE BEEN COUNTED!  
AND THE WINNER IS.....**

Intervention D by a landslide! Thank you to everyone who...



**CASTING ASIDE**

YOUR CAMPER IS A C

DON'T JUST SIT  
YOU CAN REPORT

BULKY ITEMS DON'T BEL  
IN OUR OPEN SPACE

TIRED OF TREE CLIP

DON'T BE A  
FAMILY ILLEGAL

# facebook

Email or Phone

Password

Log In

Keep me logged in

[Forgot your password?](#)



## DESERT ENGAGEMENT

## DEHSART HINDER SWILL

## ACHIEVE RECYCLED TRASH

Dehsart is on Facebook.

To connect with Dehsart, sign up for Facebook today.

[Sign Up](#) [Log In](#)

keep our desert beautiful!



### Dehsart

205 likes · 54 talking about this



Community

Desert Engagement: Hinder Swill Achieve Recycled Trash (DEHSART). Building awareness, support and engagement to educate and transform illegal dumping activities through art and ecological cultivation.



Photos

**205**

Likes



PollDaddy Polls

About



**dehsart** ▾

dehsart Documenting illegally dumped trash in the mojave desert.  
<http://www.dehsart.com>

74  
posts

36  
followers

45  
following

November 2013



October 2013







2 mi  
2 km

# THE SOLUTION



## CREATE

- ♻️ Photography and material culture
- ♻️ A-E Public Art Interventions
- ♻️ Poster displays
- ♻️ PSA Video
- ♻️ Educational activities

# DON'T BE A FAN OF ILLEGAL DUMPING



HOUSEHOLD WASTE HAS A PLACE  
INTERVENTION A



DEHSART.COM

**TIRED**

**OF TREE CLIPPINGS  
LITTERING OUR  
LANDSCAPE?**

**WWW.SMARTGARDENING.COM**  
**INTERVENTION B**

**DEHSART.COM**



# BULKY ITEMS DON'T BELONG IN OUR OPEN SPACES

USE BULKY ITEM PICK UP  
INTERVENTION C

DEHSART.COM



**DON'T JUST SIT THERE  
YOU CAN REPORT IT!**

**STOPILLEGALDUMPING.COM**  
**INTERVENTION D**



**DEHSART.COM**

**CASTING  
ASIDE**

**YOUR CAMPER  
IS A CRIME**

**DONATE YOUR VEHICLES AND VESSELS  
INTERVENTION E**

**DEHSART.COM**



# THE SOLUTION



## CULTIVATE

- ♻️ Artist Participation
- ♻️ Art Exhibitions
- ♻️ Press coverage-Artbound, AV News, MyAntelopeValley.com, Discard Studies blog
- ♻️ Thursday Night on the Square
- ♻️ Antelope Valley Fair
- ♻️ CalRecycle Conference
- ♻️ Outreach to the community





**JOIN US.  
RELATIONSHIPS  
BUILD  
COMMUNITY,  
COMMUNITY CREATES CHANGE.**

[FACEBOOK.COM/DEHSART](https://www.facebook.com/DEHSART)



# THE BENEFITS

# DEHSART



5 ART EXHIBITIONS



6 PUBLIC EVENTS



5 PUBLIC ARTWORKS



5 ARTICLES



1 ED GUIDE



1 PSA VIDEO



1 GOOGLE MAP



4 SOCIAL MEDIA  
CHANNELS



1 CONFERENCE



271,686  
REACHED

**2013-ACHIEVED SUCCESS**

# THE BENEFITS

"I can't get myself to like any of your posts on Facebook, although the photographs are beautifully done. The project is so innovative and you've been doing such great things, but seeing the dumping and the disregard just makes me angry." Female, age 59

"Good job, keep going, we must work hard this 2014. My full support for you guys." Male, age 14.

"DEHSART is intelligent, meaningful, creative, and timely. I'm constantly impressed with your passion and dedication" Male, age 48

"I believe that most of the problems come from the hauler that goes in and promises to clean out and haul your trash for a fee, they in turn pocket the money and never make it to the dump site. Check to make sure they have a business license and a dump permit. We can all help, just because you have a cheap haul away crew do the work, by not investigating where they dispose of your items, makes you just as guilty...." Female, age 43

# THE BENEFITS



## **SOCIAL BENEFITS**

- ♻️ Social Activation/Debate
- ♻️ Community Development
- ♻️ Social Inclusion in Relevant Issues
- ♻️ Health and Well-being
- ♻️ Skills Acquisition
- ♻️ Personal Development/Education
- ♻️ Outreach to the community

# THE BENEFITS



## CULTURAL BENEFITS

- 🌱 Raise Aesthetic/Visual Standards
- 🌱 Engage Innovation/Risk
- 🌱 Expanded Definition of Art in the Public Sphere
- 🌱 Invoke Critical Thinking about Issues
- 🌱 Develop Problem Solving Skills
- 🌱 Create Potential for Participation

# THE BENEFITS



## ENVIRONMENTAL BENEFITS

- ♻️ Reconsider environmental footprint
- ♻️ Integrate and enhance recycling and environmental sustainability initiatives of partners and sponsors including LA County's *The Works* iPhone app, the City of Palmdale's *My Waste* app, e-waste events held at recycling centers in Palmdale and Lancaster, LACo MAX, MyCleanLA, and the AVIDTF.
- ♻️ Promote recycling, and reuse
- ♻️ Encourage participation in eco-issues
- ♻️ Foster sustainable behavior

## TAKEAWAYS

Social design and artist engagement programs like DEHSART can visualize the problem and document the process of change. They can provide data and research to help analyze and assess the effectiveness of the ideas and solutions and inform future actions.





# TAKEAWAYS

## Why art?

- Art makes the invisible visible
- Art enhances community building
- Art raises community awareness
- Artists are innovators and problem solvers and bring special skills to projects
- Artists are regular citizens open to collaborating and exchange with neighbors
- Art is an excellent tool for outreach, positive messaging, and connection to complex problems

**When one tugs at a single  
thing in nature, he finds  
it attached to the rest of  
the world.**

**- John Muir**





# DEHSART

[www.dehsart.com](http://www.dehsart.com)  
[facebook.com/dehsart](https://facebook.com/dehsart)  
[instagram.com/dehsart](https://instagram.com/dehsart)  
[youtube.com/thedehsart](https://youtube.com/thedehsart)

AN ECO-ART PROJECT OF  
[www.hinterculture.com](http://www.hinterculture.com)  
© Hinterculture 2013

"We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect." –Aldo Leopold



# QUESTIONS?

Contact us at:

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Namju Cho, [ncho@sga-inc.net](mailto:ncho@sga-inc.net)

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sga

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