

CITY OF MODESTO

Mobile Household Hazardous Waste
Collection Events

Funded by CalRecycle Grants
HD-25 through HD-27



Need

- High amount of Illegal Dumping
- High amount of customers found storing large amounts of Household Hazardous Waste
- Customers unwilling to drive to permanent facility that is at the most 10 miles away.



The Plan

- In 2013 Applied for grant #HD-20 from CalRecycle
- Awarded in May \$50,000 in May 2013
- Partnered with Stanislaus County HHW Facility
- We proposed to mail out postcards to the residents in an area where there is a large amount of illegal dumping

1st Event

- Date: October 1, 2013
- Location: American Legion Hall
- Postcards mailed out: 600
- Number of Attendees: 0
- What we learned
 - A Direct mail doesn't work
 - Location is everything
 - Security at the event is not necessary



Event #2

- Date: Spring 2014
- Location: Vintage Fair Mall
- Advertising: Modesto Bee and Radio Station
- Number of Attendees: 135



More Event Photos



Accomplishments

- ▣ 6 events to-date
- ▣ Provided service to 353 residents
- ▣ Collected over 9 tons of material
- ▣ The amount of hazardous material illegally dumped decreased by half



Questions?

Thank you to CalRecycle for giving us this opportunity

