



Environmental Services

Illegally Dumped Tire Coupon Program
Presentation to Environmental Services LRC
November 28, 2011



Illegally Dumping of Tires

Issue:

- Illegal Dumping of Tires continue to be a problem in the City & County

Programs:

- Citizen Collection Stations can accept 8 tires per Customer per year
 - Receive approx. 20,500 passenger tires annually
- Propose a Tire Coupon program to provide another option to residents not currently eligible to use the CCS
- Increase Outreach efforts to promote awareness



Proposed Tire Coupon Program

Target groups:

- Landowners cleaning up Illegally dumped tires
- Individuals non - solid waste customers (Apartment, multi-family or rentals)
- Organizations conducting clean-ups



Illegally Dumped Tire Coupon Program

How it would work:

- Coupon booklets provided to
 - Mayor & Council Representatives
 - Keep El Paso Beautiful
 - Coordinator for Colonias Programs – Secretary of State
- Coupons distributed or utilized at their discretion
- Coupons can be taken directly to CCS or Tres Pesetas with tires
- If taken to CCS limit 4 tires per customer; no limit – Tres Pesetas
- 1 passenger tire per coupon or 1 large truck tire per 5 coupons
- City of El Paso reimburses Tres Pesetas for coupons



Cost of Program

- Outreach Activities – Staff Time only
 - Press releases, email blasts, newsletters, City 15 video PSA, website/social media updates, outreach events/meetings
- Coupon Program
 - 900 coupons Mayor and Council Representatives (100 each)
 - 100 coupons Keep El Paso Beautiful
 - 100 coupons Secretary of State – Coordinator for Colonias
 - Total 1,100 coupons at \$1.50 each = \$1,650