Memorandum

DATE May 16, 2017

TO
Honorable Members of the Quality of Life & Environment Committee: Sandy Greyson (Chair), Tiffinni A. Young (Vice-Chair), Rickey D. Callahan, Mark Clayton, Philip T. Kingston, B. Adam McGough

SUBJECT Community Clean-Ups

On Monday, May 22, 2017 the Quality of Life & Environment Committee will be briefed on Community Clean-Ups. Briefing materials are attached for your review.

Please contact me if you have questions or need additional information.

Joey Zapata
Assistant City Manager

C: Honorable Mayor and Members of the City Council
   T.C. Broadnax, City Manager
   Larry Casto, City Attorney
   Craig D. Kinton, City Auditor
   Rosa A. Rios, City Secretary
   Daniel F. Solis, Administrative Judge
   Kimberly Bizo Tolbert, Chief of Staff to the City Manager
   Mejed A. Al-Ghafry, Assistant City Manager

   Raquel Favela, Chief of Economic Development & Neighborhood Services
   Jo M. (Jody) Puckett, P.E., Assistant City Manager (Interim)
   Eric D. Campbell, Assistant City Manager
   Jill A. Jordan, P.E., Assistant City Manager
   M. Elizabeth Reich, Chief Financial Officer
   Cheritta Johnson, Chief of Community Services (Interim)
   Theresa O'Donnell, Chief of Resilience
   Directors and Assistant Directors

“Dallas, the City that Works: Diverse, Vibrant and Progressive”
Community Clean-Ups

Quality of Life & Environment
May 22, 2017

Peer Chacko
Director
Planning & Urban Design

City of Dallas
Presentation Overview

- Purpose
- Background
- Issues/Operational Impacts
- Proposed Action
- Next Steps
Purpose

• Adopt a consistent and easy-to-use process to support neighborhood and community cleanups
Background

• The City provides once a month scheduled bulk trash pick up throughout the City
• In support of community-driven anti-litter and environmental cleanup events, the City provides out-of-schedule bulk trash pickup through several programs:
  • Operation Beautification
  • It’s My Park Day
  • TRUE - Trinity River Urban Environment cleanups
  • Other individual community cleanup events
## Background

<table>
<thead>
<tr>
<th>Program</th>
<th>Inception</th>
<th>Scheduling / Coordination</th>
<th>Frequency</th>
<th>Typical Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operation Beautification</td>
<td>May 2012</td>
<td>Planning &amp; Urban Design</td>
<td>Biannual (Spring &amp; Fall)</td>
<td>&gt; 30 groups per event</td>
</tr>
<tr>
<td>It’s My Park Day Cleanups</td>
<td>March 2011</td>
<td>Park &amp; Recreation</td>
<td>Biannual (Spring &amp; Fall)</td>
<td>&gt; 60 groups per event</td>
</tr>
<tr>
<td>TRUE Cleanups</td>
<td>October 2014</td>
<td>Trinity Watershed Management</td>
<td>16 per year on average</td>
<td>&gt; 80 volunteers per event</td>
</tr>
<tr>
<td>Individual Community Cleanups</td>
<td>June 2016</td>
<td>311; Planning &amp; Urban Design</td>
<td>Ad Hoc</td>
<td>20 groups since inception</td>
</tr>
</tbody>
</table>
Issues & Operational Impacts

• Resources
  • Individual community cleanups typically provide short notice for out-of-schedule trash collection:
    • 18 out of 20 did not coincide with bulk trash week
    • 12 out of 20 provided less than 30 days notice
  • Out-of-schedule bulk trash or brush collection increases overtime costs to City:
    • Individual Community Cleanups: $600 per event
    • Operation Beautification: $265 per event
Issues & Operational Impacts

- Consistency
  - Only individual community cleanups are currently tracked via the 311 system
  - Outreach and education is not coordinated across cleanup programs to increase awareness and enhance participation in regularly scheduled events
Proposed Action

• Adopt a consistent and convenient process to support all neighborhood cleanup events
  • Encourage participation in biannual Operation Beautification through outreach and free, out-of-schedule trash collection
  • For individual cleanup events:
    • Require 30-day advance notice for collection during scheduled bulk/brush week
    • Offer roll-off containers, based on availability, for collection outside of scheduled bulk/brush week
  • Track all neighborhood cleanups through 311 system
  • Implement outreach and education campaign
Next Steps

• Implement outreach and education campaign
  • Homeowner Association/Neighborhood Association database
  • DWU water bills
  • Social media
• By September 2017, implement new process and improved tracking thru 311 for fall events
Community Clean-Ups

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Peer Chacko
Director
Planning & Urban Design

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