

Memorandum



CITY OF DALLAS

DATE May 9, 2014

TO Honorable Members of the Quality of Life & Environment Committee: Dwaine R. Caraway (Chair)
Sandy Greyson (Vice Chair), Adam Medrano, Rick Callahan, Carolyn R. Davis, Lee M. Kleinman

SUBJECT Update on Stormwater Pollution Prevention Efforts

On Monday, April 28th, Quality of Life & Environment Committee members requested staff to implement a public information campaign to promote proper lawn waste management and develop draft ordinances to strengthen regulations.

On Monday, May 12th, the Quality of Life & Environment Committee will be briefed on completed and planned actions.

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

A handwritten signature in blue ink that reads "Joey Zapata".

Joey Zapata
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, Interim First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Shawn Williams, Interim Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Update on Stormwater Pollution Prevention Efforts

Presented to the Quality of Life & Environment Committee

May 12, 2014



Background and Purpose

- On April 28, 2014, Quality of Life & Environment Committee members requested staff to implement a public information campaign to promote proper landscape waste management and develop draft ordinances to strengthen regulations
- This briefing will provide the committee an update on completed and planned actions

Action Timeline

Action	Timeline
<p data-bbox="112 468 672 508">Letter to Landscape Companies:</p> <ul data-bbox="112 571 871 963" style="list-style-type: none"><li data-bbox="112 571 871 664">• It is a violation to blow lawn debris into City streets and the stormwater system<li data-bbox="112 671 871 763">• Code inspectors are taking enforcement action when violations are observed<li data-bbox="112 771 871 963">• Quality of Life & Environment Committee will consider amendments to strengthen ordinances on landscape activities on May 27, 2014	<p data-bbox="913 468 1456 508">Mailed May 8, 2014 (attached)</p>

Action Timeline (Cont.)

Action	Timeline
<p data-bbox="112 468 407 504">Leaf Blower Blitz</p> <ul data-bbox="112 571 884 911" style="list-style-type: none"><li data-bbox="112 571 884 711">• Stormwater staff will be meeting with companies currently contracted with the city for landscape maintenance<li data-bbox="112 721 884 911">• Staff will provide information on existing ordinances, tips for proper lawn waste management leaf blower etiquette, and a copy of the bulk waste schedule	<p data-bbox="915 468 1354 504">May 8 and May 23, 2014</p>

Action Timeline (Cont.)

Action	Timeline
<p data-bbox="112 468 421 508">City Staff Training</p> <ul data-bbox="112 571 832 759" style="list-style-type: none"><li data-bbox="112 571 832 759">• Stormwater Outreach personnel have scheduled in-house training to staff in departments that perform landscape maintenance for City facilities	<p data-bbox="917 468 1306 508">May and June 2014</p>

Action Timeline (Cont.)

Action	Timeline
<p data-bbox="112 468 562 505">Summer Media Campaign</p> <ul data-bbox="112 572 880 1336" style="list-style-type: none"><li data-bbox="112 572 880 858">• Trinity Watershed Management and the Public Information Office will implement English and Spanish advertisements for placement in newspapers , radio, television, cinema, electronic billboard and online banner ads<li data-bbox="112 925 880 1336">• The 2013 campaign included:<ul data-bbox="208 982 880 1336" style="list-style-type: none"><li data-bbox="208 982 880 1019">• Radio: ~1050 spots on 6 Stations<li data-bbox="208 1039 880 1076">• TV: ~2900 spots on 7 stations<li data-bbox="208 1096 880 1162">• Online Banners: ~1.5 million imprints on 7 websites<li data-bbox="208 1182 880 1219">• Movie Theatres: ~13,350 spots on 37 screens<li data-bbox="208 1239 880 1305">• Bill Boards: ~2,250,000 at 10 electronic billboard locations<li data-bbox="208 1310 880 1336">• Print Media: 106 ads in 9 publications	<p data-bbox="913 468 1383 505">June – September 2014</p>

Action Timeline (Cont.)

Action	Timeline
<p data-bbox="112 468 469 505">July Water Bill Insert</p> <ul data-bbox="112 572 852 758" style="list-style-type: none"><li data-bbox="112 572 852 758">• Will provide English and Spanish information on proper lawn waste control and use of leaf blowers, including the potential fines for misuse	<p data-bbox="915 468 1083 505">July 2014</p>

Committee Input for Draft Ordinance

- Potential regulations from April 28th meeting
 - Require catching bag on grass/leaf/debris blowers
 - Require City contracted companies to cover nearby storm drain inlets while working
 - Require business registration for landscape maintenance companies
 - Time of day noise restrictions on landscape maintenance activities on weekends

Practices of Other Cities

City	Leaf Blowing Ordinance	Staff Action	Legal time to Operate Lawn Equipment
Mesquite	Yes	If witnessed, cite \$500-\$2000; require them to blow back onto the property	7 a.m. to 10 p.m.
Richardson	Yes	Give verbal warning; seldom are citations issued	Sunrise to Sunset
Plano	Yes	If witnessed, require them to bag it 1 st time violator: education 2 nd time violator: notice of violation 3 rd time violator: citation	7 a.m. to 10 p.m.
Carrollton	Yes	1 st time violator: notice of violation issued to either the property owner, or crew leader if done by a contractor 2 nd time violator OR egregious violation: a citation	7 a.m. to 10 p.m.
Austin	Yes, but through water quality code	Verbal warning and require them to clean up blown debris Egregious problems may be prosecuted	7 a.m. to 10 p.m.

Next Steps

- On May 27th, the Quality of Life & Environment Committee will consider amendments to strengthen ordinances on landscape activities to prevent storm water pollution

Appendix



May 8, 2014

Ivy Oaks Landscaping Co.
1219 K Avenue
Plano, Texas 75074

Subject: Blowing Lawn Debris into the Stormwater System

Greetings:

Blowing lawn debris into City streets and the storm water system is a City Code violation and punishable by a fine of up to \$2,000 fine.¹ Beginning this month, City code inspectors are increasing enforcement. Please instruct your workers to follow the law by not blowing or depositing lawn debris into the street or into stormwater inlets.

Additionally, when landscape companies place bagged debris and brush at the customer's curb for collection by the City's Sanitation Services, the placement must be in compliance with the scheduled pick up week for the address.² Placements set out before or after the fixed schedule can result in citations being issued to homeowners. The 2014 brush pick up information is available online at http://www.dallascityhall.com/sanitation/brush_and_bulky.html.

The Dallas City Council Quality of Life & Environment Committee is reviewing options to strengthen ordinances that regulate the use of landscape equipment at its meeting on May 27, 2014. Additional information regarding this meeting will be available online on Friday, May 23, 2014 at http://dallascityhall.com/committee_briefings/index.htm

Sincerely,

James Martin
Director
Code Compliance Services
214-670-3118
Jimmy.martin@dallascityhall.com

¹ Dallas City Code §19-118.2(f)(5) ("A person commits an offense if he discharges or permits the discharge of any of the following into the stormwater drainage system . . . Garbage, rubbish or yard waste."). Dallas City Code §7A-5 ("No person shall sweep into or deposit in any gutter, street or other public place within the city the accumulation of litter from any building or lot or from any public or private sidewalk or driveway."). The definition of "litter" in Dallas City Code Chapter 7 includes yard clippings and leaves.

² Dallas City Code §18-4(e).