

Memorandum



CITY OF DALLAS

DATE May 16, 2017

Honorable Members of the Quality of Life & Environment Committee: Sandy Greyson
TO (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.

A handwritten signature in black ink, appearing to read 'Joey Zapata'.

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 Bizzor Tolbert, Chief of Staff to the City Manager
Majed 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

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

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

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

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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

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