

Memorandum



CITY OF DALLAS

DATE February 24, 2017

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

SUBJECT **Sanitation Services Bulk and Brush Community Survey**

Attached are the materials for the subject briefing that will be presented on Monday, February 27, 2017. Please contact me if you have any questions or need additional information.

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

Joey Zapata
Assistant City Manager

Attachment

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 Tolbert, Chief of Staff

Mark McDaniel, Acting First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Eric D. Campbell, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council
Directors and Assistant Directors

Sanitation Services Bulk and Brush Community Survey

Quality of Life & Environment Committee
February 27, 2017

Kelly High, Director
Sanitation Services
City of Dallas



Presentation Overview

- Background and History
- Purpose
- Project Goals
- Project Approach and Implementation
- Recommendations
- Next Steps



Background/History

- Bulk and brush collection, with few restrictions and increasing tonnages, is stressing resources, affecting service quality and contributing to neighborhood blight
- Quality of Life & Environment Committee (Committee) was briefed in December 2016 on potential program alternatives and financial impacts
- The Committee requested an approach for outreach, community input and survey information for potential pilot program considerations

Purpose

- Address Committee request for outreach and customer input related to bulk and brush service needs
- Propose an approach for community surveys (meetings, phone, online and in the field)
- Seek Committee input and direction to implement survey approach



Project Goals

- Collect field regional survey data on actual set out practices over several months
- Receive community input related to bulk and brush collection needs, and opinions on alternative program collection methods
- Report findings to the Committee for discussion and consideration of options for a pilot program(s)

Project Approach

- Field surveys
 - Perform in the field “windshield” surveys in multiple geographic areas over several months
 - Document and characterize current set out practices
- Community surveys
 - Establish an online community survey utilizing the same platform and approach as recent bond program surveys (Dallasbond.com)
 - Conduct a telephone survey
 - Conduct Community meetings with a presentation and survey cards

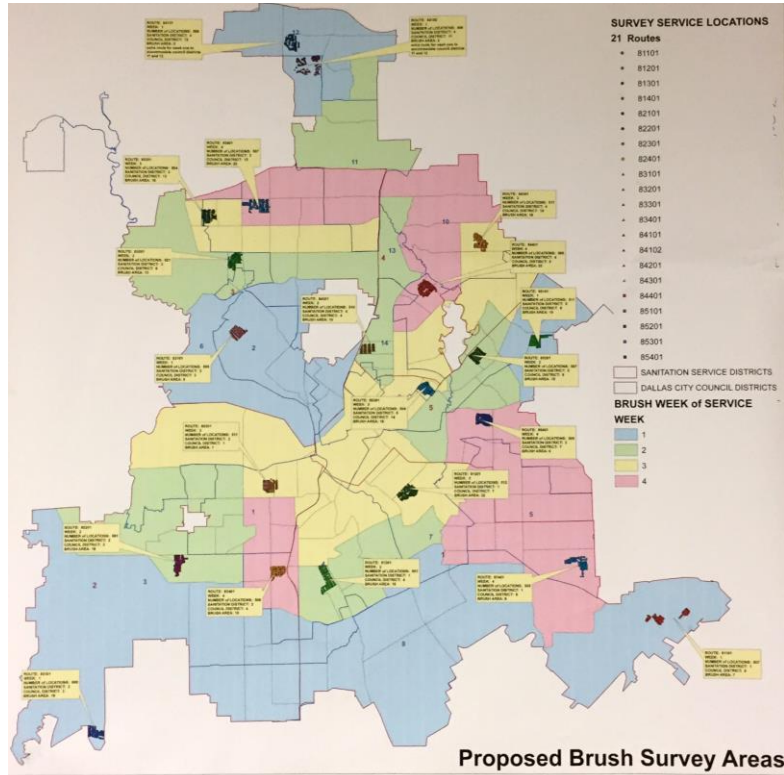


Project Implementation

- Potential field survey implementation
 - Survey up to 5% of residential customers monthly
 - 21 geographic areas with approximately 500 homes in each area (~10,000 homes monthly)
 - All Council districts will have a representative area
 - All bulk/brush collection weeks will be included
 - Survey data will be collected for 4 months (March through June)
 - Data collected will include monthly household participation, set out volumes, and material types set out for collection



Potential Field Survey



- 21 Geographic area with about 500 homes in each area (~10,000 total)
- Broad distribution of locations to capture a variety of set out practices

Project Implementation

- Implement online and telephone survey
 - Conduct online survey and telephone survey in June to complement community meetings
 - Promote online survey via City websites, community flyers, water bills, social media, e-mail list, and newspapers
- Conduct community survey meetings
 - Conduct multiple regional community meetings in June
 - Utilize a presentation and survey approach (similar to recent bond program public meetings)
 - Receive input from survey participants on current program usage (frequency, set volumes, and material types set out), as well as input on alternative collection methods



Proposed Action and Recommendation

- Receive Committee feedback on community and field survey approach and direction to proceed with survey plan in March 2017



Next Steps

- Begin implementation of Field Survey starting in March 2017 and use initial data to inform and finalize June survey questions
- Begin publicizing the online survey in May
- Conduct community meetings, online survey and phone survey in June
- Complete final month of field surveys in June
- Brief results in September to Committee and discuss potential pilot program options based on survey results

11



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