

Memorandum



CITY OF DALLAS

DATE August 22, 2025

TO Honorable Mayor and Members of the City Council

SUBJECT **Sanitation Alley-To-Curb Transition: Public Outreach Update**

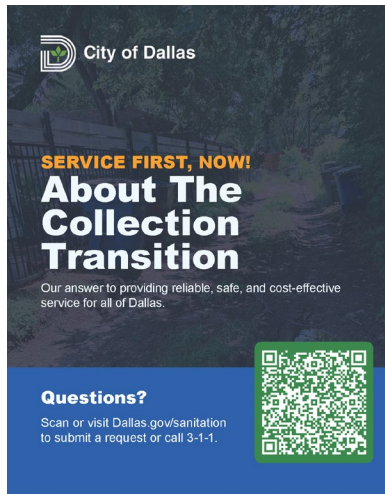
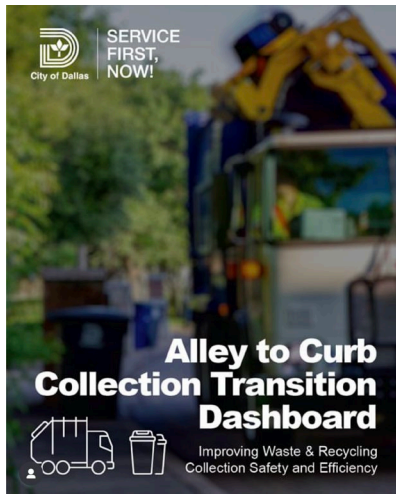
Thank you for your continued feedback and guidance as Sanitation continues to educate customers and address concerns about the limited alley-to-curb transition. This memorandum is to update you on the active, multi-channel outreach campaign supporting the transition. In short, the campaign is active and centered on helping impacted residents understand what's changing, why it's necessary, and the support available to them.

As a reminder, in June 2024, Sanitation proposed phasing out all alley collection (~95,000 customers, 36%). At the City Manager's direction, the department engaged in a 12-month period of listening to resident feedback through community events, neighborhood association meetings, one-on-one conversations, emails, and phone calls. **The revised plan now affects ~26,000 customers (28% of alley, 10% citywide), limited to the narrowest alley blocks where most homes have front driveways.**

Launched To-Date

Immediately following the City Council briefing on June 18, Sanitation, in partnership with Communications & Customer Experience/311, launched several public-facing tools:

- Interactive website and map (launched June 24, overhauled and updated on August 11 to strengthen the success of the messaging and improve the user experience) - Residents can look up their specific address and get block-level information
 - Explains the history and need for the transition
 - Pictures of common alley service issues
 - Transition timeline
 - Support programs: Helping Hands, Pack-Out, smaller rollcarts
 - FAQ
- Direct feedback system - One phone number (214-670-3555) and email (SAN.CurbTransition@dallas.gov) that routes directly to sanitation staff
- Messaging and Content
 - Social media campaign across city channels
 - Explainer graphics
 - City manager video
 - Newsletter content distributed to city council offices
 - Informational push cards on the Helping Hands program available to Council offices



Coming Next - Timeline

Timing	Activity	Channel / Format	Purpose / Notes
Sept 1-15	Animated videos on transition timeline and proper cart placement (bilingual, captioned)	Website; City/SAN social; paid targeted promotion	Targeted resident outreach. Show what's changing and how to set out carts correctly; accessible and mobile-friendly formats.
Sept 1-15	Schedule ride-alongs for interested council members, media, and community partners	Field demonstrations with crews in the field	Firsthand view of alley constraints and safety practices.
Sept 10-20	Trusted messenger toolkit for key community partners	Downloadable kit + printable handouts; scripts for e-blasts/Nextdoor	Equip local leaders to share accurate info; consistent talking points and visuals.
Oct 15 - Nov 15	Stickers on rollcarts of affected customers	Field touchpoint (cart labeling)	Targeted resident outreach. Direct notice of collection-point change at the household; QR/URL to map and support options.
Jan 5-10	Postcards to every affected household	Direct mail	Targeted resident outreach. Ensure offline reach; QR to map and a phone option for residents without internet access.

Sequencing note: Campaign elements are timed for when they will be most effective relative to implementation; timing may shift based on web traffic, form submissions, and social reach analytics.

How We're Handling Resident Concerns

Centralized Response System:

- All feedback goes through one intake process for consistent tracking
- Cases are categorized as: General Questions, Mapping Reviews, or Special Circumstances
- Residents are connected to support programs (Helping Hands, Pack-Out Service, smaller carts) when appropriate

Review Process:

- Desk review for all requests
- Site visits for potential safety hazards or accessibility issues
- Resident contacted and provided with follow-up information
- Collection points adjusted, as appropriate

Next Steps

1. Council 1:1 meetings are in progress to discuss your district's specific priorities and preferred communication channels; messaging adjustments will be made accordingly
2. Animated videos launch with targeted paid promotion
3. Ongoing analytics weekly to track effectiveness and adjust messaging

Please contact the Director of Sanitation, Clifton Gillespie, at clifton.gillespie@dallas.gov if you have questions or need additional information.

Service First, Now!



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