

Memorandum



CITY OF DALLAS

DATE May 31, 2019

TO Honorable Mayor and Members of the City Council

SUBJECT **Proposed Residential Brush and Bulky Waste Collection Changes**

Early this year, staff briefed both the Quality of Life, Arts & Culture Committee and City Council on an incremental approach to brush and bulky waste program to improve neighborhood cleanliness. The gradual changes begin with clarifying and reinforcing program guidelines and establishing reasonable collection limits for improved timeliness and reduced visual blight. The proposed changes also include a new “clean curb” collection component that allows for collection of non-compliant set outs with collection fees to become effective next fiscal year and billed on the dwelling units water bill. These changes, if approved, would include robust outreach and education and occur over several months prior to implementation of non-compliance fees.

Based on feedback and direction received at the City Council briefing in February, Sanitation Services was directed to develop and bring back an action item for Council consideration related to incremental program changes for brush and bulky waste collection and include an implementation/outreach plan with timelines for the changes.

On June 12, 2019, you will be presented with an agenda item proposing amendments to Chapter 18 “Municipal Solid Wastes,” of the Dallas City Code, related to residential brush and bulky trash collection. Council approval would clarify definitions and guidelines for better program compliance and effective July 1, 2020, establish monthly collection limits and regulations/fees for “clean curb” collections. Attached is a summary of the proposed program/ordinance changes, and the proposed implementation and outreach plan, including methods and timelines.

If you have any questions regarding this agenda item, please contact me or Kelly High, Director of the Department of Sanitation Services.

Joey Zapata
Assistant City Manager

Attachment

- c: T.C. Broadnax, City Manager
Chris Caso, City Attorney (Interim)
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
- Jon Fortune, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
Michael Mendoza, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
Laila Aleqresh, Chief Innovation Officer
Directors and Assistant Directors

BRUSH AND BULKY TRASH – COLLECTION CHANGES

PROGRAM COMPLIANCE AND VOLUME LIMITS

- Revise City Code related to brush and bulky trash collection
 - Refine program definitions
 - Clarify program restrictions (materials, placement, loose waste)
 - Establish monthly volume set-out limit – 10 cubic yards
 - Allow for 1 set-out annually to be “oversized” (20 CY) – must be requested via 311 SR
 - Clarify placement guidelines (away from vehicles, fences, gas meters, and power lines)
 - Create “Clean Curb” program
 - Provide for collection of set outs that exceed volume limits or that are non-compliant
 - Establish ordinance language to allow excessive volume and non-compliant collection fees to be billed on a dwelling units water bills
 - Fees established as part of budget process

IMPLEMENTATION AND OUTREACH APPROACH

- Four phase implementation approach
 - Official Code revisions related to brush and bulk program changes (June 12, 2019)
 - “Soft Launch” – Spend 6 months getting the word out on upcoming changes
 - Spring 2020 - Begin stricter program compliance enforcement (e.g., improper materials and loose waste)
 - Summer 2020 - Begin enforcing volume limits and implement “Clean Curb” collection and fees
- Develop outreach material for multiple outreach and education methods, such as:
 - New “Dallas Resident’s Guide for Waste and Recycling” mailer
 - Information on new brush and bulk collection – how to use the program, program compliance, restrictions and limits
 - Guidelines on using residential waste and recycling services
 - Updates on Council adopted program fees
 - Information of use of regional disposal facilities
 - Information on Recycling and Household Hazardous Waste
 - Consider professional marketing campaign
 - DWU billing inserts
 - Social Media
 - Attend or host community meetings
 - Library and Recreation Centers – Community Information Centers
 - Email distribution

Attachment A

BRUSH AND BULKY TRASH - COLLECTION CHANGES

IMPLEMENTATION PLAN AND TIMELINE

2019 Calendar Year

- August/September – Council consideration of Sanitation fees related to “Clean Curb” collection program
 - Council consideration as part of the FY 2019-20 budget adoption process.
- July - September
 - Develop “Residents Guide” format and information to be included
 - Develop outreach material related to brush and bulk collection changes for multiple formats
- October to December – Outreach and education efforts related to brush and bulk program changes
- December – Mail out “Residents Guide” to residential customers

2020 Calendar Year

- January to June – Continued outreach and education efforts related to brush and bulk program changes
- March 1st – Begin stricter enforcement of brush and bulk program compliance
- July 1st – Begin enforcing volume limitations and implement “Clean Curb” collection with fees