



**City of Dallas**

# **Review of Storm Debris Collections and Resident Communications for Sanitation Services**

**Quality of Life, Arts &  
Culture Committee**

August 19, 2024

Clifton Gillespie, Director  
Department of Sanitation Services  
City of Dallas

# Presentation Overview



- Background
- Storm Debris Collection Operations
- Sanitation Customer Communications
- Future Communication Enhancements
- Next Steps





- Sanitation provides solid waste collection and disposal services to approximately 250,000 customer locations
  - Primarily single-family home locations
  - Weekly garbage and recycling collection
  - Monthly brush and bulky item collection (10 cubic yard limit)
- Sanitation leads debris removal after significant debris generating weather events
  - Scope of debris determined a threat to public health and safety, or economic recovery of the community
  - Multi-departmental collaboration
  - Standby emergency contracts for debris management assistance



# Storm Debris Collection Operations



- A major storm event occurred on May 28, 2024 generating significant vegetative debris citywide
  - Emergency Operations Center activated and Incident Management Team established to coordinate multi-departmental response
  - Initial focus on clearing roadways and restoring electricity
  - Debris removal began May 29 in a limited capacity; ramped up the week of June 3 with contractor crews arriving to assist



# Storm Debris Collection Operations



- 7 day per week operations; capacity to collect and dispose more than tripled
  - ✓ First pass completed in 49 days
  - ✓ ~550,000 cubic yards of storm debris collected in 66 days
- All hands on deck
  - ✓ 200+ Sanitation staff
  - ✓ 100+ contract personnel
  - ✓ 65+ brush collection trucks/trailers
  - ✓ 70+ garbage trucks
  - ✓ Assistance from Code Compliance & Public Works crews



# Storm Debris Collection Operations



## Comparison of Major Debris Generating Events

Event Date	Debris Generating Event	Approximate Debris (cubic yards)	Approximate Clean-up time
June 9, 2019	Windstorm	700,000	90 days
October 20, 2019	Tornado	350,000	85 days
May 28, 2024	Windstorm	550,000	Substantially complete in 66 days, final cleanup ongoing

Comparison: Average volume of brush and bulky material collected monthly is approximately 100,000 cubic yards.

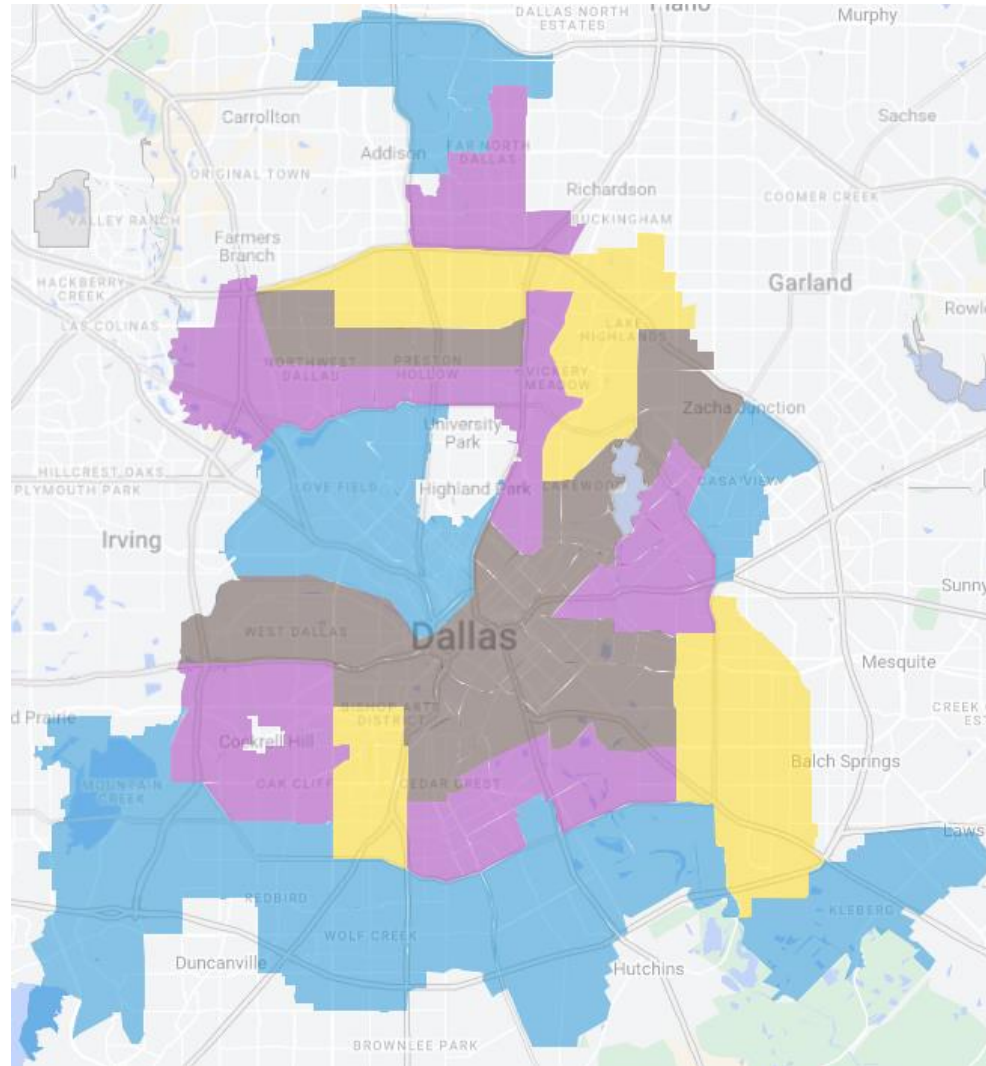






# Storm Debris Collection Operations



Brush and Bulky Item Collection Service Week Map

- Crews progressed through the city following designated geographic areas for Brush and Bulky Item Collection
- Storm debris collection began in 4<sup>th</sup> Monday Week Areas, where crews were working when storm occurred



-  4<sup>th</sup> Monday Week Area  
May 29 – June 9  
July 16 – 27
-  1<sup>st</sup> Monday Week Area  
June 10-21  
July 29 – August 2
-  2<sup>nd</sup> Monday Week Area  
June 22 – July 4  
August 5 – 9 (Targeted Areas)
-  3<sup>rd</sup> Monday Week Area  
July 5 – 15  
August 12 – 16 (Targeted Areas)



# Sanitation Customer Communications



- Service advisories via email, text message, push notification, automated phone call and 311
- Social media: NextDoor, Facebook, Instagram, X (Twitter)
- Dallas.gov Sanitation website
- Neighborhood group content aggregation
- In-person outreach at community events
- U.S. Postal Service: letters to residents
- Utility bill inserts
- Press: press releases/media alerts, press conferences, interviews





# Sanitation Customer Communications



**Waste Collection Reminder**  
 It's pickup day on Thu, Dec 22, 2022. Brush & Bulky Item Set Out - Residents are allowed to set out their brush and bulky items as early as the Thursday before their Brush and Bulky Item Set Out.

Dallas Sanitation Services  
 Senior Outreach Specialist City of Dallas Sanitation Services • 30 Jul • Edited

Help keep our communities clean and litter free by following this #SanitationTipTuesday!...

**Sanitation**  
 City of Dallas

**#TipTuesday**

Bag and tightly secure your garbage to prevent it from spilling onto the street during collection. This helps avoid windblown litter, deters rodents, and keeps your cart clean and odor-free.

Posted to Subscribers of Dallas Sanitation Services  
 21 18 · 8,152 Impressions

Dallas Sanitation Services  
 Senior Outreach Specialist City of Dallas Sanitation Services • 1 Aug

BRUSH AND BULKY SET OUT REMINDER: we are back on schedule! 1st MONDAY WEEK SET OUT BEGINS TODAY!...

**Sanitation**  
 City of Dallas

**Reminder**

1st Monday Brush and Bulky Items Collection

**Set Out Days:**  
 August 1 - August 4

**Days of Collection:**  
 August 5 - August 9

City of Dallas Sanitation Services Brush and Bulky Item Collection  
 dallascityhall.com

Posted to Subscribers of Dallas Sanitation Services  
 11 1 · 6,187 Impressions

dtxsanitation

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 City of Dallas

**#TipTuesday**

To ensure collection, branches and limbs for brush and bulky item pick-up should be no longer than **10 feet** and no wider than **12 inches**.

Liked by dallascityhall and 5 others  
 dtxsanitation Help keep Dallas communities clean and litter free by following this #SanitationTipTuesday! Ensuring your limbs are trimmed down will streamline the collection... more  
 6 days ago

Tue, May 28 at 14:22

Curbside Alerts. Sanitation is working to evaluate the scope of storm debris and impacts to our operations.... Reply STOP to cancel

Thu, Jun 6 at 18:21

Curbside Alerts. Storm debris collection is currently underway. For more information on storm debris set out Reply STOP to cancel

Friday 19:01

Curbside Alerts. It's Community Clean Trashoff on Sat, Aug 10, 2024. For more information, call... Reply STOP to cancel

CD City of Dallas 6/13/24

**May 2024 Storm Debris Collections | Collection day is tomorrow**

**City of Dallas**

**Waste Collection Reminder**

Just a friendly reminder for

The following will be picked up on **Fri, Jun 14, 2024:**

**May 2024 Storm Debris Collections**

Storm debris collection is underway. Sanitation customers may place up to

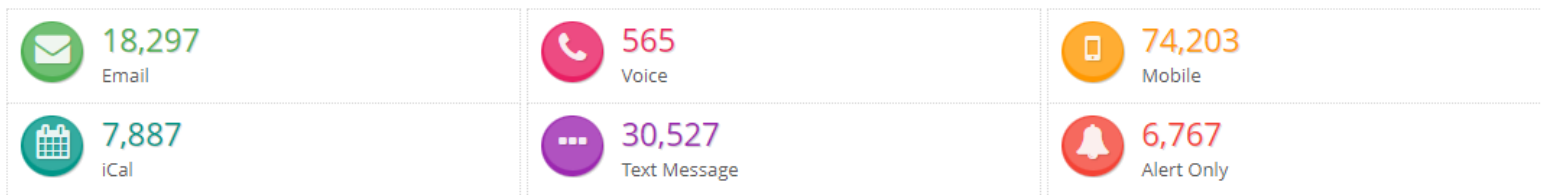


# Sanitation Customer Communications

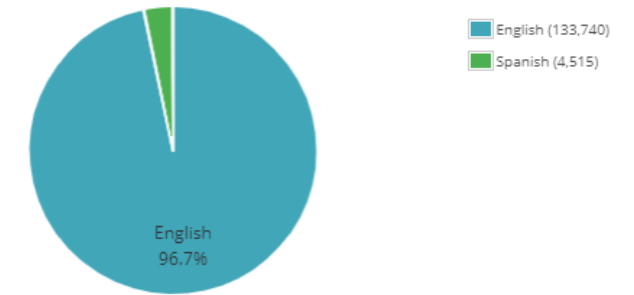


- 86,407 unique customer households receive service advisories through Recollect notification service
  - 138,246 individual enrollments (indicating multiple enrollments for some households)

Reminders Created



Reminder Languages



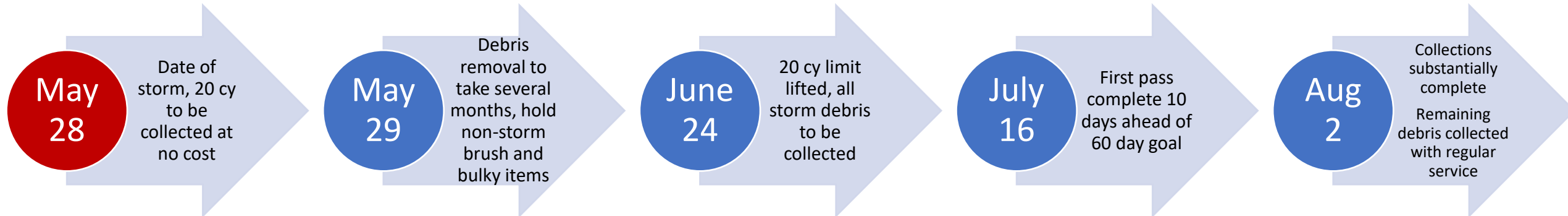
- 134,000 Dallas-based visitors to Sanitation website (Dallas.gov/Sanitation) since October 1, 2023



# Sanitation Customer Communications



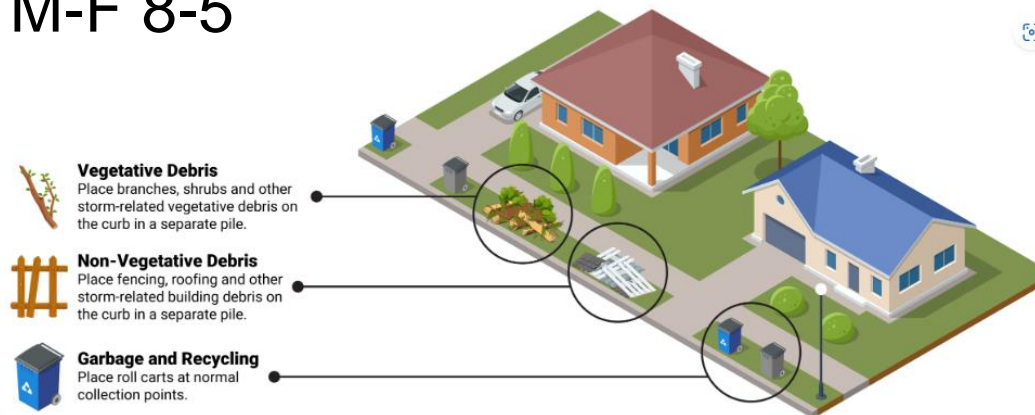
- Following May 28, 2024, public communications related to storm response managed through Communications and Customer Experience/311 and Emergency Management
- Upon deactivation of emergency operations, Sanitation resumed day-to-day management of customer communications
- Major Sanitation event timeline:



# Sanitation Customer Communications



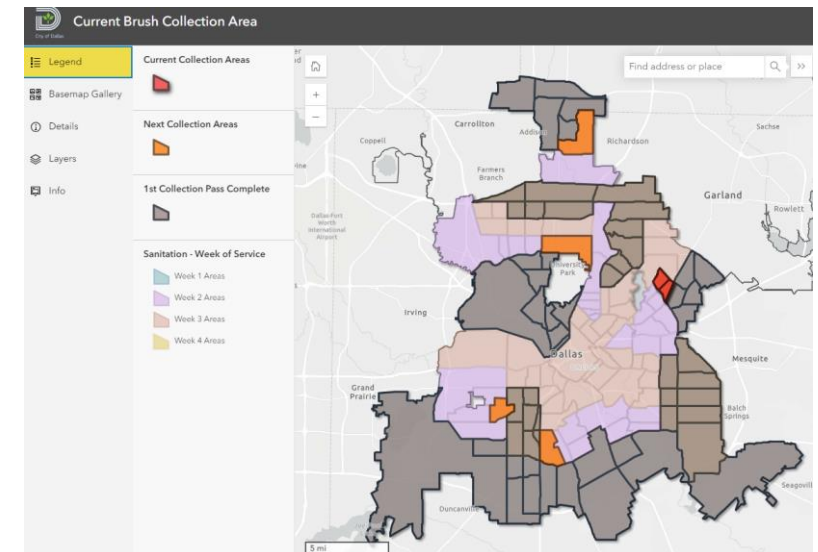
- Storm debris information webpage activated June 4
  - Debris placement guidelines
  - Info graphics
  - FAQ
  - Collection progress map: where crews were, where they'd be next
  - Live chat, M-F 8-5



### Debris Placement Guidelines

<b>Set Out Only Storm Debris</b> Place debris at the curb in 2 piles: 1 pile for vegetative waste 1 pile for building debris such as fencing or roofing materials. Co-mingled piles may not be collected.	<b>Cut Large Branches</b> Cut large branches and limbs into manageable lengths, no longer than 10 feet and no wider than 12 inches in diameter. Crews may not be able to collect oversize debris.
<b>Do Not Block Collection Efforts</b> Keep all vehicles at least 20 feet away from storm-related debris piles between 7 a.m. and 7 p.m. to allow for passage of equipment s to remove material.	<b>Avoid Obstructions</b> Avoid placing debris where it blocks sidewalks, driveways, or pedestrian pathways. Place debris just behind the curb, outside of travel lanes, away from drainage ditches, and from obstructions such as mailboxes, fences, sprinkler heads, fire hydrants and water/gas meters.

**Regular Brush & Bulky Item Collection Is Suspended**  
Sanitation is only collecting storm-related debris at this time. Regular brush and bulky item collection service is suspended until further notice. Any non-storm-related debris placed at the curb will not be collected. Dallas residents may self-haul brush, bulky items and other waste to the landfill or a transfer station at no cost. [Rules and hours of operation here.](#)



# Sanitation Customer Communications



- Storm-related debris communications did not reach everyone, some neighborhoods disproportionately affected
- Non-storm-related debris, and regular bulky waste co-mingled with storm debris was not collected
  - Crews only collected storm debris to maximize opportunity for Federal public assistance reimbursement
  - Non-compliant debris accumulated on the curb in some areas
  - Collection of all debris, storm and non-storm related, resumed July 16
  - Trash-off events near affected areas held on Aug 3 and Aug 10



# Future Communication Enhancements



- Sanitation and Communications and Customer Experience/311 partnering to identify additional outreach channels to hard-to-reach customers
- Possible connections include:
  - City's emergency notification system for automated phone calls and/or text messages to all customers
  - Partnerships with hyperlocal community groups, faith-based organizations, and cross-cultural and senior outreach organizations
  - Additional communications collateral for councilmembers
  - Variable message signs and door hangers for specific neighborhoods
  - Leveraging access to billboards and other non-traditional City outreach channels



# Next Steps



- Feedback from QOLAC
- Lessons learned sessions and after-action reporting
- Planning and resource development for next event, including a storm communications plan





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