

Memorandum



CITY OF DALLAS

DATE May 27, 2020

TO Honorable Members of the Environment and Sustainability Committee

SUBJECT **Implementation of the 2019 Brush and Bulk Ordinance**

On June 12, 2019, the City Council approved an ordinance amending Chapter 18, “Municipal Solid Wastes,” of the Dallas City Code, establishing collection limits for brush and bulky trash, and additional regulations related to size and placement. These changes were adopted to improve collection timeliness and reduce visual blight in our neighborhoods. The collection limits provision of the ordinance becomes effective on July 1, 2020, and the City is initiating a public awareness campaign to alert residents of the forthcoming changes. Below is a summary of the program changes, the advertising campaign, and implementation plan.

Currently, residential Sanitation customers may place brush and bulky trash curbside for collection once a month with no restrictions on the quantity. Upon adoption of the ordinance last year, two new regulations took effect: brush cuttings may not be greater than 10 feet in length or 8 inches in diameter, and brush/bulk may not be placed within five feet of any standing object or under low hanging tree limbs or power lines.

Effective July 1, 2020, the quantity of a monthly brush and bulky trash set out may not exceed 10 cubic yards, or approximately the equivalent of 10 household range units. Once per year, customers are allowed an oversized collection of up to 20 cubic yards, provided notification is made to the City one week in advance of the scheduled collection via 3-1-1.

Additionally, the new program also includes a “clean curb” collection component that allows for collection of non-compliant set outs with collection fees posted to the dwelling unit’s utility bill at a rate of \$60 per five cubic yards, billed in five cubic yard increments. However, Sanitation will work with Code Compliance through September for soft enforcement of the new ordinance. Door hangers will be used to alert residents of non-compliance during this initial period, with fees only assessed to repeat violators. Thereafter, Sanitation crews will measure and photograph non-compliant set outs prior to picking up and billing.

To alert Dallas residents of these changes, Sanitation Services has launched a bilingual public awareness campaign across multiple mediums entitled “*Brush Up on Bulk Pickup.*” Additionally, a website, CurbsideManners.com, has been launched to provide residents with specific information about the program and answers to frequently asked questions. The website also includes a calculator to help residents measure their set out and convert measurements to cubic yards. All campaign materials are being produced in English and Spanish, and all materials direct customers to the website for detailed information. The specific elements of the campaign include:

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- Postcard mailed to all Sanitation residential customers (end of May, beginning of June)
- Utility bill inserts for the month of May
- Radio ads on top stations in the market, including leading urban and LatinX stations, and WRR (end of May through June)
- Print ads in weekly publications (June)
- Programmatic digital ads through Belo and Company (end of May through June)
- Service alert e-mail to Sanitation customers enrolled in e-billing (mid-June)
- Email notifications to homeowners and neighborhood associations (mid-June)
- Messaging on City television stations (June)
- Social media messaging: Facebook, Twitter, Instagram, NextDoor (June)
- Fliers and graphics made available to Council offices (May)

After July 1, 2020, Sanitation will continue an awareness campaign through September to continue messaging the brush/bulk program changes to catch those in the targeted audience that may have missed the initial messaging, and to remind others that may have infrequent set outs.

The new limits on brush and bulky trash are phase one of an incremental approach to improve solid waste collections and neighborhood cleanliness in Dallas. Sanitation will brief the Environment and Sustainability Committee in the coming months on additional proposals to improve the efficiency of Sanitation collections, in line with the City's Local Solid Waste Management Plan and Comprehensive Environmental and Climate Action Plan. Options for on-demand, scheduled collections and separation of bulk and brush will be presented at this time.

If you have questions or require additional information please contact me or Tim Oliver, Interim Director of Sanitation Services.



Joey Zapata
Assistant City Manager

c:	Honorable Mayor and Members of the City Council	Jon Fortune, Assistant City Manager
	T.C. Broadnax, City Manager	Nadia Chandler Hardy, Assistant City Manager
	Chris Caso, City Attorney	Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
	Mark Swann, City Auditor	M. Elizabeth Reich, Chief Financial Officer
	Biliera Johnson, City Secretary	Laila Alequresh, Chief Innovation Officer
	Preston Robinson, Administrative Judge	M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
	Kimberly Bizer Tolbert, Chief of Staff to the City Manager	Directors and Assistant Directors
	Majed A. Al-Ghafry, Assistant City Manager	