

Memorandum



DATE June 9, 2011

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair),
Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Sheffie Kadane, David A.
Neumann, Steve Salazar

SUBJECT Update on Plan to Address Abandoned Shopping Carts

At the June 13, 2011 Quality of Life & Government Services Committee Meeting, the attached briefing will be given to update you on the plan to address abandoned shopping carts.

If you have questions or need additional information, please let me know.



Forest E. Turner
Assistant City Manager

Attachment

Cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
C. Victor Lander, Administrative Judge
Ryan S. Evans, First Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager

Update on Plan to Address Abandoned Shopping Carts

Presented to the Quality of Life &
Government Services Committee

June 13, 2011



Background

- ❑ The City Council was briefed on February 2, 2011 on the City's proposed plan for addressing abandoned shopping carts across the City
- ❑ Code Compliance staff has engaged stakeholders amongst the community and retailers to get insight on what they would like to see with any change to the City's shopping cart policies
 - Meetings were well attended and participants provided excellent feedback from many perspectives
- ❑ This feedback was used to model a pilot program that will run from April through September of 2011
- ❑ Research was also performed to examine what other cities in the area and across the country have in their ordinances to address abandoned shopping carts

Pilot Program

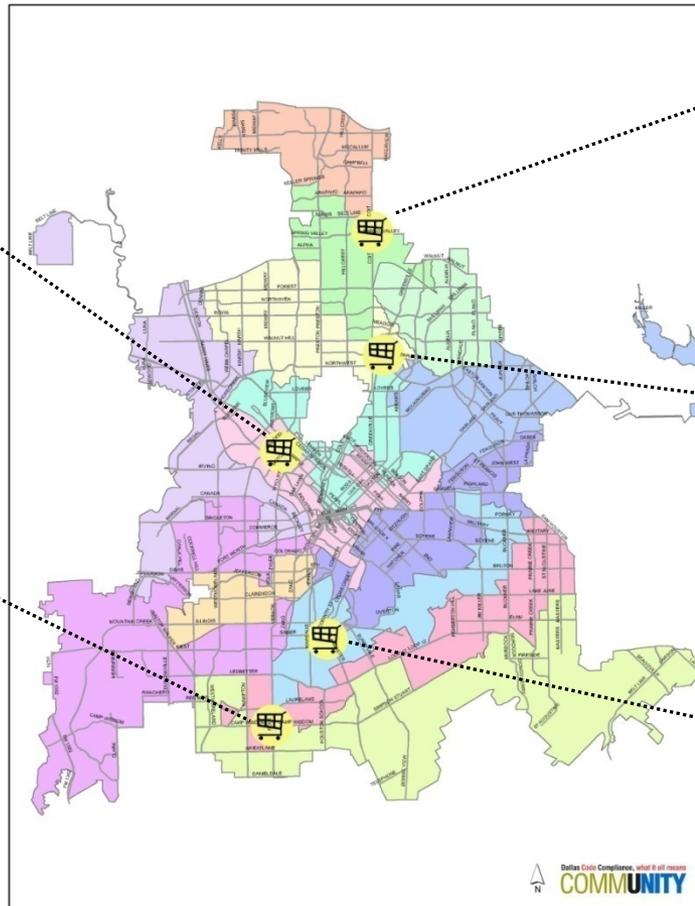
- Five target areas have been identified as part of this pilot program



5000 Blk of Maple



Polk/Camp Wisdom



Spring Valley/Coit



Vickery Meadow



Lancaster/Kiest

*Complete list of large retailers in each area is listed on Slide 4

Pilot Program (cont.)

- The table below shows all the larger retailers that are located in the five shopping cart pilot areas
 - *Indicates stores that are physically located outside of Dallas, but their carts show up abandoned within the City limits

Pilot Area	Stores in the Area
Maple	El Rio Grande Grocery Store, Family Dollar
Lancaster/Kiest	Fiesta Grocery Store, Walgreens, Save-A-Lot Grocery Store
Polk/Camp Wisdom	Minyard Grocery Store, Family Dollar
Spring Valley/Coit	Fiesta Grocery Store, El Rancho Grocery Store, Kroger Grocery Store*, Wal-Mart Neighborhood Market*
Vickery Meadows	Super Target, Sam's Club

Pilot Program (cont.)

- ❑ These five areas were selected based upon some of the following criteria:
 - Complaint History
 - ❑ Number of Service Calls
 - ❑ In-field inspector observations
 - Density of retail
 - ❑ Number of stores with carts in the area
 - Proximity to apartments and neighborhoods to retail
 - Geographic location



Pilot Program (cont.)



- The goal of this pilot program is to:
 - Have retailers demonstrate strategies that will keep the carts on their property and not abandoned in neighborhoods
 - Compile the baseline data necessary to determine how to best hold retailers accountable

Shopping Cart “Round Up”

- ❑ The first step in the pilot program was to hold shopping cart “round ups”
 - First two were held in April and May
 - Next scheduled “round up” is the week of June 27th
- ❑ Over 300 shopping carts have been pulled in the 5 target areas
- ❑ The Cart Round Ups held to this point have not only resulted in hundreds of carts being removed from the streets, but it has also provided needed baseline data for the pilot program



Current Features at Pilot Stores

Spring Valley/Coit

<u>Store</u>	<u>Measures in Place</u>
Fiesta	Parking lot attendant, cart collection (3 times daily)
El Rancho	Cart Collection (once daily)
Kroger*	None in place
Walmart* (Neighborhood Market)	Cart Collection (Weekly)

Lancaster/Kiest

<u>Store</u>	<u>Measures in Place</u>
Fiesta	Cart Collection (3 times a week), service in place to take customers without vehicles home
Walgreens	Wheel immobilization, Cart collection (once a month)
Save-A-Lot	Wheel immobilization, Cart collection (1-2 times a week)

Vickery Meadow

<u>Store</u>	<u>Measures in Place</u>
Super Target	Cart Collection (weekly or as needed)
Sam's Club	None in place

Maple

<u>Store</u>	<u>Measures in Place</u>
Rio Grande	Cart collection (Daily at noon)
Family Dollar	None in place

Polk/Camp Wisdom

<u>Store</u>	<u>Measures in Place</u>
Minyard	None in place
Family Dollar	Wheel immobilization device in place but not currently working, Cart collection (Daily when possible)

*Located in Richardson

Key Contributors

- City staff has been working with many stakeholders in this process, but there have been two groups in particular that have been of great assistance:
 - Vickery Meadows Improvement District has been actively engage in this process and has provided valuable input and assistance
 - They have volunteers who routinely pick up shopping carts in the area
 - Apartment Association of Grater Dallas will be a key partner in working with complexes on education and outreach on shopping carts
 - Working with Kathy Carlton – Dir of Government Affairs

Next Steps

- ❑ Conduct next cart “round up” the week of June 27th
- ❑ Continue to track cart numbers during the late summer months to determine effectiveness of programs
- ❑ Introduce education and outreach program with customers and apartment complexes
- ❑ Provide City Council with a recommendation in October 2011