

Memorandum



DATE September 22, 2011

TO Honorable Members of the Quality of Life Committee: Angela Hunt (Chair),
Sandy Greyson (Vice Chair), Monica Alonzo, Dwaine Caraway, Carolyn R. Davis

SUBJECT Update on Plan to Address Abandoned Shopping Carts Briefing

On Monday, September 26, 2011, you will be updated on the Plan to Address Abandoned Shopping Carts. The material is attached for your review.

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



Joey Zapata
Interim Assistant City Manager

Attachments

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Rosa A. Rios, Acting City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge Municipal Court
A.C. Gonzalez, First Assistant City Manager
Forest E. Turner, Assistant City Manager
Ryan S. Evans, 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 Committee
September 26, 2011



Purpose

- Pilot a program to study the problem of abandoned shopping carts and offer recommendations to Council in November to strengthen enforcement.

Background

- ❑ A pilot program was implemented in April 2011 to identify five target areas across the City and gather baseline data on the number of abandoned shopping carts and what measures were taken by the stores to retain and/or retrieve carts
- ❑ Monthly cart “round ups” were held using Code Compliance staff and Community stakeholders
- ❑ Totals to date:
 - 486 Carts retrieved in the five target areas
 - 630 Carts retrieved City Wide
- ❑ 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

Target Area Review

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



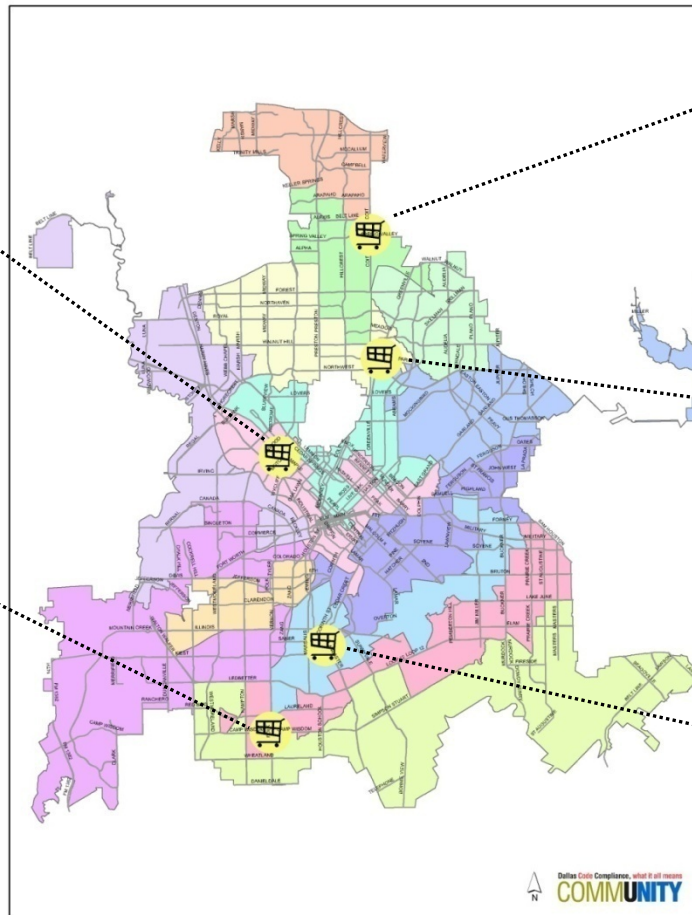
Family Dollar

5000 Blk of Maple



Minyard

Polk/Camp Wisdom



El Rancho

Spring Valley/Coit



Super Target

Vickery Meadow



Fiesta

Lancaster/Kiest

*Complete list of large retailers in each area is listed on Slide 5

Target Area Review

- 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, Wal-Mart/Sam's Club, Fiesta

Pilot Project Findings Thus Far

- A majority of the major retailers in the pilot areas had some sort of prevention or retrieval process in place for their shopping carts
 - Wheel immobilization and cart collection are the two most common measures
- Proximity of stores to apartment complexes is a key barometer for areas for abandoned carts
 - The target area in Vickery Meadow had the highest volume of carts
 - 91 apartment/condominium communities totaling 1,266 units
 - 4 large grocery/retail stores within walking distance

Pilot Project Findings Thus Far

- Customer education is a key element that needs to be emphasized
 - Removing carts from store property is against the law
 - Important for store owners to inform their customers that they should not remove the carts from premises
 - If carts are removed from store property, customers should not abandon them on Public Right-of-way
 - Carts should be returned to the store
 - Stored neatly on apartment property if not immediately returned

Pilot Project Findings Thus Far



**Be Smart
Return the Cart**

Dallas Code Compliance, what it all means
COMMUNITY

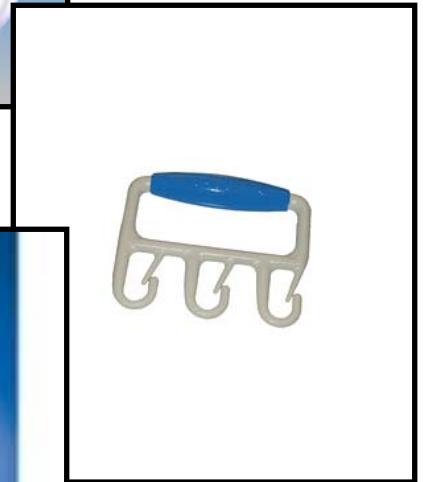
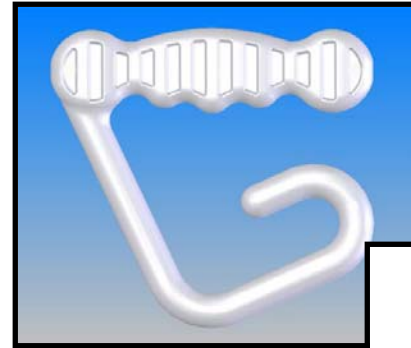
- In an effort to increase public education, staff worked with the Apartment Association of Greater Dallas to publish shopping cart education in their monthly member publication “Rooflines”
- Additional outreach efforts will be made with individual complexes to educate residents on shopping cart ordinances

Pilot Project Findings Thus Far

- Forging partnerships between stores and apartment complexes can be a key catalyst to getting many carts off the street
 - Fiesta is working with complexes in the Vickery Meadow area to set up cart corrals on apartment property
 - Residents can return their carts to the corral and Fiesta can come and pick them up daily
 - More creative agreements can be forged between stores and apartments to incentivize not removing carts
 - e.g. Providing patrons rides to participating complexes

Pilot Project Findings Thus Far

- More effort must be placed on providing alternatives to shopping carts for customers that carry their groceries home
 - Challenge is to find alternatives that are not cost prohibitive
 - Must be properly marketed to ensure that they use them in lieu of the carts



Shaping a New Program

- ❑ This pilot program has demonstrated that many stores place time, effort and resources in to retaining and retrieving their carts
- ❑ Attention should be placed on those stores that place little to no effort on preventing their carts from being abandoned



Shaping a New Program

- The plan is to create a program that recognizes compliant stores that meet certain criteria to keep up with their shopping carts
 - Similar to Gold Star Program implemented by DPD for Multi-Tenant Properties
- Current task is coming up with the criteria necessary for acceptance in the program
 - e.g. wheel immobilization, frequent cart pick up, required signage in the stores, certain amount of education and outreach

Key Contributors

- There have been several key stakeholders who have worked closely with the City during this process
 - Vickery Meadows Improvement District
 - Apartment Association of Greater Dallas
 - Fiesta Stores
 - El Rancho Stores

Next Steps

- ❑ Continue education and outreach efforts to discourage abandonment of shopping carts and establish partnerships with businesses and stakeholders
- ❑ Bring proposed program for compliant businesses to Council in November 2011

Appendix

Current Measures 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)
Wal-Mart/Sam's Club	Wheel immobilization

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