

Citywide Litter Initiatives

Briefing to Quality of Life Committee

December 10, 2007



Purpose

To Provide:

- An overview of **existing** City of Dallas litter control efforts
- An outline of **new** litter initiatives for FY 07-08
- A summary of the **next steps** critical to the success of program enhancements

Why a Litter Program?

- Dallas City Code Chapter 7A
 - Anti-litter regulation

- City Council Key Focus Area Objective
 - Clean Healthy Environment

How do we approach litter?

- Litter is everything from bottles to bulky trash
- Litter abatement is addressed multiple ways
 - Prevention is crucial to a successful litter program
 - Aggressive abatement can deter litter
 - “broken windows” theory

Program Components

- Public Education, Outreach, and Volunteer Efforts/Partnerships

- Compliance

- Enforcement

Public Agency Coordination



Education and Outreach

Code Compliance

- “Give Graffiti the Brush”
 - Coordinated effort between the city and volunteers to address vandalism

Park and Recreation

- Programs for children and schools
 - Communities Against Trash
 - “Cool Cat” Mascot
- Friends of Oak Cliff Parks
- Ground Work Dallas

Education and Outreach

Public Works - Storm Water Management

- Awareness campaigns
 - It Goes With the Flow. Keep it Clean
 - *wheredoesitgo.com*
- Community presentations
- Informational newsletters and articles
- Community partnerships
 - DISD Television producing two videos (litter/recycling)
 - Texas Watch Volunteer Water Quality Monitoring
 - Greater Dallas Restaurant Association (GDRA)
 - EPA Outdoor Classrooms
 - Starbucks-Earth Month-Keep Dallas Beautiful

Education and Outreach

□ Strategic Customer Service

- Community presentations outlining:
 - COD departments and available services
 - 3-1-1 service request system

Compliance

- Code Compliance
 - Mow/Clean Division
 - CCS staff mows and cleans private owned property throughout entire city after violations are cited and owners are notified
 - 28,047 litter removal service requests in FY 06/07
 - 7,484 cases abated by Mow/Clean crews
 - Also, Mow/Clean maintains 171 tax foreclosed properties on a bi-monthly basis
 - CCS staff works with City Marshal's Office on illegal dumping complaints
 - 130 criminal cases abated in FY 06-07
 - 76 cases (with no evidence) abated in FY 06-07
 - 1,495 illegally dumped tires abated in FY 06-07
 - Graffiti Abatement
 - Staff responded to 1,097 service requests in 06-07
 - Scrap Tire Ordinance
 - Tire businesses are required to have a license
 - Tire transporters are required to have a permit

Compliance

Park and Recreation

- Weekly litter patrol by PKR staff (Mon-Fri)
 - All parks in the City of Dallas (approximately 400)
 - Each park is inspected at least weekly
 - Every park is inspected on Mondays
 - Some busier parks are inspected twice daily
 - Monday Litter removal program
 - Bagged litter from weekend is picked up and removed
- Weekend Litter/Trash Pick Up and Removal
 - One dedicated (2 person) litter crew (Wed-Sun) at White Rock and Bachman Lakes
 - Weekly maintenance crews respond on Monday and Tuesday
 - Supplemented litter pick-up, by contract, during the peak season of April thru October (Thu-Mon)
 - 54 of the most littered parks (2-4 times per weekend)

Compliance

Sanitation

■ Monthly Brush and Bulk Collection Service

- Contributes to major residential cleaning
- 228,073 households; service is 12x year; collects 201,994 tons
- Most cities provide this service 0-4 times a year

■ Brush Busters Program

- Partnership with Code Compliance Services
- Cases result from bulk trash offences that require CCS enforcement action (10,617 cases)
- After appropriate action is taken by CCS, Brush Buster crews receive a request for removal

Compliance

Street Services

■ Median and Right-of-Way Mowing Contract

- 1,600 acres mowed per cycle (19-21 cycles per year) from November-March (this does not include TxDOT ROW)
- Mowing cycles range from 10, 14, to 21 days
- Litter is removed in advance of mowing

■ Surplus Property/Floodway Management Areas

- District crews pick up litter in advance of mowing
- 163 surplus properties (mostly residential) mowed every 14 to 21 days from March -November
- 166 Acres of Floodway Management Areas (2-4 times per year)

■ Debris on Streets/Right-of-Way

- City crews remove debris on streets and City rights-of-way
 - Approximately 8,800 CRMS request received annually
 - Major thoroughfares swept monthly & CBD swept 5 nights/week

■ Central Business District Litter Abatement

- City crew focuses on Main Street, West End, and Deep Ellum
 - Crews supplemented by Downtown Improvement District (Clean Team)
- Contracted service focuses on areas within the CBD with high transient populations

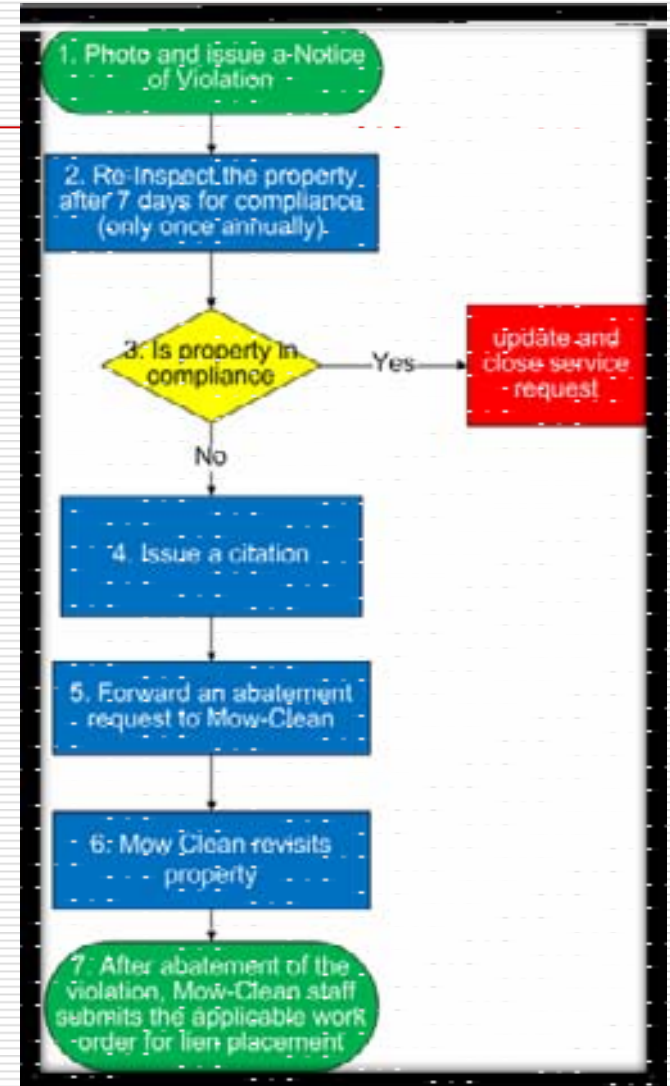
Compliance

- Storm Water Management
 - Waterway debris monitoring and litter removal
 - White Rock Lake, Lake Cliff Park, Turtle Creek and Bachman Greenbelt Park (Inspected Monthly)
 - Customer complaint response

- Strategic Customer Services
 - Service Area Coordination Team
 - Partner with HOA, NA, Crime Watch and local Business Associations
 - Assist neighborhood partners, COD departments, and Council Members in coordinating clean up efforts
 - Arlington Park Clean Up and Trash Attack
 - Facilitate and encourage multi-departmental collaboration

Enforcement

- Code Compliance
 - Established regulations and procedures for property owners not in compliance with City Code Chapter 7A (detailed code regulations in Appendix B)
 - Litter abatement



New Department Initiatives

New Initiatives

□ Park & Recreation

- \$368,000 added to FY 07/08 budget
- Weekend Litter and Trash Removal Program
 - 12 FTEs: 2 FTEs per Park Maintenance District
 - Staff assigned to busiest and most heavily littered parks to pick up and remove litter
 - Wednesday-Sunday, 1 pm to 9:30 pm



New Initiatives

- Street Services
 - \$224,000 added to the FY 07-08 budget
 - Supplement existing Median and Right-of-Way Mowing Contract:
 - Litter pick-up on existing mowing locations and adjacent non-mowed right-of-way (1600+ acres)
 - Litter pick-up every 14 days during the non-mowing season (6 cycles)
 - Added litter abatement during the mowing season (2 cycles)



New Initiatives

- Sanitation Services “Pride in Your Neighborhood” Pilot Program
 - The Concept
 - Keep America Beautiful (KAB) has a proven “Beautification Program” which empowers citizens thru education/training to take individual responsibility for enhancing their communities
 - To measure the success of this program, KAB utilizes the following tools:
 - Photometric Index – measures litter before/after
 - Windshield Survey System – directs cleanup activities
 - Litter Index – designed to measure progress over time
 - Tested and recorded as successful in other cities:
 - Houston
 - Savannah
 - Indianapolis
 - Dallas will implement this concept through its “Pride In Your Neighborhood” Pilot Program

New Initiatives

- Sanitation Services – Cont'd
 - What is Pride In Your Neighborhood?
 - A new pilot program for FY08 offered by Keep Dallas Beautiful (KDB)
 - Grass-roots effort to improve appearance of selected neighborhoods in Dallas
 - Uses primary tools of:
 - Leadership within the community
 - Education
 - Hands-on efforts for clean-ups and beautification projects
 - Decreases code violations, improves property values – results in neighborhood pride

New Initiatives

- ❑ Sanitation Services – Cont'd
 - Why in Dallas?
 - ❑ To address council's litter concerns in the southern sector
 - ❑ Many of Dallas' maturing neighborhoods show signs of age and neglect
 - ❑ Litter strewn in the streets and nearby waterways
 - ❑ High weeds and waste piles go unattended
 - ❑ Graffiti appears overnight
 - ❑ Overstrains resources in Code Compliance

New Initiatives

Sanitation Services – Cont'd

Program Goals

- Re-establish and nurture community pride
- Reduce litter, wipe out graffiti and eliminate common dump sites
- Attract new stakeholders
- Increase property values over time

New Initiatives

- Sanitation Services – Cont'd
 - Keep Dallas Beautiful offer
 - Partner with the City to:
 - Initiate a 14-month pilot project involving 6 unique neighborhoods
 - Organize, manage, recruit and train community leaders
 - Assess specific community concerns using the KAB concepts (“Photometric Index” & Windshield Survey System) to conduct physical surveys & baseline measurements
 - Tailor community beautification plans for each selected neighborhood
 - Conduct community cleanups and outreach events
 - Remain a fixture in each community for at least 2 years to monitor & register progress

New Initiatives

- Sanitation Services – Cont'd
 - Selecting Pilot Neighborhoods
 - KDB requested the identities of “Champion” neighborhoods which could benefit from this program:
 - Active HOAs or NAs
 - City Service Area Coordinators submitted neighborhoods for review
 - KDB field assessor conducted both on-foot and “windshield survey”
 - Mapped neighborhood assets and challenges
 - General conditions, issues, and deficiencies
 - Reviewed census information on neighborhoods
 - Formulated description of each neighborhood
 - Reported field assessment results and recommendations

New Initiatives

□ KDB Recommendation

Name of Neighborhood	Tally	Suitability of Program	Council District	Recommendation
Arcadia Park*	42	High	6	Yes
Dixon Circle	42	High	7	Yes
Fordham Road	42	High	4	Yes
Arlington Park	39	Moderate	2	Yes
Beverly Hills*	38	Moderate	3	Yes
Cedar Oaks	38	Moderate	4	Yes
Singing Hills	38	Moderate	5	Yes

*Combined Effort

Pride in Your Neighborhood

"High" suitability for pilot inclusion



"Low" suitability for pilot inclusion



New Initiatives

□ Cost of Program

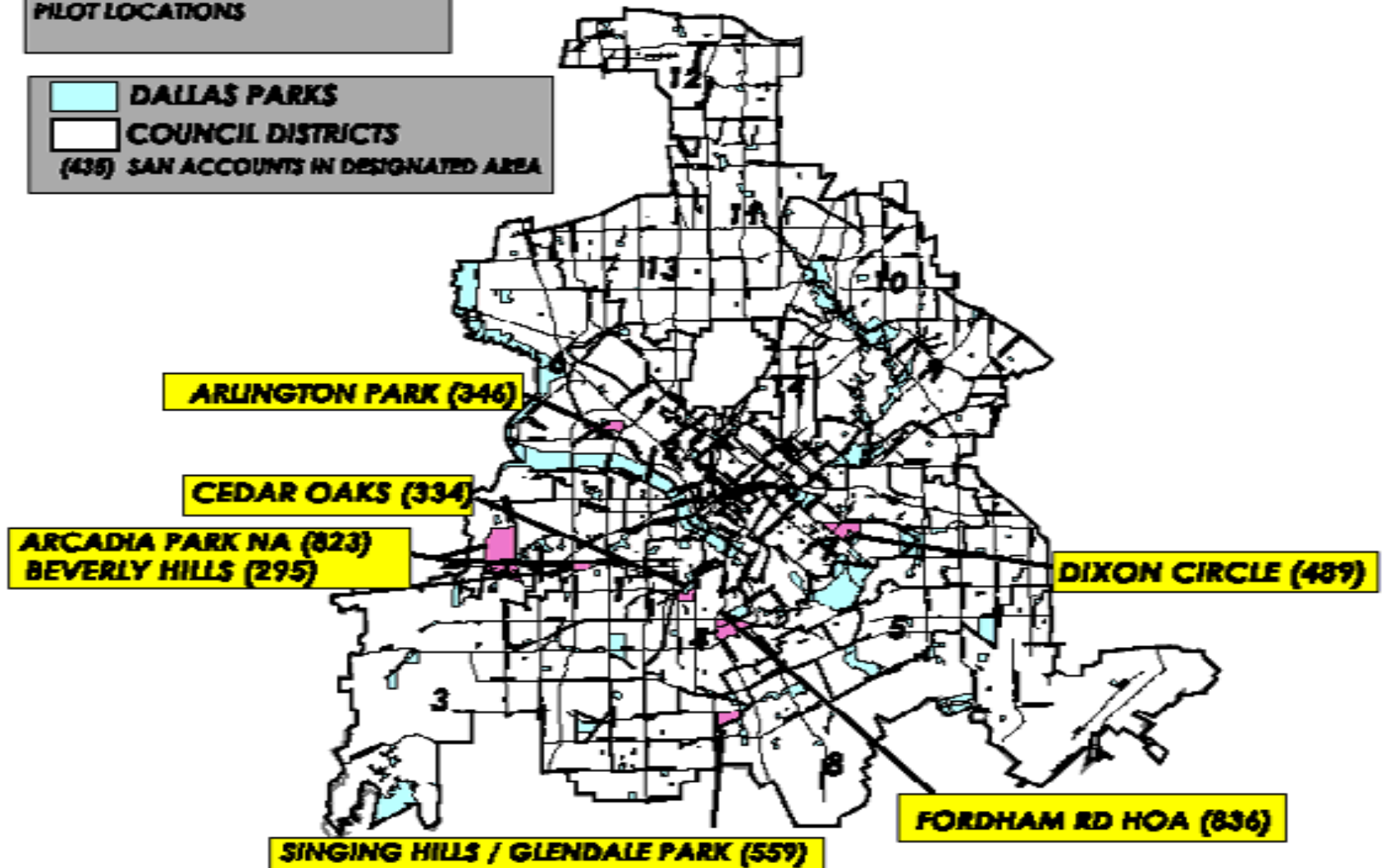
- 6 pilot neighborhoods
- \$72,500 per neighborhood
- Total Cost = \$435,000

□ Potential Supplementary funding

- KDB soliciting funding, donations, and “In Kind” services from interested private parties
- Opportunity to increase participation

**"PRIDE IN YOUR NEIGHBORHOOD"
PILOT LOCATIONS**

-  **DALLAS PARKS**
-  **COUNCIL DISTRICTS**
(438) SAN ACCOUNTS IN DESIGNATED AREA



FY 2007/08 Budget Allocations for New Initiatives



Next Steps

- Departments involved in current efforts and new initiatives immediately begin recording amounts of litter collected
- Park & Recreation
 - Hire additional staff – December 2007 thru January 2008
- Street Services
 - Pilot cycle - December 2007
 - Finalize routes for litter pick-up
 - Incorporate litter pick-up into current median and right-of-way contract – January 2008
- Sanitation Services
 - Proceed with contract for Pride in Your Neighborhood

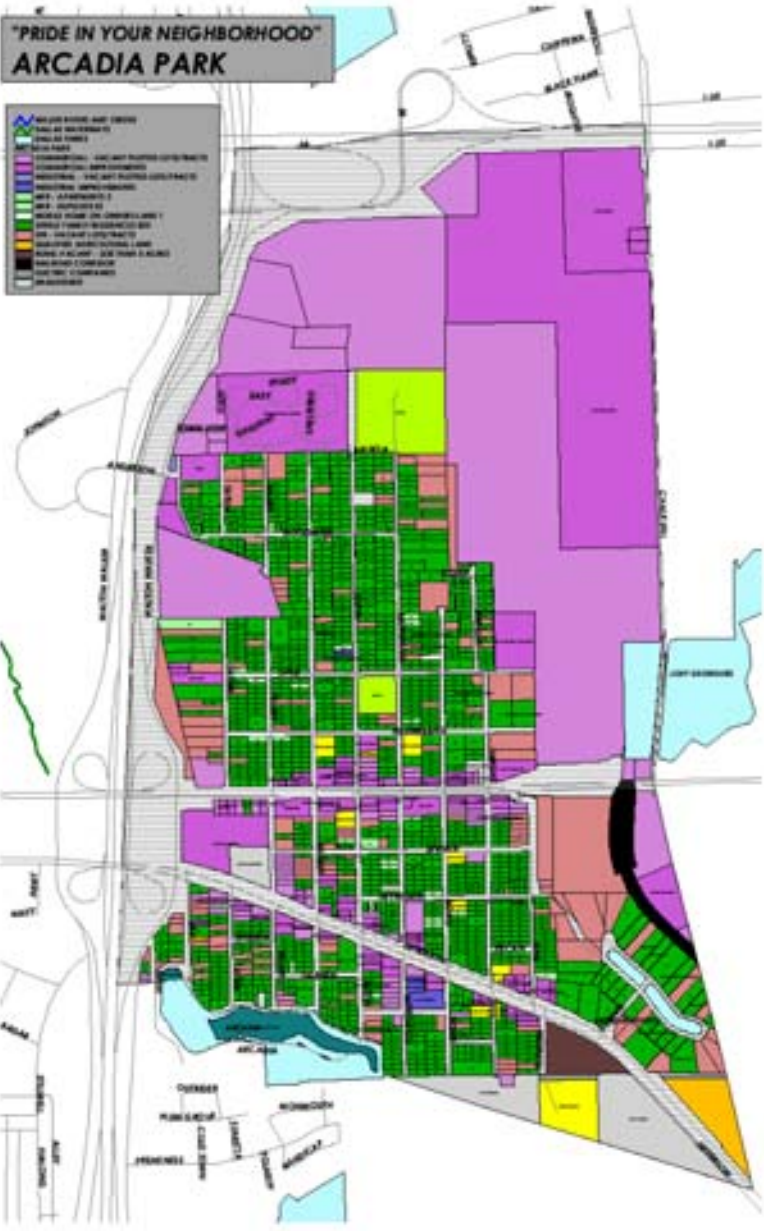
Next Steps

Future Policy Decisions

- Supplement TxDOT's current mowing and litter pick-up cycles
 - Current TxDOT cycles are between 2-4 times annually
- More education and outreach efforts
 - Focus or redirect efforts towards litter prevention
 - Prevention vs. Abatement

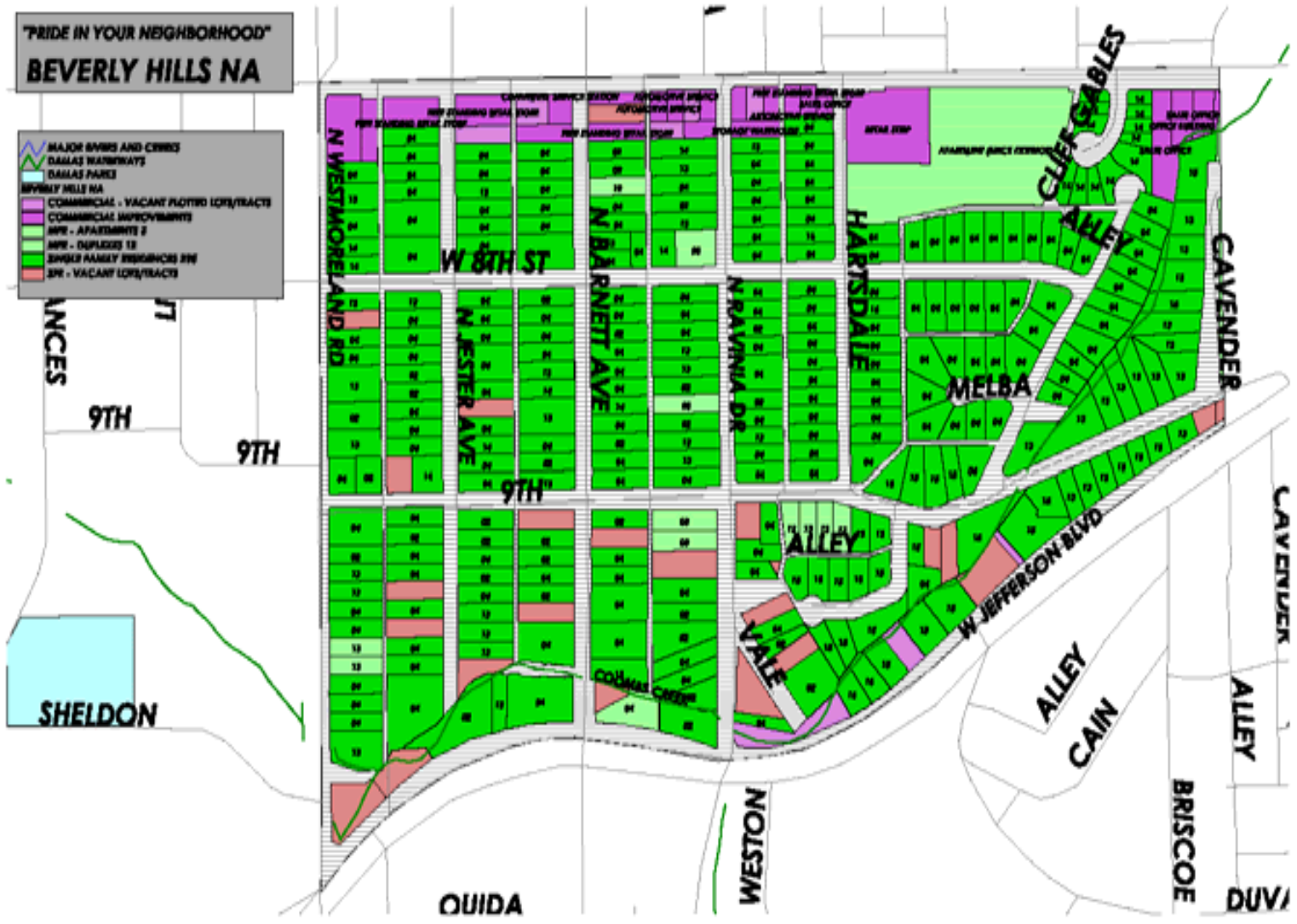
Appendix A

Pride in Your Neighborhood Pilot – Detailed Maps



**"PRIDE IN YOUR NEIGHBORHOOD"
BEVERLY HILLS NA**

- MAJOR RIVERS AND CREEKS
- DALLAS WATERWAYS
- DALLAS PARKS
- SPRIBBLE MILLS NA
- COMMERCIAL - VACANT PLOTTED LOTS/TRACTS
- COMMERCIAL IMPROVEMENTS
- MPW - APARTMENTS 2
- MPW - DUPLEXES 12
- SINGLE FAMILY RESIDENCES 200
- SFR - VACANT LOTS/TRACTS

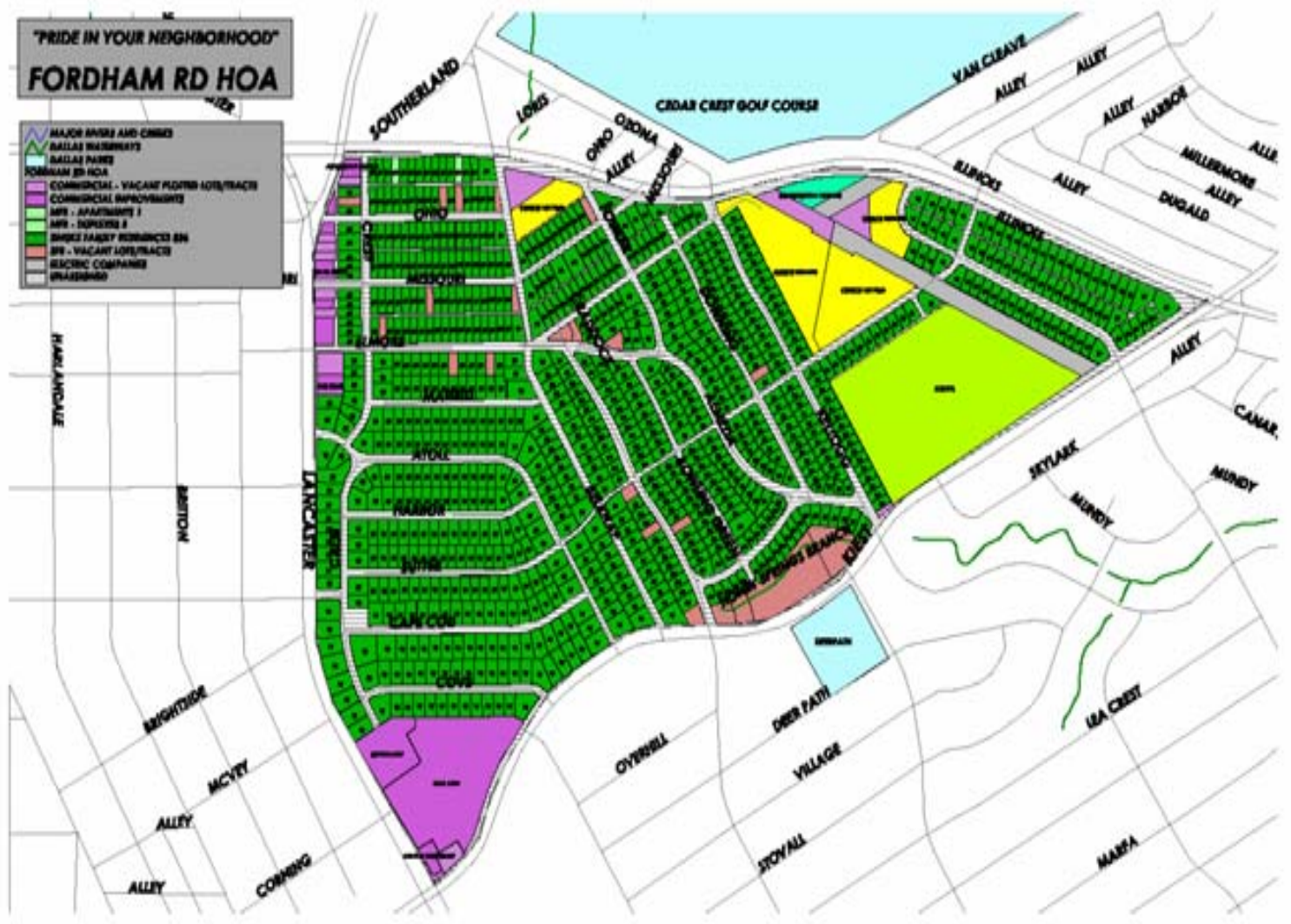


"PRIDE IN YOUR NEIGHBORHOOD"
DIXON CIRCLE



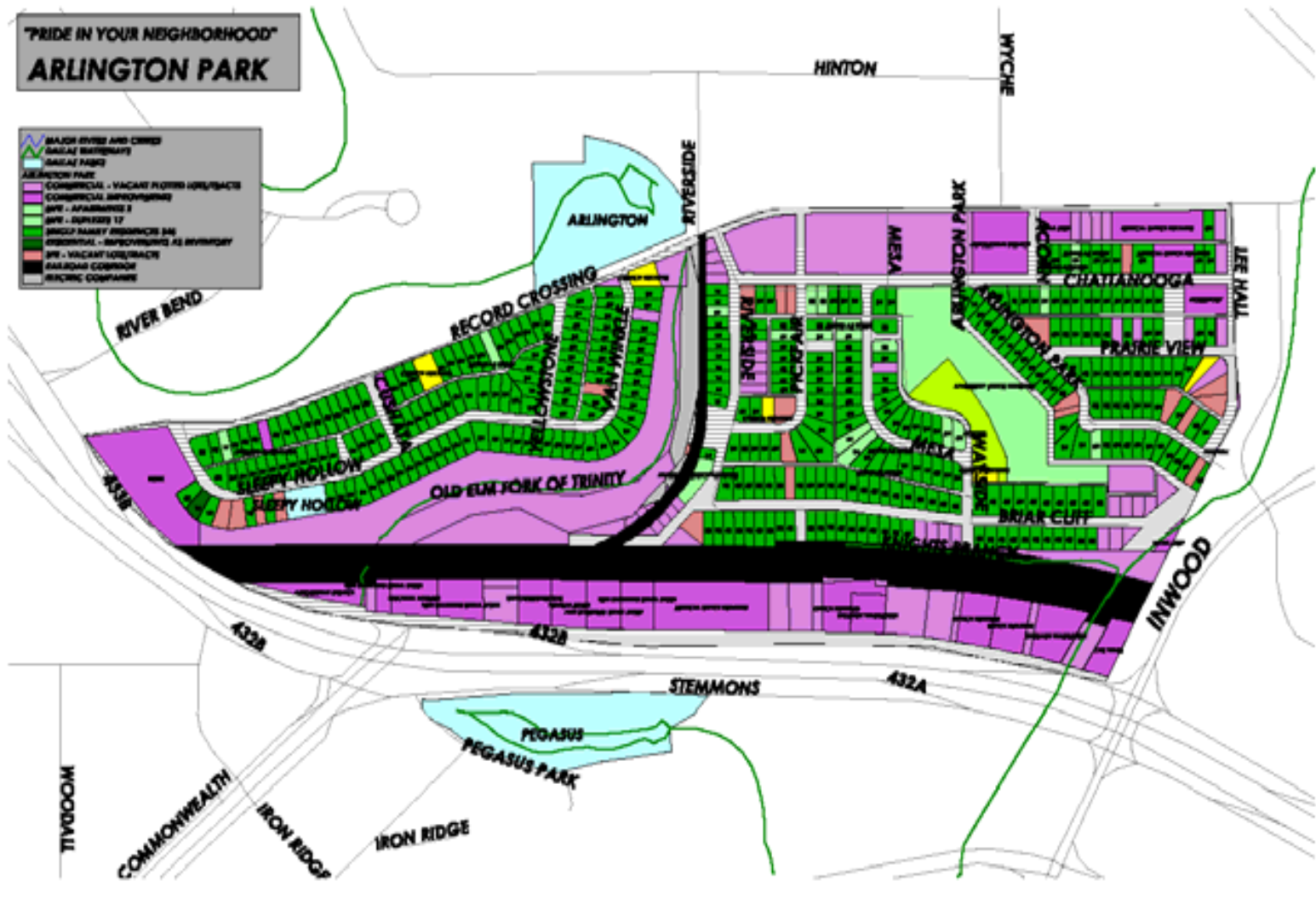
**"PRIDE IN YOUR NEIGHBORHOOD"
FORDHAM RD HOA**

- MAJOR ROADS AND CURBS
- WALKWAYS
- WALKWAYS
- FORDHAM RD HOA
- COMMERCIAL - VACANT PLOTS/TRACTS
- COMMERCIAL IMPROVEMENTS
- APR - APARTMENTS I
- APR - APARTMENTS II
- SINGLE FAMILY RESIDENCES SN
- SR - VACANT LOTS/TRACTS
- RECREATION COMPANES
- WATERWAYS

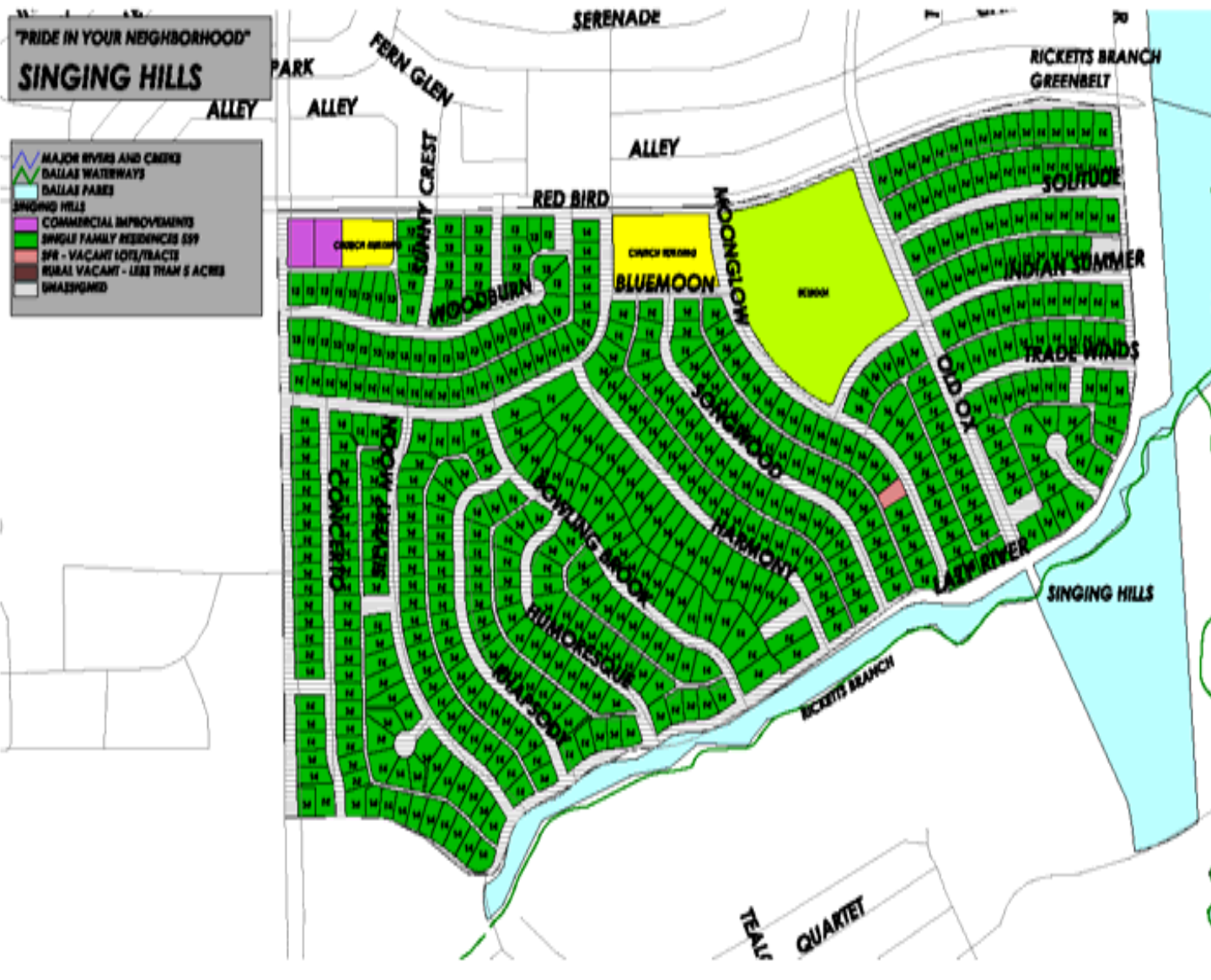


"PRIDE IN YOUR NEIGHBORHOOD"
ARLINGTON PARK

-  BALD EYES AND CREEK
-  BALSAM BATTERBURY
-  BALSAM PARK
-  ARLINGTON PARK
-  COMMERCIAL - VACANT PLOTTED LOTS/TRACTS
-  COMMERCIAL IMPROVEMENTS
-  SWS - SUBDIVISION 1
-  SWS - SUBDIVISION 17
-  SINGLE FAMILY RESIDENCE 646
-  RESIDENTIAL - IMPROVEMENTS AS APPLICABLE
-  SFR - VACANT LOTS/TRACTS
-  BARBARA COMMON
-  HYDRO COMPANES







Appendix B

Key Components of City Code, Chapter 7A – Anti Litter Regulations

CHAPTER 7A

ANTI-LITTER REGULATIONS

□ **SEC. 7A-1. SHORT TITLE.**

This chapter shall be known and may be cited as the "City of Dallas Anti-Litter Ordinance". (Ord. 10371)

□ **SEC. 7A-3. THROWING OR DEPOSITING LITTER IN PUBLIC PLACES PROHIBITED; EXCEPTIONS.**

No person shall throw or deposit litter in or upon any street, sidewalk or other public place within the city, except in public receptacles, in authorized private receptacles for collection or in official city dumps. (Ord. 10371)

□ **SEC. 7A-4. MANNER OF PLACING LITTER IN RECEPTACLES.**

Persons placing litter in public receptacles or in authorized private receptacles shall do so in such a manner as to prevent it from being carried or deposited by the elements upon any street, sidewalk or other public place or upon private property. (Ord. 10371)

□ **SEC. 7A-5. SWEEPING LITTER INTO GUTTERS, ETC. PROHIBITED; SIDEWALKS TO BE KEPT FREE OF LITTER BY ABUTTING PROPERTY OWNERS OR OCCUPANTS.**

No person shall sweep into or deposit in any gutter, street or other public place within the city the accumulation of litter from any building or lot or from any public or private sidewalk or driveway. Persons owning or occupying property shall keep the sidewalk in front of their premises free of litter. (Ord. 10371)

CHAPTER 7A

ANTI-LITTER REGULATIONS

□ **SEC. 7A-6. DUTY OF MERCHANTS AND CONTRACTORS AS TO LITTER IN ABUTTING SIDEWALKS, ETC.**

(a) No person owning or occupying a place of business shall sweep into or deposit in any gutter, street or other public place within the city the accumulation of litter from any building or lot or from any public or private sidewalk or driveway. Persons owning or occupying places of business within the city shall keep the sidewalk in front of their business premises free of litter.

(b) A person doing construction work within the city shall at all times keep the sidewalk, street, alley and public or private property abutting the construction site free of construction trash, litter and debris. (Ord. Nos. 10371; 19566)

□ **SEC. 7A-7. THROWING LITTER FROM VEHICLES PROHIBITED.**

No person, while a driver or passenger in a vehicle, shall throw or deposit litter upon any street or other public place within the city, or upon private property. (Ord. 10371)

CHAPTER 7A

ANTI-LITTER REGULATIONS

□ **SEC. 7A-8. LITTER IN PARKS.**

No person shall throw or deposit litter in any park within the city except in public receptacles and in such a manner that the litter will be prevented from being carried or deposited by the elements upon any part of the park or upon any street or other public place. Where public receptacles are not provided, all such litter shall be carried away from the park by the person responsible for its presence and properly disposed of elsewhere as provided herein. (Ord. 10371)

□ **SEC. 7A-9. LITTER IN FOUNTAINS, LAKES, ETC.**

No person shall throw or deposit litter in any fountain, pond, lake, stream, bay or any other body of water in a park or elsewhere within the city. (Ord. 10371)

CHAPTER 7A

ANTI-LITTER REGULATIONS

□ **SEC. 7A-16. PROHIBITING THE POSTING OF NOTICES ON POLES, TREES, AND STRUCTURES; PRESUMPTIONS; DEFENSES.**

(a) A person commits an offense if he posts or affixes or causes to be posted or affixed any notice, poster, paper, or device, which is calculated to attract the attention of the public, to any lamp post, utility pole, telephone pole, cellular telephone pole, or tree that is located on any public right-of-way or other public property, or to any public structure or building.

(b) Whenever any notice, poster, paper, or device is posted or affixed, or caused to be posted or affixed, in violation of Subsection (a) of this section, it is presumed that the person whose address or telephone number is listed in the notice, poster, paper, or device, or who is otherwise named, described, or identified in the notice, poster, paper, or device, is the person who committed the violation, either personally or through an agent or employee.

(c) It is a defense to prosecution under Subsection (a) of this section that the notice, poster, paper, or device was posted or affixed in a manner and location authorized or required by another city ordinance or by state or federal law. (Ord. Nos. 10371; 23632)

CHAPTER 7A

ANTI-LITTER REGULATIONS

□ **SEC. 7A-17. THROWING OR DEPOSITING LITTER ON PRIVATE PREMISES.**

A person commits an offense if he throws or deposits litter on any occupied private premises within the city, whether owned by the person or not, or in or on any gutter, parkway, sidewalk, or alley adjacent to the private premises; except, that the owner, occupant, or person in control of private premises may maintain authorized private receptacles for collection in such a manner that litter will be prevented from being carried or deposited by the elements upon any street, gutter, parkway, sidewalk, alley, or other public place or upon any private premises. (Ord. Nos. 10371; 20599)

□ **SEC. 7A-18. DUTY TO MAINTAIN PREMISES FREE FROM LITTER.**

An owner, occupant, or person in control of private premises commits an offense if he places, deposits, or throws; permits to accumulate; or permits or causes to be placed, deposited, or thrown, any litter on the premises or in or on any gutter or parkway adjacent to the premises or on one-half of that portion of an alley adjacent to the premises, unless the litter has been deposited in an authorized private receptacle for collection. (Ord. Nos. 10371; 13804; 20599)

□ **SEC. 7A-19. DEPOSITING LITTER ON VACANT LOTS PROHIBITED.**

A person commits an offense if he throws or deposits litter on any open or vacant private property within the city, whether owned by the person or not, or in or on any gutter, parkway, sidewalk, or alley adjacent to the private property. (Ord. Nos. 10371; 20599)

CHAPTER 7A

ANTI-LITTER REGULATIONS

□ **SEC. 7A-19.1. CITY REMOVAL OF LITTER FROM PRIVATE PREMISES; NOTICE REQUIRED.**

(a) Upon the failure of the owner, occupant, or person in control of private premises to comply with Section 7A-18 of this chapter, the director shall have the litter removed from the premises.

(b) Before having the litter removed, the director must notify the owner of the premises to bring the premises into compliance with Section 7A-18 within seven days. The notice must be in writing and may be served by handing it to the owner in person or by sending it United States regular mail, addressed to the owner at the owner's address as recorded in the appraisal district records of the appraisal district in which the premises are located.

(c) If personal service to the owner cannot be obtained, then the owner may be notified by:

(1) publication at least once in the official newspaper adopted by the city council;

(2) posting the notice on or near the front door of each building on the premises to which the violation relates; or

(3) posting the notice on a placard attached to a stake driven into the ground on the premises to which the violation relates.

CHAPTER 7A

ANTI-LITTER REGULATIONS

□ **SEC. 7A-19.1. CITY REMOVAL OF LITTER FROM PRIVATE PREMISES; NOTICE REQUIRED. (cont'd)**

(d) If the director mails a notice to a property owner in accordance with Subsection (b) and the United States Postal Service returns the notice as "refused" or "unclaimed," the validity of the notice is not affected, and the notice is considered as delivered.

(e) In a notice provided under this section, the director may, by regular mail and by a posting on the property, inform the owner of the property on which the violation exists that, if the owner commits another violation of the same kind or nature that poses a danger to the public health and safety on or before the first anniversary of the date of the notice, the city may, without further notice, correct the violation at the owner's expense and then assess the expense against the property. If a violation covered by a notice under this subsection occurs within the one-year period, and the city has not been informed in writing by the owner of a change in ownership of the property, then the city may, without notice, take any action permitted by Subsection (a) and assess its expenses as provided in Section 7A-19.2.

(f) The director may issue citations and prosecute persons for violating Section 7A-18 regardless of whether a notice is issued under this section. (Ord. Nos. 22494; 25371)

CHAPTER 7A

ANTI-LITTER REGULATIONS

□ **SEC. 7A-19.2. CHARGES TO BE LEVIED AGAINST THE PREMISES; LIEN ON PREMISES FOR FAILURE TO PAY CHARGES.**

(a) If the city removes litter on or from the private premises at the request of the owner or upon the failure of the owner to comply with the notice required under Section 7A-19.1, charges in the amount of the total actual costs incurred by the city in performing the work will be collected from the owner, or levied, assessed, and collected against the premises on which the work is performed. The charges will be collected by the city controller. The city controller shall file a statement by the director with the county clerk of the county in which the property is located setting out the actual costs incurred by the city, the name of the property owner if known, and a legal description of the property, as required by state law.

(b) At the time a statement is filed under Subsection (a) as required by state law, the city shall have a privileged lien against the premises, second only to tax liens and liens for street improvements, in the amount of the actual costs incurred, plus 10 percent interest on that amount from the date costs were incurred.

(c) The city may file a suit in an appropriate court of law to foreclose upon its lien and recover its actual costs incurred plus interest. The suit must be filed in the name of the city. The statement filed under Subsection (a), or a certified copy of the statement, is prima facie proof of the amount of actual costs incurred by the city. (Ord. Nos. 22494; 25371)

CHAPTER 7A

ANTI-LITTER REGULATIONS

□ **SEC. 7A-20. PENALTY FOR VIOLATION OF CHAPTER; ENFORCEMENT OF CHAPTER.**

(a) Penalty for violation of chapter: A person who violates a provision of this chapter, or who fails to perform an act required of him by this chapter, commits an offense. A person is guilty of a separate offense for each day or portion of a day during which the violation is committed, continued, or permitted. (b) An offense under this chapter is punishable by a fine of not more than \$2,000 nor less than:

- (1) \$50 for a first conviction of a violation of Section [7A-16](#), [7A-17](#), or [7A-19](#);
- (2) \$100 for a first conviction of a violation of Section [7A-18](#); and
- (3) \$200 for a first conviction of a violation of Section [7A-7.1](#).

(c) The minimum fines established in Subsection (b) shall be doubled for the second conviction of the same offense within any 24-month period and trebled for the third and subsequent convictions of the same offense within any 24-month period. At no time shall the minimum fine exceed the maximum fine established in Subsection (b).

(d) Except where otherwise specified, a culpable mental state is not required for the commission of an offense under this chapter.

(e) Authority to enforce chapter: The director shall enforce this chapter when violations occur on private property; except that, when a fire hazard exists on private property, this chapter shall be enforced by the fire marshal. Any police officer of the city shall enforce this chapter when a violation occurs in a public place, and any member of the park patrol of the city is empowered to enforce this chapter when a violation occurs in any public park in the city.

(f) For the purpose of this section, DIRECTOR means the director of the department designated by the city manager to enforce and administer this chapter or the director's authorized representative.

(g) As an alternative to imposing the criminal penalty prescribed in Subsection (b), the city may impose administrative penalties, fees, and court costs in accordance with Article IV-b of Chapter 27 of this code, as authorized by Section 54.044 of the Texas Local Government Code, for an offense under Section [7A-18](#) of this chapter. The alternative administrative penalty range for an offense is the same as is prescribed for a criminal offense in Subsection (b). (Ord. Nos. 10371; 12134; 13804; 17226; 19963; 20599; 25927, eff. 4/1/05)