

Memorandum



CITY OF DALLAS

DATE January 29, 2010
TO Honorable Mayor and Members of the City Council
SUBJECT **OneDAY Dallas February 2010 Status Report**

On February 3, 2010, Sanitation Services will brief the subject topic. Attached are the briefing materials for your review.

Please let me know if you have any questions.

A handwritten signature in black ink, appearing to read 'Ryan S. Evans'.

Ryan S. Evans
First Assistant City Manager

Attachment

C: Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge
Jill A. Jordan, P.E., Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Forest E. Turner, Assistant City Manager
David K. Cook, Chief Financial Officer
Mary Nix, Director, Sanitation Services
Helena Stevens-Thompson, Assistant to the City Manager

OneDAY Dallas



THE 1-DAY TRASH & RECYCLE PICK-UP PROGRAM

OneDAY Dallas

February 2010: Status Report

Briefing to City Council

February 3, 2010

Mary Nix, Director
Sanitation Services



What is OneDAY ?

- **OneDAY** is the city's once-a-week garbage and recycling collection service – on the same weekday
- **OneDAY** began as a recommendation from the Mayor's Task Force on Recycling in 2005 to encourage recycling throughout the City
 - Recycling levels at 3% in 2004...less than 10,000 tons per year
 - Task Force Goal: 30% by 2011...over 40,000 tons per year
- Intended to both better fit the residents' waste disposal needs AND reduce cost of operations
- Cost savings projected (as of Aug 2009):
 - \$2.07m in FY10 budget year, and
 - \$1.61m in FY11 budget year

Background

- FY 2005 -- OneDAY pilots are implemented in 4 neighborhoods
- Mar 2008 -- Start Phase 1 of OneDAY in far north Dallas
- Jan 2009 -- Council memo about Phase 1 success
- Feb 2009 -- Start Phase 2 of OneDAY in northwest Dallas
- Mar 2009 -- Kiestwood neighborhood begins OneDAY
- April 2009 -- Council briefing on *Too Good To Throw Away* and OneDAY status
- Aug 2009 -- Council briefing on SAN budget for FY10
Projected \$2.07m cost savings with OneDAY citywide
- Sep 2009 -- Council adopts budget, reduces Sanitation rate by 64¢
- Oct 2009 -- Quality of Life briefed on OneDAY citywide plans
- Nov 2009 -- Council briefed on OneDAY citywide plans

The Countdown is on

January 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 New Year's Day	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18 M.L. King Jr. Day	19	20	21	22	23
24	25	26	27	28	29	30
31						

February 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14 Valentine's Day	15 Presidents Day	16	17	18	19	20
21	22	23	24	25	26	27
28						

March 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
						6

OneDAY starts soon! 

What's done?

- Re-do all Collection routes
 - Set new **OneDAY** day-of-service
- Review route changes with Council members
- Arrange community meetings (70 to date)
- Initiate public outreach
 - **OneDAY** interactive web siteongoing
 - Dedicated call center at 3-1-1ongoing

Completed

What's in progress?

- Conduct public outreach

	<u>Status</u>
– Community meetings	75% done
– Emails to community groups	initiated, on-going
– Automated phone calls to households	2 of 3 rounds complete
– Informational letter to each household	completed
– Radio / newspaper advertising	on-going
– Billboards, kiosks, bus advertising	up and running
– Cart hangers to each household	starts in Feb
– Special messaging on utility bill	starts in Feb

- Fine-tune collection routes
- Delivering Big Blue recycling roll carts

Projections on schedule

- Budget projections in August 2009:

Budget Impact - OneDAY Citywide						
Phase	FY08	FY09	FY10	FY11	FY12	TOTALS
1	\$4,210	(\$147,636)	\$0	\$0	\$0	(\$143,427)
2	\$0	(\$481,897)	(\$347,224)	\$0	\$0	(\$829,120)
3 - 4 - 5 - 6		\$0	(\$1,722,694)	(1,614,386)	0	(\$3,337,080)
Totals	\$4,210	(\$629,533)	(\$2,069,917)	(\$1,614,386)	\$0	(\$4,309,627)
Effect on SAN rate	-	(\$0.25)	(\$0.83)	(\$0.65)	\$0.00	

- Current estimates match the 2009 estimates
 - Anticipated eliminating 24 trucks (and drivers)
 - Possible 2-6 additional trucks may be eliminated by Sept 2009
 - Plan to absorb drivers through attrition, use of temporary staff
- Roll cart requests – big surge
 - Seeking Council approval to extend funds in master agreement for roll cart purchase on Feb 24 agenda

What customers are saying

- **90-95% say: “We really love it!”**
 - We should have started years ago
 - Will you be sure to follow-up quickly on any missed collections ?
 - Can’t we recycle more items?
 - Plastic bags Styrofoam ...
 - I’d like a smaller cart - for garbage or recycling

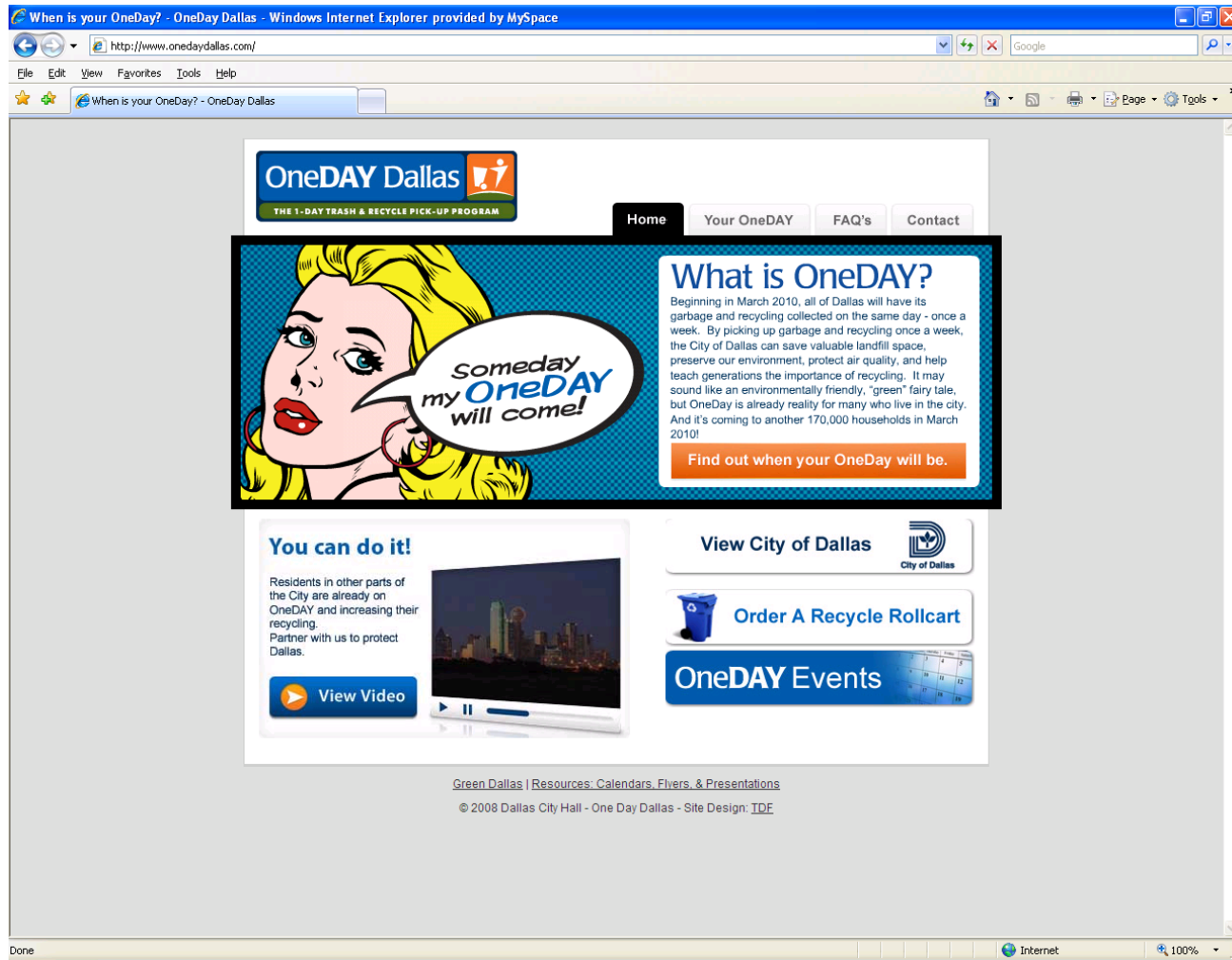
What customers are saying

- **5-10% say: “Alright, but we have concerns.”**
 - Some not happy about moving service point from alley to curb
 - Others are asking to be moved to the curb!
 - Some say Sanitation fee not reduced enough
 - Some worry about increased illegal dumping and litter
 - Some feel that roll carts at curb reduce neighborhood aesthetics and property value

Will it work ...? *Absolutely !*

- More community meetings in February
- Call center geared up for heavy call volume in March
- Retaining temporary drivers through March to resolve customer calls quickly
- Plan to update Council on level of success
 - April memo
 - Council briefing with budget development

www.OneDAYDallas.com



When is your OneDay? - OneDay Dallas - Windows Internet Explorer provided by MySpace

http://www.onedaydallas.com/

File Edit View Favorites Tools Help

When is your OneDay? - OneDay Dallas

OneDAY Dallas
THE 1-DAY TRASH & RECYCLE PICK-UP PROGRAM

Home Your OneDAY FAQ's Contact

Someday my OneDAY will come!

What is OneDAY?

Beginning in March 2010, all of Dallas will have its garbage and recycling collected on the same day - once a week. By picking up garbage and recycling once a week, the City of Dallas can save valuable landfill space, preserve our environment, protect air quality, and help teach generations the importance of recycling. It may sound like an environmentally friendly, "green" fairy tale, but OneDay is already reality for many who live in the city. And it's coming to another 170,000 households in March 2010!

Find out when your OneDay will be.

You can do it!

Residents in other parts of the City are already on OneDAY and increasing their recycling. Partner with us to protect Dallas.

View Video

View City of Dallas
City of Dallas

Order A Recycle Rollcart

OneDAY Events

[Green Dallas | Resources: Calendars, Flyers, & Presentations](#)

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Done Internet 100%

OneDAY Dallas



THE 1-DAY TRASH & RECYCLE PICK-UP PROGRAM

Appendix

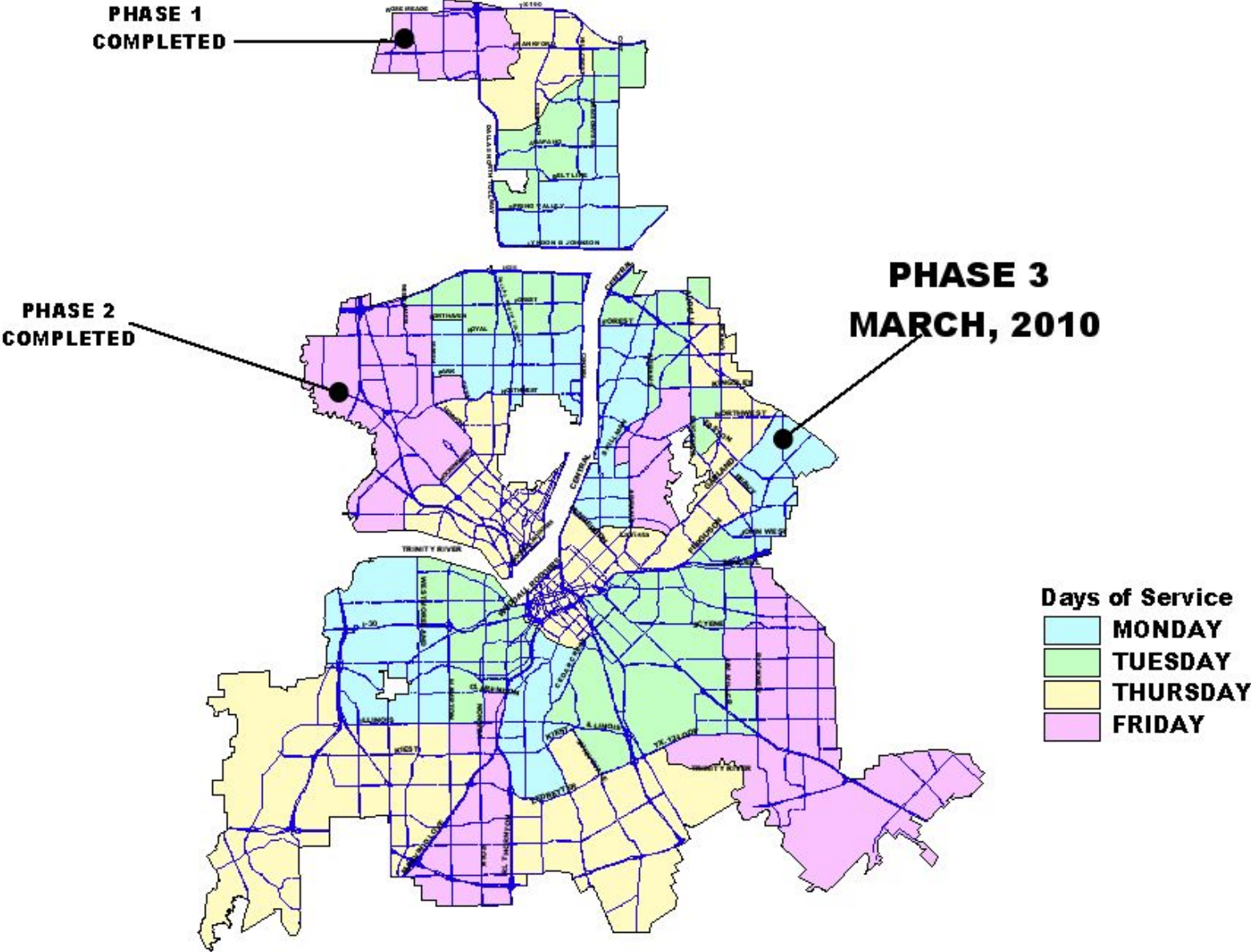
Community Meeting Schedule
OneDAY Service Days Map
Recycling Roll Cart Order Map

Community Meeting Schedule



Council Member	District	Date	Time	Location	Address
Kadane/Davis	9 and 7	4-Jan-10	6:30 p.m.	Harry Stone Recreation Center	2403 Millmar Drive
Medrano	2	4-Jan-10	6:30 p.m.	Peak Preparatory	4600 Bryan Street
Singing Hills NA (Jones Hill)	5	4-Jan-10	7 p.m.	St. Luke Presbyterian Church	5915 Singing Hills Dr.
Caraway	4	5-Jan-10	6:30 p.m.	Skyline Branch Library	6006 Everglade Road
Combined Crime Watches (Kadane)	9	5-Jan-10	7 p.m.	Ridgewood-Belcher Recreation Center	6818 Fisher Road
Jasso	1	5-Jan-10	6:30 p.m.	North Oak Cliff Branch Library	302 W. 10th Street
Jones Hill	5	5-Jan-10	6:30 p.m.	Janie C. Turner Recreation Center	6424 Elam Road
Neumann/Jasso	3 and 1	5-Jan-10	6:30 p.m.	Methodist Hospital-- Hitt Auditorium	1441 North Beckley Ave.
Allen/Koop	10 and 11	6-Jan-10	7 p.m.	Willie B. Johnson Recreation Center	12225 Willowdell Drive
Kadane	9	6-Jan-10	6 p.m.	Lochwood Branch Library	11211 Lochwood
Jones Hill	5	7-Jan-10	6:30 p.m.	Thomas L. Marsalis Elementary	5640 S. Marsalis Ave
Medrano	2	7-Jan-10	6:30 p.m.	Ignacio Zaragoza Recreation Center	4550 Worth Street
Chorizo & Menudo (Jasso)	1	9-Jan-10	9 - 11 a.m	El Ranchito Restaurant	610 W. Jefferson Blvd.
Davis	7	9-Jan-10	10 a.m.	Martin Luther King Recreation Center	2922 Martin Luther King
Jasso	1	9-Jan-10	10 a.m.	North Oak Cliff Branch Library	302 W. 10th Street
Jones Hill	5	9-Jan-10	10 a.m.	Thurgood Marshall Recreation Center	5150 Mark Trail
Caraway	4	11-Jan-10	6:30 p.m.	Beckley Saner Recreation Center	114 W. Hobson Ave.
Casa Linda Estate NA (Kadane)	9	11-Jan-10	6:30 p.m.	Casa Linda Plaza	1152 N. Buckner, Suite 123
Hunt/Kadane	14 and 9	11-Jan-10	6:30 p.m.	St. Thomas Aquinas Church	6306 Kenwood
Salazar	6	11-Jan-10	6:30 p.m.	Anita Martinez Recreation Center	3212 N. Winnetka
Westmoreland Heights NA (Neumann)	3	11-Jan-10	6 p.m.	Westmoreland Heights Community C	3739 Homeland Street
Atkins	8	12-Jan-10	6:30 p.m.	Singing Hills Recreation Center	
Atkins	8	12-Jan-10	6:30 p.m.	Kleburg-Rylie Library	1301 Edd Road
Davis	7	12-Jan-10	6:30 p.m.	Larry Johnson Recreation Center	3700 Dixon Avenue
Hunt	14	12-Jan-10	6:30 p.m.	Stonewall Jackson Elementary	5828 E. Mockingbird Lane
Ridgewood/Belcher HOA (Kadane)	9	12-Jan-10	7 p.m.	Ridgewood/Belcher Recreation Cente	6818 Fisher Rd.
Atkins	8	14-Jan-10	6:30 p.m.	Fireside Recreation Center	8601 Fireside
Davis	7	14-Jan-10	6 p.m.	Dallas City Hall, Room 6ES	1500 Marilla Street
Davis	7	14-Jan-10	10 a.m.	Exline Recreation Center	2525 Pine Street
Neumann	3	14-Jan-10	7 p.m.	Park in the Woods Recreation Center	6801 Mountain Creek Pkwy
Davis	7	16-Jan-10	10 a.m.	Eloise Lundy Recreation Center	1929 Sabine
Medrano	2	16-Jan-10	10 a.m.	Samuell Grand Recreation Center	6200 E. Grand Ave
Allen	10	18-Jan-10	7 p.m.	Willie B. Johnson Recreation Center	12225 Willowdell Drive
Jones Hill	5	18-Jan-10	12 p.m.	Pleasant Oaks Recreation Center	8701 Greenwood
Piedmont Scyene HOA		18-Jan-10	7 p.m.	Hillburn Apartments (Community Room)	2623 Hillburn
Atkins	8	19-Jan-10	6:30 p.m.	Tommie Allen Recreation Center	7071 Bonnie View
Forest Hills NA (Kadane)	9	19-Jan-10	7 p.m.	White Rock United Methodist Church	1450 Old Gate Lane
Jones Hill	5	19-Jan-10	7 p.m.	Thurgood Marshall Recreation Center	5150 Mark Trail
Polk Terrace NA (Katina Johnson w/SCS)		19-Jan-10	7 p.m.	Polk Wisdom Branch Library	7151 Library Lane
Salazar	6	19-Jan-10	6:30 p.m.	Arcadia Park Recreation Center	5420 N. Arcadia Dr.
Eastwood HOA Board (Kadane)		20-Jan-10	7:30 p.m.	Central Lutheran Church	1000 Easton
District 8 Community Office (Atkins)	8	21-Jan-10	3 p.m.	Singing Hills Recreation Center	1909 Crouch Road
Harry Stone Crime Watch (Kadane)		21-Jan-10	6.30 p.m.	Harry Stone Recreation Center	2403 Millmar Drive
Hunt	14	21-Jan-10	6:30 p.m.	Lakewood Branch Library	6121 Worth Street
Kadane	9	21-Jan-10	6:30 p.m.	Winfrey Point Recreation Center	950 E. Lawther
Medrano/Davis	2 and 7	21-Jan-10	6:30 p.m.	St. Luke "Community" United Methodist Church	5710 East R.L. Thornton Freeway
Jasso	1	23-Jan-10	10 a.m.	North Oak Cliff Branch Library	302 W. 10th Street
Neumann	3	23-Jan-10	10 a.m.	Hampton Illinois Branch Library	2951 South Hampton
Salazar	6	23-Jan-10	1 p.m.	Jaycee Zaragoza Recreation Center	3114 Clymer
Ridgewood Park NA (Kadane)	9	26-Jan-10	7 p.m.	Ridgewood Park United Methodist Ch	6445 E Lovers Lane
Joppa Crime Watch		26-Jan-10	7:30 p.m.	4539 Luzon	4539 Luzon
Bentwood NA (Katina Johnson w/SCS)		28-Jan-10	6 p.m.	Zion Hill Baptist Church	911 Morrell
Allen	10	30-Jan-10	10 a.m.	Audelia Road Branch Library	10045 Audelia Road
Caraway	4	30-Jan-10	10 a.m.	Paul Laurence Dunbar Lancaster-Kie	2008 E. Kiest
Neumann/Salazar	3 and 6	30-Jan-10	2:30 p.m.	Dallas West Branch Library	2332 Singleton
District 8 Community Office (Atkins)	8	4-Feb-10	3 p.m.	Tommie Allen Recreation Center	7071 Bonnie View
White Rock Valley NA (Kadane)	9	8-Feb-10	7:30 p.m.	White Rock Elementary	9229 Chiswell Road
University Meadows NA (Kadane)	9	16-Feb-10	7 p.m.	Zion Lutheran Church (Gymnasium)	6121 E. Lover's Lane
University Terrace CW (Kadane)	9	18-Feb-10	6:30 p.m.	Ridgewood/Belcher Recreation Cente	6818 Fisher Road

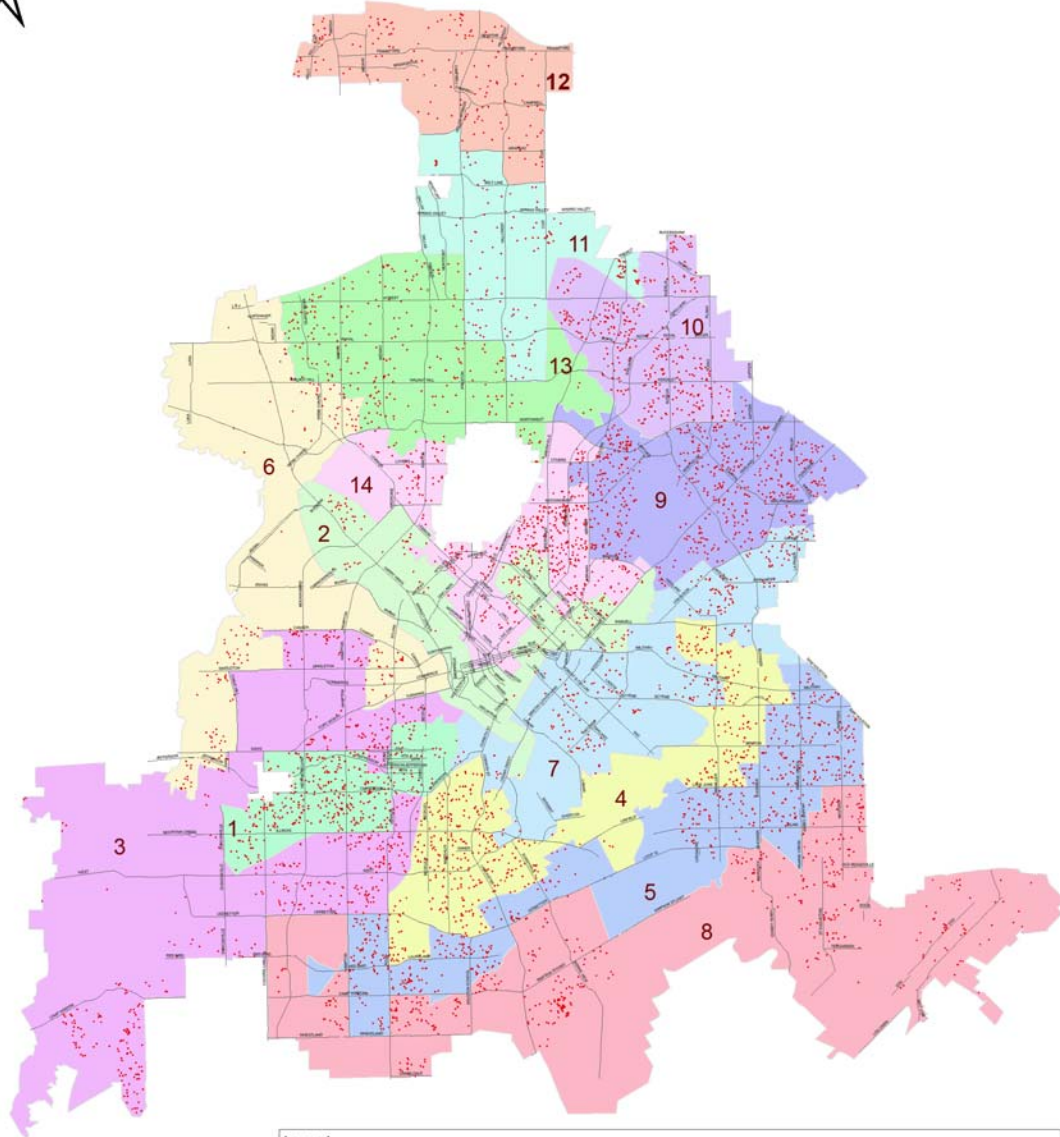
OneDAY Service Days





Recycling Roll Cart Requests

(October 1, 2009 – Present)



Legend	
Council Districts	
■ Council District 1 - Recycling Roll Cart Requests: 6951	■ Council District 9 - Recycling Roll Cart Requests: 15661
■ Council District 2 - Recycling Roll Cart Requests: 4103	■ Council District 10 - Recycling Roll Cart Requests: 9692
■ Council District 3 - Recycling Roll Cart Requests: 9108	■ Council District 11 - Recycling Roll Cart Requests: 7514
■ Council District 4 - Recycling Roll Cart Requests: 6181	■ Council District 12 - Recycling Roll Cart Requests: 14045
■ Council District 5 - Recycling Roll Cart Requests: 6183	■ Council District 13 - Recycling Roll Cart Requests: 15912
■ Council District 6 - Recycling Roll Cart Requests: 3221	■ Council District 14 - Recycling Roll Cart Requests: 13158
■ Council District 7 - Recycling Roll Cart Requests: 5209	■ Recycling ROLL CART Registration - SAN (Created between 10/01/2009 and 01/24/2010)
■ Council District 8 - Recycling Roll Cart Requests: 4881	

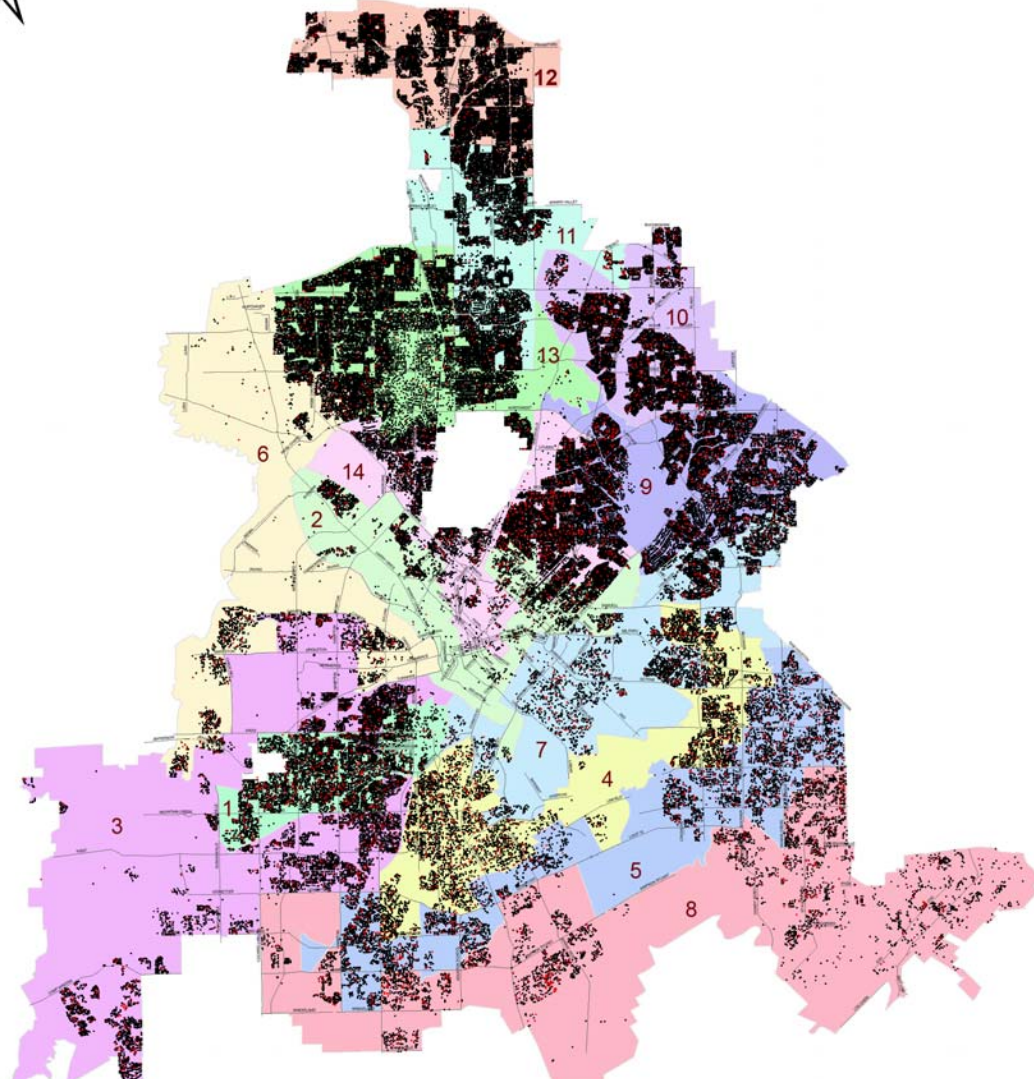
Data Resource: CRMS Reporting Database





Recycling Roll Cart Requests

(July 1, 2006 – Present)



District 1 41%
 District 2 51%
 District 3 46%
 District 4 29%
 District 5 28%

District 6 40%
 District 7 32%
 District 8 27%
 District 9 65%
 District 10 69%

District 11 74%
 District 12 79%
 District 13 75%
 District 14 78%