

Memorandum



CITY OF DALLAS

DATE October 23, 2009

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

SUBJECT **OneDAY Dallas Citywide Rollout in 2010**

Attached is the briefing requested on the topic of OneDAY Dallas Citywide Rollout in 2010. This briefing will be presented by Sanitation Services to the Quality of Life Committee at noon on Monday, October 26, 2009.

Please let me know if you need additional information.

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

Ryan S. Evans
First Assistant City Manager

Attachment

C: 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
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

Citywide Rollout in 2010

Presented to Neighborhood Quality of Life
October 26, 2009

Mary Nix, Director
Sanitation Services



Purpose

- Review plan for **OneDAY** Dallas transition
- Solicit Council input for outreach

Background

- January 16, 2009
 - Provided a memo to Council
 - Advised on successful implementation of Phase 1 and plans to initiate Phase 2 in February 2009
- April 15, 2009
 - Council briefing on ***Too Good To Throw Away***
 - Update status and look to future phases
- August 19, 2009
 - Briefed Council on SAN budget
 - Included cost savings projected with **OneDAY**

What is OneDAY ?

- Phase 1 of **OneDAY** started in Mar 2008 with far north Dallas
- Phase 2 followed in Feb 2009 in NW Dallas
- Phase 3 *intended* to be NE Dallas
 - Council approved citywide transition with FY10 budget
 - Impacts approximately 180,000 households
- Cost Savings
 - FY10 \$2.07M
 - FY11 \$1.60M
- Transition to occur on March 1, 2010

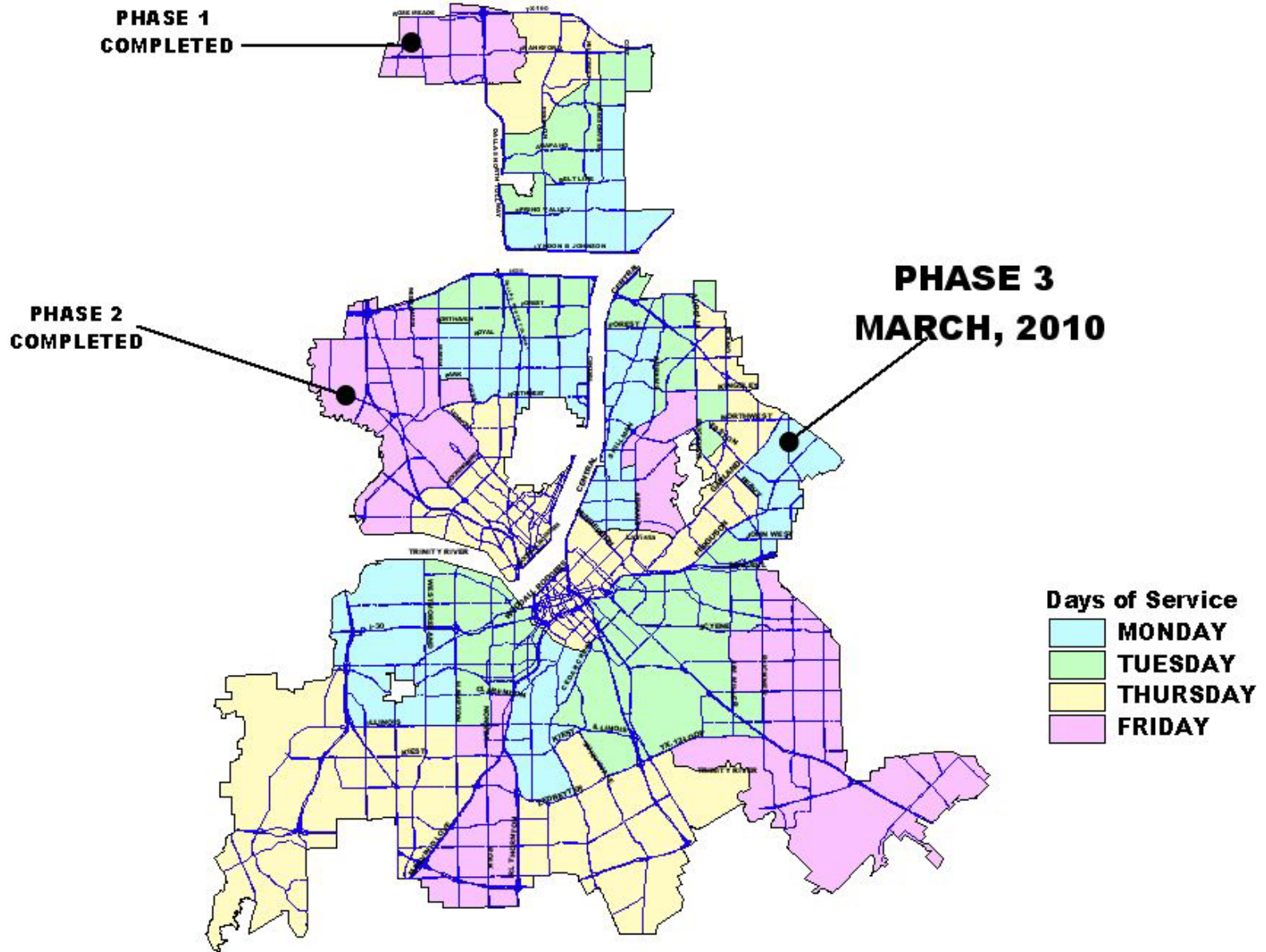
Transition Plan:

Component 1 - Route Development

(April 2009 – November 2009)

- Assess current routes and service styles
 - 55% curbside and 45% alley
 - Truck types and sizes
 - Manpower
 - Special needs
- Use software to re-route
- Field check each route
- Finalize routes

OneDAY Service Days

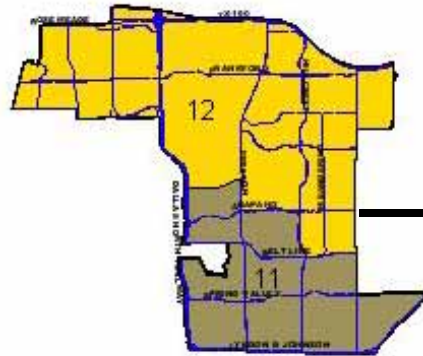


Transition Plan:

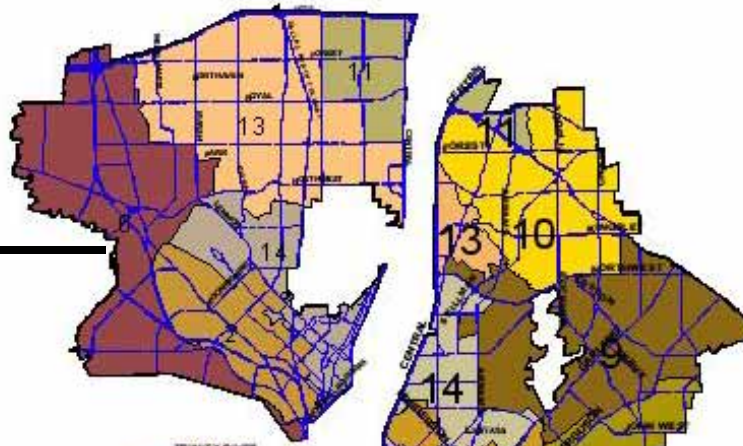
Component 1 - Route Development

(April 2009 – November 2009)

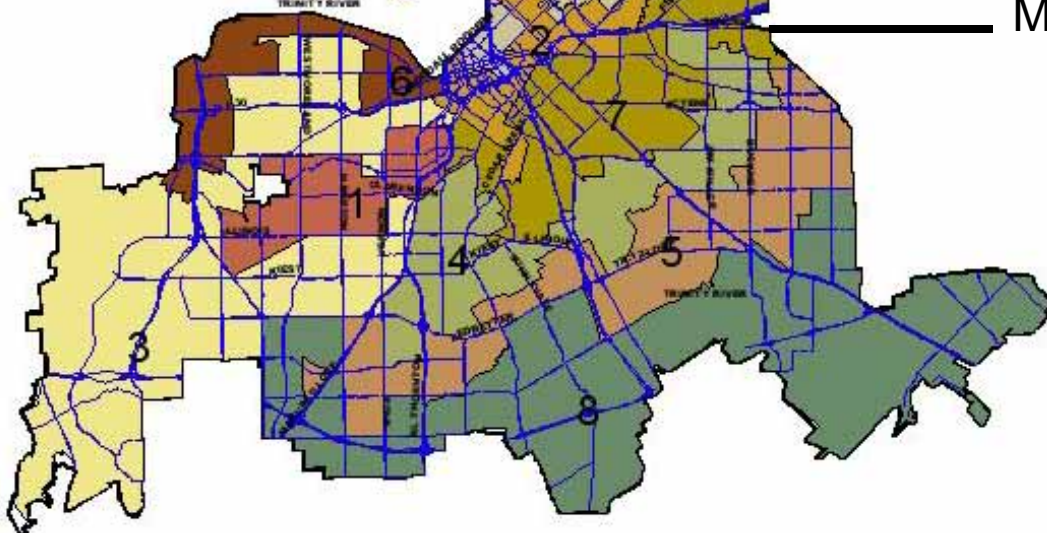
- Met with individual Council members in early November
 - reviewed new days of service
 - identified locations where service changes are needed
 - planned community meetings schedule



PHASE 1
COMPLETED

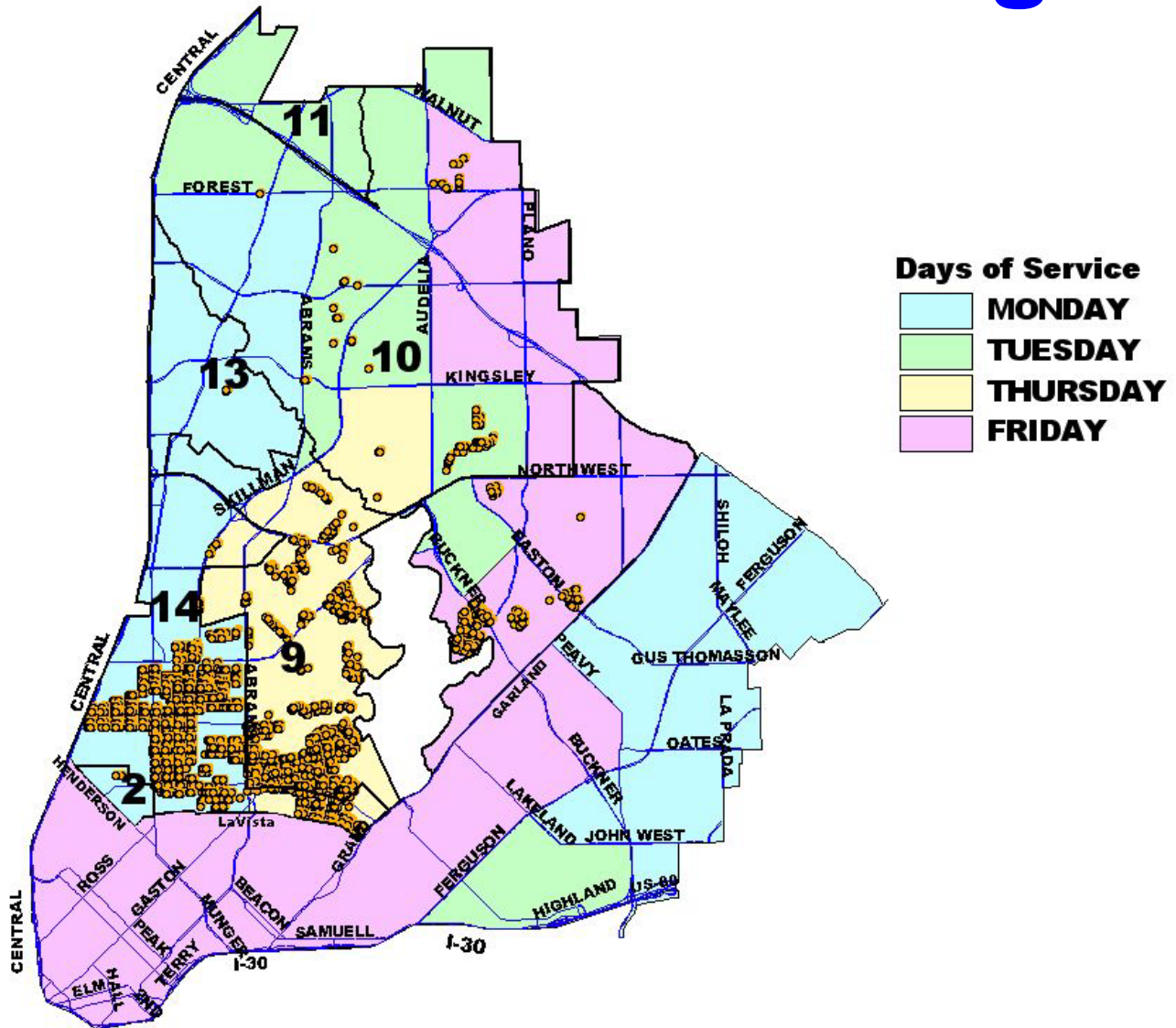


PHASE 2
COMPLETED



PHASE 3
March, 2010

Service Location Changes



Transition Plan:

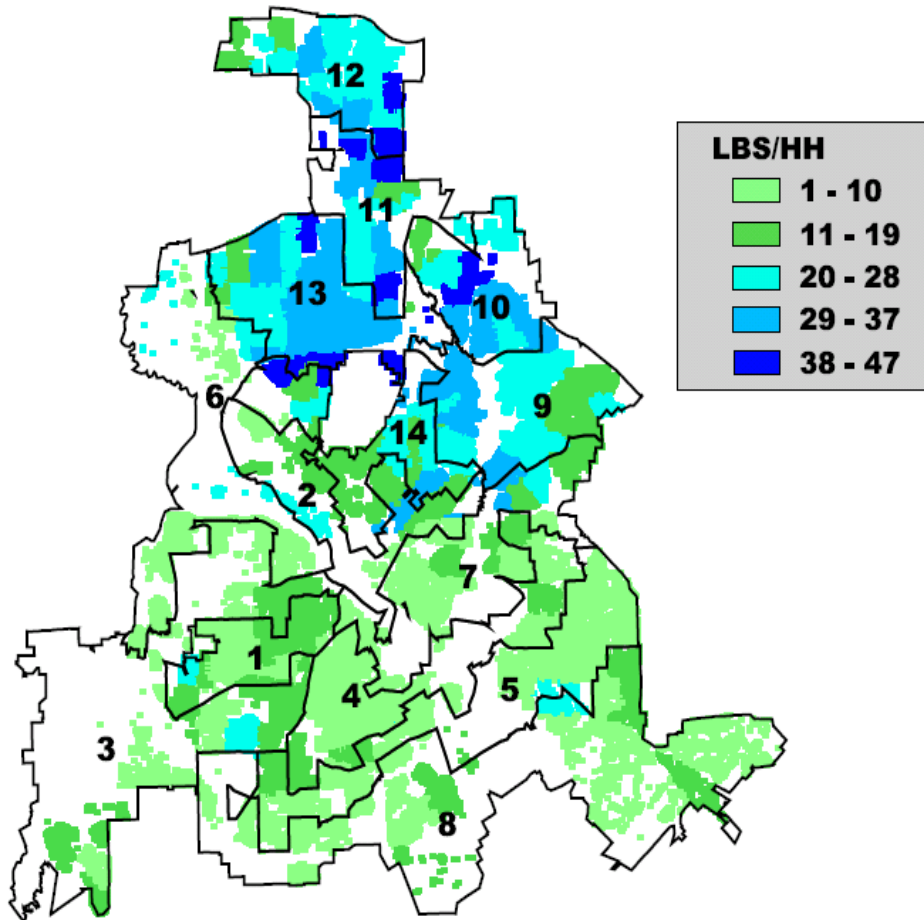
Component 1 - Route Development

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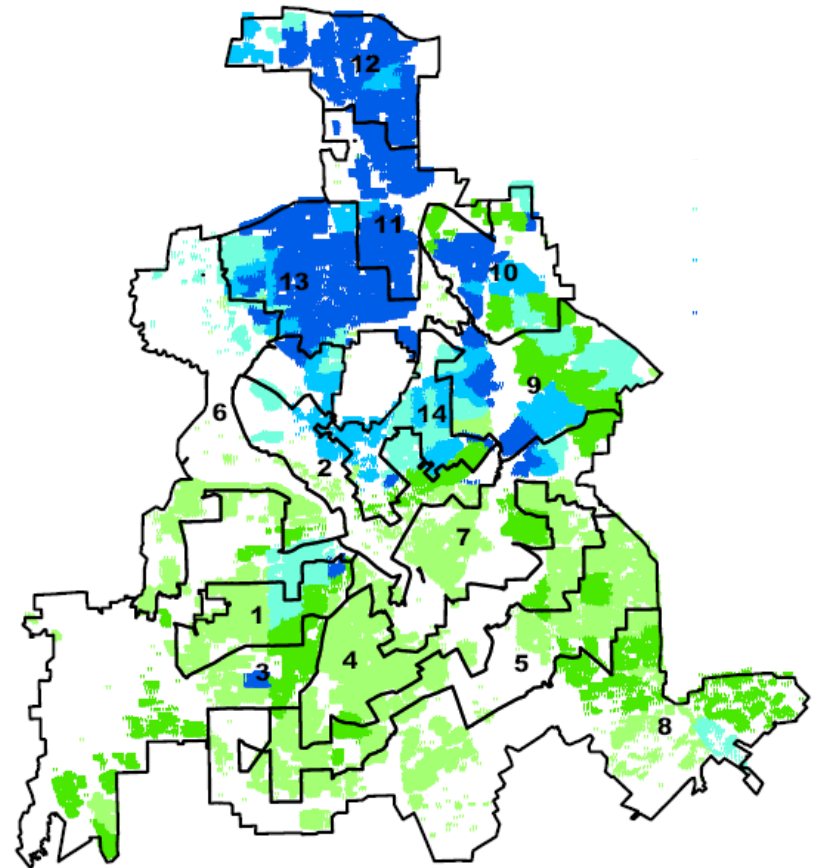
- Lessons learned about ...
 - Carts set out on wrong day
 - Carts placed in wrong location
 - Missed calls spike..***and then decrease***... over a 6-week period
- Anticipate increase in recycling tonnage collected

The OneDAY Effect

2007 Household Recycling



2009 Household Recycling



Transition Plan:

Component 2 - Public Outreach

(August 2009 – March 2010)

- Increased budget for larger outreach \$1M
- Two modes: *Broad* scope and *Targeted*
- Broad strategies
 - Radio/newspaper advertising
 - Billboards, kiosks, bus advertising
 - Web site with **OneDAY** look-ups by address
 - Dedicated call center at 3-1-1
 - Community meetings (scheduled and requested)

Proposed Community Meetings

Council Member	District	Day	Date	Time	Location	DAY OF SERVICE
Kadane/Davis	9 and 7	Monday	4-Jan-10	6:30 p.m.	Harry Stone Rec Center	MONDAY
Neumann/Jasso	3 and 1	Monday	4-Jan-10	6:30 p.m.	Mattie Nash/Myrtle Davis Rec Center	MONDAY
Jones Hill	5	Tuesday	5-Jan-10	6:30 p.m.	Janie C. Turner Rec Center	TUESDAY
Caraway	4	Tuesday	5-Jan-10	6:30 p.m.	Skyline Branch Library	TUESDAY
Jasso	1	Tuesday	5-Jan-10	6:30 p.m.	North Oak Cliff Branch Library	TUESDAY
Allen/Koop	10 and 11	Wednesday	6-Jan-10	7 p.m.	Forest Green Branch Library	TUESDAY
Hunt	14	Wednesday	6-Jan-10	7 p.m.	Lakewood Branch Library	CURB
Jones Hill	5	Thursday	7-Jan-10	6:30 p.m.	Polk Wisdom Branch Library	THURSDAY
Neumann	3	Thursday	7-Jan-10	6:30 p.m.	Mountain Creek Branch Library	FRIDAY
Hunt/Kadane	14 and 9	Thursday	7-Jan	5:30 p.m.	Central Library Auditorium	CURB
Medrano	2	Thursday	7-Jan-10	6:30 p.m.	Ignacio Zaragoza	FRIDAY
Jasso	1	Saturday	9-Jan-10		North Oak Cliff Branch Library	TUESDAY
Davis	7	Saturday	9-Jan-10		Martin Luther King Rec Center	TUESDAY
Salazar	6	Saturday	9-Jan-10		Anita Martinez Rec Center	TUESDAY
Jones Hill	5	Saturday	9-Jan-10		Thurgood Marshall Rec Center	FRIDAY
Caraway	4	Monday	11-Jan-10	6:30 p.m.	Beckley Saner Rec Center	MONDAY
Salazar	6	Monday	11-Jan-10	6:30 p.m.	Arcadia Park Branch Library	MONDAY
Atkins	8	Tuesday	12-Jan-10	6:30 p.m.	Singing Hills Rec. Center	TUESDAY
Davis	7	Tuesday	12-Jan-10	6:30 p.m.	Larry Johnson Rec Center	TUESDAY
Neumann	3	Thursday	14-Jan-10	7 p.m.	Park in the Woods Rec Center	FRIDAY
Atkins	8	Thursday	14-Jan-10	6:30 p.m.	Fireside Rec. Center	THURSDAY
Hunt	14	Thursday	14-Jan-10	6:30 p.m.	K.B. Polk Rec. Center	THURSDAY
Jones Hill	5	Saturday	16-Jan-10		Pleasant Grove Branch Library	TUESDAY
Davis	7	Saturday	16-Jan-10		Eloise Lundy Rec Center	MONDAY
Medrano	2	Saturday	16-Jan-10		Samuell Grand Rec Center	FRIDAY
Allen	10	Monday	18-Jan-10	7 p.m.	Willie B. Johnson Rec Center	MONDAY
Margolin	13	Monday	18-Jan-10	7 p.m.	Preston Royal Branch Library	MONDAY
Medrano	2	Thursday	21-Jan-10	6:30 p.m.	Samuell Grand Rec Center	FRIDAY
Kadane	9	Thursday	21-Jan-10	6:30 p.m.	Harry Stone Rec Center	FRIDAY
Hunt	14	Thursday	21-Jan-10	6:30 p.m.	Lakewood Branch Library	FRIDAY
Atkins	8	Saturday	23-Jan-10		Tommie Allen Rec Center	FRIDAY
Neumann	3	Saturday	23-Jan-10		Hampton Illinois Branch Library	THURSDAY
Salazar	6	Saturday	23-Jan-10		Jaycee Zaragoza Rec Center	MONDAY
Jasso	1	Saturday	23-Jan-10		North Oak Cliff Branch Library	TUESDAY
Neumann/Salazar	3 and 6	Saturday	30-Jan-10		Dallas West Branch Library	TUESDAY
Caraway	4	Saturday	30-Jan-10		Lancaster Kiest Branch Library	FRIDAY
Allen	10	Saturday	30-Jan-10		Audelia Road Branch Library	TUESDAY
Kadane	9	TBD	TBD	6 p.m.	Lochwood Branch Library	CURB

Transition Plan:

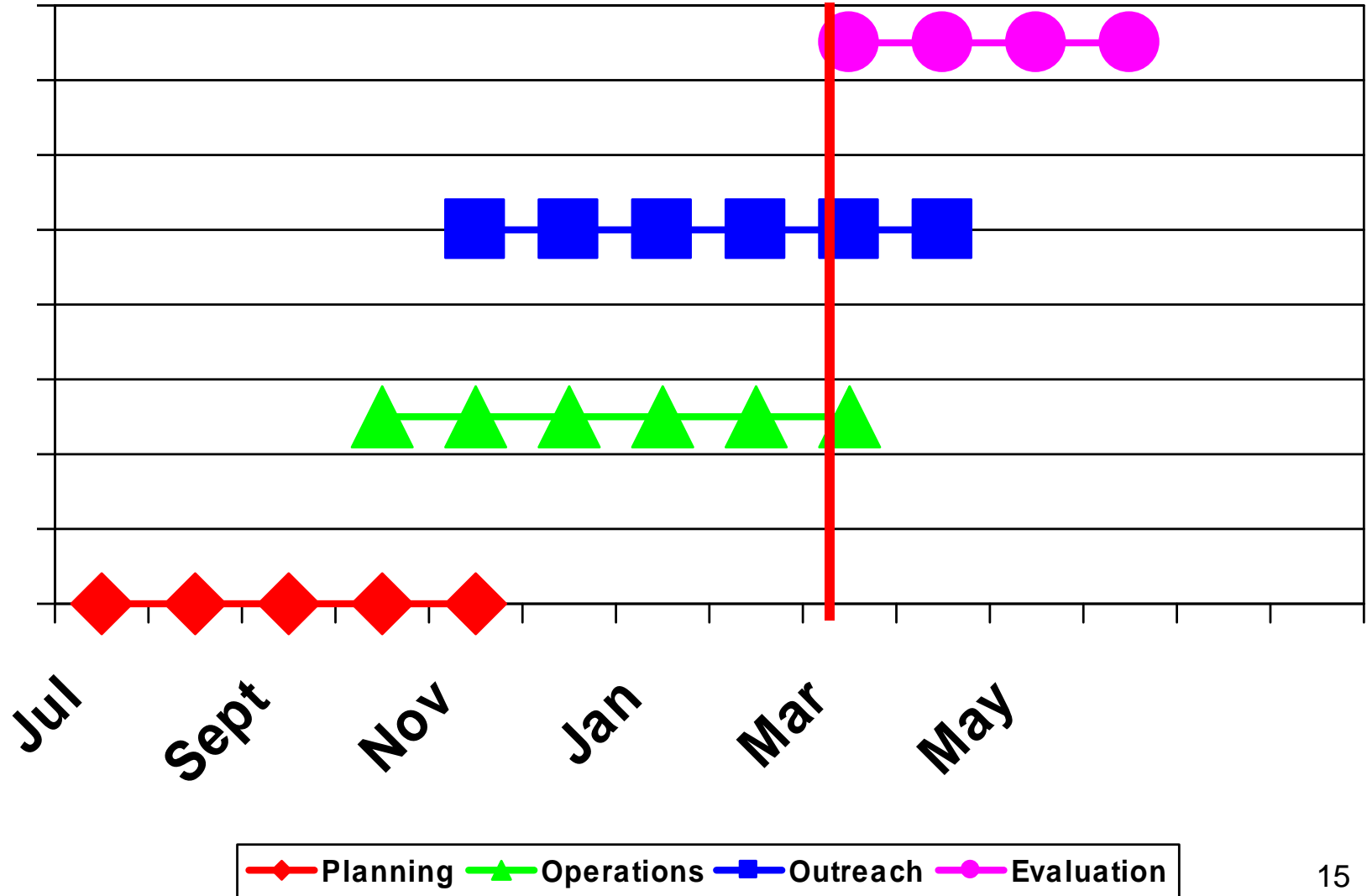
Component 2 - Public Outreach

(August 2009 – March 2010)

- Targeted strategies
 - Direct calls to households
 - Invitations to community meetings
 - Letters to households
 - Cart hangers
 - Emails to community associations
 - Special messaging on city utility bills

Transition Plan: The Timeline

Details of Transition Plan in Appendix



OneDAY: Follow-up Plans

(March 2010– Summer 2010)

After March 2010 implementation:

- Survey customers
- Share early findings with Council
 - 3-6 months after roll-out
 - customer adjustments (“missed” calls)
 - changes in recycling volumes
- Use early findings to adjust proposed FY11 budget for savings



Request for Council Feedback



Appendix

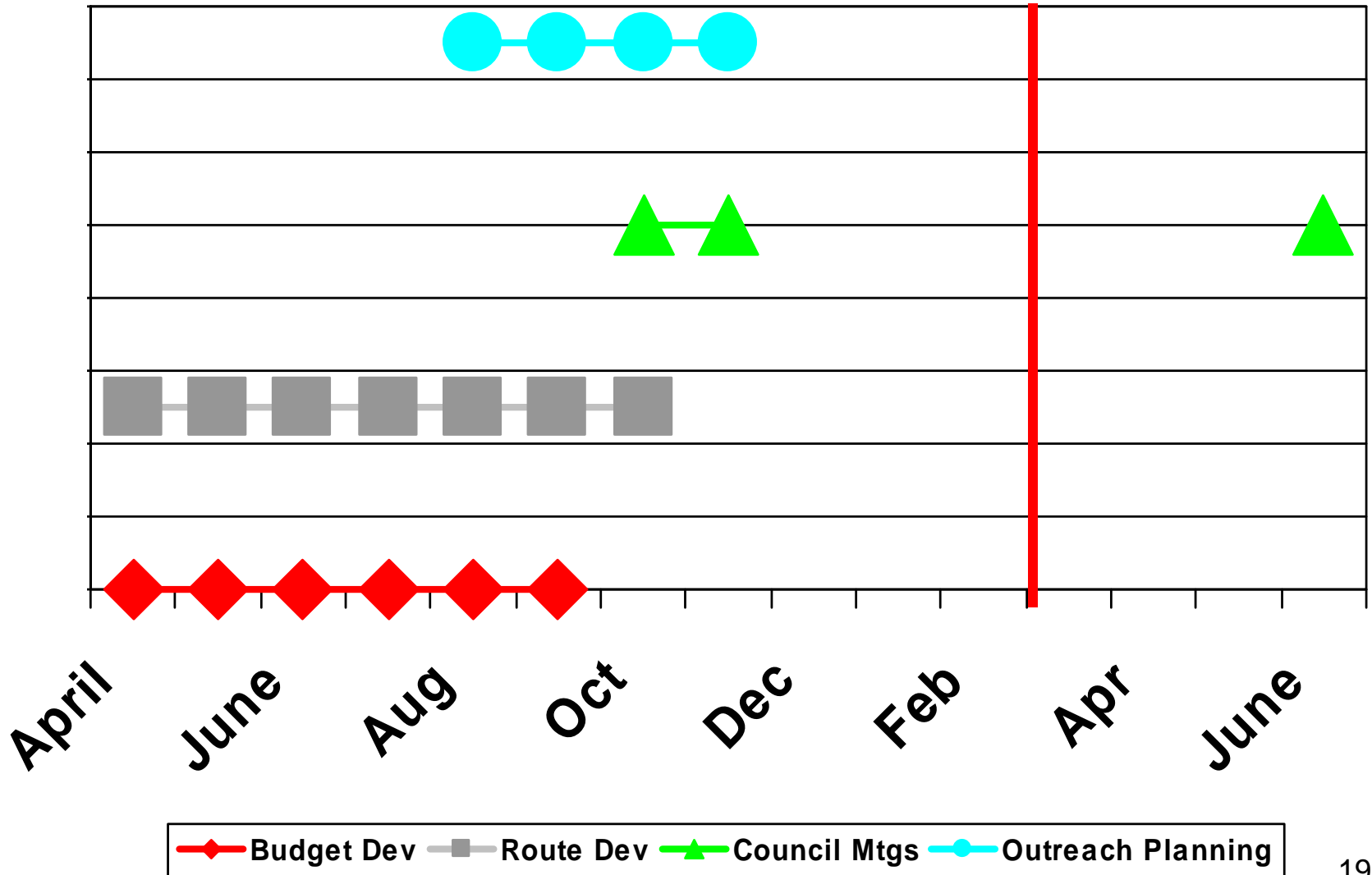
Timeline Detail: Planning stage

Timeline Detail: Operations

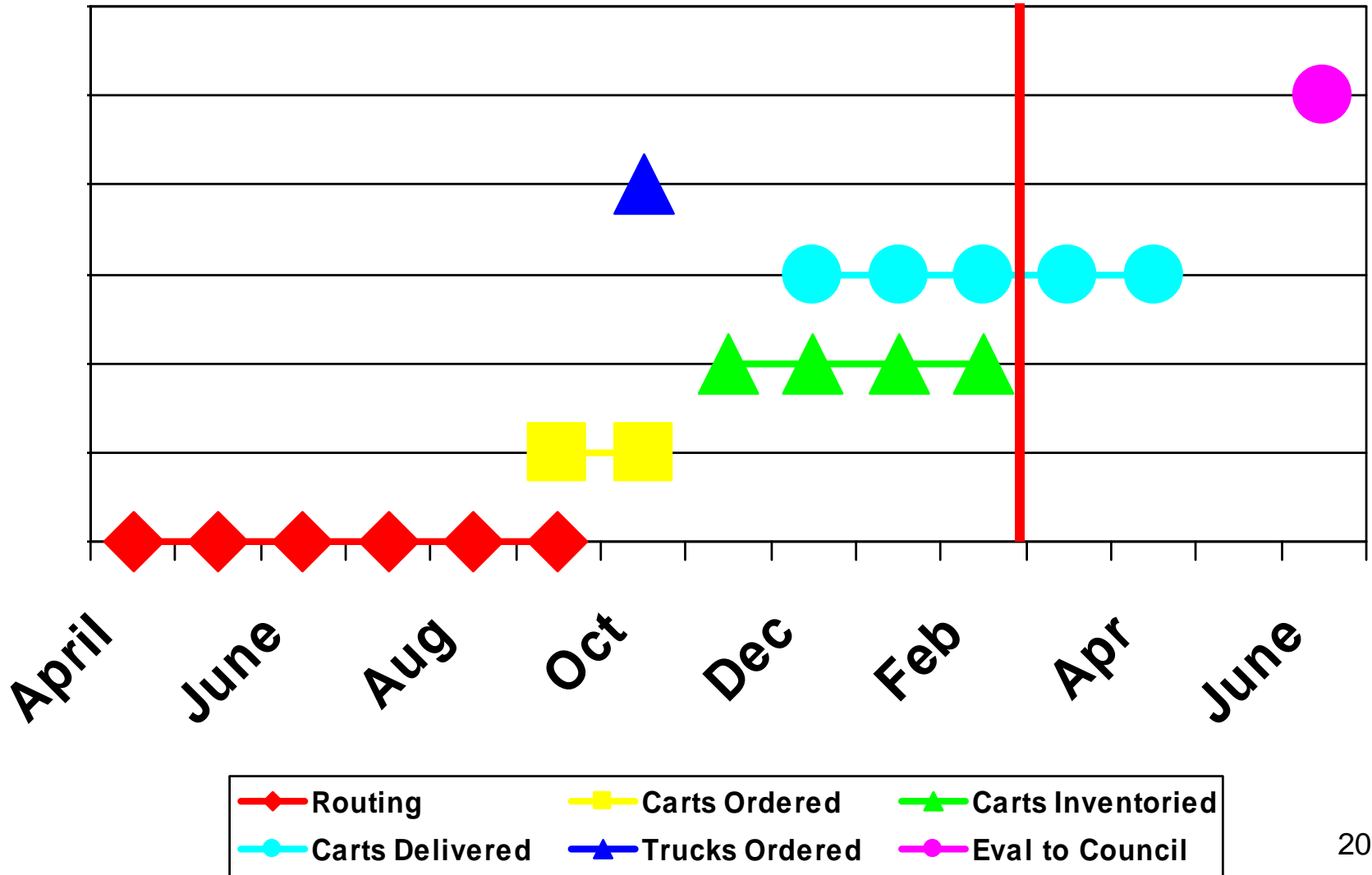
Timeline Detail: Outreach activities

- Advertisements
- HOA email
- Invitation Post Card
- Cart hangers
- Notification Letter
- Web site in a snap-shot

Timeline detail: Planning

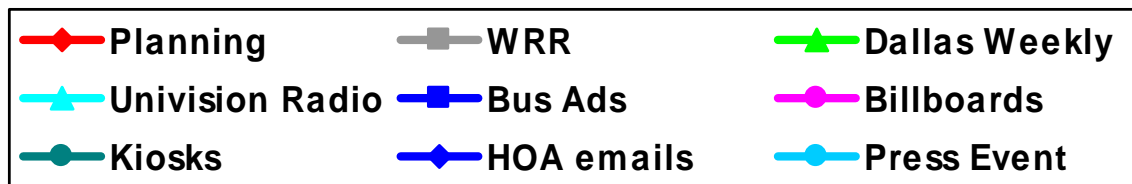
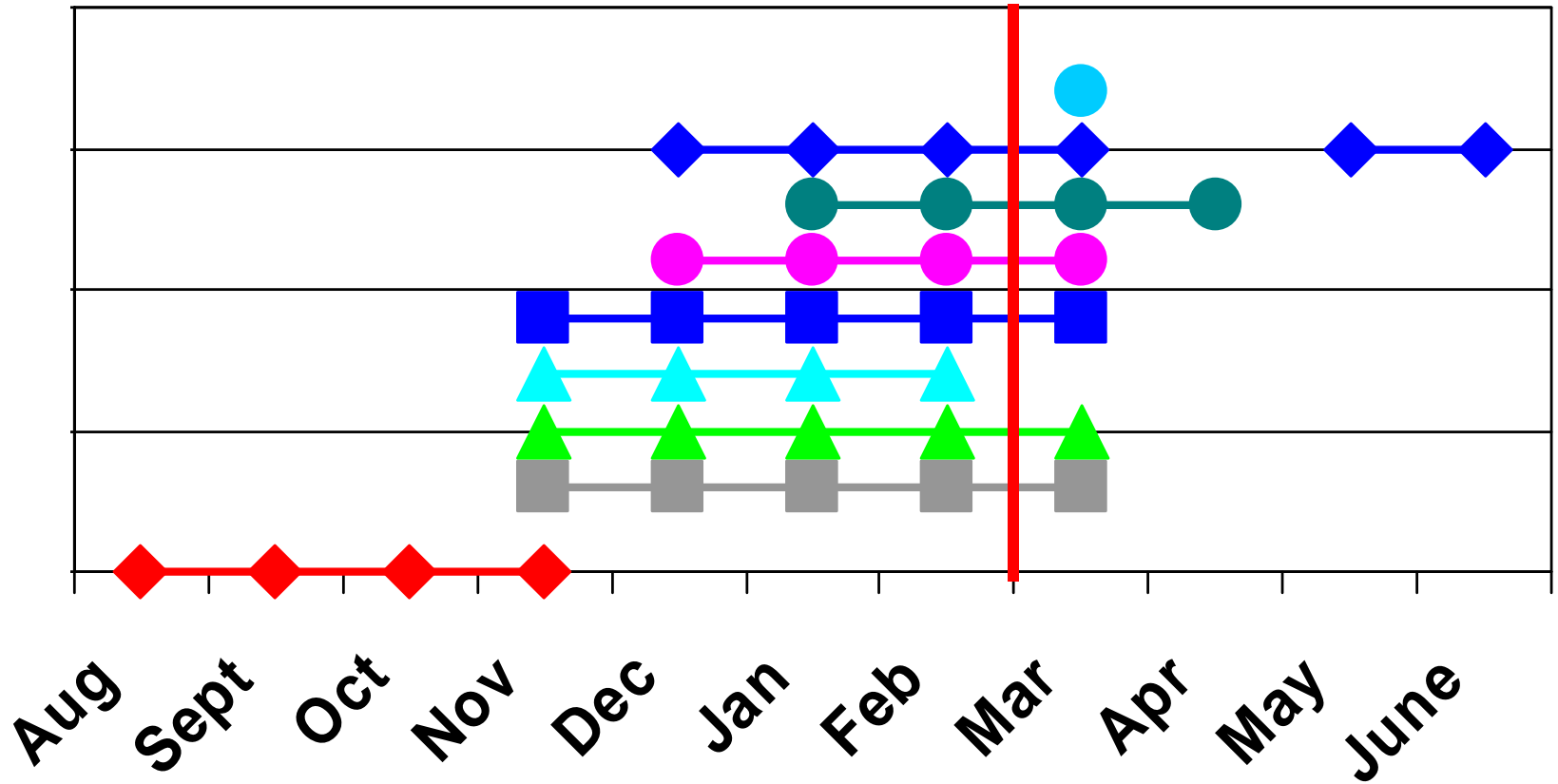


Timeline detail: Operations



Timeline detail: Outreach

(Broad Scope)



Ads

Print Ad Sample



Billboard Ad Sample



Bus Ad Sample



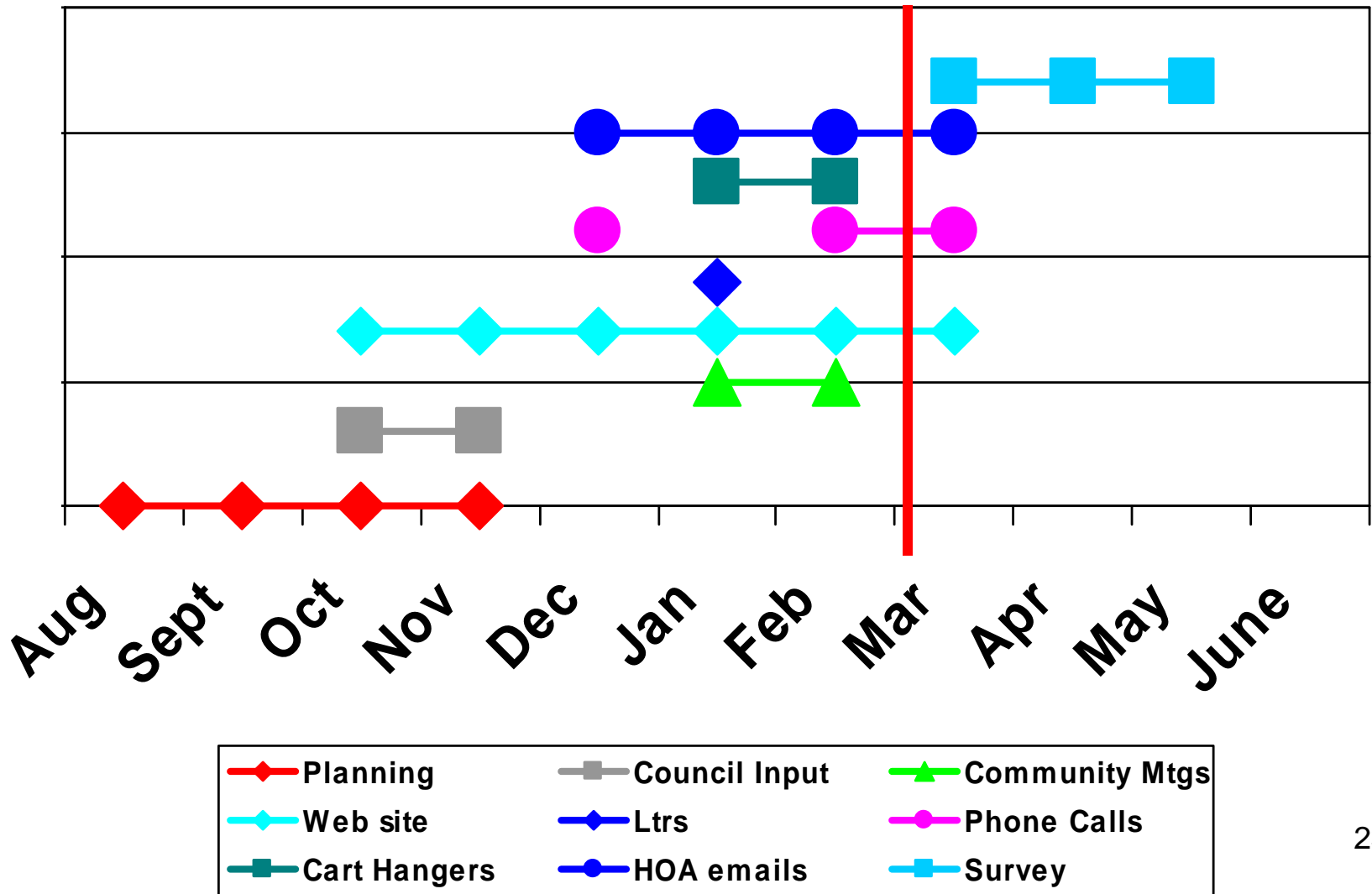
Kiosk Ad Sample



[Click to hear Radio PSA](#)
(English Sample)

Timeline detail: Outreach

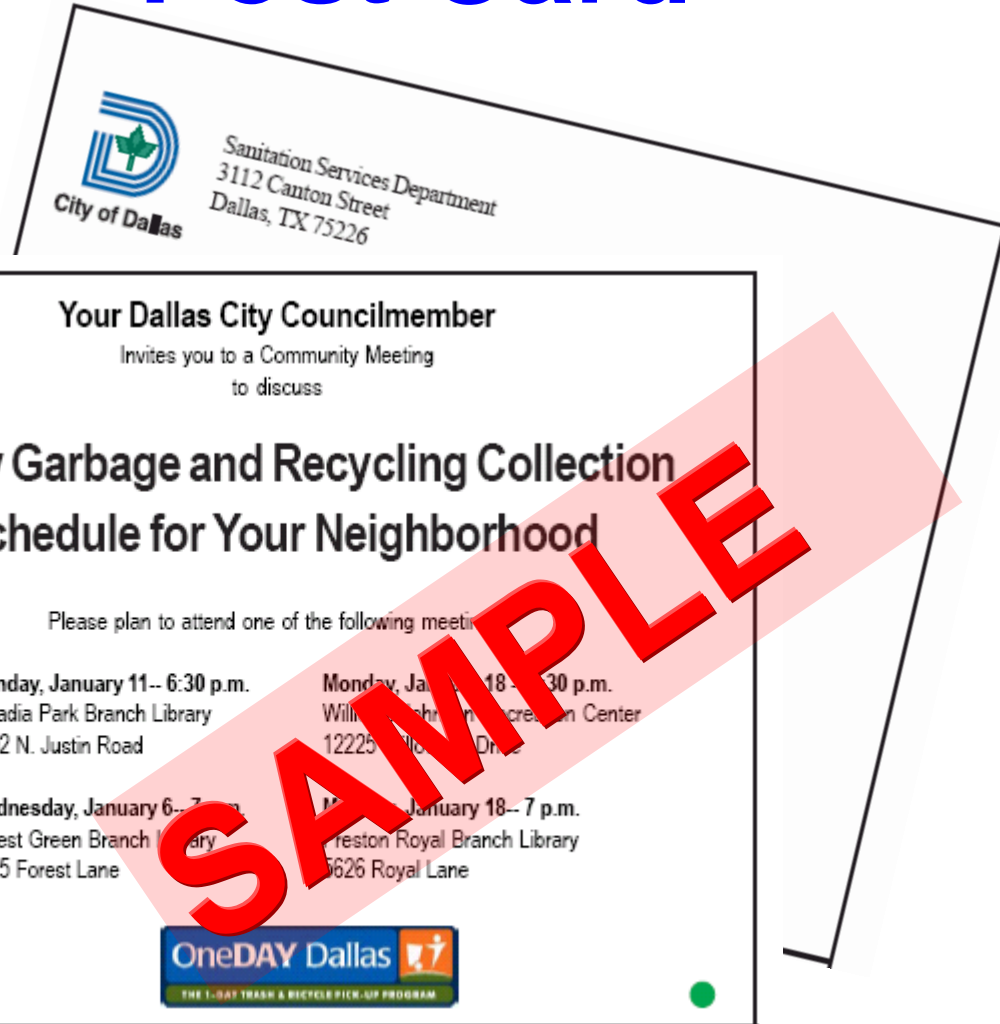
(Personalized)



Email Alert




Post Card



Cart Hangers



Notification Letter



City of Dallas

Beginning in March 2010, your garbage and recycling collection schedule will change to OneDAY. The City of Dallas Sanitation Department will be picking up your garbage and recycling once a week. Both garbage and recycling will be picked up on the same day each week.

Your OneDAY is: MONDAY.


Please note:

- **Garbage and recycling will be collected once, on the same day each week.** We suggest that you mark your calendar each **MONDAY** not to forget.
- **Please continue to use the Big Blue recycling roll cart** for recycling. You can also recycle with clear or blue plastic bags.
- **If you want a Big Blue recycling roll cart** call 3-1-1 (or go to www.onedaydallas.com) and we will deliver your cart in 2-3 days. If you already have a Big Blue recycling roll cart and don't need another one, we'll provide one at no charge to you. There is a recycling service charge for additional garbage roll carts.
- **A list of recyclable items is attached, along with the 2010 recycling calendar.** Remember, you must separate your recycled items when placing them in the Big Blue recycling roll cart, or into clear or blue plastic bags.

The schedule for most curbside bulk waste collection is not changing. If you have any questions about OneDAY or any other waste issue-- call our **Sanitation HELP** line at 311-8877. Your call will be answered within two (2) business days.

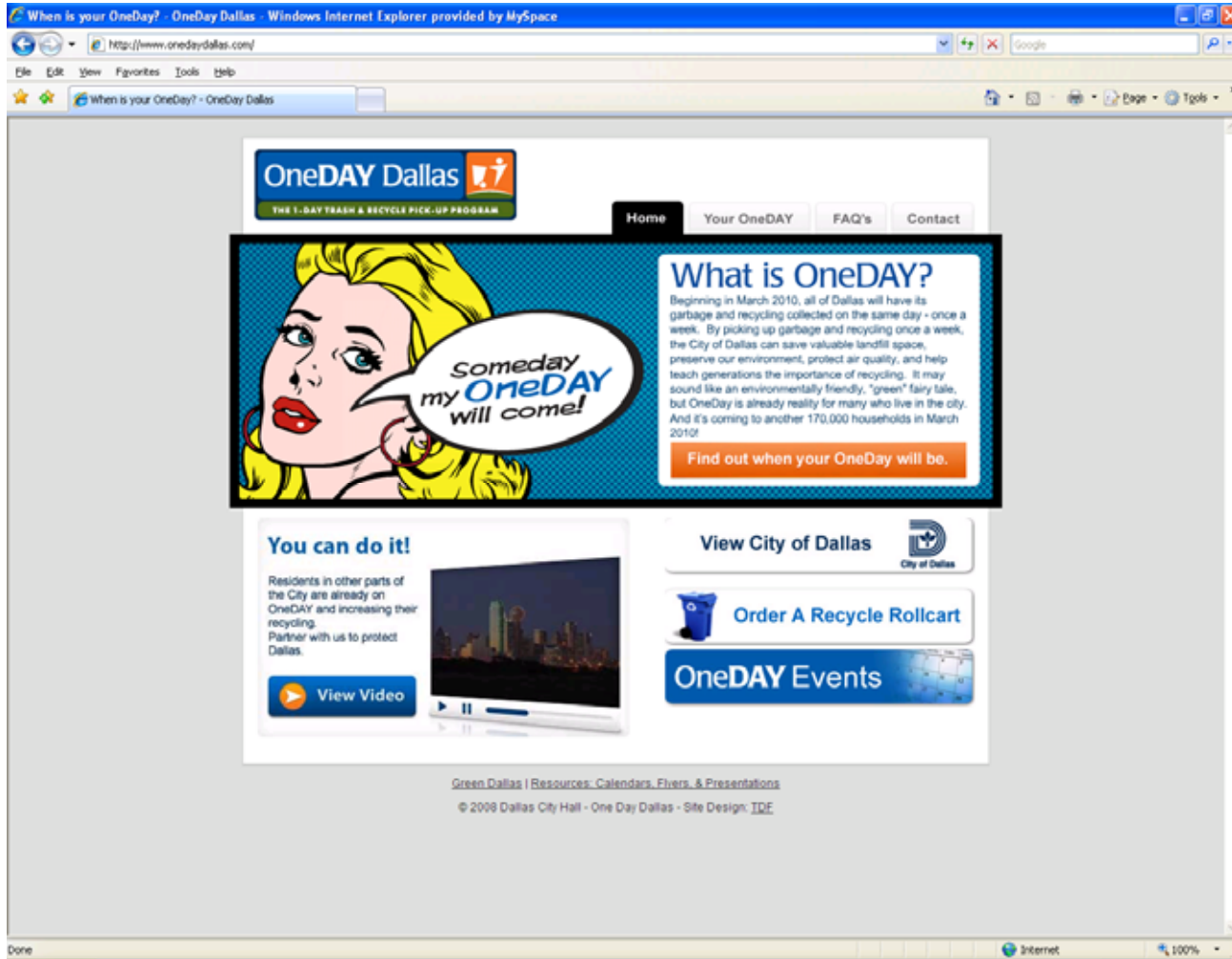
Mary Nixon
 Director, Sanitation Services

NOTICE: THE CHANGES OUTLINED IN THIS SECTION ONLY APPLY TO HOUSEHOLDS WHICH PUT THEIR GARBAGE OUT IN BAGS IN THEIR ALLEYS. If you now put your garbage out in bags in your alley, we will deliver a garbage roll cart to you; however, you will need to call 3-1-1 to order a recycling roll cart. **Effective March 1, 2010, both your recycling roll cart and your garbage roll cart will be picked up on the curb in front of your house and we will no longer collect in the alley.**



THE 1-DAY TRASH & RECYCLE PICK-UP PROGRAM

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

Order A Recycle Rollcart

OneDAY Events

Green Dallas | Resources: Calendars, Flyers, & Presentations

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