



# Bulk Waste Program Update



# Spring 2023 Program



1. Schedule.
  - March 13 - June 1.
  - Start on west side of city.
2. Data collection.
  - Track same violations
  - Focus on gutters, pile size & proximity to objects.
  - Use same education/warning notices.
  - Collect data to track improvements.
3. Code Enforcement.
  - No change to procedures.
  - Jason Watkins, Code Compliance Officer.

**Goal: Improve compliance!**

# Spring Communications Campaign

1. Postcards (emphasis on gutter)
2. Home Hero Banner linked to web page
4. Communications Channels
  - a. Facebook
  - b. Twitter
  - c. Instagram
  - d. Sandy Journal
  - e. SandyNow! eNews
  - f. Nextdoor
5. Initial e-Blast (SandyNow! text and email Week Feb 14-18)
6. SandyNow! My Alert Pulse and Nextdoor Pulse (geo-targeted message weekly to next designated areas)
7. Mr. Do Right appearances on Facebook, etc.



# Spring Communications Focus

## 1. Education focus

- 1) Placement 2 feet from gutter & 3 feet from inlets and objects
- 2) Pile size limit
- 3) Proximity to objects
- 4) No sooner than 72 hours out
- 5) Illegal dumping & HAZMAT
- 6) List of Items accepted & not accepted
- 7) Advertise year-round dumpster program for contracted projects



## 2. The Mr. Do Right BIG 3

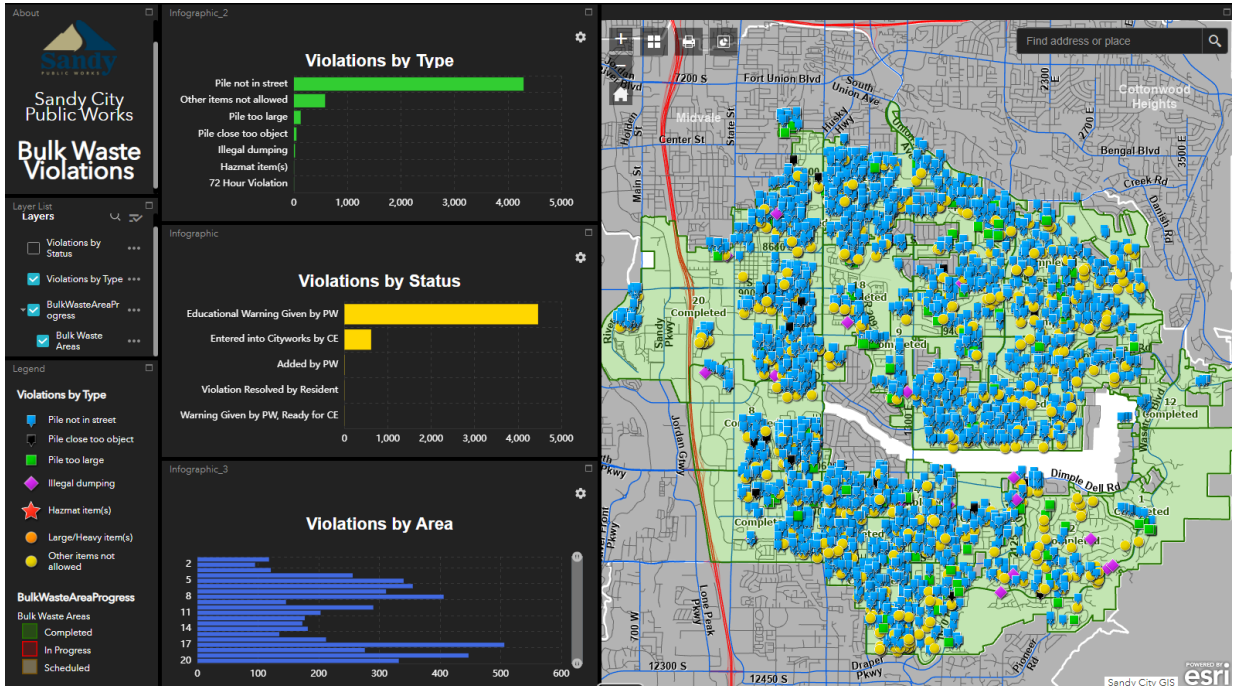
- 1) NO piles in the gutter
- 2) NO large piles
- 3) NO piles close to objects (cars, mailboxes, utility boxes, inlet grates, etc.)

# Spring Communications Focus (cont.)

3. Continued use of Communications Channels
  - a. A-Frames. Throughout neighborhoods
  - b. Newsletter: Mr. Do-Right pointing out Big 3
  - c. Social posts to highlight a few residents who have created the perfect pile during pick-up.
  - d. Lobby TVs
  - e. Email Blast
  - f. Email Pulse
  - g. Home Hero Banner
  - h. Newsletter Ad
  
4. Continue
  - a. Postcard/mailer
  - b. Facebook, Twitter, Nextdoor and Instagram
  - c. SandyNow! eNews



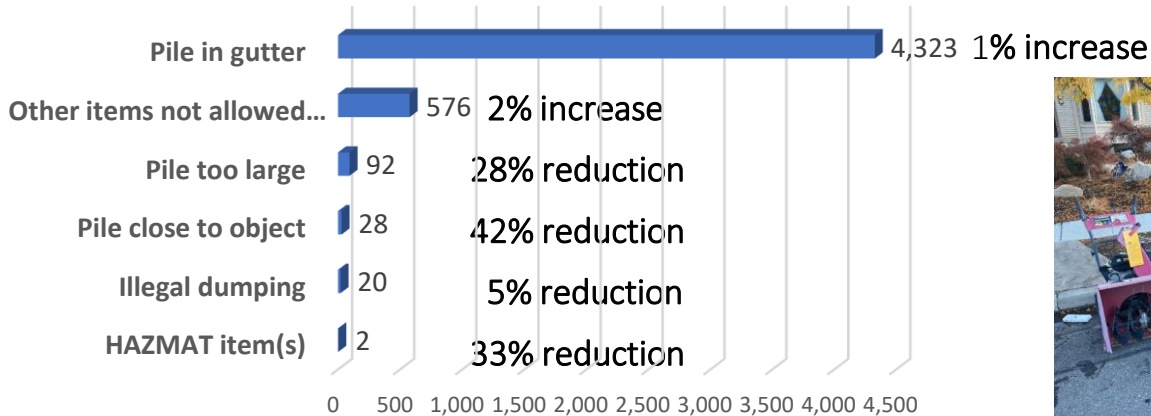
# Violations Tracking Site



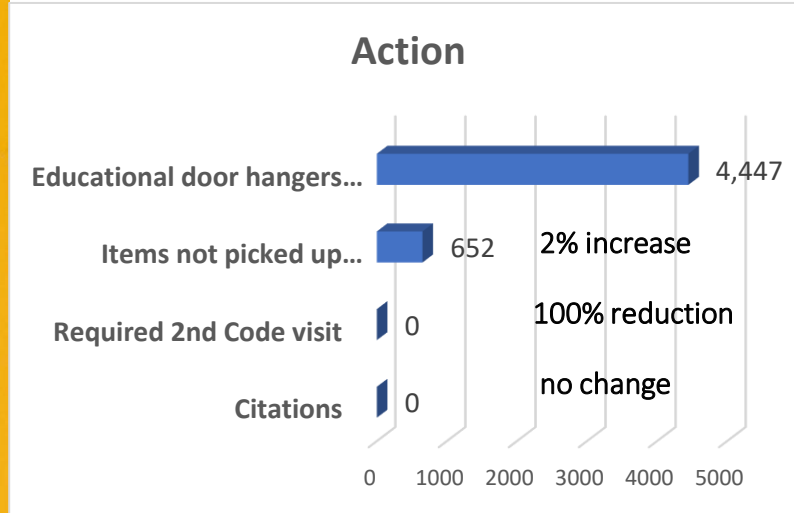
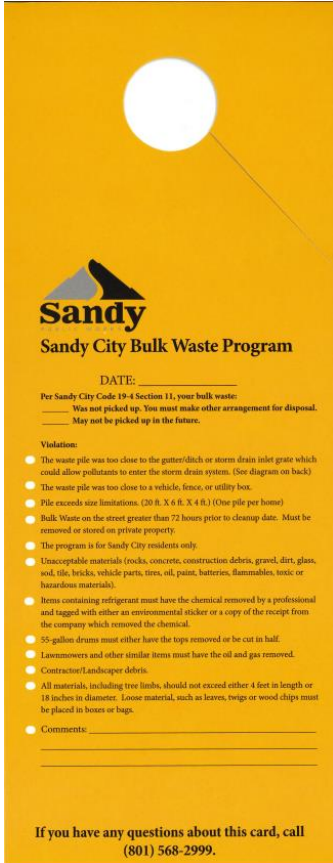
# Results By The Numbers

## Violations by Type

(Estimated homes that participated: 10,118)



# Follow-up Contacts Tracked



1/2% reduction

2% increase

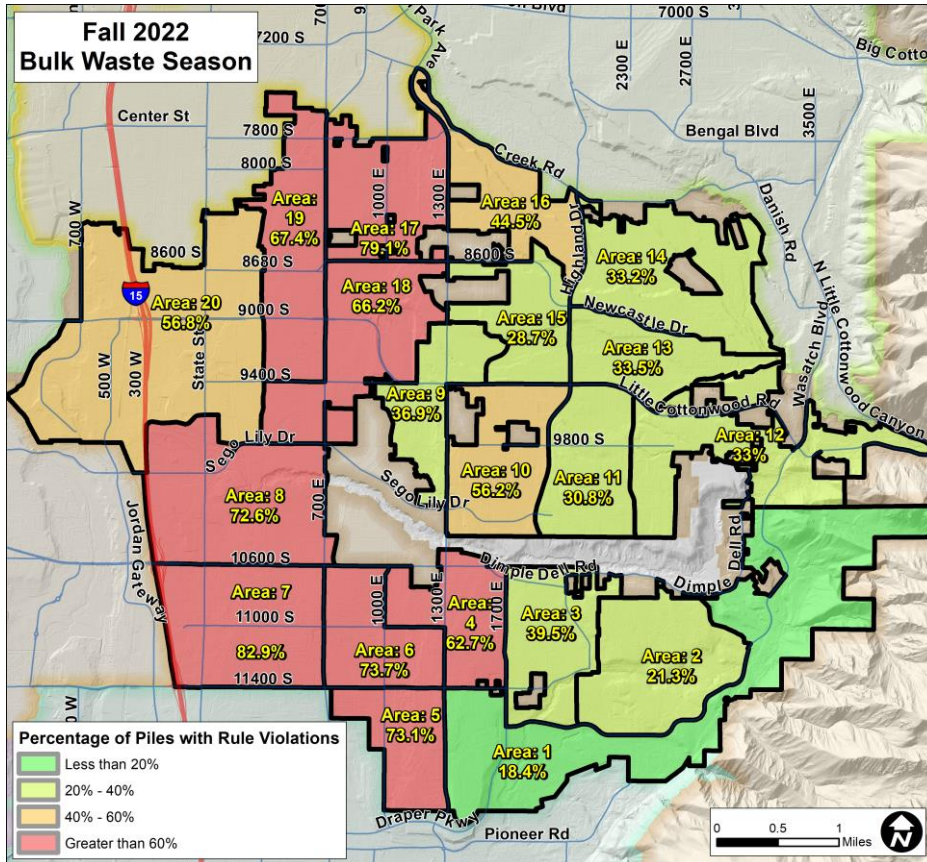
100% reduction

no change

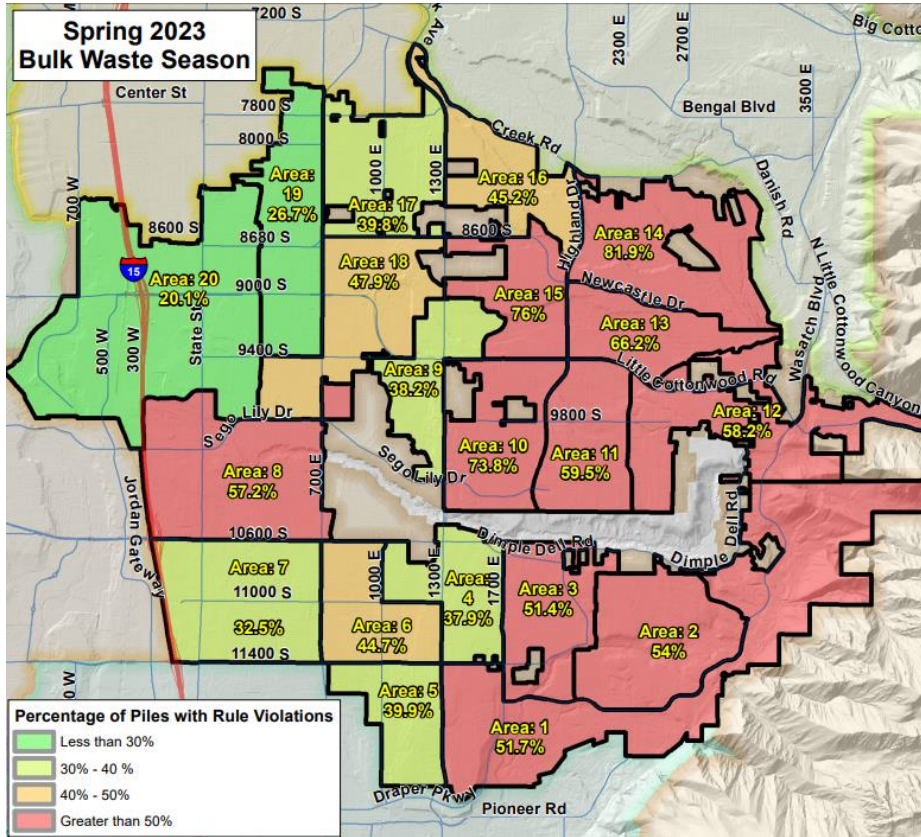




# Fall 2022 Piles w/ Violations by Area



# Spring 2023 Piles w/ Violations by Area





# Citizen Successes for Fall Bulk Waste Pickup

# Successes

28% reduction in large piles  
42% reduction in piles close to objects

33% reduction in HAZMAT material



**YES!**



# Concern

4,323 piles in the gutter!



# Fall 2023 Communications Campaign

1. Update Postcard:
2. More A-frame signs in neighborhoods.
3. Home Hero Banner on website.
4. Social Media messages:
  - a. OK to place piles in street.
  - b. Follow the rules so we don't lose the program.
  - c. Weekly reminders of how areas performed.
  - d. Videos featuring top violations as discussed by crew.
5. Weekly e-Blast to upcoming collection areas.
6. Newsletter/eNews: article reminder in February & graphic in March.
7. Utility Bill: add messaging to the message box.
8. Mayor's challenge:

Everyone assist with communications and education.



## Goals:

1. **Improve compliance with keeping gutters clear and clean!**





# Questions?

As you make plans for the Fall Bulk Waste Collection, remember the Bulk Waste Rules!

## BULK WASTE RULES:



- ✓ Piles Size Limit: 20'x6'x4'
  - 3' away from storm drains
  - 2' away from gutters
  - 1 pile per household
- ✓ Don't place bulk waste in the street more than 72 hours in advance
- ✓ Pay attention to the list of acceptable and non-acceptable items

To protect our storm drain system,  
**keep bulk waste out of the gutter!**