



Bulk Waste Program Update



Fall 2023 Program



1. Schedule.
 - September 11 - November 16.
 - Start on east 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.

Goals: Collect waste & improve compliance!

Fall Communications Campaign

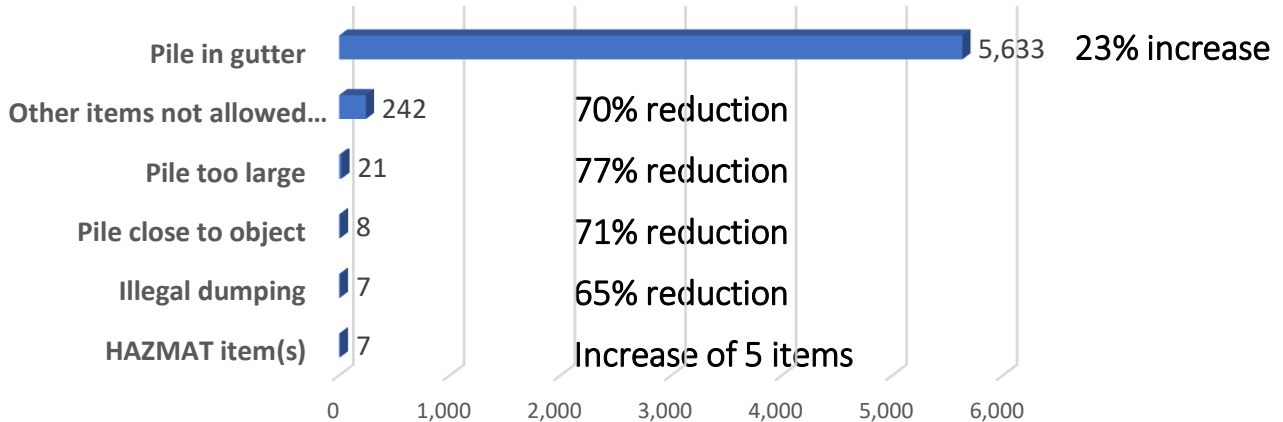
1. Postcards (focus on gutters)
2. Home Hero Banner linked to web page
4. Communications Channels
 - a. Facebook
 - b. Twitter
 - c. Instagram
 - d. Sandy Journal
 - e. SandyNow! eNews
 - f. Nextdoor
5. Initial e-Blast (SandyNow! text and email)
6. SandyNow! My Alert Pulse and Nextdoor Pulse (geo-targeted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



Results By The Numbers

Violations by Type

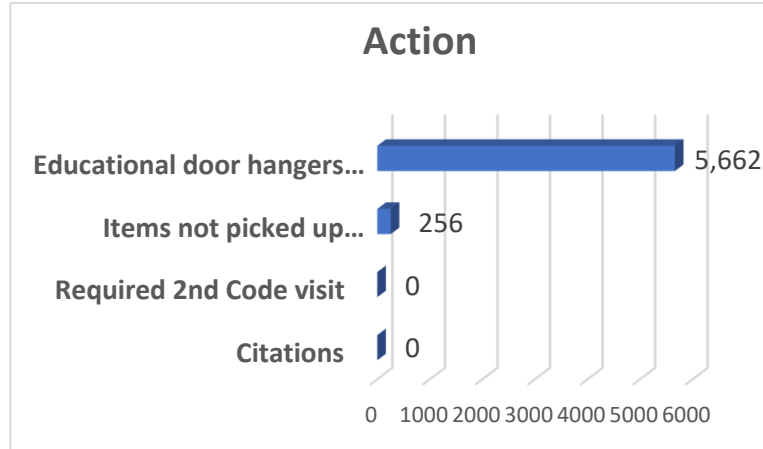
(Estimated homes that participated: 13,022)



Note:

- All violations reduced except for Piles in Gutter. Consequence for violation is items are not collected.
- 43% of participants put their pile in the gutter.

Follow-up Contacts Tracked



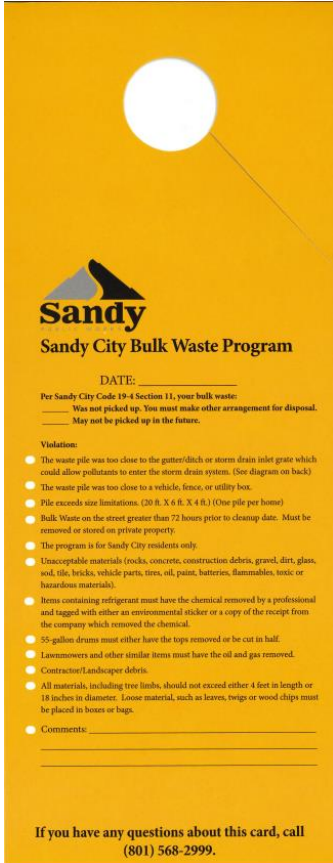
27% increase *

60% decrease

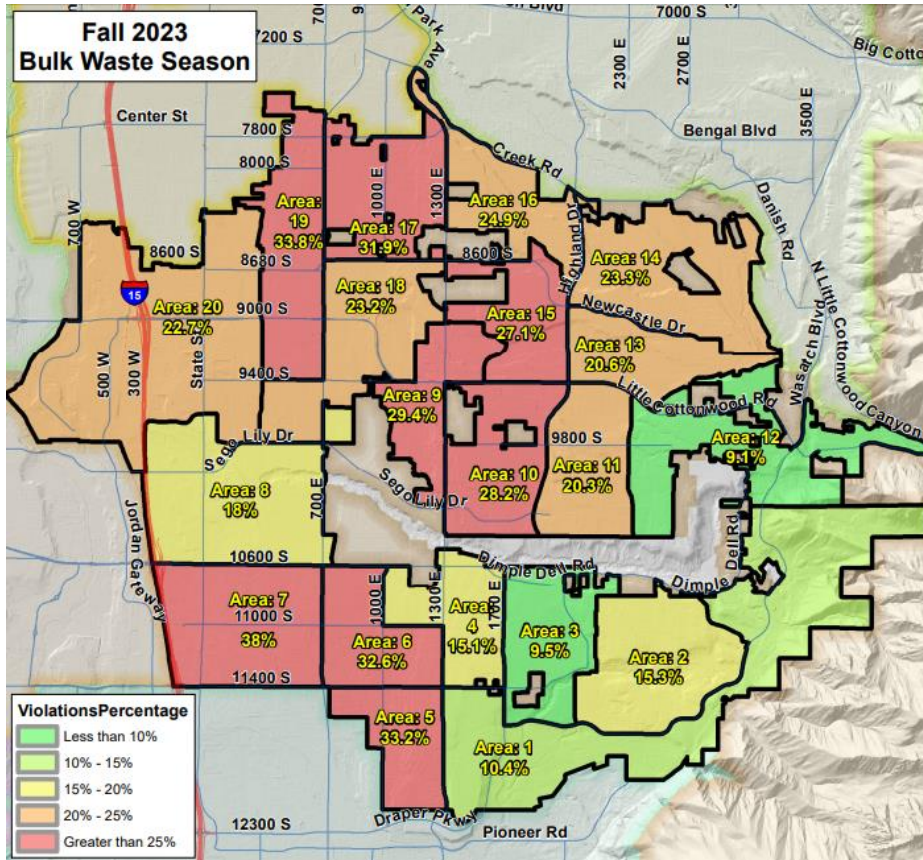
No change

No change

* Increase due to Piles in Gutter



Fall 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



Concern

5,633 piles in the gutter. A 23% increase!



Spring 2024 Communications Campaign

1. Update Postcard:
2. Continue 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.
5. Weekly e-Blast to upcoming collection areas.
6. Newsletter/eNews: article reminder in February &
7. Utility Bill: add messaging to the message box.
8. Mayor's challenge:

Everyone assist with communications and education.



Goals:

1. **Continue to try to 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!