



Bulk Waste Program Update



Fall 2022 Program



1. Schedule.
 - September 12 - November 17
 - Start on east side
2. Data collection.
 - Track same violations
 - Focus communications/education on gutter, pile size & proximity to objects
 - Use same education/warning notices
 - Collect data to track improvements
3. Code Enforcement.
 - No change to procedures
 - Jason Watkins, new Code Compliance Officer

Goal:

Improve compliance!
(reduce door hangers by 1/3)

Fall 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
 - g. Marquee
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 videos



Fall Communications Focus

1. Education focus
 - 1) Placement of 2 feet from gutter & 3 feet from inlets and objects
 - 2) Pile size limit
 - 3) No sooner than 72 hours out
 - 4) List of Items accepted & not accepted
 - 5) Advertise year-round dumpster program for contractor 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.)



Fall Communications Focus (cont.)

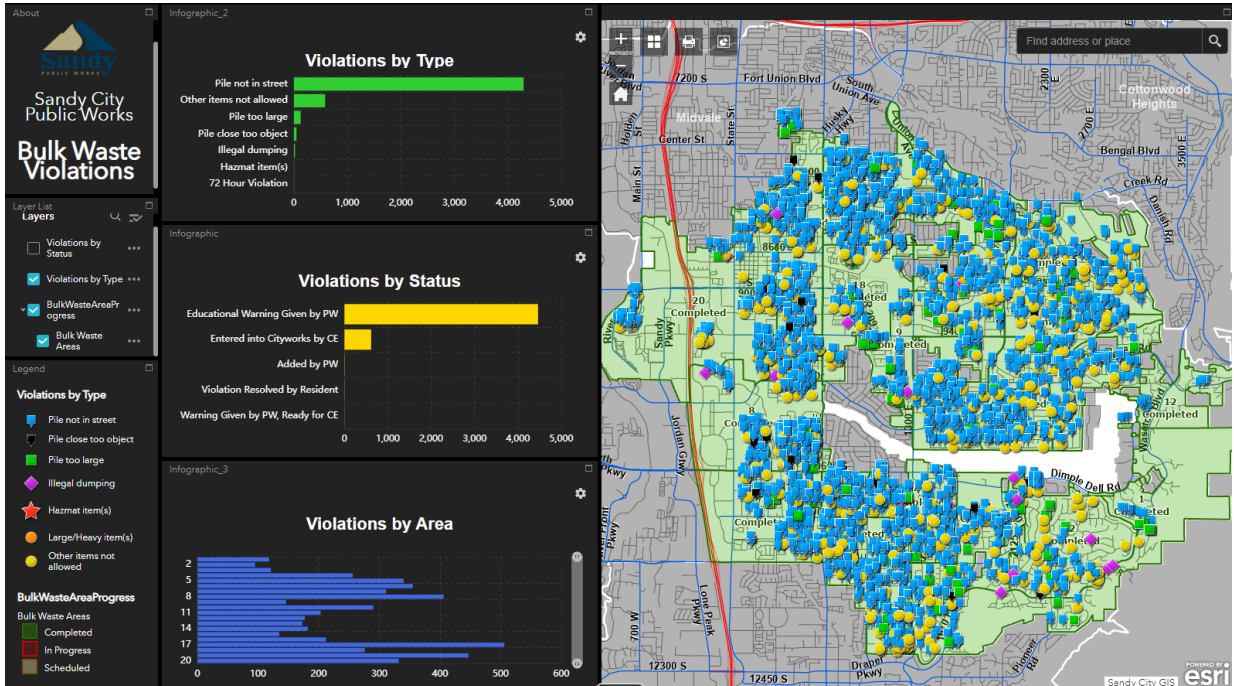
3. New Implementations
 - a. A-Frames. Throughout neighborhoods
 - b. August Newsletter: Mr. Do-Right pointing out Big 3

4. Additional Communications Channels
 - a. Lobby TVs
 - b. Email Blast
 - c. Email Pulse
 - d. Home Hero Banner
 - e. Newsletter Ad

5. Continue
 - a. Postcard/mailer
 - b. Facebook, Twitter, Nextdoor and Instagram
 - c. SandyNow! eNews



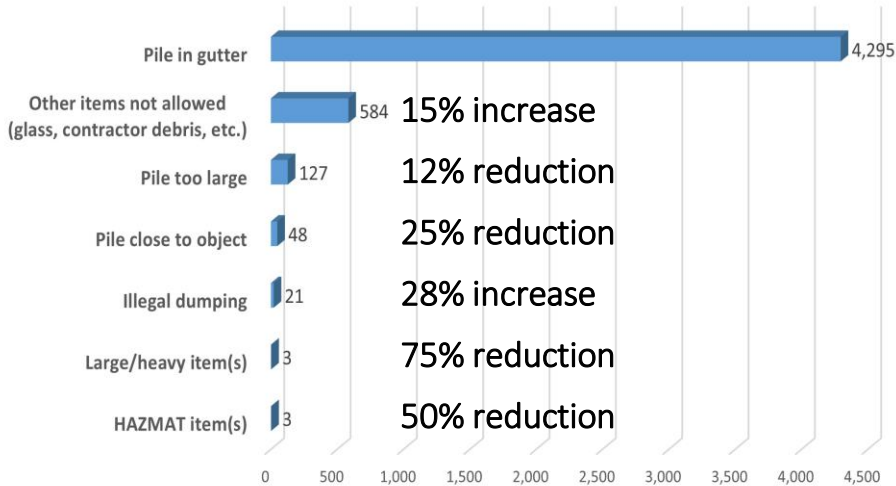
Violations Tracking Site



Results By The Numbers

Violations by Type

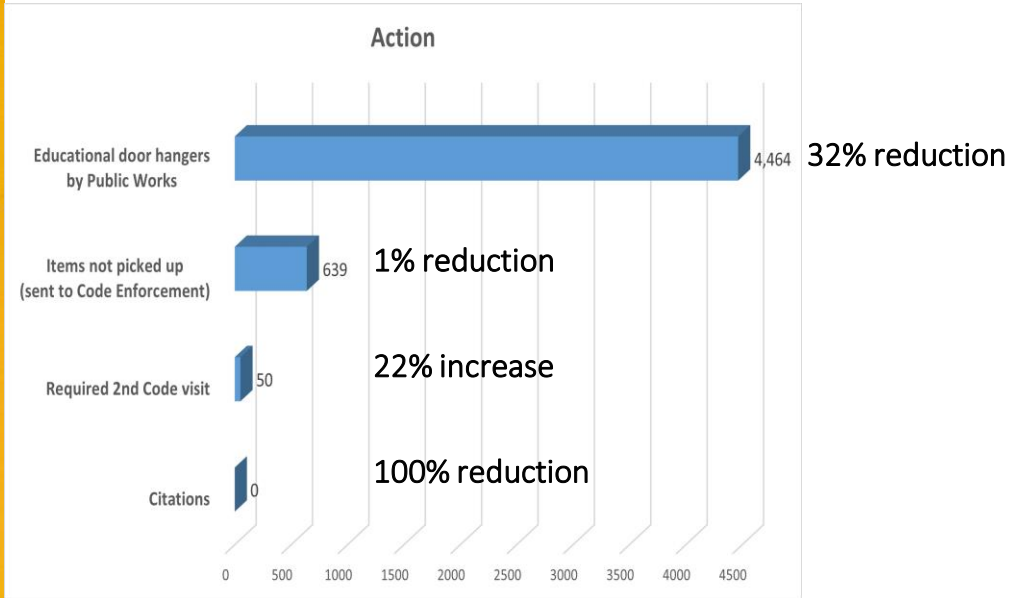
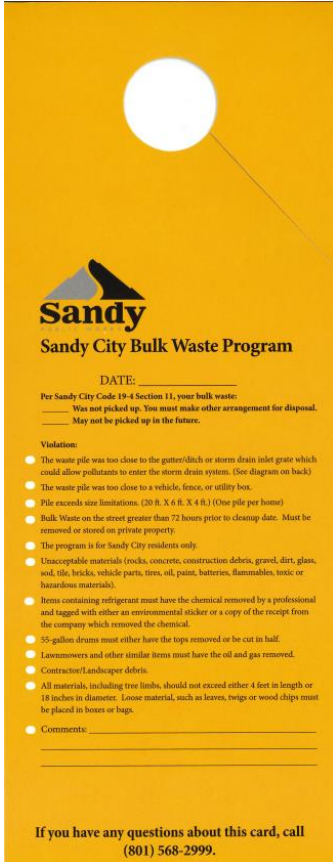
(Estimated homes that participated: 10,136)



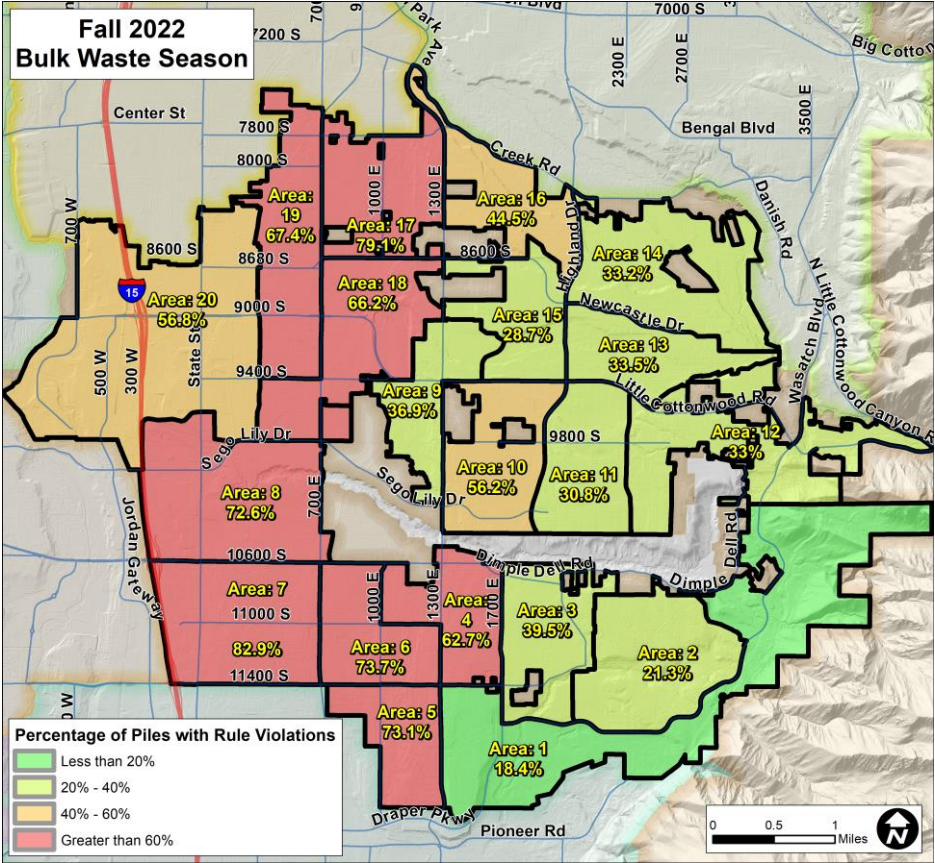
33% reduction



Follow-up Contacts Tracked



Percent of Piles w/ Violations by Area





Citizen Successes & Spring Bulk Waste Pickup

Successes

33% reduction in gutter violations
25% reduction in piles close to objects

75% reduction in HAZMAT material
12% reduction in oversized piles



Spring 2023 Communications Campaign

1. Update Postcard: add measuring tape; put date in pile graphic; add QR code to website with list of what is allowed/not allowed; train Chatbot on website.
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! All Collection Areas will be Green.
2. Shorten notice time by Code Officer from 7 days to 2 days.



Questions?

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

BULK WASTE RULES:



- ✓ Piles Size Limit: 20' x 6' x 4'
 - 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!