

Memorandum



CITY OF DALLAS

DATE May 8, 2015

TO Honorable Members of the Quality of Life & Environment Committee: Dwaine R. Caraway (Chair)
Sandy Greyson (Vice Chair), Adam Medrano, Rick Callahan, Carolyn R. Davis, Lee M. Kleinman

SUBJECT Scrap Tire Program Overview: "RETIRE"

On Monday, May 11, 2015, the Quality of Life & Environment committee will be briefed on the RETIRE scrap tire outreach program. The briefing is attached for your review.

Please contact me if you have any questions.

A handwritten signature in blue ink that reads "Joey Zapata".

Joey Zapata
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



Scrap Tire Program Overview: “RETIRE”

Quality of Life & Environment Committee

May 11, 2015



Purpose

- * Provide an overview of the scrap tire “**RETIRE**” program
- * Discuss “**RETIRE**” outreach and clean-up projects

RETIRE Program

The City of Dallas entered into an agreement with the North Central Texas Council of Governments to manage a solid waste implementation project for \$125,000 effective October 8, 2014 and shall terminate June 30, 2015.

Services to be performed

- * Facilitate public awareness and educational opportunities to reduce illegal dumping of scrap tires
- * Educate the public on the proper method of disposing of scrap tires and the penalties associated with illegally dumping scrap tires
- * Perform educational and outreach activities
- * Conduct scrap tire clean-ups at entry points that illegal dumpers utilize along the Trinity River
- * Campaign slogan “**RETIRE**”

RETIRE Program (continued)

STOP ILLEGAL DUMPING

OR FACE FINES OF UP TO \$2,000 OR JAIL TIME



Illegally dumping tires hurts the environment and your health. It's the perfect breeding ground for mosquitos and rodents to infest the dumping area. On top of that illegal dumping of tires can land you in jail or with a hefty fine. Disposing of scrap tires is easy. Just drop them off for free at the McCommas Bluff Landfill @ 5100 Youngblood or the Bachman Transfer Station @ 9500 Harry Hines.

Prepared in cooperation with the North Central Council of Governments through funding from the Texas Commission on Environmental Quality.

TIRAR LLANTAS DE MANERA ILEGAL ES UN DELITO

PUEDA ENFRENTAR MULTAS DE HASTA \$2,000 DÓLARES O TIEMPO EN LA CÁRCEL



Tirar llantas ilegalmente daña el ambiente y su salud. Es la situación perfecta para una infestación de mosquitos y roedores. Si usted es culpable de tirar llantas ilegalmente, puede terminar en la cárcel o con una fuerte multa. Deshacerse de estas llantas es fácil y es gratis. Solo llévelas al relleno sanitario de McCommas Bluff en el 5100 Youngblood o a la estación de transferencia Bachman en el 9500 Harry Hines.

Preparado en colaboración con el Consejo de Gobiernos de la parte Norte Central de Texas a través del financiamiento de la Comisión de Calidad Ambiental de Texas.



**CALL 3-1-1
FOR INFORMATION**



RETIRE
City of Dallas Tire Recycling



**LLAME AL 3-1-1
PARA INFORMACION**



RETIRE
City of Dallas Tire Recycling

RETIRE Program Highlights

- * Design and Launch of **RETIRE** website
www.keepdallasclean.com
- * **RETIRE** brochure included in DWU water bill inserts in January/February 2015
- * **RETIRE** billboards strategically placed throughout city of Dallas
 - * I-30 @ Ferguson (current)
 - * I-35 @ Regal Row (current)
 - * Loop 12 @ Grauwyler (current)
 - * 183 @ 114 (current)
 - * I-45 @ Lamar (05/11)
 - * 175 @ Jim Miller (05/11)
 - * I-35 @ Illinois (05/11)

RETIRE Program Highlights (continued)



RETIRE Program Highlights (continued)

KeepDallasClean.com



We're Tired of the Mess.

The City of Dallas is Cracking Down on Illegal Dumping of Tires. Face Fines up to \$2,000 or Jail Time.

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We're Tired of the Mess.



The City of Dallas is Cracking Down on Illegal Tire Dumping. Offenders can Face Fines up to \$2,000 or Jail Time.

Legally dumping tires hurts the environment & your health. It's the perfect breeding ground for mosquitoes & rodents to infest the dumping area. Disposing of scrap tires is easy. Just drop them off at the McCommas Bluff Landfill @ 5100 Youngblood or the Bachman Transfer Station @ 9500 Harry Hines. The service is free (up to 6 tires) to residents presenting a form of identification showing a Dallas address and Dallas Water Utilities bill.

Report offenders by calling 911 for dumping in progress or dialing 311 to report an existing dump site



Prepared in cooperation with the North Central Texas Council of Governments through funding from the Texas Commission on Environmental Quality.

Visit KeepDallasClean.com for More Information

Tirar Llantas De Manera Illegal Es Un Delito.



Los infractores pueden ser sancionados con multas de hasta \$2,000 dólares o tiempo en la cárcel.

Tirar llantas ilegalmente daña el ambiente y su salud. Es la situación perfecta para una infestación de mosquitos y roedores. Deshacerse de estas llantas es fácil. Solo llévalas al relleno sanitario de McCommas Bluff en el 5100 Youngblood o a la estación de transferencia Bachman en el 9500 Harry Hines. El servicio es gratuito (hasta 6 llantas) para los residentes que presentan una forma de identificación que muestra una dirección en Dallas y con cuenta de utilidades de agua en Dallas.

Si ves que alguien esta tirando llantas de manera ilegal llame al 911 para reportar lo. Para informarnos de un sitio existente llámanos al 311.



Preparado en colaboración con el North Central Texas Council of Governments a través de financiamiento del Texas Commission on Environmental Quality.

Visitenos En KeepDallasClean.com Para Más Información

KeepDallasClean.com

RETIRE Program Highlights (continued)

- * 25 DART Bus Wraps with **RETIRE** slogan and message
- * 25 displays on Dart trains with **RETIRE** slogan and message
- * Placement of handouts at 18 recreation centers and City facilities
- * Creation of **RETIRE** children's activity book for distribution at outreach events
- * Presentation at seminar for local law authorities, community prosecutors and other policy makers
- * Design and print of pop up banners with **RETIRE** message for use at outreach events

RETIRE Program Highlights (continued)



RETIRE Program Community Outreach

Community Outreach Involvement

- * Outreach activity at opening of Dallas Horse Park
- * Outreach activity at opening of Cedar Crest Bridge
- * Outreach activity at Earth Day Texas (Fair Park)
- * Outreach activity at Brookhaven College Earth Day Festival
- * Partnered with Groundwork Dallas and volunteers from Southwest Airlines to conduct a tire clean-up
 - * Pemberton Hill neighborhood
 - * 310 Hwy and Youngblood
 - * Collected over 7 tons of scrap tires

RETIRE Program Community Outreach (continued)



Scrap Tire Clean-up



Next Steps

- Placement of 50 additional stop illegal dumping signs in high dumping areas
- Additional outreach and educational activities will be conducted at community recreation centers and neighborhood fairs
- Continuation of **RETIRE** Keep Dallas Clean website
- Explore other funding opportunities for continuation of the program

