# Community Cleanliness Strategy

## City Manager's Report

March 22, 2022

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# Presentation Overview

- Review Key Takeaways
- Review Cleanliness-Related Data
- Discuss Current Communication Resources
- Overview of Current Cleanliness Efforts (City and Partner Agencies)
- Discuss Short-Term and Long-Term Strategies to Address Cleanliness

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# Key Takeaways

1. Community cleanliness is a multifaceted issue, with several contributing factors that will require a community-wide, holistic approach to address.
2. The City and several partner agencies currently contribute significant resources to address cleanliness concerns.
3. Current resource constraints have impacted the effects of community-wide cleanliness efforts.
4. The City and partner agencies have identified short-term options to improve cleanliness across Asheville.
5. Several long-term options have also been identified, which will require additional resources and commitments from partner agencies to fully implement.

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# Category and Sources/Causes of Litter

| Litter Category | Source(s) / Cause(s) |
|---|---|
| Cigarette Litter | Lack of access to disposal |
| | Need for enhanced education on proper cigarette disposal |
| General Litter | Active littering / tossing waste from vehicles and onto streets/sidewalks |
| | Bears/Wildlife |
| | Encampments |
| | Lack of / improper placement of public trash receptacles |
| | "Litter begets Litter" |
| | Overflowing trash carts/dumpsters/receptacles |
| | Plastic leaf bags left at curb |
| | Unbagged trash |
| | Untarped/uncontained vehicle waste |
| Human Waste | Access to public restrooms |
| Illegal Dumping | Distance to landfill for non-collectable items (construction waste, etc.) |
| | Lack of disposal options at multi-family complexes |
| | Need for enhanced education campaign regarding free City collection for bulky waste |
| Needle Litter | Opioid crisis |
| Undeveloped City Property | Limited staff to monitor and address issues |

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# Current Communication/Reporting Resources

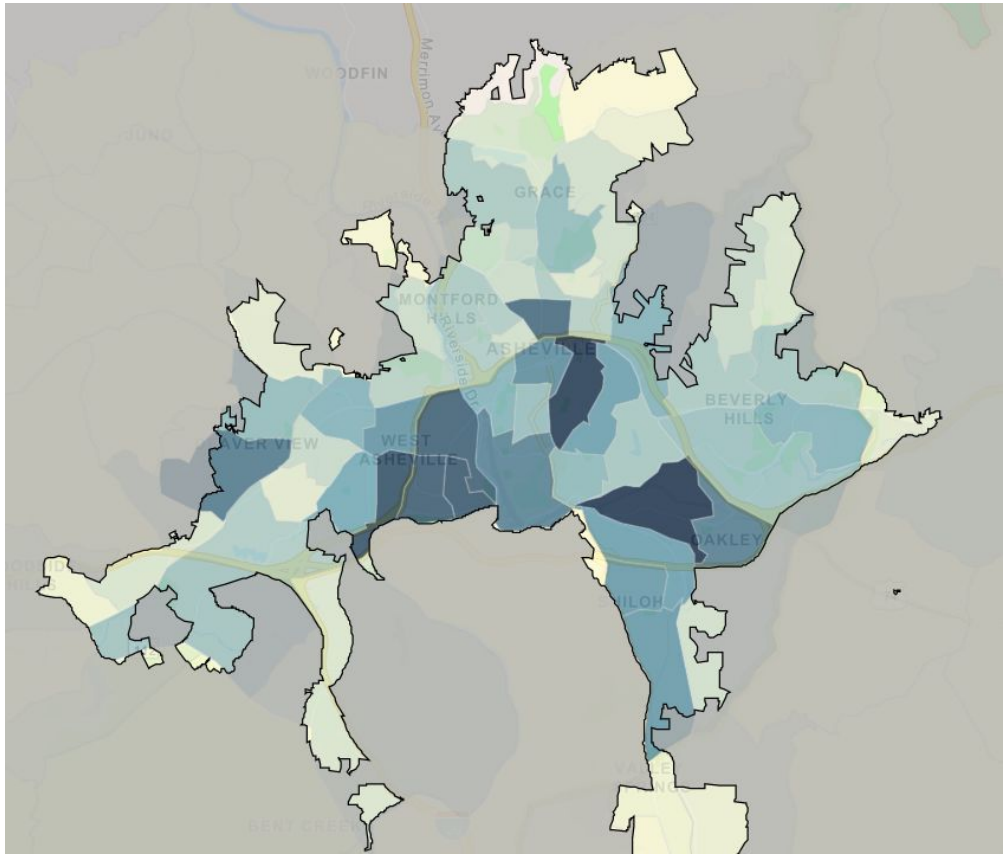
- Asheville App
- Customer Service Phone Line: (828) 251-1122
- Sanitation Phone Line and Email: (828) 259-5857 or sanitation@ashevillenc.gov
- Neighborhood Services: neighborhoods@ashevillenc.gov
- Direct Emails and Phone Calls to City Staff and City Council

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# City Cleanliness Work Orders Per Block Group

## Work Order Data 2017-Present

*(Includes illegal dumping, litter, and private property condition concerns)*




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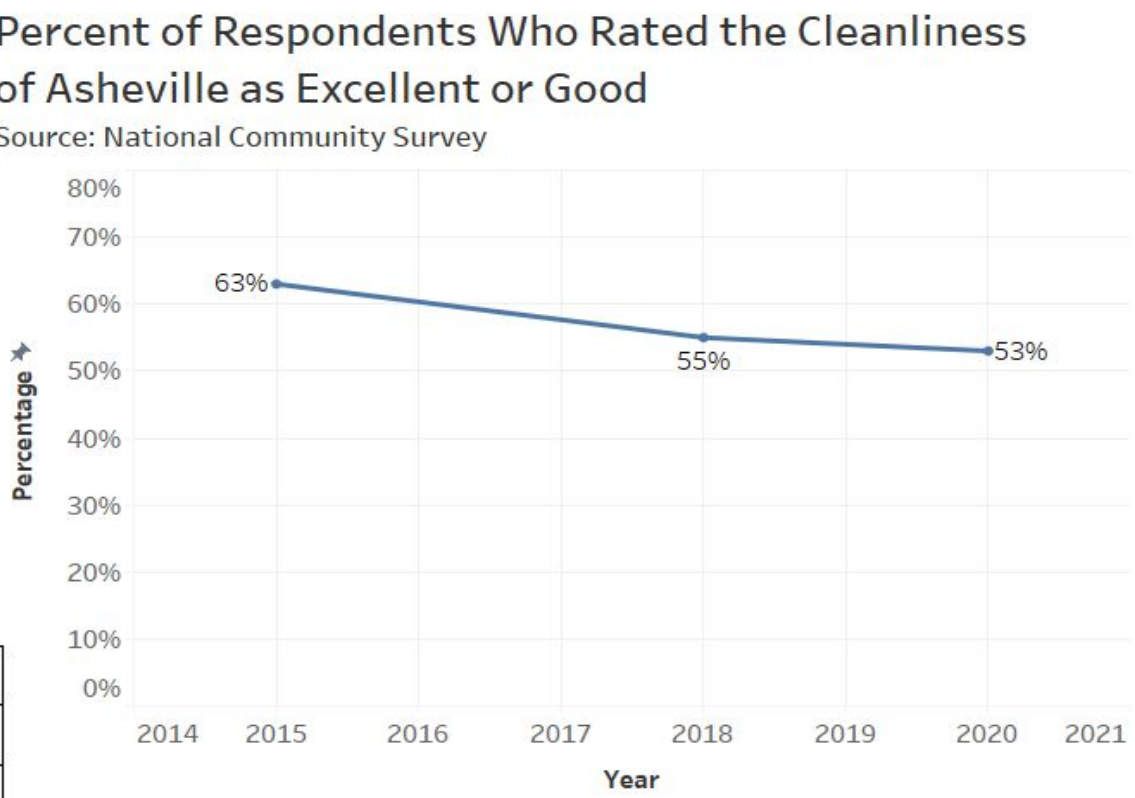
# National Community Survey Cleanliness Question

## 2020 Survey Data

| Rating | Percentage |
|---|---|
| Excellent | 9.4% |
| Good | 44.4% |
| Fair | 32.5% |
| Poor | 11.7% |
| Don't Know | 2.0% |

In 2020, Asheville ranked 51 out of 64 total tourism-based NCS benchmark cities for the % of positive responses to the cleanliness question

| Year | % Positive | Benchmark |
|---|---|---|
| 2015 | 63% | similar |
| 2018 | 55% | lower |
| 2020 | 53% | lower |




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# Current City of Asheville Cleanliness Efforts/Resources

**Litter Cleanup, Pressure Washing, Street Receptacle Waste Collection, and General Maintenance**

Citywide

- Park Maintenance services and maintains 54 public parks and 6 miles of greenway with waste typically collected once per day
- Sanitation maintains and services 25 street receptacles in West Asheville and Biltmore Village, 3-4 days per week
- ART contract includes waste collection at most transit stops citywide
- Targeted litter cleanup events scheduled and coordinated on an as-requested basis

Downtown

- Downtown cleanliness contractor provides 5 days per week service for downtown litter collection, weed control, waste receptacle cleaning, and sidewalk pressure washing
- Park Maintenance provides 150 hours of service in downtown parks per week, litter cleanup and waste collection included; pressure washing is provided 2 times per month in Pritchard Park
- Sanitation maintains and services 125 downtown street receptacles, 7 days per week

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# Current City of Asheville Cleanliness Efforts/Resources (Continued)

## Public Restrooms (Fixed and Portable)

Citywide

- Public restrooms located in 23 parks, 7 open year-round and 16 closed for winter
- Portable restrooms located at 155 Livingston and 1543 Patton

Downtown

- 5 fixed public restroom locations (including Pack Library & A-Hope)
- 1 portable location at intersection of College and Rankin

## Street Sweeping

Citywide:

- Monday-Thursday, daily

Downtown:

- Sunday-Thursday, nightly




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# Current Governmental Partner Cleanliness Efforts/Resources

- **Asheville City Schools**
  - Maintains school property and addresses cleanliness issues on school campuses

- **Buncombe County**
  - Maintains County property and addresses cleanliness issues on County property
  - Partnered with City on installation of sharps kiosks at the following locations:
    - Pisgah View Apartments
    - Haywood Street, near Pack Library
    - Coxe Avenue, in front of County Human Services
  - Currently exploring options for 2-3 additional sharps kiosk locations

- **NCDOT**
  - Addresses cleanup concerns on NCDOT-owned right-of-way
    - NCDOT's biannual "North Carolina Litter Sweep" will occur April 16-30 and is currently requesting volunteers signup through NCDOT.gov
  - City forwards cleanup requests to NCDOT when issues are on NCDOT property

# Current Partner Agency Cleanliness Efforts/Resources

- **Asheville GreenWorks**
  - Contracted with City to coordinate 50 cleanups in FY 2022 with 600 volunteers
    - 12,000 pounds of litter and tires collected this fiscal year
  - Supports adopt-a-spot and adopt-a-street operations




- **BeLoved**
  - Hosts community cleanup events where unhoused neighbors contribute
    - Most recent event was on March 1

- **Explore Asheville**
  - Collaborated with other partners on cleanup events such as the Asheville Downtown Association, United Way, Asheville GreenWorks, and the Asheville Chamber



- **Others**
  - The City recognizes that many other partners, including neighborhood associations, concerned individuals, businesses, and not-for-profit agencies continue to produce efforts and provide resources.

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# Current Cleanliness Resource Constraints

- **Staffing**
  - Difficulty hiring and retaining skilled staff to provide key cleanliness-related services
  - Need additional staffing resources in key areas to address cleanliness
- **Communications Limitations**
  - Need additional City and partner agency resources to develop a comprehensive, community-wide cleanliness communications and education campaign
  - Need to improve the quality and use of data available related to cleanliness concerns
- **Reduction in Volunteerism**
  - Health and safety related concerns have led to reduced number of cleanup event volunteers
- **Lack of Dedicated Funding Source**
  - Need to identify a reliable, dedicated funding source to support cleanliness efforts

# Short-Term Improvement Strategy

**Targeted Cleanup Events**

- City staff to coordinate with neighborhoods and other community partners to schedule targeted cleanup events based on data and community request
  - Asheville Downtown Association, Asheville GreenWorks, BeLoved, and the City of Asheville have a downtown cleanup scheduled for April 19 at 11:00 a.m.
    - Discussions are currently underway for an expanded citywide “Spring Sweep” April 18-23
  - Advertised NCDOT’s “North Carolina Litter Sweep” on City social media outlets

**Enhanced Waste Collection***

- Coordinating with partner agencies on waste collection strategies for sharing meals with the unhoused
- Perform an assessment of public waste receptacles and make changes in style, location, and number where needed
- Increased trash collection at heavily visited parks citywide from 2 times per day to 4 times per day
- Temporarily assigning additional staff to help address litter citywide

**Enhanced Reporting and Communications Efforts***

- Improve responsiveness to requests and quality of data used to inform resource allocation
- Refine communications efforts including increased use of social media channels and website to more regularly post information about waste reduction and cleanup events

*All short-term improvement strategies listed are currently either in development or underway

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# Long-Term Improvement Strategy

**Enhanced Staffing and Use of Alternative Labor Sources**

- Identify additional City staff and resources to coordinate community outreach and implement enforcement and prevention programs to reduce litter and better manage vacant City properties
- Explore options for temporary labor, contracted services, and enhanced volunteerism to address cleanliness community-wide

**Sanitation Services Assessment**

- Implement a solid waste master planning process to evaluate, revise, and improve City sanitation operations and ordinances

**Communications Campaign**

- Create a consistent approach for responding to requests that span multiple departments
- Collaborate with partner agencies to develop and implement a formal waste prevention and communications campaign centered on community cleanliness

**Improved Use of Data and Reporting**

- Enhance use and quality of data to more proactively respond to cleanliness issues
- Use data, including master plans for key services, to ensure resources are deployed to have the highest impact on addressing the root causes of cleanliness concerns

**Dedicated Funding Source**

- Explore models such as a Business Improvement District or other dedicated funding sources to provide ongoing resources to maintain and supplement cleanliness services in downtown

# Key Takeaways

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# Current City of Asheville Cleanliness Efforts/Resources - Downtown




**ART Transit Station - Coxe Ave/Aston St**
Mon - Fri: 6am - 9:30pm
Sat: 7am - 9:30pm
Sun: 8:30am - 5:30pm

**Pack Square Pavilion - College St/Market St**
April - Oct: 9am - 8:30pm 7 days/wk
Nov - March: 9am - 4:30pm 7 days/wk

**A-Hope - 19 N. Ann Street**
Mon, Tues, Thur, Fri: 8am - 3pm
Weds: 8am - 11:30am

**Pack Memorial Library - 67 Haywood St**
Tues & Thur: 10am - 8pm
Weds & Fri: 10am - 6pm
Sat: 10am - 5pm

**City Hall - 70 Court Plaza**
Mon - Fri: 8:30am - 5pm

***Portable Restrooms - Everyday 24/7***
College Street at Rankin Ave.

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