



Thriving Communities

City Operations

Cleansing Service Standards

To provide Council with an overview of the two cleansing service programming trials which will inform the outcome of the review of the Cleansing Service Standards

Noni Williams – Manager City Presentation

Purpose

To provide Council with an overview of the two cleansing service programming trials which will inform the outcome of the review of the Cleansing Service Standards.

Workshop Overview

- April Committee Poll Everywhere Results
- What is a Service Standard
- Cleansing Service Standard
- Cleansing programming Trials
- Next Steps

Key Question

KEY QUESTION

Cleansing Trials

What are Council Members views on the two cleansing services programming trials?



City Presentation

Cleansing

- Footpath cleanliness
- Cleansing
- Cleanliness of high foot traffic areas
- Clean Gouger Street
- Service levels cleaning streets and service levels cleaning streets
- Rubbish in entertainment precincts

Horticulture

- Pruning and care of trees and vegetation on streets
- Horticulture

Bins/Rubbish

- Rubbish bins do not over flow
- To ensure that each morning the rubbish has disappeared from the City

Graffiti

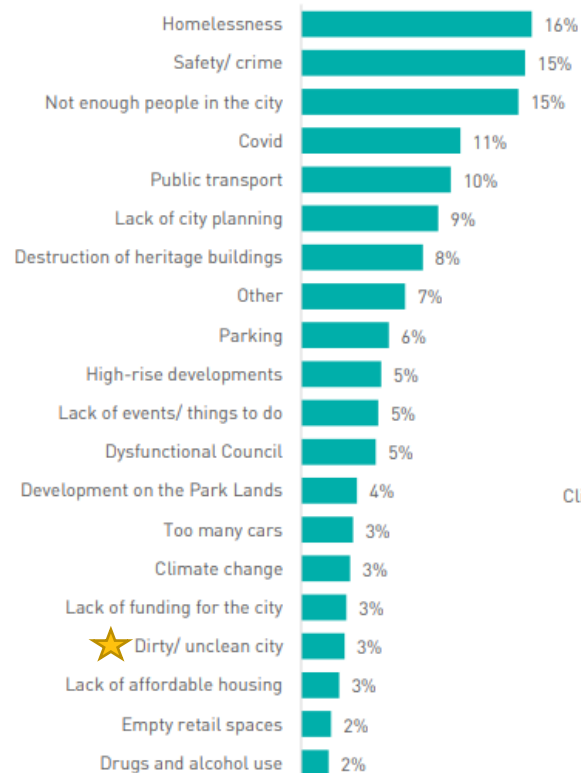
- Graffiti cleaned promptly

City Presentation & City Maintenance

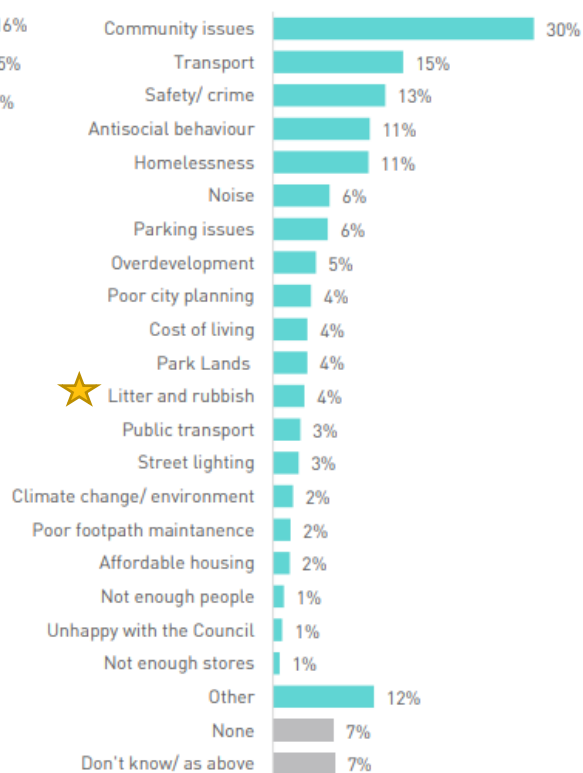
- More staff to deliver better
- Clean buildings in the public realm
- The Park Lands and Squares

City of Adelaide 2022 Resident Survey Results

Most important problem facing the City of Adelaide today



Most important problem facing your neighbourhood today



785 people surveyed

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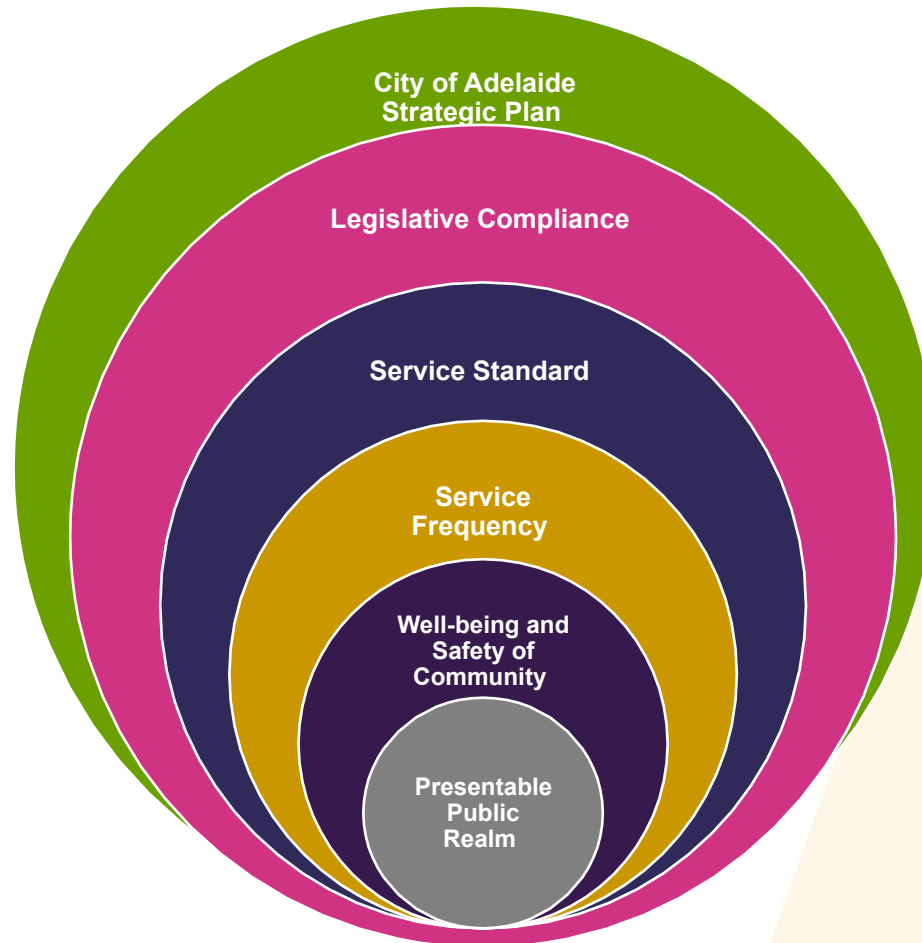
Service Standards

- The Service Standard is the document that guides the programming and frequency of work undertaken.
- Outlines the scope of services and benchmarks to which streets, public conveniences and Park Lands furniture are to be maintained.
- Considers responsive work that is required, particularly within a capital city context.
- A review of the Cleansing Service Standards will be undertaken in 2023/24.
- As part of the review of the Cleansing Service Standards it is proposed to implement two cleansing trials.



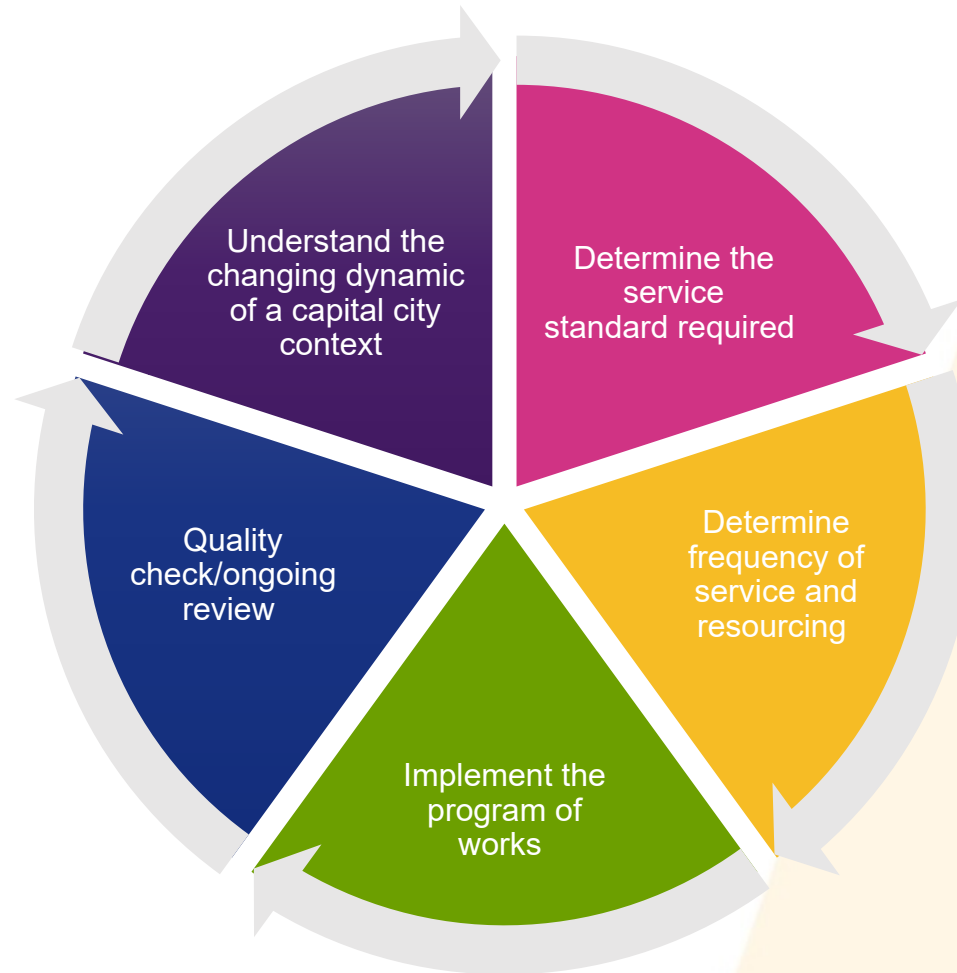
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Effective Governance



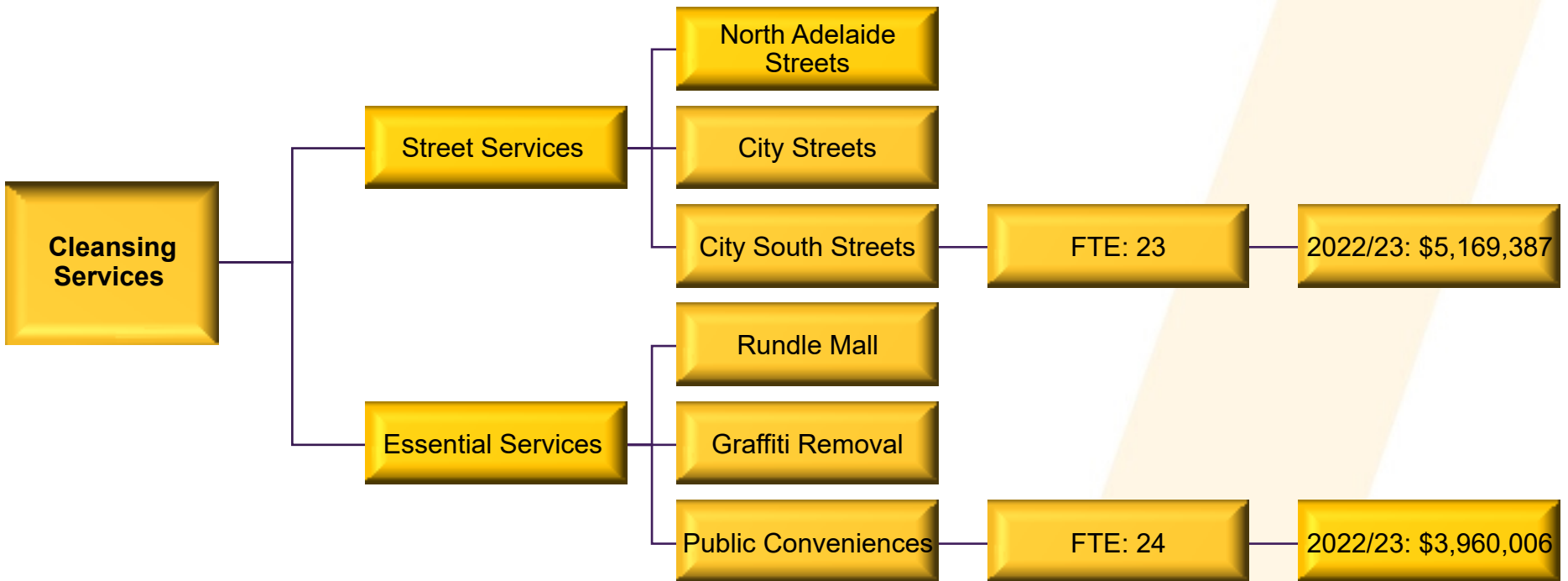
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The Process



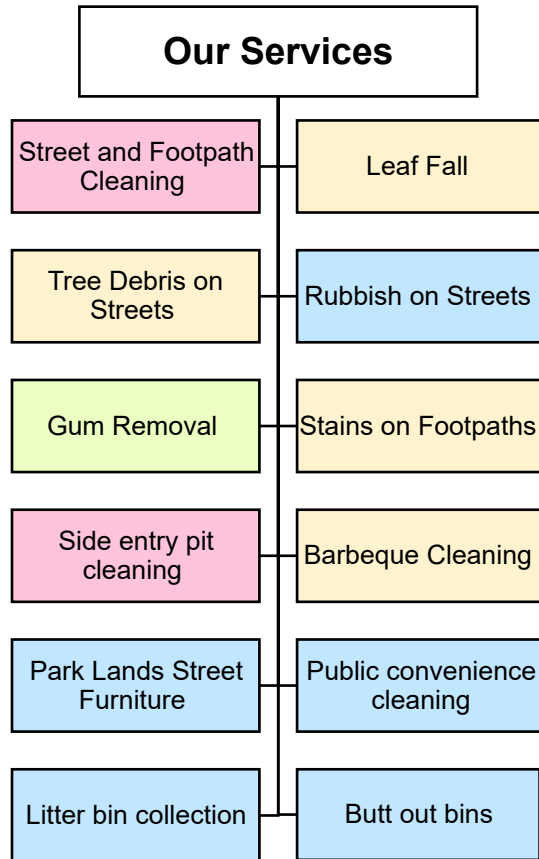
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The Current Approach



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The Current Approach



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Customer Requests 2022-2023

These requests form responsive works and are additional to scheduled/programmed works

Topic	Total Requests
BBQ in Parklands needs cleaning	7
Public/Butt Out Bin Clean/Empty (for Repair)	20
Bin on fire/bin enclosure damaged	6
Bus Shelter requires cleaning	4
Footpath/kerb is dirty	101
Hard Rubbish Illegally Dumped	428
Needle found in public place	21
Needle found on private property	1
Needle found in public toilet	7
Road is dirty and needs clean	98
Oil spill on Road	2
Rubbish on Street/Footpath	175
Toilets need cleaning	55
	925

Month	Number of Requests
July	92
August	82
September	95
October	89
November	95
December	84
January	84
February	78
March	107
April	94
May (up to COB 9th)	25
	925

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Programming Current Approach

The following table outlines the frequency of service for each of the functions within the service standard. This is a snapshot of services in three main streets.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Footpath and Road Cleaning Schedule							
Melbourne St	✓			✓			
King William St	✓	✓	✓	✓	✓	✓	✓
Gouger St	✓	✓	✓		✓	✓	✓
Street Bin Service Schedule							
Melbourne St		✓		✓			✓
King William St	✓	✓	✓	✓	✓	✓	✓
Gouger St	✓	✓	✓	✓	✓	✓	✓
Footpath Scrubbing Schedule							
Melbourne St		✓					
King William St	✓						
Gouger St				✓			
Street Furniture Cleaning Schedule							
Melbourne St	✓		✓		✓		
King William St	✓	✓	✓	✓	✓		
Gouger St	✓	✓	✓	✓	✓		

City Operations – Cleansing Service Standards Programming Current Approach

This is an example of the services provided on a less frequent basis ...

- Cleaning up after car accidents
- Cleaning up after environmental spills
- Cleaning up abandoned camps in Park Lands and streets
- Major Events clean up (ie Anzac Day, Christmas Pageant, AFL and AFLW)
- Provide Event waste services
- Illegal hard rubbish collection
- Torrens Lake blue-green algae blooms and waste issues

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Example – Service Standards

GUM REMOVAL



WITHIN STANDARD



INTERVENTION



COMPULSORY INTERVENTION

- Customer feedback tells us that gum stuck to footpaths is visually unappealing
- Research, experience and community feedback helps us understand the amount of gum that is considered acceptable before intervention is required
- Visitation and pedestrian numbers inform our scheduled auditing and removal program
- We aim to maintain footpaths between 'intervention' and 'within standard'
- We schedule works to avoid high visitation times
- Our staff employ a 'customer centric' approach when interacting with the public
- We also have the capacity to respond to customer requests to remove gum where required

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Example - Graffiti approach

Year 2021	Graffiti Works Performed	Hours Spent
1 Emergency (24Hrs)	315	297.74
2 Urgent (14 Days)	335	254.56
3 Important (28 days)	478	327.01
4 Medium (40 days)	622	403.12
5 Normal Maintenance (50 days)	656	561.92
Total	2406	1844.35
Year 2022	Graffiti Works Performed	Hours Spent
1 Emergency (24Hrs)	56	39.19
2 Urgent (14 Days)	250	245.69
3 Important (28 days)	202	149.24
4 Medium (40 days)	715	485.18
5 Normal Maintenance (50 days)	771	711.07
Total	1994	1630.37
Year 2023	Graffiti Works Performed	Hours Spent
1 Emergency (24Hrs)	18	11.93
2 Urgent (14 Days)	72	49.62
3 Important (28 days)	55	38.77
4 Medium (40 days)	167	115.19
5 Normal Maintenance (50 days)	278	273.85
Total	590	489.36
Grand Total	4990	3964.08

- Our main focus is the removal of graffiti, stickers and posters
- We prioritise streets based on visitation and residential amenity
- We focus on City of Adelaide assets, structures, urban elements, public art, statues, monuments, public conveniences, light poles and traffic signal boxes
- We remove graffiti from private property on streets facing the public realm
- We work with our Community Safety team to alert property owners where graffiti has been reported on private assets
- We prioritise racial, sexual and politically offensive graffiti as Emergency or Urgent depending on content

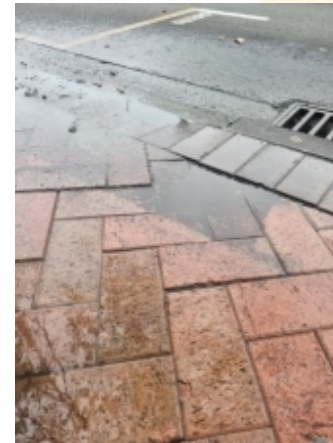


Deep Cleaning of our Streets

These photos provide a before and after visual of the recent deep clean undertaken on Gouger Street.

Services include:

- Footpath scrubbing
- Gum removal
- Pressure cleaning
- Furniture cleaning
- Graffiti removal



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Service Standards Review - Intention

- Is the current Cleansing Standard still relevant and responding to the changing capital city environment, with consideration to:
 - Key strategic drivers for both City of Adelaide and State Government
 - Residential areas
 - High visitation / pedestrian areas
 - Hospitality
 - Tourism
 - Community safety and well-being
 - Benchmarks set within the Standard achieving best practice
 - Legislative compliance

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Service Standards Review - Outcomes

- Deliver an evidence-based framework to set:
 - The services included in the Cleansing Service Standard
 - The benchmark for the services offered within the Cleansing Service Standard
 - The programming of cleansing services provided
 - The budget, resourcing and fleet/equipment required to deliver the services

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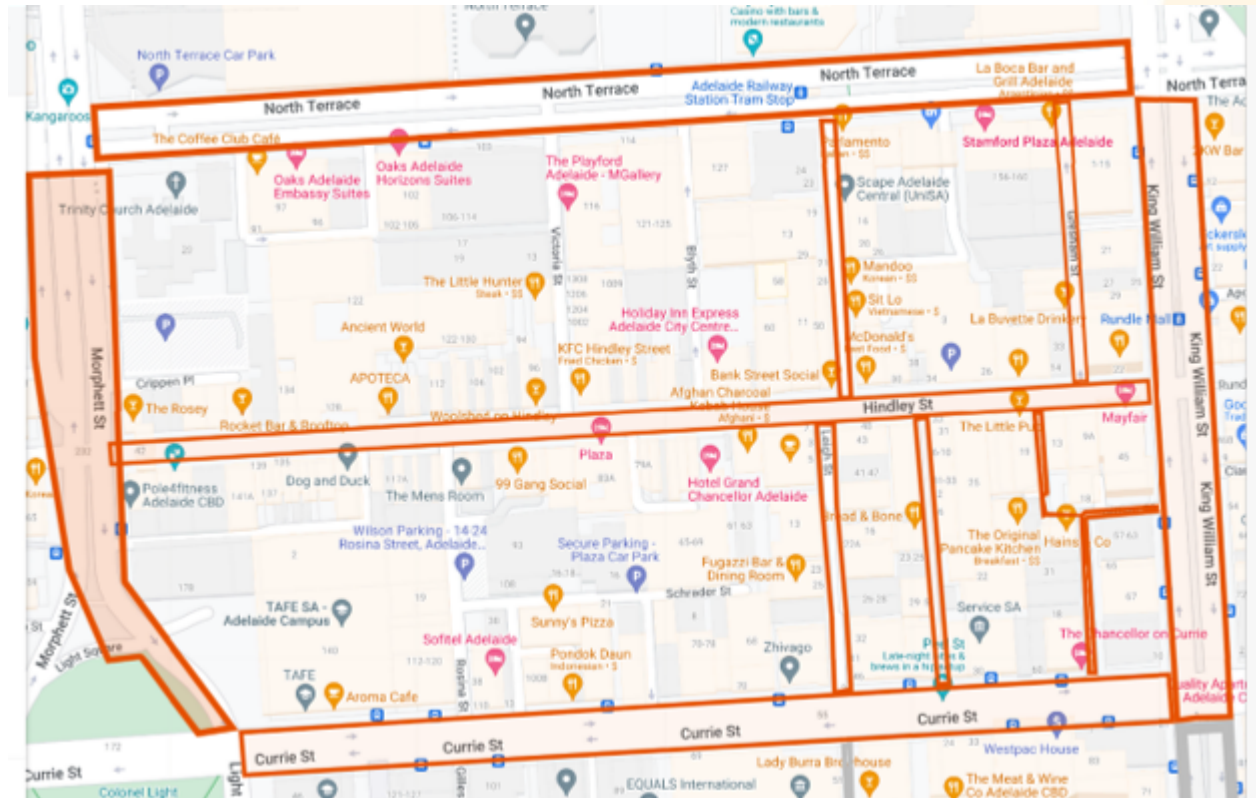
Programming of Trials

Intent	Demonstrate the outcomes different approaches to cleansing programming can achieve and change the experience and perceptions of people utilising the city.
Precinct Chosen	Trial one was chosen based on a mix of uses including hospitality, retail, cultural, tourism and high pedestrian traffic.
Outcome	The outcome of the trial will help inform the review of the Cleansing Service Standards, future levels of services, programming, budget and resources.
Current Program	The outcome of the trial will help inform the review of the Cleansing Service Standards, future levels of services, programming, budget and resources.
Period	July to December 2023.
Cost	Estimated cost of the trials is \$350,000 and includes resourcing, consumer research, marketing and communication. As the trial proceeds the budget forecast will be adjusted to indicate the progress and form part of the quarterly budget reporting.
Precincts	The precincts will be staffed from 10am to 7pm every day from July to December 2023 and will keep the city clean by removing litter, collecting tree debris, spraying and wiping street furniture, deodorising, pressure washing high traffic areas and reporting any occupational health and safety issues.
Opportunity	If successful, the program could be extended beyond the 6 month trial period. The program could be expanded beyond the current proposal.

Trial One: Precinct Cleansing – Zone 1

Entertainment Precinct

The map below shows the streets that will be focussed on during the proposed 6-month trial.



Trial One: Precinct Cleansing – Zone 1

Entertainment Precinct

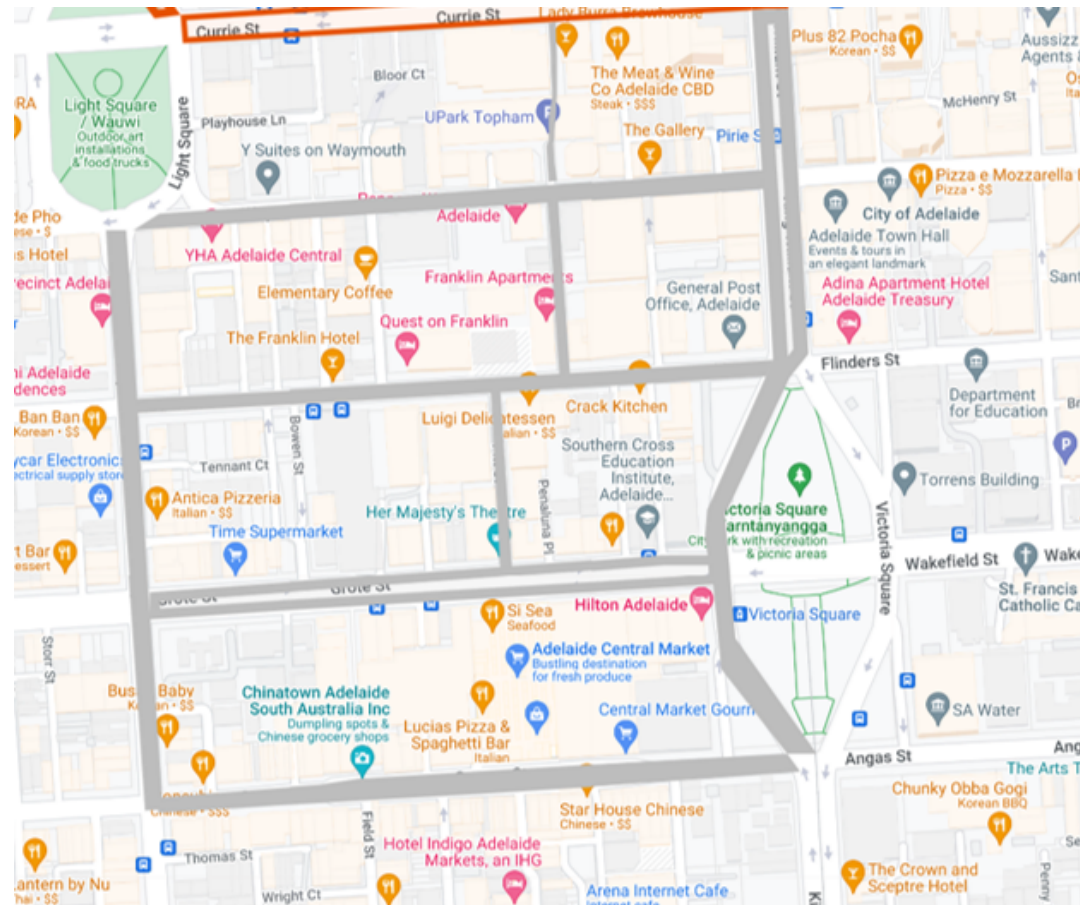
The table below shows the current service programming and the proposed 6-month trial programming.

Service	Current Service Standards	Trial Service Standards
Footpath Scrubbing	Weekly	Daily
Street Furniture	Daily	Twice daily
Gum Removal	Weekly inspection and removal	Daily (spot clean)
Pressure Cleaning	Weekly inspection and removal	Daily (spot clean)
Graffiti Removal	Weekly inspection and response to reporting where required	Inspection daily and removed as required

Trial One: Precinct Cleansing – Zone 2

Market Precinct

The map below shows the streets that will be focussed on during the proposed 6-month trial.



Trial One: Precinct Cleansing – Zone 2

Market Precinct

The table below shows the current service programming and the proposed 6-month trial programming.

Service	Current Service Standards	Trial Service Standards
Footpath Scrubbing	Weekly	Daily
Street Furniture	Daily	Twice daily
Gum Removal	Weekly inspection and removal	Daily (spot clean)
Pressure Cleaning	Weekly inspection and removal	Daily (spot clean)
Graffiti Removal	Weekly inspection and response to reporting where required	Inspection daily and removed as required

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Trial Two: Main Streets Deep Clean

Hutt Street and O'Connell Street

The table below shows the current service programming and the proposed 6-month trial programming. During the trial period the current services will continue. The additional service is the quarterly intense clean in July, October and December 2023.

Service	Current Service Standards	Trial Service Standards
Footpath Scrubbing	Hutt Street – weekly O'Connell – fortnightly	Intense all-over clean Jul, Oct, Dec
Street Furniture	Hutt Street – twice weekly O'Connell – Daily	Intense all-over clean Jul, Oct, Dec
Gum Removal	Hutt and O'Connell Street – as required	Intense all-over clean Jul, Oct, Dec
Pressure Cleaning	Hutt and O'Connell Street – as required	Intense all-over clean Jul, Oct, Dec
Graffiti Removal	Hutt and O'Connell Street – as required	Intense all-over clean Jul, Oct, Dec

Engagement

- Targeted engagement with key stakeholders (ie local business) in partnership with Place Coordinators
- Broad suite of tools to engage with the local community
 - visuals (before and after pictures)
 - QR codes linking to surveys
 - pin drops on a map
 - quick polls

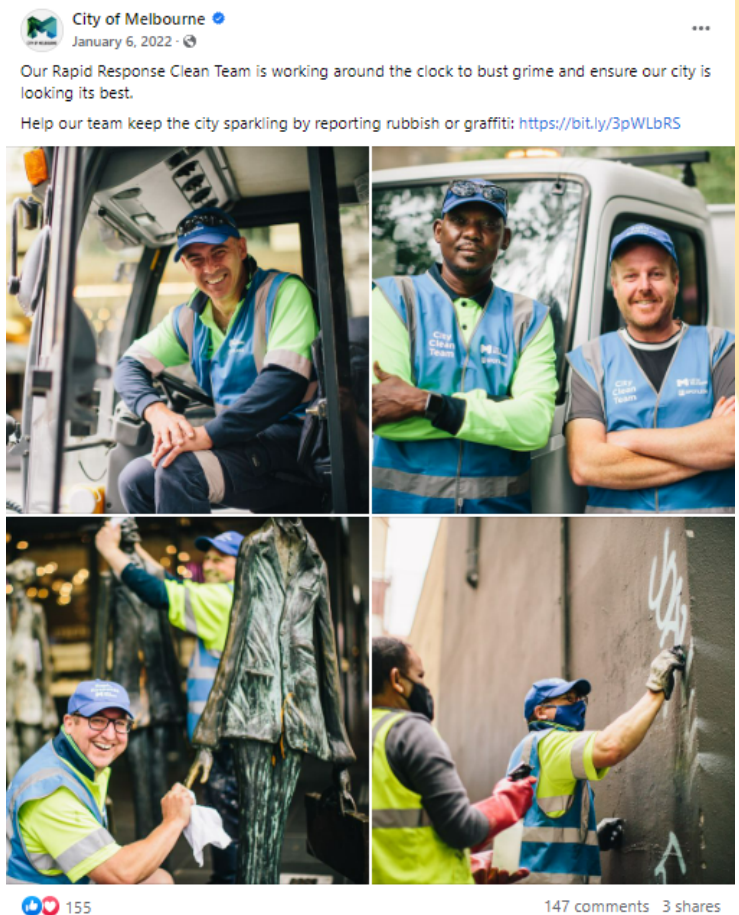
Evaluation

- Benchmarking of community and stakeholder perceptions and satisfaction before and after the trials (ie surveys)
- Identifying changes in foot traffic / pedestrian activity
- Monitoring the customer requests for services
- Monitoring behavioural change within the public realm (less graffiti, less gum on footpaths etc)
- Monitoring behavioural change within private property, on buildings etc

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Trial Marketing

- People focused content to humanise the service
 - Example: Leaf collection [video](#)
- 'Name' given to the extra cleansing team, along with recognisable uniform, ensuring extra services are noticeable within the community (see City of Melbourne example - "Rapid Response Clean Team")
- Paid social media, targeted at specific trial locations
- Letterbox drop with key information to impacted residential and business addresses
- Signage located in trial areas with QR code to community engagement feedback portal



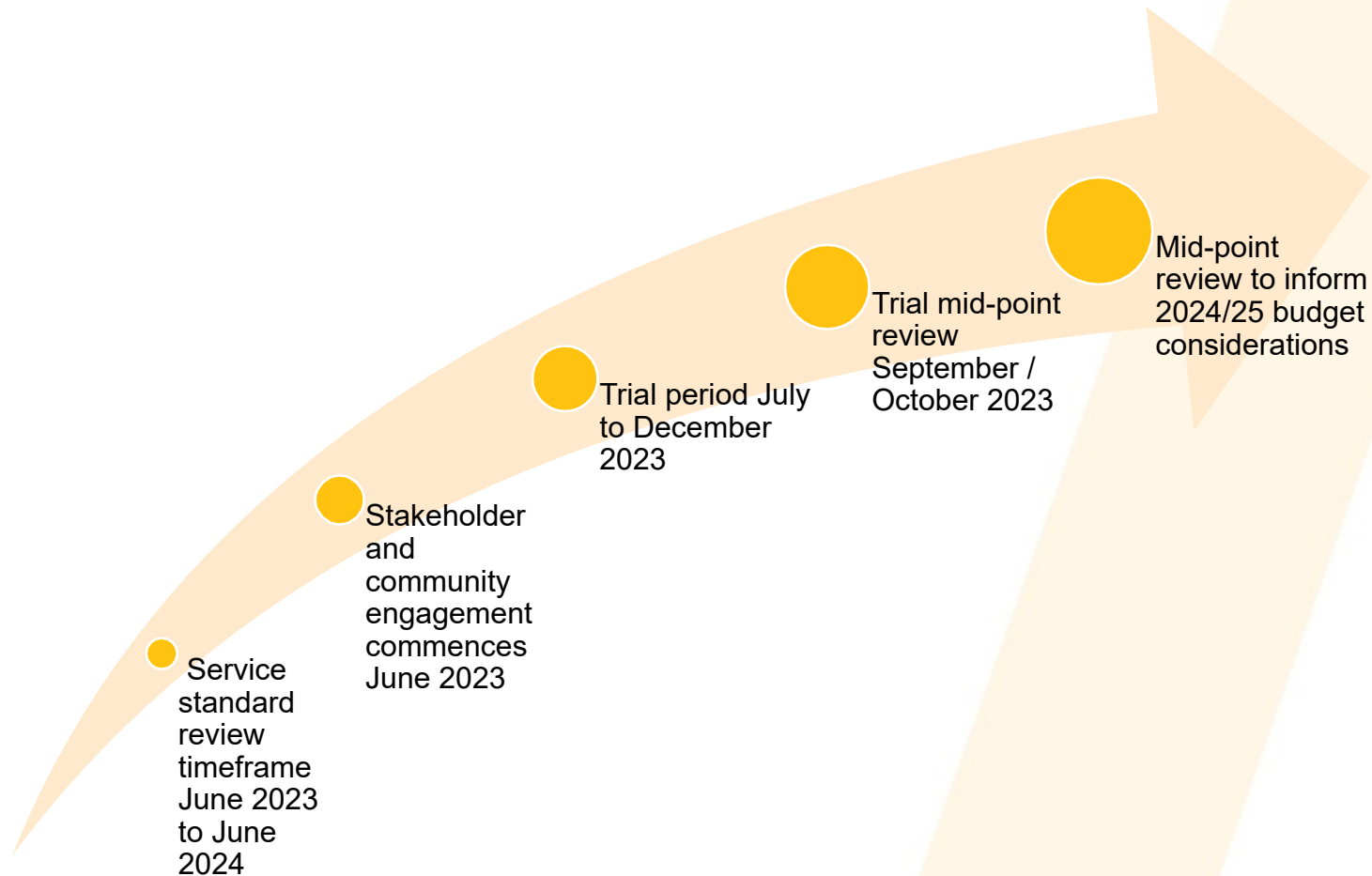
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Future Opportunities

- **Since 1997 there have been various programs** developed with the primary objective of improving the appearance of the city
- **The City Pride initiative** was a program developed that depicted pride in Adelaide,
- There were key programs developed **under the City Pride umbrella** including:
 - City Pride Program for **Council staff**. A program to encourage Council staff to be alert to problems in the built form environment
 - A City Pride property **owners program** to encourage property owners to demonstrate their pride in the city through the appearance of their buildings and property holdings.
 - A City Pride **community program** to encourage community involvement in the creation and implementation of initiatives to enhance the City.
- Following the success of City Pride other similar programs were developed to respond to changing needs of the City.
- The **Adelaide Pride Program** superseded the previous programs.
 - This program **encouraged staff, Precinct Groups, volunteers and the general public** to report graffiti, traffic and light poles which require cleaning, footpaths which require repairs, rubbish removal, overgrown vegetation or unsightly areas in the City.
- The opportunity now exists for the proposed **6 month cleansing service trials to inform the development of a similar program.**
- Any such program **will need to respond** to the dynamic capital city environment, taking into consideration the **24 hour city**, and night time economy.

City Operations – Cleansing Service Standards Review Timeline

The Cleansing Service Standard review will occur between June 2023 to June 2024.
The proposed timeline is detailed below.



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Key Question

KEY QUESTION

Cleansing Trials

What are Council Members views on the three cleansing services programming trials?