



Shopping Cart Retrieval Program

Public Works Department

Safety, Wellness, and Youth Committee
July 17, 2024

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BACKGROUND

- January 17, 2024 – Public Works presented a review of the shopping cart program to SW&Y Committee
- Following discussion and in anticipation of an upcoming RFP, the Committee voted to continue the item and requested PW return for additional review of the program before advancing a new agreement to the full City Council
 - Suggestions and discussion points:
 - Identify additional shopping cart retrieval service providers
 - Improve cost recovery
 - Plans to educate retailers and help them understand the program
 - Increase reporting of abandoned shopping carts



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SHOPPING CART RETRIEVAL PROGRAM

Overview

- Participating Retailers: \$20/Delivery
 - Enter into an agreement with the City for the retrieval of abandoned shopping carts by City's contractor.
- Non-Participating Retailers: \$23/Delivery
 - Implement their own program and retrieve their own shopping carts.
 - Pre-COVID: If abandoned carts found by City contractor, retailers picked up their carts from City Corporation Yard.
 - During COVID: City contractor delivered shopping carts directly to non-participating retailers.
- City pays contractor per delivery



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REQUEST FOR PROPOSAL (RFP) NO. 2362

- Goals:
 - Identify multiple vendors
 - Upgraded Scope of Work
- 15 prospective bidders
- 1 proposal submitted
- Retail Marketing Services Inc.
 - Agreed to Scope of Work outlined in RFP 2362
 - Compensation: Same as previous contract
 - City pays contractor:
 - \$20.00/delivery to participating retailers
 - \$23.00/delivery to non-participating retailers



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COST RECOVERY

- Approximately 92% cost recovery in FY2022/23
 - Total cost of program \$121,267
 - Revenue received \$111,074
 - General Fund contribution \$10,193
- Options may include
 - Increase cost per delivery of carts
 - Charge per cart delivered vs. lump sum for delivery of any size
 - Make program participation mandatory for all retailers
- Subject to CA Govt. Code §§6601 and 66016
 - Fees cannot exceed reasonable cost of providing service
 - Will require further examination with Finance and CAO



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EDUCATION AND ENFORCEMENT

- Education Coordinator
 - Retailers
 - Community
 - City Employees
 - Business Community
- Social Media
- RMC
- 10-Step Process
- New Contract



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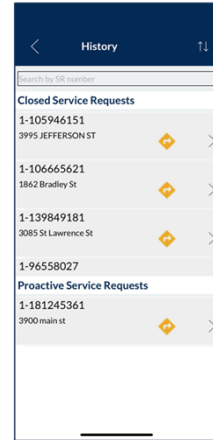
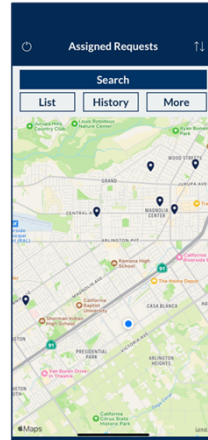
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INCREASE REPORTING

- Awareness Campaign
- “Hot Spots”
- 311 Service Requests
- Riverside Incident Service Request (RISR) App

311



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STRATEGIC PLAN ALIGNMENT



Strategic Priority 6 – Infrastructure, Mobility & Connectivity

Goal 2.3 – Maintain, protect, and improve assets and infrastructure within the City's built environment to ensure and enhance reliability, resiliency, sustainability, and facilitate connectivity.

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



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RECOMMENDATION

That the Safety, Wellness, and Youth Committee receive a report and provide input on the Shopping Cart Retrieval Program.

