



# Public Safety Committee Memorandum

*City of Arts & Innovation*

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**TO: PUBLIC SAFETY COMMITTEE MEMBERS** **DATE: DECEMBER 18, 2019**  
**FROM: PUBLIC WORKS DEPARTMENT** **WARDS: ALL**  
**SUBJECT: SHOPPING CART RETRIEVAL PROGRAM UPDATE**

## **ISSUE:**

The issue for the Public Safety Committee consideration is to receive an update on the Shopping Cart Retrieval Program.

## **RECOMMENDATION:**

That the Public Safety Committee receive and file the Shopping Cart Retrieval Program Update.

## **BACKGROUND:**

On June 18, 2019, the City Council approved a Professional Consultant Services Agreement with Retail Marketing Services, Inc., dba CARTRAC for shopping cart retrieval services in the amount of \$300,000, over a three-year term ending June 30, 2022. During discussion, it was requested by Councilmember Perry that a report regarding the program and service delivery be provided to the Public Safety Committee.

## **DISCUSSION:**

Cart retrieval through the City's program has been performed by CARTRAC (formerly named CSCRC) since 2006. During Fiscal Year (FY) 2018/19, CARTRAC retrieved 9,087 carts which equates to an average of 757 carts per month.

CARTRAC provides services within the City for 12 hours per day, seven days per week, (6:00 a.m. to 6:00 p.m.), 362 days per year. Areas of greatest need are identified as commercial and multifamily districts and along major transportation/public transportation corridors citywide. These locations are patrolled more frequently at the direction of the City.

Of the total carts collected in FY 2018/19, approximately 16% were collected in response to calls received by the City's 311 Call Center; the remaining 84% were part of CARTRAC proactive patrol, requests through their website, or calls to their toll free number. The website is [www.retailsolutionsus.com](http://www.retailsolutionsus.com) and the toll free phone number is (888) 992-4778, which is available

to City residents 24 hours a day.

The chart below shows the annual trend in cart retrieval between July 2008 and June 2019.

Service Provider	Fiscal Year	Carts Retrieved	311 Calls
CSCRC	2008-09	46,320	844
CSCRC	2009-10	46,696	779
CSCRC	2010-11	49,687	841
CSCRC	2011-12	51,089	745
CSCRC	2012-13	46,600	531
CSCRC	2013-14	33,473	1,339
CSCRC	2014-15	23,842	1,807
CSCRC	2015-16	15,808	1,355
CSCRC	2016-17	28,242	1,423
CSCRC	2017-18	16,695	1,526
CARTRAC (name change)	2018-19	9,087	1,550

As noted above, there was a sharp 46% decrease in shopping cart retrieval in FY 2018/19 compared to the previous fiscal year. The decrease in shopping cart retrieval may be attributed to several factors including:

1. On February 28, 2017 the City Council approved amendment of RMC Section 9.58. The amendment allows the City and retailers to work closer together to reduce the number of abandoned shopping carts. A letter was sent to all retailers providing a copy of the amended RMC Section 9.58, and requested retailers to return a response card by December 22, 2017, and a prevention plan by January 5, 2018.
2. Retailers investing in lockable wheels for their respective shopping carts.
3. Fewer shopping carts leaving the premises of retailers. Some retailers invested in security guard services and patrons may be less inclined to take the shopping carts.

The following chart includes information on the ten retailers with carts retrieved in Fiscal Year 2018/19.

Retailer	Address	Carts Retrieved	Ward	Locking Wheels	City Program
Ralphs Grocery	6155 Magnolia	1,839	3	No	Yes
Ralphs Grocery	5295 Canyon Crest	1,073	2	No	Yes
Wal-Mart Supercenter	6250 Valley Springs	798	2	No	Yes
Cardenas Market	6350 Van Buren	566	6	No	Yes
Big Lots	4022 Madison	499	3	No	Yes
Stater Bros.	4680 La Sierra	427	7	Yes	Yes
Stater Bros.	10370 Arlington	391	7	Yes	Yes
99 Cents Only Stores	6230 Van Buren	352	3	Yes	Yes

Smart & Final Extra	5202 Arlington	351	3	Yes	Yes
Home Depot	3323 Madison	337	4	No	Yes

The following chart shows the number of carts picked up by Ward during Fiscal Year 2018-19.

Location	Carts Retrieved
Ward 1	47
Ward 2	2,251
Ward 3	2,822
Ward 4	488
Ward 5	193
Ward 6	2,468
Ward 7	818

### **ACTION PLAN**

Even though shopping cart retrievals declined in FY 2018/19 compared to the previous year, there are some retailers with consistently high figures. The Public Works Department will reach out to the ten retailers with the highest number of carts being retrieved to review prevention plans, and work with Store Managers to implement revised action plans.

Secondly, the City's Information Technology (IT) Department is developing a smart phone application that would allow residents to provide CARTRAC with real time information detailing shopping cart abandonments. The IT Department anticipates completion of the smart phone application by Spring 2020.

The City will continue to communicate with CARTRAC to improve cart retrieval services.

### **FISCAL IMPACT:**

There is no fiscal impact associated with this report.

Prepared by: Kris Martinez, Public Works Director  
 Certified as to  
 availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer  
 Approved by: Rafael Guzman, Assistant City Manager  
 Approved as to form: Gary G. Geuss, City Attorney

#### **Attachments:**

1. Riverside Municipal Code 9.58
2. CA Business and Professions Code 22435-22435.8
3. Presentation