

# Memorandum



CITY OF DALLAS

DATE March 1, 2024

TO Honorable Mayor and Members of the City Council

SUBJECT **Announcing the launch of Keep Dallas Beautiful**

I trust this memo finds you well. I am writing to inform you of a significant development within the Code Compliance Services (CCS) Department – the establishment of a strategic partnership with Keep Dallas Beautiful (KDB, Inc.). This collaboration marks the integration of KDB as a division under the City of Dallas Code Compliance Services Department, to leverage resources from the Keep America Beautiful network to enhance the beautification of our city.

KDB's mission is centered on embracing, educating, and encouraging Dallas neighborhoods through community programs and volunteerism. Aligned with the core values of Keep America Beautiful and Code Compliance, the vision of KDB emphasizes beautification, litter reduction, and increased recycling.

Key programs, such as Love Your Block, Adopt-A-Spot, Community Clean Trash-Offs, Waste-in-Place Education, and our Community Hand Tool Program, have been successfully implemented, contributing to the ongoing efforts to make Dallas a cleaner city.

In the Fiscal Year 2023, our community witnessed substantial engagement, with over 2600 residents participating in monthly community clean trash-off events, resulting in the collection and disposal of over 275,000 pounds of bulk trash. Through 70+ volunteer events, we collaborated with over 3000 individuals from local neighborhood associations, businesses, and community members, contributing a total of over 10,000 service hours.

As part of our communication strategy, we are launching an awareness campaign to inform the city's elected body, leadership, and residents about this transformative partnership. A dedicated website, [www.kdbccs.org](http://www.kdbccs.org), has been created to serve as a central hub for information. Additionally, advertisements will be strategically placed throughout the city to raise awareness of this collaboration. We are committed to disseminating information through various channels, on social media, and in collaboration with our communications department to ensure residents are well-informed about upcoming events.

We sincerely appreciate your support in this endeavor and look forward to making Dallas an even more beautiful and sustainable city. Please feel free to reach out if you have any questions or require further information.

Thank you for your continued support.

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*Chris Christian*

Chris Christian  
Director Code Compliance Services

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Dr. Robert Perez, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors