

Memorandum



CITY OF DALLAS

DATE September 20, 2013

TO Honorable Members of the Quality of Life & Environment Committee:
Dwayne R. Caraway (Chair), Sandy Greyson (Vice Chair), Adam Medrano,
Rick Callahan, Carolyn R. Davis, Lee M. Kleinman

SUBJECT Community Clean-Up-Operation: Beautification Update

On Monday, September 23, 2013, the Committee will be briefed on the Community Clean-Up – Operation: Beautification. Briefing materials are attached for your review.

If you have any questions, or require additional information, please do not hesitate to contact me.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

cc. Honorable Mayor and Members of the City Council
A.C. Gonzalez, Interim City Manager
Warren M.S. Ernst, Interim City Attorney
Daniel F. Solis, Administrative Judge
Rosa A. Rios, City Secretary
Craig D. Kinton, City Auditor
Ryan S. Evans, Interim First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor and Council



COMMUNITY CLEANUP - OPERATION: BEAUTIFICATION UPDATE

Presented to the Quality of Life &
Environment Committee

September 23, 2013

BACKGROUND

- ◎ Quality of Life Committee charged staff with coordinating a citywide cleanup event in February 2012
- ◎ First citywide cleanup event held May 2012
 - Dubbed “Operation: Beautification”
 - 24 groups participated
 - Over 9.7 tons of trash and brush collected



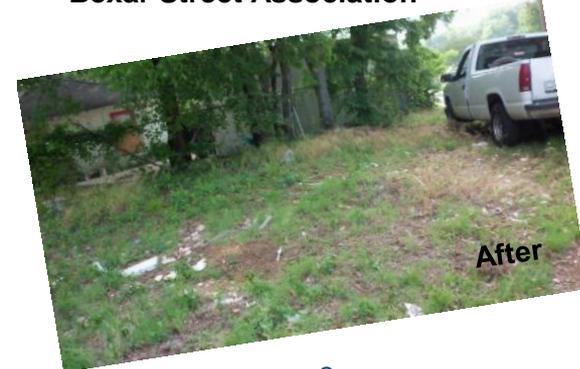
BIANNUAL EVENTS

- ◎ Fall 2012 - November 10, 2012
- ◎ Spring 2013 - May 18, 2013
 - Advertised on Clear Channel electronic billboards, City's website, flyers distributed by City staff, and social media (Facebook, Twitter, etc.)
 - Information shared with registered homeowners associations and neighborhood associations
 - 22 groups participated in November
 - 30 groups took part in May
 - City provided basic supplies and an out-of-schedule trash collection
 - 16.8 tons of trash collected in November
 - 2.45 tons of trash picked up in May

Kleberg Rylie Neighborhood



Bexar Street Association



PAST PARTICIPANTS - FALL 2012

1. 10th Street Historical District
(American Care Foundation)
2. Glen Oaks Homeowners Association
3. Maple Lawn Neighborhood Association
4. Sunrise Village Apartments
5. Kleberg Rylie Neighborhood
6. Highland Creek Manor
7. Providence On The Park Apartments
8. Providence Mockingbird Apartments
9. Providence At Village Fair Apartments
10. Hidden Valley Homeowners
Association & Crime Watch
11. Pleasant Wood/Pleasant Grove
Community Development Corporation
13. South Central Civic League
14. Lakewood Trails Neighborhood
Association
15. La Bajada Crime Watch
16. Adelaide Crime Watch
17. Queen City Heights Neighborhood
Association
18. Elmwood Neighborhood Assoc /
Keep Oak Cliff Beautiful (KOCB)
19. Cedars Neighborhood Association
20. Beckley Heights Neighborhood
Association
21. Beverly Hills Neighborhood
Association
22. Los Altos West Dallas Crime Watch

PAST PARTICIPANTS – SPRING 2013

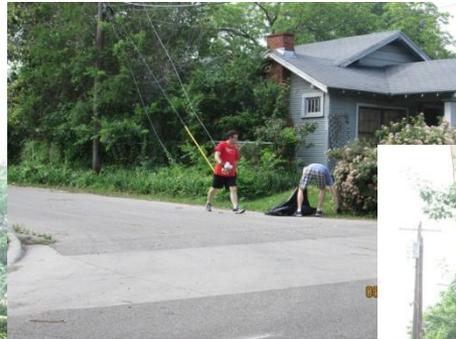
1. Nextdoor Addition
2. Oak Lawn Committee
3. Board of Friends
4. Kimball Neighborhood Association & Crime Watch
5. Rosemont at Bluffridge & Portfolio Resident Services
6. Old Oak Cliff Conservation League
7. Wynnewood Heights Neighborhood Association
8. Cedar Oaks Homeowners Association
9. Village Oaks Apartments
10. Capable Coordination & Consulting, LLC
11. Twin Oaks Neighborhood Association
12. Beckley Heights Neighborhood Association
13. El Shaddai Apartments
14. Elderoaks Civic Homeowners Association
15. Oasis Apartments
16. Oasis Garden Apartments
17. Concord Church
18. La Bajada Crime Watch
19. Westmoreland Park Neighborhood Association
20. Parkdale/Lawnview Association of Neighbors (PLAN)
21. Bexar Street Association
22. Dolphin Heights Neighborhood Association
23. St. Phillips Community Center
24. Neighborhood Improvement Association
25. Nextdoor Kleberg
26. Lakewood Trails Neighborhood Association
27. Braeburn Glen Crime Watch
28. Casa Linda Forest Crime Watch
29. Casa View Haven Neighborhood Association
30. Preston Hills Homeowners Association



Oak Lawn Committee



Nextdoor Addition



Preston Hills



Nextdoor Kleberg



NEXT STEPS

- ◎ Plan Fall 2013 cleanup
 - November 9, 2013
 - Communicate with community groups
 - Organize staff efforts