

Memorandum



CITY OF DALLAS

DATE June 4, 2018

TO The Honorable Members of the Mobility Solutions, Infrastructure and Sustainability Committee

SUBJECT **Dallas Loves Safer Skies Campaign**

On Monday, June 11, 2018, you will be briefed on the Dallas Loves Safer Skies Campaign. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in black ink, appearing to read 'Jody Puckett'.

Jo M. (Jody) Puckett
Assistant City Manager (Interim)

[Attachment]

c: T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Biliera Johnson, City Secretary
Daniel F. Solis, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

Dallas Loves Safer Skies Campaign

Mobility Solutions, Infrastructure
and Sustainability Committee

June 11, 2018

Mark Duebner, Director
Department of Aviation



City of Dallas

Background

March 22, 2018 - The Dallas Park and Recreation Board requested that Dallas Love Field return to committee and show how they would be educating the community on the need to not feed the birds.

New Educational Campaign

- The Department of Aviation has begun the process of an aggressive campaign to educate the community on the seriousness of not feeding the birds and the threat it poses to aviation.
- Additionally, there will be ongoing education through school outreach and aviation events.



Increased Signage and Revised Language

- Current signage was deemed to be inadequate in number
 - Only 9 signs in total
 - 6 green signs
 - 1 notice sign
 - 2 new signs
- Language was confusing



Increased Signage and Revised Language

2 New Signs



Increased Signage and Revised Language

- New large signs will be placed at strategic high visibility locations in the park
- Small 'Do Not Feed' signs will be placed between the lake and the trail
- Locations will be coordinated with Park staff



Story Boards

- Signs that give a broader story
- These temporary displays will be on:
 - Park Trails
 - Rec Center
 - Airport Terminal



EXAMPLE NOT FINAL IMAGE

Community Outreach to Schools

- Aviation Wildlife Specialist will give lessons at 7 Bachman Lake area elementary schools
- Lessons will be about human's effect on Eco-system, Food Web, and Aviation Safety
- Intending to meet Texas Essential Knowledge and Skills for 5th Grade Science
- An annual poster contest will be presented to Dallas ISD, the winner will have their poster become part of the campaign for a year



Community Outreach Meetings

- Educational materials and presentations will be given to over 60 Community Groups
- Love Field Environmental Advisory Committee (LFEAC) – April 19th 2018



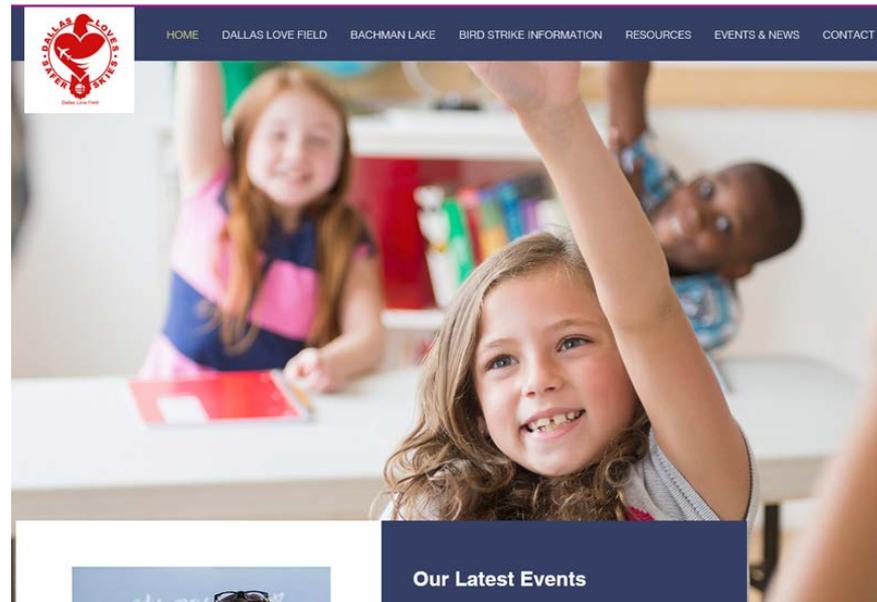
Social Media Presence

- Posters, pictures from events, and community meetings will be advertised on Aviation's social media pages such as Twitter and Facebook



Safer Skies Website

- Obtained DALSaferSkies.com in order to create a webpage that will host all materials
- Materials will be distributed through the Weekly Noise Newsletter and the Airport's Good Neighbor Program



Integrated Efforts with Park and Recreation

- All materials will be made available to the Park and Recreation department so that they may integrate it into their current educational outreach
- Aviation and Park and Recreation will work together so there is a unified message



Promotion at Aviation Events

- Promotional and education materials will be at all future Aviation events or events attended by Aviation:
 - 5K on the Runway
 - Turn It Up
 - Earth Day Texas



Partnership with Southwest Airlines

Southwest Airlines has agreed to partner on the campaign. They will focus on ecological impacts from feeding birds.



Next Step

- Request the Dallas Park and Recreation Board approve the new signage

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