

Greetings!

The Maple Avenue Transformation was a big success story for District 2 in 2008. From Oak Lawn to Mockingbird, Maple Avenue is a strategic growth area in Dallas, encompassing 5,000 businesses, more than 100,000 jobs and producing 25 percent of the taxes collected by the City. Many District 2 residents have been actively involved in homeowners associations, crime-watch groups and civic organizations, so your participation in the Maple Avenue Transformation was certainly no surprise.



With this effort, we proved again that by working together we can make a difference! Litter and trash are gone, along with illegal signs, overgrown vegetation and tree limbs blocking street signs and names. The result: a nicer, cleaner environment; increased security and less crime. And the Dallas Police Department's Sky Tower showed residents that the commitment to improving security along Maple Avenue was real. Their presence has proven to be a valuable tool for public safety for both retailers and shoppers.

Creation of the Maple Avenue Economic Development Committee by the Greater Dallas Hispanic Chamber of Commerce is a key strategic planning and marketing initiative. Property owners are helping the clean-up, learning about City ordinances and understanding how the economic plan will benefit all Maple Street businesses. Incentives have also been created for businesses to boost curb appeal, including a "First Monday" event to help Maple Avenue merchants bring in more customers.

Looking ahead, the new DART green line Inwood Station opening in 2010 will contribute to future development and enrich adjacent neighborhoods, including Oak Lawn, Love Field West and Arlington Park. The proposed Mockingbird/Maple Tax Increment Financing (TIF) District will redevelop obsolete multifamily and commercial buildings, inadequate retail centers and underused industrial facilities. A second phase of the project will include an investment of \$22 million for construction of 250 new apartment homes.

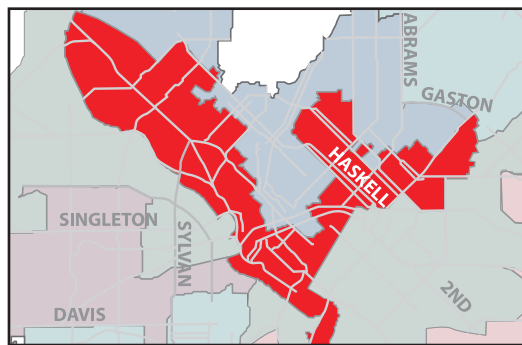
The lead project for the new TIF District is the West Love Market, which will contain 400,000 square feet of retail space valued at approximately \$35 million. The Mockingbird/Maple TIF District plan calls for a total of \$16.5 million in improvements and upgrades. The City's goal is to create \$140 million in additional taxable value from private investment over the next five years, and by \$450 million over the 25-year term of the TIF District. This investment will encourage the construction of new retail businesses in the area, including supermarkets and family restaurants.

I am so very proud of the progress we have made in District 2, and I know that progress is due to the dedication and involvement of our residents. I thank you for your efforts, and I will continue to do my best to make our District one of the best places to live in Dallas.

Please contact my office with any concerns, ideas or suggestions. Together, we can build a strong, vibrant community.

Best regards, Pauline Medrano, District 2

DISTRICT 2



Libraries:

Central Library, 1515 Young St. 214-670-1400

Grauwlyer Park, 2146 Gilford St. 214-671-1447

Recreation Centers:

Arlington Park, 1505 Record Crossing Road 214-670-6326

Grauwlyer, 7780 Harry Hines Blvd. 214-670-6302

Pike, 2807 Harry Hines Blvd. 214-670-1491

Reverchon, 3505 Maple Ave. 214-670-7720

Samuell Grand, 6200 E. Grand Ave. 214-670-1383

Ignacio Zaragoza, 4550 Worth St. 214-670-7867

Police Divisions:

Northwest: Sgt. Christopher Jaquez 214-670-6202

Central: Sgt. Dennis Craig 214-670-4420

Southeast: Sgt. Sheila Zimmerman 214-671-0147

South Central: Sgt. Melissa Gregg 214-671-4532

Are you helping to build a Greener Dallas?



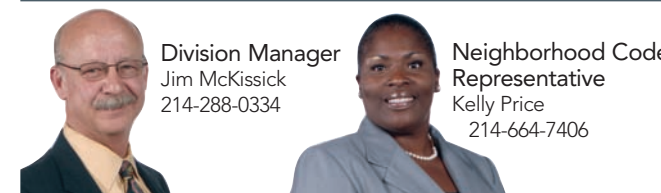
Take the first step and make a commitment to recycle by joining the City's "Too Good To Throw Away" program. In District 2, each household participating in the program is recycling an average of 14 pounds per household per month! That's a really good start — but the City's goal is to increase that amount to 30 pounds for each household each month. Want to help? Call 311 to get a Big Blue recycling cart delivered to your home.



Mission: possible

Code department focuses on relationships, solutions in District 2

District 2 Central Division



Division Manager Jim McKissick 214-288-0334

Neighborhood Code Representative Kelly Price 214-664-7406

"Code Compliance will have more success through education rather than citation."

- Kelly Price

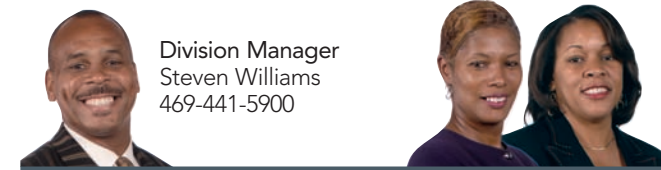
District 2 Northwest Division



Division Manager Kathryn Hernandez 972-768-3453

Neighborhood Code Representatives Rodney Patterson • 972-333-2725 Angela Nation • 469-261-0658

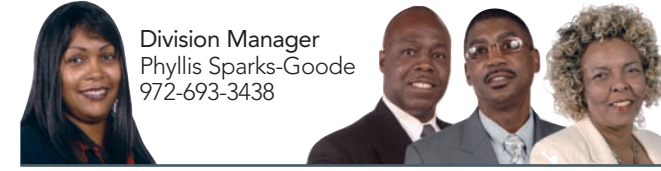
District 2 South Central Division



Division Manager Steven Williams 469-441-5900

Neighborhood Code Representatives Opal White • 214-994-0566 Sherri Steele • 214-693-0888

District 2 Southeast Division



Division Manager Phyllis Sparks-Goode 972-693-3438

Neighborhood Code Representatives Paul Johnson Jr. • 469-233-7196 Norris Booth • 214-694-4470 Eddie Jackson • 214-659-3985



Taking pride, making strides

Most residents want the same thing: a clean, safe neighborhood. But some lack the resources or the know-how to solve neighborhood problems.

That's why the City recently introduced the Pride in Your Neighborhood program in seven communities — Arcadia Park, Arlington Park, Beverly Hills, Cedar Oaks, Dixon Circle, Fordham Road and Singing Hills.

A joint venture of Sanitation Services and the nonprofit Keep Dallas Beautiful, the program is intended to provide residents tools to combat crime and blight.

Those tools could be as simple as shovels and rakes for collecting trash and debris, paint and brushes for covering graffiti, or training and education to form crime-watch programs, neighborhood advisory boards and community action plans.

With a newly reorganized department and the addition of 20 neighborhood representatives, Dallas Code Compliance is starting to get tougher on code violations.

But that doesn't mean it's getting tough on citizens. Rather, the new neighborhood representatives are putting a face on the department by acting as liaisons between citizens and Code.

The City recently decentralized and reorganized its Code Compliance districts so that neighborhood representatives can respond more quickly to resident requests. The goal of these changes is to allow Code employees to get to know a specific area: the people and businesses, the compliant properties and the troubled areas.

Kathryn Hernandez is manager for the Northwest Division, which includes part of District 2. Trash and vegetation in alleys is a particular concern in her district. Many of the area's narrow alleys were not originally designed with large sanitation trucks in mind, she said, which makes it crucial to keep them clear.

Another of the most prevalent issues in her area is the placement of illegal banners for businesses as well as "bandit signs" for garage sales and work-from-home schemes. These have been a particular nuisance on Maple Avenue, Harry Hines Boulevard and Inwood Road.

"We're in the process of enforcing the new sign code, so we're changing the facade of the areas where there are a lot of illegal signs," she says. "They're coming down."

The department is taking a holistic approach, working together with other City departments including Police, Streets, Sanitation and Building Inspection. This is crucial, as noncompliant properties frequently have other problems outside the scope of Code, such as crime, structural failure or street damage. Managers and neighborhood

representatives are making a habit of attending meetings of crime watch groups and homeowners associations.

Code also sees a need for a more citizen-friendly approach, with an emphasis on education and the occasional helping hand. Because homeowners and business owners often do not know every ordinance that applies to their properties, a neighborhood representative will inform a noncompliant citizen of a violation, offer solutions and, if necessary, suggest resources he or she can call for help.

Neighborhood Code Representative Opal White is part of the team working to help neighbors stay in compliance with City codes. For example, resident Margaret Weils, who is visually impaired, needed immediate assistance.

"The grass in her yard was almost as tall as her house," Ms. White says. The Rev. Michael Jarmon, who is not a District 2 resident but heads up a Dallas volunteer group, came to the rescue.

"He got a lawnmower, and not only cut her grass, his group also

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donated paint and equipment so we could get volunteers to paint Mrs. Weils' home," Ms. White says.

Steven Williams, interim manager for the South Central Division, which also includes part of District 2, encourages everyone to take an interest in a neighbor who may be elderly, ill or bedridden.

"That's what being a good neighbor is all about," Mr. Williams says.

Community champions

The Lone Ranger had Tonto. Batman had Robin. But who can help you fight chronic crime and complex code cases?

strategies to gain voluntary compliance with code violators, and its use of neighborhood partnerships to enact positive change in the community. Last year, the Community Prosecution team worked approximately 660 active egregious code cases, to gain compliance.

Community Prosecutors:

- Listen to community members' public safety concerns and take those concerns to the courthouse;
• Participate in neighborhood meetings that address crime and quality of life issues;
• Serve as a prosecutorial resource to law enforcement, City departments and community members; and
• Develop and implement innovative strategies to educate the public about the criminal justice system and to prevent crimes.

How can community members get involved with problem-solving efforts? Each targeted neighborhood has an A.C.T.I.O.N. team (for "All Coming Together In Our Neighborhood") that meets once a month. Contact a Community Prosecutor to learn about A.C.T.I.O.N. meeting times and locations.

District 2 Community Prosecutors

