



City of Dallas

DALLAS DELIVERS

# CITY HALL HIGHLIGHTS

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## City of Dallas wins national Web site award

The City of Dallas has won first place in the 2007 "Government-to-citizen" category for its 311 Online Information and Services Directory. The award was presented by the Center for Digital Government at the Best of Web and Digital Government Achievement Awards Gala in Las Vegas on Sept. 21.

"The role of city government should be to make it easier for residents to deal with the City of Dallas, not harder," said City Manager **Mary K.**

**Suhm.** "That's what makes this such a great accomplishment, because it recognizes that we're placing the focus where it should be: customer service," she said.

The online directory was developed by the Communications and Information Services and Strategic Customer Service departments, who recognized the need for a customer friendly way to enter service requests online. The web site augments the widely-used 3-1-1 Phone Service Request System.

System improvements over the past year include expanding the number and types of service requests that can

be entered online; dramatically improving the look of the Web page by grouping service request types; and adding icons to represent those groups.

"City staff will continue to look for ways to make the 311 Online Information and Services Directory site even more functional and user friendly," Suhm said.



The Digital Government Achievement Award is a national program that recognizes outstanding agency and department Web sites and applications that enhance information interactions, transactions and/or services.

The categories include government-to-government, government-to-business, government-to-citizen, and government internal. Dallas was also a Top Ten finalist for the overall award, "Best of the Web," which recognizes the most innovative, user friendly state and local government portals.

"The competition was fierce and there were many applications and portals that were top notch," said Center for Digital Government Executive Director Cathilea Robinett.

Patrol officers, detectives, community policing officers and crime prevention specialists helped educate residents about crime prevention.

“We urge everyone to take some simple precautions to protect themselves and their families,” said Dallas Fire-Rescue’s Joel Lavender.

## Operation Identification a success in Southeast Dallas

As part of its Operation Identification program, the Dallas Police Department’s southeast patrol division recently provided property etchings, conducted residential and business security surveys and registered vehicles in the Help End Auto Theft (HEAT) vehicle registration program.

Officers deployed their resources in the Bruton Road/Masters Drive area to conduct the third annual event. This operation used patrol officers, detectives, community policing officers, and crime prevention specialists in an attempt to educate residents on crime prevention measures.

The operation produced the following community contacts:

- 292 residents contacted
- 597 items of personal property etched
- 95 security surveys conducted
- 32 HEAT registrations performed

Several residents also provided intelligence information to officers about possible suspects.



## Smoke detectors: Don’t stay home without one!

October is Fire Safety Month, and Dallas Fire-Rescue’s **Joel Lavender** notes that it’s also a good time to review some important fire safety tips, starting with smoke detectors.

Fire officials remind you to change smoke detector batteries every year. (The detector will emit a “chirping” sound when it needs a new battery). Free smoke detectors are available for elderly, disabled, and low-income families. Call 3-1-1 for details.

“Dallas Fire-Rescue responds to more than 1,800 structure fires every year,” Lavender said. “We

urge everyone to take some simple precautions to protect themselves and their families.” For more information on fire safety, go to

<http://www.dallasfirerescue.com/firesafetytips.htm>.



## City honored for performance measurement efforts

The City of Dallas will receive a “Certificate of Distinction” from the International City/County Manager’s Association (ICMA) Center for Performance Measurement. The award for integrating performance measurement into its management practices will be accepted by First Assistant City Manager **Ryan Evans** at the ICMA annual conference Oct. 7 in Pittsburgh, PA.

The award recognizes outstanding efforts by the City to communicate performance data to the public in documents and meetings; conduct staff performance measurement training; implement policies to hold staff accountable and work towards continuous improvement; assist other jurisdictions with performance measurement experiences and lessons learned; and in-

clude performance data in its strategic, management and financial planning processes.

This is the first time Dallas has received the award. In 2007, ICMA is recognizing 30 jurisdictions for dedication to performance measurement.

## EHS receives Community Service Award

Environmental and Health Services (EHS) has received the Outstanding Community Service Award from the Texas Homeless Network. The award was presented during the organization’s conference held in Dallas.

The EHS Assertive Homeless Outreach Unit was selected for the award for advancing policies and innovative solutions to homelessness, and working with communities to make a difference. Members of the Assertive Homeless Outreach Unit are: **Ron Cowart, Louis Adams, Norris Cotton, Winford Cross, Monica Ladet, John McGlothlin, Carol Webster, and Dave Hogan.**

## “Inconvenient Truth” slideshow concludes OEQ observance

A slide show of “An Inconvenient Truth” wrapped up the Office of Environmental Quality’s observance of Pollution Prevention Week Sept. 21 at City Hall. Haily Summerford from the City of Forth Worth, trained by former Vice President Al Gore’s Climate Project, presented the show based on the best-selling book and Academy Award winning film. The following city staff members also gave presentations during Pollution Prevention Week:

**Walter Passmore**, City Forester, presented “Urban Forestry: the Original Green Solution.” The presentation discussed the benefits of trees from environmental protection to economic development.

**Grady Coomes**, Dallas Water Utilities, presented “The Water Cycle - Sustainable Water Resources through Environmental Management Systems,” a discussion of how DWU operates, from reservoir resources to treatment, use, and discharge.

**Adam Jochelson**, Sanitation Services, presented “Welcome to Your City Landfill - An introduction to McCommas Bluff Sanitary Landfill, One of the City’s Most Valuable Assets. The presentation covered the importance of landfill space preservation.



“The award clearly indicates that Dallas is moving in the right direction towards environmental stewardship,” said Director of Sanitation Services Mary Nix.

“I never thought a car number would create this much excitement,” said car owner Rick Hendrick, who has won seven Nextel Cup titles.

## Recycling Program receives Environmental Vision Award

The City of Dallas Recycling Program recently received an Environmental Vision Award from the North Texas Corporate Recycling Association (NTCRA). The award was presented Sept. 14 at City Hall.

“This award clearly indicates that the City of Dallas is moving in the right direction towards environmental stewardship and that our enhanced recycling program is being embraced by our residents” said **Mary Nix**, director of Sanitation Services.

*At right, Nix accepts the NTCRA Environmental Vision Award at City Hall.*

The Environmental Vision Awards recognize area businesses, government entities, schools, civic groups and individuals for outstanding environmental contributions and positive environmental impacts.



## NASCAR’s biggest name makes long awaited announcement from Dallas Convention Center

The most anticipated development in professional racing is now official: Dale Earnhardt, Jr. will be driving the No. 88 in 2008. NASCAR’s most popular driver made the announcement live on national television Sept. 19, from the Dallas Convention Center.

“I never thought a car number would create this much excitement,” said car owner Rick Hendrick, who has won seven Nextel Cup titles. “Trying to do it and keep it quiet from the rest of the world until you have it all together was probably the toughest thing I’ve ever done in motorsports.”

Earnhardt also unveiled two Chevrolets which will carry his new sponsorships: the National Guard and Amp Energy. Earnhardt made the announcement in Dallas to coincide with the Pepsi Bottlers Annual Meeting being held here. He spoke to the 1,500 Pepsi bottlers attending the meeting before publicly announcing the deal. Earnhardt has also signed personal services contracts with Adidas and Sony, and is only the fourth athlete to receive his own clothing line from Adidas, joining soccer’s David Beckham, football’s Reggie Bush and basketball’s Tracy McGrady.

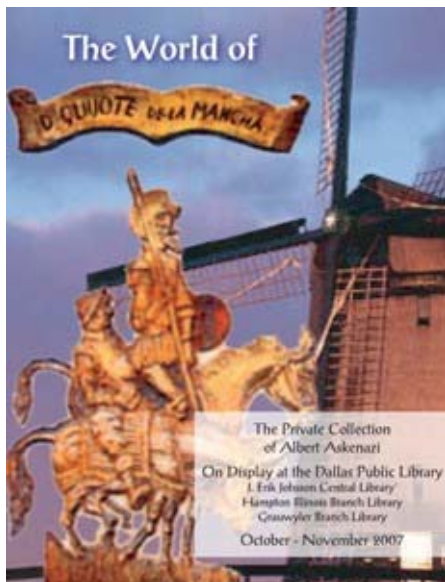


*Frank Poe, Norma Reed and Troy Thorn of DCC pose with the new race cars .*

## Check out these great exhibits at the Dallas Public Library

See the colorful story of Dallas legend Neiman-Marcus; experience the world of early explorers; enter the world of Don Quixote, or celebrate the Dallas Opera's 50<sup>th</sup> birthday. Those are just a few of the free artistic and educational exhibits now showing at the Dallas Public Library, 1515 Young St. Here are the exhibits and locations:

**Through Oct. 16, first floor:** *Hispanic Heritage: A Children's Drawing Contest.* Exhibit of winning entries depicting scenes of Hispanic heritage. Sponsored by the General Consulate of México in Dallas, City of Dallas Office of Cultural Affairs, and Taxco Produce, Inc.



**Through Nov. 30,**

**first, third and fourth floors:** *The World of Don Quixote: The Private Collection of Albert Askenazi.* More than 300 items are on display, including original paintings, prints, videos, pottery, movies and more than 150 Books in 63 languages. Children can participate in a scavenger hunt and will be eligible to win prizes.

**Through Oct. 31, fifth floor:** *We Have Prevailed! A Photographic Exhibit Celebrating Breast Cancer Survivors.* Long-term breast cancer survivors include a farmer, an administrative assistant, an industrial psychologist, state district trainer for Reach to Recovery, a nurse, a district attorney, a retail buyer, a legal secretary, two avid gardeners, a consumer marketing specialist, an antiques dealer, a writer, a civic leader, a retired school teacher, benefits administrator, a dedicated volunteer, and two doctors of philosophy.

**Through Nov. 1, fourth floor:** *Dallas Opera 50<sup>th</sup> Anniversary.* The Fine Arts Division celebrates the 50<sup>th</sup> anniversary of The Dallas Opera with a tribute to designer Peter Hall. Hall's original set and costume designs are displayed, plus costumes, props, and historic materials from the opera company's history.

**Through Nov. 25, O'Hara Exhibit Hall:** *Exploring Our World.* As they traveled, explorers often documented their journeys and published the results. This exhibition, drawn from the library's Fine Books Collection, highlights the history of many of these explorers. Among the exhibits: McKenney & Hall's portraits of American Indians; Juan de Torquemada's chronicle of Mexico; and Captain James Cook's voyages to the Pacific.



Neiman Marcus 1907-2007: Dallas Roots, Global Style

dallaspubliclibrary

Dallas Public Library - 7th Floor  
October 1, 2007 to January 6, 2008

**Through Jan. 6, 2008, seventh floor:** *Neiman Marcus 1907-2007: Dallas Roots, Global Style.* Explore the colorful story of Neiman-Marcus; its anxiously anticipated store openings, eagerly awaited Christmas books, and unbelievable "his & hers" gifts, through photos, posters, catalogs, awards, artwork and more.

People of all ages can enjoy the many free art exhibits, programs, festivals, activities and entertainment being held throughout the month of October at the Latino Cultural Center.

## October filled with activity at the Latino Cultural Center

The Latino Cultural Center features Latino and Hispanic art and artists from all over the world, but in October, the LCC brings the rich culture of Mexico to Dallas.

People of all ages can enjoy free art exhibits, programs, festivals, cultural activities and more as part of Hispanic Heritage Month at the LCC.

Events include:

**Oct. 13: Target Saturday**, 11 a.m. to 5 p.m., Free activities for the entire family, including dramatic readings of family-centered legends; a clown show (in Spanish) full of music and games; craft and dance workshops; music and dance performances by local artists; and a screening of a film (in Spanish) from the Mexican golden age of film.

**Oct. 20: Festival con Sabor a México**, 12 noon to 8 p.m. This fun, family event will feature mouth watering dishes, colorful folkloric dancing and music. Among the activities: Chefs from the Latino Alliance of Restaurants will select the best taste of Mexico dish; Children, parents and grandparents will compete in the "Concurso de la tortilla" contest to make the best prepared

tortillas; and children will enjoy Spanish readings from Mexico's Mayan and Aztec legends, presented in a dramatized and colorful way.

**Through Oct. 23: This is my México.** Showcases 60 award winning drawings by children ages 7-11 from all over the United States. These delightfully inspiring and introspective drawings express how the children view their history, culture and traditions – their Mexico. More than 54,000 children participated in the contest nationwide.

**Through Oct. 27: Enrique Chavarría: Surrealism and the Fantastic.** Paintings and Works on Paper from the Michael and Tonya Aranda Collection. Chavarría was a Mexican painter and neo-surrealist who expanded on the themes and ideas of the Mexican Surrealists of the 1950s and 60s.

The Latino Cultural Center, located at 2600 Live Oak St. is open Tuesday through Saturday from 10 a.m. to 5 p.m., and later on event evenings. For more information, call (214) 670-3320.



## Council approves largest use of renewable energy in city's history

Next year, 40 percent of the City's power will come from renewable energy, primarily from wind power, thanks to recent action by the City Council.

The Council authorized the largest procurement of renewable energy in the city's history, and awarded contracts to two retail electric providers: Suez Energy Resources North America and Gexa Energy that will obtain renewable energy for the City.

"Since Texas leads the nation in producing wind power, we are using a local and sustainable source of energy, which will result in less environmental waste," said Equipment and Building Services Director **Jack Ireland**.

The Renewable Credits also earn points for the City, which can be used toward obtaining LEED Silver Certifications.



The City has established a goal to make all new facilities environmentally and energy efficient.

"The City is working to become more efficient in several areas, including streamlining billing processes, automating record management, and shifting loads to more efficient times of day," Ireland said. The City locked in natural gas pricing during a two-year low, which is expected to result in \$6 million in savings from the fiscal year 2008 electricity budget. As a result of aligning the procurement with the budget, the City Manager was able to divert \$6.67 million from the electric budget to other needed City services, he said.

The city's 2,400 electrical accounts power water pumping, street lights, traffic signal and buildings (convention center, police stations, recreation centers and libraries, etc). Operating the City requires electricity equivalent to powering 38,000 homes annually.

## Green Team summer participants include Dallas ISD students

The City of Dallas Housing Department has concluded another successful summer program, partnering with Exxon Mobil, and for the first time this year, with Habitat for Humanity. The Green Team Summer program participants included 100 DISD students, who helped build four new houses in the Joppa neighborhood.

The City of Dallas subsidized construction of the homes with \$140,000 in Federal HOME investment Partnership Funds. The students participated in the entire "house build" project over two months.

As part of the summer youth program, the students attended the Exxon Mobil Academy at El Centro College and took courses in math, reading, writing and computer technology. In addition, 16 of the students completed dual credit classes for college level and high school credit.

The students visited Fossil Rim Wildlife Center, Cedar Ridge Nature Preserve, and the City of Dallas Recycling Center, and watched the Academy-Award winning documentary "An Inconvenient Truth". Steve Curwood of National Public Radio was a guest speaker on the subject of global warming.

The graduation and ribbon cutting celebration were held on August 2 and August 10 respectively. The graduation was at Science Place at Fair Park. The ribbon cutting and handing over of house keys was held at 4719 Yancy Street in Joppa.



*Dallas ISD students helped build houses in Joppa neighborhood as part of summer program.*

The annual convention is the world's largest civil aviation trade show and the premier event for the business aviation community.

## City staff attend premier business aviation event

Representatives from the City's Public Information Office, Aviation Administration and Economic Development attended the National Business Aviation Association (NBAA) 60th Annual Meeting & Convention, Sept. 25-27 at the Georgia World Congress Center in Atlanta. City representatives handed out marketing materials, including a DVD and brochure on Dallas Executive Airport, produced by the PIO.



The annual convention, which featured a static display of 95 aircraft at the Fulton County Airport, is the world's largest civil aviation trade show and the premier event for the business aviation community.

The exhibition brings together a global community of business leaders, government officials, manufacturers, flight department personnel, single-pilot operations and others involved in nearly every aspect of business aviation.

New business aircraft firms, avionics firms, handling organizations, fractional providers, charter/lease companies and previously titled aircraft resellers also displayed their wares. Tens of thousands of attendees and more than 1,000 exhibitors participated in this year's event, which covered approximately 5,200 booth spaces and more than a million square feet of exhibit space.

The NBAA recognizes individuals who have committed their careers to promoting business aviation. For 2007, the honorees included: Bryan T. Moss, president emeritus of Gulfstream Aerospace, who received the 2007 NBAA Award for Meritorious Service to Aviation, and E. Patrick Epps, pilot and founder of Epps Aviation, who received the 2007 NBAA John P. "Jack" Doswell Award.

At this year's convention, NBAA also commemorated the 100th anniversary of powered flight in Georgia and other noteworthy NBAA Member milestones by building an aviation-themed playground for the children of Atlanta, in conjunction with Home Depot and KaBOOM!, a national non-profit organization.