

Memorandum



CITY OF DALLAS

DATE October 11, 2013

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

SUBJECT Citywide Clean-Up for November 9

In February 2012, the Quality of Life Committee recommended a coordinated citywide clean-up event. The first clean-up was held in May 2012, dubbed "Operation: Beautification", and continues bi-annually as Spring and Fall events. Group participation has increased from 24 groups (May 2012) to 30 groups (May 2013) and over 28 tons of trash and brush have been collected during past events.

The City is encouraging Dallas neighborhood groups to join in a citywide clean-up effort on Saturday, November 9, 2013. City staff is engaging neighborhoods, community and religious groups and businesses to encourage participation. Advertisements are on Clear Channel electronic billboards throughout the City and detailed information is posted online at www.DallasCityNewsroom.com and being distributed by City staff at community gatherings and events.

The City will coordinate with participating groups to provide an out-of-schedule trash collection for neighborhoods that choose to join in this special event. Additionally, staff is in contact with participants to highlight their efforts during and after the clean-up day.

Contact information will be made available to each councilmember regarding the participating groups in your area in advance of the cleanup date. Please let me know if you have any questions.

A handwritten signature in blue ink that reads "Joey Zapata".

Joey Zapata
Assistant City Manager

Attachment

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
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
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
Frank Libro, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor and Council