

**Quality of Life & Environment Committee  
Meeting Record**

**DRAFT**

**Meeting Date:** October 28, 2013

**Convened:** 9:14 a.m.

**Adjourned:** 11:12 a.m.

**Members Present:**

Dwaine R. Caraway, Chair  
Sandy Greyson, Vice Chair  
Adam Medrano  
Rick Callahan  
Carolyn R. Davis  
Lee M. Kleinman

**Members Absent:**

**Briefing Presenters**

Jody M. Puckett  
Dir., Dallas Water Utilities  
Margaret Wright  
Asst. Dir., Strategic Customer Services  
Jill A. Jordan P.E.  
Assistant City Manager

**Staff Present:**

Forest E. Turner, Jill A. Jordan, Jody M. Puckett, Frank Camp, Margaret Wright, LaToya Jackson, Crystal Lee, Eric Izuora

**AGENDA:**

1. **Approval of October 14, 2013 Minutes**

**Presenter(s):**

**Action Taken/Committee Recommendation(s):**

A motion was made to approve the minutes of October 14, 2013.

**Motion made by:** Adam Medrano

**Motion seconded by:** Lee M. Kleinman

**Item passed unanimously:**

**Item passed on a divided vote:**

**Item failed unanimously:**

**Item failed on a divided vote:**

2. **Dallas Water Utilities: Joint Public Awareness & Education Programs**

**Presenter(s):**

Jody M. Puckett

Jody Puckett provided the committee with a briefing on the background, approaches, and effectiveness of the Joint Public Awareness and Education Programs.

Ms. Puckett put forth three agenda items for consideration:

1. Authorize a five-year service contract for public awareness campaigns for water conservation and grease abatement – Burson-Marsteller LLC, most advantageous proposer of four - Not to exceed \$6,313,000 - Financing: Water Utilities Current Funds (subject to annual appropriations)
2. Authorize an amendment to the “Memorandum of Understanding Public Awareness Campaign” between the City of Dallas and the Tarrant Regional Water District for the continuation of and creative development of the water conservation public awareness campaign for the next five years - Not to exceed \$750,000 - Financing: Water Utilities Current Funds (subject to annual appropriations)
3. Authorize a five-year service contract for Environmental Education Initiative programs for Water Utilities and Sanitation Services – University of North Texas, most advantageous proposer of two - Not to exceed \$3,014,270 - Financing: Current Funds (\$1,279,455) and Water Utilities Current Funds (\$1,734,815) (subject to annual appropriations)

Ms. Davis requested that staff provide the committee with information on the diversity of the advertising contractors; she also requested information on the methods for which advertising funds would be released and to which entities the funds were released to. Mr. Kleinman requested more information on how the water conservation programs will address commercial water users. Mr. Medrano requested a list of participating DISD schools and school personnel contacts. Mr. Callahan requested that staff look into zoning ordinances as a conservation method.

A motion was made to move the three items to full council.

**Action Taken/Committee Recommendation(s):** Move environmental educational initiative item to full council along with the two deferred items.

**Motion made by:** Lee M. Kleinman

**Motion seconded by:** Adam Medrano

**Item passed unanimously:**  **Item passed on a divided vote:**

**Item failed unanimously:**  **Item failed on a divided vote:**

3. **Serving Our Customers: 311 Customer Service Center & Service Request System**

**Presenter(s):** Margaret Wright

Margaret Wright provided the committee with a briefing over the 311 Customer Service Center & Service Request System. The briefing provided information on the history, technological developments, impact, and future direction of the evolving service.

The Vice Chair shared her husband's experience of not receiving due diligence when placing a 311 request on the part of the customer service representative; he did not receive a quality service request number on the first encounter; a misrouting request on a second encounter; and a third encounter with no action response from 311.

CM Callahan highlighted that animal control is an issue that needs increased action on the part of City Council and Staff. CM Callahan also noted that the use of the 311 call system is convoluted as it relates for the user to reach their particular service request destination. Ms. Wright responded that this concern was being addressed in a future update.

The Chair requested future briefings on how to make 311 more effective; methods to address the issue of animal control; and The Dallas Farmers Market. CM Kleinman inquired about the personnel budget for 311, the number for FTEs, and the possibility of contracting out services. CM Davis requested that Jill Jordan show her how to access the 311 system on the phone.

The Chair restated the request to have animal control be present on an upcoming agenda. The Chair thanked Ms. Wright for the briefing.

**Action Taken/Committee Recommendation(s):**

**Motion made by:**

**Item passed unanimously:**

**Item failed unanimously:**

**Motion seconded by:**

**Item passed on a divided vote:**

**Item failed on a divided vote:**

**4. Update on Dealing With Carry Out Bags**

**Presenter(s):** Jill A. Jordan, P.E.

The Chair requested that Jill A. Jordan present the background and timeline on the developments of committee and staff actions on the carry out bag issue.

Jill Jordan gave a summary of the actions made by staff, and ended by stating that they have the information that they are going to have, and it is now time for the committee to decide on what action(s) to take.

The Chair acknowledged that interested parties did ask to be at a discussion on this issue, but could not attend this particular meeting.

CM Kleinman requested an outright ban on plastic bags or adding a cost per plastic bag that was high enough to incentivize purchasing a reusable bag. CM Callahan stated his opposition to an outright ban, and highlighted the more pressing concern of litter from advertising and free newspapers; he also put forth the compromise of having bag producers increase the recyclability of bags. CM Davis requested that there be an educational component, an increase to the sturdiness of bags, and that it is important customers be given the choice to pick different bag types. The Vice Chair requested that a per bag fee be added in which part of the revenues be sent back to the store, and the other being sent to the city for anti-littering and education programs; she also requested that stores with bag recycling depositories increase the visibility of the depositories. CM Medrano agreed with Kleinman about the fee.

Jill Jordan stated that staff would return to the committee after creating a menu of policies based off of prescriptions from council. The Vice Chair requested that a per bag fee ordinance be drafted by city staff.

The Chair requested that bag manufacturers present solutions to the issue. CM Callahan stated that bag manufacturers should not be singled out with policies that are not fairly applied to other manufactures of low/no recyclable products. CM Davis expressed a concern over the ability of retailers to tell if shoppers have stolen items in hand.

The Chair requested for staff to produce a list of actionable ordinances for a future meeting; after that meeting, the items will be forwarded to full council for briefing and debate with a recommendation to move it forward after debate.

**Action Taken/Committee Recommendation(s):**

**Motion made by:**

**Motion seconded by:**

**Item passed unanimously:**

**Item passed on a divided vote:**

**Item failed unanimously:**

**Item failed on a divided vote:**

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**Councilmember Dwaine R. Caraway**  
Chair