

Memorandum



DATE September 5, 2017

CITY OF DALLAS

Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson (Chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott Griggs, B. Adam McGough, Omar Narvaez

SUBJECT **Community Clean-ups Update**

On May 22, 2017, the Quality of Life & Environment Committee was briefed on Community Clean-ups. The briefing proposed to adopt a consistent and convenient process to support all neighborhood cleanup events, while working to reduce overtime costs resulting from out-of-schedule bulk trash pickup. Proposed actions included tracking all neighborhood cleanups through the 311 system, and an outreach and education campaign to encourage increased participation in biannual Operation Beautification events as well as to promote awareness of the requirements for individual cleanup events.

Staff has made the following progress to date:

- All cleanup events are now being logged in the 311 system. A knowledge base has been jointly created by Planning and Urban Design and 311 to ensure a consistently helpful response to community clean-up requests based on the offerings presented to the Council Committee. Since the May 22, 2017 Committee briefing there have been three individual community cleanup service requests through 311 but this is expected to increase following more outreach beginning this month, as described below.
- Preparations are underway by Planning and Urban Design for the Operation Beautification Fall event to increase outreach and registrations. This citywide community clean up event will be held on Saturday, October 28, 2017. Our goal is to register 45 organizations, which would be a 36% increase over the same time last year. In Spring 2017, more than 52 neighborhood-based organizations registered. Historically, participation is typically lower in the Fall.
- Planning and Urban Design staff, in collaboration with Americorp VISTAs (Volunteers In Service To America), neighborhood police officers and neighborhood code representatives, is promoting Operation Beautification at neighborhood association and crime watch meetings. A media effort will also be launched in early September to promote Operation Beautification through weekly posts to social media outlets, human-interest stories placed in community papers and mailouts to the City's Homeowner Association and Neighborhood Association database. This campaign will also promote awareness of the requirements for scheduling individual cleanup events through 311.

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Please let me know if you have any questions.



for Raquel Favela
Chief of Economic Development & Neighborhood Services

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

Jo M. (Jody) Puckett, Assistant City Manager (Interim)
Jon Fortune, Assistant City Manager
Joey Zapala, 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