

Memorandum



CITY OF DALLAS

DATE August 23, 2024

TO Honorable Mayor and Members of the City Council

SUBJECT **Quality of Life, Arts, and Culture Committee Responses**

This memorandum serves to provide follow-up responses to questions from the Quality of Life, Arts, and Culture Committee Member questions.

Item E. Bloomberg Center for Public Innovation Love Your Block Program Grant Recipient. Department: Code Compliance

1. **Question:** What is the plan for the accountability piece of this grant? How will we measure the impact and success of the grant?

Follow-up: Our current Marketing and Outreach tracking system documents various metrics, to include pounds of trash, paint, tires, and shredded documents removed. The system also tracks the number of volunteers and monetary value of volunteer hours contributed, along with the number of art installations, and community clean-up events. We will leverage existing staff, and staff provided through The Love Your Block grant initiative will be an integral part of a broader initiative led by Communications and Customer Experience/311 to focus on our environmental and cleanup initiatives.

2. **Question:** How do we measure not just the success but the impact that it has on the community?

Follow-up: One of our leading measures of impact is the increase in volunteerism. In FY23, we increased our volunteer hours by 53%, and are on pace for a similar increase in FY24. This speaks to sustainability of our community engagement initiatives, which actively supports community members in leading change within their communities. CCS supports these communities by providing strategic organization, tools and equipment, and trash removal after clean-up. Regarding quantifying the impact of the grant, we know there to be a nexus between clean communities, increased safety, and higher property values, therefore efforts to beautify communities will have both tangible and intangible benefits. Additionally, resident surveys will be conducted for the grant, which will provide valuable insights into the positive impact for this project. Staff will also align with specific goals and objectives outlined by the grant to measure the program's overall success. The Department will provide semi-quarterly feedback and updates to the Quality of Life, Arts, and Culture Committee for additional input and support.

Item G. Proposed closure of the Skillman Southwestern Branch Library:

1. **Question:** What will happen to the collection at the Skillman Southwestern branch library once it is closed?

Follow-up: Most of the collection will be redistributed to other DPL locations. We will be preserving about 500 items to fill the book vending machine that we anticipate standing up in the neighborhood early in 2025. Items that are out of date or in poor condition will be removed by our contracted used book reseller and will be sold or recycled with a portion of the funds returning to the Library via the Friends of Dallas Public Library.

2. **Question:** Could you talk about where the R&D in the plan is? Where are the new programs and risks that we want to take to try new things?

Follow-up: We spent the past few months since the plan was adopted by Council meeting with stakeholders and staff. We have multiple focus groups to collect feedback and develop objectives under each goal. Our first year is mostly internally based to develop the staff and new partnerships while responding to each neighborhood's need as we want to be hyper-local in each location.

Item H. Upcoming Office of Procurement Services Item for Office of Community Care to Authorize a Contract with Guidehouse, Inc. to Complete a Senior Services Strategic Plan:

1. **Question:** How will the senior services strategic plan incorporate feedback from the ongoing senior listening sessions?

Follow-up: OCC is collecting feedback from the listening sessions and will share this feedback with the vendor to help inform the strategic planning process and integrated into various aspects. Because we are still engaging with the listening sessions and these sessions vary somewhat by district, the data is not necessarily consistent, however we still believe the data and feedback are valuable in guiding the strategic planning process. OCC will continue to host listening sessions in each district, working with the Senior Affairs Commissioner and the district office and councilmember

2. **Question:** Will the strategic plan encompass the entire senior ecosystem or focus solely on city senior services?

Follow-up: Certain aspect of the planning will focus on the entire ecosystem, such as landscape/gap analysis work, however the plan will primarily focus on identifying on opportunities for the City from an organization standpoint. However, the planning may identify or recommend focus areas that should be addressed at the community level with partners.

3. **Question:** What recommendations are being developed for communications and outreach strategies targeted at older Adults?

Follow-up: The review of communications to and for older adults is a component of the strategic planning work. Specifically, the scope includes an activity to "Evaluate effectiveness of City's communications related to older adults and generate recommendations related to communications and outreach strategies for older adults, with an emphasis on reaching those who are not already enrolled in available programming or otherwise connected to City programs and services."

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Please advise if there are additional questions, I can be reached at 214-708-0151 or by email liz.cedillopereira@dallas.gov

Sincerely,



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