

# Memorandum



DATE November 21, 2014

TO Honorable Mayor and Members of Council

SUBJECT 311 Introductory Message

We want to keep you informed about improvements to our customer-facing services and activities. To that end, we have made a small change in the introductory message for the 311 Customer Service Center.

When a resident calls 311, there is an introductory message that provides the option to continue the call in Spanish and advises the caller to contact 911 if their call is about a police or fire emergency. After the language option and 911 information, the subsequent message has been updated so that callers hear (and can select) the option to speak to an agent more quickly. The re-recorded message cuts approximately 30 seconds from the length of time before the caller hears the "press or say 0 or help" option (both in English and Spanish). The caller can stay on the line to hear recorded information about city services and locations.

If you have additional questions, please contact me.



Jill A. Jordan, P.E.  
Assistant City Manager

c: A.C. Gonzalez, City Manager  
Warren M. S. Ernst, City Attorney  
Rosa A. Rios, City Secretary  
Daniel Solis, Administrative Judge  
Craig D. Kinton, City Auditor  
Ryan S. Evans, First Assistant City Manager  
Eric D. Campbell, Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council

# Memorandum



CITY OF DALLAS

DATE November 21, 2014

TO Honorable Mayor and Members of the City Council

SUBJECT Business Inclusion and Development Performance Report

Attached for your information is the Business Inclusion and Development Plan Performance Report for October 2013 through September 2014. Included in this attachment is a detail of the dollars being spent by category.

Business Development and Procurement Services (BDPS) staff continue to develop new and innovative ways to provide information to the vending community in order to continue the success of the City's Business Inclusion and Development (BID) program. This year staff updated the BDPS website in an effort to simplify the user experience by reducing the number of "clicks" it takes to get to pertinent information. Additionally, the vendor self-service website was updated providing a more intuitive site for the vending community to search for solicitations.

We continue to connect with the vending community through 25 chambers of commerce, the DFW Minority Business Council and Women's Business Council-Southwest, to ensure maximum vendor outreach. In an attempt to broaden our community outreach efforts, we connected with a number of new organizations. Some examples are below:

- National Utility Contractors Association
- Fair Park Merchant Association
- US-India Chamber of Commerce
- Business Assistance Center, Inc.
- US-Mexico Chamber of Commerce
- US-China Chamber of Commerce of Dallas
- West-African American Chamber of Commerce

In summary, the success of the City's BID program is demonstrated by the third consecutive year of overall increased participation on City contracts. With this year's final overall participation level of 23.9% on all dollars committed and the local participation increasing to 31.9% this year.

Please let me know if you need additional information.

A handwritten signature in blue ink that reads "Jeanne Chipperfield".

Jeanne Chipperfield  
Chief Financial Officer

c: A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Ryan S. Evans, First Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager

Mark McDaniel, Assistant City Manager  
Eric D. Campbell, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Forest E. Turner, Chief Wellness Officer  
Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager

**Business Development and Procurement Services  
Business Inclusion and Development Performance Report  
October 2013 - September 2014**

**COUNTY**

GOALS	25.00%		25.66%		36.30%		23.80%		18.00%		Total	
	Construction		Architectural & Engineering		Professional Services		Other Services		Goods		Total	
	\$ Amount	% of Total	\$ Amount	% of Total	\$ Amount	% of Total	\$ Amount	% of Total	\$ Amount	% of Total	\$ Amount	% of Total
<b>ALL DEPARTMENTS</b>												
<b>Dallas (Local)</b>												
African American	16,761,739	6.8	5,512,017	8.7	431,673	1.8	7,571,548	10.5	332,049	0.4	30,609,025	6.4
Hispanic	36,702,572	14.9	6,457,459	10.2	666,441	2.8	5,725,841	7.9	1,787,344	2.4	51,339,656	10.7
Asian	625,032	0.3	5,467,343	8.6	521,180	2.2	15,499,794	21.5	255,035	0.3	22,368,384	4.7
Native Americans	3,896,069	1.6	902,959	0.0	1,077,603	4.5	176,723	0.2	716,146	0.0	6,769,499	1.4
<b>Total MBE</b>	<b>57,985,411</b>	<b>23.6</b>	<b>18,339,778</b>	<b>27.4</b>	<b>2,696,896</b>	<b>11.2</b>	<b>28,973,905</b>	<b>40.2</b>	<b>3,090,574</b>	<b>3.2</b>	<b>111,086,564</b>	<b>23.1</b>
Caucasian Women	34,718,724	14.1	2,343,460	3.7	497,347	2.1	2,584,420	3.6	2,040,127	2.7	42,184,078	8.8
<b>Total M/WBE</b>	<b>92,704,135</b>	<b>37.7</b>	<b>20,683,238</b>	<b>31.1</b>	<b>3,194,243</b>	<b>13.2</b>	<b>31,558,325</b>	<b>43.8</b>	<b>5,130,701</b>	<b>5.9</b>	<b>153,270,642</b>	<b>31.9</b>
Total Encumbrance	245,812,387		63,552,052		24,121,196		72,076,306		75,217,976		480,779,917	
<b>Non-Local</b>												
African American	2,315,390	1.8	1,014,141	8.2	115,006	1.4	2,646,394	2.4	129,654	0.1	6,220,585	1.5
Hispanic	13,688,136	10.9	371,904	3.0	258,392	3.2	2,244,511	2.0	298,217	0.2	16,861,160	4.2
Asian	39,841	0.0	667,311	5.4	73,000	0.9	1,364,946	1.2	16,355	0.0	2,161,453	0.5
Native American	914,400	0.7	38,490	0.3	0	0.0	51,401	0.0	0	0.0	1,004,291	0.2
<b>Total MBE</b>	<b>16,957,767</b>	<b>13.5</b>	<b>2,091,846</b>	<b>16.9</b>	<b>446,398</b>	<b>5.6</b>	<b>6,307,252</b>	<b>5.6</b>	<b>444,226</b>	<b>0.3</b>	<b>26,247,489</b>	<b>6.5</b>
Caucasian Women	16,242,463	13.0	1,531,499	12.4	425,311	5.3	9,569,398	8.6	4,131,048	2.8	31,899,718	7.9
<b>Total M/WBE</b>	<b>33,200,229</b>	<b>26.5</b>	<b>3,623,345</b>	<b>29.3</b>	<b>871,709</b>	<b>11.0</b>	<b>15,876,650</b>	<b>14.2</b>	<b>4,575,274</b>	<b>3.1</b>	<b>58,147,207</b>	<b>14.4</b>
Total Encumbrance	125,169,611		12,368,872		7,959,224		111,859,935		146,018,213		403,375,856	
<b>Local + Non-Local</b>												
African American	19,077,129	5.1	6,526,158	8.6	546,679	1.7	10,217,942	5.6	461,703	0.2	36,829,610	4.2
Hispanic	50,390,707	13.6	6,829,363	9.0	924,833	2.9	7,970,352	4.3	2,085,561	0.9	68,200,816	7.7
Asian	664,873	0.2	6,134,654	8.1	594,180	1.9	16,864,740	9.2	271,390	0.1	24,529,837	2.8
Native American	4,810,469	1.3	941,449	1.2	1,077,603	3.4	228,124	0.1	716,146	0.3	7,773,790	0.9
<b>Total MBE</b>	<b>74,943,178</b>	<b>20.2</b>	<b>20,431,624</b>	<b>26.9</b>	<b>3,143,294</b>	<b>9.8</b>	<b>35,281,157</b>	<b>19.2</b>	<b>3,534,800</b>	<b>1.6</b>	<b>137,334,053</b>	<b>15.5</b>
Caucasian Women	50,961,186	13.7	3,874,959	5.1	922,658	2.9	12,153,818	6.6	6,171,175	2.8	74,083,796	8.4
<b>Total M/WBE</b>	<b>125,904,364</b>	<b>33.9</b>	<b>24,306,582</b>	<b>32.0</b>	<b>4,065,952</b>	<b>12.7</b>	<b>47,434,975</b>	<b>25.8</b>	<b>9,705,975</b>	<b>4.4</b>	<b>211,417,849</b>	<b>23.9</b>
Total Encumbrance	370,981,998		75,920,924		32,080,420		183,936,241		221,236,188		884,155,772	

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DATE November 21, 2014

TO Honorable Mayor and Members of the City Council

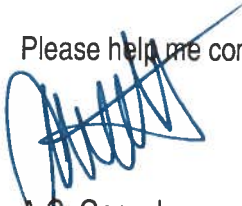
SUBJECT **CATEE's 2014 Recognition of Jill Jordan as Outstanding Government Official**

The Energy Systems Laboratory and Texas A&M Engineering Experiment Station co-hosted the Clean Air Through Energy Efficiency Conference (CATEE) here in Dallas this past week. The purpose of this annual conference is to connect public and private decision makers to help communities use water and energy more efficiently and reduce related emissions thereby making cities more sustainable.

Each year the conference recognizes individuals and companies that have demonstrated outstanding contributions to clean air through energy efficiency or renewable energy projects. This year, CATEE recognized Jill Jordan by giving to her the Outstanding Government Official Award for her efforts here at the City for such efforts as promoting green buildings through the LEED program and the City's green building code, energy conservation and use of renewable energy for City buildings, and other sustainability efforts. For example, the City has fulfilled its 2006 pledge to reduce its energy usage to seven percent below 1990 levels by 2012, been one of the first cities to adopt LEED standards for its own buildings and also one of the first to adopt a green building code for private sector new construction. Given these types of accomplishments, this award reflects on the combined achievements of Council, staff, corporate partners and citizen volunteers working together to make Dallas more sustainable.

Knowing Jill, she would want me to take this opportunity to say that while the City of Dallas has accomplished much in this area, much remains to do. This next year a new energy code for buildings will be published and we should consider its adoption. Funding sources for solar installations remain a challenge. Not all City buildings have undergone retrofits for more efficient energy and water systems. Staff will continue to work on these opportunities and bring recommendations to Council in the coming months.

Please help me congratulate Jill on this award.



A.C. Gonzalez  
City Manager

c: Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
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