

Memorandum



CITY OF DALLAS

DATE January 24, 2014

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

SUBJECT Quality of Life & Environment Committee Meeting Agenda

Monday, January 27, 2014, 9:00 a.m.

Dallas City Hall - 6ES, 1500 Marilla St., Dallas, TX 75201

The agenda for the meeting is as follows:

- | | |
|---|---|
| 1. Call to Order | Dwaine R. Caraway
Chair |
| 2. Approval of January 13, 2014 Minutes | Dwaine R. Caraway
Chair |
| 3. GrowSouth Neighborhood Challenge Grant Program | LaToya Jackson
Asst. Dir., Strategic Customer Services |
| 4. Animal Services Update | Jimmy Martin
Director, Code Compliance |
| 5. Adjourn | Dwaine R. Caraway
Chair |

Please let me know if you have any questions.

Dwaine R. Caraway
Chair

cc: Honorable Mayor and Members of the City Council
A.C. Gonzalez, Interim City Manager
Warren M.S. Ernst, City Attorney
Daniel F. Solis, Administrative Judge
Rosa A. Rios, City Secretary
Craig D. Kinton, City Auditor
Ryan S. Evans, Interim First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager

Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Librio, Public Information Officer
Elsa Cantu, Asst. to the City Manager – Mayor and Council

NOTICE: A quorum of the Dallas City Council may attend this Council committee meeting.

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. Contemplated or pending litigation or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.

Quality of Life & Environment Committee Meeting Record

DRAFT

Meeting Date: January 13, 2014

Convended: 9:08 a.m.

Adjourned: 10:41 a.m.

Members Present:

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

Members Absent:

Dwayne R. Caraway, Chair

Briefing Presenters

LaToya Jackson
Asst Dir., Strategic Customer
Services
David Cossum
Interim Director, Sustainable
Development & Construction
Michael Hellmann
Asst Dir., Park and Recreation

Staff Present:

Joey Zapata, Francisco Rodriguez, LaToya Jackson, David Cossum, Neva Dean, Sheneice Hughes, Michael Hellmann, Eric Izuora

AGENDA:

1. **Approval of December 9, 2013 Minutes**

Presenter(s):

Action Taken/Committee Recommendation(s):

A motion was made to approve the minutes for December 9th, 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. **Follow Up Discussion: Next Step in Strategic Planning: Best Practices in Quality of Life & Environment**

Presenter(s): LaToya Jackson, Sheneice Hughes, Francisco Rodriguez

The purpose of this discussion was to allow for follow-up questions to be submitted to the Budgeting for Outcomes Team for their December 9th, 2013 presentation over best practices in Quality of Life & Environment.

The committee requested further information on: results from the previous year's ICMA best practices; Code Compliance Services 2-5 year plan; improvement plans for street lighting, alleys, drainage, traffic signals, bridges, and signage; current solar panel regulations; and anti-obesity programs in Dallas.

Action Taken/Committee

Recommendation(s):

Motion made by:

Motion seconded by:

Item passed unanimously:	<input type="checkbox"/>	Item passed on a divided vote:	<input type="checkbox"/>
Item failed unanimously:	<input type="checkbox"/>	Item failed on a divided vote:	<input type="checkbox"/>

3. Screening of Outside Storage

Presenter(s): David Cossum
The purpose of this briefing was to update the committee on proposed code amendments that seek to provide more consistent provisions regulating outside storage.

Staff will take the proposed amendments before the Plan Commission before returning to the committee.

Action Taken/Committee Recommendation(s):

Motion made by:		Motion seconded by:	
Item passed unanimously:	<input type="checkbox"/>	Item passed on a divided vote:	<input type="checkbox"/>
Item failed unanimously:	<input type="checkbox"/>	Item failed on a divided vote:	<input type="checkbox"/>

4. Authorize Contract for Renovation and Expansion of Pleasant Oaks Recreation Center – Council Agenda January 22, 2014

Presenter(s): Michael Hellmann
The committee was informed about the appearance of the January 22, 2014 agenda item which authorizes the renovation and expansion of Pleasant Oaks Recreation Center. Key improvements include new fitness equipment, replacement of rooftop HVAC, and the conversion of one of the indoor basketball courts to an indoor soccer court.

The committee recommended to send the item to the full council.

Action Taken/Committee Recommendation(s): Recommendation to move item to the full council.

Motion made by: Lee M. Kleinman		Motion seconded by: Carolyn R. Davis	
Item passed unanimously:	<input checked="" type="checkbox"/>	Item passed on a divided vote:	<input type="checkbox"/>
Item failed unanimously:	<input type="checkbox"/>	Item failed on a divided vote:	<input type="checkbox"/>

Councilmember Dwaine R. Caraway
Chair

Memorandum



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

SUBJECT GrowSouth Neighborhood Challenge Grant Program

The attached briefing will be presented to the Quality of Life & Environment Committee on Monday, January 27, 2014. The briefing will provide you with an overview of the upcoming GrowSouth Neighborhood Challenge Grant Program.

Please let me know if you have any questions.

A handwritten signature in black ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

Attachment

cc: Honorable Mayor and Member of the City Council

A.C. Gonzalez, Interim City Manager
Warren M.S. Ernst, City Attorney
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grow South

Neighborhood
Challenge

Grant Program



Presented to
Quality of Life & Environment Committee
January 27, 2014

Strategic Customer Services

Program Vision

The vision is for residents to come together, using their knowledge, skills, contacts and creativity to improve their neighborhood

This program supports the Mayor's Culture of Clean for the growSouth initiative

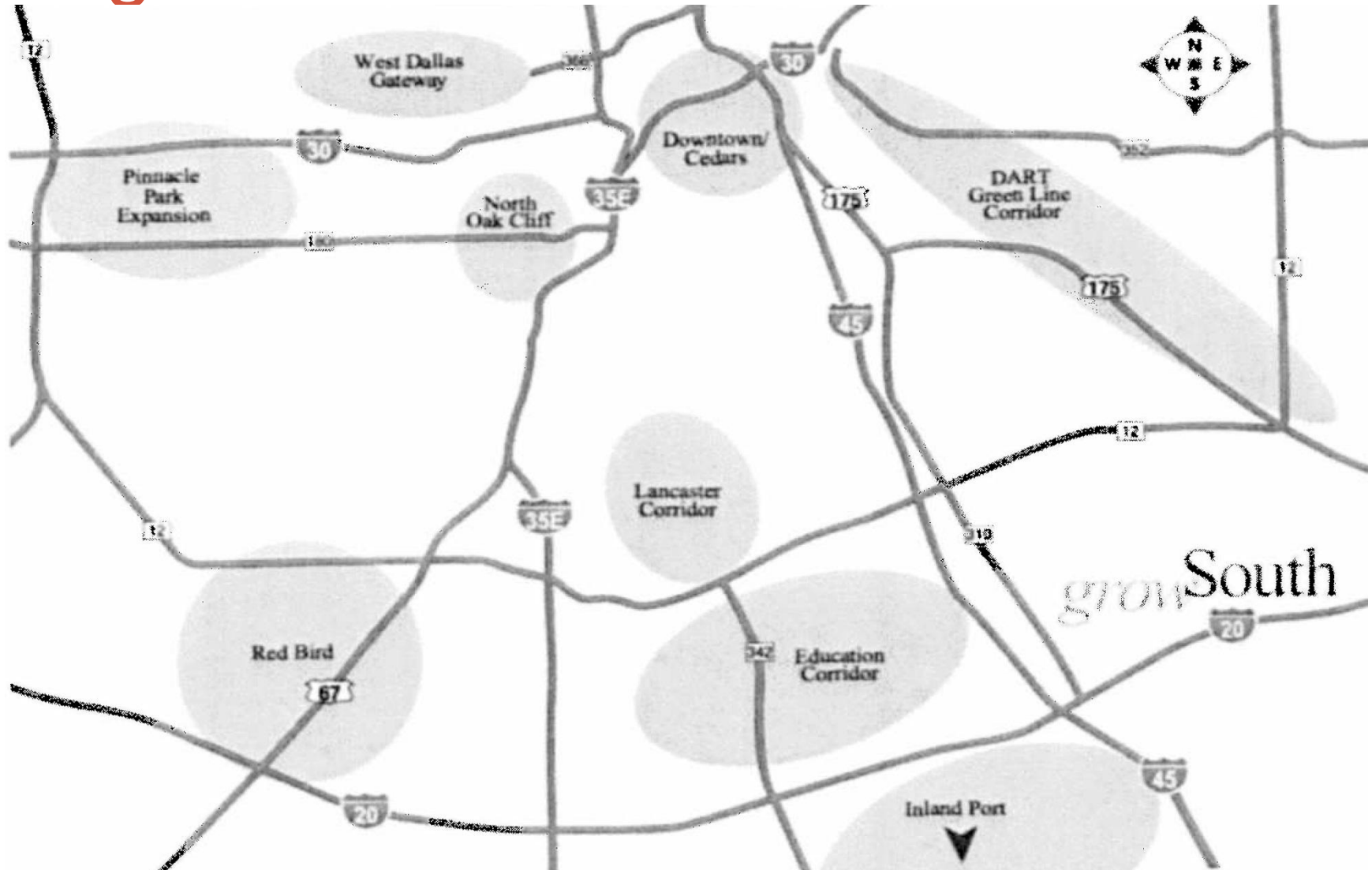
Program Overview

- Offers financial incentive to neighborhood groups to develop and implement *a self-help project or program* for their community
- Improves the condition of neighborhoods which result in more revitalized communities and a better city

Program Overview

- Program will award the top ranked projects and programs up to \$10,000 in grant funds
- Total grant dollars available: \$100,000
 - Program funding from FY13-14 operating budget
- Application rankings will be the result of scores based on a 100-point evaluation criteria covering five categories
 1. Project or program concept
 2. Community benefit
 3. Community matches
 4. Project feasibility
 5. Neighborhood condition

Target Area – Southern Sector



Who Can Apply?

- Neighborhood oriented groups such as
 - Homeowners associations
 - Neighborhood associations*
 - Crime watch groups*
 - Community garden groups*
 - PTAs*
 - Organized children groups (scouts, sports leagues)
 - Group of neighborhood residents that work together to develop a self help idea that will improve their neighborhood*

* Groups that are not formally organized are required to partner with an organization to serve as their financial sponsor

Grant Idea Guidelines

- Communities are encouraged to explore creative and innovative ideas that support the unique needs of their neighborhood
- Ideas submitted will be categorized as either a
 - Ongoing service program
An idea that includes continuous *beneficial community activity* that will carry on once implemented
 - Construction project
An idea that revolves around building and altering the look of an area

Grant Idea Requirements

To be considered for funding, an idea must:

- Build a stronger and healthier community
- Provide a public benefit in the community
- Meet an obvious neighborhood need or desire
- Involve residents and other members of the community in all aspects of the project
- Be completed or initiated within 1 year of signing the funding agreement
- Be maintained by the neighborhood or the applicant group for a minimum of
 - 4 years (construction projects)
 - 2 years (on-going service programs)

Grant Restrictions

Grant funds cannot be used to:

- Fund individual maintenance projects required by city code
- Fund projects that will require ongoing maintenance from the City of Dallas, including staffing or operating expenses
- Replace or serve as an association's operating budget
- Fund projects that conflict with city policies or codes
- Pay for expenditures incurred or financial commitments made prior to receiving funding

Grant Restrictions

Funding cannot be used to:

- Pay for food, beverages and/or catering services over \$250 for projects under \$5,000 and \$500 for projects over \$5,000
- Pay for travel expenses
- Provide payment to individuals other than those who provide their professional services to the project
- Provide payment to community members for volunteer services connected to a project

* The City of Dallas reserves the right to automatically reject any idea submitted that conflicts with the city's current ordinances, services, vision or that is deemed as illegal or immoral

Application Development Workshop

Each group will be required to have at least one member attend and complete a workshop to ensure all parties understand all requirements, restrictions and guidelines

Workshops will cover the following topics:

1. Idea selection
2. Community participation and input
3. Determining resources needed
4. Gaining site control and city advice
5. Developing a project budget
6. Researching regulations

Application Review Board

- Evaluation and ranking of approved applications will be conducted by a group of community residents selected from the Application Review Board
 - Residents must apply to be on the Application Review Board
 - Staff will review submissions and recommend a maximum of two applicants per neighborhood
 - Each Southern Sector Council will select two residents to serve on the Application Review Board
 - City Staff will serve as non-voting board chair to facilitate processes and maintain program standards

Application Review Process

- Members review and rank applications based on the Evaluation Criteria
 1. Project or program concept
 2. Community benefit
 3. Community matches
 4. Project feasibility
 5. Neighborhood condition

Application Review Process

- Project teams ranked above the line, as well as two applications ranked below the line, will make presentations to the Board to address questions or concerns
- Finalists will have 10 minutes to “sell” their idea

Disbursement of Funds

- Recipients required to sign a funding agreement between the applicant association and the City of Dallas prior to receiving funds
- Recipients can request 10% of the total project as seed money
- Recipients must present valid invoices to receive reimbursement (contingent upon review and approval from City Staff)
- Recipients will receive 90% of the funds requested with 10% withheld until the project is complete*

* A standard draw schedule process

Important Dates to Remember

Activity	Start	Finish
Open enrollment for Advisory Committee	January 27, 2014	January 30, 2014
Present Advisory Review Applications to Council Members	January 31, 2014	January 31, 2014
Deadline for Council to Select Application Review Members	February 6, 2014	February 6, 2014
Notify Applicants of Application Review Appointments	February 10, 2014	February 10, 2014
Announce Application Workshop	February 17, 2014	February 21, 2014
Host Application Workshop	February 22, 2014	February 22, 2014
Program Overview Meeting with Applicant Review Board	February 19, 2014	February 19, 2014
Open Application Period	February 22, 2014	March 14, 2014
Application Submission Deadline	March 14, 2014	March 14, 2014
Application Review Board Application Review	March 17, 2014	March 24, 2014
Finalist Interviews	March 27, 2014	March 27, 2014
Project Award Announcements	March 31, 2014	March 31, 2014

QUESTIONS



Memorandum



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Rick Callahan, Carolyn R. Davis, Lee M. Kleinman

SUBJECT Animal Services Update

The attached briefing will be presented to the Quality of Life & Environment Committee on Monday January 27, 2014. The briefing will provide you with the status, impact, and potential next steps of Animal Services.

Please let me know if you have any questions or need additional information.

A handwritten signature in blue ink, appearing to read 'Charles M. Cato'.

Charles M. Cato
Interim Assistant City Manager

Attachment

cc: Honorable Mayor and Member of the City Council
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City of Dallas



www.dogbiscuitphotos.com

Dallas Code Compliance, *what it all means*

COMMUNITY



Animal Services Update

Presented to the

Quality of Life & Environment
Committee

January 27, 2014

Overview of Animal Services

- Animal Services is a division of Code Compliance
- FY13/14 budget is \$7.6M with 97 FTEs
 - Shelter operations
 - Medical operations
 - Field operations



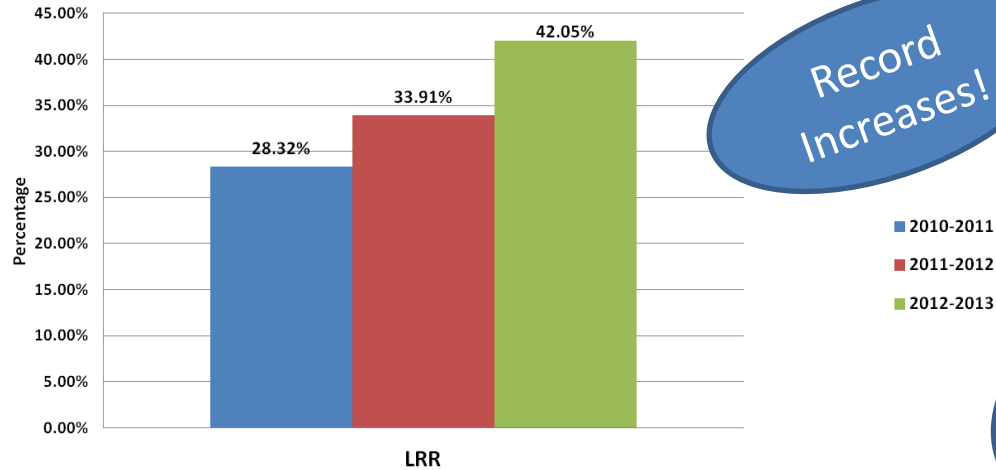
OVERVIEW

- Shelter
 - Operates shelter with over 600 animals cared for daily or over 30,000 annually
 - DAS serves over 100,000 citizens annually, or over 250 per day
- Medical
 - Provides treatment for injured and sick animals at the shelter and performs over 150 surgeries weekly
- Field
 - Provides field services for issues pertaining to animals citywide to over 50,000 service requests annually
 - Enforces state and local ordinances pertaining to animals
- Communication/Education
 - City's top Social Media Department
 - Over 14,000 followers and reaching over 47,000 people



Division Statistics

DAS Live Release Rate by Fiscal Year

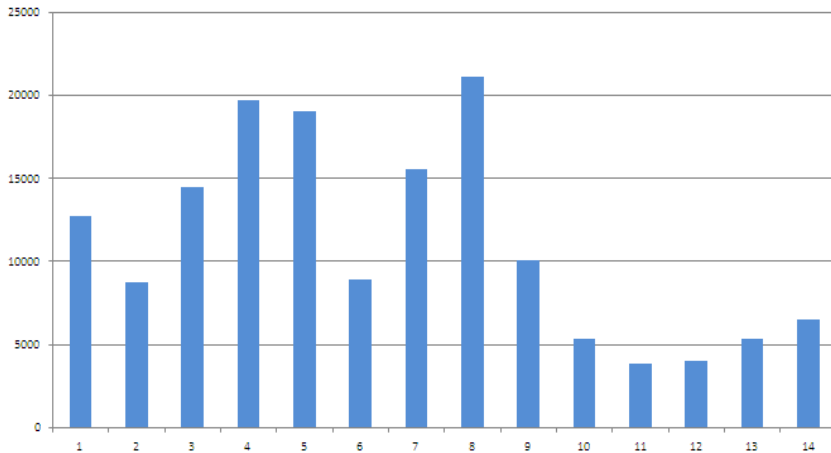


Record Increases!

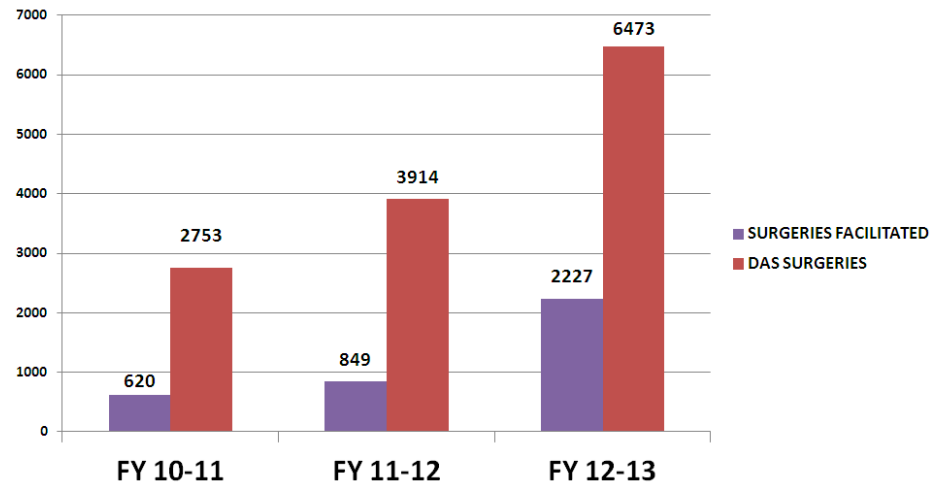
Over 45,000 homeless pets prevented!

$$\text{LRR} = (\text{Total Adoptions} + \text{Redemptions} + \text{Rescue and Relocates}) / \text{Total Intake}$$

2010 through 2013 Service Requests by Council District



Surgeries Facilitated Vs DAS Surgery Comparison

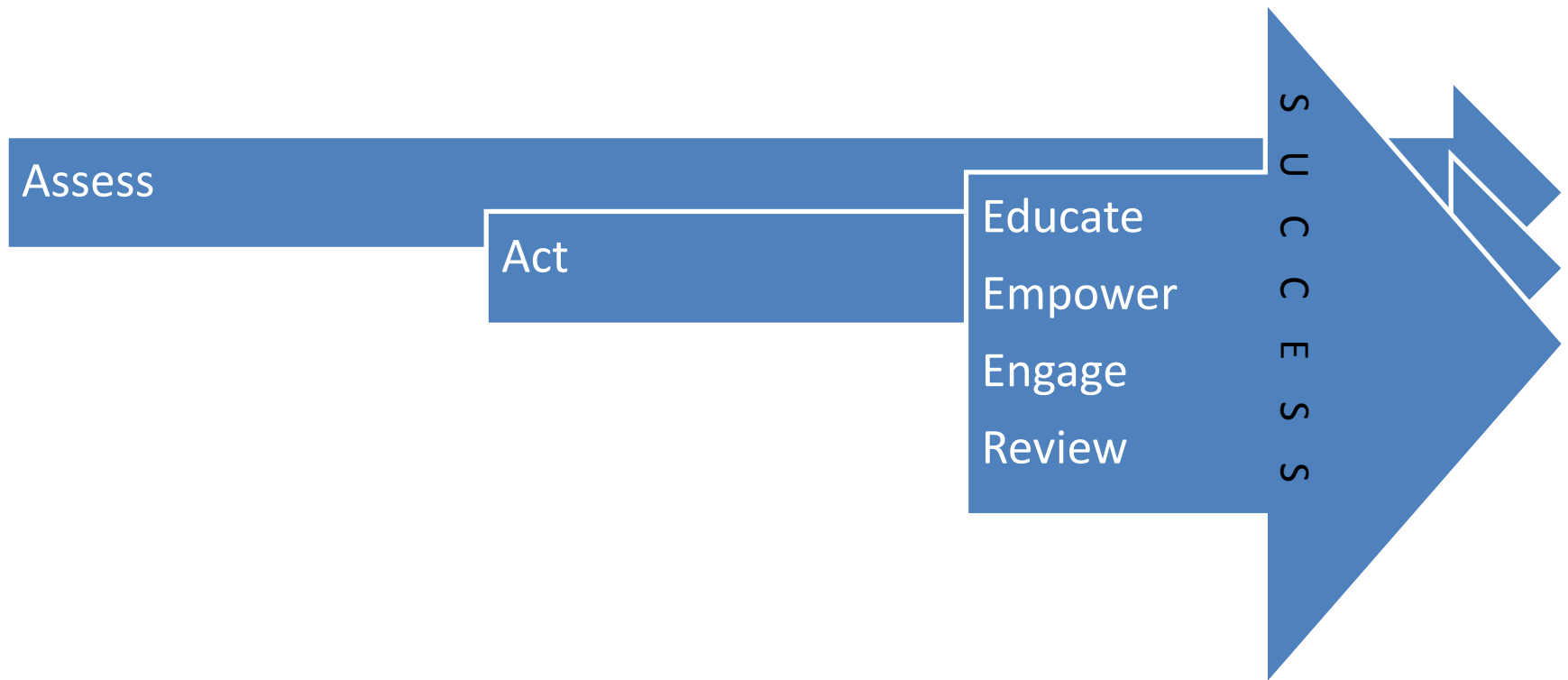


What's Next?

- Sheltering
 - Continue ongoing improvements within the shelter
 - Aligning resources to sustain progress
 - Continued evaluation and adjustments until we reach our goal of ending the euthanasia of healthy and treatable animals in the City of Dallas!



Engagement Process



Making the Changes at DAS

- New Ordinances
- New Shelter
- Enhancing Operations
 - Healthy population of animals
 - Exceptional customer service
- Increase in Live release rate
- What it took to make it happen
 - Implementing sound sheltering practices
 - Engaging community resources
 - Developing a strong communications plan
 - Time...

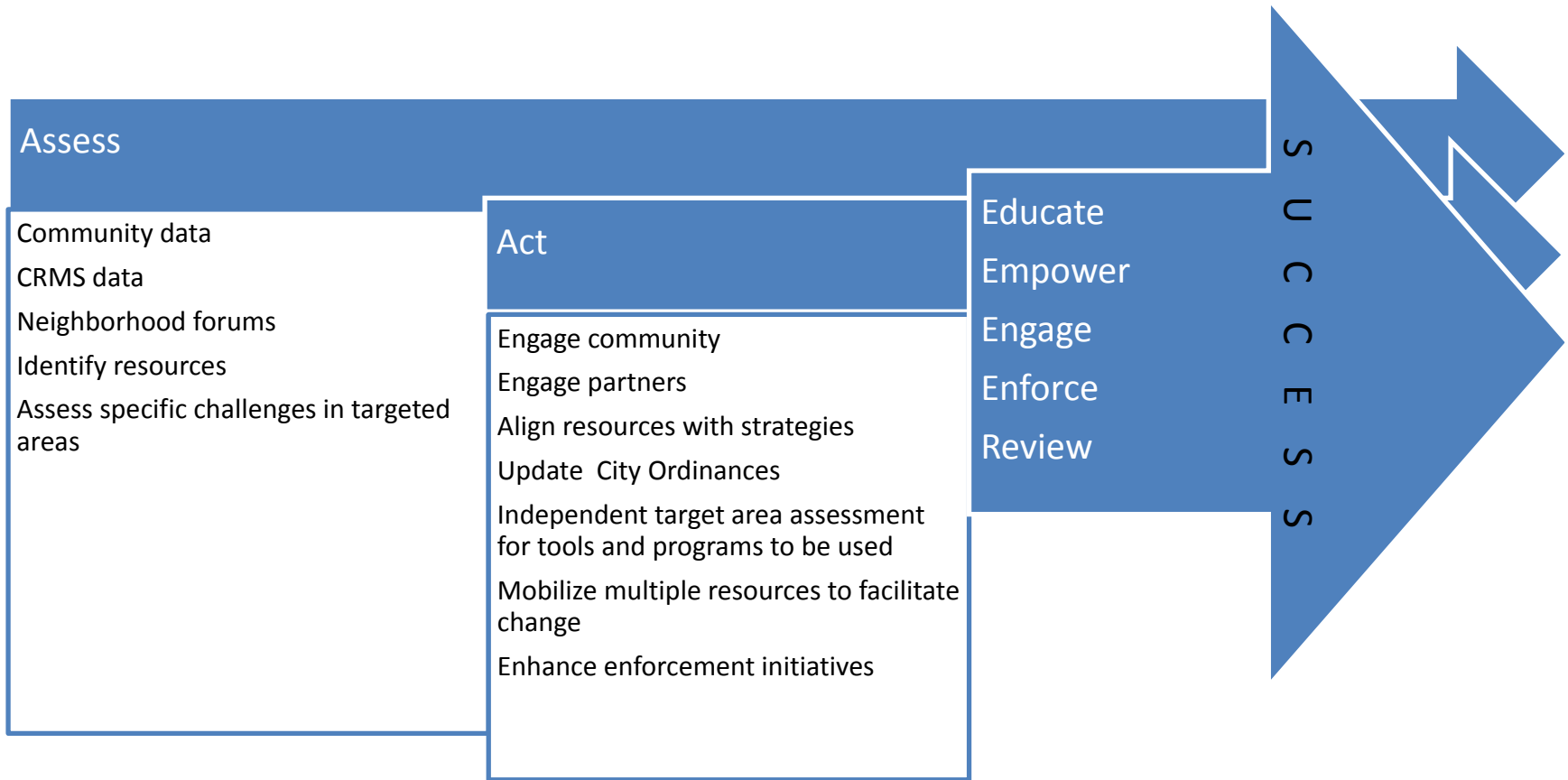


PHASE 2 – “Taking it to the Streets”

- History
 - Ongoing problems with dogs roaming Dallas communities
 - Limited resources for people and pets in some communities
 - Different philosophies on pet care and levels of community engagement
 - Minimal access to programs with long term sustainable results

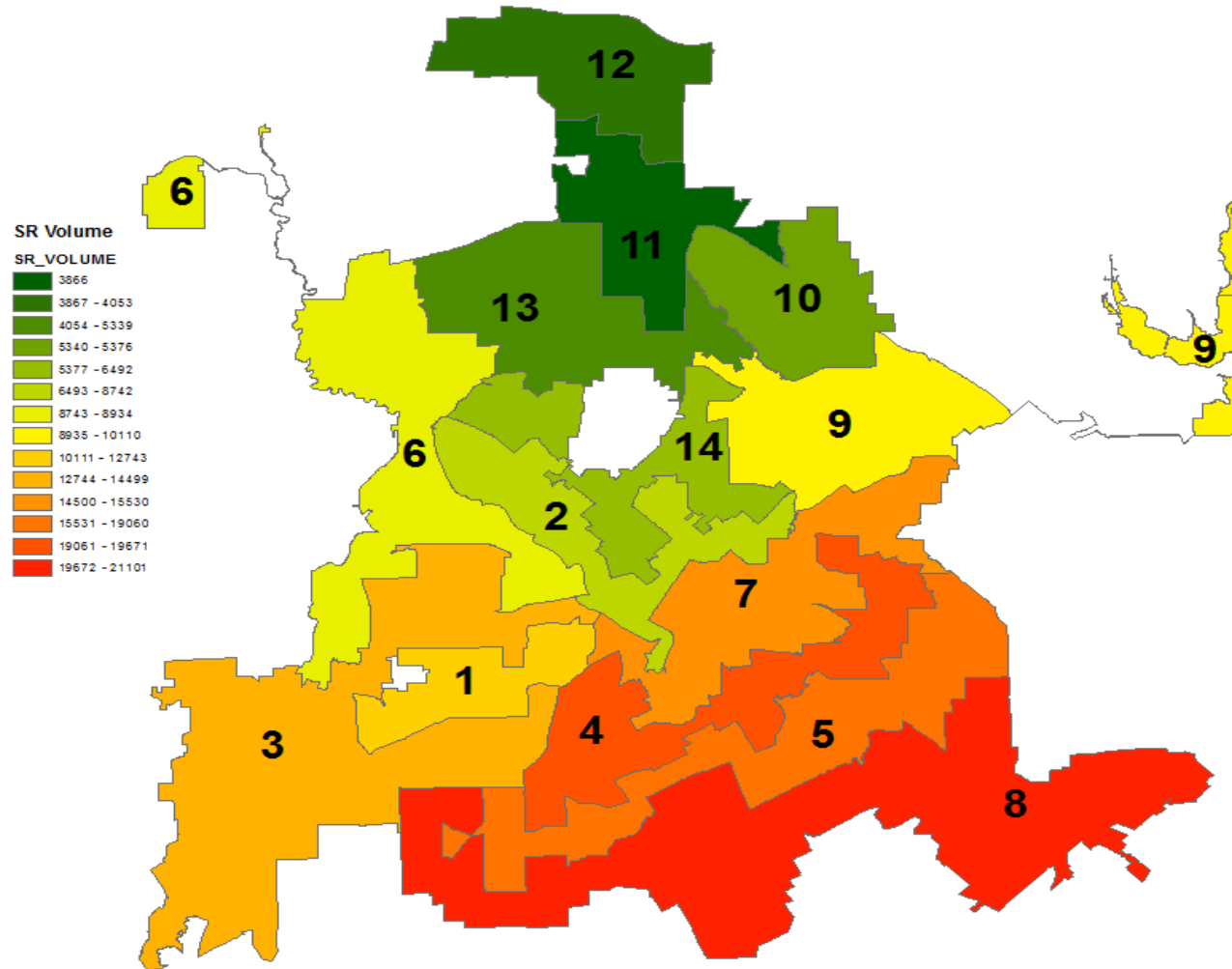


Engagement Process



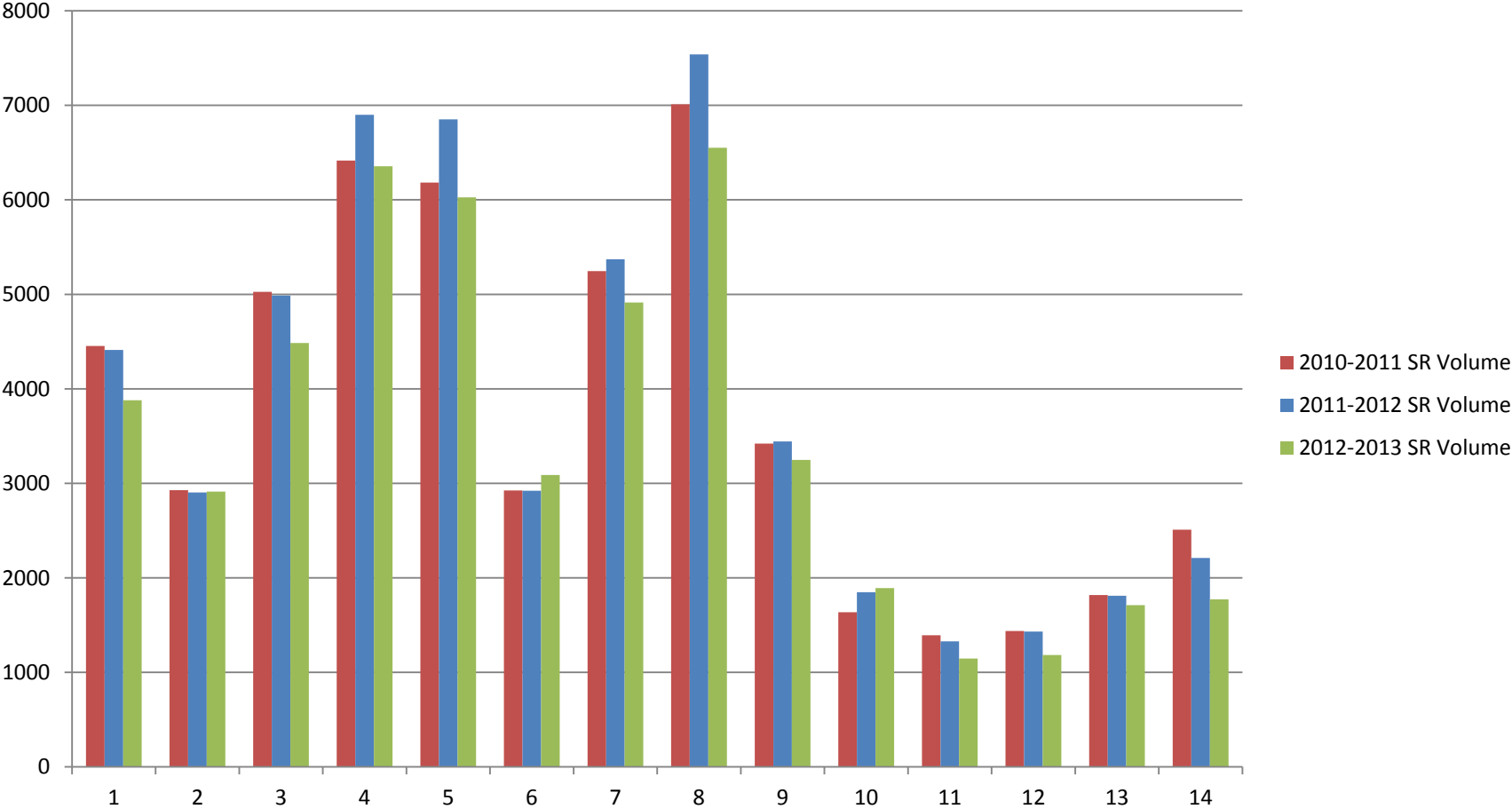
Service Requests By District

Dallas Animal Services
3 Years of Service Requests by Council District
(FY 2011 - FY 2013)



Year to Year SR Comparison by Council District

Fiscal Years 2010-2013 SR Volume by Council District (3 Years)



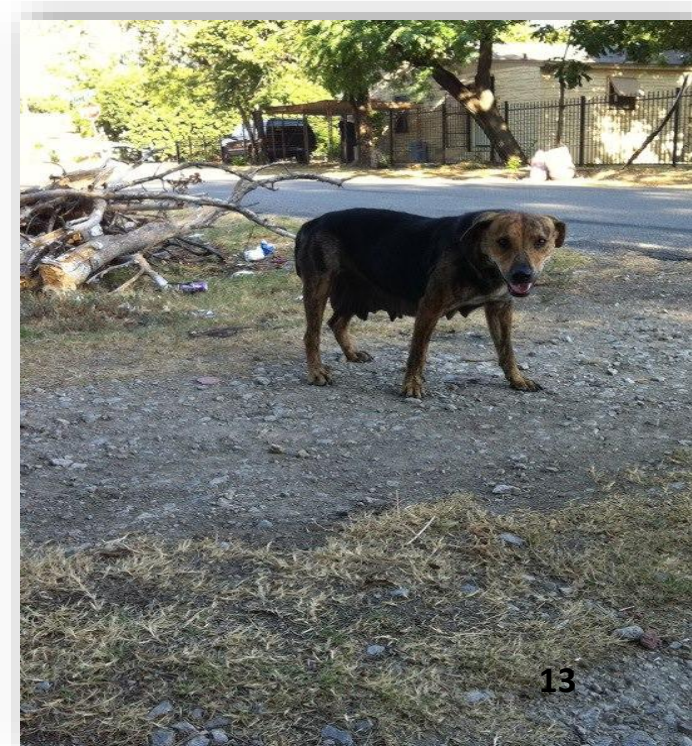
Assessing the Resources

- Community Partnerships
- Committed Workforce
- Community Volunteers
 - Committed volunteers
 - Pets for Life Program
 - Neighborhood & Crime Watch associations
 - Community Engagement Unit & “Chief on the Beat” participation



Assessing the Animal Issues

- Different Neighborhoods / Different Tools
 - Evaluate neighborhood needs individually
- Ordinance Revisions
 - Enhanced enforcement efforts
 - Increased outreach resources
- Evaluate Available Resources
 - Existing enforcement efforts
 - Veterinarian hospitals
 - Low cost pet care
 - Pet supply stores

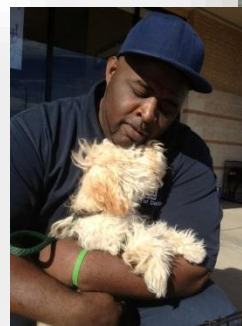


New “SMART Sweep” Model



“SMART Sweep” Model

- Assess target area problems
 - Opportunities for proactive methods vs. enforcement
- Identify target area resources and issues
 - Existing community relationships
 - Identify resources in community and Dallas Animal Services
- Set goals for measuring the progress
- Review and integrate the feedback



New “SMART SWEEP” Goals

🐾 **S**tart

🐾 **M**aking

🐾 **A**nimal Owners

🐾 **R**esponsible

🐾 **T**oday



Tools to Success

- Review of CRMS & DAS target area data
- Citizens and community leaders assisting with identifying key issues and opportunities
- Patrols will be done to evaluate target area issues and appropriate enforcement tactics
- Educational patrols, events and enforcement strategies will be implemented in each area to create sustainable results and lasting relationships



Taking Action

- Leveraging existing structure and resources
 - Existing resources & Enforcement
 - Mayors Grow South leadership meetings and mailing list
- Public Investment in Partnerships
 - Over \$ 1.7 Million
 - Big Fix for Big D, Meadows Foundation, Dallas Companion Animal Project, Pets for Life

Bringing together communities to solve problems



Creating the “Pet Watch” Connection

- Currently there are 1,078 Crime Watch Associations throughout Dallas
 - 401 Associations south of I-30
- Create “Pet Watch” module for Crime watch Manual
 - Conduct trainings and engage partners
- Collaborate with existing Animal Alert associations



Mobilizing the Community Army

- “SMART Sweeps”
- Pet Watch Connection
- Officer Outreach Program
- Big Fix for Big D
- Dallas Companion Animal Project
- Pets for Life Grant



Bringing Communities Together for Lasting Change!

- Pets for Life video

