

# Memorandum



CITY OF DALLAS

DATE April 11, 2014

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

SUBJECT "Operation: Beautification" Community Clean-Up for Spring 2014

On Monday, April 14, 2014, the Quality of Life & Environment Committee will be briefed on "Operation: Beautification" Community Clean-Up for spring 2014. Briefing materials are attached for you review.

Please contact me if you have any questions or require additional information.

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

Joey Zapata  
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council  
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, Interim First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Shawn Williams, Interim Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council



# “OPERATION: BEAUTIFICATION” COMMUNITY CLEANUP FOR SPRING 2014

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Presented to the Quality of Life &  
Environment Committee

April 14, 2014

# Background

- Quality of Life Committee charged staff with coordinating a citywide community led cleanup event in February 2012
- The City provides out-of-schedule trash pick up and start-up goody bag
- First citywide cleanup event held May 2012
  - Dubbed “Operation: Beautification”
  - 24 groups participated
  - Over 9.7 tons of trash and brush collected

Before



After



# Biannual Events

- Fall 2012 - November 10, 2012
- Spring 2013 - May 18, 2013
- Fall 2013 – November 9, 2013

Kleberg Rylie Neighborhood



Before

Bexar Street Association

After



# Past Participants - Fall 2013

1. ENA - Elmwood Neighborhood Association
2. Singing Hills Neighborhood Association
3. Ewing Corinth Neighborhood Association
4. Glenview Neighborhood Association
5. Wynnewood Heights Neighborhood Association
6. Beckley Heights Neighborhood Association
7. Bruton Terrace Crime Watch
8. Rose Garden Neighborhood League
9. Action Metals/St. Philip's School & Community Center
10. Mill City Community Association
11. Clean South Dallas/Fair Park Inc.
12. Nextdoor Kleberg
13. Casa View Neighborhood Association
14. Uptown Dallas

# Spring 2014 Update

- Saturday May, 17, 2014
- Register at:  
[http://www.dallascityhall.com/scs/Operation\\_Beautification.html](http://www.dallascityhall.com/scs/Operation_Beautification.html)
  - In the past, FAQs and registration were in Spanish
  - Now, main information page also in Spanish
  - Links on side content bar direct user to Spanish pages
- Registration Deadline Monday, May 12, 2014
- Link is up at [DallasCityNewsroom.com](http://DallasCityNewsroom.com)
- Ad info has been submitted to Clear Channel, for display in April and May
- English/Spanish flyers being distributed

# Flyers

## OPERATION: BEAUTIFICATION

A Citywide Community Cleanup

Saturday, May 17, 2014

*An open invitation to neighborhoods,  
community and religious groups  
and businesses*



City of Dallas



The City is encouraging Dallas neighborhood groups to join in a citywide Spring cleanup effort on May 17, 2014. The City will coordinate with participating groups to provide out-of-schedule trash collection for neighborhoods that choose to join in this special event. Register online at [www.dallascitynewsroom.com](http://www.dallascitynewsroom.com) or contact Strategic Customer Services at [scs@dallascityhall.com](mailto:scs@dallascityhall.com) or call 214-670-5551 with questions.

## OPERACION: EMBELLECIMIENTO

Un proyecto de limpieza comunitario

Sábado 17 de mayo de 2014

*Una invitación abierta para vecindarios,  
grupos comunitarios y religiosos así como negocios*



Ciudad de Dallas



La Ciudad está alentando a todos los grupos de vecinos de Dallas a unirse a un esfuerzo de limpieza general de Primavera el 17 de mayo de 2014. La Ciudad coordinará con los grupos participantes para ofrecer colección de basura fuera del itinerario normal para vecindarios que decidan unirse a este evento especial. Regístrese por Internet en [www.dallascitynewsroom.com](http://www.dallascitynewsroom.com) o comuníquese con Strategic Customer Services en [scs@dallascityhall.com](mailto:scs@dallascityhall.com) o 214-670-5551 si tiene preguntas.

# SCS Web Site Main Page



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## OPERATION: BEAUTIFICATION

A Citywide Community Cleanup

### Saturday, May 17



The City is encouraging Dallas neighborhood groups, such as civic groups, homeowners associations, neighborhood associations and crime watch groups to join in a citywide Spring cleanup effort on May 17, 2014. The City will coordinate with participating groups to provide out-of-schedule trash collection for neighborhoods that choose to join in this special event. Contact Strategic Customer Services at [scs@dallascityhall.com](mailto:scs@dallascityhall.com) or 214-670-5551, Spanish speakers call 214-671-8873. If you have questions [click here](#) to see a list of frequently asked questions. **The deadline for registration is Monday May 12.**

[Registration](#)



# Operation: Beautification FAQs

## Examples:

### **FREQUENTLY ASKED QUESTIONS / PREGUNTAS FRECUENTES SOBRE LA OPERACION LIMPIEZA**

#### **Q1. Is this a Spring Cleaning for my home?**

A: No, the goal of this program is for community residents to clean their neighborhood and shared areas (medians, along the alleys, neighborhood entrances/gateways). Neighborhood associations and interested groups should organize a project – litter pickup, graffiti removal, etc. – that is meaningful and achievable for them.

#### **Q2: Will brush and other debris be picked up?**

A: The City is offering to pick up trash collected by groups and that are placed in an agreed upon location. Other brush can be placed curbside bundled in three foot cuttings, for removal during your bulky trash pickup. Please click here to see the [\*\*Sanitation Services bulk trash calendar.\*\*](#)

# Next Steps

- Goal: 30 participating groups
- Announce at community meetings
- Advertise
- Answer questions
- Distribute goody bags
- Collect data
- Plan for Fall event

# Operation: Beautification Spring 2014

Community-led cleanup to increase neighborhood quality of life

