

# Memorandum



DATE March 6, 2015

TO Honorable Mayor and Members of the City Council

SUBJECT Park and Recreation Department Job Fair

On March 14, 2015, the Park and Recreation Department will host a Job Fair at Fair Park for fulltime, part-time and seasonal positions. Please see the attached flyer for information. We request that you post this announcement on your webpage for your constituents. You may refer them to our website at [dallasparcs.org](http://dallasparcs.org) for additional information.

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



Willis C. Winters, FAIA, FAAPRA, Director  
Park and Recreation Department

- c: A. C. Gonzalez, City Manager
- Warren M.S. Ernst, City Attorney
- Craig D. Kinton, City Auditor
- Rosa A Rios, City Secretary
- Judge 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
- Jeanne Chipperfield, Chief Financial Officer
- Forest E. Turner, Chief Wellness Officer
- Jo. M. Puckett, P.E., Director, Dallas Water Utilities
- Sana Syed, Public Information Officer
- Elsa Cantu, Assistant to the City Manager

# JOB FAIR!

## Dallas Park & Recreation Department

9AM - 4PM

Saturday, March 14  
Centennial Building  
at Fair Park

FREE PARKING  
ENTER FAIR PARK  
AT GATE 3

To view all positions, visit  
[DallasCityHall.com](http://DallasCityHall.com)

### Hiring for fulltime, part-time and seasonal positions.

We hire more than 450 creative, innovative & customer service-friendly individuals each year including:

#### Aquatics

Waterpark/Pool Lifeguards  
Pool Manager  
Water Safety Instructor  
Waterpark Associate

#### Golf Services

Seasonal Maintenance Worker

#### Facility Services

Carpenter  
Electrician  
Equipment Operator  
Mechanic  
Pool Mechanic  
Masonry Carpenter  
Plumber  
Welder  
Trades Helper

#### Park Maintenance Services

Supervisor  
Office Assistant  
Crew Leader  
Pesticide Applicator  
Irrigation Technician  
Storekeeper  
Forestry Worker  
Laborer

#### Recreation Services

Recreation Assistant  
Summer Recreation Leader

#### About the Job Fair

- Job seekers must be 18 to apply. For aquatics positions, must be at least 16.
- Can apply for all City of Dallas positions
- NeoGov online application assistance provided
- Interviews conducted on-site

Skip the long lines! Apply online before March 14! Go to [dallascityhall.com](http://dallascityhall.com) to view all positions and complete an online application!

Need more information? Call Dallas Park and Recreation 214.670.4100

[dallasparcs.org](http://dallasparcs.org)



[/dallasparc](https://www.facebook.com/dallasparc)



[@dallasparrec](https://twitter.com/dallasparrec)

**work@allas**  
Park & Recreation

# Memorandum



CITY OF DALLAS

DATE March 6, 2015

TO The Honorable Mayor and Members of the City Council

SUBJECT **March 25, 2015 City Council Agenda - Boundary Adjustments with the City of Rowlett**

On February 25, 2015, the City Council approved a contract for the sale of Elgin B. Robertson Park to the City of Rowlett and authorized the City Manager to enter into nine boundary adjustment agreements to bring the park area into the city limits of Rowlett. The nine boundary adjustment agreement items on the March 25, 2015 agenda are a result of this authorization. The nine boundary adjustments are necessary to place the entirety of the park property within the city limits of Rowlett in accordance with Section 43.031 of the Texas Local Government Code for a mutually agreeable municipal boundary adjustment. Should the sale of the property not be completed, both City Councils would authorize necessary actions to effect subsequent boundary adjustments to place the property back into the City of Dallas.

A handwritten signature in black ink, appearing to read 'Ryan S. Evans'.

Ryan S. Evans  
First Assistant City Manager

cc: A.C. Gonzalez, City Manager  
Rosa Rios, City Secretary  
Warren M.S. Ernst, City Attorney  
Judge Daniel F. Solis, Administrative Judge Municipal Court  
Craig D. Kinton, City Auditor  
Eric D. Campbell, Assistant City Manager  
Jill A. Jordon, P.E., Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
David Cossum, Director, Sustainable Development & Construction  
Neva Dean, Interim Assistant Director, Sustainable Development & Construction  
Elsa Cantu, Assistant to the City Manager – Council Office

# Memorandum



CITY OF DALLAS

DATE March 6, 2015

TO Honorable Mayor and Members of the City Council

SUBJECT **Deaf Action Center/Martha's Vineyard Place**

On March 25, 2015 the City Council will be asked to consider calling a public hearing to be held on April 22, 2015 to receive comments concerning: (1) an application with The Texas Department of Housing and Community Development (TDHCA) for 4% Housing Tax Credits (HTCs) in the approximate amount of \$4,286,460; and (2) the issuance of tax-exempt multifamily revenue bonds by the City of Dallas Housing Finance Corporation (DHFC) in an amount not to exceed \$10 Million to the Deaf Actions Center's LLC, its successors and assigns, for the purpose of constructing the Martha's Vineyard Place, a 4 story, 100 unit mixed income apartment complex, located at 3115 Crestview, including the demolition of existing structures.

Due to the spring recess, the Housing Committee will not be briefed on the project proposal until April 6, 2015, but it is important to call the public hearing on March 25, 2015 in order to meet Bond Review Board and bond reservation deadlines. On February 25, 2015, the City Council approved a grant in the amount of \$2,640,720 for this project and supported the filing of a 4% HTC Application to the TDHCA. On March 3, 2015, the DHFC approved a tax-exempt bond inducement in an amount not to exceed \$10 Million. DHFC's Board also granted authority, subject to City Council approval, for DHFC to form an entity to become a General Partner (.01%) and for the DHFC to own the ground/dirt for the purpose of preserving an ad valorem tax exemption on the property. Neither the DHFC and nor its affiliates will provide any financial guaranties or incur financial liability through this action. Council will consider this item separately on April 22, 2015.

Please let me know if you have any questions.

A handwritten signature in black ink, appearing to read 'Ryan S. Evans'.

Ryan S. Evans  
First Assistant City Manager

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  
Eric D. Campbell, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Karl Zavitkovsky, Director, Office of Economic Development  
J. Hammond Perot, Assistant Director, Office of Economic Development  
Elsa Cantu, Assistant to the City Manager – Mayor & Council

# Memorandum



CITY OF DALLAS

DATE **March 6, 2015**

TO **The Honorable Mayor and Members of the City Council**

SUBJECT **Follow-up to February 4, 2015 City Council Briefing and Budget Workshop**

Below are responses to questions asked during the February 4<sup>th</sup> City Council Briefing and Budget Workshop.

Question: What projects have been implemented with assistance from Gartner?

Response: The expenses incurred with Gartner, Inc. since 2008 is \$409,939.48, with the intent to spend an additional budgeted \$100,000 for Gartner services for assistance to CIS with the development of the City of Dallas' Strategic IT Plan.

Over the past six years staff has accessed and read over 5,500 documents from Gartner. CIS has leveraged these research documents and participated in appointments via telephone and onsite with Gartner's technology advisors for advice and consultation about current vendor landscapes and leading companies. This information helps formulate decision criteria about vendor strengths and weaknesses, maturity and viability, cost outlook, and complexity. This information has helped staff to identify and select technology and service providers for CIS projects such as Mobile Device Management, Virtual Desktop, Data Center Operations, Virtual Storage Platforms, IT Governance, Smart City, Data Analytics / Big Data, Enterprise Architecture Standards, Application Technology Frameworks, Internal Service Catalog construction, Data Management, Assessment of Request for Proposals, Toolkits for RFP Development and Scoring Guidelines on a variety of different technology projects, Benchmark Assessments about internal IT Capabilities, and Disaster Recovery Planning, amongst other projects.

Overall, these documents and direct contacts with research analysts have provided staff with a better perspective of the various technology domains, helped staff better strategize and plan, and offered staff an unbiased perspective of what is in the technology market that would best fit the City's needs.

Also part of the subscription is Gartner's IT Leadership program in which Bill Finch is a participant and part of his ongoing development as the City's Chief Information Officer (CIO). As a member, Bill is assigned a dedicated executive partner, who served in the role of CIO, and who functions as a trusted coach and sounding board regarding matters of leading a technology service organization. This dedicated advisor serves as the single point of access into Gartner with decision support for challenges and issues with the information technology agenda. The advisor provides Bill access to case studies, best practice research, how-to tools and peer connections.



DATE  
SUBJECT

March 6, 2015

Follow-up to February 4, 2015 City Council Briefing and Budget Workshop

Question: When is the contract for Gartner up for renewal?

Response: The current membership term runs from November 1, 2014 – October 31, 2015.

Question: What costs were related to the new website (www.dallascityhall.com)?

Response: For fiscal budget years 2012-13, 2013-14 and 2014-15 the total accumulated expenditures were: \$655,910 for software, hardware, training and professional services.


Question: What will be the ongoing costs related to maintaining and making fixes for the new website (www.dallascityhall.com)?

Response: We project that the annual cost for maintaining the City's Internet and Intranet websites will be \$500,000. This includes hardware maintenance, software license and maintenance with system patches and upgrades, data storage and backup. CIS Staff will be performing web design and development, database management, security, network management, ongoing optimization of the website's search engine, and assisting city departments with their technical needs in using the new web portal. This cost does not include the expense of staff time in other departments who work on content.

Question: Provide a written plan on when all pages will be converted.

Response: A number of factors need to be vetted before we can provide a detailed plan as to the additional cost and resources required to convert the remaining webpages. In conjunction with the day-to-day efforts of maintaining the City's new web homepage and development of a new Intranet portal, CIS will begin work with the various city departments over the next several months to determine which of the thirty plus remaining externally hosted websites will need to be converted entirely, or if only specific content on the third-party website needs to be transitioned and the third-party webpage can be turned off. CIS will be pursuing plans to establish a master agreement for technical services and support with the Microsoft SharePoint software platform that can be accessed as funding becomes available for these other website conversions.

Should you have any questions please contact Bill Finch via email or (214) 670-1890.



Jill Jordan, P.E.

Assistant City Manager

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  
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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  
William Finch, CIO/Director Communications & Information Systems

# Memorandum



CITY OF DALLAS

DATE March 6, 2015

TO Honorable Mayor and Members of the City Council

SUBJECT **March 25, 2015 City Council Agenda – Newsrack Contract Extension**

In June 2009, the City entered into a service contract (Contract) with The Dallas Morning News (TDMN) to provide acquisition, installation and maintenance services for multi-unit newsracks in the expanded central business district (ECBD). The contract was for a five year term and expired June 2014. The Contract provided for the acquisition, installation and maintenance of approximately 1100 newsrack units and payment to TDMN, in an amount not to exceed \$396,853. The services under the Contract included a fee of \$50 per year for each newsrack space licensed within the ECBD and paid annually to TDMN. The City financed this amount by collecting, a \$60 license fee, per space, from each publisher annually, for the privilege of using public right-of-way.

As of June 2014, TDMN has installed approximately 700 newsracks, approximately 85 foot prints are on the ground today. The City has paid \$157,450 to TDMN for the acquisition, installation and maintenance services of these newsracks. The demand for paper publications has significantly decreased over time, therefore resulting in an inventory of approximately 400 unused newsracks currently being held in storage by TDMN.

City Staff and TDMN have actively worked on a plan to ensure continued maintenance of the newsracks and implement an upgrade plan for newsracks in the ECBD. On March 25, 2015, an item will be placed on your agenda for authorization of an extension contract, to settle any disputes regarding payment terms of the Contract, to provide for TDMN to conduct an audit of the existing newsrack placements. Based on the audit TDMN will make recommendations, subject to City approval, on the necessity for repair or replacement of the worn or damaged newsracks. To the extent replacement is required, TDMN will use existing inventory of newsracks and replace worn or damaged newsracks. The City and TDMN will equally share the cost of labor associated with the upgrade plan, in an amount not to exceed \$10,000.

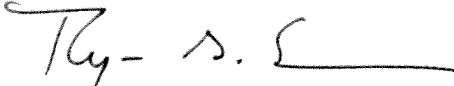
In addition to the amount to be paid to TDMN, the City will pay \$50 per year for each space licensed within a newsrack located in the ECBD, the annual newsrack fee, in a total amount not to exceed \$97,200. The total payment by the City to TDMN shall not exceed \$107,200. The City will continue to separately license the newsrack spaces and collect annual license fees from the publishers, for the privilege of using public right-of-way to finance this project.

The City and TDMN will also agree that the balance owed under the Contract amount of \$396,853 is no longer owed to TDMN, as the newsrack originally contemplated were never installed or maintained and TDMN releases its claim to additional payments under the Contract.

SUBJECT **March 25, 2015 City Council Agenda – Newsrack Contract Extension**  
Page 2 of 2

Upon expiration of the extension contract, the installed newsracks shall become the property of the City.

Please contact myself or David Cossum at 670-4127 if you have any questions.



Ryan S. Evans  
First Assistant City Manager

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  
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Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council



# Memorandum



CITY OF DALLAS

DATE March 6, 2015

TO Honorable Mayor and Members of the City Council

SUBJECT Rescheduled – Dallas Streetcar Project Open House & Safety Event

Due to this week's winter weather, the Dallas Streetcar Project Open House & Safety Event (press release attached) has been rescheduled to next Thursday, March 12. The event will still be held at Methodist Hospital's Hitt Auditorium. As mentioned in a memo earlier this week, the event will basically be an opportunity for the public to hear about project facts and timelines, routes and stops, hours of operation, start of service and streetcar safety education. There will be no formal presentation; however, project representatives will be available for questions and answers.

Please feel free to contact me if you need additional information.

A handwritten signature in black ink, appearing to read 'Jill Jordan'.

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

## Attachment

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  
Eric D. Campbell, Assistant City Manager  
Mark Rauscher, Interagency Transportation Administrator

Theresa O'Donnell, Chief Planning Officer  
Joey Zapata, Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council  
Rick Galceran, P.E., Director of Public Works  
Keith Manoy, Asst. Dir. – Planning & Neighborhood Vitality



FOR IMMEDIATE RELEASE  
March 5, 2015

## **Rescheduled: Dallas Streetcar Open House & Safety Event, March 12**

**DALLAS** – Due to weather conditions, the Dallas Streetcar Open House & Safety Event has been rescheduled to next week on Thursday, March 12.

The City of Dallas in conjunction with North Central Texas Council of Governments, Dallas Area Rapid Transit and the Federal Transit Administration (FTA) will host an open house and safety event on Thursday, March 12 to introduce the community and area stakeholders to the Dallas Streetcar. The purpose of the event is to inform the local residents and businesses of the new, free public transit streetcar, and to educate walkers, drivers, bikers and streetcar riders about how to safely interact with the Dallas Streetcar and its environment.

**WHO:** Residents, businesses, schools, Methodist Dallas Medical Center, area stakeholders, media

**WHAT:** Dallas Streetcar Open House & Safety Event to share project facts and timelines, routes and stops, hours of operation, start of service and streetcar safety education. Project representatives will be available for questions and answers. There will be no formal presentation.

**WHEN:** Thursday, March 12, 2015 from 5 p.m. to 8 p.m.

**WHERE:** Hitt Auditorium, Methodist Dallas Medical Center  
1441 N. Beckley Ave., Dallas, TX 75203

### **About the Dallas Streetcar Project**

In December 2010, the Federal Transit Administration (FTA) awarded a \$23 million Transportation Investment Generating Economic Recovery (TIGER) grant to support a proposed transit project to provide streetcar service from downtown Dallas to Oak Cliff.

This project is a collaborative endeavor between the City of Dallas, North Central Texas Council of Governments (NCTCOG), Dallas Area Rapid Transit (DART), and the FTA. The design builder for the Union Station to Oak Cliff Dallas Streetcar Project is the joint venture of Stacy Witbeck and Carcon Industries.

In addition to Union Station, three stops exist for the Dallas Streetcar project at the intersections of Zang/Greenbriar, Zang/Oakenwald and Colorado/Beckley.

### **Media Contact:**

Katrina Keyes, Public Relations Director  
Dallas Streetcar  
E: [kkeyes@kstrategies.com](mailto:kkeyes@kstrategies.com)





PARA PUBLICACIÓN INMEDIATA  
5 de marzo de 2015



## **Cambio de Fecha: El Tranvía de Dallas ofrecerá una Jornada de Puertas Abiertas y un Evento de Seguridad este 12 de marzo**

**DALLAS** – Debido a las condiciones del clima, la Jornada de Puertas Abiertas y Evento de Seguridad del Tranvía de Dallas se realizará la próxima semana, el jueves 12 de marzo.

El Ayuntamiento de Dallas, en coordinación con el Consejo Gubernamental del Norte de Texas, el Transporte Rápido del Área de Dallas y la Administración Federal de Tránsito (FTA), ofrecerá una jornada de puertas abiertas y un evento de seguridad el jueves 5 de marzo, con el fin de presentar el Tranvía de Dallas a la comunidad y a los interesados del área. El objetivo de este evento es informar a los residentes y empresas locales sobre esta nueva opción gratuita de transporte público, y educar a los transeúntes, conductores, ciclistas y conductores del tranvía sobre la manera de interactuar de forma segura con el Tranvía de Dallas y su entorno.

**QUIÉN:** Residentes, empresas, escuelas, Centro Médico Metodista de Dallas, interesados del área, medios de comunicación.

**QUÉ:** Jornada de Puertas Abiertas y Evento de Seguridad del Tranvía de Dallas para compartir información sobre el proyecto, cronogramas, rutas y paradas, horas de operación, inicio del servicio, e información sobre cómo acceder al servicio de tranvía de manera segura. Representantes de proyecto estarán disponibles para responder a preguntas del público. No habrá una presentación formal.

**CUÁNDO:** Jueves, 5 de marzo de 2015 de 5 p.m. a 8 p.m.

**DÓNDE:** Auditorio Hitt, Centro Médico Metodista de Dallas  
1441 N. Beckley Ave., Dallas, TX 75203

### **Sobre el Proyecto del Tranvía de Dallas**

En diciembre de 2010, la Administración Federal de Tránsito (FTA) otorgó una donación de 23 millones de dólares a la Generación de Inversiones y Recuperación Económica (TIGER) con el objetivo de apoyar la propuesta de un proyecto para brindar transporte desde el centro de Dallas hasta Oak Cliff.

Este proyecto es una iniciativa de colaboración entre el Ayuntamiento de Dallas, el Consejo Gubernamental del Norte de Texas (NCTCOG), el Transporte Rápido del Área de Texas (DART), y la FTA. El diseñador/constructor del Proyecto del Tranvía de Dallas entre Union Station y Oak Cliff es la empresa conjunta de Stacy Witbeck y Carcon Industries.

Además de la parada de Union Station, han sido planificadas tres paradas más para el Proyecto del Tranvía de Dallas, ubicadas en las intersecciones Zang/Greenbriar, Zang/Oakenwald y Colorado/Beckley.

### **Contacto con los Medios:**

Katrina Keyes, Directora de Relaciones Públicas  
Tranvía de Dallas  
C: kkeyes@kstrategies.com  
T: 214-403-2583

