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CITY SECRETARY
DALLAS, TEXAS

Memorandum

CITY OF DALLAS

DATE: January 21, 2010

TO: Honorable Members of the Quality of Life Committee: Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT: Quality of Life Committee Meeting

Monday, January 25, 2010, 12:00 p.m.
Dallas City Hall - 6ES, 1500 Marilla St., Dallas, TX 75201

The agenda for the meeting is as follows:

1. Approval of January 11, 2010 minutes (12:00 p.m. – 12:01 p.m.)	Pauline Medrano, Chair
2. NBA All-Star 2010 – Dallas: Community Initiative (12:01 p.m. – 12:45 p.m.)	Troy Thorn, Assistant Director Convention & Event Services
3. AT&T Performing Arts Center: Accomplishments in the First 90 Days (12:45 p.m. – 1:20 p.m.)	Mark Nerenhausen, President / CEO of the AT&T Performing Arts Center
4. Code Compliance - Animal Services Update (1:20 p.m. – 2:00 p.m.)	Joey Zapata, Director Code Compliance
5. Adjourn (2:00 p.m.)	Pauline Medrano, Chair

Please let me know if you have any questions.

Pauline Medrano

Pauline Medrano,
Chair

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager

Judge C. Victor Lander, Administrative Judge Municipal Court
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Ryan S. Evans, First Assistant City Manager
Forest E. Turner, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
A.C. Gonzalez, Assistant City Manager
David K. Cook, Chief Financial Office
Craig D. Kinton, City Auditor
Frank Librio, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager

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 Council Committee

Meeting Record
(DRAFT)

Meeting Date: 1-11-2010 **Convened**: 2:01 p.m. **Adjourned**: 3:47 p.m.

Pauline Medrano, Chair
Vonciel Jones Hill, Vice-chair
Sheffie Kadane
Steve Salazar
Carolyn R. Davis
David Neumann
Angela Hunt

Non-members:
Linda Koop
Ann Margolin
Jerry R. Allen

Special Guests:

United Way Staff

Briefing Presenters:

-Gary Godsey, United Way CEO
-Jennifer Sampson, United Way COO
-Susan Hoff, United Way SVP of Community Impact
-Phil Ritter, United Way Past Chair
-Ron Smith, Assistant Director of Sanitation Services

Staff Present:
Forest Turner, Katina Johnson, and Mary Nix

AGENDA:

1. **Approval of December 14, 2009 minutes**
   Presenter(s):
   Information Only: _____
   Action Taken/Committee Recommendation(s):
   Motion to approve the December 14, 2009 minutes.

Motion made by: Sheffie Kadane
Item passed unanimously: __X__
Item failed unanimously: _____

Motion seconded by: Steve Salazar
Item passed on a divided vote: _____
Item failed on a divided vote: _____

2. **United 2020 Community Goals**
   Presenter(s): Gary Godsey, Jennifer Sampson, Susan Hoff, & Phil Ritter
   Information Only: __X__
   Action Taken/Committee Recommendation(s):

United Way is transforming their role, strategy, resources, partners and operations. Their mission is to "Improve lives in our communities" by focusing on education, income and health. Their call to action is to give, advocate, and volunteer. The process being followed is: in quarters one through three of 2009 collaborative teams drafted goals, strategies and metrics. In the fourth quarter of 2009 the Blue Ribbon Commission revised and endorsed goals and strategies. In the 4th quarter of 2009 and first quarter of 2010 the Executive Committee and Board revised and accepted goals, strategies and metrics. In quarter two of 2009 through quarter

two of 2010 United Way will realign funds allocation process and resource development plans to support the strategic plan.

United 2020 goals and strategies which include education, health and income were created for increasing post secondary education success rates by 20 percent, moving 250,000 more families out of poverty and keeping them out, and improving health and quality of life across Dallas, Collin, Rockwall and Southern Denton counties.

The first call to action is to align legislative and public policy priorities and the second is to leverage United 2020 metrics when setting outcome goals in education, income, health, and funding programs.

Motion made by:
Item passed unanimously: ___
Item failed unanimously: _____

Motion seconded by:
Item passed on a divided vote: _____
Item failed on a divided vote: _____

3. **McCommas Bluff Landfill**
   Presenter(s): Ron Smith
   Information Only: __X__
   Action Taken/Committee Recommendation(s):

The landfill is a valuable city asset that meets a basic need for citizens, the safe and efficient disposal of solid waste. It is a large, on-going and developing site, well-planned and operated to last for many decades – possibly as long as Dallas needs disposal space.

50 years ago the City used many small landfills owned by others, usually with short-term agreements. 30 years ago the City recognized the need for long range planning to ensure waste disposal capacity for residents. Today, the McCommas Bluff Landfill is nearing 30 years of operation and is a premiere landfill in the state and nation. The planning phase began in 1973 when acquisition of land purchases and preparation of first designs started, from 1974 through 1980 the State issued a Solid Waste Operations Permit and the Corps issued a Levee Construction Permit. In 1980 the landfill was built, levee construction, construction of roads, drainage features and the weigh station were completed and opened for waste acceptance. From 1980 to present the landfill accepts up to 2 million tons of waste annually.

Landfills require long-range planning which usually requires three to ten years; it is also an engineered facility that is one large Public Works project that spans decades of design, construction and operations. Landfills must also adhere to strict federal, state and local solid waste rules and protocols, while also conducting rigorous environmental monitoring tasks to maintain compliance.

The primary purpose of the landfill is to serve the disposal of needs of Dallas residents, which generate about 600,000 tons of waste annually. The landfill is expected to serve that need for around 120 years. The secondary purpose is to serve any other disposal needs of a business venture. Approximately 1.1 million tons come from commercial haulers. The City balances

commercial usage with residential needs and the landfill revenues contribute to Dallas' financial stability.

Attempts to recycle concrete, brush, old tires, glass, plastic and metals into asphalt and clean soil are for beneficial reuse. The landfill gas is also used as a renewable energy. On December 1994 the City signed a 30 year lease with EcoGas. By mid 1996, gas wells were installed and a flare was utilized, then in June 1998 a gas plant was constructed to process the gas. Today, five million cubic feet of landfill gas is collected daily. The gas plant cleans the gas and sells to the market, which in turn Dallas receives royalty on sales of $1.2 million annually.

Landfill revenues include: Dallas area disposal rates of $15 and up, and McCommas' gate rate of $21 a ton. Prior to the franchise system the city utilized individual vehicle and container permits which proved to be labor intensive and time consuming. Then on January 2007, a transition to a franchise system for all solid waste haulers was put into place. $2.5 million in annual fees were collected in FY09 compared to $1.6 million with the permit system. Improvement of landfill biotechnology will continue to optimize landfill capacity and gas production.

Motion made by:
Item passed unanimously: ____
Item failed unanimously: _____

Motion seconded by:
Item passed on a divided vote: ____
Item failed on a divided vote: _____

_____
Deputy Mayor Pro Tem Pauline Medrano, Chair
Quality of Life Committee

Memorandum

CITY OF DALLAS

DATE January 21, 2010

TO Members of the Quality of Life Committee: Pauline Medrano, (Chair), Vonciel Jones Hill, (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann and Steve Salazar

SUBJECT NBA All Star 2010 Community Initiatives Briefing

The Convention & Event Services Department will be briefing you on NBA All Star 2010 Community Initiatives on January 25, 2010.

Please let me know if you have any questions regarding this matter.

A.C. Gonzalez
Assistant City Manager

Attachment

c: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah Watkins, City Secretary
Tom Perkins, City Attorney
Craig Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
Forest Turner, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Dave Cook, Chief Financial Officer
Frank Poe, Director, Convention & Event Services
Helena Stevens-Thompson, Assistant to the City Manager

NBA All-Star 2010
Community Initiatives

Presented to the Dallas City Council
Quality of Life Committee
January 25, 2010

Key Focus Area
Culture, Arts & Recreation

Purpose

- To provide a broad overview of NBA community initiatives during All-Star week
- To identify potential long term community gains
- To provide volunteerism update

October 30, 2008 the NBA announced Dallas' successful bid to host the 2010 All-Star week in North Texas

Background

- NBA All-Star Week – February 10-14, 2010
- Regional approach benefiting North Texas
- The NBA All-Star game takes place at Cowboys Stadium

Schedule of Events

- Wednesday, Feb. 10 – Sunday, Feb. 14: NBA Cares Community Caravan
- Thursday, Feb. 11 – Saturday, Feb. 13: NBA All-Star Jam Session presented by Adidas – Dallas Convention Center
- Friday, Feb. 12: T- Mobile Rookie Challenge & Youth Jam – American Airlines Center
- Saturday, Feb. 13: NBA All-Star Saturday Night – American Airlines Center

NBA Cares

NBA Cares is the league's social responsibility initiative that addresses important issues with an emphasis on programs that support education, youth and family development and health-related causes

NBA Cares

NBA Cares – NBA ALL-STAR 2010

- During NBA All-Star 2010, NBA Cares and the Dallas Mavericks will partner with schools, government and local non-profit organizations in Dallas and surrounding areas

- NBA Marketing and Media partners will participate in a wide range of projects to strengthen the cause-related marketing of NBA All-Star

NBA Cares COMMUNITY CARAVAN

The NBA Cares Community Caravan will include a variety of events taking place throughout Dallas and surrounding areas

Hosting Make-A-Wish families

NBA All-Star Day of Service

Wheelchair Basketball Clinic

NBA FIT clinics

Reading Rally

Hospital visits

NBA Cares COMMUNITY CARAVAN

TENTATIVE SCHEDULE

- Wednesday – NBA Cares visit to Vogel Alcove, Wheelchair Basketball Clinic at Heroes Basketball Facility
- Thursday – NBA FIT All-Star Youth Celebration at Dallas Boys & Girls Club, YMCA and Parks & Recreation sites, Wheelchair Basketball Classic at Jam Session
- Friday – All-Star Day of Service at two Dallas locations, T-Mobile Rookie Challenge & Youth Jam at American Airlines Center, Make-A-Wish
- Saturday – Special Olympics Clinic and D-League Basketball Clinic at Jam Session, Make-A-Wish

D-League Basketball Clinic

Jam Session

Special Olympics Clinics

NBA ALL-STAR CARAVAN VISITS

WEDNESDAY, FEB. 10

- Caravan visit to Vogel Alcove Center: Provides child care services for 113 homeless children between the ages of six weeks and six years old.
- Caravan visit to Heroes Basketball Facility where ambassadors and athletes will conduct a wheel chair basketball clinic for area athletes. This opportunity involves a number of rehabilitation clinics and recreational facilities.

NBA FIT ALL-STAR YOUTH CELEBRATION

THURSDAY, FEB. 11

- NBA FIT Days include fitness instruction and health education incorporating basketball fun. Members of the NBA Family will hold clinics and promote a healthy, active lifestyle for children and families.

- The NBA FIT / Jr. Mavs Network includes Boys & Girls Clubs, YMCAs, Parks & Recreation and Private Youth Basketball Leagues reaching:
  - 50,150 children
  - 5,235 coaches

- The NBA FIT All-Star Youth Celebration will feature NBA FIT Days at Mesquite Boys & Girls Club, Eloise Lundy Recreation Center and T. Boone Pickens YMCA

NBA Cares DAY OF SERVICE

FRIDAY, FEB. 12

- Guests and Partners will have the opportunity to participate in one of several hands-on volunteer "Live, Learn and Play" projects.
- Participation by members of the NBA Family including current and former players and their family members, WNBA and D-League players, and team and league executives and celebrities
- Example "Live" project: will refurbish homes on Macon Street in Bexar Street Corridor in south Dallas. Partner agency is Rebuilding Together Dallas.
- Example "Learn" project will provide a variety of upgrades at Burnet Elementary in Dallas ISD. Partner agency is the Volunteer Center of North Texas.

T-MOBILE ROOKIE CHALLENGE & YOUTH JAM

FRIDAY, FEB. 12 – AMERICAN AIRLINES CENTER

- In partnership with the Dallas Independent School District, NBA Cares, Dallas Mavericks and T-Mobile will implement an educational incentive program tied to the T-Mobile Rookie Challenge & Youth Jam.

- NBA Cares, Dallas Mavericks and T-Mobile will host thousands of local DISD middle school students who have successfully completed this educational incentive program, and will provide them with the opportunity to see the top rookies and sophomores compete at American Airlines Center.

JAM SESSION

THURSDAY, FEB. 11 – SATURDAY, FEB. 13

- Jam Session is the world's largest interactive basketball theme park, which will be held at the Dallas Convention Center
- NBA Cares Highlights:
  - Opportunities for schools and community groups to attend and participate in NBA FIT clinics
  - NBA FIT Challenge and NBA FIT Dribble, Dish & Swish National Final events

Community Gains

- Phoenix hosted the 2009 NBA All-Star Game and related events
- The game aired in 215 countries in 44 languages and to paraphrase Ray Artigue with Arizona State University: “That’s a post card the state and area could not afford to buy!”
- Downtown Phoenix Partnership estimated a $100 million economic impact

Community Gains (Con't)

- NBA All-Star Week - 4:1 ratio non-ticketed to ticketed attendees places Dallas' non-game attendance in access of 300,000 (consumers)

- State Comptroller projects the City's incremental tax revenue gain from direct event related spending to be $2.49M

Volunteerism

- Volunteer recruitment began in July 2009
- North Texas has responded with over 6000 volunteer applications
- Over 1500 volunteers have been placed in our community
- Dallas CVB says recruitment efforts have ceased

Conclusion

Quantifiable and intangible variables suggest NBA All-Star 2010 is good for Dallas!

The City will reap its benefits through individual lives touched, neighborhoods strengthened, reinvigorated volunteerism, positive economic impact, and positioning itself as a vibrant international destination.

Questions

Memorandum

CITY OF DALLAS

DATE January 21, 2010

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT AT&T Performing Arts Center: Accomplishments in the First 90 Days

On Monday, January 25, 2010, you will be briefed on the AT&T Performing Arts Center Accomplishments in the First 90 Days. The briefing material is attached for your review.

If you have questions or need additional information, please let me know.

Forest E. Turner
Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
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AT&T Performing Arts Center: Accomplishments in the First 90 Days

Mark Nerenhausen

President/CEO

Key Focus Area

Culture, Arts & Recreation

AT&T Performing Arts Center
Grand Opening
October 18, 2009

Partner with its resident companies, other arts, cultural, entertainment, educational and community organizations, and the City of Dallas to enhance the City's standing, broaden its opportunities and contribute to the success of the Dallas Arts District.

What They're Saying About Us

In the press

On the other hand, there is considerably diverse programming at that ATTPAC for all demographics (plus the incredible opportunity the kids at Booker T will get having the center as a neighbor). (DallasNews.com)

Call it the American cultural happening of 2009: the recent opening of the [AT&T Performing Arts Center] will cement the city's rising status on the international arts scene. (*Conde Nast Traveler*, November)

To be this far ahead in fundraising during the worst recession of our lifetime is an amazing [feat]... Simple fact, 133 different donors gave more than $1M each for this project…(DallasNews.com)

In the press

[It’s] time to… go attend something at the center!! I am very proud of having this here in Dallas! (DallasNews.com)

Lincoln Center is still the country's premier cultural complex, but it's getting competition from an ambitious project in -- are you ready for it, New Yorkers? – Dallas. (Cathleen McGuigan, *Newsweek*, October 12)

We attended our first show at the Performing Arts Center Friday night (DTC's new musical). It looked like events were happening at the Symphony Hall, the Opera House, and the Dallas Theater Center. The area looked beautiful and it really felt like the place to be, even with the rain. I am so happy this place is here and look forward to going to more performances, especially when I can get tickets for $20! (DallasNews.com)

In the press

I am proud of what Dallas has done. I'm looking forward to seeing my first show, "Osage County" at the Winspear this week. (DallasNews.com)

Yet together [the Winspear Opera House and Wyly Theatre] give the area the cultural stature Dallas has long been craving. (Nicolai Ourossoff, *The New York Times*, October 12)

The scene was a dream. A vision fulfilled. So now that we have the gifts, wrapped in silver and red, the best thank you notes would be not with paper and pen, but with our attendance. (Gail Sachson, Art&Seek blog, October 19)

In the press

It's not just the "artsy fartsy crowd" as you like to call them. There are of course operas and ballets, but there are also lectures, country music concerts, a MLK Day presentation tonight, among many, many other events. I have seen young and old, white, black and hispanic, wealthy and not wealthy there since it opened. Hundreds of children from schools (both public and private) all over the area have attended performances, many of whom had never done so before in their lives. (DallasNews.com)

Why They're Saying It

at&t Performing Arts Center

Grand Opening Week
October 12-18, 2009

Dedication

at&t Performing Arts Center

Dedication

at&t Performing Arts Center

Arts District-wide events

"They've created this amazing walk through the center of the arts," said Scott Whittall, 45, of Dallas..."This is such a huge day for Dallas," he said. "We're so metropolitan now – with the opening of this center, Dallas has landed."

- The Dallas Morning News, October 19

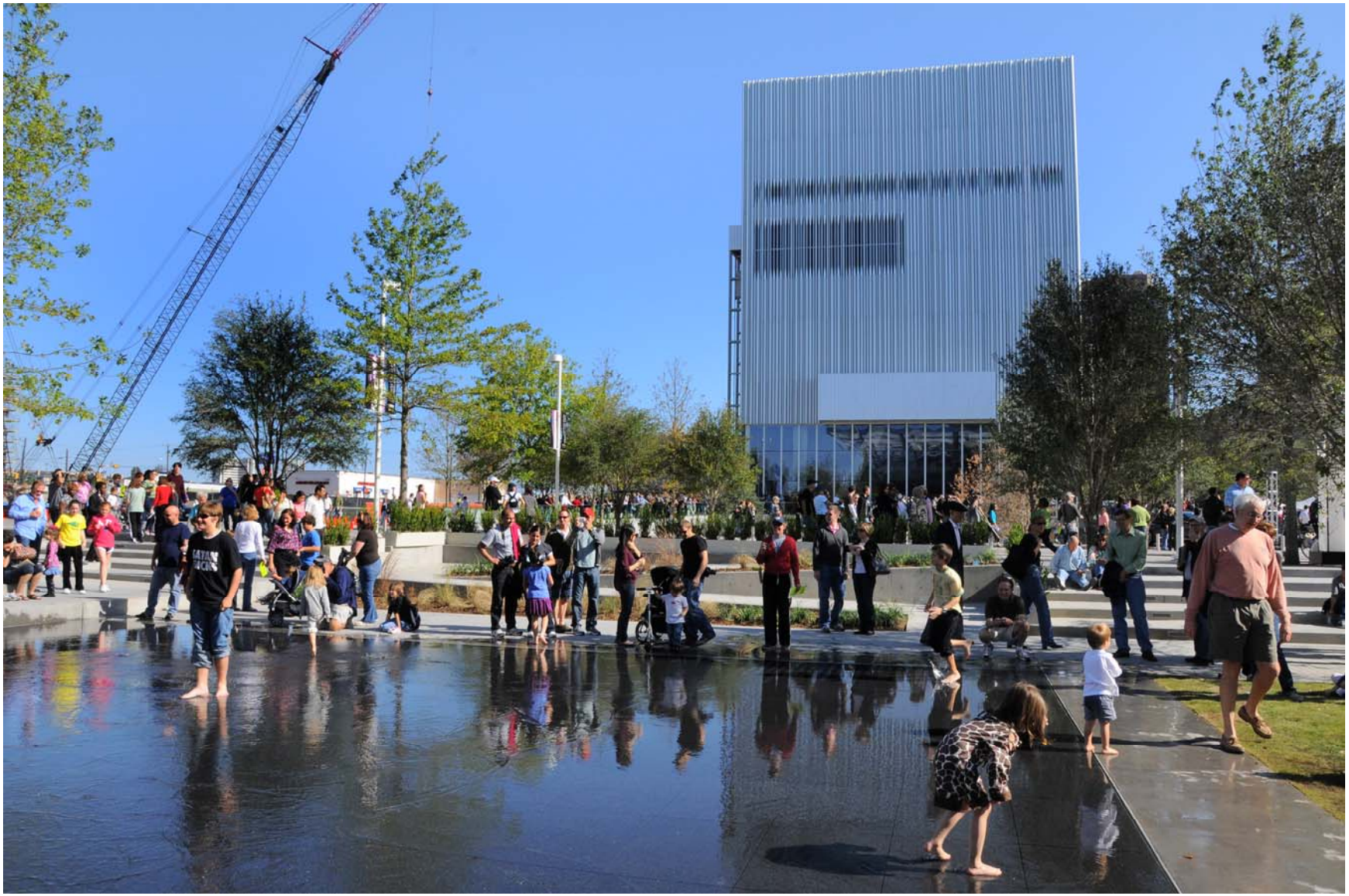
Free tours

at&t Performing Arts Center

at&t Performing Arts Center

Spotlight Sunday

at&t Performing Arts Center



Free Architecture Forums

at&t Performing Arts Center

David Sanborn

at&t Performing Arts Center

The gorgeous weather cooperated with various artistic enterprises at the giant civic open house…There must have been tens of thousands of people spilling in and out of all the Arts District's venues. It was a carnival atmosphere…

at&t Performing Arts Center

30+ Community performances

at&t Performing Arts Center

Nestor Torres

at&t Performing Arts Center

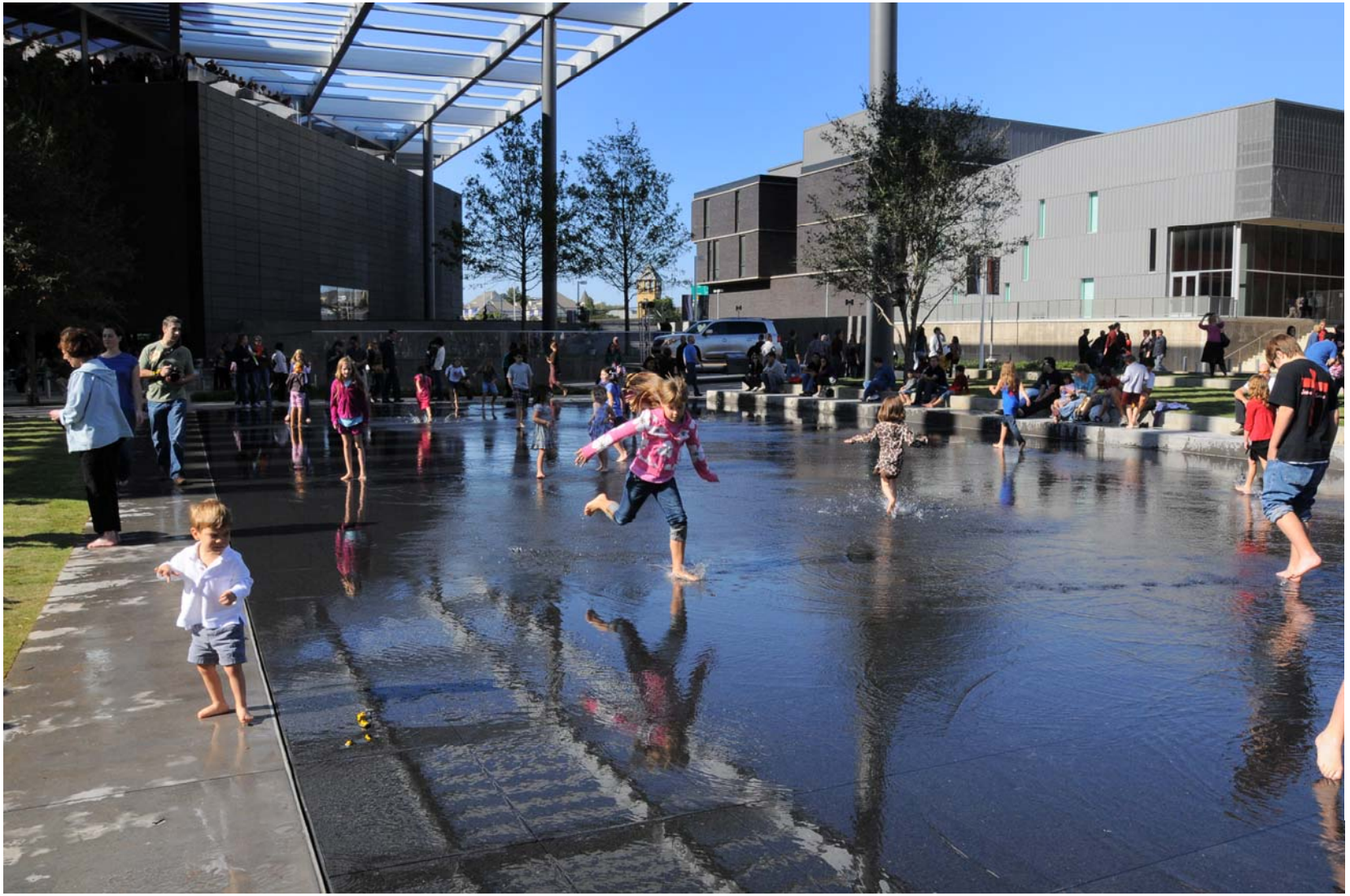
45,000+ visitors

at&t Performing Arts Center

Even better…it was a great manifestation of democracy in action…Kids frolicked in the little water element in front of the Winspear…At Booker T, students performed for friends and families…The DSO gave a brilliant and moving interpretation of Beethoven's Ninth...

Fun for all

at&t Performing Arts Center



The First 90 Days

Key facts to date

- **90 Days of Operation**
- **212 Events**
- **119 Ticketed Events**
- **93 Non-Ticketed Events (meetings, dinners, etc.)**
- **21 Major tours hosted**

As of January 17, 2010

Key facts to date

- **93,000+ patrons**
- **800 Volunteers**
- **150 Media Personnel**
- **71% of total ticket buyers were NEW BUYERS**
- **120 Buses dropping students at the Center**

As of January 17, 2010

Key facts to date

at&t Performing Arts Center

Sales Represented by:

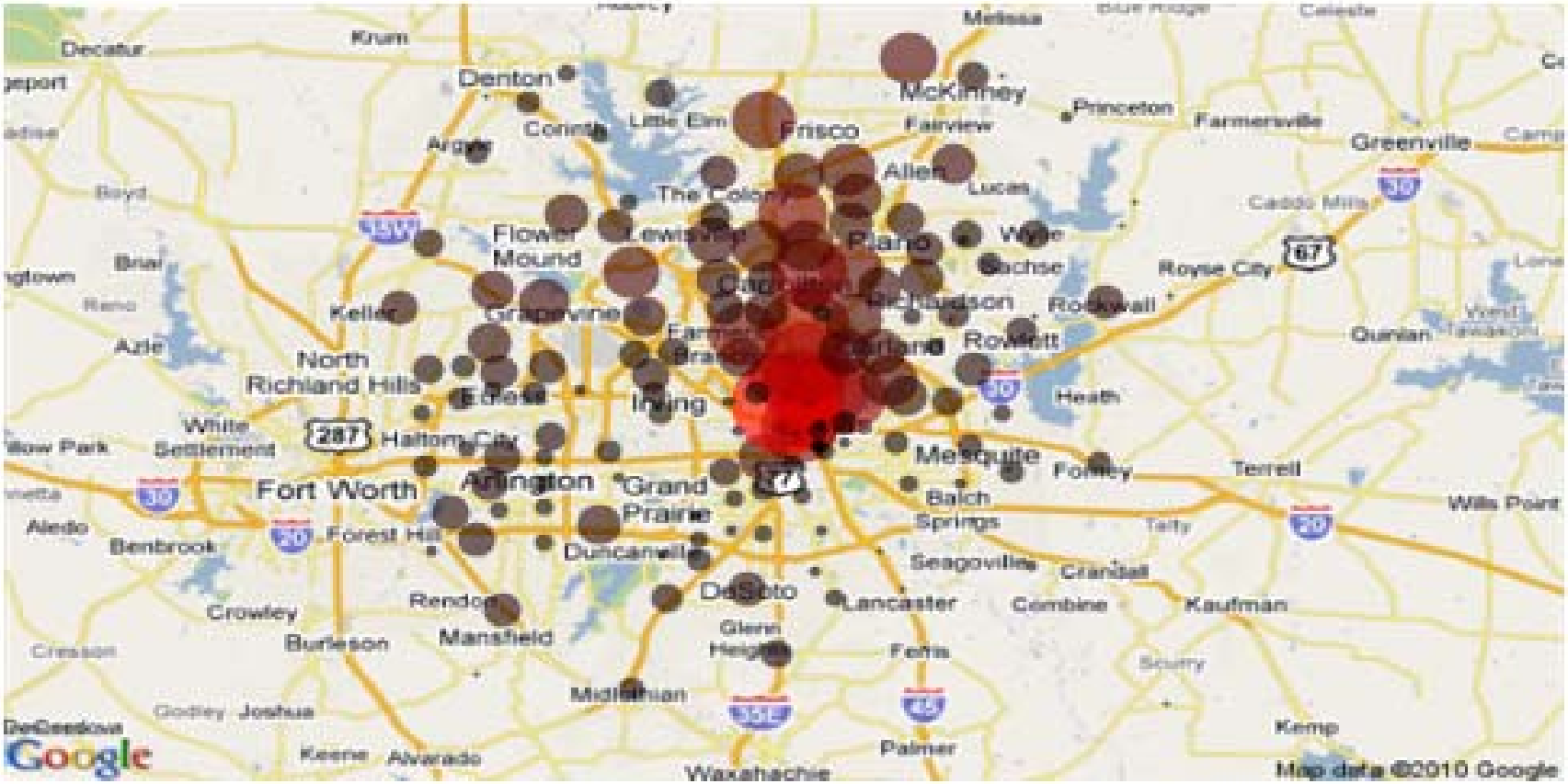
- 1,657 Zip Codes
- 887 Cities
- Every State

Traveling from as far away as:

- Fairbanks, AK
- Honolulu, HI
- Calgary, AB
- Middlesex, London
- Blaxland, Australia

As of January 17, 2010

Key facts to date



As of January 17, 2010

Variety of performances

- **Shakespeare**: Otello and Midsummer Night's Dream
- **Portuguese Blues**: Mariza
- **Tchaikovsky**: the Nutcracker
- **Hollywood**: Hilary Swank in lecture
- **Television:** Glory Days filming (a football-themed show)
- **Ultrasonic Rock Orchestra:** rock opera
- **Country**: Flatlanders

Variety of performances

at&t Performing Arts Center

- **Hip Hop**: Hip Hop Broadway
- **Bossa Nova**: Oscar Castro-Neves
- **World Affairs:** Dr. Condoleezza Rice
- **Jazz**: Al Jarreau and Ramsey Lewis; Manhattan Transfer
- **Modern Dance**: Complexions and Dallas Black Dance Theatre Winter Series
- **Classic Film**: Phillip Glass with Dracula
- **Broadway**: Billy Crystal in 700 Sundays; South Pacific and August: Osage County
- **Dickens**: A Christmas Carol

Impact on Quality of Life

Quality of Life Impact

- **Education**
- **Tourism**
- **Positive publicity for Dallas**
- **Local business**
- **Downtown image**
- **New community partnerships**

More to Come

Annette Strauss Artist Square

at&t Performing Arts Center

Scheduled to open in 2010

Annette Strauss Artist Square

at&t Performing Arts Center

City Performance Hall

at&t Performing Arts Center

Scheduled to open in 2011

Aerial view of the Dallas Arts District showing the AT&T Performing Arts Center's Dee and Charles Wyly Theatre (left) and Margot and Bill Winspear Opera House (right). Photo by Iwan Baan.

AT&T Performing Arts Center: Quality of Life First 90 Days

Mark Nerenhausen

President/CEO

Memorandum

CITY OF DALLAS

DATE January 21, 2010

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT Code Compliance - Animal Services Update

On Monday, January 25, 2010, you will be updated on Code Compliance Animal Services. The briefing material is attached for your review.

If you have questions or need additional information, please let me know.

Forest E. Turner
Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
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Helena Stevens-Thompson, Assistant to the City Manager

Code Compliance - Animal Services Update

Presented to the Quality of Life & Government Services Committee

January 25, 2010

City of Dallas

Dallas Code Compliance, what it all means COMMUNITY

Key Focus Area
Clean, Healthy Environment

Purpose

- Overview of services provided by Code Compliance – Animal Services Division
- Education and Outreach Efforts

Overview

- Code Compliance – Animal Services Division has 135 positions with a budget of $7.2 m

Proposed FY 09-10 Budget Summary

Salaries and Benefits	$5,293,828
Supplies and Materials	$ 933,178
Services and Other Charges	$1,002,835
Total 09 – 10	**$7,229,841**

Code Compliance
Animal Services Division
Field Operations

Field Operations

- Code Compliance - Animal Services Division provides field services in the City of Dallas 24 hours / 7 days a week
- Field Operations consists of 65 employees
- The following services are provided:
  - Respond to service requests in the field reported through 311
  - Conduct sweeps for loose dogs based on loose and loose/aggressive dog data from CRMS
  - Investigate reports of animal bites, animal cruelty, tethered dogs and wild or exotic animals
  - Provide humane traps for dogs, cats and wildlife
  - Provide rapid response investigation of loose/aggressive dogs or dog packs

Service Requests

- Animal Services received a total of 66,800 service requests (SRs) in FY08-09
- The top five SRs in FY08-09 for Animal Services were:

Service Requests	# Service Requests	Compared to FY07- 08
Loose Aggressive Animals	17,362	20% decrease
Confined Animals	12,995	13% decrease
Loose Animals	12,975	39% increase*
Sick/Injured Animals	7,335	15% decrease
Animal Cruelty	4,226	18% decrease

- *Loose Aggressive Animals* and *Loose Animals* SRs consisted of 45% of all SRs received by Animal Services
- *Increased as a result of proactive service requests by officers

Service Requests

- Priority service requests are dispatched directly to field officers by 311 operators

Priority Service Requests

- Loose Aggressive Animals
- Confined Animals
- Sick/injured Animals
- Animal Cruelty
- Animal Bites
- Unsanitary Conditions

Performance Results

FY 07-08	FY 08-09
33,589 dogs and cats impounded	36,617 dogs and cats impounded **(9% increase)**
1,971 dogs and cats adopted	2,517 dogs and cats adopted **(22% increase)**
2,949 were transferred to rescue groups	2,918 were transferred to rescue groups
1,977 were reclaimed by their owner	2,432 were reclaimed by their owner **(19% increase)**

Education & Outreach Efforts

Education & Outreach Efforts

- For FY 08-09, Public Education efforts included:
  - 32 Events
  - 58 Community presentations
  - 15 School presentations
  - 11 Tours of shelter
  - Over 140 Responsible Pet Ownership classes in English & Spanish reaching nearly 800 people

Education & Outreach Efforts

- Events at Dallas Animal Shelter (1818 N. Westmoreland)
  - Surpassed our personal best of 27 animal adoptions in one day to 34 – December 19, 2009
  - Hosted six open houses during FY08-09
  - Held Microchip Fair every 4th Saturday, resulting in 334 owned pets receiving microchips
  - Organized Santa Pictures with Your Pet with volunteers which resulted in 200 free pictures and $350 in donations to the shelter
  - Received 250 Karunda beds donated by Metroplex Animal Coalition

Education & Outreach Efforts

- Volunteer Program
  - Developed and distributed Volunteer Manual to all volunteers
    - Established guidelines for the volunteers
    - Defined the roles and responsibilities and reporting structure
  - Increased number of trained volunteers by 400%
  - Utilized volunteers in various areas
    - Shelter care – socialize animals, walk dogs, assist citizens looking for new pets
    - Offsite adoption events – assist with setup, maintaining water dishes
    - Outreach – assist at community events, safety fairs, Pet Pictures with Santa

Education & Outreach Efforts

- New Events
  - Participated in Mayor Summer Reading Program
    - Conducted “story time” at several Dallas libraries
    - Participated in the Mayor Summer Reading Finale
  - Participated in Mayor Back to School Fair and Park and Recreation Summer Camp
  - Hosted Dallas ISD Science Educator Workshop
    - Several City of Dallas departments came together specifically for teachers
  - Held bimonthly Open House events to raise awareness of the shelter and highlight animal issues
  - Facilitated a mural painting to prevent graffiti and encourage animal shelter visits

Education & Outreach Efforts

- Continue outreach efforts
  - Issue seasonal press releases
    - Pet owner tips
  - Highlight pet care months with events at the shelter and on website
    - April is Prevention of Animal Cruelty month
    - Open House, Registration & Microchip Fair, distribute Public Service Announcements
    - Participate in educational events at libraries, recreation centers and schools

Customer Survey Results

- A Customer Survey is conducted on an on-going basis at the Dallas Animal Shelter to gain customer feedback
- 821 individuals completed the survey between June 09 and December 09 and provided the following purpose for visiting the Animal Shelter:

Adoption	Lost and Found	Reclaim a Pet	Tour
791	10	1	19

- 92.5% of those surveyed rated the “Cleanliness of the Shelter” and the “Condition of the Animals” as Good or Excellent
- 97.5% of those surveyed rated the “Service Received” as Good or Excellent
- 744 would recommend the Dallas Animal Shelter to others
- 149 individuals said that they would be interested in volunteering at the shelter

Questions