

Memorandum

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CITY SECRETARIAT
DALLAS, TEXAS



DATE: January 20, 2011

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

SUBJECT: Quality of Life Committee Meeting

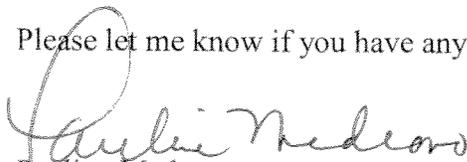
Monday, January 24, 2011, 2:00 p.m.

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

The agenda for the meeting is as follows:

1. Approval of December 13, 2010 minutes
(2:00 p.m. – 2:01 p.m.) Pauline Medrano, Chair
2. Dallas Public Library Update on
Library Services
(2:01 p.m. – 3:00 p.m.) Corinne Hill, Interim Director
Library
3. Revisions to Article X -
Tree and Landscaping Ordinance
(3:00 p.m. – 4:00 p.m.) Robert Curry, Chair of the
Urban Forest Advisory
Committee
4. Adjourn
(4:00 p.m.) Pauline Medrano, Chair

Please let me know if you have any questions.


Pauline Medrano
Chair

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
C. Victor Lander, Administrative Judge
Helena Stevens-Thompson, Assistant to the City Manager
Ryan S. Evans, First Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Office

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: 12-13-2010

Convened: 12:10 p.m.

Adjourned: 1:58 p.m.

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

Briefing Presenter(s):

-Lee McKinney, Assistant Director, Office of Economic Development & Jim Reid, President, Momentum, TX, Inc.
-Gary Godsey, President & CEO of United Way of Metropolitan Dallas, Tim Morstad, Associate State Director of Advocacy AARP Texas, Rev. Gerald Britt Vice President of Public Policy & Community Program Development, & Danielle Ayers Minister of Social Justice
-Joey Zapata, Director of Code Compliance & Lieutenant Scott Walton, Interim Manager of Animal Services
-Willis Winters, Assistant Director Park and Recreation

Non Committee Members present:

Jerry R. Allen
Delia D. Jasso
Linda Koop
Tennell Atkins

Staff Present:

Forest Turner, Jimmy Martin, Lisa Christopherson, Della Lowe, Warren Ernst, Erma Saracho

AGENDA:

1. **Approval of the November 8, 2010 minutes**

Presenter(s):

Information Only: _____

Action Taken/Committee Recommendation(s):

Motion to approve the November 8, 2010 minutes.

Motion made by: Vonciel Jones Hill

Item passed unanimously: __X__

Item failed unanimously: _____

Motion seconded by: Sheffie Kadane

Item passed on a divided vote: _____

Item failed on a divided vote: _____

2. **Bank on Dallas – It's Safe and It's Smart**

Presenter(s): Lee McKinney & Jim Reid

Information Only: __X__

Action Taken/Committee Recommendation(s):

Bank on Dallas is a program aimed at working with banks and credit unions to allow low and moderate income Dallas residents that are unbanked or under banked to establish or re-establish banking relationships. Bank on Dallas would: increase the supply of starter bank accounts, raise awareness of potential benefits from the use of the mainstream financial system, provide "second chance" accounts for those who have had accounts closed for unsatisfactory account management, and encourage financial education, savings and asset building. The goal is to create 25,000 new accounts over a two year period. Activities and outreach efforts are underway to make the public aware of the program.

Quality of Life Council Committee

Meeting Record

(DRAFT)

The FDIC 2009 survey indicates that the Dallas Metropolitan area has 11% un-banked and 23% under banked households, which is higher than the national average. The Brookings Institution research indicates that a low to moderate income person pays up to \$40,000 over a life time to cash checks. Therefore, many entities providing check cashing services aggressively market loans at a high cost that amounts to predatory lending, which are short term small loans that turn into long term debt with high interest rates and/or fees.

Banking the un-banked is important because it reduces high check cashing fees, reduces the risk of theft, personal robbery and assault, reduces the risk of loss in an emergency, may lower the cost of credit, and encourages financial education, savings, and asset building.

Early involvement of financial institutions and regulators is a must. Proactive support by the City is important, strong involvement with community organizations, financial institutions, churches, schools, employers are essential. The Mayor established a Bank on Dallas Task Force chaired by Councilman Jerry Allen and full city support. Banking partners include 19 banks and credit unions.

The goal of increasing income for low and moderate income households will not be achieved if high check cashing fees and predatory lending are not replaced with less costly alternatives.

3. Closing the Loophole, Anti-Poverty Coalition of Greater Dallas

Presenter(s): Gary Godsey, Rev. Gerald Britt, Danielle Ayers, & Tim Morstad

Information Only: X

Action Taken/Committee Recommendation(s):

A payday loan is a small cash advance typically ranging from \$300-500 that is due in full interest and fees in two weeks with a post-dated check or electronic access to a debit account as collateral. An auto-title loan is similar except that a car title is used as collateral. These loans, which are usually several thousand dollars, are due in full, plus interest and fees, at the end of a short term, typically one month. If the borrower can not pay the full amount at the end of the month, the loan company takes the car.

In Texas, there are more than 3,000 payday and auto-title loan locations. This is almost tripling in number in the last four years. Texas has more payday and auto-title loan stores than McDonald's and Whataburgers combined. 59% of payday borrowers in Texas are women. Most are single mothers.

Often these lenders charge up to 500% APR for loans. High fees, short terms, and no partial payments means that borrowers often must borrow again at 500% APR to fill the gap in their family budget. The average payday borrower in Texas pays \$840 for a \$300 loan. The average auto title borrower pays over \$1250 in monthly fees for a \$4,000 loan. Cities worry that payday and auto title loan outfits depress property values, become magnets for crime and give communities a look of economic decline. Therefore, cities and towns across Texas are showing support for reigning in abusive payday and auto-title lending.

Texas has a law capping rates and fees for payday loans. To avoid the complying with the caps, payday and auto title loan outfits have found a loophole in Texas' law. They claim to be "Credit Services Organizations" (CSOs). Instead of making loans, they get around the law by charging

Quality of Life Council Committee

Meeting Record

(DRAFT)

excessive fees to broker and guarantee loans. Please vote in favor of adopting the resolution by talking to your constituents about this issue. We need your help!

4. Options for Shelter Adoption Fee Discounts

Presenter(s): Joey Zapata & Lieutenant Scott Walton

Information Only:

Action Taken/Committee Recommendation(s):

The purpose of the briefing is to provide options for increasing shelter adoptions through discounted fees. Currently, the shelter adoption fees are established in the Dallas City Code, Section 7-2.7 (a)(3)(A). The charge is \$85 for dogs and \$55 for cats. Adoption fees partially offset City costs for spay/neuter, vaccination, microchip, heartworm tests, and a free veterinary check up at participating clinics.

Recent on-site surveys of comparable shelters found that San Antonio and Fort Worth promote adoptions through fees discounts. Therefore, options recommended for the Dallas shelter include: (1) 30% discount on adoption fees offered no more than four times annually, (2) 50% discount on adoption fees offered no more than four times annually, (3) companion adoptions offered throughout the year, (4) senior discounts offered throughout the year.

With direction from the City Council, next steps include developing an ordinance to amend Dallas City Code Section 7-2.7 to allow for discounted animal adoptions and add the ordinance to the Council Agenda for January 26, 2011, for consideration by the City Council.

A motion was made to return to the Quality of Life Committee with an update on the adoption fees before going to full council on February 23, 2011.

Motion made by: Dave Neumann

Item passed unanimously: X

Item failed unanimously:

Motion seconded by: Pauline Medrano

Item passed on a divided vote:

Item failed on a divided vote:

5. Trail Safety Initiative Memo

Presenter(s): Willis Winters

Information Only: X

Action Taken/Committee Recommendation(s):

Park staff met with Councilmember Hunt, Forest Turner and the Friends of the Katy trail in October, following the recent trail incidents, and again in early December to review and discuss an action plan that addresses trail safety on the trails throughout the city. A briefing will be presented in more detail to the Quality of Life Committee in February 2011.

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

Memorandum



DATE January 20, 2011

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

SUBJECT Dallas Public Library Update on Library Services Briefing

On Monday, January 24, 2011, you will be briefed on the Dallas Public Library Update on Library Services. The briefing will be presented by Interim Director, Corinne Hill. The 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
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The logo for Dallas Public Library, featuring three vertical bars in purple, blue, and orange to the left of the text "dallaspubliclibrary" in a lowercase, sans-serif font.

dallaspubliclibrary

A large, semi-transparent photograph of a modern library building serves as the background for the central text.

Update on Library Services

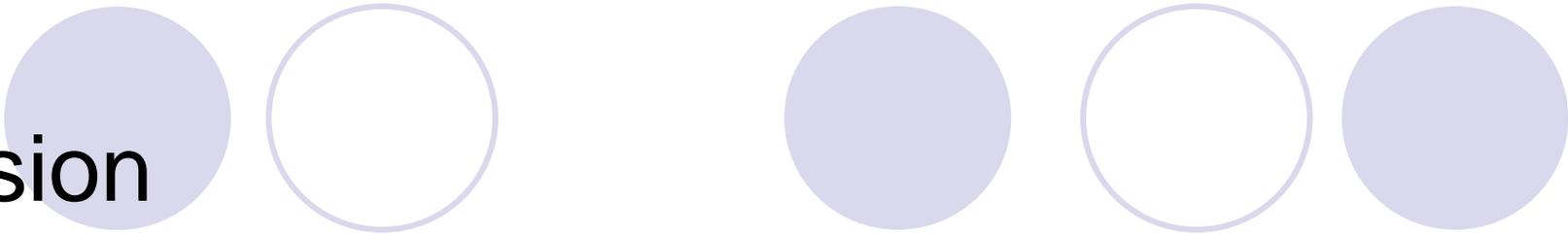
Presented to the Quality of Life Committee
January 24, 2011





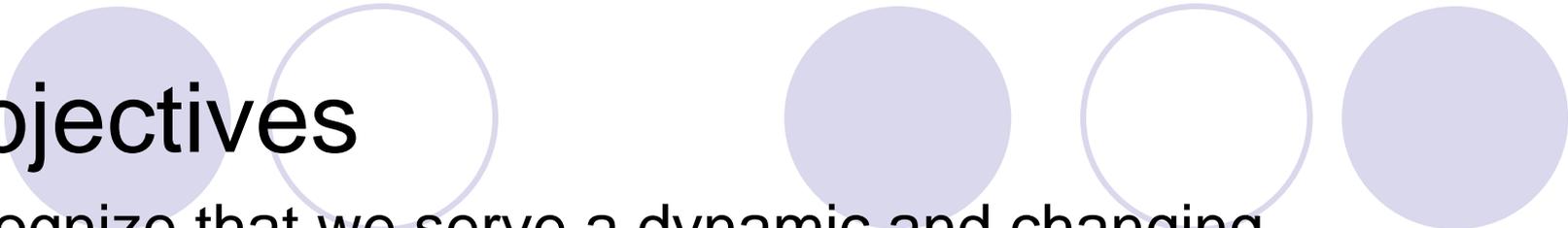
Briefing Purpose & Overview

- Provide an update on Dallas Public Libraries (DPL)
 - Collections
 - Customer Service Improvements
 - Library Access Improvements
 - Usage Improvements
 - New Developments
 - What's the Future of DPL



Vision

- The Vision for the Dallas Public Library system is to provide services to its customers that achieve a level of excellence for all aspects of the system – collections, technology, staff, and facilities.



Objectives

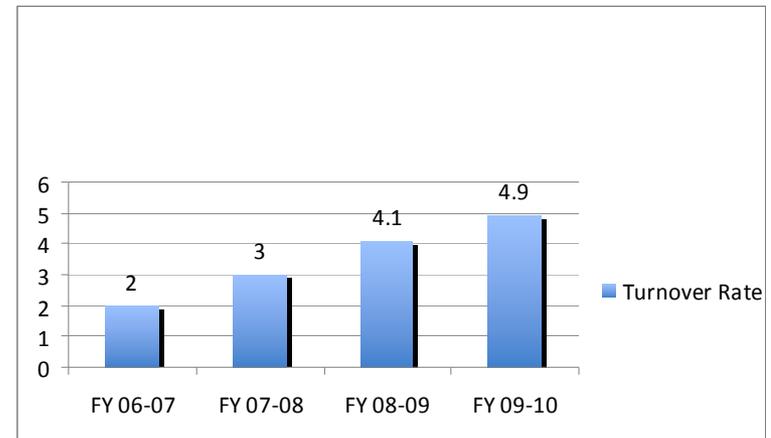
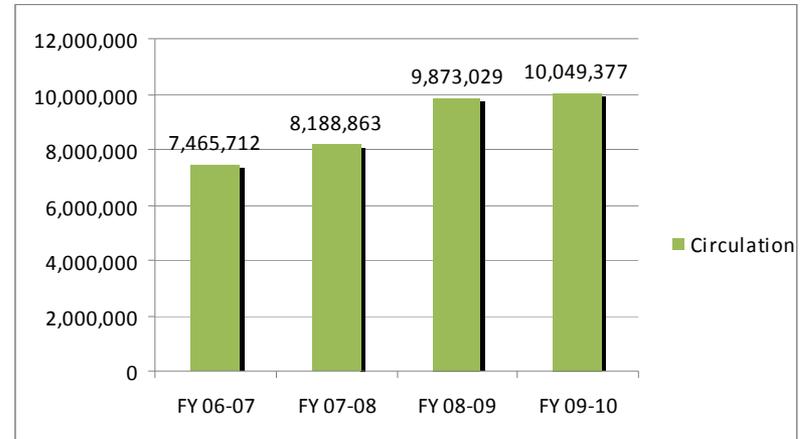
Recognize that we serve a dynamic and changing customer base and take a proactive approach so we can anticipate needs and deliver services that are relevant to our communities

- Deliver services in the most efficient and effective manner
- Enhance and maintain the Library's information infrastructure
- Maximize customer's access to digital information resources
- Seek and adapt best practices in delivering information resources and services to our customer
- Become a highly proficient, technology-driven organization

Collections

- Materials Checked Out
 - FY 06-07: 7,465,712
 - FY 07-08: 8,188,863
 - FY 08-09: 9,873,029
 - FY 09-10: 10,049,377

- Turnover Rate
(How often each item in a collection was loaned)
 - FY 06-07: 2
 - FY 07-08: 3
 - FY 08-09: 4.1
 - FY 09-10: 4.9



FY2010 Customer Service Improvements

- ISO 9001 Certification
- Online training about library services for both customers and staff
- Customers can update their address, phone number and email online
- New scanners purchased to read library card barcodes on smartphones
- Receipt on demand at Check-out

FY2010 Customer Service Improvements

● Be a Book Hero

- Select the book you want the library to buy
- Pay the library's discounted cost plus processing fee
- You are the first to read the book
- Your donation is tax deductible



**Adult Fiction and
Non-Fiction**



Kids' Titles

FY2010 Library Access Improvements

- Branches Openings

- Prairie Creek (Opened Nov. 13, 2010)
- Pleasant Grove (Opened Nov. 13, 2010)



Prairie Creek Branch 2010



Pleasant Grove Branch 2010

FY2010 Library Access Improvements

- Social media
 - Facebook, Twitter, Flickr and blog
- Downloadable ebooks, audiobooks, music and film

BOOKED SOLID
HAPPENINGS AT THE DALLAS PUBLIC LIBRARY



Twitter



facebook



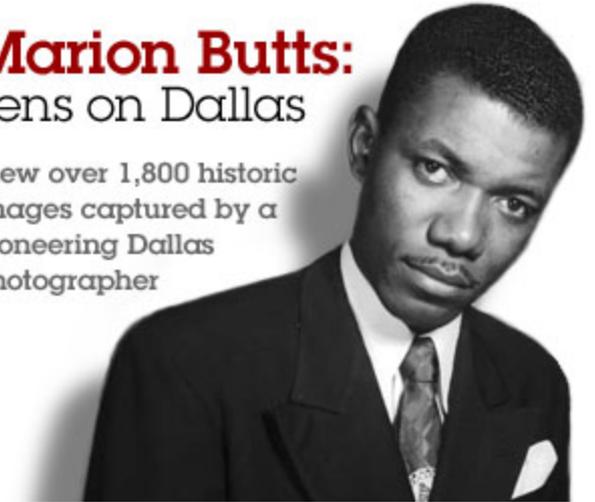
flickr

FY2010 Library Access Improvements

- Digitization of historic photographs depicting African American life in Dallas taken by noted African American photographer Marion Butts; digital exhibit titled Marion Butts: Lens on Dallas
- Installed “Google Analytics,” - a free service offered by Google that generates statistics about the visitors to your website: what pages visited, how long they stayed, visitor’s geographic location, and poor performing pages identified.

Marion Butts: Lens on Dallas

View over 1,800 historic images captured by a pioneering Dallas photographer



FY2010 Usage Improvements

- More Digital Content

- Partnership with University of North Texas Libraries and its Portal to Texas History

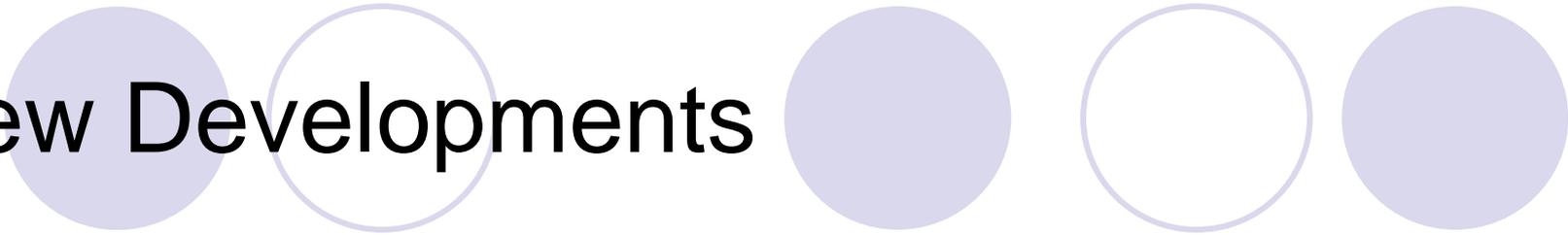
- NoveList

- Online readers assistance service
“If you like this, then....”

- Reviews

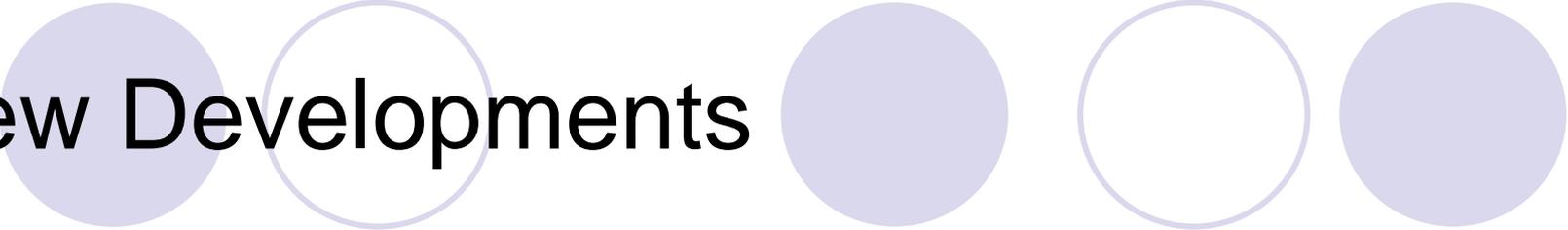
- Customers have the ability to write their personal reviews

New Developments



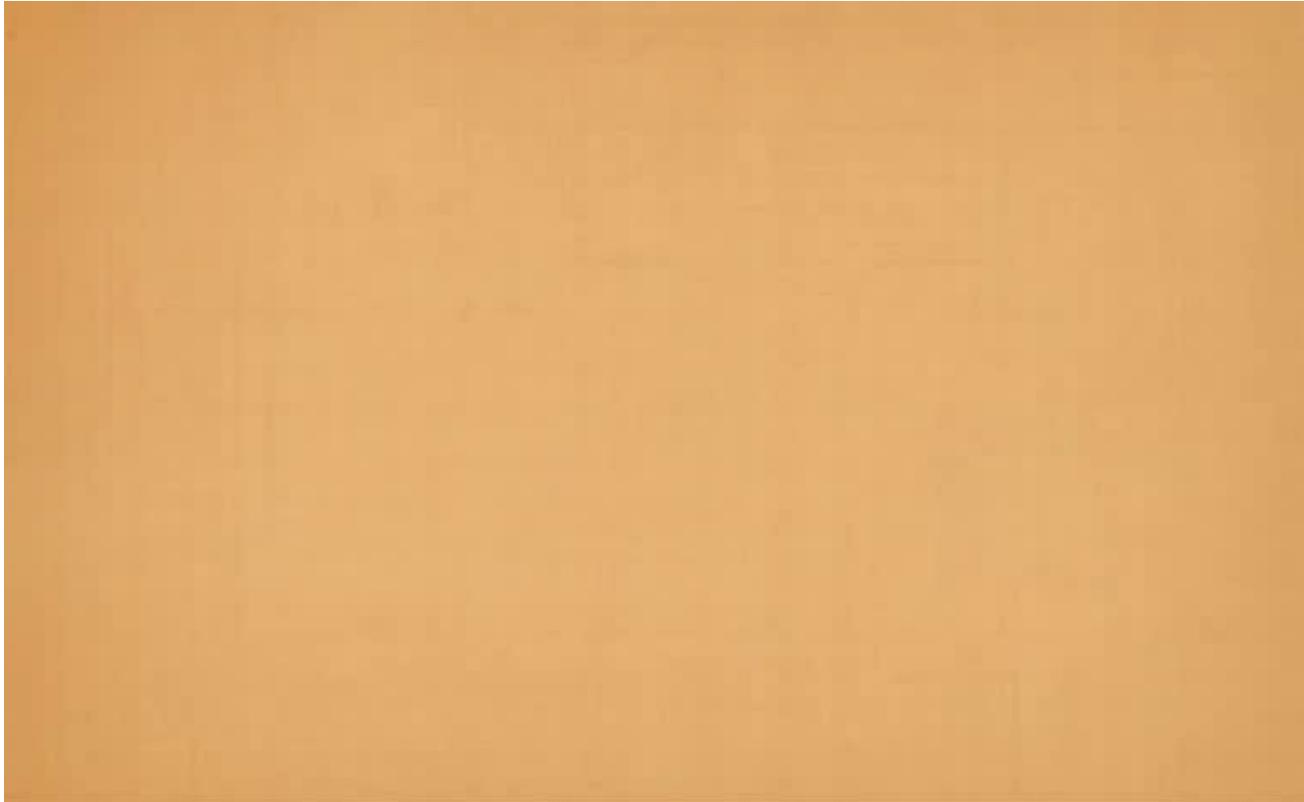
- Children's Center (Opening February 22, 2011)
 - Discovery Wall – virtual field trips using telepresence technology
 - Designed for children's development and learning – interactive spaces and experiential learning area
 - Spaces for families to read together and share
- Downtown Branch (Design Phase)
 - Creating a collaborative environment
 - An urban space designed to support downtown residents and business

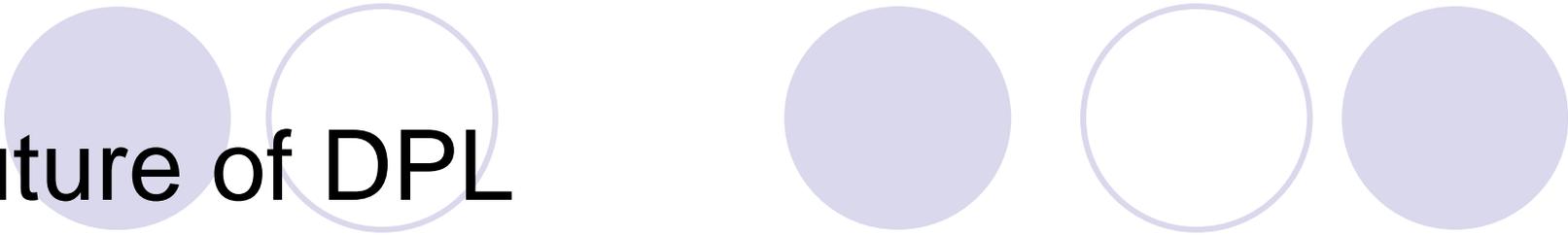
New Developments



- Connections – social networking in the library catalog
 - Online book clubs
 - Share and recommend books to others
- Library Catalog Update (Polaris)
 - Mobile Content
 - Automatic Search Suggestions in PAC
 - Text Message Notification
 - Make library catalog more interactive
- Library “App”
 - The library catalog will be available on your iPhone, iPad, and iPod touch through an “App” you can download for free from the iTunes App Store.
 - Phase Two
 - Virtual shelf browsing
 - Pay fines from your Smartphone

New Developments





Future of DPL

- DPL and University of North Texas College of Information partnering to define and plan for the 21st Century City of Dallas Public Library
- Strategic Planning
- Brand Analysis



Memorandum



DATE January 20, 2011

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

SUBJECT Revisions to Article X – Tree and Landscaping Ordinance Briefing

On Monday, January 24, 2011, you will be briefed on the Revisions to Article X –
Tree and Landscaping Ordinance. The briefing will be presented by Robert
Curry, Chair of the Urban Forest Advisory Committee. The 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
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City of Dallas Urban Forest Advisory Committee

Revisions to Article X Tree and Landscaping Ordinance

**Presented to the:
Quality of Life Committee
January 24, 2011**

**Robert Curry
Chairman, UFAC**



Why Trees

- Integral to overall air quality improvements
 - Large trees 70 times more important than small ones
- Reduce heat island effect and lowers utility bills for residents
- Remove toxins from soil and reduces stormwater runoff
- An important amenity to quality of life

Why Revise the Ordinance

- Increased awareness that trees are an important element in addressing air, water and quality of life issues
- Development community contends that the current ordinance is a burden
- Tree advocates contend that the ordinance passed in 1994 failed to preserve trees

Timeline

- 1994 -Modified tree ordinance established
- 2005 -Urban Forest Advisory Committee (UFAC) formed
- September 2007 - Ordinance revision process began by UFAC
- June 15, 2009 - Public hearing
- 2009 -Collaboration with Green Building Task Force include development input

Timeline (continued)

- 2010 - Representatives from development community, Real Estate Council, Home and Apartment Builders Association, Oak Cliff Chamber of Commerce, and architects
- 2010 - Review and discussion with City technical staff support
- 2010 - Concluded with agreed conceptual changes and established a sustainability matrix to reward developers for best practices

Timeline (continued)

- Received input from environmental groups such as Save Open Space and several individuals
- The changes agreed during this process were concurred in by UFAC on January 4, 2011
- Subsequent suggested changes have been received but are not concurred by all groups

Summary of Changes

- Many proposed changes are “fine tuning” the existing ordinance;
 - Staff is given more discretion to allow more flexibility in plan review process
 - Establish a user-friendly “technical manual” to specify standards and procedures for various issues, for example:
 - Lists of acceptable and prohibited plant species
 - Tree spacing
 - Standards for tree protection during construction
 - In general, issues that can change over time

New Ordinance Features

- Incentive Matrix
 - A list of sustainable practices that a developer can use to lower tree mitigation costs
- Provide for “Historic Trees” with increased mitigation costs
- Encourages native plant species to reduce water use and improve neighborhood appeal

New Ordinance Features (2)

- Changes to tree removal
 - Establishes credit for transplanting trees on property from which they were removed
 - Increased cost for removing large irreplaceable Historic Trees
- Reforestation Fund
 - Allow donated wooded land
 - Expand to allow education of Quality Tree Conservation and Sustainable Development Incentives

New Ordinance Features (3)

- Additional measures to preserve trees during construction
- Ordinance violations
 - Authorize use of aerial photographs in assessing fines for illegal removal

Additional Suggestions (not concurred)

- Find a method to permit reforestation funds to be used for trees on private property
- Eliminate the 2 acre residential exemption
- Restrict “clear cutting” of development sites
- Amend 51A-4.702 to limit exemption of Article X from planned development districts
- Require licensing of tree services

Conclusion

- We request the Quality of Life Committee send UFAC's recommendations forward for consideration by the Zoning Ordinance Committee