

Memorandum



DATE February 10, 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 Plan for Trash Attack and Other Community Clean-Up Initiatives Briefing

On Monday, February 14, 2011, you will be briefed on the Proposed Plan for
Trash Attack and Other Community Clean-Up Initiatives. 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
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
C. Victor Lander, Administrative Judge
Ryan S. Evans, First Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager

Plan for Trash Attack and Other Community Clean-Up Initiatives

Presented to Quality of Life & Government
Services Committee
February 14, 2011



Purpose

- To provide an overview of the various community clean-up programs, and the City's broader effort to increase community involvement

Background

- Community clean-up events are organized to provide resources to support neighborhoods with nuisance issues (i.e. high weeds, litter, graffiti, etc.)
- These clean-up events can be held at anytime during the year, but are typically held between the months of March and May (Spring Cleaning)
- The size of clean-ups can range from city-wide events to neighborhood-based events

Background (cont.)

- There were 25 City supported community clean-up events held during calendar year 2010
- Some examples of clean-up events include:
 - Santa Fe Trail Bridge Graffiti Wipeout
 - Potter's House Clean-Up
 - Lake Highlands North Clean-Up
 - Phyllis Wheatley Place Clean-Up

Challenges

- Although community clean-ups can be beneficial, they also present potential challenges
- Proper planning is necessary for adequate resources, volunteer turnout and tools and/or equipment
- Adverse impact to the City's resources to support these events

Trash Attack

- Although community clean-ups have been around for years, the term “Trash Attack” was coined by Council Member Vonciel Jones Hill
- This spring, all City-supported clean-up events (i.e. mowing and litter pick-up) will be under the “Trash Attack” banner
- This branding effort will raise the level of community participation in clean-up activities



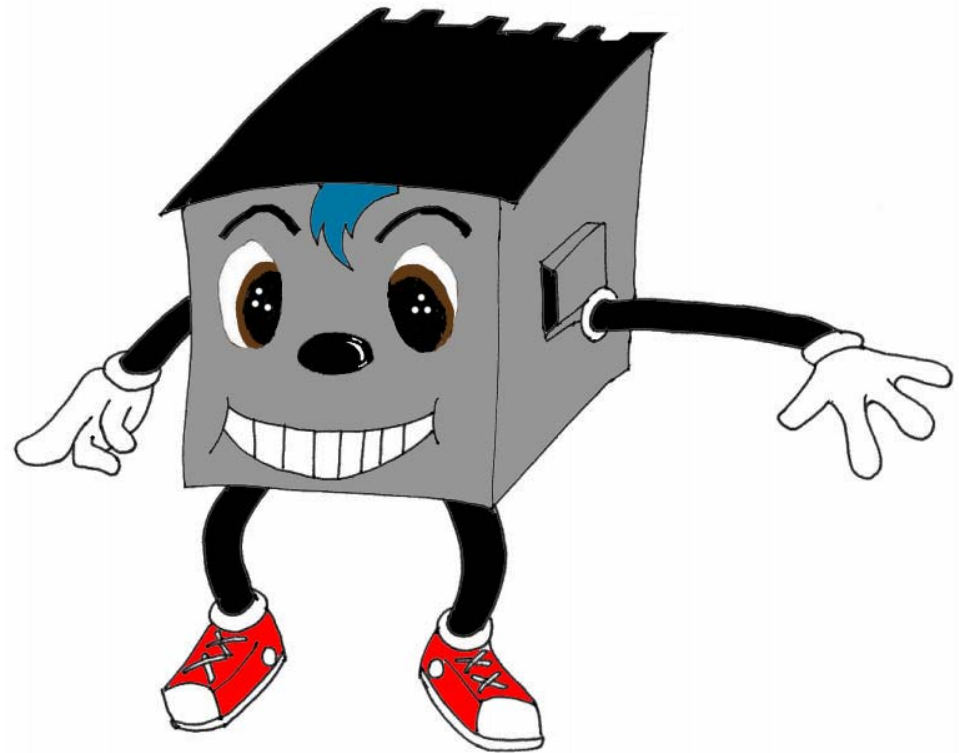
Trash Attack (cont.)

- Participants in Trash Attack events have access to:
 - Three 40 cubic yard roll-off containers
 - Access to Community Hand Tool Program (CHTP)
 - Lawnmowers
 - Weed eaters
 - Trash bags
 - Gloves



Meet Dusty the Dumpster!

- Dusty the Dumpster is the newly created mascot for Trash Attack
- His job is to “Attack Trash”, calling on the help of the community to keep Dallas neighborhoods clean
- Dusty will be presented in various forms of media, including a costume that will be worn at Trash Attack Events, schools and other events



Graffiti Wipeout

The screenshot shows the Dallas Graffiti Wipeout website. At the top, there is a navigation bar with links for Home, General Information, Projects, Abatement, Volunteers, Forms, and Contact Us. Below the navigation bar, the main content area features the Dallas Code Compliance logo and the title "Dallas Graffiti Wipeout". There are several sections: "Report An Incident" with a "More" link, "TIPS for Graffiti Prevention" with a "More" link, "FREE Graffiti Abatement" with a "More" link, and "Graffiti Videos" with a "More" link. A central section titled "Give Graffiti the Brush!" provides information on reporting graffiti and includes a grid of icons for "State Laws & City Codes", "Contact Us", "Murals & Public Projects", "Abatement Clean Up", "for Kids", "for Parents", "for Teachers", and "Join the Team". The footer contains the City of Dallas Department of Code Compliance logo and contact information.

- Graffiti Wipeout is the name given to volunteer graffiti removal events
- In spring of 2010, www.dallasgraffitiwipeout.com was launched to educate the community on graffiti-related issues

Graffiti Wipeout (cont.)



The Boomer Green Team from Senior Source

- In January 2011, Council Member Delia Jasso spearheaded the call for volunteers to help wipeout graffiti around the City in the weeks leading up to the Super Bowl
- Prospective volunteers could email, mail and fax in their information to volunteer for graffiti wipeout events or any other clean-up event
- There have been 15 groups sign up as of February 7, 2011

Community Code Conference

- The Inaugural Dallas Community Outreach conference was held in April 2010
- The conference was created by Council Member Carolyn Davis to educate code enforcement professionals and community stakeholders on different strategies to keep neighborhoods clean
- Last year's conference had 240 participants



Community Code Conference (cont.)

- The Conference has various breakout sessions that deal with different Code Compliance and Community issues, such as:
 - Absentee Landlords
 - High Weeds
 - Illegal Dumping
 - Community Courts vs. Municipal Courts
- This year's conference will be held April 15th and 16th



Dallas Community Outreach

- www.dallascommunityoutreach.com will launch in March 2011
- The website will serve as a hub for volunteers that want to get involved in Trash Attack and Graffiti Wipeout events across the City
- The site will host an interactive calendar of events that will allow users to click scheduled events to get more information and sign up to participate

The screenshot shows the Dallas Community Outreach website layout. At the top is a header with the logo (two hands) and the text "DALLAS COMMUNITY OUTREACH". Below the header is a main content area with a grey background. On the left side of this area, there are four vertical navigation buttons: "Dallas Code Compliance, what it all means COMMUNITY", "Dallas Graffiti Wipeout", "TRASH ATTACK", and "Community HAND TOOLS Program". On the right side, there is a large section titled "Dallas Graffiti Wipeout" with the sub-heading "Give Graffiti the Brush!". Below this heading is a paragraph of text: "Graffiti: Painting of graffiti, also known as 'tagging', is a crime. If you see someone tagging property, please call 9-1-1 immediately. If you see graffiti in your neighborhood, please report it to the Department of Code Compliance by calling the Graffiti Tip Line at 214-670-TIPS (8477). Please provide us information about your Graffiti Cleanup Project by submitting an online form. You can also submit via email all before and after pictures with your Group Name and project date identified." Below the text are two lines of smaller text: "You can completed and submit You can also report graffiti by either calling 3-1-1 or by submitting a service request online." At the bottom of the page, there are two more buttons: "DC CONFERENCE" and "community events CALENDAR".

Dallas Community Outreach (cont.)

- Dallas Community Outreach will create an active database of volunteers that can be invited to participate in a wider array of clean up events
- It will also coordinate with non-profit and civic organizations to assist with projects
 - Community Housing Development Organizations (CHDO)
 - Churches
 - Boy Scouts/Eagle Scouts/Girl Scouts
 - Student organizations
- Increased efforts will be made to partner with for-profit groups that are interested in joining in the clean-up activities

Summary

- Clean-ups are a great way to connect with the community and help keep neighborhoods clean
- All mowing/litter clean-up events will fall under the “Trash Attack” branding
- The various community clean-up initiatives and the annual conference will fall under the Dallas Community Outreach banner
- A website is being created where volunteers can sign up and get information about clean-up events