

Memorandum



CITY OF DALLAS

DATE February 10, 2012

Honorable Members of the Quality of Life & Government Services Committee:

TO Angela Hunt (Chair), Sandy Greyson (Vice Chair), Mónica R. Alonzo, Dwaine Caraway,
Carolyn R. Davis

SUBJECT Community Cleanups Briefing

Attached you will find material for the Community Cleanups briefing that will be presented to the committee on Monday, February 13, 2012.

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

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

Joey Zapata
Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, Acting City Secretary
C. Victor Lander, Administrative Judge
A.C. Gonzalez, First Assistant City Manager

Ryan S. Evans, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Stephanie Cooper, Assistant to the City Manager



COMMUNITY CLEANUP EVENTS

Presented to the Quality of Life &
Government Services Committee

February 13, 2012

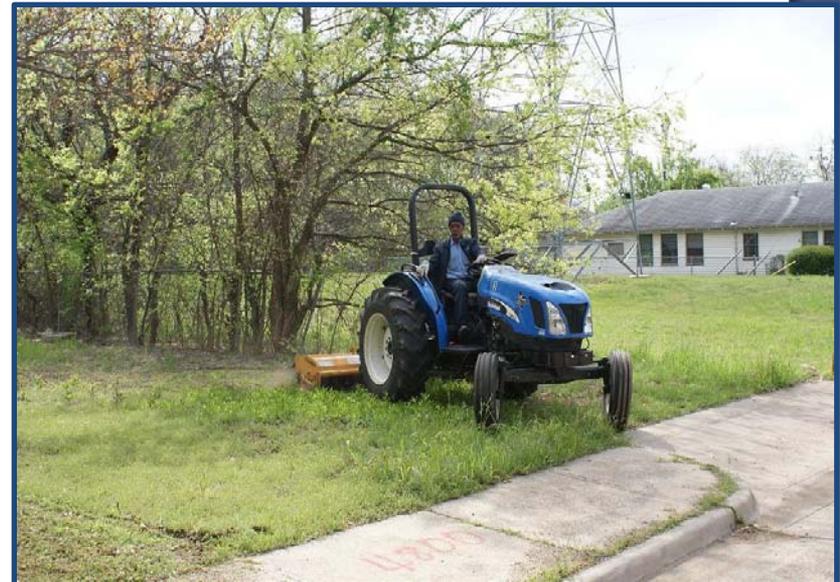


City of Dallas

Dallas **Code** Compliance, *what it all means*
COMMUNITY

BACKGROUND

- Dallas averages approximately 132,000 service requests annually for Code concerns
 - Most common code violations include
 - High Weeds
 - Litter
 - Loose Animals
 - Substandard Structures
- Nuisance Abatement crews in Code Compliance perform an average of 28,000 abatements annually
 - Mowed and/or cleaned
 - Heavy Clean
 - Graffiti removed
 - Structures Secured



CLEANUP EVENTS FROM THIS PAST YEAR

- Clean Ups from the last year include:
 - Reverchon Round Up
 - Potter's House Clean Up
 - Joppa Clean Up
 - Santa Fe Trail Clean Up
 - Dolphin Heights Clean Up
 - Cornerstone Community Clean Up
 - District 1 Graffiti Wipeout



Dolphin Heights



Potter's House



Cornerstone



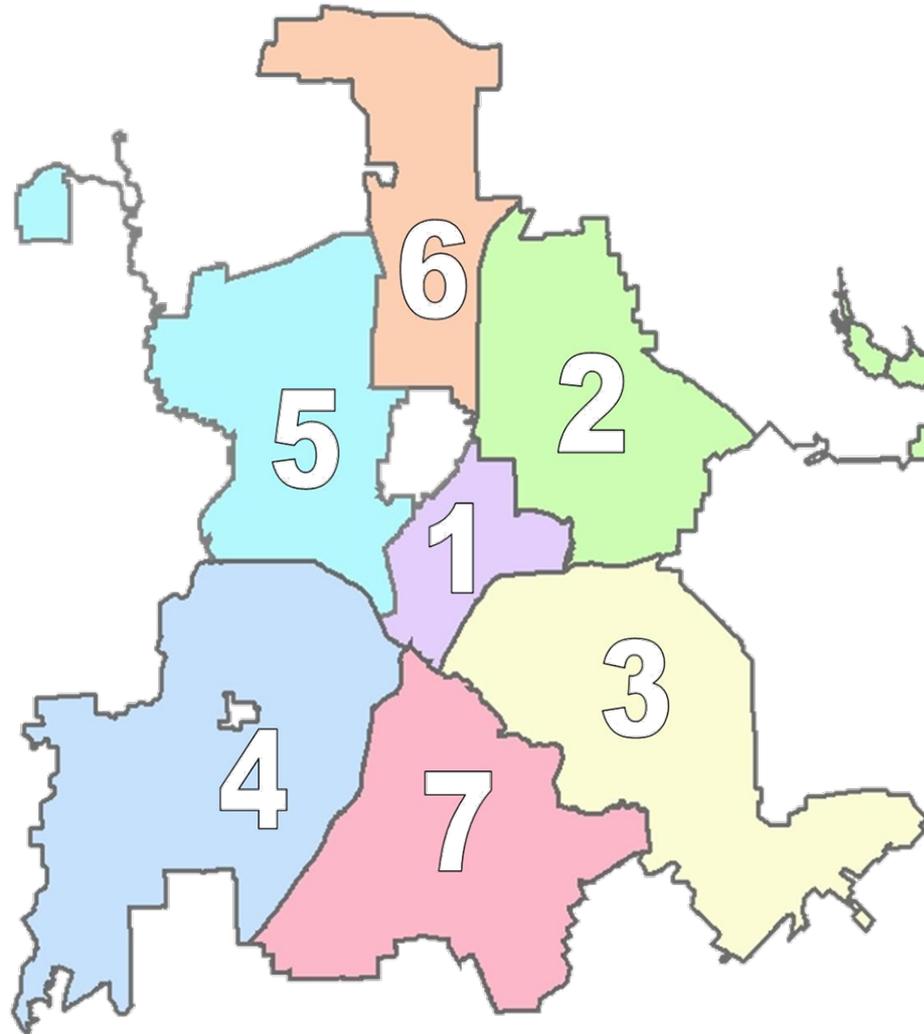
Graffiti Wipeout

COMMUNITY CLEANUP EVENTS

- ◉ Because of the volume of code concerns, community partnerships and multi-department involvement is necessary for sustained compliance in our neighborhoods
- ◉ There are an average of 25 to 30 community cleanup events every year
- ◉ Events range from smaller, one block cleanups to larger, City-wide events (i.e. Graffiti Wipeout)

CITY SERVICE AREAS

- Several departments organize their work by these service areas
 - Code Compliance
 - Sanitation
 - Streets
 - Police
 - Strategic Customer Services (Service Area Coordination Team)
- Cleanup events require coordination within the service area

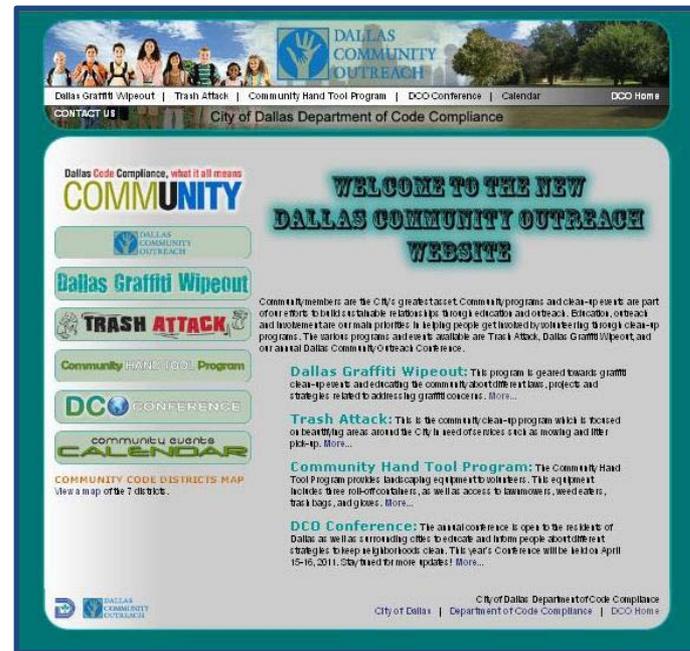


NOT JUST LITTER PICKUP

- It is important to note that cleanups include more than picking up litter, mowing high weeds and covering graffiti
- There are many neighborhoods that have homes with code violations (peeling paint, exposed/rotted wood, etc.) that the owner cannot repair for various reasons
 - Elderly
 - Disabled
 - Financial Hardship
- Volunteers often paint and perform minor repairs to resolve code violations more quickly than City enforcement action

ESTABLISHED PROGRAMS

- 2010 introduced the **Dallas Community Outreach Conference** which is geared towards promoting community involvement with neighborhood code issues
 - 3rd annual conference will be held in April 2012
- dallascommunityoutreach.com was launched in the spring of 2011 as a web destination for information such as:
 - Educational Materials
 - Calendar of clean up events
 - How to sign up as a volunteer at an event





ESTABLISHED PROGRAMS

- City of Dallas also has formal programs to support volunteer cleanup projects
- Trash Attack program provides mowing equipment, cleaning supplies and roll-off garbage containers for clean up events



ESTABLISHED PROGRAMS

- ◉ Volunteer graffiti removal events
- ◉ City partners with businesses to provide paint and other supplies to volunteers
- ◉ Property owner's consent is essential to the process



THE POWER OF COMMUNITY INVOLVEMENT

Before



After



This house in Oak Cliff had numerous code violations that the owners were unable to address due to health and financial reasons. Southwest Community Code, DPD, concerned neighbors, THA MYX Church of Dallas and a youth missionary group from Colorado Springs, CO worked together to repair the exposed and rotted wood and paint the exterior of the home.

SUCCESSFUL EVENTS NEED:

- ⦿ Coordination between City departments and the community where the event will be held
- ⦿ Plenty of lead time for planning
 - Identifies any City resources needed
 - Avoids “double-booking” events
 - Builds community support and involvement
 - Allows comprehensive approach to issues

COMMUNITY CLEANUP GUIDE (SAMPLE)

✓	Getting Started:	Comments
	<p>1. Form a committee of community members to take the lead in organizing the event. Determine your goal for the event, and the issues you want to focus on (for example: neighborhood clean-up, assisting senior citizens or neighbors who are impaired, information fair, graffiti removal, etc.)</p>	
	<p>2. Pick a target date for the event. Choose a date that is 45-60 days out to allow plenty of time for planning and to be sure any City resources are available. Establish a “rain date” if bad weather occurs on the scheduled date. Set a time for the event—four hours or less works best (for example, 8 am to 12 pm)</p>	
	<p>3. Create a general “To Do” list for the event and Delegate “To Do” categories to committee members. Members should recruit volunteers from the community to assist them with accomplishing tasks as needed. Possible categories include: publicity, refreshments/food, equipment needs, volunteer recruitment, donations, set-up & clean-up after the event, clean-up route development.</p>	
	<p>4. Consider possible event locations. Preview the clean-up area to determine if the area to be addressed is a good match for the expected number of community volunteers. Identify a headquarters area where everyone gathers for the event (for example, a rec center, church, park) and any parking needs. Verify whether there is a cost to use the facility or parking area. Ensure restrooms will be available for participants.</p>	

CITY-WIDE TRASH ATTACK IN 2012

- ◉ Cleanup events are typically held independent of one another, primarily in the spring months
- ◉ Rarely are multiple cleanup projects held the same day in different parts of the City
- ◉ City departments will be spearheading a City-wide Cleanup event in fall of 2012
- ◉ The goal is to coordinate as many cleanup projects during a targeted period as possible, with an emphasis on finding projects that are viable for each participating neighborhood

NEXT STEPS

- ◉ Survey and engage neighborhood groups for interest
- ◉ Work with stakeholders to determine the best date(s) to hold the event
- ◉ Use various forums (i.e. Dallas Community Outreach Conference, City website, neighborhood association meetings, and other public meetings) to promote the event and get neighborhoods and other groups signed up

OUTCOMES

- ◉ Conduct Community Cleanup cost analysis
- ◉ Communicate guidelines for Community Cleanups
- ◉ Make modifications to the Community Cleanup calendar