

# Memorandum



CITY OF DALLAS

DATE: April 11, 2008

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: Clean Up Dallas (Trash Attack/Graffiti Wipe-out)

Attached is the Department of Code Compliance's Clean Up Dallas (Trash Attack/Graffiti Wipe-out) briefing. This briefing will be presented to the Quality of Life Committee at noon on Monday, April 14, 2008.

Please let me know if you need additional information.

A handwritten signature in black ink that reads "David O. Brown".

David O. Brown  
Interim Assistant City Manager

## Attachment

C: 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  
Judge Jay E. Robinson  
Ryan S. Evans, First Assistant City Manager  
Ramon F. Miguez, P.E., Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
A.C. Gonzalez, Assistant City Manager  
David K. Cook, Chief Financial Officer  
Chandra Marshall-Henson, Assistant to the City Manager

# 2008 Trash Attack and Graffiti Wipeout

Presented to Quality of Life Committee  
by the  
Department of Code Compliance

April 14, 2008



# What is This Event?

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Trash Attack and Graffiti Wipeout is a City-wide event that will address:

- ❑ Picking up litter
- ❑ Painting over graffiti
- ❑ Neighborhood participation
- ❑ Improving City aesthetics

# This event was formally known as Graffiti Wipeout, but:

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- ❑ Event has outgrown graffiti-only aspect
- ❑ Not all neighborhoods are afflicted with graffiti
- ❑ Want to find event that can include all neighborhoods

## Graffiti Wipeout History:

- ❑ The event grew from a grass-root effort of several councilmembers/citizens of Districts 14, 9, and 2, who conducted their own neighborhood wipeouts for years.
- ❑ The first City-wide Graffiti Wipeout was held in 2006. This was a co-project organized by Leadership Dallas and the City, which included participation from various neighborhood groups/associations.
- ❑ In 2007, the City organized the second City-wide Graffiti Wipeout. The Graffiti Abatement Coordinator worked with several internal/external parties to organize the event.

# How Has the Goal Changed?

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Goal is more inclusive to other areas

- Litter is an issue City-wide
- Allows larger age range to participate
- More City departments can be involved

Result is

- Creates united front and multi-faceted approach to improving City aesthetics



# How Has Event Organization Changed?

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- ❑ Creation of a planning team instead of a few individuals planning entire event
- ❑ More City of Dallas employees assist with planning instead of external entities
- ❑ More departments involved
- ❑ Basic “How To” manual was created and will be amended as necessary
- ❑ Logo has been created to “brand” event and will be used for future events

# How is the City Working Together on This?

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Several departments are involved in various aspects for this year's event

- ❑ City Manager Office
- ❑ Code Compliance
- ❑ Dallas Police Department
- ❑ Strategic Customer Service
- ❑ Public Information Office
- ❑ Parks and Recreation
- ❑ Convention Services
- ❑ CIS
- ❑ Sanitation

# Budget

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Several items are covered through in-kind donations

Other items will need to be covered through fundraising

A current budget spreadsheet is shown on the next slide.



# Budget

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\*Numbers in bold-face represent actual costs

## Graffiti Wipe Out Budget

	Cost	
Paint	<b>0</b>	Sherwin-Williams in-kind donation
Painting supplies	<b>0</b>	Sherwin-Williams in-kind donation
Beverages	<b>0</b>	Coca-Cola in-kind donation
Food	<b>0</b>	Star Concessions in-kind donation
Banners	700	7 table banners, 1 stage banner
Tshirts	<b>3300</b>	1000 shirts, \$3/ea
Band	<b>0</b>	S.Dallas Concert Choir thru OCA
Portable toilets	<b>360</b>	12 toilets, \$30/ea
Handwashing stations	<b>234</b>	3 stations, \$78/each
Ice	<b>0</b>	Reddi Ice in-kind donation
Marketing	5000	
Chair/Table rental	<b>1550</b>	Labor, table/chair rental
Roll-off container	350	
Garage lights at Reunion	<b>500</b>	
Stage/sound equipment	1500	
Color copies	495	1100 at \$.45/each
<i>Total</i>	<b>13989</b>	

# Planning Schematics

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Event takes 4 months to organize. Below are some highlights of each month.

## 4 Months

- ❑ Date and time determined
- ❑ Main and satellite locations determined
- ❑ Secure planning team and responsibilities

## 3 Months

- ❑ Contact sponsors and vendors needed – paint, food, drinks, restrooms, etc.
- ❑ Create marketing information and packages

# Planning Schematics

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## 2 Months

- Obtain special event permits
- Arrange for entertainment
- Begin active sponsor recruitment
- Alert media of the event

# Planning Schematics

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## 1 Month

- ❑ Finalize number of sites to clean
- ❑ Get t-shirts, banners, signs, etc. printed
- ❑ Conduct training for satellite leaders
- ❑ Confirm number of volunteers registered
- ❑ Print maps and sites to be addressed
- ❑ Finalize logistics for the day of the event
- ❑ Deliver supplies/paint/paperwork to satellite locations

# Marketing of Event

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## Printed medium

- ❑ Flyers
- ❑ Newspaper ads
- ❑ T-shirts (handed out day of event)

## Audio medium

- ❑ Radio announcements
- ❑ Newscasts

## Electronic medium

- ❑ City of Dallas website
- ❑ E-mail blasts



# Groups That Will be Contacted to Volunteer

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Dallas ISD

Various scout and youth groups – Girl Scouts, Boy Scouts, Girls, Inc., etc.

Youth Advisory Committee \*will confirm correct name\*

North Texas Group of Volunteers

Dallas County Probation Office

Southwest Airlines

Neighborhood and Homeowner Associations

Various Chambers of Commerce

City employees

All sponsors

# Sponsors

(In-kind donations)

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## Sherwin-Williams

- Paint
- Supplies

## Coca-Cola

- Sodas
- Bottled water

## Star Concessions

- Boxed lunches

## Reddi-Ice

- Ice for coolers

# Sponsors

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## Possible

- MetroTex Association of Realtors
- Arby's
- Kroger

## Contacted

- AT&T
- Hunt Oil
- Meadows Foundation
- Texas Instruments
- Various Chambers of Commerce

# How Do I Register?

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Fill out a form at/from:

- ❑ Neighborhood meetings
- ❑ Neighborhood Patrol Officers
- ❑ Service Area Coordinators
- ❑ Crime watch and homeowner association meetings
- ❑ The new Neighborhood Code Representatives  
or
- ❑ Online at [www.dallascityhall.com](http://www.dallascityhall.com)

# How Do I Register?

Go to [www.dallascityhall.com](http://www.dallascityhall.com)  
Click on logo (as seen below)

Address <http://www.dallascityhall.com/>

**Dallas**  
Serving you!

[Español](#)

[Home](#) | [311 Info & Services](#) | [Community & Culture](#) | [Business](#) | [Government](#) | [Visitors](#) | [About](#) | [Dallas Kids](#) | [Search](#)

**Today I Want to...**

**Find...**

- a Cultural Center
- a Job
- a Library
- a Map
- a Park
- a Park Rec Program
- a Pet
- a Recreation Center
- Restaurant Scores
- Transportation
- Trash Schedule

**Pay...**

- Parking Tickets
- Red Light Ticket
- Other Tickets
- Water Bill

**Special News...**

**Citizens' Fire Academy**  
Ever watched in awe as firefighters battled a blaze, wondering what you could do to help? Dallas Fire-Rescue has an assignment for you.  
[More Information](#)

**Highlights...**

**Join in and Clean Up Dallas!**  
Go online now to register for the 2008 Trash Attack and Graffiti Wipeout Day, a city-wide community event on May 3.  
[Register here...](#)

**Garbage and Recycling Changes**  
Beginning March 3, garbage and recycling collection changes are coming to some areas **north** and **south** of LBJ.

**Videos/Cable TV**

**Green Dallas**  
building a greener city  
[www.GreenDallas.net](http://www.GreenDallas.net)  
[greendallas.net](http://greendallas.net)



# How Do I Register?

Review Information Page (scroll down for more information)  
Click "Register Now" when ready to input information

## Sponsors



## 2008 Trash Attack & Graffiti WipeOut



**Date:** Saturday, May 3, 2008

**Time:** Check-In 8:30 a.m. - 9:00 a.m.  
Working at Locations 9:00 a.m. - 11:30 a.m.  
Lunch at Reunion Arena 12:00 p.m. - 1:00 p.m.

### Trash Attack and Graffiti Wipeout

#### What is it?

The 2008 Trash Attack and Graffiti Wipeout is a City-wide community effort to remove litter and trash and abate graffiti in our City.

#### Who can participate?

Anybody can! This is a great event for families, Scout troops, schools, and private corporations. You can even earn community service hours for school for this! \*Minors will need adult supervision and have a signed liability waiver from their parent or guardian for the day of the event.

#### Where do I register and check in?

Registration will open online April 1. You Check-in Locations are listed below for the area you choose.



#### CENTRAL

East Dallas DPD Storefront  
4545 Bryan Street

#### NORTHWEST

Bachman Lake Recreation Center



# How Do I Register?

Enter information

Easy to register entire groups instead of individual names

## 2008 Trash Attack & Graffiti WipeOut

Contact information is only for registration and confirmation purposes.  
Information will not be shared or sold to any other entity.

First Name  Last Name

Organization Representing (if any)

Email Address

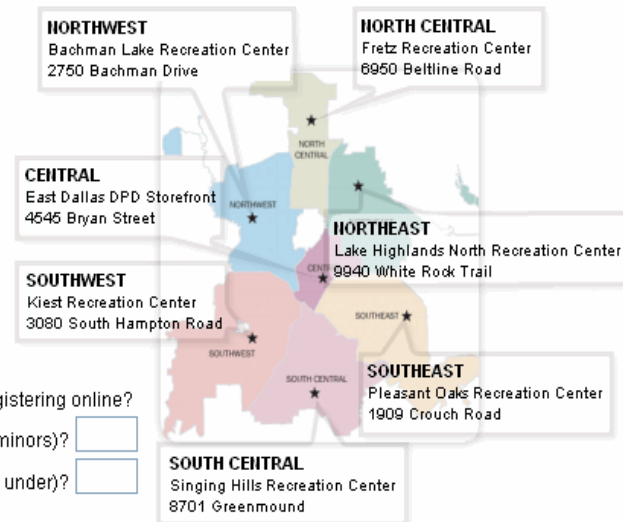
Contact Number

Which district would you like to work in?  
- Select One -

Select if you will be bringing any others who are NOT registering online?

If yes, how many (including minors)?

If yes, how many are minors\*(17 and under)?



\*Minors must have a liability waiver signed by their parent or guardian to participate in this event. If the minors are coming as a school group, the school may provide one general waiver with participants' names listed.

Not all locations have graffiti and litter to clean up (there will be graffiti or litter). Volunteers need to be willing to work what is assigned to their group.

"Reservation" of sites will not be allowed unless a large group of children (younger than 15) will be working together. The City will do their best to assign one large location to the group instead of multiple smaller locations.

# Important Information

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Saturday, May 3<sup>rd</sup> from  
8:30am-1:00 pm

- ❑ Volunteers check-in at location of their choice
- ❑ Get materials
- ❑ Go to pick up litter and/or abate graffiti
- ❑ Return to Reunion Arena for lunch and entertainment

Registration begins April 1<sup>st</sup>



## Trash Attack and Graffiti Wipeout

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Lunch at Reunion Arena 12:00 p.m. - 1:00 p.m.

**Register:** Go to [www.dallascityhall.com](http://www.dallascityhall.com) and click on link. Registration opens April 1.

**Check-in locations:** See reverse side for locations. You will check in at the location you register for but return to Reunion Arena.

For more information please contact Lisa Fullerton at [lisa.fullerton@dallascityhall.com](mailto:lisa.fullerton@dallascityhall.com) or call 214-670-5647

# Important Information

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## Check-in Locations:

7 to choose from throughout the City

Districts follow DPD division boundaries





# Questions?

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