

Memorandum



CITY OF DALLAS

DATE April 6, 2012

TO Honorable Members of the Quality of Life & Government Services Committee:
Sandy Greyson (Chair), Mónica R. Alonzo, Dwaine Caraway, Carolyn R. Davis

SUBJECT Code Accountability Report

On Monday, April 9, 2012 the committee will be briefed on the Code Accountability Report. Briefing materials are attached for your review.

If you have any questions, or require additional information, please do not hesitate to contact me.

A handwritten signature in blue 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, 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
Jeanne Chipperfield, Chief Financial Officer
Stephanie Cooper, Assistant to the City Manager

Code Accountability Report

Presented to the Quality of Life &
Government Services Committee

April 9, 2012




Background

- In 2007, the City Council challenged Code Compliance to drastically improve service delivery and authorized funding to reorganize the department
 - Decentralized operations into seven Community Code Districts, aligned with Dallas Police Department divisions
 - Created the Neighborhood Code Representative position to work as liaisons to community stakeholders and groups
 - Added Supervisors and more Code Inspectors to increase effectiveness
- The Code Accountability Report Card was created to measure the effectiveness of the department following reorganization efforts
- The City Council has received report cards on a monthly basis since October 2008
- The Quality of Life Committee has been previously briefed on the Report Card as the document evolved and improved.
 - May 11, 2009
 - August 11, 2009

Current Report Card


- The Report Card serves the following purposes:
 - Measures the degree of improvement in service request volume of a particular month as compared to the same time period in the previous fiscal year
 - Analyzes service request data to determine where staff's focus should be placed and the level of accountability in completing work
 - Measures the volume of Code Compliance activity around the city
 - Informs the Council and the public on how Code Compliance is addressing major Code concerns

Current Report Card



City of Dallas
Code Accountability Report Card
February 2012

(For the period of 02/01/12 through 02/29/12)



Community Code:
(4) Southwest

Feb '12 Southwest SR Volume Improvement Rating

A-

2nd Qtr FY 11 - 12			
Jan '12	Feb '12	Mar '12	Overall Average
C+	A-	-	B

Grading Table

% Change	Grade
+27.5% & Better	A+
+25.0%	A
+22.5%	A-
+20.0%	B+
+17.5%	B
+15.0%	B-
+12.5%	C+
+10.0%	C
+7.5%	C-
+5.0%	D+
+2.5%	D
0.0%	D-
+2.0 plus	F

Service Delivery Grade (each % of overall)

Service Delivery Indicators	Feb 11 Actual	Feb 12 Actual	% Change	Grade
Reduction of Top 10 frequent Cases (Acceptable reduction target is 10%)				
Animal Loose/Aggressive	318	408	+28%	B
Signs	15	11	-31%	
Litter	67	70	+4%	
Bulky Trash	42	47	+12%	
Illegal Dumping	72	75	+3%	
Illegal Outside Storage	29	24	-17%	
Graffiti	21	25	+19%	
Animal Confined	114	105	-8%	
Animal Sick/Injured	88	81	-8%	
Illegal Garbage Placement	21	2	-90%	

Community Code Conduct (each % of overall)

Service Request Audit - 44 SRs @ 6% Margin of error	Grade
<p>The Audit of Southwest has shown the following:</p> <ul style="list-style-type: none"> * 86% of sampled requests contained detailed notes * 93% of sampled requests had all activities properly completed * 93% of sampled requests had details to prove customer contact was made * 100% of sampled requests had all photos and documents attached * 100% of sampled requests were closed within their Service Level Agreement 	A

Service Requests Created by Inspectors (each % of overall)

Service Delivery Indicators	Feb 11 Actual	FY 12 Target	Feb 12 Actual	Grade
Percentage of service requests created by Inspectors in the field	32%	42%	38%	A-

District Highlights (Comments)

Southwest Community Code trended well during the month of February with the exception of a sharp increase in the number of Loose Animal complaints. This increase will be addressed aggressively with sweeps and coordination with Animal Services over the next month.

The level of proactive work performed by Code Compliance Staff came in just below target with 36% of Service Requests received created by staff in the field rather than the public. The target was 42%.

The Quality of Service performed by Code Compliance Staff scored well overall this month. Efforts will be made to maintain the level of service demonstrated this month.

Southwest Stats
(Volume numbers include 311 and Inspector created Service Requests)

FY2011-2012 Total Volume: 3,741
Most Common SR: Loose Animals

FY2010-2011 Total Volume: 3,901
Most Common SR: Loose Animals

CCS-FRM-003

Effective Date 02/01/12

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- The current version of the report card has been modified 5 times since August of 2008 to add more data analysis and increase the usefulness of the information provided
- The current version of the card (v 1.5) has been in place since November 2011

Current Report Card

- Code Managers review the card monthly and use the feedback from the card to shift resources to areas of need
- The card has received positive feedback from neighborhood associations and other community stakeholders as a tool to convey how well Code Compliance is performing

Current Report Card

- Report card needs to continue evolving to improve usefulness
 - Needs to be more closely linked to department's performance measures and staff performance plans
 - Current report requires manual data gathering
 - Since its inception, the scores have been influenced by the seasonality of the previous year
 - i.e. – previous dry year created lower scores for key SR types like high weeds, litter, obstructions etc. and vice-versa
- The goal is to create a measurement tool in “real time”

Code Accountability Report v. 2.0

- A special project team in Code Compliance has been tasked with developing the next version of the Code Accountability Report v. 2.0
- Staff was tasked to place emphasis on the following items while formulating the card;
 - Tie report card measures to current performance measures used by the Community Code Division
 - Automating the process of gathering data
 - Keep all data analysis in the current year and month
- Focus on premise and structural violations that community code inspectors most commonly address, including:
 - High weeds
 - Litter
 - Junk motor vehicles
 - Illegal dumping

Code Accountability Report v. 2.0

- Utilize an overall index or target percentage to gauge service level
 - This removes some of the “subjectivity” of interpreting the letter grades
 - While the grading format did help improve understanding of how data was comparing to the previous year, the letter grades can give the impression that a grade reflects the overall condition of an area

Code Accountability Report v. 2.0

- The new version of the card would emphasize proactivity, which is one of the key performance measures of the department
 - Evaluate the top 15 service request types for each evaluation period
- Compares current month total volume to the percentage of work created proactively by Code staff
- The goal of each reporting period is to reach proactive target for the top 15 service requests

Code Accountability Report v. 2.0

- The service request audit section of the document will remain in the document
 - The audit has proved to be a valuable tool in promoting accountability and customer service in handling of cases
- The District Highlights section returns a forum of our Code Districts to share their activities and projects

Code Accountability Report v. 2.0

- Data gathering for the new version of the report will be 100% automated
 - Makes more efficient use of staff time and resources with less dependence on manual data gathering and preparation
 - This automation provides district managers the means to check the status of their data at anytime during the reporting process

Next Steps

- Continue development of the next version of the report card
- Provide update to the Quality of Life Committee in June 2012
- Introduce Code Accountability Report 2.0 beginning October 2012