

# Memorandum



CITY OF DALLAS

DATE

September 19, 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

Public Awareness and Education Campaign – New Animal Services Ordinances – Informational Memo

On September 8, 2008, the committee was provided with the first 5 objectives and accompanying timeline for the Public Awareness and Education Campaign for the new Animal Services Ordinances. Attached is an updated timeline.

We have reviewed all of your comments and concerns from the August 12, 2008 committee meeting to ensure that they were incorporated in the plan. Additionally, all stakeholders including opposition groups will be involved in the marketing and education efforts for the revised Chapter 7 "Animals" of the Dallas City Code.

Staff will continue to work with K Strategies and the Animal Shelter Advisory Committee to schedule a retreat in the near future to develop long term marketing goals for the Dallas Animal Shelter beyond the 5 listed here.

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

A handwritten signature in black ink, appearing to read 'Forest E. Turner'.

Forest E. Turner, Director  
Code Compliance Department

## 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 C. Victor Lander, Judiciary  
Ryan S. Evans, First Assistant City Manager  
A.C. Gonzalez, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Ramon F. Miguez, P.E., Assistant City Manager  
David O. Brown, Interim Assistant City Manager  
David K. Cook, Chief Financial Officer  
Lynetta Moore, Assistant Director, Code Compliance

Community Code Compliance  
Dallas Animal Services

Public Awareness & Education Campaign

Objectives	Services and Deliverables	Due Dates	Status
1. Distribute current fliers to Code and Animal Services officers - requested by the Animal Shelter Advisory Commission	Review current fliers to enhance message		
	Submit flier revisions to Code Compliance	September 10, 2008	Complete
	Create and submit flier distribution list to Code	September 15, 2008	Complete
	Distribute fliers	September 18, 2008	Pre-production stage
2. Develop updated information on ordinance for the City's website and Councilmember's websites	Create website information update on new ordinance and submit to Code for approval	September 10, 2008	Complete
	Submit website updates to City and City Councilmember's for posting on websites	September 24, 2008	
3. Create educational poster for dog parks, animal facilities, recreation centers, libraries, etc.	Create poster and submit to Code for approval	September 17, 2008	Complete
	Create and submit poster distribution list to Code	September 22, 2008	
	Print posters	September 25, 2008	
	Distribute posters	September 30, 2008	
4. Engage groups opposed to new ordinance in public awareness & education campaign	Contact groups to request involvement in public awareness & education campaign efforts	October 9th - 16th	
	Provide Code a list of groups wanting to get involved and determine methods for involvement	October 17, 2008	
	Engagement groups with activities such as brown bag work sessions	October 30, 2008	
5. Create radio public service announcements (PSAs) in English and Spanish	Create PSAs and submit to Code for approval	October 17, 2008	
	Coordinate with PIO in selecting and submitting radio PSAs to stations	October 25, 2008	
	Submit PSAs to be aired on radio stations	October 29, 2008	