

Memorandum



CITY OF DALLAS

DATE September 5, 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

Attached please find for your review the first five (5) objectives and accompanying timeline for the first 30 days of implementation of the Public Awareness and Education Campaign for the new animal ordinances.

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

A handwritten signature in black ink, appearing to read 'D.O.B.' with a flourish.

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

Community Code Compliance
Dallas Animal Services
Public Awareness & Education Campaign

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