

# Memorandum

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CITY SECRETARY  
DALLAS, TEXAS



CITY OF DALLAS

DATE September 7, 2012

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

SUBJECT Quality of Life & Government Services Committee Meeting Agenda

**Tuesday, September 11, 2012, 9:30 a.m.**

Dallas City Hall - 6ES, 1500 Marilla St., Dallas, TX 75201

The agenda for the meeting is as follows:

- |   |                              |
|---|------------------------------|
| 1. Call to Order  | Sandy Greyson<br>Chair       |
| 2. Approval of August 14, 2012 minutes                                      | Sandy Greyson<br>Chair       |
| 3. Proposed Amendments to City's Solicitation<br>and Anti-Litter Ordinances | Tom Perkins<br>City Attorney |

Closed Session

Attorney Briefing (Sec. 551.071 T.O.M.A.)

- Legal Issues Involving Proposed Amendments  
to Chapters 7A and 42 of the Dallas City Code

- |                           |   |
|---------------------------|---|
| 4. Animal Services Update | Jimmy Martin<br>Director of Code Compliance |
| 5. Adjourn                | Sandy Greyson<br>Chair                      |

Please let me know if you have any questions.

Handwritten signature of Sandy Greyson.  
Sandy Greyson  
Chair

*Public Notice*

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POSTED CITY SECRETARY  
DALLAS, TX

cc: Honorable Mayor and Members of the City Council  
Mary K. Suhm, City Manager  
Rosa A. Rios, City Secretary  
Thomas P. Perkins, Jr., City Attorney  
Craig D. Kinton, City Auditor  
Daniel Solis, Administrative Judge  
Stephanie Cooper, Assistant to the City Manager  
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

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. Contemplated or pending litigation or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.

# Quality of Life & Government Services Committee Meeting Record

**DRAFT**

**Meeting Date:** August 14, 2012

**Convened:** 9:45 a.m.

**Adjourned:** 10:50 a.m.

**Members Present:**

Sandy Greyson, Chair  
Mónica R. Alonzo  
Dwayne Caraway  
Carolyn Davis

**Members Absent:**

**Briefing Presenters**

Theresa O'Donnell  
*Director of Sustainable Development  
& Construction*

Jimmy Martin  
*Director of Code Compliance*

**Staff Present:**

Joey Zapata, Jimmy Martin, Theresa O'Donnell, James Childers, David Cossum, LaToya Jackson, Clifton Gillespie

**AGENDA:**

1. **Approval of June 25, 2012 minutes**

**Presenter(s):**

**Information Only:**

**Action Taken/Committee Recommendation(s):** Motion made to approve June 25, 2012 minutes as amended.

**Motion made by:** Carolyn Davis

**Motion seconded by:** Mónica R. Alonzo

**Item passed unanimously:**

**Item passed on a divided vote:**

**Item failed unanimously:**

**Item failed on a divided vote:**

2. **Proposed Development Code Amendment To Window Sign Regulations**

**Presenter(s):** Theresa O'Donnell

**Information Only:**

**Action Taken/Committee Recommendation(s):**

The committee was briefed on a proposal to amend Article VII, "Sign Regulations," of Chapter 51A, the Dallas Development Code, to give the Zoning Board of Adjustment and Appeals the authority to consider exceptions to current provisions governing window signs subject to certain conditions being met.

On April 4, 2011, an application was made to the Department of Sustainable Development and Construction by Ross Stores, Inc. to amend the sign regulations to give the board of adjustment authority to grant special exceptions to allow translucent graphics to cover the upper two thirds of windows and exceed the 15 percent coverage limitation. CPC considered the proposed amendments on August 18, 2011 and recommended approval. Quality of Life considered the proposed amendments on June 11, 2012 and deferred action until a future date.

Sustainable Development and Construction department will provide a draft memorandum for the Chair's signature to the City Plan Commission Chair requesting a rules change on the composition of the Special Sign District Advisory Committee.

A motion was made to forward the proposed amendment to full Council for consideration.

**Motion made by:** Carolyn Davis

**Motion seconded by:** Dwaine Caraway

**Item passed unanimously:**

**Item passed on a divided vote:**

**Item failed unanimously:**

**Item failed on a divided vote:**

### 3. **Fall Citywide Cleanup Event**

**Presenter(s):** Jimmy Martin

**Information Only:**

**Action Taken/Committee Recommendation(s):**

The committee was briefed the results of the first city-wide cleanup event held on May 19, 2012. Twenty-four groups across Dallas identified and organized projects in their immediate neighborhoods. Out-of-schedule trash collection for participating groups was provided, resulting in over 9.7 tons of trash bags, brush, and bulky trash. A fall cleanup event is scheduled for November 10, 2012. The goal is to coordinate as many neighborhood-led cleanup projects on November 10 as possible, with an emphasis on finding projects that are viable for each participating neighborhood.

The Chair expressed appreciation for staff's efforts on the spring cleanup event, and indicated that efforts for the fall event seem to be off to a great start.

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**Councilmember Sandy Greyson**  
Chair

# Memorandum



CITY OF DALLAS

DATE September 7, 2012

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

SUBJECT Animal Services Update

On Tuesday, September 11, 2012 the committee will be presented with an Animal Services Update. 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 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  
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Jeanne Chipperfield, Chief Financial Officer  
Stephanie Cooper, Assistant to the City Manager

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# Animal Services Update

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Presented to the  
Quality of Life & Government Services Committee  
September 11, 2012



# Purpose

- Provide a review of Animal Services operations
- Introduce key shelter staff
- Highlight accomplishments to-date in FY11-12
- Identify priorities and next steps for Animal Services



# Overview of Animal Services

- Animal Services is a division of Code Compliance
- Proposed FY12-13 budget is \$7.2M with 93 FTEs including an increase of 2 FTE Animal Service Officers
  - Shelter operations
  - Field operations





# Overview of Animal Services

## ■ Shelter Operations

- ❑ Operates a sheltering division that cares for and houses over 800 animals daily, approximately 34,000 annually
- ❑ Average daily intake for July/August 2012 – 82 dogs, cats, livestock and wildlife compared to average intake of 87 for same period last year
- ❑ Provides in-house medical care & neutering surgeries to pets released from shelter
- ❑ Provides lost & found services to reunite owners that have become separated from their pets
- ❑ Provides pet adoptions and rescues



# Overview of Animal Services

## ■ Field Operations

- Provides for care and control of animals in the City through enforcement of Chapter 7 of the Dallas City Code and Texas Rabies Control Act
- Through August of FY 11-12, Dallas has responded to 49,811 service calls for animals on a 24/7 basis with a focus on public safety and injured animals
  - Average 145 calls every day in FY 2010-11



|                        | FY 2008-09 | FY 2009-10 | FY 2010-11 | FY 2011-12 (YTD) |
|------------------------|------------|------------|------------|------------------|
| Total Service Requests | 66,800     | 53,773     | 52,541     | 49,811           |

# Customer Service Requests

- Ongoing process improvement through monthly meetings with 3-1-1 to enhance call intake scripts
  - Example: instead of asking if an animal is injured, we ask if it is mobile or immobile for better information and prioritization
- Mapping stray animal service requests for targeted sweeps
- Streamlining service request intake process in preparation for software upgrade in spring 2013



# Key Staff Additions

- Operations Manager – Dr. Catherine McManus
  - Veterinarian with specialized training in shelter medicine, operations and public health
  - Duties include
    - Streamlining field and shelter operations and collaborations with partners to increase live releases
    - Revising policies and work instructions to create operational efficiencies and best practices
    - Engaging staff and community in the medical and mental well being of the shelter population to boost animal health and adoptability



# Key Staff Additions

- Lead Veterinarian – Dr. Melissa Darwin-Betten
  - Experience in emergency veterinary care and community outreach
  - Duties include
    - Coordinating medical division operations to improve animal care and the services provided
    - Identifying resources and opportunities to increase veterinary services



# Placement Results

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## ■ Discount Adoption Rate Results

- In August 2011, the City Council approved discounted adoption fees in order to increase pet adoptions
- Adoptions in July and August 2012 increased by 50% over same period last year
  - Animal intake in July and August decreased an average of 6% compared to same period last year through community education of responsible pet ownership

## ■ Live Release Rates

|        | <b>2011</b> | <b>2012</b> |
|--------|-------------|-------------|
| May    | 22%         | 31%         |
| June   | 20%         | 34%         |
| July   | 23%         | 31%         |
| August | 22%         | 36%         |



# Animal Mania

Certified Pre-Owned Dogs & Cats



## NOSE TO TAIL INSPECTION:

- Exam
- Spay or Neuter
- Basic Vaccinations
- Pet Identification Number (microchip)
- Heartworm and Feline Leukemia tested (when applicable)

## STANDARD FEATURES:

- 4 paw Independent Suspension
- Will Park Itself Anywhere
- A variety of sizes and color options to fit any pet owners dream.
- \*Additional \$7 Registration for City of Dallas Residents\*

**\$30**

**Tuesday, Wednesday, Thursday**  
**In August**



Address: 1818 N. Westmoreland, Dallas, TX 75212  
Hours: Monday-Saturday 11AM-6:30PM ; Sunday 12PM-5PM  
(214)-670-6800 ; (214)-671-0249

To View Adoptable Pets Visit: [www.dallasanimalservices.org](http://www.dallasanimalservices.org)

**TWO for ONE Adoption Specials ALL month long!**



# SEPTEMBER STUDY BUDDY



**Back to School Specials!**

Throughout the month of September  
you can adopt **TWO PETS FOR THE PRICE OF ONE!**

To view adoptable pets visit:

**[DallasAnimalServices.org](http://DallasAnimalServices.org)**

or come by and view our adorable pets in person at  
**1818 Westmoreland Dallas, TX 75212**

Shelter Hours:

Mon - Sat: 11 a.m. - 6:30 p.m.

Sunday: 12 noon - 5 p.m.

**214-670-6800**

LIKE US ON FACEBOOK: [www.facebook.com/DallasAnimalServices](http://www.facebook.com/DallasAnimalServices)

# New Initiatives

- Photo studio to enhance adoption notices
- Working with Dallas Companion Animal Project to bring resources to the community through public private partnerships
- Big Fix for Big D, a partnership of DAS, SPCA of Texas, Metroplex Animal Coalition and Kaufman County Animal Awareness Project, to facilitate neutering of pets in the southern sector
  - Goal is to decrease animal intakes at Dallas Animal Services and Adoption Center by 30% after three years





# New Initiatives

- Automated pet photo and description updates to increase pets being reunited with owners
- Ongoing DAS Officer monthly training program to enhance services and efficiencies
- Added Pinterest and Twitter to our social media presence



# Spay/Neuter Outreach

- Spay/Neuter Outreach
  - DAS hosted Spay Days for the public through a partnership with Metroplex Animal Coalition
    - June – 107
    - July – 57
    - August – 53
  - Total number of surgeries performed by DAS
    - July – 289
    - August – 473



# Priorities & Next Steps

- Continue review of model standards and implement improvements into policies and work instructions
- Continue staff training programs to improve customer service
- Implement outreach program to offer partner resources to communities
- Expanding community partnerships to improve the quality of life for citizens and animals in the City of Dallas

