Memorandum

DATE: October 10, 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: *Pride in Your Neighborhood Program*

Attached is the briefing: *Pride In Your Neighborhood*. This briefing will be presented by Sanitation Services to the Quality of Life Committee at noon on Monday, October 13, 2008.

Please let me know if you need additional information.

Ramon F. Miguez, P.E.
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 C. Victor Lander
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Chief David O. Brown, Interim Assistant City Manager
A.C. Gonzalez, Assistant City Manager
David K. Cook, Chief Financial Officer
Mary Nix, Director, Sanitation Services
Helena Stevens-Thompson, Assistant to the City Manager
Purpose of Briefing

- Background
- Program Overview and Goals
- Current Status
- Next Steps
Background

- **May 2007**
  “Pride in Your Neighborhood” concept is presented to City by Keep Dallas Beautiful
  
  KDB is local affiliate of national **Keep America Beautiful**
  and has conducted “Pride” programs successfully in other communities

- **10 Dec 2007**
  Council committee briefing on Litter Initiatives
  – introduced “Pride” concept to Quality of Life committee

- **23 Jan 2008**
  Council resolution approves piloting “Pride” in seven selected neighborhoods, with funding of $435,000
Program Overview

Concept:
- A nationally-proven “Beautification Program” which empowers citizens through education and training to **take responsibility for enhancing their communities**

- Grass-roots effort to improve appearance of Dallas neighborhoods using:
  - Leadership within the community
  - Educational tools
  - Hands-on efforts for clean-ups and beautification projects

- Tools to measure the success of this program:
  - Windshield Survey System – identifies areas needing cleanup activities
  - Photometric Index – measures amount litter before and after
  - Litter Index – assessment of the type of litter
Program Overview (continued)

Program Goals

- Re-establish and nurture community pride in seven neighborhoods:
  - Arcadia Park
  - Beverly Hills
  - Cedar Oaks
  - Arlington Park
  - Dixon Circle
  - Fordham Road
  - Singing Hills

- Reduce litter, wipe out graffiti, and eliminate common dump sites

- Attract new stakeholders (homeowners, businesses)

- Increase property values over time
Program Overview (continued)

How this plan becomes:

Generate community-supported Goals & Ideas from …

YOU!

Add resources & tools, from …

City of Dallas/Keep Dallas Beautiful

Mix with effective leadership & participation

Leaders!

ACTION
How to Achieve Program Goals

Each neighborhood is slated for all of the following activities:

- 2 Clean up events – to be selected by residents
- 2 Beautification events - planting, gardens, signage
- 1 Leadership workshop - follows the Kick-Off event
- Home Improvement Incentive opportunities
  - $1,000 grant for resident to improve exterior home appearance (paint, doors, windows, roof and gutters)
  - May be done as a community project
- Joint Environmental Program for Youth
  - Paid program (i.e., summer) to increase environmental awareness
  - Up to 50 high school students
  - Paid $10/hour for 20 hours of community service
- 1 Neighborhood websites
  - Computer provided to PIYN chairperson, with training
  - Keeps residents connected with program events
  - Allows chairperson to connect with other PIYN contacts
Current Status

- **Getting started:**
  - Developed program timeline
  - Received Council member input for each pilot area
    - Community assets, possible goals
  - Created stakeholder lists for each neighborhood
  - Attended various NAs/HOAs meetings to stir initial interest

- **Three neighborhoods already underway:**
  - Arcadia Park    - June 2008
  - Beverly Hills  - August 2008
  - Cedar Oaks     - Sept 2008
Arcadia Park Neighborhood

What have we done?

- June / July 2008
- Kick-Off Event at Arcadia Park Rec Center – 52 attendees
- Two Leadership Meetings – residents select leader; identify goals, learn activity techniques, schedule and conduct cleanups
Arcadia Park Neighborhood

What have we done?

- July 2008 – Joint Youth Environmental Workshop
  - 42 high school students
    - From area high schools
  - Environmental awareness topics
    - Water quality
    - Wetlands (plants, insects & soil)
    - Green buildings
    - Alternate energy
- Paid $200 (via debit card) for 20hrs of service
Arcadia’s Environmental Youth Workshop
Arcadia Park Neighborhood

What have we done?

- August 2008 - Community Clean-Up event #1
  - Good turnout - about 100 neighborhood volunteers
  - Addressed code issues of importance to stakeholders
    - Removed 800 pounds of litter
    - Impounded three (3) stray dogs
Beverly Hills and Cedar Oaks Neighborhoods

- **What have we done?**
  - Reviewed neighborhood concerns with city staff
    - Code, Police, Sanitation, Fire, OEQ, STS, DWU, PWT
  - KDB prioritized neighborhood issues on “Street Assessment Survey”
  - Hosted Kick-Off Events
    - Beverly Hills: August 30
    - Cedar Oaks: September 27
Beverly Hills Neighborhood – Kick Off
Cedar Oaks Neighborhood – Kick Off
Next Steps

- Continue to roll-out the next four neighborhoods
  - Oct 2008: Arlington Park & Dixon Circle
  - Nov/Dec 2008: Fordham Road & Singing Hills

- Conduct program activities in all neighborhoods

- Identify and rank “Pride” neighborhoods to initiate in FY09
  - Seek input from Council members
  - KDB to evaluate and rank the candidate communities

- Spring 2009 – Status update to Quality of Life
APPENDICES
Appendix “A”

Pride In Your Neighborhood

Neighborhood Maps .....................................A-3 – A-10
Program Timeline............................................ A-11
T-Shirt Design ..................................................A-12
"PRIDE IN YOUR NEIGHBORHOOD" PROPOSED PILOT LOCATIONS

- BACHMAN NW HWY CA (4,317)
- LOVE FIELD WEST NA (1,093)
- ARLINGTON PARK (346)
- WESTMORELAND HEIGHTS NA (1061)
- CEDAR OAKS (334)
- ARCADIAPARK NA (823)
- BEVERLY HILLS (295)
- ELMWOOD NA (1,342)
- SINGING HILLS / GLENDALE PARK (559)
- FORDHAM RD HOA (536)
- BUCKNER / PEAVY (1,711)
- CITY PLACE CW (95)
- QUEEN CITY NA II (975)
- DIXON CIRCLE (489)
- ALTA MESA HOA (169)
## Milestone Task Timeline

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>District/CM</th>
<th>Program Kick Off Event</th>
<th>Leadership Workshop</th>
<th>1st Clean Up Event</th>
<th>Graffiti Wipeout Event</th>
<th>Home Improvement Incentive Program (Grants)</th>
<th>KDB Program Monitoring</th>
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</table>
Volunteer residents who participate in neighborhood activities receive a PIYN T-shirt to aid with establishing the program identity.