

# Memorandum



DATE October 31, 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 Overview of Service Area Coordination Team

On Thursday, November 6, 2008, an overview of the service area coordination team will be presented to you. Attached is the briefing material for your review prior to Monday's discussion.

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



Forest E. Turner  
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, P.E., Assistant City Manager  
A.C. Gonzalez, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
David K. Cook, Chief Financial Officer  
Helena Stevens-Thompson, Assistant to the City Manager

# Overview of Service Area Coordination Team

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Presented to  
Quality of Life Committee  
November 6, 2008

Strategic Customer Services



# History

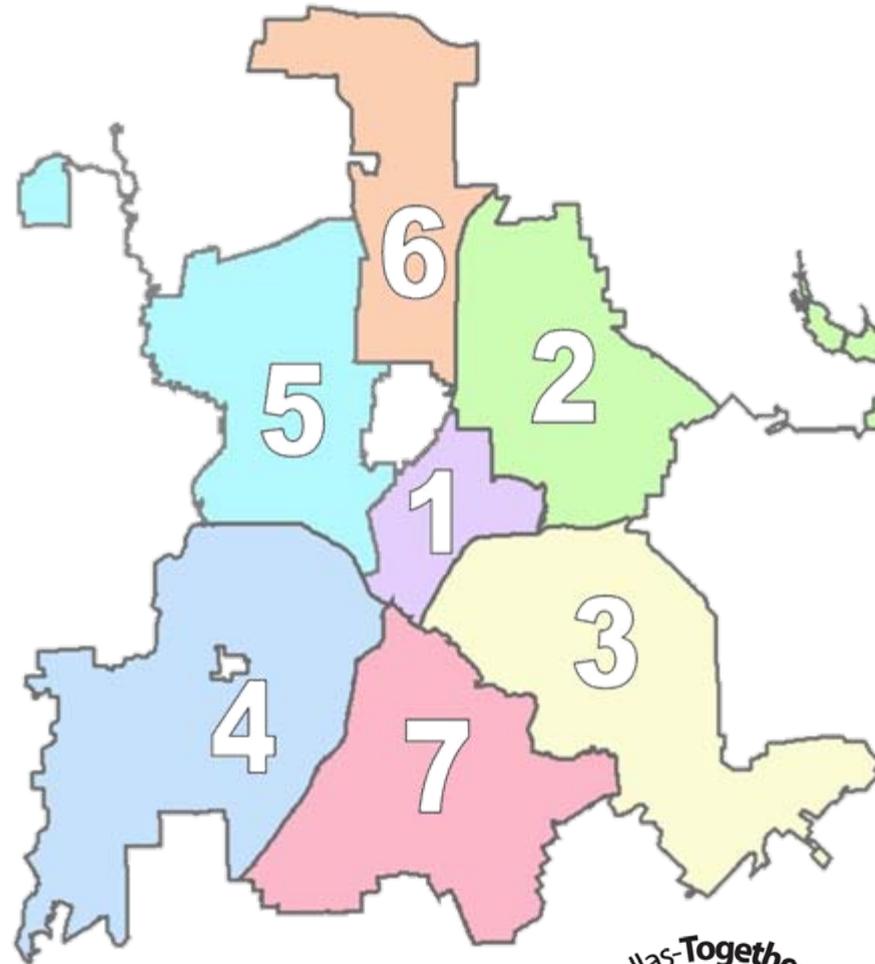
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- An organizational assessment conducted by the McKinsey & Company consulting firm provided best business practice recommendations for the most effective ways of improving accountability, responsiveness and overall quality of service.
- Resulted in the creation of the Office of Strategic Customer Services to house the programs developed to achieve improvement goals.
- In addition to the development of a performance measures and benchmarking program, a community liaison team was created.

# Coordination Team's Purpose

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To focus on the unique needs of the Neighborhood groups, Homeowner Associations and business groups located within each of seven service areas established in the City.



# Coordinator Responsibilities

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## Area Ombudsmen

- Representing the city and the area communities concerning program awareness and service implementation, which may result in updates or changes to City service distribution and/or delivery.

# Coordinator Responsibilities

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## Service Flow Management

- Managing multi-departmental activities by garnering City personnel, service expertise, equipment and outside agencies, to address concerns that affect a community's well-being, values and quality of life
- Known as "**Taskteam**" Projects

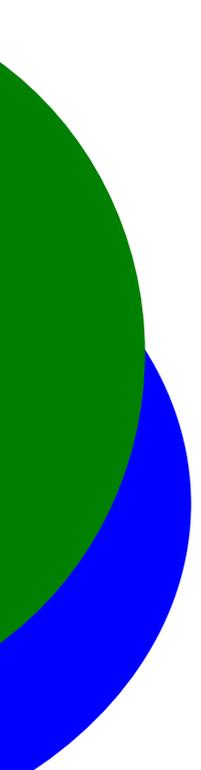
# Coordinator Responsibilities

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## Outreach and Public Relations

- Increase awareness of City programs and services available citywide.
- Promote City programs, events and services available within that service area that address the unique needs and concerns of that community or neighborhood.
- Improve the City's image and community satisfaction levels with City service.



# Community Oriented Service

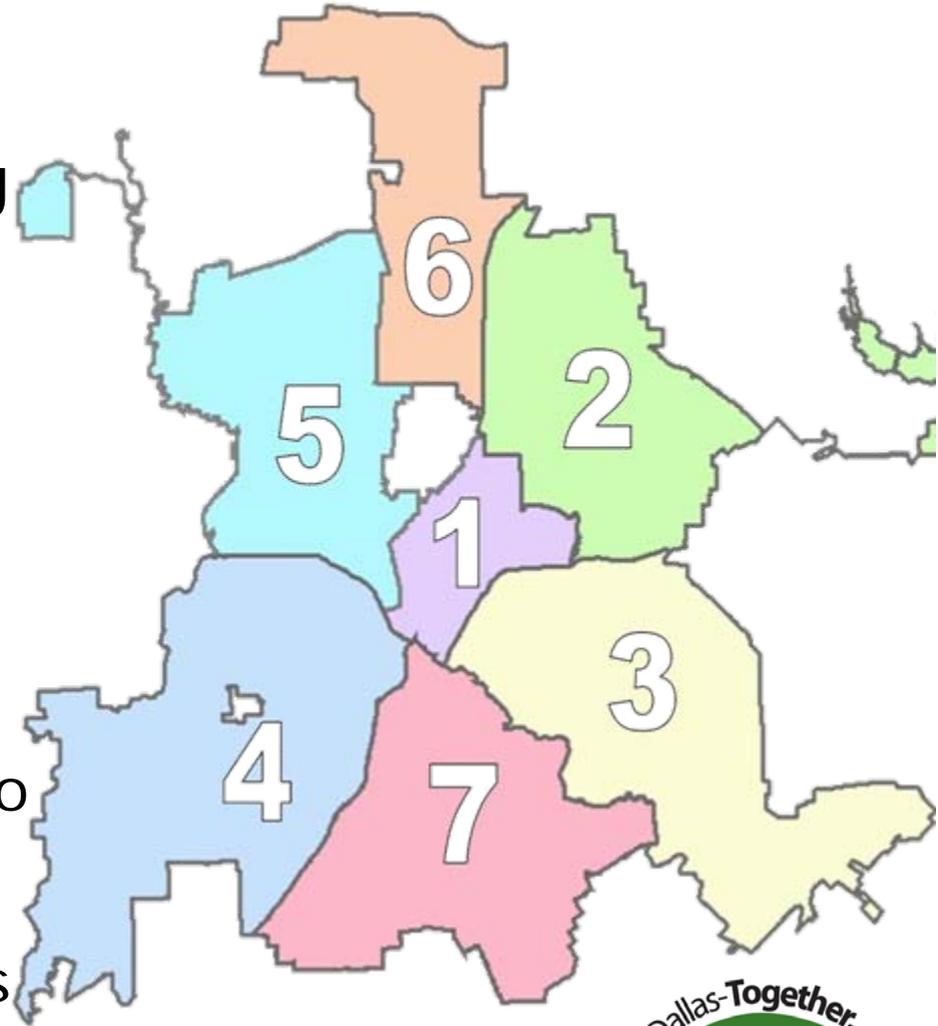
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Each coordinator provides service in a manner that will be best received by that neighborhood group or business association within that area.

# Service Area Boundaries

Area boundaries mirror police districts resulting in

- Reducing community confusion of who to contact
- Quicker liaison identification with agencies
- An increased ability to develop strong networks to improve overall service access and implementation



# Service Area Coordinators

## Central (1)

Pamè La Ashford  
(214) 671-8875

## Northeast (2)

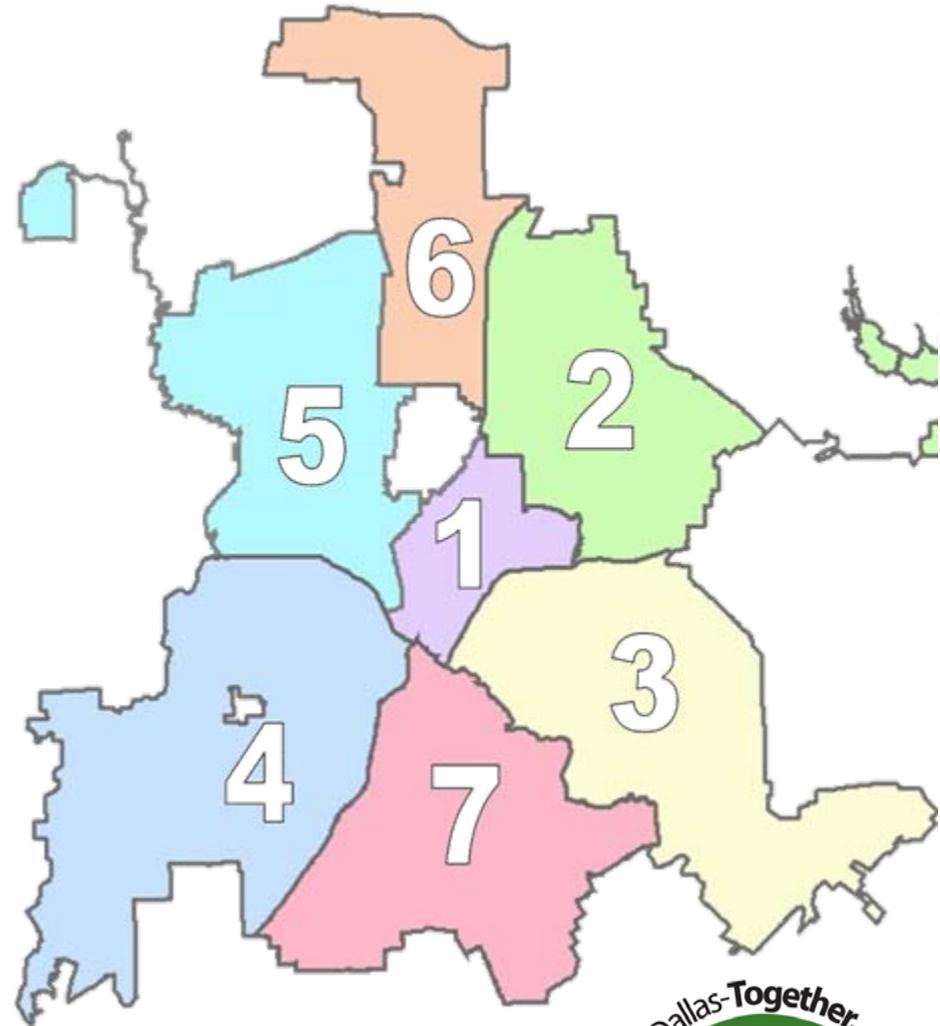
Staci Thetford  
(214) 671-8058

## Southeast (3)

Corey Morgan  
(214) 671-8913

## Southwest (4)

Kevin Acosta\*\*  
(214) 671-8874



# Service Area Coordinators

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## Northwest (5)

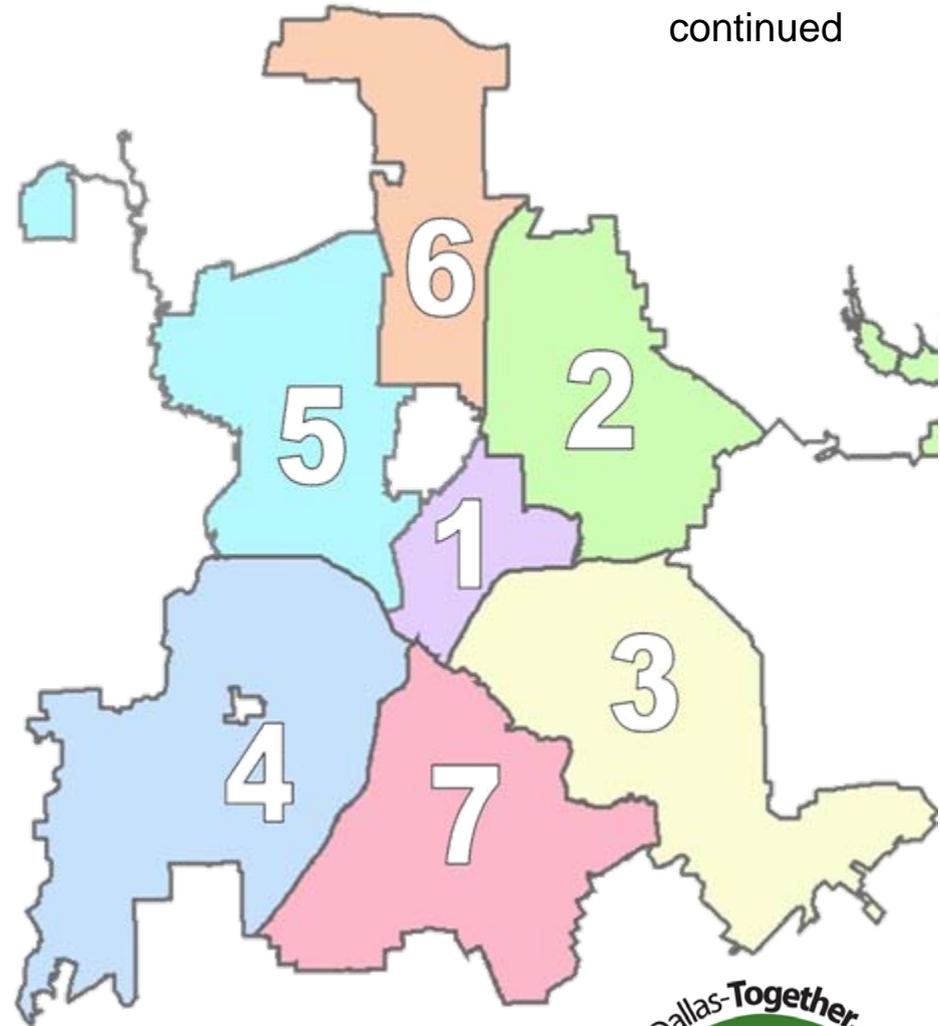
Maibel Medina\*  
(214) 671-8871

## North Central (6)

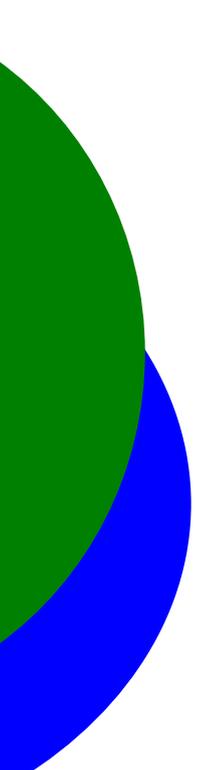
Mick McCord  
(214) 671-8876

## South Central (7)

Katina Johnson  
(214) 671-8057



\* Speaks Spanish



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# **Service Area Coordination Taskteam Project Examples**

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# Taskteam Project Example

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## **Central Expy-Bluebell St Area Improvement**

### **Community Issue**

In July, the Cedars CW presented concerns of high levels of homeless traffic and related crime along a 2.4 acre of land near Pilgrims Pride that has slowly become a hazardous forest area.

### **Action Taken**

Service Area Coordinator organized a Taskteam which included DART, DOWNTOWN DALLAS, DPD and DCC and developed a fast-track plan that involved cutting down overgrown vegetation, removing tons of hazardous trash and blocking access bridges into the area.

### **Result**

Project goals were accomplished in 10 weeks. Homeless traffic and loitering has visibly decreased. Currently, an adjacent property owner is in talks with DOWNTOWN DALLAS about the possibility of making an open field in the area into an activity center or sporting location.

### **Service Area that benefits**

Central (Pamè La Ashford)

### **Council Districts that benefit**

District 2 (CM Medrano)

# Taskteam Project Example

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## **Dixon Branch Apartment Demolition Demands**

### **Community Concern**

Dixon Branch HOA was concerned about increased crime in the area especially at a large apartment complex. It was assumed that the City could take the complex, demolish site and find a developer to build something else.

### **Action Taken**

Service Area Coordinator, with DPD, organized a community meeting to inform the community of current actions being taken to address concerns, the legal steps the City can take if progress was not made by the complex and why the City could not take the complex under eminent domain.

### **Result**

Since the inception, DPD has reported that the total crime in the area and around the apartments has decreased from 7 reported offenses in August to 2 reported offenses in October for a total reduction of 71%. Crime in the apartments alone has decreased from 5 reported offenses in August to zero in October.

### **Service Area that benefits**

Northeast (Staci Thetford)

### **Council Districts that benefit**

District 9 (CM Kadane)

# Taskteam Project Example

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## **Mapping Project for Community Improvement**

### **Council Initiative**

Determine a strategic method to prioritize city services to resolve extensive quality of life issues in Council District 7.

### **Action Taken**

Worked with CM Davis to identify 10 areas that were mapped, pinpointing locations of frequent violations and illegal land use. These maps also helped identify tax exempt residents possibly eligible for other services.

### **Result**

Intensive code education and neighborhood clean ups and beautification projects, including mow clean activities, in over 10 neighborhoods. Provided education awareness to schools in the target area, which included recycling awareness, crime-watch and kid safety.

### **Service Area that benefits**

Southeast (Corey Morgan)

### **Council Districts that benefit**

District 5 (CM Davis)

# Taskteam Project Example

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## **Neighborhood Preservation & Clean-up**

### **Community Issue**

Several communities in South Central lacked an organized cohesiveness to preserve their neighborhoods and implement activities to clean up the area and improve their quality of life.

### **Action Taken**

Service coordinator, along with DPD, engaged target areas to create crime watch and neighborhood associations.

### **Result**

Nine (9) new neighborhood groups have been created and three (3) reactivated. As a result, there have been five (5) major community cleanups, an event now known as "Trash Attacks".

### **Service Area that benefits**

South Central (Katina Johnson)

### **Council Districts that benefit**

District 5 (CM Hill), District 4 (CM Caraway) & District 8 (CM Atkins)

# Taskteam Project Example

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## **Neighborhood Tour**

### **Councilmember Initiative**

Following a neighborhood tour in District 3, CM Neumann engaged Southwest Coordinator to assist with addressing over 20 issues submitted by HOA and NA members.

### **Action Taken**

Coordinator took issues and determined the best strategy for resolution of the issues and engaged the departments that were involved with each situation.

### **Result**

Provided updated information to CM Neumann's staff to assist in developing CM's response back to the respective HOA, NA, or community contact.

### **Service Area that benefits**

Southwest (Kevin Acosta)

### **Council Districts that benefit**

District 3 (CM Neumann)

# Taskteam Project Example

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## **Lend A Hand Panhandling Awareness Campaign**

### **Community Issue**

Businesses within the Central Business District wanted to find a way to proactively address panhandling/solicitation in the area and inform residents of a better way to give to help end homelessness.

### **Action Taken**

Partnering with DOWNTOWNDALLAS and Metro Dallas Homeless Alliance, a public awareness campaign was created to aid in reducing panhandling/solicitation and direct homeless, volunteers and donors to give to "The Bridge".

### **Result**

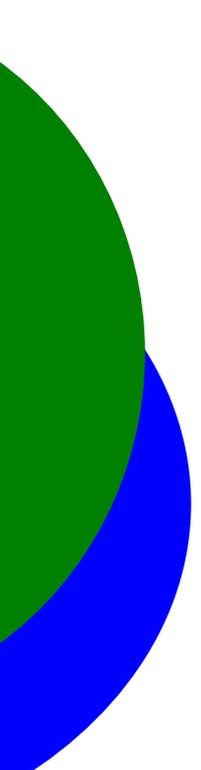
Successfully kicked off the "Lend A Hand By Not Handing Out" Campaign. Downtown businesses and residents now receive informational material to distribute throughout the downtown area by DOWNTOWNDALLAS.

### **Service Area that benefits**

Central (Pamè La Ashford)

### **Council Districts that benefit**

District 2 (CM Medrano) & District 14 (CM Hunt)



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# **Service Area Coordination Citywide Project Examples**

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# Citywide Project Example

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The **Dallas Delivers DPD Training Program** is a resource that provides officers a better understanding of how to resolve non-law enforcement issues.

Surveys received from the Dallas Police Department yield an overwhelming positive result.

To date, there have been 20 classes with approximately 52 officers per class resulting in the effective training of over 1040 Dallas Police Officers.



# Citywide Project Example

The **Community Associations Mapping Project** was created to identify active Homeowner, Neighborhood and Crime Watch associations in the City of Dallas.

Those groups identified are placed on an interactive mapping site to make this information available to our residents.

By the end of the 2008 update cycle the City will have the following associations counts registered in the system

- 133 Crime Watch Group
- 180 Homeowner Associations
- 209 Neighborhood Associations
- 522 associations will be mapped by the end of 2008



# Citywide Project Example

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The **Graffiti Wipeout & Trash Attack** is a Citywide community event designed to remove litter and trash and abate graffiti throughout Dallas.

Launched in 2006 by CM Hunt the event evolved in 2008 when CM Hill requested the addition of "Trash Attacks".

Even though the event day was windy and unseasonably cool, a total of 826 volunteers showed up to abate graffiti and clean up litter at this year's event.

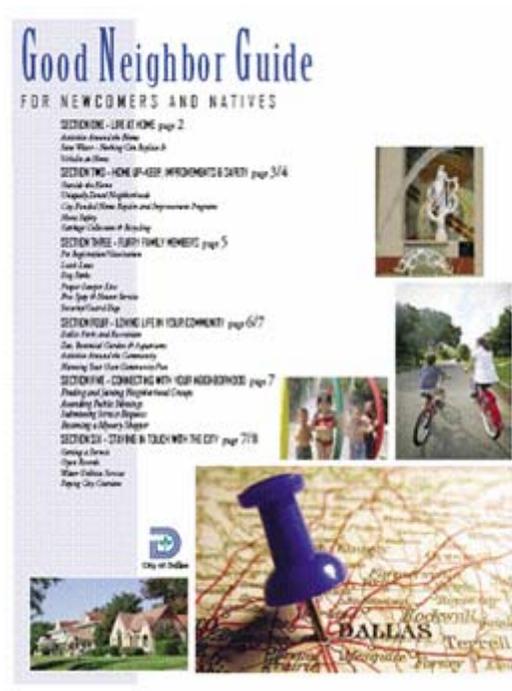
Of those volunteers, 320 were minors, a huge increase in minor participation.

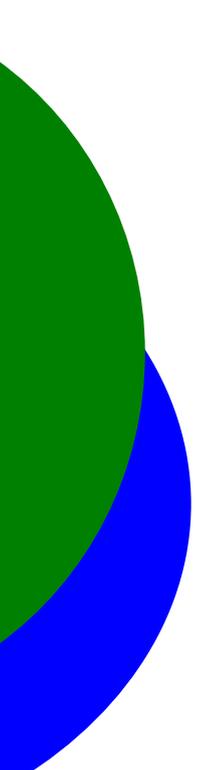


# Citywide Project Example

The Service Area Coordination Team **Good Neighbor Resource Guide** is a booklet that provides new homeowners with vital information about their neighborhood and details to understand and access City services.

The Good Neighbor Resource Guide has become an excellent reference tool for new and established homeowners citywide. First published in November 2007, the guide has become an commonly requested piece for neighborhood group welcome kits. To date **over 5,565 guides have be distributed citywide.**





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# Upcoming Service Area Coordination Projects

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# 2008/2009 Taskteam Projects

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## **Ferguson Park Neighborhood Improvement**

Residents of Sorrento Street are experiencing increased litter on their properties, trespassing violations and stolen property as a result of the activity of the patrons at Ferguson Park. (District 7)

## **Central Area Neighborhood Lighting**

Three (3) disputing neighborhood associations in the Greenville Avenue area are in conflict over street and pedestrian lighting requests due to the abuse of resident only parking and BMVs. (District 2 & 14)

## **Maple Avenue Business Area Project**

CM Medrano and the Greater Dallas Hispanic Chamber of Commerce identified a need to clean-up the Maple Avenue business area (between Oaklawn Ave and Inwood Rd.) for an enhanced quality of life and reduction in crime. (District 2)

# 2008/2009 Taskteam Projects

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continued

## **Lake West Area – West Dallas**

Redevelopment project where service departments and outside service agencies work together to ensure that the streets, school zones, street signs and lighting match redevelopment vision.

## **Mayor's Southern Dallas Task Force Initiative**

A large scale program led by Mayor Leppert and CM Atkins that commits working teams to the continuous improvement of southern sectors in South Dallas that are in need of economic development.

## **Timberglen Area Clean-up Project**

Taskteam project that will address DPD, Code, PKR and PWT related community concerns. (District 12)

# 2008/2009 Citywide Project

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**The Service Area Coordination Symposium** is an internal event that targets staff who have routine contact with Dallas residents. The symposium serves as customized customer service training that

- Improves understanding of how one department's responsibilities and actions affect the City as a whole.
- Encourages effective organizational functionality through cross departmental collaborative efforts.
- Provides access to information that will enhance professional growth.

At the 2007 event, 188 City employees attended and responded with a 93% overall satisfaction with the main session of the Symposium.

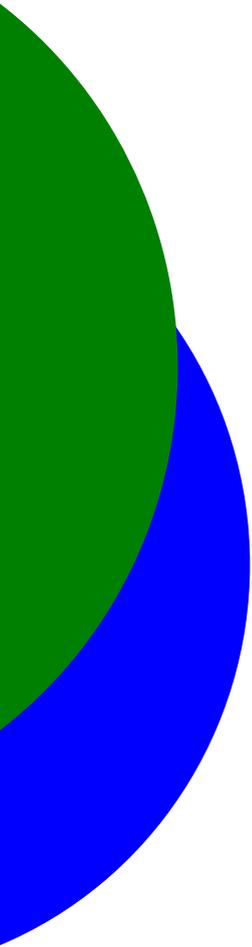


# New Citywide Program

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## The “**Loving My Community**” Neighborhood Improvement Program

- Formally known as “My Dallas”
- Awards funds to groups selected from each of the seven areas
- Funding in the form of a match grant
- Projects must
  - result in improving a community area
  - have a public benefit
- Selection process done by a committee
- Projected program launch is Jan/Feb 2009



# Questions

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