

Memorandum



CITY OF DALLAS

DATE December 6, 2013

Honorable Members of the Quality of Life & Environment Committee:
TO Dwaine R. Caraway (Chair), Sandy Greyson (Vice Chair), Adam Medrano,
Rick Callahan, Carolyn R. Davis, Lee M. Kleinman

SUBJECT Discussion on Next Steps for Proposed Solicitation and Anti-Litter Ordinance

The Quality of Life & Government Services Committee was last briefed on current regulations and potential amendments to strengthen existing anti-litter and solicitation ordinances on April 22, 2013.

As requested by the committee, a draft ordinance was discussed by City Council on May 15, 2013. In response to the City Council's concerns about litter created by free newspapers distributed without subscriptions, The Dallas Morning News has provided the attached information.

On December 9, 2013, the Quality of Life & Environment Committee will have an opportunity to discuss next steps for consideration of potential amendments to the anti-litter and solicitation ordinances.

Please let me know if you have questions.

A handwritten signature in black ink, appearing to read 'Joey Zapata', written over a horizontal line.

Joey Zapata
Assistant City Manager

Attachment

cc: Honorable Mayor and Member of the City Council

A.C. Gonzalez, Interim City Manager

Warren M.S. Ernst, City Attorney

Daniel F. Solis, Administrative Judge

Rosa A. Rios, City Secretary

Craig D. Kinton, City Auditor

Ryan S. Evans, Interim First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager

Forest E. Turner, Assistant City Manager

Charles M. Cato, Interim Assistant City Manager

Theresa O'Donnell, Interim Assistant City Manager

Jeanne Chipperfield, Chief Financial Officer

Frank Libro, Public Information Officer

Elsa Cantu, Assistant to the City Manager – Mayor and Council



MICHAEL S. RAWLINGS
Mayor

November 12, 2013

The Honorable Dwaine R. Caraway
Councilmember
Quality of Life Committee Chair
City of Dallas
1500 Marilla Street, 5FN
Dallas, Texas 75201

Dear Councilman Caraway:

You requested that I meet with management of the Dallas Morning News and Al Dia to discuss the City Council's concern in relation to the excess amount of newspapers that pile up from time to time in front of houses in Dallas.

I asked Jim Moroney, Publisher and CEO of The Dallas Morning News to review and assess their procedures, and look for ways to improve and minimize the problem. We had two conversations on this issue and attached you will find his response.

If we take any next steps as a council, it should first go through the Quality of Life Committee which you Chair. I greatly appreciate the attention and importance Mr. Moroney has given this matter, and hope we can all work together to find a feasible resolution.

Should you have any further comments or question, please feel free to contact me.

Best regards,

A handwritten signature in black ink, appearing to read "Michael S. Rawlings".

Michael S. Rawlings
Mayor

cc: Members of the Dallas City Council
AC Gonzalez, Interim City Manager
Jim Moroney, Publisher & CEO, Dallas Morning News

The Dallas Morning News

Jim Moroney

Publisher and Chief Executive Officer

October 29, 2013

Michael S. Rawlings, Mayor
Dallas City Hall
1500 Marilla Street
Dallas, Texas 75201

Mayor Rawlings,

As requested, here is the information on our delivery practices for Al Dia:

First, as a reminder, here are our current distribution processes:

- Household specific delivery model. Not a saturation delivery.
- Long-term tenured readership
 - Over 90% of Briefing & Al Dia subscribers have had delivery for over one year
- Strictly enforced expectations that carriers stop delivery after two or more papers are in lawns
- Direct phone line and email address is promoted on the bag and in the paper every delivery day to inform readers of how to stop delivery either temporarily for vacation or permanently.
- The same contractual delivery standards exist for Al Dia and Briefing as are in place for The Dallas Morning News.
- Three formal third party audits are performed each week to ensure delivery accuracy and confirm contractual delivery compliance.
- Delivery contractors perform routine audits on almost a daily basis to ensure contract compliance
- Electronic delivery lists are updated daily for all publications to ensure accurate delivery and immediate transmission of stop and start requests.

Second, here are some recent actions we have taken to further improve how we monitor the distribution of our free news publications:

- In addition to the three routine audits performed each week, two street-by-street audits of the entire city of Dallas have been done in the past 12 months. One in late 2012 and another this past Summer.
 - Every one of the ~110,000 addresses that receive Al Dia or Briefing was reviewed

- Third party auditors checked for out-of-compliance deliveries of Briefing, Al Dia, and La Estrella (Ft Worth Star-Telegram's Spanish language publication).
- In the 2012 audit 729 out-of-compliance deliveries were found
- The Summer 2013 audit results showed an improvement of 45% with 398 non-compliant deliveries. In both audits the error rate was less than 1%

Here are additional steps we have taken since the Council took up this issue:

- Maintain bi-annual street-by-street audit of every district.
- Provide direct contact information for a senior executive for distribution at *The Dallas Morning News* to Council members for distribution to constituents and community watchdogs.

We work hard to make accurate household specific deliveries every day with every edition. We work diligently every week to remove deliveries that have not been picked up. We don't want our neighborhoods to look unkempt based on our delivery practices.

Al Dia is an important instrument of information for an important and growing segment of Dallas' voting population. I know we share the belief that a democracy will only flourish and endure if its citizens are well informed. Any overly burdensome distribution obligations that the city would impose on Al Dia would very likely result in our discontinuation of Al Dia distribution within the Dallas city limits in favor of greater circulation in the other incorporated municipalities in North Texas.

Regards,



Jim