

# Memorandum



CITY OF DALLAS

DATE April 13, 2012

TO The Honorable Mayor and Members of the City Council

SUBJECT Operation: Beautification, A Citywide Community Cleanup

On Wednesday, April 18, 2012 the Council will be briefed on Operation: Beautification, A Citywide Community Cleanup. 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 blue ink, appearing to read 'Joey Zapata'.

Joey Zapata

Assistant City Manager

cc: Mary K. Suhm, City Manager  
Thomas P. Perkins, Jr., City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
C. Victor Lander, Administrative Judge  
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  
Jeanne Chipperfield, Chief Financial Officer  
Stephanie Cooper, Assistant to the City Manager



# OPERATION: BEAUTIFICATION

A Citywide Community Cleanup  
May 19, 2012

Briefing to City Council  
April 18, 2012



## *Why does the City sponsor community cleanups?*

- A strong city
  - Needs vibrant workforce and residents
  - Needs clean, safe, attractive neighborhoods
- Dallas supports neighborhoods in order to promote a strong city



# Background

- Dallas averages approximately 132,000 service requests annually for Code concerns, including
  - High Weeds
  - Litter
  - Illegal Outside Storage
- Nuisance Abatement crews in Code Compliance perform an average of 28,000 abatements annually
  - Mowed and/or cleaned
  - Heavy clean
  - Graffiti removed
  - Structures secured
- The City can't address all neighborhood issues alone
  - Neighborhood associations are vital
  - Community partnerships are necessary for sustained compliance in our neighborhoods



- The City participates in 25 to 30 community cleanup events every year, ranging from smaller, one block cleanups to larger events
- Cleanups include more than picking up litter, mowing high weeds and covering graffiti
  - There are many neighborhoods that have homes with code violations (peeling paint, exposed/rotted wood, etc.) that the owner cannot repair for various reasons
    - Elderly
    - Disabled
    - Financial Hardship
- Volunteers often step up to address problems and code violations with more lasting effect than the City enforcement process

- The Quality of Life Committee was briefed on Community Cleanups on February 13, 2012
- The committee was in favor of proceeding with a citywide cleanup event
  - *Operation: Beautification* is the result of staff's efforts to organize an event based on the committee's recommendations
  - The first of what is hoped to become a semi-annual citywide event

# Citywide Cleanup

**OPERATION:  
BEAUTIFICATION**  
A Citywide Community Cleanup

- Goal is to coordinate as many cleanup projects during the targeted period as possible, with an emphasis on community-led projects that are viable for each participating neighborhood
- The long-term goal of the citywide community cleanup concept is to foster community empowerment to allow neighborhoods to take proactive leadership roles to enhance overall quality of life

Before



After



- *Operation: Beautification* will take place May 19, 2012
  - City staff is contacting community groups and businesses by email, the City's website, public service announcements on Clear Channel electronic billboards, and in person at community meetings and events to encourage participation
  - Participating groups are responsible for identifying and organizing projects in their neighborhoods that are viable to undertake
  - Groups should register their participation online at [DallasCityHall.com](http://DallasCityHall.com), or by completing a registration form that has been widely distributed to organizations, council members, city staff, and the media
  - The City will assist in advertising cleanup events that have been registered in order to encourage volunteerism, and will provide an out-of-schedule trash collection for organizations that participate

- Staff will continue to update Council on the citywide cleanup as the date approaches
- Experience from this event will be used to improve and grow more citywide cleanup efforts