



Clean, Healthy Environment

City Council Planning Session

January 2011

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Road Map

- Vision for the Future
- Council Objectives
- Strategy Map
- Strategies & Data
- Links to other KFAs

Vision For The Future: Creating a Better Tomorrow

*To provide a Clean, Healthy
Environment meeting the needs of
the present while enhancing
opportunities for future generations*



Council Objectives

Indicator	Current Data
<p><u>Produce a “Cleaner” City:</u> 7% reduction in Top 3 Code Compliance Requests annually</p>	<p>Top 3 Code Compliance service requests FY 09-10:</p> <ol style="list-style-type: none">1. High Weeds: 37,4492. Litter: 20,1543. Obstruction Alley/Sidewalk/Street: 12,575 <p>Total Code Compliance cases worked – 132,502</p> <p><i>Change in requests from FY 08-09:</i></p> <ul style="list-style-type: none">• High Weeds decreased 0.07%• Litter decreased 7.2%• Obstruction Alley/Sidewalk/Street decreased 9.5%• Loose Aggressive Animals decreased 28.6%
<p><u>Increase Household Recycling:</u> Increase from 8.2 lbs per month in 2006 to 36 lbs per month by end of FY10-11</p>	<p>All households have been converted to OneDay Dallas. Household recycling has increased from 24 lbs per household in FY 08-09 to 31.45 lbs per household for FY 09-10</p> <ul style="list-style-type: none">•The City won second place in the Community Partnerships category of the North Texas Corporate Recycling Association Green3 Awards

Council Objectives

Indicator	Current Data
<p><u>Reduce Water Consumption:</u> Reduce from 212 gallons per capita per day (GPCD) in 2004 to 195 GPCD by 2011, with an additional 5% reduction by 2016</p>	<p>GPCD was: 197 GPCD in 2008 190 GPCD in 2009 surpassing the 2011 goal 171 GPCD in 2010</p>
<p><u>Reduce Water Consumption:</u> Educate the public about Dallas' water conservation & achievements; make 8,500 face-to-face contacts per year and achieve 12 million media impressions per year</p>	<p>Dallas' Water Conservation efforts have achieved regional and national recognition as evidenced by the EPA's 2010 Water Sense Award. Dallas' Save Water- Nothing Can Replace It campaign reaches 25% of the Texas population through our collaborative efforts with the Tarrant Regional Water District.</p>

Council Objectives

Indicator	Current Data
<p><u>Improve Quality of Air:</u> Take a leadership role working with regional partners to reduce the number of ozone exceedence days by 5%</p>	<p>In August 2010, EPA issued a determination of non-attainment for the DFW area and proposed the area be bumped up from moderate to serious with a new attainment date of June 15, 2013. The City of Dallas has taken a leadership role in regional coalitions, including the North Texas Clean Air Steering Committee and the North Texas Clean Air Coalition, which are working to reduce emissions contributing to ozone in the DFW area. During the 2010 Ozone Season (May 1 – October 31), the North Texas Air Quality Region exceeded permissible levels for the criteria pollutant ozone a total of 8 days. This number represents a 27% percent decrease from the 2009 ozone season in which there were a total of 11 ozone standard exceedance days.</p>
<p><u>Improve Quality of Air:</u> Reduce the use of cars via making the city more pedestrian and bicycle friendly by development and adoption of Complete Streets Policy</p>	<p>City was awarded a federal grant that enabled expansion of scope to include development of a comprehensive complete streets manual and design for 15 demonstration projects.</p> <ul style="list-style-type: none">• “The Bishop Ave. Improvement Project” is an example of a project that addresses the “complete street” concept. This project is currently under design and will be awarded for construction in the spring of 2011.

Council Objectives

Indicator

Current Data

Reduce Chronic Homelessness:
Reduce chronic homelessness by 10% each year through 2014

In 2004, the City of Dallas adopted the 10-Year Plan to reduce homelessness

- Since 2004, the total number of chronically homeless individuals has decreased 57%
- The 2010 Annual “Point in Time” Homeless count indicated a 14% reduction in chronically homeless to 609 in 2009, to 514 in 2010
- 64% of homeless who indicated they have been homeless for 1 year or longer are in transitional housing or permanent supportive housing

Green Initiatives:
Provide outreach programs and educational kits to a total of 1,200 residents

By Fall 2010, the City had provided 361 Dallas Citizens with Energy Efficiency and Water Conservation kits that help conservation resources and assist reducing household costs

Green Initiatives:
Maintain renewable energy purchase at 40%

Dallas is the nation’s 2nd largest municipal purchaser of “green” power by percentage purchased; continued commitment to purchase 40% renewable power or nearly 334 million kilowatt-hours (kWh)

Council Objectives

Indicator

Current Data

Green Initiatives:

Craft city policy to facilitate community gardens

Both Zoning Ordinance Committee and City Planning Commission approved amendments to the Dallas Development Code regarding Community Gardens and are now awaiting City Council action and is on the Council's scheduled for February 9, 2011

Green Initiatives:

All buildings over 10,000 sq ft are designed to LEED Silver standards

FY09-10 LEED Certifications:

3 Gold

6 Silver

For a total of 19 City buildings LEED certified to date

Green Initiatives:

Reduce greenhouse gas emissions by 7% by 2012

On track to meet this commitment primarily through green power purchase and energy efficiency improvements

Green Initiatives:

Meet State-mandated 30% energy reduction by 2013 (from 06-07 baseline)

Reduced energy usage at City facilities (accumulated reduction from 2007 baseline):

FY 08-09 3.6%

FY 09-10 7.5%

MUNICIPAL LEADERSHIP

Environmental Management

Regulatory Compliance

Codes and Ordinances

City Services

REGIONAL COLLABORATION

Air Quality / The SIP

Water Resource Planning

Transportation Planning

Health Services

**Clean,
Healthy
Environment**

COMMUNITY ENHANCEMENT

Community Outreach

Neighborhood Quality

Health and Well Being

Education

ENVIRONMENTAL INITIATIVES

Sustainability

Clean Air

Clean Water

Solid Waste/Materials Management

Municipal Leadership

COUNCIL OBJECTIVES

- Produce a “Cleaner” City
- Improve Quality of Air
- Reduce Water Consumption
- Increase Household Recycling

STRATEGY

Demonstrate environmental leadership through shared knowledge, green initiatives, and ensure compliance with health and environmental regulations

SUB-STRATEGIES

1	<i>Communicate and coordinate environmental activities with other levels of government and the private sector</i>
2	Enhance and effectively enforce City Codes and Ordinances regarding health and the environment
3	<i>Creating pro-active initiatives and services to promote environmental conservation and sustainable development through collaborative efforts</i>
4	Comply with all federal, state and local regulations regarding health and the environment

MUNICIPAL LEADERSHIP



Municipal Leadership

- Leading Green Energy Purchaser
 - #2 on U.S. EPA's Top 20 Local Government list
 - #10 on U.S. EPA's National Top 50 list (includes all levels of government; businesses and Fortune 500 companies)
- Reducing Air Emissions
 - Alternative Fueled Vehicles comprise around 37% of the City fleet; Dallas maintains one of the largest alternative-fueled fleet in Texas and in the United States
 - Updated signal timings at 241 signals for efficient traffic flow; resulting in less fuel consumption and less air pollution. By the end of FY 10-11 a second project will update 117 more signals
- Environmental Management System
 - The City continues to manage and maintain an ISO 14001 certified Environmental Management System to help reduce operational costs and environmental impacts.
 - Green Purchasing Policy being updated; several Departments following their own policies to reduce chemical usage and increase resource conservation
 - Number of COD spills reported to OEQ decreased by 14% from FY 08-09 to FY 09-10
 - The certification allows the City to commit to the highest international standard for environmental management.

Regional Collaboration

COUNCIL OBJECTIVES

- Improve Quality of Air
- Reduce Water Consumption
- Green Initiatives

STRATEGY

Work with *citizens, surrounding governmental entities, and businesses* to improve the quality of the environment



SUB-STRATEGIES

1	Take a leadership role <i>in working with regional partners on control measures for inclusion in the reconsideration of the State Implementation Plan (SIP)</i>
2	Encourage development which connects pedestrian, bike, transit and road facilities, and expand transportation modal choices
3	Utilize a regional approach to enhance current water resource planning
4	Partner and support provision of cost-effective services by Dallas County and other providers

Regional Collaboration

- Continued involvement with Dallas Sustainable Skylines Initiative partners
 - 40 Habitat for Humanity homes at Frazier Court received LEED Silver energy efficiency upgrades yielding 10%-12% savings in three-bedroom homes and 21%-22% savings in two-bedroom homes
 - Working with regional and national partners to foster sustainable behavior
 - Working regionally to secure grant funds which drive green redevelopment such as TIGER grants, Bike Plan grant, Brownfields grant
 - Hosted four training workshops to aid with regulatory compliance and reporting requirements with attendees from across Dallas – Fort Worth and NCTCOG area
- City staff worked as external EMS (Environmental Management System) auditors to facilitate regional participation in voluntary pollution prevention and environmental stewardship initiatives
 - City of Coppell (2009), City of Garland (2009), Next Era Energy (Forney Plant, 2010), and DFW International Airport (2010)
- Hosted the 2010 Regional Water Quality and Green Infrastructure Conference with U.S. EPA
 - Attendees represented 20 municipalities in Texas, Oklahoma, Louisiana and Arkansas, as well as a number of architectural and engineering consulting firms, developers, landscape architects and academic institutions.

Environmental Initiatives

COUNCIL OBJECTIVES

- Green Initiatives
- Increase Household Recycling
- Reduce Water Consumption

STRATEGY

Promote positive environmental behaviors and practices by the City of Dallas and its residents



SUB-STRATEGIES

1	Develop and implement initiatives to increase public awareness, education and training related to the City's environmental programs
2	Preserve open spaces for parks <i>and community gardens</i>
3	Engage businesses and residents to promote sustainability and environmental stewardship, and reduce emissions and other environmental pollutants
4	Identify services that will create and establish collaborative efforts and synergies of a similar nature

Environmental Initiatives



- Water Conservation - Since the initiation of the DWU Conservation Program in FY 02-03, water consumption in gallons per capita per day (GPCD) decreased by nearly 23%
- Green Buildings - The number of LEED™ certified City-owned buildings in Dallas since last year has increased from 13 to 19. The number of registered citywide buildings went from 109 in 2009 to 152 in 2010, an increase of 39%
- Green Ride - During the 2010 Ozone Season, the online commute tracking system indicated that City employees have saved a total of 1.8 million miles traveled; this prevented about 2,197.7 tons in harmful emissions (April 1st – October 1st)
- Too Good to Throw Away – Beginning in 2007, an initiative to increase the quantity recycled from 8,000 tons a year to 43,600 by 2011 and double citizen recycling participation from 25% to 50%
 - In 2010, 44,713 tons were recycled and citizen participation increased to 62%

Community Enhancement

COUNCIL OBJECTIVES

- Produce a “Cleaner” City
- Reduce Chronic Homelessness
- Improve Quality of Air

STRATEGY

Enhance *the lives* of Dallas residents *by improving the quality and livability* of their neighborhoods













SUB-STRATEGIES

1	Improve neighborhood cleanliness by promoting compliance with <i>codes and environmental regulations</i>
2	Enhance pride in the community through <i>involvement with neighborhood programs</i>
3	Provide education on healthy lifestyles and natural resource stewardship
4	<i>Continue to implement support services and housing opportunities that create a safe and secure environment for chronically homeless individuals</i>
5	Identify services that will create and establish collaborative efforts and synergies of a similar nature

Community Enhancement

- The Bridge – Supporting strategies: establish central entry point and street services for the homeless; increase shelter capacity; provide array of health and human services; prepare the homeless for housing, employment and assimilation into the community
- Illegal Dumping Surveillance Camera Program – a proposed surveillance program to target frequent illegal dumping locations within the City
- Graffiti Abatement - The City received a gift of \$100,000 to fund anti-graffiti efforts. The funds will be used for public outreach, education, and supplies for graffiti abatement projects

Links to Other KFAs

CHE Strategies	CHE Sub-Strategies	Public Safety	Economic Vibrancy	Culture Arts & Recreation	Educational Enhancement	E3 Government
Municipal Leadership	<i>Environmental Management</i>					
	<i>Regulatory Compliance</i>					
	<i>Codes and Ordinances</i>					
	<i>City Services</i>					
Regional Collaboration	<i>Air Quality / The SIP</i>					
	<i>Water Resource Planning</i>					
	<i>Transportation Planning</i>					
	<i>Health Services</i>					
Environmental Initiatives	<i>Sustainability</i>					
	<i>Clean Air</i>					
	<i>Clean Water</i>					
	<i>Solid Waste</i>					
Community Enhancement	<i>Community Outreach</i>					
	<i>Neighborhood Quality</i>					
	<i>Health and Well Being</i>					
	<i>Education</i>					

KFA Linkages

***Having a Clean, Healthy Environment
creates the favorable conditions
necessary for the other KFAs to
succeed***



Appendix

References and Relevant Data



Air Quality



58% of Dallas citizens consider their air quality to be fair or poor

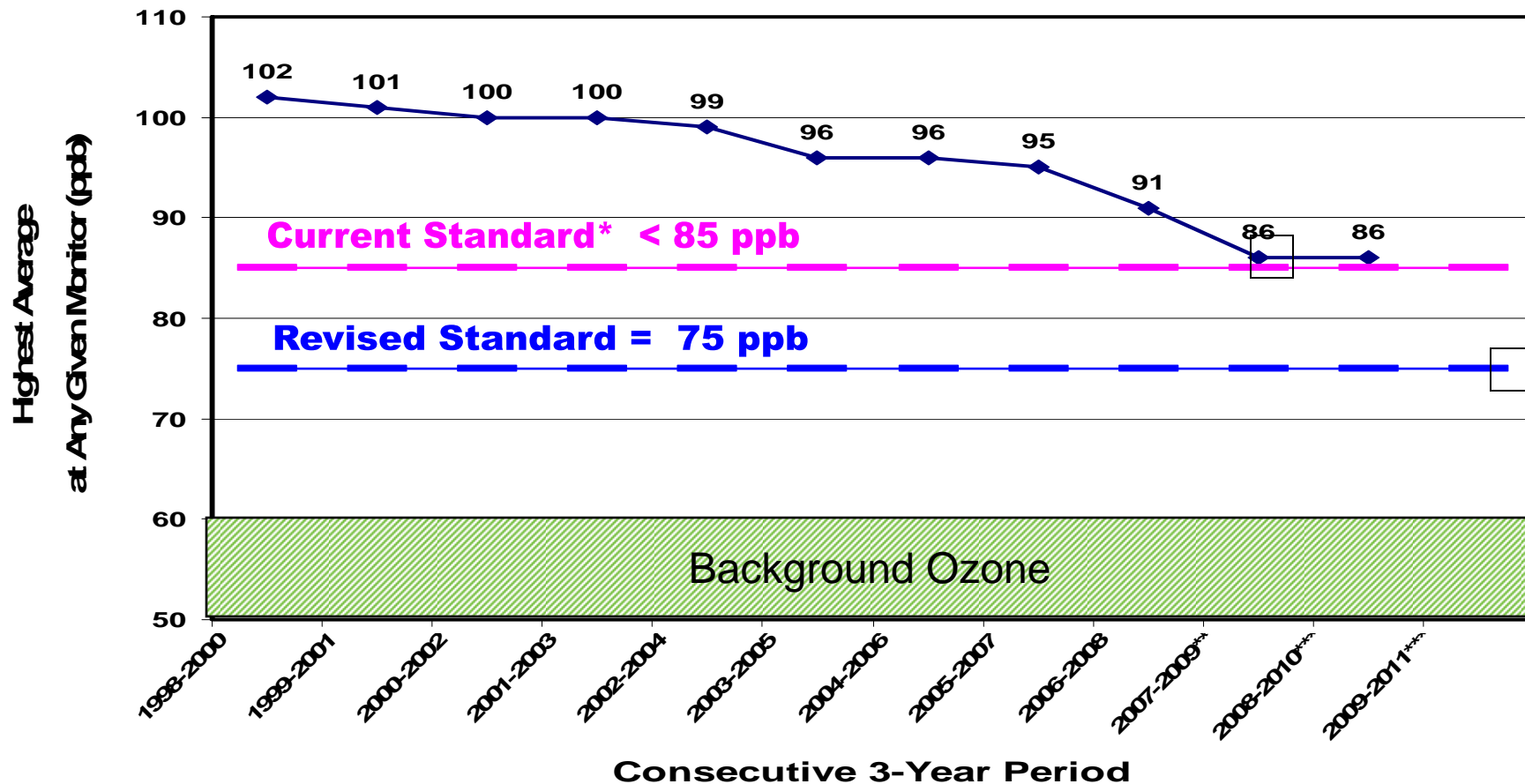
- *Citizen Survey 2009*
(67% in 2006 survey)

Dallas Metroplex is considered a non-attainment area for ozone

- *EPA*



8-Hour Historic Trends

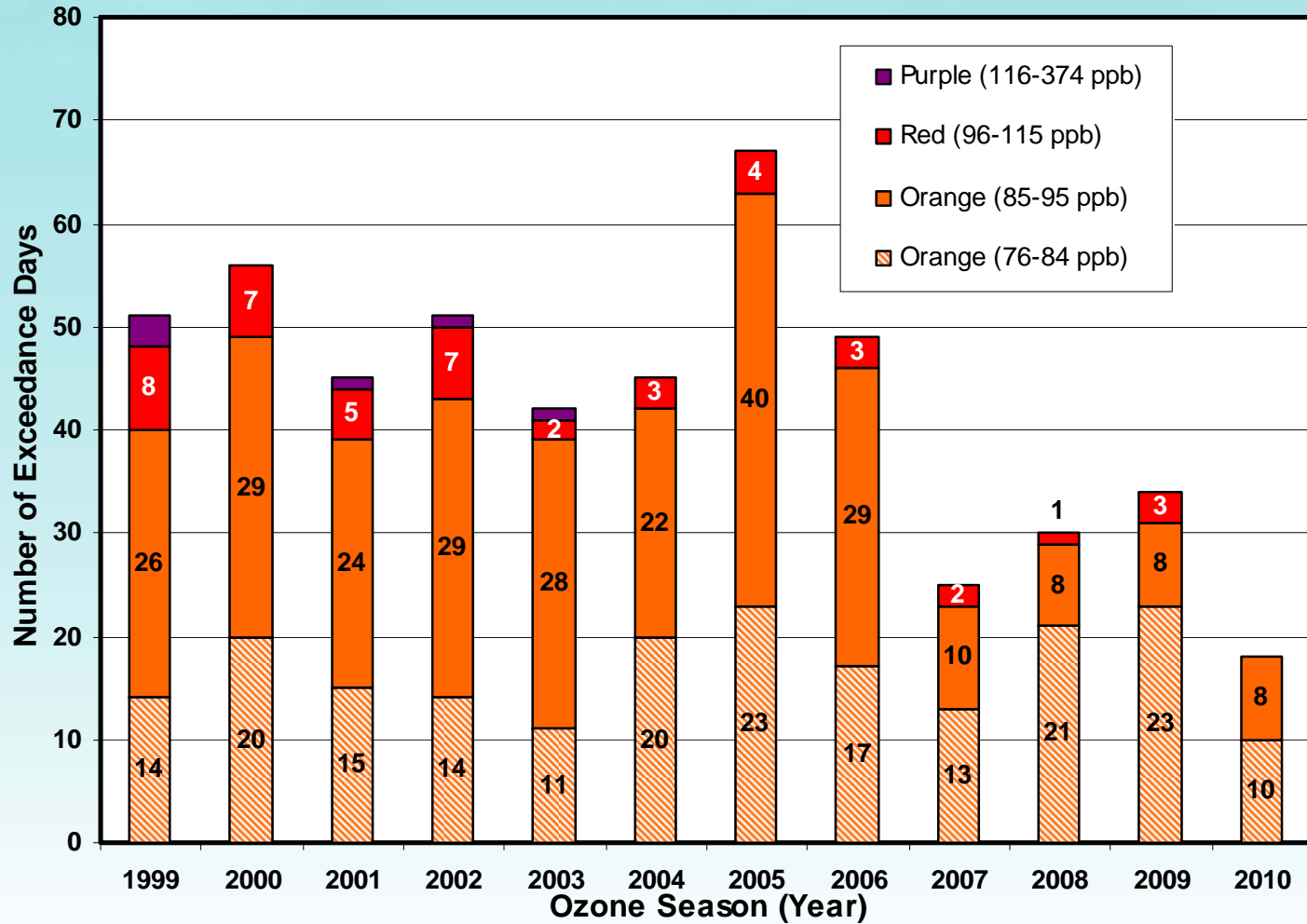


* Attainment Goal: Per EPA National Ambient Air Quality Standards, attainment is reached when 3-year average of the highest annual 8-hour average ozone concentration at each monitor is less than 86 parts per billion (ppb)

** Attainment under 1997 Standard; current as of July 2009 ; *** Ozone Seasons have not yet occurred

Note: EPA has not yet determined the attainment status for the DFW area. Designations are anticipated in March 2010; On January 6, 2010, EPA provided notice that they were considering implementation of a more stringent standard of 60-70 ppb.

8-Hour Ozone Exceedance Days



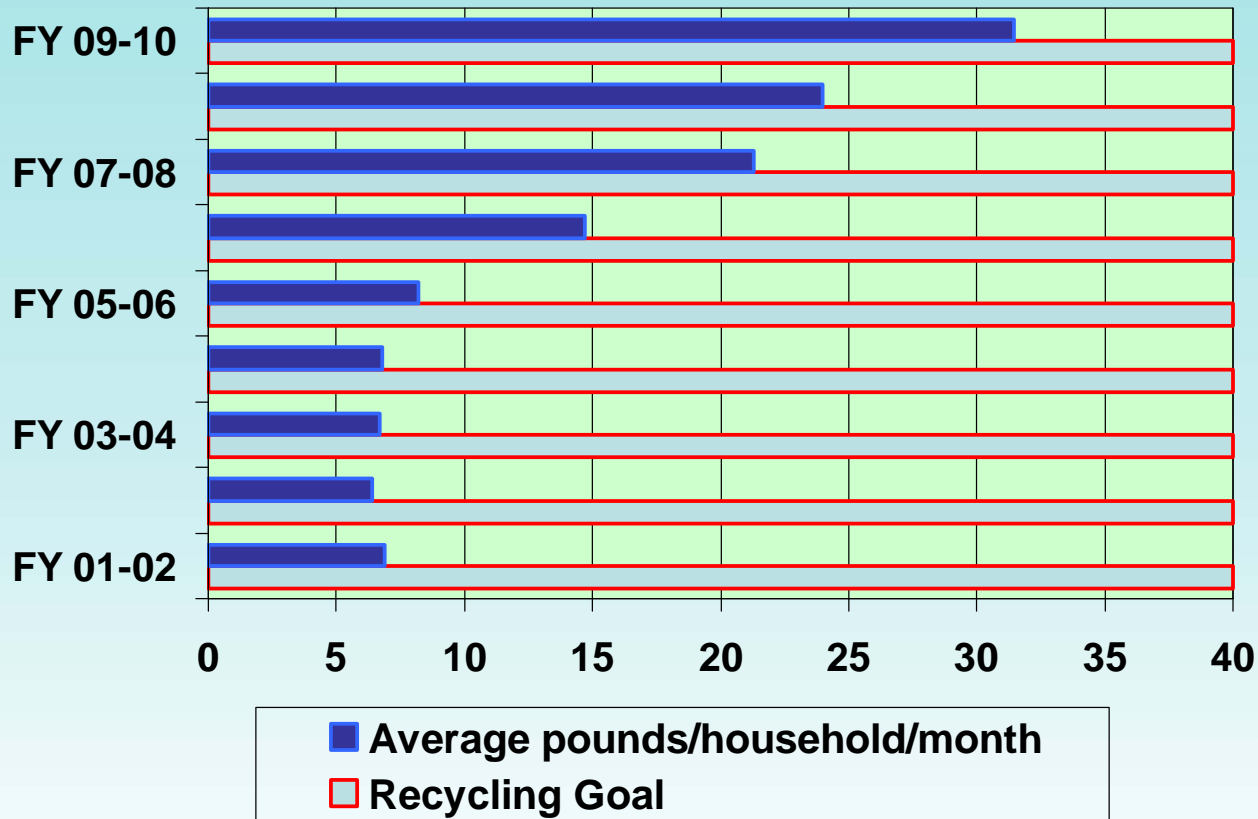
Source: Texas Commission on Environmental Quality : http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr_exceed.pl

* Per the 1997 8-Hour Ozone Standard

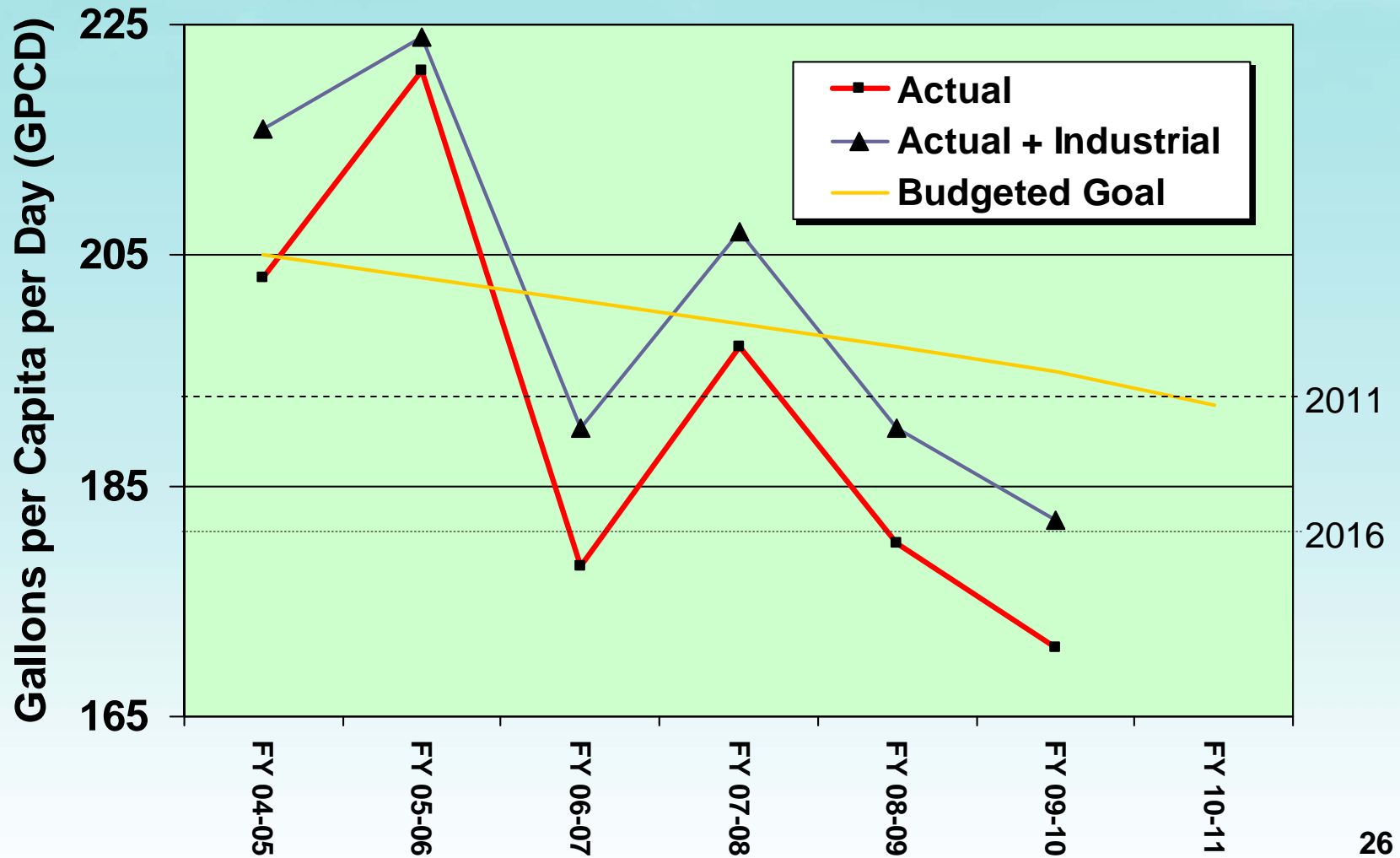
** Per the 2008 8-Hour Ozone Standard

Exceedance level indicates daily maximum 8-hour average ozone concentration in parts per billion (ppb)

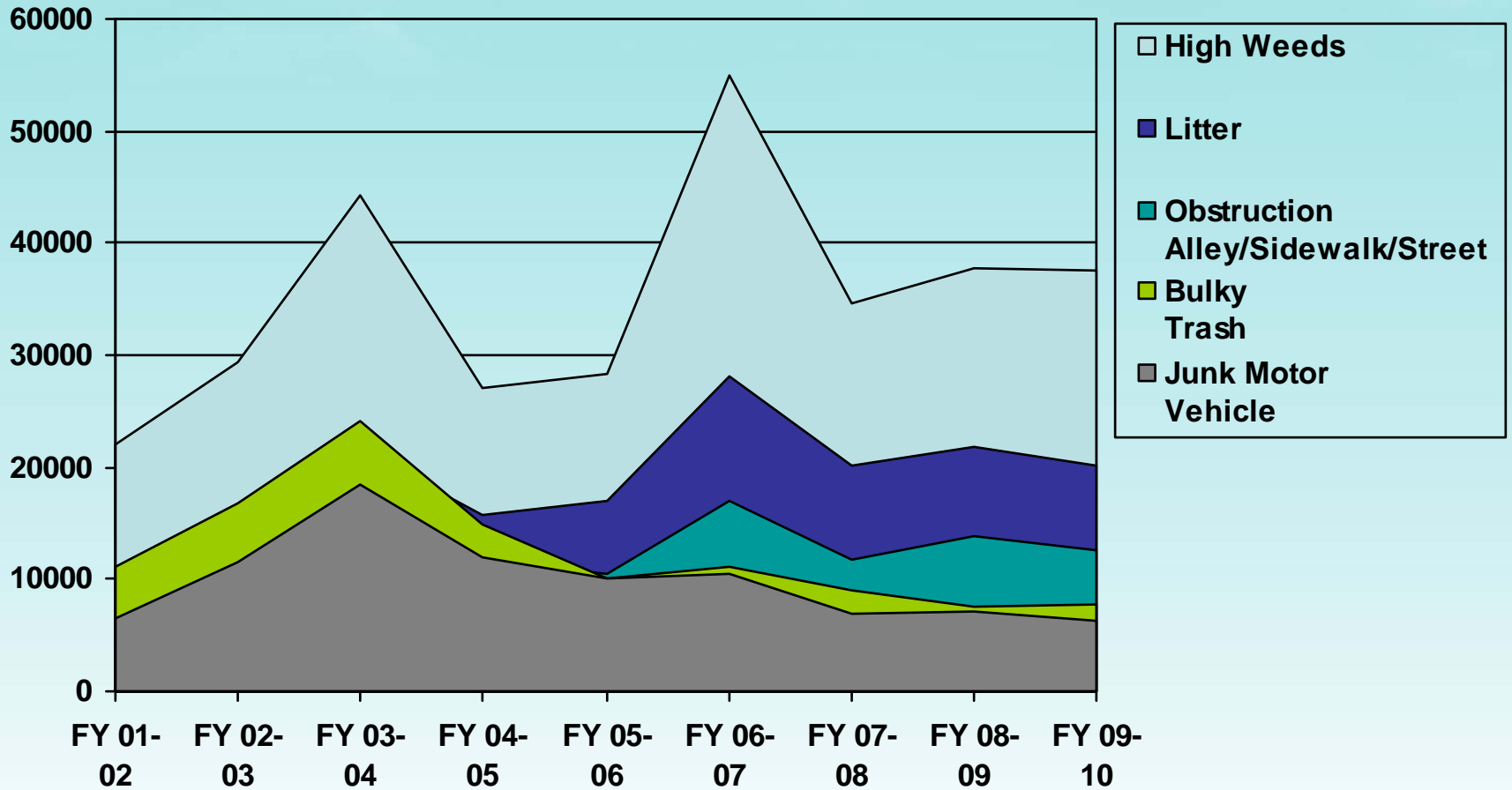
Household Recycling Trends



Water Consumption Trend

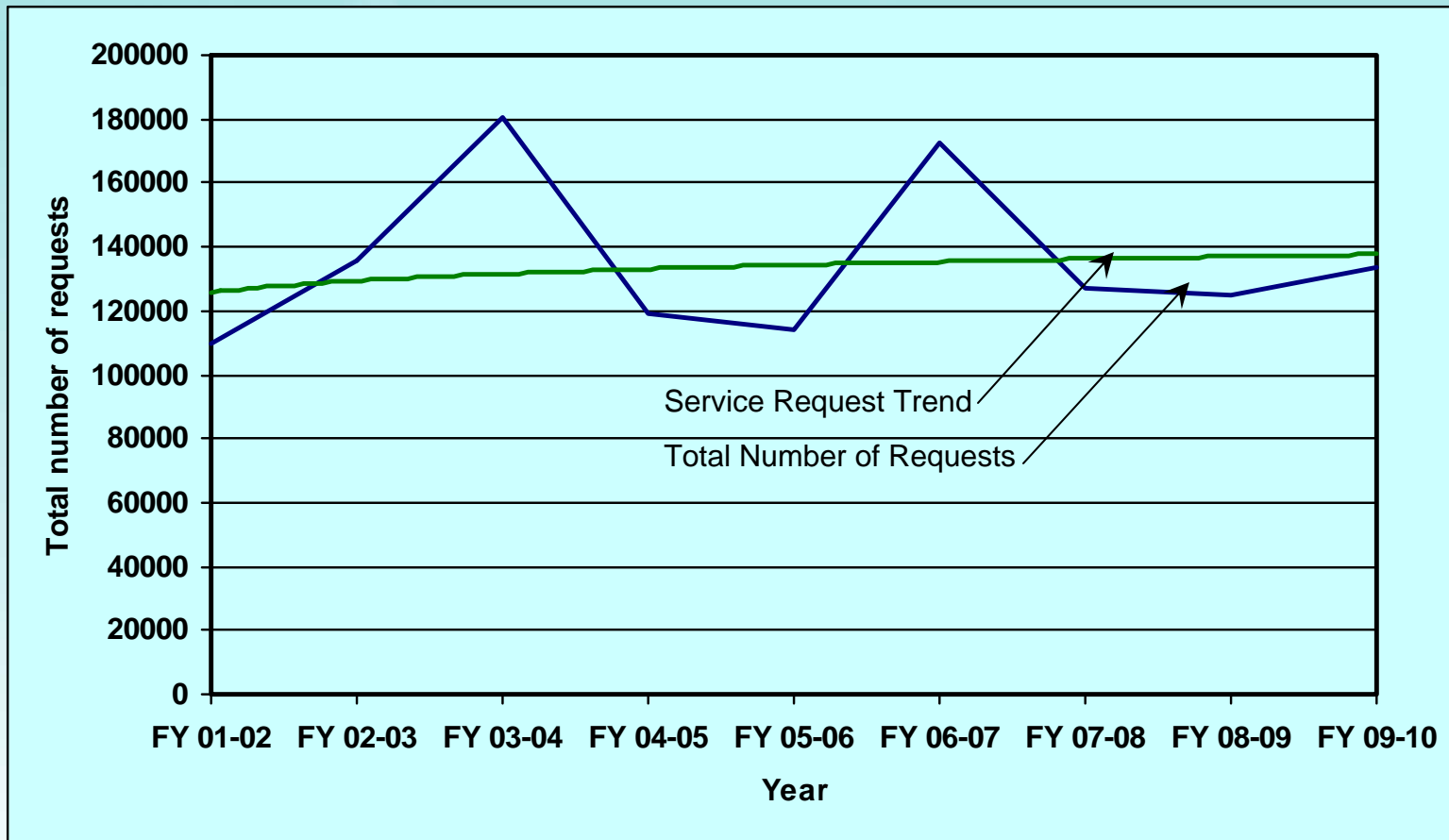


Top Code Compliance Service Requests



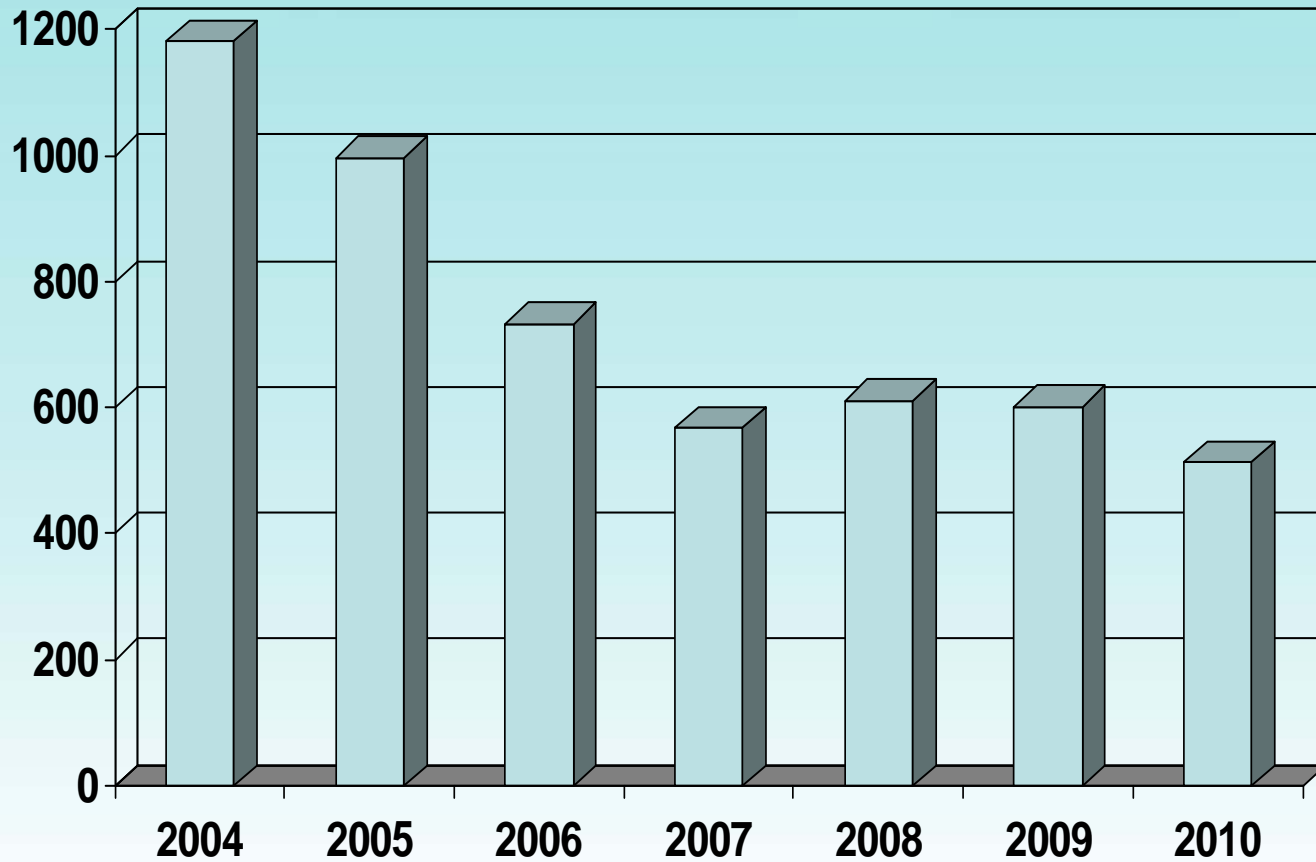
Data Source: Customer Service Request Management System

Annual Code Compliance Service Requests



Data Source: Customer Service Request Management System

Chronic Homelessness in Dallas since 2004



Environmental Outreach Efforts FY 09-10

Department/ Program	Estimated # of Participants	Target Message(s)
Code Compliance – Animal Services	74,000	Reduce storm water contamination by picking up after pets. Reducing effects of overpopulation through spay/neuter
DWU - Wastewater	577,000	<u>Cease-the-Grease</u> : proper fat, oil and grease disposal
DWU - Water	165,209	<u>Save Water</u> . Nothing can replace it
Office of Environmental Quality	208,915	<u>Green Dallas</u> : Environmental Stewardship, Sustainable design, lifestyles, Green Dallas, Clean Air
PWT – Storm Water Management	110,000	<u>It Goes with the Flow</u> : Stormwater pollution prevention, pesticides, herbicides, fertilizers, yard waste, used oil, pet wastes; water resource stewardship
Sanitation Services	105,786	<u>OneDay Dallas</u> : Reduce-reuse-recycle
Texas Discovery Gardens	138,293	Restore, conserve, and preserve nature; principles of organic gardening, botany, ecology,
<u>Underlining</u> denotes specific campaign or program name		

Mayor's Environmental Excellence Awards

Individual or Family Category - Winner:

- Annemarie Marek

Government Agency - Winner:

- Biofuel Fryer Flyer from Dallas County Schools

Small Business - Winner:

- State & Allen Lounge for Eat Green & Live Green

Large Business - Winner:

- Energy Future Holdings Managed by Transwestern for Energy Plaza Green Initiatives

Non-Profit/Not-for-Profit - Winner:

- Texas Trees Foundation for Roadmap to Tree Planning and Planting in Dallas

School or Student Group - Winner:

- The Green Team from Saint Thomas Aquinas Catholic School

References

- Dallas 2010 Annual Progress Report
- Metro Dallas Homeless Alliance 2010 Annual “Point in Time” Homeless Count
- 2009 Dallas Citizen’s Survey
- Service Performance Reports FY 2008-09
(http://www.dallascityhall.com/scs/customer_service_reports_archives_year.html)
- Dallas Water Utilities website
(http://dallascityhall.com/dwu/water_interesting_facts.html)
- DART website
(<http://www.dart.org/about/expansion/expansionmaps.asp>)
- Green Dallas website
(<http://www.greendallas.net/>)
- Dallas Morning News - Dallas City Hall Blog
<http://cityhallblog.dallasnews.com/archives/2010/05/dallas-mayor-honors-environmen.html>