Memorandum

CITY OF DALLAS

DATE April 10, 2009

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 Trash Attack / Graffiti Wipeout Update briefing

On Monday, April 13, 2009, the "Trash Attack / Graffiti Wipeout Update" briefing will be presented to you at the Quality of Life Committee meeting. 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

Trash Attack/Graffiti Wipeout Spring Cleaning Events

Presented to the Quality of Life & Government Services Committee

April 13, 2009

City of Dallas

Dallas Code Compliance, what it all means COMMUNITY

Key Focus Area
Clean, Healthy Environment

Trash Attack/Graffiti Wipeout
Spring Cleaning Events

- Purpose
- Approach
- Recent and Upcoming Spring Cleaning Events
- Questions

Purpose

- Overview of recent and upcoming Trash Attack/Graffiti Wipeout events conducted in partnership with community organizations throughout the City and for the beautification of Dallas

Approach

- Engage neighborhoods and encourage and support City-wide spring clean-up efforts
- Emphasize Neighborhood Code Representatives (NCR) and the relationships established from outreach to community organizations and neighborhoods
- Neighborhoods/Organizations contacted and 311 information research conducted to determine prevalent issues in each of the seven code districts
  - Alley Overgrowth
  - Litter/High Weeds
  - Graffiti, etc.

Approach

- Community organizations (HOAs, Crime Watch, Churches) and Strategic Customer Service Coordinators contacted to facilitate spring cleaning events or to partner with organizations with planned events

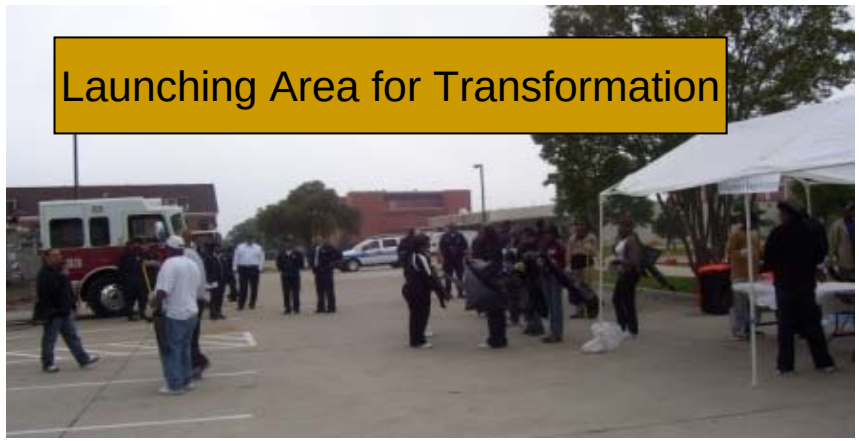
- Obtain and coordinate resources to minimize City costs and to ensure successful outcomes
  - Trash Bags/Gloves
  - Drop-off containers
  - Mow/Clean addresses significant issues during the week preceding the event and uses flex scheduling for weekend projects to minimize overtime

Recent Spring Cleaning Events

- Operation Transformation – April 4, 2009
  - South Central Area of Dallas (Ann Arbor, Biglow, Garrison, Fordham roads)
  - A coordinated effort with Reverend Genaro Munoz involving citizens and Dallas Police/Fire, City Marshals, Sanitation, Code Compliance
  - Code issues addressed: Litter, High Weeds, Bulky Trash, etc.

Recent Spring Cleaning Events

Operation Transformation April 4, 2009



Recent Spring Cleaning Events

- District 7 Spring Cleaning – April 4, 2009
  - South Dallas Area (Colonial Street Area)
  - In addition to the cleanup efforts previously planned by the Dolphin Heights Neighborhood Association and involving the Exline, Ideal and Queen City Neighborhood Associations and **R**esidents **U**nited **F**or **C**hange and **O**pportunity (RUFCO)
  - An estimated 50 community volunteers participated in clean up efforts.
  - Code issues addressed: Litter, High Weeds, Open and Vacant structures

Recent Spring Cleaning Events

District 7 Spring Cleaning - April 4, 2009

Volunteers In Action

Citizens Clearing Vegetation

Mow/Clean Equipment On Site

Mow/Clean Operator Clearing Site

Recent Spring Cleaning Events

- Home Owners/Crime Watch/Community Association Events
- Glen Oaks HOA - March 28, 2009
  - Example of NCR coordination with Glen Oaks President Carolyn Arnold in facilitating clean up efforts by dropping off five containers at specific locations to aid volunteers in disposing litter and bulk items
  - Code issues addressed: Litter, high weeds, bulky trash, overgrown vegetation, etc.

Recent Spring Cleaning Events

Walnut Hill Crime Watch - April 4, 2009

- Significant participation from neighborhood volunteers in clearing 10 alleys and addressing Graffiti, Garage Sales, illegal signs, high weeds.
- Cleanup efforts completed on April 11, 2009.

Recent Spring Cleaning Events

Twin Oaks Home Owners Association - April 4, 2009

- NCR coordination with Twin Oaks HOA President Eric Johnson in their clean up efforts – roll off container placed for volunteer use and subsequent removal.
- Code issues addressed: Litter, high weeds, bulky trash, overgrown vegetation, etc.

Recent Spring Cleaning Events

Walnut Hill Area Illegal Garage Sale

Glen Oaks HOA President and NCR

Roll Off Container Placed for Volunteers

NCR Assisting in Clean Up

Upcoming Spring Cleaning Events

- Trash Attack Events are cleanup efforts planned by citizen Jesse Tafalla and Strategic Customer Service/Community Court Coordinators. The April 18, 2009 event will address trash in areas including Pleasant Grove and Oak Cliff
  - Neighborhood and Multi-departmental participation
  - Launching locations:
    - Concord Church 6808 Pastor Bailey Drive
    - 7100 Gayglen – Pleasant Grove
    - 400 S. Jim Miller – Pleasant Grove
- Additional events included in the appendix

Upcoming Spring Cleaning Events

- Graffiti Wipe Out(s)
  - A list of locations with recurring violations has been developed and discussions with community organizations within these areas have commenced to coordinate localized graffiti wipe out projects. Locations include:
    - Malcolm X Blvd
    - Jefferson Blvd
    - Greenville Avenue
    - Spring Valley
    - Lemmon Avenue
  - Interstate 30 @ Sylvan proposed project

Upcoming Spring Cleaning Events

Interstate 30 @ Sylvan proposed project

- Project Goals
  - To achieve a small, localized graffiti wipe out project within the volunteer group's neighborhood
  - Eliminate graffiti and tagging on the spillway at I-30 and Sylvan
  - Projected completion date: May 2, 2009

Upcoming Spring Cleaning Events

Interstate 30 @ Sylvan project description

- The spillway will be covered with approximately 30 gallons of yellow paint to provide a cleaner surface for the mural
- A local artist has created the mural and will “outline” the artwork
- Local elementary school children will participate in “coloring in” the mural

Upcoming Spring Cleaning Events

Interstate 30 @ Sylvan project team/resources

- The idea for the mural was first conceived by the Animal Services Educational Outreach Coordinator
- Artwork submitted by local artist Molly Devoss
- All paint is being donated by Sherwin Williams

Upcoming Spring Cleaning Events

Interstate 30 @ Sylvan project current status:

- Mural conceptual artwork is complete
- Awaiting permit approval from Building Inspections
- Volunteers ready to be contacted with a firm date
- Paint order with Sherwin Williams on standby

Mural Location Before Project

Mural Concept

Mural Practical Application

Questions

Appendix

- St. Mark AME Zion Church – Rev. Billy White Date: 4/14/2009
- Beverly Hills Neighborhood Association – Date: 4/25/2009
- Northwest Highway Community Association – Date: 4/18/2009
- Hamilton Creek Alley Sweeps – Date: TBD
- Creek Cleaning Frankfort and Hillcrest Date: TBD