Memorandum

CITY OF DALLAS

DATE May 8, 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 Pride in Your Neighborhood Program Update

On Monday, May 11, 2009, the "Pride in Your Neighborhood Program 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.

Ramon F. Miguez, P.E.
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
Mary Nix, Director, Sanitation Services

Pride in Your Neighborhood Program **Update**

Presentation to
Quality of Life Committee
May 11, 2009

Key Focus Area
Clean, Healthy Environment

Purpose of Briefing

- Background
- Program Overview and Goals
- Current Status
- Next Steps

Background

- **Jan 2008**

  Council approves piloting “Pride” in seven selected neighborhoods, with funding of $435,000

- **Sept 2008**

  Council approves FY09 Budget – including continuation of “Pride” with new neighborhoods to be selected in FY09

- **Oct 2008**

  Status briefing to Quality of Life Committee

Program Overview

- **Concept:**
  - A nationally-proven "Beautification Program" which empowers citizens to ***take responsibility for enhancing their communities***
  - Grass-roots effort to improve appearance of Dallas neighborhoods using:
    - Leadership within the community
    - Educational tools
    - Hands-on efforts for clean-ups and beautification projects
  - Tools to measure the success of this program:
    - Windshield Survey System – identifies areas needing cleanup activities
    - Photometric Index – measures amount of litter before and after
    - Litter Index – assessment of the type of litter

Program Overview (cont)

- **Program Goals**
  - Re-establish and nurture community pride
  - Reduce litter, wipe out graffiti, and eliminate common dump sites
  - See results in seven selected neighborhoods:
    - Increase property values over time
    - Attract new stakeholders (homeowners, businesses)
    - *Arcadia Park* *Beverly Hills* *Cedar Oaks* *Arlington Park* *Dixon Circle* *Fordham Road* *Singing Hills*

Program Overview (cont)

How this plan becomes:

ACTION

Generate community-supported Goals & Ideas from …

YOU!

Add resources & tools, from …

City of Dallas/
Keep Dallas Beautiful

+

Mix with effective leadership & participation

Leaders!

Current Status

All 7 neighborhoods are underway

- Kick-offs
- Leadership Workshops
- Neighborhood Meetings
- Clean-ups / Beautification Events (3 sites)
- Distribution of computers / printers (7 sites)
- Home Improvement Incentive Program
  - Arcadia Park neighbors submitting applications
  - Evaluation underway
  - Other neighborhoods to follow
- Volunteer Storm Water Marking Program
- Summer Youth environmental workshop

Arcadia Park

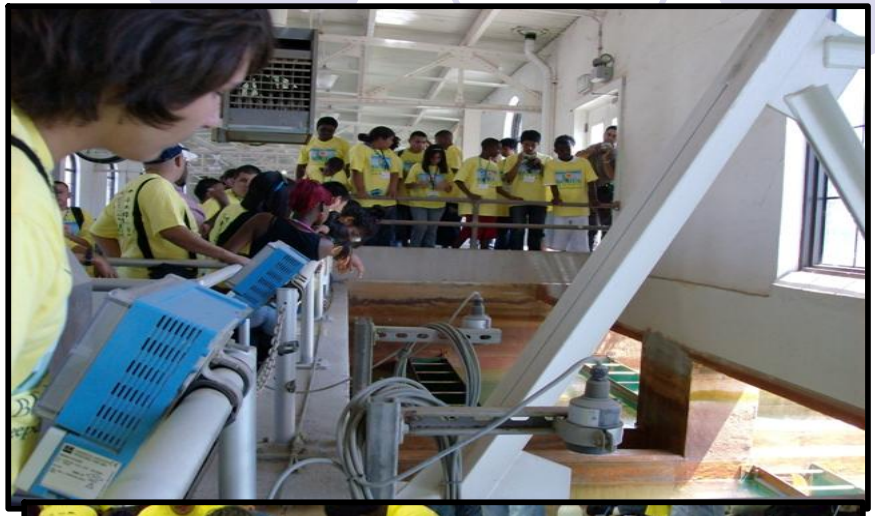
Example of “Pride” Neighborhood status

Neighborhood Meeting

Residents selected leader; identified goals, learned activity techniques, scheduled cleanup events

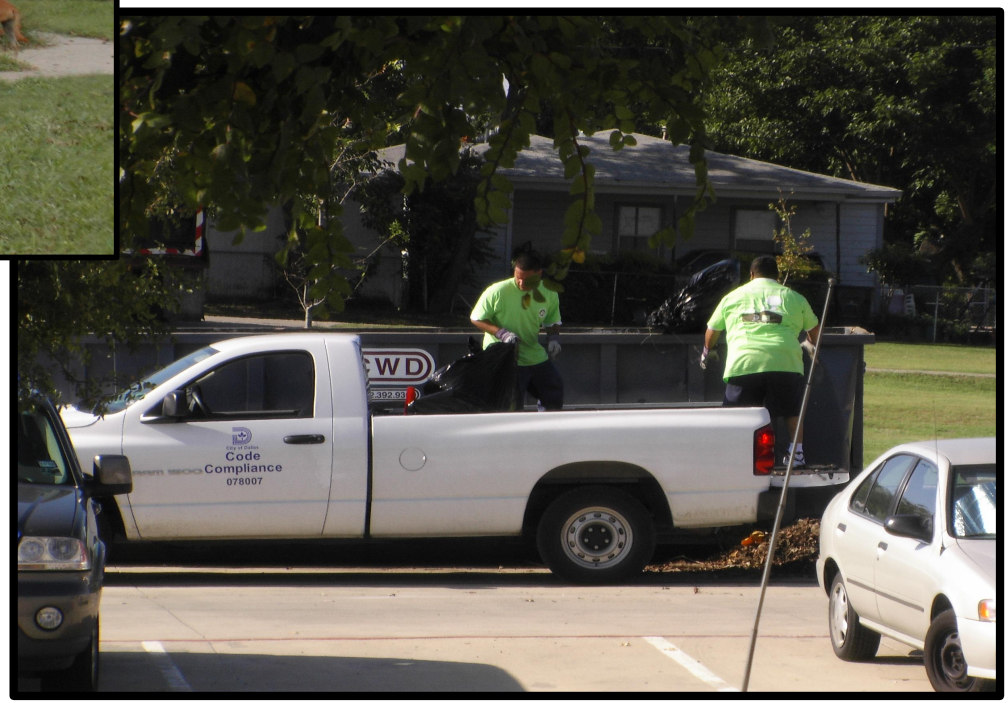
Environmental Youth Workshop

42 high school students
July 2008
Provided 20 hours service each
Environmental awareness topics
- Water quality
- Wetlands (plants, insects & soil)
- Green buildings
- Alternate energy



Clean-up

- Good turnout - about 100 neighborhood volunteers
- Addressed code issues of importance to stakeholders
- Removed 800 pounds of litter
- Impounded 3 stray dogs



Beautification Events

- Planted trees and rosebushes in residents' yards
-13 families painted picnic benches at neighborhood recreation center (Arcadia Park)

Maria Gaona – Neighborhood Point Person

Each neighborhood receives a laptop and printer for communicating with neighbors and other Pride groups.

Also great for printing flyers, accessing 311 and city services.

Storm Water Inlet Program

Residents stencil the storm water inlets – creating awareness of proper inlet usage

How are all 7 progressing …?

- **Arcadia Park is leading the pack**
  - Started first
  - Good leadership team
  - More self-directed with each event
  - Coordinating with City for multiple services
- **Each of the other neighborhoods following same path**
  - Timing determined by sequence of Kick-Off event
  - All have leadership boards in place
  - All prepared to plan and conduct Pride activities
  - All have lap-tops and printers

Milestone Task Timeline

	Arcadia Park	Arlington Park	Beverly Hills	Cedar Oaks	Dixon Circle	Fordham Road	Singing Hills
1st Assessment	10/01/07	10/01/07	10/01/07	10/01/07	10/01/07	10/01/07	10/01/07
Kick-Off	06/28/08	11/08/08	08/30/08	09/27/08	11/01/08	11/15/08	12/06/08
Leadership Workshop	07/12/08	11/12/08	09/09/08	10/10/08	05/12/09	11/25/08	12/17/08
1st Neighborhood Meeting	07/19/08	02/17/09	10/04/08	10/23/08	05/26/09	01/10/09	03/02/09
Youth Employment	07/28/08	07/28/08	07/28/08	07/28/08	07/28/08	07/28/08	07/28/08
2nd Neighborhood Meeting	08/11/08	04/26/09	11/01/08	01/17/09	07/09	05/23/09	05/04/09
1st Clean-up	08/23/08	05/02/09	04/25/09	05/16/09	06/13/09	06/27/09	06/27/09
1st Graffiti Event	08/30/08	08/01/09	08/01/09	08/01/09	08/01/09	08/01/09	08/01/09
2nd Clean-up	11/01/08	08/01/09	08/01/09	08/01/09	08/01/09	08/01/09	08/01/09
2nd Graffiti Event	12/06/08	09/12/09	09/12/09	09/12/09	09/12/09	09/12/09	09/12/09
HIIP	08/01/09	10/09	10/09	10/09	10/09	10/09	10/09
Sign Topper	10/09	10/09	10/09	10/09	10/09	10/09	10/09
2nd Assessment	11/09	11/09	11/09	11/09	11/09	11/09	11/09

Event dates were determined by stakeholders and may change at their request.

Next Steps

- **Complete ALL program tasks in <u>all</u> neighborhoods during FY09**
- **Evaluate level of success by:**
  - Conducting “After” program litter survey
  - Testimonials from Neighborhood boards
  - Ability of Neighborhood groups to continue beautification on their own
- **Delay starting “new” neighborhoods until FY10**
  - Identify and rank candidate neighborhoods
  - Prepare to start second round early in FY10
  - Update Quality of Life Committee