Memorandum

CITY OF DALLAS

DATE: October 10, 2008

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**

Attached is the briefing: ***Pride In Your Neighborhood.*** This briefing will be presented by Sanitation Services to the Quality of Life Committee at noon on Monday, October 13, 2008.

Please let me know if you need additional information.

Ramon F. Miguez, P.E.
Assistant City Manager

Attachment

C: 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
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Chief David O. Brown, Interim Assistant City Manager
A.C. Gonzalez, Assistant City Manager
David K. Cook, Chief Financial Officer
Mary Nix, Director, Sanitation Services
Helena Stevens-Thompson, Assistant to the City Manager

Pride in Your Neighborhood Program

Start-Up Status

Presentation to Neighborhood Quality of Life Committee

October 13, 2008

Purpose of Briefing

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

Background

- **May 2007**

  "Pride in Your Neighborhood" concept is presented to City by Keep Dallas Beautiful

  KDB is local affiliate of national **Keep America Beautiful** and has conducted "Pride" programs successfully in other communities

- **10 Dec 2007**

  Council committee briefing on Litter Initiatives – introduced "Pride" concept to Quality of Life committee

- **23 Jan 2008**

  Council resolution approves piloting "Pride" in seven selected neighborhoods, with funding of $435,000

Program Overview

- **Concept:**
  - A nationally-proven “Beautification Program” which empowers citizens through education and training 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 litter before and after
    - Litter Index – assessment of the type of litter

Program Overview (continued)

- Program Goals
  - Re-establish and nurture community pride in seven neighborhoods:

    Arcadia Park *Beverly Hills* *Cedar Oaks*

    Arlington Park *Dixon Circle* *Fordham Road*

    Singing Hills

    - Reduce litter, wipe out graffiti, and eliminate common dump sites
    - Attract new stakeholders (homeowners, businesses)
    - Increase property values over time

Program Overview (continued)

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!

How to Achieve Program Goals

Each neighborhood is slated for all of the following activities:

- 2 Clean up events – to be selected by residents
- 2 Beautification events - planting, gardens, signage
- 1 Leadership workshop - follows the Kick-Off event
- Home Improvement Incentive opportunities
  - $1,000 grant for resident to improve exterior home appearance (paint, doors, windows, roof and gutters)
  - May be done as a community project
- Joint Environmental Program for Youth
  - Paid program (i.e., summer) to increase environmental awareness
  - Up to 50 high school students
  - Paid $10/hour for 20 hours of community service
- 1 Neighborhood websites
  - Computer provided to PIYN chairperson, with training
  - Keeps residents connected with program events
  - Allows chairperson to connect with other PIYN contacts

Current Status

- **Getting started:**
  - Developed program timeline
  - Received Council member input for each pilot area
    - Community assets, possible goals
  - Created stakeholder lists for each neighborhood
  - Attended various NAs/HOAs meetings to stir initial interest
- **Three neighborhoods already underway:**
  - Arcadia Park - June 2008
  - Beverly Hills - August 2008
  - Cedar Oaks - Sept 2008

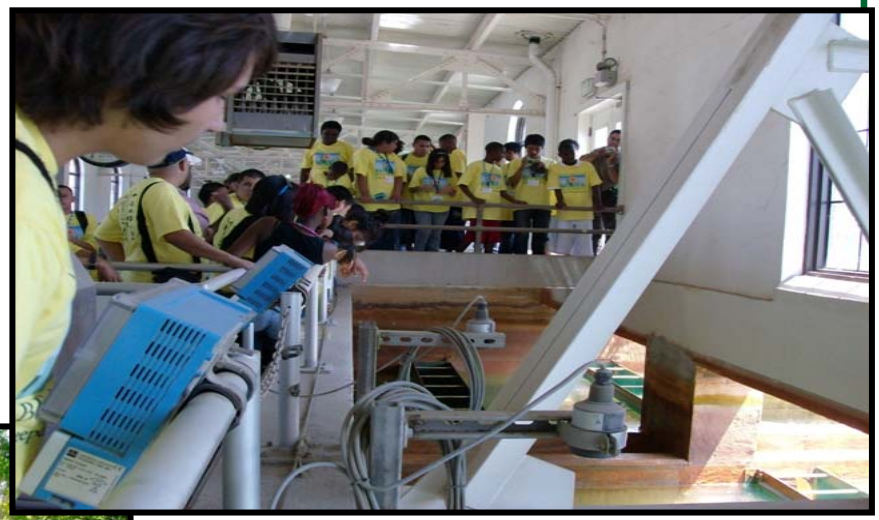
Arcadia Park Neighborhood

- **What have we done?**
  - June / July 2008
  - Kick-Off Event at Arcadia Park Rec Center – 52 attendees
  - Two Leadership Meetings – residents select leader; identify goals, learn activity techniques, schedule and conduct cleanups

Arcadia Park Neighborhood

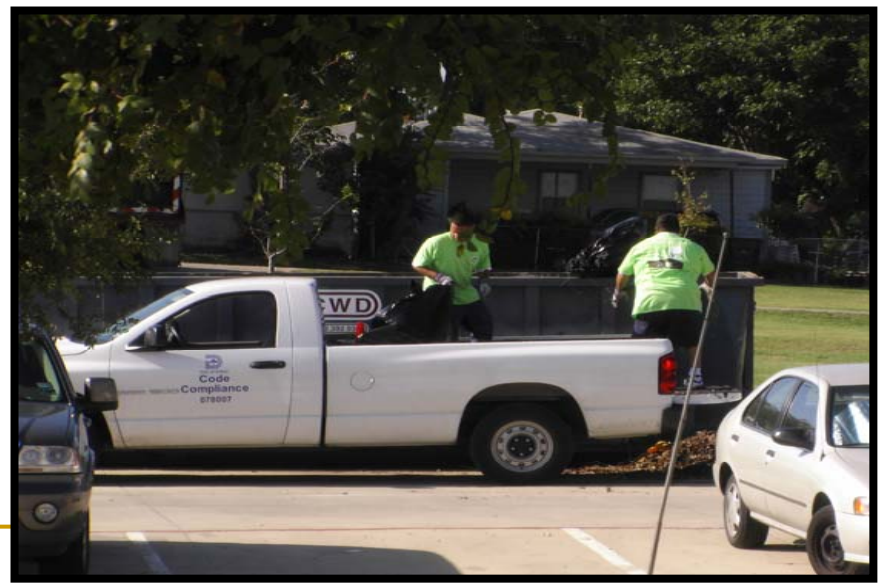
- **What have we done?**
  - July 2008 – Joint Youth Environmental Workshop
    - 42 high school students
      - From area high schools
    - Environmental awareness topics
      - Water quality
      - Wetlands (plants, insects & soil)
      - Green buildings
      - Alternate energy
    - Paid $200 (via debit card) for 20hrs of service

Arcadia's Environmental Youth Workshop



Arcadia Park Neighborhood

- **What have we done?**
  - August 2008 - Community Clean-Up event #1
    - Good turnout - about 100 neighborhood volunteers
    - Addressed code issues of importance to stakeholders
      - Removed 800 pounds of litter
      - Impounded three (3) stray dogs



Beverly Hills and Cedar Oaks
Neighborhoods

- **What have we done?**
  - Reviewed neighborhood concerns with city staff
    - Code, Police, Sanitation, Fire, OEQ, STS, DWU, PWT
  - KDB prioritized neighborhood issues on “Street Assessment Survey”
  - Hosted Kick-Off Events
    - Beverly Hills: August 30
    - Cedar Oaks: September 27

Beverly Hills Neighborhood – Kick Off

Cedar Oaks Neighborhood – Kick Off

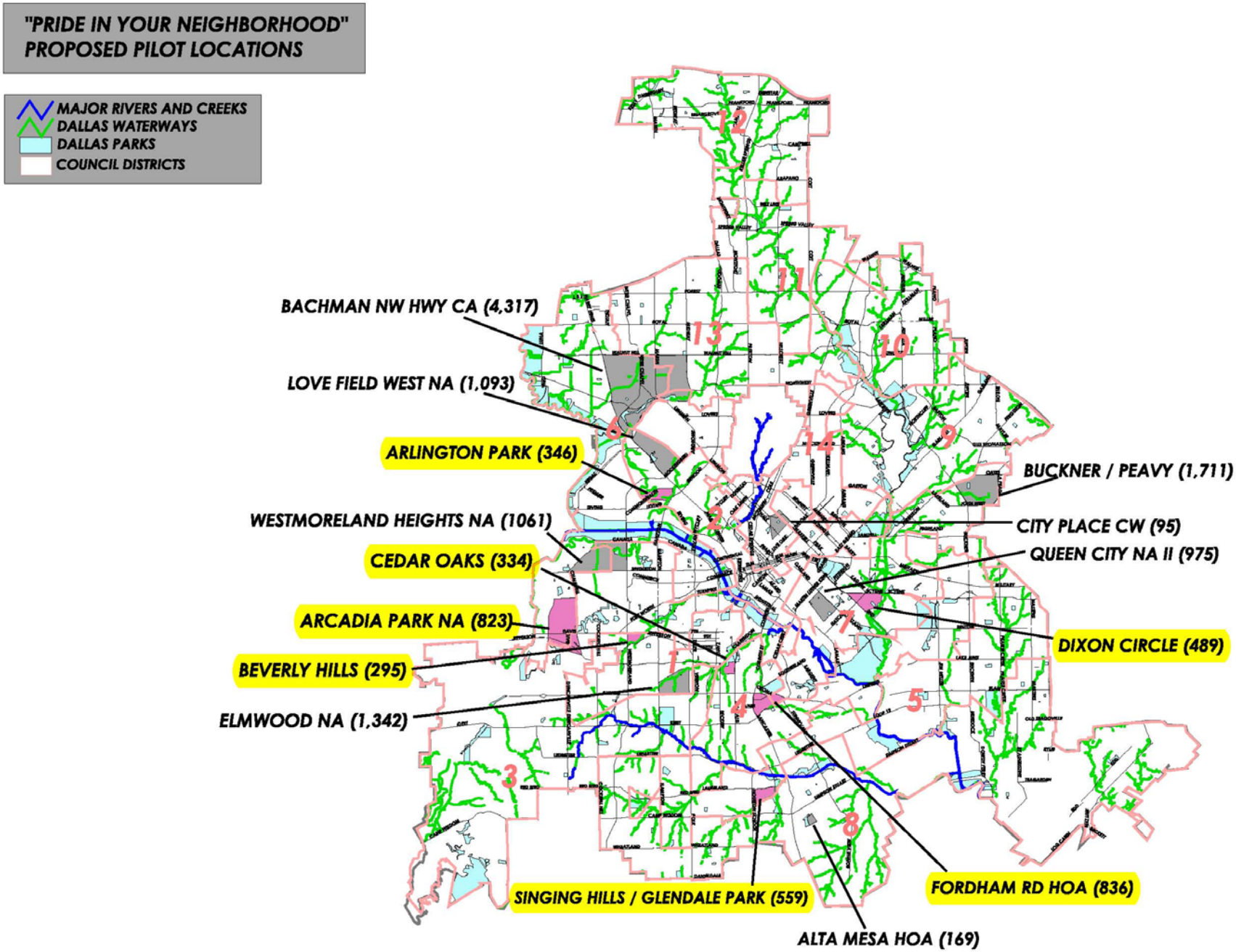
Next Steps

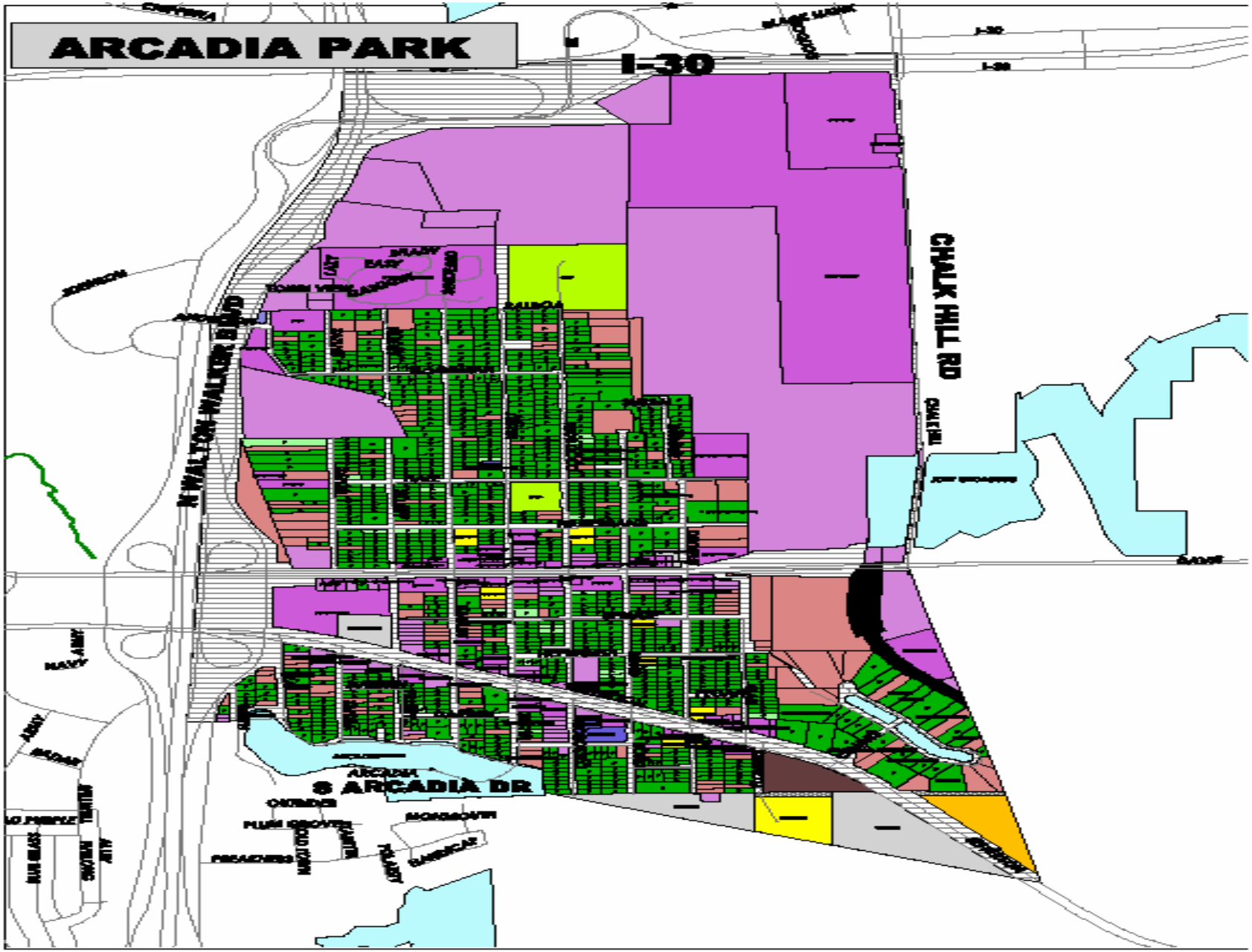
- Continue to roll-out the next four neighborhoods
  - Oct 2008: Arlington Park & Dixon Circle
  - Nov/Dec 2008: Fordham Road & Singing Hills
- Conduct program activities in all neighborhoods
- Identify and rank “Pride” neighborhoods to initiate in FY09
  - Seek input from Council members
  - KDB to evaluate and rank the candidate communities
- Spring 2009 – Status update to Quality of Life

APPENDICES

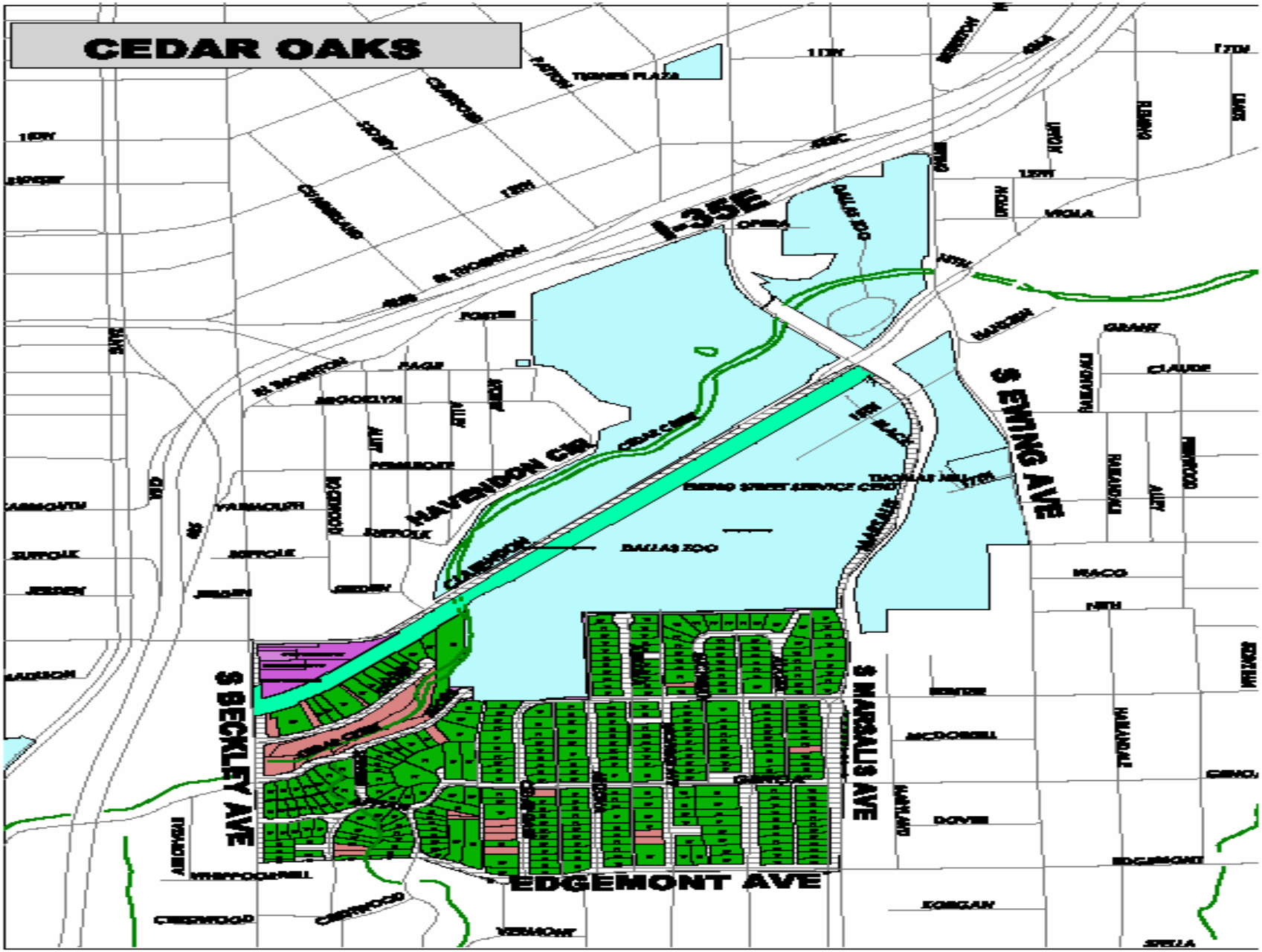
Appendix "A"
Pride In Your Neighborhood

Neighborhood Maps ……A-3 – A-10
Program Timeline…… A-11
T-Shirt Design ……...A-12

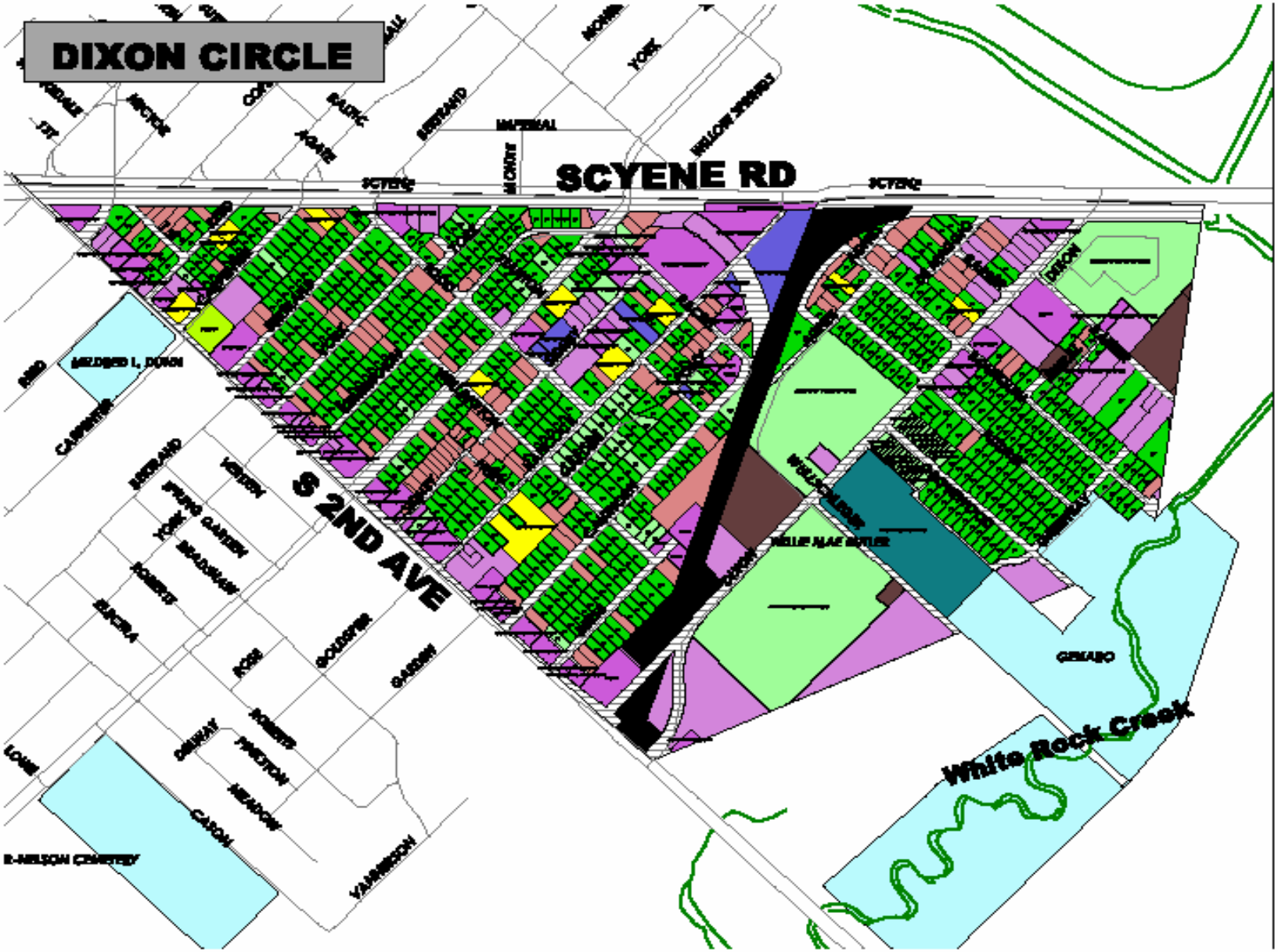

"PRIDE IN YOUR NEIGHBORHOOD"
PROPOSED PILOT LOCATIONS
MAJOR RIVERS AND CREEKS
DALLAS WATERWAYS
DALLAS PARKS
COUNCIL DISTRICTS
BACHMAN NW HWY CA (4,317)
LOVE FIELD WEST NA (1,093)
ARLINGTON PARK (346)
WESTMORELAND HEIGHTS NA (1061)
CEDAR OAKS (334)
ARCADIA PARK NA (823)
BEVERLY HILLS (295)
ELMWOOD NA (1,342)
SINGING HILLS / GLENDALE PARK (559)
ALTA MESA HOA (169)
FORDHAM RD HOA (836)
DIXON CIRCLE (489)
QUEEN CITY NA II (975)
CITY PLACE CW (95)
BUCKNER / PEAVY (1,711)

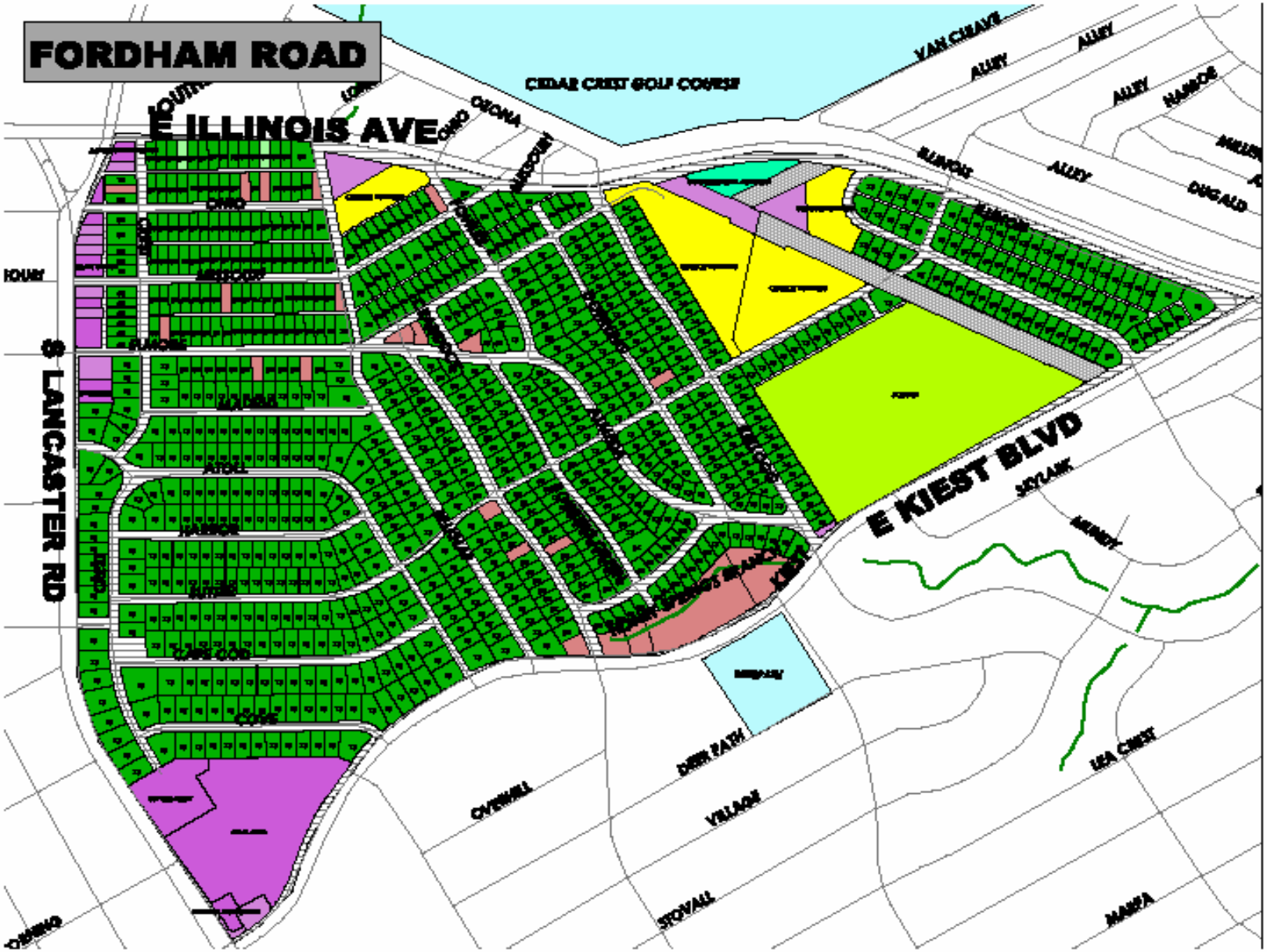

ARCADIA PARK
I-30
CHALK HILL RD
N WALTON WALKER BLVD
S ARCADIA DR

BEVERLY HILLS
W DAVIS ST
N WESTMORELAND RD
W 8TH ST
N BARNETT AVE
N JESTER AVE
N RAVENNA DR
HARDALE
CLIFF CAMILE
ALLEY
N CAVENDER ST
MELBA
9TH
ALLEY
W JEFFERSON BLVD
CAVENDER
VALE
CAIN
BRISCOE
WESTON
OUIDA
DUVAL


CEDAR OAKS
I-35E
HAVENDON CIR
S EWING AVE
S BECKLEY AVE
S MARSALIS AVE
EDGEMONT AVE
DALLAS ZOO
TRINITY PLAZA
CLARENDON
SCOBEY
COMMERCE
N HOUSTON
BROOKLYN
PEMBROKE
YARMOUTH
SUFFOLK
JORDEN
MADISON
CRESTWOOD
VERMONT
WACO
MCDONNELL
DOVER
MARYLAND
GRANT
CLAUDE
VIOLA
DALLAS ZOO
CRAIG CREEK
TRINITY RIVER
EWING STREET SERVICE DRIVE
TRINITY RIVER LEVEE
MARSALIS
HAVENDON
BECKLEY
EWING
EDGEMONT
MARYLAND
DOVER
MCDONNELL
WACO
SUFFOLK
YARMOUTH
PEMBROKE
BROOKLYN
CRESTWOOD
VERMONT
JORDAN
STELLA

ARLINGTON PARK
RECORD CROSSING RD
LEE HALL DR
I-35E
INWOOD
HINTON
ARLINGTON
RIVER BEND
OLD GLORY HOUSE
PRAIRIE PARK
COMMONWEALTH
IRON RIDGE


DIXON CIRCLE
SCYENE RD
S 2ND AVE
White Rock Creek


FORDHAM ROAD
E ILLINOIS AVE
S LANCASTER RD
E KIEST BLVD
CEDAR CREST GOLF COURSE

SINGING HILLS
RICKETTS BRANCH GREENBELT
ALLEY
E RED BIRD LN
SUNNY CREST
WOODBURN
BLUEMOON
MOONGLOW
SCHOOL
SOLITUDE
INDIAN SUMMER
TRADE WINDS
LAZY RIVER DR
OLD OX
LAZY RIVER
SINGING HILLS
HOUSTON SCHOOL RD
COMANCHE
BOWLING BROOK
HUNGERFORD
BRIARBROOK
LAZY RIVER DR
RICKETTS BRANCH
QUARTET

Milestone Task Timeline

Neighborhood	District/CM	Program Kick Off Event	Leadership Workshop	1st Clean Up Event	Grafitti Wipeout Event	Home Improvement Incentive Program *(Grants)*	KDB Program Monitoring
Arcadia Park	6 - CM Salazar	6/28/2008	7/12/2008	8/23/2008	8/30/2008	9/20/2008	2008 - 2010
Beverly Hills	1 - CM Garcia	8/30/2008	9/10/2008	10/18/2008	11/22/2008	11/29/2008	2008 - 2010
Cedar Oaks	4 - CM Caraway	9/27/2008	10/8/2008	11/15/2008	12/20/2008	12/27/2008	2008 - 2010
Arlington Park	2 - CM Medrano	10/11/2008	10/22/2008	11/22/2008	12/20/2008	12/20/2008	2008 - 2010
Dixon Circle	7 - CM Davis	10/25/2008	11/11/2008	12/13/2008	1/24/2009	1/31/2009	2008 - 2010
Fordham Road	4 - CM Caraway	11/15/2008	11/25/2008	1/31/2009	2/28/2009	2/28/2009	2008 - 2010
Singing Hills	5 - CM Hill	12/6/2008	12/11/2009	2/7/2009	3/7/2009	3/7/2009	2008 - 2010

T-shirt Design

Volunteer residents who participate in neighborhood activities receive a PIYN T-shirt to aid with establishing the program identity.