

# Memorandum



City of Dallas

DATE May 23, 2014

TO The Honorable Members of the Quality of Life & Environment Committee:  
Dwayne R. Caraway (Chair), Sandy Greyson (Vice-Chair), Rick Callahan, Carolyn R. Davis,  
Lee M. Kleinman, Adam Medrano

SUBJECT Stop Illegal Dumping Public Awareness Campaign Grant – May 28, 2014 Council Addendum

On May 28, 2014, the City Council will consider authorizing the City to apply for and accept a Solid Waste Implementation Project Grant from the North Central Texas Council of Governments (NCTCOG) through funding from the Texas Commission on Environmental Quality (TCEQ) to be used to develop and launch a Stop Illegal Dumping public awareness campaign under the Scrap Tire Enforcement Program.

The City has prepared a proposal requesting \$125,000 in funding for the Stop Illegal Dumping initiative that will utilize mass media publicity, including a mass mailing campaign utilizing water bill inserts, billboards along freeways, and wrapping DART buses with educational campaign banners. The public awareness campaign will focus on the ordinance-based penalties associated with dumping and highlight the inherent public health concerns associated with scrap tires, including the prevalence for fires, contamination of water sources, and disease vectors (i.e. mosquitoes) which can contribute to the spread of West Nile Virus. Additionally, Code Compliance, together with Trinity Watershed Management and the Dallas Marshal's Office, will launch educational activities at the Audubon Center, community fairs, recreation centers, and other locations within neighborhoods to bring awareness to dumping ordinances, and what residents should do when they see dumped items or dumping in progress.

The City will provide \$280,000 in-kind matching funds to support the campaign. These funds were previously approved by Council on January 22, 2014 in Resolution 14-0174, which provides for a three-year service contract for scrap tire removal from the Trinity River and trash and debris removal from Lake Ray Hubbard in the amount of \$3,257,943.64.

Please let me know if you have any questions or require additional information.

  
Charles M. Cato  
Interim Assistant City Manager

cc: Honorable Mayor and Members of the City Council  
A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Ryan S. Evans, Interim First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Shawn Williams, Interim Public Information Officer  
Elsa Cantu, Asst to the City Manager – Mayor & Council

**KEY FOCUS AREA:** Clean, Healthy Environment  
**AGENDA DATE:** May 28, 2014  
**COUNCIL DISTRICT(S):** All  
**DEPARTMENT:** Code Compliance  
**CMO:** Charles Cato, 671-3908  
**MAPSCO:** N/A

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## **SUBJECT**

Authorize **(1)** an application for and acceptance of the Solid Waste Implementation Project Grant from the North Central Texas Council of Governments (NCTCOG) through funding from the Texas Commission on Environmental Quality (TCEQ) to be used to develop and launch a public awareness campaign related to the Scrap Tire Enforcement Program; **(2)** execution of the grant agreement; and **(3)** the City's local in-kind match in the amount of \$280,000 (contract previously approved on January 22, 2014, by Resolution No. 14-0174) – Not to exceed \$125,000 – Financing: North Central Texas Council of Governments Grant Funds (\$125,000) and Stormwater Drainage Management Current Funds (\$280,000 previously allocated in Resolution No. 14-0174)

## **BACKGROUND**

The City of Dallas has submitted a proposal requesting \$125,000 in funding for a Stop Illegal Dumping public awareness initiative that includes utilizing water bill inserts to provide a mass mailing campaign to residents throughout Dallas. The campaign will also use billboards along Dallas interstates to provide mass awareness, and partner with DART to wrap buses with campaign materials. Working in concert with Trinity Watershed Management and the Dallas Marshal's Office, Code Compliance will launch educational activities at the Audubon Center, community fairs, recreation centers, and other locations within neighborhoods that serve as high dumping areas. The public awareness campaign and educational activities will focus on the ordinance-based penalties associated with dumping and highlight the inherent public health concerns associated with scrap tires, including the prevalence for fires, contamination of water sources, and disease vectors (i.e. mosquitoes) which can contribute to the spread of West Nile Virus.

To serve as the local match, the City will provide \$280,000 in-kind matching funds, previously approved contract by Council on January 22, 2014 for tire removal along different locations throughout the Trinity River Corridor via Resolution 14-0174.

**PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)**

On January 22, 2014, Council approved Resolution 14-0174, which provides for a three-year service contract in the amount of \$3,257,943.64 for scrap tire removal from the Trinity River as well as trash and debris removal from Lake Ray Hubbard.

**FISCAL INFORMATION**

\$125,000 – North Central Texas Council of Governments, Regional Solid Waste Management Plan.

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**WHEREAS**, the North Central Texas Council of Governments (NCTCOG) is accepting proposals for grant funding from the Texas Commission on Environmental Quality for the implementation of a Regional Management Plan in Solid Waste; and

**WHEREAS**, these funds are generated by solid waste disposal fees collected by the Texas Commission on Environmental Quality (TCEQ) and made available to eligible local governments; and

**WHEREAS**, the solid waste funds are intended for local and cooperative implementation activities consistent with goals of the Regional Solid Waste Management Plan; and

**WHEREAS**, the City of Dallas has submitted a proposal to implement a public awareness campaign related to the Scrap Tire Enforcement Program; and

**WHEREAS**, the City will provide matching funds in an amount not to exceed \$280,000.

**Now Therefore;**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:**

**Section 1.** That the City Manager is hereby authorized to apply for and accept the Solid Waste Implementation Project Grant from the North Central Texas Council of Governments through funding from the Texas Commission on Environmental Quality to support a public awareness campaign for the Scrap Tire Enforcement Program in an amount not to exceed \$125,000, provide the City's in-kind match of \$280,000 (previously approved by Council on January 22, 2014), and to execute the grant agreement.

**Section 2.** That the City Controller is hereby authorized to receive and deposit grant funds into the Solid Waste Implementation Project Grant Fund S270, Department CCS, Unit 1535, Revenue Source 6516, in an amount not to exceed \$125,000.

**Section 3.** That the City Manager is hereby authorized to establish appropriations in the amount of \$125,000 in Fund S270, Department CCS, Unit 1535, Various Supply Object Codes according to future procurements.

**Section 4.** That the City Manager is hereby authorized to provide matching funds in the amount of \$280,000 from Stormwater Drainage Management Current Funds allocated under Resolution 14-0174, a service contract with Good Earth Corporation, Inc. (510006) in the amount of \$2,805,000.00 and Hess Construction, LLC (VS0000081429) in the amount of \$452,943.64 for scrap tire removal from the Trinity River and trash and debris removal from Lake Ray Hubbard for a term of three years in an amount not to exceed \$3,257,943.64.

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**Section 5.** That the City Controller is hereby authorized to disburse funds from Fund S270, Department CCS, Unit 1535, in accordance with the grant agreement.

**Section 6.** That this resolution shall take effect immediately from and after its passage in accordance with provisions of the Charter of the City of Dallas, and it is accordingly so resolved.