

# Memorandum



CITY OF DALLAS

DATE June 20, 2014

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

SUBJECT "Operation: Beautification" Spring 2014 Report

On Monday, June 23, 2014 the Quality of Life & Environment Committee will be briefed on the spring 2014 Operation: Beautification. Briefing materials are attached for you review.

Please contact me if you have any questions or need additional information.

A handwritten signature in blue ink that reads "Joey Zapata".

Joey Zapata  
Assistant City Manager

## Attachment

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  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Shawn Williams, Interim Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council



# “OPERATION: BEAUTIFICATION” SPRING 2014 REPORT

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Presented to the Quality of Life &  
Environment Committee

June 23, 2014

# Background

- Quality of Life Committee charged staff with coordinating a citywide community led cleanup event in February 2012
- The City provides out-of-schedule trash pick up and start-up goody bag
- First citywide cleanup event held  
May 2012
  - Dubbed “Operation: Beautification”
  - 24 groups participated
  - Over 9.7 tons of trash and brush collected

Before



After



# Biannual Events

Fall 2012 - November 10, 2012

- 22 groups participated
- 16.8 tons of trash collected

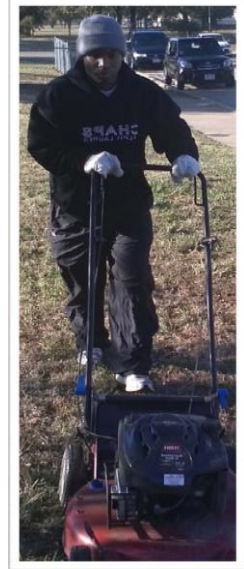
Spring 2013 - May 18, 2013

- 2.45 tons of trash picked up
- 30 groups took part

Fall 2013 – November 9, 2013

- 14 groups participated
- 32.46 tons of trash gathered

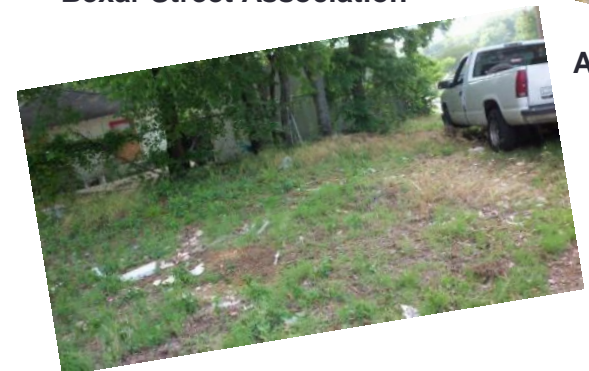
Kleberg Rylie Neighborhood



Before



Bexar Street Association



After

# Spring – May 17, 2014

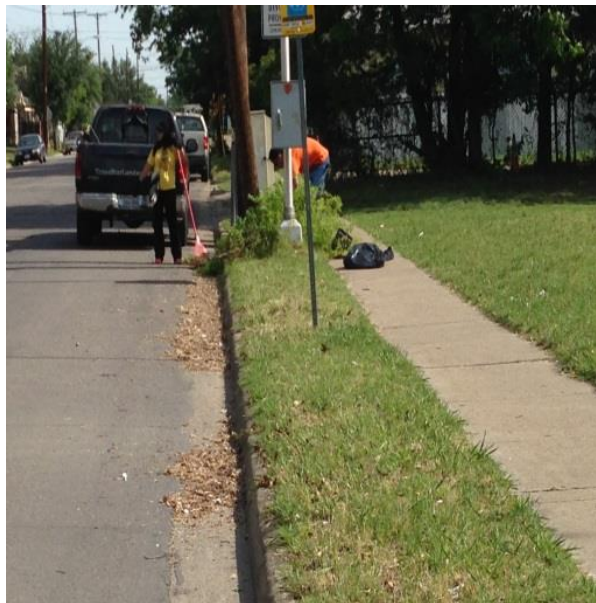
- Advertised on Clear Channel electronic billboards, City's website, flyers distributed by City staff, and social media (Facebook, Twitter, etc.)
- Information shared with registered homeowners associations and neighborhood associations
  - 22 groups participated
- City provided basic supplies and an out-of-schedule trash collection
  - 20.4 tons of trash/brush collected



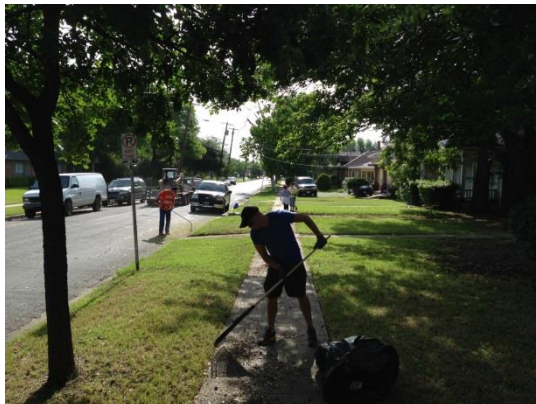
# Participants - Spring 2014

- American Care Foundation
- Bishop Arts Neighborhood Association
- Casa Grande Crime Watch
- Clean South Dallas/Fair Park Inc.
- East Lake June Crime Watch
- Eastwood Hills Neighborhood Association
- Elmwood Neighborhood Association ENA
- Florence Middle School/Gladiator Green Team
- Go Green Dallas
- Golden S.E.E.D.S
- Inner City Solutions
- Kings Highway Conservation Group
- Lakewood Trails Neighborhood Association
- Marsalis Park Homeowners Association
- Neighborhood Improvement Association NIA
- Power of 2
- Royal Haven Neighborhood Association
- Twin Oaks Neighborhood Association
- Victory Gardens/Bickers Park Crime Watch
- Walnut Hill Neighborhood Association
- Wendelkin/Driscoll Neighborhood Association
- Wynnewood Heights Neighborhood Association

### Wynnewood Heights Neighborhood Association (District 4)



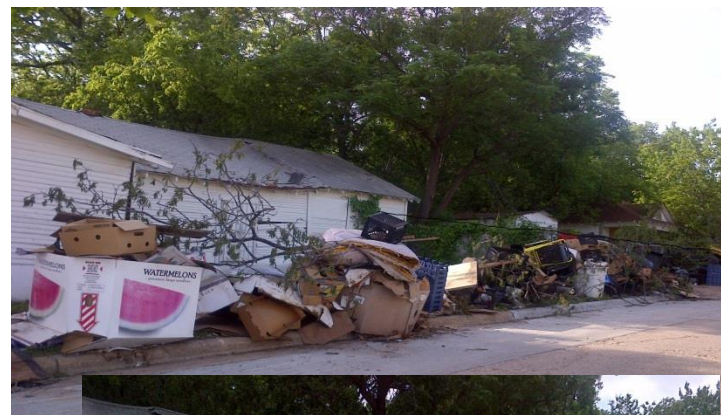
### Bishop Arts Neighborhood Association (District 1)



**Walnut Hill Neighborhood Association  
(District 13)**



**American Care  
Foundation/Operation  
10<sup>th</sup> St. (District 4)**





# Florence Middle School/ Gladiator Green Team (District 5)



# Next Steps

- Plan for Fall event – Saturday, November 8<sup>th</sup>
- Goal: 20 participating groups for Fall
- Hold debriefing
- Strengthen DISD connection for future cleanups