

Memorandum



DATE April 10, 2015

CITY OF DALLAS

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

SUBJECT Operation Beautification Spring 2015

As recommended by the Quality of Life & Environment committee, staff has promoted a citywide cleanup event called Operation: Beautification since May 2012. The event occurs biennially each summer and fall, and since its inception, multiple community groups throughout the city have collected approximately 82 tons of trash and brush. The City provides out-of-schedule trash collection for registered groups.

The next event is scheduled for Saturday, May 16. Registration opened Thursday, April 2, and continues through Monday May 11.

To date, the following progress has been made in effort to further increase community awareness and participation:

1. Electronic links have been updated and activated at DallasCityNewsroom.com and Dallascityhall.com and direct users to the Planning and Neighborhood Vitality website;
2. A request has been made to Clear Channel to begin display of the "Operation: Beautification" Banner at various locations throughout the city in late April;
3. Flyers/Registration forms have been distributed to HOAs, NAs, CW's, and Schools;
4. Announcements have been made on the Public Information Office and Inspire Dallas Twitter and Facebook accounts;

Electronic links will direct users to the events main page through the new City of Dallas Planning and Neighborhood Vitality website. Through visiting this site, visitors can find general information, FAQs, and also access a portal to register for the event. Information is also available in Spanish on flyers and electronic sites.

If you have any questions, or require additional information, please do not hesitate to contact me.

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

Joey Zapata
Assistant City Manager

DATE April 10, 2015
SUBJECT Operation Beautification Spring 2015

c: 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, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

OPERATION: BEAUTIFICATION

A Citywide Community Cleanup

Saturday, May 16, 2015

*An open invitation to neighborhoods,
community and religious groups
and businesses*



The City is encouraging Dallas neighborhood groups to join in a citywide Spring cleanup effort on May 16, 2015. The City will coordinate with participating groups to provide out-of-schedule trash collection for neighborhoods that choose to join in this special event. Register online at www.dallascitynewsroom.com or contact Joe.Yanez@dallascityhall.com or call 214-671-8873 with questions.

OPERATION: BEAUTIFICATION

A Citywide Community Cleanup

REGISTRATION FORM

Please fill out the form below then mail, fax or scan/email to:



City of Dallas

CITY OF DALLAS
1500 Marilla Street, Room 7AN
Dallas, Texas 75201
Phone: 214-671-8873
Fax: 214-670-0606
Email: Joe.Yanez@dallascityhall.com

PLEASE REGISTER BY MAY 11, 2015

Contact Name *(please print legibly)* _____

Association Name _____

Street Address _____ Zip _____

Primary Phone _____ Secondary Phone _____

Email Address _____

Garbage Pickup? *(circle one)* Yes No

May we contact you? *(circle one)* Primary Secondary Email

OPERACION: EMBELLECIMIENTO

Un proyecto de limpieza comunitario

Sábado 16 de mayo de 2015

*Una invitación abierta para vecindarios,
grupos comunitarios y religiosos así como negocios*



Ciudad de Dallas



La Ciudad esta alentando a todos los grupos de vecinos de Dallas a unirse a un esfuerzo de limpieza general de Primavera el Sábado 16 de mayo de 2015. La Ciudad coordinara con los grupos participantes para ofrecer colección de basura fuera del itinerario normal para vecindarios que decidan unirse a este evento especial. Regístrese por Internet en <http://dallascityhall.com/departments/pnv> o comuníquese con Joe.Yanez@dallascityhall.com o 214-671-8873 si tiene preguntas.

OPERACION: EMBELLECIMIENTO

Un proyecto de limpieza comunitario

FORMA DE INSCRIPCION

Por favor llene la forma y envíela por correo, por fax o por correo electrónico a:



Ciudad de Dallas

CITY OF DALLAS
1500 Marilla Street, Room 7AN
Dallas, Texas 75201
Teléfono: 214-671-8873
Fax: 214-670-0606
Correo Electrónico: Joe.Yanez@dallascityhall.com

POR FAVOR REGISTRESE PARA EL 11 DE MAYO DE 2015

Nombre de contacto (*Letra de molde legible*) _____

Nombre de la asociación _____

Dirección _____ Zona Postal _____

Teléfono primario _____ Teléfono alternativo _____

Correo Electrónico _____

¿Colección de basura? (*Marque uno*) Si No

¿Podemos comunicarnos con Ud.? (*Marque uno*) Primario Alterno Correo electrónico