

Memorandum



CITY OF DALLAS

DATE December 5, 2014

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" Community Cleanup for Fall 2014

On Monday, December 8, 2014, the Quality of Life & Environment committee will be briefed on the recently completed "Operation: Beautification" community cleanup event. The briefing is attached for your review.

Please contact me if you have any questions.

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

Joey Zapata
Assistant City Manager

Attachment

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” COMMUNITY CLEANUP FOR FALL 2014



Presented to the Quality of Life &
Environment Committee
December 8, 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 on May 19, 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

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

Fall 2013 – November 9, 2013

- 14 groups participated
- 32.46 tons of trash gathered

Spring – May, 17 2014

- 22 groups participated
- 20.4 tons of trash collected

Kleberg Rylie Neighborhood

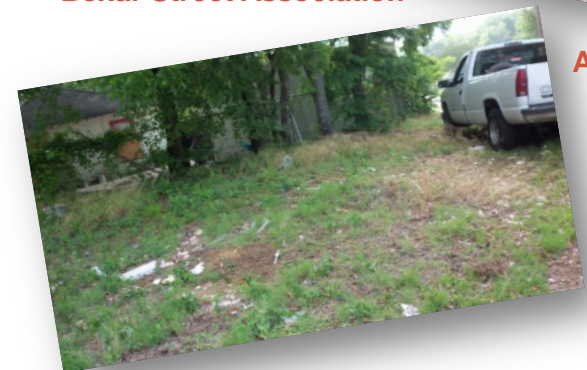


Before



Bexar Street Association

After



Fall – November 8, 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, schools and church groups
- City provided basic supplies and out-of-schedule trash/brush collection
- 14 groups participated
- 9 ½ tons of trash/brush collected



Participants - Fall 2014

- Club Oaks Neighborhood Crime Watch
- Sunset Hill Neighborhood Crime Watch
- White Rock Trail Group
- Beckley Heights
- Lockwood Neighborhood Association
- Heart House After School Program
- Dolphin Heights Neighborhood Association

- East Lake June Crime Watch
- Beacon Montessori
- Harmony Science Academy
- Jericho City Church
- Casa Linda Forest Neighborhood Association
- Precious Gift of Life
- Wynnewood Heights Neighborhood Association

East Lake June Crime Watch



Precious Gift of Life Group



Wynnewood Heights Association



Next Steps

- Plan for spring event – **Saturday, May 16, 2015**
- Goal: 20 participating groups for fall
- Hold debriefing
- Include diverse groups to include neighborhood associations, crime watches, schools and church groups