

# Memorandum



CITY OF DALLAS

DATE 17 October 2014

TO The Honorable Members of the Transportation and Trinity River Project Committee:  
Vonciel Jones Hill (Chair), Lee Kleinman (Vice Chair), Deputy Mayor Pro Tem Monica Alonzo,  
Mayor Pro Tem Tennell Atkins, Sandy Greyson, and Sheffie Kadane

SUBJECT Continental Bridge and West Dallas Update

On Monday, 20 October 2014, you will be briefed on the Continental Bridge and West Dallas Update. The briefing materials are attached for your review.

Please feel free to contact me if you need additional information.

A handwritten signature in blue ink that reads "Jill Jordan".

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



## **Continental Bridge and West Dallas Update**

Transportation & Trinity Council Committee Meeting  
20 October 2014



# Purpose



- Background
- Budget
- General Operations
- Activities
- Request for Qualifications [“RFQ”]
- Lessons Learned
- Strategies to Address Lessons Learned
- Proposed Reservation Fee
- Bicycle Repair Station Donation
- Summary
- Request for Committee Action

# Background

# Background

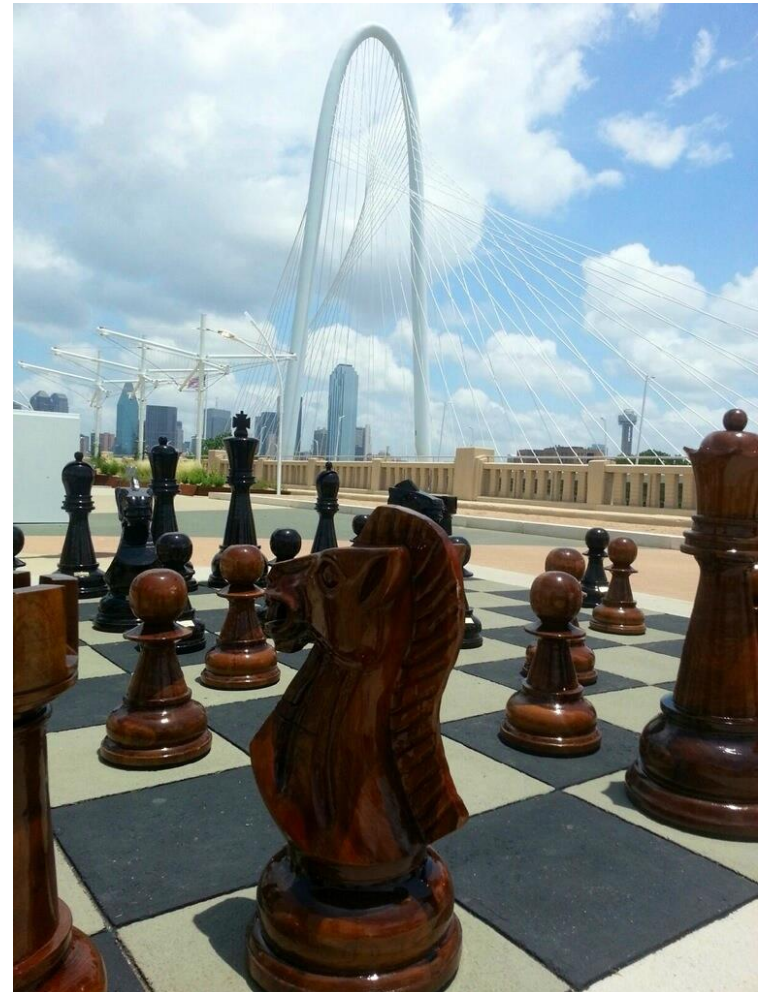
- Funding for the construction of Continental Avenue Bridge and West Dallas Gateway was a public/private partnership
  - Bond Funding = \$3.8M
  - Private Funding = \$8.0M
    - Anonymous donation in honor of Mary McDermott Cook





# Background

- Opened on 16 June 2014
- Over 51,580 visitors
- Over 200 activities
  - Classes and activities (no charge to participate, but the cost to the City to date is \$24,000)
  - Special Events (birthday parties, runs, and physical fitness programs)
  - Demonstrations, press conferences, and permitted commercial filming



Daily activities can be viewed at [www.dallascontinentalbridge.com](http://www.dallascontinentalbridge.com)

# Budget

# Budget

<b>Description</b>	<b>FY14</b>	<b>FY 15 Adopted Budget</b>
Program Staff	\$ 31K	\$122K
Supplies, materials, and misc. services (tables, chairs, tools, uniforms, Bocce Ball, outdoor movie theater, Chess set)	\$ 72K	\$ 27K
Programmed activities (Zumba, Yoga, Boot Camp, Nature Exhibits)	\$142K*	\$169K
Maintenance (portable toilet cleaning, trash pick-up)	\$ 25K	\$ 67K
Utilities and equipment	\$ 42K	\$ 52K
Total	312K	\$457K

\*Note: \$24K was expended in FY14 and the remaining \$118K was encumbered to carry through March 2015



# General Operations

# General Operations

- Hours of operation are encouraged from 5am to 11pm
- Staff is on site from 7am – 7pm spring/summer and 8am – 5pm in late fall/winter
  - Hours may change dependent on activities
- Program hours vary by individuals and companies depending on the activity and participation

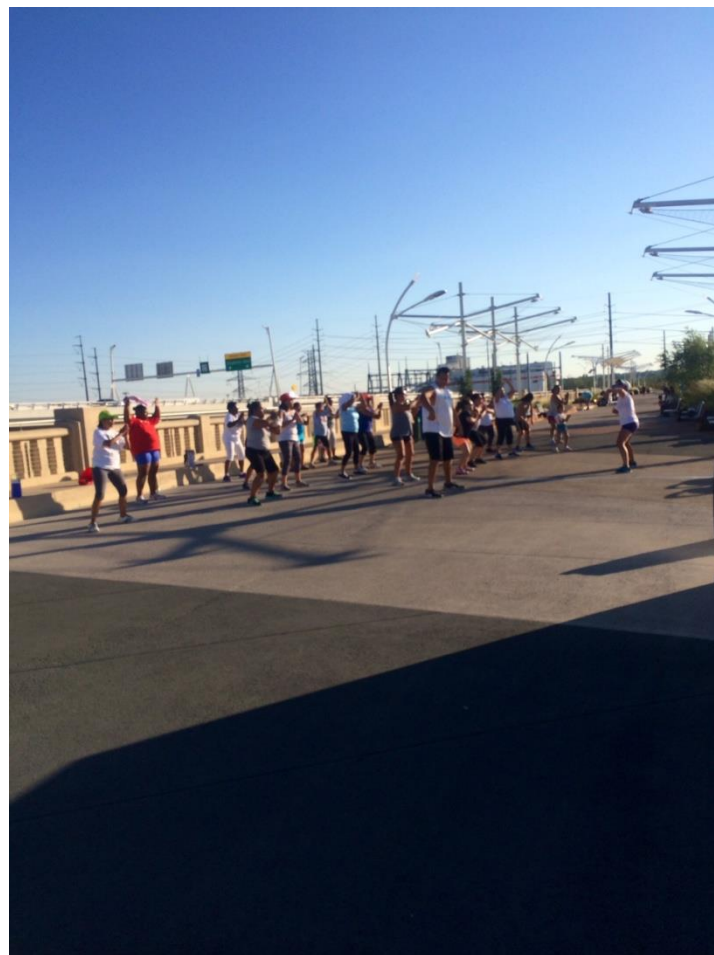


# Activities

# Activities

## Physical Fitness:

- Zumba: twice per week
  - Averages 35 participants per class
- Yoga: three (3) times per week by two (2) instructors
  - Averages 25 participants per class



# Activities

## Physical Fitness

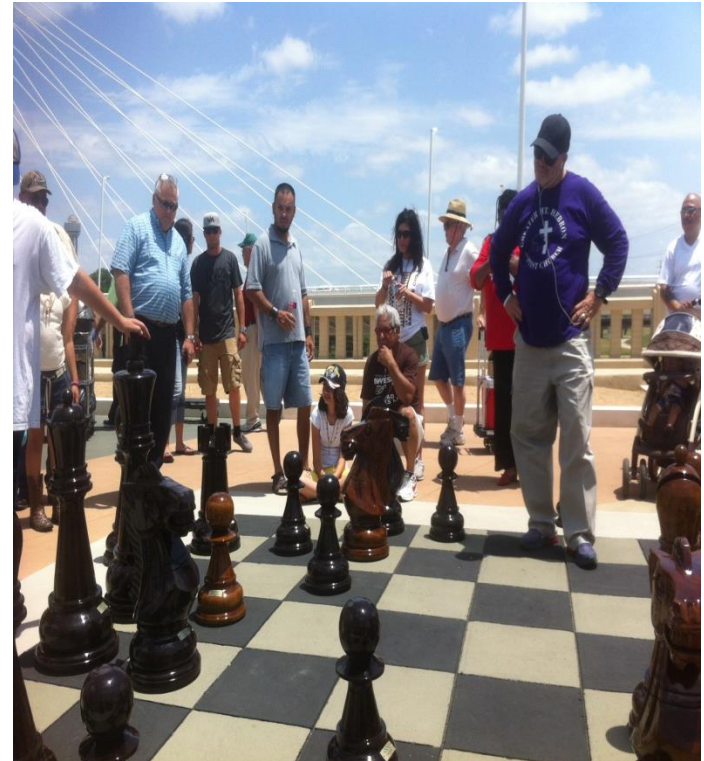
- Boot Camp: two (2) boot camp companies, three (3) boot camp classes per week
  - Averages 20 participants per class
- Line Dancing: one (1) session per week
  - Averages 10 participants per class



# Activities

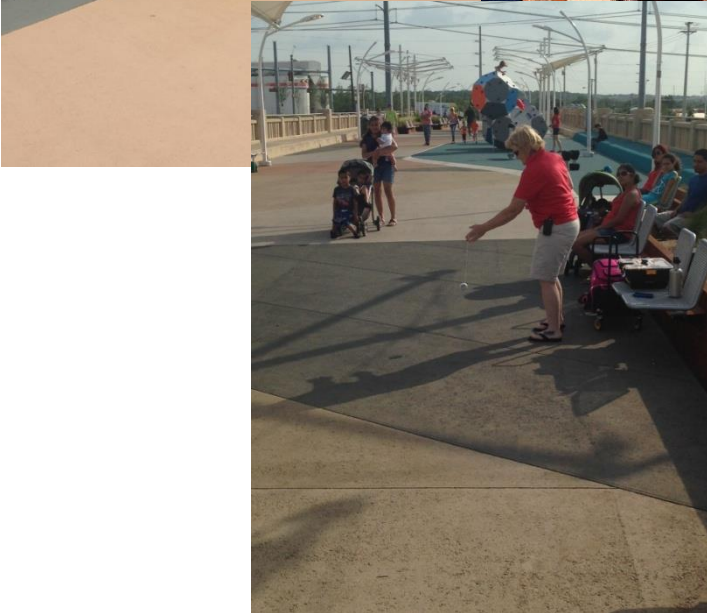
## Educational and Enrichment Programming:

- Nature exhibit: two (2) sessions per month during the spring, summer and early fall
  - Averages 20 participants per class
- Music Performance: two (2) sessions per month, multiple percussion instruments
  - Averages 40 participants per class
- Yo-Yo instruction: one (1) session per month
  - Averages 20 participants per class





# Activities



## Educational and Enrichment Programming:

- One (1) presentation per week which may be comprised of clowns, face painting, balloon artistry, puppets and marionettes, caricature or magic
  - Average 50 participants per class
- Storytellers once per week include African American Heritage, Early American, Mesoamerican Folklore, and Multicultural Heritage
  - Average 20 participants per class



# Activities



## Food Trucks

- Wide variety of food trucks
  - Hot foods
  - Cold food
  - Snow cones
  - Ice cream
  - Drinks
- Schedule and advertise by City
- Feedback from food truck vendors has resulted in potential presence during weekends and events, but not daily

# Activities

## Special Events by Private Entities:

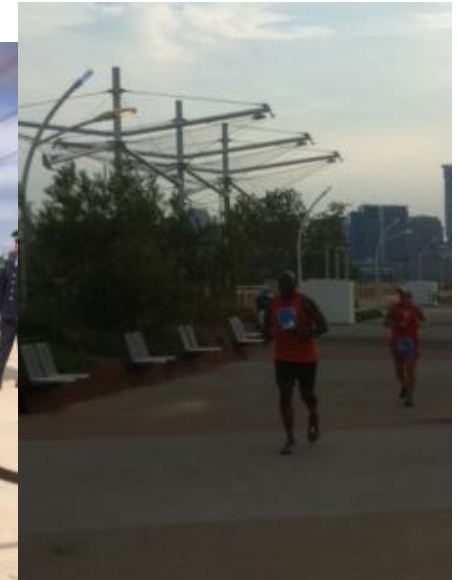
- Commercial Filming
  - GMC Truck advertising
  - Chase Bank
  - Pioneer Plaza
  - TV show *Misfits Garage*
  - “My Ford” Magazine
  - Minerva Consulting
- Demonstrations & Press Conferences
  - National Moment of Silence (60 participants)
  - Open Carry Guitar (1000 participants)
  - People for the Ethical Treatment of Animals (50 participants)
  - 35th National Veterans Wheelchair Game Press Conference (100 participants)



# Activities

## Special Events by Private Entities:

- Marathons and runs
  - The Big Run 5K and 10K (1,300 participants)
  - Bravest Race Hispanic Firefighters (50 participants)
  - Hottest Half Marathon (400 participants)
- Sporting Events
  - Major League Bocce Ball tournament (130 participants)
- Birthday events (25 participants)
- Parades
  - Italian-American Columbus Day Parade (2,000 participants)





# Activities

## Special Events by City:

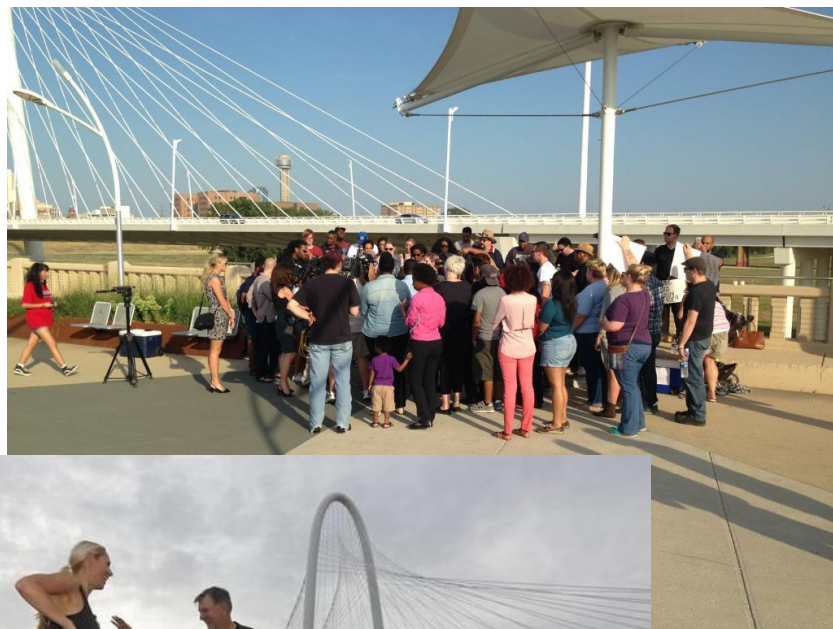
- Girl Scouts of North Texas Bridging Ceremony (3,500 participants)
- Trinity Revel Opening Event (7,500 participants)
- US Mayors Conference Opening Breakfast (150 participants)
- Food Frenzy Food Truck Night Out (635 participants)
- National Night Out (1,000 participants)



# Activities

## Future Events currently in planning:

- Private
  - Sporting events, parades, small private parties
- City
  - Monthly Movie Night, Seasonal Festivals and Markets, Kids Days



# Opening Year 2014 Summary of Activities

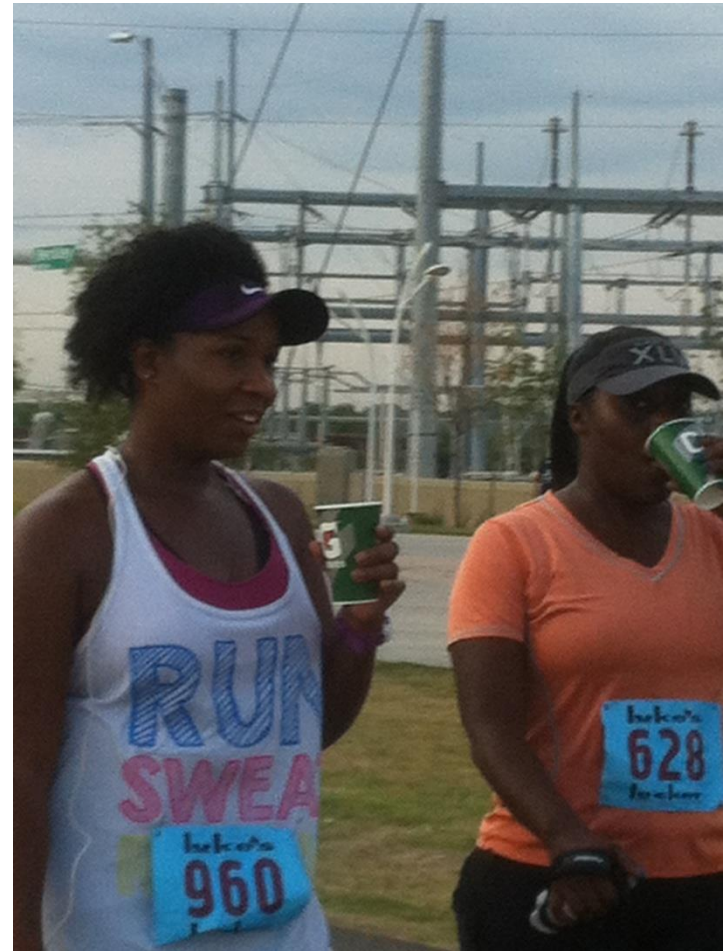
- Contracted instruction – approximately 4,500 participants
  - Fitness Related - 1,886 participants
  - Educational & Enrichment - 2,627 participants
- Special Events – approximately 17,825 participants
- Total Visitors – approximately 51,000 participants

# Request for Qualifications [“RFQ”]



# Request For Qualifications

- Existing service providers' contracts are estimated to end on or before March 2015
- Advertised in September 2014 for a 36 month agreement for service providers
  - Closes October 22, 2014
  - May be extended if necessary
- City will schedule and pay providers to offer classes
- City will continue to advertise activities on website



# Request For Qualifications

- Providers will be responsible for
  - Additional marketing
  - Tracking participation
- Classes with low participation will be cancelled
- Any service agreement that exceeds \$50,000 will require Council approval. Service agreements valued at less than \$50,000 would be processed via Administrative Action.



# Lessons Learned

# Lessons Learned

## Late Night Usage, Graffiti and Vandalism

- Users enjoy the amenity throughout the night and into the early morning hours
- Graffiti and vandalism typically occurs during the early morning hours



# Lessons Learned

## Reservations

- Nearly forty (40) requests have been made to use the Continental Bridge and West Dallas Gateway [“Gateway”] for private events
- Three categories of requests to date:
  - Small areas with reservation for 20-50 people (for example, birthday parties, graduation celebrations and engagement venues
  - Full use of the facility, but public access continues
  - Full use of the facility, but no public access

# Lessons Learned

## Use of Alcoholic Beverages

- Staff has not observed or received complaints related to alcohol use
- Special events requesting sales are required to follow insurance and Texas Alcohol and Beverage Commission [“TABC”] regulations per Chapter 42A of the Dallas City Code
  - Requires permission to hold an event on City property
  - Requires Liquor Liability Insurance
  - Requires TABC approval and license

# Strategies to Address Lessons Learned



# Strategies to Address Lessons Learned Security

- Strategies include:
  - Increase patrols during off-peak hours
  - Install security cameras (\$100,000)
  - Hire armed security officers (\$57,962)
  - Hire unarmed security officers (\$55,115)
  - Officially “close and vacate” Continental Avenue
  - Develop specific ordinances to address specific Trinity River Corridor usage and enforcement activities
  - DPD is developing a security plan linked to DPD system for the Trinity River Corridor to be briefed later this year

# Proposed Reservation Fee

# Proposed Reservation Fee

- Begin implementation of proposed fee structure for space reservation\*:
  - Small events (\$100)
    - Reserve a small area for activities such as private party
  - Full rental with public access still available (\$0)
    - Similar to the City Green Fest
  - Full rental with no public access (\$5,000)

\*Note: Office of Special Events permits events that meet the requirements of Chapter 42A of Dallas City Code

# Bicycle Repair Station Donation

# Bicycle Repair Station Donation

- West Dallas Foundation [“Foundation”] has offered to donate a bicycle repair station to serve users
- Proposed one Fixit stand, with a durable Air Kit 3, plus a wheel stand for the west end of the Continental Bridge and West Dallas Gateway
  - Includes tools necessary to perform basic repairs and maintenance; changing a flat to adjusting brakes and derailleurs
- Foundation hopes to donate additional stations in the future



# Summary

# Summary

- Manage events and reservations through permits and fees
- Work with Dallas Police Department and City Attorneys Office to develop Trinity River Corridor specific ordinances
- Accept from the West Dallas Foundation bike station donation and install



# Request for Committee Action

# Request for Committee Action

- Continue to provide programming at Continental Bridge and West Dallas Gateway at no charge to participants
- Approve the proposed reservation fees
- Confirm approach to continue to monitor vandalism, graffiti, alcoholic use and in the future hire security if illegal activities escalate