

Memorandum



CITY OF DALLAS

DATE October 9, 2015

TO Honorable Members of the Quality of Life & Environment Committee: Sandy Greyson (Chair),
Tiffinni A. Young (Vice Chair), Rickey D. Callahan, Mark Clayton, Philip T. Kingston, B. Adam McGough

SUBJECT Operation: Beautification Fall 2015 Registration

As recommended in 2012 by the Quality of Life & Environment committee, the City has continued to promote a biennial citywide cleanup event called Operation: Beautification. Since the inaugural event in May 2012, 153 neighborhood groups have participated in the event, and removed more than 97 tons of trash from the streets, parks, and waterways of Dallas. The community-wide effort is supported by the city offering out-of-schedule trash collection for registered groups.

The next event is scheduled for Saturday, November 14th. Registration for the upcoming fall event is currently open, and will remain open until Monday, November 9th. Interested groups are strongly encouraged to register. A link to the registration portal can be found here: http://dallascityhall.com/departments/pnv/Pages/Operation_Beautification.aspx

For the Fall 2015 edition of Operation:Beautification, staff has stepped up outreach efforts to target new organizations, churches, and schools. Announcements to social media pages have been made, and will continue throughout the registration period.

Bilingual flyers for the event are attached to this memo.

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

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

Saturday, November 14, 2015



**OPERATION
BEAUTIFICATION**

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

The City is encouraging Dallas neighborhood groups to join in a citywide fall cleanup effort on November 14, 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 <http://bit.ly/OperationBeautification> or contact Joe Yanez at Joe.Yanez@dallascityhall.com or call 214-671-8873 with questions.

Sábado 14 de septiembre de 2015



Ciudad de Dallas

A man in a blue t-shirt and black shorts is using a long-handled rake to clean a concrete sidewalk. In the background, another person is visible further down the sidewalk, and several cars are parked along the street. The scene is set in a residential area with green lawns and trees.

OPERACION EMBELLECIMIENTO

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

La Ciudad está alentando a todos los grupos de vecinos de Dallas a unirse a un esfuerzo de limpieza general de otoño el Sábado 14 de septiembre de 2015. La Ciudad coordinará 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://bit.ly/OperationBeautification> o comuníquese con Joe.Yanez@dallascityall.com o 214-671-8873 si tiene preguntas.



Registration Form

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

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 NOVEMBER 9, 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



Forma de Inscripción

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

CIUDAD DE 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 9 DE NOVIEMBRE DE 2015

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

Nombre de la asociación _____

Dirección _____ Zona Postal _____

Teléfono primario _____ Teléfono alterno _____

Correo Electrónico _____

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

May we contact you? (*Marque uno*) Primario Alterno Correo Electrónico