Memorandum

DATE January 10, 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 Follow Up Discussion: Next Step in Strategic Planning: Best Practices in Quality of Life & Environment

On Monday December 9, 2013, the Budget for Outcomes Team for Clean, Healthy Environment briefed you on best practices in Quality of Life & Environment. Their briefing covered proposed index cities and a draft SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.

The Quality of Life & Environment Committee requested that the item appear on the January 13th meeting agenda so that questions and comments can be submitted to the team. The December 9th briefing material is attached.

Please let me know if you have any questions.

Joey Zapata
Assistant City Manager

Attachment

Cc: Honorable Mayor and Member of the City Council
A.C. Gonzalez, Interim City Manager
Warren M.S. Ernst, City Attorney
Daniel F. Solis, Administrative Judge
Rosa A. Rios, City Secretary
Craig D. Kinton, City Auditor
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
Frank Librio, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor and Council
Next Step in Strategic Planning: 
Best Practices in 
Quality of Life & Environment
TEAM MEMBERS

- Peter Bratt, *Intergovernmental Services*
- Haroon Abdoh, *Public Works*
- Bobby Cano, *Office of Financial Services*
- Victoria Chittam, *Office of Financial Services*
- Holly Holt, *Dallas Water Utilities*
- Sheneice Hughes, *Aviation*
- Charles Langley, *Sanitation*
- Kim Mackey, *Office of Environmental Quality*
- Esmeralda Martinez, *Dallas Water Utilities*
- Than Nguyen, *Trinity Watershed Management*
- Maureen Milligan, *City Attorney’s Office*
- Frank Rodriguez, *Intergovernmental Services*
OVERVIEW

Clean Healthy Environment (CHE) KFA Team preliminary work for the FY14-15 Budgeting for Outcomes process includes:

- Review of the 2013 Community Survey
- Index cities
- Strengths, Weaknesses, Opportunities, and Threats (SWOT) for City of Dallas
- Model best practices
2013 COMMUNITY SURVEY

• The 2013 Community Survey was 6th survey conducted by City of Dallas since 2005
• Significant improvements in:
  ▪ Dallas as a place to live (increased by 6% since 2011 survey)
    ▪ 82% of residents surveyed felt Dallas was an “excellent” (29%) or “good” (53%) place to live
  ▪ Overall quality of life in Dallas (increased by 6%)
• City residents highly rated key services such as solid waste services (75% excellent/good), sewer services (67%), storm drainage (62%), and drinking water (55%)
2013 COMMUNITY SURVEY

- Citizens also indicated areas that were opportunities for improvement
  1) Maintenance of infrastructure
  2) Code enforcement
  3) Drinking water
INDEX CITIES

The CHE Team conducted research to identify the following index cities

- Austin
- New York City
- Houston
- Phoenix
- Portland
- San Antonio
- Sacramento
INDEX CITIES

• Austin
  - Population: 842,592 (2012)
  - America’s Healthiest City Rank (USA Today): 11
  - Bike Friendly City Ranking (Bicycling Magazine): 11
  - Overall Best Cities (Bloomberg/Businessweek): 12
  - Green City Index (Economist Intelligence Unit): Not Ranked

• New York City
  - Population: 8,336,697
  - America’s Healthiest City Rank (USA Today): 24 (out of 50 largest cities)
  - Bike Friendly City Ranking (Bicycling Magazine): 8 (out of 50 largest cities)
  - Best Cities in Energy Savings Rank (American Council for an Energy Efficient Economy): 3 (out of 34 largest cities)
  - Overall Best Cities (Bloomberg/Businessweek): 14 (out of 50 largest cities)
  - Green City Index (Economist Intelligence Unit): 3 (out of 27 largest cities)
INDEX CITIES

• Houston
  ➢ Population: 2,160,821
  ➢ America’s Healthiest City Rank (USA Today): 43
  ➢ Bike Friendly City Ranking (Bicycling Magazine): Not Ranked
  ➢ Overall Best Cities (Bloomberg/Businessweek): 35
  ➢ Green City Index (Economist Intelligence Unit): 16

• Phoenix
  ➢ Population: 1,488,750
  ➢ America’s Healthiest City Rank (USA Today): 33
  ➢ Bike Friendly City Ranking (Bicycling Magazine): 15
  ➢ Best Cities in Energy Savings Rank (American Council for an Energy Efficient Economy): 15
  ➢ Overall Best Cities (Bloomberg/Businessweek): 49
  ➢ Green City Index (Economist Intelligence Unit): 24
INDEX CITIES

• **Portland**
  - Population: 587,865
  - America’s Healthiest City Rank (USA Today): 3
  - Bike Friendly City Ranking (Bicycling Magazine): 47
  - Best Cities in Energy Savings Rank (American Council for an Energy Efficient Economy): 2
  - Overall Best Cities (Bloomberg/Businessweek): 5
  - Green City Index (Economist Intelligence Unit): Not Ranked

• **San Antonio**
  - Population: 1,382,951
  - America’s Healthiest City Rank (USA Today): 48
  - Bike Friendly City Ranking (Bicycling Magazine): 47
  - Best Cities in Energy Savings Rank (American Council for an Energy Efficient Economy): 16
  - Overall Best Cities (Bloomberg/Businessweek): 40
  - Green City Index (Economist Intelligence Unit): Not Ranked
INDEX CITIES

• Sacramento
  ➢ Population: 475,516
  ➢ America’s Healthiest City Rank (USA Today): 7
  ➢ Bike Friendly City Ranking (Bicycling Magazine): 25
  ➢ Best Cities in Energy Savings Rank (American Council for an Energy Efficient Economy): 18
  ➢ Overall Best Cities (Bloomberg/Businessweek): 24
  ➢ Green City Index (Economist Intelligence Unit): 15
SWOT Analysis

**Strength**
1) Environmental ordinances & policies

**Weakness**
1) Infrastructure
2) Communications
3) Focusing resources for impact

**Opportunities**
1) Partnerships
2) Strong neighborhood groups
3) Technology

**Threats**
1) Air quality
2) Mosquito borne diseases
3) Aging housing
4) Regional water resources
5) Funding
STRENGTHS:
Environmental Policies

Dallas is guided by internal policies and guidelines

- City of Dallas Environmental Policy
- Ozone Action Plan
- Green Purchasing Initiative
STRENGTHS: Environmental Policies

Dallas is

- 1st in the number green buildings per capita when compared to our index cities
- 3rd in green buildings per square mile when compared to our index cities
- Has the highest number of LEED certified buildings
- 13th nationally in energy efficient use for local government operations

Green Buildings: How Dallas Compares to Other Cities

- Chicago: 0 Green Buildings, 227 Square Miles
- Dallas: 754 Green Buildings, 745 Square Miles
- Houston: 599 Green Buildings, 599 Square Miles
- Philadelphia: 648 Green Buildings, 648 Square Miles
- San Diego: 452 Green Buildings, 452 Square Miles
- Austin: 395 Green Buildings, 395 Square Miles
- Phoenix: 516 Green Buildings, 516 Square Miles
- San Antonio: 460.9 Green Buildings, 460.9 Square Miles
• Dallas has an aging traffic signal infrastructure
• Almost 80% of the traffic signal infrastructure is past the industry standard for useful life
• A robust system can reduce accidents, enhance mobility and improve the quality of life for Dallas citizens
• A long-term traffic signal infrastructure maintenance program is being considered
WEAKNESS: Communications

% of Citizens who get information about City from:

- **TV news**
- **Local papers**
- **Utility bill**
- **WRR**
- **311**
- **City newsletter**
- **City cable**
- **Townhalls**
- **City website**

<table>
<thead>
<tr>
<th>Year</th>
<th>TV news</th>
<th>Local papers</th>
<th>Utility bill</th>
<th>WRR</th>
<th>311</th>
<th>City newsletter</th>
<th>City cable</th>
<th>Townhalls</th>
<th>City website</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>77</td>
<td>30</td>
<td>15</td>
<td>13</td>
<td>9</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>2011</td>
<td>72</td>
<td>28</td>
<td>13</td>
<td>13</td>
<td>11</td>
<td>13</td>
<td>13</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>2013</td>
<td>73</td>
<td>34</td>
<td>13</td>
<td>13</td>
<td>11</td>
<td>13</td>
<td>13</td>
<td>11</td>
<td>8</td>
</tr>
</tbody>
</table>

- Top news sources in 2013:
  - Local TV news (73%)
  - Local newspapers (52%)
  - Utility bill (34%)
  - City website (24%)

- Changes from 2009 to 2013:
  - City cable (-38.5%)
  - Website (26.3%)
  - Local newspaper (-14.8%)
WEAKNESS: Focusing Resources for Impact

- Dallas’ land area is large and needs for key city services continues to grow
- Some quality of life problems are widely distributed throughout the city
  - Vacant Land
  - Blighted Housing
- City already targets some city services strategically
  - DPD TAAG
OPPORTUNITY: Partnerships

• City of Dallas further benefits from partnerships with other municipalities, private, non-profit organizations
  ▪ Examples
    ▪ Klyde Warren Park
    ▪ AT&T Performance Arts Center
    ▪ Downtown Parks Master Plan/Belo Foundation
OPPORTUNITY: Strong Neighborhood Groups

City can partner with neighborhood groups to:

- Identify and inventory vacant/blighted properties
- Clean and maintain vacant lots and structures
- Engage in community-based planning efforts
- Leverage private funds for public good
- Provide identifying information on absentee landlords and illegal dumpers
- Advocate for legislative changes

Graphic: Preservation Dallas
OPPORTUNITY: Technology

• Dallas has opportunities for greater technology effectiveness
  – Demand-responding parking pricing
  – Networked street lights and parking
  – Traffic management
  – Smart utilities
  – Online civic involvement
THREATS: Air Quality

- Ozone is a respiratory irritant and can also have adverse affects on cardiovascular health
- 8% of the population in the D-FW non-attainment region has asthma
- 23.6% of the population has cardiovascular illness
- 4% of the population has COPD
- Employers may not want to move to an area where their workers and family will become unhealthy
- Emergency room visits for respiratory complications reduces worker productivity and can result in lost wages
THREATS: Mosquito Borne Illnesses

• Arboviral Encephalitides
  – Eastern equine encephalitis (EEE)
  – Western equine encephalitis (WEE)
  – St. Louis encephalitis (SLE)
  – La Crosse (LAC) encephalitis,
  – West Nile virus (WNV)

• Dengue Fever

• Malaria

• Yellow Fever
THREATS: Aging Housing/Blight

A 2013 study by DFW Habitat for Humanity and UT-Dallas found:

• Blight drains city resources and dollars while its harms residents with drug activity and reduced property values

• Over four years, Dallas demolished nearly 1600 residential and commercial properties

• Over the past two years, Dallas filed $10 million in liens against properties, collecting about $1.5 million

• The median property value for homes in high-blight areas is $79,600, compared to $236,050 in low-blight areas
THREATS: Regional Water Resources

• Texas continues to struggle with the long-term impact of drought
• Estimated costs are more than $5.2 billion in agricultural losses and $250 million in wildfire devastation in 2011
• Current drought may be similar to the 1950s drought and this weather pattern may stick around until 2020
THREATS: Regional Water Resources

- Dallas has responded by being proactive
- Instituted twice a week watering restrictions in 2012
- Promotes conservation and reuse
- Since the beginning of Dallas’ water system in 1878, the challenge has been finding an adequate, dependable water supply
- According to the State of Texas, the impact of DFW region running out of water would result in:
  - Reduced regional population of 797,000
  - Loss of 547,000 jobs
  - Income decline of $49.7 billion
THREATS: Funding

• Significant cuts to Transportation Funding at the Federal and State level, leaving the City with responsibility of taking up costs

• Property and sales tax revenue
  • FY14 property tax base is 3.6% FY09
  • Moderate sales tax revenue growth is expected in near future

• New construction appraised values in FY14 is still below FY08 peak
BEST PRACTICES

Air Quality

New York City

• Programs for upgrading HVAC systems in public and private buildings
• Lower retirement age for fleet vehicles
• Ground-level air monitors to evaluate air pollution hot spots

Philadelphia

• Air Quality Improvement Fund established in 2006
• financed by fines, penalties, air permits
• Emergency generator and fire pump testing restrictions
• Dry cleaning regulations
BEST PRACTICES
Communications

Philadelphia

• Award winning interacting programs
  – Philly311 (Call Center)
  – PhillyStat (Performance Analysis)
  – PhillyRising (Crime)
BEST PRACTICES
Communications

Chicago
• Is expanding and updating its mobile, social media and online technology to increase communication/interaction with residents

Boston
• Is expanding and updating its mobile, social media, and online technology to increase communication/interaction with residents through a new Open Government Portal, mobile apps (Street Bumps) and hired a “Data Scientist”

City's engagement with residents on social media

<table>
<thead>
<tr>
<th></th>
<th>Office of the Mayor</th>
<th>Chicago Police Department</th>
<th>Chicago Park District</th>
<th>Chicago Transit Authority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>11,498 likes</td>
<td>37,119 likes</td>
<td>13,012 likes</td>
<td>10,069 likes</td>
</tr>
<tr>
<td>Twitter</td>
<td>28,206 followers</td>
<td>14,789 followers</td>
<td>14,543 followers</td>
<td>25,513 followers</td>
</tr>
</tbody>
</table>
BEST PRACTICES

Infrastructure Replacement

Seattle

• Green Stormwater Infrastructure (GSI) – aims to address stormwater needs in a more sustainable, aesthetically pleasing and cost effective approach

San Diego

• In 2014 announced a five-year plan will be developed to address infrastructure backlog

Houston & Fort Worth

• Infrastructure/bond program management & tracking systems
BEST PRACTICES
Using Resources Strategically

Richmond
• Neighborhoods in Bloom targets six neighborhoods with additional revitalization resources and enhanced

Houston
• “Healthy Pets Healthy Streets” is a city and advocacy group partnership that targets specific neighborhoods with large stray animal populations

San Antonio
• Progressive animal control initiative that seeks to enhance community and owner responsibility
BEST PRACTICES:
Strong Neighborhood Groups

Fort Worth & San Antonio

• Code Ranger Program builds neighborhood partnerships with code officers
• Focus on training citizen volunteers

Cleveland

• Code Enforcement Partnership empowers community organizations to educate property owners on code compliance
• Neighborhood organizations, churches, and community development corporations (CDCs) receive training from city code officers
BEST PRACTICES: Technology

New York City
• Sensors along 23 crucial intersections adjusts traffic light patterns to keep optimal traffic flow

Seattle
• Uses Eparking data to adjust parking rates on a neighborhood level annually
SUMMARY

• With municipal leadership, regional collaboration, environmental initiatives, and community involvement, the City of Dallas will remain a national leader in ensuring a sustainable community
QUESTIONS?