Memorandum

DATE April 11, 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 Clean-Up for Spring 2014

On Monday, April 14, 2014, the Quality of Life & Environment Committee will be briefed on “Operation: Beautification” Community Clean-Up for spring 2014. Briefing materials are attached for you review.

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

Joey Zapata
Assistant City Manager

Attachment

Cc: Honorable Mayor and Members of the City Council
    A.C. Gonzalez, City Manager
    Warren M.S. Ernst, City Attorney
    Craig D. Kinron, City Auditor
    Rosa A. Rios, City Secretary
    Daniel F. Solis, Administrative Judge
    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
    Shawn Williams, Interim Public Information Officer
    Elsa Cantu, Assistant to the City Manager – Mayor & Council

“Dallas, the City that Works: Diverse, Vibrant and Progressive”
“OPERATION: BEAUTIFICATION”
COMMUNITY CLEANUP FOR SPRING 2014

Presented to the Quality of Life & Environment Committee
April 14, 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 May 2012
  • Dubbed “Operation: Beautification”
  • 24 groups participated
  • Over 9.7 tons of trash and brush collected
Biannual Events

- Fall 2012 - November 10, 2012
- Spring 2013 - May 18, 2013
- Fall 2013 – November 9, 2013
Past Participants - Fall 2013

1. ENA - Elmwood Neighborhood Association
2. Singing Hills Neighborhood Association
3. Ewing Corinth Neighborhood Association
4. Glenview Neighborhood Association
5. Wynnewood Heights Neighborhood Association
6. Beckley Heights Neighborhood Association
7. Bruton Terrace Crime Watch
8. Rose Garden Neighborhood League
9. Action Metals/St. Philip's School & Community Center
10. Mill City Community Association
11. Clean South Dallas/Fair Park Inc.
12. Nextdoor Kleberg
13. Casa View Neighborhood Association
14. Uptown Dallas
Spring 2014 Update

• Saturday May, 17, 2014

• Register at:
  
  http://www.dallascityhall.com/scs/Operation_Beautification.html
  - In the past, FAQs and registration were in Spanish
  - Now, main information page also in Spanish
  - Links on side content bar direct user to Spanish pages

• Registration Deadline Monday, May 12, 2014

• Link is up at DallasCityNewsroom.com

• Ad info has been submitted to Clear Channel, for display in April and May

• English/Spanish flyers being distributed
OPERATION: BEAUTIFICATION  
A Citywide Community Cleanup 
Saturday, May 17, 2014 
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 17, 2014. 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 Strategic Customer Services at scs@dallascityhall.com or call 214-670-5551 with questions.

OPERACION: EMBELLECIMIENTO  
Un proyecto de limpieza comunitario 
Sábado 17 de mayo de 2014 
Una 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 Primavera el 17 de mayo de 2014. La Ciudad coordinará con los grupos participantes para ofrecer coleción de basura fuera del itinerario normal para vecindarios que decidan unirse a este evento especial. Regístrate por Internet en www.dallascitynewsroom.com o comuníquese con Strategic Customer Services en scs@dallascityhall.com o 214-670-5551 si tiene preguntas.
OPERATION: BEAUTIFICATION
A Citywide Community Cleanup
Saturday, May 17

The City is encouraging Dallas neighborhood groups, such as civic groups, homeowners associations, neighborhood associations and crime watch groups to join in a citywide Spring cleanup effort on May 17, 2014. The City will coordinate with participating groups to provide out-of-schedule trash collection for neighborhoods that choose to join in this special event. Contact Strategic Customer Services at scs@dallascityhall.com or 214-670-5551, Spanish speakers call 214-671-8873. If you have questions click here to see a list of frequently asked questions. The deadline for registration is Monday May 12.

Registration
Operation: Beautification FAQs

Examples:
FREQUENTLY ASKED QUESTIONS / PREGUNTAS RECIENTES SOBRE LA OPERACIÓN LIMPIEZA

Q1. Is this a Spring Cleaning for my home?

A: No, the goal of this program is for community residents to clean their neighborhood and shared areas (medians, along the alleys, neighborhood entrances/gateways). Neighborhood associations and interested groups should organize a project – litter pickup, graffiti removal, etc. – that is meaningful and achievable for them.

Q2: Will brush and other debris be picked up?

A: The City is offering to pick up trash collected by groups and that are placed in an agreed upon location. Other brush can be placed curbside bundled in three foot cuttings, for removal during your bulky trash pickup. Please click here to see the Sanitation Services bulk trash calendar.
Next Steps

• Goal: 30 participating groups
• Announce at community meetings
• Advertise
• Answer questions
• Distribute goody bags
• Collect data
• Plan for Fall event
Operation: Beautification Spring 2014

Community-led cleanup to increase neighborhood quality of life