

Memorandum



DATE October 18, 2024

CITY OF DALLAS

TO Honorable Chair and Members of the Quality of Life, Arts, and Culture Committee

SUBJECT **Keep Dallas Beautiful Application Suite**

The Office of Data Analytics and Business Intelligence (DBI), in partnership with the Department of Code Compliance (CCS), has created a suite of applications to support Keep Dallas Beautiful. The applications, once published, will provide residents with a user-friendly way to register for clean-up sites, reserve any necessary equipment, and provide an interactive dashboard with in-depth information on the impact of Keep Dallas Beautiful events.

In the past, residents used time-consuming paper forms to register for cleanup sites, reserve equipment, and track the impact of the cleanups. This new suite of applications will enhance the registration process, customer experience, and provide valuable insights into the cleanup efforts. The Adopt-A-Spot application will allow volunteers to identify and register for available Keep Dallas Beautiful locations quickly. Residents will be able to use the Community Hand Tool Survey application to reserve equipment for cleanup events. The Keep Dallas Beautiful Events Dashboard will provide residents and city personnel with a wide range of metrics updated bi-weekly measuring the effectiveness of this program such as:

- Number of events and volunteers
- Distribution of clean-up events
- Volunteer hours served
- Amount and type of trash collected
- Monetary value of the services provided by volunteers

Please contact Dr. Brita Andercheck, Chief Data Officer, or Christopher Christian, Director of CCS if you have any questions.

Service First Now!

A handwritten signature in black ink, appearing to read 'Alina Ciocan'.

Alina Ciocan
Assistant City Manager

c: Kimberly Bizer Tolbert, City Manager (I)
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge

Alina Ciocan, Assistant City Manager
Donzell Gipson, Assistant City Manager (I)
Robin Bentley, Assistant City Manager (I)
Jack Ireland, Chief Financial Officer
Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I)

“Service First, Now!”

Connect – Collaborate – Communicate

Dominique Artis, Chief of Public Safety (I)
Dev Rastogi, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager

Directors and Assistant Directors