



**City of Dallas**

**Code Compliance Services  
Community Engagement Strategies**

**Environment & Sustainability Committee**

**June 6, 2023**

Kevin Mondy M.A., Manager  
Code Compliance  
City of Dallas

# Presentation Overview



- North Texas Community Clean Up Challenge
- Community Volunteerism
- Keep Dallas Beautiful





## Leaderboard

Live dashboard of the current state of all participating communities.

Cleanup efforts must be logged between March 1, 2023 and May 31, 2023 and have taken place within a participating community.



Rank	Community	Events	Volunteers	Bags of Litter	Score
1	Mansfield	19	870	801	358.7456
2	Burleson	5	453	19	194.9196
3	Dallas	26	1697	3160	49.3609
4	Carrollton	32	79	237	35.2608
5	Grand Prairie	2	18	12	2.7757

# Community Volunteerism

Partnerships



VOLUNTEERS

FY23 - 2,603

FY22 - 1,444

Time



HOURS

FY23 - 9,045

FY22 - 5,802

Contribution



VALUE

FY23 - \$270,912

FY22 - \$168,985

# Dallas Beautiful Affiliation



- In 2019 The Department of Code Compliance begin working with Keep Dallas Beautiful (KDB) on several community initiatives.
- In 2020 KDB leadership decided it was time to transition the organization operations to the City of Dallas and Code Compliance would be the proper place.
- Throughout 2020 Code Compliance met with Keep America Beautiful (KAB) the National program office and Keep Texas Beautiful (KTB) the statewide program affiliate office to discuss the transition.
- December of 2020 the Department of Code Compliance received the official acceptance letter from KAB to facilitate Keep Dallas Beautiful as apart of Code Compliance



# Dallas Beautiful Affiliation cont.



1010 Washington Blvd., Stamford, CT 06901  
T: 203.659.3000 F: 203.659.3001  
[info@kab.org](mailto:info@kab.org) / [www.kab.org](http://www.kab.org)

December 16, 2020

Carl:

Keep America Beautiful is pleased to accept the City of Dallas Department of Code Compliance's application to revive Keep Dallas Beautiful in the City of Dallas. Keep Dallas Beautiful will soon rejoin Keep America Beautiful's family of over 600 national affiliates.

We recognize that the collective effort of Keep America Beautiful affiliates to End Littering, Improve Recycling, and Beautify America's Communities may be challenging and will require time, resources and hard work. The results our affiliates have achieved over the years — lasting, positive economic, environmental, and social impact — have demonstrated that amazing outcomes will take place by putting to work the Keep America Beautiful behavior change system and strategies, in addition to the best practices that will be shared during your affiliation process.

Keep America Beautiful national staff and trainers are available to work with you in your journey to become a certified Keep America Beautiful affiliate. Your primary point of contact at Keep America Beautiful is Jason Smith the Affiliate Operations Regional Director – West, his contact information is below:

**Jason Smith**  
Keep America Beautiful  
Director, Western Region  
1010 Washington Blvd., Stamford, CT 06901  
Office: 475.298.1705  
Email: [jsmith@kab.org](mailto:jsmith@kab.org)

We look forward to working with you to help keep Dallas beautiful and welcoming you as an official affiliate of the Keep America Beautiful Network. Thank you for helping Keep America Beautiful fulfill our vision of creating a country where every community is a clean, green and beautiful place to live. We look forward to our partnership together and great things to come for your community and our beautiful country!

Sincerely,

A handwritten signature in black ink, appearing to read 'Helen Lowman'.

Helen Lowman  
President & CEO  
Keep America Beautiful

## Affiliation Acceptance Letter

# KEEP DALLAS



KEEP AMERICA BEAUTIFUL AFFILIATE



# Keep Dallas Beautiful cont.



## Key Updates

- Received Silver Star Recognition Status with Keep Texas Beautiful.
- Implemented our Waste In Place Curriculum with 10 Dallas ISD.
- Currently working with our Comms department on some rebranding concepts for KDB.
- Developing a strategic marketing campaign to officially roll-out KDB.
- Creating a City-Wide litter campaign that will compliment our programming efforts with KDB.



*Keep Dallas Beautiful*  
*Silver Star Affiliate*

Presented April 2023



*Keep Texas Beautiful, Inc.*





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