

**MARCH 4, 2020 CITY COUNCIL BRIEFING AGENDA  
CERTIFICATION**

This certification is given pursuant to Chapter XI, Section 9 of the City Charter for the City Council Briefing Agenda dated March 4, 2020. We hereby certify, as to those contracts, agreements, or other obligations on this Agenda authorized by the City Council for which expenditures of money by the City are required, that all of the money required for those contracts, agreements, and other obligations is in the City treasury to the credit of the fund or funds from which the money is to be drawn, as required and permitted by the City Charter, and that the money is not appropriated for any other purpose.



\_\_\_\_\_  
T.C. Broadnax  
City Manager

02/28/20  
Date

M. Elizabeth Reich  
Elizabeth Reich  
Chief Financial Officer

2-28-20  
Date

# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201



## COUNCIL BRIEFING AGENDA

**March 4, 2020**

**9:00 AM**

(For General Information and Rules of Courtesy, Please See Opposite Side.)  
(La Información General Y Reglas De Cortesía Que Deben Observarse  
Durante Las Asambleas Del Consejo Municipal Aparecen En El Lado Opuesto, Favor De Leerlas.)

## **General Information**

The Dallas City Council regularly meets on Wednesdays beginning at 9:00 a.m. in the Council Chambers, 6th floor, City Hall, 1500 Marilla. Council agenda meetings are broadcast live on WRR-FM radio (101.1 FM) and on Time Warner City Cable Channel 16. Briefing meetings are held the first and third Wednesdays of each month. Council agenda (voting) meetings are held on the second and fourth Wednesdays. Anyone wishing to speak at a meeting should sign up with the City Secretary's Office by calling (214) 670-3738 by 5:00 p.m. of the last regular business day preceding the meeting. Citizens can find out the name of their representative and their voting district by calling the City Secretary's Office.

Sign interpreters are available upon request with a 48-hour advance notice by calling (214) 670-5208 V/TDD. The City of Dallas is committed to compliance with the Americans with Disabilities Act. **The Council agenda is available in alternative formats upon request.**

If you have any questions about this agenda or comments or complaints about city services, call 311.

## **Rules of Courtesy**

City Council meetings bring together citizens of many varied interests and ideas. To insure fairness and orderly meetings, the Council has adopted rules of courtesy which apply to all members of the Council, administrative staff, news media, citizens and visitors. These procedures provide:

- That no one shall delay or interrupt the proceedings, or refuse to obey the orders of the presiding officer.
- All persons should refrain from private conversation, eating, drinking and smoking while in the Council Chamber.
- Posters or placards must remain outside the Council Chamber.
- No cellular phones or audible beepers allowed in Council Chamber while City Council is in session.

"Citizens and other visitors attending City Council meetings shall observe the same rules of propriety, decorum and good conduct applicable to members of the City Council. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the City Council or while

## **Información General**

El Ayuntamiento de la Ciudad de Dallas se reúne regularmente los miércoles en la Cámara del Ayuntamiento en el sexto piso de la Alcaldía, 1500 Marilla, a las 9 de la mañana. Las reuniones informativas se llevan a cabo el primer y tercer miércoles del mes. Estas audiencias se transmiten en vivo por la estación de radio WRR-FM 101.1 y por cablevisión en la estación *Time Warner City Cable* Canal 16. El Ayuntamiento Municipal se reúne en el segundo y cuarto miércoles del mes para tratar asuntos presentados de manera oficial en la agenda para su aprobación. Toda persona que desee hablar durante la asamblea del Ayuntamiento, debe inscribirse llamando a la Secretaría Municipal al teléfono (214) 670-3738, antes de las 5:00 pm del último día hábil anterior a la reunión. Para enterarse del nombre de su representante en el Ayuntamiento Municipal y el distrito donde usted puede votar, favor de llamar a la Secretaría Municipal.

Intérpretes para personas con impedimentos auditivos están disponibles si lo solicita con 48 horas de anticipación llamando al (214) 670-5208 (aparato auditivo V/TDD). La Ciudad de Dallas se esfuerza por cumplir con el decreto que protege a las personas con impedimentos, *Americans with Disabilities Act*. **La agenda del Ayuntamiento está disponible en formatos alternos si lo solicita.**

Si tiene preguntas sobre esta agenda, o si desea hacer comentarios o presentar quejas con respecto a servicios de la Ciudad, llame al 311.

## **Reglas de Cortesía**

Las asambleas del Ayuntamiento Municipal reúnen a ciudadanos de diversos intereses e ideologías. Para asegurar la imparcialidad y el orden durante las asambleas, el Ayuntamiento ha adoptado ciertas reglas de cortesía que aplican a todos los miembros del Ayuntamiento, al personal administrativo, personal de los medios de comunicación, a los ciudadanos, y a visitantes. Estos reglamentos establecen lo siguiente:

- Ninguna persona retrasará o interrumpirá los procedimientos, o se negará a obedecer las órdenes del oficial que preside la asamblea.
- Todas las personas deben abstenerse de entablar conversaciones, comer, beber y fumar dentro de la cámara del Ayuntamiento.
- Anuncios y pancartas deben permanecer fuera de la cámara del Ayuntamiento.
- No se permite usar teléfonos celulares o enlaces electrónicos (*paggers*) audibles en la cámara del Ayuntamiento durante audiencias del Ayuntamiento Municipal

"Los ciudadanos y visitantes presentes durante las

attending the City Council meeting shall be removed from the room if the sergeant-at-arms is so directed by the presiding officer, and the person shall be barred from further audience before the City Council during that session of the City Council. If the presiding officer fails to act, any member of the City Council may move to require enforcement of the rules, and the affirmative vote of a majority of the City Council shall require the presiding officer to act." Section 3.3(c) of the City Council Rules of Procedure.

asambleas del Ayuntamiento Municipal deben de obedecer las mismas reglas de comportamiento, decoro y buena conducta que se aplican a los miembros del Ayuntamiento Municipal. Cualquier persona que haga comentarios impertinentes, utilice vocabulario obsceno o difamatorio, o que al dirigirse al Ayuntamiento lo haga en forma escandalosa, o si causa disturbio durante la asamblea del Ayuntamiento Municipal, será expulsada de la cámara si el oficial que este presidiendo la asamblea así lo ordena. Además, se le prohibirá continuar participando en la audiencia ante el Ayuntamiento Municipal. Si el oficial que preside la asamblea no toma acción, cualquier otro miembro del Ayuntamiento Municipal puede tomar medidas para hacer cumplir las reglas establecidas, y el voto afirmativo de la mayoría del Ayuntamiento Municipal precisara al oficial que este presidiendo la sesión a tomar acción." Según la sección 3.3 (c) de las reglas de procedimientos del Ayuntamiento.

## **Handgun Prohibition Notice for Meetings of Governmental Entities**

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

*"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistol oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."*

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

*"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."*

9:00 a.m. Invocation and Pledge of Allegiance

6ES

Special Presentations

Open Microphone Speakers

### **VOTING AGENDA**

6ES

1. [20-437](#) Approval of Minutes of the February 5, 2020 City Council Meeting and February 19, 2020 Retreat (Strategic Planning Session)
2. [20-438](#) Consideration of appointments to boards and commissions and the evaluation and duties of board and commission members (List of nominees is available in the City Secretary's Office)

### **BRIEFINGS**

6ES

- A. [20-441](#) 2020 Census Update

**Attachments:** [Presentation](#)

- B. [20-440](#) Dockless Vehicle Ordinance Proposed Amendments

**Attachments:** [Presentation](#)

- C. [20-439](#) Mayor and City Council Strategic Planning Session Follow-Up

**Attachments:** [Presentation](#)

Open Microphone Speakers

6ES

The above schedule represents an estimate of the order for the indicated briefings and is subject to change at any time. Current agenda information may be obtained by calling (214) 670-3100 during working hours.

Note: An expression of preference or a preliminary vote may be taken by the Council on any of the briefing items.

**EXECUTIVE SESSION NOTICE**

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex Govt. Code §551.089]





# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-437

**Item #:** 1.

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**SUBJECT**

Approval of Minutes of the February 5, 2020 City Council Meeting and February 19, 2020 Retreat (Strategic Planning Session)



# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-438

**Item #:** 2.

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**AGENDA DATE:** March 4, 2020

**COUNCIL DISTRICT(S):** N/A

**DEPARTMENT:** City Secretary's Office

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**SUBJECT**

Consideration of appointments to boards and commissions and the evaluation and duties of board and commission members (List of nominees is available in the City Secretary's Office)



# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-441

**Item #:** A.

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2020 Census Update

I COUNT, YOU COUNT,  
**WE ALL COUNT!**



¡YO CUENTO, TU CUENTAS,  
**TODOS CONTAMOS!**

Dallas City Council Briefing

March 2020

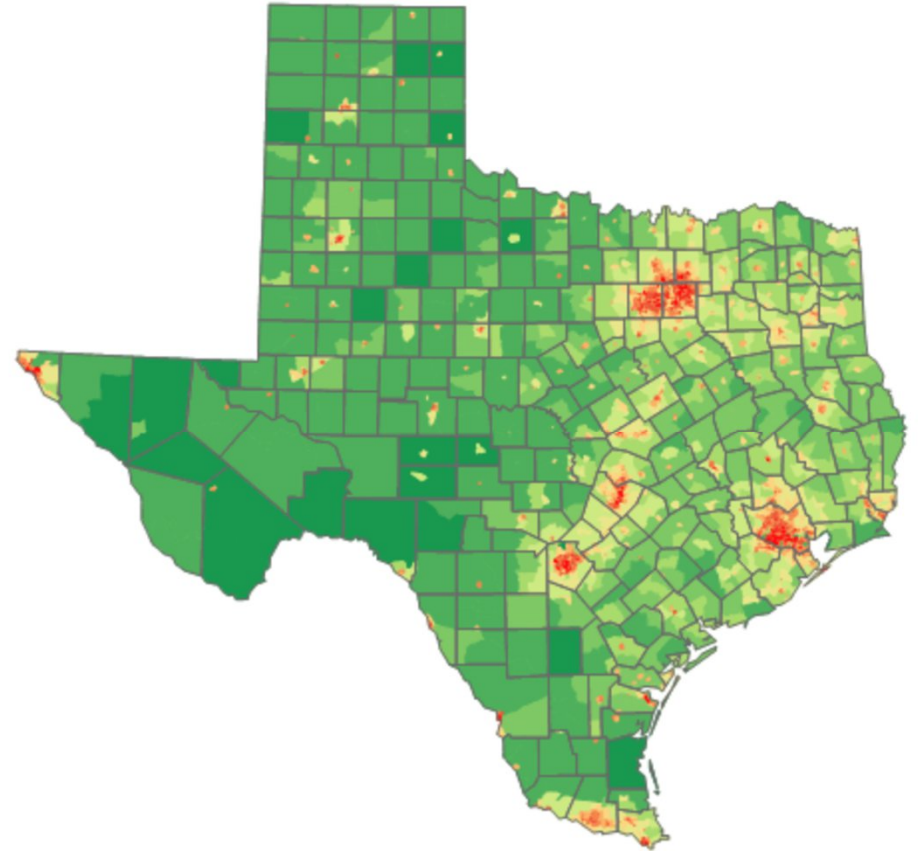
# Overview

## New Census for 2020

- New: self-report online or by phone
- Only 5.8% will receive mailed census forms

## Why Census?

- Federal government distributes ~\$675B in funding for education, transportation, health care, housing and more.
- Redistricting
- Congressional representation
- Business, jobs and amenities
- Plans for new homes and improve neighborhoods



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City of Dallas

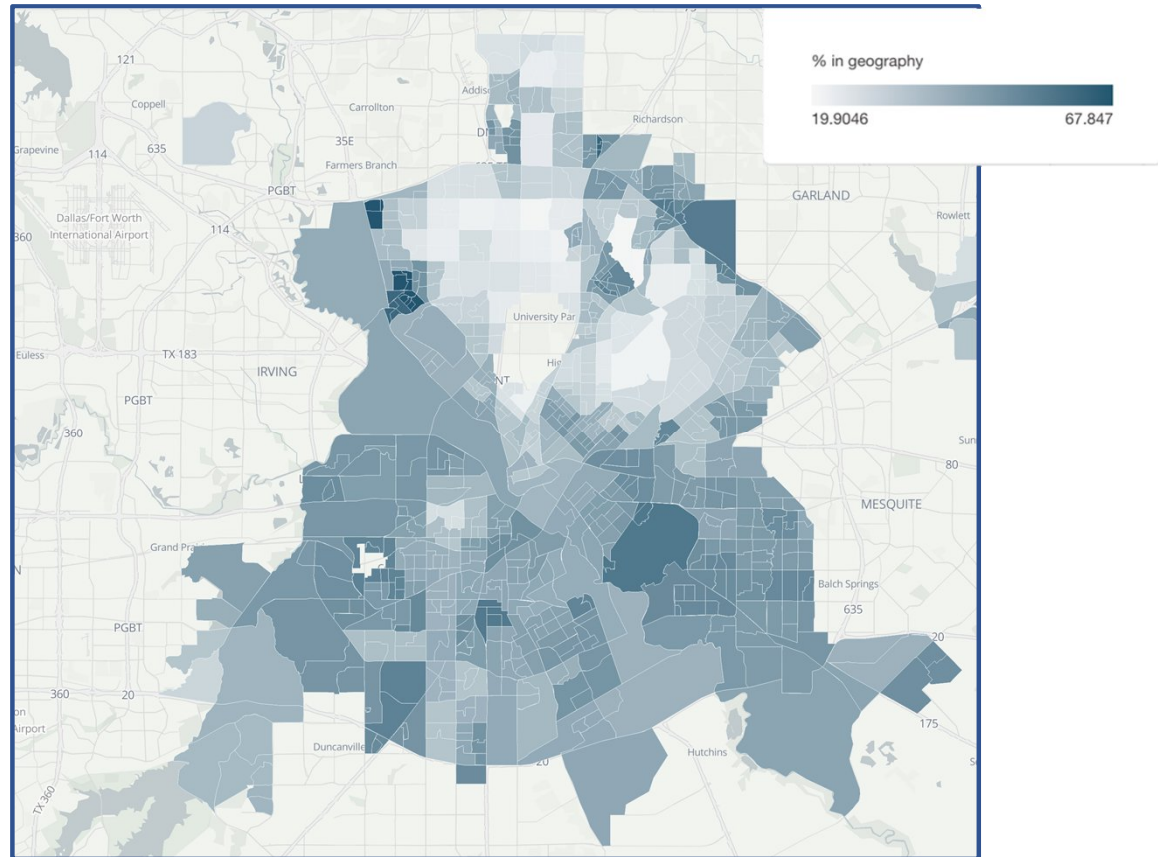
# Overview

## Emphasis on Hard to Count

- Low self-response rates
- 970k+ did not self-report\*

## Specific Populations

- Families with children 0 to 5
- Highly mobile
- Racial and ethnic minorities
- Low income persons
- Homeless
- Undocumented immigrants
- Distrust the government
- LGBTQ
- Persons w/disabilities



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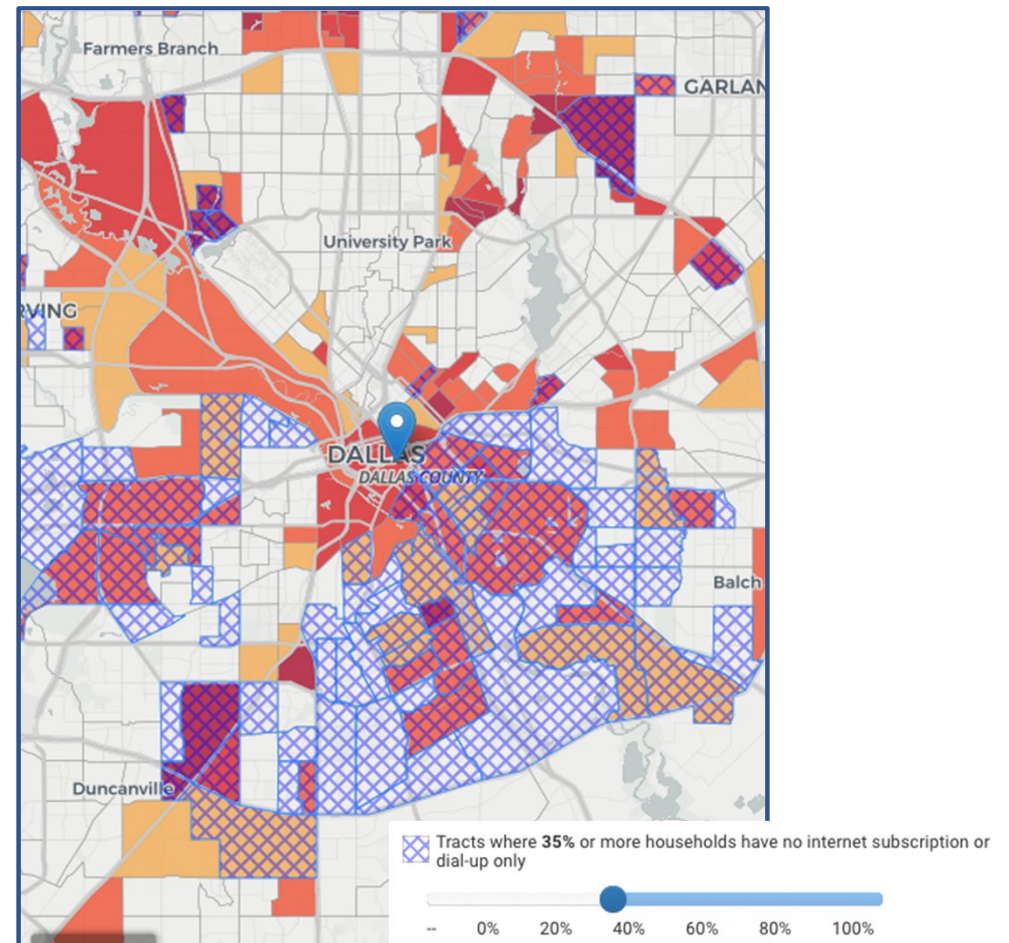
City of Dallas

# Overview

## Challenge

- Southern Dallas has below average internet subscription service
- Climate of fear instigated by push for citizenship question
- Increased distrust in releasing PII, especially associated with threats to housing and benefits

• \*Source: City of Dallas



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# Strategy

## Audience Segmentation

Research

Mapping/Geo areas

Proprietary analytics program provides predictive mapping

HTC Groups

## Audience Insight

Team has unparalleled experience with HTC

Focus Groups (9)

## Message Development

Tailored to benefits for each audience segment

Multi-lingual

Identify shared influencers

Integrate trusted personalities



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# City Staff Key Milestones Through March 4

## March-July 2019:

- Develop Strategic Plan
- City Council appoints 2 District Captains to HTC subcommittee
- Develop infrastructure for HTC outreach
- Identify potential partners and stakeholders
- Launch City of Dallas 2020 Census website

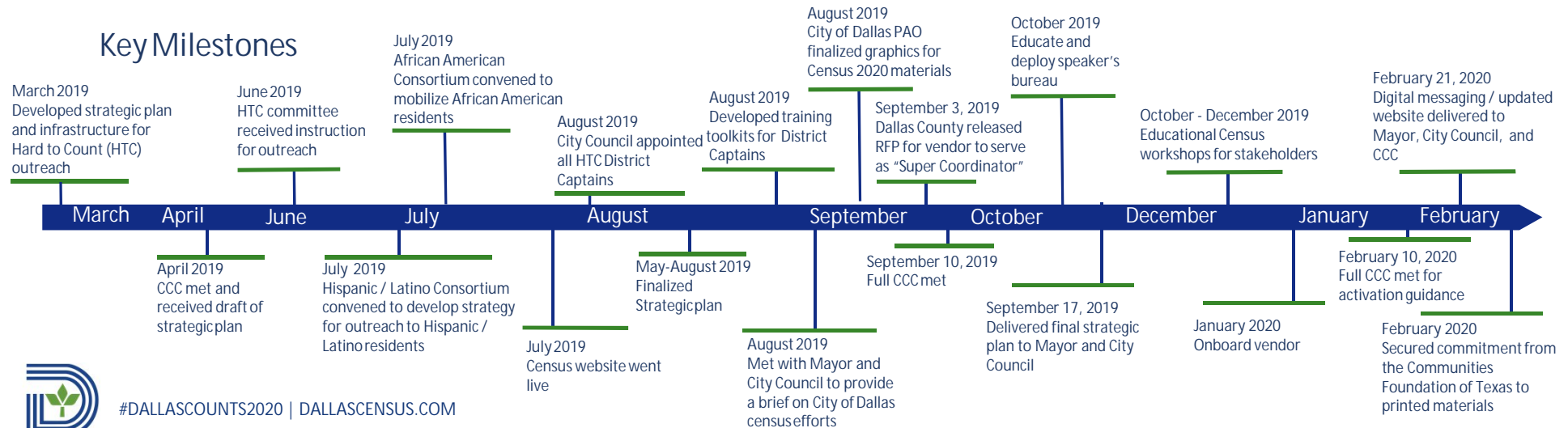
## August-December 2019:

- Trainings for District Captains and Ambassadors
- Connect with stakeholders
- Host workshops
- Attend community events to raise awareness
- Finalize material for media toolkits and PSA's
- Finalize and deliver full strategic plan to Mayor and City Council

## January-February 2020:

- Onboard Vendor and provide engagement database
- Secure in-kind printing for materials
- Provide implementation guidance to CCC
- Deliver digital messaging to CCC
- Develop blueprint for Census live online participation events
- Engage and activate city departments and staff

## Key Milestones



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# Strategy

## Schedule of Activities

Jan 7	Contract signed.
Jan 8 – Feb 8	Research. Transfer relationships. Develop Strategy and Plan.
Jan 8 – Feb 24	Meetings with County and City officials.
Jan 13 - ongoing	Complete Count Committee meetings. Training volunteers.
Jan 13 - ongoing	Partnership cultivation and training. Activation.
Feb 10 - 24	Focus Groups (0 to 5, Undocumented, Hispanic, African-American)
Feb 20 – Mar 31	Hiring, training block walkers.
Feb 21 –	Website, social media expanded. Addition of downloadable assets (email and social posts).
Mar 2 – 31	Tract Assignments. Hard copy distribution.
Mar 14 – 30	Census Live! set up. Soft launch of canvassing and online sign-up.
April 1	Census Day – Press Conference. Full HTC activation.



# Strategy

- Borrow credibility/leverage influencers
  - Trusted organizations
  - Community leaders
  - Social media influencers
- Educate at gathering places and events
- Media partnerships
  - Donated ad space
  - Coverage



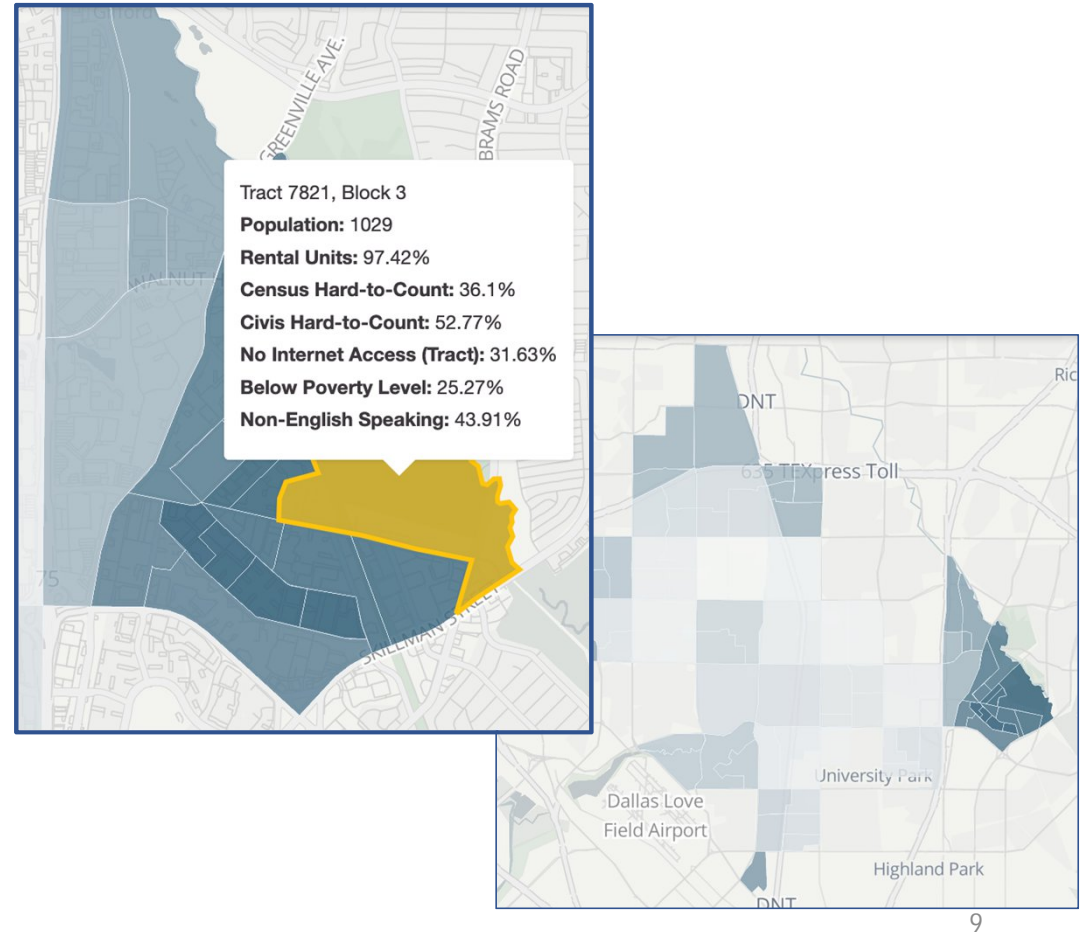
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# Strategy

## HTC Tract Coverage

- Assign and Penetrate
- Complete Count Committees
- Partnerships
  - Distribution of information
  - Access to their audience
  - Volunteers
  - Block Walkers
- Census Live! Locations
- Mobile Unit



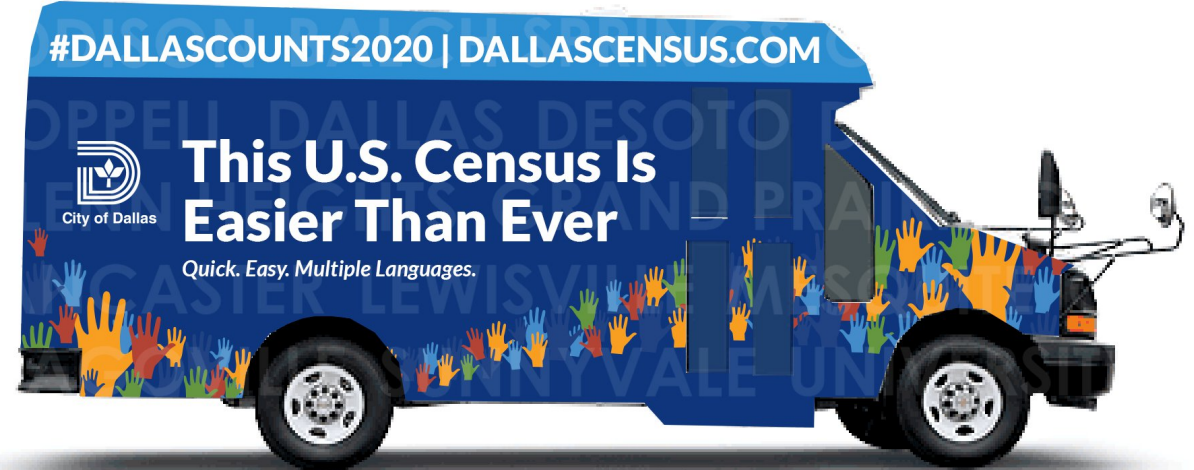
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# Mobile Unit

## High Density Areas

- Apartment-heavy geo
- Roaming Hotspot
- Tablets
- Education
- Giveaways



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# Creative Development

Website

Emails and social media posts

Downloadable each week

Print Collateral

Mobile Units

Internet Access

Giveaways

Devices

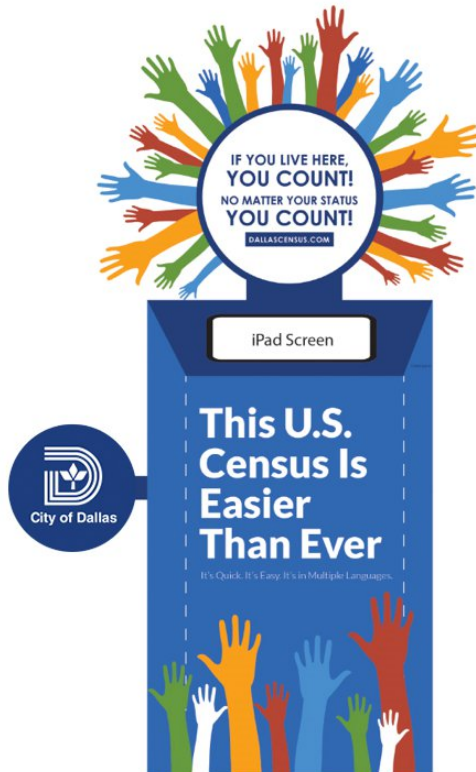


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# Kiosk and Census Live!



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# Measures of Success

## Strength and Activation of the Network

Volunteers

Donations

Locations

## Resident Participation at Census Live! locations

Surpass the predicted self-response rate of 59% for DFW

## Ways To Respond

There are three ways to respond to the 2020 Census.

SHARE: [f](#) [t](#) [in](#)



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# Key Dates

April 1, 2020	Census Day
December 2020	US Census Bureau delivers Census count to President
March 2021	Census data delivered to states/City staff presents Census results to City Council
April 2021	Redistricting Commission appointed
April 2021 - Fall 2021 districting plan	Redistricting Commission develops new
Fall 2021 plan	City Council consideration of new districting
May 2023	First City Council election under new plan



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I COUNT, YOU COUNT,  
**WE ALL COUNT!**



¡YO CUENTO, TU CUENTAS,  
**TODOS CONTAMOS!**

Thank you.

For additional info or questions contact:

[census@alphabusinessimages.com](mailto:census@alphabusinessimages.com)

[info@dallascensus.com](mailto:info@dallascensus.com)

469.491.9308

dallascensus.com





# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-440

**Item #:** B.

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Dockless Vehicle Ordinance Proposed Amendments

# **Dockless Vehicle Ordinance – Proposed Amendments**

**City Council Briefing  
March 4, 2020**

**Michael Rogers, Director  
Department of Transportation**



# Overview

1. Background on the Dockless Mobility Program
2. Dockless Mobility Program Concerns
3. Discussions with Operators and Stakeholders
4. Staff's Efforts to Address Concerns
5. Recommendations
6. Next Steps

# 1. Background on the Dockless Mobility Program

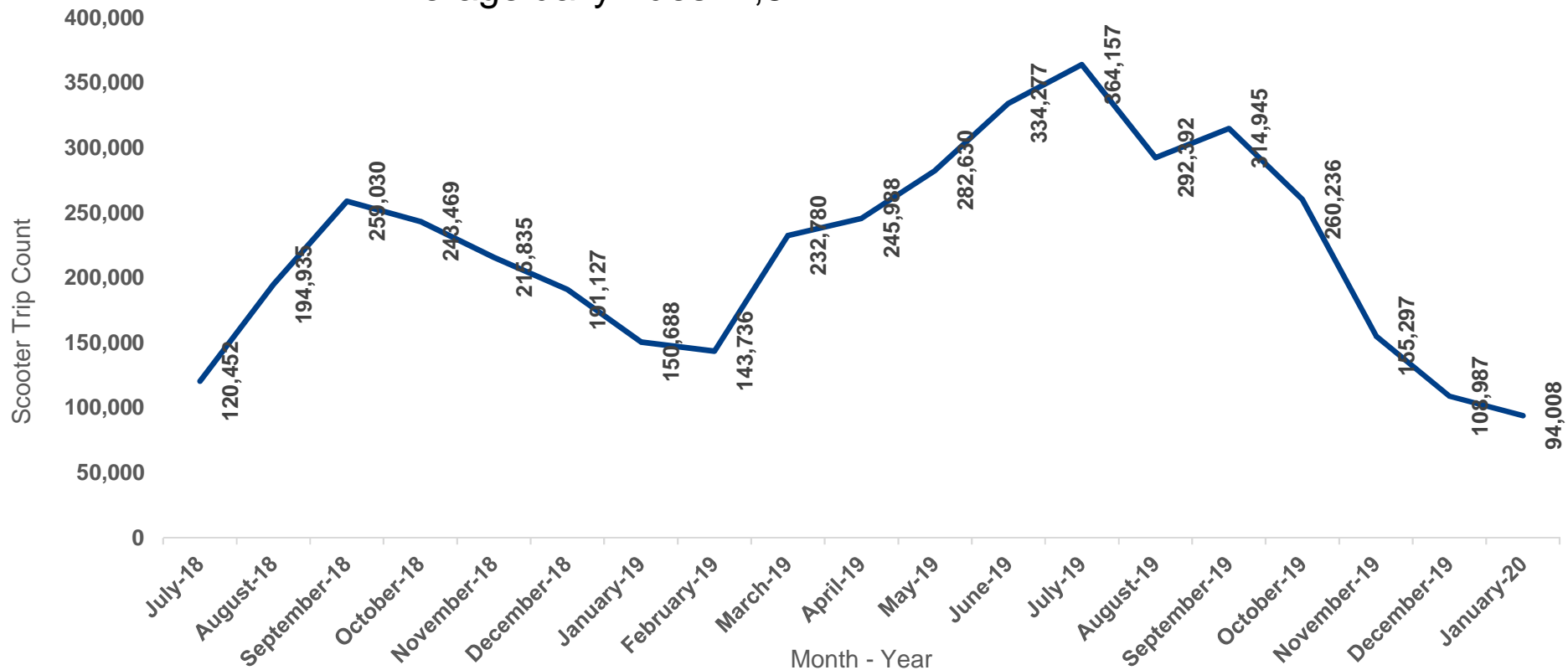
- A. Beginning in June 2018, the City of Dallas conducted a bike and scooter pilot program called the Dockless Mobility Program
- B. On November 28, 2018, the City Council extended the Dockless Mobility Program pilot for one year to better define the program's elements and ensure optimum effectiveness of its operation
- C. The pilot program was set to expire on November 28, 2019, but was extended by the City Council for an additional 4-month period to expire on March 31, 2020
- D. The Transportation & Infrastructure Committee was briefed on this item on December 3, 2019 and February 18, 2020

# 1. Background on the Dockless Mobility Program (continued)

- A. The City of Dallas currently has **5** approved vendors with a total of **13,000** permitted units as of January 2020. The vendors are:
- Bird (4,000 units)
  - Jump (3,000 units)
  - Lime (3,000 units)
  - Ojo (500 units)
  - Wheels (2,500 units)
- B. The City of Dallas does not currently have any restrictions on the number of operators, or the number of units permitted

# 1. Background on the Dockless Mobility Program (continued)

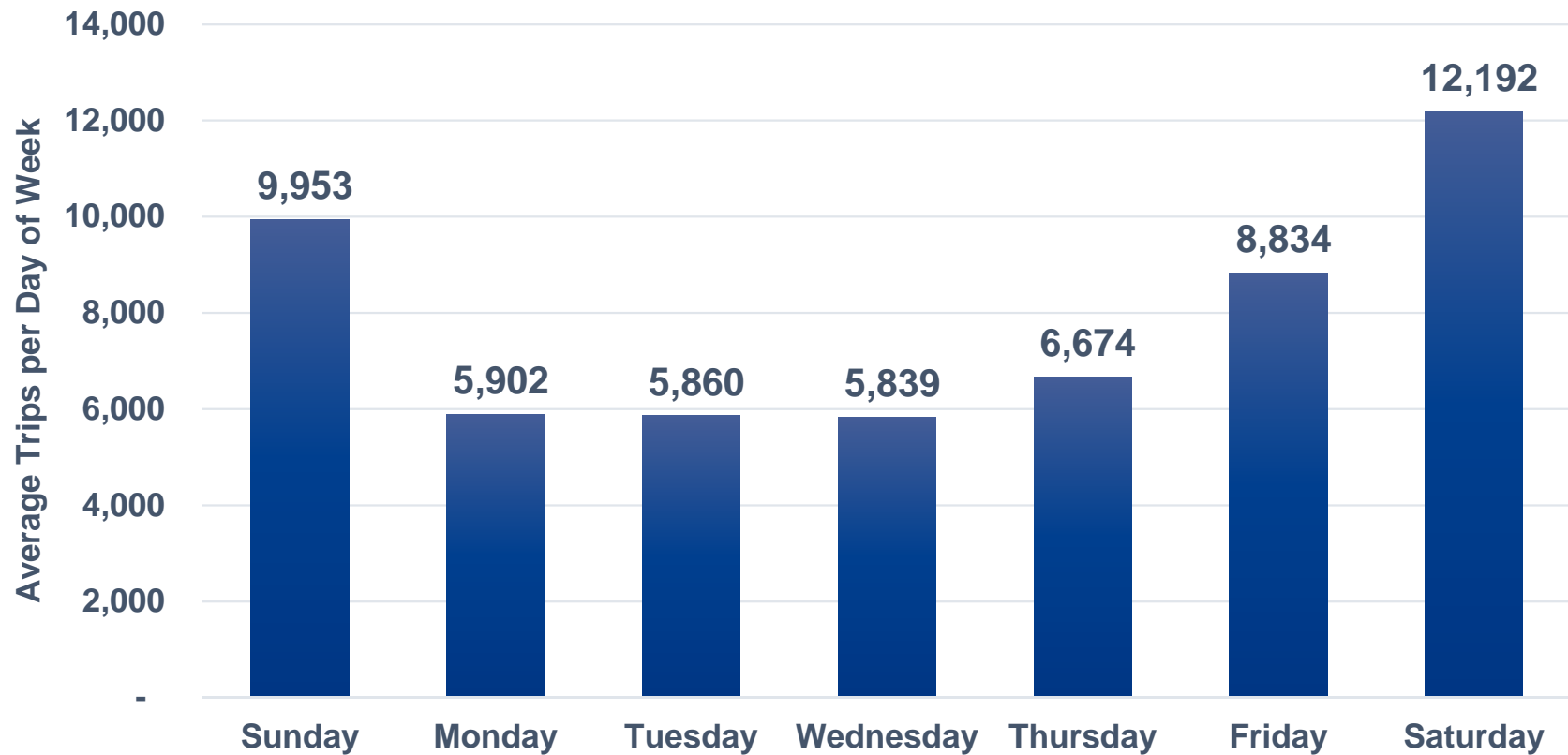
- Total rides from July 2018 to January 2020: 4,204,969
- Average monthly rides: 221,314
- Average daily rides: 7,377





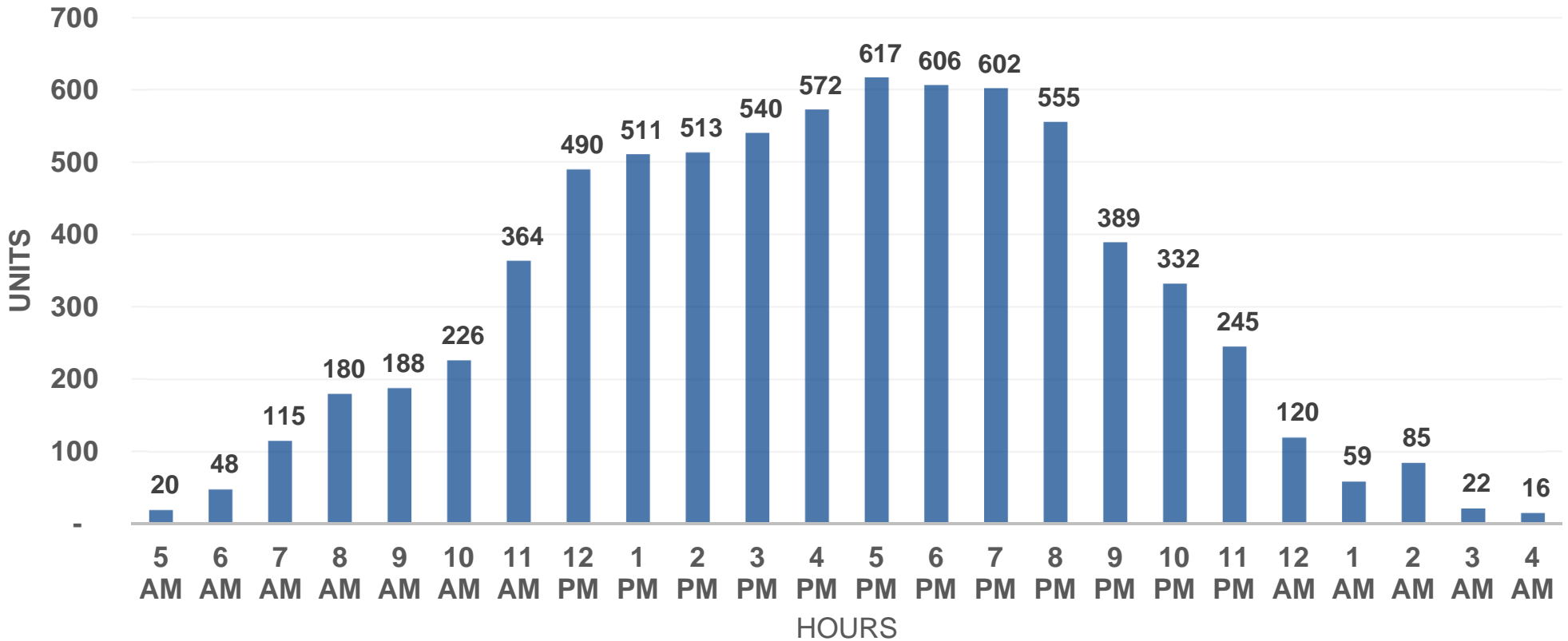
# 1. Background on the Dockless Mobility Program (continued)

**Trips on different days of the week**  
Average over 7,300 trips a daily



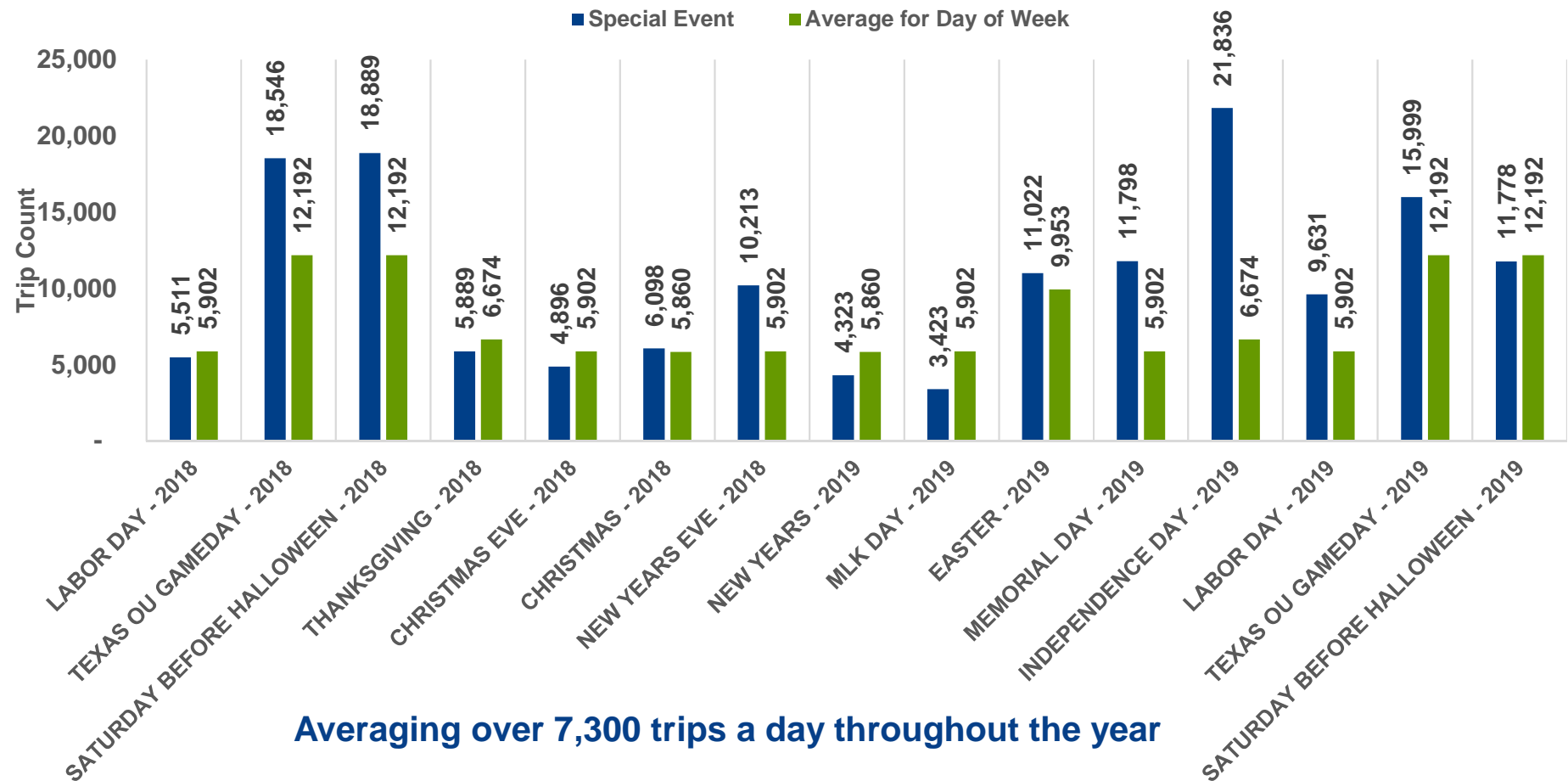
# 1. Background on the Dockless Mobility Program (continued)

Average Scooter Trips per Hour



# 1. Background on the Dockless Mobility Program (continued)

Trip Counts During Holidays or Special Events



# 1. Background on the Dockless Mobility Program (continued)

- Current Fees:
  - From October 2018 to February 2020 City of Dallas has actually collected \$139,328 from the Dockless Mobility program (Scooter only)
  - The funds are deposited in the City's general fund

Current Fee Structure	
Item	Fee
Annual application fee	\$ 808.00
Per unit annual fee	\$ 21.00
Per trip fee	N/A

## 2. Dockless Mobility Program Concerns

Internal and external stakeholders have identified 3 major concerns during this pilot program:

- A. Safety
- B. Compliance
- C. Infrastructure needs

## 2.A. Safety Concerns

### Dallas Safety Data Summary for Illustration Only - By Type and Severity

January 1, 2019 – December 31, 2019

Crash Data Source: Crash Records Information System (CRIS) by TxDOT(Reported Information

	Fatal	Injury	No Injury	Total	% of Crashes Injured	% of Crashes Fatal
Vehicle Only Crashes	97	11280	28275	39652	28.40%	0.2%
Motorcycle Crashes	14	275	69	358	76.80%	3.90%
Cyclist Crashes	3	125	16	144	86.80%	2.00%
Pedestrian Crashes	61	632	51	744	84.90%	8.20%
Motorized Scooter Crashes	*1	15	2	17	88.20%	5.80%
Golf cart, Forklift, ATV Crashes	0	6	5	11	54.50%	0.4%

Notes:

- Dallas Population (2019) 1.35 million, as reported by World Population Review
- Crash Data Source: Crash Records Information System (CRIS) by TxDOT
- Crash Data Extracted from CRIS on 2/25/2020 at 4:00 PM
- The statistics are preliminary and subject to change. (2019 crash data are validated in 2020)
- \*This number was not collected from CRIS.

## 2.A. Safety Concerns (continued)

- Between June 2018-December 2019, according to Baylor Scott and White Medical Center (in Deep Ellum area only)

- 321 Emergency Visits
- 47 Hospital Admissions
- 58% are broken bone injuries
- 43% are facial injuries
- 35% are brain injuries
- 13 Requiring ICU
- 1 Death

- Contributing Factors

- No helmet use
- Consumption of Alcohol
- Infrastructure conditions

City staff have been in contact with Baylor Scott and White Medical Center for updated regional injury data. Baylor is working on forming a regional committee of multiple medical organizations.



\*Data provided by Baylor Scott & White Medical Center (Deep Ellum location only)

## 2.B. Compliance Concerns

- Scooters are ridden in pedestrian-heavy areas such as Deep Ellum, CBD, and Uptown
- Scooters exist in parks and on trails
- Scooters are not being collected from unwanted places on a regularly scheduled basis
- Some scooters look abandoned and in bad shape





## 2.B. Compliance Concerns (continued)

- Clutter of scooters obstructing the sidewalks
- Disorderly parking
- Excessive number of units on one block
- Inoperable scooters on the street causing hazards
- The majority of the 311 service request submitted are for improperly parked scooters or obstruction concerns (90% of all calls and reports)



## 2.C. Infrastructure Concerns

- Uneven sidewalks, with potentially unsafe conditions for riders
- Road conditions, and lack of bike facilities in the street which potentially limit smooth rides
- Lack of lighting and visibility after-hours
- Limited designated scooter and bike parking locations and racks

### 3. Discussions with Operators and Stakeholders

- Staff has met with several Public Improvement Districts (PIDs) impacted by the scooter operations to discuss scooter-related issues and to obtain their feedback, including:
  1. Uptown Dallas, Inc.
  2. Downtown Dallas, Inc.
  3. Deep Ellum Foundation
- Staff also collected feedback from Greater Dallas Planning Council (GDPC).

### 3. Discussions with Operators and Stakeholders (continued)

Staff met with the scooter operators multiple times to address concerns. Some of the meeting dates are:

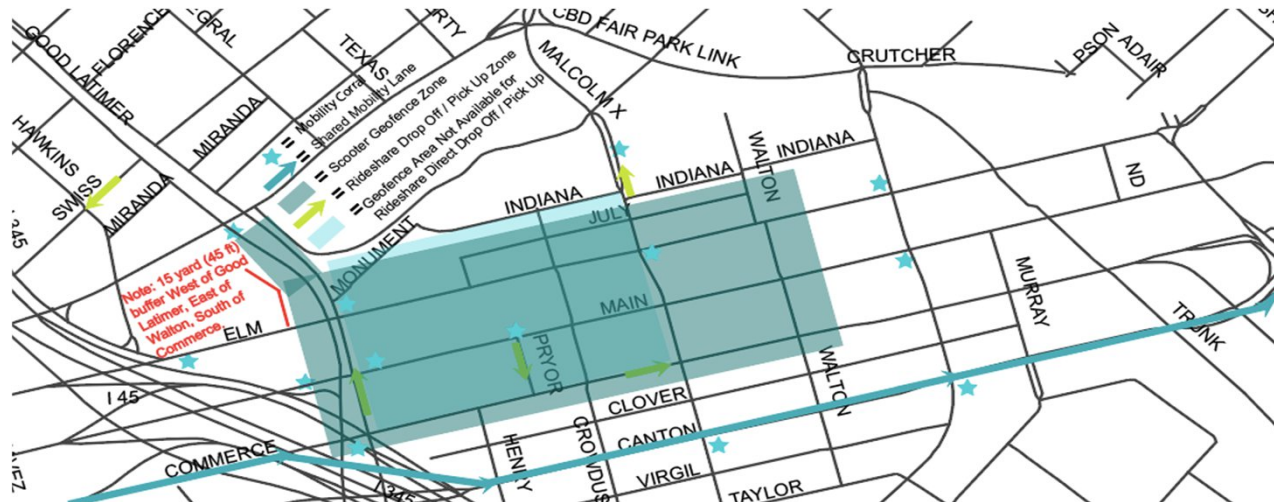
- October 17, 2019
- October 22, 2019
- October 23, 2019
- December 19, 2019
- January 16, 2020
- January 24, 2020
- February 6, 2020
- February 21, 2020

Topics of discussions were:

- Hours of operation
- “No Ride Zones”
- Data sharing with the City
- Enforcement
- Use of data vendor
- Numbering the units for each vendor
- Collaboration between the City, Operators and the PIDs
- Fee structure
- Disorderly parking concerns
- Limiting the number of operators in the city
- Community outreach
- Equitable distribution of fleet

# 3. Discussions with Operators and Stakeholders (continued)

- “No ride zone” area between 9:00PM and 4:59AM recommended by Deep Ellum Foundation and Dallas Police Department due to the following reasons:
  - Scooter riding while intoxicated
  - Scooter riders disobeying traffic laws such as riding the wrong way and two riders on one scooter
  - High pedestrian area
  - High vehicular traffic area



\*A letter from the Deep Ellum Foundation is available for your reference.

### 3. Discussions with Operators and Stakeholders (continued)

- Scooter vendors can “Geofence” this specific location and disengage any scooters or reduce speed digitally through their system
- Uptown Dallas, Inc. has also requested “No Sidewalk Riding” for certain areas (they are in the process of identifying the locations)
- Cities with “No Ride”, “Slow Ride”, or “Parking Zones” through geofencing:
  - Atlanta
  - Los Angeles
  - Charlotte
  - Denver
  - Portland
  - Sacramento

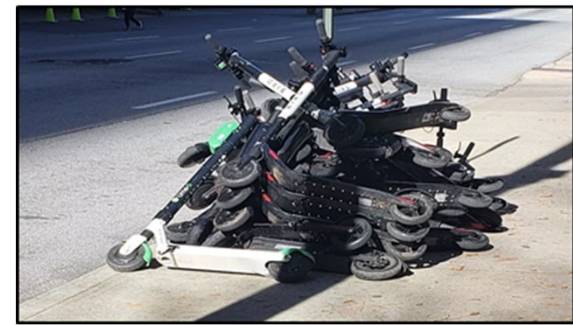


### 3. Discussions with Operators and Stakeholders (continued)

- No scooters shall be active or rentable outside of the allowed operational hours.
- Scooter operators shall share live (Mobility Data Specification-MDS) data with the vendor(s) contracted by the City
- Staff can activate an area to be a “No ride” zone for a special event or special circumstances with a notice to the operators
- These hours of operation and the zones will be digitally enforced through “Geofencing”, and any dockless scooters found in violation will be impounded by the City or its contracted vendor

# 3. Discussions with Operators and Stakeholders (continued)

- Any units in violation of chapter 43 section 43-168 & 43-169 will be impounded by the City or its vendors if the violation is not addressed within the agreed upon time
- Any units in violation of ADA Regulations, obstructing sidewalks, or causing a vehicular hazard, will be impounded if the violation is not addressed within the agreed upon time
- Staff and operators will collaborate and engage in community outreach to promote safety awareness for riders
- Operators will provide safety education to the riders and give out promotional safety gear (i.e. helmets) to the riders





### 3. Discussions with Operators and Stakeholders (continued)

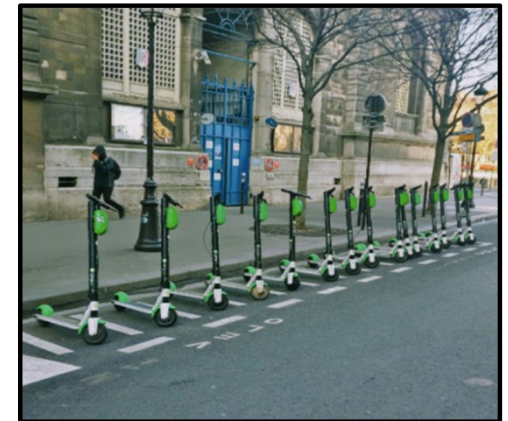
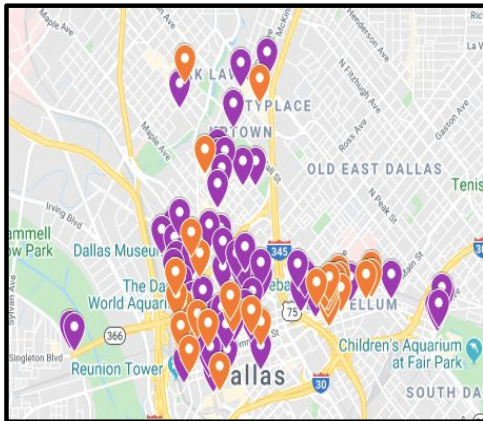
- The proposed ordinance amendment will allow Parking Enforcement staff to issue citations for moving violations, which are currently handled by the Dallas Police Department
- If approved, Parking Enforcement staff will conduct periodic enforcement blitzes to ensure riders' compliance
- \$50 fee for impoundment, and \$25 daily storage fee after the first 48 hours will be charged to the operators to retrieve any impounded units

## 4. Staff's Efforts to address Concerns

- Staff installed 56 “No Sidewalk Riding” signs in the CBD and Deep Ellum area
- Parking Enforcement team is entering service requests (SR) and sending them to the operators to ensure compliance
- Staff is monitoring and auditing closed SRs to ensure SLA of 2 hours is met by the operators
- Staff is monitoring units deployed in the City right-of-way for proper maintenance and operability
- Parking Enforcement team is extracting all inoperable scooters from the right-of-way and informing the vendors for pickup

## 4. Staff's Efforts to Address Concerns (continued)

- City staff has identified over 100 locations throughout the Downtown, Deep Ellum, and Uptown areas for scooter and bike racks. Staff will collaborate with the PIDs and operator to start the installation process
- Parking locations were selected based on the following:
  - Trip origination data
  - Trip destination data
  - High scooter usage location data
  - Tourist attraction location
  - DART station



## 4. Staff's Efforts to Address Concerns (continued)

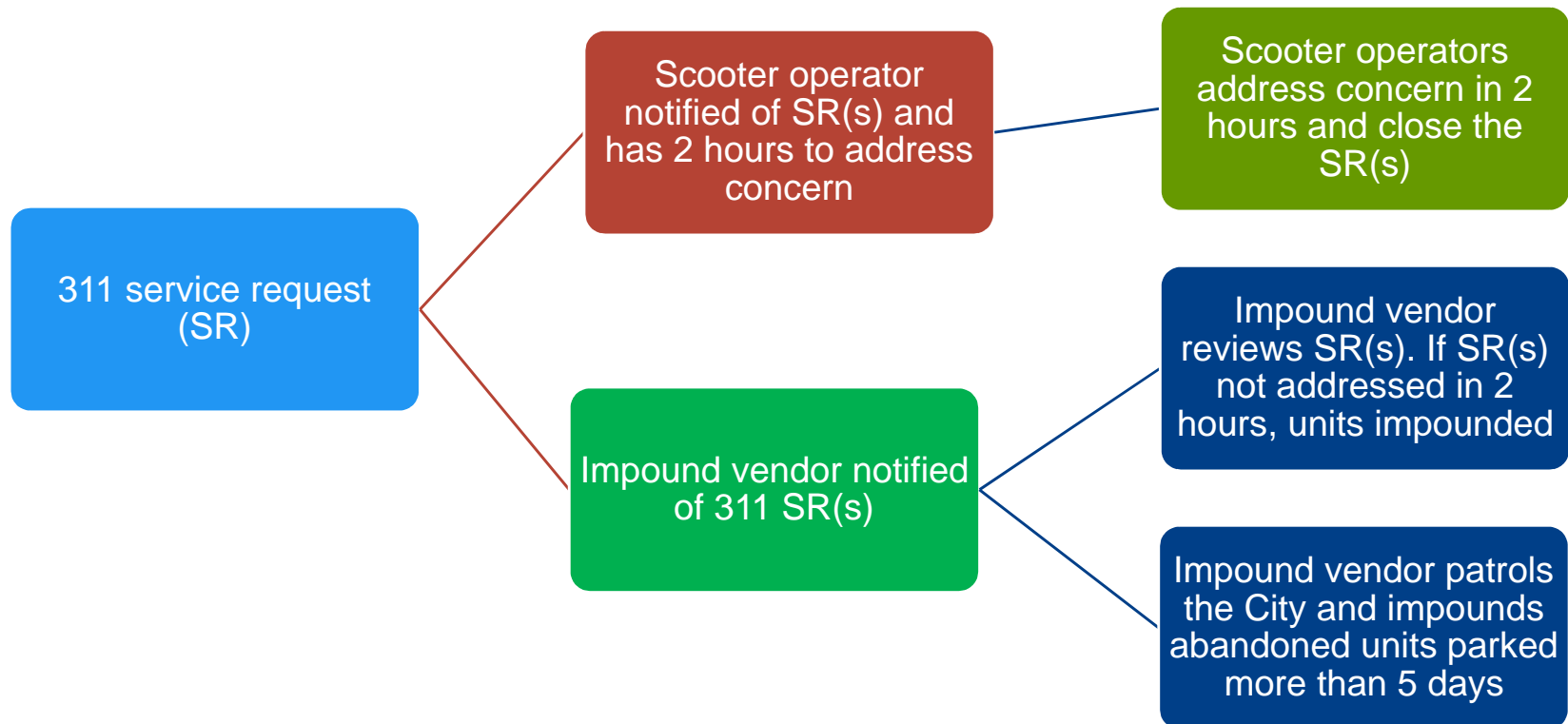
- Staff has started drafting three different RFPs to obtain:
  - Scooter operators
    - To limit the number of operators in the City
  - Data vendor(s)
    - To aggregate data from all operators
    - Run reports for staff
    - Ensure riders' and operators compliance
    - Help with digital enforcement
  - Scooter impound vendor
    - To impound/extract inoperable scooters from the right-of-way
    - Ensure proper maintenance and deployment of the fleet
    - Help staff with enforcement by impounding units that are out of compliance

## 4. Staff's Efforts to Address Concerns (continued)

- Staff has been working with the City Attorney's Office in developing the ordinance.
- Staff is working with vendors who will provide impound and data aggregation services to the City at no cost until the RFP processes are completed.
- Parking Enforcement team will impound and store out of compliance units until the impound vendor contracting process is completed.
  - In the event a successful impound vendor is not selected, Parking Enforcement will continue to impound and store units long-term and will conduct a full cost analysis to ensure the impoundment operation is self-sufficient.

## 4. Staff's Efforts to Address Concerns (continued)

- Typical SR(s) workflow for Operators and Impound vendors:





# 3. Staff's Efforts to Address Concerns (continued)

## Comparison with Other Cities

Name of the City	Hours of Operation	Fee Structure	Impound/Enforcement	# of Staff Dedicated to the Program	Sidewalk Riding
Dallas	24 Hours	\$808 application, \$21/vehicle	None	0	Yes in authorized area
Los Angeles	24 Hours	\$20,000 application, \$130/vehicle	Sanitation Division, LAPD	3-member admin team, data vendor and enforcement team	No
Atlanta	4:00 AM - 9:00 PM	\$12,000 application, \$200/vehicle	Solid Waste management group. Contracted vendor is being considered. PD	4-member admin team	No
San Antonio	24 Hours	\$500 application, \$20/vehicle	Parking Enforcement. PD	2-member admin team	No
Denver	Limiting HOO from 5 AM - 9 PM is being considered	\$15,000 application, \$30/vehicle	PD	N/A	No
Portland	N/A	\$500 application fee, \$80/vehicle, \$.05-\$.20/day and \$.25/trip,	N/A	3-member admin team, data vendor	No
Sacramento	24 Hours	\$4,440 application, \$136/vehicle, \$.10/trip	N/A	6-member admin team	No
San Diego	24 Hours	\$5,141, \$75/vehicle	Impound vendor. PD	4-member admin team	Yes in authorized area
Austin	24 Hours	\$30,000 application, \$30/vehicle	Impound vendor in consideration	N/A	Yes
Charlotte	5:00AM-9:00PM	Dynamic Parking fee	Digital enforcement vendor	2-member admin team	

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## 5. Recommendations

- Hours of Operation

- 5:00AM-11:30PM
  - Initial recommendation from staff was 5:00AM-10PM and the operators wanted 24 hours. A compromise was reached for the listed hours, but staff will seek City Council guidance based on comments from the Transportation and Infrastructure Committee.
- 5:00AM-9:00PM for Deep Ellum

- Maintenance

- An operator shall remove any inoperable dockless vehicle, or a dockless vehicle that is not safe to operate, from the right-of-way within 2 hours of notice from staff
- A dockless vehicle removed from the right-of-way in accordance with this subsection must be repaired before it is returned to service
- All operators to provide their maintenance process to staff
- All operators to provide a monthly maintenance log to staff
- A revision of SEC. 43-168.
- Operators shall add a unique device number on each unit for easy identification and maintenance record keeping purposes



## 5. Recommendations (continued)

- Equity Recommendations:
  - Operators to deploy a certain number of vehicles (decided by staff based on priority zones) in first-mile, last-mile and around other transit areas throughout the City
  - Operators to provide a cash option to unlock vehicles, such as PayNearMe program that allows riders to pay in cash at local stores
  - Operators to incentivize riders to park properly
- Enforcement Recommendations:
  - Amend Chapter 28 of the Dallas City Code to allow Parking Enforcement to enforce moving violations specific to scooters
  - Initiate RFP for Impound Vendor to extract out of compliance units from the City's right-of- way
  - Initiate RFP for Data Vendor to aggregate live data from scooter vendors to help with enforcement
  - In the interim, Parking Enforcement team will coordinate the enforcement for scooters

## 5. Recommendations (continued)

- Fee Recommendations

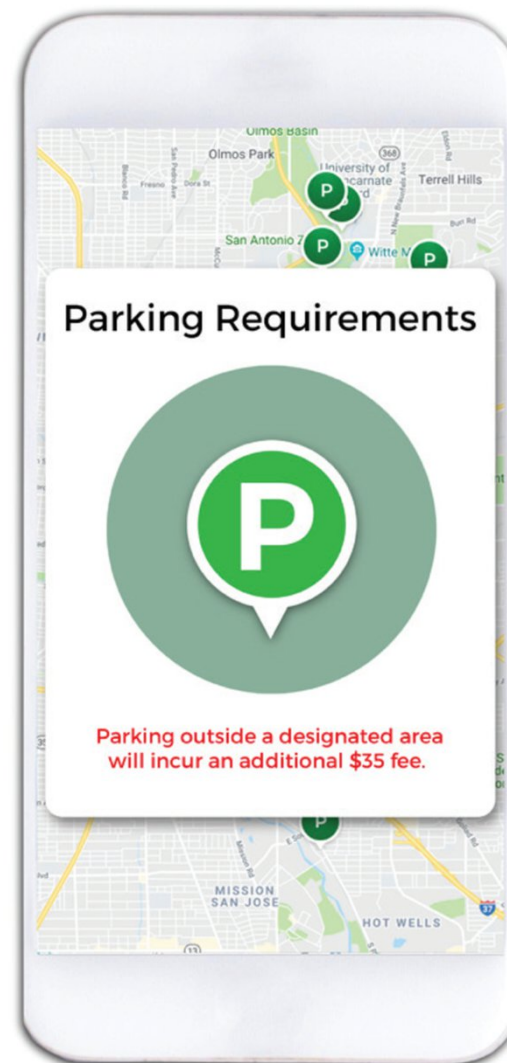
- The annual permit fee to be increased to \$1,000 from \$808
- Annual per vehicle fee to change to \$30 from \$21
- A per trip fee of \$.20
- Create a dedicated fund from the revenue to enhance the Dockless program and micro-mobility infrastructure

### Fee Comparison with Other Cities

Name of the City	Fee Structure
Dallas (Proposed)	\$1000 application fee, \$30/vehicle, \$.20 per ride
Los Angeles	\$20,000 application, \$130/vehicle
Atlanta	\$12,000 application, \$200/vehicle
San Antonio	\$500 application, \$20/vehicle
Denver	\$15,000 application, \$30/vehicle
Portland	\$500 application fee, \$80/vehicle, \$.05-\$.20/day \$.25/trip
Sacramento	\$4,440 application, \$136/vehicle, \$.10/trip
San Diego	\$5,141 application, \$75/vehicle
Austin	\$30,000 application, \$30/unit

## 5. Recommendations (continued)

- Several recommendations to address disorderly parking concerns:
  - Designated parking locations for certain areas/PIDs/CDs, to pick-up or drop off scooters. There is a fine for leaving a scooter outside the area and a “bounty” awarded to users who return scooter to a scooter parking location (Kelowna, British Columbia)
  - Certain block faces are prohibited from free-floating scooters (City of Aroura)
  - Certain blocks of the City require scooter re-balancing at the designated locations every 24 hours or less
  - Partnership with scooter operators to gradually implement and enforce designated scooter parking areas digitally
  - Staff and Scooter operators are notified of tipping events so that operators can address the issue immediately and align the scooter in proper way



## 6. Next steps

- City Council to review recommendations and authorize the amendment of the ordinance by March 31, 2020.
- Staff will continue to meet with the Operators over the next 2 weeks to share the latest pertinent information.
- Refine findings and recommend actions to bring back to full City Council by March 25, 2020

# **Dockless Vehicle Ordinance – Proposed Amendments**

**City Council Briefing  
March 4, 2020**

**Michael Rogers, Director  
Department of Transportation**



# Appendix



## Los Angeles:

- Hours of Operations: 24 hours
- 11000-12000 permitted units (not confirmed)
- Top speed 15 mph
- No sidewalk riding
- \$20,000 annual application fee, \$130 per vehicle fee annually
- Sanitation Division impounds out of compliance units
- Los Angeles police department enforces rider compliance
- Side walk riding citation \$197

### Do not park:

- In front of driveways, crosswalks, and transit stops
- Near ADA access ramps
- Near utilities (such as fire hydrants)
- Along color curbs (such as Accessible Parking Zones-blue and Loading Zones-yellow)
- On landscaped areas or grass
- On sidewalks less than 3 feet wide
- Leave at least 6 feet of sidewalk space for pedestrians and persons with disabilities

## Atlanta:

- Hours of Operations: 4:00AM-9:00PM
- 12700 Permitted units
- Top speed 20 mph
- No sidewalk riding
- \$12,000 annual application fee, \$75 per vehicle fee annually, \$75 impound and \$25 storage fee per day
- The Department of Public Works will enforce appropriate parking of all devices and impounds out of compliance units (solid waste management team)
- Atlanta police department enforces rider compliance

### Parking:

- Leave 5 feet clear for walking
- Do NOT park on narrow sidewalks – keep riding until you find a good place to park
- Park at bike racks
- Park along the curb
- Park devices upright
- Do NOT block crosswalks, doorways, driveways, or anything else!
- Do NOT park at a Relay Bikeshare Station
- Do NOT park on vegetation or landscaping



## San Antonio:

- Hours of Operations: 24 hours
- 14,100 Permitted units
- Top speed 20 mph
- No sidewalk riding
- \$1000 annual application fee, \$20 per vehicle fee annually
- Parking enforcement impounds units out of compliance
- San Antonio police department enforces rider compliance

### Do not:

- Don't ride near pedestrians or on sidewalk.
- Don't park scooters in the way of pedestrians.
- Don't park scooters in the middle of sidewalks.
- Don't park scooters in bike lanes or streets.
- Don't leave scooters laying on the ground.

## Denver:

- Hours of Operations: HOO to 5 AM - 9 PM is being considered
- Top speed 20 mph
- No sidewalk riding
- \$15000 annual application fee, \$30 per vehicle fee annually
- Denver police department enforces rider compliance

## Portland:

- Hours of Operations: (unknown)
- Top speed 15 mph
- No sidewalk riding
- \$500 annual application fee, \$80 per vehicle annually, \$.05-\$.20/day and \$.25 per trip fee
- Portland police department enforces rider compliance

## Sacramento:

- Hours of Operations: 24 hours
- Top speed 20 mph
- No sidewalk riding
- \$4,440 annual application fee, \$136 per vehicle fee annually, \$.10 per trip fee
- Public works and the police department impounds units out of compliance
- Sacramento police department enforces rider compliance

Park in a secure, upright position at a bike rack or City designated drop zone. Bikes and scooters must be parked at bike racks or City designated drop zone. Drop zones

## San Diego:

- Hours of Operations: 24 hours
- Top speed 20 mph
- Sidewalk riding allowed on permitted areas
- \$5,141 annual application fee, \$75 per vehicle fee annually, \$.10 per trip fee
- Vendor impounds out of compliance units
- San Diego police department enforces rider compliance

## Austin:

- Hours of Operations: 24 hours
- Top speed 20 mph
- Sidewalk riding allowed
- \$30,000 annual application fee, \$60 per vehicle fee annually
- Austin police department enforces rider compliance

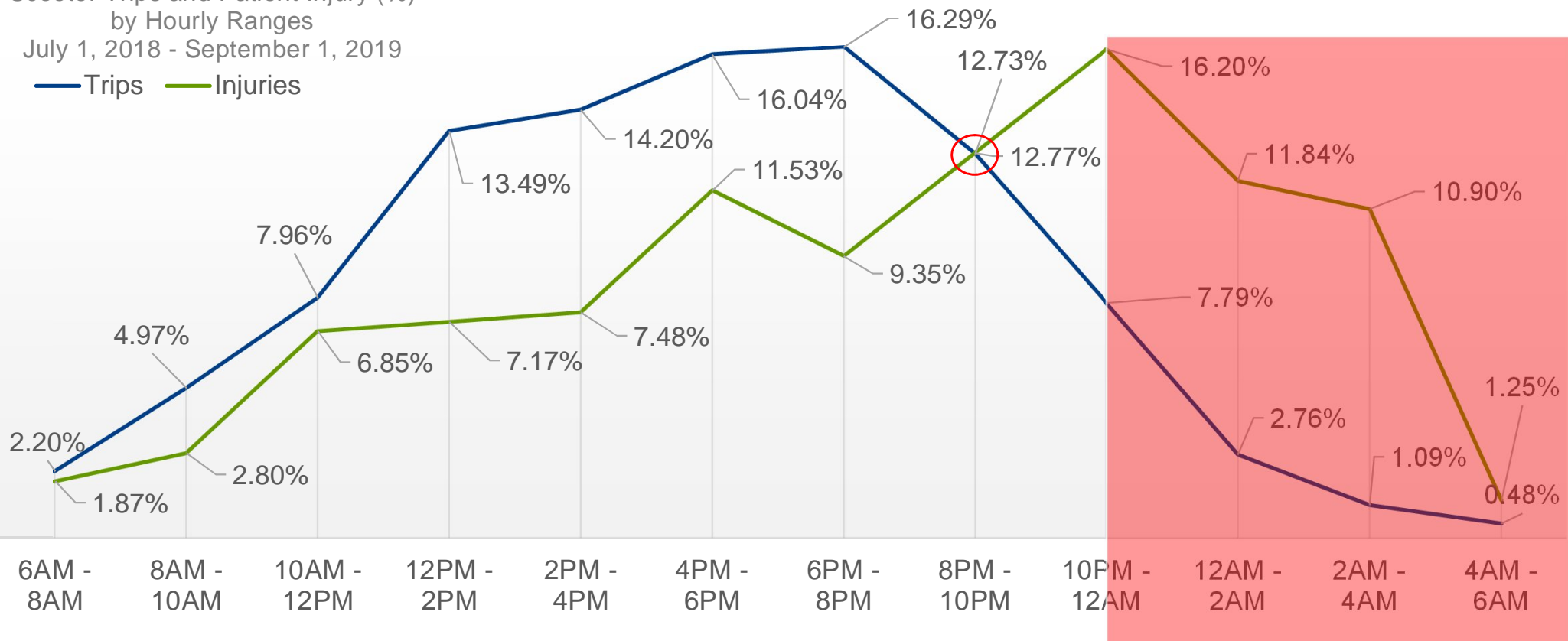
## Charlotte:

- Hours of Operations: 5:00AM-9:00PM
- Top speed 15 mph
- Sidewalk riding allowed
- Dynamic Parking fee
- Vendor impounds out of compliance units
- San Diego police department enforces rider compliance

City	Ordinance
Los Angeles	<a href="http://basic.cityofla.acssitefactory.com/sites/g/files/wph266/f/Final%20One-Year%20Dockless%20Permit.pdf">http://basic.cityofla.acssitefactory.com/sites/g/files/wph266/f/Final%20One-Year%20Dockless%20Permit.pdf</a>
Atlanta	<a href="https://www.atlantaga.gov/government/departments/shareable-dockless-mobility-devices">https://www.atlantaga.gov/government/departments/shareable-dockless-mobility-devices</a>
San Antonio	<a href="https://www.sanantonio.gov/Portals/0/Files/CCDO/Ordinance%202019-05-30-0426.pdf?ver=2019-07-01-163757-073">https://www.sanantonio.gov/Portals/0/Files/CCDO/Ordinance%202019-05-30-0426.pdf?ver=2019-07-01-163757-073</a>
Denver	<a href="https://www.denvergov.org/content/dam/denvergov/Portals/705/documents/permits/Dockless-Mobility-Pilot-Permit-Program-Overview_June2018.pdf">https://www.denvergov.org/content/dam/denvergov/Portals/705/documents/permits/Dockless-Mobility-Pilot-Permit-Program-Overview_June2018.pdf</a>
Detroit	<a href="https://detroitmi.gov/sites/detroitmi.localhost/files/2018-10/Dockless%20Scooters.pdf">https://detroitmi.gov/sites/detroitmi.localhost/files/2018-10/Dockless%20Scooters.pdf</a>
Sacramento	<a href="http://www.cityofsacramento.org/-/media/Corporate/Files/Public-Works/Transportation/Active-Transportation/Shared-Rideables-Permit-Application-2019v.pdf?la=en">http://www.cityofsacramento.org/-/media/Corporate/Files/Public-Works/Transportation/Active-Transportation/Shared-Rideables-Permit-Application-2019v.pdf?la=en</a>
San Diego	<a href="https://docs.sandiego.gov/council_reso_ordinance/rao2019/O-21070.pdf">https://docs.sandiego.gov/council_reso_ordinance/rao2019/O-21070.pdf</a>
New York	<a href="https://nycdotbikeshare.info/">https://nycdotbikeshare.info/</a>
Austin	<a href="https://library.municode.com/tx/austin/ordinances/code_of_ordinances?nodeId=964446">https://library.municode.com/tx/austin/ordinances/code_of_ordinances?nodeId=964446</a>
Hoboken	<a href="https://www.hobokennj.gov/resources/electric-scooters">https://www.hobokennj.gov/resources/electric-scooters</a>
Portland	<a href="https://www.portlandoregon.gov/citycode/article/690212">https://www.portlandoregon.gov/citycode/article/690212</a>

Scooter Trips and Patient Injury (%)  
by Hourly Ranges  
July 1, 2018 - September 1, 2019

— Trips — Injuries



12.12% of ridership  
40.19% of the accidents

\*Data provided by Baylor Scott & White Medical Center (Deep Ellum location)



# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-439

**Item #:** C.

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Mayor and City Council Strategic Planning Session Follow-Up

# Mayor and City Council Strategic Planning Session Follow-Up

Mayor and City Council Office

March 4, 2020

Kimberly Bizer Tolbert  
Chief of Staff to the City Manager



**City of Dallas**



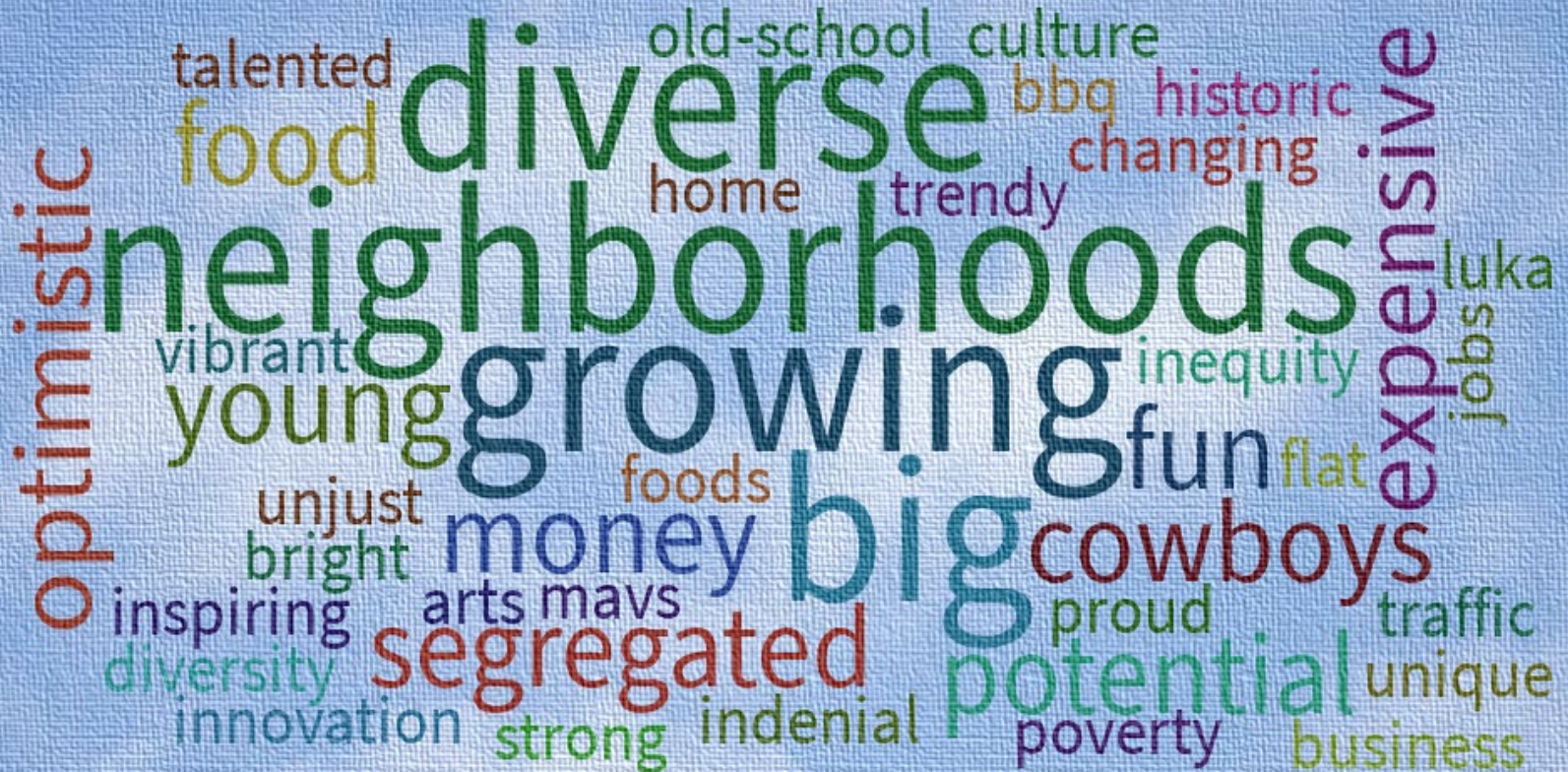
# Overview

- What You Said About Dallas *Today*
- What We Learned
- What We Heard
- Affirm Strategic Priorities (“Big Buckets”)
- Review and Finalize BHAGs
- Free-Form Exercise Initiatives
- Vision Statement
- Next Steps



# What You Said About Dallas Today

**Use one word to describe Dallas today.**



# Strategic Planning Session: What We Learned

- Accepted one another
- Shared our stories and highlighted strengths as people
- Affirmed priorities and identified new ones
- Learned to never repeat the negative
- Began crafting a new narrative



**...and we danced!**



# What We Heard...

- Activity does not mean progress
- Most of us have talents that haven't been tapped
- Communication does not mean understanding
- **"We"** is good, but sometimes **"I"** reminds us of our personal commitment to a cause
- Results! Results! Results!
- Program money where it's needed most – equity lens and data





# What We Heard...

- Communication starts before you open your mouth.
- Truth in Justice – Have we heard everyone's truth?
- Acknowledge your history & others history or you cannot have a discussion about race.
- We have to first face it, so we can fix it.
- Do you have the will to do what you need to do?



# **Affirmed Strategic Priorities (“Big Buckets”)**

**Economic Development**  
**Environment and Sustainability**  
**Government Performance and Financial  
Management**  
**Housing and Homelessness Solutions**  
**Public Safety**  
**Quality of Life, Arts and Culture**  
**Transportation and Infrastructure**  
**Workforce, Education and Equity**





# Big Hairy Audacious Goals (BHAGs)

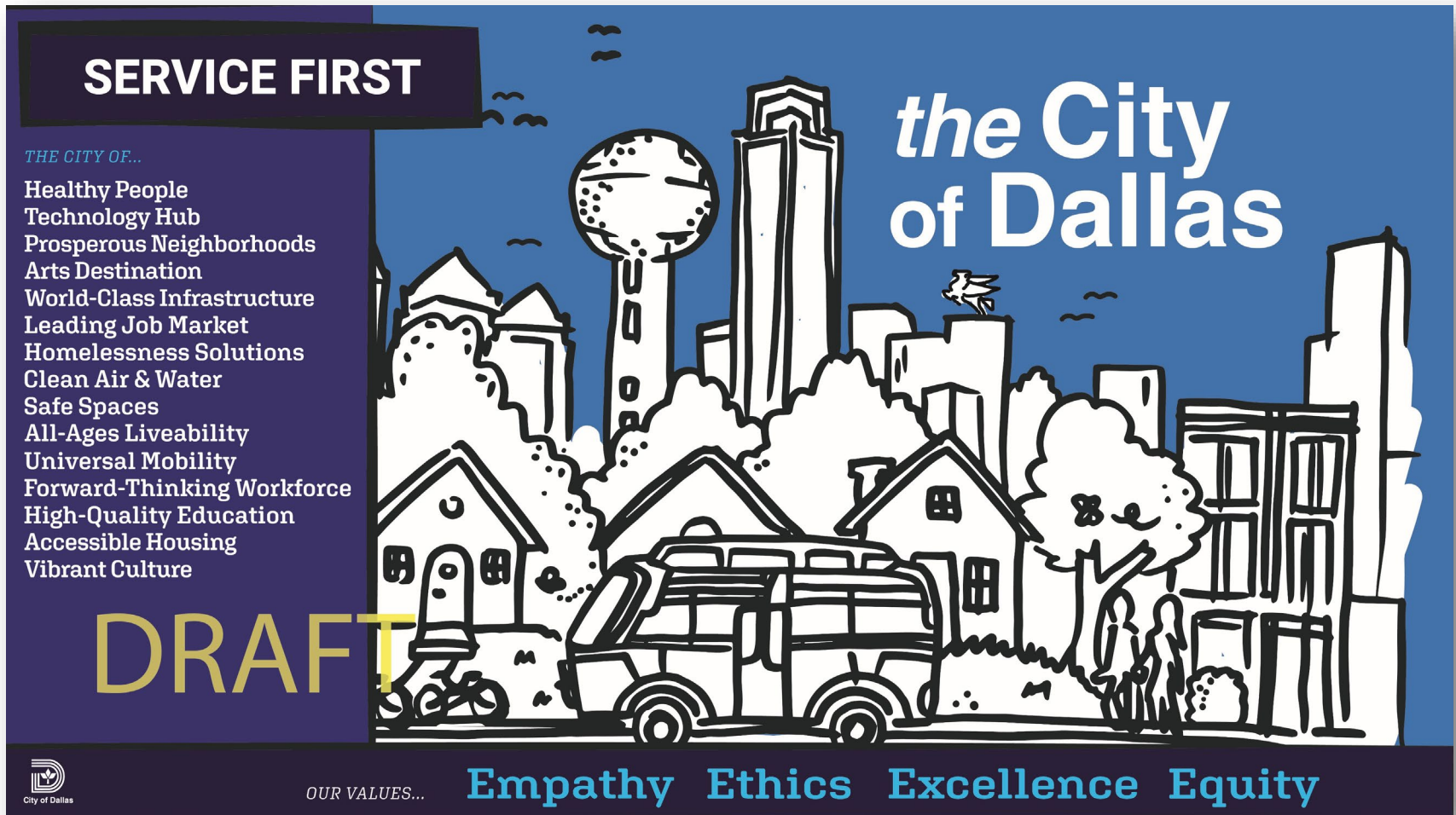
## Council is thinking *BIG!*

“BHAG is a concept developed in the book *Built to Last*. A BHAG (pronounced “Bee Hag,” short for “Big Hairy Audacious Goal”) is a powerful way to stimulate progress. A BHAG is clear and compelling, needing little explanation; people get it right away. The best BHAGs require both building for the long term AND exuding a relentless sense of urgency.”

*Built to Last*. Collins, Jim. [www.jimcollins.com](http://www.jimcollins.com). 2020.



# DRAFT Infographic



# Review New Programmatic Initiatives

- Over 100 “priority” programmatic initiatives provided at council retreat
- Combined potential duplicates and noted where initiatives are already underway
- You were provided an opportunity to provide input earlier this week
- What follows are the results of your input
- Top —→ 2020
- Bottom —→ 2021-2022



# BHAGs – Economic Development

2.19.2020 Retreat	3.4.2020 Briefing
Grow property value south of I-30& Trinity River	Impactful investing decreases ratio of property values and land mass reflecting balanced growth between north and south
All neighborhoods thrive in Dallas and offer opportunities of living in prosperity	Mixed-income neighborhoods across the City are resourced for living in equitable prosperity
Attract the most talented and skilled people in the world	Companies choose Dallas for the most talented and skilled people in the world



# 2021-2022 BHAG Initiatives: Economic Development

- \$100 billion with a 2020 baseline of \$25 billion
- Revise zoning regulations
- Market the City of Dallas – *Branding*



# Economic Development

## Free-Form Exercise Initiatives

- Help start 1000 new small business, with at least 700 in south Dallas/ Support local entrepreneurs
- Transit Oriented Development in Southeast Dallas/ Reconsider land use around all DART stations, and consider economic development incentives, equity, and housing and zoning policies to dramatically increase our affordable housing stock near mass transit



# Economic Development

## Free-Form Exercise Initiatives

- Complete and implement economic development plan
- Results of Monday's web tool exercise





# BHAGs – Environment & Sustainability

2.19.2020 Retreat	3.4.2020 Briefing
Worldwide leader on environmental sustainability issues	Worldwide leader in clean, sustainable, land, air and water (#LAW)
Create a healthier generation of people w/ LAW (Land, Air, Water)	Healthier generation of people
Increase citywide access, education and ease for disposal of solid waste	Clean neighborhoods through equitable, responsible stewardship of solid waste



# 2021-2022 BHAG Initiatives:

## Environment and Sustainability

- Show global leadership with focus on sustainability, conservation, and climate action
- Focus public education programs, community engagements, and enforcement activities on creating a healthier Dallas environment
- Explore new programs to ensure environmental quality, equity, and resource availability
- Provide appropriate waste disposal for all while challenging residents to commit to reduce, reuse, repair, and recycle



# Environment & Sustainability

## Free-Form Exercise Initiatives

- On demand bulk trash/ Reform Bulk and Brush Policy/ Illegal dumping solution pick up the bulk trash even on vacant lots
- Plant x trees (develop urban forest master plan to sustain and grow our urban canopy including lofty tree planting goals in our city)



# Environment & Sustainability

## Free-Form Exercise Initiatives

- Implement the CECAP plus ongoing monitoring/ Zero Waste
- DISD/City of Dallas Solar Panel Partnership
- Results of Monday's web tool exercise



# BHAGs – Government Performance and Financial Management

2.19.2020 Retreat	3.4.2020 Briefing
Municipal Technology & Data Leader	National Leader in Municipal Technology & Data
100% state of good repair for all city assets & infrastructure by 2035 (Fleet, street, facilities, parks & trails, IT, traffic signals)	100% state of good repair for all city assets & infrastructure by 2035 (fleet, street, facilities, parks & trails, IT, traffic signals)
Triple A bond rating	City achieves highest credit rating (AAA)



# 2021-2022 BHAG Initiatives: Government Performance & Financial Mgmt.

- Earn State of Texas Comptroller's 5-star transparency rating
- Simplify user and customer experience
- Financial Management Performance Criteria that ensures effective, efficient, and transparent use of City resources



# Government Performance & Financial Mgmt.

## Free-Form Exercise Initiatives

- Institute a way for the public to give input without attending meetings
- Record all city meetings/events/presentations for public to view. Could be FaceBook live
- Make a community calendar on city home page that includes all city events/meetings
- Update website to be more user friendly





# Government Performance & Financial Mgmt. Free-Form Exercise Initiatives

- Process map every department
- Post frequently requested data on city website
- Address deferred maintenance on all city buildings
- Fix the fire stations that have deferred maintenance problems/ firehouse renovations



# Government Performance & Financial Mgmt.

## Free-Form Exercise Initiatives

- Improve government efficiency by implementing sunset review process for City departments
- Improve RFP process based on national best practices
- Update Human Resources/Civil service procedures to speed hiring process and ensure most qualified candidates possible
- Stick to the basics
- Update city technology to increase staff productivity and City cybersecurity



# Government Performance & Financial Mgmt.

## Free-Form Exercise Initiatives

- Explore the use of Brimer Bill for city improvements
- Improve the City's use of data to better inform policy and decision making as well as guide innovation in the organization
- Deploy innovation and upgraded technology (i.e. SmartCities) in targeted areas to increase public safety, quality of life, workforce development and entrepreneurship
- Results of Monday's web tool exercise



# BHAGs – Housing & Homelessness Solutions

2.19.2020 Retreat	3.4.2020 Briefing
Eliminate NIMBY issues. Market-based policy that attracts developers for affordable housing	Attractive, affordable and available housing in all neighborhoods ( <i>Triple A Housing</i> )
Develop all 4,300 city-owned parcels for housing	Creative and transformative use of all City-owned land for connected, safe communities ( <i>Real Property Reimagined</i> )
End homelessness in 10 years. Functioning zero homelessness	National model for functioning zero homelessness (Rare, Brief and Nonrecurring)



# 2021-2022 BHAG Initiatives: Housing and Homelessness Solutions

- Develop housing workplan with metrics and reporting staff realignment.
- Maximize all incentives for affordable housing (Neighborhood Empowerment Zones, Market Value Analysis, and economic development incentives)
- Improve geographic information systems (GIS) technology



# 2021-2022 BHAG Initiatives: Housing and Homelessness Solutions

- Reimagine Oak Cliff Municipal Center & other facilities
- Increase budget for rapid housing
- Support/align with Metro Dallas Homeless Alliance
- Follow best practices (e.g. Houston's "Way Home")



# Housing & Homelessness Solutions

## Free-Form Exercise Initiatives

- Support a rehab/sober center/mental illness facility for our residents in need
- Provide shelter space for anyone homeless or inadequate housing
- Repair x homes, 75% seniors
- Build x homes in south Dallas
- Amend zoning to allow storage container villages/ tiny homes/single rental occupancies to be built (add 1000 units?)





# Housing & Homelessness Solutions

## Free-Form Exercise Initiatives

- End the registration of single-family rental units
- Avoid loss of affordable units with additional owner/landlord incentives to repair and retain ownership of existing single and multi-family units
- Use the homeless solutions \$20 Million



# Housing & Homelessness Solutions

## Free-Form Exercise Initiatives

- Mental Health funding
- Fund and utilize the Housing Policy Taskforce Workplan to establish measurable unit creation and retention goals for 2020-22 and closely monitor results and project pipelines
- Closely examine Houston's Homelessness Response System so as to inform the Dallas System and help it achieve positive results



# Housing & Homelessness Solutions

## Free-Form Exercise Initiatives

- Focus on sheltering Veterans, Youth and Families
- Increase the City's Rapid Rehousing programs, thereby freeing up shelter beds to reduce street homelessness
- Affordable and mixed-income housing/Programs to improve the City's housing stock



# Housing & Homelessness Solutions

## Free-Form Exercise Initiatives

- Implementation of a homeless encampment site reclamation program
- Finish and implement comprehensive plans/Re-Open ForwardDallas!
- Results of Monday's web tool exercise



# BHAGs – Public Safety

2.19.2020 Retreat	3.4.2020 Briefing
Eliminate Juvenile Violent Crime – most coordinated, effective law enforcement agency in the country	Safest city for youth to succeed
Dallas as the real-time crime center national model – rehabilitation within the jail system	Safest, resilient large city with coordinated and engaged partnerships
Eliminate all nuisance properties in City of Dallas	National model for technology-focused, data-driven policing
	National leader in rehabilitation and diversion programs
	Safe Spaces, Safe Places



# 2021-2022 BHAG Initiatives:

## Public Safety

- Create School Resource Officer (SRO) Unit
- Fund citywide permanent youth programs, inclusive of Juvenile Deterrence and Rehabilitation
- 22 analysts staffed in real-time crime center and brick & mortar facility complete



# 2021-2022 BHAG Initiatives:

## Public Safety

- Video Management System implemented and additional cameras installed
- Cohesive strategy between Community Prosecution, Code Compliance and DPD; hire more code officers, and RISK detectives



# Public Safety

## Free-Form Exercise Initiatives

- Reduce Domestic Violence homicides
- Make sure all residents of Dallas have proper response times for emergency services
- Recruit additional police officers
- Eliminate nuisance and RISK properties within 6 months from notice





# Public Safety

## Free-Form Exercise Initiatives

- Reduce panhandling through community education and city ordinances
- Implement all four recommendations of the Mayor's Task Force on Safe Communities



# Public Safety

## Free-Form Exercise Initiatives

- Holistic plan to reduce street racing occurrences by 50% in 2 years
- Establish a moratorium on all new programs in the city that automatically trigger DPD engagement. Example, gaming permits, head shops, scooters, etc.



# Public Safety

## Free-Form Exercise Initiatives

- Reimagining public safety and adding more community programs & partnerships that can help to reduce crime
- Camera and lights



# Public Safety

## Free-Form Exercise Initiatives

- Bail reform
- Implement Police Violent Crime Reduction Plan and Staffing/Efficiency Plans
- New Police Academy/ Police Academy Upgrades/ New police and fire training facilities/ Place bond funding for 21st century police training headquarter and complex



# Public Safety

## Free-Form Exercise Initiatives

- Explore the addition of a mental health unit within DPD
- Explore the addition of innovative tools and/or benefits to support first responders and encourage officer retention
- Results of Monday's web tool exercise



# BHAGs – Quality of Life, Arts & Culture

2.19.2020 Retreat	3.4.2020 Briefing
Become a nationwide leader in age-friendly communities	A recognized leader as an age-friendly, livable city
Create a regional destination for arts and culture	Premier destination for arts and culture
Become the regional leader in youth development, outreach and mentorship	National model for youth development, outreach and mentorship programs



# 2021-2022 BHAG Initiatives: Quality of Life, Arts & Culture

- Citywide senior complex
- Increased outreach to seniors
- Signature events
- Citywide youth center complex with an emphasis on programming for at-risk youth



# Quality of Life, Arts & Culture

## Free-Form Exercise Initiatives

- Place x pieces of public art in every district
- Trail Safety/ Explore the addition of Park Rangers as a staffing component to Parks and Recreation to improve trail, recreation center and park safety
- Expand Dallas Animal Services programs and build satellite locations





# Quality of Life, Arts & Culture

## Free-Form Exercise Initiatives

- Make code have faster response times to service requests/ Community oriented code compliance and responsiveness/bandit signs
- Expansion of services for seniors that already exist including evening programming



# Quality of Life, Arts & Culture

## Free-Form Exercise Initiatives

- Create pro active enforcement teams in each council district with police and code
- Restore FAIR PARK
- Re-establish the youth department
- Youth programming expansion for evenings



# Quality of Life, Arts & Culture

## Free-Form Exercise Initiatives

- Identify placemaking initiatives in each City Council district to create unique spaces to encourage communities coming together
- Explore the addition of Park Rangers as a staffing component to Parks and Recreation to improve trail, recreation center and park safety
- Results of Monday's web tool exercise



# B.H.A.G.s – Transportation and Infrastructure

2.19.2020 Retreat	3.4.2020 Briefing
Stress-free mobility environment	The leader in stress-free mobility options for everyone
Equitable & equal delivery of infrastructure services to all residents	World-class infrastructure known for quality, reliability and equitable delivery



# 2021-2022 BHAG Initiatives: Transportation and Infrastructure

- Complete streets
- Multi-model transportation options
- Intelligent parking
- Eliminate congestion/address traffic signal infrastructure



# 2021-2022 BHAG Initiatives:

## Transportation and Infrastructure

- Implementation of a master planning effort to address cost and strategy for long-term infrastructure planning
- Policy on infrastructure improvement, affordability (zoning), consider with Economic Development and Housing initiatives



# Transportation & Infrastructure

## Free-Form Exercise Initiatives

- Connectivity for streets and trails from Bachman Lake and Love Field to existing area
- Traffic Signal Improvements (25 years or less)
- Alley Plan



# Transportation & Infrastructure

## Free-Form Exercise Initiatives

- Start working on city's next bond
- Implement the Vision Zero Plan
- Improve walkability of long neglected corridors





# Transportation & Infrastructure

## Free-Form Exercise Initiatives

- Evaluate if any downtown streets should closed off, moved to a 1-way street, moved to a 2-way street
- New Street Cut Policy
- Create a policy/program to keep the highway and freeway lights ON.



# Transportation & Infrastructure

## Free-Form Exercise Initiatives

- Prioritize street quality of high traffic streets
- Improve collaboration with DART, TxDOT and the City of Dallas to develop strategic and holistic solutions to improve public transit



# Transportation & Infrastructure

## Free-Form Exercise Initiatives

- Improve collaboration with DART, TxDOT and the City of Dallas to develop strategic and holistic solutions to improve public transit
- Establish a unified development code to standardize development activities and requirements



# Transportation & Infrastructure

## Free-Form Exercise Initiatives

- Evaluate protected scooter/bike lanes with new pavement in most utilized areas
- Replace Bachman Dam, dredge the lake, improve infrastructure and connectivity around the lake to the neighborhoods



# Transportation & Infrastructure

## Free-Form Exercise Initiatives

- Actual code enforcement on parking and 28 wheelers
- Dredge WRL
- Mobility infrastructure plan and timeline - scooters and trail connections
- Increase bike infrastructure in parts other than the CBD



# Transportation & Infrastructure

## Free-Form Exercise Initiatives

- Reimagine Jefferson and streamline the permit system (potential outside consultant/ concierge service/ interdepartmental team)
- Downtown 360 Plan for each council district



# Transportation & Infrastructure

## Free-Form Exercise Initiatives

- Develop a needs assessment and implementation plan for the critically underserved communities.
- Ensure city facilities and sidewalks are ADA compatible and designed for accessibility and seniors
- Zoning



# Transportation & Infrastructure

## Free-Form Exercise Initiatives

- Complete and implement transportation plan
- Prioritize Street and Infrastructure Plan
- Refocus city mobility efforts towards complete streets
- Results of Monday's web tool exercise





# BHAGs – Workforce, Education, and Equity

## fuerza laboral, educación y equidad

2.19.2020 Retreat	3.4.2020 Briefing
Create a future-proof workforce <i>Crear una fuerza laboral preparada para el futuro</i>	National model for a future-proof workforce <i>Modelo nacional para una fuerza laboral preparada para el futuro</i>
Incorporate an equity lens in all we do <i>Incorporar un lente de equidad en todo lo que hacemos</i>	Most equitable city in the U.S. <i>La ciudad más equitativa de los EE. UU.</i>
Ensure all students have access to a quality education <i>Asegurar que todos los estudiantes tengan acceso a una educación de calidad.</i>	All students have access to a quality education <i>Que todos los estudiantes tengan acceso a una educación de calidad</i>



# 2021-2022 BHAG Initiatives: Workforce, Education and Equity

## 2021-2022 Iniciativas de BHAG: fuerza laboral, educación y equidad

- Utilize Equity Indicators and input from Equity Summit as metrics for tracking  
*Utilizar los indicadores de equidad y los aportes del Equity Summit como medidas de seguimiento*
- Employ equity lens on all policies, practices, and procedures in the City  
*Emplear el lente de equidad en todas las polizas, prácticas y procedimientos en la ciudad*



# 2021-2022 BHAG Initiatives: Workforce, Education and Equity

## 2021-2022 Iniciativas de BHAG: fuerza laboral, educación y equidad

- Develop strategic partnerships with DCCCD and Dallas County Promise  
*Desarrollar relaciones estratégicas con DCCCD y Dallas County Promise*
- Prioritize and fund Pre-K and after school programming  
*Financiar y dar prioridad a los programas pre escolares y programas extracurriculares*



# Workforce, Education & Equity

## Free-Form Exercise Initiatives

## Iniciativas de ejercicio de forma libre de fuerza laboral, educación y equidad

- ACTUALLY approach our budget with equity
- City Funded Pre-K for all
- Make sure whole city has high speed internet
- Impact of municipal fines and debt on people living in poverty/communities of color



# Workforce, Education & Equity

## Free-Form Exercise Initiatives

### Iniciativas de ejercicio de forma libre de fuerza laboral, educación y equidad

- Focus on public safety in and around schools
- Hire x teen summer jobs/interns through summer mayor program



# Workforce, Education & Equity

## Free-Form Exercise Initiatives

## Iniciativas de ejercicio de forma libre de fuerza laboral, educación y equidad

- Implementation of Welcoming Communities including the automatic Spanish/English translation of all documents and events coming out



# Workforce, Education & Equity

## Free-Form Exercise Initiatives

## Iniciativas de ejercicio de forma libre de fuerza laboral, educación y equidad

- Renewal of funding for the city's workforce development grant
- Complete and implement workforce development plan



# Workforce, Education & Equity

## Free-Form Exercise Initiatives

## Iniciativas de ejercicio de forma libre de fuerza laboral, educación y equidad

- Equity/Equity Programs/Equity review of all policies
- Partner with the public-school systems to better align programs with 21st century workforce needs





# Workforce, Education & Equity

## Free-Form Exercise Initiatives

## Iniciativas de ejercicio de forma libre de fuerza laboral, educación y equidad

- Results of Monday's web tool exercise  
Resultados del ejercicio de herramienta web del lunes



# Proposed Initiatives – Other Strategic Priorities

- Reform civil service
- Provide funding for reimbursement for Councilmembers transportation to community events.
- Prepare for a successful redistricting
- Review all public-private partnerships regularly for compliance and efficiency and explore possible expansion into other areas
- Tornado Recovery
- Establish budget funding for Council offices to hire additional staff as needed



# Proposed Initiatives – Other Strategic Priorities

- Create a marketing department
- Market the city and its services, opportunities, ways to access assistance
- Reform Code of Ethics
- Establish criteria for Marketing Criteria for city-wide events. Issue RFP
- Improve relationship between city and Texas Legislature, Lieutenant Governor and Governor



# Pulse Check



# Vision Statements: Where We Want To Be

- A global city, inspiring people and influencing change
- A city for you, a neighborhood for all
- Where purpose meets opportunity
- Where people and purpose make it a place it be
- One Dallas



# Declaraciones de visión: dónde queremos estar

- Una ciudad global, que inspira a las personas e influye en el cambio.
- Una ciudad para ti, un barrio para todos
- Donde el propósito se encuentra con la oportunidad
- Donde las personas y el propósito lo convierten en un lugar
- Un Dallas



# Next Steps

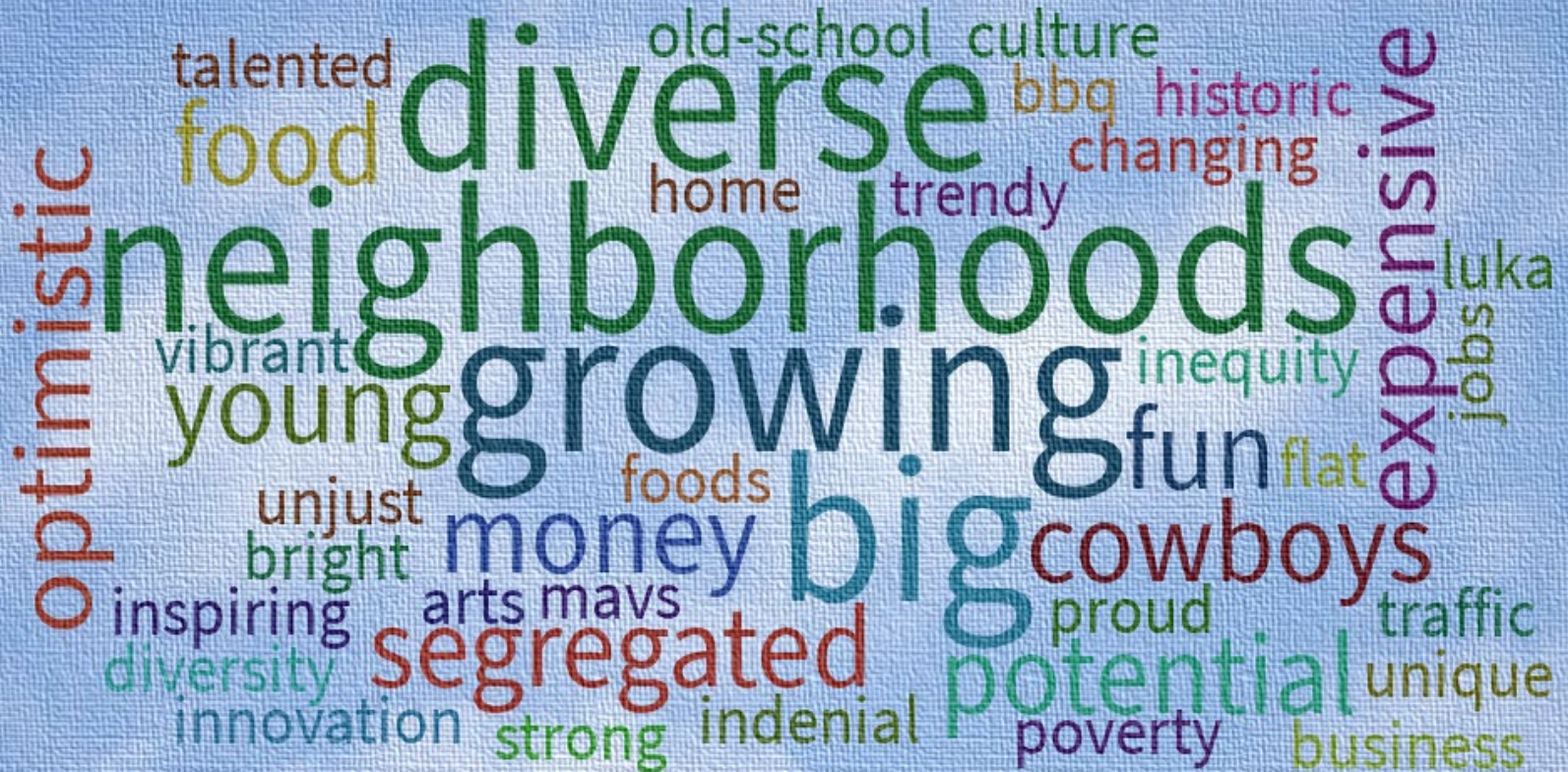
- Priorities and initiatives will drive 2021-2023 Budget
- Assign proposed initiatives to Committees for progress and results
- Rebrand materials with new vision statement
- Market and promote our goals around the City





# What You Said About Dallas Today

**Use one word to describe Dallas today.**





# Mayor and City Council Strategic Planning Session

Mayor and City Council Office

March 4, 2020

Kimberly Bizer Tolbert  
Chief of Staff to the City Manager



**City of Dallas**