

MINUTES OF THE CITY COUNCIL COMMITTEE  
MONDAY, MAY 16, 2022

22-0010

QUALITY OF LIFE, ARTS, AND CULTURE  
CITY COUNCIL CHAMBER, CITY HALL/VIDEO CONFERENCE  
COUNCILMEMBER ADAM BAZALDUA, PRESIDING

PRESENT: [7] Bazaldua, \*West, \*Arnold, \*Blackmon (\*\*9:09 a.m.), Narvaez, Ridley,  
\*Thomas

ABSENT: [0]

The meeting was called to order at 9:06 a.m. with a quorum of the committee present.

The meeting agenda, posted in accordance with Chapter 551, "OPEN MEETINGS," of the Texas Government Code, was presented.

After all business properly brought before the committee had been considered, the meeting adjourned at 11:15 a.m.

\_\_\_\_\_  
Chair

ATTEST:

\_\_\_\_\_  
City Secretary Staff

\_\_\_\_\_  
Date Approved

The agenda is attached to the minutes of this meeting as EXHIBIT A.

The actions taken on each matter considered by the committee are attached to the minutes of this meeting as EXHIBIT B.

The briefing materials are attached to the minutes of this meeting as EXHIBIT C.

**\*Note: Members of the Committee participated in this meeting by video conference.**

**\*\* Note: Indicates arrival time after meeting called to order/reconvened.**

MINUTES OF THE CITY COUNCIL COMMITTEE  
MONDAY, MAY 16, 2022

EXHIBIT A

**RECEIVED**

**2022 MAY 13 AM 8:15**

**CITY SECRETARY  
DALLAS, TEXAS**

## **City of Dallas**

*1500 Marilla Street,  
Council Chambers, 6th Floor  
Dallas, Texas 75201*

## **Public Notice**

**220515**

**POSTED** CITY SECRETARY  
DALLAS, TX



### **Quality of Life, Arts, and Culture Committee**

**May 16, 2022**

**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."*

"Pursuant to Section 46.03, Penal Code (places weapons prohibited), a person may not carry a firearm or other weapon into any open meeting on this property."

*"De conformidad con la Sección 46.03, Código Penal (coloca armas prohibidas), una persona no puede llevar un arma de fuego u otra arma a ninguna reunión abierta en esta propiedad."*

The City Council Quality of Life, Arts, and Culture Committee meeting will be held by videoconference and in the Council Chambers, 6th Floor at City Hall. Individuals who wish to speak in accordance with the City Council Rules of Procedure must sign up with the City Secretary's Office.

The public is encouraged to attend the meeting virtually; however, City Hall is available for those wishing to attend the meeting in person following all current pandemic-related public health protocols.

The following videoconference link is available to the public to listen to the meeting and Public Affairs and Outreach will also stream the City Council Briefing on Spectrum Cable Channel 95 and [bit.ly/ cityofdallastv](https://bit.ly/cityofdallastv):

<https://dallascityhall.webex.com/dallascityhall/j.php?MTID=mdabc27bd6b6715031d0f0085ab766c55>

#### **Call to Order**

#### **MINUTES**

1. 22-1180 Approval of the March 29, 2022 Committee Minutes

**Attachments:** Minutes

#### **BRIEFING ITEMS**

- A. 22-1173 Scrap Tire Registration Program  
[Christopher Christian, Interim Assistant Director, Code Compliance]

**Attachments:** Presentation

- B. 22-1175 Boarding Home Facilities  
[Lynetta Kidd, Assistant Director, Code Compliance]

**Attachments:** Presentation

- C. 22-1176 311 Call Center Services Contract  
[Janette Weedon, Interim Director, 311]

**Attachments:** Presentation

- D. 22-1177 Nexus Recovery Center Overview of Services  
[Heather Ormand, CEO, Nexus Recovery Center]

**Attachments:** Presentation

**BRIEFING MEMOS**

- E. 22-1178 Kay Bailey Hutchinson Convention Center Dallas (KBHCCD)  
Elevator and Escalator Modernization - Contract Reduction  
[Rosa Fleming, Director, Convention and Event Services]

**Attachments:** Memorandum

- F. 22-1179 Proposed Changes to Chapter 42A-22 and 42A-28.2 of the Dallas  
City Code  
[Rosa Fleming, Director, Convention and Event Services]

**Attachments:** Memorandum

- G. 22-1181 Proposed WRR 101.1 FM and Fair Park Studio Management  
Agreement with North Texas Public Broadcasting (d/b/a KERA)  
[Liz Cedillo-Pereira, Assistant City Manager]  
[Benjamin Espino, Interim Director, Office of Arts and Culture]

**Attachments:** Memorandum

**ADJOURNMENT**

**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]

MINUTES OF THE CITY COUNCIL COMMITTEE  
MONDAY, MAY 16, 2022

EXHIBIT B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 16, 2022

Item 1: Approval of the March 29, 2022 Committee Minutes

Councilmember Ridley moved to adopt the minutes as presented.

Motion seconded by Councilmember Narvaez and unanimously adopted. (Blackmon absent when vote taken)

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 16, 2022

BRIEFING ITEMS

Item A: Scrap Tire Registration Program

The following individuals briefed the committee on the item:

- Christopher Christian, Interim Assistant Director, Code Compliance; and
- Clifton Gillespie, Assistant Director, Sanitation



OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 16, 2022

BRIEFING

Item B:       Boarding Home Facilities

The following individual briefed the committee on the item:

- Lynetta Kidd, Assistant Director, Code Compliance

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 16, 2022

BRIEFING ITEMS

Item C: 311 Call Center Services Contract

The following individual briefed the committee on the item:

- Janette Weedon, Director, 311

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 16, 2022

BRIEFING ITEMS

Item D: Nexus Recovery Center Overview of Services

The following individual briefed the committee on the item:

- Heather Ormand, CEO, Nexus Recovery Center

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 16, 2022

BRIEFING MEMOS

Item E: Kay Bailey Hutchinson Convention Center Dallas (KBHCCD) Elevator and Escalator Modernization - Contract Reduction

Item F: Proposed Changes to Chapter 42A-22 and 42A-28.2 of the Dallas City Code

The committee discussed the items.

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 16, 2022

BRIEFING MEMO

Item G: Proposed WRR 101.1 FM and Fair Park Studio Management Agreement with North Texas Public Broadcasting (d/b/a KERA)

The following individuals briefed the committee on the item:

- Liz Cedillo-Pereira, Assistant City Manager;
- Benjamin Espino, Interim Director, Office of Arts and Culture;
- Ann Marie Gan, Interim Director, Office of Arts and Culture;
- Nico Leone, President and CEO, KERA; and
- Mike Oakes, General Manager, WRR

MINUTES OF THE CITY COUNCIL COMMITTEE  
MONDAY, MAY 16, 2022

EXHIBIT C



# City of Dallas

1500 Marilla Street  
Council Chambers, 6th Floor  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 22-1180

**Item #:** 1.

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Approval of the March 29, 2022 Committee Minutes

# Quality of Life, Arts & Culture Committee Meeting Record

The Quality of Life, Arts & Culture Committee meetings are recorded. Agenda materials are available online at [www.dallascityhall.com](http://www.dallascityhall.com).

**Meeting Date:** March 29, 2022

**Convened:** 9:04 a.m.

**Adjourned:** 11:35 a.m.

**Committee Members Present:**

Adam Bazaldua, Chair  
Chad West, Vice Chair  
Carolyn Arnold  
Paula Blackmon  
Omar Narvaez  
Paul E. Ridley  
Casey Thomas, II

**Committee Members Absent:**

**Other Council Members Present:**

Gay Donnell Willis

**Presenters:**

Carl Simpson, Assistant City Manager  
Liz Cedillo-Pereira, Assistant City Manager  
Lynetta Kidd, Assistant Director, Code Compliance  
Rosa Fleming, Director, Conventions and Event Services  
Yldefonse Rodriguez Sola, Assistant Director, Convention and Event Services  
Jacquelin Justice, Manager, Convention and Event Services  
Jennifer Scripps, Director, Office of Arts and Culture

## AGENDA

Call to Order (9:04 a.m.)

**A. Approval of the February 22, 2022 Meeting Minutes**

**Presenter(s):** Adam Bazaldua, Chair

**Action Taken/Committee Recommendation(s):** A motion was made to approve the minutes for the February 22, 2022 Quality of Life, Arts & Culture Committee meeting.

Motion made by: Chad West  
Item passed unanimously: X  
Item failed unanimously:

Motion seconded by: Paula Blackmon  
Item passed on a divided vote:  
Item failed on a divided vote:

**B. Enhanced Library Card**

**Presenter(s):** Jo Giudice, Director, Dallas Public Library; Christina da Silva, Welcoming Communities and Immigrant Affairs Officer, Office of Equity and Inclusion

**Action Taken/Committee Recommendation(s):** The Committee discussed. Committee recommends reaching out to DART and ISDs in the City of Dallas. Committee requests clarification on gender identity options on cards.



Motion made by:  
Item passed unanimously:  
Item failed unanimously:

Motion seconded by:  
Item passed on a divided vote:  
Item failed on a divided vote:

**D. BRIEFING MEMORANDUM: Proposed Dallas Humane Pet Store Ordinance**

**Presenter(s):** Carl Simpson, Assistant City Manager (I); MeLissa Webber, Director, Dallas Animal Services; Elizabeth Kunzleman, Petland; Lauren Loney, Humane Pet Society

**Action Taken/Committee Recommendation(s):** The Committee discussed: Recommendation to move ordinance as presented to full Council.

Motion made by: Omar Narvaez  
Item passed unanimously: X  
Item failed unanimously:

Motion seconded by: Chad West  
Item passed on a divided vote:  
Item failed on a divided vote:

**C. Mobile Food Units - Update**

**Presenter(s):** Andrew Espinoza, Interim Director, Code Compliance; Chauncy Williams, Assistant Director, Code Compliance

**Action Taken/Committee Recommendation(s):** The Committee discussed: Motion made to follow staff's recommendation and move the item to full council with three suggestions: 1) Section 1B11, to clarify that Class 3 also includes storage containers. 2) Section 1B11, include the following language in parenthesis, each class receives an annual permit. 3) Recommend to City Manager that we reduce the fees for all four classes of these food service items back down to 2021 level.

Motion made by: Chad West  
Item passed unanimously: X  
Item failed unanimously:

Motion seconded by: Omar Narvaez  
Item passed on a divided vote: Item  
failed on a divided vote:

**E. BRIEFING MEMORANDUM: Update on WRR Radio Management Procurement**

**Presenter(s):** Liz Cedillo-Pereira, Assistant City Manager; Jennifer Scripps, Director, Office of Arts and Culture

**Action Taken/Committee Recommendation(s):** The Committee discussed:

Motion made by:  
Item passed unanimously:  
Item failed unanimously:

Motion seconded by:  
Item passed on a divided vote:  
Item failed on a divided vote:

**F. Support for Dallas Transgender Community - Support a review of City ordinances, plans and/or resolutions to ensure they reflect the City's commitment to protect the rights of residents against discrimination and hate based on sexual orientation, gender identity and expression**

**Presenter(s):** Liz Cedillo-Pereira, Assistant City Manager; Jennifer Scripps, Director, Office of Arts and Culture

**Action Taken/Committee Recommendation(s):** The Committee discussed: Motion made to draft resolution to reflect language in Chair's Memo.

Motion made by: Chad West  
Item passed unanimously: X  
Item failed unanimously:

Motion seconded by: **Omar Narvaez**  
Item passed on a divided vote:  
Item failed on a divided vote:

Adjourn (11:35 a.m.)

**APPROVED BY:**

**Adam Bazaldua, Chair**  
**Quality of Life, Arts & Culture Committee**

**ATTESTED BY:**

**Claire Noble, Coordinator**  
**Quality of Life, Arts & Culture Committee**



# City of Dallas

1500 Marilla Street  
Council Chambers, 6th Floor  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 22-1173

**Item #:** A.

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Scrap Tire Registration Program

[Christopher Christian, Interim Assistant Director, Code Compliance]



**City of Dallas**

# Scrap Tire Registration Program

**May 16, 2022**

Christopher Christian, Assistant Director (I)  
Code Compliance Services Department  
City of Dallas

# Presentation Overview



- Background/History
- Purpose
- Issues/ Operational or Business Concerns
- Operational Impact
- Proposed changes to Chapter 18
- Next Steps





# Scrap Tire Registration Background



**Adopted  
2004**

**Mobile Tire  
Repair Units**

**Chapter 18  
Article V**

**Tire Business  
License**

**Tire  
Transporters**

***\*Illegal Dumping Strategy was one of City Manager's  
Top 25 Goals for FY2021***



Sep 20, 2021 at 12:16 PM





# Scrap Tire Registration Background



## Code Compliance

- Tire Businesses
- Registration Process
- Abatement

## Dallas Marshal

- Tire Haulers
- Prosecution
- Mobile Units

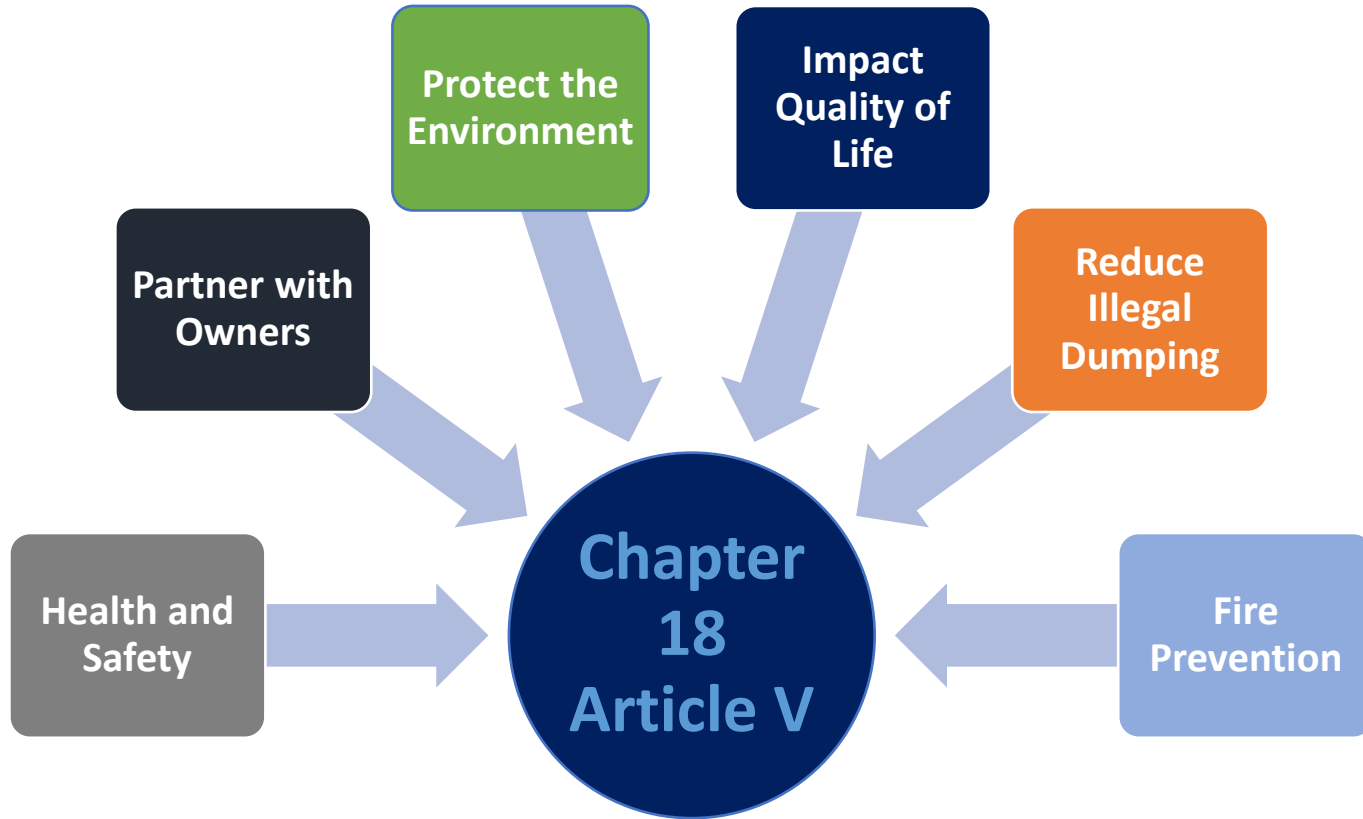
## Sanitation

- Tire Intake
- Tire Disposal/Recycler
- Citizen Drop Off





# Purpose of Current Ordinance





# Chapter 18 Definitions



## “Tire Business”

- Establishment where used tires are collected, repaired, processed, recycled, scrapped, sold, bought, or stored. Including but not limited to a mobile tire repair business and a salvage yard.





# Chapter 18 Definitions



## “Mobile Tire Repair Business”

- A business that repairs tires at any temporary location, but not limited to a roadway, alley, parking lot, or residence. The term does not include a business that only changes out or replaces a tire but does not make any repairs to the tire.





# Chapter 18 Definitions



## “Scrap Tire Transporter”

- New Definition: “A business or person who transports more than six tires at any one time or is loading/unloading scrap tires from or to any location within Dallas City Limits.”

*Note: Must display decal.*



# Current Registration Requirements



Annual \$58 Licensing Fee

Application/Contact Information

Vehicle License & Vin Numbers

Annual Inspections

Code Officer State Manifest Review

Issuance of Registration





# Revocation of Licenses/Penalties



**Refusal of entry  
and City  
inspection**

**Two convictions  
of any ordinance  
in 24 months**

**Violation of  
Scrap Tire  
Ordinance**

**Applicant may  
Appeal w/in 30  
days**

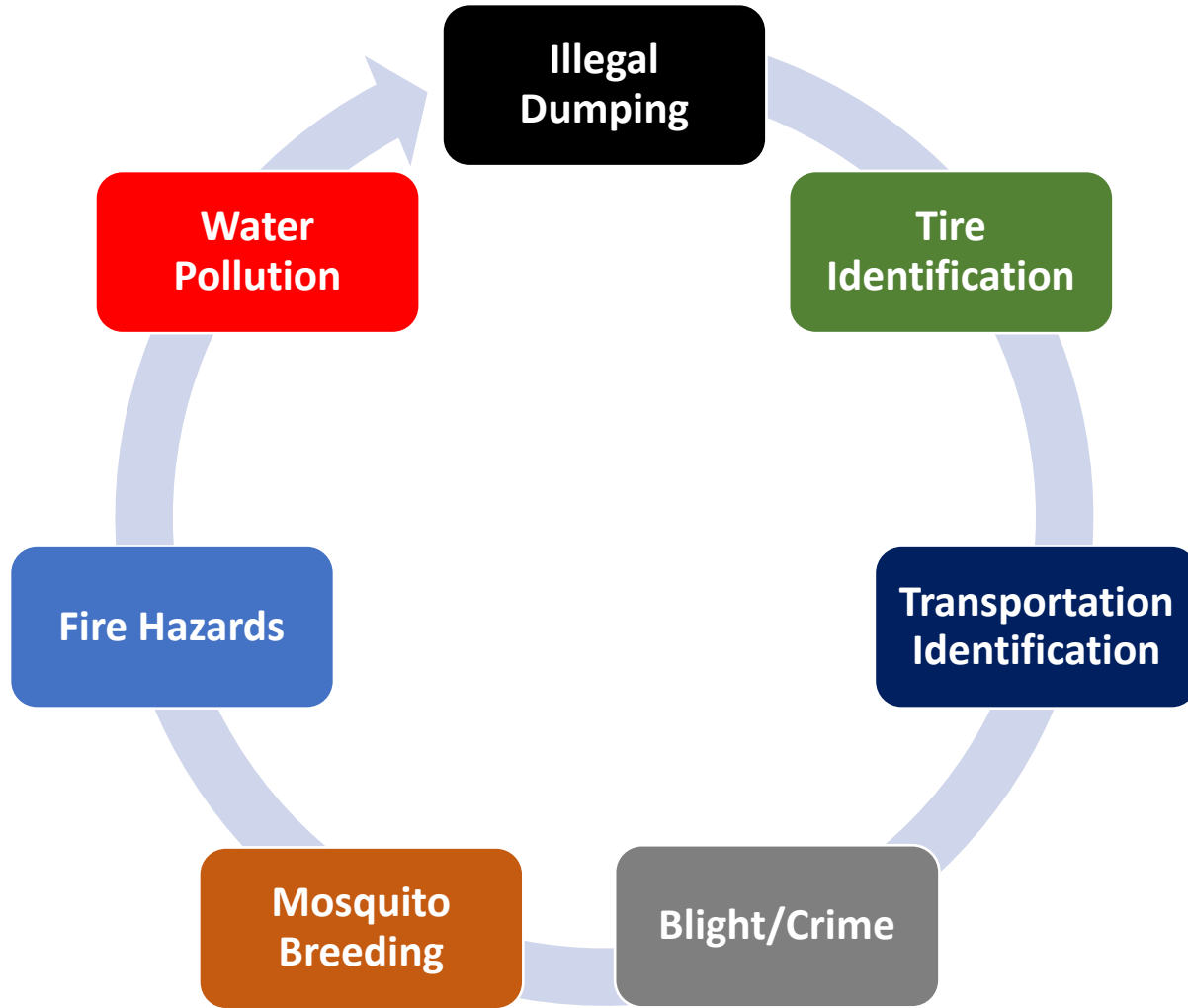
**City Manager  
makes final  
determination**

**\$500-\$2,000**





# Operational or Business Concerns

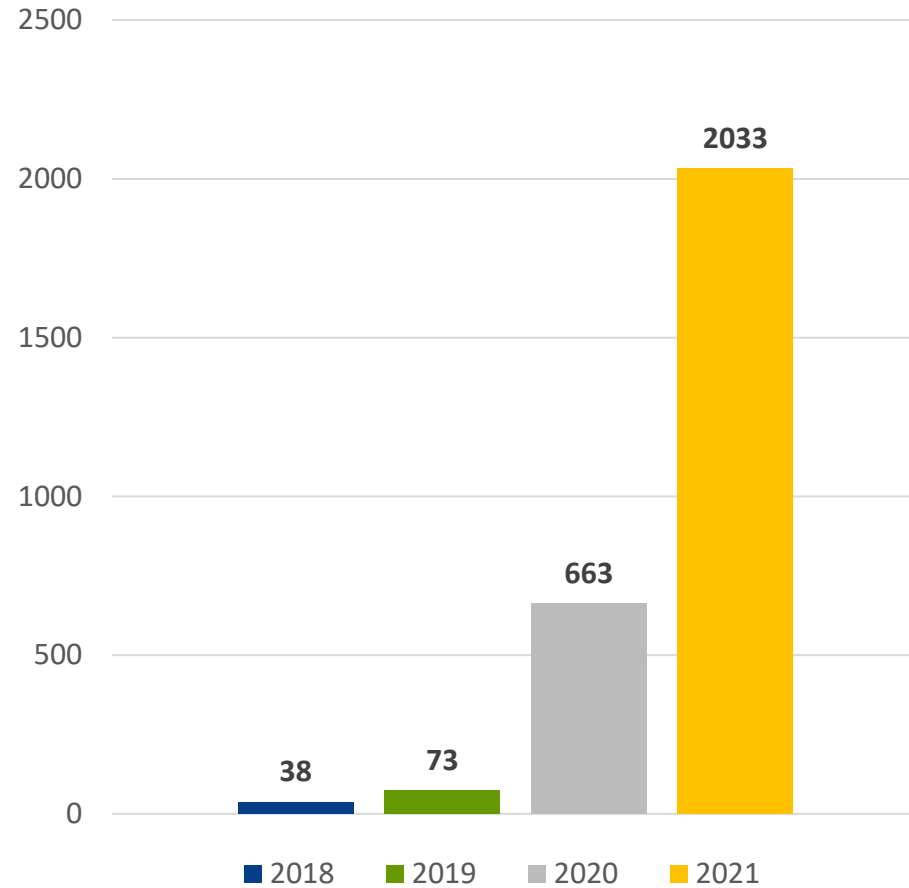




# Operational or Business Concerns



Number of Inspections by Fiscal Year

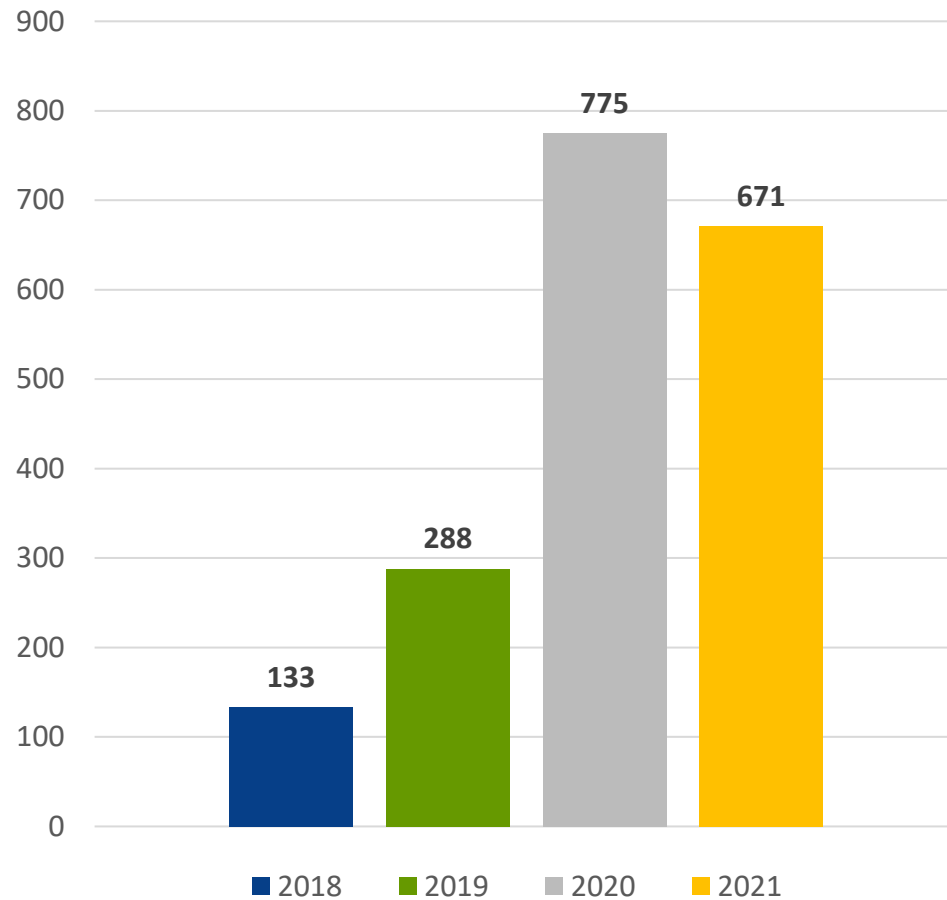




# Operational or Business Concerns



Total Registrations by Fiscal Year

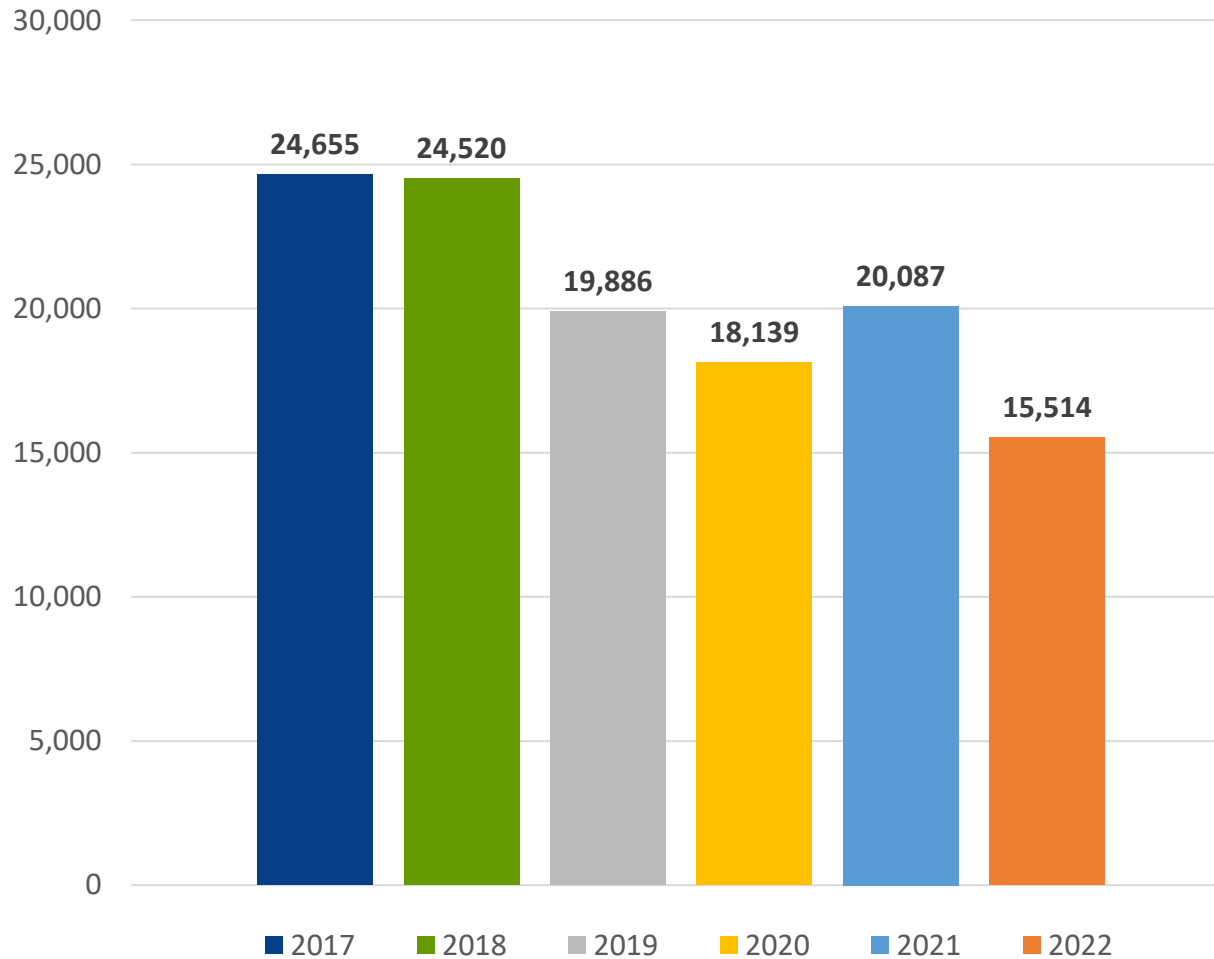




# Operational Impact/Illegal Dumping



Number of Tires Abated by CCS by Fiscal Year





# Trash Off Community Events



24  
Total  
Events

4,884  
Tires  
Collected

433,000  
lbs. Bulk  
Trash

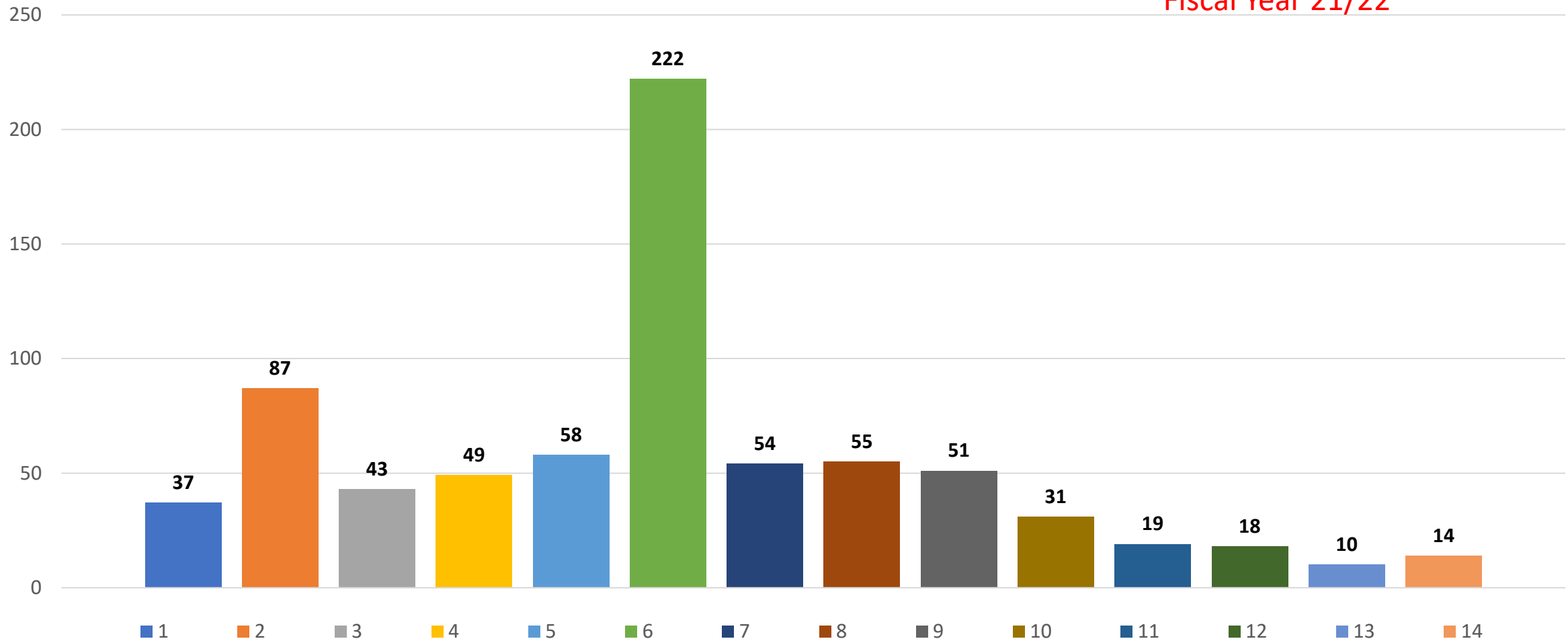
\*FY 2020, 2021



# Tire Shops



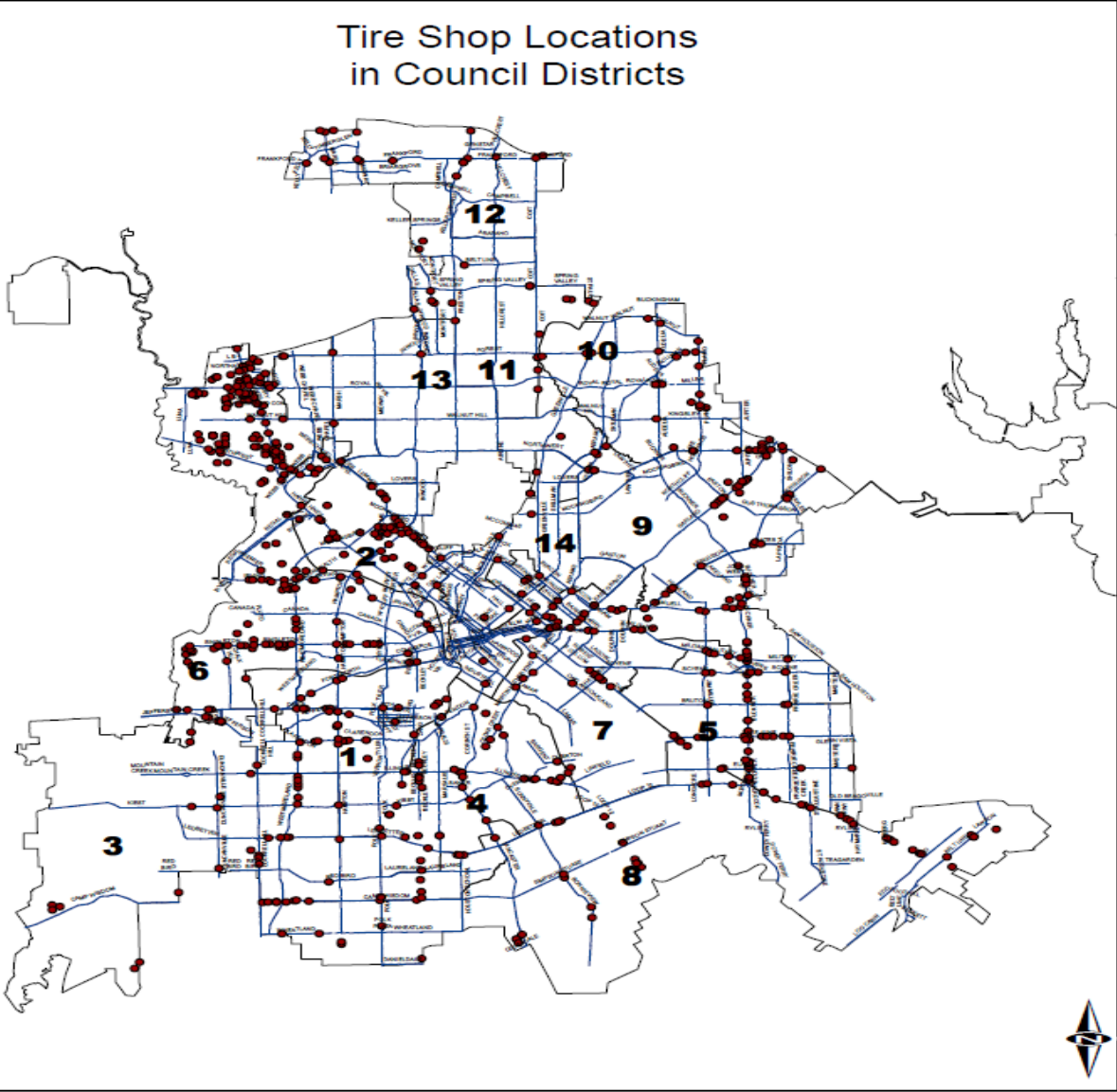
Tire Shops By Council District  
Fiscal Year 21/22



# Tire Shop Locations



Council Districts	Tire Businesses
1	37
2	87
3	43
4	49
5	58
6	222
7	54
8	55
9	51
10	31
11	19
12	18
13	10
14	14
Total	748



# Tire Registration Changes/Proposals



Current Process	Proposed Changes
Application and Payment of Fee Results in Issuance of Certificate of Registration	Include an Annual Continual Education Requirement as part of Application Process
Tires are not Required to be Marked or Identified	Requires Tire Businesses to Mark and Identify Tires with Registration Number
No Definition for “Scrap Tire Transporters”	Add Definition
No Current Storage Requirements of Scrap Tires in Chapter 18 Article V	Storage Under Roofed Areas, Prevent Water Accumulation/Mosquito Breeding, Exposure to Elements, Screened from Public View, and Limitations set by DFR
Transporter decal required on motorized vehicle <u>or</u> trailer	Transporter decals required on <b><u>both</u></b> motorized vehicle and trailers





# Tire Registration Changes/Proposals



Current Process	Proposed Changes
Transporter is required to keep a “Manifest”	All businesses will be required to maintain “Manifest” for three (3) years
Tire businesses not clearly required to used registered “Transporters”	Codify tires business must use City registered transporters
No local scrap tire storage limitation other than State requirements	Add maximum limitation of stored scrap tires
No Current identification of vehicles other than a decal	Display name, phone number, and City registration license number on both sides of vehicle transporting scrap tires
No City required documentation of tires released	Add City documentation process



# Next Steps



Fall 2022

Train Code Officers/Staff on New Requirements

Fall 2022

Create Continual Education Curriculum

Winter 2022

Update Department Software and Technology

Winter 2022

Partner with Business Owners and Facilitate Compliance Efforts





# Scrap Tire Registration Program

**May 16, 2022**

Christopher Christian, Assistant Director (I)  
Code Compliance Services Department  
City of Dallas





# City of Dallas

1500 Marilla Street  
Council Chambers, 6th Floor  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 22-1175

**Item #:** B.

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Boarding Home Facilities  
[Lynetta Kidd, Assistant Director, Code Compliance]





**City of Dallas**

# City of Dallas Boarding Home Unit

Quality of Life, Arts and Culture  
May 16, 2022

Lynetta Kidd, Assistant Director  
Code Compliance  
City of Dallas

# Presentation Overview



- Background/History
- Purpose
- Issues/Operational or Business Concerns
- Proposed Changes
- Next Steps
- Appendix



# Boarding Home Facility (BHF) Background/History



June 27, 2012

- Chapter 8A adopted
- Took effect October 1, 2012, and updated 2015

September 1, 2021

- Senate Bill 500 took effect
- Illegally operated BHF's amended to Class B Misdemeanor
- Fine not to exceed \$2,000 and or up to 180 days in jail

April 11, 2022

- Briefed Public Safety Committee on proposed changes

April 13, 2022

- Senate Bill 500 amendment to city ordinance approved by Council



# Intent of Senate Bill 500



Dangerous conditions existed in Harris County-  
An investigation identified 40 individuals living in a three bedroom, one bath home

Allegations of abuse, neglect, prostitution, and other crimes were investigated. There are 140 unpermitted facilities being investigated in Harris County

“Rogue” or unlicensed group homes that pose a threat to the most vulnerable Texans

Current Class C misdemeanor made it hard for law enforcement to secure warrants. Class B misdemeanor will facilitate faster investigation and compliance.





# Boarding Home Facility (BHF) Background



## Code Compliance

- Education/Registration
- Inspections/Enforcement
- Issue Licenses



## Dallas Fire

- Annual Fire Inspections
- Enforcement



## Dallas Police

- Enforce Senate Bill 500



# Boarding Home (BH) Defined



- A Boarding home facility (BHF) is an establishment that furnishes, in one or more buildings, lodging to three or more persons who are unrelated to the owner of the establishment by blood or marriage; and provides one or more of the following services to residents:



Community  
Meals



Assistance  
with self  
administration of  
Medication



Laundry Services



**But does not  
Provide Personal  
Care Services**



Grocery Shopping



Light Housework



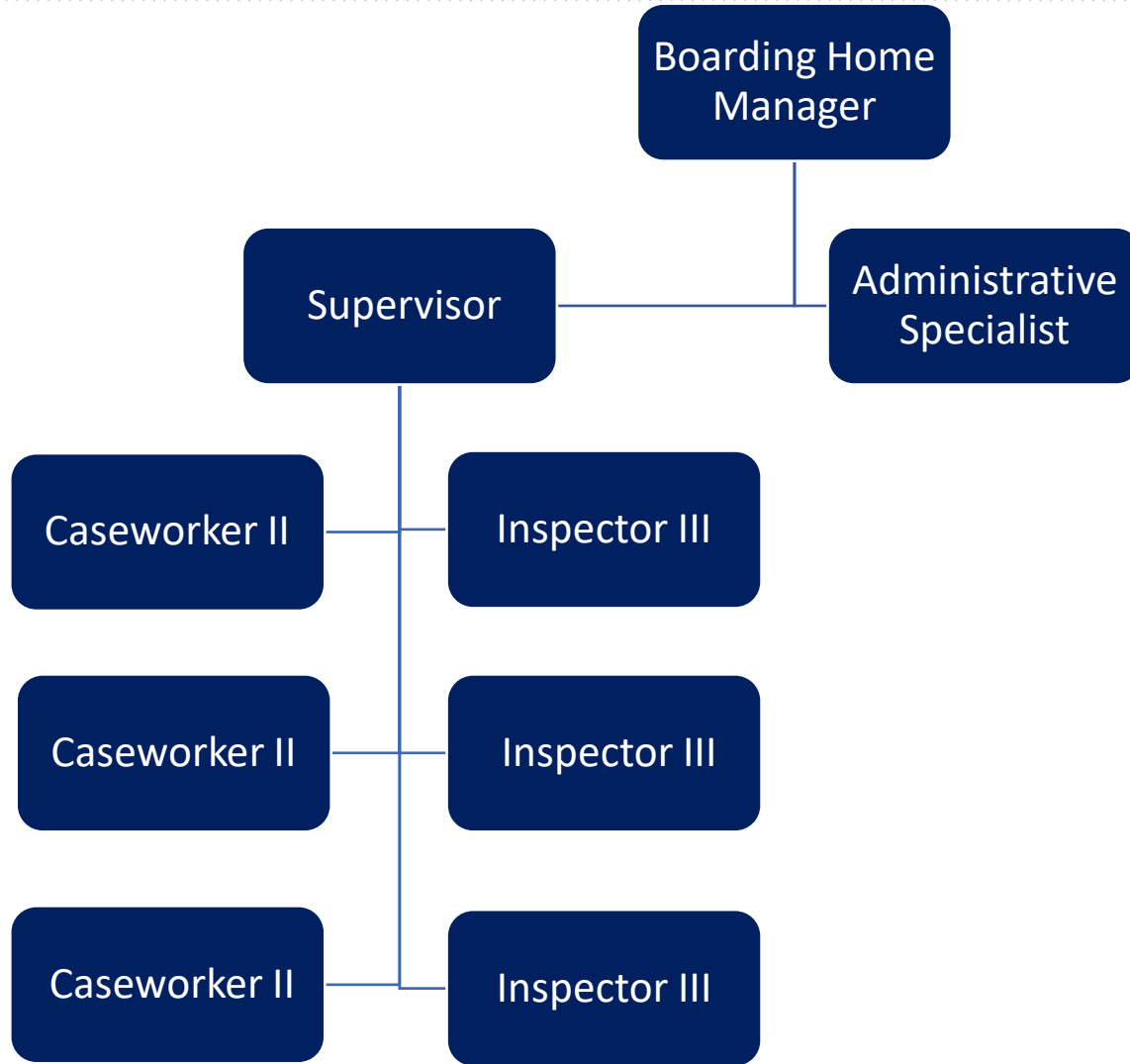
Money  
Management



Meal  
Preparation



# BH Unit Organization Chart



## Location

Boarding Homes Unit  
4020 W. Illinois Avenue  
Dallas, TX 75211

(214) 670-1972

Website:

[BoardingHomes](http://BoardingHomes.dallascityhall.com)  
[dallascityhall.com](http://dallascityhall.com)



# BHF Permitted Locations



BHFs are permitted in areas where residential uses are allowed

No certificate of occupancy is required due to boarding home facilities' single-family designation

BHFs are permitted up to eight (8) individuals in a single dwelling unit

Annual Application Fee \$500; Comprehensive Interior and Exterior Inspections conducted





# Purpose of the BH Unit



Ensure residents live in safe, sanitary and decent housing

Audit BHF documentation to ensure City requirements are met

Inspect & reinspect licensed BHF every 90 days or sooner if complaint-driven

Investigate/refer complaints of suspected unlicensed BHF to local law enforcement agency

Safeguard DPD and DFR emergency personnel access to service residents if needed

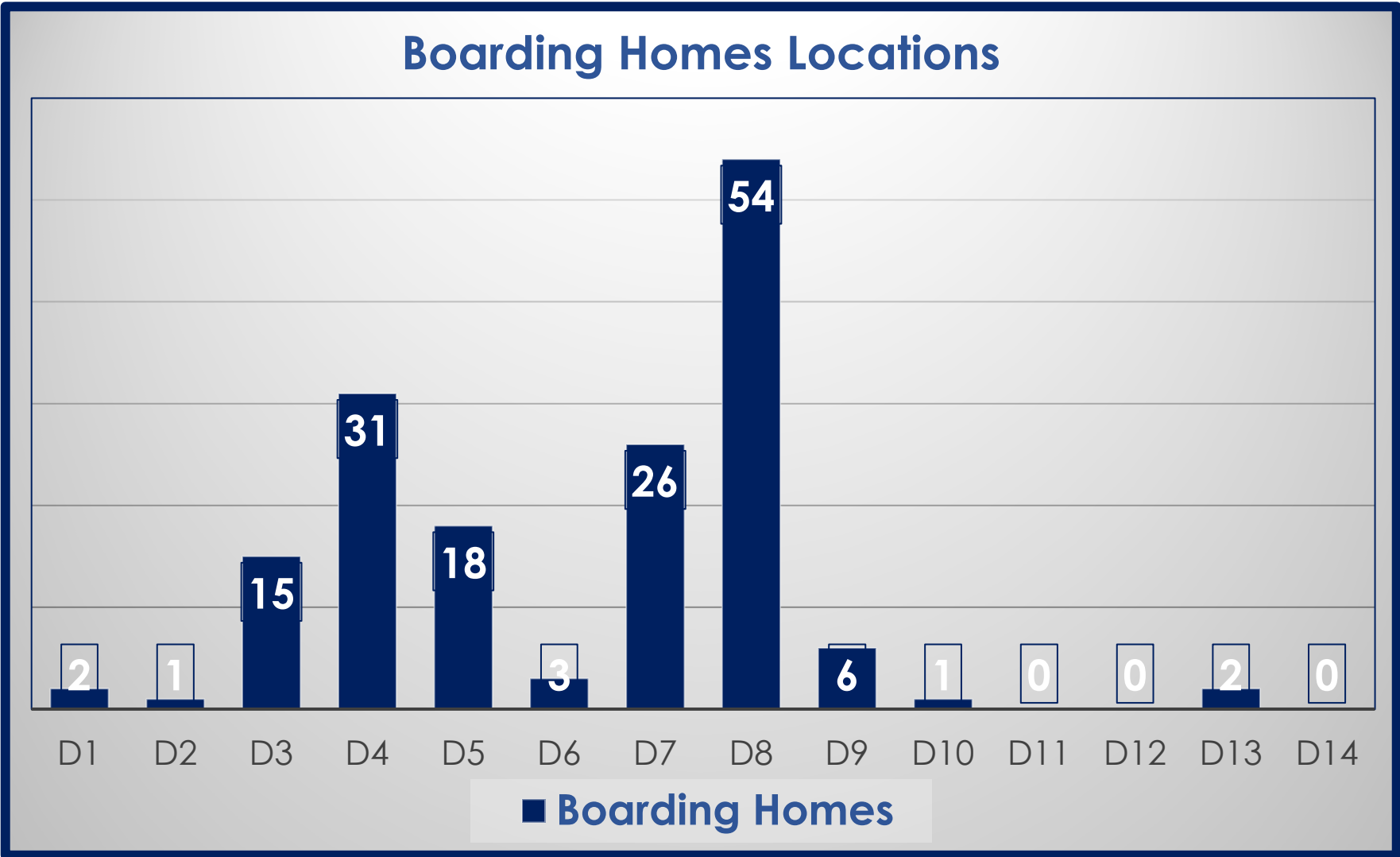
Refer residents to call 911 and Adult Protective Services (APS) for abuse, exploitation, and or neglect





# BHF Locations by Council District

Council District	Boarding Homes
1	2
2	1
3	15
4	31
5	18
6	3
7	26
8	54
9	6
10	1
11	0
12	0
13	2
14	0
Total	159

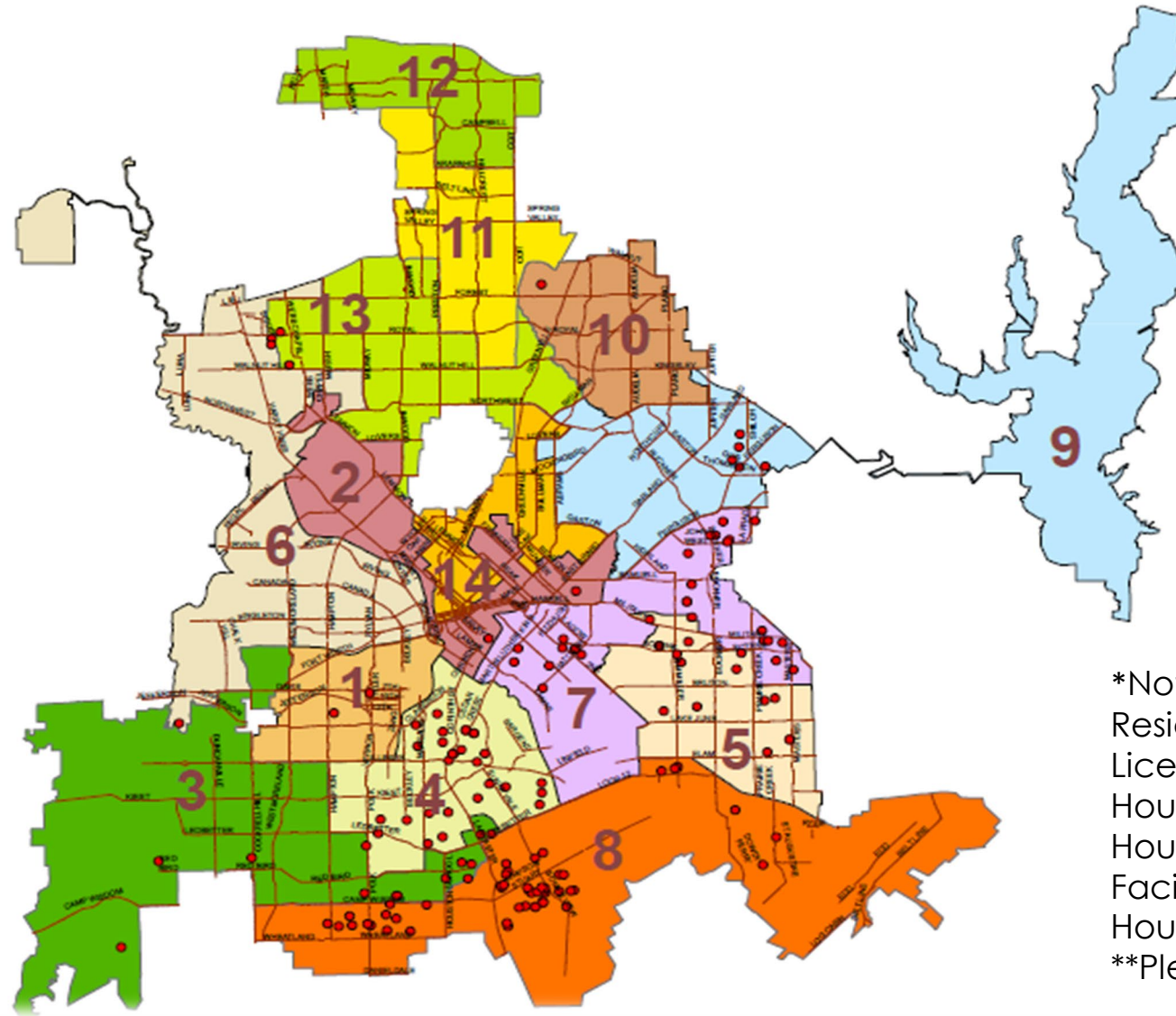


\* As of April 2022

# BHF Locations



159 Boarding  
Homes

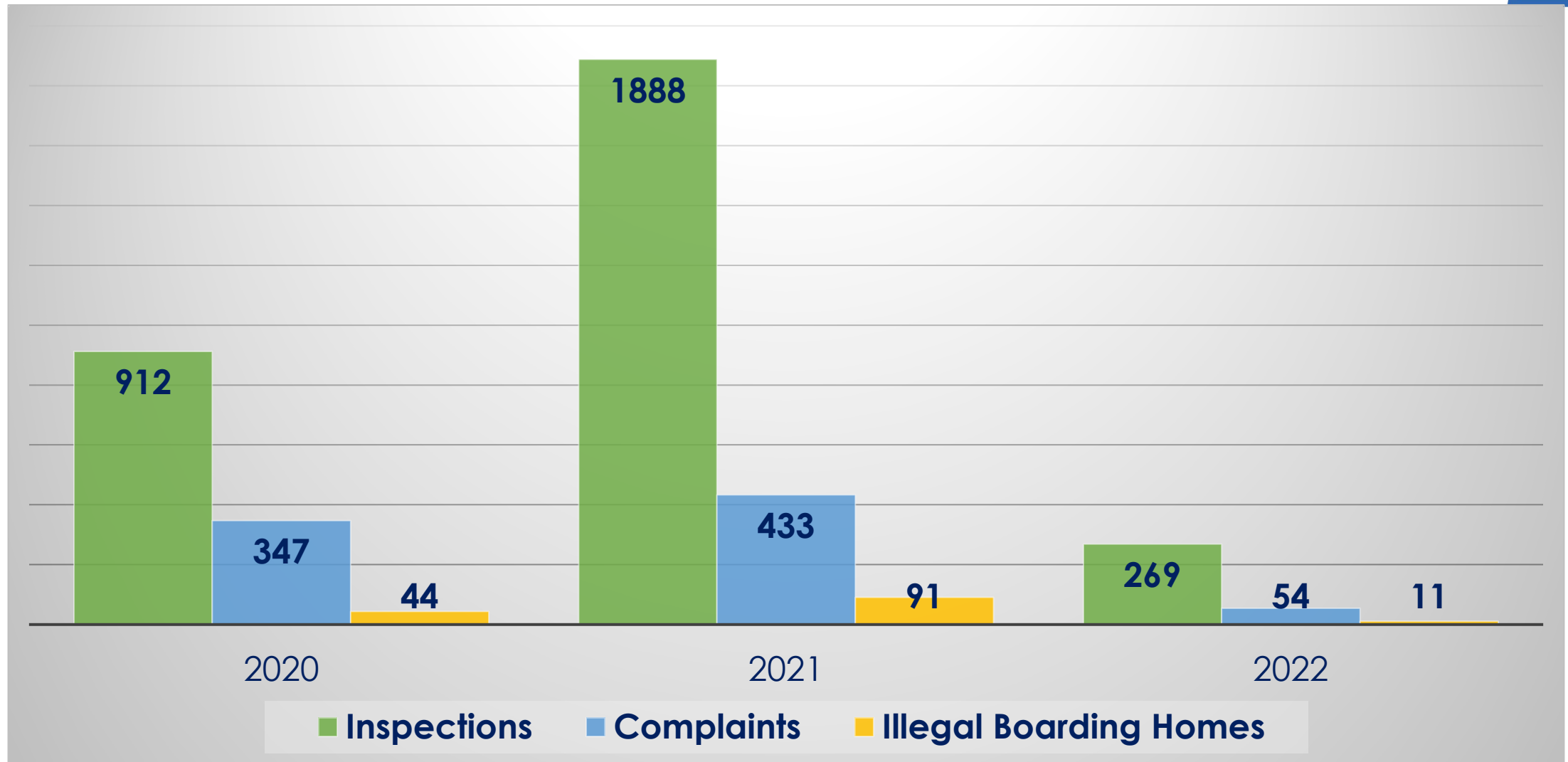


\*Note: Does not include Residential Hotels, State Licensed Facilities, Halfway Houses, Sober Living/Oxford Houses, Group Residential Facilities or Lodging/Boarding Houses

\*\*Please see Appendix\*\*



# BH Metrics



# BHF Operational Concerns



Some BHF are leased & operated without property owner's consent

Some illegal boarding home operators refuse to register their locations

Boarding home locations/proximity are unrestricted

Difficult to prevent resident abuse, neglect, and/or exploitation

Various models of residential living facilities create complexity in establishing home designation type





# Proposed Changes to Ordinance



Current	Proposed Changes
No provisions or restrictions associated with boarding home locations	Adopt the 1,000 ft rule that prohibits new boarding homes from being within 1,000 ft of one another
A license to operate a boarding home facility is not transferable to another owner, operator, or location	Application fee is nonrefundable and non-transferable to another owner, operator, or location
No mandatory training/education requirement for operators	Mandate an annual training/education requirement for operators





# Next Steps



## Summer 2022

- Partner with DPD to enforce Senate Bill 500
- Develop an internal process to refer illegally operating boarding homes

## Fall 2022

- Deploy online application process within Salesforce to simplify processes
- Develop continuing education symposium for boarding home operators
- Develop and conduct regular outreach efforts by partnering with HOAs, NAs, crime watch groups, and other key stakeholders



# Appendix: Other Alternative Housing Defined



## Halfway House Facility

Often contracted and monitored by Texas Department of Criminal Justice (TDCJ) and utilized by Parole Division to provide secure and responsible supervision of offenders, a halfway house is a facility for the housing, rehabilitation, and training of persons on probation, parole, or early release from correctional institutions, or other persons found guilty of a criminal offenses. No more than 50 residents are permitted in a halfway house; and it must be at least 1,000 ft from another halfway house, a residential district, singly family, duplex, and multiple family uses, public parks, recreational and childcare facilities, and public or private schools. A halfway house may not be within one mile for another halfway house (Dallas City Code, Sec. 51-4.204[5]).

## Alternative Housing Facilities

A community residential resource where two or more unrelated clients reside which is owned by an individual, private legal entity, non-profit or faith-based organization that is not owned by, operated by, established by or contracted with TDCJ ([TDCJ, 2021](#)).



# Appendix: Other Alternative Housing Defined (continued)



## Handicapped Group Dwelling Unit

A single dwelling unit that is the domicile of not more than eight handicapped persons who are not family, and who live together as a single housekeeping unit. Up to two supervisory personnel may reside on the premises, provided that the total number of residents, including supervisory personnel does not exceed eight. This type of dwelling unit is regulated to be at least 1,000 feet from all other handicapped group dwelling units licensed by the TDHS or its successor (Dallas City Code, Sec. 51-4.201[1.1]).

## Group Residential Facility

An interim or permanent residential facility (as opposed to a lodging or medical treatment facility) that provides room and board to a group of persons who are not a family and may be nonprofit or charge for services. This facility type is regulated to be at least 1,000 feet from all other handicapped or group dwelling units licensed by the TDHS or its successor (Dallas City Code, Sec. 51-4.201[3.1]).



# Appendix: Other Alternative Housing Defined (continued)



## Oxford Home Facilities/ Sober Living Facilities

Oxford Houses are gender specific, sober living residences for adults in recovery from substance use disorders. Oxford homes are not substance use disorder treatment facilities but are democratically operated, peer-run, and self-sustaining homes. As of 2018, there are 160 Oxford homes for men and 67 for women. Thirty-two Oxford Houses in Texas are designated as 'women with children' homes while four Oxford Homes are for men with children (Texas Health & Human Services, 2021).

## Lodging Use or Boarding House

Lodging or boarding house is a facility containing at least one but fewer than six guest rooms that are separately rented to occupants. Lodging or a boarding house is permitted by right in MF-2(A), MF-2(SAH), MF-3(A), MF-4(A), RR, CS, LI, IR, and central area districts. By SUP only in CR and IM districts. This land use is not allowed in the R-7.5(A) zoning district (Dallas City Code, Sec. 51-4.205[2]).







**City of Dallas**

# **City of Dallas Boarding Home Unit**

**Public Safety Committee  
May 16, 2022**

Lynetta Kidd, Assistant Director  
Code Compliance  
City of Dallas



# City of Dallas

1500 Marilla Street  
Council Chambers, 6th Floor  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 22-1176

**Item #:** C.

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311 Call Center Services Contract  
[Janette Weedon, Interim Director, 311]





**City of Dallas**

# **311 Call Center Services Contract**

**Quality of Life, Arts, and Culture  
Committee  
May 16, 2022**

**Janette Weedon, Director  
311 Customer Service**

# Presentation Overview



- Background
- Purpose
- Call Center Services Contract
- Next Steps



# Background



- 311 Customer Service Center
  - Open 24/7/365
  - Handles over 1 million calls per year (311, Water Customer Service, Court Services, Animal Services, and Auto Pound)
  - Dispatch urgent calls for field services for six radios
- Service Request (SR) Intake
  - Phone
  - Web
  - Mobile App
  - In Person (relaunch 4<sup>th</sup> quarter of FY 2021-22)
  - City Hall *On-the-Go*
  - Request automatically routed to the responsible department



# Background



- Who do we Support?
  - External/Internal SRs – 25 departments
  - Complaints/Compliments – All departments
- Estimated Response Time (ERT)
  - Time necessary to acknowledge and begin working on an SR
  - ERT determined by the responding department
- Service Level Agreement (SLA)
  - Time necessary to thoroughly investigate and/or resolve issues reported
  - SLAs determined by the responding department
- 311 conducts biennial and quinquennial review of SLAs and ERTs





# Purpose



- Business Need
  - Address hiring challenges
  - Enhance quality of service
  - Improve performance measure results
- Organization and Community Impact
  - Provide meaningful employment opportunity
  - Develop partnerships and advance equity



# Call Center Services Contract



- Partnership with Envision Dallas Interface\*
  - 3-year contract for call center services
    - \$262,080 annually
    - 6 positions (3 bilingual)
    - Reallocation of existing resources
    - Discipline: Court Services
  - Successful track record of low turnover and high customer satisfaction
  - Multiple technologies used to provide services
  - Current call center contracts with the Center's for Disease Control (CDC), and the Better Business Bureau (BBB)



\*Formerly Dallas Lighthouse for the Blind

# Call Center Services Contract



- Partnership with Envision Dallas Interface
  - Seamless operation between City of Dallas and Envision Dallas Interface
  - No change to current phone number - Dallas Municipal Court Customer Service Call Center (214) 670-0109
  - 311 Court Services Representatives do not take payments over the phone



# Call Center Services Contract



- Projected call volume for this contract
  - Monday – Friday from 8:00 am – 7:00 pm
  - Handle 70% of the call volume
  - 7,675 calls per month
- Performance measures included in the contract
  - SLA: 70% of calls handled in 90 seconds
  - Calls abandoned: 8%
  - Average speed of calls answered: 220 seconds
  - Percent of customers satisfied with call experience: 87%







# Call Center Services Contract



- Envision Dallas Interface Employees
  - Eligible for Social Security Disability Insurance (SSDI) and Medicare
  - Maximum amount that can be earned in one month is \$2,260
    - Employees will lose their SSDI and Medicare coverage if exceeded
  - Envision Dallas Interface pays employees approximately \$13 - \$14/per hour
  - Employees receive additional income from SSDI





# Call Center Services Contract



- Wage Floor Policy
  - City implemented a Wage Floor policy for general services contracts on November 10, 2015 by Resolution No. 15-2141
  - Requires general services contracts valued greater than \$50,000 to pay their employees the wage floor established by the City Council each year
  - The Office of Procurement Services reviews the wage floor annually, utilizing the Massachusetts Institute of Technology's Living Wage Index
  - The City implements the recommended wage floor each year in October, to align with the City's fiscal year
  - The FY 2021-22 wage floor is \$15.21 per hour





# Call Center Services Contract



- Wage Floor Policy Exception
  - 311 Customer Service Center seeking an exception to the wage floor policy
  - The exception will be explicitly stated in the resolution authorizing the contract
  - Services performed by the blind or severely disabled persons are exempt from competitive bidding (per Section 252.002(a)(13) of the Texas Local Government Code)
  - May – June 2022 operations established by Administrative Action (AA) not to exceed \$50,000



# Next Steps



- Receive feedback from Quality of Life, Arts, and Culture Committee
- Seek City Council approval of a 3-year contract with Envision Dallas Interface with the wage floor exception on June 8







**City of Dallas**

# **311 Call Center Services Contract**

**Quality of Life, Arts, and Culture  
Committee  
May 16, 2022**

**Janette Weedon, Director  
311 Customer Service**



# City of Dallas

1500 Marilla Street  
Council Chambers, 6th Floor  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 22-1177

**Item #:** D.

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Nexus Recovery Center Overview of Services  
[Heather Ormand, CEO, Nexus Recovery Center]

# CITY OF DALLAS QUALITY OF LIFE, ARTS & CULTURE COMMITTEE MEETING

MONDAY, APRIL 18, 2022 – 9:00 A.M.





# INTRODUCTION



**Heather E. Ormand**  
Chief Executive Officer





# WHO WE ARE



## ■ About Nexus Recovery Center

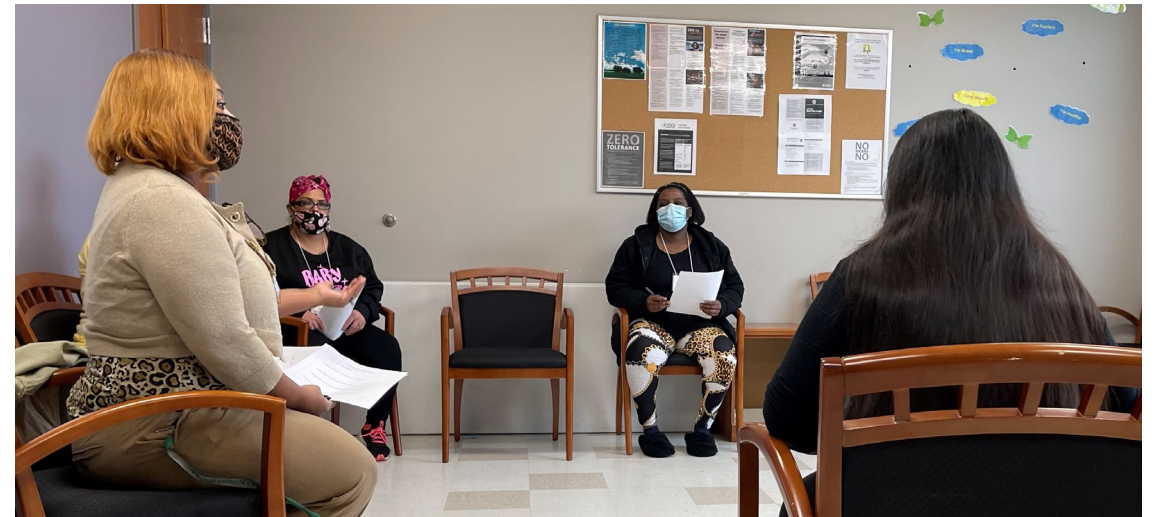
- Founded in 1971
- Gender-specific, trauma-informed, holistic
- Treats the whole family
- Mission: “We serve as a community of hope and sobriety for all women and their families who strive to live healthy, resilient lives.”



# WHO WE SERVE

- Women **and** their children affected by SUDs
- Client Demographics
- Access regardless of ability to pay

As one of the few treatment providers in Texas that serves pregnant women before and after childbirth and accommodates women with children, Nexus' services are essential for this high-need group.



# COMMUNITY NEED



1. Substance Use Disorder Statistics
2. Impact on Children
3. Persons Experiencing Homelessness
4. Justice System Involvement



# WHAT WE DO

- Our holistic continuum of care treatment program includes:
  - Medical detoxification
  - Residential programs for Adult Women (18+) & Pregnant and Parenting Women with Children
  - Child Development Center
  - Co-occurring psychiatric & substance use disorder treatment services
  - Medication-assisted treatment services
  - Outpatient programs
  - Recovery Support Services





# EVIDENCE OF SUCCESS



- Longevity
- Reputation
- Clinical Assessments
- Success Stories



# GROWTH PLANS & FUNDRAISING NEEDS

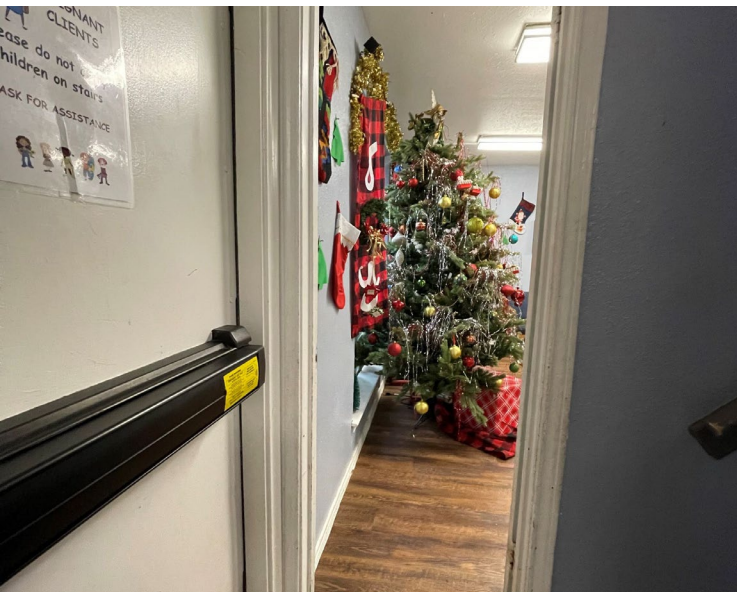
- Growth Plans
  - 3-year Strategic Plan
    - New Medical Building
    - IT Infrastructure & EMHR
  - Campus Master Plan
- Fundraising Needs



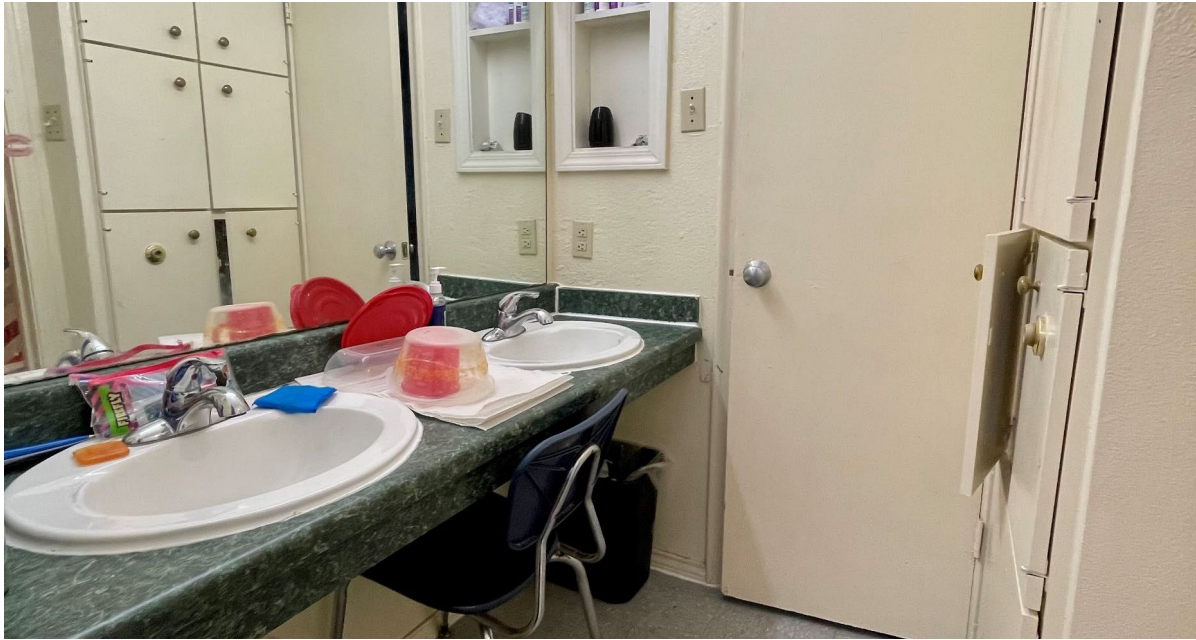


















# THANK YOU!





# City of Dallas

1500 Marilla Street  
Council Chambers, 6th Floor  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 22-1178

**Item #:** E.

---

Key Bailey Hutchinson Convention Center Dallas (KBHCCD) Elevator and Escalator Modernization -  
Contract Reduction  
[Rosa Fleming, Director, Convention and Event Services]



# Memorandum



CITY OF DALLAS

DATE May 16, 2022

Honorable Members of the Quality of Life, Arts and Culture Committee: Adam Bazaldua (Chair), Chad West (Vice Chair), Carolyn King Arnold, Paula Blackmon, Omar Narvaez, Paul E. Ridley, Casey Thomas, II

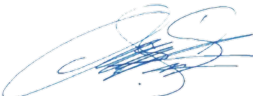
SUBJECT **Key Bailey Hutchison Convention Center Dallas (KBHCCD) Elevator and Escalator Modernization – Contract Reduction**

The Department of Convention and Event Services (CES), as part of the Key Bailey Hutchison Dallas (KBHCCD) Master Plan process, has committed to intentionally reviewing current capital projects to ensure alignment with the timeline for decommissioning of the current facility. As such, Item 7 on the May 25, 2022 draft City Council agenda, recommends a contract cost reduction totaling \$408,655.00 for the KBHCCD's elevator and escalator modernization project.

The agenda item requests approval of Change Order 2 to the Sawyers Construction, Inc. contract (CCT-2020-00013016), originally authorized by Council Resolution 21-0116 on January 13, 2021 for \$6,503,498.00. Should the staff recommendation be approved by City Council, the contractor's scope of work authorized in the original contract would remove all work associated with escalators styled as numbers 5, 6, 23, and 24. The contractor would continue work on five elevators and eight escalators to ensure mobility access throughout the remaining life of the existing center.

All cost savings from this contract reduction will be added to the master plan project. Sawyers Construction Inc. has agreed to the contract reduction.

If you have any questions, please contact Rosa Fleming, Director of the Department of Convention and Event Services at 214-939-2755 or by email at [rosa.fleming@dallascityhall.com](mailto:rosa.fleming@dallascityhall.com).



Majed A. Al-Ghafry, P.E.  
Assistant City Manager

cc: T.C. Broadnax, City Manager  
Chris Caso, City Attorney  
Mark Swann, City Auditor  
Billieae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Deputy City Manager  
Jon Fortune, Deputy City Manager

M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Robert Perez, Assistant City Manager  
Carl Simpson, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors



# City of Dallas

1500 Marilla Street  
Council Chambers, 6th Floor  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 22-1179

**Item #:** F.

---

Proposed Changes to Chapter 42A-22 and 42A-28.2 of the Dallas City Code  
[Rosa Fleming, Director, Convention and Event Services]

# Memorandum



CITY OF DALLAS

DATE May 12, 2022

TO Honorable Members of the Quality of Life, Arts & Culture and  
Transportation and Infrastructure Committees

SUBJECT **Proposed Changes to Chapter 42A Sec. 22 and 28.2 of the Dallas City Code**

Outlined in this memorandum are two amendments to the existing *Chapter 42A, "Special Events; Neighborhood Markets; Dallas Street Seats; Dallas Farmers Market Farmers Market; Streetlight Pole Banners"* of the Dallas City Code. Convention and Event Services – Office of Special Events (CES-OSE) has provided an overview of these changes respective to Neighborhood Markets and the Dallas Street Seats Pilot Program.

As Chapter 42A serves as gateway and guide for the public who host various temporary outdoor activations throughout the city, two council committees have been involved in stewarding the chapter since 2020: Transportation and Infrastructure and the Quality of Life, Arts & Culture (QoLAC) committees. Originally, QoLAC exercised primary policy recommendation authority over Chapter 42A. With the addition of the Temporary Parklet and Dallas Street Seats Pilot Program, the Transportation and Infrastructure Committee was added to the policy oversight of this ordinance as these programs take place in the city right-of-way. As such, please accept this dual memorandum to ensure the proposed ordinance changes are communicated in a timely manner across both committees.

As outlined in the May 25, 2022 draft agenda as Item 36, CES-OSE is recommending the amendment of two sections of the existing *Chapter 42A* as follows:

1. *Sec. 22 Location of a Neighborhood Market* provides an exception for residential properties with a valid certificate of occupancy for a non-residential use for Neighborhood Markets by adding the underlined language below:  
A neighborhood market may not be conducted:
  - (1) in the central business district;
  - (2) in a single family, duplex, or townhouse zoning district as defined in the Dallas Development Code, except in the case that the location has a valid Certificate of Occupancy for a non-residential use or by special exception granted by the director on a case-by-case basis;
  - (3) within one mile of another neighborhood market permitted under this chapter that has the same or overlapping operating dates and times;
  - (4) at any location where one or more neighborhood markets have already been conducted a total of 28 days during the particular calendar year;
  - (5) at any location other than the one listed in the permit application;
  - (6) at a public park; or
  - (7) on a sidewalk.

DATE May 12, 2022  
SUBJECT **Proposed Changes to Chapter 42A Sec. 22 and 28.2 of the Dallas City Code**

2. *Sec. 28.2 Application Issuance for the Dallas Street Seats Pilot Program* adds an additional year to the pilot to give applicants more time to complete the requirements of the program, extending the program through July 31, 2023.

### **Chapter 42A Section 22 - Neighborhood Market Program**

To clarify the requirements under the *Location of a Neighborhood Market* section of the code, CES-OSE collaborated with Planning & Urban Design, Building Inspection, Code Compliance, and outside partners to add language that encourages equity and food access.

As currently written, the ordinance does not allow for Neighborhood Markets to be held in a single family, duplex, or townhouse zoning district as defined in the Dallas Development Code (Chapter 51A). City staff have recommended the addition of language that allows for an exception for properties with valid certificates of occupancy for a non-residential use. This would allow for the permitting of markets at schools, churches, and other non-residential uses allowable under the underlying zoning district.

Special Event Permits are for temporary activations (60 days in a calendar year) and are tied to additional temporary type permits from other departments, including, but not limited to Temporary Health Permits that have higher fees. In comparison, the Neighborhood Market Permit program has been designed for permit applicants and their vendors to have easy access to affordable permits from all departments.

CES-OSE is currently working with two clients, For Oak Cliff and Good Local Markets – White Rock, that do not presently meet the zoning requirements for a Neighborhood Market as outlined in Chapter 42A. Thus, they have been required to obtain a Special Event Permit which is allowed under their chosen residentially zoned properties. The amendment recommended in the agenda item offers an exception that alleviates this challenge.

### **Dallas Street Seats Pilot Program**

CES-OSE launched the Temporary Parklet Program on May 18, 2020, as authorized by the COVID-19 Economic Recovery and Assistance Ad Hoc Committee. On June 24, 2020, City Council approved amendments to the Special Events Ordinance - Chapter 42A by Council Resolution No. 20-0970 allowing the permitting of temporary parklets through December 31, 2020. On December 9, 2020, City Council approved Ordinance No. 31708, an extension of the temporary parklet program through April 30, 2021. Concurrently, City Council approved amendments to Chapter 42A to create the “Dallas Street Seats Pilot Program.”

The Dallas Street Seats Pilot Program was originally slated to end on July 31, 2022. With the ongoing pandemic and the level of financial investment required to construct the street seat, the onboarding process of applicants has taken longer than anticipated. To allow more time for the Dallas Street Seats Pilot Program to develop and increase participation, CES-OSE staff seeks to extend the program through July 31, 2023.



DATE May 12, 2022  
SUBJECT **Proposed Changes to Chapter 42A Sec. 22 and 28.2 of the Dallas City Code**

The AIS for these proposed changes has been filed under the Transportation and Infrastructure Committee because the request for the extension of the Dallas Street Seats Pilot Program had been filed prior to the additionally proposed amendment for the Neighborhood Market section.

Should you have any questions, please contact Rosa Fleming, Director – Convention and Event Services, at 214.939.2755 or by email at [rosa.fleming@dallascityhall.com](mailto:rosa.fleming@dallascityhall.com).



**Majed A. Al-Ghafry, P.E.**  
Assistant City Manager

cc: T. C. Broadnax, City Manager  
Chris Caso, City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
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Directors and Assistant Directors



# City of Dallas

1500 Marilla Street  
Council Chambers, 6th Floor  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 22-1181

**Item #:** G.

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Proposed WRR 101.1 FM and Fair Park Studio Management Agreement with North Texas Public Broadcasting (d/b/a KERA)

[Liz Cedillo-Pereira, Assistant City Manager]

[Benjamin Espino, Interim Director, Office of Arts and Culture]

# Memorandum



CITY OF DALLAS

DATE May 16, 2022

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

SUBJECT **Proposed WRR 101.1 FM and Fair Park Studio Management Agreement with North Texas Public Broadcasting (d/b/a KERA)**

On June 8, 2022, the Office of Procurement Services and Office of Arts and Culture anticipate bringing the proposed WRR 101.1 FM and Fair Park studio agreement with North Texas Public Broadcasting, d/b/a KERA, to the City Council for consideration. The contract represents a staff recommendation for sustainably continuing WRR 101.1 FM (WRR) as a classical station. WRR currently serves over 200,000 listeners each week on FM and streaming and supports the arts ecosystem by providing free musical experiences for residents across a wide age and socioeconomic range, as well as accessible opportunities for local arts organizations and artists by providing a mission-driven programming and advertising outlet.

The proposed resolution has three parts to continue sustainable broadcast of classical radio on 101.1 FM and to provide additional services to the arts community and the public, by authorizing: (1) an application to the Federal Communications Commission (FCC) to convert the City's license for 101.1 FM from commercial to non-commercial; (2) the rescinding of Council Resolution No. 78-0309, which provides for radio coverage of City Council meetings on WRR, to discontinue future City Council meeting broadcasts on WRR-FM; and (3) execution of the WRR and Fair Park studio management agreement with KERA.

WRR 101.1 FM is a 101-year-old radio station that is the only classical radio station owned and operated by a municipal government on a commercial bandwidth. The WRR municipal radio enterprise fund's expense appropriation is \$1.8M, and revenues last year were approximately \$1.3M, with forecast revenues this year at \$1.5M.

The Request for Proposals (RFP) was solicited to the public from June 17, 2021 to August 12, 2021, and it received nationwide coverage from media and industry sources. Proposals were submitted by the Dallas Symphony Association and KERA. KERA's proposal was scored highest by the evaluation panel.

## **Contract Summary**

Under the KERA proposal (see attached vendor summary), the City will retain ownership as the station licensee, and KERA will operate the station with the City as Licensee retaining ultimate responsibility for the station's essential functions, including its programming. This proposed public-private collaboration has an approximately seven-year term with two eight-year renewal options. The negotiations covered the first term,

DATE May 16, 2022  
SUBJECT **Proposed WRR 101.1 FM and Fair Park Studio Management Agreement with North Texas Public Broadcasting (d/b/a KERA)**

with additional consideration to be negotiated prior to a renewal in 2029. The major benefits to the City in the first term include:

- 1) Broadcast sustainability: KERA has proven experience to market and operate radio stations and has committed to continuing locally-managed classical programming on 101.1 FM with no request for any taxpayer funds. KERA's scale and experience will enable audience growth, new initiatives, including diversification of the on-air talent and composers played, new services to Dallas-based artists and arts groups, and the expansion of KERA's educational opportunities for children to 101.1 FM.
- 2) Fund sustainability: If approved, the contract seeks to reverse the trend of City losses in the municipal radio enterprise fund; the station has not had an operating profit in nine of the past 10 years, and the pandemic and competing technologies have worsened the forecast going forward. The most recent Annual Comprehensive Financial Report listed WRR's deficit net position at \$5.6 million. Under the proposed agreement, KERA will be contractually obligated to reimburse all City expenses associated with WRR, and the fund's revenues will match or exceed operating expenses each year during the contract.
- 3) New communication assets: KERA will provide to the City 14 to 17 Public Service Announcements every day in peak hours on WRR or KERA's other platforms; if these spots were sold by KERA to other organizations, they would have a value of approximately \$200-250K each year. KERA's platforms reach approximately 2.6 million people each week, and include FM radio stations 90.1 and 91.7, TV channel 13, and multiple online websites and streaming services, including [artandseek.org](http://artandseek.org), [keranews.org](http://keranews.org), and [learn.kera.org](http://learn.kera.org).

These announcements can be used to promote arts organizations in accordance with the Communications Priority of the Dallas Cultural Plan, and to promote City educational and engagement initiatives such as the Comprehensive Environment and Climate Action Plan (CECAP), the developing Racial Equity Plan, and Budget Town Halls.

- 4) Fair Park facility stewardship: Under the agreement, there will be higher utilization and new private maintenance funding of the WRR studio at 1560 First Avenue in Fair Park. KERA will occupy this space and pay for all operating and capital expenses associated with the facility. Currently, WRR has no capital reserves to pay for upcoming capital needs; \$521K was transferred to WRR's operating fund in 2021 to keep a positive cash balance in the fund.

### **1978 Resolution – Request to Rescind City Council Meeting Broadcast Mandate**

In order to expand classical programming hours, KERA has requested that the City Council consider rescinding the 1978 resolution mandating WRR broadcast of City



DATE May 16, 2022  
SUBJECT **Proposed WRR 101.1 FM and Fair Park Studio Management Agreement with North Texas Public Broadcasting (d/b/a KERA)**

Council meetings. Historically, WRR has had the statistical equivalent of zero listeners during 87% of the City Council broadcast times; since the transition to WebEx in 2020, City Council meetings have not been broadcast on WRR due to sound quality insufficient for radio broadcast, and residents have additional dial-in options to listen to the meetings through the WebEx platform. The Office of Arts and Culture, WRR, and the Communications, Outreach, and Marketing Department have received zero complaints about the lack of City Council broadcasts on WRR.

### **Next Steps if Contract is Approved**

Should the City Council approve the management agreement, City staff would begin implementation with KERA, with final transition projected for December 2022. Relating to the new communication assets (daily public service announcements, or PSAs), the Office of Arts and Culture staff would meet with arts organizations and other City departments to understand interest in these PSAs and would bring forth a recommended process for allocating these PSAs to the Quality of Life, Arts and Culture Committee for input. One initial idea on the allocation of these PSAs is to reserve 25% of the PSAs for arts organizations of color, consistent with the intent of Dallas Cultural Plan's Equity priority and Council Resolution 86-2794 that transfers 25% of WRR's profits into the Arts Endowment fund for artists and arts organizations of color.

### **Valuation of WRR**

As an alternative, the City Council could choose to pursue the sale of the WRR 101.1 FM bandwidth. In the event of a sale, the City would have no ability to restrict the station's format per Federal Communications Commission (FCC) regulations. A May 2022 media broker estimate procured by City staff shows that WRR has an estimated sale value of \$13,454,890.

Should City Council choose to sell WRR, an estimated \$7.5M in cash may be available to the City after an 18- to 24- month process. Approximately \$0.4M would go towards the media broker commission, and an additional \$5.6M is recommended by staff to pay down WRR's net deficit in order to abide by accounting standards and best practices. This deficit resolution is contingent on a City Council decision on how to fund the deficit, should the decision be made to close the radio station and the associated enterprise fund.

The City and KERA are planning engagements to receive feedback from arts constituents and a public open house on Monday, May 23, 2022 at the Fair Park Multimedia Center. The City Council will receive invitations to this event in the coming week.

If you have questions, please contact Benjamin Espino, Interim Director of the Office of Arts and Culture.

DATE May 16, 2022  
SUBJECT **Proposed WRR 101.1 FM and Fair Park Studio Management Agreement with North Texas Public Broadcasting (d/b/a KERA)**



**M. Elizabeth (Liz) Cedillo-Pereira**  
**Assistant City Manager**

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney  
Mark Swann, City Auditor  
Billieae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Deputy City Manager  
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager  
Robert Perez, Assistant City Manager  
Carl Simpson, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors

# KERA and WRR

## About KERA

For over 60 years, Dallas and North Texas residents have turned to KERA as an essential destination for arts and culture programming. From in-depth reporting on North Texas' diverse arts community, to broadcasting the best arts programs in public media — KERA is a window to the arts for all. At the core of KERA's mission is its belief in diversity, equity and inclusion in all aspects of our work — from services to our audiences, the makeup of our staff and the communities represented in our programming. This is a core priority infused in every action KERA takes.

## Vision

KERA is honored to be considered to manage WRR and together expand our shared commitment to the arts and classical music in our community. KERA's commitment to sharing multiple perspectives and celebrating and reflecting the diversity of our region would be extended into KERA's management of WRR.

Together, KERA and WRR will:

- **Keep WRR a classically programmed station.**  
This is more than a requirement of the City's RFP — it is KERA's explicit intention.
- **Convert WRR into a noncommercial station.**  
This will open up new fundraising and classical programming opportunities that WRR previously has not had access to, ensuring a sustainable future for generations to come.
- **Operate WRR out of South Dallas/Fair Park.**  
WRR will continue to operate from its studios in historic Fair Park in Dallas. KERA is excited to invest in and add a location in South Dallas, creating more opportunities for meaningful engagement with Southern Dallas neighbors, organizations and communities.
- **Reach and engage with underrepresented communities in the classical music space.**  
KERA will connect WRR to exciting efforts taking place in noncommercial radio focused on inclusivity and equity, including diversifying playlists to reflect diversity in ethnicity, race, gender and gender identity, age, language, sexual orientation, socioeconomic background and physical ability.
- **Increase support of Dallas artists and arts organizations.**  
Connecting with KERA means WRR will have more opportunities to serve, amplify and represent artists and arts organizations in Dallas — through sponsorship, arts reporting, inclusion in playlists, the Art&Seek calendar and more.
- **Unlock more channels for communication about the arts in North Texas.**  
KERA reaches more than 2.6 million people each week, across its many platforms and broadcast channels. Together, the stations can cross-promote across their platforms, significantly broadening access to the arts in Dallas.

**KERA is well positioned to help WRR keep up with industry and technology trends. Radio is KERA's core business, and it is thrilled to be considered to manage such a historic and important pillar of classical music and the arts in Dallas.**



## Información Sobre KERA

Durante más de 60 años, los residentes de Dallas y el norte de Texas han utilizado a KERA como un destino esencial para la programación de arte y cultura. Desde informes detallados sobre la comunidad Diversa artística del norte de Texas, hasta la transmisión de los mejores programas de arte en los medios públicos, KERA es una oportunidad a las artes para todos. La misión KERA está su creencia en la diversidad, la equidad y la inclusión en todos los aspectos de nuestro trabajo, desde los servicios hasta nuestras audiencias, la composición de nuestro personal y las comunidades representadas en nuestra programación. Esta es una prioridad que influye cada acción que KERA toma.

## Visión

KERA se siente honrada de ser considerada para administrar WRR y juntos expandir nuestro compromiso compartido con las artes y la música clásica en nuestra comunidad. El compromiso de KERA de compartir múltiples perspectivas para celebrar y reflejar la diversidad de nuestra región se verá en como KERA administrará WRR.

Juntos, KERA y WRR:

- **Mantenga WRR como una estación programada de música clásica.**  
Esto es más que un requisito de la RFP de la Ciudad - es la intención explícita de KERA.
- **Convierta WRR en una estación sin comerciales.**  
Esto abrirá nuevas oportunidades de recaudación de fondos y programación que WRR anteriormente no había tenido acceso, asegurando un futuro sostenible para las generaciones futuras.
- **Opere WRR desde el sur de Dallas/Fair Park.**  
WRR continuará operando desde sus estudios en el histórico Fair Park en Dallas. KERA está orgulloso en invertir y agregar una ubicación en el sur de Dallas, creando más oportunidades para un compromiso significativo con los vecinos, organizaciones y comunidades del sur de Dallas.
- **Llegar e interactuar con comunidades subrepresentadas en el espacio de la música clásica.**  
KERA conectará a WRR con esfuerzos que tienen lugar en la radio sin comerciales centrada en la inclusión y la equidad, incluida la diversificación de las listas de reproducción para reflejar la diversidad étnica, racial, de género e identidad de género, edad, idioma, orientación sexual, socioeconómicos y capacidad física.
- **Aumentar el apoyo de los artistas y organizaciones artísticas de Dallas.**  
Conectándose con KERA significa que WRR tendrá más oportunidades de servir, amplificar y representar a artistas y organizaciones artísticas en Dallas, a través del patrocinio, los informes artísticos, la inclusión en listas de reproducción, calendario Art&Seek y más.
- **Desbloquee más canales para la comunicación sobre las artes en el norte de Texas.**  
KERA alcanza más de 2.6 millones de personas cada semana, a través de sus numerosas plataformas y canales de transmisión. Juntas, las estaciones pueden realizar promociones cruzadas a través de sus plataformas, ampliando significativamente el acceso a las artes en Dallas.

KERA está bien posicionada para ayudar a WRR a mantenerse al día con las tendencias de la industria y la tecnología. La radio es el negocio principal de KERA, y está encantado de ser considerado para administrar un pilar histórico e importante de la música clásica y las artes en Dallas.

