



City of Irving *City Manager's Report*

December 12, 2007

Strategic Goal No. 1: Land Use

Irving Boulevard Corridor Enhancement Study – After receiving authorization to negotiate, Planning and Inspections Department staff will present a consultant contract for the Irving Boulevard Corridor Enhancement Study at the Jan. 10 City Council meeting. The city's interview team selected Denver-based EDAW Inc., an internationally recognized multidisciplinary firm specializing in the fields of landscape architecture, urban design and environmental planning. Additional work team members include Cooksey Communications of Irving and Leland Consulting of Denver, Colo. (market analysis/economic feasibility). The work program is expected to be completed within 8-10 months, with project coordination for the city being handled by the Planning and Research Division.

Strategic Goal No. 2: Vibrant Neighborhoods

Deck the Homes – Sherwood Forest Neighborhood Association is sponsoring a holiday decorating contest called Deck the Homes. Participating residents paid a \$10 entry fee and decorated the exterior of their homes with colorful lights, wreaths, scenery and other festive ornaments. The neighborhood coordinator, along with a team of city employees, will serve as judges. The first place winner will be announced Dec. 23 and will receive half of the entry fees collected, with the remainder to be used for neighborhood projects. More information is available at mysherwoodforest.com.

Code Enforcement Activity Report – The following code enforcement activities have been reported by a new part-time code assistant during the past month. A total of 649 illegally placed temporary signs were removed from the right-of-way (wooden stakes from illegal signs are recycled and used by inspectors to post high grass and weed signs), 21 graffiti locations were identified and addressed, and 46 abandoned grocery carts collected. All of these efforts are to help maintain the physical appearance of the city.

Strategic Goal No. 3: Economic Development

Job Center Workshop – Due to the success of the Irving Public Library's job fairs and seminars, other communities are using them as a model. On Nov. 13, Chris Dobson, adult services supervisor, presented a workshop on how to create a library job center materials collection and organize a job fair to the librarians of Hidalgo County at the San Juan Public Library near McAllen, Texas.

Groups in Irving – The Irving Convention and Visitors Bureau welcomed the following groups to Irving: Washington Redskins Football Club (Nov. 15-18); Little Rock Tours (Nov. 16-18); U.S. Marine Corps Recruiting Command (Nov. 16-17; Dec. 14-15); Dallas Cowboys Football Club (Nov. 17-18; Nov. 21-22; Nov. 28-29); Washington Redskins VIP Group (Nov. 17-18); New York Jets Football Club (Nov. 21-22); Dallas Stars Selects (Nov. 23-25); National Credit Union Administration (Nov. 25-Dec. 7); Green Bay Packers Football Club (Nov. 28-29); Torchmark (Nov. 28-30); Stand Firm World Ministries (Nov. 30-Dec. 3); Hart Energy (Dec. 3-5); U.S. Department of Homeland Security (Dec. 3-14); Kiewit Construction (Dec. 6-7); Tortilla Industry Association (Dec. 6-7); and Tim LaHaye Annual Conference (Dec. 10-12).

Irving Hospitality Industry Annual Meeting – The Irving Convention and Visitors Bureau (ICVB) hosted the Irving Hospitality Industry Annual Meeting on Dec. 3. Clem Lear, ICVB outgoing board chairwoman, provided an overview of industry events and accomplishments over the past year to more than 175 city and industry leaders, while board Vice Chair Richard Steward presented an outlook for the coming year. Mayor Herbert Gears announced Katherine DiPietro as ICVB Sales Manager of the Year for meeting 115 percent of her room night goal for 2006-07. Irving City Manager Tommy Gonzalez presented Sales Administrative Assistant Diana Robles with the ICVB Service Award, which is given annually to a bureau staff member who has consistently gone above and beyond during the past year. A special Executive Director's Award was given to Barb Schingle, ICVB network manager, for her efforts in the conversion of a new database and contact management system, as well as supervising the switch to a new network system. ICVB Executive Director Maura Gast provided an update of the current Irving Convention Center and Entertainment Venue project. The keynote speaker was Simon T. Bailey, a leading consultant on hospitality customer service and author of "Release Your Brilliance."

Hotel Association of Greater Dallas Recognition – Two Irving tourism officials received Hotel Association of Greater Dallas "HOSPY" awards at a recent gala honoring the hotel industry's top performers. Irving Convention and Visitors Bureau Executive Director Maura Gast was presented the Friend of the Industry Award for her support of the hotel industry and work in promoting tourism to North Texas. Gail Jackson, general manager of the Hilton Garden Inn DFW South, was chosen General Manager of the Year in the select service hotel category for her contributions to the industry.

Strategic Goal No. 4: Safe and Secure City

Tudor Lane/Riverview Joint Operation – The city's new Problem Solving Team, which includes staff from Code Enforcement, Animal Services, and the Fire and Police departments, participated in a collaborative effort to address substandard housing and crime issues in Irving's Riverview and Tudor Lane areas. This operation identified 475 violations and produced 122 citations and 16 arrests.

Burglary Arrests – Patrol officers used information and statistics obtained in COMPSTAT meetings to focus their efforts on a designated area of southwest Irving during the week of Nov. 19-24. The result was the arrest of five burglary suspects and the recovery of property from four burglaries committed in Irving. Investigators have subsequently cleared more than 20 Metroplex burglaries.

Police Academy Graduation – Officer Eric Clemens graduated from the Regional Police Academy on Nov. 30 and was recognized as the class salutatorian.

Electronic Patient Care Reporting – The Fire Department has received new hardware that allows for the transition from paper forms to electronic patient care reporting. The new system will speed patient processing and increase efficiency during emergency calls. It is expected to be in service in January.

Blue Christmas – The Irving Police and Fire departments are collecting new, unwrapped toys for needy Irving families through Dec. 21 as part of the 28th annual Blue Christmas program. Residents can drop off donations at any Irving fire station. For a list of locations, visit www.cityofirving.org/fire or call (972) 721-2514.

Crime Database and Analysis Evaluation – The Information Technology and Police departments are researching ways to reduce crime by searching for a regional, state and federal computer application to perform comprehensive database sharing and analysis function. Programs being considered include Dallas County Incident Module, Law Enforcement Analysis, Texas Justice Data Exchange, and Fusion Center.

Goal No. 5: Diversity

Silent Hero Awards – Three City of Irving employees—Angela Leal, senior library assistant, Ray Cerda, community programs supervisor, and Juan Carlos Reynoso, public health educator—were honored with Silent Hero Awards at the third annual luncheon hosted by Debes Creer En Ti (DCET)/Believe in Yourself Inc. on Nov. 15. The nonprofit organization provides literacy programs, workforce skills and other cultural initiatives for Hispanic/Latino youth and their families. Award recipients were recognized for their contribution to and selfless support of the DCET community and their work to create a better place to live. Mayor Herbert Gears spoke at the program, which was sponsored by Savers Cost Plus Supermarkets.

Engineering Consulting M/WBE Program Status – Public Works/Engineering has \$7 million in engineering consultant fees under contract, with these fees being divided between 22 different engineering firms. Of these, approximately 25 percent are Minority- and Women-Owned Business Enterprise (M/WBE) prime consultants. Previously, records were not received on additional M/WBE firms being used as subconsultants. As a result of the city's Good Faith Effort program, this information will now be available. Since the program was initiated, the Engineering Division has interviewed four new M/WBE engineering consultants requesting consideration for future projects. These consultants, among others, will be considered on all future engineering design work.

Storytelling Around the World – The East Branch Library, 440 S. Nursery Road, will present Storytelling Around the World at 1 p.m. Jan. 5. The free program, designed to bring tales from different cultures to Irving, features Hispanic storytelling with Charlene Bearskin. This "Texas Reads" program is made possible by a grant from the Texas State Library and Archives Commission to promote reading and literacy within local communities. For more information, visit www.cityofirving.org/library or call (972) 721-3722.

Strategic Goal No. 6: Effective Communications

New ICTN Programming – Irving Community Television Network (ICTN) will be premiering its fifth new regularly scheduled program this year on Dec. 31 with the showing of "Slappy Time Circus." The show features Ringling Brothers clowns Tiffany Riley (an Irving native) and Dick Monday. Scenes in the show were produced at the Irving Arts Center, ICTN studio, and at locations around Irving. Production work also has begun on a new series "Your Neighborhood Connection," which will feature Irving neighborhood organizations. From beautification projects to neighborhood trivia, this series will showcase Irving communities in a unique and exciting way. The series will be hosted by Neighborhood Coordinator Talia Dancer, who will share success stories about how great neighbors are building strong neighborhoods. ICTN also is producing three holiday specials this year: a live performance of the Momentum Dance Company's "The Nutcracker," the Irving Symphonic Band's "Holiday in Sound," and Ranchview High School's Cluster Choir "Holiday Concert."

New ICTN Production Truck – Irving Community Television Network (ICTN) engineers are installing equipment and wiring in a new production truck. The truck, which replaces a 15-year-old model, will be used for three-camera productions such as public meetings and interview shows. It also will serve as a backup for the larger production truck that is used for "Irving: Game of the Week" and Irving Arts Center events.

Spanish Town Hall Meeting – The Town Hall Meeting in Spanish, previously set for November, has been rescheduled for 7 p.m. Jan. 15 at Senter Park Recreation Center, 901 S. Senter Road. City staff will provide an update on key initiatives such as public safety, code enforcement, neighborhood improvements and corridor enhancements. Attendees will have the opportunity to ask questions following the presentation. The meeting will be conducted in Spanish, and is open to the public. Printed information packets about city services and events also will be provided to residents at the meeting.

Monthly *City Spectrum* Newsletter – In an effort to keep Irving residents better informed about city news, programs and activities, the *City Spectrum* resident newsletter will be published monthly beginning in January. The newsletter, which is mailed to every Irving household, is currently published bimonthly and delivered mid-month. Residents will now receive monthly issues around the first of every month. Issues of *City Spectrum* also are available online at www.cityofirving.org.

Teen Court Association – Irving Teen Court Coordinator Diana Soto was inducted as president of the Teen Court Association of Texas during the organization's annual conference in November. Soto previously served as president-elect of the association for the past year. Her term as president will run through November 2008.

Customer Resource Management Conference – Staff from Information Technology, Customer Service and Corporate Communications attended a Strategic Centric Conference on Deployment of Constituent Relationship Management on Dec. 6-7 in Dallas. The seminar focused on a roundtable discussion of strategies, recommendations and "how to" procedures. When implemented, ideas and information learned at the workshop will benefit the city by improving customer service and communications, allowing greater transparency of customer-led operations, and using automated solutions to improve internal processes.

School Involvement – Several city employees have visited area schools to educate students about government careers and city services. Dave Springob and John Barsic from Public Works/Engineering participated in the Carrollton-Farmers Branch Independent School District's (C-FBISD) Fifth Grade Career Fair attended by more than 800 students. Russell Hollaway, Scott Martin and James Carr from Public Works/Streets demonstrated the capabilities of their hydraulic excavator, street sweeper and dump trucks for students of Irving ISD's Pierce and Britain elementary schools. The Fire Department has presented 70 programs to 2,915 students attending six IISD schools, one C-FBISD school and several private schools.

Strategic Goal No. 7: Cultural, Recreational and Educational Environments

Gingerbread House Decoration Activities – Children and parents alike have two opportunities to enjoy a wonderful Christmas activity together—building and decorating gingerbread houses. On Dec. 14, Senter Park will host this holiday activity at 10 a.m., 4 p.m. and 6:30 p.m. Cost is \$4 per house. On Dec. 21, Cimarron Park Recreation Center will hold its gingerbread house activity from 11 a.m. to 1 p.m. The cost per house is \$5.

Winter Break Camps – Recreation camps will be offered during the winter school break for children 6-12 years old. Activities will be held Dec. 24, 26-28, 31 and Jan. 2-4. The Georgia Farrow Recreation Center camp will offer a Winter Sports Enhancement Camp during this time. The camps will be held from 7:30 a.m. to 6 p.m. Call (972) 721-2501 for more information.

Movies @ the Library – The Irving Central Library, 801 W. Irving Blvd., has launched a movie night for adults that meets at 6 p.m. the second Tuesday of every month. The program will explore the cinematic genres of comedies, war action, horror, science fiction, romance and holiday films. The Jan. 8 event will feature a romantic comedy. Call (972) 721-2608.

Papa Noël and Cajun Folktales – An exhibit of original artwork from children's books opened Dec. 1 and runs through Jan. 27 in the Focus Gallery at the Irving Arts Center. The exhibit showcases the original works from Cajun-themed children's books by noted illustrators including James Rice (*The Cajun Night Before Christmas*), Laura Knorr (*The Legend of Papa Noël: A Cajun Christmas*), Julie Dupré Buckner (*Clovis the Crawfish* series) and Patrick Soper (*Cajun Folktales*). James Rice's illustrations from the classic holiday story "A Cajun Night Before Christmas" are more than 35 years old and this is the first time since his death that this artwork has been on display for the public.

Strategic Goal No. 8: Sound Governance

On-the-Spot Employee Awards – City Manager Tommy Gonzalez has created a program for on-the-spot recognition of employees who have either exhibited exemplary customer service or performed in a manner resulting in an extraordinary contribution toward the city's strategic goals. This includes saving significant amounts of money or finding new revenue sources. All full- and part-time employees are eligible for this award. Since October, On-the-Spot Awards have been presented to Johnny Davis, Jimmie Duncan, Dave Evans, Ray Henry, Doug Janeway, Andy Lancaster, Denise Perez, Phil Riddle and the Information Technology Department staff.

Angel Tree Fundraiser – The Friends of the Irving Public Library's Angel Tree program gives library customers the chance to play Santa throughout the holiday season. Simply pick an envelope from an Angel Tree at the nearest library location, place a donation in the envelope, and drop it off at any library service desk. Gifts can be directed toward a particular library or the Dream Machine bookmobile if desired. The tax-deductible contributions enable the Friends to buy more books for the library's collection and the program has provided hundreds of books since 1996. Call (972) 721-2606.

Food Drive – This holiday season, the City of Irving is joining forces with the North Texas Food Bank to collect canned food and nonperishable items to benefit Irving Cares. Items will be accepted through Jan. 4 at collection boxes at City Hall, recreation centers and library branches.

Government Finance Officer Association Award – The City of Irving has received the Government Finance Officer Association's Certificate of Achievement for Excellence in Financial Reporting for the Fiscal Year 2006 Comprehensive Annual Financial Report. This is the 24th consecutive year the city has received the award.

Police Officer Entrance Exam – The Strategic Resources and Budget Department administered a police officer entrance exam to 69 applicants on Dec. 8 at the Irving Police and Fire Training Academy. The physical fitness portion of the exam was completed that afternoon at Irving High School.

Flu Shots for City Employees – The employee flu shot wellness initiative coordinated by the Strategic Resources and Budget Department was a huge success due to a partnership with the Fire Department to provide greater access to public safety personnel. The flu shot campaign resulted in 673 employee participants this year, compared to 475 employees last year. This represents a 41.7 percent increase in employees who have been inoculated this year.

Boards, Commissions and Committees – The City Secretary's Office has helped coordinate the City Council process of interviewing residents for vacant board positions. New appointments and re-appointments to the boards and committees will be considered by the City Council during its Dec. 13 meeting.

Eyes on Irving – Implemented in mid-November, the Eyes on Irving initiative provides city employees an additional tool to take their customer service to an even higher level. All part-time and full-time employees were provided with an easy-to-remember phone number for use in reporting problems they may find while in the community. An e-mail address has been added to the Eyes on Irving reporting process. These calls and e-mails are monitored by the Corporate Communications Department and routed to the appropriate departments for resolution. Approximately 60 calls and e-mails have been received since the program's inception three weeks ago. The most reported items thus far are abandoned shopping carts, trash and debris, and vehicles with expired license and registration tags.

Back Taxes Received – The City of Irving received a check on Nov. 12 for \$41,238 for back hotel occupancy taxes due from the Ramada Inn DFW North. This collection was made as a result of efforts by Nancy Williams in the City Attorney's Office working with Financial Services to collect these delinquent taxes. In addition, tax reports for two quarters were filed and this property is now current.

Strategic Goal No. 9: Infrastructure Network

Network Operation Center – Information Technology has implemented a network monitoring software. This software provides real-time and historical statistical data and graphical reporting of network performance, as well as automates routine and redundant tasks while increasing efficiency and greater control of network resources. The graphical reporting gives the IT Network Systems Division the ability to present a network operation center, “heads-up display,” located within the IT Service Desk area at the entrance of the department. This software also allows IT staff to recognize and solve problems before users are directly affected and IT support is needed.

Traffic Volume Collection – The Public Works/Traffic Division has completed the Annual Traffic Volume Data Collection. The Traffic Division has established 180 traffic volume locations on arterial and collector streets throughout the city. Traffic Operations personnel place counting machines and roadway tubes at approximately half the locations on an annual basis to collect 24-hour traffic volume data. The data is used internally for the basis of traffic engineering analysis, and also is shared with regional governmental agencies, as well as corporate residents.

Strategic Goal No. 10: Environmentally Sustainable Community

Landfill Compliance – The Texas Commission on Environmental Quality (TCEQ) conducted its annual Air Compliance Certification Investigation of the City of Irving's Hunter Ferrell Landfill. The investigation evaluated compliance with TCEQ rules and regulations and found no violations.