



City of Irving City Manager's Report

May 21, 2008

Strategic Goal No. 2: Vibrant Neighborhoods

Home Repair Project – Seven Irving homes in need of exterior repairs have been referred by Code Enforcement staff to the Housing and Human Services Department and are awaiting approval. This is the result of a cooperative partnership between the two city departments. Code Enforcement staff is personally communicating with homeowners about available resources to improve their properties, while Housing and Human Services staff is working to educate new property owners about the need to maintain their property.

Strategic Goal No. 3: Economic Development

Fortune Announces Largest Companies – When *Fortune* magazine announced its Fortune 500 list of America's largest companies, Texas continued to hold the honors as the state with the most Fortune 500 company headquarters. Of the 58 companies, Irving is home to four of those headquarters: Commercial Metals, ExxonMobil, Fluor Corporation and Kimberly Clark. In addition, there are more than 40 other Fortune 500 companies that have a presence in the city.

Irving Ranks High as Corporate Headquarters – The *Dallas Morning News* recently reported that Irving ranks second to Dallas in corporate headquarter sites among the D/FW area's largest 100 public and 100 private companies. Following Irving is Fort Worth, Addison and Plano. Three of the area's biggest subsidiaries of foreign companies have their U.S. headquarters in Irving—Gruma Corporation, LSG Skychefs and NEC Corporation of America. Three of the Metroplex's largest minority- and women-owned companies also call Irving home—Adea Solutions, Business Interiors and Omega Environmental Technologies.

Major Renovation at Irving Mall – The Simon Property Group, owner of Irving Mall, will be making extensive interior and exterior renovations to the regional mall. Special emphasis will be on family friendly amenities, including a children's soft play area. Other common area upgrades include restrooms, flooring, mall entrances, exterior signage, landscaping and new interior paint. Irving Mall expects the work to be completed prior to the holiday shopping season.

Strategic Goal No. 4: Safe and Secure City

Apartment Disorder Operation – The Police Department has conducted a disorder operation in the area of South Irving Heights and Oakland Street in a continuing effort to reduce crime and disorder occurring in and around apartment complexes. During the operation, there were 172 contacts and 26 arrests, mostly for public intoxication.

Memorial Trek – Several police employees and members of Officer Andrew Esparza's family participated in the Memorial Trek Across Texas on April 29. It involved a 5K run that began at Trinity Christian Church on Irving Boulevard and concluded at the front of the Criminal Justice Center where a wreath was placed in honor of Officer Esparza. He died in the line of duty in 2007. During the run, Officer Esparza's father, Rafael Esparza Sr., carried the memorial flag that will be placed at the Texas Law Enforcement Memorial site in Austin.

Law Enforcement Memorial Week – Police Chief Larry Boyd, honor guard members and Officer Andrew Esparza's family attended the law enforcement memorial ceremonies in Washington, D.C., from May 12-15. The ceremonies included a candlelight vigil, wreath laying ceremony, and memorial service in which Officer Esparza's name was etched on the National Law Enforcement Memorial wall at the Capitol building.

Heightened Enforcement Successful – The Police Department's continued emphasis on compliance and driver responsibility through public awareness and enforcement efforts is apparent in the most recent Traffic Summary Report. For the first seven months of fiscal year 2007-08, the total number of accidents decreased 21 percent. More specifically, accidents involving the following factors have shown significant decreases: no insurance – reduced 37 percent; alcohol related – reduced 35 percent; speed – reduced 24 percent; and personal injury – reduced 22 percent. Due to enforcement efforts, arrests at accident scenes have increased 17 percent. The data also supports an improved compliance of drivers maintaining insurance requirements, using proper occupant safety methods and possession of valid driver's licenses. In addition, the department has been awarded grant funding through the Texas Department of Transportation for vehicle speed, occupant safety and DWI enforcement.

Strategic Goal No. 5: Diversity

Open House for Businesses – An Open House for women- and minority-owned businesses is set for May 29 at City Hall. This informal get-together will allow businesses to meet new M/WBE Program Administrator Anthony Coleman, and to receive updates on future city projects such as the Irving Conference and Events Center and various Public Works projects. The meeting is being planned by the Financial Services/Purchasing Division.

Cinco de Mayo Celebration – An estimated 3,000 residents attended this year's Cinco de Mayo event at Senter Park Recreation Center to enjoy food, entertainment and lots of fun. The multicultural fair featured more than 100 vendors, including health and educational booths. Mayor Herbert Gears and City Manager Tommy Gonzalez welcomed participants with opening remarks. The event was made possible through collaboration among DCET (Debes de Creer en Ti), Senter Park Recreation Center and the Corporate Communications Department.

Leyendo Juntos – The East Branch Library, 440 S. Nursery Road, will host a Leyendo Juntos (Reading Together) program at 2 p.m. May 24. Families are invited to bring their children to listen to Spanish-language stories read by Telemundo 39 news reporter Pablo Barragán. Children younger than age 8 must be accompanied by a guardian. No registration is required. Call (972) 721-3722.

Strategic Goal No. 6: Effective Communications

IT Technology Showcase – The Information Technology Department will host an Information Technology Showcase for city employees on May 30 in the Central Library Auditorium. The event will feature many of the city's technology vendors who will demonstrate their latest products, services, strategic projects and programs. All city staff is welcome to participate.

New ICTN Show – A new quarterly program highlighting parks and recreation opportunities is being produced by Irving Community Television Network (ICTN). "Parkscape," a half-hour show that premiered May 12, featured the new Cimarron Park Family Aquatic Center, the remodel of Lively Pointe teen center, a preview of the Summer Games, and a profile of two successful swim clubs. It is hosted by city employee Sheila Hupp. For more information, log on to www.ictn.tv.

Video Program Special Award – ICTN Executive Producer Paul Wahlstrom was presented a special award by North Lake College on May 1 for his 25 years of assistance to their video program. The award was presented at their annual video festival. Wahlstrom serves as chairman of the Video Technology Advisory Board.

Cardinal Francis Arinze – ICTN assisted the University of Dallas when Cardinal Francis Arinze spoke at the Irving Arts Center on April 14. Arinze, who was under consideration for pope in 2005, spoke as a part of the John Paul II Lecture Series sponsored by the Theology Department. ICTN documented his 1 ½-hour speech in Carpenter Performance Hall, which was run in its entirety as an Irving event. Producer Courtney Mason also interviewed the cardinal. The interview and speech were featured on the May 4 “City Source” show and also were used in a half-hour documentary that premiered May 11.

Teen Court Holds Banquet – The Teen Court held its annual volunteer recognition banquet on May 13 at Via Real restaurant. Volunteers received service certificates and gifts. Individual awards were presented during the event. The Jean Griffin Award of Merit was awarded to two seniors, Dylan Cowart and Justin Hillsmith. The banquet was made possible with assistance from an Allstate Foundation grant.

City of Irving and Irving ISD Partnership – Public Works/Water Utilities will team up with Irving ISD to teach high school students environmental technology courses approved by the Texas Commission on Environmental Quality. The environmental curriculum will teach high school students to be more “green” friendly, and give them an opportunity to secure a state water license in order to explore environmental career job opportunities within municipalities in the surrounding area.

School Involvement – As the school year comes to a close, city speakers are in high demand by the local school districts. Following is a synopsis of these activities:

- In April, the Fire Department conducted 60 programs for 712 students in the Irving ISD and presented a career investigation class to 34 homeschooled children.
- Twelve departments represented the city at Gilbert Elementary School’s Career Day. In addition to trucks from the Fire Department, employees from the following departments spoke to students during the event: City Manager’s Office, Code Enforcement, Corporate Communications, Fire, Information Technology, Library, Municipal Court, Parks and Recreation, Planning and Inspections, Police, Public Works/Streets, and Solid Waste Services.
- Employees from six departments, including Tommy Gonzalez, Nancy Powell Bartlett and Paul Gooch, traveled to Carrollton to participate in the Carrollton-Farmers Branch ISD district-wide Fifth Grade Career Fair with 800 students. Other participants were Code Enforcement, Information Technology, Library, Planning and Inspections, and Public Works/Water Utilities.
- Karen Siddall (Public Works/Engineering) worked with 124 fifth graders at John R. Good Elementary on an interactive environmental play on storm water runoff and pollution prevention; she presented the same program at Schulze Elementary for 215 fourth and fifth graders.
- David Springob (Public Works/Engineering) talked to 100 students in two classes about the construction of the Las Colinas bridge. These students will be building small-scale bridges as part of their class assignment and this provided an educational opportunity for them to learn about an actual structure in their area.
- Employees from the Police, Fire and Library departments participated in the first Irving ISD/Chamber of Commerce citywide job fair held at MacArthur Church of Christ.

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

Cimarron Park Family Aquatic Center – A dedication ceremony and grand opening for the Cimarron Park Family Aquatic Center will be held at 10 a.m. May 24 at 201 Red River Trail. The program will include entertainment, refreshments and an inaugural initiation of the two water slides by Councilmen Rick Stopfer and Allan Meagher. The new state-of-the-art park features a 9,500-square-foot main pool and 1,000-square-foot children’s pool with spray features. The larger pool includes a water playground unit, spray grounds, teaching area, water volleyball, lap lanes and two large water slides—one closed tube and one open tube. Both the children’s pool and the main pool are zero-depth entry. The aquatic center will open at 1 p.m. during the weekends of May 24-26 and May 31-June 1. The aquatic center will be open daily beginning June 8 through Labor Day.

Pooch Fest – The Heritage Senior Center will host its annual Pooch Fest from 9 a.m. to 3 p.m. May 31 at the Irving Soccer Complex, 3585 World Cup Way. Dog owners can enjoy featured pet vendors, dog agility and doggie disc demos, doggie contests, races, pet education sessions, a kid's area and more. In addition, a special pet microchip ID clinic will be available. The entry fee is \$10; there is no admission for spectators. Participants will receive souvenir bags with dog treats and prizes. A special performance by Whip Lash, a performing monkey and dog show, will highlight the day's events.

Northgate Park – Public input is being accepted on the proposed master plan for Northgate Park, a 5.4-acre neighborhood site located at the intersection of Northgate Drive and Rochelle Road. The final master plan being considered already includes public input received at several community meetings. The Parks and Recreation Board will review the master plan and accept resident comments at 6 p.m. June 9 at City Hall. Input also is being accepted electronically through the City of Irving Web site at www.cityofirving.org.

Annual Book Sale – The Friends of the Irving Public Library Annual Book Sale will be held at 3000 Rock Island Road from 5 to 9 p.m. June 5 with a members only preview. Memberships will be available at the door. The sale will be open to the general public from 10 a.m. to 7 p.m. June 6; 10 a.m. to 5 p.m. June 7; and 1 to 5 p.m. June 8. Proceeds help to support the Irving Public Library. Call (972) 721-2606.

Summer Reading Club Begins – The Irving Public Library's summer reading club begins June 1 with activities and prizes for all ages at all library locations. Children's activities in June include performances by clowns, magicians, storytellers, the Las Colinas Symphony Orchestra and more. Teens are invited to participate in a PlayStation Challenge, enjoy making duct tape crafts, learning yoga techniques and finding out about the new book in the *Twilight* saga at the *Breaking Dawn* Pre-Release party. Book clubs are available to encourage adults to participate. To learn about summer reading club activities, visit www.cityofirving.org/library/src.

Downloadable Audio Books – The Irving Public Library's digital collection, which began offering digital audio book titles in January, has proven to be wildly popular with the public. In the past five months, more than 1,500 items have been downloaded from the 236 available titles.

Arts Center Staff Enhances Audio Training – J.D. Sones, house sound engineer, and Ruben Rosas, theater technician, completed the Yamaha Commercial Audio M7CL Training School in May. A digital mixing console was installed in the Dupree Theater in 2006, and the Carpenter Performance Hall a year later. Digital sound consoles are taking the place of analog consoles, and the Arts Center is a leader in the change over. The new digital console makes it easier and more efficient for Arts Center technicians to produce sound for multiple shows throughout the day, an added benefit for patrons renting the facilities.

Strategic Goal No. 8: Sound Governance

Inspector Training – On May 18, members of the Planning and Inspections Department attended training classes at the 16th annual Building Professional Institute in Arlington. Seven staff members also participated as teachers or course moderators.

Election Presentation Process Streamlined – The City Secretary's Office and Information Technology (IT) Department improved the election presentation process to announce the results of the city elections in a more efficient manner. As election judges delivered the ballots to Dallas County, the City Secretary's Office entered the voting results and provided immediate updates to residents who gathered at City Hall. This new process also eliminated the need for four IT staff members to be present during the election result reporting, and provided an improved visual display of election results at City Hall and on the city Web site.

2008 Texas Technology Forum – Information Technology Director Hong Sae was chosen to participate on the Texas Technology Forum Advisory Board for this year's forum. This event will feature a one-day conference with a technology expo, followed by a full-day of in-depth technical training on topics including project management, contract management and technology trends. The forum will be held July 28 in Arlington.

On-the-Spot Awards – The following city employees have received On-the-Spot Awards from City Manager Tommy Gonzalez in recognition of exceptional customer service or work beyond their normal job responsibilities: Jan Bentley (Construction and Building Services); John Brogan (Construction and Building Services); Sharon Brown (Planning and Inspections); Jaime Casas (Code Enforcement); Maria Castillo (Municipal Court); Cynthia Castro (Public Works/Engineering); Michelle Chewing (Municipal Court); Maria Contreras (Construction and Building Services); Randy Crabb (Construction and Building Services); Estella DeLaCruz (Municipal Court); Mark Eads (Municipal Court); Mike Edwards (Code Enforcement); Mark Estrello (Construction and Building Services); Mark Funderburk (Construction and Building Services); Diana Garcia (Municipal Court); Tony Garcia (Construction and Building Services); Anita Gomez (City Secretary's Office); Teresa Hampton (Construction and Building Services); David Hernandez (Construction and Building Services); Nate Hewitt (Municipal Court); Jim Holland (Construction and Building Services); Doug Janeway (Development Projects/Real Estate Services); Cheryl Jones (Municipal Court); Michael Kelly (Construction and Building Services); Jim Landry (Construction and Building Services); Billy Martin (Solid Waste Services); Emilia Martinez (Municipal Court); Mark Massey (Construction and Building Services); Sheli Masterson (Municipal Court); Russ New (Construction and Building Services); Derrick McPherson (Police); Alfredo Morales (Construction and Building Services); Alma Ortiz (Municipal Court); Delores Perla (Construction and Building Services); Rosa Mabel Perez (Construction and Building Services); George Pitones (Construction and Building Services); Tim Pringle (Construction and Building Services); Glen Richey (Construction and Building Services); Rosibel Ramirez (Construction and Building Services); Marcee Rinaldi (Municipal Court); Alvin Robertson (Construction and Building Services); Belinda Rowlett (City Attorney's Office); Darlene Rush (Financial Services/Purchasing); Cornelius Thompson (Construction and Building Services); Berhe Teweldebrhan (Construction and Building Services); Raj Vattakunnel (Information Technology); Mike Wicks (Construction and Building Services); Christie Williams (City Manager's Office); Gary Willis (Solid Waste Services); Melinda Wilwerth (Municipal Court); Michael Worley (Police); Jeff Young (Construction and Building Services); and Kathy Young (Construction and Building Services).

Strategic Goal No. 9: Infrastructure

Voluntary Water Restrictions – The City of Irving began Stage 1 of its Drought Contingency Plan beginning May 15. Stage 1 restrictions are voluntary, but further mandatory restrictions may become necessary if conditions change throughout the summer. The goal of Stage 1 is to achieve a voluntary reduction in water use. Customers are encouraged to voluntarily conserve water by adhering to the following water use restrictions.

- Irrigate landscaped areas two days per week based on the service address. Even number addresses are encouraged to water on Tuesdays and Saturdays only. Odd number addresses are encouraged to water on Wednesdays and Sundays only.
- No landscape watering between the hours of 10 a.m. and 6 p.m.
- Irrigate landscaped areas by means of hand-held garden hoses, soaker hoses, buckets or drip irrigation systems for up to two hours on any day.

Call the Public Works/Water Utilities Division at (972) 721-2281 for more information.

Strategic Goal No. 10: Environmentally Sustainable Community

Energy-Saving Measures Implemented – Staff has implemented two new energy-saving measures, including energy miser devices on vending machines and automatic controlled light switches. The energy miser devices were installed on 45 vending machines in all city facilities and help cycle the machines when no one is in the facility. These devices are projected to save 54 percent energy usage on drink machines and 64 percent energy usage on snack machines. The automatic light switches are expected to save 25 percent of the energy usage in offices where they were installed.

Earth Day Activities – Solid Waste Services sponsored a monthlong program encouraging residents and businesses to be environmentally active and make a commitment to be green. Following is a recap of the numerous activities to promote an environmentally sustainable community.

- A total of 175 residents made an Earth Day Pledge and will receive a thank-you gift that will help them in their environmentally friendly efforts.
- Residents had an opportunity to take a free shuttle from Irving to the Live Green Expo 2008 in Plano. The shuttle was provided to reduce carbon emissions by carpooling.
- City employees celebrated Earth Day with their first Waste Free Luncheon. A total of 150 employees enjoyed the lunch and learned environmental tips from local eco-vendors. Following the activity, food and utensils were composted, drink containers were recycled and leftover food was donated to charity.
- Solid Waste Services created a display on the first floor of City Hall to give residents suggestions on ways to conserve.
- An Earth Day proclamation was read by Mayor Herbert Gears proclaiming April 22 as Earth Day and to reflect on being better stewards of the planet.
- Fran Witte spoke during the Neighborhood Roundtable about the Think Green ... Be Green efforts by the city.
- Irving Master Composters were recognized with a reception prior to the City Council meeting on May 1. Additionally, two Master Composters were recognized with Master Composter of the Year and an Environmental Excellence Award.
- Mayor Gears read a proclamation in celebration of International Compost Awareness Week on May 4-10. Witte also hosted a two-hour backyard compost class at the Max G. Greiner Environmental Center to 15 interested residents on May 3.
- Witte made a presentation on May 13 to 100 first-grade students at North Hills Charter School on the importance of recycling. As part of the presentation, she showed a worm bin to demonstrate how worms can help in managing home food wastes.

Go Green! Initiatives – To expand green initiatives, vendors, contractors and consultants who do business with the city soon will be notified of Irving's commitment to protect the environment and encourage environmental sustainability. As part of the initiative, the city will request that vendors have the same commitment when doing business with Irving. To enhance this effort, the Contracts and Fuel Administration and Financial Services/Purchasing departments will be seeking this commitment by including environmental-related language in vendor contracts and other documents. Companies also will be asked to provide information on their green initiatives.