



June 25, 2008

Strategic Goal No. 1: Land Use

Development Ordinances – Staff has recommended Clarion Associates of Denver, Colo., to undertake the rewriting of the city's development ordinances. Negotiations are under way with the intent of presenting City Council with a contract for approval on July 24. The work program should begin in early August with a final draft completed by Spring 2010. This initiative will address Irving's current development regulations, which are out-of-date and no longer responsive to current development trends. The result will be a fully integrated set of development ordinances and guidelines that will effectively meet the city's desire to achieve a quality sustainable urban environment, coupled with the developer's need for flexibility and a streamlined development review process.

Designs on the Boulevard – EDAW, the planning consultant for the Designs on the Boulevard enhancement study, presented its vision and preliminary design concepts for Irving Boulevard at a public input meeting on June 12. More than 45 residents were given an opportunity to comment at the conclusion of the consultant's presentation. This planning initiative involves an in-depth study of the corridor that will focus on improvements to its infrastructure (streets, drainage, lighting, etc.), enhancement to its retail/commercial inventory and vitality, corridor aesthetics and the branding of its unique features. The completed document will describe the methods and means to achieve, structure and finance this major boulevard transformation that will greatly improve the quality of life for area residents, visitors and businesses.

Strategic Goal No. 2: Vibrant Neighborhoods

Tim Markwood Neighborhood Park – The Construction and Building Services Department has released bidding documents for the development of a new neighborhood park along MacArthur Boulevard called Tim Markwood Park. This 8.09-acre neighborhood park, located west of MacArthur Boulevard and south of Fair Oaks Drive along West Irving Creek, is being developed with \$800,000 from bond funds. The park was designed by in-house staff, who worked extensively with the surrounding neighbors to meet their needs and address any concerns. The park is designed for residents living within a half-mile radius, and will include a small playground, walking trail, small picnic shelter, two open play meadows, picnic pads, security lighting, seating areas and drinking fountains. The bids will open in mid-July and the project is targeted for award in August. Construction is projected to be completed in early 2009.

Ground/Pole Sign Removal – The Code Enforcement Department has initiated the removal of 30 abandoned ground/pole signs from arterial and major thoroughfares throughout the city. Signs are considered abandoned when a property has not been used for a minimum of six months.

New Neighborhood Group – The Corporate Communications Department assisted in the formation of High Point Estates Neighborhood Association on June 14. High Point Estates consists of 36 homes on High Crest Court and High Crest Drive, between West Pioneer Drive to the north and Compton Avenue to the east. A total of 58 neighborhood and homeowners associations are on record with the Corporate Communications Department.

Strategic Goal No. 3: Economic Development

Irving Businesswomen – Three Irving businesswomen have been recognized by the *Dallas Business Journal* in the Women in Business Awards. Honorees include Debbie Taylor with Citi, Joan Miller with Business Interiors and Graciela Davis with Omega Environmental Technologies, which has announced its relocation to Irving.

Conn's Coming to Irving – Construction has begun on a new Conn's, a specialty retailer of home appliances and consumer electronics. The new 30,000-square-foot building will be located at 2800 Ranch Trail, near The Dump furniture store.

Huntington Learning Center – Huntington Learning Center of Irving, located at State Highway 183 and Belt Line Road next to Irving Mall, recently opened its doors to assist students struggling with basic skills in reading, writing, mathematics, spelling and phonics, as well as other factors that play a role in academic achievement.

Largest Irving Homebuilders – Four of the Metroplex's largest homebuilders call Irving home, according to a recent survey released by the *Dallas Business Journal*. The homebuilders are: Choice Homes Inc., Lennar Corp., Standard Pacific of Texas Inc. and Drees Custom Homes.

Irving Unemployment Rate – The State of Texas unemployment rate for April was 4.1 percent, a record low. Irving's unemployment rate dropped to 3.6 percent in April, down from 4.2 percent in January. Throughout Texas, 15,400 jobs were added during April.

Parc 114 Groundbreaking – Jackson-Shaw, a national diversified commercial real estate development and investment company, and ORIX Real Estate Capital, a Chicago-based real estate developer, lender and manager, officially broke ground on a 52-acre parcel of land bordering DFW International Airport along the east side of Belt Line Road, south of State Highway 114. A groundbreaking was held June 12 to officially kick off construction of the multi-phased flex/warehouse development known as Parc 114. Mayor Herbert Gears, Mayor Pro Tem Rick Stopfer, Chamber President/CEO Chris Wallace and Vice President of Economic Development John Bonnot were in attendance. The project will consist of nine buildings containing approximately 600,000 square feet.

Strategic Goal No. 4: Safe and Secure City

Pet Microchipping – City staff and volunteers microchipped 32 animals during the Grauwlyer Heights Neighborhood Association Block Party on June 14. Several other city departments also participated in this event.

Animal Services Volunteer Class – Four new certified volunteer graduates completed a volunteer class hosted by Fred Sanderson, animal services manager, on June 14. The class is offered the second Saturday of every month at the Animal Shelter. A total of 37 volunteers have been certified since the class was started last year.

Pet Registration Update – More than 1,500 pets have been registered through Animal Services as part of a new requirement implemented by the city. Staff continues to publicize the benefits of pet registration. With assistance from the Corporate Communications and Parks and Recreation departments, a flier about the program was produced and distributed to 26,000 elementary school children prior to the end of the school year. In addition, Animal Services has participated in several community outreach programs. Most recently, Animal Services Manager Fred Sanderson operated a booth at the Washington Mutual pet fair on June 13 to promote pet registration.

No Refusal Initiative – The Police Department will begin another Driving While Intoxicated (DWI) no refusal initiative July 4-5, in which violators stopped for DWI will only be offered blood tests. If violators refuse, an on-site judge will sign affidavits and search warrants for the blood draw. Medical personnel will be on-hand to perform the draws.

Police Athletic League – Four members of the Irving Police Athletic League (PAL) participated in the 2008 State Junior Olympic Boxing Championships in Lubbock. The Irving PAL boxers took the team trophy with the most wins. The following boxers were champions in their divisions: Intermediate Division – Hector Valdez; Senior Division – George Rincon, Ivan Zubieta and Rogelio DeLaGarza.

Military Deployment – Police Officer Brian Johnson was called up to active military duty in Iraq for 400 days beginning the week of June 23.

Homicide Case Update – Francisco Javier Martinez received two life sentences for the capital murder of Rubia and Sonia Guzman, which occurred May 8, 2007, at the Rayo Del Sol Apartments on Rochelle Road. Martinez will not be eligible for parole until he is 87 years old.

Strategic Goal No. 6: Effective Communications

Tami Awards – The Corporate Communications Department received a Tami Award from the Texas Association of Municipal Information Officers (TAMIO) during its annual conference in San Antonio on June 13. Irving Community Television Network took first place for its new show, "Irving Living." Second-place Silver Stars were awarded for the "Inside Irving" employee newsletter, a fire department anniversary video and for the promotional key chain item used for the Eyes on Irving employee program. *City Spectrum* placed third statewide among the external newsletters. Irving has received a Tami Award every year since the awards program began in 2001, and has acquired the most Tami awards of any entity.

NATOA Awards – The National Association of Telecommunications Officers and Advisors (NATOA) has announced that Irving Community Television Network is a finalist in two categories in its annual awards competition that recognizes excellence in broadcast, cable, multimedia and electronic programming produced by local government agencies. "Irving: Game of the Week" is a finalist in the Live Sports Events category and the Momentum Dance Company's performance of "Coppelia" is a finalist in the Performing Arts category. NATOA, a national trade association based in Alexandria, Va., represents local government jurisdictions and consortiums that oversee communications and cable television franchising.

IT Quarterly Staff Luncheon – In order to further increase internal communication and foster a team environment, Information Technology hosted a quarterly staff meeting on June 20. Exercises were conducted during the event to promote team mentality and the importance of working together. Staff from the Emergency Management Office (EMO) also participated in the meeting to communicate the role of EMO during an emergency situation and to outline each department's roles and communication protocols during a disastrous event.

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

Children's Festivals – Irving Arts Center staff traveled to Minnesota to research an annual children's festival held in the heart of St. Paul. The Arts Center hopes to incorporate ideas from the festival into its annual Spring Fling event held in April. The Flint Hills International Children's Festival is a two-day art event featuring free art projects, music, international food and live performances with a focus on various cultures. The festival also incorporates a weeklong children's performance series for school children, a parade and a large-scale art project that teams together professional artists and school children.

Smithsonian Affiliates Conference – Arts Center employees Richard Huff and Marcie Inman traveled to Washington, D.C., for the annual Smithsonian Affiliates conference. The conference highlights affiliate opportunities, provides a behind-the-scenes look at Smithsonian museums and brings together affiliate museums from across the country. The Arts Center became an affiliate in 2007.

Certified Babysitter's Course – The Valley Ranch Library, 401 Cimarron Trail, will offer a Certified Babysitter's Course from noon to 8 p.m. July 10. Registration is required and open until June 30. The course is open to children ages 11 and older. Attendance for the complete session is required to receive certification. Call (972) 721-4669 to register.

Summer Reading Club Continues – The Irving Public Library's summer reading club continues with activities and prizes for all ages at all library locations. Activities in July include storytelling, magic performances and movie days for children. Teens are invited to enjoy a martial arts demo, game days and a "Breaking Dawn" pre-release party. Book clubs also are available to encourage adults to participate. To learn about summer reading club activities, visit www.cityofirving.org/library/src.

Annual Juneteenth Festival – Approximately 300 people attended the annual Juneteenth Festival hosted by the Georgia Farrow Recreation Center on June 14 at the Jackie Townsell Bear Creek Heritage Center. The community event featured free food, a live disc jockey, a children's area and Heritage Museum tours.

TAAF Region 7 Swim Meet – The Parks and Recreation Department hosted a Texas Amateur Athletic Federation (TAAF) Region 7 Swim Meet at North Lake Aquatic Center on June 21. Visiting cities included participants from Garland, Grand Prairie, Farmers Branch and Allen. Registered TAAF participants ages 6 and up competed in three individual events and one relay.

Youth Services Life Skills – Youth Services will host a teen Life Skills activity from 6 to 7:30 p.m. June 26 at Senter Park Recreation Center, 901 S. Senter Road. Drama Teach, a group that mentors teens and children through dramatic presentations and role-playing, will lead the event. The topic for the event will be decision making.

Teen Jam – A Teen Jam event is set for 7 to 11 p.m. June 28 at Lee Park Recreation Center, 3000 Pamela Drive. The free event is for teens ages 13-17. Music, dancing, food and drinks, games and prizes will be provided throughout the evening.

Strategic Goal No. 8: Sound Governance

Fuel Pump Emergency Generator – The city has saved approximately \$25,000 through the use of an emergency generator that was salvaged from its acquisition of America's Best Hotel, located at 215 E. Airport Freeway. The generator will be used to power the Briery Road Garage and fuel pumps during an electrical outage.

On-the-Spot Awards – City employees continue to strive for excellence not only in the provision of service to their internal and external customers, but also in the performance of their jobs. City management recently awarded On-the-Spot Awards to the following employees for outstanding effort: A'wana Abraham (Financial Services); Rodney Adams (City Attorney's Office); Melissa Cranford (City Attorney's Office); Stacy Day (Planning and Inspections); Ray Horton (Code Enforcement); Lukas Kratochvill (Code Enforcement); Saul Pedregon (City Attorney's Office); and Hong Sae (Information Technology).

TGIF – The Strategic Resources and Budget Department hosted The Great Irving Forum (TGIF) on June 13. Approximately 30 participants explored the topic of “Building a Beautiful You,” presented by Dr. Gretchen Jones. Dr. Jones—a clinical care manager for Deer Oaks Services, the city’s Employee Assistance Program provider—discussed ways to build confidence, self-esteem and overall mental wellness.

Police Entrance Examinations – The Strategic Resources and Budget Department assisted the Police Department in facilitating a police entrance exam on June 13. The exam was given to 72 potential police recruits. Fifty-three people passed the written exam and advanced to the next step in the recruiting process.

Switchboard/Receptionist – The City Secretary’s Office reports that the city switchboard/receptionist averages more than 5,800 calls a month and handles more than 1,300 inquiries monthly at the first floor information desk at City Hall.

Bank of America Grant – The Friends of the Irving Public Library and the Irving Public Library have been awarded a grant from Bank of America’s Charitable Foundation to begin the library’s Environmental Literacy Initiative. The funds from this grant will be used to support Strategic Goal No. 10 by educating Irving residents on how to create an environmentally sustainable community through additional resources and innovative programs.

Blood Drive – Public Works/Water Utilities will host a blood drive for Carter BloodCare from noon to 5 p.m. June 26 at the Valley View Municipal Center, 333 Valley View Lane. For more information, contact Jon Mahoney at (214) 663-9543.

Strategic Goal No. 9: Infrastructure

Cell Phone Ban Signage – Public Works/Traffic Operations has installed 390 sign posts that will announce the ban of cell phone use in active Irving school zones. Sign installation will be completed prior to the first day of the new school year. The new guidelines will take effect beginning Aug. 1 and will be enforced on school days during active school zone hours. The regulation will prevent motorists from engaging in calls by talking, dialing or listening on a hand-held mobile telephone, and entering or reading text messages.

Quiet Zone Railroad Crossings – The quiet zoning of the railroad crossings at Britain Road, Pioneer Drive, Union Bower Road, MacArthur Boulevard and Rogers Road is on schedule to be completed by the end of July. Upon completion, train horns will be prohibited from sounding at these railroad crossings.

Milling and Overlay Program – Public Works/Streets and Dallas County District No. 4 have started a milling and overlay program. By using the interlocal agreement with Dallas County, the city will realize a cost savings of up to 50 percent due to a 50/50 cost sharing on some of the streets in the program. Ten streets are identified to receive overlay, including Rogers Road from Rock Island Road to Sixth Street; MacArthur Boulevard from Rock Island Road to Sixth Street; and Wingren Drive from Rochelle Road to Santa Clara Street. The five streets identified for milling and overlay are Shady Grove Road from Randy Drive to Mitchell Street; Skyline Drive from Country Club Road to the end of the street; Grauwlyer Road from Pioneer Drive to State Highway 356; Grauwlyer Road from State Highway 356 to Story Road; and Nursery Road from Pioneer Drive to Union Bower Road. Additionally, the milling and overlay of the intersection at MacArthur Boulevard and Shady Grove Road will be completed.

Strategic Goal No. 10: Environmentally Sustainable Community

Computer Reuse Grant – The City of Irving was selected to receive \$33,100 from the North Central Texas Council of Governments (NCTCOG) for its Computer Reuse Program. The grant will allow the city to hire a part-time technical support person to assist in the process of reconstituting personal computers that the city no longer uses. They will be donated to assist needy Irving families and organizations. A pilot program was started earlier this year in which 15 computers were awarded. Funding from the NCTCOG will be available Sept. 1. This project is a joint effort between the Information Technology, Solid Waste Services, and Housing and Human Services departments.

Community Outreach – More than 160 Irving residents pledged to be stewards of the planet as part of Solid Waste Services' Earth Day Pledge campaign. As a special thank-you gift for the pledges, these residents will receive two curbside recycling blue bags, a compact fluorescent light bulb, two bags of Mustang Mulch, and a reusable grocery shopping bag. Additionally, to conserve paper, the department produced a CD with a thank-you letter and information pertaining to the city's environmental programs (waste, water, energy and the new Native Plant Guide). The shipping container for each gift is a reusable/recyclable corrugated box made from recycled content paper and reusable packing peanuts made from recycled polystyrene materials.

Recycling Education – Fran Witte, programs and marketing supervisor, and Bob Horton, Keep Irving Beautiful administrator, provided a presentation on recycling in the schools during the Keep Texas Beautiful Conference in Irving. In addition, Code Enforcement Director Teresa Adrian spoke on progressive code enforcement.

Shredding Event – Solid Waste Services hosted another shredding event for residents on June 6. At this event, 2.59 tons (5,180 pounds) of paper was shredded. The next shredding opportunity will be held from 11 a.m. to 2 p.m. Sept. 5 at Irving's drop-off recycling center at O'Connor Plaza. According to vendor Shred Document Destruction, shredded materials are baled and used in the production of new products.