



City of Irving *City Manager's Report*

April 2, 2008

Strategic Goal No. 1: Land Use

Update of Development Ordinances – The City of Irving will be seeking proposals this month for assistance in updating all of its land use regulations (platting, zoning, landscaping, signage, etc.). The work program is expected to begin mid-summer and be 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 This initiative will address Irving's current development regulations, which are out of date and no longer responsive to current development trends (mixed-use, transit-oriented development, transit villages, focus on urban form, etc.). When completed, the city will have a fully integrated set of development ordinances and guidelines that will effectively meet its desire to achieve a quality sustainable urban environment coupled with the developer's need for flexibility and a streamlined development review process.

Updated Comprehensive Plan – The completed draft of the 2008 Comprehensive Plan Update was presented to the City Council Planning and Development Committee on March 25. It will now be presented to the Planning and Zoning Commission, followed by the full City Council for consideration and endorsement. The report's primary purpose is to document changes in land use strategies/recommendations that have occurred in Irving since issuance of the 1997 Comprehensive Plan, and to use this information in formulation of the work program to rewrite the city's zoning ordinance and associated development regulations. The report also sets forth recommendations on gateways and corridors, livability, housing and neighborhoods, and zoning strategies. The update provides a pathway for the city to achieve a higher quality of life in terms of its visual environment for residents, visitors and businesses.

Corridor Enhancement – EDAW, the planning consultant for the Irving Boulevard Enhancement Study, presented its phase one report (assessment, issues, visioning) to the Boulevard Advisory Committee on March 25. This report, along with enhancements, will be presented at the City Council Work Session on April 16, then to the general public at an open house kickoff celebration the following evening at 5:30 p.m. This planning initiative, called Designs on the Boulevard, involves an in-depth study of the corridor focusing on improvements to its infrastructure (streets, drainage, lighting, etc.), enhancement to its retail/commercial inventory and vitality, corridor aesthetics/landscaping and branding of its unique features. The vision is to transform Irving Boulevard into a future place of destination rather than merely an improved east-west corridor through the city. The completed document will describe the methods and means to 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

Enhanced Parking Enforcement – The code enforcement marshal is handling on-street parking violations reported to Code Enforcement and coordinating the towing of vehicles not brought into compliance within the allotted timeframe. Additionally, code enforcement officers are now issuing a 48-hour notice to remove vehicles illegally parked on private property grassy areas, and will issue citations in the event the owner fails to abate the violation.

Annual Partnership Luncheon – The Housing and Human Services Department hosted its Annual Partnership Luncheon on March 28 to help thank the individuals and agencies who provide assistance to those in need. The luncheon was attended by City Council, city management, area service agencies, Housing and Human Services Board, contractors, community housing development organizations, lenders and title companies. All of these entities work together to provide for the restoration of homes, construction of new homes, and the provision of essential services to low- and moderate-income individuals.

Action Plan Public Hearing – A public hearing concerning the use of Community Development Block Grant, Home Investment Partnership Grant, and Emergency Shelter Grant funds in 2008-09 will be held at 6 p.m. April 17 at Northwest Park Recreation Center, 2800 Cheyenne St. These hearings provide feedback to Housing and Human Services for the development of the annual Action Plan for submittal to the U.S. Department of Housing and Urban Development.

New Neighborhood Group – On March 25, the Corporate Communications Department assisted in the re-formation of the Nichols Park Neighborhood Association. More than 60 residents attended the meeting in support of reactivating neighborhood initiatives. The association consists of 488 homes bounded by State Highway 183 to Rochelle and from O'Connor roads to the rail tracks on the east. The Corporate Communications Department will continue to provide assistance to this neighborhood association.

Strategic Goal No. 3: Economic Development

Job Fair – The Irving Public Library's Job Center will host a job fair from 1 to 4 p.m. April 17 in the Central Library Auditorium, 801 W. Irving Blvd. Recruiters from local companies will meet with job seekers to discuss employment openings, collect résumés and schedule interviews.

Tanger Announces Upscale Outlet Center – Tanger Factory Outlet Centers Inc. has announced plans to build a 380,000-square-foot, premier, upscale center in Irving on 50 acres acquired from the University of Dallas at the intersection of State Highway 114 and Loop 12. The center will feature 90 stores with covered/uncovered walkways, architectural detail, landscaped courtyards, and a park-like setting. The center will be adjacent to one of the DART light rail stations on the Orange Line from downtown Dallas to DFW International Airport. Tanger has ownership in or management responsibilities for 31 shopping centers in 22 states. This is the first major project planned for the Texas Stadium redevelopment area.

Big Brothers Big Sisters Receives Museum Donation – Big Brothers Big Sisters has received \$1.27 million from the T. Boone Pickens Foundation to establish a museum and resource center in its Irving headquarters in Las Colinas. The center will highlight how mentoring has helped change people's lives. The 2,700-square-foot facility will be named the T. Boone Pickens Mentoring Hall of Fame.

BancTec Acquires DocuData – One of the largest companies in the South Irving market, BancTec, has acquired DocuData Solutions, a provider of digital imaging and vault storage on an outsource basis. The acquisition of the Dallas-based company supports BancTec's strategy to grow its outsourcing business. BancTec is in the process of being relisted on NASDAQ after going private in 1999. BancTec has approximately 2,700 employees providing transaction processing and technology services internationally.

World Trade Cargo & Logistics Renews Lease – World Trade Cargo & Logistics has renewed its lease for 37,500 square feet of space at 1225 N. 27th Ave. in the DFW Freeport market. World Trade Cargo & Logistics is an internationally recognized freight forwarding, transportation and logistics service company committed to providing quality shipping solutions to its customers. The company is a 100 percent woman-owned business and holds certifications from the Women's Business Council – Southwest.

Best Places to Work in the Metroplex – Irving-based Shermco Industries has once again been recognized as one of the best places to work in the Metroplex. Shermco is a consistent finalist for this recognition, sponsored by the *Dallas Business Journal*.

Groups in Irving – The Irving Convention and Visitors Bureau welcomed the following groups to Irving: American Orthodontic Society (March 14-15); U.S. Marine Corps Recruiting Command (March 21-23); American Quarter Horse Association (March 24-26); U.S. Department of Veterans Affairs (March 24-25); Texas Association of Vocational Nurse Educators (March 25-28); Association for Education and Rehabilitation of the Blind and Visually Impaired (March 26-31); Texas Society of CPAs (March 27-28); Bluebonnet Brew-Off (March 28-30); Texas Society of the Children of the American Revolution (March 28-30); Tour-Rific of Texas (March 28-30); Association Blockbuster Franchise (March 31-April 4); Deloitte & Touche (April 1-4); and Texas Council of Engineering Companies (April 3-4). These groups used 2,635 hotel room nights in Irving.

ICVB Employee Honored – ICVB National Sales Manager Katherine DiPietro has been named Commandant of the U.S. Marine Corps, to the Commandant of the Marine Corps' Quality Citizen Recognition Program, by Gen. James T. Conway. DiPietro has provided meeting and event assistance to several Marine district offices for more than seven years. An Irving resident and 15-year hospitality industry veteran, she is responsible for selling Irving and its hotel properties as a meeting and event destination to social, military, education, religious and fraternal groups. She also serves as the bureau's chief liaison to the tourism market segment, and was honored last year as ICVB Sales Manager of the Year.

Strategic Goal No. 4: Safe and Secure City

Recruit Graduation – Five recruits for the Police Department have graduated from the North Central Texas Council of Governments Police Academy. The officers are Curtin Bain, Bennie Bazley, Quang Nguyen, Ryan Slicker and Corey Wilhelm. Slicker was the class valedictorian, while Bain was the class salutatorian and placed third in firearms. Bazley won second place for physical fitness and Wilhelm placed third for physical fitness.

MADD Walk for Officer Glenn Homs – The Police Department will help sponsor the 2008 Mothers Against Drunk Driving (MADD) Walk, set for 8:30 a.m. April 19 in Las Colinas. Money raised from the walk will go to victim's assistance to help with grief counseling, funeral arrangements, and to survivors of DWI crashes. The police team Zero Tolerance will dedicate its portion of the walk to the memory of Officer Glenn Homs, who was killed by a drunken driver on July 3, 1993.

Heavy Rescue Equipment Training – Four firefighters attended training in Maryland where they learned how to perform maintenance on the Holmatro heavy rescue equipment. Having trained maintenance technicians will ensure immediate assistance for equipment repair, and will eliminate costs for repair service. Technicians were trained for each of the three fire shifts.

Strategic Goal No. 6: Effective Communications

Citywide Information Technology Communication Plan – Information Technology has recruited an outside consultant to evaluate the city's internal and external customer wireless/wired needs, as well as the resources within the city organization. The consultant also will assist in creating a comprehensive request for proposal for the final project initiation. This project will help complete the technology gaps in the city's communication network.

New Television Camera System – The fourth and final television camera has been installed in the City Council Chambers. The new camera system will be in operation at the next City Council meeting on April 3. Irving Community Television Network (ICTN) can now direct public meetings from the existing control room at City Hall. This new system frees up the ICTN production van for other events, and reduces the average man hours to televise the City Council, Planning and Zoning, and Building and Standards meetings from 1,296 hours to 320 hours annually.

‘Open Line’ Show – Irving Community Television Network (ICTN) will feature candidates in the upcoming City Council election on “Open Line,” a live talk show that airs at 7 p.m. During the program, residents are encouraged to call in to ask questions and discuss issues that matter most to voters. Candidates are running in three contested races. Allan Meagher and Nancy Rivera, candidates for Place 3, were interviewed March 26. The following shows are planned for the other two races:

- April 9 – Place 5 candidates Rose Cannaday and Sue Richardson
- April 23 – Mayoral candidates Herbert Gears, Roland Jeter and Rigo Reza

“Open Line” will broadcast live on ICTN 1 (Time Warner Channel 16 and Verizon Channel 30) and online at www.ictn.tv. Repeats of the show will air on ICTN and will be available on the city Web site. For more information, call (972) 721-2468.

City Web Site Statistics – The city Web site continues to be used as a valuable information resource for residents and others interested in Irving. Web site statistics for January-March are as follows:

- Video on demand – There has been a 173 percent increase in the use of this resource. Staff has expanded the availability of videos produced by Irving Community Television Network (ICTN) on the site, and additional video will be implemented soon. There is a video on demand section on the Web site, and video links have been packaged with news articles on the home page.
- Web pages viewed – More people have been visiting the city Web site, a 45 percent increase over the past three months; 573,000 pages were viewed and 4.5 million hits were received.
- Most popular pages – Library and Catalog, Police, City Employment, Information Technology, Police Recruiting, Crime Statistics, Parks and Recreation, Court and Tickets, ICTN, and City Council and Agenda.

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

Irving Chautauqua – The Irving Public Library offers the Irving Chautauqua series on the second Saturday of each month at 2 p.m. at the Irving Central Library, 801 W. Irving Blvd. The program, intended to bring the community together to enjoy a variety of cultural performances, will begin April 12 with a ballet presentation from the Momentum Dance Company.

Monday Morning Movie – The Irving Public Library invites the public and guests from the Heritage Senior Center to begin their week with a laugh, a tear, or an adrenal rush at the Monday Morning Movie. The movie will begin at 9:30 a.m. on the second Monday of the month in the Central Library Auditorium.

Genealogy Society Program – The Irving Genealogy Society and Irving Public Library are cosponsoring the workshop, Introduction to Genealogy, at 10 a.m. April 5 at the Central Library, 801 W. Irving Blvd., in the genealogy and local history area. The program, which is free and open to the public, will cover the basics of genealogy research and participants will be able to search for ancestors through the U.S. Federal Census, online databases, and other historical records.

Art Festival at Irving Arts Center – Residents are invited to attend a free family art festival from 10 a.m. to 7 p.m. April 5 at the Irving Arts Center, 3333 N. MacArthur Blvd. The daylong event will feature hands-on art projects for children, activities, two onstage performances featuring Irving organizations and Dallas-area bands, live animals and more.

Bio-Blitz Invitational – Parks and Recreation, Solid Waste Services and the Eco-Tourism team will host the first Bio-Blitz Invitational event from 9 a.m. to 2 p.m. April 5 at Campión Trails, 455 Cowboys Parkway. The Bio-Blitz will kick off the upcoming eco-tourism program. Groups representing recreation centers, homeschool, youth services and scouts will explore the many trails in the Campión Trails system to identify and document various plants, birds and other wildlife species. Participants will receive a T-shirt and other giveaways. Professional guides will lead the groups. Approximately 100 children ages 10-12 have registered for the event.

Children's Health Fair – A Children's Health Fair will be held from 10 a.m. to 1 p.m. April 12 at Mustang Park Recreation Center, 2223 Kinwest Parkway. The event will feature information and resources related to health issues for children. In addition, various city departments will be represented to address the city's efforts in providing services for the health and well-being of children. These include Parks and Recreation Aquatics, Police, Fire, Health and Corporate Communications. There is no cost to attend.

Strategic Goal No. 8: Sound Governance

New Utility Payment Option – Irving water utility customers can now pay their monthly bills at any ACE Cash Express store across the United States. As a newly authorized payment location for City of Irving utility bills, payments made at ACE will be credited to the City of Irving within two business days. ACE charges \$1.50 to process payment for each utility account. There are more than 1,500 ACE locations throughout the United States, with 130-plus locations in the Dallas-Fort Worth area.

Application System Replacement – The Financial Services and Strategic Resources and Budget departments are working with Information Technology to find an alternative to Banner, the city's financial and human resources application system. The departments plan to replace the current, aging system with a new one offering more wide-ranging capabilities. Employee focus groups helped establish the requirements and functions. Some of the features include increased reporting capabilities, online employee access and better workflows. These elements will increase staff efficiency and improve communication between departments. A proposal will be developed in May and the information provided by the focus groups will be incorporated into the written document. The final proposal is scheduled to be sent to potential vendors by August. Upon selection of the vendor, the project is expected to be completed within two years.

Citywide Safety Review Committee – The Strategic Resources and Budget Department, through a coordinated departmental partnership, implemented the first citywide Safety Review Committee on March 26. This new committee supports the Strategic Plan goal to develop a management report of the organization that mitigates organizational risks. The committee will be charged with review and monitoring of the effectiveness of corrective actions, review of risk data to identify trends, and the recommendations for process revisions in each department's risk mitigation plans.

Keep Irving Beautiful Merchandising Agreement – Keep Irving Beautiful is working on a project to merchandise selected certified green office products to individuals and businesses in Irving. A co-merchandising agreement with Advantage Supply of Fort Worth and United Stationers Supply of Irving is being finalized. KIB will receive income on orders from the specially produced green products catalog.

FY 2008-09 Budget Preparation – City departments are in the process of developing their 2008-09 budgets using a new simplified budget review process. This new system is expected to further integrate the budget into the overall Strategic Plan, provide summaries and analysis to City Council and management earlier in the budget process, and reduce the workload on department staff.

Lean Six Sigma Program – Irving is the first city in Texas to implement the use of Lean Six Sigma as a citywide program. Strategic Resources and Budget is facilitating this citywide program. To date, half of the city departments have participated on Lean Six Sigma teams. Five projects have been completed or are under way. This high-powered, private sector program has been brought to the city to provide breakthrough improvements in the many services provided to residents, visitors and the business community. A unique application of Lean Six Sigma has been used to improve the police recruiting and hiring process. Faced with a substantial increase in the number of retirees over the next five years, the Police Department was challenged with increasing its hire rate by 58 percent this fiscal year. The increasing retiree rate is further compounded by the current recruiting challenges area police departments are facing. The department used Lean Six Sigma to improve the hiring process in several ways, and is on track to meet the stated goal this year.

On-the-Spot Awards – During the past five months, 45 actions have resulted in 690 city staff members receiving On-the-Spot awards for outstanding customer service or performances beyond their normal job responsibilities and functions. The latest awards were given to the following City of Irving employees: Martin Avila (Financial Services), Mark Hayslip (Code Enforcement), Guy Henry (Code Enforcement), Debbie Jackson (Information Technology), James Johnson (Information Technology), Kuruvilla Oommen (City Attorney’s Office) and Lana Riley (Information Technology).

Strategic Goal No. 9: Infrastructure Network

Quarterly Construction Project Meeting – Public Works/Engineering will host a quarterly construction project update meeting at 7 p.m. April 15 at City Hall for residents and property owners who live along the following street improvement projects:

- Grauwlyer Road – English Street to Carl Road
- Chamberlain Street – Delaware Street to Nursery Road
- English Street – East Pioneer Drive to Union Bower Road

Staff will update property owners on the construction schedule of each project, and will be available to answer questions. Plans also will be available at the meeting for residents to review.

Strategic Goal No. 10: Environmentally Sustainable Community

Computer Reuse Pilot Program – Information Technology, Solid Waste Services, and the Housing and Human Services departments will kick off a pilot program April 7 to provide recycled computers and monitors to low- and moderate-income families. Twenty-five recycled city computers will be distributed to families and social services agencies. The computers will be provided free of charge and also will include donated Microsoft Office licenses.

Biodiesel Transition – To help protect the environment and improve air quality, the city has transitioned to the use of biodiesel, which reduces emissions. All diesel equipment will be powered by biodiesel, which increases city fleet being powered by alternative fuels from 9 to 48 percent.

Texas Trash-Off 2008 – The Keep Irving Beautiful Board will celebrate Don’t Mess with Texas Trash-Off 2008 with a Happy Dumpster Blitz Day on April 19. Volunteers will photograph, and then systematically evaluate, commercial dumpsters along selected major corridors. The purpose is to evaluate at least 10 percent of the 4,000-plus dumpsters in Irving to find ways to reduce litter generation at commercial sites.

Recycling – Solid Waste Services has assumed responsibility for the collection of recyclables from all city facilities, which has been previously handled by a private contractor. In addition to saving money, the city also will be better able to manage the program and provide enhancements to internal customers.