



City of Irving *City Manager's Report*

October 1, 2008

Strategic Goal No. 1: Land Use

Development Ordinances Rewrite – The city will kick off the development ordinance rewrite project at 5:30 p.m. prior to the Oct. 16 City Council meeting at City Hall, 825 W. Irving Blvd. Refreshments will be served in the foyer adjacent to the Council Chambers. Representatives from the consulting firm Clarion and Associates will make a presentation.

Strategic Goal No. 2: Vibrant Neighborhoods

Vista Del Lago Tenant School Supply Drive – City staff collected more than 350 notebooks and packages of notebook paper, in addition to other school supply items such as pencils, pens, crayons, backpacks and totes, for former residents of the Vista Del Lago apartment complex. Supplies were provided to every child whose parents requested assistance during a reception Sept. 24.

Apartment Industry Meeting – Code Enforcement staff met with more than 100 apartment industry representatives Sept. 23 at the Apartment Association of Greater Dallas, Irving Chapter satellite meeting. The apartment community representatives were presented an overview of the Code Enforcement organizational structure; inspection process review; sample risk rating worksheets; and a draft copy of the proposed Chapter 8 Ordinance. They also were provided the opportunity to ask questions. Feedback from the attendees was favorable and supportive in regard to enforcement action being taken on Level 4 properties and against negligent property owners.

Strategic Goal No. 3: Economic Development

Heritage Crossing – The Heritage Crossing Advisory Committee, appointed by the City Council this summer, is set to conclude its initial phase of work on Oct. 27. The committee has reviewed the design guidelines for the Heritage Crossing redevelopment project and committee member input is shaping the way Irving's downtown will redevelop. Committee comments centered on landscaping, signage standards and preservation issues. As a result of the committee's work, master developer Delbert McDougal has made numerous changes to the design guidelines. When finalized, they will be forwarded to the Planning and Zoning Commission for recommendation and to the City Council for final approval. After adoption, the design guidelines will set development requirements for any developer or builder within the Heritage Crossing area.

LifeSynch Relocation – LifeSynch, formerly Corphealth Inc., will lease 150,000 square feet in the new Opus West building on State Highway 114 (located at State Highway 161 near Hackberry Creek Country Club) for its new headquarters. LifeSynch, a behavioral health care management company, will occupy all of building one and a floor in building two. LifeSynch is a wholly owned subsidiary of Humana, a Fortune 500 company. LifeSynch has been working with the Irving Economic Development Partnership on its relocation from Fort Worth since April.

Six Irving Businesses Recognized – Five Irving-based businesses and one business with an office in Irving are included in *Inc.* magazine's 5,000 Fastest-Growing Private Companies in America: TechMagix (774), Independent Bank of Texas (874), Peritus (1,520) Primus Global Services (1,708), Mammen Glass & Mirror (2,126), Aquire (3,729) and Express Employment Professionals (4,335).

Valley View Business Center Expansion – Proterra Properties is in the construction phase for two new buildings for the Valley View Business Center, located on Valley View Lane and FAA Boulevard. The buildings will total 555,560 square feet. The smaller building will be located on 7.5 acres at 5385 FAA Blvd., while the larger building will be located at 1401 Valley View Lane. Omega Environmental Technologies has committed for more than 100,000 square feet of the new space. The buildings are scheduled to be completed in early 2009.

Fastest-Growing Tech Companies – Irving is home to four of the Metroplex's fastest-growing technology companies based on percentage of revenue growth during the past five years. The companies include: Aquire, DG FastChannel, EF Johnson Technologies and Optimal Solutions Integration.

New Businesses on Main Street – Three new businesses have opened on Main Street: We've Got Spirit, 136 S. Main St.; Massages to Go, 136 S. Main St.; and Sigma Mailing Services, 105 S. Main St.

Strategic Goal No. 4: Safe and Secure City

National Night Out – Neighborhoods across Irving will turn on their porch lights for National Night Out on Oct. 7. This event has proven to be an effective, inexpensive and enjoyable program to promote neighborhood and police-community partnerships. Last year, 35 neighborhoods participated in National Night Out. The Irving Police Department is encouraging residents to organize events on a neighborhood level so they can get to know their immediate neighbors.

New Police Recruits – Irving will have 17 new police recruits who will begin the North Central Texas Council of Governments Regional Police Academy on Oct. 6.

Green Belt Award – Assistant Police Chief David Paris was presented his "green belt" by the representatives of Motorola for his efforts with the Digital Six Sigma process. Due to his work on the Six Sigma program, the hiring of new police recruits has increased 160 percent over the same time period last year.

Disability Expo 2008 – October is Disability Awareness Month and the Irving Advisory Committee on Disabilities will host a free Disability Expo from 9 a.m. to noon Oct. 11 at the Heritage Senior Center, 200 S. Jefferson St. Approximately 50 exhibitors will be represented at the expo, which aims to improve the health and wellbeing of the community by highlighting services from local, county, state and federal agencies that serve area residents with disabilities. For more information, call the Corporate Communications Department at (972) 721-7600.

Boo Away Breast Cancer – In honor of Breast Cancer Awareness Month, the City of Irving, American Cancer Society and Irving Mall will unite to present Boo Away Breast Cancer on Oct. 31. The event will focus on diagnosis, treatment, control and prevention of breast cancer. A presentation will be delivered in English from 9 to 10:30 a.m. and in Spanish from noon to 1:30 p.m. at Irving Mall. A small wellness fair will follow. Sessions are by reservation only and are limited to 100 participants. To register or for more information, call (214) 819-1228.

Criminal Justice Center Electrical Upgrade – An electrical system in the Criminal Justice Center was upgraded Sept. 21 in an effort to prevent electrical failure and increase power capacity. The new uninterruptible power supply, along with many other advanced network monitoring and protection systems, were put into place to allow expansion capabilities in the public safety communication system. The process has been an extensive collaboration and planning effort between the Police, Fire, Municipal Court, Construction and Building Services, and Information Technology departments. Later this year, plans call for a redundant generator to be installed.

Strategic Goal No. 5: Diversity

Damas Divinas – Every third Monday at 10 a.m., Irving Central Library staff visits the Heritage Senior Center and reads stories in Spanish to a group of women who speak limited English.

Bilingual Storytime – The Southwest Branch Library offers a bilingual storytime to preschoolers each Wednesday afternoon at 4:30 p.m. The library is located at 2216 W. Shady Grove Road.

Strategic Goal No. 6: Effective Communications

Library Reference Desk Chat Software – In order to provide better service to Irving residents, Information Technology and the Library are working together to implement new software called Live Help Messenger. The software will allow library patrons to receive assistance and ask questions of reference desk staff during business hours, from both within the library or from an outside Web browser. After business hours, patrons can submit an e-mail to reference staff. The software will reduce lines at the reference desk and give the patrons an additional method to receive assistance. The software is expected to go live during the second week of October.

Irving in Focus Cards – In an effort to provide City Council members, city staff and the public with quick points about various city projects and issues, the Corporate Communications Department has started producing talking point cards, called Irving in Focus. New topic cards will be produced on a regular basis and are posted on the city Web site under the "Key Focus Areas" section of the home page, www.cityofirving.org.

Neighborhood Roundtable – City Manager Tommy Gonzalez provided 68 attendees with an update on city initiatives at the Neighborhood Roundtable on Sept. 23. The quarterly Neighborhood Roundtables, hosted by the Corporate Communications Department, allow neighborhood association officers to learn about city initiatives and what other residents are doing to enhance their neighborhoods. Neighborhood association officers were given a reusable shopping bag in an effort to promote the city's green initiative.

Town Hall Meetings – Three Town Hall Meetings were conducted in late September to educate city employees and residents about completed projects, and to provide a preview of initiatives for the next year. More than 500 city employees attended the Employee Town Hall Meetings held Sept. 24-25. About 50 residents attended the city's Town Hall Meeting on Sept. 30. It also was shown live on Irving Community Television Network (ICTN) and on the city Web site. The presentation updated residents on key initiatives such as public safety, code enforcement, economic development, neighborhood improvements, corridor enhancements and communications/customer service. Audience members also viewed a newly produced "Resident Report" video that focused on city results over the past year. Prior to the meeting, attendees visited informational displays staffed by city employees. The meeting will be repeated on ICTN, and can be viewed at www.cityofirving.org under the video on demand section.

Irving ISD Students Visit Public Works – Approximately 30 Irving ISD high school students and five teachers from the Applied Technology Program visited the Public Works Department/Engineering Division on Sept. 12. City staff demonstrated the computer and plotter equipment and discussed several large construction projects in the city with the help of GIS exhibits. David Springob, senior civil engineer, discussed the various disciplines within civil engineering and the road to becoming a professional engineer, and answered questions from students and teachers.

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

Flu Shots – Flu and pneumonia shots will be offered from 9 a.m. to 2 p.m. Oct. 15 at the Heritage Senior Center, 200 S. Jefferson St. No reservation is necessary. The shots are free with Medicare. Otherwise, flu shots will cost \$30 and pneumonia shots will cost \$45. For more information, call (972) 721-2496.

Veterans Memorial Park Sculptures – Artist Paul Tadlock has been commissioned to create five bronze sculptures for Veterans Memorial Park. The second phase of park construction is targeted to be dedicated in May. The sculptures will be placed around the memorial plaza and depict troops from the time periods of the five major conflicts since Irving was founded in 1903: World War I, World War II, the Korean War, the Vietnam War and the post-Vietnam period. Each piece will represent the five military branches, and will be dressed in a service uniform from each era. The first bronze sculpture has been delivered, and is temporarily on display in the lobby of City Hall near the northeast entrance, adjacent to the Commemorative Block Program Display. The four remaining sculptures are in various stages of design, and the sculptor is working with local high school ROTC programs to finalize the details for the remaining sculpture pieces.

Recreation Center Fall Carnivals – Children of all ages are invited to enjoy games and contests during the Fall Carnival Series organized by the Parks and Recreation Department. The fall carnivals will be held at various recreation centers as indicated below. Activities will include carnival games, cakewalks, jump houses, bingo and concessions. Tickets are 25 cents each or five for \$1. Call each recreation center for details.

- Oct. 23 – 6 to 8 p.m. at Senter Park Recreation Center, (972) 721-2641.
- Oct. 24 – 6 to 8 p.m. at Georgia Farrow Recreation Center at West Park, (972) 721-2519.
- Oct. 24 – 6 to 9 p.m. at Mustang Park Recreation Center, (972) 556-1334
- Oct. 24 – 6:30 to 8:30 p.m. at Lee Park Recreation Center, (972) 721-2508
- Oct. 30 – 6:30 to 8:30 p.m. at Northwest Park Recreation Center, (972) 721-2529
- Oct. 31 – 6:30 to 8:30 p.m. at Cimarron Park Recreation Center, (972) 910-0702

The Big Read – *The Maltese Falcon* by Dashiell Hammett is the selected title for this year's Big Read program. The Irving Public Library will offer residents a variety of events such as book discussions, programs and film screenings led by local authors and experts, throughout the month of October. The Big Read will kick off at 7 p.m. Oct. 6 with *From the Maltese to Meltzer*, a talk from bestselling author Brad Meltzer. He will speak at the Irving Arts Center, 3333 N. MacArthur Blvd., and will be available to greet the public and sign books following the presentation. For a complete calendar of events or to find out more about the program, visit Irving's Big Read Web site at www.cityofirving.org/library/bigread, or call (972) 721-2606.

Dinner Mystery Theater – The Irving Public Library and the Heritage Senior Center will host a dinner mystery theater at 6:30 p.m. Oct. 17 at the Heritage Senior Center, 200 S. Jefferson St. Harry Hunsicker, a local mystery writer, will serve as the master of ceremonies. Tickets are available at the Central Library, 801 W. Irving Blvd., for \$20 per person or \$160 for a table. Call (972) 721-4612 to purchase tickets.

Strategic Goal No. 8: Sound Governance

Customer Service Response Cards – In an effort to accurately measure and improve internal customer service, the Construction and Building Services Department has implemented a customer response card program. All customer-generated work order requests will be followed up with a response card requesting the customer rate the services provided upon completion of a work order. Customers are encouraged to take the time to complete the card and return it via interoffice mail.

City Building Upgrades – The Construction and Building Services Department has completed several different projects. An in-house remodel project for the Police Department is finished, and includes a conference room with cabinets and a work station, as well as a storage area for case files. The interior painting of the administrative offices at the Valley View Municipal Complex also is now complete.

City Employee Lean Six Sigma Training – The City of Irving continues to expand its Lean Six Sigma program by offering training to equip employees with simple lean techniques that can be applied in the office. Representatives from 11 departments participated and learned ways to eliminate waste in existing processes. These improvements will have a positive effect on service delivery and employee productivity.

Employee Health Fair – More than 440 employees attended the employee health fair that was held in September. Several of the city's health plan representatives and other vendors provided information and answered questions. Employees took advantage of free health screenings while learning about healthy lifestyles. Skin cancer and vision screenings, as well as mammograms, were provided. The bloodmobile was present to offer employees the opportunity to donate blood.

Mailroom Software – Information Technology and Financial Services/Customer Service have worked together to procure and install new mailroom software. When used in combination with the existing utility billing system, the software will help ensure valid address information as well as add an extended ZIP+4 ZIP code and address bar code on water bills. This extended ZIP code qualifies the city for discount postage from the United States Postal Service and will result in savings of \$3,000 per month, an 18 percent decrease. Annual costs will decrease by more than \$36,000.

Convention Center Financing – The City Council Audit and Finance Committee was briefed Sept. 24 on the proposed financing terms for the upcoming Convention Center and Entertainment Venue project. The tentative date for the Phase I bond issue is Oct. 22. Construction on the new facility will begin this fall.

Fleet Equipment Contract – During the first two months of fleet maintenance outsourcing, 98 percent of the preventive maintenance of vehicles has been completed, as well as 85 percent of the initial comprehensive vehicle analysis. First Vehicle Services began work at Irving Fleet Services on Aug. 1, with the purpose of improving fleet equipment availability and customer service levels while reducing the overall cost of fleet maintenance. The company is servicing 200 public safety units and furnishing all personnel, labor, equipment, materials, tools and supervision at the city's on-site facility. Responsibilities include comprehensive service and repair and the management of outside repairs and warranties. The expected impact from this contract on the in-house operations is the opportunity to concentrate efforts and enhance performance in other areas, including efficiencies and reductions on equipment downtimes of other equipment in the city's fleet. It is expected that the city also will realize an increase in police and fire vehicle reliability and availability.

Renovations in Fleet Services – Renovations to the vehicle work bays and office space at Fleet Services are under way to create a cleaner, more efficient and professional work space. To further enhance service and meet the needs of the fleet operators, a new mobile utility service truck has been purchased and put into service. The new vehicle is equipped with a utility bed, built-in tool boxes, a welder, a crane, an air compressor and cutting torches, which will provide repairs to heavy and off-road equipment.

On-the-Spot Awards – The following city employees received On-the-Spot Awards from City Manager Tommy Gonzalez in recognition of exceptional customer service or performance beyond their normal job responsibilities: Minh Chung (Corporate Communications), David Davenport (Workforce Development), Ed Garza (Contracts and Fuel Administration), Gretchen Holt (Corporate Communications), Don Johnson (Corporate Communications), Manuel Lopez (Corporate Communications), Leo Sifeuentes (Corporate Communications), Bill Sutter (Contracts and Fuel Administration), Darrell Taylor (Contracts and Fuel Administration) and Dwayne Yelton (Contracts and Fuel Administration).

Strategic Goal No. 9: Infrastructure

Animal Shelter Groundbreaking – The City of Irving will host a groundbreaking ceremony for the new animal shelter at 9:30 a.m. Oct. 16 at 4140 Valley View Lane. The \$6.2 million, state-of-the-art facility will be located on Valley View Lane, between Northgate Drive and Walnut Hill Lane, and will be funded through capital improvement bond funds and gas lease revenues. Scheduled to open summer 2009, the animal shelter will be a joint project housing the city's Animal Services operation and the DFW Humane Society. In addition, the city has designated \$325,000 for the development of a dog park to be built adjacent to the new animal shelter. Preliminary development plans include two fenced areas that will allow dogs to exercise off of a leash and interact with other dogs. Additional amenities will include shade structures, benches, picnic tables, drinking water and a natural surface dog trail through a wooded area. The dog park is projected to be ready for use in conjunction with the opening of the new animal shelter. For more information, call (972) 721-2501.

Public Safety and 911 Recording System – The Information Technology Department has redesigned the existing radio and telephone recorder system to accommodate the need to record radio and telephone conversations received at the Police Training Academy. This enhancement also provides a record of communications that was not previously available. By redesigning, the city was able to avoid major costs related to purchasing new equipment. This strategic task will provide better tools to review radio traffic and calls received at the backup facility for the Police and Fire departments.

Strategic Goal No. 10: Environmentally Sustainable Community

Training the Trainer – Solid Waste Services Section Chief Carlos Narvaez completed a weeklong driving safety "train the trainer" program as part of citywide safety initiatives. The purpose of the program is to improve in-house training of employees who drive city vehicles, starting with those departments that have large fleets. All solid waste personnel will be trained with the techniques learned during the session.

BioBlitz Invitational Event – Approximately 120 patrons and 20 vendors participated in the area's first BioBlitz Invitational at Campión Trails on Sept. 20. Activities included tours through five Campión Trail locations, led by master naturalist nature experts, to identify various species on the trails. Children identified 190 species of plants, mammals and birds. Hundreds of reusable BioBlitz shopping bags, sport water bottles made from recycled plastic and T-shirts made from organic cotton were provided to volunteers. All water bottles, cardboard and food boxes were recycled during the event.

Recycling Community Outreach – City staff continues to speak about the benefits of recycling throughout the community. Fran Witte, solid waste programs and marketing supervisor, made a presentation Sept. 16 about the benefits of commercial/tenant recycling to 80 attendees at the Building and Office Managers Associations green workshop. In addition, recycling information, 85 reusable shopping bags and 100-plus pencils made from recycled denim were distributed at Clifton's Pre-K's PTA kick-off event Sept. 23.