

Memorandum



DATE October 20, 2011

TO Honorable Members of the Quality of Life Committee: Angela Hunt (Chair),
Sandy Greyson (Vice Chair), Monica R. Alonzo, Dwaine R. Caraway, Carolyn R.
Davis

SUBJECT The Volunteer Center Briefing

On Monday, October 24, 2011, you will be briefed on The Volunteer Center. The material is attached for your review.

If you have questions or need additional information, please let me know.



Forest E. Turner
Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Rosa A. Rios, Acting City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
C. Victor Lander, Administrative Judge
A.C. Gonzalez, First Assistant City Manager
Ryan S. Evans, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Joey Zapata, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager

Volunteer Center Briefing

Quality of Life Committee
Monday, October 24, 2011



Overview

- Overview of Volunteer Center of North Texas partnership with City of Dallas
- Participating Departments
- Volunteer Opportunities
- Special Events
- Emergency Response
- Community Service Restitution
- Media and Marketing
- 2010 Activity
- Next Steps

ServiceWorks! Overview

- The Volunteer Center of North Texas (VCNT) recruits and places back-ground screened volunteers who support City programs and departments
 - Partnership is called *Service Works!*
 - Began in 2001
- Goals
 - Increase capacity for the City
 - Provide opportunities for civic engagement
- VCNT also provides
 - Volunteer management trainings for volunteer coordinators in participating departments; and,
 - Public relations and media support

Participating Departments

Aviation	Equipment & Building Services
Building Inspection	Fair Housing
Business Development & Procurement	Housing/Community Service
City Attorney	Intergovernmental Services
City Auditor	Judiciary
City Manager	Library
City Secretary	Office of Emergency Management
City Design Studio	Office of Financial Services
Civil Service	Parks & Recreation
Code & Compliance	Police Department
Communication & Information Services	Public Works and Transportation
Community Development	Sanitation Services
Controller's Office	Stormwater Management
Convention & Event Services	Strategic Customer Service
Court & Detention	Street Services
Cultural Affairs	Sustainable Development & Construction
Dallas Fire & Rescue	Trinity River Corridor Project
Development Services	Water Utilities
Economic Development	
Employees Retirement Fund	
Human Resources	

Volunteer Opportunities

VOLUNTEER OPPORTUNITIES & REFERRALS Departmental Coordinators within the City of Dallas supervise a number of volunteer opportunities that allow citizens to contribute to our city operations in very practical ways. These opportunities include but are not limited to:

- Archives Project Assistant – City Secretary’s Office
- Archives Project Assistant – Historic Dallas Photographs
- Archives Project Assistant – Re-housing of Dallas Municipal Archives
- City Secretary’s Office – Inventory of Dallas Municipal Archives
- Convention & Event Services – Customer Service Support
- Convention & Event Services – Receptionist
- Dallas Housing Department – People Helping People Home Repair Support
- Dallas Housing Department – West Dallas Multipurpose Center Office Assistant
- Dallas Police Department – Crime Watch Representative
- Dallas Police Department – Detective Assistant
- Dallas Police Department – Financial Investigations Front Desk Administrator
- Dallas Police Department – Finger Printing Volunteer
- Dallas Police Department – Gun Team Volunteer
- Dallas Police Department – Volunteer In Patrol
- Dallas Public Library – Public Library – North Park Mall Bookmarks Volunteer
- Dallas Public Library – Twilight Movie Screening Volunteer
- Dallas Public Library – Check Out Assistant
- Mayor City Council Office – Mayor’s Passport to Health Volunteer
- Mayor City Council Offices – Operation Comeback Phone Bank Volunteer
- Revenue Collections Department – Office Assistant

* Source: Volunteer Center of North Texas 2010 Yearly Report – June 23, 2011

Special Events

SPECIAL EVENT VOLUNTEER OPPORTUNITIES

ServiceWorks! Volunteers Support the City of Dallas at a number of special events including but not limited to:

- Mayor's Back To School Fair
- It's My Park Day
- National Night Out
- Mayor's Fitness Initiative
- North Texas Volunteer Challenge

Emergency Response

- In an emergency situation, the Volunteer Center has the ability to very quickly refer volunteers to assist with the response
 - City's resources are already at capacity so hard for the City to find/recruit/screen volunteers
- During the City's response to Hurricanes Katrina and Rita, the ability to get volunteers on a moments notice proved invaluable to the response efforts

Community Service Restitution

- The Community Service Restitution Program (CSR) places, monitors and reports on individuals who are ordered by the courts to perform volunteer hours.
- Offenders are placed at approved nonprofit and tax supported organizations that have agreed to use the special supervision procedures required for the management of court-ordered volunteers.
- The benefits to both the court system and the community are first rate. First and foremost the Municipal courts become part of a positive, proactive solution to our City's need for volunteers. Through this program, volunteers are given an opportunity to improve their own behavior and add to the advancement of the surrounding community.
- In 2010, 10 city departments mentored more than 200 CSR Clients. Those clients volunteered more than 7,000 hours valued at nearly \$150,000 dollars.

Media and Marketing

As a result of the volunteer center's media and marketing relationships, volunteer opportunities and recruiting for the *ServiceWorks!* Program are advertised on a number of media channels in Dallas County including but not limited to:

- Al Dia – Dallas Morning News
- Briefing – Dallas Morning News
- *Good Morning Texas* WFAA Channel 8
- KRLD Radio 1080AM
- KLTU Radio 94.9FM
- Facebook Opportunity of the Day

** The FCC defines public service announcements as community-interest advertisements "for which no charge is made." Media exposure on the Volunteer Center Of North Texas Facebook page and on KLTU 94.9 FM Radio etc. cannot be assigned a dollar value. These valuable forms of advertisement are reflective of the contacts, viewership, and listenership for each of these advertising mediums. **

2010 Activity

Department	Total Volunteer Hours	Total CSR Clients	Total CSR Hours
Public Library	45,187.70	68	3,218.50
Parks and Recreation	3,890	144	3890
MCC	2,233.22	1	152
Aviation	1,552.5	2	179
City of Dallas Design Studio	1,111.08		
Housing	179		
DPD	151	1	8
City Secretary Municipal Archive	80		
Sanitation	57		
Storm Water Management	56		
Office of Emergency Management	36		
Revenue Collections Office			
Total Volunteer Hours	54,533.50	216	7,357.50
Independent Sector Value:	\$1,137,023.45		

* Source: Volunteer Center of North Texas 2010 Yearly Report – June 23, 2011

Contract

- February, 2009 - City Council approved a three year agreement with the Volunteer Center of North Texas
 - Cost was \$100,483 per year
- September, 2010 - VCNT reduced their contract rate by \$10,000 per year at the City's request
- February, 2012 - contract expires
 - Service provides value to the City and taxpayers