



City Manager's Update

Week Ending 05-17-19

CITY MANAGER'S OFFICE

- On Thursday, May 9, 2019, the CMO held a Public Meeting for residents to discuss Right of Way Maintenance.
- On Monday, May 13, 2019, the City Manager met with the Community Garden members to discuss the impact of the new Community Senior Center project.
- On Tuesday, May 14, 2019, the CMO attended the first of two City Council Strategic Visioning Sessions.
- On Friday, May 17, 2019, the City Manager attended a meeting with TxDOT for the Bear Creek Road Expansion Project.

UPCOMING MEETINGS

City Council

May 21, 2019
7:00 pm

50th Anniversary Committee

May 22, 2019
6:15 pm

Park Board

May 23, 2019
7:15 pm

COMMUNITY ENGAGEMENT

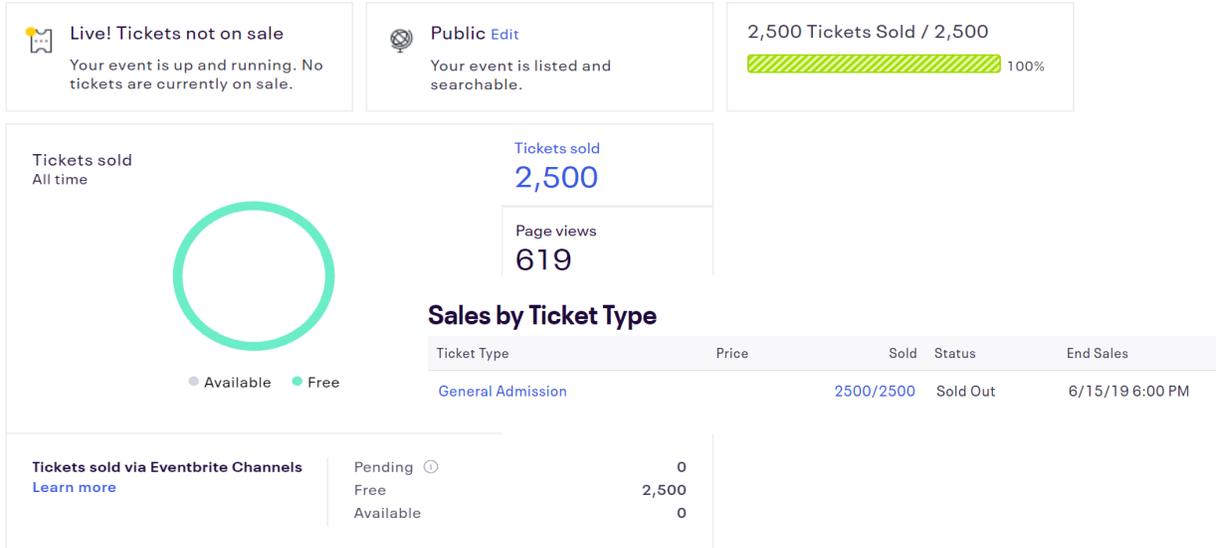


Family Festival Update

Through social media promotion, email marketing and word-of-mouth advancements, the Office of Community Engagement has met the goal of attracting 2,500 people in less than a two-week window.



Although our event was officially released to the public on May 1, the Eventbrite link to track ticket requests was launched on Monday, May 6, with an initial goal of driving demand to attract 2,500 guests. In 9 days (Wednesday, May 15) we were able to meet and surpass that goal. The new goal has been set to 4,000 attendees.



Staff released registration materials for 3 community events set to take place during the Family Festival which include,

- Glenn Heights Got Talent competition
- Glenn Heights Dessert Bake-Off and
- Grill Master of Glenn Heights BBQ Competition

Although staff marketed these items daily through social media, website, e-blasts and word of mouth, there were only 2-3 interested participants per category, leading to the non-activation of the events at this year's Family Festival.

Cinco De Mayo Celebration



The Office of Community Engagement hosted the first annual Cinco De Mayo celebration at the Ovilla Road Church of the Nazarene. Highlights include:

- 127 people in attendance
- Three (3) live entertainment groups: Mariachi Perla, Ballet Folklorica de H.A. Wooden and 2 salsa dancers from Latin Entertainment Dance Group
- Mocktail Toast commemorating 50 years of incorporation
- Grew social presence through sharing of activities via Instagram stories

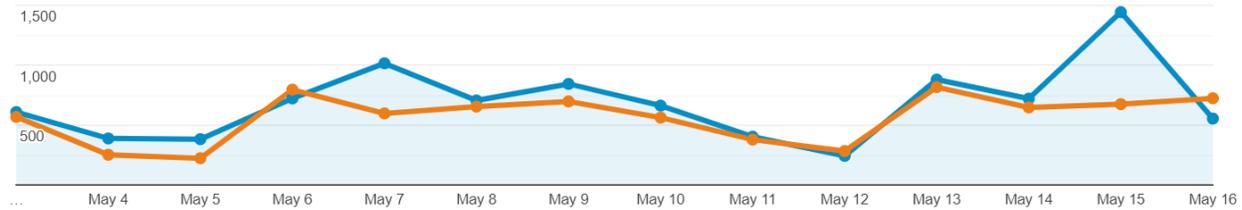


Web Page and Social Media Traffic Update (reported period: May 3 – May 16)

Web Page:

We have had a 21.55% increase in the webpage traffic during this 2-week pay period, largely due to the water bill payment cycle (79% increase) and traffic driven to the Family Festival page through digital promotions (increase of 368% over the former reporting period April 19 - May 2, 2019.)

May 3, 2019 - May 16, 2019: ● Pageviews
Apr 19, 2019 - May 2, 2019: ● Pageviews



There are 2 spikes clearly displayed, the first on May 7. This directly correlated with the launch of the Economic Development Survey Phase 2 release.

There was a spike of traffic on May 15 which directly correlated with an email blast that was sent to the City list serve.

Social Media:

Instagram growth:

The Office of Community Engagement tried a new strategy, documenting the event through Instagram stories, to drive engagement through this platform and increase followers. Overall, this proved to be successful, as we were able to drive FB traffic through our Instagram to view the event. We increased our following by 5 people over the course of this reporting period and will be launching creative activations to drive followers to this page in conjunction with Family Festival.

Facebook:

Our top performing posts on Facebook during this period were all tied to Family Festival promotions.



#1- Dru Hill promotion (May 11) [pictured to the right] 1,552 organic (non-paid) reach, 235 engagements

#2- Call for Vendors promotion (May 14)
1522 organic engagements, 67 engagements

#3- Water Main Break Announcement (May 7)
1337 organic engagements, 144 engagements

Gained 19 (totaling: 1458) fans during this 2-week period, up 1.01% from the last report.



Upcoming Events

Family Festival – June 1, 2019

Time: 4:00 p.m.- 10:00 p.m.

Location: Heritage Community Park, 400 E. Bear Creek

Family Festival is the City's premiere event. Held the first Saturday in June, this free annual day-long event is filled with engaging activities, music and dance entertainment for the young and young-at-heart. This event has historically taken a community-based approach, highlighting the best vendors and culturally diverse local acts that Southern Dallas and Ellis County have to offer.

Rescheduled: Community Clean-Up – June 29, 2019 (Tentative)

Time: 8:00 a.m. – 12:00 p.m.

Location: Heritage Community Park, 400 E. Bear Creek

City-wide event where residents can dispose of household rubbish and debris. Stations will include: Clothing, electronics and household trash, rubbish and debris. Pill Disposal will be available. Household hazardous waste disposal will be available at a later event.

FINANCE

The Audit Meeting between the City Auditor and the Audit Committee took place on May 16, 2019, to discuss the outcome of the FY 2017-2018 Financial Audit. The City had a successful FY 2017-2018 audit engagement, with no material findings and no significant deficiencies with internal controls. The City Auditor will make their presentation to the City Council at the May 21, 2019, City Council Meeting.



FIRE

May 6 – 10, 2019, Deputy Chief Keith Moore attended the TEEX-Fire Service Chief Executive Officer Training (FSCEO) at Texas A & M in College Station and obtained his FSCEO recognition.

Chief Burns attended the Dallas County Emergency Managers meeting updating the combined Hazardous Mitigation Plan.

The Live Fire training with Red Oak Fire Rescue and the Ovilla Fire Department has been tentatively rescheduled to May 28-30, 2019.

HUMAN RESOURCES

Brandi Bown joined us on May 13, 2019, as the City Secretary. Brandi has a Bachelor of Science in Business Administration. She most recently worked as an Administrative Services Coordinator in the City Manager's Office for the City of Arlington.

Rudy Tamez, Jr. will join us on May 20, 2019, as a Meter Reader/Utility Worker I in the Public Works Department.

Welcome To Our
TEAM

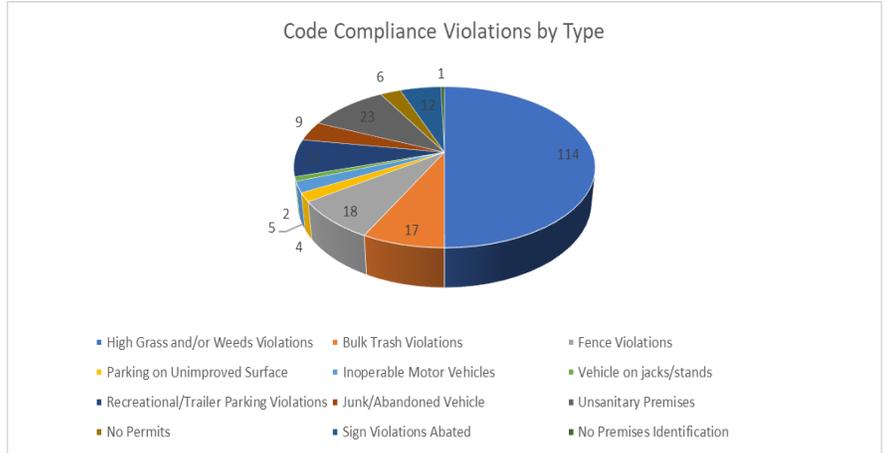
PLANNING AND DEVELOPMENT

There were 8 New Single Family Home permits issued for April 29 - May 16, 2019 with a total construction value of \$2,248,845. As of May 1, new single family home permit plan submittals are no longer being sent to Bureau Veritas for plan review and/or inspections.



CODE COMPLIANCE

TYPE OF CASES	No. of CASES
High Grass and/or Weeds Violations	114
Bulk Trash Violations	17
Fence Violations	18
Parking on Unimproved Surface	4
Inoperable Motor Vehicles	5
Vehicle on jacks/stands	2
Recreational/Trailer Parking Violations	17
Junk/Abandoned Vehicle	9
Unsanitary Premises	23
No Permits	6
Sign Violations Abated	12
No Premises Identification	1
Total	228



PUBLIC WORKS

Community Cleanup

The community cleanup has been rescheduled due to the prediction for rain. It is tentatively being rescheduled for June 29, 2019.

On May 7, 2019, there was a water main break on W. Bear Creek Rd, between Westmoreland Rd. and Cockrell Hill Rd. Approximately 20 homes generally located on the southside of W. Bear Creek Rd. west of Westmoreland Rd. were affected. Staff immediately moved to repair the line break and did so within a few hours.



POLICE



- On Monday, May 6, 2019, Deputy Chief Dooley visited with the Police Academy classes at Navarro Community College and informed the Cadets about upcoming testing opportunities at our Department.
- On Monday, May 13, 2019, the Police Department received their new load bearing vests. Load bearing vests are a safe and healthier alternative to the traditional duty belt. These vests will help reduce lower back and hip strain. They also provide for a more comfortable work environment.
- Please see attached April 2019 Report.





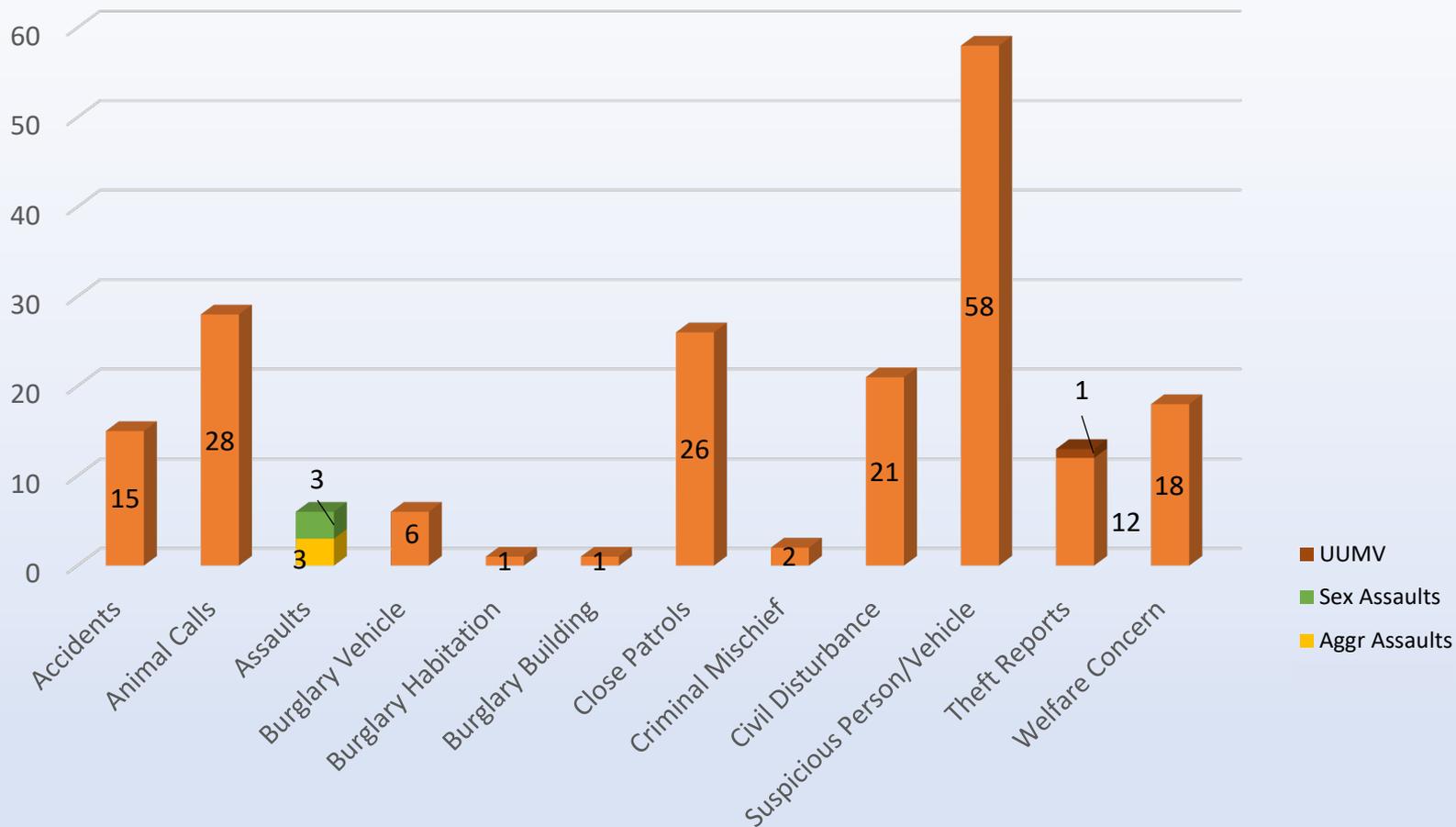
Glenn Heights Police Department

Monthly Report
April 2019



Dispatched

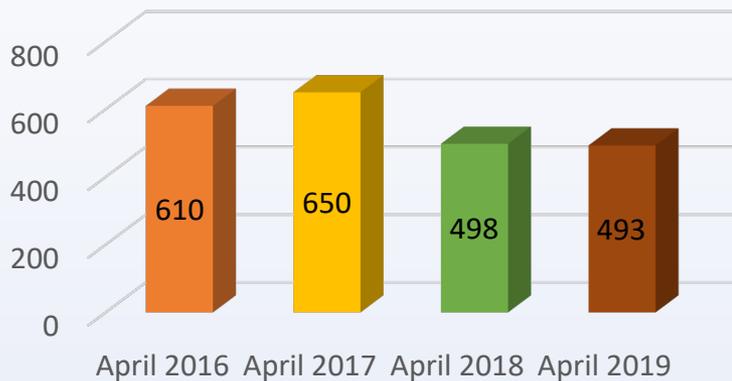
April 2019



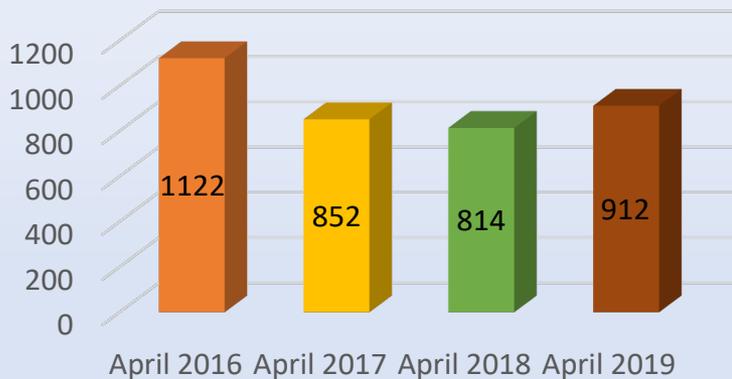


Total Calls

Dispatched



Officer Initiated



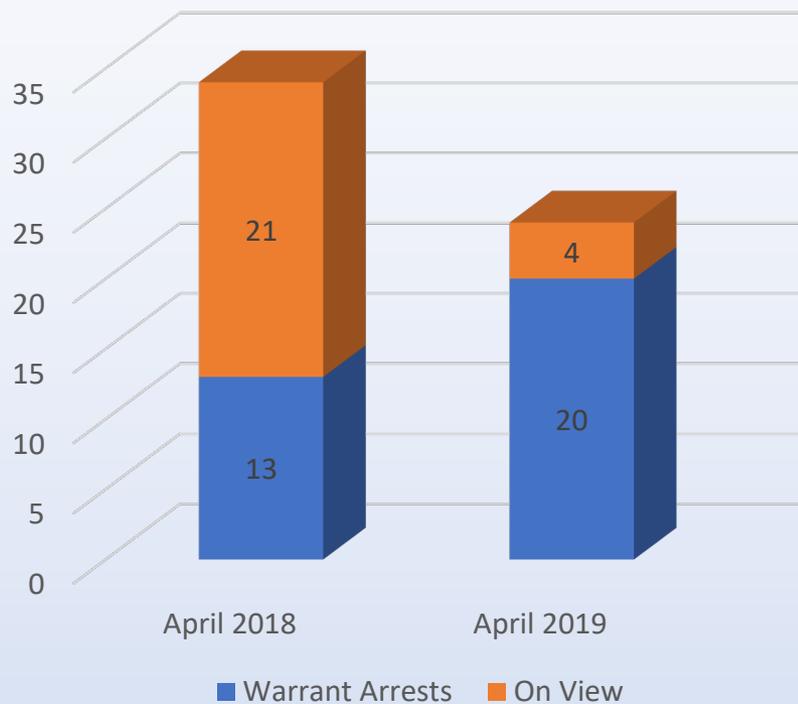
Total Calls



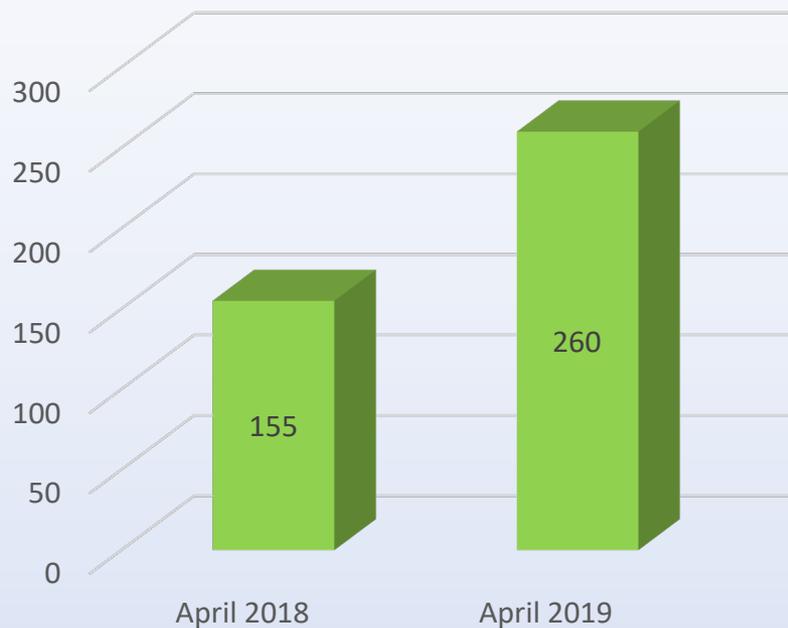


Arrests and Traffic

Arrests



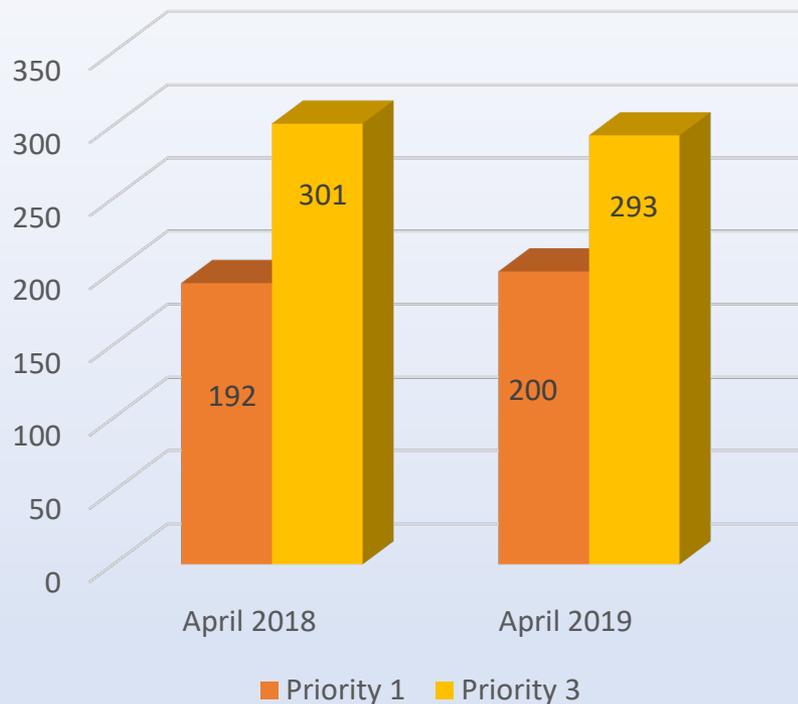
Traffic Stops



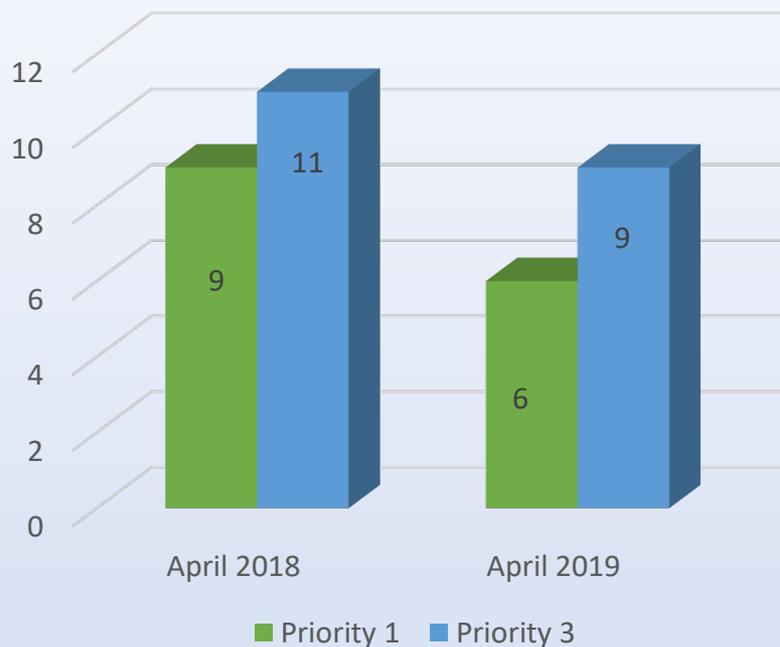


Calls by Priority with Average Response Times

Calls by Priority



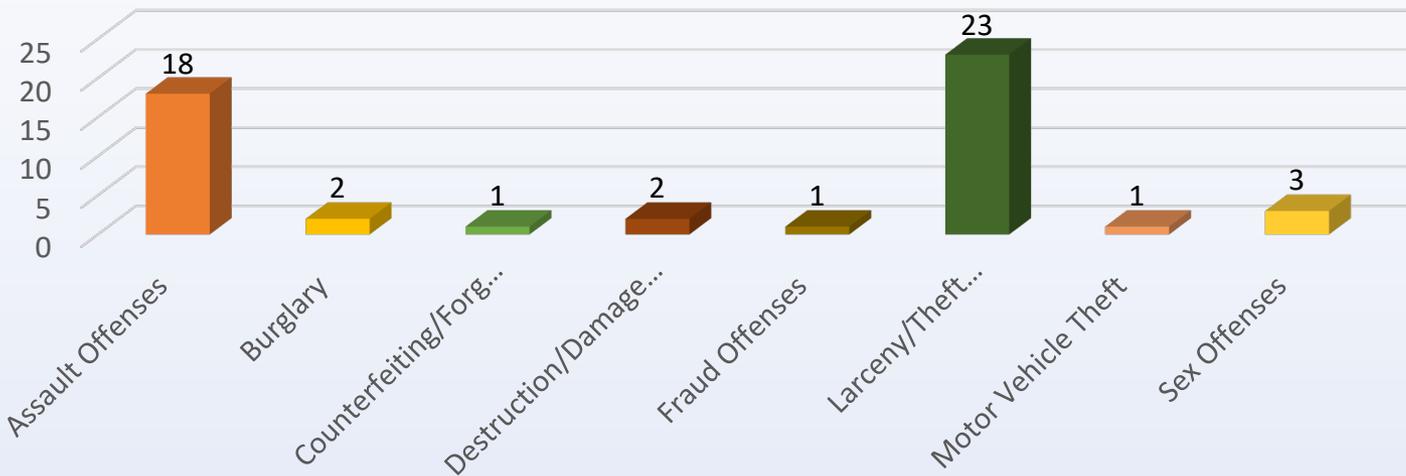
Average Response Times (minutes)





Group A Crimes

March 2019



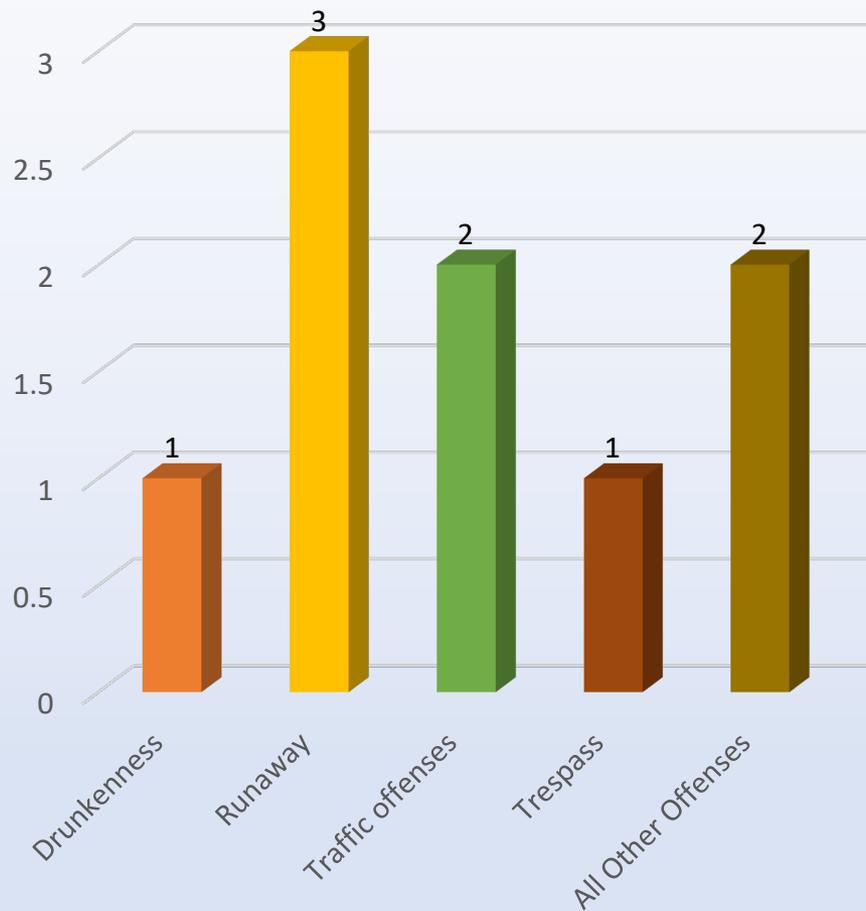
Total Group A Crimes
April



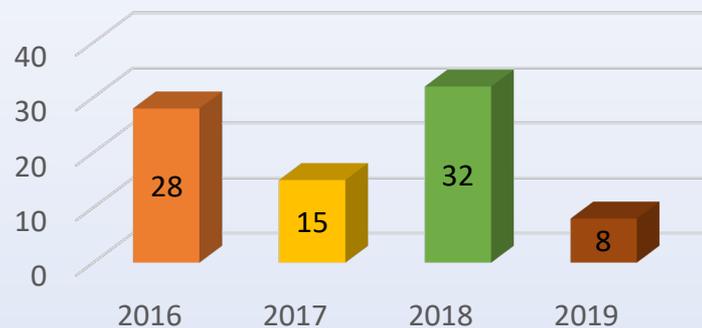


Group B Crimes

April 2019



Total Group B Crimes
April



ANIMAL CONTROL DEPARTMENT MONTHLY REPORT

Month: April 2019
Officer: M.Salmeron #408

Animal At Large	43
Wildlife Calls	1
Animal Cruelty/Welfare Concern	2
Carcass Removal	14
Animal Registrations	0 No
	Tags
Animal Bites	2
Trap Service	2
Live Stock	2
Animals Impounded	19
Impound Release	5
Written Violations (Actual Pieces of Paper)	3
Red Tags	0
Green Tags	3
Owner Surrenders	0
Court Summons/Citations	3
Special Assignments	2
TOTALS	100

NIBRS Groups for Classification of Crime

The UCR Program began using incident-based reporting (i.e., NIBRS) in 1989 to capture all offenses within an incident rather than reporting only the highest charge within an incident. Through NIBRS, LEAs report data on each offense and arrest within 24 offense categories made up of 52 specific crimes called Group A offenses. For each of the Group A offenses coming to their attention, the LEA collects administrative, offense, property, victim, offender, and arrestee information. LEAs report only arrest data for an additional 10 Group B offense categories.

When reporting data to the FBI's UCR Program via NIBRS, LE must also classify the offenses within an incident as Group A offenses or Group B offenses. Though some state and local RMSs require the same level of reporting for all offenses, NIBRS requires differing levels of detail in reporting Group A and Group B offenses.

Index crimes are the eight crimes the FBI combines to produce its annual crime index. These offenses include willful homicide, forcible rape, robbery, burglary, aggravated assault, larceny over \$50, motor vehicle theft, and arson. This information is pulled from the NIBRS reports.

In 2015, House Bill 11 (HB11) required each law enforcement agency to implement an incident-based reporting system that meets the requirements of NIBRS. The goal date for implementation is September 1, 2019. The sunset date for UCR Summary reporting is January 1, 2021.

The Glenn Heights Police Department implemented NIBRS reporting on January 1, 2018.

Group A Offenses

There are 24 Group A offense categories made up of 52 Group A offenses. The offense categories listed below are in alphabetical order.

Animal Cruelty

Intentionally, knowingly, or recklessly taking an action that mistreats or kills any animal without just cause, such as torturing, tormenting, mutilation, maiming, poisoning, or abandonment.

Arson

To unlawfully and intentionally damage or attempt to damage any real or personal property by fire or incendiary device.

Assault Offenses

An unlawful attack by one person upon another

- Aggravated Assault
- Simple Assault
- Intimidation

Bribery

The offering, giving, receiving, or soliciting of anything of value (e.g., a bribe, gratuity, or kickback) to sway the judgment or action of a person in a position of trust or influence.

Burglary/Breaking and Entering

The unlawful entry into a building or other structure with the intent to commit a felony or a theft.

Counterfeiting/Forgery

The altering, copying, or imitation of something, without authority or right, with the intent to deceive or defraud by passing the copy or thing altered or imitated as that which is original or genuine; or, the selling, buying, or possession of an altered, copied, or imitated thing with the intent to deceive or defraud.

Destruction/Damage/Vandalism of Property (except Arson)

To willfully or maliciously destroy, damage, deface, or otherwise injure real or personal property without the consent of the owner or the person having custody or control of it.

Drug/Narcotic Offenses

The violation of laws prohibiting the production, distribution, and/or use of certain controlled substances and the equipment or devices utilized in their preparation and/or use.

- Drug/Narcotic Violations
- Drug Equipment Violations

Embezzlement

The unlawful misappropriation by an offender to his/her own use or purpose of money, property, or some other thing of value entrusted to his/her care, custody, or control

Extortion/Blackmail

To unlawfully obtain money, property, or any other thing of value, either tangible or intangible, through the use or threat of force, misuse of authority, threat of criminal prosecution, threat of destruction of reputation or social standing, or through other coercive means

Fraud Offenses (except Counterfeiting/Forgery and Bad Checks)

The intentional perversion of the truth for the purpose of inducing another person or other entity in reliance upon it to part with something of value or to surrender a legal right

- False Pretenses/Swindle/Confidence Game
- Credit Card/Automated Teller Machine Fraud
- Impersonation
- Welfare Fraud
- Wire Fraud
- Identity Theft
- Hacking/Computer Invasion

Gambling Offenses

To unlawfully bet or wager money or something else of value; assist, promote, or operate a game of chance for money or some other stake; possess or transmit wagering information; manufacture, sell, purchase, possess, or transport gambling equipment, devices, or goods; or tamper with the outcome of a sporting event or contest to gain a gambling advantage

- Betting/Wagering
- Operating/Promoting/Assisting Gambling
- Gambling Equipment Violations
- Sports Tampering

Homicide Offenses

The killing of one human being by another

- Murder and Non-Negligent Manslaughter
- Negligent Manslaughter
- Justifiable Homicide (Not a Crime)

Human Trafficking Offenses

The inducement of a person to perform a commercial sex act, or labor, or services, through force, fraud, or coercion

Human trafficking has also occurred if a person under 18 years of age has been induced, or enticed, regardless of force, fraud, or coercion, to perform a commercial sex act

- Human Trafficking, Commercial Sex Acts
- Human Trafficking, Involuntary Servitude

Kidnapping/Abduction

The unlawful seizure, transportation, and/or detention of a person against his/her will or of a minor without the consent of his/her custodial parent(s) or legal guardian

Larceny/Theft Offenses

The unlawful taking, carrying, leading, or riding away of property from the possession or constructive possession of another person

- Pocket-picking
- Purse-snatching
- Shoplifting
- Theft From Building
- Theft From Coin-Operated Machine or Device
- Theft From Motor Vehicle (except Theft of Motor Vehicle Parts or Accessories)
- Theft of Motor Vehicle Parts or Accessories
- All Other Larceny

- Motor Vehicle Theft
 - Automobiles
 - Buses
 - Recreational Vehicles
 - Trucks
 - Other Motor Vehicles—other motorized vehicles, e.g., motorcycles, motor scooters, trail bikes, mopeds, snowmobiles, all-terrain vehicles, or golf carts whose primary purpose is to transport people

Pornography/Obscene Material

The violation of laws or ordinances prohibiting the manufacture, publishing, sale, purchase, or possession of sexually explicit material, e.g., literature or photographs

Prostitution Offenses

To unlawfully engage in or promote sexual activities for anything of value

- Prostitution
- Assisting or Promoting Prostitution
- Purchasing Prostitution

Robbery

The taking or attempting to take anything of value under confrontational circumstances from the control, custody, or care of another person by force or threat of force or violence and/or by putting the victim in fear of immediate harm

Sex Offenses

Any sexual act directed against another person, without the consent of the victim, including instances where the victim is incapable of giving consent

- Rape (except Statutory Rape)
- Sodomy
- Sexual Assault With An Object
- Fondling
- Sex Offenses, Non-Forcible
 - Incest
 - Statutory Rape

Stolen Property Offenses

Receiving, buying, selling, possessing, concealing, or transporting any property with the knowledge that it has been unlawfully taken, as by burglary, embezzlement, fraud, larceny, robbery, etc.

Weapon Law Violations

The violation of laws or ordinances prohibiting the manufacture, sale, purchase, transportation, possession, concealment, or use of firearms, cutting instruments, explosives, incendiary devices, or other deadly weapons

Group B Offenses

There are 10 Group B crime categories encompassing offenses not considered Group A offenses.

Bad Checks (except Counterfeit Checks or Forged Checks)

Knowingly and intentionally writing and/or negotiating checks drawn against insufficient or nonexistent funds.

Curfew/Loitering/Vagrancy Violations

The violation of a court order, regulation, ordinance, or law requiring the withdrawal of persons from the streets or other specified areas; prohibiting persons from remaining in an area or place in an idle or aimless manner; or prohibiting persons from going from place to place without visible means of support

Disorderly Conduct

Any behavior that tends to disturb the public peace or decorum, scandalize the community, or shock the public sense of morality.

Driving Under the Influence

Driving or operating a motor vehicle or common carrier while mentally or physically impaired as the result of consuming an alcoholic beverage or using a drug or narcotic

Drunkenness (except Driving Under the Influence)

To drink alcoholic beverages to the extent that one's mental faculties and physical coordination are substantially impaired

Family Offenses, Nonviolent

Unlawful, nonviolent acts by a family member (or legal guardian) that threaten the physical, mental, or economic well-being or morals of another family member and that are not classifiable as other offenses, such as Assault, Incest, and Statutory Rape

Liquor Law Violations (except Driving Under the Influence and Drunkenness)

The violation of laws or ordinances prohibiting the manufacture, sale, purchase, transportation, possession, or use of alcoholic beverages

Peeping Tom

To secretly look through a window, doorway, keyhole, or other aperture for the purpose of voyeurism

Trespass of Real Property

To unlawfully enter land, a dwelling, or other real property

All Other Offenses

All crimes that are not Group A offenses and not included in one of the specifically named Group B crime categories listed previously.