

# **Pet Registration Ordinance Change**

**Presented to City Council  
March 21<sup>st</sup>, 2011**

## **BACKGROUND**

- 2009 – Changed from a \$1.00 annual registration fee to a two-tiered fee structure of \$5.00 per year for spayed/neutered pets and \$10.00 per year for 'intact' pets. Senior Citizens may register their pets for free.
- Approximately 3,000 pets are registered annually.

## **ORDINANCE CHANGE WILL IMPROVE REGISTRATION COMPLIANCE**

- Online registration convenience.
- Allow veterinarians to participate in the registration process.
- Allow for online commerce - simplifying cash handling process.

## **CURRENT ORDINANCE 5-9(e)**

Proof of current rabies vaccination of an animal is required before a registration/tag will be issued by the City. The owner may register an animal:

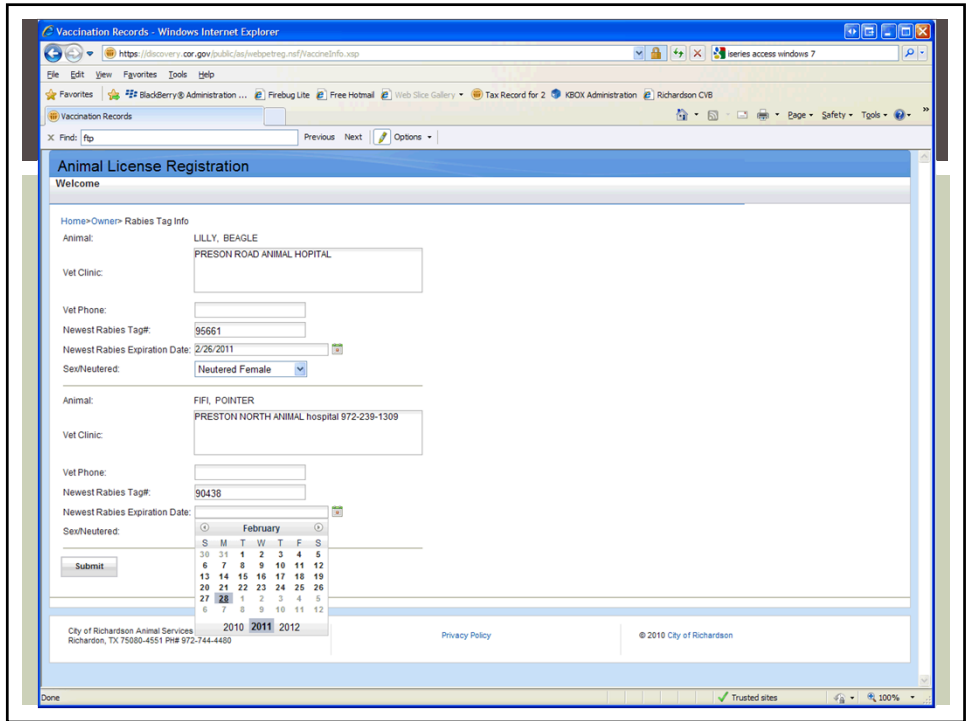
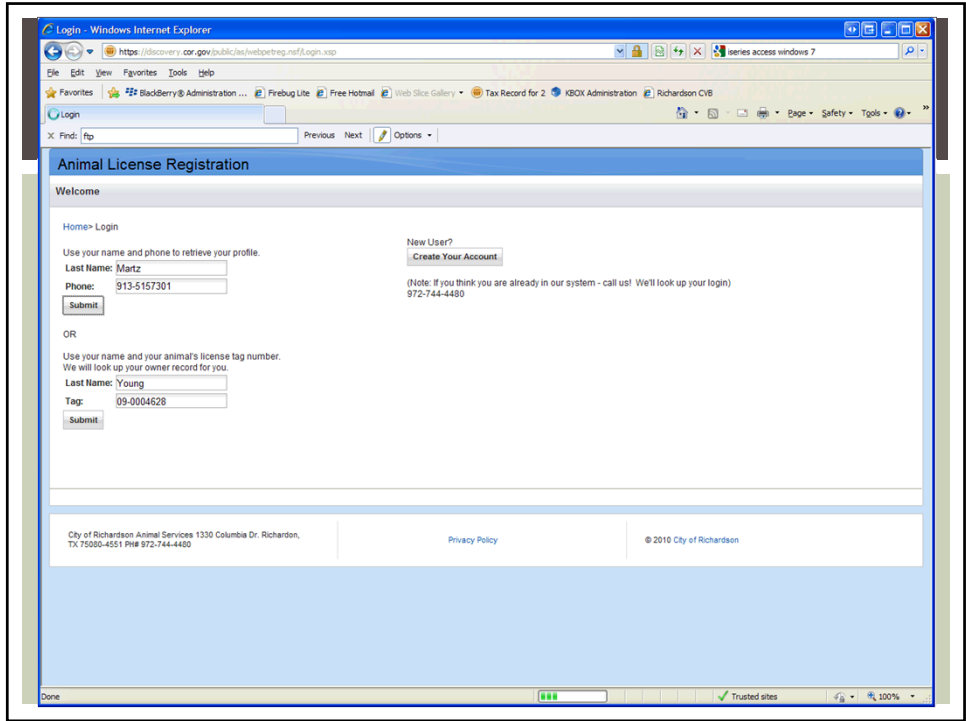
- In person at the Health Department or Animal Shelter; or
- Via standard U.S. mail.

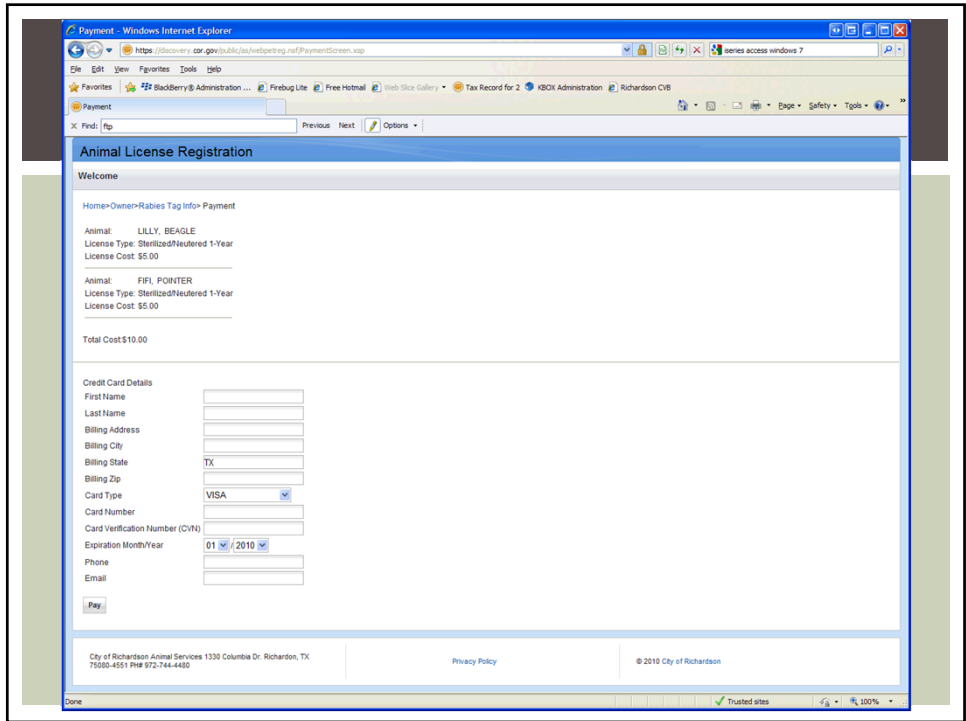
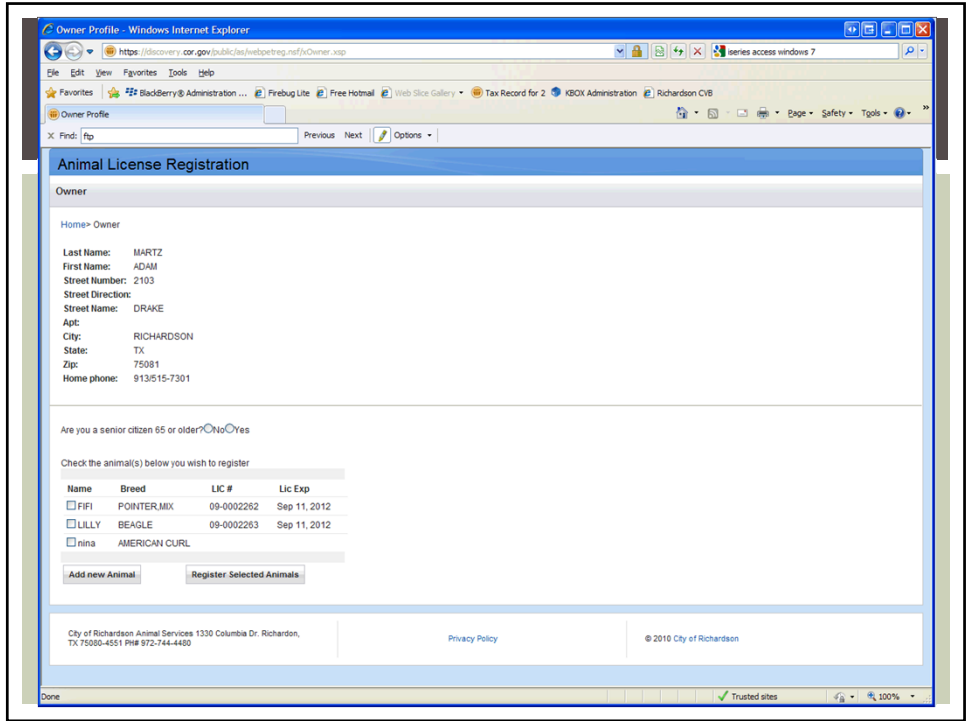
## PROPOSED ORDINANCE 5-9(e)

Proof of current rabies vaccination of an animal is required before a registration/tag will be issued by the City. The owner may register an animal:

- In person at the Health Department or Animal Shelter
- Via standard U.S. mail
- At a participating veterinarian
- Online through the City web page  
*City will verify rabies vaccination before issuing tag*

The screenshot shows a web browser window titled "Animal License Registration Home - Windows Internet Explorer". The address bar shows the URL: <https://discover.cdr.gov/3/3k/3a/webpetreg.nsf/>. The page content includes a "Welcome" section with a question: "Have you ever registered one of your animals at a City of Richardson building or online?". Below this are three radio button options: "Yes" (Let us look up your account), "Maybe" (Let us check for an account), and "No" (Create a new account). A "Return Policy" section states: "All purchases of licenses are final. No refunds are provided. After purchase, a license will be mailed to your address." A "What are they?" section explains: "I.D. Tags contain the shelter phone number, a license number for your pet, and the registration year. This information will be used by shelter staff in returning your pet to you should it be found." A "Why does my pet need a city registration?" section states: "The City of Richardson Animal Ordinances Section 5-9 requires that all animals capable of transmitting rabies including dogs and cats are required to be vaccinated against rabies and registered with animal services." A "How much does a city registration cost?" section lists: "Spayed/Neutered Pets: \$5.00 per year", "Unspayed/Unneutered Pets: \$10.00 per year", and "Residents 65 years old and older: Free registration". The footer contains contact information for the City of Richardson Animal Services (1320 Columbia Dr, Richardson, TX, 75080-4551, phone 972-744-4400), a "Privacy Policy" link, and a copyright notice for 2010 City of Richardson. The browser status bar at the bottom shows "Done" and "Trusted sites".





## SUMMARY

- Online registration will make it easier for citizens to register their pet.
- Expect an increase in the number of registrations when the ordinance change is accompanied with an aggressive education campaign.
- Facilitate online commerce & improve efficiency.



# Fire Department




## Summary of 2010 and Current Events

March 21, 2011

### AWARDS BANQUET

#### ACHIEVEMENT & RECOGNITIONS FROM 2010

● Life Saving Pin	23 Firefighters, 1 Public Safety Telecommunicator
● Instructor	1
● Special Operations	14
● Master Firefighter	6
● Advanced Firefighter	1
● Intermediate Firefighter	4
● Paramedic Certification	6
● Educational Achievements	6



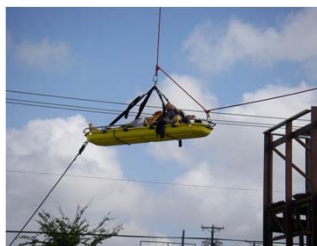
**\*\*CFAAA helped coordinate and run the event**

## CURRENT RFD CERTIFICATIONS

○ Firefighter	150
Basic: 34	
Intermediate: 43	
Advanced: 56	
Master: 17	
○ Driver/Operator	102
○ Fire Inspector	13
○ Fire Service Instructor	64
○ Fire Investigator	13
○ Arson Investigator	4
○ Hazmat Technician	62
○ Fire Officer	37

## EMS CERTIFICATIONS

○ EMS Instructor	11
○ Paramedic	123
○ EMT-Basic	17





## EMS



- ◉ Placed new ambulance (A-35) in service as part of the F.D. Fleet Replacement Program
- ◉ Acquired, trained on, and placed in service new state of the art cardiac monitor/ defibrillators largely in part of utilizing \$280,000 grant
- ◉ Updated policies and procedures for controlled substance record keeping, storage and disposal
- ◉ Completed in service of power operated patient cots
- ◉ All personnel completed 48 hours of EMS continuing education

## EMS

(CONTINUED)

- ◉ North Central Texas Trauma-Regional Advisory Council(NCTT-RAC)
- ◉ Allocation Uses: \$10,010.79
  - Tactical Paramedic Gear
  - Tank Boss-oxygen cinder lift that helps lift, transport, and load O2 tank into ambulance
  - Windshield for EMS Special Events Unit





## EMS

(CONTINUED)

### ◉ AHA Dallas Caruth Initiative:

- \$5,000.00 initially + \$400 per quarter/per ambulance (\$1600.00)
- STEMI- S.T. elevation myocardial infarction
- Money goes to fund cardiac care/research
- Transmits information from ambulance to hospital
- Will supplement funding of supplies for monitor/defibrillators (LIFEPAK 15)
- Hospitals and EMS staff work together



## EMS ADVANCEMENTS

- Methodist Richardson Medical Center (MRMC)
- Cardiac care and treatment coordination
- National standard from ER to Cardiac Catheterization Lab is 90 minutes.
- RFD working with MRMC routinely fall well within the standard
- Richardson Fire Department EMS working closely with our local hospital has lead to several lives saved

## SPECIAL OPERATIONS CERTIFICATION TRAINING

● Confined Space	20
● Trench Rescue	13
● Swift Water	6
● HazMat Certification School	3
● Rope Rescue Operations	3
● Vehicle and Machinery Rescue	3
● Rope Rescue Technician	3



## FIRE INSPECTION ACTIVITY

■ Company in-service surveys:	4045
■ FMO Inspections	332
■ FMO Re-Inspections	526
■ Certificate of Occupancy Inspections	516
■ Fire Code Compliance Investigations	110



## PERMITS ISSUED

⦿ Underground Storage Tanks	8
⦿ Above Ground Storage Tanks	10
⦿ Explosive Transportation	2
⦿ Outdoor Burning	10
⦿ Tents	15
⦿ Fire Lane Access Gates	25
⦿ Fire Sprinklers	172
⦿ Underground Fire Line:	43
⦿ Battery System	1
⦿ Standpipe	2
⦿ Cleaning Agents	6
⦿ Cleaning Agents	6
⦿ Fire Alarm Systems	162
⦿ Kitchen Hood Suppression	17
⦿ Knox Box	87
⦿ Other	51



## INVESTIGATIONS

⦿ Structure Fires	64
⦿ Vehicle Fires	58
⦿ Outside Fires	16
⦿ Trees, Grass, Brush Trash	24
⦿ Bomb Threats	4
⦿ Spills/Leaks	2
⦿ Total Investigation Hours	854
⦿ Offense Reports Filed	7
⦿ Fire Counseling	33



## PLAN REVIEWS

◉ Fixed Suppression Systems/Alarms	483
◉ Hazardous Materials Site Assessments	31
◉ Fire Prevention Programs FMO	87
◉ Fire Program Attendance	9603

## FIRE OPERATIONS ACTIVITY *FIRES*

◉ Structure Fires	65
◉ Vehicle Fires	46
◉ Outside Fires	70
◉ Construction Equipment, Boats, Etc.	7
◉ Unclassified	13

◉ **Total All Fires**  
**201**



## FIRE OPERATIONS ACTIVITY

(CONTINUED)

⦿ Emergency Medical	6,132
⦿ False Calls	900
⦿ Mutual Aid Given	49
⦿ Hazardous Materials Responses	163
⦿ Arcing Wires, Power lines Down	347
⦿ Other (smoke scares, lock-outs, animal rescues, etc.)	831
<b>Total For All Incidents</b>	<b>8,623</b>

## FALSE CALL BREAKDOWN

⦿ Malicious/Mischievous	24
⦿ System Malfunction	325
⦿ Unintentional	440
⦿ Other	111



## FIRE LOSS DETAIL

### Incendiary

- Structure Fire \$10,000 Loss
- Vehicle Fire \$20,150 Loss
- Other \$0 Loss

### All Fires

- Property exposed to fire \$106,874,686
- Property lost \$2,525,874
- Property saved by suppression efforts \$104,348,812



## FIRE SERVICE EXPOSURES, INJURIES AND ACCIDENTS

- Non-Fatal FF injuries during all types of duty **7**
- Wound/Cut **1**
- Heart Related **1**
- Strain/Sprain/Muscular Pain **5**
- # injuries resulting in lost time from work **3**
- # of shifts lost as a result of injuries **6-24hr shifts**
- VEHICLE ACCIDENTS **1-no injuries**

## FACILITIES

- ◉ Station #4 programming and initial design



- ◉ Training center programming started

## RECRUITMENT

- ◉ 700 Applications
- ◉ 103 To Physical Assessment
- ◉ 73 To Oral Boards
- ◉ 13 Hired January 6, 2011



\*Currently in RFD Recruit Academy for 15 weeks. (Expected graduation: May 5, 2011)





## TRAINING

- 12 (4) Hour EMS continued education per month
- 20 hours/month each FF minimum training (ISO)
- National Fire Academy Executive Development
  - Executive Leadership
  - Executive Planning
  - Leadership & Administration
  - Fire Service Financial Management
  - Leadership Strategies for Community Risk Reduction
  - Command and Control



## PROFESSIONAL ASSOCIATIONS

- **Chief-Palomba**: Dallas County Fire Chiefs Association Executive Board
- **Asst. Chief-Dossett**: President of Texas Fire Marshals Association
- **Asst. Chief-Hotz**: Dallas County Mutual Aid Committee
- **Fire Protection Specialist-Epstein**: VP FPANT
- **Battalion Chief-Kutz**: Texas Task Force 2-USAR
- **Battalion Chief-Poovey**: Secretary of Dallas County Fire Chiefs, Leadership Richardson, Biotel Committee, AHA Planning Committee
- **Deputy Fire Marshal-Caskey**: President of North Texas Fire Investigator Association

## CURRENT EVENTS

- ⦿ Implementing FireHouse software for incident reporting
- ⦿ Updating strategic plan
- ⦿ Recruit training
- ⦿ Courage to be safe
- ⦿ Station 4
- ⦿ Training Center
- ⦿ Mutual Aid update



## DALLAS COUNTY MUTUAL AID PLAN

- ⦿ Current plan approved in 1984
- ⦿ 29 member agencies
- ⦿ DCFCA Mutual Aid Committee worked with the law firm of Nichols, Jackson, Dillard, Hager and Smith
- ⦿ Approved by DCFCA on March 18, 2010



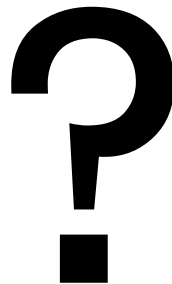
## **DALLAS COUNTY MUTUAL AID PLAN**

(CONTINUED)

### Updates from original agreement


- ⦿ Document includes a requirement that all jurisdictions operate under a National Incident Management System (NIMS)
- ⦿ Update, define, acknowledging all services provided by fire departments
- ⦿ Inclusion of wording compliant with the FEMA policy on monetary reimbursement as a result of a presidential declared disaster

## **QUESTIONS**

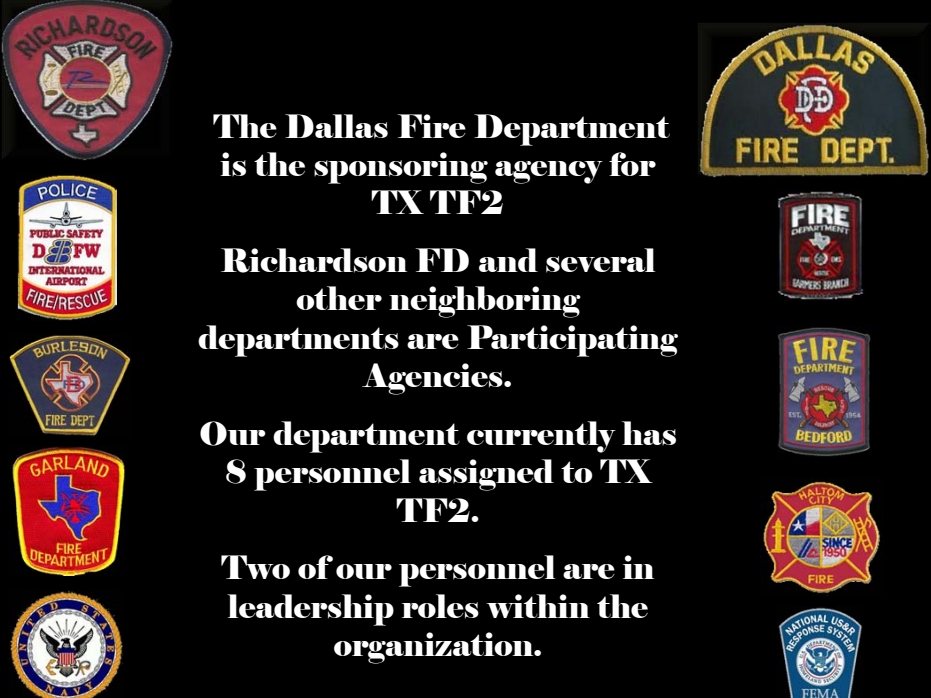




# TEXAS TASK FORCE 2



- TX TF 2 is a new division of Urban Search and Rescue
- The Task Force has 3 teams: Red, White & Blue.
- Each team consists of 70 personnel, staffing various specialty positions.



**The Dallas Fire Department is the sponsoring agency for TX TF2**

**Richardson FD and several other neighboring departments are Participating Agencies.**

**Our department currently has 8 personnel assigned to TX TF2.**

**Two of our personnel are in leadership roles within the organization.**

## **The Benefits to our Participation with TX TF2**

- The City of Richardson will be reimbursed by the City of Dallas for expenses incurred during deployments of our personnel.
- Our members will gain training which goes beyond the capabilities of the average firefighter.
- It will increase our first responder preparedness for disasters within our city.
- Because our department has personnel in leadership roles within the Task Force, we will have more control in decisions that may affect outcomes to incidents within the City of Richardson.
- Most of the emergencies TX TF2 will respond to will be high profile emergencies and disasters; gaining news coverage throughout the state and possibly the nation. This media exposure will give our department and city media exposure as a regional team player.
- The training our members will receive will increase our inter-city and inter-departmental relationships with our neighboring cities.

# TX TASK FORCE 2

RESPONDS TO ALL TYPES OF DISASTERS THROUGHOUT THE STATE

# TORNADOES



**East Texas 2010**



**USAR Colorado TF-1  
Tornado Rescue**

# FLOODS



**Prairie Creek  
Richardson, TX  
2007**



**Richardson Fire  
Department**

# WIDE AREA SEARCH



**California Wildfires 2008**  
**Los Angeles USAR**



**Hurricane Katrina**  
**2005**

# HURRICANES



**Hurricane Ike-Texas Gulf Coast 2008**



**FEMA Indiana USAR TF1 Searches for Residents in Sabine Pass, TX**  
**Hurricane Ike 2008**

# BUILDING COLLAPSES



**Houston Building Collapse  
2009**



**Texas TF1 USAR NYC Sept. 11,  
2001**



# Virtual Computing Company



## Economic Development Status Report

City of Richardson, Texas  
City Council Work Session  
Monday, March 21, 2011



## Successful Recruitment

- Tuesday, March 15, the Governor announced State of Texas support for the business recruitment of Virtual Computing Environment (VCE) to Texas – and to the City of Richardson.
- VCE represents a new breed of information technology company focused on “**cloud computing**” – a new format of information technology products & service delivery.
- The Richardson Economic Development Partnership has actively recruited this new company.
- Active nationwide competition including California, Georgia, Utah, and Massachusetts



## “Cloud Computing”

- Many, many definitions...
- Simply: Cloud Computing offers the ability to access software or information that can be delivered on-demand, over the internet, without the need to store it locally.
- More: It gains quick complexity as you consider public and private clouds; and a host of information technology tasks\* that happen out-of-sight/out-of-mind on someone else’s equipment
- \* *transmission, storage location, storage devise, security, application programs, data integration, system management, etc.*



**Bloomberg  
Businessweek**

## Cloud Computing:

*Bloomberg Businessweek Cover Story for March 7-13, 2011*

- Very contemporary business topic – seven page article by Ashlee Vance
- ***“What’s different this time – as compared with the rise of the mainframe or PC – is scale. As the consumer Web exploded, the global mass of computer data went supernova. This year, according to IDC, the world’s digital universe will reach 1.2 zettabytes, or 1.2 quadrillion megabytes. If you take every word ever written in every language, it’s about 20,000 times that.”***



## Bloomberg Businessweek

### Cloud Computing:

*Bloomberg Businessweek Cover Story for March 7-13, 2011*



- “Things are downright Darwinian right now” says Mike Olson, the CEO of Cloudera, a start-up that specializes in data analytics software. **“There hasn’t been this type of Cambrian explosion in corporate technology in 20 years.”**
- **\$149 billion:** projected market in cloud computing in 2014, according to Gartner Corp.
- **60 million:** approximate number of servers in use globally, based on data from McKinsey and IDC.
- **70%:** Estimated share of work done with “virtualized” software on new servers in 2014, according to IDC.



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## Cloud Market Insights


IDC (International Data Corporate)  
Global Market Analysis Services: Cloud Research

- **“Recent IDC cloud research shows that worldwide revenue from public IT cloud services exceeded \$16 billion in 2009 and is forecast to reach \$55.5 billion in 2014, representing a compound annual growth rate of 27.4%.**
  - *This rapid growth rate is over five times the projected growth for traditional IT products (5%).*
- **The economic downturn has amplified cloud services adoption due to the cost-cutting mantra of most organizations.”**



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**Bloomberg Businessweek** The Players: Cloud Computing



**The People who Rule the Atmosphere**

- Amazon
- Google
- Microsoft
- Salesforce.com
- Rackspace
- IBM
- HP
- EMC
- ATT & Verizon
- VMware
- Dell
- Cisco

**ARM DEALERS**

John Chambers, Cisco Systems

**INCUBENTS**

Randall Stephenson, AT&T

**Richardson Connections**

**INCUBENTS**

Joseph Tucci, EMC

**Others Underway...**



**INCUBENTS**

Paul Maritz, VMware

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## VCE: Introduced

- Nov. 2009 – Cisco and EMC, together with VMware and Intel announce their *Virtual Computing Environment* coalition to accelerate data center virtualization and private cloud infrastructures.
- May 2010 – Cisco and EMC announce the recruitment of Michael Capellas to lead VCE Coalition and the formation of new company to deliver services – “Acadia”.
- Jan. 2011 – Acadia is rebranded and expanded to become **The Virtual Computing Environment Company**.
- March 2011 – Richardson is announced as a new headquarters location for VCE.

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## Michael D. Capellas, Chairman & CEO for VCE

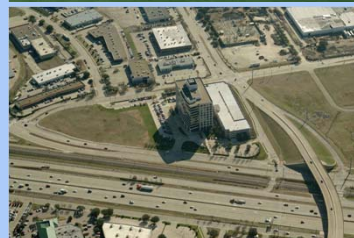
- Michael Capellas is a veteran high-tech executive
- Prior leadership:
  - Chair/CEO - Acadia
  - Chairman/CEO – First Data Corp.
  - CEO - MCI
  - Chairman – Worldcom
  - President – Hewlett-Packard
  - President/CEO – Compaq
  - CIO/COO - Compaq



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## Richardson Location: Collins Crossing Building 1500 N. Greenville Ave. at Collins Rd.

- VCE Occupancy - Feb. 2011
  - 87,650 sf of this 298,000 sf Class A bldg. (30%)
  - 8 year lease with renewals
  - 434 employees/avg. wage \$128K+
  - \$35 million in capital investment
- Owned by Franklin St. Partners/  
Transwestern as office broker
  - 2010 Real Appraisal Value at \$16 million
  - 9 yr. prior annual average: \$30.5 million
  - High of \$41 million
- Other Collins Crossing office tenants:
  - Id Software
  - ARGO Data Systems



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## Recruitment Support State of Texas

- \$2.45 million from Texas Enterprise Fund to VCE
- TEF fund established in 2003 for interstate business recruitment – compliments local incentive efforts. Leverages local support efforts.
- VCE represents the fourth TEF support to Richardson-based business recruitments: UTDallas (for Texas Instruments), Rockwell Collins & Bank of America (formerly Countrywide Home Loans)
- Richardson is in the Top-Five cities in TEF awards



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## Recruitment Support Terms City of Richardson

- City utilizing a “gain-sharing” approach
- Local Support Elements:
  - Real Tax Rebate for initial lease: 25% of building value above current 2010 appraisal \$16 million
  - Business Personal Property tax rebate for initial lease period: 50% of new BPP placed at site
  - Two grants of \$250,000 for business set-up/initial capital investments
  - Requirement to maintain occupancy
  - Upcoming City Council action to authorize formal E.D. agreement



Support Element	Value
Real Tax Rebate (if \$30.5 mil / 25% / 8 yrs.)	\$227,070
BPP Tax Rebate (if \$15 mil/50%/8 yrs.)	\$476,370
Grants	\$500,000
	<b>\$1,203,440</b>

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## Support Benefits

- City gains benefit of un-rebated new property taxes
- City maintains base-building value stability
- Enhanced tax base impacts from significant business-to-business and employee multipliers

Benefits	Value
Real Tax Remainder (if \$30.5 mil / 75% / 8yrs.)	\$681,210
BPP Tax Rebate (if \$15 mil/50%/8yrs.)	\$476,370
Sub-total	1,157,580
<i>Sustained Base Bldg.</i>	<i>\$823,168</i>
<i>Total</i>	<i>\$1,980,748</i>
<i>Business Multiplier</i>	<i>Significant</i>
<i>Employee Multiplier</i>	<i>Significant</i>

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## Synergy Impact

- National placement of Richardson, Tx. in *Cloud Computing* – dynamic / evolving business sector
- Builds on great presence of Cisco Systems – will include shared space for VCE on Cisco Campus
- Management and Information Technology partnerships with UTDallas
- Office lease space absorption
- Strong employment impact
- Likely enhanced data center use impacts – already nine in Richardson including 110-acre Richardson DataCenter Park (DRT)



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## Summary

- REDP is excited to continue to position Richardson's Telecom Corridor as prime location for technology innovation
- Appreciate State of Texas as TEF partner in strategic business recruitments
- Active upcoming effort of REDP to introduce VCE to area companies



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