

PLANO CITY COUNCIL

WILL CONVENE INTO EXECUTIVE SESSION AT 5:00 P.M. ON MARCH 25, 2013, FOLLOWED BY THE PRELIMINARY OPEN MEETING IN THE PLANO MUNICIPAL BUILDING, 1520 K AVENUE, IN COMPLIANCE WITH VERNON'S TEXAS CODES ANNOTATED, GOVERNMENT CODE CHAPTER 551 (OPEN MEETINGS ACT), AS FOLLOWS:

Mission Statement: The City of Plano is a regional and national leader, providing outstanding services and facilities through cooperative efforts that engage our citizens and contribute to the quality of life in our community.

EXECUTIVE SESSION

- | | | | |
|-----|--|-----------|---------|
| I. | Legal Advice | Wetherbee | 15 min. |
| | a) Respond to questions and receive legal advice on agenda items | | |
| | b) Regulation of credit access businesses | | |
| II. | Deployment/Implementation of Security Devices and Personnel | Rushin | 30 min. |

PRELIMINARY OPEN MEETING

- | | | | |
|------|--|--------------|---------|
| I. | Consideration and action resulting from Executive Session discussion | Council | 5 min. |
| II. | DART Report | Paul Wageman | 10 min. |
| III. | Briefing re 2013 Mosquito Management Program | Heinicke | 15 min. |
| IV. | Discussion and Direction re City of Plano Logo and Tag Line | Glasscock | 15 min. |
| V. | TxDOT Expansion of US Highway 75 in Plano, Allen and Fairview | Cosgrove | 10 min. |
| VI. | Council items for discussion/action on future agendas | Council | 5 min. |
| VII. | Consent and Regular Agendas | Council | 5 min. |

In accordance with the provisions of the Open Meetings Act, during Preliminary Open Meetings, agenda items will be discussed and votes may be taken where appropriate.

Municipal Center is wheelchair accessible. A sloped curb entry is available at the main entrance facing Municipal/L Avenue, with specially marked parking spaces nearby. Access and special parking are also available on the north side of building. The Senator Florence Shapiro Council Chambers is accessible by elevator to the lower level. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by calling the City Secretary at 972-941-7120.

West Nile Virus Overview



Environmental Health Department
March 25, 2013 City Council Meeting

What is West Nile Virus?



- West Nile Virus (WNV) is a mosquito-borne virus that can infect humans, birds, horses and other mammals.

How is West Nile Virus Spread?

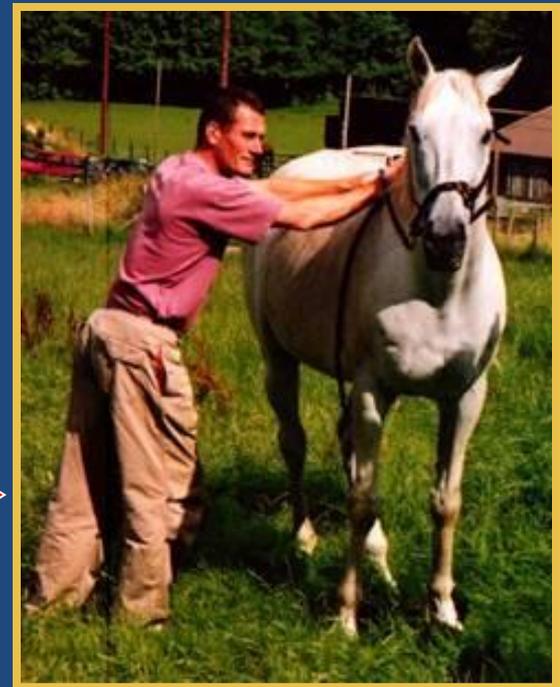


Bird has WNV



Mosquito feeds on bird with WNV

Mosquito then bites and infects human, horses and other animals with WNV



WNV By the Numbers

Plano – 2012

- 7 of 80 mosquito samples WNV+ (May – Sept)
- 28 cases WNV illness reported (July – Sept)
 - 19 WNF – 68%
 - 9 WNND (2 deaths) – 32%
- Texas: 1,800 + cases; 54% WNF, 46% WNND
 - Dallas Co: 400+ cases; 55% WNF, 45% WNND
 - Denton Co: 200 cases; 70% WNF, 30% WNND
 - Tarrant Co: 260+ cases; 60% WNF, 40% WNND
 - Collin Co: 76 cases; 70% WNF, 30% WNND

Plano Integrated Mosquito Management Program

- Monitoring
 - City Crews
 - Citizens
- Prevention
 - Public Education
 - Habitat Reduction
 - Larviciding
- Additional Response
 - Adulticide (Mosquito Spraying)

Monitoring

- Fixit Plano
 - Reports of dead birds
- Mosquito Trapping sites
 - Historic locations
 - Additional identified sites
- Identifying obstructed waterways
 - Drainage
 - Storm Water Program

Monitoring

Fix It Plano

NEW REQUEST

Map Satellite

REQUEST TYPE: None STATUS: Open

SORTING BY: Most Recent

- Unimproved Parking Surface**
1504 E Parker Rd Plano, TX 750...
- Unimproved Parking Surface**
Parker Towne Centre Plano, TX...
- Potholes**
3405-3467 Shiloh Rd, Plano, TX, USA
REPAIR I 1 1
- Sidewalk sinking section**
2212 Chadbourne Dr, Plano, TX...
REPAIR I 2 1
- Sidewalks**



Monitoring



“Before”



“After”

Prevention

- Remember the 3D's & R
 - Dusk and Dawn
 - Dress
 - Drain
 - Repellent

Prevention

**Protect yourself
from the West
Nile virus
with the 4 D's.**



- 1 Stay indoors at Dusk and Dawn.**
This is the time of day that mosquitoes are most active.
- 2 Dress** in long sleeves/pants, loose and light-colored clothing when outdoors.
- 3 Defend** yourself from mosquitoes by using an insect repellent that contains DEET, Picaridin, or Oil of Lemon Eucalyptus. Follow label instructions.
- 4 Drain** standing water in your yard and neighborhood. Also make sure that flower pots, water dishes, bird baths, and wading pools are properly drained so they are not breeding grounds for mosquitoes.



West Nile Hotline: (972) 941-7180

www.plano.gov/health



Prevention

Search our site [Contact Us](#) [Site Map](#) [Calendar](#) [Weather Forecast](#) *Connect WITH US* [f](#) [t](#) [v](#) [s](#)

PLANO TEXAS

PLANO HELP CENTER
How may we help you?

HOME GOVERNMENT DEPARTMENTS RESIDENTS BUSINESS 

VIRTUAL RESIDENTS GUIDE NOTIFY ME PAY WATER BILL PLANO VIDEOS REQUEST CITY SERVICES

Department Home
West Nile Virus Advisory

You are here: Home > Departments > Departments A - O > Environmental Health > Mosquito & Rodent Control > West Nile Virus Advisory

West Nile Virus Advisory

Chances of Being Infected Less than 1% in 10,000
Reports of the West Nile Virus (WNV), a form of encephalitis spread by mosquitoes, has created public concern since its detection in two dead birds found in Dallas in early July 2002.

The national [Center for Disease Control \(CDC\)](#) advises the chances of persons contracting the Virus are slim, even for persons who have been bitten by an infected mosquito. The CDC states that even in areas where mosquitoes do carry the virus, very few mosquitoes – much less than 1% in 10,000 are infected. If the mosquito is infected, less than 1% of the people who get bitten and become infected will get severely ill with WNV as a result of a mosquito bite is less than 1 in 10,000. The chances you will become severely ill from any one mosquito bite are extremely small.

Mosquito Populations in Plano
Based on results of routine monitoring, the Plano Environmental Health Department has determined mosquitoes carrying WNV are present in the City. The presence of WNV increases during summer months due to rise in Culex mosquito populations, which thrive in hot weather and may carry WNV after biting infected birds.

Help Prevent the Spread of WNV
Aside from being vigilant in prevention of mosquito bites, the best prevention against any mosquito-borne disease is to implement appropriate measures to reduce the mosquito population. Mosquitoes need standing water to lay their eggs, producing adults in just ten days in hot temperatures.

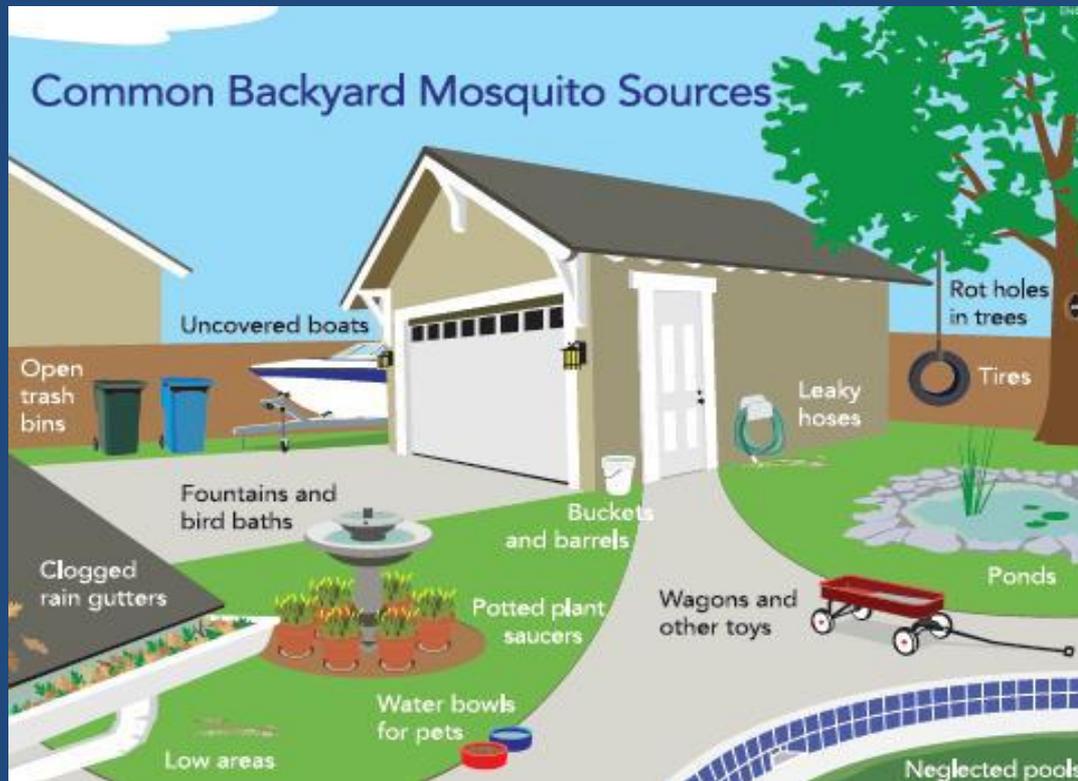
The most effective methods to control presence of mosquitoes is to remember the four D's:

- **Dusk / Dawn** are times of day you should try to stay indoors. This is when mosquitoes are most active.
- **Dress** in long sleeves and pants when outside to keep skin covered. For extra protection, spray clothing with repellent.
- **DEET** is a desirable ingredient in insect repellents. Follow label instructions.

CONTACT US
Environmental Health
1520 Ave. K
Suite 210
Plano, TX 75074
Ph: (972) 941-7143

Prevention

Eliminate larval habitats



Prevention

PLEASE JOIN US FOR



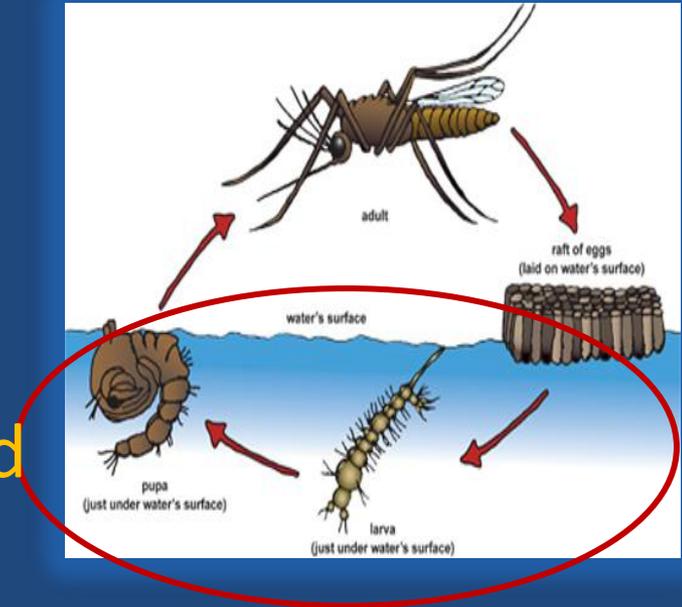
City of Plano's
**Mosquito
Awareness
Seminar**

THURSDAY, APRIL 11TH
2-3 P.M.

MUNICIPAL CENTER
COUNCIL CHAMBERS
1520 K AVENUE PLANO, TEXAS

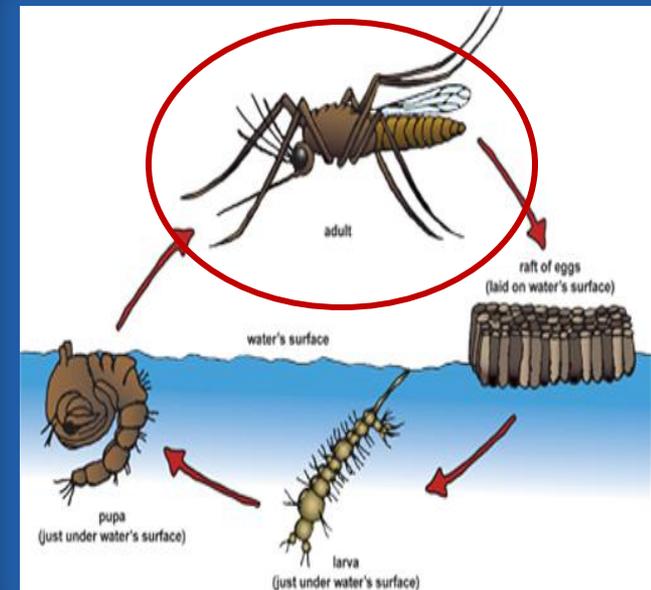
Larvicide

- More effective and target-specific
- Used in smaller concentrated geographic areas
- Used when larvae are discovered in standing water which cannot be emptied.
- Most “bang for the buck”



Adulticide

- Adulticide (Mosquito Spraying)
 - Based upon conditions
 - In targeted areas
- The City of Plano may spray when a situation meets certain criteria:
 - WNV positive mosquitoes
 - Reported human WNV cases
 - Concurrent Larviciding



Why Spraying is Not the First Option

- Generally less effective with higher cost
 - Must make contact with mosquito
 - Won't reach mosquitoes in backyards or through foliage
 - Mosquitoes will return (Temporary solution)
 - Increased cost due to increased requirements for resources
- Residents notified prior to spraying

PRESIDENT'S MESSAGE



Brian Collins,
MS, REHS, DAAS

Crisis Communication: Apocalypse Now or Apocalypse Not

*Anything that
scares—airs!*

Last summer north central Texas was considered the epicenter of the nation's West Nile virus outbreak. Specifically, Dallas, Collin, Tarrant, and Denton counties, with a combined population of approximately 6.1 million people, comprise the area of statistical relevance. The city of Plano (population 270,000) is in Collin County (population 927,466).

As you prepare for Thanksgiving, I am relatively sure this "crisis" will have passed and flu will be the "virus du jour." As of the date on which I am writing this article (August 31, 2012), however, West Nile virus (WNV) incidence in the city of Plano stands at 8.5:100,000 over the period June 1, 2012, to August 31, 2012. Morbidity is distinguished by West Nile fever (WNF; the less debilitating form of infection) and West Nile neuroinvasive disease (WNND). Incidence for WNF is 5.2:100,000, while incidence for WNND is 3.3:100,000. One death occurred. Collin County's WNV incidence rate is 6.1:100,000 with WNF at 4.3:100,000 and WNND at 1.8:100,000.

For comparison, allow me to provide general epi data for cursory review. Dallas County (population 2,484,816) has a WNV incidence of 13:100,000; 51.6% of cases are WNF and 48.4% of cases are WNND. Thirteen deaths have been reported in Dallas. Tarrant County, with the city of Fort Worth included, has a population of 1,920,714. WNV incidence in Tarrant County is 12.1:100,000; 65.1% of cases are WNF and 34.9% of cases are WNND. Five deaths are reported in Tarrant County. Finally, Denton County (population 770,509) reports WNV incidence of 18.3:100,000; 69.5% of cases are WNF and 30.5% of cases are WNND. Two deaths are reported for Denton County.

Apocalypse Now?

Toward the end of July, all four counties were experiencing escalating incidence. Dallas and Denton counties were exceptional not only in WNV incidence but also by the character of the illness. Dallas's ratio of WNND to WNF was 2:1 as WNV case-load increased. It now hovers at 1:1. Denton County WNF case-loads spiked in one week. Originally, messaging stressed personal protection and mitigating mosquito habitat on private property. Quickly, however, media and some "officials" transitioned the conversation to "spraying." The headline on page one of the *Dallas Morning News* on July 31 read, "West Nile Deaths Break Record." On August 4, the page one headline read, "West Nile Mist, the Fog of War." On page two the headline read, "West Nile War Takes More Than Fogging."

On August 8, Dallas County Medical Society's Community Emergency Response Committee recommended aerial spraying to reduce adult mosquitoes. Dallas's county judge then stepped in as director of emergency management and preparedness to declare a state of emergency. On August 11, Dallas County initiated arrangements for the Texas Department of State Health Services to conduct contract aerial spraying. The *Dallas*

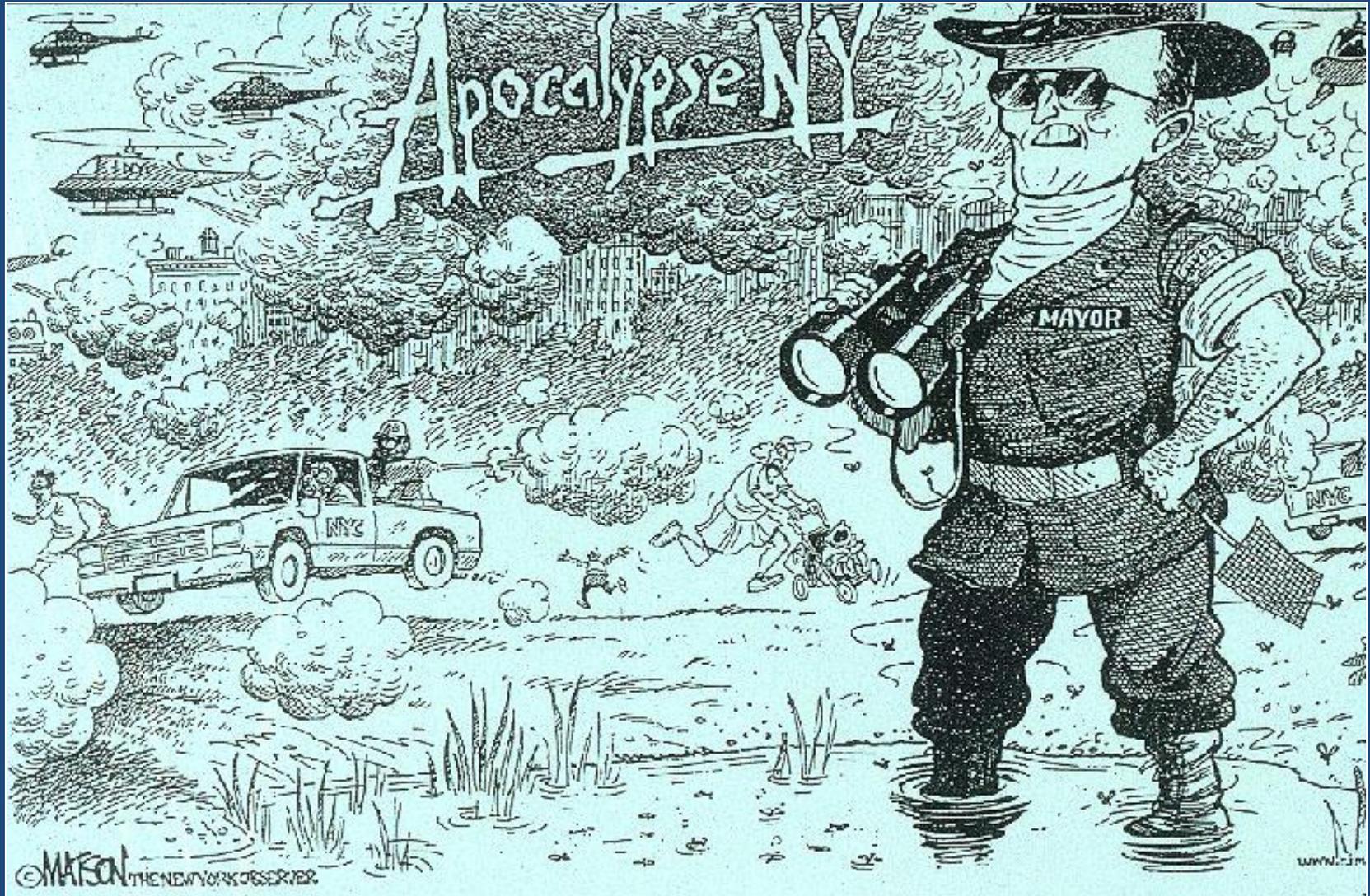
Morning News characterized aerial spraying as "air strikes" and "missions." After aerial spraying, the county judge was quoted in the newspaper saying, "I knew when I woke up this morning our citizens would be safer today." The majority of media coverage from this point forward linked mosquitoes to spraying. Fear had been anchored in the community through messaging and "aerial spraying" became a public panacea for "eradicating" mosquitoes and the threat of WNV. (BTW—the original aerial contract was reportedly \$1.2 million!)

Apocalypse Not!

City of Plano Integrated Mosquito Management Program staff initiated seasonal mosquito surveillance in early May. Traps were set at empirically known high-density mosquito areas throughout the city's 72 square miles. The week of June 4 presented the first positive WNV pool of mosquitoes. The department immediately canvassed neighborhoods in proximity to the pool, notifying residents of findings; providing precautionary education; and larviciding known ponds, stagnant pools, and static creek water.

Areas with positive mosquito pools were immediately scheduled for truck-based ultra-low-volume fogging. Databases were created for positive pools of mosquitoes and reports of stagnant pools. GIS was employed to track dead birds, positive pools, and morbidity and mortality by topography and neighborhood. Multimedia pushes highlighted the "4 Ds": personal responsibility; and information about pesticides used to mitigate adult mosquito populations, mosquito larvae, WNV

Source: *Journal of Environmental Health*, 75(4), 4



“I love the smell of malathion in the morning”

Source: R.J. Mason, *New York Observer* 1999



Date: March 21, 2013
To: Bruce Glasscock, City Manager
From: Mary Vail-Grube, Director of Marketing and Community Engagement
Subject: Consideration of Changes to the City Logo/Tagline

During the past year, staff has been going through a process to develop a recommendation for a new brand and logo for the City in response to City Council Strategic Vision – Goal #4 “Work with other entities to develop a branding campaign to better market the benefits of living and working in Plano”. During the past year, both the Convention and Visitors Bureau and Marketing and Community Engagement have been working with the Atkins Group. We conducted a series of focus groups with stakeholders in the community, through the CVB and Marketing. These stakeholders represented: business, hospitality industry, non-profits, the arts community, faith based groups, schools, and the Chamber; as well as internal groups representing the management and executive teams from City of Plano staff. Approximately 175 people participated in these focus groups (both external and internal).

Using the input received from these sessions, Steve Atkins, of the Atkins Group, developed a matrix of the Benefits of Plano culminating in our brand promise “A community that supports the pursuit of excellence”.

Building upon that, the slogan or tagline proposed by Mr. Atkins, that would convey this promise and all of the opportunities in Plano is: “People Connect Here” in all manner of ways; through excellent education, high quality city services, customer service driven companies, international business, arts and culture, sports, parks and a multitude of public amenities, the City of Plano creates a community where connections are made in the pursuit of excellence. Mr. Atkins presented the results of the focus group input and research that his staff conducted, culminating in this recommendation to the City Council in December 2012.

Along with the identification of this brand promise, which conveys the intention of the City of Plano and the community to be a place of excellence, a logo that might convey this message in a fresh new way is being considered. In the process of considering many totally new logo options we came to the conclusion that there was a lot of equity, positive identification and good emotion associated with the iconic symbol of Plano the “P”. So, instead of an entirely new symbol, several options for updating the colors and font have been presented. This update would allow for the gradual introduction and change to a new logo over several years as signs, uniforms and equipment are replaced, thus creating a minimal budget impact.

At the Council's direction, we posted the question about a new logo and the tagline on Engage Plano, now available directly on the city website at plano.gov. We asked residents to register their thoughts and opinions about the new logo and tagline. We also encouraged citizens to join the conversation through social media, including Facebook and Twitter.

A decision to adopt a new logo, with or without a tagline, requires an amendment to the current Ordinance No. 2010-10-13, Section 2-1 Official Logo of the City of Plano, setting out guidelines for use both by the city and others associated with the city, and incorporating the adopted logo as an exhibit to the ordinance. Once final direction regarding the logo and tagline is received an amended ordinance will be placed on a regular City Council agenda for action by the Council.

Discussion/Action Items for Future Council Agendas

April 8

- **Zoning Case 2013-04** - Request for a Specific Use Permit for Assisted Living Facility on 2.4± acres located on the east side of Alma Drive, 205± feet north of 16th Street. Zoned Corridor Commercial.

***April 13 – Plano Police Department Award Ceremony –
Fairview Corral Barn – 6 pm***

April 18 – Telephone Town Hall Meeting – Municipal Center – 7-8 pm

April 22

- Comprehensive Financial Report

***May 1 – Plano Fire-Rescue Awards Ceremony –
Senator Florence Shapiro Council Chambers – 5:30 pm***

***May 4 – Plano Fire-Rescue Appreciation Picnic –
Heritage Farmstead – 12 noon – 4 pm***

May 11 – Election Day

May 13

***May 14 – Plano Police Department Memorial Service –
Haggard Park – 11 am***

May 20

- Canvass

May 27 – Memorial Day

May 28 (Tuesday)

- Comprehensive Financial Report

June 10

- DART Report

June 20-23 – TCMA Conference, San Marcos

June 24

July 4th – Independence Day

July 22

- Comprehensive Financial Report

July 24 (Wednesday)

- Budget Presentation

August 5 – City Council Retreat – 6 pm

August 7 (Wednesday)

- Grant Worksession

August 12

- Public Hearing on Operating Budget/Community Investment Program
- Approval of Appraisal Roll
- Consider Proposed Tax Rate

August 17 – City Council Budget Worksession (Saturday)

August 19 – City Council Retreat – 6 pm

August 26

September 2 – Labor Day

September 4 – Public Hearing on Tax Rate

September 9

- Adoption of Operating Budget, Community Investment Program
- Set Tax Rate

September 19 – Meet & Greet your City Council and City Staff – Haggard Library Program Room – 6-7:30 pm

September 20-22- Balloonfest

September 23

September 22-25 - ICMA Conference – Boston, MA