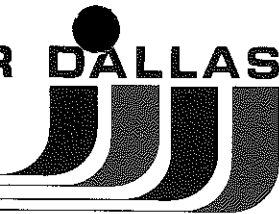
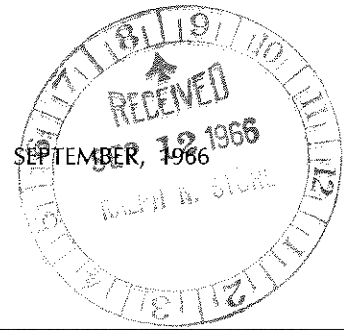


# GOALS FOR DALLAS



SECOND PROGRESS REPORT / SEPTEMBER, 1966



**Goals for Dallas can have a lasting impact on the city only if its citizens care and share in setting its goals. Your help in encouraging citizen participation is earnestly sought.**

## MAYOR ERIK JONSSON STATES THE CHALLENGE OF GOALS FOR DALLAS

"Shall we deal adequately with the future, or be run over by it? Dealing with today's problems, do we keep the long-term in perspective and strive not to do things future generations must undo at great cost? Do we have in mind the need for the closest possible relationship between the city's aims and those of the individuals who comprise it?"

"... we must dream no small dreams. We must envision great, ambitious, difficult goals. Yet our objectives must be within our reach — if we are diligent, durable, faithful and willing to make sacrifices demanded by any worthwhile achievement."

— Excerpts from the Preface to the book, GOALS FOR DALLAS, to be published shortly after September 1.

Goals for Dallas, a pioneer effort by a United States city to determine what its basic aims, objectives, goals should be, began with a proposal by Mayor Jonsson in November, 1964.

In December, 1965, the Goals Program was set in motion when the Mayor invited 25 men and women of Dallas to join with him in planning this unique civic undertaking. Their aim was:

To develop a suitable and workable operating plan to bring together the talents of residents of our city and nearby communities in order for Dallas and its people to identify their overall needs and to set down ideals, visions, aims and long-term objectives.

## FIRST STEP (Accomplished) / DEVELOPMENT OF PROPOSED GOALS

To serve as a starting point for determination by the people of Dallas of the goals for their city, 87 citizens of Dallas and neighboring communities were invited to express their views, especially keeping in mind the long-range future. The group first undertook a study program, recognizing that no one person can draw from his own experience all the relevant facts about a major city. Thirteen Dallas writers were asked to dig deep into the facts about Dallas as it is and to write reports. Their essays set out strong points and weak ones; raised major questions, and considered the views of many Dallas citizens and a number of nationally-recognized authorities.

The 87 representative citizens in the initial group were asked to study the essays and formulate answers to major problems posed in these papers.

There was still more homework for the goals-setters. They were asked to read GOALS FOR AMERICANS, the

1960 Report of the President's Commission on National Goals; SELF-RENEWAL by John W. Gardner; and other reports and articles on the problems and prospects for the major cities of our country. And on April 30, national experts in the fields of education, cultural activities and recreation presented their ideas about Dallas and other cities to the group.

With their homework completed, the 87 men and women met at the Stagecoach Inn at Salado, Texas, for three days. They formed a diverse group, representing many backgrounds, creeds, races, viewpoints, interests and occupations. The Conferees came from all sections of the city and included lawyers, doctors, pastors, businessmen, educators, college students, labor leaders, architects, scientists, engineers, government leaders, homemakers, blue-collar workers, white-collar workers... men and women... young, old, middle-aged. The Salado discussions of the 13 essay topics were frank, intensive and analytical, and a real spirit of understanding and interchange of ideas was developed. The conclusions of this Conference were recorded as a draft of Goals for Dallas, for review and revision by the people of the city.

The recommended goals and the essays are being printed in book form and will be available for \$1.00 per copy, beginning shortly after September 1.

## NEXT STEP / REVIEW AND REVISION OF THE RECOMMENDED GOALS

**Neighborhood Meetings in November** The people of Dallas are asked to discuss the proposed goals and to suggest revisions and additions in meetings to be held throughout the city during the first half of November. Generally, meetings will be held in school auditoriums during evening hours.

The 25-member Goals for Dallas Planning Committee will continue to provide overall guidance for the program. A smaller Action Committee will coordinate the planning for the Neighborhood Meetings. The members of this group are Mayor Erik Jonsson, N. Alex Bickley, Donald A. Cowan, M. K. Curry, Jr., William H. Dickinson, Jr., Allan L. Maley, Jr., Stanley Marcus, Lee A. McShan, Jr., Les T. Potter, Elgin B. Robertson, Sr., Mrs. Morton H. Sanger, John M. Stemmons and Pat Y. Spillman.

In each neighborhood, a committee will be formed to plan a meeting for the people who reside in the vicinity. It is hoped that churches, PTAs, clubs, chambers of commerce and other service organizations will give their help to achieve the broadest possible participation of Dallas citizens in the Neighborhood Meetings.

## Homework for Neighborhood Meeting Participants

Mayor Jonsson is most anxious that each participant study the recommended goals and read the essays and the other material referenced in the GOALS FOR DALLAS book. The Dallas Public Library and all its branches will have these

## GOALS FOR DALLAS

available for loan shortly after September 1. The books can be obtained about that time at many downtown and neighborhood stores.

It is also hoped that each prospective Neighborhood Meeting participant will attend one or more meetings during October at his church, PTA, club or chamber of commerce for preliminary discussion of the recommended goals.

**"What the Future Will be Like" Series** Mayor Jonsson has announced a series of public addresses on "What the Future Will be Like" by international authorities on subjects pertinent to cities. The first of these was held on August 2, when Dr. Constantinos Doxiadis, world-famous city planner from Greece, spoke in Dallas. A reprint of his stimulating address is enclosed. Other speakers will appear in the fall.

**Speakers for Preliminary Discussion Meetings** Churches, PTAs, clubs, chambers of commerce and other organizations which desire speakers for preliminary discussion meetings of the recommended goals may call the Goals for Dallas office, RI 1-1738. Speakers will be Salado conferees and essayists, who will describe the Goals Program and answer questions about the recommended goals.

**Special Meetings** In addition to the Neighborhood Meetings, plans are being formulated to enlist the participation of the young people of the community, especially high school and college students. Arrangements also will be made for several special meetings to obtain views on the proposed goals from residents of nearby cities and towns.

**Use of Results of Neighborhood and Special Meetings** The contribution of ideas by citizens of Dallas and nearby communities will be used to revise the recommended goals. The revised GOALS FOR DALLAS will be published about January 1, 1967.

### Tentative Schedule

|                |  |
|----------------|--|
| September 1-5  | GOALS FOR DALLAS book containing recommended goals and essays goes on sale in Dallas stores.     |
| September 1-30 | Committees plan Neighborhood Meetings in all parts of the city.                                  |
| October 1-31   | Churches, PTAs, clubs and other organizations hold preliminary discussions of recommended goals. |
| November 1-18  | Neighborhood Meetings.   |

### TO ACHIEVE THE GOALS

In early 1967, after the revised GOALS FOR DALLAS have been published, work will begin on the next phase... to translate the goals into specific objectives and outline plans with timetables, estimated costs and priorities. Involvement

of the people of Dallas in this process will be essential for success.

Some of the proposed Goals for Dallas are general, while others are quite specific; some are long-term and will require much time and planning before implementation can begin, while others can be achieved in short order. Progress toward some of the goals has begun already, with the Salado proposals sparking further action.

### FINANCING OF GOALS FOR DALLAS PROGRAM

Almost 500 persons and companies have contributed \$85,000 to Goals for Dallas. A total of \$125,000 is needed. Contributions to complete the financing will be welcomed. Checks may be made payable to the sponsoring institution, the Graduate Research Center of the Southwest (P. O. Box 30365, Dallas 75230). The Center is a nonprofit educational corporation with tax-exempt status. Checks should be marked for "Goals for Dallas Program."

### QUESTIONS AND ANSWERS

- Q. Who can attend Neighborhood Meetings?  
A. All residents of Dallas are urged to attend. (Special meetings will offer equal opportunity to suburban residents.)
- Q. How many meetings are planned?  
A. At least 20.
- Q. How will the Neighborhood Meetings be planned?  
A. A small committee will be organized in early September in each neighborhood to plan a meeting.
- Q. Who will initiate action to plan a Neighborhood Meeting?  
A. Salado Conferees and Essayists are being asked to take the first steps to organize a committee in each neighborhood.
- Q. How can a church, PTA, club, chamber of commerce or other organization help?  
A. 1. Interest members in the Neighborhood Meetings.  
2. Encourage and, if necessary, aid members to obtain GOALS FOR DALLAS books.  
3. Organize meetings of members to study and discuss recommended goals as preliminary to the Neighborhood Meetings.
- Note: If a Neighborhood Committee has not invited your organization by September 27 to participate in a Neighborhood Meeting, please call the Goals office, RI 1-1738.
- Q. How can an individual help?  
A. 1. Obtain a copy of the GOALS FOR DALLAS book, study the recommended goals, and read the essays and other reference material listed in the book.  
2. Encourage your church, PTA, club, chamber of commerce or other organization to volunteer to participate.
- Q. When will information be available as to the date, time and place of each Neighborhood Meeting?  
A. In late September.