

GOALS FOR DALLAS



FIRST PROGRESS REPORT / FEBRUARY, 1966

EXCERPT — Days of Decision — MAYOR ERIK JONSSON

A little more than a year ago Mayor Erik Jonsson proposed that a broad cross-section of citizens undertake to determine the goals of this city and to do so within the framework of the mutuality of interests and coordination with neighboring cities and communities. This pioneer effort by a United States city was commenced in December, 1965 with the Mayor's appointment of a 25-member planning committee.

"As I have worked to fulfill my responsibilities as Mayor of Dallas, I have become increasingly aware of the lack of goals and plans for our city. I consider this a grave condition for I believe it results in expedient and injudicious decisions . . . I have reasoned that surely if goal-setting and planning is vital to individuals and to institutions, as I personally know them to be, they are just as valuable for and important to a city, which is simply an assemblage of individuals and institutions."

"In my experience, three fundamental kinds of planning are needed, both by individuals and by institutions. First, there is planning of goals for the whole, or perhaps a better phrase, the over-all needs. In my mind these are the philosophic delineations which contemplate our society today and as far into the future as we can reasonably estimate it, and basically define the social, economic, cultural, religious, educational and political goals for Dallas, Texas.

"Second and following immediately we need to define specific and detailed objectives that are in harmony with our philosophic goals.

"We need to price those objectives to see which ones are the most critical or desirable, assuming we cannot afford them — all at once.

"Third, we must have a mechanism to check our accomplishments against our plan — and to alter either our goals, our specific objectives, or our plans, as circumstances suggest changes.

"The Goals proposal seems to me to provide the framework within which we can understand more about what has led us to our present level of accomplishment and quality (in Dallas) and what can make it possible for us to understand it and thus to enhance it further."

PREPARATION FOR "GOALS FOR DALLAS"

To prepare for the development of Goals for Dallas, background material on basic conditions in the city will be essential. One of the main responsibilities of the Goals Planning Committee has been to consider how best to gather these materials. It has been agreed that competent Dallas writers will be chosen to prepare, in consultation with local and national experts, papers which state thoroughly and completely (both as to strong and weak points) where Dallas now stands in reference to the basic topics set out below. The Planning Committee has been divided into subcommittees which will assume responsibility for the development of these materials. Appointment of essayists is complete; their names appear opposite the topics as assigned. We are indebted to these fine writers and their employers for the time which will be required.

SUBCOMMITTEE	TOPICS	ESSAYISTS
1. The City and its Services to the People John Jackson, Chairman E. O. Cartwright Robert Cullum Thomas K. Gorman Albert Jackson Allan Maley Elgin Robertson John Stemmons W. L. Sterrett	Government of the City Design of the City Health Welfare Transportation Public Safety	Frank Langston Pat Y. Spillman Steve Landregan Carl B. Flaxman Larry Grove David A. Witts
2. Education Earl Cullum, Chairman M. K. Curry C. A. LeMaistre, M. D. Levi Olan Willis Tate	Pre-School, Elementary and Secondary Education College Education Graduate Education Continuing Education	Dennis Hoover Al Hester Mrs. Helen Callaway Dr. Margaret Wasson
3. Cultural and Recreational Activities William H. Dickinson, Chairman Mrs. C. Stathakos Condos Joe M. Dealey Stanley Marcus C. A. Tatum	Cultural Activities and Facilities Recreational Activities and Facilities	Marshall Terry Holland McCombs
4. The Economic Life of Dallas Earl Hayes, Chairman J. W. Aston P. E. Haggerty	The Economy of Dallas: Elements of Growth and Progress	Eugene C. Zorn, Jr.

With Special Consultant Herbert Gambrell, Mayor Jonsson will prepare an essay, "The City and Its Citizens."

STAFF DIRECTOR

Dr. Bryghte D. Godbold has been named Staff Director for the Goals for Dallas program and is on leave of absence from his post as vice president of the Graduate Research Center of the Southwest to fill this position. Dr. Godbold has wide experience in planning and one of his recent activities involved the development work for the new Association of Graduate Education and Research of North Texas (TAGER).

**BROAD COMMUNITY PARTICIPATION
KEY TO "GOALS FOR DALLAS"**

Within the next few weeks additional persons will be named to the Goals for Dallas Planning Committee, including persons from other cities. Citizens from all walks of life will be represented in these appointments. The total number, approximately 80, will be asked to meet June 16-19 in a three-day conference in Salado, Texas to review prepared background material, and with it as a base, to propose the "Goals for Dallas". Shortly thereafter these will be broadly distributed in the city. Then in the early fall, a series of meetings will be held which all of the people of Dallas will be urged to attend. These meetings will provide the opportunity for all citizens who so desire to make known their views of the proposed goals. Afterward, in the late fall, Goals for Dallas will be published.

SPONSORS

Prior to his original proposal, Mr. Jonsson consulted the American Assembly about the program. The Assembly is a non-profit organization based at Columbia University and organized by President Eisenhower when he was Columbia's president. It has assisted many local, state and regional groups in analyses of subjects of concern to them and to society in general. In the process the Assembly has evolved a most useful pattern for group involvement and accomplishment in conferences. Because of this, the Assembly has been selected as one of the co-sponsors of the Goals for Dallas program. Joining in this sponsorship will be the Graduate Research Center of the Southwest.

**FINANCING THE
GOALS FOR DALLAS
PROGRAM**

Including publications, administrative personnel, etc., it is anticipated that to complete the Goals for Dallas program will require expenditures in the order of \$100,000. Because of the importance of the program to individuals and institutions in the city, contributions to its financing will be welcomed. Checks may be made payable to the sponsoring institution, the Graduate Research Center of the Southwest, a non-profit corporation with tax-exempt status. Such checks should be clearly marked "for Goals for Dallas program."

SEMANTICS!

Some people confuse . . . or use interchangeably . . . the word "goal" and the word "plan." It is important to this program to differentiate. One of Webster's definitions of "goal" is "the end to which a design tends; aims; purpose." A definition of plan: "method or scheme of action; a way proposed to carry out a design; project; as, a plan of campaign."

**SPECIAL ASSISTANCE
TO THE PLANNING COMMITTEE**

Mayor Tom J. Vandergriff of Arlington and president of the recently organized North Central Texas Council of Governments has been appointed as Special Member of this committee. Named as Special Consultants to the committee were Andrew DeShong, vice president and general manager, Dallas Chamber of Commerce; Dr. Herbert Gambrell, Professor Emeritus, History, Southern Methodist University; and Clifford Nelson, president, American Assembly. Mayor Erik Jonsson was named Chairman of the Goals Planning Committee and L. T. Potter was chosen to serve as Vice Chairman.

RECOMMENDED

The Goals Planning Committee is now engaged in a course of general reading to sharpen awareness of the needs of an urban area such as ours. You are urged to do so as well.

The reading list includes two books: *Goals for Americans* and *Self-Renewal* by John W. Gardner, Secretary of Health, Education & Welfare — both available in local bookstores — and pertinent articles in periodicals such as "Tomorrow's Dallas" in the January issue of Dallas Magazine, "Making American Cities More Livable" in the January 8 Saturday Review, and the entire issue of Scientific American, September, 1965.

GOALS FOR DALLAS



Dr. B. D. Godbold
Goals for Dallas Program
2138 Republic National Bank Building
Dallas, Texas 75201

I have the following suggestions with reference to the Goals for Dallas program: