

Memorandum



CITY OF DALLAS

DATE June 2, 2017

TO Honorable Mayor and Members of the City Council

SUBJECT **Legal and Non-Legal Advertising with The Dallas Morning News, Inc.**

On Wednesday, May 24, the City Council approved the proposed three-year service contract, with two one-year renewal options, for legal and non-legal advertising with The Dallas Morning News, Inc. Below is information pertaining to questions Council Members asked during the meeting.

Legal responsibilities for noticing cases and legal requirement for a daily publication

On May 30, the City Attorney's Office provided a legal opinion to Council Member Griggs and the Mayor and Council regarding this matter.

Savings of a long-term contract

The fixed rate contract Council approved for legal advertising with The Dallas Morning News includes a rate of \$2.45 per classified line, versus a cost of \$14.00 per classified line utilizing The Dallas Morning News open rate cost.

Additional competition to fulfill needs of City contracts

Business Development and Procurement Services (BDPS) advertises legal notices per the Local Government Code, Section 252.041 ensuring that formal solicitations are published at least once a week for two consecutive weeks in a newspaper published in the municipality. To ensure an expeditious procurement process, BPDS may place legal notices on any day of the week, as soon as the City is ready to advertise the procurement.

The Dallas Morning News has the largest circulation throughout Dallas County. The purpose of this contract is to allow the City to purchase advertising space in a newspaper with a major circulation published daily. The Dallas Morning News is the only newspaper in the Dallas area based on the diversity of its subscribers, which publishes a 7-day per week newspaper that meets the requirements for general circulation.

Recognizing that publishing notices in a newspaper, while legally required, may not reach everyone, BPDS uses several other methods to disseminate information. For example, to increase competition, BDPS uses the procurement system to send out email notifications to vendors registered under respective commodities, and sends notifications to 25 chambers of commerce, the DFW Minority Business Council, and the Women's Business Council-Southwest, to ensure maximum vendor outreach. In addition, all solicitations are published on the City's website which provides free public access to all interested parties.

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Copies of current contracts with the 5 additional publications

The City currently contracts with 5 additional local publications to reach targeted demographics; these publications are Corinth Communications dba Dallas Examiner, Dallas Post Tribune, Elite News, Korean Journal Dallas, Inc., and Dallas Chinese Times. As needs arise to reach additional demographics, the City will contract with additional publications to meet departmental needs. Copies of the current contracts are attached.

City contract with Al Día

The City contracts with Al Día as it is a Dallas Morning News publication. As needs arise to reach additional demographics, the City will contract with additional publications to meet departmental needs.

FY 2015 - 2017 spend with The Dallas Morning News and the 5 additional publications

PUBLICATION	CIRCULATION	PUBLISHING FREQUENCY	ACTUAL FY 15	ACTUAL FY 16	ACTUAL FYTD 17 (as of 5/26/17)
Dallas Morning News (legal & non-legal notices) *Including Al Día	Daily-362K Sunday-702K Total1,064,000	Daily	\$861,259.69	\$678,208.78	\$481,131.24
Corinth Communications dba Dallas Examiner	10,000	Weekly	\$33,834.98	\$19,800.00	\$2,761.00
Dallas Post Tribune	30,000	Weekly	\$840.00	\$9,110.00	\$1,660.00
Elite News	40,000	Weekly	\$19,207.20	\$760.00	\$0.00
Korean Journal Dallas, Inc.	8,000	Weekly	\$0.00	\$0.00	\$0.00
Dallas Chinese Times	10,000	Weekly	\$14,000.00	\$2,920.00	\$1,405.00

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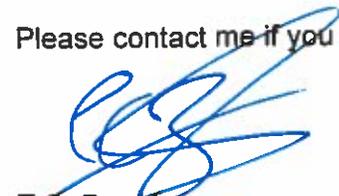
Process for advertising non-legal notices

The Public Information Office (PIO) facilitates placement of advertising for City departments, based on the Department's budget, audience(s), and demographics.

Although the Dallas Morning News has the largest circulation and is the only daily newspaper in the City of Dallas, about a dozen weekly publications are also widely read by the African-American, Asian and Hispanic communities. The City has and will continue to consistently seek out these minority-owned businesses to place legal and non-legal advertising. The PIO is gathering information on all publications to generate a report outlining their circulation areas. This will provide us with a better reach to print-targeted audiences desired by departments, particularly underserved areas of the City.

The PIO staff is also developing a cost-effective online/digital strategy to help all departments reach targeted audiences across the City. Target markets, readership, frequency of publication and distribution areas across the city are regularly reviewed to determine the best mix of print and online ads for a successful outreach. This strategy will be available to all departments by July 1, 2017.

Please contact me if you need any further information.



T.C. Broadnax
City Manager

c: Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Kimberly Bizar Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
Raquel Favela, Chief of Economic Development & Neighborhood Services
Jo M. (Jody) Puckett, P.E., Assistant City Manager (Interim)
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

Memorandum



DATE June 2, 2017

TO Honorable Members of the Public Safety Committee:
Adam Medrano (Chair), B. Adam McGough (Vice Chair), Sandy Greyson, Tiffinni A. Young,
Jennifer S. Gates, Philip T. Kingston

SUBJECT **DOJ On-Site Monitoring Report – Justice Assistance Grant Program**

On March 22, 2017, the Department of Justice (DOJ) – Bureau of Justice Assistance (BJA) conducted an on-site monitoring visit for the FY2014, FY2015, and FY2016 Justice Assistance Grant (JAG) awards. Areas that were reviewed included expenditures including salaries for grant-funded staff, procurement and accounting procedures, and subrecipient monitoring.

No programmatic or administrative issues requiring formal resolution were identified during the site visit. The on-site monitoring visit determined that the Edward Byrne Justice Assistance Grant program at the City of Dallas is progressing according to the plan presented in the approved application, and it is in compliance with Federal, Office of Justice Programs (OJP), and BJA guidelines for this grant. The post-site visit letter is attached.

The JAG program supports a broad range of activities that prevent and control crime, and which improve the criminal justice system. In past years, the City of Dallas has used these funds to support the Community Prosecution Team, expand camera surveillance in high crime areas of the City, and improve interoperable communications with in-car video systems and radio equipment for the Police department.

This memo serves to notify the Public Safety Committee of the Final Monitoring Report.



Jon Fortune
Assistant City Manager

[Attachment]

cc: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solls, Administrative Judge
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
Raquel Favela, Chief of Economic Development & Neighborhood Services

Jo M. (Jody) Puckett, P.E., Interim Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors



U.S. Department of Justice
Office of Justice Programs

Bureau of Justice Assistance

Washington, D.C. 20531

May 12, 2017

T.C. Broadnax
City Manager
City of Dallas

RE:

2014-DJ-BX-0908, City of Dallas

2015-DJ-BX-0841, City of Dallas

2016-DJ-BX-0186, City of Dallas

Dear Mr. Broadnax:

Thank you for the time and assistance you r staff provided during the BJA on-site monitoring visit on March 22, 2017 . The visit provided valuable information on the status of your grant programs.

No programmatic or administrative issues requiring formal resolution were identified during the site visit. The Edward Byrne Justice Assistance Grant program appears to be progressing according to the plan presented in the approved application, and it is in compliance with Federal, OJP, and BJA guidelines for this grant.

If you have any further questions concerning the site visit, your program, or available technical assistance, please do not hesitate to contact me at 202.598.1094 and/or Olga.Santiago@ojp.usdoj.gov. Thank you again for your cooperation during my recent visit.

Sincerely,

Olga Santiago, State Policy Advisor

cc:

Dina Colarossi

Rosa Fleming

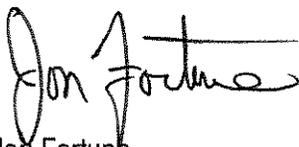
Memorandum



DATE June 2, 2017
TO Honorable Mayor and Members of the City Council
SUBJECT **City License Applications**

Attached is a list of the most recent Dance Hall and/or Sexual Oriented Business applications received for the week of May 22-26, 2017 by the Narcotics Bureau Licensing Squad of the Dallas Police Department.

Please have your staff contact Sergeant Lisette Rivera, #7947 at (214) 670-4811 and/or by email at lisette.rivera@dpd.ci.dallas.tx.us should you need further information.



Jon Fortune
Assistant City Manager

[Attachment]

cc: T.C. Broadnax, City Manager
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Weekly License Application Report

May 22, 2017 - May 26, 2017

<i>BEAT</i>	<i>DIST.</i>	<i>NAME OF BUSINESS</i>	<i>ADDRESS</i>	<i>LICENSE</i>	<i>STATUS</i>	<i>LATE HOUR</i>	<i>DATE</i>	<i>APPLICANT</i>
554	6	BLISS ARCADE THEATRE CLUB	9109 JOHN CARPENTER FRWY	SOB-BOOKSTORE	RENEWAL	NO	5/25/2017	LASSBERG, KURT

License Definitions:

- DH - Class "A" -Dance Hall - Dancing Permitted 3 Days Or More A Week***
- DH - Class "B" Dance Hall - Dancing Permitted Less Than Three Days a Week***
- DH - Class "C" Dance Hall - Dancing Scheduled One Day At A Time***
- DH - Class "E" Dance Hall - Dancing Permitted Seven Days A Week for Persons Age 14 through Age 18 Only***
- LH - Late Hours Permit - Can Operate A Dance Hall Until 4:00***
- BH - Billiard Hall - Billiards Are Played***
- SOB - Sexually Oriented Business - Adult Arcade / Adult Book/Video Store / Adult Cabaret / Adult Adult Theater / Escort Agency / Nude Model Studio***