



City of Dallas

Communications, Outreach & Marketing

**Government Performance and
Financial Management Committee
April 23, 2024**

Susana Solis, Director (I)
Jennifer Brown, Assistant Director (I)
Communications, Outreach & Marketing

Purpose



- Provide an overview of Communications, Outreach and Marketing
- Highlight department program, services, and activities

- *Briefing reflects FY 2024-25 Planned Budget as developed Summer 2023*
- *The starting point of every Budget Development process (February – September) is the Planned Budget from prior year*
- *Revenue and expenditure assumptions will change prior to CMO recommendation on August 13, 2024*



Role of the Department



The City of Dallas Communications, Outreach and Marketing (COM) Department's mission is to effectively engage with the diverse communities of Dallas through strategic communication, innovative outreach, and impactful marketing initiatives. By fostering transparency, promoting city services, and amplifying civic pride, we aim to build strong connections, enhance trust, and empower residents to actively participate in shaping the future of our vibrant city.



Role of the Department



- Services Include:
 - Public Information, Project Management, Marketing Planning
 - Crisis Communications and Emergency Activation
 - Media Monitoring, Relations, Engagement and Training
 - Outreach & Community Engagement
 - Language Access; Translation and Interpretation
 - Broadcast, Video Production & A/V Support
 - Social Media, Graphic Design, Brand Adherence & Development of Visual Identity



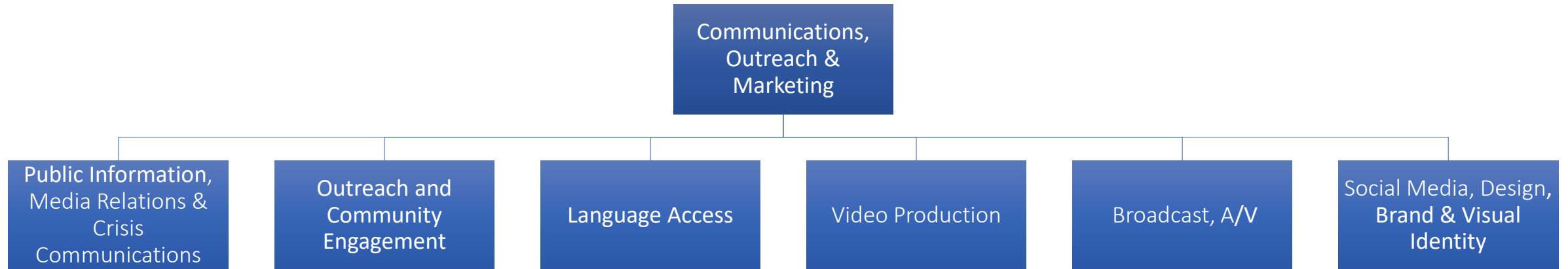
Role of the Department



- Department Goals:
 - Provide timely and accurate information in time of emergency and crisis
 - Support equitable community outreach and engagement with residents, nonprofits and businesses
 - Increase creation and engagement of original multilingual content
 - Leverage Fair Park Multimedia Center to increase original content marketing Dallas
 - Market public service career opportunities, building the City's talent pipeline
 - Create programs engaging residents and stakeholders through broadcast and digital channels
 - Develop a unified Dallas brand and enhance brand compliance
 - Provide thought leadership for strategic media relations and digital content Citywide



Organizational Chart



Total Budget – All Funds



Service	FY 2023-24 Budget	FY 2024-25 Planned
General Fund	\$3,777,588	\$3,954,586
Total	\$3,777,588	\$3,954,586



Position Overview



Positions	FY 2023-24 Budget	FY 2024-25 Planned	Change
General Fund	30	30	0
Total	30	30	0



Operating Expense and Revenue



Service/Division	FY 2022-23 Actual	FY 2023-24 Adopted Budget	FY 2023-24 Forecast*	FY 2024-25 Planned Budget
Personnel Services	\$2,085,987	\$2,751,225	\$2,498,112	\$2,911,385
Supplies - Materials	\$28,890	\$38,860	\$38,714	\$40,326
Contractual – Other Services	\$695,512	\$987,503	\$987,503	\$1,002,875
Capital Outlay	\$0	\$0	\$0	\$0
Reimbursements	(\$132,866)	\$0	\$0	\$0
Department Expense Total	\$2,677,522	\$3,777,588	\$3,524,329	\$3,954,586
Department Revenue Total	\$0	\$0	\$0	\$0

*January 2024 Forecast



Performance Measures



Measure	FY 2022-23 Actual	FY 2023-24 Target	FY 2023-24 Forecast*	FY 2024-25 Target
Percentage increase engagement with City of Dallas social media content	3.3%	20.0%	20.0%	20.0%
Value of positive earned media mentions	\$59,028,627	\$100,000,000	\$100,000,000	\$100,000,000
Percentage increase of Spanish text notification subscribers	N/A	15%	25%	15%
Percentage increase of advertisement related to citywide and department-specific initiatives (New)	N/A	25%	25%	25%
Percentage increase of original content created at the Fair Park Multimedia Center (New)	N/A	25%	25%	25%
Percentage increase of engagement with original Spanish content (New)	N/A	20%	20%	20%

*FY 2023-24 – 1Qtr Report





Summary of Services, Programs and Activities

Communication Platforms



COM directs 45 communication platforms – majority bilingual & promotes hundreds of COD platforms/channels

8 COD COM Directed Social Media Channels

- Interdepartmental Coalitions: COM Huddle and Socially Dallas
- COM site, Dallascitynews.net, Gov. Delivery, Tap In Dallas, City Calendar, SMS System, D-Brief Employee Newsletter, Engagement Framework, Hot Topics
- 4 Broadcast Channels, & COD YouTube, City Hall TVs
- Billboards: Clear Channel, Big Outdoor, OutFront & DART in kind partnerships
- 10 Multicultural Advertising Contracts
- Vendor Contracts; Hootsuite, Critical Mention, Shutterstock, Envato, Spaeth Communications, Voice Society, 4 Language Access Vendors

CITY OF DALLAS
COMMUNICATION NETWORKS

The City of Dallas Communications, Outreach and Marketing (COM) Department enhances transparency and educates residents about City news, events, and services.

SCAN HERE City of Dallas email subscriptions
City of Dallas text messages

TEXT NEWS/SEND TO 468311 TO RECEIVE CITY OF DALLAS NEWS UPDATES DIRECTLY TO YOUR MOBILE PHONE.

FOLLOW US ON SOCIAL MEDIA!

- FACEBOOK: facebook.com/DallasCityHall
- TWITTER: twitter.com/CityOfDallas
- NEXTDOOR: City of Dallas
- INSTAGRAM: @DallasCityHall
- LINKEDIN: City of Dallas
- YOUTUBE: YouTube.com/CityOfDallasCityHall

OUR COMMUNICATION SITES

- COMMUNICATIONS (COM) WEBSITE: dallascityhall.com/COM
- CITY OF DALLAS WEBSITE: dallas.gov
- BROADCAST CHANNELS: Spectrum 16, 95, 96, 99 or Frontier 47
- WATCH CITY MEETINGS ONLINE: bit.ly/cityofdallastv
- CITY OF DALLAS NEWS: dallascitynews.net
- EMAIL AND SMS/TEXT UPDATES: service.govdelivery.com/accounts/TXDALLAS/subscriber/new
- OFFICE OF EMERGENCY MANAGEMENT TEXT ALERTS: Dallasalert.com
- CITY OF DALLAS CITY CALENDAR: dallascityhall.com/calendar

MOBILE APPS: AVAILABLE IN APPLE APP STORE & GOOGLE PLAY

- DALLAS 311 You Report, Dallas Responds, Non-Emergency Services
- IWATCHDALLAS See Something, Say Something
- DALLAS PUBLIC LIBRARY Manage library account
- DALLAS SANITATION Service reminders, updates, event schedules and tips
- DALLASPD APP News, social media, and community outreach
- DALLAS SECURE Protect your phone from cyber threats

Communications, Outreach & Marketing
CONTACT US AT MEDIA@DALLAS.GOV

CIUDAD DE DALLAS
Red de Comunicaciones

El Departamento de Comunicaciones, Difusión y Mercadeo de la Ciudad de Dallas (COM, por sus siglas en inglés) aumenta la transparencia e informa a los residentes sobre las noticias, eventos y servicios de la Ciudad.

Escanea aquí Suscripciones de correo electrónico de la Ciudad de Dallas
Mensajes de texto de la Ciudad de Dallas

ENVÍA NOTICIAS AL 468311 PARA RECIBIR NOTICIAS DE LA CIUDAD DE DALLAS DIRECTAMENTE EN TU CELULAR.

¡SÍGUENOS EN LAS REDES SOCIALES!

- FACEBOOK: facebook.com/CiudaddeDallas
- TWITTER: twitter.com/CiudadDeDallas
- NEXTDOOR: City of Dallas
- INSTAGRAM: @DallasCityHall
- LINKEDIN: City of Dallas
- YOUTUBE: YouTube.com/CityOfDallasCityHall

NUESTROS SITIOS DE COMUNICACIÓN

- SITIO WEB DE COMUNICACIONES (COM): dallascityhall.com/COM
- SITIO WEB DE LA CIUDAD DE DALLAS: dallas.gov
- CANALES DE DIFUSIÓN: Spectrum 95
- REUNIONES DE LA CIUDAD EN LÍNEA: bit.ly/cityofdallastv
- CITY OF DALLAS NEWS: dallascitynews.net
- ACTUALIZACIONES POR CORREO ELECTRÓNICO Y SMS/TEXT: service.govdelivery.com/accounts/TXDALLAS/subscriber/new
- ALERTAS POR TEXTO DE LA OFICINA DE MANEJO DE EMERGENCIAS: Dallasalert.com
- CALENDARIO DE LA CIUDAD DE DALLAS: dallascityhall.com/calendar

APLICACIONES MÓVILES: DISPONIBLE EN APPLE APP STORE Y GOOGLE PLAY

- DALLAS 311 Infórmalos y Dallas resuelve. Servicios para situaciones que no son una emergencia
- IWATCHDALLAS Si ves algo, di algo
- DALLAS PUBLIC LIBRARY Gestiona tu cuenta de la biblioteca pública
- DALLAS SANITATION Recordatorios de servicio, actualizaciones, calendarios de eventos y consejos
- DALLASPD APP Noticias, redes sociales y difusión en la comunidad
- DALLAS SECURE Protege tu celular de las amenazas cibernéticas.

Communications, Outreach & Marketing
CONTÁCTANOS EN MEDIA@DALLAS.GOV





Public Information Office

- 3 PIOs directing over 1,000 service requests/year
- Partner with **48 departments**, 15 elected officials, executive leadership, and stakeholders
- **Media coverage 14 hours a day 7 days a week** to facilitate media inquiries/relations of national network of media contacts, **Manager 24/7**
- Direct and lead crisis communications and emergency activations
- Develop and manage all City of Dallas marketing campaigns
- Train City of Dallas new hires and partners on COM process and best practices
- **Recognized by Microsoft as a Center of Excellence for use of automated project management tools**
- Model replicated by other municipalities



Communications, Outreach & Marketing Service Request Process 2024

All COM Services can be requested with the Service Request Form.
bit.ly/CODCOMSR

COM Divisions	COM Resources
<ul style="list-style-type: none"> Public Information Office Media and Marketing Support Outreach and Community Engagement Support Developing an Outreach Strategy Language Access Center Written Translation and Oral Interpretation Design, Brand & Visual Identity Graphic Design and Social Media Video Services Production, Telecast, A/V Support, Fair Park Multimedia Center 	<ul style="list-style-type: none"> ■ COM SharePoint Resource Page ■ Language Access Style Guide and Glossary ■ COM Menu of Services ■ City of Dallas Style Guide ■ City Calendar and Training ■ Socially Dallas SharePoint Page ■ COMs Crew SharePoint Page ■ COM Marketing Campaign Template

- TIPS**
- Provide lead time (found in COM Menu of Services) for project requests to be completed.
 - Ensure verbiage is final and approved by stakeholders.
 - Be as specific as possible to best fulfill your request.
 - Include links to your editable documents or materials in the form. You can also upload materials. Please refrain from emailing materials separately from the form submission.
 - Once your request is submitted, the COM department will contact you to finalize project details.
- COM is not responsible for Webex. Please contact [Carla Hancox](#) in ITS.*

Questions?
Please email COMREQUEST@DALLAS.GOV



Communications,
Outreach & Marketing

Public Information Office – Marketing Campaigns



Keep Dallas Beautiful, ADA Guides, Fentanyl Awareness, 311 Rebrand, MLK Week, All-American City, Budget Townhalls, Dallas Online Reporting System, Give Responsibly, Ethics, Pride, Holidays, REP, Housing, Express Business Center, BeDallas90, CECAP, ForwardDallas, Bond, Deck the Plaza, Summer of Safety, etc.

- This is just a small sample of total projects



Embracing, educating,
and encouraging
Dallas neighborhoods.
www.kdbccs.org



Dallas Pets Need Your Help!
BeDallas90.org



Dallas Animal Services



Apoyando, educando y
motivando a los
vecindarios de Dallas.
www.kdbccs.org



¡Las mascotas de Dallas te necesitan!
BeDallas90.org



Servicios de Animales de Dallas



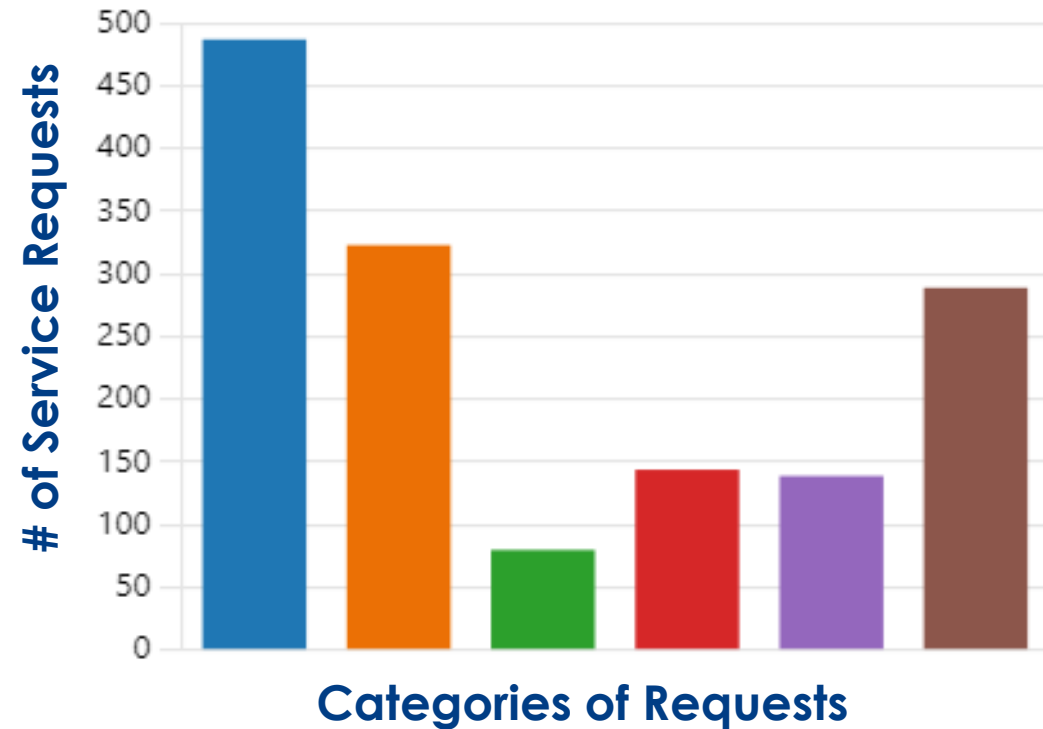
Public Information Officers – SRs & Media Relations



PIOs work as main points of contacts for all service requests and departments. In addition to managing projects, media relations and crisis communications, the team provides services listed below.

Categories of Service Requests Facilitated

Media Release (Media Advisory, ...	487
Copy for Marketing Collateral (S...	323
Print Ad, Billboard, Signage	80
Publication Number	144
City-wide Employee Announce...	139
Other	289



Outreach and Community Engagement



2023 Division Launch

Onboarded first and only Outreach Specialist

- Engagement Framework Subcommittee Lead
- Built networks to align with strategic priorities
- Exceeded REP and Outreach goals
- Launched Tap In Dallas; Community Engagement Channel



Sign up for

TAP IN DALLAS

Tap In Dallas is a new channel hosted by the City of Dallas Communications, Outreach and Marketing Department, created to share the latest and greatest projects, collaborations, and game-changing initiatives happening right here in Dallas.

Sign Up Here: bit.ly/TapInDallas

City of Dallas Communications, Outreach & Marketing

Tap In Dallas: City of Dallas Small Business Center Edition

City of Dallas sent this bulletin at 04/16/2024 11:40 AM CDT

April 16, 2024

View as a webpage / Share



Tap In and Watch

Tap In Dallas Podcast Newsletter: Unveiling the Dallas Small Business Center

Empowering Entrepreneurs, Fostering Growth

Dear Tap In Dallas Community,





In our most recent episode, we had the privilege of hosting Mrs. Owens, a passionate representative from the City of Dallas Small Business Center (SBC). Through our engaging conversation, we unveiled the pivotal role the SBC plays in driving economic development

Outreach and Community Engagement

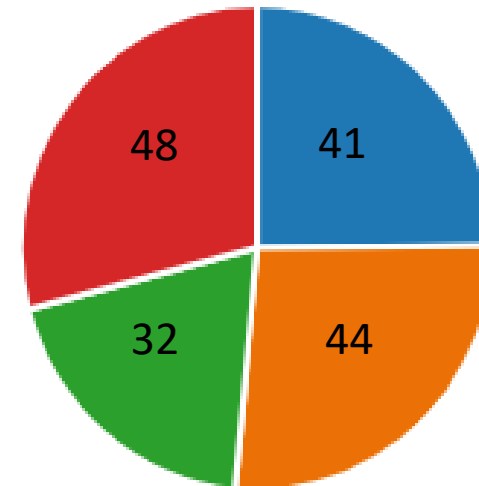


- Outreach attended 242 events LY
 - Connected with 27,355 residents
- Data demonstrates partner departments' high need for guidance and support

Service Request Categories

	Developing Strategy	41
	Connecting with Stakeholders	44
	Featured in Tap In Dallas COM P...	32
	Unsure and looking for guidance	48

165 Service Requests - 9 months

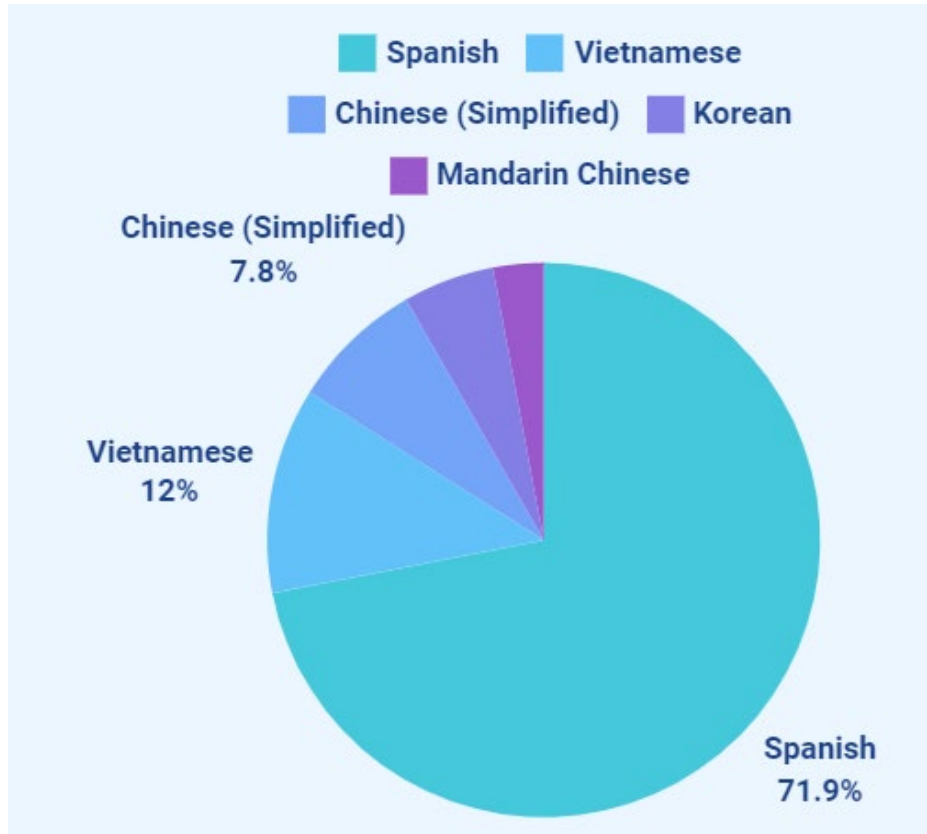


Language Access Services



2 translators processed over 1 million words over the past year

Top 5 Languages Requested



Language Access Services Recap 2021-2024

Translation Service Request Growth Year over Year



Translation Requests by Fiscal Year

620	1195	1634
FY21-22	FY22-23	FY23-24 Forecast



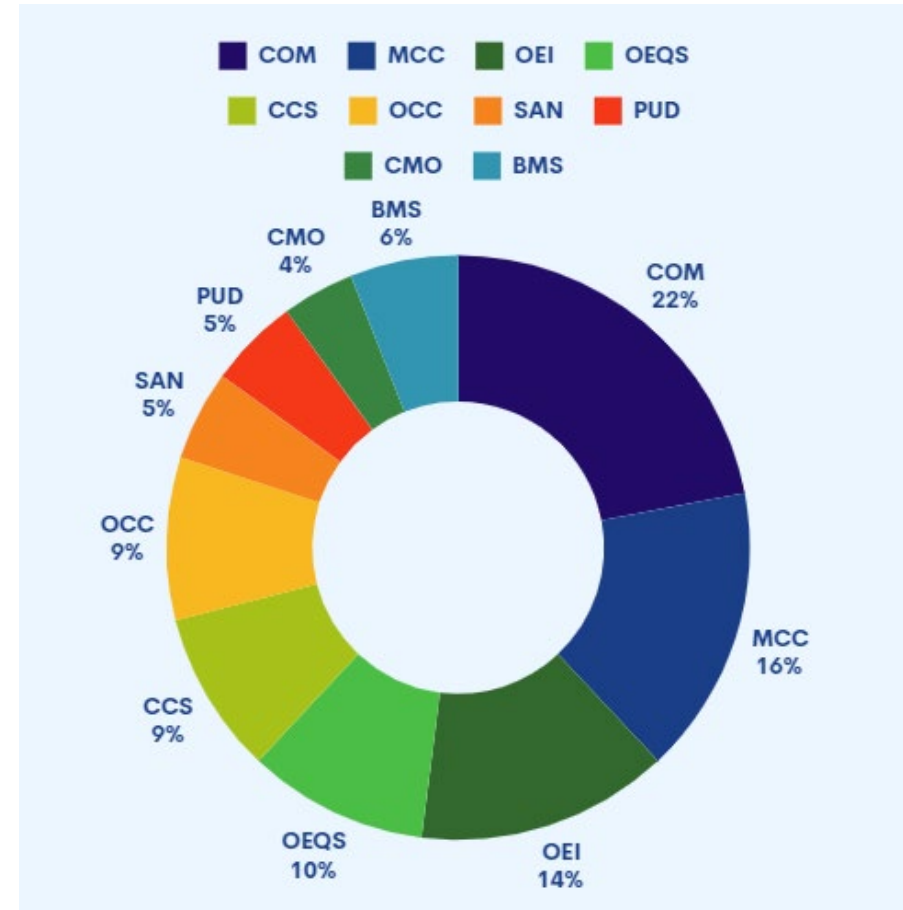
Language Access Services – Partners



- Requests facilitated for 44 COD partners
- Translations in 12 different languages



Translation Service Requests by Top 10 Departments











Social Media, Graphic Design & Brand



Sample of increased service offerings:

- Created campaign materials for 40 City Departments
- Custom emblem creation of special services and efforts (ex: Innovation Lab, Culture Pass, MLK Celebration Week, and more!)
- Promotional materials (ex: photo backdrops, event materials, programs, invitations, save the date, directional signage, swag, etc.)
- Provide training and best practices to sister departments for marketing, design and social media
- Endorsing and uplifting sister departments' social media and efforts to become a trusted source for information

Follow Us on Social Media!

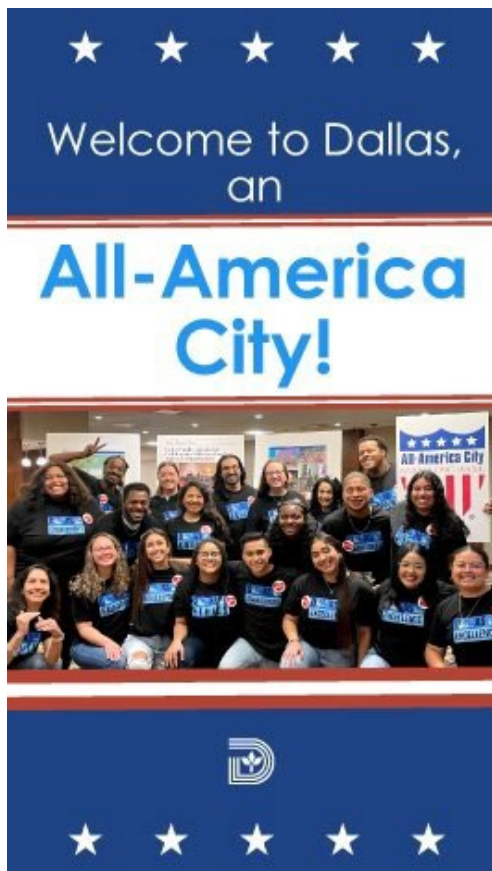
 Facebook DallasCityHall	 Facebook CiudaddeDallas
 X (Twitter) /CityOfDallas	 X (Twitter) /CiudadDeDallas (Spanish)
 NextDoor City of Dallas	 Instagram @DallasCityHall
 LinkedIn City of Dallas	 Youtube /CityOfDallasCityHall



Marketing Campaigns, Creatives & Graphics



COM's Award-Winning Graphic Designers requested for all top priorities and marketing campaigns. You can see their bilingual creations all over City Hall and Dallas!



Broadcast, A/V & Open Meetings



Watch Us Online and on Television



Broadcast Channels

Spectrum (Dallas)

- Ch. 16 – City Council/Government Access
- Ch. 95 – Ciudad de Dallas (Spanish-Language)
- Ch. 96 – Citizen Board & Commission Meetings
- Ch. 99 – Arts, Culture, & Education

Frontier (Dallas)

- Ch. 47 – City Council/Government Access



Online City Meetings

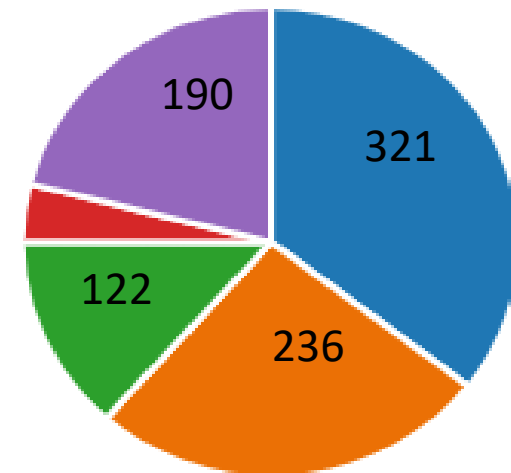
Watch Now

City Council Meetings

- FY2022-23: 180 meetings, 431 hours
- FY2023-24 (as of 4/17): 98 meetings, 287 hours

	TV/Video/Broadcast (PSA)	321
	Event/Meeting Broadcasting an...	236
	Photography	122
	Radio/Podcast Recording	36
	Other	190

Categories of Services Provided in Addition to Open Meetings

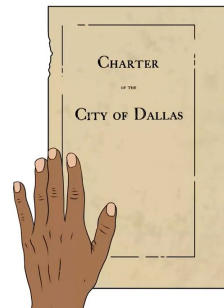
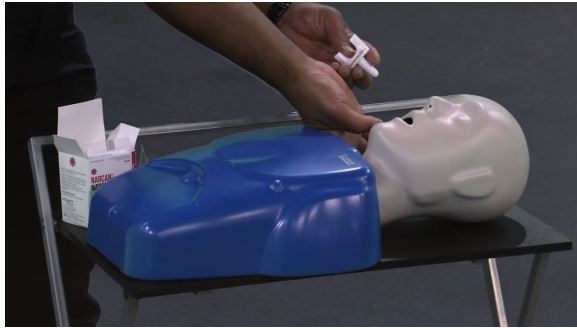


905 Service Requests FY22-24

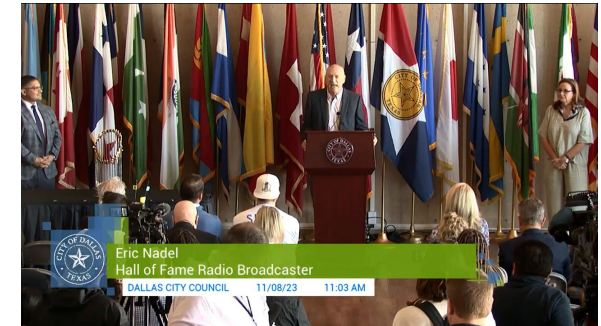
Fair Park Multimedia Center Highlights



- PSA Samples and Highlights



Constitución
se está revisando
ahora mismo



Future Opportunities for Video Engagement



- City Council Show
- Tolbert's Take
- Expansion of original Spanish content
- Increase in partnership created content
- Innovative and engaging video productions





Update on Budget Initiatives



Update on Budget Initiatives

- Developed and launched Dallas 311 rebranding with focus on bilingual functionality
- Executed 10 master agreements for multicultural advertisers, standardizing costs of ad placements and allowing for increased engagement of Dallas' diverse communities
- Processing and leading transition of single language access support vendor to 4 new contract vendors, requiring strategic planning and implementation of procedures to support all departments' translation and interpretation needs
- Executing contract for Media Training and in the process of scheduling for executives and director according to strategic priorities
- In process of expanding Speakers Bureau of Spanish ambassadors to build engagement with residents





Update on Budget Initiatives

- Lead of Communications and Collaboration subcommittee for the City's Engagement Framework initiative
- Development of Engagement Toolkit
- Established and launched "Tap In Dallas", a Citywide Communication Channel to highlight services available to residents and increase community engagement
- Redesign and relaunch of Communications, Outreach and Marketing website highlighting media relations, community engagement and language access





City of Dallas

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