

Memorandum



CITY OF DALLAS

DATE November 13, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Taking Care of Business – November 12, 2020**

Encampment Resolution Schedule November 16 – November 20

The Office of Homeless Solutions (OHS) has scheduled the following sites for homeless encampment resolution the week of November 16 – 20.

The OHS Street Outreach teams have continued to engage with individuals to provide notice of clean-up and connect to resources and shelter. OHS Community Mobilization will meet with stakeholders to determine long-term sustainability of encampment sites and will provide periodic updates.

The OHS Service Request dashboard can be utilized to track the progress of encampment resolution efforts. If you have any questions about the encampment resolution process or the dashboard please contact Kevin Oden, Interim Director, Office of Homeless Solutions. The dashboard can be accessed using the link below:

<https://dallasgis.maps.arcgis.com/apps/opsdashboard/index.html#/ccd41f0d795f407a94ae17e2c27bf073>

New Updates

For The Culture Turkey Giveaway

The Dallas Police Department Office of Community Affairs, in partnership with Paul Quinn College, presents its African American Outreach – For The Culture Thanksgiving Turkey Giveaway. This is a drive-through engagement scheduled for Saturday, November 14, 2020 from 10:00am-12:00pm. Over 200 families will receive a turkey and a box of food that will be given out on a first-come, first-serve basis. We thank our sponsors Congregational Security Inc. and Soul Reborn for their kind support. Should you have any questions or concerns, please contact Jon Fortune, Assistant City Manager for Dallas Police Department.

Dallas Police Department UNIDOS Turkey Distribution

The Dallas Police Department (DPD) UNIDOS team has partnered with several local organizations in our city to help provide holiday meals for our residents. We will be hosting a safe drive thru event in which we will be able to provide 300 Thanksgiving meals to families in need in our communities. Residents can register for this free event at the Eventbrite link below.

<https://www.eventbrite.com/e/unidos-distribucion-de-pavos-tickets-127779326405>.

Should you have any questions or concerns, please contact Jon Fortune, Assistant City Manager for Dallas Police Department.

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City Website Update

City staff has updated the official postings portion on the front page of dallascityhall.com. The official postings portion of the City website has been updated to streamline how users are accessing council materials. Council agenda, briefing, and committee meeting materials are now all available through the Council Meetings link. This will take users directly to the Legistar system where they are able to access City meeting agendas, minutes, and meeting videos. For more information please contact Carrie Rogers, Director of the Mayor and City Council Office.



New Procurement Opportunities

The Office of Procurement Services (OPS) is excited to announce the following new contract opportunities. More information can be found on the City's [electronic bid portal](#):

Opportunity No.	Opportunity Name
BV21-00014791	Cathodic Protection System-Survey Inspection
BY21-00015055	Cloth Masks
BJZ21-00013048	Kay Bailey Hutchison Convention Center Qualitative Assessment
BV21-00015013	OEM Parts & Accessories for Water & Wastewater Existing Equipment
BV21-00014951	Pre-Cast Water Meter Vaults

For citywide opportunities for the current quarter, we invite you to review the [Procurement Quarterly](#), published on the OPS [website](#). Please be advised that once an opportunity is advertised, it is considered an open procurement until the City Council awards the contract. The Code of Ethics prohibits communication between councilmembers and

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vendors/ suppliers on open procurements. Should you have any questions, please contact Chhunny Chhean, Director of Procurement Services.

[Deck the Plaza 2020](#)

The City of Dallas will host Deck the Plaza on Saturday, November 21, 2020 from 5:30 – 8:30 p.m. The event will be a public, contactless, holiday drive-thru tree lighting at City Hall Plaza. The proposed route will begin eastbound on Young Street at Akard Street and turn south on Browder Street, adjacent to the Plaza. The caravan will enter City Hall Plaza on Marilla Street and proceed through some holiday entertainment offered by the Office of Arts and Culture, socially distanced waves of good cheer from volunteer city staff and elected officials, a festival of lights and decorations, and end with a grand finale--a 35-foot holiday tree. As they caravan in their vehicles, attendees will be treated to holiday music and recorded messages from elected officials on Classical 101.1 WRR-FM.

The Mayor and City Council Office and the City Manager's Office have been provided scripts and helpful guidance for recording their holiday messages and are asked to please complete and submit recordings by November 13, 2020 to ensure inclusion in the WRR programming.

Deck the Plaza has been redesigned as a completely contactless drive-thru event. There will be no giveaways in an effort to prevent the spread of COVID-19. Public health protocols will be strictly enforced. Walk-ups will not be allowed, and all attendees will be required to remain in their vehicles at all times. We know this year has been difficult for so many, and this is an opportunity to safely provide some holiday cheer. Sharable information about Deck the Plaza is available at <http://www.dallascitynews.net/deck-plaza-returns-drive-thru-celebration>. If you have additional questions, please contact Rosa Fleming, Director of Convention and Event Services.

[Dallas Cultural Plan: Responding to 2020](#)

The Office of Arts and Culture (OAC) and their partners are ready for another year-in-review! Join in virtually as OAC reports out on the Dallas Cultural Plan, discusses how the Dallas Art scene has adapted to all the changes of 2020, and how we will continue to work together in this new future. Opening statements include welcomes from Mayor Eric Johnson and Chair of the Arts and Culture Advisory Commission Sam Santiago. For more information, click [here](#). Attached are English/Spanish infographics for social media share. Should you have any questions or concerns, contact Director of the Office of Arts and Culture, Jennifer Scripps.

[Booker T. Washington HS Audition Workshops](#)

Dallas Public Library and the Booker T. Washington High School for the Performing Arts are teaming up to provide virtual audition workshops for Dallas 8th graders planning to apply to the magnet school. Get the inside scoop from Booker T Washington. faculty on what it takes to make it! The first session covers the visual arts with future sessions focusing on dance, music and theater. For more information, click

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English/Spanish infographics for social media share. Should you have any questions or concerns, contact Library Director Jo Giudice.

[ADA-compliant Alt Text guidance for digital communications](#)

The Communications, Outreach and Marketing (COM) team has established Alt Text guidance for commonly used digital channels to support the ADA Self-Evaluation and Transition Plan presented to the City Council last week. Alt Text allows screen readers to describe images being used on social media, emails and other digital forms of communication – ensuring accessibility for all. Omitting Alt Text with an image means that a person who is blind or visually impaired will not know what an image is meant to convey. Details are attached; should you have questions, please contact Catherine Cuellar, Director of Communications, Outreach and Marketing.

[Dallas Speed Survey](#)

In partnership with Dallas Independent School District, the City is exploring ways to improve internet service by distributing an internet speed survey to better understand and address the digital divide in our community. This survey and speed test are designed to gather data about the availability and speed of internet service, including to identify locations that lack such service. Respondents are asked to visit <https://dallas.speedsurvey.org> through their home internet connection to answer a few questions related to their service. The survey will collect non-personal data and be used solely for the city's planning efforts. For your convenience, draft messaging in Spanish and English for social media posts have been attached for your use. Should you have any questions or concerns, please contact Genesis D. Gavino, Resilience Officer.

[At Home COVID-19 Testing](#)

The City of Dallas has contracted with MCI Diagnostic Center to provide mobile in-home COVID testing to Dallas residents who do not have transportation to a COVID testing site. Residents can schedule an appointment for no-cost in-home testing between the hours of [8 a.m.](#) and [6 p.m., Monday to Saturday](#) by calling the MCI Diagnostic screening line, [1-833-657-1887](#). MCI has a maximum of 60 testing appointments per day. Results will be available to residents within 48-72 hours. Should you have any questions or concerns, please contact Director of Emergency Management, Rocky Vaz.

[Update to Carbon Disclosure Project Scoring for the City of Dallas](#)

The Office of Environmental Quality and Sustainability is pleased to report that the City of Dallas (City) just received the new scoring from the Carbon Disclosure Project for 2020, and the news is good. With implementing the CECAP, the Green Energy Policy and associated actions, the City has raised the overall score to an A-, reflecting regional leadership and actions towards adaptation. This improved score is indicative of a lot of targeted work by the many City departments that are currently implementing the CECAP. We benchmark the Dallas climate program with the international Carbon Disclosure Project (CDP) and the American Council of an Energy Efficient Economy (ACEEE).

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While 2020 has been a challenging year, the City was recognized for demonstrating best practice standards across adaptation and mitigation, setting ambitious but realistic goals and making progress towards achieving those goals. This scoring also reflects strategic, holistic plans in place to ensure the actions being taken will reduce climate impacts and vulnerabilities of the citizens, businesses and organizations in Dallas. Additional information on this program, and Dallas' scoring metrics can be found [here](#). Should you have any questions or concerns, please contact Liz Cedillo-Pereira, Chief of Equity and Inclusion.

Look Ahead

City Council Briefings

November 17, 2020

- Dallas Water Utilities: Capital Investments for Our Future
- Marketing Strategy: telling our story as One Dallas

Media Inquiries

As of November 9, 2020, the City has received media requests from various news outlets regarding the following topics:

- Priority Improvement Zones and Aligned Street Lighting Plan
- Municipal Golf Courses
- Code Bulky Trash Program
- Department Preparing For Upcoming Election Night Demonstrations
- DFR Confirms Latest Cumulative Figures for the Number of Members Impacted by COVID-19

Please see the attached document compiling information provided to the media outlets for November 3, 2020 – November 9, 2020 for your reference. Should you have any questions or concerns, please contact Kimberly Bizer Tolbert, Chief of Staff.



T.C. Broadnax
City Manager

c: Chris Caso, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff
Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors

Encampment Resolution Schedule November 16th– November 20th 2020

LOCATION	DIVISION
Monday, November 16th 2020	
7401 Samuel Blvd	South
Cockrell Hill @ I-20	South
2600 Dawson	South
1700 Baylor Street	South
5600 South Lamar Street	South
2600 Hickory Street	South
13333 N CENTRAL EXPRESSWAY	North
75/ N CENTRAL EXPRESSWAY AND FOREST LANE	North
75/ N CENTRAL EXPRESSWAY AND 635/ LYNDON B JOHNSON (Under Bridge and wooded area)	North
75/ N CENTRAL EXPRESSWAY AND WALNUT HILL LANE	North
Tuesday, November 17th 2020	
E R L Thornton @ Munger	South
E R L Thornton @ Peak	South
704 Fletcher	South
1207 South Harwood	South
Ervay @ I30	South
75/ N CENTRAL EXPRESSWAY AND ROYAL LANE	North
ROYAL LANE AT MANDERVILLE DRIVE	North
FOREST LANE AND STULTS ROAD	North
E NORTHWEST HIGHWAY AND SHILOH RD	North
635/ LYNDON B JOHNSON AND TI BOULEVARD	North
Wednesday, November 18th, 2020	
5600 South Lamar Street	South
2300 COOMBS Street	South
1800 South Blvd	South
2600 Hickory	South
2600 Dawson Avenue	South
2600 Louise Avenue	South
35/STEMMONS AT ROYAL LANE	North
35/STEMMONS AT WALNUT HILL LANE	North
WEST NORTHWEST HIGHWAY AND DENTON DRIVE	North
635/LYNDON B JOHNSON AT JOSEY LANE	North
635/LYNDON B JOHNSON AT WEBB CHAPEL ROAD	North
635. LYNDON B JOHNSON AND VALLEY VIEW LANE	North
Thursday, November 19th 2020	
ERL Thornton & Peak	South
ERL Thornton & Munger	South
2700 Taylor St.	South

2600 Canton St.	South
500 South Houston	South
1500 South Harwood	South
35/ STEMMONS AT CONTINENTAL	North
35/ STEMMONS AT OAK LAWN	North
35/STEMMONS AT MEDICAL DISTRICT DRIVE	North
183/ JOHN WEST CARPENTER AT REGAL ROW	North
183/ JOHN WEST CARPENTER AT MOCKINGBIRD LANE	North
35/ STEMMONS AT INWOOD	North
Friday, November 20th, 2020	
75/ N CENTRAL EXPRESSWAY AT HASKELL	North
45/CENTRAL AT PACIFIC AVENUE	North
WOODALL RODGERS AT FIELD STREET	North
WOODALL RODGERS SERVICE ROAD- under bridge at 45	North
45/ CENTRAL AT ROSS AVENUE	North
45/ CENTRAL AT LIVE OAK	North

FOR THE CULTURE

AFRICAN AMERICAN OUTREACH

DALLAS POLICE DEPARTMENT
OFFICE OF COMMUNITY AFFAIRS

YOU'RE INVITED

THANKSGIVING TURKEY *Giveaway* DRIVE - THRU

SATURDAY NOVEMBER 14, 2020

10AM-12PM



Paul Quinn College

3837 Simpson Stuart Rd, Dallas, TX 75241

COVID-19 TESTING ON-SITE



CSI...



Thank you
TO OUR SPONSORS

FOR MORE INFO: CONTACT MANDRELL DRAKES 214.671.4045



UNIDOS



DALLAS POLICE
DEPARTMENT
#DallasPD

LA POLICIA TRABAJANDO JUNTO CON LA COMUNIDAD HISPANA

TURKEY DISTRIBUTION

SATURDAY NOV. 21, 2020
8AM - 12PM

FAR WEST DALLAS PARKING LOT
400 S. BUCKNER BLVD.
DALLAS TX, 75217

REGISTER ONLINE AT EVENTBRITE TO RECEIVE A FREE TURKEY
ON BEHALF OF THE DALLAS POLICE DEPARTMENT



FOR MORE INFORMATION CONTACT THE OFFICE OF COMMUNITY AFFAIRS AT 214-671-4668

@DALLASPD @OPUNIDOS @OPCA



UNIDOS

LA POLICIA TRABAJANDO JUNTO CON LA COMUNIDAD HISPANA

DISTRIBUCIÓN DE PAVOS

SÁBADO 21 DE NOV., 2020
8AM - 12PM

ESTACIONAMIENTO DE FAR WEST DALLAS
400 S. BUCKNER BLVD.
DALLAS TX, 75217

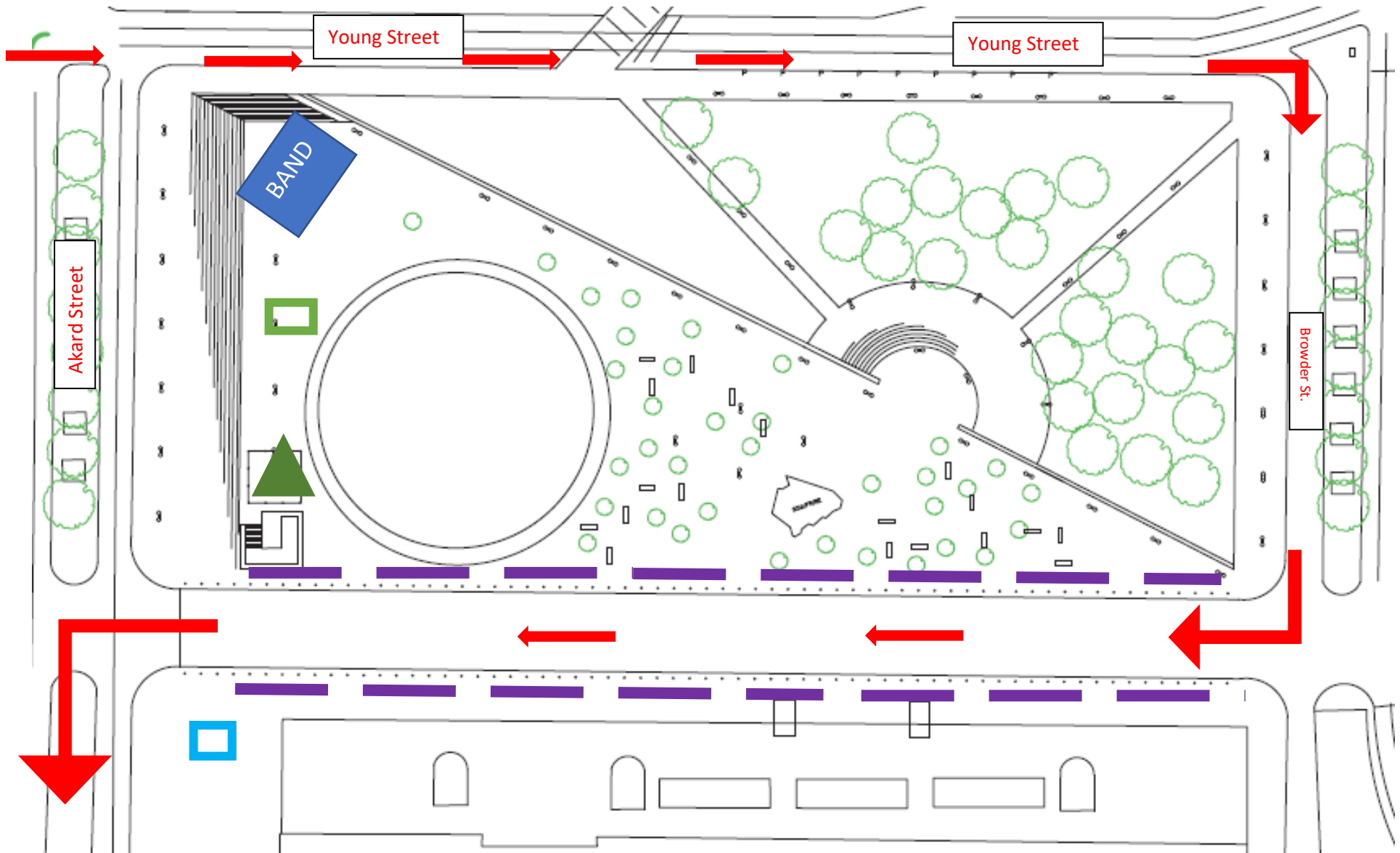
REGISTRASE EN EL SITIO DE WEB EVENTBRITE
PARA PODER RECIBIR UN PAVO GRATIS DEPARTE DEL DEPARTAMENTO
DE POLICÍA DE DALLAS



PARA MÁS INFORMACIÓN LLAMA AL LA OFICINA DE ASUNTOS COMUNITARIOS: 214-671-4668

@DALLASPO @DPUNIDOS @DPDCA

DECK THE PLAZA: CITY HALL PLAZA SITE PLAN



n

LEGEND:



Holiday décor, entertainment and City staff lined along Marilla



Traffic flow – one curbside lane along Browder and Young St (to Griffin) and NB Griffin blocked for cars in queue. NB Akard blocked at Canton.



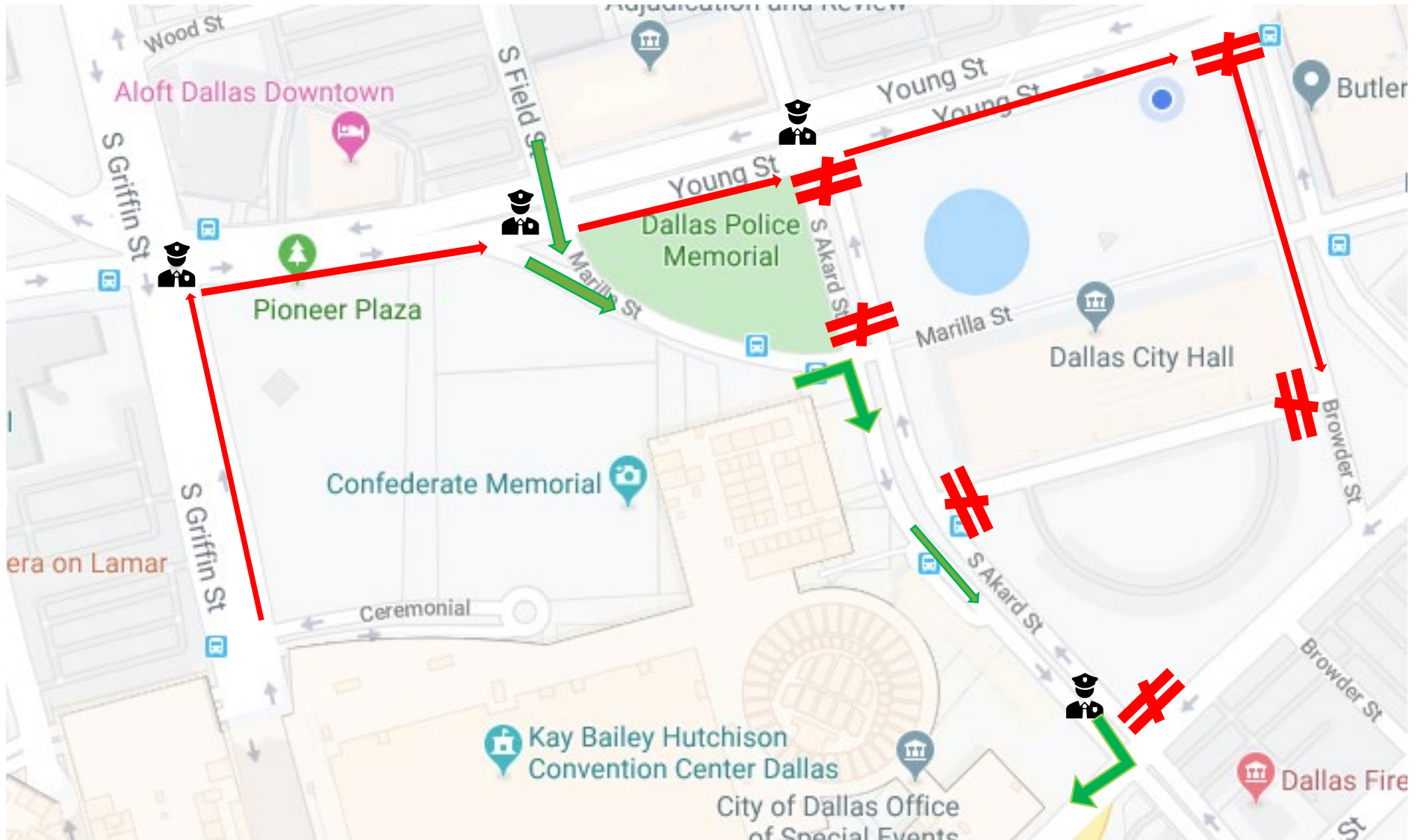
WRR 10 x 10 tent. Broadcast Music and holiday greetings.



Event staff check-in

SANTA will roam queue with photographers – photos of cars in line posted

DECK THE PLAZA: ROAD CLOSURE PLAN



Road Closures on November 21, 2021 beginning at 4:30 pm through 8:30 pm

- Marilla & Young St (police assistance to allow for SB traffic on Marilla)
- Akard & Young St (no SB traffic)
- Akard & Canton (barricade, police assistance. No NB traffic)
- Browder and Young St. (No SB traffic)
- Marilla & Browder/Ervay (event entrance)



DECK THE PLAZA

CITY HALL LIGHTS

Saturday, November 21
5:30-8:30 p.m.

Join us for a FREE contactless, holiday festival of lights drive-thru!
City Hall Plaza - 1500 Marilla St.



Sponsored by:



Convention and Event Services



SPECTRA



City of Dallas

Office of
Arts & Culture





Sábado, 21 de noviembre
5:30-8:30 p.m.

¡Acompáñenos en un festival de luces, gratis sin contacto, desde el automóvil!
City Hall Plaza - 1500 Marilla St.



Patrocinado por:



Convention and Event Services



SPECTRA



City of Dallas

Office of
Arts & Culture





Booker T. Audition Workshops

Visual Arts: November 14 at 10:00 a.m.

Dance: December 5 at 10:00 a.m.

Music: December 12 at 10:00 a.m.

Theater: January 9 at 10:00 a.m.

Booker T. Talleres de Audición

Artes Visuales: 14 de noviembre a las 10:00 a.m.

Baile: 5 de diciembre a las 10:00 a.m.

Música: 12 de diciembre a las 10:00 a.m.

Teatro: 9 de enero a las 10:00 a.m.



Booker T. Washington Escuela secundaria
de artes escénicas y visuales

Taller de audición de artes visuales

Sábado, 14 de noviembre
a las 10:00 a.m.

BOOKER T.
WASHINGTON

 dallaspubliclibrary



Booker T. Washington High School for the
Performing and Visual Arts
Visual Arts Audition Workshop
Saturday, November 14
10 a.m. to 12 p.m.

BOOKER T.

WASHINGTON

 **dallaspubliclibrary**

DALLAS
CULTURAL PLAN



Office of
Arts & Culture

DALLAS CULTURAL PLAN: RESPONDING TO 2020

Wednesday, November 18, 2020

3:00-4:30 PM

Musical preshow by CAP Artist Kamica King at 2:45 PM

VIRTUAL EVENT LINK: www.bit.ly/2020DCP

www.dallasculture.org



@dallasculture

DALLAS
CULTURAL PLAN



Office of
Arts & Culture

PLAN CULTURAL DE DALLAS: **LOS CAMBIOS DE 2020**

Miercoles, 18 de Noviembre, 2020

3:00-4:30 PM

Preshow musical de Artista CAP Kamica King a las 2:45 p.m.

ENLACE DE EVENTO VIRTUAL: www.bit.ly/2020DCP

www.dallasculture.org



@dallasculture

Encuesta sobre la velocidad

Para entender mejor y abordar la brecha digital en nuestra comunidad, estamos llevando a cabo una encuesta sobre la velocidad del Internet.

Puede ayudarnos completando 3 sencillos pasos:

1. Visite www.dallas.speedsurvey.org
2. Completa la encuesta desde donde usas el internet
3. Comparta con otro residente de Dallas para completar la encuesta

La encuesta de velocidad

- Recoge datos no personales sobre la velocidad de los servicios de Internet y su disponibilidad
 - Identifica los lugares que carecen de dicho servicio
- La información reportada será utilizada únicamente para los esfuerzos de planificación de la Ciudad

¿Preguntas? Póngase en contacto con officeofresilience@dallascityhall.com

PROPORCIONADO POR:



SpeedSurvey

To better understand and address the digital divide in our community, we are conducting an internet speed survey.

You can help us by completing 3 easy steps:

1. Visit www.dallas.speedsurvey.org
2. Complete the survey from where you use the internet
3. Share with another Dallas resident to complete the survey

The Speed Survey

- Gathers non-personal data about the speed of internet services and its availability.
 - Identifies locations that lack such service.
- Reported information will be used solely for the city's planning efforts.

Questions? Contact officeofresilience@dallascityhall.com.

BROUGHT TO YOU BY:





City of Dallas

ALT TEXT GUIDANCE CITY OF DALLAS DIGITAL CHANNELS

What is Alt Text?

Alt Text allows screen readers to describe the image ensuring accessibility for all.

Omitting Alt Text with an image means that a person who is blind or visually impaired or user who disables image loading or encounters a broken image won't know what the image is meant to convey.

Every image posted or used in an Outlook email, GovDelivery template or social media should include Alternative Text or Alt Text.

Alt Text usage:

Alt Text should be written as if you were describing an image to someone over the phone.

Best practices for descriptive writing for Alt Text:

- Multiple sentences may be needed
- Keep it simple and don't overthink it
- Don't repeat the written caption
- There's no need to say "photo/image/graphic of..."
 - Screen readers already say that the item is an image
- Note logos – "City of Dallas Logo"
- Transcribe full text from all infographics
- Avoid using acronyms
- Use camel case on all hashtags – ex: #ServiceFirst not #servicefirst
- Avoid using "click here" and instead use "sign up, try it, learn more, subscribe"
- Use terms that identify content by other means than color or location only.
 - Use: Submit your answers with the "Go" button and **NOT** Click the red, square button to submit your answers.
- Avoid typing your Alt Text in all caps. This causes some screen readers to spell the words instead of speaking them as words.

Poor Example: *A large crowd at a basketball game*

Good Example: A large, diverse crowd of cheering students stand in the bleachers at a basketball game.

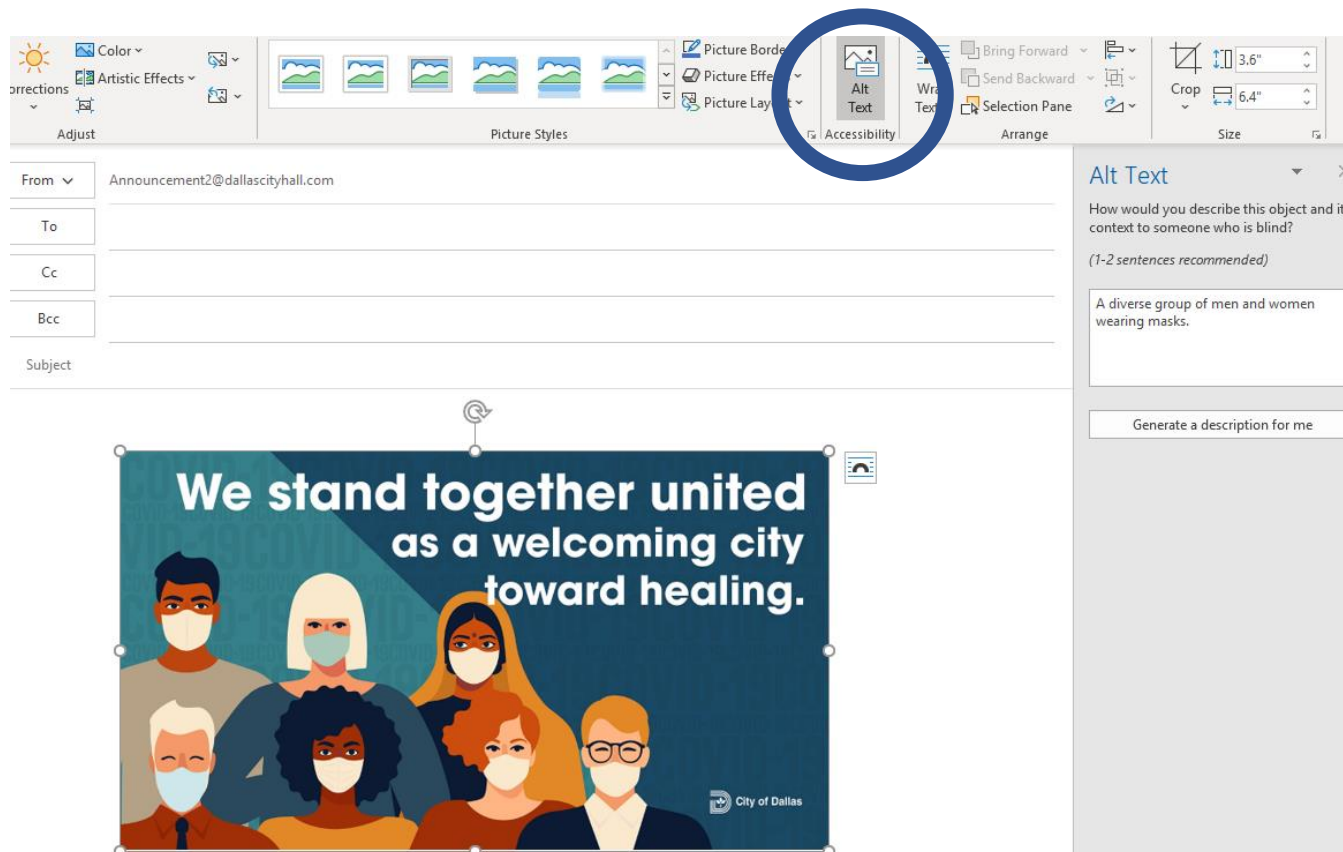
Alt Text should also match the language of the content of the page. For example, if your Twitter account shares content in Spanish, the Alt Text for your image should be in Spanish.

The steps to using Alt Text may vary by digital platform. The Office of Communication, Outreach and Marketing has provided instructions for using Alt Text for commonly used digital communication.

Outlook Emails

People who are blind or have low vision can understand your emails more easily if you create them with accessibility in mind. Microsoft recommends two sentences for Alt Text.

Microsoft has provided step-by-step instructions for adding Alt Text to Outlook emails at this [link](#).



The screenshot displays the Microsoft Outlook interface. At the top, the ribbon includes the 'Picture' group, where the 'Alt Text' button is circled in blue. Below the ribbon, the email header shows the sender as 'Announcement2@dallascityhall.com'. The main content area features a banner image with the text 'We stand together united as a welcoming city toward healing.' and an illustration of a diverse group of people wearing face masks. The 'City of Dallas' logo is visible in the bottom right corner of the image. On the right side, the 'Alt Text' pane is open, displaying the question 'How would you describe this object and its context to someone who is blind?' and the recommended description: 'A diverse group of men and women wearing masks.' Below this, there is a button labeled 'Generate a description for me'.

GovDelivery

GovDelivery refers to Alt Text as *image description*. There is no character limit for the description, so best practices are encouraged. Granicus provides recommendations and tutorials on their [website](#).

Templates / Bulletin Images / **Upload Image**

Account Images


Stock Images

Upload Image

Name (used for alt text)

*

Visibility

Everywhere 

Select an image

Choose File No file chosen

 **UPLOAD IMAGE**

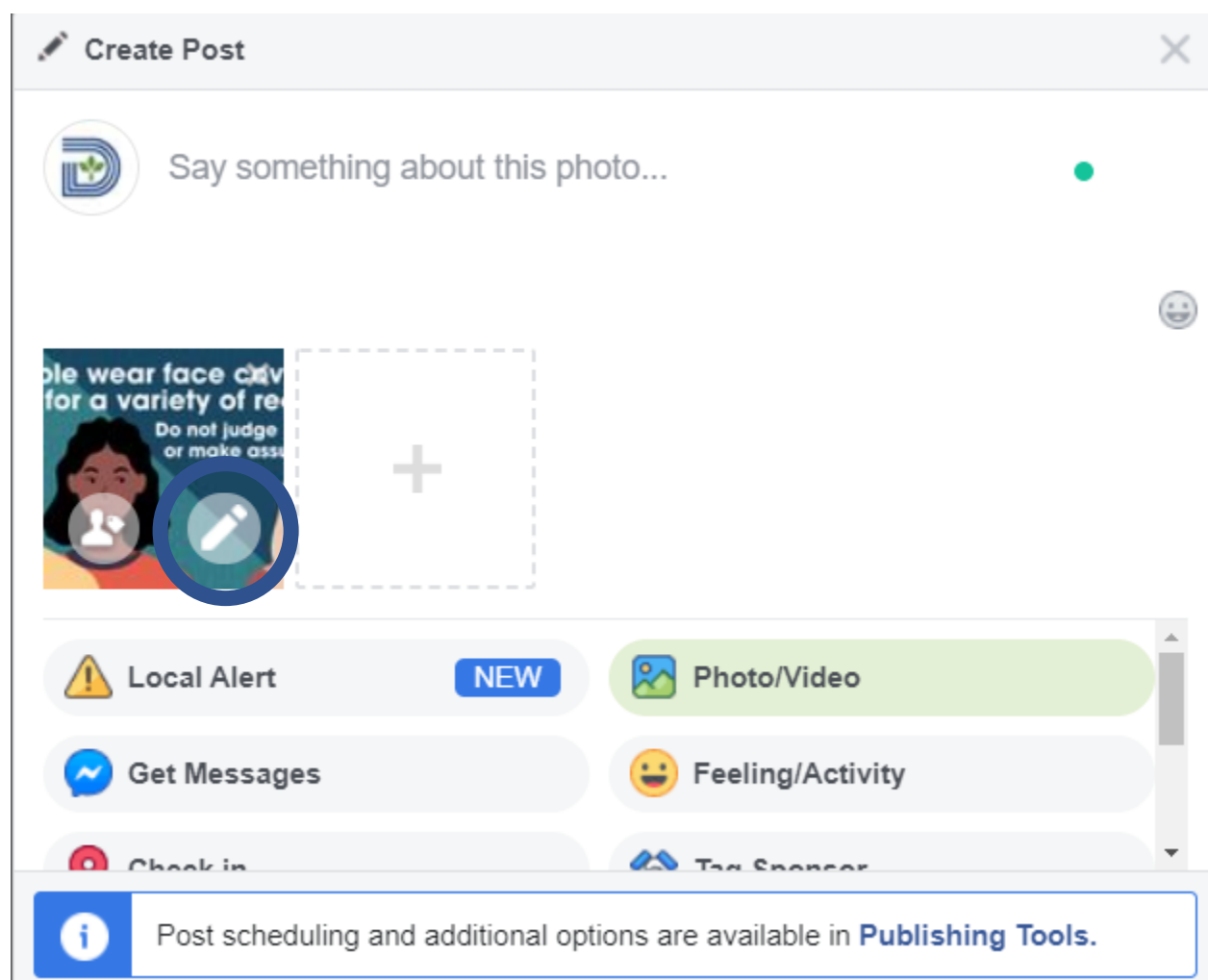
Social Media

The process to add Alt Text varies by social media platform. The City of Dallas ADA Manager recommends [this training](#) for additional support and learning about accessibility of content sharing on social media. [Training Webinar](#)

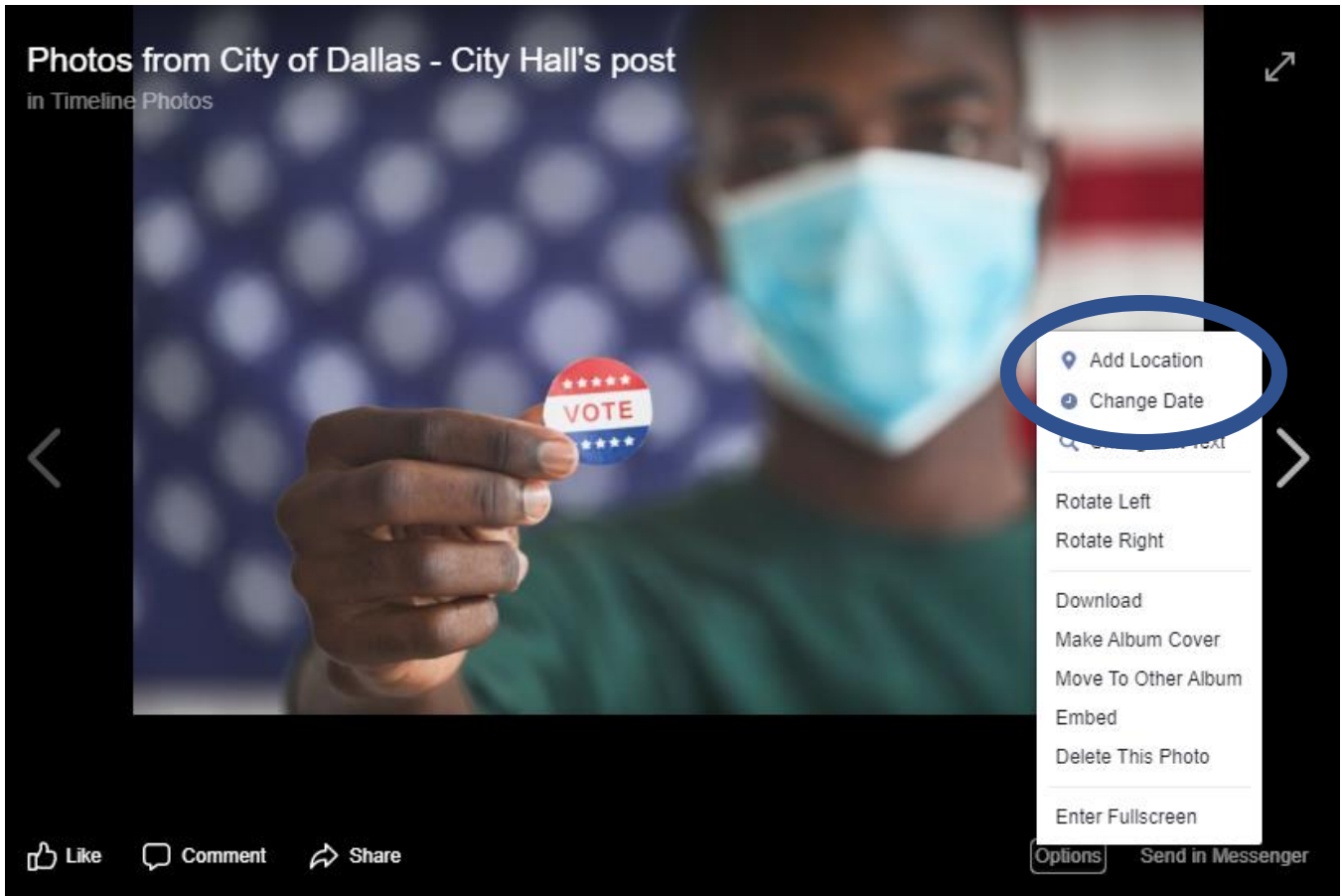
Facebook

Facebook automatically generates Alt Text by using object recognition technology to create a description of a photo. The auto translation may not be accurate, so it's essential that you check Alt Text.

For new posts, Alt Text can be edited by clicking the pencil icon on the photo. There is no character limit, but Facebook will flash a friendly reminder to keep descriptions under 100 characters once it has been exceeded.



For photos already posted on your timeline, Alt Text can be edited by clicking “Change Alt Text” under Options.



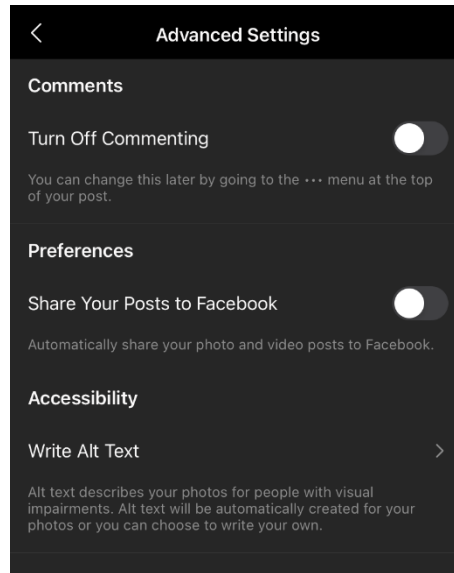
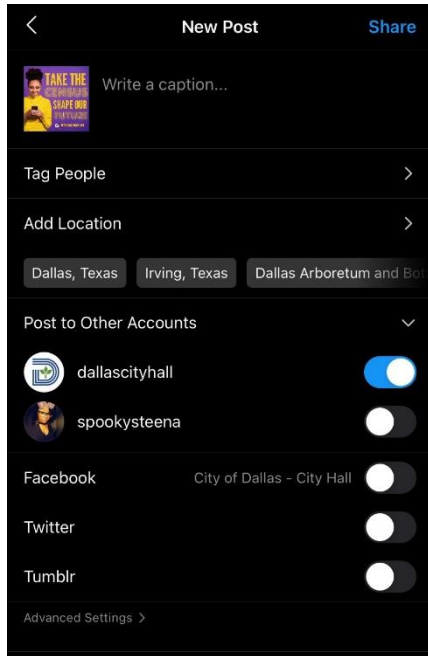
Twitter

Twitter's Alt Text functionality is under **Add description**. To edit the description of an image, click **Add description** prior to posting the Tweet. The limit is 1000 characters. Image descriptions cannot be added to videos. Remember, screen readers cannot transcribe text within images; so if the image has text in it, be sure to add it to the alt text.

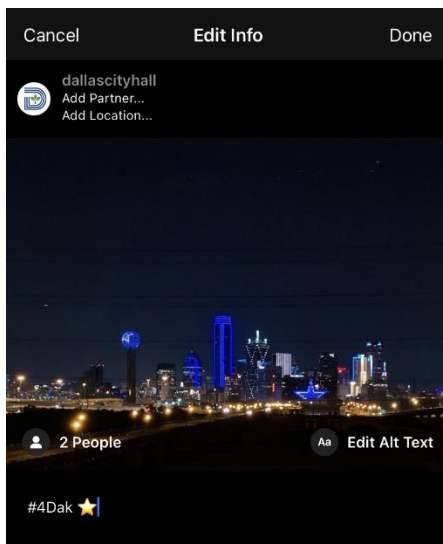


Instagram

Instagram automatically generates alt text for photos. However, this is not always reliable and manually entering alt text is more accurate. For a new post, select a photo on your mobile device and hit **Next** until you reach the final screen (pictured below). At the bottom of the menu, tap **Advanced Settings** and **Write Alt Text** on the following screen.



To add alt text to an existing post, go to the post and tap the three dots at the top left of the screen. Select **Edit** from the menu. At the bottom right of the photo, tap **Edit Alt Text**. After entering, tap **Done**.



LinkedIn

LinkedIn provides an option to add alt text once photos are uploaded. Once your photo is uploaded, check the top right corner for a button that says **Add alt text**. Upon clicking, a box where you can enter text will appear. The character limit is 120.

Edit your photo



Back

Done

SOCIAL MEDIA POST MESSAGING - ENGLISH

Twitter:

We need your input! @CityofDallas and @DallasSchools are exploring ways to improve internet service. Visit <https://dallas.speedsurvey.org> to take the survey using your home internet connection. For questions, contact officeofresilience@dallascityhall.com.

[insert graphic]

Facebook:

The City and DISD is exploring ways to improve internet service by distributing an internet speed survey to better understand and address the digital divide in our community. This survey and speed test are designed to gather data about the availability and speed of internet service, including to identify locations that lack such service. Respondents are asked to visit <https://dallas.speedsurvey.org> through their home internet connection to answer a few questions related to their service. The survey will collect non-personal data and be used solely for the city's planning efforts. Questions? Contact officeofresilience@dallascityhall.com

[Insert graphic]

SOCIAL MEDIA POST MESSAGING - SPANISH

Twitter:

¡Necesitamos tu opinión! @CityofDallas y @DallasSchools están explorando formas de mejorar el servicio de Internet. Visita <https://dallas.speedsurvey.org> para realizar la encuesta usando tu conexión a Internet doméstica. Para preguntas, póngase en contacto con officeofresilience@dallascityhall.com.

[insertar gráfico]

Facebook:

La municipalidad y DISD está explorando maneras de mejorar el servicio de Internet mediante la distribución de una encuesta de velocidad de Internet para comprender mejor y abordar la brecha digital en nuestra comunidad. Esta encuesta y prueba de velocidad están diseñadas para recopilar datos sobre la disponibilidad y la velocidad del servicio de Internet, incluida la identificación de ubicaciones que carecen de dicho servicio. Se pide a los encuestados que visiten <https://dallas.speedsurvey.org> a través de su conexión a Internet en casa para responder algunas preguntas relacionadas con su servicio. La encuesta recopilará datos no personales y se utilizará únicamente para los esfuerzos de planificación de la ciudad. ¿Preguntas? Póngase en contacto con officeofresilience@dallascityhall.com

[Insertar gráfico]

Communications, Outreach and Marketing
Media Requests
Nov.3 – Nov. 10

Date Submitted: 11/4/2020

Topic: Code Bulky Trash Program Interview

Inquiry: Lizbeth Licon, Managing Editor with NBC 5, TELEMUNDO 39 inquired: Would it be possible to speak with someone today in regard to the bulky trash program? I understand there are few dates upcoming that we can help get the word out to our viewers. The interview would be virtual.

The City's response: Fabien Ramierez conducted interview with Lizbeth Licon.

Submitted By: Tenisha Bogan (Code Compliance)

Media Entity: Lizbeth Licon, Managing Editor - NBC 5, TELEMUNDO 39

Date Submitted: 11/4/2020

Topic: Priority Improvement Zone

Inquiry: Brooklynn Cooper with the Dallas Morning News asked a series of questions regarding the Priority Improvement Zones. I've narrowed them down to the answers to questions referring to Transportation: (Oncor lights along) Malcolm X are already upgraded (to LED). The city will pay increased operational cost for these lights. The Dallas Department of Transportation (TRN) has started phase one of this project by purchasing the materials needed for the (LED) conversions. We anticipate delivery in mid-November. Actual field installation for these projects will take place upon arrival of the materials. TRN has already converted the majority of traffic signal indicators to LED on the 1400+ traffic signals citywide. Also, in the past two years, TRN staff has converted 1500+ existing lights to LED.

Submitted By: Nichelle Sullivan (Transportation)

Media Entity: Brooklynn Cooper, Dallas Morning News

Date Submitted: 11/04/20

Topic: Municipal Golf Courses

Inquiry: Dallas Morning News inquired about how the municipal golf courses have performed during the pandemic. Park & Recreation Assistant Director John Lawrence provided the following response: Golf at our six City of Dallas courses have seen an increase of over 30,000 rounds - a 15% increase - for the fiscal year (October 1st through September 30th) since reopening on May 1st after being closed for six weeks at the beginning of the COVID19 pandemic. When looking at rounds played since reopening through September 2020, we have experienced an increase of over 42,000 rounds compared to last year - an increase of 31% for the same time period.

All City courses have experienced an increase in play by both returning customers and new golfers as individuals sought outdoor activities since the closures related to the pandemic. Our golf professionals and the Park and Recreation Department are working to keep the interest of those new golfers and are hopeful this trend in Golf continues.

Submitted By: Demeshia Jackson (Park & Recreation)

Media Entity: Kyle Arnold, Aviation Writer (Dallas Morning News)

Date Submitted: 11/5/2020

Topic: Libraries Reopening

Inquiry: Ken Kalthoff, Reporter with KXAS-TV NBC5 inquired: "I'm doing a story today about bond projects and infrastructure as per city council briefings yesterday. One project the is clearly just finished is the Vickery Park Branch Library between Park Lane and Ridgcrest Road in Northeast Dallas. Would that library be opening about now if not for Covid-19? Are libraries ALL still closed in Dallas due to covid-19? Is there any timetable for reopening? Since that library is adjacent to schools, is that a factor in getting it open?"

The City's response: Library locations are still closed, but Library To Go curbside service is available by appointment at all locations.

Submitted By: Tenisha Bogan (Dallas Public Library)

Media Entity: Ken Kalthoff, News Reporter with KXAS-TV NBC5

Date Submitted: 11/06/2020

Topic: CBS11-DPD search

Inquiry: Kelsy Mittauer with CBS11 inquired: I'm working on a story about the search for a new police chief in several local cities. Is T.C. Broadnax available for a Zoom interview about Dallas' search? I'd specifically like to ask him about the importance of community input and what kind of qualities are important in candidates.

The City's response: Assistant City Manager Fortune can speak. Jack Fink so he may join and or give her questions to ask on his behalf.

Media Entity: Kelsy Mittauer, Special Projects Producer, CBS 11

Submitted By: Catherine Cuellar

Date Submitted: 11/06/20

Topic: Botham Jean Blvd Inquiry

Inquiry: Lizbeth Licon, News Director for NBC 5 asked about developments regarding renaming South Lamar Street to Botham Jean Boulevard. The City confirmed the City Plan Commission voted on Nov 5 to approve an application to change South Lamar Street between Interstate 30 and South-Central Expressway to "Botham Jean Boulevard." The item is scheduled for City Council consideration on January 13, 2021.

Submitted By: Nichelle Sullivan (Sustainable Development & Construction)

Media Entity: Lizbeth Licon, News Director, NBC 5

Date Submitted: 11/06/20

Topic: Priority Improvement Zones and Aligned Street Lighting Plan

Inquiry: Dallas Morning News submitted the following questions about the Priority Improvement Zones and Aligned Street Lighting Plan presented to council on Nov. 4:

1. \$2.8 million is coming from the CARES Act to fund lighting replacement. From which of the financial transparency categories is that money coming?
2. Dr. Perez from PBW said that the projects must be operational by Dec. 30, so the CARES Act funding isn't lost. What does "operational" mean? And will the CARES Act money only be applied to the wi-fi portion of the project, or spread out among the other infrastructural needs?
3. What equipment will be used for the streetlight wi-fi pilot project?
4. Along with slide 37, Dr. Perez mentioned that Phase 1 has already started. How much of that part has been completed?

5. At the bottom of slide 30, it says that the Oncor lights on Malcolm X will be updated. At a few other points in the meeting, city staff talked about the challenges of replacing Oncor lights because of tariff rates. How will this corridor on Malcolm X able to be updated without that issue?
6. Does Oncor have a franchise agreement with the city, and if so, when is it up for renewal?
7. Is it possible to get a map of which lights are city-owned vs owned by Oncor? I remember Michael Rogers telling council member Thomas that he'd be able to provide that info later, so it would be great to have that as a reference when available.

COM's Public Works liaison provide the following answers to questions two and three via email:

2. "Operational" means that the streets lights and other infrastructure will be installed, and the Wi-Fi signal will be available. The CARES Act funding will be spread amongst all the infrastructure needs such as the streetlights, telecommunications fiber, and Wi-Fi equipment.
3. "Teams will be installing and connecting telecommunications fiber from nearby City facilities to Wi-Fi antennas on the streetlights on the designated blocks. Converting the 1,000 LED bulbs is a separate initiative from the streetlight/Wi-Fi projects. Only the streetlight/Wi-Fi projects are being funded by the CARES Act funding, which carries the requirement to be spent by the end of this year."

COM Director Catherine provide the following answer to question seven:

7. "The map of Oncor-owned lights is at <https://www.oncorstreetlight.com>"

COM Assistant Director Janella provided the following answers to question one and six:

1. "\$2.8 million is coming from the CARES Act to fund lighting replacement. From which of the financial transparency categories is that money coming? The funding is coming from the \$234.4M allocated from the U.S. Treasury Coronavirus Relief Fund (CRF)."
6. "Oncor does have a franchise agreement with the City of Dallas that expires March 31, 2024. City Council approved the franchise on February 11, 2009, for a term of 15 years (ordinance #27485)."

Former Assistant Director of Transportation Brita spoke to the reporter to provide the answer to question five.

Submitted By: Demeshia Jackson, Nichelle Sullivan & Janella Newsome (Public Works, Budget and Transportation)

Media Entity: Dallas Morning News (Brooklynn Cooper)

Date Submitted: 11/10/2020

Topic: Veterans Day Parade Wednesday

Inquiry: Mike Pool with Spectrum News asked if there was a city sponsored Veterans Day Parade. He was informed that the city is hosting a Veterans Day Virtual Celebration, November 11, at 11:00 a.m. on Spectrum channel 16 and the City's digital and social channels. Councilmembers will highlight their military service or showcase the importance of others who served in the armed forces.

District 4 Councilmember Carolyn King Arnold and the Dallas Police Department's South-Central Patrol will also host a drive-thru Veterans Day parade from 10:30 to 11:11 a.m. from 1999 East Camp Wisdom Road to Patriots Crossing at 4500 South Lancaster Road, across from the VA Hospital. There will be a short program at the end of the parade and lunch will be provided on a first-come, first-served basis while boxed lunch will be provided to veterans.

Submitted By: Nichelle Sullivan (City Council)

Media Entity: Mike Pool, Sr. Producer, Spectrum News



CITY OF DALLAS

Dallas Fire-Rescue Department
Media Requests: November 3 - 9, 2020.

Tuesday, November 3rd: In response to multiple media requests for interviews about the department's preparation for potential election night demonstrations, the following statement was re-issued:

Dallas Fire-Rescue is committed to the safety of the citizens, and guests of this City, during the upcoming election day. Therefore, the department has made plans to have adequate staffing in place should planned peaceful demonstrations evolve into something more dangerous. We have worked closely with the Dallas Police Department, as well as the Office of Emergency Management, and other local, State and Federal partners, to help ensure a safe environment for our first responders as well as those individuals and groups who simply wish to peacefully express their First Amendment Right of free speech among others. Additionally, back-up EMS and Fire Operations resources have been pre-designated in case the need arises, and to prevent any disruption of service to the rest of the city.

Friday, November 6th: Sent the following information out to all the local news desks –

As of November 6th, [@DallasFireRescue](#) is reporting that a total of 178 [#firefighters](#) and civilian employees have tested positive for [#COVID19](#). 158 have fully recovered and returned to work, and 44 are under [#quarantine](#) for on and off-duty exposures.
[@CityOfDallas](#) [#FlattenTheCurve](#)