

Memorandum



CITY OF DALLAS

DATE February 24, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **City use of In-Kind Outdoor Digital Billboards**

The City of Dallas contract with Clear Channel Outdoor (CCO) allows the City's programs and services to be promoted free of charge. The in-kind advertising is scheduled at available locations citywide, subject to availability of unsold inventory. Additionally, Downtown Dallas Inc.'s (DDI) digital sign permit includes rotation of the City's promotional graphics at no cost.

Through the Office of Communications, Outreach and Marketing the City can submit unlimited promotional graphics for posting to digital billboards, but CCO may pre-empt in-kind ads, at any time, without notice. Under the existing agreement, multiple campaigns may be requested to run simultaneously, or with different start and end dates and weighting.

Please also note that for compliance with adopted Vision Zero goals and in alignment with dynamic signage best practices, digital boards include preferably three to five words, and at most, eight words with "no calls to action" while driving, to minimize distractions to drivers.

This year, we have several Citywide campaigns in process to utilize in-kind digital graphics through CCO and DDI. Please see below the table for the in-kind requests to date for respective departments which will be the focus areas for the remainder of FY2023.

Should you have any questions or need additional information at this time, please contact me or Catherine Cuellar, Director of Communications, Outreach and Marketing.

A handwritten signature in black ink, appearing to read 'Kimberly Bizer Tolbert'.

Kimberly Bizer Tolbert
Deputy City Manager

c: T.C. Broadnax, City Manager
Tammy Palomino, Interim City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Dr. Robert Perez, Assistant City Manager
Carl Simpson, Assistant City Manager
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors

Department	Campaign(s)
311	Our Dallas
BMS & MCC	Budget Town Halls (spring and fall)
CCS	Mosquito Abatement, West Nile Spray Notices
CCS, DPD, OIPSS	24HourDallas
CES, OPS, SBC	KBHCCD master plan community meetings
COM	Text notification enrollment; City Holidays
CSO	May election (and if needed June runoff)
CVS, HR & SBC	Hiring Events
DAS	Foster or Adopt
DFR, MCC, OCC, OHS, OIPSS	Fentanyl safety
DPD, LIB, OAC, MCC, PKR	Summer of Safety
DWU	Emerald Ash Borer; water conservation
ITS	Dallas Secure
OCC, LIB, PKR	Period Access Dallas (PAD)
OEM	Emergency Preparedness
OHS	Dallas Real Time Rapid Rehousing; Give Responsibly Campaign
PKR	Summer camps; lessons and classes; seasonal hiring
PUD	Forward Dallas
SBC	Fresh Start
TRN	Bike Plan & Vision Zero