

Memorandum



DATE **September 1, 2017**

CITY OF DALLAS

Honorable Members of the Government Performance & Financial Management
Committee: Jennifer S. Gates (Chair), Scott Griggs (Vice Chair), Sandy Greyson,
TO Lee M. Kleinman, Philip T. Kingston, Tennell Atkins, Kevin Felder

SUBJECT **Public Information Office and Open Records Request Overview**

On Tuesday, September 5, 2017, the City Manager's Office will present a Public Information and Open Records Requests Overview. The presentation will provide the Committee with a brief overview of current functions of the Public Information Office, and a summary of the analysis and proposed recommendations resulting from open records request working group. I have attached the briefing for your review.

Please let me know if you have any questions or should you require additional information at this time.

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

Kimberly Bizer Tolbert
Chief of Staff

Attachment

C: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Biliera Johnson, City Secretary (Interim)
Daniel F. Solis, Administrative Judge
Majed A. Al-Ghafry, Assistant City Manager
Jo M. (Jody) Puckett, 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
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

Public Information Office and Open Records Requests Overview

Government Performance
and Financial Management
Committee

September 5, 2017

Kimberly Bizer Tolbert
Chief of Staff



City of Dallas

Overview

- Background
 - Current Public Information Office
 - New Public Affairs and Outreach
- Open Records Request Working Group
 - Challenges Identified
 - Opportunities for Improvement
- Best Practices
 - Public Information Offices
 - Open Records Requests
- Recommendations
- Next Steps

Background: Public Information Office

Primary Focus

Social media
& media
relations

Website
management

Audio/Visual
Production

Open
Records
Requests

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New Public Affairs and Outreach

Community outreach & civic engagement

Digital communications strategy

Social media & media relations

Web content, creative and graphic design

Audio/Visual Production

Open Records Requests

New Focus Areas

Existing Focus Areas

For Discussion

Internal communications program

Strategic and crisis communications

Speaker's Bureau

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Background: Open Records Requests

- Housed within current Public Information Office (PIO)
- Two dedicated FTEs
- Oversight for all ORRs with exception of DPD
- Each department or managing services division has an Open Records Coordinator

Ways to Submit an ORR



Email



Postal Mail



Telephone



Online Form



In Person

ORR Historical Data

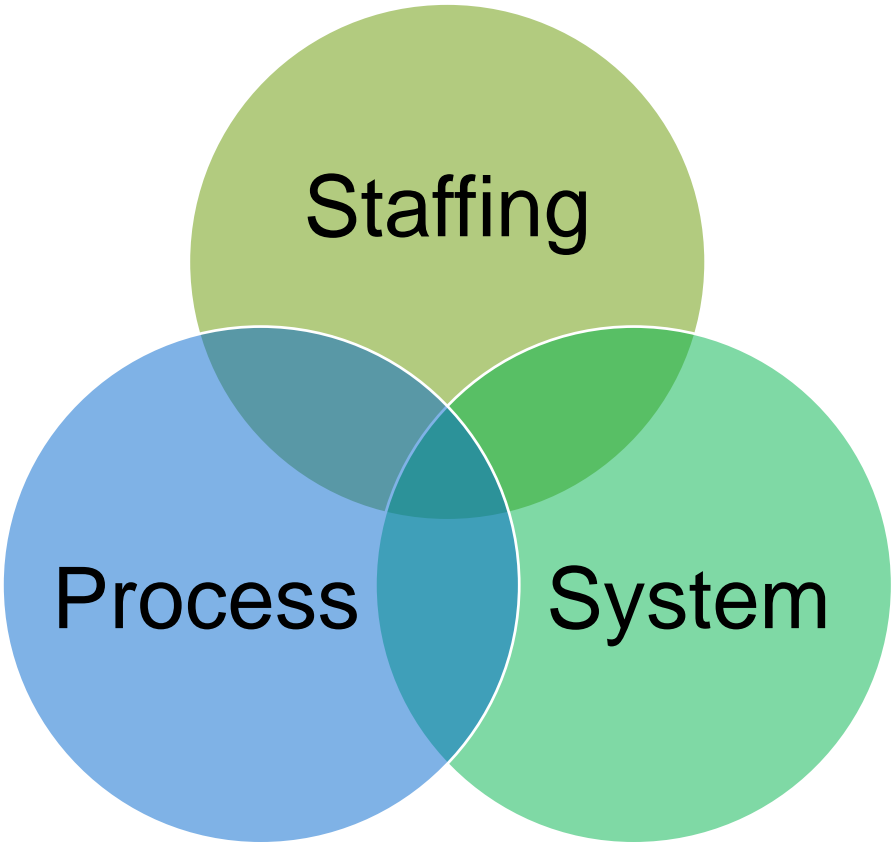
- Top 5 Departments with ORRs
 - Dallas Fire Rescue
 - Code Compliance
 - Sustainable Development and Construction
 - Trinity Watershed Management
 - Office of Environmental Quality

Time Period	Requests (est.)
January 1, 2017 – August 2017	11,964
January 2016 – December 2016	15,700

ORR Working Group

- Formed in May 2017 comprised of representatives from:
 - City Attorney's Office
 - City Secretary's Office
 - Public Information Office (ORR Staff)
 - Communications and Information Services
 - Courts and Detention Services
 - Mayor and City Council Office
 - Dallas Police Department
- Analyze current staffing, system, process, and opportunities for improvement
- Develop alignment recommendation

Challenges Identified:

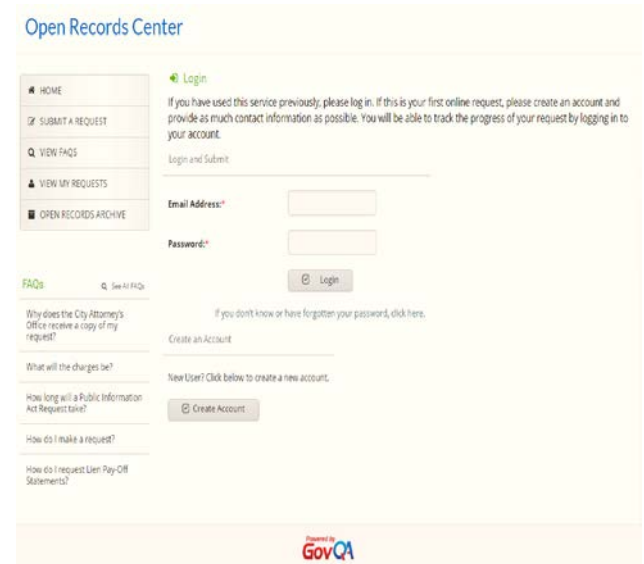


Challenges: Staffing

- Entry level staff serve as ORR Coordinator
- Time commitment is not reflected in Performance Management and Position Descriptions
- High turn-over
- Receipt and dissemination of ORR's to departments is limited to two dedicated staff housed in PIO

Challenges: System

- Lack of an electronic document management system
- GovQA Web System
 - Implemented in October 2016
 - Not utilized by all departments
 - Inactive features
 - Additional cost for various features
 - Lack of training



The screenshot displays the 'Open Records Center' website interface. On the left, there is a navigation menu with links for HOME, SUBMIT A REQUEST, VIEW FAQs, VIEW MY REQUESTS, and OPEN RECORDS ARCHIVE. Below the menu is a 'FAQs' section with a search bar and several questions, such as 'Why does the City Attorney's Office receive a copy of my request?' and 'What will the charges be?'. The main content area features a 'Login' section with a message: 'If you have used this service previously, please log in. If this is your first online request, please create an account and provide as much contact information as possible. You will be able to track the progress of your request by logging in to your account.' Below this message are input fields for 'Email Address*' and 'Password*', a 'Login' button, and a link for 'Create an Account'. A 'New User? Click below to create a new account.' message is also present, with a 'Create Account' button. The footer of the page includes the 'Powered by GovQA' logo.

Challenges: Process

- City lacks a Standard Operating Procedure to process ORR's
- Documents redacted by hand
- Public is unaware of various methods to request records/documents
- Siloed interdepartmental coordination
- Lack of training for ORR process and Public Information Act
- Varying response times

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Opportunities for Improvement

- Develop and implement Administrative Directive and standard operating procedures manual
- Develop training materials and host mandatory GovQA training and annual refresher training
- Host Attorney General's Office to provide training specific to the Public Information Act (provide annually)
- Launch PSA materials to inform public on ORR process (In the Know)
- Conduct website audit

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ORR Alignment Best Practices

City	Oversight Department	Reports To
Phoenix, AZ	Communications Office	City Manager
San Antonio, TX	Government and Public Affairs	City Manager
Dallas, TX	Public Information Office	City Manager
San Jose, CA	City Clerk's Office	Mayor and City Council
Austin, TX	City Attorney's Office	City Manager
Charlotte, NC	Communications Office	City Manager
Fort Worth, TX	City Secretary's Office	Mayor and City Council
Houston, TX	City Secretary's Office	Mayor

Public Information Office

Best Practices (Council-Manager Form of Government)

City	Department Name	Reports To
Phoenix, AZ	Communications Office	City Manager
San Antonio, TX	Government and Public Affairs**	City Manager
Dallas, TX	Public Information Office	City Manager
San Jose, CA	Communication and Public Outreach	City Manager
Austin, TX	Communications and Public Information Office	City Manager
Charlotte, NC	Communications Office	City Manager

*** Includes Intergovernmental and Military Affairs*

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Recommendations

- Create a centralized ORR Center
 - Serve as one-stop shop for internal and external users
 - Efficient coordination between CMO & CAO
 - Reduce barriers for communication
- Co-locate CIS and ORR staff in centralized ORR Center
 - CIS Staff: (7)
 - 5 Senior Security Analysts
 - 1 Senior IT Engineers
 - 1 Senior IT Manager
 - ORR Staff (2)
 - 1 Manager
 - 1 Coordinator

Recommendations Cont'd

- Transfer oversight of ORR Center to City Secretary's Office
 - Better align with their role as official record keeper for the City
 - Greater coordination with CMO and CAO
 - Requires an ordinance change
- Maintain new Public Affairs and Outreach as Management Services division reporting to the City Manager

Next Steps

- Receive feedback from Government Performance and Financial Management Committee
- Convene smaller working group to focus on transition plan in coordination with timeline for hiring of city secretary

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