

Memorandum



CITY OF DALLAS

DATE December 18, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Request for Racing Speeding Signal Change**

On December 2, 2020, during the Dallas Police Department's City Council briefing on street racing enforcement, a request was made by City Council to evaluate the possibility of elevating street racing responses from a Priority 2 to a Priority 1.

After evaluating this request, the Dallas Police Department **does not** recommend changing the street racing response to a Priority 1. On May 1, 2020, a proactive change was made to have Racing/Speeding (Signal 39) moved from a Priority 4, with a 1-hour response time, to a Priority 2, with a 12-minute response time.

Year to date (YTD) since May 1, 2020, the progress made in moving the Signal 39 complaints to a Priority 2 has had a positive impact by reducing response times of Signal 39 calls from 41 minutes (2,160 incidents) to 18 minutes (5,939 incidents). Lastly, it is believed that changing Signal 39 to a higher Priority could negatively impact the progress made to Priority one response times (currently at a 63.47% success rate YTD).

Priority 1 responses require an 8-minute response and high-risk driving (Code 3- lights and sirens). Code 3 responses are utilized during an emergency where a major life or death incident has already occurred, and the response necessitates putting the officer and public in danger of the inherent risks associated with driving Code 3.

The Dallas Police Department remains committed to continual improvement. As part of our improvement efforts and following the KPMG study recommendations, the Department is evaluating all call types to ensure the prioritization of the incidents is in line with response time expectations. The Department's call type evaluation results will be reported to the Public Safety Committee in April of 2021.

Tony Anderson

Lonzo Anderson
Interim Police Chief

DATE December 18, 2020

SUBJECT **Request for Racing Speeding Signal Change**

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Michael Mendoza, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
Liz Cedillo-Pereira, Chief of Equity, and Inclusion
Directors and Assistant Directors

Memorandum



CITY OF DALLAS

DATE December 18, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **City License Applications**

Attached is a list of the most recent Dance Hall, Sexual Oriented Business, Billiard Hall, and/or Amusement Center license applications received for the week of December 7, 2020 – December 11, 2020 by the Criminal Investigation Bureau Licensing Squad of the Dallas Police Department.

Please have your staff contact Major Juan Salas, at (214) 670-4811 and/or by email at juan.salas@dallascityhall.com should you need further information.

A handwritten signature in cursive script that reads "Jon Fortune".

Jon Fortune
Assistant City Manager
[Attachment]

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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

WEEKLY APPLICATION LOG REPORT

DISTRICT	NAME OF BUSINESS	STREET ADDRESS	TYPE OF LICENSE	DATE OF APPLICATION	STATUS (RENEWAL/NEW)	APPLICANT NAME
D8	CLUB ODYSSEY PRIVATE CLUB	7439 S WESTMORELAND RD	DH/A	12/9/2020	RENEWAL	CLARENCE TURNER
D6	BABY DOLLS SALOON WEST	10310 TECHNOLOGY BLVD	SOB	12/11/2020	RENEWAL	STEVEN WILLIAM CRAFT
D2	XTC CABARET	8550 N. STEMMONS FRWY	SOB	12/12/2019	RENEWAL	ERIC LANGAN

License Definitions

- 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*
- AC - Amusement Center*

Memorandum



CITY OF DALLAS

DATE December 18, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **2020 Dallas County Census Education and Awareness Final Report**

Attached is the final report from Alpha Business Images (ABI) for the 2020 Census Education and Awareness campaign.

As a reminder, the City entered into an Interlocal Agreement (ILA) with Dallas County in October of last year to establish a cooperative relationship on outreach and awareness to most efficiently obtain a complete Census count. The City and County agreed to hire an outside consultant to manage this effort. Dallas County awarded the contract, with the City's input per the ILA, to ABI in January.

The report provides final summaries on each phase of the project, including 1) Insight and Strategy; 2) Educating and Building a Partnership Network; 3) Hyperlocal Activation; and 4) Non-Response Follow up. The report also includes final self-response rates for the City of Dallas (59.7%), Dallas County (63.9%), Texas (62.8%) and the U.S. (67.0%).

Additionally, the report breaks down final self-response rates for each council district, which are listed below:

City Council District Response Rates	2010	2020
Dallas	61.9%	59.7%
District 1	67.6%	59.2%
District 2	59.0%	53.1%
District 3	71.2%	64.7%
District 4	64.1%	55.7%
District 5	69.8%	59.7%
District 6	60.2%	52.5%
District 7	62.9%	54.0%
District 8	63.4%	57.3%
District 9	74.6%	70.1%
District 10	64.0%	60.8%
District 11	70.2%	61.5%
District 12	74.8%	68.1%
District 13	72.8%	66.4%
District 14	65.0%	61.8%

DATE December 18, 2020
SUBJECT **2020 Dallas County Census Education and Awareness Final Report**

The U.S. Census Bureau is scheduled to deliver final state population counts for purposes of apportionment by December 31, 2020, and final local counts to each state for purposes of redistricting by April 1, 2021. However, these dates may be pushed back due to COVID-19.

The City Council is scheduled to be briefed on the City's redistricting process on January 6, 2021.

This report will also be shared with the City of Dallas Mayor's Complete Count Committee.

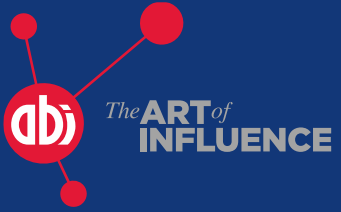
Should you have any questions, please contact Brett Wilkinson, Director of the Office of Government Affairs at brett.wilkinson@dallascityhall.com or 214/670-5797.



Kimberly Bizer Tolbert
Chief of Staff to the City Manager
[Attachment]

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2020 Dallas County Census Education & Awareness

January 2020 – October 2020

I COUNT, YOU COUNT,
WE ALL COUNT!



¡YO CUENTO, TU CUENTAS,
TODOS CONTAMOS!

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“Our initial approach was to meet people in their natural gathering places. However, once COVID-19 replaced face-to-face with social distancing, we quickly transitioned and met Dallas County residents in all of the places they gather online.”

-- ABI

Project Summary

A decorative graphic at the top right of the slide features a cluster of colorful hands in various colors (red, blue, green, yellow, orange) reaching upwards against a dark blue background.

Intent

ABI executed a Census education, awareness and engagement campaign to ensure that Dallas County receives its share of future government funding for social programs and to secure fair representation during redistricting and for Texas in the U.S. Congress.

Summary: Obstacles



National Leadership

Proposed a citizenship question making immigrants fearful of participating in U.S. Census.

High % of HTC

Dallas County/Dallas have the highest % of characteristics of HTC populations (0 to 5, Minority, Low Income, Renters) vs. Texas peers.

Two-fold Digital Divide

- 1) First decennial Census launched with internet-only submission for most residents.
- 2) Moving to a primarily digital outreach plan post-COVID exposed the limited internet access of Dallas County compared to other Texas counties.

Accelerated Timeline

Dallas County didn't start its outreach efforts until January 2020.

COVID-19

Start of self-response period coincided with the spread of coronavirus, eliminating face-to-face events.

Project Summary

A decorative header at the top of the page features a dark blue background on the left with the title 'Project Summary' in white. On the right, there is a pattern of colorful handprints in shades of blue, red, yellow, and green, appearing to rise from the bottom edge.

Exceeded Projections

ABI and its agency partners delivered a robust self-response rate of 63.9%, nearly five points higher than the Census Bureau projection of 59% made for the region in 2019.

ABI Team



Organizational Chart

ABI

Campaign Strategy & Management
Creative Direction
Campaign Execution



The Right Team



Each organization on our team has decades of quality experience in their respective areas. Our knowledge of how to influence our Dallas neighbors made the transition to digital frictionless for our team. When we were no longer able to show up in community spaces as a trusted face, we leveraged our credibility, our partnerships and developed innovative ideas to connect with our neighbors via digital outreach and social service events.

ABI led the implementation of the overall strategy and plan and production of all creative assets.

Civis created statistical and predictive modeling to inform block group level targeting and daily reporting for dynamic adjustments.

The Concilio led outreach minority communities and collaborated on messaging for the Hispanic community.

JBJ has unparalleled experience with county wide partnerships and connected the campaign with valuable leaders as well as leading community outreach. The team also supported media relations.

MRR with its intimate knowledge of local media led media relations relying on its strong relationships with a wide range of English and Spanish outlets.

White Pants was instrumental in securing a broad spectrum of social media influencers in English and Spanish and led an effective, efficient paid social campaign.

County Coordination



Project Management

Weekly Meetings

Weekly Reporting

Contracting

Dr. Elba Garcia, Commissioner, Dallas County

Charles Reed (Dallas County)

Elizabeth Saab (City of Dallas)

Complete Count Committee

City-specific teams active throughout Dallas County

Outreach/Training – City of Dallas

Chairman, Councilman Casey Thomas

Census Coordinator, Edward Turner

Census Strategy



Census Strategy

Strategic Intent: Support self-response by providing education, awareness and motivation for the residents of Dallas County to participate in the U.S. Census 2020.

Marketing Strategy: Although we had to pivot with many of our outreach activities due to the COVID-19 pandemic, our strategic intent to drive awareness and motivation to self-respond remained unchanged. Connecting with residents remained anchored to maximizing our relationships and reach and leveraging partners with credibility and reach that expanded our penetration.

Campaign Phases

- **Phase 1:** Insight and Strategy
- **Phase 2:** Educate & Build a Partnership Network
- **Phase 3:** Hyperlocal Activation
- **Phase 4:** Non-Response Follow-Up

Strategy: Phase 1

Phase 1: Insight & Strategy

“Through our analysis, we determined that five characteristics of Dallas area census tracts are correlated with lower response rates: more renters, more people without health insurance, low Internet access, poverty, and people without high school degrees. Given the importance of offering the online response option to all residents to maximize participation, it was important to find ways to provide access to the Internet in areas with low Internet connectivity. Providing a kiosk-based online Census response option and mobile internet buses were key components of the Census team’s outreach efforts to make online response easier in those areas.”

-- Civis Analytics

Strategy: Phase 1

Phase 1: Insight & Strategy

Outcome: Developed actionable insight and data-driven strategic plan.

(1) Message Testing

- Conducted (9) focus groups with parents of children under the age of five, African Americans, Latinos, and undocumented immigrants.
- Conducted a 1,200-person online survey in the Dallas County area similar to the National Census Barriers, Attitudes, and Motivators Study (CBAMS) conducted by the Census Bureau. From this survey, we provided a detailed report along with additional memos describing differences across demographic groups (Gender, Hispanic population, Black/African American population) to be used in the design of the marketing campaign.

(2) Geo-code targeted areas for graphical display on maps with the objective of aiding the Dallas Census campaign by providing visibility into the partners and resources being leveraged for different Census outreach plans.

(3) Developed statistical and predictive modeling to inform messaging and community-based outreach.

Strategy: Phase 1

Phase 1: Insight & Strategy

(4) Census Intelligence Center

- The main analytics tool for the planning and monitoring of the Census campaign.
- An interactive platform for defining different priority areas, determining the demographic profiles of these areas, and monitoring the progression of response rates.

(5) Response Rates for Dallas County were delivered in weekly report.

(6) Augmented Dallas Strategic Plan with detail to move from strategy to execution.

- Whereas many other agencies knew the names of the faith leaders, Spanish-language media outlets and community organization, our relationships were instrumental to connect with our hard-to-reach neighbors as community outreach transitioned to digital.
- The strategic plan was a living document that was continually updated with big data and community insight to inform our community outreach at the block group level.

Strategy: Phase 2

Phase 2: Educate & Build Hyperlocal Network

“The announcement of the Presidential memorandum on excluding undocumented residents from the apportionment base following 2020 census. We had to continually emphasize the basic approved messaging such as; safe and secure, no citizenship question, confidentially and sharing of information.

-- MRR

Strategy: Phase 2

Phase 2: Educate & Build Hyperlocal Network

Outcome: Developed grassroots infrastructure to connect with and influence Dallas county residents to participate in U.S. Census.

Developed Marketing Assets

Dallas County marketing plan

Dallas Census brand guide

Marketing Calendar

DallasCensus.com – 20-page English / Spanish website

600+ partnership network

Census Intelligence Center

@dallascounts on social media

Developed Creative Assets

Videos

Branded vehicles

Uniforms

Census Live kiosks

Email templates (18 cities)

Window clings

Yard signs / posters

Flyers / postcards

Developed Creative Assets

5 Languages

Promo items

- Hand sanitizer
- Census Live kits
- Tote bags
- T-shirts
- Footballs
- ETC

- Elected officials postcards

Strategy: Phase 2

Phase 2: Educate & Build Hyperlocal Network

“To overcome the obstacles, the JBJ team leveraged our relationships throughout the county to reinvent what it means to reach the hard to count community as well as use trusted voices in the community to give residents the most up to date information about the Census.

-- JBJ

Strategy: Phase 3

Phase 3: Hyperlocal Activation

Outcome: Activated local marketing outreach and made a quick pivot due to COVID-19 and social distance guidelines. We then focused on driving Census awareness through digital touchpoints.

Suspended In-Person Activations

Census Day (April 1)

Dallas County Census Weekend

Census Live! locations

Census Live! kiosks

Canvassing

Socially-Distanced Activations

Distributed collateral at food distribution sites and library curbside pick-ups

Provided framework for partners to host virtual awareness events

Phone banks

Signage at COVID-19 testing sites

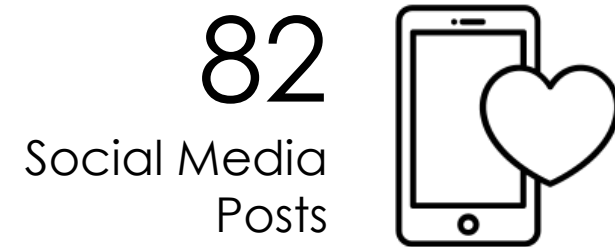
Reminders in utility bills

Increased digital outreach

- Digital asset creation
- Increased frequency of digital ads
- Social media ads

Strategy: Phase 3

Hyperlocal Activation: Elected Official / Partners Toolkit



Downloadable assets at www.dallascensus.com

- Email template for custom emails (six languages)
- Digital banners
- Digital / printable flyers (six languages)
- Digital / printable door hangers (five languages)
- Multi-cultural image library
- Logos
- PowerPoint templates

Strategy: Phase 3

Hyperlocal Activation: Outreach

23,872

Households
Canvassed



432,506

Phone Calls



25,803

Families reached at
Food Distribution Sites



11,752

Reached at Lowe's
Home Improvement



237k

Families reached by
Mail



200/100k

Churches/Reach



1

English and Spanish
Website



278k

Collateral items



1,007

Partnerships



Strategy: Phase 3

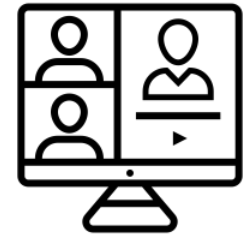
Hyperlocal Activation: Outreach in Partnership with Elected Officials

Block walking



Commissioner Garcia
Commissioner Price
Councilman Thomas
Councilwoman Mendelsohn
Councilman West
Councilman Resendez
Councilman Blewitt
Councilman Balzadua

Events (in-person/virtual)



Judge Jenkins
Commissioner Garcia
Councilwoman Arnold
Councilwoman Gates
Councilman McGough
Councilman Narvaez
Councilwoman Mendelsohn
Councilman Medrano
Councilman Atkins
Councilman Resendez
Councilman Blewitt
Councilman Balzadua

Strategy: Phase 3

Hyperlocal Activation: African American Outreach

The Concilio / JBJ Management



Events

- Black Lives Matter protests
- Concord Church food distribution
- Need to Be Heard
- NULYP Phone Bank
- Take a Knee in Unity

Partnerships

- AA Pastors Coalition
- Fraternities / Sororities
- Voter registration
- Dallas BPA
- DAR
- Back to School events

- IMA
- Harmony Dev Corp
- Food pantry distributions
- The Links
- NULYP
- Reimagine Redbird



Strategy: Phase 3

Hyperlocal Activation: Latino Outreach

The Concilio / JBJ Management



Events

- Marc Anthony Concert
- Get Counted Lowrider Cruise
- El Mochilón
- Ledbetter Ford Eagle NA
- Mercado 369 Health Fairs

Partnerships

- Catholic Charities
- GDHCC
- Hispanic Heritage Ambassadors
- Los Barrios Unidos
- LULAC
- Pleasant Grove Unidos

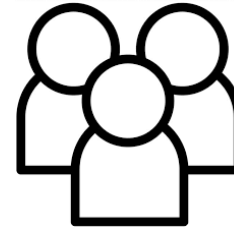
- Villas del Tesoro Apartments
- Hunger Busters
- Wesley Rankin Comm Ctr.
- NAHF
- NALEO
- NLLEO

Strategy: Phase 3

Hyperlocal Activation: Earned Media

MRR & Associates/JPJ Management

71.4MM
Reach



81
TV Stories



415
Community
Newsletters



9
Podcasts



13
Print Articles



119
Online Articles



38
Radio Stories

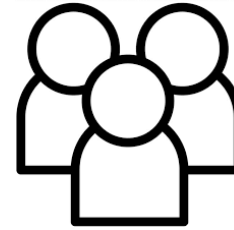


Strategy: Phase 3

Hyperlocal Activation: Spanish Earned Media Only

MRR & Associates

9.9MM
Reach



31
TV Stories



59
Community
Newsletters



5
Podcasts



2
Print Articles



62
Online Articles



3
Radio Stories



Strategy: Phase 3

Hyperlocal Activation: Social Media

ABI/White Pants

23.4MM

Impressions
from Paid Ads



30,431

Clicks to
dallascensus.com



\$2.20

Cost Per Click



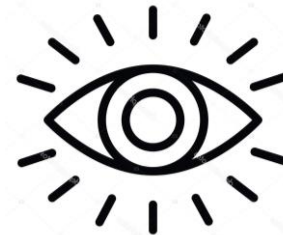
20

Social Media Influencers
Audience of 1.4MM



293,071

Impressions from
Influencers



46,438

Engagements with
Followers



Strategy: Phase 3

Hyperlocal Activation: Social Media

ABI / White Pants

Geo-Fencing

Geo-fencing is location-based advertising. The benefit of our geo-fencing approach was to align digital advertising with areas that have lower response rates and are in hard to count areas. We geo-fenced areas with a higher internet penetration rate to maximize digital spend.

Pixel Data

The benefit of our pixel data approach was to target those who have visited the census website but did not click through to fill out the census. These individuals were shown census ads on their devices when they visited other sites.



Strategy: Phase 3

Hyperlocal Activation: Social Media

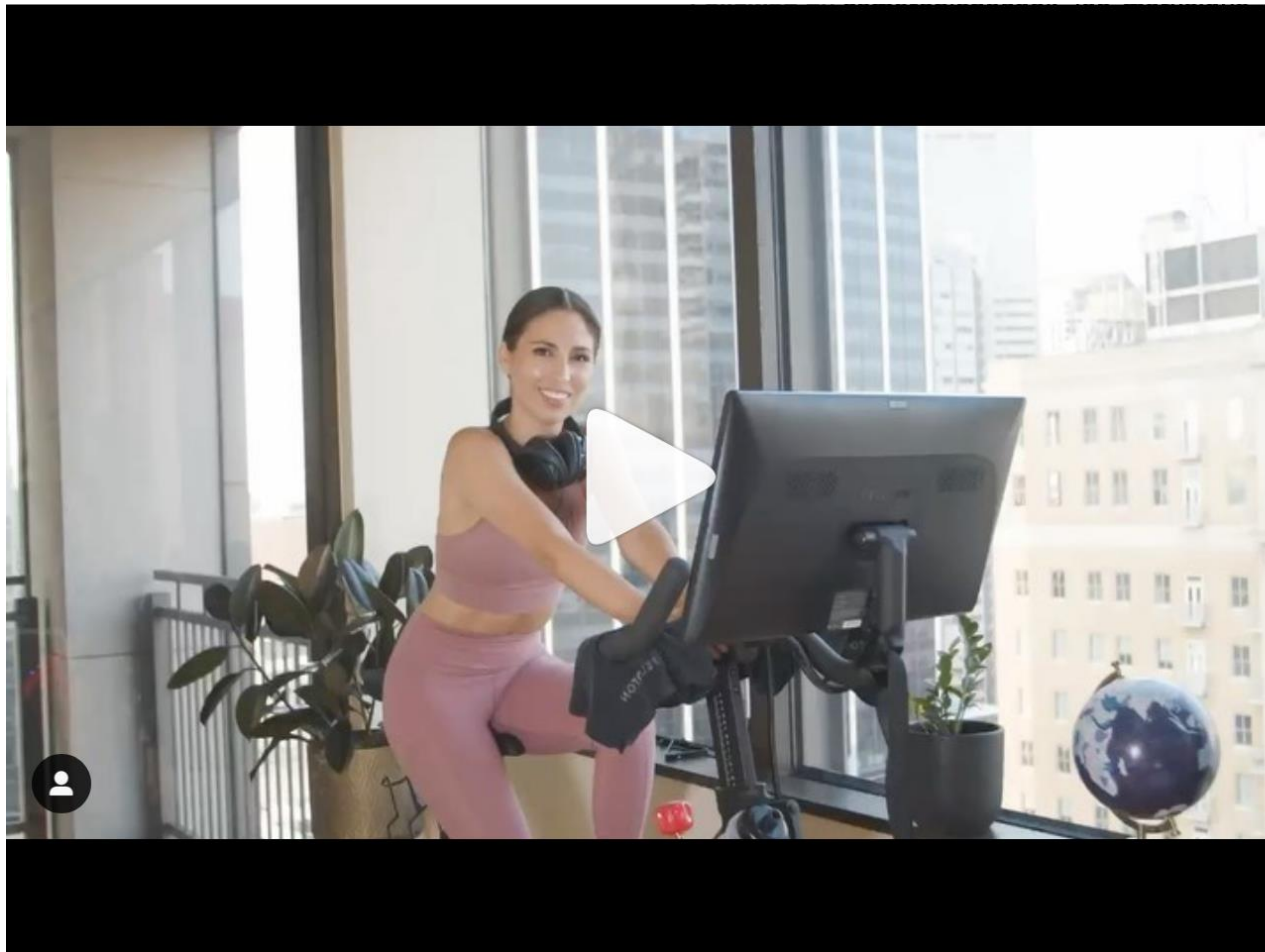
ABI / White Pants



Strategy: Phase 3

Hyperlocal Activation: Social Media

ABI / White Pants



christianayebra • Following



christianayebra Taking the Census is a lot easier (and less sweaty) than taking a spin class. Grab your phone during halftime and complete the Census TONIGHT. Your participation helps determine how millions of dollars are spent in your community. ✅ #ad #sponsored

@storylinesco



631 views

13 HOURS AGO

Add a comment...

Post



Strategy: Phase 4

Phase 4: Non-Response Follow-Up

“Overall the main obstacle we had were the restrictions in outreach due to COVID-19. It was frustrating, but it was out of our control. To ensure the safety of our team and our community, there were weeks with very few outreach opportunities and no canvassing/block-walking for much of the project.”

-- The Concilio

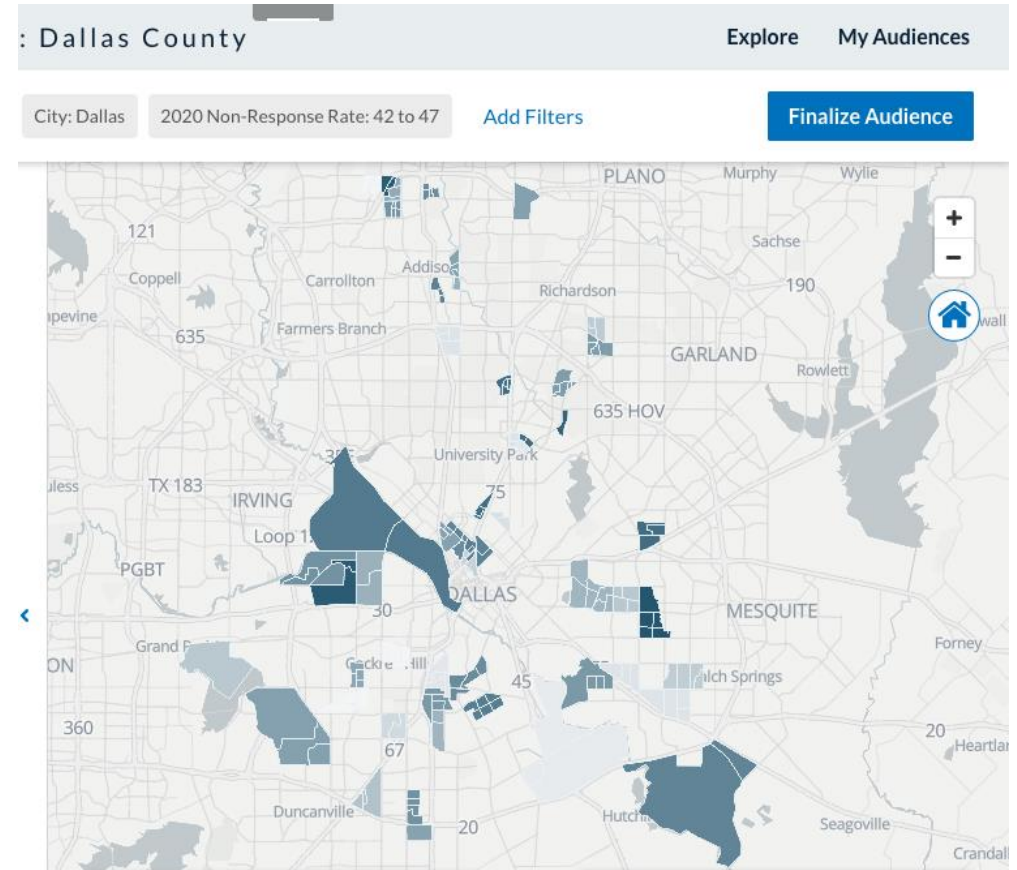
Strategy: Phase 4

Phase 4: Non-Response Follow-Up

Outcome: Final push to drive self-response participation.

Segmented Dallas County by Response Rates for Canvassing and Activations

- Level 1: 69% and above
- Level 2: 59% - 68%
- Level 3: 53% - 58%
- Level 4: 45% - 52%
- Level 5: 44% and below



Level 3 map

Strategy: Phase 4

Phase 4: Final Push

Execution Plan Review

- Social Media – Level 1 – 5 tracts
 - Concentrated social media ads on Level 1 and 2 Census tracts with higher internet coverage and higher response rates.
 - 16 social media influencers
- Outreach - Level 3 and 4 tracts
 - Canvassing
 - Phone bank
 - Texts
 - Mailers
- Events – Level 4 and 5 tracts
 - Food distribution
 - Voter registration
 - Back to school
 - 10-day countdown
- Earned Media with reach and credibility with hard to count populations.
 - Press releases
 - Op-Ed
 - Multi-cultural / Multilingual coverage
- Leveraged 600+ Partnerships
 - Rally and support elected officials, business and community leaders to influence their constituents, employees and customers
 - Volunteer canvassing / phone bank
 - Leverage communication channels
 - Major in-kind donation partners: Communities Foundation of Texas (“CFT”), Dallas Mavericks, Parkland Hospital, Services of Hope
 - Major distribution partners: Lowe’s, Dallas ISD, Richardson ISD, CFT, Dallas Mavericks

Creative

We have created more than 100 different 2020 Census creative elements.



Out of Home Advertising



Paid Ads

#DallasCuenta2020
Mira cómo la comunidad que tú habita hace la diferencia al contar el Censo y getting counted.

#DallasCuenta2020
JUNE TEENTH IS A DAY TO REFLECT
WE ALL COUNT! TODOS CONTAMOS!

WE ALL COUNT! TODOS CONTAMOS!
Today we honor and salute those fallen service members and their families.

Para 2022, Texas tendrá la mayor población hispana y representará el 65% del crecimiento del estado.
#DallasCuenta2020

COUNT ME IN Challenge
Young June 1, 2020
Walk the Talk
DALLAS COUNTY

Si usted no es contador, su recuento recibirá menos de lo que merece. ¡Ayuda a su recuento!

THE CENSUS BUREAU AND ITS VOLUNTEERS WILL NEVER ASK FOR:
Money or donations
WE ALL COUNT! TODOS CONTAMOS!

Mantener su información privada y segura es la prioridad de la Oficina del Censo.
#DallasCuenta2020

#DallasCuenta2020
Podemos hacer algo ahora que ayude a marcar la diferencia al contar el censo de EE.

#DallasCuenta2020
Honra a tu comunidad y tu patrimonio al hacerle escuchar.

SEA PARTE DEL CAMBIO.
Su contribución ayudará a Texas a obtener entre 2 y 4 asientos en el Congreso.

BE PART OF THE CHANGE
#DallasCuenta2020

Obtenga una representación justa.
#DallasCuenta2020

Los fundadores de nuestro país diseñaron el censo para que cada 10 años.

LET'S GET COUNTED CRUISE
Join us Sunday, July 12, in spreading the word about the 2020 U.S. Census and celebrating the beauty of inventors as they cruise through Oak Cliff to promote the importance of filling out the census by Oct. 31.

Asisten Representantes al Congreso del Estado. Aquí el Plan de Nuestra 101ª Sesión.
#DallasCuenta2020

CENSUS ENUMERATORS
ARE HITTING THE STREETS

¿NO QUIERES QUE NADIE LLAME A TU PUERTA?
Visite 2020Census.gov o llame al 844.468.2020 y contribuya al censo.

If our voices aren't heard, unfair political advantages can occur.
#DallasCuenta2020

#DallasCuenta2020
Obtenga una representación justa.
Complete el censo.

Obtenga una representación justa.
Complete el censo.
WE ALL COUNT! TODOS CONTAMOS!

YOUR PARTICIPATION WILL CONTRIBUTE TO THE DISTRIBUTION OF:
FEDERAL FUNDS TO COMMUNITY EDUCATION
WE ALL COUNT! TODOS CONTAMOS!

¡El censo es el corazón de la política y el gobierno estatales.
#DallasCuenta2020

Los esfuerzos del censo han permitido que ciudades y condados colindantes vean los repartos de una colaboración generalizada en toda una región. Todos nos beneficiamos de una mayor tasa de respuesta regional y estatal y no solo una buena respuesta dentro de los límites políticos definidos, como los límites de la ciudad y las líneas del condado.
Molly J. Carroll
#DallasCuenta2020

#DallasCuenta2020

Un censo completo es absolutamente vital para garantizar que nuestra comunidad reciba una parte justa de los fondos y la representación federal.
Dra. Elba García, Coordinadora Comunal de Dallas, Distrito 4
#DallasCuenta2020

Make sure everyone gets counted.
#DallasCuenta2020

Ayude y hágase contar.
#DallasCuenta2020

Your census data will provide the necessary information for health care providers to make knowledgeable decisions with federal funded money.
#DallasCuenta2020

#DallasCuenta2020
Su censo es el corazón de la política y el gobierno estatales.
#DallasCuenta2020

#DallasCuenta2020
Deadline Extended until September 30!
WE ALL COUNT! TODOS CONTAMOS!


MÁS **PODER**
#DallasCuenta2020

Social Posts



Flyers






Your participation

There's still time to take the Census!

Deadline Extended until September 30!

Spread the Word

Respond Now

Fill out the 2020 census today and get counted!

I COUNT, YOU COUNT.

WE ALL COUNT!



¡YO CUENTO, TÚ CUENTAS.

TODOS CONTAMOS!

Visit www.2020census.gov

Call [844.330.2020](tel:844.330.2020)

Follow [@dallascounts2020](https://twitter.com/dallascounts2020)

Follow [#DallasCounts2020](https://hashtage.com/DallasCounts2020)

Support for the response of a health pandemic should not be something we have to worry about. By counting everyone in our household and community in the census, it will help inform how federal funds will be allocated for programs and services to assist our healthcare system for future planning.

Digital Ads



Digital Ads

Map Creative

Greater Participation
Greater Representation



Es Rápido. Es Fácil.
Está Disponible en
Varios Idiomas.



Greater Participation
Greater Representation



It's 10 questions.
It's 10 minutes.
It's your duty.

I COUNT, YOU COUNT,
**WE ALL
COUNT!**

¡YO CUENTO, TU CUENTAS.
**TODOS
CONTAMOS**

#DallasCounts2020 | #DallasCuenta2020

RESPOND TODAY

It's 10 questions. It's 10 minutes.
It's your duty.

I COUNT, YOU COUNT,
**WE ALL
COUNT!**

¡YO CUENTO, TU CUENTAS.
**TODOS
CONTAMOS**

#DallasCounts2020 | #DallasCuenta2020

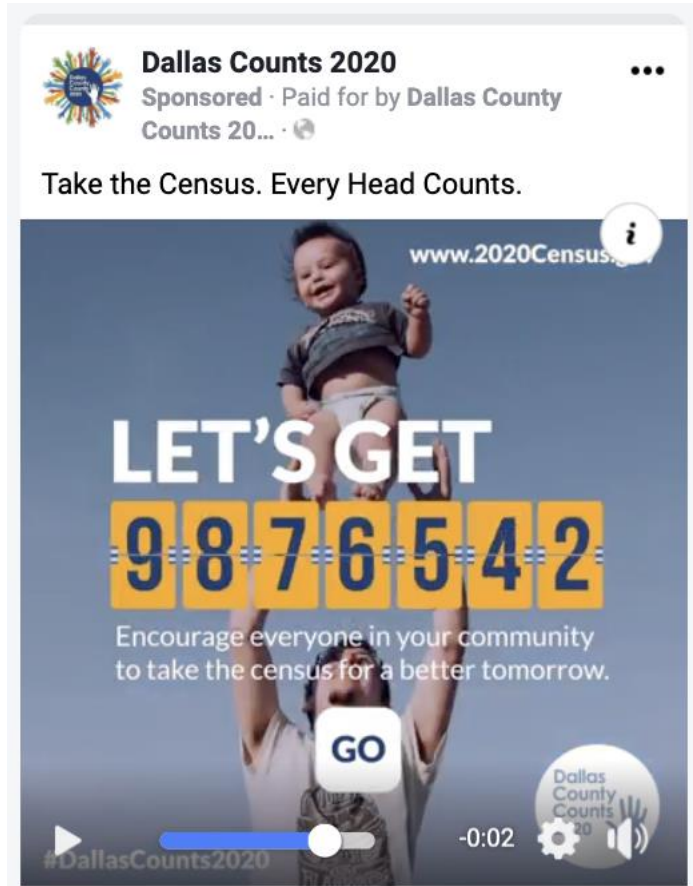
RESPOND TODAY

Mayor Participación
Mayor Representación



Digital Ads

Community English



Dallas Counts 2020
Sponsored · Paid for by Dallas County Counts 20... · 🌐

Take the Census. Every Head Counts.

www.2020Census.gov

LET'S GET
9 8 7 6 5 4 2

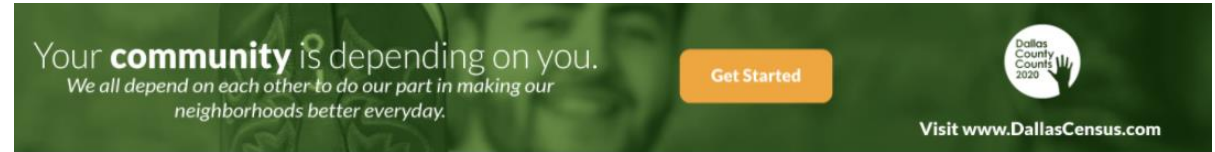
Encourage everyone in your community to take the census for a better tomorrow.

GO

-0:02

#DallasCounts2020

Dallas County Counts 2020



Your **community** is depending on you.
We all depend on each other to do our part in making our neighborhoods better everyday.

[Get Started](#)

Dallas County Counts 2020

Visit www.DallasCensus.com



Your **family** depends on you.
Your family trusts you to fight for what they need today and the rights for their future. Don't leave your family out.

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Your **school** is depending on you.
Education is critical for families to thrive. More money means your students get access to the education that will help you get there.

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Your **neighborhood** is depending on you.
Complete your census survey today and collectively represent your neighborhood.

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Dallas County Counts 2020

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Digital Ads

Community Spanish

Para las chicas
Todos cuentan en el censo. Un conteo completo significa que todos los comunitarios obtengan lo que necesitan.

Para los adictos a los coches
Un conteo completo significa que todos los comunitarios obtengan lo que necesitan.

Ser Contado

For The Chismosas
Un conteo completo significa que todos los comunitarios obtengan lo que necesitan.

For The Car Junkies
Un conteo completo significa que todos los comunitarios obtengan lo que necesitan.

Tu escuela depende de ti
La educación es esencial para que todos prosperen. Más fondos significa que tus estudiantes tendrán acceso a la educación que les ayudará a llegar hasta ahí.

Empieza Aquí

Visita www.DallasCensus.com

Dallas County Counts 2020

Tu comunidad depende de ti
Dependemos los unos de los otros para mejorar nuestras comunidades cada día.

Empieza Aquí

Visita www.DallasCensus.com

Dallas County Counts 2020

Tu comunidad depende de ti
Responde a las preguntas hoy y representa a todos en tu comunidad.

Empieza Aquí

Visita www.DallasCensus.com

Dallas County Counts 2020

Tu familia depende de ti
Tu familia confía en que los representes hoy y que necesiten ahora y sus derechos para el futuro. No olvides de tu familia.

Empieza Aquí

Visita www.DallasCensus.com

Dallas County Counts 2020

Digital Ads

Blue & Gold

Get your community the educational dollars it needs. Count the kids.

WE COUNT

Every Head Counts



Dallas County Counts 2020

#DallasCounts2020

You Count

A full census count can encourage spending by local businesses.

WE COUNT

Every Head Counts



Dallas County Counts 2020

#DallasCounts2020

You Count

Get your community the educational dollars it needs. Count the kids.

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Dallas County Counts 2020

#DallasCounts2020

You Count

Get your community the educational dollars it needs. Count the kids.

WE COUNT

Every Head Counts



Dallas County Counts 2020

#DallasCounts2020

You Count

CONTAMOS

Cada Cabeza Cuenta



Dallas County Counts 2020

#DallasCuenta2020

La respuesta del censo ayuda a decidir cómo se gasta el dinero en carreteras y puentes.

Tú Cuentas

CONTAMOS

Cada Cabeza Cuenta



Dallas County Counts 2020

#DallasCuenta2020

Un conteo completo del censo puede alentar el gasto de las empresas locales.

Tú Cuentas

Obtenga los dólares educativos que su comunidad necesita. Cuenta a los niños.

CONTAMOS

Cada Cabeza Cuenta



Dallas County Counts 2020

#DallasCuenta2020

Tú Cuentas

La respuesta del censo ayuda a decidir cómo se gasta el dinero en carreteras y puentes.

CONTAMOS

Cada Cabeza Cuenta



Dallas County Counts 2020

#DallasCuenta2020

Tú Cuentas

Un conteo completo del censo puede alentar el gasto de las empresas locales.

CONTAMOS

Cada Cabeza Cuenta



Dallas County Counts 2020

#DallasCuenta2020

Tú Cuentas

Influencer Engagement

Replied to your story

The 2020 Census will determine congressional representation, inform hundreds of billions in federal funding every year, and provide data that will impact communities for the next decade.

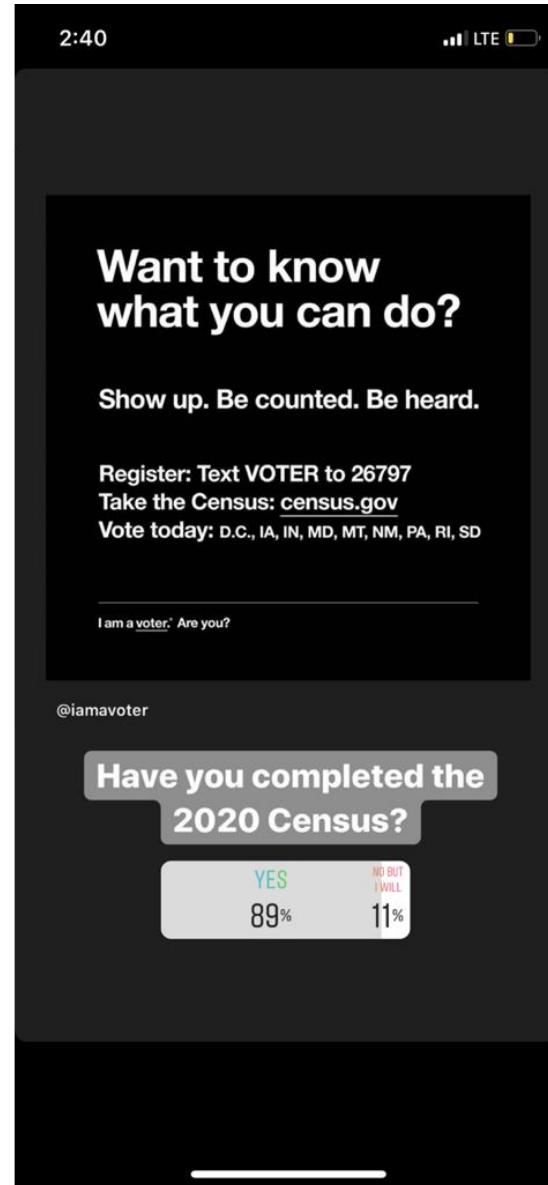
Will you send link? I am going to do it once I get home.

Replied to your story

Want to know what you can do?
Show up. Be counted. Be heard.
Register: Text VOTER to 26797
Take the Census: census.gov
Vote today: D.C., IA, IN, MD, MT, NM, PA, RI, SD

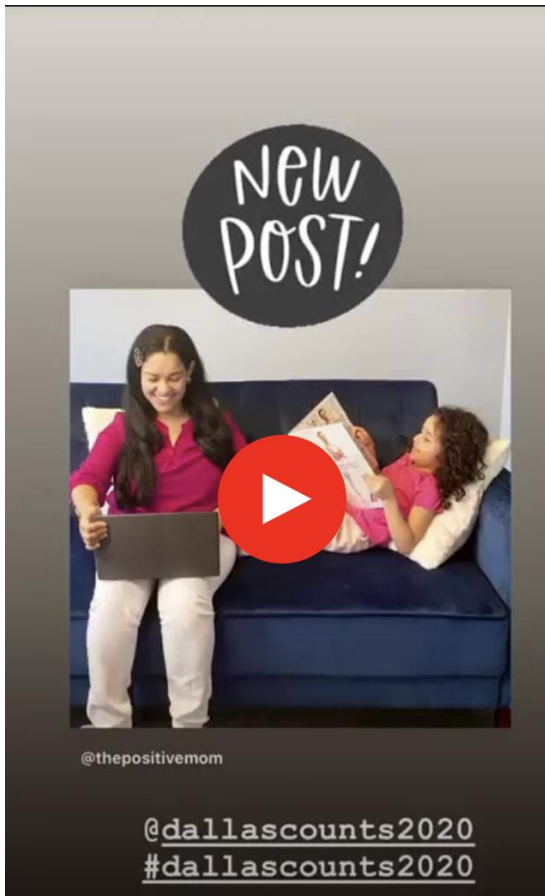
Have you completed the 2020 Census?
YES NO BUT I WILL

I'll do it right now



Influencer Content

Blue & Gold

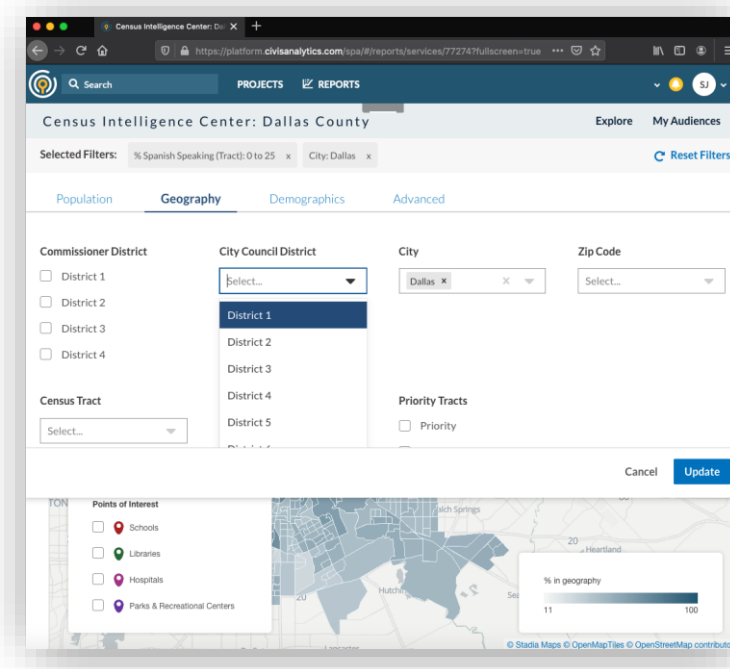
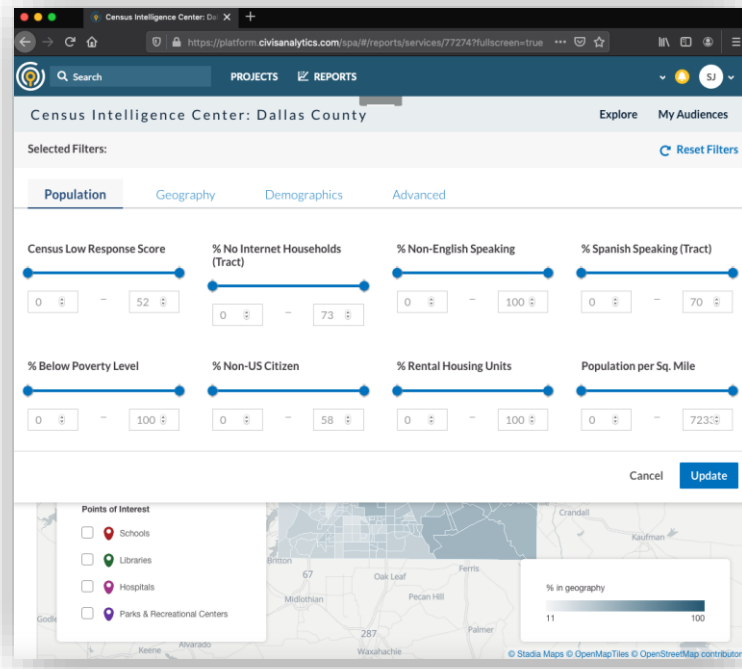


Response Rates



Census Intelligence Center

- The *Census Intelligence Center* (“CIC”), guided a data-driven approach to educate and drive awareness for the U.S. Census
- We activated marketing efforts at the block group level based on predictive maps generated by the Census Intelligence
- Surpassing the publicly accessible rates, the CIC provided line of sight on more than 20 demographic traits, daily response rates, and predictive models that allowed our team to maximize penetration and effectiveness.



Overall Response Rates



- U.S. Census Bureau predicted a 59% response rate (pre-COVID), which Dallas County surpassed by nearly five points
- In 2010 Dallas County lagged the nation by -9.4%. The Dallas County rate significantly improved vs. the nation cutting the gap to -3.1%.
- Dallas County realized a smaller decrease than the state of Texas and Harris County*

Response Rates	2010	2020	Difference
Dallas County	64.6%	63.9%	-0.7%
Dallas	61.9%	59.7%	-1.6%
Texas	64.4%	62.8%	-2.3%
U.S.	74.0%	67.0%	-7.0%

*Harris County is the metro area that most resembles the demographics of Dallas County / City of Dallas especially when considering Hard to Count communities: renters, families with young children, Hispanics, Blacks, % without broadband internet and % below the poverty level.

Source: census.gov, Civis Analytics



Hard to Count



Dallas County and the City of Dallas significantly over-index versus its peers in populations deemed by the US Census Bureau as “*hard to count*.”

- Households with children 0 to 5
- Black/African-American
- Hispanic/Latino
- Low income

In addition, it over-indexes versus its peers in households without broadband internet service. This is of significance because for the first time the Census Bureau launched its decennial census with most households receiving an invitation, not a survey, asking them to respond via the internet. The Census waited a month before mailing one paper survey and followed up with postcard reminders to respond online, by mail or by phone.

The majority of media partners highlighted the distinct challenges of getting these hard to count residents to respond and emphasized educating and motivating residents. However, the local Dallas paper repeatedly compared Dallas County’s rates with nearby counties/cities with significantly less percentages of hard to count populations, resulting in an apples to oranges comparison.

Response Rates

Dallas County Over Indexes with Hard to Count Populations

Hard to Count	Dallas	Fort Worth	Houston	Dallas County	Harris County	Tarrant County	Texas
Households with broadband internet	73.5%	80.8%	77.0%	78.5%	81%	84.3%	79.3%
Owner-occupied housing	41.2%	57.2%	42.9%	50.1%	54.7%	60.5%	61.9%
Persons in poverty	20.5%	16.0%	20.6%	14.2%	16.5%	12.1%	14.9%
Children 0 to 5	7.7%	7.9%	7.5%	7.5%	7.6%	7%	7.1%
Black or African American	24.3%	19.0%	22.5%	23.5%	19.9%	17.5%	12.8%
Hispanic or Latino	41.7%	35.0%	44.8%	40.5%	43.3%	29.2%	39.6%
Self-response rate	59.7%	64.5%	58.9%	63.9%	62.9%	68.9%	62.8%

- highest %
- 2nd highest %

Commissioner Districts

Response rates by Commissioner Districts

- Districts 2 and 3 increased their Census response rates
- Districts 1 and 4 saw a dip in response rates
- Lower internet coverage correlates with lower response rates

Commissioner District Response Rates	2010	2020
District 1	62.2%	60.0%
District 2	71.5%	73.1%
District 3	63.8%	64.0%
District 4	62.6%	60.7%

City Council Districts



Response rates by City Council Districts

- Districts with higher poverty and lower internet coverage represented the districts with the lowest response rates.

City Council District Response Rates	2010	2020
Dallas	61.9%	59.7%
District 1	67.6%	59.2%
District 2	59.0%	53.1%
District 3	71.2%	64.7%
District 4	64.1%	55.7%
District 5	69.8%	59.7%
District 6	60.2%	52.5%
District 7	62.9%	54.0%
District 8	63.4%	57.3%
District 9	74.6%	70.1%
District 10	64.0%	60.8%
District 11	70.2%	61.5%
District 12	74.8%	68.1%
District 13	72.8%	66.4%
District 14	65.0%	61.8%

Response Rate by City



Dallas County Cities	2010	2020
Addison	63.6%	63.1%
Balch Springs	62.1%	54.8%
Carrollton	71.8%	73.8%
Cedar Hill	68.1%	74.5%
Cockrell Hill	64.1%	52.6%
Coppell	78.3%	83.6%
Dallas	61.9%	59.7%
DeSoto	69.9%	74.2%
Duncanville	71.3%	73.2%
Farmers Branch	72.0%	67.3%
Garland	71.3%	70.1%
Glenn Heights	64.7%	71.2%
Grand Prairie	67.1%	67.8%

Dallas County Cities	2010	2020
Highland Park	78.1%	75.6%
Hutchins	55.7%	61.4%
Irving	62.1%	62.3%
Lancaster	67.0%	68.6%
Lewisville	65.1%	66.0%
Mesquite	68.3%	67.3%
Richardson	74.9%	70.3%
Rowlett	76.1%	81.4%
Sachse	74.8%	81.8%
Seagoville	70.2%	66.3%
Sunnyvale	83.8%	82.7%
University Park	76.1%	76.7%
Wilmer	54.5%	58.6%



Contact Info

Sophia Johnson

Alpha Business Images

President

972.716.0070

sjohnson@alphabusinessimages.com



Memorandum



CITY OF DALLAS

DATE December 18, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Moody's Investors Service Affirmed 'A1' Rating and Stable Outlook for Love Field General Airport Revenue Bonds – INFORMATION**

On Wednesday, Moody's Investors Service (Moody's) affirmed the 'A1' credit rating and stable outlook for the Love Field Airport Modernization Corporation (LFAMC) general airport revenue bonds following an annual surveillance review of outstanding LFAMC debt. The Moody's report states that the rating reflects, "the ample debt service coverage ratios provided by the airport's unique debt structure and the economic strength of the Dallas-Fort Worth service," while "the stable outlook reflects Moody's expectations that Love Field will continue to outperform national recovery levels and that existing liquidity will be sufficient to manage through the downturn."

According to the analysis report, there are certain factors that could have a negative impact on the rating, including "sustained negative enplanement trends, a significant deterioration in the credit quality of Southwest Airlines (Baa1 negative) below investment grade, significant capital improvement projects to address airport access without improved revenue collection, and refinancing LFAMC terminal debt with senior lien general airport revenue bonds." However, high exposure to Southwest Airlines Co. risk, "is mitigated by Southwest's headquarters adjacent to the airport, the terminal debt being on Southwest's balance sheet, and Southwest's credit strength, all of which minimizes the risks of severe cuts at the airport."

As Moody's states, the "rating affirmation balances Dallas Airport Enterprise's sound liquidity and cost recovery structure against the breadth and severity of the coronavirus' shock and the related uncertain trend in demand for air travel in the upcoming year." With continued leadership and recent City Council action approving the LFAMC commercial paper program, the outlook on the Dallas Airport System continues to be strong and stable.

Please let me know if you need additional information.

A handwritten signature in blue ink that reads "M. Elizabeth Reich".

M. Elizabeth Reich
Chief Financial Officer

Attachment

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Billieae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager

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 & Neighborhood Services
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors

Rating Action: Moody's affirms A1 on Dallas (City of) TX Airport Enterprise revenue bonds; outlook is stable

16 Dec 2020

Approximately \$205 million of bonds affected

New York, December 16, 2020 -- Moody's Investors Service has affirmed the A1 on Dallas (City of) TX Airport Enterprise \$205 million outstanding general airport revenue bonds. The bonds were issued by the Love Field Airport Modernization Corporation, TX (LFAMC) on behalf of the airport enterprise. The outlook is stable.

RATINGS RATIONALE

The A1 rating on senior lien bonds reflects the ample debt service coverage ratios provided by the airport's unique debt structure and the economic strength of the Dallas-Fort Worth service area that mitigates the outsize exposure to Southwest Airlines Co. (Baa1 negative). General airport revenue bonds were issued for landside improvements at Dallas Love Field, like parking garages, at the airport and debt associated with the terminal was issued as obligations of Southwest Airlines. The city reimburses Southwest for debt service paid on the terminal, however failure to remit payment to Southwest is not an event of default, providing very strong coverage to senior bondholders. The arrangement with Southwest extends through the maturity of the terminal bonds in 2040, though the hybrid use and lease agreement matures in 2028. Debt service coverage of revenue bonds obligations was 5.3x in fiscal 2019 and coverage of all obligations, including the revenue credit to Southwest, was 1.98x. Low leverage, inclusive of the obligations for the revenue credit, of \$149 adjusted debt per O&D enplanement in fiscal 2019 also supports the rating.

The rating is constrained by the high exposure to Southwest, which accounted for 94% of enplanements in fiscal 2019 and more than any other rated airport, but even that risk is mitigated by Southwest's headquarters adjacent to the airport, the terminal debt being on Southwest's balance sheet, and Southwest's credit strength, all of which minimizes the risks of severe cuts at the airport. The rating is also constrained by federal limitations of Love Field's ability to grow and substantial competition from larger and relatively unconstrained Dallas-Fort Worth International Board, TX (DFW, A1 stable). However, Southwest is discouraged from serving DFW by the same federal agreement that limits Love Field's size through 2025. The spread of the coronavirus outbreak, the weakened global economic outlook is sustaining a severe and extensive credit shock across many sectors, regions and markets. The airport sector is one of the sectors most significantly affected by the shock given its exposure to travel restrictions and sensitivity to consumer demand and sentiment. Moody's regards the coronavirus outbreak as a social risk under its ESG framework, given the substantial implications for public health and safety that has resulted in severe travel restrictions, cancellation of airline routes, travel bans, border closings and new requirements for health and safety at airports. Today's rating affirmation balances Dallas Airport Enterprise's sound liquidity and cost recovery structure against the breadth and severity of the coronavirus' shock and the related uncertain trend in demand for air travel in the upcoming year.

RATING OUTLOOK

The stable outlook reflects Moody's expectations that Love Field will continue to outperform national recovery levels and that existing liquidity will be sufficient to manage through the downturn.

FACTORS THAT COULD LEAD TO AN UPGRADE OF THE RATINGS

- Sustained senior lien DSCR above 5.0x and 2.0x times on all obligations

FACTORS THAT COULD LEAD TO A DOWNGRADE OF THE RATINGS

- Sustained negative enplanement trends
- A significant deterioration in the credit quality of Southwest Airlines Co. (Baa1 negative) below investment grade
- Significant capital improvement projects to address airport access without improved revenue collection

- Refinancing LFAMC terminal debt with senior lien general airport revenue bonds

LEGAL SECURITY

The bonds are secured by a financing agreement between the city and LFAMC. The city will deposit net revenues of the airport system into a trust account. Bonds will be additionally secured by a cash-funded debt service reserve sized at the standard 3-prong test. An additional bonds test will apply that will require 1.25 times coverage.

PROFILE

The primary source of revenues will come from Love Field, which has 20 gates, 3 runways, and approximately 11,000 parking spaces. The airport is a primary airport for Southwest Airlines and facilitates connecting passenger flow across the Southwest system. The enterprise also operates Dallas Executive Airport, a general aviation airport on the southwest side of the city of Dallas.

METHODOLOGY

The principal methodology used in these ratings was Publicly Managed Airports and Related Issuers published in March 2019 and available at https://www.moody.com/researchdocumentcontentpage.aspx?docid=PBC_1140469. Alternatively, please see the Rating Methodologies page on www.moody.com for a copy of this methodology.

REGULATORY DISCLOSURES

For further specification of Moody's key rating assumptions and sensitivity analysis, see the sections Methodology Assumptions and Sensitivity to Assumptions in the disclosure form. Moody's Rating Symbols and Definitions can be found at: https://www.moody.com/researchdocumentcontentpage.aspx?docid=PBC_79004

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Earl Heffintrayer
Lead Analyst
Project Finance
Moody's Investors Service, Inc.
Plaza Of The Americas
600 North Pearl St. Suite 2165
Dallas 75201
US
JOURNALISTS: 1 212 553 0376
Client Service: 1 212 553 1653

Kurt Krummenacker
Additional Contact
Project Finance
JOURNALISTS: 1 212 553 0376
Client Service: 1 212 553 1653

Releasing Office:
Moody's Investors Service, Inc.
250 Greenwich Street
New York, NY 10007
U.S.A
JOURNALISTS: 1 212 553 0376
Client Service: 1 212 553 1653

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Memorandum



CITY OF DALLAS

DATE December 18, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Love Field Airport Modernization Corporation Aviation System Commercial Paper Program – RATING ACTIONS**

In establishing the Love Field Airport Modernization Corporation Airport System Commercial Paper Notes, AMT Series (the Notes), as approved by the City Council on December 9, 2020, both S&P Global Ratings (S&P) and Moody's Investor Service (Moody's) have assigned ratings on the commercial paper program credit facility provider.

On Monday, Moody's assigned a P-1 letter of credit-backed rating on the Notes, supported by a letter of credit (LOC) provided by JPMorgan Chase Bank, N.A. Moody's provides details of the Notes and states, "the rating on the Notes will be based on the LOC; the structure and legal protections of the transaction which provide for timely payment of principal and interest to Note holders; and, Moody's evaluation of the credit quality of the Bank issuing the LOC. Moody's short-term Counterparty Risk (CR) Assessment of the Bank is P-1(cr)." P-1 is the highest short-term rating available from Moody's and is only at risk of being downgraded should Moody's downgrade the short-term credit rating of the bank.

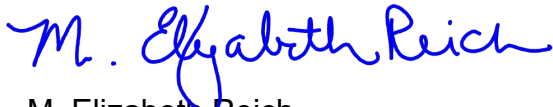
Additionally, yesterday S&P assigned its 'A-1' rating on the Notes, reflecting the rating of the LOC provided by JPMorgan Chase Bank, N.A. A short-term obligation rated 'A-1' is rated in the highest category by S&P. Regarding the rating sensitivity, S&P states, "changes to our ratings on the notes could result from, among other events, changes to the rating on the LOC provider or amendments to transaction terms. We will likely maintain our ratings on the notes as long as the LOC has not expired or been replaced or otherwise terminated."

Attached are the corresponding publications provided by Moody's and S&P.

DATE December 18, 2020

SUBJECT Love Field Airport Modernization Corporation Aviation System Commercial Paper Program – RATING ACTIONS

If you have any questions or need further information, please do not hesitate to contact me.



M. Elizabeth Reich
Chief Financial Officer

Attachments

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager

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 & Neighborhood Services
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors

Rating Action: Moody's assigns P-1 to Love Field Airport Modernization Corporation Airport System Commercial Paper Notes, AMT Series

14 Dec 2020

New York, December 14, 2020 -- Moody's Investors Service (Moody's) has assigned P-1 letter of credit-backed rating to the Love Field Airport Modernization Corporation (Issuer) Airport System Commercial Paper Notes, AMT Series (the Notes). The Notes are supported by a letter of credit (LOC) provided by JPMorgan Chase Bank, N.A. (the Bank).

RATINGS RATIONALE

The rating on the Notes will be based on the LOC; the structure and legal protections of the transaction which provide for timely payment of principal and interest to Note holders; and, Moody's evaluation of the credit quality of the Bank issuing the LOC. Moody's short-term Counterparty Risk (CR) Assessment of the Bank is P-1(cr).

FACTORS THAT COULD LEAD TO AN UPGRADE OF THE RATING

- Not applicable.

FACTORS THAT COULD LEAD TO A DOWNGRADE OF THE RATING

- Moody's downgrades the short-term CR Assessment of the Bank.

The Resolution authorizes the issuance of up to \$150 million of Notes. Notes shall be issued on an interest bearing basis only, and may not be issued at an interest rate in excess of the Maximum Interest Rate which is 10%. The issuing and paying agent, US Bank National Association (the IPA), will issue commercial paper notes upon receipt of issuance instructions from the Issuer. Each Note issued must mature no later than: (i) 270 days from the date of issuance; (ii) the Maximum Maturity Date which is September 30, 2050; and (iii) the business day prior to the expiration date of the LOC.

The LOC, which shall be sized for \$150 million plus 270 days interest at 10%, is sufficiently sized to cover the maximum principal of Notes. Conforming draws for the payment of principal and interest received by the Bank by 11:00 a.m. (New York City time) on a business day will be honored by such Bank by 1:30 p.m. (New York City time) on the same business day.

In the event of a default under the reimbursement agreement, the Bank may send either (a) no-issuance notice; (b) a final drawing notice; or (c) a restricted issuance notice to the IPA. Upon the receipt of a no-issuance notice, the IPA shall cease issuing Notes and shall continue to draw on the LOC for outstanding Notes as they mature. Upon receipt of a final drawing notice the IPA shall cease issuing Notes and shall promptly draw on the LOC. The IPA shall draw no later than the business day prior to the termination date of the LOC for all Notes outstanding plus accrued interest to the maturity date of such Notes. The LOC will terminate on the earlier of the 10th day following the IPA's receipt of the final drawing notice or upon the honoring of the final drawing by the Bank. Upon receipt of a restricted notice the IPA shall be limited to issuing Notes in an amount equal to Notes maturing on such issuance date.

The LOC shall terminate on the earliest of: (i) the stated expiration date, December 18, 2023, (ii) the later of (a) the date on which the Bank receive written notice from the IPA (Annex C) that an Alternate Credit Facility has been substituted, or (b) the effective date of any such Alternate Credit Facility; (iii) the date on which the Bank receives written notice from the IPA (Annex D) that there are no longer any Notes outstanding and the Issuer elects to terminate the LOC; or (iv) the earlier of (a) the 10th calendar day after the date on which the IPA has received the final drawing notice, and (b) the date on which the drawing resulting from the delivery of the final drawing notice is honored.

The LOC may be substituted provided that the Issuer shall provide the IPA with notice from each rating agency then rating the CP that the rating on the Notes will not be reduced or withdrawn as a result of such substitution.

The principal methodology used in this rating was Rating Transactions Based on the Credit Substitution Approach: Letter of Credit-backed, Insured and Guaranteed Debts published in May 2017 and available at https://www.moody.com/researchdocumentcontentpage.aspx?docid=PBC_1068154 . Alternatively, please see the Rating Methodologies page on www.moody.com for a copy of this methodology..

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For further specification of Moody's key rating assumptions and sensitivity analysis, see the sections Methodology Assumptions and Sensitivity to Assumptions in the disclosure form. Moody's Rating Symbols and Definitions can be found at: https://www.moody.com/researchdocumentcontentpage.aspx?docid=PBC_79004.

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Regulatory disclosures contained in this press release apply to the credit rating and, if applicable, the related rating outlook or rating review.

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Michael J. Loughlin
Vice President - Senior Analyst
Public Finance Group
Moody's Investors Service, Inc.
250 Greenwich Street
New York, NY 10007
U.S.A.
JOURNALISTS: 1 212 553 0376
Client Service: 1 212 553 1653

Jacek Stolarz
Asst Vice President - Analyst
Public Finance Group
JOURNALISTS: 1 212 553 0376
Client Service: 1 212 553 1653

Releasing Office:
Moody's Investors Service, Inc.
250 Greenwich Street
New York, NY 10007

U.S.A.
JOURNALISTS: 1 212 553 0376
Client Service: 1 212 553 1653



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RatingsDirect®

Summary:

Love Field Airport Modernization Corp., Texas; Letter Of Credit

Primary Credit Analyst:

James Ho, New York + 1 (212) 438 1306; james.ho@spglobal.com

Secondary Contact:

John C Mante, Chicago + 1 (312) 233 7058; john.mante@spglobal.com

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Summary:

Love Field Airport Modernization Corp., Texas; Letter Of Credit

Credit Profile

US\$150.0 mil arpt sys comm pap nts ser AMT due 01/01/2099

Short Term Rating

A-1

New

Rationale

S&P Global Ratings assigned its 'A-1' rating to Love Field Airport Modernization Corp., Texas' airport system commercial paper (CP) notes (alternative-minimum tax).

The rating reflects our opinion of the rating of the letter of credit (LOC) provided by JPMorgan Chase Bank N.A.

Transaction Highlights

The issuer can issue up to \$150 million of CP notes with a maturity up to 270 days. The aggregate amount of CP notes cannot exceed the LOC's stated amount of roughly \$161.096 million, and amounts due on each notes' maturity date are to be fully funded with amounts available under the LOC.

Structural Analysis

When evaluating CP notes, we consider various risk factors.

LOC coverage

The LOC covers 270 days' interest accruals at a maximum rate of 10% for the entire note principal. We think LOC coverage is sufficient to make interest-and-principal payments, even assuming maximum-interest-rate accruals.

LOC termination

Transaction structures have the LOC terminating before the CP. The issuing-and-paying agent is required to comply with specific instructions. We, however, think mitigating LOC-termination risk governs the CP.

The LOC will expire Dec. 18, 2023, unless extended or terminated earlier. In an event of default under the reimbursement agreement, the LOC will remain in force until the maturity of outstanding CP; the issuing-and-paying agent, however, will be prohibited from issuing further CP.

Upon the occurrence of an event of default under the reimbursement agreement, the LOC provider instructs the issuing-and-paying agent to cease issuing CP notes. Either the LOC will remain in effect through the latest CP maturity date or the LOC provider will direct a final drawing. A final draw notice would direct the issuing-and-paying agent to

draw on the LOC prior to LOC termination for a sufficient amount to pay the entire principal and interest outstanding and maturing or maturing after the receipt of the final drawing notice.

The LOC will terminate upon the earlier of 10 days after the issuing-and-paying agent receives the final drawing notice or the date on which the LOC provider honors the final drawing.

LOC provider replacement

The issuer could replace the LOC provider. However, transaction documents provide that no CP notes will be outstanding at substitution; they also prohibit the issuer from replacing any LOC provider unless the issuer has received written confirmation from S&P Global Ratings it would not lower or withdraw the rating upon the existing LOC provider's replacement.

Rating Sensitivity

In view of the CP notes' structure, changes to our ratings on the notes could result from, among other events, changes to the rating on the LOC provider or amendments to transaction terms. We will likely maintain our ratings on the notes as long as the LOC has not expired or been replaced or otherwise terminated. If any of these conditions change, we will likely withdraw our ratings on the notes.

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Memorandum



CITY OF DALLAS

DATE December 18, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Taking Care of Business – December 17, 2020**

New Updates

[Watch DPD Chief Candidates Forum](#)

For those who were unable to view the DPD Chief Candidates Forum live on Dec. 16, it will be rebroadcast twice daily at 9 a.m. and 6 p.m. from Thursday, Dec. 17 through Sunday, Dec. 20 in English on Spectrum Channel 16 and AT&T U-Verse Channel 99 and in Spanish on Spectrum Channel 95. It may also be viewed on-demand at bit.ly/cityofdallastv or youtube.com/cityofdallascityhall.

[DFR Promoting Christmas Tree Safety](#)

With the Christmas holiday just around the corner, Dallas Fire-Rescue is providing safety tips and information for citizens who choose to use real Christmas trees in their homes. According to the National Fire Protection Association (NFPA), fire departments across the country respond to a yearly average of 160 home fires caused by Christmas trees. Though they are not common, they are more likely to become serious when they do occur because most don't receive the proper care to keep them from drying out and becoming an even greater fire risk. Be sure your tree is fresh by stroking the branches to see if the needles fall off; keep your tree hydrated, be mindful of the condition of the lighting you use to decorate your tree and dispose of it immediately after use. Happy and Safe Holidays, from Dallas Fire-Rescue!

[Dallas Public Library Debuts Marion Butts Collection](#)

Dallas Public Library is honored and excited to announce for the first time, 18,000 digital photos from the Marion Butts Collection are available on the library's website. Lee Marion Butts, Sr. (1924 – 2002), an African American commercial photographer and editor of the Dallas Express, recorded events and community life in Dallas. His rich body of work documents not only segregation and civil rights, but also business, civic, religious, educational, and social life, as well as visits by national leaders and celebrity entertainers. Dallas Public Library's Dallas History & Archives Division is honored to preserve and share the works of Marion Butts. Visit their new webpage (at the below link) to see these wonderful photos, just a



DATE December 18, 2020
SUBJECT **Taking Care of Business – December 17, 2020**

small sampling of the works of an amazing photographer and historian. Should you have questions, please contact Jo Giudice, Library Director, for more information.

<http://dallaslibrary2.org/marionbutts/>

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
CIZ1957	Elmwood Parkway Trail – Phase Three – Site Development, by Park and Recreation Department
CIZ1958	Reverchon Ballpark Improvements, by Park and Recreation Department
BKZ21-00011942	Actuarial Services for ORM
BQZ20-00014463	Court Reporting, Deposition, Transcription Services
BYZ20-00014988	Dockless Vehicles Aggregate Data
BR21-00015316	Eviction Assistance Initiative
BG21-00015357	Hygiene and Wellness Products for Seniors and Young Children
BI21-00015176	Interior Landscape and Plant Purchase
BV21-00015344	Pump Overhaul & Repair Services
BF21-00014101	Trinity River Tire Removal, Creeks/Channels/Vacant Lots Trash/Debris Removal and Lake Ray Hubbard Cleanup

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

Dallas Public Library Wins Honorable Mention

The Urban Libraries Council (ULC) announced Dallas Public Library (DPL) as an Innovations Initiative Honorable Mention award winner during the 2020 ULC Innovations Celebration last Friday. The P.O.N.D. - Podcast on Natural Dallas, was selected from 260 submissions in 10 categories that showcase creative thinking and imaginative applications of library resources. DPL won in the category of Adult STEM education, with award winners being recognized for their level of ingenuity, the outcomes achieved and the ability for other libraries to adapt and implement their work. Visit the POND at <https://dallaslibrary2.org/pond/> to listen to the podcast, subscribe to the newsletter, and attend the 2020 Virtual Nature Expo! Should you have questions, please contact Jo Giudice, Library Director, for more information.

DATE December 18, 2020
SUBJECT **Taking Care of Business – December 17, 2020**

[Virtual Neighborhood Public Meetings for HUD Grant Funds](#)

Budget and Management Services (BMS) and the Community Development Commission (CDC) will host six public engagement meetings, beginning January 7 - 14, 2020. The purpose of these meetings, is to encourage residents to provide comments and input on potential uses for the U.S. Department of Housing and Urban Development (HUD) funds of the Consolidated Plan. The Consolidated Plan grants include: Community Development Block Grant (CDBG), HOME Investment Partnership Program (HOME), Emergency Solutions Grant (ESG), and Housing Opportunities for Person with AIDS (HOPWA). Information on the dates, times, and links for the virtual meetings are published on community development website: <https://dallascityhall.com/departments/budget/communitydevelopment>

The attached flyers and shareable social media graphics, in English and Spanish, may be used to promote the virtual meetings. A Press Release will also be issued closer to the event. Should you have any questions, please contact Chan Williams, Assistant Director of Budget and Management Services.

[Dr. Martin Luther King, Jr. Celebration Week](#)

In January 2021, the City of Dallas will host its 39th annual celebration of the life and legacy of Dr. Martin Luther King, Jr. with a weeks' worth of events highlighting issues of equity, diversity, and opportunity. The theme for Dr. Martin Luther King, Jr. Week 2021, selected by the MLKJCC Advisory Board is "The Fierce Urgency of Now." MLK Week 2021 will include a Candle Lighting Ceremony, Youth Fair, Wreath Laying Ceremony, Job Fair, Equity Symposium, and culminate with the Dr. Martin Luther King, Jr. Awards & Scholarship Gala. Event details are being finalized and can be found at <https://dallasmkcenter.com/mlk-celebration-week/> . Should you have questions or concerns, please contract Jessica Galleshaw, Director for the Office of Community Care Director.

[Dr. Martin Luther King Jr. Essay Contest](#)

The City of Dallas is pleased to announce the [2021 Dr. Martin Luther King Jr. Essay Contest!](#) The contest will award six scholarships up to \$5,000 (per award) to graduating high school seniors or first-year students accepted into a college-level educational institution (two-year college, four-year college, or trade school). This year's essay prompt aligns with the theme of the 2021 Dr. Martin Luther King, Jr. Celebration Week, "The Fierce Urgency of Now". The submission deadline is December 31, 2020.

Essay Prompt: Describe a social justice problem, concern, or issue you would like to solve as it relates to "The Fierce Urgency of Now." It can be an intellectual challenge, a research query, an ethical dilemma - anything that is of personal importance. Explain its significance to you and what steps you can take to identify a solution.

Should you have questions or concerns, please contract Jessica Galleshaw, Director for the Office of Community Care Director.

DATE December 18, 2020
SUBJECT **Taking Care of Business – December 17, 2020**

12 DAYS OF CHRISTMAS COMMUNITY CHALLENGE

Early this year the Office of Community Affairs did “Random acts of Kindness” in different parts of the city. We would like to bring this year to a close on that same note. What better way to stay connected this holiday season than as a community we all do a daily random act of kindness. The Office of Community Affairs will be starting a **DAILY COMMUNITY CHALLENGE, 12 DAYS OF CHRISTMAS**. Starting Monday December 14th. We are kindly asking all divisions (NPO Units) and DPD Volunteers to participate. We are asking officers/city personnel who witness “Random acts of Kindness” or participate in one to please send photo/selfie to dpdcommunityaffairs@gmail.com so that we can post them. The first challenge started on this past Monday and was “PAY IT FORWARD”.

Please see the attached documents for this engagement, one is the event flyer, and the other is the Community Challenge list for the next 12 days. Should you have any questions, please do not hesitate to contact Sergeant Wanda West at wanda.west@dallascityhall.com.

BAGS AND BADGES HOMELESS GIVEAWAY

Saturday, December 19, 2020
Event Time: 1:00am –3:00pm
Where: MLK Center
Address: 2922 Martin Luther King Jr, Dallas, TX 75215
Patrol Division: Southeast
Beat: 300
Council District: D7 / Adam Bazaldua

This engagement is for a targeted group and has not been posted to social media. The Office of Community Affairs will be passing out care bags with essential items to LGBTQ+ homeless youth in the area. Please see the attached flyer for this engagement. Should you have any questions, please do not hesitate to contact Sergeant Wanda West at wanda.west@dallascityhall.com.

Homeless Encampment Cleaning Update

On December 4th, City Council was advised by the Office of Homeless Solutions and Dallas Police Department of the implementation of a temporary suspension of homeless encampment resolutions as a result of on-going COVID-19 cases and current guidance. This week, The OHS Street Outreach teams engaged with persons experiencing unsheltered homelessness, following all current CDC COVID-19 protocols and procedures, and provided proactive clean-up of trash and debris, distributed waste and hygiene supplies, and made connections to resources and shelter. The following locations were served on Tuesday, December 15th:

- US-75 & Forest Lane
- 508 & 515 Park (Corner of Canton St. & Park)

DATE December 18, 2020
SUBJECT **Taking Care of Business – December 17, 2020**

OHS will continue to monitor, assess, proactively clean and provide sanitary products to known encampment locations to limit the potential spread and effects of COVID-19.

Information on continued service to homeless encampments can be found [here](#). Should you have any questions or concerns, please contact Kevin Oden, Interim Director for the Office of Homeless Solutions.

[Office of Community Police Oversight \(OCPO\)](#)

The Community Police Oversight Board (CPOB) took a historic step at its December 8th monthly meeting. The Board voted for and added Dallas City residents to all five of its subcommittees. The community members will be notified of their appointment by the Director of OCPO. You will be able to view the selected residents on the [CPOB website](#) soon. OCPO is excited about working with the CPOB to onboard the community members so they can start serving on those committees in the early part of 2021. Should you have questions or concerns, please contact Tonya McClary, Police Monitor for the Office of Community Police Oversight.

Look Ahead

[City Council Briefings](#)

January 6, 2020

- Redistricting

January 20, 2020

- Coronavirus Relief Fund Update

[Media Inquiries](#)

As of December 15, 2020, the City has received media requests from various news outlets regarding the following topics:

- Library Wifi Hotspots
- Street Lane Stripping
- Material Shingle Removal
- Fox National News Highlights Impact of COVID-19 on EMS Providers
- WFAA 8 Alleges Slowed Response Time Due to Fire Station Closure
- Firefighters Battle Two-Alarm Blaze in North Dallas Townhomes
- DFR Surprises Daughter of Fallen Firefighters for Her College Graduation
- No Injuries Reported at Lake Ray Hubbard Boat Fire
- Dallas Morning News Inquires About COVID-19 Vaccine Distribution
- RIGHT Care Continues Showing Success in its Numbers

DATE December 18, 2020
SUBJECT **Taking Care of Business – December 17, 2020**

Please see the attached document compiling information provided to media outlets, during the period from December 8 – 15, 2020, for your reference. Should you have any questions or concerns, please contact Kimberly Bizer Tolbert, Chief of Staff.



T.G. 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

Christmas Tree Safety



As you deck the halls this holiday season, be fire smart. A small fire that spreads to a Christmas tree can grow large very quickly.



PICKING THE TREE

- Choose a tree with fresh, green needles that do not fall off when touched.



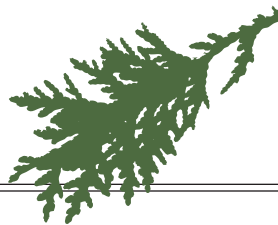
PLACING THE TREE

- Before placing the tree in the stand, cut 2" from the base of the trunk.
- Make sure the tree is at least three feet away from any heat source, like fireplaces, radiators, candles, heat vents or lights.
- Make sure the tree is not blocking an exit.
- Add water to the tree stand. Be sure to add water daily.



LIGHTING THE TREE

- Use lights that have the label of a recognized testing laboratory. Some lights are only for indoor or outdoor use.
- Replace any string of lights with worn or broken cords or loose bulb connections. Read manufacturer's instructions for number of light strands to connect.
- Never use lit candles to decorate the tree.
- Always turn off Christmas tree lights before leaving home or going to bed.



After Christmas

Get rid of the tree after Christmas or when it is dry. Dried-out trees are a fire danger and should not be left in the home or garage, or placed outside against the home.

Check with your local community to find a recycling program.

Bring outdoor electrical lights inside after the holidays to prevent hazards and make them last longer.

FACTS

- ! More than **one of every four** home Christmas tree fires is caused by electrical problems.
- ! Although Christmas tree fires are not common, when they do occur, they are more likely to be serious.
- ! A heat source too close to the tree causes **one in every four** of the fires.



NATIONAL FIRE PROTECTION ASSOCIATION

The leading information and knowledge resource on fire, electrical and related hazards



Virtual Neighborhood Public Meetings

FY 2021-22 Consolidated Plan Budget

for U.S. Department of Housing and Urban Development (HUD) Grant Funds

CDBG



Community Development Block Grant



Home Investment Partnerships Program

Join us virtually as the City of Dallas staff discuss the budget development process for HUD Grant Funds and invite your input on the use of federal funds for low and moderate-income individuals and programs.

- Neighborhood Improvements
- Homebuyers Assistance

Date & Time

LOG-ON

- Home Repair Assistance
- Youth Programs

- January 7, 7:00 P.M. : <https://bit.ly/CODHUD1>
- January 11, 6:00 P.M. : <https://bit.ly/CODHUD2>
- January 12, 10:00 A.M. : <https://bit.ly/CODHUD3>
- January 12, 6:00 P.M. : <https://bit.ly/CODHUD4>
- January 13, 12:00 P.M. : <https://bit.ly/CODHUD5>
- January 14, 6:00 P.M. : Teletownhall call (888)400-1932
Spanish (888) 400-9342



Housing Opportunities for Persons with HIV/AIDS



Emergency Solutions Grant

Homeless Prevention & Rapid Re-Housing

Housing Support for Persons w/HIV or AIDS and their families

Anyone who requires an auxiliary aid or service to fully participate in or attend any public hearing should notify the Office of Budget/Grants Administration Division at (214) 670-4557 or TTY 1-800-735-2989, forty-eight (48) hours prior to the scheduled meeting.
Toda persona que necesite un servicio o ayuda auxiliar para participar plenamente o asistir a cualquier audiencia pública debe notificar al Oficina de Presupuesto/División de Administración de Subsidios al (214) 670-4557 o TTY 1-800-735-2989, cuarenta y ocho (48) horas antes de la reunión programada.



WANT TO LEARN MORE:

www.dallascityhall.com/budget/communitydevelopment

214-670-4557

dallascomdev@dallascityhall.com



FOLLOW US @DALLASCOMDEV



Reuniones públicas virtuales del vecindario

Año fiscal 2021-22- Presupuesto del plan consolidado
 para los fondos de subvención del Departamento de Vivienda y Desarrollo Urbano de los Estados Unidos (HUD por sus siglas en inglés)



Subsidio en Bloque para el Desarrollo Comunitario



Programa de Sociedades para Inversión en Vivienda (HOME)

Participe virtualmente mientras el personal de la Ciudad de Dallas discute el proceso de desarrollo del presupuesto para los fondos de subvención del HUD y solicite su opinión sobre la utilización de los fondos federales para las personas y los programas de ingresos bajos y moderados.

- Mejoras en el vecindario
- Asistencia a los compradores de vivienda

- Asistencia en la reparación del hogar
- Programas para jóvenes

Prevención de los sin techo y reubicación rápida

Apoyo a la vivienda para personas con VIH o SIDA y sus familias

Fecha y hora

CONÉCTATE

- 7 de enero, 7:00 P.M. : <https://bit.ly/CODHUD1>
- 11 de enero, 6:00 P.M. : <https://bit.ly/CODHUD2>
- 12 de enero, 10:00 A.M. : <https://bit.ly/CODHUD3>
- 12 de enero, 6:00 P.M. : <https://bit.ly/CODHUD4>
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 Español (888) 400-9342

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QUIEREN APRENDER MÁS:

www.dallascityhall.com/budget/communitydevelopment
 214-670-4557
dallascomdev@dallascityhall.com



SÍGANOS EN
 @DALLASCOMMDEV



Virtual Neighborhood Public Meetings

FY 2021-22 Consolidated Plan Budget

for U.S. Department of Housing and Urban Development (HUD) Grant Funds

CDBG



Community Development
Block Grant



Home Investment
Partnerships Program

Join us virtually as the City of Dallas staff discuss the budget development process for HUD Grant Funds and invite your input on the use of federal funds for low and moderate-income individuals and programs.

Date & Time

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Housing Opportunities
for Persons with HIV/AIDS



Emergency Solutions
Grant

WANT TO LEARN MORE:

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Reuniones públicas virtuales del vecindario

Año fiscal 2021-22- Presupuesto del plan consolidado
 para los fondos de subvención del Departamento de Vivienda y Desarrollo
 Urbano de los Estados Unidos (HUD por sus siglas en inglés)



**Subsidio en Bloque para el
 Desarrollo Comunitario**



**Programa de Sociedades para
 Inversión en Vivienda (HOME)**



**Oportunidades de
 Vivienda para Personas con
 VIH/SIDA**



**Subsidio de Soluciones
 de Emergencia**

Participe virtualmente mientras el personal de la Ciudad de Dallas discute el proceso de desarrollo del presupuesto para los fondos de subvención del HUD y solicite su opinión sobre la utilización de los fondos federales para las personas y los programas de ingresos bajos y moderados.

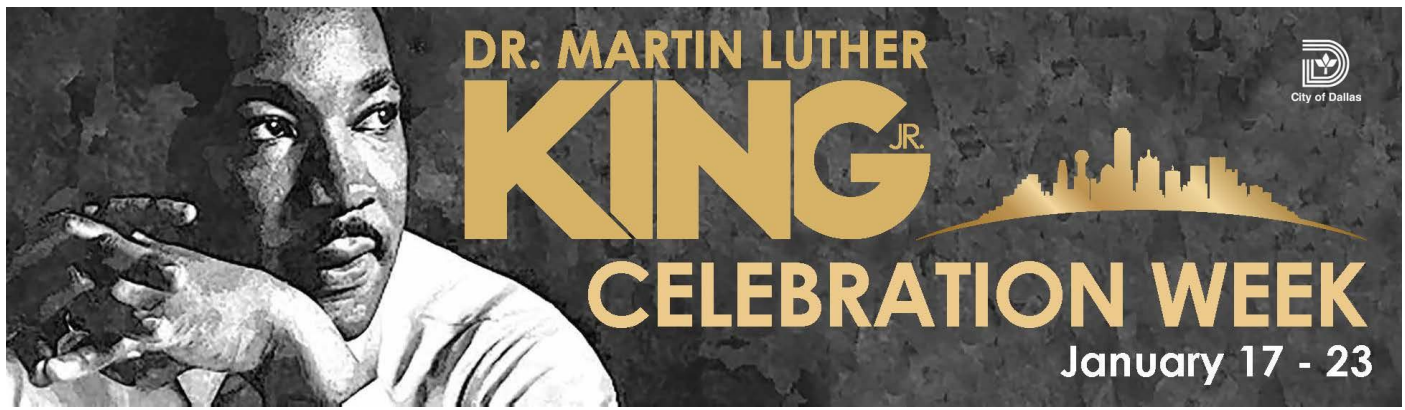
Fecha y hora

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QUIEREN APRENDER MÁS:

www.dallascityhall.com/budget/communitydevelopment
 214-670-4557
dallascomdev@dallascityhall.com



2021 Dr. Martin Luther King Jr. Scholarship Essay Contest

The City of Dallas is pleased to announce the 2021 high school senior and college freshmen essay contest! The contest will award six scholarships up to \$5,000 (per award) to graduating high school seniors or first-year students accepted into a college-level educational institution (two-year college, four-year college, or trade school).

Essay Contest Rules & Eligibility

1. [The 2021 Dr. Martin Luther King Jr. Essay Contest](#) is open to; 1. High School Seniors attending a City of Dallas High School; and 2. First-Year students (must have a permanent address within the City of Dallas) accepted into a collegiate educational institution (two-year college, four-year college, or trade school). These Scholarships are to help defray the cost of tuition, books, room and board, etc. Winners will be formally recognized at the **Dr. Martin Luther King Jr. Scholarship & Awards Gala** on Saturday, January 23, 2021.
2. Submission Deadline: **Thursday, December 31, 2020 at 5:00 p.m.** [via submission portal](#).
3. One essay per student. Essays must be original, typed, and double-spaced; high school essays should not exceed 1,000 words and college essays should not exceed 1,500 words.
4. The cover sheet must contain the student's name, school, home/cellular phone number, address, and email address (**do not include this information in the body of the essay**).
5. Essays will be judged based on organization, content, voice, creativity, and grammatical structure.
6. Prior scholarship **winners** are ineligible to apply.

Essay Theme: "The Fierce Urgency of Now"

"We are now faced with the fact that tomorrow is today. We are confronted with the fierce urgency of now. In this unfolding conundrum of life and history, there "is" such a thing as being too late. This is no time for apathy or complacency. This is a time for vigorous and positive action." — **Dr. Martin Luther King Jr., 1963**

Essay Prompt

Describe a social justice problem, concern, or issue you would like to solve as it relates to ["The Fierce Urgency of Now."](#) It can be an intellectual challenge, a research query, an ethical dilemma - anything that is of personal importance. Explain its significance to you and what steps you can take to identify a solution.

Incomplete applications WILL NOT be considered.



THE DALLAS POLICE DEPARTMENT PRESENTS:



BADGES & BAGS

SATURDAY DEC. 19 2020
1:00PM TO 3:00PM

MARTIN LUTHER KING JR. COMMUNITY
CENTER PARKING LOT
2922 MARTIN LUTHER KING JR. BLVD.
DALLAS, TX 75215

COME GET A BAG OF ESSENTIAL ITEMS
TO GET YOU THROUGH THE WINTER

IF YOU WOULD LIKE TO DONATE
PLEASE CONTACT POLICE OFFICER CHELSEA GEIST
AT :CHELSEA.GEIST@DALLASCITYHALL.COM



#DallasPD

FOR MORE INFORMATION PLEASE CONTACT THE OFFICE OF COMMUNITY AFFAIRS AT: (214) 671- 4045

@DALLASPD @DPDGEIST @DPDCA

12 DAYS OF CHRISTMAS

DAILY CHALLENGE

1st Day of Christmas

- **PAY IT FORWARD**

2nd Day of Christmas

- **THANK A TEACHER**

3rd Day of Christmas

- **THANK A MEDICAL PROFESSIONAL**

4th Day of Christmas

- **DONATE A BOOKS TO A DAYCARE**

5th Day of Christmas

- **BUY LUNCH FOR AN ESSENTIAL WORKER**

6th Day of Christmas

- **HELP OR DONATE TO HOMELESS SHELTER OR
FOOD PANTRY**

7th Day of Christmas

- **SEND A CHRISTMAS CARD TO YOUR NEIGHBOR**

8th Day of Christmas

- **BE A SECRET SANTA TO A CO- WORKER**

9th Day of Christmas

- **DONATE PET FOOD TO THE ANIMAL SHELTER**

10th Day of Christmas

- **BUY SOMEONE A CUP OF COFFEE**

11th Day of Christmas

- **GIVE A GIFT CARD TO A STORE CLERK**

12th Day of Christmas

- **CONNECT WITH A LOVED ONE ON ZOOM, SOCIAL
MEDIA, OR FACETIME**



JOIN US

DALLAS POLICE DEPARTMENT

12 DAYS OF CHRISTMAS COMMUNITY CHALLENGE

STARTS TODAY DECEMBER 14TH

What better way to stay connected this holiday season than as a community we all do a daily random act of kindness. Email us a photo/selfie of your completed challenge to dpdcommunityaffairs@gmail.com we will post it! One Dallas One Community!

1st Day of Christmas
PAY IT FOWARD



DALLAS POLICE
DEPARTMENT

Communications, Outreach and Marketing
Media Requests
December 8 – December 14

Date Submitted: 12/8/2020

Topic: Writer Patrick Graves with the State Comptroller's Office inquired about the number of small cell permits (nodes etc.) approved by the City of Dallas to date. COM instructed Patrick to complete an Open Records Request to obtain that information.

Submitted By: Demeshia Jackson (Public Works)

Media Entity: Patrick Grave (State Comptroller's Office)

Date Submitted: 12/09/2020

Topic: D Magazine inquired about Dallas' parking code and the potential changes that may be made to the code. COM provided a detailed response from Sustainable Development & Construction that outline how the City Plan Commission (CPC) authorized a public hearing to consider amending Chapters 51 and 51A of the Dallas Development Code.

Submitted By: Demeshia Jackson (Sustainable Development & Construction)

Media Entity: Peter Simek, Senior Editor (D Magazine)

Date Submitted: 12/11/2020

Topic: Dallas Morning News requested the certificate of occupancy for Belly Button, at 2148 Royal Lane in Dallas. COM provided the following link developdallas.dallascityhall.com/ to request a copy of the occupancy certificate.

Submitted By: Demeshia Jackson (Sustainable Development & Construction)

Media Entity: Sarah Blaskovich, Food Writer (Dallas Morning News)

Date Submitted: 12/11/20

Topic: NBC 5 wanted to know if the City had any plans to handle evictions after the moratorium ends and what resources were available. COM provided information about the Dallas Eviction Assistance Initiative, the City of Dallas Eviction Ordinance and a list of resources for both Dallas and non-Dallas residents.

Submitted By: Demeshia Jackson (Office of Equity & Inclusion, Fair Housing)

Media Entity: Vince Sims, Reporter (NBC 5)

Date Submitted: 12/11/2020

Topic: Library Wifi Hotspots

Inquiry: Keri Mitchell, with Dallas Free Press inquired: "We're working on content around how to check out WiFi hotspots from neighborhood library branches. On WiFi in library parking lots:

- 1) Is this still happening?
- 2) Have any other libraries been added to the list?
- 3) Is there any tracking of whether/how/when people are using it?
- 4) Where have funds for both initiatives come from, and how much does each cost?
- 5) Besides library hot spots and parking lot WiFi, does the city have any other specific internet initiatives involving city buildings or city funding?

The City's response: On WiFi in library parking lots:

- 1)** Is this still happening? Yes - currently at 4 pilot locations: Paul Laurence Dunbar Lancaster-Kiest, Highland Hills, Prairie Creek and Dallas West Branches.
- 2)** Have any other libraries been added to the list? We are working with our IT department and the Digital Equity team to determine how to extend the WiFi at all branch library locations. It is a work in progress parallel with additional WiFi initiatives in neighborhoods.
- 3)** Is there any tracking of whether/how/when people are using it? Can you send me the unique logins for each branch since the initiative began, however you're tracking it? (hourly, daily, weekly, etc.) Our IT department can report the number of unique log ins to the WiFi but we do not collect any personal information on the users. Upon double-checking with the IT Department, they are still working on a solution to monitor the WiFi usage in the parking lots. The data we receive now is based on whole department use and is not broken out by location. Currently we only have anecdotal information regarding usage at our four pilot locations from Library Board Members stopping by and viewing users in the parking lots with their devices as well as staff watching the number of cars in the lots. Typically, we are noticing 4-5 users at any given time during the day, there is no evening monitoring currently.
- 4)** Where have funds for both initiatives come from, and how much does each cost? How much of the donation has been used for the pilot program, and what else is the donation being used for? The pilot program at the first four locations was part of a donation from Cisco. The total values of the donation are \$500,000. The \$500,000 is the value of the equipment that was donated by Cisco. All the equipment has been installed in the four selected libraries.
- 5)** Besides library hot spots and parking lot WiFi, does the city have any other specific internet initiatives involving city buildings or city funding? The City currently has the following projects underway using CARES Act Funding which is set to expire on December 30, 2020:
- Dallas ISD Private Cellular Network at Lincoln High School
 - Digital Navigators
 - Digital Navigators Program
 - Fiber Optic/Wireless Broadband Network
 - Laptops for Libraries: the library has ordered 1200 laptops that will be configured for customers to check out, just like a book or hotspot. We expect to have these ready for public use sometime in February.

Submitted By: Tenisha Bogan (Dallas Public Library)

Media Entity: Keri Mitchell, Dallas Free Press

Date Submitted: 12/14/2020

Topic: Material shingle removal at 9505 S. Central Expressway

Inquiry: CBS DFW, NBC DFW inquired about the removal timeline and photo opportunities when CM Atkins issues a press release announcing the removal of shingles at 9505 S. Central Expressway would soon begin. We responded to media inquiries as such: The city's contractors will spend the next several days preparing the site to ensure the removal process is both efficient and safe. Removal is estimated to take 90 days as noted in the attached press release. Be sure to monitor your inbox as a new press release will likely be issued once material removal begins.

Submitted By: Nichelle Sullivan (Mayor & City Council, City Attorney)

Media Entity: CBS DFW, NBC DFW

Date Submitted: 12/14/2020

Topic: S. Central Expressway

Inquiry: Is the city still pursuing legal action against the other defendants named in the city's lawsuit? City responded yes.

Submitted By: Nichelle Sullivan (Mayor & City Council | CAO)

Media Entity: Michael Phillis, Law 36.com

Date Submitted: 12/14/2020

Topic: Street Lane Striping

Inquiry: Dave Liber, WatchDog Reporter for the Dallas Morning News asked about who is responsible for updating road lines. Difficult to see lanes at night in the rain. Is painting going on in pandemic? If people have a specific complaint on this, who do they go to?

There are two scenarios when it relates to Pavement Marking Maintenance within the City's ROW. Typically, if there is a Capital Improvement Project (CIP) the restriping would be the responsibility of the Contractor under Public Works (PBW) control. However, in the event there is primarily maintenance of the existing roadway due to faded markings, this will be the responsibility of Transportation (TRN). Yes, we are still striping lanes, which depends on the weather and the impact of COVID19 on workforce availability. If someone has a compliment, complaint, or concern about lane striping in Dallas, please dial 311 or 214-670-3111. Or they can use the OurDallas Mobile app available on the app store or google play.

Submitted By: Nichelle Sullivan (Transportation)

Media Entity: Dave Liber, Reporter, Dallas Morning News

Date Submitted: 12/14/2020

Topic: Continued litigation and materials removal at 9505 S. Central Expressway

Inquiry: Ms. Cooper asked a number of questions regarding environmental health & safety as well as a better understanding of the court's judgment.

The City has engaged Modern Geosciences (with Dr. Kenneth Tramm) to oversee the environmental concerns associated with the removal event. Air monitoring will occur onsite and offsite to help confirm air quality meets appropriate standards to protect human health. Periodic reporting by Dr. Tramm will provide the community information on both the air quality and removal progress being made at the site. The judgment is a court order which authorizes the City to remove the material from the property. The parties reached an agreement in November 2020. However, pursuant to state law, the judgment was published for public comment for 30 days. Following the comment period, the judgment was filed with the court. The judgment was signed late last week.

The shingles will be deposited at the McCommas Bluff Landfill, which is prepared to receive this type of material.

Air monitoring will occur onsite and offsite to help confirm air quality meets appropriate standards to protect human health.

Submitted By: Nichelle Sullivan (Mayor & City Council | OEQS | SAN)

Media Entity: Brooklynn Cooper, Dallas Morning News

Date Submitted: 12/14/2020

Topic: Zoning Inquiry

Inquiry: Ms. Mitchell inquired about a case that was held under advisement; the City prepared the following response:

Z190-158 is a request for a Planned Development District for office and mixed uses on the northeast corner of Gulden Lane and Singleton Blvd. The item is on the City Plan Commission agenda for Thursday. The case was held under advisement on December 3 to be heard December 17.

Link to the December 17, 2020 City Plan Commission agenda:

https://dallascityhall.com/government/meetings/DCH%20Documents/12-17-2020_CPC_Docket.pdf

Link to City Plan Commission webpage where agendas for each meeting are posted

<https://dallascityhall.com/government/meetings/Pages/city-plan-commission.aspx>

Submitted By: Nichelle Sullivan (Mayor & City Council | SDC)

Media Entity: Keri Mitchell, Dallas Free Press



CITY OF DALLAS

Dallas Fire-Rescue Department
Media Requests: December 8 – 14, 2020.

Tuesday, December 8th: Fox News Channel (Hunter Davis) - We are looking for a paramedic or two that may be able to talk to us about working through the Pandemic and what the response has been like for them? A lot of focus is on the doctors and nurses, but we were hoping to get a different perspective, those unsung heroes.

I am hoping we might be able to set something up with the Dallas Fire & Rescue for this story.

Thanks and I hope to hear from you soon!

City Response – Set up face-to-face interviews for the reporter with EMS Deputy Chief, Tami Kayea and Firefighter/Paramedic, Ryan Snow. The story can be seen at the following link: <https://www.foxnews.com/health/coronavirus-pandemic-crippling-ems-agencies>

Tuesday, December 8th: WFAA 8 (Matt Howerton) - Wanted to see if I could get a statement from DFR about the status of Station 30.

It's been out of service for a while now and I'm doing a story tonight about one homeowner at 3144 Catamore Ln who lost their home last week to a fire in that area.

The response came from station 35 instead and some on scene said the house could have been saved if 30 was operable.

City Response - In November 2019, Dallas Fire-Rescue Station #30 was evacuated due to structural concerns related to foundation issues. This decision was made for safety concerns after structural engineers, contracted through the City's Building Services (BS) Department, examined the station and recommended operations at the location immediately cease. In the time since, Engine 30 has responded out of Fire Station #35 (3839 Walnut Hill Lane) and Rescue 30 has responded from Fire Station #2 (4211 Northaven Road). The station is tentatively scheduled to reopen in the Summer of 2021; but until then, the department will continue to monitor its response times to ensure we are providing optimal service delivery to the citizens of Dallas.

Wednesday, December 9th: Univision 23 (Maritza Esquivel) and CBS 11 (Robbie Hoy) - We would like to request information in regards to a apartment fire at 14618 Las Flores Dr.

City Response - At 19:52 Dallas Fire-Rescue responded to a 911 call for a structure fire at the Watersong Villas Townhomes, located at 14618 Las Flores Drive, in North Dallas.

When firefighters arrived at the two-story residential structure, they observed smoke and fire coming from the second floor. Command called for a second-alarm response at 20:00, but the fire is mostly contained at this point.

Thankfully, there were no reported injuries, but an unknown number of units have sustained varying degrees of fire, smoke and water damage. An unknown number of residents will be displaced as a result of the damage, but the American Red Cross has been notified to assist them with their needs.

The cause of the fire is currently undetermined.

Friday, December 11th: Sent the following to all the local news desks –

What: Drive-By Style (post) Graduation Celebration for Bryana Davis-Moore (Daughter of fallen DFR firefighter, Vincent Davis)

When: Saturday, December 12th, @ 1:00 p.m.

Where: Staging at Mansfield Lake Ridge High School (101 Day Mier Rd, Mansfield, TX 76063)

Background: On Saturday, a community drive-by style parade will be held in honor of Breyana Davis-Moore's recent graduation, with a degree in Criminal Justice and forensic psychology, from the University of North Texas. Breyana is the youngest child of fallen Dallas Fire-Rescue firefighter, Vincent L. Davis, who died in the line of duty in February of 2002. She was just three years-old when her Father died; but in the years since, the fire department family (current and retired) has maintained close contact with the family, assisting in whatever matters and affairs it's been able to; which has helped the family to understand that it doesn't matter how long ago someone has passed.....when you become part of the fire department family, you are always a part of it. That being said, **AS A SURPRISE PARADE INCLUSION**, the engine from Fire Station 26 (the station at which Vince worked his entire career) will be making the drive to Mansfield to show the support of her extended family, to show her how proud we are of her and perhaps serve as an added reminder of how proud her Father would have been. More information about Vincent's death can be found at [this link](#); and a tribute to him, by his nephew Albert Patterson, Jr., can be heard [here](#).

Contacts:

- **Albert Patterson, Jr. (Vincent Davis' nephew)** – Phone: (678) 360-4775; Email: multiplyingdreams@gmail.com. Mr. Patterson is the point of contact chosen to speak on behalf of the family and potentially arrange interviews (after the event) with other family members, to include Breyana.
- **Milton Williams (retired DFR and dear friend of Vince's)** – Phone: (214) 212-7599; Email: milwill26@gmail.com. Milton is overseeing staging, while serving as the point of contact chosen to speak on behalf of the fire department family, and arrange interviews with other parties who played a significant role.

MEDIA : If you are planning to send a photographer to this event, it has been asked that you arrive at Noon so you can coordinate with Milton Williams on interviews, as well as find out the best locations to set up without giving away the surprise. If you are unable to commit that early, then please arrive as early as possible.

The Advisory resulted in positive local news coverage which can be seen at the following links (there story also went national) -

WFAA 8 - <https://www.wfaa.com/video/news/local/her-firefighter-dad-died-years-ago-now-his-station-drove-by-and-supported-her-at-her-unt-graduation/287-de77f61a-dcfc-4d64-b407-60bb9e818797>

Fox 4 News - <https://www.fox4news.com/news/firefighters-hold-special-graduation-parade-for-daughter-of-fallen-dallas-firefighter>

CBS 11 - <https://dfw.cbslocal.com/video/5063353-daughter-of-fallen-dallas-firefighter-surprised-at-college-graduation-celebration/>

Saturday, December 12th: Telemundo (Joanna Molinero) and Fox 4 (Steven Young) - I am reaching out regarding a possible Water Call at LRH -**2020278513**

City Response – DFR units were assigned to this call at 17:17, after someone saw a wooden boat, about 100 -150 yards off-shore on fire in the water. Thankfully, there were no passengers on board this boat, and the fire burned itself out before firefighters arrived. The cause is undetermined.

Monday, December 14th: Dallas Morning News (Bailey Everton) - I hope all is well with you both. Is it known yet whether Dallas city government will receive any of the first batch of COVID-19 vaccines being distributed now? If the city isn't getting any from the first shipment, has the governor's office indicated when or if the city will be given any of the vaccines to administer directly?

City Response - The City has yet to be approved as a provider at this point. That being said, the answer to both of those questions is no.

Monday, December 14th: Dallas Morning News (Hayat Norimine) - I'm hoping to get some updated numbers on the RIGHT Care program and how it's been working for the city. I'd love to get this by the end of today if possible:

-number of behavioral health calls DPD typically responds to in a year

-when/where exactly the RIGHT Care program was launched

-any numbers that indicate a change since the RIGHT Care program was launched. I'm specifically interested in the number of Dallas County jail bookings involving mental health, or the number of officer-involved shootings involving mental health cases before and after the program started.

City Response -

-number of behavioral health calls DPD typically responds to in a year – From 1/1/2019 – 12/31/2019, DPD responded to 15,720 mental health calls.

-when/where exactly the RIGHT Care program was launched - Launched in January 2018 in South Central Dallas. Fully covering zip codes 75203, - 216, -232 and -241; and partially covering 75224 and -237.

-any numbers that indicate a change since the RIGHT Care program was launched. I'm specifically interested in the number of Dallas County jail bookings involving mental health – From 1/1/2016 – 12/31/2016 (the time period used in part to justify the teams implementation), 3,526 bookings involved a behavioral health emergency; from 1/1/2019 – 12/31/2019 there were 2,746 such bookings.

