

Memorandum



CITY OF DALLAS

DATE January 29, 2021

TO Honorable Mayor and Members of the City Council

SUBJECT **Taking Care of Business – January 28, 2021**

New Updates

[City Manager's Corner](#)

This week's Employee(s) of the Week are Jamel Slaughter, PhD, and LaRhonda Bacon from the Office of Community Care. Together, this team led the development and coordination of the City's first ever all-virtual Dr. Martin Luther King, Jr. Celebration Week. Jamel and LaRhonda were able to build a virtual event environment and engage hundreds of community members for multiple great events, with a focus on maintaining tradition and attention to detail.

The week featured the 2nd Annual Equity Indicators (partnership with Office of Equity and Inclusion), the third annual MLK Youth Summit (hosted by the Youth Commission), and the MLK Celebration Job Fair (in partnership with Office of Economic Development and Workforce Solutions of Greater Dallas(WFS)), which turned out to be the largest WFS-hosted hiring event of the year! Jamel and LaRhonda focused on building a virtual event series with a focus on engagement to replicate the inclusive feeling and excitement of in-person events. The week culminated in Saturday evening's virtual Celebration Scholarship and Awards Gala event, where we were able to award 6 local high school seniors with scholarships to pursue college studies. This was all made possible by several months of hard work. Congratulations to both Jamel and LaRhonda!

[Operation Pitter Patter Update](#)

Operation Pitter Patter was created for families impacted by COVID-19 by providing infant, women, and senior daily essentials. Through the support of Coronavirus Relief Funds (CARES Act), MCC staff partnered with the Office of Community Care and led Operation Pitter Patter throughout the month of January. Through Operation Pitter Patter, staff was able to reach out to over 25 non-profits serving approximately 6,500 Dallas residents.



Each of the 80 non-profits was Council District nominated and ranked based on the City's Equity Impact Assessment for high-risk populations and

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matched against COVID-19 impacted zip codes throughout the city. A link can be found [here](#).

In the coming weeks, the Operation Pitter Patter team will close out inventory and collect stories and records from those served through the availability of CARES Act funding. Should you have any questions, contact Carrie Rogers, Director of the Mayor and City Council Office, or Jessica Galleshaw, Director of Community Care.



COM Menu of Services

To serve Dallas residents and City departments more equitably and with excellence, COM has created a menu of services to standardize the processes by which content and services are requested and projects are managed to successful completion. The initial draft menu is attached and [linked](#) with updates expected in the coming weeks. COM services and staff time will be prioritized with focus on City Council strategic priorities, Community Care poverty drivers, City Manager annual goals, and COM performance metrics. Should you have questions or concerns, please contact Catherine Cuellar Director of Communications, Outreach and Marketing department.

Dallas Receives Bird City Texas Recognition

Texas Parks and Wildlife Department and Audubon Texas, partners in the Bird City Texas Initiative, have certified Dallas as a Bird City Texas community for conservation programs initiated by the Dallas Park and Recreation Department. The certification acknowledges conservation activities in

three categories: community engagement, habitat management, and threat reduction for birds. Dallas Park and Recreation has restored hundreds of acres of native prairies throughout the city that benefit many grassland bird species. The department's other efforts include an outreach program that provides birding backpacks for urban youth.

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COVID-19 Vaccine PSA

The Dallas Police Department Community Affairs Division is hosting a COVID -19 Vaccine Public Service Announcement on February 3, 2021 at 3:00pm. The conversation will include guest speakers Dr. Huang and Mr. Alvaro Hobbs. This event is to answer questions that the community may have regarding getting vaccinated. Registration is free and available [here](#). For more information please contact Sergeant Wanda West at 214-671-4053.

New Procurement Opportunities

The Office of Procurement Services would like to announce a “Save the Date” for our upcoming training on Thursday, February 24th, 2021 for Non-Profits and small businesses. This training will cover general procurement processes, current and upcoming opportunities, and debriefs. This training will be in conducted in collaboration with Budget Management Services, Office of Community Care, and Economic Development, Business Workforce and Inclusion offices. More details will be forthcoming.

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
CIZ1964	Erosion Control at Various Locations – Phase 3, by Dallas Water Utilities
BYZ21-00015558	1000 Unit Housing Challenge
BQ20-00015609	Animal Feed for Dallas Police, Canine and Equine
BY21-00015612	Herbicides and Pesticides
BR21-00015370	Redistricting Consulting and Other Services
BQZ21-00015409	Technologies, Solutions, and Services for Regional Cyber Threat Intelligence Fusion Center
BR21-00015313	Violence Interrupters

We are also pleased to share the latest [Procurement Quarterly](#), listing citywide opportunities for the current quarter (of the fiscal year) and 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.

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Should you have any questions, please contact Chhunny Chhean, Director of Procurement Services.

Look Ahead

City Council Briefings

February 3, 2021

- Dallas CARES Update on COVID-19 Funding
- Panhandling and Solicitation Overview and Available Strategies

February 17, 2021

- Illegal Dumping & Blight Abatement Strategic Plan
- Update on Bridging the Digital Divide – RDI Initiative
- Dallas Executive Marketing Plan

Media Inquiries

As of January 25, 2021, the City has received media requests from various news outlets regarding the following topics:

- Vaccine hubs
- KBHCCD access
- DFR Recovers Body from creek in South Dallas
- Multiple Locations Evacuated After Gas Line Breached near Deep Ellum
- NBC 5 Inquiries About First Responders Vaccinated for COVID19
- Body Discovered in Creek Near Northeast Dallas DART Station
- Residents Escape Safely from Highland Meadows House Fire
- D CEO Magazine Inquires About Expansion of RIGHT Care
- DFR Unit Struck While Blocking at Major Accident
- Overnight Rain Causes Brief Spike in Accident Responses

Please see the attached document compiling information provided to media outlets, during the period from January 19 – 25, 2021, for your reference. Should you have any questions or concerns, please contact Kimberly Bizer Tolbert, Chief of Staff.



T.C. Broadnax
City Manager

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

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors



COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

CONTACT INFO

Hours of Operation: M-F 8 a.m. to 5 p.m.

After Hours: media@dallascityhall.com

Office Location: 1500 Marilla Street, Suite 4ES

For general questions and assistance, contact: media@dallascityhall.com

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COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

Alphabetical List of Departments' PIO Liaisons

Department	PIO Liaison or Point of Contact
311	Nichelle Sullivan
Arts & Culture	Roxana Rubio
Aviation	Anastasia Reed
A/V Requests and Telecasts	Brian Plinck and David Zepeda
Bond & Construction Management	Anastasia Reed
Budget & Management Services	Janella Newsome
Building Services	Janella Newsome
City Attorney	Janella Newsome
City Auditor	Tenisha Bogan
City Controller's Office	Tenisha Bogan
City Council	Nichelle Sullivan
City Manager	Catherine Cuellar
City of Dallas Digital Platforms	Anastasia Reed
City Secretary	Nichelle Sullivan
Civil Service	Tenisha Bogan
Code Compliance	Tenisha Bogan
Community Care	Tenisha Bogan
Community Police Oversight	Anastasia Reed
Convention & Event Services	Nakoya Moss
Court & Detention Services	Janella Newsome
Dallas Animal Services	Roxana Rubio
Dallas Fire-Rescue	Roxana Rubio
Dallas Police Department	Janella Newsome
Dallas Water Utilities	Nichelle Sullivan
Data Analytics & Business Intelligence	Nakoya Moss
Economic Development	Anastasia Reed
Emergency Management	Roxana Rubio
Environmental Quality & Sustainability	Janella Newsome
Equipment and Fleet Management	Anastasia Reed
Equity and Inclusion, Equity Division	Tenisha Bogan
Equity and Inclusion, FHHR Division	Janella Newsome
Equity and Inclusion, Resilience Division	Tenisha Bogan
Equity and Inclusion, WCIA Division	Janella Newsome
Government Affairs	Roxana Rubio
Historic Preservation	Anastasia Reed
Homeless Solutions	Catherine Cuellar
Housing & Neighborhood Revitalization	Nichelle Sullivan
Human Resources	Anastasia Reed
Information & Technology Services	Janella Newsome
Integrated Public Safety Solutions	Janella Newsome
Library	Tenisha Bogan
Mayor's Office	Catherine Cuellar



COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

Alphabetical List of Departments with Assigned PIO Liaisons	
Department	PIO Liaison or Point of Contact
Park & Recreation	Janella Newsome
Planning & Urban Design	Tenisha Bogan
Procurement Services	Nichelle Sullivan
Public Works	Janella Newsome
Risk Management	Tenisha Bogan
Sanitation Services	Nichelle Sullivan
Supervise public affairs officers	Roxana Rubio
Sustainable Development & Construction	Janella Newsome
Translations (Language Access)	Alejandra "Alex" Martinez
Transportation	Nichelle Sullivan

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COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

COM Staff Directory

Each City department has a designated COM communication liaison to provide support for strategic communications, media relations and multimedia needs. Using a variety of communications channels and tactics, COM staff members will partner with departments to help them reach their target audiences.

Name	Title	Contact Information	Departments
Catherine Cuellar	Director	O: 214-670-4667 C: 214-213-5229 catherine.cuellar@dallascityhall.com	<ul style="list-style-type: none">• Office of the Mayor• City Manager• Office of Homeless Solutions
Janella Newsome	Asst. Director	C: 469-984-6281 janella.newsome@dallascityhall.com	<ul style="list-style-type: none">• Dallas Police Department• City Attorney• Office of Budget & Management Services• Office of Integrated Public Safety Solutions
Nakoya Moss	Manager	C: 469-271-2467 nakoya.moss@dallascityhall.com	<ul style="list-style-type: none">• Data Analytics & Business Intelligence• Convention & Event Services• COVID19
Brian Plinck	Video Production & Operations Manager	O: 214-670-1894 C: 469-984-3762 brian.plinck@dallascityhall.com comavrequest@dallascityhall.com	<ul style="list-style-type: none">• Video creative services• A/V Requests & Meeting Telecasts
Alejandra Martinez	Senior Project Specialist	C: 469-873-8415 maria.martinez2@dallascityhall.com translations@dallascityhall.com	<ul style="list-style-type: none">• Virtual Language Center for written translations to other languages other than English; in-house Spanish



COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

Name	Title	Contact Information	Departments
Anastasia Reed	Sr. Public Information Officer	O: 214-243-2042 C: 214-957-9602 anastasia.reed@dallascityhall.com	<ul style="list-style-type: none">• Digital Content Officer Supervisor• Digital platforms• Human Resources• Office of Economic Development• Office of Community Police Oversight• Aviation• Equipment and Fleet Management• Historic Preservation• Office of Bond & Construction Management
Roxana Rubio	Sr. Public Information Officer	O: 214-670-5394 C: 972-922-7139 roxana.rubio@dallascityhall.com	<ul style="list-style-type: none">• Public Information Officer Supervisor• Office of Emergency Management• Dallas Fire-Rescue• Office of Government Affairs• Dallas Animal Services• Office of Arts & Culture
Nichelle Sullivan	Public Information Officer	O: 214-671-5135 C: 214-846-0519 nichelle.sullivan@dallascityhall.com	<ul style="list-style-type: none">• City Council• 311• Sanitation Services• Housing & Neighborhood Revitalization• Dallas Water Utilities• Transportation• City Secretary• Procurement Services



COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

Name	Title	Contact Information	• Departments
Tenisha Bogan	Public Information Officer	O: 214-671-8584 C: 469-934-6464 tenisha.bogan@dallascityhall.com	<ul style="list-style-type: none">• Code Compliance• Office of Equity and Inclusion, Equity and Resilience division• Office of Community Care• Library• Civil Service• City Controller's Office• Risk Management• City Auditor• Planning & Urban Design
David Zepeda	Production Supervisor	O: 214-670-7880 C: 214-984-0806 david.zepeda@dallascityhall.com comavrequest@dallascityhall.com	<ul style="list-style-type: none">• A/V Requests• Meeting Telecasts
Luis Borges	Translator	C: (469)849-3149 luis.borges@dallascityhall.com translations@dallascityhall.com	<ul style="list-style-type: none">• Virtual Language Access Center for written translations to other languages other than English; in-house Spanish



COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

Process Checklist

All communication requests should begin by reaching out to your designated PIO liaison. Once needs are assessed and next steps are identified, then s/he will connect with the COM staff resources to develop your communication materials. For efficiency, accuracy and omission of delays and redundancy, please abide by the following guidelines.

General Guidelines

- Prior to submission, all materials must be reviewed and approved as final by the requesting department Director or elected official
- Prior to submission, all materials must be reviewed and approved by the City Attorney if legal review is required

Social Media Graphic Checklist:

Is your copy

- Complete?
- Final?
- Reviewed and approved by the requesting department Director or elected official?
- Reviewed and approved by the City Attorney (if legal review is required)?
- Translated to Spanish BEFORE design?

Translation Checklist:

- COM requires before starting any translations/adaptation/transcreations messages must be reviewed and approved as final by the requesting department Director or elected official, and if legal review is required, must be reviewed and approved by the City Attorney's Office.
- Please advise your department's PIO liaison and translations@dallascityhall.com upon submission of the :

[Written Translation Request Form-COM Virtual Language Access Center](#)

- Documents received without a completed [Written Translation Request Form-COM Virtual Language Access Center](#) will not be processed.
- Documents should be provided in Microsoft Word or PowerPoint format
- Turn around is approximately one (1) business day per page or slide
- COPYRIGHTED material cannot be translated without explicit, written permission from the owner. Please include a copy of the owner permission
- Note: Documents less than three pages in length should be submitted no less than 2 business days in advance; Turn-around time for longer documents consists of multiples thereof

Graphic/Interactive Design:

- Final copy in English and Spanish must be approved before work will begin.
- Once deliverables are ready for review, only changes to design/layout (not content) may be made. Any content changes after review will require additional time.

Audio/Visual Checklist:

- Submit the [COM AV request form](#) no less than three business days in advance: comavrequest@dallascityhall.com.

Public Meeting Telecasts:

- Submit any invitations and agenda to COM AV Request no less than three business days in advance: comavrequest@dallascityhall.com.



COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

Template Library

Click on the link for easy access to the various templates.

<https://dallastxgov.sharepoint.com/sites/CommunicationOutreachMarketing-Resources>

- [AV Request Form](#)
- [PowerPoint presentation template with values of service](#)
- [Request for Coverage in GovDelivery](#)
- [Press Release in GovDelivery](#)
- [Newsletter in GovDelivery](#)
- [Letterhead](#)
- [Email signature](#)
- [Stay on Guard Documents](#)

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**COMMUNICATIONS, OUTREACH & MARKETING (COM)
MENU OF SERVICES**

Public Information Office Menu of Services			
Service	Description	Minimum Advance Notice	Considerations
Press Releases	Public Information Officers (PIO) can draft a press release, or review and edit an already drafted press release to earn media coverage.	5 business days	5 business days for a press release that needs to be drafted, 3 business days for an already drafted press release
Edit Newsletter Content	PIOs will review and edit newsletter content to match the City's style, voice and AP format.	5 business days	5 business days
Answer Media Responses	Coordination of interviews or information requests. Information will come from departments' subject matter experts.	Acknowledge receipt within one hour; provide an update within one business day	On business days, Media will receive an initial response within one hour from PIO with notification the inquiry is received and asking for a deadline if not stated. COM will update on or before the deadline if not all of the information has been gathered. Standard response time for a media inquiry is one business day if not given a deadline.
Talking Points/FAQs	PIOs will assist with preparing a brief summary of the most relevant points regarding a topic/initiative	5 business days	Depending on the content needed and coordination of various departments, up to 5 business days are needed



**COMMUNICATIONS, OUTREACH & MARKETING (COM)
MENU OF SERVICES**

Communications, Outreach and Marketing Services			
Service	Description	Minimum Advance Notice	Considerations
Distribute employee announcements	PIOs will prepare copy/graphic and deploy e-mail announcements to share info with all City employees	3 business days	<ul style="list-style-type: none"> • 3 business days for announcements that need to be written or need graphics; • 2 business days for announcements that need editing; • 1 business day for ready-to-send announcements
Press Conferences	PIOs will coordinate with media to ensure coverage, coordinate with internal staff to ensure setup and coordinate all subject matter experts needed	10 business days	<ul style="list-style-type: none"> • 4 business days to coordinate and confirm staff availability at conference • 3 business days for A/V and any approvals needed • 2 business days to notify/coordinate media • 2 business days for post-conference media release
Publication number	In accordance with Administrative Directive 2-10, COM will provide review and proofreading of all marketing materials not created in COM and provide a publication number.	5 business days	<ul style="list-style-type: none"> • 5 business days if materials are 2+ pages; • 2 business days if materials need to be reviewed in Spanish or edited; • 1 business day per page/sign/graphic reviewed
Special Events Promotion	PIOs will provide support for promotion of special events	One month	<ul style="list-style-type: none"> • Minimum of 2 weeks need to build a promo plan • Promotion /execution will begin at least 2 weeks prior to event.



COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

Communications, Outreach and Marketing Services (continued)			
Service	Description	Minimum Advance Notice	Considerations
Paid communications/marketing advertising campaign	PIOs will provide a plan to promote any new City campaigns or initiatives	Two months	8 weeks prior to campaign launch to coordinate various deliverables.
Media coverage reports	PIOs will pull media clips and provide coverage reports	3 business days	2 business days to coordinate media coverage report

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**COMMUNICATIONS, OUTREACH & MARKETING (COM)
MENU OF SERVICES**

Audio-Visual (Photography and Video) Services			
Service	Description	Minimum Advance Notice	Considerations
A/V Support	On-site audio-visual support of events. Includes video displays, professional sound, and telecast (where applicable). Equipment available for check-out.	5 business days via A/V Request Form to comavrequest@dallascityhall.com	Events must adhere to current City COVID-19 restrictions. After-hours requests subject to Staff availability and may incur a nominal charge.
Short-form PSA (:30-:60)	Develop and produce a scripted general-topic video with graphics* and animation* (*if applicable).	6 weeks	Start with COM PIO liaison and follow process checklist p.7
Long-form PSA (:60+)	Develop and produce a scripted general-topic video with graphics* and animation* (*if applicable).	2 months	Start with COM PIO liaison and follow process checklist p.7
Informational video (1:30-2:00)	Production of a non-scripted narrative video which involves only interviews and overlay footage.	2 weeks	Start with COM PIO liaison and follow process checklist p.7



**COMMUNICATIONS, OUTREACH & MARKETING (COM)
MENU OF SERVICES**

Audio-Visual (Photography and Video) Services continued			
Service	Description	Minimum Advance Notice	Considerations
Longform creative video	In-depth, highly-produced video which may cover specialized content or require a detailed pre-production plan. These can often take months to produce and will be evaluated on a case-by-case basis.	2 months	The sooner COM is engaged, the better the final product will be. Each district will have its own brief presentation video. For projects in progress, it is best if we may capture footage from before, during and after to show in its entirety – preferable to the final. Translation for subtitled caption and / or voiceover takes one business day per minute on screen.
Video message	Simple recording of a pre-written statement or outline that requires minimal editing and post-production work.	5 business days	Script must be finalized and provided 1 business day prior to recording date. Any changes after recording will result in delayed delivery.
Event Photography	Still image capture of an event	3 business days	Photos delivered 1 business day following event.
Professional Subject-Photo	Head shots	3 business days	Proofs will be sent the next business day for selection. Final photo delivered next business day following selection.
Voiceover Recording	Scripted narration of presentation or other material.	3 business days – audio only 5 business days – synchronization	Script and presentation materials (if applicable) must be finalized and provided no less than one (1) business day prior to recording date.



COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

Public Meeting Telecasts & Recording:

COM supports Agenda, Briefing, and Ad-Hoc meetings of the Dallas City Council, and Citizen Boards & Commissions that primarily contain Dallas City Council-appointees. Meetings that are conducted in-person must be conducted from a COM-supported room at City Hall (1500 Marilla St.), otherwise alternative recording arrangements will be made with the Staff liaison to the Board & Commission. Live telecasts are also subject to channel availability and scheduling conflicts with other live telecasts.

Please send a copy of your draft agenda and virtual conferencing invitation (if applicable) to comavrequest@dallascityhall.com no less than 3 business days prior to the meeting.

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COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

Social Media and Graphics requests must conform to Social Media AD2-52 and the Social Media Standard as well as the Code of Ethics.

[Click on the link for detailed information on the City's Social Media and Social Networking Administrative Directives.](#) (Intranet access required)

All graphic materials represented by the City, must adhere to the City's brand standards and guidelines: <https://cityofdallas.frontify.com/d/SJRBA4GEQCYH/dallas-city-hall-style-guide>.

Graphic Design Services			
Service	Description	Minimum Advance Notice	Considerations
Social Media Graphics Templates for City Events & Council/Ad Hoc Meetings	Will provide design and layout for creative collateral. English/Spanish copy must be final before work will begin. Includes up to two rounds of feedback/revisions.	5 business days	Start with COM PIO liaison and follow process checklist p.7
Social Media Graphics, Fliers, Brochures, Signage & Billboards - Design & Layout	Will provide design and layout for creative collateral. English/Spanish copy must be final before work will begin. Includes up to two rounds of feedback/revisions.	10 business days	Start with COM PIO liaison and follow process checklist p.7
Stock Image Requests	Will pull up to 20 high-resolution images from stock library to support visuals.	3 business days	Start with COM PIO liaison and follow process checklist p.7
Usage of City branding requests	Will grant access to the COD logo and PPT files for approved use.	2 business days	Start with COM PIO liaison and follow process checklist p.7.



COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

E-Newsletter templates	Approved content must be provided. COM PIO will facilitate the setup of the newsletter design and training with the vendor. Once the initial “look and feel” is established, then it will be the department’s ongoing responsibility to maintain the content and schedule the newsletter.	Initial Setup – Minimum of 14 business days	Each District and Department may have one City of Dallas-branded template in GovDelivery for their staff to update with content.
PDF Newsletter Design	Will provide design and layout for up to 2 pages.	14 Business days	Adapted from GovDelivery template with City of Dallas brand-compliant colors and fonts

Digital Media Services

Service	Description	Minimum Advance Notice	Considerations
Design Social Media Graphics	Will provide design and layout for 2 concepts. Note – Graphics will be created so that one graphic will work for Nextdoor, Facebook, Instagram and Twitter. Requestor will need to specify requests for Instagram Stories, Facebook Stories or Twitter Fleets.	10 business days	Copy must be provided before work will begin. Requester must also include the intended platforms for graphics. The Digital Team will recommend appropriate usage of the graphics. Includes up to two rounds of feedback/revisions
Write Social Media Copy and Promote City Information	The Digital Team can write social media copy to promote a department event, information or initiative.	3 business days	The requestor must provide background information, links, and/or photos they would like included in the post three business days prior to the requested post date.



COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

Digital Media Services (continued)

Service	Description	Minimum Advance Notice	Considerations
Social Media Ads	<p>Social ads may be requested to promote a department event, information or initiative.</p> <p>The department's P-CARD is required to complete this request.</p>	10 business days	<p>The process to set up a social ad could take a minimum of 7 days prior to the requested go-live date.</p> <p>Additional time may be added if request is denied by the social platform.</p> <p>The department's director must provide approval before the ad runs.</p>
Social Media Campaigns	<p>Written social media content, dates for posting and graphics.</p> <p>If the campaign involves more than as social media component (i.e. press release) the requester should contact their PIO liaison.</p>	10 business days	<p>A meeting to discuss the plan and goals should be scheduled prior to starting the project.</p> <p>Requests for social media campaigns should be sent 7 business days prior to the requested go live date once content and plan is finalized by COM</p>
Social Media Training for Employees	Social media training may be requested for employees who manage social media pages on behalf of a City department or council member	5 business days	A request for training must be sent one week prior to the requested training date; Employees should plan for 2 hours.



COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

Manage DBRIEF and content submissions	Internal newsletter for City of Dallas employees	One month	Deadline for submissions is at least one week before publication date. Requests for written stories should be submitted at least two weeks prior to publication on the First Friday of each month. Requests for to assign, write and edit a story is at minimum 5 business days.
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**COMMUNICATIONS, OUTREACH & MARKETING (COM)
MENU OF SERVICES**

Digital Media Services (continued)			
Service	Description	Minimum Advance Notice	Considerations
Social Media Videos	Videos specifically for a social media audience and are not intended for YouTube or the cable channels. These videos may be shot using an iPhone and are typically vertical.	10 business days	Two weeks prior to posting at minimum; 7 business days once content and concept is finalized by department. This may require an additional planning meeting prior to the submission deadline.
Manage all main City of Dallas Social Media Pages in English and Spanish and content submissions(Twitter, Facebook, Instagram, Snapchat, LinkedIn, NextDoor)		5 business days	3 days to write, review, approve, translate, and design. 2 days to schedule/post. Due to the amount of social media content, the requestor should send an email to the Digital Team for confirmation of posting.
Manage and Oversee City Calendar	City sponsored calendar promoting City events	3 business days	Requests for calendar event posting should be made via COM PIO liaison or department liaison.
Gather and Provide Social Media Analytics	The digital team provides analytics for campaigns, programs and initiatives. This include <ul style="list-style-type: none"> • # of posts • Timeline recap of posts • Impressions, reach, engagement (may vary by platform) 	10 business days	Designed reports for large campaigns must be requested no less than two weeks prior to the deadline Snapshot report



COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

Text Alerts	News updates can be sent via SMS messaging to the general public.		No special characters in Spanish; maximum character count 160 including links. Requests for should be made via COM PIO liaison or department liaison.
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COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

The Virtual Language Center within COM handles only written translation to languages other than English.

All written translation requests should begin by reaching out to your designated PIO liaison. Once needs are assessed and next steps are identified, then s/he will connect with the COM staff resources to develop your communication materials. For efficiency and accuracy, please abide by the following guidelines.

Prior to submission and before starting any translations/adaptations/transcreations, COM requires all materials must be reviewed and approved as final by the requesting department Director or elected official, and if legal review is required, must be reviewed and approved by the City Attorney's Office.

Please advise your department's PIO liaison and translations@dallascityhall.com upon submission of the [Written Translation Request Form-COM Virtual Language Access Center](#)

Documents received without a completed [Written Translation Request Form-COM Virtual Language Access Center](#) will not be processed.

For oral interpretation, first consult AD3-37 regarding Language Skill Assignment Pay. If members of your department receive LSAP, they should be the first people approached for oral interpretation. If they cannot meet your needs, please contact Marci Chrismon in Procurement or [Christina da Silva](#) in Welcoming Communities & Immigrant Affairs to hire a professional interpreter under the City's MASC.

[Click here for a list of the City's professional employees who are translators that should be first engaged for departmental oral interpretation needs.](#)

Virtual Language Access Center Written Translation Services			
Service	Description	Minimum Advance Notice	Considerations
Social Media messages, Text alerts/Graphics	Translation and proofreading of approved messages	2 business days	1 business day for turn-around translation; 1 additional business day to review & approve translation in graphic designs
Press Releases	Translate/proofread approved Press releases	1 business day	Turn-around :1 business day per page
General Documents: Less than 3 pages	Assists in the translation of web and print media, including <ul style="list-style-type: none"> • Articles, webinars and landing pages • Newsletters and email campaigns 	2 business days	Documents less than three pages in length should be submitted no less than 2 business days in advance. An email and/or an meeting to discuss the strategy, project scope, target audience and goals should be



**COMMUNICATIONS, OUTREACH & MARKETING (COM)
MENU OF SERVICES**

	<ul style="list-style-type: none"> • White papers, brochures and microsites • Case studies, data sheets and e-learning <p>Technical and legal translation services cover:</p> <ul style="list-style-type: none"> • Product manuals • Reports • Legal documents 		<p>send/scheduled prior to starting the project.</p> <p>Documents should be provided in Word or Power Point format. Documents will be delivered in Word or Power Point format. If documents include graphics or spreadsheets, please provide source files</p>
<p>Virtual Language Access Center Written Translation Services</p>			
<p>General Documents: 3 to 10 pages</p>	<p>Assists in the translation of web and print media, including</p> <ul style="list-style-type: none"> • Articles, webinars and landing pages • Newsletters and email campaigns • White papers, brochures and microsites • Case studies, data sheets and e-learning <p>Technical and legal translation services cover:</p> <ul style="list-style-type: none"> • Product manuals • Reports • Legal documents 	<p>5 business days</p>	<p>One (1) business day per page. An email and/or an meeting to discuss the strategy, project scope, target audience and goals should be send/scheduled prior to starting the project.</p> <p>Documents should be provided in Word or Power Point format. Documents will be delivered in Word or Power Point format. If documents include graphics or spreadsheets, please provide source files</p> <p>Note: Turn-around time for longer documents consists of multiples thereof</p>



COMMUNICATIONS, OUTREACH & MARKETING (COM) MENU OF SERVICES

<p>General Documents: 10 pages or longer</p>	<p>Assists in the translation of web and print media, including</p> <ul style="list-style-type: none"> • Articles, webinars and landing pages • Newsletters and email campaigns • White papers, brochures and microsites • Case studies, data sheets and e-learning <p>Technical and legal translation services cover:</p> <ul style="list-style-type: none"> • Product manuals • Reports • Legal documents 	<p>10 business days</p>	<p>1 business day per page from Word or Power Point. An email and/or an meeting to discuss the strategy, project scope, target audience and goals should be send/scheduled prior to starting the project.</p> <p>Documents will be delivered in Word or Power Point format. If documents include graphics or spreadsheets , please provide source files</p> <p>Note: Turn-around time for longer documents consists of multiples thereof</p>
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Overall considerations for Multicultural In Language Communications and Virtual Language Center

Translation:

Please reinforce with each department and team members the importance of strategizing and planning for their programs in advance and preempt the in-language and/or multicultural needs for their campaigns and/or projects.

Some of the translations/adaptation/transcreations require more time because they are more specialized than others, depending on the topic. We adapt/translate/transcreate from very easy subjects to more complicated and specialized topics such as: economics, healthcare, architectural, finance, law, environmental, etc.



CITY OF DALLAS

Dallas Fire-Rescue Department
Media Requests: January 19 – 25, 2021.

Wednesday, January 20th: CBS 11 (Itzel Hernandez) and WFAA 8 (Maci Smith) - Is there any information available regarding a possible boat rescue this morning in the 1200 block of E Pentagon Parkway? I apologize, I wasn't able to grab the incident number before it disappeared.

City Response – DFR units were dispatched to a residence on the 1200 block of Pentagon Parkway at 05:39, by request of PD who was already there on a Missing Person call, in relation to a body found in a creek near the intersection of East Pentagon Parkway and Kingsley Drive. While the swift water team was originally dispatched, it appears that firefighters and police officers on the initial response were able to retrieve the body before they arrived; so they were disregarded. The body was turned over to the Medical Examiner to determine the cause of death. Follow-up questions should be directed to DPD.

Wednesday, January 20th: All local media outlets - Do you have information on a gas leak at the intersection of Willow St and Exposition Ave.?

City Response - At 13:04 Dallas Fire-Rescue's HazMat Team was dispatched to a 911 call for a gas odor at the intersection of Willow Street and Exposition Avenue, just outside of Deep Ellum.

The source of the odor was determined to be a 4 inch gas main near the intersection that was struck by a construction crew doing unspecified work. As a precaution, an unknown number of residents and employees were evacuated from a total of 14 locations (9 residential and 5 businesses) in the area immediately impacted by the leak, and the 3800 block of Commerce Street was shut down, along with Exposition Avenue, from 1st Avenue to Ash Street.

Three DART buses and the American Red Cross have been dispatched to the scene to provide refuge, and any needed assistance, while Atmos addresses the leak. As it currently stands, the gas line has been clamped off, gas levels have returned to safe levels and residents have been allowed back into their homes. Atmos technicians will continue working into the evening to finish repairing the line and restoring service.

All inquiries regarding estimated time of completion should be directed to Atmos Energy.

Thursday, January 21st: NBC 5 (Eva Parks) - We are asking area fire and police departments how many first responders have been able to get the vaccine.

Are you guys keeping tabs? Would be curious on how many have received the first dose and who is fully vaccinated.

City Response - The total number of first responders to which we have administered the first dose of the Moderna vaccine, through our efforts at the Kay Bailey Hutchinson Convention Center, is 2,004. That total consisted of 738 from DFR, 1,221 from DPD and 45 Dallas City Marshals.

Other members from DFR were able to get the vaccine (prior to and since our efforts) from Parkland Hospital. However, those numbers are not included in our figures since the tracking is done separately.

The total number of uniformed members with DFR is 1,985. You'll have to reach out to DPD and the City Marshals for their figures though.

Thursday, January 21st: CBS 11 (Giles Hudson), Univision 23 (Sandy Moncada) and NBC 5/Telemundo (Joanna Molinero) - I was reaching out to you regarding an underwater call on 8200 Forest Lane. **2021016445**.

City Response – At 16:48 Dallas Fire-Rescue responded to a 911 call for an “Underwater Recovery”, at 8210 Forest Lane, after someone spotted a dead body in a creek near the Forest Lane DART Station. Swift Water was assigned to help recover the body, you'll have to reach out to DPD for more details.

Friday, January 22nd: Univision 23 (Erika Torres Caraban) and WFAA 8 (Maci Smith) - Can you please provide us with info on a fire at 11300 Quail Run? The incident number is: 2021016753. Let us know if there were any injuries and if the cause is known at the moment please.

City Response - Dallas Fire-Rescue units were assigned to this (one-alarm) fire, located at a home on the 11300 block of Quail Run, at 1:50 a.m.

Firefighters arrived at the one-story duplex to find lots of fire coming from it. They initiated an offensive fire attack, and later pulled back to fight it defensively before going back inside and ultimately declaring the fire extinguished in just over an hour.

Thankfully, everyone inside the residence was able to make it out safely, and the American Red Cross was called to address their needs.

While most units have cleared, some crews are still on the scene ensuring hot spots are completely out; and the cause is undetermined.

Friday, January 22nd: D CEO Magazine (Will Maddox) made on 1/8/21 - I heard that the RIGHT care team was set to expand to the rest of Dallas and would love to learn more, or talk to the folks involved with, that expansion.

I don't have tons of specific questions, but would be interesting in learning about:

- An update on the program during the pandemic
- Why the program is going to be expanded
- What the expansion process looks like from a staffing/growth perspective
- If there will be any changes to the program as it grows
- If it is similar to any other models around the country
- What the hopeful impact of the program will be city wide

City Response – Scheduled a Microsoft Teams meeting on 1/22/21, at 12:30 p.m., with the RIGHT Care team to discuss the expansion. **The date on which the story will run has yet to be determined.**

Sunday, January 24th: Univision 23 (Nathalie Palacios) - Can you confirm that a DFR vehicle was bit by a truck while blocking for an incident on I-30 around 3am?

City Response - Yes.....DFR units were on the scene of a major accident, at E RLT and Carroll Avenue, around 3 a.m..

Reportedly, multiple vehicles were involved on both sides of the Freeway. A DFR unit was struck while blocking around 3:15 a.m., but thankfully none of the firefighters on the unit, or first responders at the scene, were injured.

Though I don't have any other details from the accident they were originally responding to, I can confirm that no injuries were reported as a result of it.

Monday, January 25th: WFAA 8 (Maci Smith) - Hope you had a great weekend! Just doing my normal check in of the number of weather-related traffic accidents this morning from around 5am - 8am?

City Response - DFR responded to 21 motor vehicle accidents during that time frame.

Communications, Outreach & Marketing
Media Requests
Jan. 18 – Jan. 25

Date Submitted: 1/20/21

Topic: Vaccine hubs

Inquiry: Matt Goodman with D Magazine asked about the five council members who sent a memo to the city manager asking for vaccine registration hubs to be established in their districts. He inquired if the city manager is planning on arranging for these to be set up in individual council districts.

Submitted By: Catherine Cuellar (CMO)

Media Entity: Matt Goodman (D Magazine)

Date Submitted: 1/25/21

Topic: KBHCCD access

Inquiry: The DMN asked the City's vaccination site planned for KBHCCD and if an interview and broll of the site was possible. The City advised plans were still underway and would be discussed in tonight's special called meeting.

Submitted By: Roxana Rubio (Office of Emergency Management)

Media Entity: Dallas Morning News

Date Submitted: 1/25/21

Topic: KBHCCD access

Inquiry: CBS 11 asked the City's vaccination site planned for KBHCCD and if an interview and broll of the site was possible. The City advised plans were still underway and would be discussed in tonight's special called meeting.

Submitted By: Roxana Rubio (Office of Emergency Management)

Media Entity: Steve Pickett (CBS 11)