

# Memorandum



CITY OF DALLAS

DATE December 9, 2024

Honorable Members of the Public Safety Committee

TO Cara Mendelsohn (Chair), Kathy Stewart (Vice Chair), Tennell Atkins, Jesse Moreno  
Gay Donnell Willis

SUBJECT **Progress on Deaf Link Portal for American Sign Language (ASL) and Spanish Alerts**

The purpose of this memorandum is to provide an update to the August 28, 2024 contract that authorized a three-year service contract for Deaf Link's Accessible Hazard Alert System for the Office of Emergency Management and Crisis Response.

The Deaf Link portal is now live and accessible at [dal.ahasalerts.com](http://dal.ahasalerts.com), ready to accept registrants for both American Sign Language (ASL) and Spanish alerts. Testing of the portal and integration with our existing mass notification system has been successfully completed, and all technical issues have been resolved. Spanish alert registrations will now be exclusively managed through the Deaf Link portal.

Preparedness videos are in development, with scripts being finalized for Deaf Link's production. Additionally, the request for marketing materials to support outreach efforts, including social media posts, printed flyers, and broader strategies, has been submitted and is in progress. Current Spanish alert registrants through our existing mass notification system will receive notifications next week with instructions to transition their registration to the Deaf Link portal to continue receiving alerts.

Should you have any questions please feel free to contact Kevin Oden, Director Emergency Management & Crisis Response at [kevin.oden@dallas.gov](mailto:kevin.oden@dallas.gov).

Service First, Now!

A handwritten signature in blue ink, appearing to read 'D. Artis'.

Dominique Artis  
Chief of Public Safety (I)

c: Kimberly Bizer Tolbert, City Manager (I)  
Tammy Palomino, City Attorney  
Mark Swann, City Auditor  
Billierae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Dev Rastogi, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager

Alina Ciocan, Assistant City Manager  
Donzell Gipson, Assistant City Manager (I)  
Robin Bentley, Assistant City Manager (I)  
Jack Ireland, Chief Financial Officer  
Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I)  
Directors and Assistant Directors