

REACHING OUR DIVERSE COMMUNITIES



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PURPOSE

- Provide background on the City of Dallas' external communication and engagement approach to reach our diverse communities
- Overview of the Office of Communications and Customer Experience / 311 (CCX / 311) new strategy for cohesive, and effective communication and engagement

BACKGROUND

DIVERSITY AUDIENCE

BY THE NUMBERS



1.3 MM
Population

7.9%
Lack broadband access

11.4%
Over 65

8.4%
Have a disability

17.2%
Experiencing poverty

PRIMARY LANGUAGE SPOKEN AT HOME

57.6% / 748k
English

36.5% / 441k
Spanish

5.9% / 71k
Other languages

SELF IDENTIFIED RACE

53.8%
White

42.0%
Hispanic

24.0%
Black

3.5%
Asian

8.8%
Other

9.3%
Two or more races

CURRENT

COMMUNICATION

The City utilizes a variety of channels to effectively reach and engage our diverse external audiences, including:

PRINT

- Water Bill Inserts
- Flyers
- Doorhangers
- Swag
- Notices

DIGITAL

- Social Media
- City Websites
- Digital Billboards
- City Cable Channels
- Mobile App
- Radio Ads

MEDIA

- Press Releases
- News Articles/Stories
- Newspaper Ads
- Media Engagement
- TV/Radio Interviews
- Press Conferences

ENGAGEMENT

- Community Events
- Townhalls
- Neighborhood Meetings
- Crimewatch Meetings
- Stakeholder Partnerships
- Surveys
- Sentiment Tracking

PRINT

- Multi-lingual printed material is used to share key information about city services, initiatives, and events
 - ✓ City handouts, door hangers, and postcards tailored to the audience
 - ✓ Over 230,000 bilingual water bill inserts mailed monthly
- Multi-Cultural Media Sources
 - Dallas Morning News
 - Dallas Voice
 - Elite News
 - Hoy Dallas
 - Informato DFW
 - Nguoi Viet Dallas
 - Texas Jewish Post
 - North Dallas Gazette

DIGITAL

- The City amplifies messaging by using our social media channels to distribute information digitally
- Mobile app and website alerts are used to communicate urgent matters
- City website leveraged to post key information, events, and city news

2024 Key Social Media Metrics

ALL PLATFORMS



NEW FOLLOWS

48K

INTERACTIONS

5,309

POST
COMMENTS

2,984

POSTS

3003

PAGE REACH

3.1M

POST REACH

2M

POST
IMPRESSIONS

4M

PAGE
IMPRESSIONS

5.1M

MEDIA

- CCX requires all press releases to be in both English and Spanish
- Media Engagement and Crisis Communications includes all local media sources including multi-cultural media sources
- Press Conference, TV/radio interviews are conducted in both English and Spanish



ENGAGEMENT

The City enhances customer satisfaction, trust and promotes transparency and accessibility through in-person and over the phone engagement.

- Cross departmental collaboration to attend community events to build trust and accessibility with residents
- Multi-lingual material and promotional items are distributed
- Bilingual call agents + language access vendors allow us to provide information in hundreds of languages



PATH FORWARD

STRATEGY

- Proactive mainstream and social media strategy
- Targeted and standardized engagement and outreach with a formalized strategy
- Update media relations administrative directives, policies, and procedures
- Rebuild relationships with media stakeholders
- Leverage technology to implement two-way communication to allow residents to provide feedback, ask questions, and engage with the City

THANK YOU!

