

REACHING OUR DIVERSE COMMUNITIES

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CONTENIS

- 3. Purpose Why we are delivering this presentation
- 4. Background *City of Dallas' approach, current strategy*
- 11. Path Forward *Update on plan moving forward*



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



CITY OF DALLAS'

DIVERSE AUDIENCE

BY THE NUMBERS



1.3 MMPopulation

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% / 748kEnglish **36.5% / 441k**Spanish **5.9% / 71k**Other languages

SELF IDENTIFIED RACE

53.8%White **42.0%**Hispanic

Black

Asian

8.8% 9.3% Other 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

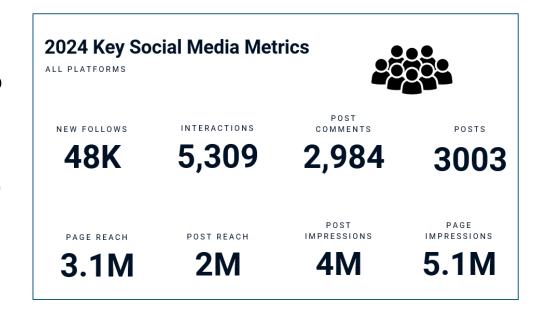
- Multi-lingual printed material is used to share key information about city services, initiatives, and events
 - ✓ City handouts, door hangers, and postcards tailored to the audience
 - ✓ Over 230,000 bilingual water bill inserts mailed monthly
- Multi-Cultural Media Sources
 - Dallas Morning News
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

- Informate 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





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



SERVICE FIRST, 1NOW!

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



