

# REACHING OUR DIVERSE COMMUNITIES



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*City of Dallas' approach, current strategy*

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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

**28.2%**  
White  
(Non-Hispanic)

**23.4%**  
Black or African  
American

**41.9%**  
Hispanic

**3.6%**  
Asian

**0.2%**  
American Indian,  
Alaska Native

**2.4%**  
Two or  
more races

**0.3%**  
Other

## 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

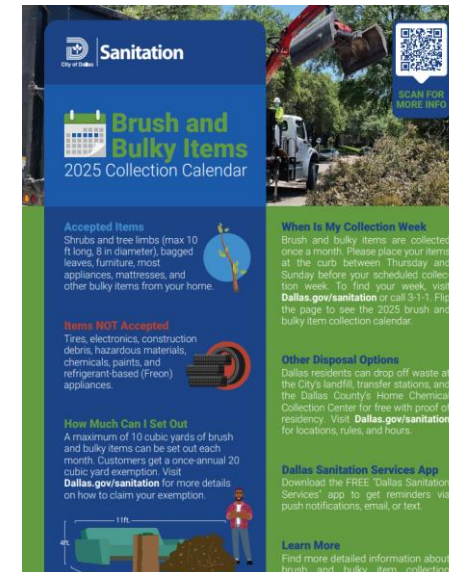
- Press Releases
- News Articles/Stories
- Newspaper Ads
- Media Engagement
- TV/Radio Interviews
- Press Conferences

### 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
  - ✓ Approximately 192,000 bilingual water bill inserts mailed monthly



# 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
- Spanish-only programming on City cable channel 95; also streamed live online

## 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
- Press Conferences, TV/radio interviews are conducted in both English and Spanish; oral interpretation available in multiple languages as needed
- Press Releases, media engagement and crisis communications includes all local media sources including multi-cultural media sources



# MEDIA

- Current multi-cultural media vendors that have City agreements:
  - DMN/AI Dia
  - Dallas Voice
  - Elite News
  - Hoy Dallas
  - Informaté DFW
  - Bút Việt News
  - Người Việt Dallas
  - Texas Jewish Post
  - Dallas Examiner
  - Dallas Weekly
  - Dallas Post Tribune
  - Dallas Chinese Daily
  - Minority Opportunity News / NDG
  - DK Media Group
  - I Messenger Media, LLC.
  - El Heraldo News
  - ECO Latino Radio
- City departments can leverage any media outlets through their own procurement process

# 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!

