



**City of Dallas**

# **Communications Update**

**Government Performance  
& Financial Management  
November 15, 2022**

Kimberly Bizer Tolbert, Deputy City Manager

Catherine Cuellar, Director  
Communications, Outreach & Marketing

# Presentation Overview



- Guiding COM Pillars
- COM Divisions
- Fair Park Multimedia Center
- Looking Forward



# Introduction



# COM Pillars



Communications  
& Marketing

Engagement &  
Outreach

Education & Workforce  
Development



# COM Divisions



Public  
Information

Language  
Access Center

Design, Brand &  
Visual Identity

Broadcast and  
Audio/Visual





# Public Information & Communication



- Marketing toolkit
- Streamlined service menu
- Microsoft model for other government clients
- Subject Matter Expertise in external trainings
- Expanded Crisis Communications toolkit
- Proactive pitching earning positive media



# Special Events



THE CITY OF DALLAS PRESENTS

## Women's History Celebration

LUNCHEON & COMMEMORATION



Guest Speaker  
Cheryl Polite Williamson



HOSTED BY  
*The Women of the Dallas City Council*

## SUMMER OF SAFETY

SUMMER ACTIVITIES FOR KIDS AND TEENS

**FREE LOW-COST**



For more information, please visit:  
[bit.ly/DallasSummerOfSafety](http://bit.ly/DallasSummerOfSafety)



 Dallas Park and Recreation: Teen All Access Pass	 Aquatic Centers	 Recreation Centers' Classes and Programs
 Dallas Public Library	 SMART Summer with Mayor Johnson	 DPD P.A.L. Program

## 40 YEARS STRONG A LOOK TOWARD THE FUTURE

DR. MARTIN LUTHER KING JR.

# MLK

CELEBRATION WEEK  
JANUARY 10-17, 2022



## PRIDE KICK OFF



CITY COUNCIL MEMBER - DISTRICT 6  
**OMAR NARVAEZ**

CITY COUNCIL MEMBER - DISTRICT 1  
**CHAD WEST**

THE CITY OF DALLAS PROUDLY PRESENTS

## PRIDE FLAG UNVEILING & 2022 PRIDE MONTH DECLARATION

**WEDNESDAY JUNE 1ST**

<b>8:00 AM</b> DALLAS LOVE FIELD 8008 Herb Kelleher Way Dallas, TX 75235	<b>12:00 PM</b> CITY HALL PLAZA 1500 Marilla St. Dallas, TX 75201
-----------------------------------------------------------------------------------	----------------------------------------------------------------------------

SPONSORED BY





# Strategic Editorial Calendar Planning



Creation and continued development of [Master Editorial Calendar](#) and [Monthly Editorial Calendar](#) for publishing planning has provided the team with further ability to strategize and manage projects.

## COM EDITORIAL CALENDAR FY2022-2023

MARKETING CAMPAIGNS	BROADCAST
SOCIAL MEDIA	MEDIA

This calendar is for the COM department to prepare for priority campaigns and coordinate publishing schedules.

ANNUAL PROJECTS	STARTING	ENDING	ONGOING PROJECTS	ONGOING PROJECTS
MLK CELEBRATION OCC	July	January	RACIAL EQUITY PLAN OEI	GIVE RESPONSIBLY OHS
BUDGET BOOK & OUTREACH BMS	February	August	CECAP OEQS	DISTRICT FACT SHEETS ECO MCC
LEGISLATIVE PRIORITIES OGA	August	December	VISION ZERO TRN	FORWARD DALLAS/BIKE PLAN PUDTRN
PROCESS IMPROVEMENT BMS	Jan	December	FEC OCC	EXPRESS BUSINESS CENTER OPS
CONSERVATION DWU	June	August	PAD OCC/LIB/PKR	ARPA NRP HOU
HOLIDAY MESSAGES HR/BSO	Jan	December	DALLAS SECURE ITS	NO MORE VIOLENCE OIPSS

NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S
1 2 3 4 5 6	1 2 3 4	1	1 2 3 4 5	1 2 3 4 5	1 2
7 8 9 10 11 12 13	5 6 7 8 9 10 11	2 3 4 5 6 7 8	6 7 8 9 10 11 12	6 7 8 9 10 11 12	3 4 5 6 7 8 9
14 15 16 17 18 19 20	12 13 14 15 16 17 18	9 10 11 12 13 14 15	13 14 15 16 17 18 19	13 14 15 16 17 18 19	10 11 12 13 14 15 16
21 22 23 24 25 26 27	19 20 21 22 23 24 25	16 17 18 19 20 21 22	20 21 22 23 24 25 26	20 21 22 23 24 25 26	17 18 19 20 21 22 23
28 29 30	26 27 28 29 30 31	23 24 25 26 27 28 29	27 28	27 28 29 30 31	24 25 26 27 28 29 30
		30 31			
MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S
1 2 3 4 5 6 7	1 2 3 4	1 2	1 2 3 4 5 6	1 2 3	1
8 9 10 11 12 13 14	5 6 7 8 9 10 11	3 4 5 6 7 8 9	7 8 9 10 11 12 13	4 5 6 7 8 9 10	2 3 4 5 6 7 8
15 16 17 18 19 20 21	12 13 14 15 16 17 18	10 11 12 13 14 15 16	14 15 16 17 18 19 20	11 12 13 14 15 16 17	9 10 11 12 13 14 15
22 23 24 25 26 27 28	19 20 21 22 23 24 25	17 18 19 20 21 22 23	21 22 23 24 25 26 27	18 19 20 21 22 23 24	16 17 18 19 20 21 22
29 30 31	26 27 28 29 30	24 25 26 27 28 29 30	28 29 30 31	25 26 27 28 29 30	23 24 25 26 27 28 29
		31			30 31





# Language Access Center



- Increased activity from FY21 to FY22
- Tech investment in interpretation & captions
- Resources support Big, Audacious Racial Equity Plan (REP) goals across all departments

	2021	2022
Words	36,738	652,413
Languages	11	22



# Design, Brand & Visual Identity



- Launched & marketed:
  - New Value of Service – Engagement
  - Budget FY 2023
- Increased adherence to Brand Standards
- Peer to Peer internal and public stakeholder engagement
- Monthly DBrief employee newsletter
- Crisis Communication toolkit
- Holiday graphics





# Design, Brand & Visual Identity



**WE NEED  
YOUR INPUT FOR  
CITY OF DALLAS  
BUDGET!**

The Office of Budget and Management Services is conducting the **Annual Budget Priorities Survey**.

 **TAKE THE SURVEY:**  
[bit.ly/DallasFY22-23BudgetSurvey](https://bit.ly/DallasFY22-23BudgetSurvey)  
OR scan the QR code!

 City of Dallas





# Design, Brand & Visual Identity



## ENGAGEMENT



# Design, Brand & Visual Identity



## FLASH FLOOD SAFETY TIPS

- GET TO HIGHER GROUND**  
Get out of areas subject to flooding
- DO NOT DRIVE INTO WATER**  
Do not drive or walk into flooded areas. It only takes 6" of water to knock you off your feet
- STAY INFORMED**  
Monitor local radar, television, weather radio, internet or social media for updates

**! WHEN FLOODED TURN AROUND DON'T DROWN**

## FLOOD WARNING

- A flood warning is issued when flooding is happening or will happen soon. Some roads will be flooded
- Move to higher ground
- Never drive through flooded roads

**TAKE ACTION! BE PREPARED.**

## FLOOD WATCH

- A flood watch is issued when flooding is possible
- Stay tuned to radio/TV, follow your local weather and be ready to seek higher ground

## TORNADO SHELTERING GUIDELINES

Seek the best available refuge area immediately when a Tornado Warning is issued. Your chance of surviving a tornado is excellent if you follow these guidelines.

WORST options	BAD options	GOOD options	BEST options
Mobile homes, Vehicles, Under a highway overpass	Large open rooms like gymnasiums, Manufactured housing	Interior room of a well-constructed home or building, Basement	Below or above ground tornado shelter, Specifically-designed FEMA safe room

Find another option → stay in place until all clear

## TORNADO WATCH VS WARNING

**WATCH**

- Watch indicates a risk of hazardous weather
- In a watch area, you should have a plan in case storm threatens

**WARNING**

- Warning means event is occurring, imminent, or likely
- Take action now to save property and lives

## HEAT EXHAUSTION OR HEAT STROKE

**HEAT EXHAUSTION**

- Faint or dizzy
- Excessive sweating
- Cool, pale, clammy skin
- Nausea or vomiting
- Rapid, weak pulse
- Muscle cramps

**WHAT TO DO**

- Get to a cooler, air conditioned place
- Drink water if fully conscious
- Take a cool shower or use cold compresses

**HEAT STROKE**

- Throbbing headache
- No sweating
- Body temperature above 103°
- Red, hot, dry skin
- Nausea or vomiting
- Rapid, strong pulse
- May lose consciousness

**Call 911**  
Take immediate action to cool the person until help arrives

## WINTER WEATHER WEAR

Try to stay indoors when weather is extremely cold, especially if winds are high. If you must go outdoors, make trips as brief as possible.

If you are travelling, find out about driving conditions beforehand and leave with plenty of time to get to your destination.

- A hat
- A scarf or knit mask to cover face and mouth
- Several loose layers of thermal wear
- Sleeves that are snug at the wrist
- Insulated or waterproof mittens or gloves
- A water resistant coat
- Two layers of socks
- Boots or shoes that are waterproof

## TIPS FOR DRIVING IN WINTER WEATHER

The safest course of action is to stay off the road during severe winter weather. If you must travel, consider this advice:

- Pay attention to local forecasts and guidance from local officials
- Leave earlier and drive slower; be patient
- Slow down as you approach bridges and overpasses as they often freeze first
- Brake cautiously since sudden braking can cause steering issues
- Turn off cruise control in icy conditions

## PREVENT THE SPREAD!

- Stay at home when you are sick
- Cough or sneeze into your upper sleeve, not your hand
- Cover your mouth and nose with a tissue when you cough or sneeze
- Put used tissues in the waste basket

## BE IN THE KNOW

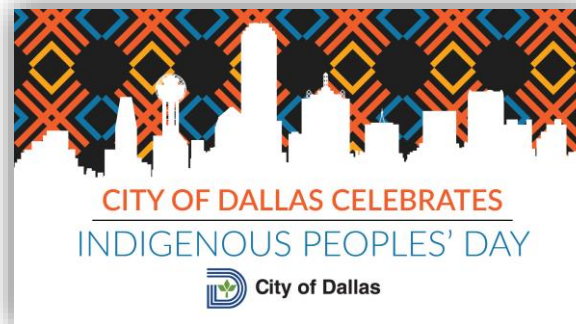
The DallasAlert emergency notification system allows you to receive information in the event of emergencies such as severe floods or other disasters.

Sign up for DallasAlert at [bit.ly/DALAlert](https://bit.ly/DALAlert)



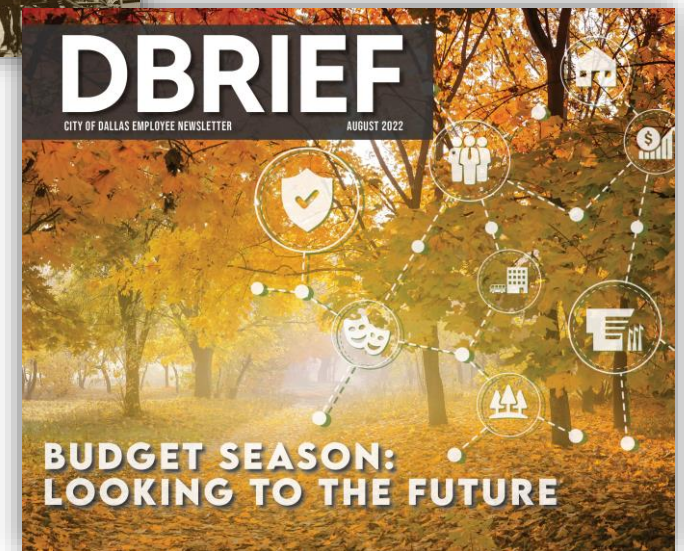
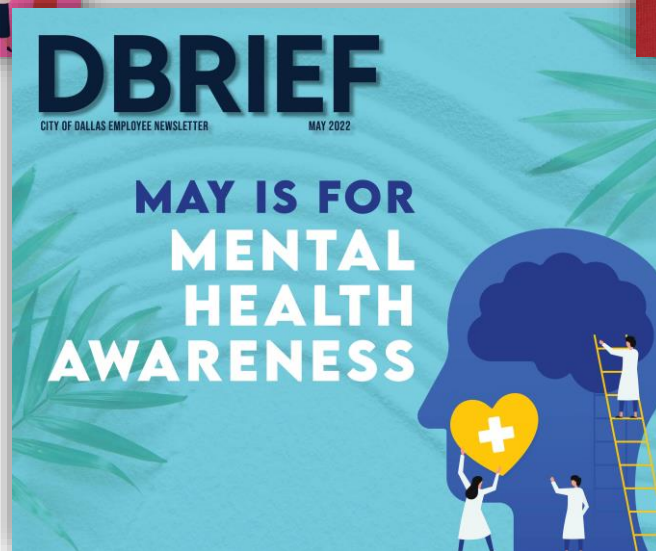
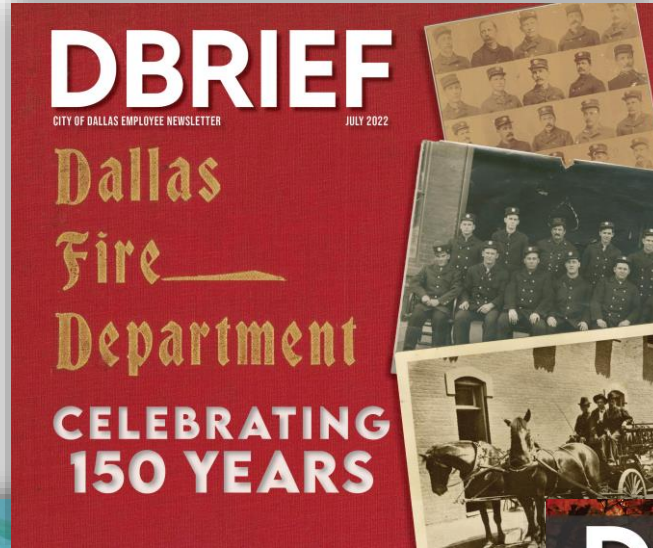
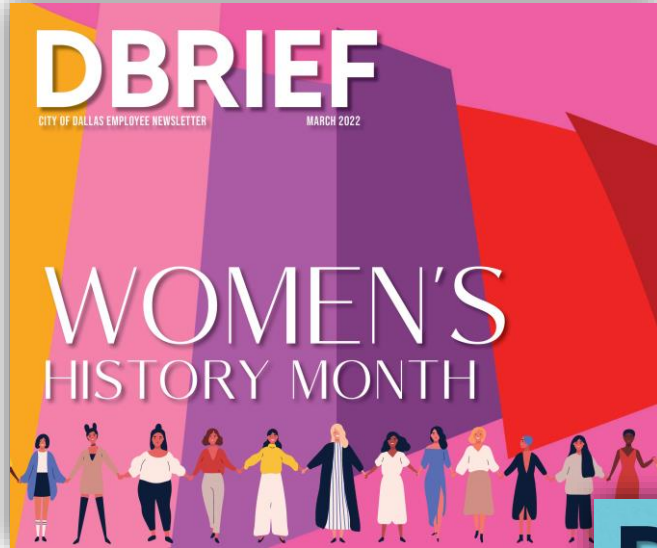


# Design, Brand & Visual Identity





# Design, Brand & Visual Identity





# Broadcast & Audio/Visual



# Internal initiatives



## PERIOD ACCESS DALLAS

Period products for those who need them

Need more tampons or pads?

A month's supply is available for free.

Please fill out the back of this card and bring it to the front desk.

## KAY BAILEY HUTCHISON CONVENTION CENTER DALLAS MASTER PLAN

# FORWARD DALLAS

## VISION ZERO

## GIVE RESPONSIBLY TO OUR NEIGHBORS EXPERIENCING HOMELESSNESS

Interested in helping neighbors experiencing homelessness? Ensure your time and money are going to the right place by volunteering or giving directly to the organizations who care for and serve the unsheltered residents of Dallas every day of the year!

Contact these homeless services providers for volunteer opportunities and to schedule donations:

**Austin Street Center**  
[volunteers@austinstreet.org](mailto:volunteers@austinstreet.org)  
 214-295-9361

**Family Gateway**  
[kkidwell@familygateway.org](mailto:kkidwell@familygateway.org)  
 214-823-4500 x106

**The Stewpot**  
[Inkinddonations@stewpot.org](mailto:Inkinddonations@stewpot.org)  
 214-746-2785

**The Salvation Army**  
[salvationarmy@salvationarmy.org](mailto:salvationarmy@salvationarmy.org)

**The Bridge Homeless Recovery Center (The Bridge)**  
[volunteer@bridgehrc.org](mailto:volunteer@bridgehrc.org)  
 214-670-1138

**OurCalling**  
[info@ourcalling.org](mailto:info@ourcalling.org)



SAVE THE DATE //

## RACIAL EQUITY VISION STATEMENT CITYWIDE TOWN HALL MEETINGS

### YOUR VOICE MATTERS!

We invite you to join us in the process of creating a vision statement for the City's Comprehensive Housing Policy.

**What is Street Closures?**  
 The donation of food, beverage items, clothing, and other items by members of the community.

**The Unintended Consequences of Street Closures**

- Discarded food and other items
- Improperly discarded items in storm drains
- Property owners who street



**May 31 | 6:30 p.m. to 8 p.m.**  
 Jewish Community Center  
 7900 Northaven Rd, Dallas, TX 75230



**June 14 | 6:30 p.m. to 8 p.m.**  
 Nash-Davis Recreation Center  
 3710 N. Hampton Rd, Dallas, TX 75212



**June 16 | 6:30 p.m. to 8 p.m.**  
 Juanita Craft Recreation Center  
 4500 Spring Ave., Dallas, TX 75210



**June 23 | 6:30 p.m. to 8 p.m.**  
 Thurgood Marshall Recreation Center  
 5150 Mark Trail Way, Dallas, TX 75232





# External initiatives



**DALLAS**  
**FIFA WORLD CUP 2026™**  
**HOST CITY**



# Education & Workforce Development



- Dallas ISD PTECH
- Dallas College
- Paul Quinn College
- UNT Denton
- University of Dallas
- UT-Arlington



# Looking forward



- Committee Feedback
- Marketing Support
  - Competitive procurement
  - HR&A advised on specifications
  - Multiple departments evaluated finalists
  - GPFM will be briefed by memo Dec. 13 prior to Dec. 14 council action







**City of Dallas**

# **Communications Update**

**Government Performance  
& Financial Management  
November 15, 2022**

Catherine Cuellar, Director  
Communications, Outreach & Marketing  
City of Dallas

# Appendix



## Language Access Center languages provided in 2022

Spanish	Vietnamese	Chinese	Korean	French
Yoruba	Swahili	Hindi	Burmese	S'gaw Karen
Russian	Amharic	Arabic	Pashto	Dari
Tagalog	Somali	Ukrainian	Rohingya	French (France)
Spanish (Mexico)	Persian			

