

Memorandum



CITY OF DALLAS

DATE January 21, 2021

The Honorable Members of the Government Performance and Financial Management Committee:

TO Cara Mendelsohn, Chair; Jennifer Staubach Gates, Vice Chair; Adam Bazaldua; Adam McGough, Casey Thomas

SUBJECT **City of Dallas 2021 Calendar Updates**

At the end of FY 2020, Information and Technology Services (ITS) and Communications, Outreach, and Marketing (COM) refreshed the City of Dallas event calendar to accomplish the following goals:

- Allow City residents, stakeholders, and visitors to easily find events on DallasCityHall.com
- Serve residents equitably by making calendar postings ADA compliant for vision-impaired visitors using screen readers and allowing auto-translation to non-English languages
- Update the City calendar with Legistar/City Secretary official event postings automatically
- Improve navigation for visitors viewing the City calendar on a mobile device
- Filter events by category or topic, making it easier for users to find the events they seek
- Attach COM-approved graphics or other files to calendar postings
- Streamline the approval process allowing City staff to create and publish calendar events
- Share events via social media or print event information, if desired

The Office of Communications, Outreach, and Marketing (COM) began utilizing the City event calendar by creating events for public view in October 2020. This initial soft launch also allowed members of the COM team to add events requested by departments. In December 2020, COM trained the Mayor and City Council offices' staff on adding elected officials' events to the calendar. On January 20, COM trained representatives from City of Dallas departments on adding department events. This will allow departments across the organization to post events with approval from COM. All events must have clear ties to a City of Dallas department or an initiative supported or sponsored by the City of Dallas. External agencies may not post events on the City calendar. COM may also exclude an event listing if the submission is incomplete or does not conform to Administrative Directive 2-10. The following, though not exhaustive, are examples of calendar events which City staff may submit for posting:

- City Council meetings
- Special called meetings where official city business is conducted
- Committee meetings
- Board and Commission Meetings
- Events organized or hosted by the City
- Events which the City funds, pays to participate in, or otherwise sponsors
- Events occurring in public facilities with support, endorsement, or sponsorship by a City of Dallas department


Since go-live, the new City calendar page has had more than 6,400 page views. As of January 21, 2021, more than 100 events have been added to the City calendar. Please note that Library, Park & Recreation, and Arts and Culture events are separately listed

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under the City Calendar's "More Events" tab to increase discoverability and interaction by users specifically seeking those events, and to keep those events from obscuring official City events in the first page of search results.

Following this initial soft launch, we will continue to add functionality. This month, we began a cross-departmental effort led by the Information Technology Solutions department in coordination with Communications, Outreach, and Marketing to refresh and redesign the entire website to improve visitor experience, which is a major goal for our current Fiscal Year.

Please contact us or Kimberly Bizer Tolbert, Chief of Staff if we may provide more information or further assist.


William Zielinski (Jan 21, 2021 18:13 CST)

William Zielinski
Chief Information Officer



Catherine Cuellar
Communications, Outreach, & Marketing Director

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors