



City of Dallas

ARPA Communications and Outreach Strategy FY2021-22

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Presentation Overview



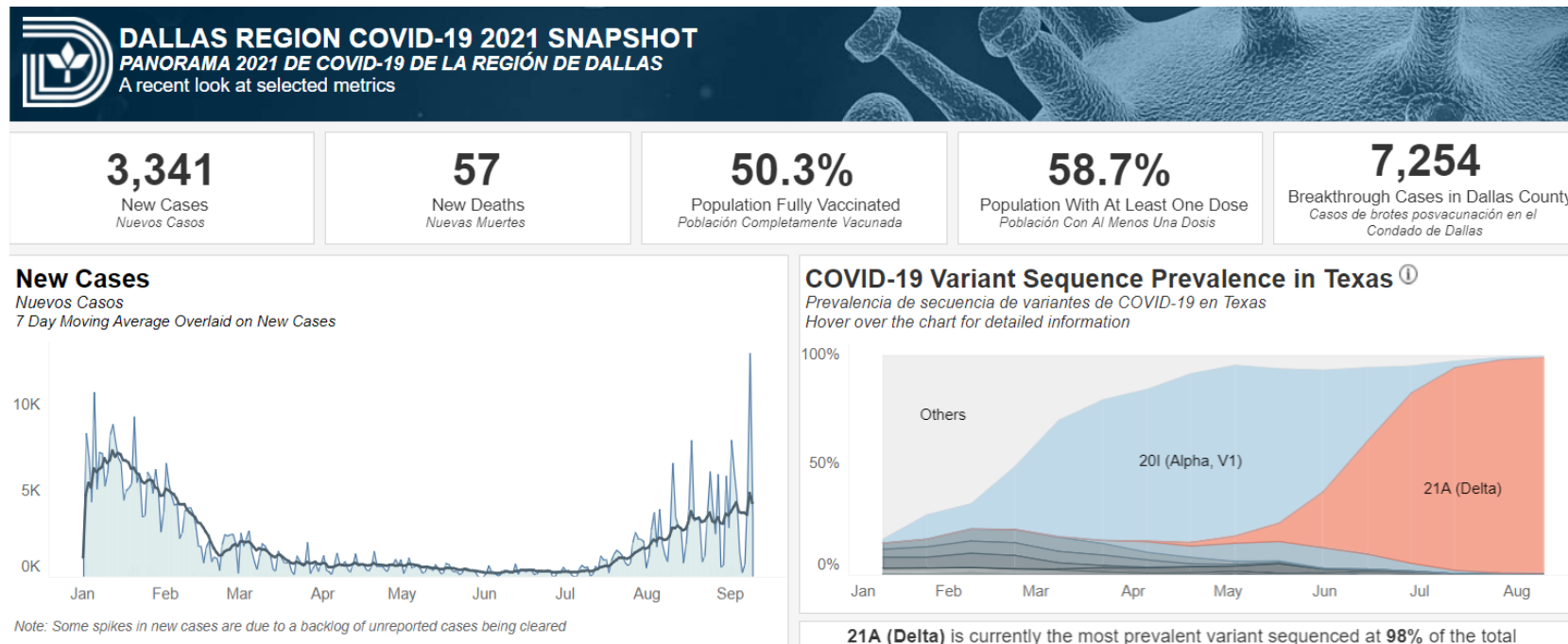
- Introduction
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- American Rescue Plan Act programs
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Introduction



September 2021 data taken from the City of Dallas [COVID-19 Dashboard](#) shows that the surge of the COVID-19 Delta variant is breaking all previous pandemic records.



Introduction



Adult hospitalizations, the ICU rate and ventilator usage are all poised to break previous pandemic records by October 2021.



Introduction



The reality is worse for residents living in one of 17 identified high-risk ZIP codes, which are primarily located in Southeast Dallas County and are consistent with the high-risk areas identified.



Introduction



These 17 target ZIP codes were identified based on PCCI's vulnerability index, which takes into consideration factors such as age, chronic medical conditions, proximity to recent COVID-19 cases and the Area Deprivation Index (ADI – a measure of socioeconomic disadvantage in a region of interest).

***Social vulnerability index** refers to the potential negative effects on communities caused by external stresses on human health. Such stresses include natural or human-caused disasters, or disease outbreaks.



Introduction



The 17 High Risk Targeted ZIP Codes:

- 75061 • 75150 • 75210 • 75211 • 75212 • 75215
- 75216 • 75217 • 75220 • 75224 • 75227 • 75228
- 75231 • 75237 • 75241 • 75242 • 75243



Overview FY2021-22



With the resurgence of the Delta variant, the City sees a need to increase messaging encouraging vaccines, debunking vaccine hesitancy and encourage mask usage for all (including those fully vaccinated).



Outreach Overview FY2021-22



COVID-19 has a domino effect, creating myriad of societal and global problems such as:

- **Health**
 - Serious Illness and Death
 - Mental Illness
- **Slumping Economy**
 - Collapse of Small Businesses
 - Lost Jobs and Wages
 - Evictions (Rental Property)
 - Foreclosures on Homes
- **Education**
 - Learning losses and environments risking campus health



Overview FY2021-22



MENTAL HEALTH	CHILDREN & FAMILIES	FOOD & ESSENTIALS
<ul style="list-style-type: none">• Community Health Programs Individual and Group Counseling Grief• Seniors and Isolation Support• R.I.G.H.T. CARE Program	<ul style="list-style-type: none">• Family Violence Prevention and Intervention• Positive Youth Development and Academic Support• PYD/Workforce Navigator for Opportunity Youth• Home Visiting Programs	<ul style="list-style-type: none">• Food Distribution• Food Delivery• Food Banks Support• Garden Kits• Critical Non-Food Items (i.e., hygiene products, diapers, etc.)



Overview FY2021-22



ECONOMIC DEVELOPMENT	HOUSING
<p>Summit of Americas 2022 (if awarded to Dallas)</p> <p>If not awarded to Dallas:</p> <ul style="list-style-type: none">• Small Business Center - workforce development• Office of Government Affairs - international activities	<ul style="list-style-type: none">• Preservation of affordable housing and water/sewer infrastructure improvements• Homeless Assistance Facilities• Dallas R.E.A.L. Time Rapid Rehousing (DRTRR) Initiative



Key Messages



Don't wait,
don't
hesitate,
vaccinate!

Take a
shot at
protecting
yourself
and others

My mask
protects you.
Your mask
protects me.
Mask up
even if
vaccinated.



Key Messages



COVID-19. Roll up your sleeve for the sake of your life, your loved ones and your community's health.

The biggest gamble/risk you can take with your health is not being vaccinated against COVID-19.

No Charge for a vaccine. Without it, could be costly.



Key Messages



The mask is the
ONLY defense
for our children
who are
unable to
defend for
themselves.

COVID-19 vaccines
prevent severe
illness, hospitalization
and death. COVID-
19 cases among
those vaccinated
make people more
likely to have a
milder and shorter
illness compared to
those who are
unvaccinated.



Promotional Efforts



Utilize all communication channels such as:

- Media releases
- Social media
- City television channels
- Paid advertisements through traditional media such as television, radio, public transportation, and billboards
- Direct advertisement with multicultural publications to promote vaccines and mask usage in targeted zip codes



Time Frame: September 2021



- Continuation of messaging is indefinite
- Resurgence of the coronavirus and other mutations or variants will dictate the length of the messaging campaign
- Utilize current resources for non-paid advertisement
- Commence paid advertisement with implementation of FY21/22 Budget



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- Earned media
- Social media
- Targeted broadcast television, radio, and streaming such as Over-the-Top-advertising (OTT)
- Outdoor advertising including billboards, DART vehicles and transit centers
- Print advertising and earned media, including multicultural media
- Direct mail



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- Vehicle and magnetic decals
- Sandwich boards, posters, banners, door hangers, yard signs and flags
- Promotional items (masks & sanitizer)
- Text alerts
- Email newsletters
- Block walks (Door to door handing out flyers and door hangers)
- Community Events
(National Night Out, State Fair, etc.)



American Rescue Plan Communication & Outreach



PUBLIC TRANSPORTATION



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PUBLIC TRANSPORTATION



American Rescue Plan Communication & Outreach



- City of Dallas Vehicle Activation:
Include the COVID-19 City of Dallas hotline and website on all non-emergency vehicles. This activation specifically targets individuals who may not have access to a computer or the internet but can call the hotline.



American Rescue Plan Communication & Outreach



- **Stay On Guard Dallas Branded PPE** distributed at outreach events citywide, including City of Dallas meal kits, Candy Caravan, Concord Church Fall event and Code and DPD Community Outreach



American Rescue Plan Communication & Outreach



Multicultural Advertising Campaign – Support multichannel advertising (print, broadcast, and digital) to promote COVID-19 communications through multicultural news outlets

aldíadallas

dallasvoice
THE PREMIER MEDIA SOURCE FOR LGBT TEXAS

Texas MetroNews

Devoted To
the Truth —
The Whole
Truth and
Nothing But
The Truth

ELITE NEWS

The Official Voice of the Church and Community

The Spoken Word is Like The Air—But The Printed Word is Always There

Telling
it like
it is!

ADVERTISE ▾ BLACKS IN BUSINESS ▾ SUBSCRIBE CONTACT E-EDITION ▾ SUPPORT

ABOUT

HOME NEWS ▾ EDITORIALS ▾ BUSINESS ▾ HEALTH COMMUNITY ▾ LIFESTYLE ▾ EVENTS ▾ VOTER ROLL CALL

The Dallas EXAMINER

A Closer Look At Your World

The Dallas Post Tribune
"The Oldest Black-Owned and Operated Newspaper in North Texas".

NORTH DALLAS GAZETTE.COM

NDG

A DIVISION OF
MINORITY OPPORTUNITY NEWS, INC.
FOUNDED 1991

PRINT / WEB / VIDEO

North Dallas
Gazette
.COM

達拉斯新聞
Dallas Chinese News

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Since 1947

American Rescue Plan Communication & Outreach



- **Direct Mail Campaign** – COM will work with the Employee Business Center (EBC) to create a bilingual direct mail piece to target low-income Dallas residents who don't have access to computers or the internet
- **Flags, Sandwich Boards, Yard Signs, etc.**





- Social Media

facebook



Instagram



City of Dallas



Appendix A | List of Potential Partners



Broadcast	Print & Digital	Over the Top (OTT) / Streaming
Spectrum News CBS TV NBC TV FOX4 TV ABC TV Telemundo (Spanish) Univision (Spanish) Estrella (Spanish) Luna (Spanish)(Lieberman Station) La Ranchera (Spanish)(Lieberman Station) LaRaza (Spanish)(Lieberman Station) 94.5 FM (Urban Adult Contemporary) 105.7 FM (Smooth R&B)(KRNB) 97.9 FM The Beat (Urban/Rap)(KBFB) 970 AM (Heaven 97) 93.7 FM KNTK The Ticket	Dallas Chinese News The Dallas Examiner Texas Metro News Dallas Post Tribune Dallas Elite News North Dallas Gazette Dallas Weekly Dallas Morning News InformedDFW Hoy Dallas Al Dia El Herald News, Novedadas News Auto Vista Magazine Texas Jewish Post Dallas Voice (LGBTQ+) D Magazine People Newspapers	Video – Netflix, Hulu, Disney, HBO Max Audio – Spotify, Pandora Messaging Service – WhatsApp and Telegram which allow individuals to use their internet connection to share information.



Appendix A | List of Potential Partners



Direct Mail & Flyer Distribution	Social Media
<ul style="list-style-type: none">• LIB media• PKR Rec Centers• 311 on the go (if available)• CM neighborhood events• DPD Neighborhood Patrol Officers• Volunteers in Patrol• CCS Outreach• Fiesta Grocery Store• Rio Grande Grocery Store• Neighborhood Associations• Non-Profit Organizations	<ul style="list-style-type: none">• Facebook• Twitter• Instagram• Nextdoor posts to targeted ZIP codes• WhatsApp• Content provided to City Council for Members to cross promote• City of Dallas digital newsletters• City of Dallas blog





City of Dallas

Thank You!

Questions?