

Memorandum



CITY OF DALLAS

DATE November 2, 2021

TO Honorable Chair and Members of the Redistricting Commission

SUBJECT **Redistricting One Dallas Outreach and Communication Strategy**

Honorable Chair and Members of the Redistricting Commission,

To educate and engage all Dallas residents and guarantee fair and equitable representation in the decennial redistricting process, City staff welcome your feedback and guidance on the proposed communications and outreach strategy. Our proposed strategy will focus on the following key elements.

Target Audiences

- NGOs – Community organizations including but not limited to nonprofits; school districts and education advocates; civil discourse and civic volunteer groups; and membership organizations including homeowners, apartment and neighborhood associations, houses of worship, and chambers of commerce
- Influencers including elected, appointed, volunteer, and community leaders and organizers; journalists and members of the news media; and trusted individuals and entities with their own followers and subscribers

Channels

Broadcast

- Videos featuring Chair Oliver for broadcast on City cable channels and online
- Live telecast and rebroadcast of RDC meetings
- Earned media mentions of Chair Oliver and Director Wilkinson
- :15 and :30 second Public Service Announcement (PSA) scripts

Print-ready

- Downloadable PDFs for organizations and individuals at DallasRedistricting.com
- Customizable templates for insertion into organizations' or individuals' printed collateral (including but not limited to worship bulletins, newsletters, handouts)
- Paid advertising through multicultural media outlets

Electronic

- Text alerts linking to DallasRedistricting.com
- Messages and graphics for inclusion in e-newsletters
- Information by telephone in English and Spanish allowing feedback via voicemail

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Channels, continued

Digital

- Dynamic light board messages at City facilities and in-kind outdoor advertising
- Shareable social media messages and graphics
- Blog post on City website to be linked via social media and text alerts
- Video shared socially via YouTube, Instagram, Facebook, Twitter, LinkedIn

Outreach

- Target individuals and organizations with link to DallasRedistricting.com tools
- Engage public to interact via TeleTownHall, WebEx or Microsoft Teams

Timeline

- November 2021 – Briefing on One Dallas Communications and Outreach Strategy
- December 2021 – Finalize schedule for live interactive TeleTownHall or online outreach events broadcast citywide from Dallas City Hall and possible in-person events based on Dallas County COVID risk level and CDC guidance
- January 2022 – Publish and promote multichannel toolkit available to individuals and organizations on-demand via DallasRedistricting.com

Stakeholders

Internal: Communication, Outreach & Marketing; Government Affairs, ITS
External: Individual, organizational, and media audiences

Budget

- \$50,000 total

All communication tools will be bilingual in English and Spanish with other languages available upon request for a fee. We look forward to your input on November 8.


Brett Wilkinson (Nov 4, 2021 16:55 CDT)

Brett Wilkinson
Government Affairs Director



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 Bizzor 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