

Memorandum



CITY OF DALLAS

DATE August 14, 2015

TO Honorable Mayor and Members of the City Council

SUBJECT **City of Dallas Public Information Office**

On Wednesday, August 19, 2015, the City Council will be briefed on the Public Information Office. The briefing materials are attached for your review.

Please let me know if you have any questions or need additional information.


A.C. Gonzalez
City Manager

c: Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Eric D. Campbell, Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

CITY OF DALLAS

PUBLIC INFORMATION OFFICE

Council Briefing | August 19, 2015

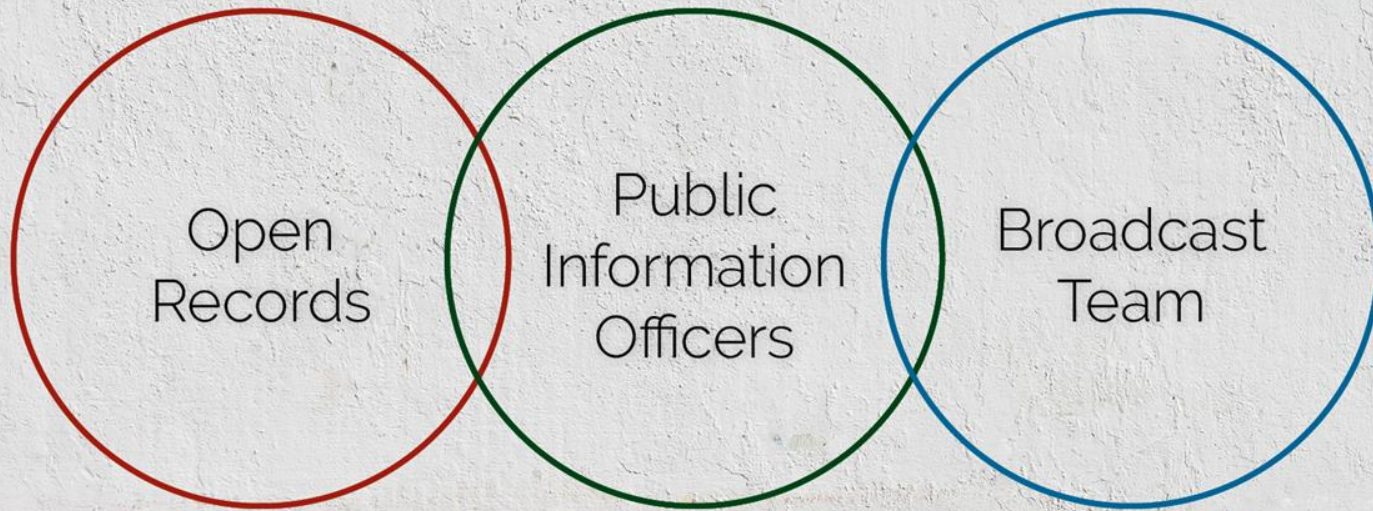
PIO

DUTIES & RESPONSIBILITIES

- Serve as the centralized communications department for the City
- Process open records requests (ORR)
- Manage the broadcast and archiving of City Council meetings and board and commission meetings held at City Hall



PUBLIC INFORMATION OFFICE



Public Information Act Overview

- “It is the policy of this state that each person is entitled, unless otherwise expressly provided by law, at all times to complete information about the affairs of government.” (Texas Gov’t Code §552.001)
- Most information held by a governmental body is presumed to be public, but some exceptions to disclosure exist
- The Attorney General must rule on the applicability of most of those exceptions



PIO & OPEN RECORDS

- The Public Information Act designates the chief administrative officer of the governmental body as the Public Information Officer
- As the chief administrative officer for the City, the City Manager has delegated this responsibility to the Public Information Office



OPEN RECORDS REQUESTS

AT A GLANCE

- **City Hall**
 - Processing about 15,000 open records requests annually
 - An average response is within seven business days for routine requests
- **DPD**
 - Processing about 19,335 Open records requests annually
 - An average response is within ten business days for routine requests



OPEN RECORDS REQUESTS AT A GLANCE

- **City Hall:** 2 full-time employees
 - FY2013-2014: 14,616 open record requests
 - Oct. 1, 2014 to July 31, 2015: 13,859 open record requests
 - **Monthly average:** 1,302 open record requests
 - 38 City ORR liaisons
- **DPD:** 10 full-time employees
 - FY2013-2014: 16,250 open record requests
 - Oct. 1, 2014 to July 31, 2015: 16,919 open record requests
 - **Monthly average:** 1,523 open record requests
 - 48 ORR liaisons throughout DPD



NEW ORR SYSTEM

- For the first time, City Hall and DPD will be on the same platform
 - Allows online payment
 - Public release of documents
 - Provides tracking of fee/time tracking per request
 - Social media archiving
- Archived meetings videos downloadable at DallasCityNews.net



PUBLIC INFORMATION ACT

Gov. Code Chapter 552

- We must respond “promptly”. “Promptly” means that a governmental body may take a reasonable amount of time to produce the information, but may not delay.
- If we cannot produce public information for inspection or duplication within 10 business days after the date the information is requested we must notify the requestor in writing when the information will be available for inspection or duplication.



PUBLIC INFORMATION ACT

Gov. Code 552

- “Public information” means information that is written, produced, collected, assembled, or maintained under a law or ordinance or in connection with the transaction of official business:
 - (1) by a governmental body, or
 - (2) for a governmental body and the governmental body:
 - (a) owns;
 - (b) has a right of access to the information; or
 - (c) spends or contributes public money for the purpose of writing, producing, collecting, assembling, or maintaining the information; or
 - (3) by an individual officer or employee of a governmental body in the officer’s or employee’s official capacity and the information pertains to official business of the governmental body
 - Texas Gov’t Code §552.002



PUBLIC INFORMATION ACT

(continued)

- Information is in connection with the transaction of official business if the information is created by, transmitted to, received by, or maintained by an officer or employee of the governmental body in the officer's or employee's official capacity, or a person or entity performing official business or a governmental function on behalf of a governmental body, and pertains to official business of the governmental body.
- The definition of "public information" provided by Subsection (a) applies to and includes any electronic communication created, transmitted, received, or maintained on any device if the communication is in connection with the transaction of official business.
- The general forms in which the media containing public information exist include a **book, paper, letter, document, e-mail, Internet posting, text message, instant message, other electronic communication, printout, photograph, film, tape, microfiche, microfilm, photostat, sound recording, map, and drawing and a voice, data, or video representation held in computer memory.**



PUBLIC INFORMATION ACT

What is an open records request?

- IT MUST BE IN WRITING
- No requirement to label it as an open records request or public information request
- Can be typed, handwritten, faxed or emailed
- Does not require use of a specific form to submit request, No signature required.
- An open records request that is made by email or fax must be sent to the Public Information Office.



OPEN RECORDS REQUEST PROCESS

- Request received by Open Records Coordinator and is entered into CRMS for distribution to departments and tracking
- Within 10 business days of receipt of request, the City must respond to requestor with one of the following:
 - Notification that information is available
 - Notification that clarification is needed in order to respond to request
 - If request cannot be completed in 10 business days, notification of length of time and/or estimated cost to produce the requested information; or
 - If request includes records exempt from disclosure, notification that the City is seeking an open records ruling from the Office of the Attorney General



OPEN RECORDS REQUEST PROCESS

- In order to complete an open records request, departments may be required to:
 - Locate all physical files requested
 - Searches may include digital, on-premise storage, as well as archives
 - Identify all email searches that must be conducted and coordinate with CIS to conduct searches
 - Review all responsive documents to determine if exceptions to disclosure apply, such as private emails
 - Provide documentation to City Attorney's Office that need to be submitted to the Office of the Attorney General that may be exempted from disclosure
- Research time for staff can range from a few minutes to several days of staff time to locate, research, review, redact and organize the requested records



OPEN RECORDS REQUEST PROCESS

- Requestors may be required to pay for associated costs of producing a record in accordance with Texas Administrative Code
 - Personnel/Labor
 - Programming
 - Cost for copies
- After inspection, requestors sometimes take only a limited number of documents produced which reduces the fee charged regardless of the time staff spent producing the original request



PUBLIC INFORMATION ACT

Withholding Information: Gov. Code 552

- The City is required to ask the OAG for an open records ruling in most cases when the information invokes the application of an exception to the Act.



PUBLIC INFORMATION ACT

Typical Mandatory Exceptions

- 552.101 - Common law privacy information (i.e., medical, mental health, victim identifiers of assaultive offenses)
- 552.101 - Confidential by statute (i.e., juvenile suspect offenses, abuse of child offenses, medical records)
- 552.102 – Date of birth of city employees
- 552.110 - Trade secrets and certain commercial and financial information
- *552.117 - Officer/Employee's personal information
- 552.127 - Personal information relating to participants in neighborhood crime watch organization
- *552.130 - Motor Vehicle record information
- *552.136 - Financial access device numbers
- *552.137 - Email addresses of members of public
- *552.147 - Social Security numbers
- 552.148 - Certain personal information maintained by a municipality pertaining to a minor

*No OAG ruling necessary



PUBLIC INFORMATION ACT

Typical Discretionary Exceptions

Discretionary:

- 552.101 – Informer’s privilege
- 552.103 – Litigation exception
- 552.104 – Information relating to competition or bidding in order to get the best value for the City
- 552.105 – Information relating to location or price of property in order to get the best value for the City
- 552.106 – Certain legislative documents
- 552.107 - Attorney-client privileged information
- 552.108 – Law Enforcement
- 552.111 – Agency memoranda and work product privilege
- 552.116 – Audit working papers
- 552.122 – Test items
- 552.131 – Certain economic development information in order to get the best value for the City



PUBLIC INFORMATION ACT

Requests for OAG Rulings

March 2014-Sept. 2014

Oct. 2014-June 2015

DPD

Release:	4	4	
Partial Release:	16		27
Confirm Exception:	277	306	
Total:	297	337	

City Hall

Release:	23		15
Partial Release:	18		51
Confirm Exception:	59	40	
Total:	100	106	



PUBLIC INFORMATION ACT

Criminal Penalties: Gov. Code 552

- Failure or refusal to provide access to or copying of public information can result in a fine not more than \$1,000 and/or county jail time for not more than six months.





COST OF COPIES

OF PUBLIC INFORMATION

TEXAS ADMINISTRATIVE CODE

(CHAPTER 70)

- Texas Attorney General schedule of charges:
 - Cost of Copies - various media
 - Labor charge for locating, compiling, manipulating data, and reproducing public information.
 - Labor charge for programming
 - Overhead charge and other charges
 - Inspection when copies are not requested

WAIVER OR REDUCTION OF FEE

- The City may waive or reduce copy charges:
 - When it is in the public interest because the information benefits the general public
 - When the collection of a charge will exceed amount of the charge



REQUESTS FOR EMAILS

- Due to the affordability of storage, emails may be saved for a long time.
- One of the most complex parts of responding to an ORR is to search through emails to find responsive emails.
- Emails are then reviewed to determine if exceptions to disclosure apply.
- Information to be withheld is redacted



TOP ORRs FOR CITY HALL

(Jan. 1, 2014 – Jan. 1, 2015)

Code Compliance

- General Code Inspection Records
- Multi-tenant Inspections
- Health Inspections
- Vacant Structures

Fire

- Fire Inspection
- Sprinkler Plans/Permits
- Dispatch Reports
- List of Burned Structures
- Arson Reports

Water

- Lien Information

Sustainable Development and Construction

- Variance information

Courts

- Citation Dispositions

General

- Staff and Council emails



TOP ORRs FOR DPD

(Jan. 1, 2014 – Jan. 1, 2015)

- Couriers: 2,496 (hired by insurance companies)
- Attorneys: 1,080
- Media: 886



TRANSPARENCY 2015 REPORT CARD

Overall Grade

A

Score: 94.2%

Dallas

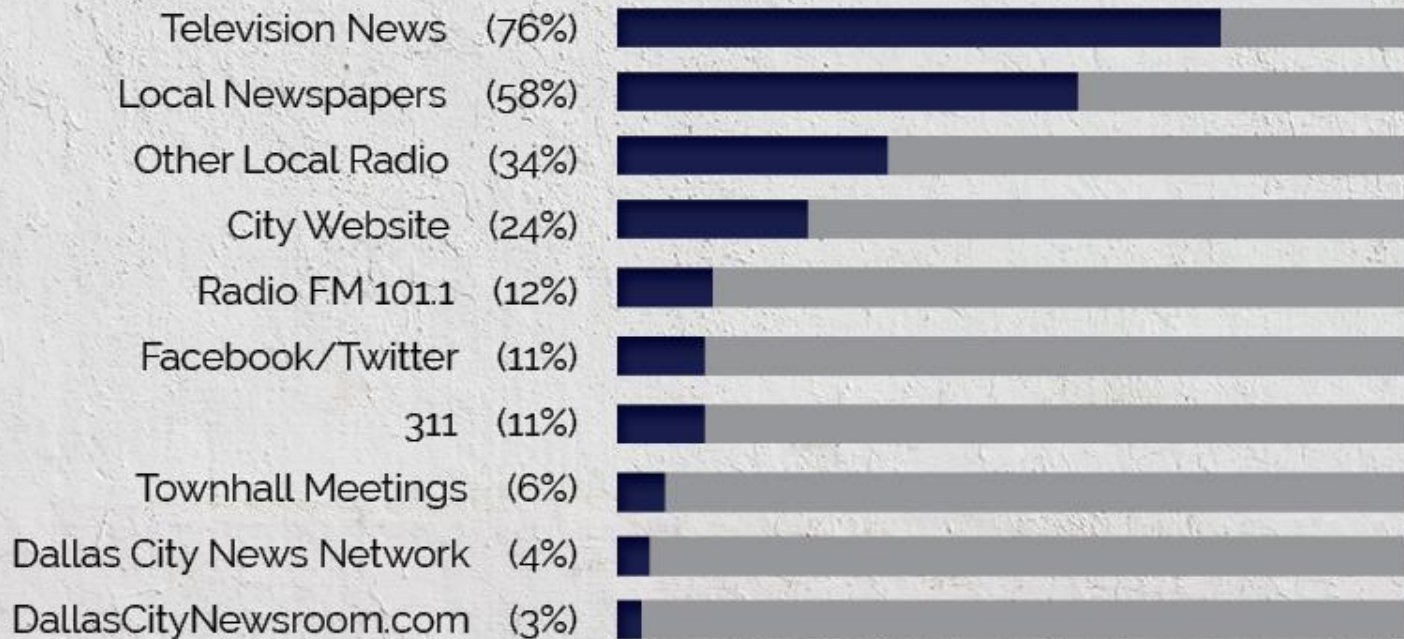
Dallas was among the best in the Transparency 2015 ratings. It ranked as excellent in request best practices, good in request compliance, excellent in web customer service and excellent in online meeting notices.

Source: Dallas Morning News



2014 COMMUNITY SURVEY

Sources where residents currently get news and information about city programs, services and events.



Source: ETC Institute (August 2014)

*by percentage of respondents (multiple responses allowed)



2014 COMMUNITY SURVEY

Ratings of major categories of City services



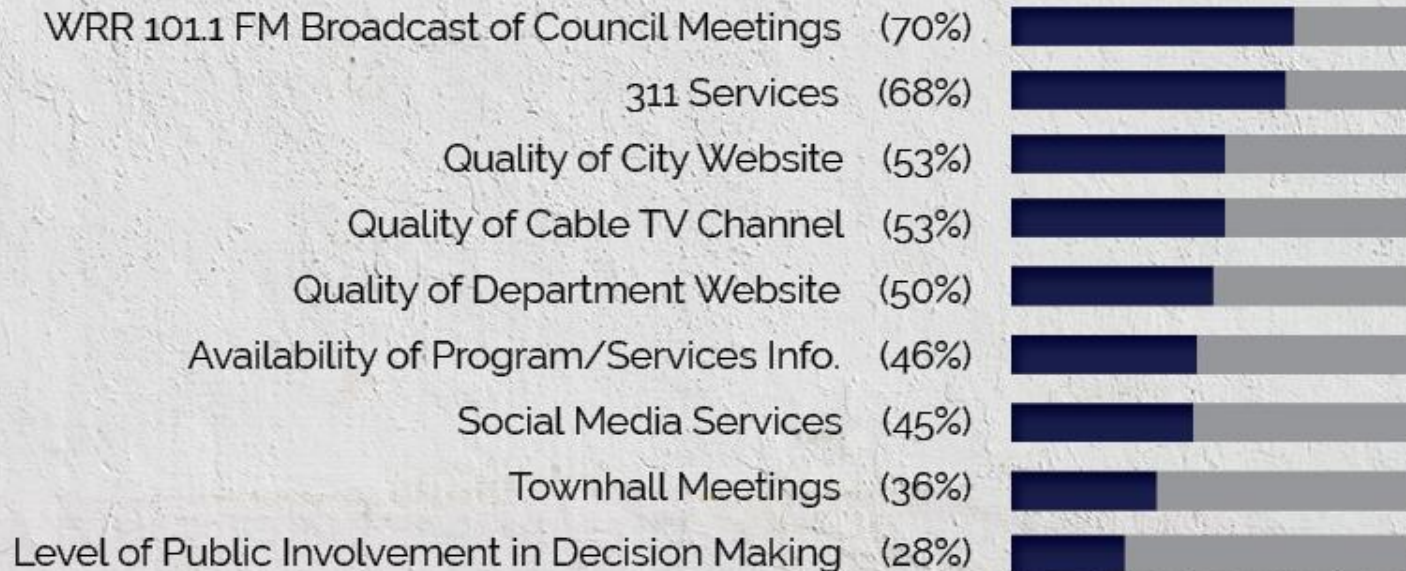
Source: ETC Institute (August 2014)

■ Excellent/Good ■ Fair/Poor



2014 COMMUNITY SURVEY

Ratings of **Public Information Services** provided during 2014



Source: ETC Institute (August 2014)

*by percentage of respondents who rated "excellent" or "good" (excludes don't knows)



PUBLIC INFORMATION OFFICERS

- Strategic communications
- Crisis communications
- Internal and external communications
- Branding
- Graphic Design
- Media relations
- Social media
- DallasCityNews.net
- Talk Dallas





The Public Information Office (PIO) serves as the centralized communications department for the City.



PIO provides traditional and digital communications leadership, internally and externally, on important issues affecting the City of Dallas.



PIO is the first point of contact for local, national and international media. Ensures consistent, key messaging from the City of Dallas.



PIO serves city staff, elected officials and the general public.



Public Relations

Media Advisories, News Releases, Event Planning, Media Relations, Media Pitching/Outreach, Radio/Broadcast/Print Buy Coordination, Liaison to Spanish Media, Voiceover/Collateral Translation.



Crisis Management

24/7 Emergency Operations Staffing, Media Communication, Social Media Outreach, Speech Writing, Talking Point Development, Strategic Messaging, Crisis Consulting, Reverse 911 Distribution.



Digital Communication

Web Content Production, Web Development, Collateral Production, Graphic Design, Video Distribution, Social Media Management, Oversight of City Publications, Strategy, Analytics & Reporting.



Internal Communication

Content Development for COD Departments, Presentation Training, Communications Consulting, Department Liaisons, Media Coaching, Training for Subject Matter Experts, Internal Content Distribution.

PIO TEAM

Oct. 2014 to July 2015

TOTAL MARKET VALUE
\$1,544,334

484 online articles written and posted
Estimated value: \$435,600

318 News releases and news advisories created
Estimated value: \$143,100

Planning and directing 17 Press conferences and Media Events
Estimated value: \$15,300

24,907,201 Earned social media impressions
Estimated value: \$71,234

193 English and Spanish media interviews arranged
Estimated value: \$86,850

106 media relations consultation/news media bookings per month
Estimated value: \$47,700

112 stories pitched to news media
Estimated value: \$33,600

76 publications reviewed and proofread
Estimated value: \$45,600

166 employee announcements edited, proofread and sent
Estimated value: \$74,700

Ice Storm
 Three days - PIO EOC Management
Estimated value: \$60,000

Ebola
 Ten days - PIO EOC Management
Estimated value: \$151,500

Flooding
 Three days - PIO EOC Management
Estimated value: \$60,000

42 speeches researched and written
Estimated value: \$37,800

305 Spanish translations
Estimated value: \$10,675

49 bilingual department message recordings
Estimated value: \$22,050

Responding to 3,315 questions/calls from the public
Estimated value: \$248,625



DallasCityNews.net

The screenshot shows the DallasCityNews.net website. At the top is a dark blue navigation bar with the City of Dallas logo on the left, and links for HOME, WATCH LIVE, PRESS ROOM, and CITY OF DALLAS in the center. On the right of the bar are icons for email, Twitter, Facebook, YouTube, and a search icon.

The main content area features a large featured article with a portrait of Andrew Schellenberg. The article title is "Dallas Fire-Rescue stories of bravery and sacrifice: Andrew Schellenberg". Above the portrait are category tags: COMMUNITY, EDUCATION, FEATURED, and GIVERS. To the right of the main image is a vertical stack of smaller images: a portrait of a man, a building with flags, a group of people, a person holding a sign, a person wearing goggles, and a person holding a newspaper.

Below the main article are three horizontal sections: BUILDERS, INNOVATORS, and GIVERS. Each section has a left and right arrow for navigation. The BUILDERS section shows a city skyline with tags BUILDERS, BUSINESS, ECONOMIC DEVELOPMENT, and FEATURED. The INNOVATORS section shows a meeting with a screen displaying "PUBLIC SAFETY" and tags COMMUNITY, INNOVATORS, and PUBLIC SAFETY. The GIVERS section shows a portrait of a man with tags COMMUNITY, EDUCATION, FEATURED, and GIVERS.

On the right side of the page, there is a "SUBSCRIBE" section with a form for email and zip code, and a "SUBSCRIBE!" button. Below that is an "ON THE AGENDA" section with a list of items:

- City Park and Recreation Board approves recommendations for Fair Park**
1 month ago
- City Council approves body cameras for police**
1 month ago
- City project underway to improve commuting in Dallas**
2 months ago

At the bottom of the agenda section is a link: "View City Council Agendas >".



INSIDE CITY HALL



Street Services hosts wellness expo

4 WEEKS AGO CITY OF DALLAS

The Department of Street Services (STS) recently hosted the Southeast Service Center Health & Wellness Expo for City of Dallas ...

[READ MORE](#)



City releases audit of Streets paving, maintenance and Capital Program

4 WEEKS AGO CITY OF DALLAS

The Department of Street Services (STS) recently participated in an audit conducted under the authority of the City Charter and ...

[READ MORE](#)



City of Dallas files lawsuit seeking guidance regarding Love Field gates

1 MONTH AGO CITY OF DALLAS

Today the City of Dallas filed a lawsuit in federal court seeking a declaratory judgment to determine which gate slots ...

[READ MORE](#)

FEATURED VIDEOS



Dallas City departments team up to demolish nuisance house
Mountains of trash in and around the house were moved to prepare for the

Mosquito Control In Dallas
Dallas residents are urged to take precautions against mosquito bites by reducing outdoor activity during

Dallas Disaster Assistance For Recent Floods
City of Dallas homeowners, renters and business owners affected by the

Bachman Lake Park Interceptor Project and Webb Chapel Bridge Closures
Dallas Water Utilities (DWU) is

City of Dallas Thrive! : Elexes Vega
To get employees to learn about and adopt better life style choices, the City

Dallas Margaret McDermott



WEBSITE ANALYSIS

JUNE 1, 2014



JUNE 30, 2015

PAGEVIEWS
20,395

SESSIONS
12,869

USERS
10,553

Press Conference: Flood Conditions
WatchLive
Annual Operating Budget
High Water Conditions
Council Repeals Bag Ordinance

2,679 views (13.14%)
1,107 views (5.43%)
817 views (4.01%)
784 views (3.84%)
754 views (3.70%)

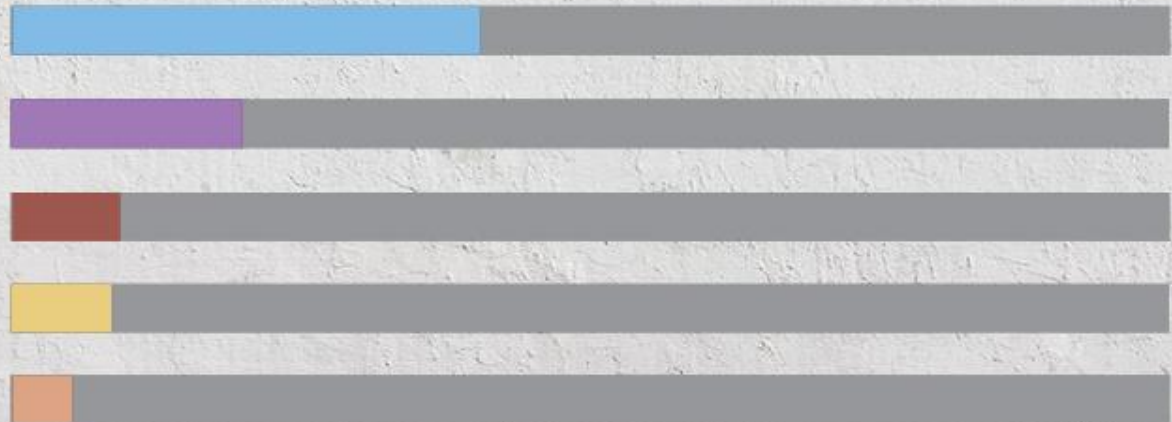
DALLASCITYHALL.COM
(40.24%) 5,178 views

DALLASCITYNEWS.NET
(20.13%) 2,591 views

GOOGLE
(9.07%) 1,167 views

FACEBOOK: MOBILE
(8.80%) 1,132 views

WFAA
(4.79%) 616 views



FACEBOOK ANALYSIS

OCT. 1, 2014



JUNE 30, 2015

SUNDAY
Avg. 9.3 k imp.

MONDAY
Avg. 11.9 k imp.

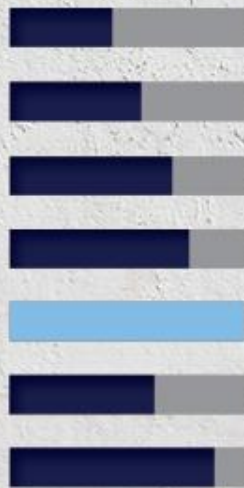
TUESDAY
Avg. 15.2 k imp.

WEDNESDAY
Avg. 16.1 k imp.

THURSDAY
Avg. 19.6 k imp.

FRIDAY
Avg. 13.5 k imp.

SATURDAY
Avg. 18.5 k imp.



MALE FANS
41%



FEMALE FANS
59%



13-17

18-24

25-34

35-44

45-54

55+

HIGHLIGHTS

NEW FANS
1,998

IMPRESSIONS
4,368,203

TOTAL PAGE LIKES
6,100



TWITTER ANALYSIS

OCT. 1, 2014



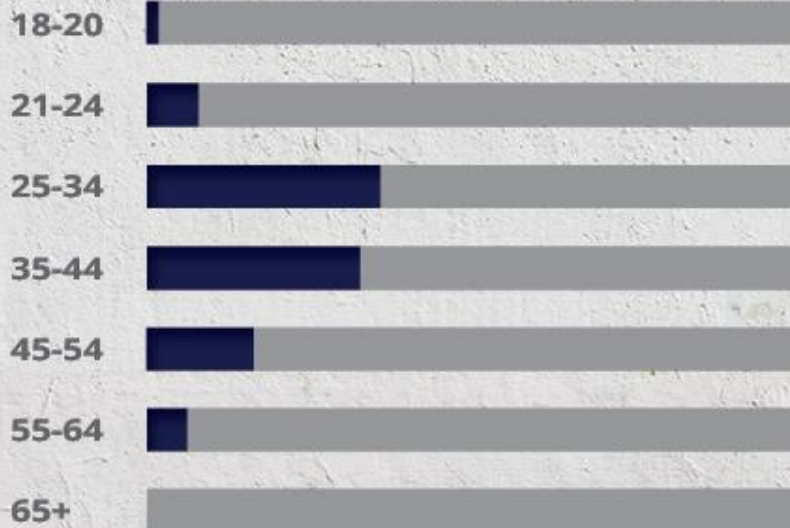
JUNE 30, 2015



MALE FOLLOWERS
55%



FEMALE FOLLOWERS
45%



HIGHLIGHTS

NEW FOLLOWERS
17,402

LINK CLICKS
9,569

MENTIONS
6,206

RETWEETS
4,745



YOUTUBE ANALYSIS

OCT. 1, 2014



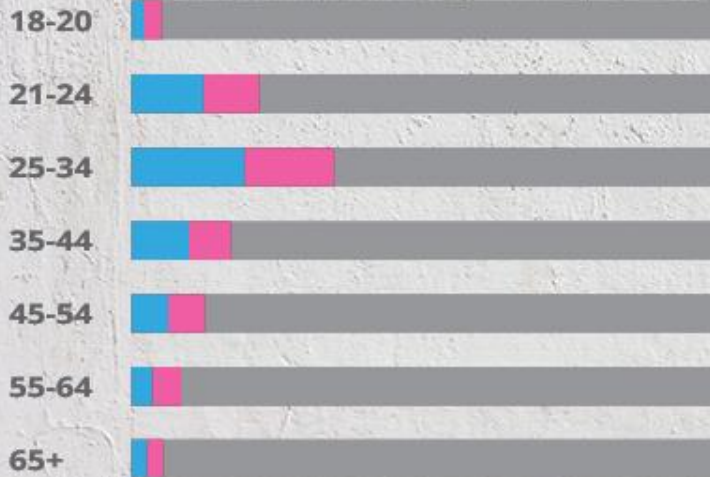
JUNE 30, 2015



MALE FOLLOWERS
54%



FEMALE FOLLOWERS
46%



HIGHLIGHTS

VIEWS
238,538

NEW VIDEOS
88

MINUTES WATCHED
453,907

AVERAGE DURATION
1:54

TOTAL VIEWS
428,229

TOP PERFORMING CONTENT: All Videos

Nina Pham & Bentley Content
201,998 Views | 479 Likes | 117 Comments

Trinity River Balanced Vision
4,616 Views | 10 Likes | 0 Comments

Atkins Video Release
3,742 Views | 0 Likes | 2 Comments

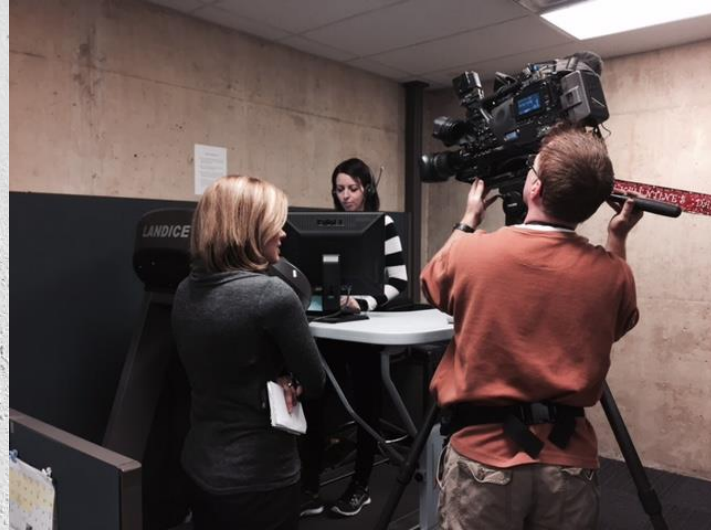
Dallas Water Rescue
2,889 Views | 21 Likes | 2 Comments

McDermott Bridge - First Steel
2,175 Views | 9 Likes | 2 Comments

- **Embed Player (75%)**
- **Direct Entry (6.5%)**
- **External Source (5.5%)**
- **YouTube Search (3.9%)**
- **Suggested Videos (3.4%)**



TRADITIONAL MEDIA



BRANDING

- Working to align the City logo and brand with DCVB
- The current City brand is fractured and confusing
- One voice, one message
- Will strengthen our prominence as a destination for employees, employers, visitors and residents





NYC Office of the Actuary

NYC
Administrative Justice Coordinator

NYC Department for the Aging

NYC DESIGN
PUBLIC DESIGN COMMISSION OF THE CITY OF NEW YORK

NYC
Buildings

Department of Buildings

NYC Business Integrity Commission

NYC
Administration for Children's Services

NYC KINGS COUNTY PUBLIC ADMINISTRATOR

Art Commission

NYC Center for Innovation through Data Intelligence

NYC Office of Chief Medical Examiner

NYC Citywide Administrative Services

NYC Office of Citywide Event Coordination and Management

NYC Civil Service Commission
City of New York

NYC Civilian Complaint Review Board

NYC Commission to Combat Police Corruption

NYC Board of Correction

NYC Conflicts of Interest Board

NYC Consumer Affairs

NYC Mayor's Office of Contract Services

NYC CRIMINAL JUSTICE

NYC Analytics
Mayor's Office of Data Analytics

NYC Mayor's Office to Combat Domestic Violence

NYC Mayor's Office of Environmental Coordination

NYC Health
THE NEW YORK CITY DEPARTMENT OF HEALTH AND MENTAL HYGIENE



BROADCAST TEAM



City Hall Broadcasts

Council Agenda (*WRR)
Council committee
Council subcommittee
Board and commission
Inauguration

Cable

Time Warner Cable
Verizon FiOS
AT&T U-Verse

Other Services

Live stream/online archiving
City news, services, events
DallasCityNews.net
Virtual town hall meetings
IVR recordings
Press conferences
PSAs
Promotional videos
Live City bid openings



BROADCAST TEAM

Oct. 2014 to July 2015



TOTAL MARKET VALUE \$2,252,646



PEG FUNDING

(Public, Education, Government)

- Established by Ordinance #24484 adopted Dec 13, 2000
- The fund was established for the deposit, investment and use of the PEG initial grant payments required by City cable franchises
- In 2005 the Texas Legislature passed Senate Bill 5
 - Transferred the authority for franchising cable providers from cities to the Texas Public Utility Commission
 - Cable companies operating under a State Issued Certificate of Franchise Authority are required to pay cities 1% of their gross revenues to support PEG uses of the cable system
 - Payments are received quarterly
- Use of PEG funds is restricted by federal law to capital expenditures for PEG facilities and equipment
 - Since 2008, the City has used these funds for the construction and equipment in the L2 studio and equipment upgrades at City Hall
 - Money was also used to create studio space at the library



MEETINGS BROADCAST PROJECT

- Briefed to Council November 2014
- Project started January 2015
- About \$2M (PEG) on technological upgrades and cameras so far this calendar year
- 46 cameras (up from 12)
- 113,600' cabled installed (audio, video, fiber, network)
 - 21.3 miles of cable
 - 218 Reunion Towers
- 7 meeting rooms equipped (up from 3)



ONLINE ARCHIVING PROJECT

- Not previously briefed to Council
- Project started in March 2015
- City staff-initiated project
- Enhanced level of transparency
- Providing online access to archives of council committee briefings, board and commission meetings
- On-demand type online access to meetings that are broadcast on City cable channels



COUNCIL, BOARD AND COMMISSION MEETINGS

Dallas City Council Agenda
Dallas City Council Briefing Meetings
Budget, Finance & Audit Committee
Economic Development Committee
Housing Committee
Public Safety Committee
Transportation & Trinity River Project
Committee
Quality of Life & Environment Committee
Arts, Culture & Libraries Committee
City Plan Commission
Community Development Commission

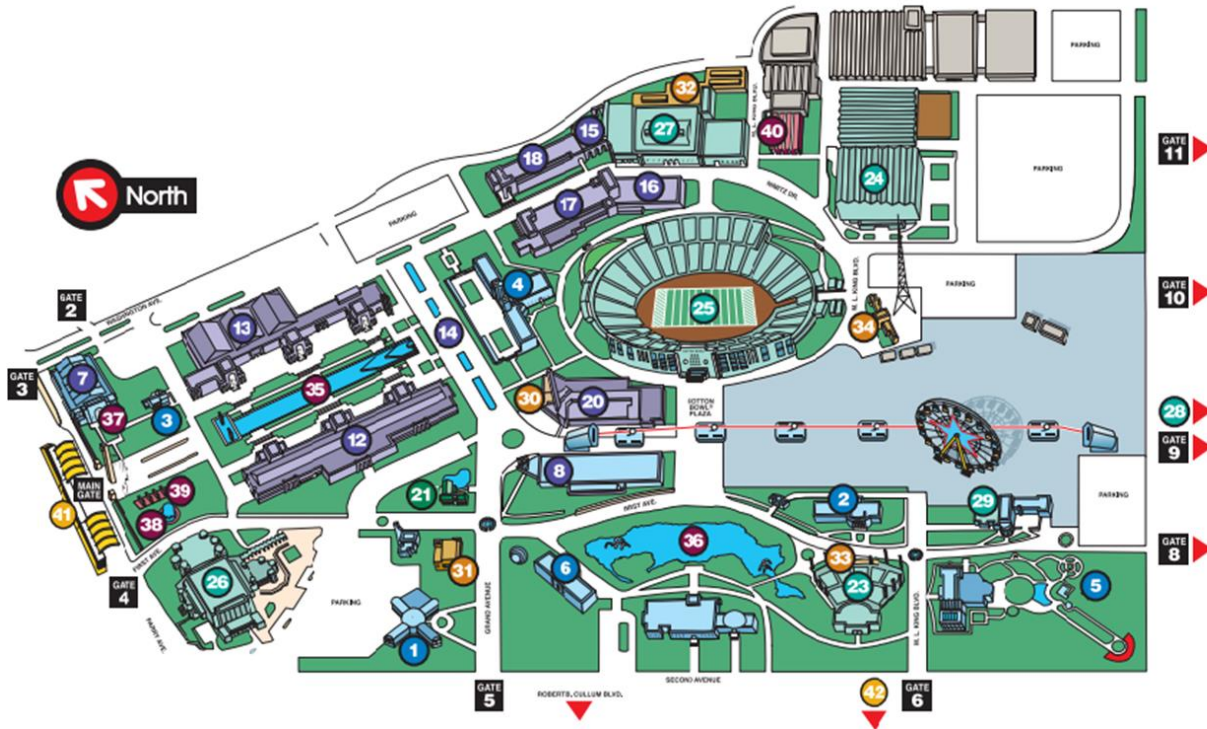
Citizens/Police Review Board
Civil Service Board
Dallas Landmark Commission & Task Force
Dallas Animal Services
Dallas Park and Recreation Board
Public License and Appeal Board
Virtual Town Hall
Zoning Board of Adjustments (BDA)
Automated Red Light Commission (ARC)
Ad Hoc Committee



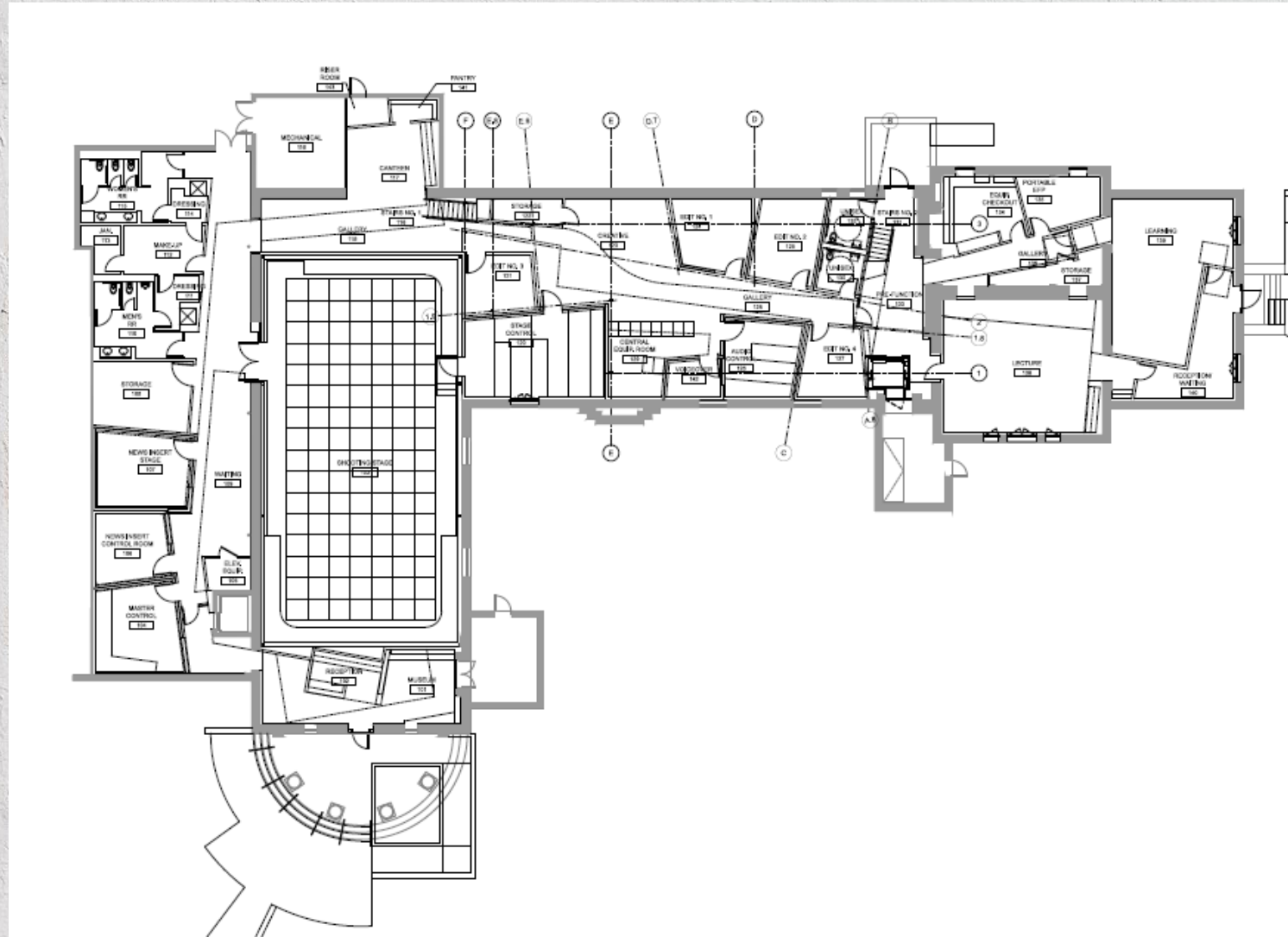
BROADCAST CENTER

FAIR PARK, TX

One fun thing leads to another.



BROADCAST CENTER



RETURN ON INVESTMENT

- In-house broadcast/education center of excellence in community
- Partnerships with DISD and higher educational institutions
- Internal training dissemination opportunities
- Informed public=City ambassador



OUR VALUE

Oct. 2014 to July 2015

MARKET VALUES	GENERAL FUND
PIO TEAM	PIO TEAM
\$1,544,334	\$727,160
BROADCAST TEAM	BROADCAST TEAM
\$2,252,646	\$386,188

TOTAL VALUE:

\$3,796,980

TOTAL GF EXPENSES

\$1,113,348



TRANSPARENCY AT A GLANCE

- New City open records system
- Social media archiving
- Public release of information
- DallasCityNews.net
- Broadcasting of board and commission meetings at City Hall
- Online archiving of meetings broadcast on cable channels
- Downloadable archived videos



HOW WE SUPPORT COUNCIL

- Support for City events (e.g., groundbreaking, library opening, bridge opening, streetcar)
 - Media relations
 - Talking points
 - Video production
 - A/V support
 - Marketing



NEW FEATURES

- Training of all Council assistants:
 - Support for district-specific events
 - Media relations
 - Media advisories/news releases
 - Talking points
- Additional funding:
 - Graphic design
 - Media advisories/news releases
 - Talking points



QUESTIONS?

