

Memorandum



CITY OF DALLAS

DATE April 4, 2008

TO Trinity River Corridor Project Committee Members:
David A. Neumann (Chairman) Pauline Medrano
Mayor Pro Tem Dr. Elba Garcia (Vice-Chair) Mitchell Rasansky
Deputy Mayor Pro Tem Dwaine Caraway Steve Salazar
Carolyn R. Davis
Linda Koop

SUBJECT Trinity River Corridor Project
TRCP – Communications & Marketing Action Plan

Attached is the draft of the TRCP – Communications & Marketing Action Plan for Judy Schmidt, our new Communications and Marketing Manager. Ms. Schmidt will be available at the April 8, 2008 Trinity River Corridor Project Committee meeting to answer any questions regarding this plan. A more comprehensive Strategic Marketing Plan is being developed, and will be presented to this committee in June 2008.

If you have further questions, please let me know.

A handwritten signature in black ink, appearing to read 'Jill Jordan', written over the printed name.

Jill A. Jordan
Assistant City Manager

Attachments

c: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Ryan S. Evans, First Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
A.C. Gonzalez, Assistant City Manager
David Brown, Interim Assistant City Manager
Dave K. Cook, Chief Financial Officer
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge Jay E. Robinson
Chandra Marshall-Henson, Asst. to the City Manager
Frank Libro, Director, Public Information Office

Memorandum



DATE: March 26, 2008
TO: Honorable Councilmember David A. Neumann
RE: Trinity River Corridor Project: Communications and Marketing Professional

Judy Schmidt began her duties as our Communications and Marketing professional on Feb. 29, and is working exclusively for the Trinity River Corridor Project.

In a few short weeks, Judy has made substantial contributions including significant improvements to a promotional brochure which will be printed in the next few days; producing and managing this year's legislative presentation for the City's Trinity River Corridor Project lobbying day in Washington, DC; and working with the City's Web group to add a Web cam component for construction of the Margaret Hunt Hill bridge. She has also improved the existing TRCP Web site while collaborating with a vendor already contracted to redesign the Web site. The new site's updated design will be more readable and easier to navigate, and will feature improved graphics and photographs, plus FLASH technology. It will be updated regularly.

Judy's first several days were consumed with getting up to speed on one of our signature events - the Trinity River Levee Top Run. Judy assisted in the final days of the event planning, set-up and event day activities. The Public Information Office facilitated a new promotional angle for this year's event by creating a challenge between Dallas Police Department and Dallas Fire Rescue recruits. Judy also helped craft a news release sent to media and hundreds of homeowners' groups; helped design and place an advertisement in the Dallas Morning News; and worked with every major running club in the area to promote the event on their Web sites and directly to their members via email. The event appeared on several local news stations and an article was published in the Dallas Morning News with two photographs which resulted in an estimated media value of approximately \$9,000.

Judy has an Action Plan for her first 100 days created by Frank Libro, Director of the Public Information Office, which she is using as a work plan guide. She is also tracking her projects and assignments on a spreadsheet (both documents are attached).

As you know, Judy's most critical assignment is creating a Strategic Marketing and Communications Plan for each component of the project. This will be the "playbook" for how the City imparts information to the public and our stakeholders for the next 3-5 years. That assignment will take 2-3 months to prepare and is expected to be briefed to the TRCP Committee in the summer. This plan will

address how we can better communicate with the media, citizens and interest groups. It will also address improved communication tools and delivery options and include some "social media" options such as Pod casts and email communication tools.

The measurement for the success of our efforts has several dimensions. As with all City employees, Judy has an annual performance plan which outlines specific responsibilities, and projects and goals attached to it for which she is evaluated. Any merit increase is tied to her ability to demonstrate her successes and abilities. Although it can be a challenge to assess a change in public opinion and perception there are several means to gain feedback. Judy has started tracking the number of favorable news stories associated with the TRCP and assigning a media value to each story using industry tracking standards. One of the items on Judy's Action Plan is to set up a speaker's bureau and we will track all of the groups from whom we proactively seek an audience as well as consider conducting an annual public perception phone or written survey.

As you can see, we are well on our way to creating better communications and marketing efforts. With the Council's support to speed up the timeline of the project, we will soon see our vision to reclaim the river become a reality; transformed into a showcase for all our residents to enjoy.

Sincerely,

A handwritten signature in black ink, appearing to read "Mary K. Suhm". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Mary K. Suhm
City Manager

“Draft”

**TRCP --
Communications & Marketing Action Plan**

**Judy Schmidt
Communications & Marketing Manager, TRCP**

March 2008:

- Set-up office
- Shadow Taryn Brown to learn logistics of Trinity River Levee Run (March 8) and Great Trinity Adventure Hike (April 5)
- Read and absorb all TRCP committee and full council **briefings** posted on City's Web site
- Read **Balanced Vision Plan**
- Read Rebecca **Dugger's power point** overview presented to community groups
- Read **Industrial Boulevard PR/Communications** plan and adjust as needed – take-over the plan and execution
- Review & improve **TRCP brochure – and identify printer**
- Review and provide input to **IGS legislative presentation** – PIO working with IGS to create a more exciting presentation which tells the progress of the TRCP
- Start attending and/or watching via government channel **TRCP committee meetings**
- Review Trinity River **Branding initiative** briefing – and read file DMN story: <http://www.dallasnews.com/sharedcontent/dws/news/localnews/stories/012308dnmettrinitylogos.4a54b614.html>
- **Meet and greet** key members of stakeholders groups and PIO's from other government agencies. Set up regular meeting (monthly) with other PIO's.
 - North Texas Tollway Authority
 - Texas Department of Transportation
 - The Trinity Trust
 - The Trinity Commons
 - U.S. Army Corps of Engineers

Trinity River Corridor Project Assignment Sheet

Name: Judy Schmidt

Week of March 24, 2008 - March 28, 2008

Assignment/Task	Activities Last Week	Upcoming Activities	Deadlines/Milestones	Pending
1. Moore Park Gateway	Began discussions with TRCP staff regarding upcoming groundbreaking.	Create event spreadsheet with action steps.	4/11/2008	
2. Trinity River Levee Run	Distributed photos to City offices such as Police and Fire departments. Also, sent photos to Mr. Neumann's office and Luke's Locker. Began draft of post-event photo release.	File photos for future reference and use. Send out post event release.	3/27/2008	
3. Trinity River Corridor Web Site	Met with Alpha Business, new web site designers. Legal documents signed.	Draft new navigation recommendations.	4/1/2008	AA document was not located, therefore, new version is being expedited.
4. IGS Legislative Presentation	Met with Simmons Design to layout new folder and Legislative Fund Request. Managed copy, edited and worked with Scot Miller to obtain new Trinity River and Great Trinity Forest photos and permission to utilize them.	Review latest changes and work with Simmons Design to produce new kits.	3/31/2008	
5. PIO Meeting	Met with Tony Hartzell and Alba Baker to kick-off first PIO meeting for 2008.	Next PIO meeting scheduled for 2/28/2008 at 8:30 AM.	2/28/2008	
6. Trinity River Audubon Cnt a. Final onsite logistics	Met with COD PIO office to discuss the event and details. Spoke with Ann Brown from Audubon and went over current logistics for Council Member Tour with Media and other groups such as Trinity Trust.	Update event spreadsheet with action steps, invite all attendees, draft key messages, review outline/timeline from Parks. Inquire about photographer. Food options and locations. If more than 30 people attending, suggest having 2 tour groups.	Tour schedule for 4/16/2008 ASAP ASAP	
7. Trinity River Corridor Project Partner Open House	Created event spreadsheet. Began discussions to organize the event.		Open house scheduled for 4/8/2008	
8. Trinity Commons Foundation	Attending meeting at foundation.			
9. Speakers Bureau	Began making calls and inquiries. Scheduled to speak to contact at corporation on 3/25/2008.		3/25/2008	
a. ExxonMobil			3/25/2008	

Trinity River Corridor Project Assignment Sheet

Name: Judy Schmidt

Week of March 24, 2008 - March 28, 2008

Assignment/Task	Activities Last Week	Upcoming Activities	Deadlines/Milestones	Pending
b. Boys Scouts of America	Council 10 is posting Orienting event on its web site. Have invited TRCP to exhibit at May Boy Scout show at Market Hall -- expecting 15,000 attendees. Also, looking at speaking opportunity for leadership meeting. Quarterly newsletter is available to provide TRCP progress reports and list events.	Make decisions about participation. Schedule additional talks with Scott.		
c. Chamber of Commerce -- Eco Development Group	Contacted director.	Call back on 3/27/2008		
d. Time Warner	Corresponded with Joe Lengfeller and he has put me in touch with another person. Also, his group is reviewing how we can partner with them in other ways.	Call back on 3/27/2008		
e. Verizon Corporation	Contacted VP of Human Resources regarding speaking opportunities and other marketing options.	Call back on 3/27/2008		
f. AA	Contacted VP of Brands and Advertising regarding speaking opportunities and other marketing options.	Scheduled to talk at end of month.		
g. The Potter's House	Reviewed web site and upcoming events.	Call this week and see if I can schedule meeting to discuss how we can partner with their various groups and marketing programs.		
10. Operation ACT	Part of Earth Fest Activities -- Mary has briefed me on the clean-up. Three locations for the clean-up: Trammel Crow Park, Moore Park and Rochester Park. All staging activities will be at Trammel Crow Park. In the event of rain, all staging activities will move to Rochester Park.	Get the message out about this clean-up so that as many people as possible will participate.	4/19/2008	
11. TRCP Brochure	Final edits.	Brochure is at the printer.	3/31/2008	
12. Industrial Blvd.	Reviewed PIO's plan and working to add additional points and strategic actions.	Finalize changes and review with Frank Libro.	3/31/2008	