

Memorandum



CITY OF DALLAS

DATE October 28, 2016

TO Honorable Mayor and Members of the City Council

SUBJECT **Communications & Policy Institute**

Over the past two years we have briefed you on the development of a new broadcast studio and Communications & Policy Institute. We have made great progress and will update you on the next steps. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions.

A handwritten signature in blue ink, appearing to read 'A.C. Gonzalez', written over a blue circular stamp.

A.C. Gonzalez
City Manager

c: Larry Casto, 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
M. Elizabeth Reich, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

BROADCAST CENTER AND COMMUNICATIONS & POLICY INSTITUTE



CITY OF DALLAS



BACKGROUND

2014

Communication plan presented to council to enhance transparency, communications and community engagement

- New community news site, stronger online presence
- Improve cable and online access to public meetings
- Social media communications
- Public engagement
- Expand video production and public access capacity
- Develop educational opportunities (Communications and Policy Institute)



BACKGROUND

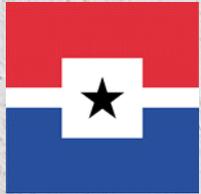
2015

Briefed council on new broadcast center

- Identified location
 - Fair Park
 - Shared space with WRR
- Proposed physical layout
 - Expanded broadcasting facilities
 - Student wing
- Shared potential partnerships
 - DISD, DCCCD, universities, plus others



REGIONAL PARTNERS



BROADCAST CENTER UPDATE

Identified PEG Funding

- Can only be used for capital infrastructure and maintenance for cable public access

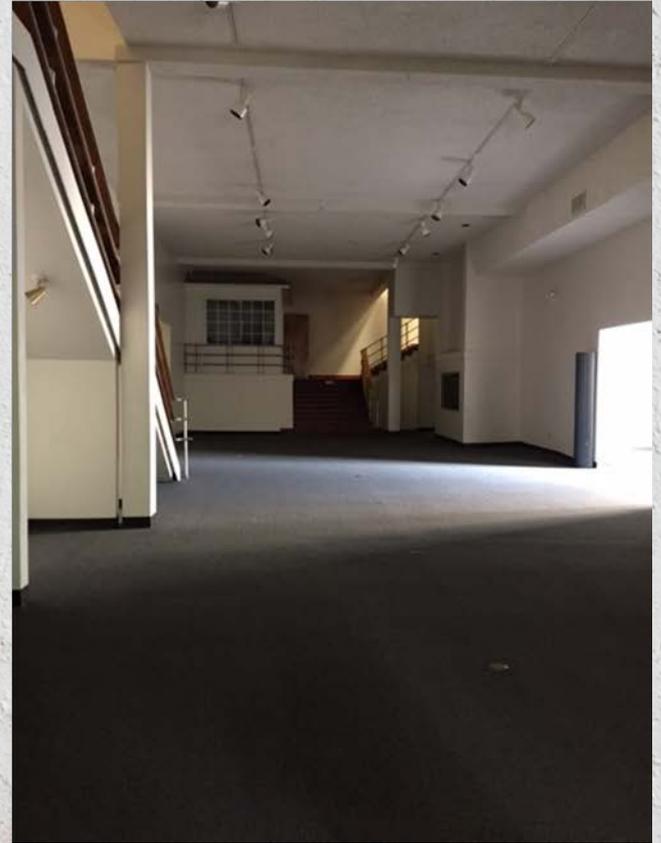
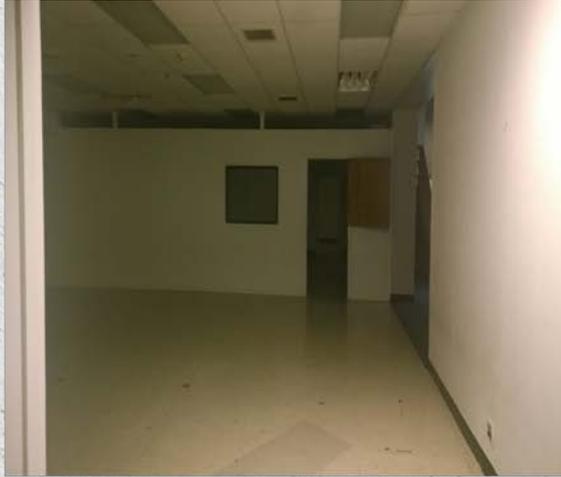
Developed partnerships

- Lincoln and Skyline High Schools
- Dallas County Community College District
- Universities: UTD, UNT, UNT Dallas, SMU, Paul Quinn College, UTA and TCU
- Plus many other community partners

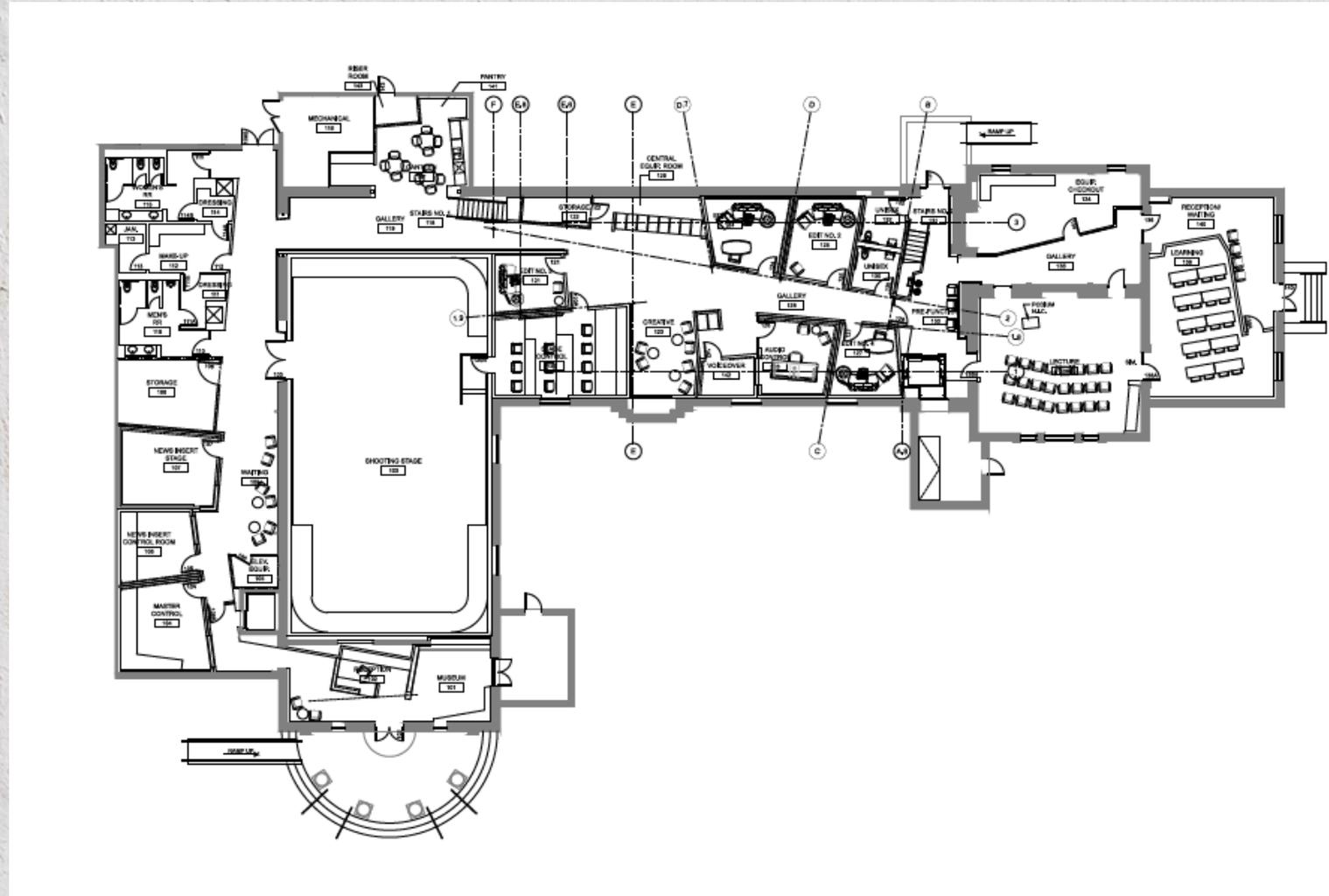
Completed construction preparation (see appendix)

- Construction documents
- Historic preservation review completed
- Bidding process completed

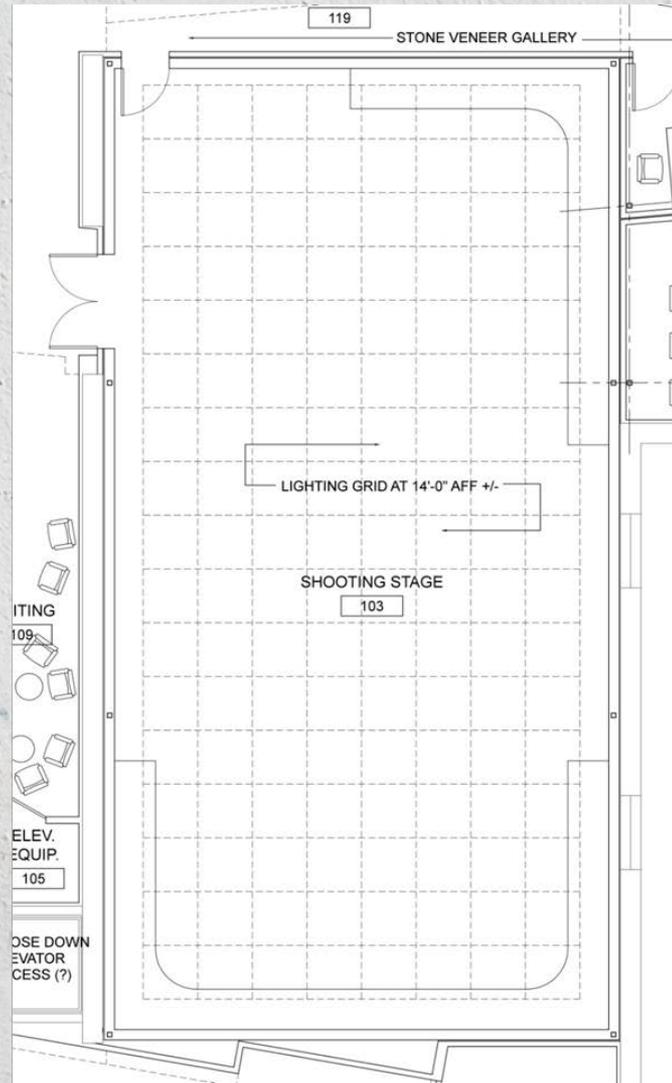
FAIR PARK TODAY



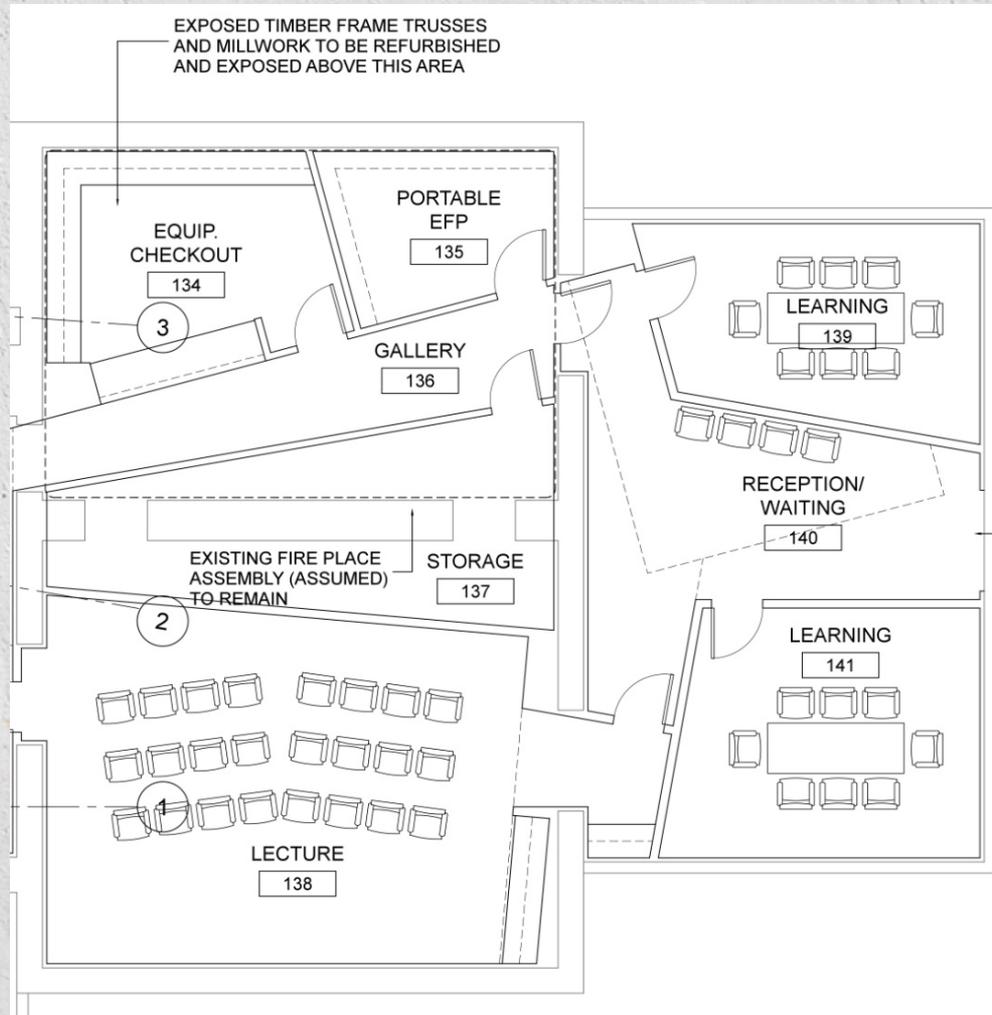
FUTURE DESIGN PLAN



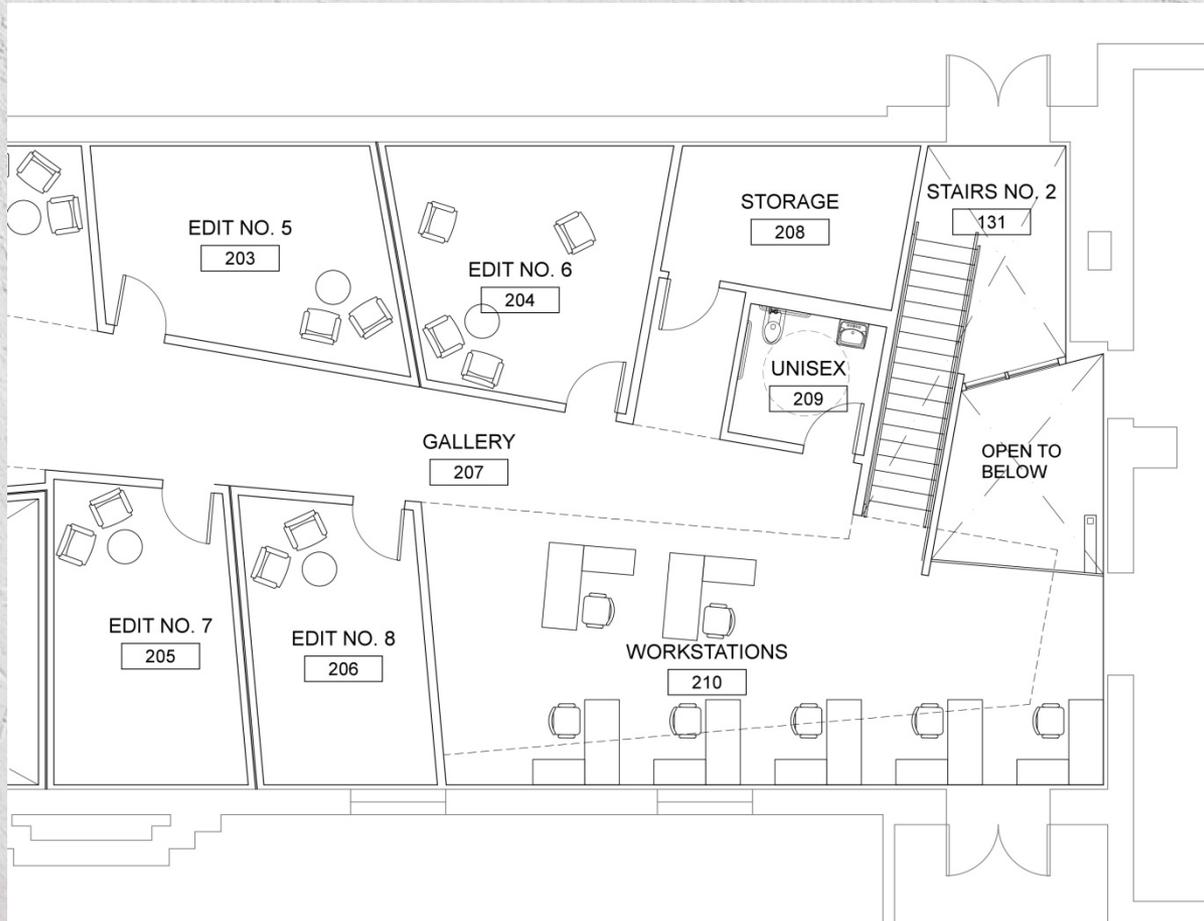
BROADCAST CENTER



LECTURE HALL



STUDENT LAB



FUTURE PLANS



COMMUNICATIONS & POLICY INSTITUTE



PROGRAM DEVELOPMENT

Student education

- Exposing students to different organizations and companies that serve the community
- Real-world application of what they learn at school
- Developing networks for future internships and job opportunities
- Student lab where students will learn how to communicate policy

Enhanced opportunities for public information and engagement

- Three studio sets for education and community programming

Revenue opportunities for expansion

- Studio rental
- Conference room rental
- Cable channel program sponsorships



PROPOSED PROGRAMS

Universities proposed program:

Begins fall 2017

Semester-long course

Friday:

- Communications lecture
- Policy lecture
- Guest lecture/sponsored lunch
- Lab for communicating policy
- End of semester: educate public about a social issue in the City of Dallas and hold press conference

High school proposed program:

Begins fall 2017

Semester-long course

Wednesday:

- Rotating program
- Weekly assignments for communicating policy
- End of semester: town hall meeting on social issue selected by college students



PROGRAM BENEFITS

- More public information on city policies, events and activities
- More year-long activation of Fair Park
- Strengthen ties with education partners
- Career development for students
- Use of PEG funds for greater public access programming and facility improvements





SKYLINE HIGH SCHOOL

- Students will engage in a multimedia approach to communications
- Students will learn real-world application of what they learn in the classroom
- We will teach that City Hall governance, local media and communications are directed toward the purpose of enhancing the lives of Dallas citizens.
- Students will also develop content for their own scholastic media including online newspapers (Skyline Tribune) broadcast network (Skynet) and Lincoln Magnet media productions.

LINCOLN HIGH SCHOOL

- Allows students to interact with a myriad of professional, intellectuals and academic growth.
- Allows students to better understand a global, multicultural society.
- Allows students to reinforce their concept of teamwork and at the same time promote independent growth.
- Exposes students to internship opportunities, different career tracks and college programs



NEXT STEPS

- Council consideration of bid award in December 2016
- Enter into an agreement with education institutions in March 2017
- Construction milestones
 - Beginning January 2017
 - Student wing completed August 2017
 - Broadcast Center completed June 2018



QUESTIONS?



APPENDIX



2016 TIMELINE

- March 2nd - Submitted to Landmark Commission
- March 9th - Fair Park Taskforce requested changes
- April 13th - Fair Park Taskforce approved changes and sent to Landmark
- May 2nd – approved by Landmark Commission June 22nd - Texas Historical Commission – Plans submitted for Historical permit
- September 14th - Advertised the Bid Issue
- September 30th - Texas Historical Commission – Received Historic Buildings and Structures Permit
- October 14th - Bids Due
- December 2016 – Construction proposal goes to council



PEG Funding

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

