

Memorandum



CITY OF DALLAS

DATE August 11, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **Communications Plan for Value of Ethics**

Chapter 12A of the Dallas City Code (Code of Ethics) establishes the Integrity Officer Program under the supervision of the inspector general for the purpose of providing support to city offices and departments by ensuring that city employees, officials, and persons doing business with the city comply with the Code of Ethics and adhere to all ethical standards and reporting requirements. To further this purpose, the Inspector General Division (IGD) of the City Attorney's Office (CAO) and the City Manager's Office (CMO) are initiating communications and educational information about ethics to city employees, city officials, and residents. This will begin in August 2023.

These communications are being spearheaded by Chief Integrity Officer (CIO) Baron Eliason of the IGD and Ethics Officer (EO) Hai Tran of the CMO. The CIO's role is to communicate, train, and write advisory opinions about ethics. The EO's role is to operationalize ethics across city departments, develop and establish an Ethics Hub at the heart of the CMO, and serve as liaison between employees and the IGD. The CAO and CMO are collaborating closely on this process to provide ethics training and information to further the principles of conduct in the Code of Ethics and build a culture of trust that exemplifies the city's five core values: Empathy, Ethics, Excellence, Engagement, and Equity. While the Inspector General will be responsible for enforcement of the Code of Ethics, the EO in CMO will emphasize collaboration across departments and a supportive culture of understanding, integrity, and inclusion.

This collaboration will address several known issues. Information gathering will reveal and help prioritize current ethics issues in city government. Communication and training related to the Code of Ethics requirements will reduce the current fragmentation of information about ethics and confusion about how the complaint and enforcement process works. Increasing internal awareness will drive compliance and engagement in the practice of ethics, building public trust in city government.

The work will focus on three main components.

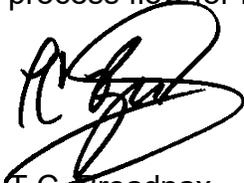
1. **Communication** – The communication plan will focus on providing important information both internally and externally about ethics in the city. This plan will include establishing an Ethics Hub to provide a centralized and collaborative internal resource for all Chapter 12A related topics and developments.
2. **Training** – Training will be developed in three categories: ongoing, ad hoc, and development. Development training will be centered on going deeper into topics

DATE August 11, 2023
SUBJECT **Communications Plan for Value of Ethics**
PAGE **2 of 2**

via monthly themes, quarterly events, and special trainings. Delivery channels include in-person, MS-teams-based, written, and KnowBe4 offerings. A central feature of this plan will be monthly themes of ethics highlighted via communication platforms noted.

- 3. Collaboration** – Collaboration and partnership across departments will be spearheaded by the Chief Integrity Officer (CIO) and the Ethics Officer (EO). Voice of employees, qualitative and quantitative feedback from departments will determine monthly topics of communications and specialized training. Proactive education, employee recognition, and collaborative teamwork will drive a culture of trust and understanding, exemplifying transparency, openness, and honesty.

As ethics engagement kicks off, communication will focus on topics such as orienting city officials, employees, and residents to awareness of the enforcement process and a clear process flow for filing complaints.



T.G. Broadnax
City Manager

Tammy L. Palomino

Tammy L. Palomino (Aug 11, 2023 11:44 CDT)

Tammy L. Palomino
Interim City Attorney

C: Mark Swann, City Auditor
Biliera Johnson, City Secretary Preston
Robinson, Administrative Judge
Kimberly Bizer Tolbert, Deputy City Manager
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Dr. Robert Perez, Assistant City Manager Carl Simpson,
Assistant City Manager Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors