

Memorandum



DATE August 8, 2008

TO Honorable Members of the Quality of Life Committee: Pauline Medrano, Chair; Vonciel Jones Hill, Vice Chair; Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT Animal Services Proposal Marketing Briefing

On Tuesday, August 12, 2008, you will be briefed on the Animal Services Proposal Marketing Public Awareness and Education Campaign for the new animal ordinances. Attached is the briefing material for your review prior to Tuesday's discussion.

If you have questions or need additional information, please let me know.



David O. Brown
Interim Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge Jay E. Robinson
Ryan S. Evans, First Assistant City Manager
Ramon F. Miguez, Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
David K. Cook, Chief Financial Officer
Forest E. Turner, Acting Director, Code Compliance Department

Animal Services Proposal Marketing Public Awareness & Education Campaign for New Animal Ordinance

Dallas **Code** Compliance, **what it all means**
COMMUNITY



City of Dallas



Key Focus Area
Clean, Healthy Environment

K Strategies Group

- Public affairs firm providing public relations, community relations and M/WBE programs. Dallas based, minority business.
- Public Relations projects:
 - Dallas SafeLight (red light camera) public awareness campaign
 - Dallas Pride in Your Neighborhood Program
 - TxDOT Statewide Public Education Campaign

Purpose & Objectives of Public Awareness & Education Campaign

- Purpose: to educate and increase awareness of new animal ordinance
- Objectives:
 - Increase awareness of new ordinance and dates of compliance
 - Decrease number of stray animals
 - Decrease euthanasia
 - Increase animal adoptions
 - Increase awareness of new animal shelter & adoption center
 - Increase responsible pet ownership

Target Audiences

- Pet owners (areas with high numbers of strays)
- Possible new pet owners
- Spanish speaking communities
- Animal groups
- Animal related businesses
- Community groups
- Youth
- Dog Parks

Public Awareness & Education Campaign

- 4 month program
- Public awareness plan with deliverable dates
- Coordination with City, Code, PIO, Animal Commissioners and Animal Shelter
- Working with animal groups and businesses
- Spanish language marketing
- Monthly progress reports to City

Components of Plan

- Develop a slogan
- Create marketing collateral
- Conduct community outreach
- Create radio PSAs
- Hold Animal Shelter open house events
- Develop new information for website and 311
- Collaborate with animal & community groups, and businesses

Components of Plan (continue)

- Info on DART vehicles & water bills
- Possible school field trips to animal shelter
- Speaking engagements & presentations
- Initiate collaborations to promote new Animal District
- Explore celebrity spokesperson
- Explore online registration & payment
- All services in English & Spanish

Comments or Questions



K Strategies Group

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