Duncanville Community Engagement Advisory Board
Regular Meeting Meeting Agenda

Briefing Room
203 East Wheatland Road
Duncanville, Texas 75116

Tuesday, November 11, 2025
6:00 PM

1. Swearing In

2. Call to Order

3. Introductions
    Each member of the Community Engagement Advisory Board will be given 4 minutes to introduce themselves.

4. Elections

    A.   The Community Engagement Advisory Board to select a Chair to serve a one-year term ending September 2026.

    B.   The Community Engagement Advisory Board to select a Vice Chair to serve a one-year term ending September 2026.

5. Receive Public Comments, limit 2-minutes per individual speaker.

    To submit a comment via email and for your comments to be read, the following information is required:
    Submit a comment by 4:00 PM on Tuesday, November 11, 2025
    Email alex.hamby@duncanvilletx.gov
    Email title: Public Comment – Tuesday, November 11, 2025
    First and Last Name; and address.

6. Items for Upcoming Meeting Agendas

    A.   Communications and Marketing Projects

7. Adjournment

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located outside the entrance to the City of Duncanville City Hall, next to the entryway doors, a place convenient and readily accessible to the general public, as well as to the City's website www.duncanvilletx.gov and said Notice was posted **by** the following date and time: **Tuesday, November 4, 2025, by 5:00 P.M.** and remained posted for at least two hours after said meeting was convened.

Alex Hamby, Communications and Marketing Administrator

City of Duncanville
Engagement and Accessibility

DuncanvilleTX.gov
Active users (last 30 days)
18K

Email newsletter
Subscribers
4,316

Open rate
32%

Printed Newsletter
Discontinued

No stats for engagement. Not sent to individual apartments/condos.

Facebook
Total followers
7,140

Instagram
Total followers
2,735

Threads
Total followers
382

X
Total followers
1,149

LinkedIn
Total followers
1,156

YouTube
Total subscribers
582

Nextdoor
Members
16,125

- - -

Population (estimates)
39,750

Speak a language other than English at home
35%

Disabled
9%

Elderly
17%

ONline
8%

Under 18 years
25%

Under 5 years
5%

City of Duncanville
Engagement and Accessibility

New ADA Web Accessibility Rule (2024)
Cities, counties, and other state and local government agencies must make their **websites and mobile apps accessible** to people with disabilities.

What's Required?

- Follow **WCAG 2.1 Level AA standards** (Web Content Accessibility Guidelines).
- Applies to websites, documents (like PDFs), videos, and mobile apps.

Deadlines:

- Large cities (50,000+ people): Must comply by April 24, 2026**.**
- **Smaller cities and special districts: Must comply by April 26, 2027**.

The goal is to ensure **equal access** to public information and services for everyone, including people with disabilities.

Fines:

Federal Fines: The federal government can impose civil penalties for ADA violations.

A first violation can carry a maximum civil penalty of **$75,000**.

Subsequent violations can result in a maximum civil penalty of **$150,000**.

What Makes a Website and Social Media Accessible?

Accessibility means making sure everyone—including people with disabilities—can access and use your digital content. That includes your website, social media posts, PDFs, videos, and mobile apps.

Here are the main things to consider:

1. Use Good Color Contrast

Text must stand out clearly against the background.

Black text on white is ideal; avoid light gray text on light backgrounds.

Use contrast checkers to make sure colors meet WCAG 2.1 AA standards.

2. Use Clear, Simple Language

Write at a 6th to 9th grade reading level.

Use short sentences and everyday words.

Avoid jargon, acronyms, or legal language unless explained.

3. Add Alt Text to Images

Use alt text to describe what's in a photo or graphic.

This helps people using screen readers understand the content.

Example: "A firefighter shakes hands with a smiling child at a community event."

4. Make Videos Accessible

Add captions for all spoken content.

Include audio descriptions if important visuals are not explained aloud.

Avoid flashing content that could cause seizures.

5. Make Content Keyboard-Friendly

People should be able to navigate with a keyboard, not just a mouse.

This helps those using screen readers or other assistive tech.

6. Use Accessible PDFs and Documents

Avoid scanned PDFs that are just images.

Make sure documents are tagged, so screen readers can understand headings, tables, and reading order.

Use accessible fonts like Arial, Verdana, or Tahoma.

Learn more at:

Important Communications and Marketing Projects

- ☐ Web Accessibility/ADA compliance
- ☐ New website launch on October 1, 2026