



Community Engagement Advisory Board

Regular Meeting Agenda

Duncanville City Hall Annex

103 E. Wheatland Rd., Duncanville, TX 75116

Tuesday, September 9, 2025

6:00 PM

Call to Order

1. Receive public comments, limit 2 minutes per individual speaker.

To submit a comment to the Community Engagement Advisory Board via email and for your comments to be read, the following information is required:

- Submit a comment by 4:00 PM on Tuesday, September 9, 2025.
- Email alex.hamby@duncanvilletx.gov
- Email Title: *Community Engagement Advisory Board Public Comment — September 9th*
- First and last name; and home address.

The staff liaison will still set a two-minute time limit on the comments as they are read. All comments will be included in the meeting minutes.

2. Events

- Wellness Day in the Park
- "Champion" Day

3. Neighborhood Ambassadors

4. Engagement Dashboard discussion

- [Community Calendar](#) "Add an Event" Survey Questions

5. Community Engagement Advisory Board strategic planning.

6. 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 to the digital kiosk located at the entrance to the City of Duncanville, Texas City Hall, 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 Tuesday, September 3, 2025, at 5:00 PM and remained posted for at least two hours after said meeting was convened.

Alex Hamby, Communications and Marketing Administrator



Survey Questions for Engagement Dashboard Project

Pre Event Questions.

1. Please provide your name and contact information,
2. Please provide a name or description for your event.
3. What was the event's date(s)?
4. What was the schedule start and end time(s) of the event?
5. Was the event sanctioned or sponsored by the city of Duncanville? Yes or No.
6. If number 5 = "Yes" Please provide the name of the city official or department that officially sponsored the event.
7. Where was the event held?

After Event Questions.

8. Select one or more methods that were used to promote the event.
 - a. Electronic Sign – Wheatland and Main
 - b. Posted flyers.
 - c. Text messaging.
 - d. Direct mail
 - e. Social media, other than city accounts.
 - f. City social media
 - g. City calendar/web site/newsletter.
 - h. Other (with an option to type).
9. Briefly describe your planning strategy. For example, when did promotion begin (in terms of days prior to the event)? How where the event specifics decided on? What resources outside of the Duncanville community were enlisted? In essence, please list anything that might be useful to other event planners.
10. Were any of the events' details changed after the event was publicized? Yes or No.
11. If yes to 10, please describe the event changes and the reasons for those changes.
12. What was the hoped-for participation count?
13. What was the actual participation count? (May not be necessary if Placer Id can be used.)
14. IF the event was held again, what insights would you share to improve the event.
15. Please take a moment and think about the purpose of the event. Select the best option from this list, if you select Other, you will have a chance to list its purpose.
 - a. Community Networking
 - b. Community Education
 - c. Sports or Other Recreation
 - d. Faith Based
 - e. Specific Interest (e.g. Gardening, Meditation)
 - f. Task Related Community Service (e.g. Trash Removal)
 - g. Other
16. If you have any additional observations or thoughts you wish to share with the Duncanville Community Engagement Advisory Board as part of our "Engagement Dashboard" project, please share it here. Thanks for your time!



City of Duncanville

Engagement and Accessibility

DuncanvilleTX.gov

Active users (last 30 days)
18,281

YouTube

Total subscribers
556

Email newsletter

Subscribers
3,334

Open rate
37%

Nextdoor

Members
15,708

Population (estimates)
39,750

Printed Newsletter

12,250

Speak a language other than
English at home
35%

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

Disabled
9%

Facebook

Total followers
6,818

Elderly
17%

Instagram

Total followers
2,607

Offline
8%

Threads

Total followers
360

Under 18 years
25%

X

Total followers
1,151

Under 5 years
5%

LinkedIn

Total followers
1,063

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:



Community Engagement Advisory Board

Responsibilities & Implementation

Responsibility	How the Board Will Fulfill It
Review and Provide Feedback on Messaging	Examine current or draft press releases, newsletters, social media posts, and public notices; offer input on clarity, tone, and cultural appropriateness.
Review Past Communications for Improvement	Periodically review a selection of past press releases, social media posts, or newsletters; identify strengths and suggest changes to improve future messaging.
Advise on Community Information Accessibility	Suggest ways to make communications more understandable, inclusive, and accessible, including plain-language improvements and translation needs.
Advise on ADA-Compliance Communications	Review draft and sample materials related to the Justice Department's ADA requirements to ensure public notices, FAQs, and updates are clear, accessible, and easy to find.
Advise on Website Development and Accessibility	Provide resident-focused feedback on navigation, layout, and content clarity for the new city website; review accessibility features to help ensure ADA/WCAG 2.1 compliance.
Identify Communication Gaps	Share observations about missing or unclear information residents may need, based on personal experience and community input.
Assess Communication Effectiveness	Review brief monthly summaries of communication metrics (e.g., reach, engagement) and provide suggestions for improvement.
Advise on Emerging Communication Preferences	Share insights on how residents prefer to receive information and recommend adjustments to channels or formats based on current trends.
Maintain Professional Conduct	Provide feedback in a constructive, respectful, and nonpartisan manner.