

Memorandum



CITY OF DALLAS

DATE April 5, 2024

TO Honorable Mayor and Members of Council

SUBJECT **2024 Community Survey (Business)**

Budget & Management Services (BMS) is partnering with ETC Institute (ETC) for the Business Survey, which will launch April 2024. The purpose of the 2024 Business Survey is to assess how well the City of Dallas is serving the needs of the business community, gather information about the characteristics of businesses in the City, and measure the City's performance over time. City Council authorized a two-year service contract, for resident and business surveys with ETC Institute (Resolution 23-2725) on November 8, 2023.

The survey and its administration are standardized to ensure high-quality survey methods and results that are statistically significant. BMS obtained feedback on the survey design in partnership with the Office of Economic Development and over 30 business organizations, including various Dallas chamber groups. The survey will be available in English, Spanish, Vietnamese, and Korean.

ETC will administer the survey and brief results to City Council in June. Digital materials are attached to share with businesses to encourage them to complete the survey if they are selected.

Please contact me or Janette Weedon, Director of Budget & Management Services, if you have questions.

A handwritten signature in blue ink that reads "Jack Ireland".

Jack Ireland
Chief Financial Officer

[Attachment]

c: T.C. Broadnax, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizzor 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
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors



Community SURVEY

April - May

You're a valued business partner!

Let us know how we're doing!

Check the mail to see if you were randomly selected to participate in the City of Dallas 2024 Community Survey.

Need More Info? Just Ask!

 DallasMeasures@dallas.gov





Encuesta comunitaria

Abril a mayo

¡Usted es un socio comercial valioso!

¡Háganos saber qué piensa de nuestros servicios!

Revise el correo para ver si fue elegido al azar para participar en la Encuesta Comunitaria de la Ciudad de Dallas de 2024.

¿Necesita más información? ¡No dude en preguntar!

 DallasMeasures@dallas.gov





지역사회 설문조사

4월 - 5월

귀하는 소중한 비즈니스 파트너입니다!
우리가 얼마나 잘 하고 있는지 알려주세요!
우편물을 확인하여 델러스시 2024 지역사회 사업 만족도
조사에 무작위로 선정되었는지 확인합니다.

더 많은 정보가 필요하십니까? 그냥 물어보세요!

 DallasMeasures@dallas.gov





KHẢO SÁT

Doanh nghiệp

Tháng 04 – Tháng 05

Quý vị là một đối tác kinh doanh đáng giá của chúng tôi!

Hãy cho chúng tôi biết chúng tôi đang làm việc ra sao!

Hãy kiểm tra thư để biết liệu rằng quý vị có được lựa chọn một cách ngẫu nhiên để tham gia Cuộc Khảo sát Cộng đồng tại Thành phố Dallas vào năm 2024 hay không.

Quý vị cần thêm thông tin? Quý vị chỉ cần đặt câu hỏi!



DallasMeasures@dallas.gov