

Memorandum



CITY OF DALLAS

DATE March 8, 2024

TO Honorable Mayor and Members of Council

SUBJECT **2024 Community Survey (Residential)**

Budget & Management Services (BMS) is partnering with ETC Institute (ETC) for the Community Survey, which will launch March 2024. The purpose of the Community Survey is to assess resident perceptions of Dallas and understand community priorities regarding City services. On October 23, 2023, Government Performance and Financial Management (GPFM) Committee was invited to provide feedback regarding the survey design (survey questions) by December 30, 2023. 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. ETC selects participating households at random, and the household member who responds is selected without bias. Mailings and follow-up phone calls give each randomly selected household more than one chance to complete the survey. Materials are mailed in English, and assistance is available for Spanish speakers to complete the survey. All survey responses remain anonymous. Although the selected sample is reflective of the demographics of the City, certain groups (by age, race, or gender) may be over or under-represented in the final results, depending on who chooses to respond. However, ETC will ensure at least 150 responses are collected from each City Council district.

The survey is customized for Dallas and developed in close cooperation with City staff to ensure comparability with previous Community Surveys (conducted in 2005, 2006, 2007, 2009, 2011, 2013, 2014, 2016, 2018, 2023) and allow for trend analysis. ETC has also partnered with 24 of the 34 cities in the U.S. with populations greater than 500,000 and provides comparisons with those jurisdictions.

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ETC will administer the survey and we plan to brief City Council on the results in June. We have attached digital materials for you to share with your constituents prior to the survey launch 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.



Jack Ireland
Chief Financial Officer

[Attachment]

c: T.C. Broadnax, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Billerae 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

March - May

You're our most important customer!

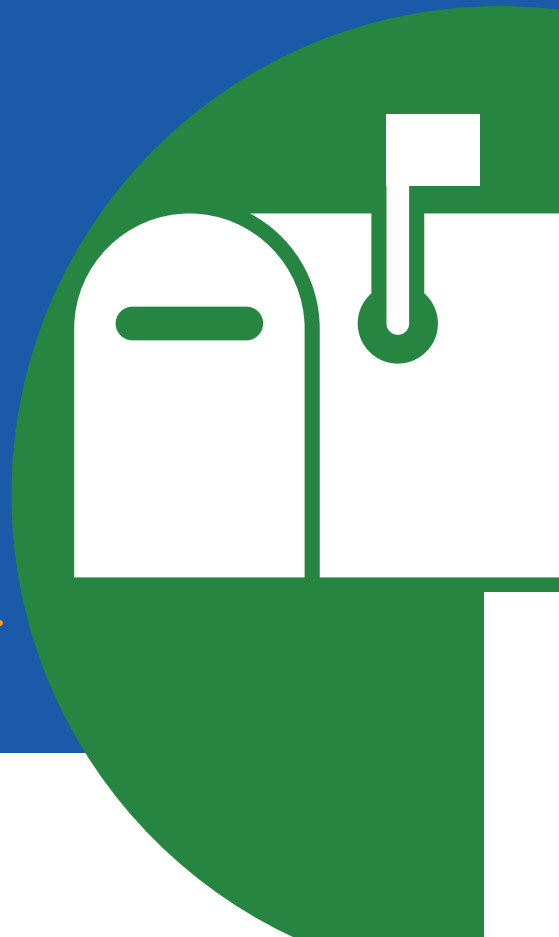
Let us know how we're doing!

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

Marzo a mayo

¡Usted es nuestro cliente más importante!

¡Háganos saber qué piensa de nuestros servicios!

Revise su 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

