

# Memorandum



CITY OF DALLAS

DATE April 19, 2024

TO Honorable Mayor and Members of the City Council

SUBJECT **2024 City Manager Search – Resident Input**

In the planned search for a new City Manager, the Ad Hoc Committee on Administrative Affairs requested community input and resident feedback on qualifications, characteristics, and opportunities for the new City Manager.

Residents will be able to participate by providing feedback through two options: (1) a statistically valid survey through ETC Institute and (2) a general questionnaire through Zencity. The ETC Institute survey and its administration are standardized to ensure high-quality survey methods and results that are statistically significant with 100 responses for each City Council district. Randomly selected residents will be invited to participate in the survey by mail, phone, or online survey in English and Spanish. The Zencity questionnaire allows for expanded reach to all Dallas residents and the link will be available in digital formats.

Both initiatives will be advertised through various communication channels, including social media and publications. Digital materials will be provided for you to share with your constituents prior to the launch at the end of April. Results are expected to be available in June.

Please contact me or Cecilia Scheu, BMS Assistant Director if you have questions.

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

Jack Ireland  
Chief Financial Officer

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