

ONE DALLAS—TOGETHER



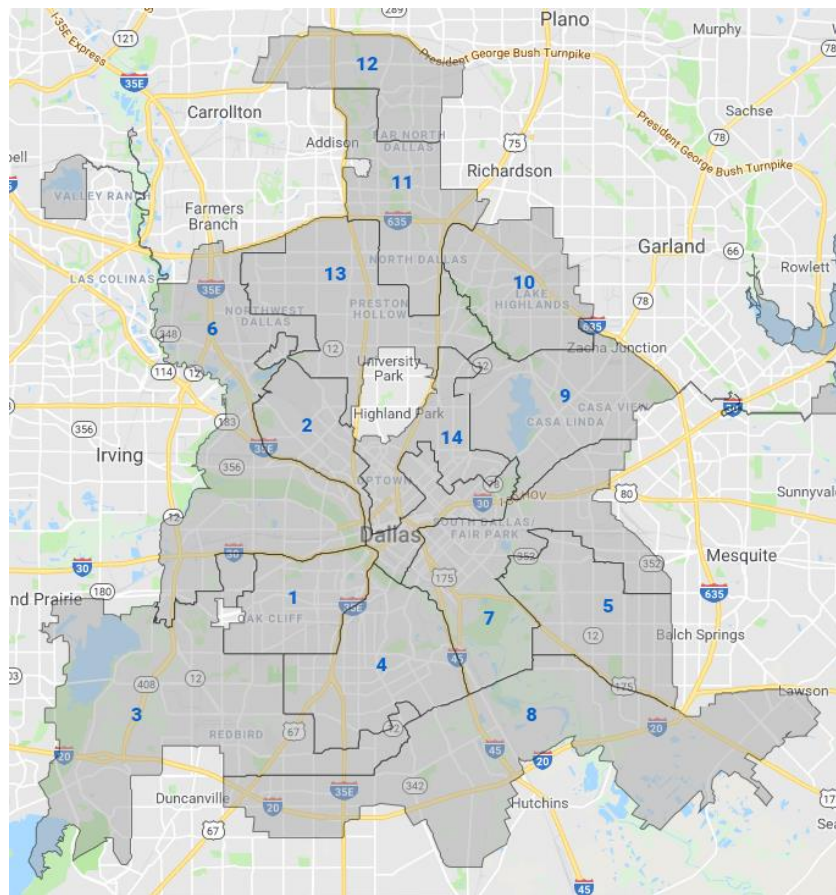
YOUR ELECTED OFFICIALS

Dallas operates under the council-manager form of government with 14 single-member districts and a mayor elected at-large. Every odd-numbered year, Dallas residents vote for members of the City Council, who represent their district for up to four two-year terms. The Mayor serves up to two four-year terms.

The Mayor and City Council:¹

- Set policy
- Approve the annual budget and plans for capital improvements
- Determine the property tax rate
- Issue and sell municipal bonds
- Purchase and sell property
- Establish City departments
- Approve City ordinances
- Determine City services
- Appoint the City Manager, City Attorney, City Auditor, City Secretary, municipal court judges, and resident boards and commissions

CITY COUNCIL DISTRICTS



¹ <https://dallascityhall.com/government/Pages/councilresponsibilities.aspx>

YOUR ELECTED OFFICIALS



Back Row (left to right)

- Chad West**
Mayor Pro Tem, District 1
- Paul E. Ridley**
District 14
- Jaynie Schultz**
District 11
- Jesse Moreno**
District 2
- Adam Bazaldua**
District 7
- Gay Donnell Willis**
District 13
- Cara Mendelsohn**
District 12
- Omar Narvaez**
District 6

Front Row (left to right)

- Casey Thomas, II**
District 3
- Paula Blackmon**
District 9
- Tennell Atkins**
District 8
- Mayor Eric Johnson**
At-Large
- B. Adam McGough**
District 10
- Jaime Resendez**
Deputy Mayor Pro Tem, District 5
- Carolyn King Arnold**
District 4

CITY MANAGEMENT

Your elected officials, the Mayor and City Council, appoint the executive leadership of the City, specifically:

- City Manager T.C. Broadnax, appointed in February 2017
- City Attorney Christopher J. Caso, appointed in April 2020 (interim since 2018)
- City Auditor Mark S. Swann, appointed in May 2019
- City Secretary Bilierae Johnson, appointed in April 2018
- Municipal Court judges

The City Manager appoints an executive leadership team that collectively oversees the City's approximately 13,000 employees and over \$4 billion budget.



T.C. Broadnax
City Manager



Kimberly B. Tolbert
Chief of Staff



Majed Al-Ghafry
Assistant City Manager



Jon Fortune
Assistant City Manager



Joey Zapata
Assistant City Manager



Dr. Eric Johnson
Chief of Economic
Development and
Neighborhood Services



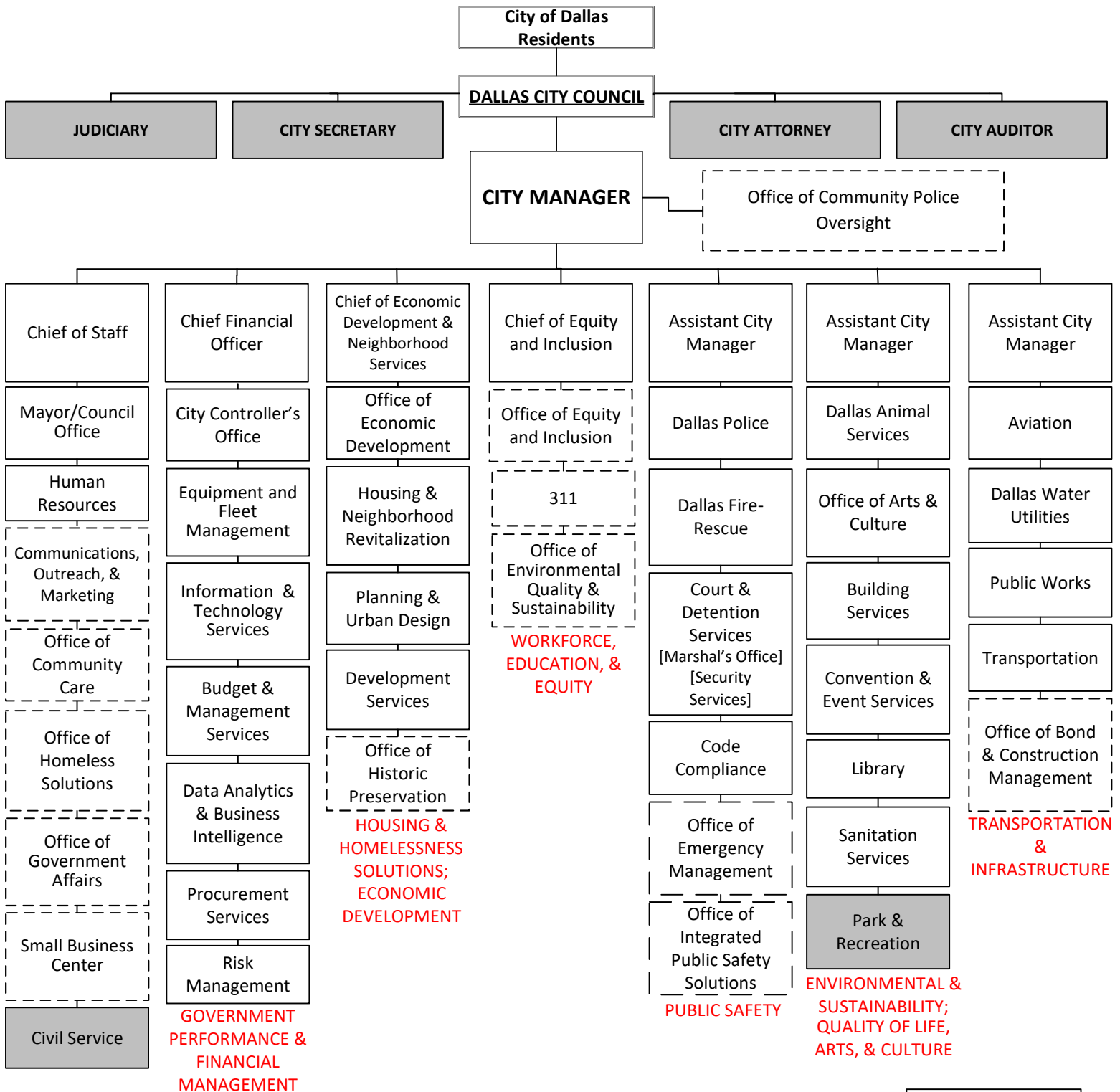
Elizabeth Reich
Chief Financial Officer



Liz Cedillo-Pereira
Chief of Equity and
Inclusion

Additionally, the City Manager appoints all department directors except:

- The Director of Civil Service, who is appointed by the Civil Service Board
- The Director of the Park and Recreation Department, who is appointed by the Park and Recreation Board



Department
 Liaison
 Mgt Svcs Div
 - COUNCIL COMMITTEE EXECUTIVE ASSIGNMENT

BOARDS & COMMISSIONS

Civic participation in government is a cornerstone of representative democracy, and boards and commissions offer residents an opportunity to actively participate in their local government. The Mayor and City Council appoint community members to serve in various capacities throughout the city on the boards and commissions below:²

Animal Advisory Commission	Arts and Culture Advisory Commission
Board of Adjustment	Building Inspection Advisory, Examining, and Appeals Board
Citizen Homelessness Commission	City Plan and Zoning Commission
Civil Service Board	Community Development Commission
Community Police Oversight Board	Dallas Area Partnership to End and Prevent Homelessness Local Government Corporation
Dallas Area Rapid Transit Board	Dallas Central Appraisal District
Dallas Housing Authority Board—Housing Solutions for North Texas	Dallas Police and Fire Pension System Board
Dallas Public Facility Corporation	Dallas-Fort Worth International Airport Board
Employees' Retirement Fund Board	Environmental Commission
Ethics Advisory Commission	Fire Code Advisory and Appeals Board
Housing Finance Corporation Board	Judicial Nominating Commission
Landmark Commission	Martin Luther King, Jr. Community Center Board
Municipal Library Board	North Texas Education Finance Corporation
Park and Recreation Board	Permit and License Appeal Board
Redistricting Commission	Senior Affairs Commission
South Dallas/Fair Park Opportunity Fund Board	Trinity River Corridor Local Government Corporation
Veteran Affairs Commission	Youth Commission

ECONOMIC DEVELOPMENT BOARDS

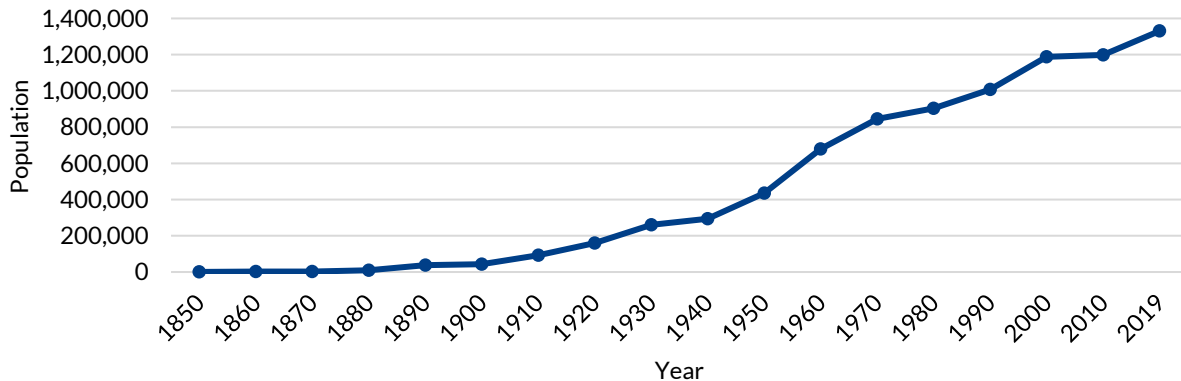
Cypress Waters Municipal Mgmt. District	North Oak Cliff Municipal Mgmt. District
Reinvestment Zone 3 Board (Oak Cliff Gateway)	Reinvestment Zone 4 Board (Cedars Area)
Reinvestment Zone 5 Board (City Center)	Reinvestment Zone 6 Board (Farmers Market)
Reinvestment Zone 7 Board (Sports Arena)	Reinvestment Zone 8 Board (Design District)
Reinvestment Zone 9 Board (Vickery Meadow)	Reinvestment Zone 10 Board (Southwest Medical)
Reinvestment Zone 11 Board (Downtown Connection)	Reinvestment Zone 12 Board (Deep Ellum)
Reinvestment Zone 13 Board (Grand Park South)	Reinvestment Zone 14 Board (Skillman Corridor)
Reinvestment Zone 15 Board (Fort Worth Avenue)	Reinvestment Zone 16 Board (Davis Garden)
Reinvestment Zone 17 Board (Transit-Oriented Development)	Reinvestment Zone 18 Board (Maple/Mockingbird)
Reinvestment Zone 19 Board (Cypress Waters)	Reinvestment Zone 20 Board (Mall Area Redevelopment)
Reinvestment Zone 21 Board (University)	Trinity River West Municipal Mgmt. District

² <https://agency.governmentjobs.com/dallasboards/default.cfm?action=agencyspecs>

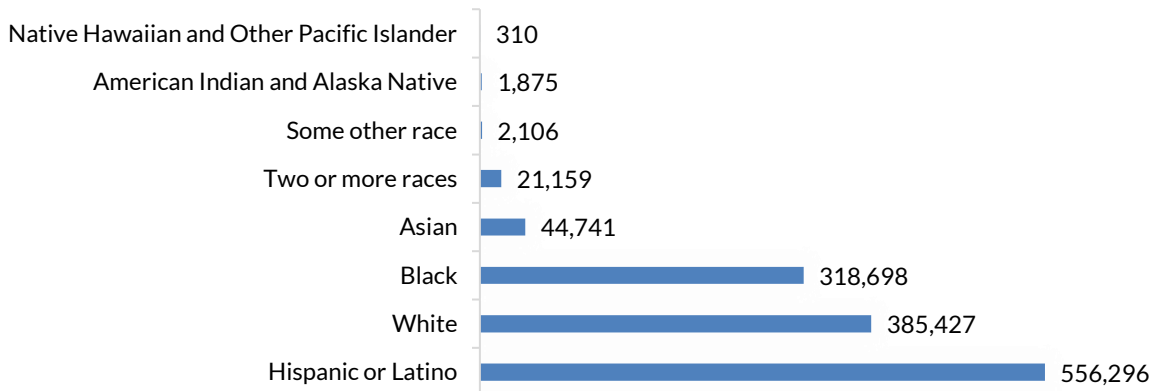
THE PEOPLE OF DALLAS

EVERYONE IS WELCOME IN DALLAS!

With an estimated population of more than 1.3 million residents, Dallas is the third-largest city in Texas and the ninth-largest city in the nation.³ A quick review of U.S. Census data shows nearly a 55 percent increase in population in the last 50 years.⁴ Dallas' population growth includes people migrating from all over the world. In fact, nearly 25 percent of Dallas residents were born outside the U.S.⁵



Dallas is a diverse city—about 42 percent of residents identify as Hispanic or Latino and 58 percent identify as non-Hispanic, including 29 percent as White, 24 percent as Black, and 3.4 percent as Asian. Another 0.3 percent of people identify as some other race, including American Indian, Alaska Native, Native Hawaiian, or other Pacific Islander, and about 1.6 percent identify as multiracial.⁶



About 22 percent of residents are age 18 or younger and 15 percent are age 60 or older. The median age is 38.1.

³ U.S. Census, City and Town Population Totals: 2010-2019

⁴ <https://texasalmanac.com/sites/default/files/images/CityPopHist%20web.pdf>

⁵ 2019 American Community Survey 5-Year Estimates, Table S0501

⁶ 2019 American Community Survey 5-Year Estimates, Table DP05

AT YOUR SERVICE

The City of Dallas serves an area covering about 385 square miles, including 340 square miles of land and 44 square miles of lakes—that’s a fourth of the entire state of Rhode Island! Meeting our residents’ needs takes a lot of infrastructure and hard work. We’ve included some fun examples below.



Dallas maintains 11,770 paved lane miles and 9,057 miles of water and wastewater mains, not to mention stormwater and drainage infrastructure. We also offer 84 lane miles of on-street bicycle facilities, plus 174 lane miles of trails and other off-street facilities.

Last year, Dallas Water Utilities provided 139 billion gallons of water to Dallas residents, plus 23 other cities, from six reservoirs across an area of about 700 square miles. DWU also treated 72 billion gallons of wastewater.

The City supports 58 fire stations, 45 full-time ambulances, and eight police stations. We also employ more than 3,000 uniformed police officers and over 2,000 firefighters and inspectors.

Dallas Animal Services is one of the largest municipal animal shelters in the country, taking in any Dallas pet in need, regardless of space. In FY 2019-20, they served nearly 25,000 pets and exceeded a 90 percent live release rate for the first time by prioritizing lifesaving, public safety, and quality of life.



Park and Recreation maintains and operates six golf courses, five tennis centers, 43 recreation centers, and more than 23,400 acres of park land. We also provide financial support to the Dallas Arboretum, Texas Discovery Gardens, Trinity River Audubon Center, and Dallas Zoo.

The City operates 30 libraries and even during the pandemic served nearly eight million visitors online or curbside. Arts and Culture supported more than 150 local artists and arts

AT YOUR SERVICE

providers this year and provided nearly 11,000 in-person arts experiences to residents and visitors—not to mention hundreds of virtual activities.

With about 13,000 employees, the City is the second-largest employer in Dallas, after Dallas ISD. You can see the full top 10 list below. Together, these organizations employ nearly 11 percent of the Dallas workforce.⁷

Employer	# of Employees	% of Total Employment
Dallas Independent School District	22,674	1.91%
City of Dallas	13,000	1.10%
AT&T Inc.	10,876	0.92%
Medical City Dallas	10,836	0.91%
Parkland Health & Hosp System	10,462	0.88%
Children's Medical Center Dallas	7,781	0.66%
Dallas County Community College	6,971	0.59%
Dallas County	6,500	0.55%
Texas Instruments Inc.	6,239	0.53%
Walmart Supercenter	6,086	0.51%
Total	127,964	10.78%

Speaking of the workforce, the Dallas labor force grew to more than 702,000 people by June 2021, but due to COVID-19, the unemployment rate also rose to 7.1 percent from 6.6 percent at the end of FY 2019-20. We expect that number to drop as the economy recovers.

In positive news, we added four Fortune 1000 companies over last year for a total of 21, including AT&T at #11. Eight companies on the list also added jobs in the last year, and three – AMN Healthcare Services, Match Group, Trinity Industries – have female CEOs.⁸

⁷ City of Dallas, Office of Economic Development, 2020 data

⁸ <http://fortune.com/fortune500/>

YEAR IN REVIEW

Last year's budget funded our response to the public health and economic crisis posed by the COVID-19 pandemic and maintained essential City services despite reduced revenues. It also called for us to reimagine public safety based on recommendations from residents, faith and education leaders, community activists, neighborhood groups, City Council, and other stakeholders.

We are immensely proud of the work our employees have done this year to deliver vital City services to our residents in the face of unprecedented challenges. We've outlined some of those accomplishments here.

October 2020

Love Field Wins Again

Love Field wins first place in the J.D. Power and Associates Airport Satisfaction Study and is inducted to the Airports Council International Roll of Excellence for earning five Airport Service Quality Awards in five years.

November 2020

Dallas Public Library is live from...

The Library takes its popular Storytime events on the road to locations around Dallas like Fair Park, the Reunion Tower GeO-Deck, and the Nasher Sculpture Center

December 2020

Dallas teams up to fight childhood asthma

Environmental Quality and Sustainability and its partners install air quality monitors in nine neighborhoods as part of the Breathe Easy Dallas project. The project will give the City insight into local air quality to improve public health outcomes for high-risk populations, especially children.

January 2021

City hosts second annual Equity Symposium

Equity and Inclusion and the Communities Foundation of Texas examine the current state of racial equity in Dallas and a blueprint for bouncing back equitably from the COVID-19 pandemic with community leaders and organizers at the second annual Equity Indicators Symposium.

YEAR IN REVIEW

February 2021

Vickery Park Branch Library opens

The City launches curbside service at its new \$8 million Vickery Park Branch Library. (All library locations opened for limited indoor service in May.)

March 2021

Dallas Fire-Rescue protects our firefighters

DFR completes an initiative started in FY 2018-19 to equip each firefighter with a complete second set of personal protective equipment, ensuring members have clean equipment on hand whenever the next call comes in.

April 2021

RIGHT Care is fully operational

The RIGHT Care program allows the City to respond appropriately to mental health crises by connecting residents to immediate care from a licensed clinician and paramedic, plus longer-term community-based health care resources. As of April 1, all five teams funded in the FY 2020-21 budget are active.

May 2021

Economic Development policy adopted

The City Council adopts the long-awaited Economic Development policy on May 26. The policy supports local investment, job creation, corporate relocation, and tools to foster resilient and prosperous communities.

June 2021

Code Compliance keeps our communities clean

Code hosts its 22nd Community Clean event, this time at Fair Park, collecting more than 29,000 pounds of bulk trash, dozens of tires, and thousands of pounds of paint and other hazardous waste for proper disposal.

July 2021

EMS dispatch earns highest distinction

The International Academies of Emergency Dispatch recognizes DFR's dispatch center as an Accredited Center of Excellence (ACE) for emergency medical dispatching, one of only 208 active medical ACEs in the world.

YEAR IN REVIEW

Since we began feeling the impact of COVID-19 in March 2020, City staff have worked around the clock to continue providing essential services to residents, in addition to undertaking a robust public health response.

Arts & Culture

Arts assistance

OAC dedicated \$1.7 million to retrofit museums, performing arts spaces, and City-owned cultural venues to allow artists, residents, and visitors to safely engage in arts and cultural experiences across Dallas and virtually.



Building Services

Facility updates

BSD retrofitted HVAC mechanical systems, including UV disinfection and enhanced air filtration at 29 facilities, and installed or upgraded 2,510 sinks and plumbing fixtures.

Communications, Outreach, & Marketing

Public health information

COM spearheaded communication of critical and timely public health information to residents and visitors, including driving 2.2 million views of COVID-19 information online.



YEAR IN REVIEW



Convention & Event Services

Security retrofits

Convention & Event Services invested in health and safety updates at the Convention Center and American Airlines Center, including air purifiers, Plexiglass protective barriers, additional hand sanitizing stations, and public health protocol signage.



Community Care

Basic needs

OCC administered \$882,000 in grants to community organizations who distributed thousands of meals to more than 13,000 people and enlisted 34 nonprofits to provide essential supplies to 12,000 women, infants, and seniors.



Court & Detention Services

Security retrofits

CTS retrofitted 23 City facilities with security and safety measures, including surveillance and people-counting systems to monitor building occupancy and ensure social distancing, visitor and contact tracing, and facility access controls to minimize contact.

YEAR IN REVIEW



Dallas Police Department

Operational support

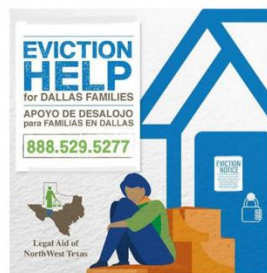
DPD provided nearly 6,000 hours of traffic control at the American Airlines Center during testing and more than 23,500 hours of security at the Convention Center during shelter operations.



Emergency Management

COVID-19 testing

OEM administered nearly 270,000 tests to residents through a partnership with Dallas County, Parkland Hospital, MCI Diagnostic Center, and others.



Economic Development

Small business assistance

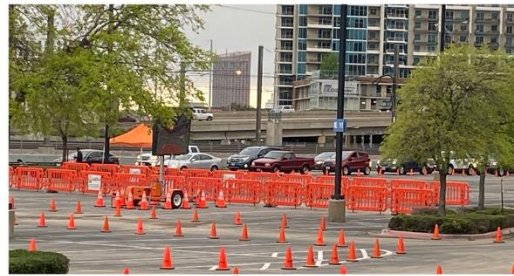
ECO awarded \$2.8 million in grants to 266 small businesses, with an average amount of \$10,593.



Information & Technology Services

Digital solutions

ITS deployed 3,544 laptops to employees working remotely and increased VPN capacity times 10. They also launched DalBot, a chat bot designed to meet residents' needs without visiting a City facility.



Equity & Inclusion

Eviction prevention

EQU partnered with Legal Aid of NorthWest Texas to provide education and legal services to 71 households facing eviction because of COVID-19.

YEAR IN REVIEW

Equipment & Fleet Management

Environmental remediation

EFM sealed the flooring at all five fleet maintenance facilities to reduce time spent on environmental remediation/cleaning and enhance safety.



Housing & Neighborhood Revitalization

Emergency rental assistance

HOU invested \$9.4 million in the short-term rental assistance program, helping 3,000 households cover rent, mortgage, and utility payments in collaboration with 27 community partners.

Homeless Solutions

Housing our neighbors

OHS organized 50,000 overnight stays at the Convention Center shelter, provided 28,000 hotel stays for unsheltered residents with COVID-19, and served over 300 households through the Rapid Rehousing project.



YEAR IN REVIEW



Library

Digital equity

LIB purchased 1,200 laptops for checkout, along with 3,000 hot spots, to tackle inequity in internet access and provide an alternative way to serve residents despite reduced library hours as a result of COVID-19.

Park & Recreation

Nonprofit assistance

In keeping with CDC recommendations to prioritize outdoor activities, PKR committed \$2 million to ensure nonprofit partners like Fair Park, Klyde Warren Park, and the Dallas Arboretum could continue operating safely.



Procurement Services

Personal protective equipment

OPS partnered with 30+ vendors to order \$9.4 million of PPE for City departments and nonprofits, including 3.9 million masks and 6.4 million gloves.

Public Works

Wi-Fi access

PBW installed 70+ poles with Wi-Fi equipment at 10 pilot locations, serving an estimated 3,200 households previously without internet access.

