

Memorandum



CITY OF DALLAS

DATE March 11, 2022

TO Honorable Mayor and Members of the City Council

SUBJECT **2022 Community and Business Surveys**

I am pleased to announce the launch of the biannual Community and Business surveys on March 14, 2022. The surveys, administered by Allied Supply Chain Support & Services, Inc (Allied-SCSS), will assess perceptions of Dallas and help us understand community priorities regarding City services. The surveys and its administration are standardized to ensure high-quality survey methods and results that are statistically significant.

Allied-SCSS selects participating households at random, and the household member who responds is selected without bias. The surveys also include a QR code that will allow respondents the option to complete the survey online. Allied-SCSS will mail materials in English and Spanish, with additional instructions in Chinese and Vietnamese, directing respondents to complete the survey online in their language of choice. All survey responses remain anonymous. Allied-SCSS will also send out mailings and follow-up phone calls if they have not received enough responses.

Although the selected sample is reflective of the demographics of the City, certain groups (by age, race, or gender) may be over- or underrepresented in the final results, depending on who chooses to respond. However, Allied-SCSS will ensure at least 100 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 surveys and allow for trend analysis. The City last conducted a community survey in 2020 and a business survey in 2015. Allied-SCSS will administer the survey through April 29, 2022. We will provide digital materials for you to share with your constituents to encourage them to complete the survey if they are selected.

We plan to brief the City Council on the results in June. Please contact Jack Ireland, Budget and Management Services Director, if you have questions.


M. Elizabeth Reich
Chief Financial Officer

[Attachments]

c: T.C. Broadnax, City Manager
Chris Caso, 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
Robert Perez, Interim Assistant City Manager
Carl Simpson, Interim Assistant City Manager
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors

YOUR OPINION MATTERS!

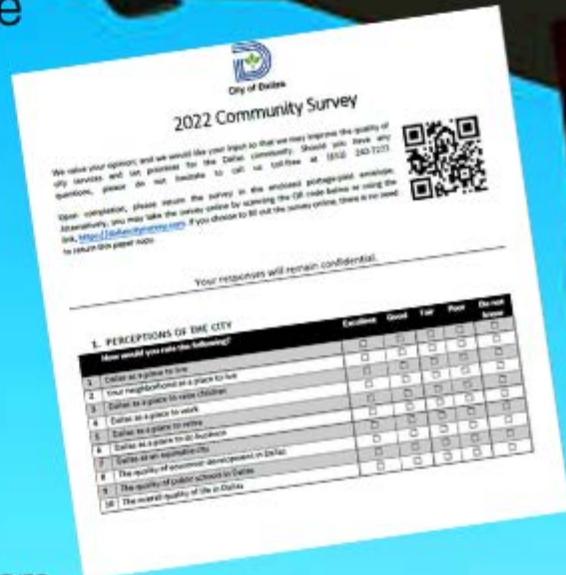


COMMUNITY SURVEY

MARCH-APRIL

You're our most important customer. Check the mail to see if you were randomly selected to participate in the 2022 Community Survey.

Let us know how we're doing!



Questions? Email: DallasMeasures@dallascityhall.com

¡TU OPINION IMPORTA!

ENCUESTA SOBRE LA COMUNIDAD

MARZO - ABRIL

Eres nuestro cliente más importante.
Revisa el correo para ver si fuiste
seleccionado para participar en la
encuesta sobre la comunidad de 2022.

¡Háganos saber cómo lo
estamos haciendo!

¿Preguntas? Email: DallasMeasures@dallascityhall.com



We value your opinion, and we would like your input so that we may improve the quality of city services and set priorities for the Dallas community. Should you have any questions, please do not hesitate to call us toll-free at (800) 243-7223.



Your responses will remain confidential.

1. PERCEPTIONS OF THE CITY	Excellent	Good	Fair	Poor	Don't know
1. Dallas as a place to live	<input type="checkbox"/>				
2. Your neighborhood as a place to live	<input type="checkbox"/>				
3. Dallas as a place to raise children	<input type="checkbox"/>				
4. Dallas as a place to work	<input type="checkbox"/>				
5. Dallas as a place to retire	<input type="checkbox"/>				
6. Dallas as a place to do business	<input type="checkbox"/>				
7. Dallas as an equal opportunity	<input type="checkbox"/>				
8. The quality of government services in Dallas	<input type="checkbox"/>				
9. The quality of public schools in Dallas	<input type="checkbox"/>				
10. The overall quality of life in Dallas	<input type="checkbox"/>				

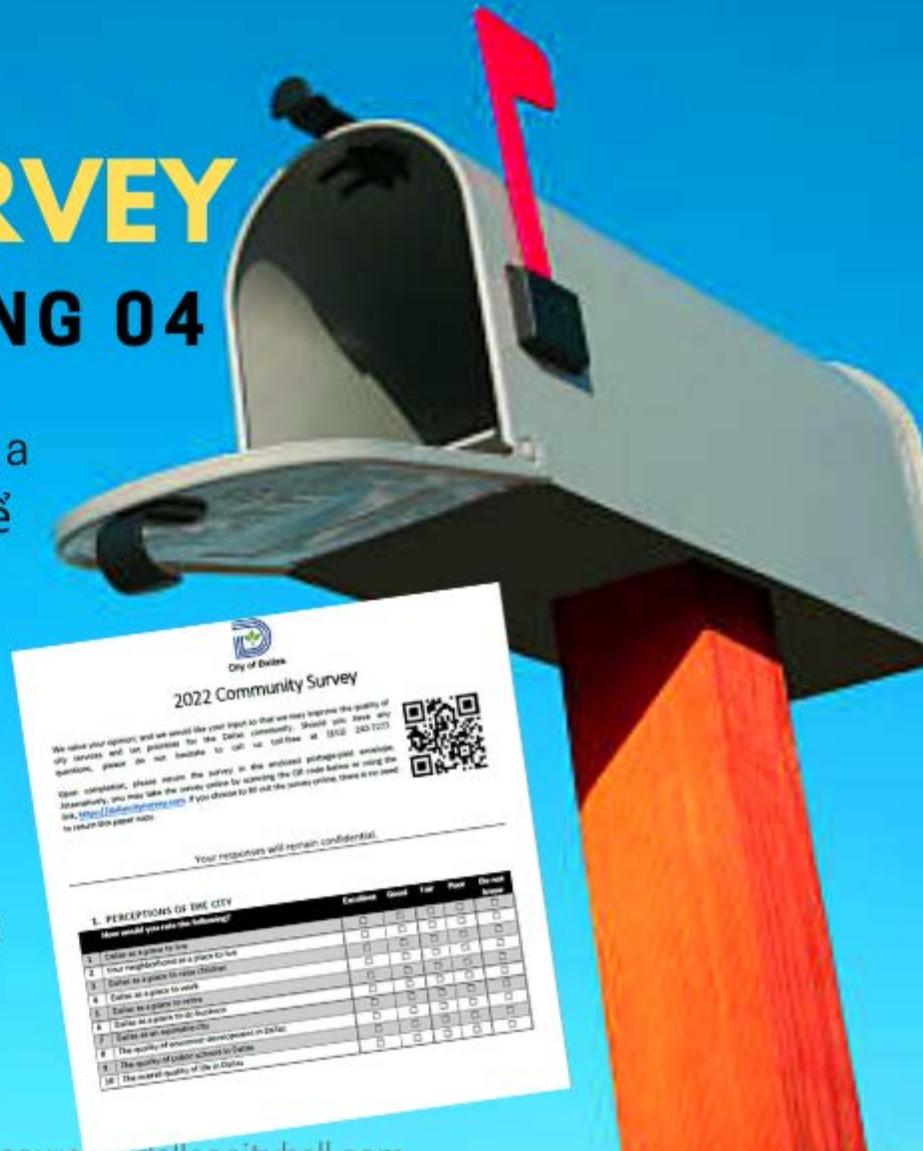
Ý KIẾN CỦA BẠN RẤT QUAN TRỌNG!

CUỘC KHẢO SÁT CỘNG ĐỒNG COMMUNITY SURVEY TỪ THÁNG 03 ĐẾN THÁNG 04

Bạn là khách hàng quan trọng nhất của chúng tôi. Xin hãy kiểm tra hộp thư để xem liệu rằng bạn có được lựa chọn theo cách ngẫu nhiên để tham gia cuộc Khảo sát Cộng đồng năm 2022 hay không.

Hãy cho chúng tôi biết chúng tôi đang làm việc như thế nào!

Bạn có câu thắc mắc gì? Xin gửi email đến địa chỉ: DallasMeasures@dallascityhall.com



你的意见很重要!

社区调查 COMMUNITY SURVEY

三月-四月

你是我们最重要的客户。查看你的邮件，看看你是否被随机选中参加2022年社区调查。

告诉我们我们做的怎么样!



We value your opinion, and we would like your input so that we may improve the quality of city services and set priorities for the Dallas community. Should you have any questions, please do not hesitate to call us toll-free at (800) 243-7223.

Upon completion, please return the survey in the enclosed pre-addressed envelope. Alternatively, you may take the survey online by scanning the QR code below or using the link <https://dallasmeasures.com>. If you choose to fill out the survey online, there is no need to return this paper copy.

Your responses will remain confidential.

1. PERCEPTIONS OF THE CITY

How would you rate the following?

	Excellent	Good	Fair	Poor	Do not know
1. Dallas as a place to live	<input type="checkbox"/>				
2. Your neighborhood as a place to live	<input type="checkbox"/>				
3. Dallas as a place to raise children	<input type="checkbox"/>				
4. Dallas as a place to work	<input type="checkbox"/>				
5. Dallas as a place to do business	<input type="checkbox"/>				
6. Dallas as an equal-opportunity city	<input type="checkbox"/>				
7. Dallas as an economically strong city	<input type="checkbox"/>				
8. The quality of government administration in Dallas	<input type="checkbox"/>				
9. The quality of public schools in Dallas	<input type="checkbox"/>				
10. The overall quality of life in Dallas	<input type="checkbox"/>				

有疑问吗? 请联系我们 电子邮件: DallasMeasures@dallascityhall.com