

# Memorandum



CITY OF DALLAS

DATE December 6, 2019

TO Honorable Mayor and Members of the City Council

SUBJECT **2020 Community Survey**

The Office of Budget is again partnering with ETC Institute (ETC) for the biannual Community Survey, which will launch January 2, 2020. The purpose of the Community Survey is to assess resident perceptions of Dallas and understand community priorities regarding City services.

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 underrepresented in the final results, depending on who chooses to respond. However, ETC 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 Community Surveys (conducted in 2005, 2006, 2007, 2009, 2011, 2013, 2014, 2016, and 2018) 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.

ETC will administer the survey in early 2020, and we plan to brief City Council on the results in April. We will provide digital materials by December 20 for you to share with your constituents during January and February prior to the survey launch to encourage them to complete the survey if they are selected.

DATE December 6, 2019

SUBJECT **2020 Community Survey**

Please contact the Office of Budget Director, Jack Ireland, if you have questions.



T.C. Broadnax  
City Manager

c: Chris Caso, City Attorney (Interim)  
Mark Swann, City Auditor  
Billierae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Chief of Staff to the City Manager  
Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager

Joey Zapata, Assistant City Manager  
Nadia Chandler Hardy, Assistant City Manager  
Michael Mendoza, Chief of Economic Development and Neighborhood Services  
M. Elizabeth Reich, Chief Financial Officer  
Laila Aleqresh, Chief Innovation Officer  
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion  
Directors and Assistant Directors