

Memorandum



CITY OF DALLAS

DATE June 26, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Preparation for FY 2020-21 Budget Town Halls**

As we begin planning for the FY 2020-21 Budget town hall meetings, we are mindful of the increasing number of novel coronavirus (COVID-19) cases in our area. Therefore, we are providing up to three virtual town hall opportunities for the Mayor and each City Council district to enable public participation while keeping residents, staff, and City Council members safe.

Between Thursday, August 13, and Thursday, August 27, staff will support Webex meetings, and if desired, staff will also coordinate and identify funding for one tele-town hall meeting for the Mayor and each City Council district.

Opportunity 1: Webex Meeting

We have used the Cisco Webex tool to conduct City business since we began working remotely. Your staff have been trained on the system, and many of you have used this platform to conduct community meetings. This format allows up to 3,000 participants per event, can email invitations, has meeting reminders, and offers post-event surveys for additional feedback from participants.

Scheduling is flexible for Webex meetings; therefore, Mayor and City Council offices may choose any day/time between Thursday, August 13, and Thursday, August 27. We will do our best to accommodate depending on the number of requests for that slot, or we will work with your office to identify an alternative.

Opportunity 2: Telephone Town Hall Meeting (TTHM or tele-town hall)

We have used the TTHM tool successfully for several years. In this scenario, the vendor calls district residents a few days prior to the scheduled meeting and allows residents to “opt in” to the call on the evening of the event. This format limits participants to those within a district, is simulcast in Spanish, can be viewed online, and includes polling questions for additional feedback from participants.

The available dates for tele-town halls are listed below. We can host two 60-minute meetings each evening at the time you choose (including simultaneously). Any additional TTHMs will be funded from your district budget and are subject to vendor availability.

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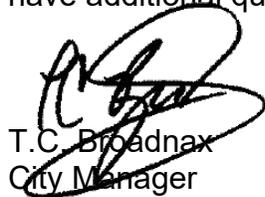
- Thursday, August 13
- Monday, August 17
- Tuesday, August 18
- Wednesday, August 19
- Thursday, August 20
- Monday, August 24
- Tuesday, August 25
- Wednesday, August 26
- Thursday, August 27

With either format, you may choose to broadcast from your City Hall office, your home, the City Council Briefing Room, or City Council Chambers. City staff will also be available remotely to answer questions or provide information, as needed. We recognize that some individuals may miss the traditional in-person meetings; however, it is impossible to know when the public health crisis will be resolved, and we need to finalize dates soon to ensure adequate communication to residents.

With that in mind, please submit your preferred dates and times to Carrie Prysock by close of business Monday, July 6; TTHM selections will be honored based on seniority.

As a reminder, Communications, Outreach, and Marketing (COM) will reach out to you individually to identify those interested in robocalls, and they will provide flyers and other collateral materials in English and Spanish to promote your meetings.

We appreciate your flexibility in such an unprecedented and dynamic situation. If you have additional questions, please reach out to me or Elizabeth Reich.



T.C. Broadnax
City Manager

c: Chris Caso, City Attorney
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
Dr. Eric A. Johnson, 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