

Memorandum



CITY OF DALLAS

DATE December 20, 2019

TO Honorable Mayor and Members of the City Council

SUBJECT **Raising awareness of 2020 Community Survey**

As a reminder, ETC Institute (ETC) will begin administering the biannual Community Survey on January 2. The purpose of the survey is to assess resident perceptions of Dallas and understand community priorities regarding City services.

Although ETC selects participating households at random, we need everyone's help to encourage residents to complete the survey if they are selected. To help raise awareness among residents, we have attached a graphic with recommended language for you to share with your constituents through the channel(s) you prefer. Public Affairs and Outreach is also distributing the attached press release today.

ETC will administer the survey in January and February, and we plan to brief City Council on the results in April. If you have questions, please contact the Office of Budget Director, Jack Ireland.

A handwritten signature in blue ink that reads "M. Elizabeth Reich".

M. Elizabeth Reich
Chief Financial Officer

[Attachments]

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney (Interim)
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizzor 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
Laila Aleqresh, Chief Innovation Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors



CITY OF DALLAS

PUBLIC AFFAIRS AND OUTREACH

FOR IMMEDIATE RELEASE

December 18, 2019

FOR MORE INFORMATION CONTACT

pao@dallascityhall.com

Community survey to be released in 2020

Dallas, Texas – The City of Dallas Office of Budget is spearheading the biannual Community Survey to assess residents' perceptions of Dallas and understand community priorities regarding City services.

The survey administrator, ETC Institute, selects a random sample of households to complete the survey, ensuring at least 100 households are chosen from each City Council district. Selected households will be notified by mail on January 2, 2020. Households will also receive follow-up phone calls as a reminder to complete the survey. Materials will be mailed in English, and assistance will be available for Spanish speakers to complete the survey. All survey responses are anonymous.

"It's important that we continuously seek input from our residents to understand the diverse needs of our community," said Elizabeth Reich, Chief Financial Officer for the City of Dallas. "The data collected will give City departments better insight into residents' priorities and opportunities for us to improve."

Dallas City Council will be briefed on the results from the survey in April 2020.

Did you get a survey from the City of Dallas in the mail?

Your responses to the Community Survey will help us understand your priorities regarding City services. Take the survey today!



City of Dallas

¿Recibió una encuesta de la Ciudad de Dallas por correo?

Sus respuestas a la Encuesta Comunitaria nos ayudarán a entender sus prioridades con respecto a los servicios de la Ciudad. ¡Responda a la encuesta hoy!



City of Dallas