

# Memorandum



CITY OF DALLAS

DATE July 19, 2024

TO Honorable Mayor and Members of the City Council

SUBJECT **Update on Bond 2024 Stakeholder Engagement and Outreach**

This memorandum is to inform the City Council of the Office of Bond and Construction Management's (BCM) current actions to engage the stakeholders of the 2024 Bond program. This is one step in a broader, long-term campaign of community engagement, outreach, and communication about the 2024 Bond program.

BCM has prepared and intends to release four separate electronic surveys. These surveys will be provided to four distinct audiences: the City Council, the chairs, and members of the Community Bond Task Force (CBTF), City staff and the residents of Dallas. The surveys have been crafted to be brief but specific in soliciting feedback about an individual's experience as well as suggestions from the respective audiences. The results of the combined surveys will be collated and will be utilized to create a "lessons learned" document intended to inform and improve future City practices when preparing for and holding a bond election.

## **City Council Survey**

The City Council survey is comprised of 18 questions and will be emailed to Councilmembers and their staff on July 22.

## **CBTF Survey**

The CBTF survey will be emailed to the CBTF chair, the committee chairs, and all committee members on July 22. The survey is comprised of 18 questions. Providing the name and email address of the survey taker is optional to promote candor in providing feedback.

## **City Staff Survey**

The City staff survey will be distributed to selected city department staff, including directors and CBTF liaisons, on July 22. The intention is to distribute the survey to all staff who had some involvement in preparing for or supporting the creation of the 2024 Bond program. If other City staff wish to take the survey, they are welcome to do so. The survey is comprised of 17 questions. Providing the name and email address of the survey taker is optional to promote candor in providing feedback.

The surveys for City Council, CBTF and City Staff will close on September 30.

## **Community Survey**

BCM has created a survey for Dallas residents to provide feedback and suggestions about their experience leading up to and after the election on the 2024 Bond program. The community survey will be posted on the BCM website on July 22. The survey is comprised of 13 questions. Providing the name and email address of the survey taker is optional to promote candor in providing feedback, but we will request that a zip-code be provided. The survey will close and be removed from the website on October 30.

## **Engagement Strategies**

In order to inform the community of the survey and to drive traffic to the survey, BCM is utilizing several community engagement strategies. BCM is collaborating with the Office of Communications & Customer Experience/ 311 as well as other City departments, including Dallas Public Library, Office of Equity and Inclusion, Park and Recreation, and Planning and Development, to reach a broad and wide-ranging sample of Dallas residents. Marketing materials announcing the survey will be made available at highly populated City-owned properties such as community centers and libraries. BCM will also partner with faith-based organizations, non-profit organizations, homeowners and neighborhood groups and community-based associations to promote the survey.

BCM has created a QR code and a custom URL to access the survey and will put those, along with information and encouragement to take the survey, on hard copy flyers, in graphics that may be used in electronic newsletters and email announcements, and other formats as possible and suggested. Councilmembers will receive a publication-ready graphic and text that can be used in newsletters, on flyers, and in other mediums to inform their constituents of the survey and to encourage completion. The survey and marketing materials will be available in English, Spanish and Vietnamese. BCM will work with City and community partners to effectively promote the survey in historically underserved and diverse language communities.

## **Utilizing Survey Data**

After all surveys close, the information received from the four audiences will be collated separately, analyzed, and synopsized into a “lessons learned” document that may be used as a foundation for improving City practices and policies for future Bond preparation and elections. The collated data, along with the analysis and a summary will be presented to City Council for review and recommendations.

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