

Memorandum



CITY OF DALLAS

DATE July 23, 2021

TO Honorable Mayor and Members of the City Council

SUBJECT **FY 2021-22 Budget Community Engagement**

As a follow-up to the community engagement information we provided during the June 16 budget workshop, we have attached an updated presentation that includes the results of the annual Budget Priorities Survey. Slides 3-10 were presented during that briefing and are unchanged; slides 11-30 present the results of the informal, voluntary survey posted online in English and Spanish from June 2 through June 23. It included questions about the programs and services residents value most, as well as residents' financial situation and needs considering COVID-19.

During the June 16 briefing, Council Members asked if survey responses were available by council district, and if contact information for residents that participated in the Telephone Town Hall Meetings could be shared with Council Members so they can be invited to Council Member hosted budget town hall meetings in August. We did not collect this information from meeting participants or survey respondents. In addition, these informal surveys are not statistically significant. As a reminder, the city conducts a biannual [Community Survey](#), most recently in 2020, the results of which are statistically significant and available [broken out by district](#).

If you have questions about the survey or other community engagement efforts, please contact me or Jack Ireland, Director of Budget and Management Services.

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

M. Elizabeth Reich
Chief Financial Officer

[Attachment]

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Biliera 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
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors



City of Dallas

FY22 Budget Community Engagement

**Budget & Management
Services**

Engagement Summary



- We conducted two different types of community engagement:
- Three tele-town hall meetings (TTHMs) on May 24 and May 25
 - Reached more than 17K residents, including 1,670 Spanish speakers and 6,200 residents aged 65 and older
- An informal online survey from June 2-23 about programs and services residents value most
 - Survey included questions about residents' financial situation and needs considering COVID-19
 - Received 2,345 responses, including 26 in Spanish





Tele-Town Hall Meetings

TTHM Resident Feedback



- During Q&A, residents expressed:
 - Need for help with home repairs, small jobs like yard work or tree trimming, rental and housing assistance, and employment services
 - Concerns about street and alley conditions, property taxes, garbage and bulk/brush pickup, 911 wait times, and neighbors experiencing homelessness
 - Support for parks, library programs, Comprehensive Environmental and Climate Action Plan (CECAP), and recreational programs, especially for children and teens
- Also conducted five polling questions around value of City services and residents' financial situation and needs



Q1/Q5 City Property Taxes



- Asked question about property taxes at beginning and end of each TTHM
- When you pay taxes on your home, about 30% of that money is used to pay for City services. The rest of the money goes to other organizations, like the school district, community colleges, or hospitals, to pay for those services.

Thinking about all City services, what sentence do you agree with most?

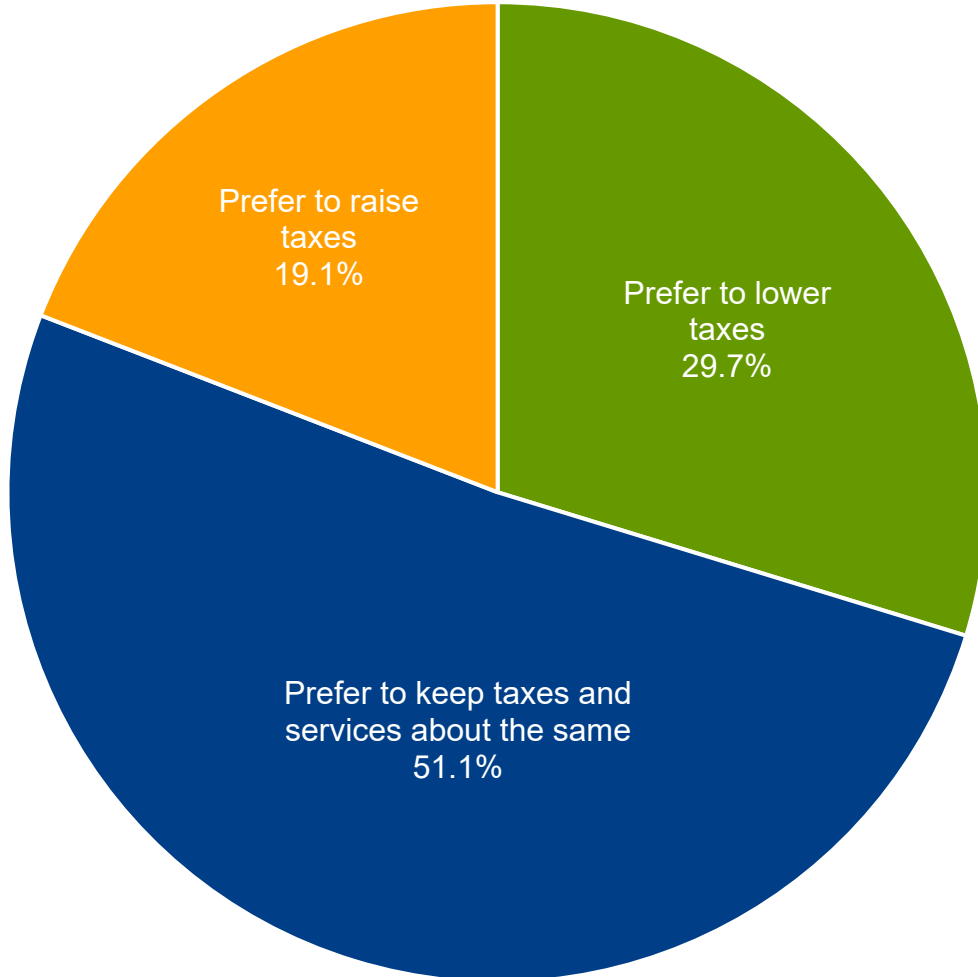
1. I prefer to lower taxes, even if it means cutting City services.
2. I prefer to keep taxes and City services about the same.
3. I prefer to raise taxes to allow the City to offer more services.



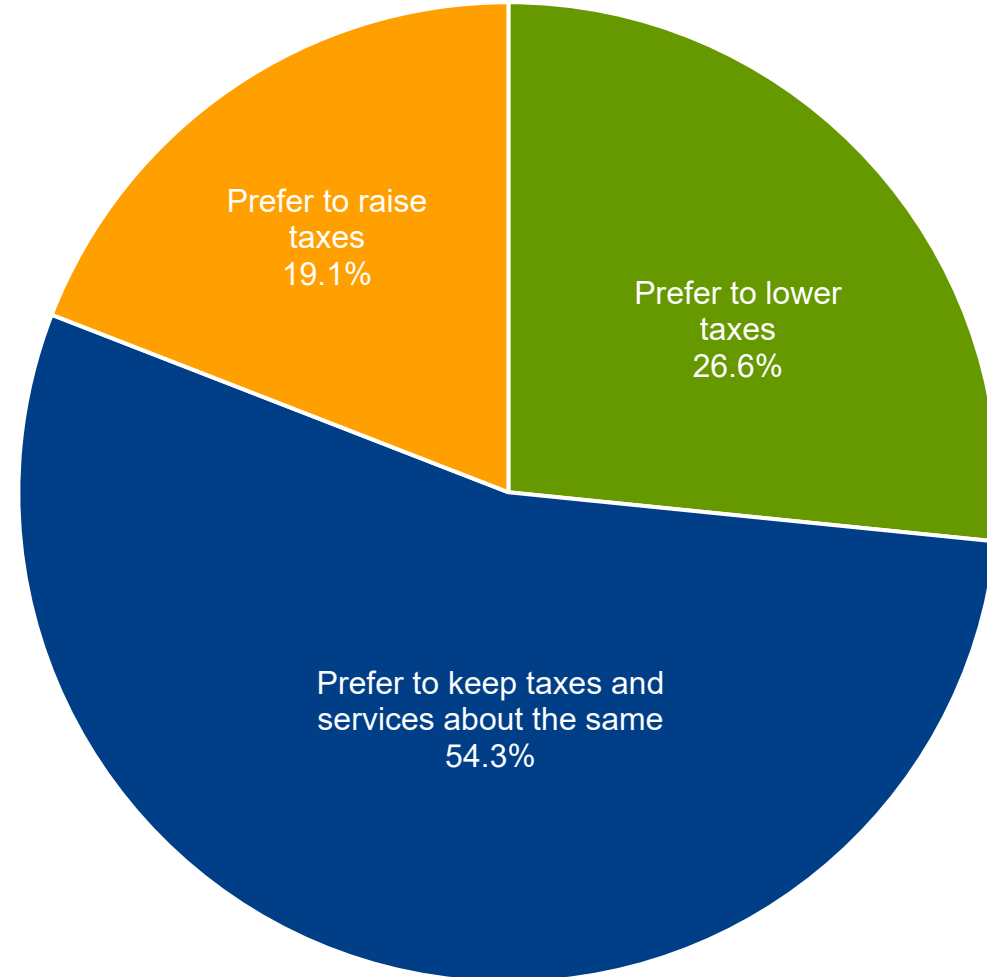
Q1/Q5 City Property Taxes



Before presentation



After presentation



Q2 Financial Situation



- Has your financial situation gotten worse because of COVID-19? Please select the option that best applies to you or the people in your household.

Response	Total %	Under-65 %	65+ %
Yes, I've been sick and unable to work	12.6%	13.2%	11.3%
Yes, my hours have been reduced or I lost my job	14.6%	15.9%	11.7%
Yes, sales are down, or projects have been postponed at my company or business	16.1%	19.4%	9.4%
Yes, the value of my stocks or investments has dropped	12.9%	12.3%	14.1%
No, my financial situation has not gotten worse	43.9%	39.2%	53.5%

Of note, more residents age 65+ said COVID-19 has not negatively impacted their financial situation than residents younger than 65



Q3 Financial Needs



- Are you having problems paying for necessities because of COVID-19?

Response	Total %	Under-65 %	65+ %
Yes, I am behind on my rent, mortgage, or utility payments	18.6%	21.5%	13.5%
Yes, I have lost my housing or received an eviction notice	1.7%	1.7%	1.8%
Yes, I am having problems paying for other necessities, such as food, child-care, health care, or transportation	16.5%	19.5%	11.2%
No, I have not had problems paying for necessities	63.2%	57.4%	73.5%

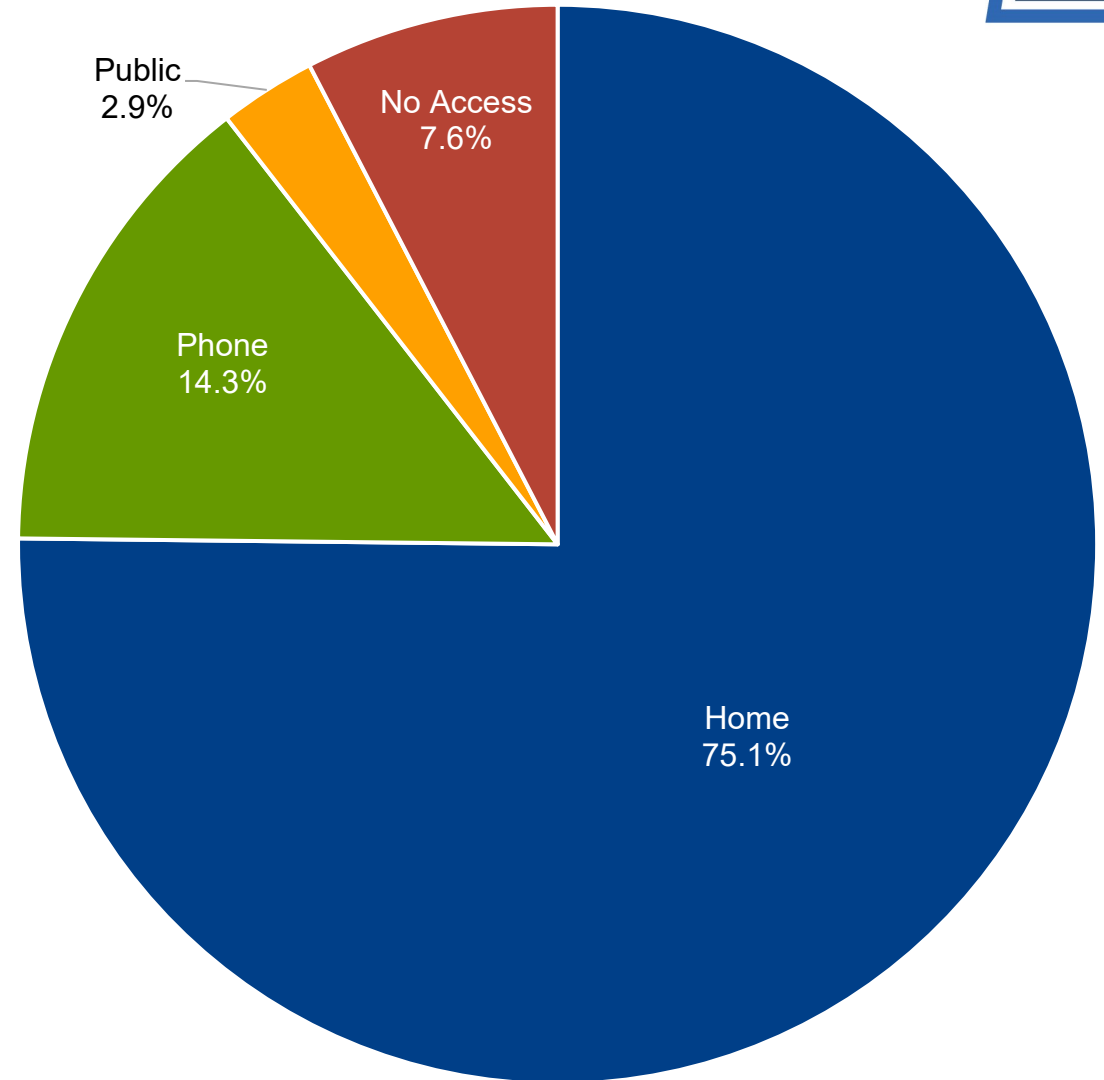


Q4 Internet Access



How do you access the internet?

1. I access the internet at home through a fixed connection, such as DSL or cable, a wireless connection, or a mobile hot spot
2. I access the internet primarily through my phone
3. I access the internet in public spaces, such as the library
4. I do not have internet access



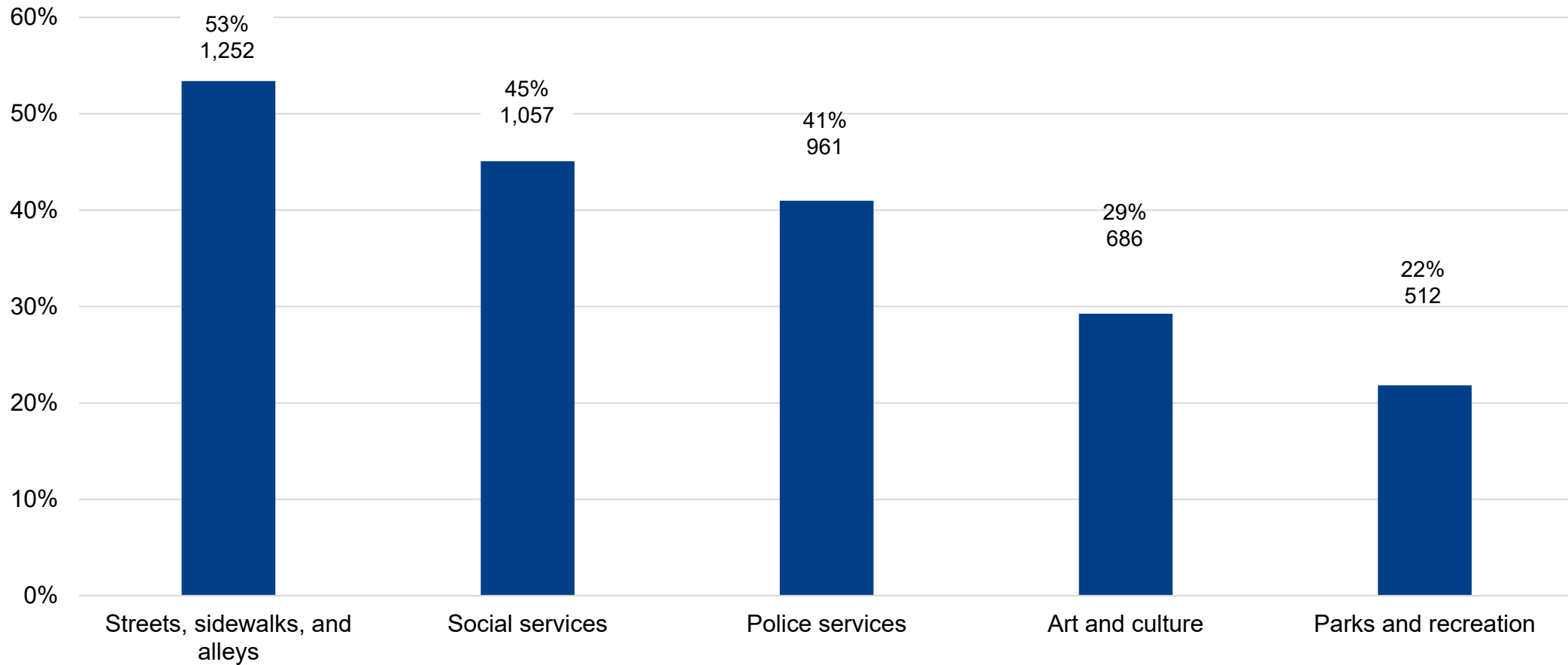


Budget Priorities Survey

Q1 Expanding City Services



- If you could add money to only three service areas, which three would you choose?

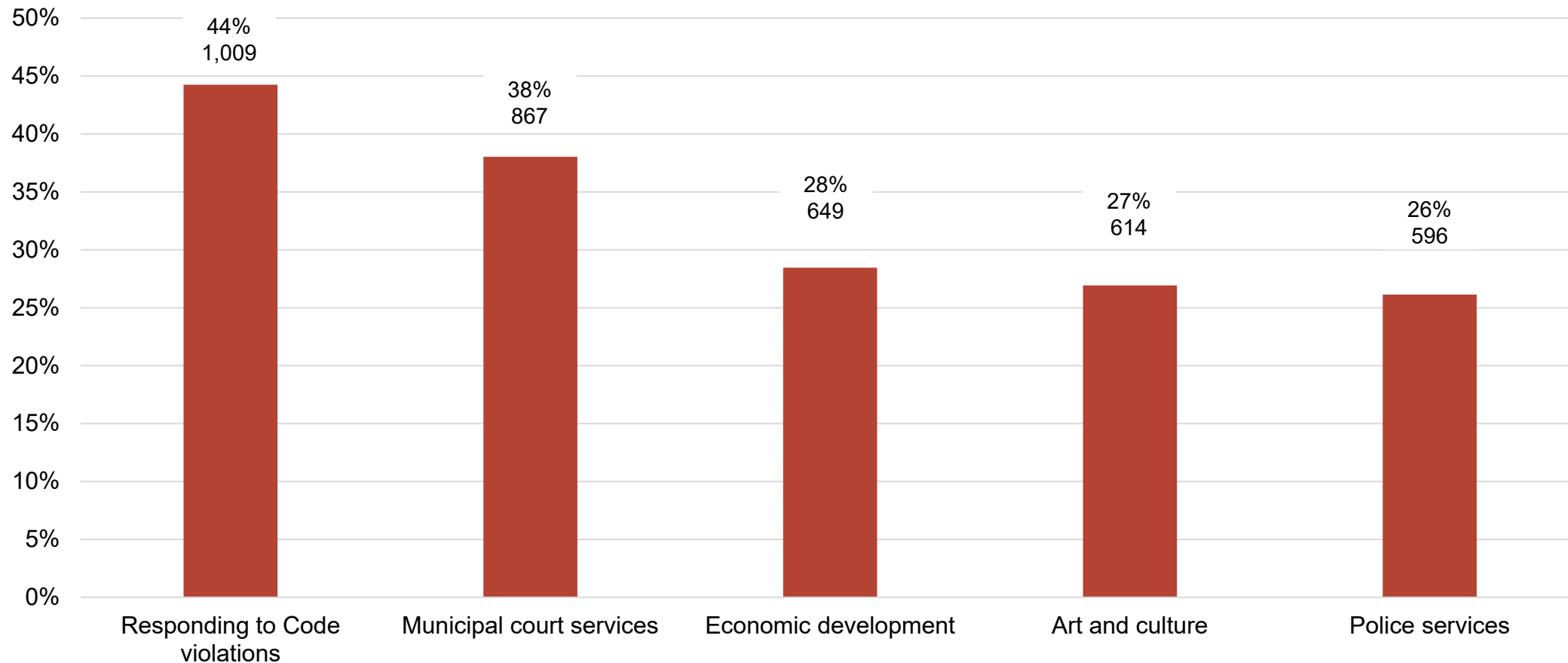


Complete list included in the appendix.

Q2 Reducing City Services



- Which three service areas would you decrease to pay for the services you chose in question #1?



Complete list included in the appendix.

Q3 City Property Taxes



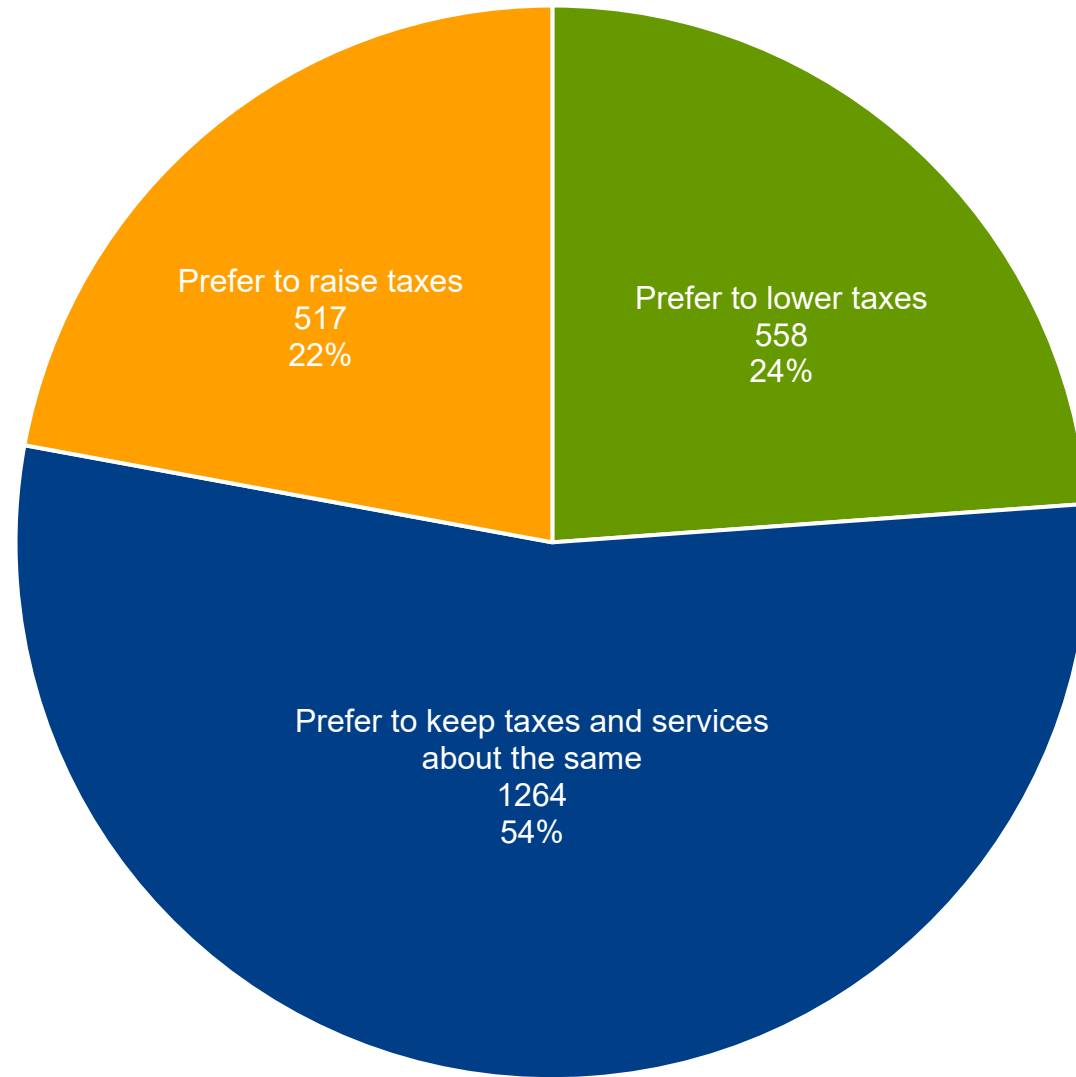
- When you pay taxes on your home, about 30% of that money is used to pay for City services. The rest of the money goes to other organizations, like the school district, community college district, or county to pay for those services.

Thinking about all City services, what sentence do you agree with most?

1. I prefer to lower taxes, even if it means cutting City services.
2. I prefer to keep taxes and City services about the same.
3. I prefer to raise taxes to allow the City to offer more services.



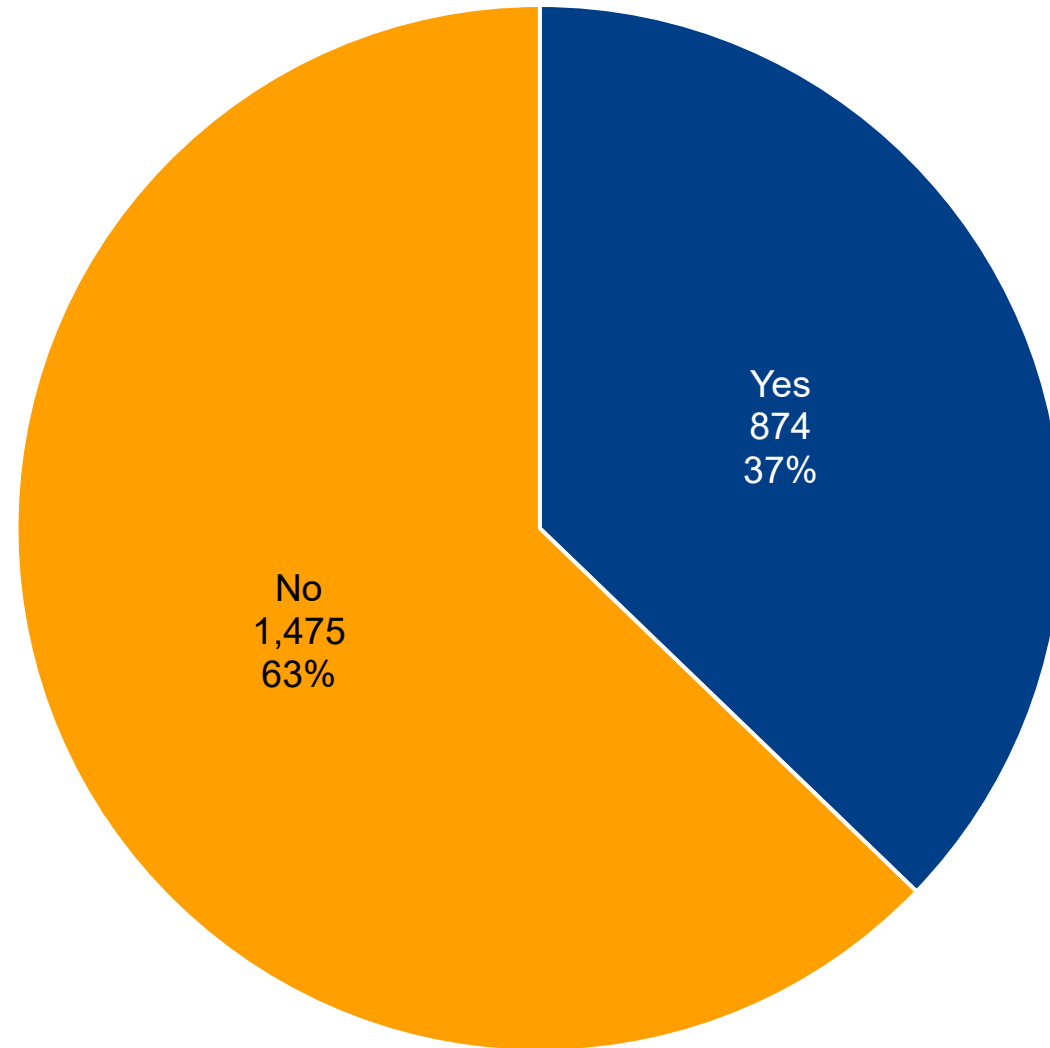
Q3 City Property Taxes



Q4 Financial Situation



- Has your financial situation gotten worse because of COVID-19?



Q4 Financial Situation (continued)



- If yes, please check all the boxes that apply to you or someone else in your household.

Response	Percentage	Total
I have been sick and unable to work (go to Q5)	12.26%	101
My hours have been reduced (go to Q5)	31.55%	260
I lost my job (go to Q5)	25.97%	214
Sales are down at my company or business (go to Q6)	43.81%	361
Projects or contracts have been postponed (go to Q6)	42.35%	349
The value of my stocks or investments has dropped	26.09%	215

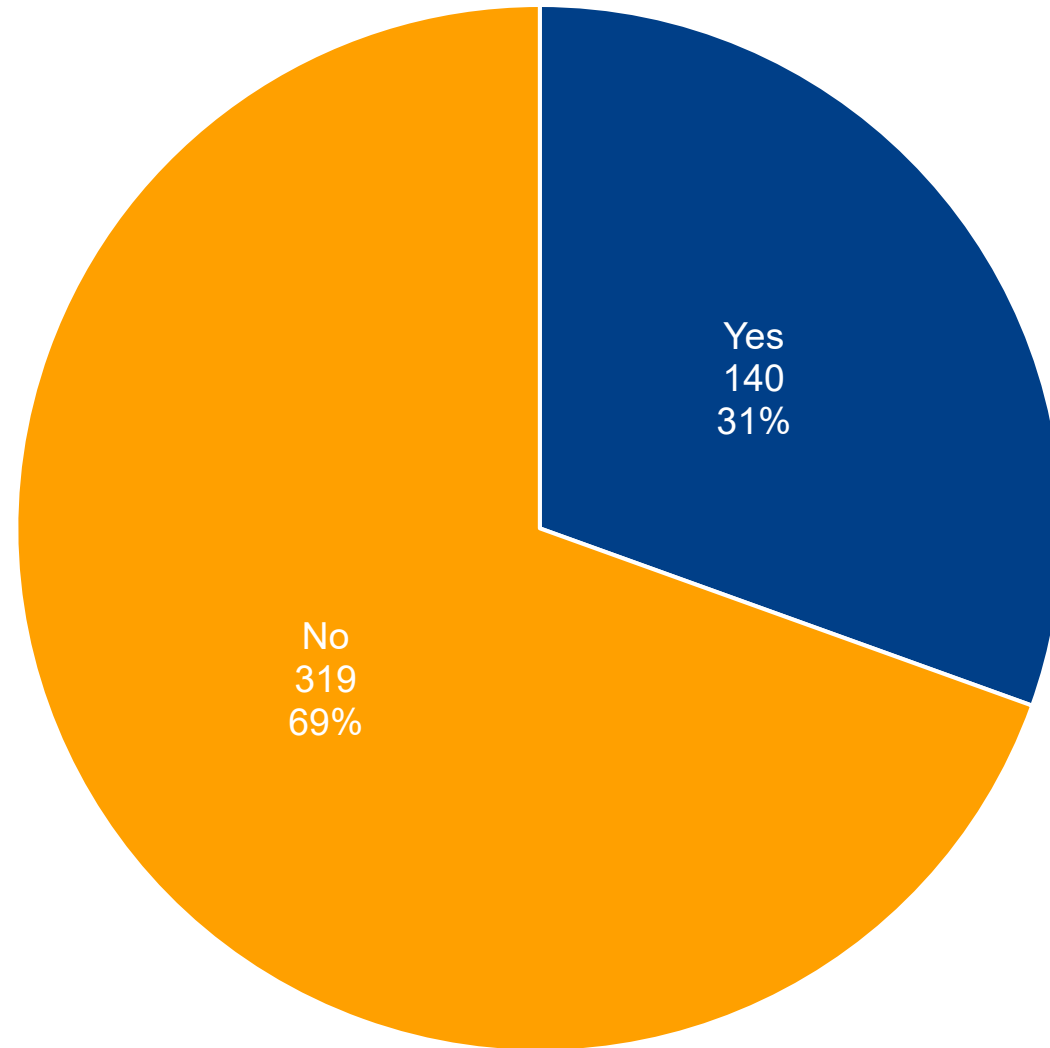


Q5 Financial Situation (continued)



- If respondent selected option 1, 2, or 3 in the previous question, we asked...

Would job training in the same or another profession help you return to work?

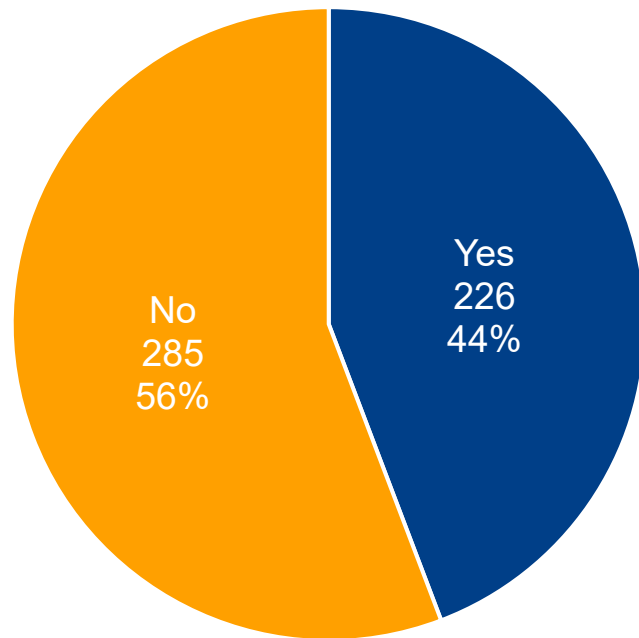


Q6 Financial Situation (continued)

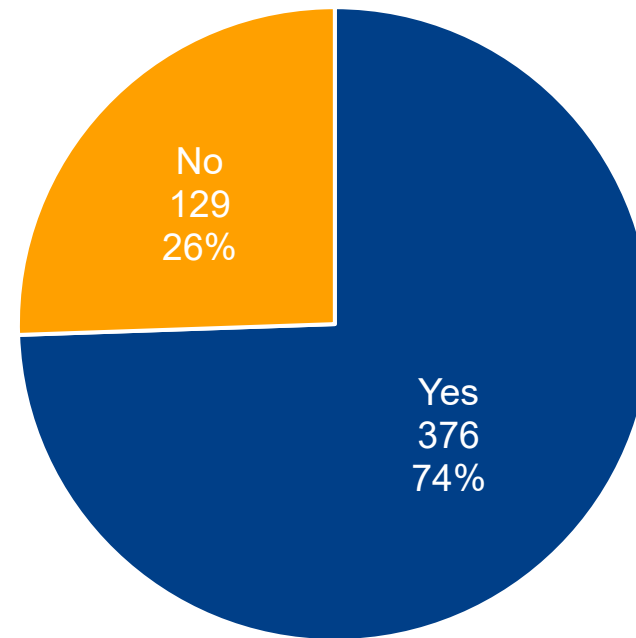


- If respondent selected option 4 or 5 in the previous question, we asked...

Do you own your company or business?



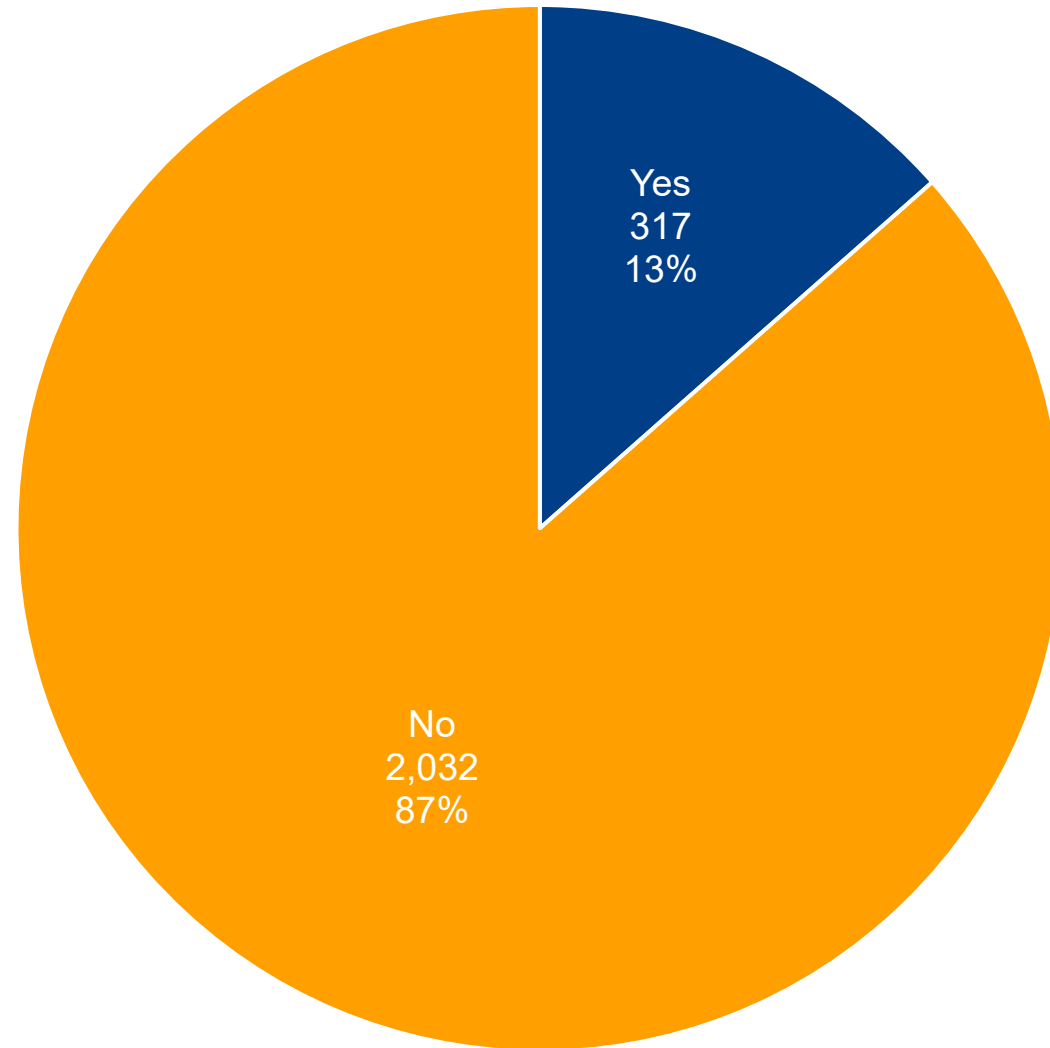
Does your company or business employ fewer than 500 people?



Q7 Financial Needs



- Are you having problems paying for necessities such as rent/mortgage, utilities, food, etc. because of COVID-19?



Q7 Financial Needs (continued)



- If yes, please check all the boxes that apply.

Response	Percentage	Total
Rent/mortgage (go to Q8)	70.83%	221
Utilities	66.03%	206
Internet access	40.06%	125
Food	54.17%	169
Health care	57.37%	179
Child/dependent care (go to Q9)	15.06%	47
Transportation	34.94%	109
Clothing	22.76%	71
Other (included home repairs, education, and property taxes)	9.3%	29

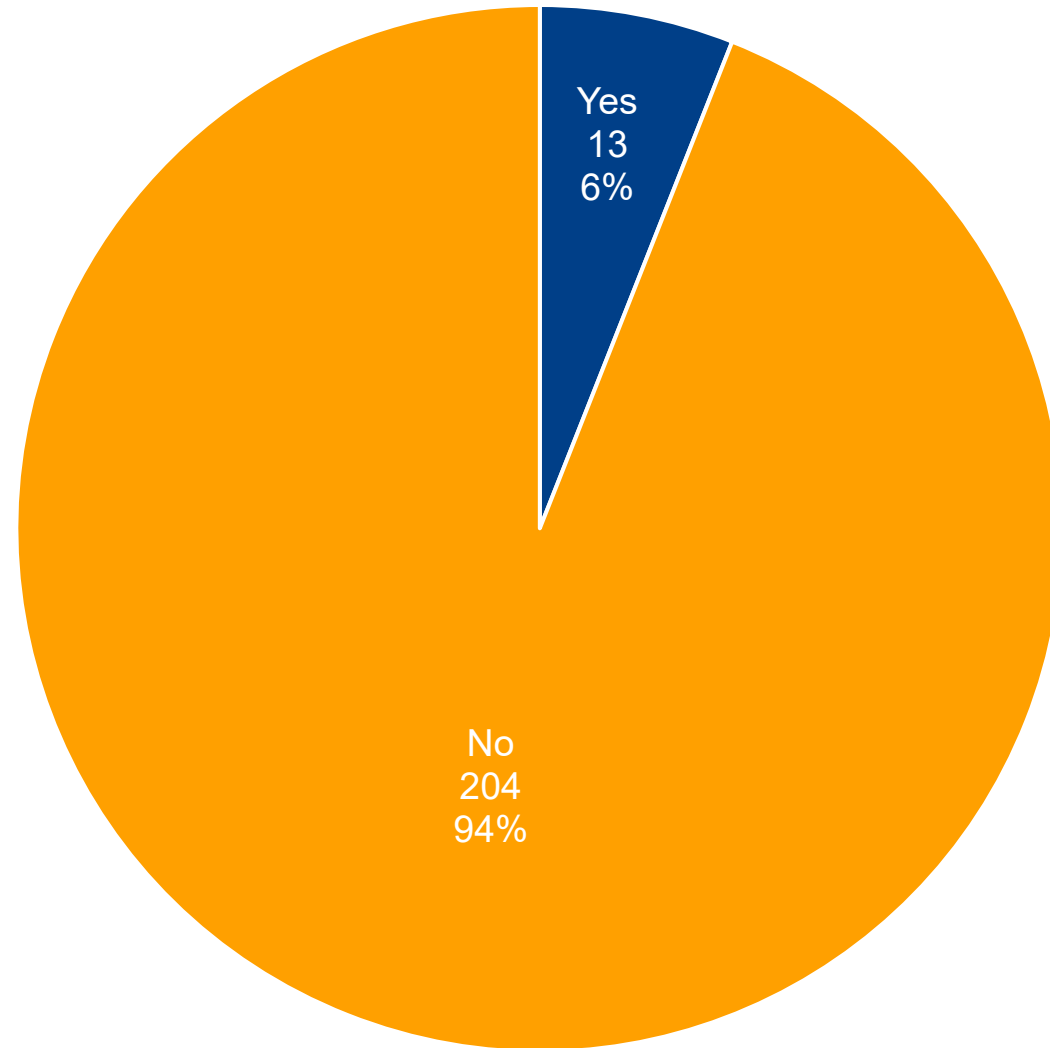


Q8 Financial Needs (continued)



- If respondent selected “rent/mortgage” in the previous question, we asked...

Have you lost your housing or received an eviction notice?

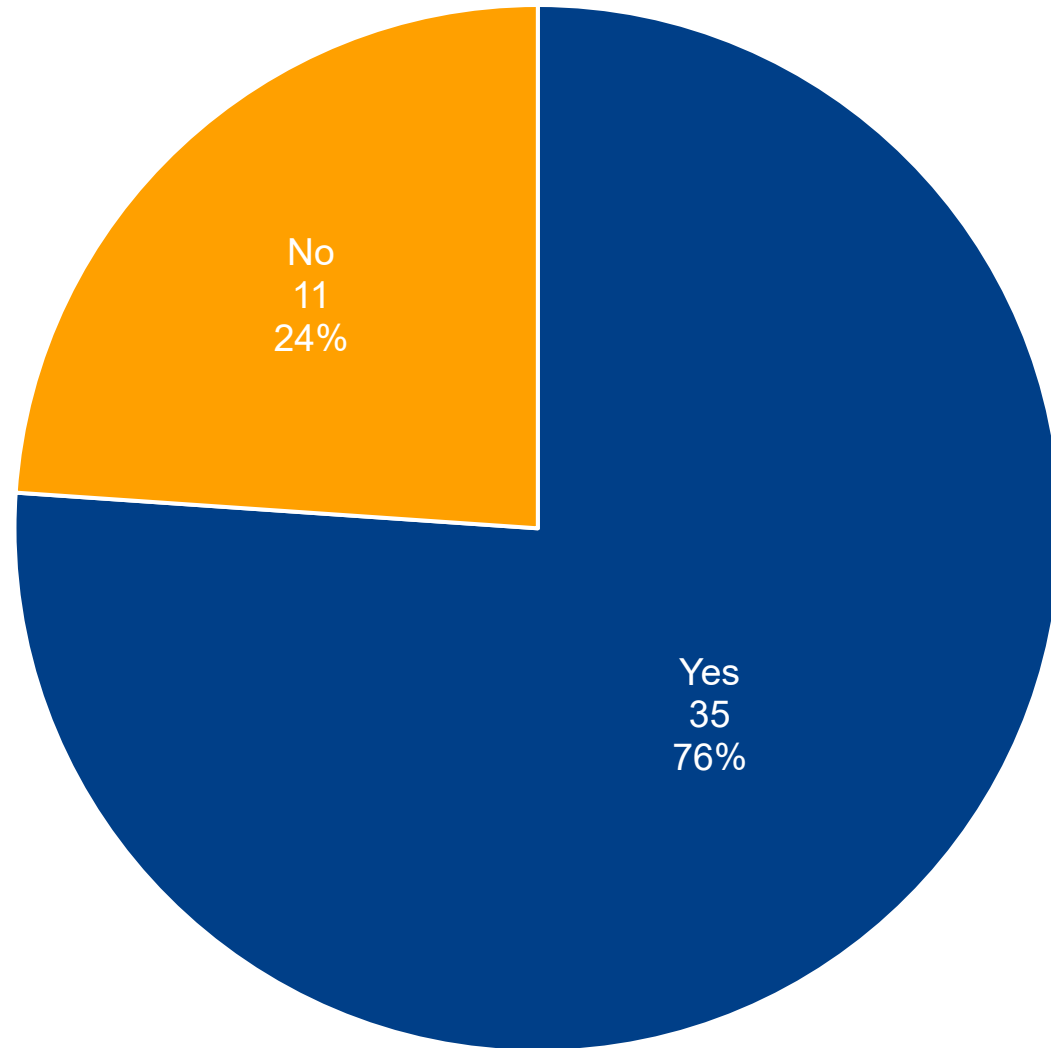


Q9 Financial Needs (continued)



- If respondent selected “child/dependent care” in the previous question, we asked...

Have you or someone else in your household quit your job or reduced your hours at work to care for a child or other dependent?



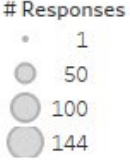
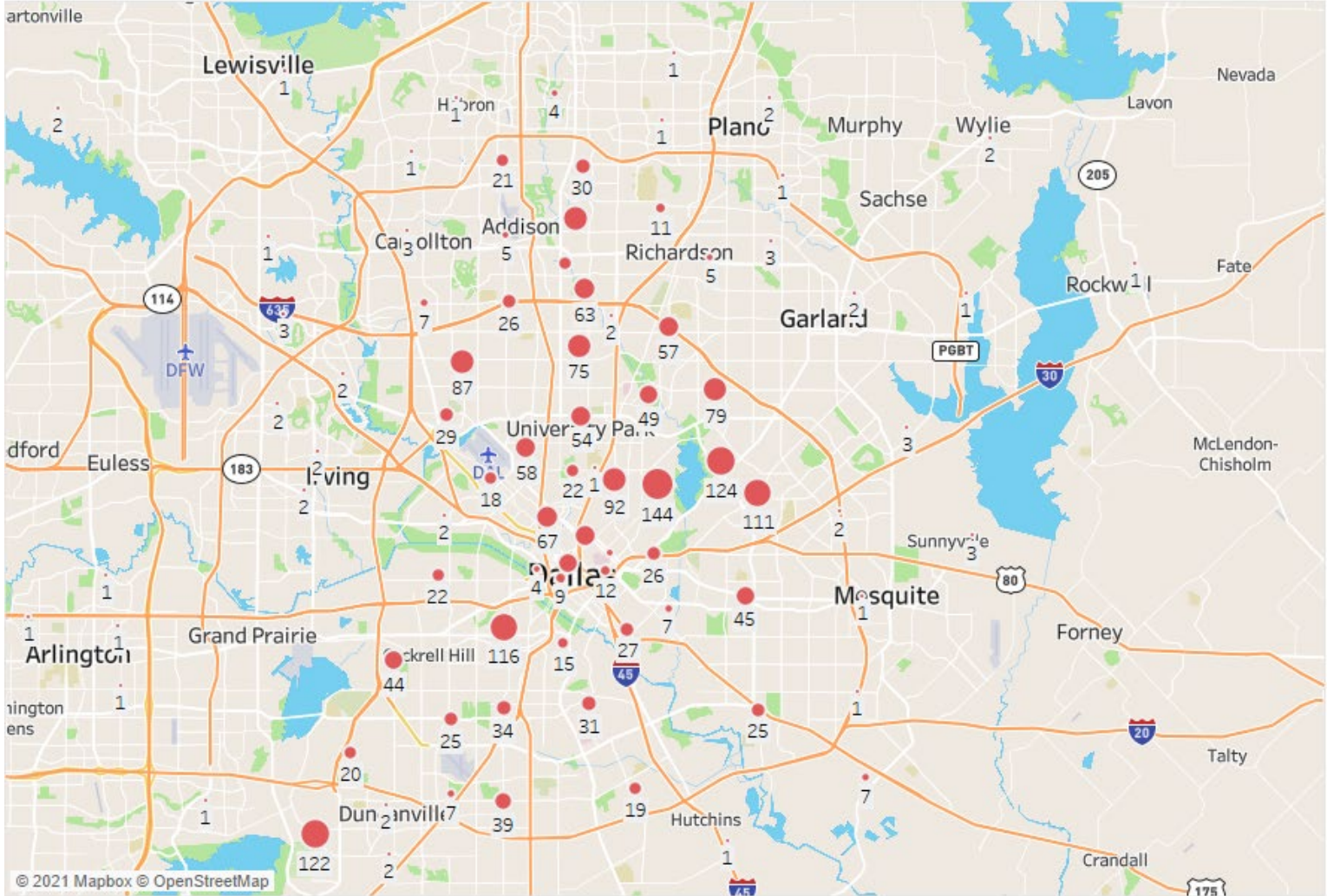
Demographics



- As part of online survey, we also ask optional demographic questions
- Help us know how well we're communicating and ensure we consider needs of all Dallas residents



Q1 What is your ZIP code?



- 126 respondents did not provide their ZIP code
- Survey results include responses from ZIP codes outside of Dallas

Map based on Longitude (generated) and Latitude (generated). Size shows sum of # Responses. Details are shown for ZIP. The view is filtered on ZIP, which excludes 91344, 92595, 94565, 97338 and 98001.



Q2 How would you describe yourself?



Response	Percentage	Total
White	59	1,415
Hispanic or Latinx origin	12	287
Black or African American	12	274
Asian	3	63
Alaska Native or American Indian	1	35
Native Hawaiian or other Pacific Islander	0	7
Another description	3	71
Prefer not to answer	10	233



Q3 What is your gender identity?



Response	Percentage	Total
Woman, female or feminine	51	1,195
Prefer not to answer or blank	49	447
Man, male or masculine	29	689
Non-binary, non-conforming, genderqueer or another identity	1	17



Q4 What is your age?



Response	Percentage	Total
65 or older	21	480
35-44	20	448
18-34	19	446
55-64	18	421
45-54	17	391
Prefer not to answer	5	108





Appendix

If you could add money to only three service areas, which three would you choose?



Response	Percentage	Total
Repairing and maintaining streets, sidewalks, and alleys	53.39%	1,252
Social services, including community centers, senior programs, rental assistance, or services for people experiencing homelessness	45.08%	1,057
Police services	40.98%	961
Art and cultural programs/facilities	29.25%	686
Parks and recreation services	21.83%	512
Economic development, including workforce development and small business/entrepreneurship programs	15.78%	370
Environmental programs	14.16%	332
Reducing traffic congestion	13.26%	311
Library services	12.84%	301
Ambulance/emergency medical services	11.68%	274
Fire services	10.79%	253
Animal services	9.68%	227
Responding to Code violations	8.96%	210
Other	7.21%	169
311 services	4.48%	105
Municipal court services	0.64%	15



Which three service areas would you decrease to pay for the services you chose in question #1?



Response	Percentage	Total
Responding to Code violations	44.25%	1,009
Municipal court services	38.03%	867
Economic development, including workforce development and small business/entrepreneurship programs	28.46%	649
Art and cultural programs/facilities	26.93%	614
Police services	26.14%	596
Reducing traffic congestion	25.35%	578
Environmental programs	24.12%	550
Animal services	18.38%	419
Library services	17.41%	397
311 services	16.80%	383
Social services, including community centers, senior programs, rental assistance, or services for people experiencing homelessness	10.48%	239
Parks and recreation services	8.68%	198
Other	7.11%	162
Repairing and maintaining streets, sidewalks, and alleys	3.64%	83
Fire services	2.94%	67
Ambulance/emergency medical services	1.27%	29

