

# Memorandum



CITY OF DALLAS

DATE April 7, 2023

TO Honorable Mayor and Members of Council

SUBJECT **2023 Community Survey**

Budget & Management Services (BMS) is partnering with ETC Institute (ETC) for the Community Survey, which will launch April 17, 2023. 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 under-represented 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, 2018 and 2020) 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 and we plan to brief City Council on the results in June. Digital materials are attached for you to share with your constituents prior to the survey launch to encourage them to complete the survey if they are selected.

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Please contact me or Janette Weedon, Director of Budget & Management Services, if you have questions.



Jack Ireland  
Chief Financial Officer

c: T.C. Broadnax, City Manager  
Tammy Palomino, Interim City Attorney  
Mark Swann, City Auditor  
Billierae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Deputy City Manager  
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Dr. Robert Perez, Assistant City Manager  
Carl Simpson, Assistant City Manager  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors


**YOUR OPINION MATTERS!**

# **Community Survey**

**April – May**

You're our most important customer.  
Check the mail to see if you were randomly selected  
to participate in the 2023 Community Survey.  
Let us know how we're doing!

**?** **Questions**

 [DallasMeasures@dallas.gov](mailto:DallasMeasures@dallas.gov)



**¡TU OPINIÓN IMPORTA!**

# **Encuesta sobre la comunidad**

**Abril - Mayo**

Eres nuestro cliente más importante.  
Revisa el correo para ver si fuiste  
seleccionado para participar en la encuesta  
sobre la comunidad de 2023.  
¡Déjanos saber cómo estamos haciendo  
nuestro trabajo!

**?** Preguntas

✉ [DallasMeasures@dallas.gov](mailto:DallasMeasures@dallas.gov)

