

City of Dallas News Release

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Dallas asks residents “How are we doing?”

2007 Citizen Survey will be mailed to randomly selected households

DALLAS, TX – For the third year in a row, city officials are asking residents what they think about the quality of city services. This week, colorful postcards that read “Dallas Delivers!” will begin arriving in mailboxes of randomly selected households notifying residents they have been selected to participate in this year’s survey.

As in prior years, residents will be asked to rate the quality of city services, such as fire and police services, storm drainage and garbage collection. They will also be asked to rate quality of life issues, such as how residents feel about Dallas as a place to raise children.

“People may not be used to hearing ‘government’ and ‘customer service’ used in the same sentence,” said Eric Griffin, Assistant Director of Strategic Customer Services. “But the city recognizes people have a choice about where they live, work and play. We need people to tell us how we’re doing so we can find out what’s working from their point of view and do more of it.”

Survey results will be shared with the public and the Dallas City Council in June, and will be used to benchmark service performance, make funding decisions, and compare how the City of Dallas stacks up with other local governments.

The survey is being conducted by the National Research Center, an affiliate of the International City/County Management Association. For more information on the 2007 Citizen Survey, visit www.dallascityhall.com or call 311, the city’s customer service number.

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