

Memorandum



CITY OF DALLAS

DATE July 25, 2022

TO Honorable Mayor and Members of the City Council

SUBJECT **FY 2022-23 Budget Priorities Survey**

As part of the FY 2022-23 budget development process, Budget and Management Services (BMS) conducted the [annual budget priorities survey](#) to gather resident feedback on the City's funding priorities. Along with public hearings, budget listening sessions, and town hall meetings, the on-line survey provides residents with another means of providing input. To obtain input from equity priority areas identified by the Office of Equity and Inclusion, we partnered with Dallas Public Library and Dallas Park & Recreation to make paper surveys available in certain areas. We also expanded the languages the survey was available to include English, Spanish, and Vietnamese.

On June 15, preliminary data from 320 respondents was presented to the City Council as part of our budget update ([FY 2022-23 and FY 2023-24 Biennial Budget Discussion](#)). The survey remained open through July 2 at which time we had received a total of 1,214 responses. The attached document summarizes the responses. We are providing the survey responses now as opposed to holding them until the August 9 budget presentation since we received an Open Records Request asking for the information from a member of the media. In reviewing the data, it appears that the survey may have been taken multiple times by certain stakeholder groups, in effect skewing the results, which is possible since the on-line survey does not adhere to sampling methods that yield statistically valid results.

As a reminder, the City does use a contract vendor to conduct a biennial Community Survey that is administered using standardized survey sampling methods that provide high-quality and statistically valid results. Unfortunately, on June 15, we made you aware that the biennial Community Survey that was [launched](#) in March has been delayed due to vendor performance issues including low survey response rates, validity of sampling methods, and data methodology not being met. We anticipate a relaunch that provides high-quality results with consistent methodologies from prior Community Surveys.

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If you have questions about the resident input received through the annual budget priorities survey, please contact me or Janette Weedon, Director of Budget and Management Services.



Jack Ireland
Chief Financial Officer

[Attachment]

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizzor Tolbert, Deputy City Manager
Jon Fortune, Deputy City Manager

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

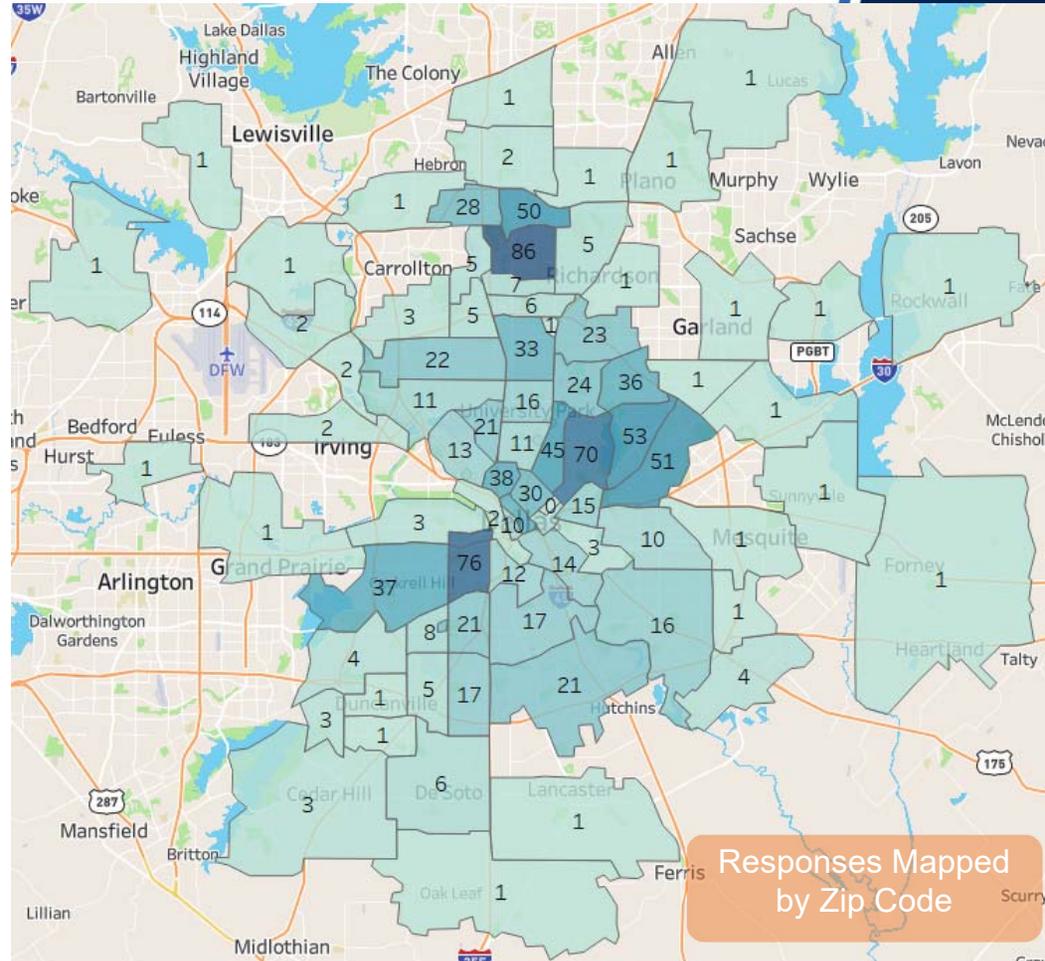
Budget Priorities Survey



- Respondents are mapped based on zip codes provided
- Survey outreach and advertising through City's blog and social media channels in English and Spanish

| | June 15 | July 2 |
|------------------|------------|--------------|
| Online | 320 | 1,171 |
| Online (Spanish) | 0 | 6 |
| Paper* | 0 | 33 |
| Paper* (Spanish) | 0 | 4 |
| Total | 320 | 1,214 |

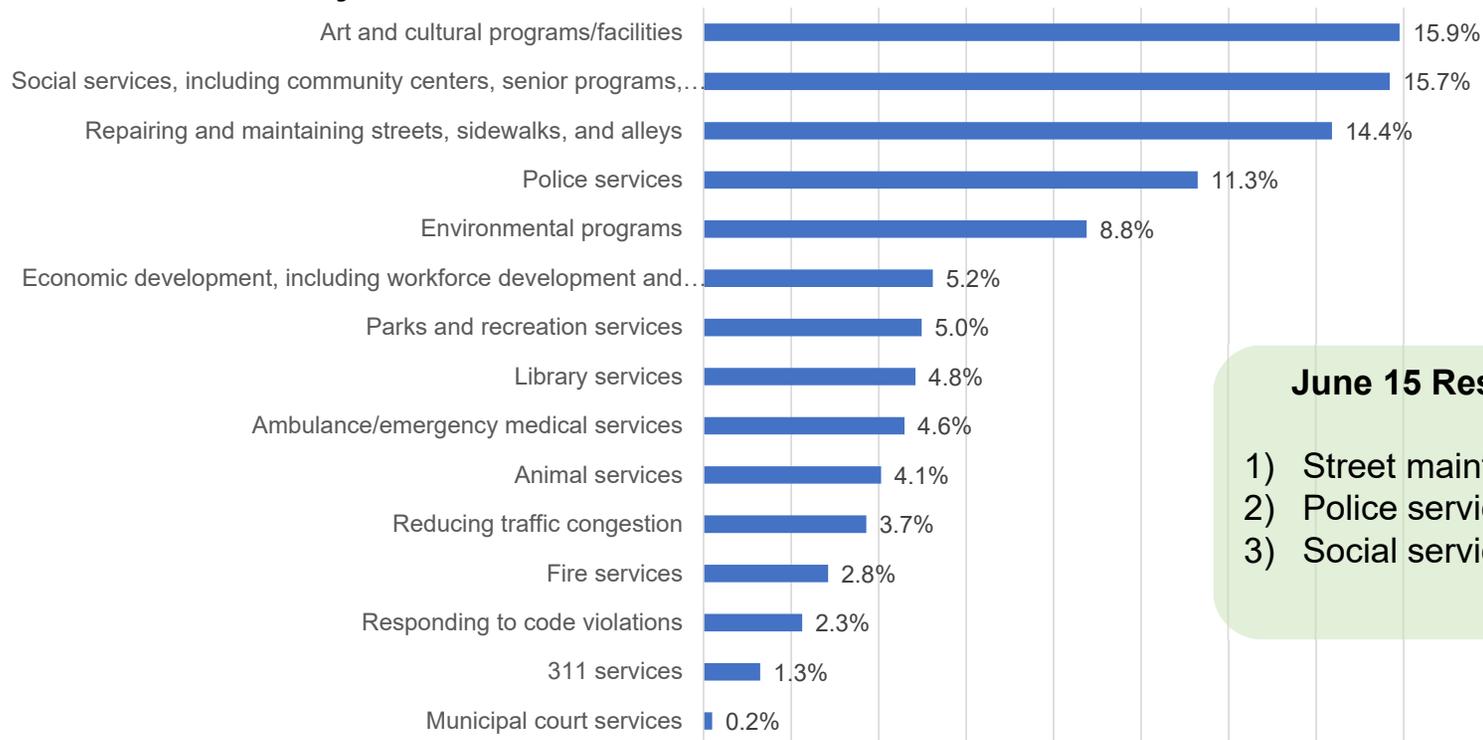
*Paper copies collected from libraries and recreation facilities in equity priority areas (Copies available in English, Spanish, and Vietnamese)



Budget Priorities Survey (as of July 2)



If you could **increase** funding to three service areas*, which three would you choose?



June 15 Response: Increase Funding

- 1) Street maintenance & repair
- 2) Police services
- 3) Social services

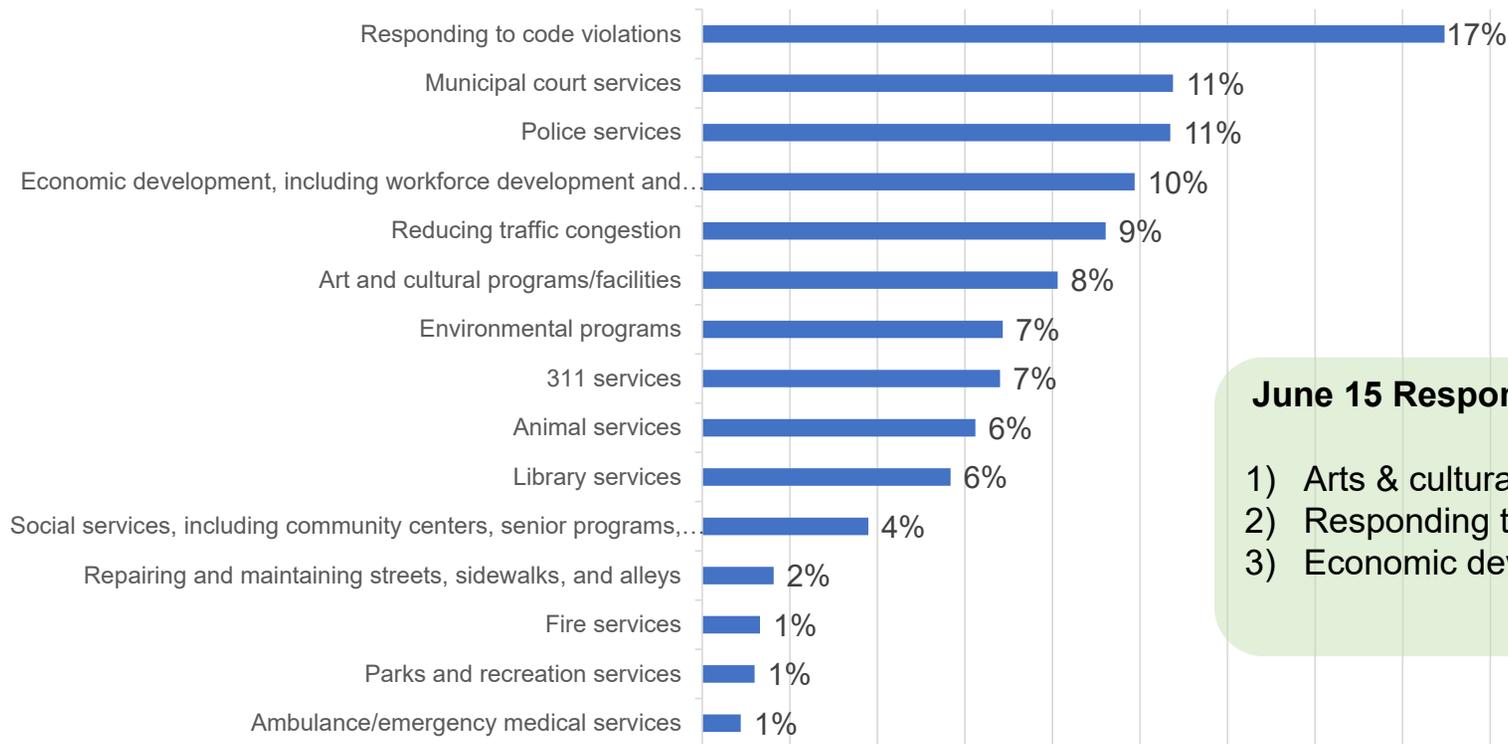


* "Park and Rec" service area was added to the survey 06/15/22

Budget Priorities Survey (as of July 2)



If you could **decrease** funding to three service areas*, which three would you choose?



June 15 Response: Decrease Funding

- 1) Arts & cultural programs
- 2) Responding to code violations
- 3) Economic development



* "Park and Rec" service area was added to the survey 06/15/22

Budget Priorities Survey (as of July 2)



Ranking of the City's 8 Strategic Priorities

Results through June 15th

| Rank | Strategic Priorities |
|------|---|
| 1 | Public Safety |
| 2 | Transportation & Infrastructure |
| 3 | Environment & Sustainability |
| 4 | Housing & Homelessness Solutions |
| 5 | Government Performance & Financial Management |
| 6 | Economic Development |
| 7 | Quality of Life, Arts, & Culture |
| 8 | Workforce, Education, & Equity |

Results through July 2nd

| Rank | Strategic Priorities |
|------|---|
| 1 | Environment & Sustainability |
| 2 | Quality of Life, Arts, & Culture |
| 3 | Housing & Homelessness Solutions |
| 4 | Public Safety |
| 5 | Transportation & Infrastructure |
| 6 | Economic Development |
| 7 | Government Performance & Financial Management |
| 8 | Workforce, Education, & Equity |

