

Memorandum



CITY OF DALLAS

DATE December 14, 2021

TO Honorable Mayor and Members of the City Council

SUBJECT **Citywide Strategic Direction – Councilmember Survey**

As part of the November 16 Strategic Planning briefing, we outlined various planned outreach efforts to receive feedback on the strategic direction of the City. These efforts will include a City Council survey, City management survey, departmental Strengths/Weaknesses/Opportunities/Threats (SWOT) exercise, community/resident survey, and business survey.

Our efforts will kick off with our Councilmember survey. The survey will include a SWOT exercise, give you the opportunity to share your thoughts on the vision and direction of the City, and will allow you to share your long-term priorities for the City through a goal prioritization exercise. Later this week, each of you will individually receive a unique link to complete the survey. The survey will remain open until the end of day on Tuesday, January 4 and you may complete it in multiple sessions, if needed, as your schedule permits.

Thank you for your feedback and participation as we continue our strategic planning efforts. Please contact me or Jack Ireland with any questions regarding the survey or our citywide strategic planning efforts.

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

M. Elizabeth Reich
Chief Financial Officer

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