

Memorandum



CITY OF DALLAS

DATE January 7, 2022

TO Honorable Mayor and Members of the City Council

SUBJECT **Strategic Direction Councilmember Survey**

As part of the November 16, 2021 Strategic Planning briefing, we outlined various planned outreach efforts to obtain feedback on the strategic direction of the City. These efforts include a City Council survey, City management survey, departmental Strengths/Weaknesses/Opportunities/Threats (SWOT) exercise, community/resident survey, and business survey.

We kicked off these efforts in December with the councilmember survey, which included a SWOT exercise and opportunities to share your thoughts on the vision, direction, and long-term priorities for the City through a goal prioritization exercise. The deadline to complete the survey was January 4, but we have extended the deadline to complete the survey to next Friday, January 14. The survey can be done in one sitting or you may complete it in multiple sessions as your schedule permits.

We have re-sent unique links to councilmembers who have not yet completed their survey. We 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.

Handwritten signature of M. Elizabeth Reich in blue ink.

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

Jon Fortune, Assistant City Manager
Majed A. Al-Ghafry, 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