

# Memorandum



CITY OF DALLAS

DATE May 2, 2014

TO Members of the Budget, Finance & Audit Committee: Jerry R. Allen (Chair),  
Jennifer S. Gates (Vice Chair), Tennell Atkins, Sheffie Kadane, Philip T. Kingston

SUBJECT FY 2014-15 Budget: Citizen Engagement Survey

The Monday, May 5<sup>th</sup> Budget, Finance and Audit Committee agenda will include a briefing on the FY 2014-15 Budget: Citizen Engagement Survey.

Please let me know if you need additional information.

A handwritten signature in black ink, reading "Jeanne Chipperfield".

Jeanne Chipperfield  
Chief Financial Officer

## Attachment

c: Honorable Mayor and Members of City Council  
A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Ryan S. Evans, Interim First Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Shawn Williams, Interim Public Information Officer  
Elsa Cantu, Assistant to the City Manager

# FY 2014-15 Budget: Citizen Engagement Survey

Budget, Finance, and Audit Committee

May 5, 2014



# Purpose

- ▶ Discuss citizen engagement in budget development process
- ▶ Provide preview of new citizen survey to be used as part of FY 2014-15 budget development process

# Citizen Engagement

- ▶ Citizen participation is typically limited in budget development process
  - 3 public hearings in Council Chamber
  - Approximately 40 town hall meetings in August/September
  - Virtual town hall meetings initiated in 2013
- ▶ To increase citizen participation, a new survey will be implemented as part of FY 2014-15 budget development process

# Citizen Engagement

- ▶ Contract with Vision Critical for assistance in engaging citizens
  - Web based survey and communication tool
  - Specialized software for surveys
  - Website dedicated to survey initiatives
    - [www.TALKDALLAS.com](http://www.TALKDALLAS.com)
    - [www.HABLEDALLAS.com](http://www.HABLEDALLAS.com)
  - Citizens may participate in survey by becoming member of on-line survey community
    - Complete profile questionnaire
    - Participate in citizen budget survey
    - Invited to participate in future City survey initiatives
  - Or, citizens may participate directly in citizen budget survey without joining the on-line survey community
  - Data extraction for reporting

# Citizen Engagement

- ▶ Schedule for launching new on-line survey site consists of:
  - May 5: demonstration to Budget, Finance, and Audit Committee
  - May 8: “soft” launch
  - May 12: begin advertisement
  - May 12: full launch

# Citizen Engagement

- ▶ Advertising citizen engagement consists of:
  - CBS Outdoor kiosks
  - Citywide Clear Channel digital billboards
  - News release
  - Notify neighborhood lists and homeowner association contacts
  - City News & Information
    - DallasCityHall.com
    - DallasCityNewsroom.com
    - E-blast Invitation
  - Engage citizens via social media (Facebook, Twitter, Instagram, NextDoor, LinkedIn, Youtube, Vimeo)
  - Notify registered users of 311 application
- ▶ All advertising will be in both English and Spanish

# Citizen Engagement

- ▶ First survey on new website will be citizen budget survey
- ▶ Developed to gauge citizen priorities and budget concerns
- ▶ 17 questions touching on various budget areas, including:
  - Five key focus areas
  - Code issues
  - Cultural arts
  - Library services
  - Park and Recreation
  - Public safety
  - Street satisfaction
  - Tax rate
- 5 videos included to provide citizens with additional information about City's budget



# Citizen Engagement

- ▶ Survey will run from Monday May 12<sup>th</sup> through Sunday June 8<sup>th</sup> (28 days)
- ▶ Results of survey will be discussed with council at June 18<sup>th</sup> budget update briefing
- ▶ City Manager will use citizen survey to:
  - Help inform citizens about City's budget
  - Gain understanding of priorities of survey participants
  - Begin on-going dialogue with citizens on City issues

# Citizen Engagement



# Questions and Comments