

# Memorandum



CITY OF DALLAS

DATE April 11, 2024

TO Honorable Chair and Members of the Charter Review Commission

SUBJECT **Summary of the Commission's Communications and Outreach Efforts**

The City of Dallas Charter Review Commission (Commission) began meeting in late September 2023 to begin the process of considering amendments to the City Charter. On October 24, the Commission discussed a comprehensive communications and outreach plan in both English and Spanish. This memorandum highlights the amount of engagement and outreach performed to-date by the Commission.

The Commission conducted townhalls in conjunction with members of the City Council as its primary form of outreach. A total of 20 townhalls were conducted across throughout the city during fall and spring townhalls, held in November/December and in February/March. These were publicized on city channels and through the city councilmembers' distribution channels. The first round was also published in local newspapers for awareness. Spanish translators were provided at townhalls in council districts who requested them. These same practices are used for townhalls on a variety of subject matters and are standard practices.

Over the course of several months, commissioners and staff conducted targeted outreach to stakeholder groups interested in the work of the Commission. Staff reached out to community partners across the city, and coordinated with interested groups to provide information and gather feedback from those who wished to engage. This included presentations to multiple Chambers of Commerce, including the Dallas Black Chamber, the Dallas Regional Chamber, and the North Dallas Chamber of Commerce; Downtown Dallas Inc.; and the League of Women Voters of Dallas. Staff and a commissioner also attended and had a table at the City of Dallas Equity Symposium.

As part of its media campaign, NBC 5 interviewed Chair Allen Vaught for its Lone Star Politics Sunday morning news program. The Commission also received significant coverage in local news, with 58 articles covering aspects of the Commission's work across 14 publications. Critical Mention, a media monitoring system used by the Communications and Outreach department at City Hall, estimates that earned media, coverage through organic and unpaid means, exceeded \$1.04 million in value for an estimated audience reach of over 103.5 million. A full list of earned media coverage, updated through April 4, is attached in Appendix A.

On April 1, the Commission held a bilingual telephone townhall, which received the most engagement of the outreach campaign. The city dialed 35,000 phone numbers based on a list of residents who are most active in voting in the city, and divided those numbers so that an equal number of people were called across all 14 council districts – roughly 2,500 per district. Of that total, 3,470 people joined the call (68 of whom joined the Spanish language call); 2,454 people stayed on the line for at least 1 minute; 767 stayed on the line for at least five minutes; and 285 stayed on the line for at least 40 minutes. During the call, residents were afforded an opportunity to ask questions of commissioners and participate in polling

DATE December 6, 2023  
SUBJECT **Charter Review Commission Update**  
PAGE **2**

questions focused on six topics that the Commission advanced for final consideration. Results of the polling questions and statistics from the call can be found attached in Appendix B.

As a result of the extensive outreach and earned media, engagement with the Commission was particularly high when it related to certain topics. The following five topics received the most engagement:

- Parks and Recreation Department organization.
- Ranked Choice Voting.
- May vs. November election dates.
- Board service criteria/language changes within the Charter.
- Potential changes to the City Plan Commission.

For the meetings prior to April 11, the Commission had over 100 public speakers and received 460 emails from constituents providing their input and perspective on the topics being considered.

We appreciate the commitment demonstrated by the Commission to community outreach and public engagement. If you have any questions, please contact Jake Anderson, Manager of Government Affairs, at [james.anderson1@dallas.gov](mailto:james.anderson1@dallas.gov).

Sincerely,



Carrie Rogers  
Director  
Office of Government Affairs

c: Honorable Mayor and Members of the City Council  
T.C. Broadnax, City Manager  
Tammy Palomino, City Attorney  
Mark Swann, City Auditor  
Billerae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bazor Tolbert, Deputy City Manager  
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Dr. Robert Perez, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors  
Office of Government Affairs

## Appendix A: Earned Media

9/28/2023	Dallas to begin reviewing city charter. Could giving the mayor more power be addressed?	Dallas Morning News
10/3/2023	Dallas Has Started Its Review of the City Charter. Here's What That Means for Residents.	D Magazine
10/20/2023	Dallas City Charter under review, could get amendments in 2024	Community Impact
10/23/2023	Charter Review Commission to Determine What Needs to Change at Dallas City Hall	Candy's Dirt
11/6/2023	Dallas Charter Review Commission looking at moving city elections from May to November	KERA
11/8/2023	Dallas City Council term limits, election years could change in city charter	Community Impact
11/15/2023	Dallas Charter Review Commission considering ranked-choice voting	Community Impact
12/11/2023	Mendelsohn Suggests Dallas Charter Changes	Dallas Express
12/13/2023	Deadline Extended for Input on Dallas Charter	Dallas Express
12/14/2023	Dallas Charter Review Commission Extends Deadline for Public to Propose City Constitution Amendments	Hoodline
12/20/2023	Want to weigh in on Dallas city government? Your next chance may be a decade from now	KERA
1/5/2024	11 Stories That Will Shape Dallas in 2024	D Magazine

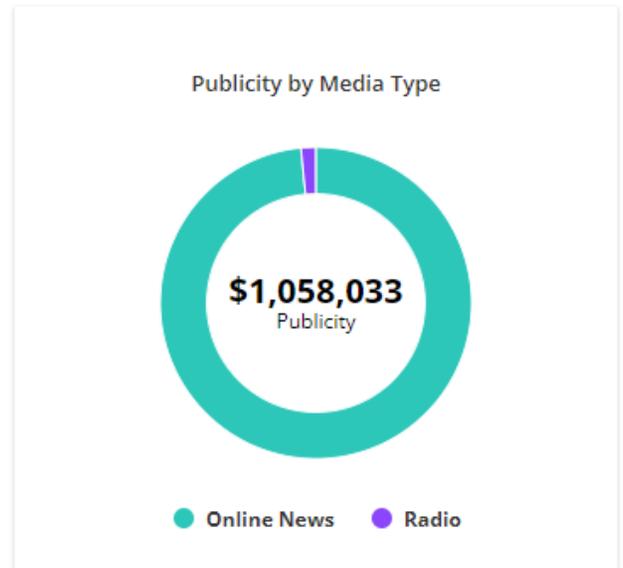
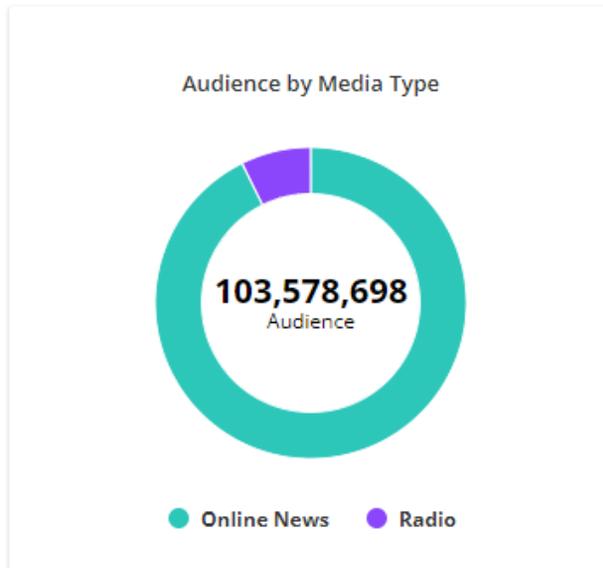
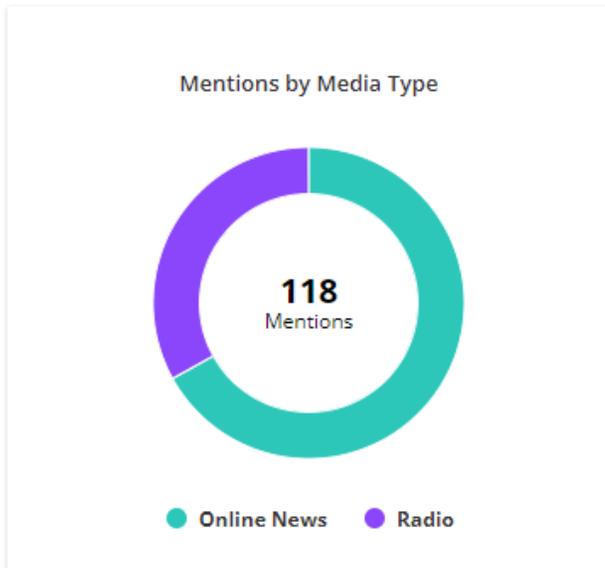
1/8/2024	Proposals to update Dallas' charter include changes to council pay, terms, and elections	Dallas Morning News
1/11/2024	CM Broadnax interviewed by DMN Editorial Board	Dallas Morning News
1/11/2024	Council Members May Get Pay, Term Increase	Dallas Express
1/18/2024	Civic explainer: What is the Dallas City Charter, and how can neighbors change it?	Dallas Free Press
1/19/2024	What is the Dallas City Charter, and how can neighbors change it?	Dallas Weekly
1/24/2024	Who runs the city when the mayor is away? A Dallas commission is considering who gets the gig	KERA
1/24/2024	Who runs the city when the mayor is away? A Dallas commission is considering who gets the gig	KERA
1/25/2024	Charter Commission Considers 120+ Proposed Changes	Dallas Express
2/4/2024	City Hall Roundup	Candy's Dirt
2/7/2024	Anti-immigrant fervor on the border — and Dallas looks at a role for noncitizens in city government	KERA
2/10/2024	Dallas should move City Council elections to November	Dallas Morning News
2/14/2024	As Dallas Reviews Charter, Big Change Could Be Around the Corner	Dallas Observer
2/20/2024	Dallas charter commission bats down possible change from May to November election	KERA
2/21/2024	Move local elections from May to November? No, says charter review group	Dallas Morning News
3/1/2024	Proposal suggests Dallas parks department get on board with City Hall	CultureMap Dallas

3/4/2024	Could proposed charter amendments 'undo nearly 100 years' of Dallas park board independence?	KERA
3/4/2024	Dallas parks is the only department not under the city manager. Some want to change that	Dallas Morning News
3/5/2024	Dallas Park and Recreation Board will keep the autonomy it's enjoyed for a century — for now	KERA
3/5/2024	Park Board keeps its power for now: Dallas Charter Review Commission rejects measure	Dallas Morning News
3/6/2024	Commission Votes Down park Department Changes	Dallas Express
3/11/2024	Strong Mayor, Pay Raises, and More: Dallas Charter Review Commission Winds Up Its Work	D Magazine
3/11/2024	Charter Review Commission Rejects Proposal to Eliminate Parks And Recreation Board Oversight	Candy's Dirt
3/15/2024	Charter Review Commission Considers Non-Citizens for Boards	Dallas Express
3/20/2024	Dallas Charter Review Commission to Consider Allowing Non-US Citizens to Serve on Government Boards	Texas Scorecard
3/21/2024	Plan for Dallas City Council to take over parks and rec oversight smells of petty politics	Dallas Morning News
3/24/2024	Charter Commission to Hear Park Restructuring Proposals	Dallas Express
3/25/2024	Park autonomy, police oversight and bond process all slated for Dallas Charter Review discussion	KERA
3/25/2024	3 radio spots - highlighting 3/25 KERA article and info	KERAFM
3/26/2024	Parks in Dallas are a success story, but a misguided proposal can change that	Dallas Morning News
3/26/2024	Dallas parks' formula for success is under attack	Dallas Morning News

3/26/2024	Dallas park director shouldn't be selected by the City Council, commission says	Dallas Morning News
3/27/2024	Recommendation: Answering to city council could give Dallas Police oversight office more independence	KERA
3/27/2024	3 radio spots - CBS News Radio	KRLD News
3/27/2024	2 radio spots - NPR Radio	KERA
3/27/2024	Another Charter Amendment Designed to Strip Authority From Dallas Park Board Fails	Candy's Dirt
3/27/2024	Leading Off (3/27/24)	D Magazine
3/28/2024	Commission Proposes Police Oversight Director Answer to Council	Dallas Express
3/28/2024	CRC Recommends Pay Raise for Council, Mayor	Dallas Express
3/28/2024	City Commission Again Rejects Restructure of Parks Dept.	Dallas Express
3/28/2024	Dallas commission says top police watchdog should report to City Council, not city manager	Dallas Morning News
3/29/2024	City of Dallas Charter Review Commission to host Tele-Townhall for public engagement	Dallas Examiner
4/3/2024	Immigrants may become eligible to serve on more Dallas boards and commissions	KERA
4/4/2024	Amendment Accepted To Allow Non-Citizen Board Appointments	Dallas Express
4/4/2024	Charter Review Commission Hosts TeleTownhall	Dallas Express
4/4/2024	Dallas' city charter is being updated. Here are some changes on the table	Dallas Morning News

# City of Dallas Charter Review Commission - 6 Month Media Recap

## Mention Analytics



**Total Radio Audience**  
7,517,607

**Total Publicity Value**  
USD \$16,100



**Total Online + Print Audience**  
96,061,091

**Total Online + Print Publicity**  
USD \$1,041,933

Started at 19:30:35, Duration 00:59:53

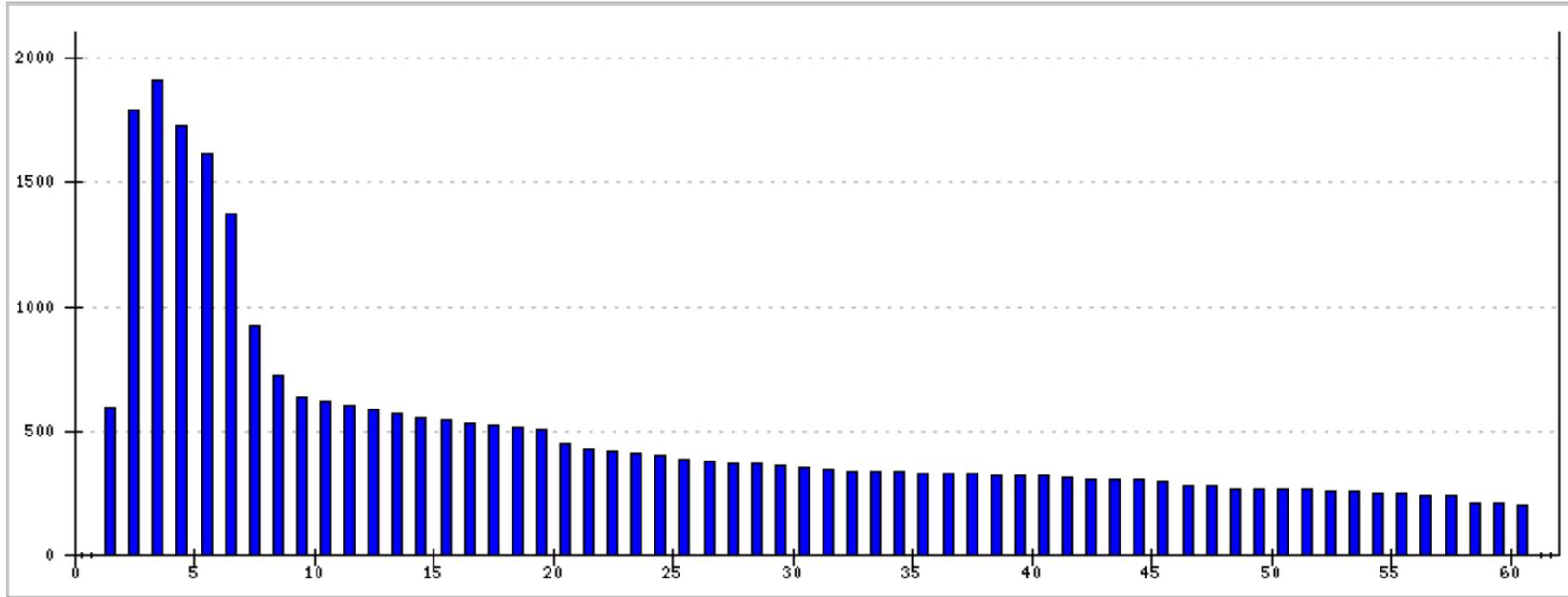
Average Acceptant Duration 8.61

MAX Number of People in Conference 1922

Answered Calls

Name	Number
Selects For Event	17,167
Accepts	3,402
TF Calls	50
Toll Inbound Calls	0
Answering Machines	4,598
Declines	2,021
Total Answered Calls	10,021
Talked	8
Speaker Queue	22
Screeener Queue	7
WEB Participants	0

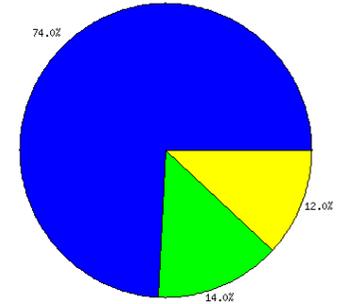
In Conference NOW / Conference Minutes



Polling Questions

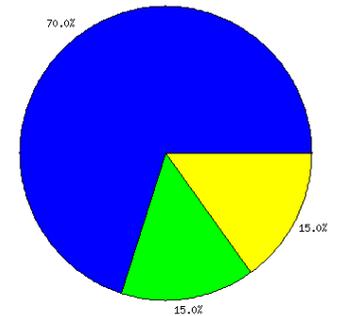
1 Do you support adding language that increases the ways in which the City posts public notices?

ID	Answer	Responded	% of total
1	Yes	189	74
2	No	35	14
3	I Don't Know	31	12



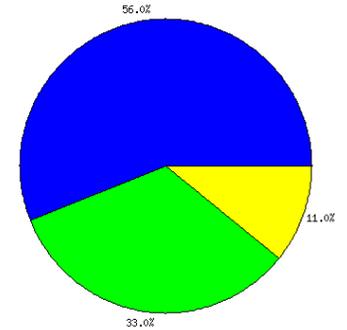
2 Do you support extending the number of days that petitioners are given to gather signatures?

ID	Answer	Responded	% of total
1	Yes	178	70
2	No	38	15
3	I Don't Know	37	15



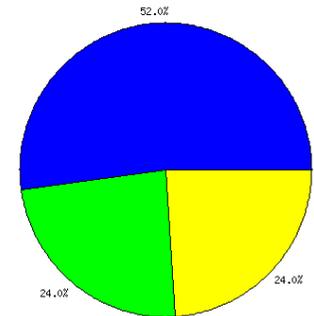
3 Do you support reducing the number of signatures required for a petition to get on a ballot from 10% of registered voters to 5%?

ID	Answer	Responded	% of total
1	Yes	140	56
2	No	84	33
3	I Don't Know	27	11



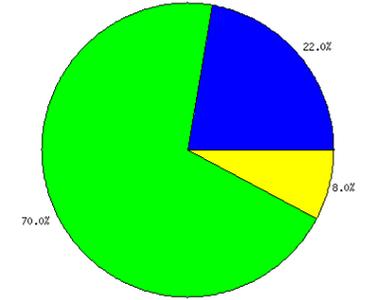
4 Do you support having the director of the Office of Community Police Oversight report to city council instead of the city manager?

ID	Answer	Responded	% of total
1	Yes	123	52
2	No	56	24
3	I Don't Know	56	24



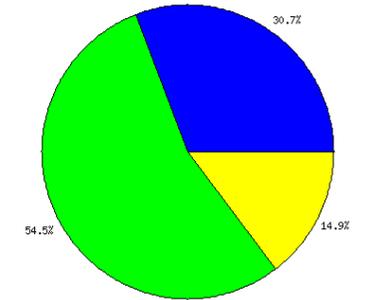
5 Do you support changing the Charter so that residents can serve on the four charter-created boards & commissions without re-election?

ID	Answer	Responded	% of total
1	Yes	52	22
2	No	165	70
3	I Don't Know	20	8



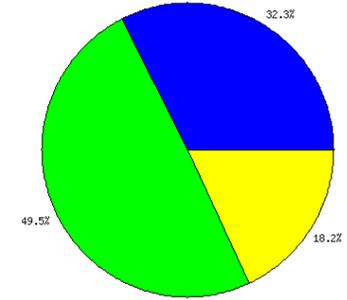
6 Based on the information provided, do you prefer Ranked Choice Voting or the current system of general and runoff elections?

ID	Answer	Responded	% of total
1	Ranked Choice Voting	57	31
2	General/Runoff Elections	101	55
3	I Don't Know	27	15



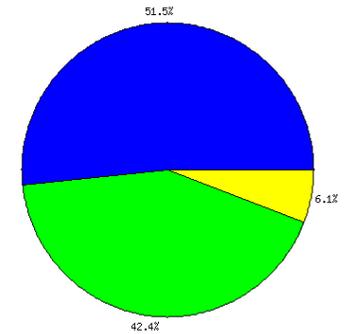
7 Do you support adding a “trigger clause” in the Charter so that municipal elections in Dallas change to a Ranked Choice Vote?

ID	Answer	Responded	% of total
1	Yes	58	32
2	No	89	49
3	I Don't Know	33	18



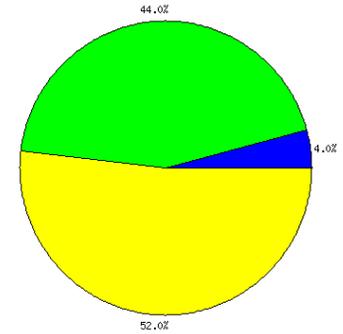
8 Do you feel that Council salaries, at \$60k/80k per year, are currently too low, too high, or just about right?

ID	Answer	Responded	% of total
1	Too Low	103	51
2	Just Right	85	42
3	Too High	13	6



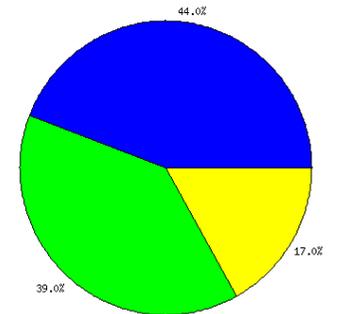
9 Do you feel that raising salaries to \$125k/140k per year is too low, too high, or just about right?

ID	Answer	Responded	% of total
1	Too Low	8	4
2	Just Right	78	44
3	Too High	93	52



10 Do you support tying council salaries to the Consumer Price Index, or some other metric, so they are automatically adjusted?

ID	Answer	Responded	% of total
1	Yes	85	44
2	No	74	39
3	I Don't Know	33	17



## Talked and Read Participants

ID) Name, Address, Phone/Comment

1) John

(John)(District 9)() TALK: (AY) One of the commissioners, from Oak Cliff, was discussing ranked choice voting. That's very confusing - can you go over it again? Maybe with more detail? You can call me about it later this week if that's better.

2) Brenda

(Brenda)(Lake Chris Park)() TALK: (KB)Why won't the commission put it to voters to move the elections given that the turnout is so low and already partisan?

3) Renee

(Renee)(Oak Cliff)() TALK: (KB)What are the term limits for council members, city manager and the Mayor?

4) Samuel

(Katherine)(75303)() TALK: (AY) How do you get on the list that you said you get the amendments and recommendations from? Are those from individuals, commissions, etc? How do I get on that list?

5) Lisa

(Lisa)(District 13)() TALK: (AY) There was a lady who asked how to get an amendment or question placed and they said there were notices on the city council website and that they took questions through January, talked about the different people who could offer questions. I would like to know what percentage/how many of those questions come from outside populations, not commissioners or council?

6) Dennise

(Dennise)(Northwest Dallas)() TALK: (KB)You said the council members are a full-time job, how many hours is that devoted to a week?

7) Ericka

(Ericka)(Dallas)() TALK: (KB)Accidental button push

8) Lorie

(Lorie)(Oak Cliff)() TALK: (AY) If ranked choice voting is not allowed by the state, why are we even discussing it? What is the chance that the state will open the window to change to ranked choice voting?