

Memorandum



CITY OF DALLAS

DATE May 16, 2025

TO Honorable Mayor and Members of the City Council

SUBJECT Discussion of the Annual Goal Setting and Performance Evaluation Process for City Council Appointed Officials

Your May 21 City Council Briefing Agenda provides the opportunity for City Council to discuss the annual goal setting and performance evaluation process for Council-appointed officials.

Background

Historically, the performance evaluation process for Council-appointed officials at the City of Dallas has lacked a standardized framework, consistent scheduling, and a structured approach to goal setting. As a result, evaluations may have been misaligned with the city's strategic priorities and have relied on inconsistent criteria. Furthermore, the absence of integration between performance reviews and budget planning, along with limited use of data, has hindered the ability to conduct comprehensive and objective assessments.

On February 12, 2025, staff proposed a framework to align goal setting and performance reviews for Council-appointed officials with the city's fiscal year and to be guided by an external consultant. This approach offers several benefits:

- Ensures fiscal alignment and achievability by setting realistic goals based on available resources.
- Enables comprehensive performance reviews tied to completed projects and established budget goals.
- Promotes accountability by synchronizing Council and official priorities and linking performance to fiscal outcomes.
- Enhances public transparency by tying evaluations to the budget cycle and providing opportunities for public input.
- Streamlines processes by integrating budgeting and performance review cycles, facilitating informed decision-making.

Process and Implementation Timeline

To reestablish a consistent and strategic performance evaluation cycle that aligns to the city's fiscal year, FY 2024-25 and FY 2025-26 will be transition years, before a full fiscal year process can begin in advance of FY 2026-27.

On March 20, 2025, staff issued an RFP to engage an external consultant to work with the City Council on setting goals and conducting performance reviews for the Council-appointed officials. City Council members asked to be involved in this process and should be completing the evaluation of the proposals received from vendors within Bonfire. We anticipate seeking City Council approval of a multi-year contract in August and engage an independent and external Human Resources professional to help City Council with this process.

Transition Year for FY 2024-25: This transition year will address evaluations for the rating period from October 1, 2024, to September 30, 2025. Once the consultant is engaged in August 2025, it will be necessary for the consultant to assist City Council in conducting performance evaluations in the Fall for the period ending September 30, 2025.

Transition Year for FY 2025-26: This transition year will address goal setting and performance evaluation for the period from October 1, 2025, to September 30, 2026. Once the consultant is engaged, they will be asked to assist City Council in the goal setting process for the new fiscal year that will be just beginning.

Standard Review Cycle beginning in advance of FY 2026-27: This fiscal year will cover the period from October 1, 2026, to September 30, 2027. The steps for this fiscal year and subsequent fiscal years will include the following:

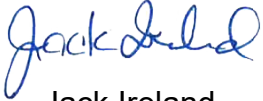
- February–March: City Council develop evaluation criteria (goal setting) for each appointed official for the upcoming fiscal year.
- August–September: City Council finalize and approve goals and budgets for the upcoming fiscal year.
- October 1: Fiscal Year begins.
- April: City Council may choose to conduct mid-year performance reviews.
- September 30: Fiscal Year ends.
- October–November: City Council complete annual performance evaluations.
- January: Implement approved merit increases (if applicable).

Recommended Action

On a future City Council voting agenda, authorize the proposed goal setting and performance evaluation framework that aligns to the city's fiscal year. This action will clarify expectations, improve process transparency, and strengthen the link between performance and fiscal responsibility. Upon Council approval, Human Resources staff will coordinate with the external consultant selected by Council to implement the new framework, ensure staff training, and establish mechanisms for ongoing stakeholder input and process evaluation.

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For further details or questions, please feel free to reach out to me or Nina Arias, Director of Human Resources at nina.arias@dallas.gov.



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