

Memorandum



CITY OF DALLAS

DATE October 29, 2024

Honorable Members of the Public Safety Committee
TO Cara Mendelsohn (Chair), Kathy Stewart (Vice Chair), Tennell Atkins, Jesse Moreno
Gay Donnell Willis

SUBJECT **Dallas Fire-Rescue (DFR) New Hires**

Dallas Fire-Rescue has compiled the data from 2924 applicants from FY 23-24. Applicants were asked: "Where did you hear about our department?" and were allowed to select all the answers that applied. The results are as follows:

School Job Fair	23
School Newsletter	2
Community Career Fair	19
Veteran Job Fair	26
Recruiter	113
Radio Ad	19
News Paper	3
Website	695
Word of Mouth	579
Social Media	195
Other	274

Service First, Now!

Dominique Artis
Chief of Public Safety (I)

c: Kimberly Bizer Tolbert, City Manager (I)
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Dev Rastogi, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager

Alina Ciocan, Assistant City Manager
Donzell Gipson, Assistant City Manager (I)
Robin Bentley, Assistant City Manager (I)
Jack Ireland, Chief Financial Officer
Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I)
Directors and Assistant Directors