

# Memorandum



CITY OF DALLAS

DATE April 24, 2026

TO Kimberly Bizer Tolbert, City Manager

SUBJECT **ZenCity Survey Questions Regarding Dallas City Hall**

On April 6, 2026, the Office of Communications and Customer Experience/311 leveraged their contract with ZenCity and launched a survey to gather public input for the future of City Hall. However, it has come to our attention that there were discrepancies between the questions originally proposed and those that were ultimately released to the public.

These changes raise concerns about the integrity of this process and call into question whether the results of the survey will accurately reflect the perspectives of our residents. The initial draft of the questionnaire (see attached) seemed neutral and aligned with the goal of capturing genuine community sentiment. However, the modified version that was released to the public (see attached) clearly indicates a shift in tone and intent. It appears that these revisions were designed to guide the public toward a predetermined conclusion, without offering adequate space for residents to register an opposing opinion.

Given the significance of this issue, we respectfully request an official explanation via memorandum as to why the original survey questions were altered. In addition, we request that the City create a new survey using the initially proposed questions for the City Council to evaluate.

It is critical that the City maintain objectivity in matters of this importance – especially for a survey that was paid for with public dollars. Any perception that the results are influenced by leading questions risks undermining public trust and the credibility of the decision-making process.

Thank you,

Handwritten signature of Adam Bazaldua.

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Adam Bazaldua  
Council Member, District 7

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Paula Blackmon  
Council Member, District 9

c: Honorable Mayor & Members of the City Council  
Tammy Palomino, City Attorney  
Biliera Johnson, City Secretary  
Ahmad Goree, Chief of Staff to the City Manager

Dallas is evaluating options for the future of its current City Hall building and civic services. One concept under consideration is a **reimagined government center**: a modern civic hub designed to reduce long-term operating costs, support hybrid work, improve public access to services, provide welcoming community space, and incorporate resilience and smart technology features.

**1. How familiar are you with Dallas’s current City Hall building and the discussion about its future?**

- a. Very familiar
- b. Familiar
- c. Slightly familiar
- d. Not familiar at all

**2. Which general approach do you prefer for the future of the current City Hall building and civic offices?** [select one]

- a. Restore/renovate the existing City Hall and keep primary functions there
- b. Build a new government center and move most functions there
- c. Move city functions into existing buildings (lease or purchase) rather than build new
- d. A hybrid approach (keep some functions at City Hall, move others elsewhere)
- e. Not sure / need more information

**3. When you think about decisions on City Hall and civic facilities, what is your single biggest concern?** [randomize, select one]

- a. Cost to taxpayers (construction/renovation, financing, taxes)
- b. Long-term maintenance/operating costs (utilities, repairs over time)
- c. Trust/transparency in the decision and contracting process
- d. Preserving an iconic/historic building and civic identity
- e. Access and convenience (location, parking, transit, navigation)
- f. Quality and reliability of city services (speed, ease, modernization)
- g. Downtown land use / what happens to the site
- h. Other: \_\_\_\_\_

**4. Which of the following are you most concerned about when it comes to City Hall and civic facilities?** [randomize, select two]

- a. Total taxpayer cost
- b. Risk of higher taxes or debt
- c. Long-term maintenance and utility costs (“total cost of ownership”)
- d. Potential for wasteful spending or inflated estimates
- e. Transparency and fairness of contracts/developer deals
- f. Loss of a historic/iconic civic landmark
- g. Disruption to city services during construction/renovation
- h. Parking/accessibility and ease of visiting city services

- 5. What information would you most want before forming a final opinion?** [randomize, select up to 3]
- Independent condition assessment of the current building
  - Side-by-side cost comparison of all options (restore vs build new vs move to existing buildings)
  - Expected tax impact and financing plan
  - Timeline and service disruption plan
  - What would happen to the current site/building under each option
  - Guarantees/guardrails on contracts, oversight, and public benefits
  - Environmental/energy performance targets and long-term savings
  - Other: \_\_\_\_\_
- 6. How important is each of the following in any future government center?** [Group question, Not important / Slightly / Moderately / Very / Extremely]
- Low long-term maintenance needs (durable, low-repair materials)
  - High energy performance to reduce utility costs
  - Investing upfront to reduce future taxpayer burden
- 7. How important is it that city facilities reflect modern hybrid work patterns?** [Group question, Not important / Slightly / Moderately / Very / Extremely]
- Flexible layouts that can be reconfigured over time
  - Technology that supports hybrid meetings and digital-first services
  - Shared/co-working style space for teams that don't need permanent desks
- 8. Which community-centered elements would you support including in a reimagined government center?** [randomize, select all that apply]
- Collocated services (multiple city services in one place)
  - Public community rooms / meeting halls
  - Inclusive design beyond basic ADA (multilingual wayfinding, sensory-friendly spaces)
  - Outdoor public realm (green space, plaza)
  - It should be a strictly administrative facility
  - Other: \_\_\_\_\_
- 9. Which location approach best matches your preference for a future government center?** [select one]
- Stay downtown, near current civic core
  - Downtown is fine, but only if parking/transit access is improved
  - Location matters less than cost and service quality
  - Prefer a different location (outside downtown) for easier access
  - Not sure

**10. How important should these be in a future government center?** [Group question, Not important / Slightly / Moderately / Very / Extremely]

- a. Designed for extreme weather resilience (heat, storms, flooding risk)
- b. Smart-city capabilities that support operations (e.g., sensors/real-time management)
- c. Renewable energy and EV charging integration

**11. If restoring the current City Hall required significant investment, which statement comes closest to your view?** [select one]

- a. Preserving it is worth significant investment because of its civic/historic value
- b. Preservation matters, but only if costs are moderate and clearly justified
- c. I prefer redirecting funds to a new or different facility even if it means major changes to City Hall
- d. I do not have a strong opinion / need more information

**12. Which accountability measures would increase your confidence in the final decision?** [randomize, select up to 3]

- a. Independent audit/oversight committee with public reporting
- b. Public release of full cost estimates and assumptions (including what's included/excluded)
- c. Competitive bidding with clear scoring criteria
- d. Public meetings + published responses to resident questions
- e. A public vote or voter-approved financing
- f. Ongoing reporting on budget and schedule during construction
- g. Other: \_\_\_\_\_

**13. If you had to choose, which priority should Dallas emphasize most?** [randomize, select one]

- a. Lowest upfront cost, even if higher maintenance costs later
- b. Lower long-term operating/maintenance costs, even if higher upfront costs
- c. Preserve the existing City Hall as a civic landmark
- d. Improve service access and resident experience (speed, convenience, one-stop services)

**14. In your own words, what would you want Dallas to protect, avoid, or prioritize most as it decides the future of City Hall and a potential reimaged government center?** [open-text]

## ZenCity Current Questions

The City of Dallas wants to hear from you about City Hall. Your feedback will help us understand how residents use City Hall today and what you want to see in the future. Your answers are confidential, and we thank you for your participation.

- 1. Do you live in Dallas?** [Select one]
  - a. Yes
  - b. No
  
- 2. How often do you visit Dallas City Hall?** [Select one]
  - a. Weekly
  - b. Monthly
  - c. A few times a year
  - d. Once or twice ever
  - e. Never
  
- 3. When you visit City Hall, what mode of transportation do you typically use?** [Select one]
  - a. Public transportation
  - b. Car or motorcycle
  - c. Bicycle
  - d. Walk
  - e. Other: \_\_\_\_\_
  
- 4. Where do you park when you visit City Hall?** {Select one]
  - a. City-owned parking garage
  - b. Private parking lot or garage
  - c. Street parking (metered or free)
  - d. Other: \_\_\_\_\_
  
- 5. What services do you use at City Hall when you visit?** [Choose as many options as you like]
  - a. Meeting with city staff
  - b. Receiving city services
  - c. Attending community meetings or events
  - d. Meeting with City Council members of the Mayor
  - e. Attending events in the plaza
  - f. Attending City Council or public meetings
  - g. Paying water bills
  - h. I have not used City Hall services
  - i. Other: \_\_\_\_\_
  
- 6. What obstacles have you encountered while visiting Dallas City Hall?** [Choose as many as you like]
  - a. Long wait times
  - b. No obstacles
  - c. Elevator issues
  - d. ADA accessibility

- e. Difficulty finding the right office or staff member
- f. Parking
- g. Other: \_\_\_\_\_

**7. If Dallas City Hall moved to a new location, which option would you prefer?** [Select one]

- a. Stay downtown, near the current location
- b. Move downtown to a location with better parking and transit access
- c. Location matters less than cost and quality of service
- d. Move to a location outside of downtown for easier access
- e. Not sure

**8. How important are each of the following design qualities in a future City Hall?** [Group question, Not important / Slightly / Moderately / Fairly / Very]

- a. Energy-efficient and environmentally sustainable design
- b. A building that is accessible and welcoming to all residents
- c. A building designed to withstand extreme weather
- d. Spaces that can be adapted as the city's needs change

**9. How important are each of the following cost and maintenance considerations in a future City Hall?** [Group question, Not important / Slightly / Moderately / Fairly / Very]

- a. Durable materials are easy and cheap to maintain
- b. Energy-efficient design that lowers utility costs
- c. Spending more money now to save taxpayers money over time

**10. What is most important to you in a City Hall building?** [Choose between 1 and 2 options]

- a. Outdoor public space (green space, plaza)
- b. Collocated services (multiple city services in one place)
- c. Public meeting rooms and council chambers
- d. Technology that lets residents access city services online
- e. Design that works for everyone (e.g., signs in multiple languages, spaces for people with sensory needs)
- f. It should be used only for city staff and government work, not public events
- g. Other: \_\_\_\_\_

**11. What would make City Hall feel more welcoming to Dallas residents?** [Open-text]

### **About you**

To make sure we're hearing from all resident groups that make up Dallas, we have a few questions about who you are. Your answers will never be used to identify you, end of story.

**12. In what year were you born?** [open-text]

**13. Which of the following do you identify as?** [Select one]

- a. Male
- b. Female
- c. Non-binary
- d. Prefer to self-describe

**14. Are you of Hispanic, Latino, or Spanish origin?** [Select one]

- a. Yes
- b. No
- c. Prefer not to say

**15. What is your race?** [Select all that apply]

- a. White
- b. Black or African American
- c. American Indian or Alaska Native
- d. Asian
- e. Native Hawaiian, Samoan, Chamorro, or other Pacific Islander
- f. Prefer not to say
- g. Other: \_\_\_\_\_

**16. What is your home zip code?** [Open-text]

**17. What is the highest level of school you have completed or the highest degree you have received?** [Select one]

- a. Less than a high school diploma
- b. High school graduate or GED
- c. Some college but no degree
- d. Associate degree in college
- e. Bachelor's degree (For example: BA, AB, BS)
- f. Master's degree (for example: MA, MS, MBA)
- g. Professional School Degree (for example: MD, DDS, DVM, LLB, JD)
- h. Doctorate degree (for example: PhD, EdD)
- i. Prefer not to say

**18. Do any children under the age of 18 live in your household at least half the time?** [Select one]

- a. Yes
- b. No
- c. Prefer not to say

**19. Is your home:** [Select one]

- a. Owned by you or someone in your household, with or without a mortgage or loan?
- b. Rented?
- c. Occupied without payment of rent?
- d. Prefer not to say

**20. Which one of these statements best describes your current situation?** [Select one]

- a. Full-time employed
- b. Part-time employed
- c. Unemployed
- d. Student
- e. Apprentice/intern
- f. In retirement or early retirement
- g. Permanently disabled

- h. Fulfilling domestic tasks or looking after children/family
- i. Prefer not to say
- j. Other: \_\_\_\_\_

**21. Which category best represents your household's total income over the past year?**

[Select one]

- a. \$14,999 or less
- b. \$15,000-\$29,999
- c. \$30,000-\$49,999
- d. \$50,000-\$74,999
- e. \$75,000-\$99,999
- f. \$100,000-\$124,999
- g. \$125,000-\$149,999
- h. \$150,000-\$199,999
- i. \$200,000-\$299,999
- j. \$300,000 or more
- k. Prefer not to say