

**JUNE 4, 2014 CITY COUNCIL BRIEFING AGENDA
CERTIFICATION**

This certification is given pursuant to Chapter XI, Section 9 of the City Charter for the City Council Briefing Agenda dated June 4, 2014. We hereby certify, as to those contracts, agreements, or other obligations on this Agenda authorized by the City Council for which expenditures of money by the City are required, that all of the money required for those contracts, agreements, and other obligations is in the City treasury to the credit of the fund or funds from which the money is to be drawn, as required and permitted by the City Charter, and that the money is not appropriated for any other purpose.



A.C. Gonzalez
City Manager

5/30/14

Date



Edward Scott
City Controller

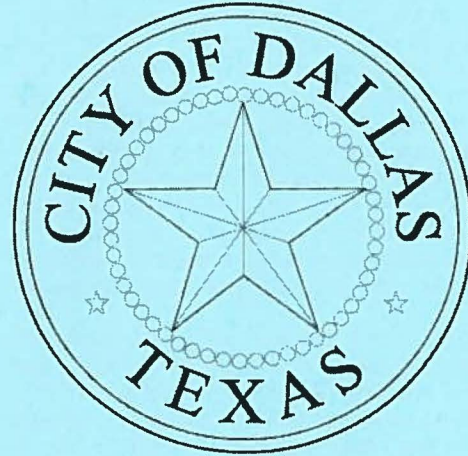
5/30/14

Date

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CITY SECRETARY
DALLAS, TEXAS



COUNCIL BRIEFING AGENDA

June 4, 2014

Date

(For General Information and Rules of Courtesy, Please See Opposite Side.)
(La Información General Y Reglas De Cortesía Que Deben Observarse
Durante Las Asambleas Del Consejo Municipal Aparecen En El Lado Opuesto, Favor De Leerlas.)

General Information

The Dallas City Council regularly meets on Wednesdays beginning at 9:00 a.m. in the Council Chambers, 6th floor, City Hall, 1500 Marilla. Council agenda meetings are broadcast live on WRR-FM radio (101.1 FM) and on Time Warner City Cable Channel 16. Briefing meetings are held the first and third Wednesdays of each month. Council agenda (voting) meetings are held on the second and fourth Wednesdays. Anyone wishing to speak at a meeting should sign up with the City Secretary's Office by calling (214) 670-3738 by 5:00 p.m. of the last regular business day preceding the meeting. Citizens can find out the name of their representative and their voting district by calling the City Secretary's Office.

Sign interpreters are available upon request with a 48-hour advance notice by calling (214) 670-5208 V/TDD. The City of Dallas is committed to compliance with the Americans with Disabilities Act. **The Council agenda is available in alternative formats upon request.**

If you have any questions about this agenda or comments or complaints about city services, call 311.

Rules of Courtesy

City Council meetings bring together citizens of many varied interests and ideas. To insure fairness and orderly meetings, the Council has adopted rules of courtesy which apply to all members of the Council, administrative staff, news media, citizens and visitors. These procedures provide:

- That no one shall delay or interrupt the proceedings, or refuse to obey the orders of the presiding officer.
- All persons should refrain from private conversation, eating, drinking and smoking while in the Council Chamber.
- Posters or placards must remain outside the Council Chamber.
- No cellular phones or audible beepers allowed in Council Chamber while City Council is in session.

"Citizens and other visitors attending City Council meetings shall observe the same rules of propriety, decorum and good conduct applicable to members of the City Council. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the City Council or while attending the City Council meeting shall be removed from the room if the sergeant-at-arms is so directed by the presiding officer, and the person shall be barred from further audience before the City Council during that session of the City Council. If the presiding officer fails to act, any member of the City Council may move to require enforcement of the rules, and the affirmative vote of a majority of the City Council shall require the presiding officer to act." Section 3.3(c) of the City Council Rules of Procedure.

Información General

El Ayuntamiento de la Ciudad de Dallas se reúne regularmente los miércoles en la Cámara del Ayuntamiento en el sexto piso de la Alcaldía, 1500 Marilla, a las 9 de la mañana. Las reuniones informativas se llevan a cabo el primer y tercer miércoles del mes. Estas audiencias se transmiten en vivo por la estación de radio WRR-FM 101.1 y por cablevisión en la estación *Time Warner City Cable* Canal 16. El Ayuntamiento Municipal se reúne en el segundo y cuarto miércoles del mes para tratar asuntos presentados de manera oficial en la agenda para su aprobación. Toda persona que desee hablar durante la asamblea del Ayuntamiento, debe inscribirse llamando a la Secretaría Municipal al teléfono (214) 670-3738, antes de las 5:00 pm del último día hábil anterior a la reunión. Para enterarse del nombre de su representante en el Ayuntamiento Municipal y el distrito donde usted puede votar, favor de llamar a la Secretaría Municipal.

Intérpretes para personas con impedimentos auditivos están disponibles si lo solicita con 48 horas de anticipación llamando al (214) 670-5208 (aparato auditivo V/TDD). La Ciudad de Dallas se esfuerza por cumplir con el decreto que protege a las personas con impedimentos, *Americans with Disabilities Act*. **La agenda del Ayuntamiento está disponible en formatos alternos si lo solicita.**

Si tiene preguntas sobre esta agenda, o si desea hacer comentarios o presentar quejas con respecto a servicios de la Ciudad, llame al 311.

Reglas de Cortesía

Las asambleas del Ayuntamiento Municipal reúnen a ciudadanos de diversos intereses e ideologías. Para asegurar la imparcialidad y el orden durante las asambleas, el Ayuntamiento ha adoptado ciertas reglas de cortesía que aplican a todos los miembros del Ayuntamiento, al personal administrativo, personal de los medios de comunicación, a los ciudadanos, y a visitantes. Estos reglamentos establecen lo siguiente:

- Ninguna persona retrasará o interrumpirá los procedimientos, o se negará a obedecer las órdenes del oficial que preside la asamblea.
- Todas las personas deben abstenerse de entablar conversaciones, comer, beber y fumar dentro de la cámara del Ayuntamiento.
- Anuncios y pancartas deben permanecer fuera de la cámara del Ayuntamiento.
- No se permite usar teléfonos celulares o enlaces electrónicos (*paggers*) audibles en la cámara del Ayuntamiento durante audiencias del Ayuntamiento Municipal

"Los ciudadanos y visitantes presentes durante las asambleas del Ayuntamiento Municipal deben de obedecer las mismas reglas de comportamiento, decoro y buena conducta que se aplican a los miembros del Ayuntamiento Municipal. Cualquier persona que haga comentarios impertinentes, utilice vocabulario obsceno o difamatorio, o que al dirigirse al Ayuntamiento lo haga en forma escandalosa, o si causa disturbio durante la asamblea del Ayuntamiento Municipal, será expulsada de la cámara si el oficial que este presidiendo la asamblea así lo ordena. Además, se le prohibirá continuar participando en la audiencia ante el Ayuntamiento Municipal. Si el oficial que preside la asamblea no toma acción, cualquier otro miembro del Ayuntamiento Municipal puede tomar medidas para hacer cumplir las reglas establecidas, y el voto afirmativo de la mayoría del Ayuntamiento Municipal precisará al oficial que este presidiendo la sesión a tomar acción." Según la sección 3.3 (c) de las reglas de procedimientos del Ayuntamiento.

AGENDA
CITY COUNCIL BRIEFING MEETING
WEDNESDAY, JUNE 4, 2014
CITY HALL
1500 MARILLA
DALLAS, TEXAS 75201
9:00 A.M.

9:00 am Invocation and Pledge of Allegiance 6ES

 Special Presentations

 Open Microphone Speakers

VOTING AGENDA 6ES

1. Approval of Minutes of the May 21, 2014 City Council Meeting
2. Consideration of appointments to boards and commissions and the evaluation and duties of board and commission members (List of nominees is available in the City Secretary's Office)

BRIEFINGS 6ES

- A. Bicycle Use Ordinance
- B. Housing Plus Plan Update

Lunch

Closed Session 6ES

Attorney Briefings (Sec. 551.071 T.O.M.A.)

- Tyrone J. Branley v. City of Dallas and Debra Williams, Cause No. DC-12-07125-A
- Julio Ramos and Ana Ramos, Individually and as next friends of Jessabel Ramos and Janine Ramos v. City of Dallas, Cause No. DC-13-00108-A
- Aaron Curtis v. Michael Wade Mosher and the City of Dallas, Civil Action No. 3:12-CV-4866
- City of Dallas v. Highland Park Investments, LLC d/b/a HP Texas Holdings, LLC, Cause No. DC-14-05417-G; Dallas County et al. v. Highland Park Investment, LLP, Cause No. TX-12-31372.

Security Personnel and Devices (Sec. 551.076 T.O.M.A.)

- The deployment and implementation of security personnel and devices including a security exercise with Council Members.

AGENDA
CITY COUNCIL BRIEFING MEETING
WEDNESDAY, JUNE 4, 2014

Open Microphone Speakers

6ES

The above schedule represents an estimate of the order for the indicated briefings and is subject to change at any time. Current agenda information may be obtained by calling (214) 670-3100 during working hours.

Note: An expression of preference or a preliminary vote may be taken by the Council on any of the briefing items.

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. Contemplated or pending litigation, or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.
6. Deliberations regarding economic development negotiations. Section 551.087 of the Texas Open Meetings Act.

Memorandum



CITY OF DALLAS

DATE May 30, 2014

TO Honorable Mayor and Members of the City Council

SUBJECT Bicycle Use Ordinance

On Wednesday, June 4, 2014, you will be briefed on the Bicycle Use Ordinance. The material for the briefing is attached.

Please contact me if you have any questions.

A handwritten signature in black ink, appearing to read 'Jill Jordan'.

Jill A. Jordan, P.E.
Assistant City Manager

c: 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, (I) First Assistant City Manager
Forest E. Turner, Assistant City Manager

Joey Zapata, Assistant City Manager
Charles M. Cato, (I) Assistant City Manager
Theresa O'Donnell, (I) Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Shawn Williams, (I) Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Bicycle Use Ordinance

Presented to the Dallas City Council

June 4, 2014



City of Dallas

Bicycle Use Ordinances

The Purpose of this briefing is to discuss potential changes to the following ordinances in the Dallas City Code:

- The “all age groups” bicycle helmet requirement (Sec 9-8 Dallas City Code)
- The prohibition of bicycles inside public buildings (Sec 9-2 Dallas City Code)

Quality of Life & Environment Committee Action

- On Monday, April 28, 2014, Quality of Life & Environment Committee members requested background information on the development and adoption of the 1996 bicycle helmet ordinance
- On Monday, May 12, 2014, Quality of Life & Environment Committee received public comment on the 1996 bicycle helmet ordinance and recommended advancing this item to full City Council for review and possible amendment of the ordinances

Speaker	In favor of removing all age requirement?
Robin Stallings – Bike Texas	Yes
Alex Dulaney – BikeDFW	Yes
Shelli Stephens-Stidham – Injury Prevention Center of Greater Dallas, Parkland Hospital	No
Shannon Page – Citizen	Yes
Bud Melton – Bowman-Melton Associates	Yes

SEC. 9-8

Bicycle Helmet Required

- (a) A person commits an offense if he operates or rides upon a bicycle or any side car, trailer, child carrier, seat, or other device attached to a bicycle without wearing a helmet.
- (b) A parent or guardian of a minor commits an offense if he knowingly causes or permits, or by insufficient control allows, the minor to operate or ride upon a bicycle or any side car, trailer, child carrier, seat, or other device attached to a bicycle, without the minor wearing a helmet.
- (c) A person commits an offense if he transports another person upon a bicycle or any side car, trailer, child carrier, seat, or other device attached to a bicycle, without the other person wearing a helmet.
- (d) It is a defense to prosecution under Subsection (a), (b), or (c) that:
 - (1) the bicycle was not being operated upon a public way at the time of the alleged offense; or
 - (2) for a first offense only, the person owns or has acquired a helmet for himself or his passenger, whichever is applicable, prior to appearance in municipal court.

Benefits of Helmet Legislation

- Lower incidence of child mortality and bicycle-related head injuries
- Injury rates were about 20 percent lower in states with helmet laws for minors.
- Research regarding safety benefits to adults are mixed in their results and this is an ongoing field of research

Note: Cited sources included in the Appendix

Detriments of Helmet Legislation

- Deter bicycle use or cause helmeted cyclists to behave less carefully.
- Helmet legislation does not change the rate of helmet use.
- Helmet laws are likely to have a large unintended negative health impact by discouraging cycling.
- Helmets are unlikely to save a cyclist involved in a higher-speed vehicle collision
- Low-income citizens (who are more likely to use bicycles for transportation) may not be able to afford to purchase bike helmets
- Helmet law enforcement tends to target low-income minority communities

Note: Cited sources included in the Appendix

Draft Helmet Ordinance Options

- **Option 1:** Delete the helmet requirement entirely. No one will be required to wear a bicycle helmet.
- **Option 2:** Amend the ordinance to require bicycle helmets for minors only. The helmet ordinance currently defines minors as “any person under 17 years of age.”

SEC. 9-2

Bicycles Prohibited in Public Buildings

- No person shall carry, push, propel, or ride an assembled or operable bicycle in any public building in the city.
(Adopted 6-12-1972)

The proposed change is to remove this prohibition in an effort to encourage more employees and the public to bicycle to work and public facilities.

Draft Bicycles Inside Public Buildings Options

- **Option 1:** No change to the ordinance. Bicycles will still be prohibited inside public buildings.
- **Option 2:** Delete the ordinance entirely. Bicycles will be allowed inside public buildings.

Discussion

Appendix, Bicycle Helmet Use Requirements in Peer Cities and States

Dallas, TX	All Ages
Seattle, WA	All Ages
Vancouver, BC	All Ages
Austin, TX	Under 18
Charlotte, NC	Under 16
Chicago, IL	Messengers Only
District of Columbia	Under 16
Fort Worth, TX	Under 18
Houston, TX	Under 18
New York, NY	Under 13

No known State laws requiring all age groups helmet use

Appendix, Ordinance No. 9-8

Prior Actions

Council Committee/ Commission	Action	Date
Health, Youth, and Human Services Committee	Requested a draft ordinance requiring bicycle helmets for all ages and one for under 17 years of age	October 9, 1995
Public Safety Committee	Briefed on the proposed ordinance by the City Attorney's Office	December 4, 1995
Youth Commission	Voted in opposition of proposed ordinance, but in support of bicycle training and education	December 14, 1995

Appendix

Prior Actions

Council Committee/ Commission	Action	Date
Human Services Commission	Voted in favor of proposed all ages ordinance	December 18, 1995
Health, Youth, and Human Services Committee & Youth Commission – Joint Public Hearing	Of the 73 people who spoke at the public hearing: <ul style="list-style-type: none"> • 44 Supported ordinance for all ages • 25 Supported ordinance for persons under 17 years of age • 4 Spoke in opposition to the ordinance 	January 23, 1996
Health, Youth, and Human Services Committee	Recommended that an open-age ordinance be forwarded to the full council with a recommendation for approval; the full council would determine the specific age group	February 12, 1996

Appendix

Prior Actions

Committee/Council	Action	Date
City Council Briefing	Staff briefing, summarized on pages 14- 17	May 15, 1996

Appendix

Issues from Briefing

- Bicycle related head injuries and deaths were a serious public health concern and a product of preventable accidents
 - In 1993 6,164 Texans died from accidents, 3,184 died from motor vehicle accidents and 57 were killed while riding bicycles
 - In Dallas, 1994 and 1995 surveys indicated that the number of cyclists who wore helmets averaged 5% – 23%
 - Only three cities in Texas had passed bicycle helmet ordinances
 - According to statistics, persons aged 0-19 have the highest percentage of bicycle-related head injuries and deaths; persons 60 and older have the second highest

Appendix

Issues from Briefing

- Concerned that:
 - A mandatory bicycle helmet ordinance would be difficult to enforce, could result in minimal or selective enforcement, and could be counterproductive to establishing positive community relationships
 - A mandated bicycle helmet ordinance may reduce bicycle ridership
 - The ordinance seeks to legislate behavior for only one of the many causes of head injuries
 - The cost of providing helmets for all of its bicycle riders may present a serious burden to some families
 - In order to be effective, helmets must be properly fitted and worn correctly
 - Conclusions from various studies were stated as being often contradictory, confusing, inconclusive, and debatable due to differences in interpretation and methodologies of data collection

Appendix

Staff Recommendations (1996)

- Enhance the existing bicycle public education program through the Dallas Police Department and the PWT's Bicycle Coordinator
 - Collaborate with private businesses to define ways of reducing the cost of helmets
 - Develop incentives and ways to increase the use of bicycle helmets
- If a helmet ordinance were to be approved by council, recommend that the ordinance mandate helmet use for persons of all ages

Appendix

May 22, 1996 Council Action

Motions	Option Details	Details Continued	Approval
Motion A	Helmet required for all		Voting Yes: 10 Voting No: 5
Motion B	Helmet required for under 17		Voting Yes: 4 Voting No: 11
Motion C	No penalty for violation & No notification requirements of bicycle dealers	Directed city manager to develop an education and outreach plan; and to provide a status report to council after twelve months	No Vote

Motion A and motion B both contained an amendment which required:

- A dealer to have a sign conspicuously posted on the dealer's premises notifying all customers that it is a city ordinance violation to operate or ride a bicycle without a helmet;
- Require that a dealer may not lease a bicycle to a person without determining through physical observation that a helmet is in the possession of each person who will operate or ride the bicycle

Appendix

Arguments FOR Bicycle Helmets

- “Bicycle helmet safety laws are associated with a lower incidence of fatalities in child cyclists involved in bicycle–motor vehicle collisions.” (Meehan *et al.* (2013))
- “...helmet laws are associated with reductions in bicycle-related head injuries among children. ... [T]he observed reduction in bicycle-related head injuries may be due to reductions in bicycle riding induced by the laws.” (Markowitz, S. and Chatterji, P. (2013))
- “Bicycle helmets were shown to significantly reduce the rates of both skull fractures and intracranial hemorrhage [in the West Virginia pediatric population (14yo and younger)] . Based on this, the expanded use of helmets within the pediatric population should continue to be encouraged both from an educational and legislative standpoint.” (Bergenstal *et al.* (2012))

Appendix

Arguments FOR Bicycle Helmets

- Bicycle helmet safety laws are associated with lower incidence of child mortality and bicycle-related head injuries when children are involved in bicycle-motor vehicle collisions. (Meehan *et al.* (2013))
- The Journal of Pediatrics published a study that analyzed statistics on U.S. bicyclists who were severely injured or killed between January 1999 and December 2009. The authors compared the injury and death rates among cyclists age 16 and younger in states with mandatory helmet laws for youngsters to rates in states without such laws. The study concluded that injury rates were about 20 percent lower in states with helmet laws. (Washington Post (June 2013))

Appendix

Arguments AGAINST Bicycle Helmets

- “Individuals show compensatory health behavior (e.g. safer cycling without helmet) to compensate for risky behavior.” (Messerli-Bürgy *et al.* (2013))
- “In jurisdictions where cycling is safe, a helmet law is likely to have a large unintended negative health impact [increased morbidity due to foregone exercise from reduced cycling]. In jurisdictions where cycling is relatively unsafe, helmets will do little to make it safer and a helmet law, under relatively extreme assumptions, may make a small positive contribution to net societal health.” (de Jong, P. (2012))
- “...helmet laws are associated with reductions in bicycle-related head injuries among children. ... [T]he observed reduction in bicycle-related head injuries may be due to reductions in bicycle riding induced by the laws.” (Markowitz, S. and Chatterji, P. (2013))
- “The California statewide helmet law was enacted in 1994, and required all cyclists under age 18 to be helmeted when riding a bicycle... The rate of helmet use did not change after California legislation, and head injury remains a major source of morbidity. Rates of abdominal injury over this time period did not change.” (Castle *et al.* (2012))

Appendix

Arguments AGAINST Bicycle Helmets

- Helmet laws have been hypothesized to deter bicycle use or cause helmeted cyclists to behave less carefully. (Constant and Lagarde (2010))
- In the US, studies have shown that helmet legislation does not change the rate of helmet use. (Castle *et al.* (2012))
- Where cycling is safe, a helmet law is likely to have a large unintended negative health impact by discouraging cycling. In jurisdictions where cycling is relatively unsafe, helmets will do little to make it safer. (de Jong (2012))

Appendix

Conflicting Research Findings

- “...helmet laws are associated with reductions in bicycle-related head injuries among children. ... [T]he observed reduction in bicycle-related head injuries may be due to reductions in bicycle riding induced by the laws.” (Markowitz, S. and Chatterji, P. (2013))
- “When it comes to cyclists, a systematic review shows that helmet use results on average in a 70% reduction in the risk of head injuries (Thompson *et al.* (2000)), but its use is mandatory in a limited number of countries, and encouraged in some. There is controversy over the relevance of mandatory use, which has been hypothesized to be a deterrent to bicycle use or to cause helmeted cyclists to behave less carefully (Robinson *et al.* (2007)). More research is needed in this area to assess how the local context may influence the impact of helmet promotion and of coercive rules.” (Constant and Lagarde (2010))

References

- de Jong, P. (2012), The Health Impact of Mandatory Bicycle Helmet Laws. *Risk Analysis*, 32: 782–790.
- Persaud *et al.* (2012), Nonuse of bicycle helmets and risk of fatal head injury: a proportional mortality, case–control study. *Canadian Medical Association Journal*, vol. 184, no. 17: E921–E923.
- Markowitz, S. and Chatterji, P. (2013), Effects of Bicycle Helmet Laws on Children’s Injuries. *Health Econ.*
- Meehan *et al.* (2013), Bicycle Helmet Laws Are Associated with a Lower Fatality Rate from Bicycle–Motor Vehicle Collisions. *The Journal of Pediatrics*, vol. 163, no. 3: 726–729.
- Castle *et al.* (2012). Bicycle Helmet Legislation and Injury Patterns in Trauma Patients Under Age 18. *Journal of Surgical Research*, vol. 173, no. 2: 327–331.
- Bergenstal *et al.* (2012). Pediatric Bicycle Injury Prevention and the Effect of Helmet Use: The West Virginia Experience. *West Virginia Medical Journal*, 108: 78–81.
- Messerli-Bürgy *et al.* (2013). The Influence of Self-efficacy and Compensatory Health Behavior in Bicycle Helmet Use. *Journal of Health Behavior and Public Health*, vol. 3, no. 2.
- Thompson *et al.* (2000) Helmets for preventing head and facial injuries in bicyclists. *Cochrane Database Syst Rev*. 2000:CD001855.
- Robinson DL. (2007) Bicycle helmet legislation: can we reach a consensus? *Accid Anal Prev*. 2007;39:86–93.
- Constant and Lagarde (2010). Protecting Vulnerable Road Users from Injury. *PLoS Med*. Mar 2010; 7(3): e1000228.

Appendix, Trail Network Master Plan

Status

- The Dallas Trail Network Master Plan was adopted in 2005
- Updated in 2008
- 302 miles of trail identified in plan

Trail Status	Miles
Completed Trails	130 miles
Funded Trails	44 miles
Unfunded Trails	128 miles

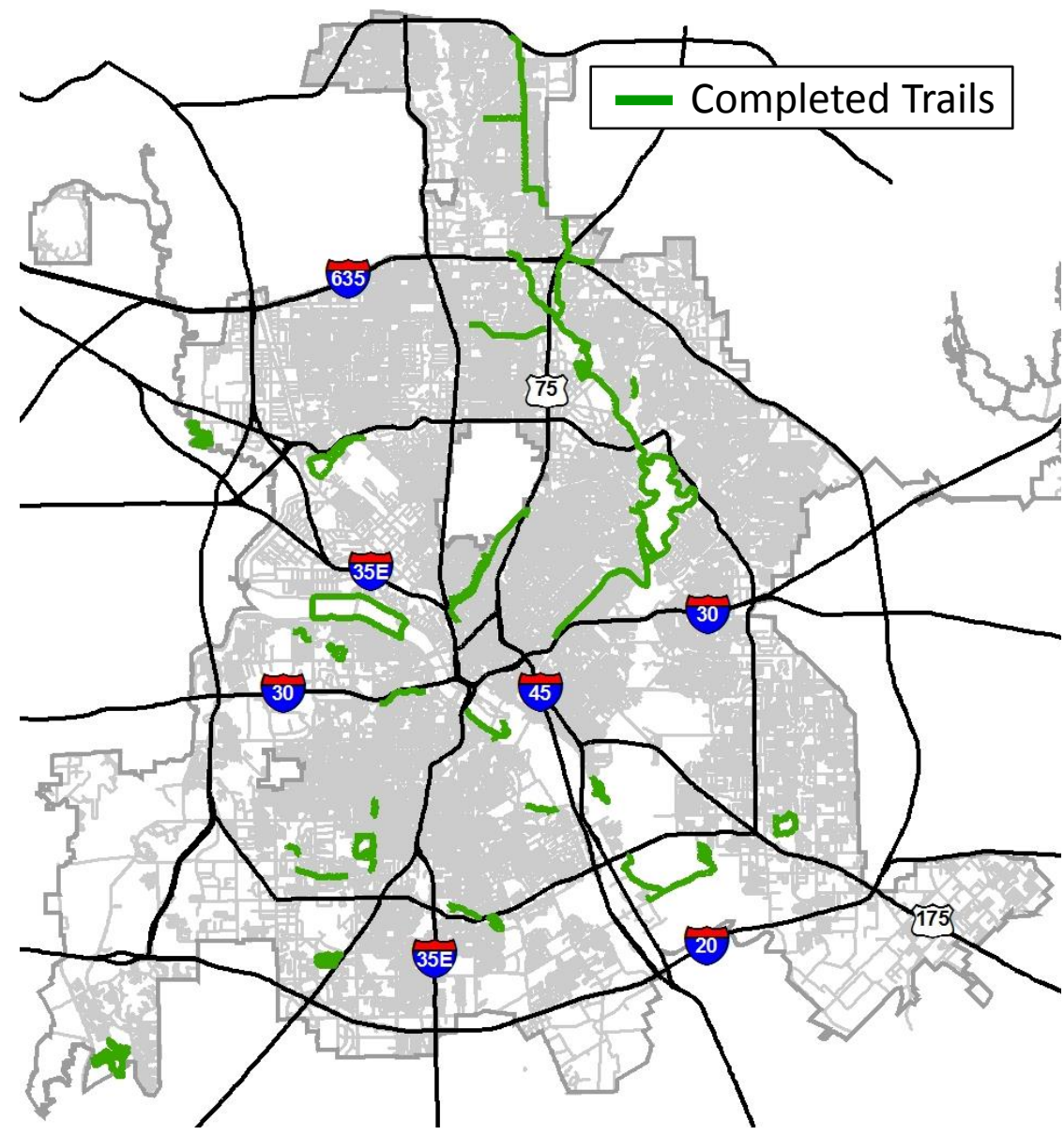
- Estimated Cost: \$192M
(basic trail without amenities)



Appendix, Trail Network Status

Completed Trails

- Completed Trails:
130 miles*

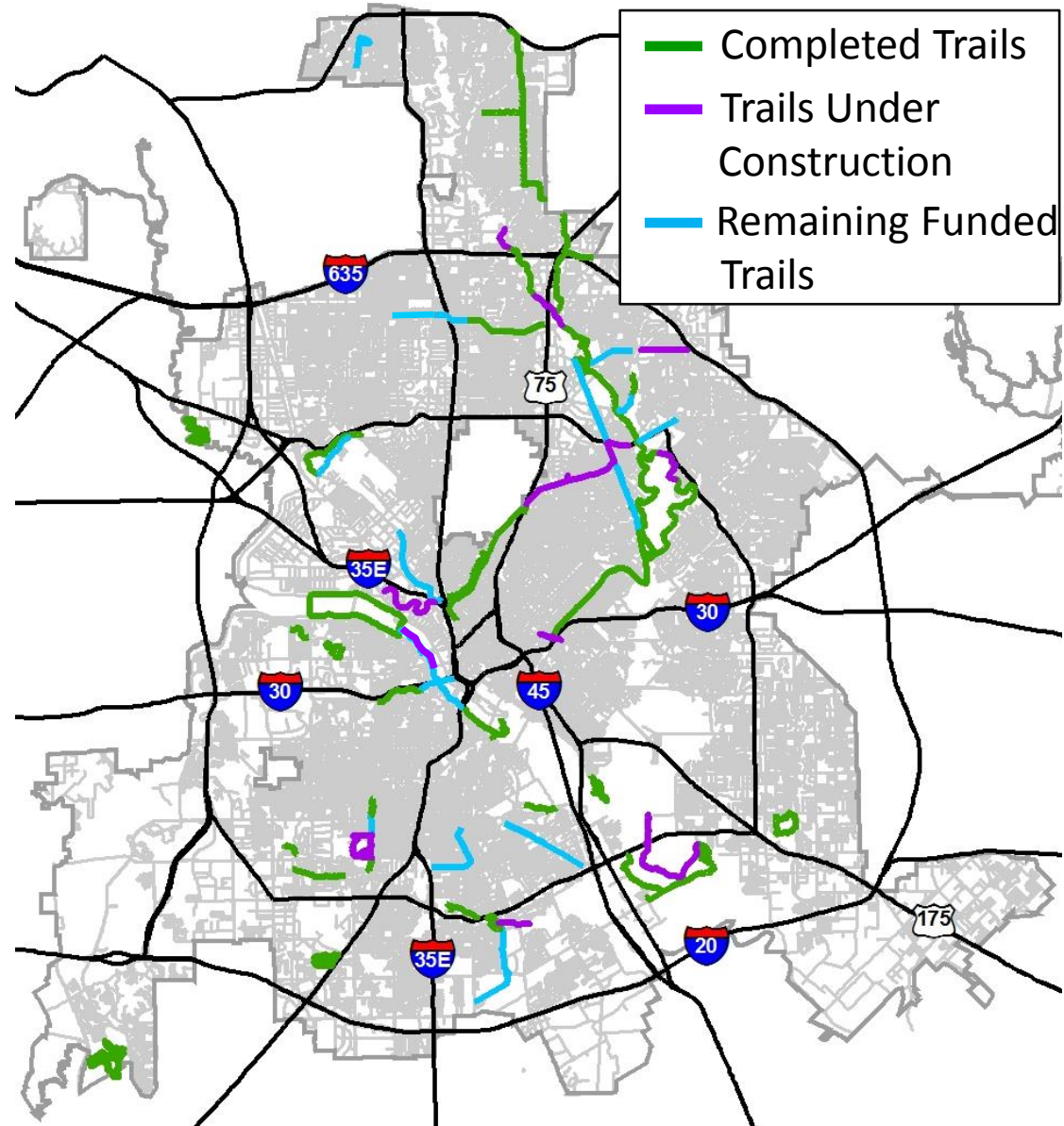


*Mileage estimate includes neighborhood loop trails (not shown)

Appendix, Trail Network Status

Funded Trails

- Funded Trails:
44 miles
- Consisting of Trails:
Under Construction-
22.2 miles
- Remaining to be built:
21.8 miles

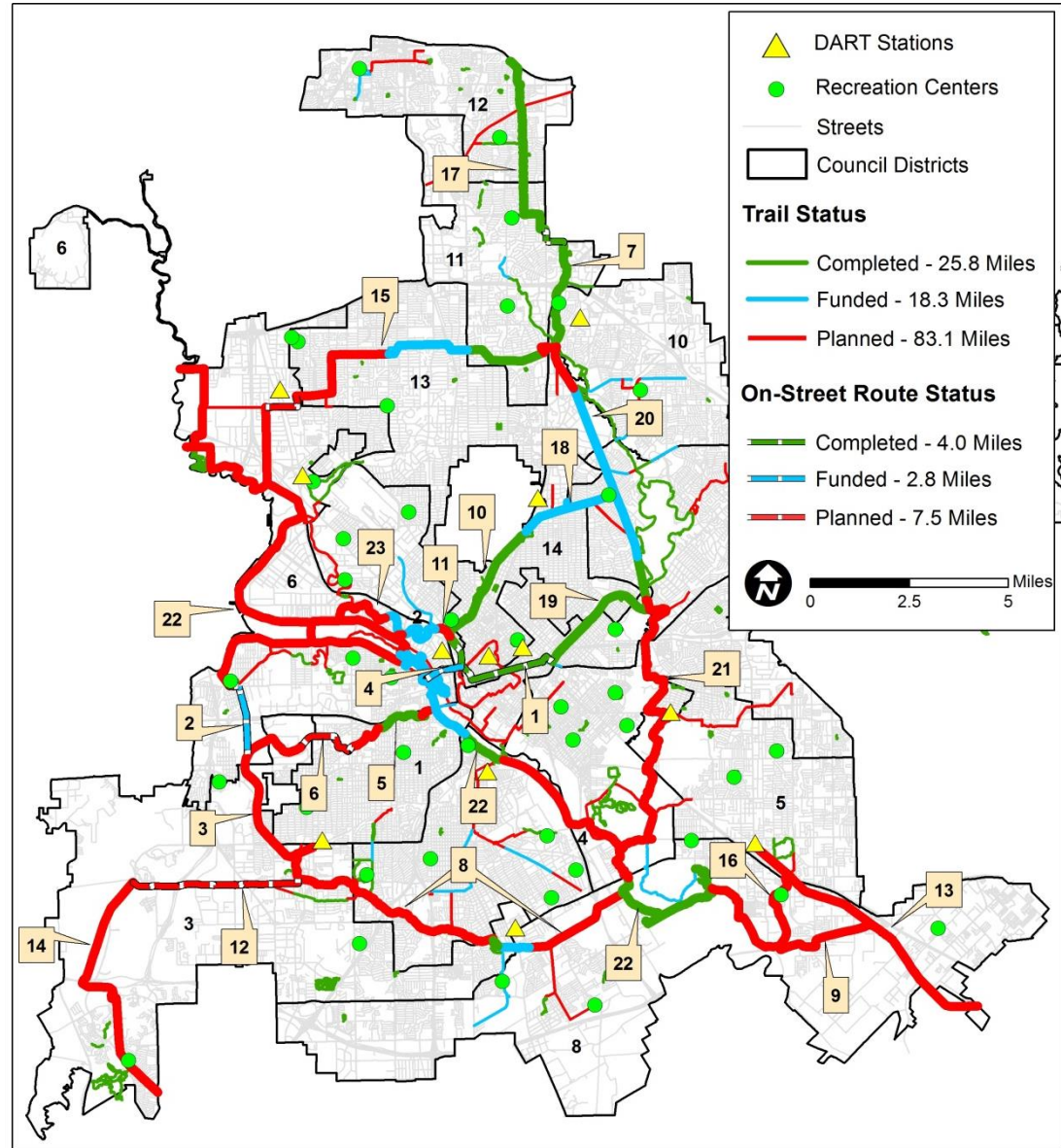


Appendix, Integrated Trail Circuit

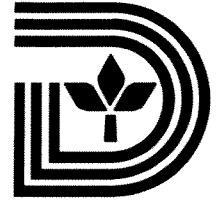
- Total Length: 141.5 miles

Trail Status	Miles
Completed Trails	29.8 miles
Funded Trails	21.1 miles
Unfunded Trails	90.6 miles

- Estimated Cost: \$140M
(basic trail without amenities)



Memorandum



CITY OF DALLAS

DATE May 30, 2014

TO The Honorable Mayor and Members of the City Council

SUBJECT Housing Plus Plan Update Briefing

On Wednesday, June 4, 2014, you will be briefed on the status of the Housing Plus Plan. A copy of the briefing presentation is attached. This briefing focuses on the need for the Housing Plus Plan, key consultant team member roles, and an outline of the recommended planning process.

Please let me know if you have any questions.



Theresa O'Donnell
Interim Assistant City Manager

c: A.C. Gonzalez, City Manager
Warren M. S. Ernst, City Attorney
Rosa A. Rios, City Secretary
Daniel Solis, Administrative Judge
Craig D. Kinton, City Auditor
Ryan S. Evans, Interim First Assistant City Manager
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Jill A. Jordan, P.E., Assistant City Manager
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Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Shawn Williams, Interim Public Information Officer
Elsa Cantu, Assistant to the City Manager Mayor/Council Office



HOUSING PLUS PLAN UPDATE

Dallas City Council Briefing
June 4, 2014

Purpose of the briefing

2

- Refresher on the need for a Housing Plus Plan
- Identify key team members, roles and responsibilities
- Outline a recommended planning process
- Seek approval to move forward on necessary contracts and funding requests.



Overview

3

- Consultants and planning team
- Importance of partnerships
- Major milestones and timeline
- Early initiatives
- Public engagement
- Proposed funding
- Council action and next steps



Background

4

- HUD letter of November 2013
 - ▣ City submitted a response in January 2013.
 - ▣ Deadline for HUD response was March 2014
 - ▣ No response to date from HUD
- Federal funding continues to decline and regulations are in flux
- Housing market is booming, yet Dallas continues to experience stagnation in many areas of the city



Background

5

- Council was briefed on March 5th on staff's proposal to initiate a comprehensive housing analysis and planning effort
- Introduction of Mercedes Marquez and the professional expertise she brings to the effort



Consultant and Planning Team

6

- National Housing Expertise
 - ▣ Mercedes Marquez
 - ▣ Don Babers
- Strategic Policy Plan Development
 - ▣ John Fregonese
- Technical and Regulatory Expertise
 - ▣ HUD – OneCPD
 - ▣ Enterprise Foundation
 - ▣ Local Initiatives Support Corporation (LISC)
- Web-based Media
 - ▣ One Fast Buffalo
 - ▣ Online Mapping / Public Input Tool (TBD)



National Housing Expertise

7

- Mercedes Marquez:
 - Deputy Mayor and General Manager of Housing and Community Investment, Los Angeles
 - Assistant Secretary of Community Planning and Development of HUD
 - General Counsel for Fair Housing and Equal Opportunity of HUD
 - Housing Director for the City of Los Angeles



National Housing Expertise

8

- Donald Babers:
 - Regional Administrator for Region VI
 - 40 year federal career with HUD
 - Member of the Dallas Mortgage Bankers Association, Dallas Realtor Lender Association, Dallas Board of Realtors, National Association of Real Estate Brokers
 - Recipient of the Presidential Rank Award for Meritorious Executive in 2006



Strategic Policy Plan Development

9

- John Fregonese:
 - ▣ Professional planner for more than 30 years
 - ▣ Planning Director for Portland's regional planning authority for 5 years
 - ▣ Private consulting firm for 17 years
 - ▣ Plans of note include:
 - Chicago Homes for a Changing Region
 - Forward Dallas
 - Blue Print Denver
 - Southern California Compass Blue Print
 - Envision Central Texas



Technical and Regulatory Expertise

10

- OneCPD assistance has been requested from HUD
 - ▣ Assessment of current programs
 - ▣ Analysis of regulatory compliance
 - ▣ Recommendations of programmatic changes
- National partnerships engaged through HUD
 - ▣ Enterprise Foundation
 - ▣ Local Initiatives Support Corporation (LISC)



Partnerships

11

- Establish an MOU/social compact focused on neighborhood sustainability and housing choice:
 - Formalize partnerships with philanthropic institutions, industry membership groups, government partners, CHDOs
 - Engage/build new relationships with local and national institutions and foundations to build capacity in Dallas
 - Engage national housing experts with a track record of success in securing large Federal programs
 - Work with anchor institutions to leverage their resources and economic power to advance social justice policies



Partnerships



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Local Initiatives Support Corporation
Helping neighbors build communities

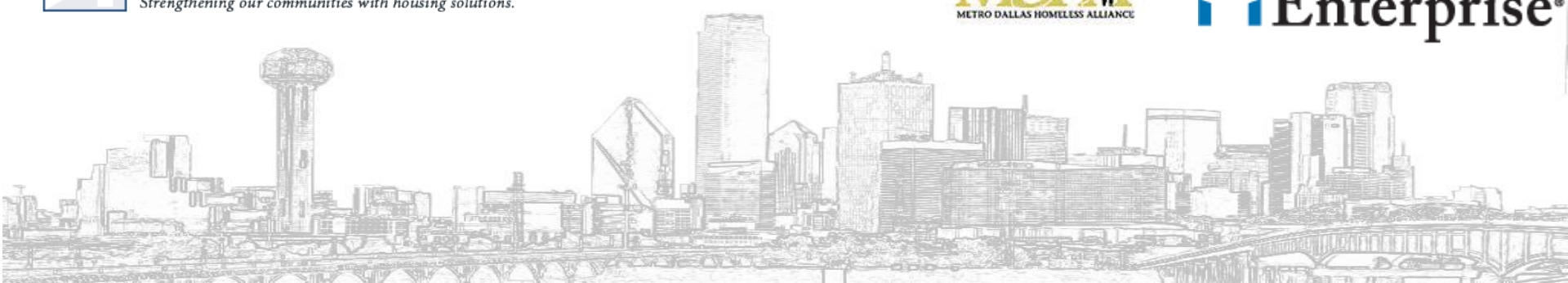


Building the Future Today



NORTH TEXAS HOUSING COALITION

Strengthening our communities with housing solutions.



Major Milestones and Timeline

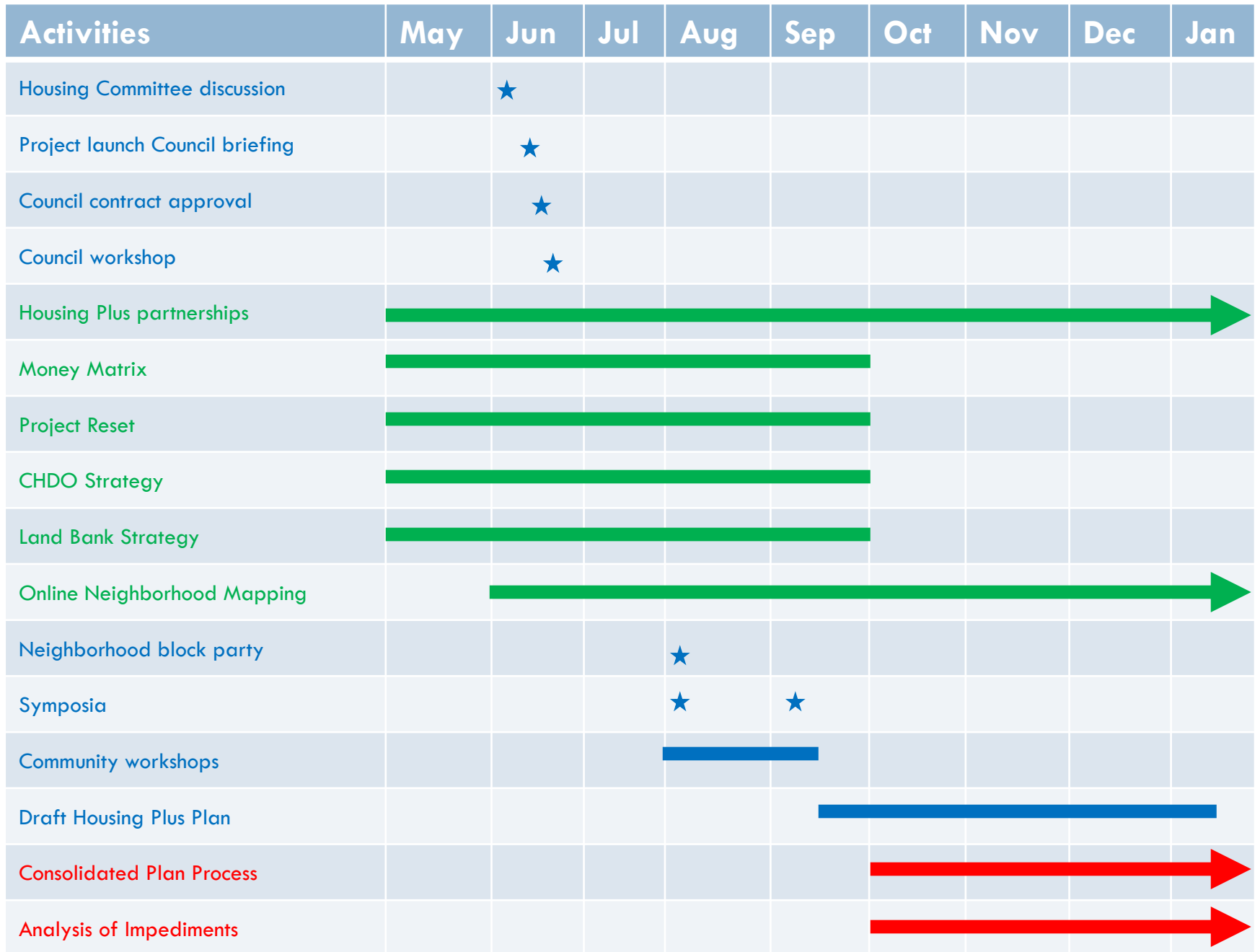
13

- Fair Housing Symposium Apr 30
- Housing Committee Discussion Jun 2
- Council briefing on project launch Jun 18 (tentative)
- Consultant contract approvals Jun 25
- Council workshop Jun 26
- Community engagement Aug & Sep
 - ▣ Neighborhood block party
 - ▣ Symposia on housing and sustainable neighborhoods
 - ▣ Community workshops
- Draft Housing Plus Plan Jan 2015



Process Timeline

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Early Initiatives

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- **Housing Plus Partnerships** – Create and grow a coalition of partners to build cooperative relationships, leverage resources, attract new expertise and housing production capability, and initiate a regional dialogue on fair housing.
- **Project Reset** – Review past projects and establish transparent and consistent underwriting standards.
- **CHDO Strategy** – Review funding policies, underwriting standards and financial leveraging opportunities and capacity building initiatives
- **Coordinated Land Banking Strategy** – Enable tax delinquent, abandoned, uninhabitable properties and surplus public properties to be used to strategically leverage Housing Plus investment
- **Money Matrix** – Build an updatable matrix of existing and other potentially accessible funding sources that can be leveraged to implement the Housing Plus Plan.



City Council Workshop – Jun 26

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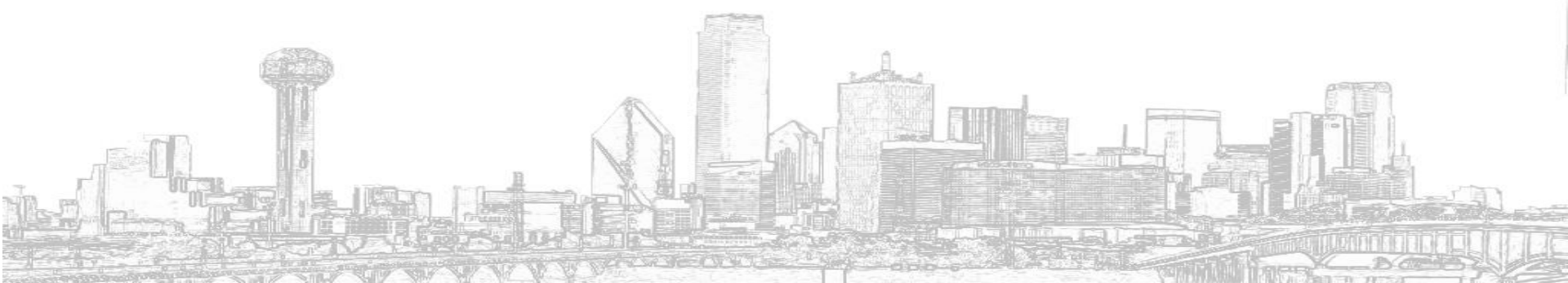
- Public launch of Housing Plus
- Beta test community workshops
- Engage council in identifying pilot neighborhoods, partnership opportunities and best practice models
- Include subject matter experts and potential partner agencies as resource for Council members questions



Public Engagement

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- Define and coordinate a community outreach effort that emphasizes two-way education
- Build an identifiable brand that communicates a unified message and clear, impactful image for Dallas' neighborhoods
- Develop an easy to use, engaging and informative web presence



Public Engagement

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- Identify a range of media outlets and messaging opportunities
- Engage a nationally credentialed writer to chronicle the process and bring positive national attention
- Engage the media, EPIC and other partners in online neighborhood organization mapping



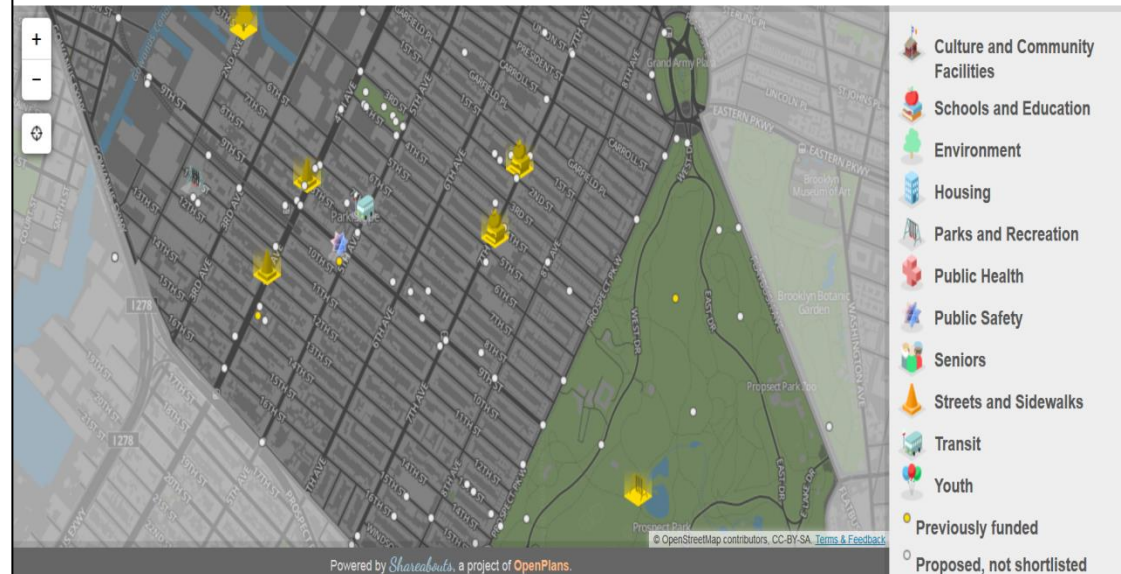
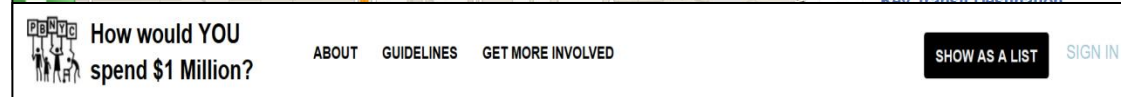
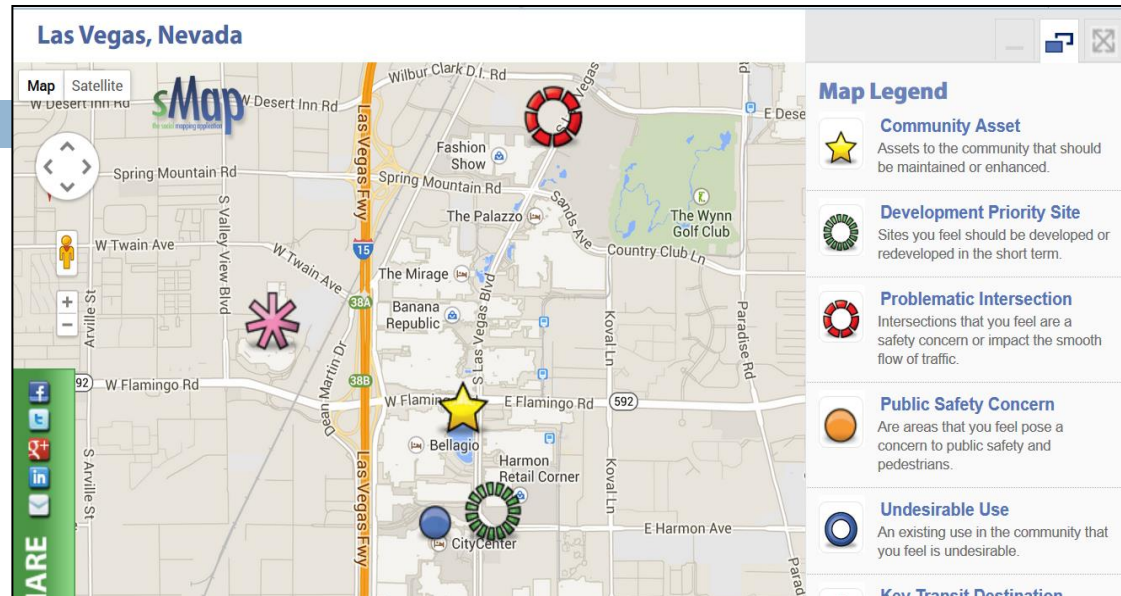
Web tools for map-based public input

19

Online tool for community involvement in map-based neighborhood self-assessments

Opportunity for City of Learning Initiative

Link to neighborhood improvement grant opportunities



Community Engagement

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- **Symposia**: Moderated panel discussions to frame a broad-based community conversation on the state of housing and sustainable neighborhoods in Dallas and national best practices



Community Engagement

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- **Neighborhood Block Party**: Centrally located fun event to get the community engaged and to launch "My Hometown Video" challenge tied to Dallas City of Learning Initiative



Community Engagement

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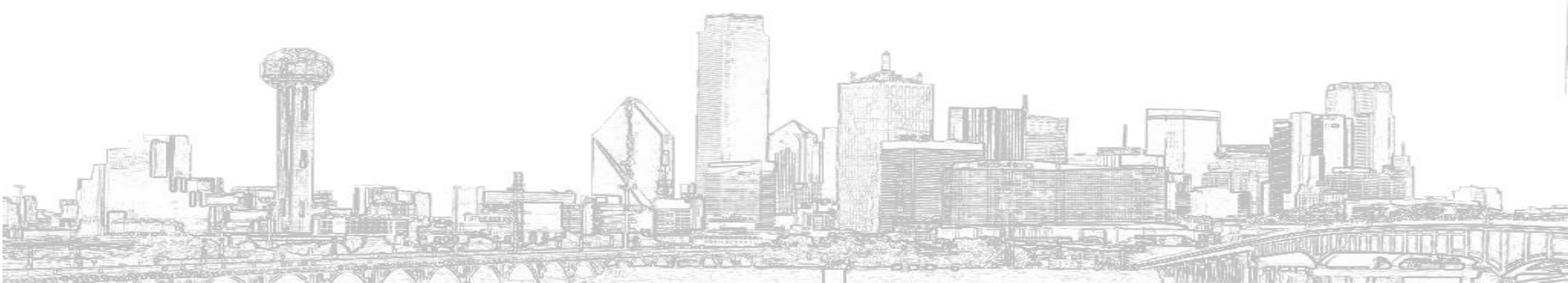
- **Community Workshops**: 5 events pairing council districts based on service districts
 - ▣ Interactive neighborhood self-assessment exercises
 - ▣ Neighborhood boot camp/summit
 - ▣ Networking and partnership building opportunities
 - ▣ Educational, information dissemination opportunities



Proposed Funding

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- City Costs (consultants) \$300,000
- HUD Assistance \$350,000
- Foundation Assistance \$100,000



Council Action and Next Steps

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- Staff requests approval of consultant contracts on the June 25th agenda
- Staff will request direction from individual Councilmembers on target neighborhoods and partners to include in Council workshop on June 26th



Questions?

