

Memorandum



CITY OF DALLAS

DATE May 30, 2014

TO Housing Committee Members: Carolyn R. Davis, Chair, Scott Griggs, Vice-Chair, Monica Alonzo, Rick Callahan, Dwaine Caraway, and Philip Kingston

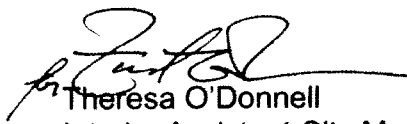
SUBJECT Housing Plus Plan

On Monday, June 2, 2014, there will be a brief discussion on the Housing Plus Plan that Mercedes Marquez and I will facilitate. Staff is preparing to launch the development of the Housing Plus Plan in late June. Before starting the process, staff would like to engage the Housing Committee in a discussion focused on the vision and goals for this important initiative. A copy of the Council briefing scheduled for June 4th is attached to provide some background on the proposed planning process, consultant team and partnership approach.

Staff requests that the Housing Committee members think about the following three questions as a starting point for the discussion:

- What is the top housing or neighborhood development issue that you would like the Housing Plus Plan to address?
- What is your worst fear about the process or outcome of the plan?
- What is your vision statement for the Housing Plus Plan?

Please let me know if you have any questions.


Theresa O'Donnell
Interim Assistant City Manager

c: The Honorable Mayor and Members of the City Council
A. C. Gonzalez, City Manager
Rosa A. Rios, City Secretary
Warren M.S. Ernst, City Attorney

Craig Kinton, City Auditor
Judge Daniel Solis, Administrative Judge
Ryan S. Evans, Interim First Assistant City Manager
Forest E. Turner, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Joey Zapata, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Shawn Williams, Interim Public Information Officer
Bernadette Mitchell, Housing/Community Services, Interim Director
Elsa Cantu, Assistant to the City Manager – Mayor and Council



HOUSING PLUS PLAN

Housing Committee
June 2, 2014

Purpose of the briefing

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- 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

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



Background

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

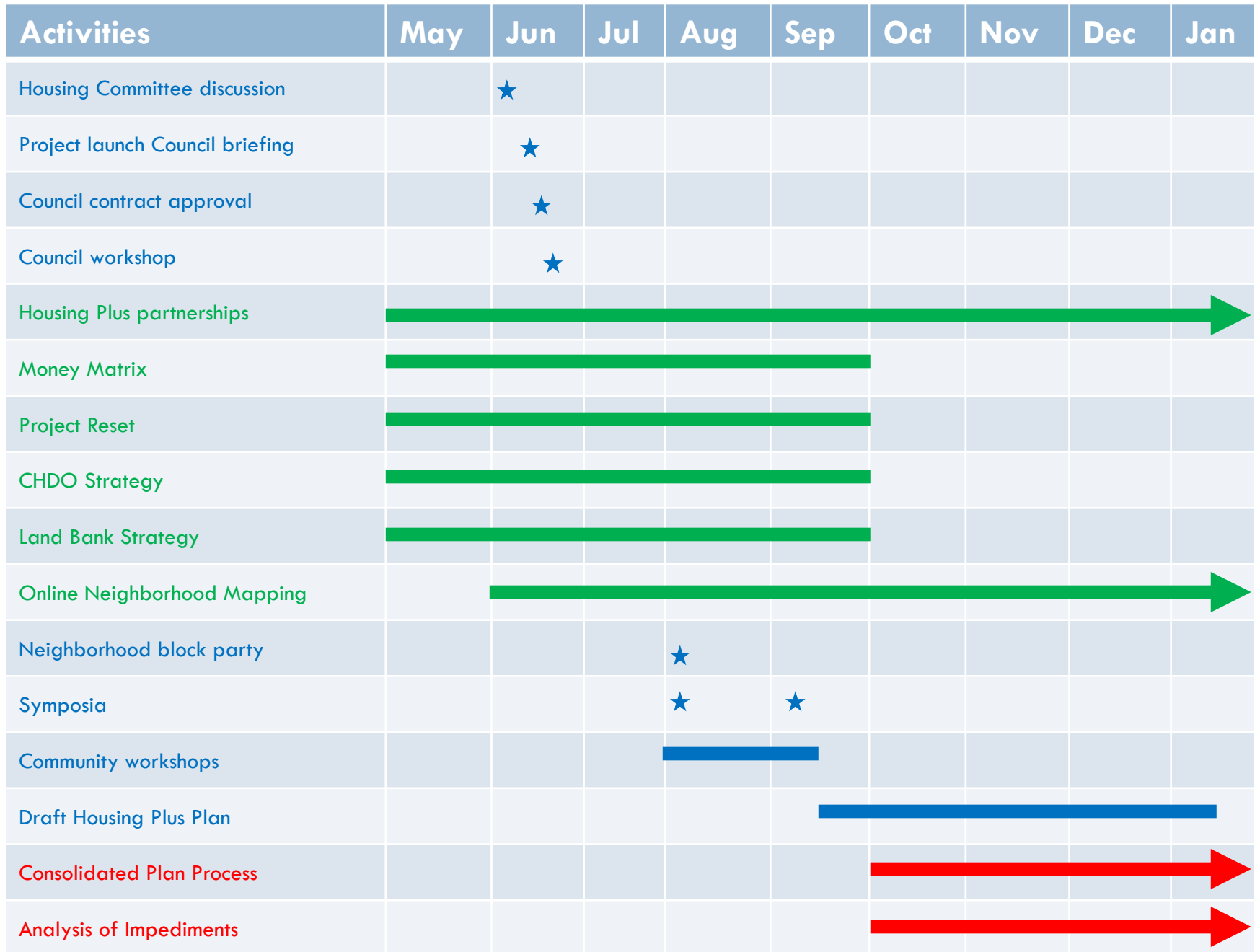
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- Fair Housing Symposium Apr 30
- Housing Committee Discussion Jun 2
- Council briefing on project launch Jun 18 (tentative)
- Consultant contract approvals Jun 25
- Council workshop Jun 26
- Community engagement Aug & Sep
 - ▣ Neighborhood block party
 - ▣ 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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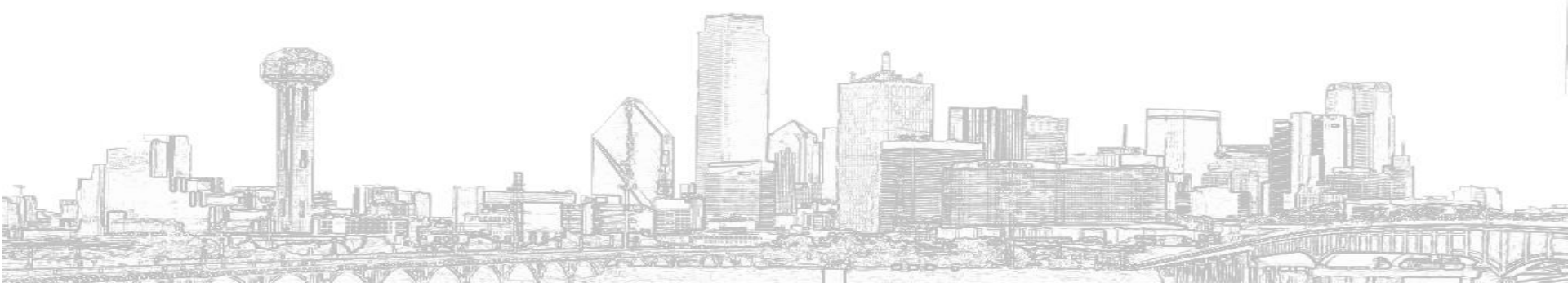
- Public launch of Housing Plus
- Beta test community workshops
- Engage council in identifying pilot neighborhoods, partnership opportunities and best practice models
- Include subject matter experts and potential partner agencies as resource for Council members questions



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



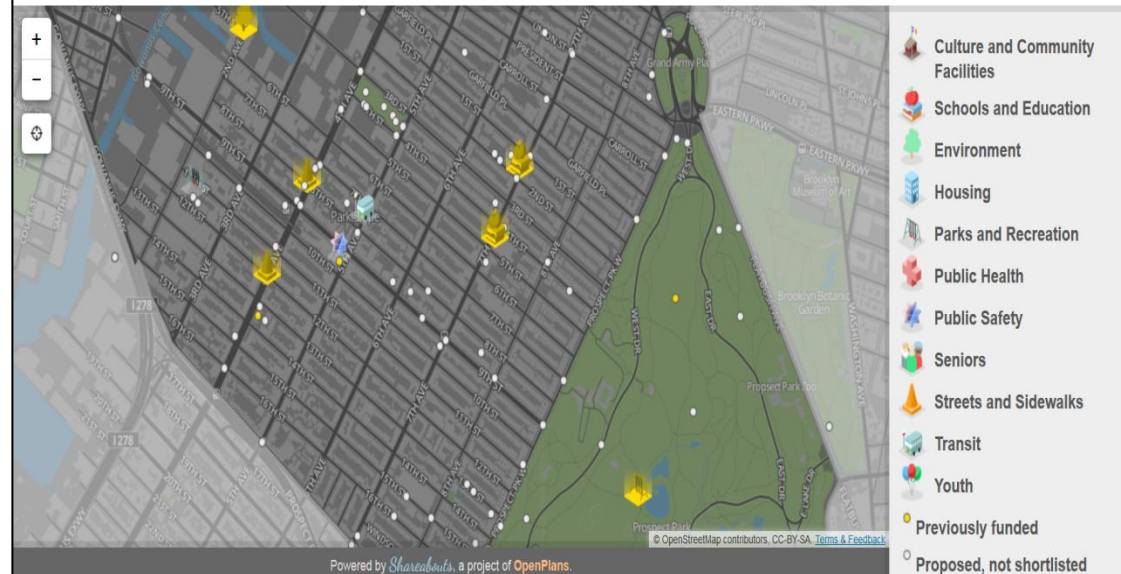
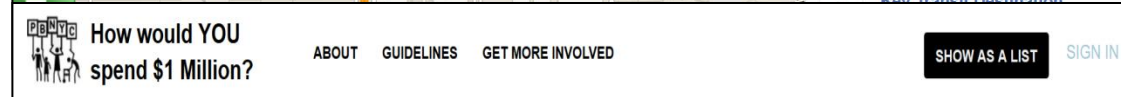
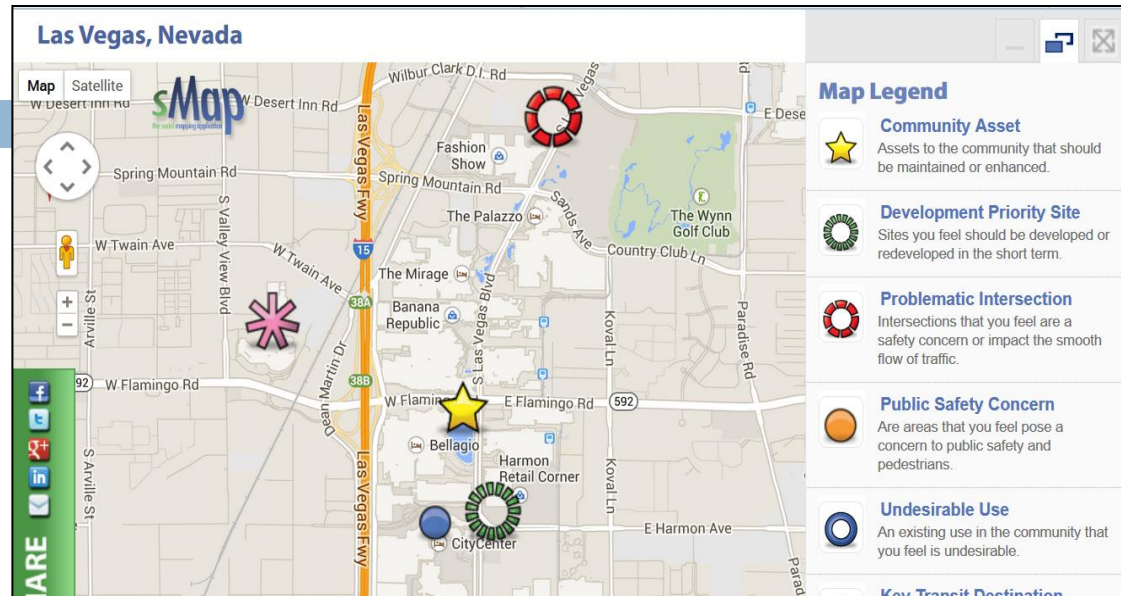
Web tools for map-based public input

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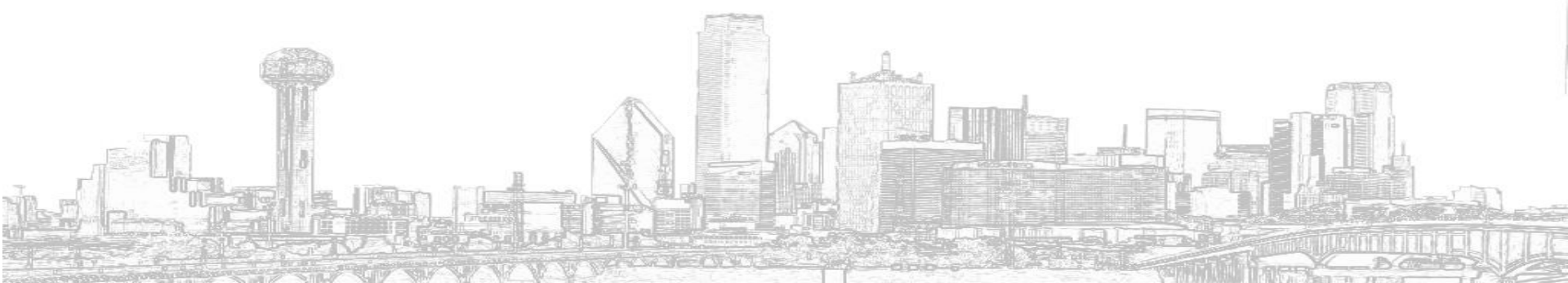
- **Community Workshops**: 5 events pairing council districts based on service districts
 - ▣ Interactive neighborhood self-assessment exercises
 - ▣ Neighborhood boot camp/summit
 - ▣ Networking and partnership building opportunities
 - ▣ Educational, information dissemination opportunities



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?

