

Memorandum



CITY OF DALLAS

DATE August 14, 2014

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

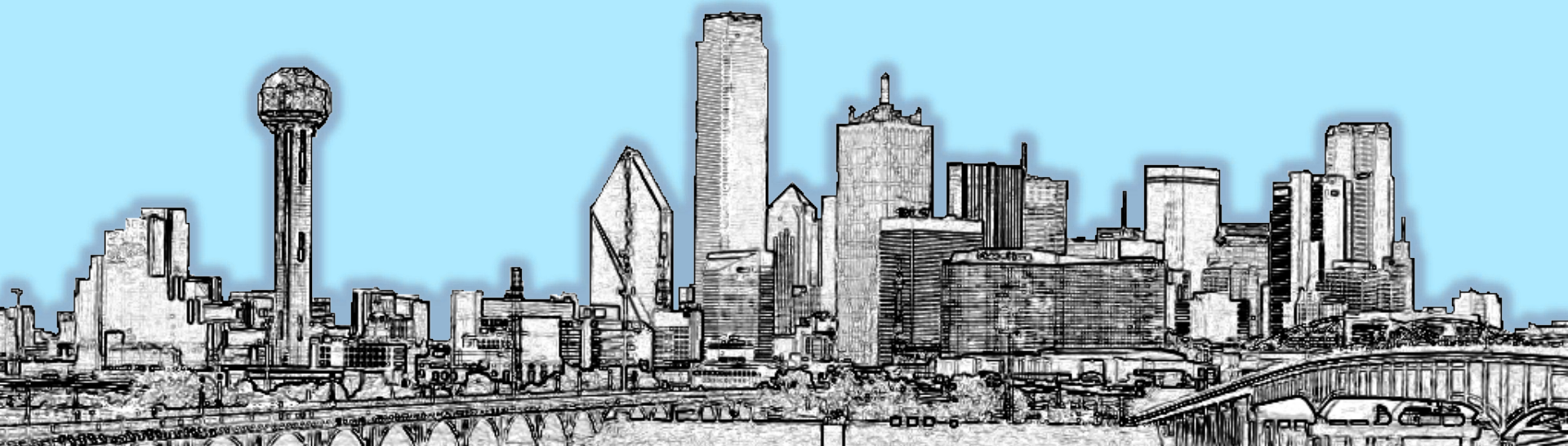
SUBJECT Housing Plus Plan Update

On Monday August 18, 2014, you will be briefed on the Housing Plus Plan Update. A copy of the briefing is attached.

Please let me know if you have any questions.


for 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, 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 UPDATE



Housing Committee
August 18, 2014

Purpose of the briefing

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- A brief progress report on the Housing Plus Plan
- Inform Council Committee on recent and upcoming events



Background

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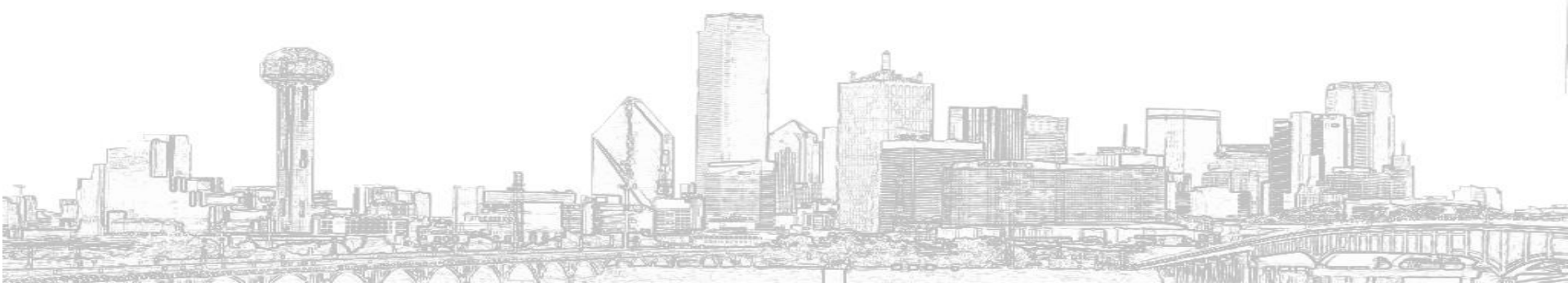
- Housing Committee was last briefed on June 2, 2014 on project scope, process and consultant team.
- Consultant contract was approved by City Council on June 25, 2014.



Review of the Timeline

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Activities	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Council workshop		★							
Neighborhood block party				★					
Community workshops					—				
Symposium						★			
Draft Housing Plus Plan						—	—	—	—
Consolidated Plan Process						→	→	→	→
Analysis of Impediments						→	→	→	→



Council Workshop – June 26

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- Over 150 attendees - council members, partner agencies, neighborhood leaders
- Beta test for community workshop format



Neighborhood Block Party – Aug 23

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Public launch of Housing Plan Process:

- Launch website and web-based neighborhood asset mapping tool
- Fun activities for families and kids
- Neighborhood-based service information booths



8/23/14

**NEIGHBORHOOD
BLOCK PARTY!**

City-wide party free for everyone!

The City of Dallas is currently developing a comprehensive housing plan that will help shape the future of living in our city. Come out and enjoy a family-friendly event and share your ideas on how we can make Dallas a better place to live!



City of Dallas

Location:

**3301 Swiss Ave
Dallas, TX 75204
(the Wilson block)**

Time:

9:00 am – 1:00 pm

Live Music!

Raffles!

Food Trucks!

**Free Popcorn and
Snow Cones!**

**Tell us why your
neighborhood is
great!**

**Learn more about
neighborhood
services!**

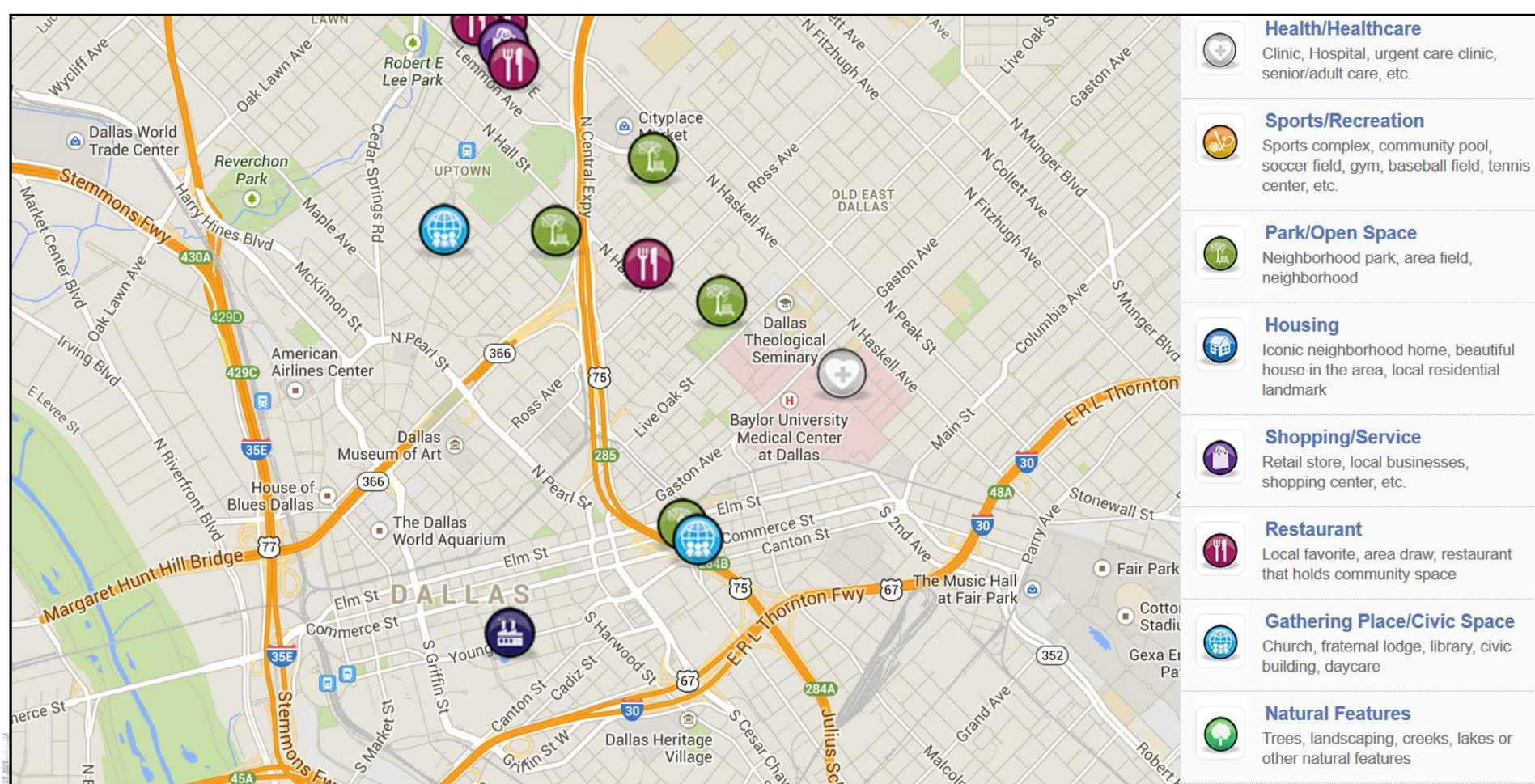
**CITY OF DALLAS
1500 Marilla St
Dallas, TX 75201
(214) 671-5090**

www.dallascityhall.com

Web-based Asset Mapping Tool

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- Online tool for grass-roots neighborhood asset mapping



Web-based Asset Mapping Tool

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- **Easy to use:** Click a point; Select asset type; name, describe it; Upload photo

Add an Asset

Type of Asset
Health/Healthcare

Title

Description

Link/URL

Photo

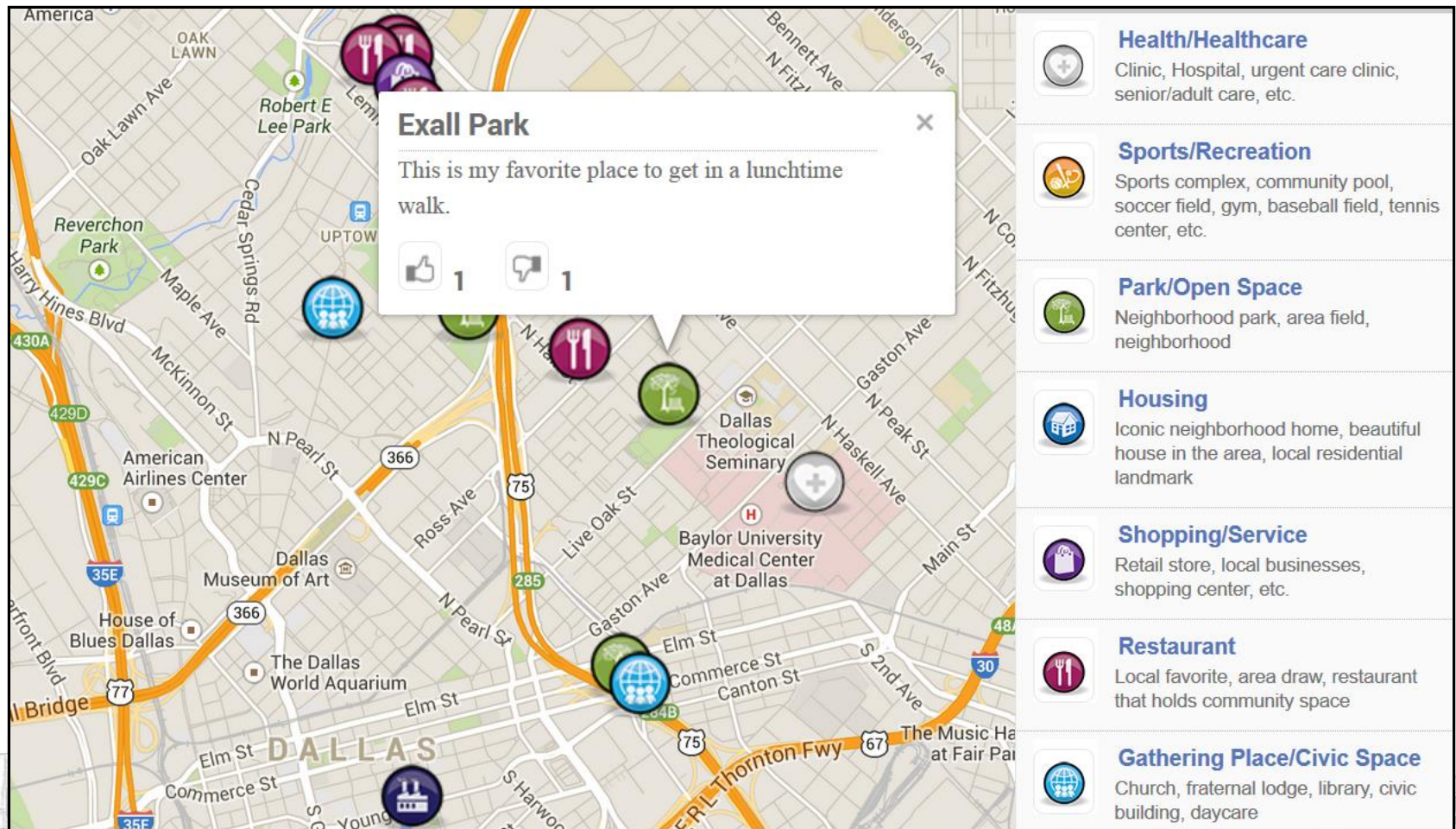
SUBMIT

- Sports/Recreation**
Sports complex, community pool, soccer field, gym, baseball field, tennis center, etc.
- Park/Open Space**
Neighborhood park, area field, neighborhood
- Housing**
Iconic neighborhood home, beautiful house in the area, local residential landmark
- Shopping/Service**
Retail store, local businesses, shopping center, etc.
- Restaurant**
Local favorite, area draw, restaurant that holds community space
- Gathering Place/Civic Space**
Church, fraternal lodge, library, civic building, daycare
- Natural Features**
Trees, landscaping, creeks, lakes or other natural features
- Employer**
A major employer

Web-based Asset Mapping Tool

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- **Interactive:** View what others submit; Thumbs up/Thumbs down



The screenshot displays a map of Dallas, Texas, with several colored icons representing different asset categories. A pop-up window for 'Exall Park' is open, showing a thumbs up and thumbs down icon, both with a count of 1. The map includes labels for streets like Oak Lawn Ave, Cedar Springs Rd, and N Pearl St, and landmarks such as the American Airlines Center, Dallas Museum of Art, and Baylor University Medical Center at Dallas.

Exall Park

This is my favorite place to get in a lunchtime walk.

1 1

- Health/Healthcare**
Clinic, Hospital, urgent care clinic, senior/adult care, etc.
- Sports/Recreation**
Sports complex, community pool, soccer field, gym, baseball field, tennis center, etc.
- Park/Open Space**
Neighborhood park, area field, neighborhood
- Housing**
Iconic neighborhood home, beautiful house in the area, local residential landmark
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Ongoing Planning Activities

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- Regional housing market segmentation and psychographics analysis
- Citywide housing and neighborhoods analysis
- Informal meetings with partner organizations
- Preparation for upcoming community engagement events



Upcoming Events

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- **Community Workshops:** All are invited to help shape the Plan by participating in interactive exercises focused on a variety of areas throughout Dallas.
- **Symposium:** All are invited to learn about national best practices for building healthy and sustainable neighborhoods. Cutting edge strategies and tools will be show-cased and nationally renowned speakers and experts in the field will talk about successes and challenges.



Questions?

