

Memorandum



CITY OF DALLAS

DATE October 17, 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 Update

On Monday October 20, 2014, you will be briefed on Housing Plus Update. A copy of the briefing is attached.

Please let me know if you have any questions.

A handwritten signature in black ink that reads "Theresa O'Donnell".

Theresa O'Donnell
Chief Planning Officer

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
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P. E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor and Council

Housing Plus Update

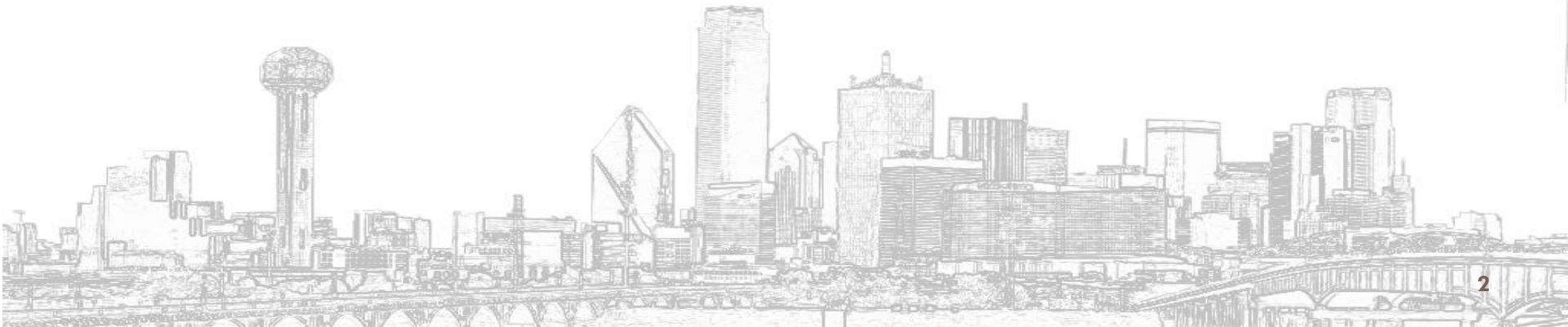


October 20, 2014

Council Housing Committee

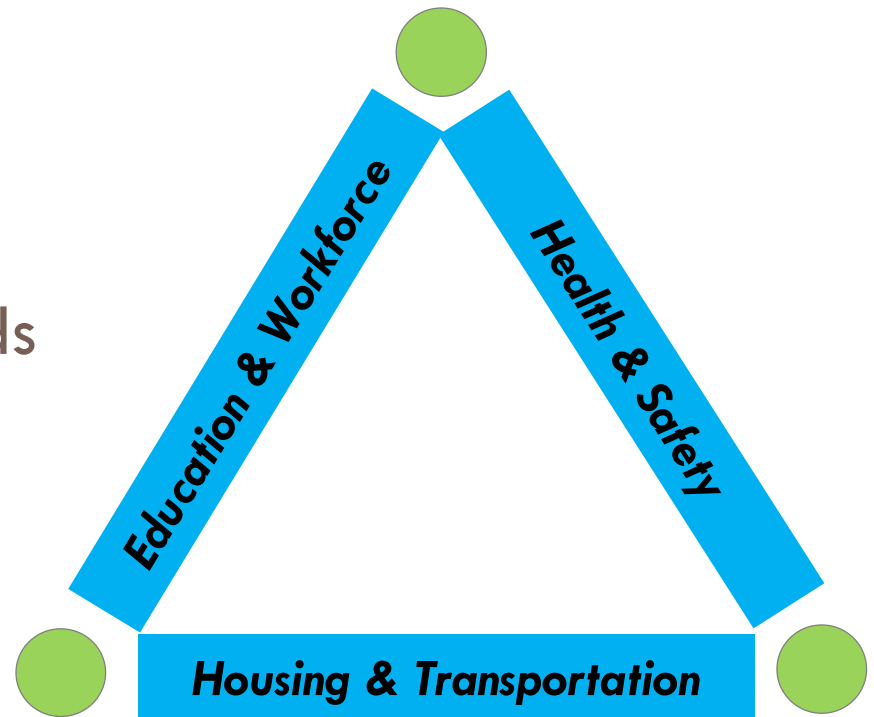
Purpose of the Briefing

- Review planning goals, timeline and process
- Highlight upcoming community engagement events
- Provide a brief overview of citywide analysis



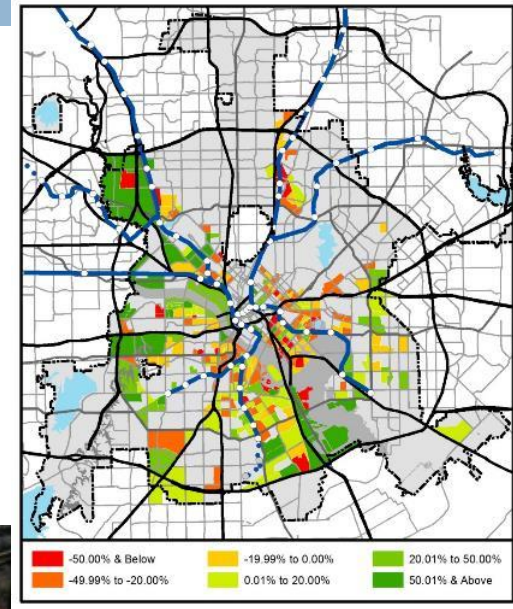
□ Housing Plus!

Promote healthy and sustainable neighborhoods throughout Dallas



Strategic Approach

- Be more responsive to changing conditions based on citywide analysis and community engagement
- Find the intersection between typical needs and opportunities citywide



Strategic Approach

5

- Leverage partnerships with key regional organizations
- Align programs and resources at the intersection of strategic needs and opportunities



Dallas Independent School District



Anticipated Outcome

A Citywide Strategic Plan

- Targeted policies and strategies to redefine the City's role in housing and neighborhood development
- Tool box of effective programs based on local successes and national best practices
- Social compact among partner organizations to leverage resources and achieve collective impact
- Pilot projects or programs to harness existing momentum, test new ideas, and achieve some early results



Process and Timeline

Activities	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Fair Housing Symposium	★										
Council workshop			★								
Neighborhood block party					★						
Partners Meetings					—————						
Community workshops							★				
Draft Strategic Plan							—————				
Partners Symposia									★	★	
HUD Consolidated Plan Update							—————→				
HUD Analysis of Impediments									—————→		



Community Workshops

- Engage the community in identifying citywide preferences, needs, opportunities and priorities
- 4 citywide locations:
 - South Oak Cliff High (South)
 - San Jacinto Elementary (East)
 - Walnut Hill Rec. Center (North)
 - City Hall (Central)



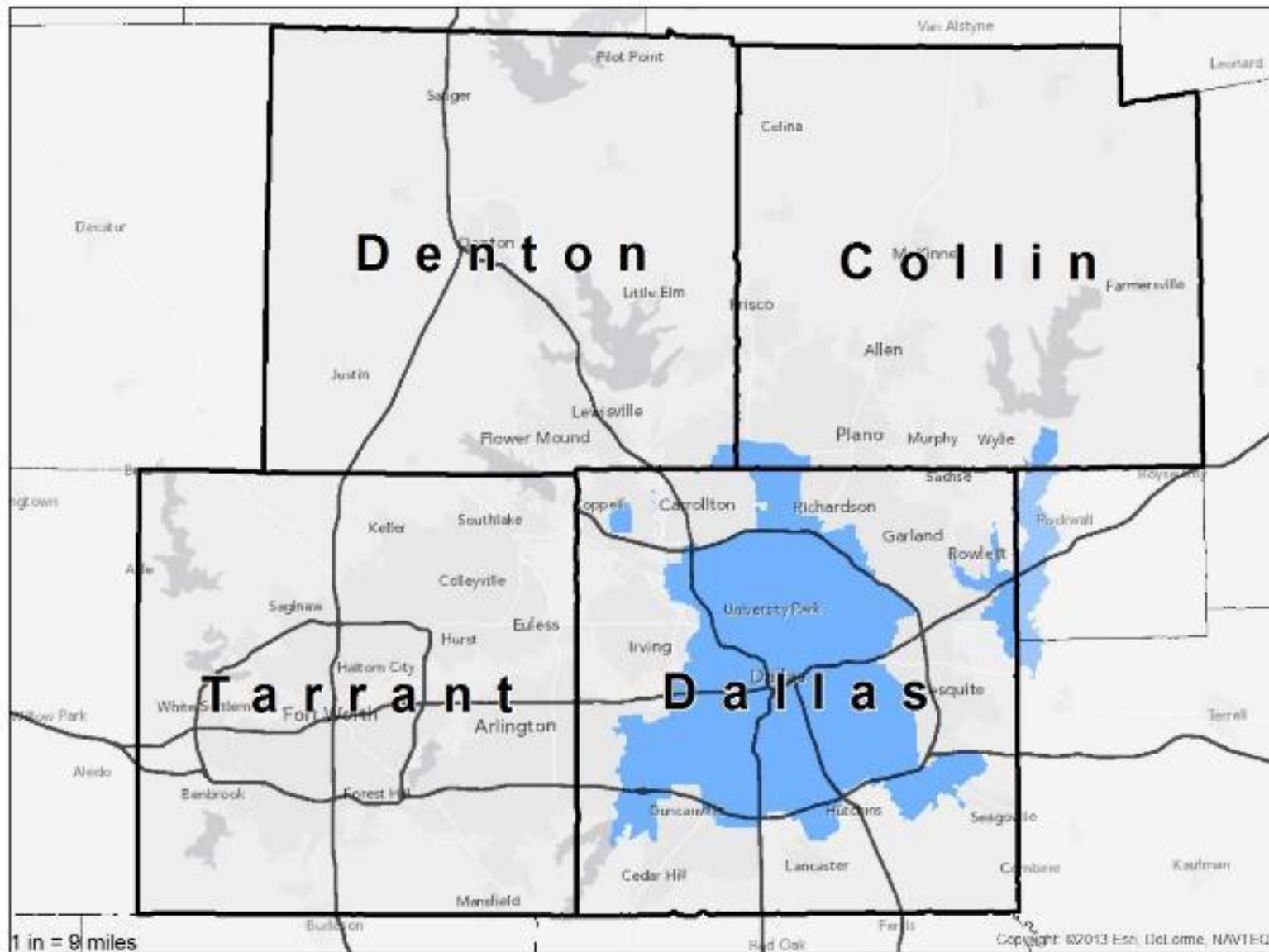
www.inspire-dallas.org

Symposia

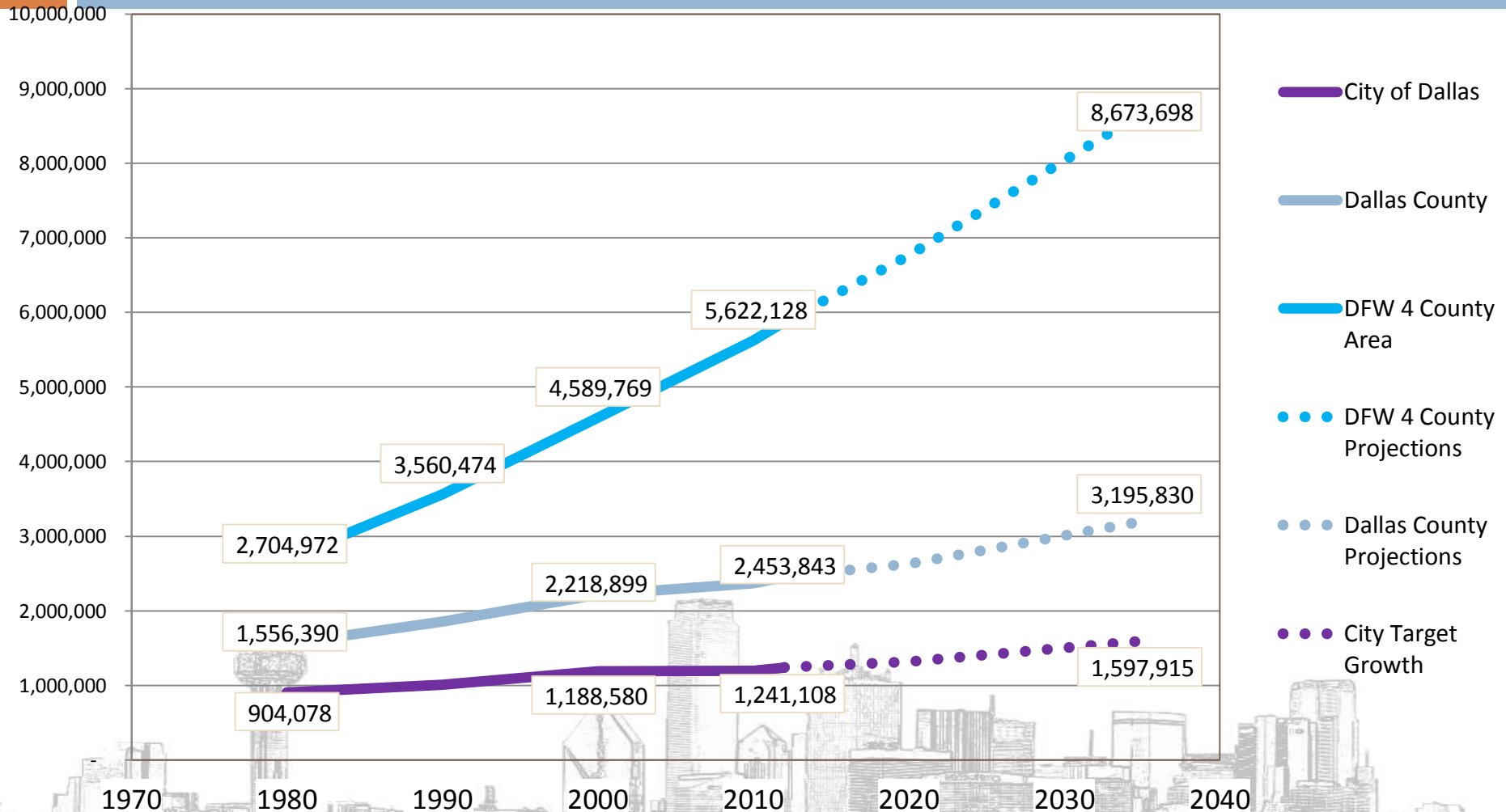
- **Partners Symposium – Early December 2014**
 - National caliber speaker panel on best practices followed by a work session with regional and local partner organizations to brainstorm ideas and strategies for Housing Plus partnerships
- **Regional Symposium – Mid January 2015**
 - Share Dallas' draft strategic housing and neighborhood plan and engage regional partners and other jurisdictions in a conversation about regional fair housing



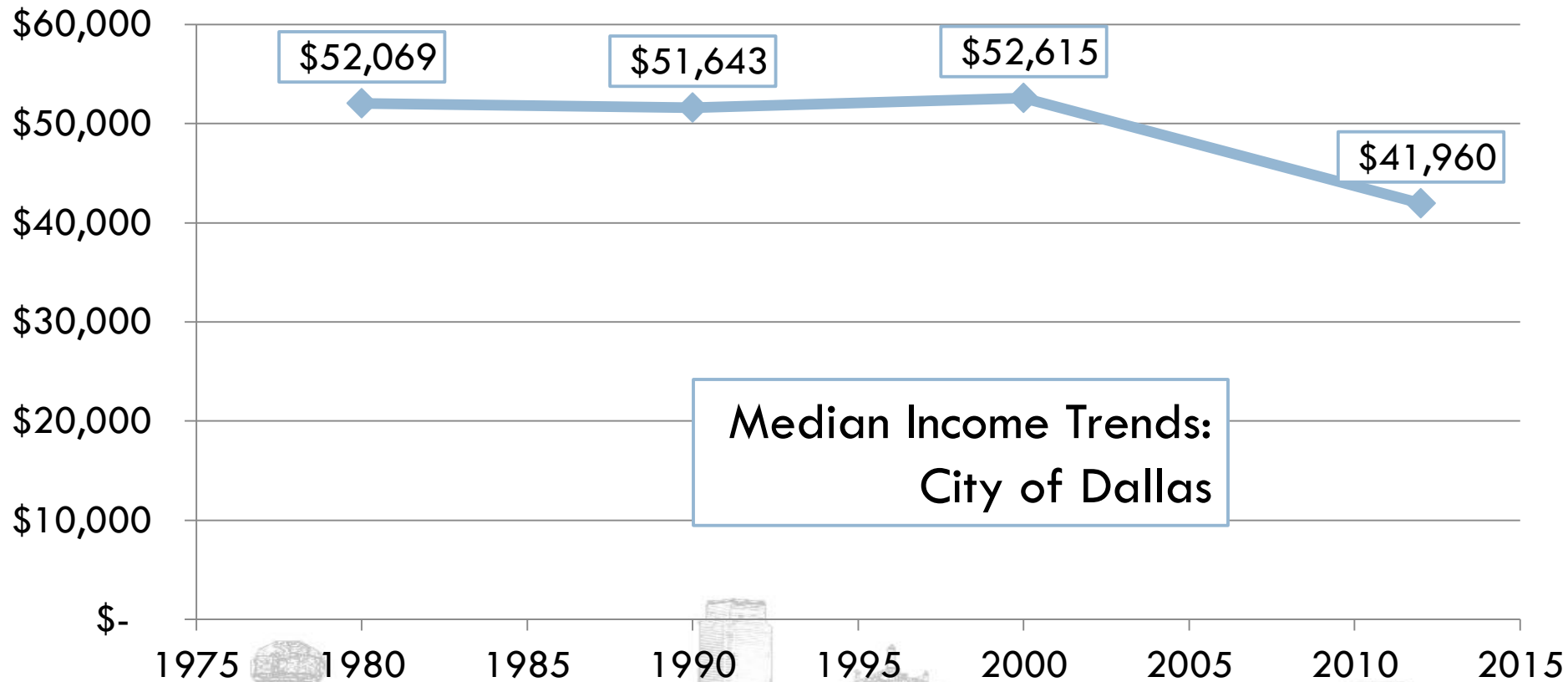
Interesting Dallas Facts



Dallas Population Growth



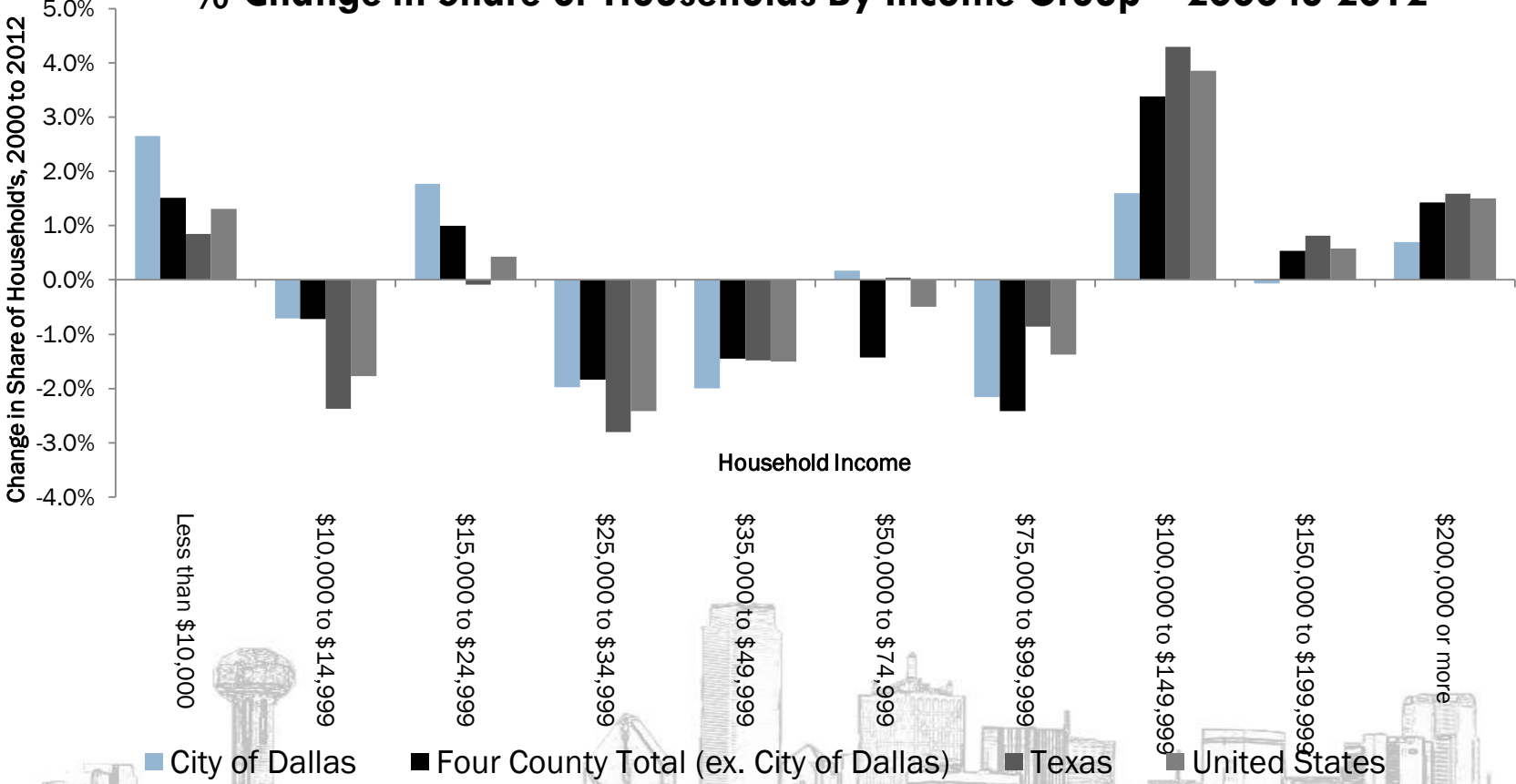
Declining Median Income



Median Household Income (Adjusted to 2013 Dollars) retrieved from Social Explorer of US Decennial Census 1980 (T53), 1990 (T43), 2000 (T93), and ACS 2012 1 year estimates (T57).

Shrinking Middle Class

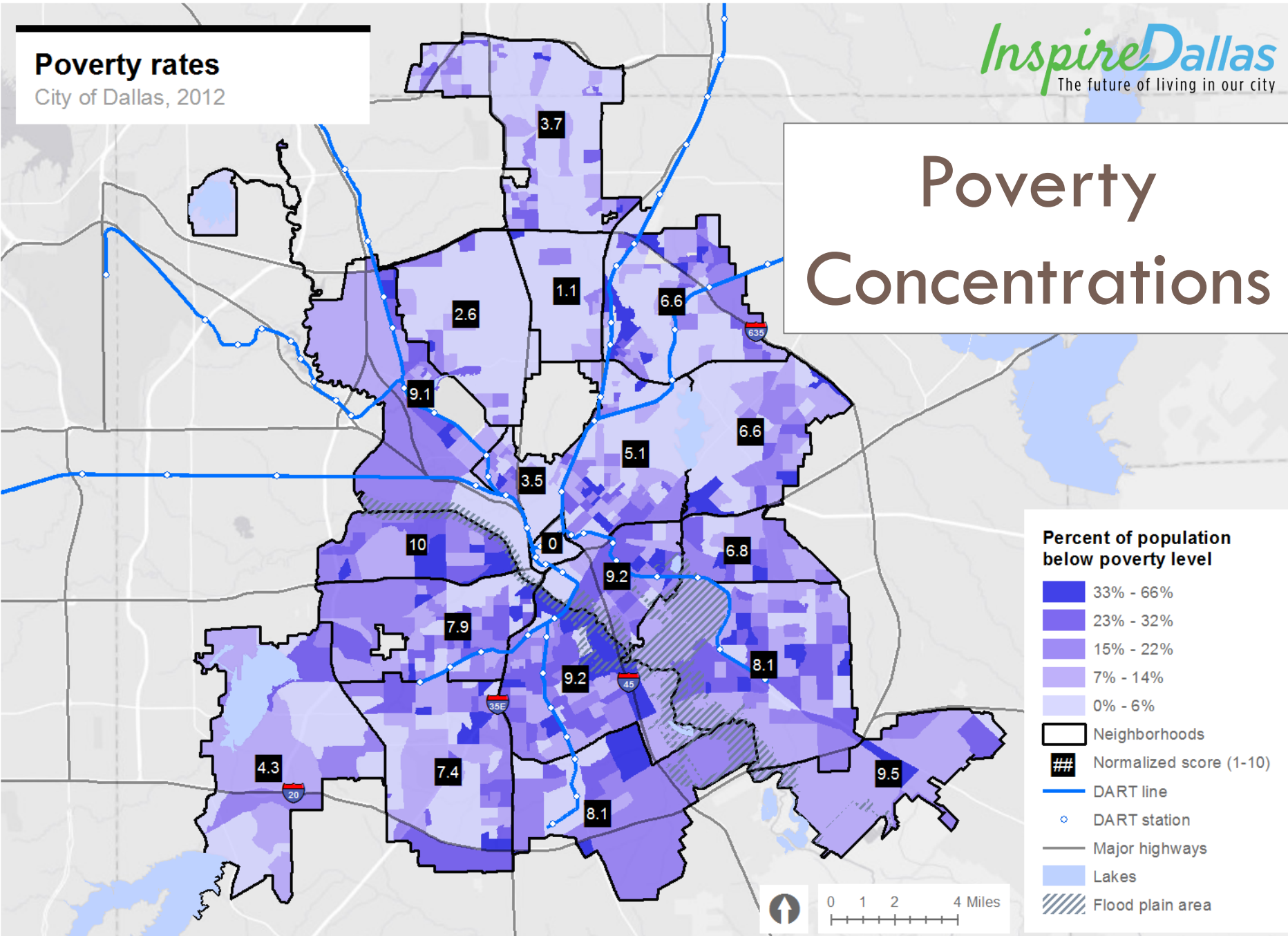
% Change in Share of Households By Income Group – 2000 to 2012



Poverty rates

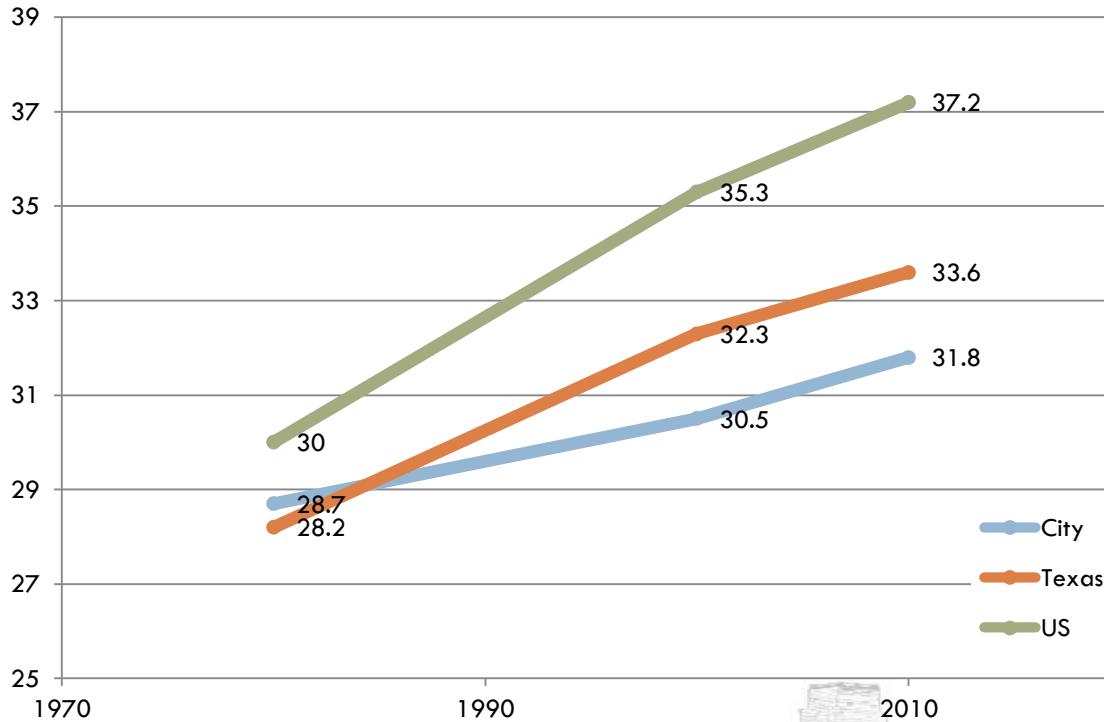
City of Dallas, 2012

Poverty Concentrations



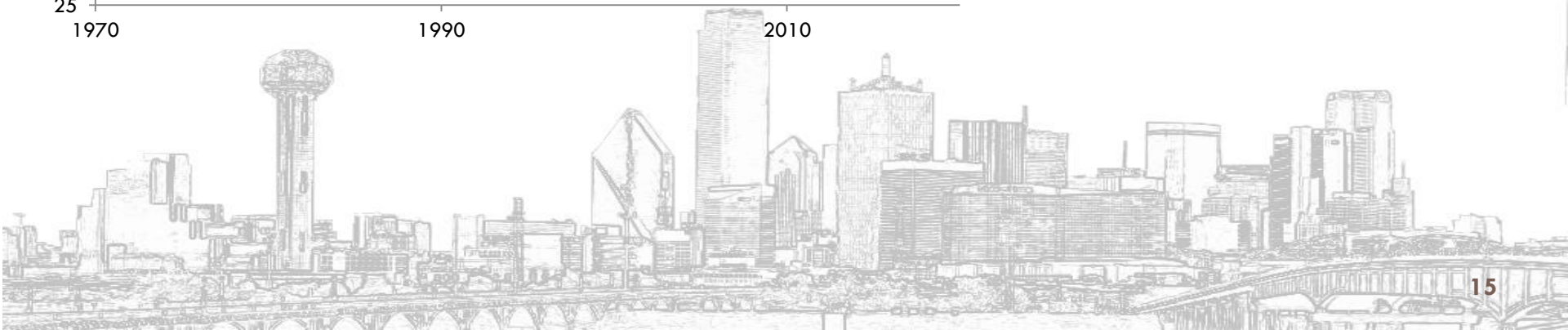
Source: U.S. Census Bureau, American Community Survey 2008-2012 5-Year Estimates, retrieved via NHGIS.org

Relatively Young Population



Median Age

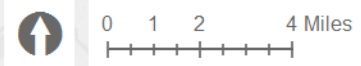
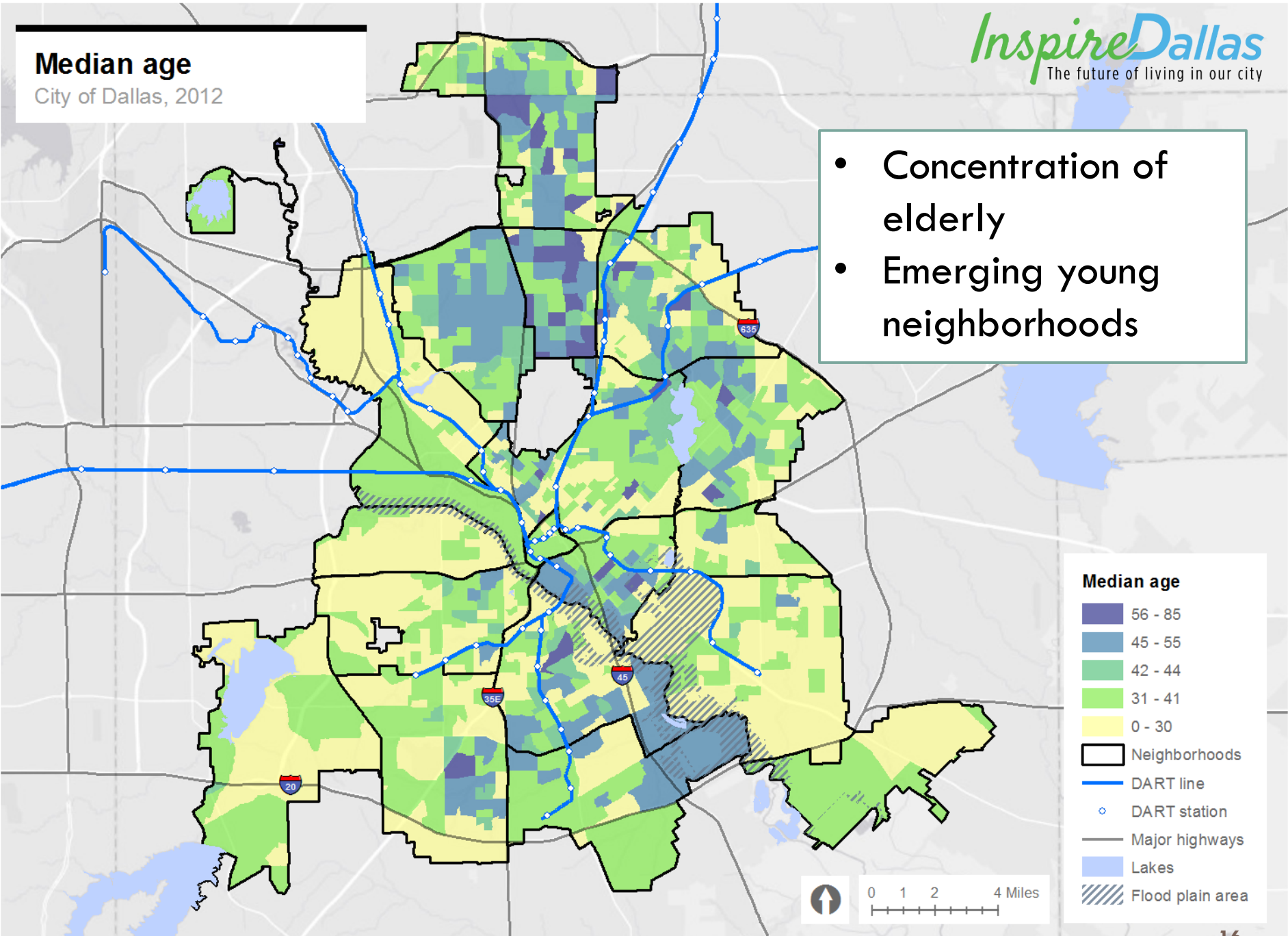
Dallas is younger than Texas or the nation by an increasing margin.



Median age

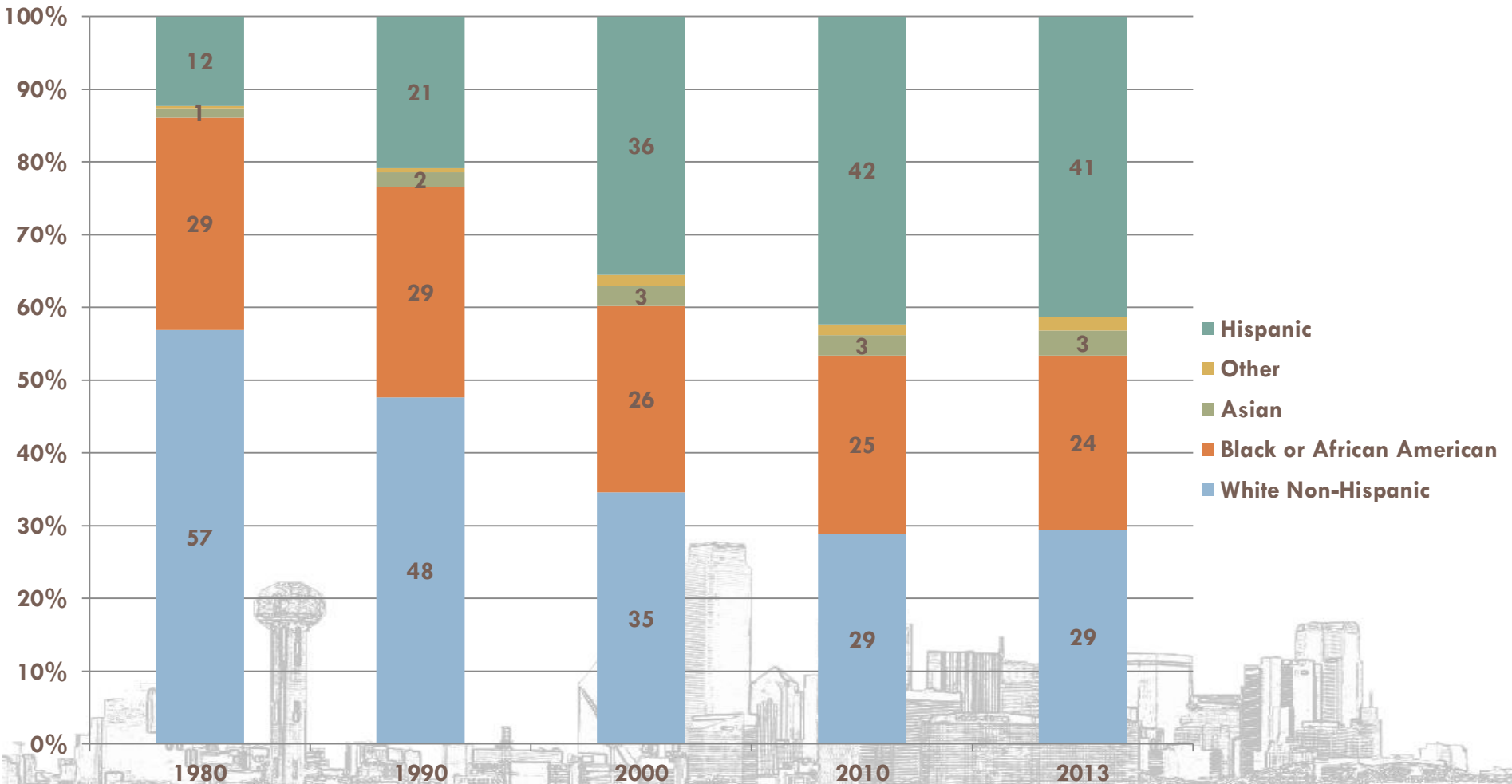
City of Dallas, 2012

- Concentration of elderly
- Emerging young neighborhoods

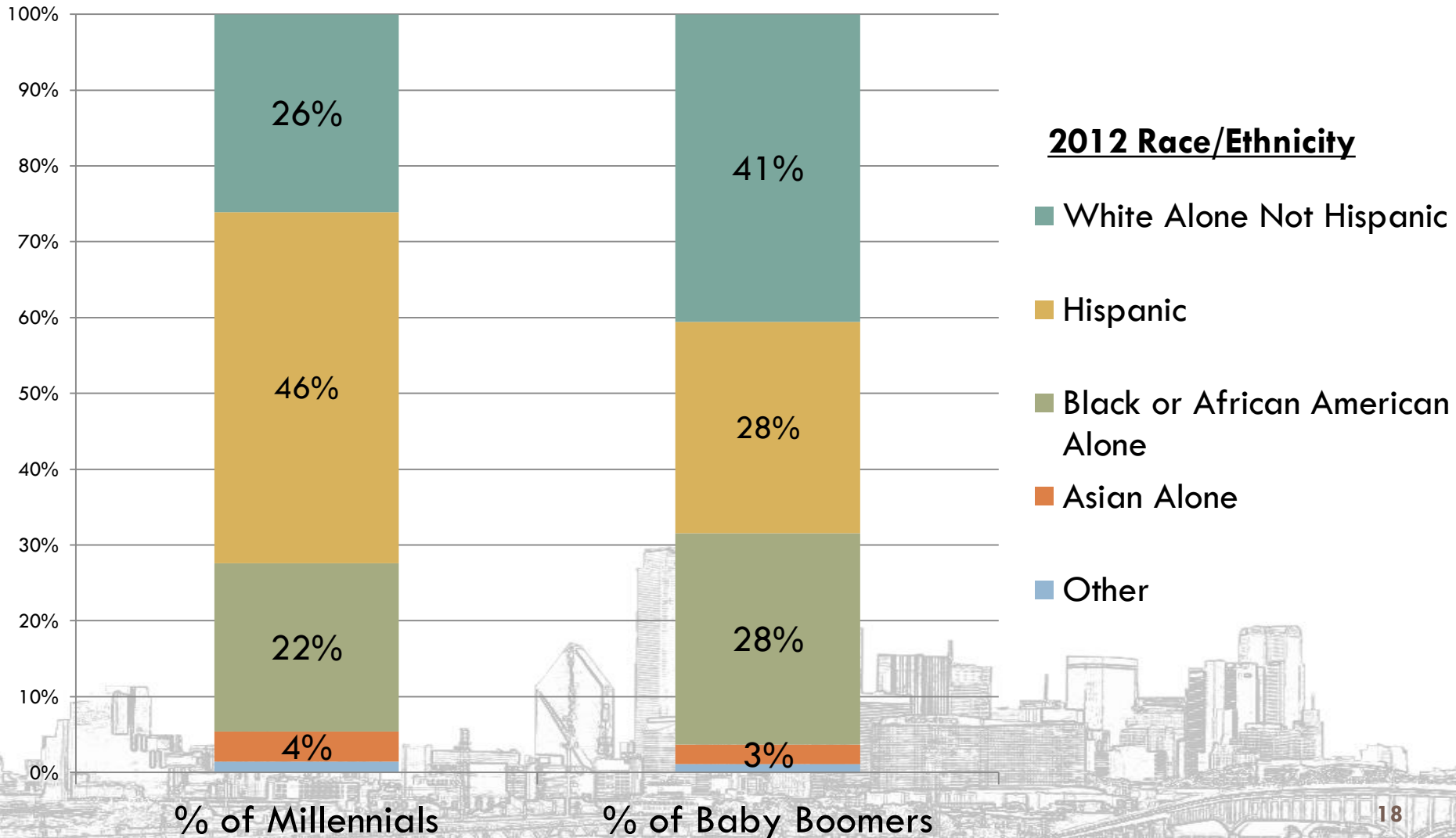


Source: U.S. Census Bureau, American Community Survey 2008-2012 5-Year Estimates, retrieved via NHGIS.org

Changing Race/Ethnic Mix



Race/Ethnic Contrast Between Boomers and Millennials



Psychographic Patterns



Demographic Overview

- ❑ Female Head of House
- ❑ Age 30 - 34
- ❑ Household Income \$40 - 50K+



LifeMode Group: Uptown Individuals

Metro Renters

Households: 1,734,000

Average Household Size: 1.66

Median Age: 31.8

Median Household Income: \$52,000



LifeMode Group: Hometown

Family Foundations

Households: 1,282,000

Average Household Size: 2.70

Median Age: 38.8

Median Household Income: \$40,000



LifeMode Group: Middle Ground

Emerald City

Households: 1,677,000

Average Household Size: 2.05

Median Age: 36.6

Median Household Income: \$52,000



LifeMode Group: Ethnic Enclaves

American Dreamers

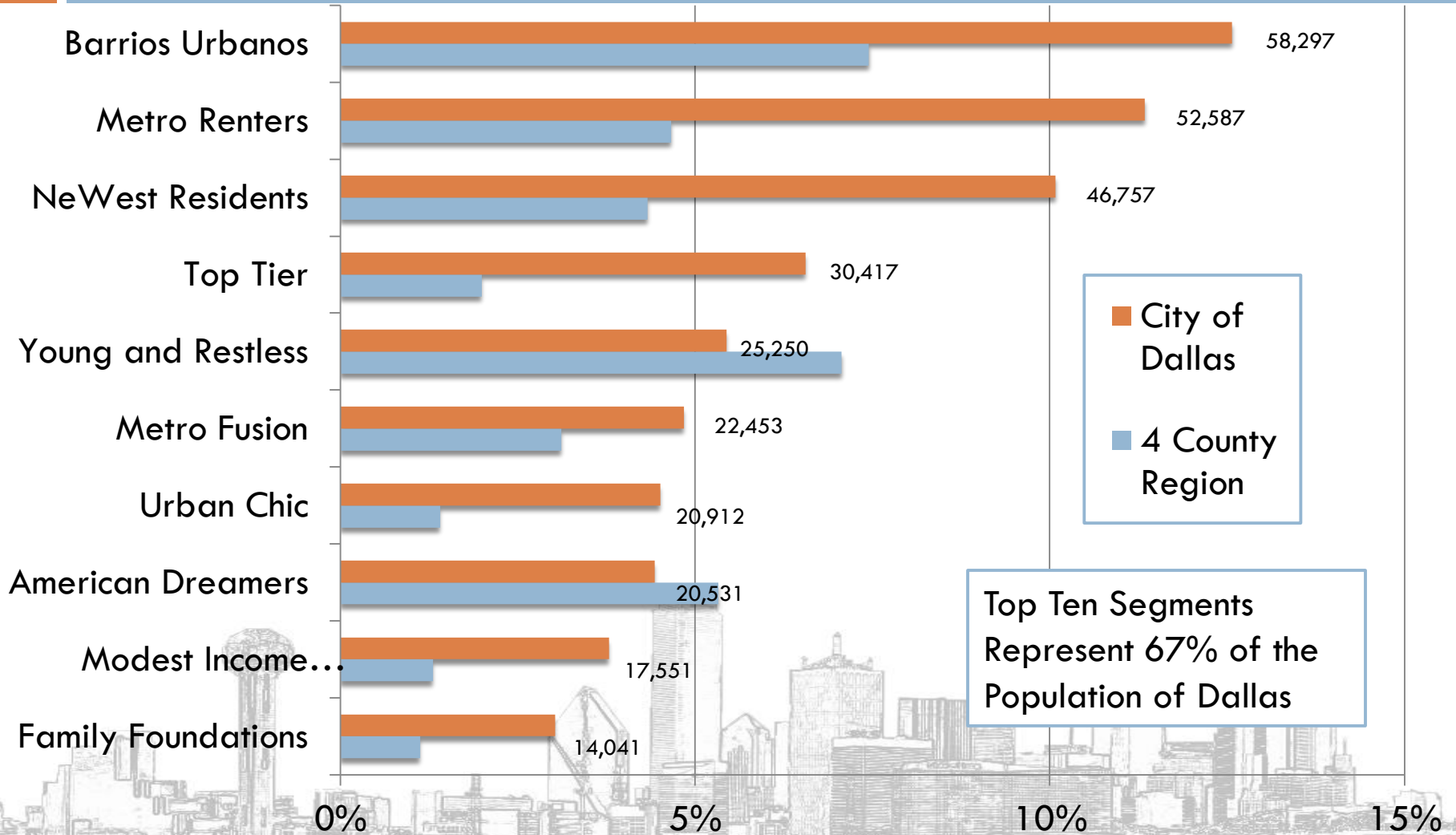
Households: 1,747,000

Average Household Size: 3.16

Median Age: 31.8

Median Household Income: \$48,000

Top 10 Tapestry Psychographic Segments

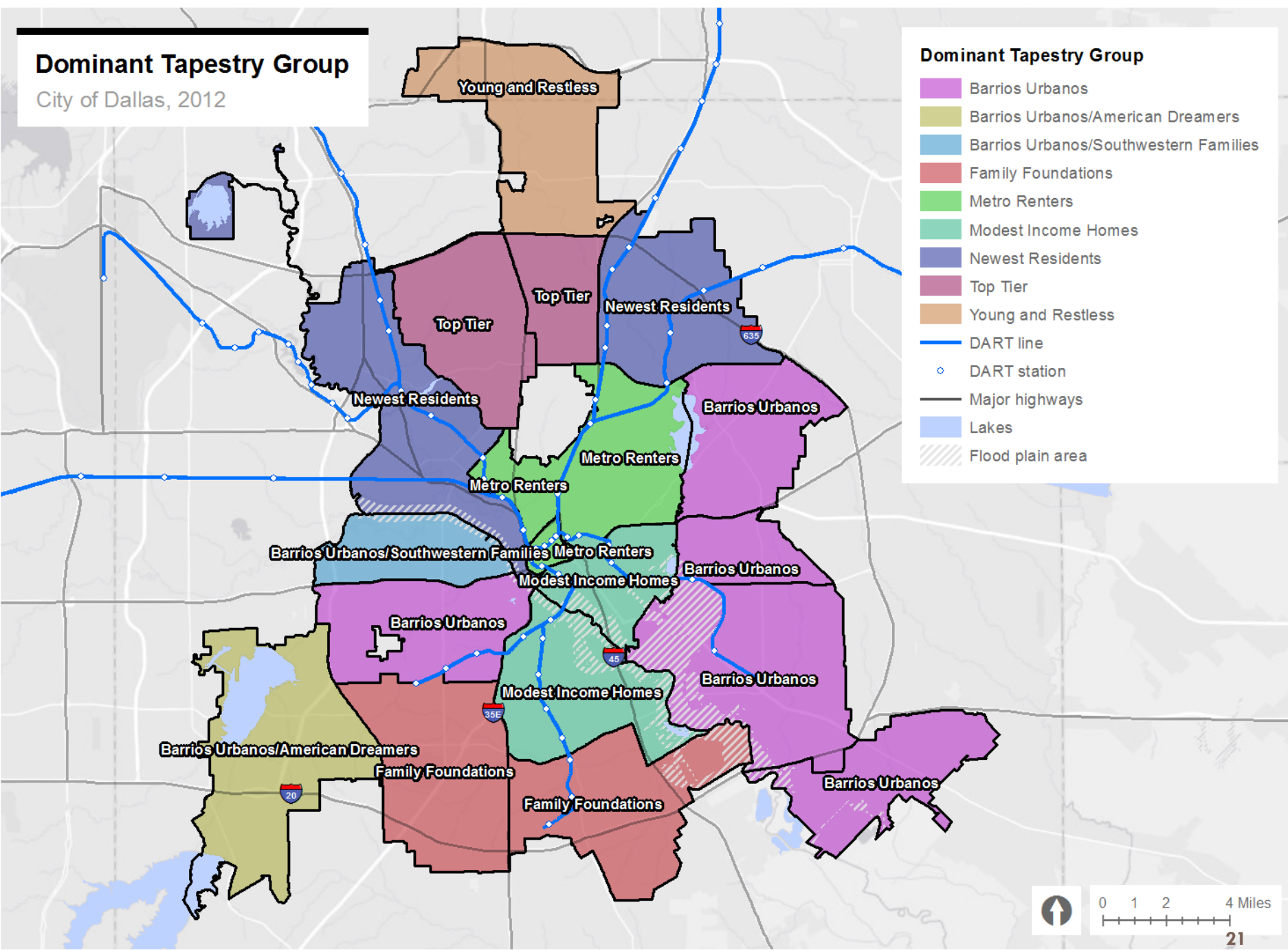


Dominant Tapestry Group

City of Dallas, 2012

Dominant Tapestry Group

- Barrios Urbanos
- Barrios Urbanos/American Dreamers
- Barrios Urbanos/Southwestern Families
- Family Foundations
- Metro Renters
- Modest Income Homes
- Newest Residents
- Top Tier
- Young and Restless
- DART line
- DART station
- Major highways
- Lakes
- Flood plain area

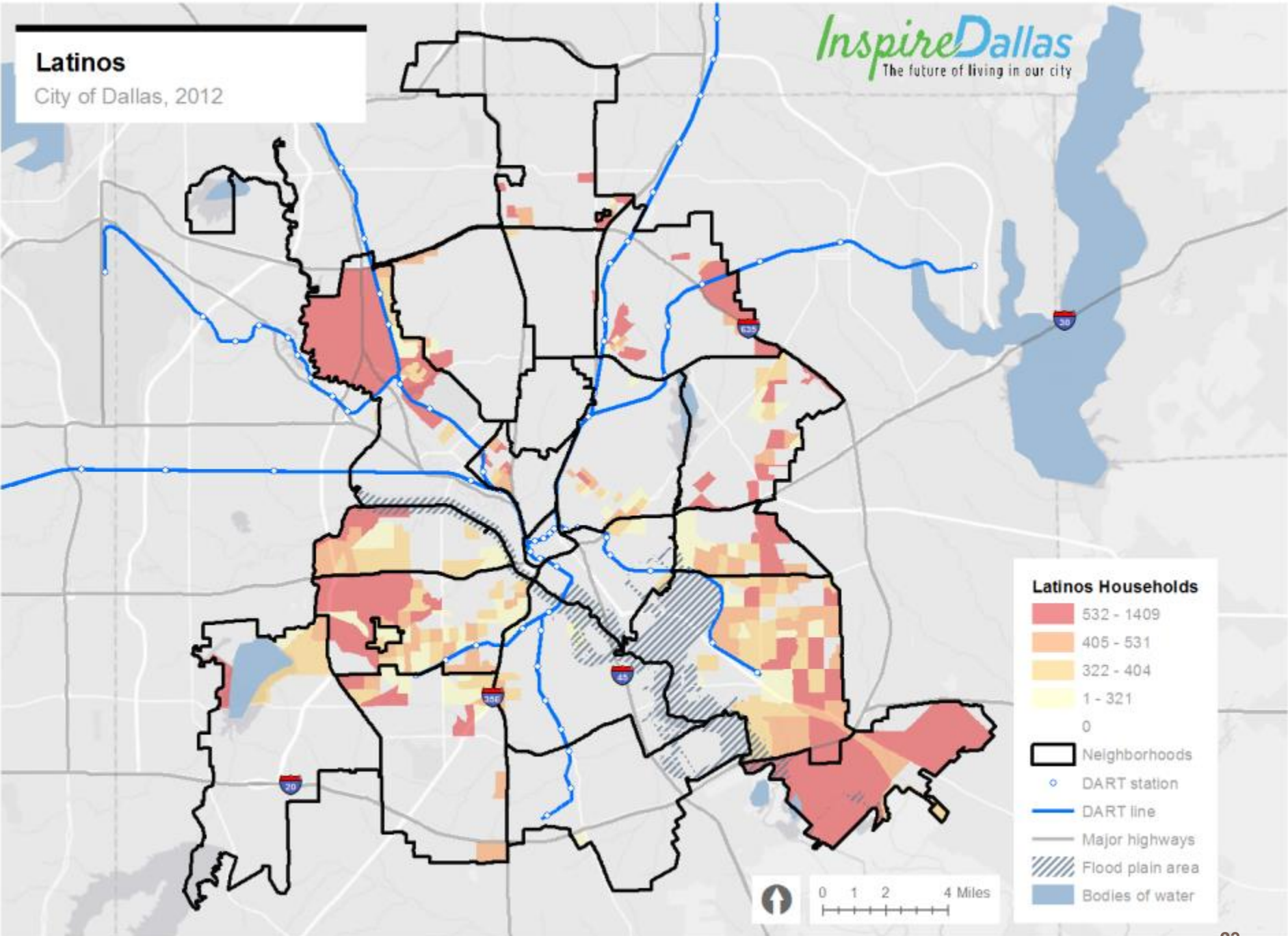


Dominant Groups

- Latino Households
 - ▣ Barrios Latinos; Newest Residents; Las Casas
 - Hardworking Households
 - ▣ Family Foundations; Traditional Living; Modest Incomes
 - Millennials
 - ▣ Metro Renters; Young and Restless; Laptops and Lattes
 - Baby Boomers
 - ▣ Top Tier; Savvy Suburbanites; Exurbanites
- Where do they live?
 - What are the characteristics of these areas?
 - What do they like?
 - What is the Plus in their Housing Plus?

Latinos

City of Dallas, 2012



Latinos Households

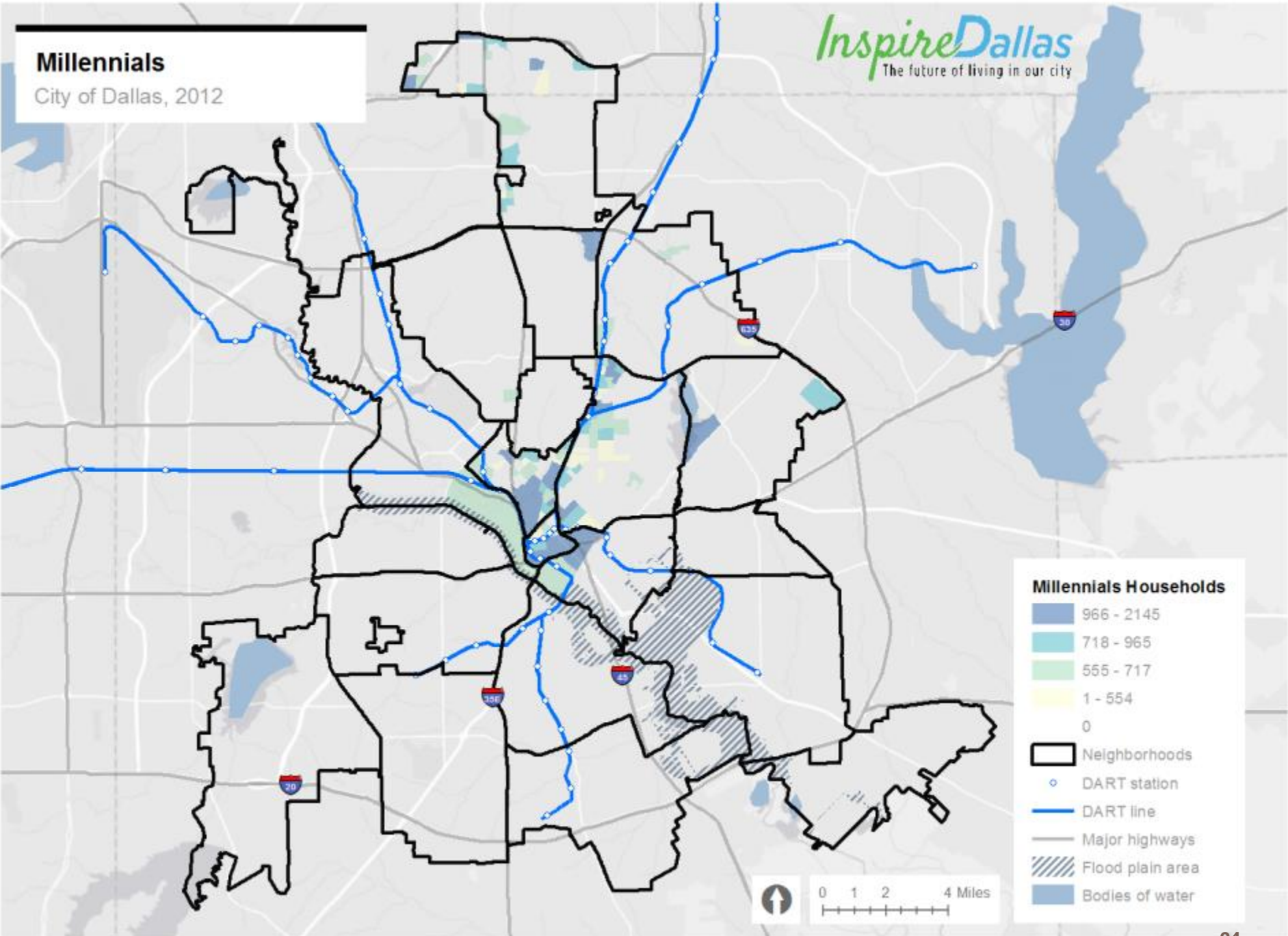
- 532 - 1409
- 405 - 531
- 322 - 404
- 1 - 321
- 0
- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water

0 1 2 4 Miles

Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Millennials

City of Dallas, 2012



Millennials Households

- 966 - 2145
- 718 - 965
- 555 - 717
- 1 - 554
- 0

Neighborhoods

DART station

DART line

Major highways

Flood plain area

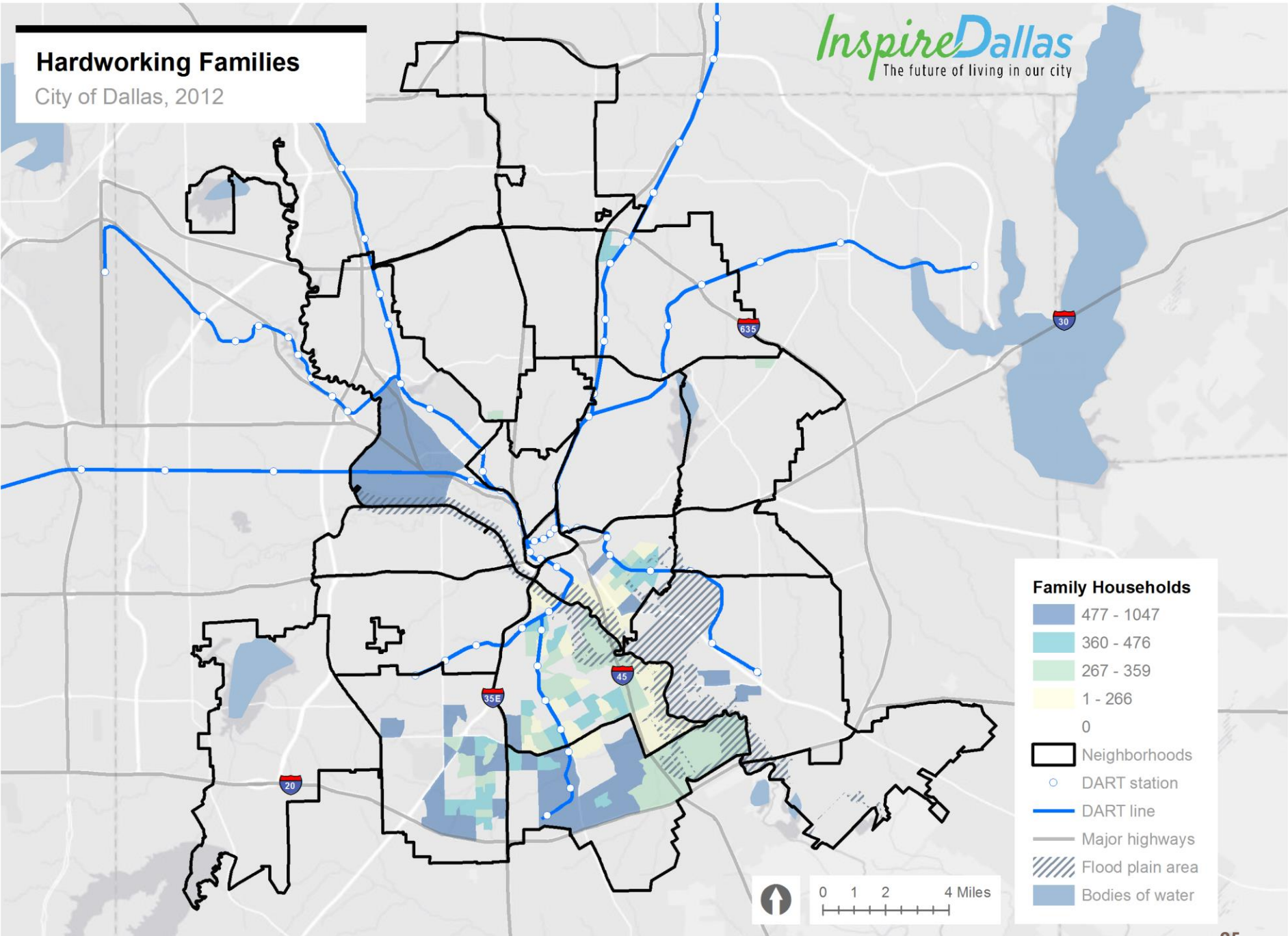
Bodies of water

0 1 2 4 Miles

Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Hardworking Families

City of Dallas, 2012



Family Households

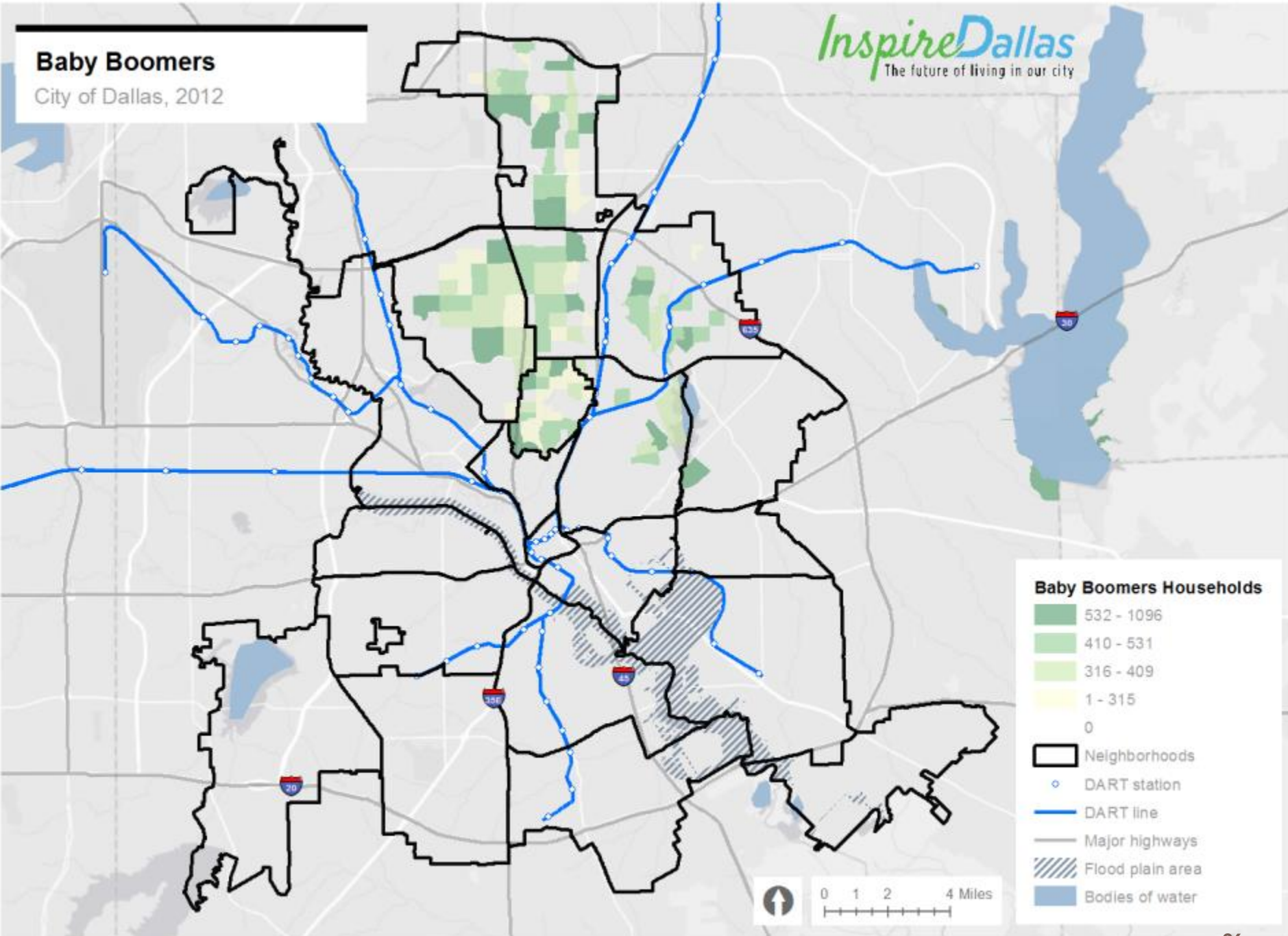
- 477 - 1047
- 360 - 476
- 267 - 359
- 1 - 266
- 0
- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water



Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Baby Boomers

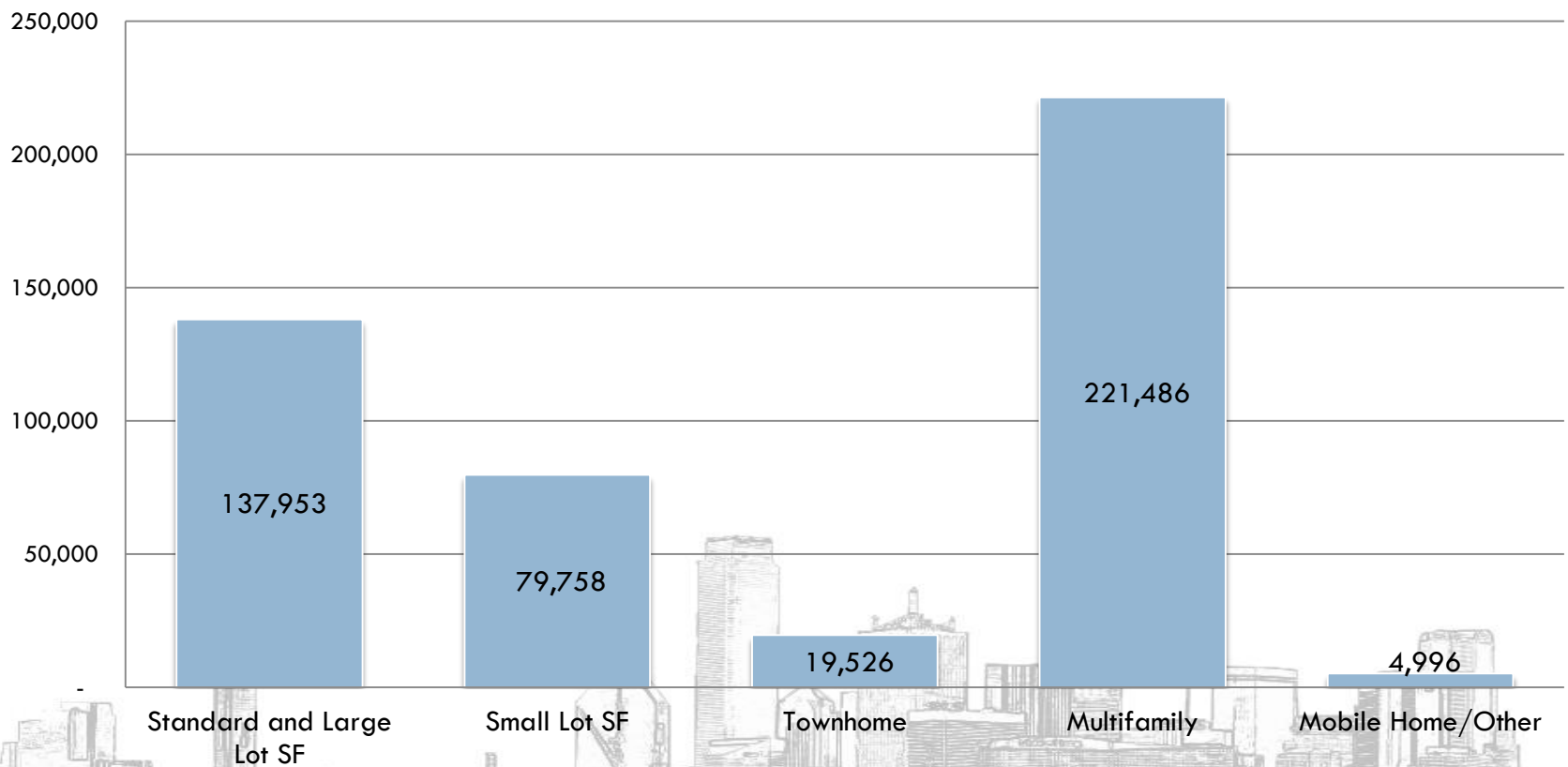
City of Dallas, 2012



Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

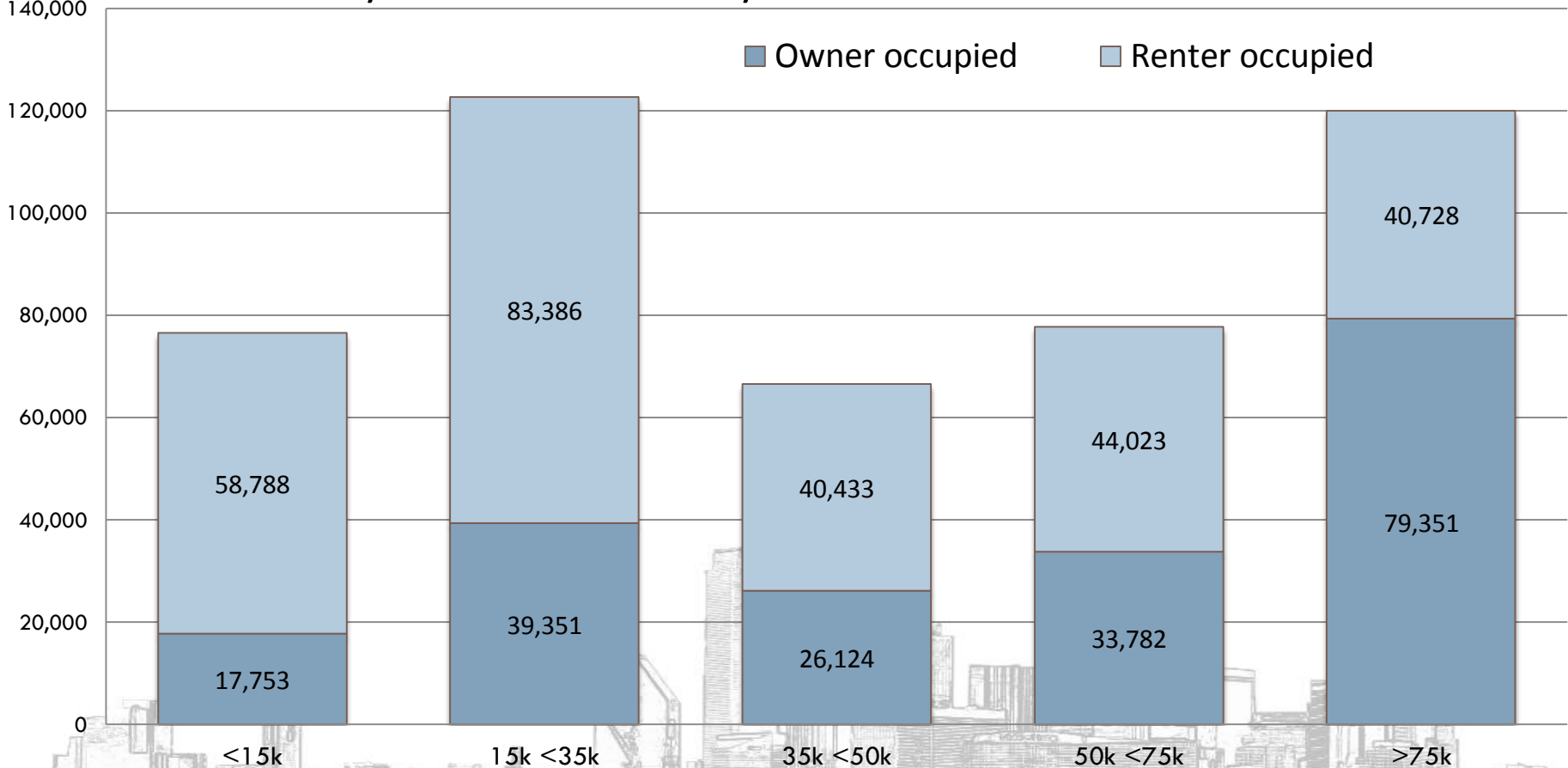
Existing Housing

■ Occupied Housing Supply City of Dallas (2012)



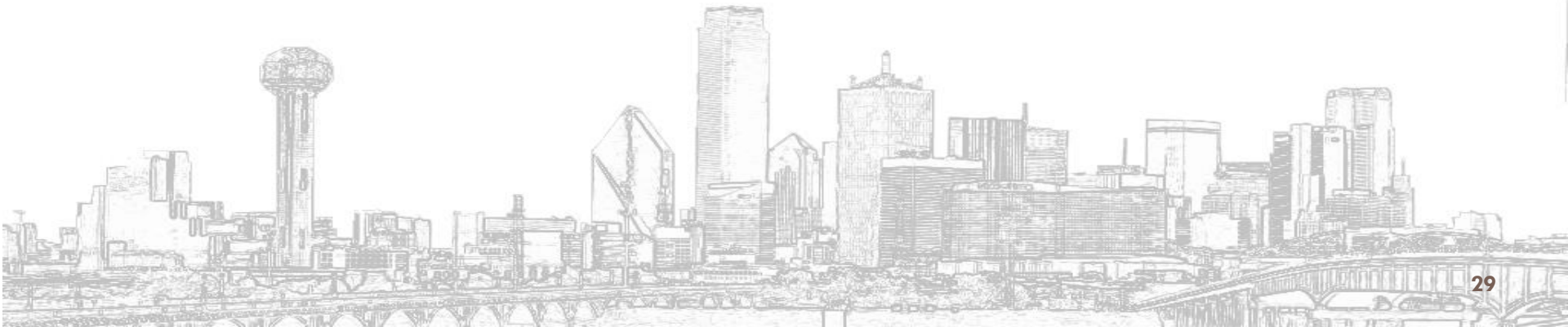
Existing Housing Tenure

City of Dallas: Tenure by Household Income 2012

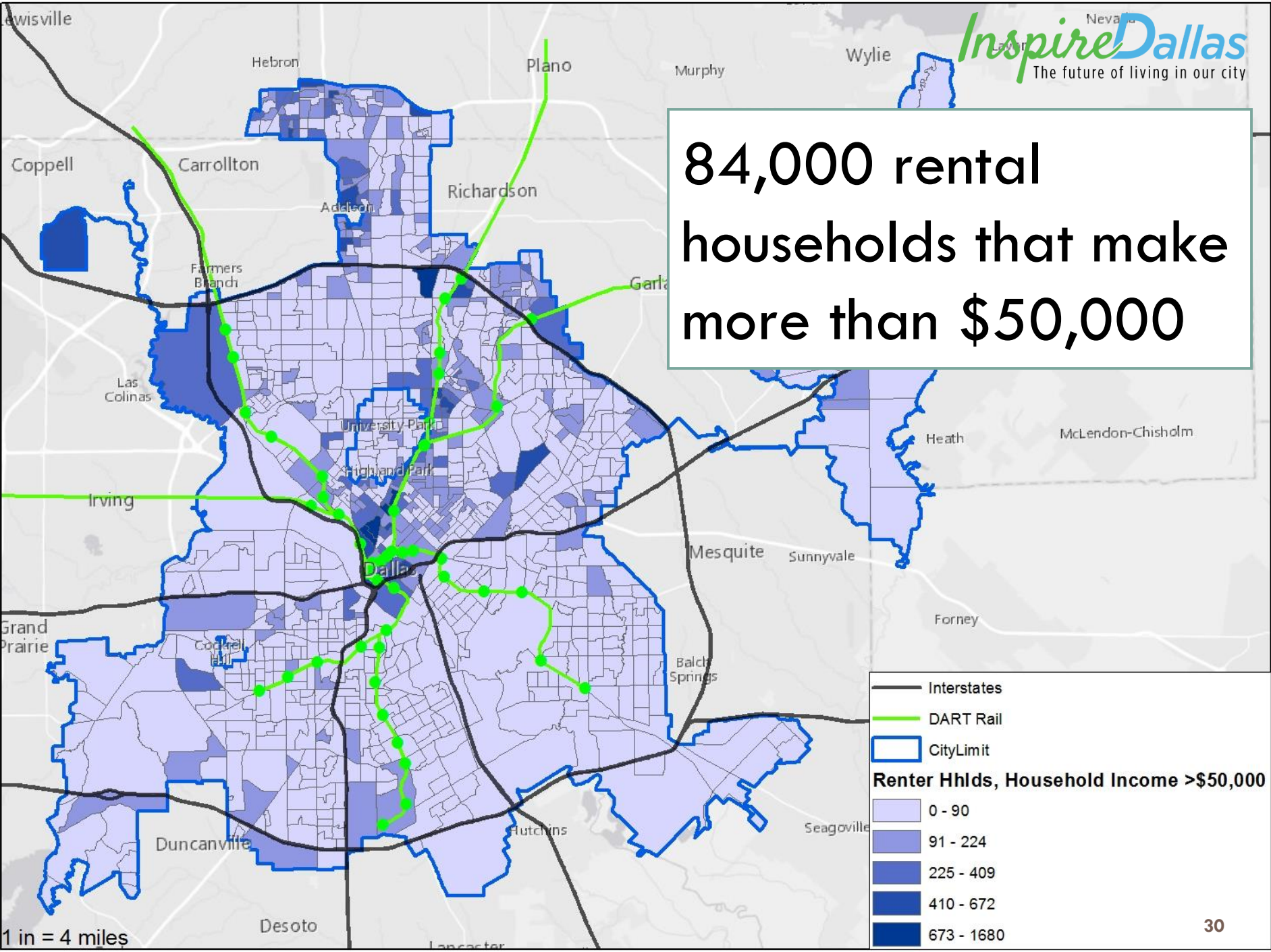


What's Unusual About Dallas

- Low income home owners (42,000)
- Median income and above renters (84,000)
- Single Family and Townhouse renters (60,000)

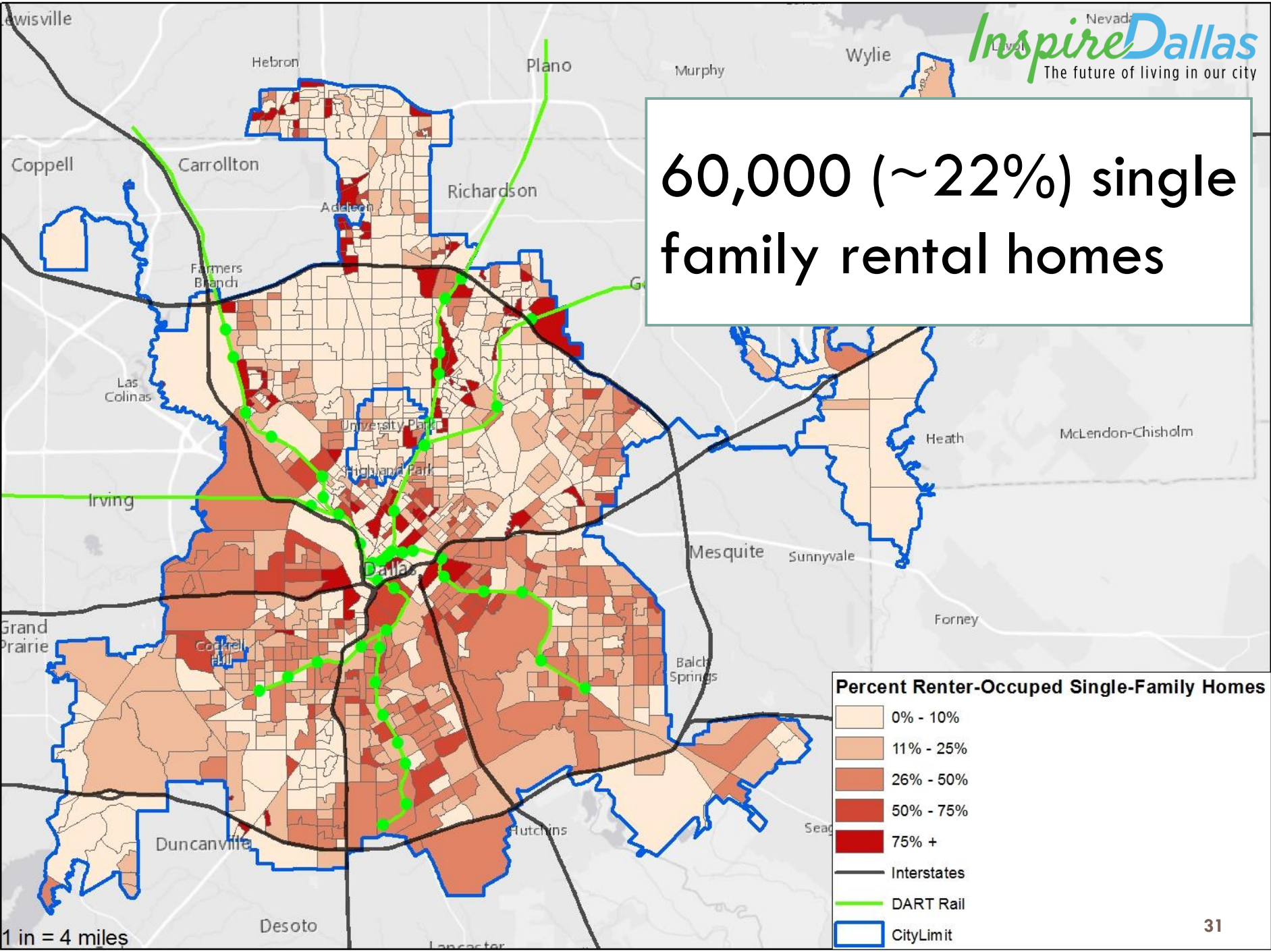


84,000 rental households that make more than \$50,000



1 in = 4 miles

60,000 (~22%) single family rental homes

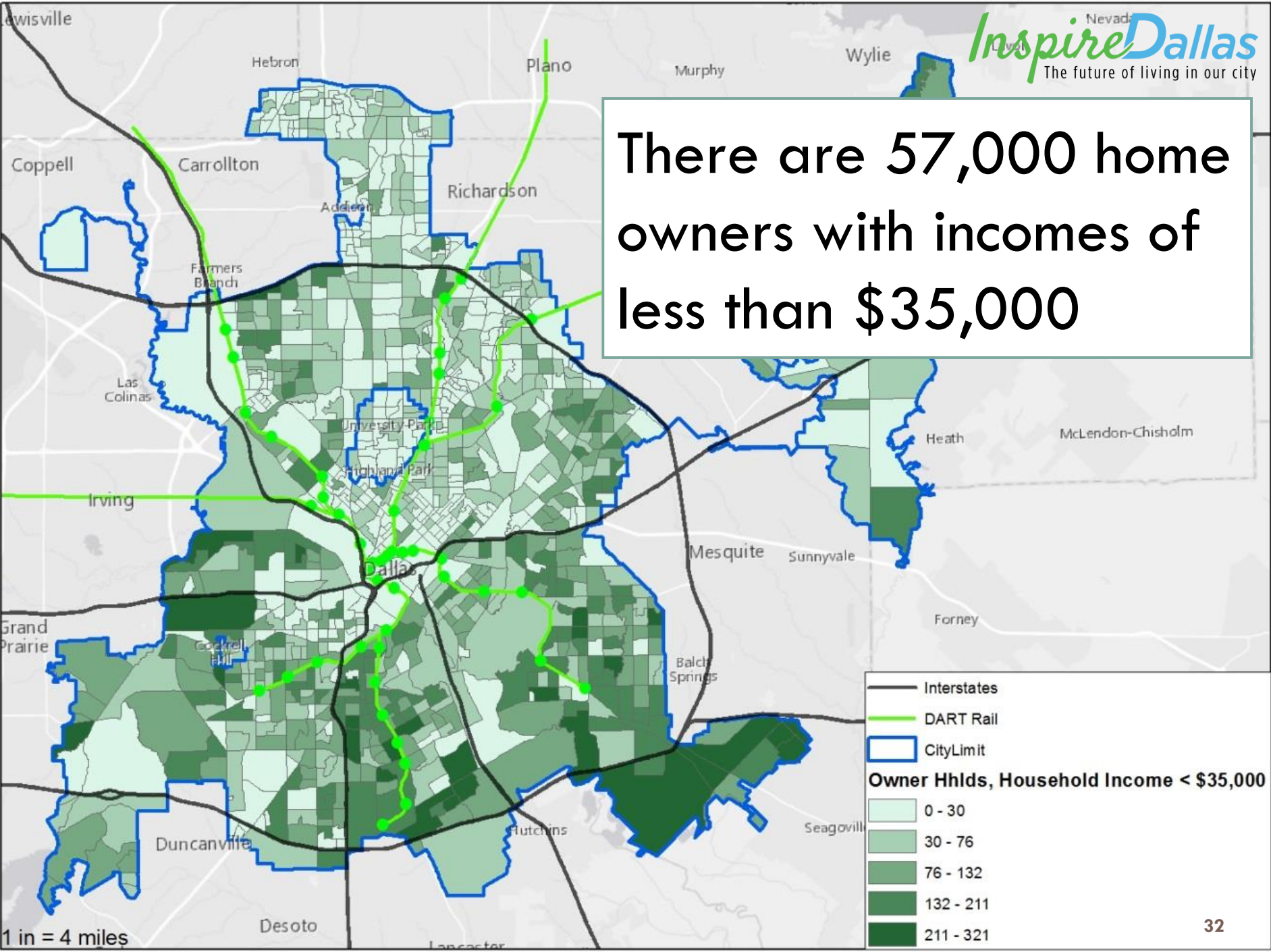


Percent Renter-Occupied Single-Family Homes

- 0% - 10%
- 11% - 25%
- 26% - 50%
- 50% - 75%
- 75% +
- Interstates
- DART Rail
- City Limit

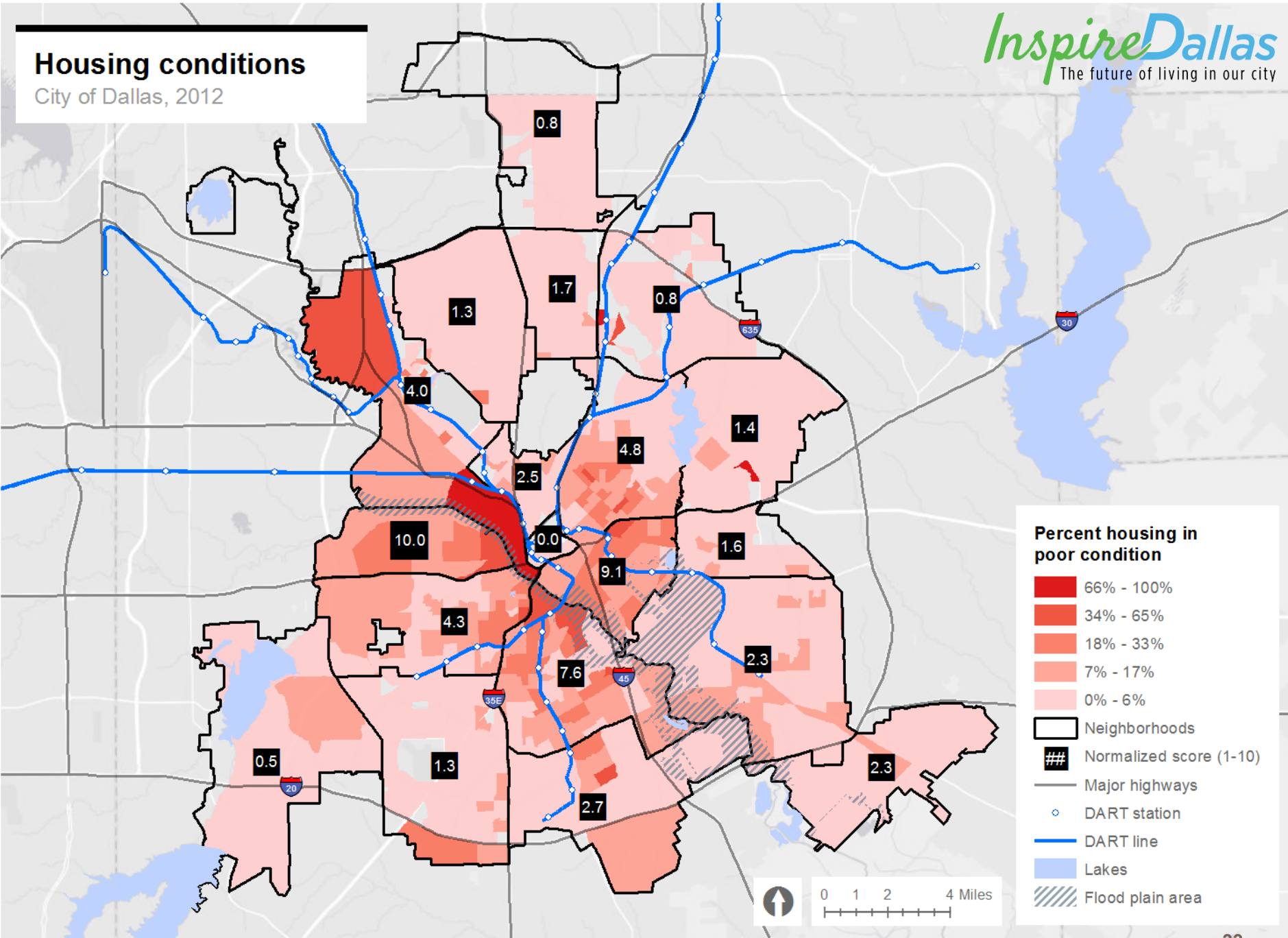
1 in = 4 miles

There are 57,000 home owners with incomes of less than \$35,000



Housing conditions

City of Dallas, 2012



Source: U.S. Census Bureau, American Community Survey 2008-2012 5-Year Estimates, retrieved via NHGIS.org

Vacancy rates

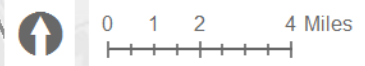
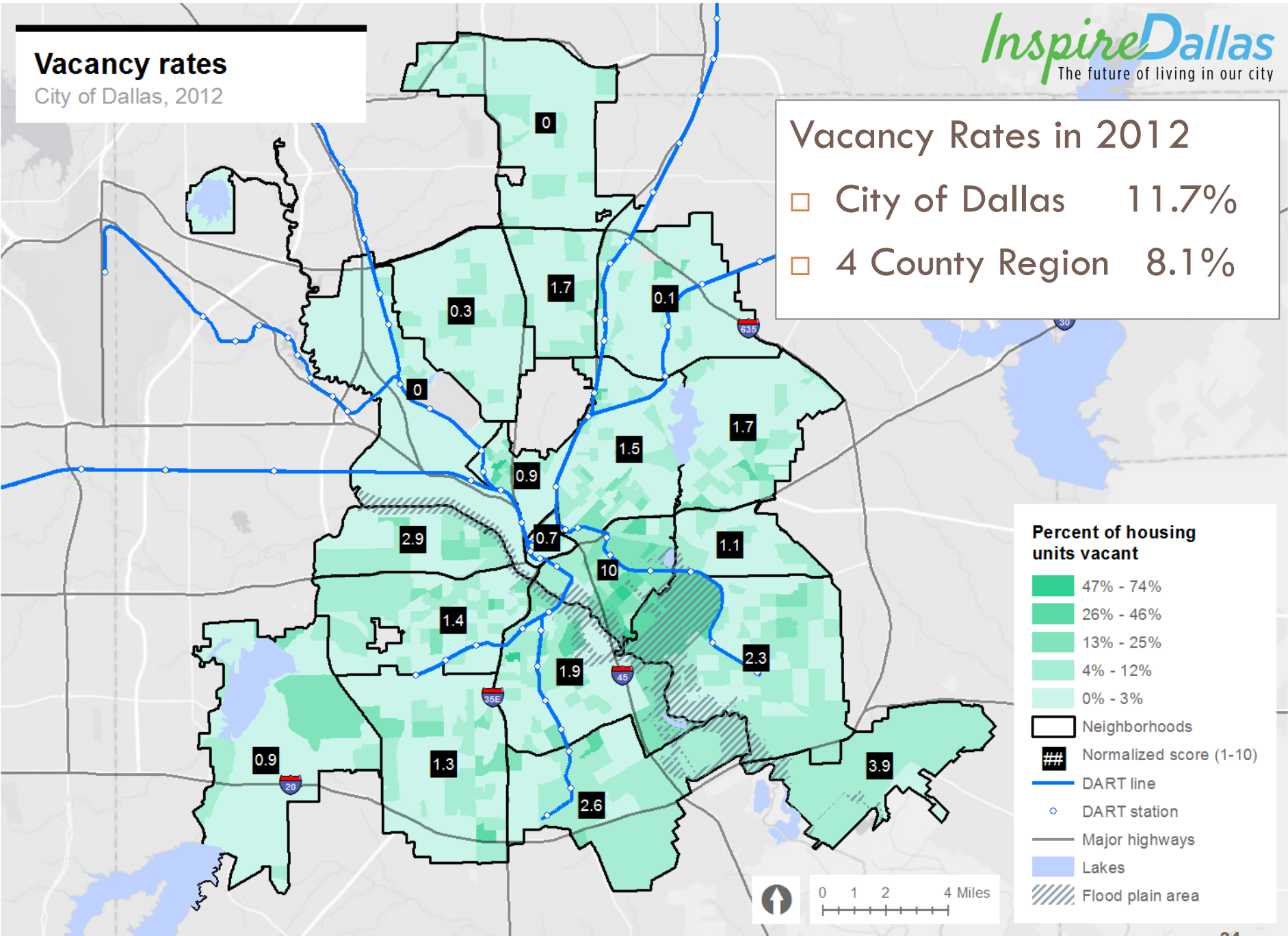
City of Dallas, 2012

Vacancy Rates in 2012

- City of Dallas 11.7%
- 4 County Region 8.1%

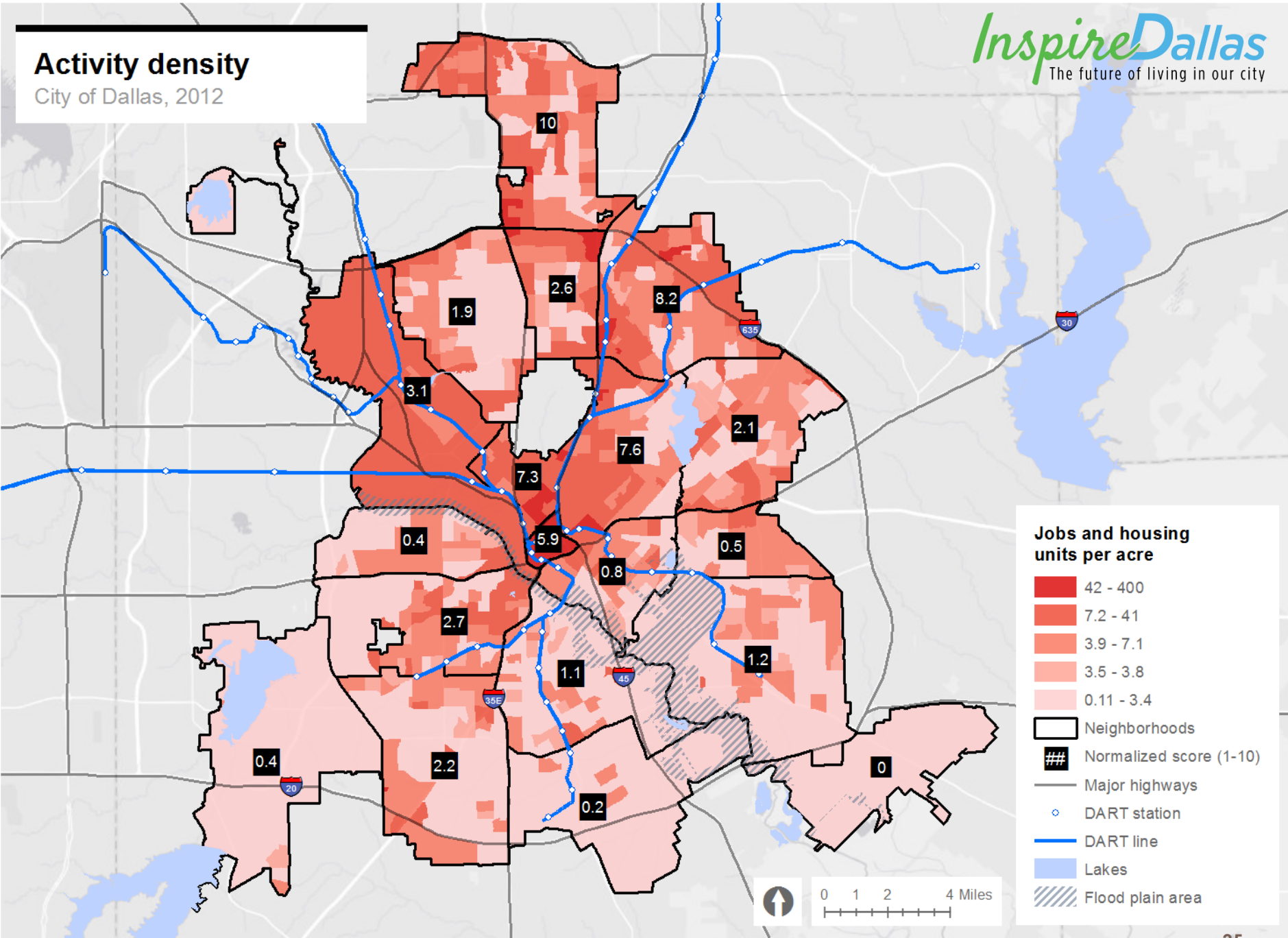
Percent of housing units vacant

- 47% - 74%
- 26% - 46%
- 13% - 25%
- 4% - 12%
- 0% - 3%
- Neighborhoods
- Normalized score (1-10)
- DART line
- DART station
- Major highways
- Lakes
- Flood plain area



Activity density

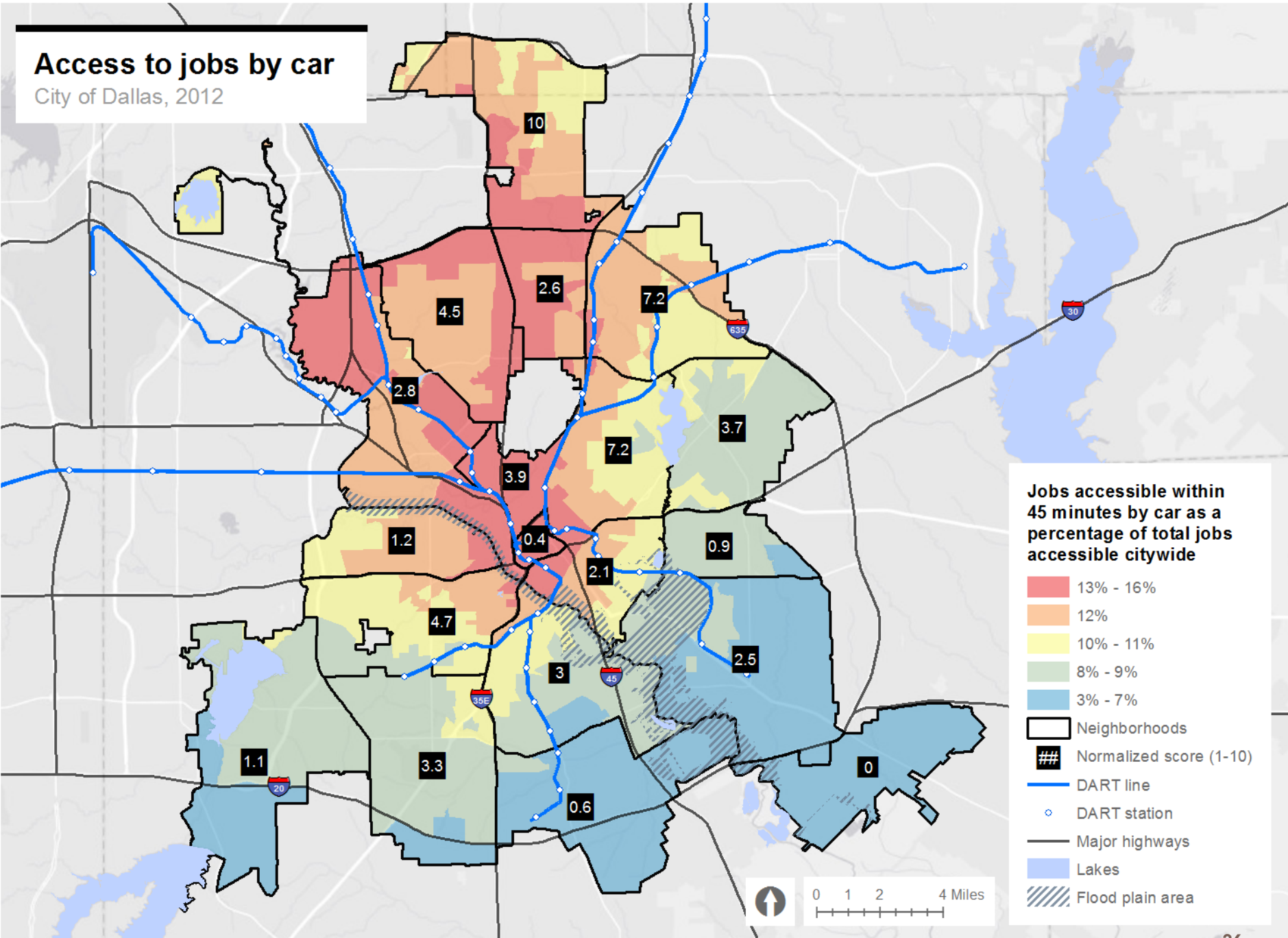
City of Dallas, 2012



Source: U.S. Environmental Protection Agency, Smart Growth Program, Smart Locations Database, uses U.S. Census Local Employment and Household Dynamics data.

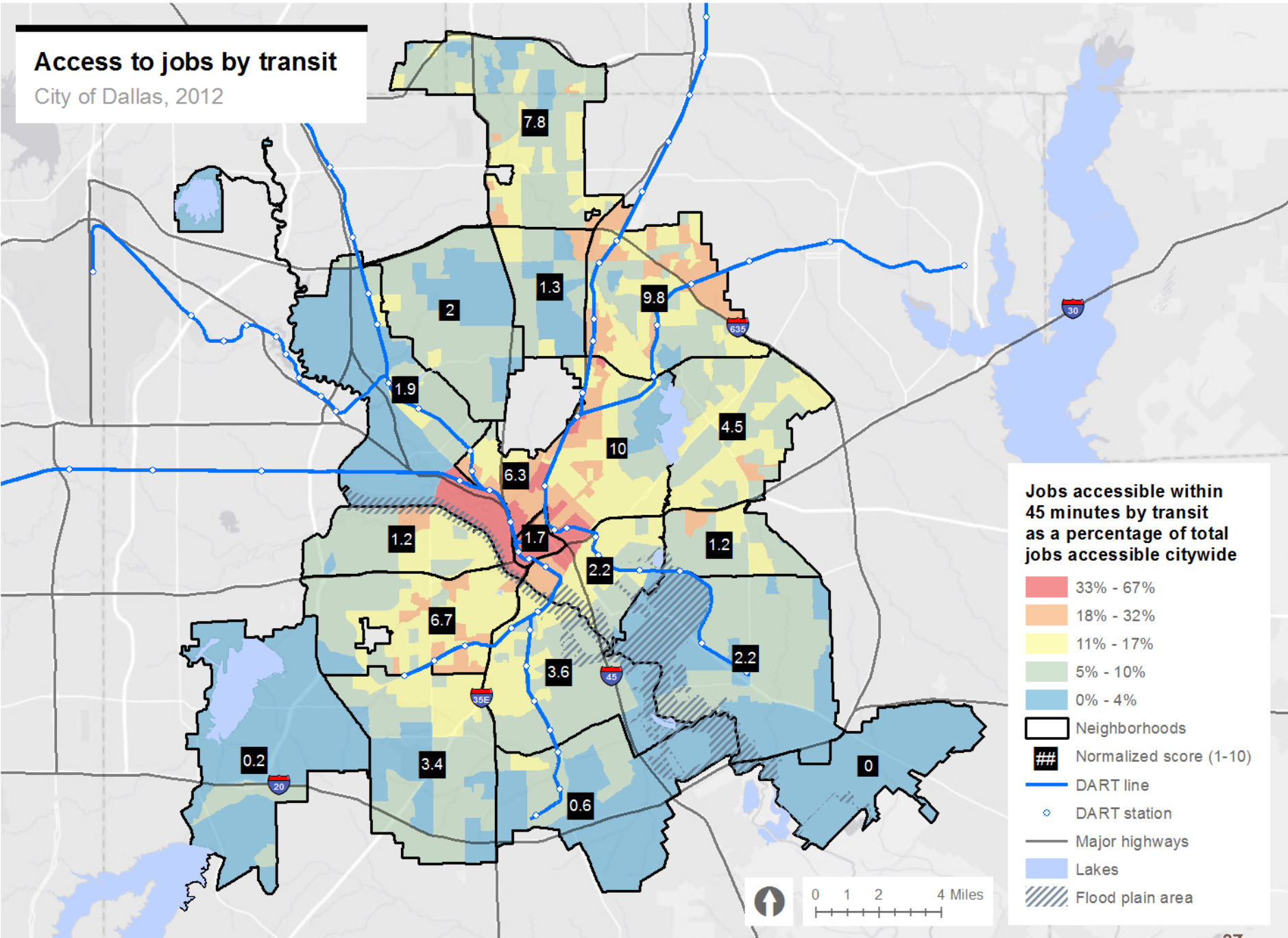
Access to jobs by car

City of Dallas, 2012



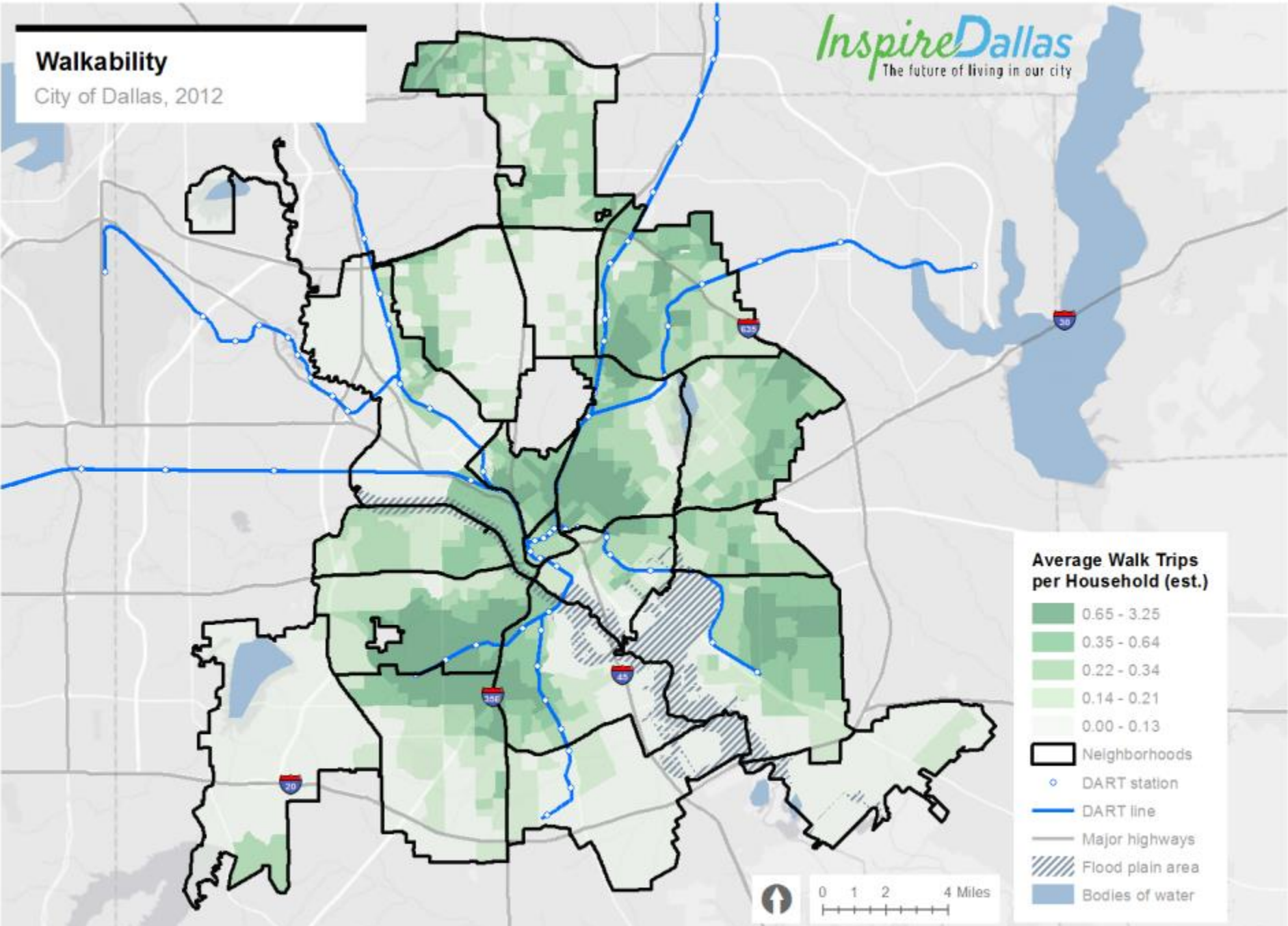
Access to jobs by transit

City of Dallas, 2012



Walkability

City of Dallas, 2012



Average Walk Trips per Household (est.)

- 0.65 - 3.25
- 0.35 - 0.64
- 0.22 - 0.34
- 0.14 - 0.21
- 0.00 - 0.13

Neighborhoods

DART station

DART line

Major highways

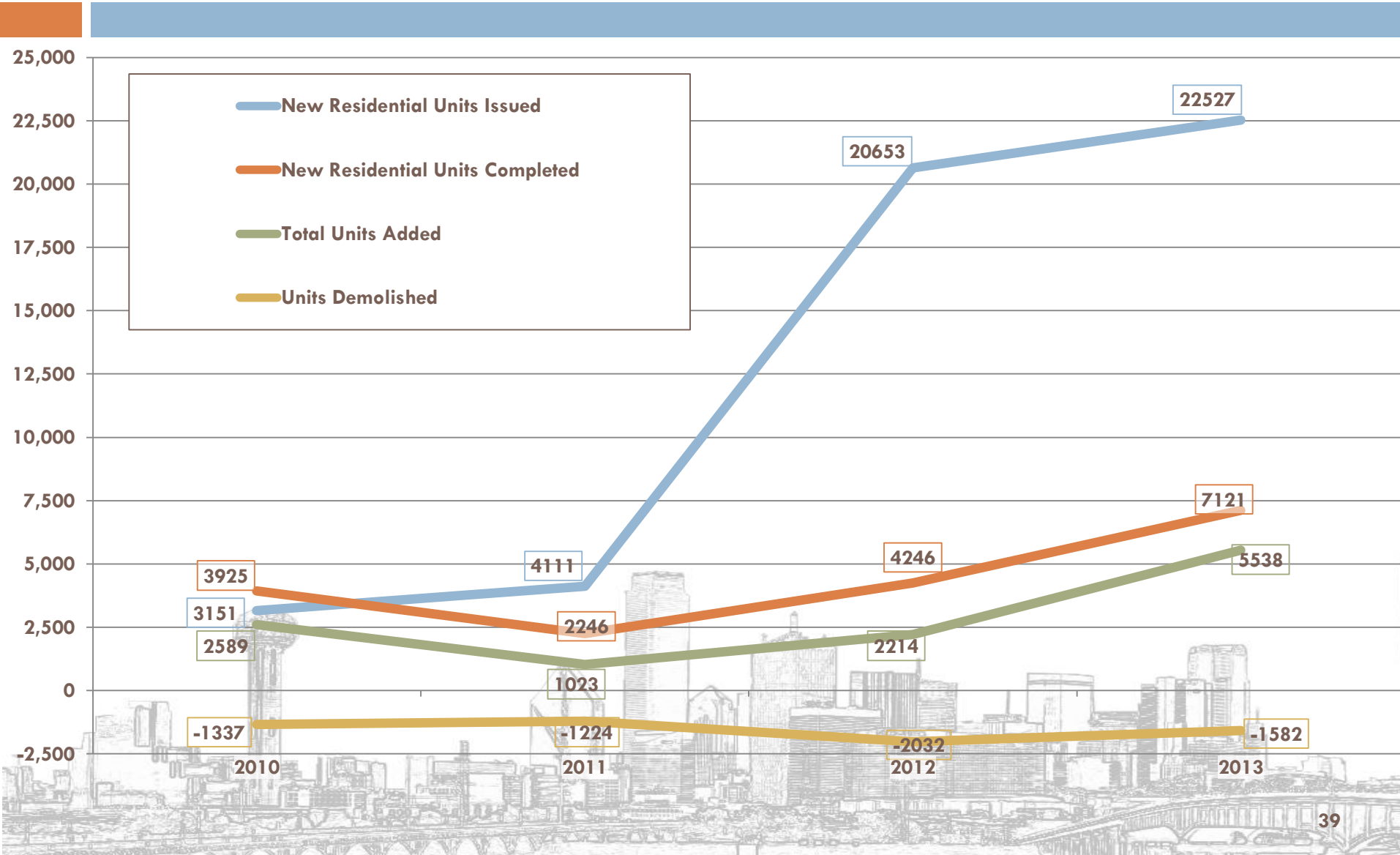
Flood plain area

Bodies of water



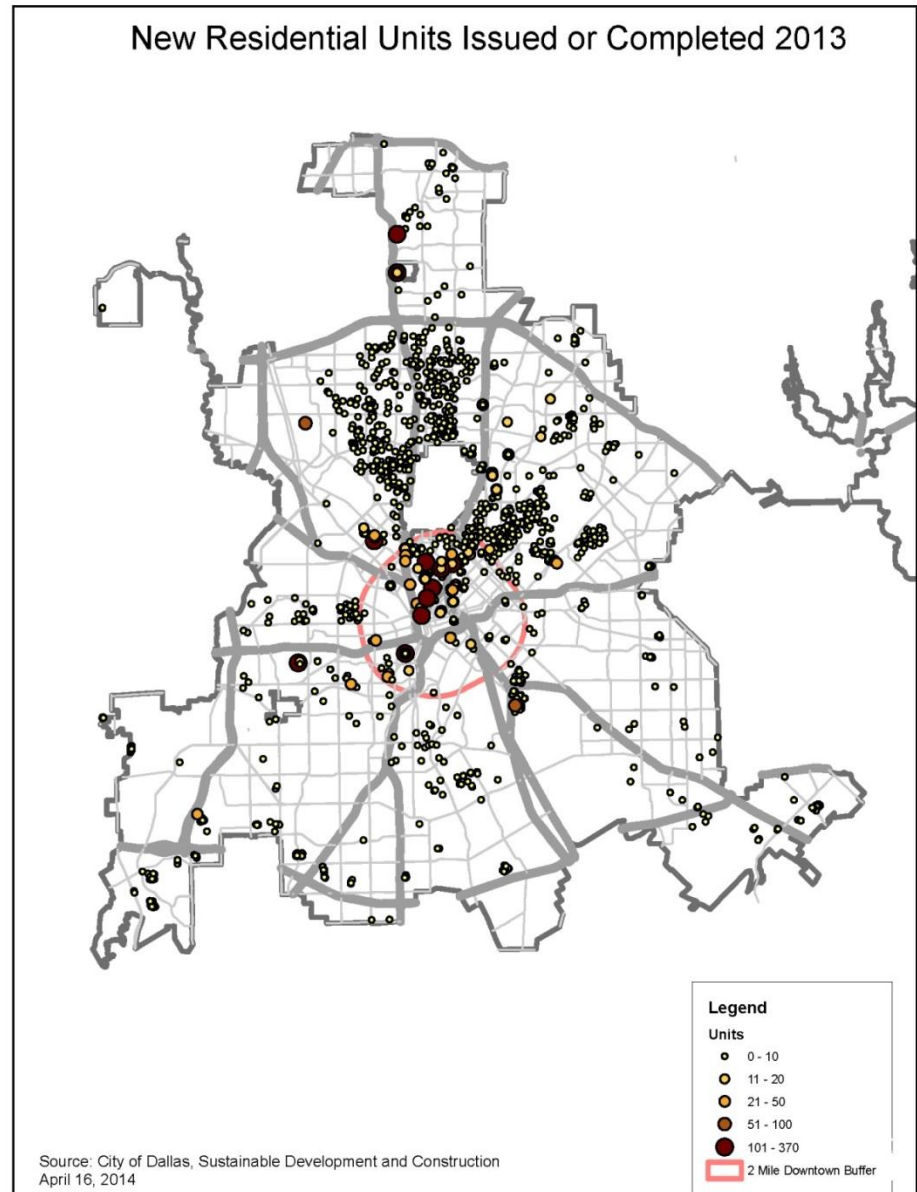
Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Recent Development Trends

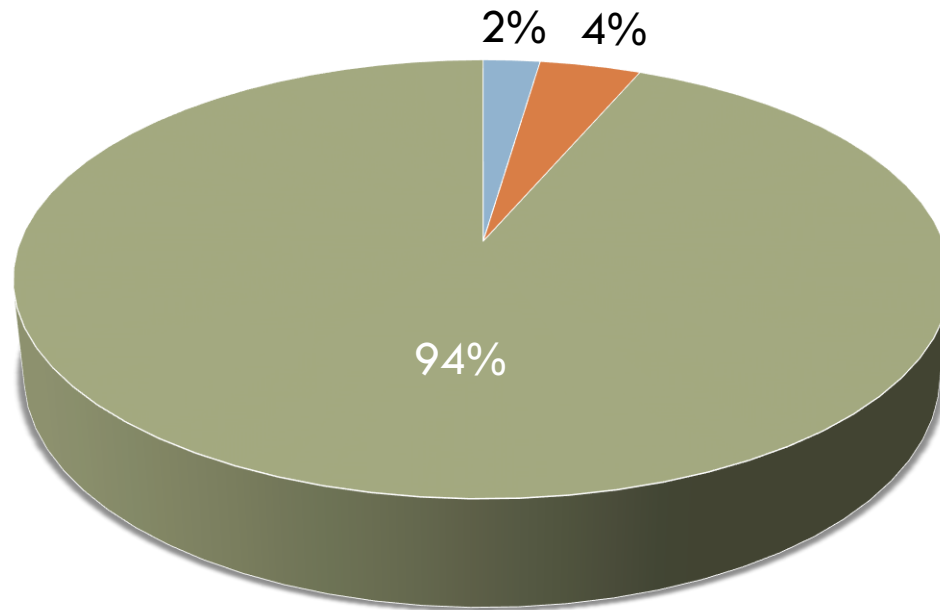


Recent Development Trends

- Resurgence of residential development in the central part of Dallas

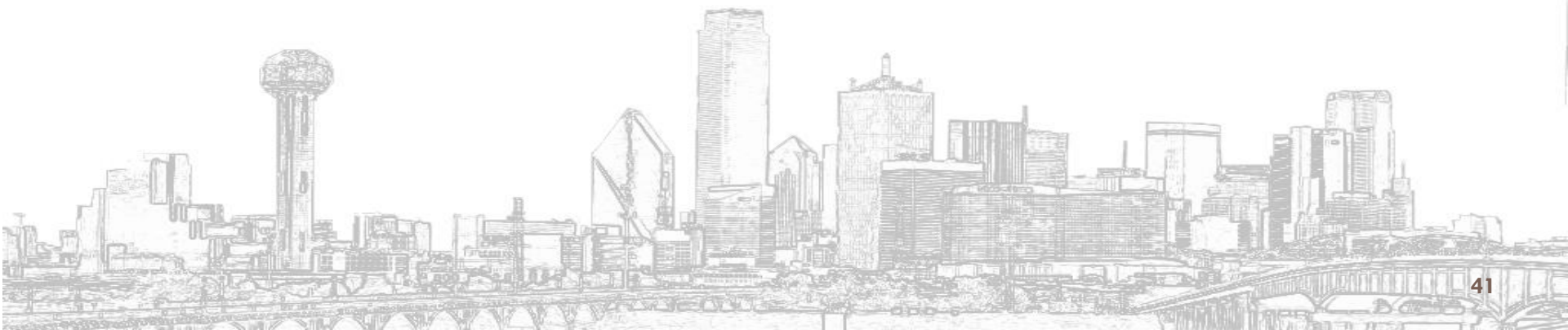


Limited Role of Publicly Supported Housing



- City Supported Units
- Other Publicly Supported Units
- Market Rate Units

*Note - This does not include housing units with rental subsidies from tenant-based voucher programs.



Anticipated Outcome

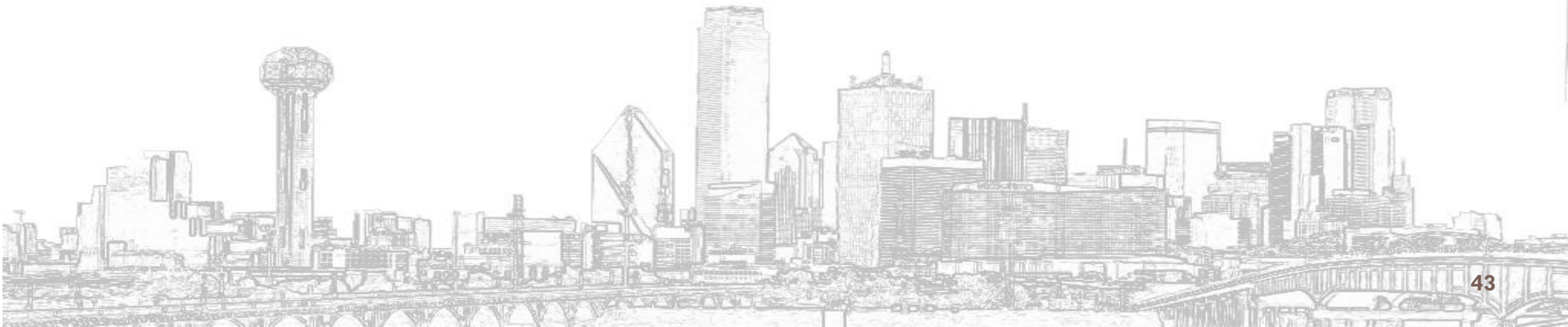
A Citywide Strategic Plan

- Targeted policies and strategies to redefine the City's role in housing and neighborhood development
- Tool box of effective programs based on local successes and national best practices
- Social compact among partner organizations to leverage resources and achieve collective impact
- Pilot projects or programs to harness existing momentum, test new ideas, and achieve some early results



Next Steps

- Community Workshops
- Draft Plan
- Symposia



Inspire Dallas

The future of living in our city

www.inspire-dallas.org



October 20, 2014

Council Housing Committee

