

# Memorandum



CITY OF DALLAS

DATE July 31, 2015

TO Housing Committee Members: Scott Griggs, Chair, Carolyn King Arnold, Vice-Chair, Monica R. Alonzo, Tiffinni A. Young, Mark Clayton, and Casey Thomas, II

SUBJECT Neighborhood Plus – The future of living in our city

On Monday, August 3, 2015, you will be briefed on the Neighborhood Plus – The future of living in our city. A copy of the briefing is attached.

Please let me know if you have any questions.

A handwritten signature in black ink, appearing to read 'Theresa O'Donnell'.

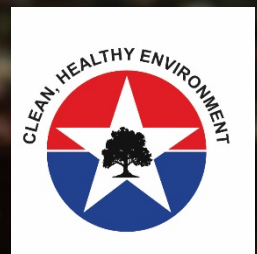
Theresa O'Donnell  
Chief Planning Officer

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

# *Neighborhood Plus*

The future of living in our city

Housing Committee Briefing  
August 3, 2015



# Purpose of the Plan

- Shape Housing Policy and set a new direction for housing development in Dallas.
- Strengthen Neighborhood Revitalization policy and develop a framework to guide community investment decisions.
- Acknowledge the inter-dependence of local government with other public and private agencies, non-profits and philanthropic institutions.
- Establish a collaborative relationship that leverages planning and investment to strengthen Dallas' regional leadership.

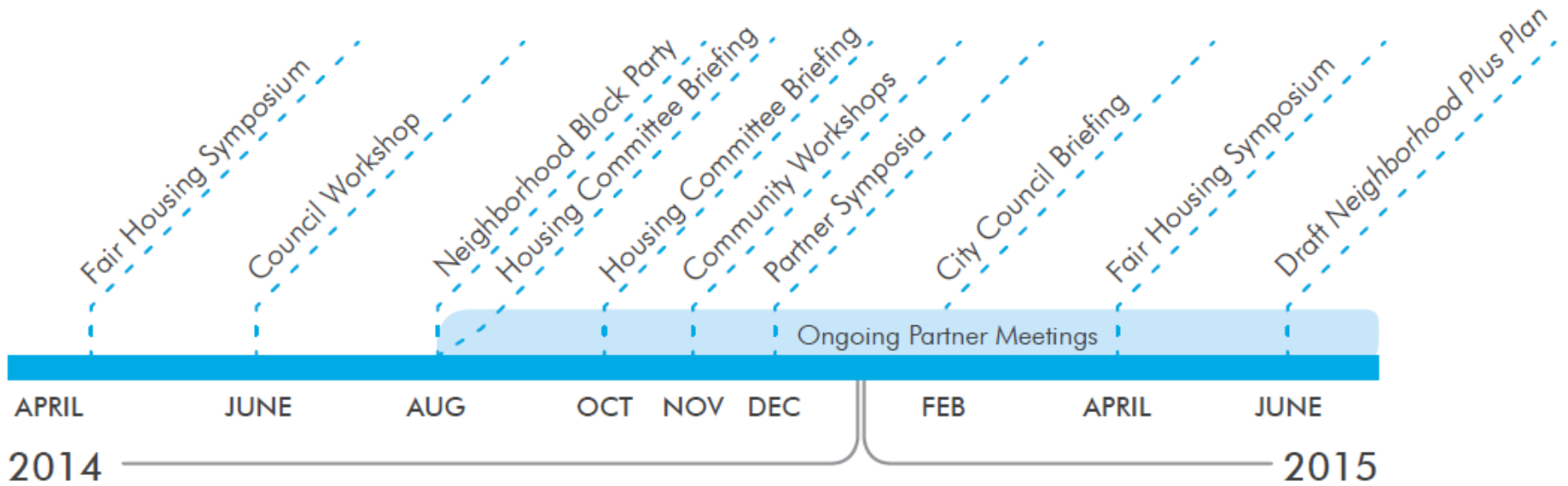


# Power in Partnerships

- The City cannot do this alone!
- We appreciate the participation and support that has been demonstrated by our partners through this process.

*“If you want to go fast, go alone. If you want to go far, go together.” – African proverb*

# Process Thus Far



# July Core Partners Workshop

- Hosted a final core partners workshop on July 1st at the Dallas Central Library
- Approximately 25 people in attendance and 25 agencies represented
- Presentation focused on an overview of data, key strategies, policies and actions
- Polling exercise to assess priority of policies and actions and collect input and feedback

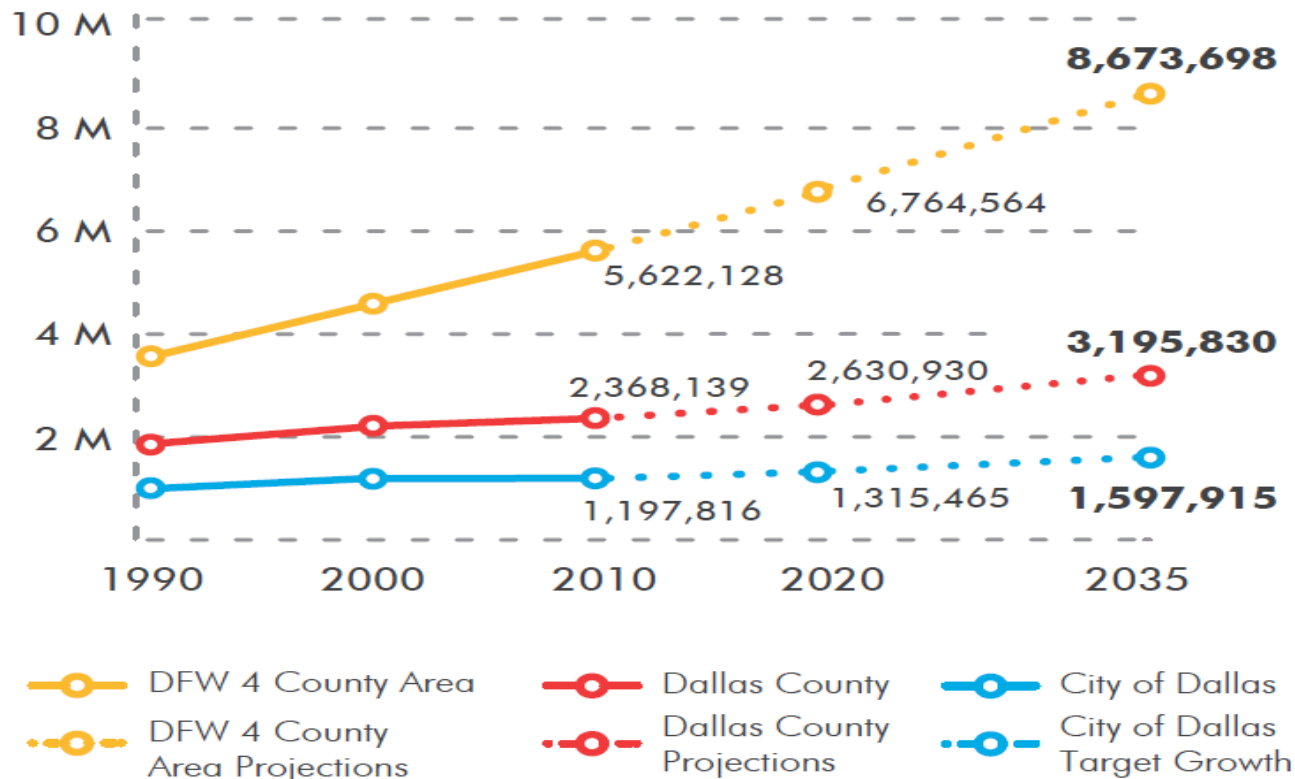
# Understanding Dallas in the Regional Context

- “If you don’t know where you’ve come from, you don’t know where you are going” – Maya Angelou

# What Portion of Growth Will Dallas Capture?

- By 2035, Dallas County is expected to grow by nearly 800,000 people.

Population Growth and Projections, 1990-2035

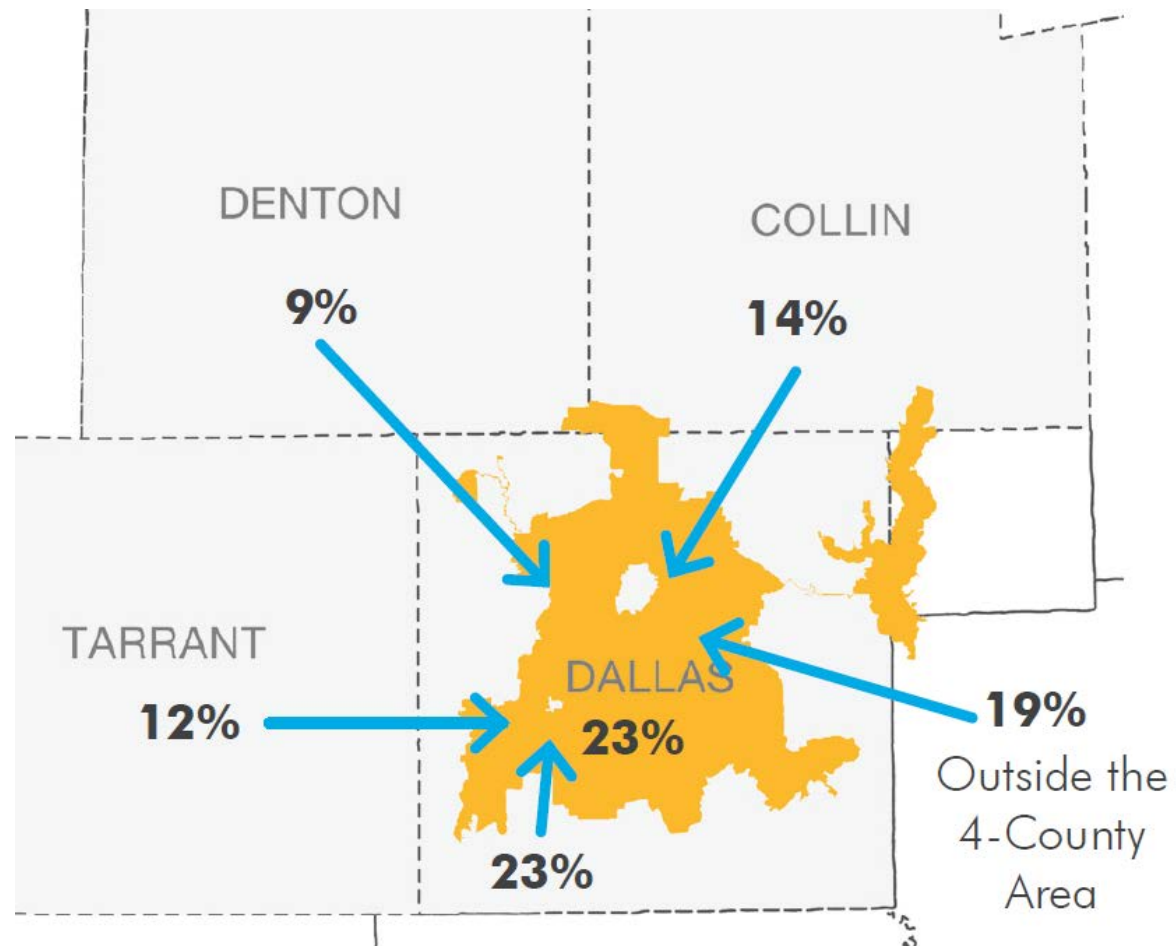




# Opportunity For Growth

- In-bound commuters make up the majority of the Dallas workforce and are more affluent than Dallas residents.

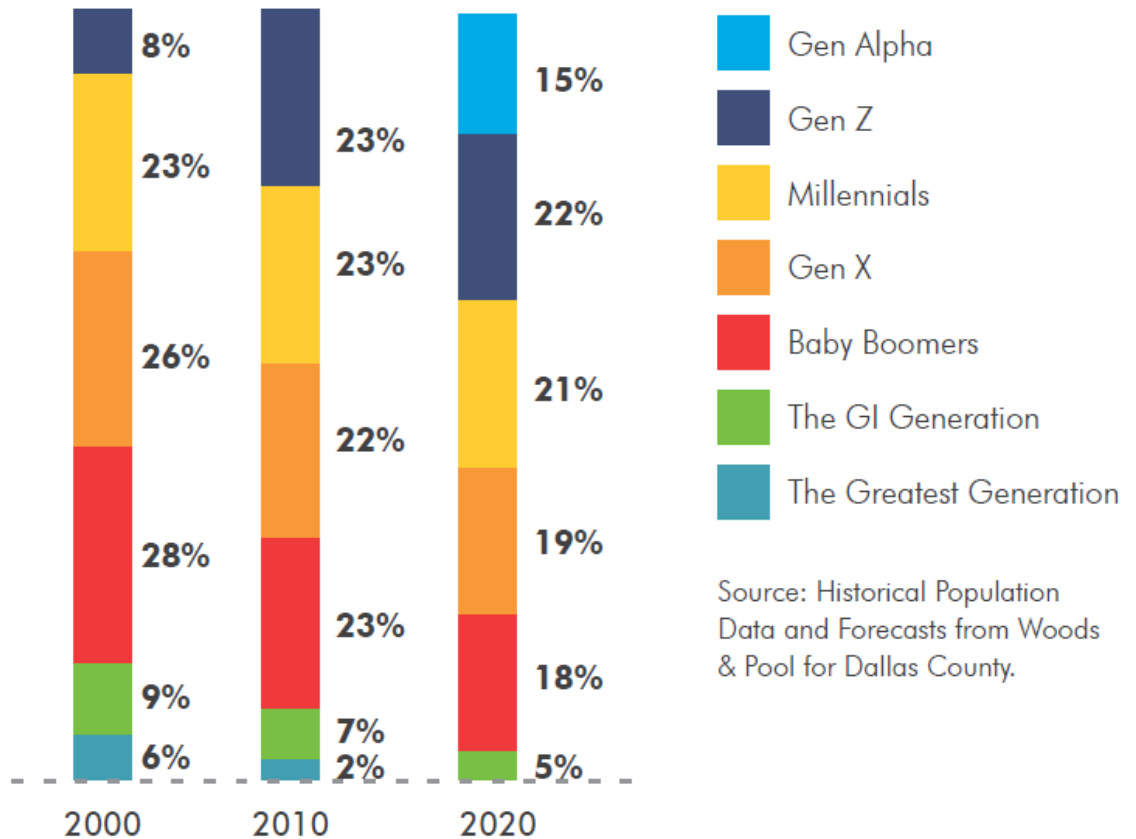
Share of Dallas' Workforce by Residence Earning \$40,000 or More Annually



# Dallas is Getting Younger

- By 2020, Almost 60% of Dallas is projected to be under the age of forty.

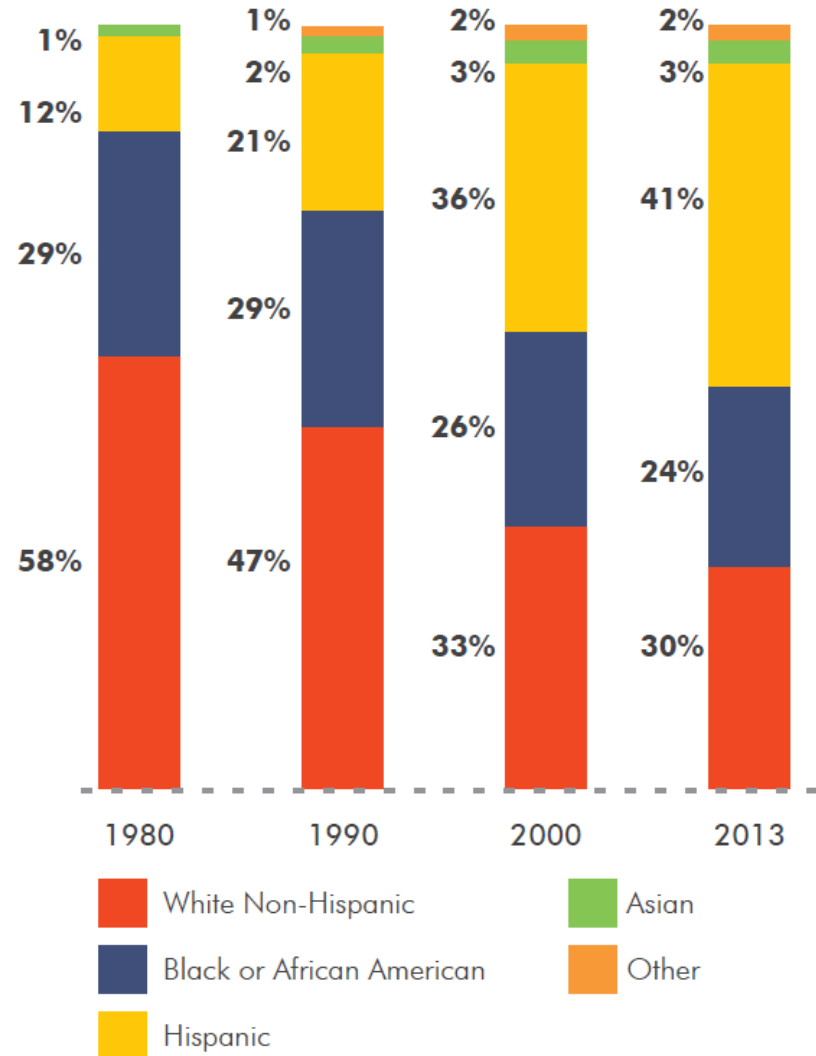
Change in Generations in Dallas County, 2000-2020



# Dallas is Getting More Diverse

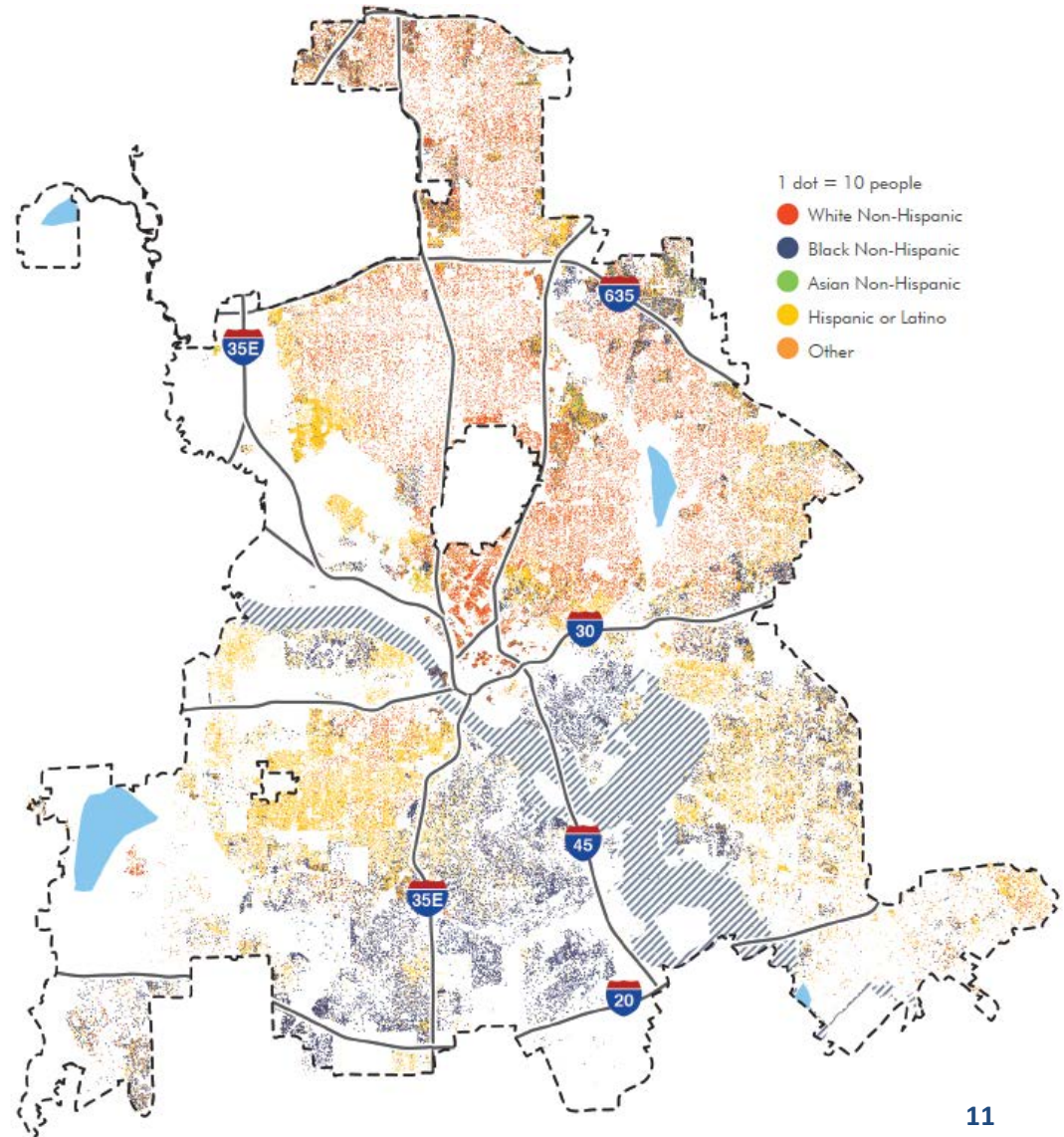
- Dallas will be reshaped and strengthened by its racial, ethnic, cultural and generational diversity.

Change in Diversity, 1980-2013



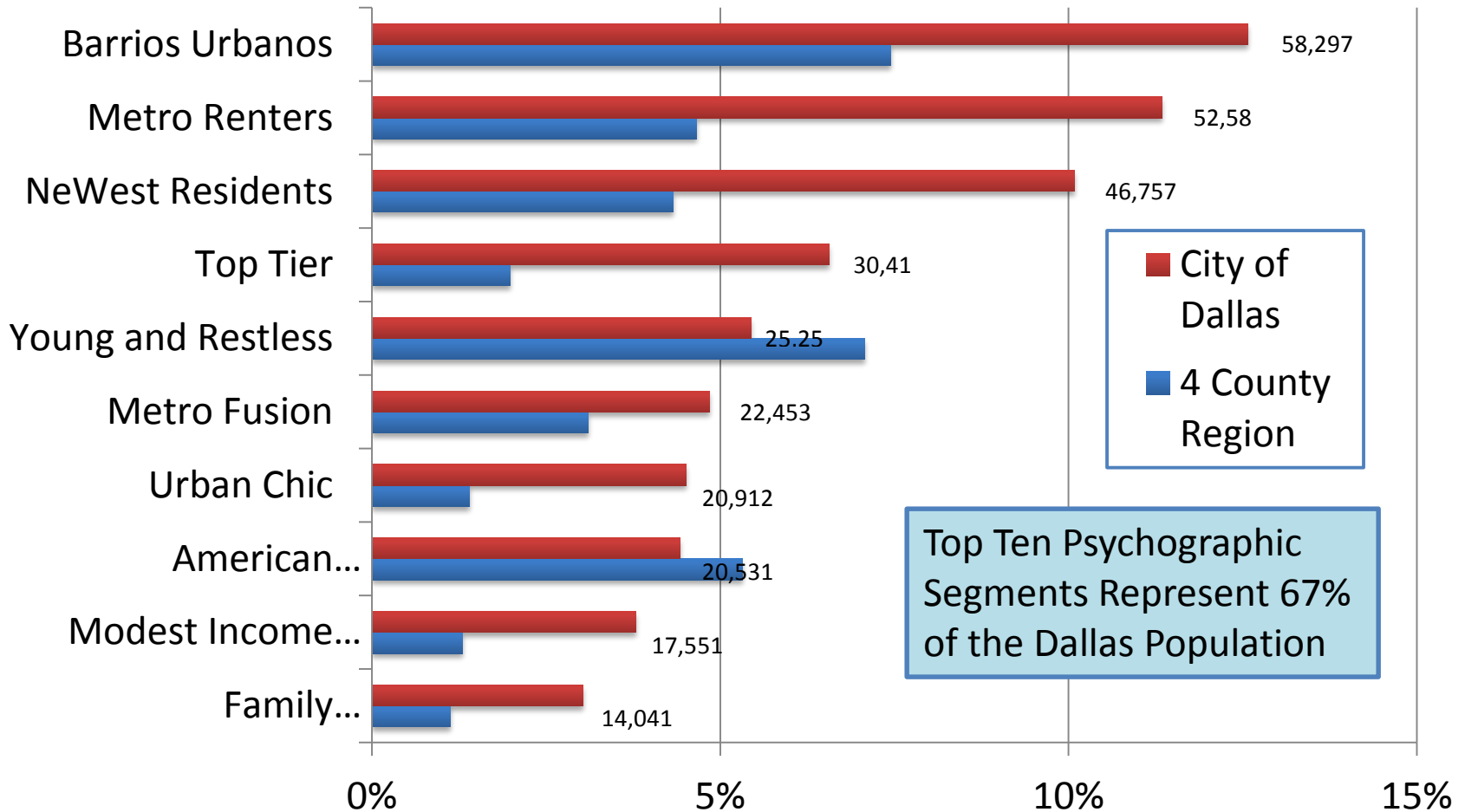
# Dallas is Getting More Diverse

- Dallas will be reshaped and strengthened by its racial, ethnic, cultural and generational diversity.



# Who Is Dallas Attracting?

## Psychographics: Top 10 Tapestry Segments

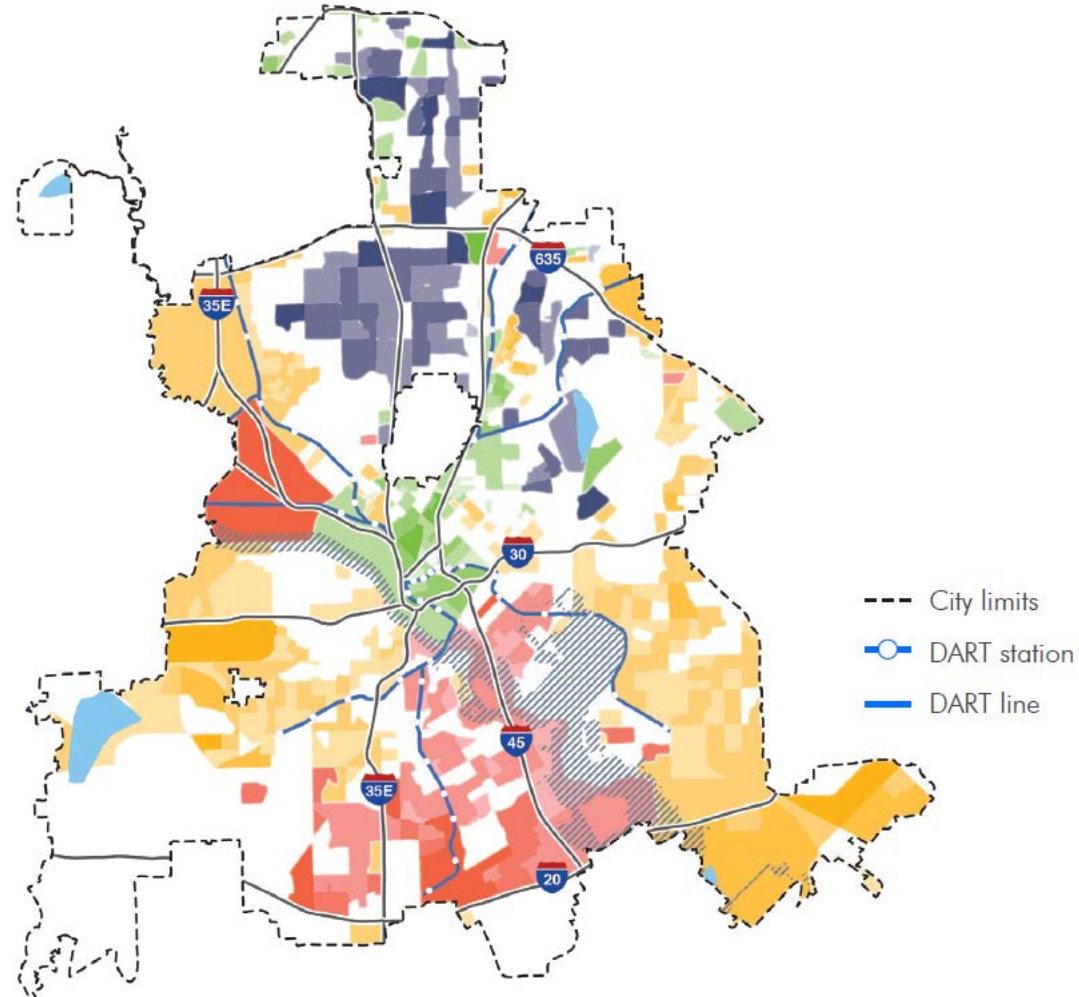


# Who is Dallas Attracting?

- Four Blended Tapestry Segments account for 52% of Dallas population.



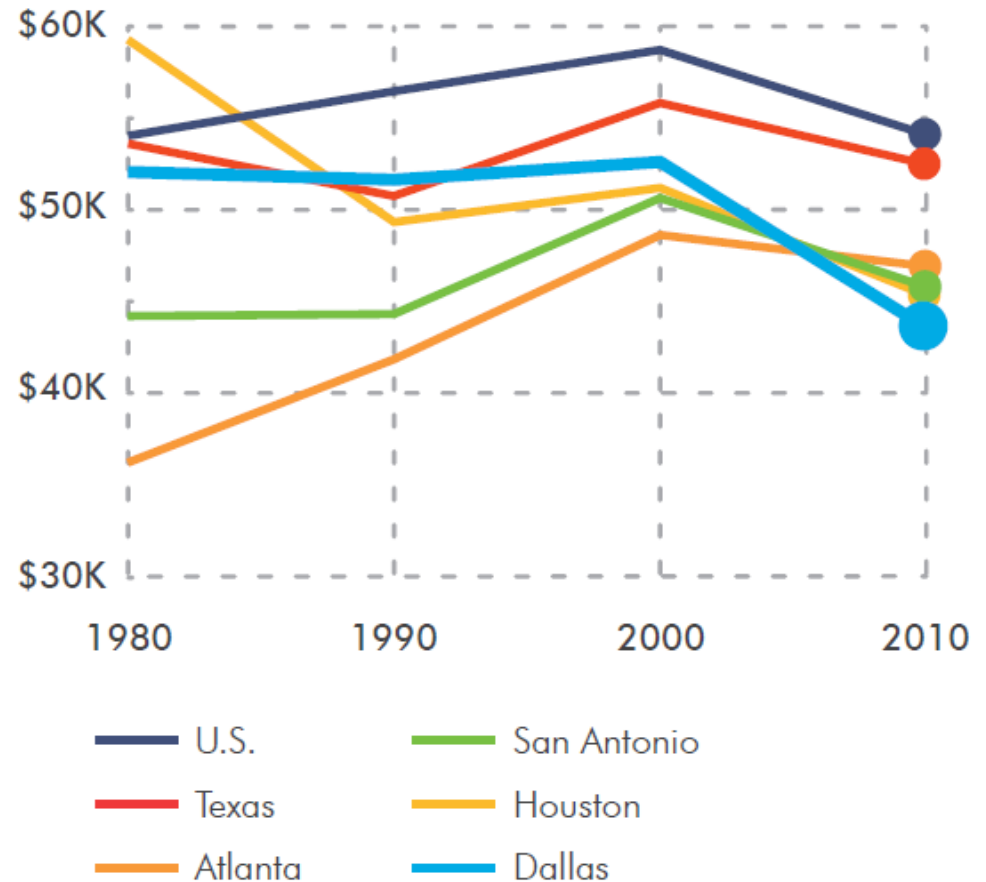
Dallas' Blended Tapestry Segments



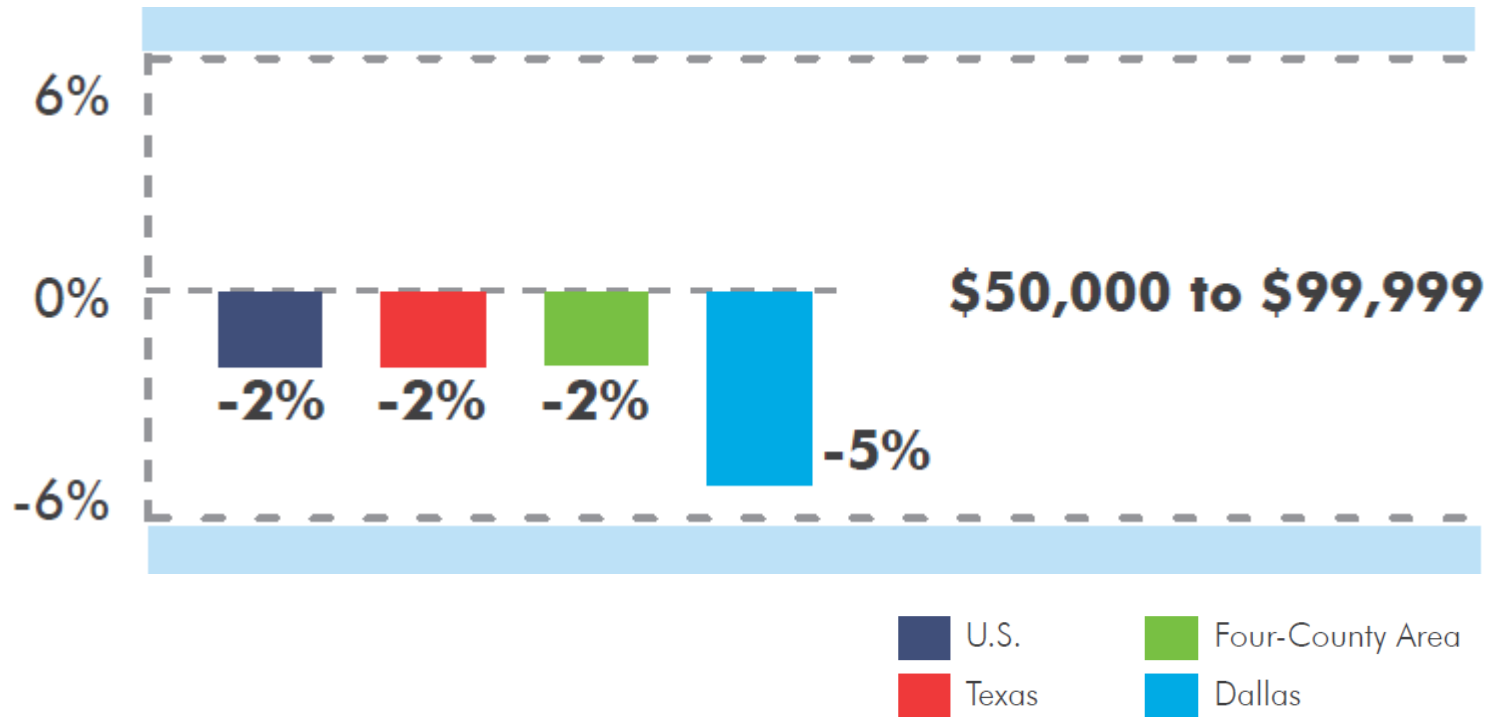
# Dallas' Median Income Has Declined Sharply

- Dallas' share of low income residents is increasing while its share of high income residents is declining.

Median Income Trends, 1980-2010



# Dallas Is Losing Share of Middle Income Households

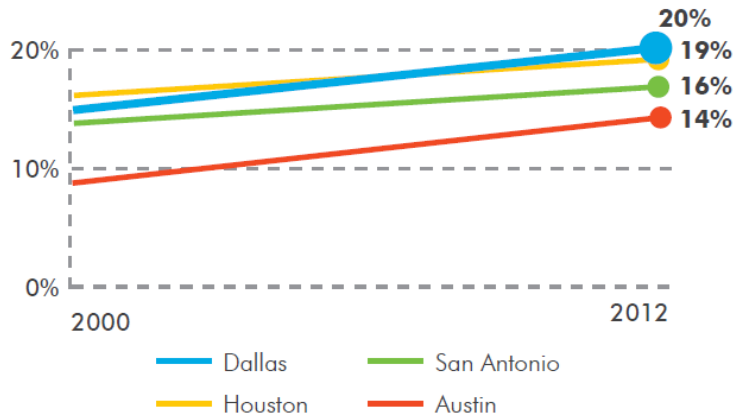




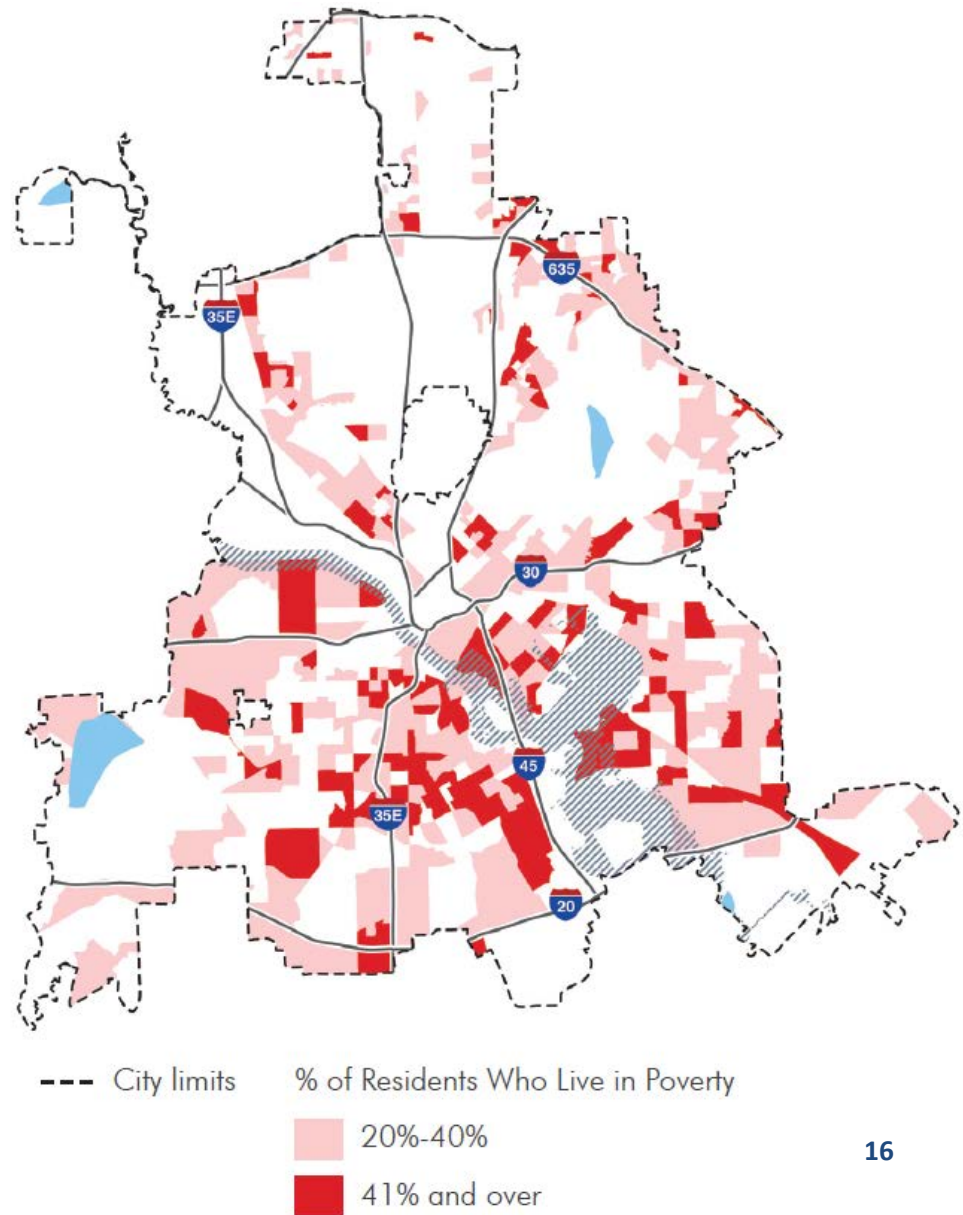
# Poverty Has Reached Crisis Proportions

- 20% Percent of Dallas families live in poverty, typically in areas of concentration.

Percent of Families below the Poverty Line, 2000-2012



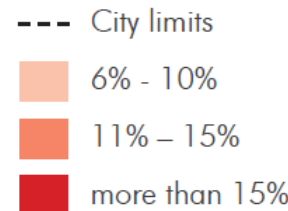
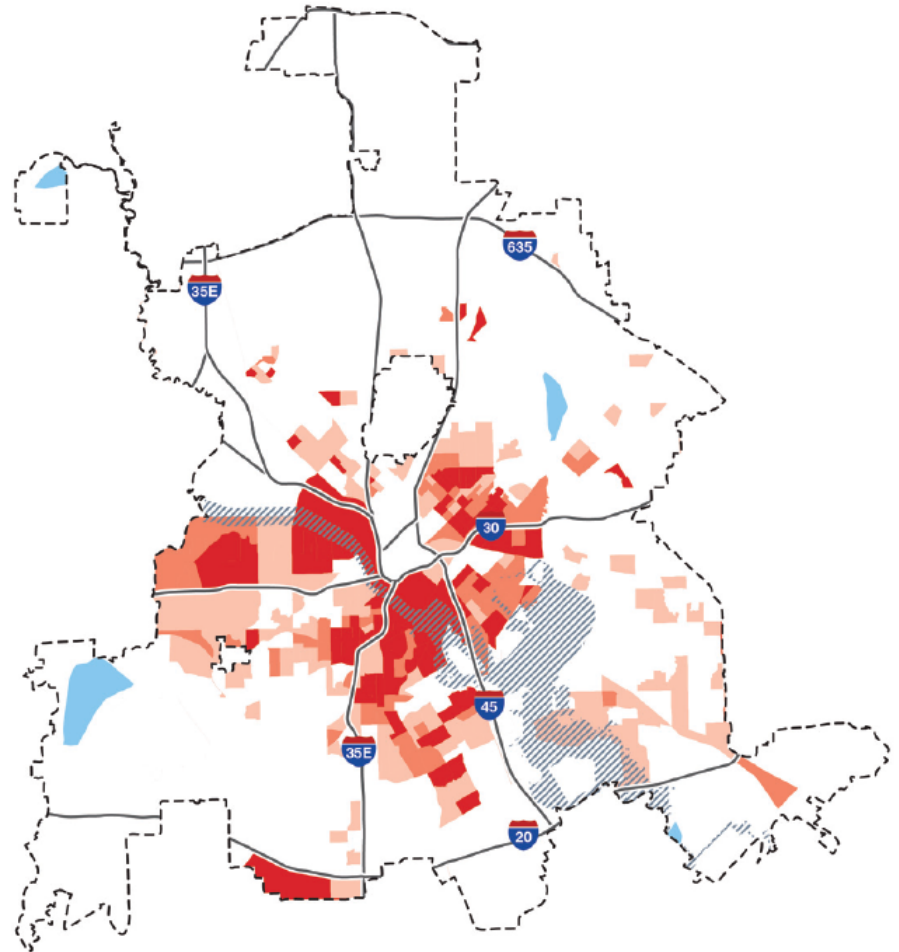
Source: U.S. Census Data (2000 Decennial Census and ACS 2008-2012 Five-Year estimates) via Social Explorer T98/T179.



# Concentrated Blight Is a Growing Concern

Percent of Housing in Poor Condition

- Parts of Dallas suffer from concentrated blight as evidenced by housing condition, vacancy and abandonment.



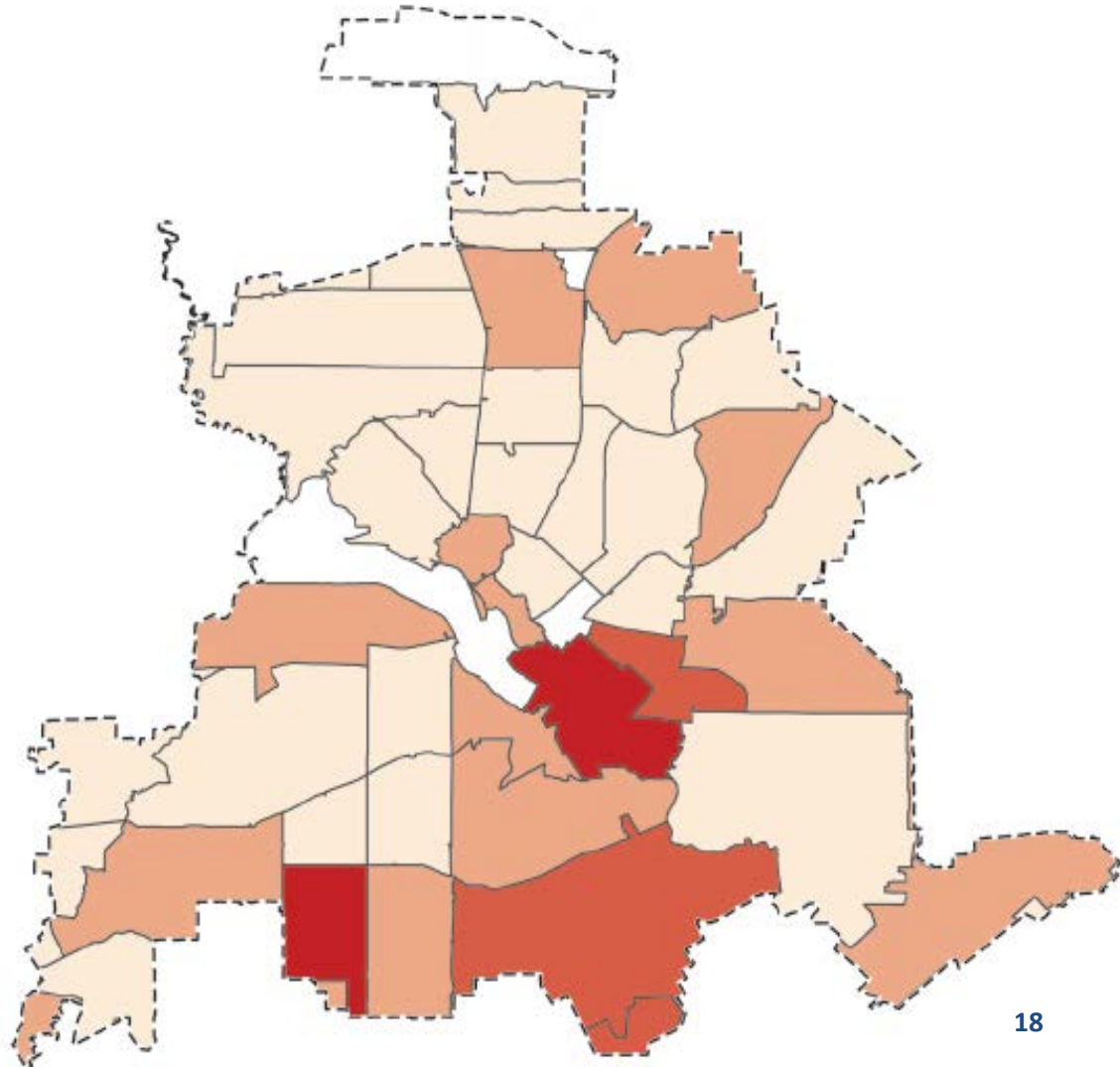
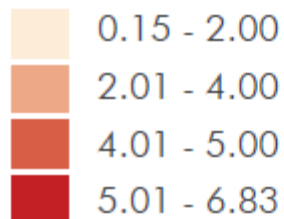
Source: Dallas Central Appraisal District.

# Health Outcomes Are Related to Poverty

- Poor housing conditions can be triggers for those with Asthma.

2012 Asthma Hospitalization Rate

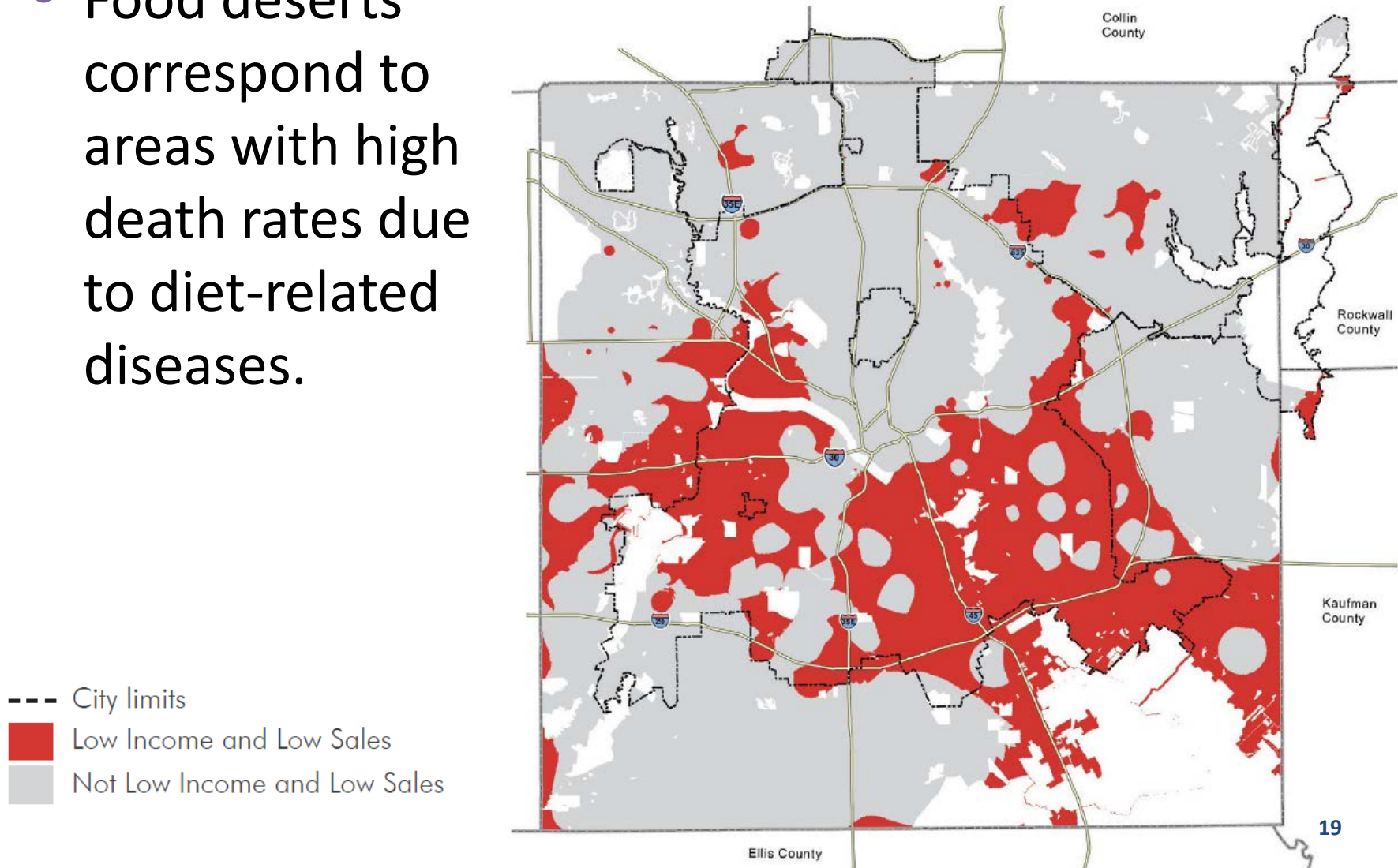
Hospitalization Rates per 1000



# Health Outcomes Are Related to Poverty

- Food deserts correspond to areas with high death rates due to diet-related diseases.

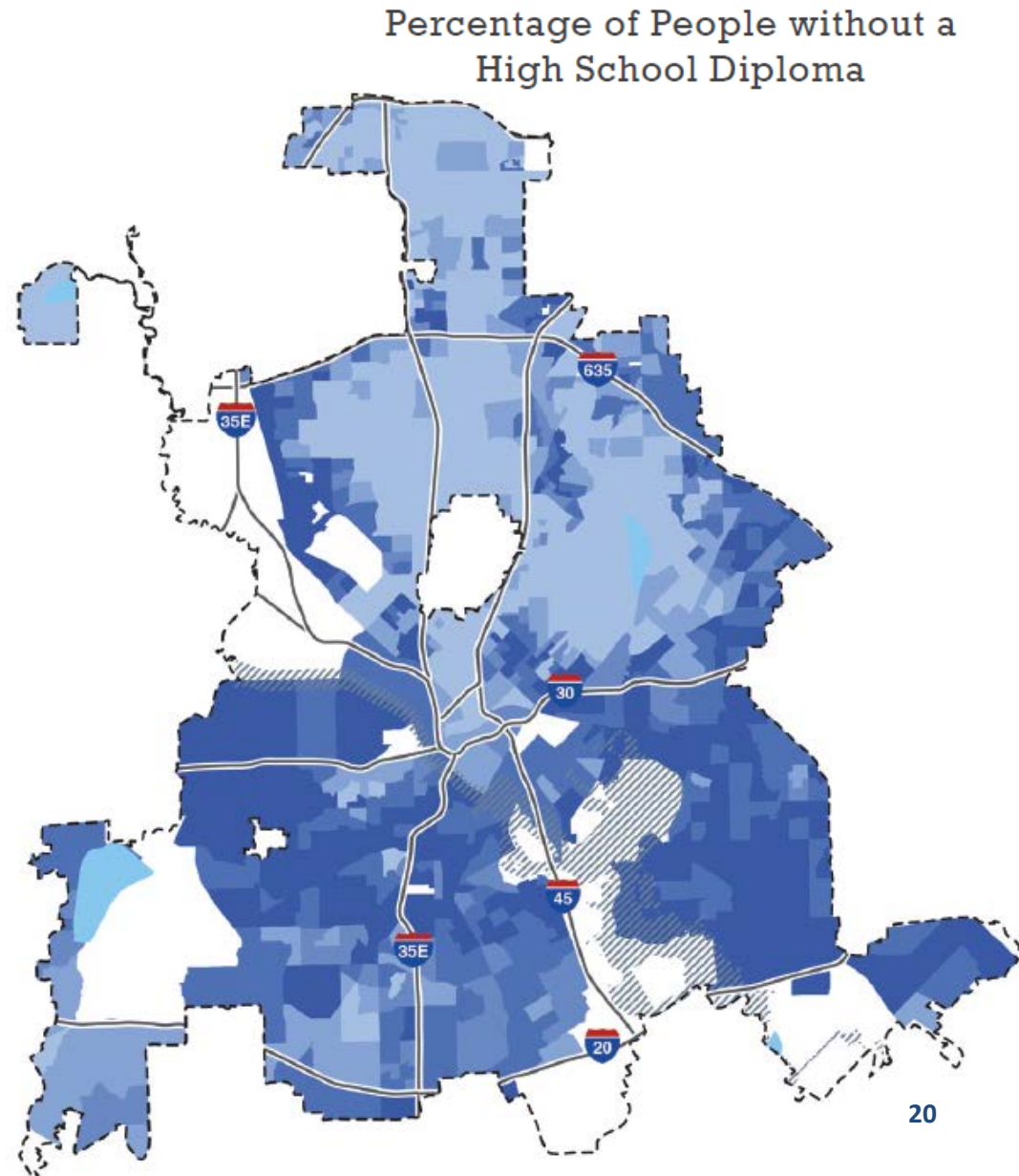
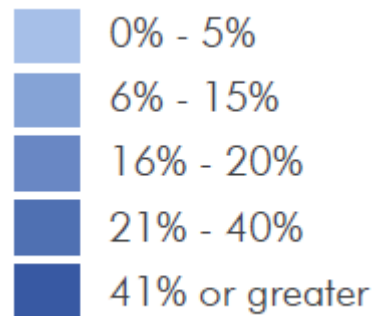
Low Supermarket Sales and Low Income





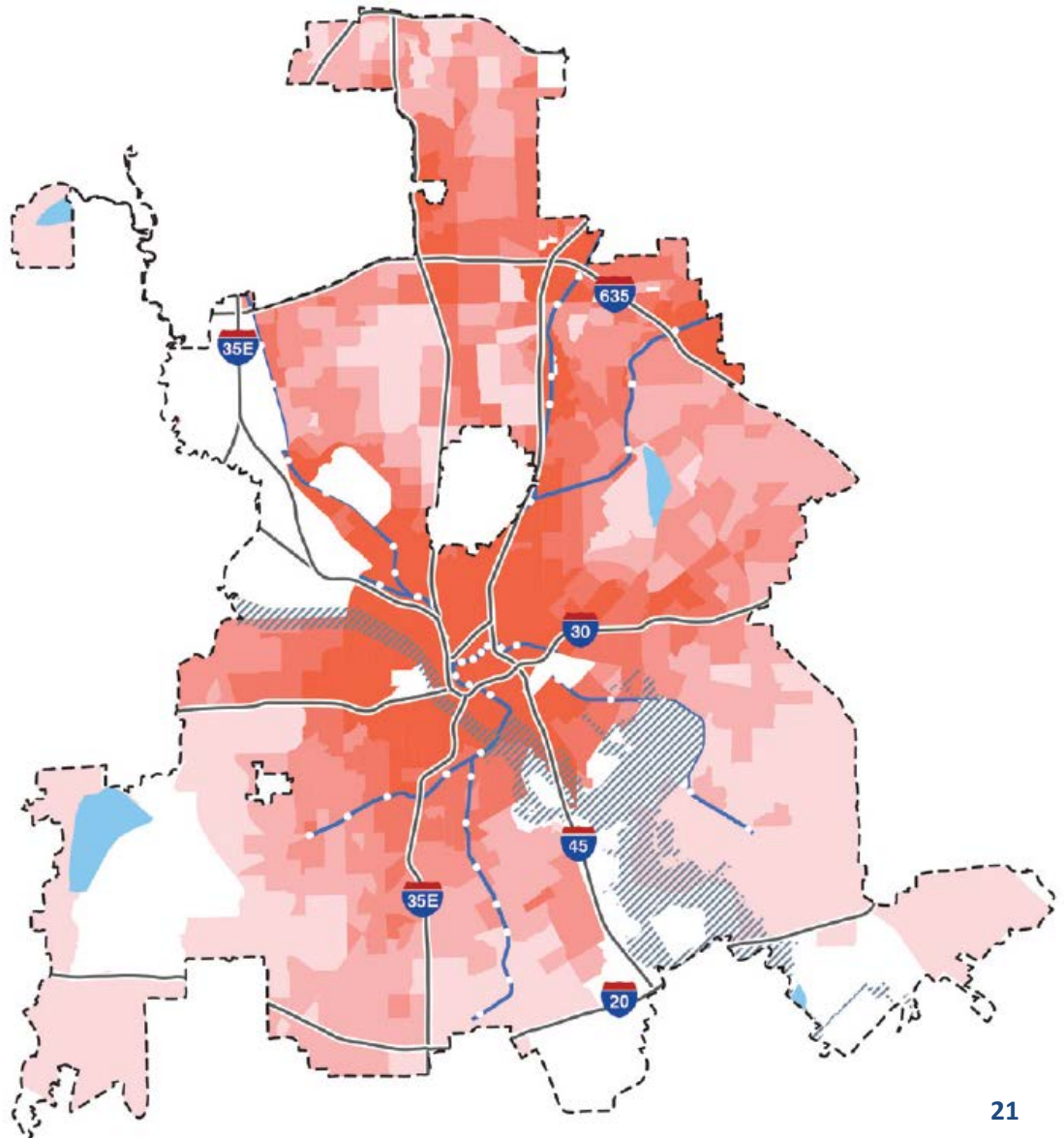
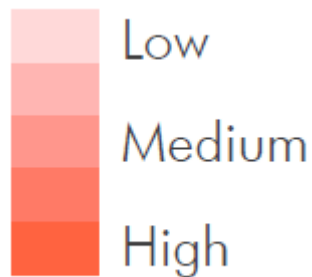
# Geographic Disparity in Educational Attainment

- Almost 26% of Dallas residents over 25 years of age do not have a high school diploma.



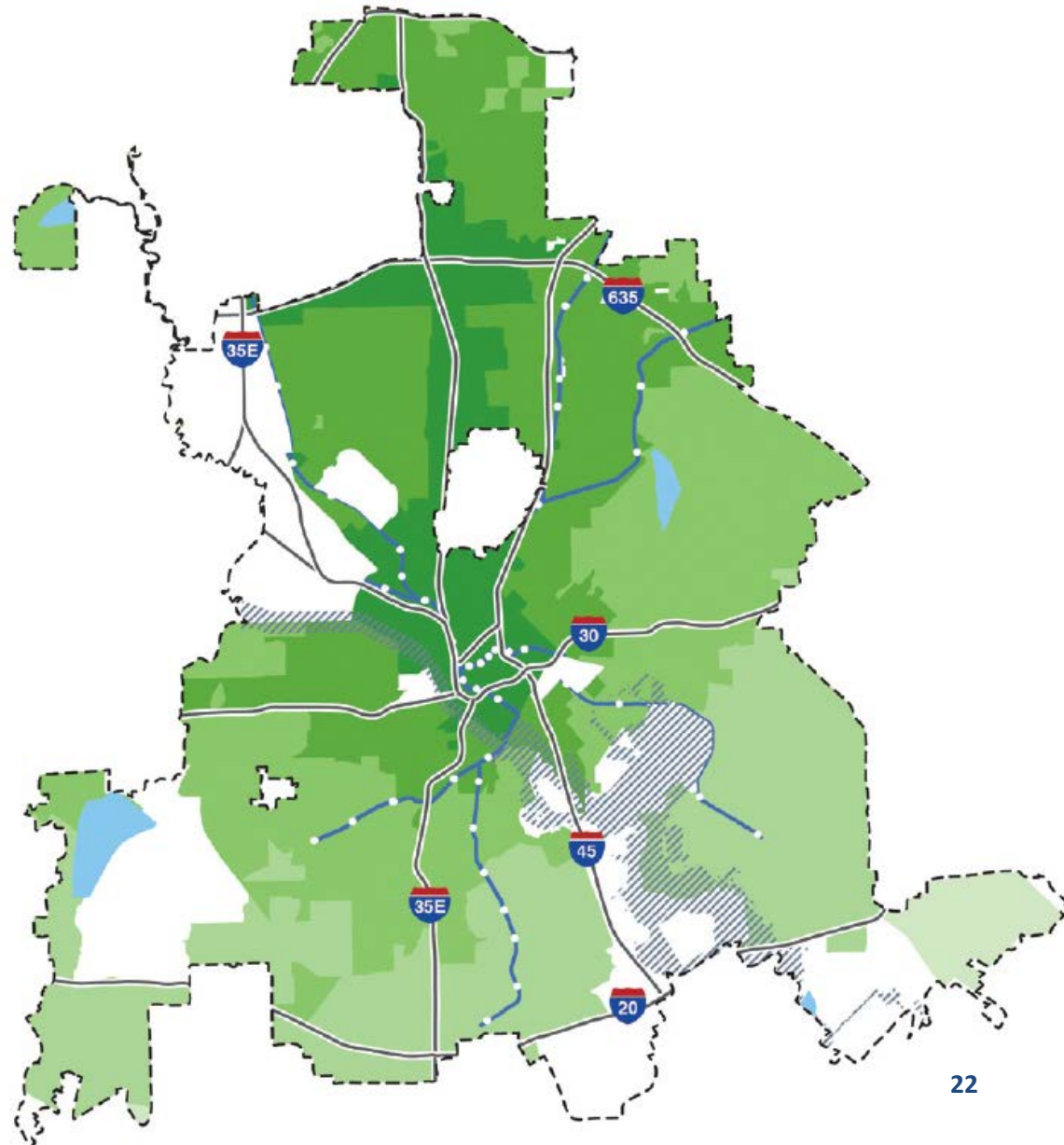
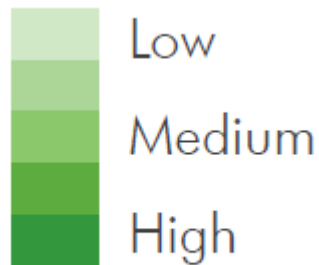
# Access to Jobs by Transit

- Dallas has significant opportunities for residential development in transit accessible areas.



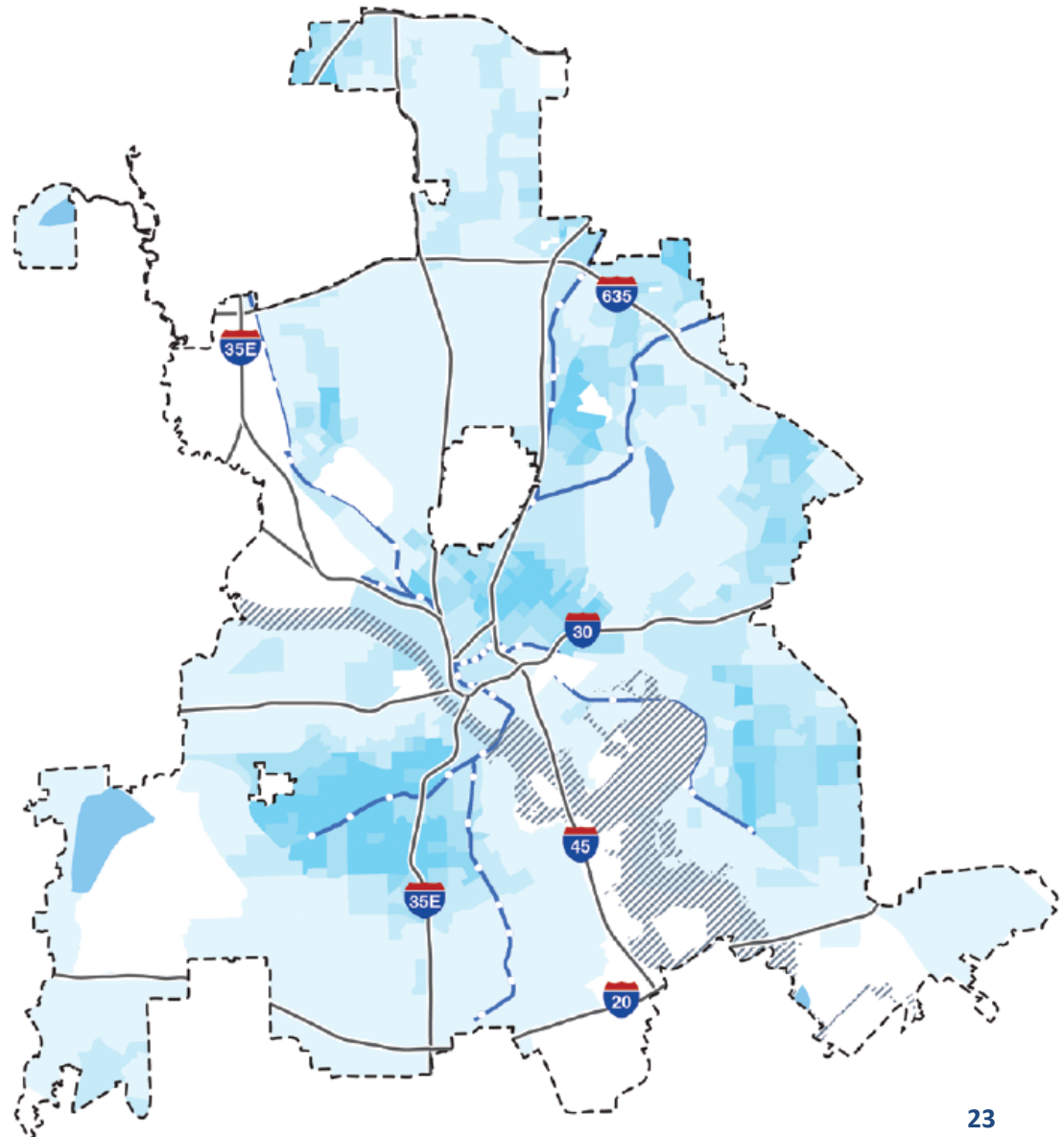
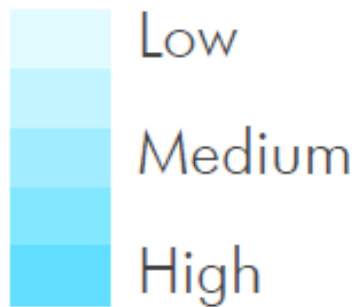
# Access to Jobs by Car

- Many parts of Dallas lack convenient access to jobs.



# Neighborhood Walkability

- Most of Dallas is not very walkable, although some notable areas of opportunity exist.

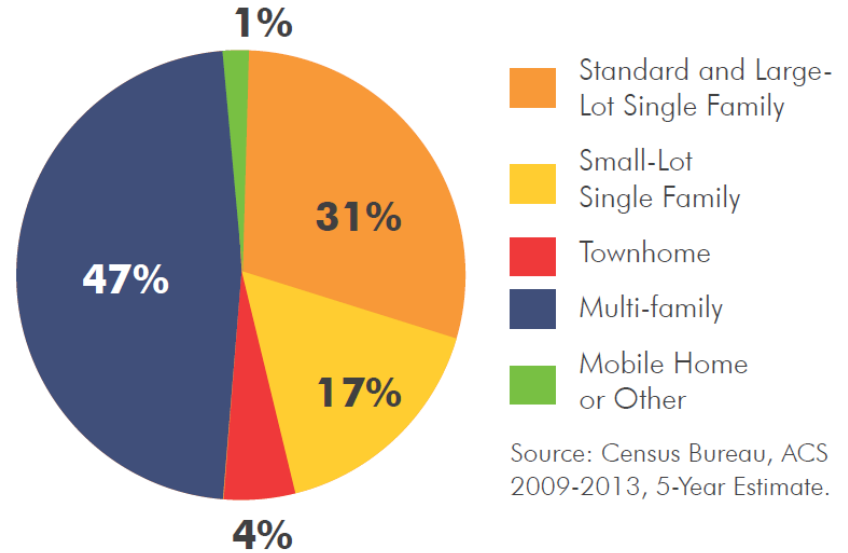




# Housing Choice in Dallas

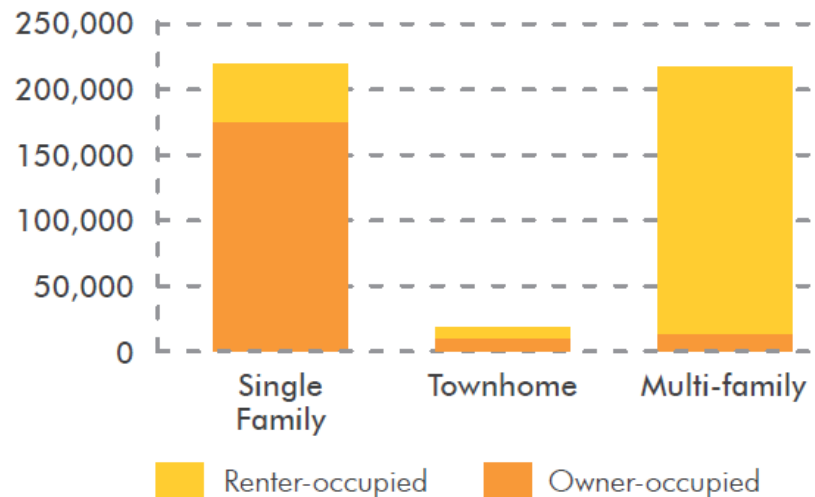
- 56% of Dallas homes are renter occupied, distributed across a diverse range of housing types.

Current Housing Mix, 2013



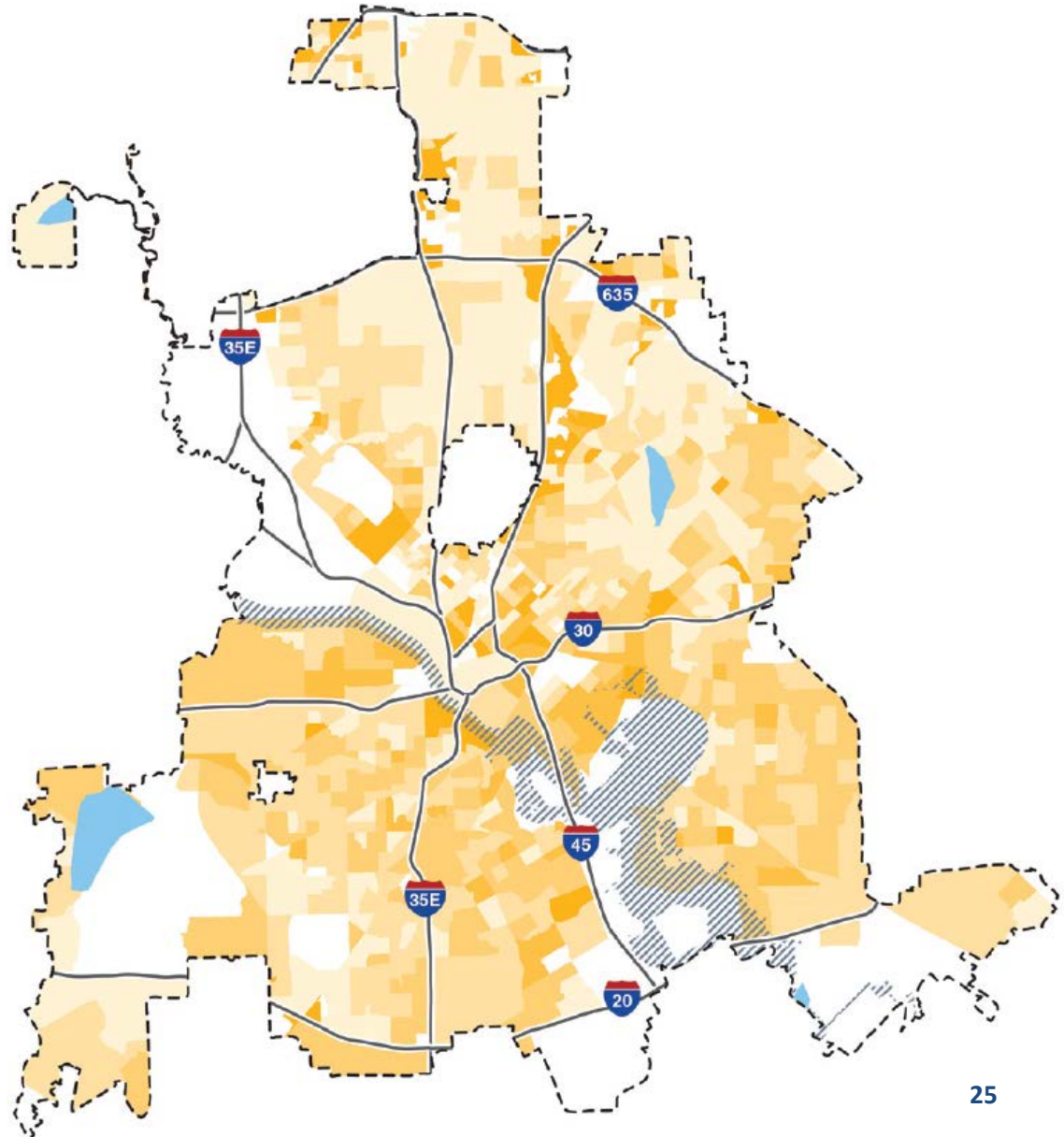
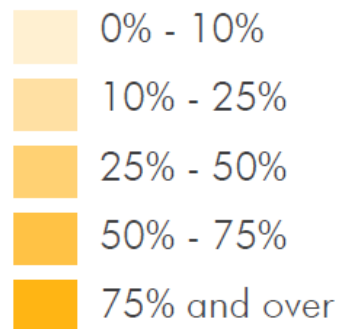
Source: Census Bureau, ACS 2009-2013, 5-Year Estimate.

Housing Type by Owner or Renter Status



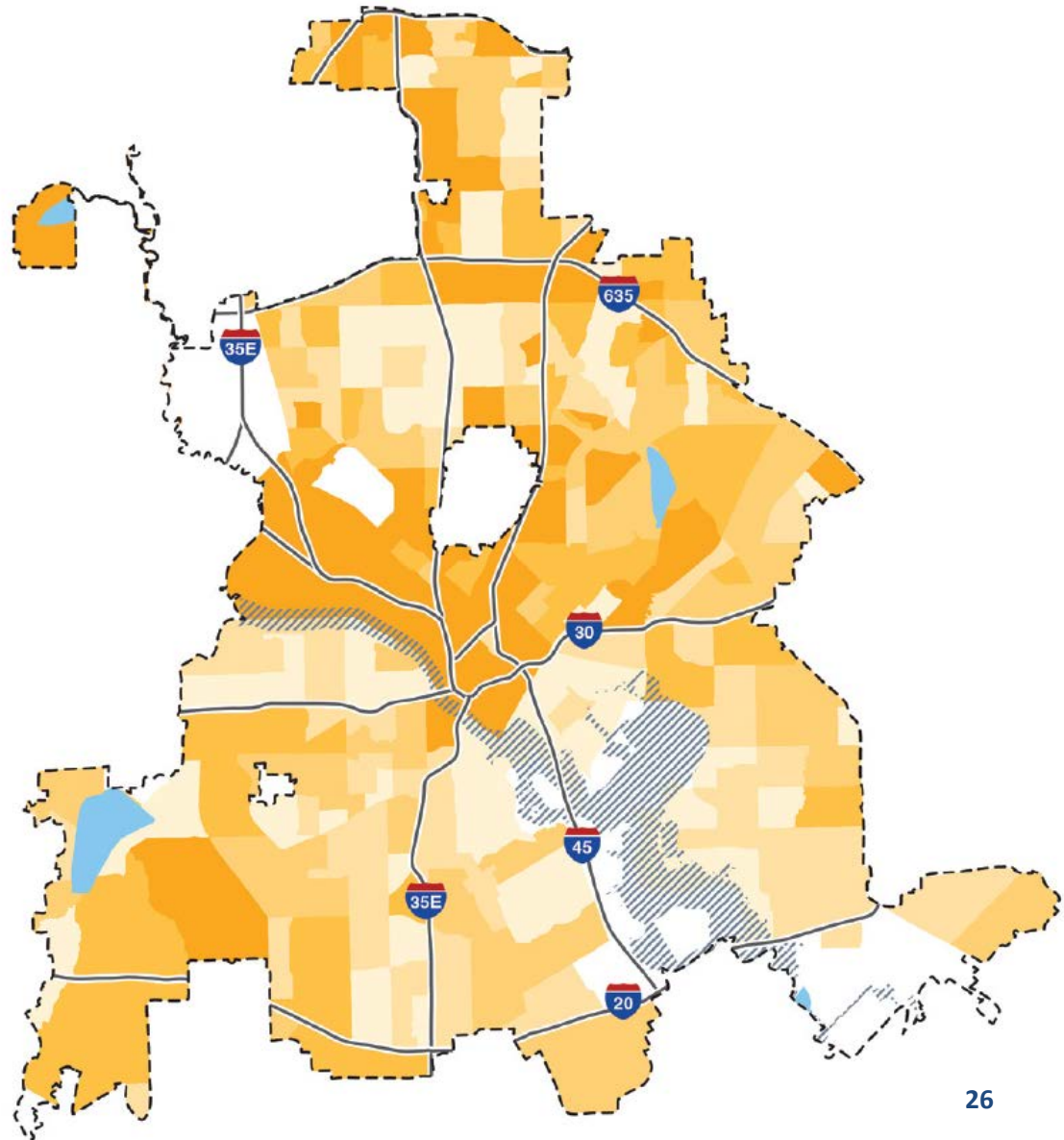
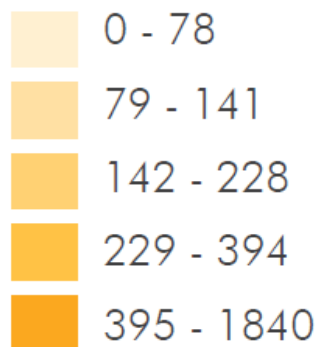
# Single Family Renters

- In Dallas, 20% of Single Family homes are occupied by renters.



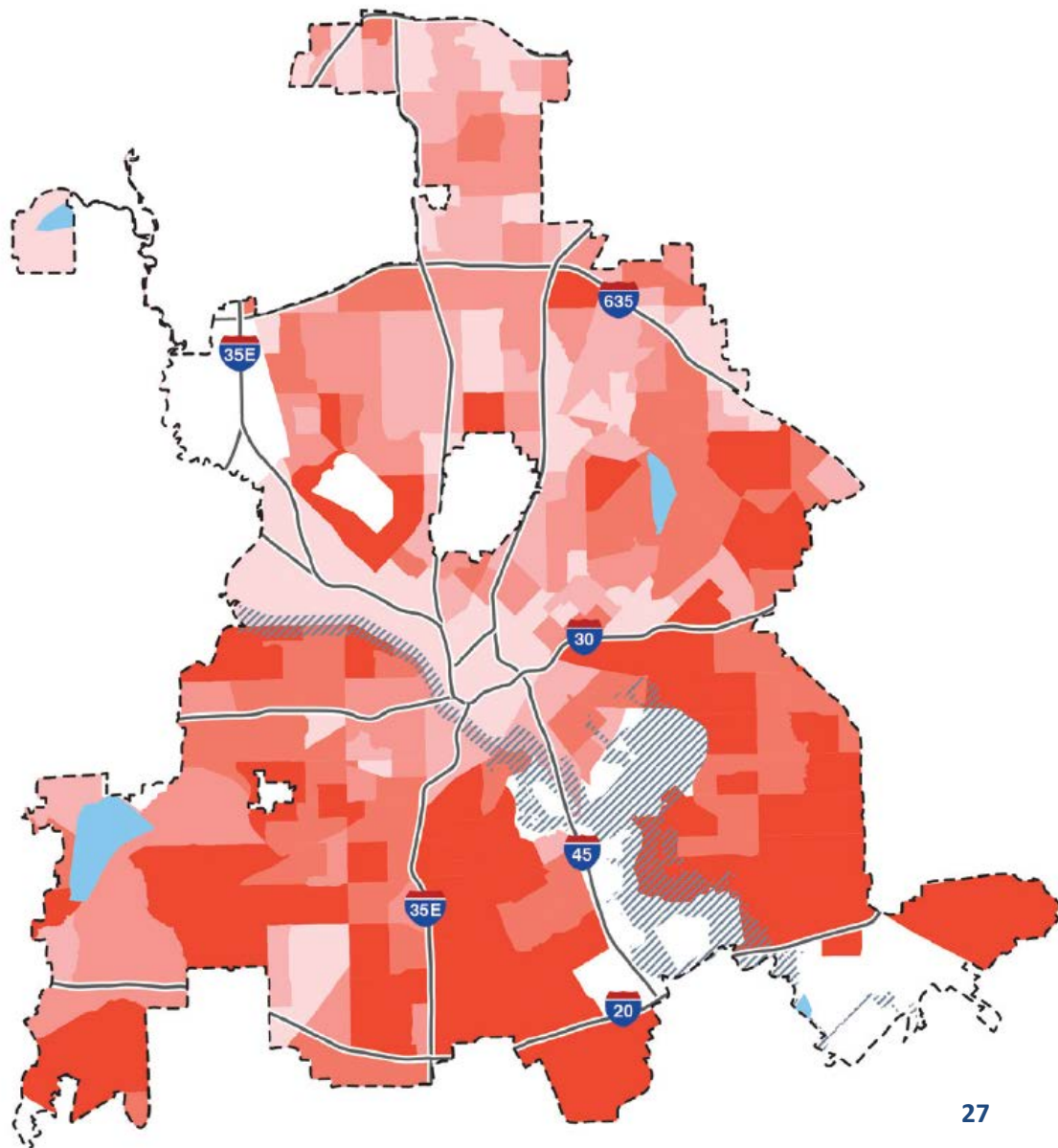
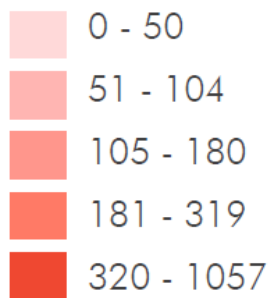
# Middle and High Income Renters

- In Dallas, over 80,000 rental households make more than \$50,000.



# Low-Income Homeowners

- In Dallas, over 54,000 homeowners have incomes less than \$35,000.



# Six Strategic Goals



# Goals, Policies and Actions

**Policies**

1.2 Fair Ne...  
stry  
neig  
org



Provided by bcWork

**Strategic Best Practice**

Super Ne...  
An organiz...  
comprised...  
Neighborhood...  
formal ad...  
governmen...

**Areas of...**



Source: Census Bureau

**Policies**

2.1 Increase...  
capacit...  
earnin...

**Policies**

3.2 Deve...  
and p...  
to ren...  
prop...  
prod...

**Strategic Best Practice**

**EPIC**

EPIC's website...  
allows commu...  
on completed...  
permits, and...  
address, it sh...  
tax valuation...  
payments using...  
open data port...  
District, and Di...  
Users can sear...  
what's happen...  
then subscribe...  
information is...

**STRATEGIC GOALS**

**Policies**

4.1 Promote...  
city of neigh...  
and publiciz...  
neighborhood...  
and program...

4.2 Support...  
and emerging...  
quality and...  
choice prog...

4.3 Enhance...  
neighborhood...  
desirability...  
by improving...  
infrastructure...  
housing stock...  
recreation a...

[ 56 ]

**STRATEGIC GOALS**

**Policies**

5.1 Encour...  
wider n...  
well de...  
affordab...  
types o...  
to emp...  
home...  
prefers...



**Strategic Best Practice**

**Demo/Re...**

Richardson...  
redevelopm...  
residential...  
higher valu...  
structures.

[ 60 ]

**STRATEGIC GOALS**

**Policies**

6.1 Raise the quality...  
of rental property...  
through better...  
design standards...  
proactive and...  
systematic code...  
enforcement, and...  
zero tolerance...  
towards chronic...  
offenders.

6.2 Expand affordable...  
housing options...  
and encourage...  
its distribution...  
throughout the city...  
and region.

**Actions**

6.1.1 Proactively engage high-impact landlords who own large numbers of single family and multi-family rental properties to address chronic code violations, substandard structural conditions, and unkept properties on a regular basis. Coordinate with Action 3.1.5. **ST**

6.1.2 Amend Chapter 27 of the Dallas Code and implement a fee-based rental registration, inspection and enforcement process. Require all single family, condominium and multi-family rental units on a minimum three-year cycle. Coordinate with Action 3.1.5 and 3.3.3. **MT**

6.1.3 Strengthen regulatory standards and provide incentives for volume single family and multi-family developers to provide a range of housing unit sizes, and include family-friendly amenities such as play areas or open/green space for active, healthy living. **MT**

6.2.1 Strengthen, adopt and implement economic development and housing policies to require projects receiving public funds to provide 20% affordable housing to promote mixed income projects and preserve affordability in revitalizing areas. Expand the variety of sizes of affordable units to include larger units with multiple bedrooms suitable for families. **ST**

6.2.2 Present for Council consideration and adoption an ordinance prohibiting source of income discrimination, including discrimination against Housing Choice Voucher holders. **ST**

6.2.3 Develop, adopt and implement a new policy and guidelines for projects requesting increased development rights through zoning changes, to receive density bonuses in proportion to the number of affordable residential units provided. **MT**

6.2.4 Work with NCTCOG, adjoining jurisdictions, housing authorities and housing advocates to initiate a discussion on a regional approach to fair housing. Coordinate with Action 1.1.3. **LT**

ST = SHORT TERM (1 YEAR)  
MT = MEDIUM TERM (1 - 2 YEARS)  
LT = LONG TERM (3 - 5 YEARS)

[ 66 ]

DRAFT - NEIGHBORHOOD PLUS



# Instant Polling Exercise

- There are no right or wrong answers.





Create a Collective Impact Framework



# Which do you think has to happen first?

- 29% A. Promote inter-agency collaboration, leveraging of resources, coordination and co-location of services
- 37% B. Facilitate a Super-Neighborhood structure to support neighborhood organizations
- 27% C. Strategically target resources to maximize neighborhood impact.
- 6% D. Promote efficiency and effectiveness across programs and agencies





Create a Collective Impact Framework



# Which do you think will have the MOST impact?

- 27% A. Promote inter-agency collaboration, leveraging of resources, coordination and co-location of services
- 33% B. Facilitate a Super-Neighborhood structure to support neighborhood organizations
- 31% C. Strategically target resources to maximize neighborhood impact.
- 10% D. Promote efficiency and effectiveness across programs and agencies



Create a Collective Impact Framework

# Which can your organization help with most?

- 22% A. Promote inter-agency collaboration, leveraging of resources, coordination and co-location of services
- 35% B. Facilitate a Super-Neighborhood structure to support neighborhood organizations
- 22% C. Strategically target resources to maximize neighborhood impact.
- 20% D. Promote efficiency and effectiveness across programs and agencies



Alleviate Poverty



Which do you think has to happen first?

- 17% A. Increase the earning capacity of low wage earners.
- 23% B. Expand workforce training programs.
- 37% C. Expand health, childcare, and transportation programs for low income areas.
- 17% D. Improve Pre-K education opportunities for children in poverty.
- 6% E. Facilitate integration of homeless population back into the workforce and society.



Alleviate Poverty



Which do you think will have the MOST impact?

29%

A. Increase the earning capacity of low wage earners.

16%

B. Expand workforce training programs.

34%

C. Expand health, childcare, and transportation programs for low income areas.

18%

D. Improve Pre-K education opportunities for children in poverty.

4%

E. Facilitate integration of homeless population back into the workforce and society.





Alleviate Poverty



# Which can your organization help with most?

4%

A. Increase the earning capacity of low wage earners.

24%

B. Expand workforce training programs.

36%

C. Expand health, childcare, and transportation programs for low income areas.

20%

D. Improve Pre-K education opportunities for children in poverty.

16%

E. Facilitate integration of homeless population back into the workforce and society.



Fight Blight

# Which do you think has to happen first?

22%

A. Establish a unified blight removal and improvement program.

51%

B. Develop programs and partnerships to return blighted properties to productive use.

18%

C. Dispose of City-owned and land bank properties more strategically and efficiently.

10%

D. Address endemic health issues in blighted areas with concentrated poverty.



Fight Blight

# Which do you think will have the MOST impact?

17%

A. Establish a unified blight removal and improvement program.

65%

B. Develop programs and partnerships to return blighted properties to productive use.

10%

C. Dispose of City-owned and land bank properties more strategically and efficiently.

8%

D. Address endemic health issues in blighted areas with concentrated poverty.



Fight Blight



# Which can your organization help with most?

7%

A. Establish a unified blight removal and improvement program.

55%

B. Develop programs and partnerships to return blighted properties to productive use.

16%

C. Dispose of City-owned and land bank properties more strategically and efficiently.

23%

D. Address endemic health issues in blighted areas with concentrated poverty.





Which do you think has to happen first?

17% A. Promote Dallas as a city of neighborhoods and publicize neighborhood assets and programs.

50% B. Support and leverage emerging school quality and school choice programs.

6% C. Dispose of City-owned and land bank properties more strategically and efficiently.

27% D. Enhance neighborhoods desirability by improving infrastructure, housing stock, recreation and safety.



Which do you think will have the MOST impact?

4%

A. Promote Dallas as a city of neighborhoods and publicize neighborhood assets and programs.

60%

B. Support and leverage emerging school quality and school choice programs.

2%

C. Dispose of City-owned and land bank properties more strategically and efficiently.

35%

D. Enhance neighborhoods desirability by improving infrastructure, housing stock, recreation and safety.



# Which can your organization help with most?

- 35% A. Promote Dallas as a city of neighborhoods and publicize neighborhood assets and programs.
- 18% B. Support and leverage emerging school quality and school choice programs.
- 16% C. Dispose of City-owned and land bank properties more strategically and efficiently.
- 31% D. Enhance neighborhoods desirability by improving infrastructure, housing stock, recreation and safety.



# Which do you think has to happen first?

Expand Homeownership



- 50% A. Encourage a wider range of well designed and affordable housing types as a response to emerging homeownership preferences.
- 31% B. Encourage infill development and existing home improvements in target neighborhoods to attract and retain homeowners.
- 5% C. Increase the number of eligible mortgage loan applicants.
- 14% D. Expand home ownership programs to reach a broader range of potential homebuyers.





Expand Homeownership



Which do you think will have the MOST impact?

- 47% A. Encourage a wider range of well designed and affordable housing types as a response to emerging homeownership preferences.
- 25% B. Encourage infill development and existing home improvements in target neighborhoods to attract and retain homeowners.
- 15% C. Increase the number of eligible mortgage loan applicants.
- 13% D. Expand home ownership programs to reach a broader range of potential homebuyers.



# Which can your organization help with most?

Expand Homeownership



- 36% A. Encourage a wider range of well designed and affordable housing types as a response to emerging homeownership preferences.
- 33% B. Encourage infill development and existing home improvements in target neighborhoods to attract and retain homeowners.
- 10% C. Increase the number of eligible mortgage loan applicants.
- 21% D. Expand home ownership programs to reach a broader range of potential homebuyers.





Enhance Rental Housing Options



# Which do you think has to happen first?

- 59% A. Raise the quality of rental property through better design standards, proactive and systematic code enforcement, and zero tolerance towards chronic offenders.
- 35% B. Expand affordable housing options and encourage its distribution throughout the city and region.
- 6% C. Align planning, funding and community investments within a quarter mile of DART stations to promote transit-oriented development.



Enhance Rental Housing Options



# Which do you think will have the MOST impact?

- 47% A. Raise the quality of rental property through better design standards, proactive and systematic code enforcement, and zero tolerance towards chronic offenders.
- 35% B. Expand affordable housing options and encourage its distribution throughout the city and region.
- 18% C. Align planning, funding and community investments within a quarter mile of DART stations to promote transit-oriented development.



Enhance Rental Housing Options



# Which can your organization help with most?

- 38% A. Raise the quality of rental property through better design standards, proactive and systematic code enforcement, and zero tolerance towards chronic offenders.
- 28% B. Expand affordable housing options and encourage its distribution throughout the city and region.
- 35% C. Align planning, funding and community investments within a quarter mile of DART stations to promote transit-oriented development.

# Next Steps

- Verbal and written comments and suggestions for changes have been submitted by stakeholders and are under review by staff
- Presentation to the City Council on August 11, 2015 for direction
- Work on final draft will be completed and submitted to City Council for consideration and action
- Target date for City Council August 26<sup>th</sup>