Memorandum



DATE December 31, 2015

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

SUBJECT Neighborhood Plus (NH+) Work Plan FY 2015-16

On Monday, January 4, 2016, you will be briefed on Neighborhood Plus (NH+) Work Plan FY 2015-16. A copy of the briefing is attached.

Please let me know if you have any questions.

Alan E. Sims

Chief of Neighborhood Plus

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







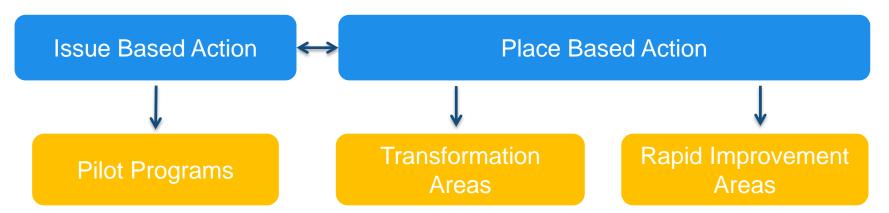
Purpose of the Briefing

- Discuss the approach to NH+ implementation
- Review proposed FY 2015-16 NH+ Work Plan

Initial Implementation Approach Key Components

- Issue-based actions (City-wide focus)
- Place-based actions (targeted neighborhoods focused)
- Communication and community engagement
- Progress/success metrics reporting

Initial Implementation Approach



- New programs to respond to Council priorities
- Pilots deployed at hot spots based on citywide assessment
- Collaboration with partners to enhance Collective Impact

- Selected strategically
- Comprehensive
- Address root causes
- Short and Long-term action planning
- Deploy capital and operational resources
- Engage external partners and resources

Responsive to

immediate needs

- Tactical
- Treat symptoms
- Rapid response with limited planning
- Deploy existing operational resources
- City resource focused

First Wave of Transformation Areas Action Planning & Implementation Pilot

Mayor's Collective Impact Project Neighbor Up Governance Public – Private Resources Lancaster Corridor Parkdale/ Urbandale

- Three areas selected by Mayor
- Public-Private Board established
- Privately funded General Manager for each area
- Community engagement through Neighborhood Councils
- Leveraged public and private resources

NH+ Work Plan FY 2015-16

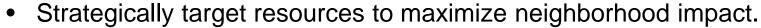
- Developed based on Council priorities aligned with the six NH+ strategic goals
- Appendix includes matrix of programs identifying lead agency, target, current status, next milestones, and Council Committee assignments



Neighborhood Plus Council Priority Actions

Based on instant polling - October 7, 2015











- Establish a unified blight removal and improvement program
- Dispose of land bank properties more strategically and efficiently



 Enhance neighborhood desirability by improving infrastructure, housing stock, recreation and safety



 Encourage infill development and home improvement in target neighborhoods to attract homeowners



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



Collective Impact

What should staff undertake first?

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





- Establish an inter-departmental steering committee chaired by the Chief of NH+ (Status: Complete)
 - Police
 - Fire
 - Code Compliance
 - Streets
 - Public Works
 - Dallas Water Utilities
 - Parks
 - Libraries
 - Sustainable Development & Construction

- Planning & Urban Design
- Housing
- Fair Housing
- Communication & Information Services
- Financial Services
- Economic Development
- City Attorney's Office
- Center for Performance Excellence
- Office of Cultural Affairs





- Coordinate and deploy inter-departmental rapid assessment and response teams, using existing programs and resources to address immediate issues in Rapid Improvement Areas (Status: Ongoing)
 - Police Department Ten-Seventy-Twenty Program
 - Code Compliance Department Code Crawl and Enhanced Animal Control Programs
 - Fire Department Mobile Community Health Program and Smoke Detector Installation Program





- Assist Mayor's Neighbor Up Collective Impact organization. (Status: Underway)
- Assist with Mayor's Neighbor Up pilot for growSouth Transformation Areas (Status: To be initiated)
- Engage City Council in selecting the next round of NH+ Transformation Areas based on citywide analysis and prioritization criteria (Status: To be initiated)



Alleviate Poverty

What should staff undertake first?

- 46% A. Increase the earning capacity of low wage earners.
- 23% B. Expand workforce training programs.
- C. Expand health, childcare, and transportation programs for low income areas.
- D. Improve Pre-K education opportunities for children in poverty.
- O% E. Facilitate integration of homeless population back into the workforce and society.





- Implement a wage floor for City of Dallas contractors
 - Status: Wage floor adopted by Council
- Dallas B.R.A.I.N. Initiative (<u>B</u>usiness <u>R</u>esource <u>A</u>nd <u>I</u>nformation <u>N</u>etwork)
 - Status: Underway
- Volunteer Income Tax Assistance (VITA) and the Earned Income Tax Credit (EITC) Initiatives
 - Status: Underway
- Workforce readiness continuum program
 - Status: To be initiated



Fight Blight

What should staff undertake first?

- A. Establish a unified blight removal and improvement program.
- B. Develop programs and partnerships to return blighted properties to productive use.
- 42% C. Dispose of City-owned and land bank properties more strategically and efficiently.
- D. Address endemic health issues in blighted areas with concentrated poverty.





- Establish an inter-departmental blight task force (Status: Complete)
- High impact landlord compliance program (Status: Underway)
- Adopt and implement Chapter 27 code amendments (Status: Underway)
- Create and maintain a comprehensive GIS database of cityowned and land bank properties (Status: Underway)
- Enhanced animal control program (Status: Underway)
- City-led single family development pilot on Land Bank property (Status: To be initiated)



Building the Middle

What should staff undertake first?

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





- Adopt and pilot a single family homeowner program to incentivize major home improvements (Status: Underway)
- Identify potential opportunities for Transformation Area infrastructure investment through the 2017 Bond Program and 2018 HUD Consolidated Plan (Status: To be initiated)
- Develop and implement an incentive program for utility companies to expand cell phone, internet and broad band service to underserved areas (Status: To be initiated)
- Coordinate with DISD on implementation of Bond Program and Choice School initiative (Status: To be initiated)



Homeownership What should staff undertake first?

- A. Encourage a wider range of well designed, affordable housing types to respond to emerging preferences.
- B. Encourage infill development and home improvements in target neighborhoods to attract homeowners.
- C. Increase the number of eligible mortgage loan applicants.
- D. Expand home ownership programs to reach a broader range of potential homebuyers.





- NoFA (Notice of Funding Availability) for mixed income single family housing development (Status: Underway)
- Adopt and pilot a single family homeowner program to incentivize major home improvements (Status: To be initiated)
- City-led single family development pilot on Land Bank property (Status: To be initiated)
- Host first-time home buyer workshops at City facilities for low- to moderate-income home buyers (Status: To be initiated)



Enhance Rental Options

What should staff undertake first?

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





- High impact landlord program implementation (Status: Underway)
- Adopt and implement Chapter 27 Code amendments (Status: Underway)
- Risk-based multi-tenant property inspection program (Status: Underway)
- Develop citywide affordable housing policy guidelines to affirmatively further fair housing and address equity, location and quality (Status: Underway)

Communication and Engagement

- Brief Council Committees and/or Full Council on progress on pilot programs and target areas at key milestones (Status: Underway)
- Provide presentations as needed to community organizations on the NH+ initiative (Status: Underway)
- Establish a visible web presence for NH+ on the City of Dallas home page to provide easy public access to information (Status: To be initiated)
- Provide regular media releases on NH+ through the Public Information Office (Status: To be initiated)
- Establish stakeholder committees for each transformation area and work with them through the planning and implementation process (Status: To be initiated)

Measuring Success

- Establish annual targets for new pilot programs tied to NH+ strategic goals
- Develop metrics to illustrate impact on neighborhood health and quality of life
 - Enlist help of residents, experts, local universities, etc.
 - May be neighborhood specific
- Define minimum standards (floors) for city infrastructure and services tied to neighborhood health and quality of life indicators

Neighborhood Health Components

 Develop a conceptual framework for measuring neighborhood health and quality of life

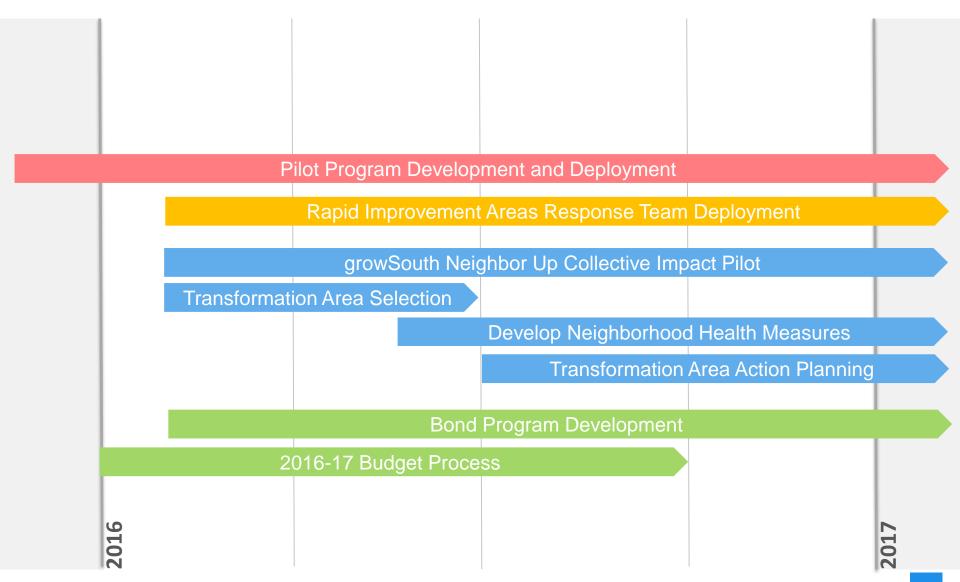


Neighborhood Health Example Measures

- Safety & Security
 - Police calls; Crime rates
- Engaged neighbors
 - Registered crime watch groups/neighborhood associations
- Basic infrastructure
 - Streets, sidewalks, broadband service
- Diverse housing
 - Housing condition; Housing mix;
 Household income range
- Quality education
 - Graduation rates; student enrollment diversity

- Employment opportunities
 - Employment rate; Accessible jobs
- Local shopping opportunities
 - Accessible and affordable grocery stores
- Healthy living resources
 - Access to health care; Access to park and recreation facilities;
 Access to healthy food sources

Work Plan Schedule



Upcoming Briefings and Actions

- January 13, 2016: Council action on NoFA for mixed income single family development program
- January 19, 2016: Housing Committee briefing on Chapter 27
 Code Amendments
- January 19, 2016: Economic Development and Cultural Affairs briefing on Dallas B.R.A.I.N.
- January 20, 2016: Full Council briefing on 2017 Bond Program process and schedule
- <u>February 1, 2016</u>: Housing Committee briefing on Transformation Area selection process and criteria
- <u>February 15, 2016</u>: Housing Committee briefing on single family homeowner incentive program

Appendix

FY 2015-16 Neighborhood Plus Work Plan with targets, status, department responsibilities and committee assignments

Neighborhood Plus Strategic Goals	Priority Projects / Programs	Lead Agency	Target	Current Status & Next Milestone	Committee Assignment	Citywide / Targeted
Collective Impact Framework	Inter-Departmental Steering Committee	Chief of Neighborhood Plus	Director level inter- departmental coordination meetings held monthly to coordinate and track Neighborhood Plus work program implementation.	Current Status: Steering Committee established by City Manager and first meeting held. Next Milestones: Schedule for monthly meetings established and task forces created for prioritized action items.	NA	Citywide
Collective Impact Framework	Inter-Departmental Rapid Improvement Area assessment and response teams	Chief of Neighborhood Plus	Coordinate and deploy rapid response teams to address immediate / near-term issues in indentified Neighborhood Plus target areas.	Current Status: Rapid Area Improvement response team leaders identified for Lancaster Corridor, Education Corridor and Parkdale/Urbandale. Next Milestones: Deploy rapid response teams to address immediate issues in the three growSouth target areas by March 2016.	NA	Targeted
Collective Impact Framework	Neighbor Up collective impact organization	Mayor's Office; Chief of Neighborhood Plus	By June 2016, establish an independent back-bone organization and framework for partnering among public, private and nonprofit agencies for planning, resource allocation and service provision for targeted neighborhood revitalization.	Current Status: Neighbor Up Dallas Collective Impact organization has been created with 501(c)(3) status and leadership council with City,	NA	Targeted

Neighborhood Plus Strategic Goals	Priority Projects / Programs	Lead Agency	Target	Current Status & Next Milestone	Committee Assignment	Citywide / Targeted
Collective Impact Framework	I -	Mayor's Office; Neighbor Up Dallas; Planning & Urban Design	By October 2016, complete action planning for first round of pilot Transformation Areas and launch the first neighborhood action initiatives.	Current Status: growSouth transformation areas selected: Lancaster Corrider, Parkdale-Urbandale, Education Corridor. Next Milestones: Hire three general managers to enable area planning in growSouth pilot target areas to be initiated by February 2016.	NA	Targeted
Collective Impact Framework	Neighborhood Plus Transformation Area selection process	_	By May 2016, Council will select the next round of Neighborhood Plus Transformation Areas.	Current Status: Staff is developing indicators and selection criteria to inform a selection process. Next Milestones: Housing Committee and Full Council briefings in February 2016.	Housing Committee	Targeted
Alleviate Poverty	Wage floor for City of Dallas contractors	Purchasing; City Managers Office	Establish a minimum employee hourly rate for City contractors (excluding construction) that ties to MIT's living wage calculator.	Current Status: Wage floor of \$10.37 per hour was adopted by City Council on November 4, 2015. Next Milestone: Encourage other public and private employers to follow suit in providing a living wage to Dallas workers.	Budget and Finance Committee	Citywide
Alleviate Poverty	Dallas B.R.A.I.N. Initiative - neighborhood-based small business program delivered through library branches.	Economic Development; Libraries	By October 2016, expand the existing counseling, training and funding partner network by 50%; By October 2016, provide small business services at 11 library branches tailored to the needs of each community.	Current Status: Pilots launched at Highland Hills, Prairie Creek and Audelia library branches. Next Milestone: Expand program to eight additional library branches.	Economic Development and Cultural Affairs Committees	Citywide

Neighborhood Plus Strategic Goals	Priority Projects / Programs	Lead Agency	Target	Current Status & Next Milestone	Committee Assignment	Citywide / Targeted
Alleviate Poverty	Volunteer Income Tax Assistance Program (VITA) and the Earned Income Tax Credit (EITC) Initiatives	Economic Development; Communities Foundation of Texas; United Way of Greater Dallas	•	Foundation of Texas approved through RFP as lead organization to manage the City EITC Program.	Economic Development Committee	Citywide / Targeted
Alleviate Poverty	Workforce readiness continuum program	Economic Development	By October 2016, gaps in the workforce training ecosystem will be identified related to the unemployed and underemployed, and a pilot program in the Education Corridor with be initiated.	Current Status: Data gathering on existing service providers in collaboration with Greater Dallas Workforce Solutions is underway Next Milestone: Briefing to Full Council in mid February 2016 by JP Morgan Chase Bank on the New Skills at Work report.	Economic Development Committee	Citywide / Targeted
Fight Blight	Blight Task Force	Code Enforcement; City Attorney	Establish a cross departmental task force to coordinate an action plan for addressing concentrated blight.	Current Status: Task force chaired by ACM Joey Zapata created to include Code Enforcement, City Attorney's office blight team, Marshall's office, Fire, Real Estate, Housing, Planning and Center for Performance Excellence. Next Milestone: Convene task force to develop and implement action plan based on Center for Community Progress recommendations.	NA	Targeted

Neighborhood Plus Strategic Goals	Priority Projects / Programs	Lead Agency	Target	Current Status & Next Milestone	Committee Assignment	Citywide / Targeted
Fight Blight	High impact landlord compliance program focused on landlords with high volume of single family rental properties	City Attorney;	By October 2016, at least 50% of rental properties owned by high impact landlords, identified based on analysis, will be registered, and 25% of these properties will be inspected for compliance.	Current Status: Based on analysis, eight (8) high impact landlords accounting for over 900 rental homes in concentrated areas have been identified and preliminary meetings held to discuss voluntary compliance. Registration process for these properties has been initiated. Next Milestone: Initiate targeted inspection process on these properties.	NA	Targeted
Enhance Rental Options	Chapter 27 code amendments (Property Standards).	Code Compliance; City Attorney	By May 2016, schedule Council action to update housing standards, enhance tools for enforcement of nuisance properties, revise the rental regulation and inspection process, tighten administrative court procedures.	Current Status: Ongoing discussions with stakeholder representatives on code amendments. Next Milestones: Housing Committee briefing on code amendments scheduled for January 4, 2016. Code Compliance to perform a pilot of single family rental property inspections and implement a risk based methodology for multi-tenant property inspections.	Housing Committee	Targeted

Neighborhood Plus Strategic Goals	Priority Projects / Programs	Lead Agency	Target	Current Status & Next Milestone	Committee Assignment	Citywide / Targeted
Fight Blight	Comprehensive database of City- owned and land bank properties	Sustainable Development	By February 2016, create and maintain a reliable database of all City owned and land bank properties and make it available for public access.	Current Status: Web-based GIS dataset compilation of properties is now 80% complete. Next Milestone: Data review by departments and cross check against DCAD.	NA	Citywide
Expand Home- Ownership Attract and Retain the Middle Class	City-led single family development pilot on Land Bank property	<u>~</u> .	Launch a pilot single family development program on ten (10) land bank lots targeted at homeowners at up to 115% of the area median income, and initiate home sales by April 2016.	Current Status: On October 28, 2015, City Council approved a contract with Dallas Housing Acquisition and Development Corporation (DHADC) for \$1.5 million for development of ten single-family homes in Council District 4. Next Milestone: Environmental review on ten selected properties to be completed.	Housing Committee	Targeted
Fight Blight	Enhanced Animal Control program	Code Compliance	Implement a targeted animal control initiative modeled on the Police Department target area action grids (TAAG) with enhanced outreach, technology and enforcement techniques; Complete a pilot in 5 target areas by March 2016.	Current Status: Hot spots have been identified based on GIS mapping of 311 and 911 call data related to animal control. Five (5) target areas have been identified for the pilot. Deployment of enforcement resources is underway in the first target area. Next Milestone: Deployment of enforcement resources in 4 other target areas; In April 2016, the Quality of Life Committee will be briefed on a program update.	Quality of Life Committee	Targeted

Neighborhood Plus Strategic Goals	Priority Projects / Programs	Lead Agency	Target	Current Status & Next Milestone	Committee Assignment	Citywide / Targeted
Attract and Retain the Middle Class Expand Home-Ownership	Single family homeowner incentive program	Housing	In 2016, establish a new single family homeowner program to provide incentives for home improvements.	Current Status: In June 2015, the Housing Committee was briefed by Richardson and Plano staff on similar programs. Next Milestone: On January 19, 2016, the Housing Committee will be briefed on case studies and preliminary options for a City of Dallas program.	Housing Committee	Citywide/ Targeted
Attract and Retain the Middle Class Expand Home-Ownership	NoFA for mixed income single family housing development program	Housing	By October 2017, support development of 200 new mixed income single family housing units with funding assistance provided for units up to 140% of the area median income.	Current Status: The Housing Committee was briefed on November 2, 2015. Next Milestone: Council action on NoFA scheduled for December 9,	Housing Committee	Citywide
Attract and Retain the Middle Class Expand Home- Ownership	Cell phone, internet broad band service expansion program to underserved areas	_	By 2017, create a new incentive program to encourage provision of cell phone, internet broadband access in underserved areas.	Current Status: Briefing on small cell and DAS regulation to QoL Committee completed on Tuesday, November 3, 2015. Next Milestone: Complete mapping of underserved areas and issue a Request For Participation from private utility providers.	Quality of Life Committee	Targeted
Attract and Retain the Middle Class Expand Home-Ownership	Coordination of City of Dallas 2017 Bond Program	Public Works	Identify potential opportunities for Transformation Area infrastructure investment through the 2017 Bond Program.	Current Status: Needs inventory is being updated. Next Milestone: Brief Full Council in January 2016 on bond program process.	Full Council	Citywide / Targeted

Neighborhood Plus Strategic Goals	Priority Projects / Programs	Lead Agency	Target	Current Status & Next Milestone	Committee Assignment	Citywide / Targeted
Attract and Retain the Middle Class Expand Home- Ownership	Coordination with DISD on Choice Schools Initiative and DISD bond program	Neighborhood Plus Staff, DISD	During 2016, hold quarterly coordination meetings on Choice schools, bond projects, target area selection and pilot programs.	Current Status: Initial high level staff meeting held in November 2015. Next Milestone: First quarterly meeting to be held in January 2016.	Education Task Force	Citywide / Targeted
Attract and Retain the Middle Class Expand Home-Ownership	City sponsored first- time homebuyer workshops	Housing; Fair Housing; Nonprofit housing agencies	In 2016, City staff will host quarterly homebuyer education seminars for low to moderate income home buyers at City facilities in partnership with non-profit homebuyer counseling agencies to increase awareness of City of Dallas Mortgage Assistance Program	Current Status: Currently representatives of the City's Mortgage Assistance Program and Fair Housing provide information related to City homebuyer programs by invitation only at seminars hosted by partner agencies. Next Milestone: Host the first City sponsored homebuyer education workshop in April 2016 (Fair Housing / Homebuyer Education Month)	NA	Citywide
Enhance Rental Options	Citywide affordable housing policy and guidelines for equitable housing development.	Housing, Economic Development, Fair Housing, Sustainable Development, Planning, City Attorney	By June 2016 adopt Citywide affordable housing policies and guidelines.	Current Status: Analysis of Impediments prepared and review period completed; Work underway to schedule a ULI multi-disciplinary expert panel workshop in February 2016. Next Milestone: ULI multi-disciplinary expert panel to provide recommendations and staff to prepare draft policy by April 2016	Housing Committee	Citywide