



# Community Indicators



Year Six  
Progress Report  
May 2018

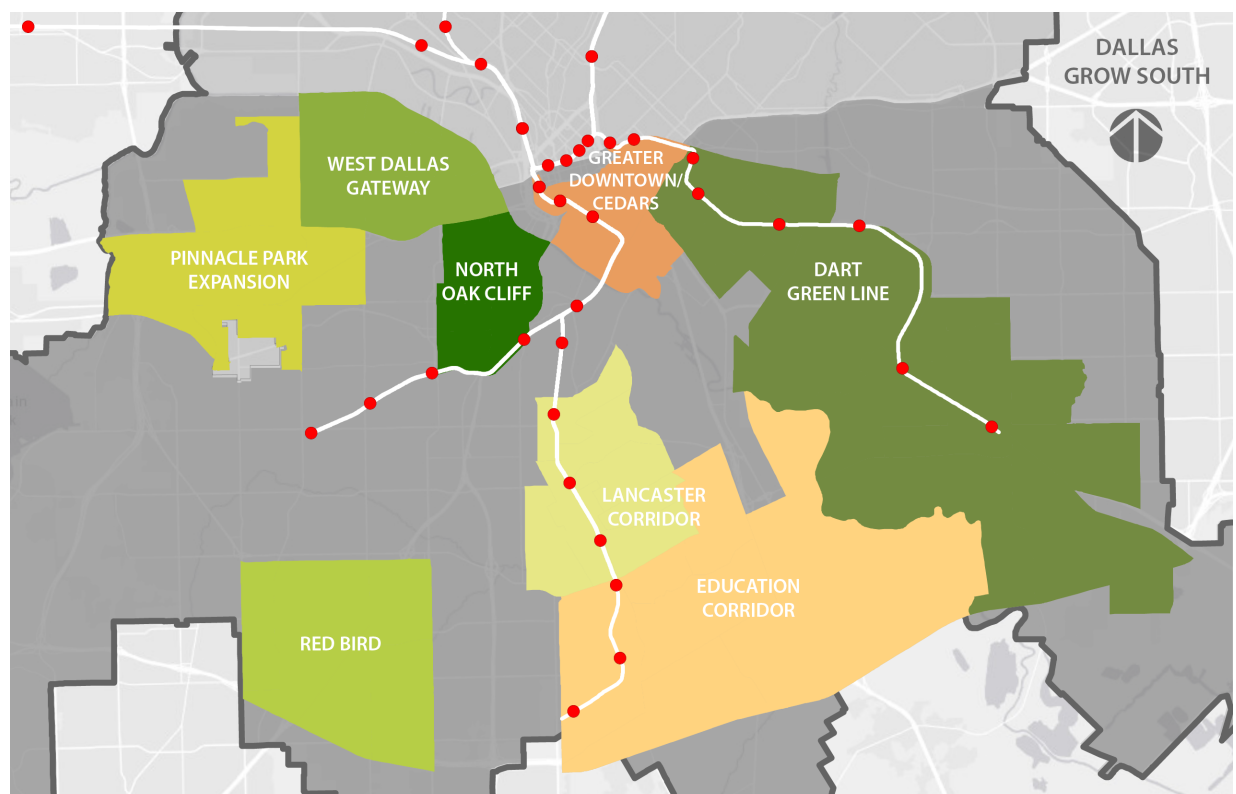


City of Dallas

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### Purpose

In February 2012, the City of Dallas announced a comprehensive strategy for economic development in the city's southern half. Complementing Mayor Michael S. Rawlings' GrowSouth initiative, the City of Dallas produces this *GrowSouth Community Indicators Year Six Progress Report* to provide updates on changes in the eight focus areas featured in the map below.





## Background

In February 2012, a foundational briefing presented to Dallas City Council laid out the framework for the focus areas and provided a set of expectations tied to their potential for growth. Each focus area requires a customized approach to a unique set of opportunities and challenges. Neighborhoods must receive a critical mass of new investment to change market perceptions, so each focus area has a core investment area that is most likely to grow in the first two-to-five years. The focus areas are divided into three categories.

**The first category** includes three focus areas that are already on a clear path to successful growth. Pinnacle Park Expansion builds around Pinnacle Park and adds a core project in The Canyon at Oak Cliff, a mixed-use development that will add additional retail, office, and residential growth to the area. North Oak Cliff centers around the successful regional attraction of the Bishop Arts District, linked to the CBD by the Dallas Streetcar, and the rejuvenation of Jefferson Boulevard. The Greater Downtown / Cedars area includes the iconic South Side on Lamar project, the Kay Bailey Hutchison Convention Center, the redevelopment of the newly-privatized Dallas Farmers Market, and the Cedars West area located along Riverfront Boulevard near the proposed Texas Central Railway high-speed rail station.

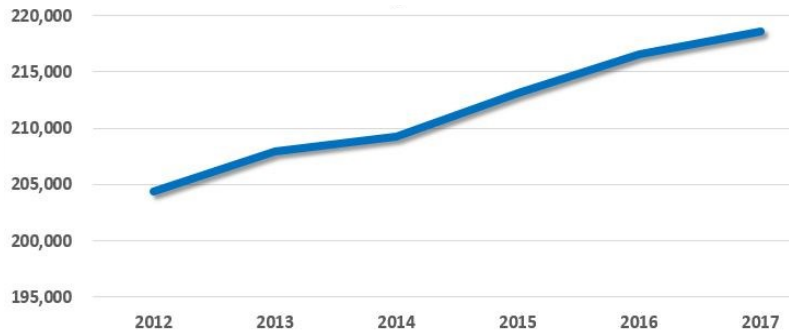
**The second category** is comprised of areas that have anchors in place and that are about to attract large-scale private development. The Education Corridor / International Inland Port of Dallas (IIPOD) has two such anchors: the growing University of North Texas at Dallas campus and the IIPOD, a multi-jurisdictional industrial and warehousing district. The Red Bird neighborhood is building around Dallas Executive Airport and Southwest Center Mall. The West Dallas Gateway, at the foot of the new Margaret Hunt Hill Bridge, has the burgeoning Trinity Groves project and has seen considerable new multi-family construction.

**The third category** includes two areas where major public investments are leading the way, with increased private market demand anticipated in the near future. The Lancaster Corridor has two core investment areas: the Lancaster Urban Village, recently completed with substantial public investment, and the Lancaster-Kiest Shopping Center area. The DART Green Line area saw the arrival of light rail in 2011, providing new access points in a multitude of neighborhoods stretching from Fair Park to Pleasant Grove.



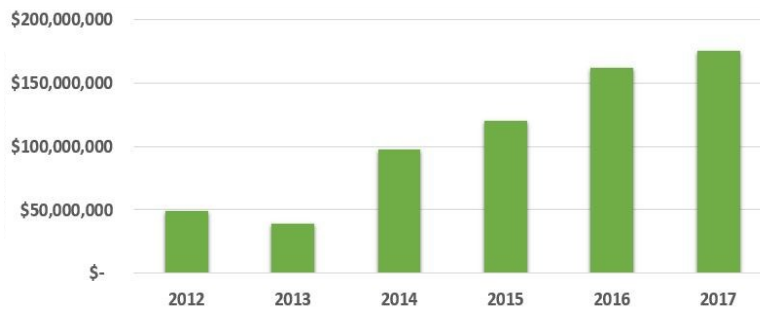
## Notable Overall Trends

**Population Trend: 2012-2017**



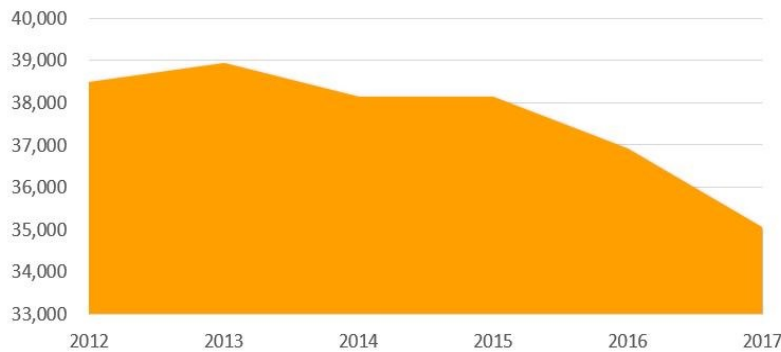
There has been a steady population increase even as new developments attracted smaller households in some areas. All together the focus areas have added 14,221 residents since 2012.

**Residential Investment: 2012-2017**



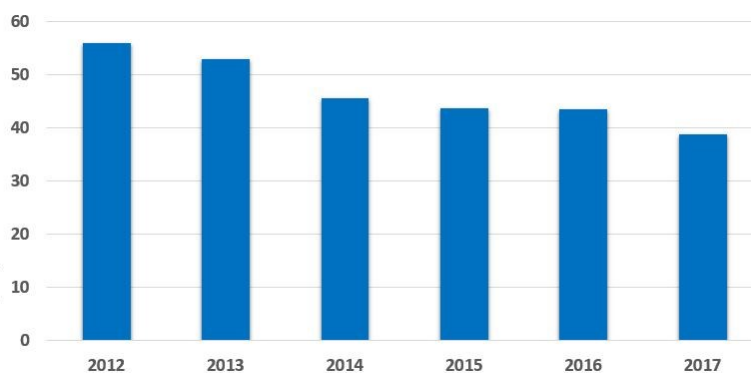
Residential investment has increased over two-and-a-half times since 2012. This has been accompanied by a healthy increase in median home sales price.

**Public School Enrollment: 2012-2017**



Public school enrollment has declined while the school-aged population has increased. Although families are moving into the area, many are opting out of the public school system.

**Property Crime Rates: 2012-2017**



There has been a significant decline in property crime per thousand residents although violent crime rates have increased marginally.

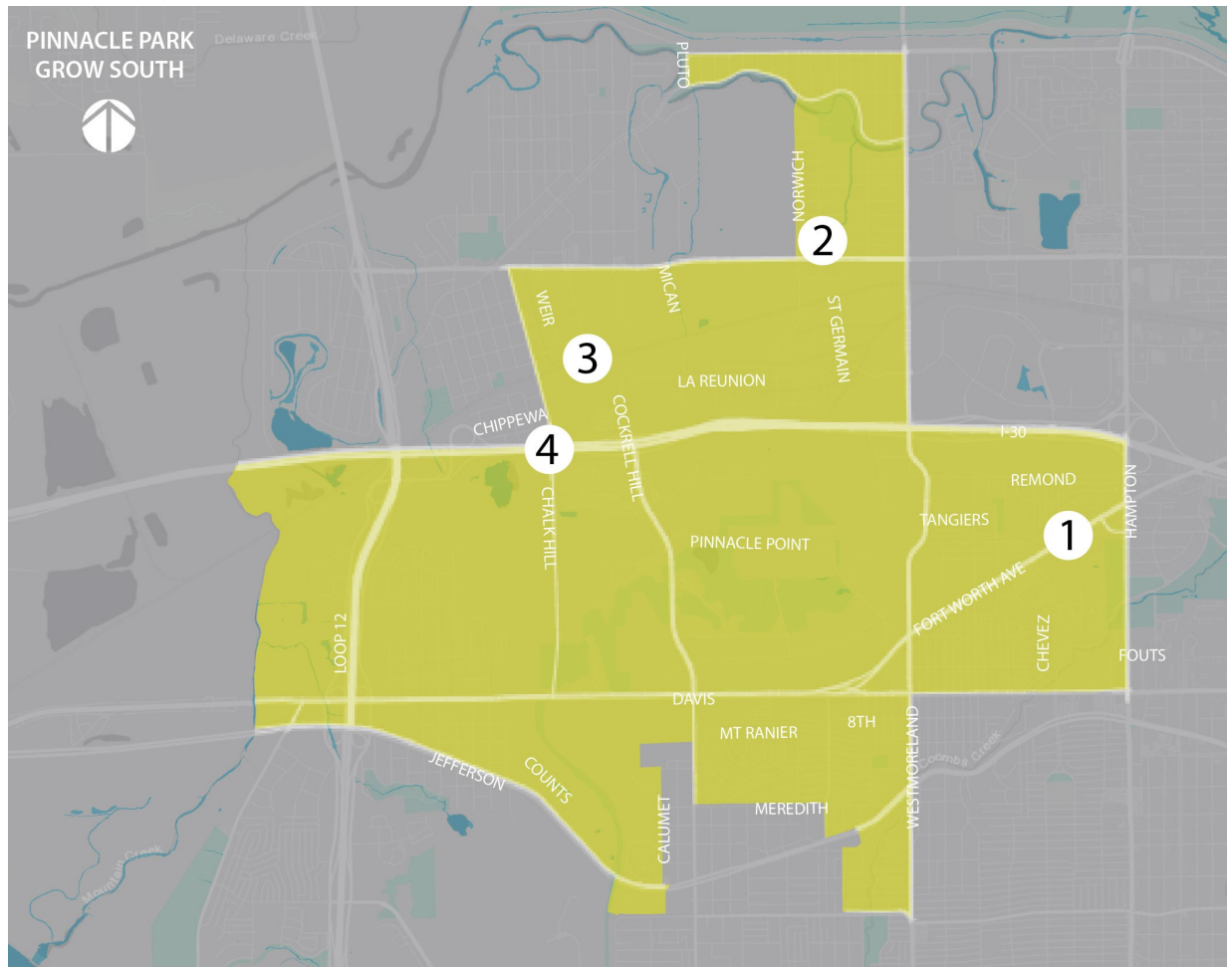


Measure	2012	2017	Change 2012-17
<b>Measures of Commitment</b>			
<b>Population:</b> Are people staying or leaving?	204,342	218,564	+14,224
<b>Public School Enrollment:</b> Are parents enrolling their children in local public schools?	38,479	35,046	-3,433
<b>Residential Investment:</b> Are residents and property owners investing in the community?	\$49.43 M	\$175.63 M	+\$126.2 M
<b>Median Home Sales Price:</b> Are the prices of homes going up?	\$63,000	\$155,000	+\$92,000
<b>Real Property Taxable Value:</b> Are properties appreciating in value across the focus area?	\$4,543 M	\$6,713 M	+2,170 M
<b>Measures of Resilience</b>			
<b>Percentage of Residents with a Bachelor Degree or Higher:</b> Is the work force getting better educated?	9.7%	10.0%	+0.3%
<b>Public High School Graduation Rate:</b> Are high schools graduating local children?	78.1%	85.3%	+7.2%
<b>Per Capita Income:</b> Are area residents earning enough to sustain local businesses?	\$13,556	\$16,800	+\$3,244
<b>Labor Force Participation:</b> Are more people opting to work?	59.3%	59.8%	+0.5%
<b>Measures of Amenities</b>			
<b>Property Crimes per 1,000 Residents:</b> Is personal property safe?	55.83	38.65	-17.18
<b>Violent Crimes per 1,000 Residents:</b> Are people safe in their homes and in the neighborhood?	12.03	14.66	+2.63
<b>School Performance:</b> Are local schools an attractive asset providing quality education to local students? *2013 data was used due to unavailability of 2012 data	-4.5%*	-1.9%	+2.6%



ALL FOCUS AREAS

# PINNACLE PARK EXPANSION 1



## Pinnacle Park Expansion 2017-18 Development Highlights

1. Lincoln Kessler Park Apartments was completed in September 2017 with 299 residential units and an investment of \$30 million.
2. Eagle Ford Gardens saw the completion of 20 new single family homes concentrated west of Westmoreland Road, with costs ranging from \$100,000 to \$200,000.
3. The 103-room **Residence Inn at The Canyon by Marriott** was completed in March 2018, a \$15.8 million investment with a \$5 million EB-5 Loan from the City of Dallas.
4. The new **Chalk Hill Distribution Center** was completed in December 2017 and has been leased. This 518,000 square foot project saw a \$10 million investment and received an eight-year tax abatement from the City of Dallas.



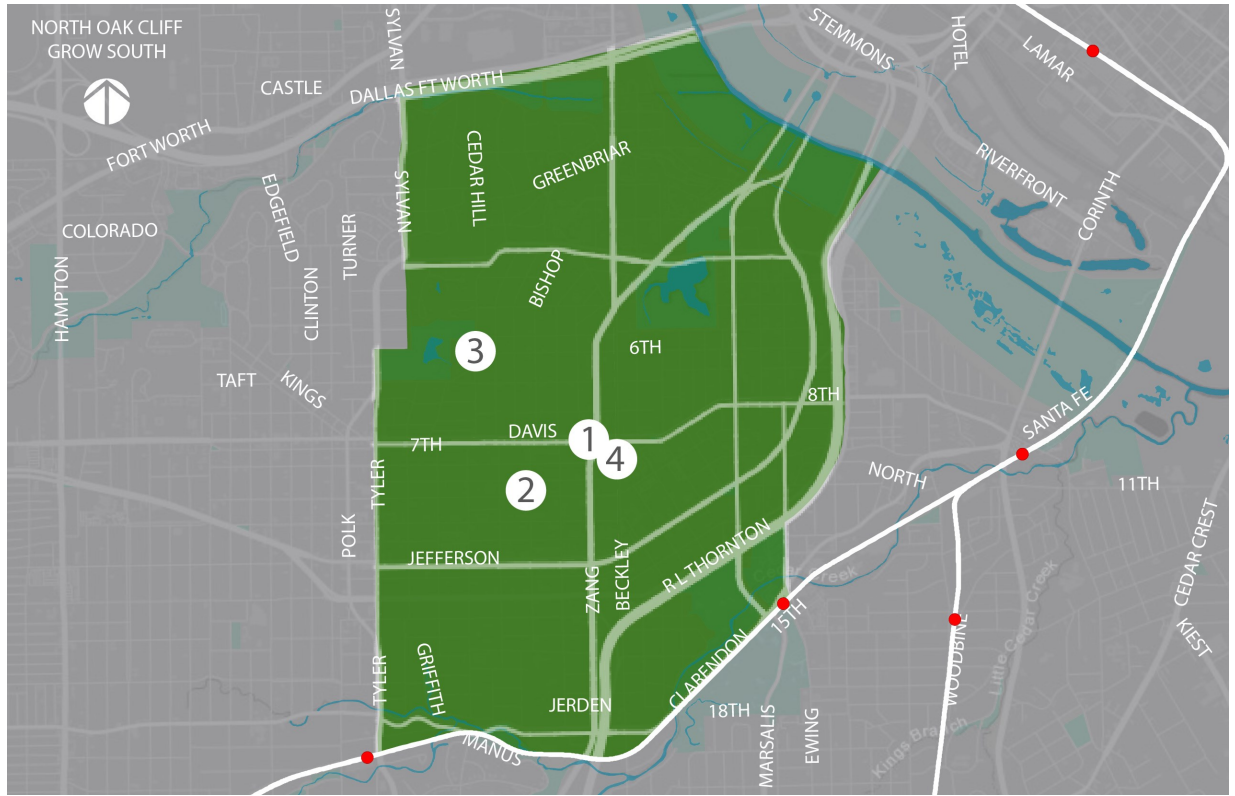
Measure	2012	2017	Change 2012-17
<b>Measures of Commitment</b>			
<b>Population:</b> Are people staying or leaving?	23,688	25,525	+1,837
<b>Local Public School Enrollment:</b> Are parents enrolling their children in local public schools?	5,006	4,359	-647
<b>Residential Investment:</b> Are residents and property owners investing in the community?	\$11.95 M	\$6.47 M	-\$5.48 M
<b>Median Home Sales Price:</b> Are the prices of homes going up?	\$59,500	\$170,500	+\$111,000
<b>Real Property Taxable Value:</b> Are properties appreciating in value across the focus area?	\$835 M	\$1,205 M	+\$370 M
<b>Measures of Resilience</b>			
<b>Percentage of Residents with a Bachelor Degree or Higher:</b> Is the work force getting better educated?	7.8%	7.7%	-0.1%
<b>Public High School Graduation Rate:</b> Are high schools graduating local children?	85.0%	90.7%	+5.7%
<b>Per Capita Income:</b> Are area residents earning enough to sustain local businesses?	\$12,824	\$15,289	+\$2,465
<b>Labor Force Participation:</b> Are more people opting to work?	64.5%	66.0%	+1.5%
<b>Measures of Amenities</b>			
<b>Property Crimes per 1,000 Residents:</b> Is personal property safe?	64.70	35.26	-29.44
<b>Violent Crimes per 1,000 Residents:</b> Are people safe in their homes and out in the neighborhood?	7.76	6.31	-1.45
<b>School Performance:</b> Are local schools an attractive asset providing quality education to local students? <small>*2013 data was used due to unavailability of 2012 data</small>	-0.6%	3.9%	+4.5%

### Notable Trends:

- Pinnacle Park Expansion saw a very small increase in population in 2017. Growth in housing units and an increase in average household size was tempered by an increase in housing vacancy rate.
- Residential investment increased in 2017 after several years of under investment, although investment was still low compared to the peak year in 2012.
- Pinnacle Park Expansion experienced a substantial decline in property crime and a modest decline in violent crime.



# NORTH OAK CLIFF 2



## North Oak Cliff 2017-18 Development Highlights

1. Substantial progress was made on the **Bishop Arts Station** mixed use project at the end of the Oak Cliff Streetcar line, with 216 apartments and 27,000 square feet of retail. This \$26.6 million project received a \$11.3 million TIF grant from the City of Dallas.
2. Construction commenced on Bishop Arts Phase 1, a 140 unit mixed-use development with 30,000 square feet of retail and a 20,000 square foot art garden. This project received a \$11.25 million TIF grant from the City of Dallas.
3. 19 new single family homes in the \$300,000 range were constructed by PSW homes in a new subdivision at **Bishop Heights** near Kidd Springs Park.
4. A 10,000 square foot CVS Pharmacy was completed in 2017 at Davis Street and Zang Boulevard.



Measure	2012	2017	Change 2012-17
<b>Measures of Commitment</b>			
<b>Population:</b> Are people staying or leaving the community?	20,828	19,731	-1,097
<b>Local Public School Enrollment:</b> Are parents enrolling their children in local public schools?	4,686	4,368	-318
<b>Residential Investment:</b> Are residents and property owners investing in the community?	\$3.41 M	\$9.60 M	+\$6.19 M
<b>Median Home Sales Price:</b> Are the prices of homes going up?	\$156,000	\$325,000	+\$169,000
<b>Real Property Taxable Value:</b> Are properties appreciating in value across the focus area?	\$597 M	\$954 M	+\$357 M
<b>Measures of Resilience</b>			
<b>Percentage of Residents with a Bachelor Degree or Higher:</b> Is the work force getting better educated?	11.6%	17.9%	+6.3%
<b>Public High School Graduation Rate:</b> Are high schools graduating local children?	82.6%	89.0%	+6.4%
<b>Per Capita Income:</b> Are area residents earning enough to sustain local businesses?	\$16,277	\$22,867	+\$6,590
<b>Labor Force Participation:</b> Are more people opting to work?	66.3%	70.4%	+4.1%
<b>Measures of Amenities</b>			
<b>Property Crimes per 1,000 Residents:</b> Is personal property safe?	49.61	40.34	-9.27
<b>Violent Crimes per 1,000 Residents:</b> Are people safe in their homes and out in the neighborhood?	10.61	12.42	+1.81
<b>School Performance:</b> Are local schools an attractive asset providing quality education to local students? <small>*2013 data was used due to unavailability of 2012 data</small>	-1.5%	4.4%	+5.9%

### Notable Trends:

- Despite a modest increase in housing units in 2017, North Oak Cliff saw continued decline in population, due to reduction in average household size.
- North Oak Cliff continued the trend since 2012 of increase in percentage of college-educated adults, registering the highest increase (14.2%) among the focus areas in 2017.
- There was a decline in public school enrollment in North Oak Cliff coinciding with a decline in school-aged population.
- There was a decrease in residential investment and median home sales price in 2017, after several years of high investment.



## Greater Downtown / Cedars 2017-18 Development Highlights

1. The 240-unit Harvest Lofts in Farmers Market was completed in January 2017 with a project cost of \$45.6 Million and a City investment of over \$17 Million .
2. Renovation of Butler Brothers Building was completed in May 2017, with a project cost of \$120 million including \$21 million Historic Tax Credits.
3. Redevelopment of the **Lorenzo Hotel** was completed in the Cedars in January 2017. The 220-room hotel had a total investment of \$34 million and was supported by a TIF grant of \$2.3 million.





Measure	2012	2017	Change 2012-17
<b>Measures of Commitment</b>			
<b>Population:</b> Are people staying or leaving the community?	5,443	7,906	+2,463
<b>Local Public School Enrollment:</b> Are parents enrolling their children in local public schools?	327	475	+148
<b>Residential Investment:</b> Are residents and property owners investing in the community?	\$6.23 M	\$72.30 M	+66.07 M
<b>Median Home Sales Price:</b> Are the prices of homes going up?	\$217,000	\$381,636	+\$164,636
<b>Real Property Taxable Value:</b> Are properties appreciating in value across the focus area?	\$633 M	\$1,260 M	+\$627 M
<b>Measures of Resilience</b>			
<b>Percentage of Residents with a Bachelor Degree or Higher:</b> Is the work force getting better educated?	40.3%	34.6%	-5.7%
<b>Public High School Graduation Rate:</b> Are high schools graduating local children?	79.9%	79.3%	-0.6%
<b>Per Capita Income:</b> Are area residents earning enough to sustain local businesses?	\$31,212	\$43,743	\$12,531
<b>Labor Force Participation:</b> Are more people opting to work?	81.8%	76.3%	-5.5%
<b>Measures of Amenities</b>			
<b>Property Crimes per 1,000 Residents:</b> Is personal property safe?	138.66	60.90	-77.76
<b>Violent Crimes per 1,000 Residents:</b> Are people safe in their homes and out in the neighborhood?	27.77	18.75	-9.02
<b>School Performance:</b> Are local schools an attractive asset providing quality education to local students? *2013 data was used due to unavailability of 2012 data	0.8%	-10.3%	-11.1%

### Notable Trends:

- Greater Downtown/Cedars has seen the highest percentage increase in population since 2012 among the focus areas as it continues to attract new residents, mostly households without children.
- There was a slow-down in residential investment in 2017 after several years of high investment, although investment was still high compared to 2012.
- Greater Downtown/Cedars has seen a substantial decline in property crime and a notable reduction in violent crime.

# EDUCATION CORRIDOR / IPOD 4



## Education Corridor / IPOD 2017-18 Development Highlights

1. There were significant concentrations of new single family infill homes in the Runyan Springs neighborhood and the Cigarette Hill neighborhood with costs ranging from \$100,000 to \$150,000.
2. There was a significant concentration of new single family homes built by **Habitat for Humanity in the Joppa Neighborhood** with costs ranging from \$100,000 To \$150,000.
3. The new **LogistiCenter** was completed in September 2017 with 600,000 square feet of industrial warehouse space. This \$19 million project was facilitated by \$1.3 million grant from the City of Dallas for street construction and a 10-year 90% real property tax abatement.



Measure	2012	2017	Change 2012-17
<b>Measures of Commitment</b>			
<b>Population:</b> Are people staying or leaving the community?	24,705	25,847	+1,142
<b>Local Public School Enrollment:</b> Are parents enrolling their children in local public schools?	1,571	3,685	+2,114
<b>Residential Investment:</b> Are residents and property owners investing in the community?	\$16.03 M	\$7.53 M	-\$8.5 M
<b>Median Home Sales Price:</b> Are the prices of homes going up?	\$42,513	\$119,900	+\$77,387
<b>Real Property Taxable Value:</b> Are properties appreciating in value across the focus area?	\$434 M	\$458 M	+\$24 M
<b>Measures of Resilience</b>			
<b>Percentage of Residents with a Bachelor Degree or Higher:</b> Is the work force getting better educated?	11.2%	8.1%	-3.1%
<b>Public High School Graduation Rate:</b> Are high schools graduating local children?	79.3%	74.5%	-4.8%
<b>Per Capita Income:</b> Are area residents earning enough to sustain local businesses?	\$13,387	\$15,316	+\$1,929
<b>Labor Force Participation:</b> Are more people opting to work?	48.0%	53.7%	+5.7%
<b>Measures of Amenities</b>			
<b>Property Crimes per 1,000 Residents:</b> Is personal property safe?	49.76	46.93	-2.83
<b>Violent Crimes per 1,000 Residents:</b> Are people safe in their homes and out in the neighborhood?	12.53	20.04	+7.51
<b>School Performance:</b> Are local schools an attractive asset providing quality education to local students?	-4.3%	-7.3%	-3.0%

\*2013 data was used due to unavailability of 2012 data

### Notable Trends:

- The Education Corridor has seen a steady increase in population since 2012. Despite modest growth in housing units and reduction in vacancy rate, population declined slightly in 2017 due to reduction of average household size.
- There was an increase in school enrollment despite a decline in school-aged population.
- Although Education Corridor saw a decline in residential investment in 2017 compared to 2016 and 2012, investment was still significantly up compared to 2013 through 2015.
- The area has seen an overall decline in the percentage of college-educated adults since 2012. In 2017 this decline was the second highest among all focus areas.





## Red Bird 2017-18 Development Highlights

1. The Phase III extension of Runway 13/31 and Taxiway B at Dallas Executive Airport began in October of 2017. This project, undertaken by TXDOT aviation and the Aviation Department has a contract value of over \$7.2 million.
2. In May 2017, Starbucks Corporation announced a new 2,550 square foot store to be opened at Red Bird Mall in mid 2018, with an investment of \$1.55 million.
3. City Council approved mixed use zoning for the **Red Bird shopping mall** site in February 2018. The Red Bird mall project, initiated by Peter Brodsky in partnership with Corinth Properties, involves redevelopment of the existing the 78-acre mall site into a mixed-use development including commercial, residential and office.



Measure	2012	2017	Change 2012-17
<b>Measures of Commitment</b>			
<b>Population:</b> Are people staying or leaving the community?	22,744	25,744	+3,000
<b>Local Public School Enrollment:</b> Are parents enrolling their children in local public schools?	3,396	3,442	+46
<b>Residential Investment:</b> Are residents and property owners investing in the community?	\$1.96 M	\$2.41 M	+0.45 M
<b>Median Home Sales Price:</b> Are the prices of homes going up?	\$75,000	\$160,000	+\$85,000
<b>Real Property Taxable Value:</b> Are properties appreciating in value across the focus area?	\$621 M	\$788 M	+\$167 M
<b>Measures of Resilience</b>			
<b>Percentage of Residents with a Bachelor Degree or Higher:</b> Is the work force getting better educated?	19.8%	17.4%	-2.4%
<b>Public High School Graduation Rate:</b> Are high schools graduating local children?	74.0%	87.4%	13.4%
<b>Per Capita Income:</b> Are area residents earning enough to sustain local businesses?	\$19,333	\$20,112	+\$779
<b>Labor Force Participation:</b> Are more people opting to work?	65.9%	60.8%	-5.1%
<b>Measures of Amenities</b>			
<b>Property Crimes per 1,000 Residents:</b> Is personal property safe?	70.55	42.69	-27.86
<b>Violent Crimes per 1,000 Residents:</b> Are people safe in their homes and out in the neighborhood?	12.01	14.37	+2.36
<b>School Performance:</b> Are local schools an attractive asset providing quality education to local students? *2013 data was used due to unavailability of 2012 data	-9.0%	-11.0%	-2.0%

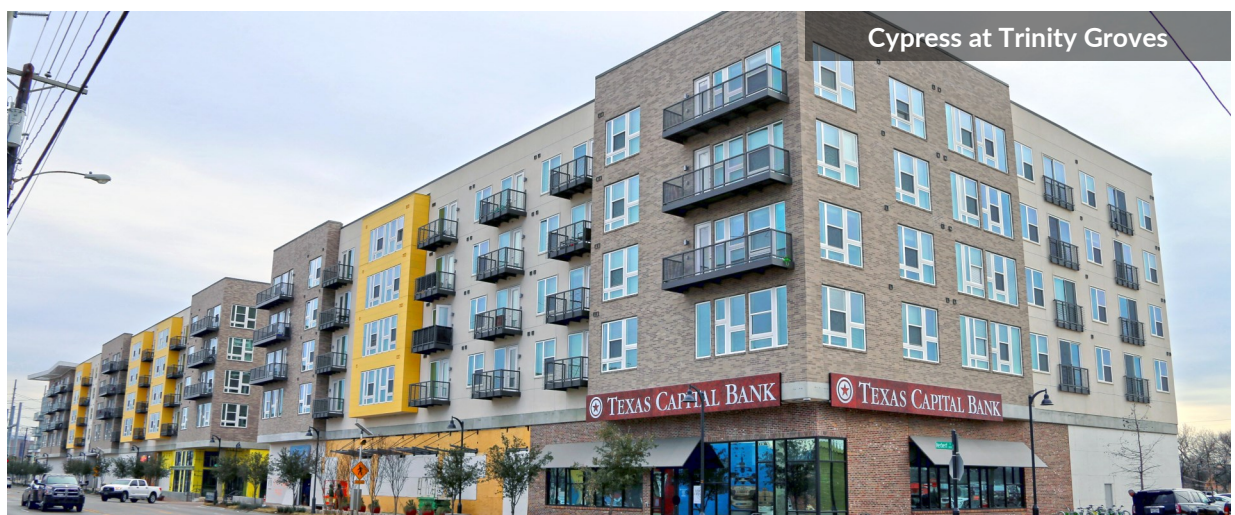
### Notable Trends:

- Red Bird saw a 4.8% increase in population in 2017, fed by new housing construction, reduced vacancy rates and increased average household size.
- Redbird saw an increase in school enrollment in line with a school-aged population increase.
- Redbird saw a modest 3.1% residential investment increase in 2017, the smallest gain among focus areas, accounted for primarily by single family home renovations.
- Redbird saw a modest gain of 8.5% in the percentage of college-educated adults in 2017, although the overall trend since 2012 has been downwards.



## West Dallas Gateway 2017-18 Development Highlights

1. The 340-unit Alexan West Dallas was completed in April 2017 by Trammell Crow Residential.
2. The **Cypress at Trinity Groves** with 349 residential units and 33,000 square feet of retail was substantially advanced through construction. This project involved \$58 million of private investment with a City TIF investment of \$14 million.
3. There was a significant amount of new single family development scattered throughout West Dallas Gateway with some notable clusters:
  - a) 4 homes at Wickmere Mews in the \$500,000 range
  - b) 19 homes on Tea Olive Ln, Manacor Ln and Yellow Jasmine ranging in price from \$100,000 to \$200,000 range
  - c) 7 Habitat for Humanity homes on Muncie in the \$150,000 range

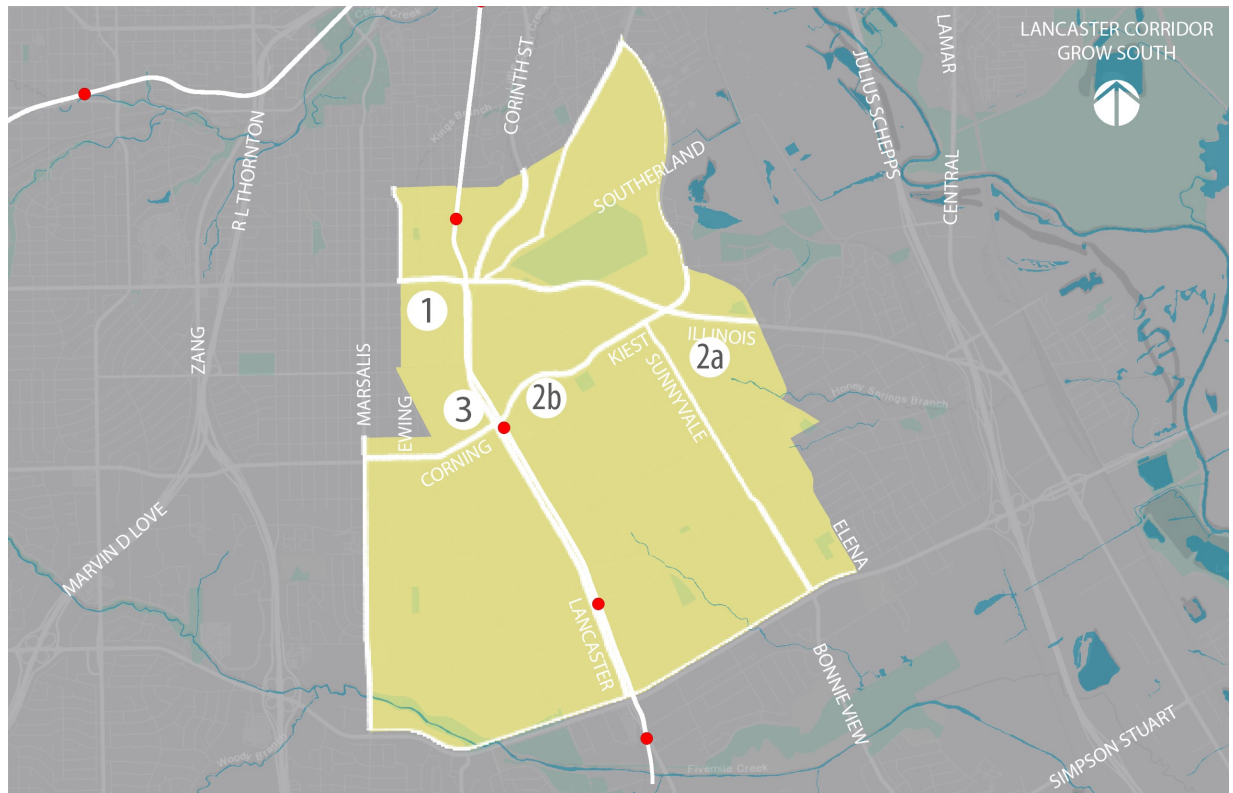




Measure	2012	2017	Change 2012-17
<b>Measures of Commitment</b>			
<b>Population:</b> Are people staying or leaving the community?	14,582	15,212	+630
<b>Local Public School Enrollment:</b> Are parents enrolling their children in local public schools?	5,558	2,600	-2,958
<b>Residential Investment:</b> Are residents and property owners investing in the community?	\$3.73M	\$46.32 M	+\$42.59 M
<b>Median Home Sales Price:</b> Are the prices of homes going up?	\$88,950	\$147,000	+\$58,050
<b>Real Property Taxable Value:</b> Are properties appreciating in value across the focus area?	\$317 M	\$680 M	+\$363 M
<b>Measures of Resilience</b>			
<b>Percentage of Residents with a Bachelor Degree or Higher:</b> Is the work force getting better educated?	7.3%	7.7%	+0.4%
<b>Public High School Graduation Rate:</b> Are high schools graduating local children?	71.4%	83.3%	+11.9%
<b>Per Capita Income:</b> Are area residents earning enough to sustain local businesses?	\$9,753	\$13,183	+\$3,430
<b>Labor Force Participation:</b> Are more people opting to work?	58.9%	56.4%	-2.5%
<b>Measures of Amenities</b>			
<b>Property Crimes per 1,000 Residents:</b> Is personal property safe?	46.55	35.43	-11.12
<b>Violent Crimes per 1,000 Residents:</b> Are people safe in their homes and out in the neighborhood?	9.56	12.36	+2.8
<b>School Performance:</b> Are local schools an attractive asset providing quality education to local students? <small>*2013 data was used due to unavailability of 2012 data</small>	-11.7%	-10.8%	+0.9%

### Notable Trends:

- West Dallas Gateway saw a moderate increase in population in 2017 with an increase in housing units tempered by a reduction in average household size.
- The area saw the largest decline (-27%) in public school enrollment among the focus areas in 2017.
- There was a very significant increase in residential investment in 2017, continuing a trend that started in 2015.
- The area saw a small decline in median home sales price in 2017, after a very significant increase in 2016.



## Lancaster Corridor 2017-18 Development Highlights

1. **A significant number of new single family infill homes** were built on scattered sites through out the Lancaster Corridor in 2017, ranging in value from \$100,000 to \$250,000.
2. There were two significant multifamily renovations of roughly one million dollars each:
  - a) "Peoples El Shaddai Village", located at 2836 East Overton Road.
  - b) The "St James Manor Apartments", located at 3119 Easter Avenue
3. A new 10,000 square foot, two-story retail and office building was completed at 3115 Lancaster Road, which includes a T-Mobile, a donut shop, a tax office, and an attorney's office.



Measure	2012	2017	Change 2012-17
<b>Measures of Commitment</b>			
<b>Population:</b> Are people staying or leaving the community?	25,840	29,425	+3,585
<b>Local Public School Enrollment:</b> Are parents enrolling their children in local public schools?	5,219	4,219	-1,000
<b>Residential Investment:</b> Are residents and property owners investing in the community?	\$2.22 M	\$11.69 M	+\$9.47 M
<b>Median Home Sales:</b> Are the prices of homes going up?	\$25,000	\$99,900	+\$74,900
<b>Real Property Values:</b> Are properties appreciating in value across the focus area?	\$307 M	\$385 M	+\$78 M
<b>Measures of Resilience</b>			
<b>Percentage of Residents with a Bachelor Degree or Higher:</b> Is the work force getting better educated?	5.0%	6.2%	+1.2%
<b>Public High School Graduation Rate:</b> Are high schools graduating local children?	80.4%	75.8%	-4.6%
<b>Per Capita Income:</b> Are area residents earning enough to sustain local businesses?	\$12,652	\$12,820	+\$168
<b>Labor Force Participation:</b> Are more people opting to work?	48.8%	51.6%	+2.8%
<b>Measures of Amenities</b>			
<b>Property Crimes per 1,000 Residents:</b> Is personal property safe?	51.08	33.20	-17.88
<b>Violent Crimes per 1,000 Residents:</b> Are people safe in their homes and out in the neighborhood?	12.90	17.84	+4.94
<b>School Performance:</b> Are local schools an attractive asset providing quality education to local students? <small>*2013 data was used due to unavailability of 2012 data</small>	-6.0%	-3.2%	+2.8%

### Notable Trends:

- Lancaster Corridor population increased by 1.6% in 2017, facilitated by new housing construction, reduced vacancy rates and increased household size. This represented a continuation of a steady trend since 2012.
- Lancaster Corridor saw a significant gain (216%) in residential investment in 2017 as a result of two significant apartment renovations and new construction of single family infill units.
- Lancaster Corridor saw the highest percentage gain (64%) in median home sales price among focus areas in 2017.





## DART Green Line 2017-18 Development Highlights

1. The new Briarwood Heights residential subdivision saw construction of 49 homes with costs ranging from \$200,000 to \$250,000.
2. **Buckner Plaza**, redevelopment of a blighted commercial center with retail, restaurant and office uses, was completed in January 2017, with a \$2.2 million project cost and a City investment of \$225,000.
3. The **Cristo Rey High School** improvements, which included 15 classrooms and state-of-the-art science labs, were completed in August 2017, with a \$7 million New Market Tax Credit allocation from the Dallas Development Fund.
4. The Trinity Forest Golf Club was completed in May 2018 in time for hosting the Byron Nelson Golf Tournament.



Measure	2012	2017	Change 2012-17
<b>Measures of Commitment</b>			
<b>Population:</b> Are people staying or leaving the community?	66,512	69,174	+2,662
<b>Local Public School Enrollment:</b> Are parents enrolling their children in local public schools?	12,716	11,898	-818
<b>Residential Investment:</b> Are residents and property owners investing in the community?	\$3.88 M	\$19.30 M	+\$15.42 M
<b>Median Home Sales Price:</b> Are the prices of homes going up?	\$35,100	\$119,900	+\$84,800
<b>Real Property Taxable Value:</b> Are properties appreciating in value across the focus area?	\$801 M	\$982 M	+\$181 M
<b>Measures of Resilience</b>			
<b>Percentage of Residents with a Bachelor Degree or Higher:</b> Is the work force getting better educated?	4.6%	4.2%	-0.4%
<b>Public High School Graduation Rate:</b> Are high schools graduating local children?	78.6%	88.4%	+9.8%
<b>Per Capita Income:</b> Are area residents earning enough to sustain local businesses?	\$10,853	\$12,348	+\$1,495
<b>Labor Force Participation:</b> Are more people opting to work?	58.9%	56.7%	-2.2%
<b>Measures of Amenities</b>			
<b>Property Crimes per 1,000 Residents:</b> Is personal property safe?	49.18	33.65	-15.53
<b>Violent Crimes per 1,000 Residents:</b> Are people safe in their homes and out in the neighborhood?	12.67	14.86	+2.19
<b>School Performance:</b> Are local schools an attractive asset providing quality education to local students?	-3.4%	0.8%	+4.2%

\*2013 data was used due to unavailability of 2012 data

### Notable Trends:

- DART Green Line saw a very modest (1.2%) increase in population in 2017. An increase in housing units and a reduction in vacancy rates was tempered by a decline in average household size.
- The area saw the second highest percentage gain (136%) in residential investment in 2017 among the focus areas, fed primarily by significant clusters of new single family home construction.
- DART Green Line saw the second highest percentage gain (52%) in median home sales price in 2017 among the focus areas.
- There has been an overall decline in the percentage of college-educated adults since 2012. In 2017 the decline was the highest among all focus areas at -8.3%.

## Methodology

This report primarily features 12 selected indicators related to the goal of creating vibrant and healthy neighborhoods. It uses 2012 as the base year and reports on change that has occurred since, in order to focus on longer term trends rather than year-to-year fluctuations. Three broad qualities are used to group the indicators - commitment, resilience and amenities.

Measures of commitment examine whether residents are moving in and staying in the neighborhood, if the residents are participating in the public school system, and if investment is occurring in residential improvements.

Measures of resilience examine the economic and social qualities of the neighborhood to determine its ability to grow and thrive in the face of challenges. These include educational attainment levels of residents, per capita income, and labor force participation.

Measures of amenities look at the qualities and assets of the area that attract investment. These include property and violent crime rates as well as school performance.

## Data Limitations

U.S. Census Bureau American Community Survey (ACS) - ACS data is reported at the census tract level based on a five-year rolling sample. Unlike the decennial Census, the ACS only surveys approximately 30% of the population in a given census tract in a given year and in each year only 20% of the sample rolls over on an annual basis. The presented data represents the average value for the five year period. The base year of the indicators uses 2007-2011 five-year averages, while this edition reports 2012-16 averages. The rolling sample methodology limits short-term comparability and should be used with caution. For simplification purposes in this report, the data are presented without the margin of error;

Education Data - All education measures should be used with caution. In this report, “public school” refers to non-magnet general enrollment, Dallas Independent School District schools, and includes public charter schools. Dallas ISD attendance zone boundaries do not perfectly match the focus area census tract boundaries. Attendance zones were assigned to a focus area if a majority of their geography lies within the focus area census tracts. Graduation rates and school performance rates were calculated for focus areas using weighted averages of school rates based on each school’s enrollment. In instances where graduation rates for individual schools were not reported for all years, these schools were excluded for the calculation.

Real Property Taxable Value - These data are sourced from the certified tax rolls reported by the various appraisal districts and compiled by the City of Dallas Enterprise GIS group. Note that at the time of the tax roll certification the appraisal districts do not report values for properties that are under unresolved appraisal protest. As a result the total real property taxable values reported for each focus area are undercounted. This undercount varies depending on the number and value of the properties under protest in each focus area.



## Measures of Commitment

- Population - U.S. Census Bureau American Community Survey, 2012-16 five-year estimate, focus area census tracts
- Public School Enrollment - Texas Education Agency, 2016-17 School Year, public non-magnet schools located in focus area census tracts
- Residential Investment - City of Dallas Department of Sustainable Development & Construction, calendar year 2017 residential building permits completed in focus area census tracts
- Median Home Sales Price - North Texas Real Estate Information Systems, compiled by Residential Strategies Incorporated for focus area census tracts
- Real Property Taxable Values - Dallas Central Appraisal District, 2017 Certified Values, focus area properties

## Measures of Resilience

- Percentage of Residents with a Bachelors Degree or Higher - U.S. Census Bureau American Community Survey, 2012-16 five-year estimate, focus area census tracts
- Public High School Graduation Rate - Texas Education Agency, 2016-17 school year, public non-magnet high schools assigned based on attendance zones matched to focus area boundary
- Per Capita Income - U.S. Census Bureau American Community Survey, 2012-16 five-year estimate, focus area census tracts
- Labor Force Participation - U.S. Census Bureau American Community Survey, 2012-16 five-year estimate, focus area census tracts

## Measures of Amenities

- Property Crimes Per 1,000 Residents - Dallas Police Department crime reporting, calendar year 2017, focus area census tracts
- Violent Crimes Per 1,000 Residents - Dallas Police Department crime reporting, calendar year 2017, focus area census tracts
- School Performance - The School Performance measure, previously based on the Texas Education Agency's annual school rankings, is now based on analysis provided by The Commit! Partnership, a Dallas-based non-profit dedicated to supporting public education. The data measures school performance on standardized testing relative to the percentage of the student body qualifying for the Free or Reduced Lunch (FRL) program and relative to all public schools in Dallas County. Elementary, middle and high schools are all measured individually, and includes only neighborhood schools, and excludes magnet schools. Starting with the 2014 edition, the End of Course (EOC) exams taken by students in middle school, previously included in that feeder pattern's high school score, have been removed. The City of Dallas then aggregates the data into a weighted average for each Focus Area, based on each school's enrollment as reported to the Texas Education Agency. A positive score indicates that, on average, the schools in the focus area outperform schools with similar socioeconomic profiles on standardized testing, while a negative score indicates the schools underperform on a relative basis. Scores for this report are calculated for the 2016-17 school year.