

# Memorandum



CITY OF DALLAS

DATE December 22, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **Dallas Housing Policy 2033 – Selecting Equity Strategy Target Areas**

This memorandum will provide information regarding the status of the selection of Equity Strategy Target Areas as outlined in Pillar 1 of Dallas Housing Policy 2033 (DHP33) for the Department of Housing & Neighborhood Revitalization (Housing) that was adopted in April 2023.

On May 9, 2023, TDA Consulting was contracted to assist with the implementation of DHP33, including:

- Building a community engagement strategy
- Developing an inclusive Housing Task Force
- Assisting in developing Equity Strategy Target Areas and a plan for interdepartmental coordination
- Refining the programs offered

TDA Consulting and Housing staff launched a community engagement initiative to seek input from residents on housing needs in their communities. On November 3, 2023, Housing released a Friday memo detailing the community engagement efforts underway (attached). TDA Consulting conducted an analysis using the 2023 Market Value Analysis (MVA) from the Reinvestment Fund and the City of Dallas Racial Equity Atlas to form a Housing Equity Index. Data available from other City Departments, including DWU unserved areas, potential infrastructure investment, planning area boundaries, and TIF Districts, were overlaid to identify 11 clusters across the City for potential target areas.

This round of community engagement was part of an ongoing effort to provide information on the creation and implementation of DHP33 and was conducted between November 9, 2023, and December 15, 2023, in English and Spanish through mixed media educational materials and flyers, a survey, and in-person and virtual events. This included:

- A Telephone Town Hall event attended by 3,192 residents.
- A virtual kick-off meeting and two in-person meetings reaching over 50 people.
- A digital Housing and Community Needs Survey with over 600 responses.
- Individual Focus Group sessions with roughly 60 stakeholders, including community development corporations, developers, senior and special needs groups, neighborhood associations, environmental and sustainability advocates, Latinx and immigrant service providers, nonprofits, and housing advocates.

Though nearly 4,000 contacts were made, common housing needs and geographic areas of concern repeatedly resurfaced. Below are some of the highlights of the trends heard through community engagement:

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- City-wide construction of new for-sale units and homebuyer assistance were identified as the most needed housing investments. Residents in more built-out communities sought support for rental assistance and housing preservation.
- South and Southeast sections of Dallas were consistently identified as areas of concern and opportunity for investment in affordable housing.
- Several areas throughout the City, including West Dallas, were repeatedly identified as areas needing coordinated anti-displacement strategies.
- Infrastructure improvements, utility access and upgrades, and transportation were identified as other community investments the Housing Department should align housing investments with.

Currently, Housing is working closely with TDA Consulting as they analyze the feedback received during the community engagement period.

On January 22, 2024, TDA Consulting and Housing will brief Housing and Homelessness Solution Committee (HHSC) to present the selected target areas, key takeaways from community engagement, and outline the next steps for implementing DHP33, including the process to form a new Housing Task Force, plan for continued community engagement in the selected target areas, and the city-wide strategy for housing activity and investment.

Should you have any questions or require any additional information, please contact Cynthia Rogers-Ellickson, Director (I), Department of Housing & Neighborhood Revitalization at [cynthia.rogersellic@dallas.gov](mailto:cynthia.rogersellic@dallas.gov) or 214-670-3601.



Majed A. Al-Ghafry, P.E  
Assistant City Manager

[Attachment: November 3, 2023, Housing Memorandum]

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Dr. Robert Perez, Assistant City Manager  
Carl Simpson, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors

# Memorandum



CITY OF DALLAS

DATE November 3, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **Community Engagement – Dallas Housing Policy 2033 – Selecting Equity Strategy Target Areas**

This memorandum is to inform the Dallas City Council that the Department of Housing & Neighborhood Revitalization (Housing) is launching engagement efforts to select target areas as part of our new housing policy, Dallas Housing Policy 2033 (DHP33). Engagement will begin the week of November 6, 2023. Additional details are below. Please stay up to date on engagement events by visiting [bit.ly/DHP33](http://bit.ly/DHP33). Flyers, educational materials, and the link to the survey can also be found on the website starting November 3, 2023.

In April 2023, the City of Dallas passed its new comprehensive housing policy, DHP33, which was built around the idea of collaboration. It seeks to align investments made by Housing with the work of other City departments and external stakeholders to revitalize neighborhoods, increase access to affordable housing, and reduce historical disparities.

DHP33 has 7 pillars of housing that guide implementation found in this link [equity](#). Each pillar has measurable goals that define how it will promote housing equity and increase housing opportunities. Pillar 1 “focuses on Housing and will select equity strategy target areas to make focused and concentrated investments in housing through both preservation and new development.” Housing will create tailored neighborhood revitalization strategies for each area using data, community engagement, and alignment with other City initiatives.

To identify potential focus areas, Housing reviewed City-level data, including indicators of equity, housing characteristics, and potential investment. The areas with the most critical housing needs, where the most social and economic vulnerability exists, and where there is the highest likelihood for interdepartmental collaboration, were then grouped together by geography. The exercise resulted in 11 possible target areas. Housing’s goal is to narrow down to 3-5 areas from this larger pool.

To select target areas, the Department of Housing & Neighborhood Revitalization will conduct engagement and outreach, including surveying residents, virtual and in-person meetings, and stakeholder focus groups. Targeted stakeholder focus groups will be invitation-only and will be ongoing through December 2024.

### **Upcoming opportunities for engagement include:**

- 11/9/23 - 5-6 pm Tele-town-hall hosted by Department
- Target numbers will be called in zip codes proximate to the potential focus areas
- A number will be made available for anyone in the City of Dallas to call in

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- 11/14/23 - 6-7 pm virtual kick-off meeting (Housing staff will do English/Spanish presentation)
- Hosted via. Webex and recorded
- 11/15/23 - 6-7 pm meeting Cummings Recreation Center (Hiawatha)
- 11/16/23 - 6-7 pm meeting Bachman Recreation Center
- 12/1/23 - The Department will host a booth at Deck-the-Plaza

**Here is what to expect next:**

On November 3, 2023, Housing’s Engagement website will go live. The survey will be available starting November 6, 2023. Engagement events will wrap up on December 1, 2023, at Deck the Plaza, where the Housing booth will be set up to engage participants all day. Housing will send a Friday memo in January 2024 recapping this process. On January 22, 2024, Housing will brief the Housing and Homelessness Solutions Committee to discuss the results of these engagement efforts, announce the selected focus areas, and discuss the next steps.

We invite you to help spread the word and invite residents to complete the survey or attend any events. You can learn more by visiting the website [bit.ly/DHP33](http://bit.ly/DHP33) starting November 3, 2023. You can download promotional materials for social media/emails and a flyer. A short broadcast video will also be available for sharing. The survey will be available until December 4, 2023.

Should you have any questions or require any additional information, please contact Cynthia Rogers-Ellickson, Director (I), Department of Housing & Neighborhood Revitalization, at [cynthia.rogersellic@dallas.gov](mailto:cynthia.rogersellic@dallas.gov) or (214) 670- 3601.



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