



# COMMUNITY PROFILE

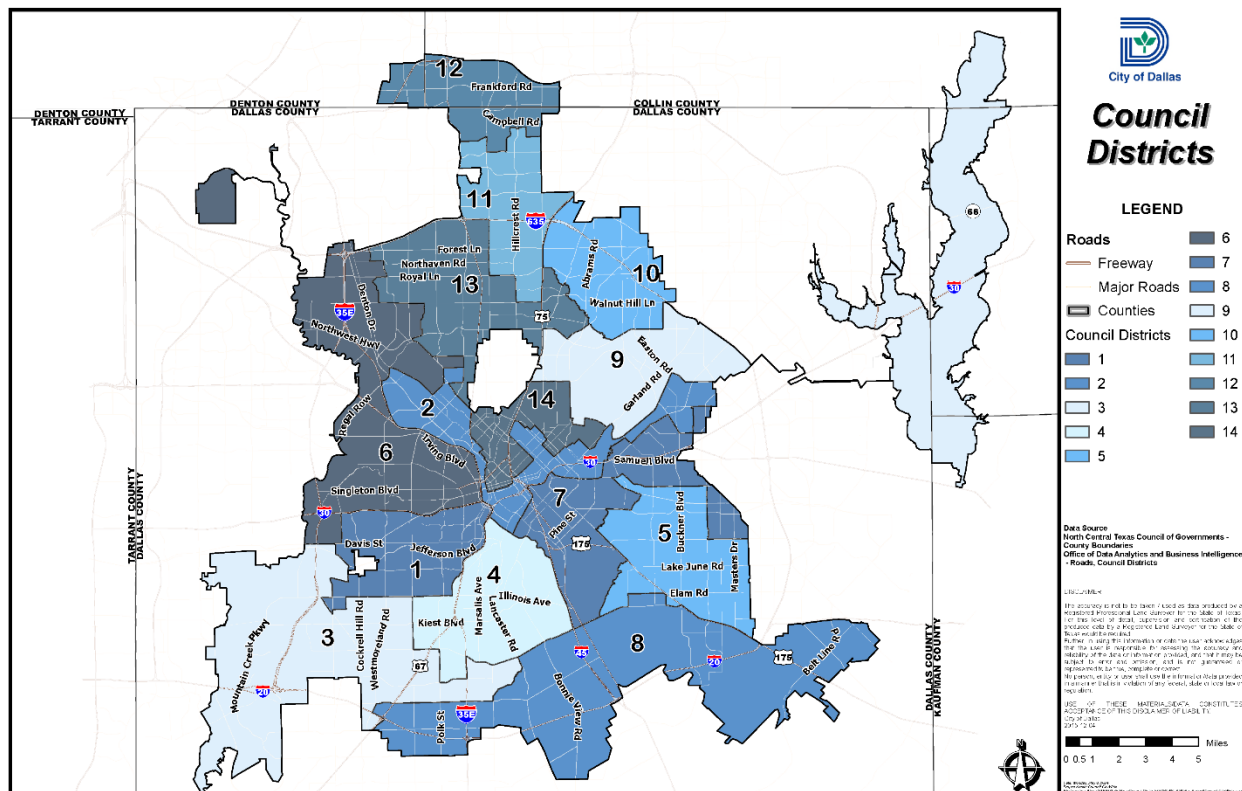
# YOUR ELECTED OFFICIALS

Dallas operates under the council-manager form of government with 14 single-member districts and a mayor elected at-large. Every odd-numbered year, Dallas residents vote for members of the City Council who represent their district for up to four two-year terms. The Mayor serves up to two four-year terms.

The Mayor and City Council:

- Sets policy
- Approve annual budget and plans for capital improvements
- Determine tax rate
- Appoint the appoints City Manager, City Attorney, City Auditor, City Secretary, Municipal court judges, and citizen boards and commissions
- Issue and sell municipal bonds
- Purchase and sell property
- Establish City departments
- Holds weekly council meetings
- Approve City ordinances
- Determine City services

## CITY COUNCIL DISTRICTS



# YOUR ELECTED OFFICIALS



**Mayor Eric Johnson**  
At-Large

**Chad West**  
District 1

**Jesse Moreno**  
District 2

**Zarin D. Gracey**  
District 3

**Carolyn King Arnold**  
District 4

**Jaime Resendez**  
District 5

**Omar Narvaez**  
District 6

**Adam Bazaldua**  
Deputy Mayor Pro Tem, District 7

**Tennell Atkins**  
Mayor Pro Tem, District 8

**Paula Blackmon**  
District 9

**Kathy Stewart**  
District 10

**Jaynie Schultz**  
District 11

**Cara Mendelsohn**  
District 12

**Gay Donnell Willis**  
District 13

**Paul E. Ridley**  
District 14

# ORGANIZATIONAL CHART

Your elected officials, the Mayor and City Council, appoint the executive leadership of the City, specifically:

- City Manager Kimberly Bizer Tolbert, appointed interim May 2024
- City Attorney Tammy Palomino, appointed in October 2023
- City Auditor Mark S. Swann, appointed in May 2019
- City Secretary Bilierae Johnson, appointed in April 2018
- Municipal Court judges

The City Manager appoints an executive leadership team that collectively oversees the City's over \$4.0 billion budget.

## EXECUTIVE LEADERSHIP TEAM



**Kim Bizer Tolbert**  
*City Manager (I)*



**Dominique Artis**  
*Chief of Public Safety (I)*



**Dev Rastogi**  
*Assistant City Manager*



**Liz Cedillo-Pereira**  
*Assistant City Manager*



**Alina Ciocan**  
*Assistant City Manager*



**Donzell Gipson**  
*Assistant City Manager (I)*



**Robin Bentley**  
*Assistant City Manager (I)*

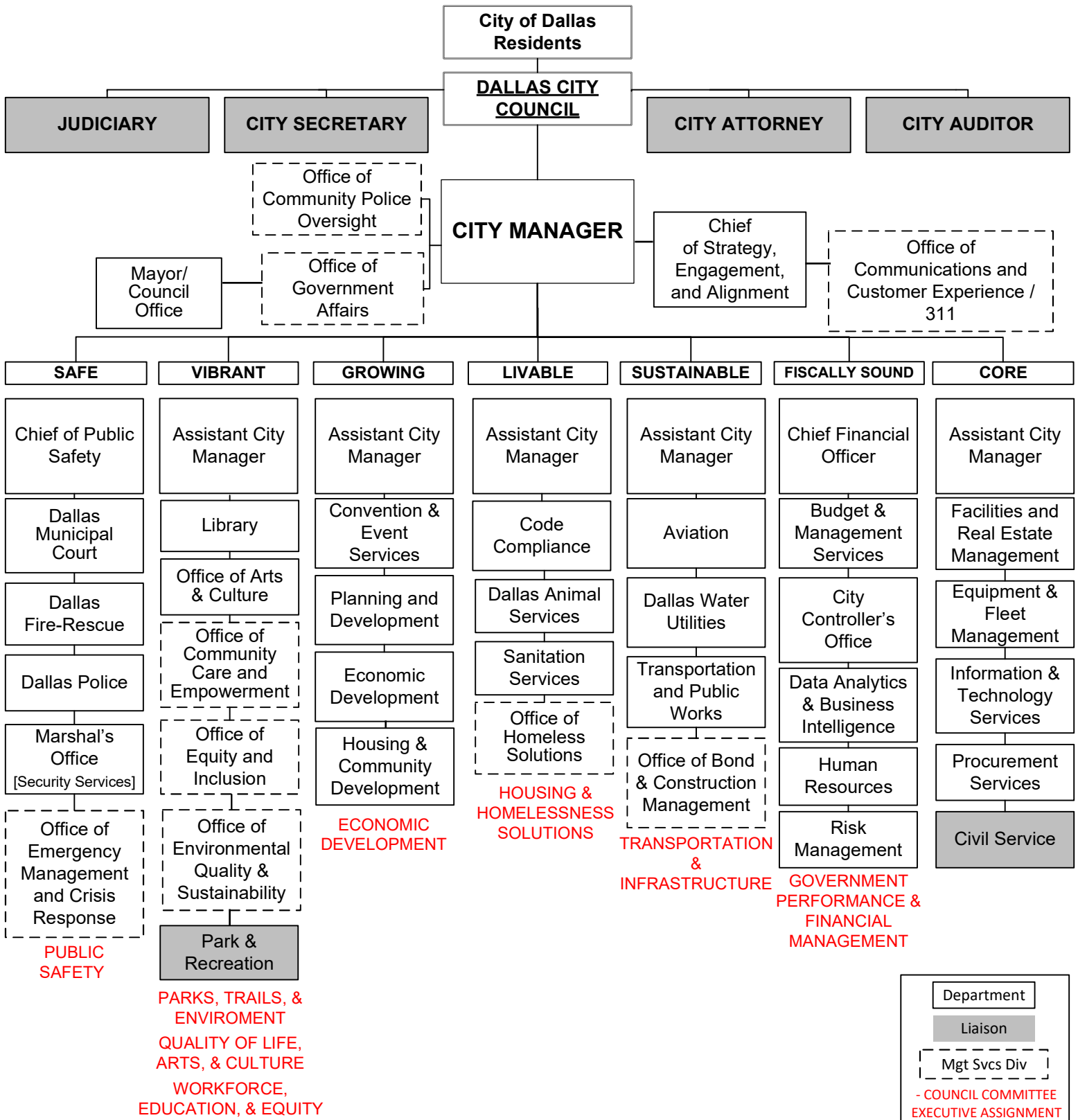


**Jack Ireland**  
*Chief Financial Officer*



**Elizabeth Saab**  
*Chief of Strategy, Engagement,  
and Alignment (I)*

# ORGANIZATIONAL CHART



# BOARDS & COMMISSIONS

Civic participation in government is a cornerstone of representative democracy, and boards and commissions offer residents an opportunity to actively participate in their local government. The Mayor and City Council appoint community members to serve in various capacities throughout the City on the boards and commissions below:<sup>1</sup>

|                                                        |                                                                  |
|--------------------------------------------------------|------------------------------------------------------------------|
| Animal Advisory Commission (AAC)                       | Arts and Culture Advisory Commission (ACAC)                      |
| Board of Adjustment                                    | Building Inspection Advisory, Examining, and Appeals Board (BIA) |
| Charter Review Commission                              | Citizen Homelessness Commission (CHC)                            |
| City Plan and Zoning Commission (CPC)                  | Civil Service Board (CSB)                                        |
| College Advisory Commission                            | Commission on Disabilities (COD)                                 |
| Community Development Commission (CDC)                 | Community Police Oversight Board (CPOB)                          |
| Dallas Area Partnership to End Homelessness            | Dallas Housing Finance Corporation Board                         |
| Dallas Public Facility Corporation                     | Environmental Commission (EVC)                                   |
| Ethics Advisory Commission (EAC)                       | Fire Code Advisory and Appeals Board (FCB)                       |
| Judicial Nominating Commission (JNC)                   | Landmark Commission LMC)                                         |
| Martin Luther King, Jr. Community Center Board (MLK)   | Municipal Library Board (MLB)                                    |
| North Texas Education Finance Corporation (NFC)        | Park and Recreation Board (PAR)                                  |
| Permit and License Appeal Board (PLAB)                 | Redistricting Commission                                         |
| Reinvestment Zone Board                                | Senior Affairs Commission (SAC)                                  |
| South Dallas/Fair Park Opportunity Fund Board (SCFPOF) | Veteran Affairs Commission (VAC)                                 |
| Youth Commission (YOC)                                 |                                                                  |

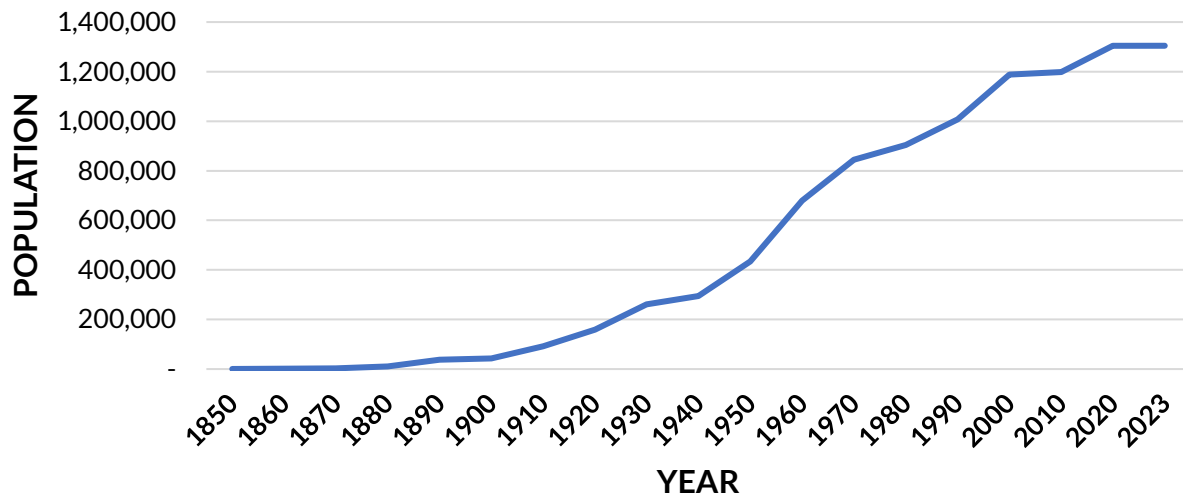
## ECONOMIC DEVELOPMENT BOARDS

|                                                           |                                                      |
|-----------------------------------------------------------|------------------------------------------------------|
| Cypress Waters Municipal Mgmt. District                   | North Oak Cliff Municipal District                   |
| Reinvestment Zone 3 Board (Oak Cliff Gateway)             | Reinvestment Zone 4 Board (Cedars Area)              |
| Reinvestment Zone 5 Board (City Center)                   | Reinvestment Zone 6 Board (Farmers Market)           |
| Reinvestment Zone 7 Board (Sports Arena)                  | Reinvestment Zone 8 Board (Design District)          |
| Reinvestment Zone 9 Board (Vickery Meadow)                | Reinvestment Zone 10 Board (Southwest Medical)       |
| Reinvestment Zone 11 Board (Downtown Connection)          | Reinvestment Zone 12 Board (Deep Ellum)              |
| Reinvestment Zone 13 Board (Grand Park South)             | Reinvestment Zone 14 Board (Skillman Corridor)       |
| Reinvestment Zone 15 Board (Fort Worth Avenue)            | Reinvestment Zone 16 Board (Davis Garden)            |
| Reinvestment Zone 17 Board (Transit-Oriented Development) | Reinvestment Zone 18 Board (Maple/Mockingbird)       |
| Reinvestment Zone 19 Board (Cypress Waters)               | Reinvestment Zone 20 Board (Mall Area Redevelopment) |
| Reinvestment Zone 21 Board (University)                   | Trinity River West Municipal Mgmt. District          |

<sup>1</sup> Boards & Commissions: <https://dallascityhall.com/government/Boards-and-Commissions/Pages/all-boards-commissions.aspx>

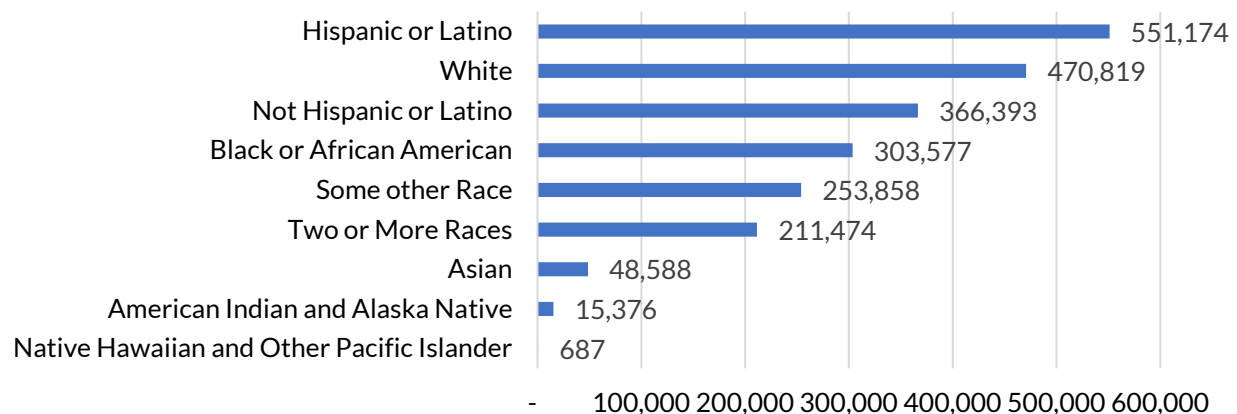
# THE PEOPLE OF DALLAS

With an estimated population of 1,304,379 residents, Dallas is the third-largest city in Texas and the ninth-largest city in the nation.<sup>2</sup> The U.S. Census data shows a 29.5% increase in population in the last 30 years.<sup>3</sup> Dallas' population growth includes people migrating from all over the world. Nearly one in four Dallas residents was born outside the U.S.<sup>4</sup>



Dallas is a diverse city with 42% of residents identifying as Hispanic or Latino. With 58% identifying as non-Hispanic, this includes 36% as White, 23% as Black, and 4% as Asian. Over 1% of Dallas' population identify as some other race including American Indian, Alaska Native, Native Hawaiian, or Other Pacific Islander and 16% identify as more than one race.<sup>5</sup>

## RACE & ETHNICITY



<sup>2</sup> United States Census Bureau City Profile: [https://data.census.gov/profile/Dallas\\_city,\\_Texas?g=160XX00US4819000](https://data.census.gov/profile/Dallas_city,_Texas?g=160XX00US4819000)

<sup>3</sup> Texas Almanac, <http://www.texasalmanac.com/places/dallas>

<sup>4</sup> United States Census Bureau Quick facts: <https://www.census.gov/quickfacts/fact/table/dallascitytexas,US/PST045222>

<sup>5</sup> United States Census Bureau City Profile: [https://data.census.gov/profile/Dallas\\_city,\\_Texas?g=160XX00US4819000](https://data.census.gov/profile/Dallas_city,_Texas?g=160XX00US4819000)

# THE PEOPLE OF DALLAS

Below is a population snapshot of our City at a glance with notable facts about the people that make up our communities:<sup>6</sup>



TOTAL HOUSEHOLDS

**572,194**



MEDIAN HOUSEHOLD  
INCOME

**\$65,400**



BACHELOR'S DEGREE  
OR HIGHER

**38.1%**



HIGH SCHOOL DIPLOMA  
OR LESS

**21.7%**



MEDIAN AGE

**33.1**



TOTAL POPULATION

**1.3 million**



AGES 18-65

**57.3%**



UNDER 18

**23.8%**



OVER 65

**11%**

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<sup>6</sup> United States Census Bureau City Profile: [https://data.census.gov/profile/Dallas\\_city,\\_Texas?g=160XX00US4819000](https://data.census.gov/profile/Dallas_city,_Texas?g=160XX00US4819000)

# THE DALLAS ECONOMY

## WE WORK HARD IN DALLAS!

The diverse business environment in Dallas offers almost any career the opportunity to grow. Over 62,000 businesses call the City of Dallas home, including global leaders such as Texas Instruments, AT&T, Comerica, and Southwest Airlines.<sup>7</sup>

### *Corporate Headquarters*

The Dallas-Fort Worth metroplex is one of the world's leading corporate headquarters. Our business community includes:<sup>8</sup>

- 22 Fortune 500 companies and 49 Fortune 1000 companies<sup>9</sup>
- 11 companies on the 2023 Forbes list of America's Largest Private Companies<sup>10</sup>

Dallas ranks fourth in the U.S. for locally headquartered Fortune 1000 companies, with 20 of them located within the City limits.<sup>11</sup>

- AT&T (No. 30)
- Energy Transfer (No. 43)
- HF Sinclair (No. 107)
- CBRE Group (No. 135)
- Southwest Airlines (No. 165)
- Builders FirstSource (No. 172)
- Texas Instruments (No. 200)
- Tenet Healthcare (No. 215)
- Jacobs Engineering Group (No. 277)
- AECOM (No. 310)
- EnLink Midstream (No. 406)
- AMN Healthcare Services (No. 628)
- Primoris Services (No. 701)
- Atmos Energy (No. 722)
- Allegheny Technologies (No. 765)
- Brinker International (No. 773)
- Comerica (No. 785)
- Copart (No. 820)
- Match Group (No. 869)
- Matador Resources (No. 882)

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<sup>7</sup> Dallas Business Environment: <https://www.dallascodev.org/296/Business-Environment>

<sup>8</sup> Dallas Business Environment: <https://www.dallascodev.org/296/Business-Environment>

<sup>9</sup> Fortune 500 Ranking: <https://fortune.com/ranking/fortune500/2023/search/?hqcity=Dallas>

<sup>10</sup> Dallas Regional Chamber, Business & Economy: <https://www.dallaschamber.org/why-dallas/dfw-facts/#regional-reports>

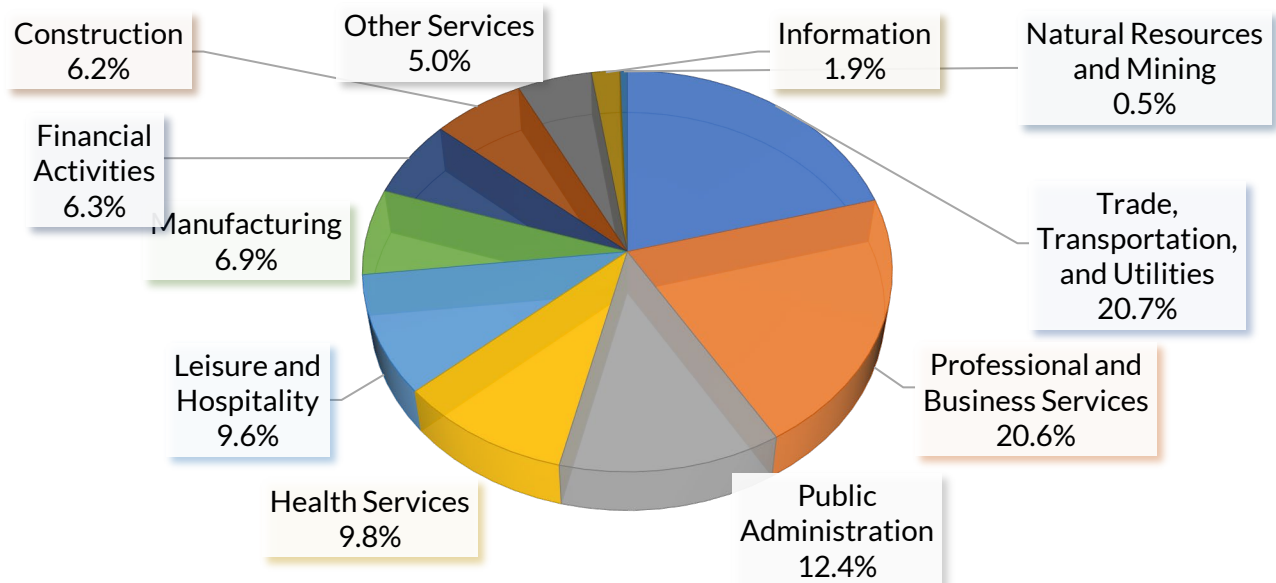
<sup>11</sup> Say Yes to Dallas, Fortune 1000 Headquarters: <https://sayyestodallas.com/jobs/fortune-1000/>

# THE DALLAS ECONOMY

## Major Industries

As one of the most diverse regional economies in the nation, Dallas-Fort Worth excels in many important industry sectors. Logistics and trade, technology, and advanced and other professional services represent the lifeblood of the economy, offering competitive advantages on both national and international levels.<sup>12</sup>

This graph shows the industry composition for the Dallas region as of May 2024:<sup>13</sup>



## International Trade



According to the International Trade Administration, the Dallas metropolitan area was the 21st largest export market in the U.S. in 2023 with merchandise shipments totaling \$29.4 billion. This accounts for 6.6% of Texas goods exports.<sup>14</sup>

The top Dallas-Fort Worth area export markets included the United States – Mexico – Canada Agreement (USMCA) partners Mexico and Canada, as well as South Korea, Taiwan, China, Japan, Singapore, the Netherlands, Germany, the U.K., and the Philippines.

The expansion of the DFW global trade footprint is a primary reason why the region's Gross Metropolitan Product is the fastest growing among major metropolitan areas over the last decade. The DFW economy punches above its weight: While the region accounts for 27.9% of the population in Texas, the DFW share of the Texas economy is 29.5%.<sup>15</sup>

<sup>12</sup> Dallas Regional Chamber, Industry: <https://www.dallaschamber.org/why-dallas/dfw-facts/#regional-reports>

<sup>13</sup> Dallas Regional Chamber, Industry: [https://www.dallaschamber.org/wp-content/uploads/2024/03/EDG2024\\_Industry-Diversity.pdf](https://www.dallaschamber.org/wp-content/uploads/2024/03/EDG2024_Industry-Diversity.pdf)

<sup>14</sup> United States Census Bureau Trade: <https://usatrade.census.gov>

<sup>15</sup> Texas Comptroller: <https://comptroller.texas.gov/economy/economic-data/regions/2024/metroplex.php>

# THE DALLAS ECONOMY

## Accolades

Dallas-Fort Worth stands out as a leading business hub in the U.S. Its strengths lie in a combination of factors including low living costs, a welcoming business environment, a skilled workforce, and excellent market access. The communities within Dallas-Fort Worth consistently rank highly for employment opportunities, quality of life, and investment potential:<sup>16</sup>



In 2023, Dallas ranked #22 of 500 of the Most Innovative Cities in the World and #6 Best Performing Cities. Dallas-Fort Worth ranks #1 in the country for 5-year job growth (593,700 jobs) and year-over-year job growth (3.3%).



Dallas is a hub for regional and international connections. In 2023, Dallas Love Field and Dallas-Fort Worth Airport were ranked #4 in airport satisfaction. With a centralized national location, Dallas remains the central focal point for employers and workers.



Dallas-Fort Worth has ranked in the top 100 list of the largest green power users within EPA's Green Power partnership:

- 5. AT&T (Dallas)
- 14. Kimberly-Clark (Irving)
- 29. 7-Eleven (Irving)
- 33. City of Dallas (#2 City)
- 42. DFW International Airport (#1 airport)
- 74. Aligned Data Centers (Plano)
- 75. DataBank (Dallas)
- 83. American Airlines Group (Fort Worth)

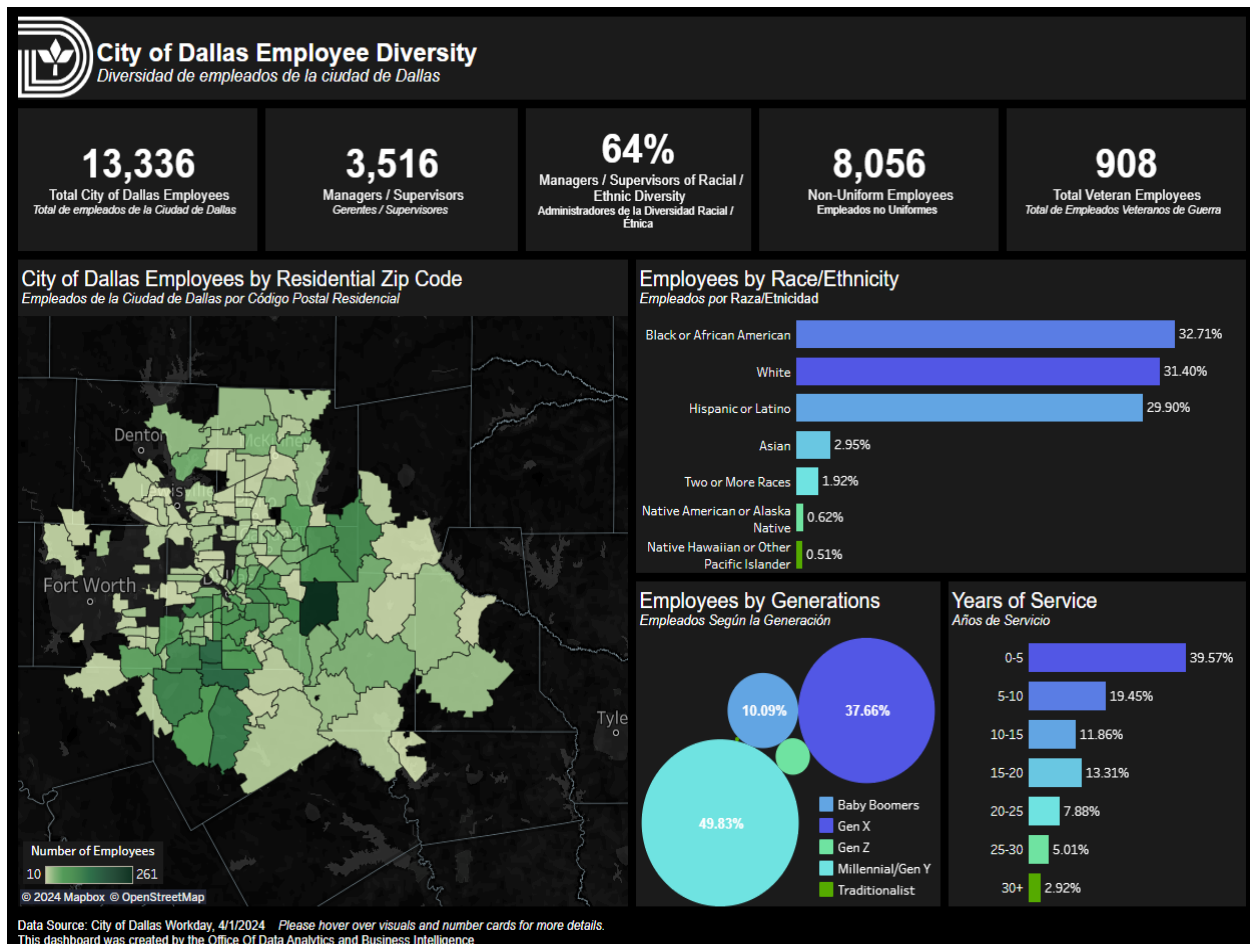


The Dallas region added 467 new residents each day with a 25% natural increase and a 75% net migration.

<sup>16</sup> Dallas Regional Chamber, Dallas-Fort Worth Region: <https://www.dallaschamber.org/why-dallas/dfw-facts/#regional-reports>

# AT YOUR SERVICE

The City is the second-largest employer in Dallas after Dallas Independent School District. The Employee Diversity Dashboard shows the quarterly data of active full-time employees with the City of Dallas.<sup>17 18</sup>



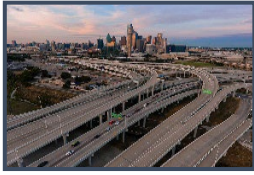
Our Employee Diversity Dashboard is one way that the City of Dallas communicates its commitment to promoting a culture of acceptance, appreciation, and inclusion for a diverse workforce in the City of Dallas. Nearly one-third of our employees are Black or African American (32.7%), while 31.4% are White, and 29.9% are Hispanic or Latino. Our workforce is well-represented across age groups, levels of experience, and geographic locations. The Employee Diversity Dashboard shows the quarterly data of active full-time employees with the City of Dallas.

<sup>17</sup> Employee Diversity Dashboard, <https://dallascityhall.com/departments/humanresources/Pages/diversity.aspx>

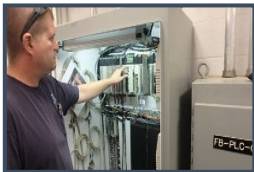
<sup>18</sup> Based on data collected April 2024

# AT YOUR SERVICE

The City of Dallas serves an area covering about 385 square miles, including 340 square miles of land and 44 square miles of lakes – one-third of the entire state of Rhode Island! Below are just a few ways we are proud to serve the residents of this City.



Dallas maintains 11,656 paved lane miles and 9,121 miles of water and wastewater mains, not to mention stormwater and drainage infrastructure. Dallas offers 84 lane miles of on-street bicycle facilities, plus 179 lane miles of trails and other off-street facilities.



Last year, Dallas Water Utilities provided more than 153 billion gallons of water to Dallas residents, plus 23 other cities, from six reservoirs across an area of about 700 square miles. DWU also treated 72 billion gallons of wastewater a day.



The City supports 59 fire stations, 46 full-time ambulances, and seven police stations. We also employ more than 3,000 uniformed police officers and over 2,000 firefighters and inspectors. These vital public safety services grow as our population expands.



Dallas Animal Services (DAS) operates one of the largest municipal shelters in the country, taking in any Dallas pet in need, regardless of space. As of August 2024, DAS holds a 74.4% live release rate for dogs and cats for the fiscal year. DAS has also responded to more than 74,000 resident service calls this year.



Park and Recreation maintains and operates six golf courses, four tennis centers, 42 recreation centers, and more than 21,227 acres of parkland. We also provide financial support to the Dallas Arboretum, Texas Discovery Gardens, Trinity River Audubon Center, and Dallas Zoo.



The City operates 30 libraries that serve over six million residents annually. Arts and Culture supported more than 150 local artists and arts providers this year and provided nearly 11,000 in-person art experiences to residents and visitors—not to mention hundreds of virtual activities.

Data based on FY 2023-24

# YEAR IN REVIEW

## October 2023 | *Defensive Driving Course and Training Program*



The National Safety Council (NSC) recognized the City of Dallas for its Defensive Driving Course (DDC) instructor and driver training program. The award recognizes organizations that have made valuable contributions to advance the NSC's mission of eliminating preventable deaths through driver safety training and the growth and improvement of instructors. NSC recognized the City as having advanced progress on the road to zero deaths by delivering an exemplary defensive driving program.

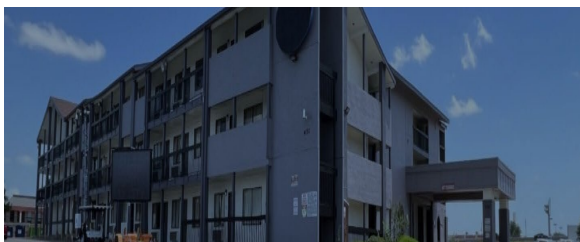
## November 2023 | *Environmental Justice and Equity Utility Management Award*



The American Metropolitan Water Association (AMWA) awarded Dallas Water Utilities (DWU) with its new Environmental Justice and Equity Utility Management Award. In developing this award, AMWA wanted to encourage utilities to strive to advance environmental justice in one or more categories that meet with communities' specific needs. Winners demonstrated how their utilities have overcome historic inequities and barriers within their communities to create more equitable and sustainable water systems and advanced environmental justice programs, projects, and practices. DWU actively works on City-approved initiatives for unserved areas within communities to increase

opportunities for public art, memorial and historical site celebrations, internal and external team building, and community engagement. This commitment is a beacon of progress in crucial areas for our shared future.

## December 2023 | *R.E.A.L. Time Rehousing*



The Office of Homeless Solutions (OHS) reduced homelessness within Dallas through the R.E.A.L. Time Rehousing Initiative (RTR). OHS conducts assessments to determine participants' ability to maintain stable housing and provides rental subsidies for 12 months, distributes move-in kits and offers

personalized support services such as mental healthcare and job training. The program has emphasized the importance of community support and successfully housed 2,977

# YEAR IN REVIEW

individuals and families in December 2023, for a total of 10,775 individuals and families in two years, including those with specific needs such as domestic violence survivors and individuals with chronic health issues.

## *January 2024 | Expanded Library Hours*



The Expanded Library Hours were implemented on January 30, 2024, with full-service locations open six days per week, including two evenings open until 8 pm. In addition to the expanded hours, seven locations are open on Sunday.

## *February 2024 | Salesforce Launch*



The Office of Procurement Services (OPS) launched the Salesforce Procurement Service Request Portal to simplify procurement procedures across departments, streamlining processes and enhancing efficiency. The portal has seen increased utilization across 42 departments, with reporting features to improve transparency and efficiency. OPS has significantly reduced the procurement process from 68 steps to 23 steps through the implementation of additional process improvement opportunities that removed non-value-added steps to better support internal and external stakeholders involved in the procurement process.

## *March 2024 | Cumulative Impacts Assessment Pilots Project*



The Cumulative Impacts Assessment Pilots Project addresses public health and environmental concerns regarding the operation of Concrete Batch Plants (CBPs) in Dallas. Led by the Environmental Protection Agency (EPA), the project analyzes the effects of CBPs on communities by collaborating with residents and leaders. The assessment will determine impacts of CBPs, such as air pollution, noise, and increased traffic, in conjunction with other environmental stressors to understand how the combination of CBPs and non-regulated stressors may cumulatively affect community health and the environment.

# YEAR IN REVIEW

## *April 2024 | Keep Dallas Beautiful*



The Department of Code Compliance (CCS) developed the Keep Dallas Beautiful program to align with Keep Texas Beautiful and Keep America Beautiful in focusing on litter prevention, recycling initiatives, and beautification efforts. Keep Dallas Beautiful is aimed to reduce blight and foster clean, healthy, and safe communities through ongoing investments and engagement. Keep Dallas Beautiful features purposeful

projects and campaigns such as: Love Your Block, Adopt-A-Spot, and Community Clean Trash-Off.

## *May 2024 | Development of Roland G. Parrish Park*



Dallas Park and Recreation, alongside city officials and community leaders, initiated the construction of Roland G. Parrish Park in east Oak Cliff. This new green space aims to offer diverse recreational opportunities to the Cadillac Heights communities. The park features amenities such as an athletic field, running track, playground, basketball pavilion, lighted loop trail, disc golf, and picnic areas.

## *June 2024 | What Works Cities*



In June 2024, the City of Dallas was awarded the What Works Cities Silver Certification for its use of data to inform policy decisions and improve services. The certification program was launched in 2017 by Bloomberg Philanthropies and led by Results for America recognizing local governments that use data to inform policy decisions, allocate funding, improve services, evaluate program effectiveness, and engage residents.

# YEAR IN REVIEW

## July 2024 | *Keep Dallas Beautiful Internship*



The Keep Dallas Beautiful program was selected as the official internship host for the Summer 2024 Engage Dallas Internship program in partnership with Southern Methodist University (SMU). This initiative connects bright and motivated SMU students with meaningful experiences that contribute to a cleaner and more beautiful Dallas. The internship ran for 10 weeks from June 3, 2024, through August 9, 2024.

## August 2024 | *Strengthen Park Security Presence*



Park and Recreation (PKR) hired eight City Marshals and installed new lighting, security cameras, and Emergency Blue Light tower phones to strengthen security efforts. The City completed the installation of security cameras in 17 different park, trail, and tennis court locations alongside Emergency Blue Light tower phones in West Trinity and Northhaven. Trucks, UTVs, bikes, and a drone were purchased for future deployment to enhance park safety further.

## September 2024 | *Parking Management*



The implementation of a comprehensive approach to parking management across the City was completed through the Department of Transportation. The City purchased the upgraded 500 coin operating meters and finalized the delivery and installation throughout areas around Dallas.

# LIVING OUR VALUES

At the City of Dallas, we lead with a Service First culture. We are guided by our core values of Empathy, Ethics, Excellence, Engagement, and Equity.

