

COMMUNITY PROFILE



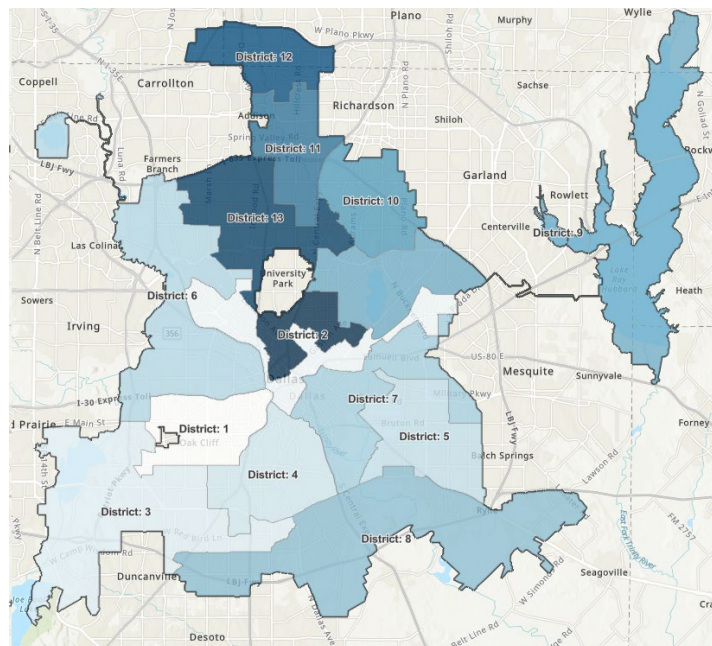
YOUR ELECTED OFFICIALS

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:¹

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

CITY COUNCIL DISTRICTS



¹ <https://dallascityhall.com/government/Pages/councilresponsibilities.aspx>

YOUR ELECTED OFFICIALS



Mayor Eric Johnson

At-Large

Chad West

District 1

Jesse Moreno

District 2

Zarin D. Gracey

District 3

Carolyn King Arnold

Deputy Mayor Pro Tem, District 4

Jaime Resendez

District 5

Omar Narvaez

District 6

Adam Bazaldua

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

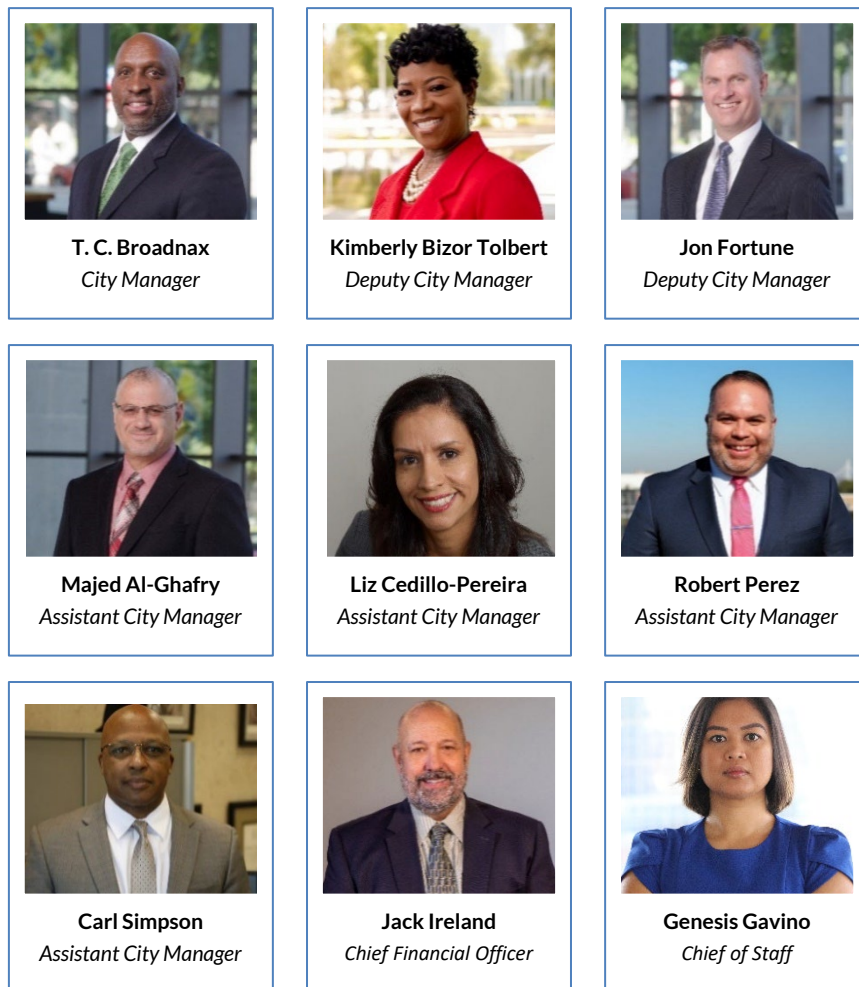
CITY MANAGEMENT

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

- City Manager T.C. Broadnax, appointed in February 2017
- 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 approximately 16,000 employees and over \$4 billion budget.

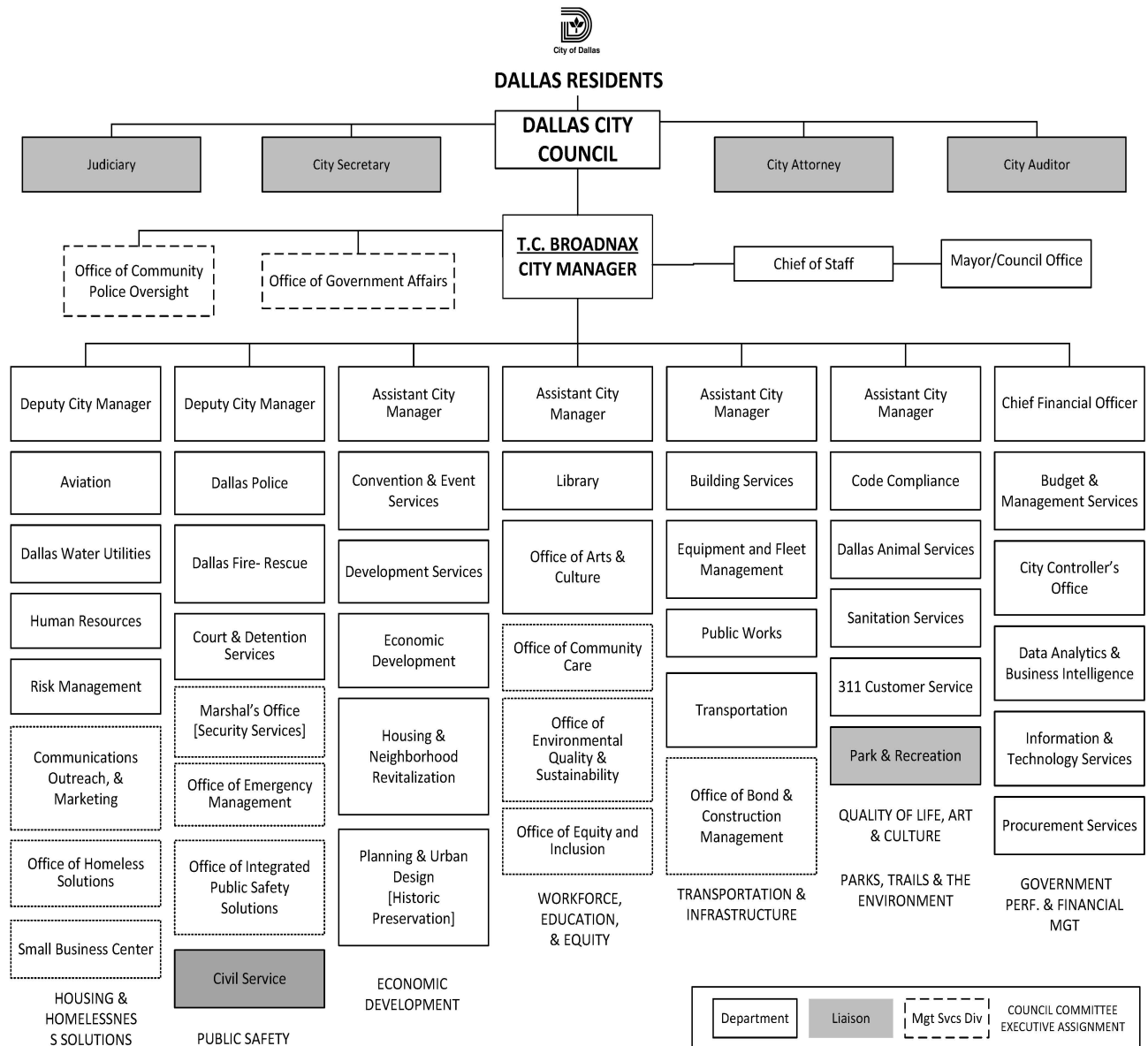
EXECUTIVE LEADERSHIP TEAM



Additionally, the City Manager appoints all department directors except:

- The Director of Civil Service, who is appointed by the Civil Service Board
- The Director of the Park and Recreation Department, who is appointed by the Park and Recreation Board

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:²

| | |
|--|--|
| Animal Advisory Commission | Arts and Culture Advisory Commission |
| Board of Adjustment | Building Inspection Advisory, Examining, and Appeals Board |
| Charter Review Commission | Citizen Homelessness Commission |
| City Plan and Zoning Commission | Civil Service Board |
| Commission on Disabilities | Community Development Commission |
| Community Police Oversight Board | Dallas Area Partnership to End and Prevent Homelessness Local Government Corporation |
| Dallas Area Rapid Transit Board | Dallas Central Appraisal District |
| Dallas Housing Authority Board—Housing Solutions for North Texas | Dallas Police and Fire Pension System Board |
| Dallas Public Facility Corporation | Dallas-Fort Worth International Airport Board |
| Employees' Retirement Fund Board | Environmental Commission |
| Ethics Advisory Commission | Fire Code Advisory and Appeals Board |
| Housing Finance Corporation Board | Judicial Nominating Commission |
| Landmark Commission | Martin Luther King, Jr. Community Center Board |
| Municipal Library Board | North Texas Education Finance Corporation |
| Park and Recreation Board | Permit and License Appeal Board |
| Redistricting Commission | Senior Affairs Commission |
| South Dallas/Fair Park Opportunity Fund Board | Trinity River Corridor Local Government Corporation |
| Veteran Affairs Commission | Youth Commission |

ECONOMIC DEVELOPMENT BOARDS

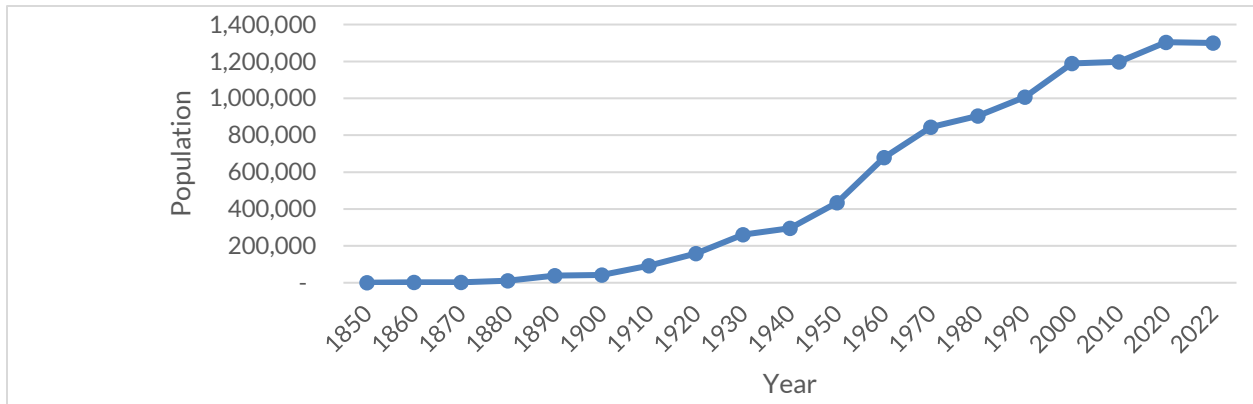
| | |
|---|--|
| Cypress Waters Municipal Mgmt. District | North Oak Cliff Municipal Mgmt. District |
| Reinvestment Zone 3 Board (Oak Cliff Gateway) | Reinvestment Zone 4 Board (Cedars Area) |
| Reinvestment Zone 5 Board (City Center) | Reinvestment Zone 6 Board (Farmers Market) |
| Reinvestment Zone 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 |

² <http://citysecretary2.dallascityhall.com/pdf/B&C/REPORTS/boardmembers.pdf>

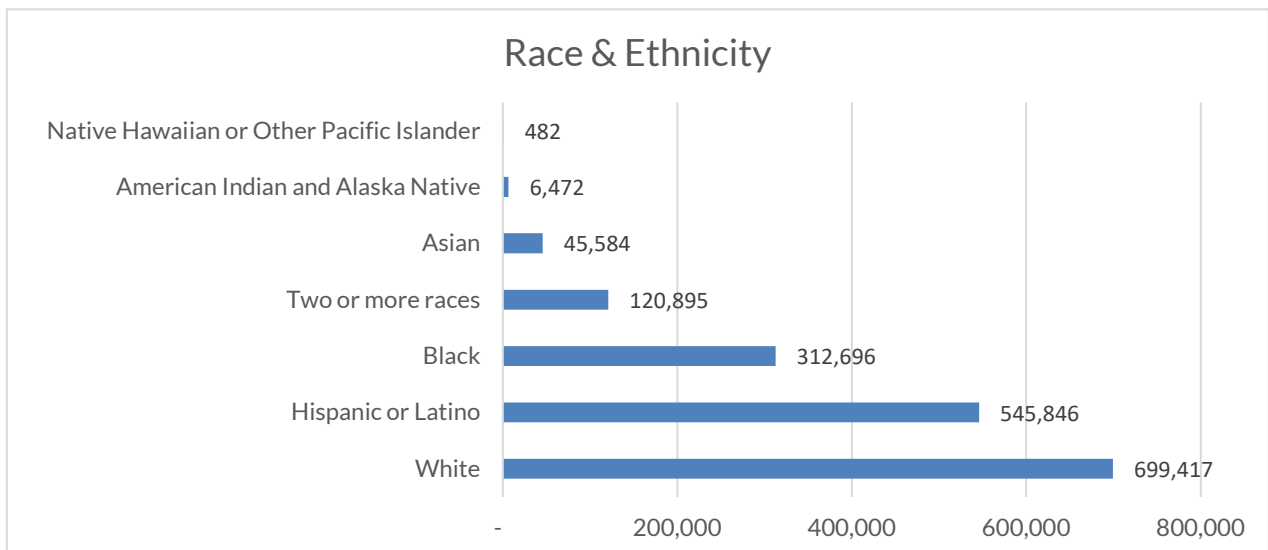
THE PEOPLE OF DALLAS

EVERYONE IS WELCOME IN DALLAS!

With an estimated population of close to 1.3 million residents, Dallas is the third-largest city in Texas and the ninth-largest city in the nation.³ A quick review of U.S. Census data shows nearly a 29 percent increase in population in the last 30 years.⁴ Dallas' population growth includes people migrating from all over the world. In fact, nearly one in four Dallas residents was born outside the U.S.⁵



Dallas is a diverse city—about 42 percent of residents identify as Hispanic or Latino and 58 percent identify as non-Hispanic, including 29 percent as White, 24 percent as Black, and four percent as Asian. Less than one percent of people identify as some other race, including American Indian, Alaska Native, Native Hawaiian, or Other Pacific Islander. About two percent of Dallas residents identify as more than one race.⁶



³ Taken from the U.S. Census Bureau's 2022 American Community Survey 5-Year Estimates Subject Tables - <https://www.census.gov/quickfacts/dallascitytexas>

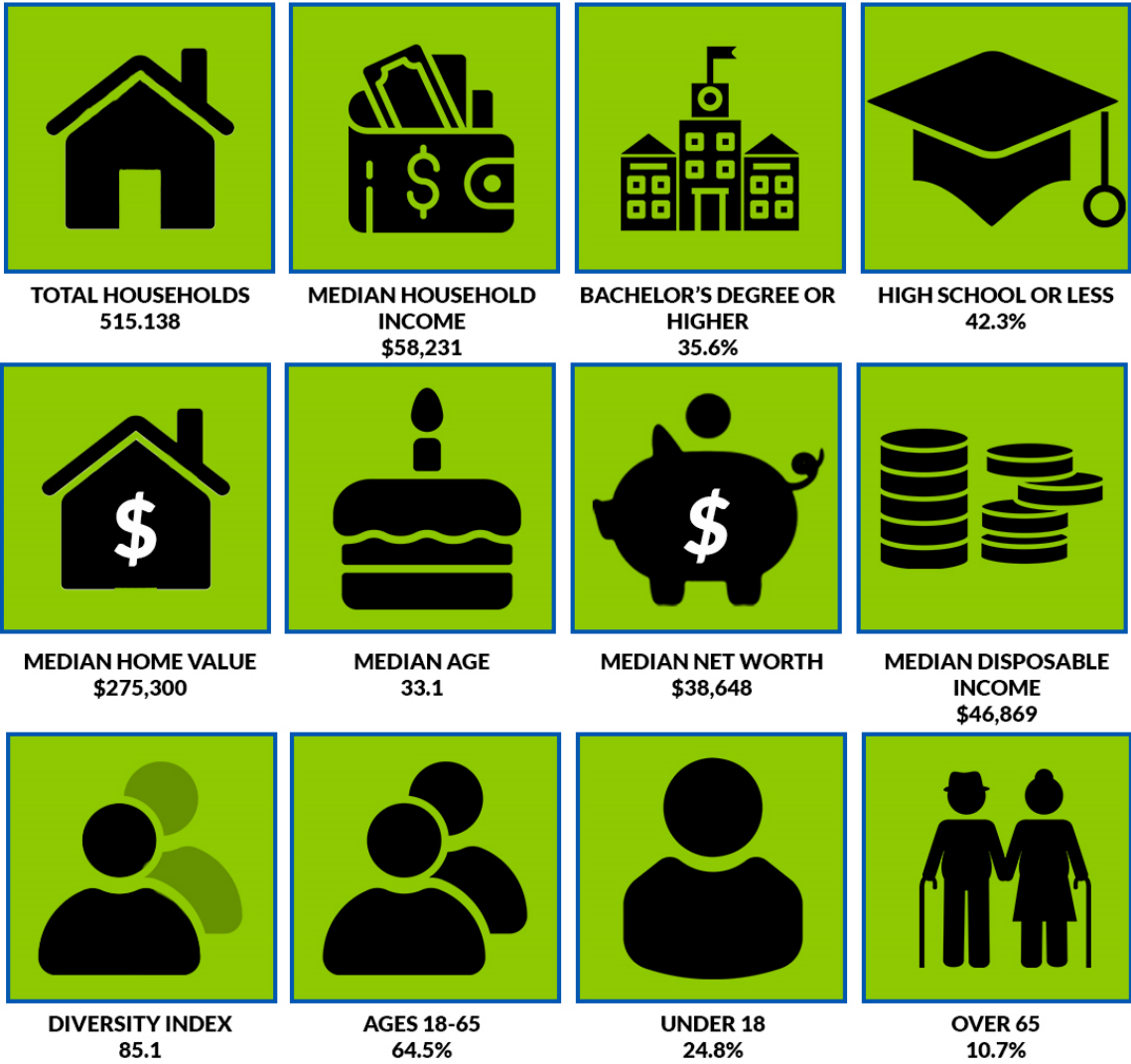
⁴ Texas Almanac, <http://www.texasalmanac.com/places/dallas>

⁵ <https://www.census.gov/quickfacts/fact/table/dallascitytexas,US/PST045222>

⁶ American Community Survey DP05ACS Demographic and Housing Estimates 2021: ACS 5-year Estimates Data profiles

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 communities⁶:



⁶ <https://www.dallas-census-datahub-dallasgis.hub.arcgis.com>

THE DALLAS ECONOMY

WE WORK HARD IN DALLAS!

The diverse business environment in Dallas offers almost any career the opportunity to grow. Over 65,000 businesses call the City of Dallas home, including global leaders such as Texas Instruments, AT&T, Comerica, and Southwest Airlines. Our 59,000 small businesses offer numerous employment opportunities.⁸

Corporate Headquarters

The Dallas-Fort Worth metroplex is one of the world's leading corporate headquarters centers. Our business community includes⁹:

- 11 Fortune 500 companies and 41 Fortune 1000 companies
- Seven companies on the 2015 Forbes list of America's Largest Private Companies
- 656 total headquarters operations that employ at least 1,000 globally

Dallas ranks fourth in the U.S. for locally headquartered Fortune 1000 companies, with 20 located within city limits¹⁰:

- AT&T (No. 30)
- Energy Transfer (No. 43)
- CBRE Group (No. 135)
- Builders FirstSource (No. 172)
- Tenet Healthcare (No. 215)
- HF Sinclair (No. 107)
- Texas Instruments (No. 200)
- Southwest Airlines (No. 165)
- AECOM (No. 310)
- Jacobs Engineering Group (No. 277)
- 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)

⁸ City of Dallas Economic Development: <https://www.dallasecodev.org/296/Business-Environment>

⁹ <https://fortune.com/ranking/fortune500/2022/search/?hqcity=Dallas&hqstate=TX>

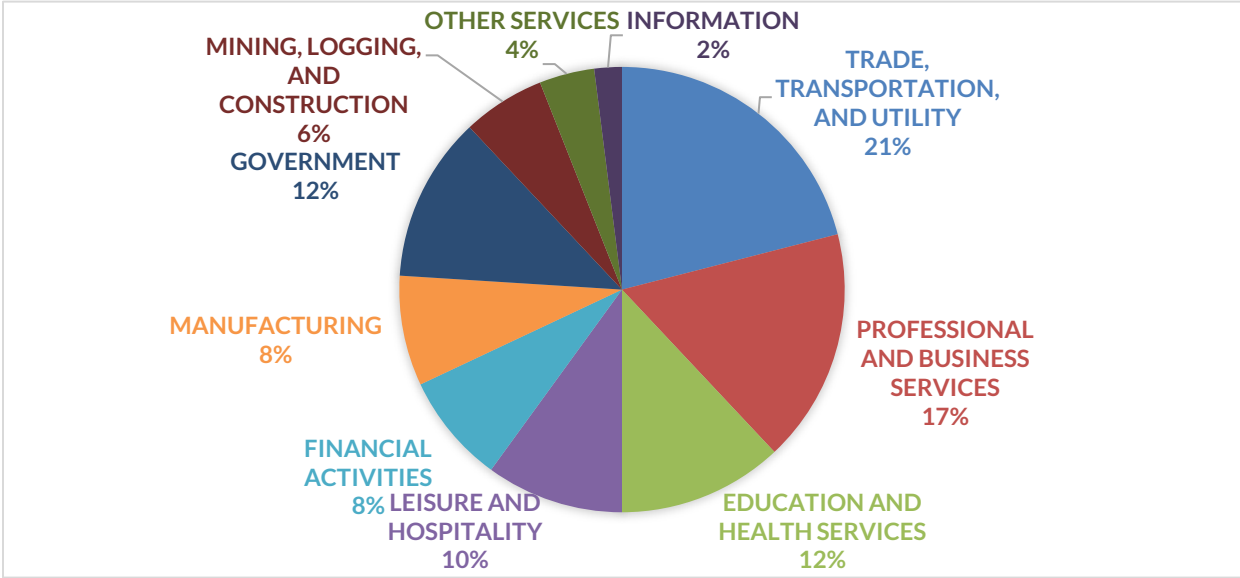
¹⁰ <https://sayyestodallas.com/jobs/fortune-1000/>
<http://proximityone.com/cbsa/1/cbsa19100.htm>

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.¹¹

This graph shows the industry composition for the Dallas region as of May 2023¹²:



International Trade

According to the International Trade Administration, the Dallas metropolitan area was the 19th largest export market in the U.S. in 2022 with merchandise shipments totaling \$29.8 billion. This accounts for 6.1 percent of Texas goods exports.¹³

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

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 26 percent of the population in Texas, the DFW share of the Texas economy is 23 percent.¹⁴

¹¹ https://www.dallaschamber.org/wp-content/uploads/2022/03/EDG2022_Industry-IndustryDiversity.pdf

¹² Texas Workforce Commission, Economic Profile for Metropolitan Statistical Area for the Month of May 2023

¹³ <http://www.census.gov/foreign-trade/guide/index.html>.

¹⁴ <https://comptroller.texas.gov/economy/economic-data/regions/2020/metroplex>

THE DALLAS ECONOMY

Accolades

The Dallas metropolitan region is also a hub for financial services, information technology, telecommunications, transportation, and defense, making it one of the most diverse regional economies in the nation in the accelerated growth of the Dallas economy. Below are some recent accolades that Dallas has received.¹⁵¹⁶



Innovative

Dallas is a place where innovation thrives. In 2022 Dallas ranked 22nd among the 500 most innovative cities. Dallas has also been identified as one of the top ten hottest startup communities in the United States and is one of the top 10 hottest startup communities in America.

Connected

Dallas is a hub for regional and international connections. In 2022, Dallas Love Field was ranked #3 in airport satisfaction. With its centralized national location, Dallas remains the central focal point for employers and workers.



Resilient

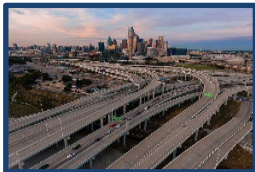
Dallas is a resilient community of hardworking people. The Dallas metro region ranked #1 in recovering pandemic job losses and #1 in the country for 3-year job growth. The Dallas region also ranked tenth in the Milken Institute's list of "Best Performing cities for 2022".

¹⁵ https://www.dallaschamber.org/wp-content/uploads/2023/03/EDG2023_DFWRegion-Accolades.pdf

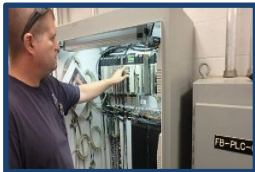
¹⁶ <https://innovation-cities.com/worlds-most-innovative-cities-2022-2023-city-rankings/26453/>

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 – that’s one-third of the entire state of Rhode Island! Below are just a few ways that we are proud to serve the residents of this city.



Dallas maintains 11,770 paved lane miles and 9,057 miles of water and wastewater mains, not to mention stormwater and drainage infrastructure. Dallas offers 84 lane miles of on-street bicycle facilities, plus 174 lane miles of trails and other off-street facilities.



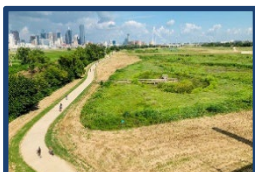
Last year, Dallas Water Utilities provided 150 billion gallons of water to Dallas residents, plus 23 other cities, from six reservoirs across an area of about 700 square miles. DWU also treated 280 million gallons of wastewater a day.



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. In 2022, DAS holds a 76.6 percent live release rate for dogs and cats for the fiscal year. DAS has also responded to more than 30,000 resident service calls this year.



Park and Recreation maintains and operates six golf courses, four tennis centers, 46 recreation centers, and more than 23,400 acres of park land. We also provide financial support to the Dallas Arboretum, Texas Discovery Gardens, Trinity River Audubon Center, and Dallas Zoo.

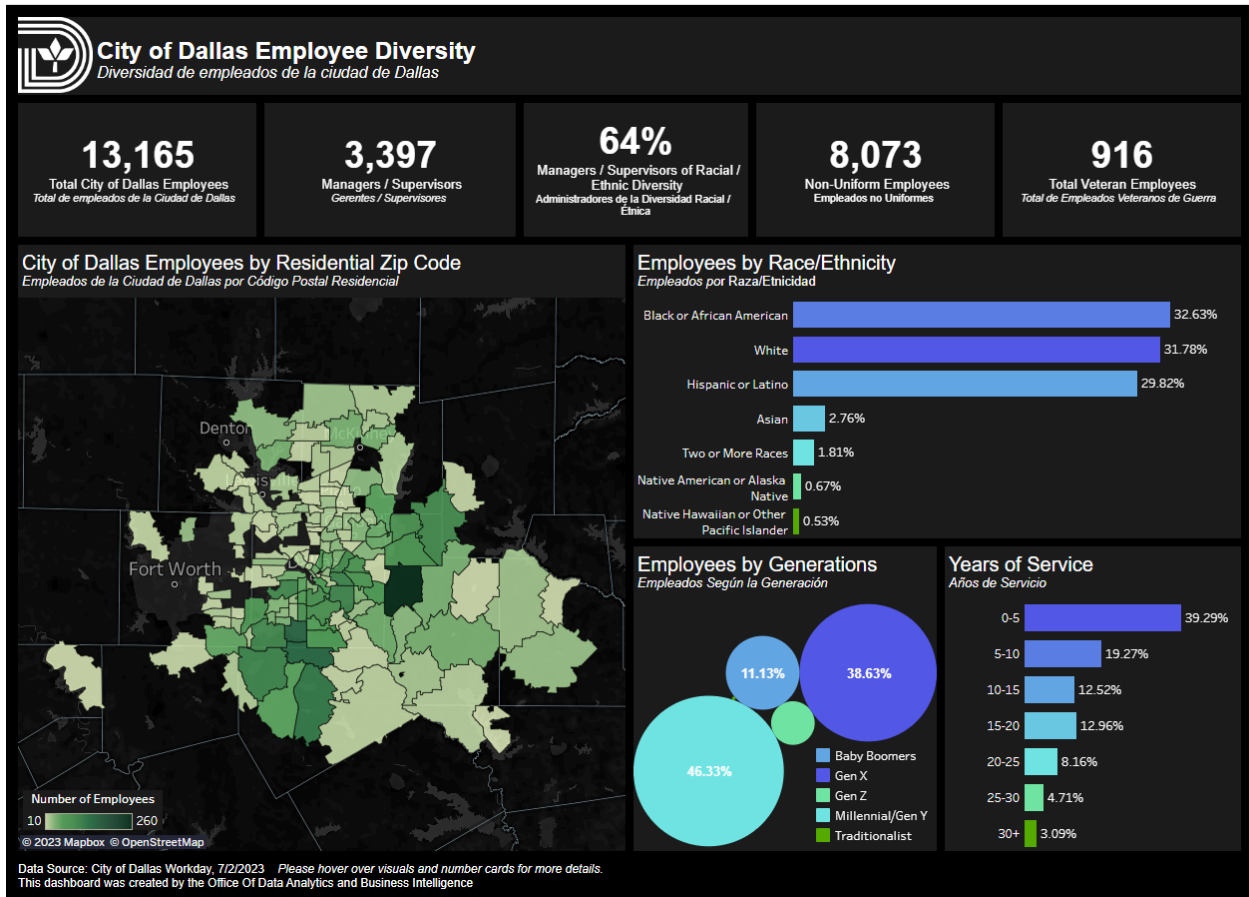


The City operates 30 libraries that serves over six million residents annually. Arts and Culture supported more than 150 local artists and arts providers this year and provided nearly 11,000 in-person arts experiences to residents and visitors—not to mention hundreds of virtual activities.

Note: Data based on FY 2021-22

AT YOUR SERVICE

The City is the second-largest employer in Dallas after Dallas Independent School District. We are proud to reflect on the community we serve.



Our Employee Diversity Dashboard¹⁷ is one way that the City 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 (32.63 percent), while 31.78 percent are White, and 29.82 percent 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.¹⁸

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¹⁷ <https://dallascityhall.com/departments/humanresources/Pages/diversity.aspx>

¹⁸ Based on data compiled as of September 2023

YEAR IN REVIEW

October 2022

VISION ZERO ACTION PLAN

Dallas City Council committed the City to a goal of ZERO traffic fatalities and a 50 percent reduction in severe injuries by 2030. The Vision Zero resolution formed a Task Force that would collaborate with City departments to create the Vision Zero Action Plan. At the heart of Vision Zero is the principle that traffic deaths and serious injuries are unacceptable and preventable. Cities around the globe have seen success in their respective Vision Zero initiatives, but truly reaching ZERO will require the participation and engagement of the entire Dallas community. The planning division has been working with an engineer for low-cost improvements for safety evaluations, road safety, and wide speed limit evaluation.



November 2022

ADDRESSING HOMELESSNESS

Mayor Eric Johnson issued a proclamation to recognize November 12 -20th as Hunger and Homelessness Awareness Week. The City of Dallas Office of Homeless Solutions is working to reduce the number of homeless residents within our communities and to prevent homelessness through the Dallas Rapid Rehousing Initiative (DRTRR). DRTRR has housed 1,982 individuals, 43 percent are from households consisting of adults with children and 57 percent are adults only. Each participant in the program receives move-in kits containing various items to get them started and personal support services through case management. Partnering with Housing Forward, OHS has launched encampment decommissioning efforts offering individuals in established encampment housing solutions and provide permanent rental subsidies and services.

December 2022

HOMELESS ACTION RESPONSE TEAM (HART)

The Office of Homeless Solutions in Dallas has developed a Four-Track strategy to prevent and reduce homelessness. This strategy focuses on meeting the immediate needs of the homeless population through services and shelter while also partnering with other departments and agencies to increase the supply of affordable housing. OHS works with Housing Forward and the Continuum of Care on initiatives like Dallas R.E.A.L. Time Rapid Rehousing, inclement weather sheltering, landlord-subsidized leasing, and encampment decommissioning to provide housing solutions and support to those experiencing homelessness. HART teams received 371 locations based on 203 service requests to visit 159 locations, cleaned 35 sites, and removed 109,700 lbs of debris.



YEAR IN REVIEW



January 2023

EXPANDING LIBRARY ACCESS

Due to the impact of COVID-19, the Dallas Public Library underwent rapid changes to its service model to continue serving the community. Three years later, the City Manager's budget was adopted by the Dallas City Council, resulting in the reintroduction and expansion of library hours at 15 branch locations citywide. The libraries play a crucial role in offering various resources, promoting learning opportunities, engaging residents, and improving their quality of life. The expanded hours have facilitated the implementation of children's services, workforce development initiatives, SMART summer participation, and adult learning programs. Dallas Public Library has successfully filled all additional positions added in FY 2022-23.

February 2023

LEADERS IN DIVERSITY AWARD

The Dallas Business Journal awarded the City of Dallas a 'Leaders in Diversity' Award for the City's work to operationalize equity in government and the adoption of the Racial Equity Plan for Fiscal Year 2022-23. Assistant City Manager Cedillo-Pereira accepted the award on behalf of the City at the reception hosted on February 23 at the Arts District Station joining other organizations being recognized for their work in diversity, equity, and inclusion. The Racial Equity Plan is a strategic framework to support the City of Dallas in understanding and addressing racial, ethnic, and socioeconomic disparities across Dallas. This will guide City departments and offices to enhance current plans, policies, and initiatives with measurable goals.



March 2023

IRMA P. HALL MEDAL, COMMUNITY ENGAGEMENT

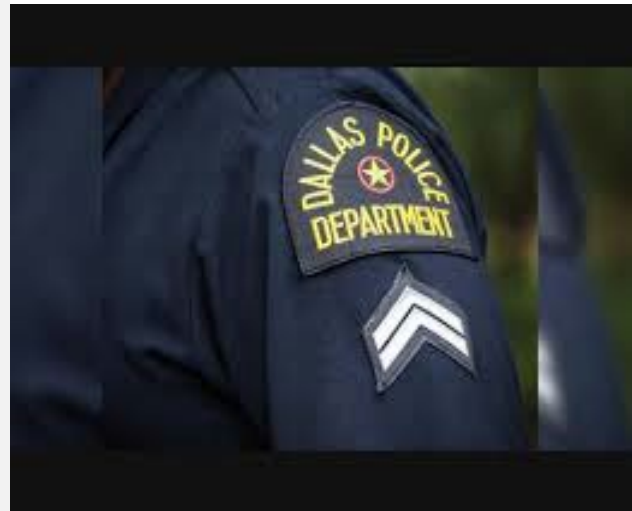
The Office of Arts & Culture (OCA) received the 2023 Irma P. Hall Medal for Community Engagement at the Irma P. Hall Black Theatre Awards presented by the DFW Black Arts Council. The City of Dallas OCA was recognized for community engagement efforts with artists and arts organizations within the City of Dallas. This honor is a testament to OCA's dedication to promoting and supporting the arts across our community and recognizes the department's efforts in creating equitable opportunities for local artists and art organizations and engaging the community in cultural events and programs. The recognition highlights the positive impact that OCA has on the cultural ecosystem of our city in creating a more vibrant and connected community.

YEAR IN REVIEW

April 2023

POLICE RESPONSE TIMES

The Dallas Police Department (DPD) is prioritizing response times to high-priority calls by increasing police and public safety personnel and by implementing a retention incentive program that is targeted to reduce the attrition rate of experienced officers. In efforts to evaluate call volume, DPD measures the number of patrol stations based on call volume and the total number of offenses for consideration in redistricting. This would be determined by DPD's ability to better respond to calls in a timely manner with the goal of hiring 250 officers.



MAY 2023

SMART CITIES INITIATIVE

Smart Cities Connect awarded the City of Dallas the top honor of the 2023 Smart 50 Awards, which recognizes 50 cities across the globe for innovative and influential work related to smart cities projects and initiatives. The City won the award for its work on the Red Cloud Neighborhood Smart Cities Pilot Project, Dallas' first smart community located in Southeast Dallas in which all streets, alleys, and sidewalks were reconstructed in conjunction with multiple technological quality-of-life improvements. Through Red Cloud, the City will provide community Wi-Fi to almost 190 homes in the neighborhood, Air Quality Environmental Monitors, and AI-enabled situational awareness cameras at select locations by using newly installed LED streetlights integrated with wireless access points (WAPs).

June 2023

NON-EMERGENCY ENFORCEMENT

The City of Dallas has initiated hiring non-sworn personnel to handle lower-priority tasks by transferring non-emergency law enforcement responsibilities the Department of Transportation (TRN). The transfer does not add civilian employees to DPD's staff but allows more time on higher-priority calls and violent crime reduction. DPD is constantly monitoring and looking at ways to improve service throughout the city of Dallas.



YEAR IN REVIEW



July 2023

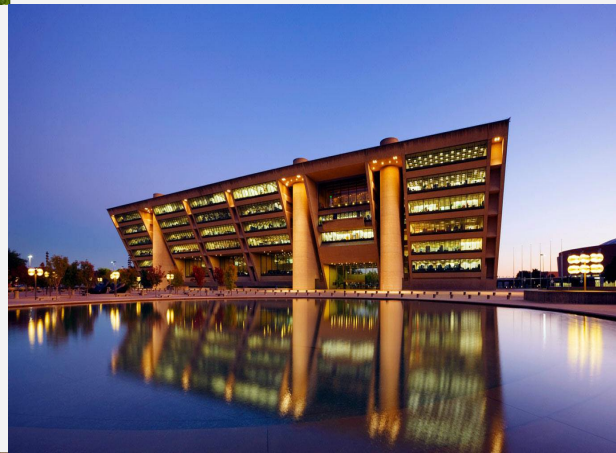
INSPECTION LIFE SAFETY EDUCATION NIGHT DETAIL TEAM

Effective safety begins with prevention and compliance with safety standards, which has led DFR to launch the Inspection and Life Safety Education Division responsible for code enforcement, inspections, and education. This division provides injury prevention educational programs tailored to specific audiences that address safety concerns. As of April 2023, \$41,607 has been collected in permits and fees with 414 code activities that has resulted in 1,326 hazards identified. The team monitors and inspects venues in the City's entertainment zones during peak hours of operation while also following up on Alternative Fire Watches to ensure compliance with the Dallas Fire Code.

August 2023

ALL-AMERICA CITY AWARD

The National Civic League honored the City of Dallas with the 74th Annual All-America City Award for Creating Thriving Communities recognized through the demonstration of outstanding collaboration, innovation, and community engagement. This year, the City displayed efforts that fostered engagement with youth in meaningful ways through the Dallas Youth Commission, the Welcoming Strategic Plan, and the Dallas Cultural Plan. Dallas prioritizes youth engagement and provide opportunities for young individuals to thrive by creating a model for building stronger, more inclusive communities.



September 2023

BRIDGING THE DIGITAL DIVIDE

The City of Dallas recognizes that having access to the internet is critical to building a more inclusive, equitable, and resilient community. Developed during the COVID-19 pandemic, the City and its partners have been working diligently to bridge the digital divide comprehensively from access to internet connections, hardware such as home computers, and digital literacy and skills training. The launch of the Digital Navigators Program advances the recommendations identified in the City's Broadband and Digital Equity Strategic Plan. The plan identifies specific ways the City can bridge the digital divide through infrastructure investments, public-private partnerships, and programming. In March 2023, the City of Dallas partnered with Dallas Innovation Alliance to further advance connectivity and has provided resources to 782 households.

LIVING OUR VALUES

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

