

COMMUNITY PROFILE

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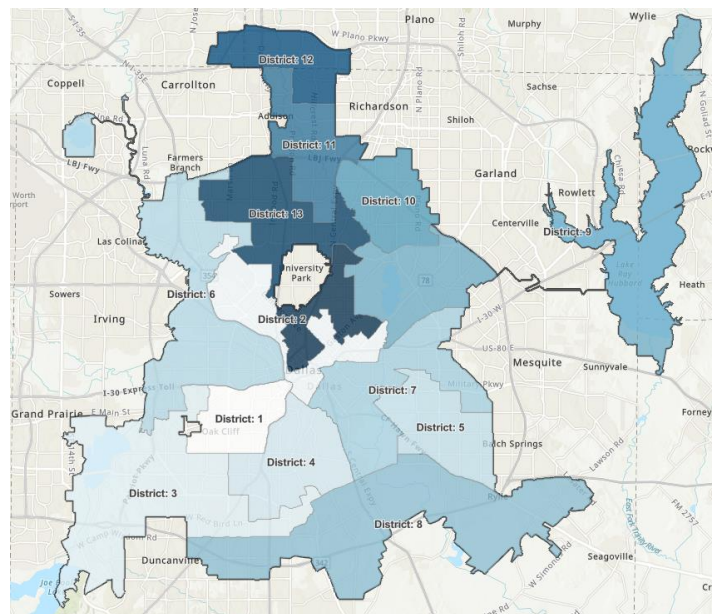
YOUR ELECTED OFFICIALS

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



Back Row (left to right)

Chad West
District 1

Paul E. Ridley
District 14

Jaynie Schultz
District 11

Jesse Moreno
District 2

Adam Bazaldua
District 7

Gay Donnell Willis
District 13

Cara Mendelsohn
District 12

Omar Narvaez
Deputy Mayor Pro Tem, District 6

Front Row (left to right)

Casey Thomas, II
District 3

Paula Blackmon
District 9

Tennell Atkins
District 8

Mayor Eric Johnson
At-Large

B. Adam McGough
District 10

Jaime Resendez
District 5

Carolyn King Arnold
Mayor Pro Tem, District 4

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 Christopher J. Caso, appointed in April 2020 (interim since 2018)
- 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 15,300 employees and over \$4 billion budget.

EXECUTIVE LEADERSHIP TEAM



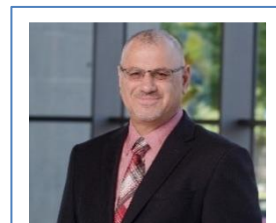
T. C. Broadnax
City Manager



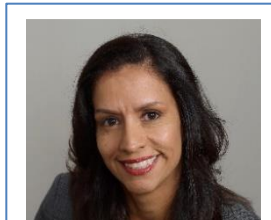
Kimberly Bizer Tolbert
Deputy City Manager



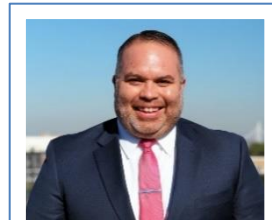
Jon Fortune
Deputy City Manager



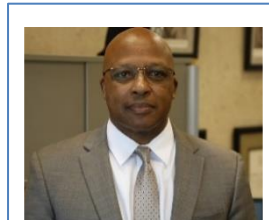
Majed Al-Ghafry
Assistant City Manager



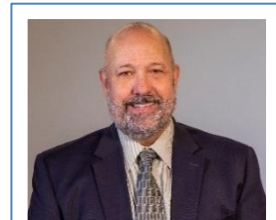
Liz Cedillo-Pereira
Assistant City Manager



Robert Perez
Assistant City Manager



Carl Simpson
Assistant City Manager

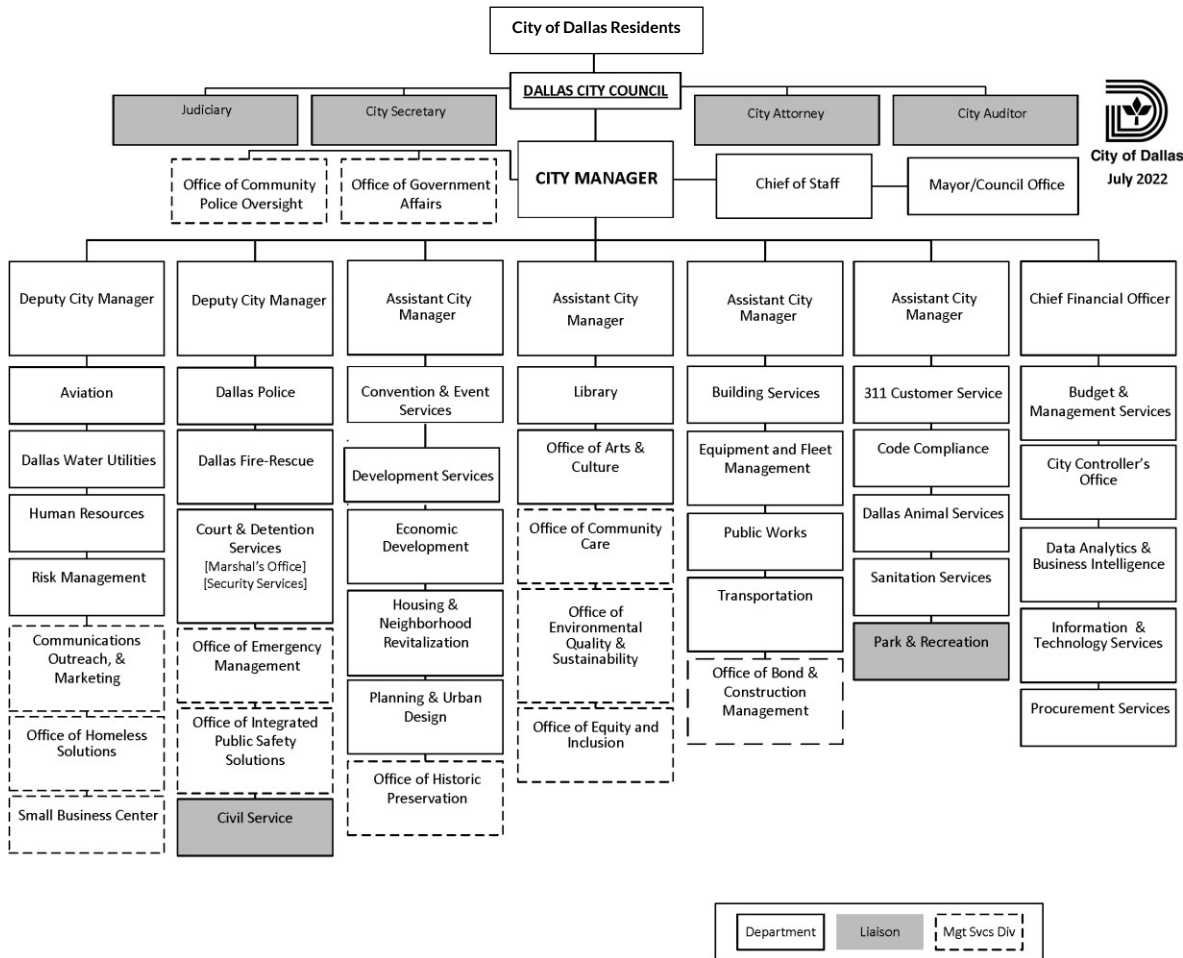


Jack Ireland
Chief Financial Officer

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

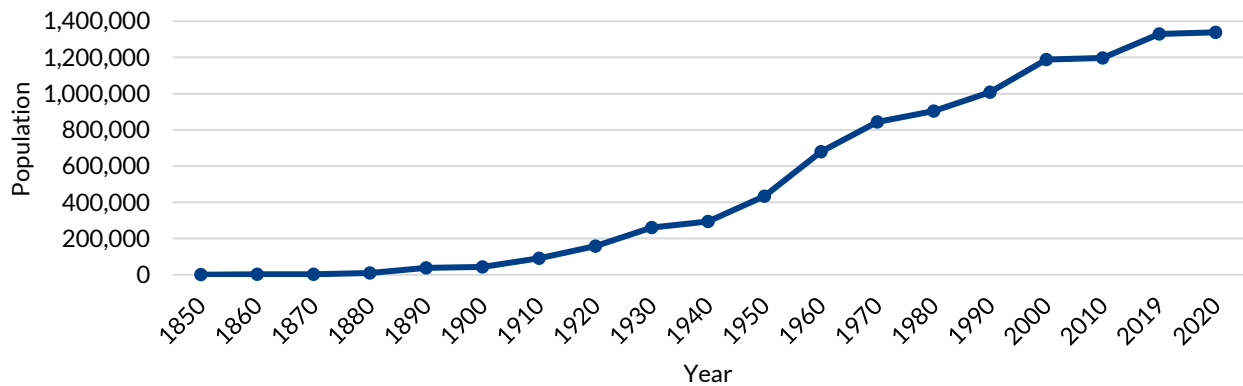
ECONOMIC DEVELOPMENT BOARDS

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 more than 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 55 percent increase in population in the last 50 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.

Below is a population snapshot of our city at a glance:



TOTAL HOUSEHOLDS
524,498



MEDIAN HOUSEHOLD INCOME
\$54,747



BACHELOR'S DEGREE OR HIGHER
34.7%



HOUSEHOLDS WITH BROADBAND ACCESS
81.5%



CIVILIAN EMPLOYMENT RATE, AGES 16+
68.7%

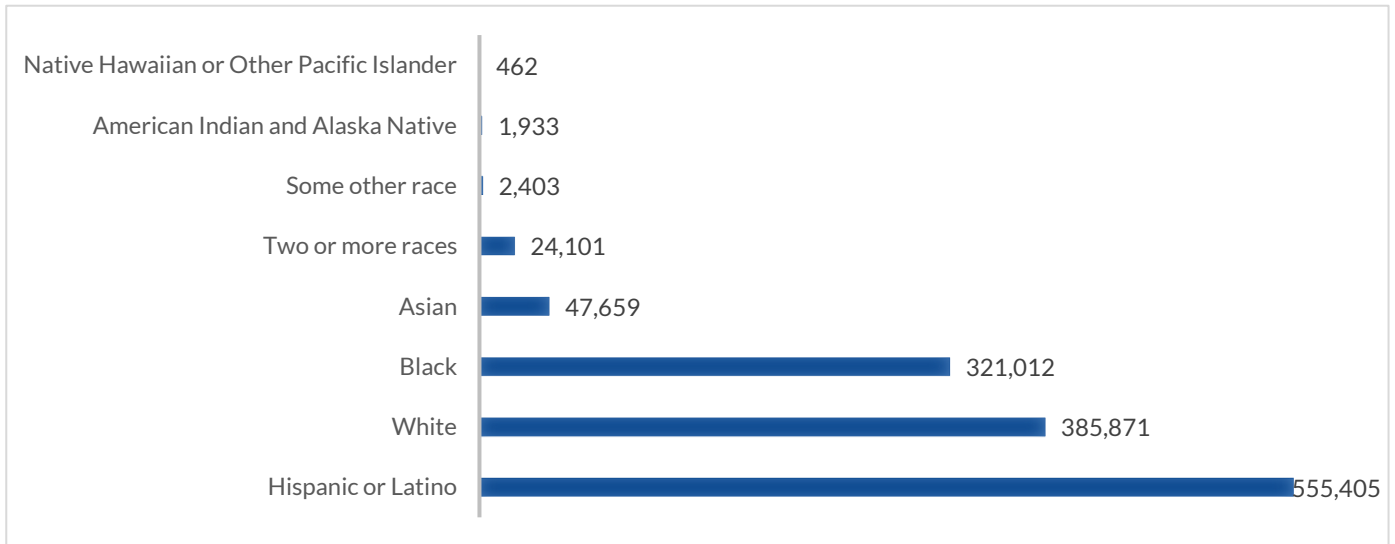


WITHOUT HEALTH CARE COVERAGE
23.1%

³ Taken from the 2020 U.S. Census - <https://www.census.gov/quickfacts/dallascitytexas>


⁴ <https://texasalmanac.com/sites/default/files/images/CityPopHist%20web.pdf>

THE PEOPLE OF DALLAS




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 3.4 percent as Asian. Another 0.3 percent of people identify as some other race, including American Indian, Alaska Native, Native Hawaiian, or Other Pacific Islander. About six percent of Dallas residents identify as more than one race.


Here are some additional facts about the people that make up our community⁵:



Eighty-five percent of Dallas workers travel to work by car, with an average commute time of 26 minutes.



Dallas has a median age of 32.9. One in four Dallas residents is under the age of 18.



One in twelve residents live with a disability.



There are more than 42,000 veterans who call Dallas home.

⁵ https://www.dallaschamber.org/wp-content/uploads/2022/03/EDG2022_DFWRegion-Accolades.pdf

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.

Corporate Headquarters

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

- 21 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 fifth in the U.S. for locally headquartered Fortune 500 companies, with 11 located within city limits⁶:

- AT&T (No. 13)
- Energy Transfer (No. 54)
- CBRE Group (No. 126)
- Builders FirstSource (No. 176)
- Tenet Healthcare (No. 181)
- HF Sinclair (No. 197)
- Texas Instruments (No. 198)
- Southwest Airlines (No. 234)
- AECOM (No. 260)
- Jacobs Engineering Group (No. 262)
- EnLink Midstream (No. 485)

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 the national and the international levels.⁷

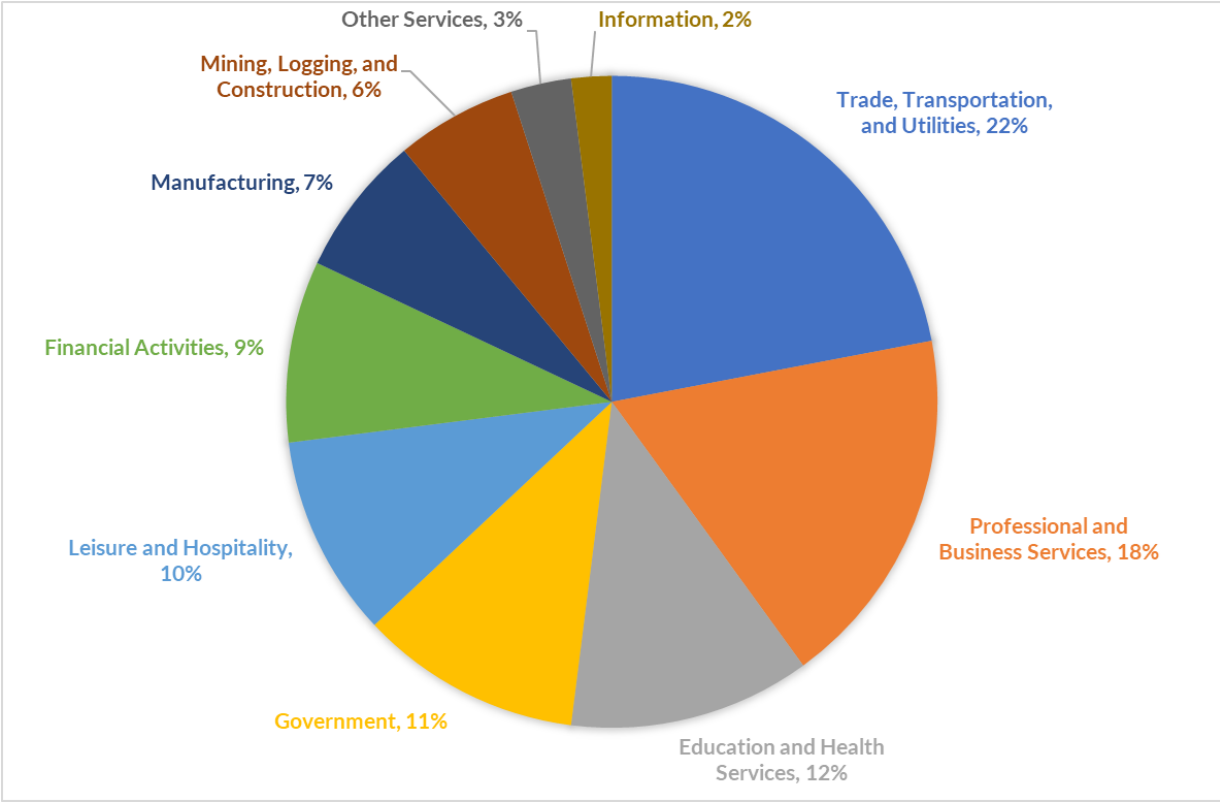
This graph shows the industry composition for the Dallas region as of May 2022⁸:

⁶ <https://cw33.com/news/texas/texas-is-home-to-most-fortune-500-companies-dallas-among-top-5-u-s-cities/>

⁷ https://www.dallaschamber.org/wp-content/uploads/2022/03/EDG2022_Industry-IndustryDiversity.pdf

⁸ Texas Workforce Commission, Economic Profile for Metropolitan Statistical Area for the Month of May 2022

THE DALLAS ECONOMY



International Trade

According to the International Trade Administration, the Dallas metropolitan area was the 5th largest export market in the U.S. in 2020 (up two spots from 2019) with merchandise shipments totaling \$35.6 billion. This accounts for 9.5 percent of Texas goods exports.

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 28 percent.⁹

⁹https://www.dallaschamber.org/wp-content/uploads/2022/03/EDG2022_BusinessEcon-GlobalTrade.pdf

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.¹⁰:

Innovative



Dallas is a place where innovation thrives. In 2021, Dallas ranked sixth among the 500 most innovative cities. Dallas has also been identified as one of the top ten hottest startup communities in the United States, ranking #1 for entrepreneurship.

Connected



Dallas is a hub for regional and international connections. In 2021, Dallas Love Field was ranked the #1 best airport in its class. Dallas also has a top ten digital ecosystem among global metros.

Resilient

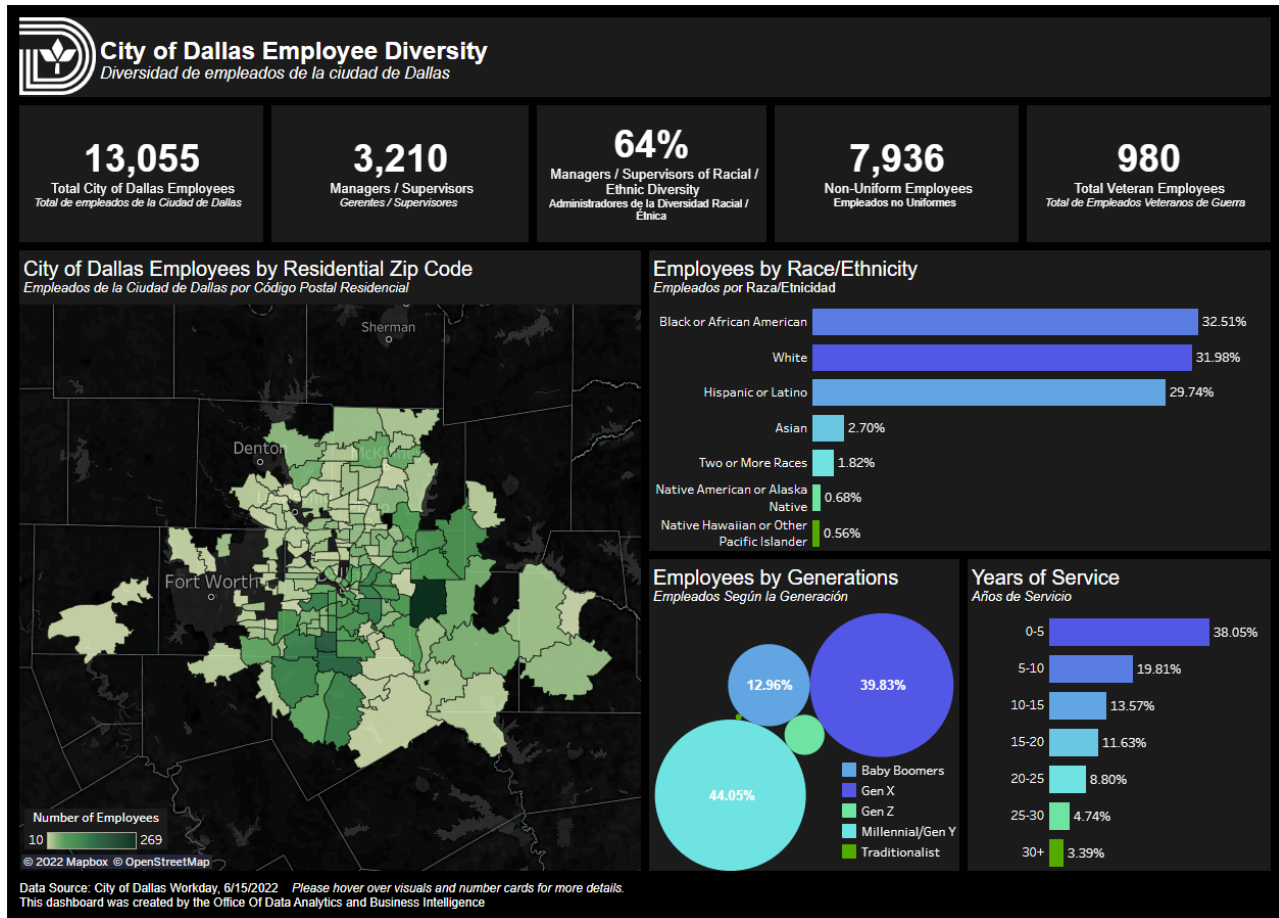


Dallas is a resilient community of hardworking people. In December 2021, the Dallas metro region ranked #1 in recovering pandemic job losses. The Dallas region also ranked tenth in the Milken Institute's list of "Best Performing Cities for 2022," up four spots from 2021!

¹⁰ https://www.dallaschamber.org/wp-content/uploads/2022/03/EDG2022_DFWRegion-Accolades.pdf

AT YOUR SERVICE

With about 13,000 employees, the City is the second-largest employer in Dallas after Dallas Independent School District. We are proud to reflect the community we serve.



Our Employee Diversity Dashboard¹¹ 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 (32.51%), while 31.98% are White and 29.74% are Hispanic or Latino. Our workforce is well-represented across age groups, levels of experience, and geographic locations.

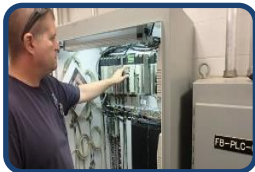
¹¹ <https://dallascityhall.com/departments/humanresources/Pages/diversity.aspx>

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. We also offer 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 139 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.



The City supports 58 fire stations, 45 full-time ambulances, and eight 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 June 2022, DAS holds a 81.1 percent live release rate for dogs and cats for the fiscal year. DAS has also responded to more than 40,000 resident service calls this year.



Park and Recreation maintains and operates six golf courses, five tennis centers, 43 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.

YEAR IN REVIEW



October 2021

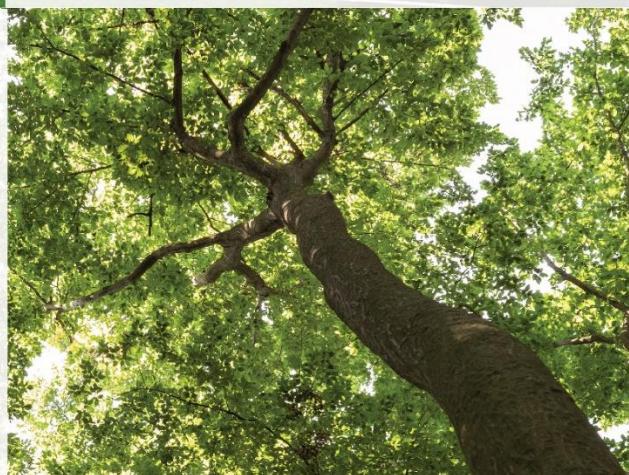
AFFORDABLE HOUSING IN SOUTHERN DALLAS

A new mixed-income housing and transit-oriented development broke ground in Southern Dallas. The Ridge at Lancaster is the first phase of a three-phase development that will help fill the city's growing need for attainable and diverse housing options. The total development cost is estimated to be \$210 million, which has been made possible by a partnership with the City of Dallas and LDG Development. It is owned and financed by the Dallas Housing Finance Corporation in partnership with LDG Development.

November 2021

BRANCH OUT DALLAS RETURNS

After a year-long hiatus during the pandemic, the City of Dallas resumed its popular "Branch Out Dallas" Program. With the support of dedicated volunteers and community partners, the City distributed 2,500 native trees. Each new tree is an investment in Dallas' green infrastructure that beautifies the city, reduces stormwater runoff to drainage systems, and mitigates the heat island effect while also increasing the tree cover canopy in underserved areas.



December 2021

ONE DALLAS UPDATE IN SPANISH

Communications, Outreach, and Marketing debuted the One Dallas Update, delivered in both English and Spanish. Since the language access team formed and partnered with the video production unit, COM has been collaborating with departments to create engaging community outreach materials for audiences that primarily speak Spanish, going beyond captioning or translation, and producing original Spanish language content.



Participa en las oportunidades de contratación de la Alcaldía.
DALLASCITYHALL.BONFIREHUB.COM

YEAR IN REVIEW

January 2022

JUANITA J. CRAFT HOUSE

OAC partnered with the Junior League of Dallas to help raise funds to complete the necessary rehabilitation of the structure, and City Council approved the construction services contract on January 12, 2022. This investment restores the historic home of Juanita J. Craft, a civil rights champion who is known for her work improving the lives of People of Color across the state, including fighting for access to equal pay and healthcare. On February 9, the City of Dallas honored the statewide leader with a proclamation.



February 2022

CITY OF DALLAS PROVIDES SHELTER FROM WINTER STORM

When a winter storm was predicted to bring extreme cold, the City of Dallas acted quickly to convert 72 select recreation center and library locations into warming shelters. In addition, residents who needed relief from the extreme cold were welcome to visit any Parks and Recreation or library facility during normal business hours.

March 2022

TRANSPORTATION DEPARTMENT GOES THE EXTRA MILE

The City of Dallas Transportation Department achieved the mid-year goal of improving long-line pavement marking 612 of 1,223 miles and the percentage of signal malfunction responses within 120 minutes at 93 percent. They also rolled out a comprehensive plan to replace 1,000 outdated school zone flashing beacons to make the commute to school safer for the younger residents.



April 2022

FAIR PARK MULTIMEDIA CENTER GOES LIVE

The City of Dallas opened the Fair Park Multimedia Center, a robust facility that allows City officials to produce informational content for residents. The building includes a studio with TV cameras, editing suites for video shot in Dallas neighborhoods and a podcast studio. The Multimedia Center was funded by cable TV subscription fees, resources which must be earmarked for communication services.

YEAR IN REVIEW

May 2022

R.I.G.H.T CARE EXPANSION

The R.I.G.H.T. Care Program, the city's multi-discipline mental health response unit, launched additional teams. The acronym "R.I.G.H.T" stands for "Rapid Integrated Group Healthcare Team". These teams include a police officer, a licensed clinical social worker, a paramedic, and off-site clinicians who connect residents with community resources rather than send them to jail. When a mental health-related call comes to the 911 dispatch, the team is deployed. If the scene is safe when they arrive, and if the patient has no history of aggression or violence, the social worker engages instead of the police officer.



June 2022

DALLAS CITY HALL HOSTS NATURALIZATION CEREMONY FOR RESIDENTS

In celebration of Immigrant Heritage Month and Flag Day, the City of Dallas hosted a naturalization ceremony in collaboration with United States Citizenship and Immigration Services (USCIS). Thirty Dallas residents from 15 different countries swore their Oath of Allegiance and became naturalized US citizens.

July 2022

CITY OF DALLAS OFFERS SUMMER ACTIVITIES FOR YOUTH

The City of Dallas is proud to offer dozens of free and low-cost activities for kids and teens to enjoy to stay safe while keeping cool, staying active and expanding their knowledge. Dallas Public Libraries, Dallas Police Department, and the Office of Arts and Culture offer free and low-cost activities for all ages. This year, Dallas Park and Recreation partnered with Amazon and other local organizations to sponsor a Teen All-Access Pass that will allow youth free entry to more than ten popular Dallas cultural and recreational venues.



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, and Excellence.



