Forward Dallas!
Research Findings

City Council Briefing
January 5, 2005
Objectives

• Define the values and priorities of Dallas citizens

• Describe the attitudes and perceptions about the comprehensive plan

• Establish a benchmark for measuring results from the planning process
Research overview

Telephone Survey - random sample of citizens – evenly distributed across all council districts
error margin of plus or minus 3.4% 700

Community leader interviews 53

“Person on the street” interviews 30

Total Interviews 783
## Research balance

<table>
<thead>
<tr>
<th>Respondent Race</th>
<th># of Interviews</th>
<th>% of Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>African-American</td>
<td>206</td>
<td>26%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>269</td>
<td>34%</td>
</tr>
<tr>
<td>Other (Non-caucasian)</td>
<td>36</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total (Non-caucasian)</strong></td>
<td><strong>511</strong></td>
<td><strong>65%</strong></td>
</tr>
<tr>
<td>Caucasian</td>
<td>272</td>
<td>35%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>783</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Research balance

Community leader interviews

Neighborhoods 28
   (Two from each district)
Business 12
   Major employers 5
   Small Businesses 5
   Chambers 2
Nonprofits 5
Environmental groups 5
Other 3
Total 53
Organizations included in community leader research

Non-governmental organizations:
   Center for Housing Resources
   Uptown Improvement
   Greater Dallas Urban League
   Dallas Concilio of Hispanic Services Organization
   South Dallas Cultural Center
   Senior Citizens of Greater Dallas
   Foundation for Community Empowerment

Environmental organizations:
   DFW Green Alliance
   Dallas Trees and Parks Foundation
   Preservation Dallas
   Sierra Club Dallas
   Dallas Audubon
Organizations included in community leader research

Neighborhoods:
- Wynnewood North Neighborhoods Association
- North Park/Love Field Civic
- Cedar Crest Homeowner's Association
- White Rock Neighborhood Association
- Urban Park Homeowners
- Glendale Heights
- Horizon Estates
- Greater Dallas Urban League
- Hollywood Santa Monica Neighborhood Association
- Merriman Park Estates Neighborhood Association
- Dixon Branch Homeowners Association
- Lake Highlands North Homeowners Association
- Kiest Valley Estates Homeowners Association
- Preston Hollow Homeowners Association
Organizations included in community leader research

Neighborhoods:
    Elmwood Neighborhood
    Loupout Heights
    Baylor Healthcare System Foundation
    Lake Cliff
    Oak Lawn
    United Homeowners Association
    West Dallas Community Center
    Hidden Valley Homeowners Association
    The Dallas Weekly
    La Voz del Anciano
Organizations included in community leader research

Major employers:
- Seven Eleven
- TD Industries
- Southwest Airlines
- TXU Electric
- Clampitt Paper Company
- Dal Tile

Small business organizations:
- Foreman Office Products
- Capello Food Services
- Padgett Printing
- BB Bicycles
- F.L. Malik, Inc.
- Martinez Technology Group
- BCO Office Supplies
- Bowman-Melton
## Locations for the intercept interviews

<table>
<thead>
<tr>
<th>Location</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walgreen’s on MLK</td>
<td>Buckner &amp; Bruton Road</td>
</tr>
<tr>
<td>Buckner &amp; John West Grocery Store</td>
<td>Albertson’s Hampton &amp; Ledbetter</td>
</tr>
<tr>
<td>Minyard’s - Ft. Worth Avenue</td>
<td>West Dallas - Anita Martinez Rec. Center</td>
</tr>
<tr>
<td>MLK Center - Employment Center</td>
<td>Grand &amp; Robert Cullum - DISD Maintenance Worker</td>
</tr>
<tr>
<td>Fiesta - W. Jefferson</td>
<td>Wal-Mart at Pinnacle Park</td>
</tr>
<tr>
<td>Love Field at Mockingbird Lane - Service Station across from Antiques Mall</td>
<td>Jefferson &amp; Madison - Outside Fiesta Food Store</td>
</tr>
<tr>
<td>Mockingbird Lane &amp; Denton Drive - Diaper Store</td>
<td>Payless Shoe Store - Jefferson St.</td>
</tr>
<tr>
<td>Peak &amp; Bryan Sts. - Beauty Salon</td>
<td>Fiesta Food Store Manager - Jefferson St.</td>
</tr>
<tr>
<td>Reconciliation Outreach Center on Bryan St.</td>
<td>Toronto off Singleton Blvd. - outside home</td>
</tr>
<tr>
<td>West Dallas - Anita Martinez Rec. Center</td>
<td>Bryan St. &amp; Peak - at Medical Office</td>
</tr>
<tr>
<td>Hampton &amp; Ledbetter - St. Elizabeth’s Church</td>
<td>Luby’s on Hampton &amp; Ft. Worth Ave.</td>
</tr>
<tr>
<td>Carroll &amp; Bryan Sts. - Restaurant</td>
<td>Graham’s Barber Shop - MLK at Atlanta</td>
</tr>
<tr>
<td>Illinois Ave. &amp; Hampton Road - Family Dollar</td>
<td>Minyard’s on MLK</td>
</tr>
<tr>
<td>Goodwill - Jefferson St.</td>
<td>Bonnie View &amp; Simpson Stuart Rd. - Ingram Service Station</td>
</tr>
<tr>
<td>Fiesta - Lancaster Road</td>
<td>Two Podners - Robert Cullum St.</td>
</tr>
<tr>
<td>Peak &amp; Bryan Sts. - outside antiques store</td>
<td>1327 N. Peak</td>
</tr>
</tbody>
</table>
### Attitudes about Dallas

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas is still one of the best cities in the world</td>
<td>66.9%</td>
<td>33.1%</td>
</tr>
<tr>
<td>Dallas is in decline</td>
<td>40.5%</td>
<td>59.5%</td>
</tr>
</tbody>
</table>

**Question 46:** Please tell me whether you agree or disagree with the following statements: Dallas is still one of the best cities in the world.  
**Question 47:** Dallas is in decline.
Planning ahead. . .

Hopes for the plan

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am personally enthusiastic and want to participate</td>
<td>68.5%</td>
</tr>
<tr>
<td>Believe the city can balance needs of all citizens</td>
<td>63.5%</td>
</tr>
<tr>
<td>Confident the city can carry out plan successfully</td>
<td>53.6%</td>
</tr>
</tbody>
</table>

Question 56: Please tell me whether you agree or disagree with the following statements: I am personally enthusiastic about planning for the future of Dallas and want to participate in it. Question 51: I believe the city can balance the needs of all the citizens in the comprehensive plan. Question 52: I am confident the city can carry out such a plan successfully.
Planning ahead. . .

Will the plan change Dallas for the better?

Yes

If people like me participate and the city does it well, Dallas will change for the better 91.3%

Question 57: Given that you participate in the city of Dallas’ comprehensive plan, and the plan is carried out effectively, is your perception that anything will change as a result of this plan?
Implications for planning in Dallas

A favorable climate for planning exists

• The planning climate appears to be very favorable. Dallas citizens are enthusiastic about their city and about planning for its future. Many want to be directly involved.

• However, a significant number are concerned that the plan will be overly influenced by certain neighborhoods and developers, and they feel that the plan will leave them out.
Attitudes about planning

Fears and concerns about the plan

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too influenced by certain neighborhoods</td>
<td>63.7%</td>
</tr>
<tr>
<td>Too influenced by developers</td>
<td>58.5%</td>
</tr>
<tr>
<td>Dallas is too divided to have a unified vision</td>
<td>51.2%</td>
</tr>
<tr>
<td>I don’t feel included – people like me left out</td>
<td>50.1%</td>
</tr>
<tr>
<td>Concerned it will cause massive rezoning</td>
<td>43.4%</td>
</tr>
<tr>
<td>Afraid it will cause too much change too fast</td>
<td>19.8%</td>
</tr>
</tbody>
</table>

Question 50: Please tell me whether you agree or disagree with the following statements: I am afraid the comprehensive plan will be too influenced by certain neighborhoods. Question 49: I am afraid the comprehensive plan will be too influenced by developers. Question 55: Dallas is too divided to have a unified vision for the city. Question 58: I do not feel included in the planning process - people like me are always left out. Question 54: I am concerned that the comprehensive plan will cause massive re-zoning of neighborhoods. Question 53: I am afraid that the comprehensive plan will cause too much change too fast.
Overall key fears

Key fears of this plan are
• will be driven by special interests - developers or certain neighborhoods
• will result in massive rezoning
• will get bogged down by a polarized city council

The plan should
• include participation from all parts of Dallas
• be implemented and result in a better, more unified Dallas
• be a plan for ALL the citizens, powered by input from ALL kinds of citizens
• unify this and future city councils behind a strategy that works for all parts of Dallas
Planning goals

A real consensus exists regarding
- Redevelopment, especially in southern sector
- Transit, especially rail
- Affordable housing, although less so for apartments
- Walkable neighborhoods
- Efforts to protect air, water and trees
Planning goals

Crime is by far the most important “quality of life issue” to be addressed by the planning process. The comprehensive plan should underscore ways to increase people’s sense of safety.
Quality of life in Dallas

What citizens like most about living in Dallas

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety of choices</td>
<td>10.9%</td>
</tr>
<tr>
<td>Easy to get around</td>
<td>9.9%</td>
</tr>
<tr>
<td>It’s my hometown</td>
<td>9.3%</td>
</tr>
<tr>
<td>Everything</td>
<td>7.6%</td>
</tr>
<tr>
<td>Weather</td>
<td>7.1%</td>
</tr>
<tr>
<td>Cultural diversity/arts</td>
<td>6.8%</td>
</tr>
<tr>
<td>Good place to live/big city</td>
<td>6.7%</td>
</tr>
<tr>
<td>Family/children</td>
<td>6.2%</td>
</tr>
<tr>
<td>Employment/business</td>
<td>5.7%</td>
</tr>
<tr>
<td>People</td>
<td>4.3%</td>
</tr>
<tr>
<td>Other</td>
<td>25.5%</td>
</tr>
</tbody>
</table>

Question 1: What do you like most about living in Dallas?
What citizens like least about living in Dallas

<table>
<thead>
<tr>
<th>Top Answers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>24.8%</td>
</tr>
<tr>
<td>Crime/drugs/violence</td>
<td>15.9%</td>
</tr>
<tr>
<td>City government/politics</td>
<td>7.3%</td>
</tr>
<tr>
<td>Heat</td>
<td>3.8%</td>
</tr>
<tr>
<td>Taxes</td>
<td>3.6%</td>
</tr>
<tr>
<td>Racial tensions</td>
<td>3.5%</td>
</tr>
</tbody>
</table>
The biggest threats to Dallas

<table>
<thead>
<tr>
<th>Top Answers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Crime/drugs/violence</td>
<td>37.3%</td>
</tr>
<tr>
<td>Pollution</td>
<td>10.2%</td>
</tr>
<tr>
<td>Bad economy/unemployment</td>
<td>6.8%</td>
</tr>
<tr>
<td>City government/politics</td>
<td>5.2%</td>
</tr>
</tbody>
</table>
Council districts versus city

Do elected officials focus on their districts at the expense of the whole city?

Yes 74.8%
No 15.0%
Priorities

Highest priorities

- Education: 85.6%
- Public safety: 80.3%
- Environment: 76.1%
- Jobs: 74.6%
- Traffic: 73.2%
- Quality of life in neighborhoods: 70.0%

Question 4,5,6,8,10,11: For each of the following, please tell me if you think the issue should be a high, medium or low priority in the future for the city of Dallas?
## Other priorities

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health care</td>
<td>68.5%</td>
</tr>
<tr>
<td>Homelessness</td>
<td>61.1%</td>
</tr>
<tr>
<td>Harmony among various ethnic groups</td>
<td>59.5%</td>
</tr>
<tr>
<td>Housing that is affordable</td>
<td>55.9%</td>
</tr>
<tr>
<td>Taxes</td>
<td>55.6%</td>
</tr>
<tr>
<td>Small business and entrepreneurship</td>
<td>50.0%</td>
</tr>
<tr>
<td>Job training</td>
<td>50.0%</td>
</tr>
<tr>
<td>Parks and open spaces</td>
<td>48.9%</td>
</tr>
</tbody>
</table>

Question 7,9,12--17: For each of the following, please tell me if you think the issue should be a high, medium or low priority in the future for the city of Dallas?
Confidence in economic development

**Confidence Level in Economy**

Confidence in Dallas’ ability to create the right kind of jobs

Average on a 10 point scale = 6.3

Question 37: On a scale of 1 to 10 where 1 is not at all confident and 10 is very confident, how confident are you in Dallas’ ability to create the right kind of jobs for people who live here?
Question 22: Dallas is growing in many different ways. Are there any examples of development that you want to see more of in Dallas?

Examples of positive development

<table>
<thead>
<tr>
<th>Example</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>15.5%</td>
</tr>
<tr>
<td>Downtown/urban development</td>
<td>13.6%</td>
</tr>
<tr>
<td>More shops/entertainment</td>
<td>12.7%</td>
</tr>
<tr>
<td>Parks/recreation</td>
<td>11.9%</td>
</tr>
<tr>
<td>Affordable housing</td>
<td>9.0%</td>
</tr>
<tr>
<td>Better/more schools</td>
<td>7.5%</td>
</tr>
<tr>
<td>More police/safety</td>
<td>5.6%</td>
</tr>
<tr>
<td>Better/more mass transportation</td>
<td>4.7%</td>
</tr>
<tr>
<td>Street/highway/sidewalk repair</td>
<td>4.2%</td>
</tr>
<tr>
<td>Other</td>
<td>15.3%</td>
</tr>
</tbody>
</table>
Where should new development go?

Both undeveloped areas and developed areas 73.3%
Mostly in already developed areas 14.3%
Most in undeveloped areas 8.5%
Neither, depends or don’t know 3.9%

Question 23: Do you feel that new development should mainly be located in “new, vacant” areas or in areas where neighborhoods and development already exists, or a mixture of both? IF NEEDED: By new development, I mean new houses, shops, office buildings, public buildings, etc.
Southern sector

Should the city invest in southern sector?

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>77.7%</td>
</tr>
<tr>
<td>No</td>
<td>14.3%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

Ethnic segment:

- African-American: 84.6%
- Hispanic: 80.8%
- Caucasian: 70.6%

Geographic segment:

- Far North: 60.9%
- Northeast: 76.6%
- Northwest: 75.2%
- Southeast: 85.2%
- Southwest: 83.1%
Priority areas for investment

Priority areas to invest in

Which one area should be Dallas’ most important priority for investment?

- Southern sector: 51.9%
- Central: 27.5%
- North: 10.3%
- All: 3.7%
- None/other/don’t know: 6.5%

Question 45: Which ONE of the following three areas should be Dallas’ most important priority for investment?
Initial thoughts about southern sector

- Poor/crime/bad neighborhood: 36.8%
- Needs development: 23.5%
- Named a specific landmark: 9.4%
- Nice scenery/architecture: 4.7%
- Minorities: 3.9%
- Trash/dirty/polluted: 2.8%
- Other: 18.9%

Question 43: When you think of southern Dallas (which is the area south of 1-30 east of downtown and also south of the Trinity River west of downtown) what is the first thing that comes to mind?
Housing choices

Housing choices: preferences

Would you or members of your immediate family want to live in rental apartments, duplexes, condominiums and town homes?

<table>
<thead>
<tr>
<th></th>
<th>Yes, might want to</th>
<th>No</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town home</td>
<td>49.7%</td>
<td>47.8%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Condominium</td>
<td>41.7%</td>
<td>56.8%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Duplex</td>
<td>24.1%</td>
<td>74.1%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Rental apartment</td>
<td>24.3%</td>
<td>71.5%</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

Question 24-27: Do you think that at some point you or members of your immediate family might find themselves wanting to live in any of the following: rental apartment, duplex, town home, condominium?

Question 28-31: Now I’ll read you the same list of housing. As I read each one, please tell me whether you would you like that kind of housing built in your own neighborhood, somewhere else in Dallas, both, or neither?
Housing choices

Housing choices: preferences

And where would you like that kind of housing built in your neighborhood or other areas in Dallas?

<table>
<thead>
<tr>
<th>Housing Type</th>
<th>My neighborhood</th>
<th>Elsewhere in Dallas</th>
<th>Both my neighborhood and elsewhere in Dallas</th>
<th>Neither</th>
<th>Depends/don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town home</td>
<td>31.9%</td>
<td>28.6%</td>
<td>27.2%</td>
<td>10.4%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Condominium</td>
<td>25.6%</td>
<td>35.9%</td>
<td>24.6%</td>
<td>12.6%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Duplex</td>
<td>18.5%</td>
<td>37.5%</td>
<td>24.6%</td>
<td>17.1%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Rental apartment</td>
<td>11.5%</td>
<td>42.6%</td>
<td>19.0%</td>
<td>24.8%</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

Question 24-27: Do you think that at some point you or members of your immediate family might find themselves wanting to live in any of the following: rental apartment, duplex, town home, condominium?

Question 28-31: Now I’ll read you the same list of housing. As I read each one, please tell me whether you would you like that kind of housing built in your own neighborhood, somewhere else in Dallas, both, or neither?
Housing choices: attitudes

In the future, do you feel that they (rental apartments, town homes, condominiums, and duplexes) would have a positive impact or a negative impact?

- Positive impact: 59.9%
- Negative impact: 24.5%
- Both: 2.5%
- Neither: 1.2%
- Depends: 8.2%
- Don’t Know: 3.7%

Question 32: In the future, do you feel that they (rental apartments, town homes, condominiums, and duplexes) would have a positive impact or a negative impact?
Distribution of “affordable/workforce” housing

Should affordable or workforce housing be spread throughout many neighborhoods in Dallas or concentrated in just a few areas?

- Spread throughout many neighborhoods: 67.9%
- Concentrated in a few areas: 25.6%
- Both: 2.1%
- Neither/depends/don’t know: 4.4%
**Attitudes about “affordable housing” or “workforce housing”**

What is the first thing that comes to mind when you hear “affordable housing” or “workforce housing?”

- Low income/poor/bad quality: 31.5%
- Affordable so working people can own: 22.2%
- Government assisted: 15.2%
- Don’t know: 7.0%
- Small houses/apartments: 5.4%
- Starter homes/first time buyers: 2.4%
- Crime/negative element: 2.3%
- Not really affordable: 2.2%
- Other: 11.8%

**Question 34:** When you hear the phrase “affordable housing” or “workforce housing,” what is the first thing that comes to mind?
Housing choices

Do you think Dallas will need more or less “affordable” or “workforce housing” in the future?

More 73.4%
Same 13.2%
Less 8.1%
Don’t know 5.3%

Question 35: Do you think Dallas will need more, less or the same amount of affordable or workforce housing in the future? IF NEEDED: Within the next 10 to 20 years.
How citizens would make transportation investments

Proportionate investment by transportation type

Average across all respondents:*

- Streets $48.75
- Highways $39.06
- Rail $35.81
- Sidewalks $27.21
- Toll roads $25.44
- Bikeways $16.90

* Does not equal $100 due to multiple combinations

Question 18: If you had $100 for the city of Dallas to invest on ways to reduce traffic, how would you want the $100 to be divided among toll roads, highways, streets, rail, bikeways, and sidewalks? The amount of money given to these six traffic issues must total $100.
Usual transportation choice

How do you usually get around Dallas?

- Car: 91.9%
- Bus: 3.9%
- Rail: 2.2%
- Other: 1.0%
- Walk: 0.7%
- Bike: 0.3%

Willingness to try other transportation choices

What other ways would you like to be able to use to get around Dallas?

- Rail: 53.4%
- Bus: 30.9%
- None: 13.4%
- Walk: 5.7%
- Bike: 5.2%
Importance of walking

Most agree that it is important for the city to provide safe, convenient ways for children to walk to school and adults to walk to shop and eat.

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>92.9%</td>
</tr>
<tr>
<td>No</td>
<td>5.7%</td>
</tr>
<tr>
<td>Not sure</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

Question 21: Please tell me if you agree or disagree with the following statement: Dallas residents would be healthier if they walked to destinations, such as school, work, and places to shop and eat.
**Concerned about environment?**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Trees</td>
<td>84.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Air pollution</td>
<td>81.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water pollution</td>
<td>72.7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Does Dallas have enough open space and parks?**

<table>
<thead>
<tr>
<th></th>
<th>No</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>43.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>5.8%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Geographic segment:**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Far North</td>
<td>38.5%</td>
<td>57.4%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Northeast</td>
<td>39.2%</td>
<td>56.1%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Northwest</td>
<td>38.4%</td>
<td>54.3%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Southeast</td>
<td>39.8%</td>
<td>54.0%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Southwest</td>
<td>55.6%</td>
<td>40.4%</td>
<td>3.9%</td>
</tr>
</tbody>
</table>

Question 39-40: Are you concerned about air pollution in Dallas? Are you concerned about water pollution in Dallas?

Question 41: Are you concerned about preserving existing trees and planting new trees in Dallas?

Question 42: Do you think Dallas has enough parks and open space?
### Awareness of comprehensive plan

| Awareness of comprehensive plan | Yes 32.4% | No 67.6% |

**Question 48:** Please tell me whether you agree or disagree with the following statements: I am aware of the city of Dallas comprehensive plan.
Participation in planning

Will you be on the planning opinions team?
Yes  75.4%
No   24.6%

Best way to include you is:
Better communication  22.4%
Meeting/ forums       21.4%
Email/ mail           14.5%
Listen/ ask           12.1%

Question 60: Would you agree to be part of the City of Dallas Online Opinions Team and allow us to contact you again in the future to get your opinions on these kinds of issues?
Question 59: How could the city better include you in the planning process?
Summary

Broad agreement across community in terms of values, priorities, hopes and fears about the plan

What citizens want the plan to do for them:

• Reduce crime
• Improve education
• Bring prosperity and a higher quality of life to southern sector
• Make Dallas more affordable
• Make Dallas more walkable
• Improve air and water quality and help preserve trees
• Increase the right kind of jobs
• Decrease traffic
• Keep expanding choices for entertainment and shopping
Strategic recommendations based on research findings

Understand the enthusiasm and deep optimism that citizens hold for Dallas

Recognize that the top two community priorities are crime and education and make sure that the plan addresses these directly where possible

Build on the tremendous consensus that already exists around:
  • Redevelopment, especially in the southern sector
  • Jobs
  • Transit, especially rail
  • Affordable housing choices
  • Walkable neighborhoods
  • Efforts to protect air, water and trees
  • Beautify and clean up the city
Strategic recommendations based on research findings *continued*

Keep community leaders close and help them become more familiar with planning specifics

Prove the fears wrong:
- Keep listening to all kinds of citizens
- Show how the plan equitably benefits all parts of the city
- Concentrate on implementation. Don’t just talk about what the plan will do, but how and when it will do it.
For further information contact:

EnviroMedia
1717 West 6th St. Suite 400
Austin, Texas 78701

Robin Rather  512-225-5852
Ashli Collins  512-225-5843
Pam Udall  512-225-5854