

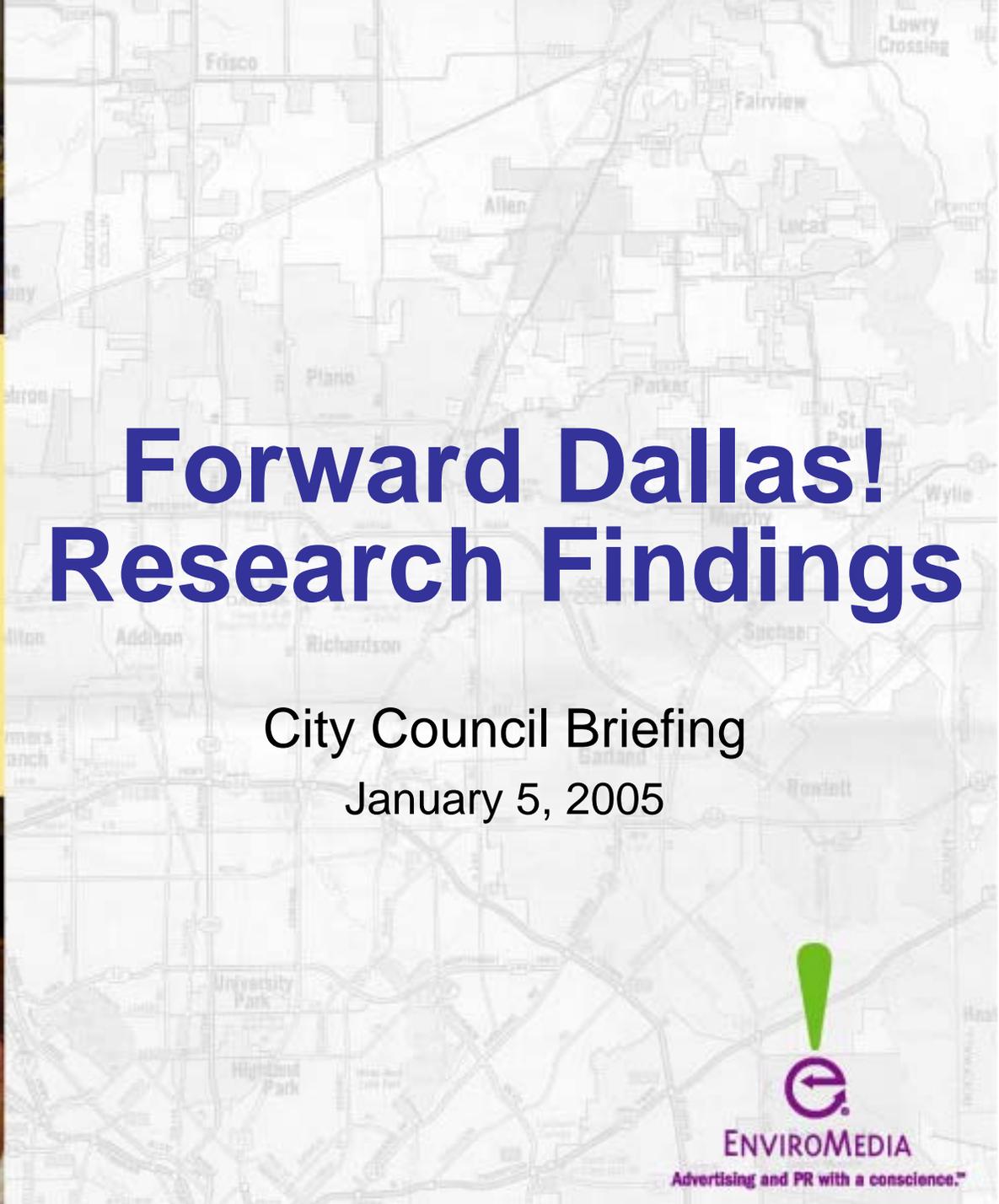


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*Let's build our future.*

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*Construyamos nuestro futuro.*



# Forward Dallas! Research Findings

City Council Briefing  
January 5, 2005



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# 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
<b>Total Interviews</b>	<b>783</b>

## Research balance

<u>Respondent Race</u>	<u># of Interviews</u>	<u>% of Interviews</u>
African-American	206	26%
Hispanic	269	34%
Other (Non-caucasian)	36	5%
<b>Total (Non-caucasian)</b>	<b>511</b>	<b>65%</b>
Caucasian	272	35%
<b>Total</b>	<b>783</b>	<b>100%</b>

## Research balance

### *Community leader interviews*

Neighborhoods (Two from each district)		28
Business		12
Major employers	5	
Small Businesses	5	
Chambers	2	
Nonprofits		5
Environmental groups		5
Other		3
<b>Total</b>		<b>53</b>

# 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

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

## **Attitudes about Dallas**

	<b>Agree</b>	<b>Disagree</b>
Dallas is still one of the best cities in the world	66.9%	33.1%
Dallas is in decline	40.5%	59.5%

**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.

## Hopes for the plan

	Agree
I am personally enthusiastic and want to participate	68.5%
Believe the city can balance needs of all citizens	63.5%
Confident the city can carry out plan successfully	53.6%

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.

## Will the plan change Dallas for the better?

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

Yes

91.3%

## **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.

## Fears and concerns about the plan

	Agree
Too influenced by certain neighborhoods	63.7%
Too influenced by developers	58.5%
Dallas is too divided to have a unified vision	51.2%
I don't feel included – people like me left out	50.1%
Concerned it will cause massive rezoning	43.4%
Afraid it will cause too much change too fast	19.8%

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.

## What citizens like most about living in Dallas

Variety of choices	10.9%
Easy to get around	9.9%
It's my hometown	9.3%
Everything	7.6%
Weather	7.1%
Cultural diversity/arts	6.8%
Good place to live/big city	6.7%
Family/children	6.2%
Employment/business	5.7%
People	4.3%
Other	25.5%

# What citizens like least about living in Dallas

Top Answers

Traffic	24.8%
Crime/drugs/violence	15.9%
City government/politics	7.3%
Heat	3.8%
Taxes	3.6%
Racial tensions	3.5%

## The biggest threats to Dallas

### Top Answers

Crime/drugs/violence	37.3%
Pollution	10.2%
Bad economy/unemployment	6.8%
City government/politics	5.2%

## Council districts versus city

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

Yes	74.8%
No	15.0%

## 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

Health care	68.5%
Homelessness	61.1%
Harmony among various ethnic groups	59.5%
Housing that is affordable	55.9%
Taxes	55.6%
Small business and entrepreneurship	50.0%
Job training	50.0%
Parks and open spaces	48.9%

## **Confidence Level in Economy**

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

Average on a 10 point scale = 6.3

## Examples of positive development

None	15.5%
Downtown/urban development	13.6%
More shops/entertainment	12.7%
Parks/recreation	11.9%
Affordable housing	9.0%
Better/more schools	7.5%
More police/safety	5.6%
Better/more mass transportation	4.7%
Street/highway/sidewalk repair	4.2%
Other	15.3%

## 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?

	Total
Yes	77.7%
No	14.3%
Don't know	8.0%

Ethnic segment:

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

Geographic segment:

	Yes
Far North	60.9%
Northeast	76.6%
Northwest	75.2%
Southeast	85.2%
Southwest	83.1%

## 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%

## 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: preferences

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

	Yes, might want to	No	Don't know
Town home	49.7%	47.8%	1.5%
Condominium	41.7%	56.8%	1.1%
Duplex	24.1%	74.1%	1.4%
Rental apartment	24.3%	71.5%	0.9%

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: preferences

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

	My neighborhood	Elsewhere in Dallas	Both my neighborhood/and elsewhere in Dallas	Neither	Depends/ don't know
Town home	31.9%	28.6%	27.2%	10.4%	1.9%
Condominium	25.6%	35.9%	24.6%	12.6%	1.3%
Duplex	18.5%	37.5%	24.6%	17.1%	2.3%
Rental apartment	11.5%	42.6%	19.0%	24.8%	2.1%

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%

## 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%

## 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%

## 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

## Usual transportation choice

How do you usually get around Dallas?

Car	91.9%
Bus	3.9%
Rail	2.2%
Other	1.0%
Walk	.7%
Bike	.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

Yes	92.9%
No	5.7%
Not sure	1.4%

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?

	Yes
Trees	84.2%
Air pollution	81.3%
Water pollution	72.7%

Does Dallas have enough open space and parks?

No	51.0%
Yes	43.2%
Don't know	5.8%

Geographic segment:	Yes	No	Don't know
Far North	38.5%	57.4%	4.0%
Northeast	39.2%	56.1%	4.8%
Northwest	38.4%	54.3%	7.3%
Southeast	39.8%	54.0%	6.2%
Southwest	55.6%	40.4%	3.9%

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

	Yes	No
Awareness of comprehensive plan	32.4%	67.6%

## 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.

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