

Memorandum



CITY OF DALLAS

DATE February 28, 2014

TO Honorable Mayor and Members of the City Council

SUBJECT **Housing Plus**

Next Wednesday, March 5, 2014, the Council will be briefed on Housing Plus. The briefing materials is attached for your review.

Please let me know if you have any questions or need additional information.

A handwritten signature in black ink that reads "Theresa O'Donnell".

Theresa O'Donnell
Interim Assistant City Manager

cc: A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, Interim First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager

Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Elsa Cantu, Assistant to the City Manager
Frank Libro, Public Information Officer

Housing Plus



Dallas City Council Briefing
March 5, 2014



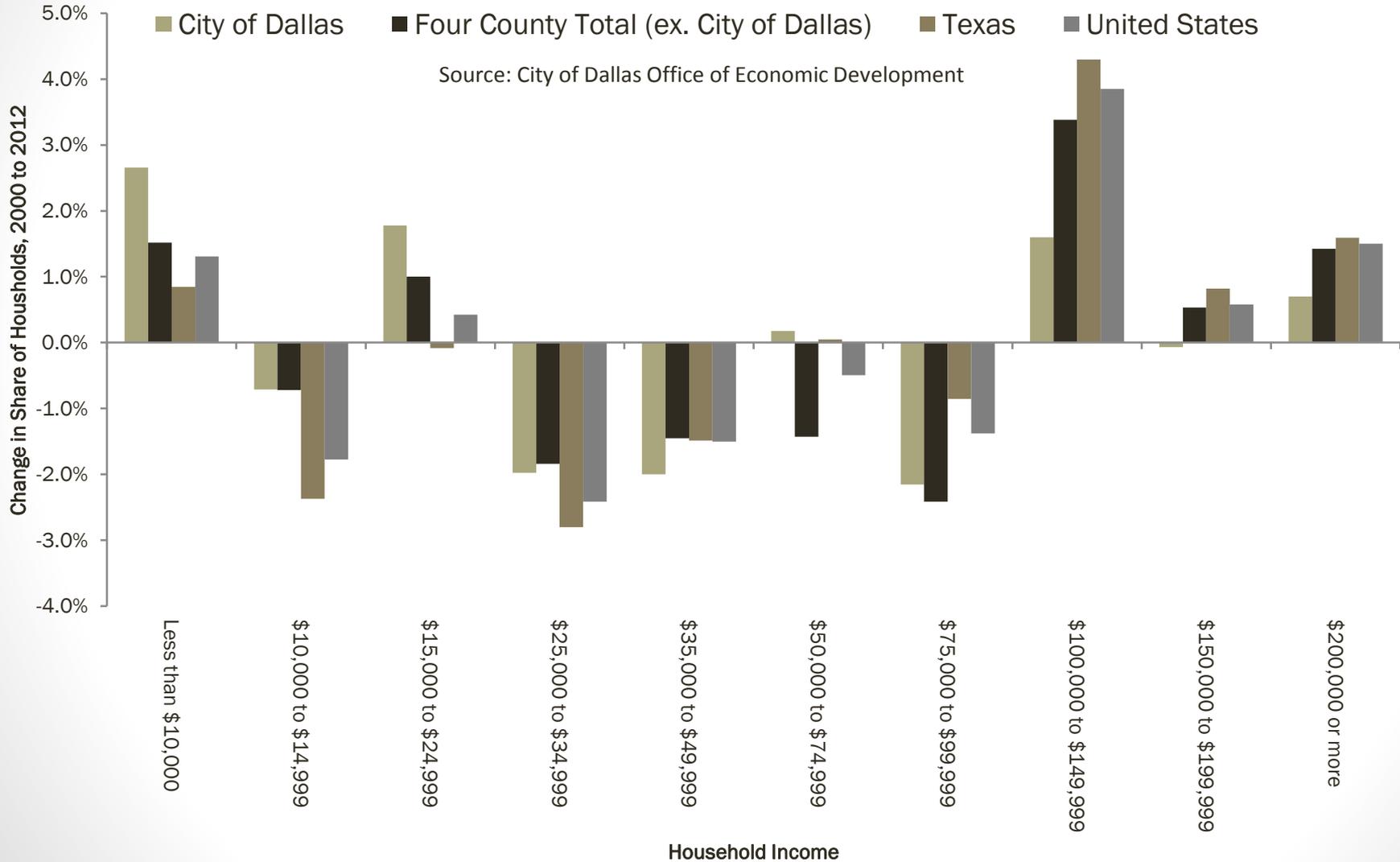
Purpose

- Brief Council on the staff's proposal to initiate a comprehensive housing analysis and planning effort
- Present an approach to developing this future Housing Plus Plan for Dallas

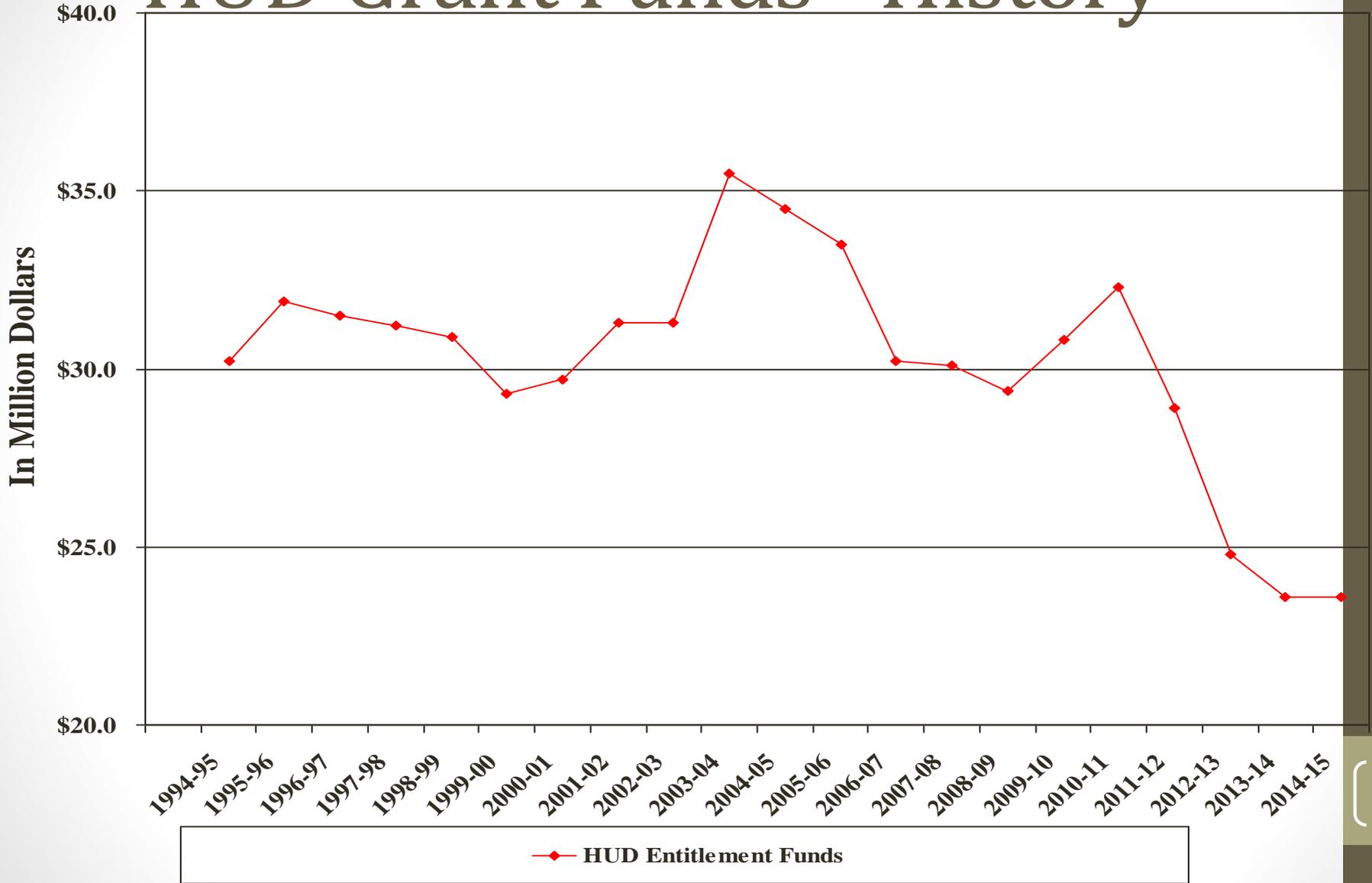
Is now the right time?

- While the economy is slowly returning to the pre-recession levels, many Dallas families still struggle on the brink of financial insecurity
- Although the housing market is steadily showing signs of improvement, distinct parts of our community still experience market failure
- Federal and State funds that have supplemented City Housing Department resources in the past continue to drastically decline
- Impending changes in Federal policy and regulations will require different approaches to existing programs

Household Income Shift 2000 to 2012



HUD Grant Funds - History



Is now the right time?

- The City may have obligations to HUD under the letter of November 22, 2013 that need to be addressed through program or policy changes
- The current Analysis of Impediments study may identify issues and changes to existing policy and programs
- The retirement of the former Housing Director presents an opportunity for change

Why does Dallas need a new Housing Plan?

- To craft a citywide housing strategy that promotes a robust and diverse housing mix to sustain Dallas' competitiveness in the twenty first century global economy;
- To align our housing goals more closely with our fiscal, economic development, land use and transportation goals, and to help Dallas ISD achieve its education goals;
- To strategically plan for neighborhood revitalization that will enhance housing choice and economic opportunities for all our residents

What will the new Housing Plus Plan do?

- Develop a long range housing vision, goals and targets
- Establish policies to consistently guide city decisions related to housing projects
- Define proactive actions to achieve our housing vision and goals
- Ensure a broadly inclusive public engagement process
- Examine critical components of the Housing Department

What is Housing Plus?

- Housing is more than just a roof over one's head. The Housing Plan will consider the broader view:
 - Neighborhood stability and revitalization
 - Access to transportation and transit
 - Access to jobs and economic opportunity
 - Access to food stores and other basic retail and commercial services
 - Support efforts to ensure quality education



Key Opportunities

- The Housing Plan will explore national best practices and innovative tools to successfully promote affordable and mixed-income housing, while advancing Dallas' strategic priorities:
 - Transit Oriented Development
 - Redevelopment of aging and substandard housing
 - Residential or mixed use at major job centers
 - Infill in single family residential areas
 - Mixed use developments on public facility sites
 - Public-private partnerships



Key Considerations

- Although the geographic scope of the plan would focus on areas within the City's jurisdiction, the plan should be developed in the context of the regional housing market
- The plan must ensure that the principles of affirmatively furthering fair housing are interwoven into every aspect of the planning and decision-making process
- The plan must be coordinated to complement other official housing plans and studies required by HUD:
 - The Consolidated Plan
 - The Analysis of Impediments

Public Engagement Process

We cannot do this alone!

- The City must engage our strategic non-profit partners, neighborhood leaders, the community at large, the private sector and our sister public agencies
- The Housing Plan would be developed with effective public engagement including:
 - City Council Housing Committee
 - Stakeholder committee/task force
 - Public meetings
 - Media engagement
 - Surveys or focus groups
 - Web-based outreach
- The process will take about twelve months

HUD Coordination

- Close coordination with HUD will be essential to ensure a successful partnership on this effort:
 - Ensure appropriate HUD representatives are engaged throughout the process in collaborative dialogue
 - Pursue opportunities for HUD assistance for plan development and implementation

Next Steps

- Hire a consultant with specific expertise to refine the scope of the Housing Plus Plan and guide Dallas through the plan development process in close coordination with HUD
- Develop a series of additional briefings to seek direction from Council:
 - Preliminary housing analysis that examines economic and demographic trends, household distribution patterns, and market conditions that have shaped Dallas' current housing circumstance
 - Interim measures, policy and program changes to be implemented prior to the completion of the plan that will address pressing concerns

Discussion