

Memorandum



CITY OF DALLAS

DATE September 13, 2024

TO Honorable Mayor and Members of the City Council

SUBJECT **Home Improvement & Preservation Program (HIPP) Application Update**

This memorandum is to provide an update regarding the Department of Housing and Neighborhood Revitalization (Housing) Home Improvement & Preservation Program (HIPP) 2024 application period. The application period closed on August 30, and after a robust marketing and outreach campaign the department received a total of 733 applications from interested residents.

Housing hosted 25 application workshops including six virtual workshops between July 15 and August 16 to inform interested residents about the changes to HIPP and how to apply. Material was available in English and Spanish, translation services were provided, and several events were hosted in Spanish only. Roughly 650 residents attended the engagement workshops.

To further promote the program, Housing (1) worked with Communications & Customer Experience/311 to develop promotional materials; (2) utilized internal and external engagement to help publicize the application period; (3) used its Listservs to contact potential applicants; (4) cross-trained staff from 311, Code Compliance, Office of Community Care, and Dallas Public Libraries, to help provide consistent messaging to all inquiring residents; (5) shared marketing flyers with Council District offices and circulated through newsletters or other appropriate channels; (6) advertised through City networks and neighborhood canvassing; and (7) participated in the Tap-in-Dallas podcast, media requests with local news stations, and City and local events such as Community Giving Days, City Hall in Action and all FY 24-25 Budget Town Halls.

As a result of these combined actions, Housing received 733 total HIPP applications from interested residents, which will now move forward into eligibility review and then a randomized lottery. Following is the breakdown of the number of applications by council district:

District	# of Applications
1	64
2	34
3	73
4	219
5	55
6	42
7	92
8	88
9	6
10	10
11	2
12	1
13	6
14	1
Unidentified	40
Total	733

Next steps include the following:

1. Staff are reviewing the 733 applications for initial eligibility. Ineligible applicants will be notified of their application's cancellation.
2. Staff will conduct the first randomized lottery selections by the end of October.
3. Once applications are selected through the randomized lottery, staff will contact applicants to complete the full eligibility review, house inspection, and contracting.
4. The first residents will be qualified for services by the end of the year, with work beginning on the first homes by Spring 2025.

Should you have any questions or require any additional information, please contact Cynthia Rogers-Ellickson, Director, Department of Housing & Neighborhood Revitalization at Cynthia.Rogersellic@dallas.gov or 214-670-3601.

Service First, Now!



Robin Bentley,
Assistant City Manager (I)

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