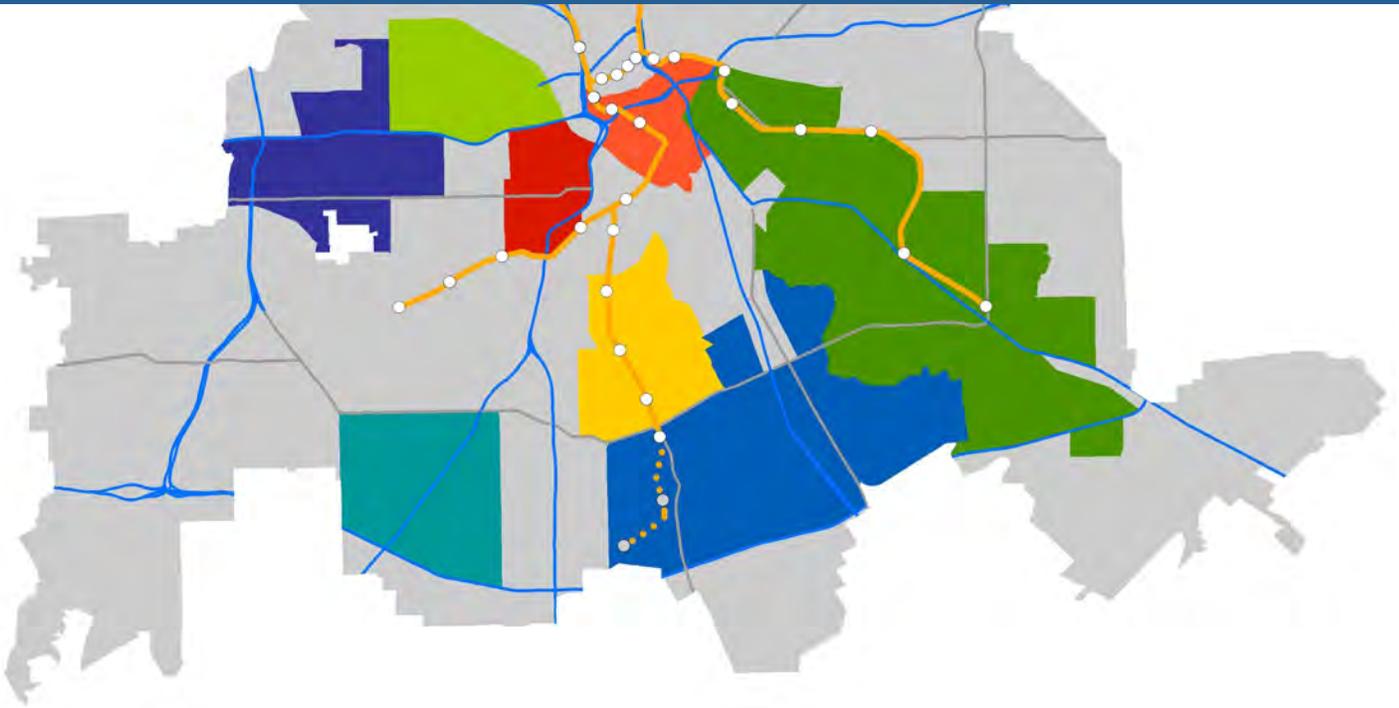


GrowSouth Community Indicators



One Year Progress Report April 2013

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Margaret Hunt Hill Bridge Leading to West Dallas



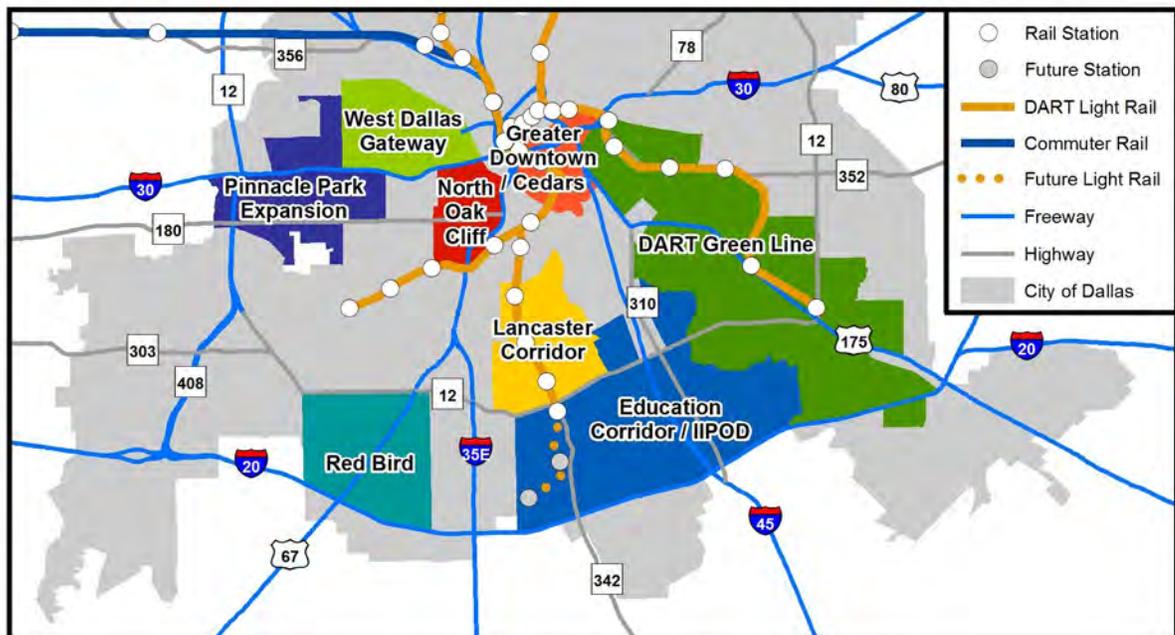
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Introduction

Purpose

In February 2012, the City of Dallas announced a comprehensive strategy for economic development in the city's southern half. Complementing Mayor Michael S. Rawlings' GrowSouth initiative, the city's Office of Economic Development produces an annual report of changes in eight focus areas. This *GrowSouth Community Indicators One Year Progress Report* provides statistical updates on changes in the focus areas. The eight areas are:

- Pinnacle Park Expansion
- North Oak Cliff
- Greater Downtown / Cedars
- Education Corridor / IIPOD
- Red Bird
- West Dallas Gateway
- Lancaster Corridor
- DART Green Line



Background

The foundational briefing in February 2012 laid out a framework for the focus areas and a set of expectations tied to their potential for growth. Each focus area requires a customized approach to a unique set of opportunities and challenges. Neighborhoods must receive a critical mass of new investment to change market perceptions. Each focus area has a core investment area and a detailed improvement plan. The core investment area is the area most likely to grow in the next two to five years. The focus areas are divided into three categories.

The first category covers three focus areas that are already on a clear path to successful growth. Pinnacle Park Expansion builds around the Pinnacle Business Park and adds a core project in The Canyon at Oak Cliff, a mixed-use development that will add additional retail, office, and residential growth to the area. North Oak Cliff builds around the successful regional attraction Bishop Arts District by adding the proposed Bishop Arts Village extending southward, as well as the planned rejuvenation of Jefferson Boulevard. The Greater Downtown / Cedars area includes the iconic South Side on Lamar project, the Dallas Convention Center, and the Dallas Farmers Market, and adds the Cedars West area along Riverfront Boulevard.

The second category is comprised of areas that have anchors in place, but are only now seeing large-scale private development opportunities. The Education Corridor / International Inland Port of Dallas (IIPOD) has two anchors: the

Introduction

growing University of North Texas at Dallas campus and the IIPOD, a multi-jurisdictional industrial and warehousing development. The Red Bird neighborhood is building around Dallas Executive Airport and Southwest Center Mall. The West Dallas Gateway, at the foot of the new Margaret Hunt Hill Bridge, has the burgeoning Trinity Groves project's restaurants and banquet facilities.

The third and final category includes two areas where major public investments are leading the way with the anticipation of building private market demand in the near future. The Lancaster Corridor has two core investment areas: the Lancaster Urban Village, currently under construction with substantial public investment, and the Dallas VA Medical Center's ongoing expansion. The DART Green Line area saw the arrival of light rail in 2011, providing new access points in a multitude of neighborhoods stretching from Fair Park to Pleasant Grove.

Methodology Updates

The selected indicators relate to the goal of creating vibrant and healthy neighborhoods. Three broad qualities - commitment, resilience and amenities - are used to group the indicators.

Measures of commitment examine whether residents are staying in the neighborhood, if new residents are moving in, and if the residents are growing their families.

Measures of resilience examine the economic and social qualities of the neighborhood to determine its ability to grow and thrive in the face of challenges.

Finally, measures of amenities look at the assets of the area that attract investment.

For 2013, there are two measures that have changed:

- The School Performance measure, based on the Texas Education Agency's annual school rankings, is suspended this year due to the agency's transition from the TAKS tests to the new STAAR testing program. The future of this measure will be determined by state education policies.
- A new indicator is added under Commitment. Focus area real property values measures the change in taxable real property value for all properties in the focus area. This is a complementary measure to the real property value in each focus areas' core investment area.

For complete data sources, please see page 21-22.

Limitations of Data

It is important to note that the City of Dallas does not recommend that the one-year changes in data reported in this document be used to extrapolate long-term trends. Some of the indicators are highly variable year-to-year and should only be viewed on a multi-year average. Other measures, including most demographics, rely on the US Census Bureau's American Community Survey's five-year estimates.

The American Community Survey uses a five-year rolling sample at the census tract level to measure population, households, income, employment, age and other data formerly collected once every decade during the decennial census. The ACS samples 30% of all households in a given tract every year for five years, and as such each year only 20% of the sample rolls over on an annual basis. Last year's edition of the indicators reported 2005-09 five-year averages as current year data, while this edition reports 2006-10 averages for 2013. The lag in data and rolling sample limits the validity of immediate year-to-year comparisons and should be used with caution.

#1: Pinnacle Park Expansion

Pinnacle Park Expansion 2012-13 Development Highlights:

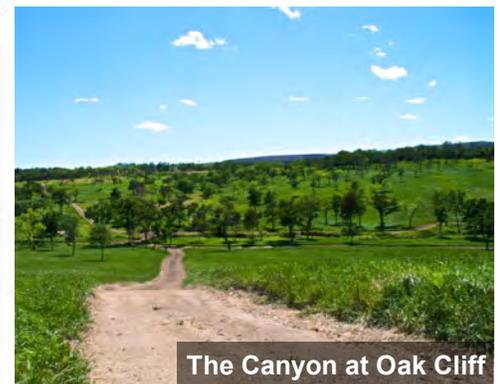
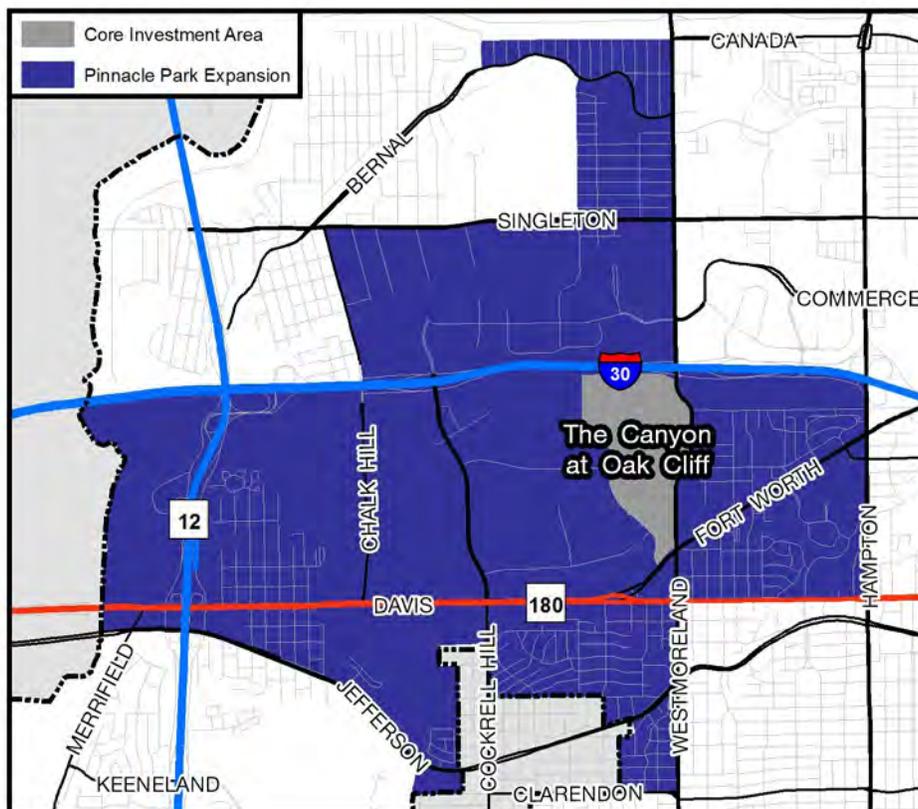
- Construction began in February 2013 on new frontage roads along Interstate 30 between Cockrell Hill Rd. and Westmoreland Rd. The eastbound frontage roads will provide new access to The Canyon at Oak Cliff.
- The City of Dallas' 2012 Capital Bond Program includes \$10 million for economic development at The Canyon at Oak Cliff, funding design and construction of an extension of Colorado Blvd. from Westmoreland Rd.

Positive Trends

- More school-aged children are living in the neighborhood
- Real property values are appreciating throughout the area and in the Core Investment Area, The Canyon at Oak Cliff
- Per capita income is growing
- Unemployment is declining

Challenging Trends

- Population has decreased
- Violent crime per capita has increased
- The number of households has declined



#1: Pinnacle Park Expansion

Measure	2011	2012	Change 2011-12	
Measure of Commitment				
Population: Are people staying or leaving the community?	24,848	23,062	-1,786	↓
Households: Are new households moving into the community?	7,061	6,744	-317	↓
Percentage of School Age Children: Do families with children live in the community?	22.2%	24.5%	+2.3%	↑
Local Public School Enrollment: Are parents enrolling their children in local public schools?	4,990	5,006	+16	↑
Residential Investment: Are residents and property owners investing in the community?	\$26.96M	\$11.95M	-\$15.01M	↓
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$27.15M	\$28.45M	+\$1.30M	↑
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$723.52M	\$834.92M	+\$111.40M	↑
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	8.1%	7.8%	-0.3%	↓
Public High School Graduation Rate: Are high schools graduating local children?	76.7%	79.7%	+3.0%	↑
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$10,529	\$12,824	+\$2,295	↑
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.72	0.69	-0.03	↓
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$79,700	\$56,500	-\$23,200	↓
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	65.00	64.70	-0.30	↑
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	6.72	7.76	+1.04	↓
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	49,719 SF	57,437 SF	+7,718 SF	↑
School Performance: Are local schools an attractive asset providing quality education to local students?	3.50	N/A	N/A	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	7.7%	6.2%	-1.5%	↑

#2: North Oak Cliff

North Oak Cliff 2012-13 Development Highlights:

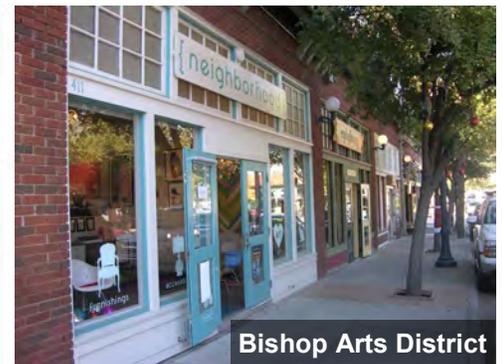
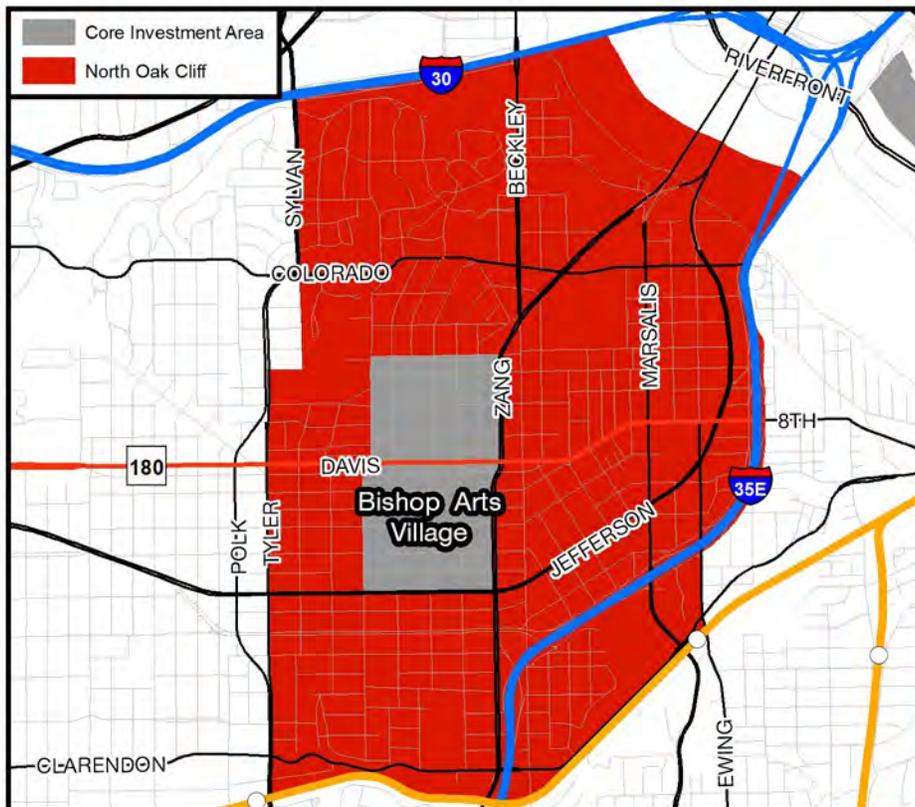
- Zang Triangle, a mixed-use development with 256 apartments and 3,000 square feet of office space, opened on Zang Blvd. just north of Colorado Blvd. The project is located in the Oak Cliff Gateway area just across from Founders Park.
- Work began on renovations to Jefferson Tower, a Jefferson Blvd. landmark. The \$8.2 million renovation will upgrade the office tower and enhance the retail offerings.

Positive Trends

- High school graduation rates are improving
- Per capita income is growing
- Education levels are rising
- Real property values for the focus area are appreciating

Challenging Trends

- Population has decreased, in part due to apartment teardowns
- Property and violent crime per capita has increased



#2: North Oak Cliff

Measure	2011	2012	Change 2011-12	
Measure of Commitment				
Population: Are people staying or leaving the community?	24,520	20,822	-3,698	↓
Households: Are new households moving into the community?	7,194	6,498	-696	↓
Percentage of School Age Children: Do families with children live in the community?	23.3%	22.9%	-0.4%	↓
Local Public School Enrollment: Are parents enrolling their children in local public schools?	4,692	4,686	-6	↓
Residential Investment: Are residents and property owners investing in the community?	\$18.76M	\$3.41M	-\$15.34M	↓
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$85.11M	\$84.30M	-\$0.81M	↓
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$546.01M	\$596.95M	+\$32.93M	↑
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	10.2%	11.6%	+1.4%	↑
Public High School Graduation Rate: Are high schools graduating local children?	78.7%	82.4%	+3.7%	↑
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$13,335	\$16,277	\$2,942	↑
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.41	0.58	+0.17	↑
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$142,500	\$179,500	+\$37,000	↑
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	45.55	49.61	+4.06	↓
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	8.77	10.61	+1.84	↓
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	35,838 SF	54,269 SF	+18,431 SF	↑
School Performance: Are local schools an attractive asset providing quality education to local students?	3.83	N/A	N/A	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	7.3%	7.5%	+0.2%	↓

#3: Greater Downtown / Cedars

Greater Downtown / Cedars 2012-13 Development Highlights:

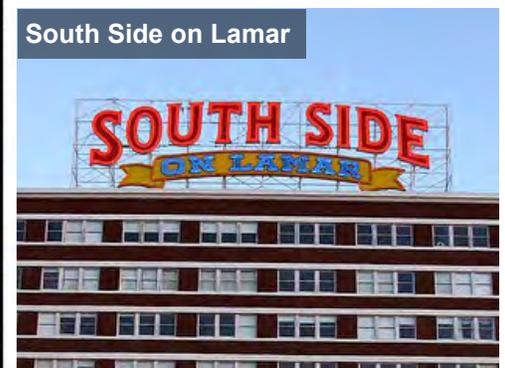
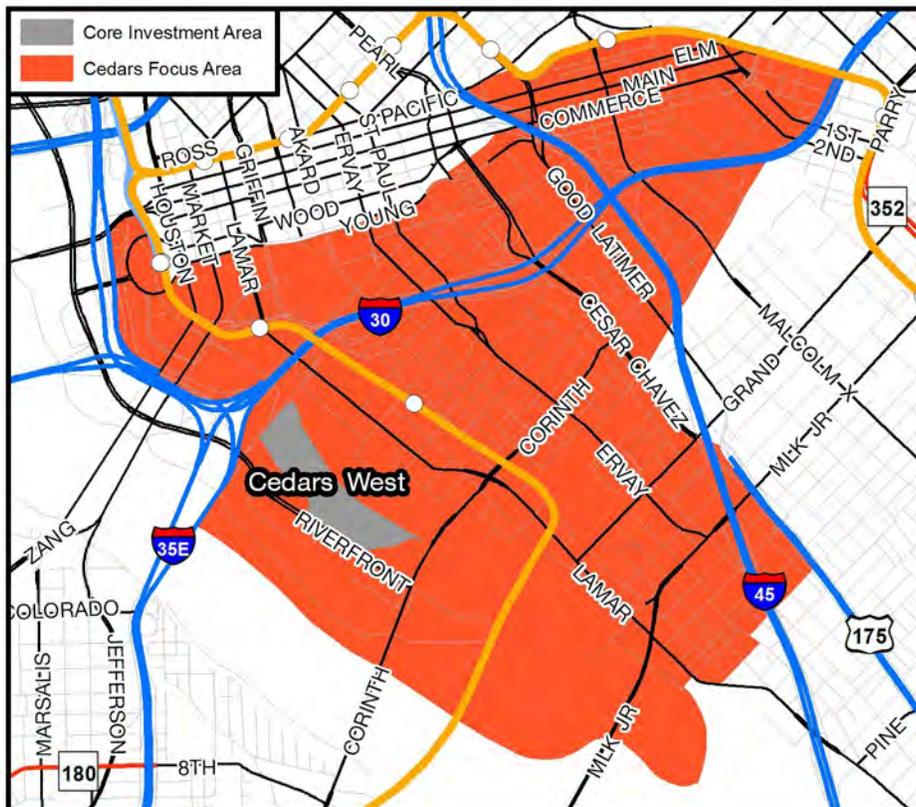
- The NYLO Dallas South Side Hotel opened in August 2012 in the former Dallas Coffin Co. building on South Lamar Street. The 76 room boutique hotel includes a rooftop bar and full-service restaurant.
- An agreement was reached to privatize and development improvements at the Dallas Farmers Market in spring 2013. The public-private partnership will add apartments and restaurants as well as work to improve the market's offerings from local farmers and food businesses.

Positive Trends

- Households are moving in
- Focus area properties are appreciating in value
- Education and graduation rates are rising
- Violent and property crime rates per capita are decreasing

Challenging Trends

- Population has declined
- Retail occupancy rates per capita have decreased
- Unemployment has risen



#3: Greater Downtown / Cedars

Measure	2011	2012	Change 2011-12	
Measure of Commitment				
Population: Are people staying or leaving the community?	5,606	5,474	-132	↓
Households: Are new households moving into the community?	2,688	2,744	+56	↑
Percentage of School Age Children: Do families with children live in the community?	5.9%	6.2%	+0.3%	↑
Local Public School Enrollment: Are parents enrolling their children in local public schools?	537	327	-210	↓
Residential Investment: Are residents and property owners investing in the community?	\$2.60M	\$6.23M	+\$3.63M	↑
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$7.48M	\$7.46M	-\$0.02M	↓
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$611.15M	\$633.01M	+\$21.86M	↑
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	38.4%	40.3%	+1.9%	↑
Public High School Graduation Rate: Are high schools graduating local children?	83.8%	93.5%	+9.7%	↑
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$30,933	\$31,212	+\$279	↑
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	1.25	1.28	+0.03	↑
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$193,950	\$299,900	+\$105,950	↑
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	151.09	138.66	-12.43	↑
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	31.57	27.77	-3.80	↑
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	274,926 SF	269,567 SF	-5,358 SF	↓
School Performance: Are local schools an attractive asset providing quality education to local students?	3.00	N/A	N/A	↑
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	9.0%	11.0%	+2.0%	↓

#4: Education Corridor / IIPOD

Education Corridor / International Inland Port of Dallas (IIPOD) 2012-13 Development Highlights:

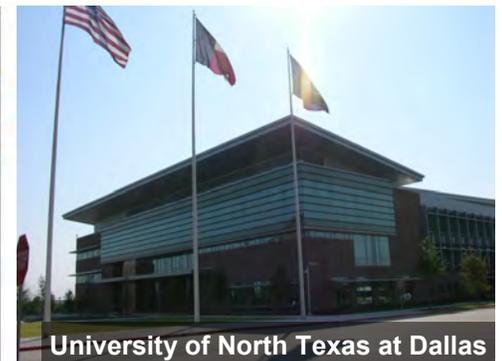
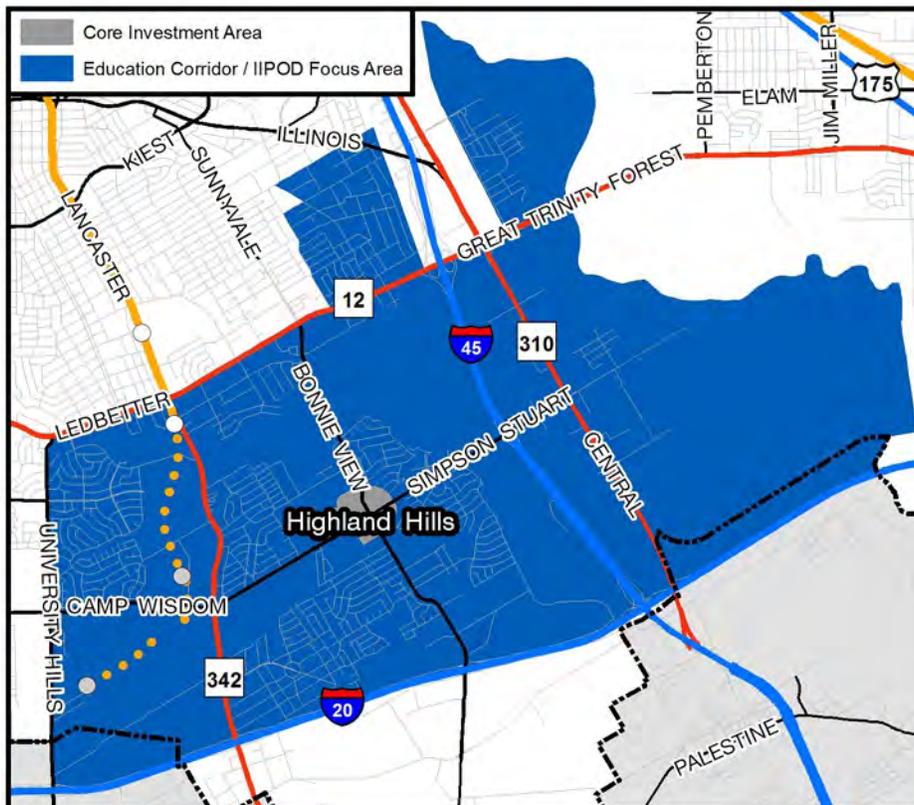
- The Southern Dallas County Infrastructure Analysis was completed in September 2012. A multi-jurisdictional partnership produced the report analyzing infrastructure needs in the Inland Port area as it develops.
- The Exxon Daily Mart Food & Gas, a service station and convenience store with an enhanced fresh food offering, opened in September 2012 at Bonnie View Rd. and Simpson Stuart Rd.

Positive Trends

- Population and households are increasing
- Residential investment is growing
- Home sale prices are rising
- Violent and property crime rates per capita are both declining
- Unemployment is decreasing

Challenging Trends

- Per capita income has declined
- Core investment area property values have gone down



#4: Education Corridor / IIPOD

Measure	2011	2012	Change 2011-12	
Measure of Commitment				
Population: Are people staying or leaving the community?	24,307	24,740	+433	↑
Households: Are new households moving into the community?	8,612	8,900	+288	↑
Percentage of School Age Children: Do families with children live in the community?	21.4%	22.9%	+1.5%	↑
Local Public School Enrollment: Are parents enrolling their children in local public schools?	1,579	1,571	-8	↓
Residential Investment: Are residents and property owners investing in the community?	\$6.03M	\$16.03M	+10.00M	↑
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$12.29M	\$11.27M	-\$1.02M	↓
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$336.80M	\$337.52M	+\$0.72M	↑
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	11.0%	11.2%	+0.2%	↑
Public High School Graduation Rate: Are high schools graduating local children?	66.6%	79.3%	+12.7%	↑
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$17,753	\$13,387	-\$4,366	↓
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.70	0.69	-0.01	↓
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$32,001	\$35,000	+\$2,999	↑
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	55.46	49.76	-5.70	↑
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	13.29	12.53	-0.76	↑
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	9,666 SF	16,310 SF	+6,644 SF	↑
School Performance: Are local schools an attractive asset providing quality education to local students?	1.54	N/A	N/A	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	15.9%	14.5%	-1.4%	↑

#5: Red Bird

Red Bird 2012-13 Development Highlights:

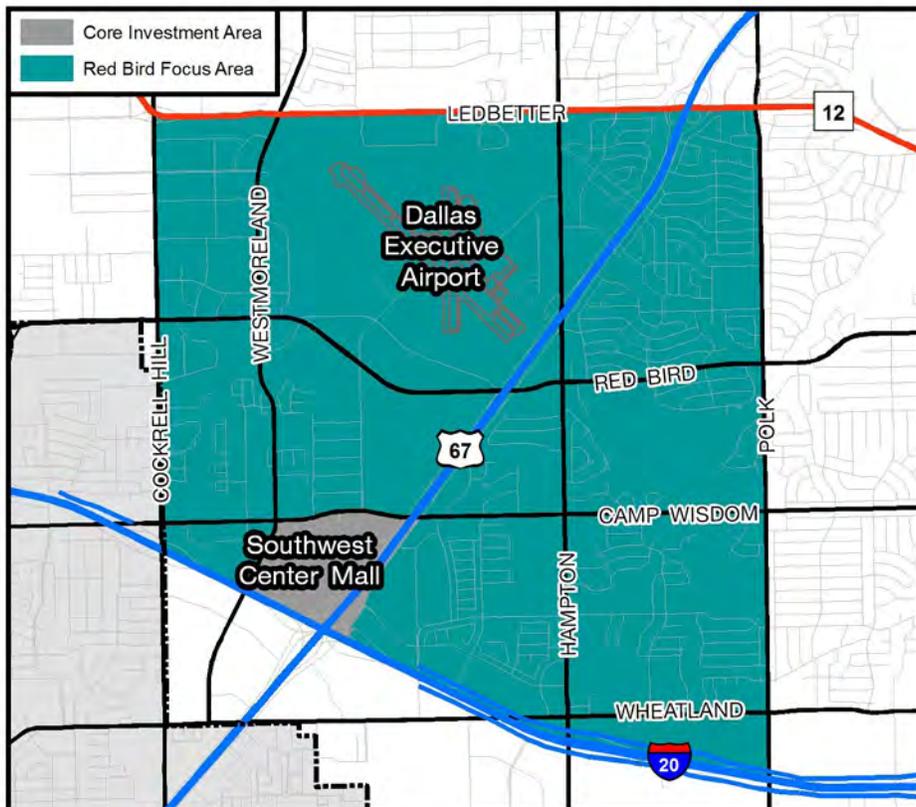
- The update of the Dallas Executive Airport Master Plan was completed in February 2013.
- The Home Depot Distribution Center at Hampton Rd. and Beckleymeade Rd. opened in August 2012. The 1.2 million square foot warehouse will serve regional stores.
- The Rolling Dynamic Deflecto (RDD) Meter Pavement Evaluation Study at Dallas Executive Airport was completed in October 2012.

Positive Trends

- Focus area property values are increasing
- High school graduation rates are improving slightly
- Per capita income is growing
- Violent and property crime rates per capita are dropping

Challenging Trends

- Population fell slightly
- College education levels declined
- Single family home prices fell
- Unemployment rose



#5: Red Bird

Measure	2011	2012	Change 2011-12	
Measure of Commitment				
Population: Are people staying or leaving the community?	22,328	22,224	-104	
Households: Are new households moving into the community?	9,204	9,378	+174	
Percentage of School Age Children: Do families with children live in the community?	22.2%	23.0%	+0.8%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	3,407	3,396	-11	
Residential Investment: Are residents and property owners investing in the community?	\$2.62M	\$1.96M	-\$0.66M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$41.63M	\$38.49M	-\$3.14M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$610.69M	\$620.80M	+\$10.12M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	22.0%	19.8%	-2.2%	
Public High School Graduation Rate: Are high schools graduating local children?	73.8%	73.9%	+0.1%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$14,368	\$19,333	+\$4,965	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.54	0.54	0.0	
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$81,100	\$69,900	-\$11,200	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	86.13	70.55	-15.58	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	13.39	12.01	-1.38	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	130,083 SF	133,647 SF	+3,563 SF	
School Performance: Are local schools an attractive asset providing quality education to local students?	2.60	N/A	N/A	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	11.1%	11.5%	+0.4%	

#6: West Dallas Gateway

West Dallas Gateway 2012-13 Development Highlights:

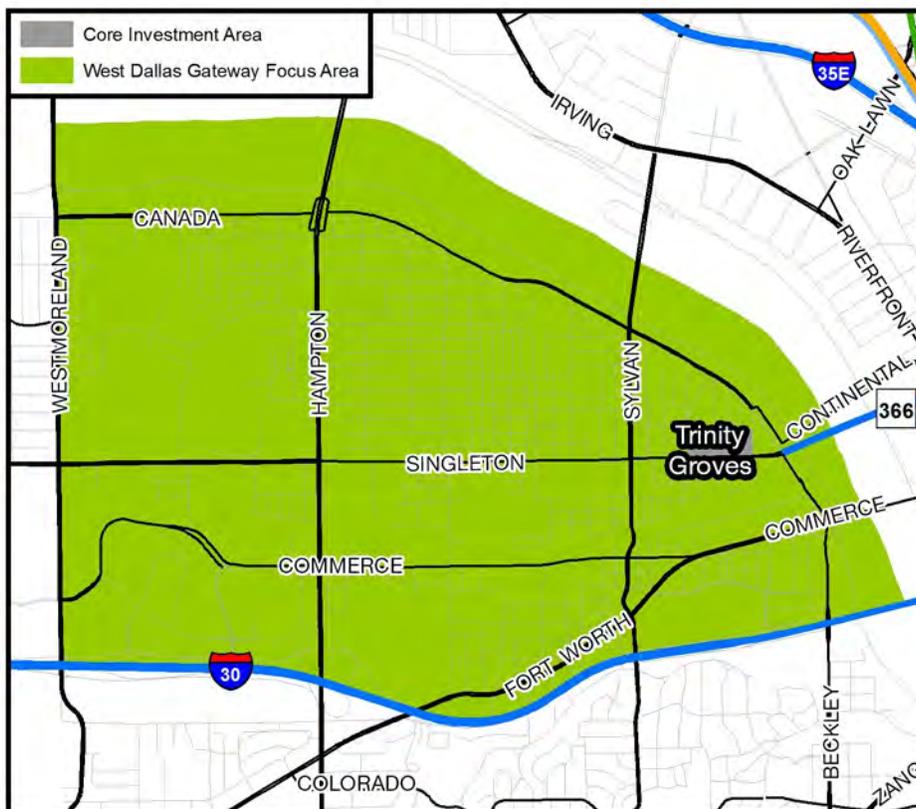
- Trinity Groves, a culinary-focused development, opened its first phases following the opening of the Margaret Hunt Hill Bridge in 2012-13. Four concepts - 3015 Trinity Groves, Babbs Bros. BBQ, Four Corners Brewery and Hofman Hots - are currently open.
- The Pavaho Pump Station opened in October 2012, providing additional flood protection for West Dallas.

Positive Trends

- Property crime rate per capita is declining
- High school graduation rates are improving
- Retail occupancy per capita is increasing

Challenging Trends

- Population and households have declined
- Violent crime rate per capita has grown
- College educated population has declined



#6: West Dallas Gateway

Measure	2011	2012	Change 2011-12	
Measure of Commitment				
Population: Are people staying or leaving the community?	15,124	14,651	-473	↓
Households: Are new households moving into the community?	4,220	4,132	-88	↓
Percentage of School Age Children: Do families with children live in the community?	29.3%	32.8%	+3.5%	↑
Local Public School Enrollment: Are parents enrolling their children in local public schools?	5,563	5,558	-5	↓
Residential Investment: Are residents and property owners investing in the community?	\$4.43M	\$3.73M	-\$0.69M	↓
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$2.55M	\$2.45M	-\$0.10M	↓
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$315.27M	\$316.74M	+\$1.47M	↑
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	7.7%	7.3%	-0.4%	↓
Public High School Graduation Rate: Are high schools graduating local children?	68.4%	71.4%	+3.0%	↑
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$13,556	\$9,753	-\$3,803	↓
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.73	0.75	+0.2	↓
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$68,000	\$83,450	+\$15,450	↑
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	51.77	46.55	-5.22	↑
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	8.40	9.56	+1.16	↓
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	36,025 SF	41,646 SF	+5,620 SF	↑
School Performance: Are local schools an attractive asset providing quality education to local students?	2.00	N/A	N/A	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	16.8%	17.3%	+0.5%	↓

#7: Lancaster Corridor

Lancaster Corridor 2012-13 Development Highlights:

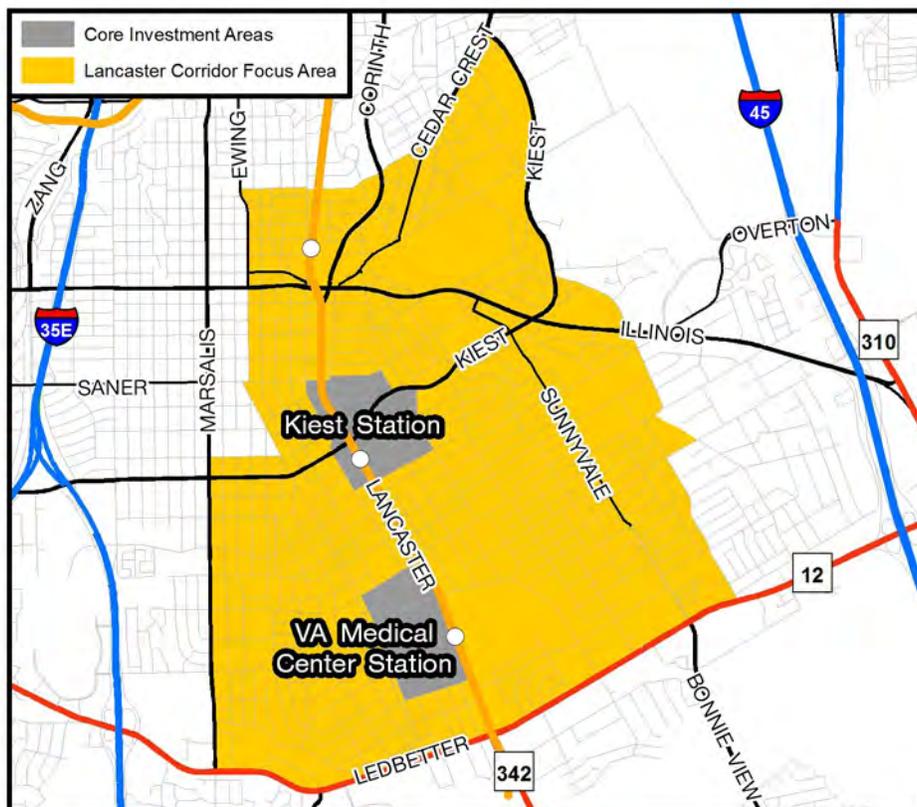
- Construction began on the Lancaster Urban Village, a mixed-use development across from the Dallas VA Medical Center. The project, when completed in 2014, will include 193 apartments and 14,000 square feet of retail space.
- Dallas City Council adopted the *Dallas TOD Lancaster Corridor Area Plan* in April 2013. The plan is part of a HUD grant-funded effort to encourage transit-oriented development (TOD) around Dallas' DART stations by encouraging better connectivity and private development opportunities.

Positive Trends

- Property and violent crime rates per capita are down
- Public school enrollment is up
- Unemployment is declining

Challenging Trends

- Population has declined
- Real property values in both the core investment area and the focus area have fallen
- Occupied retail space per capita has declined



#7: Lancaster Corridor

Measure	2011	2012	Change 2011-12	
Measure of Commitment				
Population: Are people staying or leaving the community?	27,422	26,897	-525	
Households: Are new households moving into the community?	9,132	9,531	+399	
Percentage of School Age Children: Do families with children live in the community?	22.5%	21.9%	-0.6%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	5,045	5,219	+174	
Residential Investment: Are residents and property owners investing in the community?	\$2.20M	\$2.22M	+\$0.02M	
Core Investment Areas Real Property Values: Is the focus areas' signature development increasing in value?	\$31.46M	\$31.24M	-\$0.22M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$316.78M	\$306.62M	-\$10.16M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	5.2%	5.0%	-0.2%	
Public High School Graduation Rate: Are high schools graduating local children?	66.8%	80.5%	+13.7%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$13,636	\$12,652	-\$984	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.69	0.74	+0.05	
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$18,976	\$20,500	+\$1,524	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	56.89	51.08	-5.81	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	13.82	12.90	-0.92	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	44,703 SF	40,174 SF	-4,528 SF	
School Performance: Are local schools an attractive asset providing quality education to local students?	1.38	N/A	N/A	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	17.2%	15.6%	-1.6%	

#8: DART Green Line

DART Green Line 2012-13 Development Highlights:

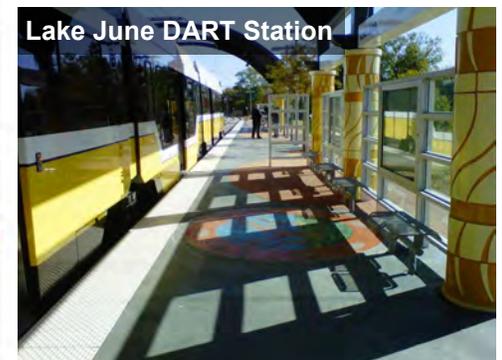
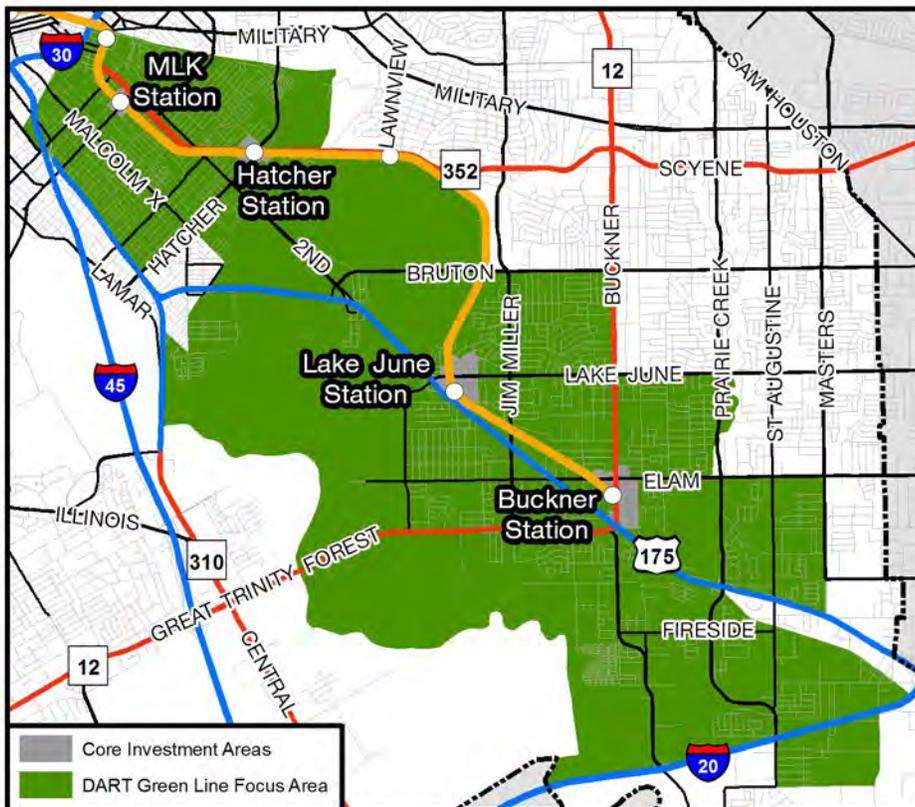
- Phase III of the townhome development at Bexar Street Village was completed in 2012. The residential units are part of the mixed-use redevelopment in South Dallas that includes retail and community services.
- Dallas City Council adopted the *Dallas TOD MLK Station Area Plan*, *Dallas TOD Hatcher Station Area Plan*, and *Dallas TOD Buckner Station Area Plan* in April 2013. The plans are part of a HUD grant-funded effort to encourage transit-oriented development (TOD) around Dallas' DART stations.

Positive Trends

- Property and violent crime rates per capita are both declining
- Public high school graduation rates are improving

Challenging Trends

- Population and households have declined
- Real property values have fallen
- Unemployment has increased



#8: DART Green Line

Measure	2011	2012	Change 2011-12	
Measure of Commitment				
Population: Are people staying or leaving the community?	67,624	66,834	-790	↓
Households: Are new households moving into the community?	20,210	19,964	-246	↓
Percentage of School Age Children: Do families with children live in the community?	25.8%	26.6%	+0.8%	↑
Local Public School Enrollment: Are parents enrolling their children in local public schools?	13,084	12,716	-368	↓
Residential Investment: Are residents and property owners investing in the community?	\$19.25M	\$3.88M	-\$15.37M	↓
Core Investment Areas Real Property Values: Is the focus areas' signature development increasing in value?	\$28.50M	\$27.28M	-\$1.22M	↓
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$819.61M	\$800.71M	-\$18.9M	↓
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	3.9%	4.6%	+0.7%	↑
Public High School Graduation Rate: Are high schools graduating local children?	71.3%	78.6%	+7.3%	↑
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$12,275	\$10,853	-\$1,423	↓
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.35	0.34	-0.01	↓
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$34,900	\$33,125	-\$1,775	↓
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	56.58	49.18	-7.40	↑
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	13.84	12.67	-1.17	↑
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	25,426 SF	25,475 SF	+49 SF	↑
School Performance: Are local schools an attractive asset providing quality education to local students?	1.82	N/A	N/A	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	15.1%	17.3%	+2.2%	↓

Data Sources

Measures of Commitment

- Population - U.S. Census Bureau American Community Survey, 2006-10 five-year estimate, focus area census tracts;
- Households - U.S. Census Bureau American Community Survey, 2006-10 five-year estimate, focus area census tracts;
- Percentage of School Age Children in the Total Population - U.S. Census Bureau American Community Survey, 2006-10 five-year estimate, focus area census tracts. Includes children ages 5 to 19;
- Public School Attendance - Texas Education Agency, 2011-12 School Year, public non-magnet schools located in focus area census tracts;
- Residential Investment - City of Dallas Department of Sustainable Development & Construction, calendar year 2011 residential building permits completed in focus area census tracts;
- Core Investment Area(s) Real Property Values - Dallas Central Appraisal District, 2012 Certified Values, core investment area properties;
- Focus Area Real Property Values - Dallas Central Appraisal District, 2012 Certified Values, focus area properties.

Measures of Resilience

- Percentage of Residents with a Bachelors Degree or Higher - U.S. Census Bureau American Community Survey, 2006-10 five-year estimate, focus area census tracts;
- Public High School Graduation Rate - Texas Education Agency, 2011-12 school year, public non-magnet high schools assigned based on attendance zones matched to focus area boundary;
- Per Capita Income - U.S. Census Bureau American Community Survey, 2006-10 five-year estimate, focus area census tracts;
- Registered Neighborhood Organizations Per 1,000 Residents - City of Dallas Office of Strategic Customer Service, 2012 registered community organizations matched to focus area boundary;
- Single-Family Home Sales Prices - Multiple Listings Service (MLS) median home sales prices in focus area boundary, as provided by University of Texas at Dallas School of Economic, Political & Policy Sciences, 2011.

Measures of Amenities

- Property Crimes Per 1,000 Residents - Dallas Police Department crime reporting, calendar year 2012;
- Violent Crimes Per 1,000 Residents - Dallas Police Department crime reporting, calendar year 2012;
- Occupied Retail Space per 1,000 Residents - CoStar Commercial, March 2013, occupied retail space in focus area census tracts;
- School Performance - Texas Education Agency, State Accountability Ratings, public non-magnet school elementary attendance zones in focus area census tracts. Not available for 2011-12 school year due to transition

Data Sources

from TAKS to STAAR standardized testing system. The score is calculated using a point scale devised on the four possible ratings: academically unacceptable (0), academically acceptable (1), recognized (2), exemplary (3). The score for the elementary, middle, and high schools are summed to a possible score from 0 to 9. If the area is served by both a middle school and a junior high school (for grades 5-6 and 7-8, respectively), then the two scores are averaged to represent the middle school score. The average of all the combined scores for the attendance zones in a given focus area's census tracts is the reported indicator;

- Unemployment - U.S. Census Bureau American Community Survey, 2006-10 five-year estimate, focus area census tracts. For this report, estimated unemployment is recalculated by the City of Dallas as a portion of the overall labor force, rather than American Community Survey reporting of unemployment as a percentage of all adults age 16 and over.

Notes

U.S. Census Bureau American Community Survey (ACS) - at the census tract level, ACS data is reported based on a five-year rolling sample. Unlike the decennial Census, the ACS only surveys approximately 30% of the population in a given census tract in a given year. The presented data represents the average value for the five year period. For simplification purposes in this report, the data are presented without the margin of error;

Education Data - Dallas Independent School District attendance zone boundaries do not perfectly match the focus area census tract boundaries. For this report, attendance zones were assigned to a focus area if a majority of their geography lie within the focus area census tracts. "Public school" here refers to non-magnet, or neighborhood, Dallas ISD schools, and excludes charter schools.

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