

# ENGAGEMENT SUMMARY REPORT

MAY 2022

**FORWARD DALLAS**





The ForwardDallas Comprehensive Land Use Plan Update (Comp Plan) will shape and guide future growth and development in Dallas. It is therefore essential that the plan, led by the Department of Planning and Urban Design (P+UD), include an extensive and inclusive process for public input and engagement. This report provides an update on the public engagement process, to-date, for the ForwardDallas Comp Plan. Since the launch of the plan in April of 2021, Dallas residents and other stakeholders have been engaged in various ways, including in-person workshops, pop-up events, virtual discussions, and on-line & paper surveys. A summary of key findings from public input, reflections from lessons learned, and an identification of next steps in the ForwardDallas process will be discussed in this report.

**EXECUTIVE SUMMARY**  
**WHAT HAS BEEN DONE SO FAR?**  
**WHAT WE'VE HEARD FROM YOU**  
**LESSONS LEARNED AND NEXT STEPS**

# INTRODUCTION

# TABLE OF CONTENTS

**THE FORWARDDALLAS COMPREHENSIVE LAND USE PLAN UPDATE RELIES ON INCLUSIVE COMMUNITY INPUT TO DETERMINE PRIORITIES AND ACTION STEPS FOR THE CITY OF DALLAS.**

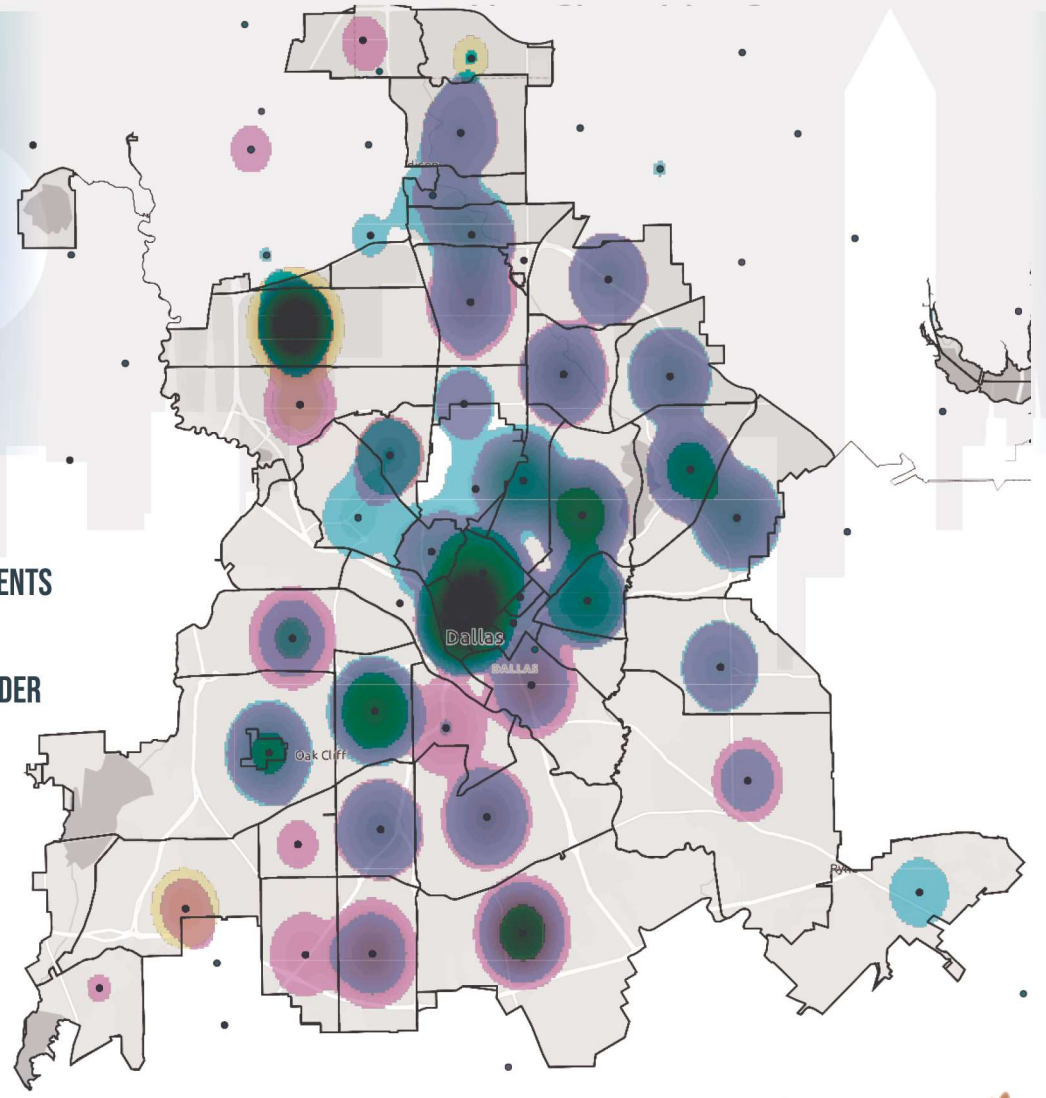


# EXECUTIVE SUMMARY

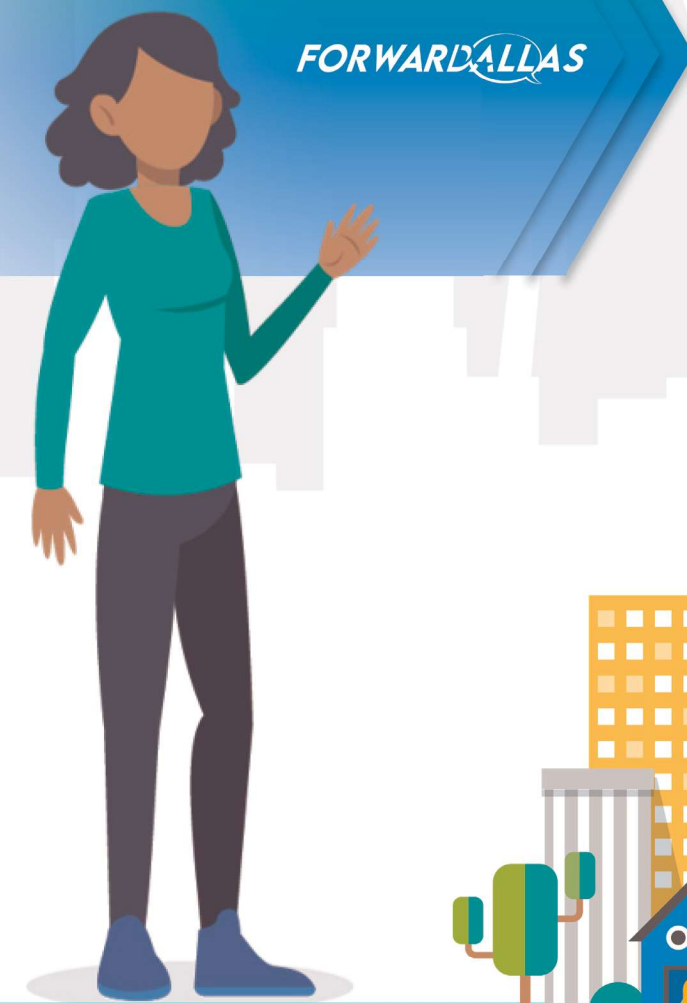
## ENGAGEMENT SUMMARY REPORT

CITY OF DALLAS  
DEPARTMENT OF PLANNING + URBAN DESIGN  
MAY 2022

### OVERALL ENGAGEMENT MAP



-  INTERACTIVE ONLINE COMMENTS  
MAPPING PARTICIPANTS
-  COMMUNITY AND STAKEHOLDER  
EVENT REGISTRATIONS
-  FACILITATED COMMUNITY  
WORKSHOPS
-  SURVEY (ONLINE  
AND PAPER)  
PARTICIPANTS
-  OVERLAPS



### CONNECT WITH US!



FORWARD DALLAS  
WEBSITE

[DallasCityHall.com/ForwardDallas](https://DallasCityHall.com/ForwardDallas)



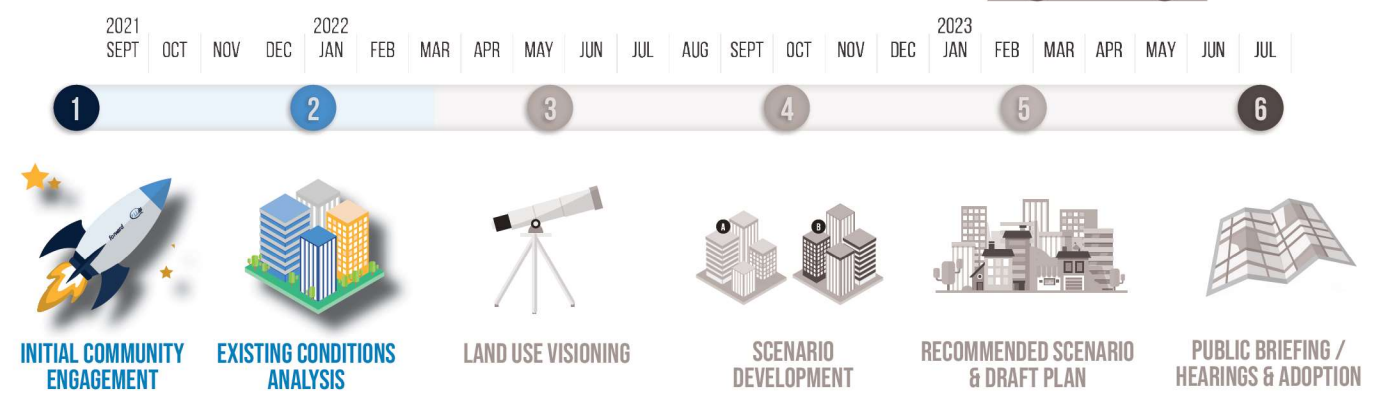
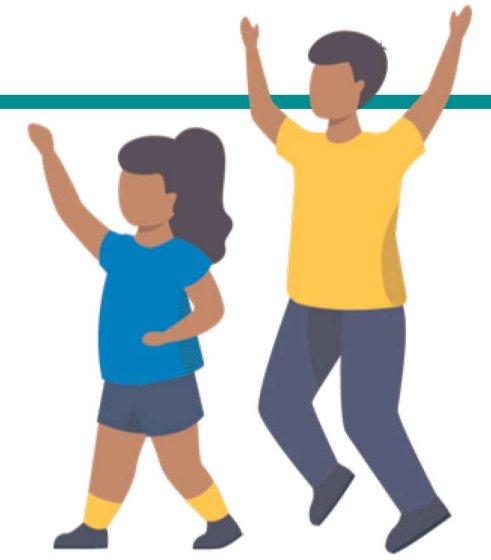
P+UD PLANNING  
URBAN DESIGN  
PUD AMBASSADOR

[DallasCityHall.com/  
departments/pnv/Pages/  
PUDAmbassadorProgram.aspx](https://DallasCityHall.com/departments/pnv/Pages/PUDAmbassadorProgram.aspx)



P+UD PLANNING  
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WEBSITE

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# EXECUTIVE SUMMARY

## OVERVIEW

Since the launch of the plan in April of 2021, Dallas residents and other stakeholders have been engaged in various ways, including in-person workshops, pop-up events, virtual discussions, and on-line & paper surveys.



1854

Survey, Poll, or Registration Participants



5721

Unique Online Visits



6000+

Open Ended-Survey Responses



448

Social Pinpoint Map Points Created



THE FORWARD DALLAS COMPREHENSIVE LAND USE PLAN UPDATE RELIES ON INCLUSIVE COMMUNITY INPUT TO DETERMINE PRIORITIES AND ACTION STEPS FOR THE CITY OF DALLAS.



## ENGAGEMENT ACTIVITIES



- COMMUNITY WORKSHOPS
- DIY WORKSHOPS
- SURVEYS (ONLINE AND PAPER)
- SOCIAL PINPOINT MAPPING
- LAND USE COMMITTEE (CLUP) WORKSHOPS
- SPEAKER SERIES
- TECHNICAL COMMITTEE MEETINGS

- NEIGHBORHOOD / STAKEHOLDER MEETINGS
- EXTERNAL PARTNER PRESENTATIONS
- COUNCIL MEMBER ONE-ON-ONE MEETINGS
- POPUPS EVENTS
- PROJECT WEBSITE
- TRADITIONAL AND SOCIAL MEDIA

### LESSONS LEARNED

### NEXT STEPS

1. Need for greater participation from the Hispanic/Latinx community and more engagement in Southern Dallas.
2. Relatability of messaging could be improved to connect more stakeholders with the purpose of the plan.
3. More grassroots and "grasstops" relationships can be fostered between project team and community.
4. Transparency of the engagement process could be improved to provide community a clear understanding of project progress.

Better connect with Latinx, Hispanic, Black, refugee, homeless, youth, & elderly populations through more grassroots effort.

Update ForwardDallas narrative to be contextual and understandable with consistent branding

Revamp approach to targeted "grasstops" stakeholder outreach. Connect with political, civic, and institutional leadership.

Ensure data collected from Comp Plan stakeholders is directly in service of the final outputs including a future land use map.

## REFLECTIONS



# 1.

# WHAT'S BEEN DONE SO FAR?

## CONTENTS

- TIMELINE
- ENGAGEMENT STRATEGY
- ENGAGEMENT ACTIVITIES
- TRADITIONAL+SOCIAL MEDIA
- PARTICIPANT MAPPING





# TIMELINE

ENGAGEMENT WILL OCCUR THROUGHOUT THE PROJECT TIMELINE, ALLOWING FOR CONTINUAL REFINEMENTS AND ENHANCEMENTS ALONG THE WAY.



WE ARE  
HERE...



**1**

**INITIAL COMMUNITY ENGAGEMENT**

Getting the community engagement efforts rolling with a series of workshops and an outline questionnaire to identify priority issues.



**2**

**EXISTING CONDITIONS ANALYSIS**

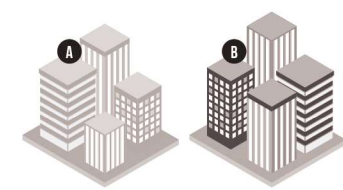
Establish a solid technical and conceptual foundation of Dallas with a 3D model of its urban environment and configure ArcGIS Urban to establish a baseline scenario.



**3**

**LAND USE VISIONING**

Forming the vision of Dallas' future together with the community and key stakeholders.



**4**

**SCENARIO DEVELOPMENT**

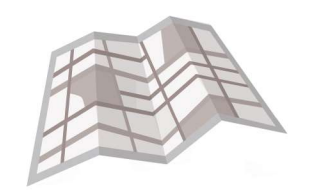
Development alternative land use development scenarios based on the community's vision.



**5**

**RECOMMENDED SCENARIO & DRAFT PLAN**

Meeting with the community to refine the scenarios into a single recommended model.



**6**

**PUBLIC BRIEFING / HEARINGS & ADOPTION**

Preparation of the Land Use Plan document to be considered for adoption.



# ENGAGEMENT STRATEGY

THE FORWARD DALLAS COMPREHENSIVE LAND USE PLAN UPDATE RELIES ON INCLUSIVE COMMUNITY INPUT TO DETERMINE PRIORITIES AND ACTION STEPS FOR THE CITY OF DALLAS.

Throughout 2021 and 2022, the ForwardDallas project team has placed an emphasis on clear messaging and reaching residents “where they are.” Until recently, the COVID-19 pandemic dictated a heavy reliance on virtual meetings and other on-line engagement tools, revealing pros and cons for different community groups and posing challenges to reaching traditionally under-resourced areas. With the ability once again to engage in-person, P+UD will be expanding its reach and unveiling its full schedule of engagement tools moving forward, including updating key message points, identifying target audiences, and deploying specifically designed engagement platforms and activities. This section provides an overview of P+UD’s strategic approach.

## MARKETING STRUCTURE

The ForwardDallas engagement process started with an emphasis on consistent messaging. Relating the message to diverse audiences served as the basis for developing specific engagement tactics such as surveys, public workshops, and pop-up events.



## MESSAGING

Current messaging focuses on defining four (4) major elements:

- **Purpose** (*What needs to be accomplished by this plan?*): Develop a future land use vision for the city.
- **Values** (*What guiding principles should guide this plan?*): Prioritize equity, environmental sustainability, and economic vitality.
- **Approaches** (*How will this plan be developed and implemented?*): Create an implementation program that can be monitored and updated.
- **Goals** (*What should this plan accomplish?*): Creation of citywide future land use map.

## TARGET AUDIENCE PROFILES

### INDIVIDUALS

- Residents
- Business
- Academia
- Special Interest Groups
- Government

### GEOGRAPHIC

**Citywide** Special Interest Groups Business Academia Government

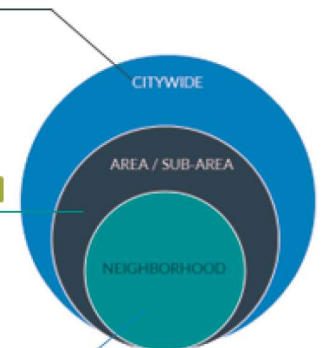
Chamber of Commerce, School Districts, Environmentalists, Non-Profits, Corporate Businesses, Trade Associations, Design/Planning Professionals, Developers, Workers, City Leaders, Students (Higher Ed), School Administration / Leaders, Professors, Counties, NCTCOG

**Area / (aka Sub-Area)** Residents Business Academia Government

Coalitions, Small Businesses, Developers, Historically Marginalized Communities, Hard To Reach, Immigrants, English as a 2nd language, Workers, School Administration

**Neighborhood** Residents Academia Special Interest Groups

Neighborhood Org Leaders, Apartment Leaders, Residents, Preservationists, Students (K-12), School Administration / Leaders, Teachers, Historically Marginalized Communities

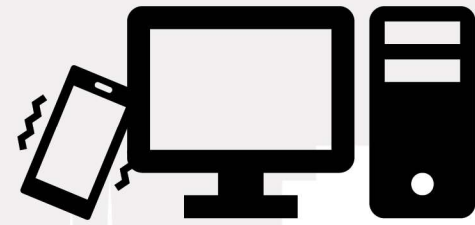






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Social Pinpoint Map  
Points Created



# ENGAGEMENT ACTIVITIES



## OVERVIEW OF ENGAGEMENT ACTIVITIES

The following list briefly identifies the community engagement activities that were conducted between April 2021 and April 2022 by the project team.

- COMMUNITY WORKSHOPS
- DIY WORKSHOPS
- SURVEYS (ONLINE AND PAPER)
- SOCIAL PINPOINT MAPPING
- LAND USE COMMITTEE (CLUP) WORKSHOPS
- SPEAKER SERIES
- TECHNICAL COMMITTEE MEETINGS
- NEIGHBORHOOD / STAKEHOLDER MEETINGS
- EXTERNAL PARTNER PRESENTATIONS
- COUNCIL MEMBER ONE-ON-ONE MEETINGS
- POPUPS EVENTS
- PROJECT WEBSITE
- TRADITIONAL AND SOCIAL MEDIA



# TRADITIONAL + SOCIAL MEDIA

FORWARD DALLAS

Let's Make Dallas Even Better

News Food Culture Sports Home Living Business Weddings Magazines

Local News

## The Tale Of Dallas' Inequities Can Be Told With These Two Maps

There are many ways to illustrate the infrastructure inequities in Dallas, but one is the ability for residents to access an online platform to help inform the city's land use plan update.

By Bethany Erickson | May 2, 2022 | 2:56 pm

SOCIAL MEDIA

FACEBOOK

City of Dallas - Plan...  
1,536 followers

TWITTER

Tweets by @DallasPlanUD

City of Dallas P+UD @DallasPlanUD

City of Dallas - Planning & Urban Design

City residents are encouraged to attend one of 3 public meetings on 05-17, 05-21 or 05-23, to assist the @DallasPlanUD regarding regulations for the Concrete/Asphalt Batch Plant Code Amendment, as part of Phase II of the two-phased strategy. Register now: bit.ly/Dyx05LE

The Dallas Morning News

OPINION

## City Hall's master plan for the future, ForwardDallas, is 15 years old

Its reboot is off to a good start, but serious hurdles remain

Planetizen

## Dallas Launches New Comprehensive Plan Process—15 Years After ForwardDallas

The city of Dallas adopted the ForwardDallas plan in 2006, setting a grand ambition for a more walkable, transit-friendly city. Some of the work toward that vision will have to continue with the next comprehensive plan.

September 9, 2021, 8:00 AM PDT  
By James Brasuell @CasualBrasuell

FORWARD DALLAS COMMENT MAP

https://bit.ly/fdcommentmap

FORWARD DALLAS

LET'S PLAY AND PLAN TOGETHER! COME PLAY GAMES, AND ENJOY ART WITH CITY OF DALLAS PLANNING AND URBAN DESIGN!

DALLAS MUSEUM OF ART ROOM C3 11 A.M. TO 4 P.M. MARCH 15-18, 2022

JUGUEMOS Y PLANEEMOS JUNTOS! VEN A JUGAR Y A DISFRUTAR DEL SITE CON EL DEPARTAMENTO DE PLANEACION Y DISEÑO URBANO DE LA CIUDAD DE DALLAS!

MUSEO DE ARTE DE DALLAS SALA C3 DE 11 A.M. A 4 P.M. 15-18 DE MARZO DE 2022

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City of Dallas

FORWARD DALLAS TAKE OUR ISSUE & OPPORTUNITY SURVEY!

Survey

WHAT IS FORWARD DALLAS?

In August 2021, the City of Dallas launched the ForwardDallas Comprehensive Land Use Update, an inclusive process to update our citywide future land use vision as adopted in the 2006 ForwardDallas Comprehensive Plan. Land is a critical and limited resource in Dallas. How we plan for and use this resource has a profound impact on our quality of life. The ForwardDallas update comes at a time of great change for Dallas, the nation, and the world. The crises of COVID-19, climate change, and racial injustice have highlighted the need to reevaluate existing land use policies and adopt new, more equitable and sustainable strategies. We are engaging the community on the challenging issues of today and defining strategies and actions to shape how Dallas develops for years to come!

UPCOMING EVENTS

MAY 24	Tuesday @ 8:30 AM - 10:30 AM City Hall & Virtual Comprehensive Land Use Plan Co...	JUN 28	Tuesday @ 8:30 AM - 10:30 AM City Hall & Virtual Comprehensive Land Use Plan Co...
JUL 26	Tuesday @ 8:30 AM - 10:30 AM City Hall & Virtual Comprehensive Land Use Plan Co...	AUG 23	Tuesday @ 8:30 AM - 10:30 AM City Hall & Virtual Comprehensi...
SEP 13	Tuesday @ 8:30 AM - 10:30 AM City Hall & Virtual Comprehensive Land Use Plan Co...	OCT 25	Tuesday @ 8:30 AM - 10:30 AM City Hall & Virtual Comprehensive Land Use Plan Co...

QUICK LINKS

- forwardDallas Plan 2006
- CECAP
- ConnectDallas
- Comprehensive Housing Policy
- City Plan Commission

YOU MAP IT!

Do you have ideas or concerns about specific land uses or areas in Dallas? Share them with PUD on our interactive map. Give us area-specific feedback related to land use. This information can help to inform the ForwardDallas update. Click on the link below to access the map.

Get involved

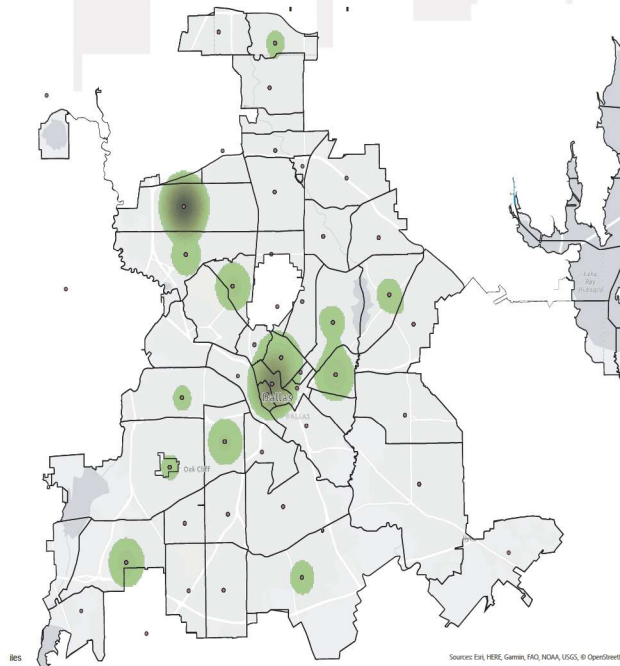




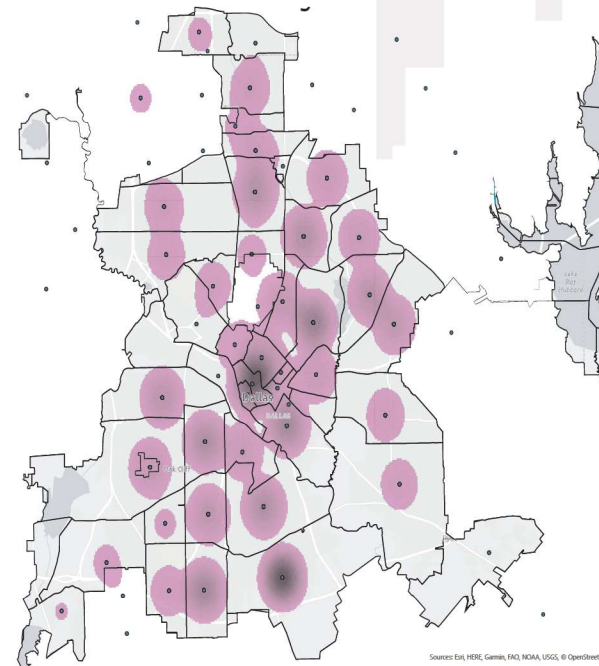


# PARTICIPANT MAPPING

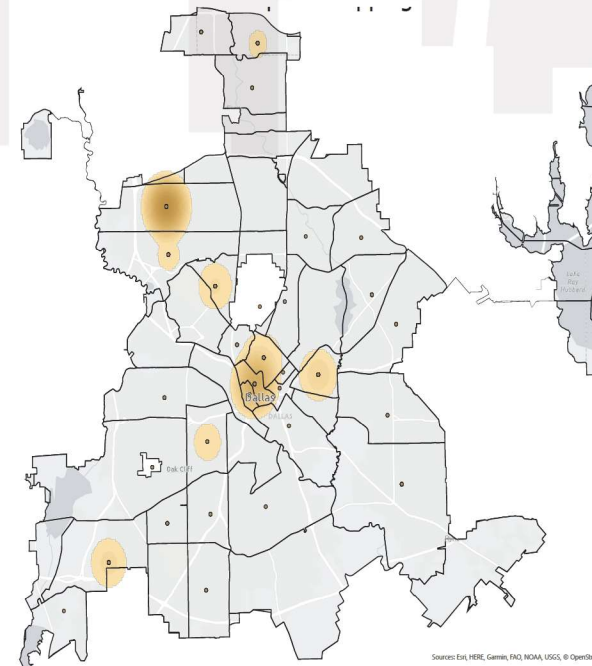
## FACILITATED COMMUNITY WORKSHOPS



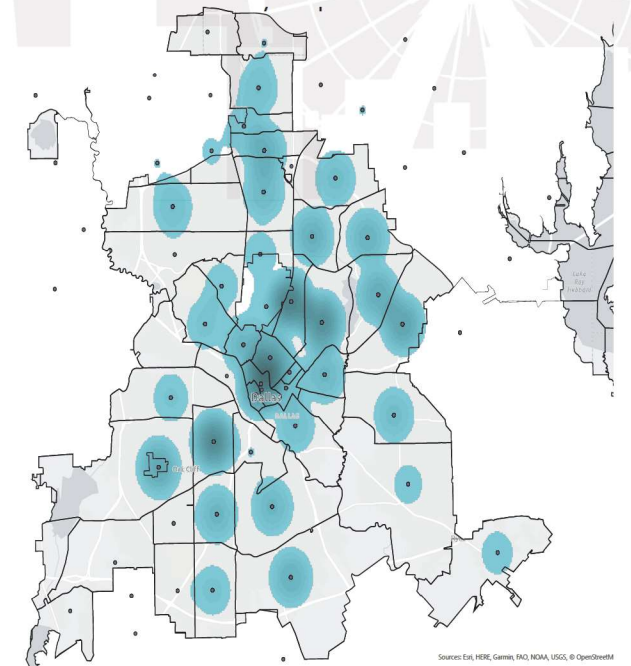
## COMMUNITY AND STAKEHOLDER EVENT REGISTRATIONS



## INTERACTIVE ONLINE COMMENTS MAPPING PARTICIPANTS



## SURVEY (ONLINE AND PAPER) PARTICIPANTS



Includes Facilitated Community Workshops, CPC CLUP Workshops, and Technical Committee Workshops.

Includes registrations and attendance from, DIY Workshops & Popups, Neighborhood & Stakeholder Meetings, Council Member One-On-One meetings, Speaker Series, and External Partner Presentations.

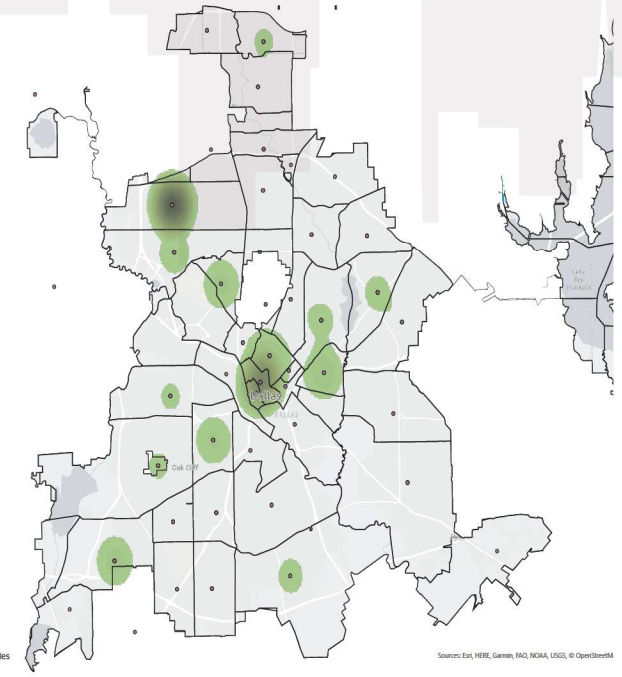
Includes Social Pinpoint Online Mapping and In-Person Mapping events.

Includes three (3) surveys provided online and in-person:  
1) Topic Identification  
2) Issues + Opportunities and  
3) Popup Survey

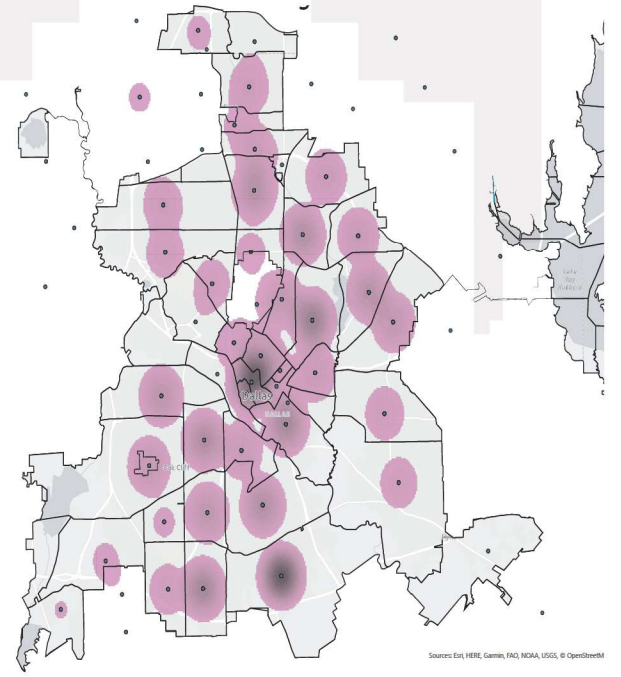


# PARTICIPANT MAPPING

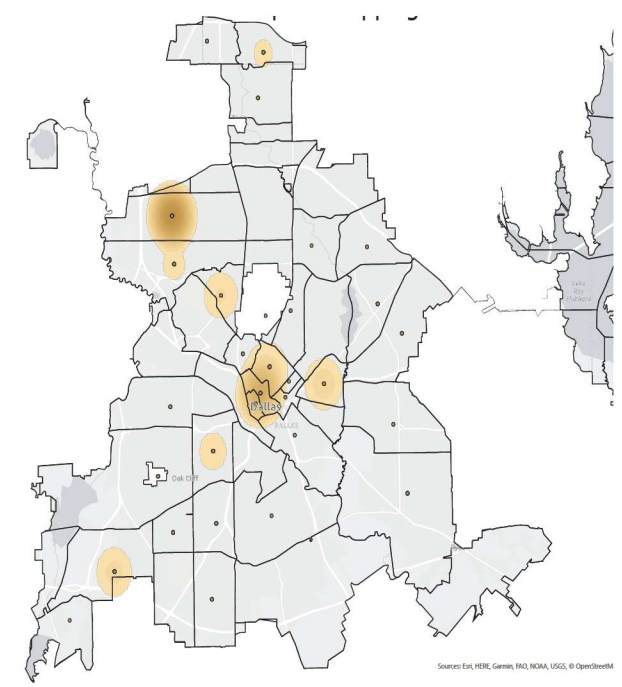
## FACILITATED COMMUNITY WORKSHOPS



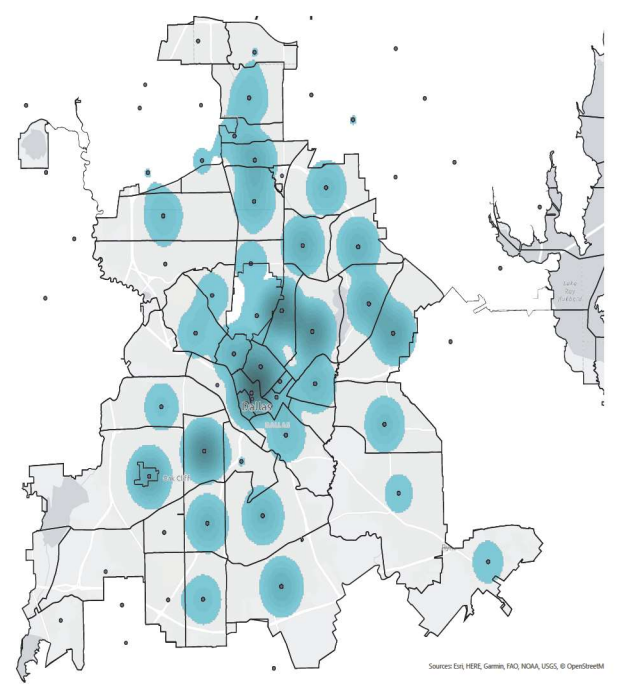
## COMMUNITY AND STAKEHOLDER EVENT REGISTRATIONS



## INTERACTIVE ONLINE COMMENTS MAPPING PARTICIPANTS

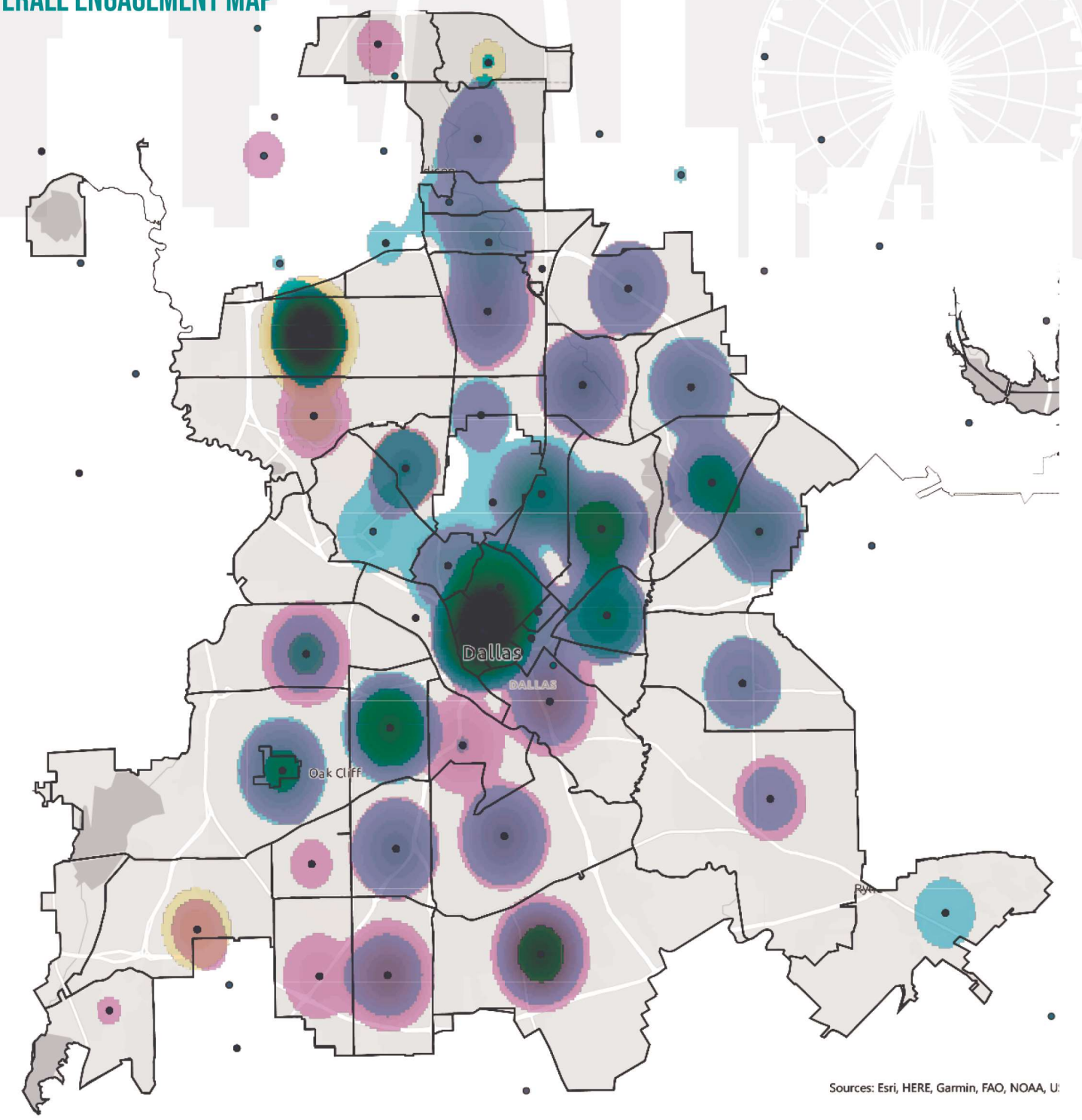


## SURVEY (ONLINE AND PAPER) PARTICIPANTS



# OVERALL ENGAGEMENT PARTICIPANT MAP

## OVERALL ENGAGEMENT MAP



Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap



# 2.

# WHAT WE'VE HEARD FROM YOU

## CONTENTS

- PRELIMINARY THEMES
- SOCIAL PINPOINT









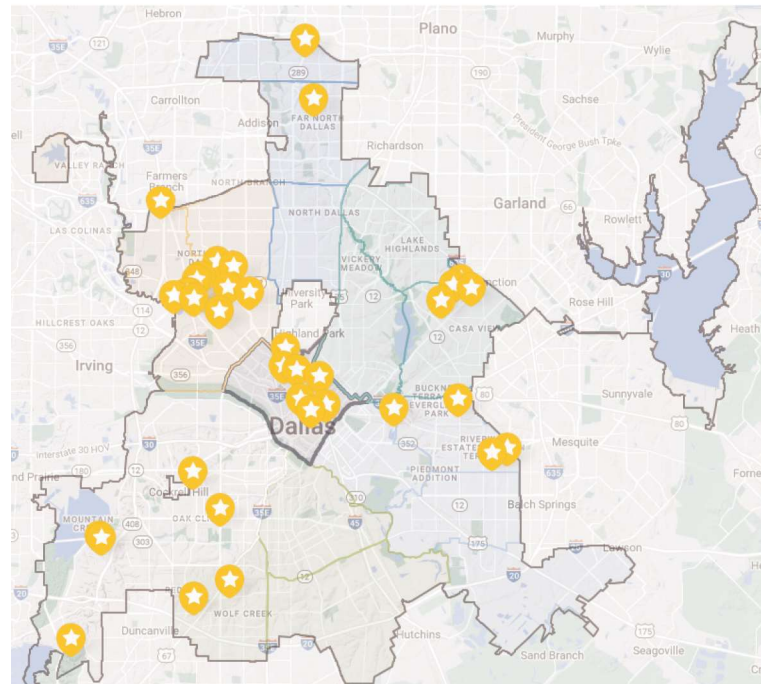




# SOCIAL PINPOINT TOPIC MAPS

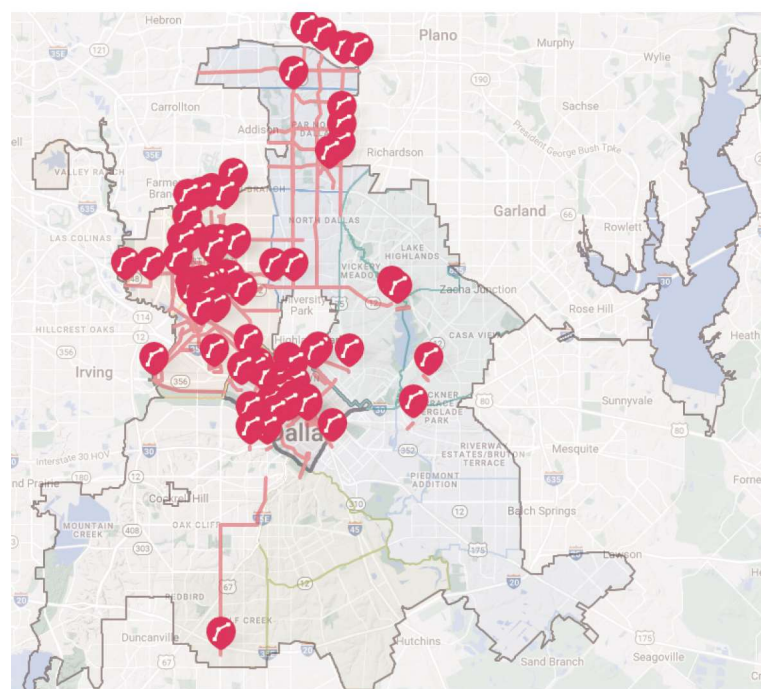
## COMMUNITY ASSET / DESTINATION

Most of the discussion comments for community assets / destinations were related to the desire for spaces that provide Parks & Open Space, Trails, Recreation, or Public Resources.



## DESIRED CONNECTIVITY ROUTE

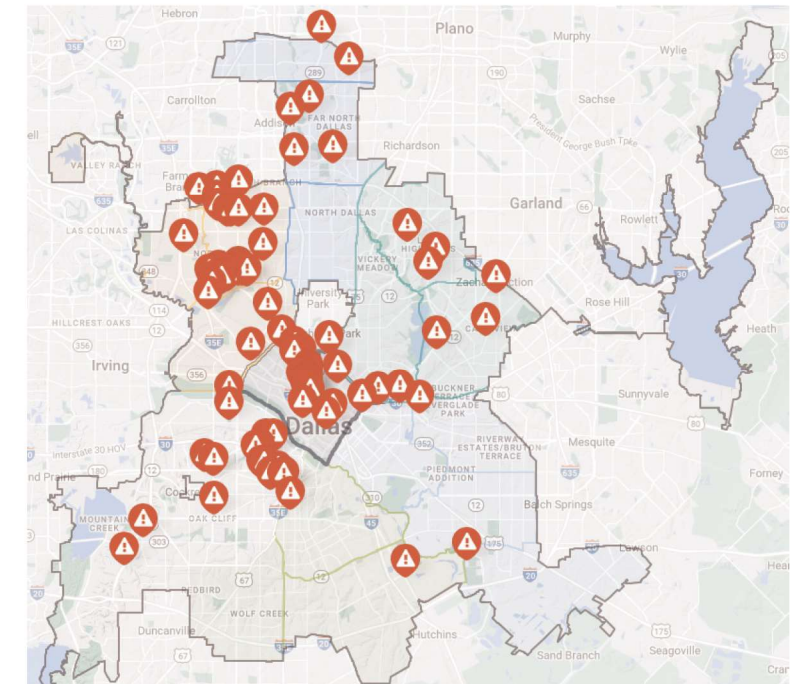
While the connectivity concerns have some of the largest amount of discussion around it, the topical focus was very condensed around four points; including Trails Systems, Travel Safety, Biking & Walking access, and Multimodal Transit. Most of these comments occurred north of I-30. Only one comment appeared below I-30.



# SOCIAL PINPOINT TOPIC MAPS

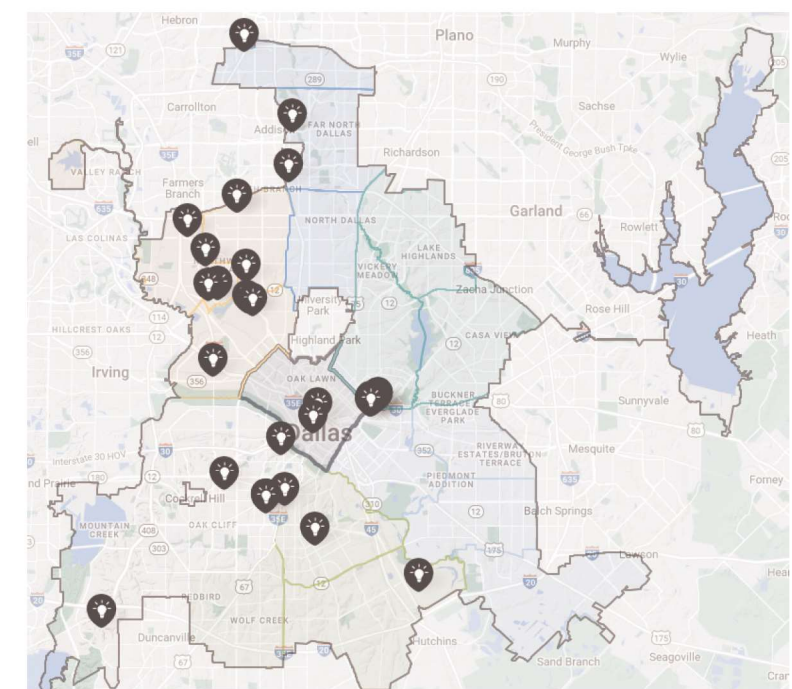
## PUBLIC SAFETY CONCERN

Safety concerns was the highest discussed topic of the eight provided. Two-thirds (66%) of the conversation focused on either Road Safety (in relation to travel speeds, visibility issues, on complex intersections) or identifying places where better bike & pedestrian infrastructure is needed. The more urbanized sections of Dallas received most of these comments.



## OTHER LAND USE IDEA / SUGGESTION

While the other general suggestions had a wide area of focus around the City, there was one (1) primary topic brought up. That was adding Tree Canopy and Landscaping. These concerns would appear to be locationally supported in the environmental research. The heat island and tree canopy maps highlight similar areas of concern.

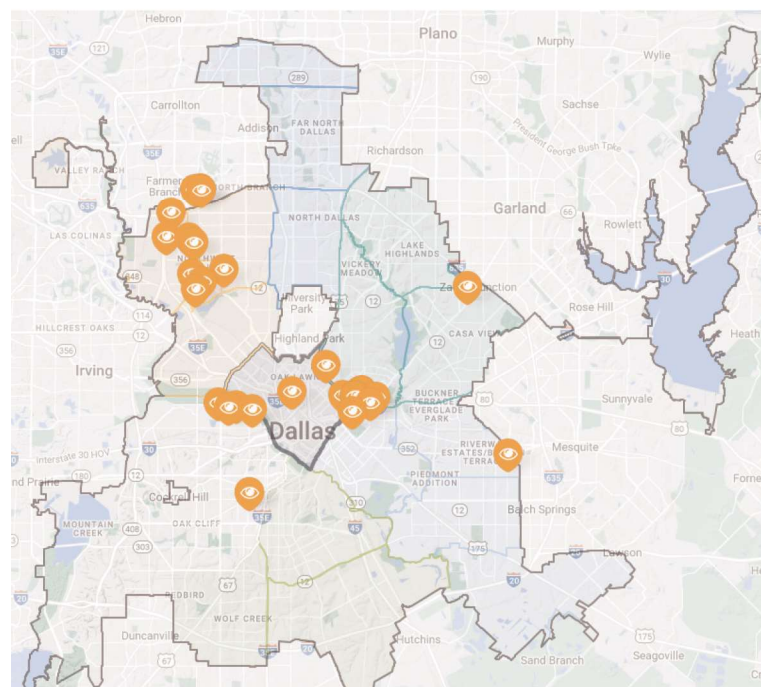




# SOCIAL PINPOINT TOPIC MAPS

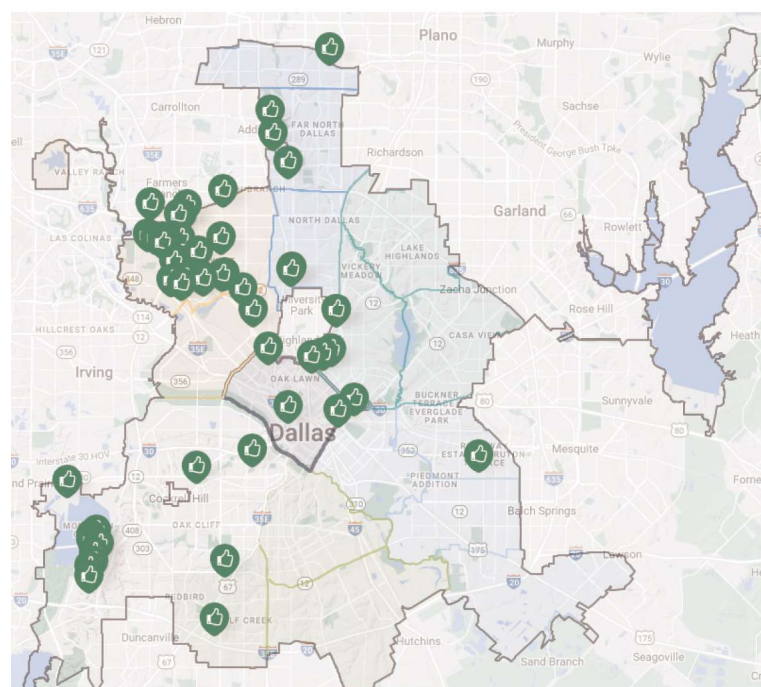
## POOR APPEARANCE

The appearance comments revolved primarily around a few reoccurring issues related to parking, vacant, or underdeveloped land. Several of the community's comments provided examples of how the sites could be improved. One of the respondents noted "...area is all parking lots and few businesses. After the tornado, this area of Walnut Hill Lane should have been rezoned and considered for mixed use development due to its proximity to the DART station..."



## DESIRED USE / DEVELOPMENT

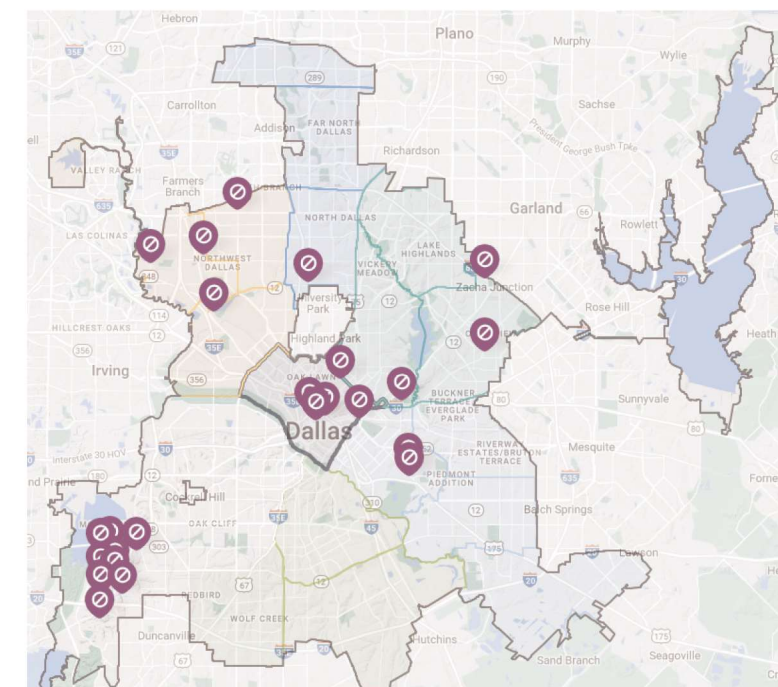
The desired uses and development topic had some of the most varied discussion topics. However, Parks and Open Space were the main desired use suggested. This priority is reflected by the number of point comments near Mountain Creek Lake & Park.



# SOCIAL PINPOINT TOPIC MAPS

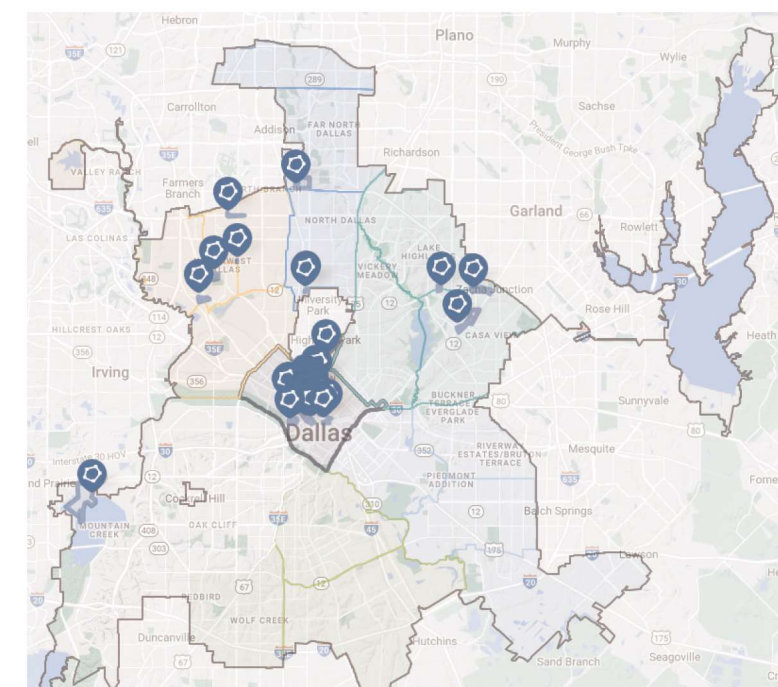
## UNDESIRABLE USE

The undesirable uses comments were predominantly located between North Dallas and the Downtown core, with a clustering of comments around the Mountain Creek area, which focused on single family housing and neighborhoods concerns. Parking was the second highest undesirable land use identified and the remaining comments covered various issues such as code compliance and flooding.



## DEVELOPMENT PRIORITY SITE

Over eighty percent (80%) of both the comments and point markers discussed introducing more mixed-use development. Most of the areas identified were above I-30 with the sole location below I-30 residing in Hensley Field.





# 3.

## LESSONS LEARNED + NEXT STEPS

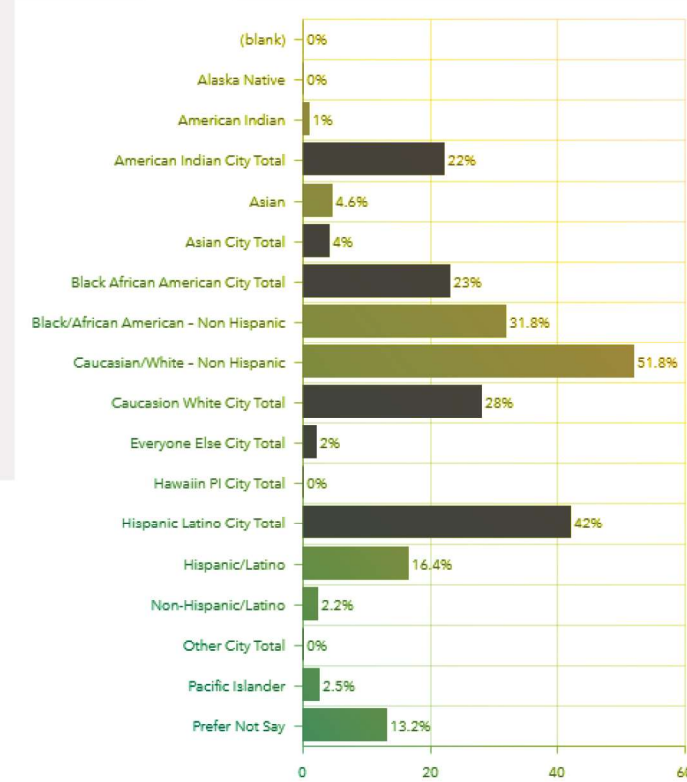
### CONTENTS

- REFLECTIONS ON ENGAGEMENT TO-DATE
- NEXT STEPS + STAY INVOLVED



To ensure maximum participation and confidence in the planning process, the ForwardDallas project team is committed to continual feedback and improvement of engagement efforts. Below are some lessons learned over the past few months that will be incorporated into the process moving forward.

# REFLECTIONS ON ENGAGEMENT TO-DATE



## HARDER TO REACH POPULATIONS

Continued efforts are essential to encourage a participant pool that reflects the demographics of the city. Two of the most notable gaps so far have been the need for greater participation from the Hispanic/Latinx community; particularly those in the southern and eastern parts of the city and, in general, more engagement in Southern Dallas.

## NEXT STEPS

In this next phase of engagement, P+UD will connect with Latinx, Hispanic, Black, refugee, homeless, youth, elderly, etc. populations because an equitable Comp Plan update cannot be achieved without hearing from the voices of these communities, who have been historically marginalized by planning policies and processes. To ensure that engagement findings are representative of diverse Dallasites, P+UD will continue to track demographic and geographic attributes from engagement participants. P+UD is setting up a data dashboard for qualitative and quantitative data that will provide insights on progress made toward full representation.

## RELATABILITY OF MESSAGING

While land use can be technical in nature, it is important that the messaging around ForwardDallas be as clear and relatable as possible for residents and other stakeholder groups, given that land use issues affect everyone's day-to-day lives.

## NEXT STEPS

With a revamped ForwardDallas narrative, P+UD aims to use consistent branding, provide historic context for systemic barriers, describe how the Comp Plan connects to other facets of city policy & process, and present land use issues in a contextual and understandable manner.





**P+UD IS SETTING UP A DATA DASHBOARD FOR QUALITATIVE AND QUANTITATIVE DATA THAT WILL PROVIDE INSIGHTS ON PROGRESS MADE TOWARD FULL REPRESENTATION**

**GRASSROOTS AND “GRASSTOPS” ENGAGEMENT RELATIONSHIPS**

Continued relationship-building is needed to ensure organizations are informed and empowered to stay involved throughout the process. In addition to the need for further “grassroots” engagement of organizations that operate at the neighborhood level, we need to engage groups that operate in the “grassroots” organizations that provide a leadership role on a citywide scale.

**NEXT STEPS**

P+UD has already begun to engage neighborhood leaders through our Ambassador Program. P+UD wants to partner with these community experts to be leaders and collaborators in this Comp Plan process. Ambassadors will help spread the word about the Comp Plan by hosting events and will work alongside P+UD to translate the community engagement feedback into a vision for equitable land use outcomes. The P+UD team will also revamp our approach to targeted “Grasstops” stakeholder outreach. P+UD will connect with Dallas’ political, civic, and institutional leadership, with a focus on dissolving systemic barriers and developing a shared vision for equitable land use in Dallas.

**TRANSPARENCY OF ENGAGEMENT PROCESS**

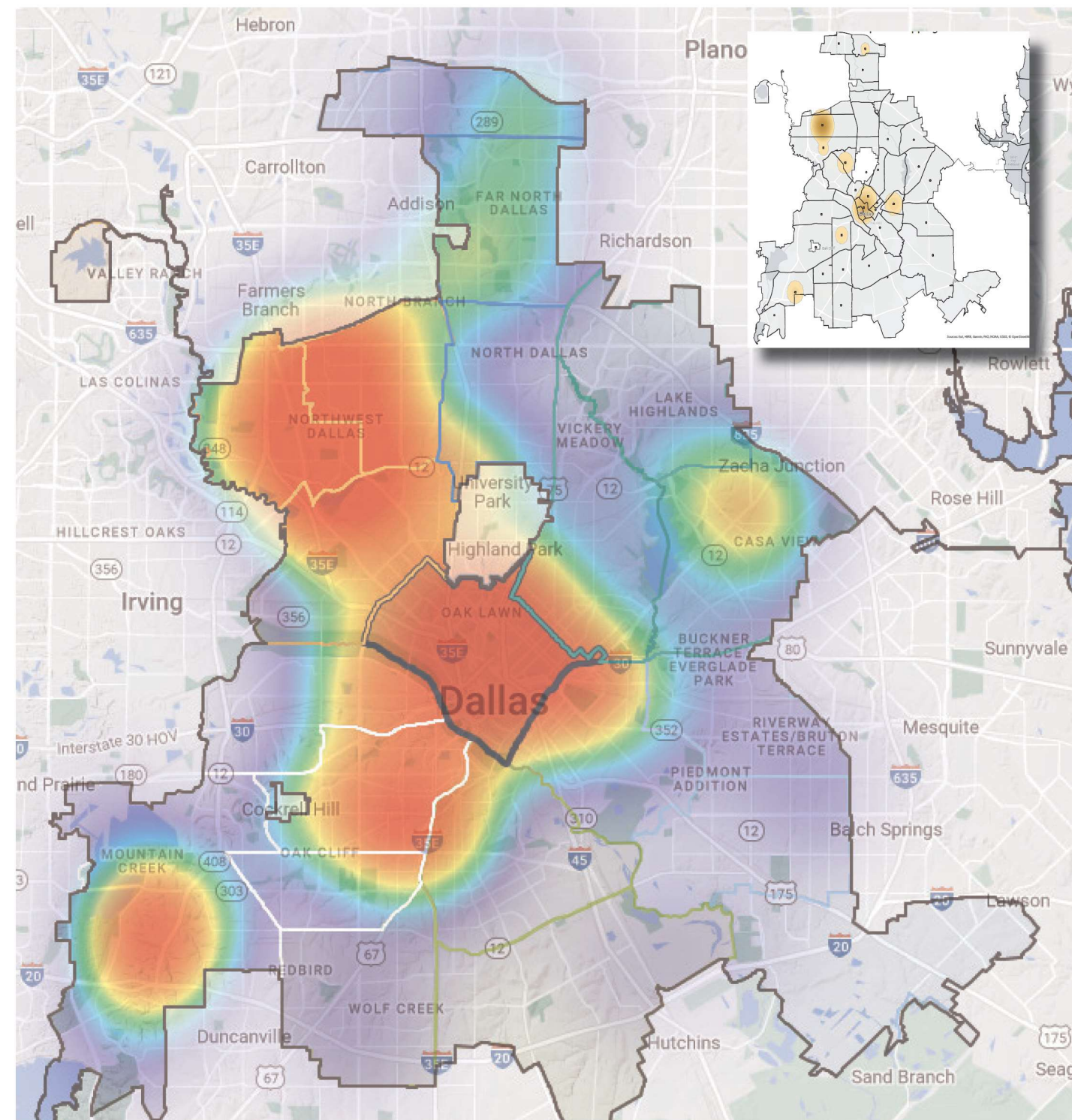
In addition to receiving input from the community, it is critical that regular summaries and updates are shared with those who have already engaged with the ForwardDallas process. Participants should be able to see their feedback presented back to them as well as understand how it will be incorporated into the final outcomes of ForwardDallas.

**NEXT STEPS**

P+UD will work backward from Comp Plan topics to ensure that any data collected from Comp Plan stakeholders is directly in service of the final outputs P+UD needs, including a future land use map, any neighborhood planning changes, or a zoning code overhaul. Work will also be done to provide more regular updates and summaries on input received throughout the process so participants can be confident their feedback has been heard and understand how it is being used.

**REVIEW OF PARTICIPANT LOCATION VS COMMENT LOCATION**

**SOCIAL PINPOINT HEAT MAP + PARTICIPANT LOCATION**





# OVERVIEW

As engagement events re-launch this summer, P+UD will share a calendar of events and marketing materials. An updated survey and future Neighborhood Summit will also be launched to provide additional opportunities to engage and provide feedback. Below are some resources to help stay plugged into the process:

- 1
- 2
- 3



FORWARD DALLAS WEBSITE

DallasCityHall.com/ForwardDallas

### FORWARD DALLAS WEBSITE:

For upcoming events related to ForwardDallas, opportunities to provide input, and to receive updates on the Comprehensive Land Use Plan Committee.




P+UD PLANNING + URBAN DESIGN PUD AMBASSADORS

DallasCityHall.com/departments/pnv/Pages/PUDAmbassadorProgram.aspx

### P+UD AMBASSADOR PROGRAM:

For information on the P+UD Ambassador program, which aims to empower neighborhood leaders to stay informed about important land use issues facing Dallas, and encourage their neighbors to participate with ForwardDallas.



P+UD PLANNING + URBAN DESIGN WEBSITE

DallasCityHall.com/pud

### P+UD MAIN WEBPAGE:

For general planning resources and programs through the City of Dallas, as well as resources on specific projects and upcoming events.

# NEXT STEPS + STAY INVOLVED





# FORWARD DALLAS COMPREHENSIVE LAND USE PLAN UPDATE

# FORWARD DALLAS

