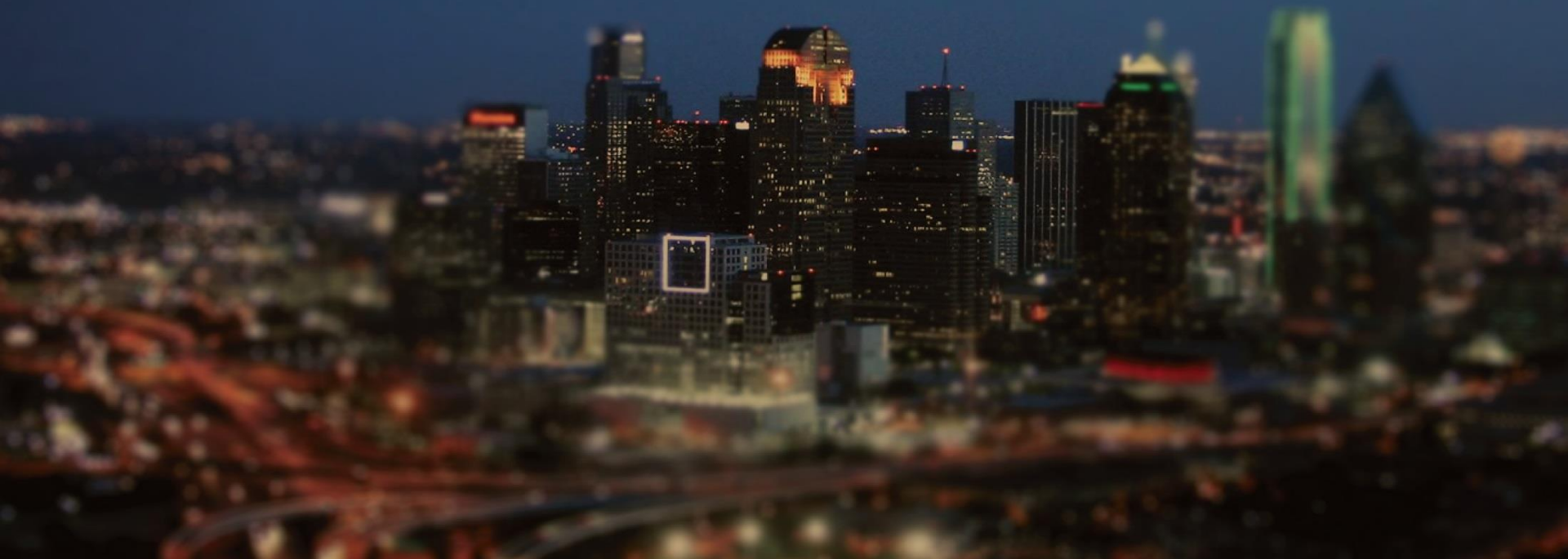


Neighborhood Plus

The future of living in our city

MetroTex Association of Realtors
August 13, 2015



Purpose of the Plan

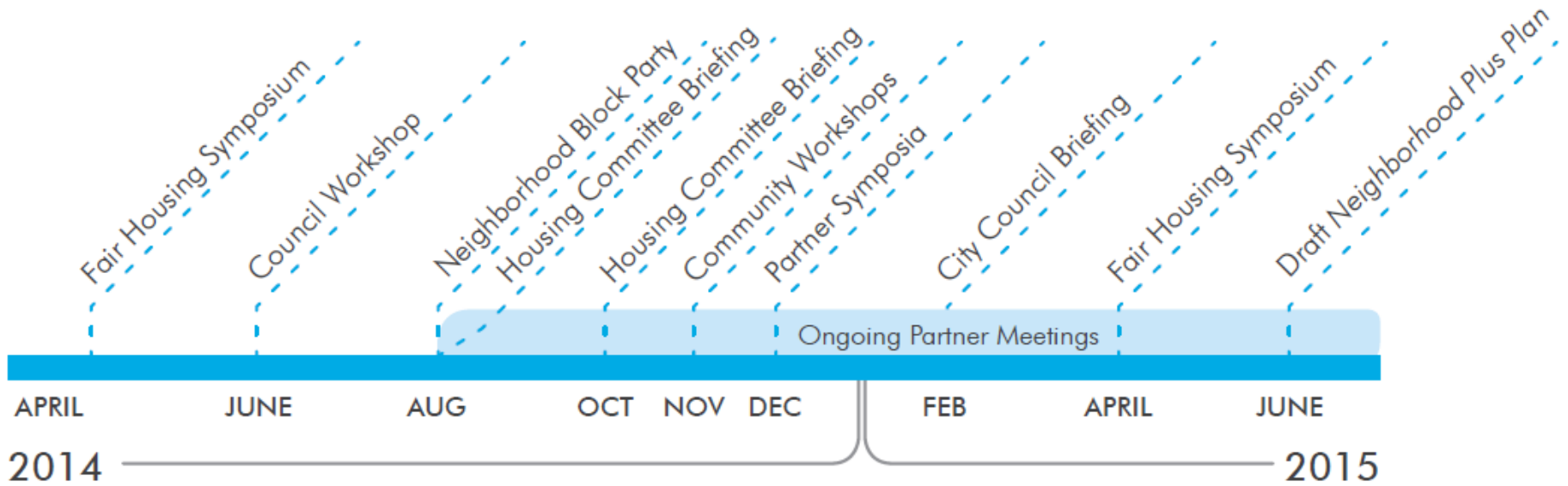
- Shape Housing Policy and set a new direction for housing development in Dallas.
- Strengthen Neighborhood Revitalization policy and develop a framework to guide community investment decisions.
- Acknowledge the inter-dependence of local government with other public and private agencies, non-profits and philanthropic institutions.
- Establish a collaborative relationship that leverages planning and investment to strengthen Dallas' regional leadership.

Power in Partnerships

- The City cannot do this alone!
- We appreciate the support that has been demonstrated by our partners through this process.

“If you want to go fast, go alone. If you want to go far, go together.” – African proverb

Process Thus Far



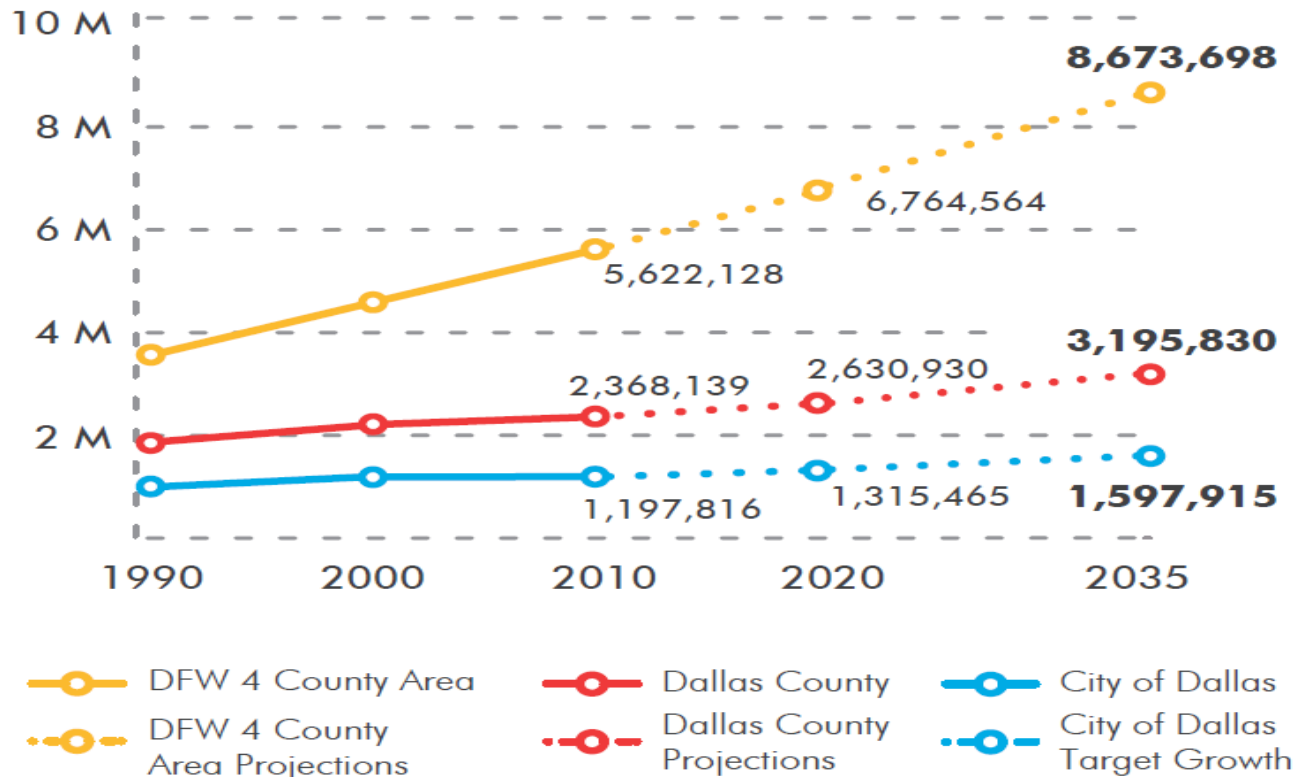
Understanding Dallas in the Regional Context

- “If you don’t know where you’ve come from, you don’t know where you are going” – Maya Angelou

What Portion of Growth Will Dallas Capture?

- By 2035, Dallas County is expected to grow by nearly 800,000 people.

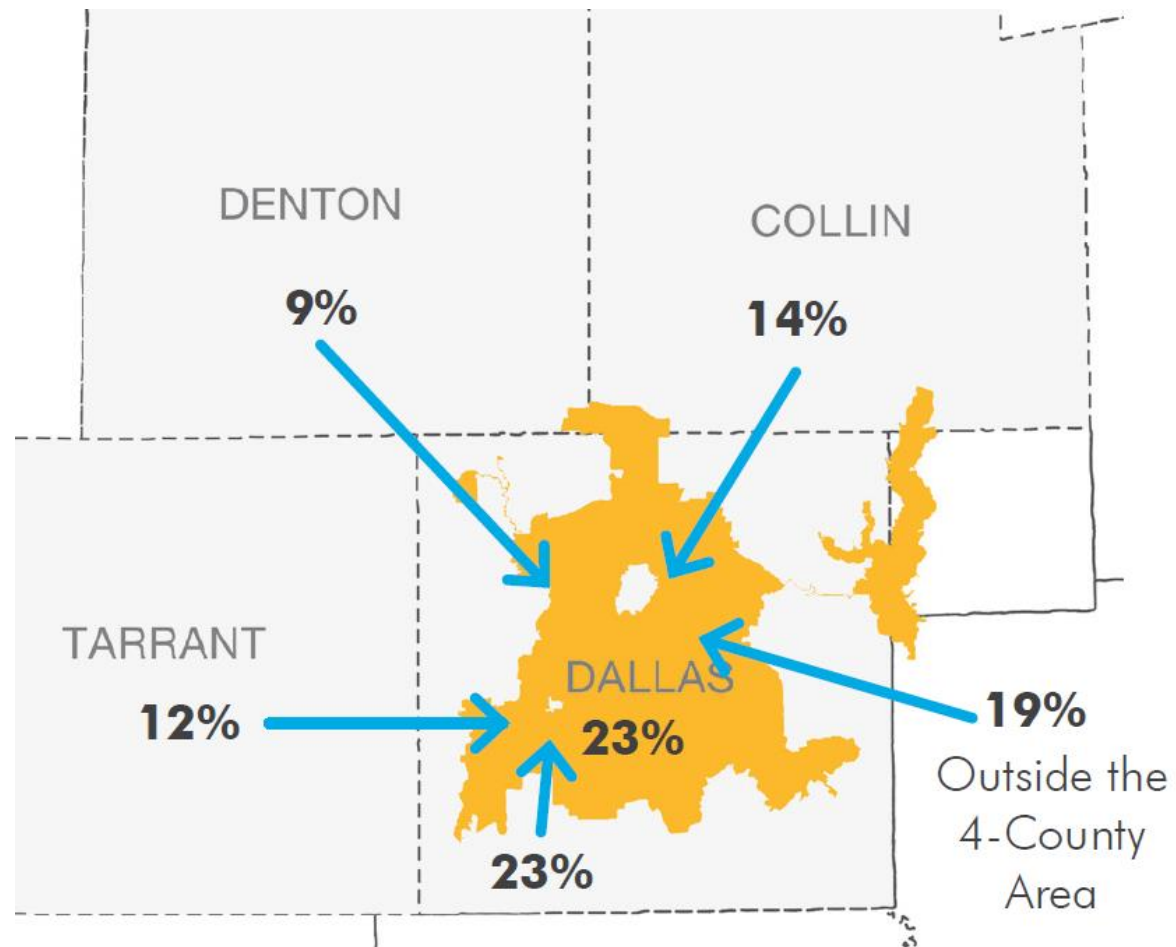
Population Growth and Projections, 1990-2035



Opportunity For Growth

- In-bound commuters make up the majority of the Dallas workforce and are more affluent than Dallas residents.

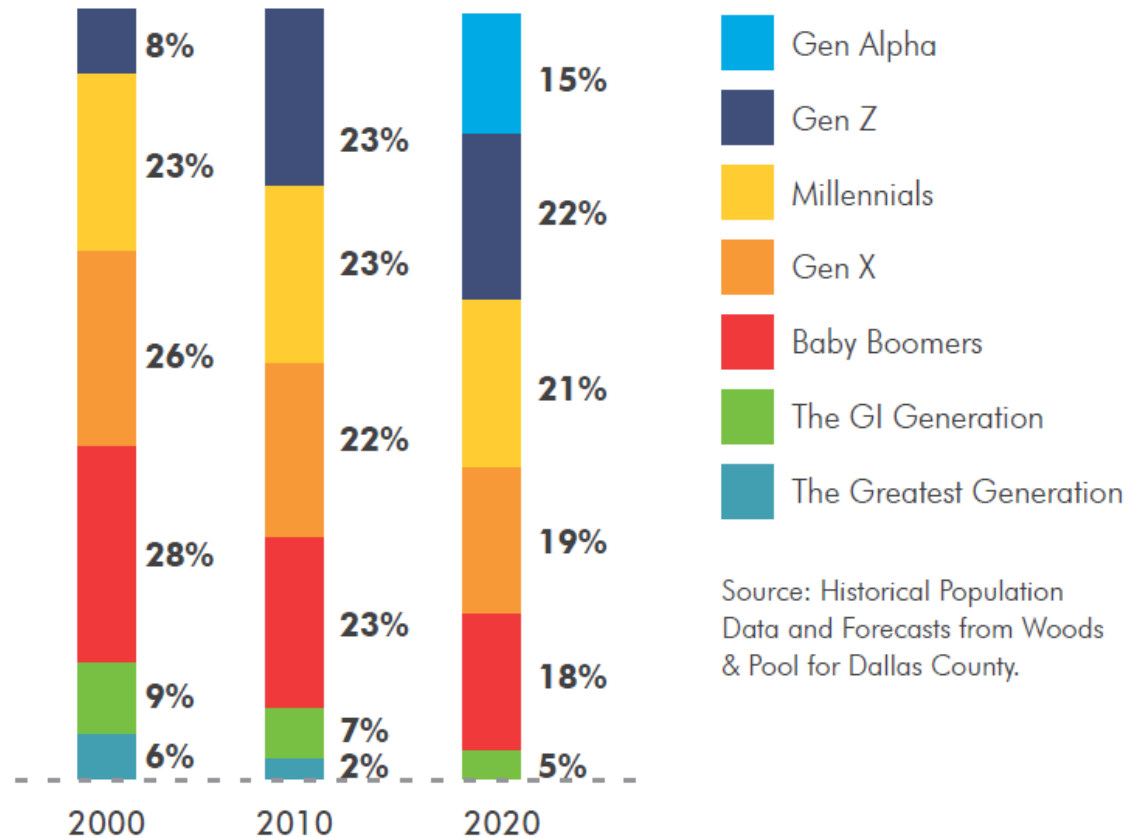
Share of Dallas' Workforce by Residence Earning \$40,000 or More Annually



Dallas is Getting Younger

- By 2020, Almost 60% of Dallas is projected to be under the age of forty.

Change in Generations in Dallas County, 2000-2020



Dallas is Getting More Diverse

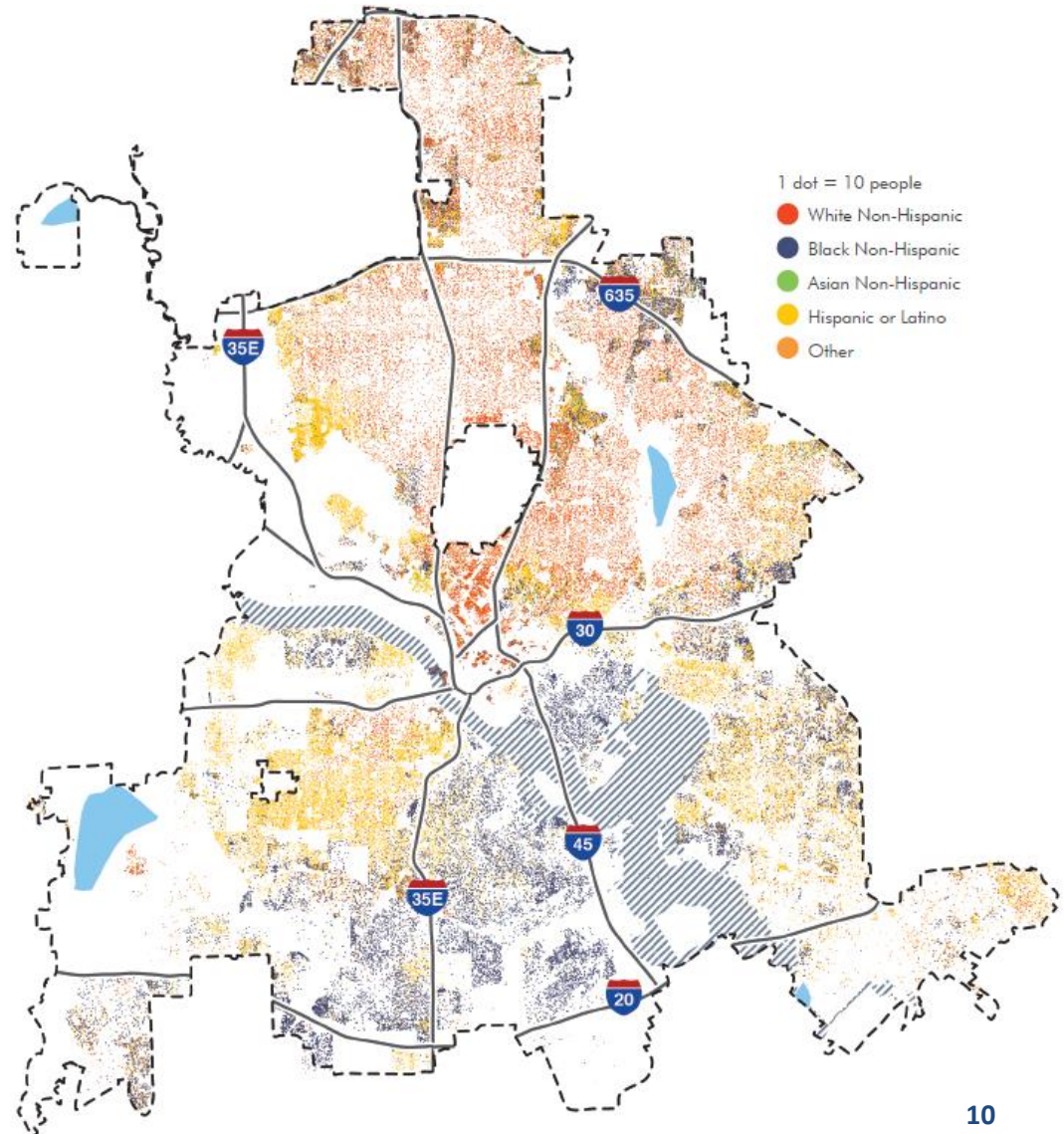
- Dallas will be reshaped and strengthened by its racial, ethnic, cultural and generational diversity.

Change in Diversity, 1980-2013



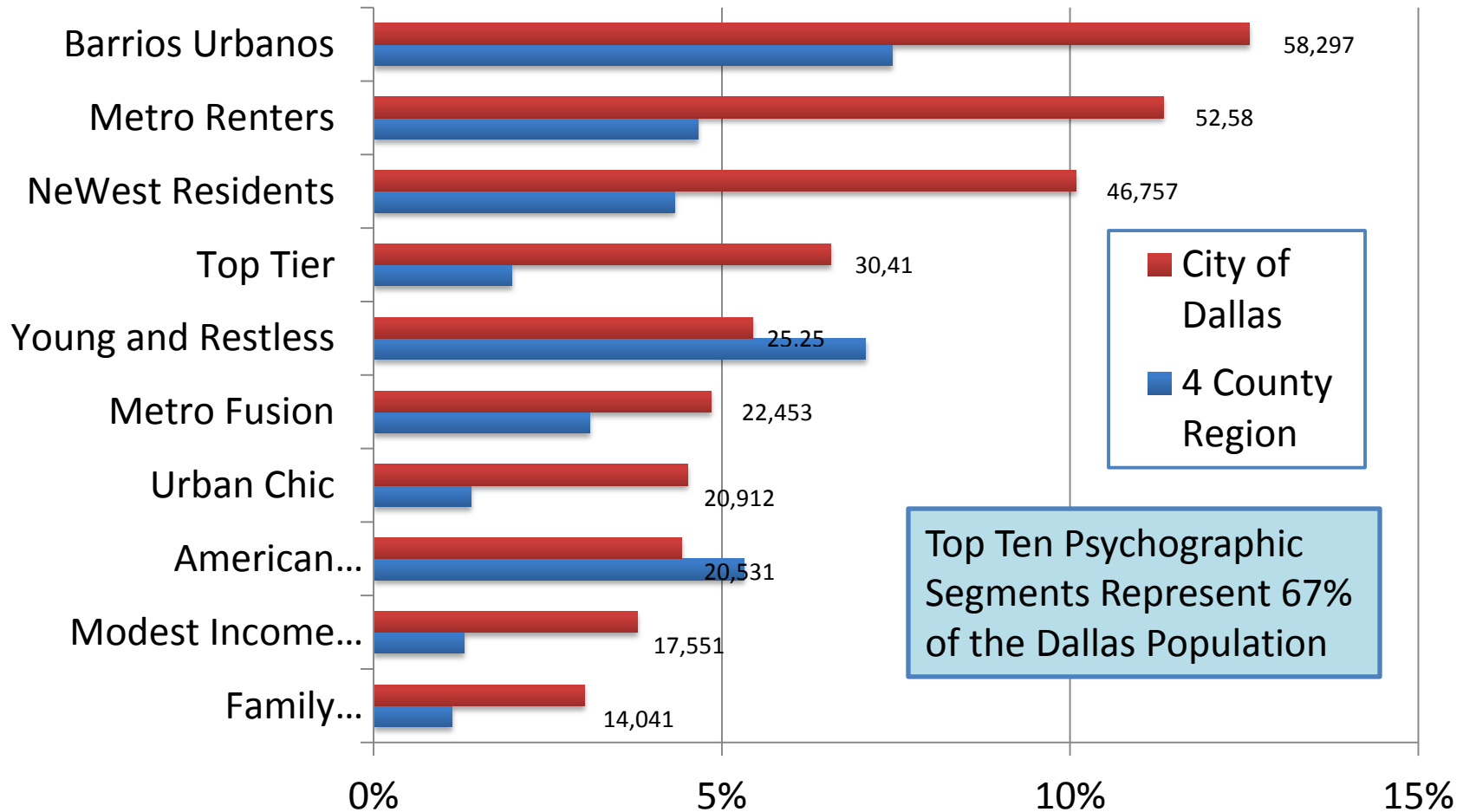
Dallas is Getting More Diverse

- Dallas will be reshaped and strengthened by its racial, ethnic, cultural and generational diversity.



Who Is Dallas Attracting?

Psychographics: Top 10 Tapestry Segments

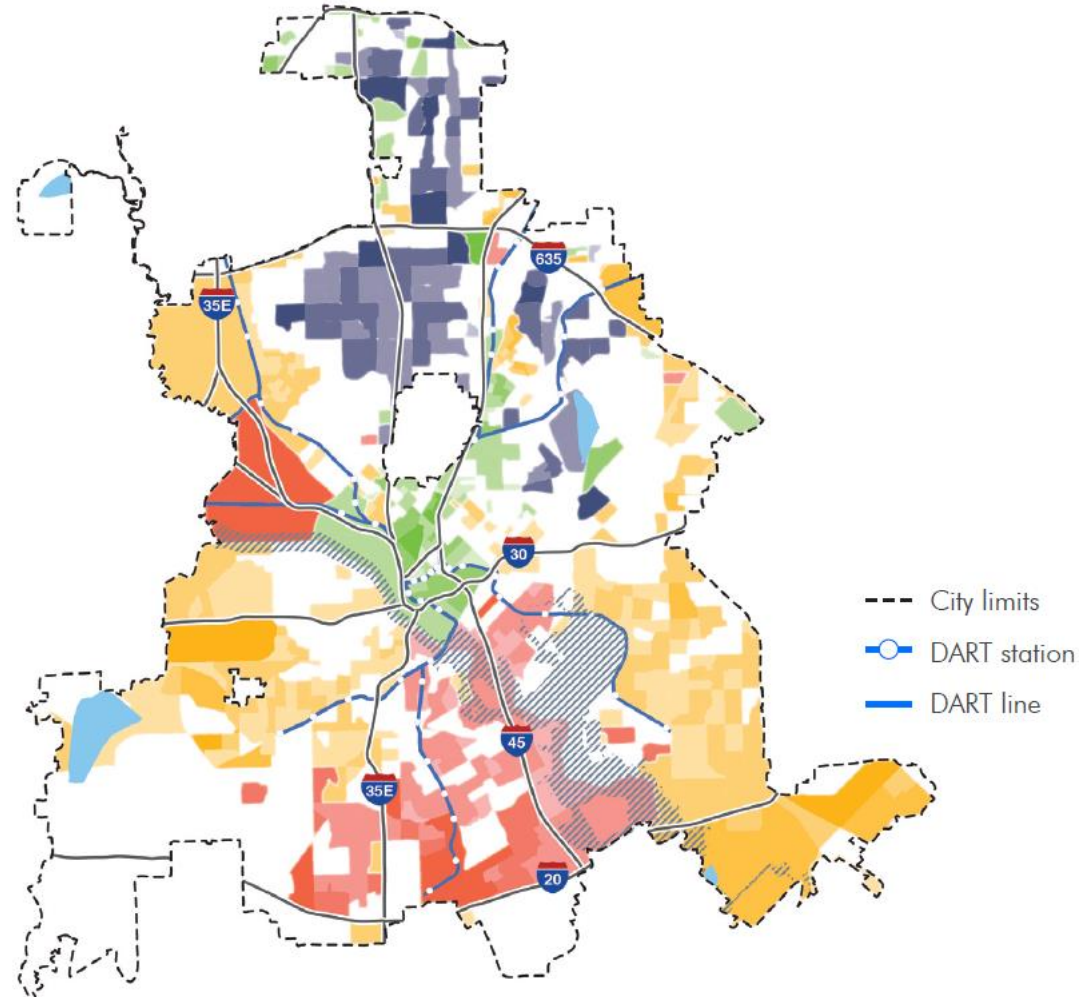


Who is Dallas Attracting?

- Four Blended Tapestry Segments account for 52% of Dallas population.



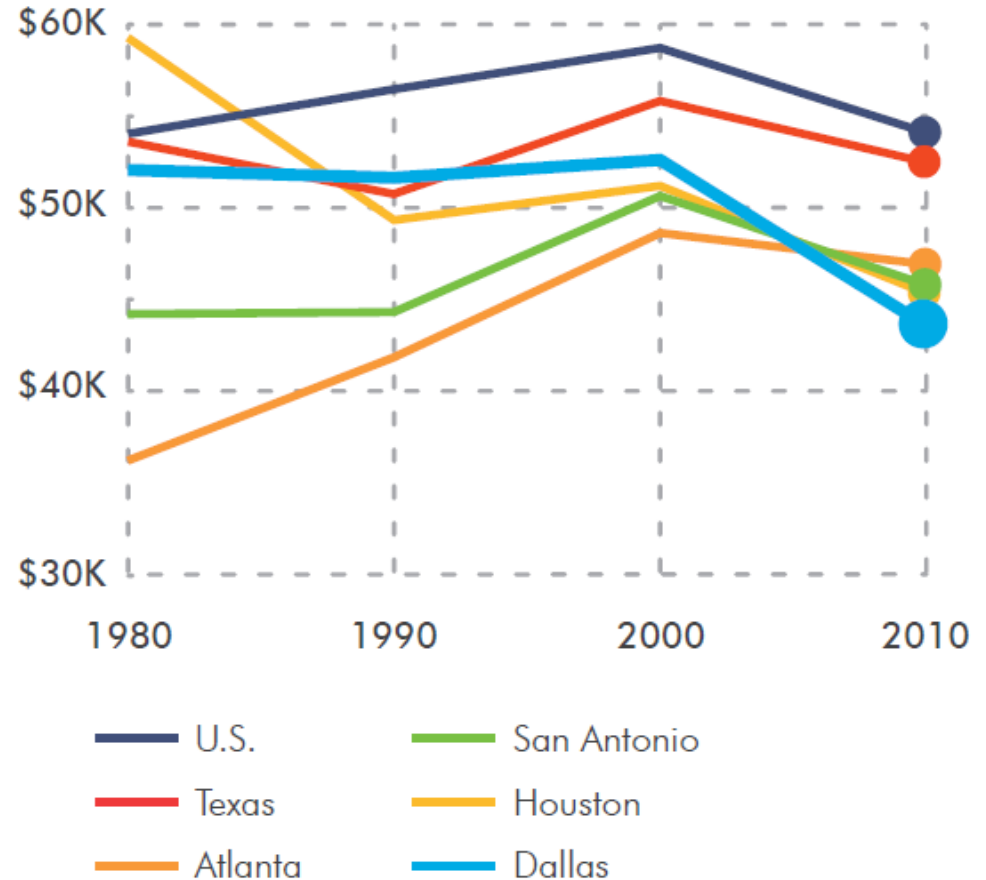
Dallas' Blended Tapestry Segments



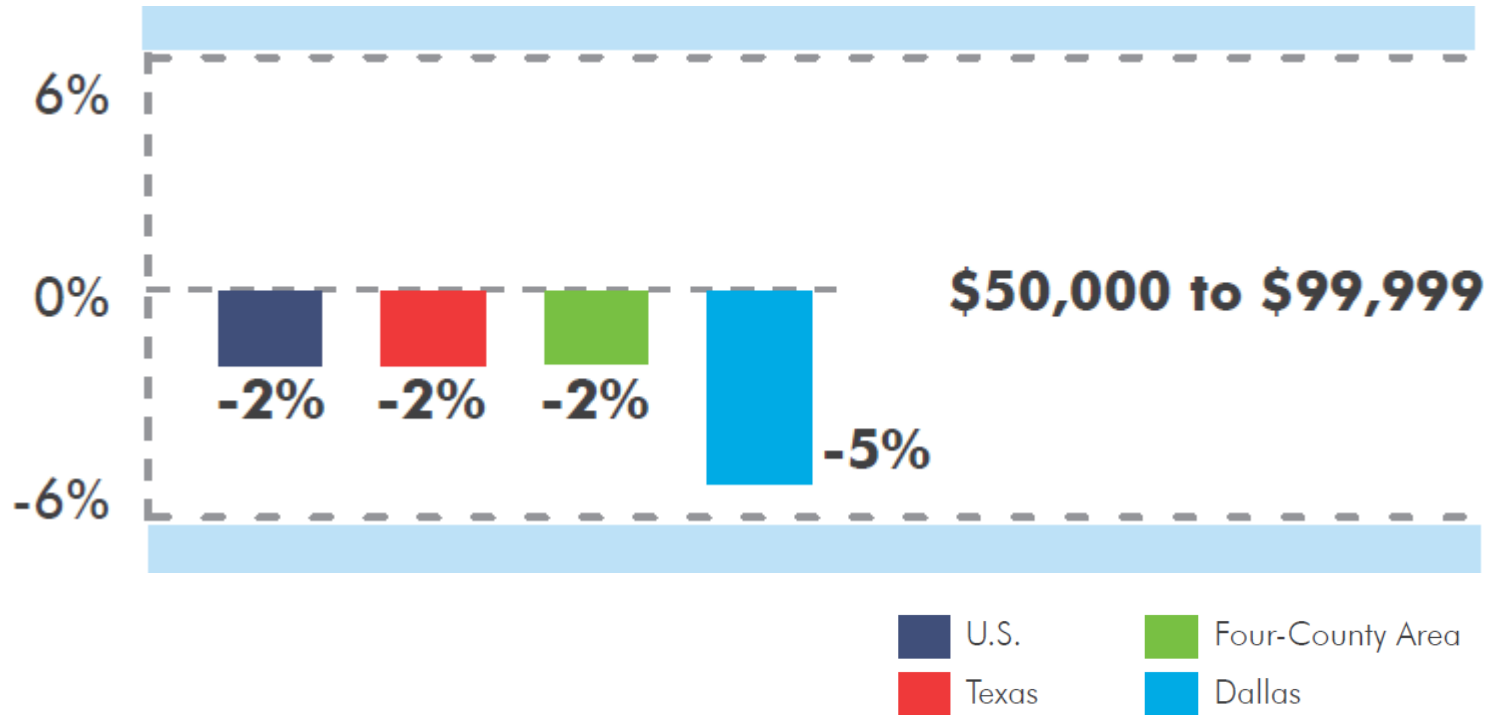
Dallas' Median Income Has Declined Sharply

- Dallas' share of low income residents is increasing while its share of high income residents is declining.

Median Income Trends, 1980-2010



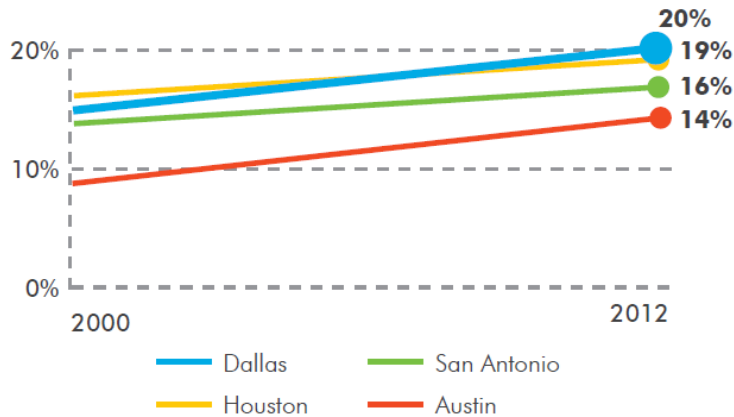
Dallas Is Losing Share of Middle Income Households



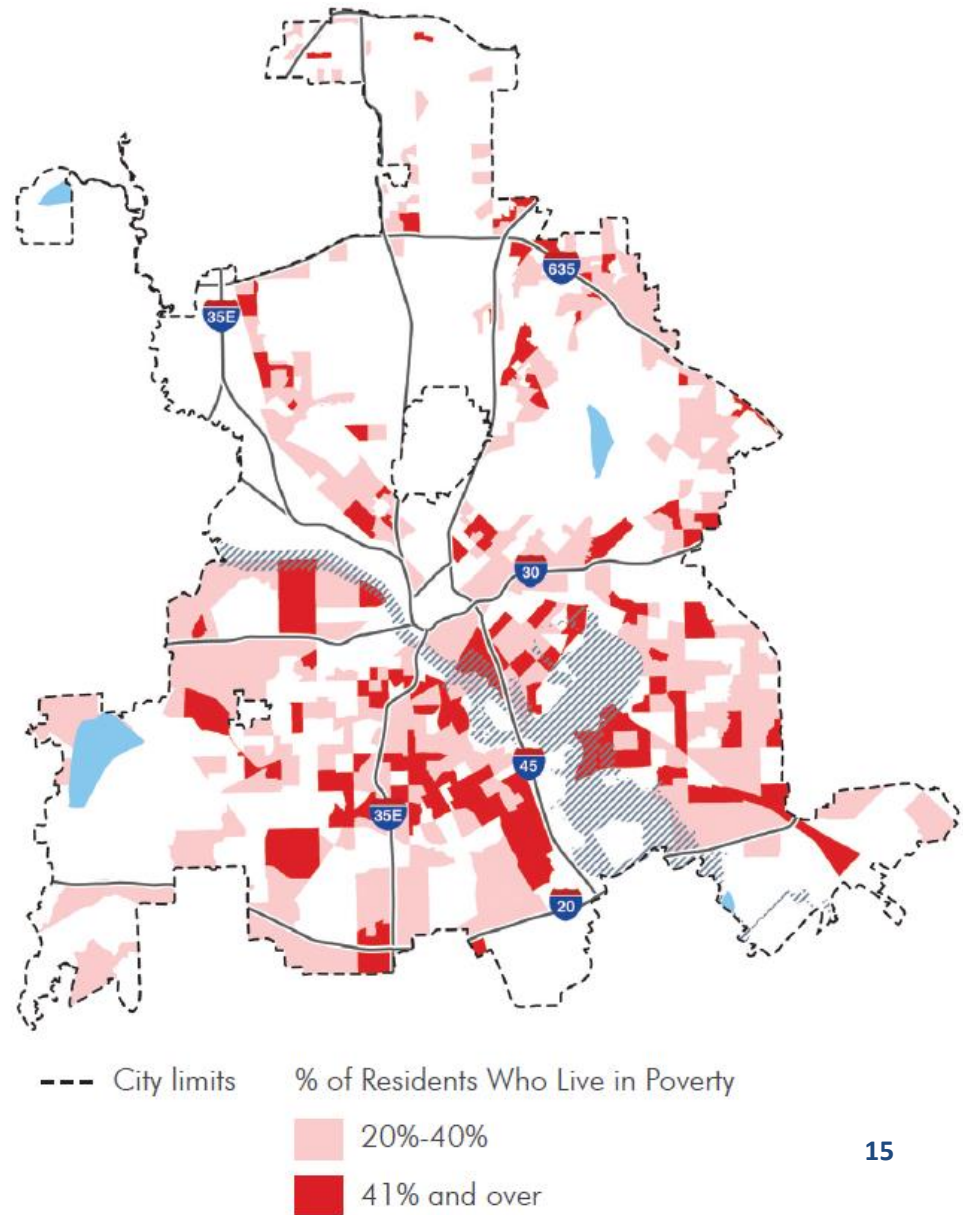
Poverty Has Reached Crisis Proportions

- 20% Percent of Dallas families live in poverty, typically in areas of concentration.

Percent of Families below the Poverty Line, 2000-2012



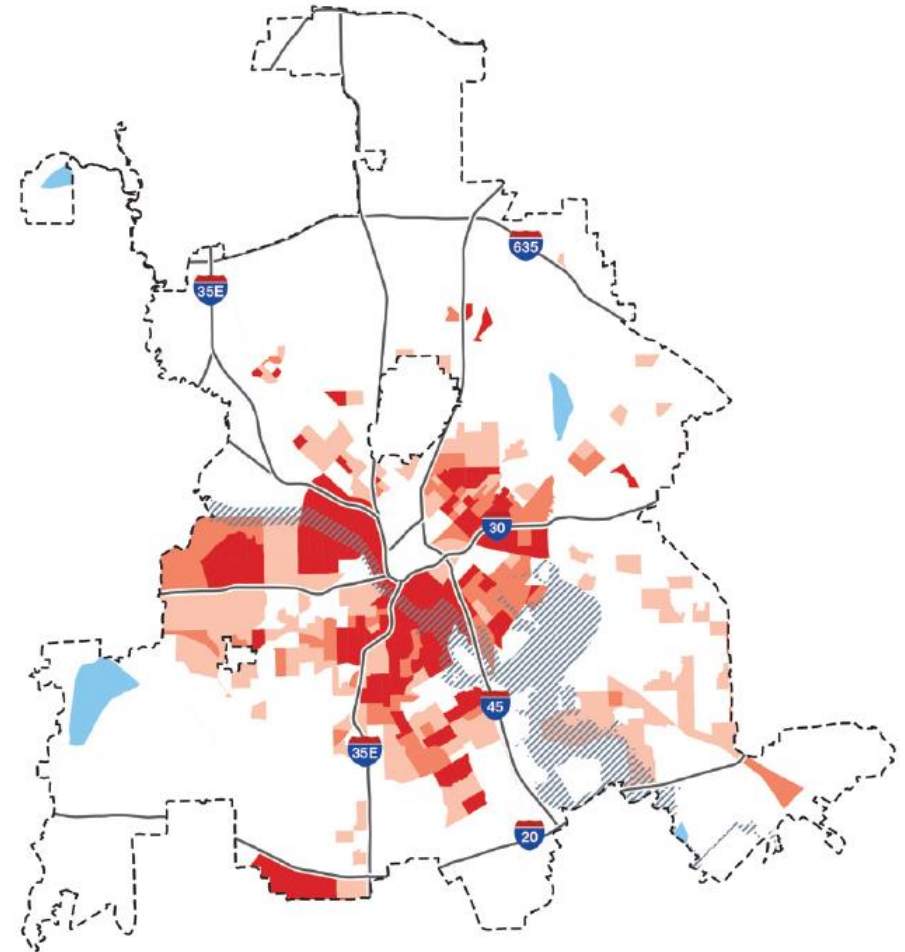
Source: U.S. Census Data (2000 Decennial Census and ACS 2008-2012 Five-Year estimates) via Social Explorer T98/T179.



Concentrated Blight Is a Growing Concern

Percent of Housing in Poor Condition

- Parts of Dallas suffer from concentrated blight as evidenced by housing condition, vacancy and abandonment.



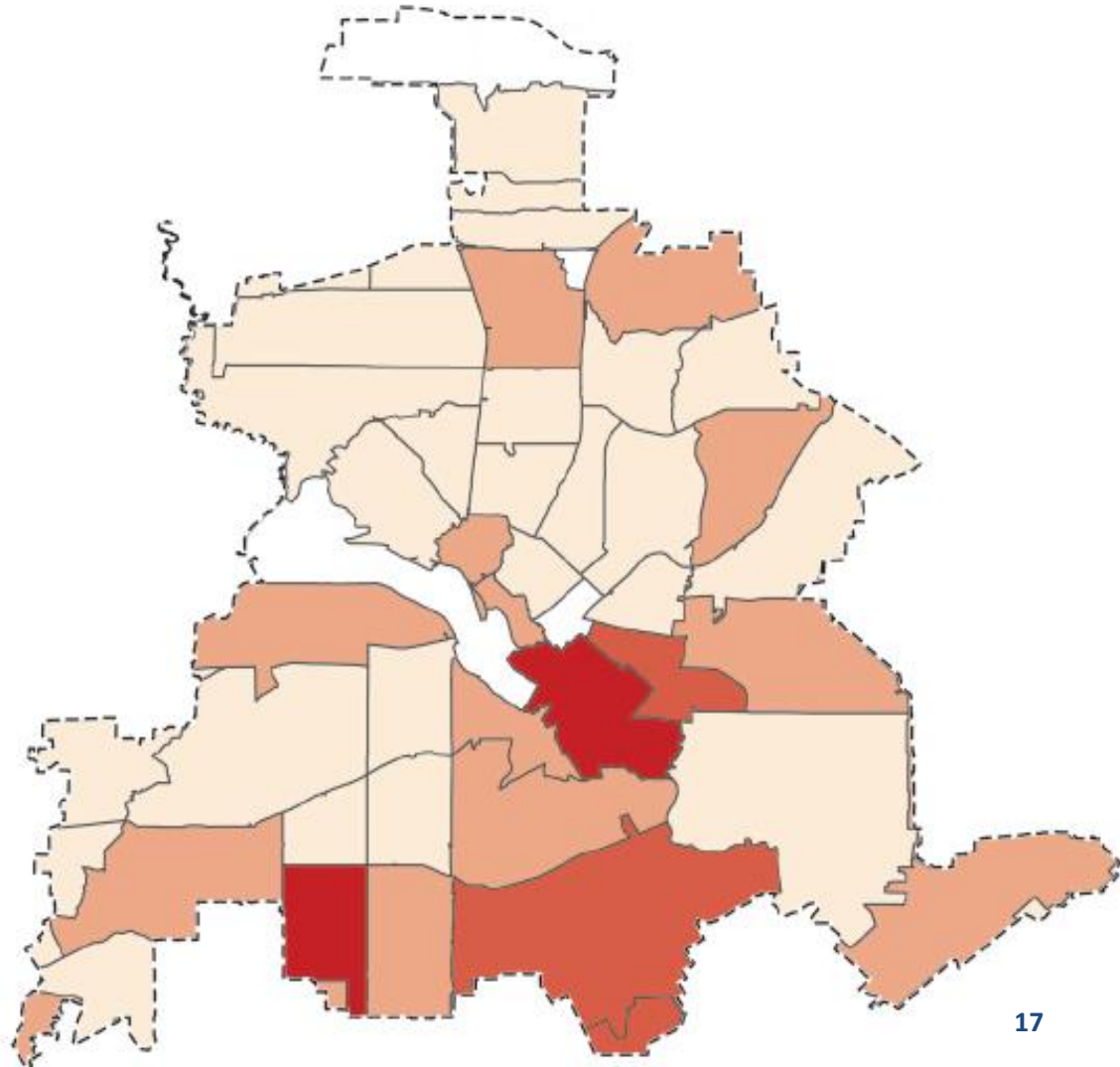
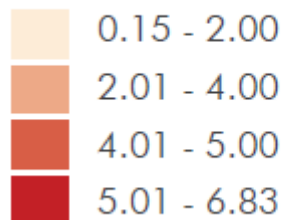
Source: Dallas Central Appraisal District.

Health Outcomes Are Related to Poverty

- Poor housing conditions can be triggers for those with Asthma.

2012 Asthmas Hospitalization Rate

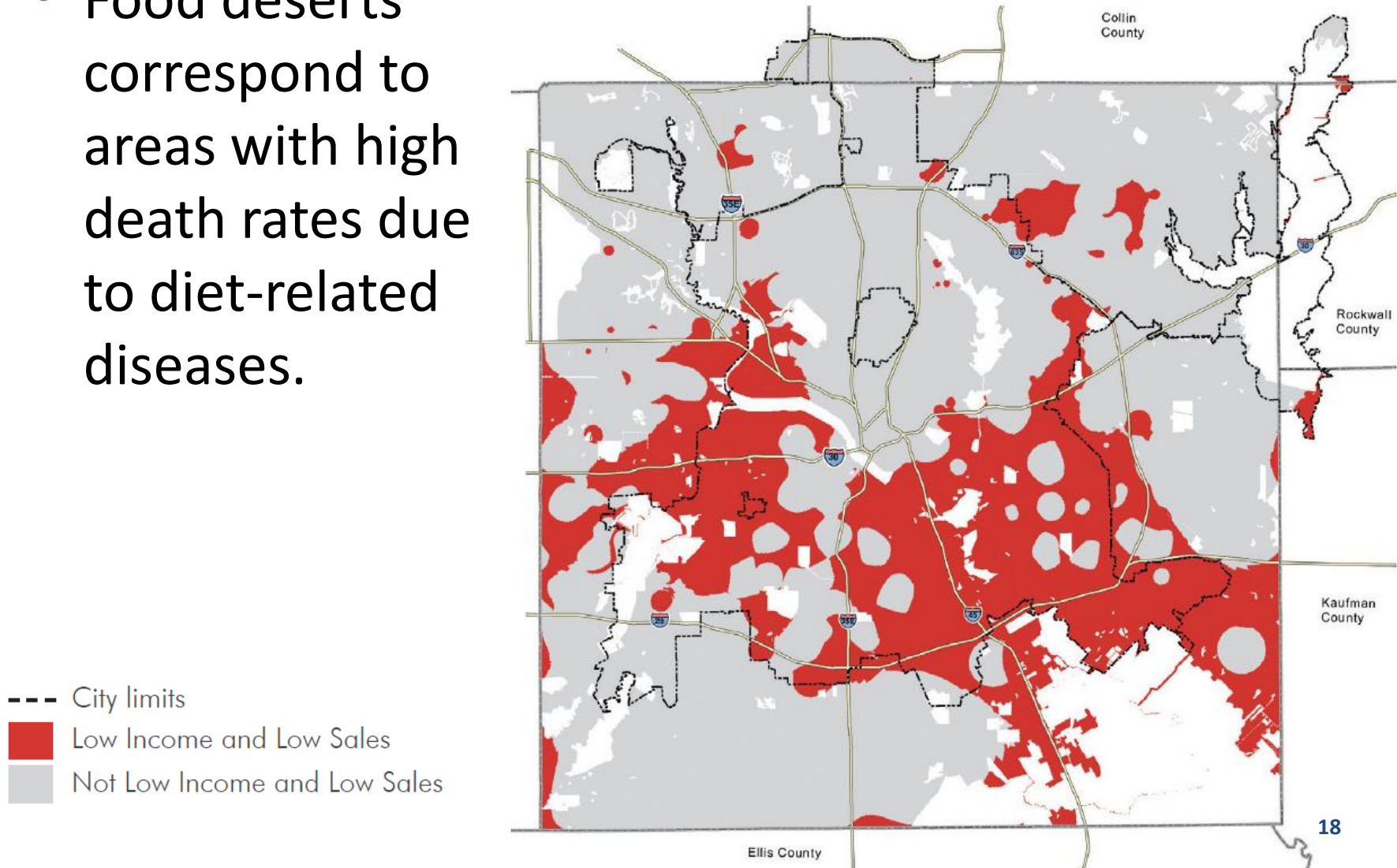
Hospitalization Rates per 1000



Health Outcomes Are Related to Poverty

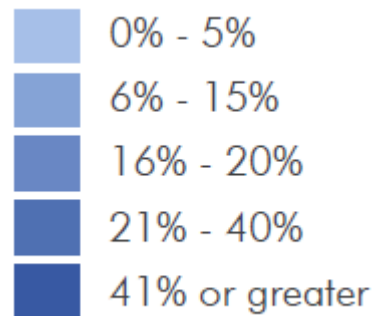
- Food deserts correspond to areas with high death rates due to diet-related diseases.

Low Supermarket Sales and Low Income

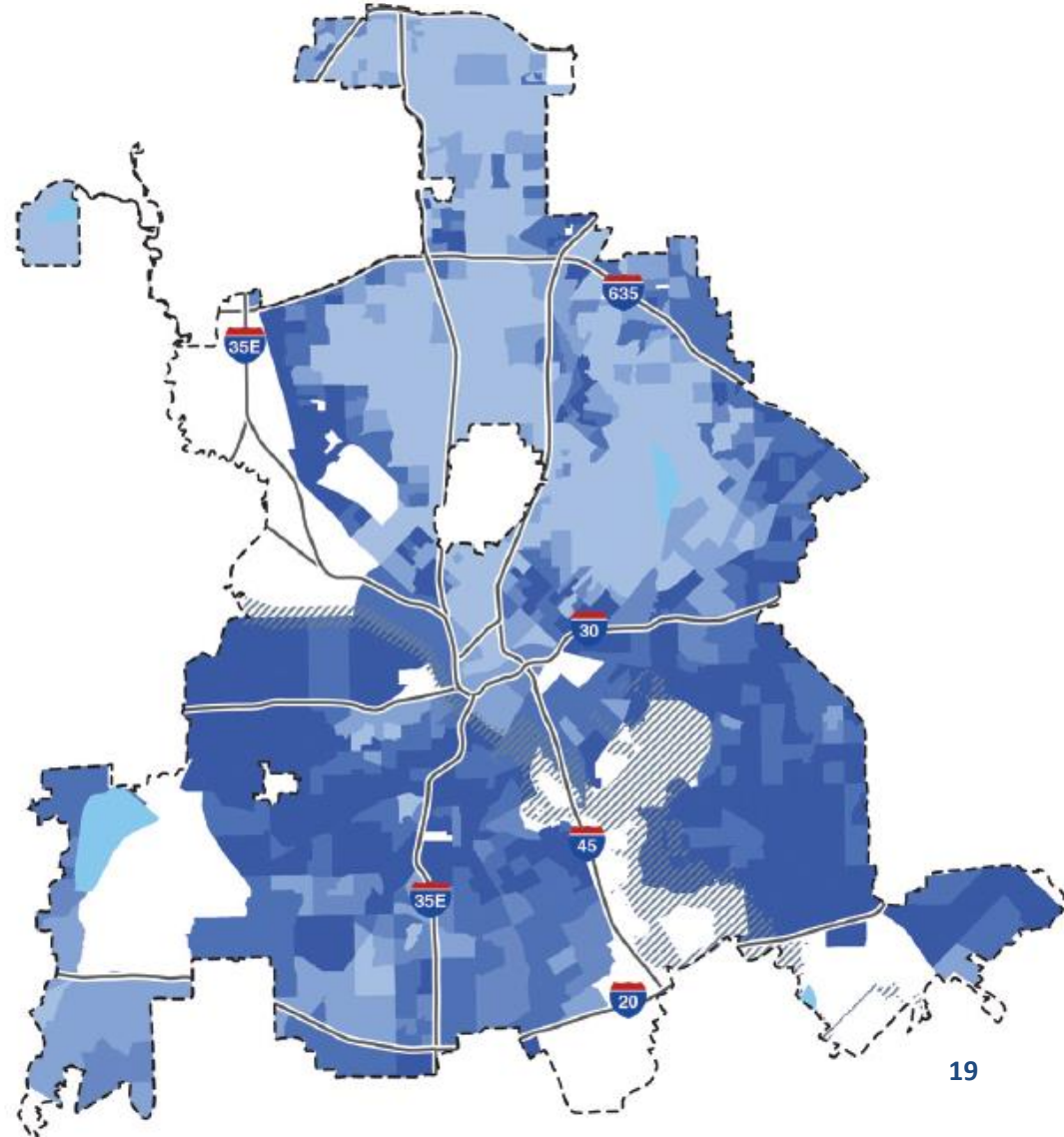


Geographic Disparity in Educational Attainment

- Almost 26% of Dallas residents over 25 years of age do not have a high school diploma.

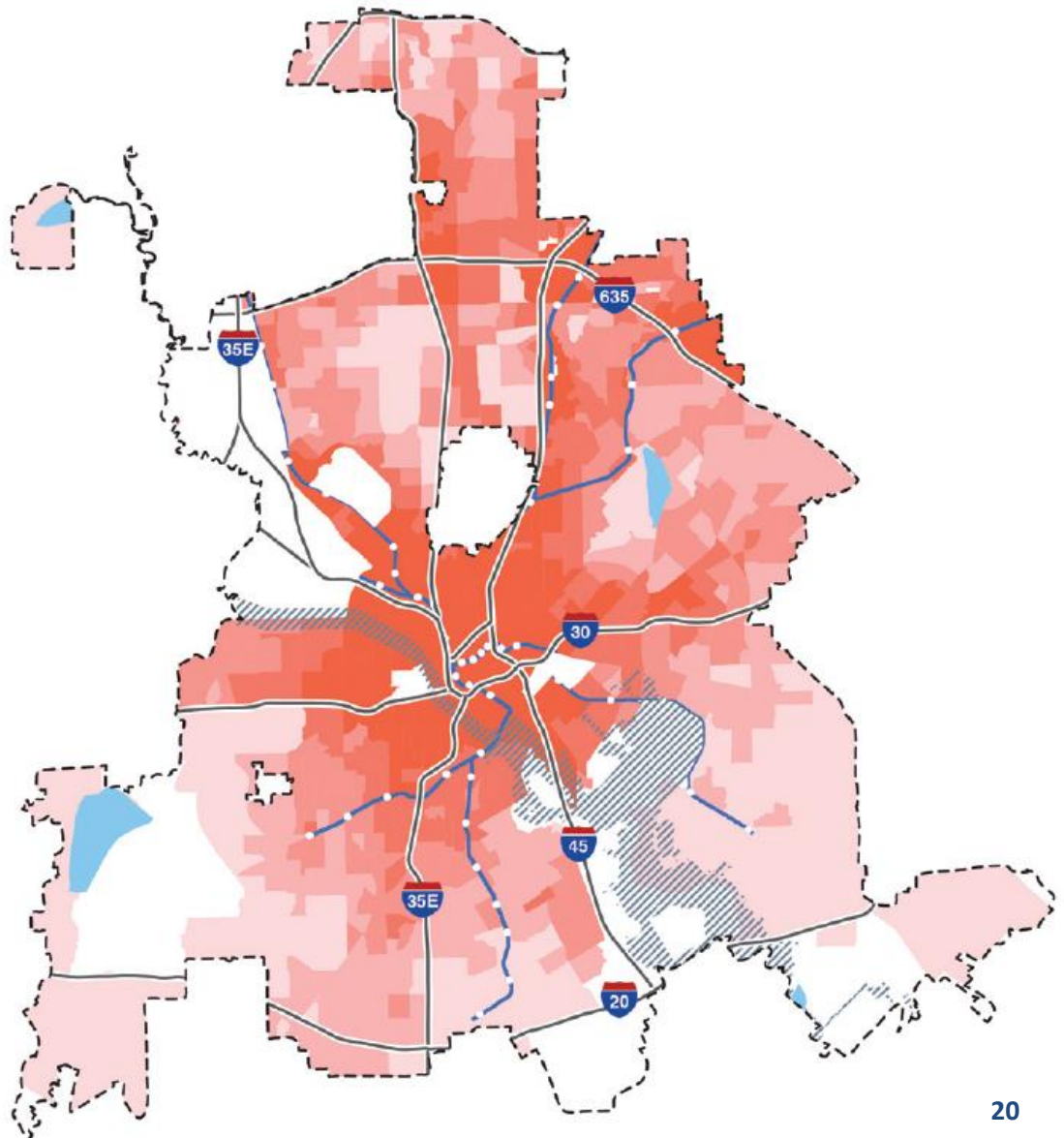
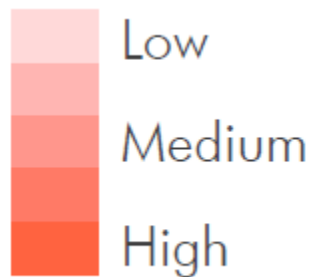


Percentage of People without a High School Diploma



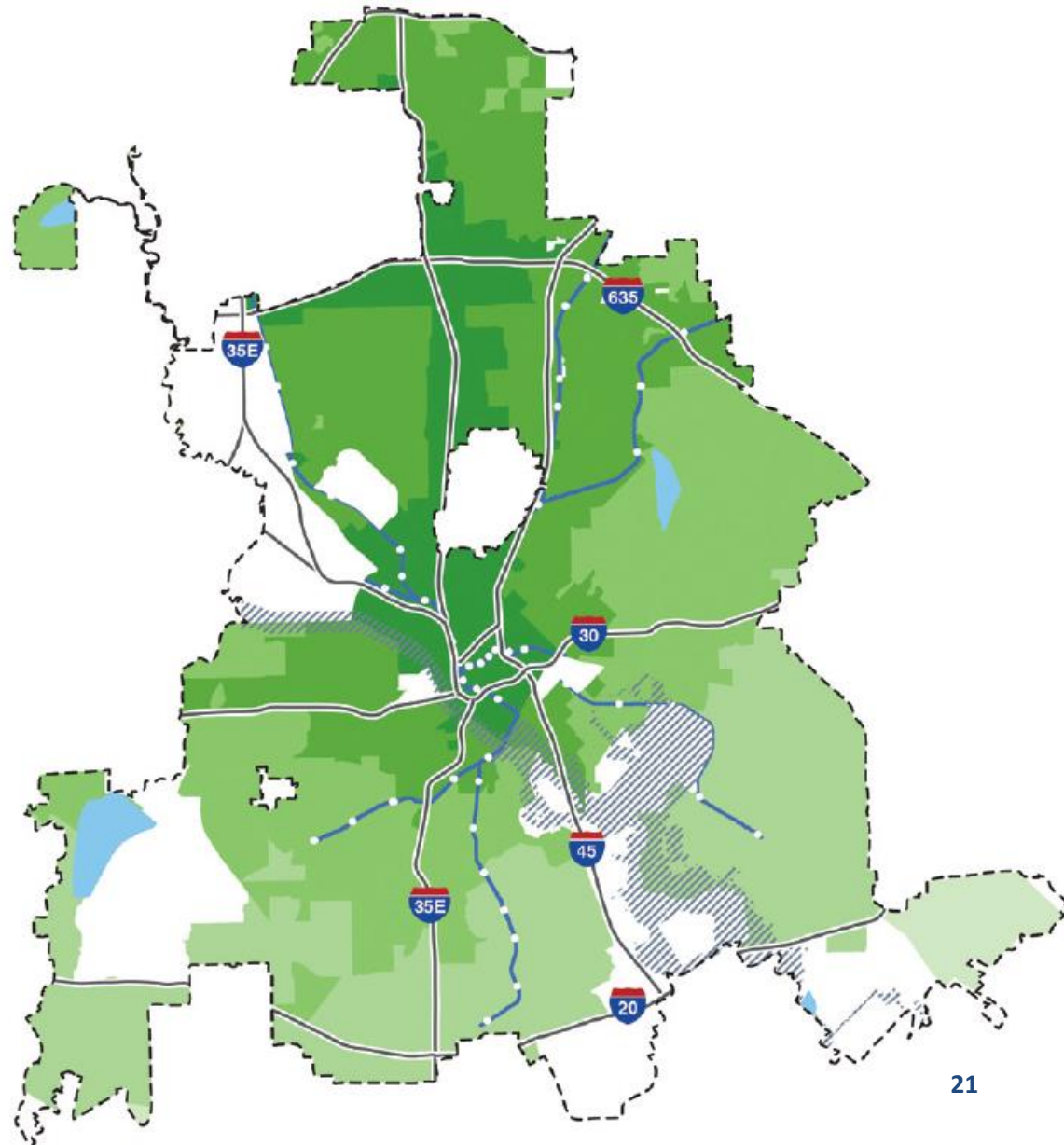
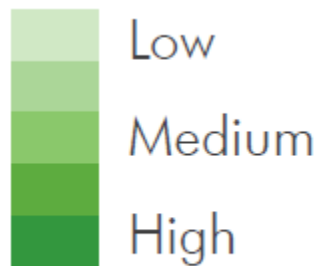
Access to Jobs by Transit

- Dallas has significant opportunities for residential development in transit accessible areas.



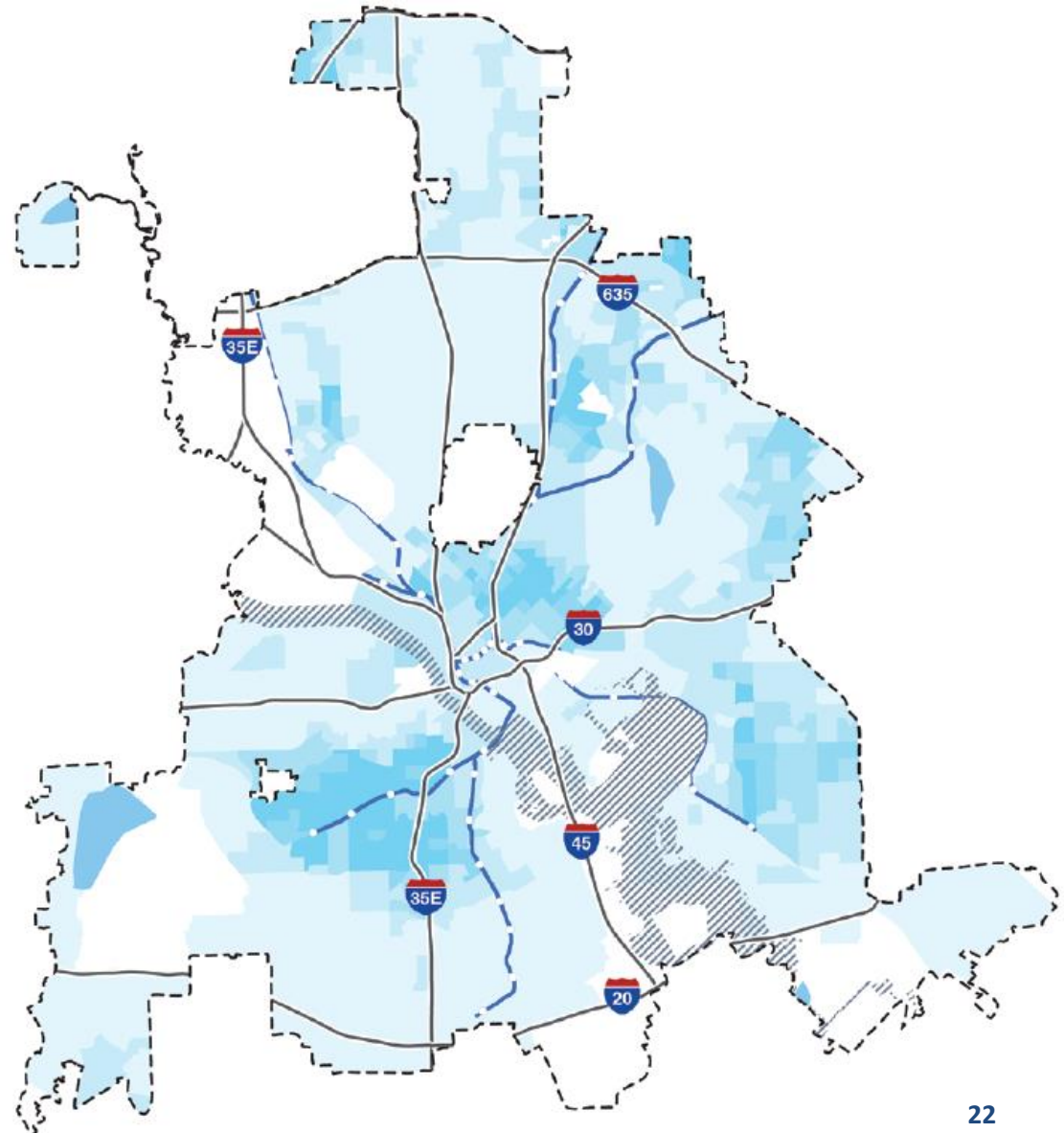
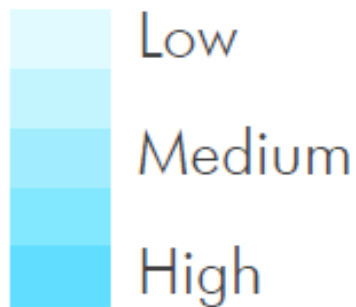
Access to Jobs by Car

- Many parts of Dallas lack convenient access to jobs.



Neighborhood Walkability

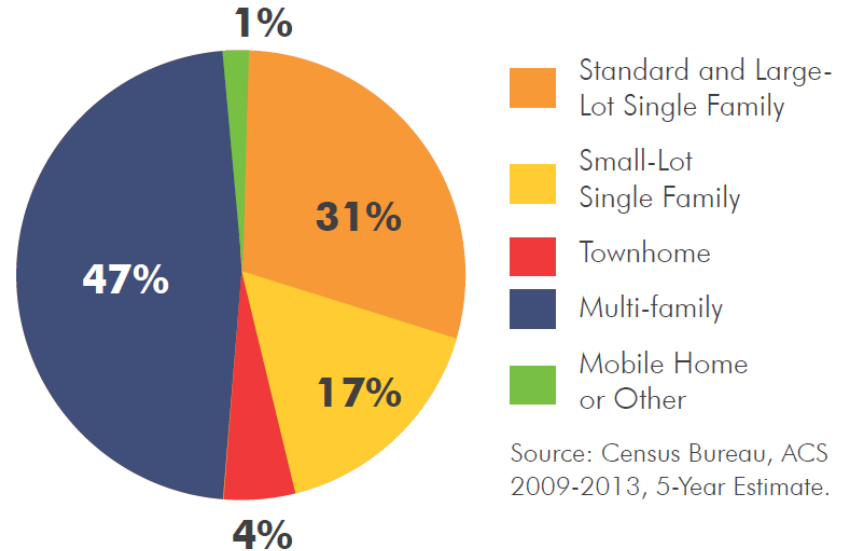
- Most of Dallas is not very walkable, although some notable areas of opportunity exist.



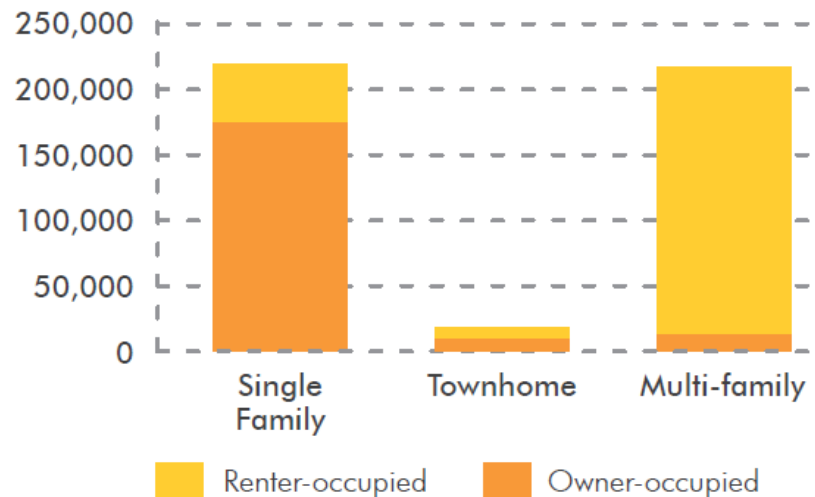
Housing Choice in Dallas

- 56% of Dallas homes are renter occupied, distributed across a diverse range of housing types.

Current Housing Mix, 2013

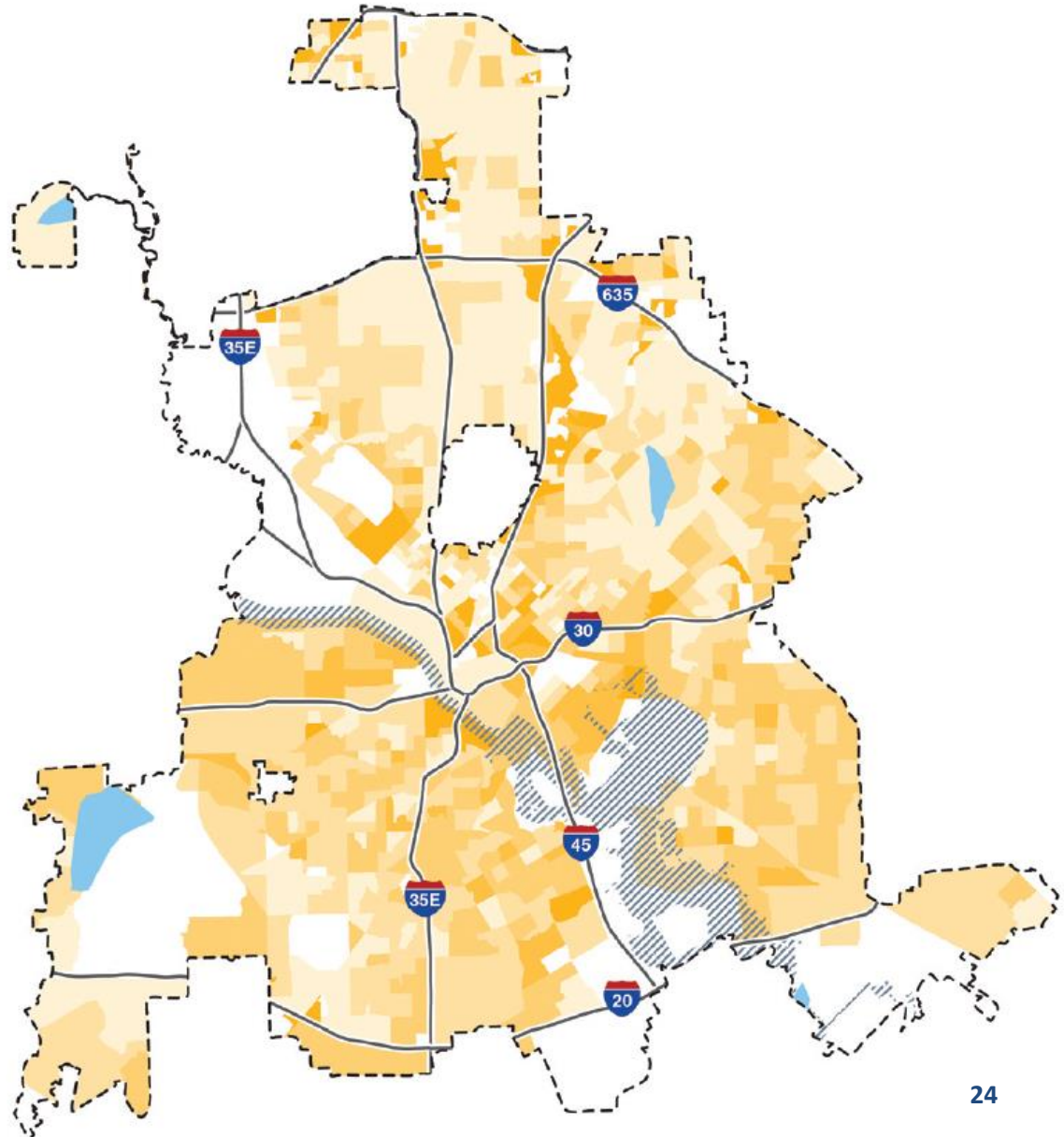
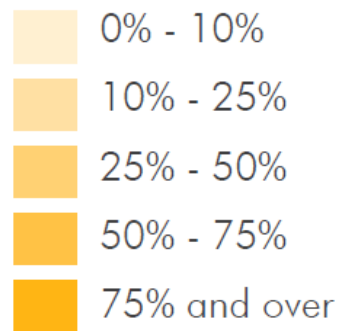


Housing Type by Owner or Renter Status



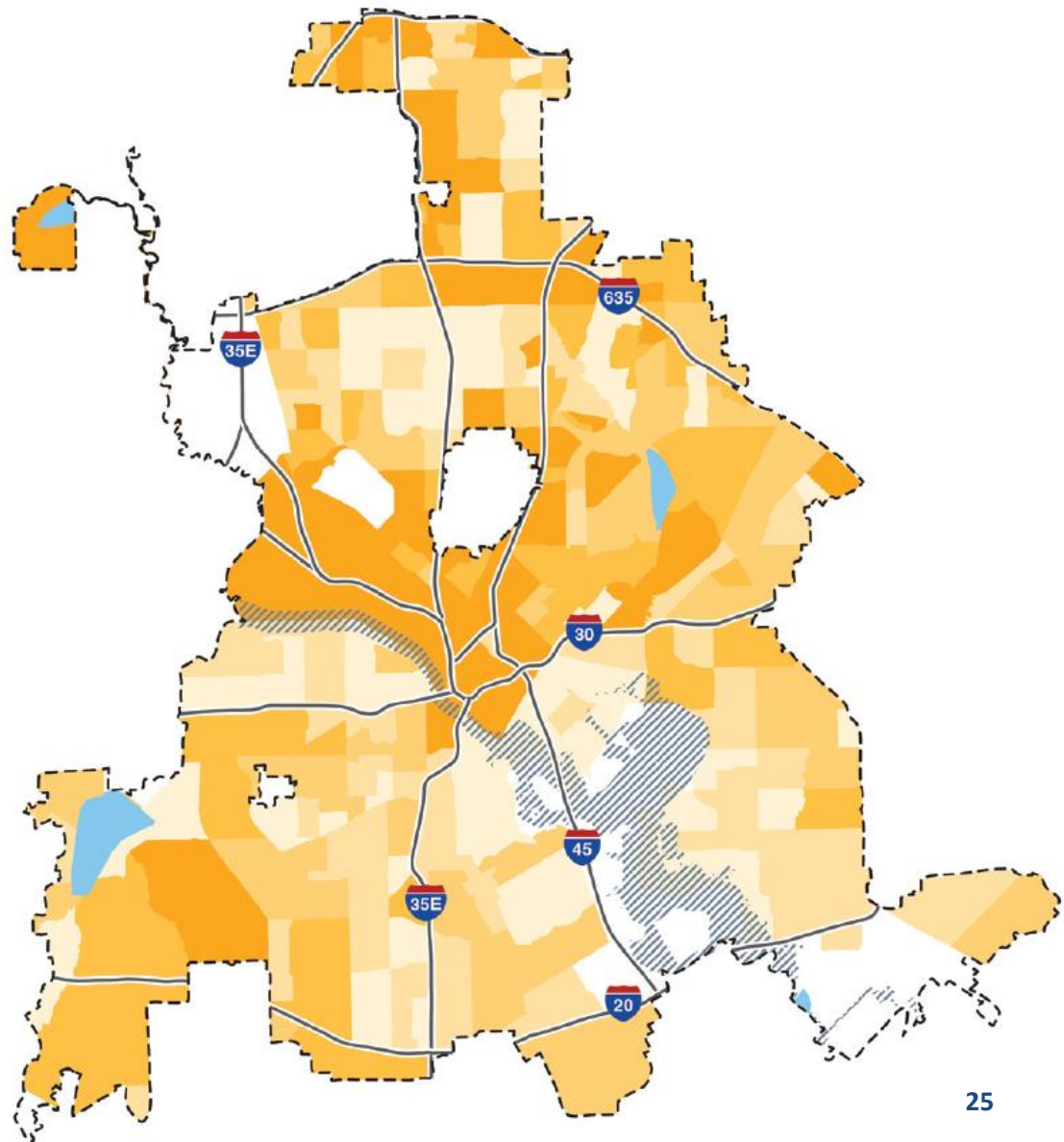
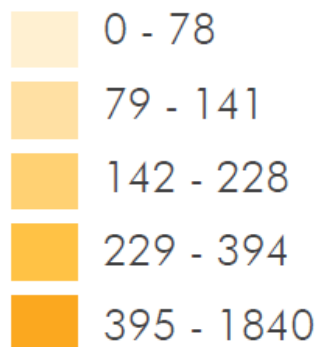
Single Family Renters

- In Dallas, 20% of Single Family homes are occupied by renters.



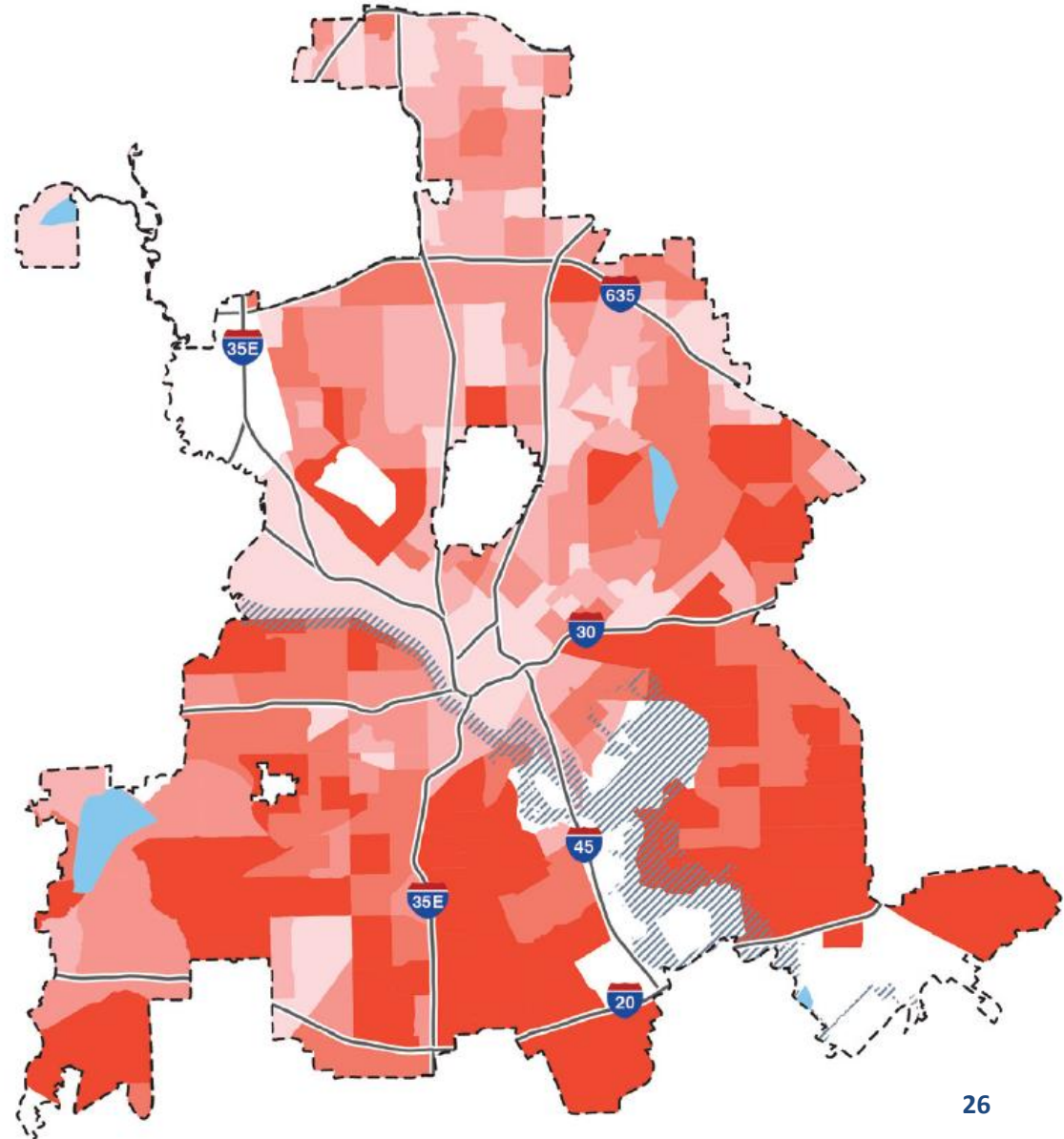
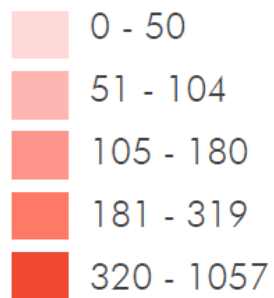
Middle and High Income Renters

- In Dallas, over 80,000 rental households make more than \$50,000.



Low-Income Homeowners

- In Dallas, over 54,000 homeowners have incomes less than \$35,000.



Six Strategic Goals



Goals, Policies and Actions

Policies

1.2 Facilitate neighborhood organizations



Provided by bcWork

Strategic Best Practice

Super Neighborhoods

An organization comprised of neighborhood formal and informal governance

Areas of Focus



Source: Census Bureau

Policies

2.1 Increase capacity for earned income

Policies

3.2 Develop and promote rental property products

Strategic Best Practice

EPIC

EPIC's website allows community members to complete permits, and address, it shows tax valuation, and payments using open data portal. District, and District. Users can search what's happened then subscribe information is

STRATEGIC GOALS

Policies

4.1 Promote diversity of neighborhood and publicizing neighborhoods and programs

4.2 Support and emerging social quality and choice programs

4.3 Enhance neighborhood desirability by improving infrastructure housing stock recreation and

[56]

STRATEGIC GOALS

Policies

5.1 Encourage wider use of well designed affordable housing types to encourage homeowners to prefer



Strategic Best Practice

Demo/Rebuild

Richardson redevelopment residential project higher value structures.

[60]

STRATEGIC GOALS

Policies

6.1 Raise the quality of rental property through better design standards, proactive and systematic code enforcement, and zero tolerance towards chronic offenders.

6.2 Expand affordable housing options and encourage its distribution throughout the city and region.

Actions

6.1.1 Proactively engage high-impact landlords who own large numbers of single family and multi-family rental properties to address chronic code violations, substandard structural conditions, and unkept properties on a regular basis. Coordinate with Action 3.1.5. **ST**

6.1.2 Amend Chapter 27 of the Dallas Code and implement a fee-based rental registration, inspection and enforcement process. Require all single family, condominium and multi-family rental units on a minimum three-year cycle. Coordinate with Action 3.1.5 and 3.3.3. **MT**

6.1.3 Strengthen regulatory standards and provide incentives for volume single family and multi-family developers to provide a range of housing unit sizes, and include family-friendly amenities such as play areas or open/green space for active, healthy living. **MT**

6.2.1 Strengthen, adopt and implement economic development and housing policies to require projects receiving public funds to provide 20% affordable housing to promote mixed income projects and preserve affordability in revitalizing areas. Expand the variety of sizes of affordable units to include larger units with multiple bedrooms suitable for families. **ST**

6.2.2 Present for Council consideration and adoption an ordinance prohibiting source of income discrimination, including discrimination against Housing Choice Voucher holders. **ST**

6.2.3 Develop, adopt and implement a new policy and guidelines for projects requesting increased development rights through zoning changes, to receive density bonuses in proportion to the number of affordable residential units provided. **MT**

6.2.4 Work with NCTCOG, adjoining jurisdictions, housing authorities and housing advocates to initiate a discussion on a regional approach to fair housing. Coordinate with Action 1.1.3. **LT**

ST = SHORT TERM (1 YEAR)
MT = MEDIUM TERM (1 - 2 YEARS)
LT = LONG TERM (3 - 5 YEARS)

[66]

Instant Polling Exercise

- There are no right or wrong answers.



Let's try it...

The best spectator sport is...

- 0% 1. Baseball
- 0% 2. Football
- 0% 3. Soccer (real football)
- 0% 4. Hockey
- 0% 5. Meh... Not really a “sports” person

Favorite Morning Beverage?

- 0% 1. Coffee
- 0% 2. Tea
- 0% 3. Orange Juice
- 0% 4. Milk
- 0% 5. Other

Ready . . .

Set . . .

Go!



Which do you think has to happen first?

Create a Collective Impact Framework



- 0% A. Promote inter-agency collaboration, leveraging of resources, coordination and co-location of services
- 0% B. Facilitate a Super-Neighborhood structure to support neighborhood organizations
- 0% C. Strategically target resources to maximize neighborhood impact.
- 0% D. Promote efficiency and effectiveness across programs and agencies



Create a Collective Impact Framework



Which do you think will have the MOST impact?

- 0% A. Promote inter-agency collaboration, leveraging of resources, coordination and co-location of services
- 0% B. Facilitate a Super-Neighborhood structure to support neighborhood organizations
- 0% C. Strategically target resources to maximize neighborhood impact.
- 0% D. Promote efficiency and effectiveness across programs and agencies



Create a Collective Impact Framework



Which can your organization help with most?

- 0% A. Promote inter-agency collaboration, leveraging of resources, coordination and co-location of services
- 0% B. Facilitate a Super-Neighborhood structure to support neighborhood organizations
- 0% C. Strategically target resources to maximize neighborhood impact.
- 0% D. Promote efficiency and effectiveness across programs and agencies



Alleviate Poverty



Which do you think has to happen first?

0%

A. Increase the earning capacity of low wage earners.

0%

B. Expand workforce training programs.

0%

C. Expand health, childcare, and transportation programs for low income areas.

0%

D. Improve Pre-K education opportunities for children in poverty.

0%

E. Facilitate integration of homeless population back into the workforce and society.



Alleviate Poverty



Which do you think will have the MOST impact?

0%

A. Increase the earning capacity of low wage earners.

0%

B. Expand workforce training programs.

0%

C. Expand health, childcare, and transportation programs for low income areas.

0%

D. Improve Pre-K education opportunities for children in poverty.

0%

E. Facilitate integration of homeless population back into the workforce and society.



Alleviate Poverty



Which can your organization help with most?

0%

A. Increase the earning capacity of low wage earners.

0%

B. Expand workforce training programs.

0%

C. Expand health, childcare, and transportation programs for low income areas.

0%

D. Improve Pre-K education opportunities for children in poverty.

0%

E. Facilitate integration of homeless population back into the workforce and society.



Fight Blight



Which do you think has to happen first?

0%

A. Establish a unified blight removal and improvement program.

0%

B. Develop programs and partnerships to return blighted properties to productive use.

0%

C. Dispose of City-owned and land bank properties more strategically and efficiently.

0%

D. Address endemic health issues in blighted areas with concentrated poverty.



Fight Blight

Which do you think will have the MOST impact?

0%

A. Establish a unified blight removal and improvement program.

0%

B. Develop programs and partnerships to return blighted properties to productive use.

0%

C. Dispose of City-owned and land bank properties more strategically and efficiently.

0%

D. Address endemic health issues in blighted areas with concentrated poverty.



Fight Blight



Which can your organization help with most?

0%

A. Establish a unified blight removal and improvement program.

0%

B. Develop programs and partnerships to return blighted properties to productive use.

0%

C. Dispose of City-owned and land bank properties more strategically and efficiently.

0%

D. Address endemic health issues in blighted areas with concentrated poverty.



Which do you think has to happen first?

- 0% A. Promote Dallas as a city of neighborhoods and publicize neighborhood assets and programs.
- 0% B. Support and leverage emerging school quality and school choice programs.
- 0% C. Dispose of City-owned and land bank properties more strategically and efficiently.
- 0% D. Enhance neighborhoods desirability by improving infrastructure, housing stock, recreation and safety.



Which do you think will have the MOST impact?

- 0% A. Promote Dallas as a city of neighborhoods and publicize neighborhood assets and programs.
- 0% B. Support and leverage emerging school quality and school choice programs.
- 0% C. Dispose of City-owned and land bank properties more strategically and efficiently.
- 0% D. Enhance neighborhoods desirability by improving infrastructure, housing stock, recreation and safety.



Which can your organization help with most?

- 0% A. Promote Dallas as a city of neighborhoods and publicize neighborhood assets and programs.
- 0% B. Support and leverage emerging school quality and school choice programs.
- 0% C. Dispose of City-owned and land bank properties more strategically and efficiently.
- 0% D. Enhance neighborhoods desirability by improving infrastructure, housing stock, recreation and safety.



Which do you think has to happen first?

Expand Homeownership



- 0% A. Encourage a wider range of well designed and affordable housing types as a response to emerging homeownership preferences.
- 0% B. Encourage infill development and existing home improvements in target neighborhoods to attract and retain homeowners.
- 0% C. Increase the number of eligible mortgage loan applicants.
- 0% D. Expand home ownership programs to reach a broader range of potential homebuyers.



Which do you think will have the MOST impact?

Expand Homeownership



- 0% A. Encourage a wider range of well designed and affordable housing types as a response to emerging homeownership preferences.
- 0% B. Encourage infill development and existing home improvements in target neighborhoods to attract and retain homeowners.
- 0% C. Increase the number of eligible mortgage loan applicants.
- 0% D. Expand home ownership programs to reach a broader range of potential homebuyers.



Expand Homeownership



Which can your organization help with most?

- 0% A. Encourage a wider range of well designed and affordable housing types as a response to emerging homeownership preferences.
- 0% B. Encourage infill development and existing home improvements in target neighborhoods to attract and retain homeowners.
- 0% C. Increase the number of eligible mortgage loan applicants.
- 0% D. Expand home ownership programs to reach a broader range of potential homebuyers.



Enhance Rental Housing Options



Which do you think has to happen first?

- 0% A. Raise the quality of rental property through better design standards, proactive and systematic code enforcement, and zero tolerance towards chronic offenders.
- 0% B. Expand affordable housing options and encourage its distribution throughout the city and region.
- 0% C. Align planning, funding and community investments within a quarter mile of DART stations to promote transit-oriented development.



Enhance Rental Housing Options



Which do you think will have the MOST impact?

- 0% A. Raise the quality of rental property through better design standards, proactive and systematic code enforcement, and zero tolerance towards chronic offenders.
- 0% B. Expand affordable housing options and encourage its distribution throughout the city and region.
- 0% C. Align planning, funding and community investments within a quarter mile of DART stations to promote transit-oriented development.



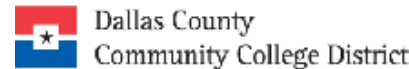
Enhance Rental Housing Options



Which can your organization help with most?

- 0% A. Raise the quality of rental property through better design standards, proactive and systematic code enforcement, and zero tolerance towards chronic offenders.
- 0% B. Expand affordable housing options and encourage its distribution throughout the city and region.
- 0% C. Align planning, funding and community investments within a quarter mile of DART stations to promote transit-oriented development.

Sign in and Commitment Page



Next Steps

- We will continue to refine draft and a final draft to be released before City Council
 - Housing Committee briefing on Tuesday, September 8th
 - City Council briefing on Wednesday, September 16th
 - City Council action on Tuesday, September 22nd @ 9:00am in the 6th City Council Chamber
- Thank you for your hard work and support