

# Housing Plus Update

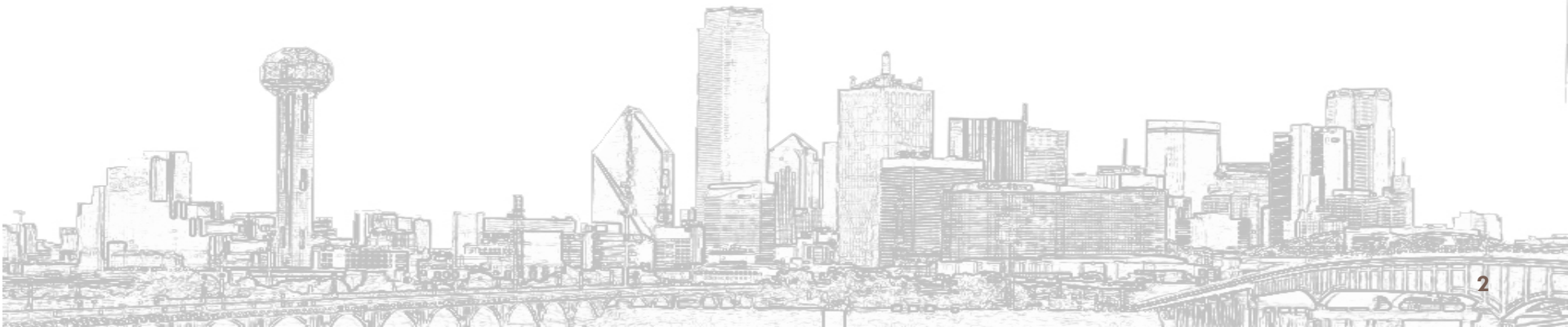


October 20, 2014

Council Housing Committee

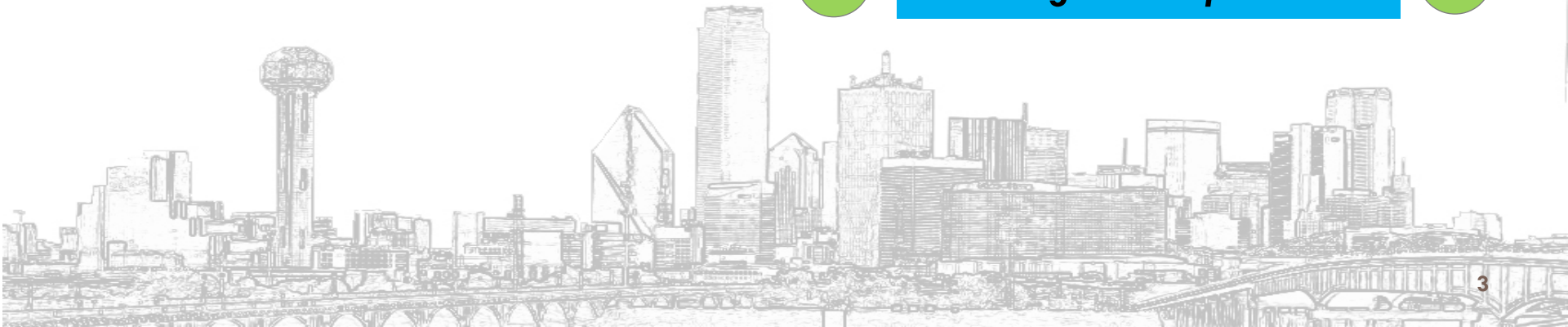
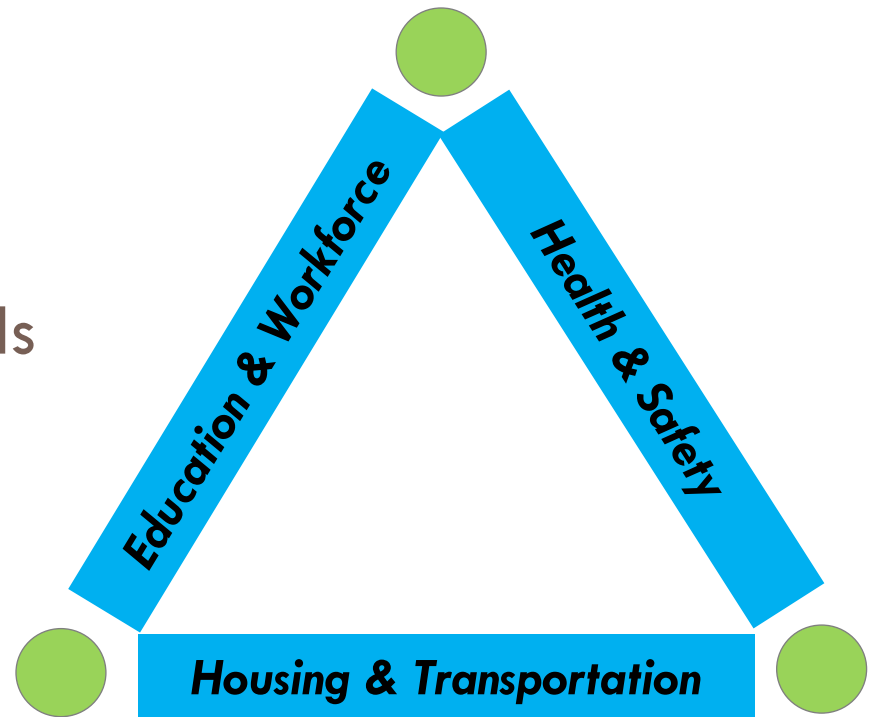
# Purpose of the Briefing

- Review planning goals, timeline and process
- Highlight upcoming community engagement events
- Provide a brief overview of citywide analysis



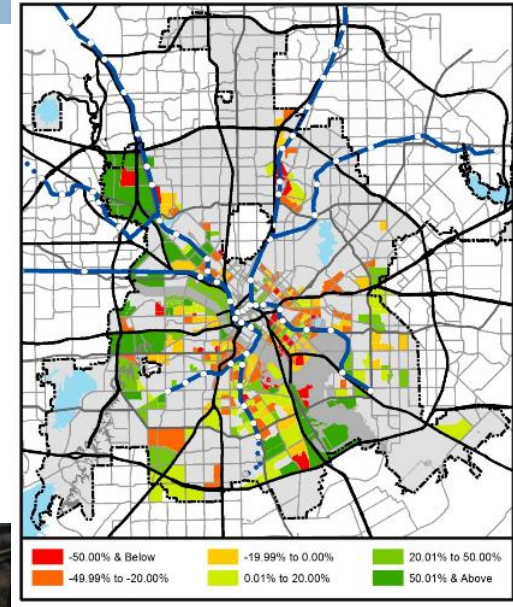
## □ Housing Plus!

Promote healthy and sustainable neighborhoods throughout Dallas



# Strategic Approach

- Be more responsive to changing conditions based on citywide analysis and community engagement
- Find the intersection between typical needs and opportunities citywide



# Strategic Approach

5

- Leverage partnerships with key regional organizations
- Align programs and resources at the intersection of strategic needs and opportunities



Dallas Independent School District



# Anticipated Outcome

## A Citywide Strategic Plan

- Targeted policies and strategies to redefine the City's role in housing and neighborhood development
- Tool box of effective programs based on local successes and national best practices
- Social compact among partner organizations to leverage resources and achieve collective impact
- Pilot projects or programs to harness existing momentum, test new ideas, and achieve some early results



# Process and Timeline

Activities	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Fair Housing Symposium	★										
Council workshop			★								
Neighborhood block party					★						
Partners Meetings					—————						
Community workshops							★				
Draft Strategic Plan							—————				
Partners Symposia									★	★	
HUD Consolidated Plan Update							—————→				
HUD Analysis of Impediments										—————→	



# Community Workshops

- Engage the community in identifying citywide preferences, needs, opportunities and priorities
- 4 citywide locations:
  - South Oak Cliff High (South)
  - San Jacinto Elementary (East)
  - Walnut Hill Rec. Center (North)
  - City Hall (Central)



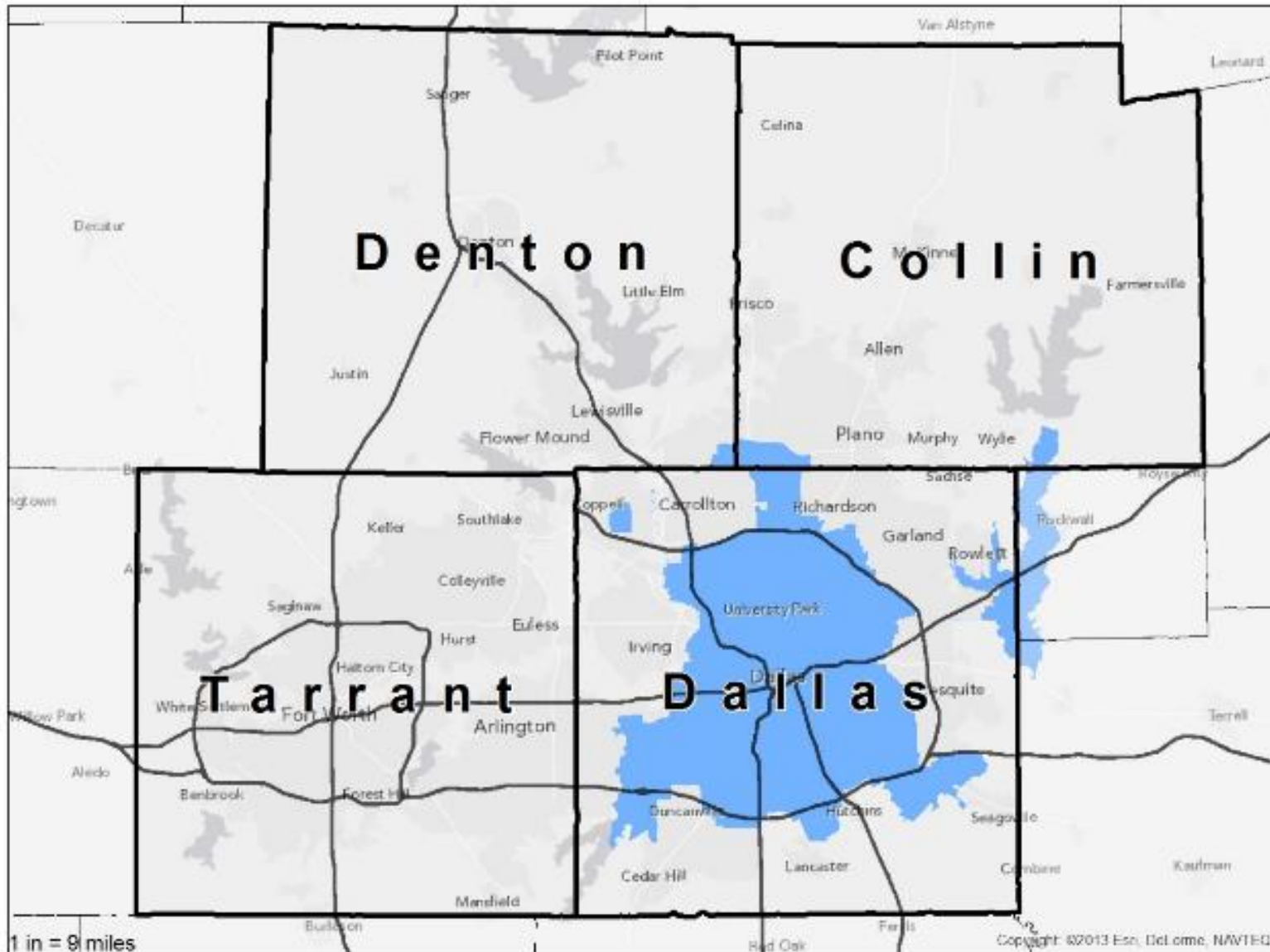


# Symposia

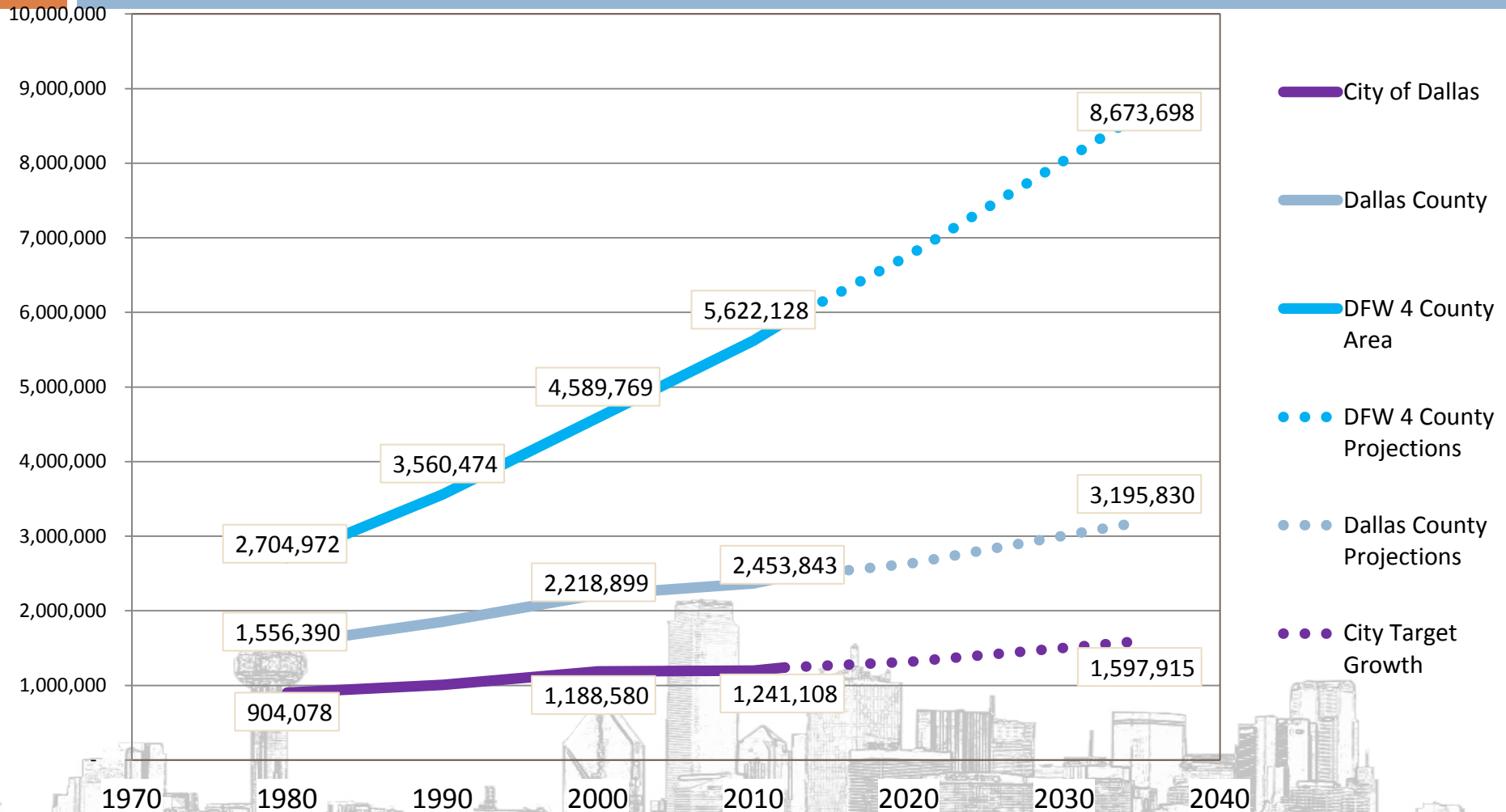
- **Partners Symposium – Early December 2014**
  - National caliber speaker panel on best practices followed by a work session with regional and local partner organizations to brainstorm ideas and strategies for Housing Plus partnerships
- **Regional Symposium – Mid January 2015**
  - Share Dallas' draft strategic housing and neighborhood plan and engage regional partners and other jurisdictions in a conversation about regional fair housing



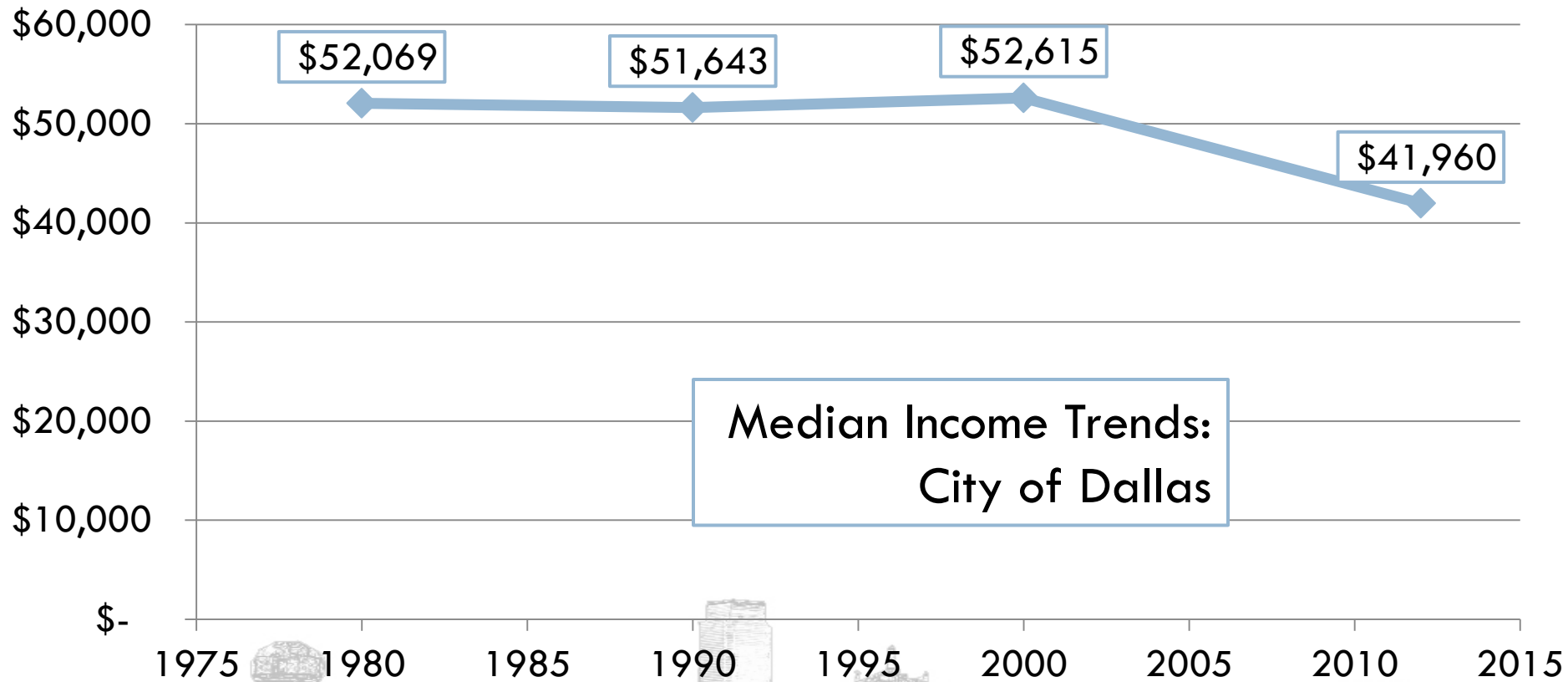
# Interesting Dallas Facts



# Dallas Population Growth



# Declining Median Income

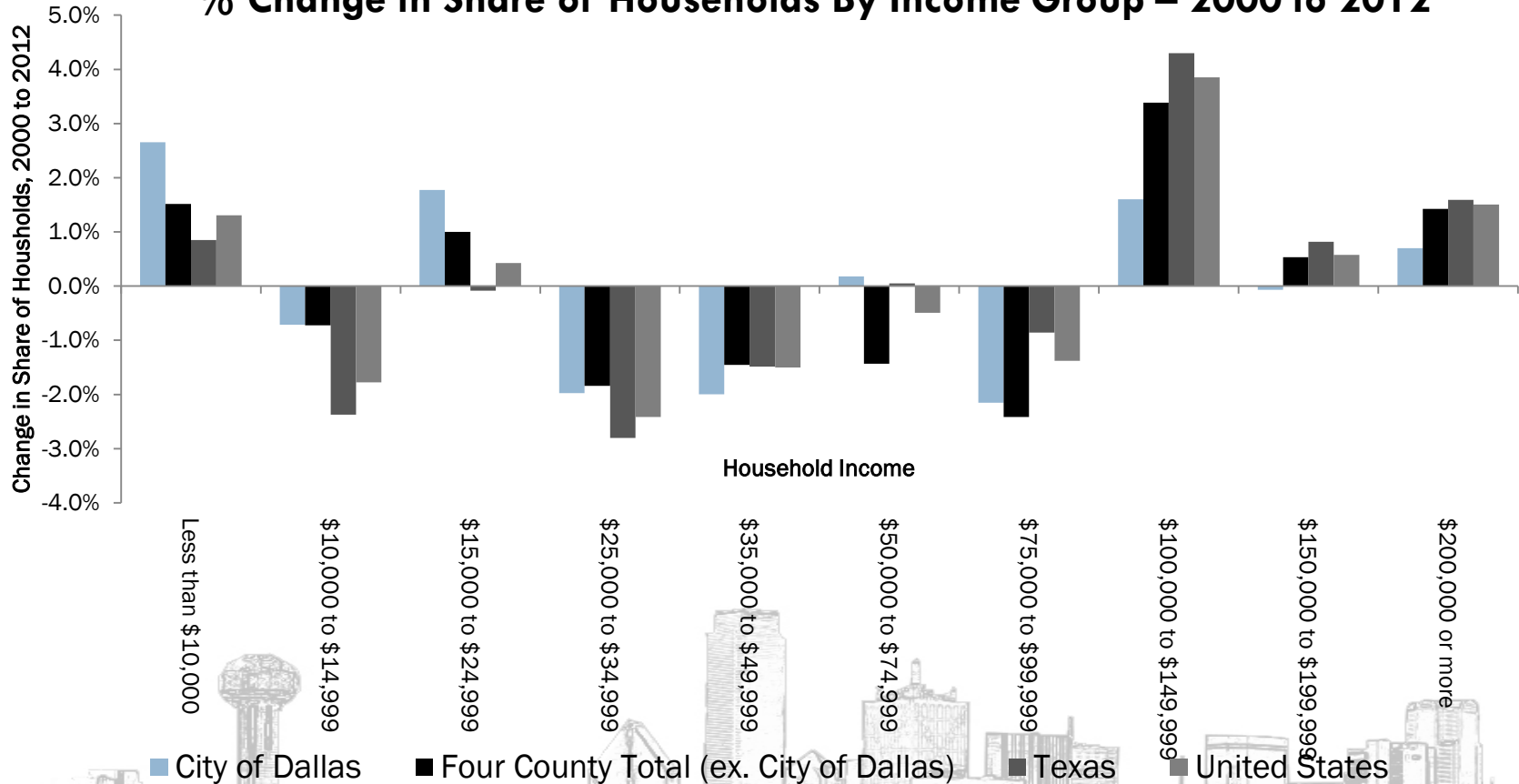


Median Income Trends:  
City of Dallas

Median Household Income (Adjusted to 2013 Dollars) retrieved from Social Explorer of US Decennial Census 1980 (T53), 1990 (T43), 2000 (T93), and ACS 2012 1 year estimates (T57).

# Shrinking Middle Class

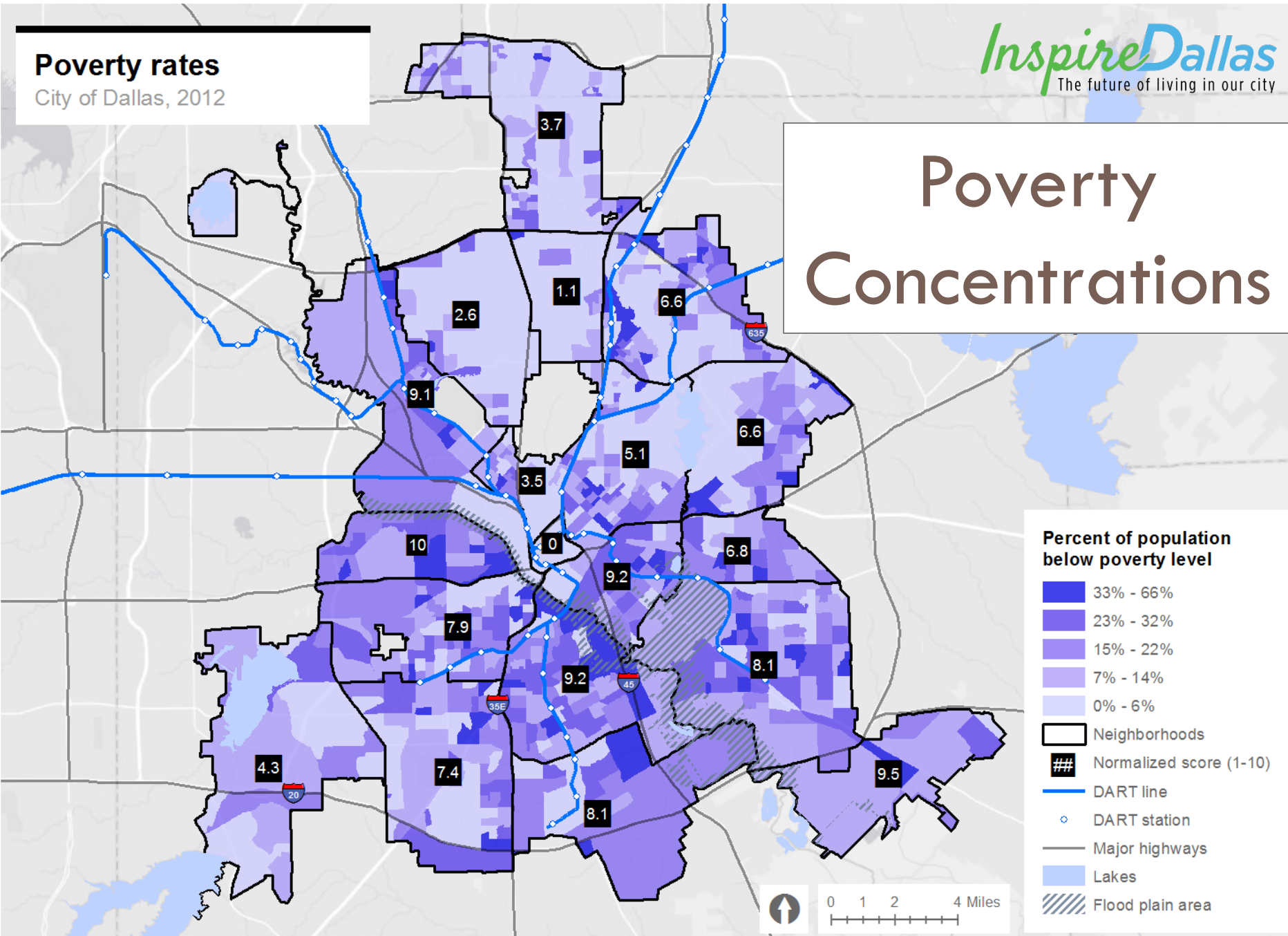
## % Change in Share of Households By Income Group – 2000 to 2012



# Poverty rates

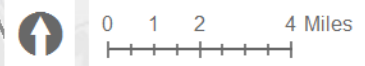
City of Dallas, 2012

# Poverty Concentrations



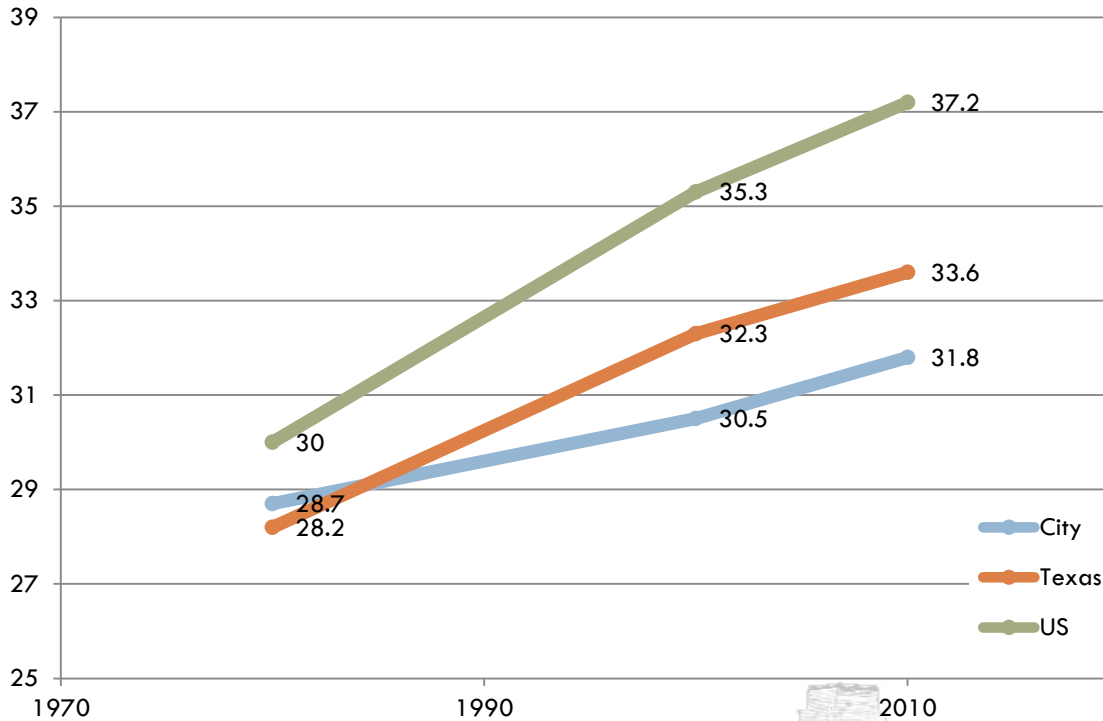
### Percent of population below poverty level

- 33% - 66%
- 23% - 32%
- 15% - 22%
- 7% - 14%
- 0% - 6%
- Neighborhoods
- Normalized score (1-10)
- DART line
- DART station
- Major highways
- Lakes
- Flood plain area



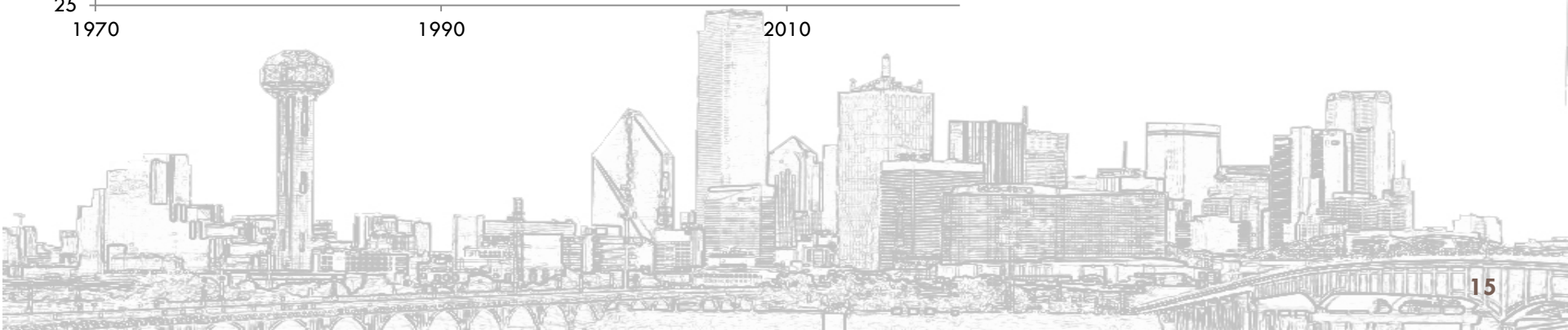
Source: U.S. Census Bureau, American Community Survey 2008-2012 5-Year Estimates, retrieved via NHGIS.org

# Relatively Young Population



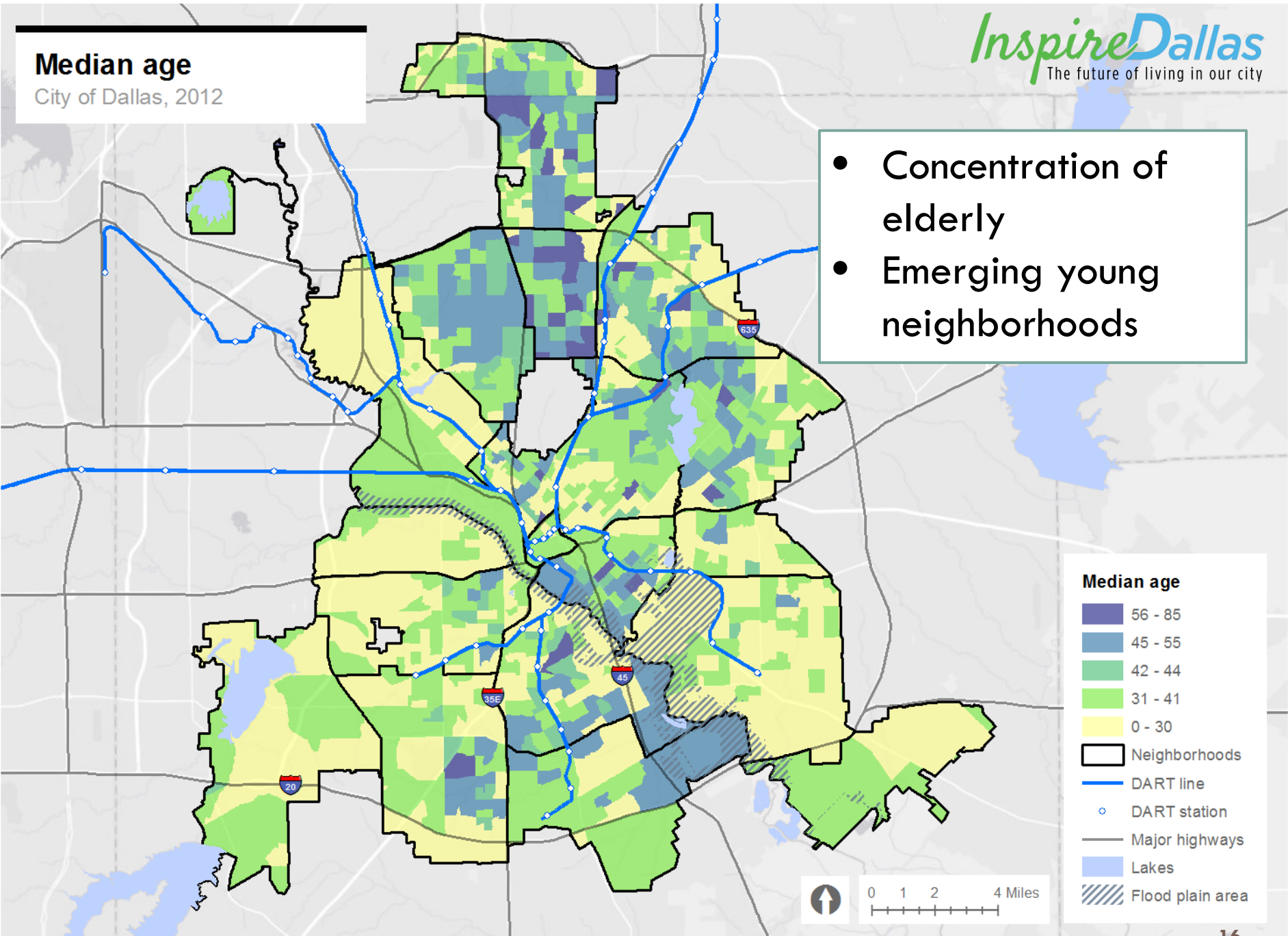
## Median Age

Dallas is younger than Texas or the nation by an increasing margin.



**Median age**  
City of Dallas, 2012

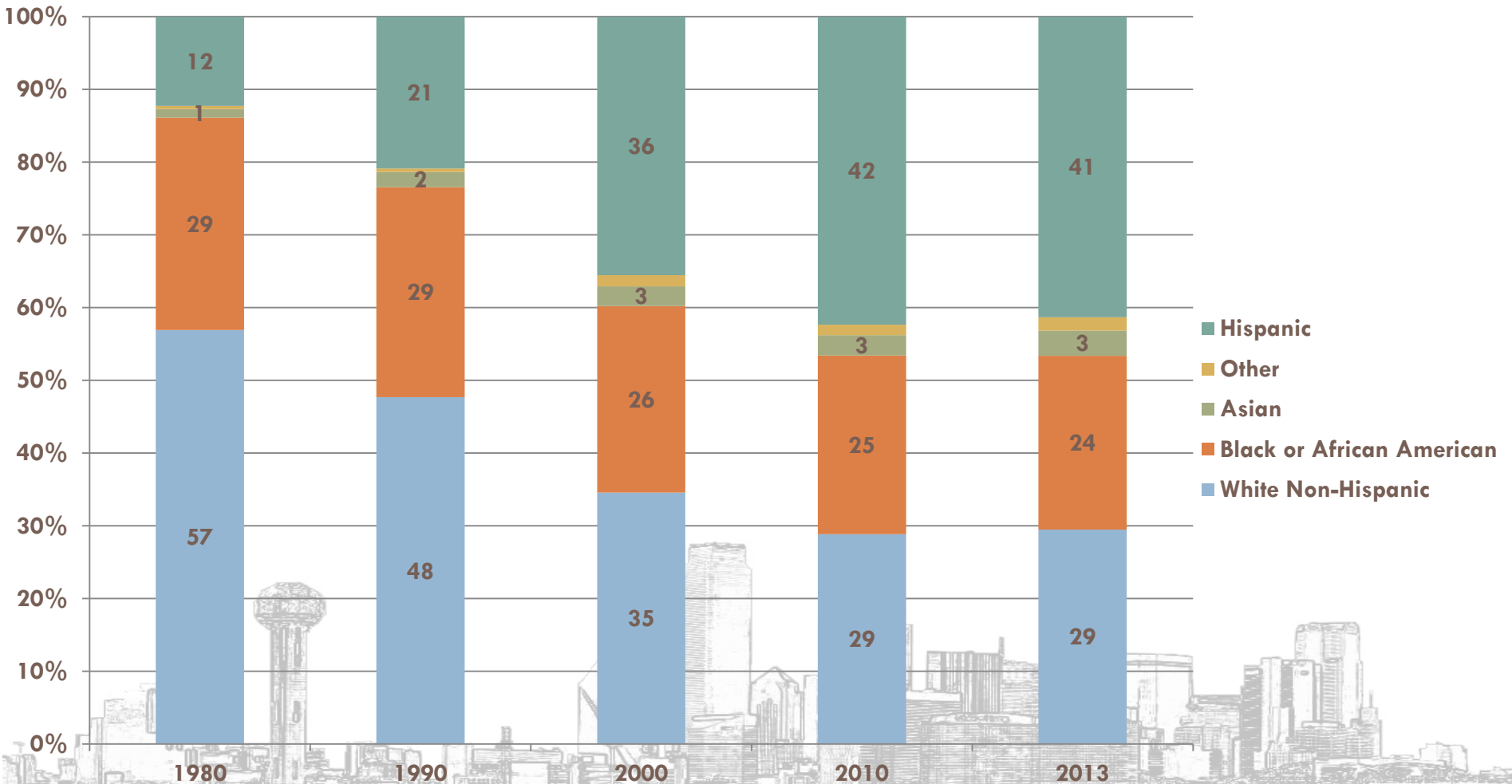
- Concentration of elderly
- Emerging young neighborhoods



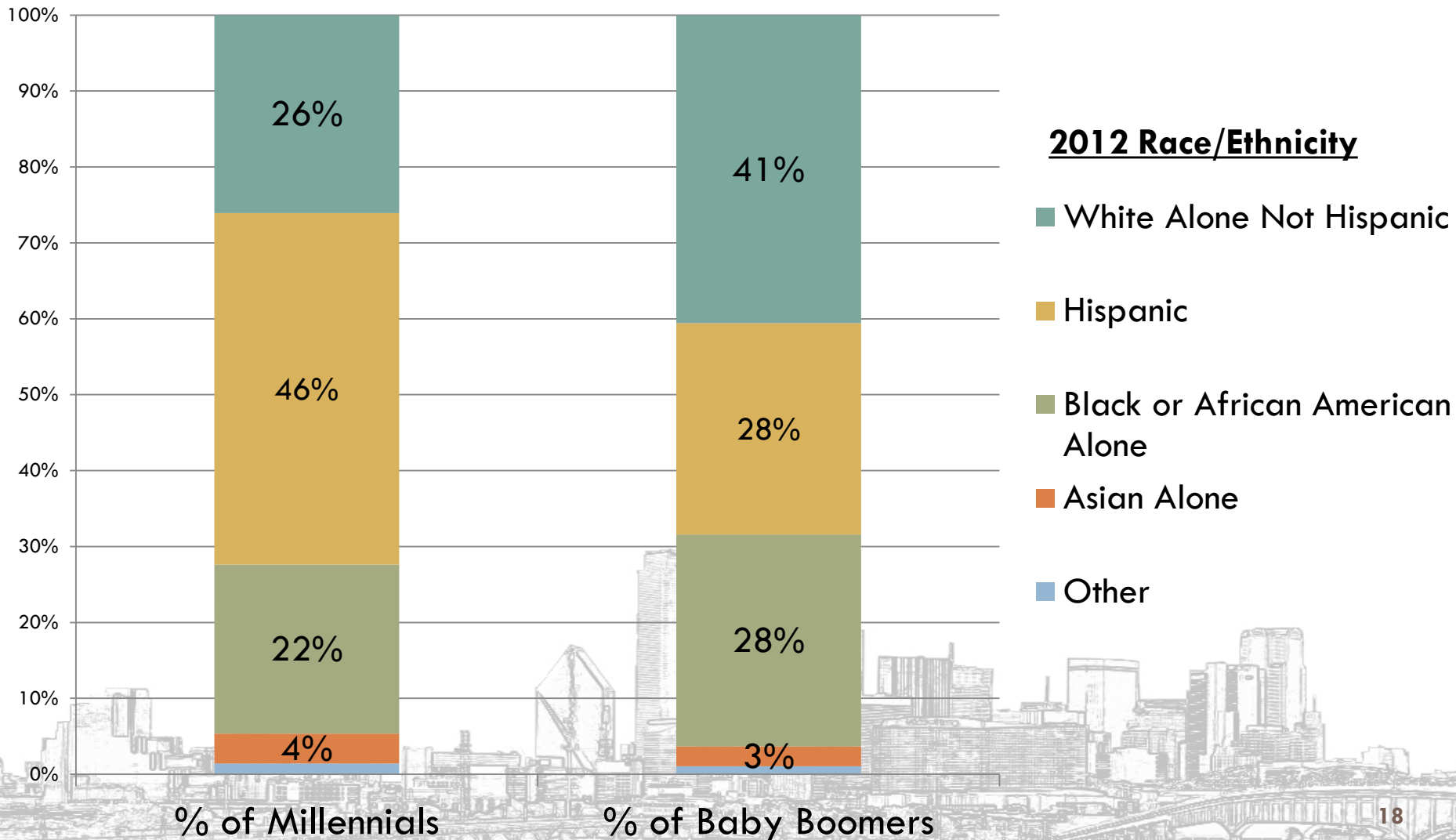
Source: U.S. Census Bureau, American Community Survey 2008-2012 5-Year Estimates, retrieved via NHGIS.org



# Changing Race/Ethnic Mix



# Race/Ethnic Contrast Between Boomers and Millennials



# Psychographic Patterns



## Demographic Overview

- ❑ Female Head of House
- ❑ Age 30 - 34
- ❑ Household Income \$40 - 50K+



LifeMode Group: Uptown Individuals

### Metro Renters

Households: 1,734,000

Average Household Size: 1.66

Median Age: 31.8

Median Household Income: \$52,000



LifeMode Group: Hometown

### Family Foundations

Households: 1,282,000

Average Household Size: 2.70

Median Age: 38.8

Median Household Income: \$40,000



LifeMode Group: Middle Ground

### Emerald City

Households: 1,677,000

Average Household Size: 2.05

Median Age: 36.6

Median Household Income: \$52,000



LifeMode Group: Ethnic Enclaves

### American Dreamers

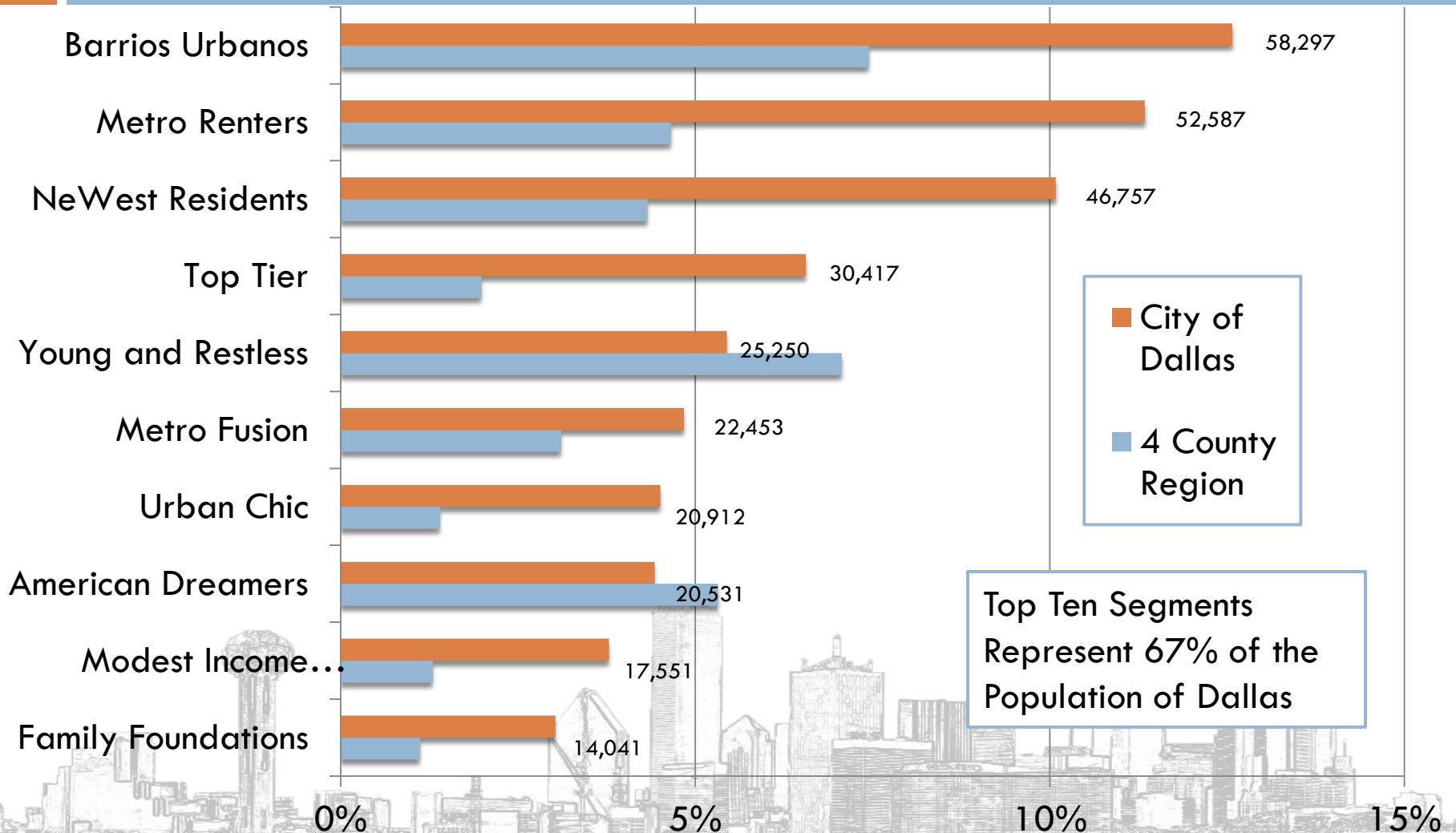
Households: 1,747,000

Average Household Size: 3.16

Median Age: 31.8

Median Household Income: \$48,000

# Top 10 Tapestry Psychographic Segments

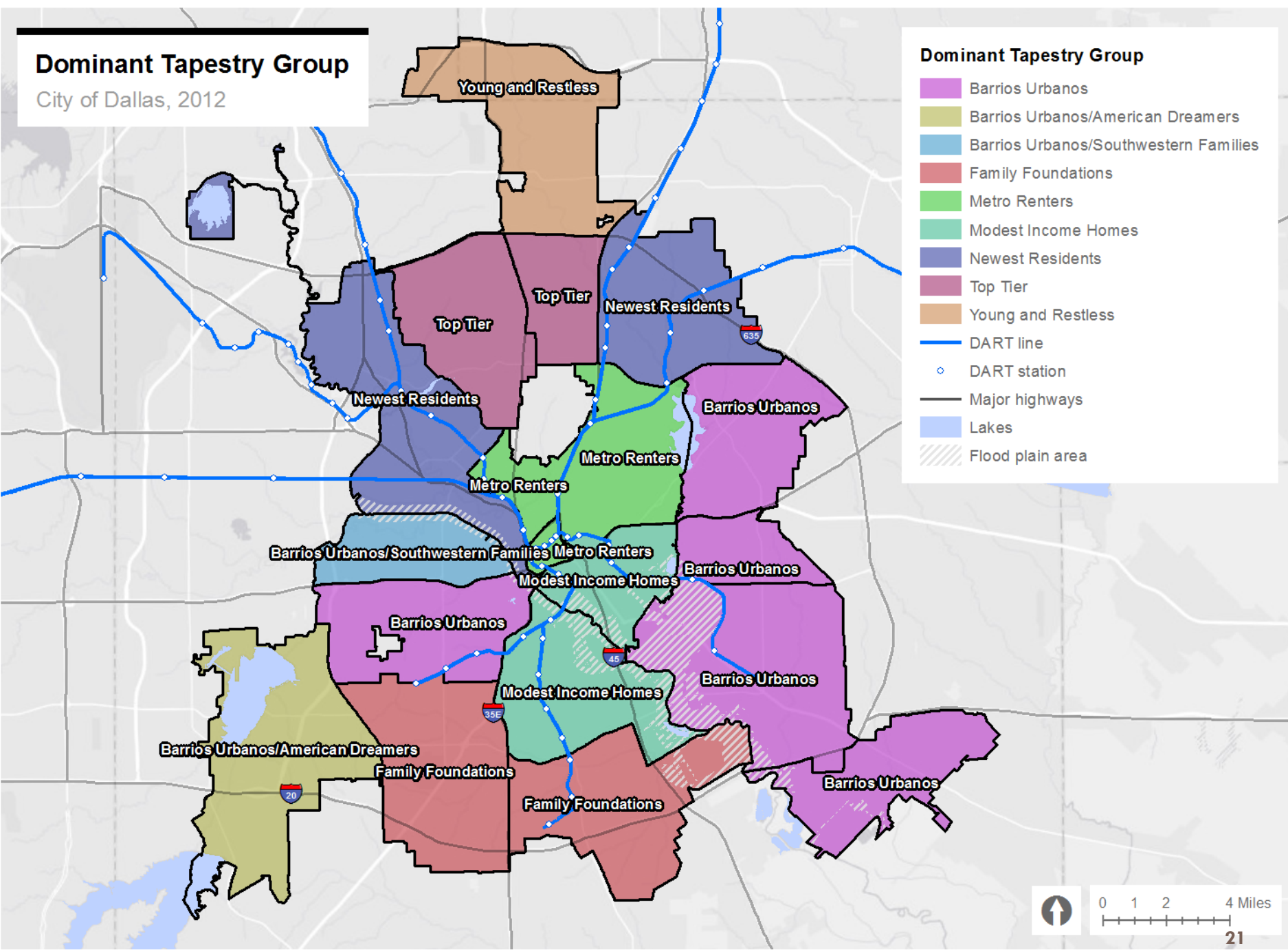


# Dominant Tapestry Group

City of Dallas, 2012

## Dominant Tapestry Group

- Barrios Urbanos
- Barrios Urbanos/American Dreamers
- Barrios Urbanos/Southwestern Families
- Family Foundations
- Metro Renters
- Modest Income Homes
- Newest Residents
- Top Tier
- Young and Restless
- DART line
- DART station
- Major highways
- Lakes
- Flood plain area



# Dominant Groups

## □ Latino Households

- ▣ Barrios Latinos; NeWest Residents; Las Casas

## □ Hardworking Households

- ▣ Family Foundations; Traditional Living; Modest Incomes

## □ Millennials

- ▣ Metro Renters; Young and Restless; Laptops and Lattes

## □ Baby Boomers

- ▣ Top Tier; Savvy Suburbanites; Exurbanites

## ■ Where do they live?

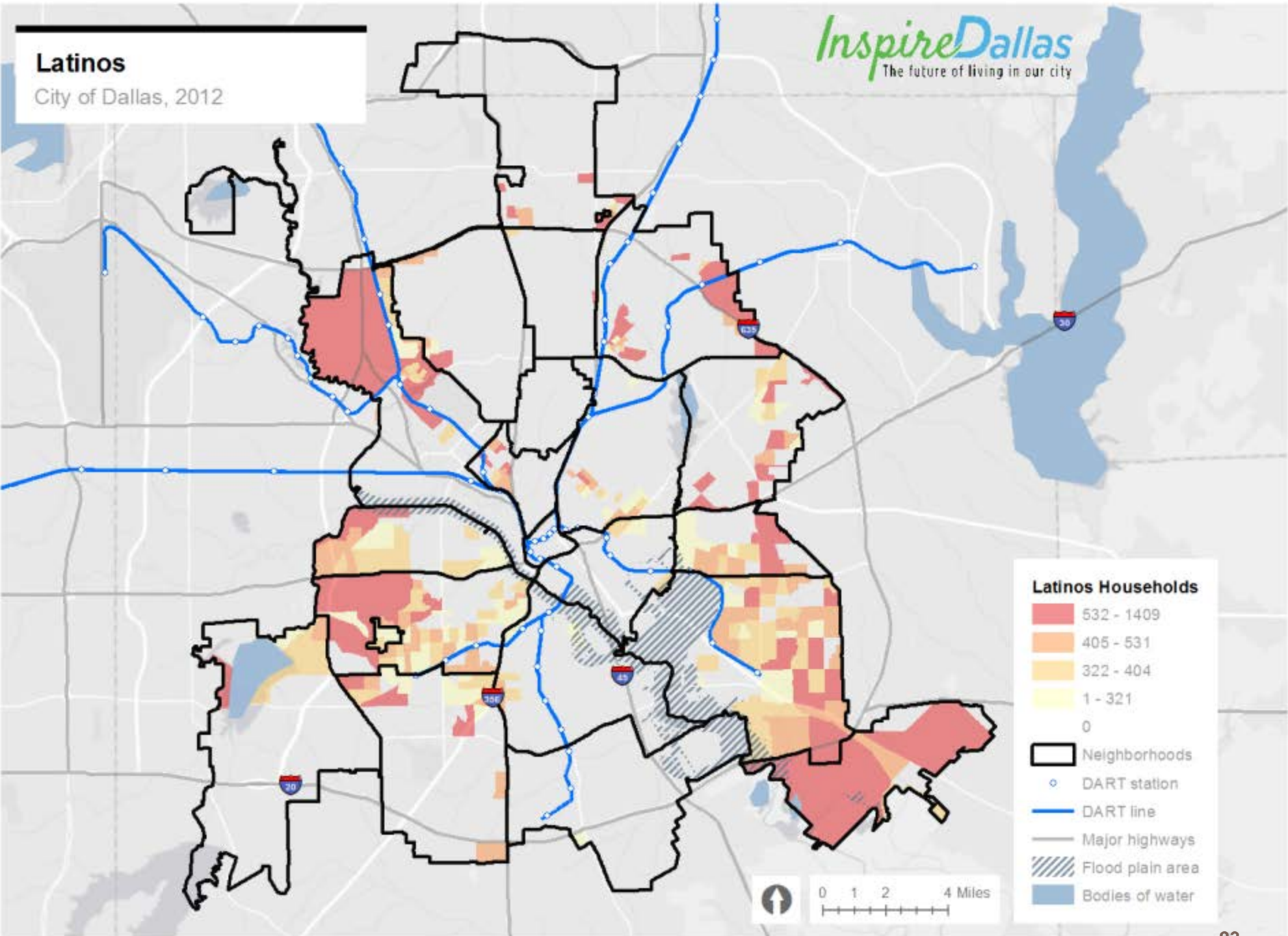
## ■ What are the characteristics of these areas?

## ■ What do they like?

## ■ What is the Plus in their Housing Plus?

# Latinos

City of Dallas, 2012



### Latinos Households

- 532 - 1409
- 405 - 531
- 322 - 404
- 1 - 321
- 0
- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water

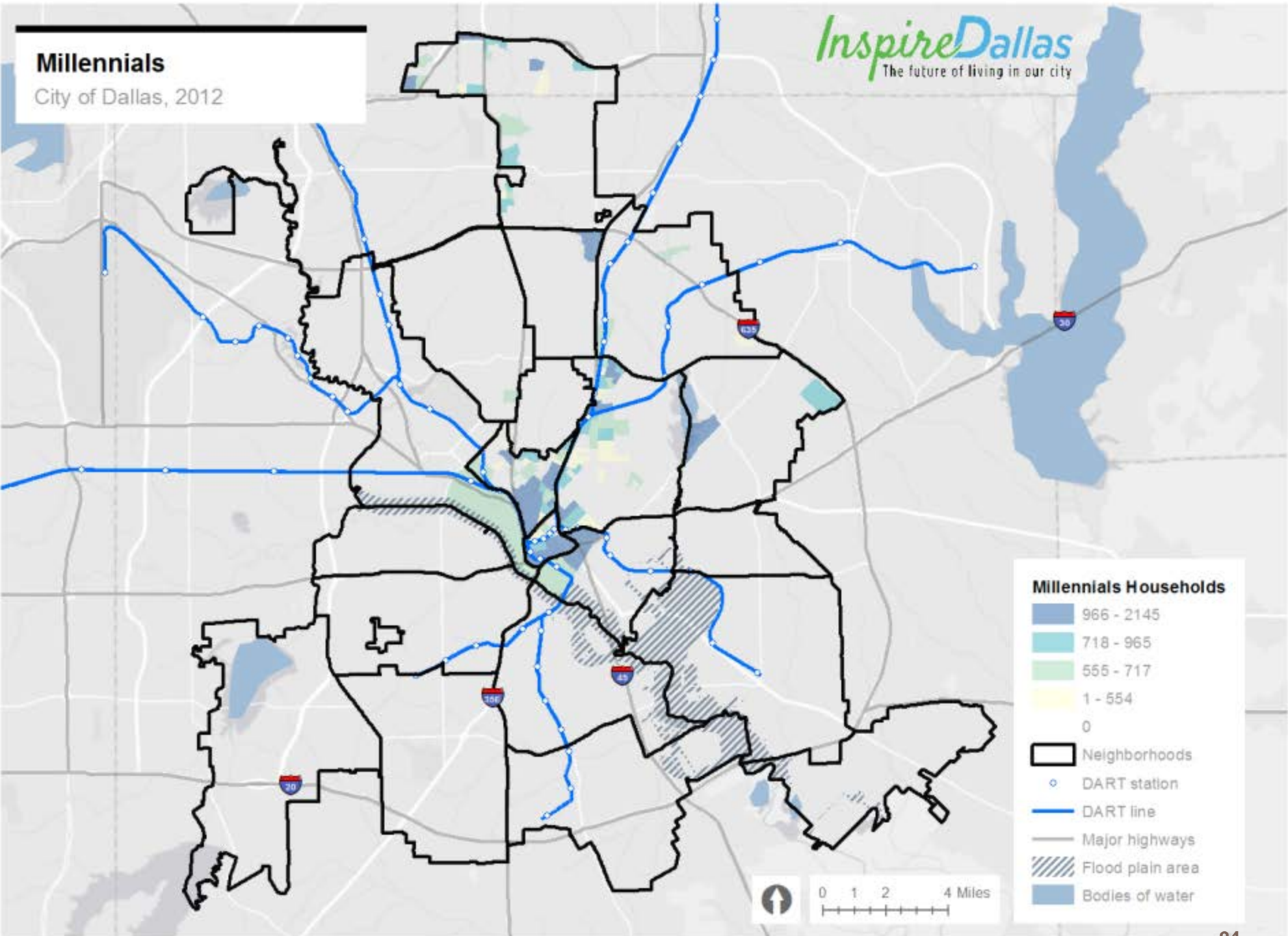
0 1 2 4 Miles



Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

# Millennials

City of Dallas, 2012



### Millennials Households

- 966 - 2145
- 718 - 965
- 555 - 717
- 1 - 554
- 0
- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water

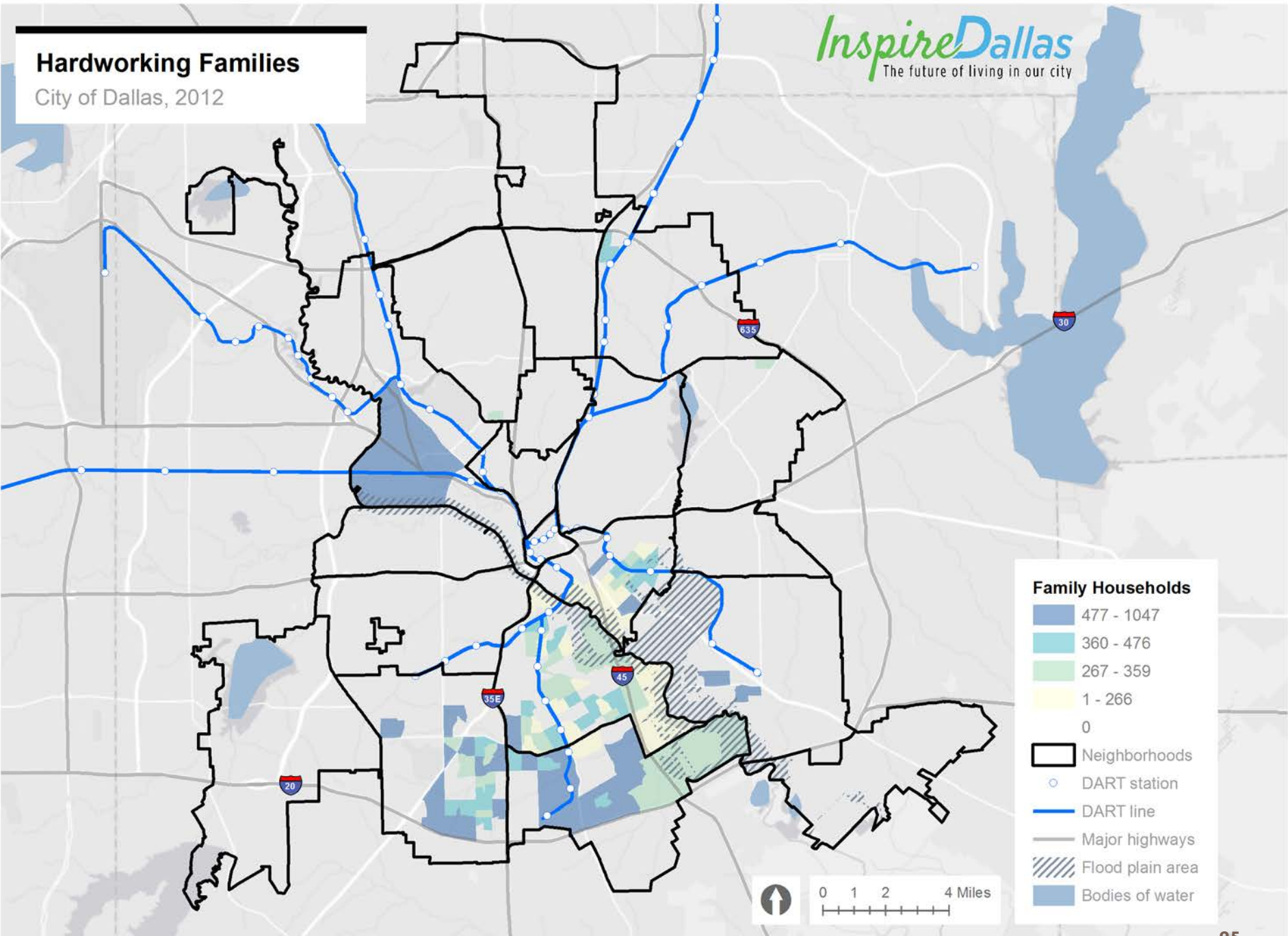


Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org



# Hardworking Families

City of Dallas, 2012



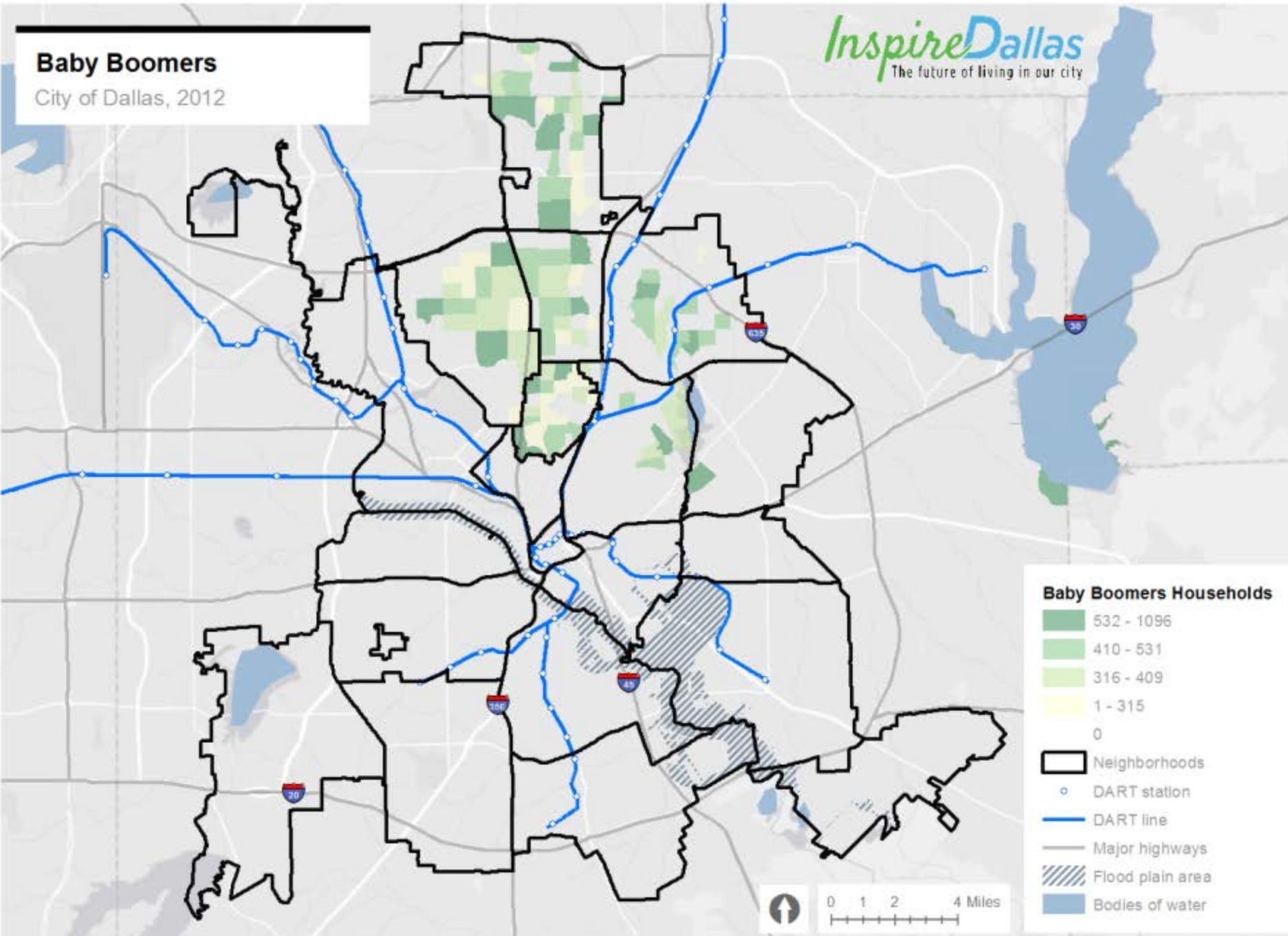
### Family Households

- 477 - 1047
- 360 - 476
- 267 - 359
- 1 - 266
- 0
- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water

# Baby Boomers

City of Dallas, 2012

InspireDallas  
The future of living in our city



### Baby Boomers Households

- 532 - 1096
- 410 - 531
- 316 - 409
- 1 - 315
- 0

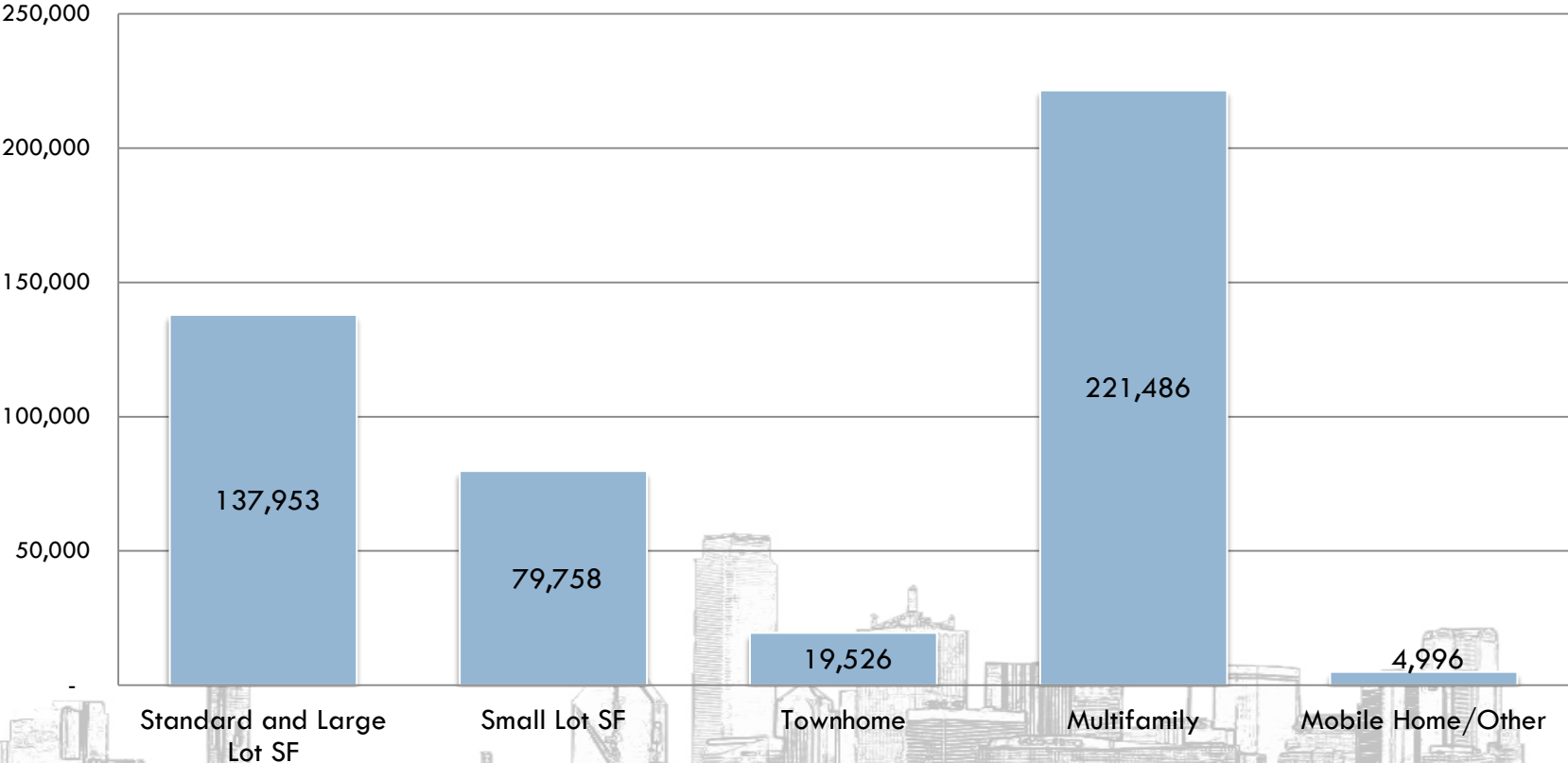
- Neighborhoods
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Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

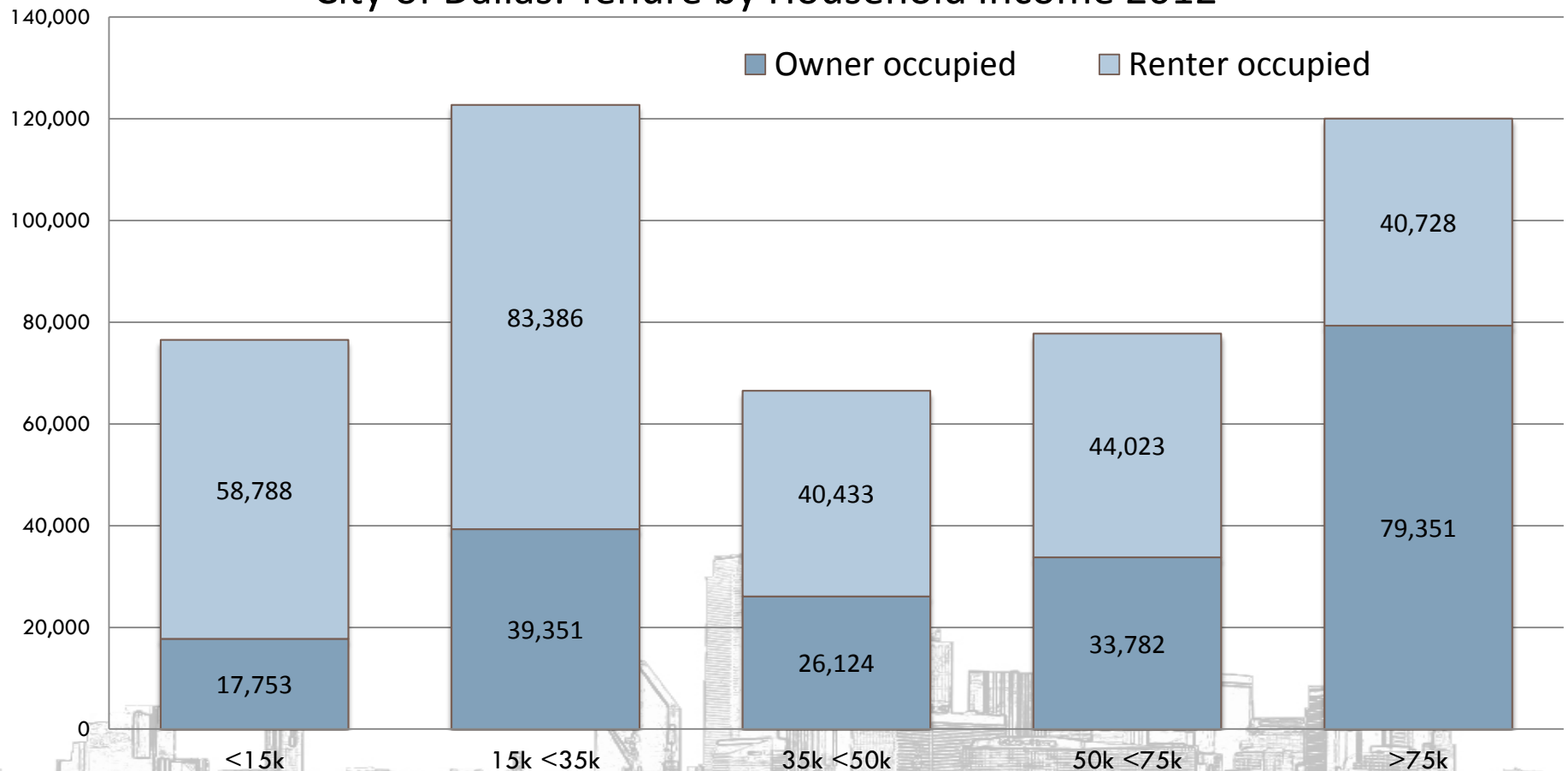
# Existing Housing

■ Occupied Housing Supply City of Dallas (2012)



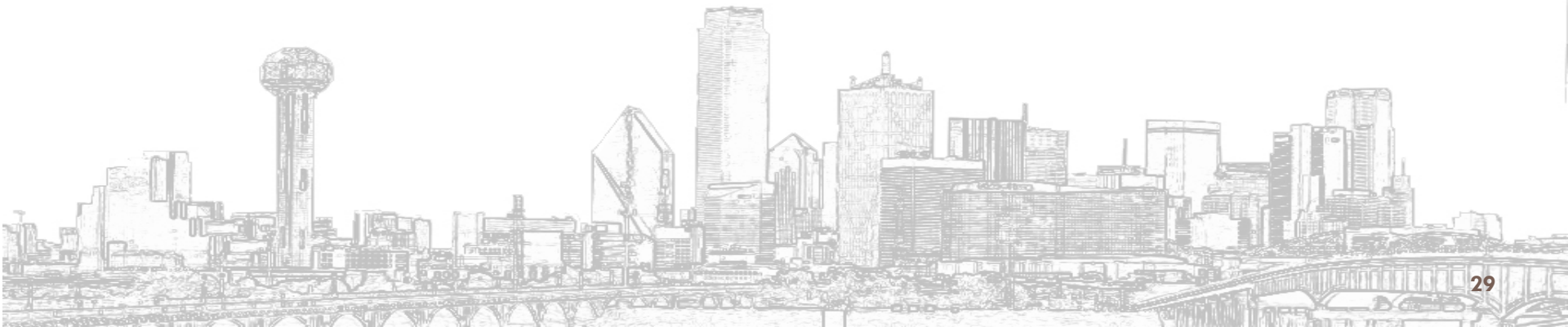
# Existing Housing Tenure

## City of Dallas: Tenure by Household Income 2012

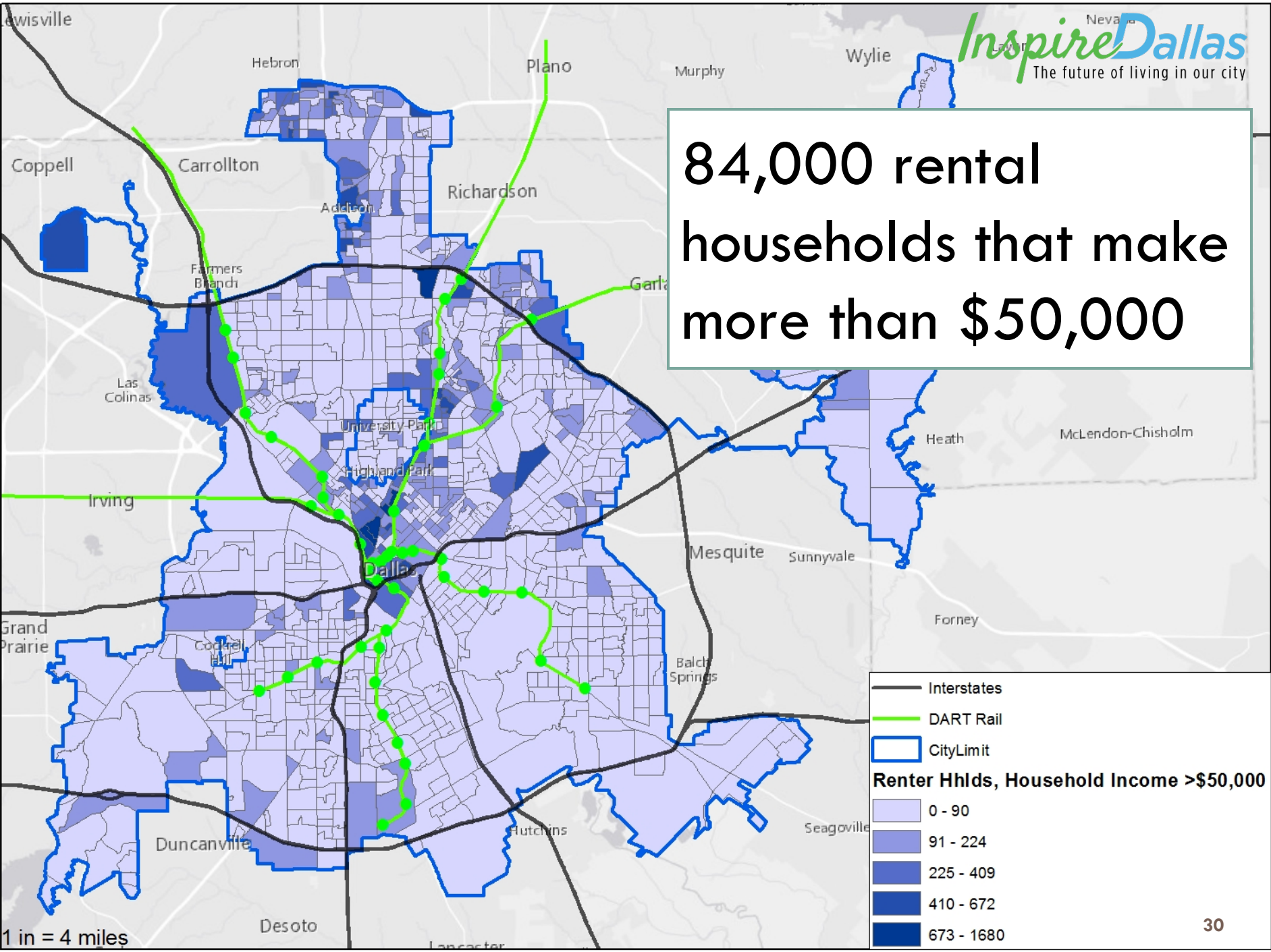


# What's Unusual About Dallas

- Low income home owners (42,000)
- Median income and above renters (84,000)
- Single Family and Townhouse renters (60,000)

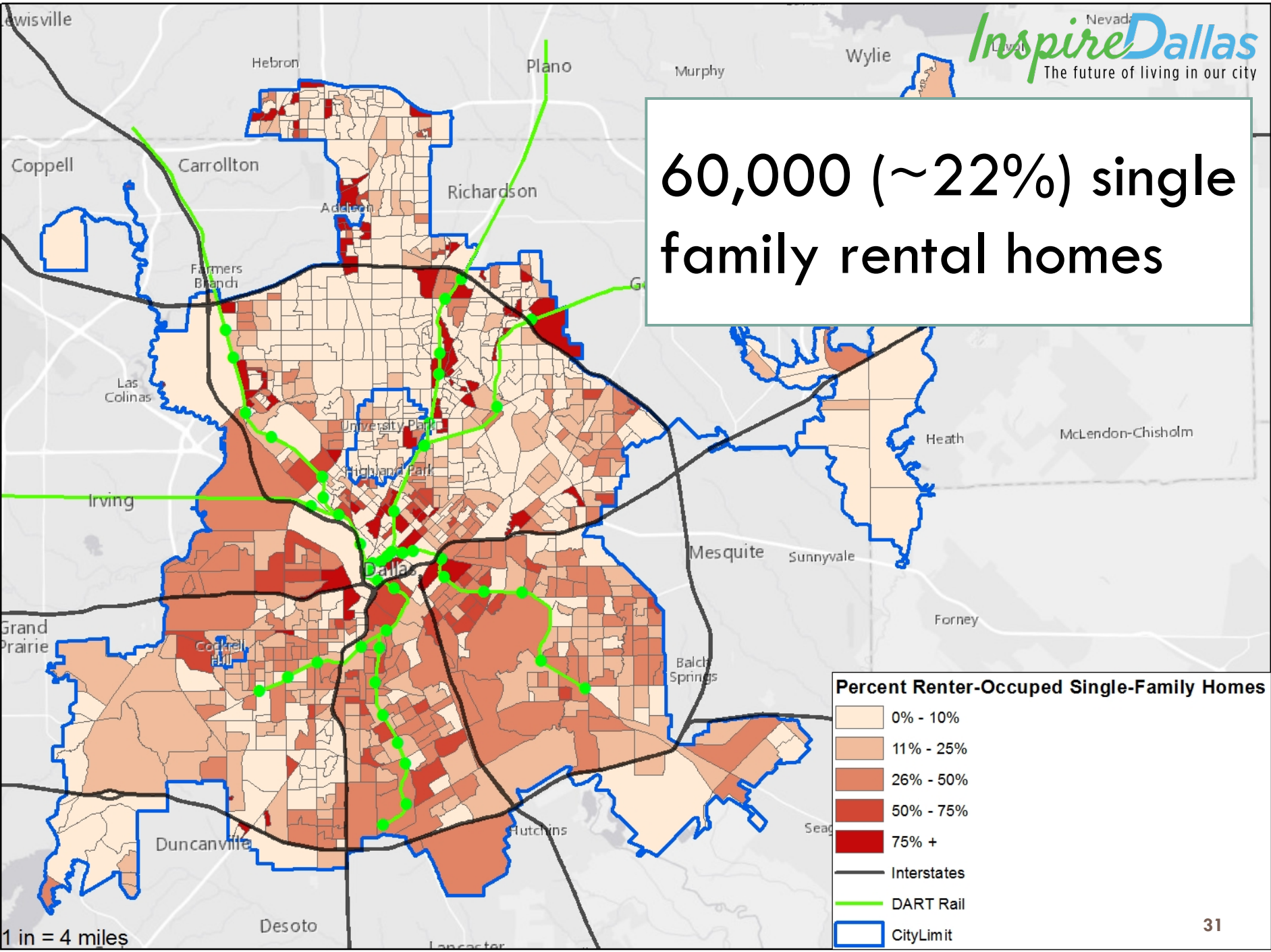


84,000 rental households that make more than \$50,000



1 in = 4 miles

60,000 (~22%) single family rental homes

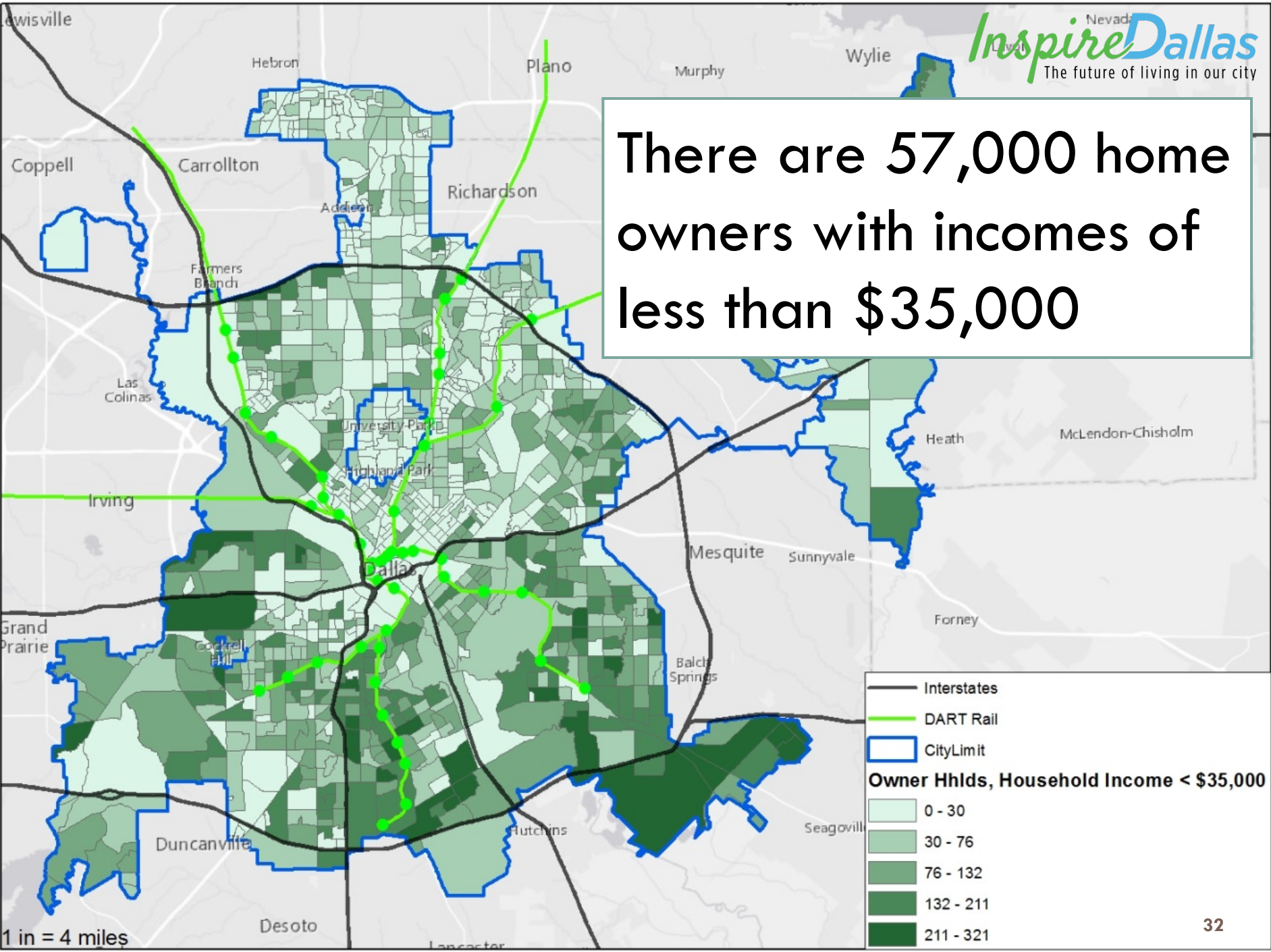


**Percent Renter-Occupied Single-Family Homes**

	0% - 10%
	11% - 25%
	26% - 50%
	50% - 75%
	75% +
	Interstates
	DART Rail
	City Limit

1 in = 4 miles

There are 57,000 home owners with incomes of less than \$35,000



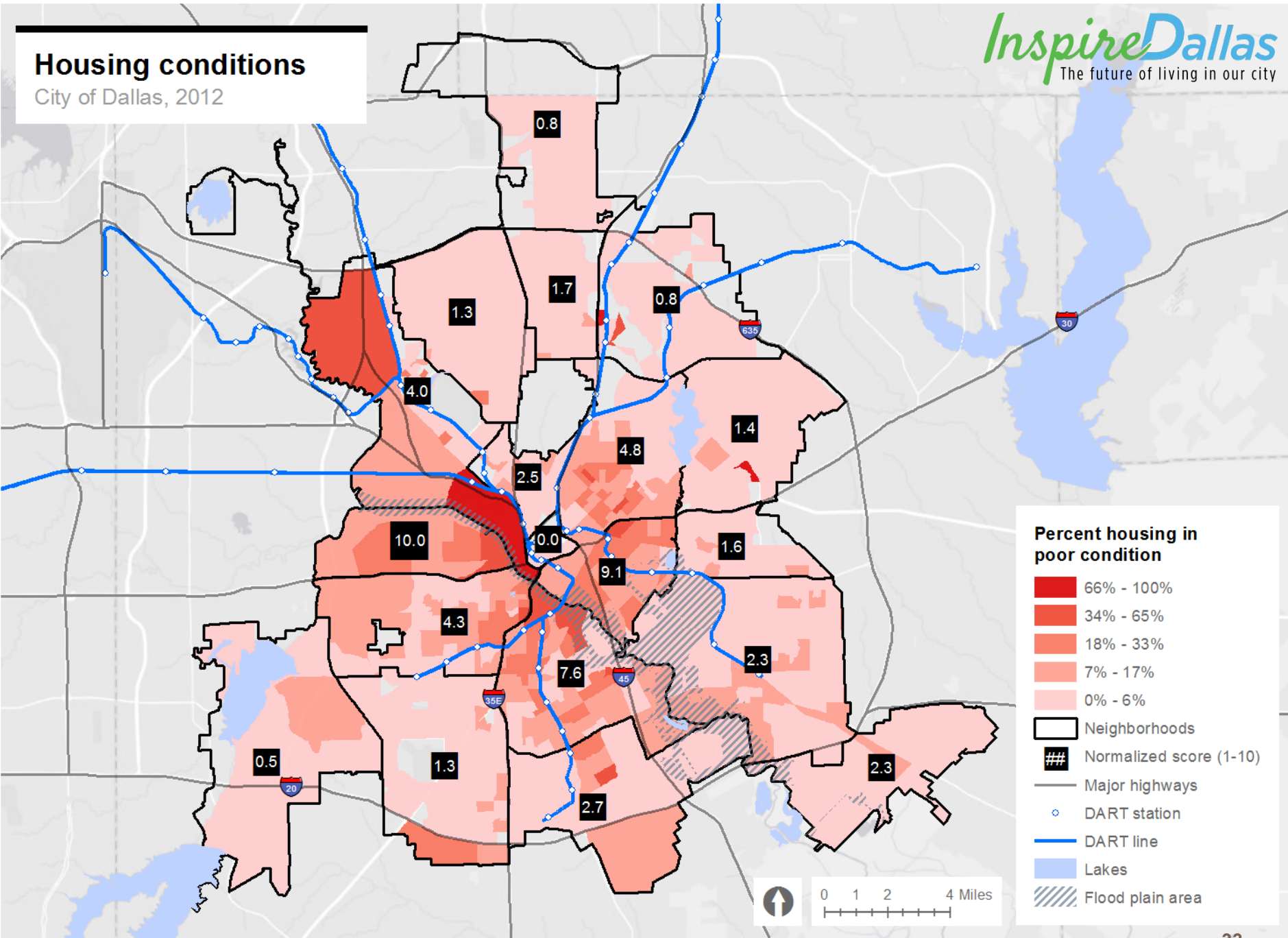
Interstates  
 DART Rail  
 CityLimit  
**Owner Hhlds, Household Income < \$35,000**  
 0 - 30  
 30 - 76  
 76 - 132  
 132 - 211  
 211 - 321

1 in = 4 miles



# Housing conditions

City of Dallas, 2012



Source: U.S. Census Bureau, American Community Survey 2008-2012 5-Year Estimates, retrieved via NHGIS.org

**Vacancy rates**

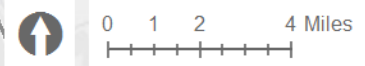
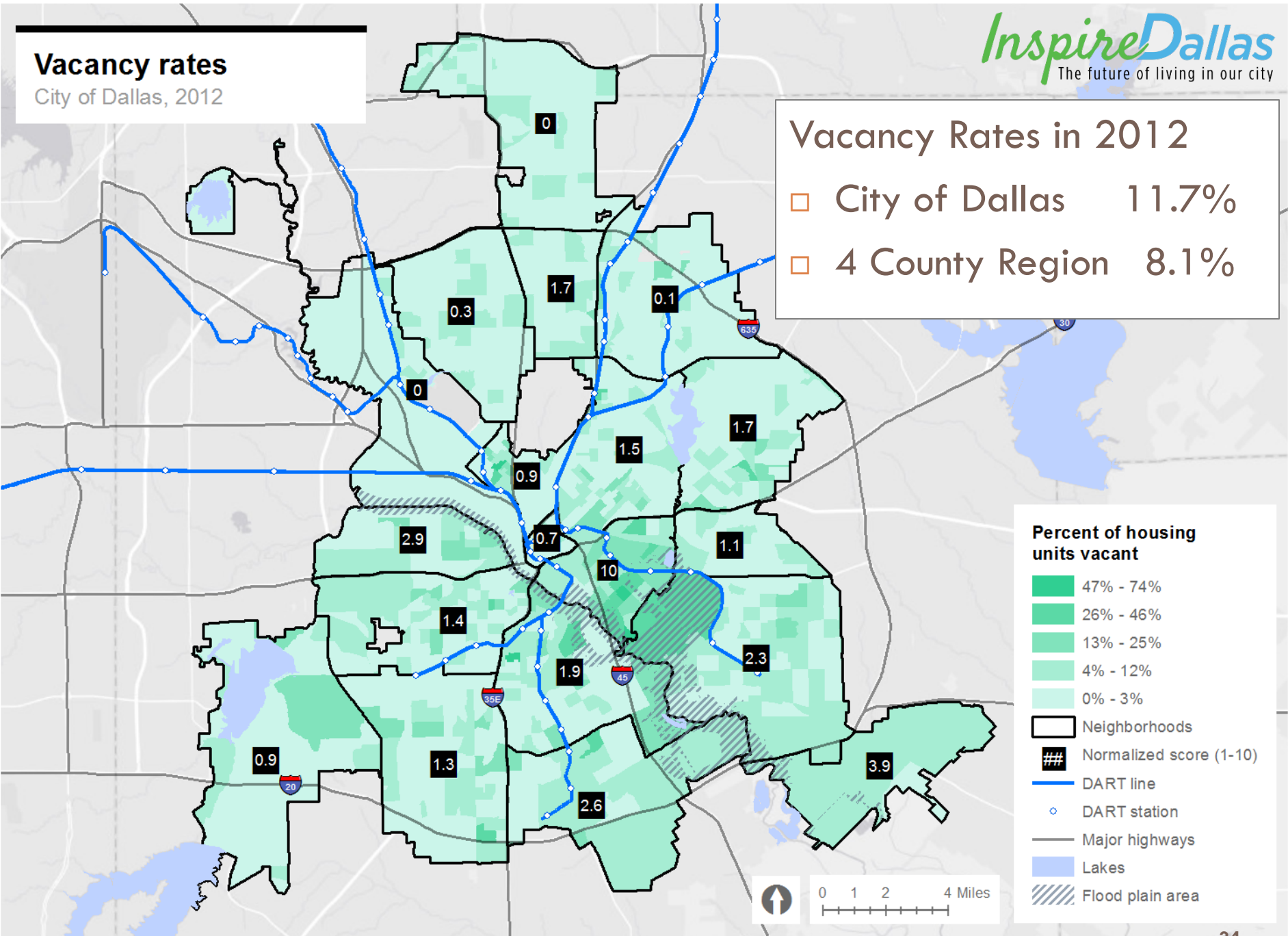
City of Dallas, 2012

**Vacancy Rates in 2012**

- City of Dallas 11.7%
- 4 County Region 8.1%

**Percent of housing units vacant**

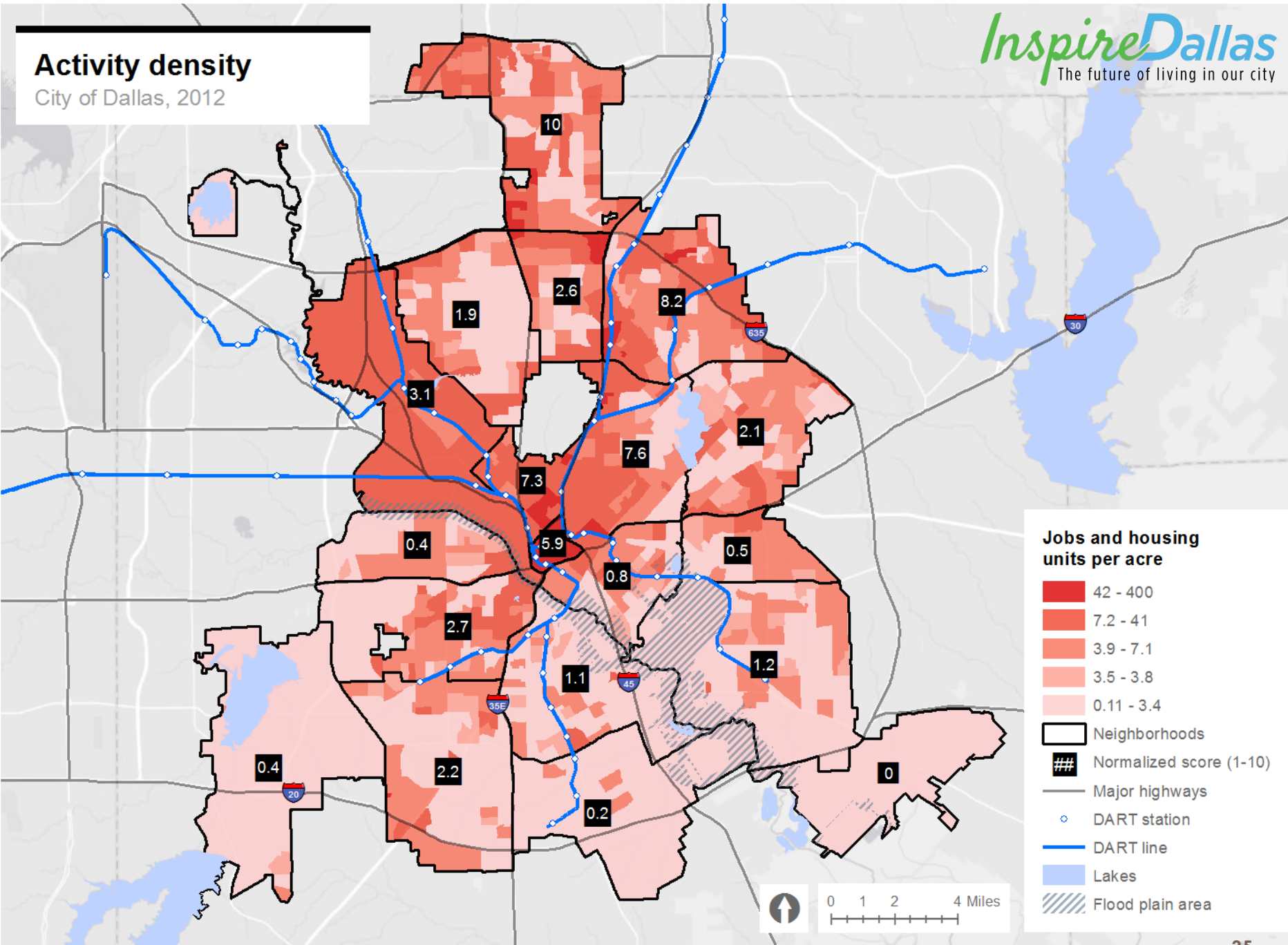
- 47% - 74%
- 26% - 46%
- 13% - 25%
- 4% - 12%
- 0% - 3%
- ▭ Neighborhoods
- ## Normalized score (1-10)
- DART line
- DART station
- Major highways
- Lakes
- ▨ Flood plain area



Source: U.S. Census Bureau, American Community Survey 2008-2012 5-Year Estimates, retrieved via NHGIS.org

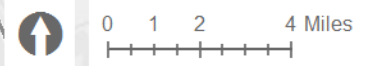
# Activity density

City of Dallas, 2012



### Jobs and housing units per acre

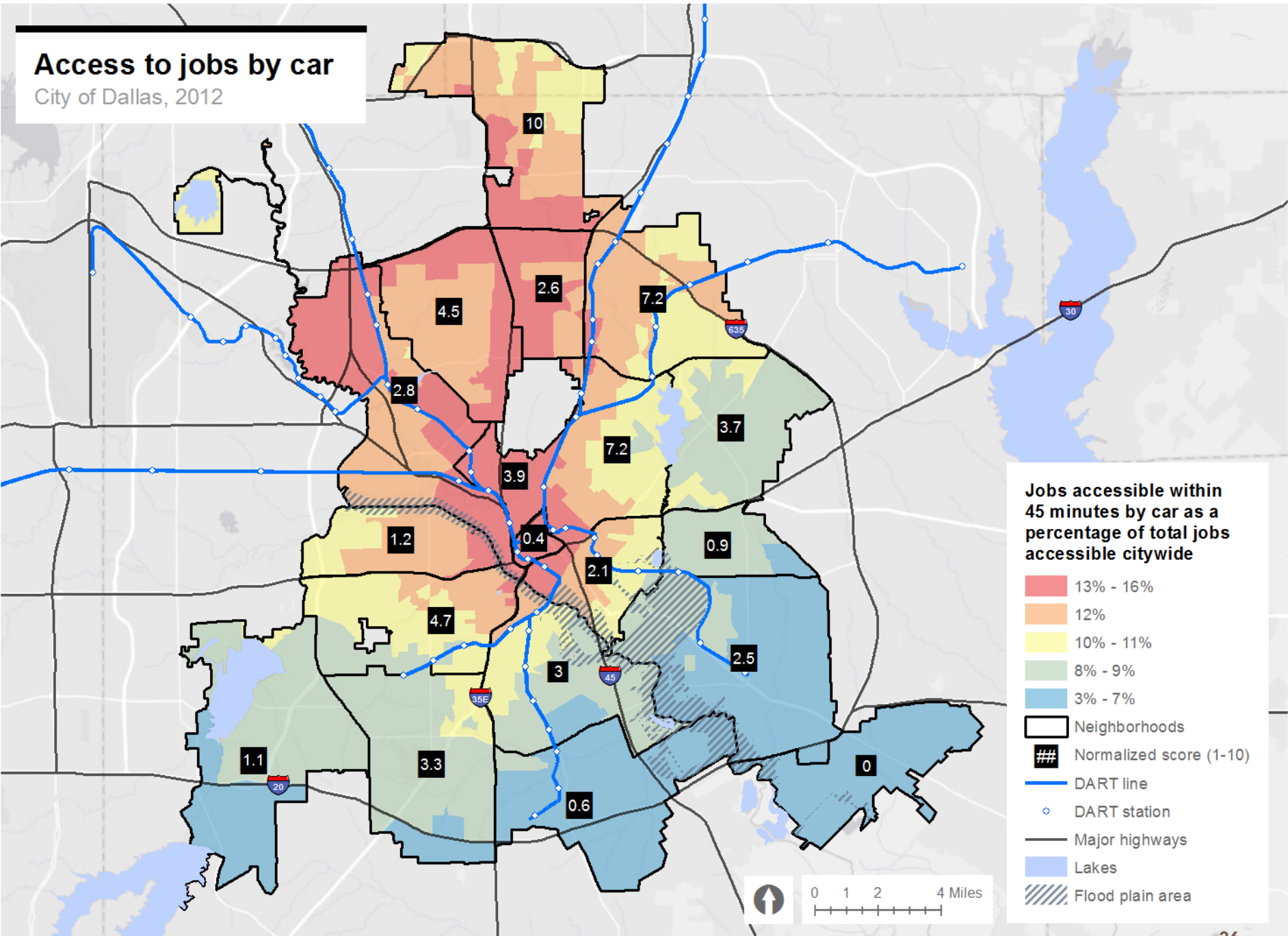
- 42 - 400
- 7.2 - 41
- 3.9 - 7.1
- 3.5 - 3.8
- 0.11 - 3.4
- Neighborhoods
- Normalized score (1-10)
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Source: U.S. Environmental Protection Agency, Smart Growth Program, Smart Locations Database, uses U.S. Census Local Employment and Household Dynamics data.

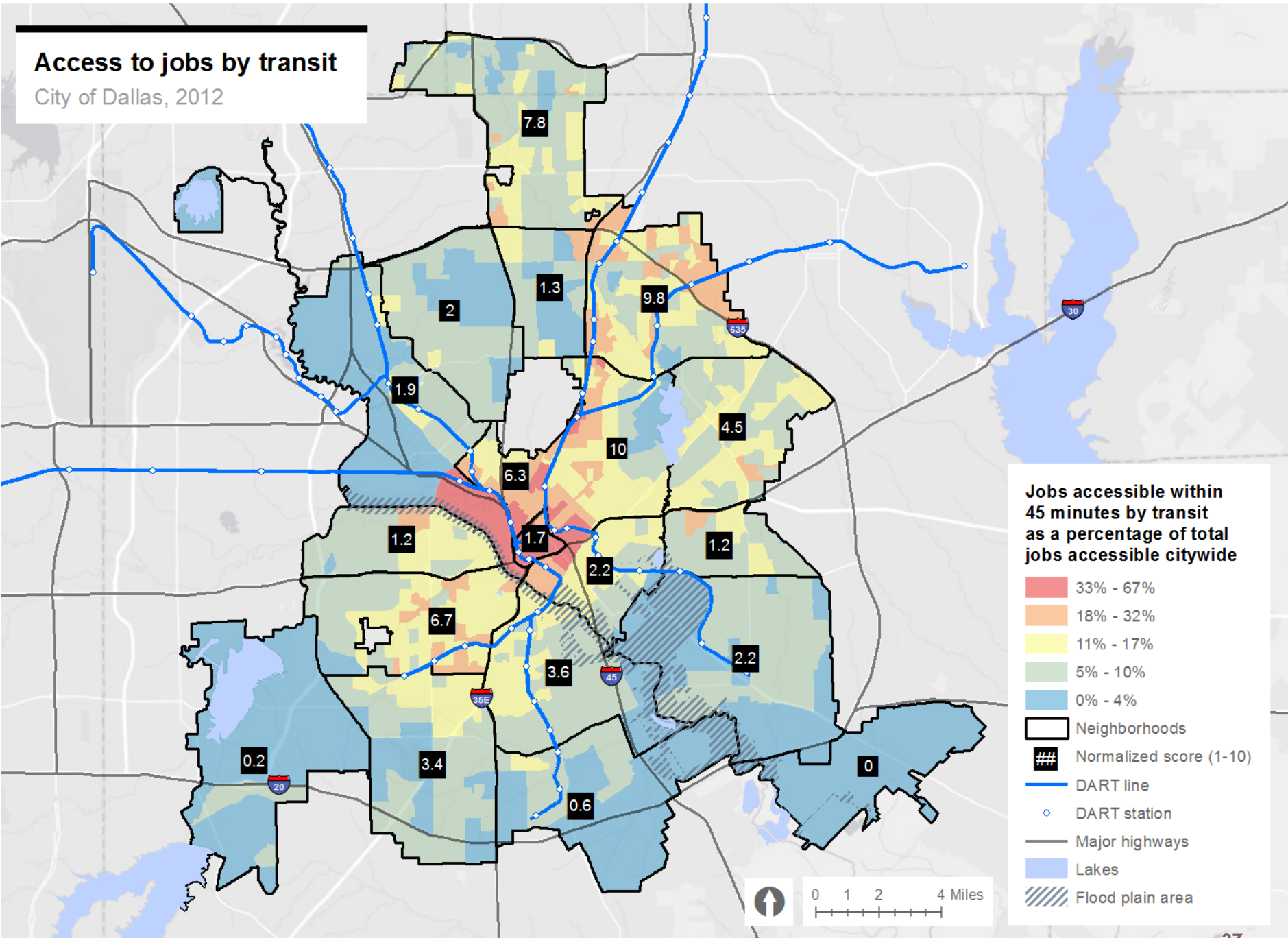
# Access to jobs by car

City of Dallas, 2012



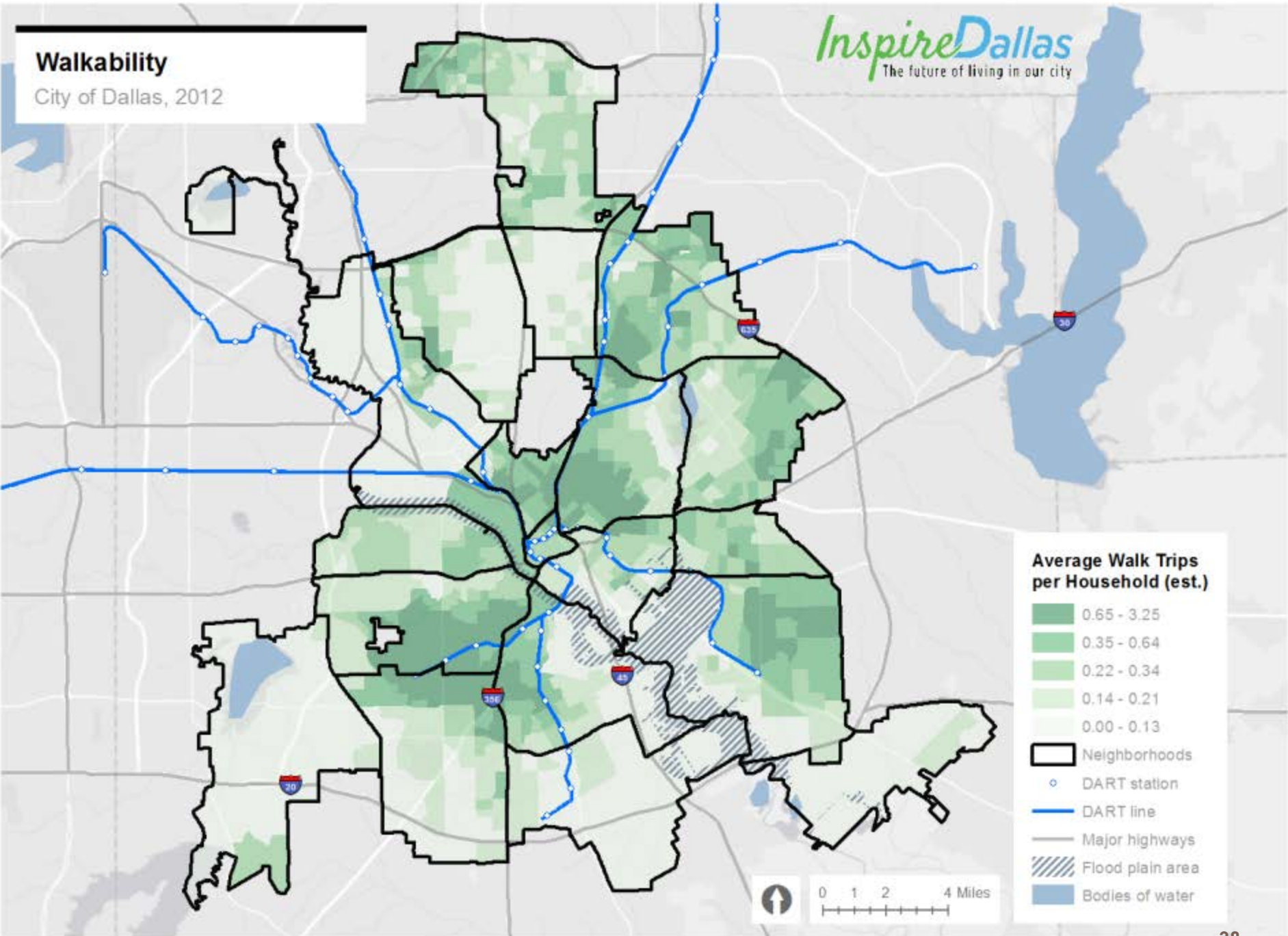
# Access to jobs by transit

City of Dallas, 2012



# Walkability

City of Dallas, 2012



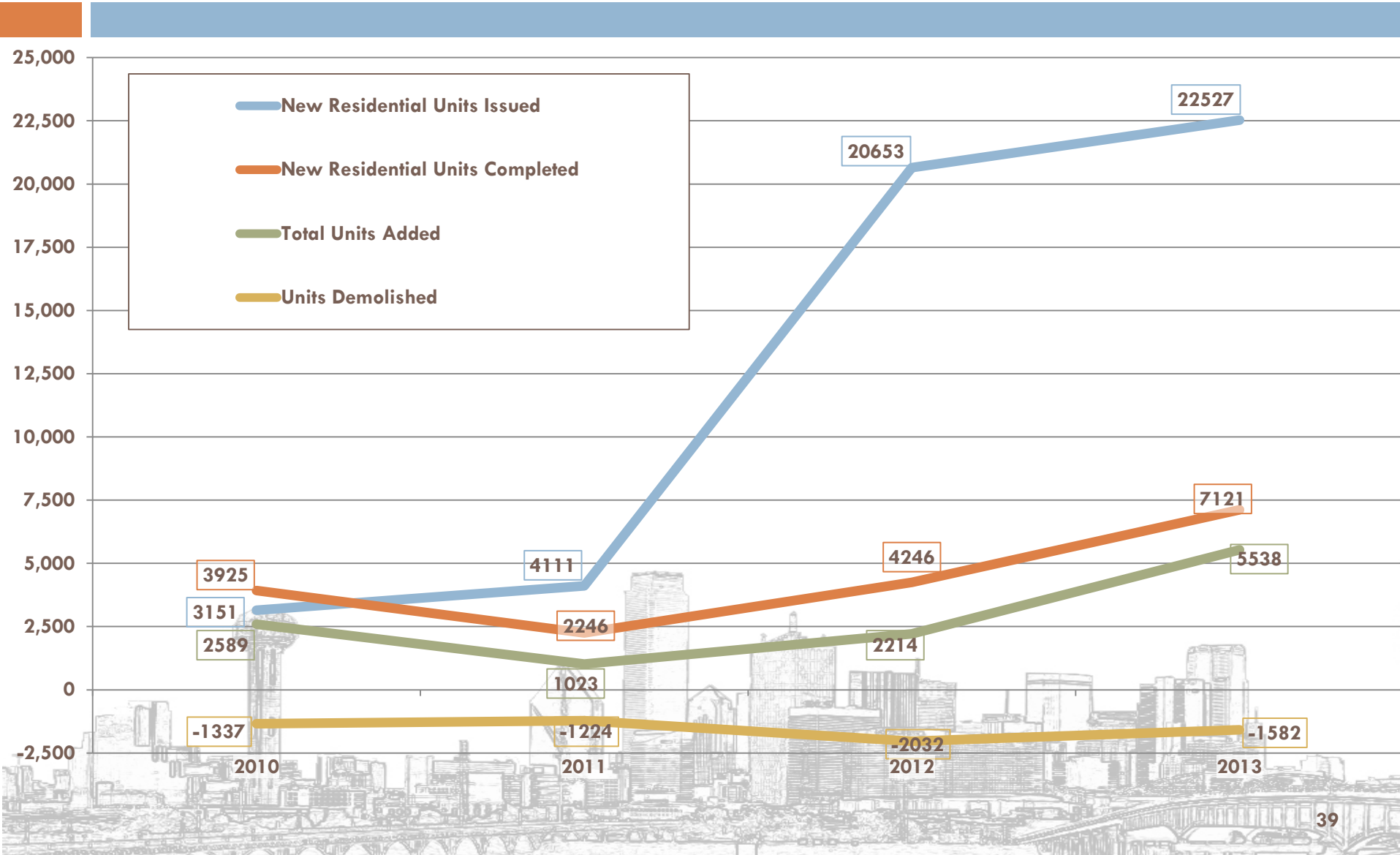
### Average Walk Trips per Household (est.)

- 0.65 - 3.25
- 0.35 - 0.64
- 0.22 - 0.34
- 0.14 - 0.21
- 0.00 - 0.13
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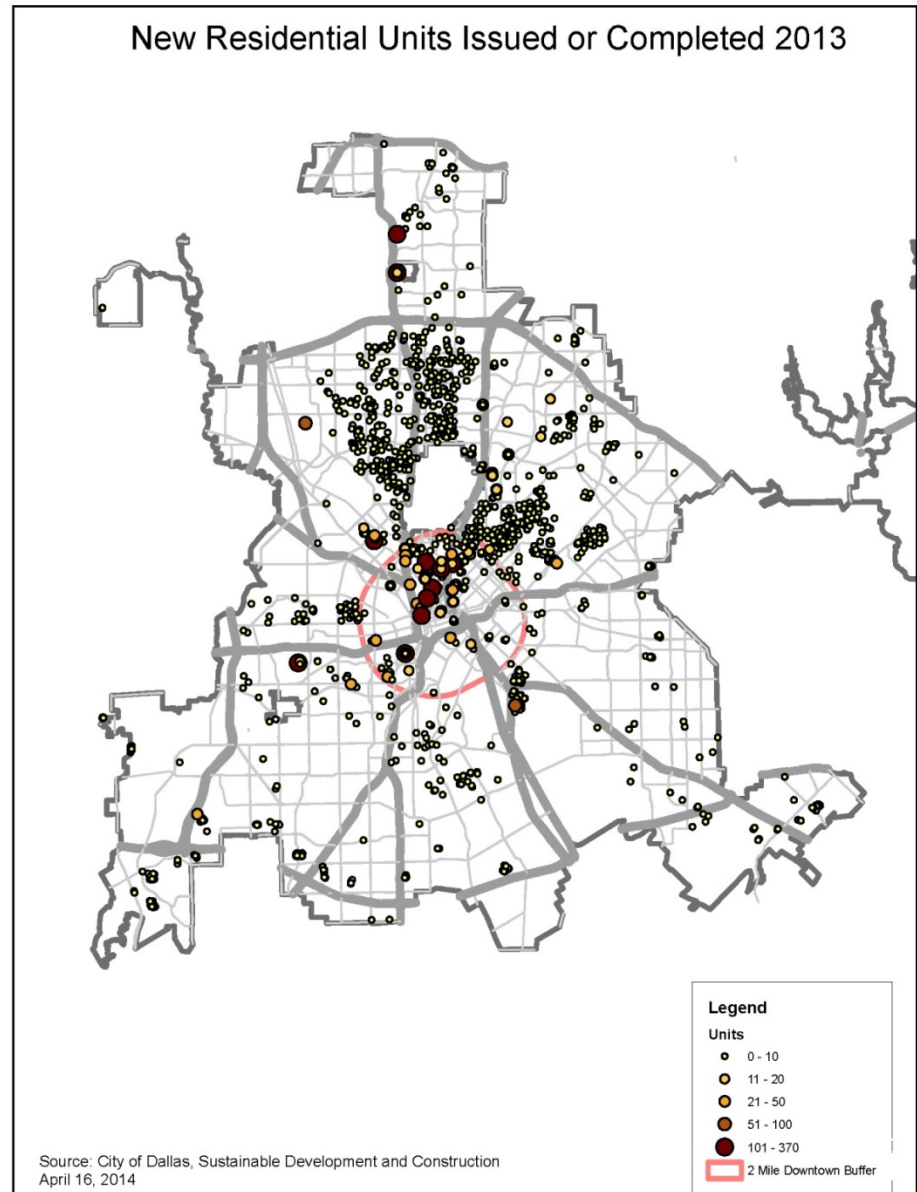
Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

# Recent Development Trends



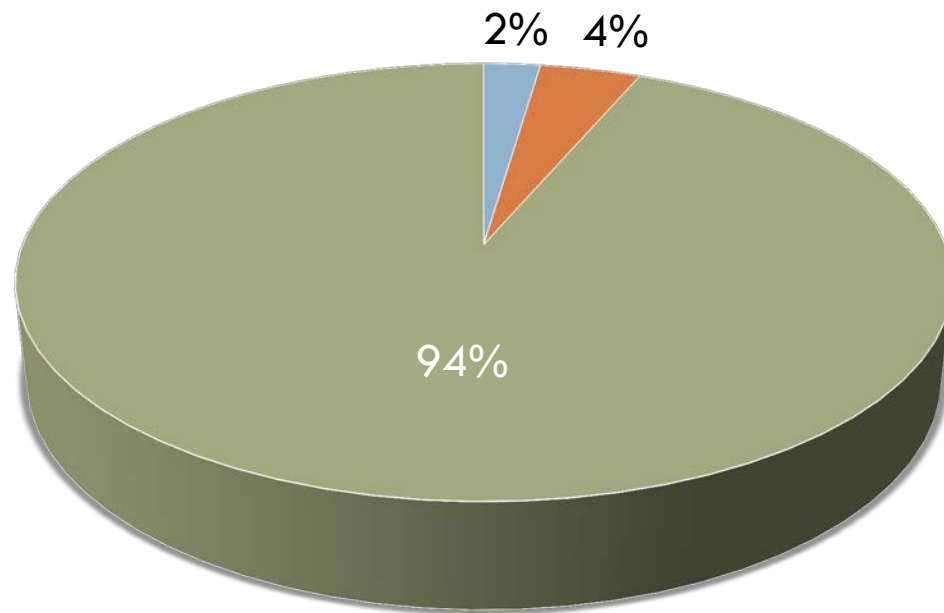
# Recent Development Trends

- Resurgence of residential development in the central part of Dallas



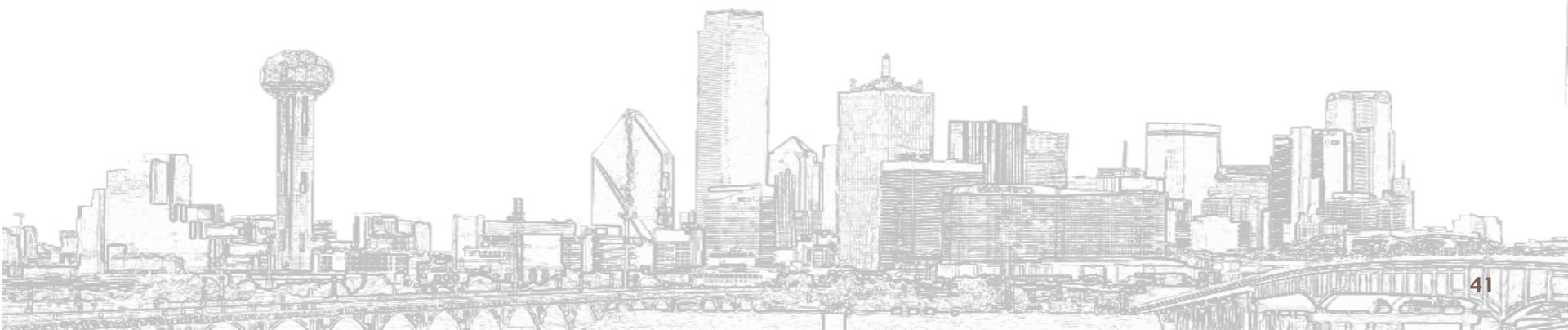


# Limited Role of Publicly Supported Housing



- City Supported Units
- Other Publicly Supported Units
- Market Rate Units

\*Note - This does not include housing units with rental subsidies from tenant-based voucher programs.



# Anticipated Outcome

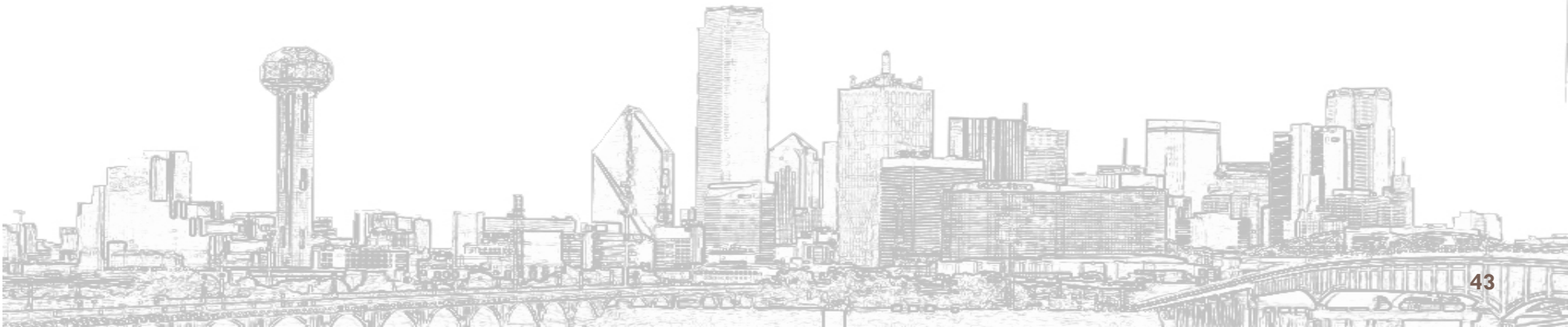
## A Citywide Strategic Plan

- Targeted policies and strategies to redefine the City's role in housing and neighborhood development
- Tool box of effective programs based on local successes and national best practices
- Social compact among partner organizations to leverage resources and achieve collective impact
- Pilot projects or programs to harness existing momentum, test new ideas, and achieve some early results



# Next Steps

- Community Workshops
- Draft Plan
- Symposia



# Inspire Dallas

The future of living in our city

[www.inspire-dallas.org](http://www.inspire-dallas.org)



October 20, 2014

Council Housing Committee

