



# HOUSING PLUS PLAN UPDATE

Dallas City Council Briefing  
June 4, 2014

# Purpose of the briefing

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- Refresher on the need for a Housing Plus Plan
- Identify key team members, roles and responsibilities
- Outline a recommended planning process
- Seek approval to move forward on necessary contracts and funding requests.



# Overview

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- Consultants and planning team
- Importance of partnerships
- Major milestones and timeline
- Early initiatives
- Public engagement
- Proposed funding
- Council action and next steps



# Background

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- HUD letter of November 2013
  - ▣ City submitted a response in January 2013.
  - ▣ Deadline for HUD response was March 2014
  - ▣ No response to date from HUD
- Federal funding continues to decline and regulations are in flux
- Housing market is booming, yet Dallas continues to experience stagnation in many areas of the city



# Background

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- Council was briefed on March 5th on staff's proposal to initiate a comprehensive housing analysis and planning effort
- Introduction of Mercedes Marquez and the professional expertise she brings to the effort



# Consultant and Planning Team

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- National Housing Expertise
  - ▣ Mercedes Marquez
  - ▣ Don Babers
- Strategic Policy Plan Development
  - ▣ John Fregonese
- Technical and Regulatory Expertise
  - ▣ HUD – OneCPD
  - ▣ Enterprise Foundation
  - ▣ Local Initiatives Support Corporation (LISC)
- Web-based Media
  - ▣ One Fast Buffalo
  - ▣ Online Mapping / Public Input Tool (TBD)



# National Housing Expertise

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- Mercedes Marquez:
  - Deputy Mayor and General Manager of Housing and Community Investment, Los Angeles
  - Assistant Secretary of Community Planning and Development of HUD
  - General Counsel for Fair Housing and Equal Opportunity of HUD
  - Housing Director for the City of Los Angeles



# National Housing Expertise

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- Donald Babers:
  - Regional Administrator for Region VI
  - 40 year federal career with HUD
  - Member of the Dallas Mortgage Bankers Association, Dallas Realtor Lender Association, Dallas Board of Realtors, National Association of Real Estate Brokers
  - Recipient of the Presidential Rank Award for Meritorious Executive in 2006





# Strategic Policy Plan Development

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- John Fregonese:
  - ▣ Professional planner for more than 30 years
  - ▣ Planning Director for Portland's regional planning authority for 5 years
  - ▣ Private consulting firm for 17 years
  - ▣ Plans of note include:
    - Chicago Homes for a Changing Region
    - Forward Dallas
    - Blue Print Denver
    - Southern California Compass Blue Print
    - Envision Central Texas



# Technical and Regulatory Expertise

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- OneCPD assistance has been requested from HUD
  - ▣ Assessment of current programs
  - ▣ Analysis of regulatory compliance
  - ▣ Recommendations of programmatic changes
- National partnerships engaged through HUD
  - ▣ Enterprise Foundation
  - ▣ Local Initiatives Support Corporation (LISC)



# Partnerships

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- Establish an MOU/social compact focused on neighborhood sustainability and housing choice:
  - Formalize partnerships with philanthropic institutions, industry membership groups, government partners, CHDOs
  - Engage/build new relationships with local and national institutions and foundations to build capacity in Dallas
  - Engage national housing experts with a track record of success in securing large Federal programs
  - Work with anchor institutions to leverage their resources and economic power to advance social justice policies



# Partnerships



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Local Initiatives Support Corporation  
*Helping neighbors build communities*



*Building the Future Today*



NORTH TEXAS HOUSING COALITION

*Strengthening our communities with housing solutions.*



# Major Milestones and Timeline

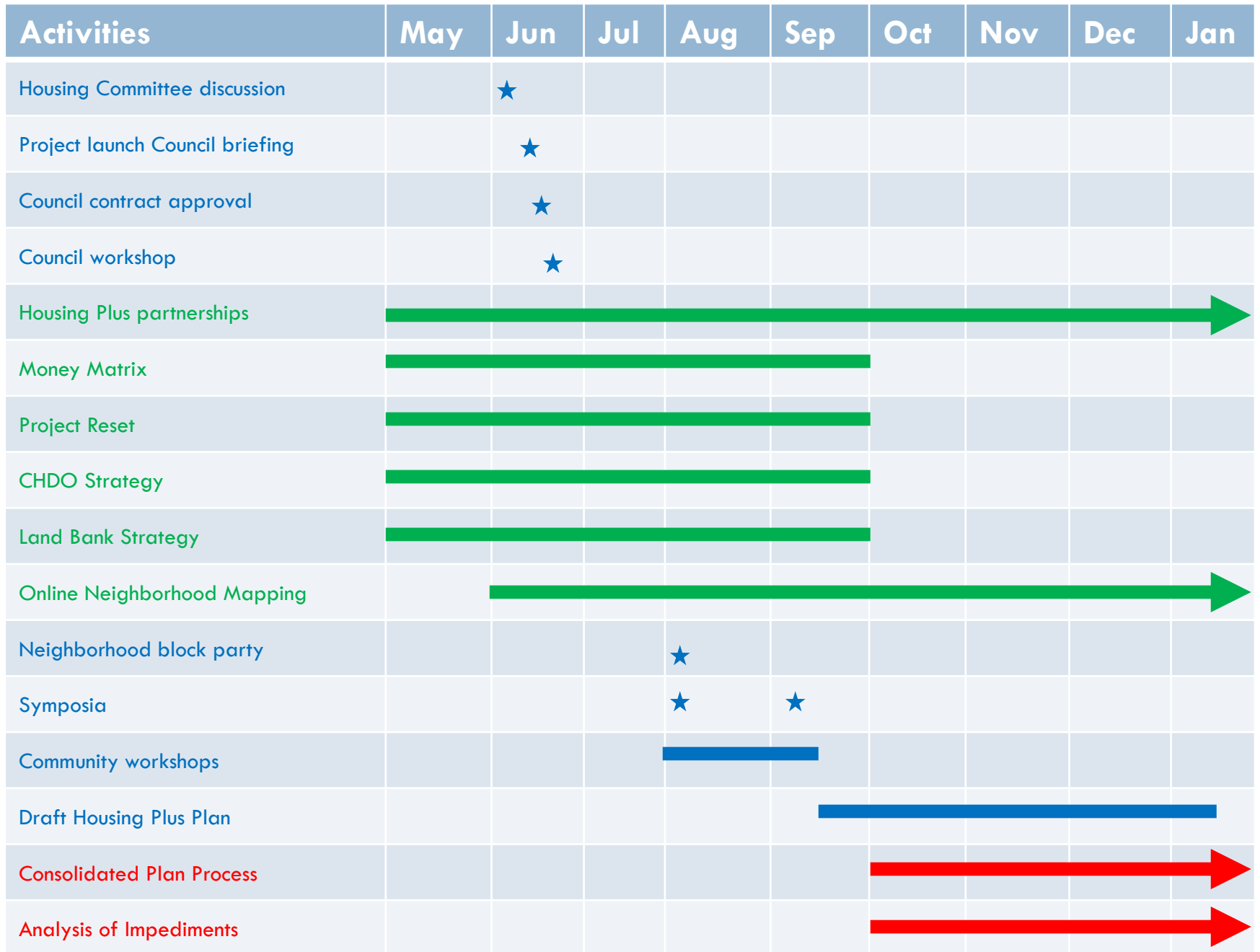
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- Fair Housing Symposium Apr 30
- Housing Committee Discussion Jun 2
- Consultant contract approvals Jun 25
- Council workshop Jun 26
- Community engagement Aug & Sep
  - ▣ Neighborhood block party
  - ▣ Symposia on housing and sustainable neighborhoods
  - ▣ Community workshops
- Draft Housing Plus Plan Jan 2015



# Process Timeline

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# Early Initiatives

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- **Housing Plus Partnerships** – Create and grow a coalition of partners to build cooperative relationships, leverage resources, attract new expertise and housing production capability, and initiate a regional dialogue on fair housing.
- **Project Reset** – Review past projects and establish transparent and consistent underwriting standards.
- **CHDO Strategy** – Review funding policies, underwriting standards and financial leveraging opportunities and capacity building initiatives
- **Coordinated Land Banking Strategy** – Enable tax delinquent, abandoned, uninhabitable properties and surplus public properties to be used to strategically leverage Housing Plus investment
- **Money Matrix** – Build an updatable matrix of existing and other potentially accessible funding sources that can be leveraged to implement the Housing Plus Plan.



# City Council Workshop – Jun 26

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- Public launch of Housing Plus
- Beta test community workshops
- Engage council in identifying pilot neighborhoods, partnership opportunities and best practice models
- Include subject matter experts and potential partner agencies as resource for Council members questions

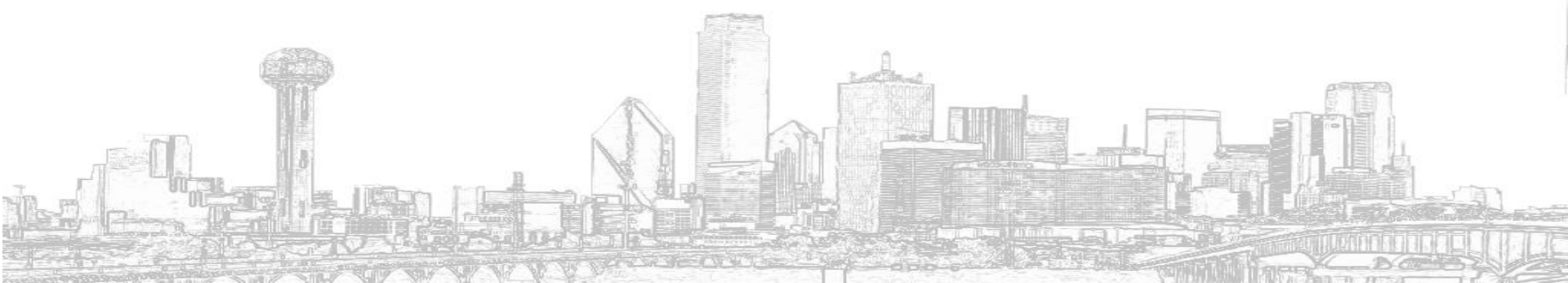




# Public Engagement

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- Define and coordinate a community outreach effort that emphasizes two-way education
- Build an identifiable brand that communicates a unified message and clear, impactful image for Dallas' neighborhoods
- Develop an easy to use, engaging and informative web presence



# Public Engagement

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- Identify a range of media outlets and messaging opportunities
- Engage a nationally credentialed writer to chronicle the process and bring positive national attention
- Engage the media, EPIC and other partners in online neighborhood organization mapping



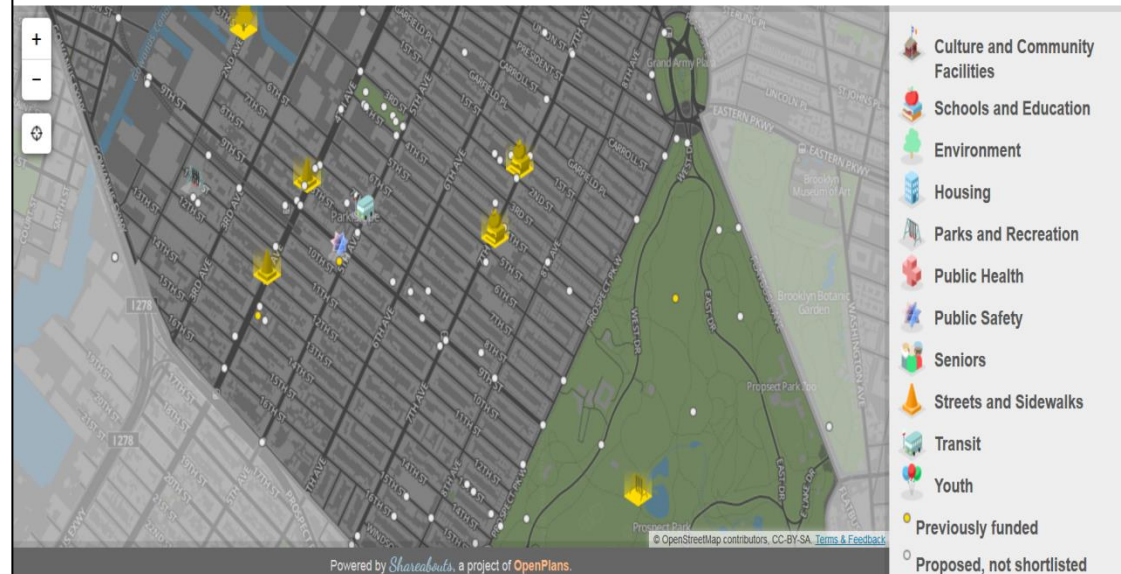
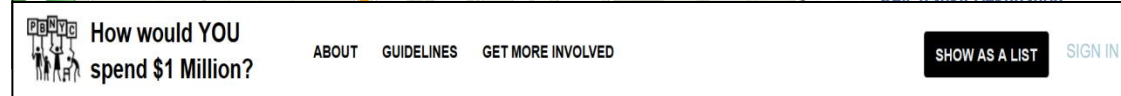
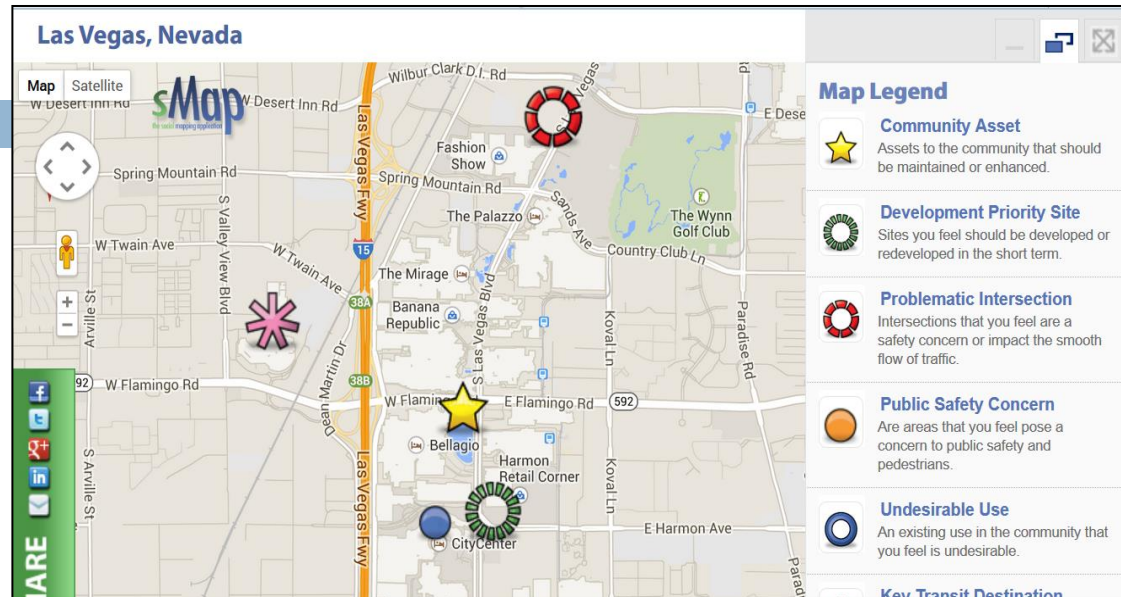
# Web tools for map-based public input

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Online tool for community involvement in map-based neighborhood self-assessments

Opportunity for City of Learning Initiative

Link to neighborhood improvement grant opportunities



# Community Engagement

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- **Symposia**: Moderated panel discussions to frame a broad-based community conversation on the state of housing and sustainable neighborhoods in Dallas and national best practices



# Community Engagement

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- **Neighborhood Block Party**: Centrally located fun event to get the community engaged and to launch "My Hometown Video" challenge tied to Dallas City of Learning Initiative



# Community Engagement

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- **Community Workshops**: 5 events pairing council districts based on service districts
  - ▣ Interactive neighborhood self-assessment exercises
  - ▣ Neighborhood boot camp/summit
  - ▣ Networking and partnership building opportunities
  - ▣ Educational, information dissemination opportunities



# Proposed Funding

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- City Costs (consultants)                      \$300,000
- HUD Assistance                                      \$350,000
- Foundation Assistance                              \$100,000



# Council Action and Next Steps

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- Staff requests approval of consultant contracts on the June 25<sup>th</sup> agenda
- Staff will request direction from individual Councilmembers on target neighborhoods and partners to include in Council workshop on June 26<sup>th</sup>





# Questions?

