

**FEBRUARY 18, 2015 CITY COUNCIL BRIEFING AGENDA
CERTIFICATION**

This certification is given pursuant to Chapter XI, Section 9 of the City Charter for the City Council Briefing Agenda dated February 18, 2015. We hereby certify, as to those contracts, agreements, or other obligations on this Agenda authorized by the City Council for which expenditures of money by the City are required, that all of the money required for those contracts, agreements, and other obligations is in the City treasury to the credit of the fund or funds from which the money is to be drawn, as required and permitted by the City Charter, and that the money is not appropriated for any other purpose.



A.C. Gonzalez
City Manager

2.13.15

Date



For: Jeanne Chipperfield
Chief Financial Officer

2/13/15

Date

RECEIVED

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CITY SECRETARY
DALLAS, TEXAS



COUNCIL BRIEFING AGENDA

February 18, 2015

Date

(For General Information and Rules of Courtesy, Please See Opposite Side.)
(La Información General Y Reglas De Cortesía Que Deben Observarse
Durante Las Asambleas Del Consejo Municipal Aparecen En El Lado Opuesto, Favor De Leerlas.)

General Information

The Dallas City Council regularly meets on Wednesdays beginning at 9:00 a.m. in the Council Chambers, 6th floor, City Hall, 1500 Marilla. Council agenda meetings are broadcast live on WRR-FM radio (101.1 FM) and on Time Warner City Cable Channel 16. Briefing meetings are held the first and third Wednesdays of each month. Council agenda (voting) meetings are held on the second and fourth Wednesdays. Anyone wishing to speak at a meeting should sign up with the City Secretary's Office by calling (214) 670-3738 by 5:00 p.m. of the last regular business day preceding the meeting. Citizens can find out the name of their representative and their voting district by calling the City Secretary's Office.

Sign interpreters are available upon request with a 48-hour advance notice by calling (214) 670-5208 V/TDD. The City of Dallas is committed to compliance with the Americans with Disabilities Act. **The Council agenda is available in alternative formats upon request.**

If you have any questions about this agenda or comments or complaints about city services, call 311.

Rules of Courtesy

City Council meetings bring together citizens of many varied interests and ideas. To insure fairness and orderly meetings, the Council has adopted rules of courtesy which apply to all members of the Council, administrative staff, news media, citizens and visitors. These procedures provide:

- That no one shall delay or interrupt the proceedings, or refuse to obey the orders of the presiding officer.
- All persons should refrain from private conversation, eating, drinking and smoking while in the Council Chamber.
- Posters or placards must remain outside the Council Chamber.
- No cellular phones or audible beepers allowed in Council Chamber while City Council is in session.

"Citizens and other visitors attending City Council meetings shall observe the same rules of propriety, decorum and good conduct applicable to members of the City Council. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the City Council or while attending the City Council meeting shall be removed from the room if the sergeant-at-arms is so directed by the presiding officer, and the person shall be barred from further audience before the City Council during that session of the City Council. If the presiding officer fails to act, any member of the City Council may move to require enforcement of the rules, and the affirmative vote of a majority of the City Council shall require the presiding officer to act." Section 3.3(c) of the City Council Rules of Procedure.

Informacion General

El Ayuntamiento de la Ciudad de Dallas se reúne regularmente los miércoles en la Cámara del Ayuntamiento en el sexto piso de la Alcaldía, 1500 Marilla, a las 9 de la mañana. Las reuniones informativas se llevan a cabo el primer y tercer miércoles del mes.

Estas audiencias se transmiten en vivo por la estación de radio WRR-FM 101.1 y por cablevisión en la estación *Time Warner City Cable* Canal 16. El Ayuntamiento Municipal se reúne el segundo y cuarto miércoles del mes para tratar asuntos presentados de manera oficial en la agenda para su aprobación. Toda persona que desee hablar durante la asamblea del Ayuntamiento, debe inscribirse llamando a la Secretaría Municipal al teléfono (214) 670-3738, antes de las 5:00 pm del último día hábil anterior a la reunión. Para enterarse del nombre de su representante en el Ayuntamiento Municipal y el distrito donde usted puede votar, favor de llamar a la Secretaría Municipal.

Intérpretes para personas con impedimentos auditivos están disponibles si lo solicita con 48 horas de anticipación llamando al (214) 670-5208 (aparato auditivo V/TDD). La Ciudad de Dallas se esfuerza por cumplir con el decreto que protege a las personas con impedimentos, *Americans with Disabilities Act*. **La agenda del Ayuntamiento está disponible en formatos alternos si lo solicita.**

Si tiene preguntas sobre esta agenda, o si desea hacer comentarios o presentar quejas con respecto a servicios de la Ciudad, llame al 311.

Reglas de Cortesía

Las asambleas del Ayuntamiento Municipal reúnen a ciudadanos de diversos intereses e ideologías. Para asegurar la imparcialidad y el orden durante las asambleas, el Ayuntamiento ha adoptado ciertas reglas de cortesía que aplican a todos los miembros del Ayuntamiento, al personal administrativo, personal de los medios de comunicación, a los ciudadanos, y a visitantes. Estos reglamentos establecen lo siguiente:

- Ninguna persona retrasará o interrumpirá los procedimientos, o se negará a obedecer las órdenes del oficial que preside la asamblea.
- Todas las personas deben abstenerse de entablar conversaciones, comer, beber y fumar dentro de la cámara del Ayuntamiento.
- Anuncios y pancartas deben permanecer fuera de la cámara del Ayuntamiento.
- No se permite usar teléfonos celulares o enlaces electrónicos (*paggers*) audibles en la cámara del Ayuntamiento durante audiencias del Ayuntamiento Municipal.

"Los ciudadanos y visitantes presentes durante las asambleas del Ayuntamiento Municipal deben obedecer las mismas reglas de comportamiento, decoro y buena conducta que se aplican a los miembros del Ayuntamiento Municipal. Cualquier persona que haga comentarios impertinentes, utilice vocabulario obsceno o difamatorio, o que al dirigirse al Ayuntamiento lo haga en forma escandalosa, o si causa disturbio durante la asamblea del Ayuntamiento Municipal, será expulsada de la cámara si el oficial que esté presidiendo la asamblea así lo ordena. Además, se le prohibirá continuar participando en la audiencia ante el Ayuntamiento Municipal. Si el oficial que preside la asamblea no toma acción, cualquier otro miembro del Ayuntamiento Municipal puede tomar medidas para hacer cumplir las reglas establecidas, y el voto afirmativo de la mayoría del Ayuntamiento Municipal precisará al oficial que esté presidiendo la sesión a tomar acción." Según la sección 3.3(c) de las reglas de procedimientos del Ayuntamiento.

AGENDA
CITY COUNCIL BRIEFING MEETING
WEDNESDAY, FEBRUARY 18, 2015
CITY HALL
1500 MARILLA
DALLAS, TEXAS 75201
9:00 A.M.

9:00 am Invocation and Pledge of Allegiance 6ES

 Special Presentations

 Open Microphone Speakers

VOTING AGENDA 6ES

1. Approval of Minutes of the January 7, 2015 and February 4, 2015 City Council Meeting
2. Consideration of appointments to boards and commissions and the evaluation and duties of board and commission members (List of nominees is available in the City Secretary's Office)

ITEMS FOR INDIVIDUAL CONSIDERATION

City Attorney's Office

3. An ordinance amending Chapter 40A of the Dallas City Code to amend the definition of the term "spouse" - Financing: No cost consideration to the City

City Secretary's Office

4. A resolution authorizing an increase in the joint elections agreement and election services contract between the City of Dallas and Collin County for the November 4, 2014 special election - Not to exceed \$15,346, from \$4,200 to \$19,546 - Financing: Current Funds

BRIEFINGS 6ES

- A. Neighborhood Plus
- B. Dallas Love Field Update

Lunch

AGENDA
CITY COUNCIL BRIEFING MEETING
WEDNESDAY, FEBRUARY 18, 2015

- BRIEFINGS (Continued) 6ES
- C. Leases for Office Buildings at Dallas/Fort Worth International Airport
- D. City Manager Update (CuSP Report)
- Downtown 360 Plan
- Closed Session 6ES
- Attorney Briefings (Sec. 551.071 T.O.M.A.)
- City of Dallas v. Kenneth E. Albert, et al., Cause No. 13-0940
- Personnel (Sec. 551.074 T.O.M.A.)
- Discussion regarding evaluation of the performance of City Manager A.C. Gonzalez.
- Real Property Deliberations (Sec. 551.072 T.O.M.A.)
- Deliberations about the value and possible sale of Elgin B. Robertson.
- Open Microphone Speakers 6ES

The above schedule represents an estimate of the order for the indicated briefings and is subject to change at any time. Current agenda information may be obtained by calling (214) 670-3100 during working hours.

Note: An expression of preference or a preliminary vote may be taken by the Council on any of the briefing items.

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. Contemplated or pending litigation, or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.
6. Deliberations regarding economic development negotiations. Section 551.087 of the Texas Open Meetings Act.

AGENDA ITEM # 3

KEY FOCUS AREA: E-Gov

AGENDA DATE: February 18, 2015

COUNCIL DISTRICT(S): N/A

DEPARTMENT: City Attorney's Office
City Manager's Office

CMO: Warren M.S. Ernst, 670-3491
A. C. Gonzalez, 670-3297

MAPSCO: N/A

SUBJECT

An ordinance amending Chapter 40A of the Dallas City Code to amend the definition of the term "spouse" - Financing: No cost consideration to the City

BACKGROUND

The Board of Directors of the Employees' Retirement Fund of the City of Dallas recommends that the definition of the term "spouse" in Chapter 40A of the Dallas City Code be amended to comply with federal law. Section 40A-35(b) of the Dallas City Code provides that, when a provision of Chapter 40A is determined by the Board of Directors of the Employees' Retirement Fund of the City of Dallas to require amendment to comply with federal law, the Board shall recommend the exact amending language to be included in the ordinance. The Board has recommended the exact language in this ordinance.

PRIOR ACTION / REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On February 10, 2015, the Board of Directors of the Employees' Retirement Fund of the City of Dallas resolved, through Resolution Number 2015-1, to recommend that the Dallas City Council amend the definition of the term "spouse," in Section 40A-1 of the Dallas City Code to comply with federal law.

FISCAL INFORMATION

No cost consideration to the City

2/11/15

ORDINANCE NO. _____

An ordinance amending Chapter 40A, "Retirement," of the Dallas City Code by amending Section 40A-1; amending the definition of the term "spouse" to comply with federal law; providing a saving clause; providing a severability clause; and providing an effective date.

WHEREAS, Section 40A-35(b) of the Dallas City Code provides that, when a provision of Chapter 40A is determined by the Board of Directors of the Employees' Retirement Fund of the City of Dallas to require amendment to comply with federal law, the Board shall recommend the exact amending language to be included in the ordinance;

WHEREAS, the Board of Directors of the Employees' Retirement Fund of the City of Dallas resolved on February 10, 2015, through Resolution Number 2015-1, to recommend that the Dallas City Council amend the definition of the term "spouse," in Section 40A-1 of the Dallas City Code to comply with federal law; and

WHEREAS, Resolution Number 2015-1 of the Board of Directors of the Employees' Retirement Fund of the City of Dallas, adopted on February 10, 2015, contains the exact amending language for the definition of the term "spouse," in Section 40A-1 of the Dallas City Code, as set out below; Now, Therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That Paragraph (42) of Section 40A-1, "Definitions," of Chapter 40A, "Retirement," of the Dallas City Code is amended to read as follows:

"(42) SPOUSE means the person to whom the [husband or wife of a] member, inactive member, or retiree is married, as evidenced by the last marriage certificate or declaration of common law marriage on file with the Retirement Fund and verified by the Fund to be valid in the jurisdiction in which the marriage was celebrated."

SECTION 2. That Chapter 40A of the Dallas City Code shall remain in full force and effect, save and except as amended by this ordinance.

SECTION 3. That the terms and provisions of this ordinance are severable and are governed by Section 1-4 of Chapter 1 of the Dallas City Code, as amended.

SECTION 4. That this ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so ordained.

APPROVED AS TO FORM:

WARREN M.S. ERNST, City Attorney

By _____
Assistant City Attorney

Passed _____

AGENDA ITEM # 4

KEY FOCUS AREA: E-Gov
AGENDA DATE: February 18, 2015
COUNCIL DISTRICT(S): All
DEPARTMENT: City Secretary
CMO: Rosa A Rios, 670-5654
MAPSCO: N/A

SUBJECT

A resolution authorizing an increase in the joint elections agreement and election services contract between the City of Dallas and Collin County for the November 4, 2014 special election - Not to exceed \$15,346, from \$4,200 to \$19,546 - Financing: Current Funds

BACKGROUND

Chapter 31, Subchapter D, of the Texas Election Code provides the City may contract with the county elections administrator for certain election services. The elections administrator first provides an estimate to each participating jurisdiction which is required to be paid in advance. Following the election, the elections administrator performs an election audit and will either (1) bill each participating jurisdiction for any additional amount owed, less the cost estimate paid; or (2) issue a refund in the event the cost estimate paid by participating jurisdictions exceeded the actual cost.

The Dallas City Council approved a joint election agreement and election services contract between the City of Dallas and Collin County for the conduct of the joint election at an estimated cost of \$4,200. On January 22, 2015, the city was notified by the Collin County Elections Administrator their final audit of the November 4, 2014 special election indicated the total cost of the election, to be paid by the city, was \$19,545.36. Less the deposit paid, the city is showing to have a balance owed in the amount of \$15,346. According to Collin County, those additional costs were due primarily to unforeseen expenses in the areas of (1) programming of individual ballot styles, (2) changes to participating jurisdictions of cost for voice over and (3) additional cost for overtime pay to election judges/clerks.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

Resolution No. 14-1652, passed by the City Council on September 24, 2014, authorized a joint election agreement and election services contract between the City of Dallas and Collin County, in an amount not to exceed \$4,200, to cover the "estimated" costs for the conduct of a special election subsequently held on Tuesday, November 4, 2014.

FISCAL INFORMATION

\$15,345.36 – Current Funds

February 18, 2015

WHEREAS, the City Council ordered a general election to be held on Tuesday, November 4, 2014; and

WHEREAS, the City of Dallas and the other jurisdictions holding elections on November 4, 2014 desired to hold the elections jointly in accordance with Chapter 271 of the Texas Election Code; and

WHEREAS, the City had contracted with the Collin County Elections Administrator for election services for the November 4, 2014 special election in accordance with Subchapter D of Chapter 31 of the Texas Election Code; and

WHEREAS, the City Council on September 24, 2014 authorized the contract between City of Dallas and the Collin County Elections Administrator for the estimated cost of election services in the amount of \$4,200 for the November 4, 2014 special election; and

WHEREAS, the Collin County Elections Administrator on January 22, 2015 notified the City Secretary's Office of additional election services costs for the November 4, 2014 special election in the amount of \$15,345.36; and

WHEREAS, it is now necessary to authorize an increase in the election services contract with the Collin County Elections Administrator for the November 4, 2014 Special Election in an amount not exceed \$15,345.36; **Now, Therefore,**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

Section 1. That the City Manager is hereby authorized to increase the joint elections agreement and election services contract between the City of Dallas and Collin County, in an amount not to exceed \$15,345.36, from \$4,200 to \$19,545.36.

Section 2. That the Chief Financial Officer is hereby authorized to disperse a total amount not to exceed \$15,345.36 from Fund 0001, Department SEC, Unit 1190, Object Code 3070, Encumbrance No. 15SEC1190L02, Vendor 214184 for deposit in the election services contract fund as the City's estimated share of the costs of the general, special and runoff elections.

Section 3. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.

Memorandum



CITY OF DALLAS

DATE February 13, 2015

TO Honorable Mayor and Members of the City Council

SUBJECT **Neighborhood Plus**

On Wednesday, February 18, 2015, the City Council will be briefed on Neighborhood Plus by our consultants on this project, John Fregonese and Mercedes Marquez. The briefing materials are attached for your review. Please contact me if you have any questions, or if I can provide additional information.

A handwritten signature in blue ink, appearing to read 'Theresa O'Donnell'.

Theresa O'Donnell
Chief Planning Officer

c: A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Eric D. Campbell, Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Neighborhood Plus

The future of living in our city

Dallas City Council Briefing
February 18, 2015



Purpose of the Briefing

- Provide an overview of the Neighborhood Plus program and process undertaken to date
- Review data analysis that has shaped the recommended strategies presented today
- Present six key strategies that comprise the backbone of the plan for Council consideration
- Discuss the important next steps necessary to bring the Neighborhood Plus Plan to conclusion and satisfy Dallas' commitment to HUD

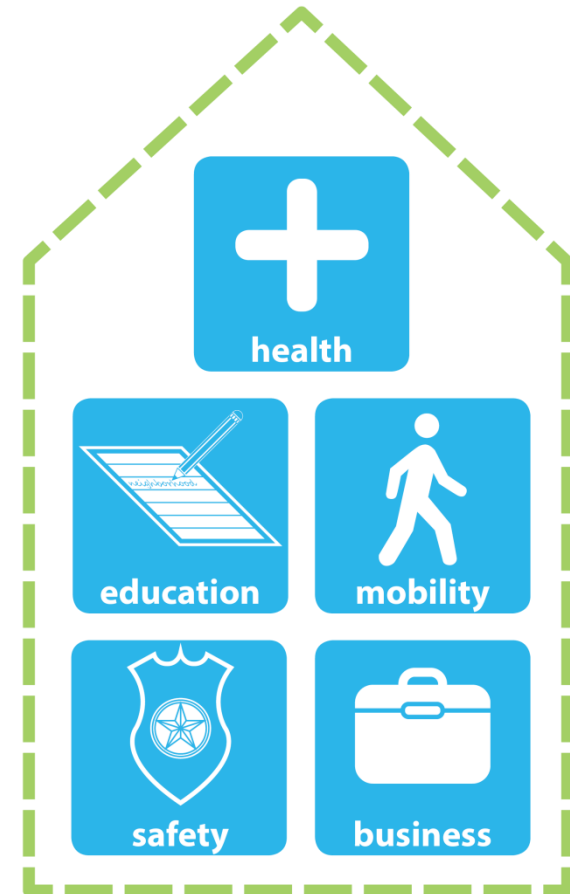
NeighborhoodPlus

The future of living in our city

Overarching

Goals:

- Foster vital neighborhoods throughout Dallas
- **Think beyond just housing** – encompass education, health, mobility, business, and safety



Purpose of the Plan

- Shape Housing Policy and set a new direction for housing development in Dallas.
- Strengthen Neighborhood Revitalization policy and develop a planning and decision-making 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 choices to strengthen Dallas' regional leadership.

NeighborhoodPlus

The future of living in our city



**Alleviate
Poverty**

2



**Fight
Blight**

3



**Attract and
Maintain
the Middle
Class**

4



**Expand
Home-
ownership**

5



**Enhance
Rental
Options**

6

1

COLLECTIVE IMPACT

Process Thus Far

Activities	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Fair Housing Symposium	★										
Council workshop			★								
Neighborhood block party					★						
Ongoing Partner Meetings					→						
Community workshops							★				
Partners Symposia									★		
Draft Strategic Plan							→				

Public Engagement Workshops



Power in Partnerships

- Overwhelming support has been demonstrated by our partners.
- Countless large and small programs and projects deliver successful results to our residents and neighbors.

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

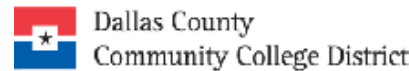
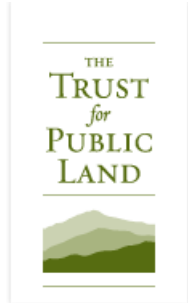
Partnerships in Action

9



The Meadows Foundation

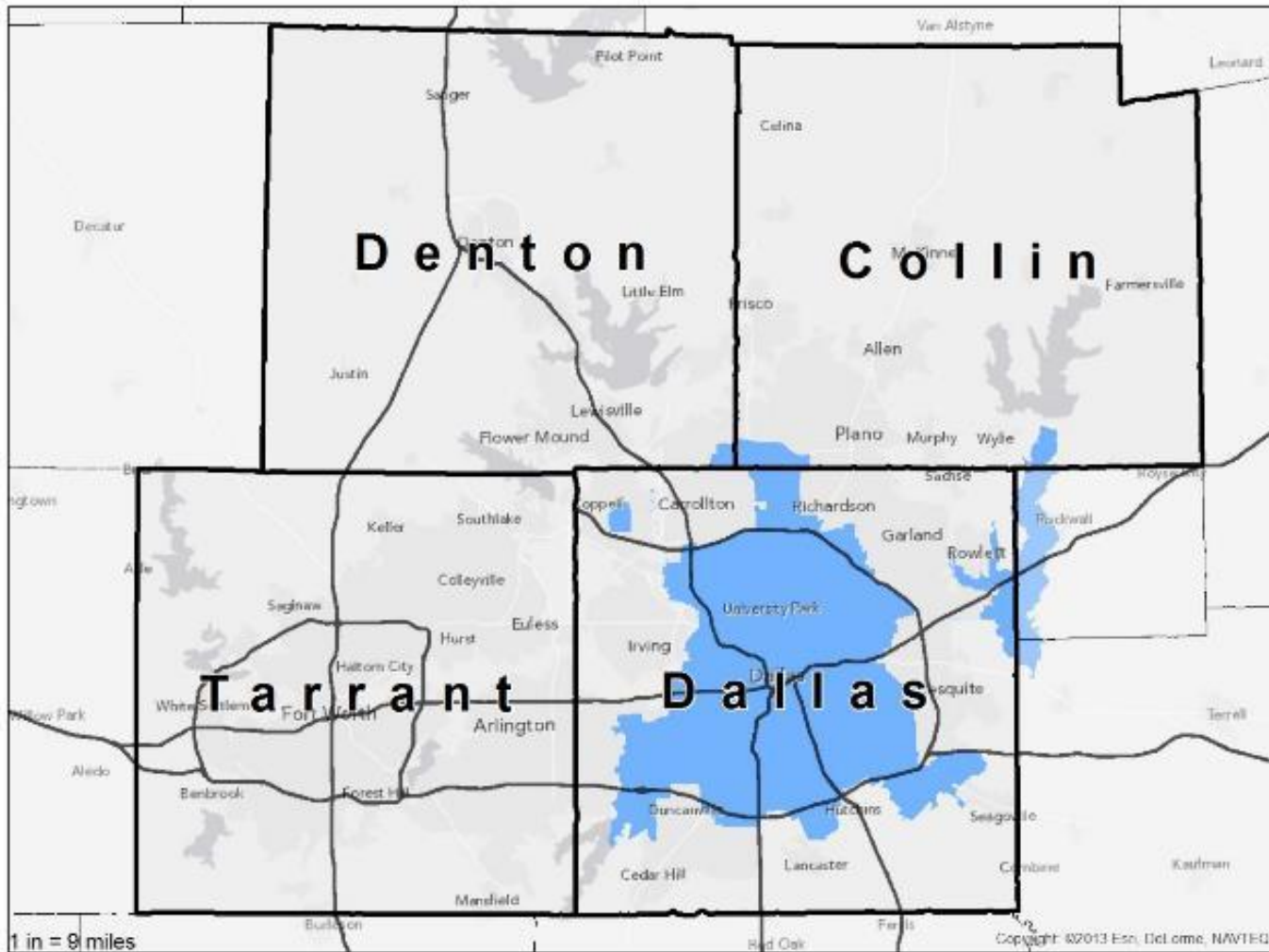
Parkland



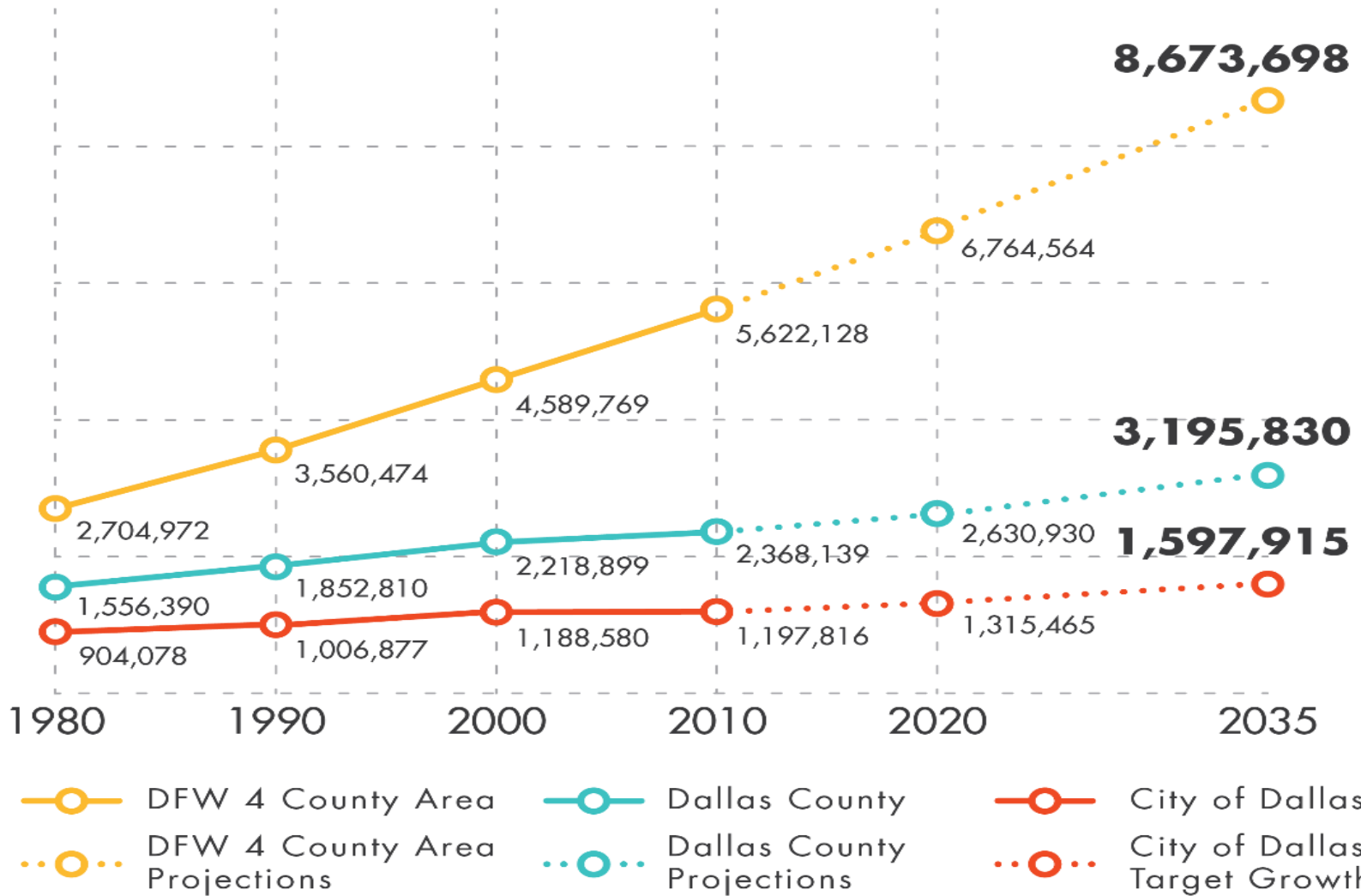
Understanding Dallas in the Regional Context

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

Dallas is the engine of the 4th largest metropolitan economy in the nation

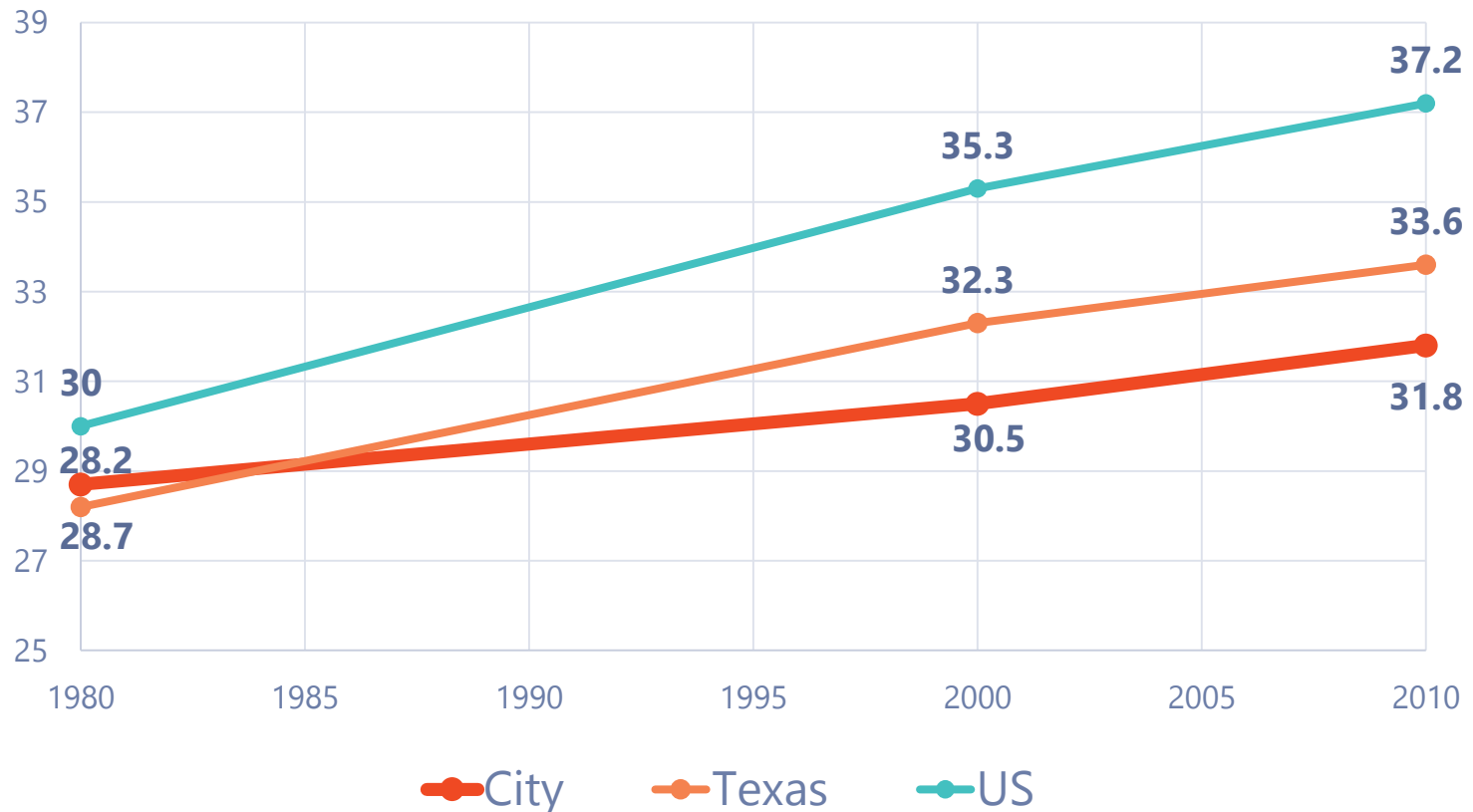


Steady Population Growth



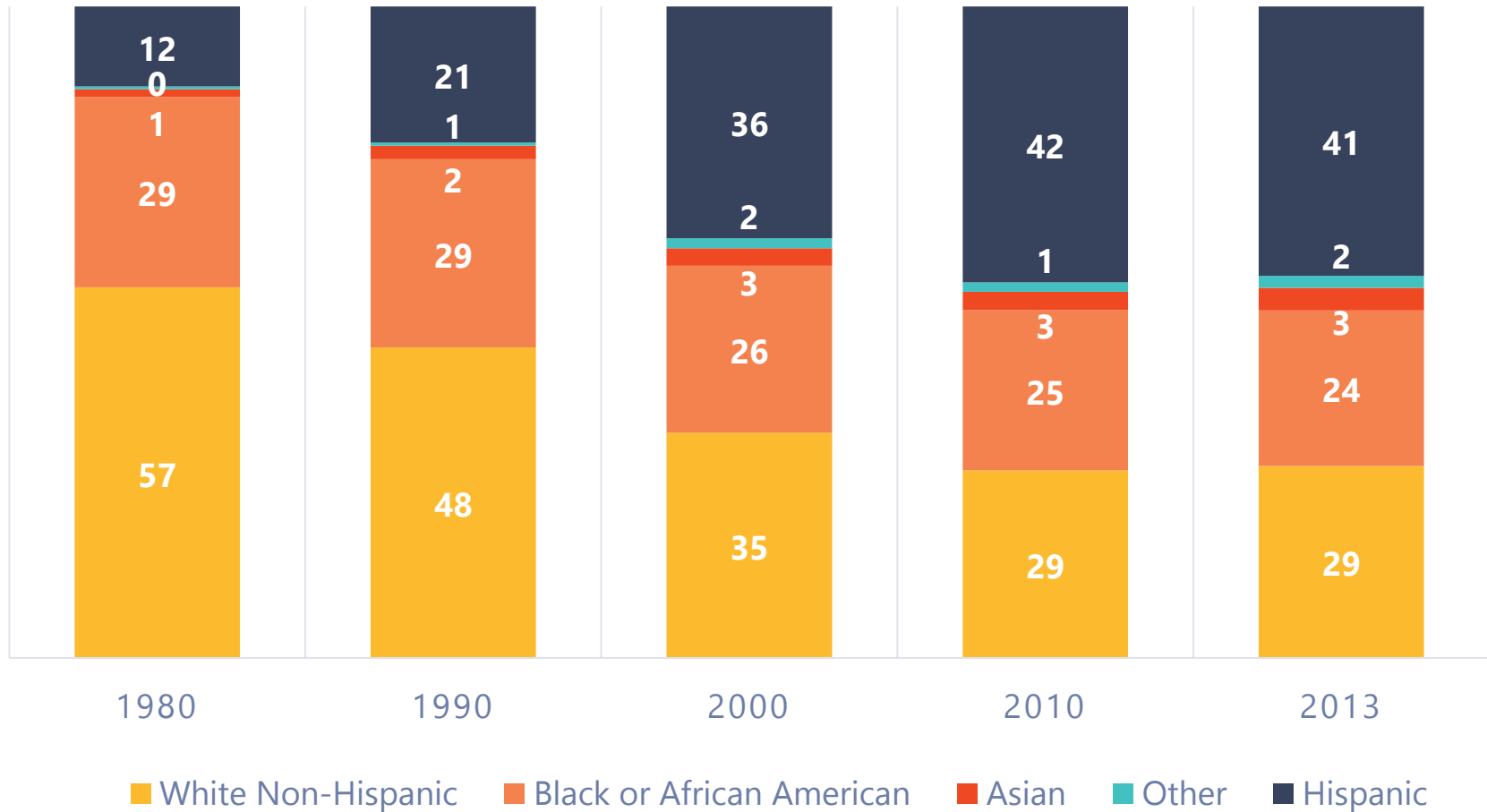
Dallas is younger than the Region, Texas and the US by an increasing margin.

Median Age, 1980-2010



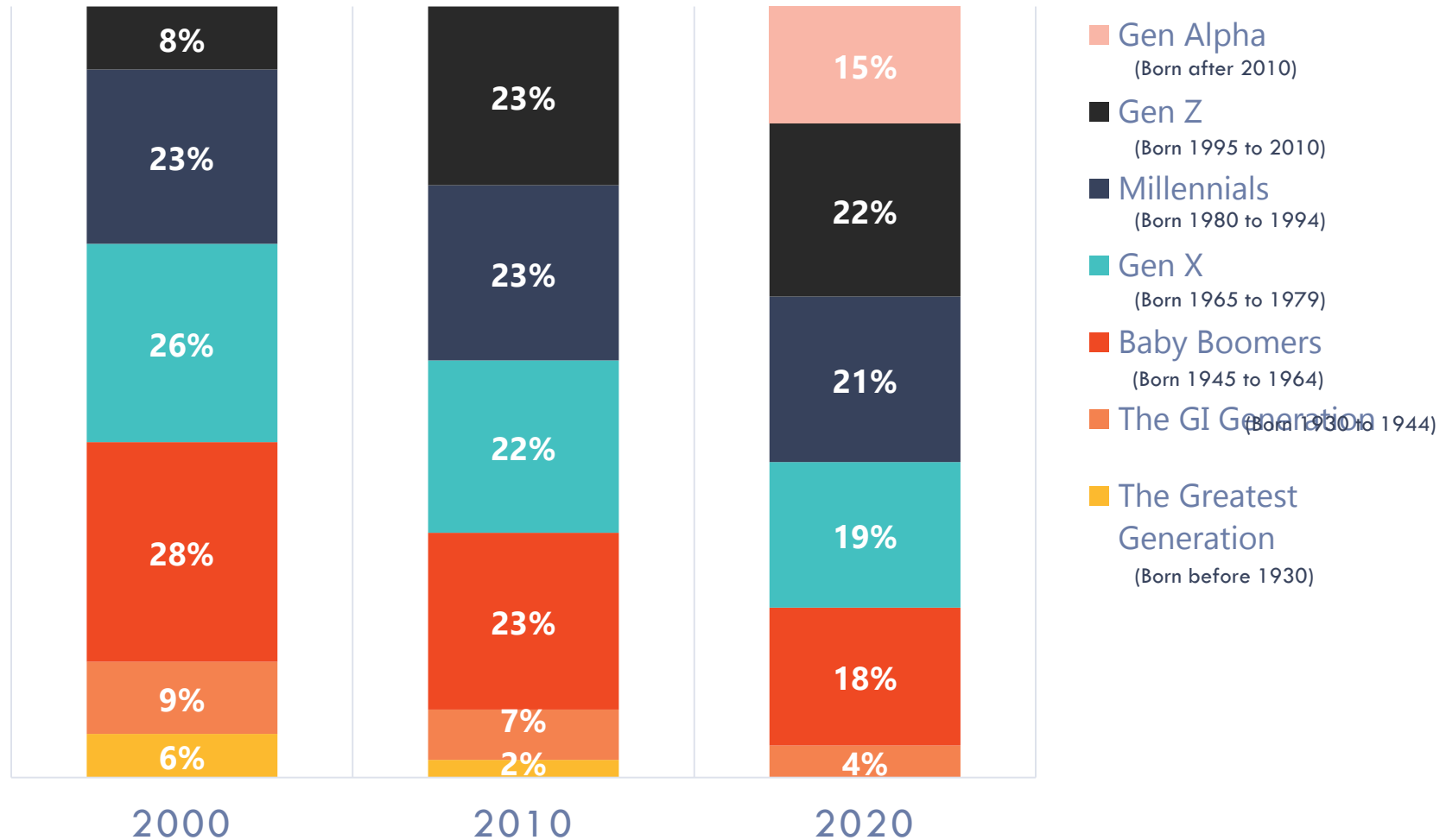
Change in Ethnic Mix

Change in Ethnic Mix, 1980 to 2013



Change in Generational Split

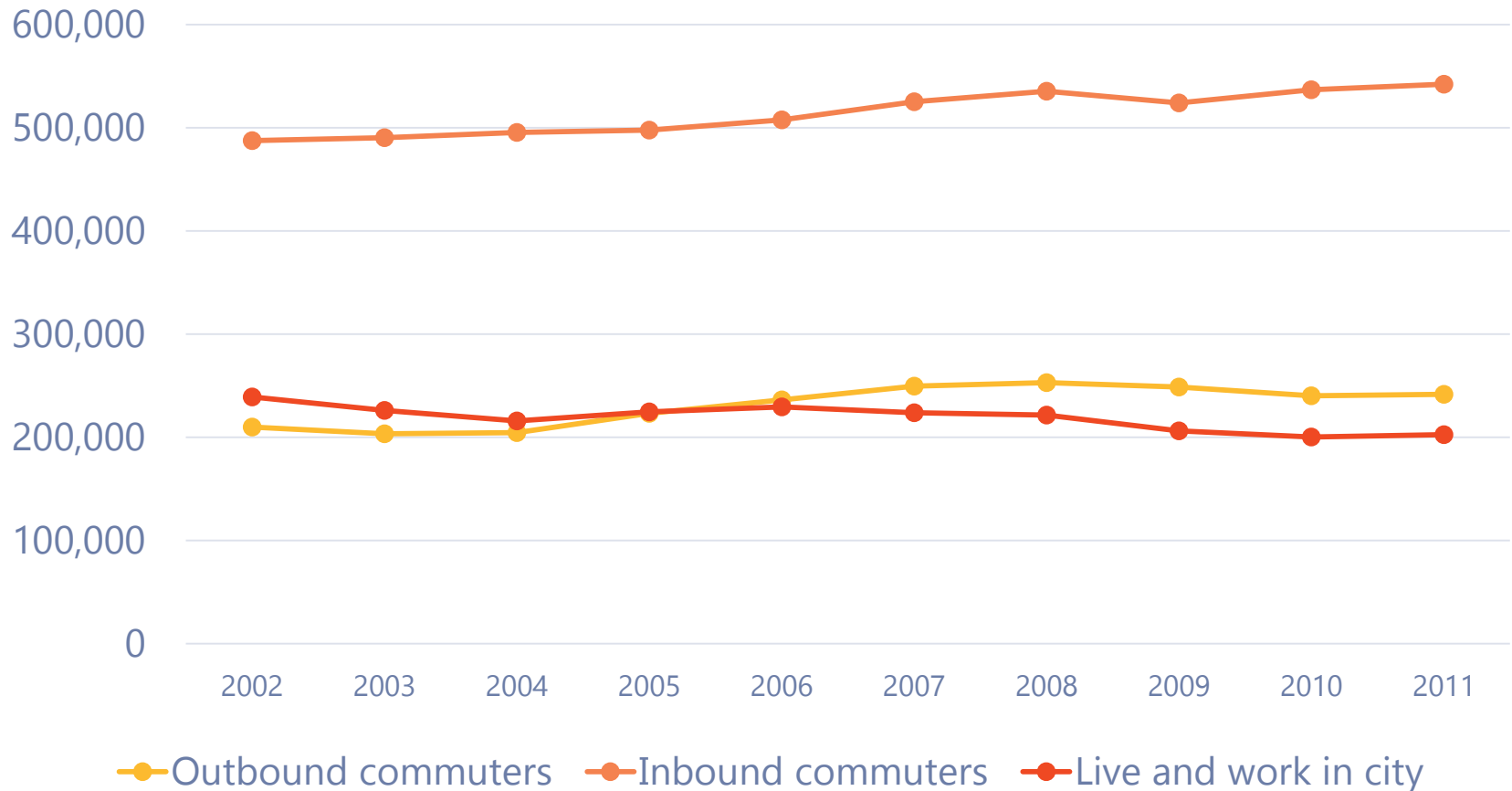
Change in Generations: Dallas County Over Time



Source: Historical Population Data and Forecasts from Woods & Pool for Dallas County

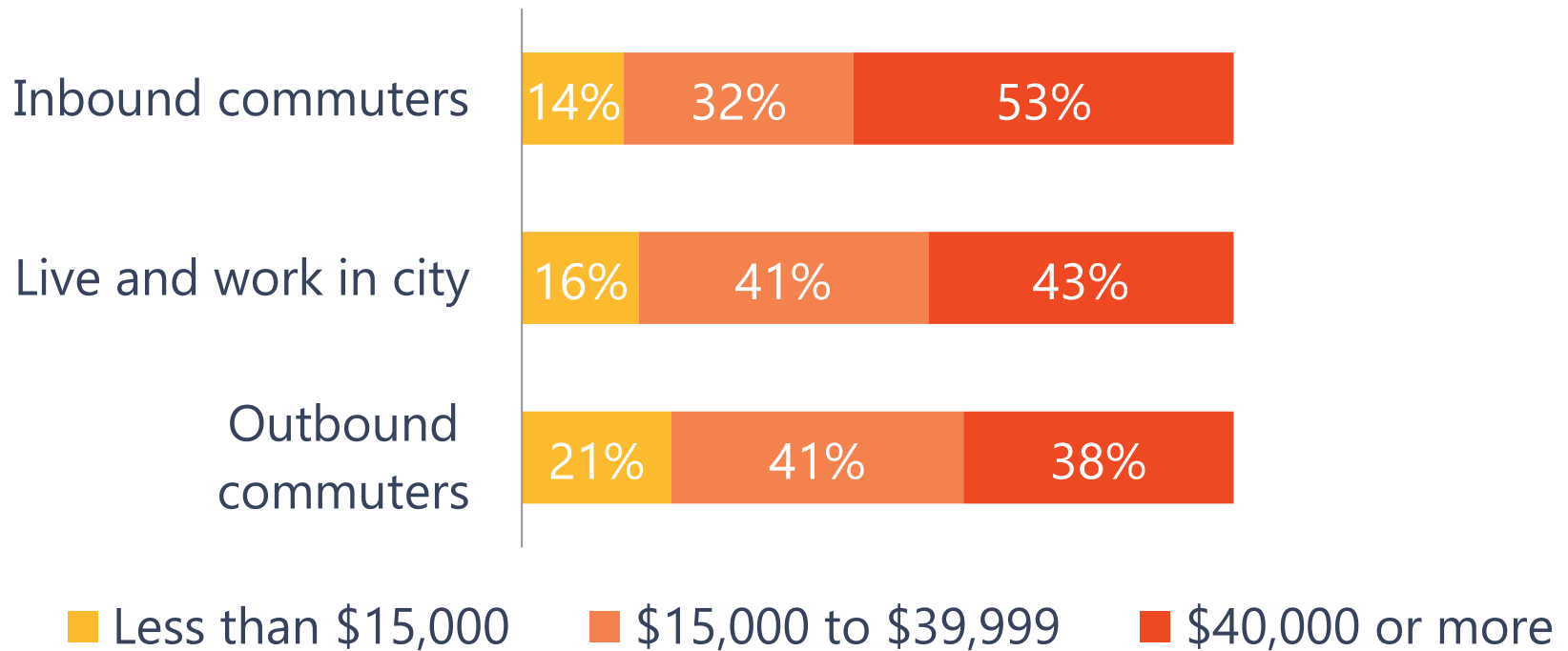
Inbound commuters make up a large segment of Dallas' workforce

Residence of workforce, 2002-2011

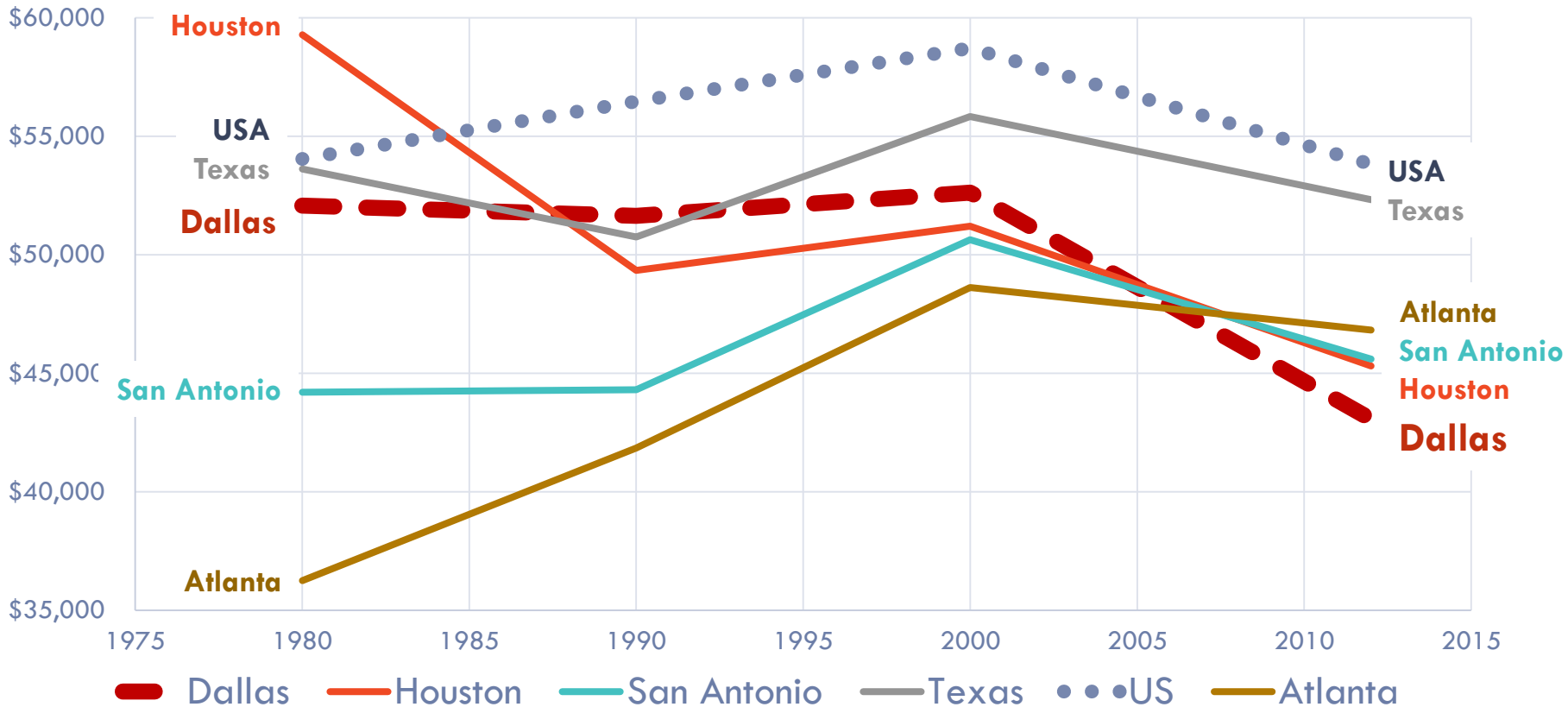


Inbound commuters have higher incomes among Dallas' workforce

Income distribution of workforce, 2011



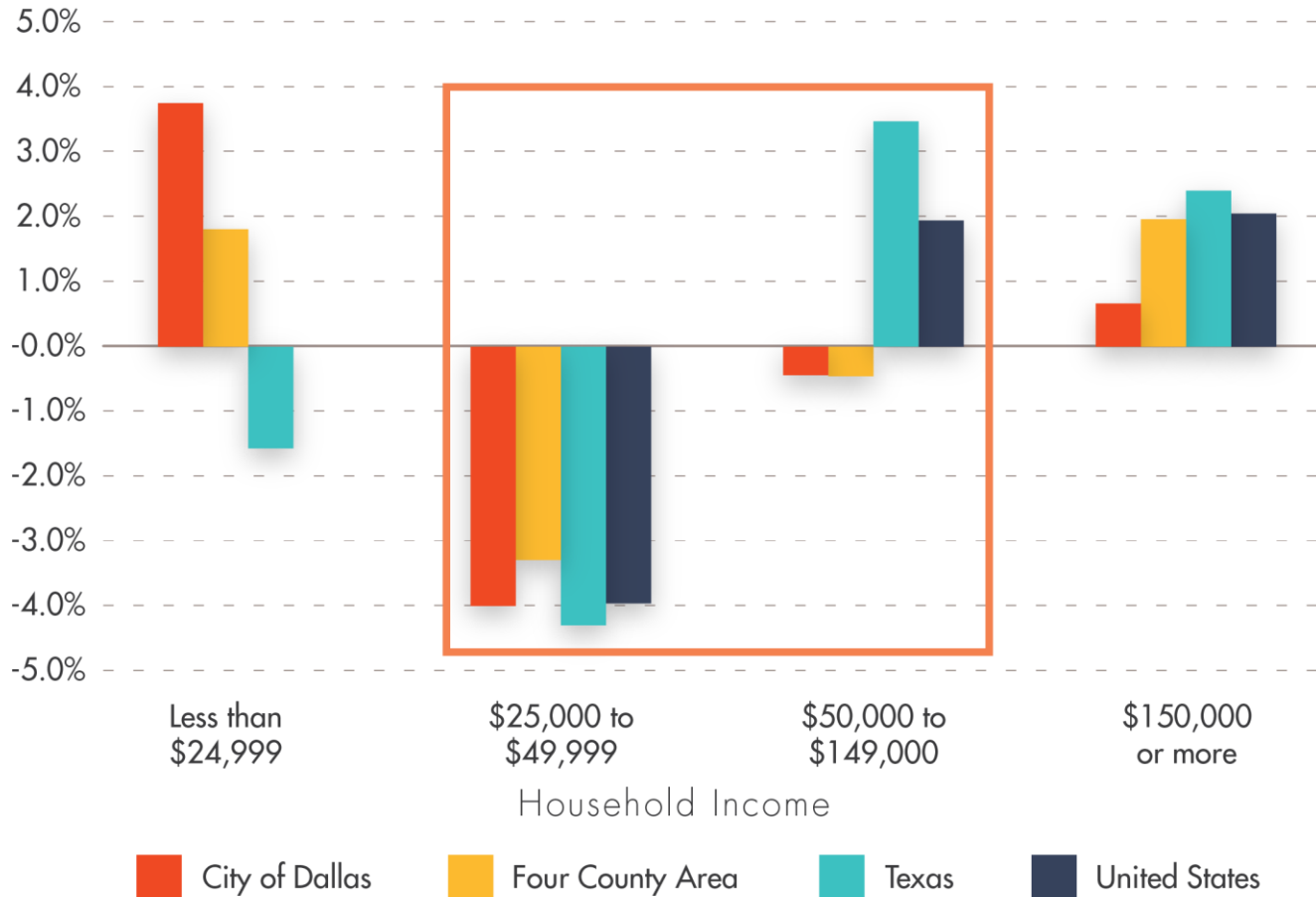
Median Income in Dallas is declining sharply



Sources: Median Household Income (Adjusted to 2013 Dollars) retrieved from Social Explorer of US Decennial Census 1980 (T53), 1990 (T43), 2000 (T93), and ACS 2008-2012 5 year estimates (T57)

Dallas has a declining share of middle income households

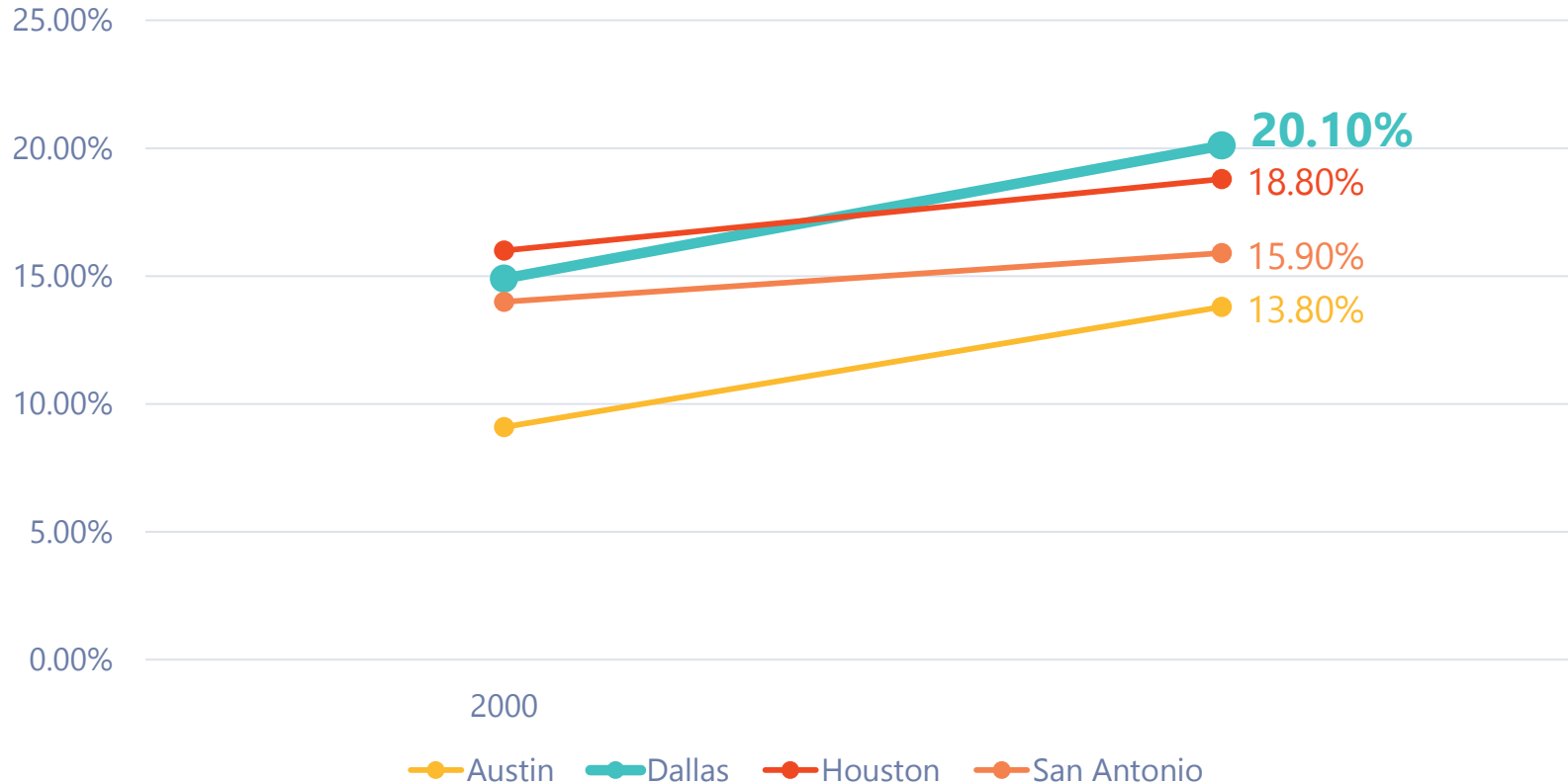
Change in Share of Households (2000-2012)



Source: Census 2000 (in 2012 Dollars) and American Community Survey 2012 1 Year Estimates

Poverty in Dallas has reached crisis proportions

% Families below Poverty Line



Source: US Census Data (2000 Decennial Census and ACS 2008-2012 five year estimates) via Social Explorer T98/T179.

Does Dallas Offer Adequate Housing Choice?

- “Safety and security don’t just happen, they are the result of collective consensus and public investment” – Nelson Mandela

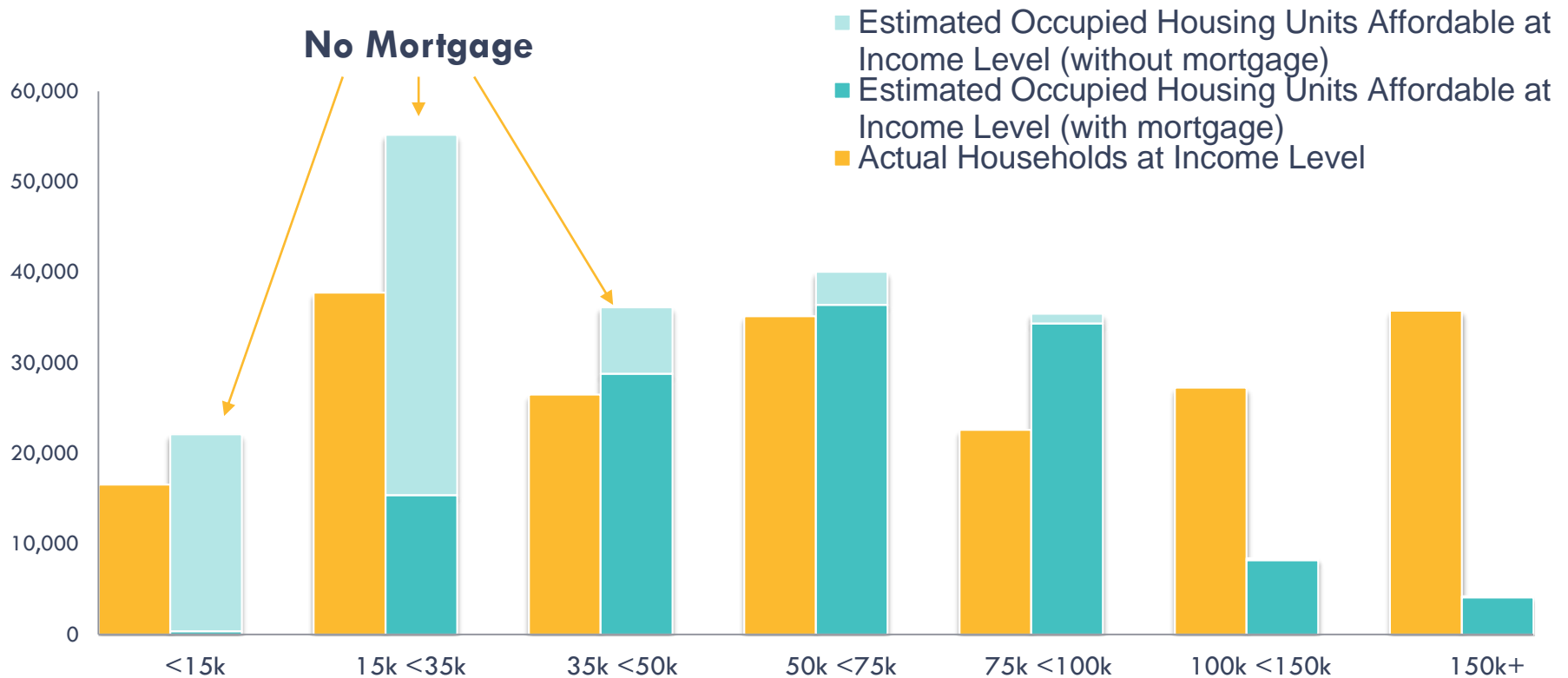
Does Supply Meet Demand?

- Does housing supply meet the needs of current and future residents based on their age, income, household composition and housing preferences?
- Do residents have a range of safe and attractive housing options?

Understanding Housing Affordability

1. Categorize households by annual income
2. Categorize occupied housing units based on costs to the owner or renter
3. Compare households to the housing units they could afford – with costs no more than 30% of gross income

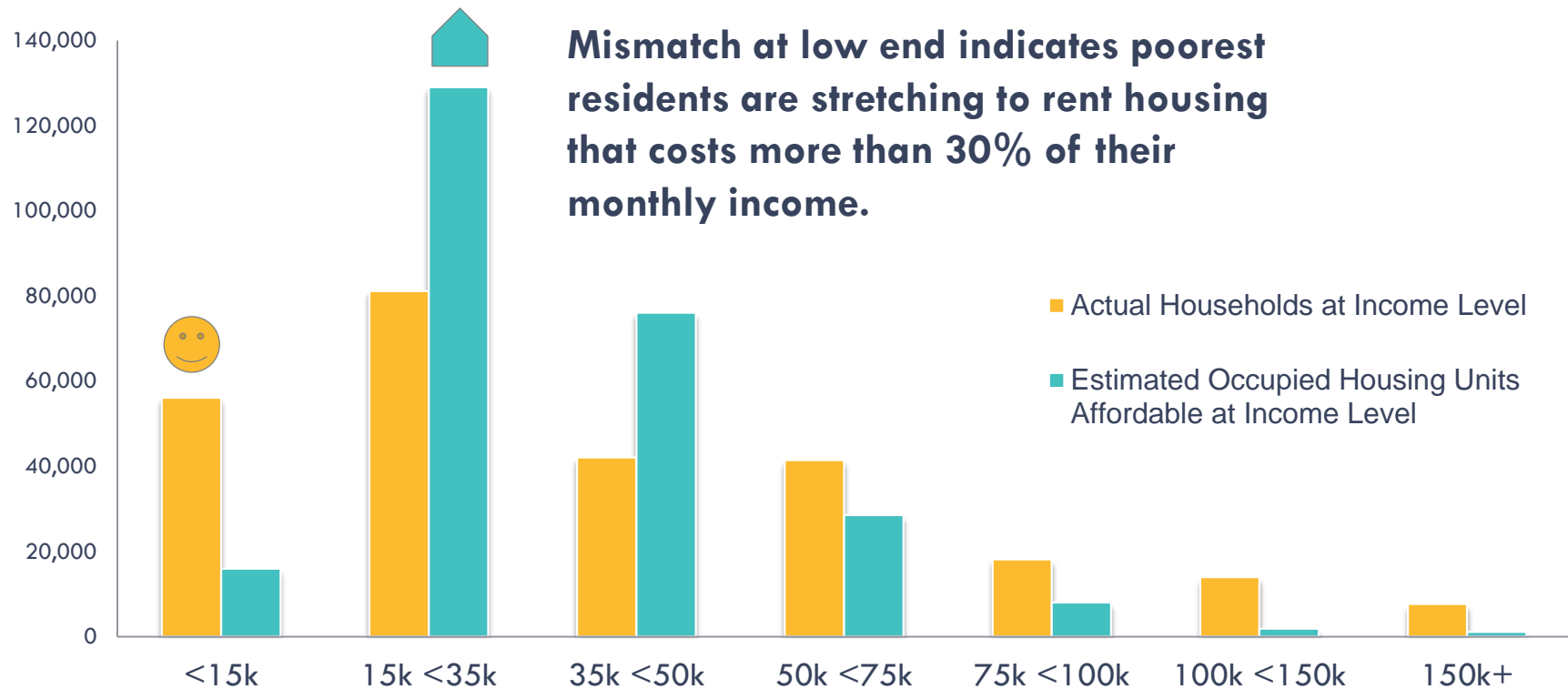
Comparing Owner Household Incomes with Occupied Units Affordable at Each Income Level



Few homes are affordable at lower incomes levels, unless they are mortgage-free.

At highest incomes, households are less likely to pay a 30% of income on housing, so mismatch is less than it appears.

Comparing Rental Household Incomes with Occupied Units Affordable at Each Income Level

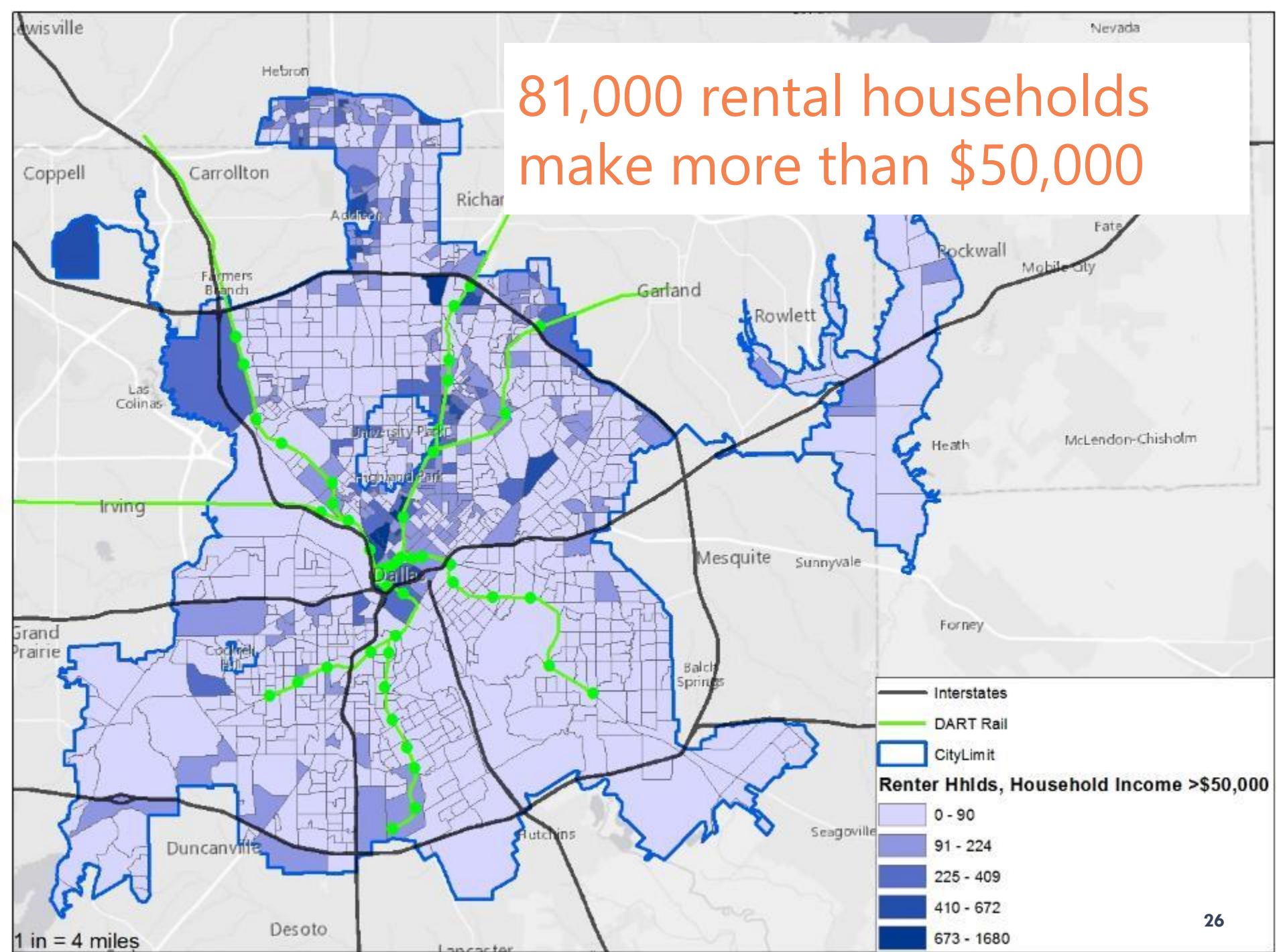


More people than housing units affordable to them.

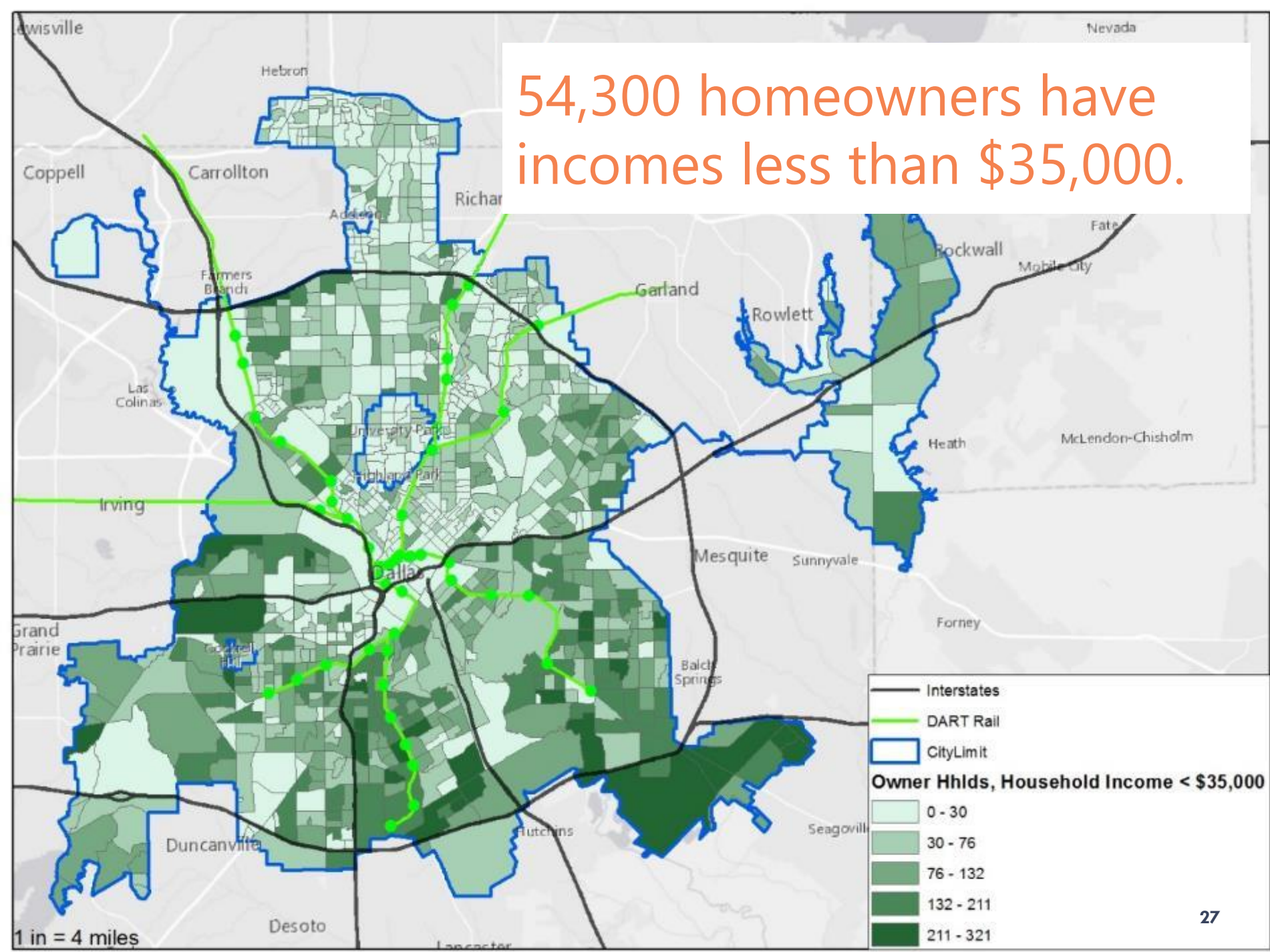
More housing units affordable at this level than people earning this much.

Source: Envision Tomorrow Balanced Housing Model; ACS 2009-2013.

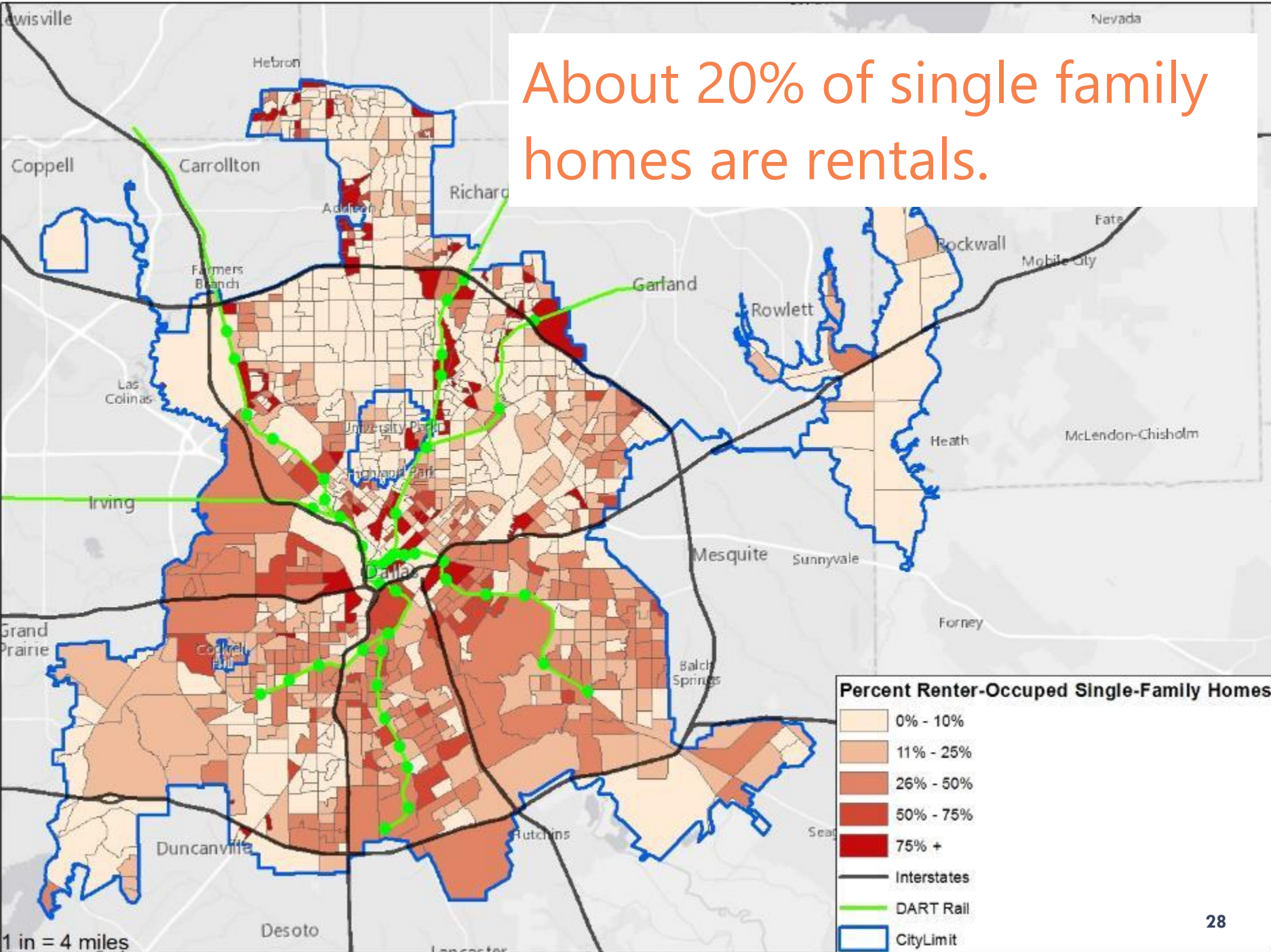
81,000 rental households make more than \$50,000



54,300 homeowners have incomes less than \$35,000.



About 20% of single family homes are rentals.

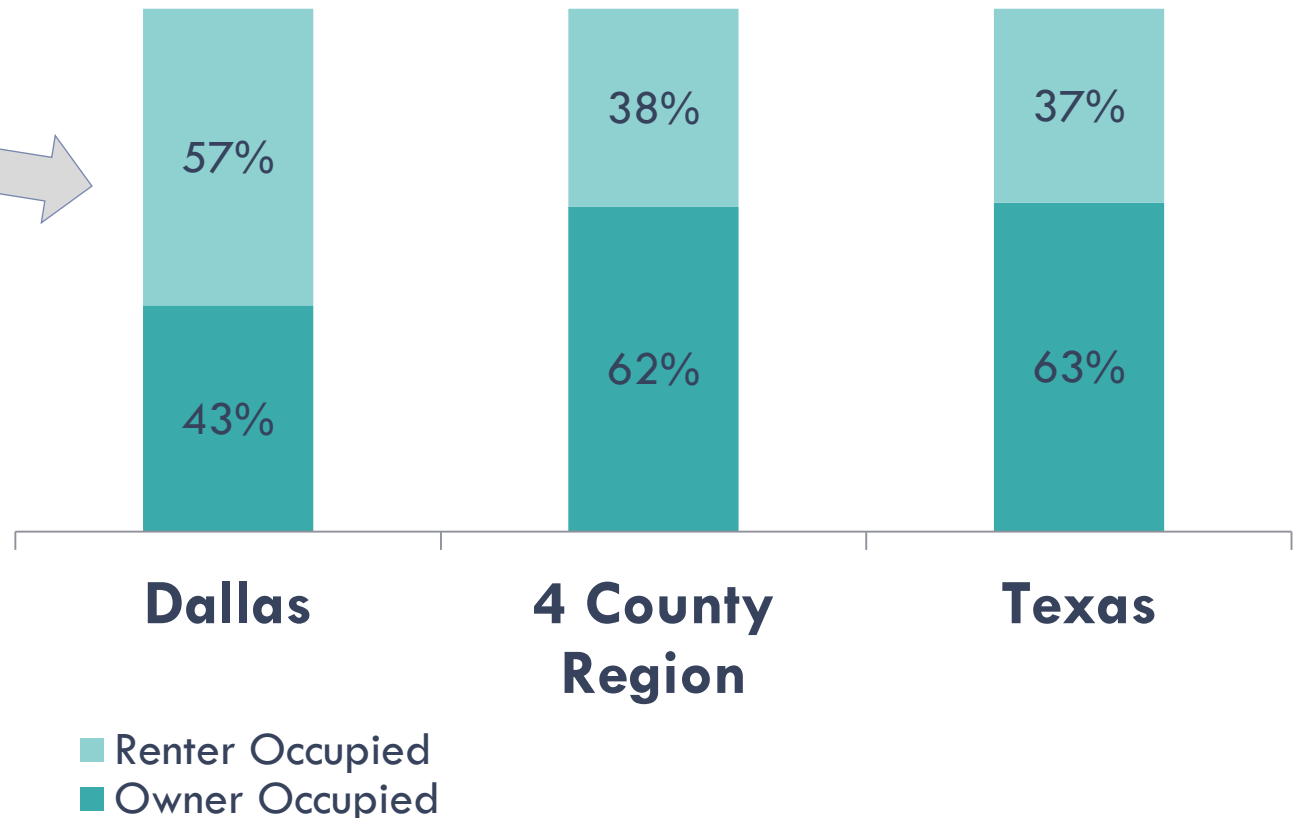
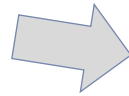


1 in = 4 miles

The majority of households with children are renting.

Households with Children (2013)

57% of households with children are renting



Notable Housing Trends in Dallas

- Many middle-to-high income renters – *there is a market for high-amenity rental*
- Many homeowners with low incomes – *this can limit their ability to make upgrades and repairs*
- Many single family rental homes – *of varying quality*
- *High proportion of households with kids reside in rental units*

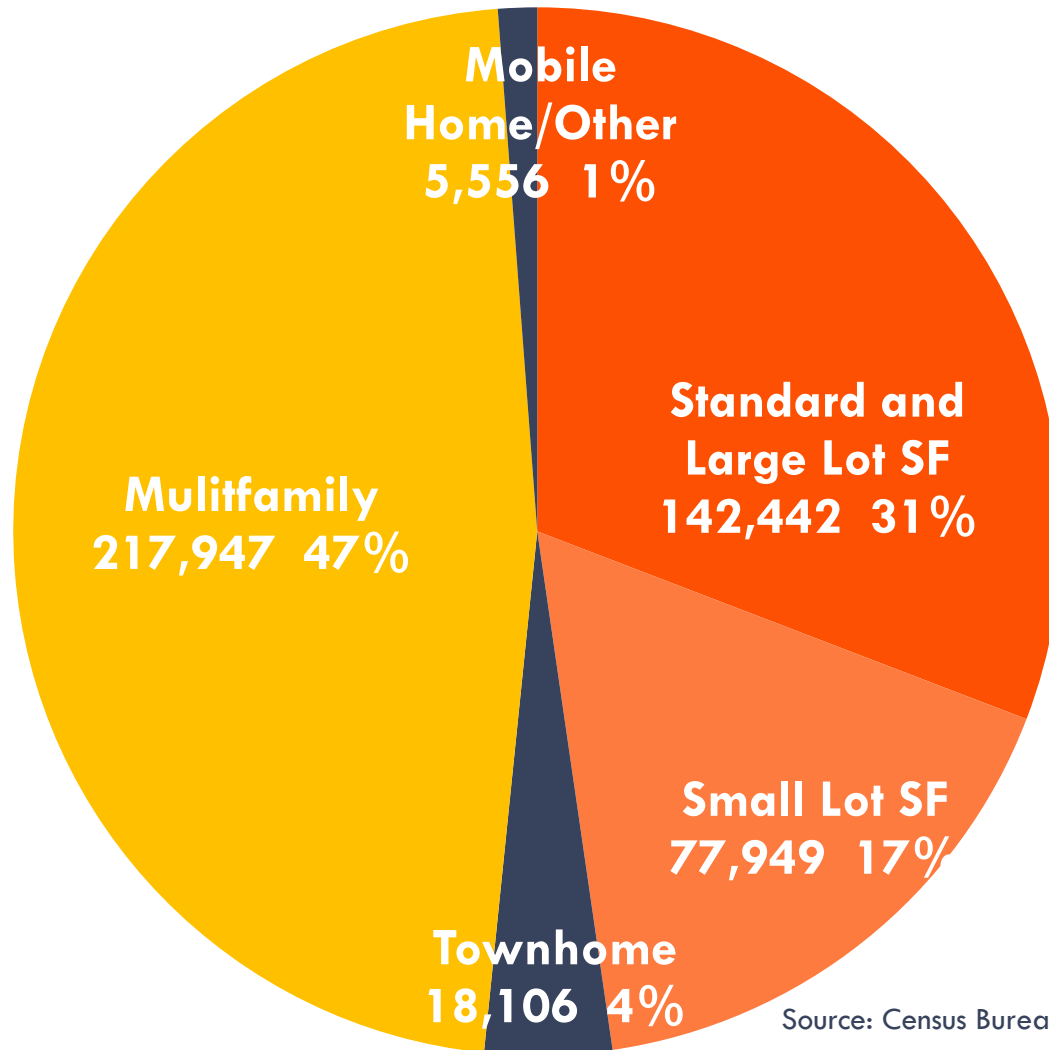
A Dallasite's Dilemma

- Dallas has some troubling mismatches between housing demand and supply
- Dallasites are forced to make a difficult choice:
 - Choose less desirable housing
 - Choose housing that is too expensive relative to their income, forcing spending cutbacks
- Many middle income households move to other cities for a better fit



What type of housing do we have today?

Current Housing Stock, City of Dallas



Source: Census Bureau, ACS 2009-2013 (5-year Estimate)

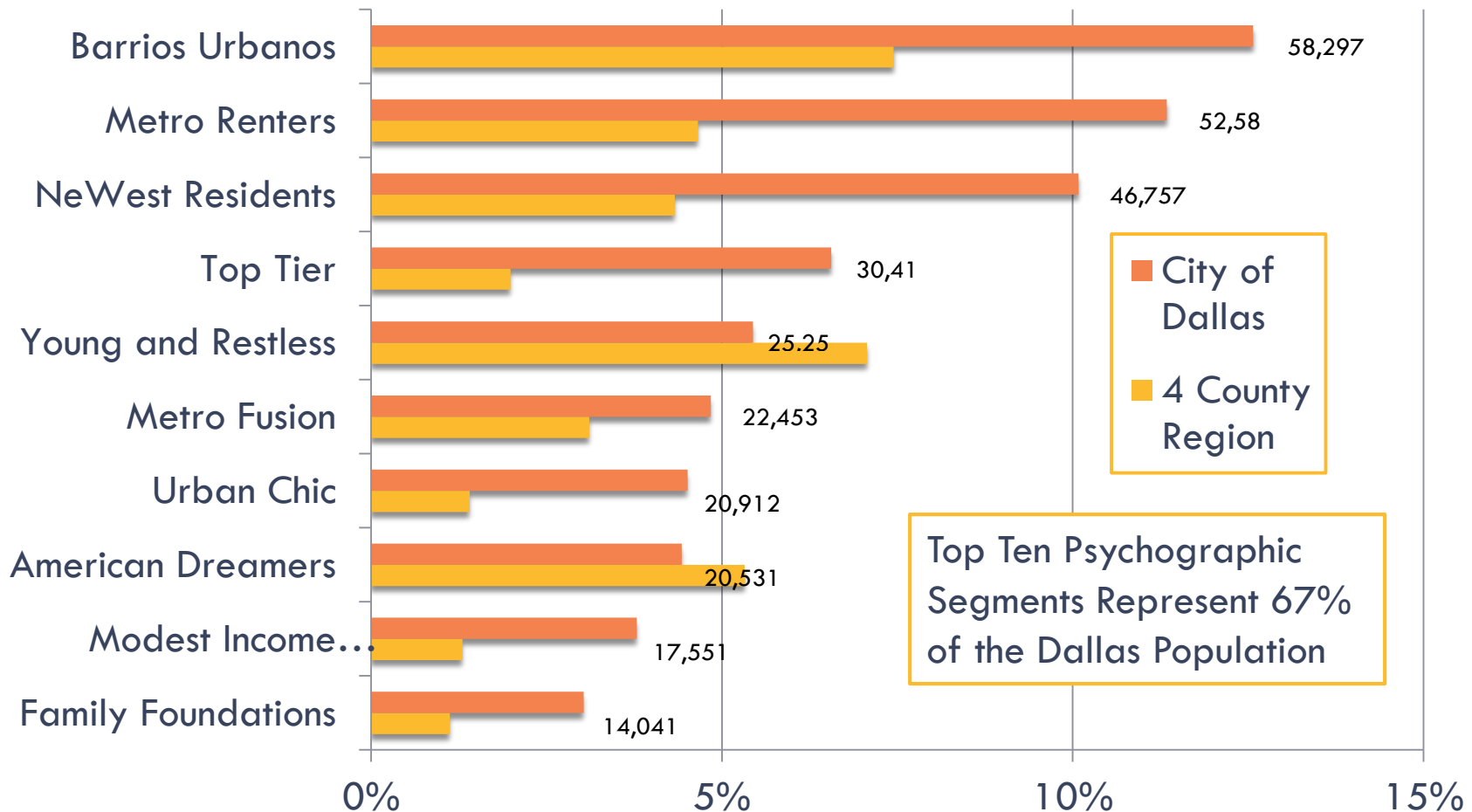
Who Is Dallas Attracting?



Psychographics

Combines demographics, socio-economics, preferences

Top 10 Tapestry Segments



Dominant Groups in Dallas

21%

• Young Diverse Families

Barrios Urbanos, NeWest Residents, Las Casas

16%

• Urban Loving Millennials

Metro Renter, Young & Restless, Laptop & Lattes

8%

• Dallas Baby Boomers

Top Tier, Savvy Suburbanites, Exurbanites

7%

• Hardworking Households

Family Foundations, Traditional Living, Modest Income Households

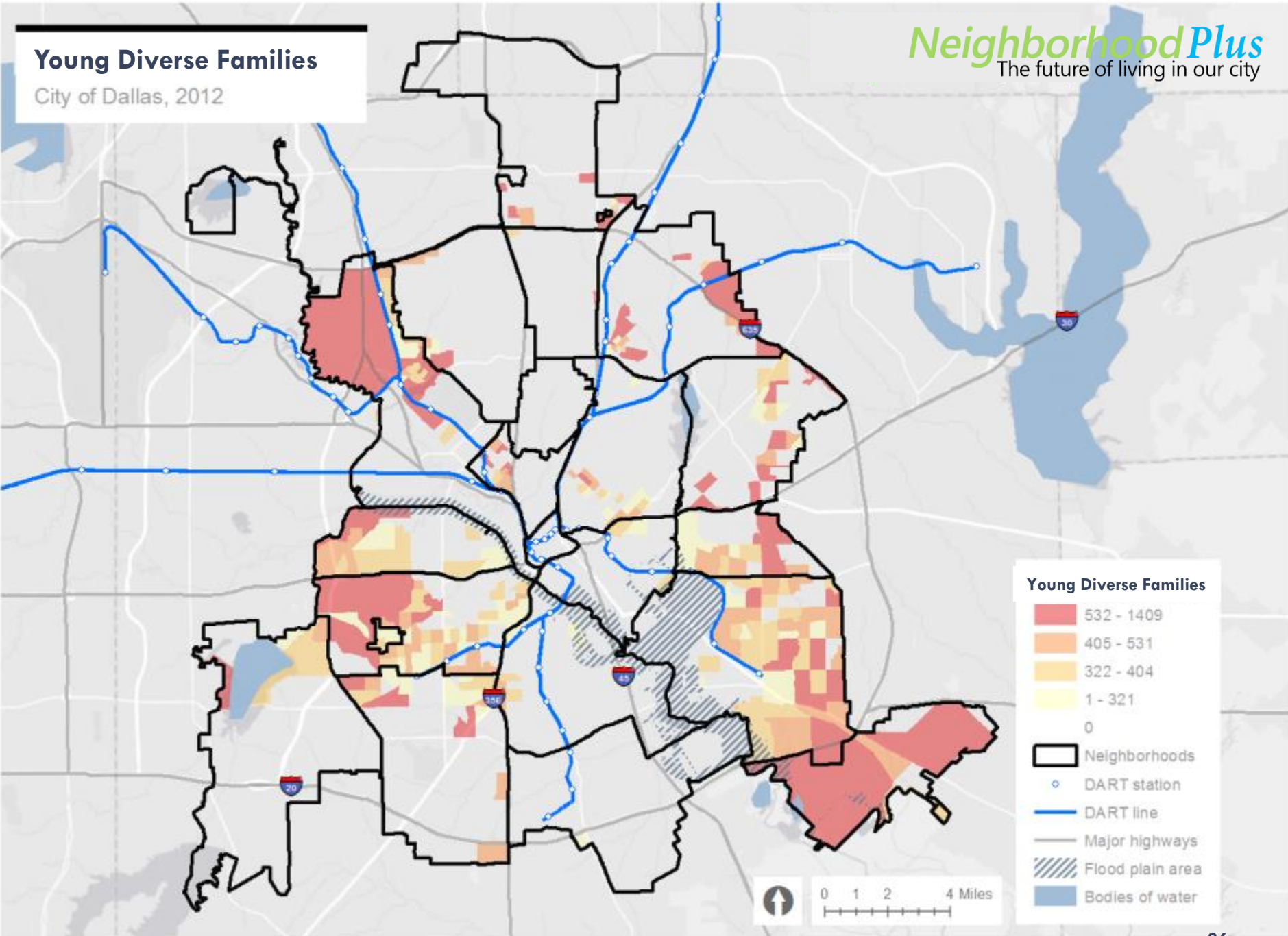
- ❖ Who are they and what do they like?
- ❖ Where do they live?
- ❖ What are the characteristics of these areas?

Young Diverse Families

- Barrios Urbanos; NeWest Residents; Las Casas
 - 21% of City of Dallas (112,627 households in 2012)
- Families with kids, often multigenerational
- Younger families newer to the city live mostly in apartments
- Tend to prefer single family homes - some as renters
- Own cars but frequently carpool
- Love soccer, favor energy drinks, spend on diapers, furniture, magazines, keeping up personal style

Young Diverse Families

City of Dallas, 2012



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

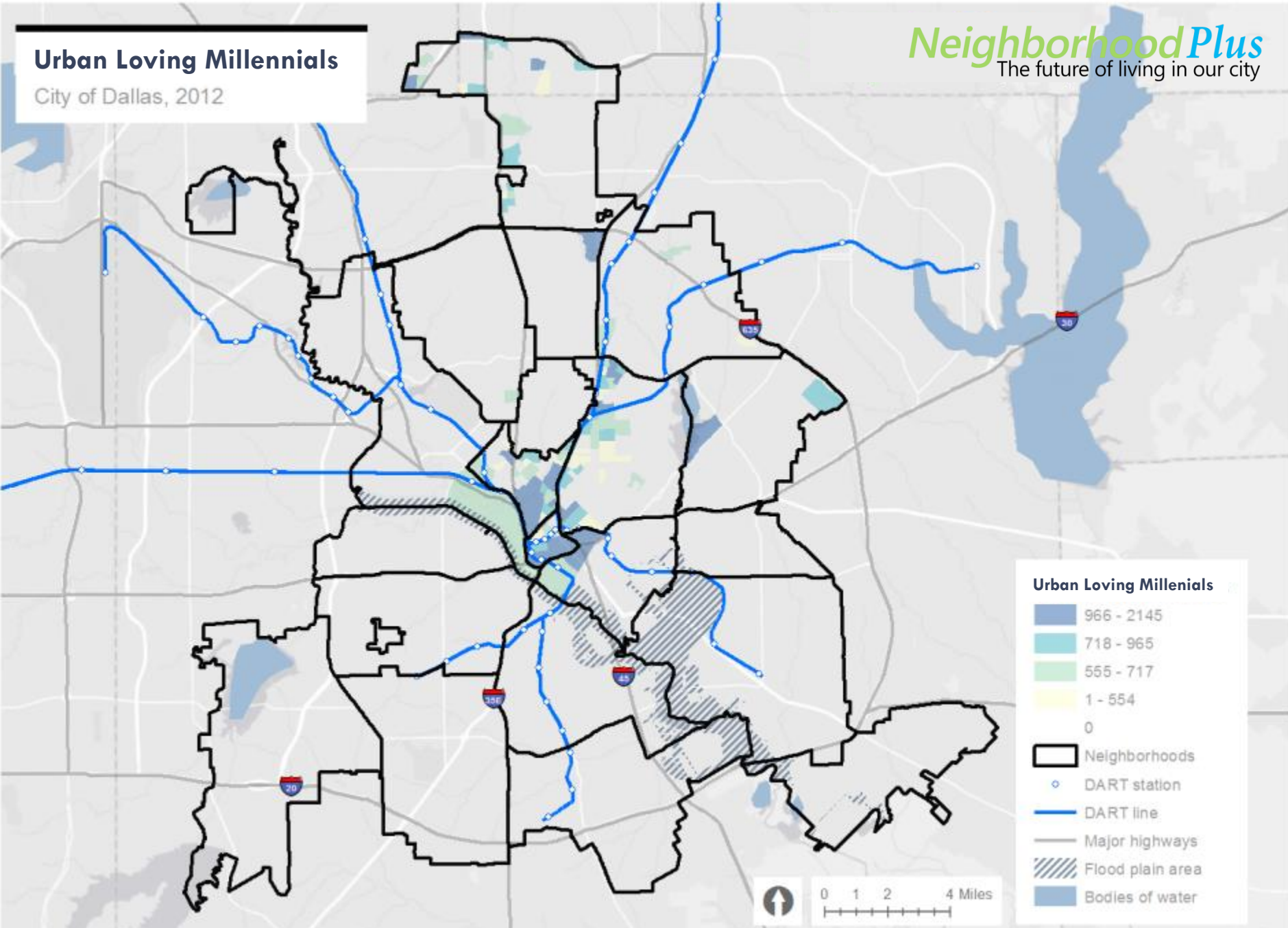
Urban Loving Millennials

- Metro Renters; Young&Restless; Laptops&Lattes
 - 16% of City of Dallas (84,140 households in 2012)
- Singles - active online social networkers, quick to buy newest gadgets
- Renters - typically in large apartment complexes
- Well educated - with medium to well paying jobs
- Environmentally conscious - less likely to own a vehicle
- Shop at Trader Joe's and Whole Foods

Urban Loving Millennials

City of Dallas, 2012

NeighborhoodPlus
The future of living in our city

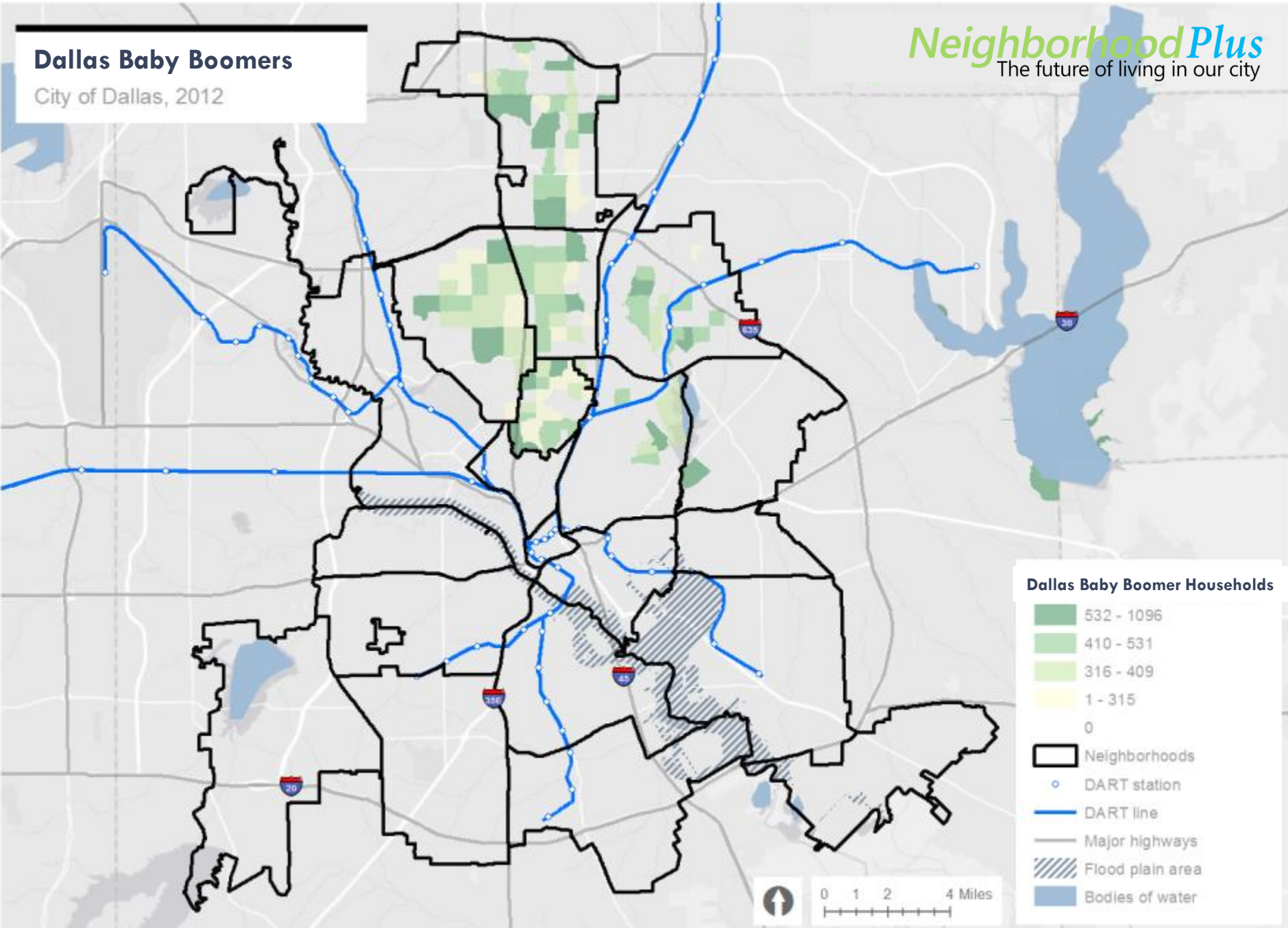


Dallas Baby Boomers

- Savvy Suburbanites, Top Tier, and Exurbanites
 - 8% of City of Dallas (44,512 households in 2012)
- Empty nesters who typically own high value single family homes
- Like gardening and DIY home improvements
- Stay active, buy organic food and luxury cars/SUVs
- Listen to WRR, shop on the internet and rack up airline miles

Dallas Baby Boomers

City of Dallas, 2012



Dallas Baby Boomer Households

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

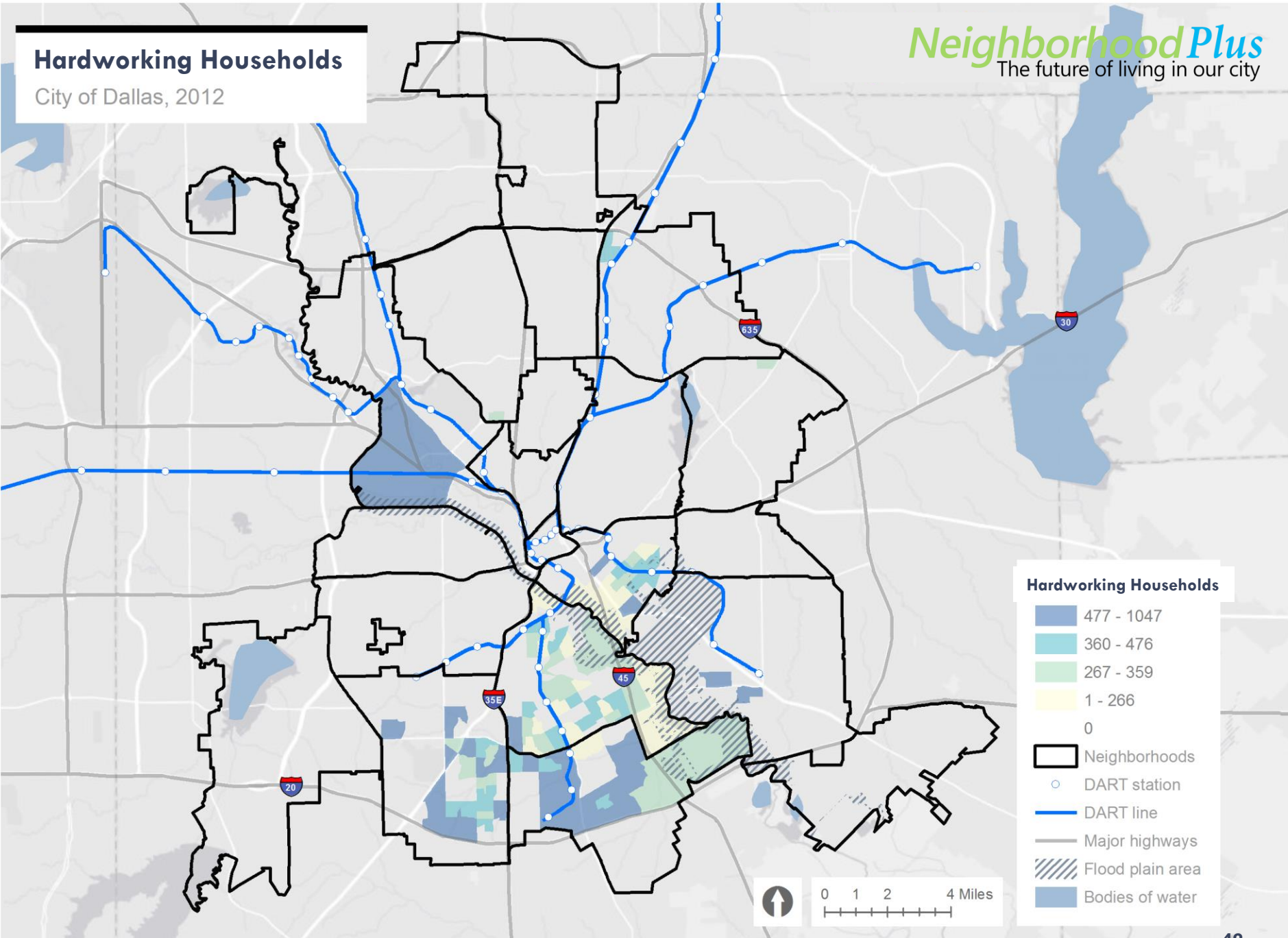
Hard Working Households

- Family Foundations; Traditional Living; Modest Income Households
 - 7% of City of Dallas (36,269 households in 2012)
- Reside in modest single family homes or rental units
- Moderate education, lower paying jobs, higher unemployment, often receive social assistance
- Disproportionately older (45 & above); single parent households
- Despite lower incomes, still want to keep their family happy and content, value style and spending money on clothes, entertainment, and home furnishings

Hardworking Households

City of Dallas, 2012

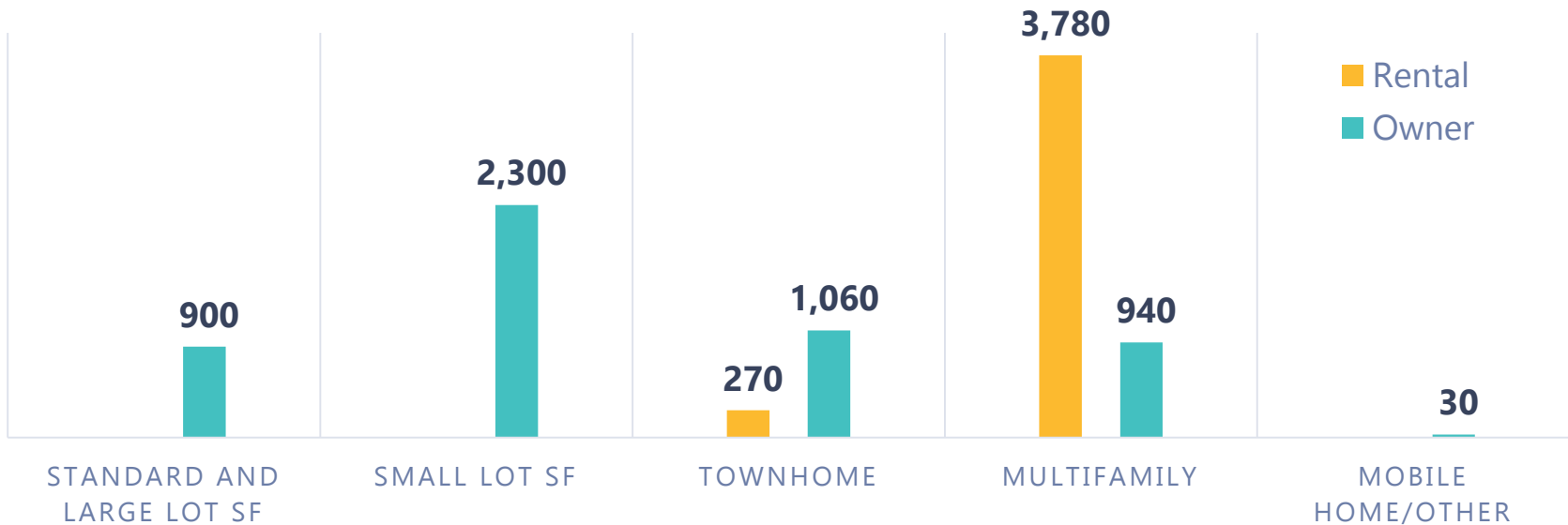
NeighborhoodPlus
The future of living in our city



Annual Target for New Housing Units to 2020

Annual Increment by Housing Type and Tenure

The goal is to keep pace to maintain about 50% of Dallas County population.



Source: Envision Tomorrow Balanced Housing Model. Calculated from ACS 2009-2013 levels over 7 years to 2020 based on ESRI Tapestry projections

Key Strategies for Change

- “If you are going to achieve excellence in big things, you develop the habit in little matters. Excellence is not an exception, it is a prevailing attitude.” – Colin Powell

NeighborhoodPlus

The future of living in our city



**Alleviate
Poverty**

2



**Fight
Blight**

3



**Attract and
Maintain
the Middle
Class**

4



**Expand
Home-
ownership**

5



**Enhance
Rental
Options**

6

1

COLLECTIVE IMPACT

Create A Collective Impact Framework

OBJECTIVE:

By 2016

Dallas will have new framework for organizing, communicating, coordinating and partnering with the private and nonprofit sectors as well as neighborhood organizations for planning, resource allocation and service provision.

Dallas lacks a partnership framework for collective impact

- There is no existing structure that promotes collaboration and planning coordination among:
 - Governmental agencies
 - Non-profit services providers
 - Philanthropic funding organizations
- There are missed opportunities for leveraging resources and enhancing effectiveness

Dallas lacks a single, cohesive neighborhood framework

- There is no single framework for effectively engaging neighborhoods in planning and implementing neighborhood improvements
- Many areas of the city lack organized neighborhood representation
- So many residents don't have a voice to articulate and advocate for their needs at the neighborhood scale

Collective Impact – How We Get There

PROGRAMS

- Collective Impact Compact
- Super-Neighborhood Organization Framework
- Targeted Resources for Neighborhood Improvement

Five Conditions of Collective Impact

A COMMON AGENDA All participants have a shared vision for change.

SHARED MEASUREMENT Collecting data and measuring results consistently across all participants. Alignment and accountability.

MUTUALLY REINFORCING ACTIVITIES Activities differentiated while still coordinated, based on a mutually reinforcing plan.

CONTINUOUS COMMUNICATION Consistent and open communication. Build trust and assure mutual objectives and common motivation.

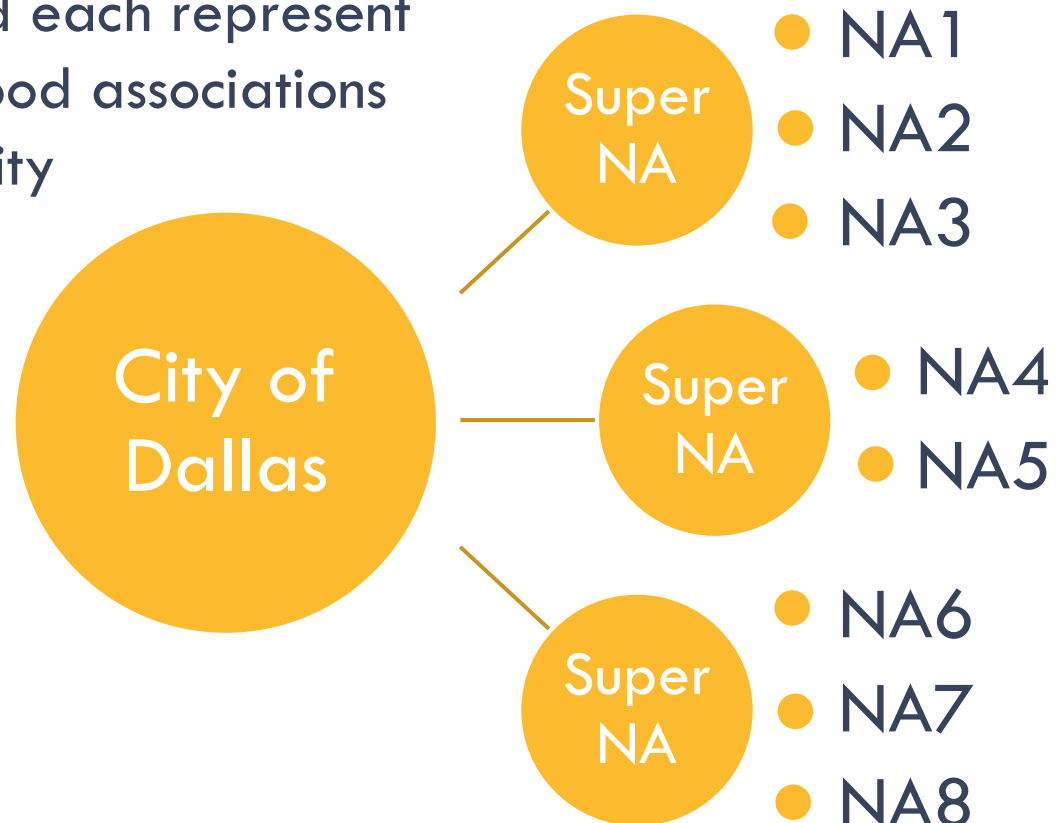
A BACKBONE ORGANIZATION Separate organization serves as backbone for the initiative. Coordinates organizations.

Collective Impact Compact

- A coalition of active partners who can contribute to the action plan
- Acknowledged responsibility and commitment to action
- Partners provide implementation funding where appropriate
- Set standards for improving efficiency and effectiveness from all partners
- A backbone organization identified

Super-Neighborhood Organization Framework

- “Super Neighborhood” organizations would each represent multiple neighborhood associations in an area of the City
- Opportunity for coalition building around shared issues and priorities



Targeted Resources for Neighborhood Improvement

- Objective criteria for funding
- Transparent process to identify target areas
- Actual outcomes identified and reported
- Time frames for sun-setting funding – eg: 3 years per target neighborhood

Alleviate Poverty

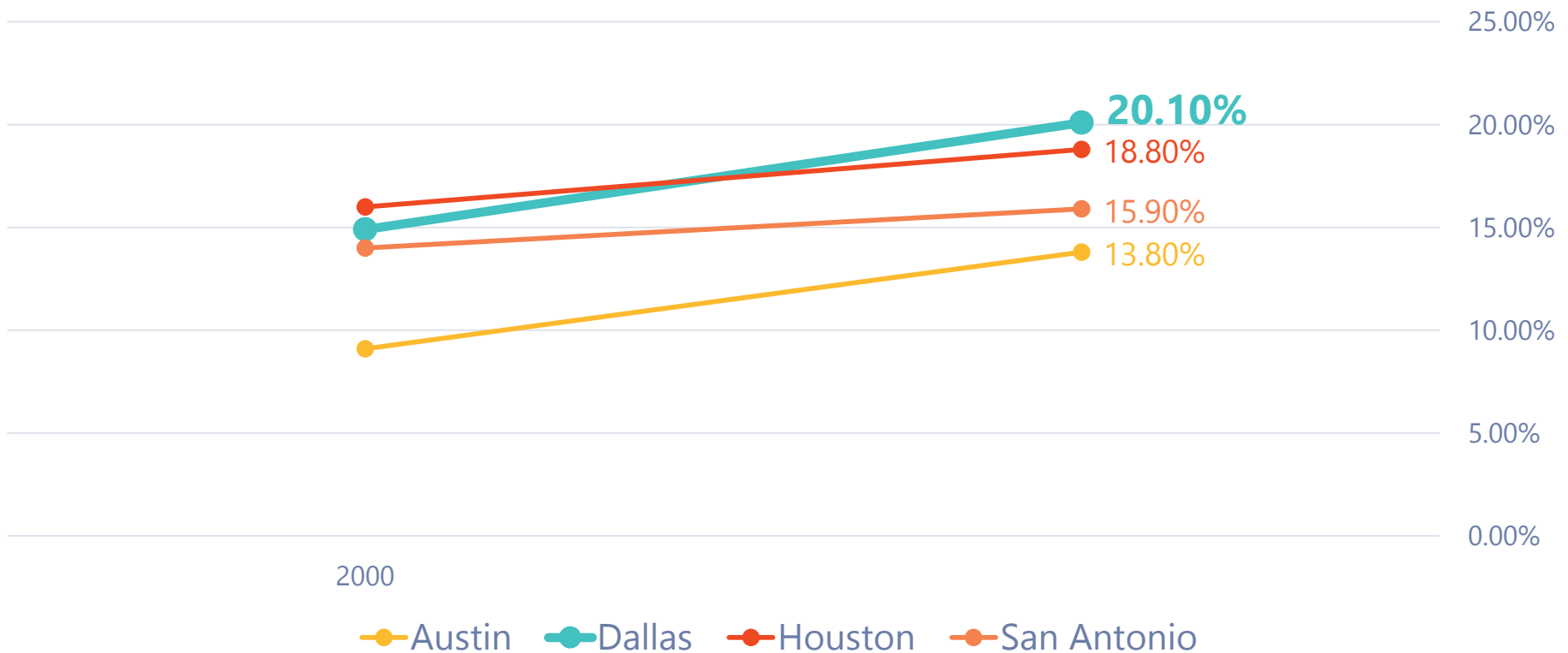
OBJECTIVE:

The poverty rate in Dallas is below 15%.

By 2020

Poverty in Dallas is increasing faster than other major TX cities

% Families below Poverty Line, 2000-2012

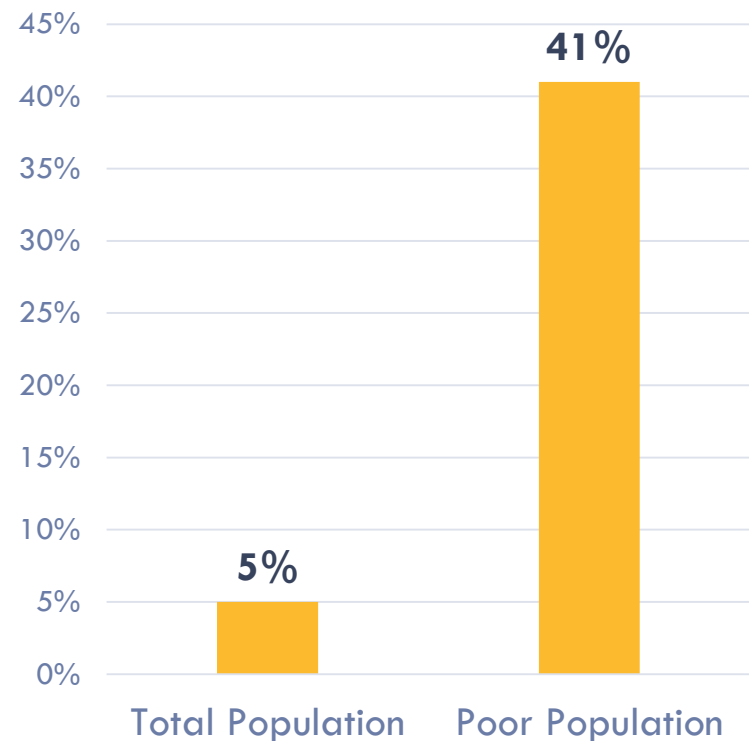


Source: US Census Data (2000 Decennial Census and ACS 2008-2012 five year estimates) via Social Explorer T98/T179.

Poverty in Dallas has reached crisis proportions

- In 2012, Dallas ranked worst in the child poverty rate (38%)*
- The population in poverty is growing much faster than the population as a whole.

Percent Change in Total and Poor Populations, City of Dallas, 2000-2012

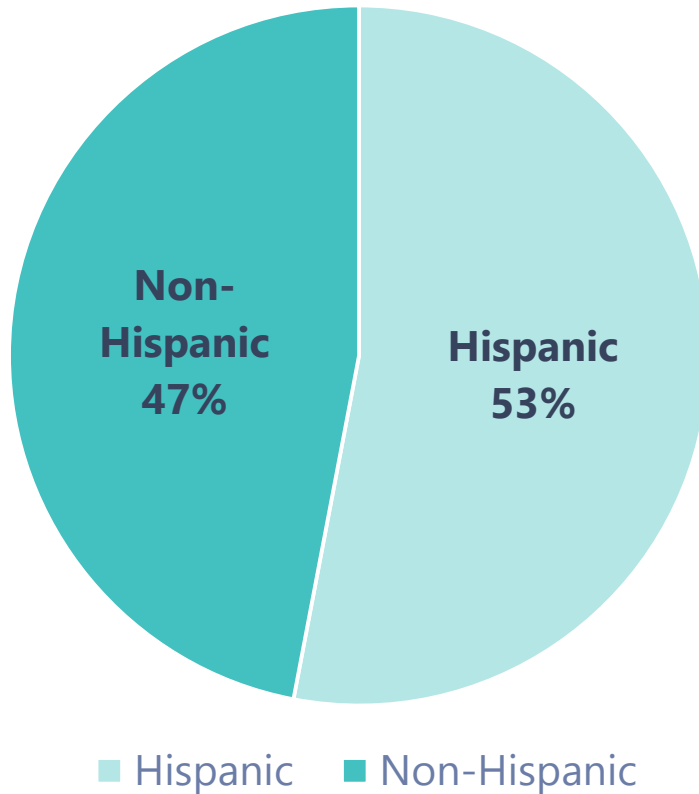


* Child poverty rankings based on analyses of the nine U.S. cities with estimated population of 1 million or more in 2012.

Poverty Disproportionately Affects People of Color

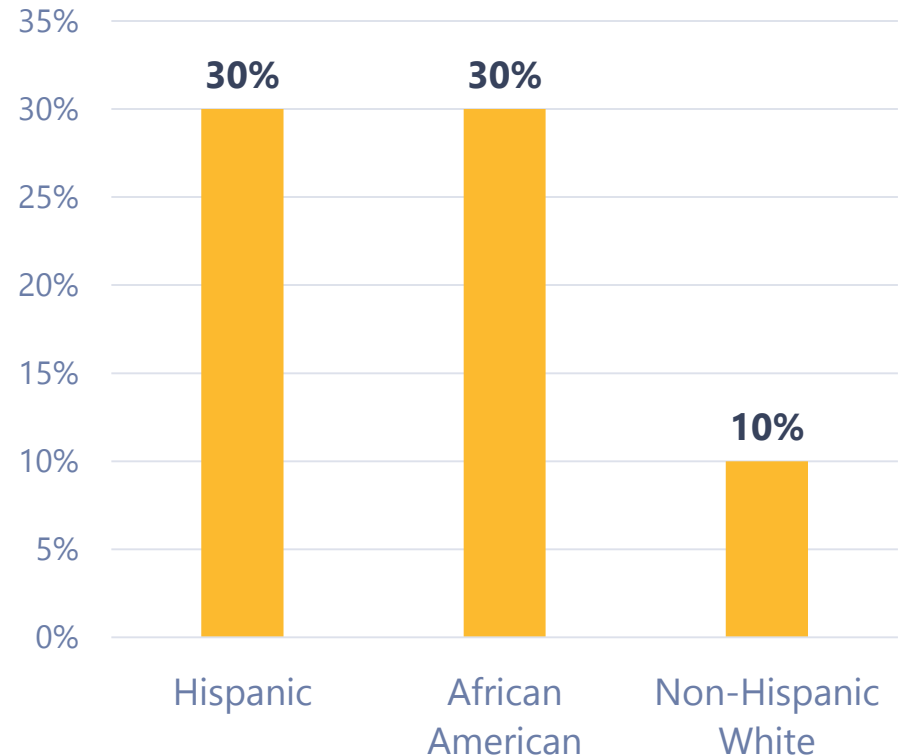
Ethnicity of Persons in Poverty

City of Dallas, 2012



Persons in Poverty, by Race and Ethnicity

City of Dallas, 2012



Alleviate Poverty – How We Get There

PROGRAMS

- Increase earnings for existing low wage earners
- Target and expand workforce training
- Prioritize Pre-K education opportunities for children in poverty
- Transportation, childcare, and health programs for low income workers
- Partner with health care and other agencies to improve community health

Increase earnings for existing low wage earners

Earned Income Tax Credits help families with extra money to pay for important expenses.



Raise the minimum wage for City employees and City contractors to **\$10.25/hr**



Prioritize Pre-K education opportunities for children in poverty

Support efforts to increase access to Pre-k education, promote parental engagement and provide opportunities for early learners outside the classroom.



“The question is not whether we can afford to invest in every child; it is whether we can afford not to.”
Marian Wright Edelman

Target and expand workforce training



Build on partnerships with Greater Dallas Workforce Solutions and Dallas County Community College District

Transportation, childcare, and health programs for low income workers



Co-locate services such as health clinics and other programs to bring health education and healthy food choices to underserved areas with high levels of poverty and obesity.

Day Labor Centers

- Centers in Garland and Plano provide an organized, safe venue for employers to engage temporary labor.



Partnerships to improve community health



Parkland health center at Hatcher Station



St. Phillips Food Bank - Texas Food Bank



Fitness Zones - Trust for Public Land



Healthy Corner Store Initiative –
Children at Risk; The Food Trust

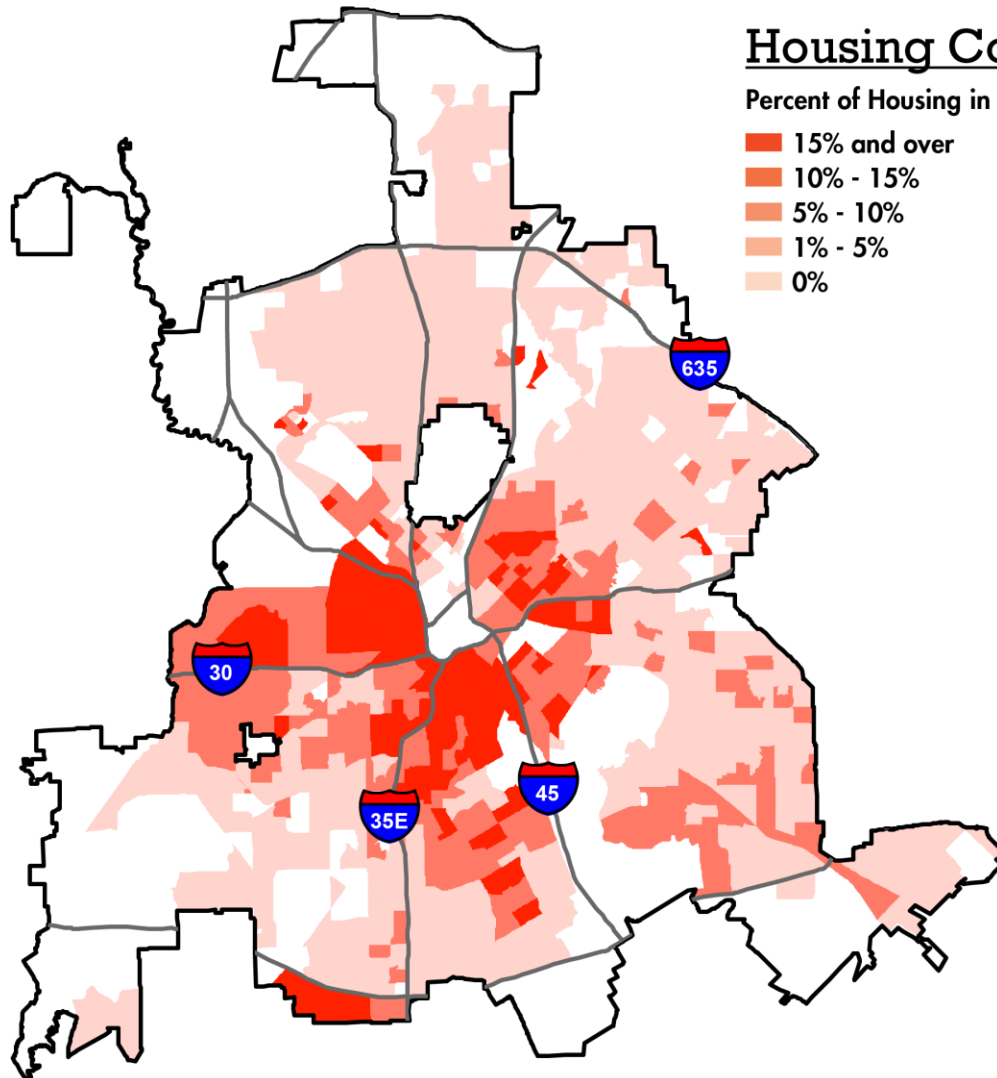
Fight Blight

OBJECTIVE:

**Reduce concentrated blight in
the City of Dallas by 25%.**

By 2020

Concentrated areas with high percentage of housing in poor condition



Housing Conditions

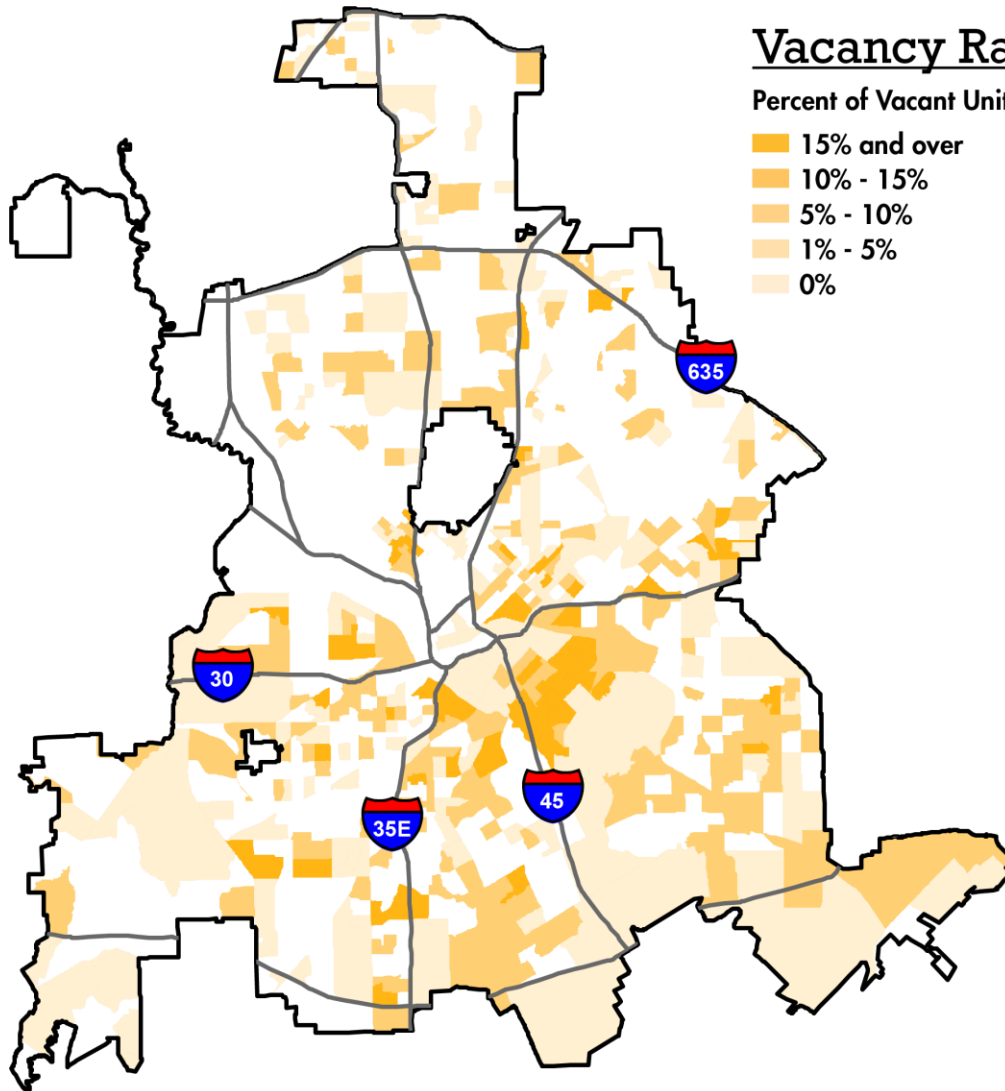
Percent of Housing in Poor Condition

- 15% and over
- 10% - 15%
- 5% - 10%
- 1% - 5%
- 0%

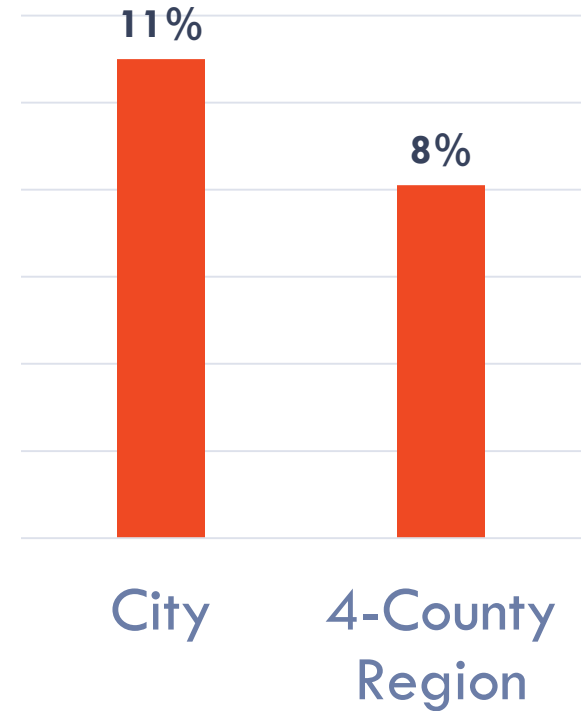
* Excludes blocks with fewer than 500 people per sq. mile.

- A few landlords owning multiple properties account for a significant number of single family rental properties in poor condition.

More than 1-in-10 housing units in Dallas was vacant in 2013



* Excludes blocks with fewer than 500 people per square mile.

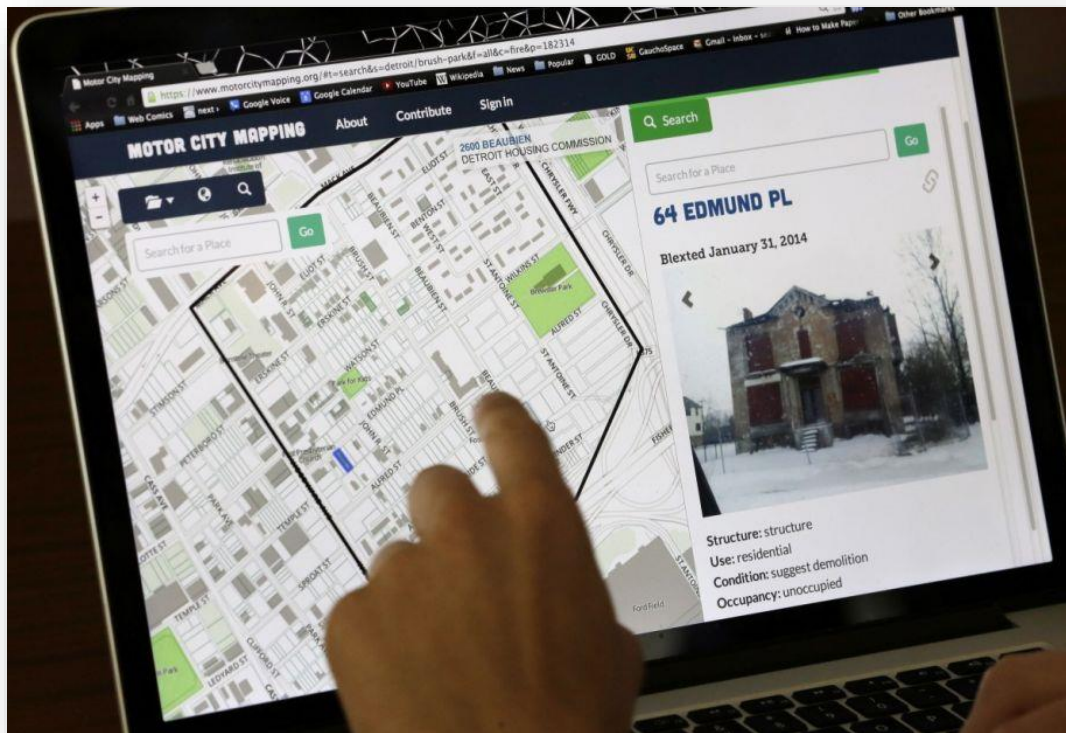


Fight Blight – How We Get There

PROGRAMS

- Create a comprehensive database of blighted properties
- Develop a unified blight removal and improvement program
- Acquire and dispose of City-owned and land bank properties more strategically and efficiently
- Partner with health care agencies to address endemic health issues (eg: asthma) through rigorous code enforcement

Create a comprehensive database of blighted properties to provide citizens and officials easy access to information



Detroit residents can text images of blighted properties to the Blight Removal Task Force.

Create a unified blight removal and improvement program



Create a target area program to **bring blighted properties into code compliance** through coordinated neighborhood police and nuisance abatement team efforts.

Acquire and dispose of City-owned and land bank properties more strategically and efficiently



Map all city-owned, tax foreclosure and land bank properties to **support targeted blight improvement and neighborhood renewal.**

Attract & Retain the Middle Class

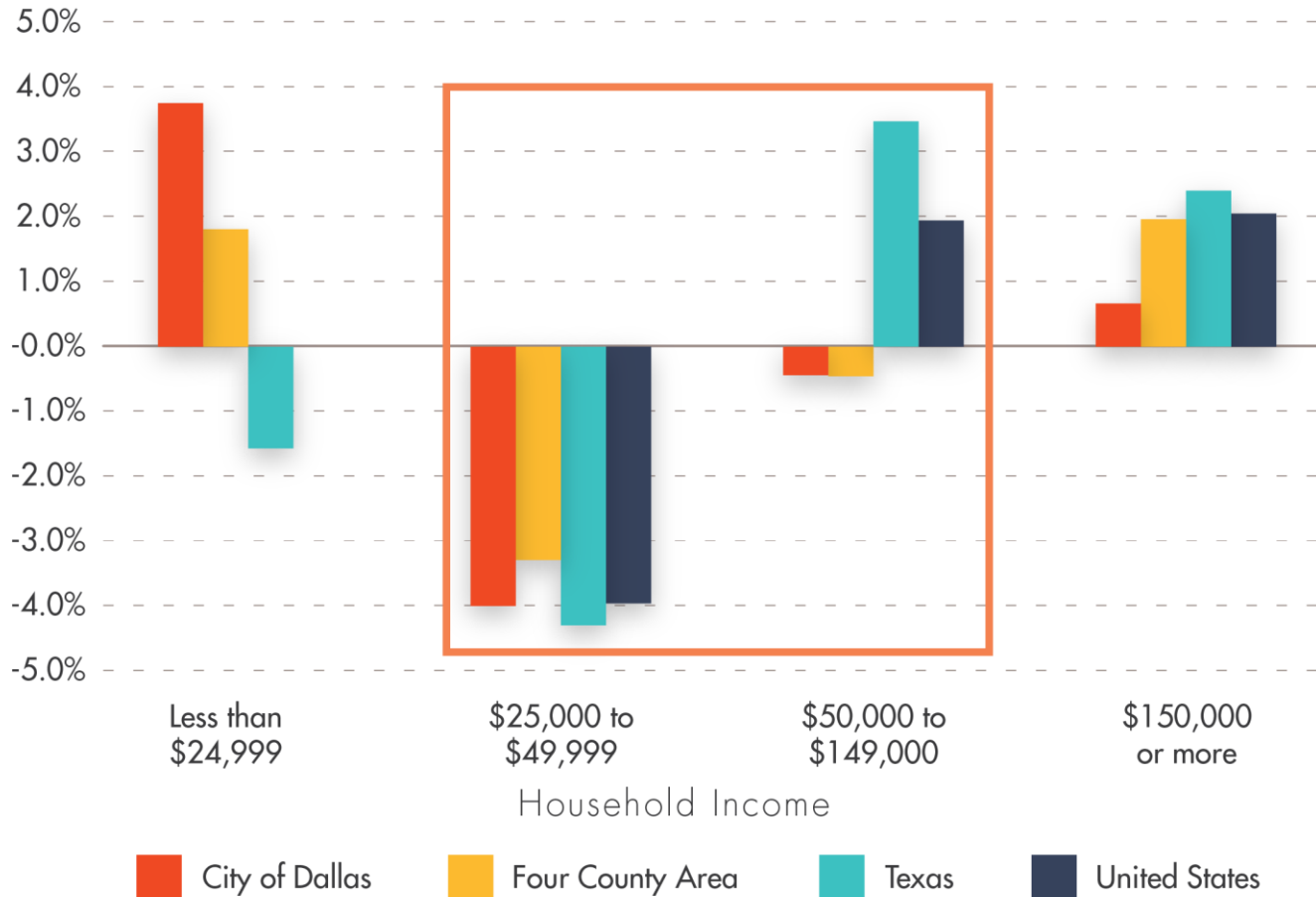
OBJECTIVE:

The share of households with incomes above 80% of the State median income rises from 53% to 60%.

By 2035

Dallas continues to lose middle income households

Change in Share of Households (2000-2012)



Source: Census 2000 (in 2012 Dollars) and American Community Survey 2012 1 Year Estimates

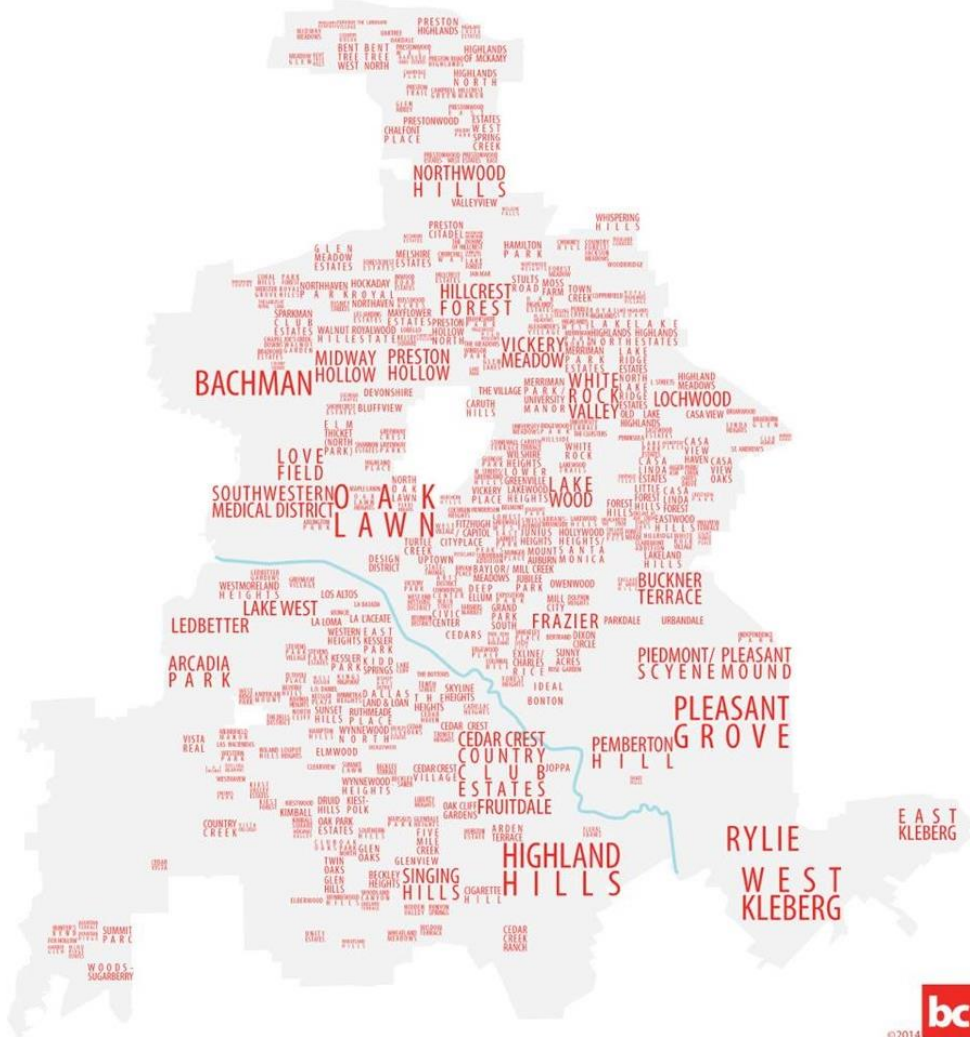
Attract and Retain the Middle Class – How We Get There

PROGRAMS

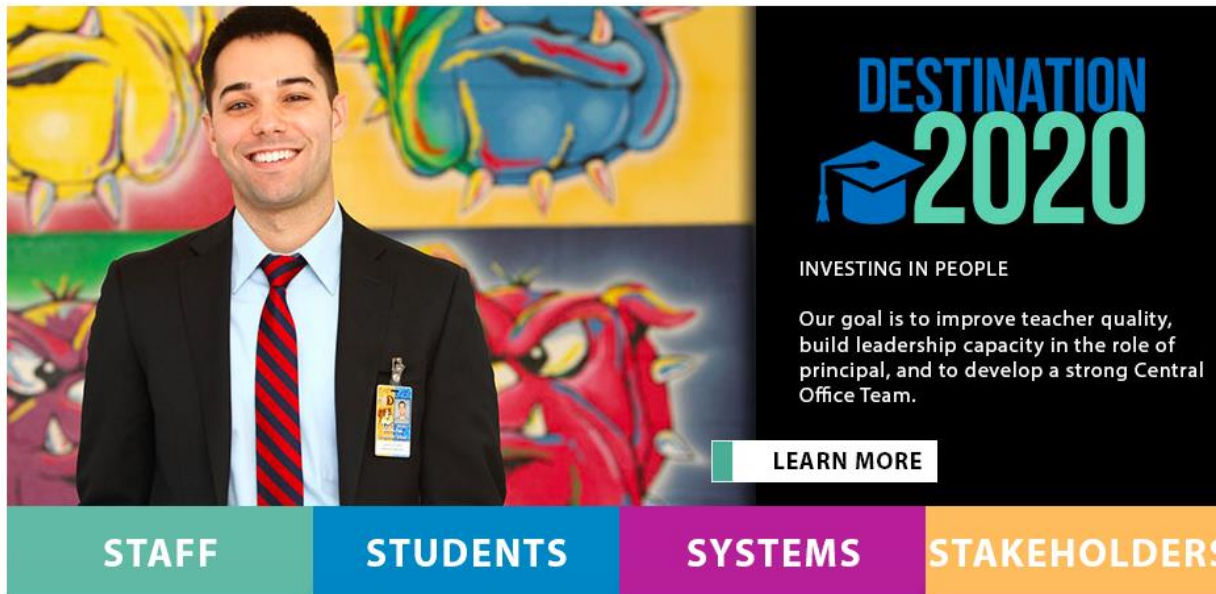
- Brand Dallas to promote neighborhood assets and programs
- Support and coordinate with DISD, Charters, private and parochial schools to enhance school quality and school choice
- Create home improvement incentive programs for home-owners
- Eliminate barriers to neighborhood revitalization
- Make neighborhoods more desirable through improved infrastructure, recreation, and other amenities
- Develop a neighborhood infrastructure program to support infill and redevelopment

Brand Dallas neighborhoods and promote their unique assets and amenities

Market the amenities that make living in Dallas a unique experience – urban living, individual neighborhood character, historic districts, culture and cuisine, unparalleled arts.



Support and coordinate with DISD and Charters for school quality and school choice programs



DESTINATION 2020

INVESTING IN PEOPLE

Our goal is to improve teacher quality, build leadership capacity in the role of principal, and to develop a strong Central Office Team.

[LEARN MORE](#)

STAFF **STUDENTS** **SYSTEMS** **STAKEHOLDERS**



Coordinate locations for new Choice Schools with targeted neighborhood improvement and incentive programs.

Home improvement incentive program

Provide **one-time incentive payments** to qualifying residents who make home improvements to encourage reinvestment in neighborhoods.



Eliminate barriers to neighborhood revitalization



Create a **Master Development Program** to address development issues that transcend individual lots – especially for single family infill.

Eliminate barriers to neighborhood revitalization



Eliminate code barriers such as minimum lot size, excessive setbacks, and excessive parking requirements.

Make neighborhoods more desirable through improved recreation and other amenities



Preston Ridge Trail

Make neighborhood improvement a key economic development priority through **targeted investments.**

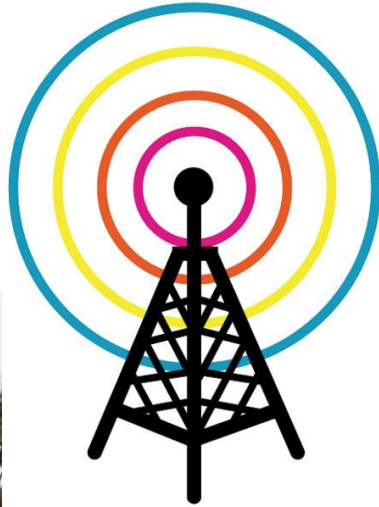


Katy Trail



Salado park

Neighborhood Infrastructure program to support infill and redevelopment



Telecommunication infrastructure to support learning, business and economic competitiveness.

Work with utility providers to expand coverage for **broadband internet and mobile phone access** across the City.

Identify gaps in existing, basic infrastructure capacity necessary to support infill and redevelopment.



Expand Homeownership

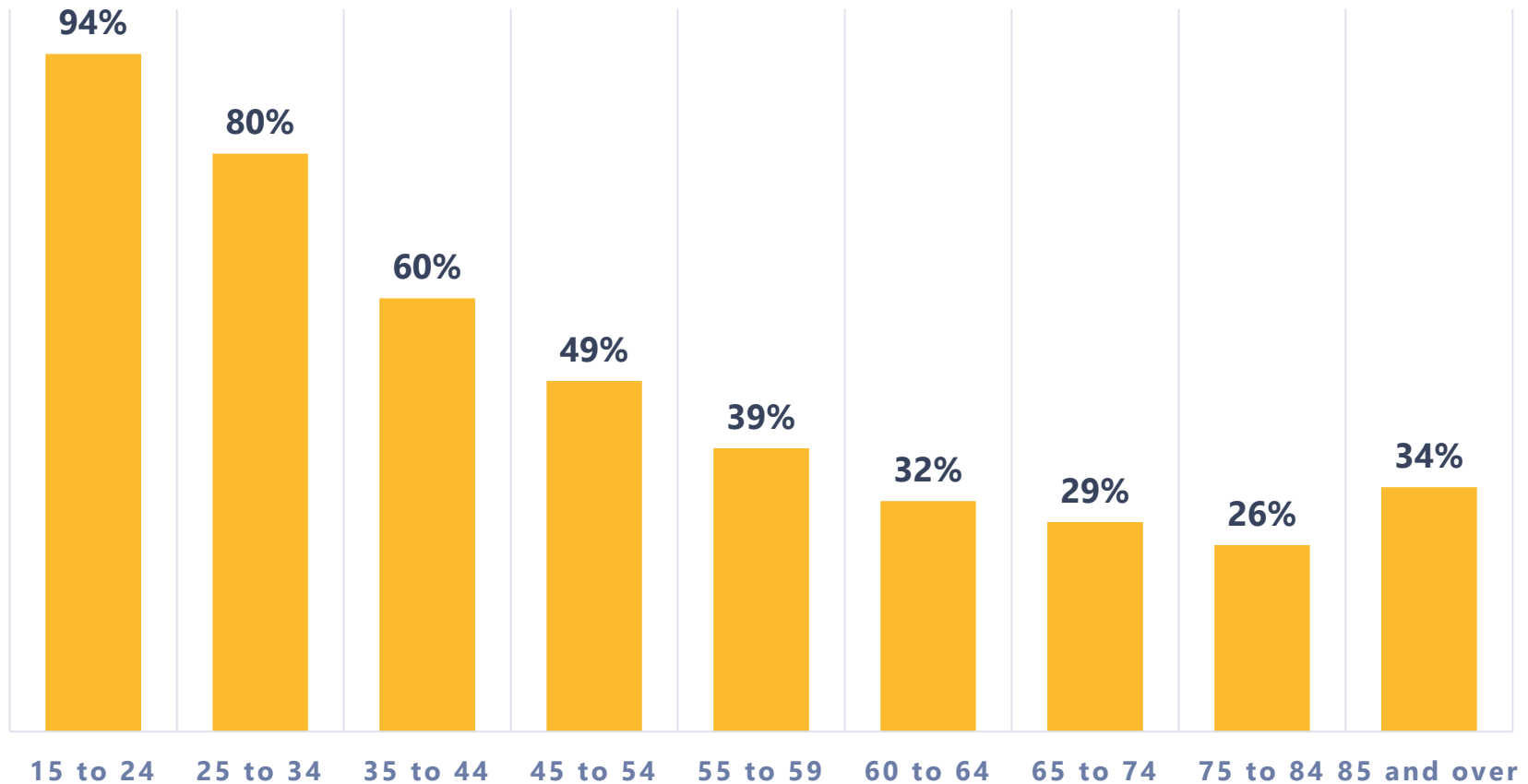
OBJECTIVE:

The homeownership rate in
Dallas has increased to 50%.

By 2035

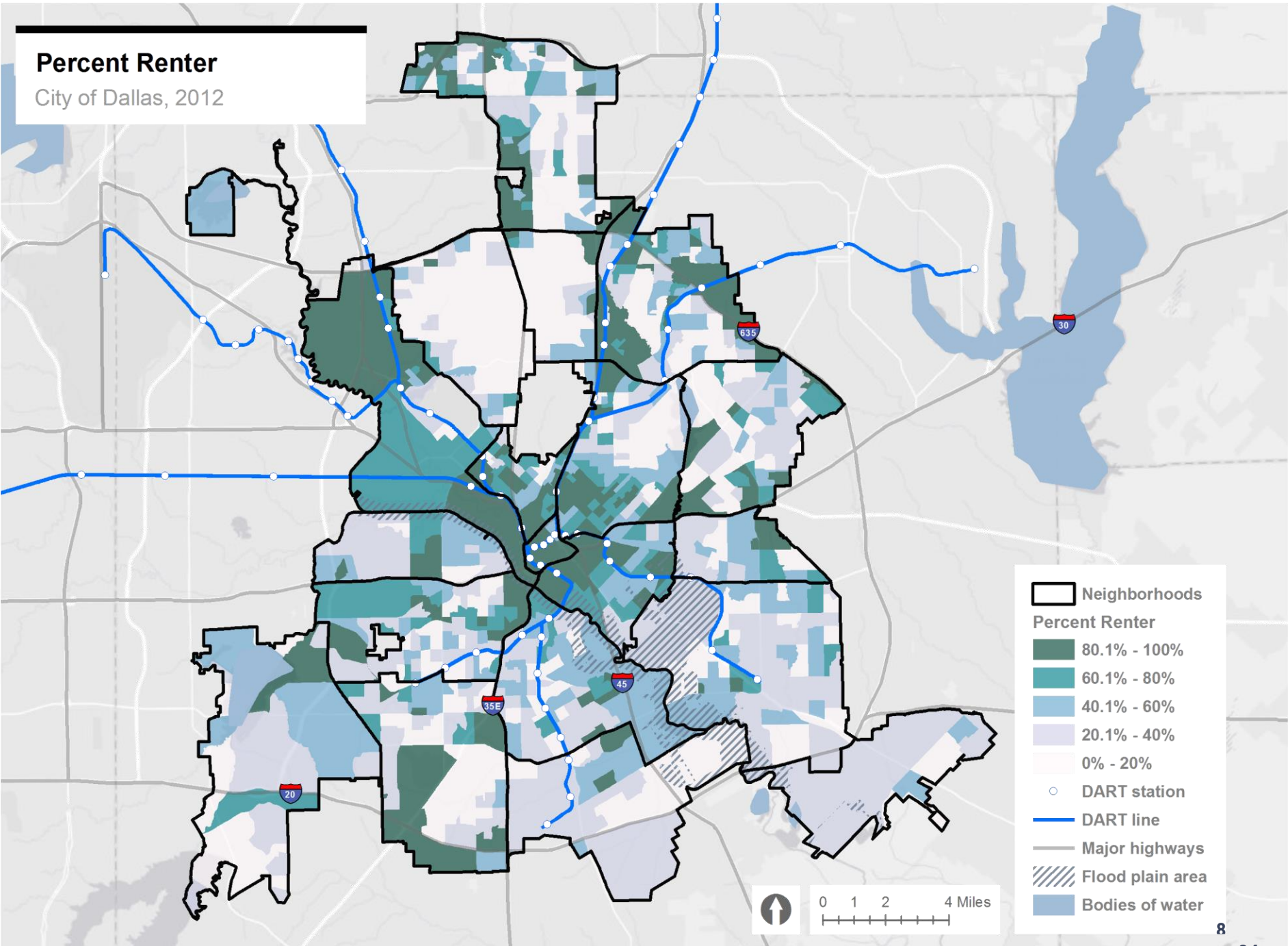
Currently, 56% of all occupied units are rentals

PERCENT RENTERS BY AGE GROUP



Percent Renter

City of Dallas, 2012



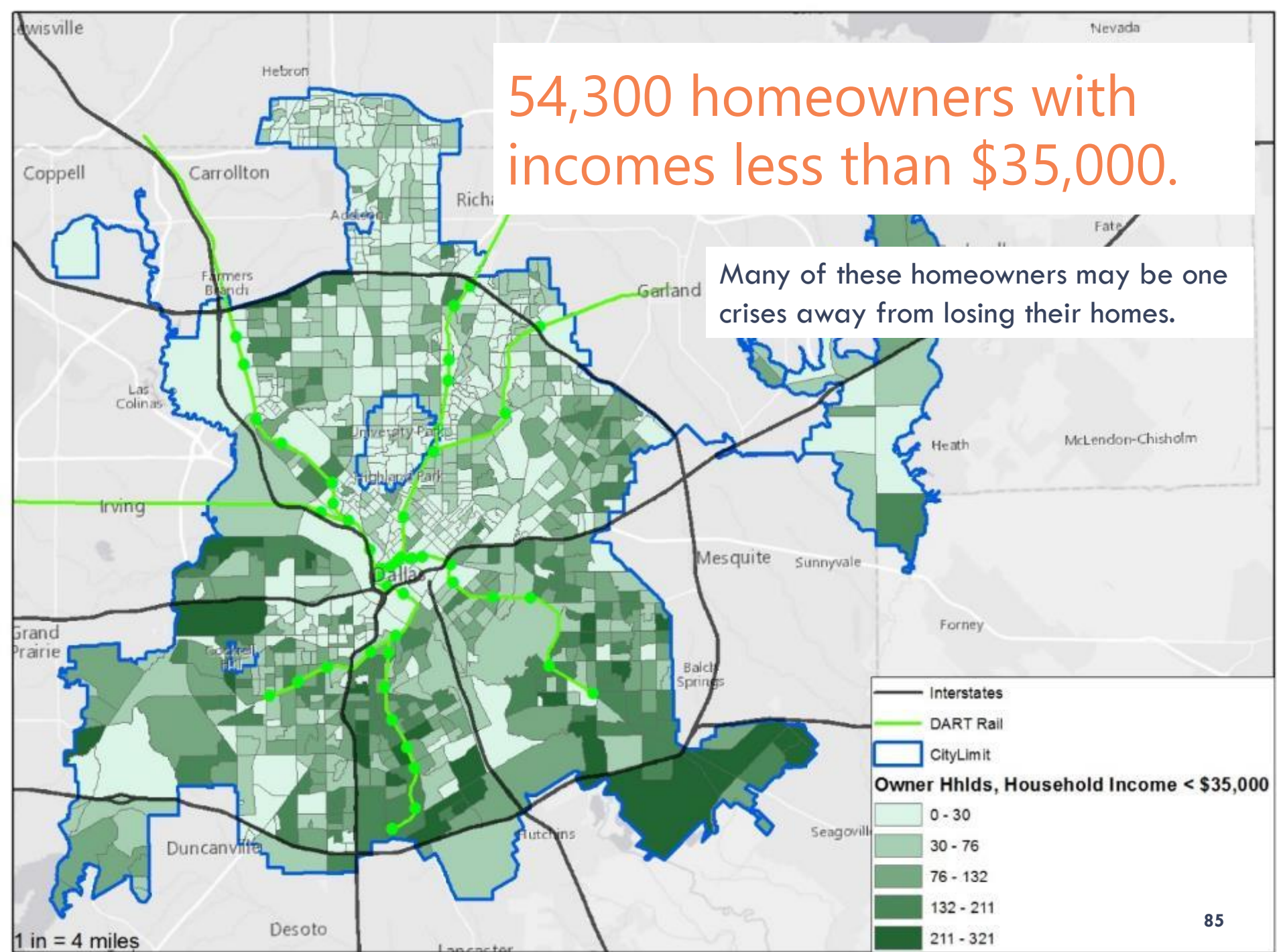
- Neighborhoods
- Percent Renter
 - 80.1% - 100%
 - 60.1% - 80%
 - 40.1% - 60%
 - 20.1% - 40%
 - 0% - 20%
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water

0 1 2 4 Miles

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

54,300 homeowners with incomes less than \$35,000.

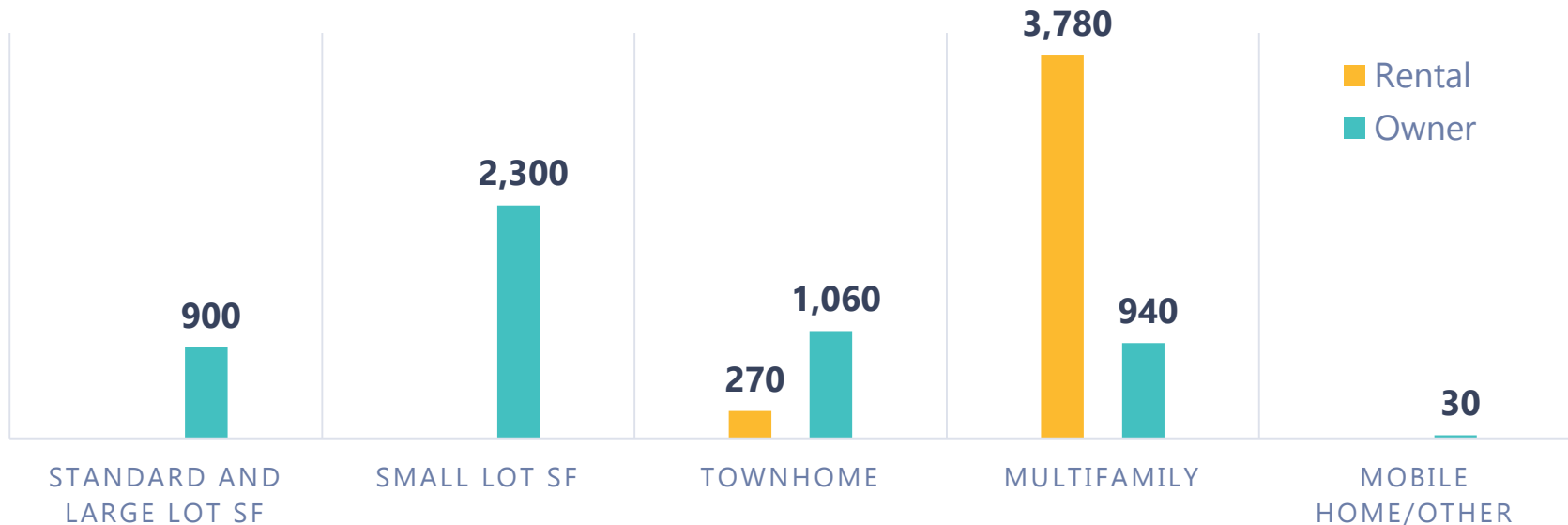
Many of these homeowners may be one crises away from losing their homes.



Yearly Target for New Housing Units to 2020

Annual Increment by Housing Type and Tenure

The goal is to keep pace to maintain about 50% of Dallas County population.



Source: Envision Tomorrow Balanced Housing Model. Calculated from ACS 2009-2013 levels over 7 years to 2020 based on ESRI Tapestry projections

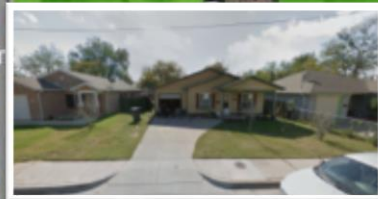
Expand Homeownership – How We Get There

PROGRAMS

- Expand homeownership by increasing infill housing development
- Encourage a wider range of housing types to meet emerging preferences
- Develop private sector partnerships to fill the gap for housing options up to \$200K
- Expand mortgage assistance programs to attract homebuyers and market-rate builders
- Increase the number of eligible loan applicants

West Dallas Vacant Land 2005
Recent Infill Activity

Expand homeownership by increasing infill housing development



Expand infill housing
programs to promote
homeownership in areas with
significant vacant lots.

Encourage a wider range of housing types to meet emerging preferences



Cottage Homes, Courtyard Housing, Smaller Mixed Use, Duplexes

Develop private sector partnerships to fill the gap for housing options up to \$200K



Find creative ways to develop products that are affordable to a wider range of homeowners, working with The Real Estate Council, Dallas Home Builders Association, non-profit affordable housing developers and financing institutions.

Develop private sector partnerships to fill gap for housing options up to \$200K



Pilot/Demonstration Program:

Affordable Street of Dreams program that builds quality, affordable homes in a transitioning neighborhood, using city-owned or land bank properties.

Expand mortgage assistance programs to attract homebuyers and market rate builders



Identify and **expand affordable housing mortgage assistance options** offered by the banks, City, local and State entities. Also, Create a database of available low-mod and market rate mortgage products.



Increase the number of eligible loan applicants

LOAN APPLICATION

Personal Information	
Name (Last)	PUBLIC
Name (First)	JOHN
Name (Middle Initial)	1111 - 1111
Address (Mailing Address)	12345 MAIN STREET
City	NEW WHEEL
State	22
Zip	999999
Home Telephone	1111 - 1111
Other Telephone	22 22 2222
E-Mail Address	JQPJQPJQP@JQPJQP
Services needed	APPLICANTS UNDER REVIEW
	SUBJECT
	REVIEW
UNDER REVIEW	
(GED) Test Passed? Yes No	
	Major or Subject

Partner with local mortgage loan entities to **host home buyer education events**. Invite agencies that provide financial education classes, down payment assistance and mortgage assistance, as well as affordable and market ratehousing developers.

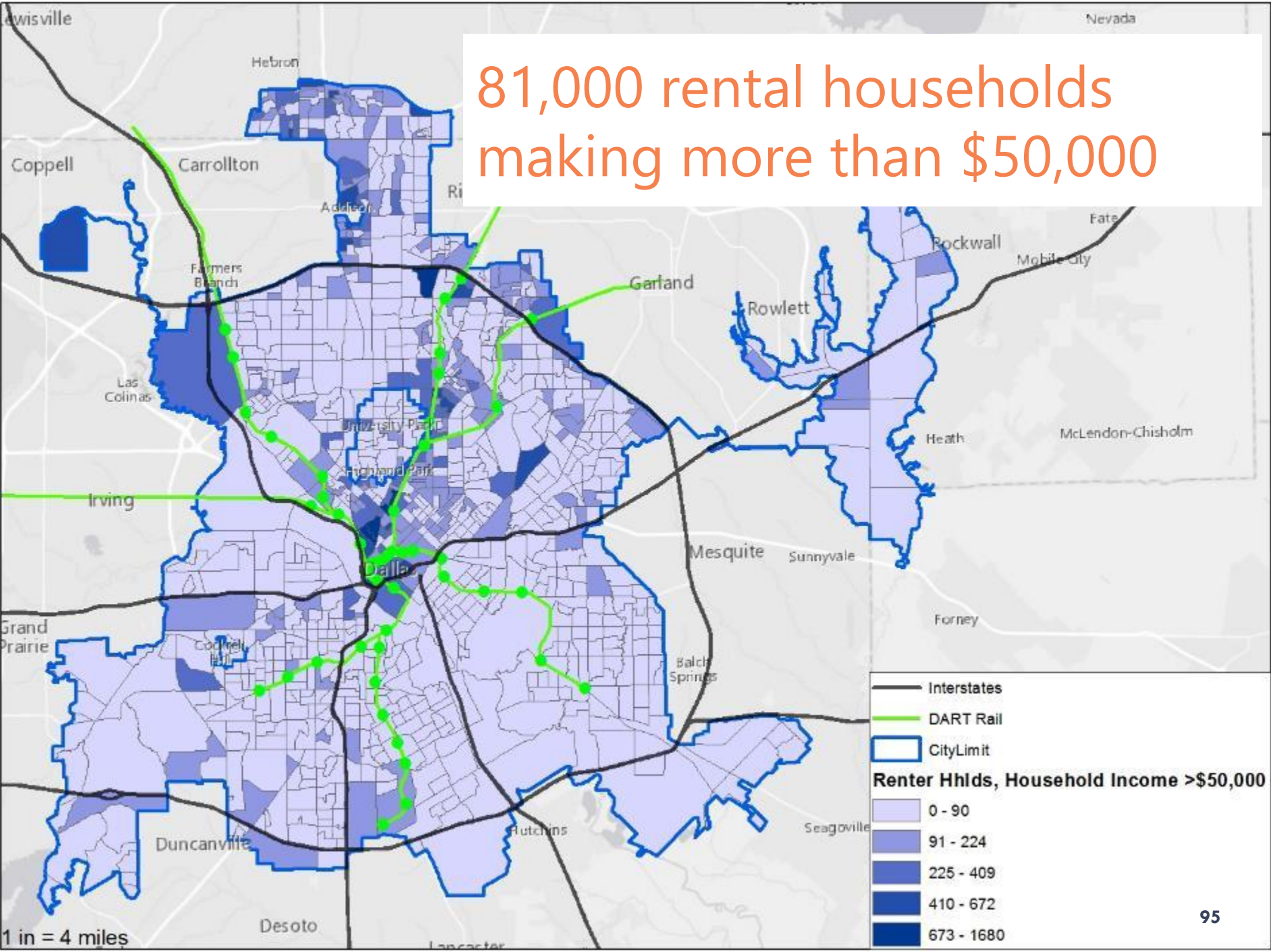
Enhance Rental Housing Options

OBJECTIVE:

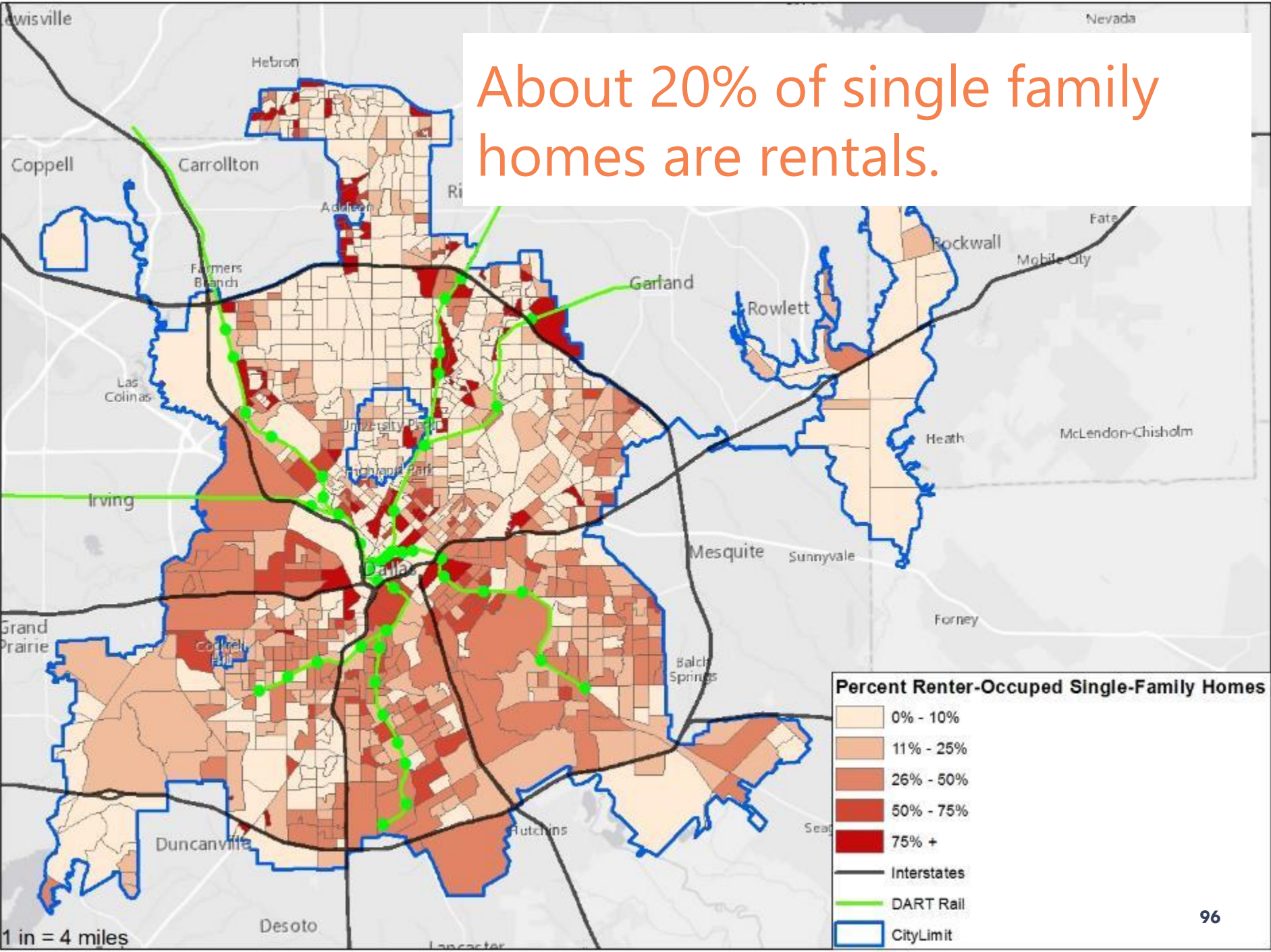
The City of Dallas has reduced sub-standard rental housing by at least 50%.

By 2035

81,000 rental households making more than \$50,000



About 20% of single family homes are rentals.



1 in = 4 miles

Enhance Rental Housing Options – How We Get There

PROGRAMS

- Strengthen and expand rental registration and inspection programs for multi-tenant, single family and condominium rental housing
- Improve design standards for multifamily development
- Require affordable housing in projects receiving public funds or other city entitlements
- Create joint program to align planning, funding, and community investments with transit and transportation planning
- Create TOD partnerships with DART, DHA for mixed income development

Strengthen rental registration and inspection programs

- Multi-tenant
- Single family
- Condominium



Improve design standards for multifamily development

Encourage developers to create community amenities



Require affordable housing in projects receiving public funds or other city entitlements

Prioritize mixed income projects by leveraging investment and strengthening policies that require projects receiving public funds to provide at least 20% of affordable units.



Create joint program to align planning and community investments with transit and transportation planning to support TOD.



Make use of publicly-owned land near transit to promote transit-oriented, mixed-income residential development.



Connect neighborhoods to stations and eliminate unintended barriers

NeighborhoodPlus

The future of living in our city



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Poverty**

2



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5



**Enhance
Rental
Options**

6

1

COLLECTIVE IMPACT

Next Steps

- “You really can change the world if you care enough.” – Mariam Wright Edelman

Working with HUD to improve housing in the City and Region

1. Finalize Neighborhood Plus Plan
2. Update the Analysis of Impediments to Fair Housing
3. Update the Consolidated Plan
4. Present to Council a city ordinance prohibiting income discrimination in housing
5. Co-host a Regional Housing Symposium to propose a Regional Housing Plan

Starting the Conversation Regionally

1. Fair Housing goals should extend across the region
2. Access to affordable housing, employment opportunities, safe neighborhoods, adequate transportation options, quality schools, retail and commercial services should be available to all
3. City staff has initiated this conversation with the regional HUD officials, the North Central Texas Council of Governments, and the Dallas Housing Authority

Regional Housing Symposium

- Build inter-governmental cooperation on a shared vision for regional housing strategies
- Convene a regional conversation on the importance of a balanced housing mix and economic development
- Educate our regional partners about changing housing preferences
- Strengthen partnerships with NGOs/nonprofit sector
- Pursue a commitment to a regional approach to Fair Housing goals

www.inspire-dallas.org

Questions?

- “Where there is vision, there is hope.” — George Washington Carver

Memorandum



CITY OF DALLAS

DATE February 13, 2015

TO Honorable Mayor and Members of the City Council

SUBJECT **Dallas Love Field Update**

On Wednesday, February 18, 2015, the City Council will be briefed on the Dallas Love Field Update. The briefing materials are attached for your review.

If you have any questions, please let me know.

A handwritten signature in black ink, appearing to read 'Ry - S. Evans'.

Ryan S. Evans
First Assistant City Manager

C: A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Mark Duebner, Director of Aviation
Elsa Cantu, Assistant to the City Manager – Mayor & Council



Dallas Love Field Update

Dallas City Council Briefing– February 18, 2015



LOVE|EVOLUTION

Purpose

- Construction Update
- Impacts of Wright Amendment Repeal
 - Increase in operations/passengers/ projections
 - Concessions performance
 - Parking demand /Future Consolidated Rental Car facility
 - Master Plan status
 - Social Media
 - Next Gen impacts/ noise issues

Construction Update

- Phases completed
 - Terminal
 - Baggage claim
 - Ticket Hall
 - Roadway improvements
- Phases remaining
 - Demolition of old West Concourse
 - Apron area paving
 - Remain overnight parking
 - Taxiway P and Taxilane Q

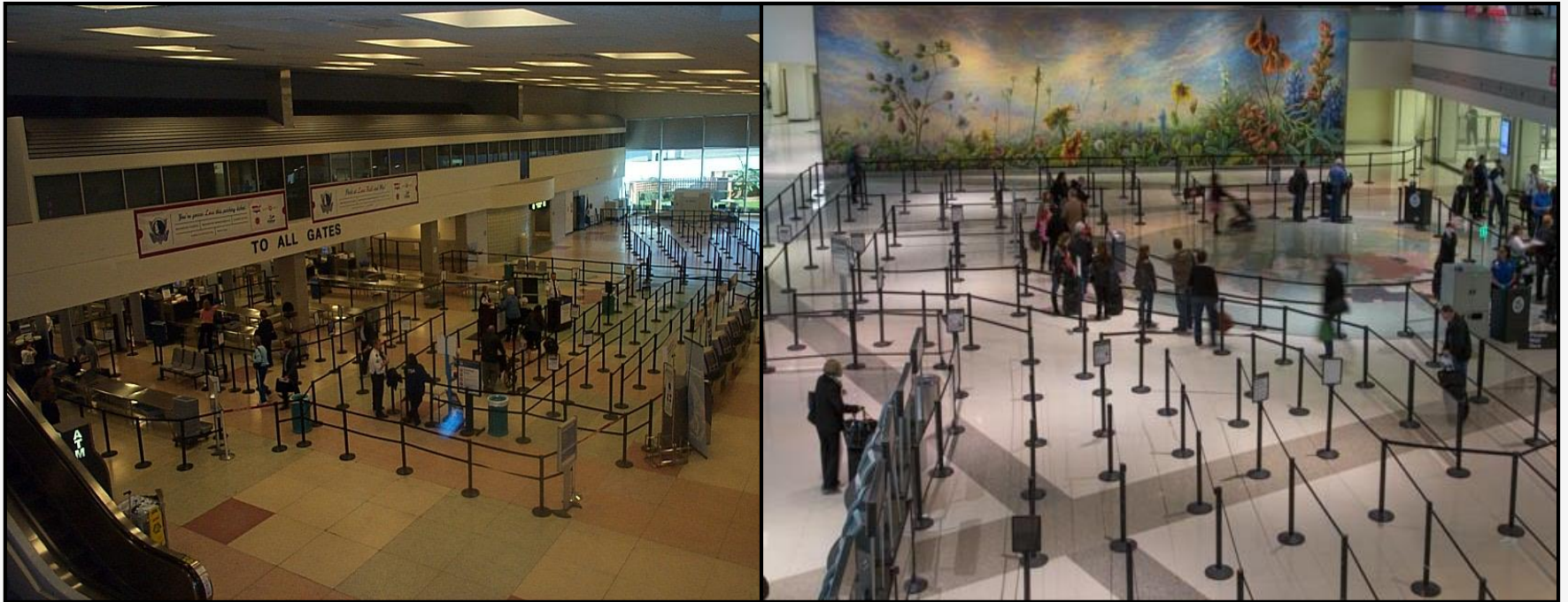
Terminal Construction

- Exterior Concourse before and after



Lobby Construction

- Main Lobby before and after



Baggage Claim Construction

- Baggage Claim before and after

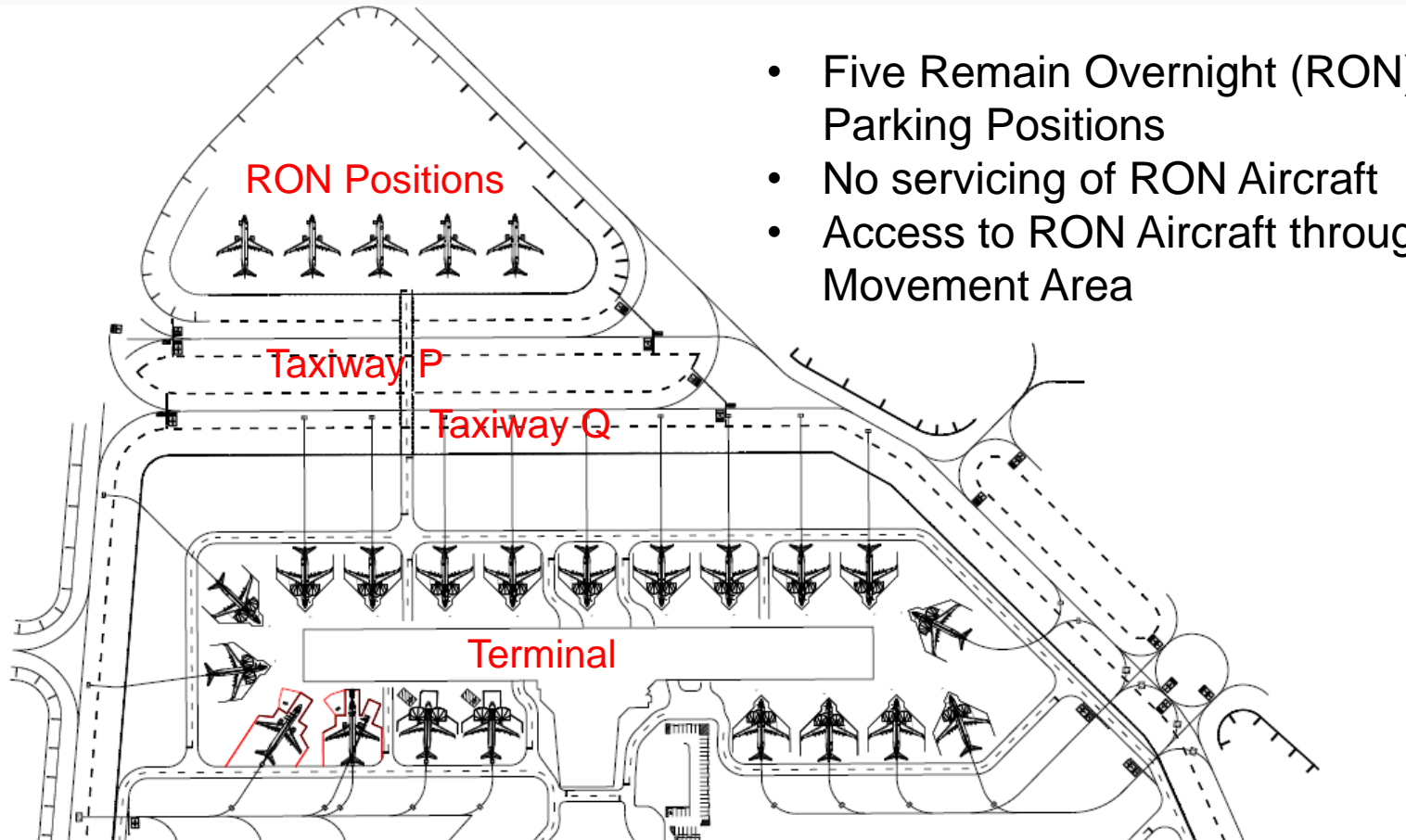


Front Entrance

- Front Entrance before and after

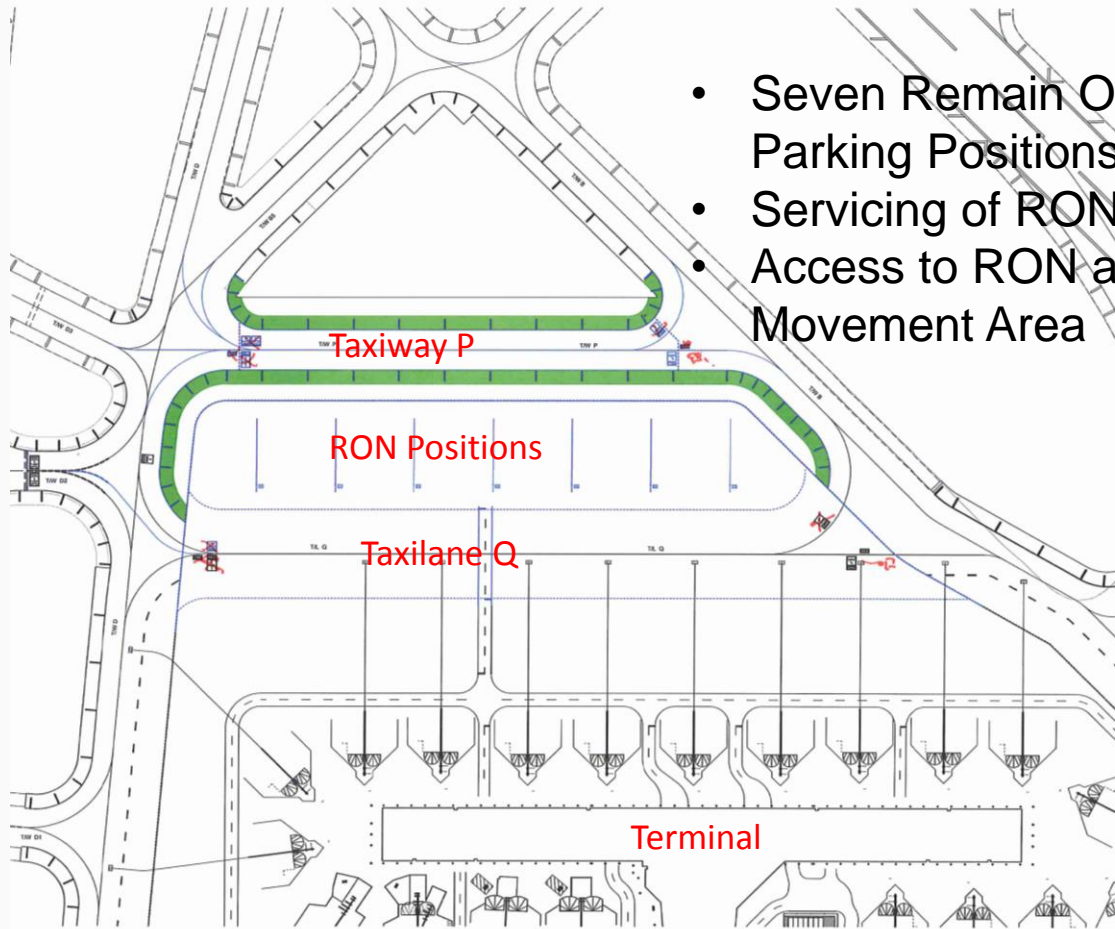


Previous RON/ Taxiway P & Q



- Five Remain Overnight (RON) Parking Positions
- No servicing of RON Aircraft
- Access to RON Aircraft through Movement Area

New RON/Taxiway P/Taxilane Q

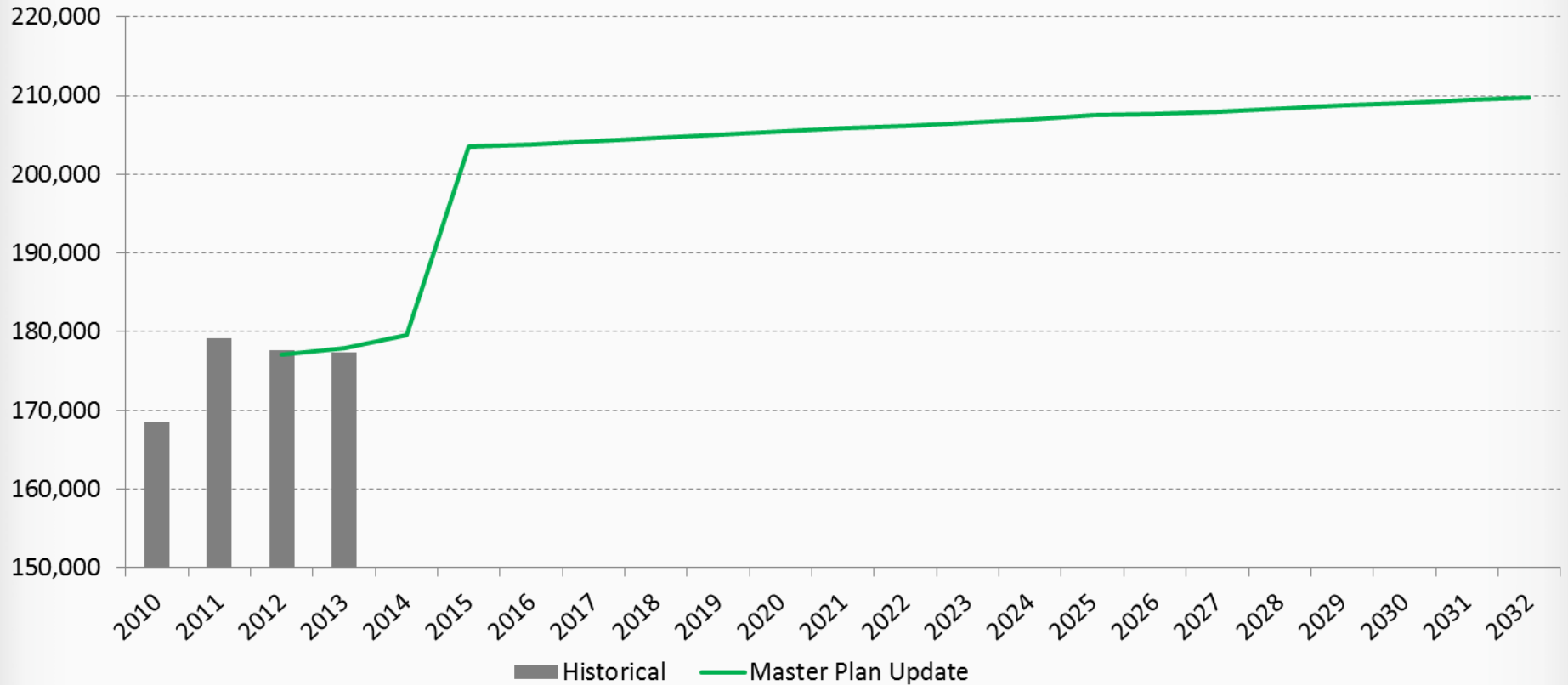


- Seven Remain Overnight (RON) Parking Positions
- Servicing of RON Aircraft permitted
- Access to RON aircraft through Non-Movement Area

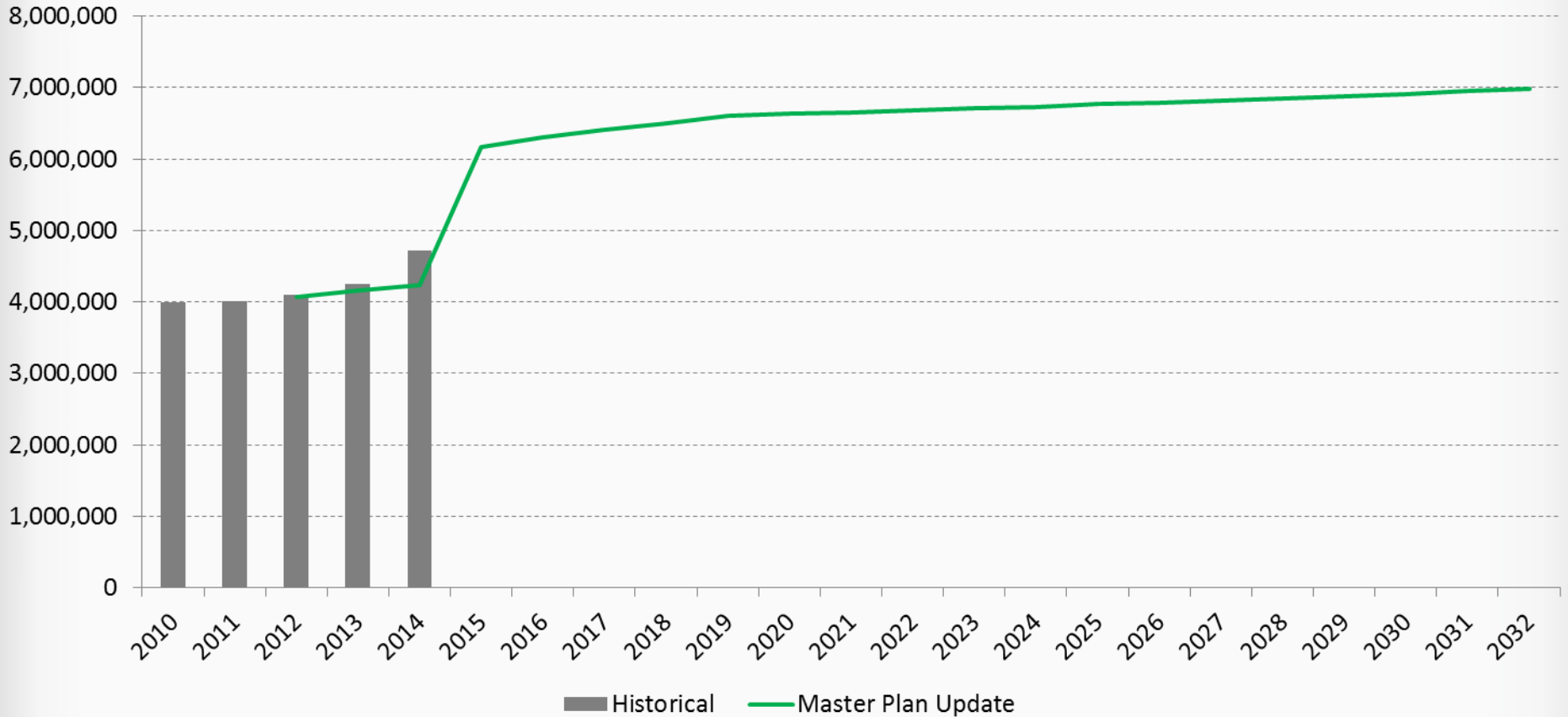
New Paradigm

- With the end of the Wright amendment restrictions Dallas Love Field has experienced unprecedented growth
- Increases have impacted a number of operations in and around the airport
- Projections made at the time of the repeal have been revised to reflect the activity seen since October 13, 2014

Aircraft Operations Forecast



Passenger Enplanements Forecast



Impacts of Increase

- All aspects of Dallas Love Field have been impacted
- While it has resulted in one customer service issue over Thanksgiving, the overall increase has been managed effectively thus far
- The increased activity has had a positive economic benefit for the City, airport, and airlines

Airport Concession Program

- Parking Garage and Rental Car Concession Overview
 - Operate two parking garages totaling 7,000 spaces, plus valet services lot with 250 spaces
 - Garage A - \$17/day
 - Garage B - \$13/day
 - Valet parking - \$24/day
- Nine On-Airport Rental Car Brands offer rental car services at Love Field
 - Hertz, Avis, Budget, Dollar, Enterprise, National, Alamo, Thrifty, Advantage

Airport Concession Program

Parking Garage and Rental Car Concession Sales						
	2012	2013	% diff.*	2014	% diff.*	Total diff. **
Parking Garage	\$18,890,291	\$18,765,128	-1%	\$22,887,950	+22%	+21%
Rental Cars	\$65,522,402	\$67,701,958	+3%	\$77,620,824	+15%	+19%

- Parking Garage Sales are paid direct to the airport.
- Rental Car Sales are gross sales, of which, the city receives a percentage or MAG

*Percent difference over previous year.

**Total percent difference over 2012

Airport Concession Program

- Over several years the Food & Beverage (F & B) Concession program has evolved
 - Old Program - pre-Love Field Modernization Program (LFMP) concession program (one food & beverage and one retail contract)
 - Hybrid Program – a combination of old concession program and new concessions for 12 gates in the new terminal which opened April 13, 2013
 - Included multiple concession operators
 - New Program - the full 20 gate Terminal serving all above airlines, plus Virgin America effective October 13, 2014
 - More space allocated, more concessions, wider product selection, brands, price points

Airport Concession Program

Concession Sales***						
	2012 (Old)	2013 (Hybrid)	% diff.*	2014 (New)	% diff. *	Total diff. **
F & B	\$18,056,379	\$21,291,565	+20%	\$27,989,637	+32%	+55%
Retail	\$8,648,217	\$9,949,193	+15%	\$11,519,780	+16%	+33%

*Percent difference over previous year

**Total percent difference over old concessions program

***Gross sales, of which, the city receives a percentage or MAG

Sales per Enplanement					
	2012	2013	% diff.	2014	% diff.
F & B	\$4.40	\$5.01	+14%	\$5.92	+18%
Retail	\$2.11	\$2.34	+11%	\$2.44	+4%
Total	\$6.51	\$7.35	+13%	\$8.36	+14%

Airport Concession Program

Concession Program Space

Concession Category	Developed Space Utilization Factor*	Existing Space Plan October 2014	Ideal Space Allocation 2015 5.261m (RFP)	Variance to 2014	Ideal Space Allocation 6m	Variance to 2014
Food & Beverage	5.8	27,967	30,514	(2,547)	34,800	(6,833)
Retail/Specialty	3.2	15,626	17,070	(1,444)	19,200	(3,574)
Total	9.0	43,593	47,584	(3,991)	54,000	(10,407)

*Space Utilization Factor equals the amount of concession area in square feet that is ideal per 1,000 enplaned passengers

Airport Concession Program

Concession Program Space Recommendations

- Per the Space Utilization Factor (SUF), 2,547 sq. ft. of additional Food & Beverage space needed
- F & B RFP will be advertised late Spring 2015 totaling 3,719 sq. ft.
 - Will help meet space recommendation for 2015 based on revised enplanement projections
 - Will have a total of 31,686 sq. ft. of F & B concession space
- Post-Wright, trending 500,000 enplanements monthly or 6 million enplanements annually
 - For 6 million enplanements, 34,800 sq. ft. of F & B space is recommended per SUF
 - Difference of 3,114 sq. ft. still needed to meet 6 million enplanement space needs

Rental Car Concessions

- In 2014, Rental Car Companies leased 16 acres of land on-airport
- 2,605 cars were rented on the peak day in 2014
- In 2014, there was a deficiency of nearly 200 ready/return spaces and nearly 900 storage spaces for Rental Companies on-site
- The demand for Rental Cars on-site is increasing as enplanements rise
- DAL is seeking additional space for Rental Car Companies
- Airport investigating Consolidated Rental Car (CON-RAC) solutions
 - This would decrease traffic congestion by reducing the amount of personal vehicles on Airport roadways

Parking Program

- Original LFMP and Program Development Agreement (PDA) excluded additional Parking
 - Passenger forecasts developed in 2008 projected 6 million enplanements would occur in 2017/2018
 - Existing 7,000 public parking spaces was projected to be adequate until 2017/2018
 - Included employee parking requirements of 1,000 spaces
 - Employees relocated to Love Hub in October 2014
 - 1,100 spaces in Love Hub garage and surface lot

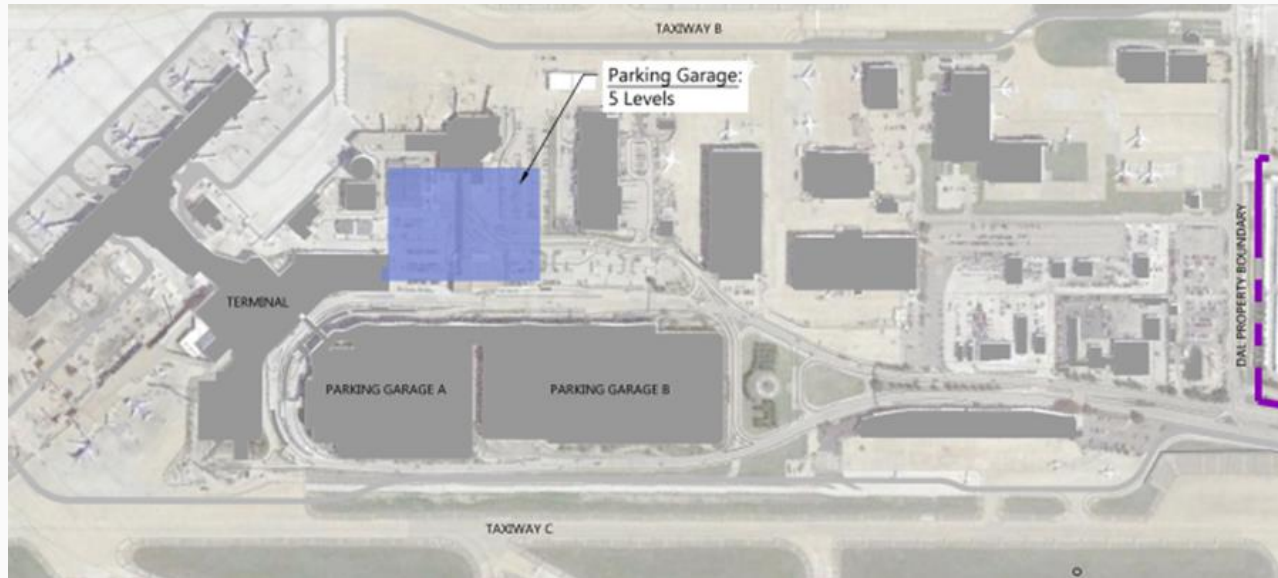
Parking Requirements

- Peak travel times have resulted in parking shortage
 - 2014 Holiday travel resulting in all Garages, Valet and adjacent parking lots at capacity
- Based on current projections, Love Field will have additional parking requirements:
 - 2015: approximately 1,000 spaces
 - 2017: approximately 2,400 spaces
 - 2020: approximately 3,500 – 4,000 spaces

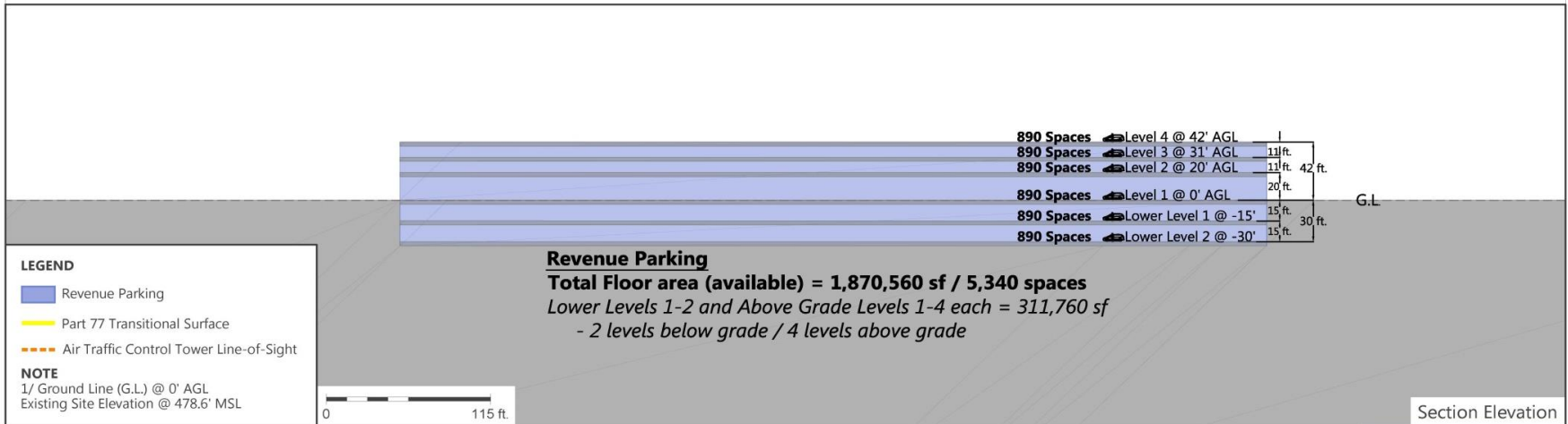
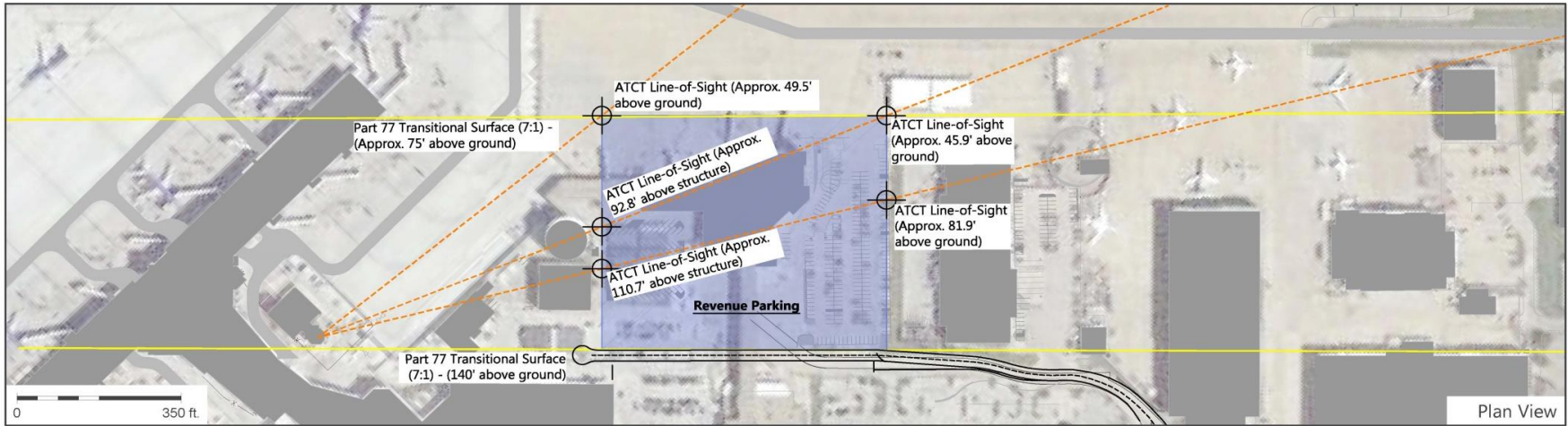
Parking Program

- A parking garage is planned to accommodate public parking requirements utilizing the existing LFMP structure
- Enabling projects that will result from the construction include:
 - Underground utility and communication lines relocation requirements
 - Survey and Geo-technical studies
 - Evaluation of Valet Parking relocation
 - Access roadway modifications.
 - Site demolition
 - Relocation of the Cell Phone Waiting Area
 - Landscaping and amenity improvements
 - Relocation of Dallas Police Love Field Unit, Badging office, and Airfield Operations to new location/building

Future Parking Garage Concept



- Garage to be located adjacent to Ticket Hall
- Footprint: approximately 4,000 spaces
- Hotel / Future Development Option



SOURCE: DAL Airport Layout Plan, Ricondo & Associates, Inc., December 2013; Google Earth Pro 2014; Terra Metrics, April 2 2013.
 PREPARED BY: Ricondo & Associates, Inc., January 2015.

Section Elevation

EXHIBIT F

Interim Parking Solution

To address interim parking needs:

- Moved all employees to Love Hub parking facility
- Leased property to establish an additional surface lot over the Holiday
- Reoriented spaces in the existing garages to produce more parking spaces
- Promoted the availability of DART shuttle from Inwood Station
- Receive more timely airline booking data to help forecast parking needs

DAL Airport Master Plan

- **Federal Aviation Administration Requirement**
 - Airports are required to maintain an up-to-date Airport Layout Plan (ALP) depicting future development. Proposed development must be depicted on an FAA-approved ALP to be eligible for Airport Improvement Program (AIP) grant funding
 - FAA must approve the ALP
- **Love Field Master Plan**
 - Last Master Plan was completed in 2001
 - 2001 Master Plan was updated in 2006
 - New Master Plan is being completed at this time

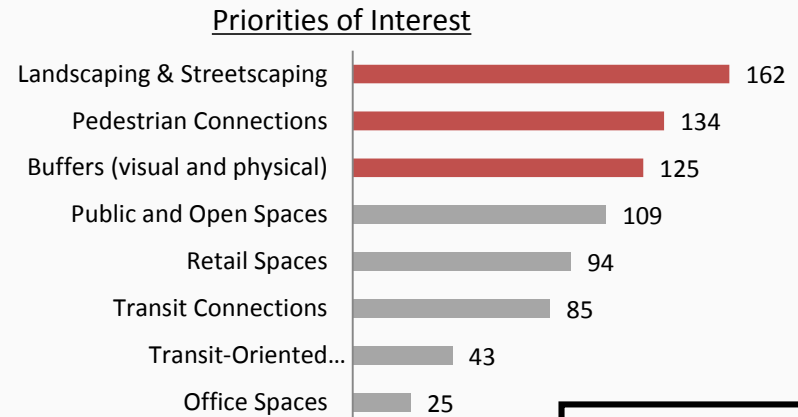
DAL Airport Master Plan

- 2014 Master Plan Completed Tasks
 - Aviation Forecast
 - Demand Capacity and Facility Requirements
 - Alternatives Development and Public Involvement
 - Public Input
 - Implementation and Financial Plan
 - Inventory
- On-Going and to be Completed Tasks
 - Final Documentation
 - Public Outreach Phase 3: Public House to be held late February
 - Completion of Airport Layout Plan
 - FAA Review and Approval

Public Involvement - Phase 1 and 2

- Phase 1: The Good Neighbor Plan Initiative consisted of a 10 meetings held to gain input on physical and economic development of the airport and its bordering communities. (Fall 2012)
- Phase 2: Master Plan Update Open House was held to show the progress of the MPU (July 2014)

MEETING	NUMBER OF ATTENDEES
East Zone Residential Meeting (North) Shorecrest Estates, Cochran Chapel	14
East Zone Business Meeting	9
East Zone Residential Meeting (South) North Park	38
Dallas Love Field Airport Tenants Meeting	30
South Zone Business Meeting	10
South Zone Residential Meeting	2
West Zone Business Meeting	6
West Zone Residential Meeting	34
North Zone Residential Meeting	6
North Zone Business Meeting	7
TOTAL	156



OUTREACH EFFORTS INCLUDED:

- Door hangers
- Phone calls
- Email blasts
- Letters
- Posters
- Newsletters
- Website



Centralized Customer Service

- Airport Communications Center Opened in 2014
- One phone number call center **214-670-LOVE (5683)** for a high level of customer service and information for Dallas Love Field patrons, surrounding citizens, and stakeholders. Staffed 24 hours a day / 7 days a week
- Centralized Lost & Found
 - All airlines, Transportation Security Administration and City of Dallas (DPD, DOA) funnel all lost items in the terminal through one office, managing accountability, and have a **95%** return rate of found and requested items. All non-requested items go to the D-Store after 90 days

Social Media Presence

- Followership has increased 273% over the last year
 - See sample tweets in the Appendix
- Social media used to manage and distribute information valuable to the consumer
 - Facebook Followers – 2,346
 - Twitter – 6,790
 - Instagram – 788
 - Google Plus
 - Pinterest
 - YouTube – several videos of improvements
 - Yelp – 389 reviews (4/5 stars)

NextGen

- What is NextGen?
 - The modernization of a 60-year old technology that enables the FAA to guide and track aircraft more precisely which allows for more direct routes
 - A shift from ground-based to satellite-based navigation technology

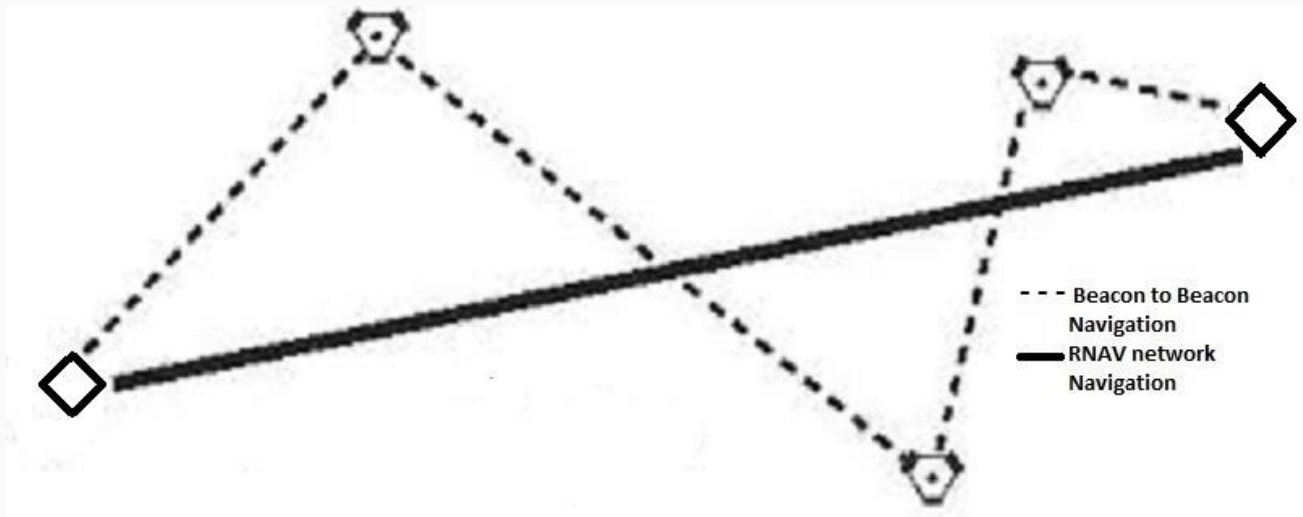
NextGen

- Benefits and Goals
 - Increased precision in the navigation of aircraft
 - Enhanced safety of aircraft during travel
 - More efficient use of airspace
 - Reduced environmental impact
 - Decrease the number of people exposed to aircraft noise

NextGen

- Area Navigation (RNAV)

- Area Navigation or RNAV is a component of NextGen that enables aircraft to fly on any desired flight path within a network of navigational aids(NAVAIDs) rather than navigating beacon to beacon. Utilization of RNAV procedures can enhance the pilot's situation awareness and reduce congestion of airspace



NextGen

RWY 13L Departures (South Flow) pre and post RNAV implementation



Dallas Love Field Noise Program

- Communications with surrounding community through quarterly meetings and weekly newsletters
- Reports to commercial and general aviation operators with procedures of voluntary program
- Enhanced noise and operations monitoring system which includes citizens quicker access to information
- Additional runway signage to promote use of preferential runway during the hours of 9pm to 6am
- Completion of construction on Taxiway C in March 2015 should balance runway utilization

Next Steps

- Need to address app-based transportation for hire needs
- Complete Master Plan
- Improve roadway traffic management
- Continue parking garage development
- Evaluate consolidated rental car facility development solution
- Identify and solicit proposals for non-aviation development
- Continue engagement with neighborhood groups regarding noise impacts and future development

Appendix

Social Media Presence



Javier C. Rivera @javier1280

Big time thanks to @SouthwestAir @DallasLoveField for providing the "Lil' Love Lounge" for kids to play on layovers. And it's free #LUV

1/1/15, 1:41 PM

1 RETWEET 2 FAVORITES



Penn Hoyt @Phoyt

First time flying out of @DallasLoveField in a long time. Very impressed with the upgrade!

1/12/15, 1:18 PM

1 RETWEET

Dallas Love Field @DallasLoveField @Phoyt Thank You!

1/12/15



Randy Bachmeier @RBachmeier

The new Love Field has become my favorite airport. So nice. #loveLove (at @DallasLoveField (DAL) in Dallas, TX) swarmapp.com/c/2SFCwxgA7jV

Swarm
Swarm by Foursquare
3.0/5.0 stars - 27 ratings
FREE
Want to keep up with Randy's adventures? Get Swarm, the new app from Foursquare.

Download on the App Store

1/16/15, 11:03 AM from Dallas, TX

1 RETWEET

Dallas Love Field @DallasLoveField @RBachmeier Thank you Randy! 🙌

1/16/15



bobick @bobick

@DallasLoveField Wow! Impressive remodel, Luv what you did to the place.

1/16/15, 10:26 AM

1 RETWEET


Dallas Love Field @DallasLoveField @bobick Thank you very much! 😊

1/16/15

Social Media Presence

Mitch Goulding @MitchTWCN + Follow

Two of my best friends just got engaged @DallasLoveField! He flew all our NY friends down to be here! @SouthwestAir



1/17/15, 12:13 AM

2 RETWEETS 1 FAVORITE

Southwest Airlines @SouthwestAir 1/17/15
@MitchTWCN @DallasLoveField Super cool! Congratulations to the happy couple! ^BT

Jarryd Gonzales @jarrydgonzales + Follow

Haven't flown in/out of @DallasLoveField in many years. Nice airport. Good riddance, #WrightAmendment

1/17/15, 7:04 AM

1 RETWEET

Dallas Love Field @DallasLoveField 1/18/15
@jarrydgonzales Thanks. We are glad you like it. #luv #dal

Bettye Acosta @lx61lr + Follow

Congrats to @DallasLoveField on the end of the #WrightAmendment ! Hope to fly into your airport soon to check it out!

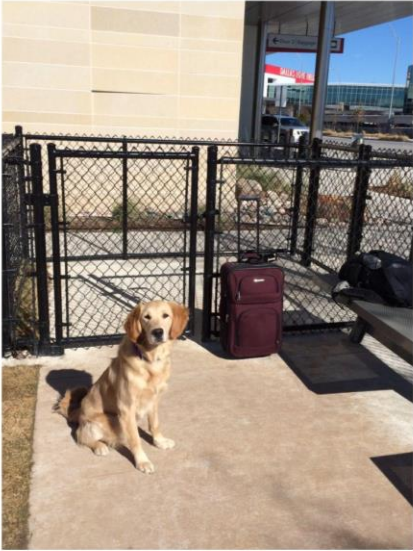
1/25/15, 12:16 AM

Dallas Love Field @DallasLoveField 3d
@lx61lr We hope to see you soon! 👍✈️

Social Media Presence

Lauren Dunham @lwdunham1221 [Follow](#)

Thank you @DallasLoveField for the wonderful pet exercise area. Parker really appreciated this space.



1/25/15, 2:10 PM

3 RETWEETS

Dallas Love Field @DallasLoveField [Follow](#)
@lwdunham1221 You're very Welcome! 🐾🐾 3d

holly goldin @HollyGoldin [Follow](#)

Lovely experience today @DallasLoveField! Everyone that works here is friendly. So happy I can fly @VirginAmerica here! #texas #DAL #travel

1/25/15, 1:29 PM

2 RETWEETS 1 FAVORITE

Virgin America @VirginAmerica [Follow](#)
@HollyGoldin Glad to hear it! 3d

Robert Kent @robertkent [Follow](#)

Gotta say that the new @DallasLoveField is pretty great. Only problem is that it has @Whataburger AND @ChickfilA! How can a Texan choose?

1/29/15, 7:44 AM from Dallas, TX

2 FAVORITES

Dallas Love Field @DallasLoveField [Follow](#)
@robertkent @Whataburger @ChickfilA Thanks! Yes, they both are great! 👍 1s


Social Media Presence

 **Jared Stump**
@jaredstump + Follow


Received first pat down by @TSA at @DallasLoveField today. I didn't feel violated; I felt safe. It's all a matter of perspective.

1/23/15, 11:18 AM

← ↻ ★ ⋮

 **Justin Rojas**
@JustRojas + Follow


Just realized the trays for loose items at airport security are just pet bowls. @DallasLoveField #mindblown



1/23/15, 5:47 AM from Dallas, TX

1 FAVORITE


← ↻ ★ ⋮

 **Chris Bertelli**
@CJBertelli + Follow

Seriously @DallasLoveField? 30 minutes of free wifi? #loosenu

1/28/15, 2:10 PM

← ↻ ★ ⋮

 **Boingo Wireless** @boingo 1d

@CJBertelli If you need more time DM or wecare@boingo.com. We would love to help. ^Dave

Social Media Presence

 **RachelRobinsonVoice**
@larynx_lynx + Follow

.@DallasLoveField & @SouthwestAir: Which of you wants to take ownership for blowing off the luggage for flight #4202 from LAX?

1/11/15, 5:48 PM

1 FAVORITE ← ↻ ★ ⋮

 **Southwest Airlines** @SouthwestAir 1/12/15
@larynx_lynx Very sorry to hear this. Did you file a report at the airport? Please stay in touch with our Baggage Office for updates. ^CB

 **Jian Allen**
@Jian_Allen + Follow

Not sure who to blame? @SouthwestAir or @DallasLoveField but waiting this long for checked bags is TERRIBLE #disappointed

1/11/15, 6:18 PM from Dallas, TX

← ↻ ★ ⋮

 **Southwest Airlines** @SouthwestAir 1/12/15
@Jian_Allen Ensuring you have a smooth travel experience from start to finish is a top priority of ours. Sincere apologies, Jian. ^CB

Memorandum



CITY OF DALLAS

DATE February 13, 2015

TO Honorable Mayor and Members of the City Council

SUBJECT **Leases for Office Buildings at Dallas/Fort Worth International Airport**

On Wednesday February 18, 2015, you will receive a briefing on the leases for the current administration building and the north and south business centers at Dallas/Fort Worth International Airport. The briefing will be provided by John Terrell, the Vice President of Commercial Development at Dallas/Fort Worth International Airport.

Should you have any questions or require more information, please don't hesitate to contact me.

A handwritten signature in blue ink, appearing to read 'A.C. Gonzalez', written over a large, stylized blue scribble.

A.C. Gonzalez
City Manager

c: Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Eric D. Campbell, Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Leases for Office Buildings at Dallas/Fort Worth International Airport

Dallas City Council Briefing

February 18, 2015

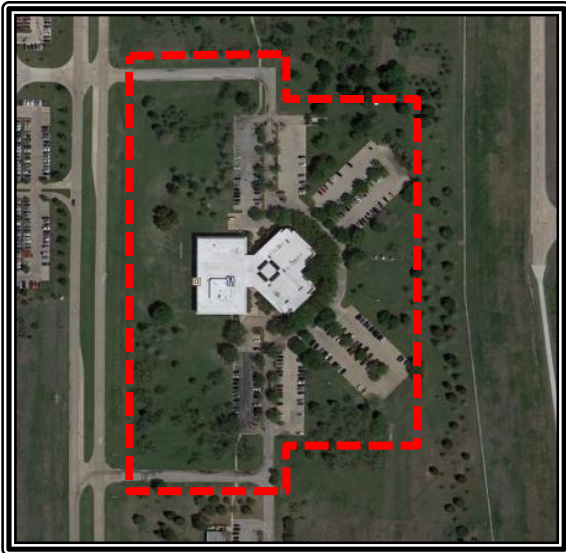


Leasing of Administration Building and Business Center North/South Towers

- Requesting approval of the below Leases by the Cities of Dallas and Fort Worth with: 3200 East Airfield Drive, LLC and 2200 & 2222 South Service Road, LLC (“Tenants”):
 1. 3200 East Airfield Drive, LLC
“Administration Building Lease” for approximately 15.205 acres of land and all improvements thereon consisting of an office building and related surface parking lots
 2. 2200 & 2222 South Service Road, LLC
“Business Center Lease” for approximately 2.994 acres of land and all improvements thereon consisting of two office buildings and a parking garage

Site Location

Administration Building Lease and Business Center Lease



ADMINISTRATION BUILDING LEASE:

Lease Term:	60 year
Initial Rent (year 1-5):	\$ 370,000
Parking spaces:	360
Building Area:	80,965 ±gsf
	73,155 ±rsf
Land Total:	15.205 ± acres



BUSINESS CENTER LEASE:

Lease Term:	60 year
Initial Rent (year 1-5):	\$ 330,000
Estimated Parking Garage per year (422 parking spaces at \$64/mo):	\$ 324,000
Total Revenue:	\$ 654,000
Building Area:	124,805 ±gsf
	115,440 ±rsf
Land Total:	2.994 ± acres

Administration Building



ADMINISTRATION BUILDING

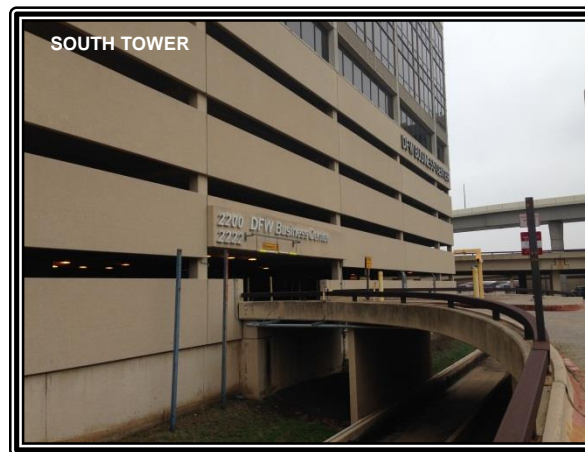
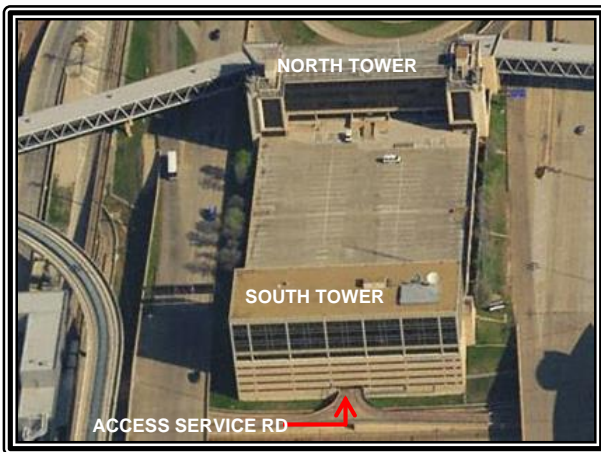
Approximately 80,965 gsf
Constructed in 1973, addition 1988
360 ± parking spaces

Business Center



NORTH TOWER

Approximately 52,114 gsf
 Constructed in 1978
 Renovated in 2002
 Garage clearance: 6'-6"



SOUTH TOWER

Approximately 72,691 gsf
 Constructed in 1988
 Vehicular access from Service Rd
 Garage clearance: 6'-9"

Business Center



NORTH & SOUTH TOWERS

Share use of 800 ± vehicle garage through a helix

Appraisal of Real Property and New Lease

- Values established by appraisals in 2014

Administration Building:	\$3.7M
Business Center including Parking Garage:	\$5.0M

New Lease Cost Avoidance & Revenues

Cost Avoidance:

- DFW Estimated Capital Costs for South Tower: ± \$5,958,696 (one time)
- DFW Estimated Ongoing O&M Costs: ± \$1,169,076/yr
(Includes Business Center & Administration Building)

New Revenues:

		Rent /Yr
1.	Administration Building Lease	\$ 370,000
2.	Business Center Lease	\$ 330,000
3.	<u>Parking for Business Center (422 spaces @ \$64/m)</u>	<u>\$ 324,000</u>
	Total Annual New Revenues	\$ 1,024,000

Retained Existing Revenues:

		Rent /Yr
1.	Rooftop Antennas	\$ 757,554
2.	Distributed Antenna System (P4 Parking Garage)	\$ 807,162
3.	<u>50 parking spaces – Air Marshalls</u>	<u>\$ 58,512</u>
	Total Annual Retained Existing Revenues	\$ 1,623,228
	Total Annual Revenues	\$ 2,647,228

Lease Agreements

TENANT:	<p>3200 East Airfield Drive, LLC and 2200 & 2222 South Service Road, LLC are majority owned by Menyon/TVO Capital Partners</p> <ul style="list-style-type: none"> • Dallas area based real estate investment company • Founded by its Managing Principal, Bobby Jefferson with 19 years of experience in real estate transactions totaling approximately \$1 billion in value
USE OF PREMISES:	<p>Limited to general office</p> <ul style="list-style-type: none"> • Administration Building Lease: provides right to demolish existing building and construct office building only • Business Center Lease: prohibits demolishing Business Center
TERM:	<p>60 year period contingent upon consent of Owner Cities</p>
LEASEBACK:	<p>Airport Sublease Premises:</p> <ul style="list-style-type: none"> • Temporary Space (Occupancy up to December 2015) <ul style="list-style-type: none"> • Prorated rent credit for Airport Occupancy • Long Term Office/Long Term Equipment Space (i.e. Communications, Concessions leases, 50 parking spaces for security agents) • Exclusive Parking Spaces to serve Airport Sublease Premises • Airport is not obligated to pay rent on sublease or to share revenues from reserved leases
MAINTENANCE RESPONSIBILITIES:	<ul style="list-style-type: none"> • Tenant is responsible for all operations and maintenance on all three facilities and parking garage (\$1.2 M/yr)
DUE DILIGENCE EXPENSES:	<p>DFW Airport to reimburse up to \$50,000 to cover due diligence expenses if Tenant has executed leases and Airport Board or Owner Cities' Councils do not approve leases</p>
PARKING:	<p>Tenant/Subtenants:</p> <ul style="list-style-type: none"> • Equivalent to Employee Transportation Charge (ETC) • Parking for Business Center: 422 spaces @ \$64/mo <ul style="list-style-type: none"> • Total \$324,000/yr

Menyon/TVO Capital Partners - Bobby Jefferson

- Established in 2010, Menyon Capital Partners, LLC (MCP) is a Dallas area based real investment firm that acquires Class B office buildings in the southwest (Austin, Dallas, Houston & San Antonio). MCP targets middle market office investments that range from \$5-\$40 million. Mr. Jefferson (Owner and Founder) is responsible for the acquisitions, equity capital, management and overall direction of the firm.
- Prior to forming MCP, Mr. Jefferson was Vice President of Investments for Parmenter Realty Partners. During his tenure with Parmenter, he was involved in the acquisition of two million square feet of class A office investments totaling \$200 million in value.
- MCP is a hands on operator with in-depth institutional acquisition and asset management experience in the repositioning of value added office buildings.
- Recently MCP partnered with TVO Capital (TVO) to acquire office assets (including these two leases). TVO is a real estate principal and property services organization that provides asset, property & facility management, construction, and development services.
- TVO, via its affiliates, has been operating since 1983 and through various investment vehicles has managed and owned real estate assets valued in excess of \$4.0 billion in both the US and Europe.



Memorandum



CITY OF DALLAS

DATE February 13, 2015

TO Honorable Mayor and Members of the City Council

SUBJECT **City Manager Update (CuSP Report)**

On Wednesday, February 18, 2015, I will be briefing the Council on the following topic during my update to the Council:

- Downtown 360 Plan

Briefing materials are attached for your review. If you have any questions, please let me know.



A.C. Gonzalez
City Manager

c: Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
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Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



Downtown Dallas 360 Update

CuSP Report
Culture. Systems. People

February 18, 2015





Downtown Dallas 360

Originally adopted by City Council in April 2011

Expand
Transit and
Realize TOD
Potential

Create
Vibrant Streets
and Public
Spaces

Reform the
Approach to
Parking

Diversify
and Grow
Housing

Ensure
Great Urban
Design

The broad Vision is still very relevant today



Downtown Dallas 360

Farmers Market

Main Street Core

South Arts

Lamar Corridor

Union/Reunion

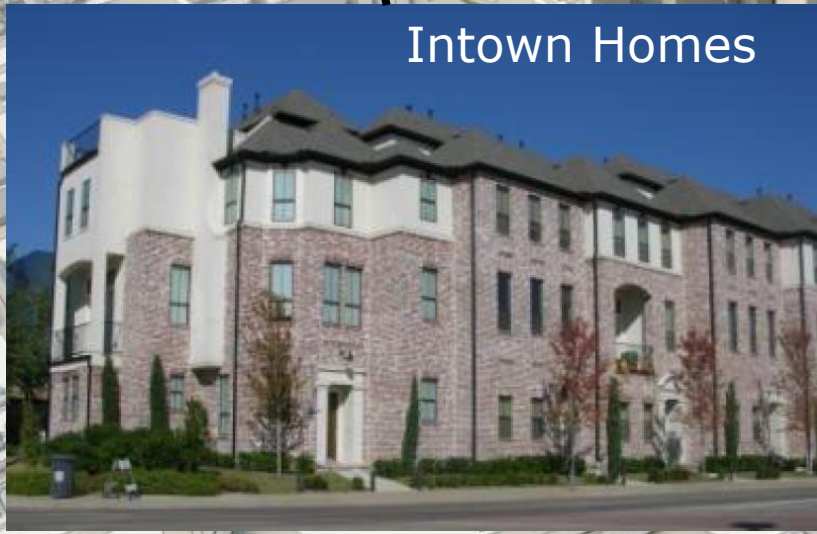
Need to refocus efforts in the light of recent successes and emerging opportunities



Farmers Market



Farmers Market
Mixed use



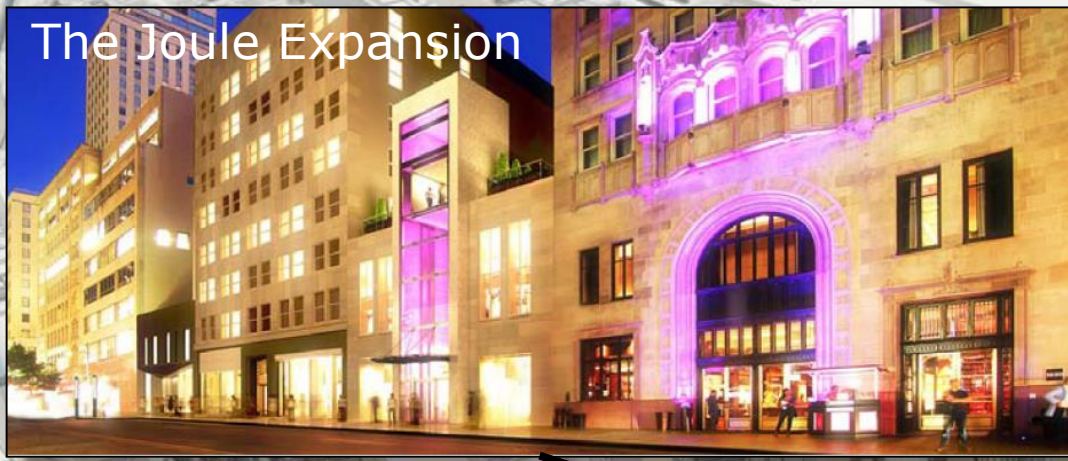
Intown Homes



Farmers Market - Shed 2

Building on recent successes

The Joule Expansion



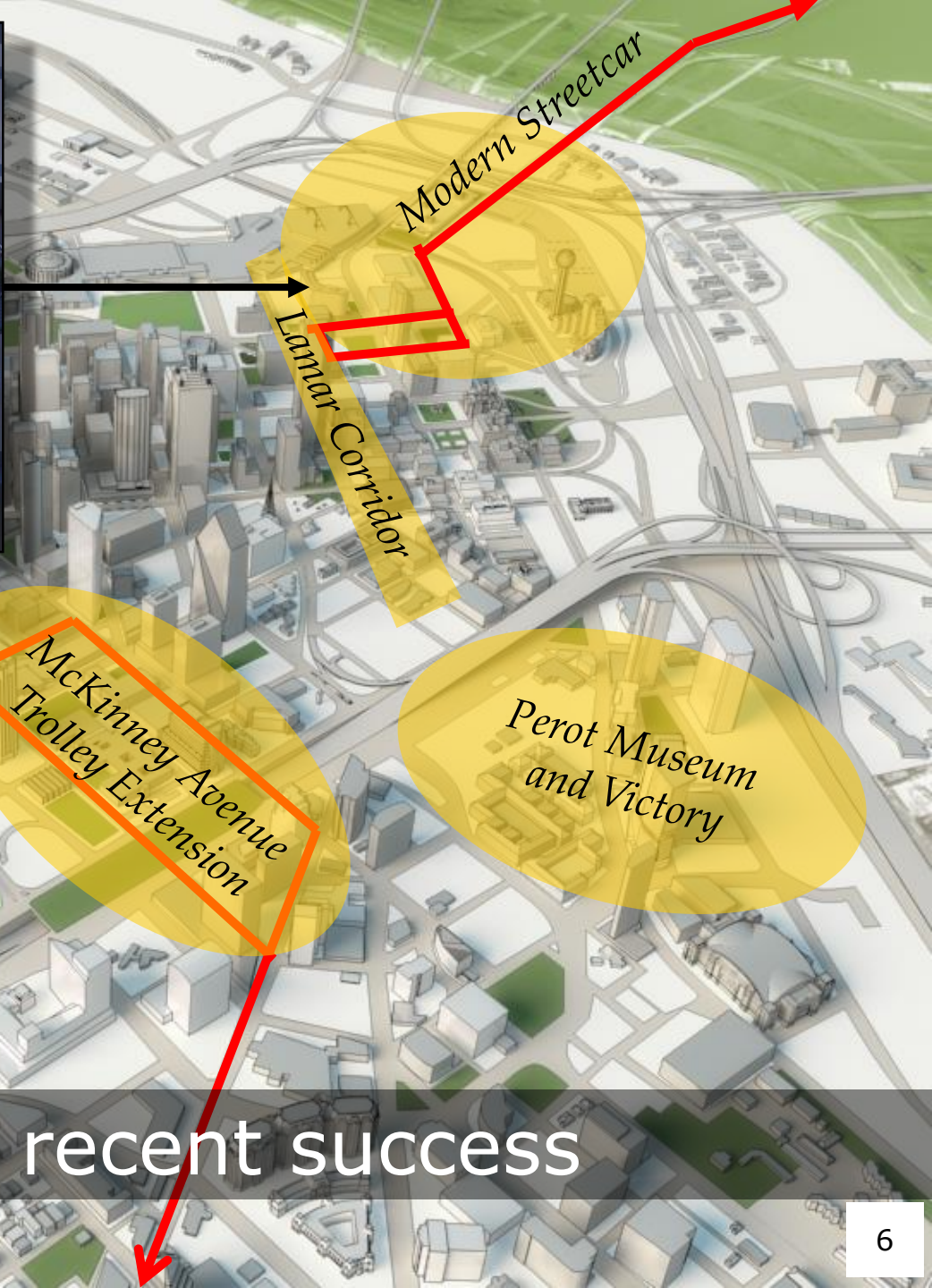
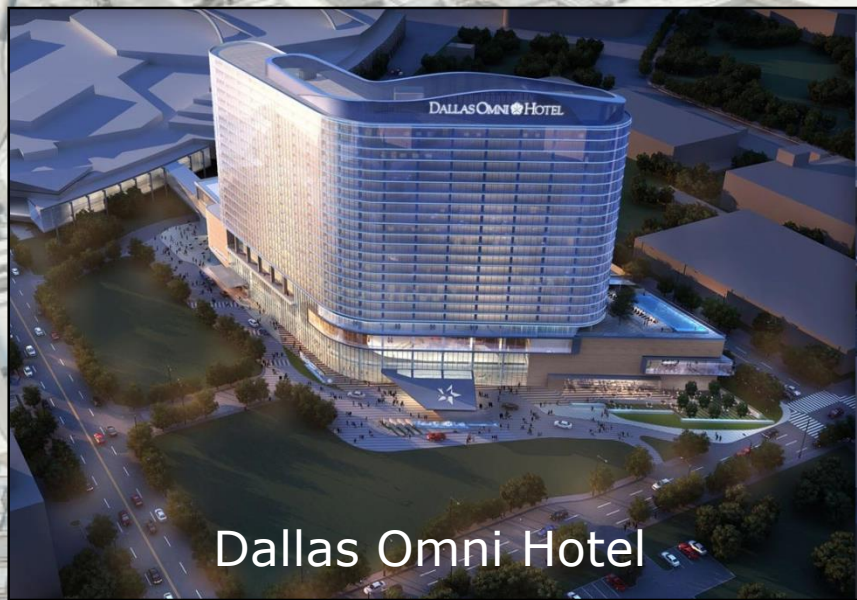
Main Street Core

South Arts

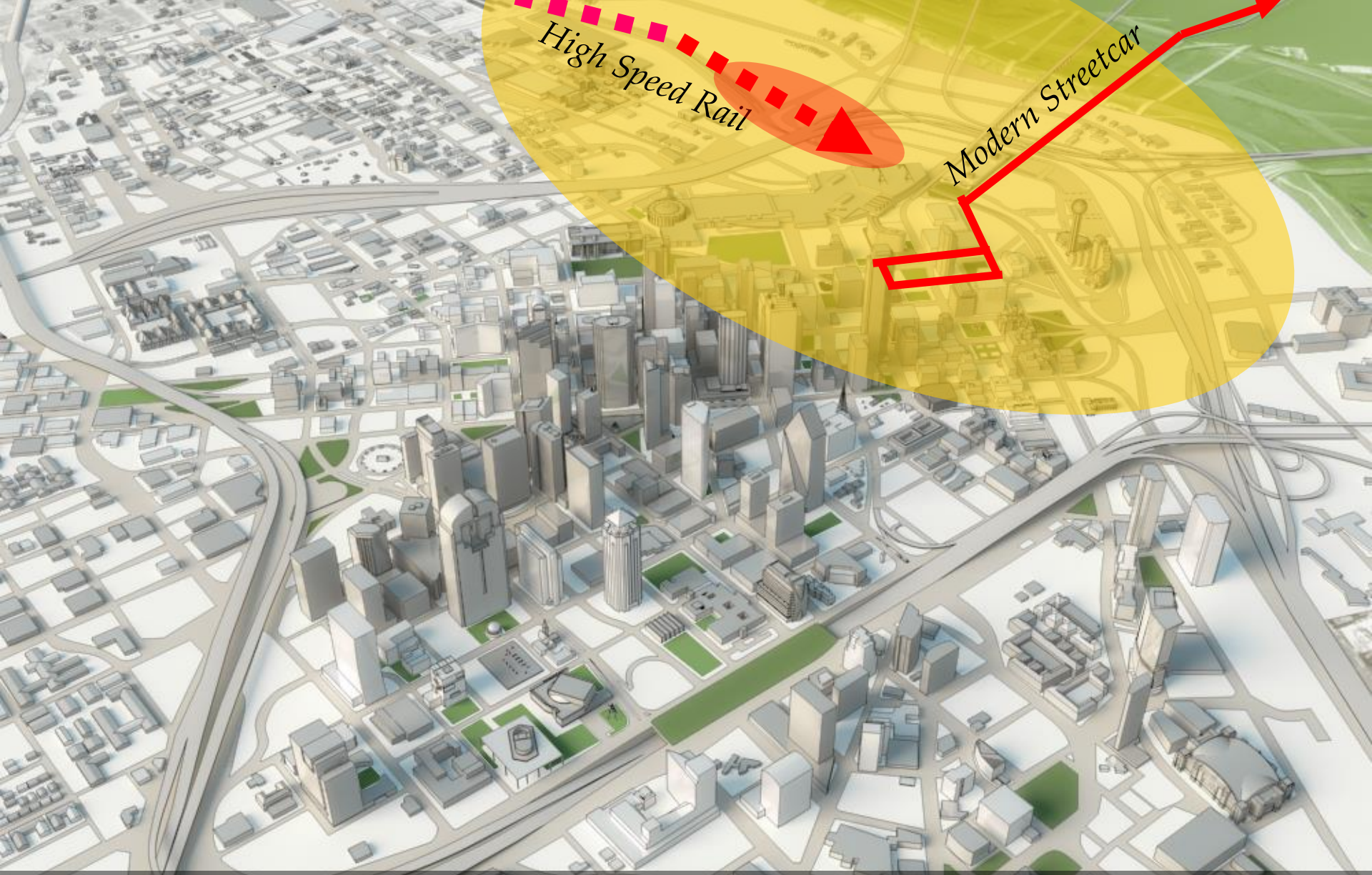


Arts District Development

Building on recent successes



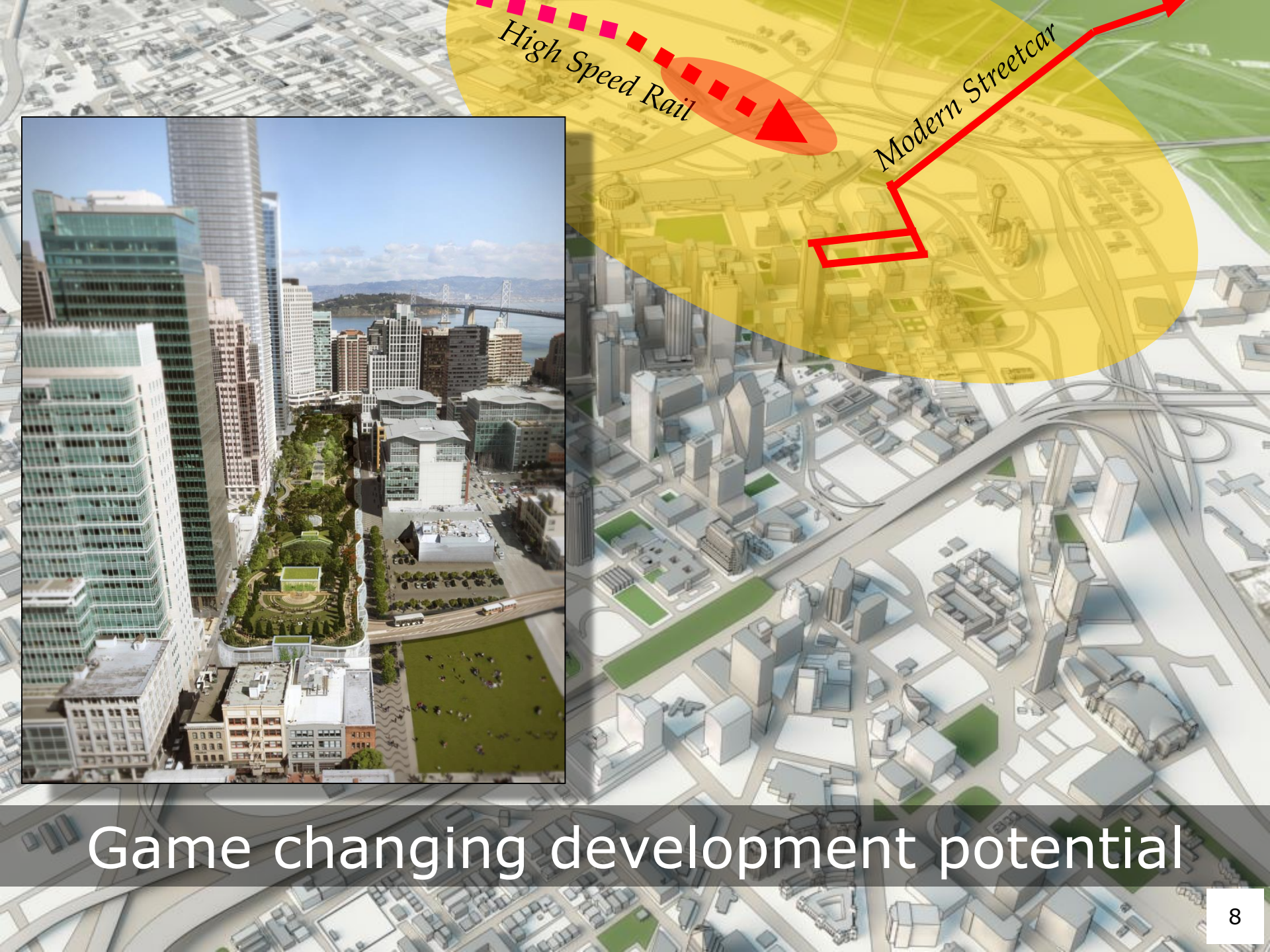
Building on recent success



High Speed Rail

Modern Streetcar

Emerging opportunity – High Speed Rail



Game changing development potential

Other Emerging Opportunities

- Parks at Farmers Market and Carpenter Plaza
- CDB Urban Trail Network
- Convention Center expansion
- Connected City Design Challenge
- Other Adjoining Area Development:
 - West Dallas
 - Cedars
 - Deep Ellum
 - Uptown
 - South Dallas

The Approach

- Collaborative partnership between City Design Studio, City & Regional Planning agencies, Downtown Dallas Inc., and private stakeholders



Desired Outcomes

Accelerate the momentum of Downtown renaissance

- Identify public/private partnerships
- Integrate / coordinate diverse improvement plans
- Maximize public benefits of on-going investments
- Extend the energy from Downtown outwards