

Memorandum



CITY OF DALLAS

DATE December 1, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **Dallas Market Value Analysis (MVA) 2023 Update**

On December 22, 2022, the City of Dallas contracted with Reinvestment Fund, Inc. to update the 2018 Dallas Market Value Analysis (MVA). The MVA is a tool for neighborhood revitalization and investment that guides interventions not only to where there is a need for them, but also to places where public investment can stimulate private market activity and capitalize on larger revitalization efforts. The Dallas MVA 2023 Update identified nine housing market types, “A” (strongest) through “I” (weakest), based on measures of value, investment, financial stress, blight, and vacancy in Census block groups. More information about the MVA and the MVA web map can be found on the Housing Department of Housing and Neighborhood Revitalization [website here](#).

Various departments within the City of Dallas utilize the MVA to inform their work:

The Department of Housing & Neighborhood Revitalization (Housing): Housing utilizes the MVA to guide policies to further housing equity in the City, revitalize communities, develop housing and understand displacement risks. The MVA is used by the Mixed Income Housing Development Bonus (MIHDB) program to determine areas for eligible development bonuses or fee-in-lieu payment requirements. The MVA is also a one key dataset utilized to inform potential Equity Strategy Target Areas for implementation as part of Pillar One in the Dallas Housing Policy 2033 (DHP33).

Department of Planning and Urban Design (PUD): PUD uses MVA data to inform their community engagement strategies. The MVA data describes existing conditions in neighborhoods, which PUD planners use to inform planning recommendations. The MVA provides background for PUD staff to write code for Planned Development Districts as related to affordable housing and income mix. The MVA also helps PUD prioritize and guide City-initiated zoning changes (authorized hearings) and identify neighborhoods that are appropriate for a Historic Preservation and Neighborhood Stabilization Overlay (NSO).

The Office of Equity and Inclusion (OEI): OEI uses the MVA as one resource to help identify Equity Priority Areas (EPAs) for the City’s Racial Equity Plan. OEI also reviews the data on home values and assesses how those values impact residents with greatest needs and contribute to the overall health of a neighborhood as identified by multiple tools and data consistent with Equity Impact Assessment Tool, Racially & Ethnically Concentrated Areas of Poverty, Social Vulnerability Index (CDC – Center for Disease Control and Prevention) and Qualified Census Tracts (HUD). This process informs City departments on neighborhood needs.

The Office of Economic Development (OED): OED occasionally references the MVA in Economic Development Committee presentations to provide residential market context to a particular project area.

Dallas Water Utilities (DWU): DWU utilizes MVA data to provide insight on projected population and water demand, specifically to collect data for the 2024 Long Range Water Supply Plan.

Dallas MVA 2023 Selected Key Findings:

- The characteristics of the clusters/market types have changed greatly since the 2018 Dallas MVA. Home sale prices have increased, with the most increases in the clusters/market types with the lowest sale prices in 2018.
- Areas that moved up in the market type categories from 2018 to 2023 were in West Dallas and Cedar Crest, and there were no neighborhoods in decline.
- The ratio of home sale prices to incomes grew at each price point in the city making Dallas less affordable for purchasing a home.
- There are fewer areas in Dallas that are affordable for most Dallas household homebuyers making the median income of about \$58,200 (American Community Survey 2017-2021).
- The lack of affordability affects Dallas' Hispanic and Black households more than other racial and ethnic groups due to the incomes of each group.
- Displacement pressure has increased in most of the areas around Downtown Dallas, especially in West Dallas, South Dallas, and Deep Ellum.

The updated MVA is now available for use. Housing staff is available to assist users of this information and will be communicating the updates to the development community in the monthly [Notice of Funding Available Presentations](#).

Should you have any questions or require any additional information, please contact Cynthia Rogers-Ellickson, Director (I), Department of Housing & Neighborhood Revitalization cynthia.rogersellic@dallas.gov or 214-670-3601.



Majed A. Al-Ghafry, P.E
Assistant City Manager

c: T.C. Broadnax, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizzor Tolbert, Deputy City Manager
Jon Fortune, Deputy City Manager

M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Dr. Robert Perez, Assistant City Manager
Carl Simpson, Assistant City Manager
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors