

GrowSouth Community Indicators

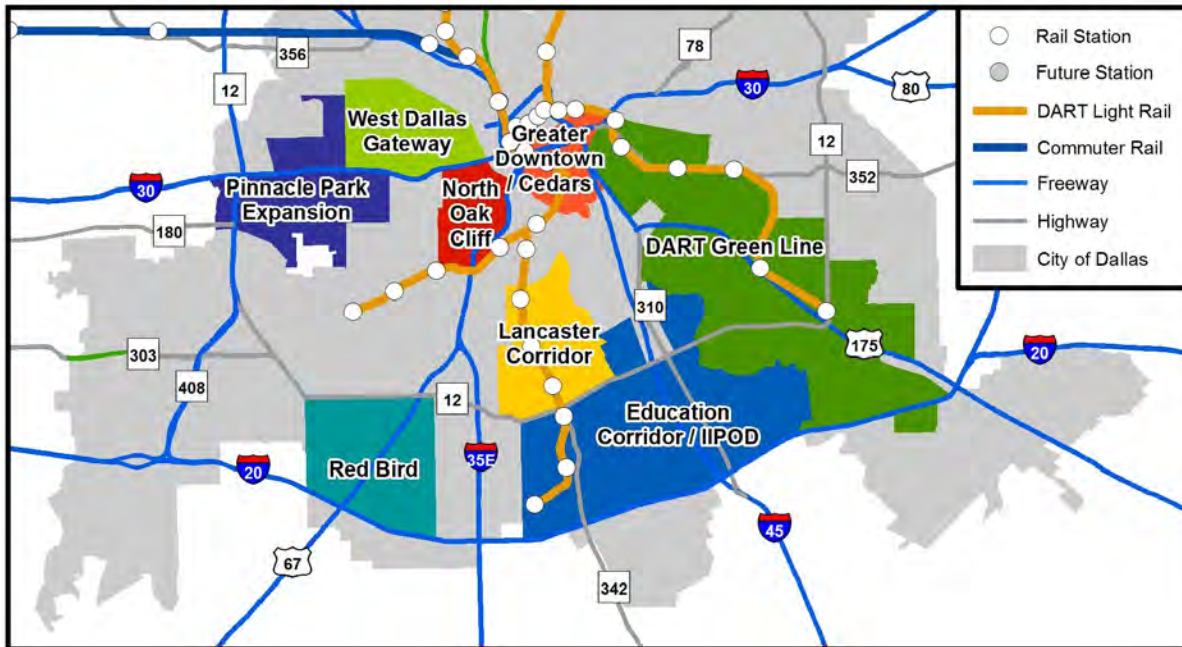


Year Five
Progress Report
April 2017

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Purpose

In February 2012, the City of Dallas announced a comprehensive strategy for economic development in the city’s southern half. Complementing Mayor Michael S. Rawlings’ GrowSouth initiative, the city’s Office of Economic Development produces an annual report of changes in eight focus areas. This *GrowSouth Community Indicators Year Five Progress Report* provides statistical updates on changes in the focus areas. The eight areas are:



Background

The foundational briefing presented to Dallas City Council in February 2012 laid out a framework for the focus areas and a set of expectations tied to their potential for growth. Each focus area requires a customized approach to a unique set of opportunities and challenges. Neighborhoods must receive a critical mass of new investment to change market perceptions, so each focus area has a core investment

area and a detailed improvement plan. The core investment area is the area most likely to grow in the first two-to-five years. The focus areas are divided into three categories.

The first category covers three focus areas that are already on a clear path to successful growth. Pinnacle Park Expansion builds around Pinnacle Park and adds a core project in The Canyon at Oak Cliff, a mixed-use development that will add additional retail, office, and residential growth to the area. North Oak Cliff centers around the successful regional attraction Bishop Arts District, linked to the CBD by the Dallas Streetcar, and the rejuvenation of Jefferson Boulevard. The Greater Downtown / Cedars area includes the iconic South Side on Lamar project, the Kay Bailey Hutchison Convention Center, the redevelopment of the newly-privatized Dallas Farmers Market, and adds the Cedars West area along Riverfront Boulevard near the proposed Texas Central Railway high-speed rail station.

The second category is comprised of areas that have anchors in place and that are about to attract large-scale private development. The Education Corridor / International Inland Port of Dallas (IIPOD) has two such anchors: the growing University of North Texas at Dallas campus and the IIPOD, a multi-jurisdictional industrial and warehousing district. The Red Bird neighborhood is building around Dallas Executive Airport and Southwest Center Mall. The West Dallas Gateway, at the foot of the new Margaret Hunt Hill Bridge, has the burgeoning Trinity Groves project and considerable new multi-family construction.

The third and final category includes two areas where major public investments are leading the way with the anticipation of building private market demand in the near future. The Lancaster Corridor has two core investment areas: the Lancaster Urban Village, recently completed with substantial public investment, and the Lancaster-Kiest Shopping Center area. The DART Green Line area saw the arrival of light rail in 2011, providing new access points in a multitude of neighborhoods stretching from Fair Park to Pleasant Grove.

Methodology Updates

The selected indicators relate to the goal of creating vibrant and healthy neighborhoods. Three broad qualities - commitment, resilience and amenities - are used to group the indicators. Measures of commitment examine whether residents are staying in the neighborhood, if new residents are moving in, and if the residents are growing their families. Measures of resilience examine the economic and social qualities of the neighborhood to determine its ability to grow and thrive in the face of challenges. Finally, measures of amenities look at the assets of the area that attract investment.

This report is the first in the series to change to a new base year, 2012, with each following edition to follow on a five year rotation, consistent with the turnover of the American Community Survey sample. This edition also eliminates the MLS-based single-family home sales price median measure, due to extreme volatility. Starting with the 2015 edition, the school performance scores were re-calculated eliminating consideration of End of Course (EOC) exams taken in middle school from the scores of the high school in the same feeder pattern. For complete data sources, please see page 20-21.

Limitations of Data

It is important to note that the City of Dallas does not recommend that the one-year changes in data reported in this document be used to extrapolate long-term trends. Some of the indicators are highly variable year-to-year and should only be viewed on a longer-term basis. Other measures, including most demographics, rely on the U.S. Census Bureau American Community Survey's five-year estimates.

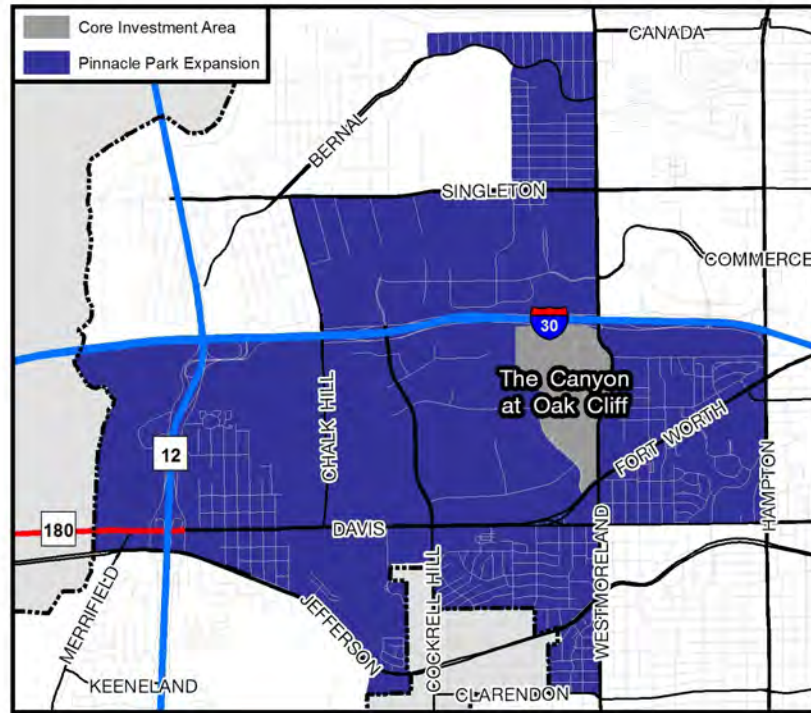
The American Community Survey uses a five-year rolling sample at the census tract level to measure population, households, income, employment, age and other data formerly collected once every decade during the decennial census. The ACS samples 30% of all households in a given tract every year for five years, and as such each year only 20% of the sample rolls over on an annual basis. The base year of the indicators uses 2006-2010 five-year averages, while this edition reports 2010-14 averages. The rolling sample methodology limits short-term comparability and should be used with caution.

TOTAL ALL FOCUS AREAS

Measure	2012	2016	Change 2012-16	
Measures of Commitment				
Population: Are people staying or leaving the community?	206,716	213,163	+6,447	
Households: Are new households moving into the community?	67,891	69,919	+2,028	
Percentage of School Age Children: Do families with children live in the community?	24.4%	23.2%	-1.2%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	38,479	36,637	-1,842	
Residential Investment: Are residents and property owners investing in the community?	\$49.43M	\$162.31M	+\$112.89M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$230.93M	\$324.92M	+\$93.99M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$4,543.35M	\$7,217.46M	+\$2,674.12 M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	9.7%	9.8%	+0.1%	
Public High School Graduation Rate: Are high schools graduating local children?	78.9%	89.5%	+10.6%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$13,556	\$14,708	+\$1,152	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.70	1.11	+0.41	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	55.83	43.53	-12.30	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	12.03	13.68	+1.65	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	52,257 SF	50,809 SF	-1,448 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-4.5%	-4.3%	+0.2%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	13.4%	12.9%	-0.5%	

Notable Trends:

- Construction of new apartments has increased population and households;
- Property and violent crime rates are declining.



Pinnacle Park has developed over the last 20 years as one of the Dallas-Fort Worth's premier business parks, with a mix of light industrial uses, apartments, and retailers including Walmart and Lowe's. The Canyon at Oak Cliff, adjacent to Pinnacle Park, will add additional mixed-use development to the growing area just west of downtown Dallas.

Pinnacle Park Expansion 2016-17 Development Highlights

- Construction continued on a Renaissance Inn by Marriott at The Canyon at Oak Cliff, with an opening planned for later in 2017;
- Design began on the second phase of the extension of Colorado Blvd. from the Interstate 30 frontage road to Westmoreland Rd. through The Canyon at Oak Cliff;
- Construction was completed on the Chalk Hill Distribution Center, a 518,241 sq. ft. industrial property developed by Trammell Crow Company.

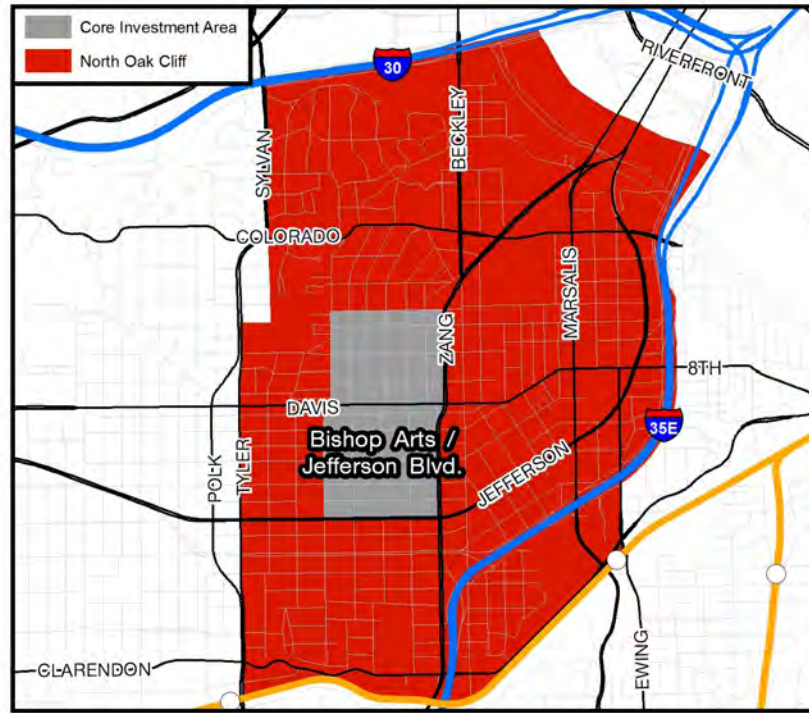


← PINNACLE PARK EXPANSION

Measure	2012	2016	Change 2012-16	
Measures of Commitment				
Population: Are people staying or leaving the community?	23,062	25,149	+2,087	
Households: Are new households moving into the community?	6,744	7,482	+738	
Percentage of School Age Children: Do families with children live in the community?	24.5%	24.9%	+0.4%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	5,006	4,359	-647	
Residential Investment: Are residents and property owners investing in the community?	\$11.95M	\$4.44M	-\$7.51M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$28.45M	\$32.66M	+\$4.21M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$834.92M	\$1,266.23M	+\$431.31M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	7.8%	7.5%	-0.3%	
Public High School Graduation Rate: Are high schools graduating local children?	79.7%	91.1%	+11.4%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$12,824	\$13,744	+\$920	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.82	0.91	+0.09	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	64.70	37.34	-27.36	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	7.76	5.73	-2.03	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	57,437 SF	54,910 SF	-2,527 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-0.6%	+4.0%	+4.5%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	6.2%	11.5%	+5.4%	

Notable Trends:

- Population has fallen slightly while the number of households has increased, suggesting smaller household sizes;
- Retail development in Bishop Arts & Jefferson Blvd. has grown faster than population.



Located southwest of downtown, the North Oak Cliff focus area includes Lake Cliff, Kidd Springs, historic Jefferson Blvd., Methodist Dallas Medical Center and the Bishop Arts District. Wide-ranging growth in the area includes new investment in prominent single-family neighborhoods, high-quality multi-family, and an eclectic retail mix.

North Oak Cliff 2016-17 Development Highlights

- Construction began on the Jefferson Blvd. Main Street Project in March 2017, with improvements from S. Crawford St. to S. Van Buren Ave. to be completed in late 2017;
- The Dallas Streetcar extension to the Bishop Arts District opened in August 2016;
- In December 2016, construction began on Bishop Arts Station, a \$57 million mixed-use development at N. Zang Blvd. and Davis St., including 209 apartments and 25,200 sq. ft. of retail space.

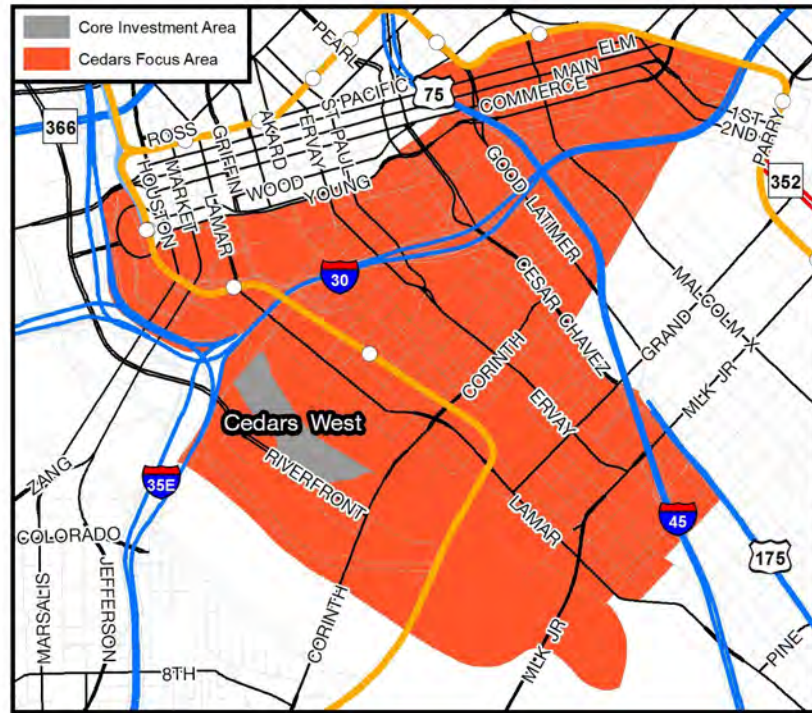


Photo Courtesy of Urban Fabric Photography

Measure	2012	2016	Change 2012-16	
Measures of Commitment				
Population: Are people staying or leaving the community?	20,822	20,564	-258	
Households: Are new households moving into the community?	6,498	6,939	+441	
Percentage of School Age Children: Do families with children live in the community?	22.9%	20.5%	-2.4%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	4,686	4,314	-372	
Residential Investment: Are residents and property owners investing in the community?	\$3.41M	\$13.68M	+\$10.27M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$84.30M	\$133.31M	+\$49.01M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$596.95M	\$865.37M	+\$268.42M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	11.6%	15.6%	+4.0%	
Public High School Graduation Rate: Are high schools graduating local children?	82.4%	90.2%	+7.8%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$16,277	\$20,741	+\$4,464	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.91	1.12	+0.21	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	49.61	39.54	-10.07	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	10.61	13.66	+3.05	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	54,269 SF	66,252 SF	+11,983 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-1.5%	+4.2%	+5.7%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	7.5%	8.5%	+1.0%	

Notable Trends:

- High population growth;
- Real property values have more than doubled;
- The share of adult residents with a college degree has declined.



Capitalizing on the momentum of downtown Dallas' transformation into a live-work-play-learn environment, the opportunity to connect downtown with the Cedars is a central focus of GrowSouth. With major anchors including the Kay Bailey Hutchison Convention Center, Dallas Farmers Market and the S. Lamar St. entertainment corridor, new residential, retail and office development is already blossoming.

Greater Downtown / Cedars 2016-17 Development Highlights

- The Lorenzo Hotel opened in January 2017. The complete renovation of the former Ramada Inn includes 237 rooms and a public plaza;
- The first homes at Southside Place by David Weekley Homes were completed in early 2017. The completed project will add 43 single-family homes adjacent to The Beat Condominiums;
- The Butler Brothers Building opened in early 2017, with 238 apartments. A second phase will be completed in summer 2017 with a 274 room hotel.

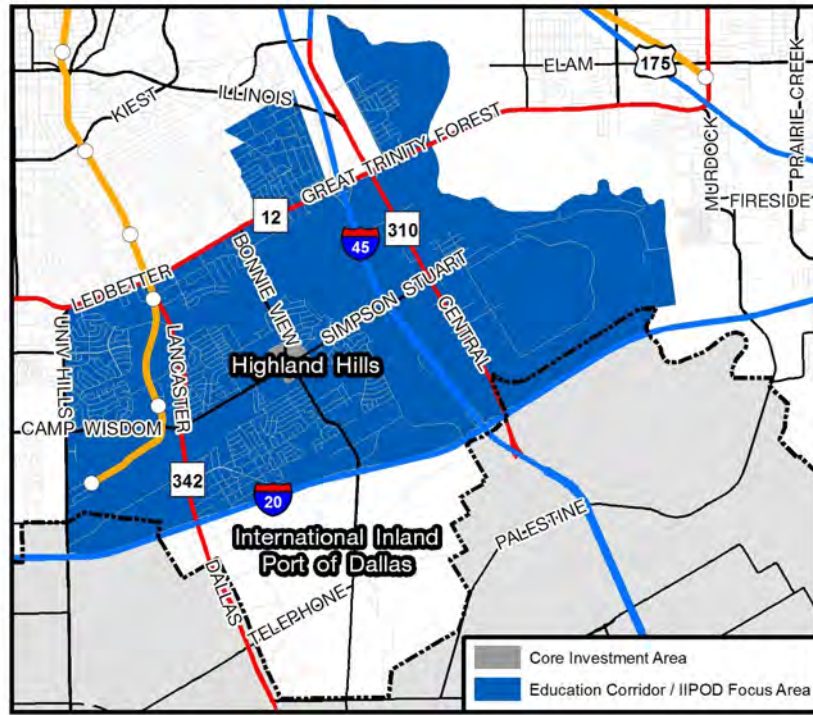




Measure	2012	2016	Change 2012-16	
Measures of Commitment				
Population: Are people staying or leaving the community?	5,474	7,064	+1,590	
Households: Are new households moving into the community?	2,744	3,215	+471	
Percentage of School Age Children: Do families with children live in the community?	6.2%	4.9%	-1.3%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	327	571	+244	
Residential Investment: Are residents and property owners investing in the community?	\$6.23M	\$93.54M	+\$87.31M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$7.46M	\$9.53M	+\$2.07M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$633.01M	\$1,442.17M	+\$809.16M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	40.3%	36.3%	-4.1%	
Public High School Graduation Rate: Are high schools graduating local children?	93.5%	92.8%	-0.7%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$31,212	\$34,258	+\$3,046	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	2.37	2.12	-0.25	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	138.66	104.76	-33.90	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	27.77	24.35	-3.42	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	269,567 SF	207,290 SF	-62,277 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	0.8%	-10.3%	-11.1%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	11.0%	8.2%	-2.8%	

Notable Trends:

- Population is beginning to grow;
- Per capita incomes are steady but education levels have declined;
- Public school enrollment is up.



With twin-anchors the University of North Texas at Dallas and Paul Quinn College, the Education Corridor is unique with existing single-family neighborhoods and vacant land for new development. To the south, the International Inland Port of Dallas (IIPOD) is a rapidly-developing distribution hub providing a strong employment base for all of Southern Dallas.

Education Corridor / IPOD 2016-17 Development Highlights

- Save-A-Lot opened a new grocery store on Simpson Stuart Rd. in Highland Hills in the summer of 2016;
- The DART Blue Line extension to the University of North Texas at Dallas station opened in fall 2016;
- Pioneer Frozen Foods opened a manufacturing plant on Langdon Rd. in the International Inland Port of Dallas (IIPOD) in fall 2016.

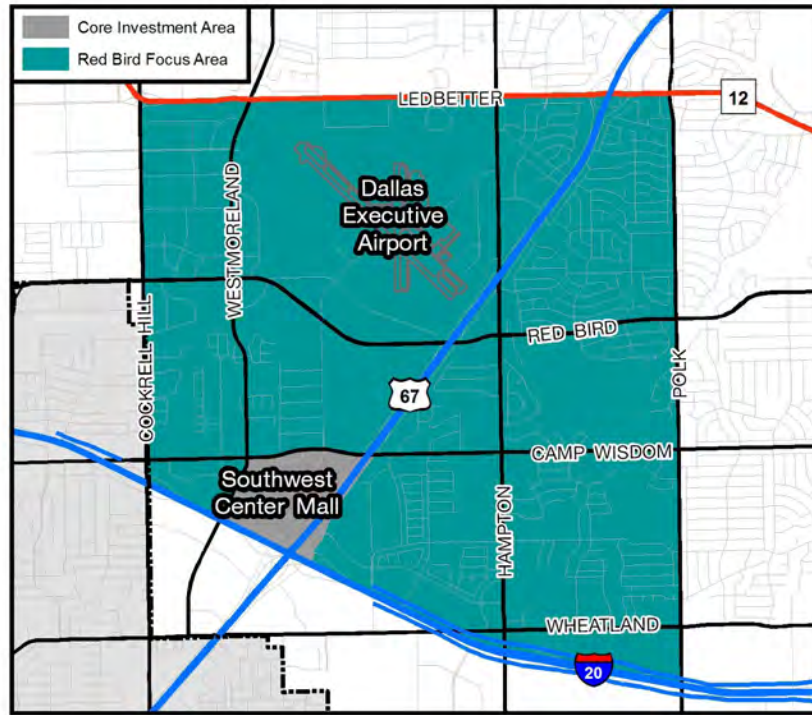


Photo Courtesy of City of Dallas Office of the Mayor

Measure	2012	2016	Change 2012-16	
Measures of Commitment				
Population: Are people staying or leaving the community?	24,740	25,373	+633	
Households: Are new households moving into the community?	8,900	8,907	+7	
Percentage of School Age Children: Do families with children live in the community?	22.9%	21.9%	-1.0%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	1,571	2,640	+1,069	
Residential Investment: Are residents and property owners investing in the community?	\$16.03M	\$10.44M	-\$5.60M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$11.27M	\$15.75M	+\$4.48M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$433.60M	\$518.84M	+\$85.25M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	11.2%	8.7%	-2.5%	
Public High School Graduation Rate: Are high schools graduating local children?	79.3%	88.3%	+9.0%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$13,387	\$13,481	+\$94	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.81	1.18	+0.37	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	49.76	46.43	-3.33	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	12.53	17.81	+5.28	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	16,310 SF	14,793 SF	-1,517 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-4.3%	-7.3%	-2.9%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	14.5%	13.9%	-0.6%	

Notable Trends:

- High population growth;
- More neighborhood organizations building stronger ties;
- Significant drop in property crime rate.



The Red Bird area in southwest Oak Cliff includes Dallas Executive Airport, the city’s general aviation hub, and Southwest Center Mall, Southern Dallas’ largest retail center. Public improvements at the airport have attracted private investment in the past year, including the new headquarters of the Commemorative Air Force, and several large development parcels remain available.

Red Bird 2016-17 Development Highlights

- Phase 2 of the runway project at Dallas Executive Airport was completed in fall 2016;
- Additional plans were announced for Red Bird, the redevelopment of Southwest Center Mall, in early 2017, including the creation of a small business incubator space and detailed site plans.



Measure	2012	2016	Change 2012-16	
Measures of Commitment				
Population: Are people staying or leaving the community?	22,224	24,484	+2,260	
Households: Are new households moving into the community?	9,378	9,689	+311	
Percentage of School Age Children: Do families with children live in the community?	23.0%	21.3%	-1.7%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	3,396	3,443	+47	
Residential Investment: Are residents and property owners investing in the community?	\$1.96M	\$2.34M	+\$0.38M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$38.48M	\$39.27M	+\$0.79M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$620.80M	\$767.68M	+\$146.88M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	19.8%	16.0%	-3.8%	
Public High School Graduation Rate: Are high schools graduating local children?	73.9%	91.8%	+17.9%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$19,333	\$18,736	-\$597	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.67	1.06	+0.39	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	70.55	53.46	-17.09	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	12.01	12.29	+0.28	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	133,647 SF	106,290 SF	-27,357 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-9.0%	-11.2%	-2.3%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	11.5%	12.4%	+0.8%	

Notable Trends:

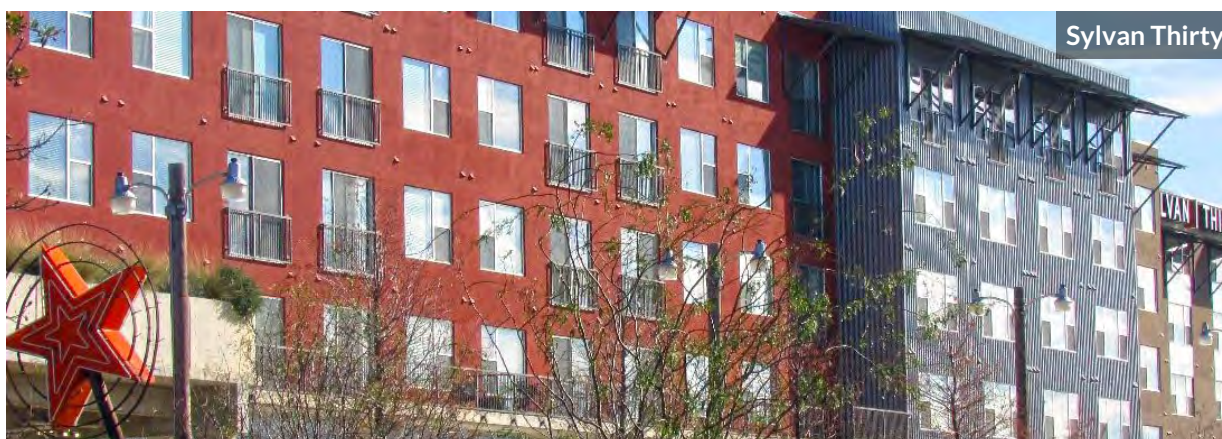
- Population and per capita income have increased;
- Real property values have more than doubled;
- Public school enrollment and school-age population have declined.



West Dallas is one of the fastest-growing areas in Dallas-Fort Worth, with two major centers of activity. The burgeoning Trinity Groves district, with its innovative mix of restaurants, will soon anchor a mixed-use neighborhood. Just south, the Fort Worth Avenue corridor, home to the Belmont Hotel and Sylvan Thirty developments, is experiencing a boom in multi-family development.

West Dallas Gateway 2016-17 Development Highlights

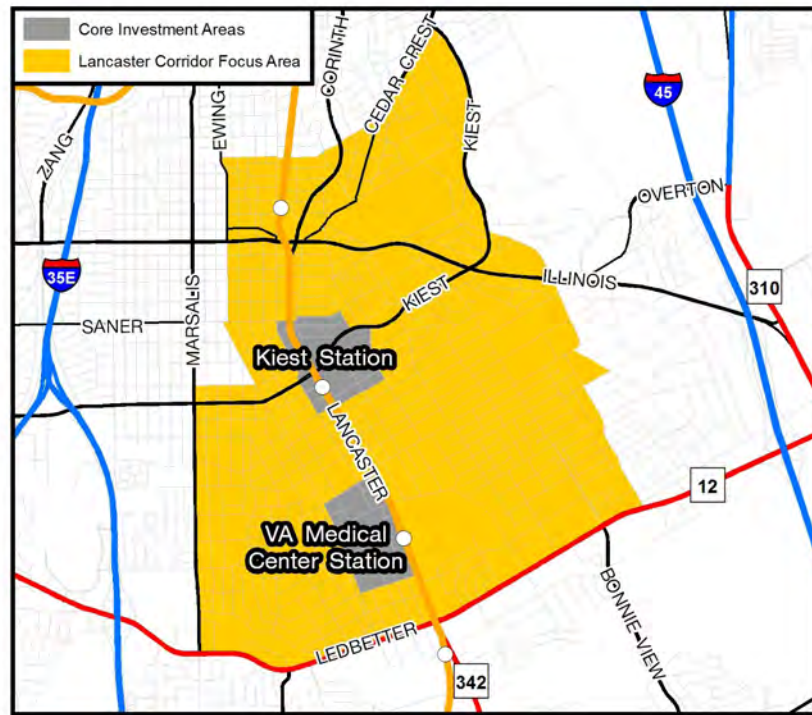
- Dallas City Council approved alignments for the extension of Hebert St., Bataan St., and Amonette St. from Singleton Blvd. to Commerce St. as part of the “Three Hole Punch” project in January 2017;
- The first phase of the Trinity Green project, the Austin at Trinity Green apartments, opened in March 2017.



Measure	2012	2016	Change 2012-16	
Measures of Commitment				
Population: Are people staying or leaving the community?	14,651	15,221	+570	
Households: Are new households moving into the community?	4,132	4,519	+387	
Percentage of School Age Children: Do families with children live in the community?	32.8%	29.9%	-2.9%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	5,558	3,579	-1,979	
Residential Investment: Are residents and property owners investing in the community?	\$3.73M	\$26.02M	+\$22.28M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$2.45M	\$10.67M	+\$8.22M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$316.74M	\$802.46M	+\$485.71M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	7.3%	7.9%	+0.5%	
Public High School Graduation Rate: Are high schools graduating local children?	71.4%	86.5%	+15.1%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$9,753	\$11,210	+\$1,457	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.61	0.85	+0.24	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	46.55	31.54	-15.01	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	9.56	9.85	+0.29	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	41,646 SF	45,848 SF	+4,202 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-11.7%	-11.1%	+0.6%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	17.3%	16.7%	-0.6%	

Notable Trends:

- Population, households, and per capita income levels are steady;
- School performance is improving.



One of Southern Dallas' longest commercial corridors, Lancaster Rd. is a major multi-modal connection between downtown Dallas and the growing International Inland Port of Dallas. The historic Lancaster-Kiest Shopping Center and the Dallas VA Medical Center anchor a mix of restaurants and retailers surrounded by single-family neighborhoods.

Lancaster Corridor 2016-17 Development Highlights

- Construction began in summer 2016 on the 10,000 sq. ft. office phase of Lancaster-Kiest Village, a mixed-use development at the northwest corner of S. Lancaster Rd. and E. Kiest Blvd., with completion scheduled for summer 2017.

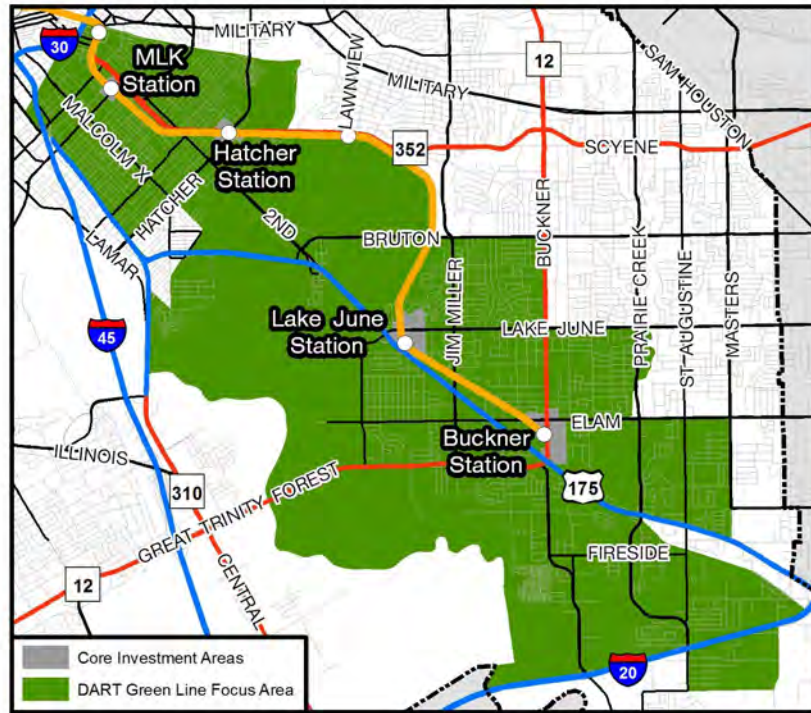




Measure	2012	2016	Change 2012-16	
Measures of Commitment				
Population: Are people staying or leaving the community?	26,897	26,978	+81	
Households: Are new households moving into the community?	9,531	9,517	-14	
Percentage of School Age Children: Do families with children live in the community?	21.9%	22.4%	+0.5%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	5,219	5,176	-43	
Residential Investment: Are residents and property owners investing in the community?	\$2.22M	\$3.70M	+\$1.48M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$31.24M	\$50.47M	+\$19.24M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$306.62M	\$358.20M	+\$51.58M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	5.0%	6.1%	+1.2%	
Public High School Graduation Rate: Are high schools graduating local children?	80.5%	84.0%	+3.5%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$12,652	\$12,689	+\$37	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.74	0.96	+0.22	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	51.08	46.37	-4.71	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	12.90	16.53	+3.63	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	40,174 SF	36,544 SF	-3,630 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-6.0%	-3.6%	+2.3%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	15.6%	12.8%	-2.8%	

Notable Trends:

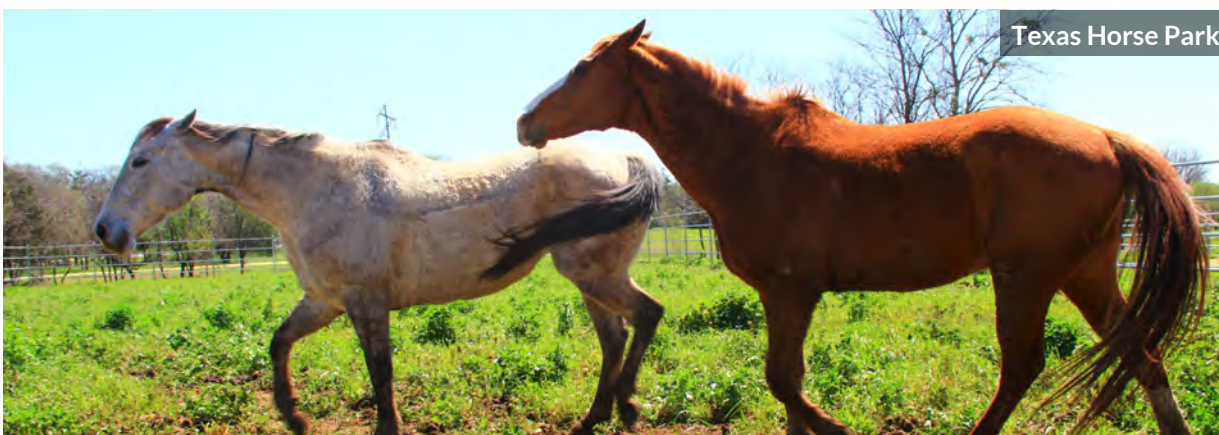
- Population has increased despite a drop in households;
- Occupied retail space has increased;
- Per capita income is rising.



The southern corridor of the DART Green Line includes portions of the South Dallas / Fair Park and Pleasant Grove neighborhoods. Attractions include Dallas Fair Park and the Great Trinity Forest. The city is focusing on developing transit-oriented development strategies around four key stations - MLK, Hatcher, Lake June and Buckner.

DART Green Line 2016-17 Development Highlights

- A new location for Two Podners Restaurant opened in March 2017, with the former location to be developed as a retail center;
- Construction began in summer 2016 on the extension of CF Hawn Freeway (US-175) to Interstate 45. After the new extension is completed, the existing SM Wright Freeway will be downgraded to a surface boulevard.



Measure	2012	2016	Change 2012-16	
Measures of Commitment				
Population: Are people staying or leaving the community?	66,834	68,330	+1,496	
Households: Are new households moving into the community?	19,964	19,651	-313	
Percentage of School Age Children: Do families with children live in the community?	26.6%	25.2%	-1.4%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	12,716	12,555	-161	
Residential Investment: Are residents and property owners investing in the community?	\$3.88M	\$8.16M	+\$4.27M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$27.28M	\$33.25M	+\$5.97M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$800.71M	\$1,196.52M	+\$395.81M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	4.6%	4.6%	0.0%	
Public High School Graduation Rate: Are high schools graduating local children?	78.6%	88.4%	+9.8%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$10,853	\$11,813	+\$960	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.43	0.64	+0.21	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	49.18	37.58	-11.60	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	12.67	14.20	+1.53	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	25,475 SF	28,705 SF	+3,230 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-3.4%	+1.0%	+4.4%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	17.3%	15.2%	-2.2%	

Measures of Commitment

- Population - U.S. Census Bureau American Community Survey, 2010-14 five-year estimate, focus area census tracts;
- Households - U.S. Census Bureau American Community Survey, 2010-14 five-year estimate, focus area census tracts;
- Percentage of School Age Children in the Total Population - U.S. Census Bureau American Community Survey, 2010-14 five-year estimate, focus area census tracts. Includes children ages 5 to 19;
- Public School Attendance - Texas Education Agency, 2015-16 School Year, public non-magnet schools located in focus area census tracts;
- Residential Investment - City of Dallas Department of Sustainable Development & Construction, calendar year 2016 residential building permits completed in focus area census tracts;
- Core Investment Area(s) Real Property Values - Dallas Central Appraisal District, 2016 Certified Values, core investment area properties;
- Focus Area Real Property Values - Dallas Central Appraisal District, 2016 Certified Values, focus area properties.

Measures of Resilience

- Percentage of Residents with a Bachelors Degree or Higher - U.S. Census Bureau American Community Survey, 2010-14 five-year estimate, focus area census tracts;
- Public High School Graduation Rate - Texas Education Agency, 2015-16 school year, public non-magnet high schools assigned based on attendance zones matched to focus area boundary;
- Per Capita Income - U.S. Census Bureau American Community Survey, 2010-14 five-year estimate, focus area census tracts;
- Registered Neighborhood Organizations Per 1,000 Residents - City of Dallas Office of Strategic Customer Service & Dallas Police Department, 2016 registered community organizations matched to focus area boundary;

Measures of Amenities

- Property Crimes Per 1,000 Residents - Dallas Police Department crime reporting, calendar year 2016;
- Violent Crimes Per 1,000 Residents - Dallas Police Department crime reporting, calendar year 2016;
- Occupied Retail Space per 1,000 Residents - CoStar, April 2017, occupied retail space in focus area census tracts;
- School Performance - The School Performance measure, previously based on the Texas Education Agency's annual school rankings, is now based on analysis provided by The Commit! Partnership, a Dallas-based non-profit dedicated to supporting public education. The data measures school performance on standardized testing relative to the percentage of the student body qualifying for the Free or Reduced Lunch (FRL) program and relative to all public schools in Dallas County for the

2015-16 school year. Elementary, middle and high schools are all measured individually, and the set used for this project includes only neighborhood schools, excluding magnet schools. Starting with the 2014 edition, the End of Course (EOC) exams taken by students in middle school, previously included in that feeder pattern's high school score, have been removed.

The Office of Economic Development then aggregates the data into a weighted average for each Focus Area, based on the size of each school's enrollment as reported to the Texas Education Agency. A positive score indicates that, on average, the schools in the focus area outperform schools with similar socioeconomic profiles on standardized testing, while a negative score indicates the schools underperform on a relative basis. All education measures should be used with caution. Scores for this report are calculated for the 2015-16 school year.

- Unemployment - U.S. Census Bureau American Community Survey, 2010-14 five-year estimate, focus area census tracts. For this report, estimated unemployment is recalculated by the City of Dallas as a portion of the overall labor force, rather than American Community Survey reporting of unemployment as a percentage of all adults age 16 and over.

Notes

U.S. Census Bureau American Community Survey (ACS) - at the census tract level, ACS data is reported based on a five-year rolling sample. Unlike the decennial Census, the ACS only surveys approximately 30% of the population in a given census tract in a given year. The presented data represents the average value for the five year period. For simplification purposes in this report, the data are presented without the margin of error;

Education Data - Dallas Independent School District attendance zone boundaries do not perfectly match the focus area census tract boundaries. For this report, attendance zones were assigned to a focus area if a majority of their geography lies within the focus area census tracts. In this report, "public school" refers to non-magnet general enrollment, or neighborhood, Dallas ISD schools, and excludes public charter schools.