

Smart Growth *for* Dallas

*Data-driven decisions for the future of Dallas'
parks, open spaces, and green infrastructure*

Dallas Park & Recreation Board Briefing

September 15, 2016



Agenda

I. Program Overview

II. Presentation of Phase I Deliverables

a) Citywide maps and analysis

b) High-priority opportunities for creation of new parks, and redevelopment or expansion of current parks

III. Next Steps

a) Expanded GIS Analysis

b) Urban Heat Island Analysis

c) Community Engagement

I. PROGRAM OVERVIEW

About The Trust for Public Land



THE
TRUST
FOR
PUBLIC
LAND

The **Trust for Public Land** works across the country to create new parks and protect land for people, ensuring healthy, livable communities for generations to come.

Since our founding in 1972, we've created and protected more than 5,000 special places across the country. More than 7 million people live within a 10-minute walk of a place that we have created or protected. We have helped generate nearly \$60 billion in public funding for parks and natural areas through ballot measures supported by nearly 100 million voters in 37 states.

About Our Partners



The **buildingcommunityWORKSHOP** is a Texas based nonprofit community design center seeking to improve the livability and viability of communities through the practice of thoughtful design and making. We enrich the lives of citizens by bringing design thinking to areas of our city where resources are most scarce.



The **Texas Trees Foundation** preserves, beautifies, and expands parks and other public natural green spaces, public streets, boulevards, and rights-of-way by planting trees and encouraging others to do the same through educational programs that focus on the importance of building and protecting the “urban forest” today as a legacy for generations to come.

WHAT MAKES A CITY **RESILIENT**?

WHAT MAKES A CITY **RESILIENT**?

“Urban Resilience is the capacity of individuals, communities, institutions, businesses, and systems within a city to survive, adapt, and grow no matter what kinds of chronic stresses and acute shocks they experience.”

– 100 Resilient Cities

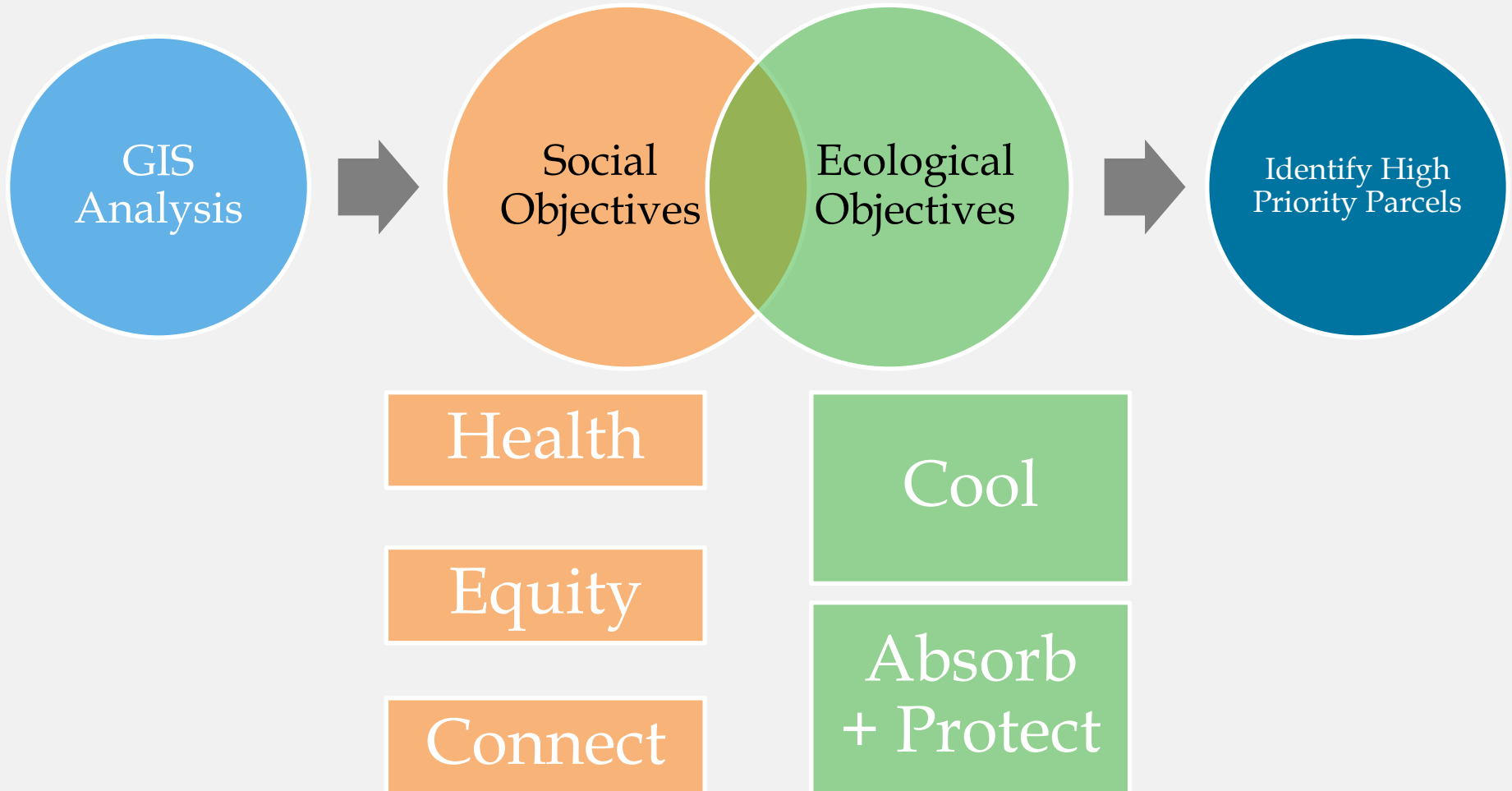


Our “Triple Bottom Line” Strategy

*Parks about more than beauty and recreation. We’re using a “triple bottom line” strategy that evaluates potential parks sites in Dallas based on eleven different **economic, social, and ecological** objectives*



SMART GROWTH FOR DALLAS PHASE I ANALYSIS



II. PHASE I DELIVERABLES

Citywide Maps and Analysis

Phase I Ecological Objectives

- **ABSORB & PROTECT**

Parks and open space can absorb stormwater and serve as a buffer between rivers and surrounding development, providing flood protection. Our analysis identifies locations where green asset investments, such as expanded tree canopy or strategic park design and location can **absorb stormwater** and **protect development from flooding**.

- **COOL**

Well-positioned green space and canopy cover can reduce ambient temperature by 5° to 10° F. Our analysis identifies areas of Dallas where parks and open space can **reduce urban heat islands** and **cool nearby neighborhoods**.

Phase I Social Objectives

- **CONNECT**

Many Dallas residents rely on biking paths, greenbelts, and linear parks for their daily transportation needs. Our analysis identifies areas where investments in cycling/pedestrian infrastructure can **improve safety** and **improve connectivity between trails and transit.**

- **HEALTH**

By creating opportunities for active recreation, parks and open spaces are able to improve the health of nearby residents. Our analysis identifies areas of Dallas where parks can help combat **diabetes, heart disease,** and **asthma.**

Phase I Social Objectives *(continued)*

- **EQUITY**

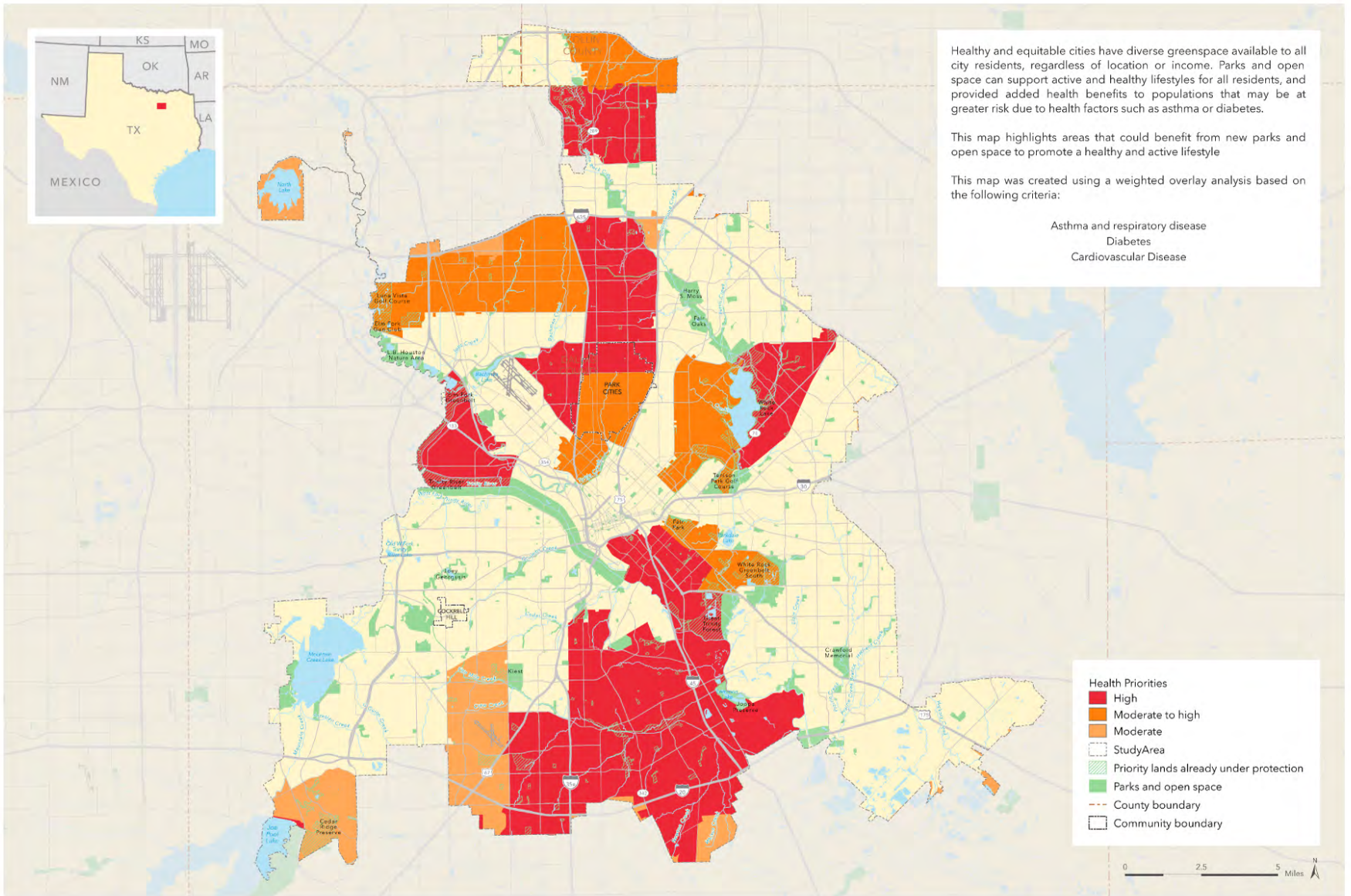
Parks are particularly important to neighborhoods with a high prevalence of low-income households, children, senior citizens, and residents with limited English-proficiency. For these groups, parks fill the need for common public space that may not be readily available in their neighborhoods.

Our analysis identifies areas of Dallas where parks can **provide common public space** for these groups.

Health

Increase access to active recreation in areas with high incidence of key public health challenges.

Criteria	Description
Asthma and respiratory disease	% of people within a zip code affected by asthma, emphysema, chronic bronchitis or sinusitis
Diabetes	% of people within a zip code affected by diabetes
Cardiovascular Disease	% of people within a zip code affected by angina, heart failure, coronary heart disease, heart attack, hypertension, or stroke



Health

CLIMATE-SMART CITIES: SMART GROWTH FOR DALLAS

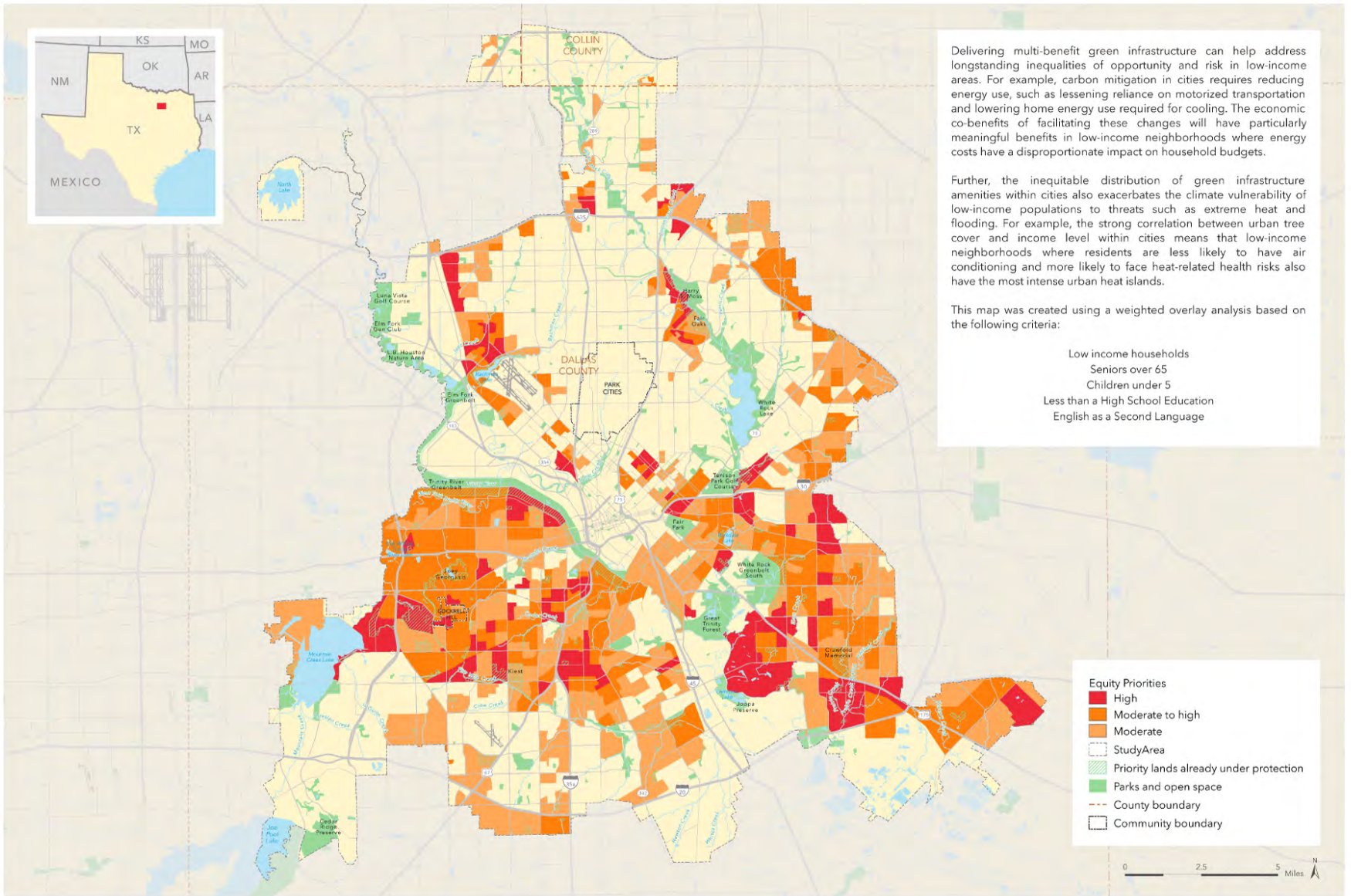
August 17, 2016. Special thanks to the following data providers: City of Dallas, Truven Disease Prevalence by Zip Code - Parkland Hospital. Copyright © The Trust for Public Land. The Trust for Public Land and The Trust for Public Land logo are federally registered marks of The Trust for Public Land. Information on this map is provided for purposes of discussion and visualization only www.tpl.org

Equity

Reduce barriers between social groups, improve park access for vulnerable and underserved populations, and make Dallas's parks and open space more equitable.

Criteria	Description
Low income households	% of households within a block group with an annual income less than \$25k
Seniors over 64	% of population within a block group over 64 years of age
Children under 5	% of population within a block group younger than 5 years of age
Less than a High School Education	% of population within a block group with less than a high school education
English as a Second Language	% of households within a block group where no one age 14 and over speaks English "very well" or speaks English only

*From EPA's Environmental Justice Screen, a nationally consistent dataset that combines environmental and demographic indicators in maps and reports.



Delivering multi-benefit green infrastructure can help address longstanding inequalities of opportunity and risk in low-income areas. For example, carbon mitigation in cities requires reducing energy use, such as lessening reliance on motorized transportation and lowering home energy use required for cooling. The economic co-benefits of facilitating these changes will have particularly meaningful benefits in low-income neighborhoods where energy costs have a disproportionate impact on household budgets.

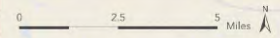
Further, the inequitable distribution of green infrastructure amenities within cities also exacerbates the climate vulnerability of low-income populations to threats such as extreme heat and flooding. For example, the strong correlation between urban tree cover and income level within cities means that low-income neighborhoods where residents are less likely to have air conditioning and more likely to face heat-related health risks also have the most intense urban heat islands.

This map was created using a weighted overlay analysis based on the following criteria:

- Low income households
- Seniors over 65
- Children under 5
- Less than a High School Education
- English as a Second Language

Equity Priorities

- High
- Moderate to high
- Moderate
- Study Area
- Priority lands already under protection
- Parks and open space
- County boundary
- Community boundary



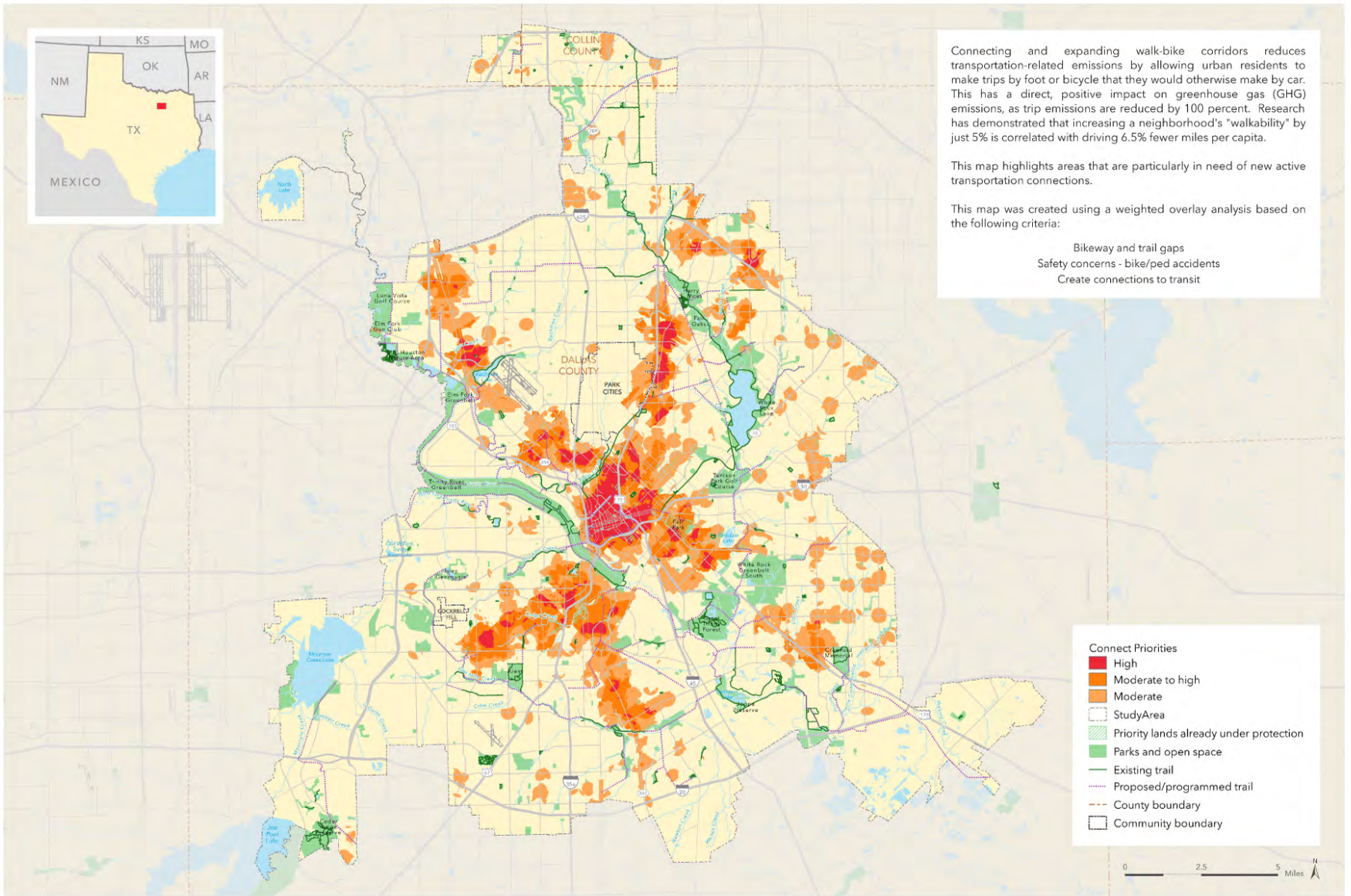
Equity

CLIMATE-SMART CITIES: SMART GROWTH FOR DALLAS

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Criteria	Description
Bikeway and trail gaps	Areas that lack access to trail and bike infrastructure based on existing and approved (funded) planned trails
Safety concerns – bike/ped accidents	Areas where there are safety concerns for bicyclists and pedestrians based on the density of vehicle-pedestrian and vehicle-bicycle crashes
Create connections to transit	Areas where green infrastructure can help connect people to public transit (Light rail and streetcar, where light rail was weighted higher)



Connect

CLIMATE-SMART CITIES: SMART GROWTH FOR DALLAS

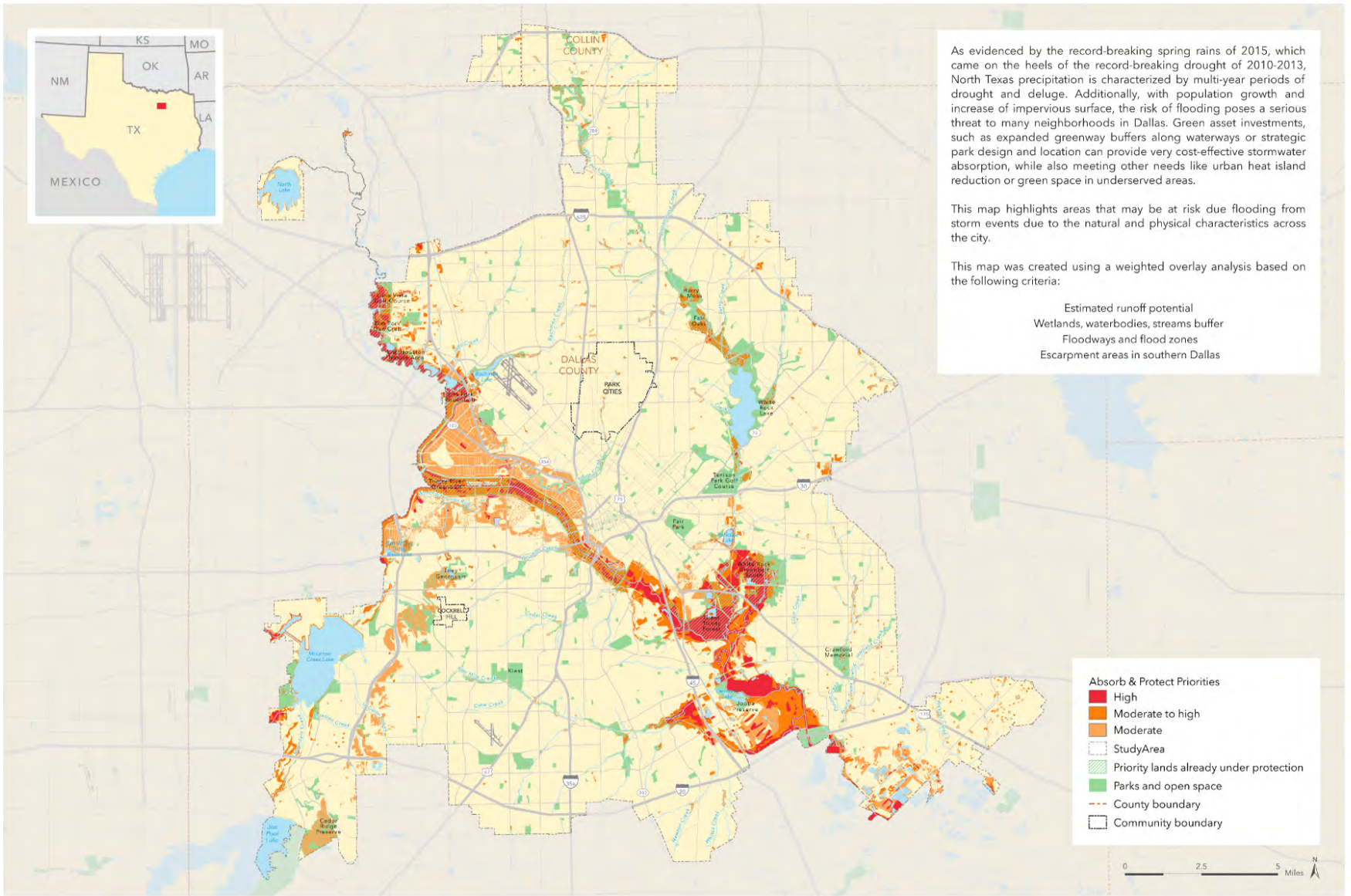
August 17, 2016. Special thanks to the following data providers: City of Dallas Parks and Rec, Texas Crash Report Information System 2010-2015 - Texas Dept. of Transportation, Dallas Area Rapid Transit. Copyright © The Trust for Public Land. The Trust for Public Land and The Trust for Public Land logo are federally registered marks of The Trust for Public Land. Information on this map is provided for purposes of discussion and visualization only www.tpl.org



Absorb & Protect

Provide cost-effective stormwater absorption through parks, open space, and green infrastructure in areas prone to increased flooding. Improve flood protection and reduce flash flood risks through creation of greenways along waterbodies.

Criteria	Description
Estimated runoff potential	Areas with potential for high amounts of runoff & flooding during storms. Calculated using soil type and land use information.
Wetlands, waterbodies, streams buffer	Wetlands, waterbodies and streams buffered by 100 feet to create high priority areas.
Floodways and flood zones	FEMA's floodzone areas were translated directly into priority areas
Escarpment areas in southern Dallas	Escarpment areas in southern Dallas, mapped by the city, were buffered by 200 feet.



As evidenced by the record-breaking spring rains of 2015, which came on the heels of the record-breaking drought of 2010-2013, North Texas precipitation is characterized by multi-year periods of drought and deluge. Additionally, with population growth and increase of impervious surface, the risk of flooding poses a serious threat to many neighborhoods in Dallas. Green asset investments, such as expanded greenway buffers along waterways or strategic park design and location can provide very cost-effective stormwater absorption, while also meeting other needs like urban heat island reduction or green space in underserved areas.

This map highlights areas that may be at risk due flooding from storm events due to the natural and physical characteristics across the city.

This map was created using a weighted overlay analysis based on the following criteria:

- Estimated runoff potential
- Wetlands, waterbodies, streams buffer
- Floodways and flood zones
- Escarpment areas in southern Dallas

Absorb & Protect Priorities

- High
- Moderate to high
- Moderate
- Study Area
- Priority lands already under protection
- Parks and open space
- County boundary
- Community boundary

Absorb & Protect

CLIMATE-SMART CITIES: SMART GROWTH FOR DALLAS

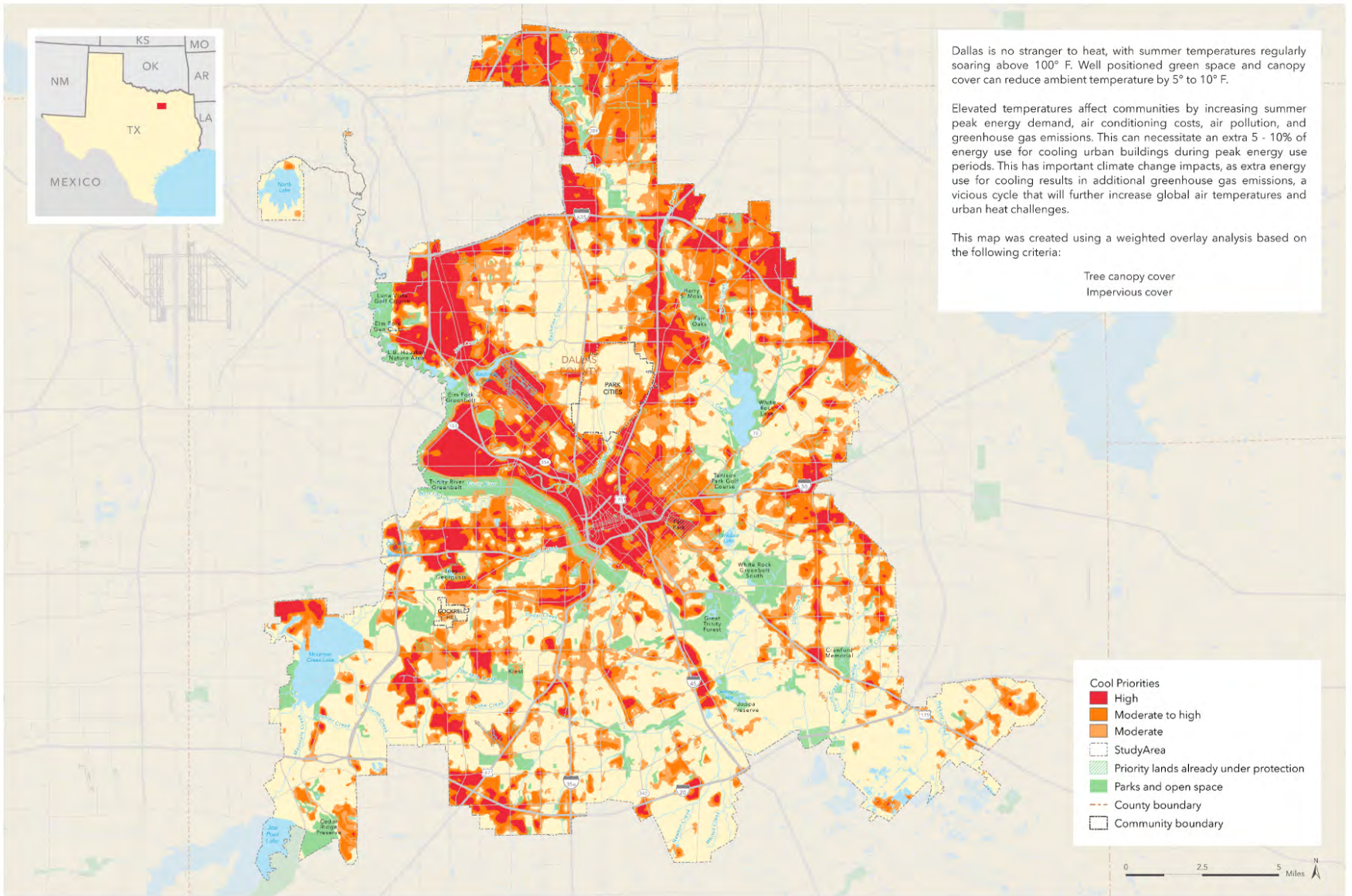
August 17, 2016. Special thanks to the following data providers: SSURGO2.2 - Natural Resource Conservation Service, North Central TX Council of Govts, National Wetlands Inventory (US Fish and Wildlife Service), Flood Hazard Areas - FEMA, Escarpment Overlay - City of Dallas. Copyright © The Trust for Public Land. The Trust for Public Land and The Trust for Public Land logo are federally registered marks of The Trust for Public Land. Information on this map is provided for purposes of discussion and visualization only. www.tpl.org



Cool

Reduce heat island impacts through strategic investment in green assets.

Criteria	Description
Tree canopy cover	Areas with low tree canopy cover
Impervious cover	Areas with high percentage of impervious cover

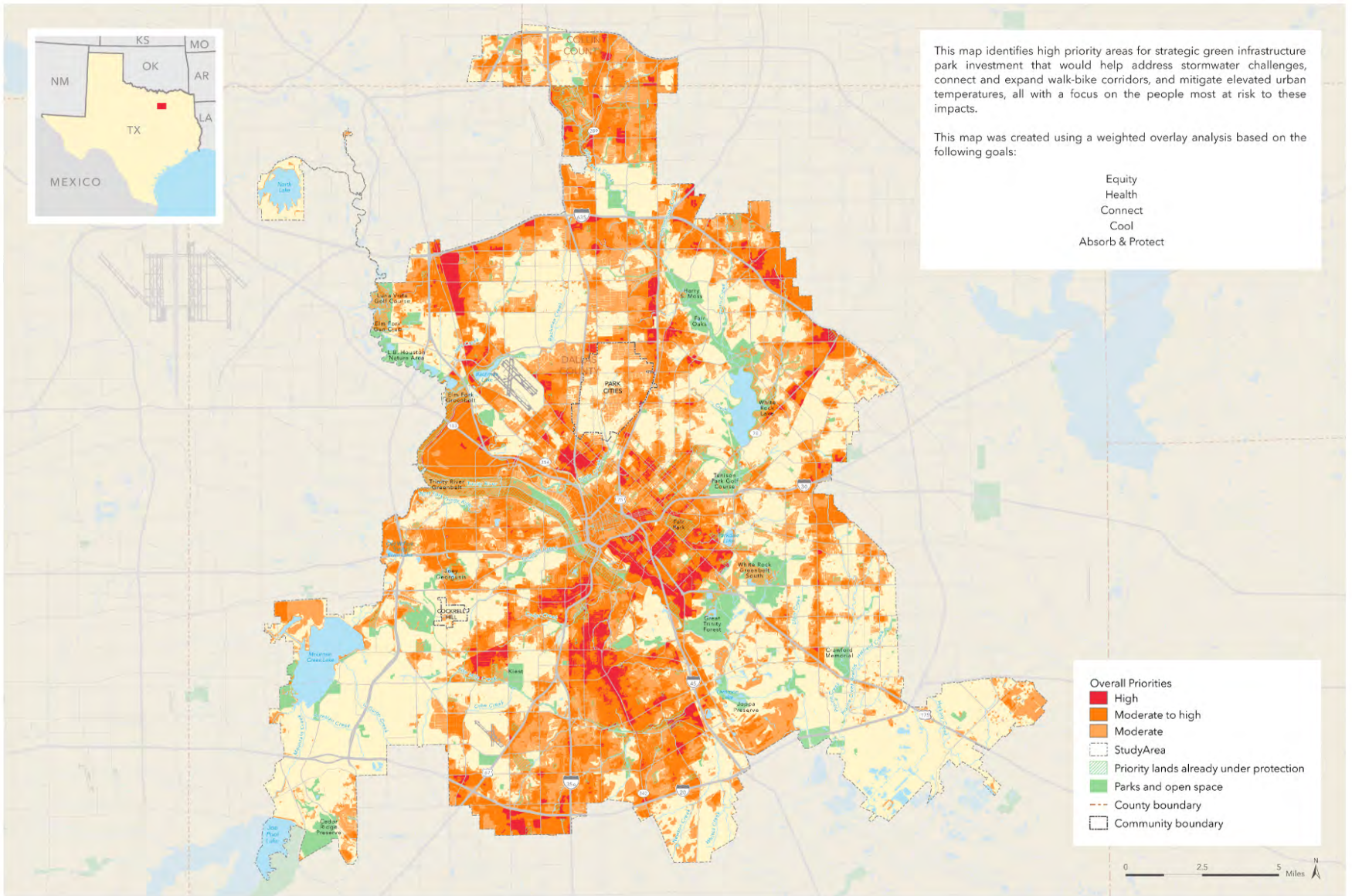


Cool

CLIMATE-SMART CITIES: SMART GROWTH FOR DALLAS

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Overall Priorities

CLIMATE-SMART CITIES: SMART GROWTH FOR DALLAS

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Parcel Table

DallasParcelTable

Home Insert Page Layout Formulas Data Review View

Normal Page Layout Custom Views Gridlines Headings Zoom to 100%

Unfreeze Panes Freeze Top Row Freeze First Column Split View Record Macro

R1

General Info			Filtering Criteria							Priority Results						
TPL_ID	ObjID	ACCT	Council District	Park Adjacent?	School Parcel?	Publicly Owned?	Park Parcel?	Structure Present?	Park Access?	Vacant Parcel?	Parcel Acres	EQ02: Acres	EQ02: Pct	EQ02?	EQ03: Acres	
73	1	000000010883	12	0	0	0	0	0	1	1	0	2.288	0.000	0.000	No	0.00
74	2	000000010892	12	0	0	0	0	0	1	0	0	4.582	0.000	0.000	No	0.00
75	3	000000010976	12	0	0	0	0	0	1	0	0	1.416	0.000	0.000	No	0.00
80	4	000000011620	12	0	0	0	0	0	1	1	0	0.808	0.000	0.000	No	0.80
81	5	000000011621	12	0	0	0	0	0	0	1	1	0.685	0.000	0.000	No	0.68
82	6	000000011819	12	0	0	0	0	0	1	0	0	0.255	0.000	0.000	No	0.00
83	7	000000011828	12	0	0	0	0	0	1	0	0	0.263	0.000	0.000	No	0.00
84	8	000000011837	12	0	0	0	0	0	1	0	0	0.260	0.000	0.000	No	0.00
85	9	000000011846	12	0	0	0	0	0	1	0	0	0.253	0.000	0.000	No	0.00
86	10	000000011855	12	0	0	0	0	0	1	0	0	0.256	0.000	0.000	No	0.00
87	11	000000011864	12	0	0	0	0	0	1	0	0	0.255	0.000	0.000	No	0.00
88	12	000000011873	12	0	0	0	0	0	1	0	0	0.283	0.000	0.000	No	0.00
89	13	000000011882	12	0	0	0	0	0	1	0	0	0.294	0.000	0.000	No	0.00
90	14	000000011891	12	0	0	0	0	0	1	0	0	0.270	0.000	0.000	No	0.00
91	15	000000011908	12	0	0	0	0	0	1	0	0	0.380	0.000	0.000	No	0.00
92	16	000000011917	12	0	0	0	0	0	1	0	0	0.351	0.000	0.000	No	0.00
93	17	000000011926	12	0	0	0	0	0	1	0	0	0.341	0.000	0.000	No	0.00
94	18	000000011935	12	0	0	0	0	0	1	0	0	0.370	0.000	0.000	No	0.00
95	19	000000011944	12	0	0	0	0	0	1	0	0	0.444	0.000	0.000	No	0.00
96	20	000000011953	12	0	0	0	0	0	1	0	0	0.368	0.000	0.000	No	0.00
97	21	000000011962	12	0	0	0	0	0	1	0	0	0.317	0.000	0.000	No	0.00
98	22	000000011971	12	0	0	0	0	0	1	0	0	0.393	0.000	0.000	No	0.00
99	23	000000011980	12	0	0	0	0	0	1	0	0	0.320	0.000	0.000	No	0.00
100	24	000000011999	12	0	0	0	0	0	1	0	0	0.321	0.000	0.000	No	0.00
101	25	000000012006	12	0	0	0	0	0	1	0	0	0.303	0.000	0.000	No	0.00
102	26	000000012015	12	0	0	0	0	0	1	0	0	0.339	0.000	0.000	No	0.00
103	27	000000012024	12	0	0	0	0	0	1	0	0	0.317	0.000	0.000	No	0.00
104	28	000000012033	12	0	0	0	0	0	1	0	0	0.268	0.000	0.000	No	0.00
105	29	000000012042	12	0	0	0	0	0	1	0	0	0.286	0.000	0.000	No	0.00
106	30	000000012051	12	0	0	0	0	0	1	0	0	0.303	0.000	0.000	No	0.00
107	31	000000012060	12	0	0	0	0	0	1	0	0	0.304	0.000	0.000	No	0.00
108	32	000000012079	12	0	0	0	0	0	1	0	0	0.223	0.000	0.000	No	0.00

DallasParcelTable

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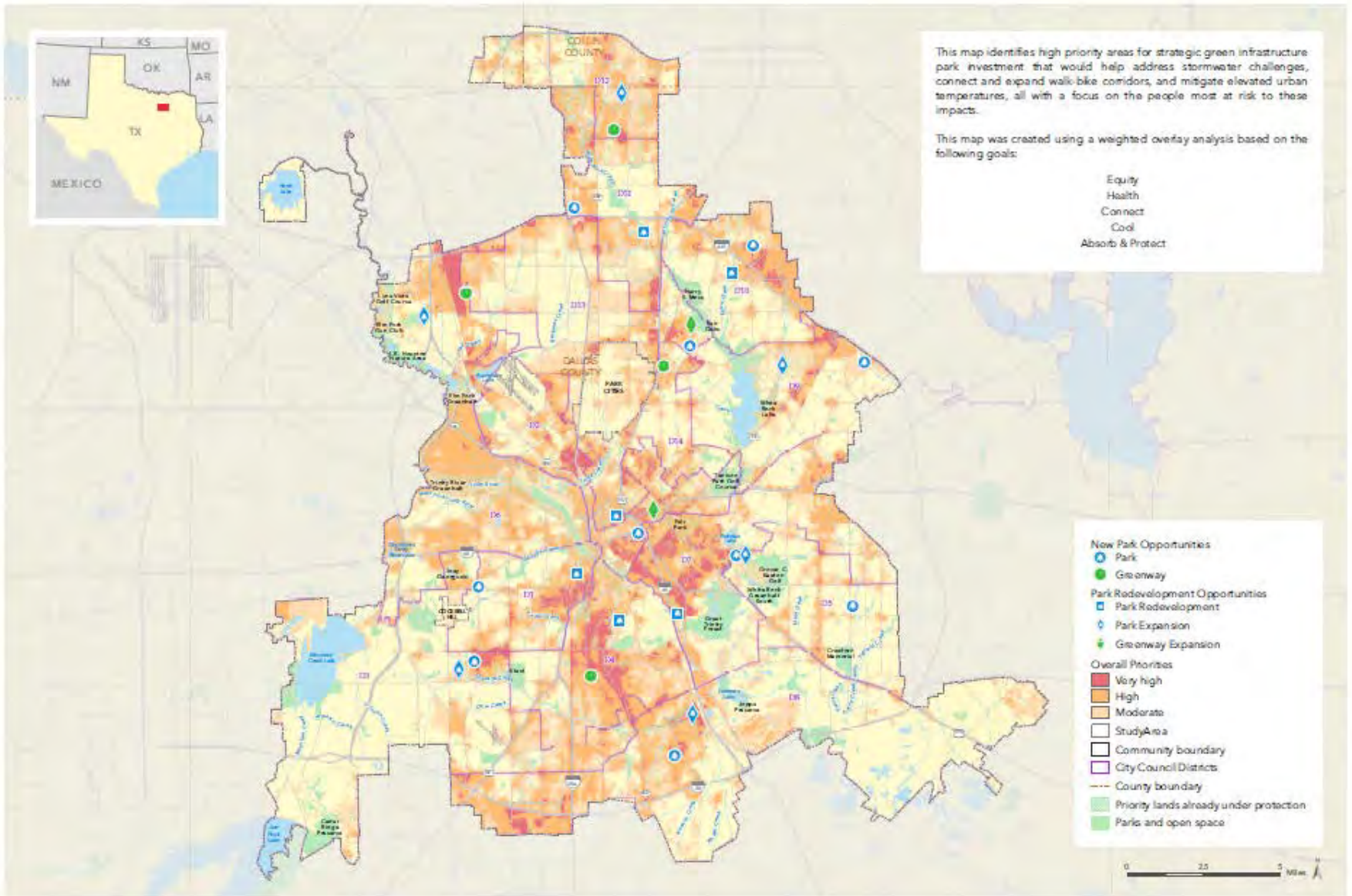


II. PHASE I DELIVERABLES

High-Priority Opportunities

How much land is available for parks?

- We identified nearly **1,600 acres of land** that we consider “high opportunity” for new park development. This land is:
 - Privately-owned,
 - Vacant land
 - In areas currently underserved by parks
- The county appraisal districts value this land at **\$117 million.**
- If we consider just the five largest park creation opportunities in each council district, we have identified **669 acres of land**, valued **at \$52 million.**



Overall Priorities & Illustrative Opportunities

CLIMATE-SMART CITIES: SMART GROWTH FOR DALLAS

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Data-informed and strategic decisions

Smart Growth for Dallas

Parcel Report

July 27, 2016

Page 1 of 2



Parcel ID: 00000566111000000 Acres: 6.78
 Address: 1503 N PRAIRIE CREEK RD Zip Code: 75217 Council District: 5

Parcel Filtering Criteria

City Owned: Yes Already a Park: No
 Structure Present: No Vacant Parcel: Yes
 Owner: DALLAS CITY OF Public Ownership: Yes

Overall Stacked Priorities	Acres	Percent	Present
Stacked Priorities	1.549185	0.228426	Yes



Legend

- Selected Parcel (purple outline)
- Other Parcels in this Potential Opportunity (pink outline)
- Other Parcels (yellow outline)

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Smart Growth for Dallas

Parcel Report

July 27, 2016

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Parcel ID: 00000566111000000 Acres: 6.78
 Address: 1503 N PRAIRIE CREEK RD ZIP Code: 75217

Goal: Equity	Acres	Percent	Present
Low Income Households	0	0%	No
Seniors over 65	0	0%	No
Children Under 5	6.781987	100%	Yes
People with Less Than a High School Education	6.781987	100%	Yes
English as a Second Language	6.781987	100%	Yes
Equity Priority Areas	6.781987	100%	Yes

Goal: Health	Acres	Percent	Present
Respiratory Disease	0	0%	No
Diabetes	0	0%	No
Cardiovascular Disease	0	0%	No
Health Priority Areas	0	0%	No

Goal: Connect	Acres	Percent	Present
Bikeway and Trail Gaps	6.781987	100%	Yes
Bicycle and Pedestrian Safety	0	0%	No
Create Connections to Transit	0	0%	No
Connect Priority Areas	0	0%	No

Goal: Absorb & Protect	Acres	Percent	Present
Stormwater Runoff Potential	3.311813	48.83%	Yes
Wetlands, Waterbodies and Stream Buffers	3.208534	47.31%	Yes
Flood Zones	0.036721	0.54%	Yes
Escarpment Areas in South Dallas	0	0%	No
Absorb & Protect Priority Areas	0.445247	6.57%	Yes

Goal: Cool	Acres	Percent	Present
Tree Canopy Cover	3.474764	51.24%	Yes
Impervious Cover	0.25246	3.72%	Yes
Cool Priority Areas	0.25246	3.72%	Yes

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Finding land for new parks

Smart Growth for Dallas Multi-Parcel Report



New Park Development Opportunity Info
 Council District: 8
 Number of Parcels in this Opportunity: 4 Total Acres in this Opportunity: 58.34



Legend
 New Park Development Opportunity Parcels
 Other Parcels

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Smart Growth for Dallas Parcel Report



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Parcel ID: 00000640504010000 Acres: 13.03
 Address: 3380 SIMPSON STUART RD ZIP Code: 75241

Goal: Equity	Acres	Percent	Present
Low Income Households	13.034586	100%	Yes
Seniors over 65	13.034586	100%	Yes
Children Under 5	0	0%	No
People with Less Than a High School Education	13.034586	100%	Yes
English as a Second Language	0	0%	No
Equity Priority Areas	13.034586	100%	Yes

Goal: Health	Acres	Percent	Present
Respiratory Disease	13.034586	100%	Yes
Diabetes	13.034586	100%	Yes
Cardiovascular Disease	13.034586	100%	Yes
Health Priority Areas	13.034586	100%	Yes

Goal: Connect	Acres	Percent	Present
Bikeway and Trail Gaps	13.034586	100%	Yes
Bicycle and Pedestrian Safety	0	0%	No
Create Connections to Transit	0	0%	No
Connect Priority Areas	8.548851	65.59%	Yes

Goal: Absorb & Protect	Acres	Percent	Present
Stormwater Runoff Potential	12.713028	97.53%	Yes
Wetlands, Waterbodies and Stream Buffers	0	0%	No
Flood Zones	0	0%	No
Escarpment Areas in South Dallas	0	0%	No
Absorb & Protect Priority Areas	0	0%	No

Goal: Cool	Acres	Percent	Present
Tree Canopy Cover	13.034586	100%	Yes
Impervious Cover	0	0%	No
Cool Priority Areas	5.308005	40.72%	Yes

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Evaluating current park proposals

Smart Growth for Dallas Multi-Parcel Report



New Park Development Opportunity Info
 Council District: 11
 Number of Parcels in this Opportunity: 5 Total Acres in this Opportunity: 35.78



Legend
 New Park Development Opportunity Parcels
 Other Parcels

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Smart Growth for Dallas Parcel Report



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Parcel ID: 0000063264000000 Acres: 4.49
 Address: 5444 PETERSON LN ZIP Code: 75240

Goal: Equity	Acres	Percent	Present
Low Income Households	0	0%	No
Seniors over 65	0	0%	No
Children Under 5	0	0%	No
People with Less Than a High School Education	0	0%	No
English as a Second Language	4.49	100%	Yes
Equity Priority Areas	4.49	100%	Yes

Goal: Health	Acres	Percent	Present
Respiratory Disease	0	0%	No
Diabetes	0	0%	No
Cardiovascular Disease	0	0%	No
Health Priority Areas	0	0%	No

Goal: Connect	Acres	Percent	Present
Bikeway and Trail Gaps	4.49	100%	Yes
Bicycle and Pedestrian Safety	1.57	34.9%	Yes
Create Connections to Transit	0	0%	No
Connect Priority Areas	3.15	70.0%	Yes

Goal: Absorb & Protect	Acres	Percent	Present
Stormwater Runoff Potential	4.49	100%	Yes
Wetlands, Waterbodies and Stream Buffers	0	0%	No
Flood Zones	0	0%	No
Escarpment Areas in South Dallas	0	0%	No
Absorb & Protect Priority Areas	0	0%	No

Goal: Cool	Acres	Percent	Present
Tree Canopy Cover	4.49	100%	Yes
Impervious Cover	4.49	100%	Yes
Cool Priority Areas	4.49	100%	Yes

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Connect trails to transit and other destinations

Smart Growth for Dallas

Parcel Report

July 27, 2016

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Parcel ID: 00000476539000000 Acres: 4.21
 Address: 405 E OVERTON RD Zip Code: 75216 Council District: 4

Parcel Filtering Criteria

City Owned: No
 Structure Present: No
 Owner: THE TURNER CORPORATION

Already a Park: No
 Vacant Parcel: Yes
 Public Ownership: No

Overall Stacked Priorities

Stacked Priorities	Acres	Percent	Present
	4.209193	1	Yes



Legend

- Selected Parcel
- Other Parcels In this Potential Opportunity
- Other Parcels

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Smart Growth for Dallas

Parcel Report

July 27, 2016

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Parcel ID: 00000476539000000 Acres: 4.21
 Address: 405 E OVERTON RD Zip Code: 75216

Goal: Equity	Acres	Percent	Present
Low Income Households	4.209193	100%	Yes
Seniors over 65	0	0%	No
Children Under 5	0	0%	No
People with Less Than a High School Education	4.209193	100%	Yes
English as a Second Language	4.209193	100%	Yes
Equity Priority Areas	4.209193	100%	Yes

Goal: Health	Acres	Percent	Present
Respiratory Disease	4.209193	100%	Yes
Diabetes	4.209193	100%	Yes
Cardiovascular Disease	4.209193	100%	Yes
Health Priority Areas	4.209193	100%	Yes

Goal: Connect	Acres	Percent	Present
Bikeway and Trail Gaps	4.209193	100%	Yes
Bicycle and Pedestrian Safety	0	0%	No
Create Connections to Transit	0	0%	No
Connect Priority Areas	0	0%	No

Goal: Absorb & Protect	Acres	Percent	Present
Stormwater Runoff Potential	4.209193	100%	Yes
Wetlands, Waterbodies and Stream Buffers	0	0%	No
Flood Zones	0	0%	No
Excavation Areas in South Dallas	0	0%	No
Absorb & Protect Priority Areas	0	0%	No

Goal: Cool	Acres	Percent	Present
Tree Canopy Cover	2.366087	56.21%	Yes
Impervious Cover	0	0%	No
Cool Priority Areas	0	0%	No

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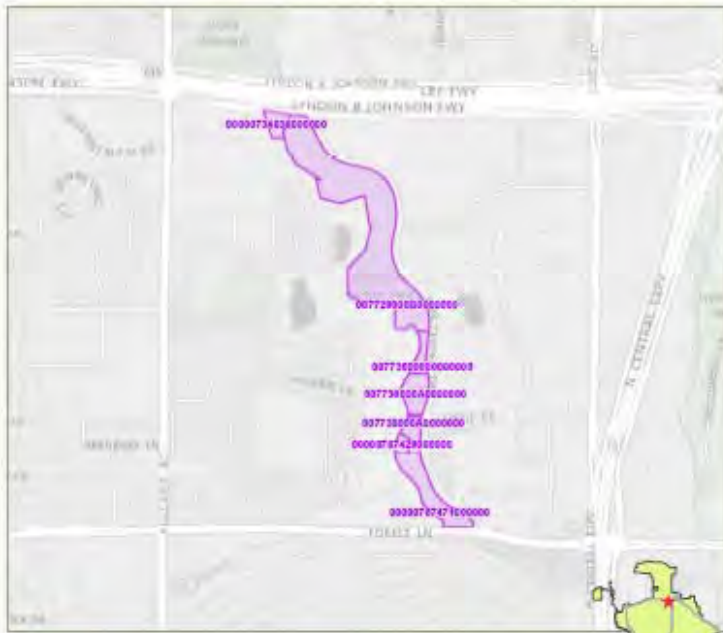


Expand and re-imagine existing parks

Smart Growth for Dallas Multi-Parcel Report



New Park Development Opportunity Info
 Council District:
 Number of Parcels in this Opportunity: 7 Total Area in this Opportunity: 45.54



Legend

- ▭ Park Redevelopment Opportunity Parcel
- ▭ Other Parcels

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Smart Growth for Dallas

Parcel Report

July 28, 2016

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Parcel ID: 0000734836000000 Acres: 1.59
 Address: 7100 LBJ FWY ZIP Code: 75230

Goal: Equity	Acres	Percent	Present
Low Income Households	0	0%	No
Seniors over 65	1.589896	100%	Yes
Children Under 5	0	0%	No
People with Less Than a High School Education	0	0%	No
English as a Second Language	0	0%	No
Equity Priority Areas	0	0%	No
Goal: Health	Acres	Percent	Present
Respiratory Disease	1.589896	100%	Yes
Diabetes	1.589896	100%	Yes
Cardiovascular Disease	1.589896	100%	Yes
Health Priority Areas	1.589896	100%	Yes
Goal: Connect	Acres	Percent	Present
Bikeway and Trail Gaps	0	0%	No
Bicycle and Pedestrian Safety	0	0%	No
Create Connections to Transit	0	0%	No
Connect Priority Areas	0	0%	No
Goal: Absorb & Protect	Acres	Percent	Present
Stormwater Runoff Potential	1.589896	100%	Yes
Wetlands, Waterbodies and Stream Buffers	0	0%	No
Flood Zones	0	0%	No
Escarpment Areas in South Dallas	0	0%	No
Absorb & Protect Priority Areas	0	0%	No
Goal: Cool	Acres	Percent	Present
Tree Canopy Cover	1.589896	100%	Yes
Impervious Cover	1.589896	100%	Yes
Cool Priority Areas	1.589896	100%	Yes

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V. INTRODUCING PHASE II

PHASED APPROACH:

Smart Growth for Dallas: Phase II



Additional Deliverables



The screenshot shows a web application interface for "Climate Smart Cities: Healthy Connected Chattanooga". It features a map with various colored overlays representing different data layers. On the left side, there is a sidebar with sections for "DATA", "Map Background", "Analysis Data", "Analysis Results", and "Results Transparency". The text "Expanded GIS Analysis & Decision Support Tool" is overlaid in a large, black, serif font across the center of the screenshot.

*Expanded GIS
Analysis & Decision
Support Tool*



The photograph shows a group of people in a community meeting. A man in a blue shirt is gesturing with his hands while talking to a man in a white shirt. They are standing in front of a display board filled with various images and documents. The text "Community Engagement" is overlaid in a large, black, serif font across the center of the photograph.

*Community
Engagement*



INTELLIGENCE

Expanded GIS Analysis and Interactive Decision Support Tool



- **EXPANDED GIS ANALYSIS**

- *Addition of dozens of new GIS layers to model*
- *Addition of new planning objectives, including Activate Educate*
- *Incorporate new Texas Trees Foundation urban heat island research*

- **DECISION SUPPORT TOOL**

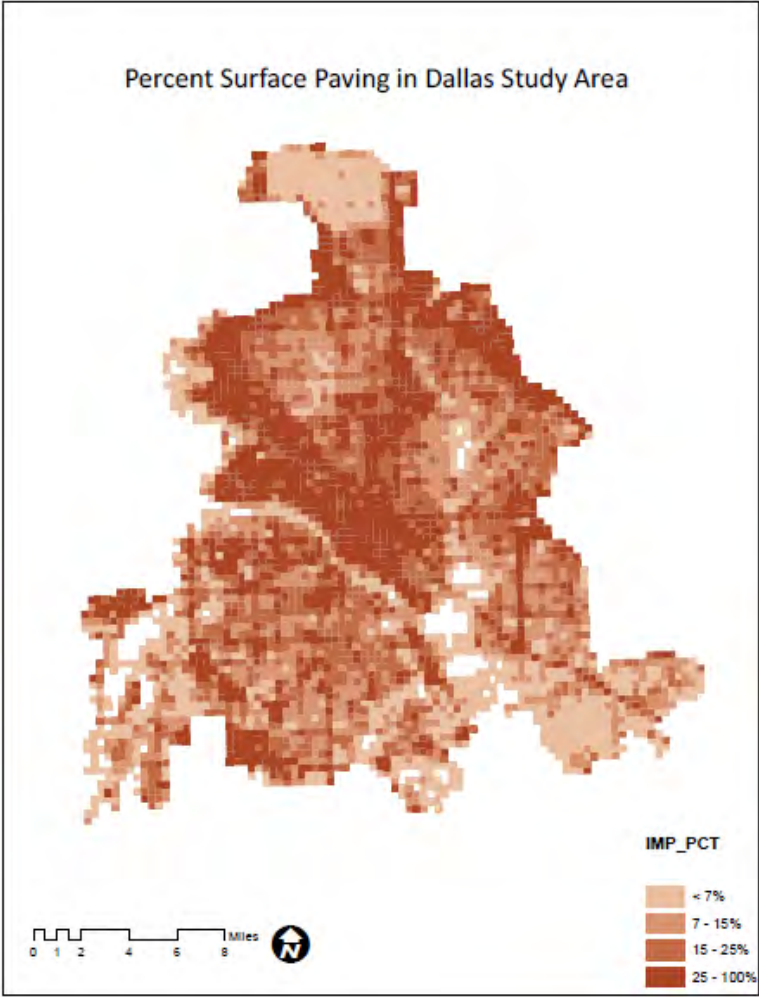
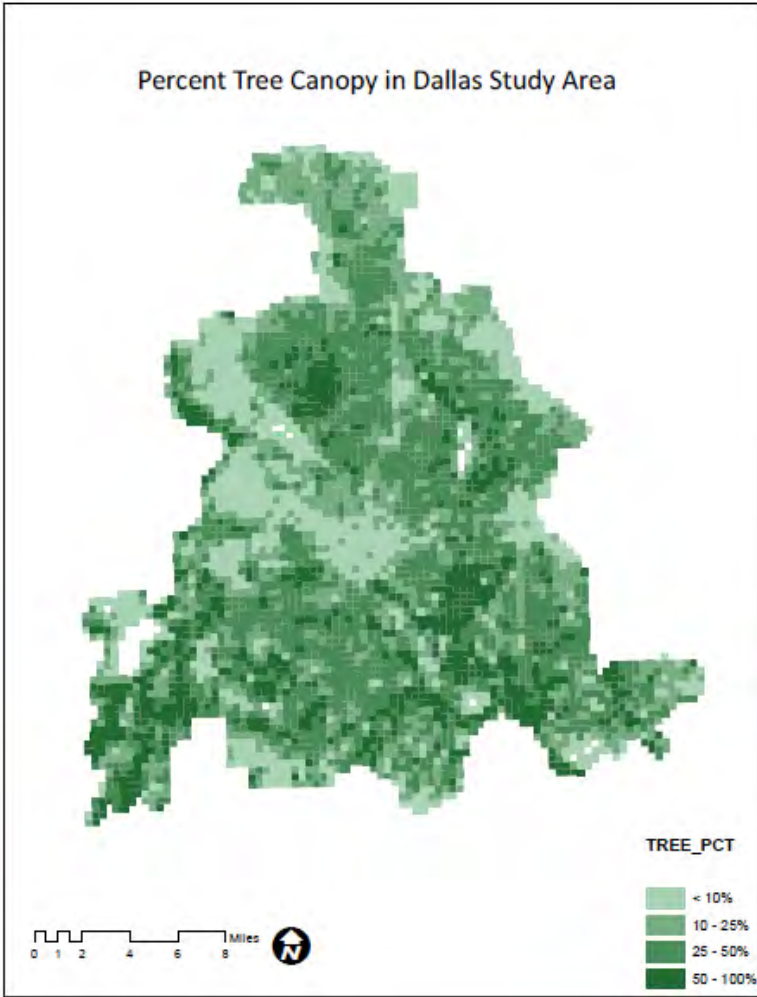
- *Interactive web-based platform to provide customizable map-based analysis of land in Dallas, based on identified economic, social, and ecological objectives.*
- *Provides extensive data and priority modeling results at the parcel level*
- *Users may identify high-value parcels, analyze parcels against spatial data, and make individual parcel reports*



- **ECONOMIC ANALYSIS**

- *Economic analysis of recreation, health, and property value benefits of potential new parks*

Urban Heat Island Analysis



Identifying Use Cases

- **CURRENT CONDITIONS ANALYSIS**

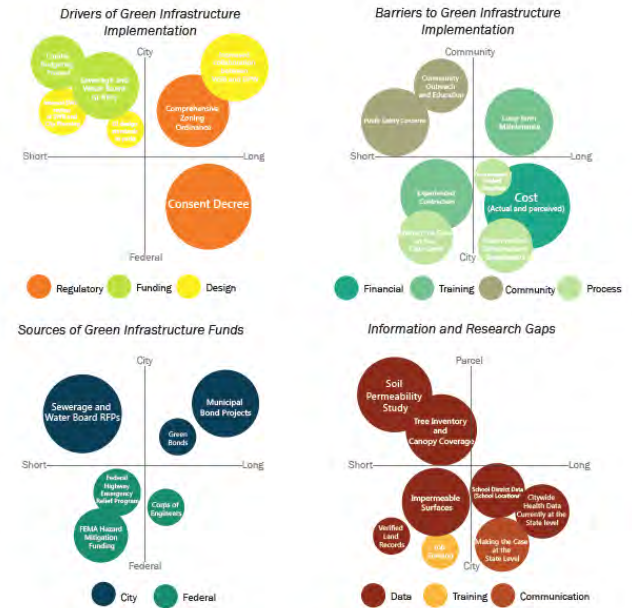
Identify key opportunities, barriers, funding sources, key decision makers, and information gap related to implementation of multi-benefit greening.

- **IDENTIFY USE CASES**

Using current conditions analysis, identify use cases for decision support tool. Through this iterative process, patterns, common themes, and shared opportunities are identified.

- **DEVELOP PROJECT TYPOLOGIES**

Use cases are further refined, including identification of ad-hoc “early win” projects. Identify long-term, self-sustaining programs (e.g. green alleys or schoolyard conversions).





INTELLIGENCE + PARTNERSHIP

Community Engagement



For Dallas to make the smartest investments possible and ensure we're setting ourselves up as a city of great public spaces – we need to know information that can't be captured by quantitative data alone.

Community Engagement



We need to know how residents use parks, which parks they are or are not using, and what drives their use of parks. And we need to ask them to dream and help us imagine what these parks should be – they're the experts.

Community Engagement



Their local knowledge increases our ability to identify all the nooks and crannies of Dallas that are potential public spaces and connectors. Local knowledge helps us better understand and interpret the data we already have.

Community Engagement

SCHEDULE

- *Online survey available today at: www.SmartGrowthForDallas.org*
- *8 large community meetings:*
 - *Establish what questions we still need to ask*
 - *Inform the public about the technology that's being developed*
 - *Gather collective input for Dallas' investment in parks and public space.*

Community Engagement Kickoff Meeting:
November 10, 2016



Community Engagement

SCHEDULE

- *20 small meetings – to engage an array of experts on parks and open space to better understand how they're used, how they work, and how they're maintained.*
 - *Dates TBD: Friends of parks groups, parks maintenance, parks and open space advocates, neighborhood groups, and others to be decided*
- *City-wide convening to report engagement findings*
 - *Early 2017*
- *4 city-wide convening's to report final products*
 - *Early 2018*

Community Engagement

MEDIA

- *Web updates*
- *SmartGrowthForDallas.org*
- *Park Stories short film series*



Open data for the public good





INTELLIGENCE + PARTNERSHIP + LEVERAGE

Dallas is falling behind on investment

CITY	TOTAL SPENDING	OPERATING SPENDING PER RESIDENT	CAPITAL SPENDING PER RESIDENT	TOTAL SPENDING PER RESIDENT
Seattle	\$187,501,978	\$200	\$81	\$281
San Francisco	205,298,303	186	54	241
Minneapolis	90,488,104	186	36	222
Washington, D.C.	144,370,876	142	77	219
St. Louis	66,746,000	62	148	210
New York	1,740,630,989	120	85	205
St. Paul	61,092,606	162	43	205
Irvine	49,867,182	152	48	201
Arlington, Virginia	44,394,253	162	34	196
Long Beach	92,573,976	111	85	195
Cincinnati	55,958,281	137	51	188
Virginia Beach	83,664,985	138	47	186
Tampa	64,192,596	155	24	179
Chicago	470,727,611	134	39	173
Portland	106,261,275	153	19	172
Henderson	44,977,300	122	40	162
Raleigh	69,750,674	108	51	159
Plano	43,761,808	95	62	157
Atlanta	66,824,811	120	27	147
Dallas	97,520,012	52	24	76

The power of leverage

A recent study by **HR&A Advisors** found that in Dallas:

- Investments in **Dallas's parks** yield a **1:7 return**
- Investments in **Dallas's trails** yield a **1:50 return**
- Each year, the Dallas parks system generates **\$678 million** in economic benefits
- Each **\$1 increase in spending per resident** leads to an **\$8.9m increase in economic benefits** for the entire city.

And with land value only increasing, **now is the time to act.**



Dallas' green assets offer
cost-effective and unique
strategies for addressing
the city's biggest

economic
social

and *ecological*
challenges of today.

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