Dallas Housing Policy 2033 Implementation Update

Workforce, Education, & Equity Committee
2.12.24

Thor Erickson, Assistant Director
Department of Housing & Neighborhood Revitalization
City of Dallas

City of Dallas

Presentation Overview

- Background
- Equity Strategy Target Areas
  - Data Analysis
  - Community Engagement
  - Target Area Selection
- Housing Task Force
- Next Steps

Background

- On April 13, 2023, City Council adopted Dallas Housing Policy 2033 (DHP33)
  - 7 Pillars of Housing Equity
  - Cross-departmental collaboration
  - Community Engagement leading up to and continuing throughout implementation
  - Investments in City-wide strategy and target areas

Background

DHP33 has seven pillars of housing equity that weave together the strategies guiding implementation, leverage internal and external partnerships, and revitalize neighborhoods through housing development that meets the needs of all Dallas residents.

Pillar		Policy Statement/Aim
1	Equity Strategy Target Areas	Identify specific disparities in housing opportunities and reduce them utilizing a targeted approach
2	Citywide Production	Increase production to improve housing affordability for a broad mix of incomes in all areas of the city
3	Citywide Preservation	Increase preservation to improve housing affordability for a broad mix of incomes in all areas of the city
4	Infrastructure	Prioritize infrastructure investments in equity strategy target areas
5	Collaboration and Coordination	Align strategies and resources to maximize the impact of partnerships with internal and external stakeholders
6	Engagement	Cultivate diverse and multi-lingual avenues of communication with residents across all neighborhoods to guide City's housing investment decisions
7	Education	Develop a city-wide, collaborative campaign to increase YIMBYism (Yes in My Back Yard) for housing affordability and the people who need it

Background

- On May 9, 2023, City Council approved a contract with TDA Consulting, Inc. to assist with implementation of DHP33:
  1. Developing community engagement strategy
  2. Building inclusive Housing Task Force
  3. Selecting Equity Strategy Target Areas (Pillar 1)
  4. Developing agreements between City Departments
  5. Formalizing Compliance Policies and Procedures
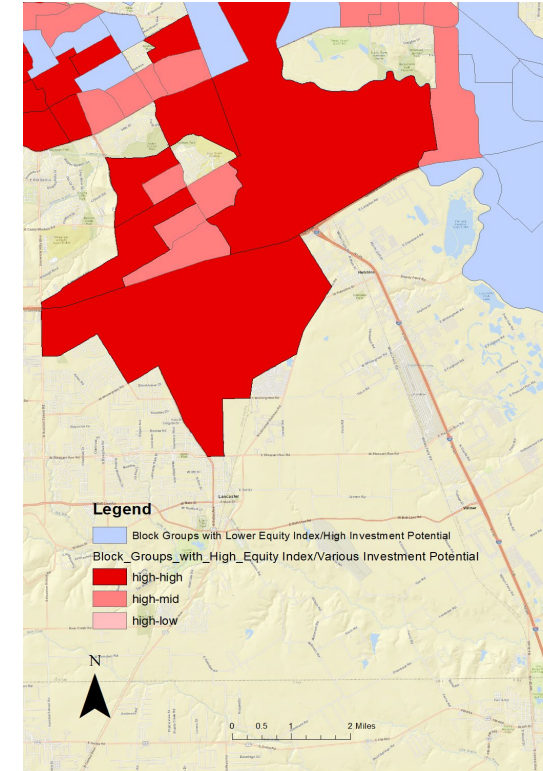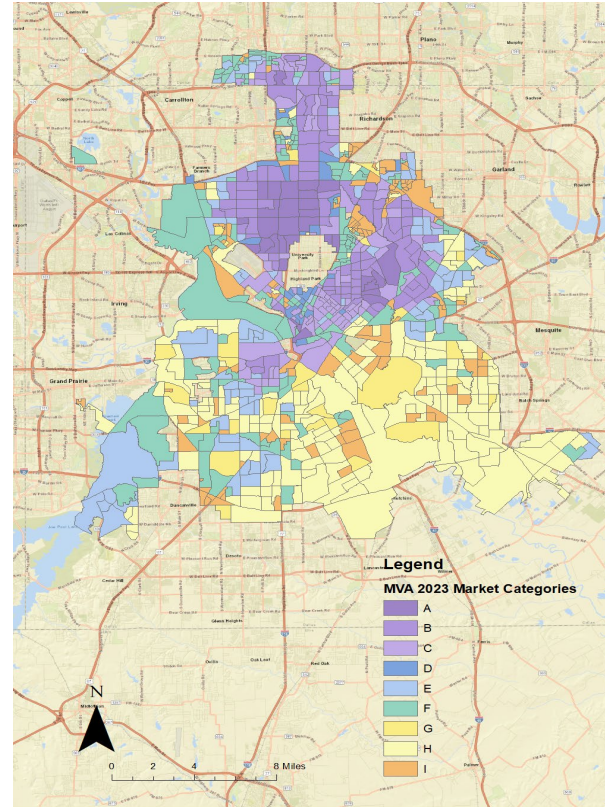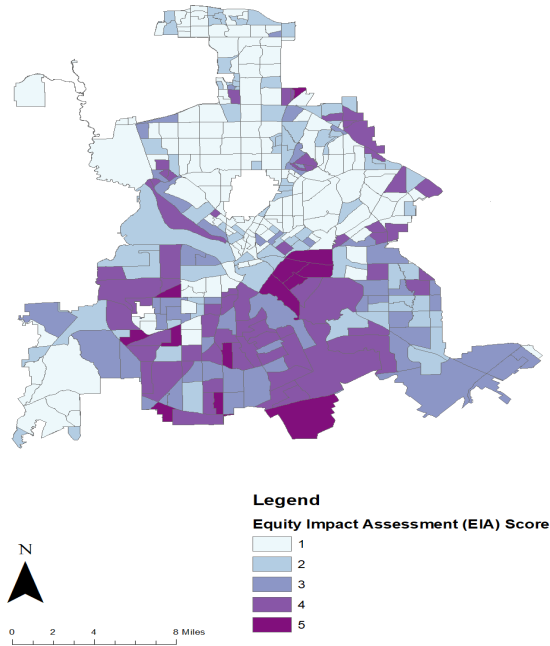 6. Refining select programs

Equity Strategy Target Areas

- Equity Strategy Target Areas will show the current conditions based on historical disparities using a data-driven approach
- TDA developed a Housing Equity Index based on Market Value Analysis and the Dallas Racial Equity Impact Assessment Tool

Equity Strategy Target Areas

Dallas Racial Equity Impact Assessment Tool

- Race/Ethnicity
- Poverty
- Homeownership
- Social Vulnerability Index
- Age

Market Value Analysis

- Value
- Investment & Stress
- Blight & Vacancy
- Ownership & Housing Characteristics
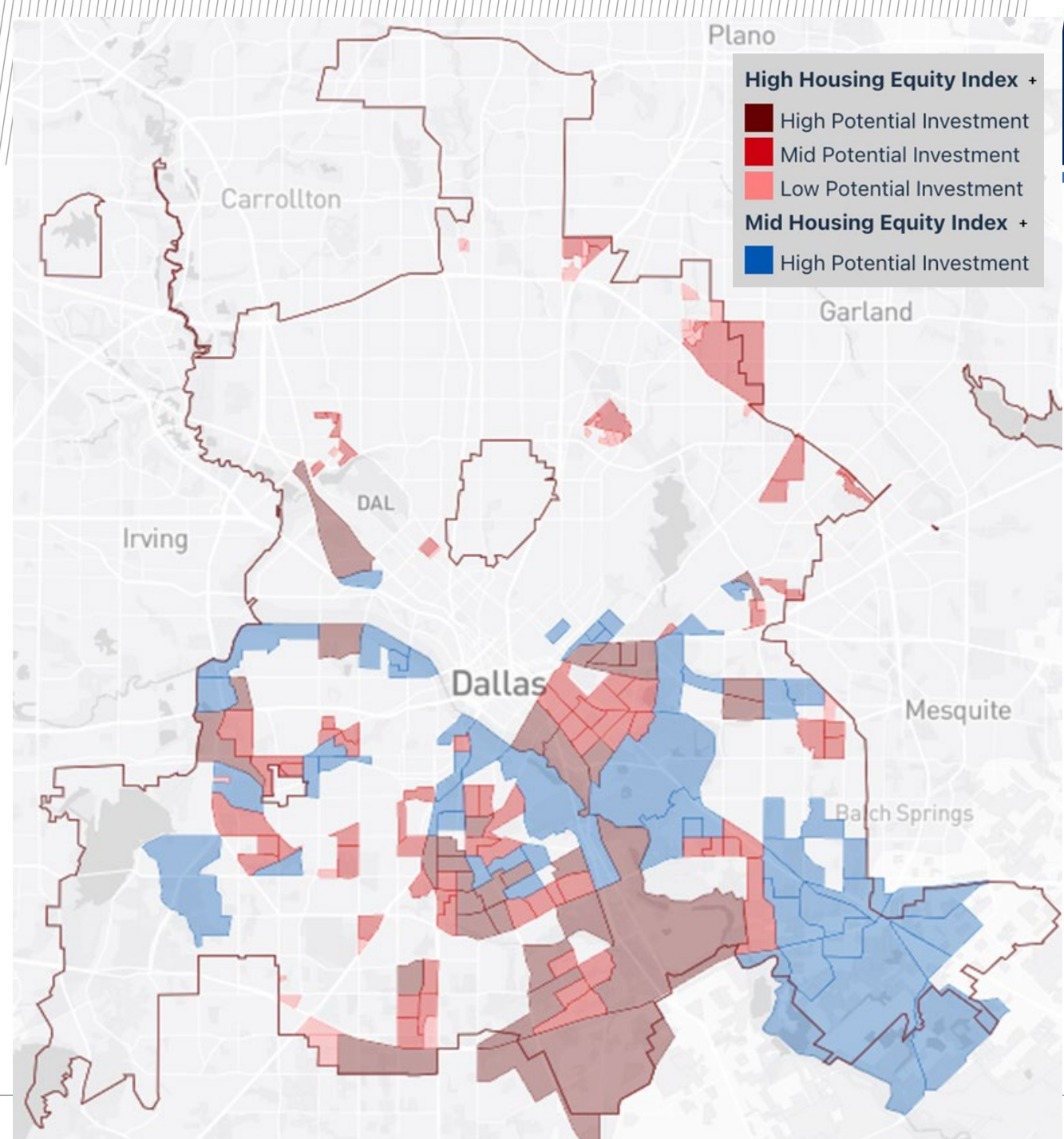

City Investments

- Dallas Water Utilities
- Public Works
- Transportation
- Planning
- Parks & Recreation

Data Analysis

Housing Equity Index:

- High social and economic vulnerability

- Pockets of concentrated poverty

- High housing needs that may extend to general community development

- Opportunity for targeted revitalization strategies

Community Engagement

- Community engagement was essential to the creation of DHP33, as so is the continual engagement efforts to implement the policy.

- TDA crafted a virtual and in-person strategy to discuss housing needs.

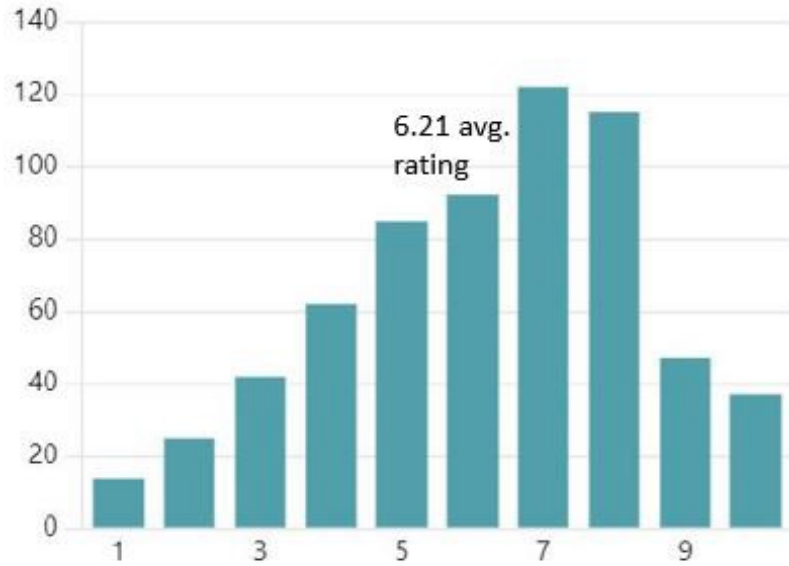- The survey results were used to help refine the Equity Strategy Target Areas

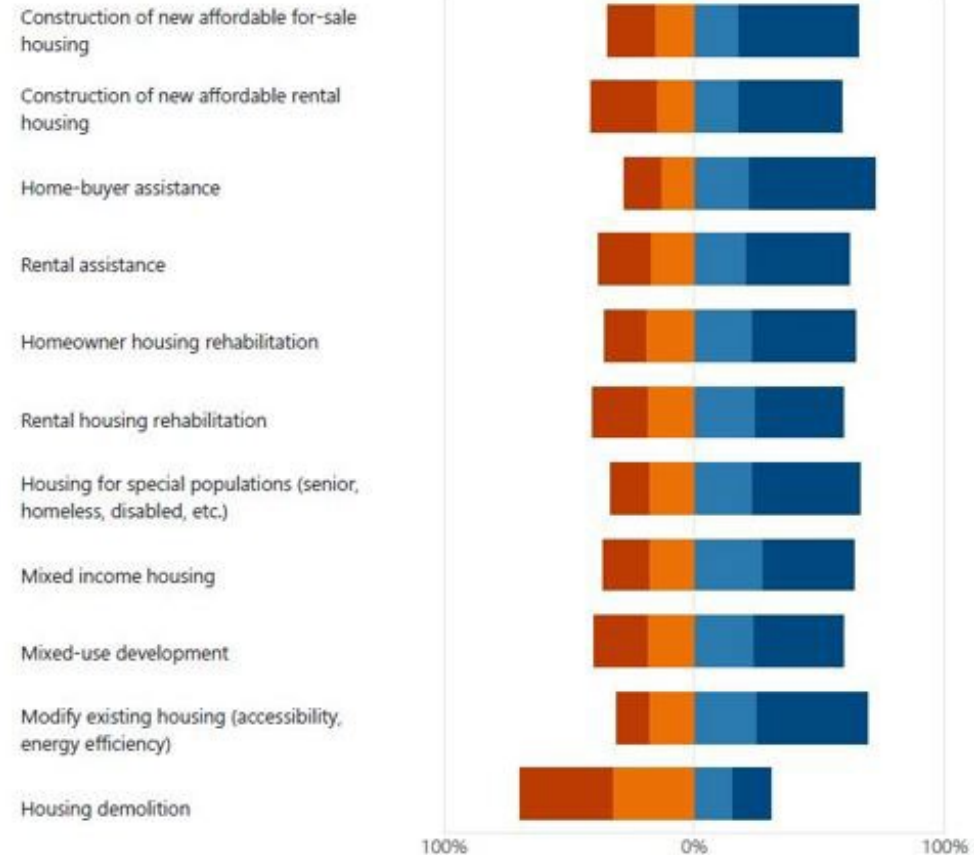| Event	People Engaged/ Respondents
Telephone Town Hall	3,192
Housing and Community Needs Survey	641
Virtual and In-Person Meetings	50
Focus Groups • community development corporations, developers, non-profits, environmental advocates, Latinx and immigrant service providers and housing advocates	60
Total Reach	**3,943**

Community Engagement

Respondents rate housing, safety, and quality of their communities

6.21 avg. rating

How long residents plan to stay in their current housing

● Less than 1 year	62
● 1-3 years	116
● 3-5 years	62
● More than 5 years	400

Respondents rate the need for the following housing activities

■ No Need ■ Low Need ■ Medium Need ■ High Need

Construction of new affordable for-sale housing

Construction of new affordable rental housing

Home-buyer assistance

Rental assistance

Homeowner housing rehabilitation

Rental housing rehabilitation

Housing for special populations (senior, homeless, disabled, etc.)

Mixed income housing

Mixed-use development

Modify existing housing (accessibility, energy efficiency)

Housing demolition

100%   0%   100%

Community Engagement
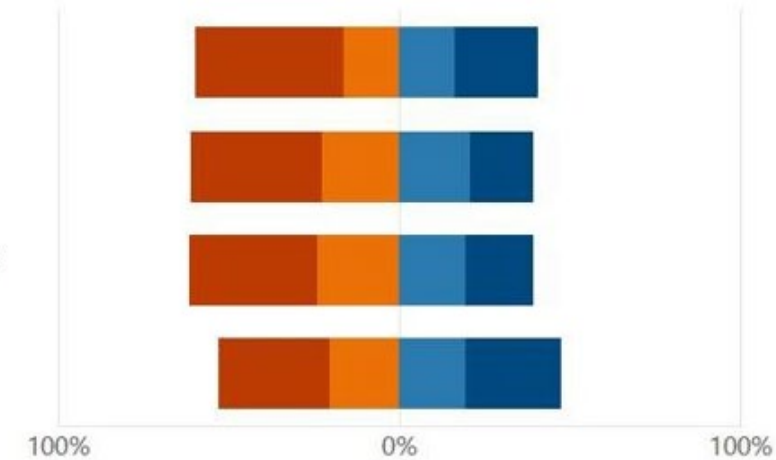
Target Area Recommendation

- To provide a recommendation, TDA Consulting refined potential Equity Strategy Target Area borders using
  - Feedback from community engagement, Community Needs Survey and focus groups
  - Data from other City Departments
    - Potential infrastructure investments
    - DWU Unserved Areas
    - Tax Increment Financing (TIF) districts
   - Planning Area Boundaries

Target Area Recommendation

Target Area	Area (Sq. Mi.)	Proportion of City	Population	Proportion of City	EIA Score	Median Sales Price ($)	Percent of Vacant Homes/Units
1	9.3	2.4%	32,908	2.5%	5*	213,039	5.5%
2	12.8	3.3%	42,087	3.2%	4*	233,596	6.9%
3	15	3.9%	17,157	1.3%	4	216,657	2.4%
City-wide	383.55 (Total)	n/a	1,300,239 (total)	n/a	2*	395,788	2.0%

- Nearly 10% of the City of Dallas is included in the target areas selected

- Housing has a lower median sales price, less stability, and more vacancies than the City of Dallas as a whole

- Equity Impact Assessment scores in the target areas are higher than the City-wide average

- Population in target areas has higher social and economic vulnerabilities
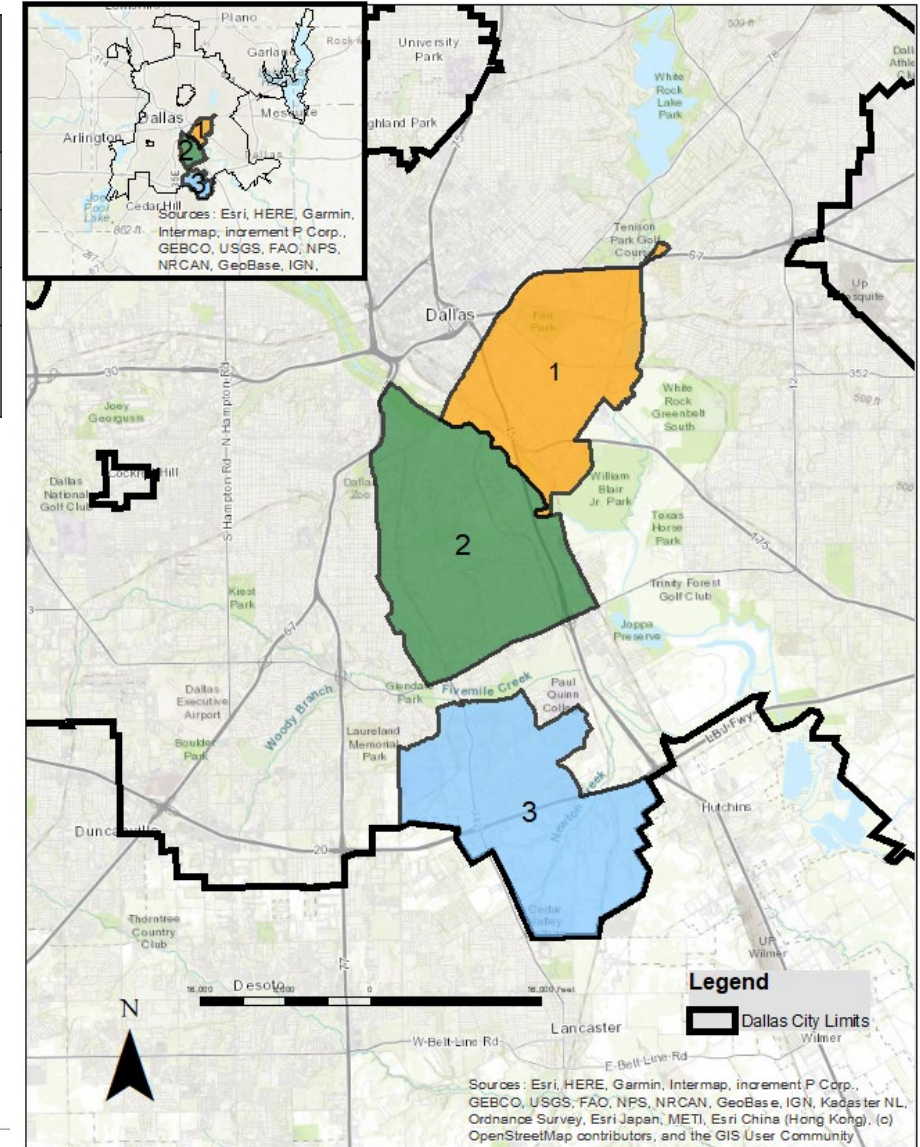
- *Score took average of EIA scores in Census Tract rounded to nearest whole number
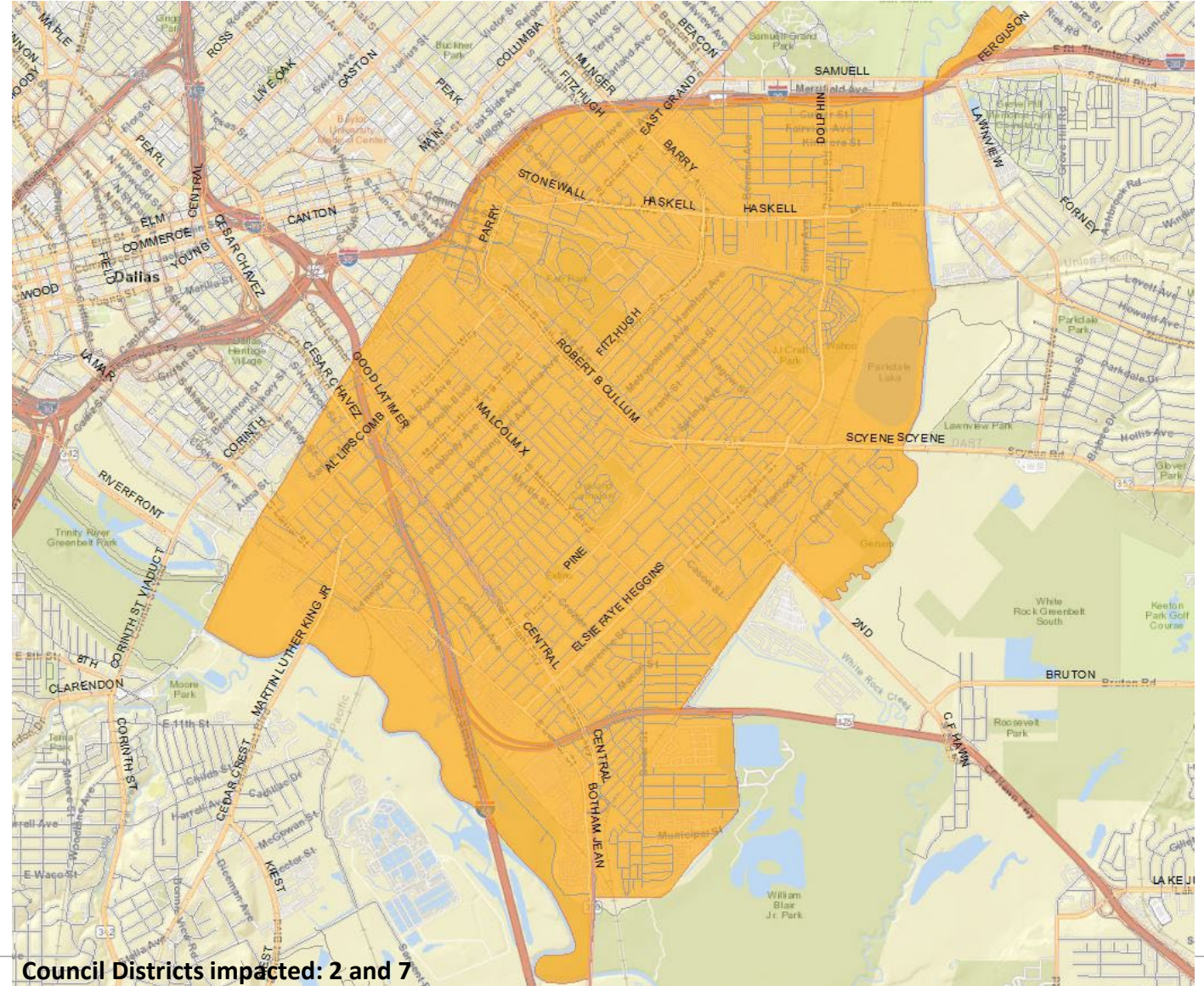
Target Area 1

	Target Area 1	City-wide
Population	32,908	N/A
Total housing units	13,237	573,597
Median year structures built	1966	1979
% Homeowner occupied	33.13%	41.43%
% Renter occupied	66.87%	58.57%
% Population below poverty	26.00%	17.70%
Median household income	$36,530*	$58,231
Bachelor's degree or higher	8.60%	35.60%
% Hispanic households	37.16%	42.00%
% Black households	55.29%	24.00%

For median income and year built, block groups show an average of the medians and the City-wide data shows a median. (ACS 2021 5-Year estimates block group data)

Council Districts impacted: 2 and 7

Target Area 2

	Target Area 2	City-wide
Population	42,087	N/A
Total housing units	17,104	573,597
Median year structures built	1960	1979
% homeowner occupied	51.25%	41.43%
% renter occupied	48.75%	58.57%
% Population below poverty	36.36%	17.70%
Median household income	$33,054	$58,231
Bachelor's degree or higher	8.42%	35.60%
% Hispanic households	40.21%	42.00%
% Black households	56.56%	24.00%

For median income and year built, block groups show an average of the medians and the City-wide data shows a median. (ACS 2021 5-Year estimates block group data)
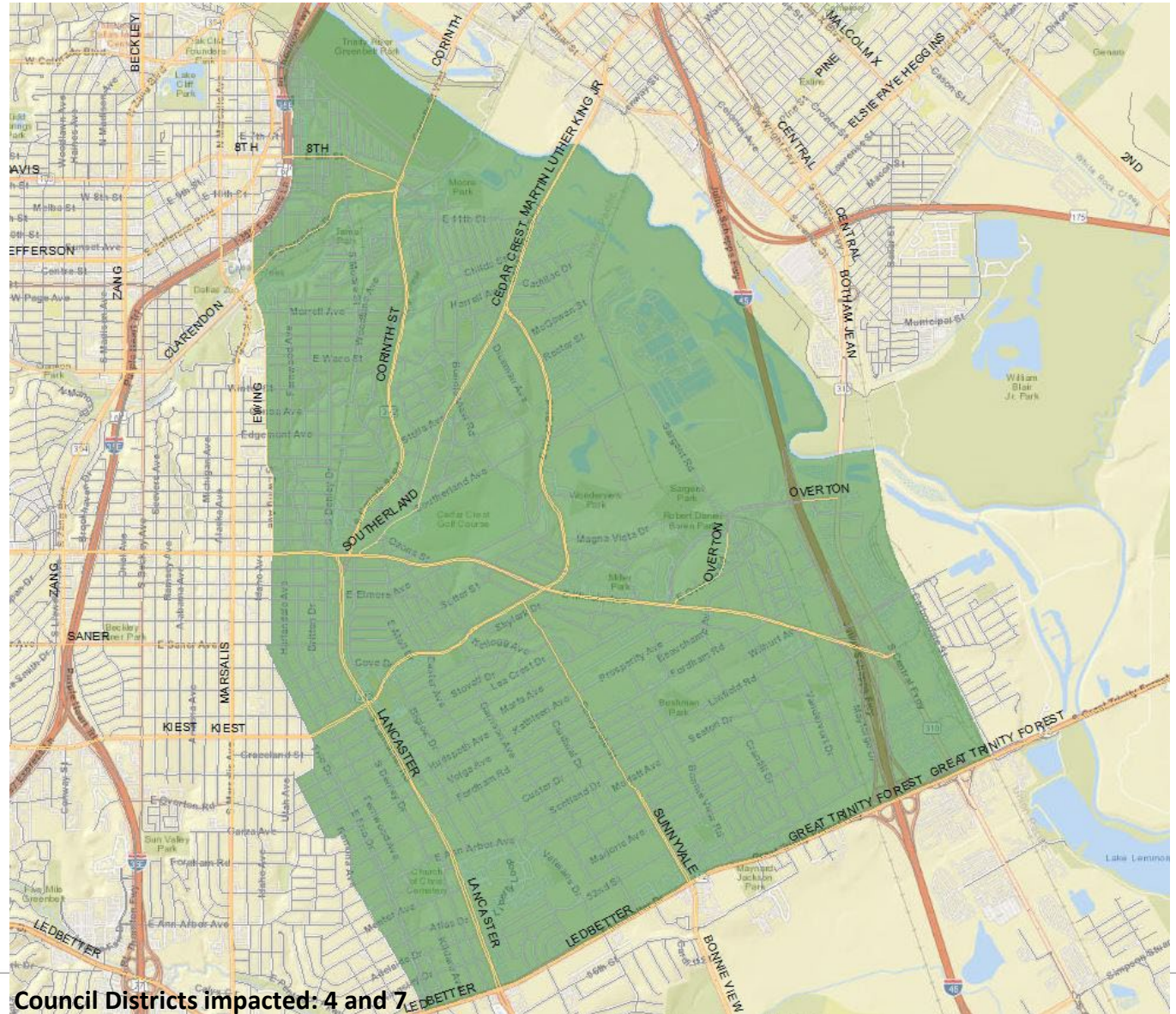
Council Districts impacted: 4 and 7

Target Area 3

	Target Area 3	City-wide
Population	17,157	N/A
Total housing units	6,097	573,597
Median year structures built	1979	1979
% homeowner occupied	64.55%	41.43%
% renter occupied	35.45%	58.57%
% Population below poverty	25.46%	17.70%
Median household income	$40,079	$58,231
Bachelor's degree or higher	12.77%	35.60%
% Hispanic households	27.61%	42.00%
% Black households	65.66%	24.00%

For median income and year built, block groups show an average of the medians and the City-wide data shows a median. (ACS 2021 5-Year estimates block group data)
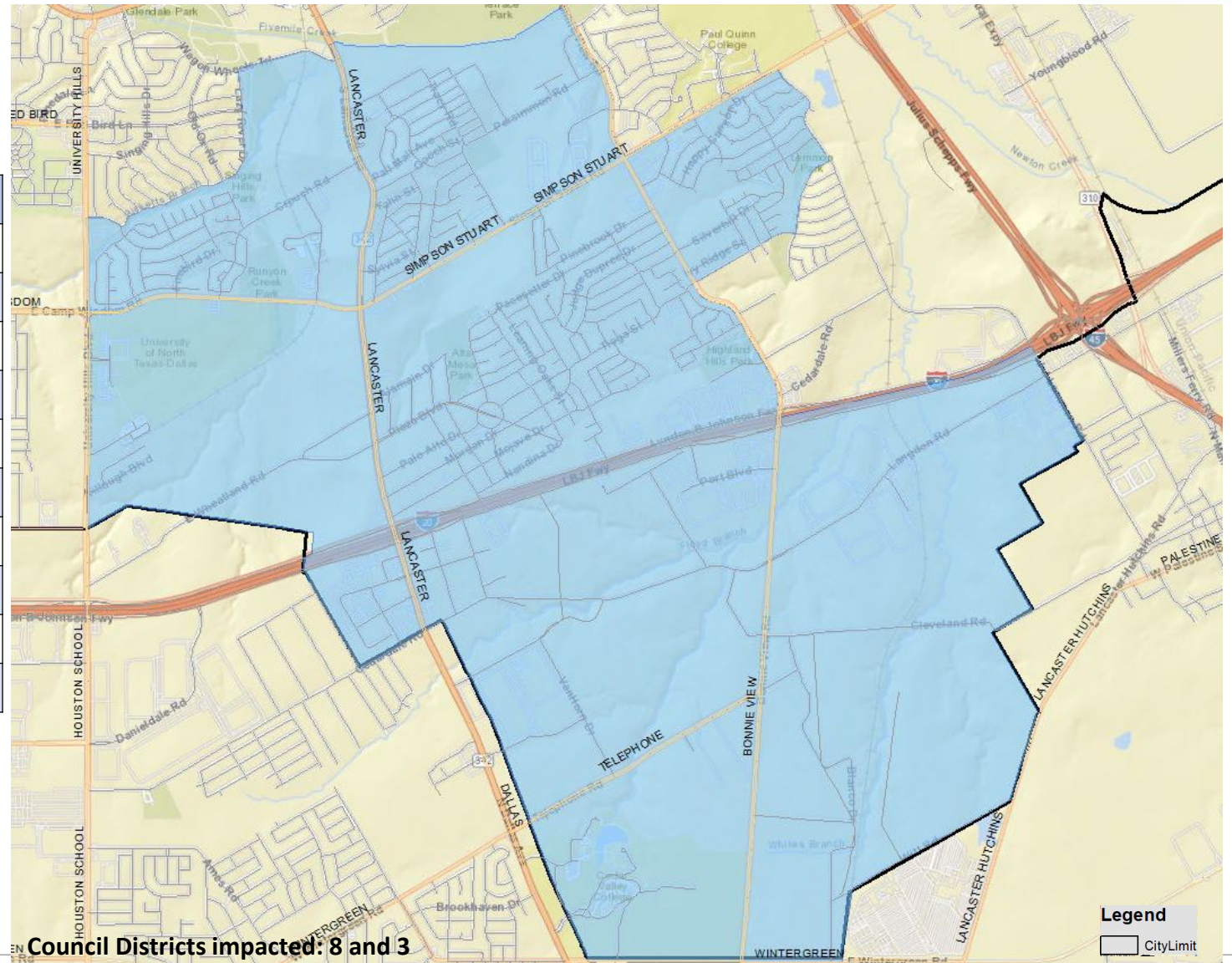

Council Districts impacted: 8 and 3

Legend
CityLimit

Target Areas & Citywide Strategy

- Target Areas, will recruit for specific projects and may offer bonus points in the Notice of Funding Available for future funding
- Housing will be able to align resources with other departments in Target Areas that better support the housing needs in these areas
- Housing operates three corporations and home repair and homebuyer assistance programs available citywide and will continue to do so
- Housing will still work on projects outside of Target Areas and will deploy the best resource available to continue to preserve and invest in affordable housing

Housing Task Force

- Applications open February 2024
- Functions as an advisory group to help implement strategies of Housing Department
  - In Target Areas and City-wide
- Rightsizing Task Force that includes
  - Development, banking, and business professionals, housing advocates, and special interest groups
  - Resident appointees from Target Areas
- Applicant review by Housing Staff, HHSC, Equity Committee, and Community

Next Steps

- TDA
  - Craft localized community engagement effort in the selected Target Areas
  - Developing plan for Housing Task Force
  - Finalize Compliance P&Ps
  - NRSA designation/application
- Housing Department
  - Simplify and streamline programs
  - Continue engagement in Target Areas to develop localized strategies
  - Form and manage new Housing Task Force

Next Steps

- Smartie Goals by December 2024:
  - Continue community engagement and establish goals for investments in target areas with metrics for tracking over time
  - City Con Plan alignment – tying federal funding to plan for target areas and City-wide strategy
  - Develop dashboard for tracking Department investment activity
  - Build Housing Task Force and network of community stakeholders to continue engagement throughout the lifetime of DHP33