

# Memorandum



CITY OF DALLAS

DATE April 20, 2026  
Honorable Members of the Quality of Life, Arts, and Culture Committee: Zarin D.  
TO Gracey (Chair), Laura Cadena (Vice Chair), Adam Bazaldua, Paul Ridley, Bill Roth,  
Chad West, Gay Donnell Willis  
SUBJECT **Upcoming Council Agenda Item: Senior Services Strategic Plan**

The purpose of this memorandum is to provide an update to the Quality of Life, Arts, and Culture Committee (QOLAC) on the Senior Services Strategic Plan, a comprehensive, city-wide strategic plan for senior services.

## **City Demographics**

According to the City's Office of Data Intelligence and Business Analytics, using data from the 2024 American Community Survey, Dallas is home to more than 150,000 adults age 65 and older. Of this population, more than 42,000 seniors live alone, approximately 30,000 live in poverty, and over 27,000 report having two or more types of disabilities. The median household income for seniors in Dallas is \$42,829, compared to the overall city median household income of \$71,214. Dallas experienced a significant 62% increase in residents aged 60 and above between 2000 and 2023, growing from 135,155 to 219,331 individuals.

## **Methodologies & Engagement**

The strategic planning process incorporated extensive quantitative and qualitative engagement efforts and emphasized inclusive participation across the City of Dallas. This work was conducted in collaboration with the Senior Affairs Commission, community residents, caregivers, community service providers, and multiple City departments to ensure a comprehensive understanding of senior needs and service gaps.

Engagement activities included the following key components:

- Five group interviews with City of Dallas departments, engaging more than 20 employees
- Provider surveys and listening sessions with 36 community service providers offering a total of 92 services
- Collection of 479 paper and digital surveys from residents across the City of Dallas

In addition, the planning process included broad community outreach and targeted engagement efforts. City-wide virtual and in-person listening sessions were conducted, and key themes from the 2024–2025 District Listening Sessions, which included approximately 500 participants, were analyzed to inform findings and recommendations.

To ensure the inclusion of harder-to-reach populations, six key informant interviews were conducted with older adults identified by community stakeholders, the Senior Affairs Commission, and staff. These interviews were designed to engage individuals who do not

regularly access City of Dallas services due to barriers such as limited mobility, being homebound, or other access challenges.

### **Key Findings & Goals**

The analysis and synthesis of findings from the Senior Services Strategic Plan identified eight domains representing the highest priority areas of need for older adults in Dallas. These domains were organized into three levels based on urgency and impact.

#### Level 1 Highest Priority Needs

- Mobility and Transportation
- Social Isolation
- Food Insecurity

#### Level 2 Significant Priority Needs

- Healthcare Access
- Technology
- Affordable Housing

#### Level 3 Emerging Priority Needs

- Aging in Place and Safety
- Financial Need

In addition, the analysis found that while a wide variety of services are available across the city, many older adults expressed a lack of knowledge and awareness of these resources. The findings also highlighted a need for increased assistance in navigating and accessing existing services.

The identification of these priority domains informed the development of six overarching goals, supported by approximately 40 strategies and 140 actions to address service gaps, improve access, and enhance the quality of life for older adults in Dallas.

Goal 1: Create a City-wide Departmental Outreach and Education Plan

Goal 2: Create a Partnership-Focused Outreach and Education Plan

Goal 3: Create and Execute a Volunteer Engagement Plan

Goal 4: Create a Stakeholders Plan

Goal 5: Establish and Support Advocacy and Civic Engagement Efforts

Goal 6: Establish a City-wide Communications Plan

### **Engagement Timeline**

#### **2024**

- **December 17<sup>th</sup> - Senior Affairs Commission (SAC) Meeting:** Guidehouse Inc. introduced the Senior Services Strategic Plan and presented the proposed timeline and methodology.

#### **2025**

- **January 13<sup>th</sup> - Special Called SAC Meeting:** Guidehouse Inc. held a listening session with Commissioners to better understand district needs, gather insights, and discuss next steps with Guidehouse Inc., including upcoming community sessions and survey.
- **February - October- SAC Monthly Meeting:** Presentations and updates provided by Age-Friendly Officer and Guidehouse, Inc.
- **March 4<sup>th</sup> (In-Person) / March 6<sup>th</sup> (Virtual) - Citywide Engagement Session:** Commissioners participated in the citywide community engagement session.
- **May 19<sup>th</sup> – Quality of Life, Arts & Culture Committee:** Guidehouse Inc., along with OHCE staff, presented plan’s preliminary findings.
- **November 17<sup>th</sup> – Quality of Life, Arts & Culture Committee:** Guidehouse Inc., along with OHCE staff, presented goals and recommendations.
- **December 17<sup>th</sup> – SAC Meeting:** Guidehouse Inc. and the Age-Friendly Officer reviewed the Senior Services Strategic Plan (SSSP) with the Commission, which provided feedback and recommendations.

## **2026**

- **February 23<sup>rd</sup> – SAC Meeting:** The Age-Friendly Officer shared the updated Senior Services Strategic Plan (SSSP) with the Commission, which voted to approve.
- **May 27<sup>th</sup> – City Council Consideration:** OHCE will present a Resolution for consideration to City Council (Agenda Item 26-1334A), to formally adopt the Senior Services Strategic Plan.

## **Input from Senior Affairs Commission**

On December 18, 2025, Guidehouse Inc. consultants and the Age-Friendly Officer presented a briefing on the Senior Services Strategic Plan (SSSP) to the Senior Affairs Commission. The plan was well received overall, though the Commission identified areas for refinement, including improving readability, streamlining language, and more clearly articulating the cost of inaction for the city. These recommendations were reviewed and addressed, and a revised plan was subsequently shared with Commission members. The Commission voted to approve the SSSP.

## **Next Steps - Adopt Senior Services Strategic Plan through Council Resolution**

For next steps, OHCE will present a resolution for consideration to City Council on May 27, 2026 (Agenda Item 26-1334A), to formally adopt the Senior Services Strategic Plan. There are no costs associated with this agenda item. Following Council adoption, OHCE staff will begin collaborating with community members and stakeholders to advance the identified priorities.

Should you have any questions or need any additional information, please contact Thor Erickson, Director Office of Housing and Community Empowerment at [thor.erickson@dallas.gov](mailto:thor.erickson@dallas.gov)

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