



City of Dallas

Economic Development Policy Update

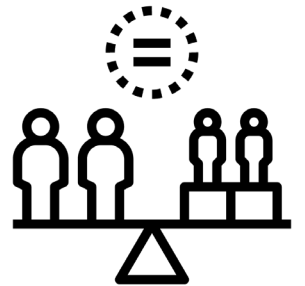
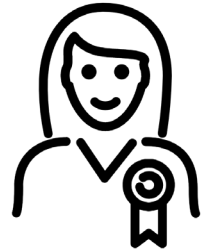
**Economic Development Committee
June 6, 2022**

Jennifer Gates, Chair
Economic Development Policy Task Force
Aaron Abelson, Managing Principal
HR&A Advisors
Majed A. Al-Ghafry, Assistant City Manager
City of Dallas

Economic Development Policy Mission



- **Prioritize** Southern Dallas and communities of color
- **Focus** on land development and investment approaches south of Interstate 30
- **Correct** the disparities in access to housing, meaningful employment, services, and amenities
- **Create** wealth-building opportunities
- Support **local innovation** and neighborhood-level interventions
- **Foster** community sustainability and resilience
- **Generate** economic vitality via a diversified economy
- **Deliver** inclusive and responsive governance
- **Launch the necessary processes and governance structure** needed to support the ten-year policy execution timeline



Transition Year



May 2021 – May 2022

From the *Economic Development Policy 2022-2032*:

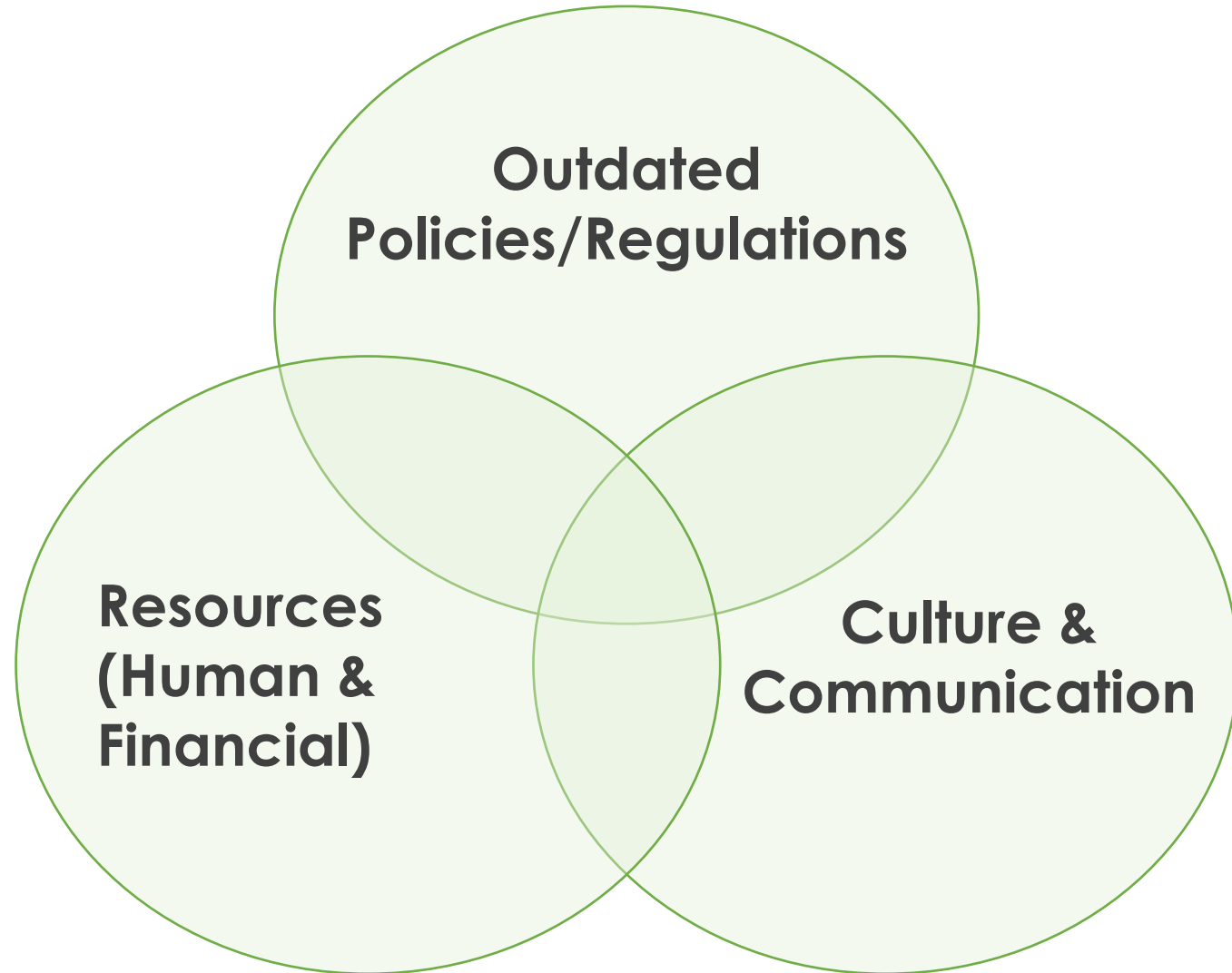
“A **one-year transition period** is necessary to allow **staff and community stakeholders** to coordinate strategy. This will also afford the city a period by which it can **put in place procedures and processes that are foundational** to each of the tenants outlined in this document. [...] Additionally, an **advisory committee will be established** to work with staff and stakeholders on policy refinement and to launch the economic development entity. Staff will also hire an outside consultant to assist with facilitating, structuring, and activating the recommended process alignment measures. During this one year's transition period **staff shall bring to the appropriate City Council committees any items that may need feedback to support policy implementation.**”



Barriers to Equitable Development



City staff, the Task Force, and other Policy implementation partners are bringing solutions forward that confront **historic barriers to equitable development** and opportunity in Dallas. This will require a combination of City Staff and City Council actions to foster responsive governance.



Task Force



Members

- **Jennifer Gates (Chair)**, Former Dallas City Council Member
- **Harrison Blair**, Black Chamber of Commerce
- **Trey Bowles**, InnoCity Partners
- **Cullum Clark**, Bush Institute
- **Zenetta Drew**, Dallas Black Dance Theater
- **Alfredo Duarte**, Taxco Produce
- **Steven Duong**, AECOM
- **Hilda Galvan**, Jones Day
- **Rebecca Acuna**, PepsiCo.
- **Jessica Hernandez**, Parkland Hospital
- **Rick Ortiz**, Greater Dallas Hispanic Chamber of Commerce
- **Drex Owusu**, Dallas Foundation
- **Michael Sorrell**, Paul Quinn College
- **Oric Walker**, Atmos Energy
- **Dora Zapata**, Capital One
- **Amy Tharp**, Downtown Dallas, Inc.

Roles & Responsibilities

- **A sounding board** on critical policy issues to **provide accountability** during the one-year transition period and beyond
- Review significant proposed **regulatory changes and organizational plans** for the future Economic Development Corporation (EDC) and the Policy.



Policy Implementation Priorities



The City identified priority initiatives and action areas that represent opportunities to **remove barriers and create the foundation for equitable development and growth.**

- Overhaul Incentives Policy
- Create Community-Driven Land Use Planning Process
- Audit and Update Comprehensive Housing Policy
- Empower a New Economic Development Corporation
- Overhaul Historic Preservation Mission & Function
- Improve Development Services Operations
- Develop Structures for Collaboration



Barriers Encountered and Future Actions



In coming months, staff will bring forward concrete actions to City Council that address barriers and lay the foundation for meeting the Economic Development Policy.

Barriers Encountered	Select Upcoming Action
Elements of City policy, structure, and code are outdated, creating inefficiencies or structural barriers to meeting the equity mission of the Policy.	• Updates to Economic Development Policy (2022) • Code consultant contract (2022) • Chapter 51 and 51A revisions to support the Comprehensive Land Use update, Future Land Use Map, and historic preservation (2023) • EDC board, leadership, and authority (2022-23)
Current incentive tools and decision-making criteria are insufficient to support neighborhood priorities and projects in communities where structural disparities have hindered opportunity.	• Public-Private Partnership guidelines (2022) • TIF program updates (2022) • Chapter 373 program (2022)
The current Comprehensive Housing Policy does not produce equitable outcomes.	• Consultant contract for CHP updates • Updates to Comprehensive Housing Policy (2023)



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Barriers Encountered	Select Upcoming Action
Insufficient resources to overcome past/existing disparities by centering racial equity in budgeting and bond programs	• Budget for implementation of Mixed Income Housing Development Bonus Program (2022) • Staff costs for implementation of MIHB Program (2022) • Economic Development Policy priorities and metrics in bond program (TBD) • Budget for Development Services capacity for Housing, Special Projects, and Q team (2022)
Information Technology platforms and software can be difficult to navigate internally and externally, hindering customer service and impact.	• Budget for cross-departmental software improvements (2023)
Historic preservation processes, mission, and functions are outdated and inconsistent with Policy mission.	• Potential ordinance revisions to streamline processes and prioritize S. Dallas investments • Historic Preservation grant program to prioritize underserved communities in Southern Dallas (2023)



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