



City of Dallas

Dallas Housing Policy 2033: Concept Briefing

**Housing and Homelessness
Solutions Committee
December 13th, 2022**

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Community Equity Strategies

PRESENTATION OVERVIEW



DALLAS ACCOUNTABILITY for HOUSING EQUITY

- History and Background
- Transformation Components
- Engagement
- Policy Development Journey
- The Seven Pillars of Housing Equity
- Policy Vision & Pillars
- Next Steps
- Appendices



HISTORY AND BACKGROUND



Recommendations	Research	Policy Development	SMARTIE Goals	Accountability
<p>11 Recommendations Adopted by City Council</p> <p>Foundation for new housing policy</p>	<p>Demonstrate community-wide affordable housing capacity and gaps</p> <p>Analyze current programs' effectiveness</p> <p>Identify gaps</p> <p>Review strategies used by other cities</p> <p>Ensure all 14 district are contributing to equitable strategies</p>	<p>Finish Vision Statement</p> <p>Draft policy strategies</p> <p>Address historic struggles with race and ethnicity</p> <p>Address racial disparities as well as increased community-wide affordability</p>	<p>Develop a set of measurable, equitable goals that will bring the policy strategies to life</p> <p>Identify tactics and resources to implement SMARTIE goals</p> <p>Align programs and initiatives with SMARTIE goals</p>	<p>Develop a transparent structure where City staff will continuously show progress on SMARTIE goals</p> <p>Communication strategy such that City officials and the community are updated at regular intervals</p> <p>Structure for ongoing communication between City staff, City officials and community stakeholders</p>

Community Meetings and 2-Day Strategy Session

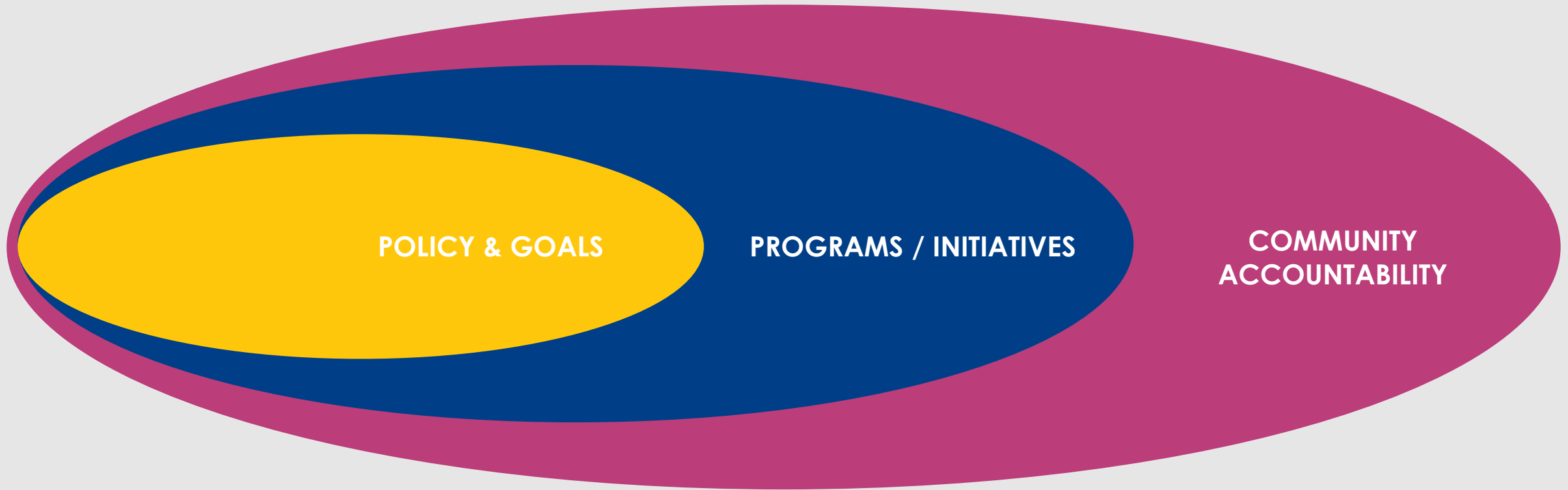


Ongoing communication, input and feedback



Community Engagement with all 14 Districts

TRANSFORMATION COMPONENTS



POLICY

City Council's strategic direction toward measurable goals reflecting a vision for increased housing equity and affordability

PROGRAMS

City staff's tools and tactics for implementing strategies in collaboration with an array of public, private, and non-profit partners

PEOPLE

Structured, sustained, meaningful stakeholder engagement in policy implementation and progress measurement



ENGAGEMENT APPROACH



Share

- Development of Project Summary and Resource page
- Posted meeting notes, images, and attendance after each meeting on public website

 **DALLAS ACCOUNTABILITY**
for HOUSING EQUITY

 **RESPONSIBILIDAD de DALLAS**
por la EQUIDAD en la VIVIENDA

Connect

- Developed a graphic brand for the project to increase visibility
- Hired 4 organizers to increase awareness of project and opportunities for input
- Made all materials available in both English and Spanish



All in 14

- Held meeting across the City
- Emphasized an All in 14 Approach to the effort and information gathering



Collaborate

- Held additional meetings when requested
- Collaborated with the Equity office & Forward Dallas
- Supportive and responsive to other city wide efforts
- Adjusted outreach and engagement efforts to improve outcomes



ENGAGEMENT REACH



306

**PERSON TO PERSON
CONVERSATIONS**



12

**NEIGHBORHOOD
MEETINGS**

- 3** Virtual Meetings
- 9** In Person Meetings
- 12** Meetings with Spanish Translation offered
- 183** Total Neighborhood Meeting Attendees



23

**ORGANIZATIONAL
MEETINGS**

Including United Way - Dallas
Housing Coalition - AIA
Dallas Based Foundations



9

CITY STAFF MEETINGS



ENGAGEMENT TOUCHES



12,941

TOTAL DIGITAL TOUCHES *



1,847

STORYMAP VIEWS

1,571 English Storymap views
278 Spanish Storymap views



33

SURVEY
RESPONSES



11,061

OTHER DIGITAL
OUTREACH

7,913 Social Media
123 Eventbrite
3,025 Email



* Does not include City of Dallas Calendar

ENGAGEMENT - WHAT WE HEARD



Frustration and Exhaustion

- Tired of planning
- Wants action and implementation
- Does not believe the City wants to address housing concerns
- Wants the different departments to work together to solve the problem



Desire to Stay

- Need for increased protections or financial assistance to enabling household to stay in their current homes in historically marginalized areas experiencing gentrification



Desire for Choice

- Homeownership opportunities - particularly in areas that have historically been home to Black and Brown communities
- Affordable rental options in amenity-rich neighborhoods closer to higher paying employers
- Action desired to address lack on mixed-income neighborhoods and source of income

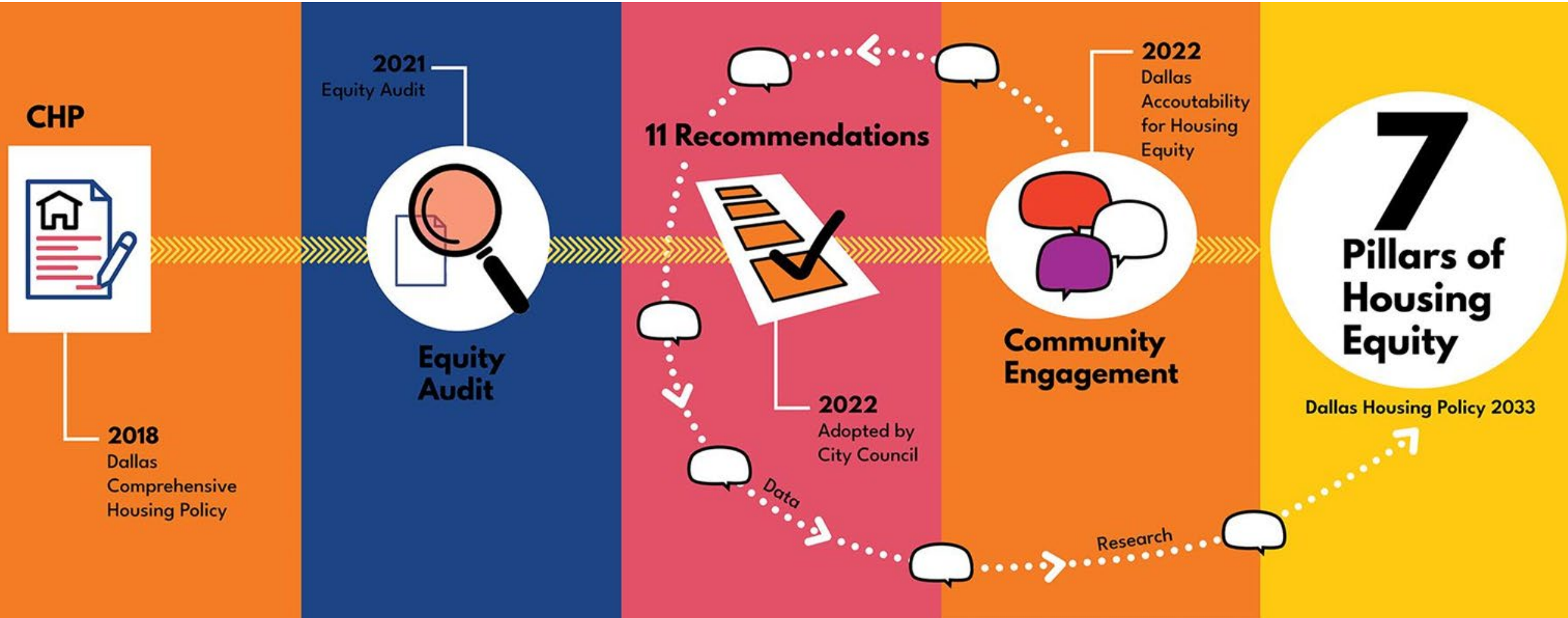


Desire for Parity

- Infrastructure between Northern and Southern Dallas
- Homeownership rates for Black and Brown households and White households
- Median home values for Black and Brown homeowners and White homeowners



POLICY DEVELOPMENT JOURNEY



FUNDAMENTAL POLICY CHANGE



- Vision for greater equity
- Strategic direction
 - Require contributions in all 14 districts
 - Tailor strategies for:

Areas with HIGH:

- Median home values
- Homeownership rates
- Historical investment in infrastructure
- Proximity to high paying jobs and amenities like retail and healthcare

Areas with LOW:

- Median home values
- Homeownership rates
- Historical investment in infrastructure
- Proximity to high paying jobs and amenities like retail and healthcare

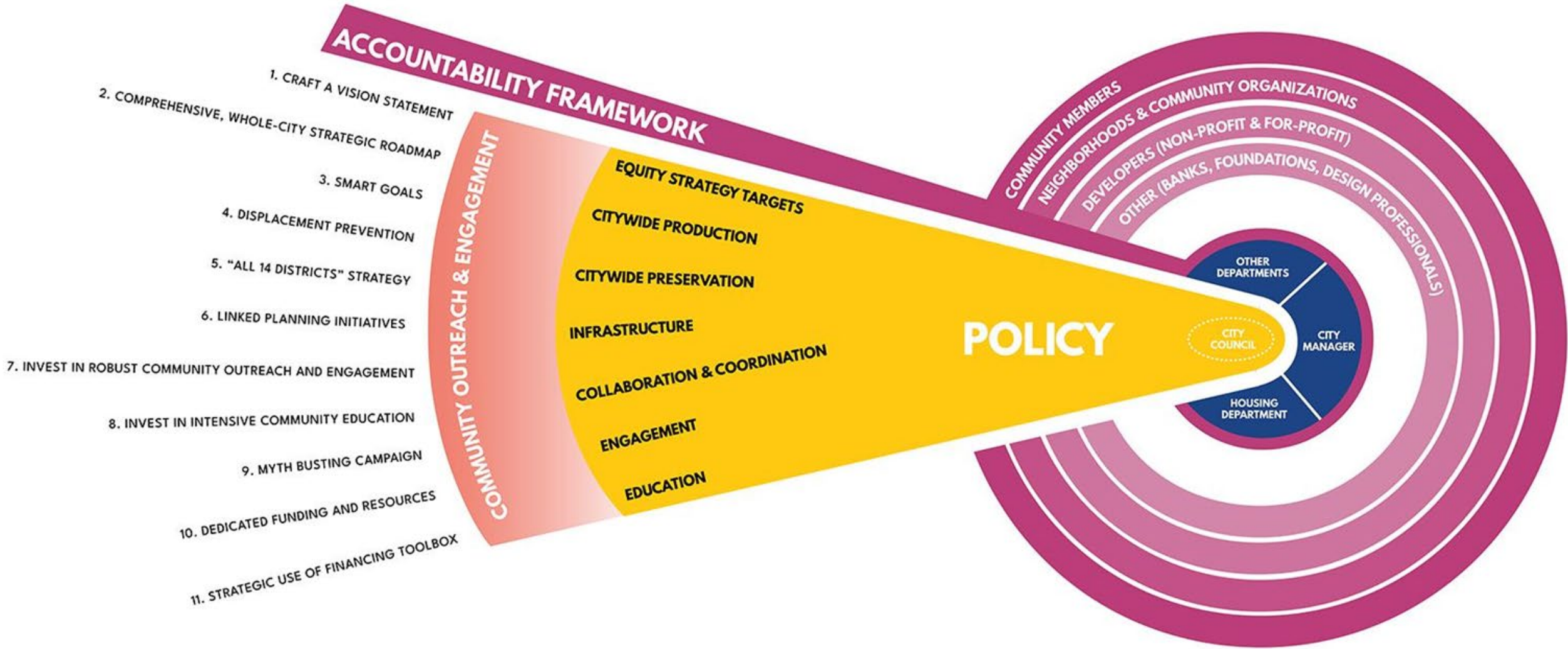
Areas vulnerable to:

- Rapidly rising property values
- Displacement of long-time residents
- Loss of cultural and community touchstones

- Specify processes for centering equity in:
 - Collaboration/Coordination
 - Community engagement/Accountability
 - Education/ Information sharing



THE SEVEN PILLARS OF HOUSING EQUITY



The City of Dallas, increases equity in housing outcomes and revitalizes neighborhoods following a set of strategies utilizing a mix of public and private approaches that are reflective of and accessible to unique, diverse constituents in each area.

EQUITY STRATEGY TARGETS



QUOTE:

“A neighborhood's basic needs must be met before a larger conversation around equity can begin. There must be greater investment in these neighborhoods first.” - Meeting Participant

DRIVER:

Equitable, Inclusive Planning

Measurable targets specifically tied to different conditions and vulnerabilities from area to area

- Increasing affordable homeownership opportunities
- Eliminating infrastructure deficits
- Ensuring that dedicated affordable housing units are spread more equitably across all areas of the city
- Avoiding further concentration of dedicated affordable units in historically marginalized areas
- Preventing displacement
- Preserving cultural integrity and community institutions
- Identifying development resources

Strategy Target Area Plans

- Community-driven strategies for achieving equity targets



QUOTE:

"The city should be matching private investments for home programs (homestead) without caps - public private matching" - Meeting Participant

DRIVER:

**Collaborative,
tailored development**

Address the Barriers to Development of

- Dedicated affordable housing units
- Market-rate units affordable to a broader mix of incomes

Adapt and Leverage Housing Department Tools to boost production

- Existing programs
- New community tools

CITYWIDE PRESERVATION



QUOTE:

“Providing quality, affordable housing that is not just quickly built and poorly designed” - Meeting Participant

DRIVER:

Quality, accessible housing

Identify and Catalog

- Existing dedicated affordable units
- Naturally occurring affordable housing

Collaborate to maximize the preservation of quality affordable units

- Non-profits
- MWBEs
- Neighborhood leaders
- Philanthropy
- Community groups
- Private sector

**Preserving cultural integrity and community institutions*



QUOTE:

“Basic needs must be met before larger conversations can be had around equity” - Meeting Participant

“Give infrastructure improvements first to neighborhoods who need it the most” - Meeting Participant

DRIVER:

Intentional investment in infrastructure

Prioritize Infrastructure Investment in areas historically starved of public investment

- Due to racially biased systems
- Resulting in substandard elements such that areas could not be developed

Develop cross-departmental infrastructure investment strategies

COLLABORATION and COORDINATION



QUOTE:

“City should leverage existing nonprofits to expand on their work and make things effective” - Meeting Participant

“City offices need to be connected and informed and working together” - Meeting Participant

DRIVER:

Authentic Partnership

Formal Internal Partnerships

- Align infrastructure and community development
- Coordinate resources
- Policy review removing inequitable policies, replacing them with equitable practices

Formal External Partnerships

- Align investments with equity strategies



QUOTE:

“Is the accountability plan a legacy plan? How does it survive beyond a single administration?” - Meeting Participant

“Needs to be sustained engagement and consistent work for retention of knowledge and maintaining trust and relationships with people” - Meeting Participant

DRIVER:

Transparency and accountability

Structured, sustained engagement of and oversight by community stakeholders

- City employed community liaisons
- Information and resources
- Attendance and participation in community events
- Transparency in reporting plans and progress
- Multimodal communication strategies

QUOTE:

“There is a difference between self determination and self interest - self determination is about achieving equity - self interest is about NIMBYism” - Meeting Participant

DRIVER:

When you know better you do better
(Maya Angelou)

Inform Residents, Staff, and City Officials about

- Historical struggles with race and ethnicity continues to impact housing development and neighborhood revitalization
- YIMBYISM (YES, In My Backyard)
- Financial Literacy
- Achieving resident buy-in to support coordinated investments to increase equity

NEXT STEPS



- Incorporate Feedback from Stakeholders - Ongoing
- Friday Memo to City Council - December 16, 2022
- City Council Briefing - January 18, 2023
- Estimated Date of Final Delivery - February 28, 2023





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MODELS FOR INCLUSIVE ENGAGEMENT



QUOTE:

"A need for measurement or metrics and evaluation of accountability and transparency on an annual basis. The metrics are set by community members." - Meeting Participant

DRIVER:

Transparency and accountability

● Fair Budget DC & Housing Works Austin:

- Rather than a Task Force, build relationships with community entities knowledgeable of housing
- Representation from multiple organizations collaborating for a common goal
- Include diverse representation: advocates, residents, developers, non-profits, for-profits

● Key Attributes:

- Community Accountability needs buy-in and trust
- Representation

● What People Asked For:

- Transparency
- Access
- Representation



RACIAL EQUITY: OUTCOME AND PROCESS



Racial Equity is both an outcome and a process.

As an **outcome**, Dallas will be a city where neither race nor ethnicity predicts the ability to choose safe, affordable housing in neighborhoods where all people can thrive

As a **process**, Dallas City Staff, public officials, residents and businesses effectively work together, respecting the diversity of opinions and acknowledging the history of racial and ethnic disparities to proactively move to undo practices of the past and achieve common goals



The Seven Pillars of Housing Equity weave together the process and outcome elements necessary for success.

Hybrid Pillar (Outcomes and Process)

Equity Strategy Targets

Outcome Pillars

Citywide Production
Citywide Preservation
Infrastructure

Process Pillars

Collaboration and Coordination
Education
Engagement



RACIAL EQUITY AUDIT RECOMMENDATIONS



March 2022 recommendations informing pillars:

1. Craft a Vision Statement
2. Comprehensive, Whole-City Strategic Roadmap
3. SMART Goals
4. Displacement Prevention
5. "All 14 Districts" Strategy
6. Linked planning initiatives
7. Invest in Robust Community Outreach and Engagement
8. Invest in intensive community education
9. Myth Busting Campaign
10. Dedicated Funding and Resources
11. Strategic use of Financing Toolbox

