

# Memorandum



CITY OF DALLAS

DATE November 3, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **Community Engagement – Dallas Housing Policy 2033 – Selecting Equity Strategy Target Areas**

This memorandum is to inform the Dallas City Council that the Department of Housing & Neighborhood Revitalization (Housing) is launching engagement efforts to select target areas as part of our new housing policy, Dallas Housing Policy 2033 (DHP33). Engagement will begin the week of November 6, 2023. Additional details are below. Please stay up to date on engagement events by visiting [bit.ly/DHP33](http://bit.ly/DHP33). Flyers, educational materials, and the link to the survey can also be found on the website starting November 3, 2023.

In April 2023, the City of Dallas passed its new comprehensive housing policy, DHP33, which was built around the idea of collaboration. It seeks to align investments made by Housing with the work of other City departments and external stakeholders to revitalize neighborhoods, increase access to affordable housing, and reduce historical disparities.

DHP33 has 7 pillars of housing that guide implementation found in this link [equity](#). Each pillar has measurable goals that define how it will promote housing equity and increase housing opportunities. Pillar 1 “focuses on Housing and will select equity strategy target areas to make focused and concentrated investments in housing through both preservation and new development.” Housing will create tailored neighborhood revitalization strategies for each area using data, community engagement, and alignment with other City initiatives.

To identify potential focus areas, Housing reviewed City-level data, including indicators of equity, housing characteristics, and potential investment. The areas with the most critical housing needs, where the most social and economic vulnerability exists, and where there is the highest likelihood for interdepartmental collaboration, were then grouped together by geography. The exercise resulted in 11 possible target areas. Housing’s goal is to narrow down to 3-5 areas from this larger pool.

To select target areas, the Department of Housing & Neighborhood Revitalization will conduct engagement and outreach, including surveying residents, virtual and in-person meetings, and stakeholder focus groups. Targeted stakeholder focus groups will be invitation-only and will be ongoing through December 2024.

### **Upcoming opportunities for engagement include:**

- 11/9/23 - 5-6 pm Tele-town-hall hosted by Department
- Target numbers will be called in zip codes proximate to the potential focus areas
- A number will be made available for anyone in the City of Dallas to call in

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- 11/14/23 - 6-7 pm virtual kick-off meeting (Housing staff will do English/Spanish presentation)
- Hosted via. Webex and recorded
- 11/15/23 - 6-7 pm meeting Cummings Recreation Center (Hiawatha)
- 11/16/23 - 6-7 pm meeting Bachman Recreation Center
- 12/1/23 - The Department will host a booth at Deck-the-Plaza

**Here is what to expect next:**

On November 3, 2023, Housing’s Engagement website will go live. The survey will be available starting November 6, 2023. Engagement events will wrap up on December 1, 2023, at Deck the Plaza, where the Housing booth will be set up to engage participants all day. Housing will send a Friday memo in January 2024 recapping this process. On January 22, 2024, Housing will brief the Housing and Homelessness Solutions Committee to discuss the results of these engagement efforts, announce the selected focus areas, and discuss the next steps.

We invite you to help spread the word and invite residents to complete the survey or attend any events. You can learn more by visiting the website [bit.ly/DHP33](http://bit.ly/DHP33) starting November 3, 2023. You can download promotional materials for social media/emails and a flyer. A short broadcast video will also be available for sharing. The survey will be available until December 4, 2023.

Should you have any questions or require any additional information, please contact Cynthia Rogers-Ellickson, Director (I), Department of Housing & Neighborhood Revitalization, at [cynthia.rogersellic@dallas.gov](mailto:cynthia.rogersellic@dallas.gov) or (214) 670- 3601.



**Majed A. Al-Ghafry, P.E.**  
**Assistant City Manager**

c: T.C. Broadnax, City Manager  
Tammy Palomino, City Attorney  
Mark Swann, City Auditor  
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Preston Robinson, Administrative Judge  
Kimberly Bizzor Tolbert, Deputy City Manager  
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