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APPENDIX C: ENGAGEMENT REPORT

OVERVIEW

This report summarizes the public engagement process for ForwardDallas 2.0. A summary of key findings from public input and reflections from lessons learned in the ForwardDallas process will be discussed in this report.





INTRODUCTION



ENGAGEMENT IN FORWARD DALLAS

Since the launch of the plan in April of 2021, Dallas residents and other stakeholders have been engaged in various ways, including in-person workshops, pop-up events, virtual discussions, and on-line and paper surveys.





Guiding Principles for Meaningful Engagement

Reaching Residents “Where They Are”

Throughout the process, the ForwardDallas project team placed an emphasis on clear messaging and reaching residents “where they are,” continually evolving a variety of in-person and virtual strategies to ensure maximum reach and representation. The project team also prioritized participation with existing community meetings and events, ensuring broader opportunities to inform and engage residents.

Approachable Messaging

While land use can be technical in nature, it was important that the messaging around ForwardDallas 2.0 be as clear and relatable as possible for residents and other stakeholder groups, given that land use issues affect everyone’s day-to-day lives. Throughout the process, the ForwardDallas team aimed to use consistent branding, provide historic context for systemic barriers, describe how the land use plan connects to other facets of city policy and process, and present land use issues in a contextual and understandable manner.

Prioritizing Inclusion and Representation Throughout the Process

In each engagement phase (as shown on the timeline on page 8-9), the project team closely monitored participation of workshops, presentations, and pop-up events to ensure as fair a representation as possible of the many areas of the city and its diverse residential population. Participant data was collected, events were mapped, and stakeholder and leadership engagement was utilized. In tracking this information, each engagement phase was extended as needed to prioritize areas of the city that experienced lower turnout in each event series. See summary statistics for the engagement process on page 10.



Grassroots and “Grasstops” Engagement

In addition to a focus on “grassroots” engagement of organizations that operate at the neighborhood level, the ForwardDallas team also met with groups that operate in the “grassroots” organizations that provide a leadership role on a citywide scale. Team members attended neighborhood association meetings and community events throughout the process to reach residents in their own neighborhoods. There were also a series of presentations, one-on-one meetings, and educational workshop series designed to facilitate discussions with professional audiences, elected and appointed officials, and organizational leadership. From grassroots to “grasstops,” the project team collected important insights from the community at different scales to create the final plan document.

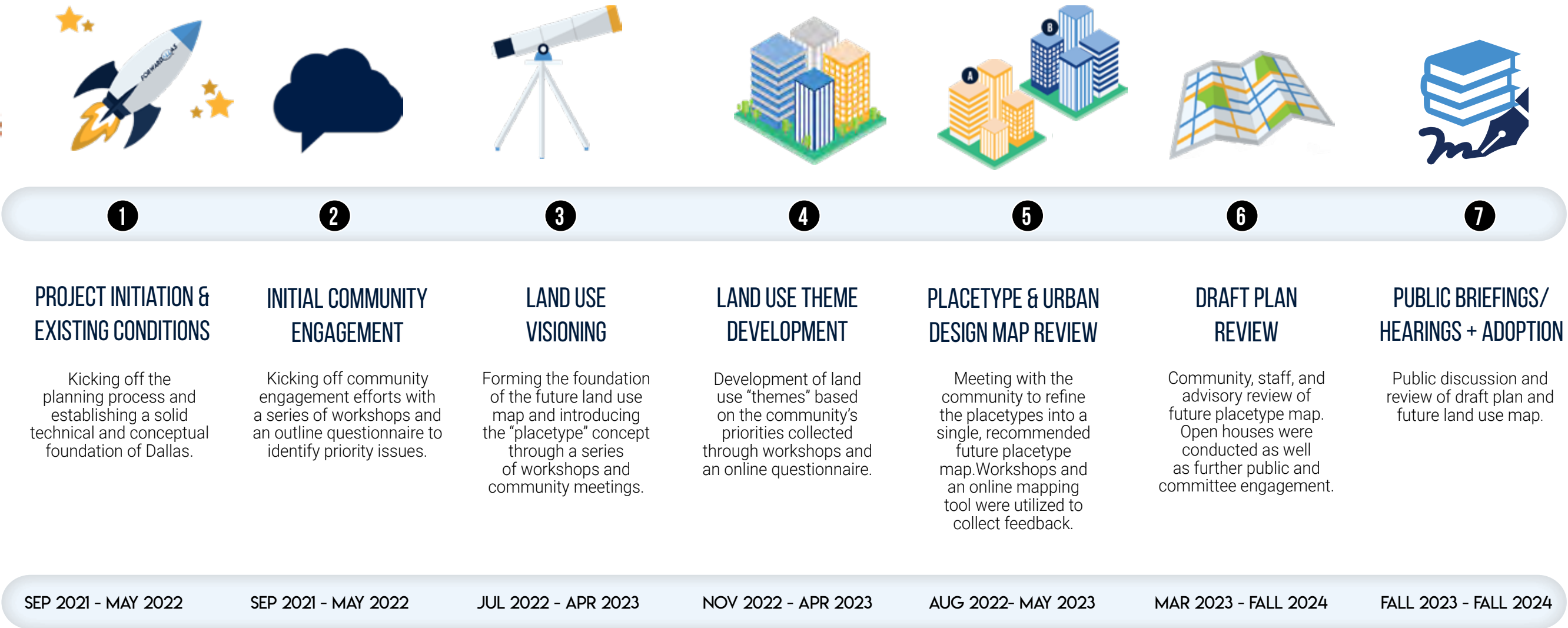
Transparency of Engagement Process

As part of each engagement phase, regular updates and summaries on input received were presented throughout the process so participants could be confident their feedback was heard and to understand how it is being used. These summaries were presented as text summaries, survey results, map-based feedback, and through other visual representations. Brief summaries of each phase of input collection are also presented in subsequent sections of this report.



Project Engagement Timeline
The timeline below shows the engagement process, events, and descriptions of the topics and materials that were discussed at each stage.

PROCESS+ TIMELINE



Meeting People Where They Are

The ForwardDallas 2.0 planning process spanned nearly three years, with a significant number of community members and stakeholders reached through a variety of in-person and virtual engagement strategies.

25,000+ Interactive Webmap Visits

1,500+ In-Person Participants

10,000+ Unique Online Users

1,600+ Map Comments

70+ Virtual Events

200+ In-Person Events

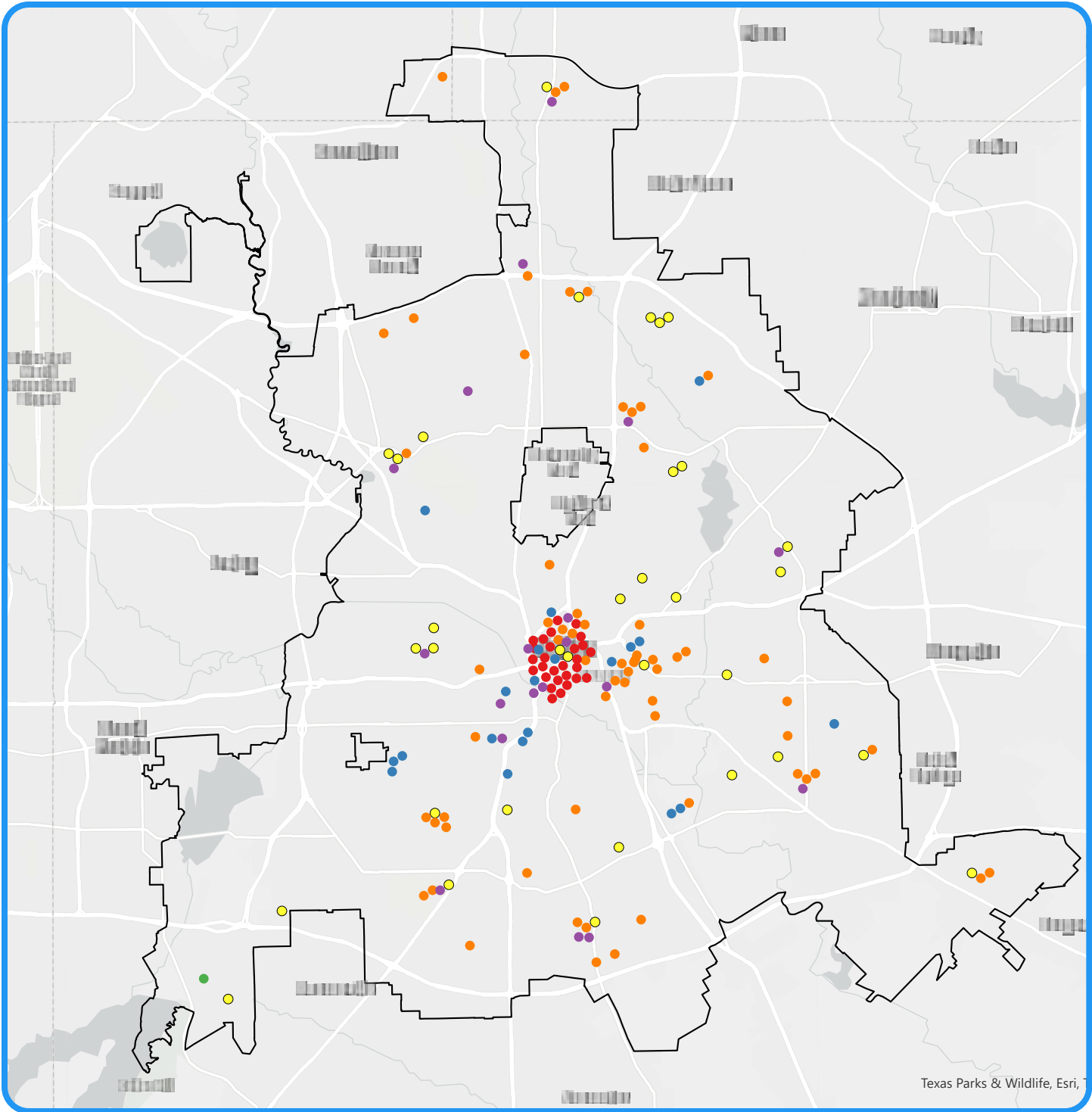


Figure _ : In-Person Engagement Events Map

- Legend
- Advisory
 - Capacity Building
 - Listening Session / Focus Group
 - Open house
 - Popup/Table
 - Workshop

DID YOU KNOW

ENGAGEMENT EVENTS WERE HELD THROUGHOUT THE CITY TO REACH THE MOST NUMBER OF RESIDENTS

Engagement Approaches and Tools

The following tools represent the key approaches and tools used by the ForwardDallas project team to collect feedback and provide updates to the greater Dallas community throughout the project.

Workshops

Facilitated discussions and activities, both in-person and online to educate and collect resident and stakeholder feedback on specific land use issues in Dallas.

Surveys

Web-based and physical questionnaires to collect resident and stakeholder feedback on land use issues in Dallas, used especially in early phases to determine key land use values for ForwardDallas.

Social Pinpoint

Social Pinpoint is an online engagement tool that allows individuals to comment on maps of the issues and opportunities facing Dallas. Social Pinpoint allows points of interest to be created and mapped, allowing residents, stakeholders, and other participants to provide feedback for a point or area. Social Pinpoint was utilized during most major engagement phases of the project to determine key land use issues and evaluate future land use maps.

Pop-Ups

Opportunities for the ForwardDallas team to present materials and updates to residents at existing community events.

Community Meetings

Opportunities for the ForwardDallas team to present materials and updates at existing community meetings, such as neighborhood association meetings.

Lunch-n-Learns

Opportunities to discuss specific land use issues, such as housing or environmental justice, in an interactive, web-based setting during lunch time.



WORKSHOP

Renner Frankford Library



POP-UP

Earth X Conference 2022



WORKSHOP

Bachman Recreation Center



POP-UP

Downtown Dallas Stocking Stroll



PUD ON THE MOVE!

Kleberg Recreation Center



POP-UP

Dallas Museum of Arts



WORKSHOP

South Dallas Cultural Center

Neighborhood Summits

Opportunities to bring together residents and community organizations to learn about programs and initiatives available at the City of Dallas, and discuss updates and engagement opportunities for ForwardDallas.

Professional Presentations

Opportunities to present ForwardDallas 2.0 updates and issues to professional, technically-minded audiences, such as the Greater Dallas Planning Council, and the American Institute of Architects.

PUD on the Move!

A mobile workshop and pop-up vehicle, covered in ForwardDallas decals, equipped to take engagement materials to a variety of community engagement events and opportunities.

Open Houses

Opportunities to showcase maps and summarized community-feedback at the end of a particular project phase, to showcase draft materials for further feedback collection.

ForwardDallas Email List

An email list of anyone interested in staying up-to-date with the ForwardDallas 2.0 process, providing reminders for upcoming community meetings, engagement opportunities, and key decision points for the project.

ENGAGEMENT EVENT PHOTOS



West Dallas Multipurpose Center



Thurgood Marshall Recreation Center



White Rock Hills Branch Library



South Dallas Fair Park



Thurgood Marshall Recreation Center



Oak Cliff Cultural Center



South Dallas Cultural Center



White Rock Hills Branch Library



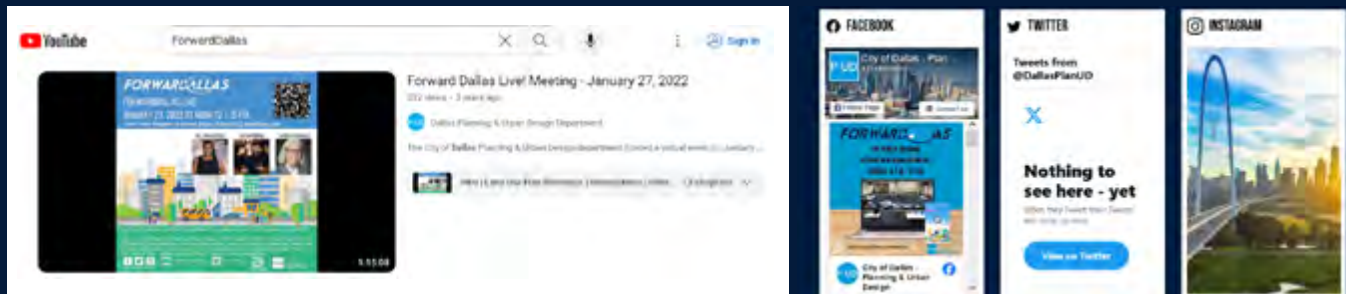
Singing Hills Recreation Center

Traditional + Social Media

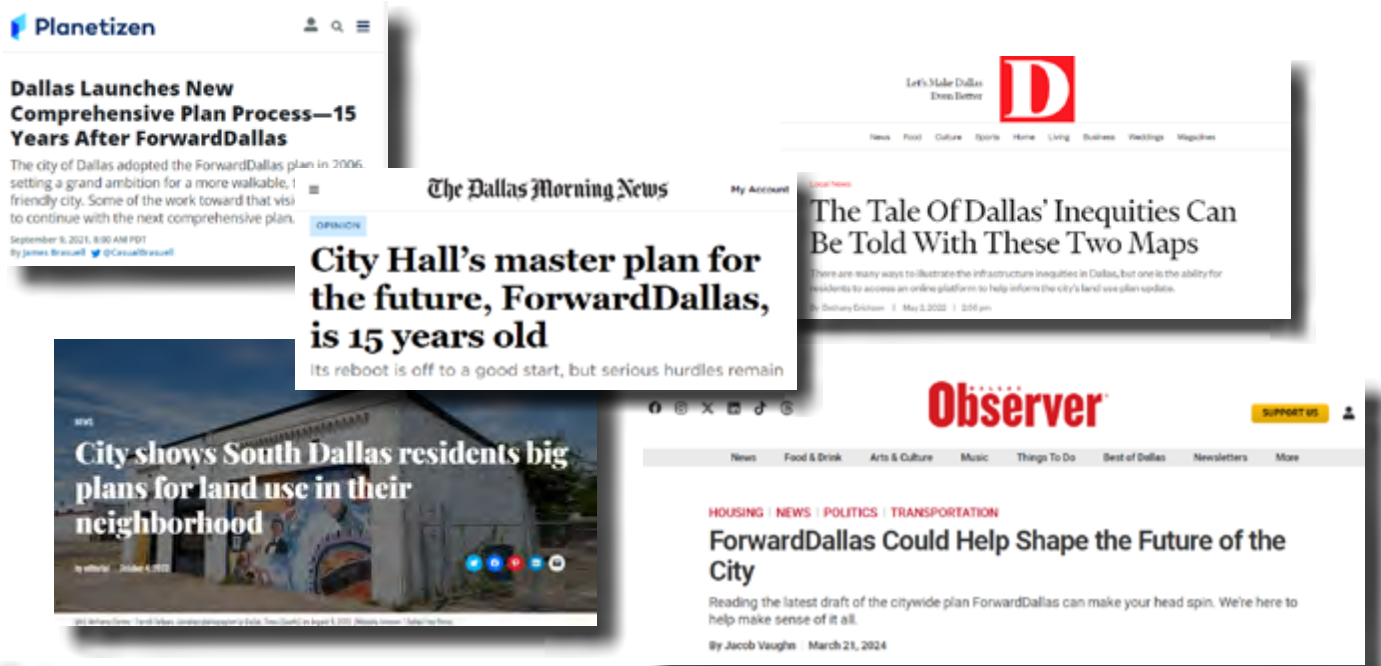
To effectively communicate and engage with the community throughout the ForwardDallas 2.0 planning process, the ForwardDallas team implemented a multi-faceted digital and traditional media strategy aimed at maximizing outreach and participation. Recognizing the diverse media consumption habits of our community, the project had a consistent presence in major local media outlets. The project team also maintained digital communication through a robust web presence, which included an informative and interactive website designed to provide comprehensive information on the planning process, gather feedback at various points in the process through online tools, and answer queries.

To stay connected with our audiences, the ForwardDallas team leveraged the reach of social media by maintaining active profiles on multiple platforms. This approach allowed the project to reach a broad audience, engage with community members in real-time, and foster a two-way conversation about the future of land use in our area. Through these combined efforts, the project team worked hard to ensure the community was well-informed and involved in the planning process with the goal of cultivating a sense of ownership and participation among residents.

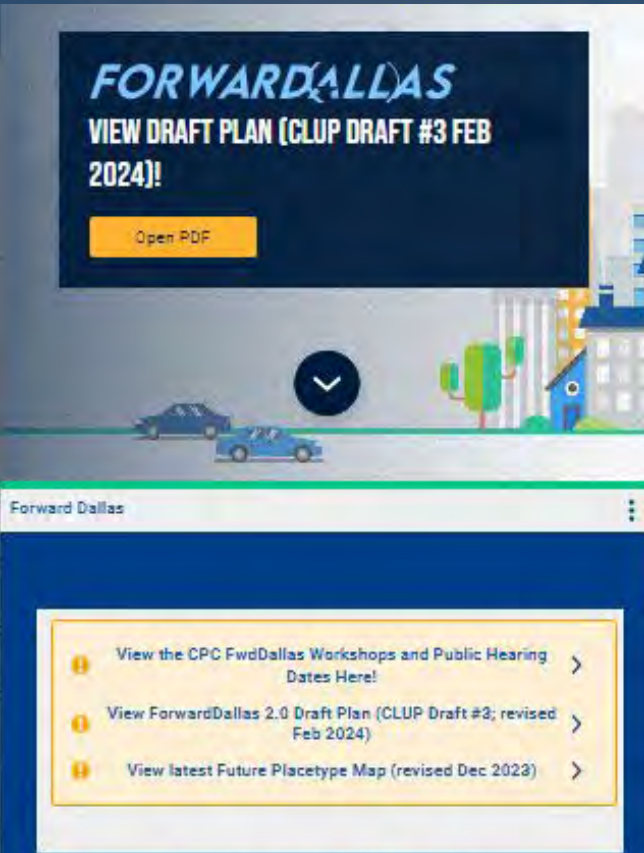
SOCIAL MEDIA



TRADITIONAL MEDIA



WEB PRESENCE



FORWARD DALLAS

...is the citywide visionary plan that establishes guidelines for how public and private land should be used and what the city should look like. These decisions about the use and design of land have a significant impact on almost every aspect of daily life, including job opportunities, commute times, air quality, and access to healthy food options. This update is a once-in-a-decade opportunity to shape the future of Dallas.





LAND USE THEME DEVELOPMENT



LAND USE THEME DEVELOPMENT

In order to establish an informed, community-based vision for ForwardDallas 2.0, the project was kicked off with a series of workshops and surveys to establish a value framework to guide and shape the development of the overall plan. This process allowed for a broad discussion of the major land use issues facing Dallas over dozens of forums. The project team collected and distilled all of this feedback into five land use themes that served as guiding principles for later stages of the project. This section summarizes the approaches used during this phase as well as the feedback received from the community.



WEB BASED PLATFORM ENGAGEMENT



A PROJECT KICK-OFF IN PANDEMIC-ERA ENGAGEMENT

In August of 2021, ForwardDallas 2.0 was officially launched at the ForwardDallas Neighborhood Summit. This event took place entirely on Zoom, a web-based service that provides video and messaging services for group meetings and events. In 2021 the COVID-19 pandemic was ongoing, impacting the project team’s ability to host in-person meetings. While there were some workshops and pop-up events that took place in person in the fall of 2021, the kickoff event as well as several community workshops were conducted largely on web-based platforms, revealing pros and cons for different community groups and posing challenges to reaching traditionally under-resourced areas.

During this phase, hundreds of residents provided a significant amount of input into the important land use issues facing Dallas today, providing valuable insight into the community’s concerns and priorities. With the ability once again to engage in person in 2022, the ForwardDallas project team was able to begin expanding its reach and unveiled a full schedule of engagement activities for subsequent phases of the project.



Initial Community Workshops

In the fall of 2021, dozens of workshops were facilitated, both online and in person, to ask Dallas residents and stakeholders about their major concerns and priorities, both for their neighborhood as well as the city at large. These conversations served as lively and productive opportunities for residents to share their lived experiences of Dallas and help build the initial foundation of key priority topics for the plan. This feedback was then summarized by staff into a smaller number of broad topical categories which were then used to develop a follow-up survey for additional community feedback.

Open Ended Workshop Discussion

The workshops during this phase were designed to be as open-ended as possible, allowing residents to provide input in their own words. Breakout groups of around 10-12 were set up to allow for maximum opportunity for each person to speak. As seen in the table below, residents saw their key issues listed on a common screen for the group. After a list of about 10-20 topics were generated, the group then voted on their top issues among the list, allowing the project team to begin to get a sense of importance as well as the breadth of issues impacting the community.

This is an example “board” used during the virtual break-out discussions. Each issue on the left side was directly collected from community and stakeholder participants. Each person was then requested to provide their top three issues from the full list. These issues and vote counts were then compiled from all of the workshops.

MOST VOTED ON TOPICS FROM RESIDENTS



HOUSING
CHOICE



NEIGHBORHOOD
TRANSITION



EQUITY
ISSUES



ENVIRON-
MENT



UNWANTED/
UNDERUTILIZED
LAND



ACCESS
TO
SERVICES



TRANSPOR-
TATION



NON-LAND USE
ISSUES
(I.E. CODE
ENFORCEMENT
AND
INFRASTRUCTURE



DEVELOPMENT
AND
REGULATION

FORWARD DALLAS

QUESTION

Lack of green spaces	2
Not enough housing options	1
More residential density	2
More mixed-use development in Vickery area	1

Social Pinpoint Survey

In follow-up to the 2021 land use topic workshops, a survey was conducted to further explore the main land use themes and topics important to residents and stakeholders. This survey, collected both online and from paper copies, expanded the discussion by asking more specific questions about the issues raised in the workshops and by allowing users to place their issues on a map through a new tool called “Social Pinpoint” (see page 34). Social Pinpoint allows points of interest to be created and mapped, allowing residents, stakeholders, and other participants to provide feedback for a point or area.

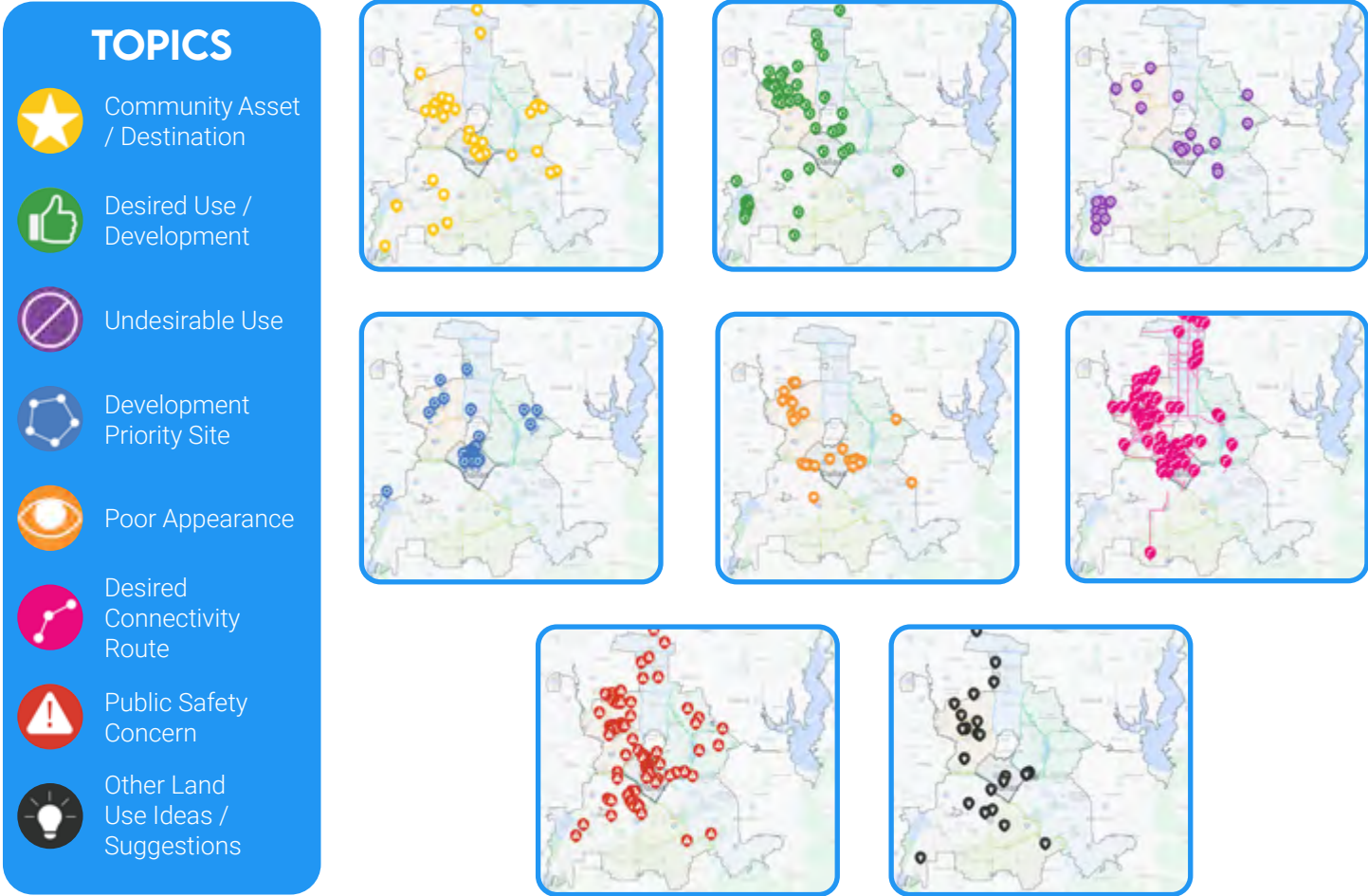
Eight (8) topic types were developed for participants to provide a range of land use and mobility comments. Over four-hundred and fifty (450) comments were received between February 2022 and April 2022. This page includes “mapped” comments recieved from residents while the next page provides a summary of all comments recieved.

Mapped Results

These maps show the topics that residents placed on a map during the survey process. The desired uses and development topic, for example, had some of the most varied discussion topics, with Parks and Open Space being the main desired use. This priority is reflected by the number of point comments near Mountain Creek Lake and Park.

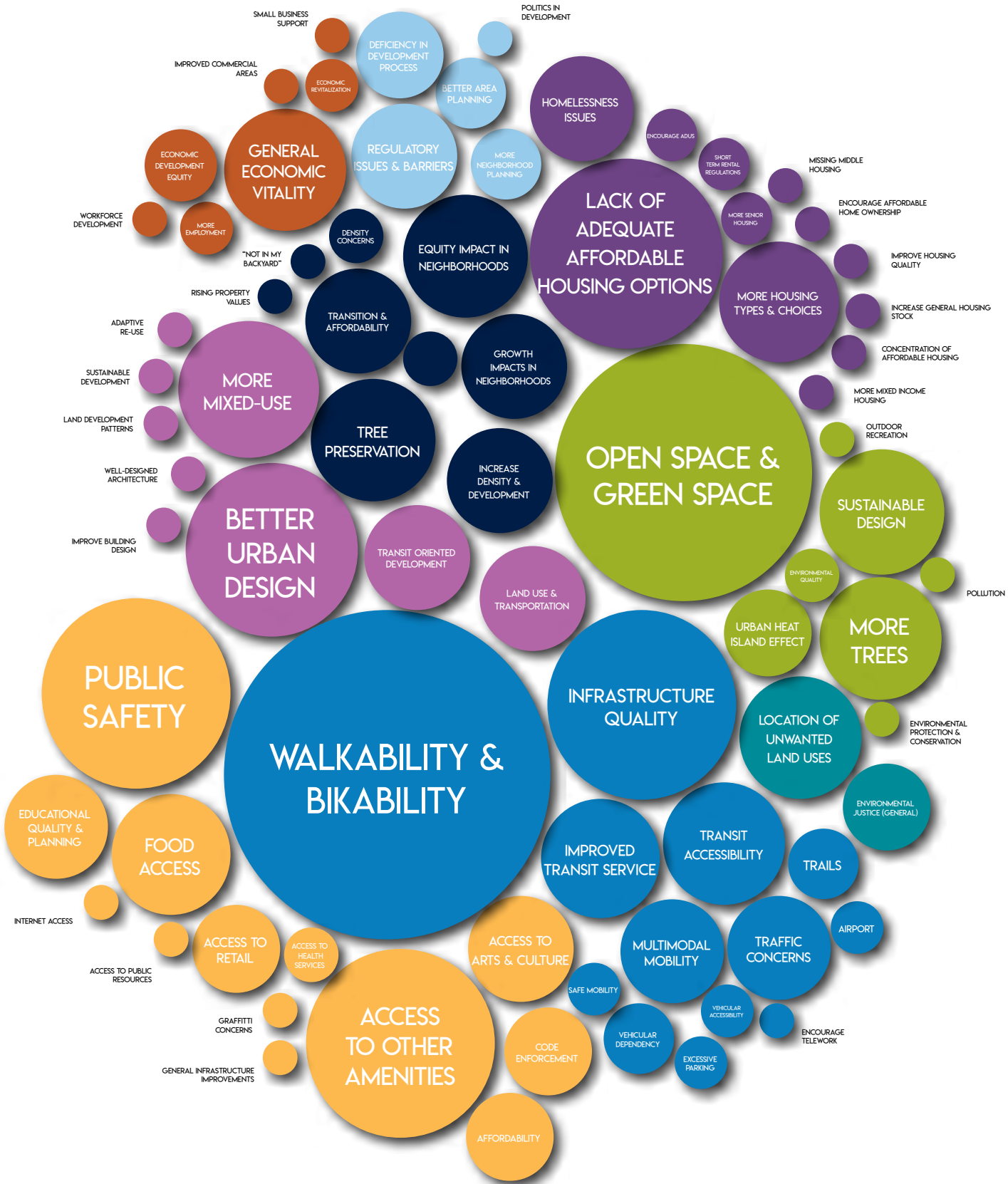
Safety was the most discussed topic of the eight provided. Two-thirds (66%) of the conversation focused on either road safety in relation to travel speeds and visibility issues on complex intersections or identifying places where better bike and pedestrian infrastructure is needed. The more urbanized sections of Dallas received most of these comments.

SOCIAL PINPOINT DEVELOPMENT TOPIC SURVEYS



Survey Results

The word bubble below reflects the main topics and sub topics heard from the community from the survey process.



Summarizing Key Priority Land Use Topics

During and after hearing from the community in the early phases of ForwardDallas, the project team compiled feedback from the workshops, surveys, and public meetings and shared their findings both with the Comprehensive Land Use Plan Committee and Technical Review Committee (see chapter 4). The outcome of this work was a rich and productive discussion around the appropriate organization of feedback into a smaller number of topical categories.



SUMMARIZED PRIORITY LAND USE TOPICS

An earlier summary of key themes heard from the community (2022), reflected in a word bubble for public presentation.



Final Land Use Themes

Below reflects the final selection of land use themes for ForwardDallas. In addition to reflecting the broad input received during the earlier engagement phases, these themes would proceed to guide the development of ForwardDallas 2.0, including the future land use map and the implementation plan.

These topics were also used to organize community conversations with residents and stakeholders through lunch-n-learns and expert panel discussions. These values will also be used as the primary framework to evaluate progress and success after the plan is adopted.



ENVIRONMENTAL JUSTICE + SUSTAINABILITY

Theme Goal: Actively and equitably protect communities from the effects of environmental hazards, while enhancing environmental quality through proactive protection, conservation, and sustainable practices in both natural and built environments.



TRANSIT ORIENTED DEVELOPMENT (TOD) + CONNECTIVITY

Theme Goal: Advance safe, compact, and walkable mixed-use development around DART stations and other transportation nodes to further increase accessible connectivity to housing, job opportunities, and neighborhood amenities for all residents.



HOUSING CHOICE + ACCESS

Theme Goal: Equitably increase attainable housing options throughout the city, particularly near job centers and transit-oriented locations, to meet the diverse housing needs of all people in Dallas.



ECONOMIC DEVELOPMENT + REVITALIZATION

Theme Goal: Promote equitable development of Dallas’ diverse communities across the city, through the revitalization of neighborhood centers, commercial corridors, employment centers, and transit areas.



COMMUNITY + URBAN DESIGN

Theme Goal: Adopt and implement context-sensitive design and development guidance to help shape Dallas’s streets, sidewalks, buildings, and open spaces, ensuring functional, safe, sustainable, and vibrant spaces that not only reflect but also enhance Dallas’ distinct places and diverse communities.



PLACETYPE MAP DEVELOPMENT



PLACETYPE MAP DEVELOPMENT

Placetypes represent an innovative approach to future land use planning that have been successfully developed in cities around the country. This new approach allows the community to explore and define qualities of place that should be encouraged in future land use development. This section overviews the two-part process the ForwardDallas project team used to (1) explain and define these placetype categories for the Dallas context, and (2) develop the future placetype map that places these categories around the city to shape future land use policies, decisions, and investments. While the topic can be technical in nature, the project team found creative ways to make placetypes accessible to residents and stakeholders, empowering them to have a critical voice in defining the future land use vision of Dallas.



EXPLAINING AND EXPLORING PLACETYPES

Explaining Placetypes

While land use topics can be highly technical, the issues addressed by land use plans and zoning policy affect everyone's day-to-day lives in many compelling ways. It is the responsibility of planners to communicate these concepts in ways that are accessible to a variety of audiences, empowering residents and stakeholder groups to meaningfully engage in the conversation. The concept of placetypes is designed to bring attention to the broader qualities of place, and can be a powerful tool for engaging the public around the kinds of spaces they want to see in their communities. Shown here are some ways the ForwardDallas project team used to break down the concept of placetypes in a variety of public presentations.

Defining Placetypes

A placetype represents a holistic, bigger-picture vision for a community or place that incorporates a desired mix of land uses, design, function, and intensity. Some other features of placetypes include:

- Focusing on "place" rather than parcel-specific land use
- Defining the collective mix of uses and block patterns
- Placetypes have specific boundaries developed through an extensive process of public engagement
- Providing a flexible, yet directed, framework for land use decision-making

COMMUNITY RESIDENTIAL PLACETYPE EXAMPLE

This page shows the types of images that were used to demonstrate a placetype and its land uses.



Single Family Detached



Single Family Attached



Commercial



Institutional



Public Open Space

USING ANALOGIES

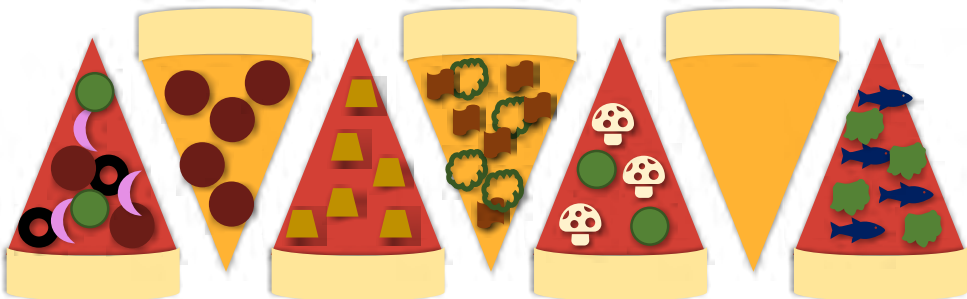
Analogies were used to help the public understand the placetype concept. One particular analogy used compares placetypes to pizzas. This example explains that as different ingredients may be used to create different types of pizzas, different land uses create different placetypes.



Land is like the base of a pizza



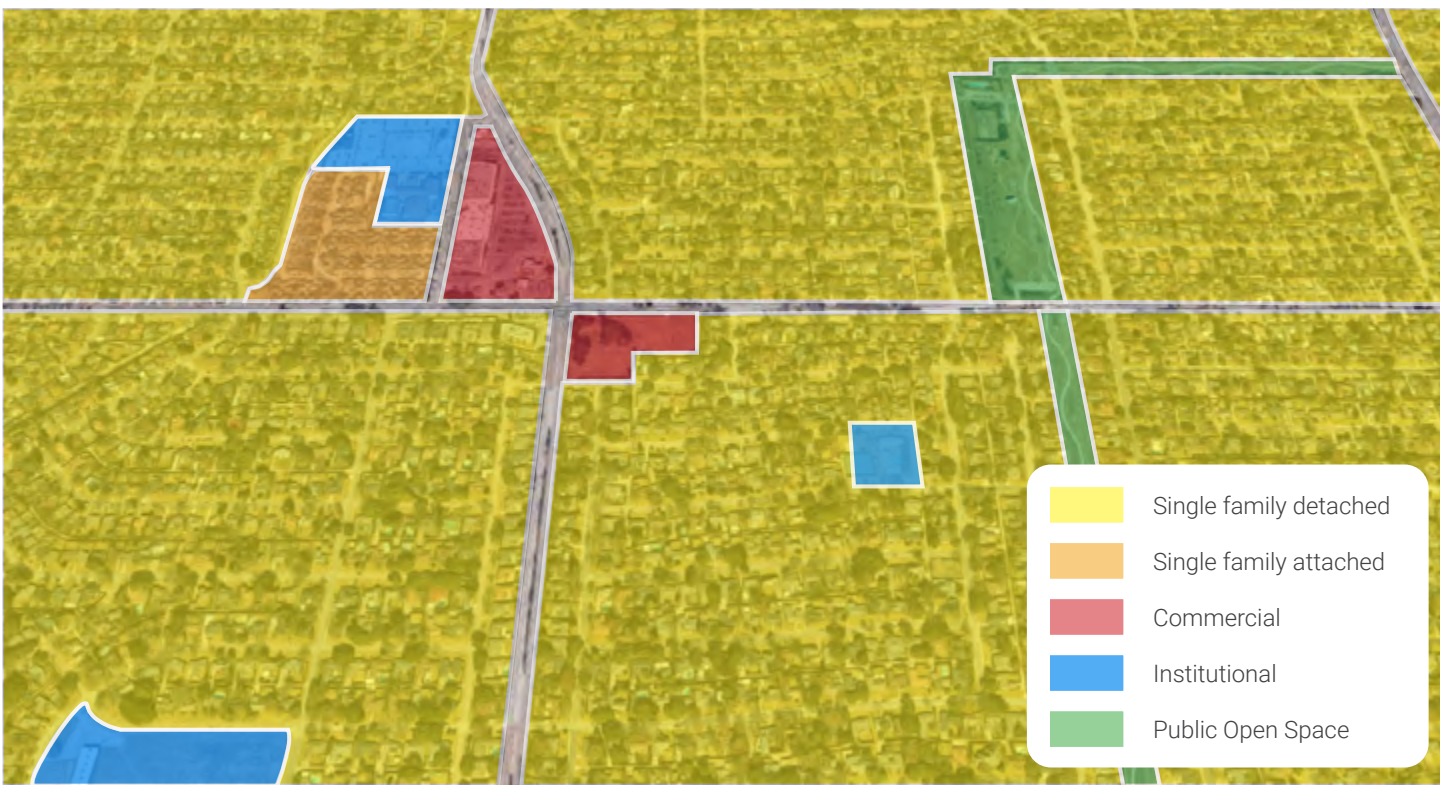
Land uses are like the ingredients of a pizza



Different combinations of land uses create different placetypes like how different ingredients of a pizza make different types of pizzas

DEMONSTRATING EXAMPLES

Local examples of different areas and neighborhoods of Dallas were shown to provide familiar references for residents. These examples demonstrated the different placetypes along with corresponding types and proportions of land uses within each placetype.



Development of Placetype Categories

To create the future placetype map, the project team needed to develop the placetype categories themselves. While these categories may look similar from city to city, each setting benefits from a customized “suite” of placetypes that can be used to shape future development. In developing this list, each placetype requires specific attention to developing the recommended list of allowable land uses, design characteristics, natural features, compatible adjacencies, and other characteristics.

During this process, the number of placetypes, their names, and characteristics shifted as feedback from the community, stakeholders, and committee review was collected and taken into consideration. These categories would then be used as building blocks for the future land use vision map. The categories themselves would continue to shift late into the adoption process, as decision-maker input brought the plan closer to adoption.



PLACETYPE CATEGORIES ACTIVITY BOARDS

Activity boards during these workshops focused on engaging participants around the draft placetype categories. Different boards showcased information about each placetype, including example images, potential recommended land uses, and character descriptions. Residents were encouraged to leave stickers and notes to provide preferences and feedback for the project team.



1 INITIAL PLACETYPE “SUITE DEVELOPMENT

To begin, Planning and Urban Design staff worked closely with the project consulting team to create a draft list of placetypes to then present to the community. This involved pulling placetype concepts that have worked in other settings and calibrating them to the Dallas context using the team’s professional assessment and experience.



2 COMMUNITY WORKSHOPS

From 2002 to 2003, multiple workshops were held in every planning district of the city to present the concept of placetypes as well as to receive feedback on the types of places most important to residents, community groups, and other stakeholders. These workshops were designed to engage residents both about their own neighborhoods as well as the city as a whole, keeping in mind the “aspirational,” or future-oriented nature of a future land use map. See page 28-29 to learn more about some of the ways placetypes were explained to residents and stakeholders.



3 COMMITTEE REVIEW

After extensive public engagement, the project team presented a refined suite of placetypes for review by the Comprehensive Land Use Plan Committee (CLUP), a group comprised of a diverse array of members with extensive professional and community experience in Dallas (see chapter 4). The CLUP worked with staff to further develop these categories, specifically their recommended land uses and other language used to provide context-appropriate guidance for future development and investment.



Developing the Future Placetype Map

After the placetype categories had been developed and refined, it was time to apply these placetypes to the map of the entire city. This process represented several months of extensive workshops, online feedback, refinement, community meetings, and committee review to prepare the map for final review and adoption.



FUTURE PLACETYPE MAP ACTIVITY BOARD

Activity boards during these workshops focused specifically on the future placetype map, with each workshop showcasing maps for the specific areas in which the workshop took place. The project team facilitated discussions around these maps, collecting invaluable insight and feedback regarding appropriate future placetypes and placetype boundaries in every area of the city.



1 DEVELOPING THE INITIAL PLACETYPE MAP

To begin, a “baseline,” or draft map, was developed using the current adopted land use vision as a starting point, with extensive staff refinement and edits made based on staff expertise and experience working in all areas of the City. The purpose of the baseline map was to provide a clear visual for residents and stakeholders to review and respond to.



2 COMMUNITY WORKSHOPS AND MEETINGS

Throughout 2023, workshops were held throughout the city to present the baseline future placetype map to residents. The project team provided multiple maps of each planning service area and each sub-district, facilitating specific conversations around the appropriate arrangement of placetypes and their boundaries. City staff also attended and spoke at individual community meetings to solicit as much specific feedback as possible, sometimes meeting with groups more than once as needed. These conversations provided critical feedback for the project team in calibrating the future placetype map to represent an accurate and fair vision for the future of these neighborhoods.



3 SOCIAL PINPOINT

In addition to the community workshops, an online map was also developed, using the Social Pinpoint tool. This allowed residents and stakeholders to view various versions of the draft future placetype map, and place comments on specific points on the map. Hundreds of unique users provided thousands of comments during the entirety of this process, all of which were closely reviewed by project staff and factored into the evolving nature of the future placetype map during the process.



4 DECISION-MAKER REVIEW

As the future placetype map continued to evolve, the project team presented the map to multiple decision-makers, through the Comprehensive Land Use Plan Committee as well as with individual City Council and City Plan Commission members. These decision-makers provided essential insight and feedback during this process, with their knowledge of all areas of the city, their history, and impression of community opinions, having worked closely with community groups in their areas of focus.



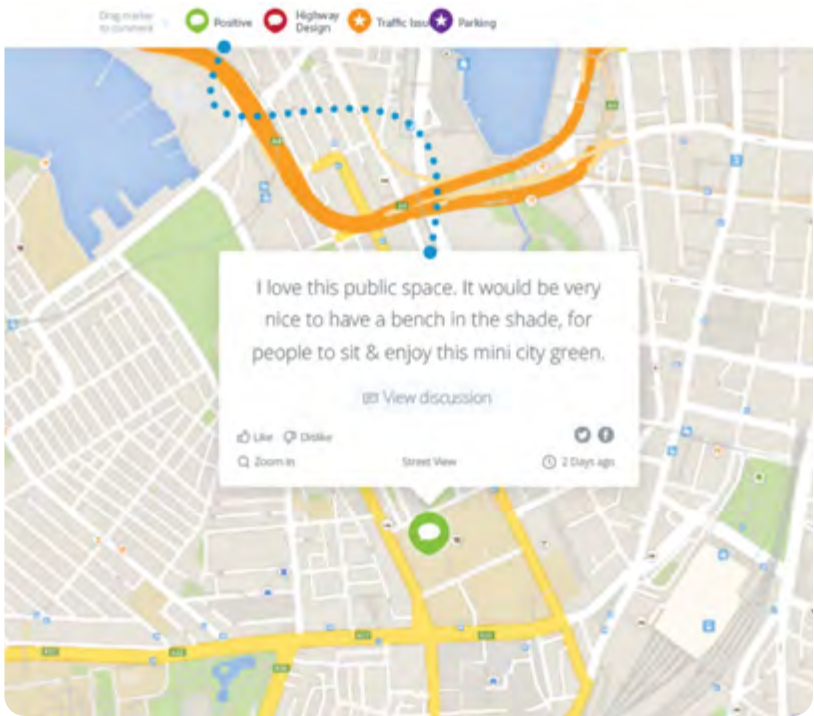
COMMUNITY MEETINGS

As part of the broader effort to meet residents where they are, staff members from Planning and Urban Design attended and spoke at individual community meetings throughout the process. Staff members attended dozens of these meetings, usually regularly scheduled neighborhood association meetings or other forums focused on area and neighborhood-specific interests. These meetings were particularly useful during the development of the future placetype map, where staff brought maps of specific neighborhoods and areas of the city and received essential and lively feedback from residents who strongly care for their neighborhoods.



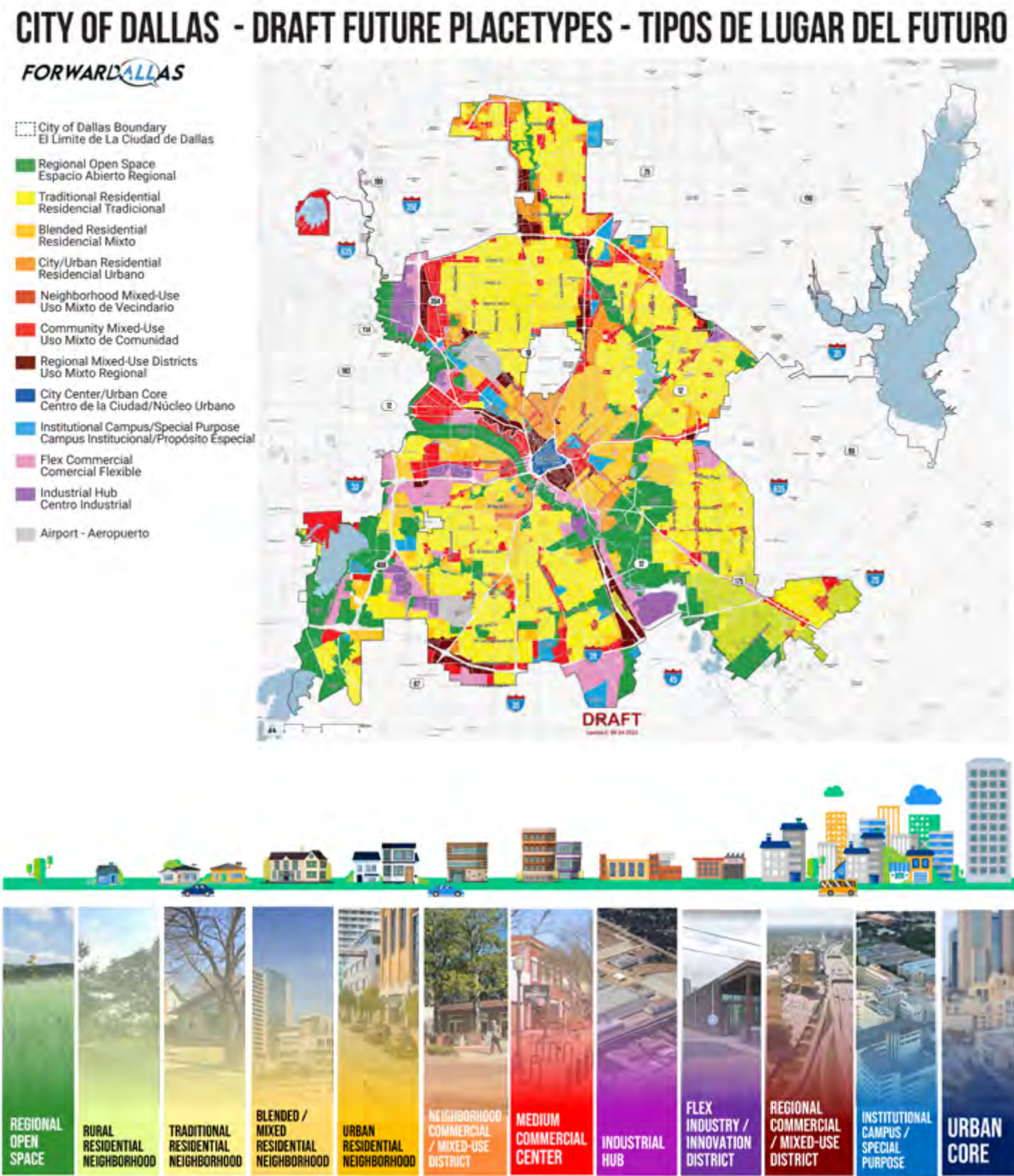
SOCIAL PINPOINT

Social Pinpoint is an online engagement tool that allows individuals to comment on maps of the issues and opportunities facing Dallas. Social Pinpoint allows points of interest to be created and mapped, allowing residents, stakeholders, and other participants to provide feedback for a point or area. Social Pinpoint was utilized during most major engagement phases of the project to determine key land use issues and evaluate future land use maps. The map to the right is an example of a community member's comment placed on a particular lot in their neighborhood. Over 1,500 such comments were collected throughout the planning and public engagement process.



Outcomes

Below represent the final placetype categories as well as the future placetype map, developed through extensive project team development, community engagement, and decision-maker input.





ADVISORY BODY ENGAGEMENT



ADVISORY BODY ENGAGEMENT

Throughout the ForwardDallas 2.0 process, two committees provided essential feedback and oversight to the project team. The Comprehensive Land Use Plan Committee (CLUP) of the City Plan Commission is appointed by the Chair of the City Plan Commission and provided oversight and guidance through the planning process. The Technical Review Committee (TRC) is an ad-hoc, informal committee and is intended to provide more explicit technical feedback and guidance on deliverables. Together, these committees assisted in reviewing community feedback and project deliverables and helped shape key recommendations in the final planning document.



COMPREHENSIVE LAND USE PLAN COMMITTEE (CLUP)

The Comprehensive Land Use Plan Committee (CLUP) is a standing committee of the City Plan Commission (CPC) that provided oversight during the ForwardDallas 2.0 process. The Committee monitors implementation of the comprehensive plan through review and recommendations for land use-specific initiatives at various scales of community planning.

CLUP MEMBERSHIP

Brent Rubin, Chair (CPC)	Matt Houston
Deborah Carpenter, Vice Chair (CPC)	Collin Yarbrough
Peter Goldstein	Maureen Milligan
Roy Lopez	Jasmond Anderson (CPC)*
Jennifer Scripps	Dustin Bullard*
Nathaniel Barrett	Jennifer Rangel*
Joe Cannon	Lynette Aguilar*
Jerry Hawkins	Robert Kent*
Krista Nightengale	Maggie Parker*
Linda McMahon	Maria Gomez*

**Members who participated before date of CLUP recommendation to move ForwardDallas to CPC*

TRC MEMBERSHIP: EXTERNAL ORGANIZATIONS AND AGENCIES

Dallas Area Rapid Transit	Duncanville ISD
North Central Texas Council of Governments	Dallas ISD
Dallas County	Dallas College
Texas Department of Transportation	Downtown Dallas Inc
Dallas Housing Authority	University of Texas at Dallas
Richardson ISD	Southern Methodist University

TECHNICAL REVIEW COMMITTEE (TRC)

The Technical Committee is an ad-hoc, informal committee and is intended to provide more explicit technical feedback and guidance on deliverables. The Technical Committee is comprised of stakeholders identified by City staff and representing relevant City departments, school districts, economic and housing development organizations, and governmental and other regional partners. This committee is a time-specific, project-specific group charged with providing a technical perspective and insight on the recommendations of the draft Forward Dallas plan.

TRC MEMBERSHIP: CITY OF DALLAS DEPARTMENTS

Office of Cultural Affairs	GIS Services of the City of Dallas
Dallas Department of Aviation	Dallas Historic Preservation Office
City Attorney's Office	Dallas Department of Housing and Neighborhood Revitalization
City of Dallas Bond Program Administration	Dallas Public Library
Dallas Code Compliance Services	Dallas Parks and Recreation Department
City of Dallas Office of Budget	Dallas Police Department
Dallas Building Services Department	Dallas Public Works Department
Dallas Convention & Visitors Bureau	Real Estate Division of the City of Dallas
Department of Data Analytics and Business Intelligence	Dallas Sustainable Development and Construction Department
Dallas Office of Economic Development	Dallas Department of Transportation
Office of Environmental Quality & Sustainability	Dallas Water Utilities
Office of Equity and Human Rights	
Dallas Fire-Rescue Department	

DEVELOPING THE IMPLEMENTATION PLAN

The planning process does not end at the adoption of ForwardDallas 2.0. The implementation plan section of the ForwardDallas document is designed to provide short, medium, and long-term guidance in realizing the future land use vision of the City. The implementation section is organized by the five land use themes outlined in Chapter 2, each involving specific action steps and a list of responsible partners. The implementation plan was created through multiple phases of staff development, committee coordination, and public engagement.

1 STAFF DEVELOPMENT

The project team began by compiling a preliminary list of draft implementation steps to present to residents and stakeholders. This was compiled by reviewing other adopted citywide policies for key action steps related to land use and other best practices in similar cities around the country.

2 COMMITTEE REVIEW

The project team then workshopped these items with the Technical Review Committee, holding full group meetings and small-group breakouts based on the land use themes outlined in Chapter 2. These meetings yielded invaluable insight from internal and external partners into the ways land use policy and practice can advance the goals of the plan as well as productive points of future collaboration. The implementation plan was further developed with review and input from the Comprehensive Land Use Plan Committee.

3 PUBLIC REVIEW

The implementation plan was showcased during the open house events in 2023, with activity boards designed to collect resident feedback on priority items.

IMPLEMENTATION PLAN ACTIVITY BOARDS

The implementation plan was showcased during an open house series in 2023, encouraging participants to comment on their priority action items for the plan.



ADVISORY BODY ENGAGEMENT TIMELINE



ADVISORY BODY
ENGAGEMENT MEETINGS

Comprehensive Land Use
Committee (CLUP)

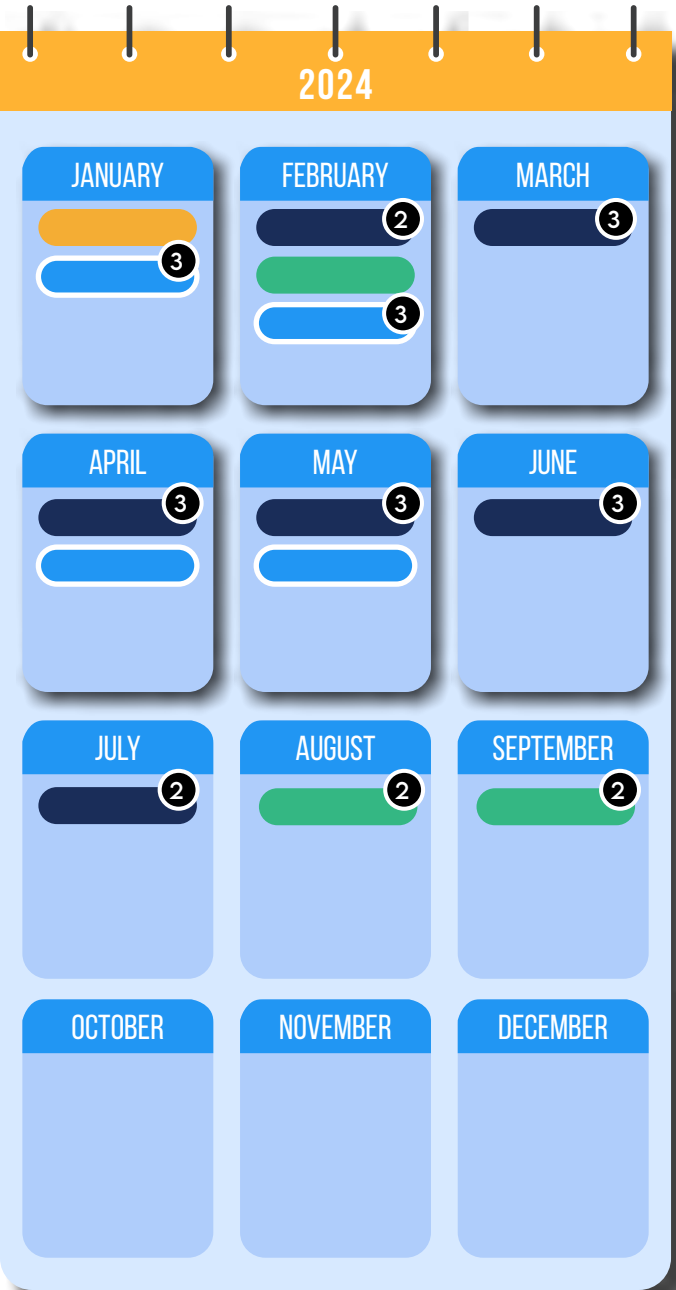
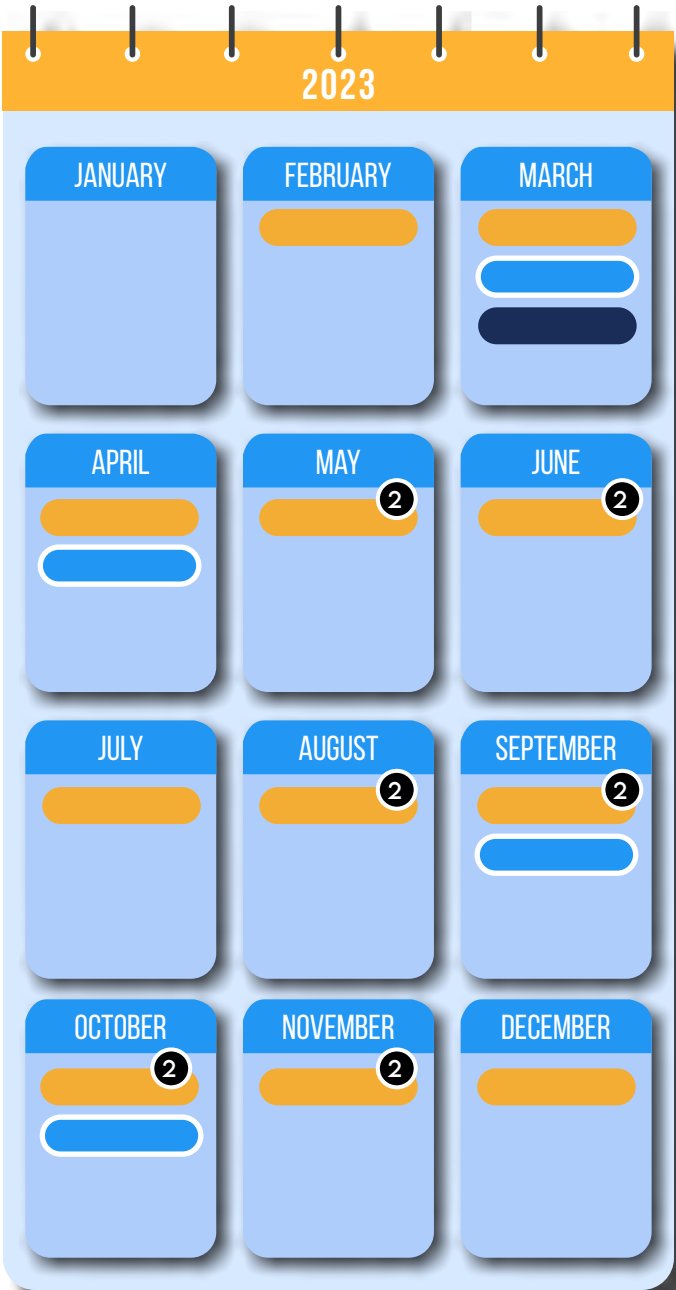
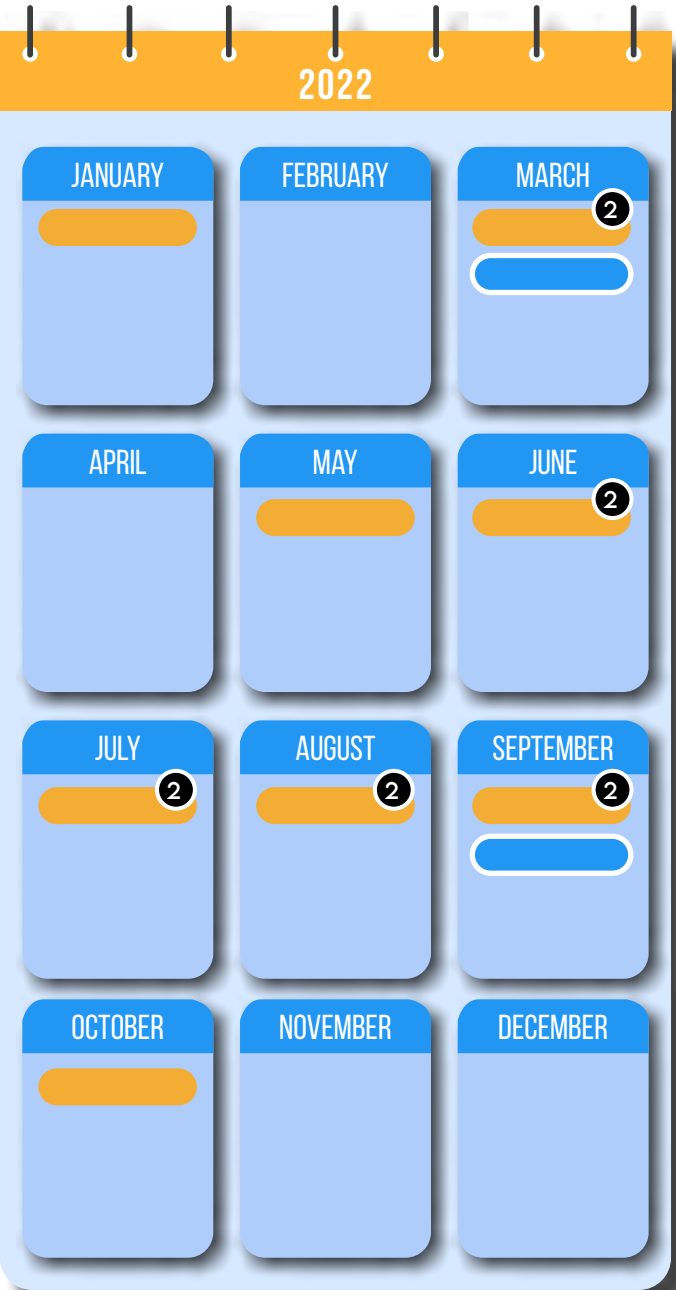
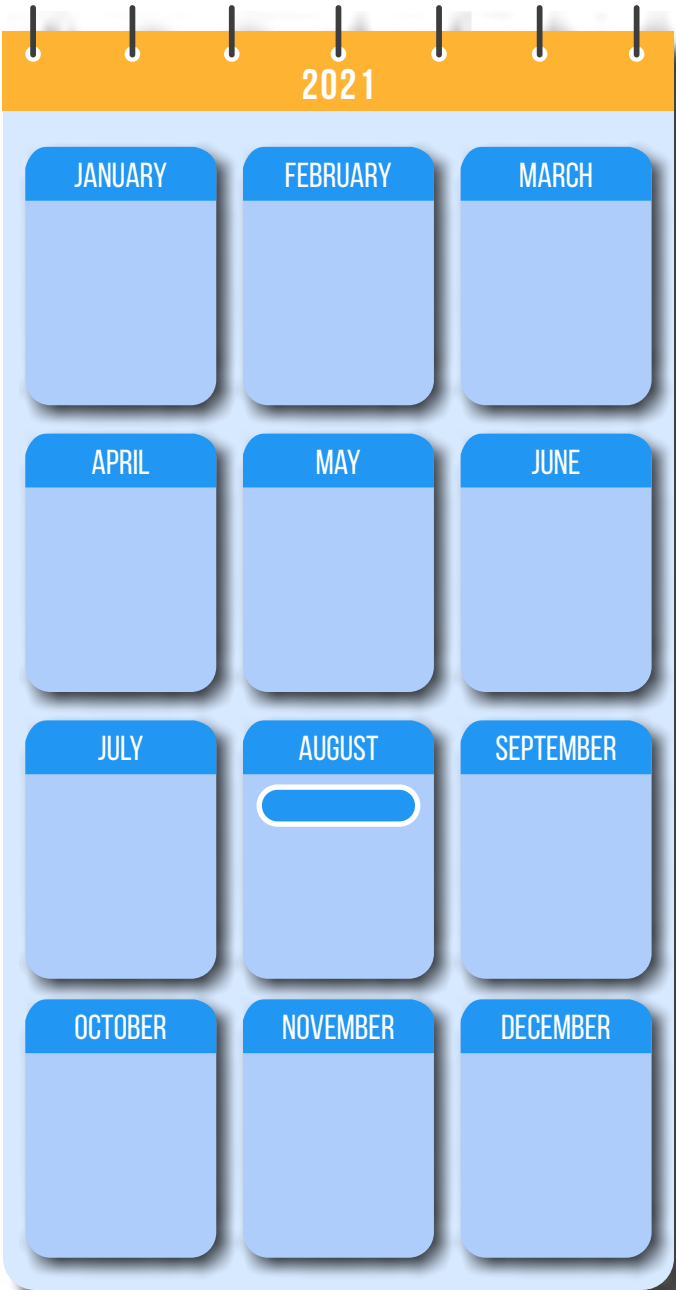
Technical Review
Committee

City Plan Commission

City Council

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Multiple Times Met
in Month





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