Complete Neighborhoods

WHY NOW?
Complete Neighborhoods

A PARADIGM SHIFT
Neighborhood Plus is a comprehensive neighborhood revitalization strategy targeting 11 unique neighborhoods in the City of Dallas.
Neighborhood Plus is Different

Executive Leadership directive to

Minimize internal barriers, leverage resources, exchange information, implement shared solutions, and measure success

Resident driven engagement process to address

Code, public Safety, economic development, housing, infrastructure, education, workforce development challenges, and public Space
Neighborhood Plus Facilitates Strong Neighborhoods By

- Engaging Residents
- Enhancing property values
- Lowering of Crime
- Increasing City Satisfaction Rating
- Enriching Quality of Life
- Improving Home Marketability
Target Areas

- Elm Thicket (District 2)
- Red Bird (District 3)
- The Bottom (District 4)
- Pemberton Hill (District 5)
- Arcadia Park (District 6)
- Pleasant Grove (District 7)
- Bonnie View (District 8)
- Casa View (District 9)
- Family Corridor (District 10)
- Coit/Spring Valley (District 11)
- Vickery Meadow (District 13)
Early Implementation Successes

- Engagement with typically underserved and under-engaged neighborhoods
- Reduction of silos within the City
- Recognition of the unique character and the specific needs of each Target Area
- Improved communication with neighborhood residents
- Increased resident capacity on effective use of City services
- Leveraged resources for the benefit of neighborhoods
- Improvement of the City’s external brand
Neighborhood Community Engagement’s Process

- Council members identified Target Areas
- Neighborhood Vitality analyzed data for each Target Area
- Target Area teams were established:
  - Neighborhood Vitality Representative
  - DPD Major
  - Code Representative
  - Economic Development Representative
  - Community Prosecutor
- Target Area Advisory Councils were created
- Community Engagement Process was initiated
Implementation Approach

**Rapid Response Priorities**
- Be responsive to immediate needs
- Be tactical
- Treat symptoms
- Respond rapidly with limited planning
- Deploy existing operational resources
- Focus on City resources

**Long-term Transformation Priorities**
- Strategically focused
- Comprehensive
- Address systemic causes
- Plan Short and Long-term action planning
- Deploy capital and operational resources
- Align External Collective Impact Partners
Neighborhood Plus - Tipping Point Communities

• Surround the urban core
• More prone to “gentrification”
• Escalating taxes
• Long-term lack of public investment
  • Infrastructure/Schools/Amenities/Retail/transit access
• Fewer area economic opportunities
Equity – The Superior Growth Model – Policy Link
Collective Impact in Action
Culturally Competent Planning - Recommendations

- Begin planning efforts by considering the impact of intended and unintended consequences on “all” communities
- Ask – Have all communities been considered and included?
- Conduct community focused outreach
- Consider which tools are most appropriate to reach each audience
- Seek opportunities to partner with community based groups with positive reputation to facilitate participation and communication channels
Early Success Indicators

• Uniquely, allows neighborhoods to identify their own priorities – thereby conveying a level of equity and nonverbal respect from the City that is too often atypical
• Creates greater buy-in/from and empowerment of the community
• Cultivates new community leaders
• Actualizes a change in the way the City does business
• Effectively links neighborhoods to internal and external resources
• Connects isolated communities to City services
• Increases the capacity of participating communities to manage revitalization efforts and follow through on these efforts
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