WEST DALLAS
CENSUS TRACT 205

Community Driven Growth:
A Roadmap for Dallas Equitable Development
Survey Report January / February 2019

FOREST DISTRICT

THE BOTTOM

About this Project

In September of 2018, TREC (The Real Estate Council) and its partners began a project called Community Driven Growth with funding from the JPMorgan Chase Pro Neighborhoods Grant Program. Its mission is to conduct the deliberate, collaborative planning needed to ensure that future development of three communities (Forest District, the Bottom, and West Dallas) supports economically vibrant and diverse communities into the future. These three communities have been identified as vulnerable to rapid transition by the City of Dallas Comprehensive Housing Policy. Broadly, the goal is for this collaborative effort to serve as a roadmap for future inclusive development in Dallas.

This surveying component was intended to supplement other data being collected by the Community Driven Growth partners regarding community preferences, needs, and concerns.

West Dallas

Dallas

Forest District

The Bottom

Survey Administration

Questions asked in the survey were determined through meetings with neighborhood residents and stakeholders, in concert with TREC, [bc] Workshop, and Loveland staff. This set of questions was then run by the surveyors present for the January 12 training, and feedback from that group was also incorporated.

Two training days (January 12 & 24) were held to teach new surveyors how to use the Loveland app, familiarize them with the questions being asked, and get them comfortable with administering surveys via role-playing and soft skills exercises. Surveying itself was conducted from January 24 to February 28, with surveyors being predominantly drawn from the neighborhoods they worked in.

The goal was to have a property survey for every parcel and to gather as many resident surveys as possible. Surveyors went in pairs to gather resident surveys, and were directed by survey managers.

During the course of survey administration, 24 surveyors were dispatched over the course of the survey with an average of 8 active per work day. They were directly overseen by two survey managers who assisted with the day-to-day logistics. One of the project managers used her fluency in Spanish to administer surveys to residents who did not speak English.

Footnotes and definitions can be found on the 'Methodology' page.

Overall Surveying Statistics

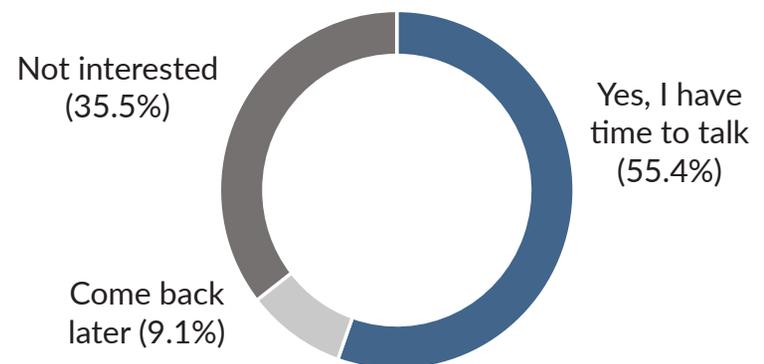**Percent of neighborhood households surveyed[4]: 15.2%**

Total Surveys: 4,321

Total resident surveys attempted[1]: 1,750

 # successful surveys[2]: 359

Survey Completion percentage[3]: 78.6%

When a resident answered the door, they responded:

Not interested (35.5%)

Yes, I have time to talk (55.4%)

Come back later (9.1%)

Key Findings

Overall, residents were happy with their neighborhoods.
This was reflected both in 'quality of life' ratings (shown by neighborhood on the following pages) as well as in qualitative responses.

Most residents perceive their neighborhood as safe.
In each neigborhood, more than 50% of respondents rated their neighborhood as a 5 or higher on a scale of 1-7; less than 25% of respondents rated their neighborhood a 3 or lower.

Feelings about neighborhood school quality vary by neighborhood.
In West Dallas and the Bottom, more than 80% of residents rated their school quality as a 5 or higher on a scale of 1-7. That number was 50% in the Forest District (interestingly, during the SWOT analysis Forest District respondents also rated schools as one of their neighborhood's greatest strengths.)
On the other side of the scale, the percentage of residents rating school quality a 3 or lower were 11.2% (West Dallas), 3% (the Bottom), and 25% (Forest District).

Some areas of immediate need identified by residents were clear, including:
- Litter picked up
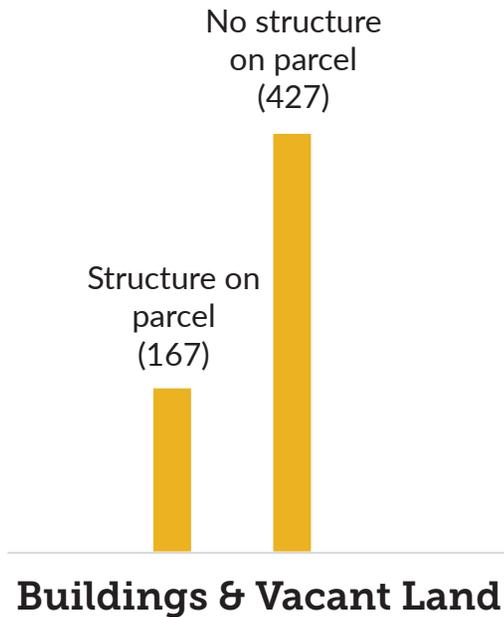- Additional street lighting in some areas

Additional, long-term community desires for the neighborhood include:
- Better schools
- Closer amenities (restaraunts, gas stations, dog parks, grocery stores, etc)
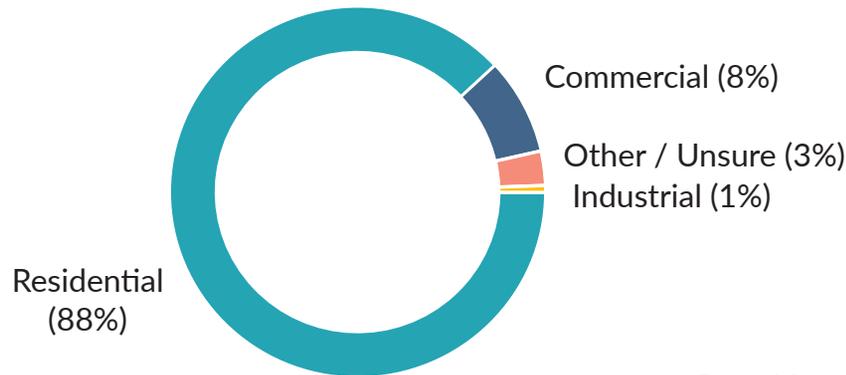- More jobs (both locally and in general)
- Improved security

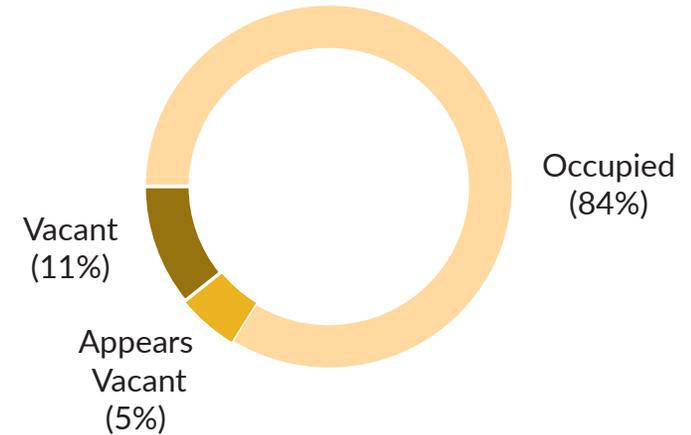# The Bottom - Property Survey Data

Estimated Households*: 125
0.2 Square Miles
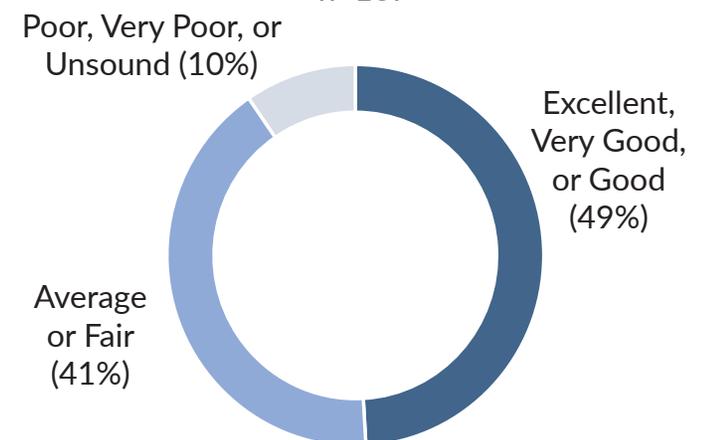**Residents Surveyed: 30[5]**

Structure Occupancy
n=167

Occupied (84%)

Vacant (11%)

Appears Vacant (5%)

Structure Type
n=167

Commercial (8%)

Other / Unsure (3%)

Industrial (1%)

Residential (88%)

Buildings & Vacant Land

No structure on parcel (427)

Structure on parcel (167)

Structure Repair
n=167

Poor, Very Poor, or Unsound (10%)

Excellent, Very Good, or Good (49%)

Average or Fair (41%)

The Bottom - Resident Survey Data

Repairs to your Home Needed?
n=25

Yes - Minor (32%)

No (56%)

Yes - Major (12%)

Health Care
(of those working)
n=23

Not offered by employer (61%)

Offered by employer (39%)

Neighborhood's biggest[6]
Strength: Proximity to downtown
Weakness: Illegal dumping / Trash
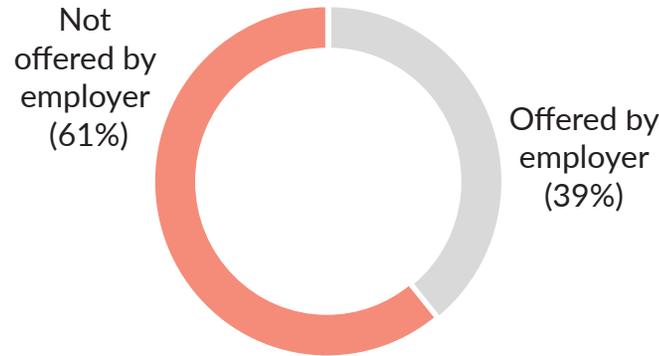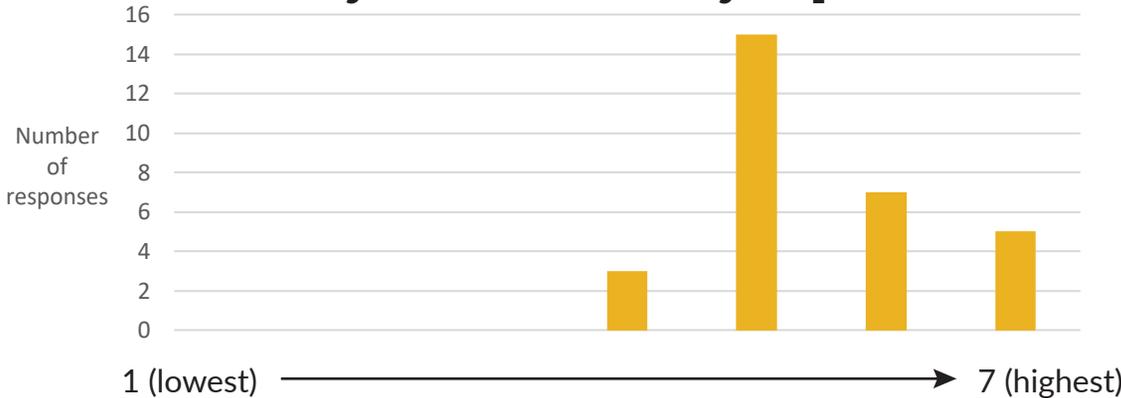Opportunity: Vacant land
Threat: Development
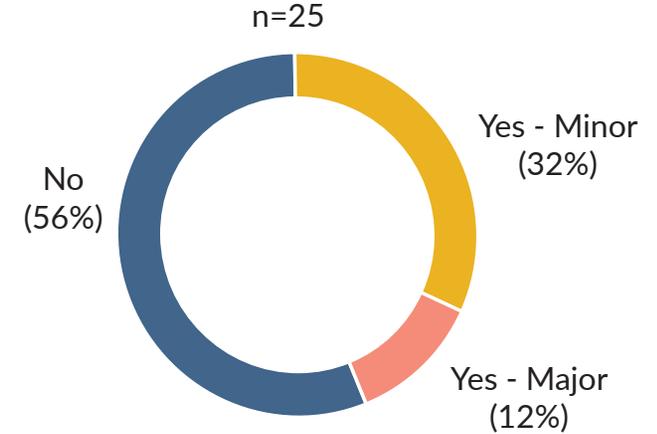
Household Size
(excluding those who preferred not to answer)
n=22

5+ (23%)

1 (27%)

4 (9%)

2 (27%)

3 (14%)

Quality of Life (as rated by respondents)

Number of responses

16
14
12
10
8
6
4
2
0

1 (lowest) ———————————————→ 7 (highest)
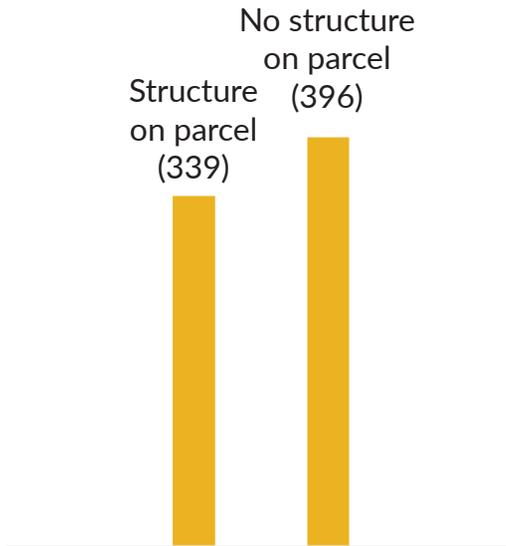
7
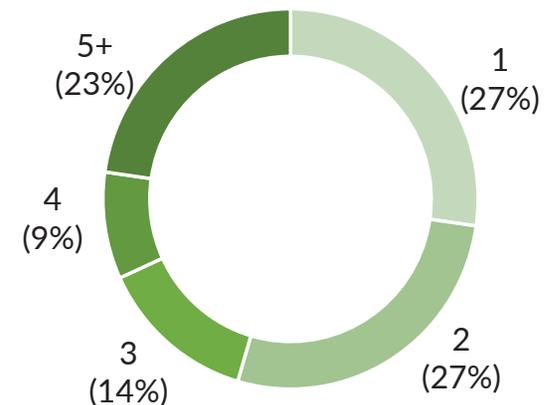
Forest District - Property Survey Data

Estimated Households: 429
0.42 Square Miles
Residents Surveyed: 59

Structure Occupancy
n=339

Occupied (80%)

Vacant (13%)

Appears Vacant (7%)

Structure Type
n=339

Commercial (28%)

Other / Unsure (4%)

Residential (68%)

Buildings & Vacant Land

Structure on parcel (339)

No structure on parcel (396)

Structure Repair
n=339

Poor, Very Poor, or Unsound (7%)

Excellent, Very Good, or Good (59%)

Average or Fair (34%)
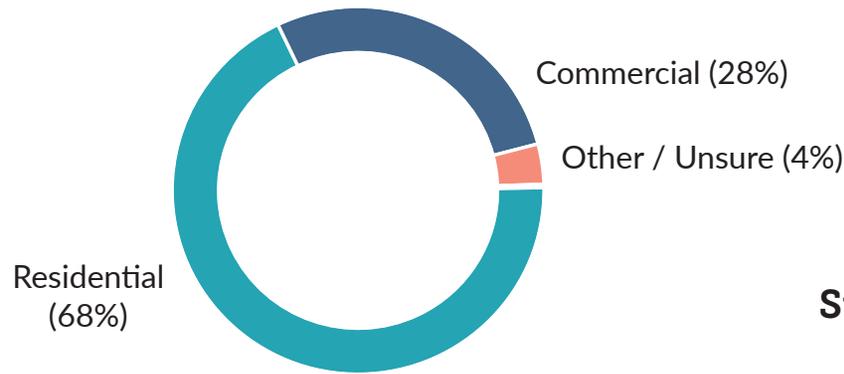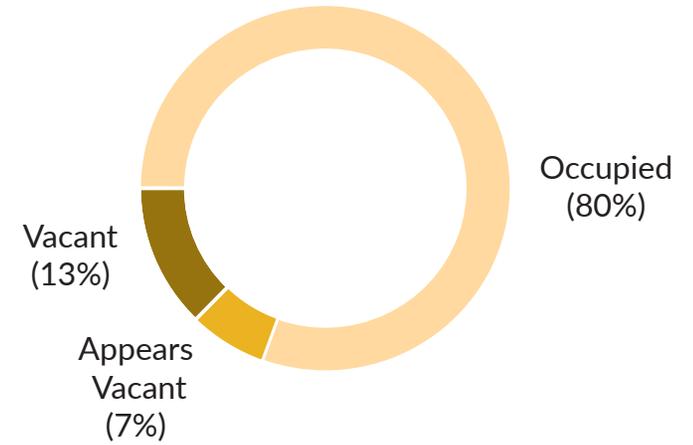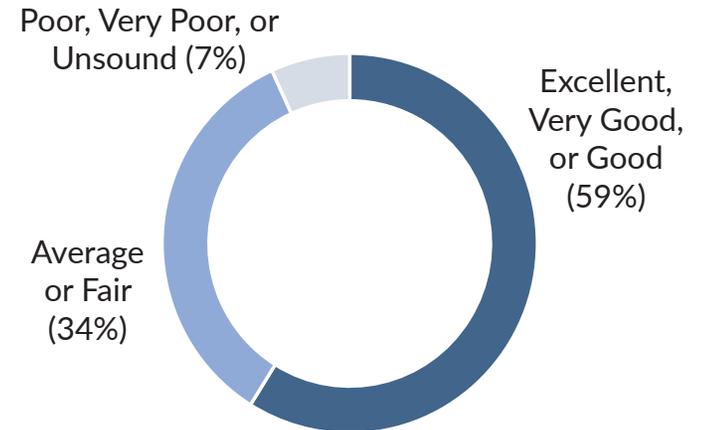
Forest District - Resident Survey Data

Repairs to your Home Needed?
(excluding those who preferred not to answer)
n=32
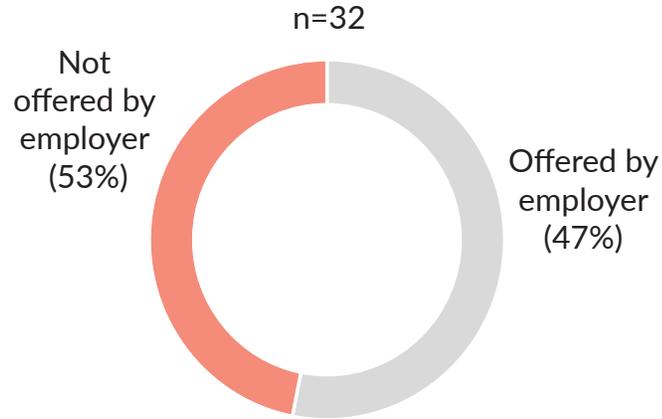
- No (44%)
- Yes - Minor (37%)
- Yes - Major (19%)

Health Care
(of those working)
n=32

- Not offered by employer (53%)
- Offered by employer (47%)

Neighborhood's biggest
Strength: Community Centers & Schools (tied)
Weakness: Illegal dumping / Trash
Opportunity: Vacant land
Threat: Criminal Activity

Quality of Life (as rated by respondents)
n=59

Number of responses

1 (lowest) → 7 (highest)

Household Size
(excluding those who preferred not to answer)
n=31

- 5+ (13%)
- 1 (32%)
- 4 (13%)
- 3 (23%)
- 2 (19%)

9
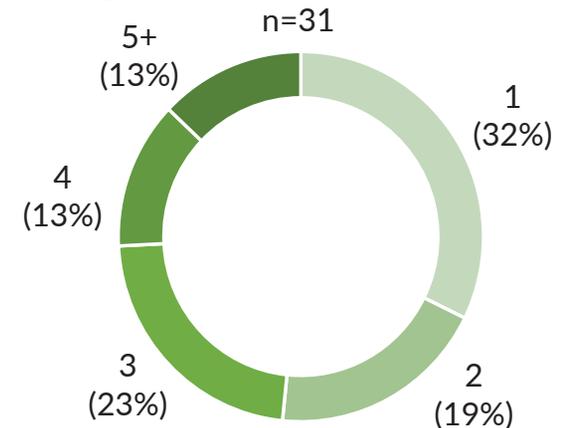
West Dallas - Property Survey Data

Estimated Households: 1,813
2.16 Square Miles
Residents Surveyed: 270

Structure Occupancy
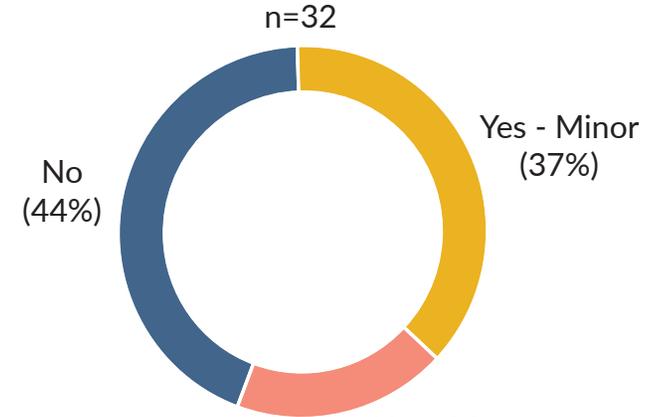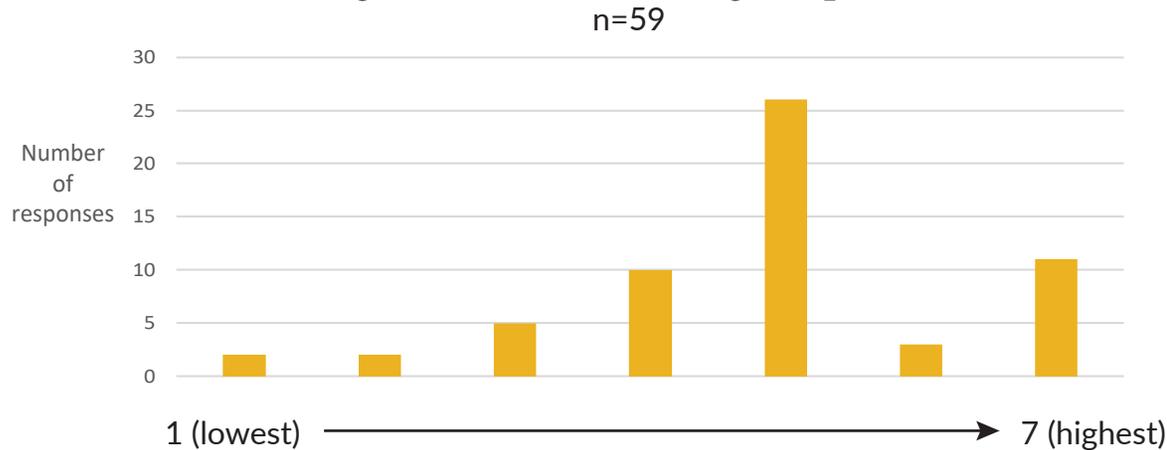n=929

Vacant (1%)
Appears Vacant (2%)
Occupied (97%)

Structure Type
n=929

Commercial (16%)
Other / Unsure (4%)
Industrial (7%)
Residential (73%)

Structure Repair
n=929

Poor, Very Poor, or Unsound (3%)
Average or Fair (15%)
Excellent, Very Good, or Good (82%)

Structure on parcel (929)
No structure on parcel (313)

Buildings & Vacant Land

10
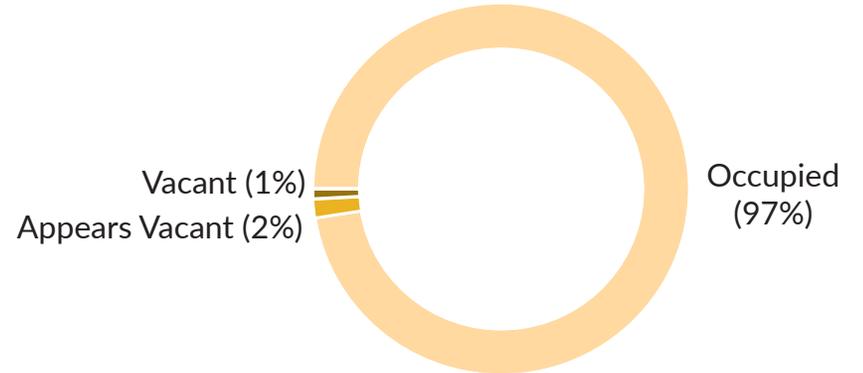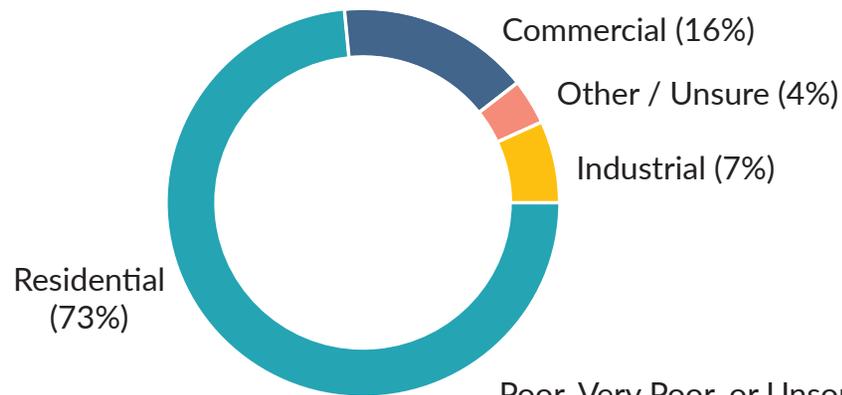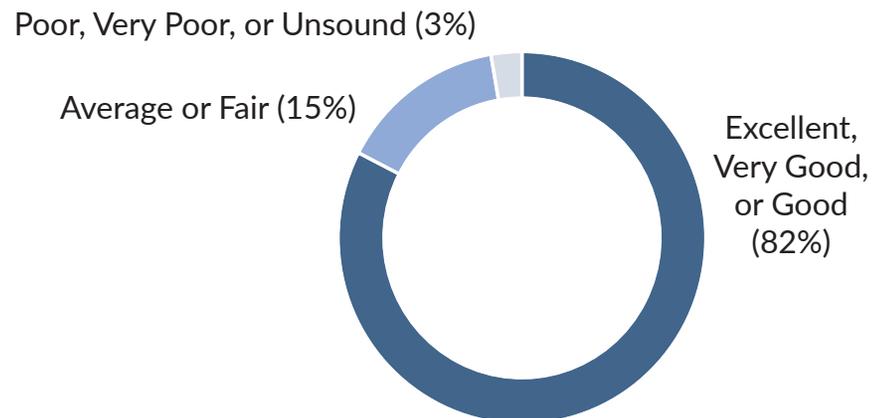
West Dallas - Resident Survey Data

Neighborhood's biggest
Strength: Proximity to downtown
Weakness: Lack of Access to Grocery Stores
Opportunity: Development
Threat: Increased Property Taxes

Repairs to your Home Needed?
n=235
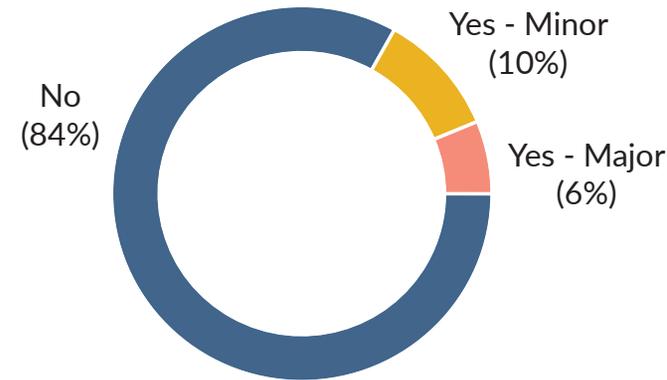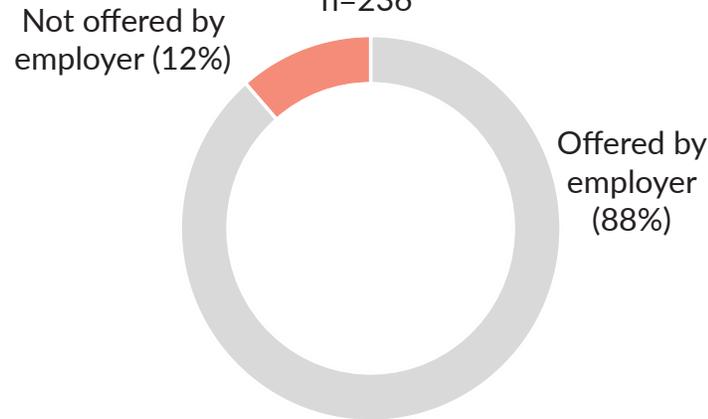
No (84%)
Yes - Minor (10%)
Yes - Major (6%)

Health Care
(of those working)
n=236

Not offered by employer (12%)
Offered by employer (88%)

Quality of Life (as rated by respondents)
n=238

Number of responses

100
80
60
40
20
0

1 (lowest) → 7 (highest)
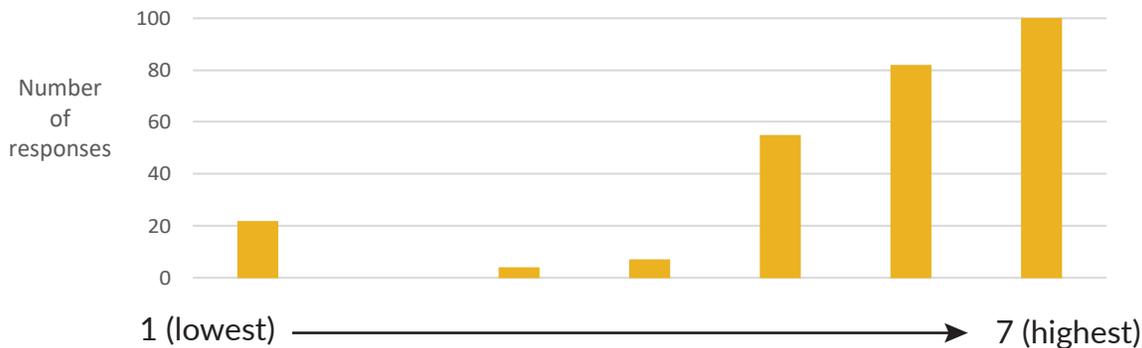
Household Size
(excluding those who preferred not to answer)
n=207

5+ (21%)
1 (2%)
2 (10%)
4 (34%)
3 (33%)

11
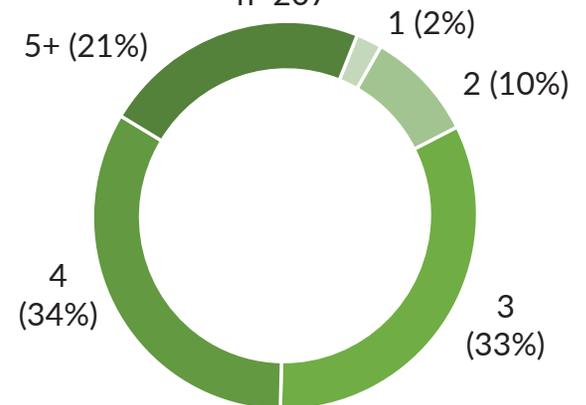
Project Details - Survey Design

This surveying component was intended to supplement other data being collected by the Community Driven Growth partners regarding community preferences, needs, and concerns. Survey information was gathered on tablets using Loveland's surveying app, which uploaded the data in real time to Community Driven Growth's account on Loveland's website, landgrid.com. Using this software allowed surveyors to see what properties had already been surveyed, which properties needed to be visited again, and logged surveyor productivity and activity.

The survey collected two separate types of information - property information, and resident information. This was achieved by asking an initial question ("Is this a property survey or a resident survey?") which took surveyors to the relevant set of questions.

RESIDENT SURVEY QUESTIONS

The resident survey portion of this project numbered approximately 40 questions. The survey was designed so that residents would have to answer only questions relevant to them (for example, a renter would skip past questions relating to homeowners' tax exemptions) and they could decline to answer any questions they did not feel comfortable answering.

For the sake of space, the questions are not be listed here. Broadly, the questions fell into three groups:

1. Neighborhood Opinions and SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis

2. Household Demographics

3. Travel & Commute

PROPERTY SURVEY QUESTIONS

The property survey was much shorter and asked the following questions:

- Is the parcel free of debris or trash?

- Is there a structure on this parcel?

- What type of structure is on this parcel?

- Is the structure for sale or rent?

- Is the structure occupied or vacant?

- What condition is the structure in?

- Is there a sidewalk on the parcel?

- Is there a storm drain in front of the parcel?

432 Sparks St
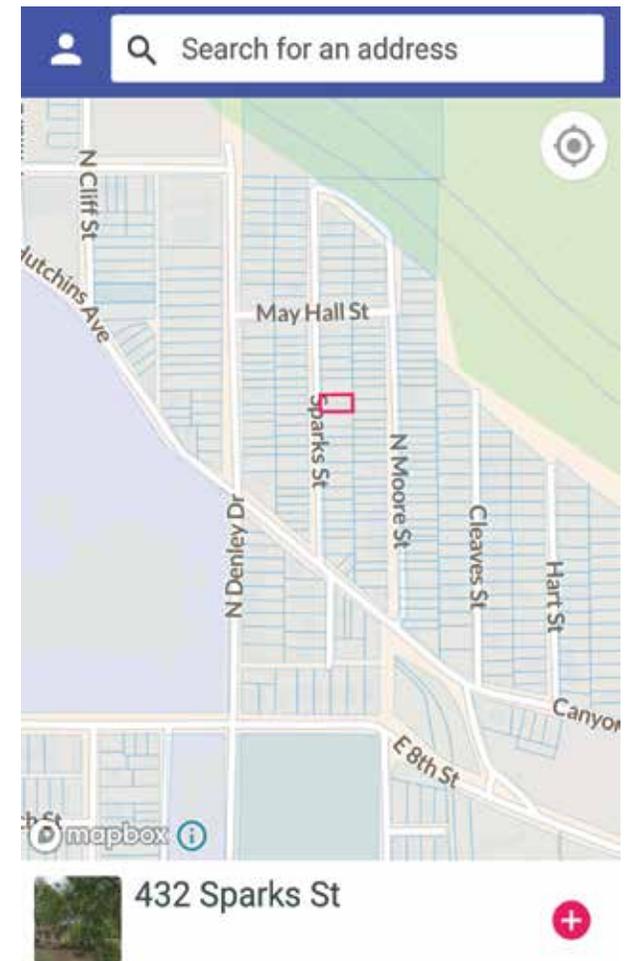
Screenshot of Loveland app while selecting a parcel

Methodology

GENERAL DATA NOTES

n= as used here is the number of elements in a sample. For example, if the chart is of "Structure Occupancy", the n would be all property surveys which had parcels recorded as having a structure on them, in that neighborhood.

FOOTNOTES

1: Total resident surveys attempted = number of units judged to be unsafe by surveyor (commonly this included things like dogs in a fenced-in yeard) + doors knocked with no response + doors knocked where someone answered the door.

2: Successful surveys = partial surveys + complete surveys. In essence, any resident survey where relevant information was gathered.

3. Completion rate: (those who answered every question / those who began survey)

4. % households surveyed: ('successful surveys'/total estimated number of households)

5. This is the total number of residents for which we collected some data. In each neighborhood, the number of respondents answering questions declined over the span of the survey. As noted in 'Survey Administration', the 100% completion rate for surveys averages to 78.6%.

6. These numbers were drawn from the 'SWOT' (Strength, Weakness, Opportunity, Threat) questions asked to residents. [bc]Workshop compiled a 'top ten' list in each category as heard at previous community meetings; during the survey, residents could choose any and all that they agreed with, or submit their own if they had something which was not on the list already. The responses listed here were the highest scoring choice from each.

BACK **Question 36**

2649 E 130 St

Do you feel that property taxes are a burden on your household?

Yes

No

Not Sure

Prefer not to answer

Screenshot of Lovlenad app, mid-survey

Data Limitations

Surveyors answered questions and recorded answers to the best of their ability. Our intent was to cast the net as broadly as possible in order to reach as many residents as possible, including visiting all residences at least two times at different hours during the day. However, it is important to note that the resident survey was completely voluntary with no resident obligation to answer any questions on the survey. The numbers presented here, therefore, are our best effort to reach everyone. However, it is likely that this sample overrepresents those who spend more time at home, and underrepresents those who spend more time out of it.

Response rate

Response rates to door-to-door surveys vary widely. In Loveland's experience conducting such surveys, the response rate outcome we see in this project (15%) is not unusual. A door-to-door survey conducted with Loveland in Detroit saw surveyors make contact with 1,789 households out of 8,745 attempted (20%).

How will this data be used?

Survey respondents were asked at the end of the survey whether they would be willing to share their responses with the neighborhood partner active in their neighborhood for purposes of analysis and outreach. Overall, 92.1% of respondents agreed to share their data in this way.

In addition, all data gathered from this survey will be aggregated by neighborhood and made available to project partners in that form (for example, partners will be able to see how many residents in the Bottom felt that property taxes were a burden, but not *which* residents, nor what addresses responded).

The goal of gathering the data overall is to identify residents' needs, concerns, and desires in order to inform the Community Driven Growth project. More data allows for better decision making that more accurately reflects the residents' feelings and opinions. It also allows neighborhood groups a window into their communities' needs, and a chance to tailor outreach to those areas. The data collected here will be incorporated along with other data gathered during community meetings and other neighborhood events.

Next Steps for Community Driven Growth

Community Driven Growth will continue to hold meetings in the Bottom, Forest District, and West Dallas and to work with neighborhood partners to create neighborhood plans that incorporate all the feedback being gathered from multiple sources, of which this survey is just one.

Data will be used for such long-range undertakings as creating neighborhood plans, applying for project funding, and informing the work of partners in these areas.

Funders & Partners

JPMorgan Chase & Co.

MUSE FAMILY FOUNDATION

TREC

THE REAL ESTATE COUNCIL
COMMUNITY FUND

TREC's mission is to cultivate relationships in the commercial real estate industry to catalyze community investment, influence policy, propel careers and develop the leaders of tomorrow.

LOVELAND TECHNOLOGIES

bc

The Institute for **Urban Policy Research**
at The University of Texas at Dallas

CORNERSTONE BAPTIST CHURCH
MATTHEW 25:35

C-Suite CONSULTING

ST. PHILIP'S
SCHOOL & COMMUNITY CENTER

BOH
BUILDERS OF HOPE
COMMUNITY DEVELOPMENT CORPORATION

THE GOLDEN
S.E.E.D.S.
FOUNDATION
Sewing, Encouragement, Empowerment and Development for the Spirit of our Community

A Community Development Corporation (CDC)

CitySquare