

MEETING NOTES: Equity Focus Group

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| Date of Meeting: 1/19/2021 | Notes By: Sarah Fitzgerald |
| Meeting Location: Zoom | Project Name: Hensley Field Master Plan |
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| Attendees:  Invitees:  Liz Cedillo-Pereira (Chief of Equity & Inclusion, Dallas Office of Equity) David Noguera (Director of Dallas Housing and Neighborhood Revitalization) Pam Thompson (Taskforce, Dallas Housing and Neighborhood Revitalization) Amy Sprinkles (Communications and Libraries Director, Grand Prairie) Katy Evans (Climate Coordinator, Dallas Office of Environmental Quality) ~~Zarin Gracey (Assistant Director, Office of Economic Development)~~ invited, did not attend ~~Michael Sorrell (Paul Quinn College)~~  invited, did not attend  Consultant Team:  Jim Adams (MAS) Jana McCann (MAS) Sarah Fitzgerald (SWA) Jeremy Klop (Fehr & Peers) Anjuli Tapia (Fehr & Peers) Brian Duffany (EPS) Jim Musbach (EPS) Wil Murphy (K Strategies) MK Bozeman (K Strategies) Lynn Osgood (Civic Arts) Gail Vittori (CMPBS)  City of Dallas Project Management Team:  Peer Chacko, (City of Dallas, Planning + Urban Design) Arturo Del Castillo (City of Dallas, Planning + Urban Design) Don Raines (City of Dallas, Planning + Urban Design) Monique Ward (City of Dallas, Planning + Urban Design) | |
| **NOTES** | |

Introductions (Jim Adams & Jana McCann)  
  
Presentation (Jana McCann)

* Overview, project mission, timeline, policy framework
* Policy overview specifics

Discussion

* Liz Cedillo-Pereira: leading Dallas Equity Indicators initiative
  + Indicators show deep disparities between racial, ethnic and income groups.
  + How can we leverage economic opportunity like that presented by Hensley Field to close these gaps?
  + Our office has high hopes for Hensley Field to be a signature project to address these inequities.

*Housing*

* David Noguera
  + Dallas is often compared to suburban neighbors, but it is not a good comparison. Our equity challenges are very different
  + Most of the redevelopment in Dallas is infill. District 8 is the only district with large tracts of land at the rural/urban interface.
  + Hensley Field is a huge opportunity
  + **To get this right, and to integrate Hensley Field into Dallas, ownership is key.** Equity and wealth via real estate ownership.
    - Who are the **lender**s who will provide this opportunity? How can we ensure equitable redevelopment? Identifying the capital is key to cutting real checks and turning words into action.
    - Land trusts seem most useful in areas facing gentrification. Instead of taking tax dollars away from the City, we need private partners willing to achieve these equity goals.
    - Lack of **access to mortgages** has shaped our segregated cities historically. If we can start lining up private capital now, we can prevent a repeat of history.
* Jana McCann: in the past we’ve brought in builders who have experience building diverse/inclusive housing types. Builders come with their own lenders.
* Jim Adams: The Mueller redevelopment in Austin achieved a 25% affordability goal (80% AMI for ownership and 60% AMI for rental) through a shared equity program. Builders were given the incentive to cross-subsidize the construction of affordable homes.
* David Noguera: Developers operate at the margins. If you say 80% they will bring you 79%. We need a new model. Not the same national builders with the same lenders with sprinkled in minority builders. Do we want that? Sure. But we have to go beyond that.
  + Need full spectrum of housing, some that target lowest incomes (30% AMI & below, as well as up to 100% AMI. AMI in Dallas is approximately $55K
  + Not enough to just get the money out, we have to ensure we’re serving diverse residents (CARES Act experience). We did that through partners that already had those relationships
    - Identify the demographics and psycho-graphic profiles of future residents
    - Who are the housing counseling agencies with these relationships? The non-profits? Where are these new residents expected to be coming from? Who would naturally want to live at HF based on where they work?
    - Answer those questions NOW, not at the end when we only have 10 lots left
  + Networks beyond individuals. Minority owned businesses are great, but don’t go far enough to really address equity for future residents
* Jim Musbach: Yes, we have to build in equity from the beginning.
  + Toughest part is getting to the institutions: banks, lenders. That will be key part of policy framework to ensure equitable build out
* Pam Thompson: Underscore David’s message about addressing **full spectrum of incomes** & where jobs are
  + If logistics/warehouse jobs continue to be big in this area, we have opportunity to house those workers if we provide housing that works for their needs. Make space for those workers.
  + This is going to be a beautiful project because of who you all are, but please make sure it **functions for all incomes**. Beyond the picture of walking to a café where you spend $50 on a scone and coffee. Focus on actual daily needs: grocery stores, laundry, banks, etc, not just niche/upper income amenities.
  + Look at variety of zoning scenarios and land use regulations that will provide ensure wide variety of housing choice
  + Pedestrian-orientation is key, so that you don’t need a car to feel that you belong in your neighborhood.
  + Beyond “pedestrian/bikeable theater”. Make sure it works (four-foot bike lanes don’t work.)
* Liz Cedillo-Perriera: We need to help people understand what they have to do to qualify to live in this beautiful, functional place. **Communicating to end users** from the get go. Market the opportunity.
  + And to be straightforward: this is what it’s going to look like (communicate to existing neighbors)

*Food Access*

* Katy Evans: Dallas is in the process of putting out an **RFP for comprehensive food security** plan:
  + Working with urban agriculture groups and food security groups about this plan.
  + That plan result TBD
  + Not familiar with term ‘agrihoods,’; will explore for RFP
* Jana McCann: agrihoods means working farm with farm manager, production beyond community garden scale. Trying to identify a spot for that at HF
* Liz Cedillo-Perriera: what remediation efforts are underway?
  + Jim A: Dallas is negotiating with Navy for PFAS, only contaminant left that hasn’t been cleared by TCEQ. Navy is still researching how the remediation will be done, including bioremediation. The Navy has agreed that remediation will not impede the redevelopment timeline.
* Liz Cedillo-Perriera: encourages checking out nearby sustainability projects
  + Paul Quinn project- repurposed football field to sustainable agriculture.
  + Bonton Farms

*Healthcare/Education*

* Liz Cedillo-Perriera: I imagine lots of education and health sector partners in Dallas would be interested in expanding satellite offices or facilities at Hensley Field.
  + I hope we choose partners that are broad-minded about expanded access (to wifi, internships, workforce, etc.) and their role in the community
* Liz Cedillo-Perriera: Bring in schools early on

*Misc.*

* Jim Adams: Any other partners we should include in these conversations to move the needle on equity? Email us/Arturo.
  + David Noguera, Liz Cedillo-Perriera and Amy Sprinkles (COGP) will provide names.
  + David: Home Depot, (Tex Gen) surrounding businesses (in part, to find out who are their employees/demographics/help gauge their needs in terms of housing)
* David Noguera: what about the industrial neighbors? Key to start conversations with them early- they’ll either work with us or against us.
* Pam Thompson: the new Dallas County planning director is very familiar with this project: Luis Tomayo (Don Raines has contact below.)

Chat notes:  
  
Lynn Osgood: 6 neighborhoods we’ve contacted who will participate in the Neighborhood Compatibility Focus Group.

Avion Village, Grand PrairieMountain Creek, Grand PrairieMira Lagos, Grand PrairieBella Lagos, DallasArcadia Park, DallasCapella Park, Dallas

Amy Sprinkles: Mira Lagos Grand Prairie is on the Joe Pool Lake Peninsula and not anywhere near Hensley Field.

Don Raines: Luis Tamayo, luis.tamayo@dallascounty.org Director of Planning for Dallas County