

RESEARCH

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Brief

Linking research and practice to change lives, neighborhoods, and communities

The J. McDonald Williams Institute, research arm of the Foundation for Community Empowerment, is dedicated to conducting non-partisan outcomes research and public policy evaluation related to comprehensive community revitalization of low-income urban areas.

Research Compilation: ZIP Code 75215

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THE J. McDONALD WILLIAMS INSTITUTE

A Project of the J. McDonald Williams Institute and the Foundation for Community Empowerment

INTRODUCTION

Zip code 75215 is located in south Dallas, from just south of Interstate 30 to the area past Rochester Park. It is traversed by Interstate 45 and U.S. Highways 75 and 175. Much of the western/southern portion of the area contains Trinity River frontage and flood plain. An estimated 19,825 people live in the area. The population is predominantly African American (77%) and Hispanic (16%), with a median age of 35. The area is largely characterized by poverty, with roughly 39% of families living below the poverty level. Just over 46% of the population has not completed high school with a diploma or equivalency certificate. This report is a detailed analysis of several key indicators of community health and well-being for the area.

Demographic Projections (2005 & 2010) for Zip Code 75215				
	2005		2010	
	Estimate	Percent	Projection	Percent
Population by Age				
Age 17 and under*	5442	27.45%	5,241	26.47%
Age 18 and over*	14383	72.55%	14,562	73.53%
Age 21 and over*	13579	68.49%	13,764	69.50%
Age 65 and over*	2654	13.39%	2,738	13.83%
Total Population	19,825		19,803	
Median Age	34.85		36.24	
Population by Sex				
Male	9,670	48.78%	9,717	49.07%
Female	10,155	51.22%	10,086	50.93%
Total Population	19,825		19,803	
Male/Female Ratio	0.95		0.96	
Households by Household Income				
Income Less than \$24,999	4398	59.75%	4143	55.83%
Income \$25,000-\$49,999	1793	24.36%	1794	24.17%
Income \$50,000-\$99,999	837	11.37%	1018	13.72%
Income \$100,000-\$249,999	317	4.31%	439	5.92%
Income \$250,000 or more	16	0.22%	27	0.36%
Total Households	7361		7421	
Median Household Income	\$19,210		\$21,377	
Per Capita Income	\$11,447		\$13,166	
Population by Racial / Ethnic Identity				
Black / African American	15269	77.02%	14,185	71.63%
Hispanic / Latino	3157	15.92%	4,020	20.30%
White	1,129	5.69%	1,296	6.54%
Asian	65	0.33%	75	0.38%
Other	205	1.03%	227	1.15%
Total Population	19,825		19,803	

*Note: Percentages are percent of total population and do not sum to 100%

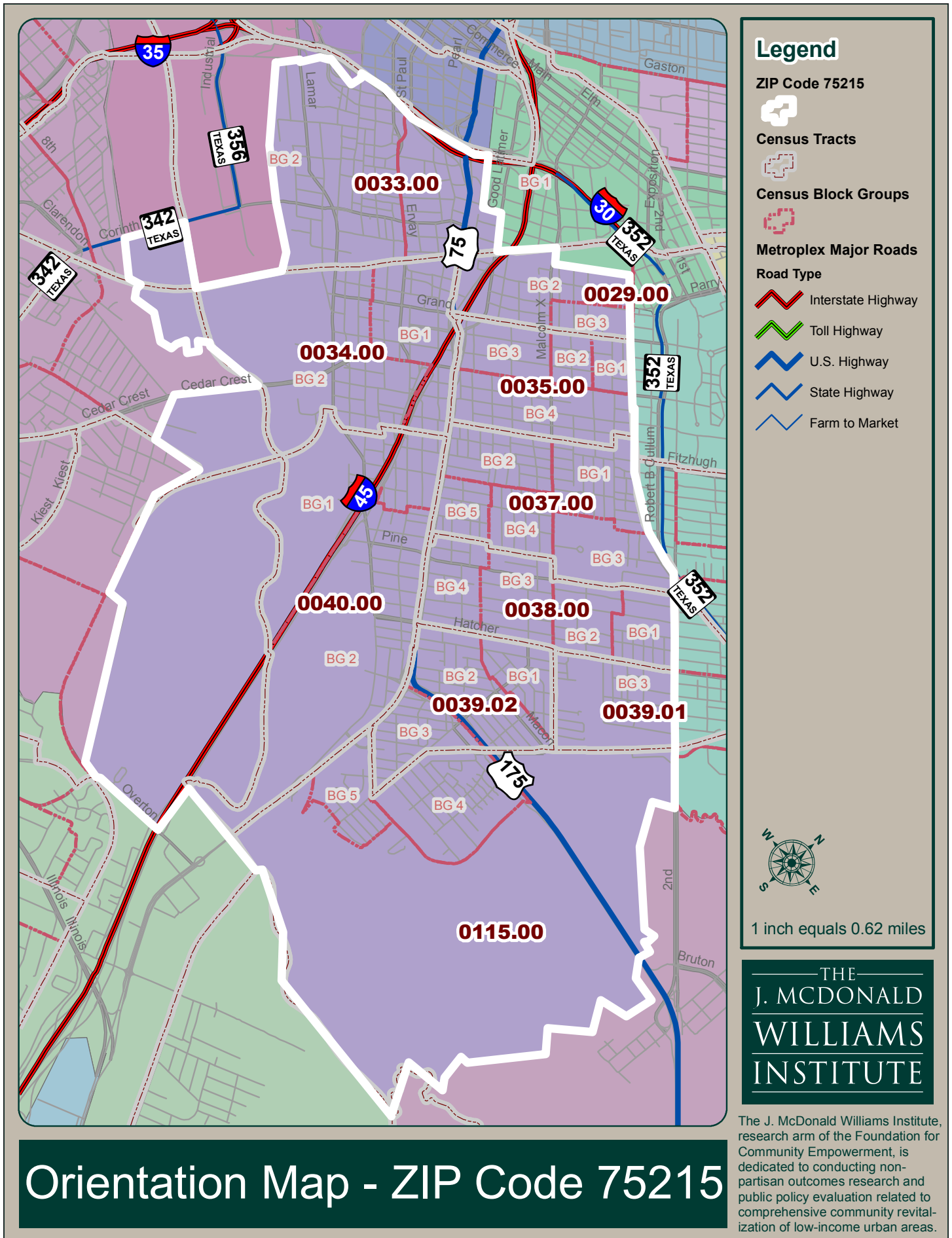
Source: Claritas

Demographic Projections (2005 & 2010) for City of Dallas				
	2005		2010	
	Estimate	Percent	Projection	Percent
Population by Age				
Age 17 and under*	335525	27.42%	344,520	27.22%
Age 18 and over*	888059	72.58%	921,262	72.78%
Age 21 and over*	840175	68.67%	871,482	68.85%
Age 65 and over*	105523	8.62%	117,940	9.32%
Total Population	1,223,584		1,265,782	
Median Age	31.74		33.3	
Population by Sex				
Male	621,678	50.81%	643,895	50.87%
Female	601,906	49.19%	621,887	49.13%
Total Population	1,223,584		1,265,782	
Male/Female Ratio	1.03		1.04	
Households by Household Income				
Income Less than \$24,999	126975	27.47%	118026	24.73%
Income \$25,000-\$49,000	144771	31.32%	142363	29.83%
Income \$50,000-\$99,999	119179	25.79%	129329	27.10%
Income \$100,000-\$249,999	58269	12.61%	70823	14.84%
Income \$250,000 or more	12983	2.81%	16729	3.51%
Total Households	462177		477270	
Median Household Income	\$42,491		\$46,061	
Per Capita Income	\$24,445		\$26,860	
Population by Racial / Ethnic Identity				
Black / African American	295108	24.12%	285,366	22.54%
Hispanic / Latino	515371	42.12%	610,387	48.22%
White	360,028	29.42%	313,454	24.76%
Asian	34182	2.79%	37429	2.96%
Other	18895	1.54%	19,146	1.51%
Total Population	1,223,584		1,265,782	

*Note: Percentages are percent of total population and do not sum to 100%

Source: Claritas

Table 1. Demographic Projections for City of Dallas and Zip Code 75215 in years 2005 and 2010



HEALTH

Some studies have suggested that the overall health of a community can influence other issues in the community. High rates of morbidity and mortality, disability, and unhealthy pregnancy outcomes can have both short-term and long-term negative consequences for individual lives as well as for the life of the community. The following preliminary analysis highlights specific health indicators that have been identified in zip code 75215. Although this is not an exhaustive list of indicators, it does focus on certain core ones, such as infant mortality, age-adjusted death rates, and premature mortality, which are part of the Healthy People 2010 goals—a national set of indicators that have been deemed by the United States Department of Health and Human Services to be important measures of the nation's overall health.

Healthy Pregnancy Indicators

- In 2004, 308 newborns resided in zip code 75215.
- 215 (73%) of newborns in this zip code were African American in 2004.
- Roughly one of every four childbirths in 2004 was to a teenage mother.
- 80% of infants born in zip code 75215 in 2004 were born to unmarried mothers.
- African American infants were twice as likely to be born prematurely as Hispanic infants in 2004.
- At 11.5 per 1000 live births, the infant mortality rate in zip code 75215 is one of the highest in the city of Dallas or Dallas County and is well above the Healthy People 2010 objectives.

Mortality Indicators

- Between 2000 and 2003, the two leading causes of death were cardiovascular disease and cancer in zip code 75215.

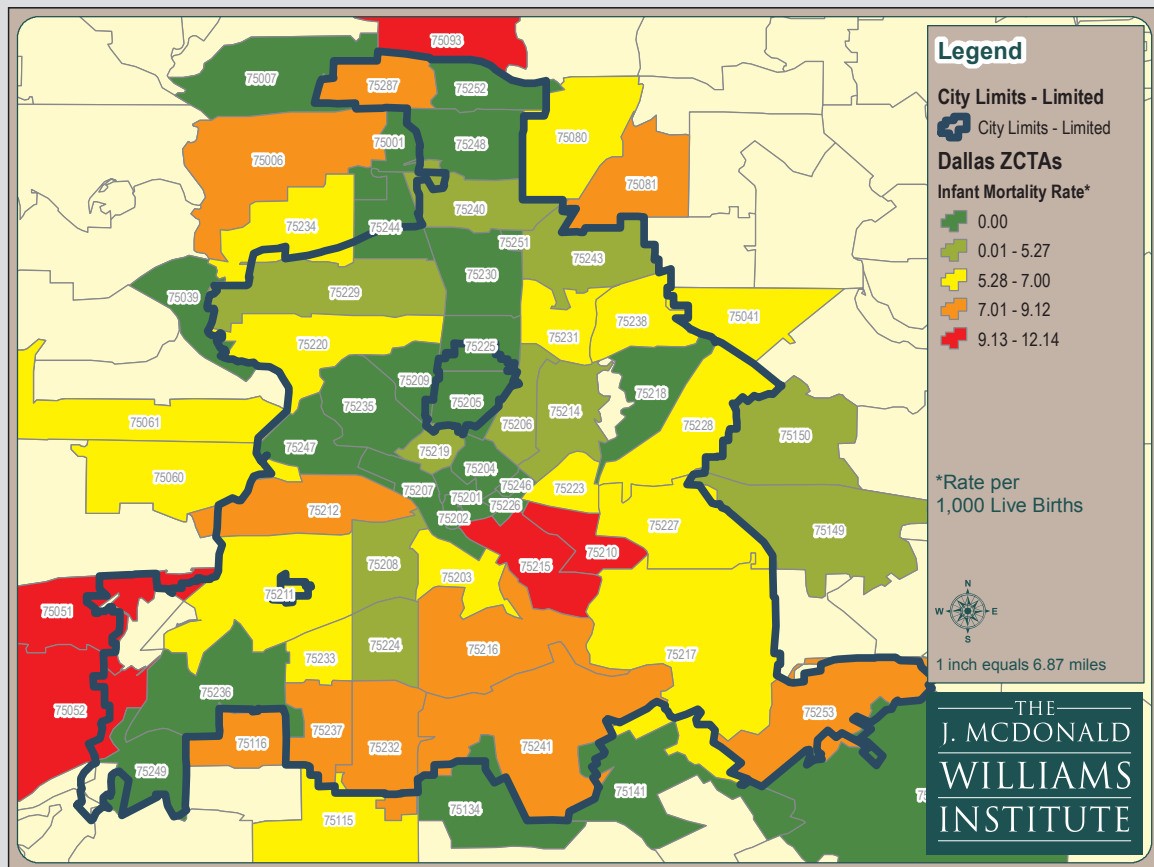


Figure 1. Infant Mortality per 1,000 Live Births by Zip Code, 1999-2003

- Between 2003 and 2004, roughly 47% of African American deaths in zip code 75215 occurred before the age of 66.
- The age-adjusted death rate per 100,000 population for all causes of death in 2003 was 1,600 deaths in zip code 75215, higher than the city of Dallas' rate of 907 deaths.
- The age-adjusted diabetes death rate in zip code 75215 between 1999 and 2003 was significantly higher than the diabetes death rate in many other zip codes in the city of Dallas.
- Parkland Hospital has identified zip codes 75215 and 75210 as being the least healthy areas in Dallas County.

ECONOMY

For a community to be vibrant and healthy, it must have a strong economic base. Having a strong economic base gives individuals in a community a chance to purchase decent housing, adequately plan for retirement, and save money to pay for col-

lege education for their children. The economic base for zip code 75210 is illustrated through data in Table 3, Figures 2 and 3, and a list of employment, income, and retail indicators.

Employment, Income, and Retail

The most recent data derived from the 2000 decennial census estimate that:

- Residents in zip code 75215 were significantly less likely to be employed than other residents in Dallas. Roughly 44% of citizens ages 16 and older in zip code 75215 were in the labor force, compared with 58% for the city of Dallas.
- The percentage of residents employed in the service industry was twice as high as the rate for the city of Dallas—jobs that traditionally pay lower wages.
- Roughly one of every two residents in zip code 75215 is living in poverty, compared to one of every six residents in the city of Dallas.

Table 2. Age-Adjusted Death Rates Per 100,000, Years 2000-2003

	Texas	Dallas County	City of Dallas	75215
All causes	876.98	883.88	907.00	1,600
CVD	252.65	260.83	263.53	488.14
Diabetes	31.80	19.38	26.82	60.20
Stroke	63.38	63.35	64.20	104.52
Cancer	191.28	198.18	202.86	347.16

Table 3. Individual Income Tax Returns: Selected Income and Tax Items by State, Zip Code, and Adjusted Gross Income, Tax Year 2002

Adjusted Gross Income	Number of Returns	Total Number of Exemptions	Dependent Exemptions	Adjusted Gross Income*	Salaries and Wages: Number of Returns*	Salaries and Wages: Amount*	Total Tax: Number of Returns	Total Tax: Amount*
Total for 75215	6,515	12,497	5,581	136,828	6,071	125,083	3,125	10,146
Under \$10,000	1,944	3,041	1,223	7,526	1,733	8,706	237	57
\$10K to under \$25K	2,697	5,714	2,826	45,793	2,529	41,375	1,211	971
\$25K to under \$50K	1,449	2,936	1,300	48,588	1,408	45,736	1,257	3,332
\$50K or higher	425	806	232	34,921	401	29,266	421	5,786

(*Money in thousands of dollars; Eg. 3,776=\$3,776,000.00)

2003 Employment Patterns for Zip Code 75215 Business Establishments by Industry and Size

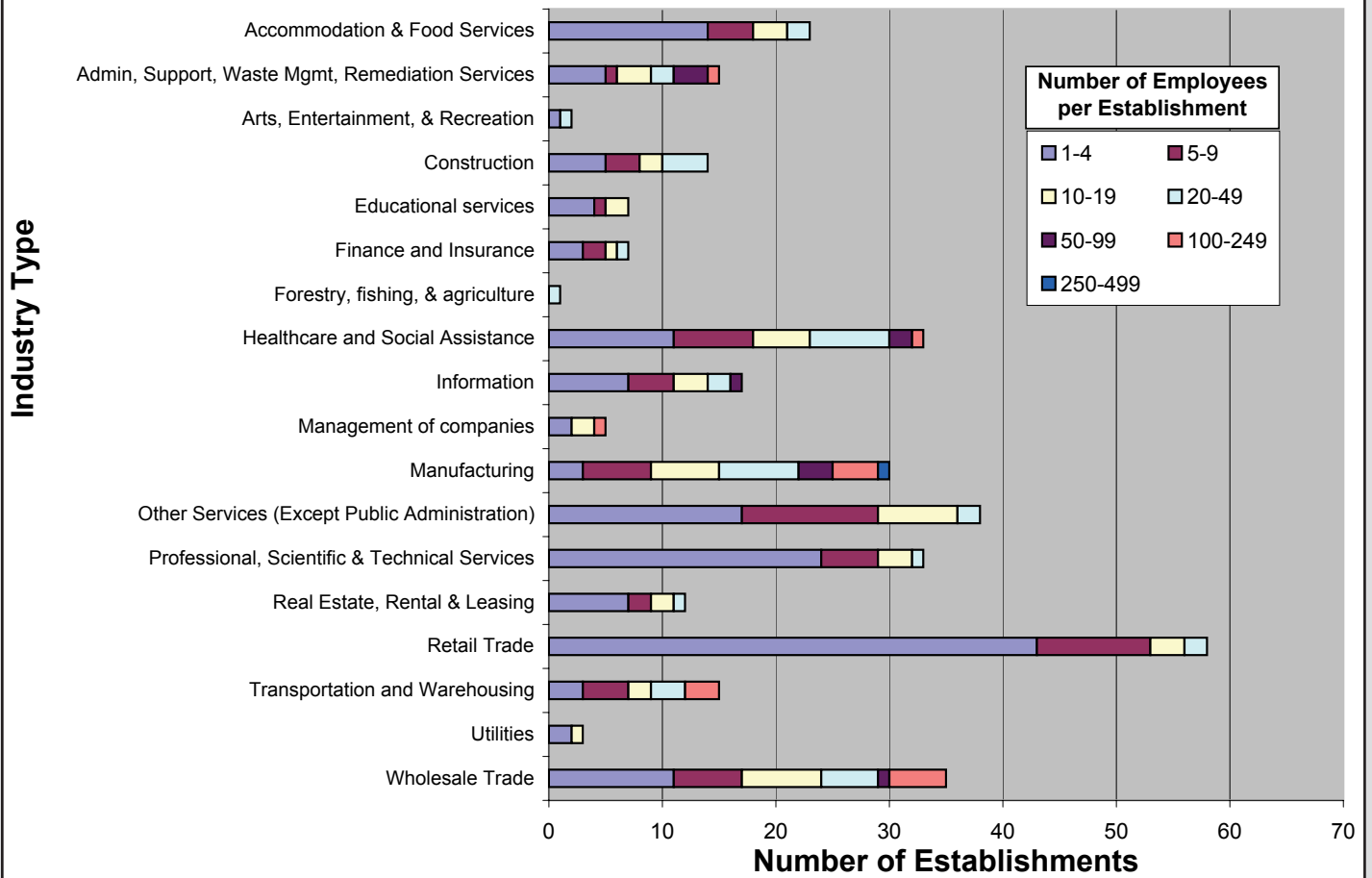


Figure 2. Employment Patterns for Business Establishments by Industry and Size, 2003

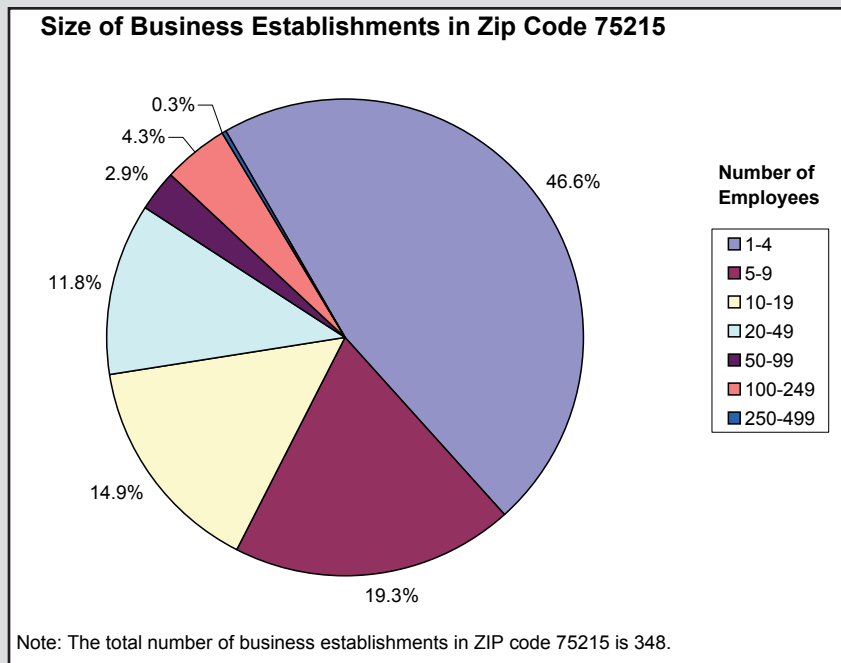


Figure 3. Size of Business Establishments, 2003

Table 4. Housing Statistics for Zip Code 75215 and the City of Dallas

	Zip Code: 75215	City of Dallas
Percentage of Family Households	57.66%	57.98%
Median Owner-Occupied Housing Value	\$44,173	\$109,153
Percentage Owner-Occupied Units	32.26%	42.06%
Percentage Single-Family Detached Units	52.96%	43.04%
Median Year Housing Built	1955	1973
Percentage Housing Units Built since 1999	5.39%	8.11%

- The poverty rate for female-headed households with children under five years of age was 59%.
- The median family income for married households in 1999 was \$19,543—only 47% of the city's median family income.
- The median family income for single female-headed households in 1999 was roughly \$10,000—an even more pronounced figure at only about 25% of the city's median family income of \$41,000.
- Overall, zip code 75215 residents are experiencing some of the most extreme rates of poverty in Dallas, Dallas County, and the state of Texas.
- The U.S. Census reported a total of 348 business establishments located in zip code 75215.
- Most of the 348 establishments had between one and nine employees.
- Recent analysis of Internal Revenue Service 2002 tax returns showed annual incomes of less than \$10,000 for 29% of returns in zip code 75215.
- 71% of the tax returns in 2002 showed annual incomes of \$25,000 or less.
- The combined adjusted gross income in zip code 75215 in 2002 was \$136,828,000.

HOUSING

In 2005, there were an estimated 7,361 occupied housing units in zip code 75215. There were predominantly single-family detached units (52.96%), with a median age of roughly 50 years, significantly older than the median age of the city's housing units in general (roughly 30 years). This pattern is echoed by the average tenure of owner-occupied housing units, with 12 years as the average length of residence in 75215, and 9 years as the average length of residence for the city as a whole. Rough-

ly 80% of the employed population traveled at least 15 minutes to their place of work, with more than 22% traveling at least 45 minutes. These patterns suggest an overall stability in ownership and tenure.

Estimated median housing values in the zip code are almost \$65,000 lower than for the city as a whole (\$44,173 versus \$109,153, respectively), which is not inconsistent with the difference in median structure ages or occupancy tenure. While an estimated 8.11% of the city's housing units have been built since 1999, only 5.39% of the units in 75215 are as new. This suggests the community has entered a period of stability and slowed growth.

Because zip codes are fairly large administrative units, they generally mask more important patterns and trends within them. Here we explore variation within zip code 75215 for two housing phenomena: median value and renter occupancy.

Housing Values

Figure 4 shows variation in the 2005 estimated median house values for the census block groups in and around zip code 75215. The patches of dark blue represent areas of residential land use. While the zip code median value is \$44,173, the median varies substantially within the area. The highest housing values within the zip code are in the block group bounded on the northwest by the railroad tracks and northeast by U.S. Highways 75 and 175, on the southeast along Cleveland, Martin Luther King, and Interstate 45, and on the south-east by Lenway, with an estimated median value of \$174,286 (almost 4 times the median value for

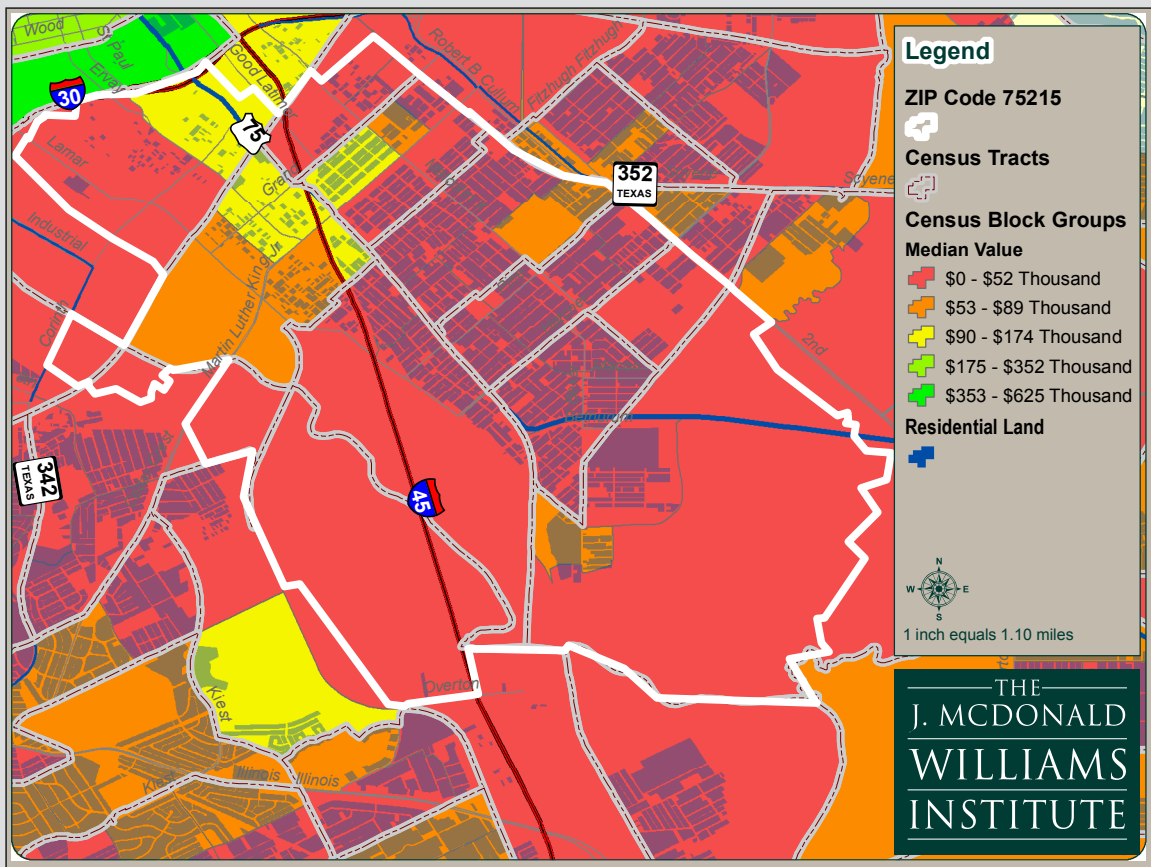


Figure 4. Estimated Median Owner-Occupied Housing Value by Block Group, 2005

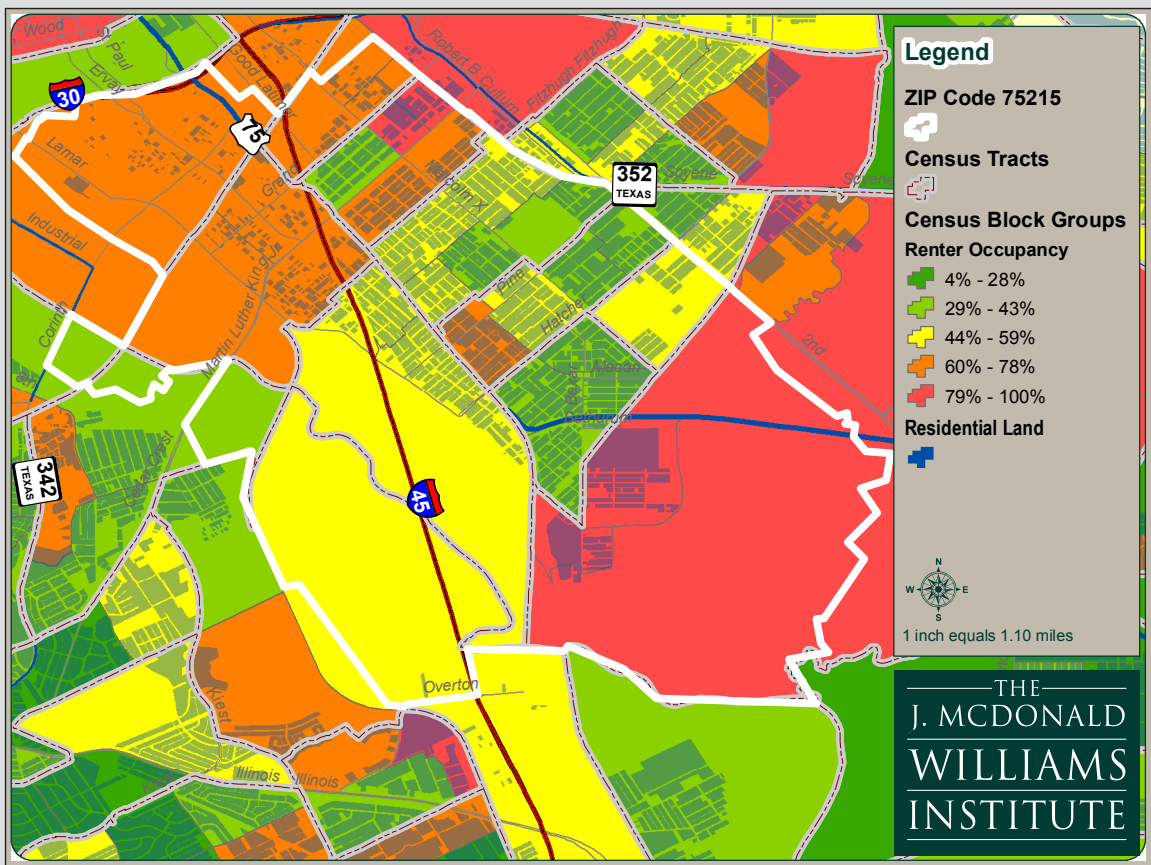


Figure 5. Estimated Renter Occupancy of Occupied Units by Block Group, 2005

the zip code). This is the maximum, however, and many other block groups have much lower median values. The lowest estimated median values are a few blocks east on Martin Luther King, in the area bordered by Martin Luther King, Meyers, Grand, and Trunk, with a 2005 estimated median house value of \$22,500. This area's median housing values are slightly more than 50% of the zip code median and just less than 13% of the highest values in the area.

The area of second-lowest home values is bounded by Crozier, Eugene, Malcolm X, and Hatcher. With an estimated 2005 median value of \$26,500, this area is located close to areas with the third and fourth lowest median home values, generally along Interstate 45, U.S. Highway 175, and Pennsylvania. Together, these four block groups all have median home values of less than \$30,000.

Renter Occupancy

As with home values, there is substantial variation within the zip code in renter occupancy (see Figure 5). While renters account for 67.74% of occupied housing units, the zip code's block groups range from 31.5% to 86.3% renter occupied. Because studies have shown levels of home ownership to be related to community involvement, exploring these variations is crucial for targeting meaningful interventions.

Areas to the northwest of Warren and Lenway, as well as areas to the southeast of the railroad tracks, have some of the highest levels of renter occupancy in the area. The area to the east of State Highway 310, between Municipal and the railroad tracks, has the highest renter occupancy rate in the zip code – 86.3%. With one exception, the areas to the northwest of Lenway and Warren have renter occupancy rates between 60% and 80%. This area surrounds one of the lower rates in the area, the block group bounded by Grand, Malcolm X, Martin Luther King, and U.S. Highway 175, with 41% renter occupancy. Some of the lower renter occupancies in the zip code are on either side of the intersection of Hatcher and Malcolm X. The lower rates are located in the northern and southern quadrants of the intersection (with rates of 30% to 40%), while the higher rates are located in the eastern and western quadrants of the intersection.

EDUCATION

There is perhaps no greater equalizer for fully integrating into American society and many of its institutions than increased educational attainment. Recent studies suggest that the lifetime earning difference between a high school dropout and a college graduate is more than \$1.1 million, while the lifetime earning difference for a high school graduate and a person with a professional degree is \$3.4 million (U.S. Census Bureau, 2002).

The most recent data derived from the 2005 Claritas Marketing Estimates, as reflected in Table 5, reveal the following patterns for zip code 75215:

- In 2005, 54% of residents ages 25 and older in zip code 75215 reported finishing high school, compared with 70% for the city of Dallas.
- In 2005, 8% of residents reported finishing college in zip code 75215, compared with 28% for the city of Dallas
- Striking differences appear when educational attainment rates are examined by census tracts within zip code 75215.
- In 2005, 64% of residents ages 25 and older in census tract 29.00 reported never finishing high school—the highest high school dropout rate for any census tract in zip code 75215.
- In 2005, 66% of residents ages 25 and older in census tract 38.00 reported finishing high school—the highest graduation rate for any census tract in zip code 75215.
- Census tracts 33.00 and 34.00 reported having the highest college graduation rates (20% and 21%, respectively) for zip code 75215.
- Of the residents in zip code 75215, 18% reported having attended some college at some point in time—about 5 percentage points lower than the city's overall rate of 23%.

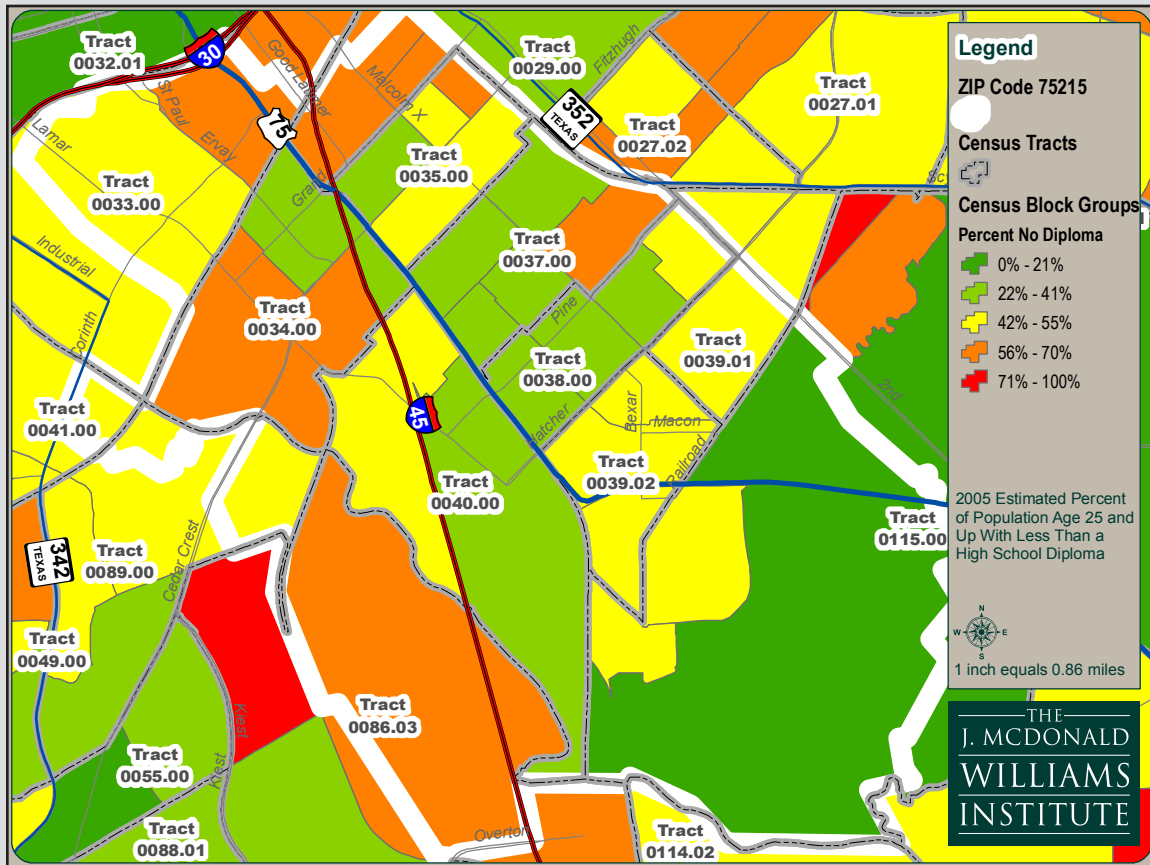
CIVIC ENGAGEMENT

Voter turnout in zip code 75215 closely reflected overall city turnout in both the 2004 presidential election and the November 2005 general election. In both the zip code and the city, electoral participation dropped by almost 10 percentage points

Table 5. Level of Education by Selected Tract, Zip Code, and City, 2005

Area	Population 25+ years	Less Than High School	High School Graduate	Some College	College Graduate
Tract 29.00	392	64.03%	35.97%	14.54%	0.00%
Tract 33.00	1560	53.46%	46.54%	13.21%	20.38%
Tract 34.00	997	49.25%	50.75%	11.33%	21.26%
Tract 35.00	1621	51.14%	48.86%	19.25%	7.71%
Tract 37.00	2338	39.99%	60.01%	21.09%	7.14%
Tract 38.00	1732	33.95%	66.05%	26.33%	5.08%
Tract 39.01	662	46.68%	53.32%	17.98%	9.06%
Tract 39.02	1205	47.22%	52.78%	17.84%	0.25%
Tract 40.00	990	40.91%	59.09%	21.41%	6.36%
Tract 115.00	1054	53.98%	46.02%	12.14%	0.76%
Zip Code 75215	12551	46.05%	53.95%	18.41%	8.32%
City of Dallas	766,839	29.79%	70.21%	23.07%	27.58%

Note: Some census tracts are partial tracts and only include the portion of the tract that falls within Zip Code 75215
Source: Claritas

**Figure 6. Percentage of Population with Less than High School Education, 2005****Table 6. Selected Voter Turnout Statistics by Zip Code and City**

	Zip Code 75215	City of Dallas
Voter Turnout - 2004 Presidential Election	23.61%	28.90%
Voter Turnout - 2005 November General Election	12.92%	20.08%
Ratio of Kerry Votes to Bush Votes, 2004	14.18:1	1.23:1

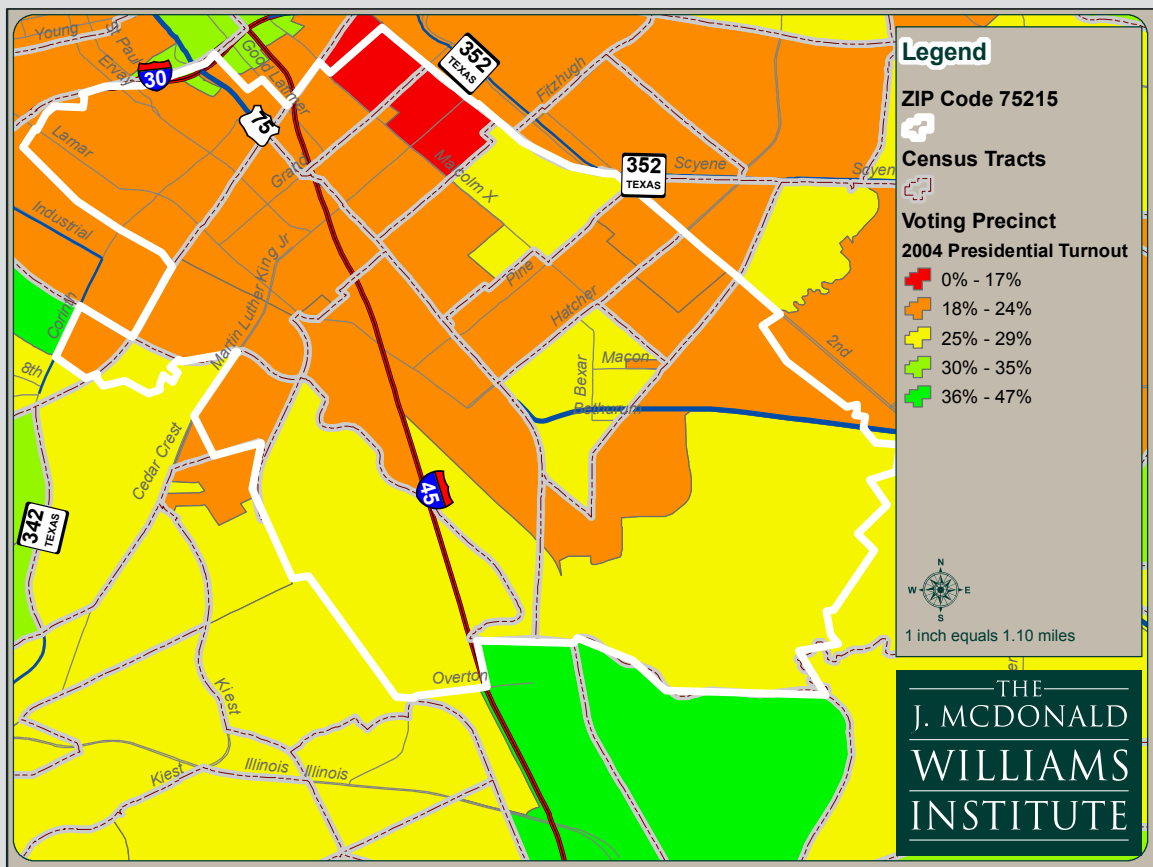


Figure 7. Voter Turnout by Precinct, 2004 Presidential Election

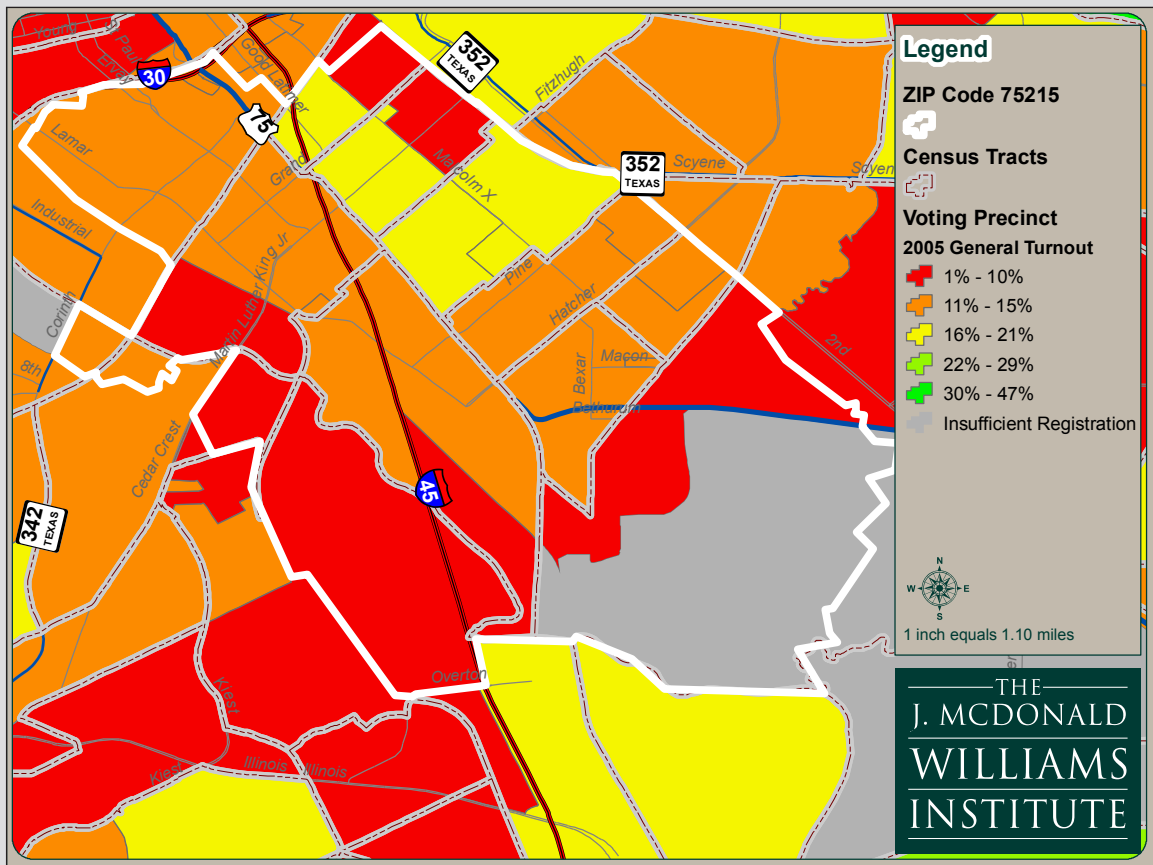


Figure 8. Voter Turnout by Precinct, 2005 General Election

from 2004 to 2005. Turnout for 75215 dropped from 23.61% in 2004 to 12.92% in 2005. Likewise, the city participation rate fell from 28.90% to 20.08%.

Analysis of the election results also shows interesting differences between the area and the city. While the city's voters supported Senator John Kerry for president (by a margin of 1.23 to 1), the support for Senator Kerry in 75215 was an overwhelming 14.18 to 1. The area's voters, however, do not appear to show as much enthusiasm for the current city administration as the city does. City voters in the November 2005 general election rejected Dallas Proposition 1, which would have strengthened the mayor's position in the mayor-city manager balance of power. The measure garnered just less than 50% of the vote. In zip code 75215, however, support was much lower, with only 11.29% of voters showing support for the proposition.

As Figure 7 indicates, turnout for the 2004 presidential election varied throughout the zip code. The lowest recorded turnout for 75232 was in Precinct 3343, with 16.35% of registered voters casting ballots. This precinct is located at the northern tip of zip code 75215, bounded by Oak, Trunk, Malcolm X, and Warren. Turnout generally increased from northwest to southeast across the ZIP code.

The marked decline in voter turnout from 2004 to 2005 is noticeable in Figure 8. Note that the colors are based on relative ranking, so orange represents 18-24% turnout in the 2004 presidential election and only 11-15% turnout in the 2005 general election, due to overall lower turnout in the 2005 election. In the 2005 election, as in 2004, the lowest voter turnout is concentrated in the northern portion of the zip code.

CRIME

In 2004, there were 42,814 personal crimes reported to the Dallas Police Department. These included calls for offenses such as murder, rape, robbery, and assault. An additional 117,786 property crimes (including theft, motor vehicle theft, and burglary) were reported (1). We believe that the location of a crime plays a major part in determining how it will affect the community;

therefore, some of the most devastating crimes are those that occur either in the residence or on or near residential property. In 2004, 19,951 of Dallas's personal crimes occurred on residential premises, resulting in a residential personal crime rate of 16.30 per 1,000 population, while 37,994 of the property offenses did, resulting in a citywide residential property crime rate of 31.04 per 1,000 population.

Within zip code 75215, there was considerable variation across census tracts in personal and property crimes. Figure 9 displays the personal crime victimization rate (per 1,000 population) for the census tracts in zip code 75215. As the figure indicates, rates of residential personal crime are at least twice the city average rate, with the highest rates in the areas to the north and southwest of the zip code.

A similar pattern is evident when considering residential property crime. As Figure 10 depicts, the lowest rates of residential property crime were found in the northern half of the zip code. Though they were relatively low, these green-shaded areas were roughly three times the city's average rate.

INCOME

In 2005, there were an estimated 7,361 households in the 75215 zip code. The estimated median income for these households was \$19,210, with more than 70% of households earning less than \$35,000, and more than 40% earning less than \$15,000. For the zip code as a whole, the median household income was only 45% of the city's estimated median income of \$42,491. In fact, the percentage unemployed in the zip code was estimated to be 23.35%, more than 3.5 times the 6.6% estimated for the city. A criticism of the unemployment rate, however, is that it excludes from the calculation those individuals who are unemployed and not looking for work. Inspecting the percentage of jobless residents (which reflects all persons not employed, whether or not they are seeking employment) reveals the zip code jobless rate was considerably higher than that of the city (66.51% versus 39.03%, respectively).

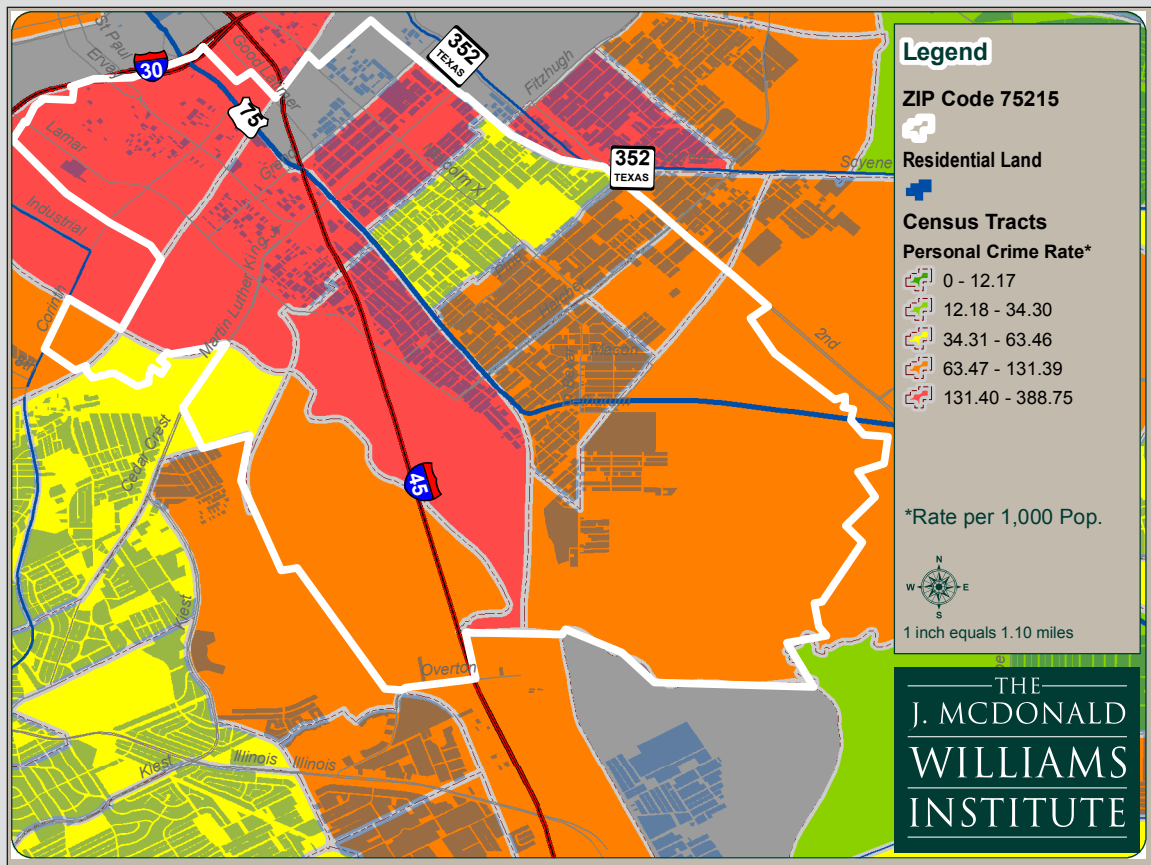


Figure 9. Residential Personal Crime Rate by Census Tract, 2004

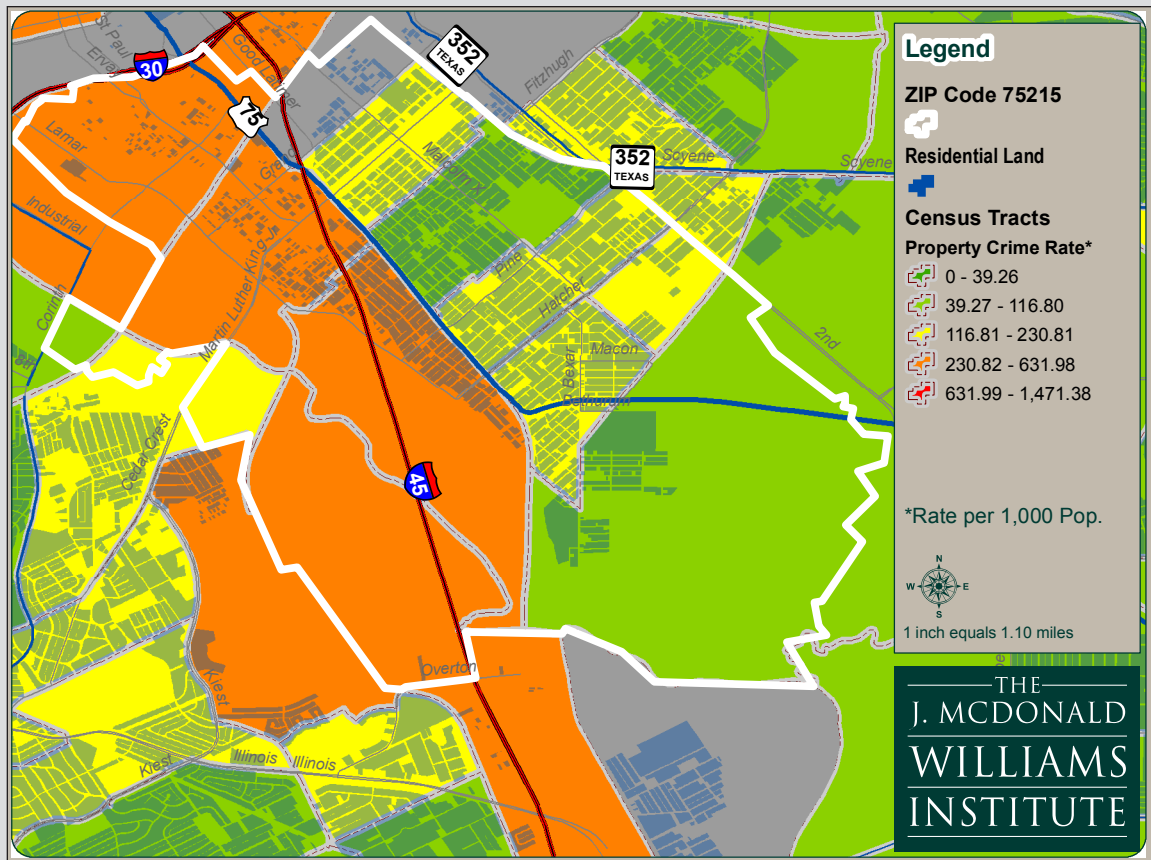


Figure 10. Residential Property Crime Rate by Census Tract, 2004

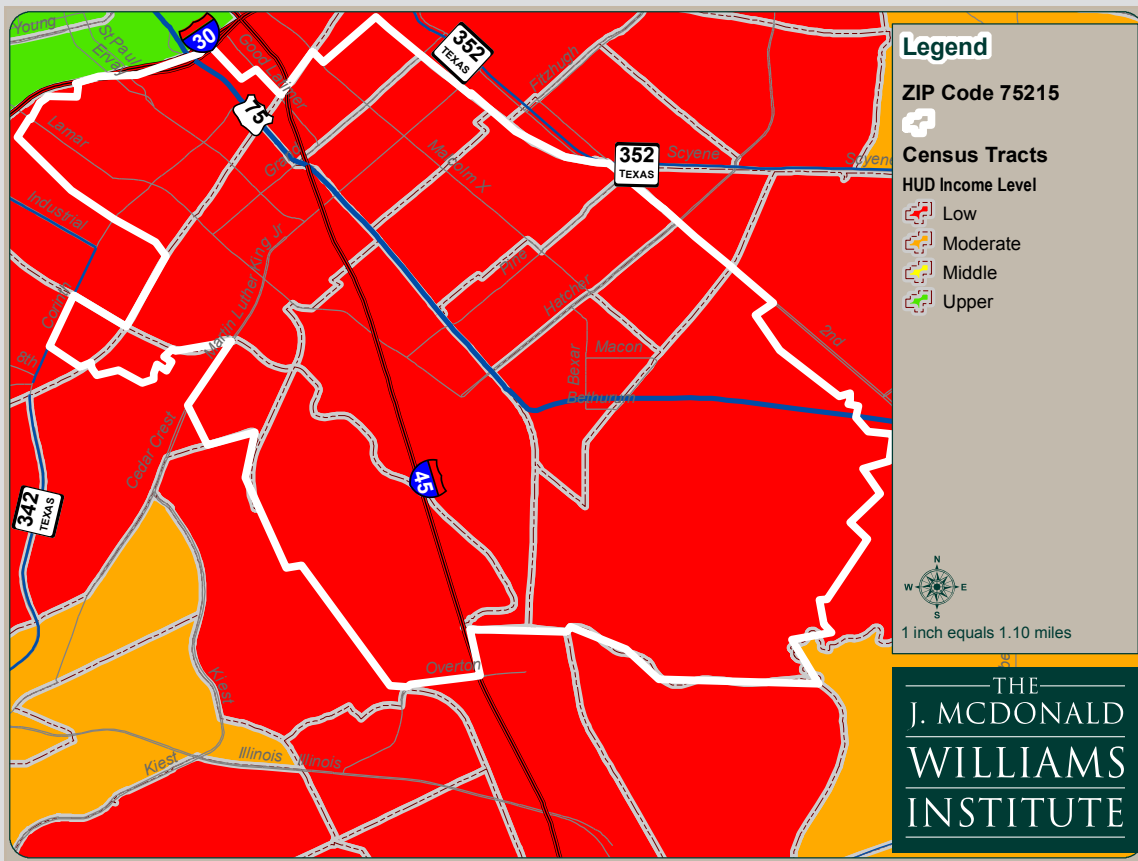


Figure 11. Ratio of Estimated Tract Median Family Income to Metropolitan Area Median Family Income, 2005

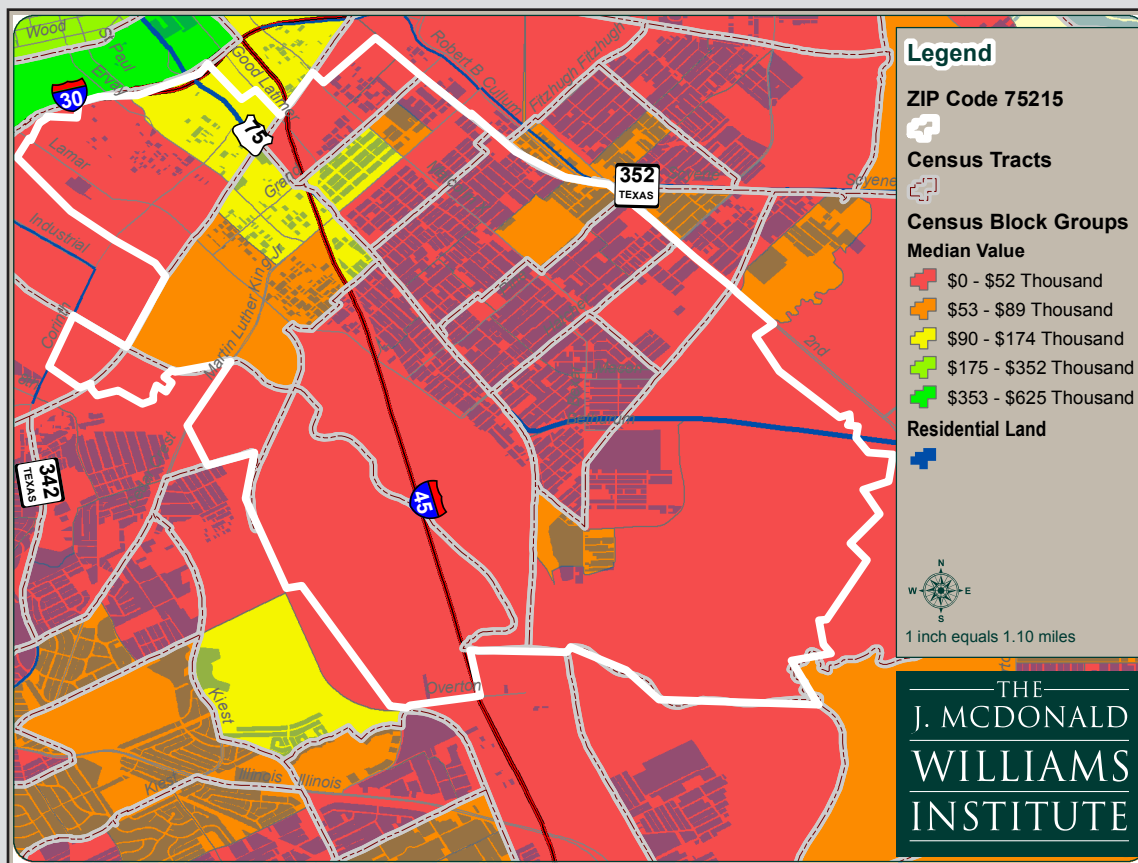


Figure 12. Estimated Median Household Income, 2005

We present two tools for within tract comparisons: (a) comparisons of family income from the U.S. Department of Housing and Urban Development, and (b) estimates of household median incomes.

HUD Income Comparisons

The U.S. Department of Housing and Urban Development (HUD) prepares annual estimates of median family income at the census tract level. For comparison purposes, each tract's median family income is expressed as a percentage of the median family income estimate for the entire Dallas metropolitan area, which was \$65,000 in 2005. Tracts whose median incomes are less than 50% of the area median are coded low-income tracts. Those whose median incomes fall between 50% and 80% of the area median are termed moderate-income, while those whose medians fall between 80% and 120% of the area median are labeled middle-income tracts. Finally, those whose median incomes exceed 120% of the area median are termed upper-income tracts.

Figure 11 presents the 2005 income comparison estimates for the tracts in and around zip code 75215. Within 75215, all areas are classified as low-income tracts. The tract with the highest median income is the area that is essentially between Interstate 45 and U.S. Highway 175, with an estimated median family income of \$27,031—only 48% of the area median.

Median Household Income

Exploring census block group variation in median household income allows us to be even more specific in our investigation of poverty and income. When inspecting the block group data presented in Figure 12, it becomes even more apparent that while lower income levels are prevalent throughout the area, they are concentrated in the eastern portion of the zip code. The block group with the lowest estimated median household income is the pocket southeast of Lamar and Municipal. The estimated median household income was \$9,182—less than 50% of that estimated for the zip code, and less than one quarter of the median household income in the city of Dallas.

CONCLUSION

This is a preliminary examination of issues in zip code 75215. The overall conclusion is that examining these issues only at the zip code level can mask significant differences that exist at the census tract and block group level. Certain areas within the 75215 zip code are doing well economically, while other areas are experiencing high poverty rates, low educational attainment rates, and low homeownership rates.

In summary, residents in this zip code face quality of life obstacles unlike most areas within the city of Dallas. Low rates of participation in the labor market, severe poverty, high rates of morbidity, and ineffective public policies have not given many of the residents in this zip code an equitable chance to pursue the American Dream.

Investments must be made in the precious human capital living in this zip code. All Dallas residents, regardless of where they live, deserve to experience good health, low crime rates, excellent schools, and a chance to earn a livable wage.

REFERENCES

Source*	Tables	Figures
(1) Claritas 2005 Estimates	1, 4	4,5,12
(2) Texas Dept. of State Health Services	2	1
(3) U.S. Internal Revenue Service	3	
(4) U.S. Census Bureau - County Business Patterns		2,3
(5) U.S. Census Bureau - Census 2000	5	6
(6) Dallas County Elections Department	6	7,8
(7) Dallas Police Department		9,10
(8) U.S. Department of Housing and Urban Development		11

*In-text references are noted by number of source in parentheses.

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THE J. MCDONALD WILLIAMS INSTITUTE

The J. McDonald Williams Institute, the research arm of the Foundation for Community Empowerment, is dedicated to conducting non-partisan outcomes research and public policy evaluation related to comprehensive community revitalization of low-income urban areas.

FCE, a 501(c)3 non-profit organization, was founded in 1995 by J. McDonald “Don” Williams, Chairman Emeritus of the Trammell Crow Company. FCE is a catalyst for the revitalization of low-income neighborhoods in Dallas through the empowerment of individuals, community- and faith-based organizations, and entire communities. FCE seeks to build bridges of opportunity, and to foster relationships where investments of money, time, people, and resources should be made.



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Analyze Dallas seeks to become a catalyst toward real progress and change in the city of Dallas and is based on the philosophy that measurement is followed by impact.



Detailed sub-city level data is presented for Dallas across eight categories:

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Education, Environment,
Health, Housing, and
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Analyze Dallas seeks to democratize information by making it widely available to all citizens and making it understandable to non-researchers and non-statisticians.

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