



Dallas Housing Coalition

# Bryan Tony

Executive Director  
Dallas Housing Coalition



# How did we form?

- Today, the Dallas Housing Coalition represents over 400 non- and for-profit organizations and individuals with a single mission: to advocate for the creation and preservation of attainable housing across the Dallas region for all.
- First meeting: July 2022
  - Gallery Walk facilitated by Dallas College to identify goals:
    - 1. Public Support and Investment for Attainable Housing
    - Zoning Reform
- Formally launched in June 2023 with 65 members at the time
- Funded by corporate and philanthropic support

Dallas needs

**\$200M**

allocated to affordable housing in the upcoming bond election.

## How did we form? (cont.)

- September 2023: received 501c3 letter of determination from IRS
- Fall 2023: hosted first round of Community Talks open to public
- May 2024: propositions G, H, and I passed for \$82M in bond funding
- August 2024: ForwardDallas 2.0 adopted (comprehensive land use plan)
- November 2024: inaugural Housing Summit hosted
- Spring 2025: 89th Texas Legislative Session mobilization
- May 2025: parking reform adopted
- Now we are on to Dallas Zoning Reform and our 2nd Annual Housing Summit featuring three days of programming!



# How do we activate our members?

- **Consistent Advocacy and Organizing Efforts**

- Mobilize and advocate on behalf of members to influence policies and programs at every level of influence, guided by our adopted public policy priorities
  - 89th Texas Legislative Session
  - Middle Housing Legalization
  - Council Candidate Education
  - Parking Reform
  - Anti-Displacement Toolkit Implementation
  - 2024 Bond & ForwardDallas 2.0 Oversight
- Assess forming a 501(c)(4) or PAC to endorse housing projects and candidates

- **Impactful Events, Meetings, Trainings, and Partnerships**

- Host one larger, open-to-the-public event per quarter:
  - Q1 – Parking Reform
  - Q2 – Council Candidate Forum
  - Q3 – Public-Private Partnerships
  - Q4 – 2nd Annual Housing Summit
- Partner with neighborhood-based organizations to build grassroots support for housing and reach Dallas residents, such as through “Community Talks”
- Participate in and help convene relevant meetings and trainings to strengthen Dallas’ organizational capacity, expertise, and infrastructure

# How do we activate our members? (cont.)

- **Robust Membership Engagement and Growth**

- Organize regular Member, Steering Committee, and Board meetings
- Engage our 275+ members using our adopted procedures and grow the Coalition
- Diversify corporate, philanthropic, and individual funding streams
- Design a Housing Development Internship Program for college and grad students

- **Informative Marketing, Communications, and Media Outreach**

- Publish monthly newsletter, timely e-blasts, and advocacy alerts
- Grow social media presence, including weekly “Housing for All” webinar series
- Maintain strong public relations and momentum to increase public consciousness

For more information about the Dallas Housing Coalition's 2025 programming, contact Bryan Tony, Executive Director, at [bryan@dallashousingcoalition.com](mailto:bryan@dallashousingcoalition.com) or 817-521-9403.



**Housing Day**  
*at the Dome*

# Housing Day at the Dome

- Organized inaugural “Housing Day at the Dome,” advocating for the passage of 8 different housing bills and expressing opposition to HB 32/SB 38
  - Bussed 45+ members to/from the Capitol
  - Included speaking and networking opportunities with other statewide organizations and individuals involved in housing
- Hosted two prep calls to get statewide members engaged and prepared
  - Agreed to use one cover page with all participating orgs listed
  - Provided all participants with prep guides that include teams, office assignments, meeting flow, talking points, and social media toolkit
- Created a digital press kit and put out a media advisory to raise public awareness and increase legislative support for housing bills
- Received a House resolution from Representative Rafael Anchia and hosted Senator Nathan Johnson over lunch

# Housing Day at the Dome



## “Day at the Dome” Social Media Toolkit

May 6, 2025

To help amplify our message and advocacy efforts, we are providing tools to use on your personal and/or organization's social media channels.



### Instagram Reel Teaser

Attendees and their organizations will be tagged and encouraged to share on their feeds.



### Social Media “Sticker”

Can be used on Instagram and Facebook “Stories.”

## #HASHTAG

### Official Hashtags

#TXLege  
#HousingDayattheDome



### Editable Graphics

Social media graphics to highlight quotes/stats about housing. Sized for in-feed and Stories.

# Housing Day at the Dome



## “Day at the Dome” Sticker and Graphic Instructions

May 6, 2025

Use these tools to brand and customize your content to help us centralize and coordinate our advocacy in the social media space.



**1. Tap the Sticker Icon**  
This will appear after you load an image to your Stories.



**2. Select the Photo box**  
This will take you to your camera roll where you can upload a pic.



**3. Size and customize**  
Position your pic and add text, the official hashtag, stickers or music.

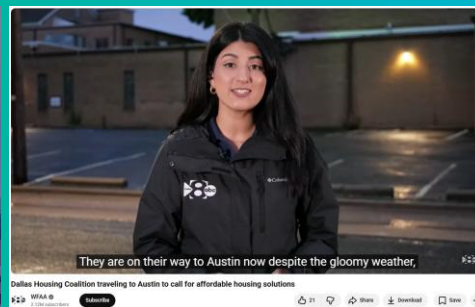
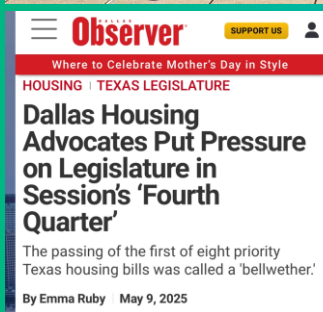


**4. Tag @DallasHousingCoalition**  
Tap the sticker icon again and select the @mention box.



**5. Customize in Canva**  
If you have access to Canva, customize the in-feed post with quotes or stats.

# Housing Day at the Dome



Dallas is  
**BIG ENOUGH**  
for everyone.



Dallas Housing Coalition



# Dallas Housing Coalition

Plus 350 Other Organizations and Individuals



# NEIGHBORHOOD COMMUNITY TALKS

## Dallas Zoning 101



**DESIREE  
POWELL**

Do Right by  
the Streets



**JENNIFER  
RANGEL**

RAYO  
Planning



**BRANDON  
PALANKER**

3BL  
Strategies

Wednesday, October 1  
Thursday, October 2  
Tuesday, October 7  
Thursday, October 9  
Monday, October 20  
Tuesday, October 21  
Wednesday, October 22  
Thursday, October 23  
Monday, October 27  
Monday, November 3  
Tuesday, November 4  
Monday, November 10  
Wednesday, November 12

West Dallas  
Oak Cliff  
Bachman Lake  
Pleasant Grove  
South Dallas  
Vickery Meadow  
South Oak Cliff  
East Oak Cliff  
Virtual  
North Dallas  
East Dallas  
Casa Linda/View  
Uptown-Oak Lawn

Register at [bit.ly/dallastalkszoning](https://bit.ly/dallastalkszoning)

All events will take place from 6 PM - 7:30 PM

[bit.ly/dallastalkszoning](https://bit.ly/dallastalkszoning)



bitly



Second Annual

Dallas Housing Coalition

# HOUSING SUMMIT

University of  
North Texas at Dallas



**FRIDAY  
NOVEMBER 21**  
8:30 AM - 4 PM

*This Year's Theme*  
Growth Without Displacement

**#DALLASHOUSINGSUMMIT25**

## EVENT HIGHLIGHTS

- KEYNOTE SPEAKERS
- BREAKOUT SESSIONS
- LUNCH + RECEPTION
- EXHIBITORS



Tickets available at [bit.ly/DHCsummit25](https://bit.ly/DHCsummit25)

Join us for a day of insightful dialogue, valuable networking, and forward-thinking solutions to address our community's housing challenges.

This summit will gather experts, decision-makers, and local advocates dedicated to creating more affordable housing options.

Be part of the movement to transform housing in Dallas. Don't miss your chance to contribute to valuable conversations shaping our future.

[bit.ly/DHCsummit25](https://bit.ly/DHCsummit25)



bitly

Use code **"COMMUNITYTALK"**  
for free admission



# CALLING ALL DALLAS RESIDENTS

## Resident Housing Summit



**JENNIFER RANGEL**

RAYO Planning

**DESIREE POWELL**

Do Right by the Streets

**BRANDON PALANKER**

3BL Strategies

**9 AM - 1 PM, Saturday, November 22**

**St. Paul United Methodist Church**  
**1816 Routh Street, Dallas, TX 75201**

Register at [bit.ly/DHCresidentsummit](https://bit.ly/DHCresidentsummit)



[bit.ly/DHCresidentsummit](https://bit.ly/DHCresidentsummit)



bitly

**Free to attend**

# Ways to Support

## Show Up & Speak at Upcoming City of Dallas Meetings

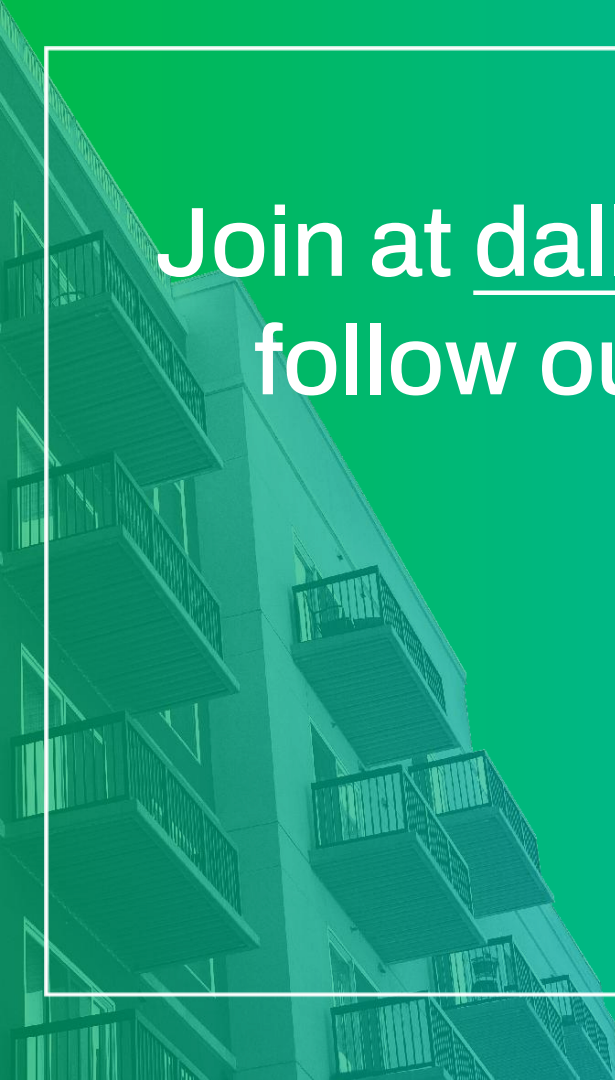
- Spring 2026: Public Draft Code 1.0
- Summer 2026: Open houses, engagement, information material
- Fall 2026: Public Draft 2.0 (Redline), workshops
- Winter 2026 - 2027: Begin public hearings + adoption process

## Contact your City Councilmember

- [bit.ly/DHC-contact](https://bit.ly/DHC-contact)
- List of Zoning Ordinance and Advisory Committee (ZOAC) and City Plan Commission (CPC) members available on City of Dallas Planning and Development Department [website](#)

## Attend Events

- Future “Pack City Halls” and advocacy opportunities TBA



# Join at [dallashousingcoalition.com](https://dallashousingcoalition.com) & follow our social media channels



Dallas Housing Coalition



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