City of Dallas Council District Economic Fact Sheet
Data Sources & Methodology

Last Updated: January 2020

Purpose

This document addresses the Office of Economic Development (OED) methodology for creating the 2019 edition of the Council District Economic Fact Sheets. These fact sheets report yearly economic and real estate development-related estimates for council district level geography. Fact sheets are distributed through council member offices as well as online at the OED web site at http://www.DallasEcoDev.org/fact_sheets.

Methodology

All baseline data used in the Council District Economic Fact Sheets, except for real property value and construction activity, have been taken from third party subscriptions of the Research and Information division.

New Construction Activity: New construction activity numbers are calculated by OED based on data supplied by the City of Dallas Department of Sustainable Development & Construction.

The non-residential category for new construction activity includes non-taxable government projects, such as new schools and libraries.

Jobs & Business Estimates: The values in the Jobs and Business section are derived from multiple sources. The district employment estimates (total jobs in the District) uses key inputs from the U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) Program, ReferenceUSA employment by location data, and industry standard employment to square footage ratios from the Urban Land Institute (ULI) applied to CoStar data by category.

Ratios between the City of Dallas and Dallas-Plano-Irving Metropolitan Division are calculated using 2017 LEHD employment values by place of work and ReferenceUSA. The ratio is applied to the broad estimate (Dallas-Plano-Irving Metropolitan Division Current Employment Statistics - CES). Then, since these various data sources do not include self-employment figures, the City of Dallas' share of Dallas County Non-employer Statistics is estimated and added with the calculated values.

The method of creating the ratio begins with creating a GIS database dataset. The LEHD and data is entered as polygon feature at the block level. ReferenceUSA data is entered as a point feature on the ArcGIS. Shapefiles for each are created at the Dallas-Plano-Irving Metropolitan Division, City of Dallas, and Council District levels.

Differences in this year's district employment estimates when compared to the past year are due to data revisions in the source data sets as well as actual changes.

OED estimates the unemployment rate for Council Districts. The unemployment rate for each council district has been calculated by multiplying the national unemployment rate for each education level by the Council District share of population at each education level. All district sub-estimates are proportionally adjusted using the citywide unemployment rate as a control total.

Industry Sector: The values in the Industry Sector sub-section are derived from ReferenceUSA. District Business Number (Firm Count) and District Jobs (Locational Employment) information are obtained from business record data provided by ReferenceUSA translated into a GIS database by OED staff. All private sector firms and associated locational employment and grouped by Council District location and further grouped by firm's North American Industry Classification System (NAICS) Supersector category. Percentage shares of the City's private sector NAICS Supersector categories for each Council District are calculated for both Business and Jobs.

Real Property Taxable Value: Real property value estimates are provided by City of Dallas Enterprise GIS and calculated by OED staff, based upon data provided by the three appraisal districts comprising the city: Dallas Central Appraisal District, Collin Central Appraisal District, and Denton Central Appraisal District.

Commercial Real Estate: The square footage estimates are extrapolated from CoStar International's real estate database translated into a GIS database by OED staff. The retail, office, and industrial / flex categories are assigned by CoStar to each building. CoStar's definitional changes in 2013 required adjustments to the categories by re-integrating data now found in special CoStar categories into their original categories.