

Council District Economic Fact Sheet Data Sources & Methodology

City of Dallas Office of Economic Development Research Report

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Purpose

This document addresses the Office of Economic Development (OED) methodology for creating Council District 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.dallas-ecodev.org>

Methodology

All 2010 basic 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.

For 2011, the Fact Sheets no longer include in-house demographic estimates. The results of the 2010 US Census, as reported to Dallas City Council by the city's Redistricting Project, have replaced OED's demographic estimates.

Real Property Taxable Value. New for 2011, real property value estimates are provided as calculated by the City of Dallas City GIS Group, 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.

New Construction Activity. New construction activity numbers are supplied by the City of Dallas Department of Sustainable Development & Construction. A new system to improve accuracy through a series of checks and corrections reduces the viability of comparisons to numbers reported on previous editions of the Fact Sheets.

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

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.

Employment & Jobs. The data in the 2009 Jobs and Businesses section is derived from multiple sources. District Business Number (Firm Count) information is obtained from point data downloaded from Dunn and Bradstreet.

The district employment estimates (Total jobs in the District) use key inputs from the U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) Program, CoStar Commercial Real Estate Analytic Information and D&B survey data.

Three ratios from the different data sources are calculated. This is due to the various degree of difference in precision and frequency between available data sources (D&B, CoStar, and Local Employment Dynamics). Each ratio is applied to the broad estimate (Dallas-Plano-Irving Metropolitan Division Current Employment Statistics - CES) creating three separate estimates. The separate estimates are averaged. 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 average.

The method of creating each ratio begins with creating GIS databases for each dataset. D&B and CoStar data are entered as point data while the Local Employment Dynamics (LED) data is entered as polygon data at the block group level. Shapefiles for each are created at the Dallas Division, City of Dallas, and Council District levels. While D&B and LED data contain employment values, CoStar data contains occupied square footage by property type. Employment levels are calculated from worker per square foot averages derived by commercial real estate consultants Torto-Wheaton.

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.

Unemployment for Council Districts must be estimated by OED because federal and state sources do not produce values at this level. 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-estimated are proportionally adjusted using citywide unemployment as a control total.

This report was prepared by the City of Dallas Office of Economic Development Research and Information Division.
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