



# Memorandum

**Date:** July 16, 2025  
**To:** Mark Israelson, City Manager  
**From:** Curtis Howard, Director of Neighborhood Services  
**Subject:** City of Plano Housing Study

**Background:**

The City Council approved a contract with RKG Associates on May 22, 2023, for development of a Strategic Housing Plan. The project was approved with four (4) phases:

- Review of City Data, including stakeholder meetings and focus groups;
- Development of a Housing Needs Assessment;
- Current Initiatives/Tools and Gap Analysis; and
- Housing Action Plan.

In December 2023, the scope of the project was expanded to include a broader focus on the jobs-housing balance to better understand the context of job creation and housing development within the greater Dallas Metroplex region. With the expanded scope, the focus shifted to conducting an in-depth housing study that analyzes the City of Plano’s current state of housing in consideration of regional housing concerns.

The Housing Study projects future housing needs in light of future job growth, while acknowledging existing City of Plano Housing initiatives. Additionally, it provides recommendations to address housing concerns highlighted in the analysis.

**Next Steps:**

The Housing Study will replace the 2018 Housing Trends Analysis previously conducted and serve as guidance for future housing plans and programs.

**CC:** Sam Greif, Deputy City Manager  
Shanette Eaden, Housing and Community Services Manager