

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, DECEMBER 12, 2022

22-0019

WORKFORCE EDUCATION & EQUITY COMMITTEE
CITY COUNCIL CHAMBER, CITY HALL/VIDEO CONFERENCE
COUNCILMEMBER JAYNIE SCHULTZ, PRESIDING

PRESENT: [7] Schultz, *Thomas (**9:06 a.m.), Moreno, *Resendez, Narvaez (**9:16 a.m.), *McGough, Blackmon (**9:03 a.m.)

ABSENT: [0]

The meeting was called to order at 9:02 a.m. with a quorum of the committee present.

The meeting agenda, posted in accordance with Chapter 551, "OPEN MEETINGS," of the Texas Government Code, was presented.

After all business properly brought before the committee had been considered, the meeting adjourned at 10:55 a.m.

Chair

ATTEST:

City Secretary Staff

Date Approved

The agenda is attached to the minutes of this meeting as EXHIBIT A.

The actions taken on each matter considered by the committee are attached to the minutes of this meeting as EXHIBIT B.

The briefing materials are attached to the minutes of this meeting as EXHIBIT C.

***Note: Members of the Committee participated in this meeting by video conference.**

**** Note: Indicates arrival time after meeting called to order/reconvened.**

RECEIVED

2022 DEC -8 PM 4:13

CITY SECRETARY
DALLAS, TEXAS

City of Dallas

1500 Marilla Street,
Council Chambers, 6th Floor
Dallas, Texas 75201

Public Notice

221148

POSTED CITY SECRETARY
DALLAS, TX



Workforce, Education, and Equity Committee

December 12, 2022

9:00 AM

(For General Information and Rules of Courtesy, Please See Opposite Side.)

(La Información General Y Reglas De Cortesía Que Deben Observarse

Durante Las Asambleas Del Consejo Municipal Aparecen En El Lado Opuesto, Favor De Leerlas.)

2022 CITY COUNCIL APPOINTMENTS

| COUNCIL COMMITTEE | |
|--|---|
| ECONOMIC DEVELOPMENT Atkins (C), Arnold (VC), McGough, Narvaez, Resendez, West, Willis | ENVIRONMENT AND SUSTAINABILITY Blackmon(C), Ridley (VC), Arnold, Bazaldua, Resendez, Schultz, West |
| GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT Mendelsohn (C), Willis (VC), Atkins, Bazaldua, McGough, Ridley, West | HOUSING AND HOMELESSNESS SOLUTIONS Thomas (C), Moreno (VC), Arnold, Blackmon, Mendelsohn, Ridley, Schultz |
| PUBLIC SAFETY McGough (C), Mendelsohn (VC), Atkins, Moreno, Resendez, Thomas, Willis | QUALITY OF LIFE, ARTS, AND CULTURE Bazaldua (C), West (VC), Arnold, Blackmon, Narvaez, Ridley, Thomas |
| TRANSPORTATION AND INFRASTRUCTURE Narvaez (C), Atkins (VC), Bazaldua, Mendelsohn, Moreno, Schultz, Willis | WORKFORCE, EDUCATION, AND EQUITY Schultz (C), Thomas (VC), Blackmon, McGough, Moreno, Narvaez, Resendez |
| AD HOC JUDICIAL NOMINATING COMMITTEE Resendez (C), Arnold, Bazaldua, Ridley, Thomas, West, Willis | AD HOC LEGISLATIVE AFFAIRS Atkins (C), McGough, Mendelsohn, Narvaez, Willis |
| AD HOC COMMITTEE ON PROFESSIONAL SPORTS RECRUITMENT AND RETENTION Johnson (C), Atkins, Bazaldua, Blackmon, Thomas | AD HOC COMMITTEE ON GENERAL INVESTIGATING & ETHICS Mendelsohn (C), Atkins, Blackmon, McGough, Schultz |
| AD HOC COMMITTEE ON ADMINISTRATIVE AFFAIRS Willis (C), McGough, Moreno, Schultz, West | |

(C) – Chair, (VC) – Vice Chair

General Information

The Dallas City Council regularly meets on Wednesdays beginning at 9:00 a.m. in the Council Chambers, 6th floor, City Hall, 1500 Marilla. Council agenda meetings are broadcast live on WRR-FM radio (101.1 FM) and on Time Warner City Cable Channel 16. Briefing meetings are held the first and third Wednesdays of each month. Council agenda (voting) meetings are held on the second and fourth Wednesdays. Anyone wishing to speak at a meeting should sign up with the City Secretary's Office by calling (214) 670-3738 by 5:00 p.m. of the last regular business day preceding the meeting. Citizens can find out the name of their representative and their voting district by calling the City Secretary's Office.

Sign interpreters are available upon request with a 48-hour advance notice by calling (214) 670-5208 V/TDD. The City of Dallas is committed to compliance with the Americans with Disabilities Act. **The Council agenda is available in alternative formats upon request.**

If you have any questions about this agenda or comments or complaints about city services, call 311.

Rules of Courtesy

City Council meetings bring together citizens of many varied interests and ideas. To insure fairness and orderly meetings, the Council has adopted rules of courtesy which apply to all members of the Council, administrative staff, news media, citizens and visitors. These procedures provide:

- That no one shall delay or interrupt the proceedings, or refuse to obey the orders of the presiding officer.
- All persons should refrain from private conversation, eating, drinking and smoking while in the Council Chamber.
- Posters or placards must remain outside the Council Chamber.
- No cellular phones or audible beepers allowed in Council Chamber while City Council is in session.

"Citizens and other visitors attending City Council meetings shall observe the same rules of propriety, decorum and good conduct applicable to members of the City Council. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the City Council or while

Información General

El Ayuntamiento de la Ciudad de Dallas se reúne regularmente los miércoles en la Cámara del Ayuntamiento en el sexto piso de la Alcaldía, 1500 Marilla, a las 9 de la mañana. Las reuniones informativas se llevan a cabo el primer y tercer miércoles del mes. Estas audiencias se transmiten en vivo por la estación de radio WRR-FM 101.1 y por cablevisión en la estación *Time Warner City Cable* Canal 16. El Ayuntamiento Municipal se reúne en el segundo y cuarto miércoles del mes para tratar asuntos presentados de manera oficial en la agenda para su aprobación. Toda persona que desee hablar durante la asamblea del Ayuntamiento, debe inscribirse llamando a la Secretaría Municipal al teléfono (214) 670-3738, antes de las 5:00 pm del último día hábil anterior a la reunión. Para enterarse del nombre de su representante en el Ayuntamiento Municipal y el distrito donde usted puede votar, favor de llamar a la Secretaría Municipal.

Intérpretes para personas con impedimentos auditivos están disponibles si lo solicita con 48 horas de anticipación llamando al (214) 670-5208 (aparato auditivo V/TDD). La Ciudad de Dallas se esfuerza por cumplir con el decreto que protege a las personas con impedimentos, *Americans with Disabilities Act*. **La agenda del Ayuntamiento está disponible en formatos alternos si lo solicita.**

Si tiene preguntas sobre esta agenda, o si desea hacer comentarios o presentar quejas con respecto a servicios de la Ciudad, llame al 311.

Reglas de Cortesía

Las asambleas del Ayuntamiento Municipal reúnen a ciudadanos de diversos intereses e ideologías. Para asegurar la imparcialidad y el orden durante las asambleas, el Ayuntamiento ha adoptado ciertas reglas de cortesía que aplican a todos los miembros del Ayuntamiento, al personal administrativo, personal de los medios de comunicación, a los ciudadanos, y a visitantes. Estos reglamentos establecen lo siguiente:

- Ninguna persona retrasará o interrumpirá los procedimientos, o se negará a obedecer las órdenes del oficial que preside la asamblea.
- Todas las personas deben abstenerse de entablar conversaciones, comer, beber y fumar dentro de la cámara del Ayuntamiento.
- Anuncios y pancartas deben permanecer fuera de la cámara del Ayuntamiento.
- No se permite usar teléfonos celulares o enlaces electrónicos (*paggers*) audibles en la cámara del Ayuntamiento durante audiencias del Ayuntamiento Municipal

"Los ciudadanos y visitantes presentes durante las

attending the City Council meeting shall be removed from the room if the sergeant-at-arms is so directed by the presiding officer, and the person shall be barred from further audience before the City Council during that session of the City Council. If the presiding officer fails to act, any member of the City Council may move to require enforcement of the rules, and the affirmative vote of a majority of the City Council shall require the presiding officer to act." Section 3.3(c) of the City Council Rules of Procedure.

asambleas del Ayuntamiento Municipal deben de obedecer las mismas reglas de comportamiento, decoro y buena conducta que se aplican a los miembros del Ayuntamiento Municipal. Cualquier persona que haga comentarios impertinentes, utilice vocabulario obsceno o difamatorio, o que al dirigirse al Ayuntamiento lo haga en forma escandalosa, o si causa disturbio durante la asamblea del Ayuntamiento Municipal, será expulsada de la cámara si el oficial que este presidiendo la asamblea así lo ordena. Además, se le prohibirá continuar participando en la audiencia ante el Ayuntamiento Municipal. Si el oficial que preside la asamblea no toma acción, cualquier otro miembro del Ayuntamiento Municipal puede tomar medidas para hacer cumplir las reglas establecidas, y el voto afirmativo de la mayoría del Ayuntamiento Municipal precisara al oficial que este presidiendo la sesión a tomar acción." Según la sección 3.3 (c) de las reglas de procedimientos del Ayuntamiento.

Handgun Prohibition Notice for Meetings of Governmental Entities

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistola oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."

"Pursuant to Section 46.03, Penal Code (places weapons prohibited), a person may not carry a firearm or other weapon into any open meeting on this property."

"De conformidad con la Sección 46.03, Código Penal (coloca armas prohibidas), una persona no puede llevar un arma de fuego u otra arma a ninguna reunión abierta en esta propiedad."

The City Council Workforce, Education, and Equity Committee meeting will be held by videoconference and in the Council Chambers, 6th Floor at City Hall.

The public is encouraged to attend the meeting virtually; however, City Hall is available for those wishing to attend the meeting in person following all current pandemic-related public health protocols.

The following videoconference link is available to the public to listen to the meeting and Public Affairs and Outreach will also stream the City Council Workforce, Education, and Equity Committee on Spectrum Cable Channel 95 and [bit.ly/cityofdallastv](https://dallascityhall.webex.com/dallascityhall/j.php?MTID=m417cf44e6fb895ebd83c6b15d7044271).

<https://dallascityhall.webex.com/dallascityhall/j.php?MTID=m417cf44e6fb895ebd83c6b15d7044271>

Call to Order

MINUTES

1. [22-2898](#) Approval of the November 14, 2022 Workforce, Education, and Equity Committee Meeting Minutes

Attachments: [Minutes](#)

BRIEFING ITEMS

- A. [22-2904](#) Targeted Eviction Prevention Program
[Ashley Brundage, Executive Director of Housing Stability and Senior Vice President of Community Impact, United Way of Metropolitan Dallas; Dena L. Jackson, Ph.D. Chief Strategy Officer, Texas Women's Foundation; Ivanna Neri, Partnership Director, UpTogether]

Attachments: [Presentation](#)

- B. [22-2907](#) Workforce Initiatives Update
[Joyce Williams, Director, Small Business Center]

Attachments: [Presentation](#)

- C. [22-2899](#) Dallas City of Learning - Empowering Youth Agency, Learning, and Earning
[Byron Sanders, President & CEO Big Thought; Erin Offord, Chief of Programs and Learning Systems; Greg MacPherson, Chief of Big Thought Institute]

Attachments: [Presentation](#)

BRIEFING MEMORANDUMS

- D. [22-2909](#) Implementation of City of Dallas Employee Child Care Subsidy and Parental Leave
[Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office]

Attachments: [Memorandum](#)

- E. [22-2910](#) Equitable Engagement Framework
[Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office]

Attachments: [Memorandum](#)

- F. [22-2912](#) Upcoming Office of Community Care Agenda Item - Foremost Family Health Lease Amendment
[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's Office]

Attachments: [Memorandum](#)

ADJOURNMENT

EXECUTIVE SESSION NOTICE

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex Govt. Code §551.089]

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, DECEMBER 12, 2022

EXHIBIT A

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, DECEMBER 12, 2022

EXHIBIT B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

DECEMBER 12, 2022

Item 1: Approval of the November 14, 2022 Workforce, Education, and Equity Committee Meeting Minutes

Councilmember Moreno moved to adopt the minutes as presented.

Motion seconded by Councilmember Resendez and unanimously adopted. (Thomas, Narvaez, Blackmon absent when vote taken)

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

DECEMBER 12, 2022

BRIEFING ITEMS

Item A: Targeted Eviction Prevention Program

The following individuals briefed the committee on the item:

- Liz Cedillo-Pereria, Assistant City Manager, City Manager's Office;
- Ashley Brundage, Executive Director of Housing Stability and Senior Vice President of Community Impact, United Way of Metropolitan Dallas;
- Dena L. Jackson, Ph.D. Chief Strategy Officer, Texas Women's Foundation; and
- Ivanna Neri, Partnership Director, UpTogether

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

DECEMBER 12, 2022

BRIEFING ITEMS

Item B: Workforce Initiatives Update

The following individuals briefed the committee on the item:

- Joyce Williams, Director, Small Business Center; and
- Kim Tolbert, Deputy City Manager, City Manager's Office

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

DECEMBER 12, 2022

BRIEFING ITEMS

Item C: Dallas City of Learning - Empowering Youth Agency, Learning, and Earning

The following individuals briefed the committee on the item:

- Liz Cedillo-Pereria, Assistant City Manager, City Manager's Office;
- Byron Sanders, President & CEO, Big Thought;
- Erin Offord, Chief of Programs and Learning Systems, Big Thought; and
- Greg MacPherson, Chief, Big Thought Institute

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

DECEMBER 12, 2022

BRIEFING MEMORANDUMS

Item D: Implementation of City of Dallas Employee Child Care Subsidy and Parental Leave

Item E: Equitable Engagement Framework

Item F: Upcoming Office of Community Care Agenda Item - Foremost Family Health Lease Amendment

The committee discussed the items.

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, DECEMBER 12, 2022

EXHIBIT C



TARGETED EVICTION PREVENTION PROGRAM



INTRODUCTIONS



Ashley Brundage
United Way of
Metropolitan Dallas



Ivanna Neri
UpTogether



Dena Jackson, PhD
Texas Women's
Foundation

WHAT IS THE TARGETED EVICTION PREVENTION PROGRAM?

The Targeted Eviction Prevention Program seeks to support high mobility schools and their families with resources and interventions so families can stay securely in their homes, and kids benefit from staying in their schools.

- Launched in January 2022

We worked closely with CPAL to analyze eviction data and identify the highest concentrations of eviction filings and compared that to elementary schools with high rates of middle-of-year student moves.

Primary audience is families who have children at one of the following schools:

- Billy Dade Middle School
- Joseph J. Rhoads Learning Center
- Dr. Martin Luther King Learning Center
- Elisha M. Pease Elementary School
- J.N. Ervin Elementary School

HOW DOES TEPP WORK?

We are investing \$3,000 per year (\$250/month) in 500 households for up to three years, dependent on fundraising.

- **Timeframe:** *36 months*
Members were enrolled and received their first payment between December 2021 and April 2022 and will receive their last payment between December 2024 and April 2025.
- **Also provides:**
 - Wrap-around services
 - Housing specialist with office hours
 - Resource repository and training for school staff



IMPACT CREATED THROUGH THE STRENGTH-BASED APPROACH

1. **Access to unrestricted cash increases people's financial stability and overall well being.**
2. **Research on similar models shows the impacts people create with unrestricted cash:**
 - Better health
 - Increased employment
 - Increased education
 - Improved financial security
 - Stable housing
 - Reduced poverty



“Thanks to the UpTogether Community platform, I was able to reach out to connect with others who shared the same interests as me. Quickly connecting with a local community member who shared some of the goals as me, we shared helpful resources and information with one another while providing a support system to achieve and reach goals. Being able to provide help to a community member is very rewarding and uplifting.”

- UpTogether member

THE UNRESTRICTED CASH MOVEMENT

- Based on data from the first year of the [Magnolia Mother's Trust](#) - which is providing \$1,000/month for a year to Black mothers living in poverty in Jackson, Miss. - 75% of mothers reported they were able to prepare three meals per day for their families, compared to 32% before the payments began. 85% said they completed a high school education by earning their GED, while just 63% had previously.
- [The findings from the first year](#) of the guaranteed income project in Stockton, Calif., in which 125 residents are receiving \$500/month for 24 months, showed that guaranteed income:
 - Reduced income volatility: The income of those receiving the guaranteed income fluctuated by 46.4% monthly while the control group's monthly income fluctuated by 67.5% - which equates to 1.5x more income volatility.
 - Increased employment: Over one year, the percentage of individuals in the pilot who had full-time employment increased from 28% to 40%. The control group only showed a 5% increase.
- [A pilot in Vancouver, Canada](#), where 50 individuals who were newly experiencing homelessness received a one-time cash payment of \$7,500, showed that they moved into stable housing faster and spent fewer days homeless than a control group.
- A [2021 study from the Urban Institute](#) showed that government aid prompted by COVID-19 will cut poverty by almost 45% from pre-pandemic levels, and will push the percentage of Americans in poverty to the lowest level on record. The three programs that had the greatest impact on cutting poverty were stimulus checks, increased food stamps, and expanded unemployment insurance. Due to this increased government aid, poverty has fallen most among children, but the decrease has been shown across Americans who are white, Black, Latino and Asian, and across every age group and state.

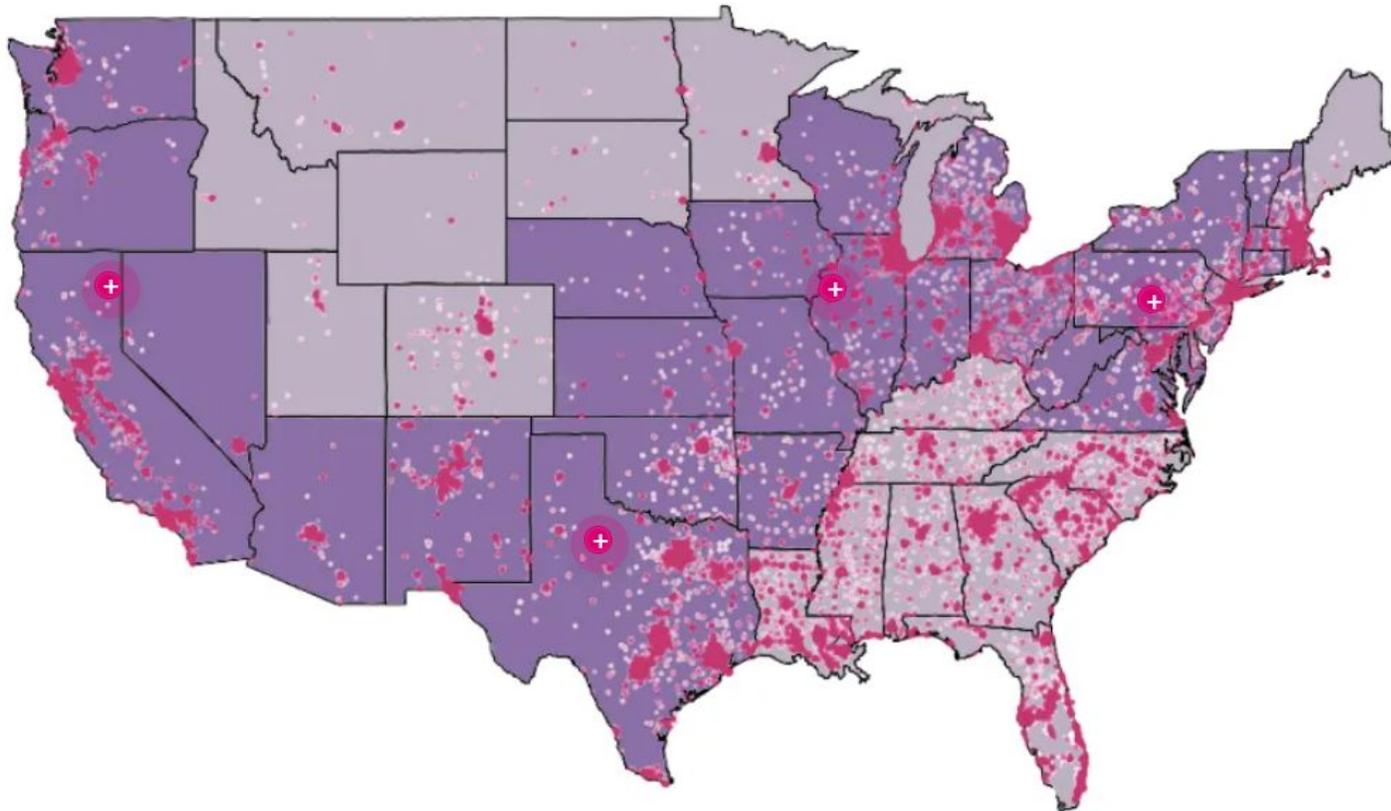
COMMUNITY, CAPITAL, AND CHOICE

SOURCE: UPTOGETHER.ORG

We have a
video to show

NATION AND STATEWIDE UPDATES

SOURCE: UPTOGETHER.ORG



Active States

California

Texas

New Mexico

Massachusetts

Illinois

Colorado

Michigan

New York

Oregon

Oklahoma

New Hampshire

Minnesota

Ohio

Nevada

+700,000 members

\$150M in direct payments

+11,000 groups

MEMBER IMPACT



\$15,180

The average investment directly to a family is \$3,200. The overall economic impact of a FII family is \$15,180.



+23%

INCREASE in total income

- 42%

DECREASE in federal assistance



\$1,637

INCREASE in families' total liquid assets, from \$759 to nearly \$2,396

WRAP-AROUND SERVICES

What other wrap-around services are the families able to access?

- Case management
- Legal assistance
- Rental assistance
- School supports
- Housing navigation



WHAT DO WE KNOW SO FAR ABOUT THE FAMILIES RECEIVING THIS SUPPORT?

1. Members primarily identify their race as **Black or African American** (81%), followed by **Hispanic or Latino** (15%).
2. Members primarily identify their gender as **female** (89%).
3. The average household size is **4**.
4. The average number of children in the house is **3**.
5. The median annual household income is **\$14,000**.



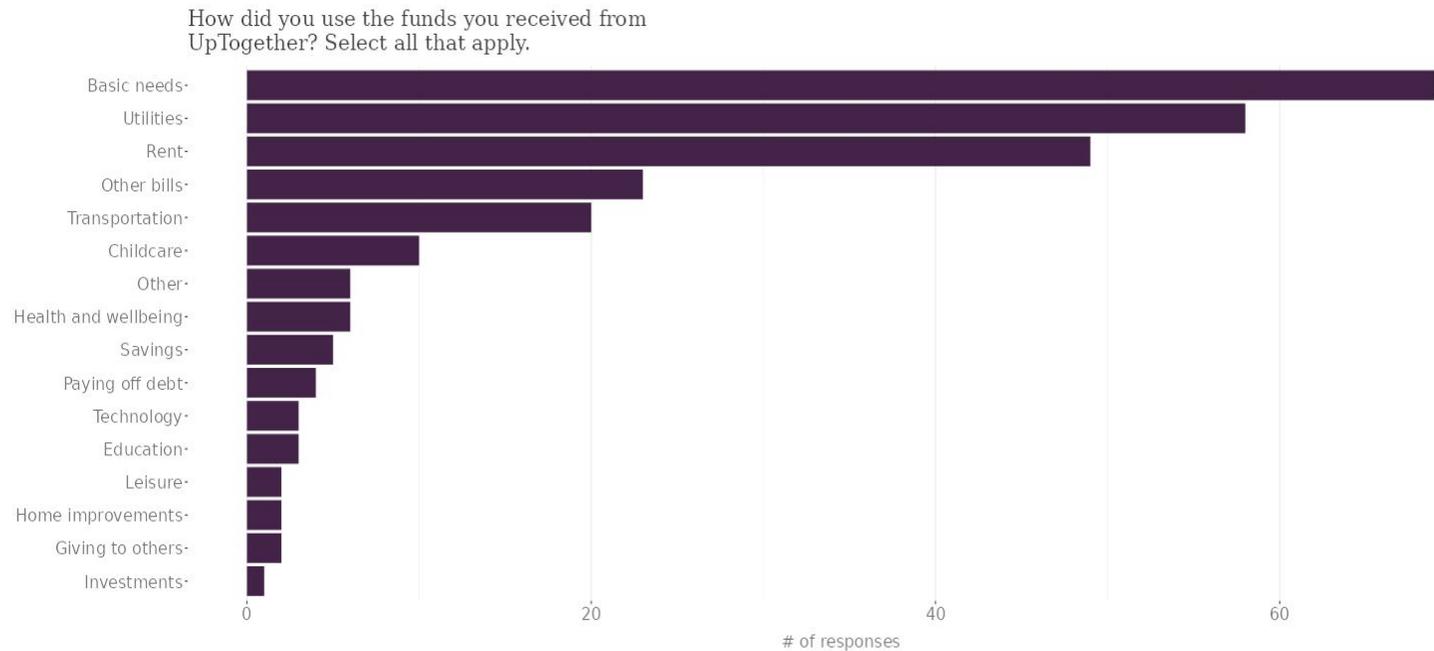
WHAT DO WE KNOW SO FAR ABOUT THE FAMILIES RECEIVING THIS SUPPORT?

SOURCE: UPTOGETHER.ORG

Members are using the funds for basic needs, supporting their households' well-being and financial stability.

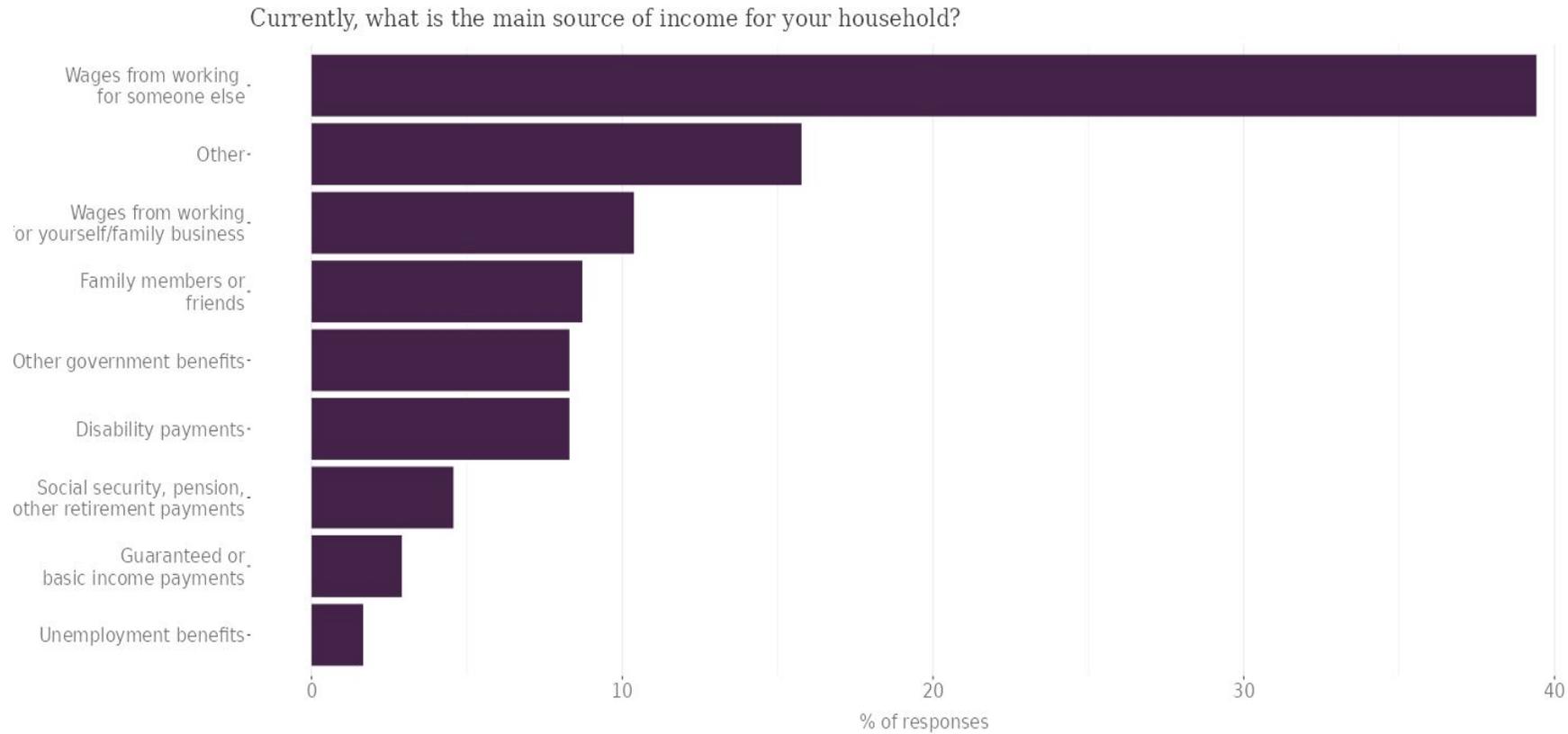
Since enrollment, most members have continued to report using the investments from UpTogether for:

- Basic needs (67% of the 103 members who responded)
- Utilities (56%)
- Rent (48%)



WHAT DO WE KNOW SO FAR ABOUT THE FAMILIES RECEIVING THIS SUPPORT?

SOURCE: UPTOGETHER.ORG



Represents 189 members

LONG-TERM TARGET OUTPUTS AND OUTCOMES

Of the families that receive case management:

- Number and percent of families who move to a higher level on the income dimension (i.e., cash and benefits) of the Arizona Self-Sufficiency Matrix after a reasonable amount of time.
- Number and percent of families who set the goal to obtain and/or maintain appropriate, safe and stable housing (e.g., remain in the same housing or improve their housing situation by moving out of a shelter, motel or shared living situation) and achieve this outcome after a reasonable amount of time.
- Number and percent of families with school-aged children who make a planned and supported transfer in school and achieve this outcome after a reasonable amount of time.
- Number and percent of families with school-aged children who had a disruptive move to a school other than their school of origin.

For those who receive cash transfers and respond to the survey:

- Increase from baseline percentage the households at no current risk of eviction or homelessness (57% at baseline)

For the five school communities:

- Reduction in eviction filings in the target zip codes
- Reduction in middle-of-year student moves in the five target schools

WHY TEXAS WOMEN'S FOUNDATION IS FUNDING TEPP IS A PART OF OUR HOUSING STABILITY INITIATIVE

1. **Research-based initiative tied with innovation**
2. **Targeted neighborhood:**
 - Focus leads to impact
3. **Women with children are primary beneficiaries:**
 - True two-generation impact
4. **Trust-based philanthropy:**
 - Working to change our philanthropic viewpoint



Texas Women's Foundation

WHO ELSE IS INVOLVED IN THIS WORK?

Partners:

Child Poverty Action Lab, CitySquare, Dallas ISD, UpTogether, TR Hoover, Carter's House, Harmony CDC, ForOakCliff and United Way of Metropolitan Dallas

Funders:

The Perot Family Foundation, Siemer Institute, The Dallas Foundation, Muse Family Foundation, Texas Women's Foundation, The Boone Family Foundation, Bank of America, Humana and Rees Jones Foundation





City of Dallas

Workforce Initiatives Update

**Workforce, Education,
Equity Committee
December 12, 2022**

Joyce Williams, Director,
Small Business Center

Presentation Overview



- Purpose of Briefing
- Workforce Strategic Focus Areas:
 - Development Strategy
 - Training & Services
 - Training Updates
 - Employment
- Strategic Resources for Workforce Trends
 - Texas Labor Market Information
- Next Steps

Purpose of Briefing



- Provide an update on the strategic focus of Workforce Initiatives
- Provide updates within each of the focus areas
- Receive WEE Committee feedback



Why the Small Business Center?

Designed to offer dedicated services and resources as a single access point to small business

Designed to increase equity opportunities by providing navigation and resources through Dallas' business and economic ecosystems.

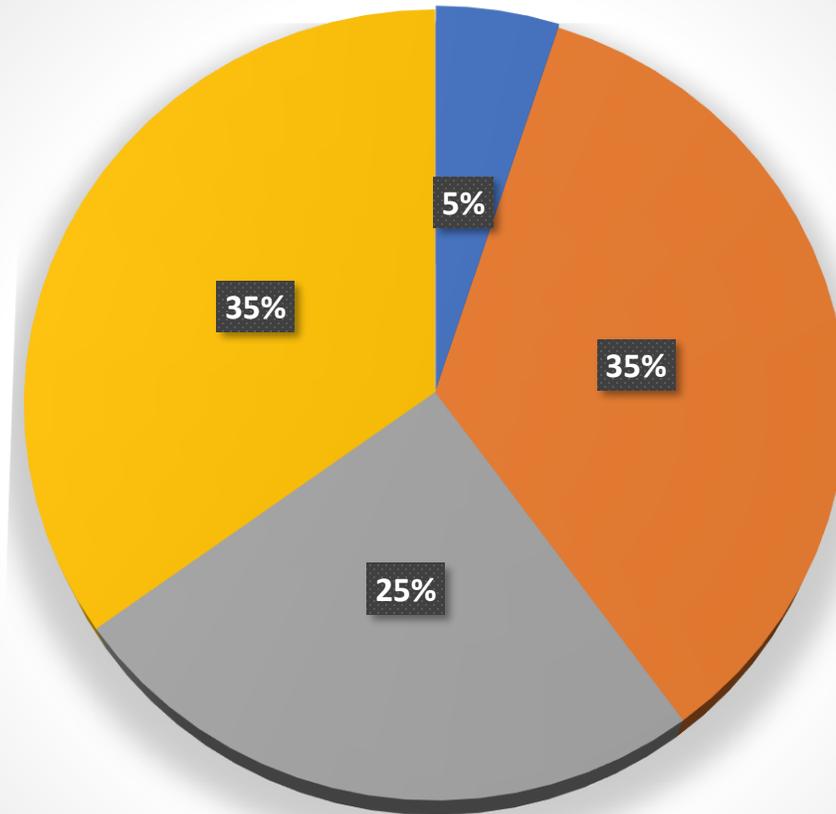
Designed to intersect workforce training and development as a component for the business growth and upskilling the labor force



Workforce Strategic Focus Areas



STRATEGIES



- Workforce Development
- Workforce Training
- Workforce Reentry
- Workforce Employment

Racial Equity Plan Alignment



Economic, Workforce, & Community Development Goal: Become the most economically inclusive City by eliminating the wealth gap through workforce and economic inclusion, fostering full participation in cultural and civic life of Dallas by acknowledging contributions of historically disadvantaged communities, and investing in economic and human development in equity priority areas.

- Action Target: 1.9 Enhance economic vitality for equity priority areas to encourage mid- and long-term growth placing all residents in opportunities to thrive with increased economic and workforce development.
- Action Target: 1.12 Implement Workforce Dallas with leadership from the Mayor's Workforce Czar to address young adult male residents (18- 24 years of age) from equity priority areas with workforce re-entry skills, FreshStart opportunities, upskilling, and on-the job training employment requirements
- Relevant Equity Indicators:
 - Indicator 1: Business Establishments, Indicator 2: Business Ownership, Indicator 4: Labor Force Non-Participation, Indicator 5: Unemployed, Indicator 6: High-Growth, High-paying Employment, Indicator 7: Median Full-Time Income

Workforce Development Strategy



- Several major components in the Economic Development Roadmap include workforce development, workforce training, and employment to address racial economic inequities within Dallas communities.
- To address several of these drivers, the Small Business Center will partner with the Office of Economic Development to integrate forecasting of workforce training needs as a component when recruiting new corporations, creating new developments, and infrastructure projects.

1. Upskilling to meet employer projected skill gaps
2. Create training within communities



Workforce Training & Services



- **2021-2023 Workforce Training Grants**

 - Oak Cliff Works (Allied Health Training) - \$749,943

 - United Way (Computer Technology) - \$2,249,830

- **2023- 2024 Workforce Training Upskilling Grants**

 - Dallas College (Advanced Computer Technology) - \$250,000

 - Metrocare Behavior Center (Registered Behavior Technician) - \$250,000

- **2023- 2024 Workforce Training Skills Gaps (projected)**

 - Electrical Vehicle Installation Technicians - \$125,000

- **2023- 2024 Workforce Training & Services ARPA District Allocation**

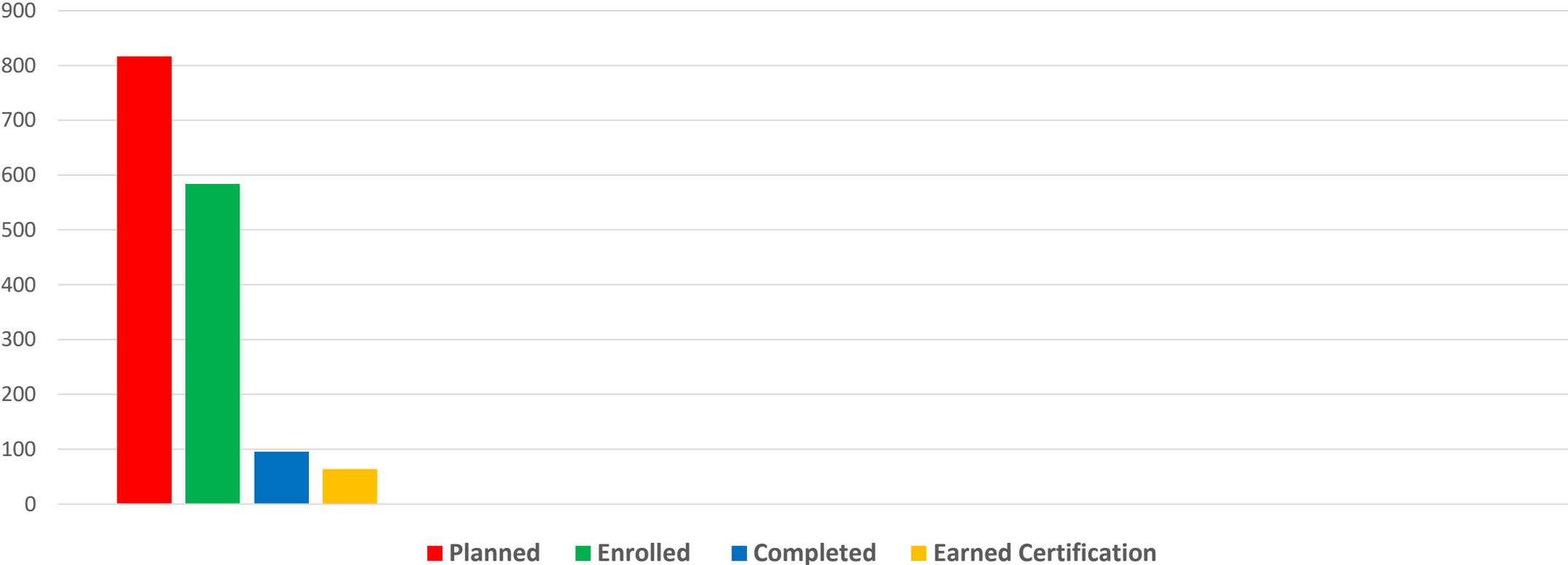
 - District 12 Workforce Training job readiness and skills training - \$100,000



Workforce Training Updates



2021-2024 Workforce Training



Workforce Employment Strategy



- The Workforce Upskilling Report and Racial Equity Plan address the employment needs for under-employed, unemployed, and unskilled Dallas residents and sustainable wages.
- The Small Business Center partnership strategies include:
 - Enhance the partnership with Workforce Dallas with on-site prescreening at community events and direct referrals
 - Enhance partnerships with private employer to address critical workforce employment need in target industries
 - Establish a system to track workforce employment needs of local businesses as a data point to integrate into future workforce solicitations
 - Workforce Dallas referrals to SBC for who need workforce training or those with justice –impacted backgrounds

Workforce Trends Resource



[Home](#)
[LMI by Category](#)
[Economic Profiles](#)
[Popular Downloads](#)
[Find Employers](#)
[Help](#)

Texas Labor Market Highlights – OCTOBER 2022

| | | | |
|--------------------|----------------------------|---------------------------|--------------------|
| Unemployment Rate* | Total Non-Farm Employment* | Jobs Change Over the Year | Annual Growth Rate |
| 4.0% | 13,630,000 | 694,200 | 5.4% |

* Seasonally Adjusted

LMI by Category

Local Area Unemployment Statistics (LAUS)

View monthly and annual civilian labor force, employment, unemployment, and unemployment rate estimates by state, county, metropolitan area, workforce development area and many cities, by place of residence.

[Watch Video](#)

Current Employment Statistics (CES)

Generate a report for monthly and annual nonagricultural employment data by industry for Texas and metropolitan areas.

[Watch Video](#)

Quarterly Census of Employment and Wages (QCEW)

View and generate a report for quarterly data derived from the state's unemployment tax program measuring employment and wages by industry by state, county, metropolitan and workforce development areas.

[Watch Video](#)

Occupational Employment & Wage Statistics (OEWS)

Provides current annual and hourly wage estimates for up to 800 detailed occupations by state, metropolitan and workforce development area, and industry.

[Watch Video](#)

Projections

View and generate a 10-year forecast for employment by industry

Economic Profiles

Workforce Development Area (WDA) Profiles

A compilation of selected economic data including LAUS and quarterly industry data by Texas' 28 local workforce development areas.

Metropolitan Statistical Area (MSA) Profiles

A compilation of selected economic data including industry composition, current employment statistics by industry, and unemployment information for Texas' metropolitan areas.

Industry Profiles

An economic profile of Texas industry by category to assist in better understanding Texas regional industry dynamics.

Texas Economic Profile

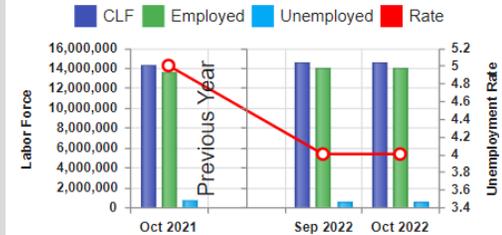
Economic Profile for Texas and US industry data to assist in better understanding Texas industry dynamics.

Popular Downloads

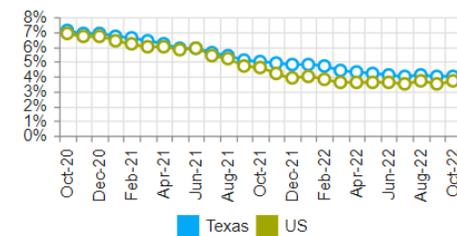
Popular Downloads and Resources

Latest Economic Indicators OCTOBER 2022

Texas Labor Force Statistics (Seasonally Adjusted)



Historical Unemployment Rates (Seasonally Adjusted)



Labor Market Release TWC Press



Next Steps



- Implement the use of LMI data tools resources as an informed data driven workforce strategy to address workforce gaps and reduce racial inequities – January 2023
- Implement Salesforce as a monthly performance tracking system for workforce grants – January 2023
- Issue a NOFA Solicitation for Electrical Vehicle Installation technician training - January 2023



City of Dallas

Workforce Initiatives Update

**Workforce, Education,
Equity Committee
December 12, 2022**

Joyce Williams, Director,
Small Business Center

**CREATE
CREATE
CREATE
CREATE
CREATE**

**GREAT
GREAT
GREAT
GREAT
GREAT**



**DALLAS CITY OF LEARNING
EMPOWERING YOUTH AGENCY,
LEARNING AND EARNING**

DEC. 12. 2022



AGENDA

-  **DALLAS CITY OF LEARNING OVERVIEW & IMPACT**
-  **21ST CENTURY SKILLS BUILDING - CREATOR ARCHETYPE**
-  **LEARNING PATHWAYS - MAKING THE ARCHETYPE COME ALIVE**
-  **THE ECOSYSTEM IN ACTION - EXAMPLES OF PATHWAYS AT WORK**
-  **CITY OF DALLAS OPPORTUNITIES**

DALLAS CITY OF LEARNING OVERVIEW

 **Launch in 2014, a Summer learning partnership between the City of Dallas x Dallas ISD, facilitated by Big Thought.**

 **Original Intent - Increase access, dosage, & quality of summer learning experiences especially in zip codes where opportunities are scarce.**

 **Hundreds of partner organizations, sites, & employees came together to make it happen.**



AN ECOSYSTEM OF EQUITY THAT WORKS: DALLAS CITY OF LEARNING

3-YEAR STUDY: DCOL ACADEMIC IMPACT ECOSYSTEM BY SOUTHERN METHODIST UNIVERSITY

WITH EVERY 10 DAYS OF DCOL PROGRAMMING

ELEMENTARY SCHOOL STUDENTS ARE

25%

MORE LIKELY TO PASS STAAR MATH

35%

MORE LIKELY TO PASS STAAR READING

HIGH SCHOOL STUDENTS ARE

40%

MORE LIKELY TO PASS EOC ENGLISH 1

TOTAL PARTICIPANTS

3YR TOTAL = 233,857

3YR AVERAGE = 77,952



OUTCOMES FOR LEARNERS

****Preliminary Findings****

% of STAAR Reading Approaches

Elementary Middle
■ DCOL ■ NON-DCOL ■ DCOL ■ NON-DCOL



% of STAAR Math Approaches

Elementary Middle
■ DCOL ■ NON-DCOL ■ DCOL ■ NON-DCOL



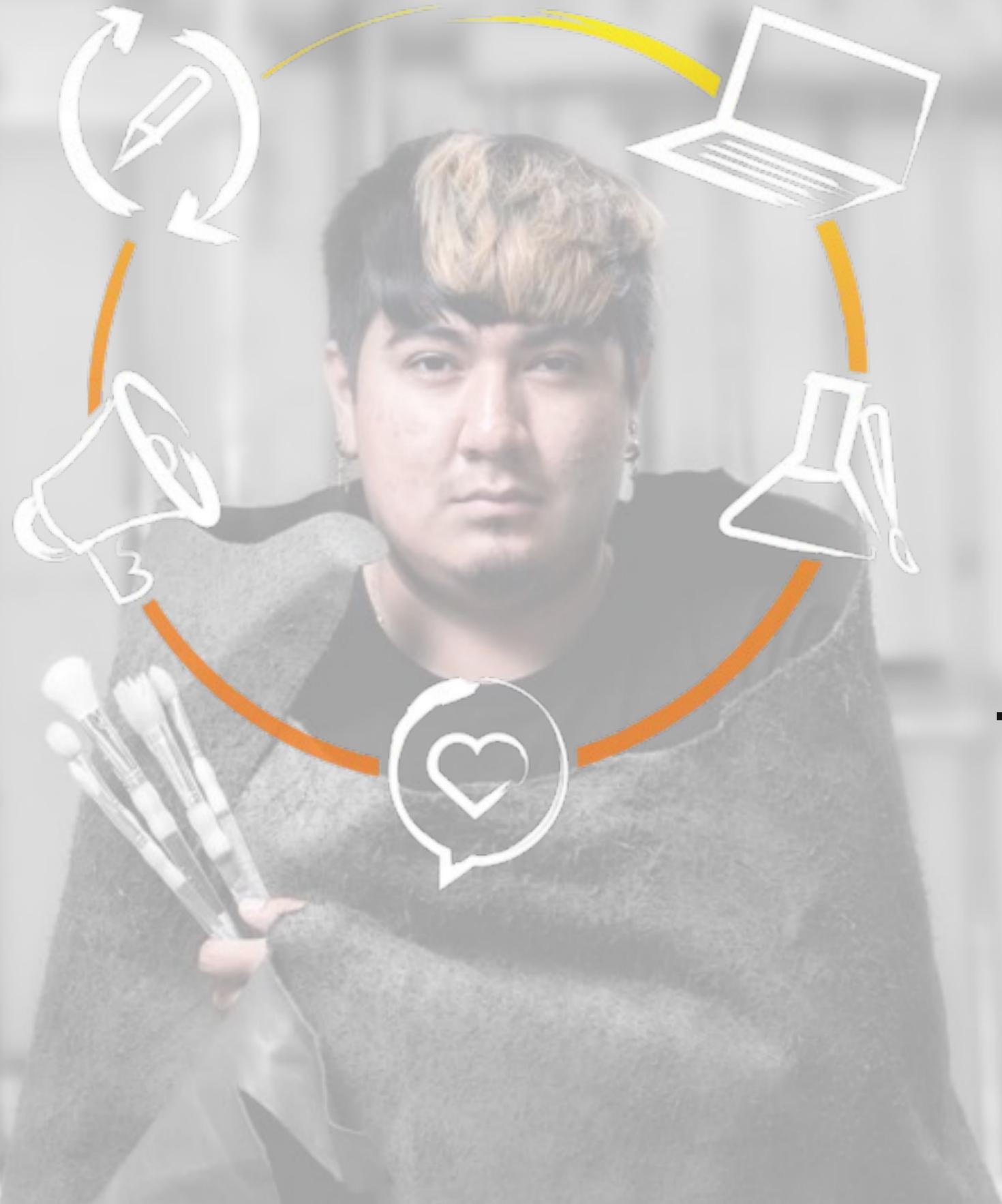
% of STAAR Approaches – High

English I Algebra I
■ DCOL ■ NON-DCOL ■ DCOL ■ NON-DCOL



BIG THOUGHT

CREATE GREAT

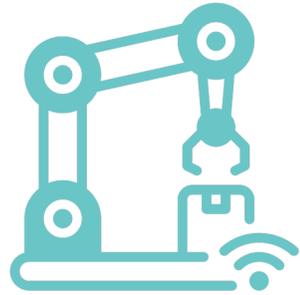



BIG THOUGHT
CREATE
GREAT

THE CREATOR ARCHETYPE

The Creator Archetype outlines the skills, competencies, and experiences that equip and empower youth to create their best lives and world.

THE FOURTH INDUSTRIAL REVOLUTION IS TRANSFORMING THE LABOR MARKET



AUTOMATION & AUGMENTATION

RAPID PACE OF TECHNOLOGICAL CHANGE

**ADVANCED ROBOTICS
3D PRINTING
COGNITIVE COMPUTING
AUGMENTED REALITY
PREDICTIVE ANALYTICS**

15%

COMPOUNDED ANNUAL GROWTH RATE IN GLOBAL ROBOTICS MARKET



OLD JOBS GO OR CHANGE RADICALLY

NEW JOBS EMERGING, MANY OF WHICH ARE SCARCE TODAY, E.G.,

**DRONE COORDINATORS
3D PRINTING TECHNICIAN
AI COMPLIANCE ANALYST
VIRTUAL REALITY DESIGNER
GENETIC COUNSELLOR**

65%

OF FIRST GRADERS WILL WORK IN A JOB THAT DOESN'T EXIST TODAY



EMPLOYERS SEEKING NEW SKILLS AND LITERACIES

**TECHNICAL KNOWLEDGE
COMMUNICATION
CREATIVITY
PROBLEM-SOLVING**

15%

OF EMPLOYERS CITE DIFFICULTY RECRUITING PEOPLE WITH THE SKILLS THEY NEED

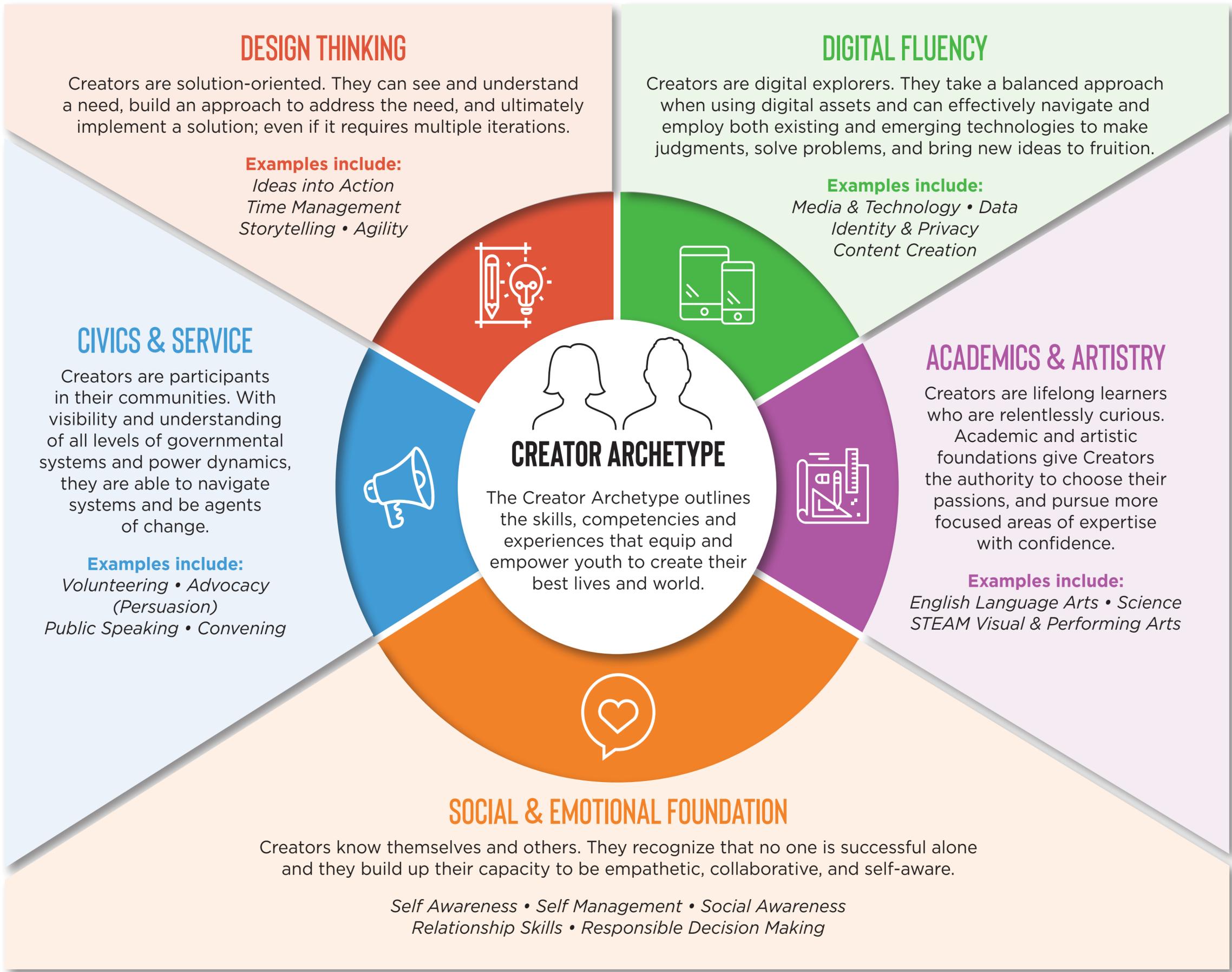
CREATIVITY AND SOCIAL-EMOTIONAL SKILLS DOMINATE THE LIST OF MOST HIGHLY DESIRED JOB SKILLS

◀ IN 2015

1. Complex problem solving
2. Coordinating with others
3. People management
4. Critical thinking
5. Negotiation
6. Quality control
7. Service orientation
8. Judgment and decision making
9. Active listening
10. **CREATIVITY**

IN 2020 ▶

1. Complex problem solving
2. Critical Thinking
3. **CREATIVITY**
4. People Management
5. Coordinating with others
6. **EMOTIONAL INTELLIGENCE**
7. Judgment and decision making
8. Service orientation
9. Negotiation
10. Cognitive flexibility



DCOL LEARNING PATHWAYS

**CREATE
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**GREAT
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GREAT**

LEARNING PATHWAYS
**AS A SCALABLE SOLUTION TO
BUILDING 21ST CENTURY SKILLS
ALONGSIDE OUR SCHOOL SYSTEMS**

**WE AIM TO CREATE A WORLD IN WHICH
THE SKILLS YOUTH DEVELOP OUT OF
SCHOOL ARE MORE **VISIBLE**, AND
LEVERAGED AS **ASSETS** IN PURSUIT OF A
FUTURE OF THEIR CHOOSING.**



20
22

Learning Pathways

STRATEGY


BIG THOUGHT

CREREDENTIALS AS DYNAMIC AS OUR STUDENTS

Our mission is to create a world in which the skills youth develop out-of-school are more visible, and leveraged as assets in pursuit of a future of their choosing.

As part of our mission to equip all youth to imagine and create their best lives and world, Big Thought has set out to reduce the goal attainment gap between youth in marginalized communities and their peers by 10% by 2030.

A key strategic pillar of this work is our Learning Pathways. The Learning Pathways Project is a city-wide effort to help youth connect skills developed during out-of-school experiences to the pursuit of a high school degree, post-secondary attainment, and ultimately a livable wage.

Micro-credentials (earned through Digital Badges) are the mechanism utilized to define, measure, and fulfill Learning Pathways. Through these tools, **Big Thought is ready to help calibrate creative skill development and catalyze credentials as dynamic as our students.**

Success for our students is about more than getting a degree or job. It is youth becoming their full selves, prepared to lead in a world of unpredictable possibility.



learning
pathways


BIG THOUGHT
**CREATE
GREAT**

HOW DOES DIGITAL BADGING CONNECT TO THE CREATOR ARCHETYPE

- ☁️ **Each program in the Dallas City of Learning ecosystem can be mapped to one or multiple domains of the Creator Archetype.**
- ☁️ **Programs' badges demonstrate with Creator skills (21st-century skills) the youth has mastered.**
- ☁️ **Students are issued a badge upon completion of a program by submitting their evidence of proficiency. (artifact)**

LEARNING PATHWAYS APPLIED

YOUTH EARNING, LEARNING, & AGENCY

 **Community Action Team - Brass Tacks**

 **D Magazine**

 **Empowering Through The Arts**

ENGAGEMENT OPPORTUNITIES

☁ **City of Dallas has engaged the DCoL system**

☁ **Dallas Public Libraries**

☁ **Dallas Parks & Rec**

☁ **Office of Arts & Culture**

☁ **The Opportunity: Connect city agencies to Learning Pathways work in Dallas City of Learning that increases opportunities for civic learning, earning, and skills-building**

NEXT STEPS

- ☁️ **Big Thought is seeking to partner with the City for more of these opportunities serving more youth.**
- ☁️ **Co-design with City departments to create more of these Creator Archetype badged experiences**
- ☁️ **Primary Contact for the City collaboration**
 - ☁️ **Erin Offord: erin.offord@bigthought.org**



CREATE

GRREAT

**CREATE
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CREATE**

**GREAT
GREAT
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GREAT
GREAT**

**THANK YOU
BIGTHOUGHT.ORG**



Memorandum



CITY OF DALLAS

DATE December 9, 2022

TO Honorable Members of the Workforce, Education, and Equity Committee: Jaynie Schultz (Chair), Casey Thomas (Vice-Chair), Jaime Resendez, Paula Blackmon, Jesse Moreno, Adam McGough, Omar Narvaez

SUBJECT **Implementation of City of Dallas Employee Child Care Subsidy and Parental Leave**

This memorandum is to provide an update on the implementation of the City of Dallas Employee Child Care Subsidy and the Parent Leave Program.

Child Care Subsidy Program

The Child Care Subsidy program, which was approved by the City Council in the FY 21-22 General Fund Budget, provides eligible employees \$2,000 annually to assist with childcare expenses. The \$500,000 annual budget provided funding to subsidize up to 250 employees. The initial eligibility criteria for this program included the following:

- An annual base salary of \$60,000 or below
- A resident of the City of Dallas
- The employee and eligible dependents must be participating in one of the City's health insurance offerings
- Eligibility Age: 12 years and under

The initial enrollment timeframe between October and December 2021 was based on the approval date, scheduled open enrollment, and implementation. For the program's first year, there were 304 eligible employees, funding available for 250 employees, and a total of 98 were enrolled.

For FY 22-23, Staff presented modifications to the Workforce Education and Equity Committee to expand the eligibility requirements. The requirement to be a resident of the City of Dallas was removed to expand eligibility. In addition, a comprehensive communication plan was put in place to ensure every eligible employee had the information and opportunity to take advantage of the program, including:

- Ongoing communications before and during open enrollment
- Outreach calls made by our Benefits Enrollment Center during and after open enrollment
- One-on-one conversations, both in person and via Teams with employees to answer questions and provide information
- Extended enrollment period through the end of November
- Additional follow-up outreach calls made by HR team members

DATE December 12, 2022
SUBJECT **Implementation of City of Dallas Employee Child Care Subsidy and Parental Leave**

Based on the expanded eligibility, 764 employees qualify for the subsidy. Funding is available for 250 employees, and there are 211 employees enrolled for January 2023. Staff will continue to provide ongoing communication and outreach for new hires that may be eligible for the program throughout the year, and to all employees, as we prepare for open enrollment in 2023.

Paid Parental Leave Program

Since Paid Parental Leave began on October 1, 2021, 399 employees have taken up to six weeks of paid leave following the birth, adoption, or foster placement of a child. The table below highlights the program’s use by department, gender, and type:

| Department | Percent |
|--------------------------|---------|
| Dallas Police Department | 41% |
| Dallas Fire Rescue | 28% |
| Dallas Water Utilities | 9% |
| All Other Departments | 22% |

| Employee Gender Representation | |
|--------------------------------|-----|
| Men | 317 |
| Women | 82 |

| Type of Leave | |
|---------------|-----|
| Birth | 385 |
| Adoptions | 7 |
| Foster | 7 |

Staff will be present at the Workforce Education & Equity Committee meeting on December 12th to answers questions. Should you have any questions or would like additional information about the City's Child Care Subsidy and Parental Leave programs, please contact Nina Arias at 214-671-9050 or Nina.Arias@dallas.gov.



Kimberly Bizer Tolbert
Deputy City Manager

- c: T.C. Broadnax, City Manager
- Chris Caso, City Attorney
- Mark Swann, City Auditor
- Biliera Johnson, City Secretary
- Preston Robinson, Administrative Judge
- Jon Fortune, Deputy City Manager

- Majed A. Al-Ghafry, Assistant City Manager
- M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
- Dr. Robert Perez, Assistant City Manager
- Carl Simpson, Assistant City Manager
- Jack Ireland, Chief Financial Officer
- Genesis D. Gavino, Chief of Staff to the City Manager
- Directors and Assistant Directors

Memorandum



CITY OF DALLAS

DATE December 9, 2022

TO Honorable Members of the Workforce, Education, and Equity Committee: Jaynie Schultz (Chair), Casey Thomas (Vice-Chair), Jaime Resendez, Paula Blackmon, Jesse Moreno, Adam McGough, Omar Narvaez

SUBJECT **Equitable Engagement Framework**

The purpose of this memorandum is to provide an update on the development of an Equitable Engagement Framework in support of the City Council-adopted Racial Equity Plan (REP). A key aspect of the REP includes the creation of an equitable engagement framework. Throughout the development of the plan community engagement was foremost, and Ethos Equity Consulting was hired to provide consultation on those efforts. Staff is currently researching best practices for ongoing engagement, and have received copies of resolutions from Ethos which were adopted by the cities of Austin and San Antonio.

As Texas' first officially designated Welcoming City, the Office of Equity and Inclusion will host Welcoming America on December 14, 2022, for a recertification site visit and will seek to incorporate welcoming best practices in Dallas' equitable engagement framework.

At the direction of City Manager Broadnax, the Executive Leadership Team will engage in an exercise on January 3, 2023, to develop the draft framework that is relevant and applicable Citywide, addressing corresponding communication and engagement goals supporting all the City Council's strategic focus areas, the Racial Equity Plan, and the City Manager's performance measures. We expect to have a follow up briefing to present the draft engagement plan by February 2023.

Staff will be present at the December 12, 2022, Workforce, Education, and Equity Committee meeting to respond to questions. Should you have any questions or should you require additional information at this time, please do not hesitate to contact me via email at k.bizortolbert@dallas.gov.

Putting Service First,

A handwritten signature in black ink, appearing to read 'Kimberly Bizer Tolbert'.

Kimberly Bizer Tolbert
Deputy City Manager

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
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Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors

Memorandum



CITY OF DALLAS

DATE December 9, 2022

TO Honorable Chair and Members of the Workforce, Education and Equity

SUBJECT **Upcoming Office of Community Care Agenda Item – Foremost Family Health Lease Amendment**

On January 11, 2023, City Council will consider agenda item # 22-2885, an Office of Community Care (OCC) to authorize a letter amendment to an existing lease for Foremost Family Health Center at the Martin Luther King, Jr. Community Center.

Background

Foremost Family Health Centers (MLK Jr. Family Clinic) has been a provider of quality and affordable health care in Dallas for over 30 years. As a Federally Qualified Health Center, Foremost Family Health Centers provides services to the community regardless of ability to pay, and offers discounted fees based on income and family size. We feature pediatrics, family medicine, podiatry, obstetrics/ gynecology, laboratory, behavioral health, and dental services, with locations in South Dallas and Balch Springs, and a school-based health center at A+ Charter Schools.

Since 1986, Foremost Family Health Centers has offered families comprehensive healthcare from leading physicians, dentists and other providers at the Martin Luther King, Jr. Community Center. The health care center offers health care services with short wait times, flexible payment options and discounted rates, along with a host of other benefits based on partnerships with local hospitals and other organizations and is designated as a Patient-Centered Medical Home by the National Committee for Quality Assurance (NCQA), a national healthcare accrediting agency. In 2021, Foremost was awarded funding from the Health Resources and Services Administration American (HRSA) Rescue Plan to renovate their facility, which will enable them to upgrade flooring, lighting, paint, and finishes for all medical exam rooms and the addition of a dedicated behavioral health office, nursing station and other needed office space to accommodate growth. The total anticipated costs of these enhancements is \$750,000.00, of which \$579,805.00 is being funded with HRSA funds and the remainder funded by program income and other funding. These renovations will enable Foremost to offer the welcoming and updated clinical office environment that they believe their patients deserve, and will add additional examination rooms to enable them to provide efficient, high quality care to more patients.

This agenda item will authorize a Letter Amendment to the existing lease with Foremost to them to accept these HRSA funds and to make these improvements and therefore benefit the community.

If you have any questions, please contact me or Office of Community Care Director, Jessica Galleshaw, at Jessica.galleshaw@dallascityhall.com.

DATE December 12, 2022

SUBJECT **Upcoming Office of Community Care Agenda Items – Additional Emergency Rental Assistance Funds**



Mary Elizabeth Cedillo-Pereira
Assistant City Manager

- c:
- | | |
|---|---|
| T.C. Broadnax, City Manager | Majed A. Al-Ghafry, Assistant City Manager |
| Chris Caso, City Attorney | Robert Perez, Interim Assistant City Manager |
| Mark Swann, City Auditor | Carl Simpson, Interim Assistant City Manager |
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| Kimberly Bizer Tolbert, Deputy City Manager | Directors and Assistant Directors |
| Jon Fortune, Deputy City Manager | |