

Memorandum



CITY OF DALLAS

DATE September 8, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **September 27, 2023 Upcoming Agenda Item #32– 23-2192- National League of Cities- Advancing Economic Mobility Rapid Grants**

On August 2, 2023, the Mayor's Office and the Office of Community Care (OCC) were informed by the National League of Cities (NLC) that the City has been selected to receive an Advancing Economic Mobility Grant in the amount of \$15,000.00, to help increase Financial Empowerment Centers' (FEC) benefits and program access.

On September 27, 2023, the following Office of Community Care item will be considered by the City Council:

File ID: 23-2192: Authorize the City Manager to **(1)** accept the Advancing Economic Mobility Rapid Grant from the National League of Cities, in the amount of \$15,000.00 for the period of August 2, 2023 through December 15, 2023 and **(2)** execution of the grant agreement and all terms, conditions and documents required by the agreement, approved as to form by the City Attorney - Not to exceed \$15,000.00 - Financing: NLC Advancing Economic Mobility Rapid Grant Fund

Specifically, increasing Financial Empowerment Centers' (FEC) benefit and program access will be accomplished through strategic, targeted marketing and outreach plans where Dallas Financial Empowerment Centers (FEC), Women Infant and Children (WIC) clinics and Period Access Dallas (P.A.D) benefits and services overlap in equity priority areas. These communities are anchored by city community centers that provide both WIC services and financial counseling but have been historically underserved.

Main Objective:

Create and implement a program and benefits awareness campaigns for three city owned community centers located in equity priority areas

Targeted Goals:

- Increase WIC benefit usage by 10% per location
- Increase the number of residents utilizing financial counseling services through the Dallas FEC by 10% per site
- Increase P.A.D product distribution rate per site

Community Centers:

- Fruitdale WIC Clinic opened in May 2023 and has 6,323 eligible individuals within a 3-mile radius. Specifically for this new location it is important to begin strong with an outreach strategy aimed at reaching eligible families.

- Martin Luther King Jr. Community Center has a total of 7,580 eligible individuals within a 3-mile radius, but only served an average of 1,017 individuals (13.4%) in the last six months.
- Highland Hills Recreation Center has a total of 4,454 eligible individuals within a 3-mile radius, but only served an average of 144 individuals (3.2%) in the last six months.

Background

The City of Dallas is one of eight cities to be selected to receive an Advancing Economic Mobility Rapid grant through the National League of Cities and receive technical assistance to help increase the City's efforts in promoting economic mobility for residents through financial empowerment and benefits enrollment/outreach, in order to increase participation and overall benefit access in communities the City has identified as equity priority areas through the Racial Equity Plan.

REP Big Audacious Goals related to this grant:

- Economic, Workforce & Community Development: 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.
- Housing: Close the homeownership gap and secure housing stability in Dallas.
- Public Safety and Wellness: Make Dallas communities safe in ways that prevent harm and promote wellness, healing, and justice.

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) provides nutrition education, breastfeeding support and food benefits to pregnant and breastfeeding women, infants, and children. The City of Dallas Office of Community Care has been awarded funds through the WIC Community Innovation and Outreach Project (WIC CIAO) to develop, implement, and evaluate innovative outreach strategies to increase WIC awareness, participation, and redemption of benefits, and reduce disparities in program delivery. Leveraging this opportunity, OCC will implement co-outreach strategies and apply them in coordination with Dallas Financial Empowerment Center and Period Access Dallas programs.

By linking benefit access and financial empowerment services through shared outreach campaigns, the City will activate a tiered community support approach in which residents that might not have otherwise known of these benefits now have the opportunity to address their needs through the redemption of benefits and address any financial hardships through financial counseling.

These funds will enable OCC to strengthen its presence in northwestern and southern Dallas, by focusing on increased awareness, participation, satisfaction, and retention within several programs designed to promote health and economic mobility

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Implementation of programming and services will begin once the contract has been executed.

Should you have any questions or need any additional information, please contact myself or Jessica Galleshaw, Director of Office of Community Care, at 214-670-5113 or Jessica.Galleshaw@dallas.gov.



M. Elizabeth (Liz) Cedillo-Pereira
Assistant City Manager

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Robert Perez, Assistant City Manager
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Directors and Assistant Directors