



City of Dallas

Welcoming 2.0: A Proposed Update to Welcoming Dallas Strategic Plan

**Workforce Education Equity Committee
May 8, 2023**

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Presentation Overview



- Background
- Foundation for Welcoming Efforts In Dallas
- Welcoming Dallas Strategic Plan
- Areas of Opportunity
- Welcoming Plan 2.0
- Next Steps



Racial Equity Plan Alignment



Department	Progress Measure
OFFICE OF EQUITY AND INCLUSION	Increase the number of immigrant leaders on WCIA Taskforce from 25% to 40% by December 2023. [Ei 38]
	By December 2023, all City of Dallas departments will adopt language access protocols to ensure a process for residents to effectively communicate with city staff and receive information in their preferred language



Dallas' History with Intersectional Equity Initiatives



In conjunction with the implementation of the Welcoming Dallas Strategic Plan, the City of Dallas also developed the following initiatives:

2018 Resilient Dallas Strategic Plan



RESILIENT
DALLAS

2019 Dallas Equity Indicators Report



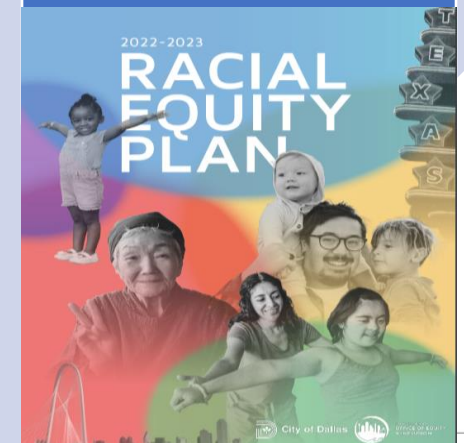
2020 Equity Assessment Tool

EQUITY IMPACT ASSESSMENT TABLE									
ZIP CODE	HISPANIC BLACK OR OTHER RACE AMERICAN POPULATION OVER 15%	EX OR MORE FAMILIES IN POVERTY	HOMEOWNERSHIP RATE	POPULATION 65 OR OLDER	POPULATION 18 AND UNDER	POPULATION 18 AND UNDER	POPULATION 18 AND UNDER	POPULATION 18 AND UNDER	COMPOUND RISK SCORE BAR
75214	97.20%	27.99%	48.88%	13.27%	High	4	4	4	4
75241	97.14%	23.17%	58.68%	15.02%	High	4	4	4	4
75211	91.37%	21.45%	49.89%	8.07%	High	4	4	4	4
75236	90.00%	16.08%	34.65%	6.09%	High	4	4	4	4
75228	72.68%	17.97%	46.59%	9.38%	High	4	4	4	4
75215	91.72%	26.50%	33.24%	11.82%	High	4	4	4	4
75232	92.19%	23.85%	56.46%	17.40%	High	4	4	4	4
75224	89.76%	22.26%	48.37%	8.17%	High	4	4	4	4
75203	90.69%	26.15%	26.76%	8.77%	High	4	4	4	4
75240	70.57%	19.89%	24.07%	8.30%	High	4	4	4	4
75233	88.80%	19.49%	49.93%	11.32%	High	4	4	4	4
75210	98.96%	34.99%	23.41%	8.30%	High	4	4	4	4
75217	94.11%	26.36%	61.02%	7.20%	High	3	3	3	3
75220	60.83%	16.25%	31.24%	6.57%	High	3	3	3	3
75227	90.34%	22.18%	57.83%	8.06%	High	3	3	3	3
75212	86.38%	29.76%	50.83%	9.77%	High	3	3	3	3
75243	67.64%	20.72%	24.14%	8.14%	High	3	3	3	3
75237	96.32%	32.36%	14.63%	5.91%	High	3	3	3	3
75231	59.87%	21.18%	17.67%	7.72%	High	3	3	3	3
75223	79.99%	24.20%	52.45%	9.94%	High	3	3	3	3
75246	59.39%	23.24%	11.41%	18.33%	High	3	3	3	3

2021 Broadband and Digital Equity Strategic Plan



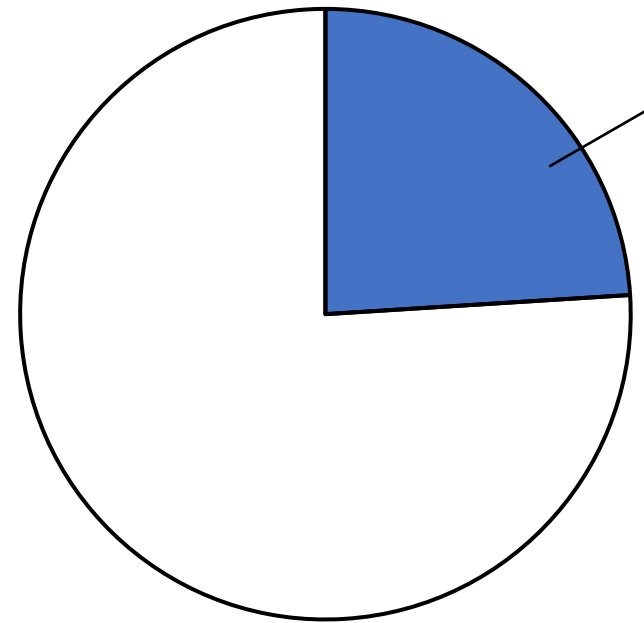
2022 Dallas Racial Equity Plan



Dallas' Immigrant Population Data



Total Resident Population



■ Immigrants □ US -Born

Immigrants make up approx. 24% of Dallas' resident population*

An Immigrant is person living in a country other than that of their birth**

Approximately 26% of immigrants living in Dallas are naturalized citizens.*



*Source: Census Bureau 2021 American Community Survey 5 – Year Estimate

**Migration Policy Institute, [Explainer: Who is an Immigrant](#)

Dallas' Immigrant Population Data



- Immigrants make up **30% of Dallas' workforce**
- **30% of Small business** owners are immigrants
- **42% of Dallas households** speak another language other than English at home
- There are **over 90 languages spoken in Dallas**
- **Top 6 Languages** Spoken: English, Spanish, Amharic, Vietnamese, Korean, Chinese

Q Search

The Dallas Morning News

OPINION

Welcoming cities for immigrants are reaping the benefits

Immigrants are filling out essential jobs in many communities. They are also overrepresented among America's inventors and entrepreneurs.



Why is Welcoming important?



Immigrants are key to Dallas's growth.

- As an economically inclusive city
- As a world class international city that is vibrant and diverse
- As a city where everyone can thrive



Immigrant Heritage Month Proclamation, June 2019



The Foundation for a Welcoming Dallas



In establishing Welcoming Communities and Immigrant Affairs, the City of Dallas was able to:

1. Recognize its role in promoting immigrant inclusion
2. Mobilize and convene a core group of community leaders



Identifying Community Needs



Survey results from service providers, educators and listening sessions with residents, identified the following:

1. Fear of Immigration Enforcement
2. Lack of English language skills
3. Poverty/lack of resources
4. Transportation
5. Affordable housing



2018 Welcoming Strategy - Short, mid, and long term

SHORT TERM 1-2 YEARS WELCOME, NEIGHBOR

- Launch community awareness campaign and actively seek out opportunities for media coverage for immigrant related stories
- Host naturalization ceremonies
- Enhance understanding and trust between long-term residents of Dallas and immigrant communities by creating shared experiences
- Maintain comprehensive directory
- Increase the number of Dallas immigrants who become naturalized U.S. citizens
- Promote participation in the 2020 Census
- Ensure that English language learning opportunities are available throughout the City in convenient and safe locations

CONNECTING DALLAS

- Establish a city office to house immigrant integration efforts
- Establish a welcoming city employee resource group
- Expand Dallas civic engagement and leadership opportunities
- Establish and maintain ongoing dialogue with first responders and public safety officials
- Increase knowledge of local government for immigrant communities in Dallas

FORWARD TOGETHER

- Engage local, governmental, business, and civic leaders to elevate the myriad benefits of being a welcoming and diverse city
- Create partnerships to address changing needs related to evolving immigration policy
- Participate in partnership opportunities to support the financial literacy needs of immigrants

MID TERM 2-3 YEARS WELCOME, NEIGHBOR

- Establish welcoming hubs
- Revitalize sister city relationships
- Create youth taskforce on welcoming & promote next-gen leadership
- Promote higher education and workforce opportunities
- Enhance levels of civic participation and leadership among immigrants

CONNECTING DALLAS

- Raise awareness throughout the community of the federally-designated sensitive locations
- Develop and oversee a language access plan
- Support endeavors to research & launch a City ID program
- Identify & revise policies that may exclude or discriminate
- Partner with philanthropy & service providers regarding civil immigration services and rights information programs
- Raise awareness of the unauthorized practice of immigration law and other predatory practices
- Utilize data-driven approaches to conduct equity analyses with other relevant offices
- Implement and increase access to justice for immigrants and refugees

FORWARD TOGETHER

- Promote voter education and registration among new U.S. citizens
- Raise awareness of and improve immigrant integration in workforce systems and improve U.S. professional licensing processes
- Promote growth for immigrant and minority businesses
- Engage local, governmental, business, and civic leaders to elevate the myriad benefits of being a welcoming and diverse city
- Create partnerships to address changing needs related to evolving immigration policy
- Create partnership opportunities to support the financial literacy needs of immigrants

LONG TERM 3+ YEARS WELCOME, NEIGHBOR

- Remove barriers to immigrant and refugee families to ensure full access in all educational opportunities that exist in the City of Dallas

CONNECTING DALLAS

- Improve housing accessibility
- Improve transportation accessibility
- Collect data to conduct an equity analysis for decision making processes
- Improve health care accessibility
- Collect and utilize data-driven approaches to conduct equity analyses for decision-making processes with other relevant offices

FORWARD TOGETHER

- Review and revise as needed



Snapshot of WCIA's Efforts



Leadership & Communications

- Annual Welcoming Week celebration
- Welcoming Resources Hub

Healthy Safe & Connected Communities

- Dallas Safe Program
- Esperanza Community Outreach Initiative

Civic Engagement

- #MyDallas Citizenship Grant
- Naturalization Ceremonies

Equitable Access

- Emma Lazarus Resilience Fund
- Language Access

Economic Opportunity & Education

- Supporting Internationally Trained Immigrants
- Refugee Youth Enrichment

More information about WCIA's initiatives has been published on the **Welcoming Dallas Strategic Plan Dashboard**



City of Dallas Youth Commission sharing multi-lingual welcoming messages during Welcoming Week 2022

Areas of Opportunity



- Equitable Access
- Civic Engagement
- Education and Economic Opportunity



Naturalization Ceremony with residents from over 30 different countries
at Dallas City Hall June 2022



Dallas to Host 2024 Welcoming Interactive



Welcoming Interactive is an annual conference that attracts worldwide **leaders** to share practices and inspiring stories about **immigrant inclusion, programs, policies, and partnerships.**



Next Steps



Begin working with Welcoming Taskforce to develop strategic planning process for Welcoming Plan 2.0



Dist. 11 Día del Niño/Children's Day Celebration
April 2023

Welcoming Dallas Plan 2.0



Citizenship Workshop at
Vickery Park Branch Library September 2022

- **Update** the Council and community on progress that has been made and **assess current needs**
- **Engage** immigrant community leaders in developing efforts
- **Review** citywide equity efforts with a lens towards immigrant inclusion, including language access etc.



Welcoming Dallas Strategic Plan 2.0 Timeline



The following is a draft timeline for planning, engagement, and process to pass the Welcoming Dallas Plan 2.0

- **Phase 1 February – July 2023:** Reflection with community partners, research, and increasing immigrant leadership
- **Phase 2 July – October 2023:** Development of steering committee, community engagement framework, and confirming resources
- **Phase 3 November – December 2023:** Confirming priority areas and formation of working groups
- **Phase 4 January – February 2024:** Drafting strategies and coordinating logistics for community engagement
- **Phase 5 March – June 2024:** Deploying community engagement
- **Phase 6 July – August 2024 :** Incorporating feedback
- **Phase 7 September 2024:** Sharing a final draft for community review
- **Phase 8 October 2024:** City Council approval and publication





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Appendix

- [Welcoming Communities and Immigrant Affairs Division Website](#)
- [American Community Survey 2021 5-Year Estimates](#)
- Migration Policy Institute, [Explainer: Who is an Immigrant](#)