

MINUTES OF THE CITY COUNCIL COMMITTEE  
TUESDAY, MARCH 5, 2024

24-0019

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

PRESENT: [7] Schultz, Arnold (\*\*9:13 a.m.), Resendez (\*\*9:05 a.m.), Bazaldua,  
\*Blackmon, Willis, Ridley

ABSENT: [0]

The meeting was called to order at 9:04 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.**

MINUTES OF THE CITY COUNCIL COMMITTEE  
TUESDAY, MARCH 5, 2024

EXHIBIT A

**RECEIVED**

2024 FEB 29 PH 5:19

**CITY SECRETARY  
DALLAS, TEXAS**

**City of Dallas**

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

**Public Notice**

2 4 0 2 2 3

POSTED **CITY SECRETARY  
DALLAS, TX**



**Workforce, Education, and Equity Committee**

**March 5, 2024**

**9:00 AM**

## 2023 CITY COUNCIL APPOINTMENTS

COUNCIL COMMITTEE	
<b>ECONOMIC DEVELOPMENT</b> Atkins (C), Narvaez (VC), Arnold, Bazaldua, Ridley, Stewart, West	<b>GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT</b> West (C), Blackmon (VC), Mendelsohn, Moreno, Resendez
<b>HOUSING AND HOMELESSNESS SOLUTIONS</b> Moreno (C), Mendelsohn (VC), Gracey, West, Willis	<b>PARKS, TRAILS, AND THE ENVIRONMENT</b> Stewart (C), Moreno (VC), Arnold, Bazaldua, Blackmon, Narvaez, West
<b>PUBLIC SAFETY</b> Mendelsohn (C), Stewart (VC), Atkins, Moreno, Willis	<b>QUALITY OF LIFE, ARTS, AND CULTURE</b> Bazaldua (C), Resendez (VC), Blackmon, Gracey, Ridley, Schultz, Willis
<b>TRANSPORTATION AND INFRASTRUCTURE</b> Narvaez (C), Gracey (VC), Atkins, Mendelsohn, Resendez, Schultz, Stewart	<b>WORKFORCE, EDUCATION, AND EQUITY</b> Schultz (C), Arnold (VC), Bazaldua, Blackmon, Resendez, Ridley, Willis
<b>AD HOC COMMITTEE ON ADMINISTRATIVE AFFAIRS</b> Atkins (C), Mendelsohn, Moreno, *Ridley, *Stewart	<b>AD HOC COMMITTEE ON GENERAL INVESTIGATING AND ETHICS</b> Mendelsohn (C), Gracey, Johnson, Schultz, Stewart
<b>AD HOC COMMITTEE ON JUDICIAL NOMINATIONS</b> Ridley (C), Resendez, West	<b>AD HOC COMMITTEE ON LEGISLATIVE AFFAIRS</b> Mendelsohn (C), Atkins, Gracey, Narvaez, Stewart
<b>AD HOC COMMITTEE ON PENSIONS</b> Atkins (C), Blackmon, Mendelsohn, Moreno, Resendez, Stewart, West, Willis	<b>AD HOC COMMITTEE ON PROFESSIONAL SPORTS RECRUITMENT AND RETENTION</b> Gracey (C), Blackmon, Johnson, Moreno, Narvaez, Resendez, Schultz

(C) – Chair, (VC) – Vice Chair

\* Updated: 2/22/24

Note: A quorum of the Dallas City Council may attend this Council Committee meeting.

## General Information

The Dallas Council Committees regularly meet on Mondays beginning at 9:00 a.m. and 1:00 p.m. in the Council Chambers, 6th floor, City Hall, 1500 Marilla. Council Committee agenda meetings are broadcast live on [bit.ly/cityofdallastv](http://bit.ly/cityofdallastv) and on Time Warner City Cable Channel 16.

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 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.

## Información General

Los Comités del Concejo de la Ciudad de Dallas se reúnen regularmente los lunes en la Cámara del consejo en el sexto piso del Ayuntamiento, 1500 Marilla, a partir de las 9:00 a.m. y la 1:00 p.m. Las reuniones de la agenda del Comité del Consejo se transmiten en vivo por la estación de [bit.ly/cityofdallastv](http://bit.ly/cityofdallastv) y por cablevisión en la estación *Time Warner City Cable* Canal 16.

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 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 precisará al oficial que este presidiendo la sesión a tomar acción." Según la sección 3.3 (c) de las reglas de procedimientos del Ayuntamiento.

The City Council Workforce, Education, and Equity Committee meeting will be held by video conference 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.

The following video conference 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 Channels 16 (English) and 95 (Spanish) and at [bit.ly/cityofdallastv: https://dallascityhall.webex.com/dallascityhall/j.php?MTID=me4001effabd04c04c3f33cb2732058c5](https://dallascityhall.webex.com/dallascityhall/j.php?MTID=me4001effabd04c04c3f33cb2732058c5)

## Call to Order

### MINUTES

1. [24-903](#) Approval of the February 12, 2024, Workforce, Education and Equity Committee Meeting Minutes

**Attachments:** [Minutes](#)

### BRIEFING ITEMS

- A. [24-786](#) Update on Racial Equity Plan Strategies & Initiatives - Big Audacious Goals (BAGS) and Department Progress Measures as of February 2024 [Dr. Lindsey Wilson, Director; Dr. Lisa Rainey, Equity Officer; Office of Equity and Inclusion]

**Attachments:** [Presentation](#)

- B. [24-811](#) Discussion of Mayor's Memo Regarding Community Input of the Workforce, Education, and Equity Committee's Policy Areas [All committee discussion]

**Attachments:** [Memo](#)

- C. [24-787](#) January 2024 Update on Work Performance Measures for Workforce Dallas [Lynn McBee, Workforce Dallas; Joyce Williams, Director of Small Business Center]

**Attachments:** [Presentation](#)

### BRIEFING MEMOS

- D. [24-788](#) Update on Digital Equity Affordable Connectivity Program as of February 2024 [Genesis Gavino, Chief of Staff, City Manager's Office]

**Attachments:** [Memo](#)

**FORECAST**

[24-816](#) Committee Forecast

**Attachments:** [Forecast](#)

**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  
TUESDAY, MARCH 5, 2024

EXHIBIT B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MARCH 5, 2024

Item 1: Approval of the February 12, 2024, Workforce, Education and Equity Committee Meeting Minutes

Councilmember Bazaldua moved to adopt the minutes as presented.

Motion seconded by Councilmember Willis and unanimously adopted. (Arnold, Resendez absent when vote taken)

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MARCH 5, 2024

BRIEFING ITEMS

Item A: Update on Racial Equity Plan Strategies & Initiatives - Big Audacious Goals (BAGS) and Department Progress Measures as of February 2024

The following individuals briefed the committee on the item:

- Dr. Lindsey Wilson, Director, Office of Equity and Inclusion;
- Dr. Lisa Rainey, Equity Officer; Office of Equity and Inclusion

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MARCH 5, 2024

BRIEFING ITEMS

Item B: Discussion of Mayor's Memo Regarding Community Input of the Workforce, Education, and Equity Committee's Policy Area

The committee discussed the item.

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MARCH 5, 2024

BRIEFING ITEMS

Item C: January 2024 Update on Work Performance Measures for Workforce Dallas

The following individuals briefed the committee on the item:

- Lynn McBee, Workforce Dallas;
- Joyce Williams, Director of Small Business Center; and
- Shawn Williams, Vice President, Allyn Media

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MARCH 5, 2024

BRIEFING MEMOS

Item D: Update on Digital Equity Affordable Connectivity Program as of February 2024

The committee discussed the item.

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MARCH 5, 2024

FORECAST

Item E:           Committee Forecast

The committee discussed the item.

MINUTES OF THE CITY COUNCIL COMMITTEE  
TUESDAY, MARCH 5, 2024

EXHIBIT C





# City of Dallas

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

## Agenda Information Sheet

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**File #:** 24-786

**Item #:** A.

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Update on Racial Equity Plan Strategies & Initiatives - Big Audacious Goals (BAGS) and Department Progress Measures as of February 2024 [Dr. Lindsey Wilson, Director; Dr. Lisa Rainey, Equity Officer; Office of Equity and Inclusion]



**City of Dallas**

# **Racial Equity Plan BAG Strategies and DPM updates**

**Workforce, Education and  
Equity Committee  
March 5, 2024**

Dr. Lindsey Wilson, Director  
Dr. Lisa Rainey, Equity Officer  
Office of Equity and Inclusion

# Presentation Overview



## Section I: Racial Equity Plan

- Recap Summary
- Budget Investments

## Section II: Department Progress Measures

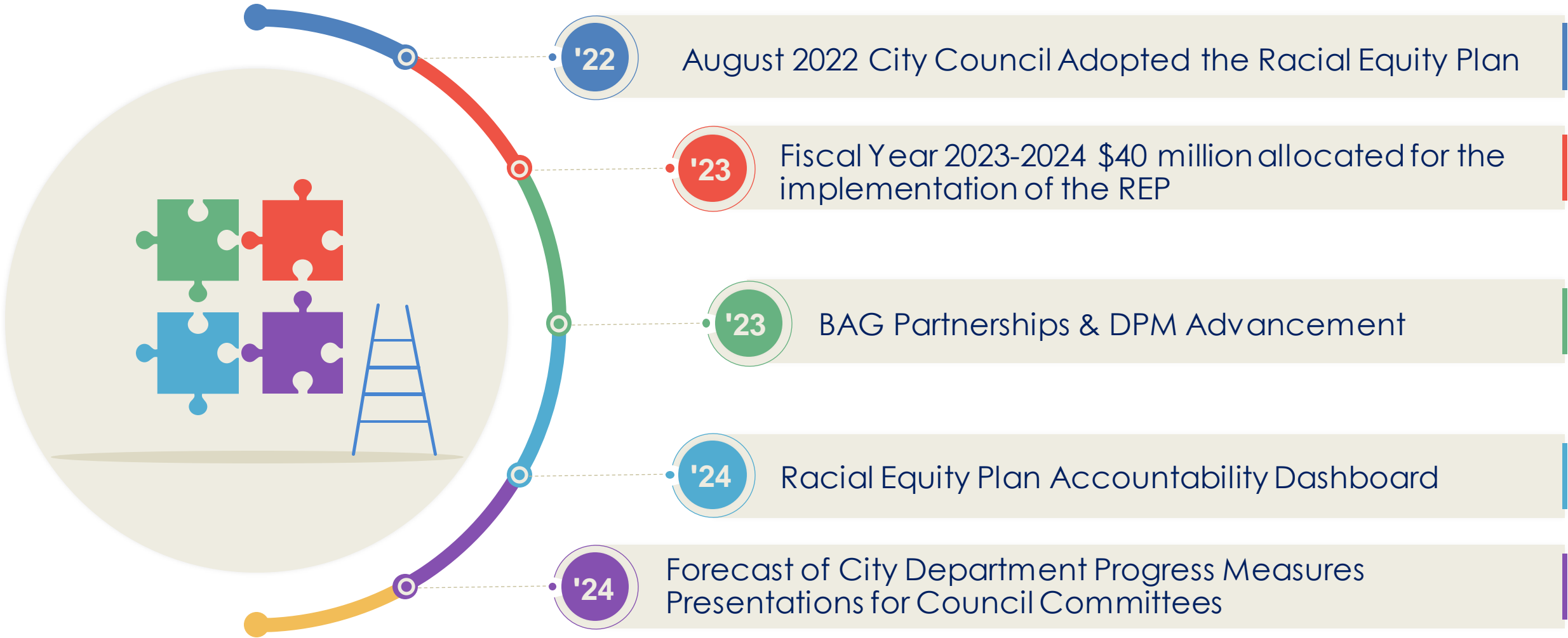
- 2023 and 2024 DPMs Update
- Progress and Accountability
- Big Audacious Goals Highlight: Internal & External

## Section III: Process Updates

- Sharing Updates and Impact
- Opportunities
- Next Steps



# Racial Equity Plan Recap



# Racial Equity Plan Budget Investments



Approximately **\$40M** went towards the **implementation of the plan to address disparities**. Investments include:



**Economic, Workforce and Community Developments: \$12,418,502**



**Environmental Justice: \$5,533,914**



**Housing: \$5,315,214**

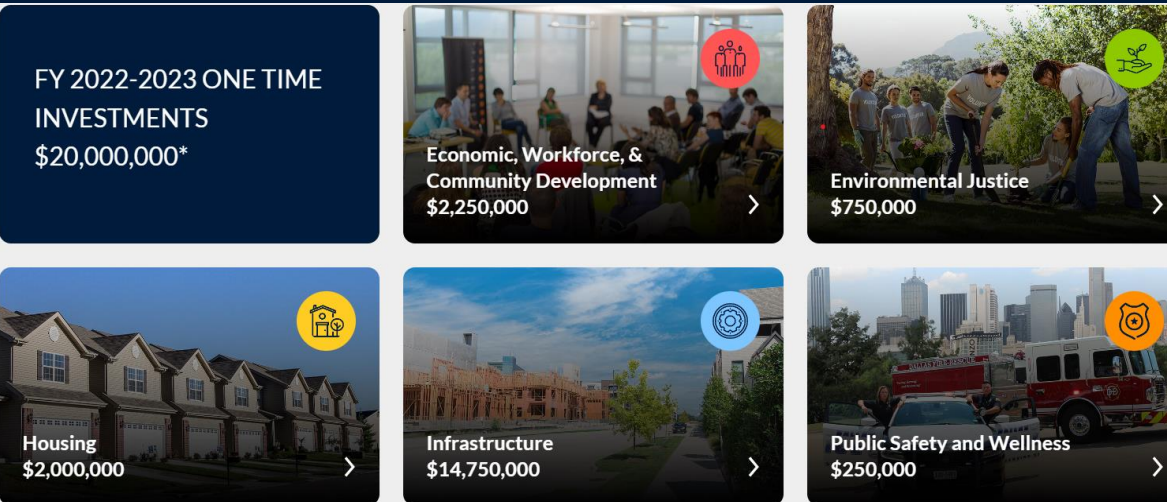


**Infrastructure: \$16,507,846**



**Public Safety and Wellness: \$1,039,634**

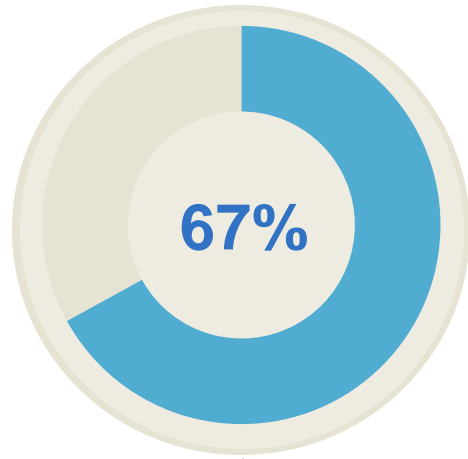
## FY 2022-2023 BUDGETING FOR EQUITY FUNDING \$20,815,137



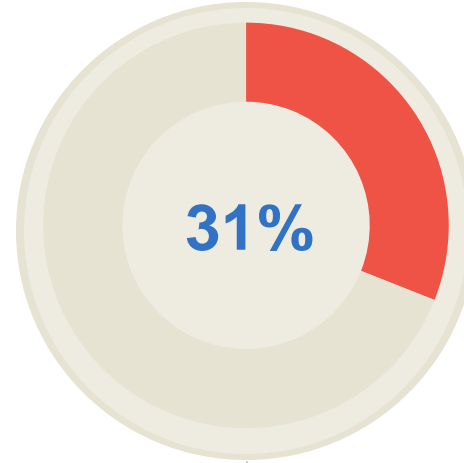
**Completed Projects amount of Budget Spend to date: \$18,288,617**



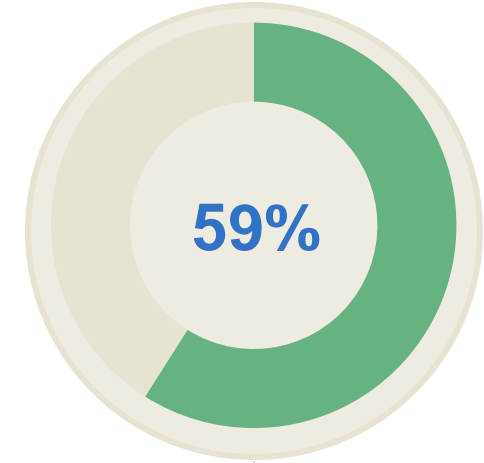
# 2023 Department Progress Measures



**Near Completion  
& Complete**



**In-Progress**



**33 City  
departments  
completed  
38 of 64 DPMs**



# 2024 DPMs Implementation



2024 DPMs span across 5 Big Audacious Goals



54 DPMs

5 BAGs

31 City Depts



43

Economic Workforce  
& Community  
Development



3

Environmental  
Justice



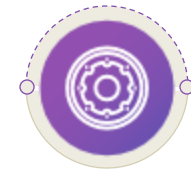
1

Public Safety  
& Wellness



5

Housing



2

Infrastructure

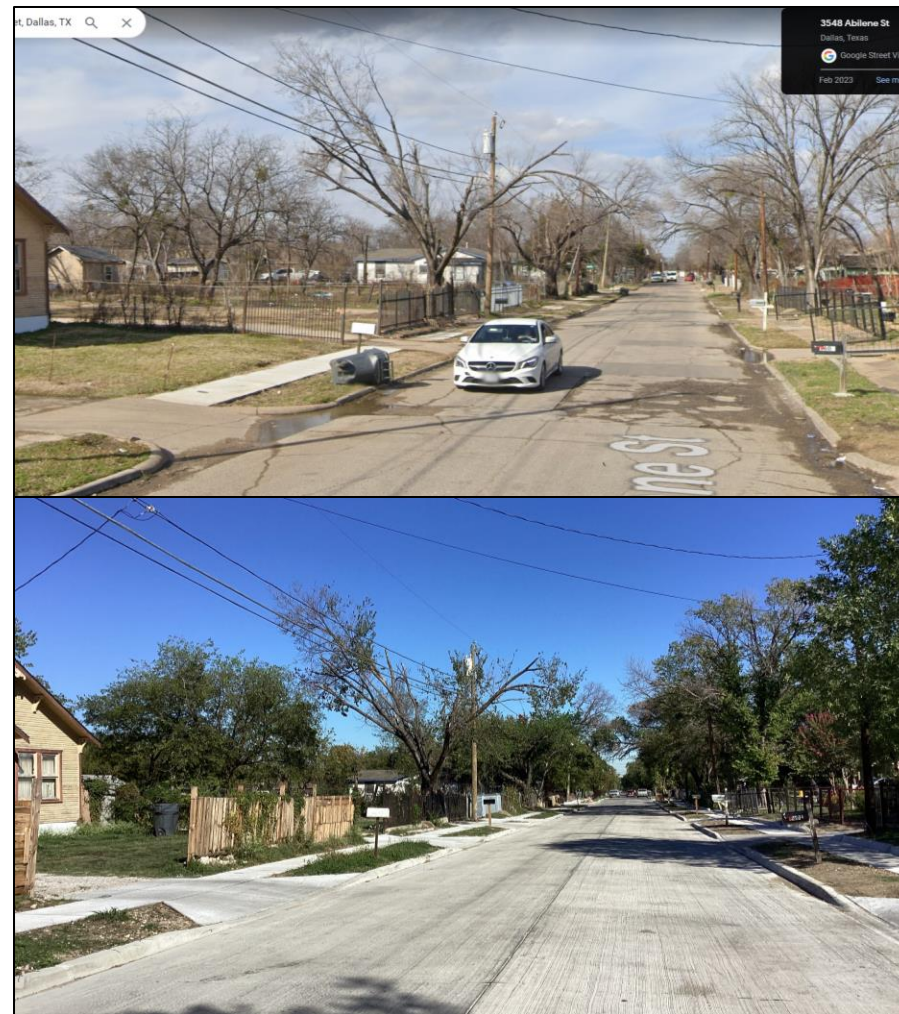


# BIG AUDACIOUS GOAL HIGHLIGHT- Internal



## West Dallas Area Infrastructure

- Scope of street repairs included full depth concrete replacement, sidewalk and curb ramp replacements, driveway approach replacements, and miscellaneous drainage improvements for streets in the racial equity areas
- **BAG- Infrastructure**
- **Public Works**
- **Project completed Oct 2023**
- **\$2,000,000.00**



Abeline Street from Gallagher to Leath before and after repairs





# BIG AUDACIOUS GOAL HIGHLIGHT (Internal)



## Accelerators Program

- Expanding the capacity of minority and women-owned business enterprises
- **BAG: Economic, Workforce and Community Development**
- **Departments: Small Business Center, in collaboration with Convention & Event Services and Office of Procurement Services**
- **Project is Near-Completion**
- **(\$750,000)**

City Council

COUNCIL AGENDA

February 28, 2024

### Office of Procurement Services

76. [24-703](#) Authorize a thirty-one month professional services contract in the amount of \$7,682,340, with a \$300,000 contingency for potential scope enhancement, and one one-year renewal option, as detailed in the Fiscal Information section, for project management services and owner's representation for the implementation of Component Three of the Kay Bailey Hutchison Convention Center Dallas master plan, which includes project management of the process for the renovation and reconstruction of Dallas Memorial Arena using either the Design-Build Bid or Construction Manager At-Risk Delivery Model - McKissack & McKissack of Washington, Inc., most highly qualified proposer of nine - Not to exceed \$7,982,340 - Financing: Convention Center Construction Fund (to include reimbursements from Brimer Bill Bonds) (subject to annual appropriations)



# BIG AUDACIOUS GOAL HIGHLIGHT (Internal)



## Brownfields Program

- Educational and community-led solutions for remediation projects and seed money to build a Brownfields Program.
- **Office of Environmental Quality & Sustainability**
- **Project completed 4th quarter 2023**
- **(\$1,618,255)**

### Brownfields

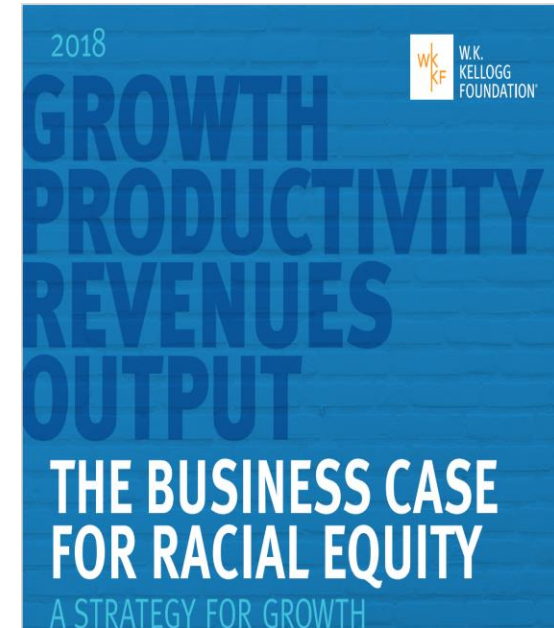


# BIG AUDACIOUS GOAL HIGHLIGHT (External)

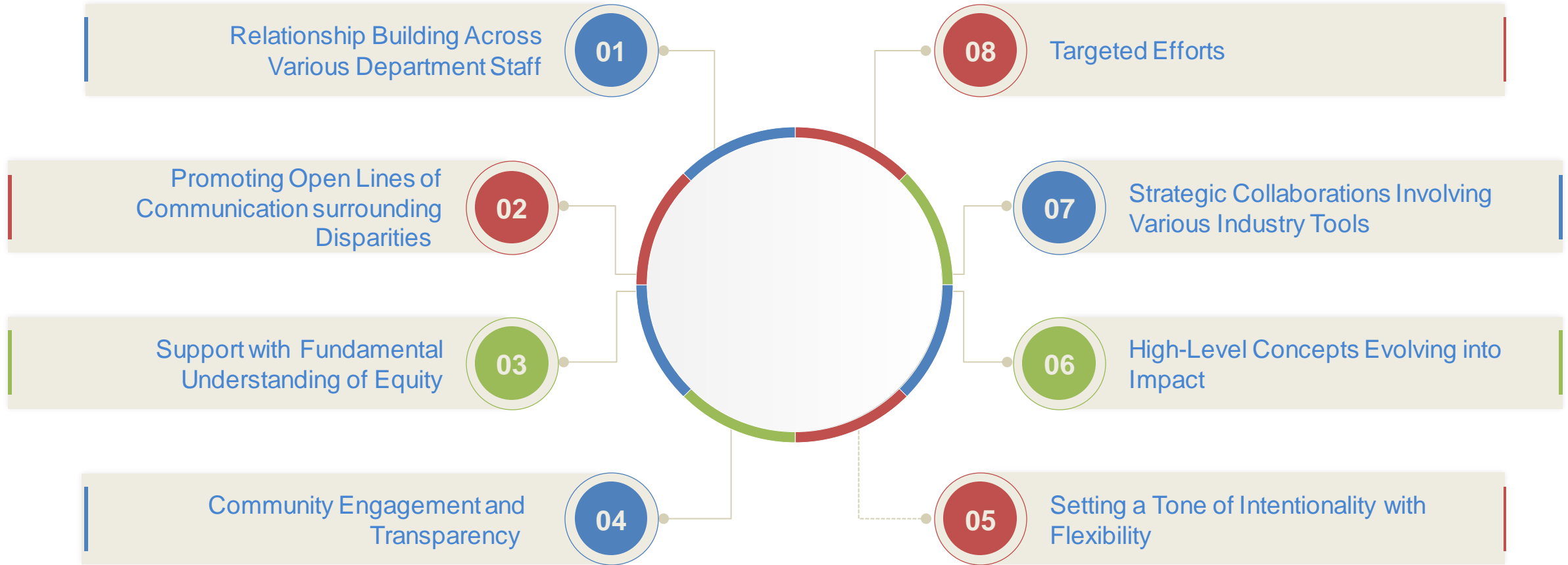


## Philanthropy: Local Business Case for Racial Equity

- Dallas local Business Case for Racial Equity seeks to expand the narrative associated with racial equity by adding the economic case of racial equity.
- Beyond an increase in economic output, advancing racial equity can translate into meaningful increases in economic opportunities for both business and consumers.
- **External Consultant:** Sarah Cotton Nelson in collaboration with Every Texan and The Dallas Foundation



# Iterative Process to Outcomes

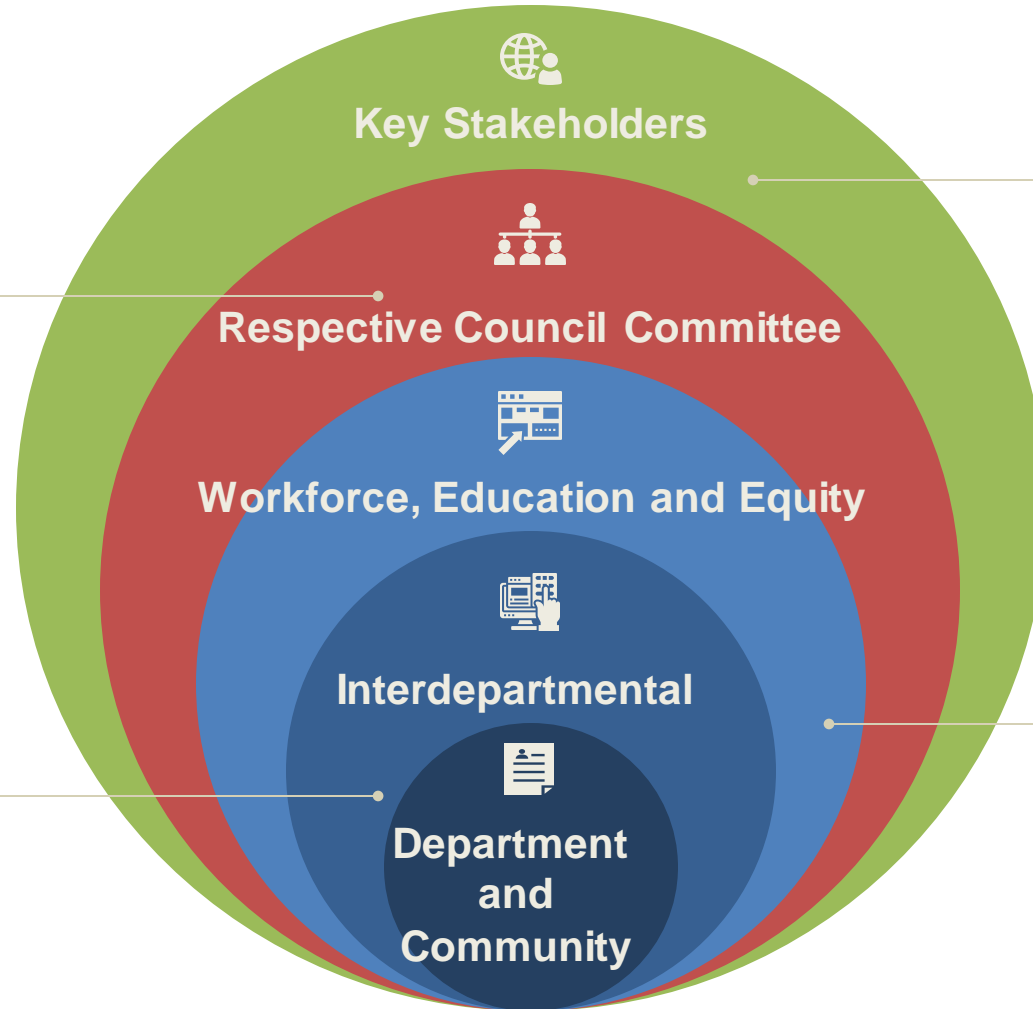


# Sharing Updates and Department Impact



- Economic Development
- Government Performance and Financial Management
- Housing and Homeless Solutions
- Parks, Trails and Environment
- Public Safety
- Transportation and Infrastructure
- Quality of Life, Arts and Culture

- Cross department collaboration to strengthen Impact



- Forecast a schedule for each department to brief WEE on their department progress measures



# Areas of Opportunity



## Challenges

- ▶ Excel Spreadsheet
- ▶ Process Amplifies Benefits
- ▶ Capture Completion Rate
- ▶ Capacity
- ▶ Multiple layers

## Move Towards

- ▶ Narratives, Department Presentations, impact-focused
- ▶ Highlight Unintentional Burdens
- ▶ Community Impact (Outcome)
- ▶ Re-Strategize
- ▶ Supporting Focus on Greatest Need

Tracking

Burdens

Impact

BAGs

Targeted Efforts



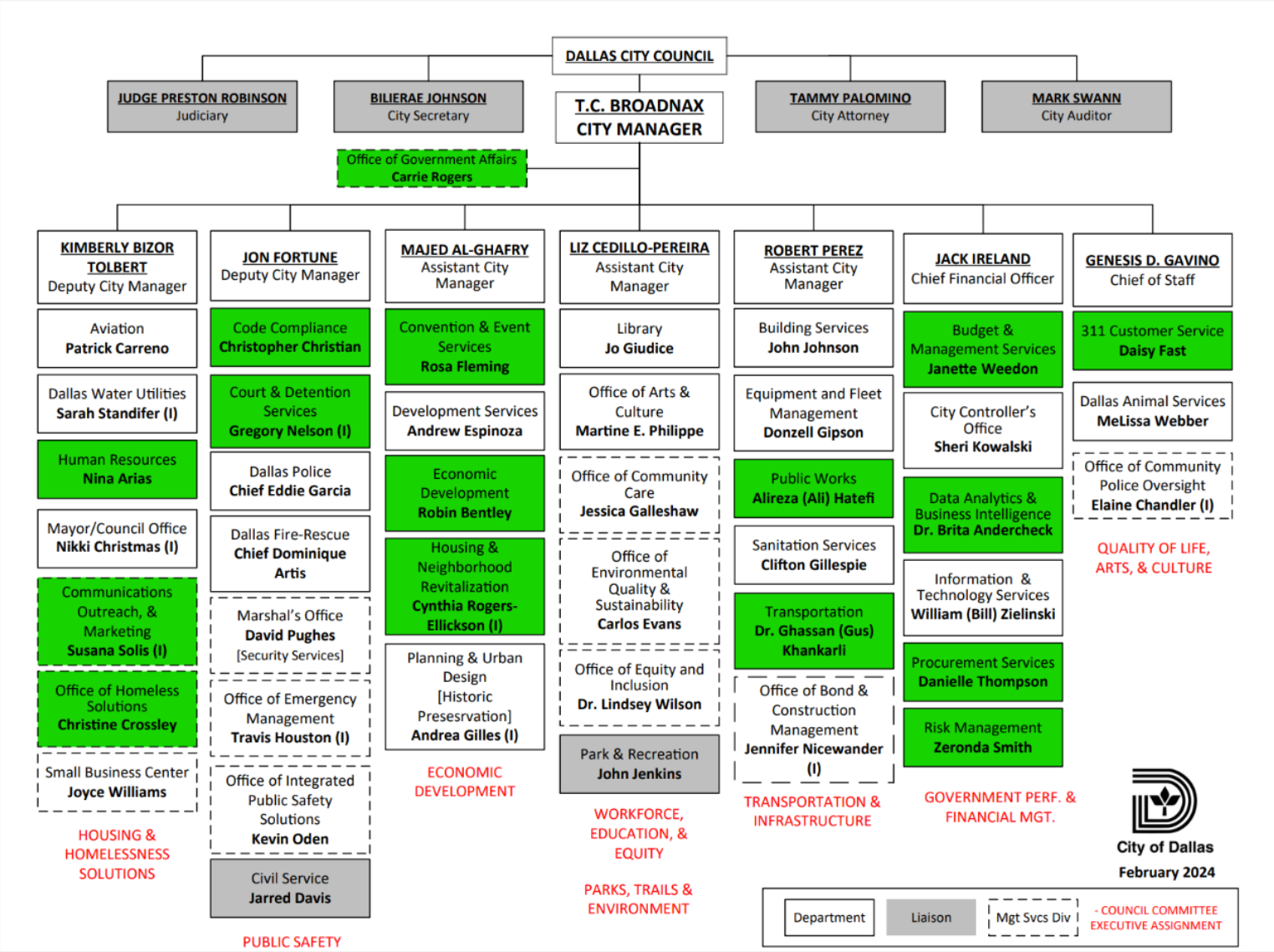
# Next Steps



- **Department Feedback Implementation:**
  - Modifications needed
  - Roadblocks and Obstacles
- **Toolkit Development (In-Progress)**
  - Embedding the iterative process to make changes
- **Continuous Improvement**
  - Re-imagining mis-opportunities



# Exhibit A: Organization Chart with Completed 2023 Department Progress Measures







**City of Dallas**

# **Racial Equity Plan BAG Strategies and DPM updates**

**Workforce, Education and  
Equity Committee  
March 5, 2024**

Dr. Lindsey Wilson, Director  
Dr. Lisa Rainey, Equity Officer  
Office of Equity and Inclusion



# City of Dallas

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

## Agenda Information Sheet

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**File #:** 24-811

**Item #:** B.

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Discussion of Mayor's Memo Regarding Community Input of the Workforce, Education, and Equity Committee's Policy Areas [All committee discussion]

# Memorandum



CITY OF DALLAS

DATE February 23, 2024

TO Honorable Dallas City Council Committee Chairs

SUBJECT **Dallas City Council Committees Meeting**

Dear Honorable Committee Chairs:

As the Ad Hoc Committee on Administrative Affairs moves forward with its new charges related to the city manager transition and search, we have an opportunity to refocus attention on policies rather than on personalities and politics.

Therefore, I hereby request that all standing committees on the Dallas City Council host a meeting this spring entirely devoted to community input on major topics related to your committee's policy areas.

These meetings should serve as listening sessions that are focused on areas for improvements within the city government. We can use this feedback to help guide our search process. The input we receive at these meetings could also allow us to better articulate our priorities to the next city manager. And ultimately, our priorities should be the priorities of the people of Dallas.

Committee chairs should decide the best format for these conversations. As a starting point, I would suggest invited testimony from key stakeholders.

Thank you for your attention to this matter. Together, we can continue to improve our city government and make Dallas safer, stronger, and more vibrant.

If you have any questions, please do not hesitate to reach out.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Johnson'.

Eric L. Johnson  
Mayor

c: T.C. Broadnax, City Manager  
Biliera Johnson, City Secretary  
Tammy Palomino, City Attorney  
Mark Swann, City Auditor  
Genesis D. Gavino, Chief of Staff to the City Manager



# City of Dallas

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

## Agenda Information Sheet

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**File #:** 24-787

**Item #:** C.

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January 2024 Update on Work Performance Measures for Workforce Dallas  
[Lynn McBee, Workforce Dallas; Joyce Williams, Director of Small Business Center]

**WORKFORCE**

**DALLAS**

# Dallas-Fort Worth is poised to dominate America's heartland.



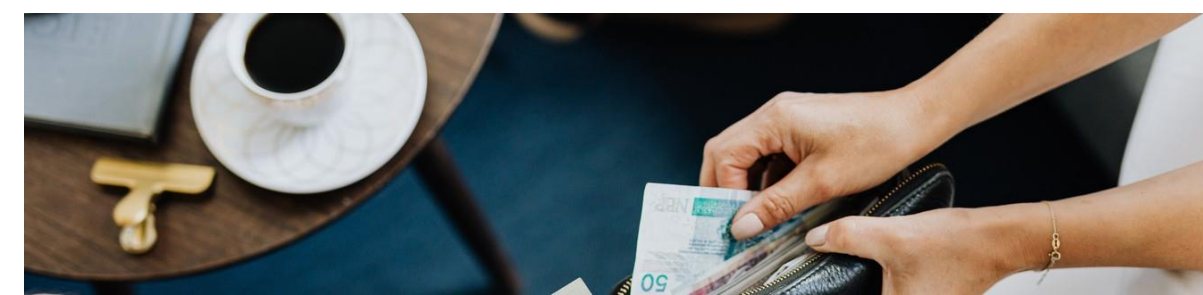
Dallas is an economic powerhouse. With a diverse business sector that anchors the fourth-largest metropolitan region in the United States, Dallas is primed for even greater job growth in the years ahead.



# Unequal Opportunities.

Amid much success, though, DFW is struggling to forge greater economic vitality in its vast left-behind areas. Stark divisions created by longstanding inequities — the digital divide, access to childcare, and educational opportunities — have become even clearer.

When considering the economy, the ever-increasing mismatches between the workforce and the skill need of employers threaten the city's growth. This mismatch between available jobs and workers threatens to leave behind under skilled workers and strand entire communities in a deep and dark sea of poverty.



# Current Workforce By The Numbers.



Working-age adults make up over 35% of the City of Dallas population



Jobs held by Hispanic workers represent over 40% of the jobs facing high automation risk



More than 30% of all households headed by single women are below the poverty line, increasing to more than 40% if a woman has children.



40% of households in Dallas are low income, with the greatest disparities among minority groups including Black, Hispanic, and female-led households.



# Our Vision.

Workforce Dallas aims to become the leading direct service non-profit serving working adults (age 25-64) – a one-stop program for upskilling, job placements and support services.

A collaborative focus on upskilling that creates greater earning opportunities for people of color, help break generational cycles of poverty and help Dallas and its citizens meet their full economic potential.



Engage corporate partners and curate an ever-growing inventory of upskilling opportunities and higher-paying jobs



Work with local colleges, universities, technical schools, and non-profit organization to expand upskilling opportunities, ensuring accessibility.



Create a proprietary software system and pathway that engages prospective upskillers and workers, that matches them with available job opportunities.



Provide critical, one-on-one support via personal “navigators” to mentor and provide a support network to workers and families who are transitioning to higher-paying jobs



## 6 Pillars of Success.

Workforce Dallas will bring a holistic, hands-on approach to workforce development – a people-focused cause that can not only change lives and stabilize families, but also change the future trajectory of our city and county. To that end we have developed these 6 pillars to ensure our success.

-  **Reducing barriers to upskilling**
-  **Identify geographic hotspots for upskilling**
-  **Identify & nurture upskilling growth industries**
-  **Interlocal agreements & partnerships**
-  **Job-matching tech solutions**
-  **Comprehensive outreach**

# Collective Impact Approach.

We understand this work can't be done alone therefore we have recruited a host of training, education, non profit, and employment partners to uplift this work.





# WFD Start-Up.

For the past 14 months, we've supported an "incubation" period for Workforce Dallas, funding our work through private donations and working to develop best practices regarding job matching, navigator support, understanding obstacles to upskilling, and identifying key upskilling partner and opportunities. This work has included:

-  **Hiring events with as few as 15 participants**
-  **Hiring events with 1,000+ participants**
-  **100s of meetings with stakeholder & partners**
-  **Databasing more than 1,000 jobs/upskilling opps from more than 350 partners.**
-  **Placement of 583 into jobs/upskilling opps, in addition to other hires made at our events**

**T.D. Jakes  
Foundation**

**Oct. 7  
Hiring Mixer**

OCTOBER 7, 2023

**YOU'RE HIRED!**  
**A HIRING MIXER EXPERIENCE**



**THANK YOU FOR A  
SUCCESSFUL  
EXPERIENCE**

- Leading diverse segment in attendance – Black/African American
- Leading Educational levels represented – Bachelor’s Degree (375); Master’s (209); Associate (133); PhD (25)
- Majority Female attendees (913)
- Leading age group – Millennials ages 25 - 40 (611); followed by Gen X ages 41 – 54 (352)

# WFD + City of Dallas.

The City's Small Business Center (SBC) currently has 9 non-profit partners providing workforce training through the City. Trainings address middle-skill gaps, and some advance skill gaps with a focus on serving underserved populations.

SBC is supporting WFD through the Mayor's ARPA funding (\$275K) to support three navigator positions that will report to Workforce Dallas. SBC is responsible for monitoring and tracking WFD ARPA metrics.




# Workforce Dallas and SBC Partnership

-  Referrals to City of Dallas Fresh Start Program
-  Referrals to Workforce Dallas Employer Portal
-  Identify upskilling local market growth industries for workforce training
-  Partner to close skill gaps to meet employer needs

# Performance Measures (January 2024)

 **# New Individuals Served/Enrolled: 31**

 **Total # Active Individuals: 79**

 **# Individuals Hired: 4**

 **Average hourly Wage: \$ 17-22**

 **Employer Partners: 102**

 **Services Provided\*: 332**

 **Referral Services\*\*: 8**

\*Services Provided includes job fair notifications, resume writing & support, mock interview sessions and other employment services

\*\*Referral Services include Legal Workshops, Transportation, Veteran Services, Food Banks and other wrap-around support services



**WORKFORCE**

**DALLAS**

**Providing upskilling opportunities,  
higher-paying jobs & support to working adults.**

[WorkforceDallas.org](http://WorkforceDallas.org)



# City of Dallas

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

## Agenda Information Sheet

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**File #:** 24-788

**Item #:** D.

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Update on Digital Equity Affordable Connectivity Program as of February 2024 [Genesis Gavino, Chief of Staff, City Manager's Office]

# Memorandum



CITY OF DALLAS

DATE February 27, 2024

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

SUBJECT **Affordable Connectivity Program Update**

This memorandum serves as an update related to the Affordable Connectivity Program (ACP) wind-down as previously briefed to the Committee on February 12, 2024. To date, no changes have been made at the federal level related to the funding renewal for ACP.

On February 22, 2024 the City hosted a Virtual Town Hall along with representatives from the Federal Communications Commission (FCC) to provide information related to the Affordable Connectivity Program (ACP) wind-down. Following their presentation, a conversation was facilitated by Dallas Innovation Alliance amongst attendees to discuss how community resources can be used to maximize communication and support our residents at the end of the ACP. Attendees of the town hall represented local organization and agencies supporting underserved communities, advocates for digital equity and accessibility, and community leaders seeking to understand the impact of the wind-down.

The City committed to providing FAQs and fact sheets, both electronically and hard copy format to organizations across the city as they work with the clients or program participants to make them aware of the impending end of the ACP. Staff is currently working with Dallas Innovation Alliance to finalize the FAQs and fact sheet and will make them available in multiple languages as requested by community organizations. Staff anticipate these materials will be available and ready for distribution no later than March 4, 2024.

Should you have any questions, please do not hesitate to contact me.

A handwritten signature in black ink, appearing to read 'G. Gavino', with a large flourish extending to the right.

Genesis D. Gavino  
Chief of Staff

c: T.C. Broadnax, City Manager  
Tammy Palomino, City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Deputy City Manager  
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Robert Perez, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Directors and Assistant Directors



# City of Dallas

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

## Agenda Information Sheet

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**File #:** 24-816

**Item #:**

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Committee Forecast

# WORKFORCE, EDUCATION, & EQUITY COMMITTEE (ROLLING) 3 MONTH FORECAST

(subject to change)

Updated 2/29/2024

	W / E / E	TITLE	DEPARTMENT
<b>MONDAY, MARCH 4, 2024, 3:30 P.M.</b>			
<b>BRIEFING ITEMS</b>	<b>Special Called Joint Meetings with Economic Development Committee</b>		
		Historical and Cultural Preservation	Planning and Urban Design
<b>TUESDAY, MARCH 5, 2024, 9:00 A.M.</b>			
	Equity (I)	Update on Racial Equity Plan Strategies & Initiatives - Big Audacious Goals (BAGS) and Department Progress Measures as of February 2024	Office of Equity and Inclusion
	Equity (I)	January 2024 Update on Work Performance Measures for Workforce Dallas	Workforce Dallas and SBC
		Discussion of Mayor's Memo Regarding Community Input of the Workforce, Education, and Equity Committee's Policy Areas	All committee discussion
	Equity	Update on Digital Equity Affordable Connectivity Program as of February 2024	CMO – Chief of Staff
<b>MONDAY, APRIL 8, 2024, 9:00 A.M.</b>			
<b>BRIEFING ITEMS</b>	Equity (I)	Public Safety & Equity Update	Office of Integrated Public Safety Solutions, Office of Community Care, Small Business Center, Dallas Police Dept.
	Education (E)	DISD Equity Efforts	Dr. Pamela Lear
	Equity (I)	Welcoming Strategy Update	Office of Equity & Inclusion
	Workforce (I)	Business Case for Equity Update	Office of Equity & Inclusion
	Equity (I)	Human Rights Commission Update	OEI – Human Rights
<b>BRIEFINGS BY MEMORANDUM</b>			
<b>MONDAY, MAY 13, 2024, 9:00 A.M.</b>			
<b>BRIEFING ITEMS</b>	Workforce (I)	Upskilling	Office of Human Resources
	Equity (I)	Community Engagement Update	CMO - Chief of Staff
<b>BRIEFINGS BY MEMORANDUM</b>	Equity (I)	ADA Transition Plan Update	OEI - Human Rights (other departments)

	Notes	Convening of School Districts to understand City supports (land use, community resources, infrastructure housing)	
	Notes	Gender Transitioning in the Workplace – Suggested Guidance for Supporting Employees (For future consideration) (OEI, HR) (I)	