

City of Dallas

Closing Disparities: Department **Progress Measures** Update **Vibrant Portfolio** Workforce, Education and **Equity Committee October 15, 2024**

Dr. Lindsey Wilson, Director, Office of Equity and Inclusion Jessica Galleshaw, Director, Office of Community Care and Empowerment Glenn Ayars, Assistant Director, Office of Arts and Culture Heather Lowe, Interim Director, Dallas Public Library John D. Jenkins, Director, Parks and Recreation Carlos Evans, Director, Environmental Quality and Sustainability

Overview



Big Audacious Goals (BAGs)

Action Targets

Department Progress Measures (DPM)

Leveraging Data, Engagement and Collaboration

Vibrant Portfolio

- Departments in the Vibrant Portfolio
- Mapping REP Funding

Department Updates

- REP Department Progress Measures
- Outcomes and Impact
- Advancing the Work

Next Steps

• Engagement



ANALYTICAL RIGOR & DATA-DRIVEN EXECUTION How the REP Leverages Data for Decision-Making, Accountability, and Community Engagement

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Data-Driven Accountability: The Racial Equity Plan uses the Equity Indicators Report to track disparities across systems like justice, health, and economics, holding departments accountable for progress through concrete Department Progress Measures (DPMs).



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Decision-Making with Disaggregated Data: The Racial Equity Plan emphasizes using collaboration and disaggregated data to inform decision-making, ensuring policies address specific needs of historically disadvantaged communities while avoiding unintended consequences



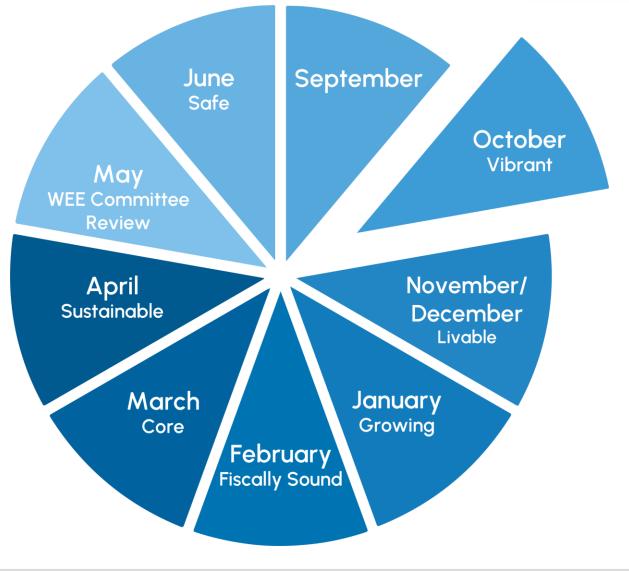
Community Engagement through Data: **Interactive** tools like the <u>Equity Atlas</u> visualize data **by geography** (e.g., Council Districts, census tracts), allowing community members to **engage** with the city's **strategic planning efforts** and understand how equity priorities are shaped

The Racial Equity Plan incorporates community feedback from public events such as the Equity Indicators Symposium, surveys, and focus groups to ensure that the data being collected and analyzed reflects the lived experiences of residents.

Vibrant Portfolio



- Office of Equity and Inclusion
- Office of Community Care and Empowerment
- Office of Arts and Culture
- Dallas Public Library
- Parks and Recreation
- Office of Environmental Quality and Sustainability



Service First, Now!

results.



Empathy, Ethics, Excellence, Engagement, and Equity



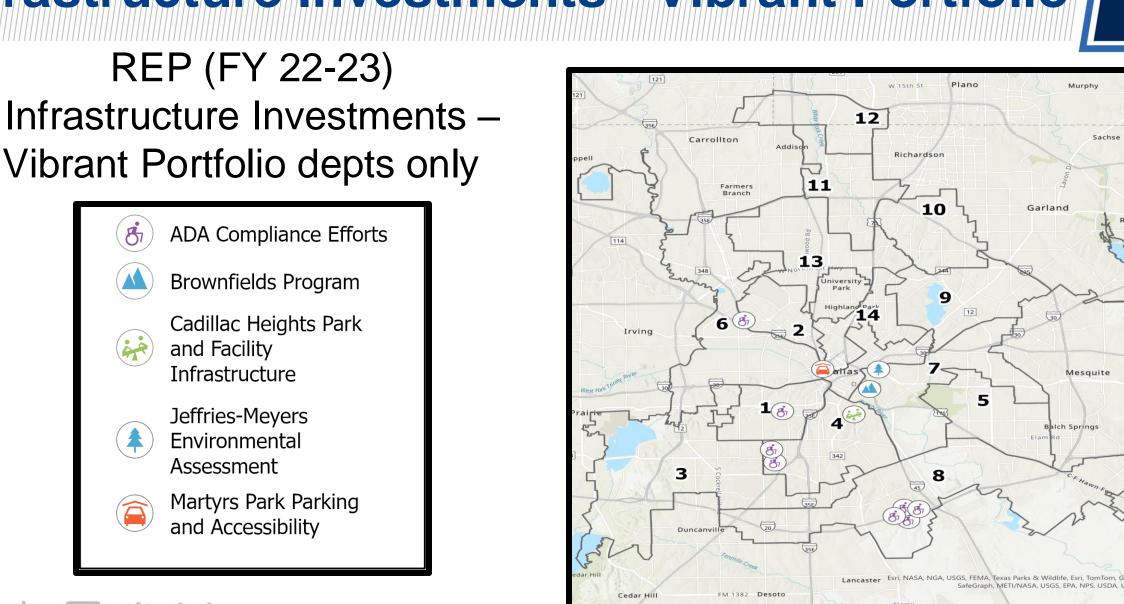
close disparity gaps.

DPMs Drive Accountability.

Total DPMs in the REP

This slide only highlights Infrastructure investments; other services received additional investments.

6



Infrastructure Investments - Vibrant Portfolio



Murphy

Mesquite

Balch Springs

Ela

Garland

Sachse

Rowlett

Plano

10

9

8

5

Office of Equity and Inclusion







ADA Anniversary Celebration

Engaging Redlining Simulation



Welcoming Interactive

2024

Office of Equity and Inclusion



Equity Indicator 39: Government Service Satisfaction

Public perceptions are reflective of and can inform improvements in the quality of government services. Racial/ethnic disparities in perceptions of government services may be indicative of different problems facing different communities.

Department Progress Measures	Status/ Completion Date	Outcome
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 [All Depts]. [Ei 39]	Completed December 2023	Implemented 3 different services, collaborated with HR to update AD 3-37, Provided language access trainings to 1689 Dallas employees.
Increase the percent of ADA service requests in Historically Disadvantaged Communities (HDC) completed within Service Level Agreement to 85% by October 2024. [Ei 39]	Completed October 2024	Achieved 98% progress on our measure, surpassing the 85% Service Level Agreement goal. HDC's were identified with EIA scores of 3, 4 or 5s.
Annually, increase the percent of progress reporting on REP implementation across departments to WEE Committee and the Equity Indicators Symposium. [Ei 39]	Completed 2023- 2024	Progress reporting on REP implementation to WEE Committee and the Equity Indicators Symposium increased by 13.3% in 2023 and 8% in 2024.

Office of Equity and Inclusion Impact



Improving the Lives of Residents

Operationalizing Equity

- 507 hours of oral interpretation
- First-ever all-Spanish Bond Town Hall at City Hall
- Equipped residents with additional city resources such as Legal Aid, Texas Tenants Union, and eviction education
- Implementation of the REP helped departments prioritize, actualize and operationalize equity.

Improving Access

- Resolved fair housing issues swiftly and amicably before issues escalate to formal complaints
- Reduced non-jurisdictional complaints
- Improved resident access by addressing ADA-related concerns and increasing equitable access.

Economic Impact for the City

- Welcoming Interactive brought ~\$1.3M to Dallas' economy
- 1685 employees receive language skill assignment pay program
- REP provides a foundation for external funding opportunities for the City of Dallas, enhancing eligibility for additional grants



Office of Community Care and Empowerment





Anita Martinez Ballet Folklorico @ MLK Hispanic Heritage Festival- 2023



13)



Fruitdale WIC Location Opening (District 4)- June 2023



Neighbors' Community Garden at WDMC

Office of Community Care and Empowerment



Equity Indicators:

9: Median Household Income | 10: Child Poverty | 58: Child Food Insecurity

Department Progress Measures	Status/ Completion Date	Outcome
The Financial Empowerment Center will serve a minimum of 400 residents through professional financial coaching and financial capability clinics in equity priority areas by September 2023. [Ei 9]	PARTIALLY COMPLETED	Between launch and September 2023, 137 clients were served in the target areas. The official program launch was several months later than expected at the time this goal was established.
Host four (1 per quarter) food service community engagement events in historically disadvantaged communities to provide 400 nutritional meal packages specifically targeting Single female-headed households, with children under 18 by October 2023. [Ei 10, 58]	COMPLETED	OCCE was able to meet and exceed the projected the number of single female-headed households served in south and west Dallas with nutritional meal packages.
Increase the monthly number of WIC clients receiving nutrition services by 25% in equity priority areas by July 2024 [Ei 10, 58]	COMPLETED	There has been a 61% increase from June 2022 to January 2024, from 2,966 clients served in the baseline month to 4,783 clients served in the comparison month from those same zip codes.
Support local providers in early childhood and out of school time programs with grants to increase the numbers of available quality childcare slots in equity priority areas by Goal: 20 facilities served [Ei 13]	COMPLETED	A total of 17 grants were awarded through our ARPA-funded ECOSTS provider support program, 13 of which were for facilities/programs located in equity priority areas for the measure. This represents completion of the measure as the goal of 20 was an estimate and funds have been disbursed.
Through the Early Childhood/Out of School Tome (ECOST) Program, increase the number of children served residing in equity priority areas from 94 to 125 by July 2024 [Ei 13, 51]	PARTIALLY COMPLETED	Though the program did add the intended 33 participants within the priority areas during FY23, changes to program operations limited our ability to create maintained growth and thus to maintain and grow clients within specific areas.

Office of Community Care and



Leveraging

Empowerment

- WIC Grant Recipient \$345,036, to increase participation in 4 EPAs (NW Hwy, MLK, Highland Hills and Fruitdale)
- Selected for the Financial Empowerment City cohort by Cities for Financial Empowerment, Inc.
- Named to CFE Coalition
- Secured additional \$500k from TDCJ to expand re-entry services programming

Engagement

- 36+ community events hosted by Community Centers
- 60+ regular Center partners
- 2,301 clients received digital navigation support

Economic Impact for the City

- \$10M+ in income tax refunds for lowincome clients
- \$4M savings in tax preparation fees through Dallas Community Tax Centers
- \$238,982 increase in personal savings for FEC clients
- \$278,968 reduction in non-mortgage debt for FEC clients
- Over \$52M estimated value of WIC food benefits for client use at local food retailers (does not include value of formula benefits due to lack of available data)

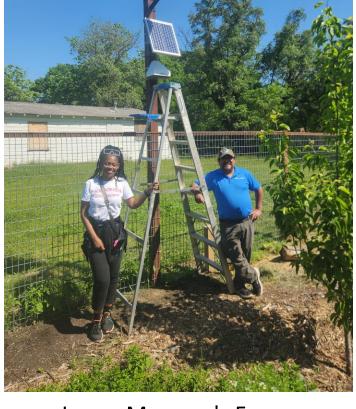


Office of Environmental Quality & Sustainability

Dallas Community Air Management Program (DCAMP) Air

Sensor Installations





Joppa Momma's Farms



Arcadia Park Recreation Center

Office of Environmental Quality & Sustainability Equity Indicator 52: Chronic Disease



Chronic diseases (cardiovascular disease, cancer, stroke, and COPD) place a tremendous burden on a person's long-term physical, emotional, and financial well-being

Department Progress Measures	Status/ Completion Date	Outcome
Increase the amount of neighborhood level air quality monitors in equity priority areas by end of fiscal year 2025 [Baseline to be developed]. [\$] [Ei 52]	IN PROGRESS	(1) In FY24, successfully added 19 additional neighborhood level air quality monitors, totaling 24 air sensors (majority in Priority Areas). (2) Four additional sensors were deployed in 75211 & 75212 as part of the EPA State Environmental Justice Grant. (3) Up to 10 sensors may be installed for a G2G EPA Grant project in the Forest District in 2025.
Provide access to community solar opportunities for qualified households with the greatest need by December 2025. [Ei 30]	IN PROGRESS	(1) April 2024, EPA awarded a \$249.7 million grant to Texas Solar for All Coalition. The grant will help close the solar equity gap for energy- burdened low-income and disadvantaged communities by providing access to residential solar power. (2) In FY24, completed a Solar Siting Study to evaluate City properties for potential building-serving or community-serving solar developments. The project team recommended nine building-serving sites and one community-serving site.



Office of Environmental Quality & Sustainability

Engagement

- Completed air monitoring and environmental site assessments in Jeffries-Meyers.
- Continued engagement in September to notify property owners of environmental assessment opportunity.
- Worked with District 7's office to share updates.

Neighborhood Impact

- Successfully added 19 additional neighborhood level air quality monitors, totaling 24 air sensors (majority located in equity priority areas)
- Successfully completed the Green Warriors 2024 Pilot project in partnership with Southern Dallas Progress Community Development Corporation and UTA. The project addressed key barriers to weatherization in equity priority zip codes 75210 and 75215

Economic Impact for the City

- The Brownfields Redevelopment Program was established in early 2023 and has received funding from the REP as well as additional grant awards from US. EPA.
- The City of Dallas was awarded two Brownfields grant awards for site assessment, CWA (Community- Wide Assessment) Grant, and Site cleanup ,RLF(revolving Loan Fund) Grant totaling \$1.5 M
- An additional \$250K in RLF Supplemental Grant funding will be awarded in FY24-25.
- As of 9/16/24, three site assessments have been completed and additional sites in EJ zones are under consideration.

Office of Arts and Culture



Racial Equity Plan Progress Measures



1st Annual AAPI Dragon and Boat Festival Location: Bath House Cultural Center



Shadow Lines by RE:site Studio Location: Martyrs Park



2024 State of the Arts Location: Moody Performance Hall



Office of Arts and Culture



Equity Indicator 37: Sense of Community

A strong sense of community can improve well-being, feelings of safety, and participation in community and civic responsibilities.

Department Progress Measures	Status/ Completion Date	Outcome
Increase percentage of cultural services funding to historically disadvantaged artists and organizations from 25% to 35% by FY 2023-24. [\$] [Ei 2]	Complete September 2024	OAC increased the City's support dollars for historically disadvantaged communities in FY 2023-24 to ~38% of all dollars spent through the OAC's cultural funding programs and artistic services contracts.
Celebrate the many international cultures and people that make Dallas thrive by increasing the City's support dollars for historically disadvantaged community programming by 2023. [\$] [Ei 37]	Complete September 2024	Hosted the 1st Annual AAPI Heritage and Dragon Boat Festival at the Bath House Cultural Center, increase in cultural center art exhibitions, participated and collaborated in over 20+ events for FY2024.
Increase the number of historically disadvantaged community equity-specific works of art that confront historic racism, commissioned for or donated to the Public Art Collection from 18 to 23 (of –300 pieces total) by 2024. [Ei 2, 37]	Complete 2024	Increased number of works that confront historic racism, commissioned for or donated to the Public Art Collection from 18 to 25.

Office of Arts & Culture



Representation

- Large portion of funding serves historically disadvantaged communities
- ALAANA artists funding and representation
- Expansion of programmatic reach (parks, cultural centers, neighborhoods, events).

Engagement

- Increase partnerships, engagement, & outreach
- 30+ Information sessions to share about funding programs
- Programming at venues and cultural centers across the city

Economic Impact for the City

- Increased per-service artist fees by an average of 16% through the Community Artists Program (CAP)
- OAC has allocated \$8M+ for arts and cultural programs.
- Large portion of Public Arts Program collection is housed at various parks



Dallas Public Library



GED Preparation Classes



Online Spanish Language classes

In-person classes and graduations



Dallas Public Library



Equity Indicators:

5: Unemployment | 22: Adults with No High School Diploma | 29: Internet Access

Department Progress Measure	Status/Completion	Outcome
Increase enrollment in High School Equivalency programs from 66 to 120 in libraries serving equity priority areas by September 30, 2024. [Ei 22]	Completed 2024	The Library has enrolled 224 individuals in the GED programs from the targeted zip codes.
Increase workforce development programs from 100 to 200 offered at libraries serving equity priority areas by September 30, 2024 [Ei 5]	Completed 2024	The Library held 1,241 programs and sessions focused on increasing Career Launchpad as well as partner services.
Increase the percentage of residents from historically disadvantaged communities who report visiting the library from 35.6% to 45.6% by September 30, 2026. [Ei 39]	Completed 2024	45.8% of residents in a historically disadvantaged community report visiting the Library.



Dallas Public Library



Engagement

- Community Visioning sessions and graphics-based responses
- Community survey translated into top 6 non-English languages spoken
- Increased Spanish language and bilingual programs offered

Access

- More historically disadvantaged communities are taking advantage of GED programming
- Point of need models for workforce assistance increases efficacy of programs
- GED programming is available in English & Spanish

Economic Impact for the City

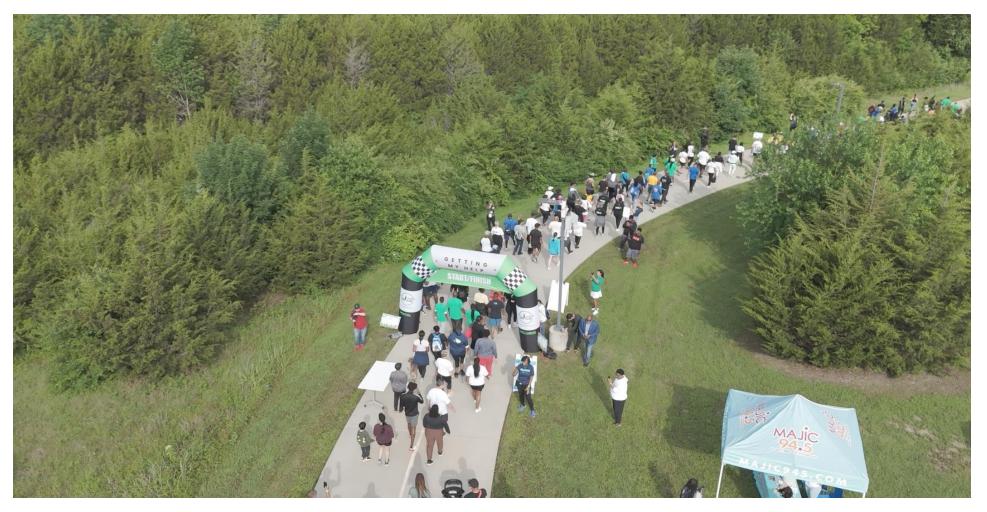
- Having a GED increases the likelihood of residents securing employment
- One-on-one computer and job skills assistance offered at every branch
- Learning English improves opportunities for job advancement



Park and Recreation



Mental Wellness Walk – Singing Hills Recreation Center





Park and Recreation DPMs



Equity Indicators

33: Access to Parks | 59: Physical Activity

Department Progress Measures	Status/	Outcome				
	Completion Date					
Recommend amendments to governing policy and PKR guidelines to allow for the permitting of mobile food units to include pushcarts and Palateros on park property by Fall 2023. [Ei 2]	Completed August 2023	Department initiated a pilot permitting program, however, responsibility for permitting push carts and Paleteros has since been transferred to Dallas County per state law changes.				
Increase out of school programming enrollment in historically disadvantaged communities by 10% by May 2024. [Ei 10, 39, 59]	Completed May 2024	Enrollments in out of school programming increased 50% year over year in 2024.				
Increase the percentage of residents enrolled in Park & Recreation active/fitness programming in historically disadvantaged communities by 10% of baseline by May 2024. [Ei 59]	Completed May 2024	Enrollments in active/fitness programming increased 35% year over year in 2024. This initiative increased fitness programming, promoted community wellness, social engagement, and equitable access to recreation resources. This was accomplished through collaborative efforts and the				

Park and Recreation



Access

- Reopened 10 Send-A-Kid to Camp sites.
- Opened 3 Elementary sites in EPA, resulting in 181 additional enrolled students
- Free WiFi in all of parks and recreational facilities

Engagement

- Youth have access to a healthy meal, programming, and social-emotional development
- 9 Pop up wellness events in HDCs
- Added 3 new sites to Health Cities
 Initiatives
- Partnerships with 20 new DISD Campuses

Economic Impact for the City

- Free WiFi provides an avenue for residents to conduct job searches and enhance skills
- Major events held at park facilities
- \$15 Million investment from the bond program for Forest/Audelia Multipurpose Center



STRATEGIC IMPACT LOOK-AHEAD (1/2)

How Upcoming Initiatives Will Bring Desired Outcomes and Impact Communities

Dallas Public Library

- The Library's initiative to increase **workforce** development programs will **reduce the wealth gap** through workforce and **economic inclusion**, equipping residents with job **skills and resources**.
- Lifelong Learning and Literacy promotes cultural and educational engagement, integrating disadvantaged communities into civic life.
- Early childhood literacy programs and S.M.A.R.T Summer Reading Challenge support neighborhood revitalization, promotes community wellness by engaging children in literacy, reducing negative social outcomes such as juvenile delinquency.

Office of Arts & Culture

- Increasing funding for disadvantaged artists supports economic stability and growth in underrepresented communities.
- Equity-specific art commissions confront historical racism, enhancing public awareness and cultural representation.
- Increasing diversity on arts boards ensures broader representation and inclusion in decision-making.
- Expanding City-led civil rights projects builds historical awareness and fosters community understanding and unity.

Office of Equity & Inclusion

- Increasing outreach programs will boost Fair Housing participation among Historically Disadvantaged Communities.
- Completing 85% of ADA service requests in disadvantaged communities will improve accessibility.
- Department specific language access procedures.
- Collaborate with community partners to roll-out the Economic Case for Equity.
- Placed -based focus









STRATEGIC IMPACT LOOK-AHEAD (2/2)



How Upcoming Initiatives Will Bring Desired Outcomes and Impact Communities

Office of Community Care & Empowerment

- The Early Childhood/Out of School Time Program will serve more children, enhancing access to quality care in disadvantaged areas.
- Increasing WIC clients by 25% will improve **nutrition and health outcomes** for families in equity priority areas.

Office of Environmental Quality & Sustainability

- Increasing **air quality monitors** will improve health outcomes in equity priority areas by 2025.
- Community solar access will provide **clean energy** to households with the greatest need by 2025.
- Expanding neighborhood growing sites will boost local food production in disadvantaged communities by 2027.
- Translating environmental outreach materials will enhance communication and engagement with diverse communities by 2027.

Park & Recreation

- Increasing **out-of-school programming** by 10% will provide more educational and recreational opportunities in equity priority areas.
- Expanding **active/fitness programming** by 10% will improve health and fitness for residents in equity priority areas.
- Increasing park access to 78% within a 10-minute walk will impact over 46,000 residents in equity priority areas by May 2027.







BIG AUDACIOUS GOALS (BAGs)



How the Vibrant Team Drives Key Big Audacious Goals



Economic, Workforce, Community Development

Integrate **Economic Development** Policy equity efforts across departments.

Support **banking** transactions in historically disadvantaged communities.

Provide **re-entry** resources for justice-impacted individuals.

Implement **future of work** initiatives and Workforce Dallas efforts in equity priority areas Ensure capacity for developers to **invest south of I-30**

Engage residents via arts & cultural programs that fully integrate neighborhoods in HDCs



Environmental Justice

Quantify **environmental impacts** in disadvantaged communities. Implement **environmental** justice **training** and integrate **screening tools**. Improve **air and water quality** & **tree** canopy in equity priority areas. Implement a new **Brownfield** Program. Collaborate to ensure communities have access to **healthy food**



Housing

Address properties with **environmental rehabilitation** challenges.

Integrate solar panels, electric vehicle infrastructure, and energy efficiency in housing.



Public Safety and Wellness

Uphold **community wellness** in a wholistic manner with public safety Address **food insecurity** and **predatory lending** in marginalized communities.

Promote community **wellness** through access to **food and hygiene** items. Pilot **meal** opportunities for families in need.

Invest in community gardens and urban agriculture.

Support local urban agriculture ecosystems.

Provide **mental health** assistance to juveniles from disadvantaged communities.



Infrastructure

Support alternative retail like farmers' markets and co-ops.

Improve **engagement** with historically disadvantaged communities in city decisions.

Increase **access to parks within a ten-minute walks** in equity priority areas.

The **Cadillac Heights Park and Facility Infrastructure** project will improve an economic corridor in an equity priority area.



City of Dallas

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Appendix: Department Progress Measures



Department	Department Progress Measures	Status/ Completion Date	Outcome
Office of Equity and Inclusion	Increase the number of outreach programs targeted to increase historically disadvantaged residents' attendance and participation in the Fair Housing education and outreach programs from 10% to 25% by June 2024. [Ei 26]	Completed June 2024	Compared to 2021-2022, outreach has increased by over 25% as of June 2024, following a strategic mapping of complaint areas to enhance effectiveness.
Office of Equity and Inclusion	Increase number of Fair Housing education and outreach programs from 5% to 20% by May 2024 (Outreach presented to various housing providers to address the issue of housing discrimination and the housing providers role to eliminate the problem and ancillary issues). [Ei 26]	Completed May 2024	By May 2024, OEI achieved a 26% increase in combined outreach and training effectiveness compared to 2021-2022 levels.
Office of Equity and Inclusion	Increase the number of immigrant leaders on WCIA Taskforce from 25% to 40% by December 2023. [Ei 38]	Completed 2023	Currently 55% of active Welcoming Taskforce members identify as immigrant and/or have a parent that is an immigrant.
Library	Increase workforce development programs from 100 to 200 offered at libraries serving equity priority areas by September 30, 2024 [Ei 5]	Completed 2024	The Library held 1,241 programs and sessions focused on increasing Career Launchpad as well as partner services.



Appendix: Department Progress Measures



Department	Department Progress Measures	Status/ Completion Date	Outcome
Library	Increase early childhood literacy initiatives, i.e., Storytime, kindergarten readiness programs, early literacy outreach, from 12 to 48 at libraries serving equity priority areas by September 30, 2024 [Ei 15]	Completed 2024	The Library provided 212 early literacy programs in targeted zip codes.
Library	Increase enrollment in the S.M.A.R.T Summer Reading Challenge from 394 to 1,102 at libraries serving equity priority areas by September 30, 2024. [Ei 16]	Completed 2023	Library further extended enrollments in Summer 2024 and registered 3,809 children in the targeted zip codes.
Office of Arts & Culture	In collaboration with Dallas Water Utilities, construct the Memorial for Victims of Racial Violence public art project at Martyr's Park contributing a total of \$812,000 for this public art space by December 2023. [\$] [DWU] [Ei 38]	Complete Fall 2023	This public art project addresses the history of racial violence in Dallas, educating visitors of the site, and serving as a place of reflection and remembrance.
Office of Arts & Culture	Increase historically disadvantaged community representation on arts boards from an average of 34% to 39% diversity by 2025. [\$] [Ei 2]	Complete 2024	As reported by COP organizations in their applications submitted in May 2024 and who will receive funding for FY 2024-25, the historically disadvantaged community representation on arts boards is 43%



Appendix: Department Progress Measures



Department	Department Progress Measures	Status/ Completion Date	Outcome		
Office of Arts & Culture	In collaboration with the Dallas Municipal Archives (City Secretary's Office), continue City-led efforts to build and share histories related to civil rights and equity, in addition to the Juanita J. Craft Civil Rights House, the Rising documentary about the 1936 Hall of Negro Life, and public art depicting Adelfa Callejo and Santos Rodriguez by 2024. [Ei 37]	In-Progress Expected Completion: December 2024	Rising documentary completed and aired in March 2022, available for streaming on KERA. Adelfa Callejo statue unveiled in fall 2022, Santos Rodriguez statue unveiled February 2022 adding to the City's Public Art Collection.		
Office of Community Care & Empowerment	Through the Early Childhood/Out of School Time (ECOST) Program, increase the number of children served residing in equity priority areas from 94 to 125 by July 2024 [Ei 13, 51]	PARTIALLY COMPLETED 2024	33 participants were added within the priority area, yet changes to program operations limited our ability to create maintained growth and thus to maintain and grow clients within specific areas. Specifically, the change from 18 to 12-months service cap led to more clients rolling off, as did an increased focus on supporting clients in enrolling or waitlisting with the Workforce Solutions program. Thus, we did not technically achieve a target of 127 from the communities enrolled at one time with some clients transitioning off earlier than planned.		
Office of Community Care & Empowerment	Vital statistics will maintain a staffing ratio of at least 50% of full-time staff being bilingual (English plus another language) to ensure service accessibility by September 2023 [Ei 13]	COMPLETED 2024	Vital Statistics maintained a 70% full-time bilingual staff ratio.		
Office of Community Care & Empowerment	Serve 500 families with cash transfers of \$250/mo. for one year, including case management as needed and additional wraparound supports by July 2024, as	REPURPOSED 2022	Planned funding was reallocated to a different project.		