

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, APRIL 11, 2022

22-0019

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

PRESENT: [7] Schultz, Thomas (**9:25 a.m.), Blackmon (**9:11 a.m.), McGough,
*Moreno, *Narvaez (**9:16 a.m.) *Resendez

ABSENT: [0]

The meeting was called to order at 9:08 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 10:14 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
MONDAY, APRIL 11, 2022

EXHIBIT A

RECEIVED

2022 APR -8 AM 8:20

CITY SECRETARY
DALLAS, TEXAS

City of Dallas

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

Public Notice

220377

POSTED CITY SECRETARY
DALLAS, TX



Workforce, Education, and Equity Committee

April 11, 2022

9:00 AM

2021 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 COVID-19 RECOVERY AND ASSISTANCE Thomas (C), Atkins, Mendelsohn, Moreno, Ridley	AD HOC COMMITTEE ON GENERAL INVESTIGATING & ETHICS Mendelsohn (C), Atkins, Blackmon, McGough, Schultz

(C) – Chair, (VC) – Vice Chair

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."

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

The Workforce, Education, and Equity Committee will be held by videoconference and in the City Hall Council Chambers (6th Floor). Members of the public are 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 meeting will be broadcast live on Spectrum Cable Channel 16 and online at <https://bit.ly/cityofdallastv>.

The public may also listen to the meeting as an attendee at the following videoconference link:

<https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=e61f631c2ac615707554c400955cd9b92>

Call to Order

MINUTES

1. [22-890](#) Approval of the March 8, 2022 Workforce, Education, and Equity Committee Meeting Minutes

Attachments: [Minutes](#)

BRIEFING ITEM WITH ACTION

2. [22-895](#) Equity (External): Overview of Special Supplemental Nutrition Program for Women, Infants and Children (WIC)
[Jessica Galleshaw, Director, Office of Community Care; Leslie Hibbs, Program Administrator, Office of Community Care; Jeff Sullivan, Senior Director, Child Poverty Action Lab; Cierria Jones, Prenatal to Three Fellow, Child Poverty Action Lab]

Attachments: [Presentation](#)

BRIEFING MEMO WITH ACTION

3. [22-896](#) Equity (External): Upcoming Office of Community Care Agenda Items - Program Statements for American Rescue Plan Act-funded Programs
[Liz Cedillo-Pereira, Assistant City Manager, City Manager's Office; Jessica Galleshaw, Director, Office of Community Care]

Attachments: [Memorandum](#)

BRIEFING ITEM WITHOUT ACTION

- A. [22-893](#) Equity (External): Enhanced Library Card
 [Kjerstine M. Nielsen, Assistant Director of Customer Experience, Dallas
 Public Library; Christina da Silva, Welcoming Communities and Immigrant
 Affairs Officer, Office of Equity and Inclusion]

Attachments: [Presentation](#)

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, APRIL 11, 2022

EXHIBIT B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

APRIL 11, 2022

Item 1: Approval of the March 8, 2022 Workforce, Education, and Equity Committee Meeting Minutes

Councilmember Schultz moved to adopt the minutes as presented.

Motion seconded by Deputy Mayor Pro Tem Resendez and unanimously adopted. (Thomas, Narvaez, Blackmon absent when vote taken)

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

APRIL 11, 2022

BRIEFING WITH ACTION

Item 2: Overview of Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

The following individuals briefed the committee on the item:

- Jessica Galleshaw, Director, Office of Community Care;
- Jeff Sullivan, Senior Director, Child Poverty Action Lab; and
- Cierria Jones, Prenatal to Three Fellow, Child Poverty Action Lab

Councilmember Schultz moved to forward the item to city council.

Motion seconded by Deputy Mayor Pro Tem Resendez and unanimously adopted.

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

APRIL 11, 2022

BRIEFING MEMO WITH ACTION

Item 3: Upcoming Office of Community Care Agenda Items - Program Statements for American Rescue Plan Act-funded Programs

The following individual briefed the committee on the item:

- Jessica Galleshaw, Director, Office of Community Care

Councilmember Thomas moved to forward the item to city council.

Motion seconded by Councilmember Blackmon and unanimously adopted.

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

APRIL 11, 2022

BRIEFING ITEM WITHOUT ACTION

Item A: Enhanced Library Card

The following individuals briefed the committee on the item:

- Kjerstine M. Nielsen, Assistant Director of Customer Experience, Dallas Public Library; and
- Christina da Silva, Welcoming Communities and Immigrant Affairs Officer, Office of Equity and Inclusion

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, APRIL 11, 2022

EXHIBIT C

Workforce, Education, and Equity Committee Meeting Record

The Workforce, Education, and Equity Committee meetings are recorded.
Agenda materials are available online at www.dallascityhall.com. Recordings may be reviewed online at <https://dallastx.swagit.com/city-council>
Note: This meeting was conducted via teleconference to comply with a social distancing mandate during a declared state of disaster.

Meeting Date: March 8, 2022

Convened: 9:03 a.m.

Adjourned: 10:57 a.m.

Committee Members Present:

CM Jaynie Schultz, Chair
CM Casey Thomas, II, Vice Chair
DMPT Jaime Resendez
CM Paula Blackmon
CM B. Adam McGough
CM Omar Narvaez
CM Jesse Moreno

Committee Members Absent:

N/A

Other Council Members Present:

N/A

AGENDA

Call to Order (9:03 a.m.)

1. Approval of the March 4, 2022 Special Called Workforce, Education and Equity Committee Meeting Minutes

Action Taken/Committee Recommendation(s): A motion was made to approve the minutes for the March 4, 2022 Special Called Workforce, Education, and Equity Committee meeting minutes. The motion passed.

Motion made by: CM Jesse Moreno

Motion seconded by: Vice Chair Casey Thomas

BRIEFING ITEMS WITHOUT ACTION

A. Discuss Workforce, Education, and Equity Committee Priorities

Presenters: Jaynie Schultz, Chair, Workforce, Education, and Equity Committee

Action Taken/Committee Recommendation(s): Chair Schultz provided updates on the WEE Committee goals as well as the Mayor's priorities for the WEE Committee. Informational only.

B. Equity (External/Internal): The Business Case for Racial Equity - A Strategy For Growth

Presenters: Howard M. Walters, MSS, MLSP, Planning, Evaluation and Research Officer, W.K. Kellogg Foundation; Ani Turner, Co-director of Sustainable Health Spending Strategies, Altarum

Action Taken/Committee Recommendation(s): Mr. Walters and Ms. Turner provided an overview of a report that makes the case for racial equity as a social justice goal and a driver of business and economic growth. Committee members discussed and asked questions about the need to reduce disparities in Dallas, how the report was developed, specific recommendations in the report for local institutions, the results and impact of this work across US cities, public safety and reentry considerations, and more. Chair Schultz and Vice Chair Thomas requested that the Kellogg Foundation consider developing a report specifically for Dallas. Informational only.

BRIEFING MEMOS WITHOUT ACTION

C. Equity (External/Internal): Racial Equity Plan Quarterly Update

Presenters: Liz Cedillo-Pereira, Assistant City Manager, City Manager's Office; Dr. Lindsey Wilson, Interim Director, Office of Equity and Inclusion; Harold Hogue, Managing Partner, CoSpero Consulting LLC

Action Taken/Committee Recommendation(s): Staff provided an update on the development of the Racial Equity Plan, including the status of equity progress measures across all City departments, challenges faced in

the equity progress measure development process, and community engagement feedback, and next steps. Committee members discussed and asked questions about aligning the Racial Equity Plan with the Equity Indicators report, affordable housing considerations, engagement with the Latino community, how the equity progress measures will be structured and presented to the City Council, hosting town halls across Council Districts, and more. CM Narvaez requested that CoSpero provide their company diversity profile to the committee. Chair Schultz stated that staff and the consultants have to be strategic in their outreach to all districts, including districts that have not been impacted by disparities. She also requested that staff provide a packet of collateral/social media contact for the City Council members to amplify. Informational only.

Adjourn (10:57 a.m.)

APPROVED BY:

ATTESTED BY:

Jaynie Schultz, Chair
Workforce, Education, and Equity Committee

Sommer Iqbal, Coordinator
Workforce, Education, and Equity Committee

Introduction to WIC

Jessica Galleshaw
Director, Office of Community Care

Leslie Hibbs
Program Administrator, Office of Community Care

Jeff Sullivan
Senior Director, Child Poverty Action Lab

Cierria Jones
Prenatal to Three Fellow, Child Poverty Action Lab



Agenda for Today



WIC Program Overview

Strategic Partnership with CPAL

What's new at Greater Dallas WIC?

Upcoming Milestones

Questions and Discussion



WIC supports health & wellness in Dallas



What is the WIC program?

The Special Supplemental Nutrition Program for Women, Infants and Children, popularly known as WIC:

- Was established and is **administered at the federal level as a fully funded program by the Food and Nutrition Service** of the United States Department of Agriculture;
- **Safeguards the health of low-income women, infants and children** up to age 5 who are at nutritional risk;
- And is administered by local agencies across Texas – and the **City of Dallas has served Dallas County as Local Agency 007 since 1976.**

How are WIC services delivered?

WIC seeks to support nutritional health for at-risk families through key programs:

- **Nutritional Education** helps families identify and purchase healthy food packages each month to supplement the diets of mothers and their children.
- **Breastfeeding Promotion and Support** provides the guidance and enabling conditions necessary to ensure healthy mothers can nourish their children from birth.
- Additional educational supports are provided for **obesity prevention**, healthy eating practices, and referrals to healthcare services for those in need.

Who are the recipients of WIC?

Eligible participants for WIC services must meet the following criteria:

- Reside in Texas;
- Have a household income below 185% of the federal poverty line (e.g. household of 3 earning <\$3,386/mo)
- And fall into one or more of the following categories
 - Be an expecting mother or have delivered within the last six months
 - Be a breastfeeding mother until your child is 1 year old
 - Be a child under 5 years old

Large majority of WIC participants, and of likely eligible non-participants, are Black and/or Hispanic/Latino





The **Value** of the WIC Program

- Reduces food insecurity
- Alleviates poverty
- Supports economic stability
- Improves dietary intake
- Protects against obesity
- Improves birth outcomes
- Improves health outcomes
- Supports learning and development
- Reduces health care and other costs
- Improves retail food environments



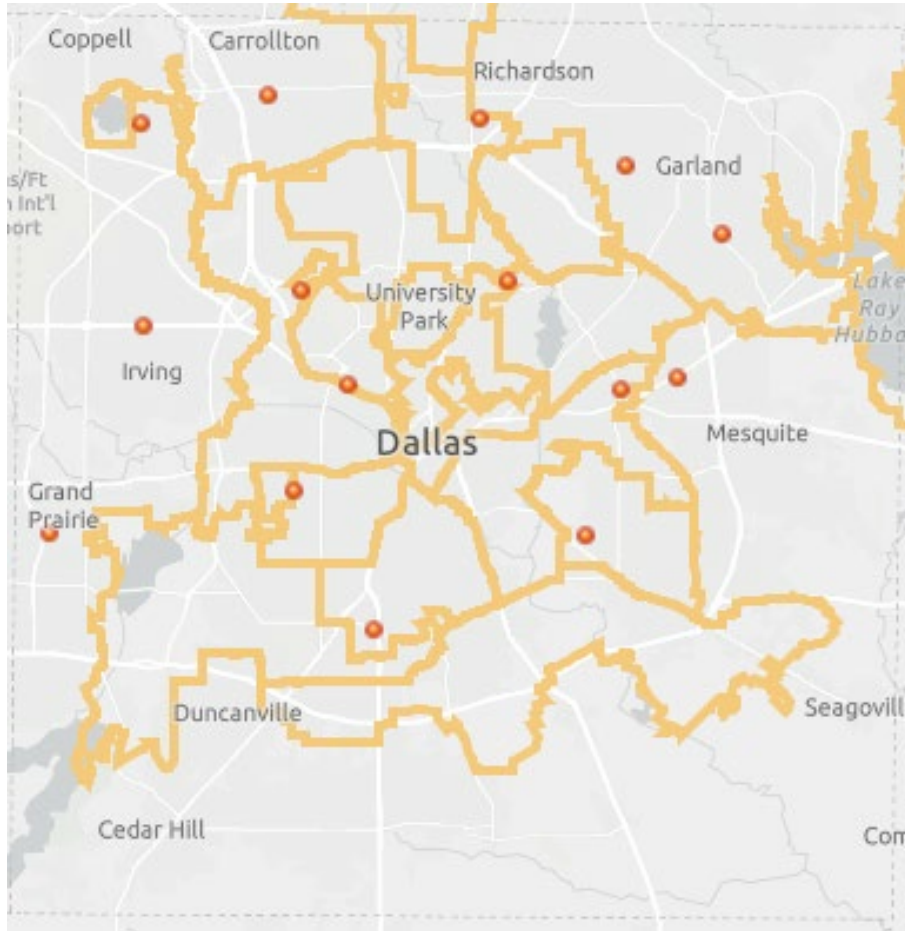
WIC Equity Indicator Alignment



- Equity Indicator 10: Child Poverty
- Equity Indicator 12: Working Poverty
- Equity Indicator 51: Prenatal Care
- Equity Indicator 57: Low Birth Weight
- Equity Indicator 58: Child Food Insecurity



WIC Locations



16 Clinics across Dallas County...

...serving over 63,000 monthly participants...

...and growing!



COVID Operations – “Disaster Mode”



Agenda for Today



WIC Program Overview

Strategic Partnership with CPAL

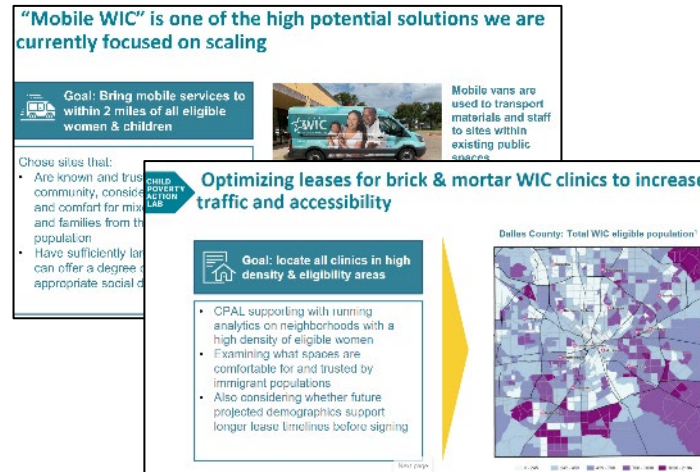
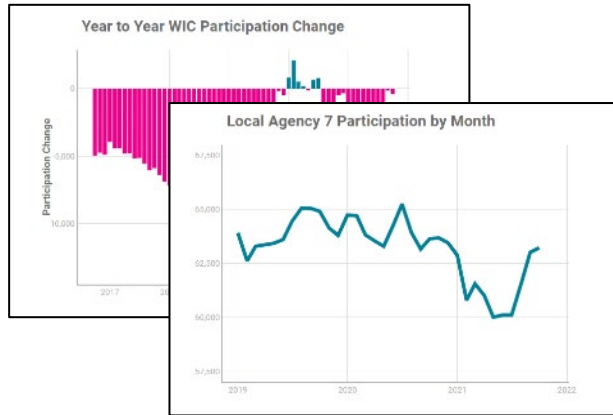
What's new at Greater Dallas WIC?

Upcoming Milestones

Questions and Discussion



WIC & CPAL Partnership



Support to enable **data & analytics environment** for decision-making and continuous improvement at all levels

Collaboration with VISTAs & innovation for **next-gen service & benefits delivery** across the agency

Facilitation of **strategic planning sessions** in December 2021 for management team & goal-setting for 2022 & beyond



CPAL and WIC Partnership - Initiatives



Past

- IDEO and WIC design-thinking research on participant experience
- “WIC Playbook” toolkit
- Mapping analysis on eligible clients

Present

- VISTAs, co-managed by WIC and CPAL, test Playbook strategies and pilot programming
- Strategic Planning
- Goalsetting and targets
- Clinic site and lease analysis tools
- Client experience mapping

Future/Ongoing

- Data and analytics process capacity building, embedding
- Continuation of VISTA project through renewal
- Continued project piloting and support



Agenda for Today



WIC Program Overview

Strategic Partnership with CPAL

What's new at Greater Dallas WIC?

Upcoming Milestones

Questions and Discussion



Barriers to Overcome



WIC at all levels has seen a consistent trend of declining participation from highs around 2008 – its estimated that Dallas WIC is currently not reaching up to half of potentially eligible participants....

- WIC can have cumbersome requirements (in person service, no online options for benefits renewals, etc.)
- Appointments can take too long, making it difficult for busy parents to participate
- Clinics aren't always conveniently located
- Concerns about “public charge” discussions at the federal level
- Benefits redemption in stores can be confusing for clients
- General correlation between WIC participation and state of economy
- Need to improve awareness of WIC and its benefits to potential eligible clients



What's happening in Greater Dallas WIC?



Improved organizational structure

Flatter structure with fewer layers and greater leverage at point of service creates efficiency and cost-effectiveness



Clinic remodeling and leasing

Overhauling the physical space in clinics to ensure safety and cost-savings while improving environment for staff and clients



Data-driven leadership

Management team using data & analytics to support decision-making and efforts at service delivery optimization



Improving client experience

Embedding new skills and practices in WIC clinics to drive greater client satisfaction, better staff engagement, and higher participation



A strong objective for 2022...



In 2022, Greater Dallas WIC will

serve more participants

Working to establish monthly and annual participation goals, with a focus on pregnant moms & children over 1

by professionalizing

*Embedding a **highly qualified staff** that is passionate about our mission by utilizing best practices in hiring, training, & leadership*

a family-centered model

*Centering the health & wellness, material needs, & aspirations of **all caregivers & children** in the families in our community*

of service & benefits delivery.



Agenda for Today



WIC Program Overview

Strategic Partnership with CPAL

What's new at Greater Dallas WIC?

Upcoming Milestones

Questions and Discussion



Key actions for WIC in 2022



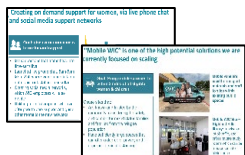
Fill open positions and staff clinics adequately

Hiring event in late January, with aim of ensuring the necessary staff to deliver the support our families need and improve outcomes for Dallas



Increase training and development opportunities for all staff

Part of our goal of professionalizing is about improving the expertise and capability of our staff to provide better personalized service for families



Develop new ways to support families in their wellness journey

Innovation with mobile clinics, app-enabled and text outreach, and live chat support for parents will increase benefits utilization and health and wellness for WIC families



Continued focus on data driven decision-making and strategy

Continue the strategic planning work, including Racial Equity Plan goal setting, finalizing short-term and long-term goals and metrics, and identify specific strategies and actions to put into place



Next Steps



- Requesting Workforce, Education, and Equity (WEE) Committee to recommend approval of an upcoming agenda item to accept an additional \$967,500.00 to support WIC programming and operations for FY22
- WIC and CPAL continue strategic planning process to refine target metrics and establish specific strategies and actions to help achieve our 2022 goals, and to establish goals for 2023 and beyond
- WIC will return to WEE in Fall 2022 to provide more information on strategies and goals



Agenda for Today



WIC Program Overview

Strategic Partnership with CPAL

What's new at Greater Dallas WIC?

Upcoming Milestones

Questions and Discussion





Introduction to WIC

Jessica Galleshaw
Director, Office of Community Care

Leslie Hibbs
Program Administrator, Office of Community Care

Jeff Sullivan
Senior Director, Child Poverty Action Lab

Cierria Jones
Prenatal to Three Fellow, Child Poverty Action Lab





Appendix



Program Eligibility - Income



Texas WIC Health and Human Services Commission

Effective May 1, 2021

Policy No. CS:12.0

Number of Household Members*	Gross Monthly Household Income**
1	\$0 up to \$1,986
2	\$0 up to \$2,686
3	\$0 up to \$3,386
4	\$0 up to \$4,086
5	\$0 up to \$4,786
6	\$0 up to \$5,486

WIC INCOME GUIDELINES

Family Size	Weekly	Bi-Weekly	Twice Monthly	Monthly	Annual
1	459	917	993	1,986	23,828
2	620	1,240	1,343	2,686	32,227
3	782	1,563	1,693	3,386	40,626
4	943	1,886	2,043	4,086	49,025
5	1,105	2,209	2,393	4,786	57,424
6	1,266	2,532	2,743	5,486	65,823
7	1,428	2,855	3,093	6,186	74,222
8	1,589	3,178	3,443	6,886	82,621
9	1,751	3,501	3,793	7,585	91,020



Program Eligibility



- Applicants must meet all of the following criteria to be eligible for WIC services
- Categorical requirements
 - Women - Pregnant (during pregnancy and up to 6 months after birth of an infant or end of pregnancy)
 - Postpartum (up to 6 months after the birth of an infant or end of pregnancy)
 - Breastfeeding (up to infant's first birthday)
 - Infants (up to infant's first birthday)
 - Children (up to 5th birthday)
- Residential – must reside within Texas
- Income - Up to 185% of Federal Poverty Guidelines



Program Eligibility – Nutrition Risk



- Nutrition Risk Requirement means that an individual has medical-based or dietary-based conditions such as:
 - Anemia
 - Underweight
 - Poor Pregnancy Outcome
 - Teen Pregnancy
 - Poor Diet
- Applicant's height and weight must be measured, and bloodwork taken to check for anemia. An applicant must have at least one of conditions on the State's list of nutrition risk criteria.
- Applicants must be seen by a health professional such as a nutritionist who must determine whether the individual is at nutrition risk.



WIC Services – Nutrition Education



- WIC clients receive individual nutrition counseling and/or classes every 3 months from Educators, Nutritionists or Dietitians depending on the individual needs. Many clinics offer classes especially for children. Men who have family members participating in the program are welcome to attend classes.
- WIC offers tailored monthly supplemental food packages based on the latest nutrition guidelines. The food packages offer fruits, vegetables, whole grains, low-fat milk, yogurt, and baby food in addition to cereal, eggs, juice, peanut butter and beans. WIC offers a variety of healthy foods to help parents make smart choices for their family.



WIC Services – Nutrition Education



Fruits and Veggies Increase: What To Know

Our vegetables and fruits value has been temporarily increased to \$35 per month for four months. Be sure to redeem these additional benefits!



Add a Little **COLOR** to Your Life

Fruits and vegetables are superfoods with power to change the way you look and feel.



What Can Superfoods Do For Your Body?

- Help grow beautiful skin, hair, and nails
- Fight germs and help keep you from getting sick
- Help you have a healthy weight
- Protect against heart disease, type 2 diabetes, and some types of cancer



Fruits and Vegetables Also:

- Add flavor to meals
- Add color to boring plates
- Are the perfect snacks you can eat on the go

Model it.

Your children learn from watching what you do. Set an example by eating fruits and vegetables.



Make it fun.

Get everyone involved in preparing fruits and vegetables. They are more likely to try foods if they help prepare them. Let your kids tear lettuce, peel carrots, snap beans, wash, stir, and pour.



Dip it.

Serve raw fruits or vegetables with your favorite low-fat dressing or yogurt, melted cheese, guacamole, hummus, or peanut butter. A little dip may help your picky eater to try it.



Drink it.

Try different combinations of fruits or vegetables in your blender with a little low-fat milk or yogurt for a quick, refreshing beverage.



Make Half Your Plate Fruits and Vegetables

It's easier than you think to build a healthy meal if you make half your plate fruits and vegetables. Try these tips to get your family excited about eating fruits and veggies. You can do it!



Soup it up.

Soups are a great way to add vegetables to your family's day.



Stir-fry it.

Heat a little oil in a skillet or wok and add your favorite vegetables and a little seasoning.



Skewer it.

Put a variety of fruits on popsicle sticks for a snack. Marinate veggies and grill or broil them on skewers.



Grow it.

Plant fruits and vegetables and let your child help with the garden. Children love to taste fruits and vegetables they helped grow.



Reach for it.

Put fresh, washed fruits and vegetables on the table or lower shelves in the fridge for easy-to-reach snacks.



Hide it.

Add shredded, cut-up, or pureed vegetables to favorite meals. Try adding zucchini or carrots to spaghetti sauce, spinach to burgers or meat loaf, even broccoli on pizza.



This institution is an equal opportunity provider.
© 2017 All rights reserved.
Stock No. 15-06-14924 Rev. 1/17



WIC Services – Breastfeeding Promotion & Support



WIC Clients receive encouragement and instruction from trained professionals in breastfeeding. Breastfeeding women participating in WIC are provided breast pumps free of charge. WIC helps clients learn why breastfeeding is the best start for their baby, how to breastfeed while still working, Dad's role in supporting breastfeeding, tips for teens who breastfeed, how to pump and store breastmilk, and when needed offers support with:

- Latching problems
- Premature Babies
- Low Milk Supply
- Special Needs Babies
- Multiples
- And much more!



Ours services are provided by Internationally Board Certified Lactation Consultants (IBCLC), free of charge, in a calm and friendly environment. We have a 24-hour hotline and are able to assist families who are enrolled in the WIC program and also anyone who does not qualify for WIC.

Breastfeeding Welcome Here

Feel free to breastfeed anywhere.

If you
need a
more
private
place,
please
ask staff.



Texas Law on Breastfeeding, Sec. 165.002
Right to Breastfeed: A mother is entitled to breast-
feed her baby in any location in which the mother is
authorized to be.

This institution is an equal opportunity provider.
© 2017 All rights reserved. Stock no. 13-06-11723 rev. 3/17



“Thank you for the breastfeeding bra, recipe book and cover. The bra was extremely needed.”

— City of Dallas WIC Client (LA 007)



Human-Centered Design Thinking – Client Story



WIC PLAYBOOK | IDEO.ORG + CPAL

Table of
Contents

03 What is this playbook?
06 Our Belief
12 Innovating at WIC
24 Opportunity Areas

Meet Maria

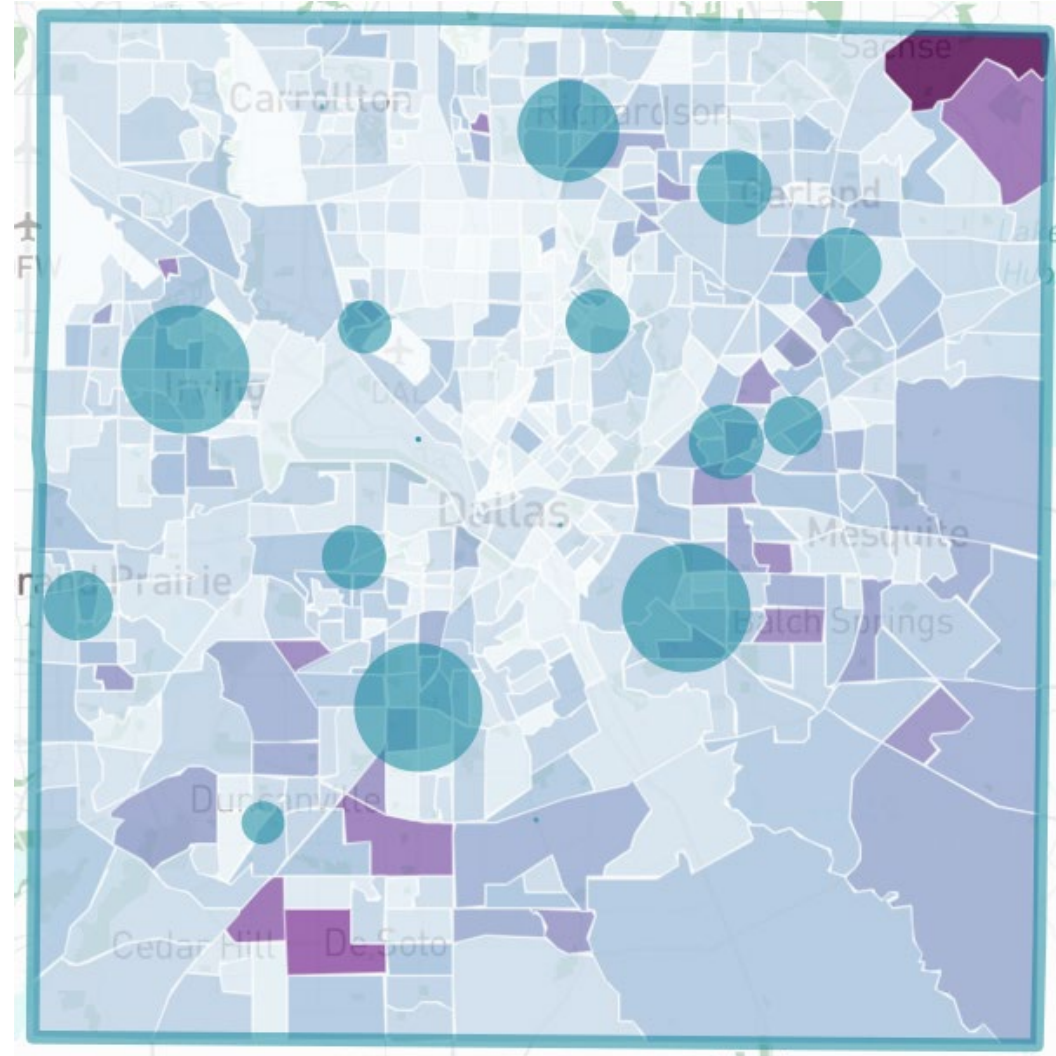


Developing a strategy for improving accessibility, efficiency, and satisfaction of WIC services.

We'd like to introduce you to Maria. She's an amalgamation of all the characters we met. We're going to re-tell her story through WIC in an effort to illustrate the foreseen and unforeseen pain points and innovation opportunities that are sprinkled throughout the user journey. At every step of the story you're about to hear, we'll give you a snapshot of what Maria does, and then we'll read the insight associated with it. And just to reiterate, this is not ONE person's story, but a collection of stories merged into one.



Location Analysis and Client Mapping



Essentials of WIC Hospitality

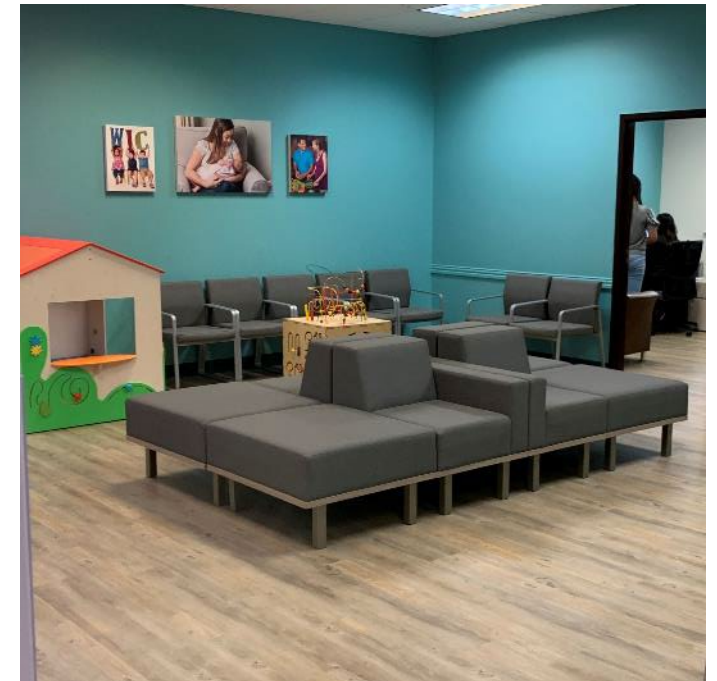


“The staff was very nice and helpful. I was surprised that I got WIC that very same day. I have been reading the material and it's been helpful. Thank you WIC!!!!”

— City of Dallas Office of Community Care WIC Client (LA 007)

The Essentials of Texas WIC Hospitality

1. We greet and address clients by name in a warm and friendly manner.
2. We assist clients with belongings as needed.
3. We value all clients and coworkers with dignity and respect.
4. We engage by actively listening to the client to provide helpful and credible information and resources tailored to their needs.
5. We close conversations with a client in a warm, friendly and thankful manner.
6. We see clients at their scheduled appointment, or we keep clients informed of any delays.
7. We are present in front of clients by not using personal cell phones.
8. We are respectful in front of clients by not gossiping or engaging in side conversations.
9. Clinic spaces are neat, clean and family-friendly.
10. We are proactive at resolving issues in the best interest of our clients.



Highlighted Client Comments



"I would like to thank you all for the work you all do and how professional and kind hearted you all are. The location I go to is the one by Garland Barnes street. I really appreciate most especially one staff member who has always been consistent with her manners of approach and professionalism is top notch."

— City of Dallas Office of Community Care (LA 007) WIC Client

"Thank you for the breastfeeding bra, recipe book and cover. The bra was extremely needed."

— City of Dallas WIC (LA 007)

"WIC's breastfeeding support has been absolutely amazing! Breastfeeding can be so hard at times and having support is everything."

— City of Dallas WIC client (LA 007)



"Thank you for the help it is really appreciated; like how you all have been so nice thank you for that in this tough time it's easier to get through with kindness have a blessed year!"

— City of Dallas (LA 007) WIC Client

"Thanks for everything. There is always a lot of kindness in the people who work in WIC offices and stores. Excellent help program."

— City of Dallas Office of Community Care (LA 007) WIC Client

"The Irving WIC office is excellent, even though we are in a pandemic and are not allowed to have physical contact. They are doing their best and take care of us super fast. They still have the breastfeeding counselor help us and guide us through the process if we have any issues. Could not be more thankful for the workers at the Irving WIC Office. Thank you very much! Y'all are the best!"

—City of Dallas WIC client (LA 007)



*"I had such a hard time with my daughter latching. At the hospital, the nurse would just try to force her and she wouldn't. I felt useless as I didn't know what to do and the nurse didn't want to really help, so instead we gave her formula for about two weeks. Then I went to my WIC appointment and the lady there asked why I wasn't breastfeeding. I told her why and **they took me into a feeding room and helped me** and taught me the whole process and ways to help her be able to latch. Thank you so much for that!"*

—Facebook Comment from a WIC client

Improving the Participant Experience



Clinics Remodeled

- Westmoreland
- Lake June
- Spring Valley
- Ledbetter
- Buckner
- Highland Hills
- Abrams
- Duncanville
- Grand Prairie
- East Garland
- And more in progress



Improving the Participant Experience (Old)



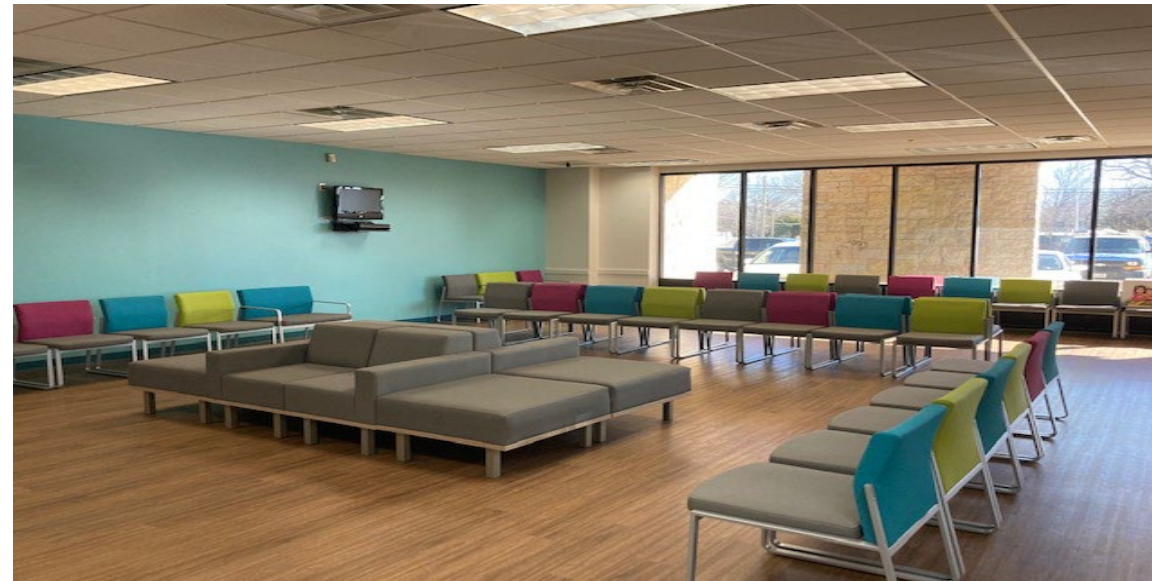
**From
this...**



Improving the Participant Experience (Updated)



To this!



Memorandum



CITY OF DALLAS

DATE April 8, 2022

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

SUBJECT **Upcoming Office of Community Care Agenda Items – ARPA Program Statements**

On April 27, 2022 and May 11, 2022, two Office of Community Care (OCC) items authorizing Program Statements will be considered by the Dallas City Council.

Item 22-916: Authorize the program statement for the ARPA Coronavirus State and Local Fiscal Recovery Fund – ARPA Childcare Program, as shown in Exhibit A, to provide assistance to support providers who have lost revenue, seen increased expenses such as: gasoline, food, cleaning supplies, etc., experienced staffing issues, such as shortages or difficulty hiring as a result of the pandemic and/or resulting economic and social impacts since March 3, 2021- Financing: No cost consideration to the City.

Item TBD: Authorize the program statement for the ARPA Coronavirus State and Local Fiscal Recovery Fund – ARPA Food Banks Program, as shown in Exhibit A, to support grants to Hunger Relief Organizations and/or to purchase on behalf of these organizations to support residents impacted by the pandemic and/or resulting economic and social impacts since March 3, 2021- Financing: No cost consideration to the City.

Item 22-931: Authorize the program statement for the American Rescue Plan Act (ARPA) - Nonprofit Assistance Program, as shown in Exhibit A, to provide financial support in the form of a grant to Dallas-based nonprofit organizations that deliver social services programming that were impacted from COVID-19 and/or in response to needs caused by pandemic - Financing: No cost consideration to the City.

Background

These items will authorize Program Statements for three American Rescue Plan Act (ARPA) funded programs to be administered by the Office of Community Care. On September 22, 2021, the City Council authorized the appropriations of \$355,426,891.00 in ARPA funds, including \$1,000,000.00 for Child Care Providers Assistance, \$800,000.00 for Food Banks Support, and \$2,600,000.00 for a Nonprofits Assistance Program. The attached Program Statements outline parameters to administer assistance provided under these programs, including establishing eligibility criteria, allowable costs, and other guidance. Each Program Statement establishes eligible participants and beneficiaries for the respective program, ensuring that funds support communities and populations with higher levels of need and that have been disproportionately impacted by the pandemic. Programs will target populations and communities by focusing on location, demographics indicators and demonstrated need, ensuring that the City remains compliant with ARPA guidance relating to equitable disbursement of funding and accountable to the ARPA Equitable Investment Framework.

Child Care Providers Assistance

The Child Care Providers Assistance Program will provide financial support to Child Care Providers, including current City of Dallas Early Childhood and Out-of-School Time (ECOST) program providers. By supporting these entities, this program is aligned with multiple Equity Indicators including Early Education Enrollment by Race, Early Education Enrollment by Income Kindergarten Readiness, and Third-Grade Reading Proficiency. Eligible providers include those that are:

- Negatively impacted by the COVID-19 pandemic (experienced loss of income, and/or increase in costs due to the pandemic); and
- Located in the city of Dallas and serving residents of the city of Dallas

The program builds on the Child Care Providers support provided through Coronavirus Relief Funds in late 2020, but with enhanced focus on program support. City staff has held numerous meetings with providers and childcare advocates to understand the needs of the sector over the last two years. Additionally, City staff, in partnership with the Community Development Commission, hosted a listening session with childcare providers in the summer of 2021 to solicit feedback on needs of providers and how they have been impacted by the pandemic. Feedback from these meetings was used to develop the Program Statement (Attachment A).

In accordance with ARPA, the program may provide funding for items incurred within the time period of March 3, 2021 and December 31, 2024, such as:

- Resources and awareness related to regulatory and best practices issues, particularly related to COVID-19 safety and response
- Rent, utilities, staff salaries and benefits, and program supplies
- Mental health/behavior support for staff
- Trauma-informed care training for staff
- Technology support and upgrades for the childcare providers
- Communication tools to help families understand the benefits of ECOST programs
- Information and resources on how to prevent staff burnout and keep them engaged
- Material support to childcare providers to enhance safety, including personal protective equipment, cleaning supplies

Food Banks Support

The Food Banks Support Program will provide financial support to food banks, food pantries, and hunger relief organizations located in the city of Dallas. By supporting these hunger-relief organizations, this program is aligned with Equity Indicators for Food Insecurity and Poverty. There is a need for this funding, as approximately 20% of Dallas County faces food insecurity, and nearly 38% of city of Dallas residents live in a food desert. The COVID-19 pandemic and resulting economic downturn increased demand for local food pantries and distribution sites among city of Dallas residents impacted the pandemic due to job loss, reduced or lost income, and increased expenses.

DATE April 8, 2022
SUBJECT **Upcoming Office of Community Care Agenda Items – ARPA Program Statements**

Data from the City Innovation Project show disparities in food access and behavior when comparing zip codes with the highest levels of impact from COVID-19 and the city as a whole. Individuals living in high-impacted COVID-19 areas are more likely to state that “they sometimes or often cannot afford to eat balanced meals and had to make less healthy options due to cost” compared to respondents overall (39% for high-impact COVID-19 areas versus 23% for respondents overall). Additionally, a 2021 survey of Dallas nonprofits seeking insight on the impact of the pandemic showed that approximately 40% of the organizations indicated food assistance as one of the highest priority needs for their clients. These surveys, along with meetings with local hunger relief entities, were used to develop this Program Statement (Attachment B).

The Food Banks Support Program will financially support hunger-relief organizations located in the city of Dallas in their mission to provide food to city of Dallas residents by providing funding for: storage equipment, food costs, and other items to support food distribution program delivery. The City will seek a third-party administrator to provide the grants in the form of cash grants or in-kind awards, which will allow for leveraging opportunities and cooperative purchasing for highly requested items to maximize impact of the funds.

Nonprofit Assistance Program

In late 2020, OCC administered a Nonprofits Assistance Program to provide funds to human and social services organizations that had been impacted by the COVID-19 pandemic. By supporting these organizations, this program aligns with multiple indicators across several themes, including Education, Economic Opportunity, and Public Health. This current ARPA Nonprofit Assistance Program expands on the previous program by focusing on financial impact during 2021 and 2022, and by increasing the grant amount from up to \$30,000 to up to \$50,000 per organization. A survey conducted of Dallas nonprofits in late 2021 showed that nearly 42% of the organizations reported a negative financial impact on their organization due to the pandemic, and nearly two-thirds of the organizations cited increased demands for services due to the pandemic.

The ARPA Nonprofits Assistance Program will provide funding to nonprofit organizations for operational expenses, including, but not limited to, rent, utilities, staff salaries and benefits, cleaning supplies, and programs supplies incurred between March 3, 2021 and December 31, 2025, and resulting from COVID-19 and/or in response to needs caused by pandemic. The Program Statement outlines that the City will seek a third-party administrator to provide the grants, which will allow for leveraging opportunities to maximize impact of the funds (Attachment C).

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

DATE April 8, 2022
SUBJECT **Upcoming Office of Community Care Agenda Items – ARPA Program Statements**



Liz Cedillo-Pereira
Assistant City Manager

C: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Billieae 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
Robert Perez, Interim Assistant City Manager
Carl Simpson, Interim Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors



City of Dallas

Enhanced Library Card

**Advancing Digital Equity
for All Dallas Residents**

**Workforce, Education and Equity Committee
April 11, 2022**

Kjerstine Nielsen, Assistant Director
Dallas Public Library

Christina da Silva, WCIA Officer
Office of Equity and Inclusion

Overview



- What is an Enhanced Library Card?
- Multiple Uses: Health, Digital Equity, Economic Advancement
- Security Features
- Budget Considerations
- Timeline and Next Steps



What is an Enhanced Library Card?



- A library card that contains a photo of the card holder which serves as a means for residents to identify themselves in accessing library services and other city services and increases digital equity by connecting residents to devices and other resources.
- Texas Cities/Counties have Enhanced Library Cards: San Antonio, San Marcos, Harris County, Bexar County
 - Austin is also in process to develop their Enhanced Library Card program
- The Texas State Department of Health also recognizes library cards as a supplemental form of identification
 - [Example Group C \(library card\)](#)
 - The ELC design can have multiple security features for fraud prevention



Multiple Uses – Digital Equity



Digital Equity: An Enhanced Library Card can increase trust with residents that face barriers and can connect them with devices such as laptops, hotspots, and other digital literacy and education resources.

Equity Indicators 13-24, 29, 40, 43: Early Education, Elementary, Middle, High School, General Population, Internet Access, Fines and Fees, Public Safety



Image Credit: [Hafaboute](https://www.hafaboute.com/)

Multiple Uses – Health Equity



Health Equity: Can help residents gain access to vaccines, medication, and other health services.

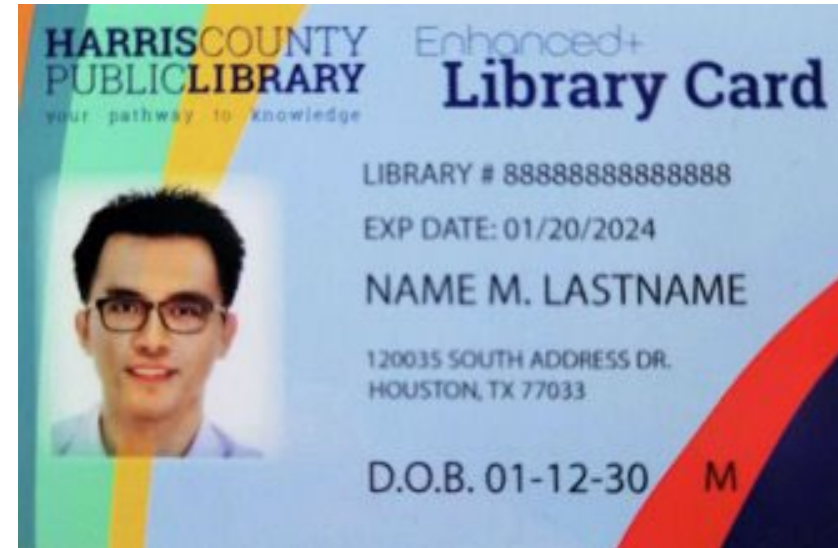
Equity Indicators 49-51: Health Care Provide, Health Insurance, Prenatal Care



Multiple Uses – Economic Advancement



Economic Advancement: Many residents experience difficulties accessing services because they lack an ID. The Enhanced Library Card may serve as supplementary support for banking and workforce training opportunities.



Equity Indicators 7-12: Income and Poverty Indicators



Unlimited Potential Partners



Partnership will be a key element of success. Some already engaged and those on our radar are:

- City of Dallas departments (DWU, PKR, OAC, DPD, DFR, OCC)
- Independent School Districts (Carrollton, Dallas, Duncanville, Plano, Richardson)
- DART
- Dallas County
- Apartment Association
- Faith-based institutions
- Community based organizations



Security Features



Library staff will be trained to evaluate different sources of documents to verify identity. Examples may include:

- Current rent or lease agreement
- Current utility bill
- Current voter registration card
- Current renter's, homeowner's or car insurance policy
- Current property tax statement from the CAD
- Paycheck with name and address imprinted
- Credit or debit card
- Inmate identification card with photo
- Shelter identification card with photo
- Birth certificate
- Copy of medical record with name and address
- Passport
- Employee identification card
- Health insurance card
- Military identification card
- Consular card or identification from another country
- Driver's license or identification from another state



Budget & Location Considerations



Pilot program will utilize existing DPL funding

- Estimated cost is \$4,800 per set up
- Cost includes a special printer, supplies, laptop
- Future budget enhancement for expansion to all library locations
- Can be mobile to take to events outside of library buildings

Pilot at 5 locations – Central Library + 4 branches

- Locations identified using Equity Impact Assessment Table
- Zip codes with highest % of Black, Hispanic, or Native American populations, poverty levels, homeownership levels, senior citizens, and social economic vulnerability levels
- Identified Locations:
 - 76216 – Paul Laurence Dunbar Lancaster-Kiest Branch (District 4)
 - 75241 – Highland Hills Branch (District 8)
 - 75211 – Arcadia Park Branch (District 6)
 - 75228 – White Rock Hills Branch (District 7)
 - 75201 – J. Erik Jonsson Central Library (District 2)



Timeline and Next Steps





City of Dallas

Enhanced Library Card

**Advancing Digital Equity
for All Dallas Residents**

**Workforce, Education and Equity Committee
April 11, 2022**

Kjerstine Nielsen, Assistant Director
Dallas Public Library

Christina da Silva, WCIA Officer
Office of Equity and Inclusion