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**CITY SECRETARY
DALLAS, TEXAS**

City of Dallas

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

Public Notice

230505

POSTED CITY SECRETARY
DALLAS, TX



Workforce, Education, and Equity Committee

June 5, 2023

9:00 AM

(For General Information and Rules of Courtesy, Please See Opposite Side.)

(La Información General Y Reglas De Cortesía Que Deben Observarse

Durante Las Asambleas Del Consejo Municipal Aparecen En El Lado Opuesto, Favor De Leerlas.)

2022 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
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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 PROFESSIONAL SPORTS RECRUITMENT AND RETENTION Johnson (C), Atkins, Bazaldua, Blackmon, Thomas	AD HOC COMMITTEE ON GENERAL INVESTIGATING & ETHICS Mendelsohn (C), Atkins, Blackmon, McGough, Schultz
AD HOC COMMITTEE ON ADMINISTRATIVE AFFAIRS Willis (C), McGough, Moreno, Schultz, West	

(C) – Chair, (VC) – Vice Chair

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

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<https://dallascityhall.webex.com/dallascityhall/j.php?MTID=m3cf6ac7e9e2c328bba3b10072065eded>

Call to Order

MINUTES

1. [23-1534](#) Approval of the May 8, 2023 Workforce, Education, and Equity Committee Meeting Minutes

Attachments: [Minutes](#)

ACTION ITEM

2. [23-1535](#) Recommendation for Adoption of Juneteenth Resolution
Action Requested: Recommendation for adoption of Juneteenth Resolution by the City Council
[Dr. Lindsey Wilson, Director, Office of Equity and Inclusion]

Attachments: [Resolution](#)

BRIEFING ITEMS

- A. [23-1536](#) Equity (Internal): Update on Americans with Disabilities (ADA) Transition Plan Efforts
[Daisy Fast, Director of 311; Dr. Lindsey Wilson, Director of Office of Equity and Inclusion; LaToya Jackson, Human Rights Officer, Office of Equity and Inclusion; Gary Copeland, ADA Compliance Manager, Office of Equity and Inclusion]

Attachments: [Presentation](#)

- B. [23-1537](#) Workforce (Internal): Talent Attraction Marketing Strategy Introduction
[Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office;
Catherine Cuellar, Director, Communications, Outreach and Marketing;
Nina Arias, Director of Human Resources; Jarred Davis, Director of Civil
Service; Leo Basterra, CEO, The Voice Society; Maria Tapias, COO, The
Voice Society]

Attachments: [Presentation](#)

BRIEFING BY MEMORANDUM

- C. [23-1538](#) Workforce (Internal): Small Business Center Workforce Development Day
Labor Outreach Center Update
[Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office]

Attachments: [Memorandum](#)

- D. [23-1539](#) Equity (Internal): Update to Strategic Engagement and Outreach Plan
[Genesis Gavino, Chief of Staff and Resilience Officer, City Manager's
Office]

Attachments: [Memorandum](#)

- E. [23-1540](#) Workforce (Internal): Best Place to Work Programs Update
[Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office]

Attachments: [Memorandum](#)

- F. [23-1541](#) Equity (Internal): Upcoming Office of Community Care Agenda Item Related
to Special Supplemental Nutrition Program for Women, Infants and Children
Community Innovation and Outreach Grant Acceptance - June 28, 2023
[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's
Office]

Attachments: [Memorandum](#)

- G. [23-1542](#) Equity (Internal): Upcoming Office of Community Care Agenda Item Related
to Emergency Rental Assistance Round 2 Additional Funds - June 14, 2023
[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's
Office]

Attachments: [Memorandum](#)

- H. [23-1543](#) Equity (Internal): Upcoming Office of Community Care Agenda Item Related to Interlocal Agreement with Texas Department of State Health Services - June 28, 2023
[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's Office]

Attachments: [Memorandum](#)

UPCOMING AGENDA ITEMS

- I. [23-1581](#) Authorize the (1) acceptance of the Municipal Bond Markets & Racial Equity Technical Assistance and Grant from the Public Finance Initiative, in partnership with PFM Financial Advisors, PFM Consulting Group LLC, The Government Alliance on Race & Equity, and other national partners, which was launched with the support of the Robert Wood Johnson Foundation in partnership with Third Sector New England, a 501c3 organization, in the amount of \$50,000.00 to develop an equity-driven selection framework to recommend an increase of future bonds allocations in the following grant payment structure: 50% of the grant will be paid immediately upon execution of the grant agreement, expected to be no later than July 15, 2023; and 50% will be paid no later than October 30, 2023; (2) receipt and deposit of funds in an amount not to exceed \$50,000.00 in the Municipal Bond Markets & Racial Equity Grant Fund; (3) establishment of appropriations in amount not to exceed \$50,000.00 in the Municipal Bond Markets & Racial Equity Grant Fund; and (4) execution of the grant agreement with Public Finance Initiative, in partnership with PFM Financial Advisors, PFM Consulting Group LLC, The Government Alliance on Race & Equity, and other national partners, and all terms, conditions, and documents required by the grant agreement - Not to exceed \$50,000.00 - Financing: Robert Wood Johnson Foundation Grant Funds

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]



City of Dallas

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

Agenda Information Sheet

File #: 23-1534

Item #: 1.

Approval of the May 8, 2023 Workforce, Education, and Equity Committee Meeting Minutes

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, MAY 8, 2023

23-0019

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

PRESENT: [7] Schultz, Thomas, Moreno, *Resendez, Narvaez (**9:05 a.m.), Blackmon,
*McGough

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 10:14 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, MAY 8, 2023

EXHIBIT A

RECEIVED

2023 MAY -4 PM 4: 31

**CITY SECRETARY
DALLAS, TEXAS**

City of Dallas

*1500 Marilla Street,
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Public Notice

230418

POSTED CITY SECRETARY
DALLAS, TX



Workforce, Education, and Equity Committee

May 8, 2023

9:00 AM

(For General Information and Rules of Courtesy, Please See Opposite Side.)

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Durante Las Asambleas Del Consejo Municipal Aparecen En El Lado Opuesto, Favor De Leerlas.)

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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
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Call to Order

MINUTES

1. [23-1278](#) Approval of the April 10, 2023 Workforce, Education, and Equity Committee Meeting Minutes

Attachments: [Minutes](#)

ACTION ITEM

2. [23-955](#) College Advisory Commission Overview and Recommendation
Action Requested: Recommendation for adoption of College Advisory Commission by the City Council
[Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office;
Chandler K. Hill, City Manager's Office]

Attachments: [Presentation](#)

BRIEFING ITEMS

- A. [23-1274](#) Equity (Internal): Welcoming 2.0: A Proposed Update to Welcoming Dallas Strategic Plan
[Dr. Lindsey Wilson, Director, Office of Equity and Inclusion; Christina da Silva, Welcoming Communities and Immigrant Affairs Officer, Office of Equity and Inclusion]

Attachments: [Presentation](#)

- B. [23-1275](#) Workforce (Internal): Best Place to Work: Employee Retention Strategies
[Kimberly Bizer Tolbert, Deputy City Manager; Nina Arias, Human Resource Director]

Attachments: [Presentation](#)

BRIEFING MEMORANDUMS

- C. [23-1276](#) Equity (Internal): Upcoming Office of Community Care and Office of Procurement Services Agenda Item Related to ARPA-Funded Community Mental Health, ARPA-Funded Family Violence Prevention and Intervention, ARPA-Funded Making Food Accessible and ARPA-Funded Positive Youth Development - May 2023
[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's Office]

Attachments: [Memorandum](#)

- D. [23-1277](#) Equity (Internal): Memo Regarding Dallas' Business Case for Equity
[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's Office]

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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 10, 2023

EXHIBIT B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 8, 2023

Item 1: Approval of the April 10, 2023 Workforce, Education, and Equity Committee Meeting Minutes

Councilmember Thomas moved to adopt the minutes as presented.

Motion seconded by Councilmember Blackmon and unanimously adopted. (Narvaez absent when vote taken)

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 8, 2023

ACTION ITEM

Item 2: College Advisory Commission Overview and Recommendation Action Requested:
Recommendation for adoption of College Advisory Commission by the City Council

The following individuals briefed the committee on the item:

- Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office; and
- Channler K. Hill, City Manager's Office

Councilmember Moreno moved to forward the item to adopt the creation of College Advisory Commission by city council.

Motion seconded by Councilmember Narvaez and unanimously adopted.

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 8, 2023

BRIEFING ITEMS

Item A: Equity (Internal): Welcoming 2.0: A Proposed Update to Welcoming Dallas Strategic Plan

The following individuals briefed the committee on the item:

- Liz Cedillo-Pereira, Assistant City Manager, City Manager's Office;
- Dr. Lindsey Wilson, Director, Office of Equity and Inclusion; and
- Christina da Silva, Welcoming Communities and Immigrant Affairs Officer, Office of Equity and Inclusion;

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 8, 2023

BRIEFING ITEMS

Item B: Workforce (Internal): Best Place to Work: Employee Retention Strategies

The following individual briefed the committee on the item:

- Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 8, 2023

BRIEFING MEMORANDUMS

Item C: Equity (Internal): Upcoming Office of Community Care and Office of Procurement Services Agenda Item Related to ARPA-Funded Community Mental Health, ARPA-Funded Family Violence Prevention and Intervention, ARPA-Funded Making Food Accessible and ARPA-Funded Positive Youth Development - May 2023

Item D: Equity (Internal): Memo Regarding Dallas' Business Case for Equity

The committee discussed the items.

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, MAY 8, 2023

EXHIBIT C



City of Dallas

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

Agenda Information Sheet

File #: 23-955

Item #: 2.

College Advisory Commission Overview and Recommendation

Action Requested: Recommendation for adoption of College Advisory Commission by the City Council

[Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office; Channler K. Hill, City Manager's Office]



City of Dallas

College Advisory Commission Overview and Recommendation

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

Kimberly Bizer Tolbert, Deputy City Manager
Channler K. Hill, City Manager's Office

Presentation Overview



- Overview of Youth Commission
- College Advisory Commission
 - Mission Statement
 - Purpose
- Dallas County Higher Education External Stakeholders
- Proposed Governance
 - Duties and Responsibilities
 - Membership
 - Meeting Requirements
- Staff Recommendations
- Next Steps



Overview of Youth Commission



- The **Youth Commission** began serving the high school students of Dallas in 1994 with a restart in 2016, allowing them to serve their community while gaining the tools necessary to become effective and dedicated leaders in the future
- Members are appointed by individual Council members to represent their respective districts for two years





College Advisory Commission



Proposed Mission Statement



- The **College Advisory Commission** will serve the collegiate youth of Dallas County, allowing them to apply their collegiate experience to real-world challenges with aspirations of political or policy related careers



Purpose



- Represent the interests of students attending colleges and universities in Dallas County
- Serve as an advisory board to the Dallas City Council and City Manager's Office regarding issues impacting collegiate residents



Dallas County Higher Education Stakeholders



Proposed Governance



- Each college and university in Dallas County will select one member for the College Advisory Commission
- Appointments are made in October of each year for a one-year term beginning on October 2
- The Advisory will choose its own chair and vice-chair at the start of a new term
- Must be a full-time student
- Must be at least 18 years old and no older than 24 at time of appointment
- Must be a resident of Dallas County for at least six months prior to the date of appointment
- Must not be in arrears on any obligations owed to City



Proposed Governance Continued



- The CAC will be composed of 17 members, including a chair and vice-chair
- At least 13 of 17 members must be present to maintain quorum
- The commission must meet at least once a quarter
- Additional monthly meetings may be held at the request of the chair



Duties and Responsibilities



The Commission shall:

- Advise the City Council and City Manager's Office on topics that impact college students in Dallas, such as, transportation, housing, affordability, immigration and public safety
- Review and propose programs, policies and practices that could enhance the quality of life of college students in Dallas County
- Provide opportunities for college students to contribute to the City's culture, economy and character



Staff Recommendation



- City Council support for the creation of the College Advisory Commission to provide collegiate youth an opportunity to engage with the City of Dallas and to provide insight and leadership among college students in Dallas County
- Begin inaugural class effective October 2, 2023



Next Steps



- Receive WEE Committee feedback and comments
- City Council action on June 28, 2023
- Develop implementation plan to include informational sessions and formal application process for October 2, 2023 kickoff





City of Dallas

College Advisory Commission Overview and Recommendation

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

Kimberly Bizer Tolbert, Deputy City Manager
Channler K. Hill, City Manager's Office



City of Dallas

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

Agenda Information Sheet

File #: 23-1274

Item #: A.

Equity (Internal): Welcoming 2.0: A Proposed Update to Welcoming Dallas Strategic Plan

[Dr. Lindsey Wilson, Director, Office of Equity and Inclusion; Christina da Silva, Welcoming Communities and Immigrant Affairs Officer, Office of Equity and Inclusion]



City of Dallas

Welcoming 2.0: A Proposed Update to Welcoming Dallas Strategic Plan

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

Lindsey Wilson Ph.D, Director
Christina da Silva, Welcoming Communities and
Immigrant Affairs Officer
Office of Equity and Inclusion

Presentation Overview



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



Racial Equity Plan Alignment



Department	Progress Measure
OFFICE OF EQUITY AND INCLUSION	<p>Increase the number of immigrant leaders on WCIA Taskforce from 25% to 40% by December 2023. [Ei 38]</p> <p>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</p>



Dallas' History with Intersectional Equity Initiatives



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

2018
Resilient Dallas
Strategic Plan



2019
Dallas Equity
Indicators
Report

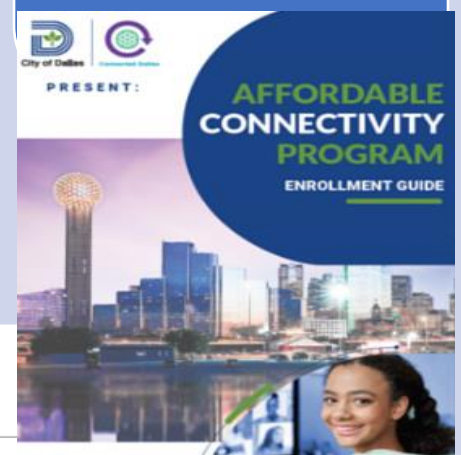


2020
Equity
Assessment
Tool

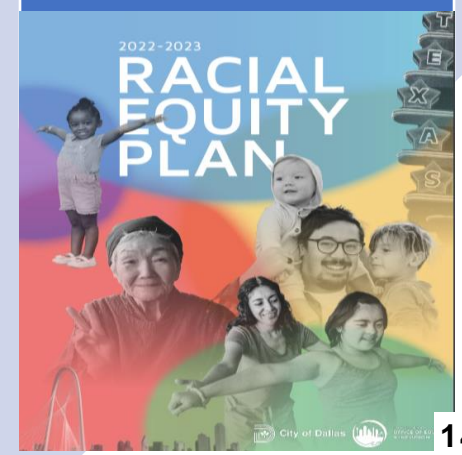
EQUITY IMPACT ASSESSMENT TABLE

ZIP CODE	HISPANIC POPULATION OVER 15%	BLACK POPULATION OVER 15%	POPULATION OVER 50% OR MORE FAMILIES IN POVERTY	HOMEOWNERSHIP RATE	POPULATION 65 OR OLDER	SOCIAL-ECONOMIC RESPONSIBILITY	COMPOUND RISK SCORE BAR
75216	97.20%	27.99%	48.88%	13.27%	High	4	
75241	97.14%	23.17%	58.48%	15.02%	High	4	
75211	91.37%	21.45%	49.89%	8.07%	High	4	
75236	90.00%	16.08%	34.65%	6.09%	High	4	
75228	72.68%	17.97%	46.59%	9.38%	High	4	
75215	91.72%	26.50%	33.24%	11.82%	High	4	
75232	92.19%	23.85%	56.46%	17.40%	High	4	
75224	89.76%	22.26%	48.37%	8.17%	High	4	
75203	90.69%	26.15%	26.76%	8.77%	High	4	
75240	70.57%	19.89%	24.07%	8.30%	High	4	
75233	88.80%	19.49%	49.93%	11.32%	High	4	
75210	98.96%	34.99%	23.41%	8.30%	High	4	
75217	94.11%	26.36%	61.02%	7.20%	High	3	
75220	60.83%	16.25%	31.24%	6.57%	High	3	
75227	90.34%	22.18%	57.83%	8.06%	High	3	
75212	86.38%	29.76%	50.83%	9.77%	High	3	
75243	67.64%	20.72%	24.14%	8.14%	High	3	
75237	96.32%	32.36%	14.63%	5.91%	High	3	
75231	59.87%	21.18%	17.67%	7.72%	High	3	
75223	79.99%	24.20%	52.45%	9.94%	High	3	
75246	59.39%	23.24%	11.41%	18.33%	High	3	

2021
Broadband and
Digital Equity
Strategic Plan



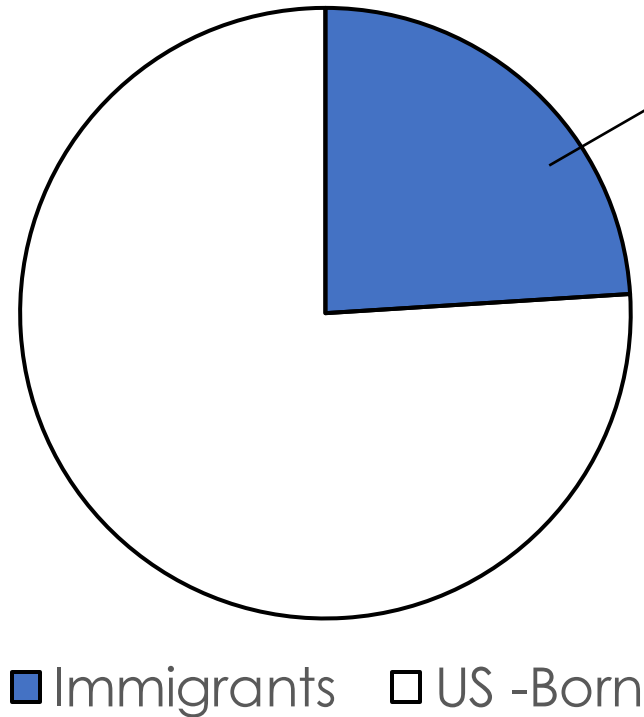
2022
Dallas Racial
Equity Plan



Dallas' Immigrant Population Data



Total Resident Population



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

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

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



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

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

Dallas' Immigrant Population Data



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

Q Search

The Dallas Morning News

OPINION

Welcoming cities for immigrants are reaping the benefits

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



Why is Welcoming important?



Immigrants are key to Dallas's growth.

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



Immigrant Heritage Month Proclamation, June 2019



The Foundation for a Welcoming Dallas



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

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



Identifying Community Needs



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

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



2018 Welcoming Strategy - Short, mid, and long term



SHORT TERM 1-2 YEARS

WELCOME, NEIGHBOR

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

CONNECTING DALLAS

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

FORWARD TOGETHER

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

MID TERM 2-3 YEARS

WELCOME, NEIGHBOR

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

CONNECTING DALLAS

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

FORWARD TOGETHER

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

LONG TERM 3+ YEARS

WELCOME, NEIGHBOR

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

CONNECTING DALLAS

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

FORWARD TOGETHER

- Review and revise as needed



Snapshot of WCIA's Efforts



Leadership & Communications

- Annual Welcoming Week celebration
- Welcoming Resources Hub

Healthy Safe & Connected Communities

- Dallas Safe Program
- Esperanza Community Outreach Initiative

Civic Engagement

- #MyDallas Citizenship Grant
- Naturalization Ceremonies

Equitable Access

- Emma Lazarus Resilience Fund
- Language Access

Economic Opportunity & Education

- Supporting Internationally Trained Immigrants
- Refugee Youth Enrichment

More information about WCIA's initiatives has been published on the [Welcoming Dallas Strategic Plan Dashboard](#)



City of Dallas Youth Commission sharing multi-lingual welcoming messages during Welcoming Week 14822

Areas of Opportunity



- Equitable Access
- Civic Engagement
- Education and Economic Opportunity



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



Dallas to Host 2024 Welcoming Interactive



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



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



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

Welcoming Dallas Plan 2.0



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

Citizenship Workshop at
Vickery Park Branch Library September 2022



Welcoming Dallas Strategic Plan 2.0 Timeline



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

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





City of Dallas

Welcoming 2.0: A Proposed Update to Welcoming Dallas Strategic Plan

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

Lindsey Wilson PhD, Director
Christina da Silva, Welcoming Communities and
Immigrant Affairs Officer
Office of Equity and Inclusion



Appendix





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





City of Dallas

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

Agenda Information Sheet

File #: 23-1275

Item #: B.

Workforce (Internal): Best Place to Work: Employee Retention Strategies

[Kimberly Bizer Tolbert, Deputy City Manager; Nina Arias, Human Resource Director]



City of Dallas

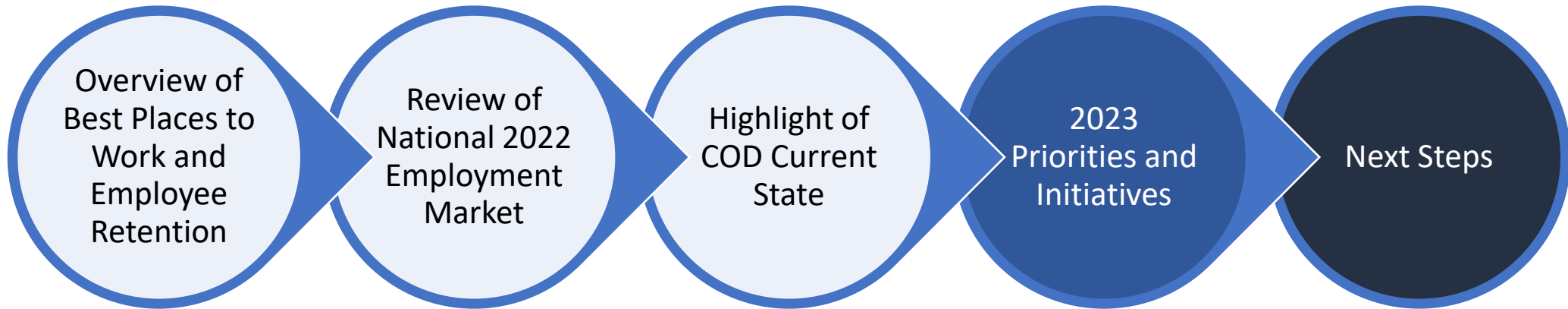
Best Place to Work Employee Retention Strategies

**Workforce, Education and
Equity Committee**

May 8, 2023

Kimberly Bizer Tolbert, Deputy City Manager
Nina Arias, Human Resources Director

Presentation Overview



Driving Success through a Positive Workplace Culture



Best Practices – Best Place to Work Experience



Meaningful Work	Strong Management	Positive Workplace	Health & Wellbeing	Growth Opportunity	Trust in the Organization
Job and values fit	Clear goals with stretch opportunity	Tools, processes and systems to get work done productively	Safety and security in all aspects of work	Open, facilitated job and role mobility	Mission and purpose beyond financial goals
Autonomy and agency	Regular coaching and feedback	Appreciation, recognition, and rewards	Personal fitness, health, and physical wellbeing support	Career growth in multiple paths	Transparency, empathy, and integrity of leadership
Agile teams, supportive coworkers	A focus on management development	Flexible hours and workspace	Psychological and emotional wellbeing and support	Many forms of learning as needed	Continuous investment in people
Time to focus, innovate, and recover	Transparent, simple performance management	Inclusive, diverse, and sense of belonging and community	Family and financial support	A culture that supports learning	Focus on society, environment, and community

Strength of impact



Source: Employee Experience: The Definitive Guide, © Josh Bersin Research, April 2021



Turnover Costs and Incentives



Entry-level employees cost **30 to 50%** of their annual salary to replace

Mid-level employees cost **150%** of their annual salary to replace

Specialized or high-level employees cost up to **400%** of their annual salary to replace

3% is the average raise an employee can expect...



Up to **20%** is the potential salary increase for an employee that leaves...



Source: Forbes

Source: Society for Human Resource Management - SHRM





Review
National
2022
Employment
Market State



Retention Changes and Challenges in the Job Market



About 55% of job seekers on ZipRecruiter are seeking jobs that allow them to work from home (ZipRecruiter)

Last year, almost 48 million workers quit their jobs, an annual record (Bureau of Labor Statics)

93% of US companies are concerned about employee retention (LinkedIn)

Voluntary turnover is now over 20% and could reach 24% or more in the coming years (Gartner)

Tenure for employees 25-34 years is 2.8 years, on average. (Bureau of Labor Statics)

48% of workers leaving their jobs change industries (McKinsey)

Nearly 1 in 5 workers quit in their first year (BambooHR)

73% of remote workers would look for a new job if their company mandates a return to the office (Harris Poll)



Government Talent Exodus and Labor Turnover



Job Openings and Labor Turnover Survey (JOLTS)

U.S. Bureau of Labor Statistics Vs. COD

2022

JOLTS: 20.2%

COD 2022: 13.59%

December 2022

JOLTS: 2.0%

COD 0.9%

Google employee turnover texas 2022

This study was conducted in accordance with Texas Government Code, Section 651.007. The statewide turnover rate for classified, regular full- and part-time employees for fiscal year 2022 was 22.7 percent. That is the highest turnover rate in at least 10 years.

Texas.gov
https://sao.texas.gov › reports › main PDF

Classified Employee Turnover for Fiscal Year 2022

A mass exodus from government work

By McKenna Moore, Editor at LinkedIn News

People have been leaving government administration jobs in the U.S. en masse since the beginning of the pandemic — **many in search of better pay, more flexibility or more exciting positions**. In the last two years alone, there has been a 15.6% decrease in the pace at which workers are starting public sector jobs relative to the level of talent flow in the opposite direction, according to new LinkedIn data.

The trend is most prominent in Sunbelt metros such as Tampa, Fla., Charlotte, N.C. and Dallas-Fort Worth.





City of
Dallas
Current
State



City of Dallas Data Points – 2022 Turnover



Start Headcount	End Headcount	Average Headcount	Total Terminations	Voluntary Terminations	Involuntary Terminations	Total Turnover Percentage	Voluntary Percentage	Involuntary Percentage
12284	12569	12426.5	1,689	1,429	260	13.59%	11.50%	2.09%

Regular Employees - Workday Source Data
Start Date:1/1/2022 | **End Date:** 12/31/2022



2022 Combined Employee Engagement Survey Summary



Scale / Items	2020 Average (Raw Score)	2022 Average (Raw Score)
Purpose and Direction	3.9	3.9
Execution	3.8	3.8
Valuing Diversity (New 2022)	-	3.8
Ethical Items	3.8	3.7
Respect for Employees	3.7	3.7
Leadership and Motivation	3.6	3.5
Overall Engagement	3.4	3.5
Accountability	3.4	3.4
Values	3.4	3.4
Workplace and Resources	3.4	3.4
Communication	3.2	3.3
Empowerment/ Autonomy	3.3	3.2
Personal Expression	3.2	3.2
Respect for Management	3.1	3.2
Teamwork	3.2	3.2
Compensation	3.0	3.0
Trust	2.9	2.9
Fairness	2.7	2.8
Stress and Workload	3.5	2.7

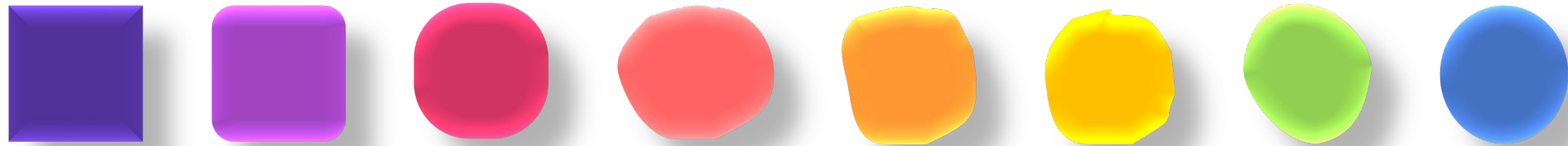
Top 3 Items 2022

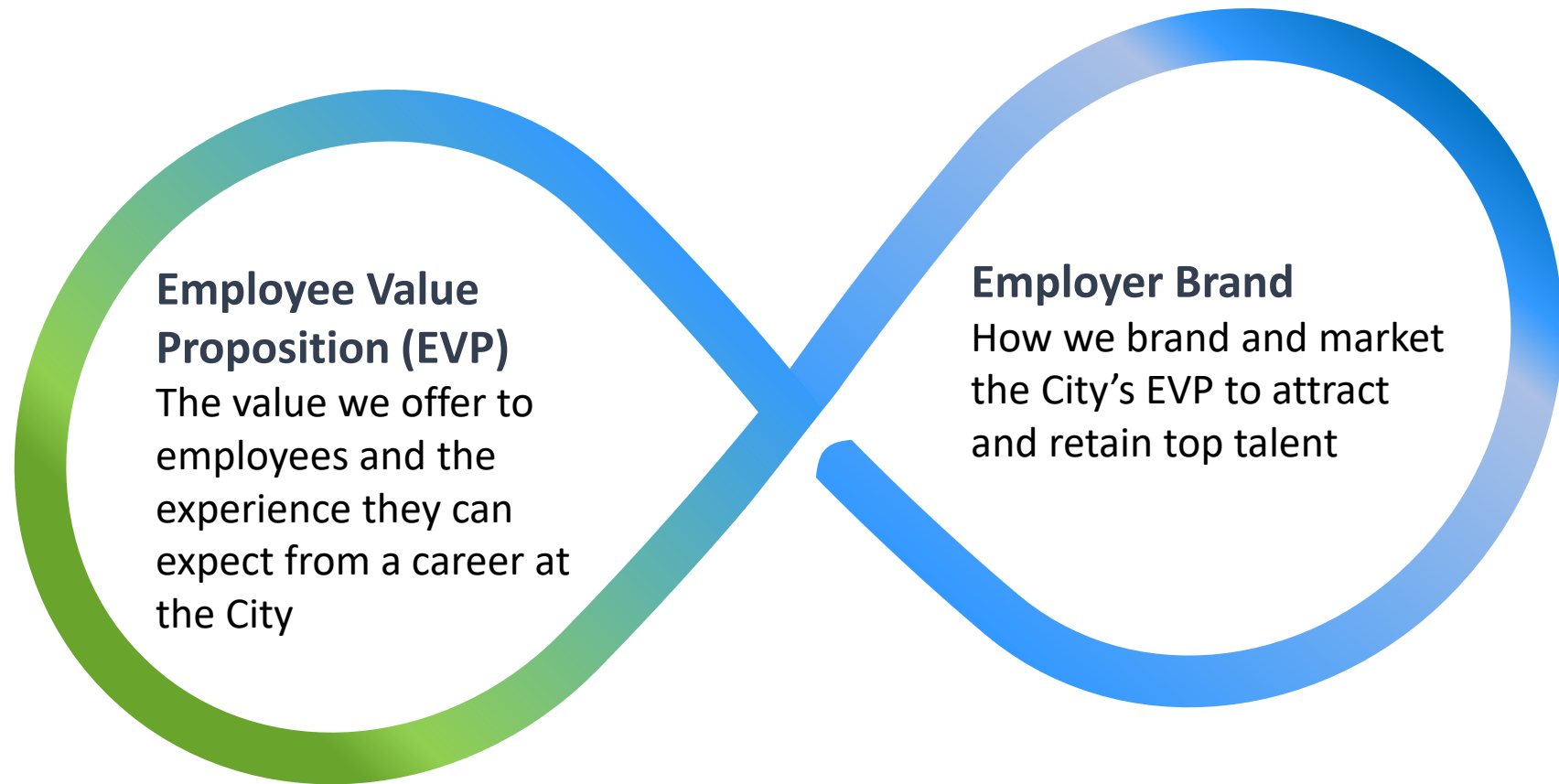
Bottom 3 Items 2022



2022/2023
Successes,
Priorities and
Initiatives

To Boost Retention Requires A Paradigm Shift





2022/23 Retention Strategies and Highlights



Compensation & Benefits

- Implemented Phased Comp Study - Adjusted 3,614 employees' salaries, using \$3.4M from the General Fund and \$2.72 from Enterprise and other funds
- Aligned Min Wage to match MIT Living Wage
- Performance and Wellness Incentives
- COD Pension and 457 provide retirement security and options ahead of market
- Tiered premium benefits pricing
- PNC - City of Dallas Workplace Banking

Balance & Flexibility

- City Council approved paid parental leave
- Implemented Mental Health Platform Navigate
- Attendance Incentive Leave (AIL)
- Compassionate Leave
- Quarantine Leave
- Implemented Telework Program
- City Council approved mental health leave put the COD on par with market and ahead of government organizations
- Total Wellbeing Portal

Upskilling & Development

- Career Series Structure
- Added dedicated resource in 2023 to develop and manage formal upskilling program
- Education Partnerships and Discounts
- Tuition reimbursement
- College level internship program
- Linked-In online training on demand available to all employees
- SERVE Leadership Training Program



23/24 Program Continuation and Go Forward



Compensation & Benefits

- Implement pay-for-performance program for executives (approved for 2023)
- Use whole market comparables for competitive and hard-to-fill positions and functions

Balance & Flexibility

- Increase vacation allowance based on position level to match market
- Invest in change management and programs to help managers move to a culture that values work-life balance
- Provide COD managers training and resources to help them move to an employee-centric operations model
- Invest in spaces and systems that support a distributed workforce

Upskilling & Development

- Implement Workday Learning (approved for 2023)
- Expand Educational partnerships (Underway in 2023)
- Implement formal upskilling process (Underway in 2023)
- Increase support for Trade and related certifications



Other 23/24 Goals and Strategies



Strengthen Employer Brand

- Launch employee recruitment campaign
- According to research done by LinkedIn, a strong employer brand can reduce an organization's turnover by 28%.

Continue Biennial Employee Engagement Survey

- Compare results to previous years' results to identify and recognize progress, trends, and areas for improvement.

Continue to Invest in Supervisor Training and Resources

- Allocate resources, such as time and money, towards developing and improving the skills and knowledge of supervisors and managers.

Leverage Data and Technology

- Implement Workday Phase II for Performance and Development.
- Utilize dashboards and reports to drive decision making.

Embed Internships into Departmental Organizational Structures

- Fund Internship positions through 2023-24 Budget Process.

Develop a Formal Mentoring Program

- Conduct a pilot program to use mentoring to drive professional development and employee retention.



Next Steps



- Receive Committee input and feedback.
- Continue the implementation of 2023 priorities and initiatives using existing resources or by including them in the 2023-24 budget.
- Serve as strategic partner with and other external stakeholders.
- Continue to update the compensation study for hard-to-fill and hard-to-retain positions to align with the job market.
- Complete the branding strategy and marketing campaign and present to the Workforce Education and Equity committee in June 2023.





City of Dallas

Best Place to Work Employee Retention Strategies

**Workforce, Education and
Equity Committee**

May 8, 2023

Kimberly Bizer Tolbert, Deputy City Manager
Nina Arias, Human Resources Director



Appendix



What Is Employee Retention and Why it Matters?



Benefits of Employee Retention*

Cost Savings

Replacing employees is expensive, in particular for management and specialized skilled employees

Customer Satisfaction

Established employees are more likely to build strong relationships with customers, leading to improved customer satisfaction

Improved Productivity

Established employees are generally more productive as they have a better understanding of the organization's culture and processes

Talent Retention

When an employee leaves, others follow

Tenured Employees

- Institutional Knowledge
- Niche Skills
- Organizational Experience
- Relationships
- Continuity

*Employee retention refers to an organization's ability to keep its employees for an extended period.



Turnover and Retention



Employee Turnover

vs

Employee Retention



Measures movement. Includes new hires.



Measures workforce stability. Does not include new hires.



Can be broken down to calculate voluntary and involuntary turnover, but overall turnover includes both types.



May exclude involuntary turnover – people who are terminated for performance reasons or behavioral reasons, as part of a seasonal layoff or RIF.



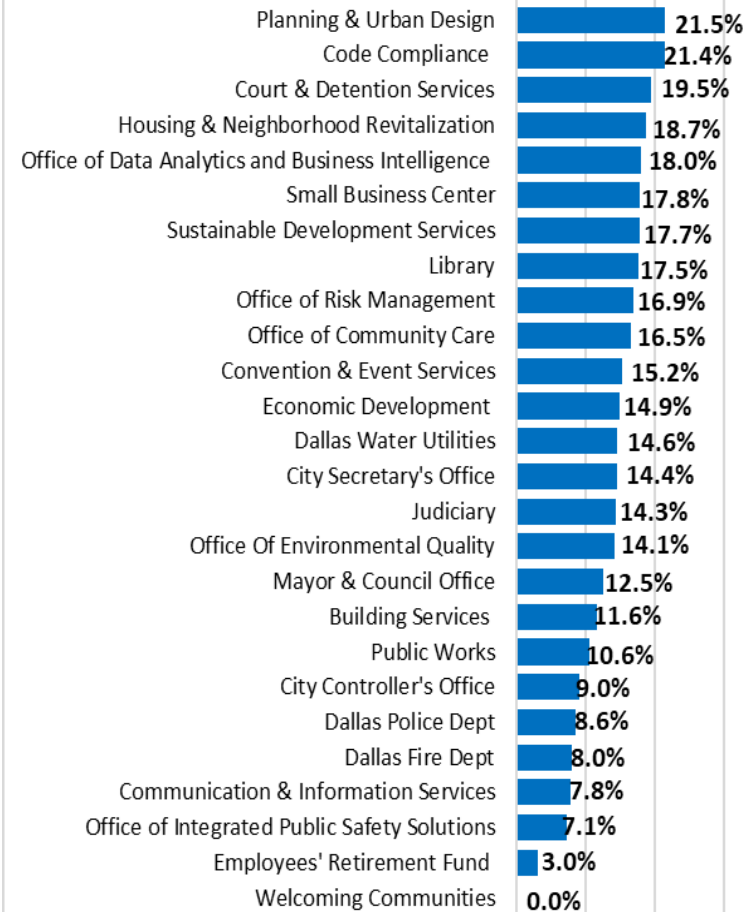
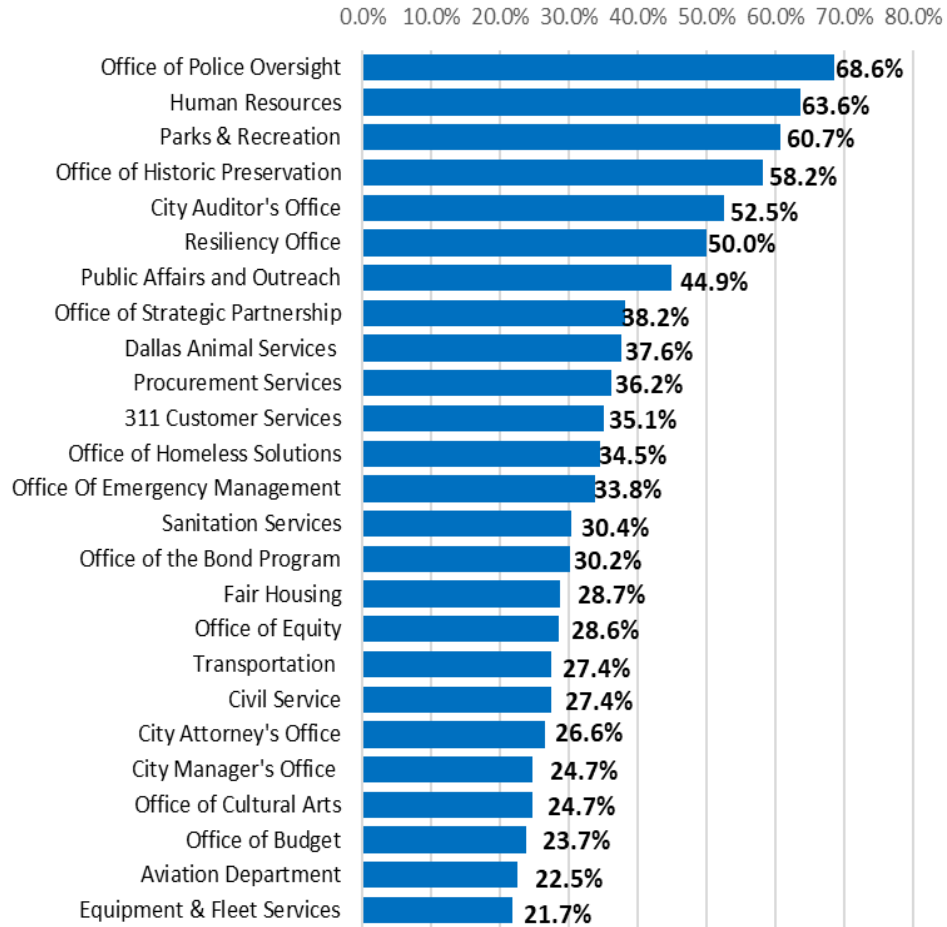
Generally calculated on a monthly basis.



Generally calculated on an annual basis.



City of Data Points – 2022 Turnover by Department*



Data Source: Workday

* **Note:** Some factors may significantly affect Turnover percentages including department size (*Office of Police Oversight and Office of Historic Preservation*) and seasonal/temp employees (*Human Resources Interns and Parks & Recreation Summer Staff*)



Engagement and Retention: The Power of Managers



Managers and supervisors **have the power** to unlock employee potential and **drive engagement and retention**



Employees rated managerial support as the most important aspect of company culture.



Employees are 5 times more likely to stay with the organization if their manager regularly acknowledges their good work.



qualtrics^{XM}

76% employees say their managers create the culture at work.



SIRM



70% variance in team engagement can be accorded to the quality of the manager.

GALLUP®



Happy employees are 91% more likely to describe their relation with the manager as good.



83% experienced their work environment as positive when they could trust their manager.



City of Data Points – Vacancy Rates*



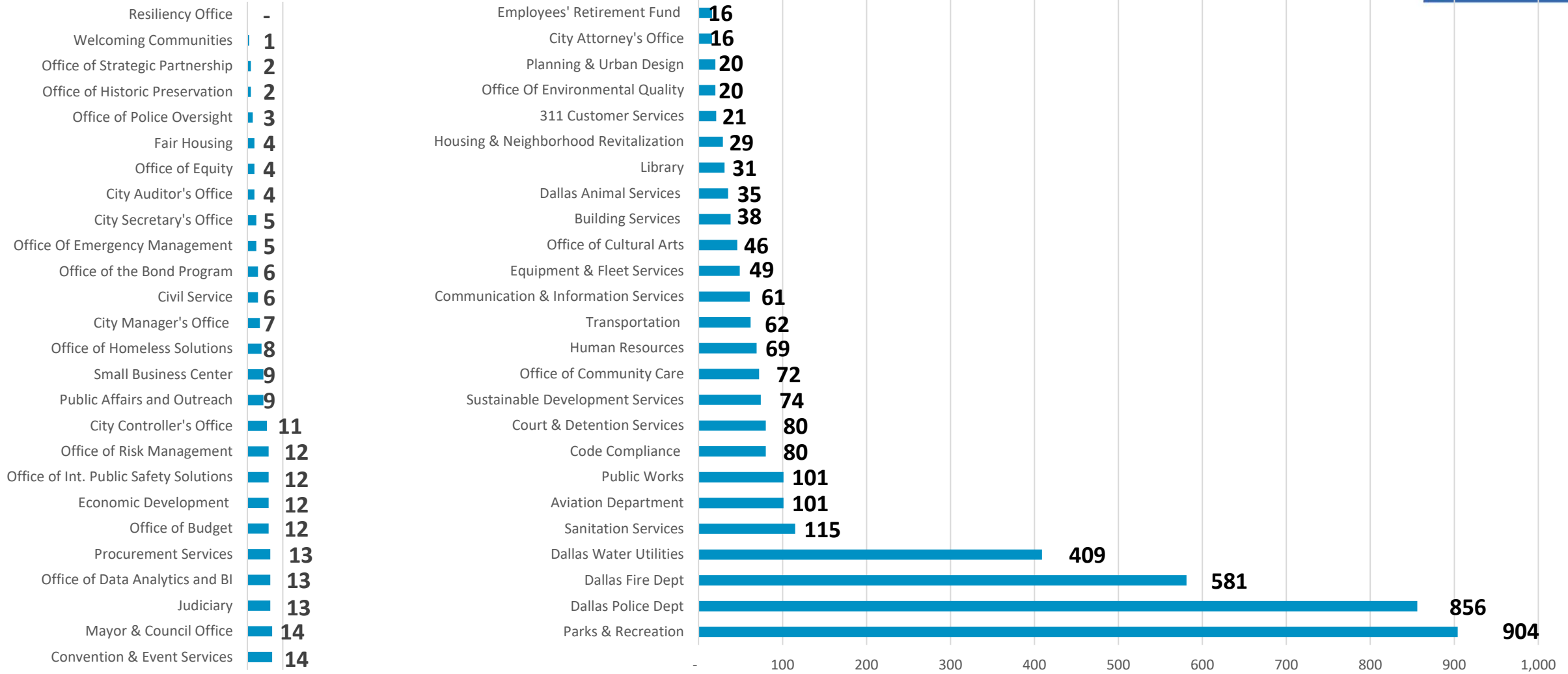
Dept Name	Filled	Open	Grand Total	Vacancy Rate
311 Customer Services	96	21	117	18%
City Attorney's Office	173	16	189	8%
City Auditor's Office	16	4	20	20%
Aviation Department	259	101	360	28%
Office of Budget	47	12	59	20%
Building Services	159	38	197	19%
City Controller's Office	68	11	79	14%
Code Compliance	380	80	460	17%
Convention & Event Services	18	14	32	44%
City Manager's Office	60	7	67	10%
Judiciary	23	13	36	36%
Court & Detention Services	176	80	256	31%
Civil Service	18	6	24	25%
Dallas Animal Services	152	35	187	19%
Office of Data Analytics and BI	23	13	36	36%
Sustainable Development Services	271	74	345	21%
Dallas Fire Dept	2,107	581	2,688	22%
Dallas Police Dept	3,716	856	4,572	19%
Communication & Information Services	193	61	254	24%
Dallas Water Utilities	1,433	409	1,842	22%
Economic Development	32	12	44	27%
Equipment & Fleet Services	224	49	273	18%
Office of Equity	9	4	13	31%
Employees' Retirement Fund	35	16	51	31%
Fair Housing	7	4	11	36%
Housing & Neighborhood Revitalization	45	29	74	39%
Office of Int. Public Safety Solutions	27	12	39	31%

Library	374	31	405	8%
Mayor & Council Office	43	14	57	25%
Office of the Bond Program	9	6	15	40%
Office of Cultural Arts	47	46	93	49%
Office of Community Care	205	72	277	26%
Office Of Emergency Management	11	5	16	31%
Office Of Environmental Quality	86	20	106	19%
Office of Historic Preservation	5	2	7	29%
Office of Homeless Solutions	39	8	47	17%
Office of Police Oversight	2	3	5	60%
Office of Risk Management	42	12	54	22%
Office of Strategic Partnership	5	2	7	29%
Public Affairs and Outreach	19	9	28	32%
Public Works	506	101	607	17%
Human Resources	61	69	130	53%
Parks & Recreation	668	904	1,572	58%
Planning & Urban Design	42	20	62	32%
Procurement Services	27	13	40	33%
Resiliency Office	6		6	0%
Sanitation Services	504	115	619	19%
Small Business Center	12	9	21	43%
City Secretary's Office	21	5	26	19%
Transportation	147	62	209	30%
Welcoming Communities	2	1	3	33%
	12,650	4,087	16,737	24%

* Data from Workday system as of January 12, 2023 – Department data may include seasonal vacancies



City of Data Points – Vacancies by Department*



* Data Source: Workday as of January 12, 2023 – Department data may include seasonal vacancies



Other City Data Points



Attrition Data

Retirement Rate

- 3.2% (2021)
- 2.4% (2022)

Turnover Rate

- 13.59% (2022)



Employee Feedback

Employee Engagement Survey

- Compensation

Exit Interviews

- Salary
- Flexibility
- Balanced Culture



System Reports

Workday Vacancy Rate - 94% Posted*



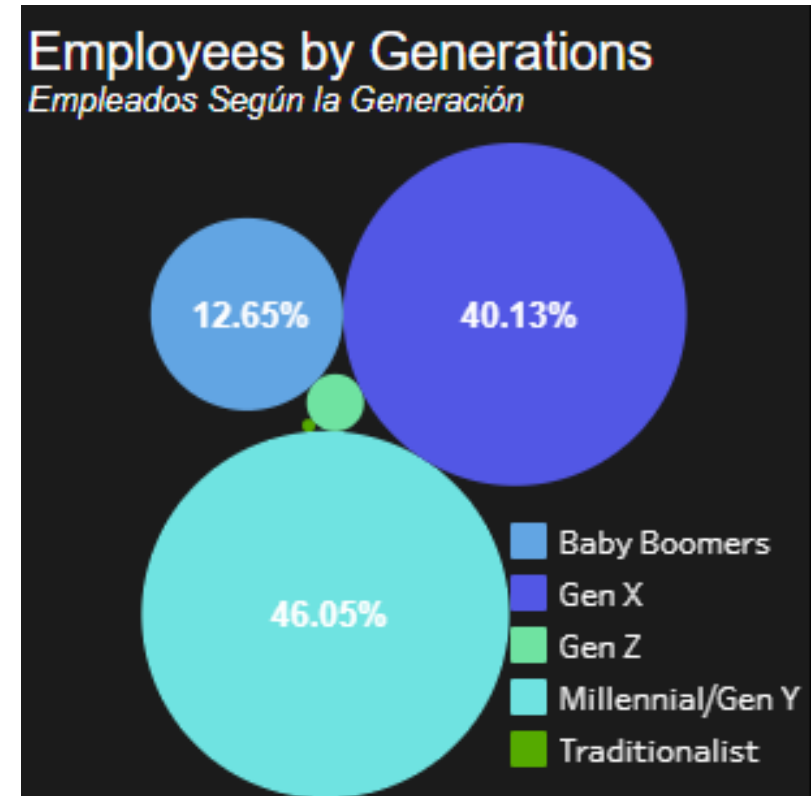
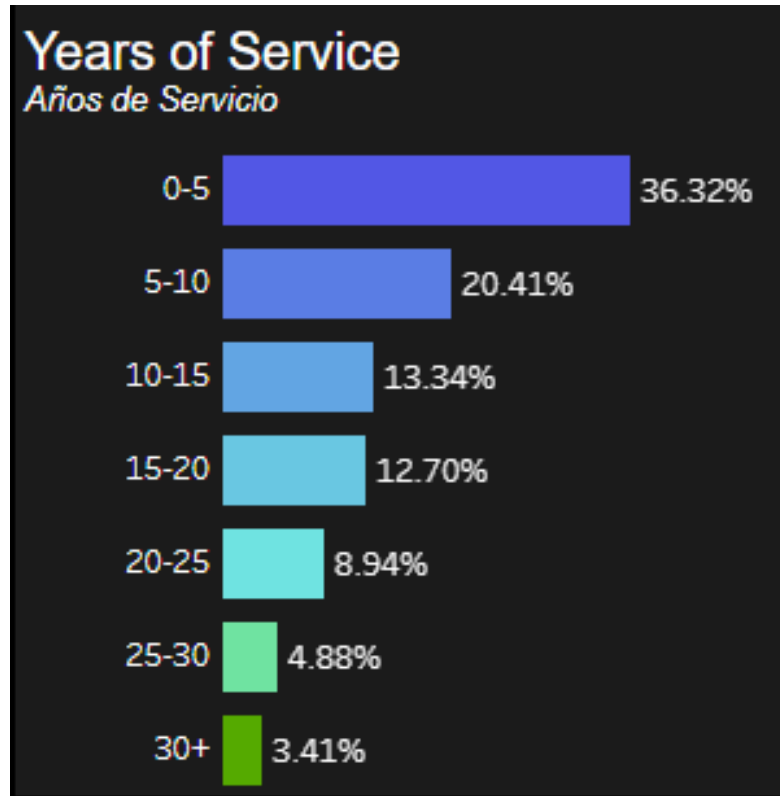
Survey Feedback

- Hiring Manager Survey
- New Hire Survey
- Applicant Survey (Q3 2023)

* May be due to seasonal work or funding



Retirement Prospects



Baby Boomers and Traditionalists (born before 1964) could retire at anytime and account for 12.66% of COD employee population.



Summary:



A company's reputation plays a vital role in attracting and retaining top talent



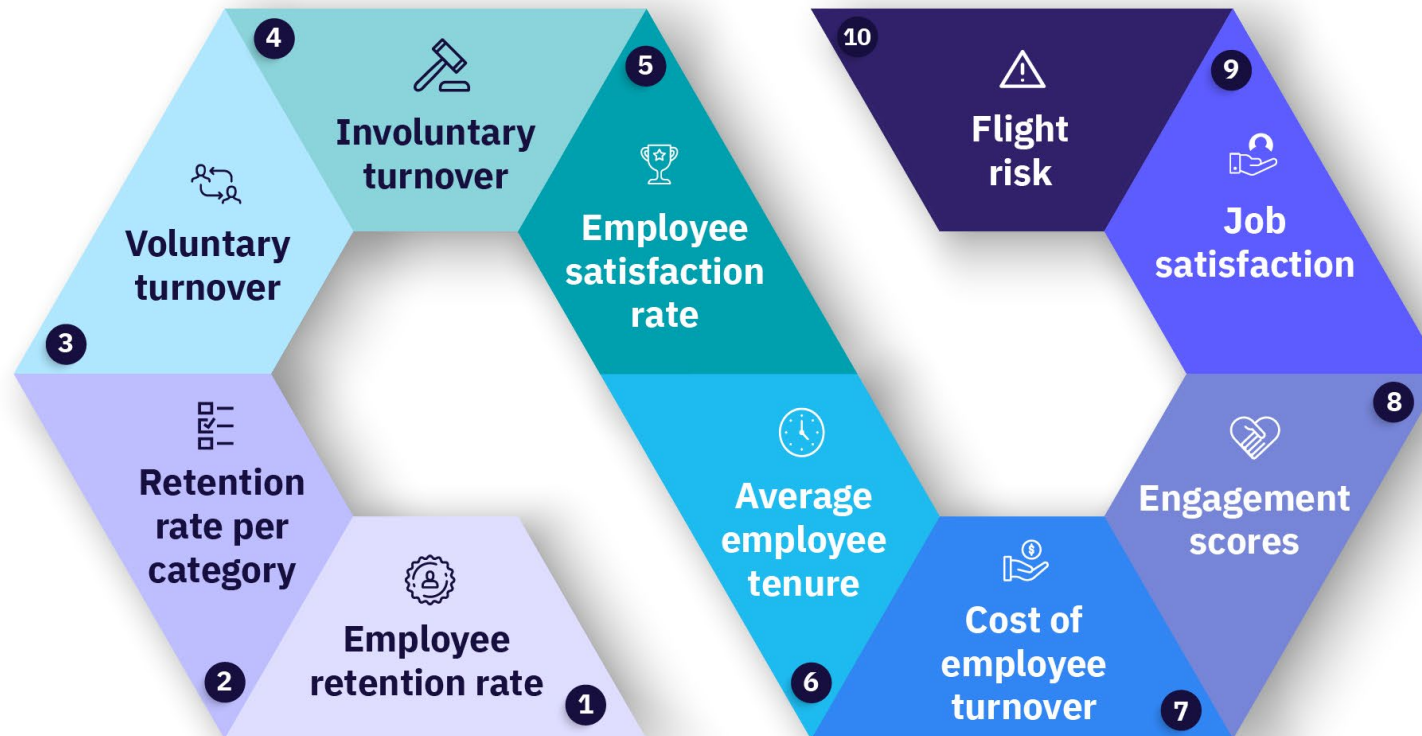
AIHR ACADEMY TO INNOVATE HR



Summary:



Employee Retention Metrics



Summary:



**Which benefits
attract and retain
good employees?**

 PeopleKeep



Benefits Enhancements for Retention



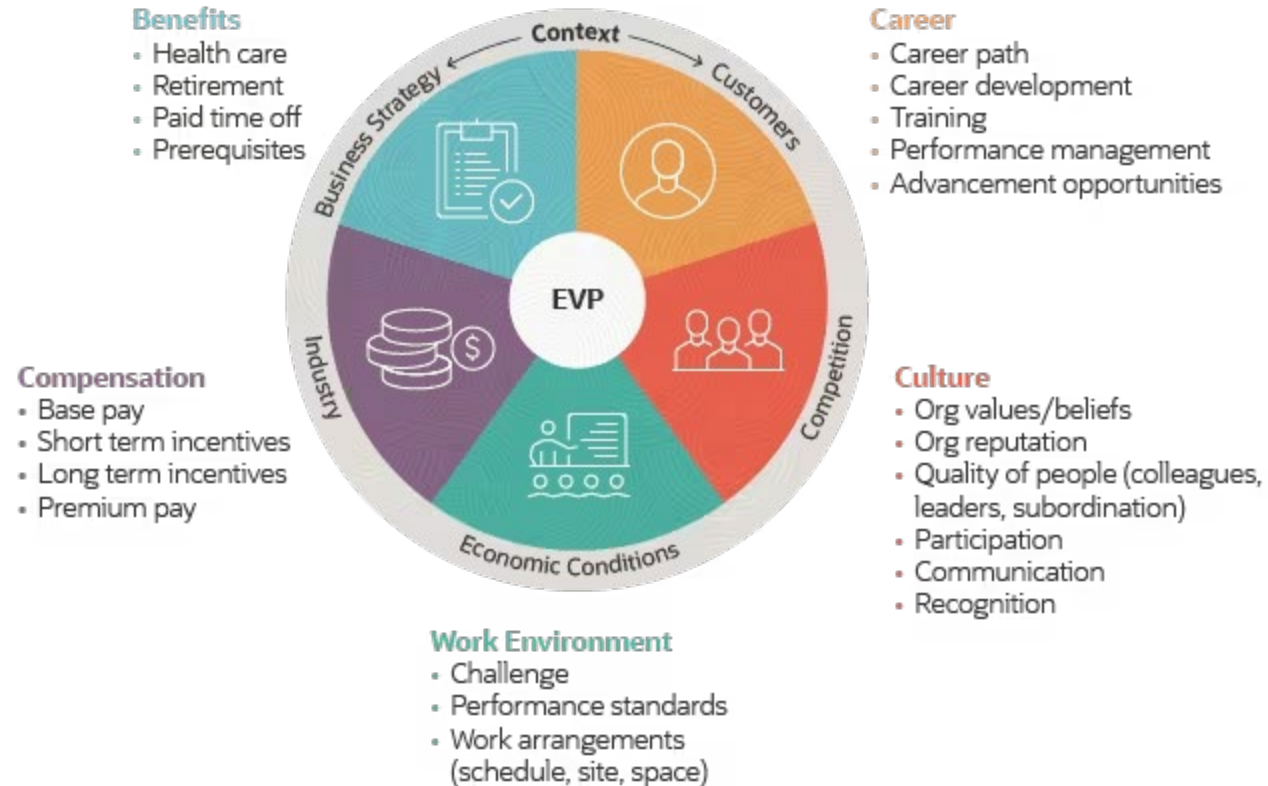
Moved to BC/BS saved approximately \$10M in PY 2021	Offered enhanced dental network with change to Delta Dental	Added compassionate leave	Offered enhanced vision plan option with Davis Optical	Simplified wellness incentive activities 2021 - 3,107 EEs
Added Catapult for virtual biometric option	Enhanced Basic life Benefit from \$50,000 to \$75,000 in 2020	Offered \$2000 childcare subsidy for FT active employees earning less than \$66,000 annually	Implemented City paid long term disability plan in 2022	Added mental health leave for uniform and civilian
Preventive Medications Free Reduced Cost Diabetic/HBP Med	Increased enrollment in Kannact diabetes Program by 8% to 1,461	Rolled out Comeback provision for retirees	Implemented 6 weeks Paid Parental Leave policy	Moved to BC/BS Medicare Advantage Plans
Offered narrow and broad network options	Expanded Virtual Health Access in response to COVID-19	2021 Virtual Health Fair and 2022 Health Expo	Critical Incident Onsite Counseling	Procurement of additional voluntary benefits (Pet Insurance)



Summary:



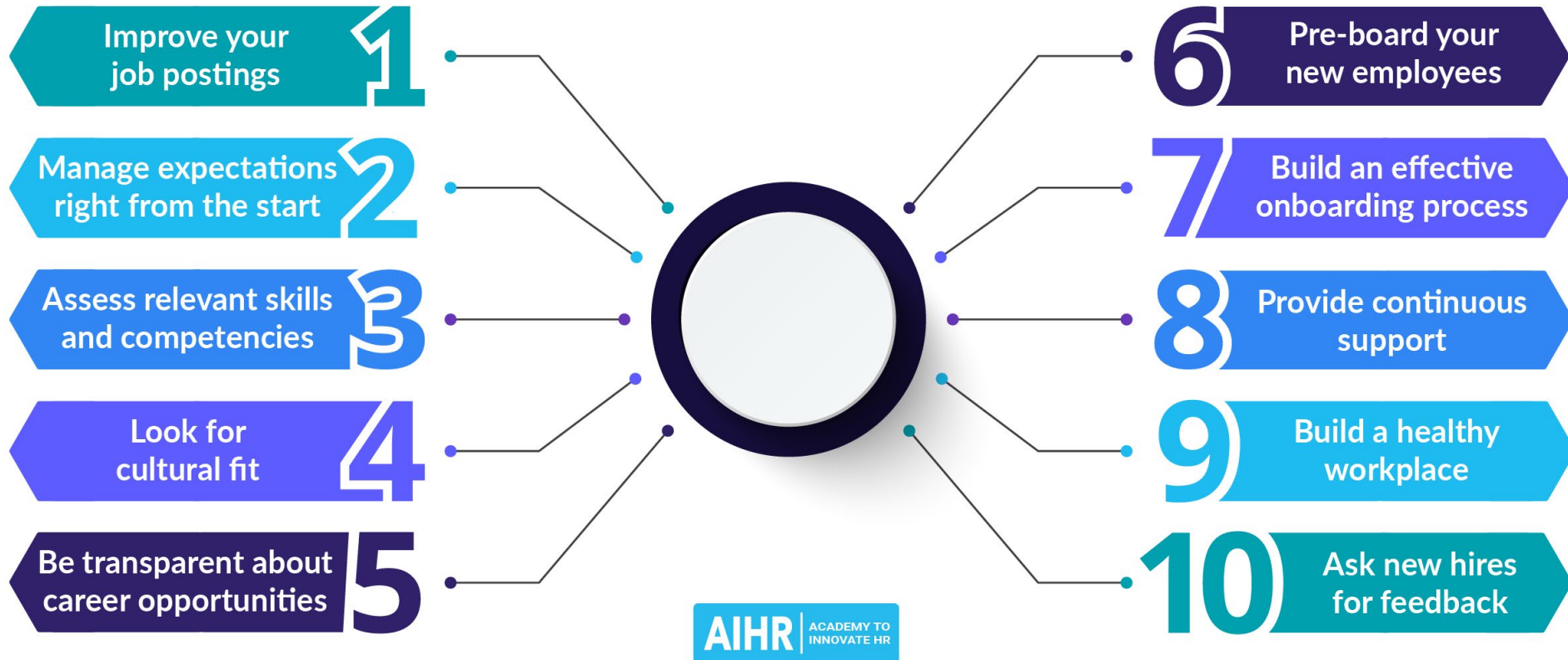
Employee Value Proposition



Summary:



How to Reduce New Hire Turnover



Summary:



Reasons employees are leaving and what to do



For the most part, executives have a good grasp on why employees are leaving

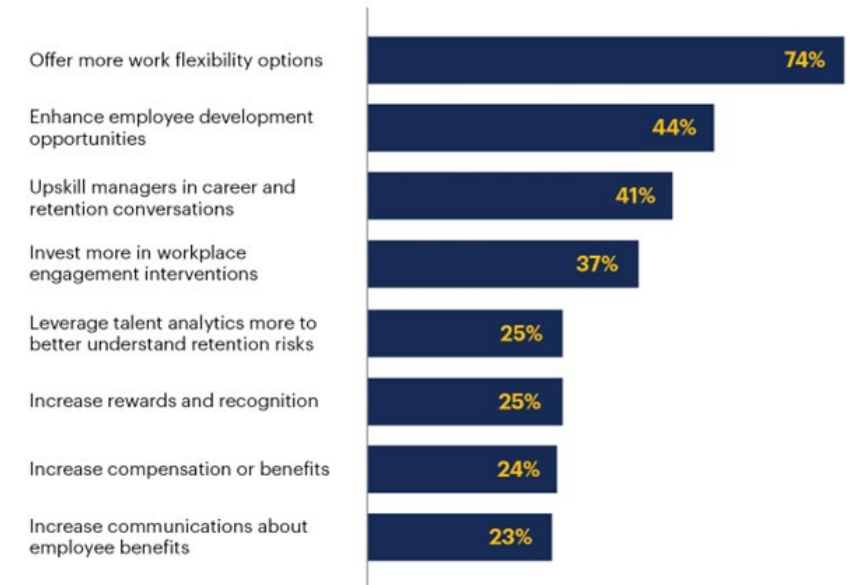
Employees (Rank of reason for looking for new job)		Employers (Percentage of executives saying this is a reason employees are leaving)
#1	Wages/salaries	41
#2	Benefits	23
#3	Career advancements	33
#4	Flexibility	34

Note: Graphic omits 12 answer options that were picked by less than 20% of employees as a top-3 reason. Employee Q: Which of the following are the top reasons why you are looking for a new job? (Please select up to three.) Employer Q: Data shows that turnover has increased in many industries. Why do you think more employees are leaving your company right now? (Select all that apply.) Source: PwC US Pulse Survey, August 19, 2021; base of 651 full-time and part-time employees looking for a new job and 661 business executives that report higher-than-normal turnover at their company.

Source: PwC US Pulse Survey - 2021

What Is Your Organization Doing, or Planning to Do, to Address Employee Turnover?

Percentage of HR leaders, selecting all that apply



gartner.com

n = 156 HR leaders
Source: Gartner Attraction and Retention Strategies in a Hybrid World Webinar Poll (30 June 2021)
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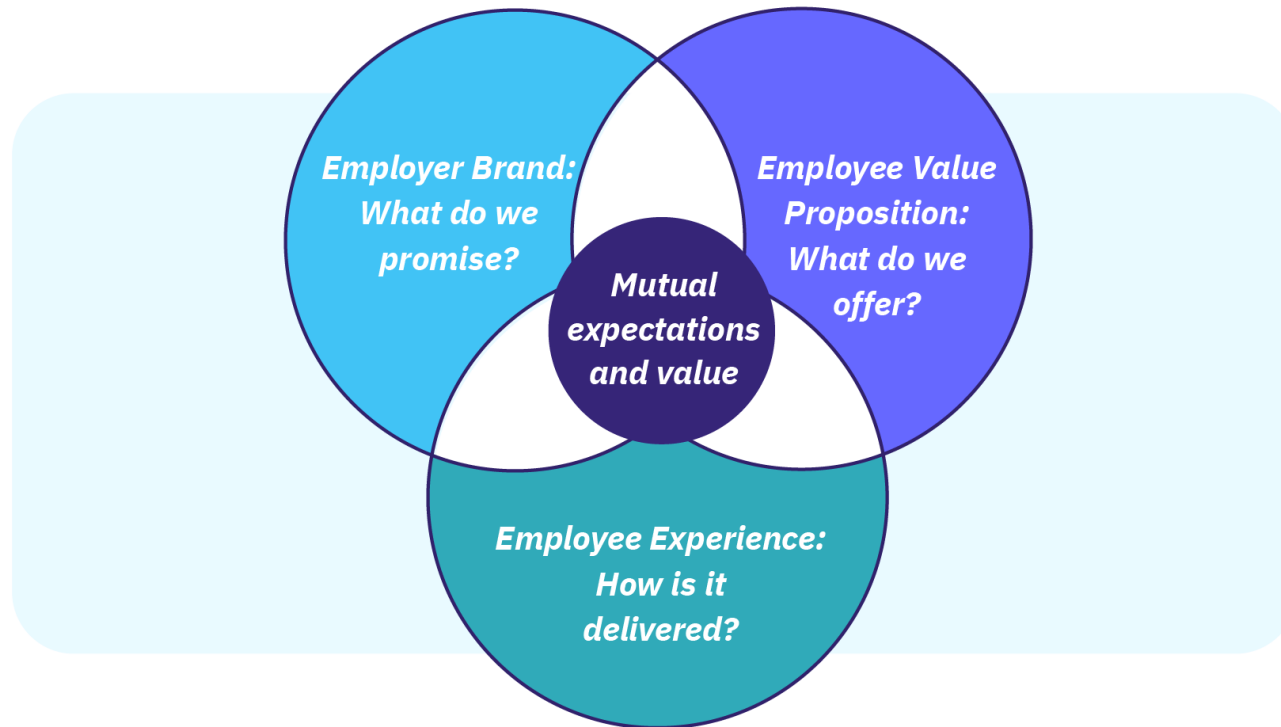
Gartner



Summary:







The 3 Es of the Employee-Employer Relationship



Summary:



Figure 4. Factors that contribute to a positive employee experience

Simply Irresistible Organization™ model				
				
Meaningful work	Supportive management	Positive work environment	Growth opportunity	Trust in leadership
Autonomy	Clear and transparent goals	Flexible work environment	Training and support on the job	Mission and purpose
Select to fit	Coaching	Humanistic workplace	Facilitated talent mobility	Continuous investment in people
Small, empowered teams	Investment in development of managers	Culture of recognition	Self-directed, dynamic learning	Transparency and honesty
Time for slack	Agile performance management	Fair, inclusive, diverse work environment	High-impact learning culture	Inspiration
Cross-organization collaboration and communication				

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City of Dallas

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

Agenda Information Sheet

File #: 23-1276

Item #: C.

Equity (Internal): Upcoming Office of Community Care and Office of Procurement Services Agenda Item Related to ARPA-Funded Community Mental Health, ARPA-Funded Family Violence Prevention and Intervention, ARPA-Funded Making Food Accessible and ARPA-Funded Positive Youth Development - May 2023

[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's Office]

Memorandum



CITY OF DALLAS

DATE May 8, 2023

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

SUBJECT **Upcoming Office of Community Care and Office of Procurement Services Agenda Item Related to ARPA-Funded Community Mental Health, ARPA-Funded Family Violence Prevention and Intervention, ARPA-Funded Making Food Accessible and ARPA-Funded Positive Youth Development – May 2023**

During May 2023, the following Office of Procurement Services items will be considered by City Council:

ARPA-Funded - Community Mental Health

File ID: 23-750: Authorize the City Manager to execute, for mental health support programs to eligible residents of the City of Dallas, (1) a one-year contract with a one-year renewal option with Harmony Community Development Corporation in an amount not to exceed \$1,000,000 per year; (2) a one-year interlocal agreement with a one-year renewal option with Dallas County Mental Health and Mental Retardation Center dba Metrocare Services in an amount not to exceed \$200,000 per year; (3) a one-year contract with a one-year renewal option with Big Thought in a total amount not to exceed \$120,000 per year; and (4) a one-year contract with a one-year renewal option with Senior Citizens of Greater Dallas, Inc. in an amount not to exceed \$55,000; for a total of three service contracts and one interlocal agreement in a total amount not to exceed \$2,750,000 - Financing: Coronavirus State and Local Fiscal Recovery Fund (\$2,750,000) (subject to annual appropriations)

ARPA-Funded – Family Violence Prevention and Intervention

File ID: 23-402: Authorize the City Manager to execute, for family violence intervention programs to eligible residents of the City of Dallas, a one-year subrecipient contract with a one-year renewal option in a total amount not to exceed \$1,200,000, with Jewish Family Service dba Jewish Family Service, the most advantageous proposer of four - Total not to exceed \$1,200,000 - Financing: Coronavirus State and Local Fiscal Recovery Fund (subject to annual appropriations)

ARPA-Funded – Making Food Accessible

File ID: TBA: Note: The agenda item is still being finalized. The item will authorize a one-year service contract in the amount of \$1,150,000, with a one year renewal option in the amount of \$1,150,000 with Services of Hope & Financial Hope CCS, a one-year service contract in the amount of \$600,000, with a one year renewal option in the amount of

DATE May 8, 2023

SUBJECT **Upcoming Office of Community Care and Office of Procurement Services Agenda Item Related to ARPA-Funded Community Mental Health, ARPA-Funded Family Violence Prevention and Intervention, ARPA-Funded Making Food Accessible and ARPA-Funded Positive Youth Development – May 2023**

\$600,000 with Catholic Charities of Dallas, Inc, and a one-year service contract in the amount of \$150,000, with a one year renewal option in the amount of \$150,000 with Dallas Leadership Foundation, for the administration of food distribution and delivery programs

ARPA-Funded – Positive Youth Development

File ID: 23-535: Authorize the City Manager to execute, for positive youth development services, including built-in academic support, to eligible residents of the City of Dallas, three one-year subrecipient contracts with one-year renewal options with: (1) The K16 Ready Society, Inc. dba Texas Initiative Programs, Inc. in the amount of \$450,000 per year; (2) Big Thought in the amount of \$225,000 per year; and (3) After-School All-Stars in the amount of \$155,000 per year, the most advantageous proposers of seven, for a total amount not to exceed of \$1,660,000 - Total not to exceed \$1,660,000 - Financing: Coronavirus State and Local Fiscal Recovery Fund (subject to annual appropriations)

Background

Each of these projects is supported by American Rescue Plan Act – State and Federal Fiscal Recovery Funds, which includes a requirement that services be delivered to highly impacted populations and with equity in mind. ARPA established that funds can be used to deliver services in Qualifying Census Tracts (QCTs) and/or to deliver services to low- and moderate-income individuals. These projects will primarily target QCTs, particularly outreach or education services in which it is not possible to target only to low- and moderate-income populations. Services may be delivered in other locations, but all clients served must be low- and moderate-income and should generally target those in the lower income categories. For ARPA, low-income is defined as having a household income at or below 185% of Federal Poverty Guidelines, per the U.S. Department of Health and Human Services (HHS), or at or below 40% of Area Median Income as defined by HUD. Moderate-income is defined as having a household income at or below 300% of Federal Poverty Guidelines, per the U.S. Department of Health and Human Services, or at or below 65% of Area Median Income as defined by HUD.

Beyond targeting QCTs, programs can also meet the requirements to target populations that are highly or disproportionately impacted by the pandemic with service delivery in locations that are accessible or within communities in which poverty is concentrated, in communities heavily impacted by the COVID-19 pandemic, in communities in which there are concentrations of populations identified in the Drivers of Poverty report, and/or historically underserved communities.

DATE May 8, 2023

SUBJECT

Upcoming Office of Community Care and Office of Procurement Services Agenda Item Related to ARPA-Funded Community Mental Health, ARPA-Funded Family Violence Prevention and Intervention, ARPA-Funded Making Food Accessible and ARPA-Funded Positive Youth Development – May 2023

Additionally, programs may target populations identified by the Treasury as among those eligible to be considered disproportionately impacted by the pandemic. This includes low- and moderate-income households and communities, households residing in QCTs, and households that qualify for certain federal benefits, including:

- Temporary Assistance for Needy Families (TANF)
- Supplemental Nutrition Assistance Program (SNAP)
- Free and Reduced-Price Lunch (NSLP) and/or School Breakfast (SBP) programs
- Medicare Part D Low-income Subsidies
- Supplemental Security Income (SSI)
- Head Start and/or Early Head Start
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Section 8 Vouchers
- Low-Income Home Energy Assistance Program (LIHEAP)
- Pell Grants

ARPA-Funded - Community Mental Health

These agreements will provide for the administration of city-wide mental health support programs to residents of Dallas as mental health needs in the city have been impacted and/or exacerbated by the COVID-19 pandemic. This support includes direct services such as individual and group counseling, educational programming, awareness campaigns, program outreach, and lay person trainings. Harmony Community Development Corporation, Dallas County Mental Health and Mental Retardation Center, and Big Thought were selected as subrecipients for these services. Additionally, the Senior Source was selected to administer a portion of this program that will specifically support mental health services and counseling for older adults and isolated seniors in the city of Dallas. Target populations include low- and moderate-income residents and/or Dallas residents living Qualified Census Tracts. The Office of Community Care has sought nonprofit organizations through an open application process.

The COVID-19 pandemic and resulting economic downturn have negatively impacted the mental health of local communities and has created new and exacerbated existing barriers to accessing care and support. Studies have found that 45% of adults in the United States have reported that their mental health has been negatively impacted from stress caused by the COVID-19 virus and pandemic. Research shows that social isolation and loneliness are linked to poor mental health. Additionally, for the many Dallas residents who have lost their jobs, job loss can be associated with anxiety, depression, distress and low self-esteem. Among the most impacted and highest risk include seniors, households with children and adolescents, and individuals who have lost their jobs or are otherwise income insecure.

DATE May 8, 2023

SUBJECT **Upcoming Office of Community Care and Office of Procurement Services Agenda Item Related to ARPA-Funded Community Mental Health, ARPA-Funded Family Violence Prevention and Intervention, ARPA-Funded Making Food Accessible and ARPA-Funded Positive Youth Development – May 2023**

ARPA-Funded – Making Food Accessible

This agreement will provide for the administration of city-wide food distribution and delivery programs to residents of Dallas that have been impacted and/or had their needs exacerbated by the COVID-19 pandemic. These programs will enable access to food for target populations through contactless grocery pickup, distribution programs, and home delivery for vulnerable populations. Target populations include low- and moderate-income residents and/or Dallas residents living Qualified Census Tracts. The Office of Community Care has sought nonprofit organizations through an open application process. Services of Hope CCS was selected to provide food distribution and delivery programs, while Catholic Charities Dallas, Inc. and Dallas Leadership Foundation will each provide food distribution services.

Approximately 20% of Dallas County faces food insecurity and nearly 38% of the population in the city of Dallas live in a food desert. The COVID-19 pandemic and resulting economic downturn have exacerbated these disparities, creating increased demand for local food pantry distribution sites among Dallas residents impacted financially by and during the pandemic. Many residents of Dallas are experiencing or have experienced job loss, reduced or lost pay, added expenses and other issues making it difficult to afford healthy and nutritious foods. Additionally, individuals who may be diagnosed with COVID-19 or quarantined due to exposure, may find themselves too sick or otherwise unable to travel purchase food.

ARPA-Funded – Family Violence Prevention and Intervention

This agreement will provide family violence intervention services, including counseling, legal assistance, therapy and crisis counseling for adults and children rooted in empowerment for survivors to begin the process towards improving short and long-term stability and self-sufficiency. Jewish Family Services was selected as subrecipient for these services.

Family violence refers to threatening or other violent behaviors within families and households that may be physical, sexual, psychological, or economic, and includes child abuse and intimate partner violence. Various international studies and reports in 2020 found that family violence during a pandemic is associated with a range of factors including economic stress, disaster-related instability, increased exposure to exploitative relationships, and reduced options for support. Due to the social isolation measures implemented across the globe to help reduce the spread of COVID-19, people living in volatile situations of family violence were restricted to their homes, which could exacerbate personal and collective vulnerabilities while limiting accessible and familiar

DATE May 8, 2023

SUBJECT **Upcoming Office of Community Care and Office of Procurement Services Agenda Item Related to ARPA-Funded Community Mental Health, ARPA-Funded Family Violence Prevention and Intervention, ARPA-Funded Making Food Accessible and ARPA-Funded Positive Youth Development – May 2023**

support options. Reports of domestic abuse and family violence increased around the world since social isolation and quarantine measures came into force.

ARPA-Funded – Positive Youth Development

These agreements will support youth development programs targeting either youth and teens or school-aged children. Youth and teen programming will have embedded positive development and pro-social engagement that facilitates connections for youth with their communities, schools, organizations, peer groups and families and that focuses on connecting youth with opportunities, fostering positive relationships and supporting youth in building on their leadership strengths. School-aged children programming will be holistic and focused on the individual youth, while also helping youth who may have fallen behind to catch up and/or reduce achievement gaps. The K16 Ready Society, Inc. dba Texas Initiative Programs, Inc, Big Thought, and After-School All-Stars were selected as subrecipients for this work.

The COVID-19 pandemic has had a significant impact on youth in multiple environments. The pandemic has also been associated with risk factors for adolescent substance use, such as boredom, isolations, stress, grief and trauma. The Adolescent Behaviors and Experiences Survey conducted in 2021 looked at youth behaviors during the pandemic, finding that overall daily life was disrupted, racism is a public health issue for adolescents, and adolescents are experience a crisis of public health (ABES 2022). Beyond impacting the behaviors and mental health of youth in America (HHS, 2021), the pandemic has had a substantial impact on the daily lives of youth and how students learn. A 2021 analysis of the impacts of COVID-19 on student assessment scores conducted by the Texas Education Agency showed that scores decreased. STAAR results showed a decrease in academic performance, particularly in math, that erased years of gains. Economically disadvantaged students were more highly impacted, seeing higher rates of learning loss in both reading and math at nearly three times the rate of non-economically disadvantaged students. Overall, the analysis cited an effect size equivalent to an estimated 6 months of learning loss on average, and closer to 9 months for economically disadvantaged youth (Impacts of COVID-19 and Accountability Updates for 2022 and Beyond, TEA, 2021).

DATE May 8, 2023

SUBJECT **Upcoming Office of Community Care and Office of Procurement Services Agenda Item Related to ARPA-Funded Community Mental Health, ARPA-Funded Family Violence Prevention and Intervention, ARPA-Funded Making Food Accessible and ARPA-Funded Positive Youth Development – May 2023**

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



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

- c: T.C. Broadnax, City Manager
Tammy Palomino, City Attorney (I)
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
Robert Perez, Assistant City Manager
Carl Simpson, Assistant City Manager
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors



City of Dallas

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

Agenda Information Sheet

File #: 23-1277

Item #: D.

Equity (Internal): Memo Regarding Dallas' Business Case for Equity
[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's Office]

Memorandum



CITY OF DALLAS

DATE May 8, 2023
TO Honorable members of the Workforce, Education and Equity Committee: Jaynie Schultz (Chair) Casey Thomas II (Vice Chair), Jesse Moreno, Paula Blackmon, Adam McGough, Omar Narvaez, Jaime Resendez
SUBJECT **Memo Regarding Dallas' Business Case for Equity**

On March 8, 2022, the W.K. Kellogg Foundation and Altarum provided the City of Dallas' Workforce, Education and Equity Committee a briefing on [The Business Case for Racial Equity- A Strategy for Growth](#). This briefing addressed the business or economic case for racial equity in the United States by assessing current policies and practices, human capital constraints, untapped markets, and lost revenues. The report highlights how a sustainable commitment to racial equity would boost the nation's economy, noting that addressing the racial equity gap our country stands to realize an \$8 trillion gain in GDP by 2050.

Since the August adoption of the City of Dallas' Racial Equity Plan (REP), the Office of Equity and Inclusion (OEI) has been working on the advancement of the Big Audacious Goals (BAGs), developing key partnerships with external stakeholders inclusive of the philanthropic community. Starting in the Fall of 2022, City staff and Flying High Consultant began efforts to engage Dallas' philanthropic community, holding several meetings and correspondences to advance equity through the goals and measures included in the City's Racial Equity Plan (REP).

Additionally, in an effort to advance the City's vision for Dallas to become the most equitable city in the nation, the City of Dallas and the philanthropic community are in the intentional stages of developing a local business case for the Racial Equity Report. Current data from trusted sources such as United Way of Metropolitan Dallas and Policy through Advancing Workforce Equity in Dallas and Collin Counties: A Blueprint for Action, has noted that eliminating racial inequities in income could boost the combined economy of Dallas and Collin counties by \$115 billion a year.

The work with Dallas' philanthropic community is ongoing. Specifically, we are looking to fund a local report modeled after the [Kellogg Foundation's Business Case for Racial Equity](#) that is focused on Dallas and can be used to continue to advance equity by various stakeholders. In addition to the report serving as a measurement tool, the report will:

- A. Broaden the Racial Equity Conversation
 - Advancing racial equity is both a social justice goal and a driver of business and economic growth.
- B. Highlight Historically Disadvantaged Communities and Challenges Faced
 - Legacy effects of racist laws and practices and ongoing structural racism and unconscious bias create gaps in opportunity.

DATE May 8, 2023
SUBJECT **Memo Regarding Dallas' Business Case for Equity**
PAGE **2 of 2**

- C. Quantify the Economic Impacts of Inequities
 - Measuring and analyzing economic impacts of closing specific types of current gaps in life outcomes.
- D. Demonstrate the Economic Potential of Achieving Racial Equity
 - U.S. Earnings, Consumer Spending, etc.
- E. Identify the Call to Action to Advance Racial Equity in Alignment with the REP
 - From influence to evaluation to support.

The estimated timeline for report completion is October 2023.

Should you have any questions or concerns, please do not hesitate to contact me or Dr. Lindsey Wilson, Director of the Office of Equity and Inclusion, at lindsey.wilson@dallas.gov



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

c: T.C. Broadnax, City Manager
Tammy Palomino, Interim City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
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Directors and Assistant Directors



City of Dallas

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

Agenda Information Sheet

File #: 23-1535

Item #: 2.

Recommendation for Adoption of Juneteenth Resolution

Action Requested: Recommendation for adoption of Juneteenth Resolution by the City Council

[Dr. Lindsey Wilson, Director, Office of Equity and Inclusion]

June 14, 2023

WHEREAS, the City of Dallas is committed to the pursuit of initiatives that promote equity and inclusion and ending discrimination, prejudice, and injustice, and further recognizing Juneteenth celebrates freedom and commemorates the end of slavery in the United States; and

WHEREAS, the Emancipation Proclamation was issued by President Abraham Lincoln effective January 1, 1863, that all persons enslaved within the rebellious states shall be freed. However, southern slave owners ignored that order. On June 19, 1865, two and a half years following the order, union soldiers arrived in Galveston, Texas to enforce the president's order; and

WHEREAS, through other systems of oppression, such as sharecropping, Jim Crow, redlining, and mass incarceration, the exploitation of African American bodies and wealth continued past slavery and persists, thus, affecting the physical and mental health, safety, homeownership, and education of African American people; and

WHEREAS, June 19 has been celebrated in communities across the nation as Juneteenth also known as Freedom Day, Jubilee Day, Liberation Day, Emancipation Day, and Black Independence Day; and

WHEREAS, Juneteenth provides an opportunity to celebrate African American heritage and honor the lives, sacrifices, and contributions that are woven into the American fabric; and

WHEREAS, in 2016, Ms. Opal Lee also known as the "Grandmother of Juneteenth," launched "Opal's Walk 2 D.C." to invite others across the country to join her in bringing attention to the importance of commemorating Juneteenth as a federal holiday and the fight for freedom and equality; and

WHEREAS, at the age of 89, Ms. Lee walked from Fort Worth, Texas to Washington, D.C. leaving in September 2016 and arriving in Washington, D.C. in January 2017; and

WHEREAS, on June 2021, U.S. Congress passed the Juneteenth National Independence Day Act, a day after the U.S. Senate passed the bill with unanimous consent and President Joseph Biden signed the bill into law on June 17, 2021; and

WHEREAS, on September 22, 2021, City Council passed Ordinance No. 32005 proclaiming Juneteenth to be a City Holiday thereby bringing awareness and consciousness to a crucial day in history and is a distinct step towards equity; and

WHEREAS, the City Council passed Resolution No. 19-0804 that outlines Dallas' deep resolve to promote equity and inclusion in all aspects of city government and committed to make every effort possible to commit more resources to areas and populations where data demonstrates the needs are greatest; and

WHEREAS, on June 17, 2020, City Council passed Resolution No. 20-0945 directing the city manager to fly the Pride Flag with the City of Dallas seal on the flag pole at City Hall Plaza in place of the City of Dallas Official Flag for the remainder of June 2020, and annually thereafter for the month of June, to celebrate Pride Month; and

WHEREAS, on March 24, 2021, City Council passed Resolution No. 21-0503 known as the Racial Equity Resolution, to reaffirm Dallas' commitment to work towards understanding and addressing racial, ethnic, and socioeconomic disparities; and

WHEREAS, on May 12, 2021, City Council passed Resolution No. 21-0777, which amended Resolution No. 20-0945, directing the city manager to fly the Pride Flag with the City of Dallas seal on the flag pole at City Hall Plaza and other City operated facilities in place of the City of Dallas Official Flag for the remainder of June 2021, and annually thereafter for the month of June, to celebrate Pride Month; and

WHEREAS, on August 24, 2022, City Council passed Resolution No. 22-1236 adopting the first Comprehensive Racial Equity Plan and immediately began implementing the plan; and

WHEREAS, the City of Dallas will continue to build and share histories related to civil rights through intentional collaborative efforts with external stakeholders.

Now, Therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. The City of Dallas does hereby declare June 19, also known as Juneteenth, as an annual celebration of the past, present, and future of African American economic liberation and those who work towards that liberation.

SECTION 2. The City of Dallas recognizes Juneteenth as an annual legal holiday within the City beginning June 19, 2021.

SECTION 3. That Resolution No. 21-0777 is amended to direct the city manager to fly the Juneteenth Flag on the flag pole at City Hall Plaza and other City operated facilities from June 16, 2023 through June 19, 2023, and annually thereafter, from June 18 through June 20, in place of the City of Dallas Official Flag and the Pride Flag with the City of Dallas seal, to celebrate Juneteenth.

SECTION 4. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the City Charter of the City of Dallas, and it is accordingly resolved.



City of Dallas

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

Agenda Information Sheet

File #: 23-1536

Item #: A.

Equity (Internal): Update on Americans with Disabilities (ADA) Transition Plan Efforts
[Daisy Fast, Director of 311; Dr. Lindsey Wilson, Director of Office of Equity and Inclusion; LaToya Jackson, Human Rights Officer, Office of Equity and Inclusion; Gary Copeland, ADA Compliance Manager, Office of Equity and Inclusion]



City of Dallas

Update on Americans with Disabilities (ADA) Transition Plan Efforts

**Workforce, Education and Equity
Committee June 5, 2023**

Daisy Fast,
Director of 311

Lindsey Wilson, PhD
Director

LaToya Jackson
Human Rights Officer

Gary Copeland
ADA Compliance Manager
Office of Equity & Inclusion

Presentation Overview



- Background
- Prior Accessibility Work
- Five Year Plan
- Expansion of Accessibility
- Partnership
 - Internally
 - Externally
- Next Steps



Background



Americans with Disabilities Act (ADA)

- Civil rights law that requires equal opportunities for individuals with disabilities
- Prohibits discrimination in access to jobs, public accommodations, government services, public transportation, and telecommunications
- Requires all programs, services, and activities of public entities provide equal access for individuals with disabilities



ACLU pic of pretest sign which reads, "Disability Rights equal Civil Rights"



Alignment to the Racial Equity Plan



Office of Equity & Inclusion Progress Measure

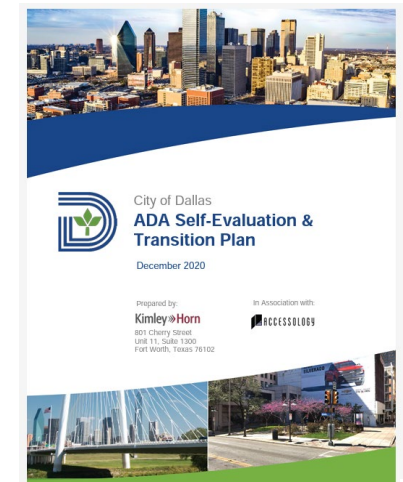
- Increase the percent of ADA service requests in historically disadvantaged communities completed within Service Level Agreement to 85% by October 2024. [Ei 39]



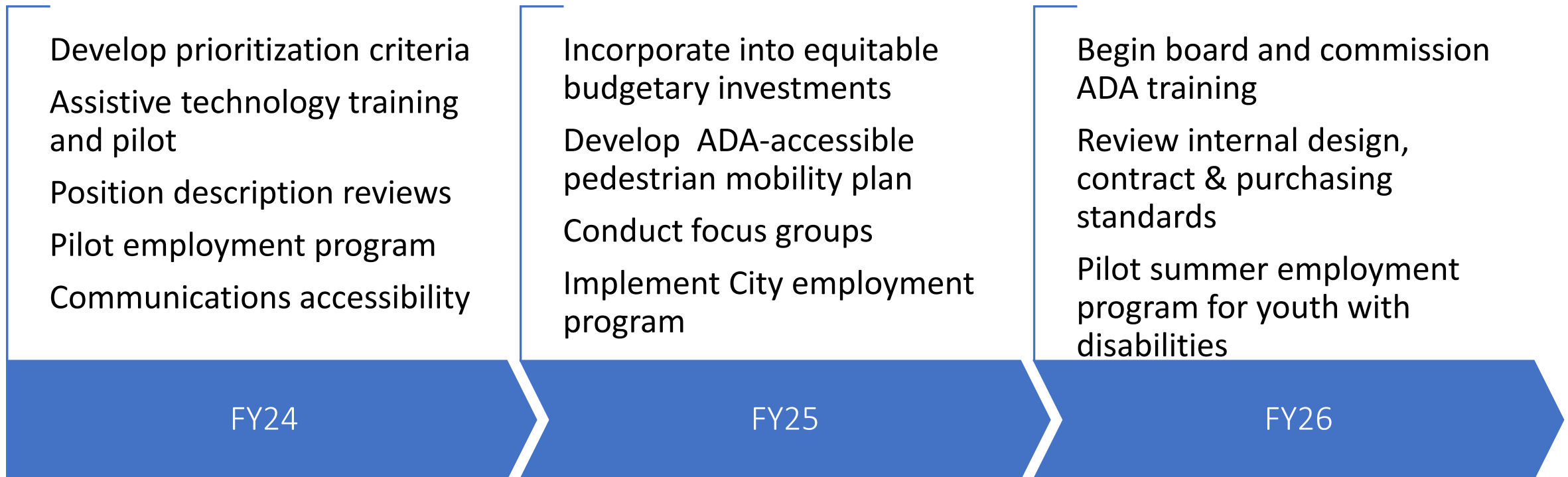
Prior Accessibility Work



- FY19 & 20
 - Council authorized staff to develop ADA Transition Plan
- FY21
 - Assessed 23 City buildings
 - ADA Transition Plan posted online
 - Sidewalk Master Plan completed
 - ADA staff training
- FY22
 - Assessed 15 Fire stations, OCMC, libraries & Cotton Bowl
 - ITS ADA training, website compliance & updates
 - City Hall restroom updates 4-6 floor
- FY23
 - CDBG Project planning
 - Bond reallocation
 - Staff training
 - Department reviews



Five Year Plan 2024-2028



Barrier Assessment and Removal Work



Five Year Plan 2024-2028



Continue board and commission ADA training
Develop Public Right-of-Way Plan
Begin Bond program planning for accessibility
Continue program accessibility review
Conduct performance venue ticketing and seating audit

FY27

Begin organization-wide Mental Health First Aid training
Conduct Goods and Services access review
Complete architectural standards review
Assess and install informational signage at public facilities
Review accessibility of parks, trails, and amenities

FY28

Barrier Assessment and Removal Work



Expansion of Accessibility



ASL Interpretations

- Budget town hall meetings
- City Council meetings

Increase Awareness

- UbiDuo devices

Dallas Abilities Employee Resource Group (DAERG)

- Reasonable Accommodations Panel
- Diversity week celebrations





Commission on Disabilities

- Established December 2021
- First meeting held February 2023
- Recognized by Governor's Committee on Persons with Disabilities April 2023
- Priorities:
 - Employment
 - Housing
 - Transportation



Community Partnerships & Collaborations



Dallas Center^{INC.}



Jewish Family Service
of Greater Dallas



THE SENIOR SOURCE

Tours

Envision Dallas

- Call Center contract
- Braille printing
- Public safety training
- Employment opportunities





Envision Dallas

- Successful implementation: July 2022
- Handles over 5,500 court services calls monthly
- Enhanced customer's experience by surpassing performance measure goals:

Performance Measure Goal	Envision Dallas Performance
60% of calls handled in 90 seconds	89% of calls handled in 90 seconds
10% of calls abandoned	5% of calls abandoned
Average speed of calls answered: 90 seconds	Average speed of calls answered: 24 seconds
87% of customers satisfied with call experience	87.7% of customers satisfied with call experience



Employment Program Development



- Research and develop pilot program
- Include recruiting and retention strategies
- Test reasonable accommodation process
- Learn from industry leaders
- Explore part-time and job-sharing program



The Impact of Accessibility Work



To Date:

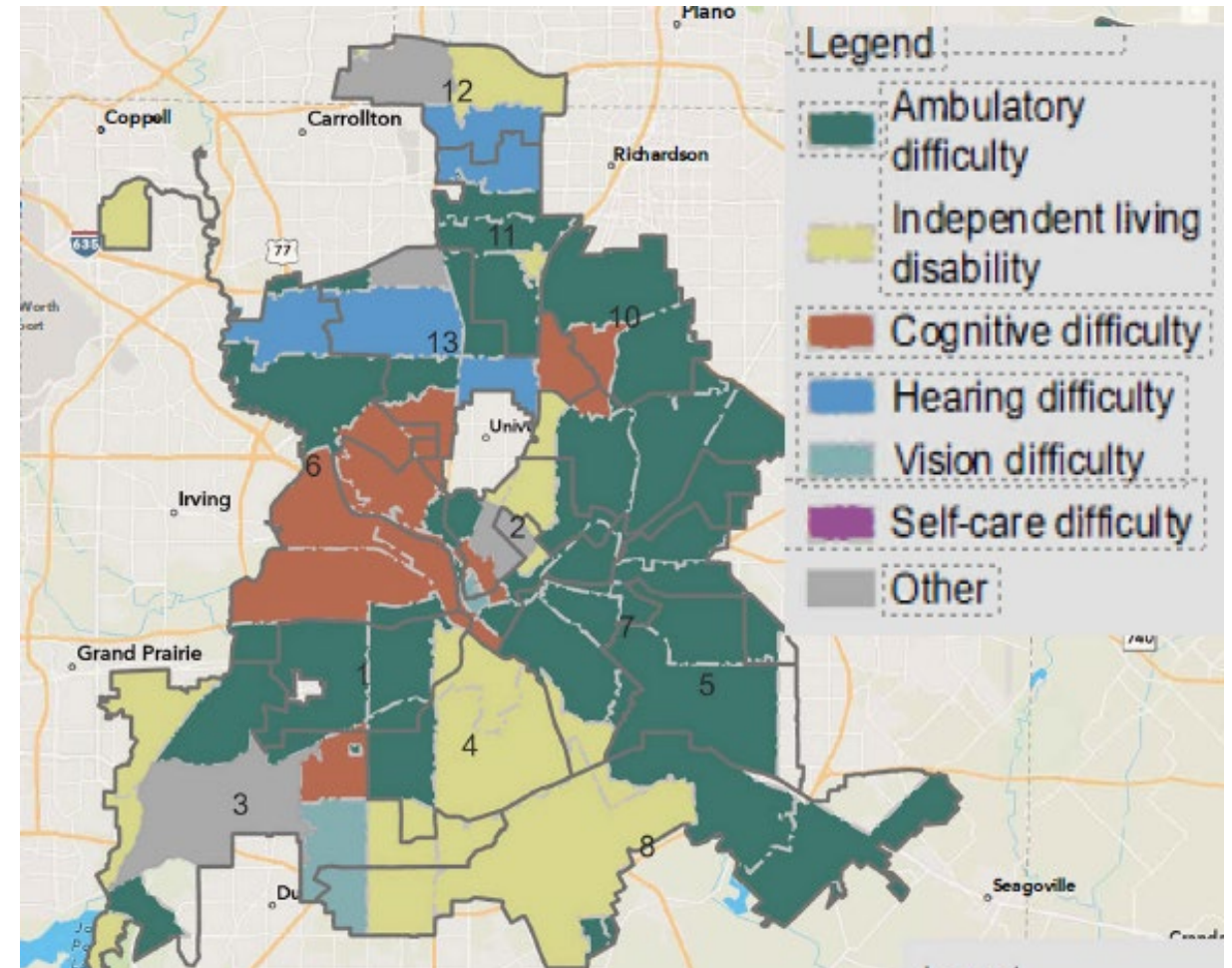
- 55 buildings have been assessed
- Over 300 barriers removals planned for FY23
- 177 employees have been trained on accessibility
- Over 1,739 Documents, forms, and videos reviewed



Accessibility Mapping



- Major impairments
 - Ambulatory difficulty (5.3%)
 - Independent living difficulty (4.6%)
- Zip Codes
 - 75247 (37%)
 - 75241 (23%)



Accessibility Mapping



Zip Code	Population (Hispanic + Black + Native American)	Families in Poverty	Homeownership Rate	65 or Older	Social Economic Vulnerability	Disability Population
75247	60%	78%	0%	19%	High	37%
75241	94%	29%	62%	16%	High	23%
75216	96%	30%	51%	15%	High	19%
75215	88%	28%	34%	13%	High	19%
75232	91%	23%	63%	22%	High	18%
75226	57%	32%	10%	6%	High	17%
75203	91%	35%	37%	9%	High	16%
75251	55%	5%	0%	10%	Low to Moderate	16%
75237	95%	32%	13%	6%	Moderate to High	15%
75149	68%	15%	62%	11%	Moderate to High	15%



Next Steps



- ***Normalize***

- Expand use of data to target investments
- Develop a Citywide ADA 101

- ***Organize***

- Support Commission priorities
- Continue to strengthen internal and external partnerships

- ***Operationalize***

- Continue assessments and create architectural design plan to reduce barriers
- Proposal for employment program in FY24





City of Dallas

Update on Americans with Disabilities (ADA) Transition Plan Efforts

**Workforce, Education and Equity
Committee June 5, 2023**

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Human Rights Officer

Gary Copeland
ADA Compliance Manager
Office of Equity & Inclusion



City of Dallas

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

Agenda Information Sheet

File #: 23-1537

Item #: B.

Workforce (Internal): Talent Attraction Marketing Strategy Introduction
[Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office; Catherine Cuellar, Director, Communications, Outreach and Marketing; Nina Arias, Director of Human Resources; Jarred Davis, Director of Civil Service; Leo Basterra, CEO, The Voice Society; Maria Tapias, COO, The Voice Society]



City of Dallas

Talent Attraction Marketing Strategy Introduction

Kimberly Bizer Tolbert, Deputy City Manager

Catherine Cuellar, Director of Communications,
Outreach & Marketing

Nina Arias, Director of Human Resources

Jarred Davis, Director of Civil Service

Maria Tapias & Leonardo Bastera, The Voice Society

CONTENTS

- 03** The Challenge: Problem and Solution
- 04** Brand Strategy
- 07** Campaign Concept and Creative
- 10** Campaign Style Guide

THE CHALLENGE: ATTRACTING AND RETAINING MORE AND BETTER TALENT

THE CURRENT PROBLEM:

While the City of Dallas has made progress in recruiting, employing and retaining a diverse, talented and engaged workforce, there is reason for concern on the future pipeline of prospective City workers. The challenge extends beyond critical and hard-to-fill positions with the younger generations not feeling compelled to seek a public service career due to misperceptions around working environment, growth opportunities, compensation and benefits.

THE PROPOSED SOLUTION:

As one of the largest public sector employers in Texas, the City of Dallas offers unmatched benefits and career opportunities. We must generate awareness of benefits, opportunities and advantages of a public service career in order to change misperceptions by highlighting civil service and city employees' substantial energy, power and impact.

THE EXPECTED OUTCOME:

Build a robust and sustainable talent attraction pipeline and, ultimately, make the civil and public service a sought-after career and the City of Dallas the premier public sector employer in Texas.

ROI + ROE: INVESTING IN TALENT ATTRACTION AND RETENTION HAS FINANCIAL AND NON-FINANCIAL BENEFITS

ROI (Financial Return On Investment):

Cost Savings

Reduced employee turnover can save costs associated with recruitment, onboarding, and training.

Increased Productivity

Skilled and experienced employee output and overall productivity increase, and higher productivity can lead to increased cost savings.

Alleviate Stressed Resources

Reducing time-to-fill vacant jobs alleviates stress on current employees and can help avoid incremental costs of overtime or urgent work requirements.

ROE (Non-Financial Return On Engagement):

Robust Talent Pool

Having a larger pool of applicants and attracting high-quality candidates reduces time-to fill job vacancies and increases fit with organizational requirements and diversity of labor force.

Employee Engagement and Retention

Increased job satisfaction, commitment and motivation lead to improvements in talent retention rates and reduces churn.

City of Dallas Brand

A fully-staffed and engaged work force can enhance the City of Dallas employer brand image, as well as reputation, perception and positive word-of-mouth.



City of Dallas

BRAND STRATEGY

MESSAGING ARCHITECTURE

GOAL	Generate awareness of the benefits, opportunities and advantages of considering a public service career to attract qualified candidates to apply and work for the City of Dallas.			
TARGET	DFW residents seeking employment.			
MESSAGING PILLARS	<p style="text-align: center;">Educate</p> <p>Create robust content to inform and educate prospective employees about the types of jobs and characteristics associated with working for the City.</p>	<p style="text-align: center;">Differentiate</p> <p>Compare and contrast vs. private and nonprofit sectors, emphasize growth opportunities and highlight the unique benefits of pursuing a career working for Dallas.</p>	<p style="text-align: center;">Motivate</p> <p>Provide incentive mechanisms and simple resources to apply, with clear and transparent timelines, evaluation processes and predictable outcomes.</p>	
REASONS TO BELIEVE (RTBs)	<ul style="list-style-type: none"> • Types of jobs/departments • Overall benefits/advantages • Compensation • Substantial impact of public service • Testimonials • FAQs/Fact Sheets 	<ul style="list-style-type: none"> • Work/life balance • Culture, energy and empowerment • Empathy, Ethics, Excellence, Engagement, Equity • Merit system 	<p style="text-align: center;">Sense of Urgency</p> <ul style="list-style-type: none"> • Apply now CTA • Positions fill up fast/ # of applicants • Real-time chat 	<p style="text-align: center;">Instant Gratification</p> <ul style="list-style-type: none"> • Motivators to apply (e.g. easy online application, updates within 48 hours) • Common application platform • Real-time status tool
VALUES	<p>Service first culture.</p> <p>Committed to building a workforce that delivers services with Empathy, Ethics, Excellence, Engagement, Equity.</p> <p>Follow a model merit system and provide quality customer service to all internal and community stakeholders.</p> <p>Driven by Diversity and Inclusion initiatives.</p> <p>Dedicated to Openness, Transparency and Accountability.</p>			

IMPLEMENTATION STRATEGY: COMMUNICATION PILLARS

CONSISTENT BRAND VOICE

Ensure consistency in tone and style through all written, verbal or in-person communication initiatives for all brand elements, from mission and values, to messaging pillars and calls to action.

VOICE OF THE EMPLOYEE

Engage and encourage current team members and alumni to participate in making our employer brand visible, well-known, well-respected and sought-after.

TRAINED POINTS OF CONTACT

Managers and supervisors should be trained to understand our employer brand and how to reinforce and communicate it with current team members and prospective employees on a continual basis.



MULTI-CHANNEL AND MULTI-MEDIA

Use a variety of graphic, audio, video and in-person communication channels including website content, newsletters, testimonial videos, print materials, paid advertising, events, community outreach and internal training and onboarding materials.

IMPLEMENTATION STRATEGY: CHANNEL AND MEDIA PLAN

Traditional

- Radio/DJ Ads
- Brochure
- Point-of-Sale Graphics (Gas Pumps)
- Printed Flyers
- METRO Wrap

Digital

- Digital Radio
- OTT/HMTV
- Display Ads
- Digital Video
- Email/Newsletter

Social Media

- Video Testimonial
- Organic Posts
- Influencers
- Partner Cross-Posting
- Job Board Ads

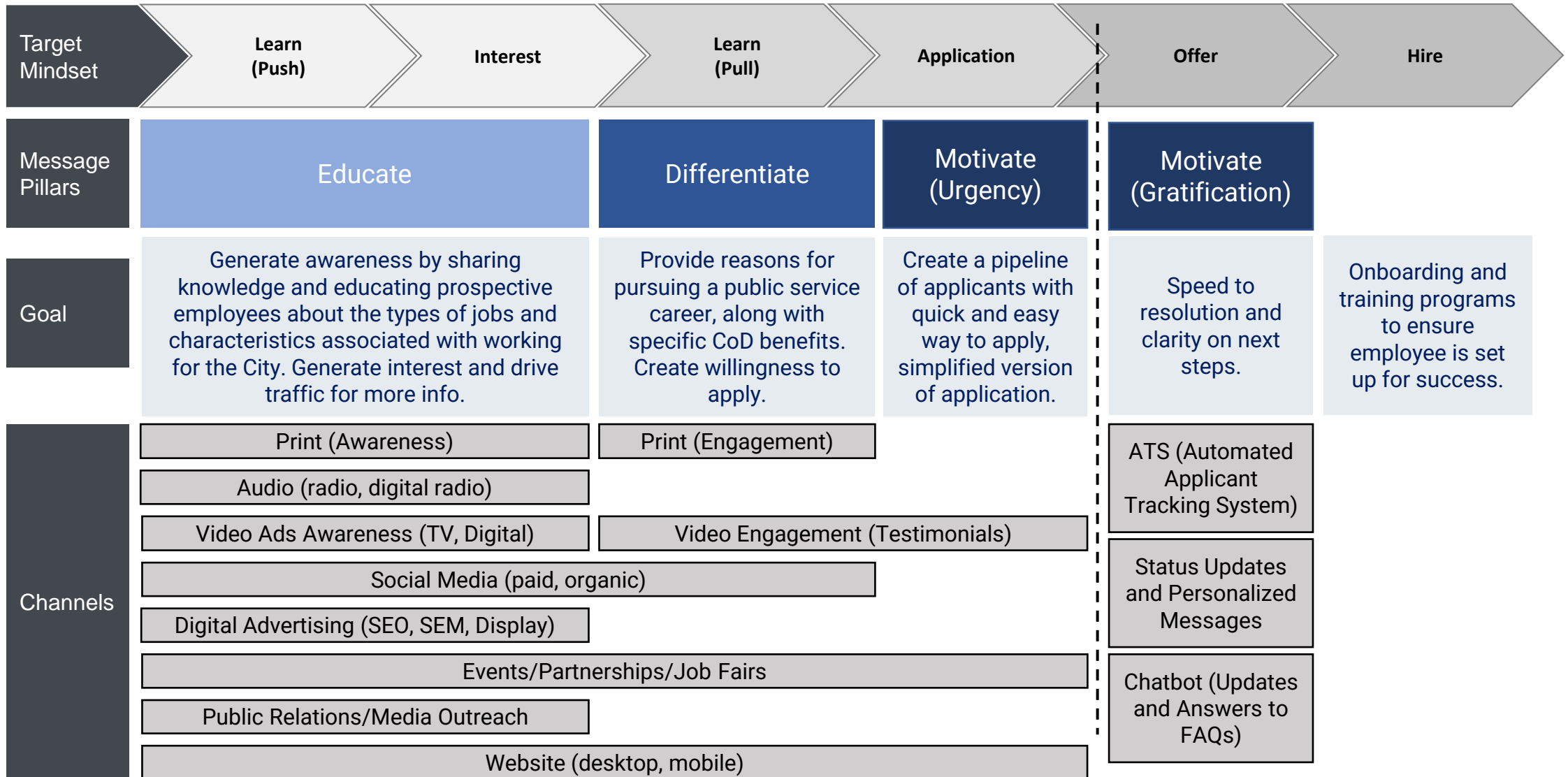
Resource Microsite

The screenshot shows a professional-looking microsite for the City of Dallas. It includes a header with navigation links (Home, Resident, Visitor, Business, Government, News, 311) and a search bar. The main content area is divided into several sections: 'EDUCATION' with a sub-header 'The Department provides employment services for the City workforce including administering promotion systems for the Dallas Police and Fire Departments.', 'HR' with a sub-header 'Who are our great employees?', 'DIFFERENTIATION' with a sub-header 'Our values that reflect and support the @CityofDallas culture.', and 'MOTIVATION' with a sub-header 'Our values that reflect and support the @CityofDallas culture.'. Below these sections is a table of job listings with columns for Job Title, Job Type, Salary, Pay Period, Closing Date, Department, and Location.

Community Outreach

- Events
- Educational Partnerships & Career Day Appearances
- Job Fairs
- Media Outreach
- Public Relations
- Press Releases and Council Memos

IMPLEMENTATION STRATEGY: CANDIDATE JOURNEY





City of Dallas

CAMPAIGN CONCEPT

CAMPAIGN PROCLAMATION

Welcome to the City of Dallas, where great careers begin. As one of the largest public sector employers in the State of Texas, we understand that today's workforce is looking for more than just a job – they want a flexible, supportive, and safe work environment that encourages creativity and growth. As a progressive employer, we recognize and embrace the connection between personal well-being and increased productivity and the importance of a career path that offers substantial energy, empowerment and impact.

We believe in providing our employees with the tools and resources they need to succeed, including empowerment, autonomy, and work/life balance. We understand that these values have become increasingly important in evaluating career choices, and we are committed to delivering on these promises.

The City of Dallas is dedicated to recruiting, developing, and supporting a diverse workforce of full-time, part-time, and contractual employees who fulfill their passion and purpose while earning a competitive living wage. We believe that a career with the City of Dallas can be life-changing, and we strive to build a Service First culture guided by Empathy, Ethics, Excellence, Engagement and Equity.

Whether you are just starting your career or are looking for new opportunities to grow and develop, the City of Dallas offers a range of exciting and challenging roles across a variety of industries. From engineering and construction to public safety and community outreach, we have a place for you.

Join our team and experience the benefits of working for a progressive employer that values your personal well-being and supports your professional growth. Together, we can create a better future for ourselves, our families, and our community. Come and discover what the City of Dallas has to offer. Your career awaits!



Leading the Way. Powered by You.

This concept recognizes the City of Dallas as a leader and innovator while also recognizing that the City could not run without its employees, those who make things happen.

Leading the Way. Powered By You. is a “rallying cry” interpreted as “a great city powered by great people” and can be represented through the voice of the City or in first person through individual employee testimonials.





City of Dallas

Leading the Way.

Powered by You.

Our city is run by passionate and driven people. Explore a career opportunity that empowers you to make a difference while fulfilling your goals.

AUTONOMY

EMPOWERMENT

WORK/LIFE BALANCE



City of Dallas

Leading the Way.

Powered by You.

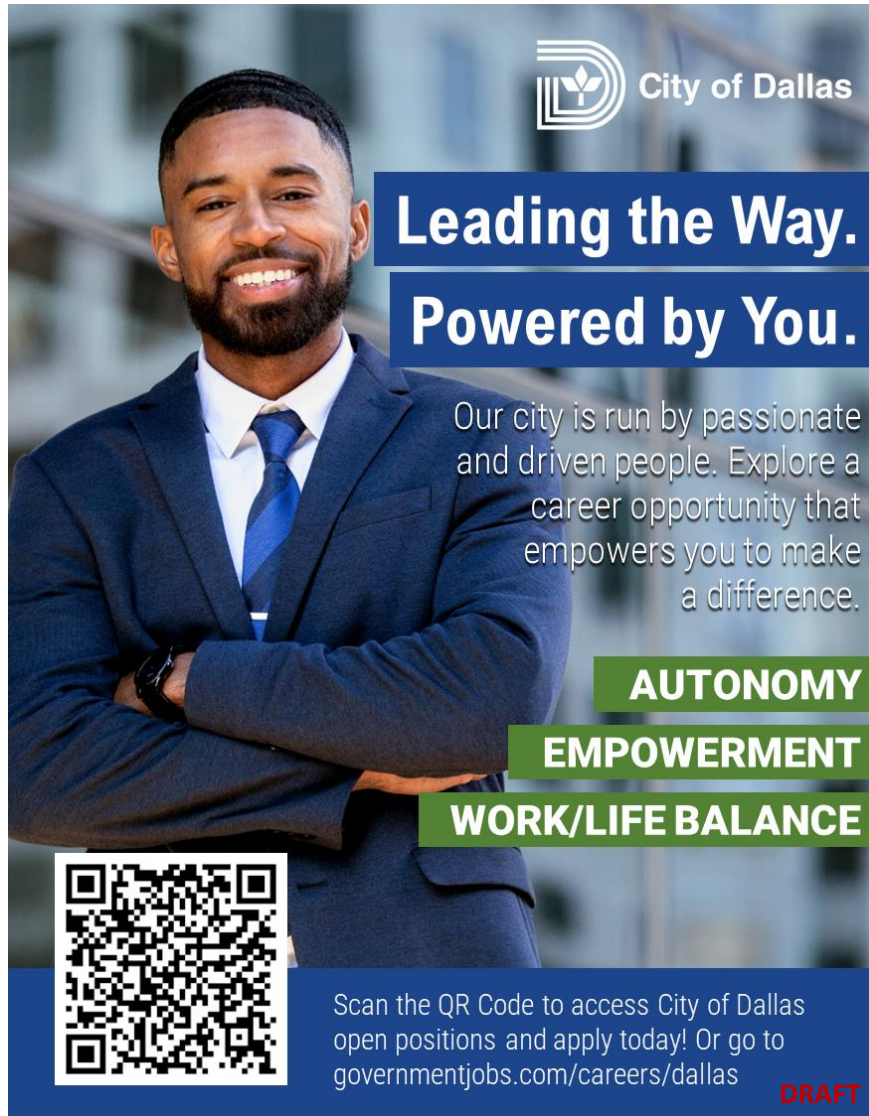
As one of the largest public sector employers in the State of Texas, we provide unparalleled career opportunities and benefits.

PROPEL YOUR CAREER TODAY!

governmentjobs.com/careers/dallas

142

POSTERS AND FLYERS




City of Dallas

**Leading the Way.
Powered by You.**

Our city is run by passionate and driven people. Explore a career opportunity that empowers you to make a difference.

**AUTONOMY
EMPOWERMENT
WORK/LIFE BALANCE**



Scan the QR Code to access City of Dallas open positions and apply today! Or go to governmentjobs.com/careers/dallas

DRAFT



DRAFT

**Liderando el Camino.
Impulsados por Ti.**

Al ser uno de los mayores empleadores del sector público en Texas, te ofrecemos oportunidades de desarrollo profesional y beneficios inigualables.

City of Dallas

Escanea el Código QR para conocer las posiciones abiertas y aplica hoy mismo! O entra a governmentjobs.com/careers/dallas




City of Dallas

**Leading the Way.
Powered by You.**

As one of the largest public sector employers in the State of Texas, we provide unparalleled career opportunities and benefits.



Scan the QR Code to access City of Dallas open positions and apply today! Or go to governmentjobs.com/careers/dallas

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City of Dallas

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Scan the QR Code to access City of Dallas open positions and apply today! Or go to governmentjobs.com/careers/dallas

DRAFT

BILLBOARDS, POINT-OF-SALE GRAPHICS AND METRO WRAP

DRAFT



DRAFT



SOCIAL MEDIA TESTIMONIALS



Our city is run by passionate and driven people who seek a career opportunity that empowers them to make things happen. #LeadingTheWay #PoweredbyYou



DRAFT
46 likes • 2 comments • 2 shares

Like Comment Share

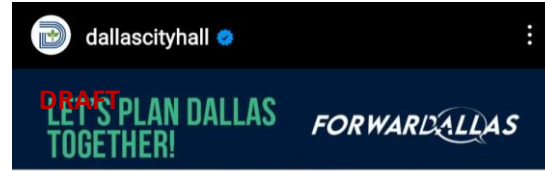


Nuestra ciudad opera con gente motivada y decidida a buscar oportunidades profesionales que les permitan hacer “que las cosas sucedan”. #ImpulsadosPorTi



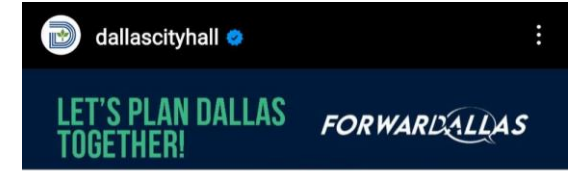
DRAFT
46 likes • 2 comments • 2 shares

Like Comment Share



DRAFT
11 likes

dallascityhall Our city is run by passionate and driven people who seek a career opportunity that empowers them to make things happen. #LeadingTheWay #PoweredbyYou



DRAFT
11 likes

dallascityhall Our city is run by passionate and driven people who seek a career opportunity that empowers them to make things happen. #LeadingTheWay #PoweredbyYou

RECOMMENDED INITIAL MEDIA INVESTMENT

BEST OPTION
\$310K

16 WEEK FLIGHT
ENGLISH/SPANISH

PROs

Continuous flight for 16 weeks.
Increased reach and frequency.
Creative rotation to expand messaging/RTBs

CONs

Highest net media investment.
Higher production fees.

BETTER OPTION
\$233K

12 WEEK FLIGHT
ENGLISH/SPANISH

PROs

Good presence throughout 4 months with some dark weeks in between flights.

Leaner investment without significantly diluting reach and frequency.

CONs

Dark weeks may reset audience mindset.
Overall lower reach.

GOOD OPTION
\$155K

8 WEEK FLIGHT
ENGLISH/SPANISH

PROs

Budget conscious alternative that still allows for 4-month media presence.

Still allows for English/Spanish media buy.

CONs

Longer dark weeks may reset audience mindset.
Lower budget impacts reach and frequency.

BEST OPTION SAMPLE PLAN

	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	IMPS	Planned Views	Total Net		
OOH and POS																					
Digital Billboards	4																14,000,000		\$ 60,000		
Dart Bus Shelters	30																5,000,000		\$ 54,000		
Gas Pump Top Graphics	15																45,000,000		\$ 30,000		
Digital/SM Video and Static																					
YouTube																		1,000,000	\$ 36,000		
Programmatic																		800,000	\$ 20,000		
Social Media																		2,000,000	\$ 30,000		
Radio																					
Dallas (TRPs)	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	800 TRPs		\$ 80,000		
TOTAL																					\$ 310,000

BETTER OPTION SAMPLE PLAN

	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	IMPS	Planned Views	Total Net	
OOH and POS																				
Digital Billboards	4						4						4				10,500,000		\$ 45,000	
Dart Bus Shelters	30						30						30				3,750,000		\$ 40,500	
Gas Pump Top Graphics	15						15						15				33,750,000		\$ 22,500	
Digital/SM Video and Static																				
YouTube																		750,000	\$ 27,000	
Programmatic																		600,000	\$ 15,000	
Social Media																		1,500,000	\$ 22,500	
Radio																				
Dallas (TRPs)	50	50	50	50			50	50	50	50			50	50	50	50	600 TRPs		\$ 60,000	
TOTAL																				\$ 232,500

GOOD OPTION SAMPLE PLAN

	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	IMPS	Planned Views	Total Net																		
OOH and POS																																					
Digital Billboards	4								4									7,000,000		\$ 30,000																	
Dart Bus Shelters	30								30										2,500,000		\$ 27,000																
Gas Pump Top Graphics	15								15										22,500,000		\$ 15,000																
Digital/SM Video and Static																																					
YouTube																			500,000	\$ 18,000																	
Programmatic																			400,000	\$ 10,000																	
Social Media																			1,000,000	\$ 15,000																	
Radio																																					
Dallas (TRPs)	50	50			50	50			50	50			50	50				400 TRPs		\$ 40,000																	
TOTAL																																					\$ 155,000



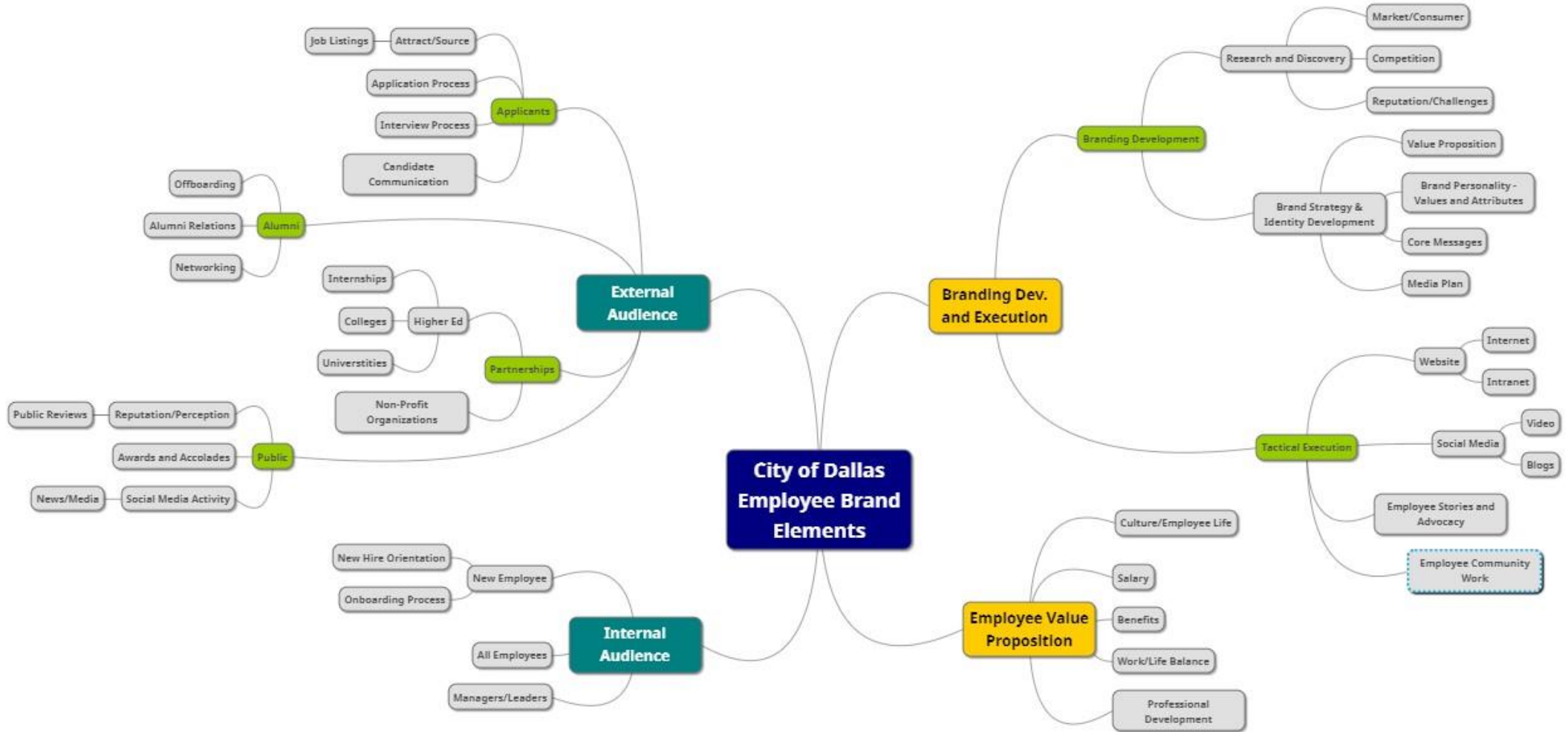
City of Dallas

APPENDIX

CITY OF DALLAS EMPLOYER BRAND ELEMENTS

IMPLEMENTATION STRATEGY (WHO, WHEN, WHERE)

BRAND ARCHITECTURE (WHAT, WHY)



YOUNGER GENERATIONS ARE DRIVEN BY INSTANT GRATIFICATION

The idea that younger generations are driven by instant gratification may influence their expectations and behavior when it comes to the job application process. Younger job seekers may be more likely to expect a fast response or to want to know where their application stands in the process.

58% of millennials expect to hear back from a potential employer within a week of submitting their application, compared to just 39% of baby boomers. This suggests that younger generations may be more likely to become impatient if they do not receive a quick response to their job application. [Source: Indeed]

Additionally, younger job seekers may be more likely to use technology to track the status of their job application. A survey conducted by the talent management software company iCIMS found that 71% of millennials and 60% of Gen Z (born between 1997 and 2012) would be likely to use an app to track the status of their job application, compared to just 24% of baby boomers. [Source: iCIMS]

ASSESSING ADVANTAGES VS. RISKS

Advantages of Making the Employee the Hero:

Sense of Pride: Focusing on the employee as the hero makes the campaign more employee-centered. This approach can help create a sense of pride and loyalty among current employees. “This can happen because of me”.

Emotional Appeal: By showcasing employees' achievements and success stories, the campaign can create an emotional connection with prospective employees, making the job and the employer more desirable.

Talent Attraction: This approach can help attract talent that resonates with the City's culture and values, leading to more engaged and productive employees.

Risks of Making the Employee the Hero:

Risk of Over-Promising: Highlighting employees' success stories can set high expectations among prospective employees. If the actual work experience does not live up to those expectations, it can lead to disappointment and frustration.

Limited Perspective: Focusing solely on the employee as the hero may not give a complete picture of the City's values, mission, and overall work culture.

Advantages of Making the Employer the Hero:

Strong Brand Identity: Highlighting the employer as the hero can help create a strong brand identity and showcase the City's values, mission, and work culture.

Risk Mitigation: This approach can mitigate the risk of over-promising by presenting a more balanced and accurate picture of the employer.

Community Building: By showcasing the company as the hero, the campaign can also help build a sense of community among employees and prospective employees.

Risks of Making the Employer the Hero:

Lack of Emotional Appeal: This approach may lack the emotional appeal that showcasing employees' success stories can create.

Unintentional Hierarchy: Focusing on the City of Dallas can make the campaign too employer-centered, potentially creating a sense of hierarchy between the employer and employees.





Creativity

MAKES A BRAND RELEVANT.

Purpose

MAKES A BRAND NECESSARY.





City of Dallas

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

Agenda Information Sheet

File #: 23-1538

Item #: C.

Workforce (Internal): Small Business Center Workforce Development Day Labor Outreach Center Update

[Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office]

Memorandum



CITY OF DALLAS

DATE June 5, 2023
Honorable Members of the Workforce, Education, and Equity Committee: Jaynie
TO Schultz (Chair), Casey Thomas (Vice-Chair), Jaime Resendez, Paula Blackmon, Jesse
Moreno, Adam McGough, Omar Narvaez
SUBJECT **Small Business Center Workforce Development Day Labor Outreach Center
Update**

The purpose of this memorandum is to provide an update on the Day Labor Center Program.

On April 10, 2023, an update on the Day Labor Program was provided to the Workforce, Education, and Equity Committee (WEE) which included the hiring of the Day Labor Program Coordinator and the continued focus on the data collection, community engagement, and outreach to support a future pilot program.

The Small Business Center (SBC) has continued working with internal city departments, including Building Services, Sanitation, Office of Community Care, Public Works – Real Estate, and the Dallas Police, to determine possible locations to pilot the program and address location requirements, including but not limited to, districts where day laborers currently gather, easily accessible (D.A.R.T., major highways), adequate space for intended use, needs of day laborers and contractors, drive thru access, covered pavilion for inclement weather, benched outdoor area(s), access to restrooms, and a non-residential area preferably where the community can benefit from the services provided, preventing any potential disturbance to residents.

Benchmarking efforts are underway with other municipalities, as well as engagement with employers and contractor organizations in preparation for implementation in FY23/24. In addition, location options in Districts 2 and 13 are currently under review, as well as options to refurbish two mobile units that are no longer being used by the Dallas Police Department to support the program.

As previously communicated, SBC will utilize the data collection process underway to inform a proposed operational budget for dedicated day labor center (s) in alignment with the City Manager’s proposed FY 23/24 General Fund budget.

Staff will be available during the Workforce, Education, and Equity Committee meeting on June 5, 2023, to respond to questions or provide additional information.

DATE June 5, 2023
SUBJECT **Small Business Center Workforce Development Day Labor Outreach Center Update**
PAGE **2 of 2**

In the meantime, should you have any questions or need additional information please feel free to contact me or Joyce Williams, Director, Small Business Center at joyce.williams@dallas.gov.



Kimberly Bizor Tolbert
Deputy City Manager

c: T.C. Broadnax, City Manager
Tammy Palomino, Interim City Attorney
Mark Swann, City Auditor
Billieae Johnson, City Secretary
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Majed A. Al-Ghafry, Assistant City Manager
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Carl Simpson, Assistant City Manager
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors



City of Dallas

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

Agenda Information Sheet

File #: 23-1539

Item #: D.

Equity (Internal): Update to Strategic Engagement and Outreach Plan
[Genesis Gavino, Chief of Staff and Resilience Officer, City Manager's Office]

Memorandum



CITY OF DALLAS

DATE June 5, 2023

Honorable members of the Workforce, Education, and Equity Committee: Jaynie Schultz (Chair), Casey Thomas II (Vice-Chair), Jesse Moreno, Paula Blackmon, Adam McGough, Omar Narvaez, Jaime Resendez

SUBJECT **Update to Strategic Engagement and Outreach Plan**

On March 07, 2023, Staff briefed the Workforce, Education, and Equity Committee (Committee) on the City's efforts to develop a [Strategic Engagement and Outreach Plan](#) (Plan) that will serve as an organizational standard for engagement and customer service delivery that exemplifies the City's core values and guiding principles.

As you may recall, the Plan researched best practices from other major cities such as [San Antonio](#) and [Austin](#) and organizations such as the [Government Alliance on Race and Equity \(GARE\)](#), [Robert Wood Johnson Foundation](#), and the [Kirwan Institute for the Study of Race and Ethnicity at The Ohio State University](#). Based on the research, the Plan was categorized into four categories: Identify, Strategize, Implement, and Evaluate. The sample assessment questions within the categories presented were also responsive to community feedback as provided by the Coalition for Neighborhood Self Determination and Ethos Consulting (Attachment A). The Plan's guiding principles are Accessibility, Inclusivity, Transparency, and Accountability.

With direction from the Committee, the City Manager's Office conducted four (4) focus groups composed of City staff across the organization that are focused on engagement and outreach related duties and responsibilities. Each department was asked to identify a minimum of one (1) and a maximum of four (4) department representatives to attend. Based on the number of submissions, Staff were distributed across the four (4) days of focus groups to allow for at least one department representative per focus group. A total of 75 staff attended all four (4) focus groups.

Each focus group started with an abbreviated version of the same presentation provided to the Committee, focusing on the four categories: Identify, Strategize, Implement, and Evaluate. Within each category, participants were then asked to focus on additional assessment questions that should be included in the Plan, tools in their experience that have been helpful and not, and finally identifying best practices internally and externally that the Plan can benefit from.

Based on the interactive and engaging feedback, Staff has identified internal short, medium, and long-term goals that can support and facilitate the development of the Plan.

Short Term (next 3 months)

- Establish a centralized directory of points of contact within each department
- Coordinate a monthly meeting for internal Staff focus on "engagement and outreach" duties to discuss and share events occurring in the future and coordinate resources
- Identify and inventory city-wide resources in a comprehensive resource list made available to departments

- Train and centralize the use of the City Calendar for promotion and awareness of City-led events

Medium Term (3 – 6 months)

- Conduct, summarize, and report out a summary of all department practices as it relates to outreach and engagement
- Identify and inventory departmental data that is gathered from community events
- Develop and standardize post-event surveys

Long Term (6 – 9 months)

- Centralize resources and create a formalized and standardized process for requesting City-resources to support an engagement or outreach
- Allocate and centralize funding for engagement and outreach activities to create equitable access and opportunities for less resourced departments

Staff have created subcommittees based on the best practices and will further the work started in the focus groups to develop assessment questions, tools, and highlight best practices that not only include internal input but the community input as well.

Simultaneous to accomplishing these goals within the time frame, Staff is identifying ways to receive community input to develop the Plan to ensure it is responsive to their needs. In the next three months, Staff will:

- 1) schedule individual meetings with Councilmembers to better understand the existing engagement and outreach activities occurring within their Districts and their expectations for the Plan;
- 2) identify existing City events to participate in and create input opportunities; and
- 3) identify resources (material, financial, and human) to participate in public events.

Staff will return to the Committee in the fall to provide an update on internal activities and outline the intended community input process.

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



Genesis D. Gavino
Chief of Staff and Resilience Officer
City Manager's Office

c: T.C. Broadnax, City Manager
Tammy Palomino, Interim City Attorney
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**Community Outreach & Engagement Recommendations
Coalition for Neighborhood Self-Determination
January 2023**

I. Definitions: The following terms should be defined by the City of Dallas for the purposes of executing on consequent outreach and engagement. Our proposed definitions are outlined below.

- A. Outreach: Outreach is defined as *one way communication* from the City of Dallas to inform the public about a policy, program or campaign but not to solicit input or feedback on that initiative.
- B. Engagement: Engagement is defined as *two-way communication* between the City of Dallas and the public, specific constituencies and stakeholders to collaborate on developing a policy, program or campaign.
- C. Policy: In relation to outreach and engagement, policy is defined as something that will result in changes to city code, the creation of an ordinance, resolution or other formal action by the City Council or committees/commissions/advisory bodies, the creation of a staff, committee, or departmental process that requires action by a voting body or by the City Manager to formalize into procedures.
- D. Program: In relation to outreach and engagement, a program is defined as a fund, benefit, service, tool, or opportunity that is made available by the City to residents and/or business owners.
- E. Campaign: In relation to outreach and engagement, a campaign is defined as a City-led effort to address a particular issue of concern on a City-wide basis or in a particular area of the City through public education, public participation, or implementation of a new policy, program, plan, or strategy, including concerns related to land use planning or zoning, economic development, environment & sustainability, government performance and financial management, housing and homelessness, public health or safety, quality of life, arts, and culture, transportation and infrastructure, public accountability and ethics.
- F. Notification Methods: this includes social media, digital newsletters or e-board, posting on the City of Dallas website, distributing flyers or literature via physical mailer or other documentation, phone call or texting, email, word of mouth via public meeting or event and other methods identified by target constituencies as viable for improving outreach and engagement.

II. Short-Term Immediate Recommendations

- A. Any informational videos, sheets or other materials posted on the City of Dallas website must be bilingual (English/Spanish).
- B. All methods of participating in public meetings (sign up sheets or other forms needed) must be available in English and Spanish (and other languages as

ATTACHMENT A

requested) and must allow the speaker to indicate whether they require a translator or reasonable accommodation.

- C. All written, digital and spoken communication about a new Policy, Program, or Campaign must be made available in English and Spanish.
- D. Any written, digital and spoken communication about a new Policy, Program, or Campaign must be made available upon request in the preferred language of the audience or constituency spoken impacted by a public policy, program or campaign.
- E. For all policies, programs, and campaign, the responsible department or committee shall perform an initial assessment of how to maximize public outreach and engagement and ensure public outreach and engagement is equitable and inclusive, and consult with the Office of Equity, Diversity, and Inclusion about to obtain input and options for additional resources that may be needed to meet identified needs.
- F. Engagement methods should be proportional to the scale of the impact of the policy, program or campaign and should be tailored to the constituency most impacted by the policy, program or campaign.
- G. Outreach methods should be proportional to the scale of the impact of the policy, program or campaign and should be tailored to the constituency most impacted by the policy, program or campaign.
- H. Minimum 2 weeks notification must be provided for all Community Meetings and public meetings.
- I. A public dashboard should be created for all active policies, programs and campaigns that are seeking public input through engagement to track past opportunities for engagement, ongoing opportunities and the progress of the initiative to completion.
- J. All engagement opportunities in connection to a specific policy, program or campaign should clearly articulate why input is requested, what the input will be used for, and when the next step to continue staying involved is or will likely be.
- K. Standardization of social media accounts
 - 1. Does each department need a social media account?
 - 2. Do each commission need social media accounts? Should they have them?
 - 3. Should all communication just come out of the City of Dallas social media channels?

III. Outreach Plan Self-Assessment Questions

- A. Who is the target audience or community most impacted by this policy, program or campaign?
 - 1. This defines the geographic area or community characteristics that define outreach methods and boundaries. This is based on both the goals of the

ATTACHMENT A

policy and the use of census data or other public data sources to identify the constituency impacted.

- B. If your target audience is a specific geographic area, what are the documented community partners and communication channels available within that area?
 - 1. There should be a list of partners willing and able to disseminate information to their constituencies within each geographic area (council email list, churches or other faith based institutions, neighborhood associations, schools etc).
- C. If your target audience is a specific geographic area, what are the languages spoken within the boundaries of the impacted constituents?
 - 1. This will inform the languages your materials will need to be translated to and translators needed for outreach and engagement.
- D. If your target audience is a specific geographic area, what barriers and opportunities exist to accessing information virtually or digitally?
 - 1. Look at cell phone data to see if the majority of constituents have access to a phone or have a lack of access to high speed internet infrastructure.
- E. If your target audience is not defined by a geographic area, but by shared interest or need for a city policy, program or campaign, what are the documented partners or organizations that can help reach those impacted individuals?
 - 1. For example a historic preservation policy should involve outreach and engagement of the historic preservation community and stakeholders impacted.
- F. Does this policy, program or campaign further the City's racial equity goals or other adopted City policy?
 - 1. If yes, this will open up additional outreach funding to ensure that sufficient notice frequency and methods are used to reach the maximum impacted constituency.
- G. How is success for this outreach defined for this policy, program or campaign?
 - 1. Quantitative: i.e. number of target constituency reached and informed.
 - 2. Qualitative: i.e. number of locations where information disseminated from and community partnerships that informally distributed information by word of mouth or other networks.
 - 3. Other:

Example Outreach Self-Assessment Questionnaire [purely illustrative, not real policy or program]

Who is the target audience or community most impacted by this policy, program or campaign?

ATTACHMENT A

The target audience for the historic preservation grant program led by the Office of Historic Preservation are low income neighborhoods and homeowners with historic designation at the state, local and federal level. Based on census data and public records this includes the Tenth Street Historic District and Wheatley Place. The geographic area and community characteristics are set based on the goals of this policy, so the target constituency is clearly defined.

If your target audience is a specific geographic area, what are the documented community partners and communication channels available within that area?

The documented community partners and communication channels available within these neighborhood boundaries include:

- Tenth Street Residential Association
- Greater El Bethel Baptist Church
- Eloise Lundy Recreation Center
- Townview High School
- N.W. Harlee Elementary School
- etc.etc.

The partners above have agreed to host informational materials physically at their facility, have agreed to distribute information digitally via their newsletter and e-boards, and have volunteered to host an event to disseminate this information and engage their constituencies.

If your target audience is a specific geographic area, what are the languages spoken within the boundaries of the impacted constituents?

The primary languages spoken within the plan boundaries are English, Spanish and a small population of Vietnamese speaking people. All materials will be distributed in English, Spanish and Vietnamese.

If your target audience is a specific geographic area, what barriers and opportunities exist to accessing information virtually or digitally?

Based on publicly available data, the majority of the population within the target area are over 65 years old and 30% do not have access to high speed internet. Because of this, outreach and engagement should be mostly in person and using physical outreach methods.

If your target audience is not defined by a geographic area, but by shared interest or need for a city policy, program or campaign, what are the documented partners or organizations that can help reach those impacted individuals?

ATTACHMENT A

N/A

Does this policy, program or campaign further the City's racial equity goals or other adopted City policy?

Yes because the homes within these boundaries were harmed by redlining, preventing them from accessing bank loans to purchase and repair their homes. The history of these neighborhoods is based on their contribution to African American history in the City of Dallas. Because of this, additional funding and considerations should be given to support the success of the program.

How is success for this outreach defined for this policy, program or campaign?

Based on the information being made available to the maximum number of houses that are eligible for the program, and consequent participation of those households in the program/policy.

IV. Engagement Plan Self-Assessment Questions

- A. Who is the target audience or community most impacted by this policy, program or campaign?
 1. This defines the geographic area or community characteristics that define engagement methods and boundaries. This is based on both the goals of the policy and the use of census data or other public data sources to identify the constituency impacted.
- B. If your target audience is a specific geographic area, what are the documented community partners and communication channels available within that area?
 1. There should be a list of partners willing and able to disseminate information to their constituencies within each geographic area (council email list, churches or other faith based institutions, neighborhood associations, schools etc), host meetings and facilitate engagement with their constituencies.
- C. If your target audience is a specific geographic area, what are the languages spoken within the boundaries of the impacted constituents?
 1. This will inform the languages your materials will need to be translated to and translators needed for engagement.
- D. If your target audience is a specific geographic area, what barriers and opportunities exist to engaging with information virtually or digitally?
 1. Look at cell phone data to see if the majority of constituents have access to a phone or have a lack of access to high speed internet infrastructure.
- E. If your target audience is not defined by a geographic area, but by shared interest or need for a city policy, program or campaign, what are the documented partners or organizations that can help engage those impacted individuals?

ATTACHMENT A

1. For example a historic preservation policy should involve outreach and engagement of the historic preservation community and stakeholders impacted.
- F. Does this policy, program or campaign further the City’s racial equity goals or other adopted City policy?
1. If yes, this will open up additional engagement funding to ensure that sufficient notice frequency and methods are used to reach the maximum impacted constituency.
- G. How is success for this engagement defined for this policy, program or campaign?
1. Quantitative: i.e. number of target constituencies engaged.
 2. Other:

Decision Tree when determining if outreach or engagement is necessary:

Are you/your department seeking public input on a policy, program or campaign?	
Y	N
Outreach and engagement is needed because two-way communication is requested.	No ‘engagement’ needed, just outreach as defined above because one-way communication.



ETHOS EQUITY

CONSULTING

Disrupting the historical power dynamics that systematically silence Dallas' under-supported Black and Brown residents requires intentional effort. The creation of an Equitable Engagement Framework has the potential to be the first step in addressing longstanding power imbalances, while also establishing cross-departmental policies that increase trust, transparency and accountability.

The following outline offers Ethos Equity Consulting's suggestions on how to streamline internal operations related to outreach and engagement, and effectively create connections with City of Dallas residential stakeholders. If you're interested in learning how Ethos Equity can offer assistance when creating implementable strategies to accomplish the items below, follow up with Brittani Hite at brittani@ethosequityconsulting.com.

City of Dallas Community Engagement Framework

1. OUTREACH

- a. Define the concept in a manner that details the purpose and intended outcome
- b. Identify a diverse set of outreach methods (traditional, digital and grassroots)
- c. Target the identified outreach methods to the unique ways each Dallas neighborhood/community consumes information
- d. Create and implement a cross-departmental SOP to institute best practices for timelines related to each outreach method

2. ENGAGEMENT

- a. Define the concept in a manner that details the purpose and intended outcome
- b. Determine which internal departments require community engagement as it is defined
- c. Create a decision support tool that allows each department to visually evaluate options and their associated outcomes when determining if and how to implement engagement
- d. Establish a cross-departmental SOP to institute best practices for timelines related to the stakeholder engagement lifecycle
- e. Depending on the initiative, center stakeholders who will be most impacted

ATTACHMENT A

- f. Establish and share key performance indicators that define impactful participation
- g. Partner with community-based individuals and institutions with established presence and trust to help amplify messaging
- h. Explicitly share how community input will be meaningfully incorporated into the decision making process
- i. Engage participants in a phased approach throughout each initiative's entire lifecycle

3. COMMUNICATION

- a. Commission an internal, cross-departmental audit of external communication and the associated budget to understand current outreach and engagement strategies
- b. Explicitly share the definitions of outreach and engagement, as well as the associated indicators for "success," citywide through a variety of outreach methods
- c. Establish a communication process that provides Dallas residents (participants and others) with progress updates in their preferred language and method of communicative outreach
- d. At a minimum, incorporate communication (verbal and written) methods in English and Spanish
- e. Identify communities in Dallas where languages other than English and Spanish must be incorporated into outreach and engagement efforts

[Ethos Equity Consulting](#) is a social impact firm committed to supporting individuals, institutions and initiatives through an intersectional, anti-racist DEI approach. Ethos Equity understands that people are not one-dimensional and neither are effective strategies. The firm works collaboratively to identify opportunities for increased intentionality and guide transformative system changes; embedding equitable solutions throughout all outcomes. Through system audits and strategic planning, interactive trainings, grassroots community outreach and engagement, and professional development Ethos Equity helps build capacity to reach desired goals.



City of Dallas

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

Agenda Information Sheet

File #: 23-1540

Item #: E.

Workforce (Internal): Best Place to Work Programs Update
[Kimberly Bizzor Tolbert, Deputy City Manager, City Manager's Office]

Memorandum



CITY OF DALLAS

DATE June 5, 2023

Honorable Members of the Workforce, Education, and Equity Committee: Jaynie Schultz (Chair), Casey Thomas (Vice-Chair), Jaime Resendez, Paula Blackmon, Jesse Moreno, Adam McGough, Omar Narvaez

SUBJECT **Best Place to Work Programs Update**

The City of Dallas strives to position itself as a top employer in the region, aiming to attract and retain a highly skilled workforce essential for delivering its services efficiently. This memorandum serves as an update on the ongoing efforts to implement the latest Best Place to Work Programs by the City of Dallas, designed to establish its reputation as an employer of choice.

Navigate Wellness Portal

The portal provides an extensive array of resources, encompassing online learning tools, videos, well-being assessments, group challenges, personal challenges, and a host of other offerings. Its primary objective is to empower and assist all City employees and retirees in attaining their individual well-being objectives, irrespective of their nature. Notably, the portal ensures a steady stream of resources aligned with the Wellness Pillars of Health, Financial, Mental, Community, and Social. Launched in January 2023, the portal has garnered a positive response, as evidenced by the creation of user accounts by 2,000 employees thus far.

Cost Plus Pharmacy Pilot

Cost Plus Drugs is a recent addition to our existing Pharmacy network, providing employees with a convenient mail order option for ordering their prescriptions. Situated locally in Dallas, this service offers over 1,000 commonly prescribed generic medications at affordable prices. What sets Cost Plus Drugs apart is its transparent pricing model, allowing individuals to ascertain the precise cost of their prescription prior to making a purchase. This option became operational on May 1, 2023, and while specific figures are not yet available, we anticipate a positive response from our employees.

Employee Perks

The Employee Perks program offered by Abenity simplifies the process for employees to access exclusive discounts and corporate rates on a wide range of products and services. From pizza and zoo tickets to movie tickets, car rentals, and hotels, employees can conveniently enjoy these benefits. Currently, the program has attracted 786 participants, indicating a notable level of interest and engagement.

PNC Bank Financial Wellness

PNC's financial wellness partnership offers employees a diverse range of educational and financial resources to support their financial well-being. These resources include Virtual Wallet, a set of digital banking tools that streamline money management, as well as online and mobile banking services. In addition, employees have access to seminars, workshops, and personalized

DATE June 5, 2023

SUBJECT **Best Place to Work Programs Update**

consultations to enhance their financial knowledge and optimize their financial strategies. Furthermore, certain bank products and services provide the opportunity to earn cash rewards.

Based on the available data provided by PNC Bank, the financial wellness partnership has garnered significant interest for this type of service, with 144 inquiries received and 55 accounts set up. This data indicates a positive response and demonstrates the value employees place on the program.

Legal Plan

This employee paid program offers comprehensive legal guidance on a variety of common legal matters, encompassing traffic and criminal issues, civil lawsuits, family and personal concerns, estate planning, home and real estate matters, financial affairs, and elder-care issues. We provide two distinct plans, with the higher-tier plan additionally offering identity theft coverage.

We are pleased to share that the program has gained significant traction, with 1,768 employees currently enrolled. This enrollment figure highlights the value and importance employees place on having access to reliable legal support when they need it most.

Pet Insurance

This plan offers employees valuable assistance to employees in covering the costs of unexpected veterinary expenses for their cats or dogs, specifically related to covered accidents or illnesses. It is important to highlight that this benefit is voluntary and entirely funded by the employee. We are pleased to inform you that there are currently 59 active policies in effect, and we anticipate that this new benefit will attract more participants in the upcoming year. The introduction of this benefit demonstrates our commitment to providing comprehensive benefits that cater to the evolving needs of our employees.

Retiree Comeback Option

The "comeback" option allows retirees to decline City-subsidized insurance before turning 65 and rejoin the City plan once they reach that age. This option grants flexibility in benefits for retirees, enabling them to explore more affordable pre-65 alternatives that may be available elsewhere.

Although a substantial amount of information and materials were provided during the open enrollment period, only one retiree chose the "comeback" option. This implies that retirees either did not find a more cost-effective alternative or require further assistance in comprehending the specifics of this opportunity.

To ensure retirees are able to make informed decisions, the City's benefits team developed an upcoming initiative called the Concierge - Health Advocate program, launching in June. The Concierge - Health Advocate will include dedicated staff to assist individuals considering retirement, current pre and post-65 retirees, and those transitioning into the program. They will also inform the relevant groups about the "comeback" option and other insurance available in the market through network-based and in-person channels to maximize reach and effectiveness.

DATE June 5, 2023
 SUBJECT **Best Place to Work Programs Update**

Q-Leave

Q-Leave was introduced in October 2021 to comply with a state law mandating leave for first responders who are required to quarantine or isolate due to exposure to a communicable disease. This policy was subsequently extended to include other City employees who test positive for COVID-19, subject to specific criteria, including voluntary reporting of vaccination status. Q-Leave plays a crucial role in providing employees with the necessary time to heal and recover, while preventing the further spread of COVID-19 within the City’s employee population.

CITY OF DALLAS APPROVED Q-LEAVE (2022-2023)

YEAR/MONTH	Civilian Q-Leave	Uniform Q-Leave	Total
TOTAL 2022	1207	1831	3038
JAN	487	901	1388
FEB	53	64	117
MAR	10	14	24
APR	5	12	17
MAY	39	52	91
JUN	106	188	294
JUL	162	234	396
AUG	168	156	324
SEP	42	58	100
OCT	30	24	54
NOV	41	45	86
DEC	64	83	147
TOTAL 2023	189	246	435
JAN	90	123	213
FEB	28	42	70
MAR	33	39	72
APR	25	28	53
MAY	13	14	27
GRAND TOTAL	1396	2077	3473

Paid Parental Leave

Parental Leave began October 1, 2021, to provide a maximum of six weeks of paid parental leave to employees following the birth of the employee's child or to care for the child after birth, or for the placement of a child with the employee for adoption or foster care or to care for the child after placement. This benefit recognizes the importance of parental involvement, provides financial support, and promotes work-life balance, ensuring employees have the opportunity to care for and bond with their children during these crucial stages of their lives.

DATE June 5, 2023
 SUBJECT Best Place to Work Programs Update

APPROVED PAID PARENTAL LEAVE (2022-2023)	
YEAR/MONTH	Count
TOTAL 2022	345
JAN	33
FEB	37
MAR	23
APR	27
MAY	26
JUN	25
JUL	35
AUG	30
SEP	29
OCT	22
NOV	32
DEC	26
TOTAL 2023	122
JAN	27
FEB	24
MAR	27
APR	28
MAY	16
GRAND TOTAL	467

Mental Health Leave

Mental Health Leave is available to an employee who experiences a traumatic event while on duty. The need for mental health leave is verified by a licensed psychiatrist, or psychologist. Paid mental health leave is available for up to 60 hours for sworn employees in the emergency response bureau of the fire department and up to 40 hours for all other employees. Mental health leave was initially approved for peace officers in October, 2021 and was expanded to include all City employees who meet the requirements in March, 2022.

APPROVED MENTAL HEALTH LEAVE (2022-2023)	
YEAR/MONTH	Count
TOTAL 2022	7
SEP	1
OCT	1
NOV	2
DEC	3
TOTAL 2023	11
FEB	1
MAR	8
APR	2
GRAND TOTAL	18

DATE June 5, 2023
SUBJECT **Best Place to Work Programs Update**

Compassionate Leave

This leave is intended for employees who are experiencing a serious medical condition or injury that hinders their ability to perform any type of work. It is expected that these employees will be unable to resume work due to their medical condition. Compassionate leave is currently granted to employees who meet these criteria. The maximum duration of compassionate leave that can be granted is 348 hours for sworn employees in the Emergency Response Bureau of the Fire Department, and 232 hours for all other employees. Compassionate leave can only be granted once to an employee.

Compassionate Leave was initially approved in October 2021. Based on usage and feedback from employees and management, staff from the HR and Legal departments are currently in the process of amending the Personnel Rules to revise the requirements for this leave. The goal is to consider employees who may have the potential to return to work at some point.

APPROVED COMPASSIONATE LEAVE (2022-2023)	
YEAR/MONTH	Count
2022	2
AUG	1
OCT	1
2023	1
FEB	1
GRAND TOTAL	3

Staff will be present at the Workforce Education & Equity Committee meeting on June 5th to answer questions. Should you have any questions or would like additional information about the City's Leave programs, please contact Nina Arias at 214-671-9050 or Nina.Arias@dallas.gov.



Kimberly Bizar Tolbert
Deputy City Manager

- c: T.C. Broadnax, City Manager
- Tammy Palomino, Interim City Attorney
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- Genesis D. Gavino, Chief of Staff to the City Manager
- Directors and Assistant Directors



City of Dallas

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

Agenda Information Sheet

File #: 23-1541

Item #: F.

Equity (Internal): Upcoming Office of Community Care Agenda Item Related to Special Supplemental Nutrition Program for Women, Infants and Children Community Innovation and Outreach Grant Acceptance - June 28, 2023

[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's Office]

Memorandum



CITY OF DALLAS

DATE June 5, 2023

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

SUBJECT **Upcoming Office of Community Care Agenda Item Related to Special Supplemental Nutrition Program for Women, Infants and Children Community Innovation and Outreach Grant Acceptance - June 28, 2023**

On June 28, 2023, the following Office of Community Care item will be considered by City Council:

File ID: 23-1395: Authorize **(1)** the acceptance of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Community Innovation and Outreach (CIAO) grant from the United States Department of Agriculture through Food Research & Action Center, Inc. in the amount of \$345,036.00 for the period of May 1, 2023 through October 31, 2024; **(2)** the creation of a Manager position within the WIC program for the period of the grant to complete required grant activities; and **(3)** execution of the grant agreement and all terms, conditions and documents required by the agreement - Not to exceed \$345,036.00 - Financing: WIC CIAO Grant Funds

Background

WIC provides nutrition education, breastfeeding support and food benefits to pregnant and breastfeeding women, infants and children. In 2023, the Food Research and Action Center (FRAC) made over \$10,000,000.00 in funding available through the WIC Community Innovation and Outreach Project (WIC CIAO) to assist WIC state and local agencies, including Indian Tribal Organizations (ITOs), and nonprofit entities and organizations, including community-based organizations and nonprofit organizations chartered under the Tribal law of a state or federally recognized Tribe, to develop, implement, and evaluate innovative outreach strategies to increase WIC awareness, participation, and redemption of benefits, and reduce disparities in program delivery.

The City of Dallas WIC partnered with Child Poverty Action Lab to submit a proposal and has been awarded funds through this opportunity. Dallas WIC currently serves over 75,000 individuals each month in a total of 16 clinics located throughout Dallas County. Many of the clinics are open six days a week and they are all eager to serve families. Dallas WIC is the largest WIC local agency in the entire state of Texas.

Funds will enable Dallas WIC to strengthen WIC in northwestern and southern Dallas by focusing on increased awareness of, participation, satisfaction with, and retention within the WIC program. Funding will enable the WIC program to implement outreach and partnership strategies that will increase participation in WIC in south and west Dallas, to

DATE June 5, 2023

SUBJECT **Upcoming Office of Community Care Agenda Item Related to WIC
Community Innovation and Outreach Grant Acceptance - June 28,
2023**

develop a digital content strategy, and bring on a management level staff member during the grant period to specifically focus on community strategies to market and promote the WIC program.

The Dallas WIC team and partner Child Poverty Action Lab have partnered on several projects focused in increasing participation and improving service delivery in the WIC program. In April 2023, Dallas WIC served 75,672 clients, and increase of almost 13% over the same month in the prior year (66,185 served in April 2022). The Community Innovation and Outreach project will enable the program to focus on strategic outreach in many of our most underserved communities and in alignment with the City's adopted Racial Equity Plan.

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



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

c: T.C. Broadnax, City Manager
Tammy Palomino, City Attorney (I)
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
Robert Perez, Assistant City Manager
Carl Simpson, Assistant City Manager
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors



City of Dallas

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

Agenda Information Sheet

File #: 23-1542

Item #: G.

Equity (Internal): Upcoming Office of Community Care Agenda Item Related to Emergency Rental Assistance Round 2 Additional Funds - June 14, 2023

[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's Office]

Memorandum



CITY OF DALLAS

DATE June 5, 2023

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

SUBJECT **Upcoming Office of Community Care Agenda Item Related to Emergency Rental Assistance Round 2 Additional Funds – June 14, 2023**

On June 14, 2023, an Office of Community Care (OCC) item accepting additional federal funding for the Emergency Rental Assistance (ERA) Program will be considered by Dallas City Council.

Item 23-1196: Authorize the **(1)** application for and acceptance of additional grant funds from the U.S. Department of the Treasury (“Treasury”) for the American Recovery Plan Act (“ARPA”) ERA Round 2 Program (CFDA No. 21.023) in an amount not to exceed \$2,391,688.48; **(2)** establishment of appropriations in an amount not to exceed \$2,391,688.48 in the ARPA ERA Program Round 2 Fund; **(3)** receipt and deposit of funds in an amount not to exceed \$2,391,688.48 in the ARPA ERA Program Round 2 Fund; **(4)** disbursement of funds in an amount not to exceed \$2,391,688.48 from the ARPA ERA Program Round 2 Fund; and **(5)** execution of any documents necessary with the Treasury to accept and/or spend the funds - Not to exceed \$2,391,688.48 from \$51,762,890.47 to \$54,154,578.95 - Financing: U.S. Department of the Treasury ERA Program Grant Fund

Background

This item will authorize to accept, receive, and deposit additional federal grant funding for the ERA Program Round 2. There has been a need in the Dallas community for rental assistance since the beginning of the COVID-19 pandemic when many households faced eviction after loss of income, increased expenses, or both. This additional funding will help families and individuals impacted due to or during the COVID-19 pandemic to stay housed. Due to the community need, the City of Dallas requested additional reallocated funds in order to continue to provide rental assistance programming and to serve more residents.

On March 11, 2021, ARPA was signed into law, making additional funding available through the Treasury for the Emergency Rental Assistance Program (ERA2).

On June 23, 2021, City Council authorized the acceptance of \$50,225,677.40 in ARPA Act funds and authorized to receive, deposit, and disburse \$20,090,270.96 in ARPA funds to provide emergency rental assistance services for individuals directly and indirectly impacted by and/or during the COVID-19 pandemic.

DATE June 5, 2023

SUBJECT **Upcoming Office of Community Care Agenda Item – ERA 2 Additional Funds – February 22, 2023**

On April 27, 2022, City Council authorized to receive, deposit, and disburse \$15,067,703.22 in ARPA funds to provide ERA services for individuals directly and indirectly impacted by and/or during the COVID-19 pandemic.

On August 10, 2022, City Council authorized to receive, deposit, and disburse an additional \$15,067,703.22 in ARPA funds to provide ERA services for individuals directly and indirectly impacted by and/or during the COVID-19 pandemic.

On February 22, 2023, City Council authorized to receive, deposit and disburse an additional \$1,437,213.07 in ARPA funds to provide ERA services for individuals directly and indirectly impacted by and/or during the COVID-19 pandemic. These funds were reallocated to the City based on demonstrated need and performance.

This item authorizes the City to receive, deposit and disburse an additional \$2,391,868.48 for the ERA Round 2 program.

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



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

- c:
- | | |
|---|---|
| T.C. Broadnax, City Manager | Majed A. Al-Ghafry, Assistant City Manager |
| Chris Caso, City Attorney | Robert Perez, Assistant City Manager |
| Mark Swann, City Auditor | Carl Simpson, Assistant City Manager |
| Biliera Johnson, City Secretary | Jack Ireland, Chief Financial Officer |
| Preston Robinson, Administrative Judge | Genesis D. Gavino, Chief of Staff to the City Manager |
| Kimberly Bizer Tolbert, Deputy City Manager | Directors and Assistant Directors |
| Jon Fortune, Deputy City Manager | |



City of Dallas

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

Agenda Information Sheet

File #: 23-1543

Item #: H.

Equity (Internal): Upcoming Office of Community Care Agenda Item Related to Interlocal Agreement with Texas Department of State Health Services - June 28, 2023

[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's Office]

Memorandum



CITY OF DALLAS

DATE June 5, 2023

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

SUBJECT **Upcoming Office of Community Care Agenda Item Related to Interlocal Agreement with Texas Department of State Health Services - June 28, 2023**

On June 28, 2023, the following Office of Community Care item will be considered by City Council:

File ID: 23-1471: Authorize a four-year Interlocal Agreement in the amount of \$140,000 with the Texas Department of State Health Services (“DSHS”), with a one-year renewal option in the amount of \$35,000 to provide the City’s Bureau of Vital Statistics (“BVS”) with online access to DSHS’s Vital Event Registration System, to obtain certified copies of birth certificates at a cost to the City of \$1.83 for each birth certificate printed for the period of September 1, 2023 through August 31, 2027 – Not to exceed \$175,000 – Financing: General Funds (subject to annual appropriations)

Background

The Vital Statistics division of the Office of Community Care is responsible for registering births, deaths, and fetal deaths that occur within the city of Dallas. BVS provides approximately 100,000 certified birth and death certificates annually to qualified individuals that apply either in-person, by mail, or online.

The Vital Statistics division charges fees for the printing of birth and death records that are consistent with and established by Texas Department of State Health Services (DSHS). The fee for a printed birth certificate is \$23; the fee for a printed death record is \$21 for the first copy, and \$4 for each additional copy of the same death certificate.

Through this interlocal agreement, the City will pay Department of State of Health Services \$1.83 for each birth certificate printed. The annual cost owed to Department of State Health Services will vary each year, based on the number of birth certificates printed, but will not exceed \$35,000 annually.

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

DATE June 5, 2023

SUBJECT **Upcoming Office of Community Care Agenda Item Related to
Interlocal Agreement with Texas Department of State Health Services -
June 28, 2023**



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

c: T.C. Broadnax, City Manager
Tammy Palomino, City Attorney (I)
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
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Robert Perez, Assistant City Manager
Carl Simpson, Assistant City Manager
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors



Agenda Information Sheet

File #: 23-1581

Item #: I.

Authorize the (1) acceptance of the Municipal Bond Markets & Racial Equity Technical Assistance and Grant from the Public Finance Initiative, in partnership with PFM Financial Advisors, PFM Consulting Group LLC, The Government Alliance on Race & Equity, and other national partners, which was launched with the support of the Robert Wood Johnson Foundation in partnership with Third Sector New England, a 501c3 organization, in the amount of \$50,000.00 to develop an equity-driven selection framework to recommend an increase of future bonds allocations in the following grant payment structure: 50% of the grant will be paid immediately upon execution of the grant agreement, expected to be no later than July 15, 2023; and 50% will be paid no later than October 30, 2023; (2) receipt and deposit of funds in an amount not to exceed \$50,000.00 in the Municipal Bond Markets & Racial Equity Grant Fund; (3) establishment of appropriations in amount not to exceed \$50,000.00 in the Municipal Bond Markets & Racial Equity Grant Fund; and (4) execution of the grant agreement with Public Finance Initiative, in partnership with PFM Financial Advisors, PFM Consulting Group LLC, The Government Alliance on Race & Equity, and other national partners, and all terms, conditions, and documents required by the grant agreement - Not to exceed \$50,000.00 - Financing: Robert Wood Johnson Foundation Grant Funds