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**CITY SECRETARY
DALLAS, TEXAS**

City of Dallas

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

Public Notice

250156

POSTED CITY SECRETARY
DALLAS, TX



Workforce, Education, and Equity Committee

February 10, 2025

9:00 AM

2023 CITY COUNCIL APPOINTMENTS

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

(C) – Chair, (VC) – Vice Chair

* Updated:6/28/24

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

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Handgun Prohibition Notice for Meetings of Governmental Entities

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"De conformidad con la Sección 46.03, Código Penal (coloca armas prohibidas), una persona no puede llevar un arma de fuego u otra arma a ninguna reunión abierta en esta propiedad."

This City Council Workforce, Education, and Equity Committee meeting will be held by video conference and in the Council Chambers, 6th Floor at City Hall. The public may attend the meeting virtually; however, City Hall is available for those wishing to attend the meeting in person. The Workforce, Education, and Equity Committee will be broadcast live on Spectrum Cable Channel 16 (English) and 95 (Spanish) and online at bit.ly/cityofdallastv. The public may also listen to the meeting as an attendee at the following video conference

<https://dallascityhall.webex.com/dallascityhall/j.php?MTID=m6eaf0ad3c630bd673921a1ff00ab6dbd>

Call to Order

MINUTES

1. [25-576A](#) Approval of the January 13, 2025, Workforce, Education, and Equity (WEE) Committee Meeting Minutes

Attachments: [Minutes](#)

BRIEFING ITEMS

- A. [25-637A](#) AT&T at Work in Dallas
[Lisa Sherrod, Assistant Vice President, External and Legislative Affairs, AT&T Corporation]

Attachments: [Presentation](#)

- B. [25-633A](#) City of Dallas Digital Equity and Access Progress Updates
[Jessica Galleshaw, Director, Office of Community Care and Empowerment; Holly Holt, Assistant Director, Office of Community Care and Empowerment; Correa Cruz, Community Services Program Administrator; Office of Community Care and Empowerment; Estefania Ramirez, Digital Equity Coordinator, Office of Community Care and Empowerment]

Attachments: [Presentation](#)

- C. [25-572A](#) Closing Disparities: Department Progress Measures Updates Growing Portfolio
[Christina Da Silva, Assistant Director, Office of Equity and Inclusion; Rosa Fleming, Director Convention and Event Services; Emily Liu, Director, Planning and Development Department; Kevin Spath, Interim Director, Economic Development; Cynthia Rogers-Ellickson, Director, Housing & Community Development]

Attachments: [Presentation](#)

- D. [25-574A](#) Office of Communications and Customer Service Experience/311 (CCX/311) Reaching Our Diverse Communities
[Elizabeth Saab, Interim Chief of Strategy, Engagement, and Alignment, City Manager's Office; Daisy Fast, Director, Communications and Customer Experience/311; Richard Ericson, Deputy Director, Communications and Customer Experience/311]

Attachments: [Presentation](#)

BRIEFING MEMOS

- E. [25-575A](#) Upskilling Pilot Program: Security Officer Career Ladder Updates
[Nina Arias, Director, Department of Human Resources; Carmel Fritz, Assistant Director, Department of Human Resources; Sonya Batts, Sr. Human Resource Manager, Department of Human Resources; Heather Wood, Training Manager, Department of Human Resources; Laura Dizien, Sr. Training Specialist, Department of Human Resources]

Attachments: [Memorandum](#)

FORECAST

- F. [25-577A](#) Workforce, Education, and Equity Committee Forecast

Attachments: [Forecast](#)

ADJOURNMENT

EXECUTIVE SESSION NOTICE

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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 #: 25-576A

Item #: 1.

Approval of the January 13, 2025, Workforce, Education, and Equity (WEE) Committee Meeting Minutes

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, JANUARY 13, 2025

25-0019

WORKFORCE EDUCATION & EQUITY COMMITTEE
CITY COUNCIL CHAMBER, CITY HALL/VIDEO CONFERENCE
COUNCILMEMBER CAROLYN KING ARNOLD, PRESIDING

PRESENT: [5] Arnold, *Resendez, *Blackmon (**9:10 a.m.), Willis, *Ridley

ABSENT: [2] Schultz, Bazaldua

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 10:53 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 for this meeting are filed with the City Secretary's Office 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, JANUARY 13, 2025

EXHIBIT A

RECEIVED

2025 JAN -9 PM 5:22

**CITY SECRETARY
DALLAS, TEXAS**

City of Dallas

1500 Marilla Street,
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Pub[k Notice

250058

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9:00 AM

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HOUSING AND HOMELESSNESS SOLUTIONS Moreno (C), Mendelsohn (VC), Gracey, West, Willis	PARKS, TRAILS, AND THE ENVIRONMENT Stewart (C), Moreno (VC), Arnold, Bazaldua, Blackmon, Narvaez, West
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Call to Order

MINUTES

1. [25-204A](#) Approval of the December 9, 2024 Workforce, Education, and Equity (WEE) Committee Meeting Minutes

Attachments: [Minutes](#)

BRIEFING ITEMS

- A. [25-231A](#) Workforce Solutions Greater Dallas 2025 Updates
[Richard Perez, Resource Development and Deployment Manager, Workforce Solutions Greater Dallas; Demetria Robinson, Executive Vice President, Workforce Solutions Greater Dallas]

Attachments: [Presentation](#)

- B. [25-203A](#) Upskilling Pilot Program Updates: Non-Uniform Security Officers
[Nina Arias, Director, Department of Human Resources; Carmel Fritz, Assistant Director, Department of Human Resources; Sonya Batts, Sr. Human Resource Manager, Department of Human Resources; Heather Wood, Training Manager, Department of Human Resources; Laura Dizien, Sr. Training Specialist, Department of Human Resources]

Attachments: [Presentation](#)

BRIEFING MEMOS

- C. [25-228A](#) Updates on Dr. Martin Luther King, Jr. Celebration Week Events 2025
[Jessica Galleshaw, Director, Office of Community Care and Empowerment; Holly Holt, Assistant Director, Office of Community Care and Empowerment]

Attachments: [Memorandum](#)

- D. [25-229A](#) Updates on Office of Community Care and Empowerment (OCCE) Tax Assistance Programs and Upcoming Agenda Item from OCCE and Office of Procurement Services
[Jessica Galleshaw, Director, Office of Community Care and Empowerment; Correa Cruz, Community Services Program Administrator, Office of Community Care and Empowerment]

Attachments: [Memorandum](#)

FORECAST

- E. [25-205A](#) Workforce, Education, and Equity Committee Forecast

Attachments: [Forecast](#)

ADJOURNMENT

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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, JANUARY 13, 2025

EXHIBIT B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

JANUARY 13, 2025

Item 1: Approval of the December 9, 2024 Workforce, Education, and Equity (WEE)
 Committee Meeting Minutes

Councilmember Willis moved to adopt the minutes as presented.

Motion seconded by Councilmember Resendez and unanimously adopted. (Ridley absent when
vote taken; Schultz, Bazaldua absent)

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

JANUARY 13, 2025

BRIEFING ITEMS

Item A: Workforce Solutions Greater Dallas 2025 Updates

The following individuals briefed the committee on the item:

- Richard Perez, Resource Development and Deployment Manager, Workforce Solutions Greater Dallas;
- Demetria Robinson, Executive Vice President, Workforce Solutions Greater Dallas; and
- Jessica Galleshaw, Director, Community Care Services

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

JANUARY 13, 2025

BRIEFING ITEMS

Item B: Upskilling Pilot Program Updates: Non-Uniform Security Officers

The following individuals briefed the committee on the item:

- Carmel Fritz, Assistant Director, Department of Human Resources;
- Sonya Batts, Sr. Human Resource Manager, Department of Human Resources;
- Heather Wood, Training Manager, Department of Human Resources; and
- Laura Dizien, Sr. Training Specialist, Department of Human Resources

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

JANUARY 13, 2025

BRIEFING MEMOS

Item C: Updates on Dr. Martin Luther King, Jr. Celebration Week Events 2025

Item D: Updates on Office of Community Care and Empowerment (OCCE) Tax Assistance Programs and Upcoming Agenda Item from OCCE and Office of Procurement Services

The committee discussed the items.

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

JANUARY 13, 2025

FORECAST

Item E: Workforce, Education, and Equity Committee Forecast

The committee discussed the item.

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, JANUARY 13, 2025

EXHIBIT C



City of Dallas

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

Agenda Information Sheet

File #: 25-637A

Item #: A.

AT&T at Work in Dallas

[Lisa Sherrod, Assistant Vice President, External and Legislative Affairs, AT&T Corporation]



AT&T at Work in Dallas

Lisa Sherrod, AT&T External & Legislative Affairs
Workforce, Education, and Equity Committee - February 2025

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AT&T at Work in Dallas Communities

Device distributions, contributions, and Connected Learning Centers



Investing in Dallas Communities

More than \$5.9B

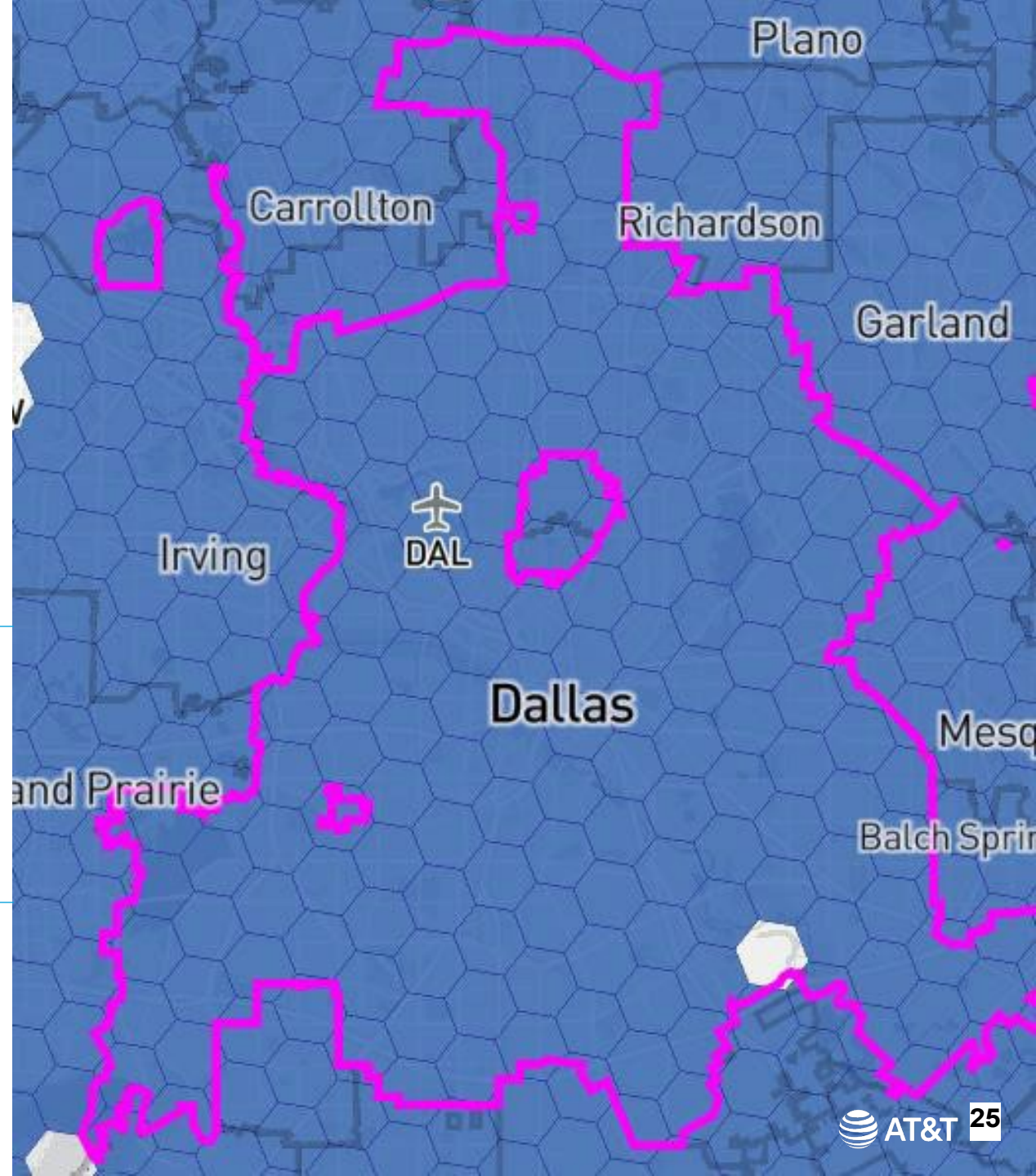
invested in our network infrastructure in the Dallas-Fort Worth-Arlington area from 2019-2023 to connect more people to greater possibility.

Well over 70% AT&T Fiber Coverage

across the City of Dallas.

More than 17.6M

strand-miles of fiber optics across the state.

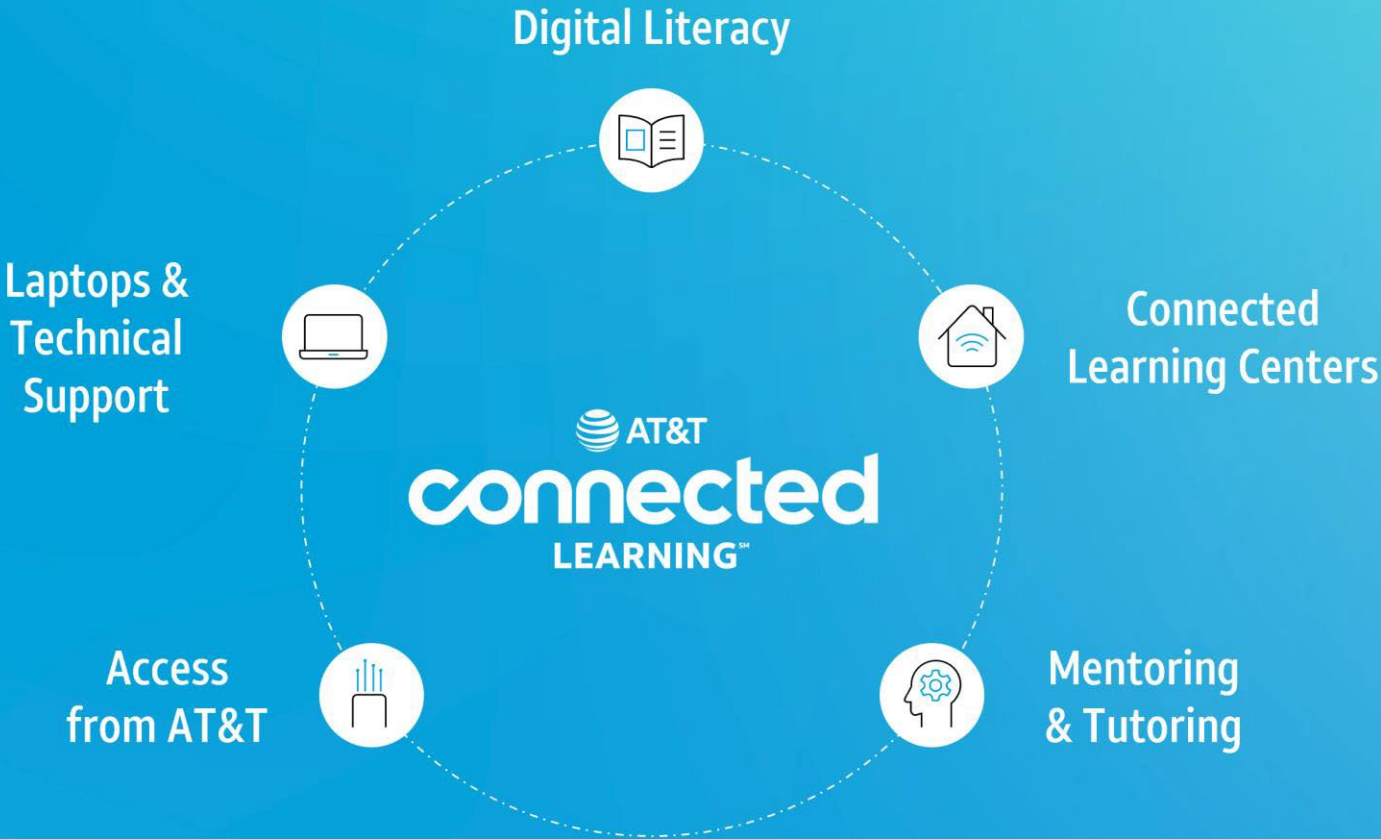


The AT&T Guarantee

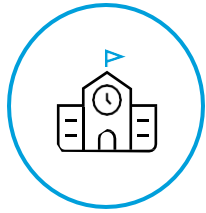


Addressing Barriers to Connectivity

- 01 ACCESS
- 02 AFFORDABILITY
- 03 ADOPTION



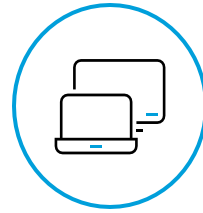
Addressing the Digital Divide in Dallas



Connected Learning Centers

We opened 5 AT&T Connected Learning Centers in Dallas located in nonprofits throughout the city.

These centers provide free resources for community members, including high-speed internet, computers, training, and mentoring.



Device Distributions

We work with nonprofits, including Compudopt and Human-I-T, to provide free refurbished computers and digital resources to community members in need.

In 2024, we distributed nearly 5,000 computers to Dallas students and families.



Digital Literacy Trainings

We contributed \$2 million to the United Way of Metropolitan Dallas for digital literacy training & device distributions.

In addition, we also have a myriad of free, online resources available including The Achievery and AT&T Connected Learning.

\$26.6M+

contributed by AT&T and
the AT&T Foundation
from 2021 - 2023 through
giving programs in
Texas.



Combatting Copper Theft

Dallas residents face power cuts as organized copper thefts surge

Dallas council member: We must stop theft of copper and fiber optic-cable

Fort Worth saw a 545% increase in AT&T cable theft, police department says





City of Dallas

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

Agenda Information Sheet

File #: 25-633A

Item #: B.

City of Dallas Digital Equity and Access Progress Updates

[Jessica Galleshaw, Director, Office of Community Care and Empowerment; Holly Holt, Assistant Director, Office of Community Care and Empowerment; Correa Cruz, Community Services Program Administrator; Office of Community Care and Empowerment; Estefania Ramirez, Digital Equity Coordinator, Office of Community Care and Empowerment]



City of Dallas

Digital Access

Workforce, Education and Equity Committee February 10, 2025

Jessica Galleshaw, Director
Office of Community Care & Empowerment
City of Dallas

Cruz Correa, Program Administrator
Office of Community Care & Empowerment
City of Dallas

Estefania Ramirez, Digital Equity Coordinator
Office of Community Care & Empowerment
City of Dallas

Jennifer Sanders, Executive Director
Digital Innovation Alliance

Presentation Overview



- Digital Access Background and History
- Mission, Vision and Programmatic Anchors
- City Digital Access Initiatives
- Digital Access Strategic Priorities
- Discussion and Feedback



Digital Access as a Pathway to Economic Mobility



Office of Community Care and Empowerment



Administration / Budget and Finance

*Grants and
financial
management,
fiscal compliance,
purchasing*

WIC

*Nutrition
counseling,
breastfeeding
support, food
benefits, grant
compliance*

Community Centers

*MLK & WDMC,
nonprofit partners,
events, MLK Board*

Social Services & Contract Compliance Management

*Info and referral,
client assistance,
contract oversight,
ECOST,
administration of
services*

Financial Empowerment

*Financial
Empowerment
Centers, VITA,
Re-Entry,
Digital Access*

Senior Services

*Senior Help Line,
Age Friendly, Senior
Affairs Commission*

Vital Statistics

*Records retention,
records issuance,
State Liaison,
funeral home
relations*

ARPA Programs

*Contract
management,
compliance,
service delivery*



Digital Access Background and History



- Identified as the lowest household connection rate to fixed internet access among major Texas cities and sixth lowest city in the country (42.3%) in 2020
- Developed actionable strategies to address magnitude of digital access challenges and broadband gaps through partnership with DISD in 2020 found in the Broadband and Digital Equity Strategic Plan.



Digital Access Data



Closing the Digital Skill Divide

- **25%** of Dallas County households earning less than \$50k do not own a computer
- **One-third** of DISD households lacked internet access
- **92%** of job ads require digital skills
- **23%** higher income on average from jobs that require at least one digital skill



Mission, Vision and Strategic Anchors



Mission Statement:

To support and collaborate on initiatives, programs, and services that increase and expand resident access to technology and digital resources—empowering them to navigate their environment, engage with their communities, and achieve their goals effectively.

Vision Statement:

That all City and Community Digital access tools and resources are utilized to their fullest potential by all residents in need.



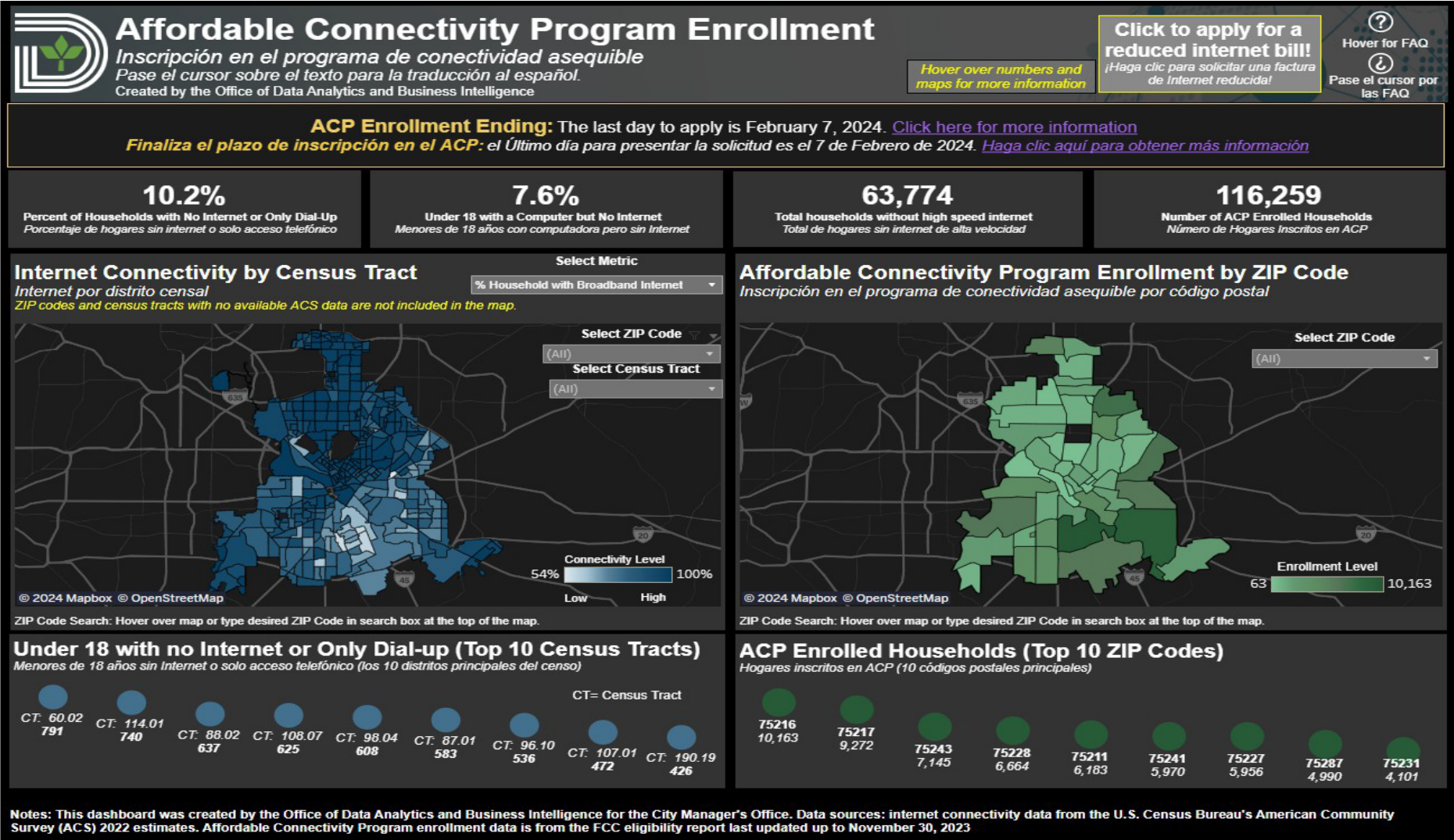
Mission, Vision and Strategic Anchors



- Alignment with Texas State Broadband Plan Goals
- Strong Municipal Focus on Digital Access
- Existing Partnerships
- Potential Funding Availability



Affordable Connectivity Program



Digital Navigator's Program- Connected Dallas



- 2022 – Digital Navigator's Program
 - Funding Source: ARPA Funding
 - Budget: \$1,000,000 per year (Two Years)
 - Selected Provider: Dallas Innovation Alliance
- People Served: 5,543 (July 2024 – December 2024)
- Ambassadors: Currently 18; speaking 12 languages
- Devices Distributed: 1 600+ provided laptop access
- Digital Skills Workshops Hosted: 220+, 1000+ unique skills training participants.



Connected Dallas

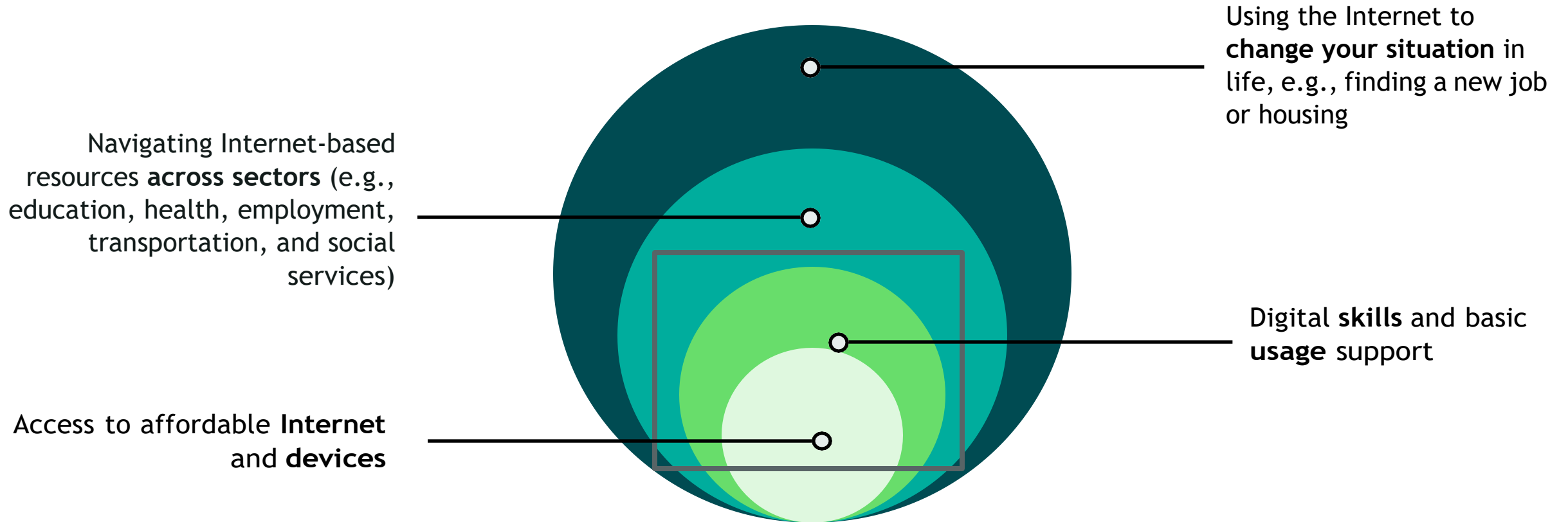


www.connecteddallas.org

Connected Dallas Framework



Builds on the National Digital Inclusion Alliance (NDIA) Digital Navigator Model:



Connected Dallas Community Anchor Sites



- 1610 S. Malcolm X Blvd.
Dallas, TX 75226



- 9507 Overlake Dr.
Dallas, TX 75220



- 7110 Holly Hill Dr.
Dallas, TX 75231



Connected Dallas - Client Story



“Digital Ambassadors assisted a woman in setting up a PowerSchool account and registering her four children for school. She was amazed to discover she could track attendance and grades through an app. Initially, DAs faced challenges accessing the account due to missing children’s information. DAs called the school directly but faced delays. Another DA found the receptionist’s direct number online, secured the needed information, and used their teaching experience to navigate DISD effectively.”



Connected Dallas



Digital Access City Initiatives



Digital Inclusion Week

- Get Connected Dallas Event
- Digital Equity Art Competition
- 720+ Attendees
- 300+ gained new skills
- Essential Resources to empower and equip residents
- Programming across the city everyday

Digital  **Inclusion**
WEEK

Powered by NDIA • #DIW2024 • Oct. 7-11, 2024

STRONGER TOGETHER: MOBILIZING TOWARD SUSTAINABILITY

digitalinclusion.org/digital-inclusion-week-2025/



J-Pal Research Grant



J-PAL North America's evaluation incubators support the design and implementation of randomized evaluations to inform important policy questions. Grant Award: \$50,000.

Focus Areas of Evaluation Include:

- Digital Access and Economic Mobility
- Livelihood improvement



J-PAL

ABDUL LATIF JAMEEL POVERTY ACTION LAB



Digital Access Awards



National Telecommunications
and Information Administration



- The NTIA recommended the City of Dallas to receive \$11.1 million in Digital Equity Competitive grant funds
- 2024 Visionary Digital Inclusion Trailblazer



Digital Access Awards



NTIA Digital Equity Competitive Grant Proposed Programs include:

- Broadband Direct Assistance Program
- Re-Imagine & Connect Program
- MLK – Computer Lab
- Digital Navigators Program- Digital Innovation Alliance
- Pathways to Success- International Rescue Committee
- Texas Digital Pathways Program- Volunteers of America



Digital Access Strategic Goals



- **Goal 1:** Increase community awareness of City Digital Access tools and resources
- **Goal 2:** Increase Funding for Digital Access Services/Programs/Equipment
- **Goal 3:** Increase Usage Rate of Readily Available Digital Equipment
- **Goal 4:** Increase Community Stakeholder Engagement on Digital Access
- **Goal 5:** Continuous Learning from Other Municipalities & Local Governments
- **Goal 6:** Provide sound and viable Policy Recommendations to City Council based off the above goals/strategies/findings





City of Dallas

Digital Access

Workforce, Education and Equity Committee February 10, 2025

Jessica Galleshaw, Director
Office of Community Care & Empowerment
City of Dallas

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City of Dallas

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Agenda Information Sheet

File #: 25-572A

Item #: C.

Closing Disparities: Department Progress Measures Updates Growing Portfolio

[Christina Da Silva, Assistant Director, Office of Equity and Inclusion; Rosa Fleming, Director Convention and Event Services; Emily Liu, Director, Planning and Development Department; Kevin Spath, Interim Director, Economic Development; Cynthia Rogers-Ellickson, Director, Housing & Community Development]



City of Dallas

Closing Disparities: Department Progress Measures Update - Growing Portfolio

**Workforce, Education and
Equity Committee
February 10, 2025**

Christina Da Silva, Assistant Director, Office of Equity and Inclusion

Rosa Fleming, Director Convention & Event Services

Emily Liu, Director Planning and Development Department

Kevin Spath, Director (I), Economic Development

Cynthia Rogers-Ellickson, Director, Housing & Community Development

Overview



Leveraging Data, Engagement and Collaboration

Growing Portfolio

- Departments in the Growing Portfolio
- Mapping REP Funding

Department Updates

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

Next Steps

- Engagement



Analytical Rigor & Data Driven Execution



How the REP Leverages Data for Decision-Making, Accountability, and Community Engagement



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



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



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



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



Growing Portfolio

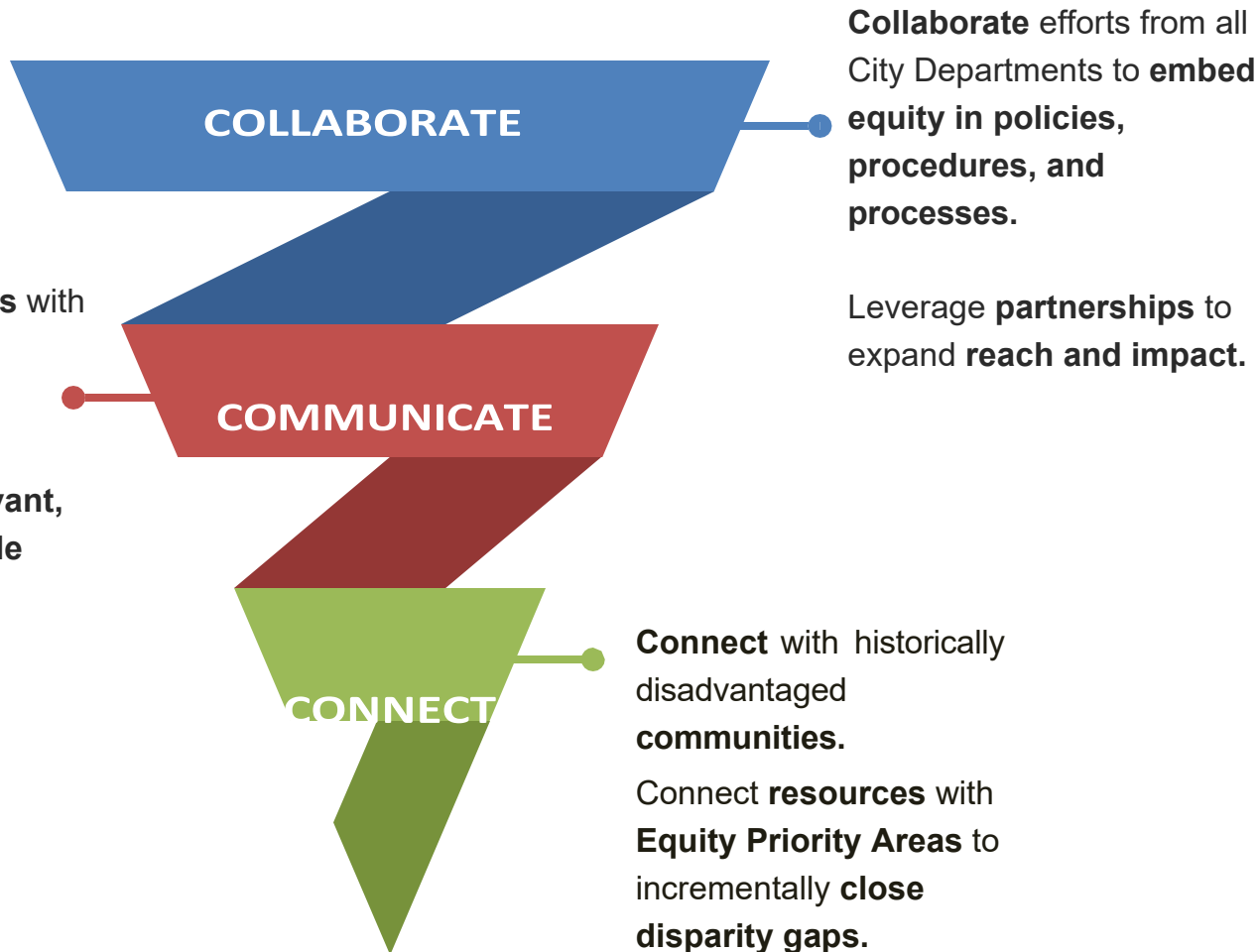
- Convention & Event
Services
- Planning & Development
Department
- Economic Development
- Housing & Community
Development



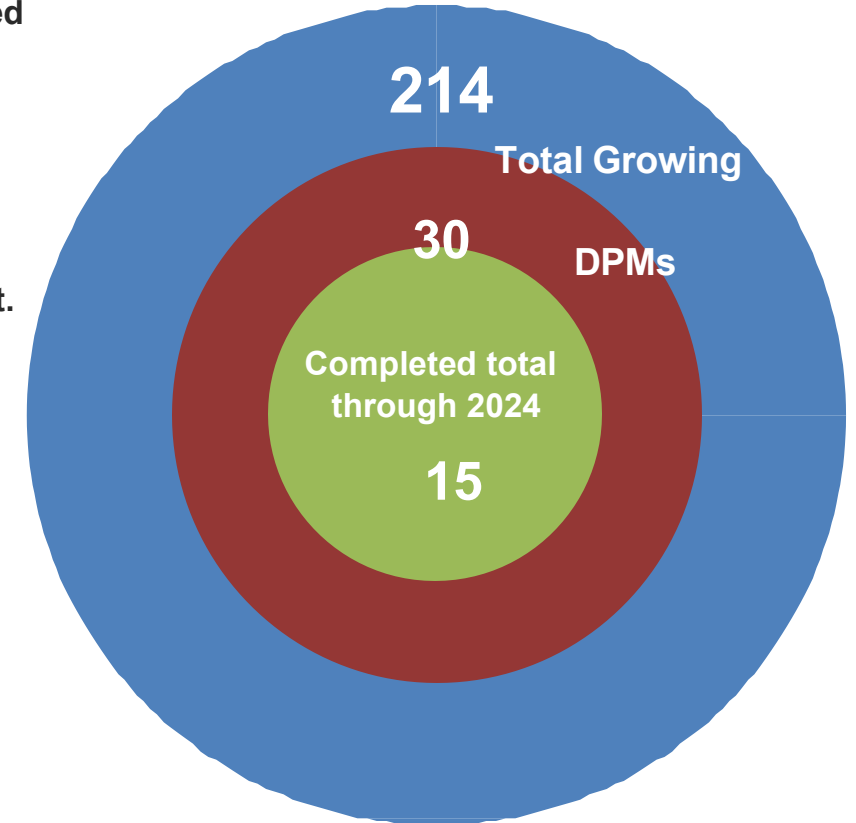
Service First, Now!



Empathy, Ethics, Excellence, Engagement, and Equity



Total DPMs in the REP



DPMs Drive Accountability.





Equity Indicator 38: Representation in Government


Diversity in government increases its ability to serve residents of all backgrounds and experiences and may lead to more equitable policy outcomes for represented groups.

Department Progress Measures	Status/ Completion Date	Outcome
Work with Mayor and City Council (MCC) to develop training programs for new and existing Commissions, Boards, and committee members, under coordination of PUD, that build their knowledge base and equity awareness to improve decision making and outcomes by the end of the FY22-23. [Ei 38]	End of FY 22-23 	<ul style="list-style-type: none"> • APA Training and Focus North Texas • CPC Workshop with keynote speaker on Equity and Planning and Land Use • Posting of all staff presentations online to increase topic preparedness
Work with MCC to develop training for community members, related to serving on boards and commissions, to reflect the City population in accordance with the City Charter by end of FY22-23. [Ei 38]	End of FY 22-23 	Proposed charter amendments to enable possible changes to the City Plan Commission appointments and mechanisms of operations, and to allow flexibility for potential solutions for membership recruitment and retention.
Work with MCC to recommend changes to the City's Zoning ordinance, rules, and procedures for boards and commissions to better describe the qualifications and to reflect the city's population in accordance with the City Charter by end of FY22-23. [Ei 38]	End of FY 22-23 	PDD will continue work on this proposal via the code reform and in partnership with the City Plan Commission and its Rules Subcommittee in addition to the partnership with MCC Office.
The P+UD will host a minimum of 5 capacity building training modules in historically disadvantaged communities by December 31, 2022. Capacity building modules will include Navigating City Services, Data is Power, Neighborhood Organization Guide and Let's Plan Together. [Ei 37]	December 2022 	Although P+UD has met the original deadline for compliance with the capacity building progress measure, the department maintains this program to date. Throughout the year, P+UD engaged with more than fifty different neighborhoods and communities on land use planning and ForwardDallas.



Planning & Development Department




Department Progress Measures	Status/ Completion Date	Outcome
<p>Make land use recommendations to HOU, ECO and City Council, as needed, to increase the development of historically disadvantaged communities, with high residential vacancies, at the end of the ForwardDallas Policy development process (estimated June 2023). [Ei 31]</p>	<p>June 2023</p> 	<ul style="list-style-type: none"> • ForwardDallas, a comprehensive land use plan, will guide development for the next twenty years. This plan will provide recommendations with accompanying implementation strategies to address historical and current discriminatory policies. - September 2024 • The Development Code Reform is intended to have transformational impact on addressing root causes of systemic racism and inequities rooted in land use. – 2025/2026 • Ongoing neighborhood and area planning efforts including the South Dallas/Fair Park (SDFP) Area plan • Supporting the Office of Economic Development by managing and running the Urban Design Peer Review Panel program to provide timely, consistent, and effective urban design advice to city team members • Implementing plans and utilizing the market value analysis tool in the review of all rezoning requests. • Authorized hearings to implement community land use visions for area plans of greatest needs and address environmental justice issues such as environmentally polluting uses being disproportionately located in historically disadvantaged communities. • Code amendments to address updates to the code that disproportionately affect historically disadvantaged communities.



Planning & Development Department







Department Progress Measures	Status/ Completion Date	Outcome
Identify, through ForwardDallas, mixed-use land uses in historically disadvantaged communities and rezone to increase walkable and affordable housing and economic development, specifically near transit, to reduce overall housing and transportation costs by End of ForwardDallas Project Close estimated July 2023. [Ei 25]	July 2023 	<ul style="list-style-type: none">• The code amendment to address the lack of requirements for impervious coverage will align the Dallas Development Code with the CECAP goal of reducing the environmental impacts of stormwater runoff, such as flooding, and the heat island effect. Addressing this issue will also help to improve health equity in Dallas, as many disadvantaged areas and low-income communities are more prone to destructive flooding and the dangerously high temperatures allowed by less shade coverage.• The off-street parking code amendment serves to update antiquated parking requirements for land uses. Experts continue to catalogue the growing detriments to health, safety, and environmental stewardship correlated closely with mass use of motor vehicles.• A code amendment for the reclassification of day-cares by removing the age requirements and permitting the land use more broadly in or near neighborhoods puts day cares closer to residences, reducing vehicle miles traveled. Additionally, it makes the service of caring for children and elderly people more accessible to all areas of the city.• PDD received a FY2022 equity initiative one-time allocation in the amount of \$2.5 million for Development Code Reform. PDD will also receive \$1,000,000 over the next two fiscal years for implementation of the code, which includes citywide rezonings to be in conformance with the development code, as well as initiate rezonings that address areas of equity and environmental justice.



Planning & Development Department



Department Progress Measures	Status/ Completion Date	Outcome
*Track and increase trainings on the permitting process with historically disadvantaged contractors, developers, residents from 0 to 25% by December 2023. [\$] [Ei 2, 31]	December 2023 	Hosted 'Lunch and Learn' trainings throughout 2023 and 2024. Trainings were held on 02.13.24, 03.12.24, and 07.17.24 aimed specifically at educating disadvantaged contractors, developers, and residents on the residential submittal process, residential permitting process, and residential shared access development review process.
*Decrease average number of days to complete first review of residential permit application in equity priority areas from 12 to 4 weeks by May 2024. [Ei 31]	May 2024 	Created an internal tracking report card to monitor residential permits in equity priority areas, Exceeded expectations by reducing the average number of first review days from 12 weeks to 7 days by May 2024.
*Streamline permitting process for affordable housing developers to reduce the amount of time to build affordable housing from 12 weeks to 4 weeks by May 2024. [Ei 25, 31]	May 2024 	Established an Affordable Housing plan review strategy to streamline all city-approved single-family affordable housing developments. Exceeded expectations by reducing the average number of first review days from 12 weeks to 4 days by May 2024. Data is based on 77 city-approved affordable housing projects submitted between August 2023 and February 2024.
^Recommend amendments to the existing Tax Exemption Program or develop a new incentive program aimed at influencing the likelihood that the percentage of resources allocated to historically disadvantaged communities will increase by October 2024. [\$] [✓] [Ei 28]	October 2024 	A change to the Tax Exemption Program that would eliminate Council approval requirements for projected tax forgone applications of up to \$100,000 has been explored and will go before the Landmark Commission for review and discussion and be evaluated together with the Historic Preservation Economic Impact Study results expected Summer 2025.

*Formerly Development Services

^Formerly Office of Historical Preservation



What's Next Planning and Development



Department Progress Measures

- Revise the Building Code and develop pre-approved plans to support small and minority builders, and also provide more affordable housing
- Preserve Dallas' diverse history in ways that contribute to our cultural and economic future
- Prioritize Authorized Hearings in environmental justice areas identified by ForwardDallas 2.0

Beyond Department Progress Measures

- Launch Accela and provide community training
- Digitization of all new and archived materials to improve accessibility and transparency
- Streamline zoning review and double noticing options
- Enhanced engagement for Dallas Development Code Reform in equity priority areas identified in the Racial Equity Plan



Housing & Community Development



A homebuyer who used the Dallas Homebuyer Assistance Program

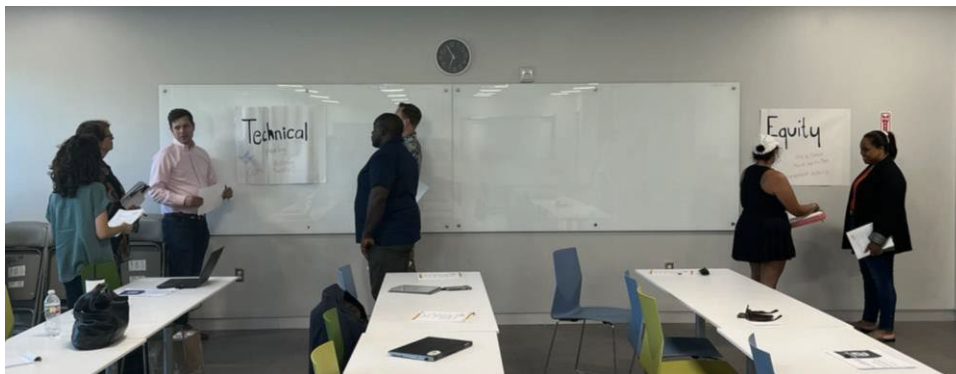


Photo Credit: REKJ Builders, LLC.



Photo Credit: REKJ Builders, LLC.

Before and after of home repair in Dallas Neighborhood



Inclusive Housing Task Force discussing topics of interest



Housing staff engaging residents as part of DHP33 education session





Equity Indicator: 31 Long Term Residential Vacancies

Long-term residential vacancies can have a negative impact on the safety and quality of neighborhoods and can contribute to neighborhood blight

Department Progress Measures	Status/ Completion Date	Outcome
Complete revisions to the Comprehensive Housing Policy based on the Equity Audit by December 2022. [Ei 25, 28]	December 2022 ✓	Our new policy, Dallas Housing Policy 2033 (DHP33), was approved on April 12, 2023 and identified 7 pillars of Housing Equity. This led to the creation of the Equity Strategy Target Areas (ESTA) and the Action Plans created on December 10, 2024, to address disparities in the most needed areas.
Develop a strategy for identifying neighborhoods most at risk of gentrification and displacement by December 2023. [Ei 25,31]	December 2023 ✓	The DHP33 Pillar 5 - Collaboration and Coordination describes our goals of external partnerships to maximize impact. Builders of Hope Community Development Corporation (BOHCDC) partnered to draft an anti-displacement toolkit. The toolkit was launched on November 14, 2024 and is currently being presented by BOHCDC.
*Complete at least three program policy amendments to ensure equitable program impacts by October 2024. [Ei 27,31]	October 2024 ✓	The 3-program policy amendments that ensure equitable impacts are (1) Land Transfer Program amended February 14, 2024, by Resolution 24-257 (2) Home Repair amended March 27, 2024, by Resolution 24-762; and (3) New Construction and Substantial Rehabilitation Program amended June 12, 2024, by Resolution 24-846.



What's Next Housing and Community Development



Department Progress Measures

- More lower income housing below 50% AMI
- More home ownership opportunities
- Anti-displacement efforts

Beyond Department Progress Measures

- Implementation of ESTAs
- Support of the anti-displacement toolkit
- DHP33 Goals



Convention and Event Services



Tourism and Hospitality Internship Program Love Field Tour



KBHCCD Master Plan M/WBE Commitments as of January 2025

Company Name	Contract Amount	M/WBE Overall \$	M/WBE Overall Participation %
WSP	\$4,888,698.00	\$1,256,020.00	25.69%
WSP	\$14,924,394.00	\$5,702,545.00	38.21%
Inspire Dallas	\$65,000,000.00	\$32,987,500.00	50.75%
Dikita Enterprises	\$9,552,031.00	\$7,453,561.00	78.03%
McKissack & McKissack	\$7,982,340.00	\$6,638,293.00	83.16%
Perkins & Will	\$141,502,525.00	\$71,307,821.00	50.39%
Metropolitan Infrastructure	\$3,766,575.00	\$3,740,208.98	99.30%
Trinity Alliance Ventures	\$7,550,000.00	\$2,718,000.00	36.00%
Gensler	\$25,137,244.00	\$10,205,447.00	40.59%
KAI Design	\$22,261,116.00	\$16,638,566.00	74.74%
Totals	\$302,564,923.00	\$158,647,961.98	52.43%

Historic \$158,647,961.98MM
Contracts Awarded to M/WBEs

SPENDTHRIFT NEWS

Dallas City Council OKs \$71 million contract for new convention center

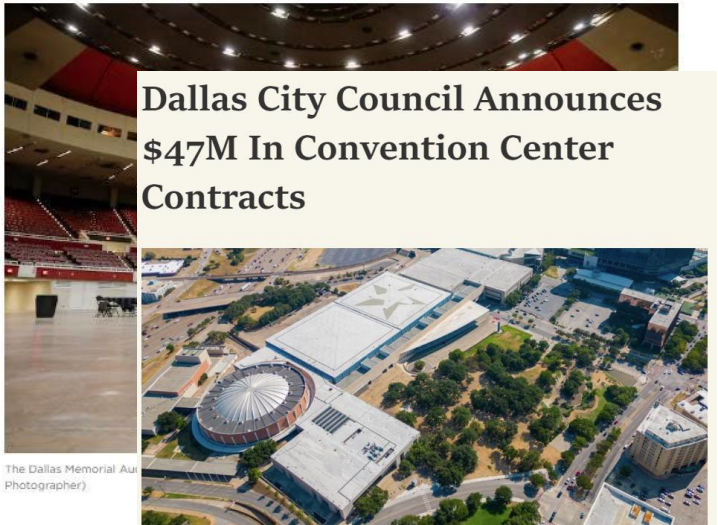
By Teresa Gubbins Sep 13, 2023 | 4:33 pm

Dallas awards \$17 million in contracts for downtown convention center-related projects

Two Black women-led firms will oversee the renovation and reconstruction of the Dallas Memorial Auditorium and The Black Academy of Arts and Letters.

By **Everton Bailey Jr.**
Dallas City Hall Reporter

Feb. 29, 2024 | Updated 7:24 p.m. CST | 4 min. read



Dallas City Council Announces \$47M In Convention Center Contracts

Two firms have been awarded multi-million contracts to complete renovation work on the Kay Bailey Hutchison Convention Center Dallas complex.



Convention & Event Services



Equity Indicator 2: Business Ownership

Business ownership provides opportunities for residents to overcome barriers to the traditional labor force and increase their earnings. Personal wealth, access to capital, entrepreneurial skills, and educational attainment may be factors that limit success in this indicator.

Department Progress Measures	Status/ Completion Date	Outcome
Permit mobile food vending areas in 3 equity priority areas with goal of adding 1-2 per year (Per Council Approval). [Ei 2]	2023 	As a result of Texas State Legislature HB2878, Dallas County assumed administration of this program.
Further diversify and expand recruiting efforts to include historically disadvantaged communities and women in the Convention Center Internship program with a 3% increase per year through 2027 (By end of 2023- First 20). [Ei 8]	Ongoing	Women represented 75% of the first cohort in FY23-24.
<i>The following are the CES Progress Measures for FY2025-2027:</i>		
Increase diversity from historically disadvantaged high school and college hotelier interns who once employed full-time achieve living wage employment from 0 to 60 by Dec. 2025 with a 3% increase afterwards.	Ongoing	One (1) THIP student achieved full-time employment in 2024.
Increase the percent of historically disadvantaged business spend through OVG from 47% to 50% of the overall operation s and event expenses of the Kay Bailey Hutchison Convention Center by Oct. 2026.	Ongoing	As of Sept. 30, OVG spent 51.88% with historically disadvantaged businesses.

Convention & Event Services



Department Progress Measures	Status/ Completion Date	Outcome
Increase the percent of historically disadvantaged business contracted through Visit Dallas from 16.4% to 18.4% by Oct. 2025, and 21.6% by 2027.	Ongoing	As of October 2024, the percentage was 12%.
Through the IAVM partnership, increase the number of historically disadvantaged hotel employees actively participating and provide mentoring opportunities from 0 to 120 by Dec. 2027	In-Process	Staff is attending IAVM conference in Feb. 2025 to build mentorship program.

What's Next Convention & Event Services



Department Progress Measures

- Procurement disparities, workforce access, funding and transportation
- Greater opportunities for M/WBE firms
- Internship opportunities for African American and Latino(a) and female students

Beyond Department Progress Measures

- Public dashboard – M/WBE
- Implementation of OCIP and ROCIP programs
- Executive workforce pipeline
- FIFA World Cup engagement plan





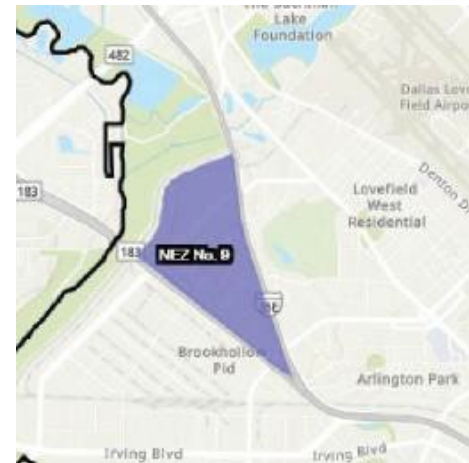
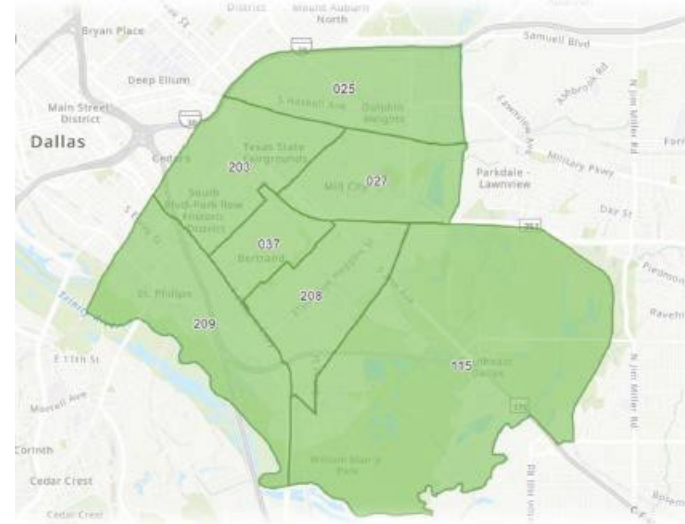
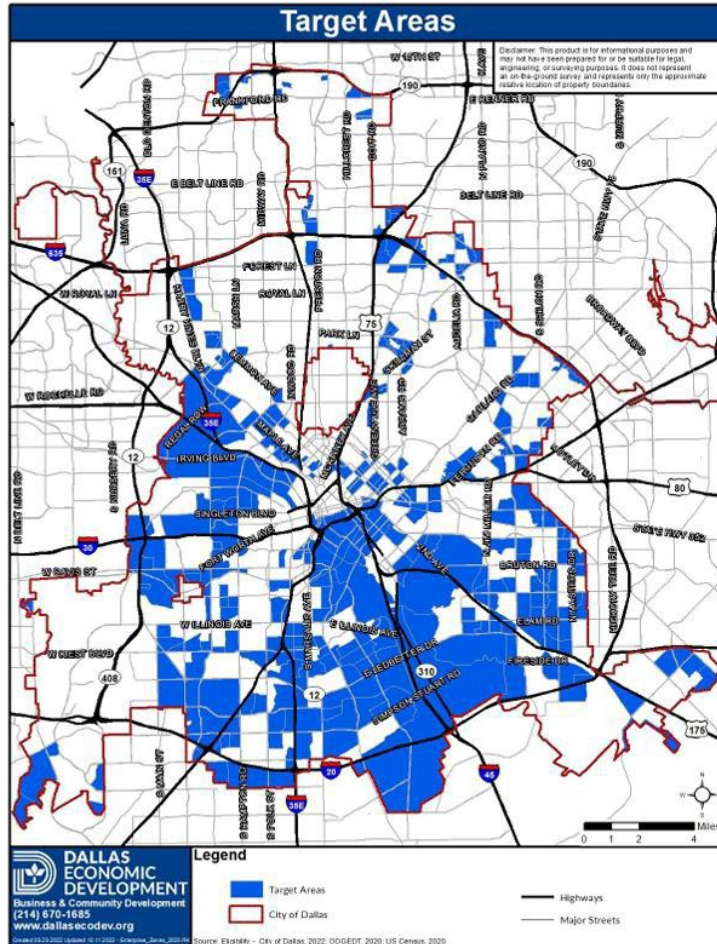
Equity Indicators: 1 Business Establishments

Retail and commercial establishments provide essential goods and services, as well as employment opportunities for residents. The number of businesses present in a neighborhood is indicative of the economic health of the area.

Department Progress Measures	Status/ Completion Date	Outcome
Increase amount of incentive dollars or number of incentivized projects that assist non-residential projects in equity priority areas. The goal metrics will be determined once baseline data is evaluated by September 2023. [Ei 1, 3]	September 2023 	In FY24, the Office of Economic Development (OED) established a target of attracting 40% of all private investment dollars documented by contract/written commitment to Target Areas as defined by the City of Dallas Economic Development Incentive Policy. Through end of FY24, 95.7% of total capital investment was attracted to an OED Target Area.
Increase the number of jobs created or retained through incentive agreements that require a minimum wage indexed to the MIT Living Wage Calculator figures from 1293 to 1500 jobs in historically disadvantaged communities by October 2023. [Ei 1, 4, 6, 7]	In progress	<p>As of September 2024, OED's three-year rolling average number of minimum wage required jobs indexed to the MIT Living Wage Calculator created or retained through incentive agreements (of total commitment for jobs to be created/retained) was 2,015.</p> <p>During FY24, a total of 100.5 jobs were created or retained in OED Target Areas through incentive agreements that require a minimum wage indexed to the MIT Living Wage Calculator.</p>



Economic Development



Above: Maps showing service areas for SDFPOF, NEZ #9, and NEZ #10.



What's Next Economic Development



Department Progress Measures

- Infrastructure Investment Fund allocation recommendation
- Target Area and state Enterprise Zones alignment

Beyond Department Progress Measures

- Approval of amendments to the Economic Development Incentive Policy (January 8, 2025)
- New Small Business Assistance Program
- Oversight of South Dallas/Fair Park Opportunity Fund, Southern Dallas Investment Fund, and Neighborhood Empowerment Zone programs



BIG AUDACIOUS GOALS (BAGs)



How the Growing Team Drives Key Big Audacious Goals



Economic, Workforce, Community Development

Integrate **Economic Development** Policy equity efforts across departments.
Build a pipeline of **diverse contractors, vendors, and suppliers** to increase **economic stability** and workforce development.



Environmental Justice

Provide better community understanding through **increased engagement**.



Housing

Build **stable housing communities** that contribute to **neighborhood safety** and **economic opportunity**.
Deploy **anti-displacement strategies** in transition to address longstanding inequities.



Infrastructure

Build **and improve infrastructure services** to support increases in necessary development for residents.



Public Safety and Wellness

Uphold **community wellness** through **community outreach** and **education**.





City of Dallas

Closing Disparities: Department Progress Measures Update - Growing Portfolio

**Workforce, Education and
Equity Committee
February 10, 2025**

Christina Da Silva, Assistant Director, Office of Equity and Inclusion

Rosa Fleming, Director Convention & Event Services

Emily Liu, Director Planning and Development Department

Kevin Spath, Director (I), Economic Development

Cynthia Rogers-Ellickson, Director, Housing & Community Development

Appendix: Department Progress Measures



Department	Department Progress Measures	Status/ Completion Date	Outcome
Economic Development	Increase number of affordable housing units created or retained through economic development incentive programs from 75 in FY21 to 300 in FY27 in High Opportunity Areas. [\$] [Ei 25]	FY27	Measure underway/in progress.
Convention & Event Services	Procure 50% historically disadvantaged business participation through contracts related to the master plan by October 2027. [\$] [Ei 2]	October 2027	
Housing & Neighborhood Revitalization	Designate three to five Neighborhood Revitalization Strategy Areas and collaborate with community members, City of Dallas services, developers, nonprofits, and other organizations to bring \$100 million of investment to historically disadvantaged communities by December 2027. [\$]	October 2027	
Housing & Neighborhood Revitalization	Increase the proportion of unrestricted market rate units in City-supported developments in equity priority areas from 11% to 30% by October 2027. [\$] [Ei 31]	October 2027	



Appendix: Department Progress Measures



Department	Department Progress Measures	Status/ Completion Date	Outcome
Development Services	Increase participation of diverse developers, contractors, architects, from historically disadvantaged communities to be a part of the Building Code development process.[Ei 9]	2027	
Development Services	Streamline permitting processes for small business owners within equity priority areas. [Ei 2, 3]	2027	
Office of Historical Preservation	Make a recommendation to City Council to assess City support for historical homes/structures that are not tied to property value. [\$] [✓] [Ei 28]		
Office of Historical Preservation	Increase number of historical preservation pieces of collateral, outreach events, education and awareness presentations/publications, in historically disadvantaged communities provided in English and Spanish from 0 to 3 by May 2025. [\$] [Ei 39]	2025	
Office of Historical Preservation	Make a recommendation to increase the number of residents from historically disadvantaged communities on the Landmark Commission by October 2026. [✓] [Ei 38]	2026	



City of Dallas

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

Agenda Information Sheet

File #: 25-574A

Item #: D.

Office of Communications and Customer Service Experience/311 (CCX/311) Reaching Our Diverse Communities

[Elizabeth Saab, Interim Chief of Strategy, Engagement, and Alignment, City Manager's Office; Daisy Fast, Director, Communications and Customer Experience/311; Richard Ericson, Deputy Director, Communications and Customer Experience/311]

REACHING OUR DIVERSE COMMUNITIES



**SERVICE
FIRST,
NOW!**

February 10, 2025

Daisy Torres Fast

Director, Communications & Customer
Experience/311

Richard Ericson

Deputy Director, Communications &
Customer Experience / 311

CONTENTS

3. Purpose

Why we are delivering this presentation

4. Background

City of Dallas' approach, current strategy

11. Path Forward

Update on plan moving forward

PURPOSE

- Provide background on the City of Dallas' external communication and engagement approach to reach our diverse communities
- Overview of the Office of Communications and Customer Experience / 311 (CCX / 311) new strategy for cohesive, and effective communication and engagement

BACKGROUND

DIVERSE AUDIENCE

BY THE NUMBERS



1.3 MM

Population

7.9%

Lack broadband access

11.4%

Over 65

8.4%

Have a disability

17.2%

Experiencing poverty

PRIMARY LANGUAGE SPOKEN AT HOME

57.6% / 748k

English

36.5% / 441k

Spanish

5.9% / 71k

Other languages

SELF IDENTIFIED RACE

53.8%

White

42.0%

Hispanic

24.0%

Black

3.5%

Asian

8.8%

9.3%

Other

**Source:
ACS,
Office of
Economic
Development*

Two or more races

5

81

CURRENT

COMMUNICATION

The City utilizes a variety of channels to effectively reach and engage our diverse external audiences, including:

PRINT

- Water Bill Inserts
- Flyers
- Doorhangers
- Swag
- Notices

DIGITAL

- Social Media
- City Websites
- Digital Billboards
- City Cable Channels
- Mobile App
- Radio Ads

MEDIA

- Press Releases
- News Articles/Stories
- Newspaper Ads
- Media Engagement
- TV/Radio Interviews
- Press Conferences

ENGAGEMENT

- Community Events
- Townhalls
- Neighborhood Meetings
- Crimewatch Meetings
- Stakeholder Partnerships
- Surveys
- Sentiment Tracking

PRINT

- Multi-lingual printed material is used to share key information about city services, initiatives, and events
 - ✓ City handouts, door hangers, and postcards tailored to the audience
 - ✓ Over 230,000 bilingual water bill inserts mailed monthly
- Multi-Cultural Media Sources
 - Dallas Morning News
 - Dallas Voice
 - Elite News
 - Hoy Dallas
 - Informaté DFW
 - Nguoi Viet Dallas
 - Texas Jewish Post
 - North Dallas Gazette

DIGITAL

- The City amplifies messaging by using our social media channels to distribute information digitally
- Mobile app and website alerts are used to communicate urgent matters
- City website leveraged to post key information, events, and city news

2024 Key Social Media Metrics

ALL PLATFORMS



NEW FOLLOWS

48K

INTERACTIONS

5,309

POST
COMMENTS

2,984

POSTS

3003

PAGE REACH

3.1M

POST REACH

2M

POST
IMPRESSIONS

4M

PAGE
IMPRESSIONS

5.1M

MEDIA

- CCX requires all press releases to be in both English and Spanish
- Media Engagement and Crisis Communications includes all local media sources including multi-cultural media sources
- Press Conference, TV/radio interviews are conducted in both English and Spanish



ENGAGEMENT

The City enhances customer satisfaction, trust and promotes transparency and accessibility through in-person and over the phone engagement.

- Cross departmental collaboration to attend community events to build trust and accessibility with residents
- Multi-lingual material and promotional items are distributed
- Bilingual call agents + language access vendors allow us to provide information in hundreds of languages



PATH FORWARD

STRATEGY

- Proactive mainstream and social media strategy
- Targeted and standardized engagement and outreach with a formalized strategy
- Update media relations administrative directives, policies, and procedures
- Rebuild relationships with media stakeholders
- Leverage technology to implement two-way communication to allow residents to provide feedback, ask questions, and engage with the City

THANK YOU!





City of Dallas

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

Agenda Information Sheet

File #: 25-575A

Item #: E.

Upskilling Pilot Program: Security Officer Career Ladder Updates

[Nina Arias, Director, Department of Human Resources; Carmel Fritz, Assistant Director, Department of Human Resources; Sonya Batts, Sr. Human Resource Manager, Department of Human Resources; Heather Wood, Training Manager, Department of Human Resources; Laura Dizien, Sr. Training Specialist, Department of Human Resources]

Memorandum



CITY OF DALLAS

DATE February 7, 2025

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

SUBJECT **Upskilling Pilot Program: Security Officer Career Ladder Update**

This memo provides an update on the progress and recent activities related to the development and implementation of the Security Officers Career Ladder/Series, with a focus on compensation and upskilling.

Below are the responses to the list of questions submitted by the Workforce, Education, and Equity Committee.

1. How are officers, supervisors, and security personnel with the same title paid? Is their pay rate consistent or based on experience?

It is based on experience, background, and internal equity.

2. Have newly hired officers been brought in at a higher rate than current officers with the same title? It depends on the experience and background that they are bringing to the position.

It depends on what their background and experience is related to the current incumbents.

3. When a new officer is hired, is there any type of pay analysis conducted to ensure equity in terms of income?

Yes, the department should be looking at the current incumbents and determine the hiring rate that is equitable.

4. Are there any disparities in pay between newly hired officers and tenured officers, and how are these disparities addressed?

Any disparities have been part of the analysis during the implementation of the Compensation Study Market phases that have been done over the last four years.

5. What system is used to evaluate pay levels and grades for officers?

We use multiple data sources, market data gathered from an external consultant the Economic Research Institute a salary data software compensation tool and market data that we collect.

6. Are there any equity issues that have been addressed through impact studies or analyses to ensure experience aligns with salary, and do tenured officers receive cost of living adjustments (COLAs)?

Yes, through all of the Compensation Market study phases over the last four years. There have not been any COLAs in recent years.

7. Could you review the current staffing levels? Specifically, what is the current staff count, the required number of staff, and the actual staffing levels?

Position	Amount	Vacancies	Total
Detention Officer	32	13	45
Security Officer	27	7	34
Senior Security Officer	7	0	7
Deputy City Marshal	23	23	46
Senior Deputy City Marshal	9	4	13
Chief Deputy City Marshal	2	0	2
Total:	100	47	147

If we are understaffed, how is this affecting our overtime budget?

The Marshal's Office will have this data prepared for the March Workforce, Education, and Equity Committee meeting.

8. How are we staffed, and what are the ranks or titles of these staffing units? This will help determine by category where the staffing levels are being met or if there are any shortfalls.

See chart provided in question 7.

HR Compensation Update:

The ranks of the **current uniformed officers** with salary, pay grade levels and average years of service is included below. The below data was updated on January 28, 2025.

Position	Ranks	Step Schedule	Avg Yrs.	Avg. Salary
Police Officer	1P Start-1P-9	\$75,397 - \$98,377	7.77	N/A*
Police Senior Corporal	2P Start- 2P-4	\$100,836 - \$107,471	17.43	N/A*
Police Sergeant	3P Start-3P-3	\$110,158 - \$118,628	20.07	N/A*
Police Lieutenant	4P Start-4P-3	\$121,594 - \$130,944	20.89	N/A*

* Average salary for officers would be an inaccurate representation as all Police Officer's start at \$75, 397

The ranks of the **current non-uniformed officers** with salary, pay grade levels and average years of service is included below. The below data was updated on January 28, 2025.

Position	Grade	Salary Range (Minimum - Midpoint)	Avg Yrs.	Avg. Salary
Detention Officer	5	\$45,065 - \$49,083	3.97	\$45,914.70
Security Officer	6	\$46,417 - \$51,080	5.37	\$47,031.27
Senior Security Officer	9	\$50,721 - \$57,631	11.63	\$52,518.60
Deputy City Marshal	15	\$60,564 - \$73,523	5.38	\$61,438.69
Senior Deputy City Marshal	18	\$66,743 - \$83,429	16.09	\$72,451.02
Lead Deputy City Marshal	21	\$77,264 - \$96,580	21.21	\$80,775.68

* All non-uniformed officers can be hired up to the midpoint of the position grade at the discretion of the hiring manager.

The HR Compensation Team met with Marshal's Office on December 20, 2024, to review the job descriptions and minimums to be included in the Career Pathway/Career Series for the Detention, Security Officers, and Marshal's. A **DRAFT** of the Career Series structure is attached. **Currently pending final review and stakeholder approval.*

Next Steps:

- Overall stakeholder approval of the career series
- Finalization of job descriptions
- Employee mapping process
- Salary analysis
- Recommendations

HR Upskilling Update:

On January 15, 2025, the HR Upskilling Team and the Dallas Police Department hosted a virtual organization-wide Dallas Police Officer recruiting session. Attendance included 68 employees across 22 departments. The top 5 departments in attendance included Dallas Water Utilities (DWU), Transportation and Public Works (TPW), Dallas Police Department (DPD), Code Compliance (CCS) and Aviation (AVI). Reasons for attending included, "Learn more for myself," "Share information with teammates/colleagues inside the organization" and "Share information with family and friends outside the organization."

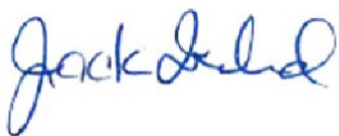
The HR Upskilling Team and the City of Dallas Security Division met on January 24, 2025, to discuss a recruitment strategy for security officers. The City of Dallas Security Division effectively recruits to fill officer vacancies from a candidate pool of 60 to 80 candidates. The Security Division is in the process of conducting background checks on candidates to fill 7 officer vacancies. The Security Division participates in job fairs by distributing recruiting pamphlets and business cards. For future job fairs, the Security Division will work to place their recruiting table next to the Dallas Police Department table to showcase the possibility of a career pathway.

DATE February 7, 2025
SUBJECT **Upskilling Pilot Program: Security Officer Career Ladder Update**
PAGE **Page 5 of 5**

We are committed to ensuring that the Security Officers Career Ladder/Series supports professional growth while maintaining our standards for public safety excellence.

Let me know if further details or clarifications are needed. If you have additional questions, please contact Nina Arias, Director of Human Resources at nina.arias@dallas.gov or 214-470-2727.

Service First, Now!



Jack Ireland, Chief Financial Officer

c: Kimberly Bizzor Tolbert, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Dominique Artis, Chief of Public Safety
Dev Rastogi, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager

Alina Ciocan, Assistant City Manager
Donzell Gipson, Assistant City Manager
Robin Bentley, Assistant City Manager
Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I)
Directors and Assistant Directors

[See Attachment]

Grades	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Detention Officers	CURRENT			Detention Officer																					
	FUTURE	Detention Officer - Juvenile		Detention Officer I			Detention Officer II		Detention officer III																
MQs		HS + 1yr any exp.		HS + 1ys relevant	↔		HS + 3ys(+) relevant	↔	HS + 4ys(+) relevant	←															
Security Officers	CURRENT				Security Officer																				
	FUTURE				Security Officer I			Security Officer II		Security Officer III															
MQs					1ys relevant exp			HS + 3ys relevant		HS + 5ys(+) relevant															
Marshals	CURRENT																								
	FUTURE																								
MQs																									
STAND ALONE																									
ELIMINATE																									
CURRENT																									
PROPOSED																									

DRAFT



City of Dallas

1500 Marilla Street
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Dallas, Texas 75201

Agenda Information Sheet

File #: 25-577A

Item #: F.

Workforce, Education, and Equity Committee Forecast

Workforce, Education, and Equity COMMITTEE 2 MONTH FORECAST

	TITLE	DEPARTMENT
Tuesday, March 4, 2025, 9:00 A.M.		
BRIEFING ITEMS	Closing Disparities: Department Progress Measures Update	Facilities and Real Estate, Equipment & Fleet Management, Information & Technology Services, Procurement Services, Civil Service
BRIEFINGS BY MEMORANDUM		
	WEE 2 Month Committee Forecast	City Manager's Office
	TITLE	DEPARTMENT
Monday, April 14, 2025, 9:00 A.M.		
BRIEFING ITEMS	Closing Disparities: Department Progress Measures Update	Aviation, Dallas Water Utilities, Transportation & Public Works, Office of Bond, and Construction Management
BRIEFINGS BY MEMORANDUM		
	WEE 2 Month Committee Forecast	City Manager's Office