RECEIVED
2021 APR 09 AM 08:35
CITY SECRETARY
DALLAS, TEXAS

City of Dallas

1500 Marilla Street, Room 6ES
Dallas, Texas 75201

Public Notice

210339

POSTED CITY SECRETARY DALLAS, TX

Workforce, Education, and Equity Committee

April 12, 2021

9:00 AM

The Workforce, Education, and Equity Committee meeting will be held by videoconference. The meeting will be broadcast live on Spectrum Cable Channel 16 and online at bit.ly/cityofdallastv.

The public may also listen to the meeting as an attendee at the following videoconference link: https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=efeccfc80914fb4fa8037318e3d92c600

2021 CITY COUNCIL APPOINTMENTS

COUNCIL COMMITTEE	
ECONOMIC DEVELOPMENT Atkins (C), Blewett (VC), Gates, McGough, Narvaez, Resendez, West	**ENVIRONMENT AND SUSTAINABILITY** Narvaez (C), West (VC), Atkins, Blackmon, Gates
GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT Mendelsohn (C), Gates (VC), Bazaldua, McGough, Thomas	**HOUSING AND HOMELESSNESS SOLUTIONS** We, Thomas (C), Mendelsohn (VC), Arnold, Blackmon, Kleinman, Resendez, West
PUBLIC SAFETY Gates (C), Kleinman (VC), Arnold, Bazaldua, Blewett, McGough, Medrano, Mendelsohn, Thomas	**QUALITY OF LIFE, ARTS, AND CULTURE** Medrano (C), Atkins (VC), Arnold, Blewett, Narvaez
TRANSPORTATION AND INFRASTRUCTURE McGough (C), Medrano (VC), Atkins, Bazaldua, Kleinman, Mendelsohn, West	**WORKFORCE, EDUCATION, AND EQUITY** Thomas (C), Resendez (VC), Blackmon, Kleinman, Medrano
AD HOC JUDICIAL NOMINATING COMMITTEE McGough (C), Blewett, Mendelsohn, Narvaez, West	**AD HOC LEGISLATIVE AFFAIRS** Kleinman(C), Mendelsohn (VC), Atkins, Gates, McGough
AD HOC COMMITTEE ON COVID-19 RECOVERY AND ASSISTANCE Thomas (C), Atkins, Blewett, Gates, Mendelsohn, Narvaez, Resendez	**AD HOC COMMITTEE ON GENERAL INVESTIGATING AND ETHICS** Mendelsohn (C), Atkins, Blackmon, Gates, Kleinman, McGough, Resendez

(C) – Chair, (VC) – Vice Chair

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

Call to Order

MINUTES

1. 21-673 Approval of the March 2, 2021 Workforce, Education, and Equity Committee Meeting Minutes

Attachments: Minutes

BRIEFING ITEMS WITHOUT ACTION

A. 21-674 Workforce: Workforce Solutions Greater Dallas Quarterly Update
[Laurie Larrea, President, Workforce Solutions Greater Dallas]

Attachments: Presentation

B. 21-675 Equity: Budgeting for Equity
[Liz Cedillo-Pereira, Chief of Equity and Inclusion, City Manager's Office; Dr. Lindsey Wilson, Equity Officer, Office of Equity and Inclusion]

Attachments: Presentation

BRIEFING MEMO WITH ACTION

C. 21-702 Equity: Upcoming Council Agenda Item - Financial Empowerment Centers Planning Grant, Item 21-496, April 28, 2021
[Kimberly Bizor Tolbert, Chief of Staff to the City Manager, City Manager's Office; Jessica Galleshaw, Director, Office of Community Care]

Attachments: Memorandum

BRIEFING MEMOS WITHOUT ACTION

D. 21-676 Equity: Emma Lazarus Resilience Fund After Action Report
[Liz Cedillo-Pereira, Chief of Equity and Inclusion, City Manager's Office; Christina da Silva, Welcoming Communities and Immigrant Affairs Officer, Office of Equity and Inclusion]

Attachments: Memorandum

E. 21-677 Workforce: Welcoming Economies Program 2021 - 2022
[Liz Cedillo-Pereira, Chief of Equity and Inclusion, City Manager's Office; Christina da Silva, Welcoming Communities and Immigrant Affairs Officer, Office of Equity and Inclusion]

Attachments: Memorandum

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
Dallas, Texas 75201

Agenda Information Sheet

File #: 21-673 **Item #:** 1.

Approval of the March 2, 2021 Workforce, Education, and Equity Committee Meeting Minutes

Workforce, Education, and Equity Committee
Meeting Record

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

Meeting Date: March 2, 2021 **Convened:** 9:01 a.m. **Adjourned:** 10:48 a.m.

Committee Members Present:
CM Casey Thomas, II Chair
CM Jaime Resendez, Vice Chair
MPT Adam Medrano
CM Lee Kleinman
CM Paula Blackmon

Committee Members Absent:
N/A

Other Council Members Present:
DMPT B. Adam McGough

AGENDA

Call to Order (9:01 a.m.)

1. **Approval of the February 8, 2021 Workforce, Education and Equity Committee Meeting Minutes**
   Action Taken/Committee Recommendation(s): A motion was made to approve the minutes for the February 8, 2021 Workforce, Education and Equity Committee meeting minutes. The motion passed.

   Motion made by: MPT Adam Medrano Motion seconded by: CM Paula Blackmon

BRIEFING ITEMS WITHOUT ACTION

A. **Education: Dallas College Operations and Workforce Development Efforts**
   Presenters: Dr. Joe May, Chancellor, Dallas College
   Action Taken/Committee Recommendation(s): Chancellor Dr. May's briefing covered Dallas College's rapid virtual transition at the onset of the COVID-19 pandemic, its short-term response to COVID-19 workforce needs, partnership with the City of Dallas, community employment resources, economic projections for pandemic bounce back by industry, and Dallas College's next steps to advance its operations and workforce development efforts. Council members asked questions about Dallas College's efforts to bridge the digital divide, impact of the pandemic on the food service industry, the status of the implementation of Dallas College's bond dollars, and more. Information only.

B. **Workforce: Overview of the "Advancing Workforce Equity in Dallas and Collin Counties: A Blueprint for Action" Report**
   Presenters: Michelle Thomas, Vice President of Global Philanthropy, JPMorgan Chase & Co.; Andrea Glispie, Senior Director, Career Pathways, United Way Metropolitan Dallas
   Action Taken/Committee Recommendation(s): Ms. Thomas and Ms. Glispie briefed the Committee members on findings from UnitedWay of Metropolitan Dallas' report centered on advancing workforce equity in Dallas and Collin Counties. Committee members discussed and asked questions about systemic barriers that young people face, barriers to racial equity, the ALICE measurement, strategies to support families in Dallas, why wage and employment gaps exist, how to marry the data in the report with programming and action items, how we can improve the data, what efforts the City is taking with partners to implement these strategies, and more. Chair Thomas requested that Ms. Thomas and Ms. Glispie provide this briefing to the full City Council and to smaller community meetings in various City districts. Information only.

DRAFT

BRIEFING MEMORANDA WITH ACTION

2. **Reconsideration of Membership with National League of Cities, Texas Municipal League, and U.S. Conference of Mayors**
   Presenters: N/A
   Action Taken/Committee Recommendation(s): A motion was made to approve and recommend the item to the full City Council for consideration. The motion passed with one opposed.

   Motion made by: Chair Casey Thomas Motion seconded by: CM Lee Kleinman

3. **Equity: Racial Equity Resolution**
   Presenters: Liz Cedillo-Pereira, Chief of Equity and Inclusion, City Manager's Office; Dr. Lindsey Wilson, Equity Officer, Office of Equity and Inclusion
   Action Taken/Committee Recommendation(s): Chair Thomas and CM Resendez made brief remarks in support of the resolution and making racial equity a central tenet in policy discussions. A motion was made to approve and recommend the item to the full City Council for consideration. The motion passed unanimously.

   Motion made by: CM Jaime Resendez Motion seconded by: CM Paula Blackmon

Adjourn (10:48 a.m.)

APPROVED BY: **ATTESTED BY:**

Casey Thomas, Chair
Workforce, Education, and Equity Committee

Sommer Iqbal, Coordinator
Workforce, Education, and Equity Committee

DRAFT

City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 21-674 **Item #:** A.

Workforce: Workforce Solutions Greater Dallas Quarterly Update
[Laurie Larrea, President, Workforce Solutions Greater Dallas]

WORKFORCESOLUTIONS
GREATER DALLAS

2021 - 2024
PLAN SUMMARY

Mission

Workforce Solutions Greater Dallas exists to ensure competitive solutions
FOR EMPLOYERS through quality people, and
FOR PEOPLE through quality jobs.

Plans for 2021 - 2024

Our Plan for 2021-2024 includes, but is not limited to:

•Assisting **Employers** to retain the workforce, fill vacancies, and retrain workers for new job specifics;

•Assisting **Jobseekers** to retrain, rehire, and up-skill for this rapidly changing marketplace;

•Convening the community to provide labor market data, job specific and industry information, in-person and virtual hiring events for today's jobs;

•Assisting **young adults** in planning and executing their future career plan – Opportunity Youth are a top priority;

•Assisting anyone to achieve a better record of **academic achievement and work credentials, overcoming obstacles to that dream career including ESL instruction;**

•Assisting **working parents to locate and pay for quality care** for infants, toddlers, and after school care for young students.

•Assisting the **childcare industry** to increase quality and sustainability including innovative training and financial strategies.

new initiatives

Retain (jobs), Retrain (for employer specifications), and Reboot (our workforce system).

We will focus on ***work&learn*** strategies, technology tools, private sector investments, quality child care and share labor market information with our education/chamber/economic development and community leaders. The partnerships of the Workforce Ecosystem are more critical in a time of disruption and recovery.

2021 Youth Reboot is first up to address the growing number of young adult workers who were seriously impacted by the change in workforce. Far too many young adults between the ages of 18-30 became displaced workers during the COVID-19 pandemic. We intend to increase opportunities and resources to the future workforce immediately, and sus- tain the effort for the next three years. Education beyond high school made a marked difference in work availability and sustainability during 2020 – a difference that can be overcome through postsecondary workforce preparation.

Innovative Strategies – One Workforce project is designed and implemented by Dallas College to use momentum within current and new partnerships to leverage resources and training that will narrow a gap and create opportunities for unemployed, underemployed, and incumbent workers to upskill/reskill into middle- to high-skilled career paths. Thanks to a generous $10M grant from the US Department of Labor, and the inclusion of WFSDallas as an arm for outreach of students, workers, employers and job opportunities, we will embark on this four-year odyssey to reinvent ***work&learn*** strategies for career preparedness.

Dallas Thrives! is an umbrella collective of area institutions that seek to align efforts and funding streams toward its community goal of equitably doubling Dallas County living wage attainment by the year 2040. Dallas Thrives! launched in late 2020, but the initial implementation will take us well into 2022. WFSDallas is an active member of the Board, and supporter of the community vision to double living wage attainment in a single generation.

Future of Work Grand Challenge identifying and funding the promising ideas and solutions, New Profit's $6 million Future of Work Grand Challenge, powered by XPRIZE, MIT Solve, and JFF selected Workforce Solutions Greater Dallas as one of seven national sites to execute a cross-sector, equity-focused effort aimed to rapidly reskill 25,000 displaced workers into higher wage jobs in the next 24 months and equip influential workforce boards with vetted tools to support the wave of displaced workers in six months. The Future of Work Grand Challenge will achieve broader systemic change to help prepare 12 million Americans from under-invested communities for workforce success by 2025.

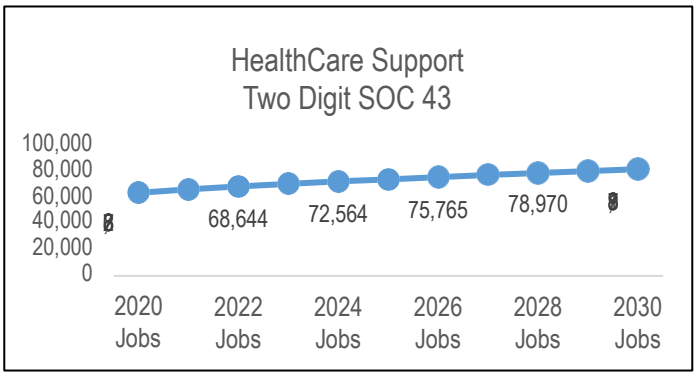
In the next two years, we will continue our online learning journey with **PATHS for Texas** to upskill 1,200 incumbent and recently displaced workers from retail and other customer facing occupations. PATHS mirrors our successful upskilling initiative, Retail Pays. Both Retail Pays and PATHS for Texas are funded by the workforce advocates at **Walmart.org**. The statewide project includes four (4) participating workforce boards and other subgrantees: Workforce Solutions Boards of Coastal Bend, Gulf Coast, North Texas, Rural Capital Area; and The Ray Marshall Center – UT Austin will evaluate project outcomes.

Targeted occupations 2021-2022

WFSDallas continually assesses the regional business environment to identify employer needs by establishing linkages between employers and job seekers. Occupations in red indicate a newly added occupation. Asterisks (*) indicate non-traditional employment for women.

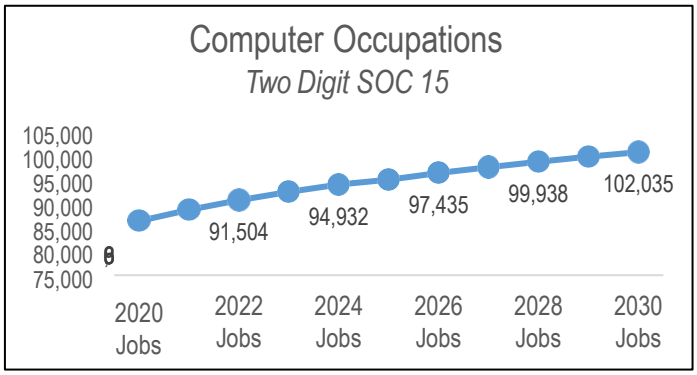
Health Care

- Dental Assistants
- Medical Assistants
- Registered Nurse
- Respiratory Therapists
- Radiologic Technologists
- Pharmacy Technicians
- Surgical Technologists
- Licensed Practical Nurse*
- Patient Care Technician
- Medical Equipment Preparers
- Medical & Clinical Lab Techs
- Diagnostic Medical Sonographers
- Health Information Coding (limited spaces)
- Emergency Medical Technicians & Paramedics



Information Technology

- Web Developers
- Graphic Designers
- Computer & Info. Syst. Mgr.
- Computer Systems Analysts
- Network & Systems Admin
- Database Administrators
- **Information Security Analysts**
- **Software Developers & Testers**
- Computer Network Support Specialists
- Computer User Support Specialists



Education

- Teacher (Elementary, Secondary)

Trucking and Warehouse

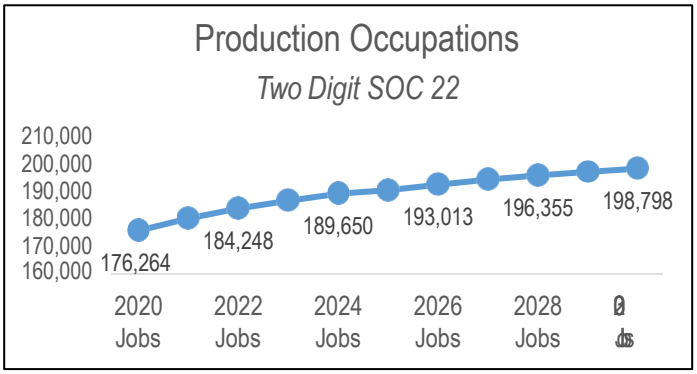
- Logistics & Supply Chain Managers
- Tractor-Trailer Truck Drivers*
- Industrial Forklift Operators*
- **Dispatcher**

Source of information: EMSI, January 2021

Targeted occupations 2021-2022

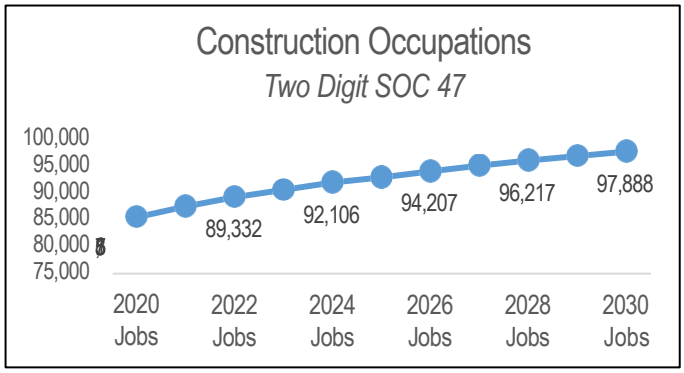
Advanced Manufacturing

- Surveyors
- **Industrial Engineers***
- Electrical Engineers*
- Mechanical Engineers*
- Drafters, & Engineer Techs
- Electrical & Electronic Techs
- **Mechatronics Technologists and Technicians**



Construction/Industrial Production

- Construction Managers
- Brickmasons & Blockmasons
- Carpenters
- Cement Masons & Concrete Finishers
- Operating Engineers & Construction Equipment Operators
- Electricians
- Plumbers, Pipefitters*
- Highway Maintenance Workers
- Auto Body & Related Repairers
- Auto Service Techs & Mechanics
- Diesel/Bus/Truck Mech*
- HVAC Mechanics & Installers
- Maintenance & Repair Workers
- Aircraft Structure
- CNC Machine & Tool Operator
- Machinists*
- Welder & Cutter*
- Quality Control Technician
- Crane and Tower Operators



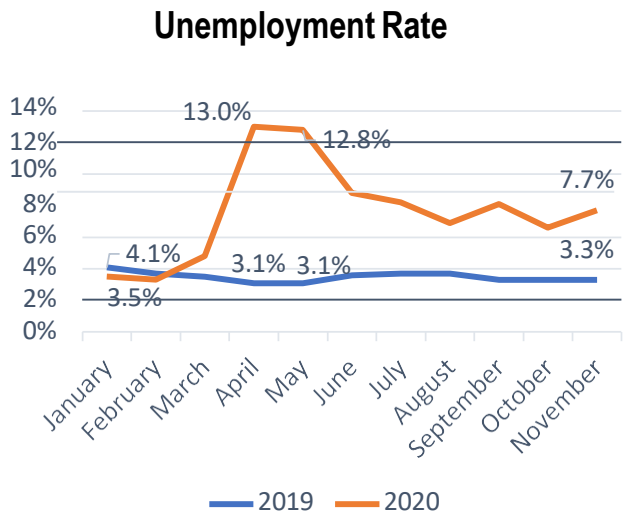
Public Safety

Police Officer

Business Management & Administration

- General & Operations Managers
- Business Operations Specialists, All Other
- Accountants & Aufitors
- Paralegals & Legal Assistants
- First-Line Supervisors & Retail Sales Workers
- Book/Accounting Clerk
- Customer Service Representative
- Secretary*

Economic Snapshot



Ethnicity and Gender for UI Claims for Dallas County March 2020 - December 2020					
Ethnicity					
Asian	39,413	6.8%			
Black	212,529	36.8%			
Hispanic	138,379	24.0%			
Native American	2,582	0.4%			
Pacific Islander	885	0.2%			
White	148,108	25.7%			
No Response	35,211	6.1%			
Gender					
No Response	261	0.0%			
Male	278,142	48.1%			
Female	299,390	51.8%			

WDA Labor Force Statistics				
	Feb-21	Jan-21	Feb-20	Yearly Change
Civilian Labor Force	1368121	1369345	1369809	-1688
Employed	1266996	1272295	1324057	-57061
Unemployed	101125	97050	45752	55373
Unemployment Rate	7.4	7.1	3.3	4.1

TX Labor Force Statistics				
	Feb-21	Jan-21	Feb-20	Yearly Change
Civilian Labor Force	14049170	14026650	14262779	-213609
Employed	12989548	13000673	13761203	-771655
Unemployed	1059622	1025977	501576	558046
Unemployment Rate	7.5	7.3	3.5	4

US Labor Force Statistics				
	Feb-21	Jan-21	Feb-20	Yearly Change
Civilian Labor Force	160008000	159234000	164235000	-4227000
Employed	149522000	148383000	158017000	-8495000
Unemployed	10486000	10851000	6218000	4268000
Unemployment Rate	6.6	6.8	3.8	2.8

Continued Claims for the Week of the 12th				
	Feb-21	Jan-21	Feb-20	Yearly Change
WDA	20191	21000	9390	10801
TX	213437	232165	107395	106042

Zip Codes for UI Claims the week of 3-21-21	
Zip Code	Count
75052	383
75243	307
75115	247
75149	244
75150	241
75228	214
75104	199
75217	198
75206	194
75204	187
75063	178
75043	177
75211	174
75216	170
75050	169
75227	160
75231	154
75219	150
75214	144
75248	140
75238	124
75146	124
75241	123
75232	117
75081	114
75051	114
75134	108
75218	105
75201	104
75254	103
75181	103
75234	101

Who's Still Unemployed!

Claim Week Beginning	Board Name (Zip)	County Name	ES Office Number
March 21, 2021	Dallas	All	All

Age	Race	Gender	Veteran	Education Level
All	All	All	All	All

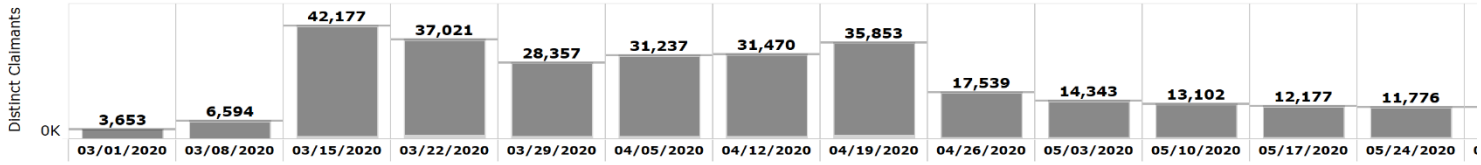
DIVISION OF OPERATIONAL INSIGHT

Total Claimants
For Claim Week Beginning:
March 21, 2021

8,344

Total Claimants By Week

Board: Dallas County: All ES Office Number: All



Age Group Duplicates are possible

Age Group	Distinct Claimants	% Distinct Claimants
<18	8	0.10%
18-24	468	5.61%
25-34	1,806	21.64%
35-44	2,128	25.50%
45-54	1,866	22.36%
55-64	1,447	17.34%
64>	621	7.44%
Grand Total	**8,344**	**100.00%**

Gender Group Duplicates are possible

Gender	Distinct Claimants	% Distinct Claimants
Male	4,627	55.45%
Female	3,717	44.55%
Grand Total	**8,344**	**100.00%**

Race Group Duplicates are possible

Race	Distinct Claimants	% Distinct Claimants
Asian	96	1.15%
Black	1,953	23.41%
Hispanic	1,006	12.06%
Native American	21	0.25%
Pacific Islander	13	0.16%
White	1,976	23.68%
n/a	3,279	39.30%
Grand Total	**8,344**	**100.00%**

Veteran Group Duplicates are possible

Veteran	Distinct Claimants	% Distinct Claimants
Veteran	154	1.85%
Disabled Veteran	12	0.14%
Non-Veteran	8,178	98.01%
Grand Total	**8,344**	**100.00%**

Education Level Duplicates are possible

Education Level	Distinct Claimants	% Distinct Claimants
No Response	4	0.05%
No Grade	4	0.05%
First Grade	5	0.06%
Second Grade	6	0.07%
Third Grade	9	0.11%
Fourth Grade	10	0.12%
Fifth Grade	7	0.08%
Sixth Grade	16	0.19%
Seventh Grade	14	0.17%
Eighth Grade	31	0.37%
Ninth Grade	149	1.79%
Tenth Grade	151	1.81%
Eleventh Grade	900	10.79%
High School Graduate	3,958	47.44%
GED	561	6.72%
1 Year College (No Deg..	600	7.19%
2 Year College (Associa..	932	11.17%
2 Year College (No Deg..	380	4.55%
3 year College (No Deg..	216	2.59%
Bachelor's Degree or E..	359	4.30%
5 year College (Masters..	32	0.38%
Grand Total	**8,344**	**100.00%**

This system and the data driving it may not perfectly align with federal Unemployment Claim Information, particularly not the week it is initially populated. The system and data should not be used as authoritative numbers related to claim activities or the characteristics of claimants – they are good enough to support reemployment and general analysis but any use of its summary data must be accompanied by this disclaimer. In addition, do not share any drill-down that produces a value <5 in any cell of the report. Official data and confidentiality guidance is available from https://oui.doleta.gov/unemploy/claims.asp

Data Last Updated: 3/31/2021 8:56:28 PM from Business Insight Generator

City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 21-675 **Item #:** B.

Equity: Budgeting for Equity
[Liz Cedillo-Pereira, Chief of Equity and Inclusion, City Manager's Office; Dr. Lindsey Wilson, Equity Officer, Office of Equity and Inclusion]

City of Dallas

Budgeting for Equity

Workforce, Education, and Equity Committee
April 12, 2021

Liz Cedillo-Pereira, Chief of Equity & Inclusion,
City Manager's Office

Dr. Lindsey Wilson, Equity Officer
Office of Equity and Inclusion - Equity Division

Presentation Overview

- Background
  - Equity Division – Operationalization
  - Equity and Budgeting
    - UT Dell Medical
- Budgeting for Equity Process
  - Tool Goals
  - Cornerstones of an Equitable Government
- Next Steps
  - Highlights
  - GARE
- Questions

Background – Equity Division

Help shape a city government and community in which everyone has the resources and services to thrive, such that we reduce disparities while improving outcomes for all.

- Normalize
- Organize
- Operationalize

Background - Budgeting for Equity

- Equity assessments are still a relatively new endeavor for city and county governments

- UT Dell Medical School
  - Environmental Scan
  - Dallas is one of four cities engaged in Budgeting for Equity on an annual basis

Background - Budgeting for Equity

- Collaborative effort between Equity Division and Office of Budget and Management Services
- 3rd year for Budgeting for Equity
  - 2nd year for city-wide process
- Purpose:
  - Develop an equity lens to apply to department's budget development and operations.
  - Gather and assess data to evaluate over time

Budgeting for Equity Process

Process:

- BfE Tool
  - 4 Strategies
  - 10 questions to which departments should respond by gathering information, discussing and drafting responses.
- 2-part Budget Adjustment Questions

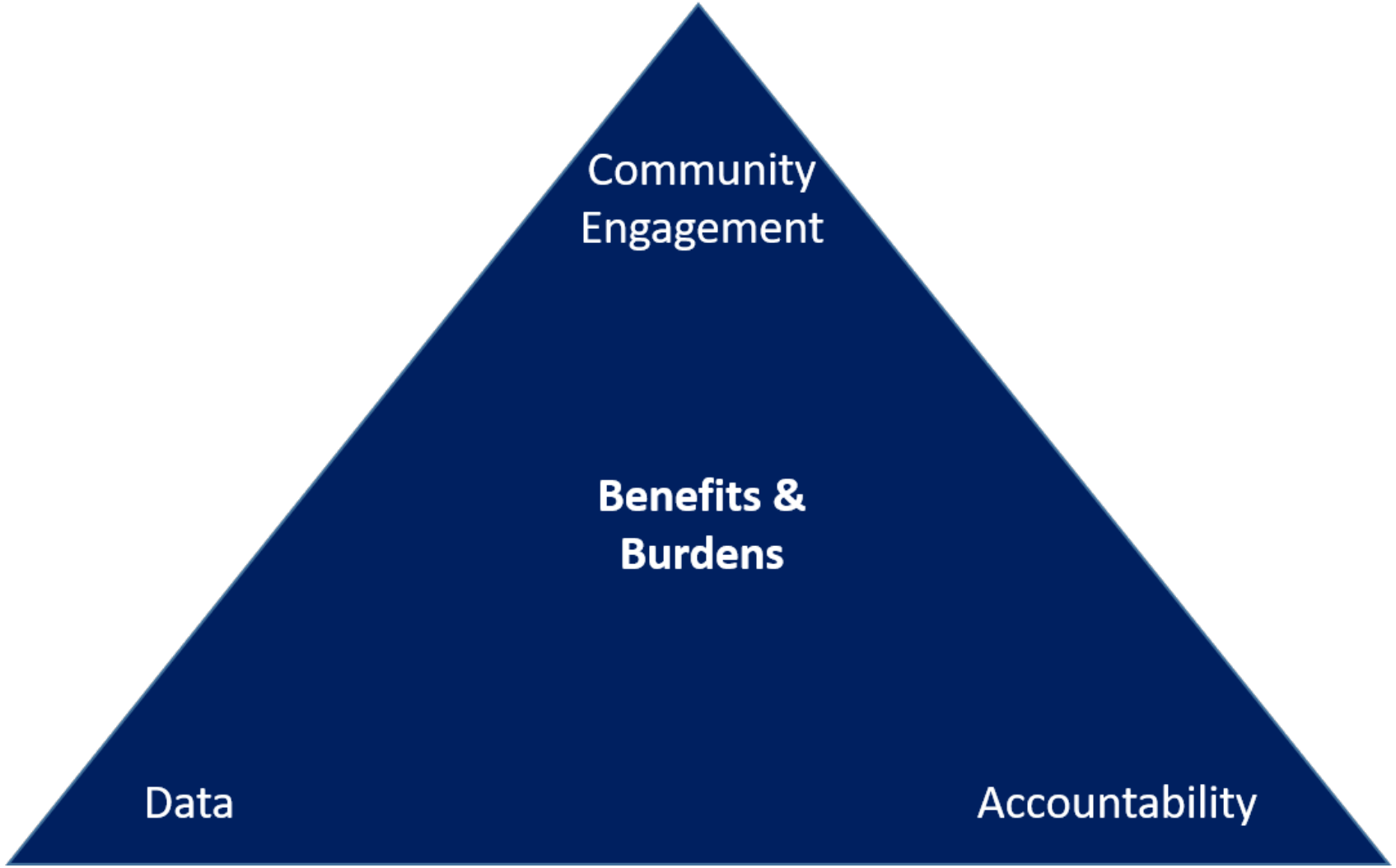
OFFICE OF EQUITY & INCLUSION - EQUITY DIVISION
In partnership with the Office of Budget
2021-22 | 2022-23

Goal of Budgeting for Equity

The tool is designed to help:

- Shift the ways thoughts and decisions are made about budget work
- Identify whether budget requests advance equitable outcomes for residents
- Verify that programs, projects, plans, and investments help to reduce disparities
- And increase community engagement in enhancements, reductions and overall budget development

Cornerstones of an Equitable Government



Budgeting for Equity Strategies

- Strategy 1: Benefits and Burdens
  - Impact of budget
- Strategy 2: Data
  - Disaggregated by race, ethnicity or socioeconomic
- Strategy 3: Community Engagement
  - Inform, consult, collaborate, shared decision making
- Strategy 4: Accountability for Equity
  - Targeted evaluation efforts

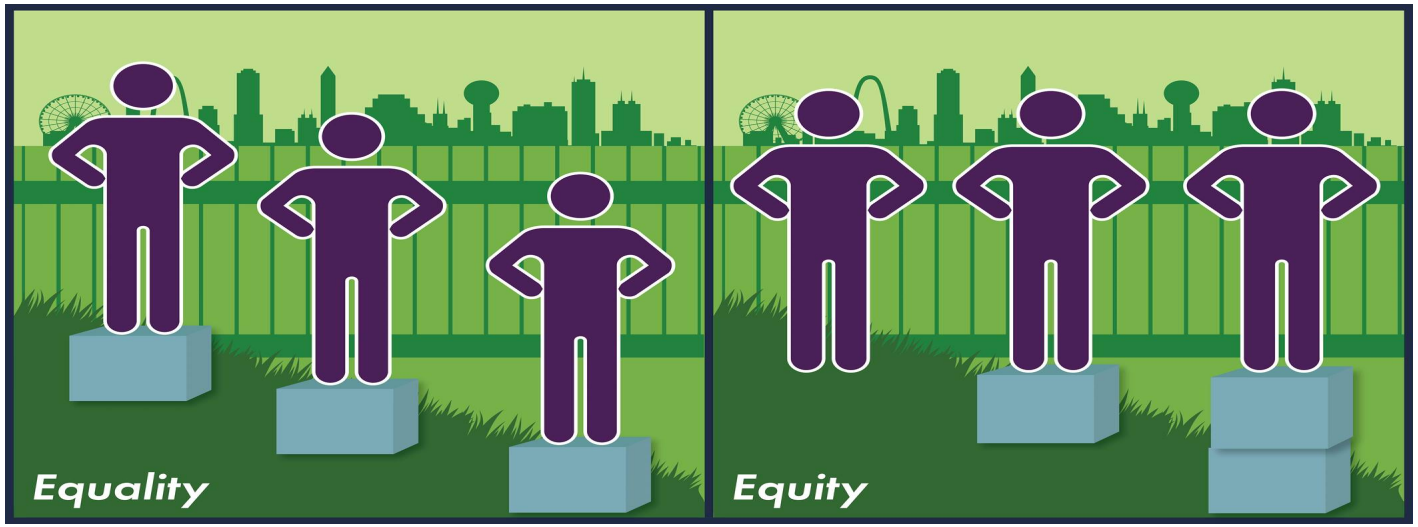
FY 2021 Preliminary Highlights

- Providing excellent service to all residents requires explicitly identifying the unique challenges various Communities of Color and underserved areas experience
- The role of disaggregated data in the plans and prioritization of department allocations
- All City departments have an impact or influence in addressing disparities based on race, ethnicity and socioeconomic status

Next Steps

- Departments will receive feedback and recommendations on their Budgeting for Equity Tool
- Equity Division will present at the 2021 Government Alliance on Race and Equity Conference
- Equity will revisit UT Dell Medical's recommendations
- Update the City's Equity Indicators pursuant to the Resilience Strategy
- Target training opportunities that coincide with the cornerstones of an equitable government
- Development of Racial Equity Plan

Next Steps



We all have role in equity!

The process requires intentional work that leads to outcomes…

Questions?

Budgeting for Equity

Workforce, Education, and Equity Committee
April 12, 2021

City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 21-702 **Item #:** C.

Equity: Upcoming Council Agenda Item - Financial Empowerment Centers Planning Grant, Item 21-496, April 28, 2021
[Kimberly Bizor Tolbert, Chief of Staff to the City Manager, City Manager's Office; Jessica Galleshaw, Director, Office of Community Care]

Memorandum

CITY OF DALLAS

DATE April 9, 2021

TO Honorable Members of the Workforce, Education and Equity Committee

SUBJECT **Financial Empowerment Centers Planning Grant – Item 21-496, April 28, 2021**

The following Office of Community Care (OCC) item will be considered by City Council on the April 28, 2021 Agenda:

> **Item Number 21-496:** Authorize the **(1)** acceptance of a grant from the Cities for Financial Empowerment Fund, Inc. for the Financial Empowerment Center Planning Grant in the amount of $20,000.00 to support a Financial Empowerment Centers planning project for the period February 1, 2021 through January 30, 2022; **(2)** receipt and deposit of funds in an amount not to exceed $20,000.00 in the Financial Empowerment Centers Grant Fund; **(3)** establishment of appropriations in an amount not to exceed $20,000.00 in the Financial Empowerment Centers Grant Fund; and **(4)** execution of the grant agreement and all terms, conditions, and documents required by the agreement - Not to exceed $20,000.00 - Financing: Cities for Financial Empowerment Fund, Inc. Grant Funds

Background

The Cities for Financial Empowerment Fund, Inc. (CFE) is a 501(c)3 that offers funding and technical assistance to help improve the financial stability of low- and moderate-income households by embedding financial empowerment strategies into local government infrastructure.

This item authorizes a contract with CFE to provide technical assistance and expertise in the planning of a long-term strategy for Financial Empowerment Center implementation in Dallas. Dallas will join a vibrant national learning community as part of CFE's latest cohort in their Financial Empowerment Centers initiative.

In 2020, the City of Dallas received a grant from CFE for the Financial Navigators program, which launched in March of 2021. The Financial Navigators initiative helps residents deal with the financial impact of the COVID-19 pandemic, providing remote assistance in navigating critical financial issues and making referrals to other social services and resources. Trained Financial Navigators provide structured guidance over the phone to help people strategize around supports for disruptions to their income and other financial concerns. They help residents triage financial issues, identify immediate action steps, and make referrals to other services. Assistance includes managing expenses through prioritizing payments and when to make them, as well as maximizing

income through ensuring receipt of federal payments, unemployment benefits, and other resources.

Additionally, for Fiscal Year 2021, the City of Dallas allocated funding to launch a new Financial Empowerment Centers Pilot program. Financial Empowerment Centers provide access to key financial empowerment services for residents anchored in free one-on-one financial coaching from trained financial coaches. Office of Community Care (OCC) is in the process of identifying local organizations to serve as pilot program partners through a competitive solicitation process.

Program Alignment

This action enables the City to accept $20,000.00 in funding and support from CFE to implement a strategic planning process for long-term Financial Empowerment Center implementation.

The multi-month CFE Financial Empowerment Centers planning process will run concurrently with the planned pilot service, previously discussed in this committee. The procurement process to determine pilot implementation partners is underway and authorization of contracts with pilot partners is anticipated to come before Council by the end of May. The pilot will enable the launch of 2 Financial Empowerment Centers, up to $750,000.00, and support of multiple direct assistance providers, up to $500,000.00, with the allocated $1,250,000.00 budget.

Support from CFE through the Financial Empowerment Center Planning Grant will enable the City to leverage our local financial empowerment centers pilot and the expertise of a national thought-leader in financial empowerment programming and to learn along with a cohort of other Cities. CFE funds will be able to support specific needs, such as training, data collection practices and support, and others identified through the planning process that can strengthen the implementation of the City-funded pilot to ensure a long-term and effective program model that is replicable and sustainable into future years. Additionally, completion of the Financial Empowerment Centers Planning process will make the City of Dallas eligible to potentially apply for future grant opportunities offered by CFE.

The outcome of the project will be a thoughtful and comprehensive implementation strategy for short and longer-term service delivery, integrating the learnings of the Pilot.

DATE April 9, 2021

SUBJECT **FINANCIAL EMPOWERMENT CENTERS PLANNING GRANT – ITEM 21-496, APRIL 28, 2021**

Should you have any questions or concerns, please contact myself or Jessica Galleshaw, Director of Office of Community Care.

Kimberly Bizor Tolbert
Chief of Staff to the Manager

c:
T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Bilierae Johnson, City Secretary
Preston Robinson, Administrative Judge
Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors

City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 21-676 **Item #:** D.

Equity: Emma Lazarus Resilience Fund After Action Report
[Liz Cedillo-Pereira, Chief of Equity and Inclusion, City Manager's Office; Christina da Silva, Welcoming Communities and Immigrant Affairs Officer, Office of Equity and Inclusion]

Memorandum

CITY OF DALLAS

DATE April 9, 2021

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

SUBJECT **Emma Lazarus Resilience Fund – After Action Report**

This memo describes the accomplished objectives and lessons learned through the implementation of the City of Dallas Emma Lazarus Resilience Fund, an unprecedented collaboration between the City of Dallas, Communities Foundation of Texas, United Way, PepsiCo and sixteen locally based nonprofits to provide direct relief to Dallas immigrant residents in response to the COVID-19 pandemic. This initiative was named after the famous 19th Century poet, Emma Lazarus, whose words, "give me your tired, your poor, your huddled masses yearning to breathe free," have been immortalized on the Statue of Liberty.

Background

In alignment with the Welcoming Dallas Plan, which includes the goal of promoting equitable access to services and opportunities for all residents, the Office of Equity and Inclusion – Welcoming Communities and Immigrant Affairs Division (WCIA) applied for the Open Societies Fund grant opportunity to provide financial assistance to individuals who were left out of the federal economic relief programs.

Approximately 828,000 non-citizens reside in Dallas (Vera Institute). Most immigrant residents work in essential workforce areas including – healthcare, food supply, maintenance, and manufacturing (New American Economy). While making economic contributions and experiencing a disproportionate impact of the pandemic, many of immigrant residents were left out of federal economic relief programs.

In July 2020, Dallas was selected among 30 cities to receive a catalyst fund amount of $500,000. Following the announcement of the fund, United Way of Metropolitan Dallas subsequently donated an additional $100,000, growing the fund to a total of $600,000 for residents in need.

In order to efficiently and effectively distribute assistance, WCIA entered into an agreement with Communities Foundation of Texas to create the Emma Lazarus Resilience Fund and to administer the process of selecting nonprofit partners who could provide direct cash to residents in need. Through the open application process, sixteen local nonprofits were selected to distribute cash payments to immigrant residents that were excluded from federal safety net programs.

Demographics of Families Served

The sixteen nonprofits provided a final report of the families served and a narrative of their experience delivering financial assistance. Part of the reporting process prioritized the protection of resident information, ensuring that aid recipients would not experience retribution or risk immigration enforcement.

In total, $600,000 was distributed among 813 families that received cash assistance programs in the span of five months. One hundred percent of the funding went towards assistance for immigrant families that were left out of federal economic relief programs. The cash payments that families received ranged from $500 to $1,500 depending on the family size.

Reflective of the global diversity found in Dallas, recipients came from different continents including Central America (Mexico, Guatemala, El Salvador, Honduras, Nicaragua, Colombia) South America (Bolivia, Chile, Venezuela, Peru, Brazil), Africa (Chad, Sudan, Cameroon, Nigeria, Democratic Republic of the Congo, Kenya, Ethiopia) Asia (Sri Lanka, Nepal, Myanmar, Middle East (Iran, Lebanon, Afghanistan, Syria)

Residents resided in the following zip codes: 75203, 75204, 75208, 75209, 75211, 75212, 75215, 75216, 75217, 75218, 75219, 75220, 75221, 75223, 75224, 75227, 75228, 75229, 75230, 75231, 75232, 75233, 75234, 75235, 75236, 75238, 75239, 75241, 75242, 75243, 75244, 75248, 75252, 75253, 75254, 75265, and 75287.

Lessons Learned

The main objective of the Emma Lazarus Resilience Fund was to get cash and other forms of direct relief to people in desperate need — many of whom our societies have nationally recognized as essential workers—and yet who have been excluded from federal emergency support. Through the implementation process our team has learned the following:

Launching a Private-Public Partnership to Advocate for Immigrants

Through the Emma Lazarus Resilience Fund, the City of Dallas used its platform to recognize the diversity and intersecting risks that immigrant residents face due to the pandemic while also mobilizing and building alliances with local philanthropic and community actors to develop an equitable response. This effort encouraged new organizations and philanthropic groups that had never formally partnered with the City prior on immigrant issues, making our city more institutionally connected. Additionally, the City of Dallas was able to develop a private-public system that could be scaled up and connect residents with direct relief, building our resilience for future economic crises and disruptions.

Demonstrating Cash Assistance as an Effective Antipoverty Measure

In this pilot program, the City of Dallas tested out the use of direct cash payment as a method of relief that could be implemented on a broader scale as pandemic recovery efforts continue and expand.

Research demonstrates that about half of US families are asset poor, lacking sufficient savings to withstand a financial shock such as a job loss or health crisis. The number of families lacking sufficient liquid assets has been exasperated by the pandemic (Urban Institute).

While programs such as moratoria on evictions and utility shut offs provide a financial buffer for families, many still need financial support to stay or get current on other critical payments, such as transportation or internet access. Quickly delivering emergency funds sufficient to avoid hardship will help stabilize families in the near term.

Additionally, through the Emma Lazarus Resilience Fund , many families were connected with additional support services, including physical and mental health, banking services, legal and educational supports.

Partnering with Trusted Organizations to Improve Communication and Civic Engagement

Leveraging the Emma Lazarus Resilience Fund, the City of Dallas also received the Rapid Resilience grant through Welcoming America. This grant provided resources that allowed the City of Dallas to build a more robust response to COVID-19, which included a $10,000 award and technical assistance from emergency management consultants that focus on equity and inclusion.

WCIA selected two organizations, The Concilio and ImmSchools, to host focus groups with immigrant residents. WCIA has partnered with these two organizations, not only to bring critical information to keep families safe during the pandemic, but also to receive feedback from immigrants directly on how to improve communications and community outreach. So far, three “learning circles” have been hosted with immigrant leaders to learn about the concerns and barriers that immigrants experience to accessing pandemic resources. WCIA has used this qualitative data to improve outreach on health and safety information to immigrant communities who have been most impacted by the pandemic.

Our hope is that the partnerships and experiences that have resulted from the Emma Lazarus Resilience Fund will ultimately sets up systems that help to protect the health and well-being of all Dallas residents in the longer term.

Please do not hesitate to contact me or Christina da Silva, Welcoming Communities and Immigrant Affairs Officer, Office of Equity and Inclusion at christina.dasilva@dallascityhall.com should you have any questions.

DATE April 9, 2021

SUBJECT **Emma Lazarus Resilience Fund – After Action Report**

Liz Cedillo-Pereira
Chief of Equity and Inclusion

[Appendix]

c: Honorably Mayor and City Council Members
T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Bilierae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizor Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
Directors and Assistant Directors

Appendix

Welcoming Dallas Strategic Plan:
https://dallascityhall.com/departments/wcia/DCH%20Documents/COD-WCIA-Booklet.pdf

New Americans in Dallas Economic Brief
http://research.newamericaneconomy.org/wp-content/uploads/sites/2/2018/02/G4G_Dallas_FINAL_DIGITAL.pdf

Immigrants in Healthcare by Metro-area
https://research.newamericaneconomy.org/report/immigrants-healthcare-metros/

Open Society Foundation Emma Lazarus Campaign Executive Summary
https://www.opensocietyfoundations.org/publications/the-emma-lazarus-campaign-executive-summary
https://www.opensocietyfoundations.org/voices/what-the-us-still-owes-undocumented-workers

Urban Institute: What Amount of Cash Can Help Buffer Families Against COVID-19 Economic Impacts
https://www.urban.org/urban-wire/what-amount-cash-can-help-buffer-families-against-covid-19s-economic-impacts

City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 21-677 **Item #:** E.

Workforce: Welcoming Economies Program 2021 - 2022
[Liz Cedillo-Pereira, Chief of Equity and Inclusion, City Manager's Office; Christina da Silva, Welcoming Communities and Immigrant Affairs Officer, Office of Equity and Inclusion]

Memorandum

CITY OF DALLAS

DATE April 11, 2021

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

SUBJECT **Welcoming Economies Program for Immigrant Entrepreneurs**

Background

While making up 24% of the overall population, immigrants represented 32.2% of entrepreneurs in Dallas in 2016. To promote the economic inclusion of immigrant entrepreneurs, the Office of Equity and Inclusion – Welcoming Communities and Immigrant Affairs Division (WCIA) collaborated with the Office of Economic Development – Business and Workforce Inclusion (BWI) to apply for the Welcoming Economies Program, administered by Welcoming America. City of Dallas was one of five participants selected, including the City of Tulsa, the City of Cincinnati, and a Washington D.C.-based nonprofit.

As an awardee, WCIA and BWI will be receiving support to advance local policies, programs, partnerships, and practices that include immigrants as part of their local or regional economic strategy. The City of Dallas will receive a total of 9 hours of hands-on technical assistance and coaching, two virtual training sessions with subject area experts on immigrant economic inclusion strategies, four virtual peer learning opportunities. Technical assistance and coaching will be facilitated in partnership with Global Detroit (linked), a national leader in advocating for and executing strategies to drive equitable local, regional and statewide economic growth through immigrant inclusion.

The Welcoming Economies Program is a competitive opportunity for municipalities and nonprofit members of the Welcoming Network to access support from Welcoming America and Global Detroit to advance economic inclusion for immigrants and contribute to local economic development. Previous winners of the program include Champaign County, Illinois, City of Pittsburgh, Pennsylvania, and City of Louisville, Kentucky.

Scope of Work

In alignment with the City of Dallas Economic Strategic Action Plan and the Welcoming Dallas Plan, WCIA and BWI will work together to accomplish two main goals: expanding the capacity of the Dallas B.U.I.L.D. (Broaden Urban Investments to Leverage Dallas) program and creating a citywide micro-grant for immigrant entrepreneurs.

Expanding the capacity of the Dallas B.U.I.L.D. Program to become more accessible for immigrant entrepreneurs

Through this grant, WCIA and BWI would increase the capacity of the Dallas B.U.I.LD program by engaging immigrant entrepreneurs to 1) understand how the B.U.I.L.D

program could be adapted to meet the needs of immigrant business owners in a post-pandemic environment and 2) to ensure program communications and outreach are done through culturally competent channels. Finally, WCIA and BWI hopes to create safe and culturally competent internal systems for tracking immigrant business utilization of the Dallas B.U.I.L.D program to better understand trends.

This goal aligns with the Economic Development Strategic Action plan by operationalizing strategy #1 "Expand Dallas' Entrepreneurial Ecosystem" and strategy #6 "Attracting Foreign-Born Entrepreneurs." As recommended in the plan, a key part of accomplishing this goal will be engaging and creating formalized feedback loops with immigrant entrepreneurs.

To improve transparency and accountability, WCIA and BWI hope to also create internal systems and metrics within the Dallas B.U.I.L.D program that can reflect usage trends among immigrant business owners. Through this process, we aim to identify and implement tactics for Dallas B.U.I.L.D to expand its capacity and become more inclusive for immigrant entrepreneurs.

Pilot a citywide micro-grant competition that funds immigrant entrepreneurs and celebrates the economic contributions of immigrants in Dallas

WCIA and BWI aims to replicate the Dallas B.U.I.L.D Small Business Grant and pilot a micro-grant competition that focuses on immigrant entrepreneurs. WCIA and BWI would select immigrant entrepreneurs who would receive a cash prize and be featured on City of Dallas communication platforms. Similar to the Dallas B.U.I.L.D Small Business Grant, all immigrant entrepreneurs who apply would be contacted and connected with applicable resources and services that support their business.

Through the micro-grant competition, WCIA and BWI aims to promote economic inclusion by celebrating the economic contributions and resilience of immigrant entrepreneurs in Dallas, while also referring immigrant business owners with supports that help their business thrive. WCIA and BWI will identify a process to distribute the award prize to immigrant entrepreneurs that follows local, state and federal regulations.

Goals, Outputs and Metrics

Goal #1: Expanding the capacity of the Dallas B.U.I.L.D. Program to become more accessible for immigrant entrepreneurs

Outputs

- Host three meetings with partner chambers and immigrant representative groups to conduct needs analysis
- Identify opportunities for adapting the Dallas B.U.I.L.D program to needs
- Create a system for tracking immigrant business utilization of the Dallas B.U.I.L.D program

Metrics

- Equitable participation rates
- Hours of technical assistance – creating continuity plans
- Number of continuity plans signed by immigrant business owners
- How are businesses faring after creating a continuity plan

Goal #2: Pilot a citywide micro-grant competition that funds immigrant entrepreneurs and celebrates the economic contributions of immigrants in Dallas

Outputs

- Creating a system that is inclusive of home-based businesses and women led businesses
- Campaign using media channels that reach target audience
- Creating a system for providing support to applicants that qualify but may not have been chosen
- Creating a system for individuals who are chosen to receive the reward
- Communications campaign that highlights immigrant contributions

Metrics

- Number of immigrant business owners that apply
- Location of their business area that has identified vulnerable per Equity Impact Index
- Immigrant women participation is reflective of demographics
- Number of cultural channels- ethnic media promotional spots
- Number of media stories that highlight the narrative of immigrant contributions to Dallas economy

We look forward to partnering with Business and Workforce Inclusion to implement and track the progress of the Welcoming Economies Grant. Please contact me if you have any questions.

Liz Cedillo-Pereira
Chief of Equity and Inclusion

[Appendix]

c: Honorably Mayor and City Council Members
T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Bilierae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizor Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
Directors and Assistant Directors

Appendix

Dallas B.U.I.L.D Grant
http://www.dallascitynews.net/small-business-grant-program-give-3000-eligible-small-businesses-nonprofits

Dallas B.U.I.L.D. Small Business Grant Program Application
https://www.zoomgrants.com/gprop2.asp?donorid=2385&rfpid=3220

Welcoming Dallas Strategic Plan:
https://dallascityhall.com/departments/wcia/DCH%20Documents/COD-WCIA-Booklet.pdf

New Americans in Dallas Economic Brief:
http://research.newamericaneconomy.org/wp-content/uploads/sites/2/2018/02/G4G_Dallas_FINAL_DIGITAL.pdf

Welcoming Economies Program:
https://www.welcomingamerica.org/news/welcoming-economies-pilot-program-celebrates-2020-success