City of Dallas

1500 Marilla Street, Room 6ES
Dalllas, Texas 75201

Workforce, Education, and Equity Committee

February 10, 2020

9:00 AM

2019 CITY COUNCIL APPOINTMENTS

COUNCIL COMMITTEE	
ECONOMIC DEVELOPMENT Atkins (C), Blewett (VC), Gates, McGough, Narvaez, Resendez, West	**ENVIRONMENT AND SUSTAINABILITY** Narvaez (C), Atkins (VC), Blackmon, Blewett, Gates
GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT Gates (C), Mendelsohn (VC), Arnold, Bazaldua, Kleinman, Narvaez, Thomas	**HOUSING AND HOMELESSNESS SOLUTIONS** West (C), Thomas (VC), Arnold, Blackmon, Kleinman, Mendelsohn, Resendez
PUBLIC SAFETY McGough (C), Arnold (VC), Bazaldua, Blewett, Medrano, Mendelsohn, Thomas	**QUALITY OF LIFE, ARTS, AND CULTURE** Arnold (C), Gates (VC), Atkins, Narvaez, West
TRANSPORTATION AND INFRASTRUCTURE Kleinman (C), Medrano, (VC), Atkins, Bazaldua, Blewett, McGough, 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 ADMINISTRATIVE AFFAIRS** Kleinman (C), Arnold, Atkins, Gates, Resendez

(C) – Chair, (VC) – Vice Chair, (L) – Liaison

Handgun Prohibition Notice for Meetings of Governmental Entities

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistola oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."

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

Call to Order

MINUTES

A.   20-281   Approval of the January 13, 2020 Minutes

     Attachments: Minutes

BRIEFING ITEMS

B.   20-283   Aviation Workforce Development
                        [Mark Duebner, Director, Department of Aviation]

     Attachments: Presentation

C.   20-285   Dallas City of Learning
                        [Byron Sanders, President & CEO, Big Thought]

     Attachments: Presentation

D.   20-286   Place-Based Investments: Righting the Wrongs of the Past
                        [Leslie Williams, Deputy Chief of Racial Equity, Dallas ISD; Ashley Flores, Senior Director, Child Poverty Action Lab]

     Attachments: Presentation

E.   20-287   Proposed Ordinance Amendments and Youth Grant Initiative
                        [Brett Wilkinson, Director, Office of Strategic Partnerships and Government Affairs]

     Attachments: Presentation

BRIEFING MEMO

F.   20-289   2020 Census Update
                        [Brett Wilkinson, Director, Office of Strategic Partnerships and Government Affairs]

     Attachments: Memo

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]

Workforce, Education and Equity Committee
Meeting Record

Meeting Date: January 13, 2020   **Convened:** 9:02 a.m.   **Adjourned:** 11:10 a.m.

Committee Members Present:
Casey Thomas, Chair
Jaime Resendez, Vice Chair
Paula Blackmon
Lee Kleinman
Mayor Pro Tem Adam Medrano

Committee Members Absent:

Other Council Members Present:
N/A

Presenters:
Kimberly Tolbert, Chief of Staff
Liz Cedillo Pereira, Chief Equity & Inclusion
Michael Mendoza, Chief of Economic Development &
Neighborhood Services
Michael Rogers, Director of Transportation
Adriana Castaneda, Bond Program Director (I)
Susan Alvarez, Assistant Director Environmental Quality &
Sustainability
Genesis Gavino, Deputy Resilience Officer (I)

AGENDA
Call to Order (9:02 a.m.)

1. **Approval of the December 9, 2019 Meeting Minutes**

   Motion made by: MPT Medrano   Motion seconded by: CM Resendez
   Item passed unanimously: X   Item passed on a divided vote:
   Item failed unanimously: Item failed on a divided vote:

2. **Resilient Dallas Strategy**
   Action Taken/Committee Recommendation(s): Several staff members presented the seven Resilient Dallas Strategies listed below. The purpose of the briefing was to discuss the Resilient Dallas Approach and the visibility, partnership, framework, and network for departments. Discussions with committee members included checks and balances of these goals and the return on investment for the City. Staff explained through innovative programs, lessons learned from pilot projects, and strategic policy changes, how Dallas can transform these strategies to build and strengthen the resilience of our city. Next steps include developing an internal and external resilience network.

   o Goal 1: Advancing Equity
   o Goal 2: Welcoming City
   o Goal 3: Economic Mobility
   o Goal 4: Equitable Access
   o Goal 5: Healthy Communities
   o Goal 6: Neighborhood Infrastructure
   o Goal 7: Environmental Sustainability

3. **2020 Census Update**
   Presenter(s): Kimberly Tolbert, Chief of Staff, City Manager's Office

Action Taken/Committee Recommendation(s): The Office of Strategic Partnership and Government Affairs provided an update on the implementation of the 2020 census and where we are currently with efforts. Staff is planning to provide a briefing to the full Council on March 4, 2020. No discussions took place.

Adjourn (11:10 a.m.)

APPROVED BY: **ATTESTED BY:**

Casey Thomas, Chair   **Victoria Cruz, Coordinator**
Workforce, Education & Equity Committee   **Workforce, Education & Equity Committee**

Aviation Workforce Development

**Workforce, Education, and
Equity Committee
February 10, 2020**

**Mark Duebner, Director
Sheneice M. Hughes, Assistant Director
Department of Aviation
City of Dallas**

City of Dallas

Overview

- Department of Aviation (AVI) Workforce
- AVI Educational Partnerships
  - DISD
  - DCCCD
  - UTA / DART Transportation Leadership Academy
- Community Outreach
- Next Steps

City of Dallas

Department of Aviation Workforce

- The Department of Aviation has been growing at an unprecedented pace

- Since the repeal of the Wright Amendment in 2014, enplanements have increased from 4.7M in 2014 to 8.7M in 2019

- Due to the growth in business and rapidly changing industry, the Department of Aviation's staff has grown from 160 employees in 2014 to 341 employees in 2019

- Right now, we have 26 vacancies to fill; there is a need for a more qualified workforce in order to support airport growth

Workforce, Education and Equity

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Some of the Positions in Aviation

- Airside Operations Officer
- Landside Operations Officer
- Security Operations Officer
- Emergency Management Specialist
- Airport Safety & Compliance Officer
- Environmental Specialist
- Engineers and Architects
- Operations Technology Manager
- Airfield Maintenance Technician

- Project Coordinator III
- Chief Real Estate Specialist
- Airport Relationship Manager
- Community Engagement Manager
- Electricians
- Plumbers
- Senior Mechanic (Heavy Equipment)
- Aviation Department Technology Analyst

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Department of Aviation Workforce

- Some positions are harder to fill, such as Airport Operations Officer and Emergency Management Specialist, and have a high turnover rate due to competitive aviation industry salaries

- Additionally, airport badging requirements (TSA/Department of Homeland Security) add additional time to the hiring process

- Our goal is to hire qualified individuals in a timely manner

- The traditional model is to wait until job seekers find us and hope there is a match

- We are seeking to take it a step further and proactively create a pipeline of talent while providing equity opportunities for local youth

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Department of Aviation Workforce

- Education Levels
  - High School Graduate/GED – 24%
  - Associate or Trade Certificate – 16%
  - Bachelors – 40%
  - Masters Degree – 20%
- Gender
  - Male – 49.48%
  - Female – 48.45%
- Ethnicity
  - Black – 40%
  - White – 34%
  - Hispanic – 15%
  - Other – 11%

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AVI Educational Partnerships

- The Department of Aviation is developing a number of unique partnerships with local educational institutions

- We have chosen to partner with these institutions in order to create equity by exposing students to careers in aviation

- It's a win-win because at the same time we create equity and opportunity, we get access to the students

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AVI Educational Partnerships

- Dallas Independent School District (DISD) Career Institutes—Aviation Flight Pathway
  - AVI is providing input regarding an aviation-specific curriculum as an industry partner
  - AVI, DISD, Aviation Institute of Maintenance (AIM), and Bombardier are working together to gauge feasibility and discuss opportunities for a satellite campus at Dallas Executive Airport
  - Satellite campus would provide experimental learning/training opportunities for students enrolled in DISD Aviation Flight Pathway program
- Partnership with Thomas Jefferson Magnet HS – Hospitality interns
- Partnership with Frontiers of Flight – Aviation Camp at Dallas Executive Airport (DEA)
- Terminal Tours
  - AVI staff provides tours of DEA and DAL to schools through our activity permit application
- Career Days
  - AVI staff participates in an average of 25 Career Days annually (elementary, middle and high schools). Staff attend event and speak to students about aviation-related career tracks

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AVI Educational Partnerships

- ## Aviation Institute of Maintenance (AIM)
  - Partnership for trade positions (electrical, HVAC, plumbing) and airfield maintenance positions for the Dallas Airport System
  - Includes a feasibility study for a satellite campus at Dallas Executive Airport
  - Met with school representatives who toured the facility
  - Next steps include potentially creating a Learning Lab

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AVI Educational Partnerships

- Dallas County Community College District (DCCCD)
    - In discussions to create training opportunities for AVI employees onsite and offer aviation-specific certifications
    - Specialized Aviation Industry Certifications could include:
        - Safety & Compliance
        - Airport Operations
        - Emergency Management
        - Airfield Maintenance

Workforce, Education and Equity

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AVI Educational Partnerships

- UTA/DART Transportation Leadership Academy
  - Started in 2017 as a joint partnership between UTA and DART in an effort to engage students who desire a career in the transportation industry
  - Fall of 2019, AVI entered into a one-year arrangement with the Academy in order to gain exposure to students and introduce aviation as a possible career consideration in the transportation industry
  - Goal of the relationship is to partner on education and to develop workforce-ready college seniors who have an interest in working at AVI after graduation
  - Program serves as a pipeline for talent for the department, helping to fill positions as well providing students with valuable work experience and exposure to the aviation industry

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AVI Educational Partnerships

- ## UTA/DART Transportation Leadership Academy
  - AVI will host students from the Academy on March 7 and March 14
  - Expanding summer internship program
  - Increasing recruiting presence at UTA through participation in Career Fairs, Special Events, etc. thereby gaining access to more students
  - Anticipated Council Agenda Item (March 25, 2020) to:
    - Support Academy for three-years
    - Rename Academy to include Aviation: UTA/DART/City of Dallas Department of Aviation Transportation Leadership Academy

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Community Outreach

- AVI employees volunteer in the community
  - Provide community information about the Department of Aviation
  - Recruit Love Helpers
  - Advertise positions and talk to students about the aviation industry

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Next Steps

- Seeking additional partners (UNT-Dallas, TCCD), more directed programming, and additional opportunities to promote equity through workforce development

- Goal is to provide seamless opportunities from high school to college to graduate level through exposure to the aviation industry

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Conclusion

- Educational partnership programs such as the UTA/AVI Partnership program support the Mayoral and City Council priorities of ensuring that the City of Dallas has a "future-proof" workforce

- Addresses gaps in skill sets and workforce readiness by seamlessly and proactively engaging students with an interest in the aviation industry

- Creates exposure, equity and opportunity for students at all levels of education

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Questions?

Workforce, Education and Equity

City of Dallas

Agenda for Saturday Seminars – March 7 and 14

Saturday, March 7, 2020

9:00 a.m. Welcome and Overview --
Mark Duebner, Director

9:15 a.m. What is an Airport?-- Mark Duebner

9:45 a.m. Break

10:00 a.m. How do we Manage Customer Service? --Sheneice M. Hughes, Assistant Director

10:30 a.m. Walking Tour of Terminal--
Landside Operations

11:30 a.m. Lunch in Flight Deck

Saturday, March 14, 2020

9:00 a.m. Welcome and Overview

9:15 a.m. How do we Guide our Development? --Stephanie McHenry, Assistant Director

9:45 a.m. Break

10:00 a.m. How do we Interact with the Environment? --Marissa Sanchez, Interim Assistant Director

10:30 a.m. Panel discussion with Department UTA grads

11:00 a.m. Lunch in Flight Deck

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Workforce, Education and Equity

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Dallas City of Learning

Partnering to build an ecosystem closing the opportunity gap

Big Thought

February 10, 2020

Byron Sanders, CEO
Kristina Dove, Director of Learning Systems
Greg MacPherson, Sr. Director of Big Thought Institute

Presentation Overview

- Background/History
- Purpose
- Issues/ Community Impact (Key Learnings)
- Importance/Significance
- Future Opportunities for DCoL
- Proposed Action

Background/History

- Big Thought (BT) North Star
  - All youth in marginalized communities are equipped to imagine and create their best lives and world
- BT has 3 strands of work
  - Direct-to-youth Programs
  - Learning Systems
  - Big Thought Institute

Background/History

- Dallas City of Learning (DCoL) launched in summer 2014 to create city-wide system of summer learning and combat the summer learning "slide"
- Sustainability strategy for Wallace Foundation's national summer learning initiative
- Championed by Superintendent of Dallas ISD and Mayor of Dallas in large, unique systemic collaboration. Participation from multiple City agencies.

Background/History

Dallas City of Learning is a public-private citywide partnership between the City of Dallas and Dallas ISD, managed by Big Thought, to ensure all students have access to high quality out of school time learning experiences that build social and emotional skills and increase academic achievement. Dallas City of Learning builds a powerful network of neighborhood, community, and city partners to connect students to valuable local and digital resources.

Purpose

- Share with Council the history and learnings related to DCoL
- Review the 3-year scope of services provided through DCoL
- Evaluate the emerging impact data for DCoL
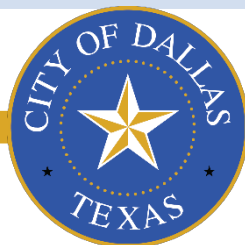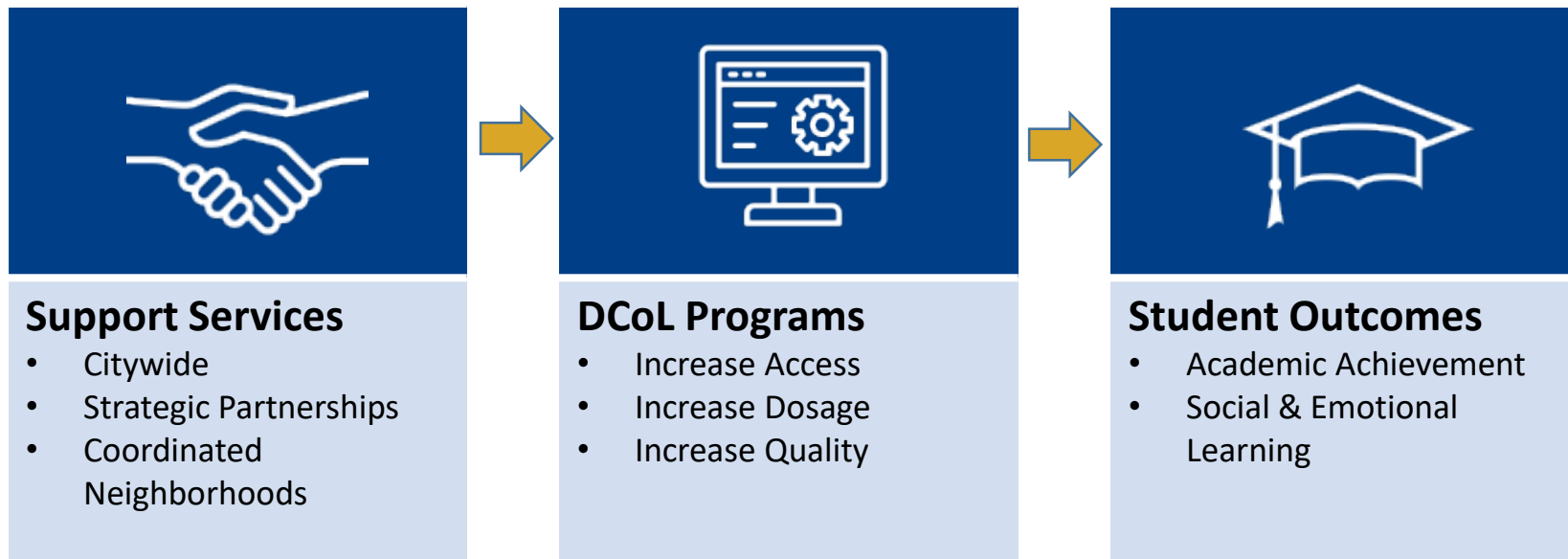- Explore the future opportunities and next phases of DCoL

DCoL History & Learning

- 2014-2016 were pilot years
- Summer 2017 we determined that ecosystem is feasible; established new baseline for measuring system performance
- Summer 2018 we found the ecosystem was replicable
- Summer 2019 proved the ecosystem is sustainable
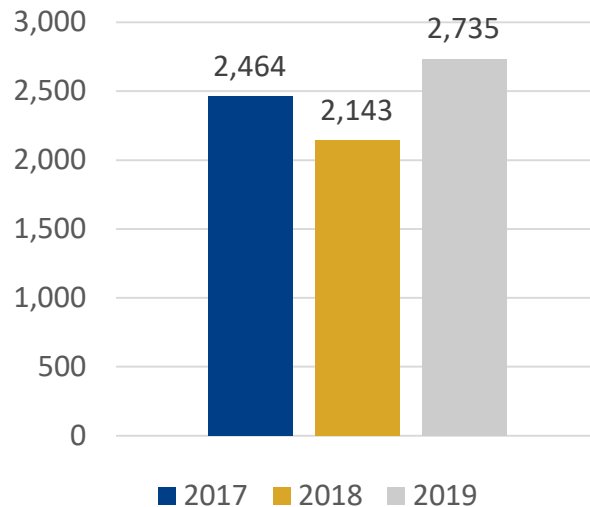
DCoL History & Learning

- DCoL Theory of Change focuses on Access, Dosage & Quality
- Evaluation partnership with SMU CORE

Support Services
- Citywide
- Strategic Partnerships
- Coordinated Neighborhoods

DCoL Programs
- Increase Access
- Increase Dosage
- Increase Quality

Student Outcomes
- Academic Achievement
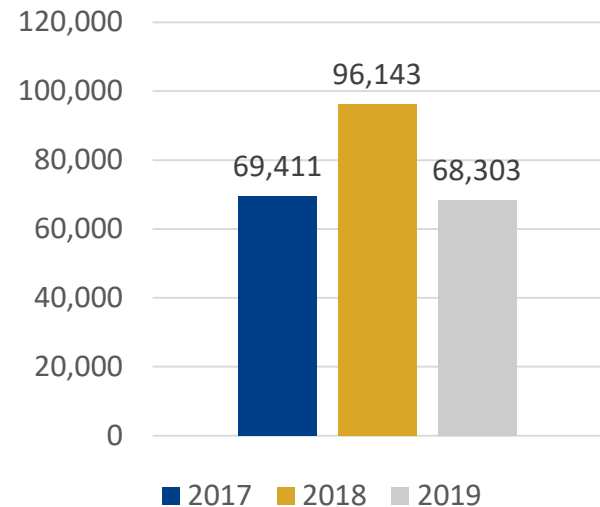- Social & Emotional Learning

Access - DCoL 3 Year Trends

- 95% of programs are free
- Over 7,000 programs offered
- 233,857 total participants (not unique)
- 92,162 unique youth from 2017-2019
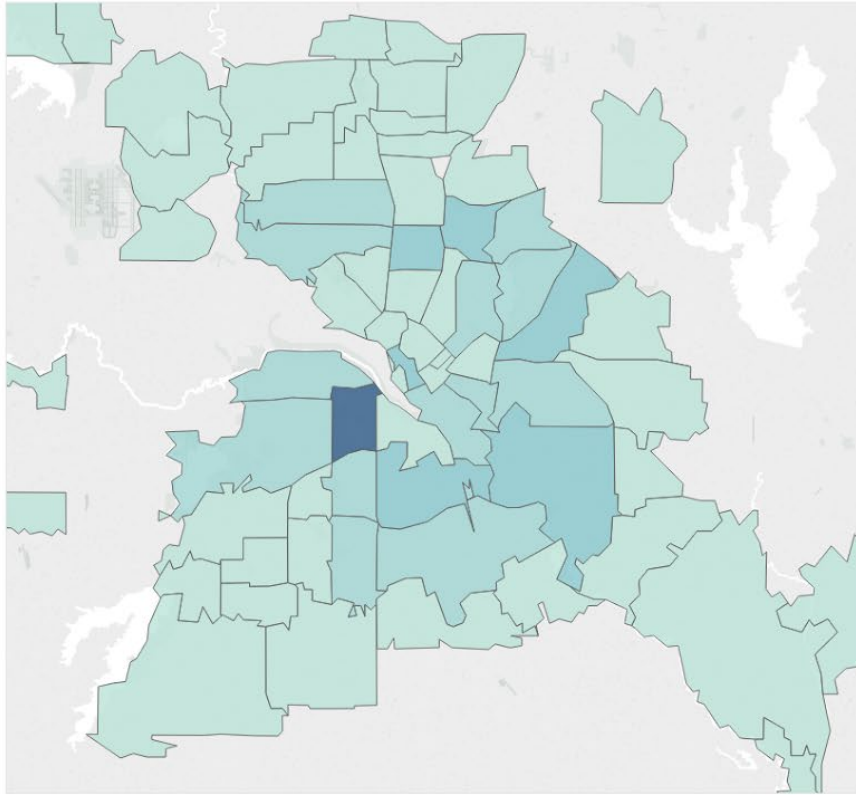
Total Programs Offered

Year	Programs
2017	2,464
2018	2,143
2019	2,735

Total Participants

Year	Participants
2017	69,411
2018	96,143
2019	68,303

Access - DCoL 3 Year Trends

Total Participants, 2017-2019

Total Programs, 2017-2019

Total Participants (17-19)
0 — 38,587
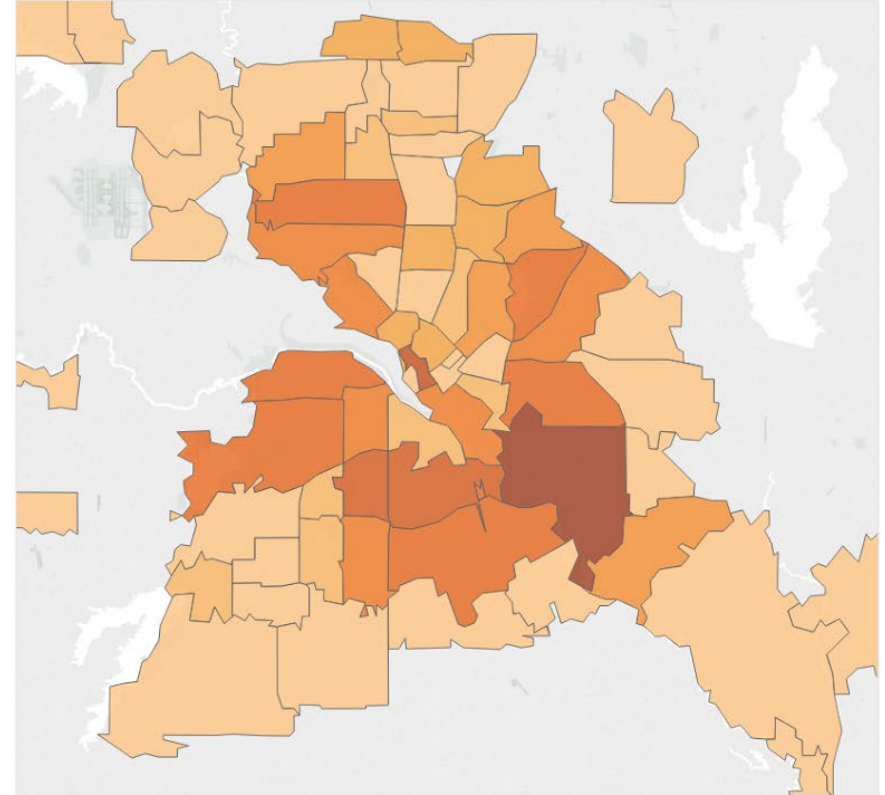
Total Programs (17-19)
1 — 493

Access - DCoL 3 Year Trends

- 0 (66)
- 1 (34)
- 2 (55)
- 3 (36)
- 4 (38)
- 5 (29)
- 6 (43)
- 7 (49)
- 8 (38)
- 9 (19)
- 10 (14)
- 11 (11)
- 12 (6)
- 13 (30)
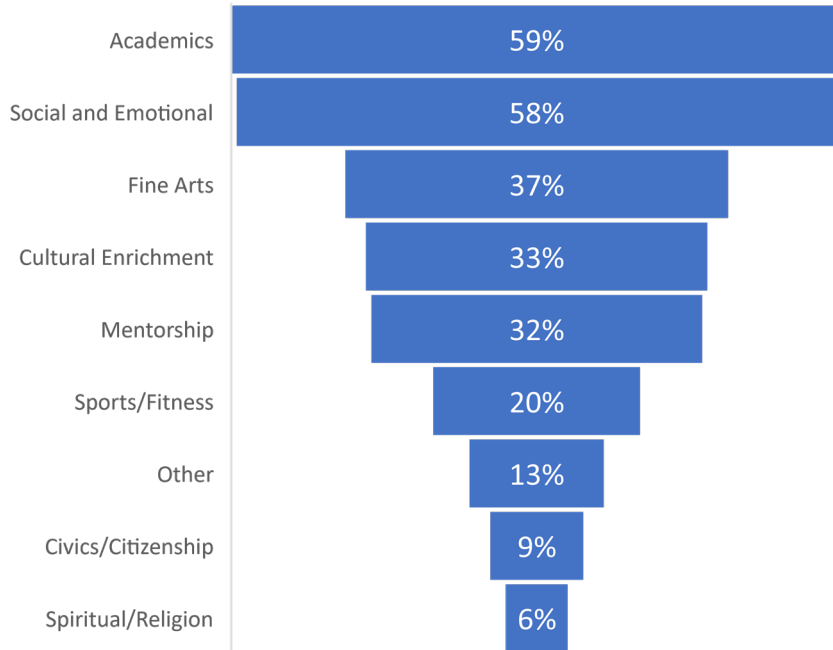- 14 (38)
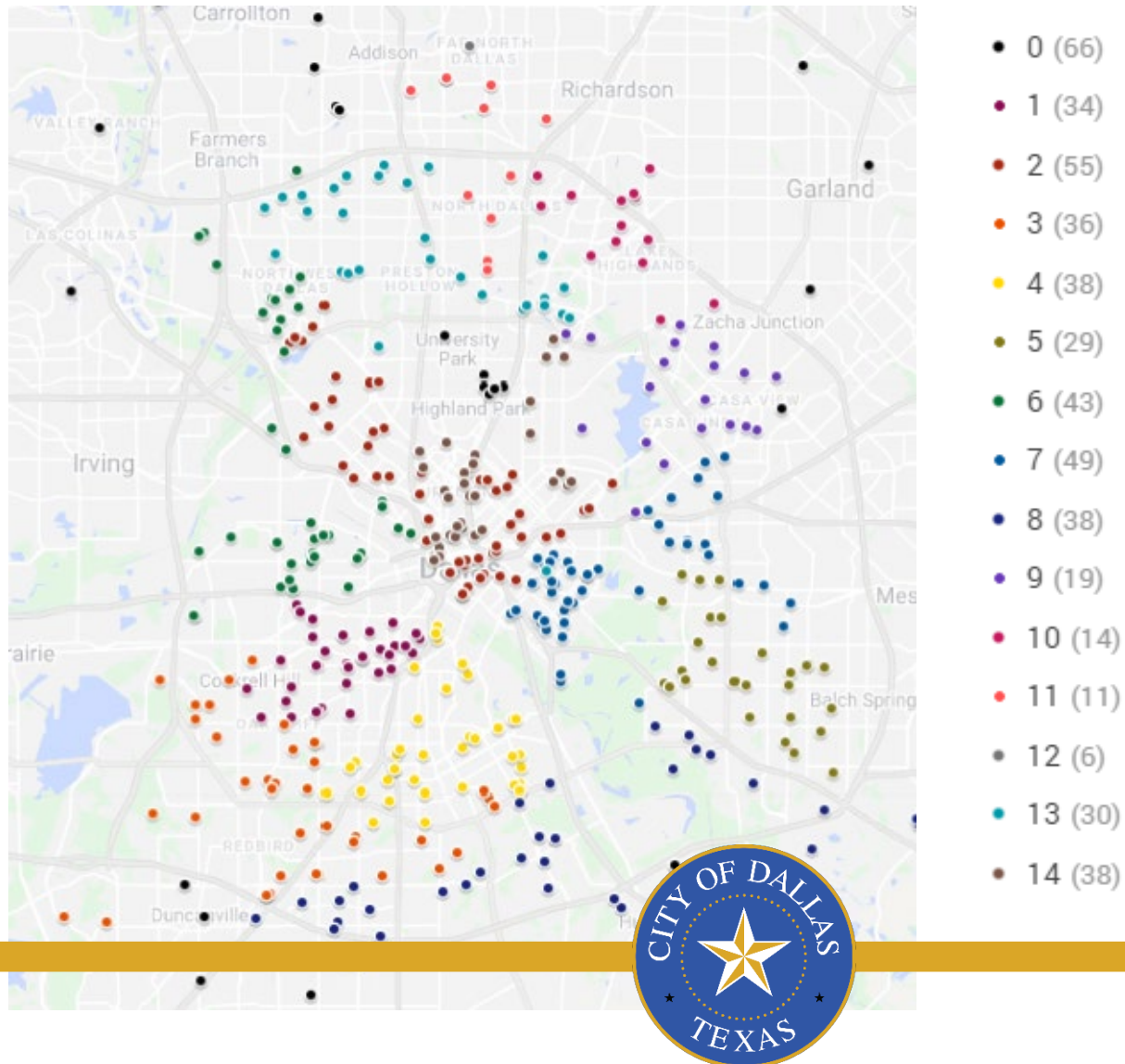
Access – 2019 Focus & Benefits

Program Focus Areas
According to Front-Life Staff, Summer 2019

Academics	59%
Social and Emotional	58%
Fine Arts	37%
Cultural Enrichment	33%
Mentorship	32%
Sports/Fitness	20%
Other	13%
Civics/Citizenship	9%
Spiritual/Religion	6%

Program Benefits
According to Front-Life Staff, Summer 2019

Social Skills	54%
Character/Leadership	51%
Creativity/Expression	46%
School Motivation	45%
Fun & Safe Space	45%
Academic Support	38%
College Readiness	29%
Fine Arts Skills	26%
Healthy Lifestyle	13%
Spiritual Development	8%
Other	7%
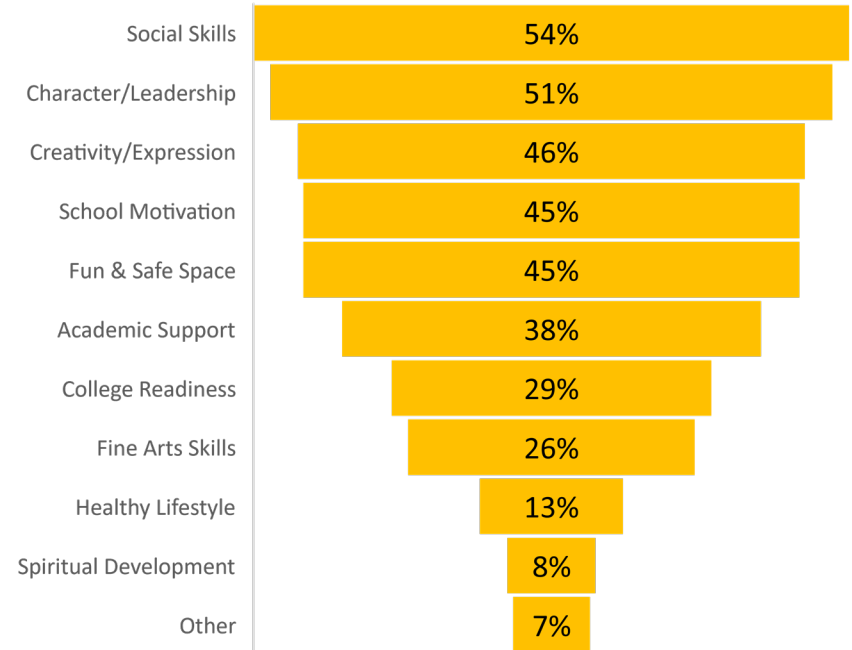
Dosage - DCoL 3 Year Trends

- 79% increase in average program days per youth reported
- 185% increase in average program hours received per youth
- 30 days over 2 summers correlated with significant impact

Avg. Program Days / Youth

2017: 9.8
2018: 16.6
2019: 17.5

Avg. Program Hours / Youth

2017: 23
2018: 50.52
2019: 65.6
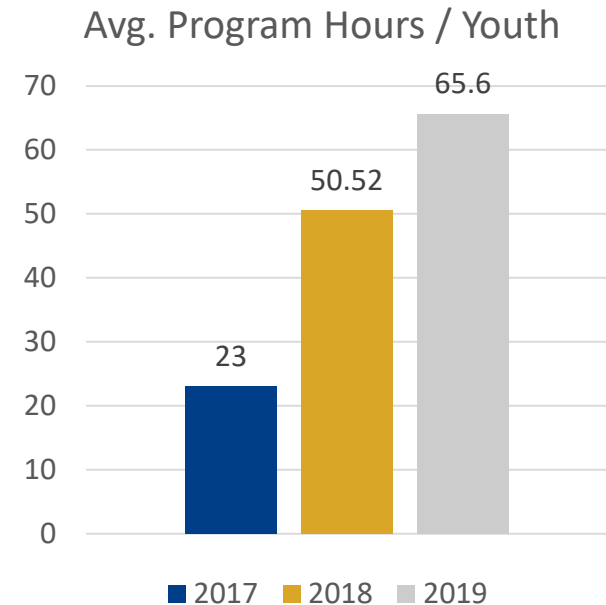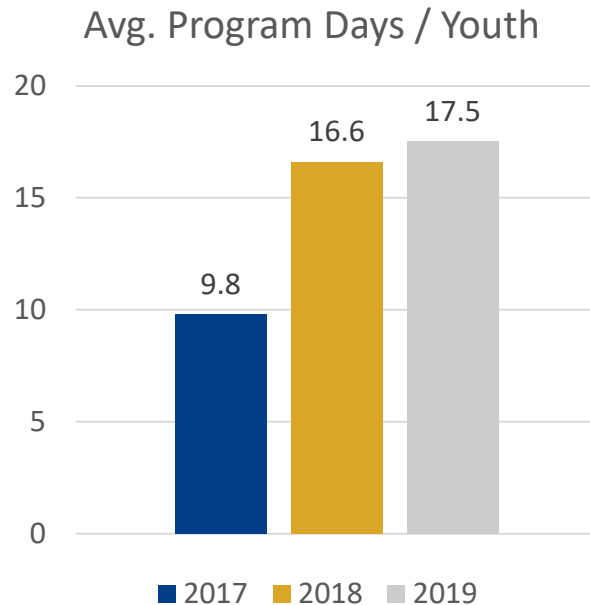
Dosage - DCoL 3 Year Trends

- 303% increase in participants with 2 or more experiences in a summer

 # Participants w/ 2+ Experiences

Legend: 2017, 2018, 2019
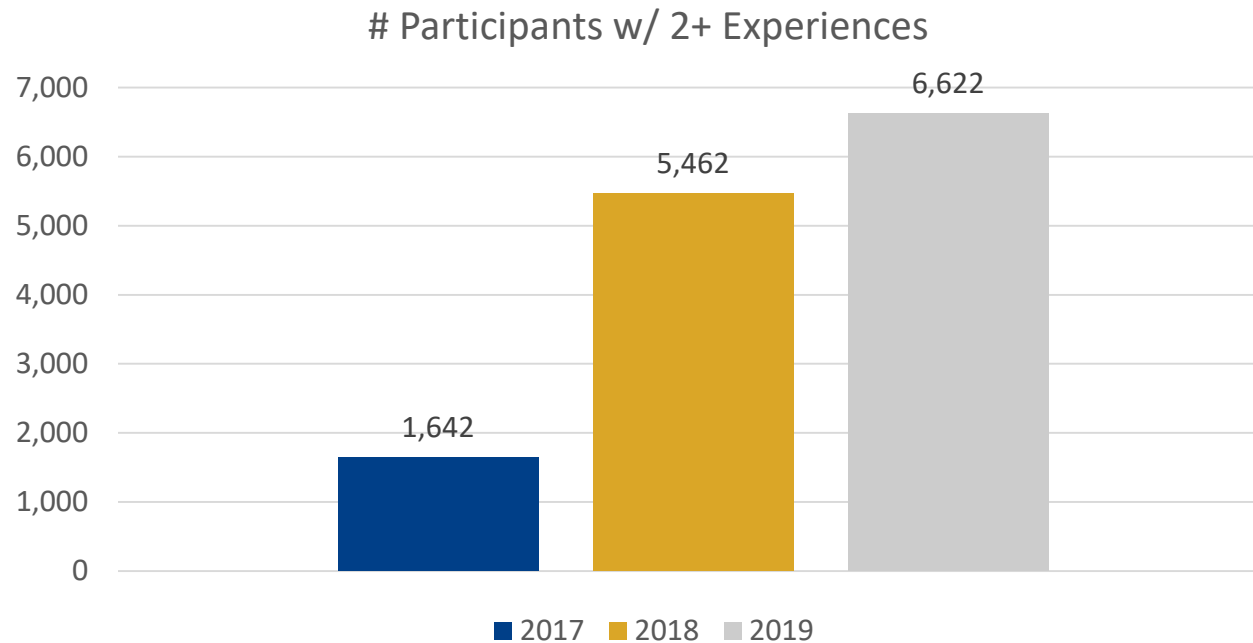
Quality - DCoL 3 Year Trends

- Stakeholder Satisfaction (n=5,671 Student; n=2,841 Caregiver)
- Instructional Observations (n=765)

3-Year Average Rating of Quality (out of 10)

Student: 8.3
Caregiver: 9.2

3-Year Average % of Positive Observations (3 & 4 out of 4)

- Climate: 69.1%
- Engagement: 65.0%
- Dialogue: 54.1%
- Skill & Knowledge: 49.3%
- Creative Choice: 62.9%
- Expectations & Recognition: 56.7%
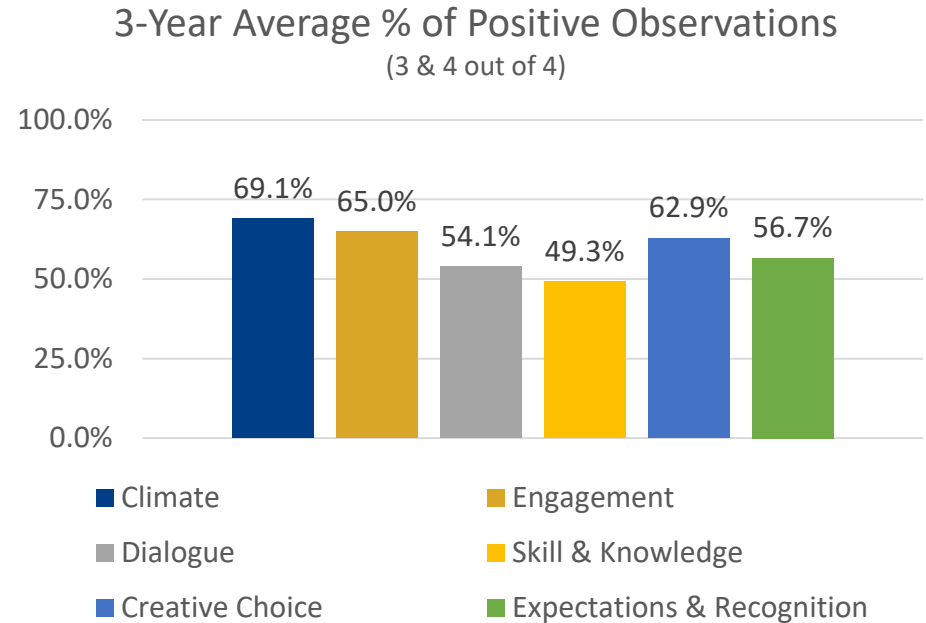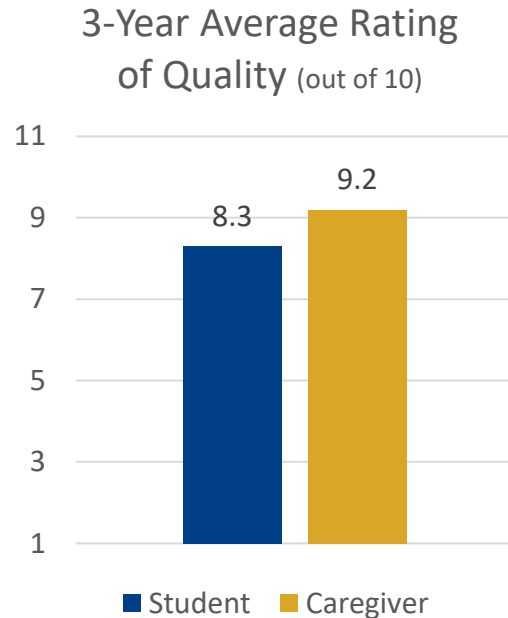
Key Learnings

- SMU CORE evaluation of summer 2017 & summer 2018
  - Attending summer programs positively impacts students' attendance and academic achievement.
  - Impacts really show up after 30 days of programming.
  - One summer is good; two summers is better.
  - Summer programming matters most for kids who need it most.

Attending summer programs positively impacts students' attendance & academic achievement.

- As dosage increases, so does
  - ➤ School attendance (M, H)
  - ➤ Beginning of year GPA (E, M, H)
  - ➤ Reading & Math STAAR (E, M)
  - ➤ English & Algebra STAAR (H)
- Impacts show up after about 30 days of programming (one summer or cumulative over 2 summers)

1 Summer is Good; 2 Summers is Better

- With every 1 day of DCoL Programming Elementary School Students are:
  - ➤ 2.5% More likely to pass STAAR Math
  - ➤ 3.4% More likely to pass STAAR Reading
- With every 1 days of DCoL Programming High School Students are:
  - ➤ 4% More likely to pass EOC English 1

Ecosystem of Equity
Summer programming matters most for kids who need it most.

- Students accessing DCoL programs were much more likely to be at risk of failing (not "approaching" STAAR) and had worse school attendance.
- Positive outcomes are more pronounced for Black and Hispanic students participating in DCoL

Importance/Significance

- Alignment and Response to City Equity Indicators
  - Through even more strategic alignment and City department collaboration DCoL can be a planning and coordinating initiative positively affecting:
    - Education - Elementary and Middle School Education
    - Justice and Government – Incarceration
    - Economic Opportunity indicators (long term)

Importance/Significance

- Alignment and Response to City Cultural Plan
    - Equity
    - Diversity Space Support for Artists
    - Sustainable Arts Ecosystem
    - Communication

Future Opportunities for DCoL

- o DCoL Advisory Council (Jennifer Scripps, Director of OAC is City representative)
- o Expanded Learning Information System (ELIS)
  - o Partnership with Dallas Afterschool and SMU Center on Research & Evaluation to share OST program and outcome data back to provider/partners for continual improvement through a dynamic dashboard
- o Learning Pathways
  - o 21st Century skill development and use of micro-credentials (digital badges) to acknowledge and provide youth with visibility of the skills that they learn

Proposed Action

- We Need You!
  - o Grow the Ecosystem – connect Big Thought with constituents and City departments that may want to engage
  - o Share the Story
  - o Long term: Opportunities to connect City and District youth service via common or aligned youth ID (ex. Student ID and Library Card #)

Dallas City of Learning

Partnering to build an ecosystem closing the opportunity gap

Big Thought

February 10, 2020

Byron Sanders, CEO
Kristina Dove, Director of Learning Systems
Greg MacPherson, Sr. Director of Big Thought Institute

Place-Based Investments: Righting the Wrongs of the Past

*Dallas Independent School District
Child Poverty Action Lab*

February 10, 2020

Leslie Williams, Deputy Chief of Racial Equity, Dallas ISD

Ashley Flores, Senior Director, Child Poverty Action Lab

Presentation Overview

- Race and Redlining: Legacies of Dallas' Segregated Past
- The Community Resource Index (CRI)
- Equity in Bond Planning: Neighborhood Hubs
- CRI Application at Lincoln High School
- Next Steps and Collaboration with the City

Purpose

- Inform Committee about development of Community Resource Index
- Illustrate application of CRI to Dallas ISD Bond planning
- Share Dallas ISD next steps
- Propose opportunities for Dallas ISD/City of Dallas collaboration

Redlining in New Deal America
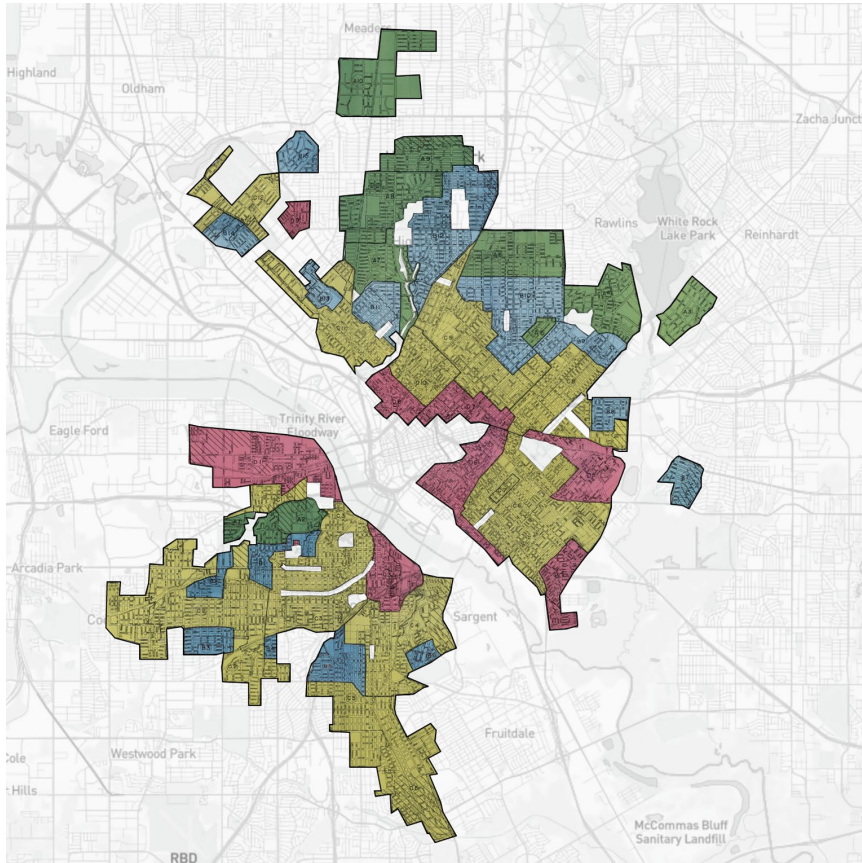
First Grade – Exclusively White, 80% Mortgage Value

Second Grade – Mostly White, 60-80% Mortgage Value

Third Grade – Mixed, Poor, 5% Mortgage Value

Fourth Grade – Mostly Black, Ineligible for Mortgage Insurance

Community Impact of Redlining
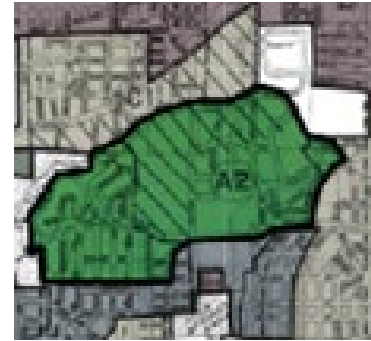
Tract 203 (Yellow/Redlined)
- 2010 Median Income: **$19,422**
- Poverty Percentage: **34%**
- Median House Value: **$99,700**
- Marriage Rate: **28%**
- High School Graduation Rate: **73%**
- Bachelor's Degree Rate: **14%**

Tract 44 (Greenlined)
- 2010 Median Income: **$103,510**
- Poverty Percentage: **8%**
- Median House Value: **$395,800**
- Marriage Rate: **63%**
- High School Graduation Rate: **93%**
- Bachelor's Degree Rate: **58%**

Community Impact of Redlining
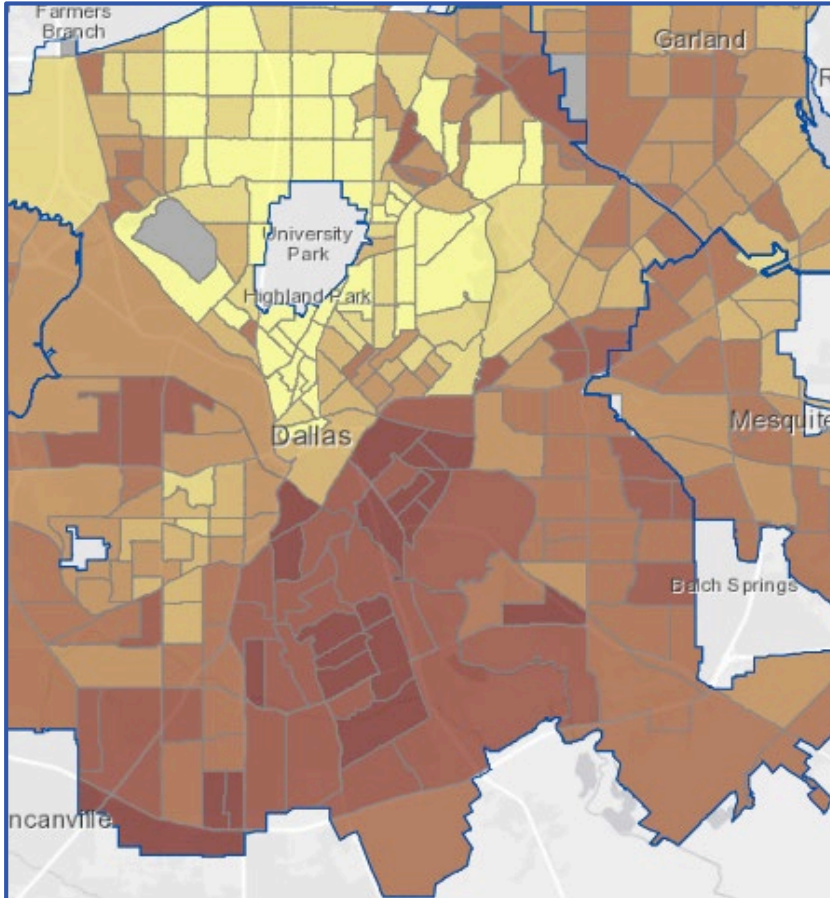
Asthma Rates
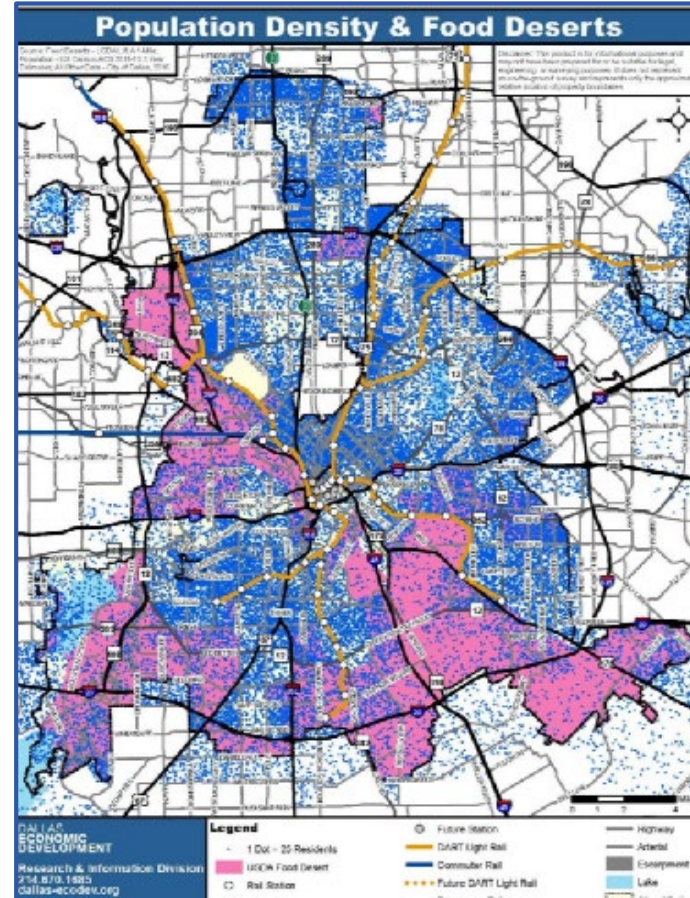
USDA Food Deserts

Community Impact of Redlining
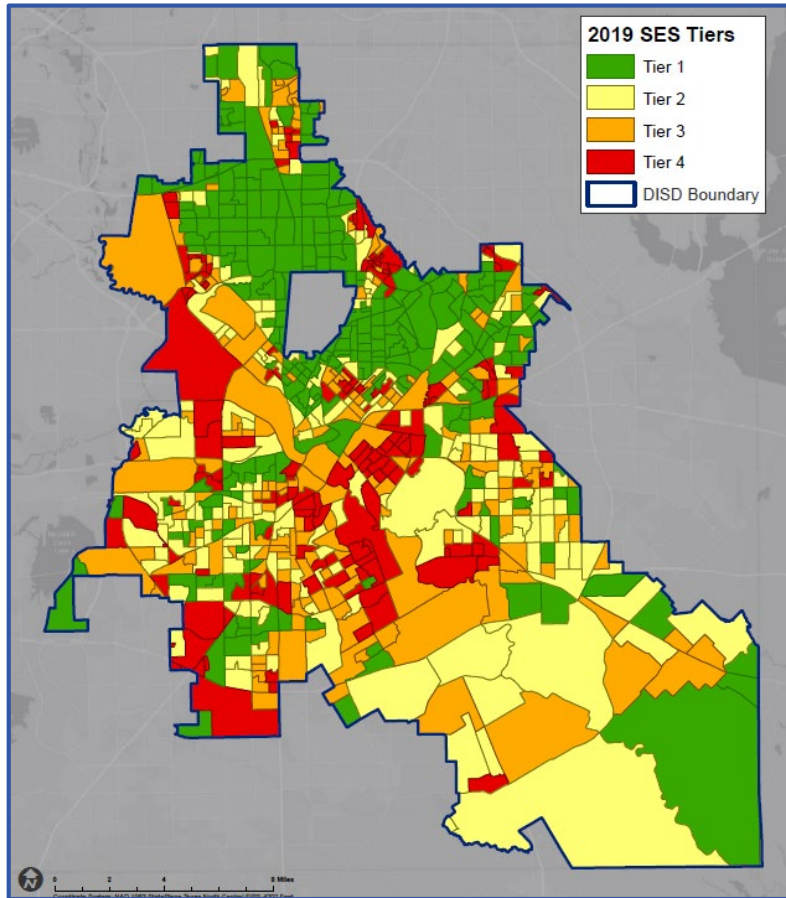
Historical redlines approximate modern-day intensity of poverty. Decades of disinvestment have resulted in concentration of deep poverty in particular neighborhoods.

Community Impact of Redlining

"High Opportunity" (Top 25%)
79 neighborhoods

"Moderate Opportunity" (Next 25%)
78 neighborhoods

"Limited Opportunity" (Next 25%)
79 neighborhoods

"Focus Areas" (Bottom 25%)
79 neighborhoods
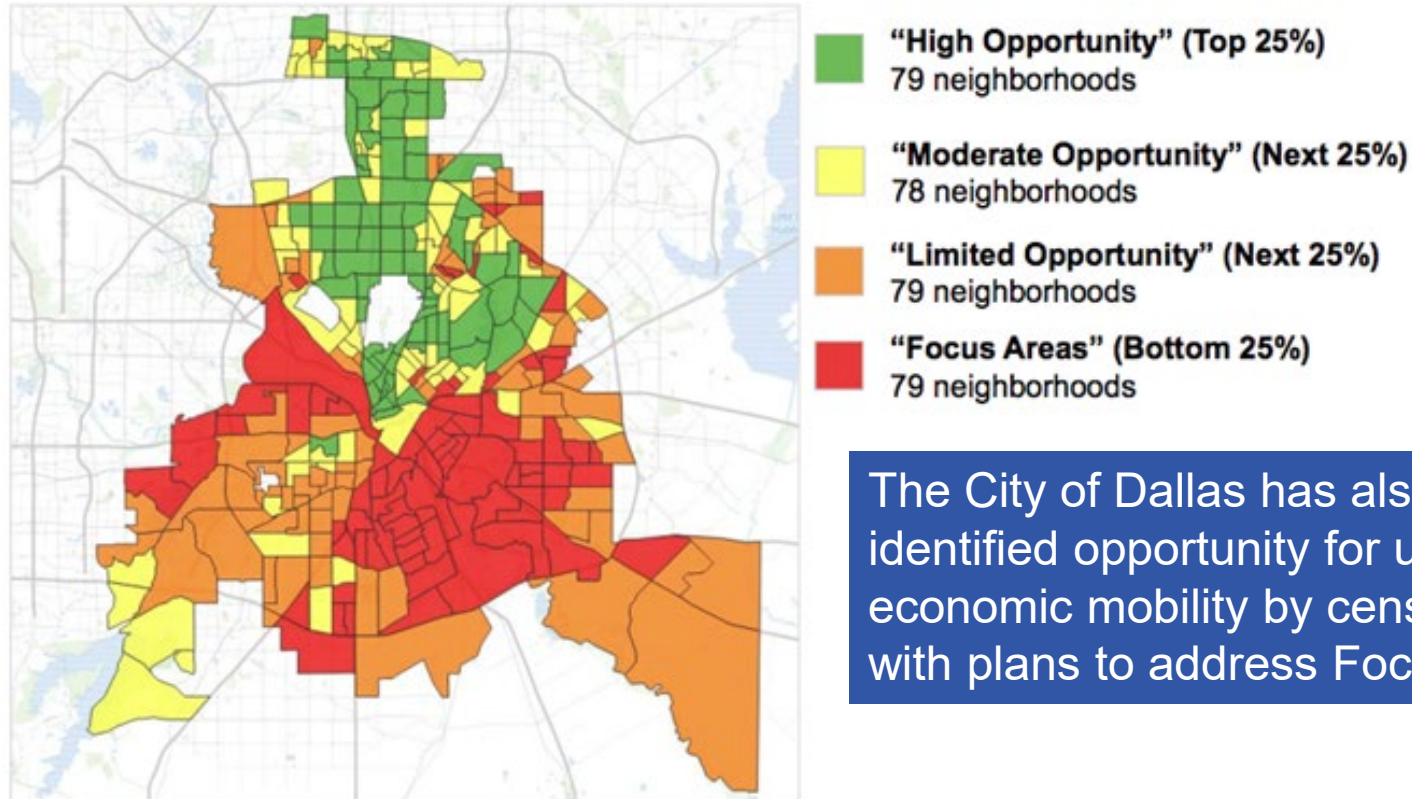
The City of Dallas has also identified opportunity for upward economic mobility by census tract, with plans to address Focus Areas.

Development of the CRI

- **Purpose:** The Community Resource Index illustrates the condition of the neighborhood around Dallas ISD campuses and can be used to identify where 2020 Bond investment might provide needed support for local communities and residents.

Development of the CRI

- **Application:**
  - Within school communities, CRI indicators reveal particular needs.
  - **The CRI can be used with the Facility Condition Index (FCI) to prioritize and deploy 2020 Bond funding in a way that both improves the school's physical plant and catalyzes community change.**
  - The CRI could also inform investment decisions/resource allocation by other stakeholders and public agencies in Dallas.

CRI Indicators

COMMUNITY		
Housing Affordability	Percent of households that are cost-burdened	
Housing Stability	Eviction removals	
Property Conditions	Vacant residential properties	
	Vacant commercial properties	
Public Amenities	Access to libraries, parks, and community centers	
Violent Crime	Violent crime reported to law enforcement (Group A Crime)	
Incarceration	Number of people from the community incarcerated in jail or prison	

ECONOMICS		
Wages	Median household income
Poverty	% of the population below the federal poverty line
Jobs	Unemployment rate
	Number of jobs
Financial Services	Number of banks (e.g. commercial banks, credit unions)
	Number of payday lend-ing and check-cashing businesses
Opportunity Youth	% of young adults 16-24 who are not working

FAM.		
Childcare	Number of licensed child care centers
Parents/Guardians	% of two-parent households

EDU.		
Preschool Enrollment	% of 3- and 4-year olds attending preschool
Afterschool Programs	Number of neighborhood out-of-school time programs
Postsecondary Education	% of people aged 25 or older with a college degree

HEALTH		
Health Insurance Coverage	% of the population with health insurance coverage
Life Expectancy	Anticipated life expectancy for people born 2010-2015
Access to Primary Health Care	Number of doctor's offices
	Number of pharmacies
Access to Healthy Food	Number of grocery stores and produce vendors
	Average monthly spending on fresh vegetables

Interpreting the CRI

- The CRI has five categories. All campuses have an index score for each category *and* an overall composite score.

- The data for each variable represents a two-mile radius around each campus.

	CRI Rank (Out of 196)	Economic Index Rank	Education Index Rank	Family Index Rank	Health Index Rank	Community Index Rank
WILMER-HUTCHINS H S	196	156	163	195	188	188
J P STARKS EL	195	190	152	177	190	181
J N ERVIN EL	194	173	138	193	196	179
KENNEDY-CURRY MIDDLE	193	178	141	192	195	178
SEAGOVILLE H S	192	51	187	189	184	193
W W BUSHMAN EL	191	180	143	166	192	192
SEAGOVILLE MIDDLE	190	58	188	184	185	186
WILLIAM B MILLER EL	189	191	139	154	182	189
KLEBERG EL	188	69	189	187	178	176
LINCOLN HUMANITIES/CO..	187	195	106	194	193	131
ELISHA M PEASE EL	186	176	128	159	194	195
SEAGOVILLE NORTH EL	185	37	193	178	175	194
CHARLES RICE LEARNING ..	184	179	103	196	189	152
ELADIO R MARTINEZ LEAR..	183	123	178	183	177	130
NANCY MOSELEY EL	182	85	195	137	157	180
SEAGOVILLE EL	181	32	194	171	176	196
EBBY HALLIDAY EL	180	73	196	150	164	128

Schools by All Indices

12

Proposed Neighborhood Hubs

PINKSTON
CRI: 22
FCI: 43%
IP: 0.69
UTIL: 62%

ROOSEVELT
CRI: 20
FCI: 69%
IP: 0.77
UTIL: 38%

LINCOLN
CRI: 5
FCI: 43%
IP: 0.86
UTIL: 34%

SPRUCE
CRI: 21
FCI: 32%
IP: 0.51
UTIL: 73%

DE ZAVALA
Dallas
DUNBAR
MADISON
RHOADS
HARLLEE
Balch
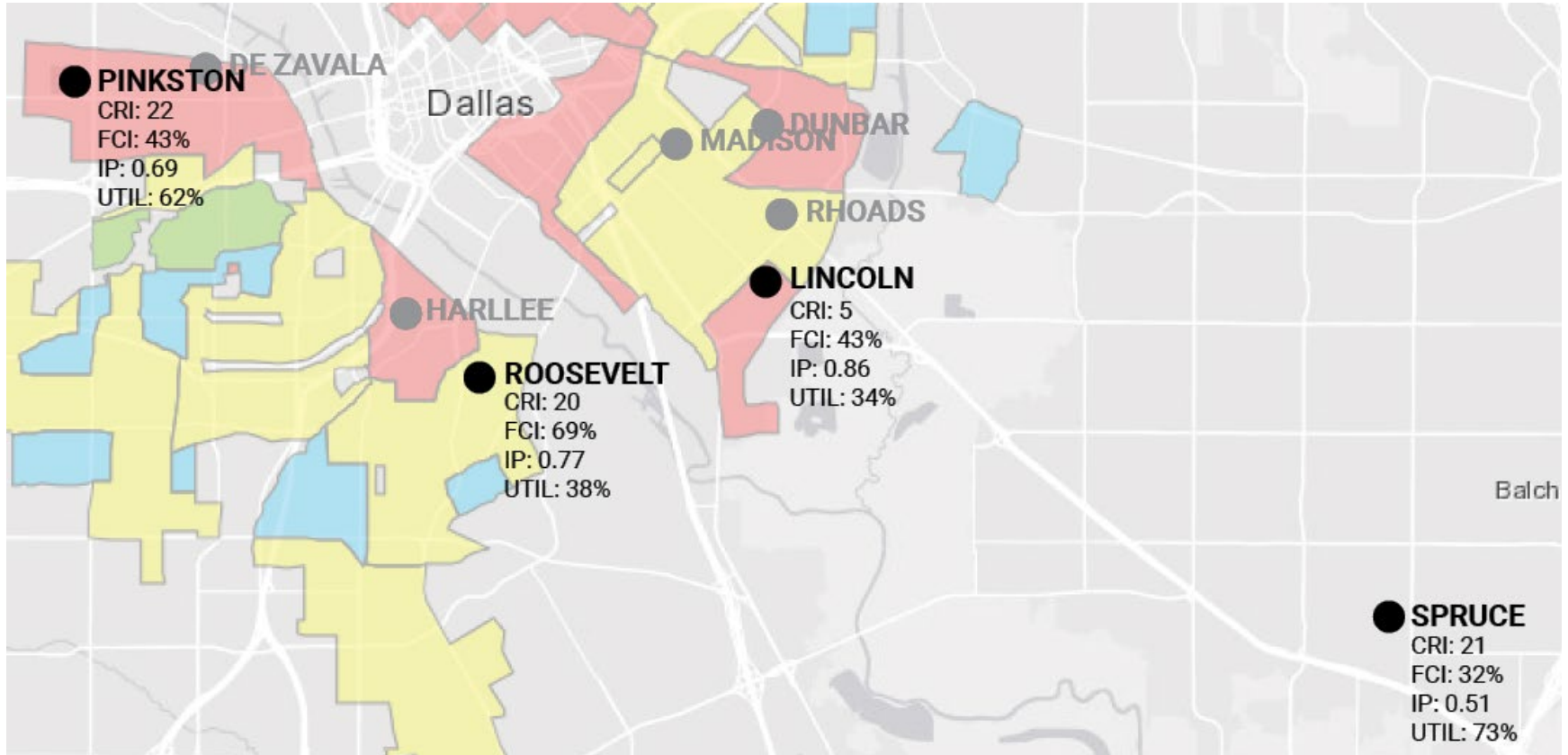
Case Study | Lincoln

Lincoln has an overall CRI of 5, FCI of 43%, Intensity of Poverty of 0.86, and Utilization of 34%.

COMMUNITY			
Housing Affordability	Percent of households that are cost-burdened	29.7% home-owners 68.4% renters
Housing Stability	Eviction removals	309
Property Conditions	Vacant residential properties	~13%
	Vacant commercial properties	~12%
Public Amenities	Access to libraries, parks, and community centers	1 library 7 community centers 2.5 square miles park space
Violent Crime	Violent crime reported to law enforcement (Group A Crime)	3,248 count of violent crime
Incarceration	Number of people from the community incarcerated in jail or prison	462 (2%) incarcerated adults

FAM.			
Childcare	Number of licensed childcare centers	16
Parents/Guardians	% of two-parent households	37%

EDU.			
Preschool Enrollment	% of 3- and 4-year olds attending preschool	33.6%
Afterschool Programs	Number of neighborhood out-of-school time programs	29 afterschool programs 2,272 capacity for programs
Postsecondary Education	% of people aged 25 or older with a college degree	7% people with Bachelor's degree

ECONOMICS			
Wages	Median household income	$26,635
Poverty	% of the population below the federal poverty line	7,902 (37.8%) of total population in poverty, 2,765 (49%) of children in poverty
Jobs	Unemployment rate	9%
	Number of jobs	5,355
Financial Services	Number of banks (e.g. commercial banks, credit unions)	4 banks
	Number of payday lending and check-cashing businesses	2
Opportunity Youth	% of young adults 16-24 who are not working	20.5%

HEALTH			
Health Insurance Coverage	% of the population with health insurance coverage	72%
Life Expectancy	Anticipated life expectancy for people born 2010-2015	70
Access to Primary Health Care	Number of doctor's offices	28
	Number of pharmacies	5
Access to Healthy Food	Number of grocery stores and produce vendors	50
	Average monthly spending on fresh vegetables and fruit	$240

Data on this slide was pulled from the CRI Dashboard.

CRI Bond Dollars at Lincoln

COMMUNITY	**Housing Affordability**	Percent of households that are cost-burdened	29.7% home-owners 68.4% renters
	Housing Stability	Eviction removals	309
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Create dedicated office space for attorneys to hold after-school office hours for tenant/landlord cases.

Open campus library to the public after school hours and on the weekend.

Expand afterschool programs on-site to grow neighborhood capacity.

CRI Bond Dollars at Lincoln

ECONOMICS	**Wages**	Median household income	$26,635
	Poverty	% of the population below the federal poverty line	7,902 (37.8%) of total population in poverty, 2,765 (49%) of children in poverty
	Jobs	Unemployment rate	9%
		Number of jobs	5,355
	Financial Services	Number of banks (e.g. commercial banks, credit unions)	4 banks
		Number of payday lending and check-cashing businesses	2
	Opportunity Youth	% of young adults 16-24 who are not working	20.5%

Collaborate with local partners, e.g., City of Dallas, Chamber of Commerce, etc. to provide job training services.

HEALTH	**Health Insurance Coverage**	% of the population with health insurance coverage	72%
	Life Expectancy	Anticipated life expectancy for people born 2010-2015	70
	Access to Primary Health Care	Number of doctor's offices	28
		Number of pharmacies	5
	Access to Healthy Food	Number of grocery stores and produce vendors	50
		Average monthly spending on fresh vegetables and fruit	$240

Create dedicated office(s) for local partners, e.g., Parkland, to sign community members up for health insurance.

Dallas ISD Next Steps

- **Facilitate meetings in each neighborhood hub for parents and community to provide input**
- Identify specific projects to address using 2020 Bond funds
- Estimate what those projects might cost (using a cost estimator)
- **Prioritize Bond projects that would yield the greatest community impact**

Potential Collaboration with City of Dallas

- Explore feasibility of CRI alignment to Dallas Equity Indicators

- Co-facilitate community meetings in neighborhood hubs

- Analyze quantitative and qualitative data to prioritize projects across public agencies

Place-Based Investments: Righting the Wrongs of the Past

Dallas Independent School District
Child Poverty Action Lab

February 10, 2020

Leslie Williams, Deputy Chief of Racial Equity, Dallas ISD

Ashley Flores, Senior Director, Child Poverty Action Lab

Memorandum

DATE February 7, 2020

TO Members of the Workforce, Education and Equity Committee: Casey Thomas (Chair), Jaime Resendez (Vice Chair), Paula Blackmon, Lee Kleinman, Mayor Pro Tem Adam Medrano

SUBJECT **Census 2020 Update**

Following is the February Census update. As mentioned last month, Census staff will be providing these monthly update memos to the Workforce, Education and Equity Committee. Additionally, staff is planning to provide another full City Council briefing on March 4, 2020.

The Mayor's Complete Count Committee (CCC) will meet on February 10, at 4:30 in the L1 auditorium. The meeting purpose will be to provide an immediate implementation plan and to activate the full CCC. Representatives from area cities have also been invited. The goal is to ensure a uniform outreach message.
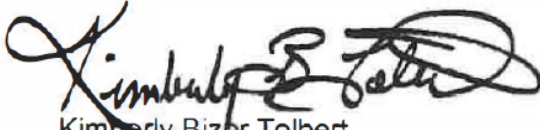
Implementation of Phase 3 of the City's Census strategic plan is underway. In Phase 3, which runs January 2020 – April 2020, staff will be intensifying outreach in Hard to Count areas of Dallas through frequent and direct engagement via community events. Staff has compiled a calendar of events, which identifies opportunities for engagement, outreach and awareness. Additionally, the City of Dallas is participating in the North Dallas Chamber of Commerce Civics for Business Census Program on February 21. The City of Dallas is also collaborating with the Communities Foundation, which is hosting a Census 2020 Summit in March. This summit will feature a heavy focus on activating non-profits.

Staff is also in the planning phase for Citywide weekend-long participation events the last weekend in March (March 28-29), and the first two weeks of April. The events will be opportunities to drive residents to strategically placed kiosks to fill out the Census online. There will be entertainment, food, and giveaways to encourage Census participation. Engagement is underway with major telecom companies to provide data and tablets for the kiosks. The possibility of telecom companies hosting kiosks in their respective retail stores throughout the city is being explored as well.

Alpha Business Images, the Dallas County vendor assisting with Census 2020, is on board and already working closely with the City's Census team. They are activating their own networks, in addition to the networks that the City has built, to implement outreach and awareness across the City, with a particular focus on Hard to Count communities. They are currently finalizing graphics for distribution in mid-February and have soft-launched the re-designed www.dallascensus.com. They are providing immediate activation and implementation guidance for those who have expressed interest in participating with Census 2020 outreach and awareness. They are also recruiting additional partners and stakeholders for immediate activation.

We will continue to keep you updated on the City's Census 2020 efforts. For questions or concerns, please contact me or Brett Wilkinson, Managing Director, Office of Strategic Partnerships and Government Affairs.

Kimberly Bizor Tolbert
Chief of Staff to the City Manager

c:

Honorable Mayor and Members of the City Council	Joey Zapata, Assistant City Manager
T.C Broadnax, City Manager	Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
Chris Caso, City Attorney (Interim)	Michael Mendoza, Chief of Economic Development and Neighborhood Services
Bilierae Johnson, City Secretary	M. Elizabeth Reich, Chief Financial Officer
Preston Robinson, Administrative Judge	Laila Alequresh, Chief Innovation Officer
Majed A. Al-Ghafry, Assistant City Manager	M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Jon Fortune, Assistant City Manager	Directors and Assistant Directors