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City of Dallas

Public Notice

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1500 Marilla Street, Room 6ES
Dallas, Texas 75201

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CITY SECRETARY
DALLAS, TEXAS

POSTED CITY SECRETARY
DALLAS, TX



Workforce, Education, and Equity Committee

January 11, 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=e5e5f3c062882a98509f52bd575ec510b>

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 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 Johnson (C), Mendelsohn (VC), Atkins, Gates, McGough
AD HOC COMMITTEE ON COVID-19 RECOVERY AND ASSISTANCE Thomas (C), Atkins, Blewett, Gates, Mendelsohn, Narvaez, 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. [20-2573](#) Approval of the December 14, 2020 Workforce, Education, and Equity Committee Meeting Minutes

Attachments: [Minutes](#)

BRIEFING ITEMS WITH ACTION

2. [20-2574](#) Approval of an Amendment to the Dallas City Code to Create a Veterans Affairs Commission

Attachments: [Draft Ordinance](#)

BRIEFING ITEMS WITHOUT ACTION

- A. [20-2575](#) Workforce: South Dallas Employment Project
[Zarin Gracey, Assistant Director, Office of Economic Development; Wes Jurey, Founder and Executive Director, Redemption Bridge]

Attachments: [Presentation](#)

- B. [20-2576](#) Workforce: Financial Empowerment Centers - Pilot Programming Update
[Jessica Galleshaw, Director, Office of Community Care]

Attachments: [Presentation](#)

- C. [20-2577](#) Equity: Drivers of Poverty Projects Update
[Jessica Galleshaw, Director, Office of Community Care]

Attachments: [Presentation](#)

BRIEFING MEMO WITHOUT ACTION

- D. [20-2601](#) Equity: Update on Government Alliance on Race and Equity (GARE) Innovation and Implementation Grant to the Office of Arts and Culture
[Jennifer Scripps, Director, Office of Arts and Culture]

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 #: 20-2573

Item #: 1.

Approval of the December 14, 2020 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: December 14, 2020

Convened: 9:00 a.m.

Adjourned: 10:17 a.m.

Committee Members Present:

CM Casey Thomas, Chair
CM Jaime Resendez, Vice Chair
MPT Adam Medrano
CM Lee Kleinman
CM Paula Blackmon

Committee Members Absent:

N/A

Other Council Members Present:

AGENDA

Call to Order (9:00 a.m.)

BRIEFING ITEMS

A. Approval of the November 9, 2020 Workforce, Education and Equity Committee Meeting Minutes

Action Taken/Committee Recommendation(s): A motion was made to approve the minutes for the November 9, 2020 Workforce, Education and Equity Committee meeting minutes. The motion passed unanimously.

Motion made by: Vice Chair Resendez

Motion seconded by: MPT Adam Medrano

B. Workforce: Overview of Workforce Solutions Greater Dallas' Initiatives - Workforce 2020, Reimagine 2021

Presenters: Laurie Larrea, President, Workforce Solutions Greater Dallas

Action Taken/Committee Recommendation(s): Ms. Larrea provided an overview of the Workforce Solutions Greater Dallas' (WFS) efforts to advance workforce development during the COVID-19 pandemic. She also discussed key strategies that WFS will pursue in 2021, including training thousands of unemployed workers for in-demand logistics jobs. Committee members asked questions about how WFS is preparing graduating high school students for the job market, the Dallas Thrives initiative, how the City can support workforce development, plans for the first quarter of 2021 to bridge disparities in workforce development efforts, and more. Information only.

C. Amendment to the Dallas City Code to Create a Veterans Affairs Commission

Presenters: Laura Morrison, Sr. Assistant City Attorney, City Attorney's Office; LaToya Jackson, Human Rights Officer, Office of Equity and Inclusion

Action Taken/Committee Recommendation(s): Sr. Assistant City Attorney Morrison and Officer Jackson provided an overview of a draft ordinance that would establish a Veteran Affairs Commission. The Commission will represent the city's military veteran community and is tasked with:

- Evaluating and recommending programs, policies, and practices designed to alleviate veterans' difficulties in meeting basic needs, obtaining housing, employment, and mental health assistance;
- Gathering information relating to the status of veterans in the Dallas community;
- Accumulating information about the needs of veterans in Dallas and make recommendations to the city council regarding these needs;
- Recommending ways to educate the community on the status of veterans rights, needs, and contributions;

- Recommending ways to promote awareness of veterans' full potential and the importance of veterans' contribution to the community;
- Identifying and review the entire range of services available to veterans, and recommend ways to:
 - strengthen existing services and pursue new services;
 - promote collaboration between service providers; and
 - expand resources available to veterans.

Chair Thomas recommended that the ordinance be edited to require the commission to have at least four members that have actively served in the U.S. military, as opposed to two members. Vice Chair Resendez asked questions about the steps to create the commission and the role that the Veterans Employee Resource Group plays in this commission and had a conversation around the term "reservist" and "actively serving" in the military. CM Kleinman asked which department will manage the commission, if the Welcoming Communities and Immigrant Affairs division is supporting these efforts, and what the budget and fiscal note is for the commission. Chair Thomas concluded the discussion by requesting staff to share the ordinance with the Mayor and City Council for feedback and that the amendment be placed on the second voting agenda in January 2021 for Council approval.

Adjourn (10:17 a.m.)

APPROVED BY:

Casey Thomas, Chair
Workforce, Education, and Equity Committee

ATTESTED BY:

Sommer Iqbal, Coordinator
Workforce, Education, and Equity Committee



City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 20-2574

Item #: 2.

Approval of an Amendment to the Dallas City Code to Create a Veterans Affairs Commission

ORDINANCE NO. _____

An ordinance amending Chapter 2, “Administration,” of the Dallas City Code by adding a new Article XXIX, “Veteran Affairs Commission”; providing the creation of the veteran affairs commission; providing the terms, membership requirements, meeting requirements, and functions of the veteran affairs commission; providing a saving clause; providing a severability clause; and providing an effective date. Now, Therefore,

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

SECTION 1. That Chapter 2, “Administration,” of the Dallas City Code is amended by adding a new Article XXIX, “Veteran Affairs Commission,” to read as follows:

“ARTICLE XXIX.

VETERAN AFFAIRS COMMISSION.

SEC. 2-170. VETERAN AFFAIRS COMMISSION - CREATED; TERMS; MEMBERSHIP; MEETINGS.

(a) There is hereby created the veteran affairs commission of the city, which shall be an advisory body of 15 members. Each city council member shall have one appointment to the veteran affairs commission. The mayor shall appoint the chair from among the members, subject to confirmation by the city council, and the full city council shall appoint the vice-chair.

(b) All members shall be appointed for an initial term to expire on September 30, 2021. Thereafter, nominations shall begin in August 2021 and each subsequent odd-numbered year, and members appointed shall serve a two-year term beginning on October 1.

(c) The veteran affairs commission will represent the city’s military veteran community. The veteran affairs commission must have a balanced membership reflecting an outstanding interest in or knowledge of veterans’ affairs, including having knowledge about veterans’ concerns, or being affiliated with a service provider to veterans, and at least two members must be actively serving or have actively served in the United States military (including the Reserves or National Guard).

(d) The veteran affairs commission shall hold monthly meetings or as often as may be necessary. The chair, with assistance of staff, shall schedule and determine the agenda for such meetings.

SEC. 2-171. VETERAN AFFAIRS COMMISSION - FUNCTIONS.

(a) The veteran affairs commission shall act as an advisory body to the city manager and the city council and shall:

(1) evaluate and recommend programs, policies, and practices designed to alleviate veterans' difficulties in meeting basic needs, obtaining housing, employment, and comprehensive mental health assistance;

(2) act as a central clearinghouse for information relating to the status of veterans in the Dallas community;

(3) accumulate information about the needs of veterans in the Dallas community, including available services, and make recommendations to the city council regarding these needs;

(4) recommend ways to:

(A) educate the community on:

(i) the status of veterans' rights and needs; and

(ii) veterans' contributions to our community; and

(B) promote awareness among the public and private sector of veterans' full potential and of the importance of veterans' contributions to the development of the community; and

(5) identify and review the entire range of services available to veterans, and recommend ways to:

(A) strengthen existing services and pursue new services for veterans;

(B) promote collaboration between service providers; and

(C) expand resources available to veterans.

(b) The city manager shall provide staff to assist the commission in performing its duties and responsibilities."

SECTION 2. That Chapter 2 of the Dallas City Code shall remain in full force and effect, save and except as amended by this ordinance.

SECTION 3. That any act done or right vested or accrued, or any proceeding, suit, or prosecution had or commenced in any action before the amendment or repeal of any ordinance, or part thereof, shall not be affected or impaired by amendment or repeal of any ordinance, or part thereof, and shall be treated as still remaining in full force and effect for all intents and purposes as if the amended or repealed ordinance, or part thereof, had remained in force.

SECTION 4. That the terms and provisions of this ordinance are severable and are governed by Section 1-4 of Chapter 1 of the Dallas City Code, as amended.

SECTION 5. That this ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so ordained.

APPROVED AS TO FORM:

CHRISTOPHER J. CASO, City Attorney

By _____
Assistant City Attorney

Passed _____



City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 20-2575

Item #: A.

Workforce: South Dallas Employment Project

[Zarin Gracey, Assistant Director, Office of Economic Development; Wes Jurey, Founder and Executive Director, Redemption Bridge]



City of Dallas

South Dallas Employment Project

January 11, 2021

Dr. Froswa' Booker-Drew
Vice President, Community
Affairs & Strategic Alliances
State Fair of Texas

Wes Jury
Founder & Executive
Director
Redemption Bridge

Zarin D. Gracey
Assistant Director
City of Dallas

Purpose



CTA Roadmap at a glance

Capacity Building Timeline

Objectives and Mantra

South Dallas Employment Project Overview

Targeted Area Demographics

Highlighted Focus Area

Living Wage Employment
Housing
Transportation
Digital Access

Additional Areas of Focus

Public Policy
Health, Wellness & Recovery
Community Connectivity

Next Steps

Questions



Roadmap at A Glance

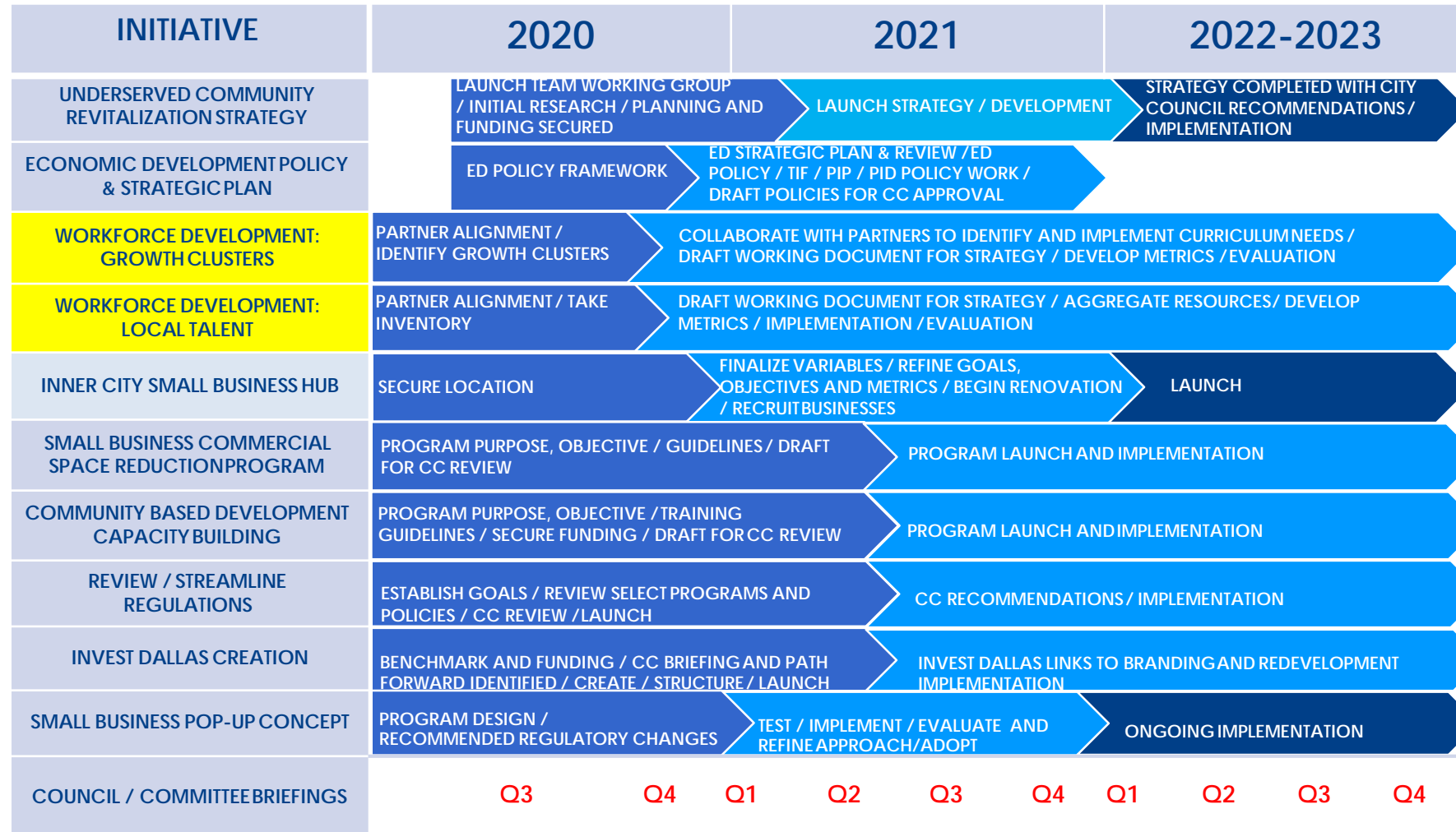


Housing Initiatives (Estimates)	Infrastructure Projects	Transformative Projects	Pilot Initiatives in Support of Social & Economic Growth	Capacity Building in Support of Social & Economic Growth	Resource Development	External Affairs
<ul style="list-style-type: none"> 1,000 affordable housing unit challenge PFC Housing 80% at 50% AMI: 2000 Units PFC Housing Pilot Initiative: City owned land; RFP 500 Units Innovative concepts HFC Housing, LIHTC Credit 1700 Units Site acquisition 300 Units (2) @ 150 Units Each Aligned w/ Community Assets (Commercial Kitchen/Incubator) Housing for Homeless Initiative 900 units Housing Nexus Study Affordable Housing Development Tools Program 	<ul style="list-style-type: none"> Large Scale (>\$10,000,000) Small / Medium Scale (<\$10,000,000) 	<p><u>Physical Projects:</u></p> <ul style="list-style-type: none"> Mall Areas UNT Dallas Area Medical District Urban Core #1 Biotech Initiative <p><u>Development Capacity:</u></p> <ul style="list-style-type: none"> Citywide Comprehensive Plan TOD Plan Hensley Field Redevelopment Plan Reimagine City Development Processes City Parking Code Review Historic Preservation Streamlining Regulations and Processes People Mover Demonstration Parking Code Convention Center Master Plan 	<ul style="list-style-type: none"> Integrated Community Development Project Neighborhood Level Projects (5) Food Desert Pilots Smart Cities Creative Industry Zones 	<ul style="list-style-type: none"> Underserved Community Revitalization Strategy* Economic Development Policy & Strategic Plan Workforce Development: Growth Clusters Workforce Development: Local Talent Inner City Small Business Hub Small Business Commercial Space Reduction Program* Community Based Development Capacity Building Review / Streamlining of Housing and Economic Development Policies and Regulations Invest Dallas Creation* Small Business Pop-Up Concept 	<p><u>Community Regeneration Fund*</u>:</p> <ul style="list-style-type: none"> Affordable Housing Revolving Loan Fund Small Business Revolving Loan Fund Historic Preservation Revolving Loan Fund Underserved Communities Small Businesses HUD Sec 108 Revolving Loan AFHTF Housing Stabilization Fund* 	<ul style="list-style-type: none"> Dallas Vision and Brand* Invest Dallas Creation* Community Relations / Engagement Dashboard Roadmap Evaluation Strategic Partnerships Program and Policy Alignment and Changes Outreach Anchor Institution Economic Development Strategy

NOTE: While not on the initial set of activities, staff will be exploring the creation of an equitable development initiative designed to build the capacity of minority developers. Examining program structure and format using Washing D. C. and Detroit as guides. Staff will also coordinate with the Black and Hispanic Contractor's Association over the next six months as staff works to develop a minority contractor capacity building program that focuses on increasing bonding capacity. This too will be added to the timeline.



Capacity Building In Support of Social and Economic Growth: Timeline



Objectives and Mantra



BUILD CAPACITY

Develop strategic partnerships through intentional, coordinated, and mission-driven efforts aimed at strengthening S/M/WBE businesses to improve their performance and economic impact.

“Intentional outreach yields equitable outcomes!”

WORKFORCE ECOSYSTEM

Work strategically and collectively in targeted areas to equip Dallas residents to thrive in Dallas professionally and financially.

“A system that works together to get Dallas residents to work!”

INCLUSIVE AGENDA

Advocate for the importance of diversity, inclusion, and equity in the awarding of City contracts while providing conditions for growth and development through training, communication, and resource connections for our most neglected communities and citizens.

“Have an equitable and inclusive lens in all we do!”



South Dallas Employment Project Overview



- **Background**

- Established February 2020 by Redemption Bridge in partnership with the State Fair of Texas
- Managing Partners/Project Managers
 - Wes Jurey, Executive Director and immediate past Chair of the Texas Workforce Investment Council
 - Dr. Froswa' Booker-Drew, Vice President of State Fair of Texas
- Brings businesses, educational institutions, workforce agencies, and nonprofits together to provide citizens with nationally recognized certifications and wrap-around services

- **Premise**

- A collaborative approach that aligns and integrates the resources of government, business, nonprofit social enterprises, education, and workforce development
 - A collective and targeted effort to increase employment and quality of life for individuals returning to or living in South Dallas
 - Formal partnerships with 60+ organizations

- **Goal**

- To develop and implement a strategic approach to support individuals returning to or living in South Dallas in five identified zip codes: 75210, 75215, 75216, 75217, and 75228

- **Focus Area**

- Living Wage Employment
- Housing
- Transportation
- Digital Access
- Public Policy
- Health, Wellness & Recovery
- Community Connectivity





Targeted Area Demographics

- Five Contiguous Zip Codes: 75210, 75215, 75216, 75217, and 75228
- 239,911 individuals
- Ethnicity
 - 58.5% Black; 40.0% Hispanic; 1.5% other
- Per capita income ranges from \$11,921 in 75210 to \$20,812 in 75228
- Education
 - Ages 25-64: 36.8% no high school diploma; 32.5% high school graduate; 19.4% some college no degree; 4.4% have a 2 year degree; 4.4% have a 4 year degree; and 2.5% have a post grad degree
- Two of the zip codes have the largest percentage of their population incarcerated in Texas
- Incarceration
 - 812 inmates called South Oak Cliff 75216 home prior to incarceration
 - 682 individuals from Pleasant Grove's 75217 are imprisoned
 - 68% get rearrested within three years of release



Living Wage Employment



Living wage employment is the first step toward enabling individuals to lead sustainable lives (also one of the most critical factors in reducing recidivism)

Objective

- To develop a strategic approach that will result in living wage employment for opportunity populations living in and returning to South Dallas

Goals

- **Students:** Improve the number of individuals completing CTE programs, resulting in students achieving a “Nationally Recognized Industry Certification”, and securing employment at a living wage
- **Justice-Involved:** Increase the attainment of “Nationally Recognized Industry Certifications for returning citizens, resulting in their employment at a living wage
- **Dallas Promise:** Improve student participation in the Dallas Promise, resulting in students receiving the financial assistance needed to pursue their continued education beyond high school
- **Employer Engagement:** Increase employer engagement and align employer workforce needs with the project area's talent
- **At-Risk-Youth:** Increase the number of at-risk youth, 18-24, that hold a GED/Alternative High School diploma

Identified Industry Sectors

- Transportation, Distribution, & Logistics (5,324 jobs)
- Advanced Manufacturing & Production (4,774 jobs)
- Digital Technology/IT (8,359)
- Building, Construction & Trade (2,470)
- Business
- STEM



Living Wage Employment



Progress to Date

- Established a living wage committee, led by Dallas College, DISD, and Region 10 Education Service Center
- Prepared to launch training Q121
- 400+ employers recruited and committed to interviewing referrals
- Industry certifications through DISD and Dallas College
 - Online training to all nonprofits in the area to serve their residents or clients
- Formal referral partnership with the Dallas County Specialty Courts
- Currently establishing capacity to serve incarcerated individuals in the County Jail, Hutchins State Prison and Seagoville Federal State Prison
- Launching an employer outreach program to companies doing business with the City of Dallas, or affiliated with Dallas College.
 - Guarantee interviews
 - Direct support to the project



Housing



After securing a living wage job, housing is the next critical issue enabling individuals to build a sustainable life and reducing recidivism.

Objective

- To develop a strategic approach that will result in adequate housing opportunities for residents living in and returning to South Dallas
- To develop trust relationships with residents; assess needs of the neighborhoods; determine the public resources available; cultivate interest from housing industry

Goals

- **Establish partnerships with neighborhoods:** To introduce the SDEP to residents, to gain their trust and input, to ensure their support for future development in their neighborhoods
- **Establish partnerships with housing units:** Inclusive of Multi-family, Transitional Living Centers, Recovery Housing, Emergency Housing, etc., to serve the individuals living there, and to provide housing referrals for individuals returning to the community
- **Pilot Project:** Establish pilot projects in neighborhoods to demonstrate community development can succeed in each of the designated zip codes
- **Strategic Plan:** Establish and implement a comprehensive strategic plan for affordable housing development, engaging public and private sector stakeholders
- **Partnership:** Develop a strong partnership with the City of Dallas Housing Department and the Dallas Housing Authority



Housing



Progress to Date

- Launched outreach to neighborhoods and housing units
- Engaged nonprofit partners
- Worked with banks to establish home loan products
- Identified the first two pilot projects



Transportation



Once employed at a living wage with adequate housing, transportation is a must.

Objective

- To develop a strategic approach to meeting the transportation needs of opportunity populations living in South Dallas by identifying the most critical issues and defining the strategies and tactics that will address the issues

Goals

- **Asset Mapping:** Identify and map the existing transit options and related infrastructure as an initial assessment of the areas needs
- **Pilot Projects:** identify, establish and/or support projects that provide transportation assistance to the area
 - GoLink Pilot with DART scheduled to launch April 2021, underwritten by the State Fair
 - Transportation to the Inland Port to support workforce needs of the Ports logistics & distribution centers
 - AARP Ridership Program administered by Feonix Mobility Rising
- **Infrastructure Plan:** Work with the City, County, NCTCOG, TxDOT, and DART to develop a comprehensive infrastructure plan that addresses both the transportation and transit needs of South Dallas as well as the broader community development needs of the area

Progress to Date

- Established formal partnerships with NCTCOG to develop an overlay mapping system that is inclusive of all transportation related infrastructure, as well as fiber optic cable routes and other critical features
 - Identified the current transit options available and the areas least served
- Working with the City of Dallas to identify short term solutions for transportation to employment centers such as inland port



Digital Access



Digital access and literacy are of critical importance to individuals and families given the propensity of online communications (driven most recently by COVID-19).

Objective

- To develop a strategic approach to expand and improve the infrastructure & technology that support information exchange and access to opportunity necessary to serve as the communications foundation that supports the successful re-integration of opportunity populations returning to and living in South Dallas

Goals

- **Establish a Strategic Approach:** The project has established a formal partnership with the Federal Reserve Bank of Dallas to identify a strategic approach to address the need for digital access and literacy focusing on four primary issues: Access, Affordability, Equipment, Literacy
- **Provide Digital Access:** Working through our nonprofit partners, we are providing “hot spots” in public areas, providing adults with online access to employment opportunities and students with access to receive educational assistance to do their homework
- **Provide Digital Literacy Training:** Working with our nonprofit and educational partners, we will provide digital literacy training

Progress to Date

- Engaged the Federal Reserve Bank, recruited the primary stakeholders, and established the focus and approach for the strategic plan development
- Providing “hot spots” and digital training in the area



Additional Areas of Focus



Public Policy

- There are significant number of laws and public policies that are impediments to opportunity populations regarding employment, housing, and other critical issues
 - Develop a strategic approach that results in identifying and addressing the most critical issues that negatively impact opportunity populations and defining strategies and tactics to address the issues

Health, Wellness & Recovery

- There are significant health, wellness, and recovery challenges in the south Dallas area, and few resources available; therefore our fundamental premise is the need to increase available health, wellness, and recovery services
 - Develop a strategic approach that will result in adequate health, wellness, and recovery services available to individuals returning to and living in South Dallas by identifying the most critical issues and defining the strategies and tactics that will address the issues

Community Connectivity

- Ensuring connectivity to a community is one of the three most critical factors in reducing recidivism, based on studies by the Department of Justice, indicating that individuals returning from incarceration most critically need three things: 1) living wage employment; 2) housing; 3) establishing a supportive social structure
 - Develop a strategic approach that will support the successful integration of opportunity populations returning to and living in South Dallas



Next Steps



- Announce and launch the employer outreach program to companies doing business with the City of Dallas, or affiliated with Dallas College
- Schedule monthly virtual orientations with businesses
 - Guarantee Interviews
 - Direct support to the project
- Market the South Dallas Employment Project to businesses and community



QUESTIONS



Economic Development

South Dallas Employment Project

January 11, 2021

Dr. Froswa' Booker-Drew
Vice President, Community
Affairs & Strategic Alliances
State Fair of Texas

Wes Jury
Founder & Executive
Director
Redemption Bridge

Zarin D. Gracey
Assistant Director
City of Dallas





City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 20-2576

Item #: B.

Workforce: Financial Empowerment Centers - Pilot Programming Update
[Jessica Galleshaw, Director, Office of Community Care]



City of Dallas

Financial Empowerment Centers: Pilot Planning Update

Workforce, Education and Equity

Jessica Galleshaw,
Office of Community Care
City of Dallas

Presentation Overview



- Purpose
- Background/History
- About Financial Empowerment Centers
- The Dallas FEC “Network”
- Proposed Solicitation
- Proposed Evaluation and Impact
- Program Timeline
- Next Steps



Purpose



- Provide an overview of Financial Empowerment Centers planning and implementation strategy
- Highlight partnership opportunities, leveraging opportunities, and potential impact
- Solicit input from Workforce, Education and Equity Committee members on planned strategy and procurement



Background/History



2018

- Initiated work with Cities for Financial Empowerment (CFE) around CityStart and financial empowerment “boot camp”
- Hosted “boot camp” with CFE, local nonprofits, financial institutions and others
- City Council Adopted Resilient Dallas Strategy

2019

- Realignment of OCC social services program team and intake process
- Research and review of best practices models



Background/History



2020

- Program development for Financial Navigators partnership with CFE in response to pandemic
- Expanded client assistance programs (rent, mortgage, utility assistance, Drivers of Poverty, etc.)

2021

- FY 21 Approved Budget Allocation - \$1.25M (FEC and client assistance)
- Launch of CFE Financial Navigators program (February 2021)



What are Financial Empowerment Centers?



- Financial Empowerment Centers enable clients to access a variety of services and resources designed to facilitate sustained financial stability for low-to-moderate income clients
- Best Practices Models agree:
 - Financial coaching/case management is the core service
 - “Bundled” services are critical



Need for Financial Empowerment



- 380% growth in student loan debt volume and growth in delinquencies between 2003 and 2017
- 30% of borrowers have sub-prime credit, impacting access to credit
- 65% of renters spend 30% or more of income on housing
- \$10,000 decrease in inflation adjusted income in Dallas County from 1999 to 2015
- 27% of working-age adults lack health insurance safety net
- 13% of Texas renters had “no confidence” in their ability to pay their next month’s rent according to data from Week 19 of the Census Household Pulse Survey (November 11-23)
- Note: It is likely that the current situation is worse than the above data reflects given the impacts of the COVID-19 pandemic

* Unless otherwise noted, data from *2018 Dallas Economic Opportunity Assessment* developed by Communities Foundation of Texas and Center for Public Policy Priorities and is for Dallas County



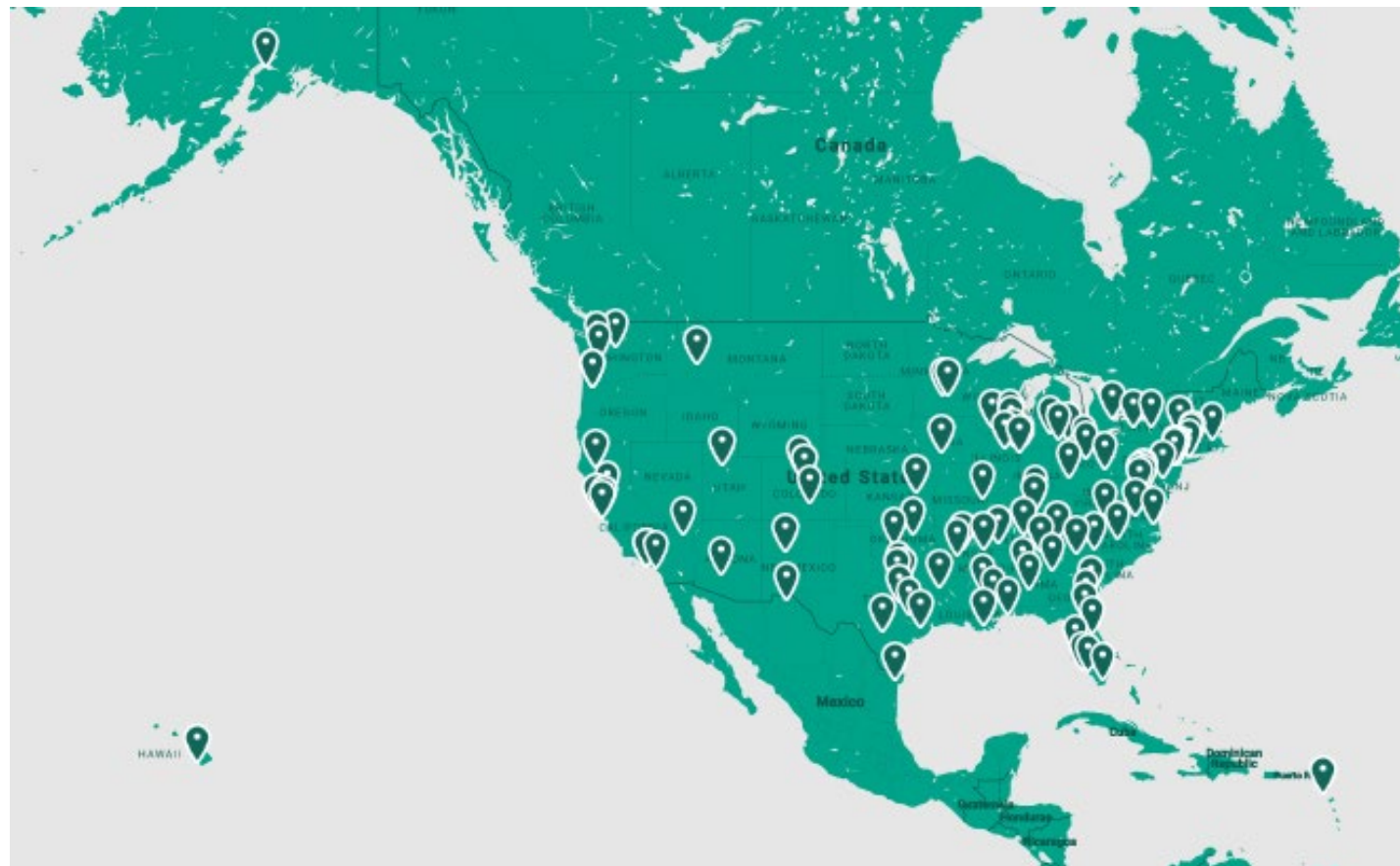
Where are Financial Empowerment Centers?



Map of CFE program partner sites across the country.

Texas cities with financial empowerment centers include:

- Austin, Texas
- Houston, Texas
- San Antonio, Texas



Best Practice Program Models



Cities for Financial Empowerment (CFE) Fund (municipal)

The CFE Fund provides funding and focused technical assistance to municipalities. CFE is a respected national thought leader in financial empowerment programming, particularly municipal financial empowerment approaches.



ASSET BUILDING

Weathering financial shocks and setbacks while saving for the future is a critical step toward financial security.



BANKING ACCESS

Accessing a safe, affordable account is key to joining the financial mainstream and keeping earnings secure by saving.



CONSUMER FINANCIAL PROTECTION

Cities have unique, powerful opportunities to protect residents and their assets from predatory practices.



FINANCIAL EDUCATION AND COUNSELING

Professional financial counseling and coaching can tangibly improve household financial stability, especially when integrated into social services.

<https://cfefund.org/approach/>

Working Families Success (WFS) Model (nonprofit)

The Working Families success model provides a framework for nonprofits to deliver key services and financial support to low-income families. The framework relies on a bundling of three critical services integrated within an organizations existing programs. Locally, Communities Foundation of Texas administers this model through the Working Families Success Network of North Texas.

WFS THREE CORE SERVICES

EMPLOYMENT SERVICES

Skill assessment, job training, certification programs, job search/placement assistance and retention support

INCOME SUPPORT

Benefit screening/application assistance, temporary financial assistance, housing assistance, tax prep and food/clothing support

FINANCIAL COACHING

Financial education, counseling, access to financial services, support on improving credit and savings/asset building programs

<https://www.cftexas.org/community-impact/economic-security/working-families-success-model>



Consulting Experts



Staff has been meeting with partners and experts to solicit feedback on program development, including:

- Behind Every Door
- Communities Foundation of Texas
- Child Poverty Action Lab
- Cities for Financial Empowerment
- Dallas Foundation
- Dallas Housing Authority
- Dallas ISD
- Foundation Communities
- Salvation Army
- United Way of Metropolitan Dallas
- Texas Women's Foundation
- Internal Partners: Office of Economic Development, Office of Equity and Inclusion (Resilience and WCIA)



The Dallas FEC “Network”



- Proposed approach:
 - The Dallas Financial Empowerment Centers Network
 - “Hybrid” of CFE municipal model and WFS nonprofits model
 - City provide funding, oversight and support to nonprofits administering WFS-aligned programming, while aligning the work with CFE-recommended municipal financial empowerment center program components
- Develop a “network” model among funded partners to support referrals, information sharing and resource access leveraging the strengths of individual organizations



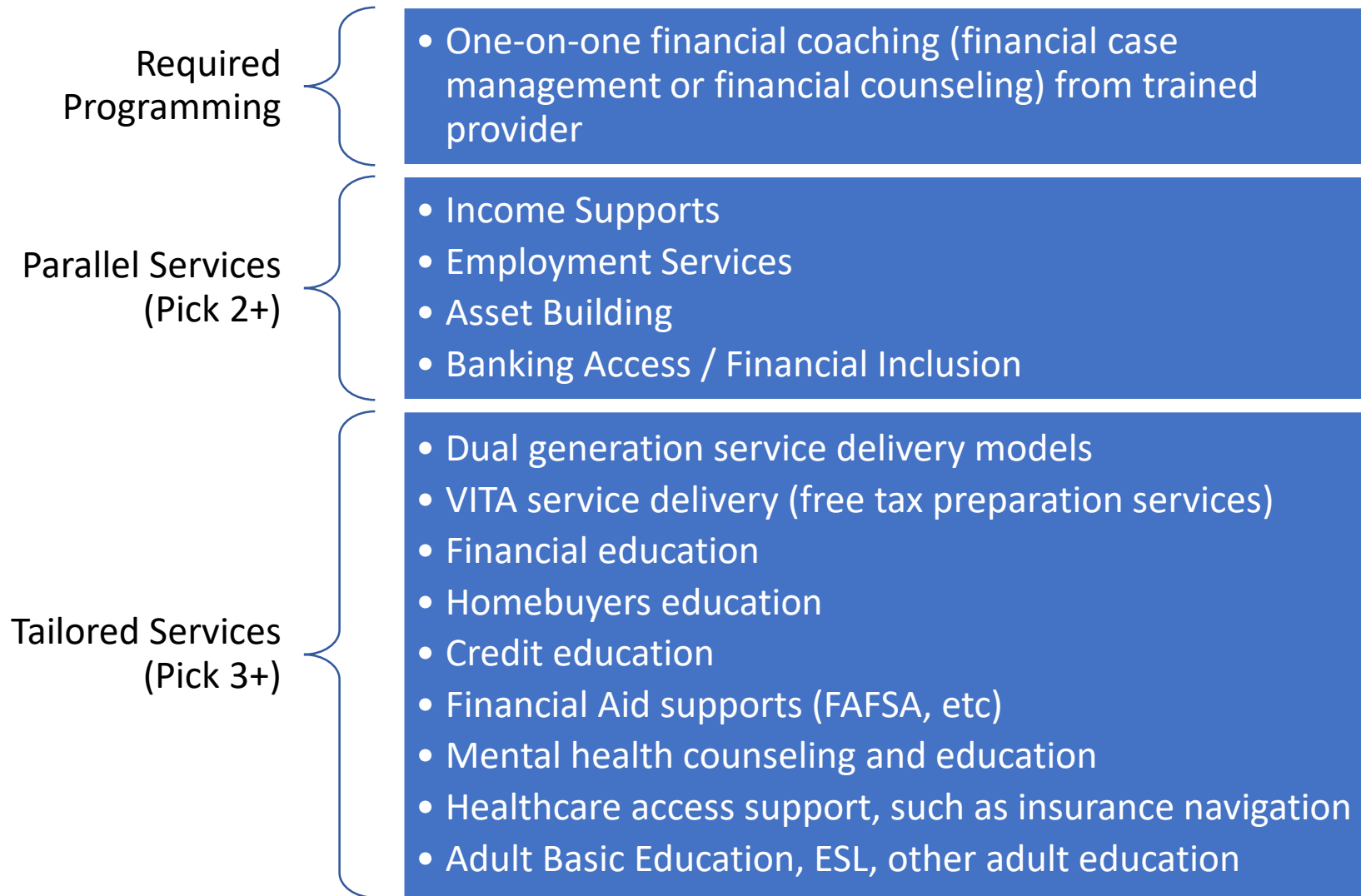
The Dallas FEC “Network” – Cont’d.



- Integrated delivery of financial empowerment and health/education/training/employment services anchored in one-on-one financial coaching for all ages and across multi-generation households
 - **Leverage** funds to catalyze existing projects
 - **Embed** financial empowerment coaching and resources into existing service delivery
 - **Align** “bundled” services in City facilities, such as community centers
- Annual assessment around service prioritization with insight from internal and external advisors and experts
- Continued collaboration with local and national leaders in financial empowerment centers programming



Dallas FEC “Menu” for FEC Pilot Partners



Proposed Solicitation



- Funding Available (approved in the FY21)
 - Approx. \$750k for FEC pilot implementation partners
 - Approx. \$500k for client assistance provider partners
- Evaluation criteria to consider programming and service delivery, organizational capacity, evaluation plan, and community connectedness and representation
- Award amounts for pilot partners determined based upon panel scoring, level of request, and number of submissions
- Awards of up to \$50k for client assistance provider partners to work with funded FEC pilot implementation partners and/or local FEC programs
- Collaborative applications strongly encouraged



Proposed Solicitation Targets



Target Communities (Concentrated Poverty)	Cedar Crest Highland Hills Pleasant Grove South Dallas / Fair Park South Oak Cliff / Red Bird West Dallas
Target Populations (Drivers of Poverty)	<ul style="list-style-type: none">• Low-to-moderate income individuals and individuals living in poverty• Individuals with transportation challenges• Families with children living in poverty• Individuals with limited educational attainment• Individuals with Limited English Proficiency• Youth at increased risk of teen pregnancy• Single Woman Heads of Households with children• Individuals at risk of homelessness/loss of housing/eviction and/or served through rental assistance programs
Program Evaluation	Shared set of metrics (best practices and aligned with metrics already reported to and tracked by local philanthropic organizations)



Proposed Evaluation and Impact



COLLECTIVE ANNUAL GOAL: 1,000 clients receive coaching services

<u>METRICS REQUIRED BY ALL</u>	
Clients accessing one-on-one coaching	Clients who accessed financial coaching and show improvement
<u>METRICS REQUIRED DEPENDING ON PARALLEL/TAILORED SERVICES ADMINISTERED</u>	
Increased savings by clients (Asset Building)	Hourly Wage of Participants (Employment)
Improved credit scores by clients (Asset Building)	Client accessing/enrolling in benefits (Income supports)
Reduced non-mortgage debt by clients (Asset Building)	Clients who become banked (Banking Access/Financial Inclusion)
Clients who access VITA services (Income supports)	



Program Timeline – Year 1 Pilot



Month	Activity
October – December 2020	<ul style="list-style-type: none">- Community feedback and pilot planning
January 2021	<ul style="list-style-type: none">- Presentation to WEE Committee – 1/11/2021
February 2021	<ul style="list-style-type: none">- Launch solicitation for FEC pilot implementation partners and client assistance provider partners – 2/4/2021- Launch CFE Financial Navigators project
March 2021	<ul style="list-style-type: none">- Review of proposals for FEC pilot implementation partners and client assistance provider partners- Contract negotiations with selected FEC pilot program partners and client assistance providers
April 2021	<ul style="list-style-type: none">- Council authorization of contracts- Program implementation begins
June 2021	<ul style="list-style-type: none">- Plan update for Year 2 FEC Programming through budget process
August 2021	<ul style="list-style-type: none">- FEC Quarterly Update to WEE
April 2022	<ul style="list-style-type: none">- Review of pilot year programming and goals



Next Steps



- Feedback from WEE Committee members
- Release solicitation to identify FEC pilot partners and client assistance providers





City of Dallas

Financial Empowerment Centers: Pilot Planning Update

Workforce, Education and Equity

Jessica Galleshaw,
Office of Community Care
City of Dallas



City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 20-2577

Item #: C.

Equity: Drivers of Poverty Projects Update

[Jessica Galleshaw, Director, Office of Community Care]



City of Dallas

Drivers of Poverty Projects Update

Workforce, Education and Equity

Jessica Galleshaw,
Office of Community Care
City of Dallas

Presentation Overview



- Purpose
- Background/History
- Current Program Partners
- Planning for FY21
- Proposed Solicitation
- Program Timeline
- Next Steps



Purpose



- Provide an overview of the Drivers of Poverty project and work to date
- Provide an update on current project partner programs
- Provide an update on planning for FY21 implementation



Background/History



2016-17

- Mayors Task Force on Poverty
- “Drivers of Poverty” identified

2018-19

- Embedded in Resilient Dallas Strategy and Equity Indicators Report
- Funding for Teen Pregnancy Prevention Program

2020

- Teen Pregnancy Prevention/Youth Development program implementation
- FY21 Funding Allocation for “Drivers of Poverty”
- COVID-19 Pandemic Exacerbates Issues of Poverty



Drivers of Poverty



Income

Sharp decline in median income and the declining share of middle income households

Transportation

Lack of affordable transportation

Homeownership

Lack of home ownership/high rental percentage/single family rentals

Concentrated Poverty

Increasing number of neighborhoods of concentrated poverty

Children in Poverty

High number of households with children living in poverty

Educational Attainment

Lack of educational attainment

English Proficiency

High percentage of limited English-proficiency (LEP) residents

Teen Birth

High teen birth rates

Single Women HOH

High poverty rates for single women heads of households with children



Background/History



Mayor's Task
Force on Poverty

Resilient Dallas
Strategy

Equity Indicators



Aligning Plans and Reports



Drivers of Poverty	Resilient Dallas Goal	Equity Indicator
Income	3. Economic Mobility	5. Unemployment 7. Median Full-Time Income 8. Median Hourly Wage 9. Median Household Income 12. Working Poverty
Transportation	4. Equitable Access	34. Private Vehicle Availability 35. Commute Time 36. Transit Frequency
Homeownership	6. Neighborhood Infrastructure	25. Homeownership 26. Evictions 27. Home Loan Denials 31. Long-Term Residential Vacancies
Concentrated Poverty	3. Economic Mobility	10. Child Poverty 11. Senior Poverty 12. Working Poverty
Children in Poverty	5. Healthy Communities	10. Child Poverty 58. Child Food Insecurity
Educational Attainment	3. Economic Mobility	19. College Readiness 24. College Educated Adults
English Proficiency	2. Welcoming City	
Teen Birth	5. Healthy Communities	56. Teen Pregnancy
Single Woman Head of Household	3. Economic Mobility	



FY20 Program Design



Services

Target Populations

Direct assistance that helps clients maintain housing and financial stability

- Rental Assistance
- Utility Assistance
- Food Assistance
- Other direct client assistance in support of housing and financial stability
- Other direct supports
- Direct client assistance proposed by selected applicants and approved by City

Low income individuals and families and/or individuals and families living in poverty and are impacted by the defined “drivers” of poverty:

- Low income individuals (up to 80% AMI) and individuals living in poverty – most clients served should be 50% AMI or below
- Individuals with transportation challenges
- Families with children living in poverty
- Individuals with limited educational attainment
- Individuals with Limited English Proficiency
- Youth at increased risk of teen pregnancy, families with youth at increased risk of teen pregnancy and/or pregnant or parenting teens
- Single Woman Heads of Households with children

Direct assistance to youth and their families to maintain stability

- Rental Assistance
- Utility Assistance
- Food Assistance
- Other direct client assistance to support in support of housing and financial stability
- Client assistance that enables participation in positive youth development programming or other critical youth services
- Direct client assistance proposed by selected applicants and approved by City

Youth or families with children and youth that are:

- 20 yrs. and younger, male and female
- Youth living in poverty
- Foster care youth
- Youth in juvenile justice system
- Homeless youth
- Youth with one or more risk factors for teen pregnancy

Parents, legal guardians, caregivers population to implement stabilization



FY20 Program Partners (Current)



Partner	Amount	Service(s)	Output Target	DOP Targets	Primary Communities
Abounding Prosperity	\$70,000	Client assistance	50 clients served	Concentrated poverty , transportation, limited educational attainment, LEP, youth	75215
CitySquare	\$70,000	Client assistance	42 clients served	Concentrated poverty, individuals and families living in poverty	75215, 75216, 75217, 75226
Dallas Leadership Foundation	\$70,000	Client assistance	300 clients receive stabilization services	Concentrated poverty, single woman heads of household	Bertrand, Hamilton Park, Ideal, Jubilee / Owenwood / Dolphin Heights, Mill City, Rufco, Westmoreland / Victory Gardens, Wynnewood
Metrocrest Services	\$70,000	Client assistance	78 program participants	Low income individuals, families	Denton County (Dallas Residents)
For Oak Cliff	\$70,000	Client assistance and education support (GED/tech)	200 clients	Concentrated poverty, individuals and families living in poverty, limited educational attainment, youth, single woman heads of households	



FY20 Program Partners (Current)



Partner	Amount	Service(s)	Output Target	DOP Target	Primary Communities
Harmony CDC	\$70,000	Client assistance, counseling services	1,200 clients served	Concentrated poverty, transportation, families, limited educational attainment, LEP, single woman heads of household	Oak Cliff, West Dallas, South Dallas
The Stewpot	\$70,000	Client assistance	150 households, 80 children and youth	Families, youth	Downtown and surrounding areas, Oak Cliff, Pleasant Grove
Comp-U-Dopt	\$70,000	Workforce-aligned technology trainings	135 students	Concentrated poverty, families, limited educational attainment (opportunity youth)	75210, 75212, 75215
Miles of Freedom	\$64,884	Food assistance	3000 clients served	Concentrated poverty	75210, 75215
NTARUPT	\$56,100	Teen pregnancy prevention, awareness	45 teens, 40 parents	Youth	75203, 75212, 75215, 75216, 75217, 75219, 75220, 75227, 75228, 75231, 75240



Planning for FY21



- Support community based programming that serves target populations and leverage expertise of community-based organizations
- Seek partners and programming models that are responsive to changing community needs arising from and/or exacerbated by the COVID-19 pandemic and its impact
- Seek programming that layers with and leverages existing services and funding streams
- Establish new partnerships and relationships with community-based organizations
- Build upon work established through Coronavirus Relief Funds by continuing to support food assistance and food access programs, community mental health,
- Support youth through positive youth development programs
- Provide client assistance, such as rental and utility assistance and/or eviction assistance, for populations unable to be served via other funding mechanisms (ie CDBG, ESG, or Emergency Rental Assistance)



FY21 Services Sought



Services	Target Populations	Amount
<ul style="list-style-type: none">• Food accessibility and assistance programs• Community Mental Health programming• Other forms of client assistance that is responsive to needs arising from or exacerbated by COVID-19 pandemic (transportation, internet access, health care costs and navigation, etc)	DOP Populations	\$600,000
<ul style="list-style-type: none">• Positive Youth Development programming• Community Mental Health programming• Programs that support online learning• Other forms of client assistance that is responsive to needs arising from or exacerbated by COVID-19 pandemic (transportation, internet access, health care costs and navigation, etc)	Youth	\$600,000
<ul style="list-style-type: none">• Client assistance, such as rental and utility assistance and/or eviction assistance, for populations unable to be served via other funding mechanisms (ie CDBG, ESG, or Emergency Rental Assistance)	Clients ineligible for assistance due to funding source (CDBG, ESG, etc)	\$246,132



Proposed Solicitation



- Funding Available (approved within FY21 budget)
 - \$1,446,132
- Services Sought
 - Responsive client assistance for Drivers of Poverty populations
 - Responsive youth development services for youth and opportunity youth populations
- Populations to target
 - DOP populations
 - Youth
 - Clients unable to be served via other funding streams



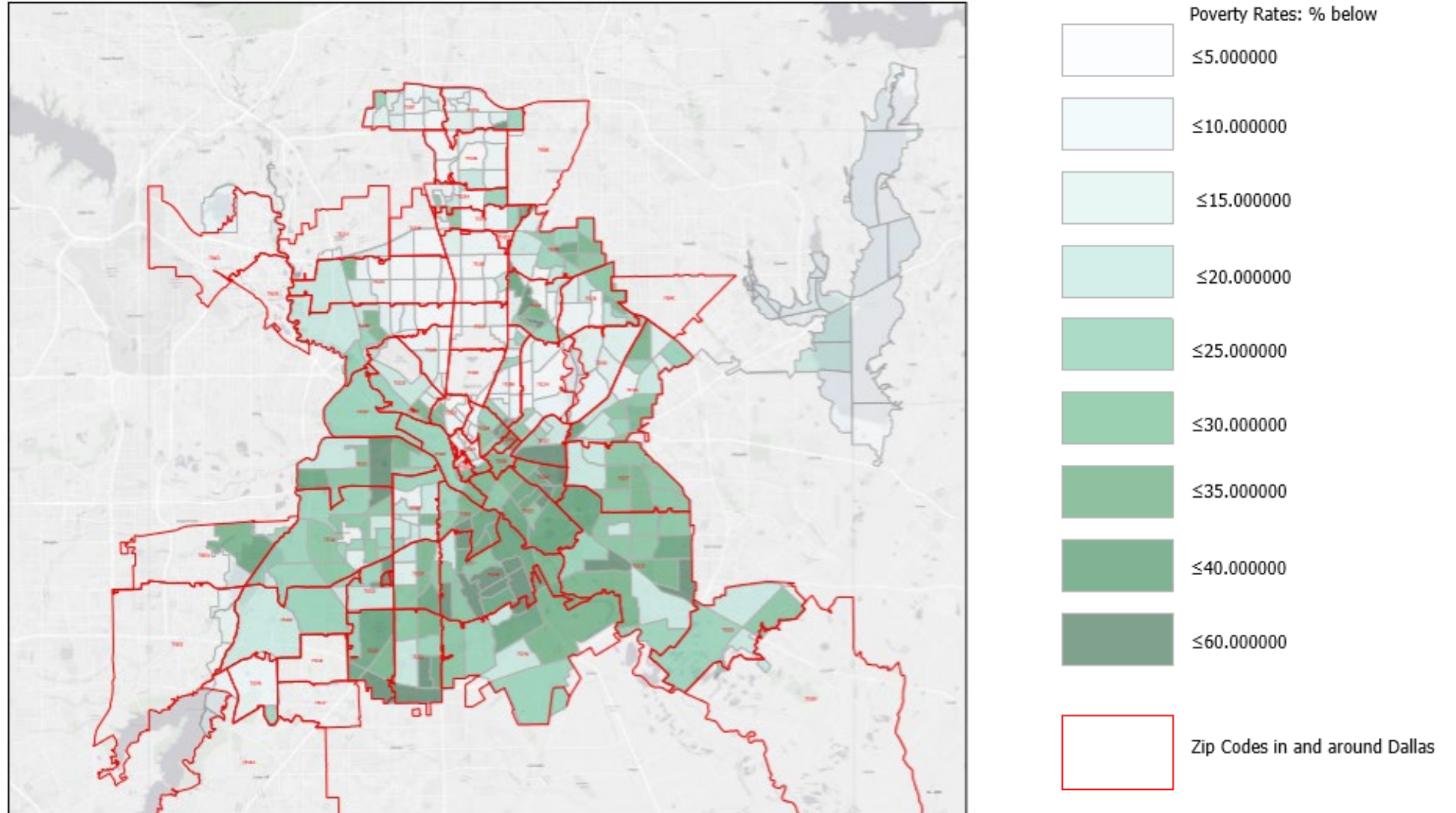
Proposed Solicitation Targets



Target Communities	Communities where 40% or more of households are at or below the poverty threshold
Target Populations	<p>Low income individuals (up to 80% AMI) and individuals living in poverty Individuals with transportation challenges Families with children living in poverty Individuals with limited educational attainment Individuals with Limited English Proficiency Youth at increased risk of teen pregnancy, families with youth at increased risk of teen pregnancy and/or pregnant or parenting teens Single Woman Heads of Households with children Youth or families with children and youth that are:</p> <ul style="list-style-type: none">- 20 years and younger, male and female- Foster care youth- Youth in juvenile justice system- Homeless youth- Youth with one or more risk factors for teen pregnancy <p>Clients ineligible for assistance due to funding source (CDBG, ESG, etc)</p>



Communities of Concentrated Poverty



Project Timeline



Month	Activity
January 2021	- WEE presentation and feedback – 1/11/21
February 2021	- Solicitation launch – 2/25/21
March 2021	- Proposal submission - Review of proposals
April 2021	- Contract negotiation and council authorization of contracts - Program implementation begins



Next Steps



- Feedback from WEE Committee members
- Release solicitation to Drivers of Poverty partners
- Review and update Drivers of Poverty strategy





City of Dallas

Drivers of Poverty Projects Update

Workforce, Education and Equity

Jessica Galleshaw,
Office of Community Care
City of Dallas



City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 20-2601

Item #: D.

Equity: Update on Government Alliance on Race and Equity (GARE) Innovation and Implementation Grant to the Office of Arts and Culture
[Jennifer Scripps, Director, Office of Arts and Culture]

Memorandum



CITY OF DALLAS

DATE January 8, 2020

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

SUBJECT **Update on Government Alliance on Race and Equity (GARE) Innovation and Implementation Grant to the Office of Arts and Culture**

On September 23, 2020, City Council authorized the acceptance of a \$15,000 grant from the Government Alliance on Race and Equity (GARE) *Summer 2020 Innovation and Implementation Fund*. The City of Dallas was one of six jurisdictions nationwide selected for this grant to support pilot projects in public sector partnerships with artists and cultural workers to shape racially equitable public policy and develop and implement inclusive narratives that advance racial justice.

In partnership with the Office of Equity and the Department of Code Compliance, the Office of Arts and Culture (OAC) has developed a pilot project to transform a vacant lot in southern Dallas into a community sculpture garden and gathering place, in partnership with local artists, students, and the surrounding neighborhood. This project will pilot an artistic solution to the first recommendation from the Mayor's Task Force on Safe Communities, which was to remediate blighted buildings and abandoned lots in high-violence locations.

To select a site, Code Compliance identified 10 vacant, City-owned lots in the most vulnerable zip codes as indicated in the City's Equity Impact Assessment Table. The joint OAC and Code Compliance team visited the lots and assessed opportunity for impact based on lot potential for transformation, potential neighborhood partners, and community characteristics, including proximity to other City facilities, multi-family and single-family residences, and historic cultural services concentration.

Following this process, the City-owned lots at 6307 and 6309 Carlton Garrett Street in Bonton (Council District 7) was selected by the cross-departmental team for this pilot. The demographics of this Census Block Group (011500-3) are: 22% seniors, 25% youth, 47% Hispanic, 43% Black, and the median household income is \$31,000, or approximately 30% below the median household income in the City of Dallas.

The OAC and Code Compliance team are currently refining scopes for artists and lot remediation vendors for the site, with a call for artist entries planned in the next two months. The parties involved will work in partnership with the neighborhood and local students to remediate the lot as well as collaboratively imagine and create the artwork. Project completion is projected for Summer 2021.

Concurrent with this pilot, OAC and Code Compliance will codify learnings, report out through GARE symposia, and assess internal and external funding sources to create a scalable model that can be used in other neighborhoods across Dallas.

DATE January 8, 2021
SUBJECT **Update on Government Alliance on Race and Equity (GARE) Innovation and Implementation Grant to the Office of Arts and Culture**

Please contact me if you have any questions.



Joey Zapata
Assistant City Manager

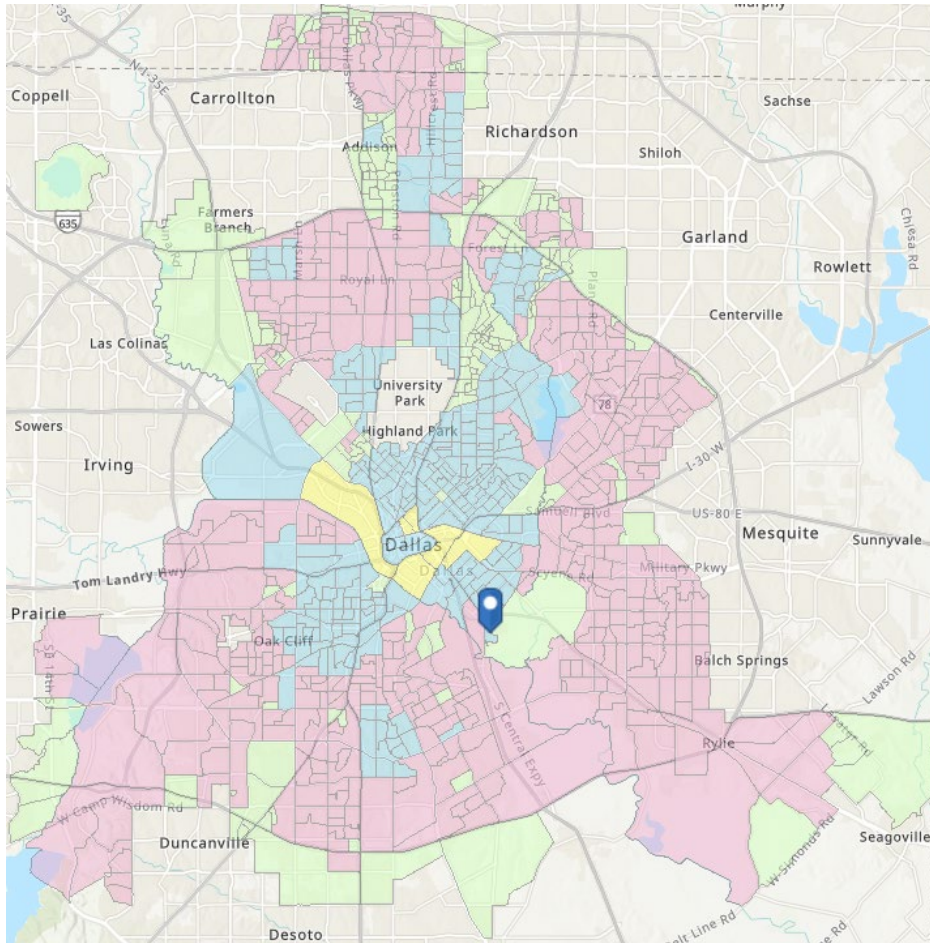
c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, 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

DATE January 8, 2021

SUBJECT **Update on Government Alliance on Race and Equity (GARE) Innovation and Implementation Grant to the Office of Arts and Culture**

Map and image of lots at 6307 and 6309 Carlton Garrett Street



Dallas Cultural Plan 2018
Neighborhood Typologies

- Urban Core
- Mixed Urbanism
- Residential Arts
- Non Traditional

