

MINUTES OF THE CITY COUNCIL COMMITTEE  
TUESDAY, OCTOBER 11, 2022

22-0019

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

PRESENT: [7] Schultz, \*Thomas, \*Moreno, \*Resendez, \*Narvaez (\*\*9:14 a.m.),  
\*McGough (\*\* 9:05 a.m.), \*Blackmon

ABSENT: [0]

The meeting was called to order at 9:01 a.m. with a quorum of the committee present.

The meeting agenda, posted in accordance with Chapter 551, "OPEN MEETINGS," of the Texas Government Code, was presented.

The meeting recessed to closed session at 10:40 a.m. and reconvened to open session at 10:48 a.m.

After all business properly brought before the committee had been considered, the meeting adjourned at 10:54 a.m.

\_\_\_\_\_  
Chair

ATTEST:

\_\_\_\_\_  
City Secretary Staff

\_\_\_\_\_  
Date Approved

The agenda is attached to the minutes of this meeting as EXHIBIT A.

The actions taken on each matter considered by the committee are attached to the minutes of this meeting as EXHIBIT B.

The briefing materials are attached to the minutes of this meeting as EXHIBIT C.

**\*Note: Members of the Committee participated in this meeting by video conference.**

**\*\* Note: Indicates arrival time after meeting called to order/reconvened.**

MINUTES OF THE CITY COUNCIL COMMITTEE  
TUESDAY, OCTOBER 11, 2022

EXHIBIT A

**RECEIVED**

**2022 OCT -7 PM 2:24**

**CITY SECRETARY  
DALLAS, TEXAS**

**City of Dallas**

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

**Public Notice**

**220951**

**POSTED** CITY SECRETARY  
DALLAS, TX



**Workforce, Education, and Equity Committee**

**October 11, 2022**

**9:00 AM**

## 2022 CITY COUNCIL APPOINTMENTS

| COUNCIL COMMITTEE  |   |
|--|---|
| <b>ECONOMIC DEVELOPMENT</b><br>Atkins (C), Arnold (VC), McGough, Narvaez, Resendez, West, Willis                               | <b>ENVIRONMENT AND SUSTAINABILITY</b><br>Blackmon(C), Ridley (VC), Arnold, Bazaldua, Resendez, Schultz, West        |
| <b>GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT</b><br>Mendelsohn (C), Willis (VC), Atkins, Bazaldua, McGough, Ridley, West | <b>HOUSING AND HOMELESSNESS SOLUTIONS</b><br>Thomas (C), Moreno (VC), Arnold, Blackmon, Mendelsohn, Ridley, Schultz |
| <b>PUBLIC SAFETY</b><br>McGough (C), Mendelsohn (VC), Atkins, Moreno, Resendez, Thomas, Willis                                 | <b>QUALITY OF LIFE, ARTS, AND CULTURE</b><br>Bazaldua (C), West (VC), Arnold, Blackmon, Narvaez, Ridley, Thomas     |
| <b>TRANSPORTATION AND INFRASTRUCTURE</b><br>Narvaez (C), Atkins (VC), Bazaldua, Mendelsohn, Moreno, Schultz, Willis            | <b>WORKFORCE, EDUCATION, AND EQUITY</b><br>Schultz (C), Thomas (VC), Blackmon, McGough, Moreno, Narvaez, Resendez   |
| <b>AD HOC JUDICIAL NOMINATING COMMITTEE</b><br>Resendez (C), Arnold, Bazaldua, Ridley, Thomas, West, Willis                    | <b>AD HOC LEGISLATIVE AFFAIRS</b><br>Atkins (C), McGough, Mendelsohn, Narvaez, Willis                               |
| <b>AD HOC COMMITTEE ON PROFESSIONAL SPORTS RECRUITMENT AND RETENTION</b><br>Johnson (C), Atkins, Bazaldua, Blackmon, Thomas    | <b>AD HOC COMMITTEE ON GENERAL INVESTIGATING &amp; ETHICS</b><br>Mendelsohn (C), Atkins, Blackmon, McGough, Schultz |
| <b>AD HOC COMMITTEE ON ADMINISTRATIVE AFFAIRS</b><br>Willis (C), McGough, Moreno, Schultz, West                                |   |

(C) – Chair, (VC) – Vice Chair

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

## **General Information**

The Dallas City Council regularly meets on Wednesdays beginning at 9:00 a.m. in the Council Chambers, 6th floor, City Hall, 1500 Marilla. Council agenda meetings are broadcast live on WRR-FM radio (101.1 FM) and on Time Warner City Cable Channel 16. Briefing meetings are held the first and third Wednesdays of each month. Council agenda (voting) meetings are held on the second and fourth Wednesdays. Anyone wishing to speak at a meeting should sign up with the City Secretary's Office by calling (214) 670-3738 by 5:00 p.m. of the last regular business day preceding the meeting. Citizens can find out the name of their representative and their voting district by calling the City Secretary's Office.

Sign interpreters are available upon request with a 48-hour advance notice by calling (214) 670-5208 V/TDD. The City of Dallas is committed to compliance with the Americans with Disabilities Act. **The Council agenda is available in alternative formats upon request.**

If you have any questions about this agenda or comments or complaints about city services, call 311.

## **Rules of Courtesy**

City Council meetings bring together citizens of many varied interests and ideas. To insure fairness and orderly meetings, the Council has adopted rules of courtesy which apply to all members of the Council, administrative staff, news media, citizens and visitors. These procedures provide:

- That no one shall delay or interrupt the proceedings, or refuse to obey the orders of the presiding officer.
- All persons should refrain from private conversation, eating, drinking and smoking while in the Council Chamber.
- Posters or placards must remain outside the Council Chamber.
- No cellular phones or audible beepers allowed in Council Chamber while City Council is in session.

"Citizens and other visitors attending City Council meetings shall observe the same rules of propriety, decorum and good conduct applicable to members of the City Council. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the City Council or while

## **Información General**

El Ayuntamiento de la Ciudad de Dallas se reúne regularmente los miércoles en la Cámara del Ayuntamiento en el sexto piso de la Alcaldía, 1500 Marilla, a las 9 de la mañana. Las reuniones informativas se llevan a cabo el primer y tercer miércoles del mes. Estas audiencias se transmiten en vivo por la estación de radio WRR-FM 101.1 y por cablevisión en la estación *Time Warner City Cable* Canal 16. El Ayuntamiento Municipal se reúne en el segundo y cuarto miércoles del mes para tratar asuntos presentados de manera oficial en la agenda para su aprobación. Toda persona que desee hablar durante la asamblea del Ayuntamiento, debe inscribirse llamando a la Secretaría Municipal al teléfono (214) 670-3738, antes de las 5:00 pm del último día hábil anterior a la reunión. Para enterarse del nombre de su representante en el Ayuntamiento Municipal y el distrito donde usted puede votar, favor de llamar a la Secretaría Municipal.

Intérpretes para personas con impedimentos auditivos están disponibles si lo solicita con 48 horas de anticipación llamando al (214) 670-5208 (aparato auditivo V/TDD). La Ciudad de Dallas se esfuerza por cumplir con el decreto que protege a las personas con impedimentos, *Americans with Disabilities Act*. **La agenda del Ayuntamiento está disponible en formatos alternos si lo solicita.**

Si tiene preguntas sobre esta agenda, o si desea hacer comentarios o presentar quejas con respecto a servicios de la Ciudad, llame al 311.

## **Reglas de Cortesía**

Las asambleas del Ayuntamiento Municipal reúnen a ciudadanos de diversos intereses e ideologías. Para asegurar la imparcialidad y el orden durante las asambleas, el Ayuntamiento ha adoptado ciertas reglas de cortesía que aplican a todos los miembros del Ayuntamiento, al personal administrativo, personal de los medios de comunicación, a los ciudadanos, y a visitantes. Estos reglamentos establecen lo siguiente:

- Ninguna persona retrasará o interrumpirá los procedimientos, o se negará a obedecer las órdenes del oficial que preside la asamblea.
- Todas las personas deben abstenerse de entablar conversaciones, comer, beber y fumar dentro de la cámara del Ayuntamiento.
- Anuncios y pancartas deben permanecer fuera de la cámara del Ayuntamiento.
- No se permite usar teléfonos celulares o enlaces electrónicos (*paggers*) audibles en la cámara del Ayuntamiento durante audiencias del Ayuntamiento Municipal

"Los ciudadanos y visitantes presentes durante las

attending the City Council meeting shall be removed from the room if the sergeant-at-arms is so directed by the presiding officer, and the person shall be barred from further audience before the City Council during that session of the City Council. If the presiding officer fails to act, any member of the City Council may move to require enforcement of the rules, and the affirmative vote of a majority of the City Council shall require the presiding officer to act." Section 3.3(c) of the City Council Rules of Procedure.

asambleas del Ayuntamiento Municipal deben de obedecer las mismas reglas de comportamiento, decoro y buena conducta que se aplican a los miembros del Ayuntamiento Municipal. Cualquier persona que haga comentarios impertinentes, utilice vocabulario obsceno o difamatorio, o que al dirigirse al Ayuntamiento lo haga en forma escandalosa, o si causa disturbio durante la asamblea del Ayuntamiento Municipal, será expulsada de la cámara si el oficial que este presidiendo la asamblea así lo ordena. Además, se le prohibirá continuar participando en la audiencia ante el Ayuntamiento Municipal. Si el oficial que preside la asamblea no toma acción, cualquier otro miembro del Ayuntamiento Municipal puede tomar medidas para hacer cumplir las reglas establecidas, y el voto afirmativo de la mayoría del Ayuntamiento Municipal precisara al oficial que este presidiendo la sesión a tomar acción." Según la sección 3.3 (c) de las reglas de procedimientos del Ayuntamiento.

## **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 pistol 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."*

"Pursuant to Section 46.03, Penal Code (places weapons prohibited), a person may not carry a firearm or other weapon into any open meeting on this property."

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

The City Council Workforce, Education, and Equity Committee meeting will be held by videoconference and in the Council Chambers, 6th Floor at City Hall.

The public is encouraged to attend the meeting virtually; however, City Hall is available for those wishing to attend the meeting in person following all current pandemic-related public health protocols.

The following videoconference link is available to the public to listen to the meeting and Public Affairs and Outreach will also stream the City Council Briefing on Spectrum Cable Channel 95 and [bit.ly/cityofdallassv](https://cityofdallassv.com).

<https://dallascityhall.webex.com/dallascityhall/j.php?MTID=ma5f0112e4ff78a79d704a0c875b9c6c1>

### **Call to Order**

### **MINUTES**

- A. 22-2376 Approval of the September 12, 2022 Workforce, Education, and Equity Committee Meeting Minutes

### **BRIEFING ITEMS**

- B. 22-2377 Overview of the Racial Equity Plan FY 22-23 Budget Investments  
[Dr. Lindsey Wilson, Director, Office of Equity and Inclusion]
- C. 22-2380 Period Access Dallas (P.A.D) Update  
[Jessica Galleshaw, Director, Office of Community Care; Victoria Moe, Senior Project Manager, City Manager's Office]
- D. 22-2379 Day Labor Center Update  
[Joyce Williams, Director, Small Business Center; Laurie Bouillion Larrea, President, Workforce Solutions Greater Dallas]

### **BRIEFING MEMOS**

- E. 22-2381 Emergency Rental Assistance Program Update  
[Jessica Galleshaw, Director, Office of Community Care]
- F. 22-2383 September 12, 2022 Digital Equity Initiatives Update Follow-Up  
[Genesis Gavino, Chief of Staff, City Manager's Office]

### **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]

MINUTES OF THE CITY COUNCIL COMMITTEE  
TUESDAY, OCTOBER 11, 2022

EXHIBIT B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

OCTOBER 11, 2022

Item A: Approval of the September 12, 2022 Workforce, Education, and Equity Committee Meeting Minutes

Councilmember Resendez moved to adopt the minutes as presented.

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

# OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

OCTOBER 11, 2022

## BRIEFING ITEMS

Item B: Overview of the Racial Equity Plan FY 22-23 Budget Investments

The following individuals briefed the committee on the item:

- Liz Cedillo-Pereira, Assistant City Manager, City Manager's Office;
- Dr. Lindsey Wilson, Director, Office of Equity and Inclusion;
- Joyce Williams, Director, Small Business Center;
- Carlos Evans, Director, Environmental Quality;
- Jessica Galleshaw, Director, Office of Community Care;
- Christine Crossley, Director, Office of Homeless Solutions;
- Kyle Hines, Assistant Director, Department of Housing & Neighborhood Revitalization;  
and
- Christina da Silva, Welcoming Communities & Immigrant Affairs Officer, Office of Equity and Inclusion

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

OCTOBER 11, 2022

BRIEFING ITEMS

Item C:           Period Access Dallas (P.A.D) Update

The following individuals briefed the committee on the item:

- Jessica Galleshaw, Director, Office of Community Care; and
- Victoria Moe, Senior Project Manager, City Manager's Office

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

OCTOBER 11, 2022

BRIEFING ITEMS

Item D: Day Labor Center Update

The following individuals briefed the committee on the item:

- Joyce Williams, Director, Small Business Center;
- Laurie Bouillion Larrea, President, Workforce Solutions Greater Dallas; and
- Sarah Mendola, Assistant City Attorney, City Attorney's Office

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

OCTOBER 11, 2022

BRIEFING MEMOS

Item E: Emergency Rental Assistance Program Update

Item F: September 12, 2022 Digital Equity Initiatives Update Follow-Up

The committee discussed the items.

MINUTES OF THE CITY COUNCIL COMMITTEE  
TUESDAY, OCTOBER 11, 2022

EXHIBIT C





**City of Dallas**

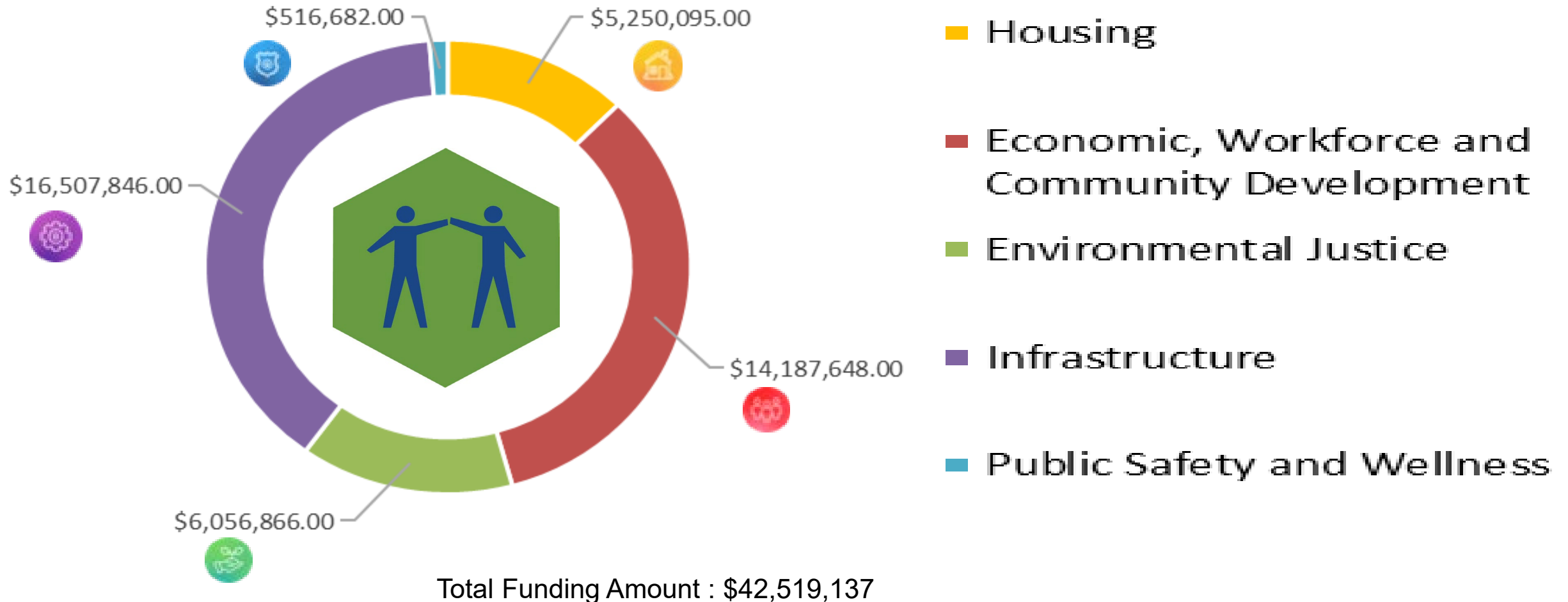
# **Overview of the Racial Equity Plan FY 22-23 Budget Investments**

**Workforce, Education and Equity Committee  
October 11, 2022**

Liz Cedillo-Pereira, Assistant City Manager  
City Manager's Office

Dr. Lindsey Wilson, Director  
Office of Equity and Inclusion

# FY 22-23 Racial Equity Plan Alignment



# Economic, Workforce, & Community Development



Become the most economically inclusive city by eliminating the wealth gap through workforce and economic inclusion, fostering full participation in cultural and civic life of Dallas by acknowledging contributions of historically disadvantaged communities, and investing in economic and human development in equity priority areas.

| Funded Initiative   | Funding Amount |
|---|----------------|
| Advance Economic Development Policy Plan (ARPA funds)                                   | \$3,000,000    |
| City's minimum wage increase  | \$6,201,239    |
| Enhanced Library Card   | \$141,000      |
| Extend Library Hours  | \$1,172,243    |
| Historical Review- Documenting the achievements of underserved communities              | \$100,000      |
| ADA Compliance Efforts  | \$300,000      |
| Public Engagement Coordinator   | \$65,322       |
| Availability and Disparities Study- Develop mentor program to support capacity building | \$80,048       |
| Accelerators Program  | \$750,000      |
| Day Labor Center  | \$62,650       |
| Martyr's Park Parking and Accessibility   | \$750,000      |
| Family Support and Empowerment  | \$1,000,000    |
| Equity and Inclusion Coordinator  | \$65,146       |
| Period Access Dallas  | \$500,000      |



# Environmental Justice



Equitably engage and address the disproportionate impact pollution and climate issues have on historically disadvantaged communities.

| Funded Initiative   | Funding Amount |
|---|----------------|
| Illegal Dumping – Create a 3rd Illegal Dump Team                      | \$250,000      |
| Code Pro Team (add 2 additional teams for a total of 4)               | \$2,277,285    |
| Environmental Coordinator   | \$69,187       |
| Comprehensive multi-media outreach                                    | \$500,000      |
| Brownfield Program  | \$1,618,255    |
| Environmental Coordinator to install, monitor & report on air quality | \$69,187       |
| Healthy Community Collaborative (HCC)                                 | \$522,952      |
| Jeffries-Meyers Environmental Assessment                              | \$500,000      |
| Neighborhood-level Air Monitors                                       | \$250,000      |





# Housing



Close the homeownership gap and secure housing stability in Dallas.

| Funded Initiative  | Funded Amount |
|--|---------------|
| Dallas R.E.A.L. Time Rapid Rehousing (DRTRR) Team  | \$250,096     |
| Forward Dallas   | \$2,500,000   |
| Emerging Developers Fund - seed money for affordable housing for capable developers and faith -based organizations | \$500,000     |
| Anti-Displacement Homebuyer Assistance Fund  | \$1,000,000   |
| Housing Relocation Assistance and Rent Subsidies   | \$1,000,000   |



# Infrastructure



Close infrastructure gaps where intentional historical disinvestment previously occurred.

| Funded Initiative                                 | Funded Amount |
|---|---------------|
| Vision Zero Plan                                  | \$1,757,846   |
| Infrastructure/Land Acquisition Pleasant Grove    | \$2,250,000   |
| Five Mile Infrastructure                          | \$4,000,000   |
| Joppa Infrastructure                              | \$3,500,000   |
| West Dallas Infrastructure                        | \$2,000,000   |
| Cadillac Heights Park and Facility Infrastructure | \$3,000,000   |



# Public Safety and Wellness



Make Dallas communities safe in ways that prevent harm and promote wellness, healing, and justice.

| Funded Initiative                     | Funded Amount |
|---------------------------------------|---------------|
| Expand Crisis Intervention Team       | \$266,682     |
| Rapid Resilience Community Ambassador | \$250,000     |





- **Internal Alignment**
  - Cross collaboration between the Office of Equity and Inclusion (OEI) and specific City Department
  - Aligned Departments will work with appropriate Council committees and updates to WEE as needed
  - OEI joint effort with Data Analytics and Business Intelligence to provide technical assistance sessions to establish reporting system for Department Progress Measures
- **External Alignment**
  - Collaboration with external partners







**City of Dallas**

# **Overview of the Racial Equity Plan FY 22-23 Budget Investments**

**Workforce, Education and Equity Committee  
October 11, 2022**

Liz Cedillo-Pereira, Assistant City Manager  
City Manager's Office

Dr. Lindsey Wilson, Director  
Office of Equity and Inclusion

# **Period Access Dallas (P.A.D.) Update**

**Workforce, Education,  
& Equity Briefing**

**October 11, 2022**



**City of Dallas**

Jessica Galleshaw, Director, Office of Community Care  
Victoria Moe, Sr. Project Manager

# Overview



- Racial Equity Plan Alignment
- What is P.A.D.?
- Lessons Learned from Pilot Part 1
- Partners and Communications
- P.A.D. Pilot Part 2
- Distribution Sites
- Planned Outreach
- Program Opportunities





# P.A.D. Racial Equity Plan Alignment



**Big Audacious Goal 1.5:** Promote community wellness by increasing access to quality, affordable, nutritious options for food, meals and critical hygiene items by aligning social services, nutrition education, urban agriculture, and financial investments in equity priority areas and other areas with demonstrated needs.

Aligned with several **Equity Indicators:**

- Child Poverty (34)
- Health Care Provider (40)
- Median Full-Time Income (40)
- Median Hourly Wage (41)
- Median Household Income (38)
- Working Poverty (17)

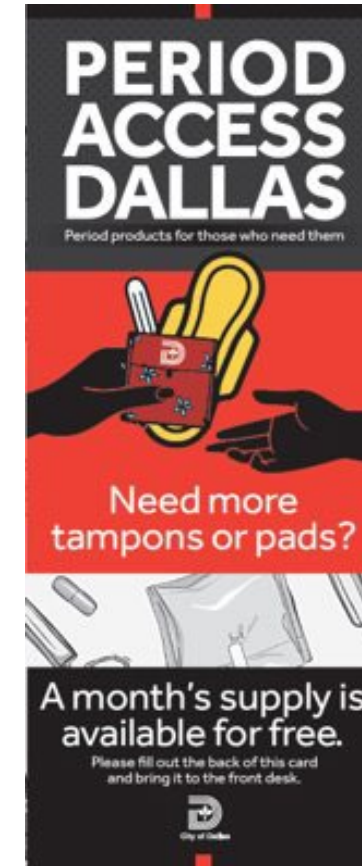
Strengthens **gender equity** through alignment with the Racial Equity Plan.



# What is Period Access Dallas (P.A.D)?



- An equity initiative response to address period poverty
- Provides packages of menstruation management products (pads and tampons of varying sizes) as well as stock the restrooms with free products
- Multi-departmental partnership (City Manager's Office, Office of Community Care, Parks and Recreation, and Libraries) make up the Period Access Dallas team
- Strategic partnerships with community-based organizations for donations and distributions



Please fill out the back of this card and bring it to the front desk.

**PRODUCT PREFERENCE:**

☐ Regular tampons  
☐ Super tampons  
☐ Mini pads  
☐ Maxi pads

**HAVE YOU EVER MISSED SCHOOL OR WORK DUE TO NOT HAVING MENSTRUAL PRODUCTS?**  
Y or N

**WHAT'S YOUR AGE?**

☐ 11-17  
☐ 18-25  
☐ 26-35  
☐ 36-50  
☐ Over 50

**WHAT'S YOUR ZIP CODE?**

**DO YOU IDENTIFY AS:**

☐ White  
☐ Black/African American  
☐ Asian  
☐ American Indian/Alaskan Native  
☐ Native Hawaiian or Other Pacific Islander American  
☐ Indian/Alaskan Native & White  
☐ Asian & White  
☐ Black/African American & White  
☐ American Indian/Alaskan Native & Black/African American  
☐ Other Multi-Racial

**DO YOU IDENTIFY AS HISPANIC OR LATINO?**

☐ Yes  
☐ No



# Period Poverty: Defining a Movement



- What is Period Poverty? Period Poverty is the lack of access to sanitary products, menstrual hygiene education, toilets, hand washing facilities, and/or, waste management
- Period Products are not covered under any assistance program (SNAP, WIC, etc)
- Women may be forced to reuse or overuse products, leading to unsanitary products
- Stigma attached to periods and menstruation makes the subject difficult to discuss



Image from [HUDA Beauty](#) Article

# Period Access Dallas (P.A.D.) - Pilot (Part 1)



- Plan briefed to Workforce, Equity and Education in January 2022
- Distributions launched in May 2022 across 24 public facilities, including community centers, libraries and recreation centers in Qualifying Census Tracts (QCTs)
  - Quick Reminder: QCTs are tracts with a poverty rate of at least 25% or in which at least 50% of the households have incomes below 60% of AMI
- Pilot funded using appropriated ARPA funding for essential necessities
- Approximately \$100,000 worth of products purchased were distributed in Qualified Census Tracts (QCTs)
- Items distributed in multiples or packages to serve resident needs for multiple days
- Program provides packages of menstruation management products (pads and tampons of varying sizes) as well as stock the restrooms with free products
- Staff at all sites trained to ensure all constituent requests are handled with sensitivity and that distribution documented according to regulatory requirements (for ARPA-funded components)





# Lessons Learned – Part 1 Data



2,500+

Packages of products distributed

68%

Requests for pads versus tampons (32%)

43%

Respondents indicated having missed work or school due to lack of products



Higher distribution from community centers compared to recreation centers and libraries



More products taken from restrooms directly than requested as packages



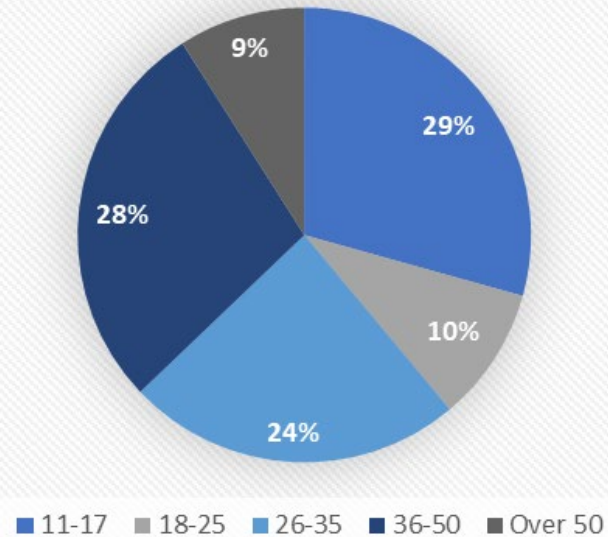


# Demographic Distribution Data

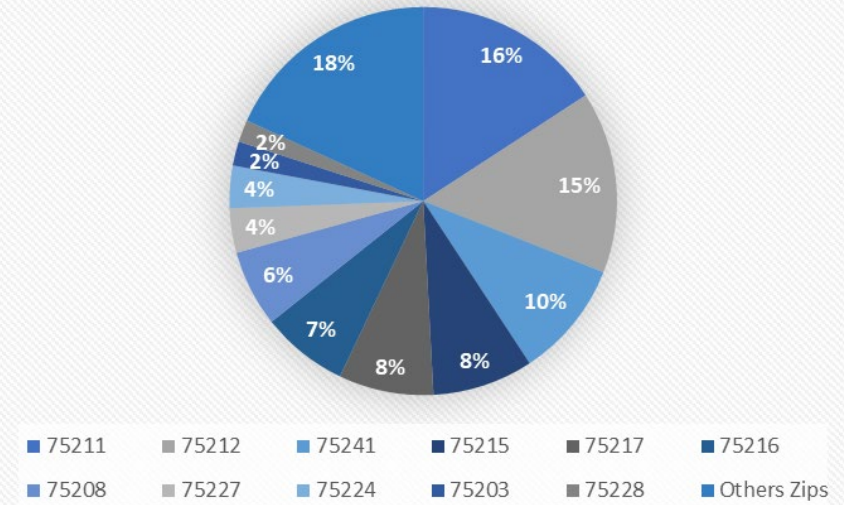


- Highest requests came from 11-17 year-old age group
- The highest frequency of requests were from West Dallas residents, with 75211 and 75212 as the leading zip codes for resident requests (likely due to West Dallas Multipurpose Center)

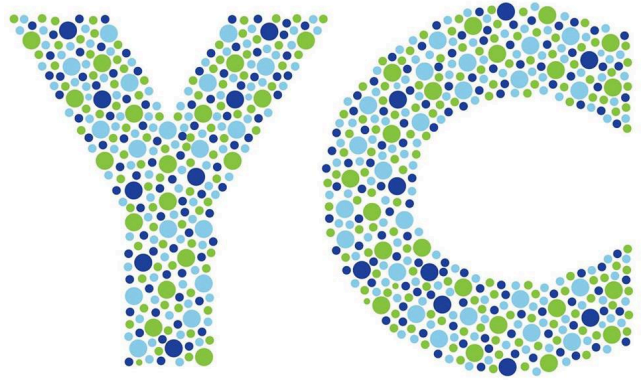
## Client Age



## Client Zip Codes



# Partners and Communications



THE YOUTH COMMISSION  
City of Dallas



JUNIOR LEAGUE  
OF  
DALLAS™



One Dallas

# P.A.D. - Part 2 and Beyond



- Part 2 (October 2022 – beyond)
  - Partnership with Junior League of Dallas to collect menstruation management products for distribution
  - Based on needs and quantity collected, supplement current site supply and/or add additional distribution sites
  - Pursue philanthropic investments to sustain program
  - Look for partner organizations to transition long-term project management
  - Look into eco and wallet friendly options
- Ongoing Programming
  - Community partnerships sustain and manage program ongoing
  - Explore opportunities to partner with more local organizations and businesses to continue the donation collections
    - Collection sites in retailers, restaurants, and/or other local business
    - Partner for local “drives”
  - Partner with local Dallas-serving school districts to advocate for product availability at their sites
  - Continue to pursue philanthropic investments to sustain program
  - Expand distribution sites City-wide using COVID Equity Tool as a guide, including WIC facilities





# Period Access Dallas (P.A.D.) - Part 2



- Beginning November 2022, expand to 72 sites city-wide (all community centers, libraries and recreation centers)
- General fund support though Racial Equity Plan projects support enables expansion to sites city-wide
- Utilizing card request model, products available in restrooms and packages by request, limiting collection of private data
- Strengthen outreach to build awareness of service Broad outreach using social media
  - Earned media through press releases and P.A.D. Launch event
  - Strategic outreach through community-based organizations and nonprofits
  - Focus message on availability through libraries and recreation centers (in addition to community centers) and availability of packages
- Goal: Distribute 60,000 packages of products city-wide, reaching an estimated 5,000

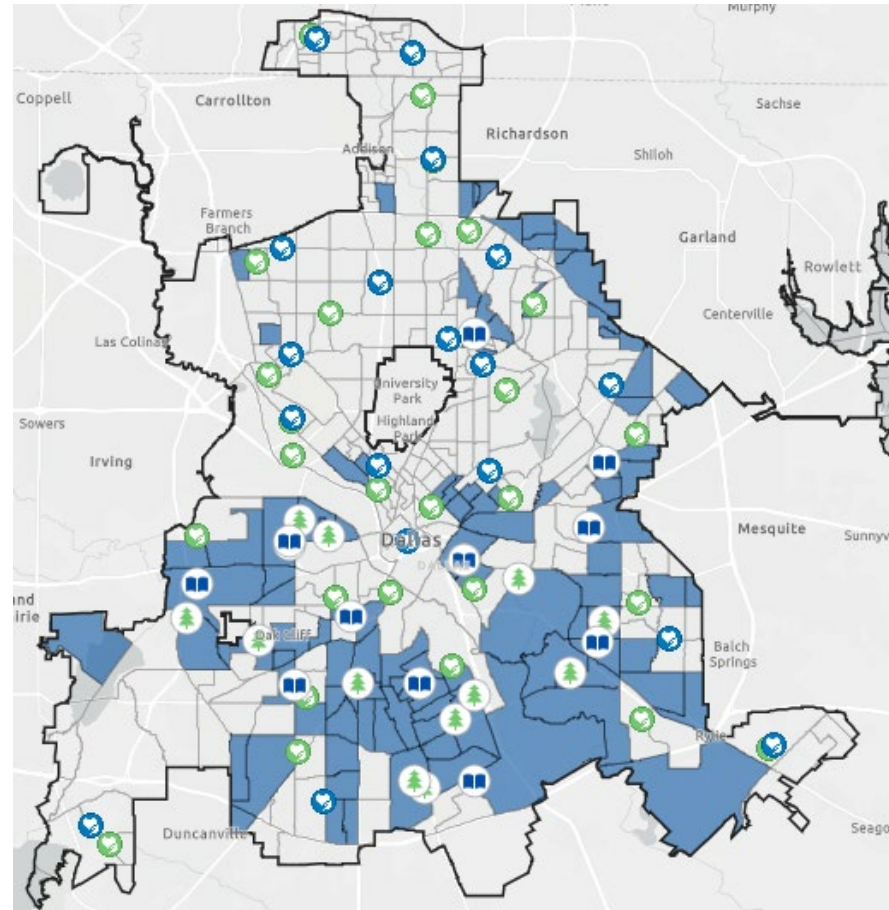
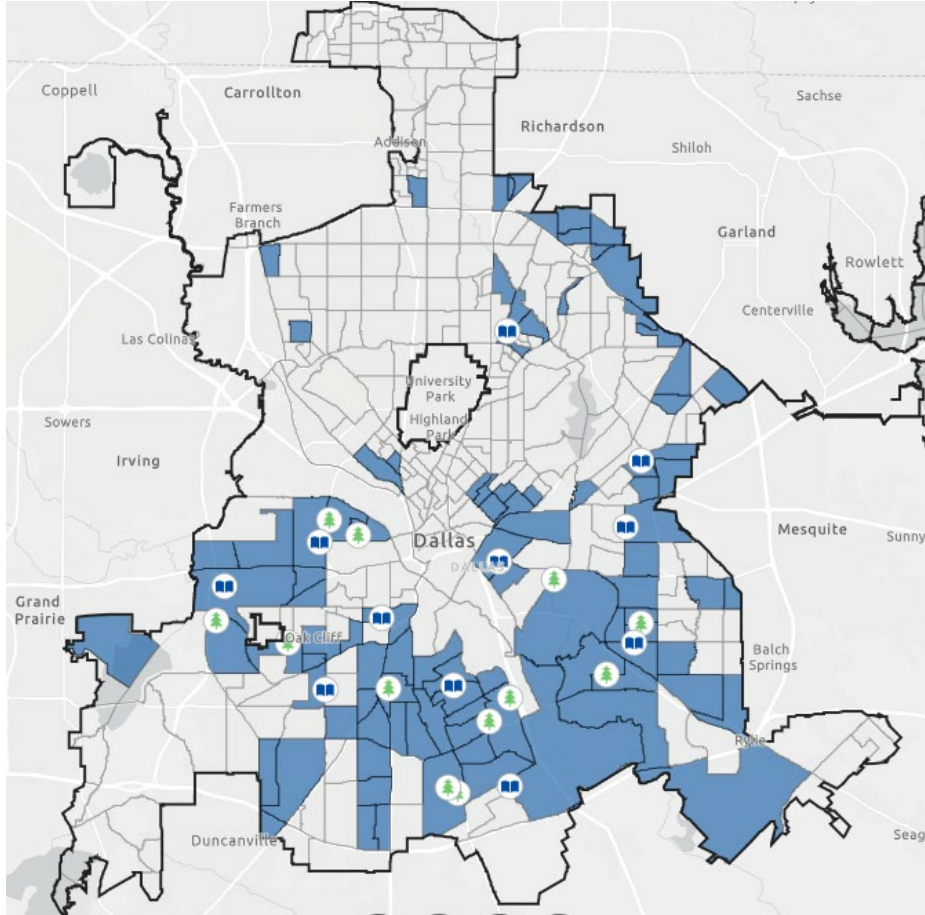


# P.A.D. Distribution Sites



- 24 locations in Part 1 ([Map](#))

- 70 locations in Part 2 ([Map](#))



# Planned Outreach for Part 2 Launch



- Outreach plan launching November 2022 to incorporate part 2 expansion
- Host press conference to kick off part 2 expansion & pitch for earned media
- Develop social media content, graphics and calendar
- Leverage partners' networks to amplify City of Dallas social and outreach messages
- Record and broadcast Public Service Announcement notifications
- Identify influencers and collaborate to reach new audiences and raise awareness of program services





# Program Opportunities



- Long-term sustainability
  - Explore corporate, philanthropic and governmental partnerships to maintain and expand access to free pads and tampons
  - Explore additional opportunities for accessible distribution sites, such as WIC clinics or nonprofit partnerships
  - Sisterhood partnerships
- Advocacy
  - Pads and tampons provided through SNAP and/or WIC could ensure accessibility for the long term (federal)
  - Advocate for removal of state sales tax on pads and tampons



# **Period Access Dallas (P.A.D.) Update**

**Workforce, Education,  
& Equity Briefing**

**October 11, 2022**



**City of Dallas**

Jessica Galleshaw, Director, Office of Community Care  
Victoria Moe, Sr. Project Manager





**City of Dallas**

# **Day Labor Center Update**

**Workforce, Education, Equity  
Committee  
October 11, 2022**

Joyce Williams, Director  
Small Business Center

Laurie Bouillion Larrea, President  
Workforce Solutions Greater Dallas

# Presentation Overview



- Purpose of Briefing
- Project Background
  - Goals for Proposed Day Labor Program
  - Stakeholders/ Stakeholders Input
- Day Labor Center Research/ Update
  - Sites Visits
  - Pros and Cons Day Labor Center
- Day Labor Center Ordinance – Example
- Questions and Responses ( Potential Risk Liabilities)
- Staff Recommendation
- Next Steps



# Purpose of Briefing



- Provide an update on potential strategies for a Day Labor Program
- Identify potential recommendations to address the management structure for a Day Labor Center
- Receive WEE Committee feedback.



# Project Background



- The Workforce, Education, and Equity Committee requested updated information be provided based upon the 2015 City of Dallas Planning & Neighborhood Vitality Department briefing.
- Council members Gay Donnell Willis, District 13 and Jesse Moreno, District 5 were selected by the Chair as WEE Committee members to work with SBC staff in the feasibility process.
- Community and workforce stakeholders provided input.
- Day labor workers were informally interviewed about service needs.
- Updates from the 2015 committee briefing on day labor centers.



# Goals for Proposed Day Labor Program



- Reduce safety hazards
- Deter crime
- Promote fair wages for day/hourly work
- Provide an organized and safe method of engagement between the labors and employers seeking daily or hourly employment
- Decrease the labor gap by providing access to skill workers
- To act as community connector of services linking local small businesses, homeowners, faith-based organizations and contractors with skilled day labor workers for employment opportunities, safeguarding fair pay and respectable working conditions



# Outreach to Stakeholders



- Staffing agency
- Non-Profit organizations
- Regional Hispanic Contractor Association
- Asian American Contractor Association
- Workforce Solutions of Greater Dallas
- Day labor workers informal interviews





# Stakeholders Feedback



These type of Centers  
should be in  
non-residential areas

There should be more  
than one location  
because of  
transportation issues

City should consider  
mobile units as a pilot

There should be other  
services offered  
through partnerships

Concerns of funding  
services to serve non-  
citizens (e.g., protests  
at the Garland Center)

City should adopt an  
ordinance to address  
day labor worker  
concerns



# Day Labor Research Update

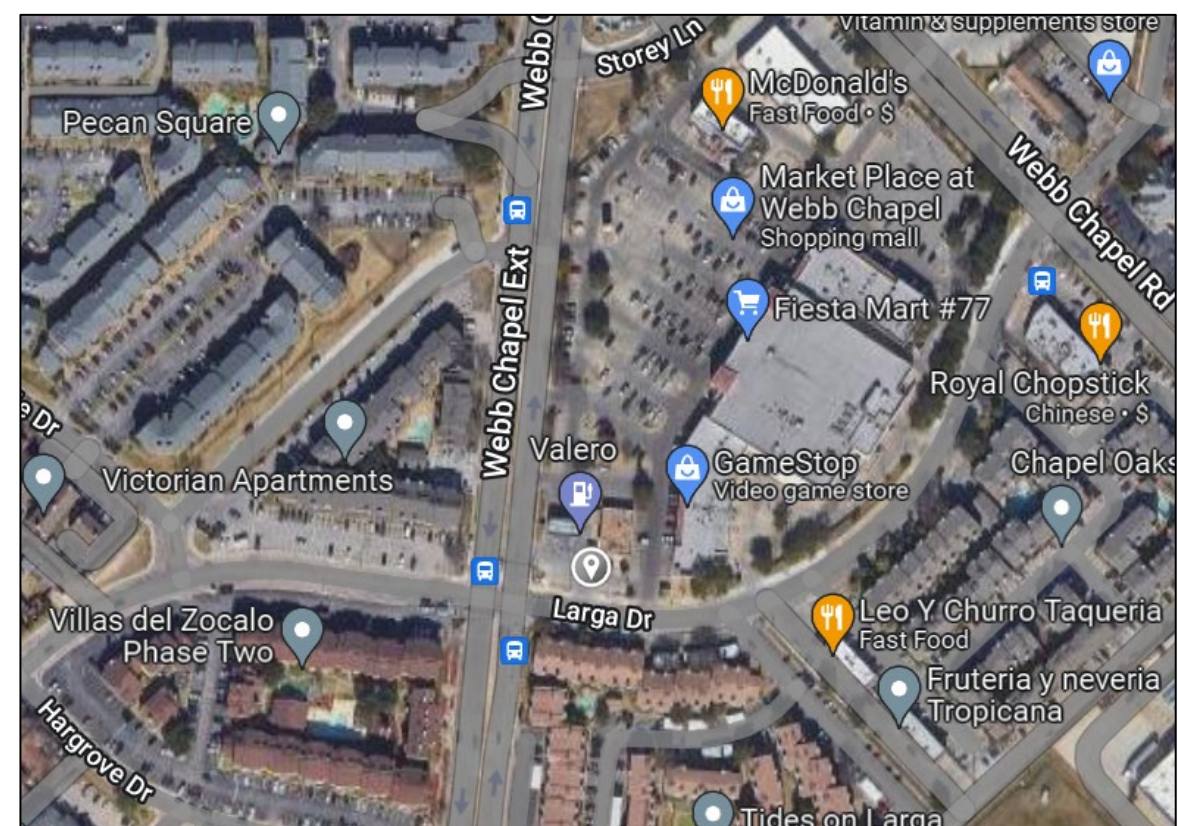


- In 2015, the City of Dallas Planning and Neighborhood Vitality Department provided a briefing on day labor centers to the Budget, Finance, & Audit Committee. Information included Plano, Garland, Denton, and Austin day labor centers.
- Plano Center was established in 1994 based upon an Ordinance to reduce crime and increase community safety. Serves over 200 workers each day, it is a city-owned location, salaries are negotiated between worker and employer, and no other services are provided.
- Garland Center was established in 2002 in partnership Texas Workforce Commission. It closed in 2020.
- Austin Center was established in 1999. It has temporarily stopped in-person services because of limited space and COVID. They are expected to complete relocation by end of 2022. In partnership with Homeless Solution on the day labor project.



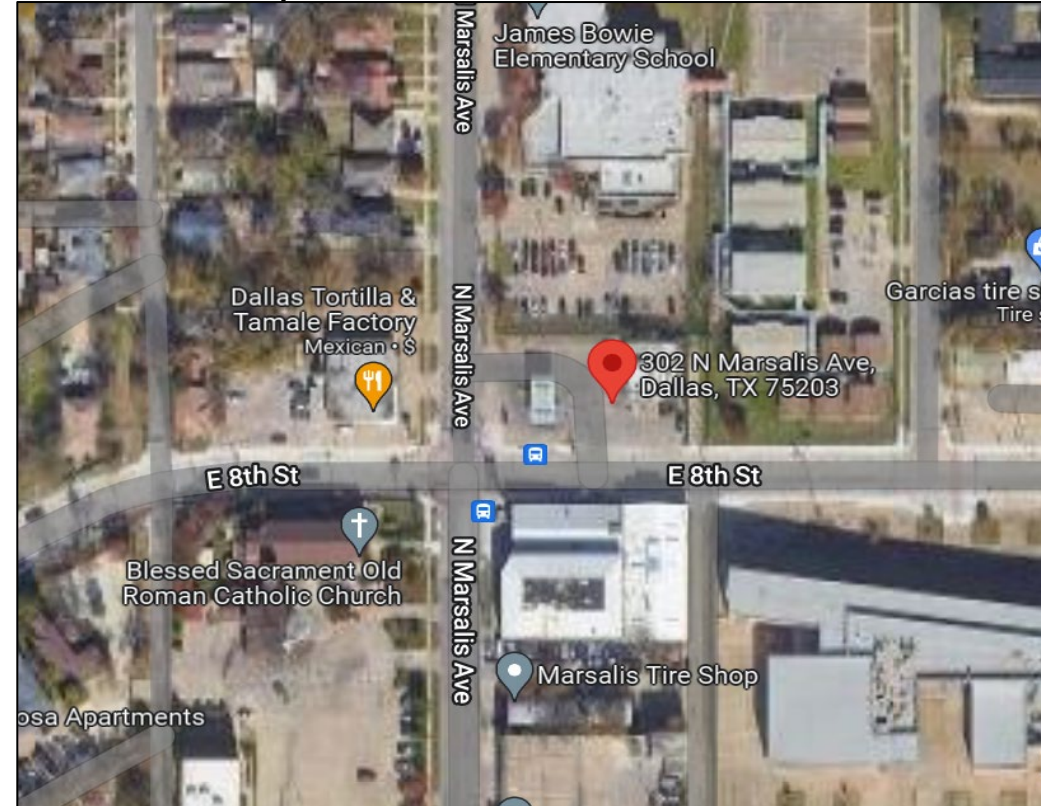


- Northeast Dallas - Vickery Meadow



6864 Shady Brook Ln, Dallas, TX 75231

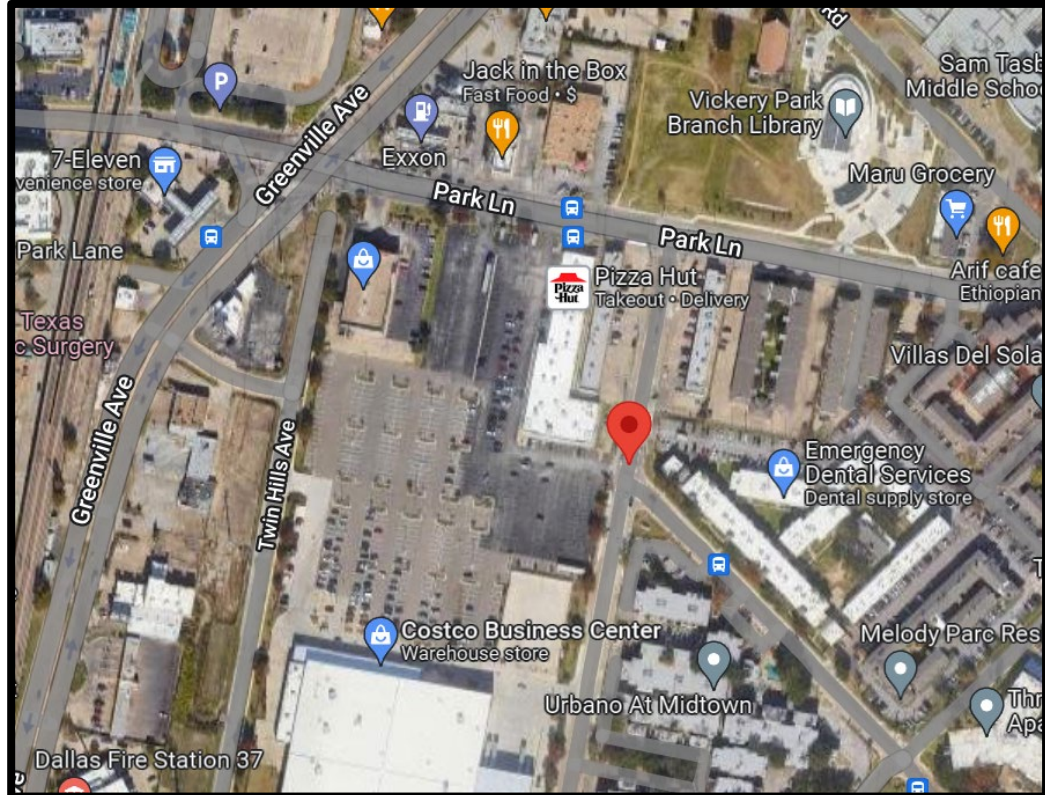
## Oak Cliff (N. Marsalis Ave and 8th Street)



302 N Marsalis Ave, Dallas, TX 75203

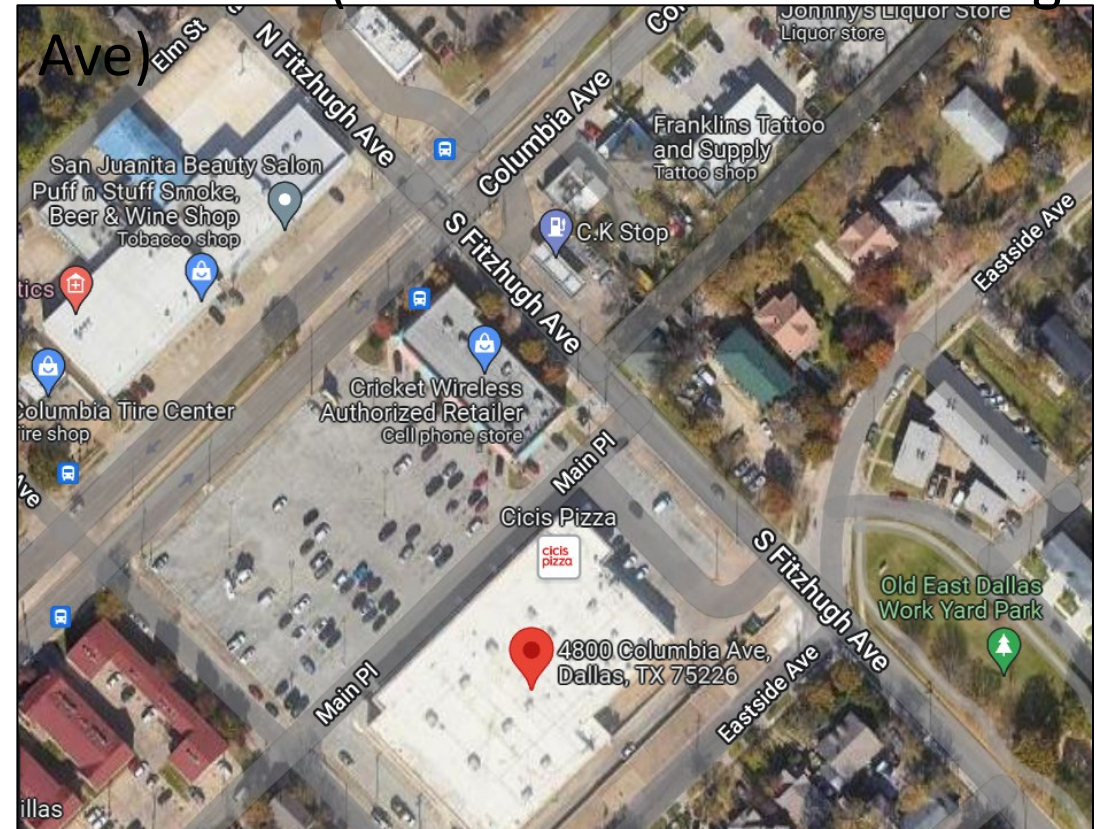


## Northwest Dallas ( Webb Chapel /Lombardy)



3434 Webb Chapel Extension, Dallas, TX 75220

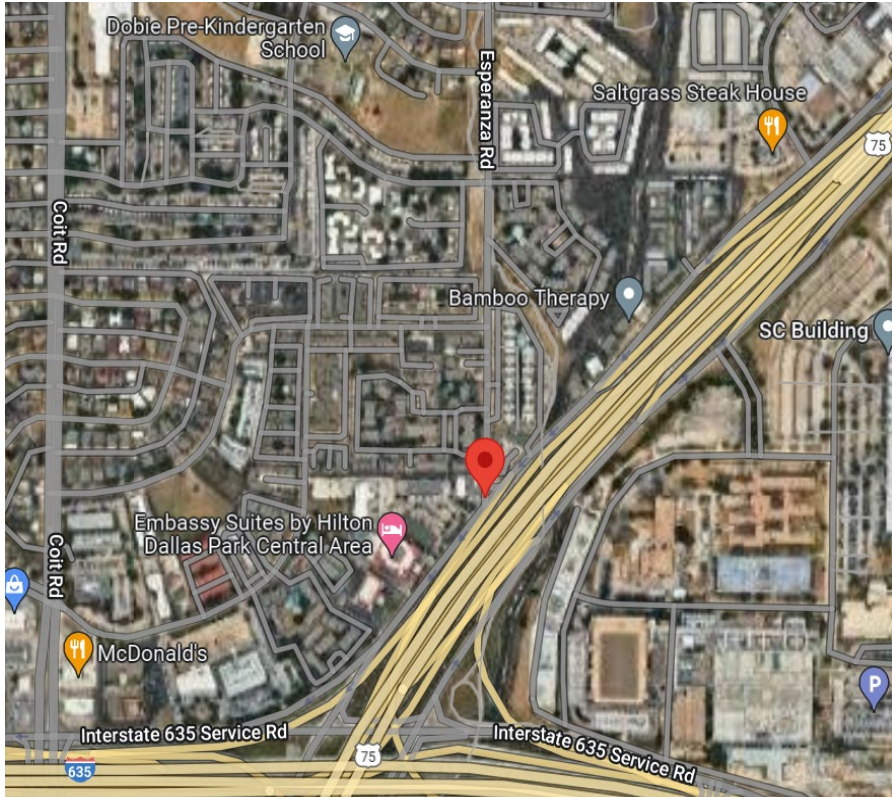
## East Dallas (Columbia Ave and S Fitzhugh)



4800 Columbia Avenue, Dallas, TX 75226

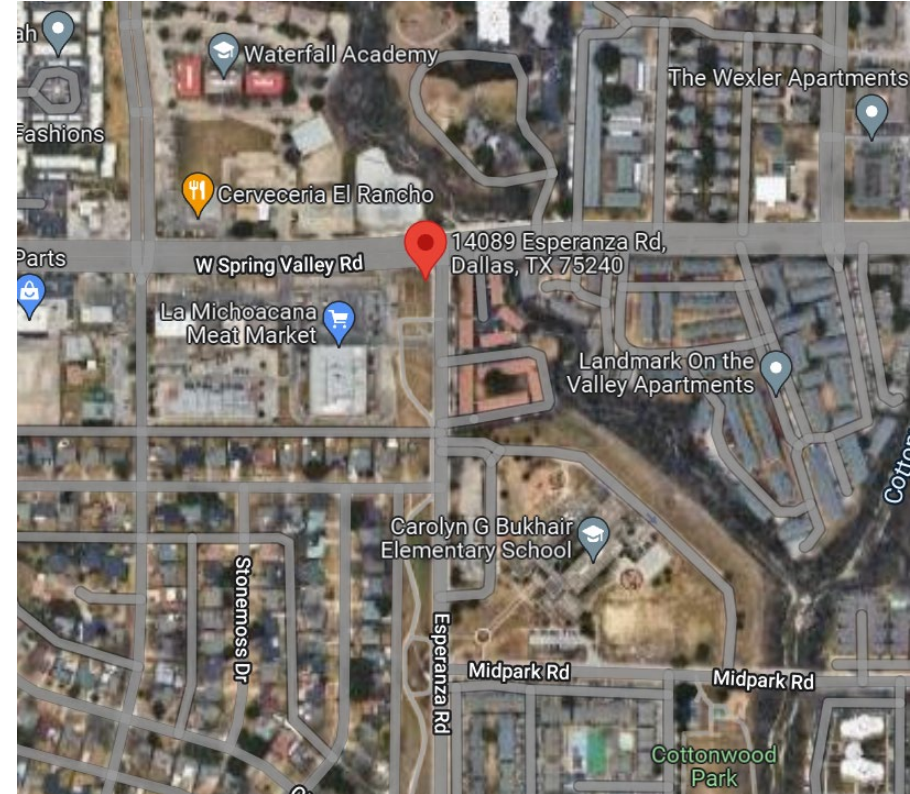


- Far North Dallas (Esperanza Rd /US 75)



13233 Esperanza Rd, Dallas, TX 75240

## Far North Dallas (Esperanza Rd/Spring Valley)



14089 Esperanza Rd, Dallas, TX 752

# Pros and Cons of the Day Labor Center



## PROS

- Provide a safe place for workers
- Provide an organized system for employers, homeowners, and non-profits to hire day and or hourly workers for small projects
- Increase access to information on City services ( training, wraparound services, etc.)
- Partner with the Texas Workforce Solutions of Greater Dallas

## CONS

- Barriers to the City establishing certain guidelines for private employers
- Concerns from temporary agencies relating to competition
- Private job sites outside of City's oversight
- Potential backlash related to undocumented residents



# Day Labor Center Ordinance - Example



- As an alternative to a city-sponsored day labor center, at least one municipality (Haltom City, Texas) has adopted an ordinance dictating the location of centers as well as basic operating guidelines.
- The Haltom City ordinance requires a day labor center operator to possess a current and valid temporary common worker employee license issued by the Texas Department of Licensing and Regulations (TDLR).
- Day labor center violations are reported to the TDLR for investigation and enforcement.





# Questions and Responses (Potential Risks and Liabilities)



| Questions   | General Liability Responses   |
|---|---|
| <b>Can the City set the wages ?</b>   | It is not recommended that the City set or recommend wages between a private employer and the day laborers it hires, beyond what state and federal law already requires.  |
| <b>Can the City bar problematic employers/ laborers from using the DLC?</b> | <p>Yes. The City can set rules and regulations for the DLC and provide for an enforcement procedure. For example, the City could bar employers from using the DLC who garner 3 or more worker complaints within a 6-month period, etc. The City could set general standards for DLC participants, both employers and workers, such as:</p> <ul style="list-style-type: none"><li>Returning workers to the DLC at the end of the job;</li><li>Prohibiting employers from charging workers fees for necessary equipment, uniforms, transportation, etc.</li></ul> |



# Questions and Responses (Potential Risks and Liabilities)



| Questions  | General Liability Responses   |
|--|---|
| <b>Can the City setup a Mechanism for laborers to avoid cash payments?</b>             | It is recommended that the City not be directly involved in the payment process to avoid the City getting pulled into wage disputes; however, the City could mandate, via rule or ordinance, that a participating employer offer a minimum of two methods of payment  |
| <b>Can we provide services at the DLC to promote safety, equity, protection, etc.?</b> | Yes, nothing would prohibit the City from making resources available to DLC workers in terms of information on various social programs or initiatives.  |
| <b>Other Considerations</b>  | The City of Plano states various disclaimers, including that the DLC is not an employment agency; that the City of Plano does not set or recommend the wages; that skills are self-reported by workers and that the City of Plano does not guarantee that any worker will be able or willing to do the job and the employers is responsible for interviewing and assessing the worker's skills; and that the employer is responsible for complying with employment laws and the City of Plano does not check documentation of DLC workers |





# Staff Recommendation



- Develop the framework for a mobile unit as a pilot for a city-sponsored location in partnership with Workforce Solutions of Greater Dallas.
- Consider co-locating with existing Workforce Solutions of Greater Dallas site.
- Consider adoption of Day Labor Center Ordinance.



# Next Steps



## **Receive WEE Committee feedback on day labor program/center**

- Consider a mobile unit as a pilot for a location in partnership with Workforce Solutions of Greater Dallas.
- Consider co-locating with existing Workforce Solutions of Greater Dallas site.





**City of Dallas**

# **Day Labor Center Update**

**Workforce, Education, Equity  
Committee  
October 11, 2022**

Joyce Williams, Director  
Small Business Center

Laurie Bouillion Larrea, President  
Workforce Solutions Greater Dallas

# Memorandum



DATE October 7, 2022

CITY OF DALLAS

TO Honorable Members of the Workforce, Education and Equity Committee

SUBJECT **Emergency Rental Assistance Program Update**

The Emergency Rental Assistance (ERA) program, which includes ERA 1 and ERA 2, is a federally funded program designed to promote housing stability for households that have been impacted due to or during the COVID-19 pandemic. The program is administered by the United States Department of the Treasury and was authorized and funded in two parts.

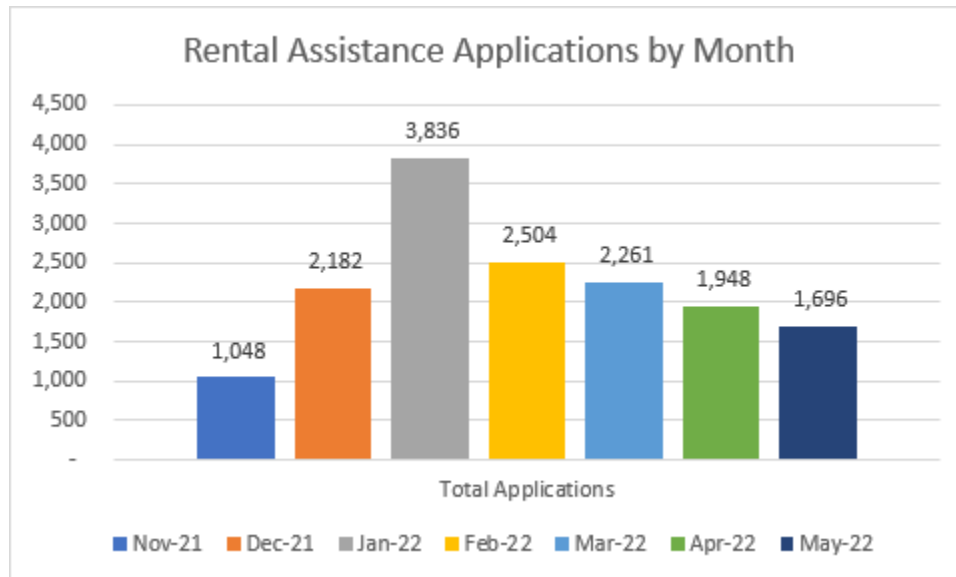
The City of Dallas received and accepted direct allocations from both ERA 1 and ERA 2 and is currently primarily implementing ERA 2 programming and has partnered with the United Way of Metropolitan Dallas's Dallas Rental Assistance Collaborative (DRAC), a partnership of approximately 12 nonprofit organizations, and Housing Solutions for North Texas, known as Dallas Housing Authority or DHA as subrecipients to administer ERA 2 funds. The City is administering ERA 2 program funds at this time and has expended all ERA 1 funds, including reallocations. The City received approximately \$40M in ERA 1 funds, which has been fully expended, and approximately \$52M in ERA 2 funds, which are nearing full obligation and expenditure. As of June 30, 2022, we had served a combined total of 9,422 clients through the ERA1 and ERA 2 programs, which includes 2,537 through ERA1 and 6,885 through ERA2. Average amount per household for ERA 1 clients was approximately \$5,500, while through ERA 2 thus far, the average amount per household has been approximately \$5,600.

## Emergency Rental Assistance Program Prioritization

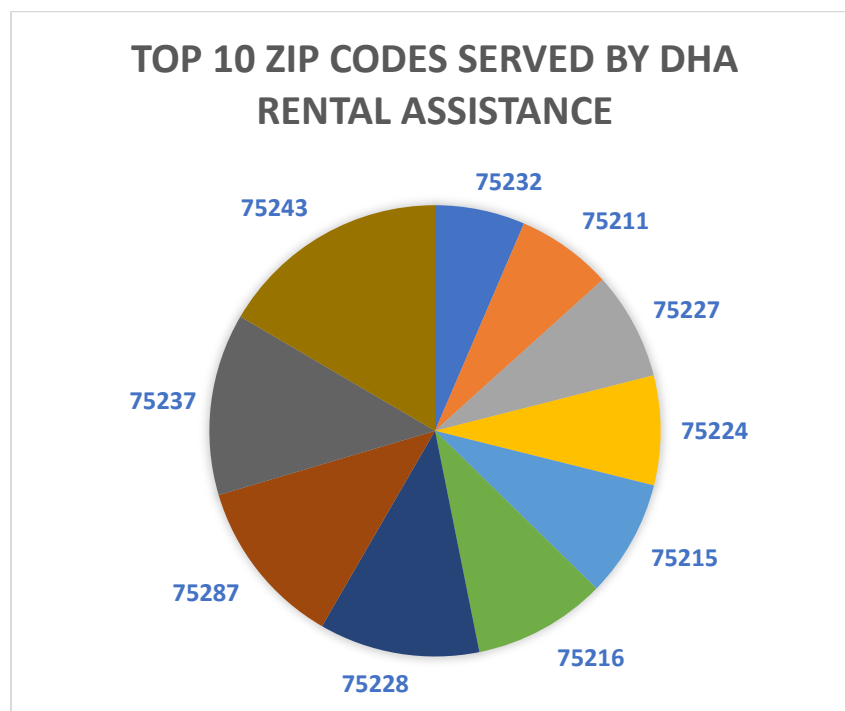
The ERA program requires the prioritization of assistance for households that earn below 50% of the Area Median Income, \$43,850 for a family of 3, or in which one or more members of the household are unemployed and have been for 90 or more days. Additionally, the City considers potential eviction status when assigning cases for processing to organizations who are able to process cases as expediently as possible.

## The Need for Rental Assistance

Since early 2021, the City began accepting rental assistance applications through an online assistance portal. More than 17,000 applications have been submitted through the portal, with 10,000+ of these being submitted during 2022. In May of 2022, the portal was closed to new applications because the number of submissions exceeded what was expected to be served with available funding.



Additionally, in August 2022, Dallas Housing Authority relaunched its rental assistance portal. In order to alleviate the large number of pending applications, DHA agreed to take on and prioritize over 2,100 of the pending applications from the City's portal. From August to October 2022 DHA has approved and is disbursing rental assistance to over 1,000 Dallas households through ERA2. As of October 4, 2022, all available DHA rent relief funds have been committed. DHA has served households in 70 zip codes across the city of Dallas.



### Next Steps

DATE October 7, 2022  
SUBJECT **Emergency Rental Assistance Program Update**

The City is currently working to compile, review and validate data from all partners to prepare our quarterly report to the Treasury for the period ending September 30, 2022, which is due later this month. Once we have completed this process, we will be able to report accurate and current data on ERA service delivery through this month. Current projections indicate that the City will report full obligation of funds in the coming weeks.

In order to serve as many applicants as possible, the City is also utilizing other available rental assistance funding to serve these clients, including Homelessness Prevention dollars through the Emergency Solutions Grant and the Client Emergency Assistance Program / Rental Assistance funds through the CARES Community Development Block Grant program.

The City has also taken steps to partner with Dallas County Health and Human Services to serve more Dallas residents. DCHHS staff receive case assignments and process clients who are Dallas residents directly through the City's Kinetech portal. Additionally, the City is working with Denton County and their subrecipient, United Way of Denton County, on duplication prevention to ensure that Dallas residents of Denton County can be processed without risk of duplication.

Finally, the City regularly requests reallocated funds from Treasury each time the opportunity to make such a request becomes available. Thus far, we have received an additional approximately \$900,000 from reallocation requests and hope to continue receiving additional funds and currently have pending requests for ERA 1 and ERA 2 funds.

If you have any questions, please contact me or Office of Community Care Director, Jessica Galleshaw, at [Jessica.galleshaw@dallascityhall.com](mailto:Jessica.galleshaw@dallascityhall.com).



Liz Cedillo-Pereira  
Assistant City Manager

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney  
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Preston Robinson, Administrative Judge  
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Majed A. Al-Ghafry, Assistant City Manager  
Dr. Robert Perez, Assistant City Manager  
Carl Simpson, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors



# Memorandum



CITY OF DALLAS

DATE September 23, 2022

TO Honorable Mayor and Members of the City Council

SUBJECT **September 12, 2022 Digital Equity Initiatives Update Follow-Up**

On September 12, 2022, Staff briefed the Workforce, Education, and Equity Committee on the Digital Equity Initiatives Update (Update). The Update focused on the City and its partners' efforts to bridge the digital divide through digital equity initiatives such as the Affordable Connectivity Program, Dallas Public Library Programs and Services, Digital Navigators Program, and Digital Inclusion Week. The following questions were requested as information in a follow-up memorandum:

## **1. The use of hotspots as an option for clients in the Digital Navigators Program**

Digital Navigators will work closely with the clients to determine the connectivity solution appropriate for their household that includes not only what is available in the area but aligned to the preferences of the household. Digital Navigators will be asked to maintain detailed information related to the connectivity solutions offered and the reasoning behind the client's selection. This data will assist staff in program evaluation of outcomes and impact and potentially any future program modifications.

## **2. Digital Navigators and a Train the Trainer Program**

Staff will develop a second component to the Digital Navigators solicitation for a 'Train the Trainer' Program to address the organizational capacity of organizations that may not have dedicated 'digital equity' programming but have established relationships and connections with communities we intend to serve. Staff will provide an update on the development of this program in November in conjunction with an update to the Digital Navigator Request for Competitive Sealed Proposals (RFCSP).

## **3. Mapping overlay of areas lacking internet and internet service availability**

The Federal Communications Commission (FCC) and Texas Broadband Development Office (BDO) are both working to collect data from internet service providers (ISP) to develop and update their current broadband maps with more detailed and precise information on the availability of fixed and mobile broadband services. Both agencies are currently collecting ISP data, then will open the data validation and verification period to governments at the state and local level in Spring 2023. Staff will provide updates once the maps and data become available.

## **4. Type of Connection in 'Percent of Households with No Internet Access' Map**

As per the Census, the 'Percent of Households with No Internet Access' data is:  
*"Estimated percent of households with no internet access, between 2016-2020. Internet access can include a subscription for dial-up, cellular, cable, fiber optic, DSL, satellite, or other service, or internet access without a subscription."*

DATE September 23, 2022  
SUBJECT **September 12, 2022 Digital Equity Initiatives Update Follow-Up**

The data **may** capture the cellular internet connections potentially used by households under the 'other service' category.

## **5. Middle Mile terminology and RFCSP Timeline**

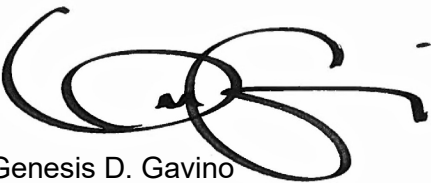
In simple terms, the 'Middle Mile' is defined as *the mid-section of an Internet infrastructure that carries large amounts of data at high speeds over mid to long distances.*

The definition in the Notice of Funding Opportunity (NOFO) for the US Government's Middle Mile Grant Program is:

**Middle Mile Infrastructure.**—The term “middle mile infrastructure”— (A) means any broadband infrastructure that does not connect directly to an end-user location, including an anchor institution; and (B) includes— (i) leased dark fiber, interoffice transport, backhaul, carrier-neutral internet exchange facilities, carrier-neutral submarine cable landing stations, undersea cables, transport connectivity to data centers, special access transport, and other similar services; and (ii) wired or private wireless broadband infrastructure, including microwave capacity, radio tower access, and other services or infrastructure for a private wireless broadband network, such as towers, fiber, and microwave links.

The current timeline for the release of the Request for Competitive Sealed Proposal (RFCSP) is October 15, 2022. Staff is currently reviewing a draft developed by CTC Technology and Energy alongside the City Attorney's Office and Office of Procurement Services for the next two weeks. The expectation is that the RFCSP will be on the street for no less than 60 calendar days and the City will hold at least 2 industry sessions for potential proposers to walk attendees through the RFCSP in a public forum and invite questions.

Should you have any questions or concerns, please do not hesitate to contact me directly at [genesis.gavino@dallas.gov](mailto:genesis.gavino@dallas.gov).



Genesis D. Gavino  
Chief of Staff to the City Manager

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