

# Memorandum



CITY OF DALLAS

DATE May 8, 2023

TO Honorable members of the Workforce, Education and Equity Committee: Jaynie Schultz (Chair) Casey Thomas II (Vice Chair), Jesse Moreno, Paula Blackmon, Adam McGough, Omar Narvaez, Jaime Resendez

SUBJECT **Memo Regarding Dallas' Business Case for Equity**

On March 8, 2022, the W.K. Kellogg Foundation and Altarum provided the City of Dallas' Workforce, Education and Equity Committee a briefing on [The Business Case for Racial Equity- A Strategy for Growth](#). This briefing addressed the business or economic case for racial equity in the United States by assessing current policies and practices, human capital constraints, untapped markets, and lost revenues. The report highlights how a sustainable commitment to racial equity would boost the nation's economy, noting that addressing the racial equity gap our country stands to realize an \$8 trillion gain in GDP by 2050.

Since the August adoption of the City of Dallas' Racial Equity Plan (REP), the Office of Equity and Inclusion (OEI) has been working on the advancement of the Big Audacious Goals (BAGs), developing key partnerships with external stakeholders inclusive of the philanthropic community. Starting in the Fall of 2022, City staff and Flying High Consultant began efforts to engage Dallas' philanthropic community, holding several meetings and correspondences to advance equity through the goals and measures included in the City's Racial Equity Plan (REP).

Additionally, in an effort to advance the City's vision for Dallas to become the most equitable city in the nation, the City of Dallas and the philanthropic community are in the intentional stages of developing a local business case for the Racial Equity Report. Current data from trusted sources such as United Way of Metropolitan Dallas and Policy through Advancing Workforce Equity in Dallas and Collin Counties: A Blueprint for Action, has noted that eliminating racial inequities in income could boost the combined economy of Dallas and Collin counties by \$115 billion a year.

The work with Dallas' philanthropic community is ongoing. Specifically, we are looking to fund a local report modeled after the [Kellogg Foundation's Business Case for Racial Equity](#) that is focused on Dallas and can be used to continue to advance equity by various stakeholders. In addition to the report serving as a measurement tool, the report will:

- A. Broaden the Racial Equity Conversation
  - Advancing racial equity is both a social justice goal and a driver of business and economic growth.
- B. Highlight Historically Disadvantaged Communities and Challenges Faced
  - Legacy effects of racist laws and practices and ongoing structural racism and unconscious bias create gaps in opportunity.

"Our Product is Service"

Empathy | Ethics | Excellence | Engagement | Equity

DATE May 8, 2023  
SUBJECT **Memo Regarding Dallas' Business Case for Equity**  
PAGE **2 of 2**

- C. Quantify the Economic Impacts of Inequities
  - Measuring and analyzing economic impacts of closing specific types of current gaps in life outcomes.
- D. Demonstrate the Economic Potential of Achieving Racial Equity
  - U.S. Earnings, Consumer Spending, etc.
- E. Identify the Call to Action to Advance Racial Equity in Alignment with the REP
  - From influence to evaluation to support.

The estimated timeline for report completion is October 2023.

Should you have any questions or concerns, please do not hesitate to contact me or Dr. Lindsey Wilson, Director of the Office of Equity and Inclusion, at [lindsey.wilson@dallas.gov](mailto:lindsey.wilson@dallas.gov)



**M. Elizabeth (Liz) Cedillo-Pereira**  
Assistant City Manager

c: T.C. Broadnax, City Manager  
Tammy Palomino, Interim City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizzor Tolbert, Deputy City Manager  
Jon Fortune, Deputy City Manager

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