



City of Dallas

South Dallas Employment Project

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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

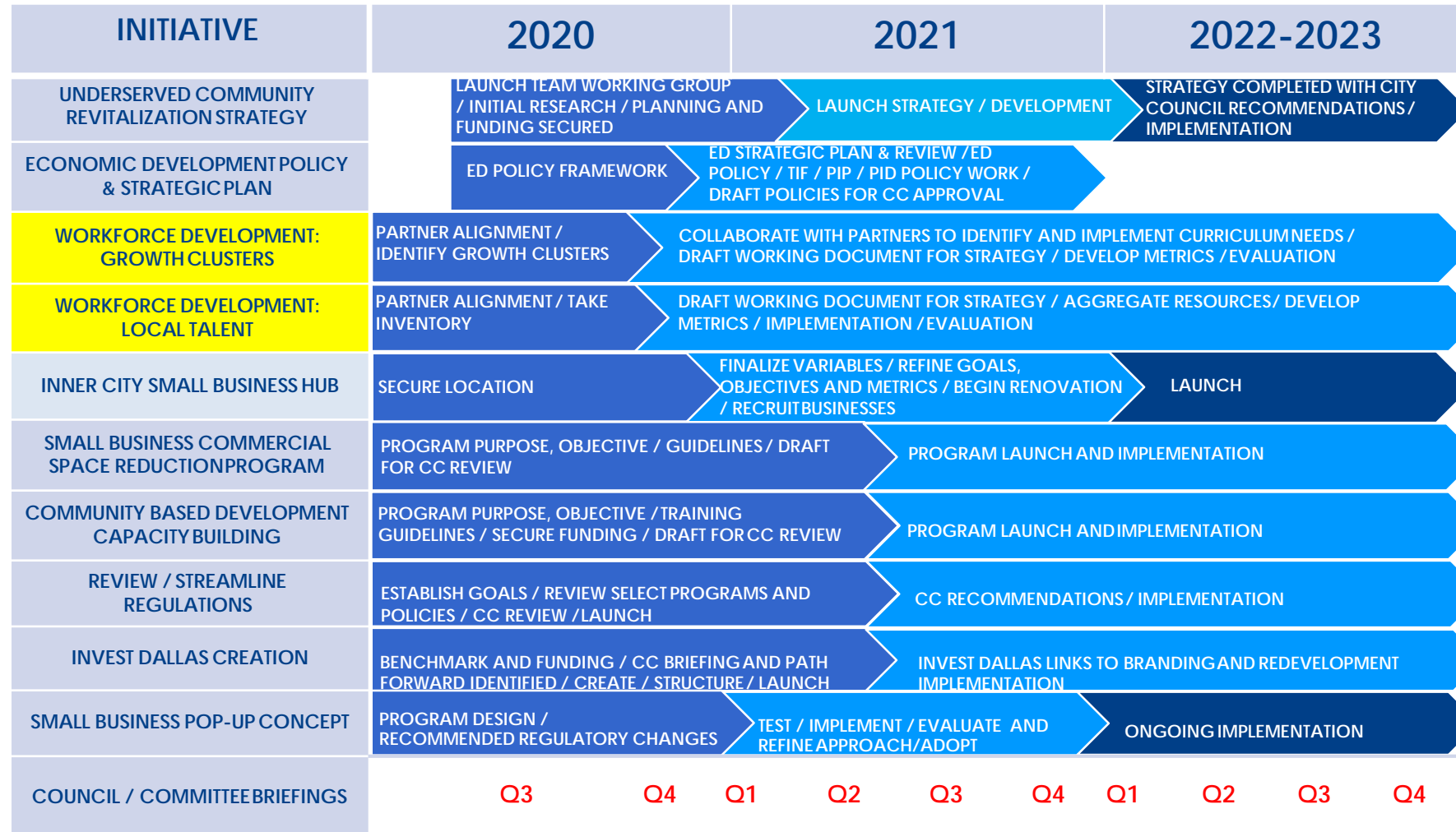


Housing Initiatives (Estimates)	Infrastructure Projects	Transformative Projects	Pilot Initiatives in Support of Social & Economic Growth	Capacity Building in Support of Social & Economic Growth	Resource Development	External Affairs
<ul style="list-style-type: none"> 1,000 affordable housing unit challenge 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



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

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