



Legislation Text

File #: 23-2192, Version: 1

STRATEGIC PRIORITY: Workforce, Education, & Equity

AGENDA DATE: September 27, 2023

COUNCIL DISTRICT(S): 4, 7, 8

DEPARTMENT: Office of Community Care

EXECUTIVE: M. Elizabeth Cedillo-Pereira

SUBJECT

Authorize the City Manager to **(1)** accept the Advancing Economic Mobility Rapid Grant from the National League of Cities, in the amount of \$15,000.00 to support increased benefits access through innovative and strategic marketing and outreach strategies project for the period of August 2, 2023 through December 15, 2023; **(2)** receive and deposit funds in an amount not to exceed \$15,000.00 in the NLC Advancing Economic Mobility Grant Fund; and **(3)** establish appropriations in an amount not to exceed \$15,000.00 in the NLC Advancing Economic Mobility Grant Fund; and **(4)** execute the grant agreement and all terms, conditions and documents required by the agreement, approved as to form by the City Attorney - Not to exceed \$15,000.00 - Financing: NLC Advancing Economic Mobility Grant Fund

BACKGROUND

The City of Dallas is one of eight cities to be selected to receive an Advancing Economic Mobility Rapid grant through the National League of Cities and receive technical assistance to help increase the City's efforts in promoting economic mobility for residents through financial empowerment and benefits enrollment/outreach in order to increase participation and overall benefit access in communities the City has identified as equity priority areas through the Racial Equity Plan.

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) provides nutrition education, breastfeeding support and food benefits to pregnant and breastfeeding women, infants and children. The City of Dallas Office of Community Care has been awarded funds through the WIC Community Innovation and Outreach Project (WIC CIAO) to develop, implement, and evaluate innovative outreach strategies to increase WIC awareness, participation, and redemption of benefits, and reduce disparities in program delivery. Leveraging this opportunity, the OCC will implement co-outreach strategies and apply them in coordination with Dallas Financial Empowerment Center and Period Access Dallas programs.

By linking benefit access and financial empowerment services through shared outreach campaigns, the City will activate a tiered community support approach in which residents that might not have otherwise known of these benefits now have the opportunity to address their needs through the redemption of benefits and address any financial hardships through financial counseling.

Funds will enable the OCC to strengthen its presence in northwestern and southern Dallas by focusing on increased awareness of, participation, satisfaction with, and retention within several programs designed to promote health and economic mobility.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On April 28, 2021, the City Council authorized a Financial Empowerment Centers Planning Grant from Cities for Financial Empowerment, Inc. to access funding and technical assistance related to Financial Empowerment Centers programming by Resolution No. 21-0694.

On September 22, 2021, the City Council authorized the FY22 Biennial Budget, inclusive of funding to support Financial Empowerment Centers by Resolution No. 21-1590.

On September 28, 2022, the City Council authorized to execute a service contract with Women in Need of Generous Support to provide financial counseling services at three Dallas Financial Empowerment Centers for the Office of Community Care by Resolution No. 22-1469.

On November 9, 2022, the City Council authorized a master agreement for the purchase of feminine hygiene products for the Period Access Dallas program for the Office of Community Care by Resolution No. 22-1685.

On June 28, 2023, the City Council authorized to accept additional grant funding from United States Department of Agriculture through Food Research & Action Center, Inc. (FRAC) in the amount of \$345,036.00 for the period of May 1, 2023 through October 31, 2023 and execute any and all documents required for such acceptance and receipt of funds, approved as to form by the City Attorney by Resolution No. 23-0895.

[This Workforce, Education and Equity Committee was briefed by memorandum regarding this matter on September 11, 2023. <https://cityofdallas.legistar.com/gateway.aspx?M=F&ID=2f5e5176-09bc-4cb2-83fe-af8d50a005eb.pdf>](https://cityofdallas.legistar.com/gateway.aspx?M=F&ID=2f5e5176-09bc-4cb2-83fe-af8d50a005eb.pdf)

FISCAL INFORMATION

Fund	FY 2023	FY 2024	Future Years
NLC Advancing Economic Mobility Grant Fund	\$0.00	\$15,000.00	\$0.00