

MINUTES OF THE CITY COUNCIL COMMITTEE  
MONDAY, JUNE 5, 2023

23-0019

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

PRESENT: [7] Schultz, Thomas, Moreno, \*Resendez (\*\*9:07 a.m.), Narvaez (\*\*9:15 a.m.), Blackmon, McGough

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.

After all business properly brought before the committee had been considered, the meeting adjourned at 10:45 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  
MONDAY, JUNE 5, 2023

EXHIBIT A

**RECEIVED**

**2023 JUN -1 PM 1: 29**

**CITY SECRETARY  
DALLAS, TEXAS**

**City of Dallas**

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

**Public Notice**

**230505**

**POSTED** CITY SECRETARY  
DALLAS, TX



**Workforce, Education, and Equity Committee**

**June 5, 2023**

**9:00 AM**

(For General Information and Rules of Courtesy, Please See Opposite Side.)

(La Información General Y Reglas De Cortesía Que Deben Observarse

Durante Las Asambleas Del Consejo Municipal Aparecen En El Lado Opuesto, Favor De Leerlas.)

## 2022 CITY COUNCIL APPOINTMENTS

COUNCIL COMMITTEE	
<b>ECONOMIC DEVELOPMENT</b> Atkins (C), Arnold (VC), McGough, Narvaez, Resendez, West, Willis	<b>ENVIRONMENT AND SUSTAINABILITY</b> Blackmon(C), Ridley (VC), Arnold, Bazaldua, Resendez, Schultz, West
<b>GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT</b> Mendelsohn (C), Willis (VC), Atkins, Bazaldua, McGough, Ridley, West	<b>HOUSING AND HOMELESSNESS SOLUTIONS</b> Thomas (C), Moreno (VC), Arnold, Blackmon, Mendelsohn, Ridley, Schultz
<b>PUBLIC SAFETY</b> McGough (C), Mendelsohn (VC), Atkins, Moreno, Resendez, Thomas, Willis	<b>QUALITY OF LIFE, ARTS, AND CULTURE</b> Bazaldua (C), West (VC), Arnold, Blackmon, Narvaez, Ridley, Thomas
<b>TRANSPORTATION AND INFRASTRUCTURE</b> Narvaez (C), Atkins (VC), Bazaldua, Mendelsohn, Moreno, Schultz, Willis	<b>WORKFORCE, EDUCATION, AND EQUITY</b> Schultz (C), Thomas (VC), Blackmon, McGough, Moreno, Narvaez, Resendez
<b>AD HOC JUDICIAL NOMINATING COMMITTEE</b> Resendez (C), Arnold, Bazaldua, Ridley, Thomas, West, Willis	<b>AD HOC LEGISLATIVE AFFAIRS</b> Atkins (C), McGough, Mendelsohn, Narvaez, Willis
<b>AD HOC COMMITTEE ON PROFESSIONAL SPORTS RECRUITMENT AND RETENTION</b> Johnson (C), Atkins, Bazaldua, Blackmon, Thomas	<b>AD HOC COMMITTEE ON GENERAL INVESTIGATING &amp; ETHICS</b> Mendelsohn (C), Atkins, Blackmon, McGough, Schultz
<b>AD HOC COMMITTEE ON ADMINISTRATIVE AFFAIRS</b> 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 Council Committees regularly meet on Mondays beginning at 9:00 a.m. and 1:00 p.m. in the Council Chambers, 6th floor, City Hall, 1500 Marilla. Council Committee agenda meetings are broadcast live on [bit.ly/cityofdallastv](http://bit.ly/cityofdallastv) and on Time Warner City Cable Channel 16.

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 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.

## Información General

Los Comités del Concejo de la Ciudad de Dallas se reúnen regularmente los lunes en la Cámara del consejo en el sexto piso del Ayuntamiento, 1500 Marilla, a partir de las 9:00 a.m. y la 1:00 p.m. Las reuniones de la agenda del Comité del Consejo se transmiten en vivo por la estación de [bit.ly/cityofdallastv](http://bit.ly/cityofdallastv) y por cablevisión en la estación *Time Warner City Cable Canal 16*.

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 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 precisará 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 pistola 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 Workforce, Education, and Equity Committee on Spectrum Cable Channels 16 (English) and 95 (Spanish) and at [bit.ly/cityofdallastv](https://dallascityhall.webex.com/dallascityhall/j.php?MTID=m3cf6ac7e9e2c328bba3b10072065eded):

<https://dallascityhall.webex.com/dallascityhall/j.php?MTID=m3cf6ac7e9e2c328bba3b10072065eded>

### Call to Order

### MINUTES

1. [23-1534](#) Approval of the May 8, 2023 Workforce, Education, and Equity Committee Meeting Minutes

**Attachments:** [Minutes](#)

### ACTION ITEM

2. [23-1535](#) Recommendation for Adoption of Juneteenth Resolution  
Action Requested: Recommendation for adoption of Juneteenth Resolution by the City Council  
[Dr. Lindsey Wilson, Director, Office of Equity and Inclusion]

**Attachments:** [Resolution](#)

### BRIEFING ITEMS

- A. [23-1536](#) Equity (Internal): Update on Americans with Disabilities (ADA) Transition Plan Efforts  
[Daisy Fast, Director of 311; Dr. Lindsey Wilson, Director of Office of Equity and Inclusion; LaToya Jackson, Human Rights Officer, Office of Equity and Inclusion; Gary Copeland, ADA Compliance Manager, Office of Equity and Inclusion]

**Attachments:** [Presentation](#)

- B. [23-1537](#) Workforce (Internal): Talent Attraction Marketing Strategy Introduction  
[Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office;  
Catherine Cuellar, Director, Communications, Outreach and Marketing;  
Nina Arias, Director of Human Resources; Jarred Davis, Director of Civil  
Service; Leo Basterra, CEO, The Voice Society; Maria Tapias, COO, The  
Voice Society]

**Attachments:** [Presentation](#)

#### **BRIEFING BY MEMORANDUM**

- C. [23-1538](#) Workforce (Internal): Small Business Center Workforce Development Day  
Labor Outreach Center Update  
[Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office]

**Attachments:** [Memorandum](#)

- D. [23-1539](#) Equity (Internal): Update to Strategic Engagement and Outreach Plan  
[Genesis Gavino, Chief of Staff and Resilience Officer, City Manager's  
Office]

**Attachments:** [Memorandum](#)

- E. [23-1540](#) Workforce (Internal): Best Place to Work Programs Update  
[Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office]

**Attachments:** [Memorandum](#)

- F. [23-1541](#) Equity (Internal): Upcoming Office of Community Care Agenda Item Related  
to Special Supplemental Nutrition Program for Women, Infants and Children  
Community Innovation and Outreach Grant Acceptance - June 28, 2023  
[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's  
Office]

**Attachments:** [Memorandum](#)

- G. [23-1542](#) Equity (Internal): Upcoming Office of Community Care Agenda Item Related  
to Emergency Rental Assistance Round 2 Additional Funds - June 14, 2023  
[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's  
Office]

**Attachments:** [Memorandum](#)



- H. [23-1543](#) Equity (Internal): Upcoming Office of Community Care Agenda Item Related to Interlocal Agreement with Texas Department of State Health Services - June 28, 2023  
[M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager, City Manager's Office]

**Attachments:** [Memorandum](#)

### **UPCOMING AGENDA ITEMS**

- I. [23-1581](#) Authorize the (1) acceptance of the Municipal Bond Markets & Racial Equity Technical Assistance and Grant from the Public Finance Initiative, in partnership with PFM Financial Advisors, PFM Consulting Group LLC, The Government Alliance on Race & Equity, and other national partners, which was launched with the support of the Robert Wood Johnson Foundation in partnership with Third Sector New England, a 501c3 organization, in the amount of \$50,000.00 to develop an equity-driven selection framework to recommend an increase of future bonds allocations in the following grant payment structure: 50% of the grant will be paid immediately upon execution of the grant agreement, expected to be no later than July 15, 2023; and 50% will be paid no later than October 30, 2023; (2) receipt and deposit of funds in an amount not to exceed \$50,000.00 in the Municipal Bond Markets & Racial Equity Grant Fund; (3) establishment of appropriations in amount not to exceed \$50,000.00 in the Municipal Bond Markets & Racial Equity Grant Fund; and (4) execution of the grant agreement with Public Finance Initiative, in partnership with PFM Financial Advisors, PFM Consulting Group LLC, The Government Alliance on Race & Equity, and other national partners, and all terms, conditions, and documents required by the grant agreement - Not to exceed \$50,000.00 - Financing: Robert Wood Johnson Foundation Grant Funds

### **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  
MONDAY, JUNE 5, 2023

EXHIBIT B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

JUNE 5, 2023

Item 1: Approval of the May 8, 2023 Workforce, Education, and Equity Committee Meeting Minutes

Councilmember Blackmom moved to adopt the minutes as presented.

Motion seconded by Councilmember Thomas and unanimously adopted. (Moreno, Resendez, Narvaez absent when vote taken)

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

JUNE 5, 2023

ACTION ITEM

Item 2: Recommendation for Adoption of Juneteenth Resolution Action Requested:  
Recommendation for adoption of Juneteenth Resolution by the City Council

The following individual briefed the committee on the item:

- Dr. Lindsey Wilson, Director, Office of Equity and Inclusion

Councilmember Narvaez moved to forward the item to city council.

Motion seconded by Councilmember Thomas and unanimously adopted.

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

JUNE 5, 2023

BRIEFING ITEMS

Item A: Equity (Internal): Update on Americans with Disabilities (ADA) Transition Plan Efforts

The following individuals briefed the committee on the item:

- Daisy Fast, Director of 311;
- Dr. Lindsey Wilson, Director of Office of Equity and Inclusion;
- LaToya Jackson, Human Rights Officer, Office of Equity and Inclusion; and
- Gary Copeland, ADA Compliance Manager, Office of Equity and Inclusion

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

JUNE 5, 2023

BRIEFING ITEMS

Item B: Workforce (Internal): Talent Attraction Marketing Strategy Introduction

The following individuals briefed the committee on the item:

- Kimberly Bizer Tolbert, Deputy City Manager, City Manager's Office;
- Catherine Cuellar, Director, Communications, Outreach and Marketing;
- Nina Arias, Director of Human Resources;
- Jarred Davis, Director of Civil Service;
- Leo Basterra, CEO, The Voice Society; and
- Maria Tapias, COO, The Voice Society

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

JUNE 5, 2023

BRIEFING MEMORANDUMS

- Item C: Workforce (Internal): Small Business Center Workforce Development Day Labor Outreach Center Update
- Item D: Equity (Internal): Update to Strategic Engagement and Outreach Plan
- Item E: Workforce (Internal): Best Place to Work Programs Update
- Item F: Equity (Internal): Upcoming Office of Community Care Agenda Item Related to Special Supplemental Nutrition Program for Women, Infants and Children Community Innovation and Outreach Grant Acceptance - June 28, 2023
- Item G: Equity (Internal): Upcoming Office of Community Care Agenda Item Related to Emergency Rental Assistance Round 2 Additional Funds - June 14, 2023
- Item H: Equity (Internal): Upcoming Office of Community Care Agenda Item Related to Interlocal Agreement with Texas Department of State Health Services - June 28, 2023

The committee discussed the items.



OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

JUNE 5, 2023

UPCOMING AGENDA ITEMS

Item I: Authorize the **(1)** acceptance of the Municipal Bond Markets & Racial Equity Technical Assistance and Grant from the Public Finance Initiative, in partnership with PFM Financial Advisors, PFM Consulting Group LLC, The Government Alliance on Race & Equity, and other national partners, which was launched with the support of the Robert Wood Johnson Foundation in partnership with Third Sector New England, a 501c3 organization, in the amount of \$50,000.00 to develop an equity-driven selection framework to recommend an increase of future bonds allocations in the following grant payment structure: 50% of the grant will be paid immediately upon execution of the grant agreement, expected to be no later than July 15, 2023; and 50% will be paid no later than October 30, 2023; **(2)** receipt and deposit of funds in an amount not to exceed \$50,000.00 in the Municipal Bond Markets & Racial Equity Grant Fund; **(3)** establishment of appropriations in amount not to exceed \$50,000.00 in the Municipal Bond Markets & Racial Equity Grant Fund; and **(4)** execution of the grant agreement with Public Finance Initiative, in partnership with PFM Financial Advisors, PFM Consulting Group LLC, The Government Alliance on Race & Equity, and other national partners, and all terms, conditions, and documents required by the grant agreement – Not to exceed \$50,000.00 - Financing: Robert Wood Johnson Foundation Grant Funds

The committee discussed the item.

MINUTES OF THE CITY COUNCIL COMMITTEE  
MONDAY, JUNE 5, 2023

EXHIBIT C

June 14, 2023

**WHEREAS**, the City of Dallas is committed to the pursuit of initiatives that promote equity and inclusion and ending discrimination, prejudice, and injustice, and further recognizing Juneteenth celebrates freedom and commemorates the end of slavery in the United States; and

**WHEREAS**, the Emancipation Proclamation was issued by President Abraham Lincoln effective January 1, 1863, that all persons enslaved within the rebellious states shall be freed. However, southern slave owners ignored that order. On June 19, 1865, two and a half years following the order, union soldiers arrived in Galveston, Texas to enforce the president's order; and

**WHEREAS**, through other systems of oppression, such as sharecropping, Jim Crow, redlining, and mass incarceration, the exploitation of African American bodies and wealth continued past slavery and persists, thus, affecting the physical and mental health, safety, homeownership, and education of African American people; and

**WHEREAS**, June 19 has been celebrated in communities across the nation as Juneteenth also known as Freedom Day, Jubilee Day, Liberation Day, Emancipation Day, and Black Independence Day; and

**WHEREAS**, Juneteenth provides an opportunity to celebrate African American heritage and honor the lives, sacrifices, and contributions that are woven into the American fabric; and

**WHEREAS**, in 2016, Ms. Opal Lee also known as the "Grandmother of Juneteenth," launched "Opal's Walk 2 D.C." to invite others across the country to join her in bringing attention to the importance of commemorating Juneteenth as a federal holiday and the fight for freedom and equality; and

**WHEREAS**, at the age of 89, Ms. Lee walked from Fort Worth, Texas to Washington, D.C. leaving in September 2016 and arriving in Washington, D.C. in January 2017; and

**WHEREAS**, on June 2021, U.S. Congress passed the Juneteenth National Independence Day Act, a day after the U.S. Senate passed the bill with unanimous consent and President Joseph Biden signed the bill into law on June 17, 2021; and

**WHEREAS**, on September 22, 2021, City Council passed Ordinance No. 32005 proclaiming Juneteenth to be a City Holiday thereby bringing awareness and consciousness to a crucial day in history and is a distinct step towards equity; and

**WHEREAS**, the City Council passed Resolution No. 19-0804 that outlines Dallas' deep resolve to promote equity and inclusion in all aspects of city government and committed to make every effort possible to commit more resources to areas and populations where data demonstrates the needs are greatest; and

**WHEREAS**, on June 17, 2020, City Council passed Resolution No. 20-0945 directing the city manager to fly the Pride Flag with the City of Dallas seal on the flag pole at City Hall Plaza in place of the City of Dallas Official Flag for the remainder of June 2020, and annually thereafter for the month of June, to celebrate Pride Month; and

**WHEREAS**, on March 24, 2021, City Council passed Resolution No. 21-0503 known as the Racial Equity Resolution, to reaffirm Dallas' commitment to work towards understanding and addressing racial, ethnic, and socioeconomic disparities; and

**WHEREAS**, on May 12, 2021, City Council passed Resolution No. 21-0777, which amended Resolution No. 20-0945, directing the city manager to fly the Pride Flag with the City of Dallas seal on the flag pole at City Hall Plaza and other City operated facilities in place of the City of Dallas Official Flag for the remainder of June 2021, and annually thereafter for the month of June, to celebrate Pride Month; and

**WHEREAS**, on August 24, 2022, City Council passed Resolution No. 22-1236 adopting the first Comprehensive Racial Equity Plan and immediately began implementing the plan; and

**WHEREAS**, the City of Dallas will continue to build and share histories related to civil rights through intentional collaborative efforts with external stakeholders.

**Now, Therefore,**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:**

**SECTION 1.** The City of Dallas does hereby declare June 19, also known as Juneteenth, as an annual celebration of the past, present, and future of African American economic liberation and those who work towards that liberation.

**SECTION 2.** The City of Dallas recognizes Juneteenth as an annual legal holiday within the City beginning June 19, 2021.

**SECTION 3.** That Resolution No. 21-0777 is amended to direct the city manager to fly the Juneteenth Flag on the flag pole at City Hall Plaza and other City operated facilities from June 16, 2023 through June 19, 2023, and annually thereafter, from June 18 through June 20, in place of the City of Dallas Official Flag and the Pride Flag with the City of Dallas seal, to celebrate Juneteenth.

**SECTION 4.** That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the City Charter of the City of Dallas, and it is accordingly resolved.



**City of Dallas**

# Update on Americans with Disabilities (ADA) Transition Plan Efforts

**Workforce, Education and Equity  
Committee June 5, 2023**

Daisy Fast,  
Director of 311

Lindsey Wilson, PhD  
Director

LaToya Jackson  
Human Rights Officer

Gary Copeland  
ADA Compliance Manager  
Office of Equity & Inclusion

# Presentation Overview



- Background
- Prior Accessibility Work
- Five Year Plan
- Expansion of Accessibility
- Partnership
  - Internally
  - Externally
- Next Steps



# Background



## Americans with Disabilities Act (ADA)

- Civil rights law that requires equal opportunities for individuals with disabilities
- Prohibits discrimination in access to jobs, public accommodations, government services, public transportation, and telecommunications
- Requires all programs, services, and activities of public entities provide equal access for individuals with disabilities



ACLU pic of pretest sign which reads, "Disability Rights equal Civil Rights"



# Alignment to the Racial Equity Plan



## Office of Equity & Inclusion Progress Measure

- Increase the percent of ADA service requests in historically disadvantaged communities completed within Service Level Agreement to 85% by October 2024. [Ei 39]

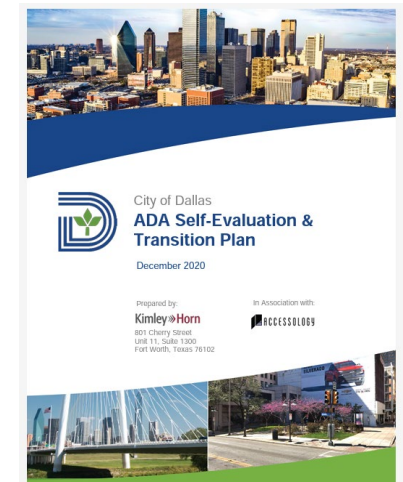




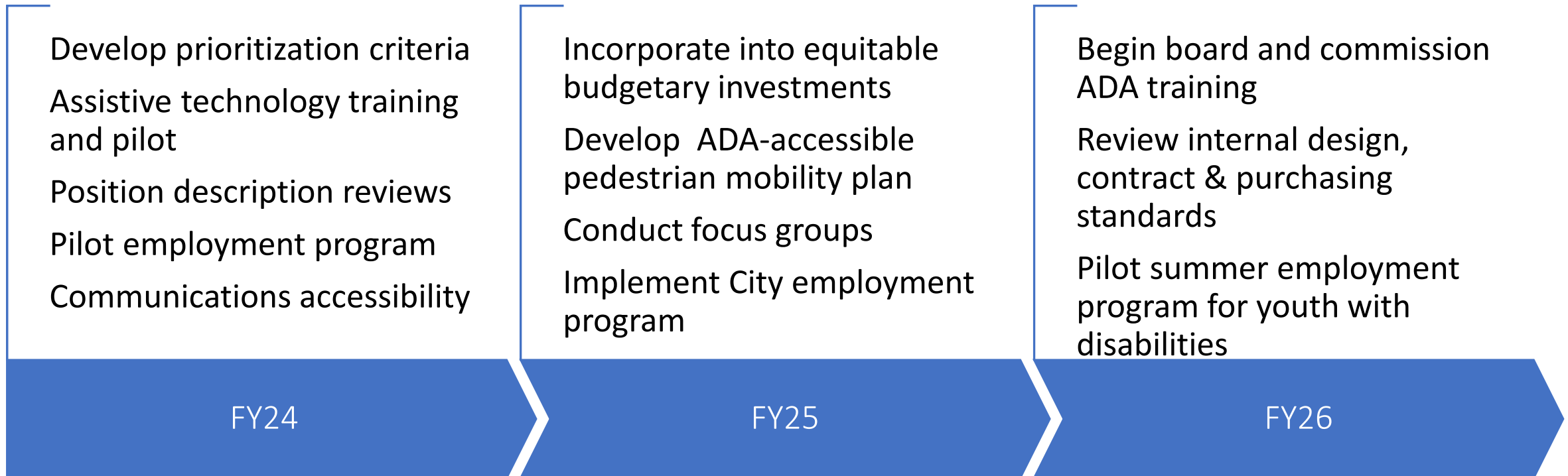
# Prior Accessibility Work



- FY19 & 20
  - Council authorized staff to develop ADA Transition Plan
- FY21
  - Assessed 23 City buildings
  - ADA Transition Plan posted online
  - Sidewalk Master Plan completed
  - ADA staff training
- FY22
  - Assessed 15 Fire stations, OCMC, libraries & Cotton Bowl
  - ITS ADA training, website compliance & updates
  - City Hall restroom updates 4-6 floor
- FY23
  - CDBG Project planning
  - Bond reallocation
  - Staff training
  - Department reviews



# Five Year Plan 2024-2028



## Barrier Assessment and Removal Work



# Five Year Plan 2024-2028



Continue board and commission ADA training  
**Develop Public Right-of-Way Plan**  
Begin Bond program planning for accessibility  
Continue program accessibility review  
Conduct performance venue ticketing and seating audit

FY27

Begin organization-wide Mental Health First Aid training  
Conduct Goods and Services access review  
Complete architectural standards review  
Assess and install informational signage at public facilities  
Review accessibility of parks, trails, and amenities

FY28

## Barrier Assessment and Removal Work



# Expansion of Accessibility



## ASL Interpretations

- Budget town hall meetings
- City Council meetings

## Increase Awareness

- UbiDuo devices

## Dallas Abilities Employee Resource Group (DAERG)

- Reasonable Accommodations Panel
- Diversity week celebrations





## Commission on Disabilities

- Established December 2021
- First meeting held February 2023
- Recognized by Governor's Committee on Persons with Disabilities April 2023
- Priorities:
  - Employment
  - Housing
  - Transportation



# Community Partnerships & Collaborations



Dallas Center<sup>INC.</sup>

metrocare.



Jewish Family Service  
of Greater Dallas



**THE SENIOR SOURCE**<sup>®</sup>

Tours

## Envision Dallas

- Call Center contract
- Braille printing
- Public safety training
- Employment opportunities





## Envision Dallas

- Successful implementation: July 2022
- Handles over 5,500 court services calls monthly
- Enhanced customer's experience by surpassing performance measure goals:

Performance Measure Goal	Envision Dallas Performance
60% of calls handled in 90 seconds	89% of calls handled in 90 seconds
10% of calls abandoned	5% of calls abandoned
Average speed of calls answered: 90 seconds	Average speed of calls answered: 24 seconds
87% of customers satisfied with call experience	87.7% of customers satisfied with call experience



# Employment Program Development



- Research and develop pilot program
- Include recruiting and retention strategies
- Test reasonable accommodation process
- Learn from industry leaders
- Explore part-time and job-sharing program





# The Impact of Accessibility Work



## To Date:

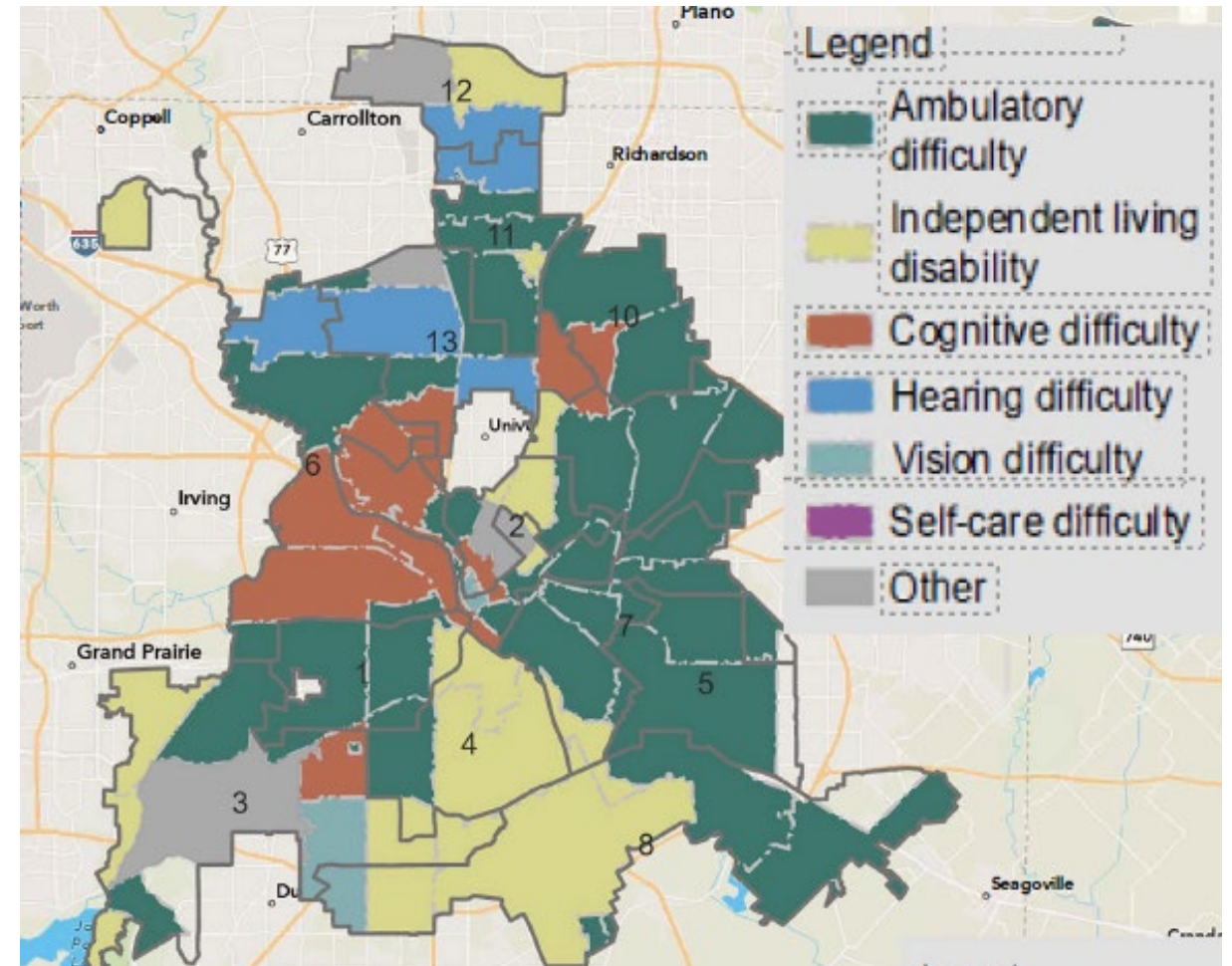
- 55 buildings have been assessed
- Over 300 barriers removals planned for FY23
- 177 employees have been trained on accessibility
- Over 1,739 Documents, forms, and videos reviewed



# Accessibility Mapping



- Major impairments
  - Ambulatory difficulty (5.3%)
  - Independent living difficulty (4.6%)
- Zip Codes
  - 75247 (37%)
  - 75241 (23%)



# Accessibility Mapping



Zip Code	Population (Hispanic + Black + Native American)	Families in Poverty	Homeownership Rate	65 or Older	Social Economic Vulnerability	Disability Population
75247	60%	78%	0%	19%	High	37%
75241	94%	29%	62%	16%	High	23%
75216	96%	30%	51%	15%	High	19%
75215	88%	28%	34%	13%	High	19%
75232	91%	23%	63%	22%	High	18%
75226	57%	32%	10%	6%	High	17%
75203	91%	35%	37%	9%	High	16%
75251	55%	5%	0%	10%	Low to Moderate	16%
75237	95%	32%	13%	6%	Moderate to High	15%
75149	68%	15%	62%	11%	Moderate to High	15%



# Next Steps



- ***Normalize***

- Expand use of data to target investments
- Develop a Citywide ADA 101

- ***Organize***

- Support Commission priorities
- Continue to strengthen internal and external partnerships

- ***Operationalize***

- Continue assessments and create architectural design plan to reduce barriers
- Proposal for employment program in FY24





**City of Dallas**

# Update on Americans with Disabilities (ADA) Transition Plan Efforts

**Workforce, Education and Equity  
Committee June 5, 2023**

Daisy Fast,  
Director of 311

Lindsey Wilson, PhD  
Director

LaToya Jackson  
Human Rights Officer

Gary Copeland  
ADA Compliance Manager  
Office of Equity & Inclusion



**City of Dallas**

# Talent Attraction Marketing Strategy Introduction

Kimberly Bizer Tolbert, Deputy City Manager

Catherine Cuellar, Director of Communications,  
Outreach & Marketing

Nina Arias, Director of Human Resources

Jarred Davis, Director of Civil Service

Maria Tapias & Leonardo Bastera, The Voice Society

# CONTENTS

- 03** The Challenge: Problem and Solution
- 04** Brand Strategy
- 07** Campaign Concept and Creative
- 10** Campaign Style Guide



# THE CHALLENGE: ATTRACTING AND RETAINING MORE AND BETTER TALENT

## THE CURRENT PROBLEM:

While the City of Dallas has made progress in recruiting, employing and retaining a diverse, talented and engaged workforce, there is reason for concern on the future pipeline of prospective City workers. The challenge extends beyond critical and hard-to-fill positions with the younger generations not feeling compelled to seek a public service career due to misperceptions around working environment, growth opportunities, compensation and benefits.

## THE PROPOSED SOLUTION:

As one of the largest public sector employers in Texas, the City of Dallas offers unmatched benefits and career opportunities. We must generate awareness of benefits, opportunities and advantages of a public service career in order to change misperceptions by highlighting civil service and city employees' substantial energy, power and impact.

## THE EXPECTED OUTCOME:

Build a robust and sustainable talent attraction pipeline and, ultimately, make the civil and public service a sought-after career and the City of Dallas the premier public sector employer in Texas.





# ROI + ROE: INVESTING IN TALENT ATTRACTION AND RETENTION HAS FINANCIAL AND NON-FINANCIAL BENEFITS

## ROI (Financial Return On Investment):

### **Cost Savings**

Reduced employee turnover can save costs associated with recruitment, onboarding, and training.

### **Increased Productivity**

Skilled and experienced employee output and overall productivity increase, and higher productivity can lead to increased cost savings.

### **Alleviate Stressed Resources**

Reducing time-to-fill vacant jobs alleviates stress on current employees and can help avoid incremental costs of overtime or urgent work requirements.

## ROE (Non-Financial Return On Engagement):

### **Robust Talent Pool**

Having a larger pool of applicants and attracting high-quality candidates reduces time-to fill job vacancies and increases fit with organizational requirements and diversity of labor force.

### **Employee Engagement and Retention**

Increased job satisfaction, commitment and motivation lead to improvements in talent retention rates and reduces churn.

### **City of Dallas Brand**

A fully-staffed and engaged work force can enhance the City of Dallas employer brand image, as well as reputation, perception and positive word-of-mouth.





City of Dallas

# BRAND STRATEGY

# MESSAGING ARCHITECTURE

GOAL	Generate awareness of the benefits, opportunities and advantages of considering a public service career to attract qualified candidates to apply and work for the City of Dallas.			
TARGET	DFW residents seeking employment.			
MESSAGING PILLARS	<p style="text-align: center;"><b>Educate</b></p> <p>Create robust content to inform and educate prospective employees about the types of jobs and characteristics associated with working for the City.</p>	<p style="text-align: center;"><b>Differentiate</b></p> <p>Compare and contrast vs. private and nonprofit sectors, emphasize growth opportunities and highlight the unique benefits of pursuing a career working for Dallas.</p>	<p style="text-align: center;"><b>Motivate</b></p> <p>Provide incentive mechanisms and simple resources to apply, with clear and transparent timelines, evaluation processes and predictable outcomes.</p>	
REASONS TO BELIEVE (RTBs)	<ul style="list-style-type: none"> <li>• Types of jobs/departments</li> <li>• Overall benefits/advantages</li> <li>• Compensation</li> <li>• Substantial impact of public service</li> <li>• Testimonials</li> <li>• FAQs/Fact Sheets</li> </ul>	<ul style="list-style-type: none"> <li>• Work/life balance</li> <li>• Culture, energy and empowerment</li> <li>• Empathy, Ethics, Excellence, Engagement, Equity</li> <li>• Merit system</li> </ul>	<p style="text-align: center;"><b>Sense of Urgency</b></p> <ul style="list-style-type: none"> <li>• Apply now CTA</li> <li>• Positions fill up fast/ # of applicants</li> <li>• Real-time chat</li> </ul>	<p style="text-align: center;"><b>Instant Gratification</b></p> <ul style="list-style-type: none"> <li>• Motivators to apply (e.g. easy online application, updates within 48 hours)</li> <li>• Common application platform</li> <li>• Real-time status tool</li> </ul>
VALUES	<p>Service first culture.</p> <p>Committed to building a workforce that delivers services with Empathy, Ethics, Excellence, Engagement, Equity.</p> <p>Follow a model merit system and provide quality customer service to all internal and community stakeholders.</p> <p>Driven by Diversity and Inclusion initiatives.</p> <p>Dedicated to Openness, Transparency and Accountability.</p>			

# IMPLEMENTATION STRATEGY: COMMUNICATION PILLARS

## CONSISTENT BRAND VOICE

Ensure consistency in tone and style through all written, verbal or in-person communication initiatives for all brand elements, from mission and values, to messaging pillars and calls to action.

## VOICE OF THE EMPLOYEE

Engage and encourage current team members and alumni to participate in making our employer brand visible, well-known, well-respected and sought-after.

## TRAINED POINTS OF CONTACT

Managers and supervisors should be trained to understand our employer brand and how to reinforce and communicate it with current team members and prospective employees on a continual basis.



## MULTI-CHANNEL AND MULTI-MEDIA

Use a variety of graphic, audio, video and in-person communication channels including website content, newsletters, testimonial videos, print materials, paid advertising, events, community outreach and internal training and onboarding materials.

# IMPLEMENTATION STRATEGY: CHANNEL AND MEDIA PLAN

## Traditional

- Radio/DJ Ads
- Brochure
- Point-of-Sale Graphics (Gas Pumps)
- Printed Flyers
- METRO Wrap

## Digital

- Digital Radio
- OTT/HMTV
- Display Ads
- Digital Video
- Email/Newsletter

## Social Media

- Video Testimonial
- Organic Posts
- Influencers
- Partner Cross-Posting
- Job Board Ads

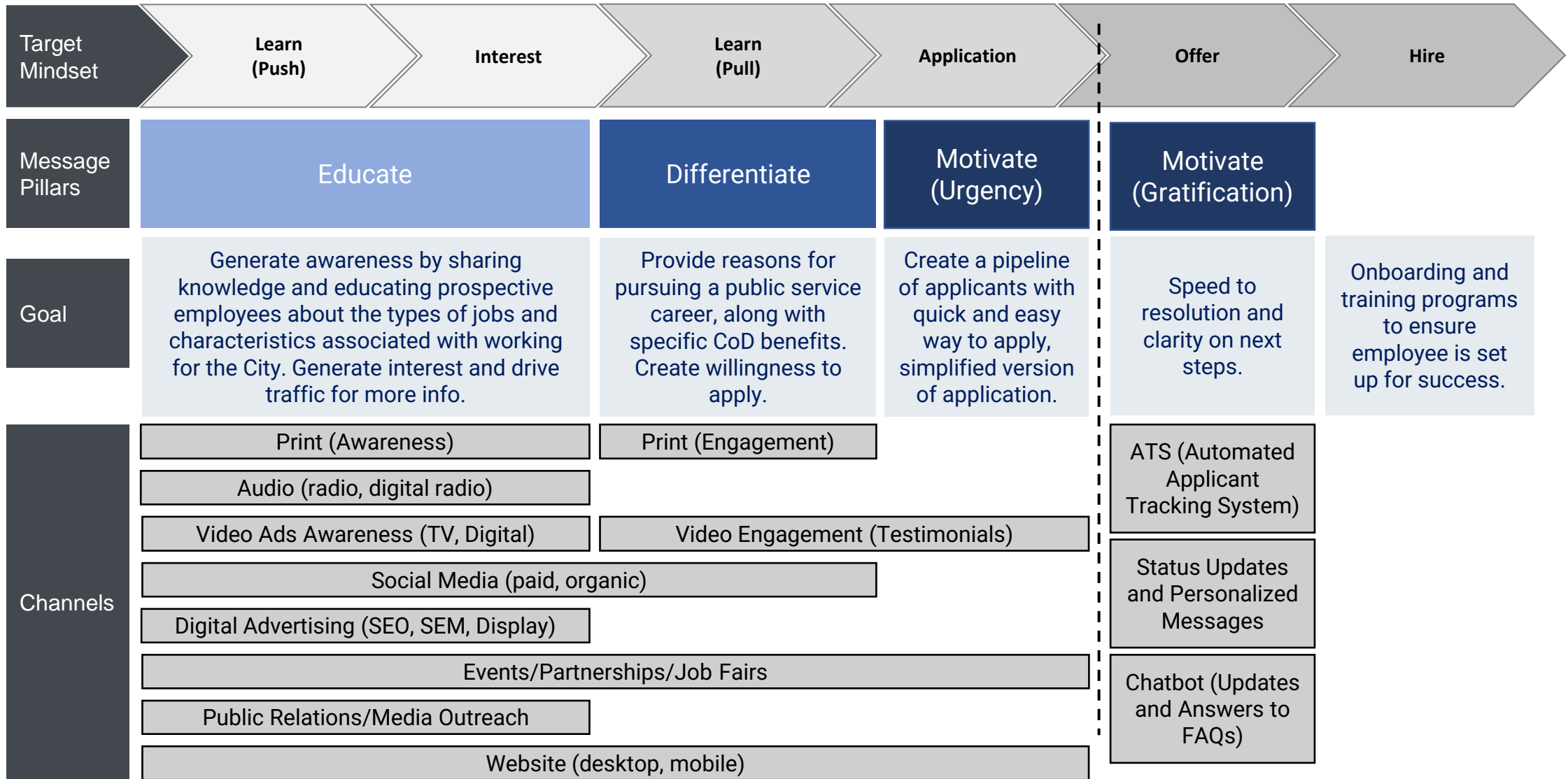
## Resource Microsite

Job Title	Job Type	Salary	Period	Closing	Department	Location
9170 Dept Customer (Non-Civil Service)	Full-time	\$9.00 - \$9.50	05/28/23	06/06/23	Code Compliance Services	Southwest Dallas, TX
9170 Dept Customer (Non-Civil Service)	Part-time	\$9.00 - \$9.50	05/28/23	06/06/23	Code Compliance Services	Southwest Dallas, TX
9180 Data Science Analyst (Non-Civil Service)	Full-time	\$49,000.00 - \$62,200.00	05/28/23	06/06/23	Data Analysis and Business Intelligence	Downtown Dallas, TX
9190 Librarian (Non-Civil Service)	Full-time	\$9.00 - \$9.50	05/28/23	06/06/23	Equipment & Fleet Management	Downtown Dallas, TX
9190 Dept Senior Public Information Representative (Non-Civil Service)	Part-time	\$49,000.00 - \$62,200.00	05/28/23	06/06/23	Public Hearing and Meeting Rights	Downtown Dallas, TX
9190 Librarian - Program (Non-Civil Service)	Full-time	\$41,430.00 - \$50,200.00	05/28/23	06/06/23	Library	Downtown Dallas, TX
9190 Librarian - Program Specialist (Non-Civil Service)	Full-time	\$40,520.26 - \$48,800.79	05/28/23	06/06/23	Library	MULTIPLE LOCATIONS Dallas, TX
9190 Dept (Non-Civil Service) Customer Service Representative (Non-Civil Service)	Part-time	\$26,950.40 - \$43,000.00	05/28/23	07/20/23	Management Services	Northeast Dallas, TX

## Community Outreach

- Events
- Educational Partnerships & Career Day Appearances
- Job Fairs
- Media Outreach
- Public Relations
- Press Releases and Council Memos

# IMPLEMENTATION STRATEGY: CANDIDATE JOURNEY





City of Dallas

# CAMPAIGN CONCEPT

# CAMPAIGN PROCLAMATION

Welcome to the City of Dallas, where great careers begin. As one of the largest public sector employers in the State of Texas, we understand that today's workforce is looking for more than just a job – they want a flexible, supportive, and safe work environment that encourages creativity and growth. As a progressive employer, we recognize and embrace the connection between personal well-being and increased productivity and the importance of a career path that offers substantial energy, empowerment and impact.

We believe in providing our employees with the tools and resources they need to succeed, including empowerment, autonomy, and work/life balance. We understand that these values have become increasingly important in evaluating career choices, and we are committed to delivering on these promises.

The City of Dallas is dedicated to recruiting, developing, and supporting a diverse workforce of full-time, part-time, and contractual employees who fulfill their passion and purpose while earning a competitive living wage. We believe that a career with the City of Dallas can be life-changing, and we strive to build a Service First culture guided by Empathy, Ethics, Excellence, Engagement and Equity.

Whether you are just starting your career or are looking for new opportunities to grow and develop, the City of Dallas offers a range of exciting and challenging roles across a variety of industries. From engineering and construction to public safety and community outreach, we have a place for you.

Join our team and experience the benefits of working for a progressive employer that values your personal well-being and supports your professional growth. Together, we can create a better future for ourselves, our families, and our community. Come and discover what the City of Dallas has to offer. Your career awaits!





# Leading the Way. Powered by You.

This concept recognizes the City of Dallas as a leader and innovator while also recognizing that the City could not run without its employees, those who make things happen.

***Leading the Way. Powered By You.*** is a “rallying cry” interpreted as “a great city powered by great people” and can be represented through the voice of the City or in first person through individual employee testimonials.





City of Dallas

**Leading the Way.**

**Powered by You.**

Our city is run by passionate and driven people. Explore a career opportunity that empowers you to make a difference while fulfilling your goals.

**AUTONOMY**

**EMPOWERMENT**

**WORK/LIFE BALANCE**



City of Dallas

**Leading the Way.**

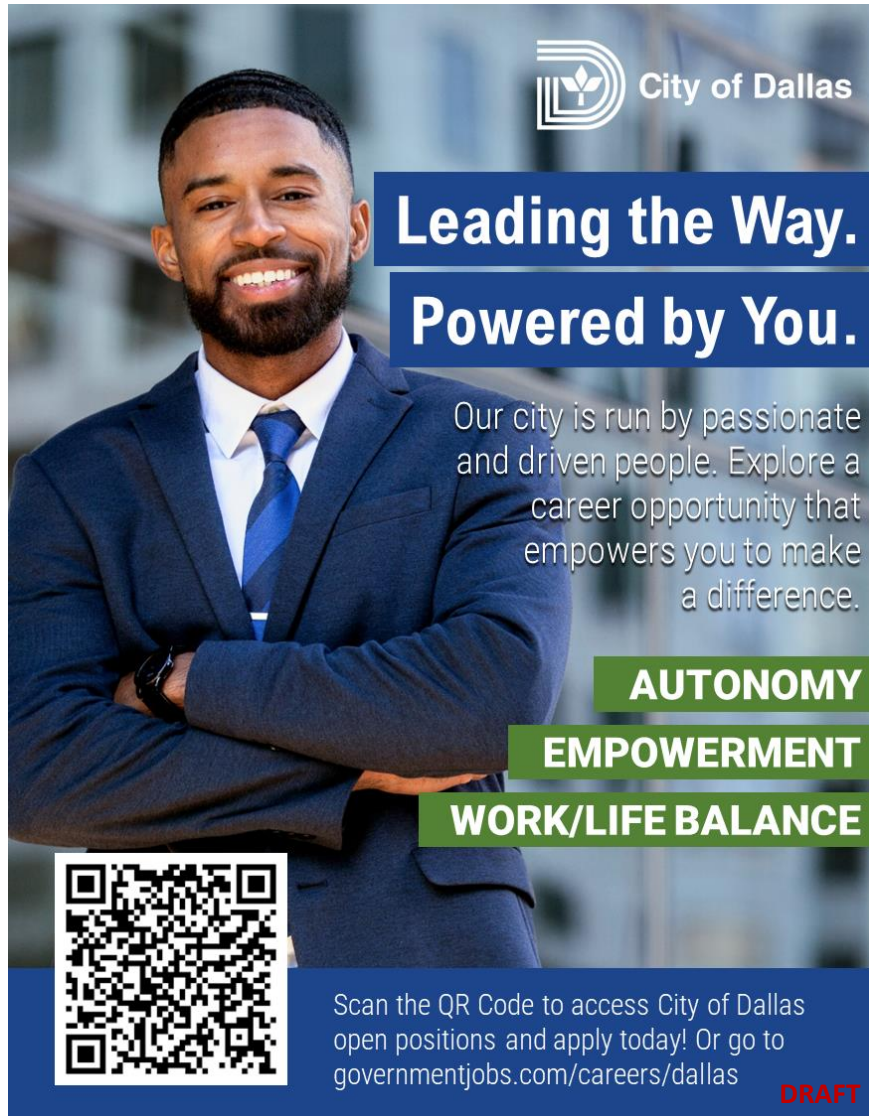
**Powered by You.**


As one of the largest public sector employers in the State of Texas, we provide unparalleled career opportunities and benefits.

**PROPEL YOUR CAREER TODAY!**

**[governmentjobs.com/careers/dallas](https://governmentjobs.com/careers/dallas)**

# POSTERS AND FLYERS




 City of Dallas

**Leading the Way.**  
**Powered by You.**

Our city is run by passionate and driven people. Explore a career opportunity that empowers you to make a difference.

**AUTONOMY**  
**EMPOWERMENT**  
**WORK/LIFE BALANCE**



Scan the QR Code to access City of Dallas open positions and apply today! Or go to [governmentjobs.com/careers/dallas](https://governmentjobs.com/careers/dallas)

**DRAFT**



**DRAFT**

**Liderando el Camino.**  
**Impulsados por Ti.**

Al ser uno de los mayores empleadores del sector público en Texas, te ofrecemos oportunidades de desarrollo profesional y beneficios inigualables.

 City of Dallas

Escanea el Código QR para conocer las posiciones abiertas y aplica hoy mismo! O entra a [governmentjobs.com/careers/dallas](https://governmentjobs.com/careers/dallas)



 City of Dallas

**Leading the Way.**  
**Powered by You.**

As one of the largest public sector employers in the State of Texas, we provide unparalleled career opportunities and benefits.



Scan the QR Code to access City of Dallas open positions and apply today! Or go to [governmentjobs.com/careers/dallas](https://governmentjobs.com/careers/dallas)

**DRAFT**



**Leading the Way.**  
**Powered by You.**

As one of the largest public sector employers in the State of Texas, we provide unparalleled career opportunities and benefits.

 City of Dallas

Scan the QR Code to access City of Dallas open positions and apply today! Or go to [governmentjobs.com/careers/dallas](https://governmentjobs.com/careers/dallas)

**DRAFT**

# BILLBOARDS, POINT-OF-SALE GRAPHICS AND METRO WRAP

DRAFT



DRAFT



# SOCIAL MEDIA TESTIMONIALS



City of Dallas - City Hall

Our city is run by passionate and driven people who seek a career opportunity that empowers them to make things happen. #LeadingTheWay #PoweredbyYou



46 likes • 2 comments • 2 shares

Like Comment Share

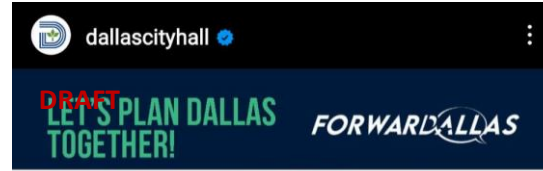
City of Dallas - City Hall

Nuestra ciudad opera con gente motivada y decidida a buscar oportunidades profesionales que les permitan hacer "que las cosas sucedan". #ImpulsadosPorTi



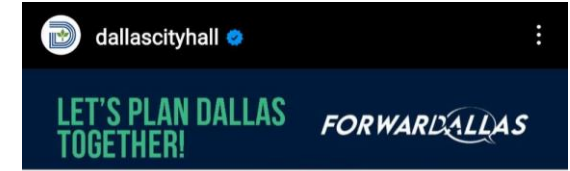
46 likes • 2 comments • 2 shares

Like Comment Share



11 likes

dallascityhall Our city is run by passionate and driven people who seek a career opportunity that empowers them to make things happen. #LeadingTheWay #PoweredbyYou



11 likes

dallascityhall Our city is run by passionate and driven people who seek a career opportunity that empowers them to make things happen. #LeadingTheWay #PoweredbyYou

# RECOMMENDED INITIAL MEDIA INVESTMENT

## BEST OPTION \$310K

16 WEEK FLIGHT  
ENGLISH/SPANISH

### PROs

Continuous flight for 16 weeks.  
Increased reach and frequency.  
Creative rotation to expand  
messaging/RTBs

### CONs

Highest net media investment.  
Higher production fees.

## BETTER OPTION \$233K

12 WEEK FLIGHT  
ENGLISH/SPANISH

### PROs

Good presence throughout 4 months with  
some dark weeks in between flights.  
  
Leaner investment without significantly  
diluting reach and frequency.

### CONs

Dark weeks may reset audience  
mindset.  
Overall lower reach.

## GOOD OPTION \$155K

8 WEEK FLIGHT  
ENGLISH/SPANISH

### PROs

Budget conscious alternative that still  
allows for 4-month media presence.  
  
Still allows for English/Spanish media  
buy.

### CONs

Longer dark weeks may reset audience  
mindset.  
Lower budget impacts reach and  
frequency.



# BEST OPTION SAMPLE PLAN

	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	IMPS	Planned Views	Total Net		
<b>OOH and POS</b>																					
Digital Billboards	4																14,000,000		\$ 60,000		
Dart Bus Shelters	30																5,000,000		\$ 54,000		
Gas Pump Top Graphics	15																45,000,000		\$ 30,000		
<b>Digital/SM Video and Static</b>																					
YouTube																		1,000,000	\$ 36,000		
Programmatic																		800,000	\$ 20,000		
Social Media																		2,000,000	\$ 30,000		
<b>Radio</b>																					
Dallas (TRPs)	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	800 TRPs		\$ 80,000		
<b>TOTAL</b>																					<b>\$ 310,000</b>



# BETTER OPTION SAMPLE PLAN

	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	IMPS	Planned Views	Total Net	
<b>OOH and POS</b>																				
Digital Billboards	4						4						4				10,500,000		\$ 45,000	
Dart Bus Shelters	30						30						30				3,750,000		\$ 40,500	
Gas Pump Top Graphics	15						15						15				33,750,000		\$ 22,500	
<b>Digital/SM Video and Static</b>																				
YouTube																		750,000	\$ 27,000	
Programmatic																		600,000	\$ 15,000	
Social Media																		1,500,000	\$ 22,500	
<b>Radio</b>																				
Dallas (TRPs)	50	50	50	50			50	50	50	50			50	50	50	50	600 TRPs		\$ 60,000	
<b>TOTAL</b>																				<b>\$ 232,500</b>

# GOOD OPTION SAMPLE PLAN

	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	IMPS	Planned Views	Total Net																		
<b>OOH and POS</b>																																					
Digital Billboards	4								4									7,000,000		\$ 30,000																	
Dart Bus Shelters	30								30										2,500,000		\$ 27,000																
Gas Pump Top Graphics	15								15										22,500,000		\$ 15,000																
<b>Digital/SM Video and Static</b>																																					
YouTube																			500,000	\$ 18,000																	
Programmatic																			400,000	\$ 10,000																	
Social Media																			1,000,000	\$ 15,000																	
<b>Radio</b>																																					
Dallas (TRPs)	50	50			50	50			50	50			50	50				400 TRPs		\$ 40,000																	
<b>TOTAL</b>																																					<b>\$ 155,000</b>



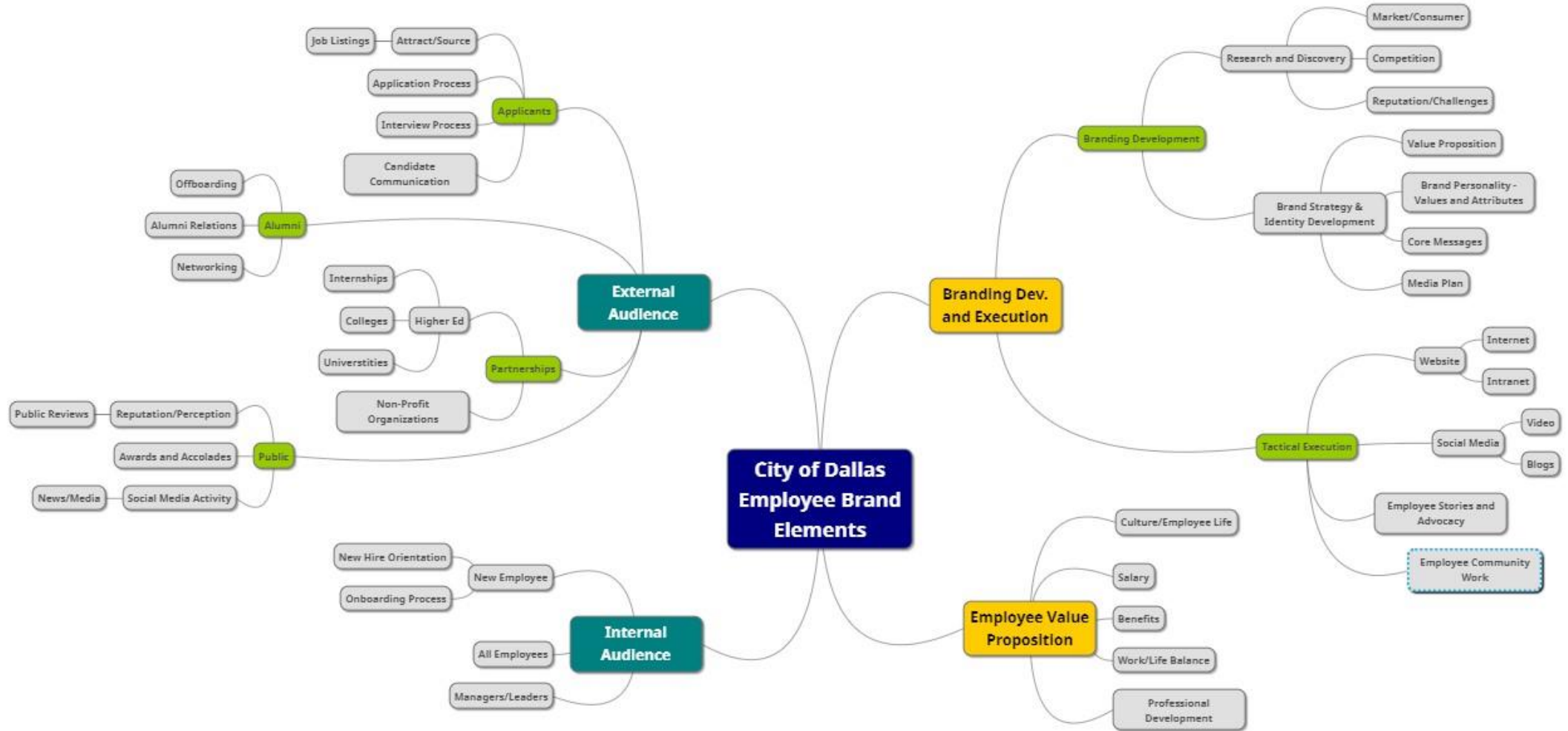
City of Dallas

# APPENDIX

# CITY OF DALLAS EMPLOYER BRAND ELEMENTS

## IMPLEMENTATION STRATEGY (WHO, WHEN, WHERE)

## BRAND ARCHITECTURE (WHAT, WHY)



# YOUNGER GENERATIONS ARE DRIVEN BY INSTANT GRATIFICATION

The idea that younger generations are driven by instant gratification may influence their expectations and behavior when it comes to the job application process. Younger job seekers may be more likely to expect a fast response or to want to know where their application stands in the process.

58% of millennials expect to hear back from a potential employer within a week of submitting their application, compared to just 39% of baby boomers. This suggests that younger generations may be more likely to become impatient if they do not receive a quick response to their job application. [Source: Indeed]

Additionally, younger job seekers may be more likely to use technology to track the status of their job application. A survey conducted by the talent management software company iCIMS found that 71% of millennials and 60% of Gen Z (born between 1997 and 2012) would be likely to use an app to track the status of their job application, compared to just 24% of baby boomers. [Source: iCIMS]

# ASSESSING ADVANTAGES VS. RISKS

## Advantages of Making the Employee the Hero:

**Sense of Pride:** Focusing on the employee as the hero makes the campaign more employee-centered. This approach can help create a sense of pride and loyalty among current employees. “This can happen because of me”.

**Emotional Appeal:** By showcasing employees' achievements and success stories, the campaign can create an emotional connection with prospective employees, making the job and the employer more desirable.

**Talent Attraction:** This approach can help attract talent that resonates with the City's culture and values, leading to more engaged and productive employees.

## Risks of Making the Employee the Hero:

**Risk of Over-Promising:** Highlighting employees' success stories can set high expectations among prospective employees. If the actual work experience does not live up to those expectations, it can lead to disappointment and frustration.

**Limited Perspective:** Focusing solely on the employee as the hero may not give a complete picture of the City's values, mission, and overall work culture.

## Advantages of Making the Employer the Hero:

**Strong Brand Identity:** Highlighting the employer as the hero can help create a strong brand identity and showcase the City's values, mission, and work culture.

**Risk Mitigation:** This approach can mitigate the risk of over-promising by presenting a more balanced and accurate picture of the employer.

**Community Building:** By showcasing the company as the hero, the campaign can also help build a sense of community among employees and prospective employees.

## Risks of Making the Employer the Hero:

**Lack of Emotional Appeal:** This approach may lack the emotional appeal that showcasing employees' success stories can create.

**Unintentional Hierarchy:** Focusing on the City of Dallas can make the campaign too employer-centered, potentially creating a sense of hierarchy between the employer and employees.



*Creativity*

MAKES A BRAND RELEVANT.

*Purpose*

MAKES A BRAND NECESSARY.



# Memorandum



CITY OF DALLAS

DATE June 5, 2023  
HONORABLE MEMBERS OF THE WORKFORCE, EDUCATION, AND EQUITY COMMITTEE: Jaynie Schultz (Chair), Casey Thomas (Vice-Chair), Jaime Resendez, Paula Blackmon, Jesse Moreno, Adam McGough, Omar Narvaez  
TO  
SUBJECT **Small Business Center Workforce Development Day Labor Outreach Center Update**

The purpose of this memorandum is to provide an update on the Day Labor Center Program.

On April 10, 2023, an update on the Day Labor Program was provided to the Workforce, Education, and Equity Committee (WEE) which included the hiring of the Day Labor Program Coordinator and the continued focus on the data collection, community engagement, and outreach to support a future pilot program.

The Small Business Center (SBC) has continued working with internal city departments, including Building Services, Sanitation, Office of Community Care, Public Works – Real Estate, and the Dallas Police, to determine possible locations to pilot the program and address location requirements, including but not limited to, districts where day laborers currently gather, easily accessible (D.A.R.T., major highways), adequate space for intended use, needs of day laborers and contractors, drive thru access, covered pavilion for inclement weather, benched outdoor area(s), access to restrooms, and a non-residential area preferably where the community can benefit from the services provided, preventing any potential disturbance to residents.

Benchmarking efforts are underway with other municipalities, as well as engagement with employers and contractor organizations in preparation for implementation in FY23/24. In addition, location options in Districts 2 and 13 are currently under review, as well as options to refurbish two mobile units that are no longer being used by the Dallas Police Department to support the program.

As previously communicated, SBC will utilize the data collection process underway to inform a proposed operational budget for dedicated day labor center (s) in alignment with the City Manager's proposed FY 23/24 General Fund budget.

Staff will be available during the Workforce, Education, and Equity Committee meeting on June 5, 2023, to respond to questions or provide additional information.



DATE June 5, 2023  
SUBJECT **Small Business Center Workforce Development Day Labor Outreach Center Update**  
PAGE **2 of 2**

In the meantime, should you have any questions or need additional information please feel free to contact me or Joyce Williams, Director, Small Business Center at [joyce.williams@dallas.gov](mailto:joyce.williams@dallas.gov).



Kimberly Bizor Tolbert  
Deputy City Manager

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

Majed A. Al-Ghafry, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, 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 June 5, 2023  
HONORABLE MEMBERS OF THE WORKFORCE, EDUCATION, AND EQUITY COMMITTEE: Jaynie Schultz (Chair), Casey Thomas (Vice-Chair), Jaime Resendez, Paula Blackmon, Jesse Moreno, Adam McGough, Omar Narvaez  
TO  
SUBJECT **Small Business Center Workforce Development Day Labor Outreach Center Update**

The purpose of this memorandum is to provide an update on the Day Labor Center Program.

On April 10, 2023, an update on the Day Labor Program was provided to the Workforce, Education, and Equity Committee (WEE) which included the hiring of the Day Labor Program Coordinator and the continued focus on the data collection, community engagement, and outreach to support a future pilot program.

The Small Business Center (SBC) has continued working with internal city departments, including Building Services, Sanitation, Office of Community Care, Public Works – Real Estate, and the Dallas Police, to determine possible locations to pilot the program and address location requirements, including but not limited to, districts where day laborers currently gather, easily accessible (D.A.R.T., major highways), adequate space for intended use, needs of day laborers and contractors, drive thru access, covered pavilion for inclement weather, benched outdoor area(s), access to restrooms, and a non-residential area preferably where the community can benefit from the services provided, preventing any potential disturbance to residents.

Benchmarking efforts are underway with other municipalities, as well as engagement with employers and contractor organizations in preparation for implementation in FY23/24. In addition, location options in Districts 2 and 13 are currently under review, as well as options to refurbish two mobile units that are no longer being used by the Dallas Police Department to support the program.

As previously communicated, SBC will utilize the data collection process underway to inform a proposed operational budget for dedicated day labor center (s) in alignment with the City Manager's proposed FY 23/24 General Fund budget.

Staff will be available during the Workforce, Education, and Equity Committee meeting on June 5, 2023, to respond to questions or provide additional information.

DATE June 5, 2023  
SUBJECT **Small Business Center Workforce Development Day Labor Outreach Center Update**  
PAGE **2 of 2**

In the meantime, should you have any questions or need additional information please feel free to contact me or Joyce Williams, Director, Small Business Center at [joyce.williams@dallas.gov](mailto:joyce.williams@dallas.gov).



Kimberly Bizor Tolbert  
Deputy City Manager

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

Majed A. Al-Ghafry, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, 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 June 5, 2023

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 **Update to Strategic Engagement and Outreach Plan**

On March 07, 2023, Staff briefed the Workforce, Education, and Equity Committee (Committee) on the City's efforts to develop a [Strategic Engagement and Outreach Plan](#) (Plan) that will serve as an organizational standard for engagement and customer service delivery that exemplifies the City's core values and guiding principles.

As you may recall, the Plan researched best practices from other major cities such as [San Antonio](#) and [Austin](#) and organizations such as the [Government Alliance on Race and Equity \(GARE\)](#), [Robert Wood Johnson Foundation](#), and the [Kirwan Institute for the Study of Race and Ethnicity at The Ohio State University](#). Based on the research, the Plan was categorized into four categories: Identify, Strategize, Implement, and Evaluate. The sample assessment questions within the categories presented were also responsive to community feedback as provided by the Coalition for Neighborhood Self Determination and Ethos Consulting (Attachment A). The Plan's guiding principles are Accessibility, Inclusivity, Transparency, and Accountability.

With direction from the Committee, the City Manager's Office conducted four (4) focus groups composed of City staff across the organization that are focused on engagement and outreach related duties and responsibilities. Each department was asked to identify a minimum of one (1) and a maximum of four (4) department representatives to attend. Based on the number of submissions, Staff were distributed across the four (4) days of focus groups to allow for at least one department representative per focus group. A total of 75 staff attended all four (4) focus groups.

Each focus group started with an abbreviated version of the same presentation provided to the Committee, focusing on the four categories: Identify, Strategize, Implement, and Evaluate. Within each category, participants were then asked to focus on additional assessment questions that should be included in the Plan, tools in their experience that have been helpful and not, and finally identifying best practices internally and externally that the Plan can benefit from.

Based on the interactive and engaging feedback, Staff has identified internal short, medium, and long-term goals that can support and facilitate the development of the Plan.

### **Short Term (next 3 months)**

- Establish a centralized directory of points of contact within each department
- Coordinate a monthly meeting for internal Staff focus on "engagement and outreach" duties to discuss and share events occurring in the future and coordinate resources
- Identify and inventory city-wide resources in a comprehensive resource list made available to departments

- Train and centralize the use of the City Calendar for promotion and awareness of City-led events

**Medium Term (3 – 6 months)**

- Conduct, summarize, and report out a summary of all department practices as it relates to outreach and engagement
- Identify and inventory departmental data that is gathered from community events
- Develop and standardize post-event surveys

**Long Term (6 – 9 months)**

- Centralize resources and create a formalized and standardized process for requesting City-resources to support an engagement or outreach
- Allocate and centralize funding for engagement and outreach activities to create equitable access and opportunities for less resourced departments

Staff have created subcommittees based on the best practices and will further the work started in the focus groups to develop assessment questions, tools, and highlight best practices that not only include internal input but the community input as well.

Simultaneous to accomplishing these goals within the time frame, Staff is identifying ways to receive community input to develop the Plan to ensure it is responsive to their needs. In the next three months, Staff will:

- 1) schedule individual meetings with Councilmembers to better understand the existing engagement and outreach activities occurring within their Districts and their expectations for the Plan;
- 2) identify existing City events to participate in and create input opportunities; and
- 3) identify resources (material, financial, and human) to participate in public events.

Staff will return to the Committee in the fall to provide an update on internal activities and outline the intended community input process.

Should you have any questions or concerns, please do not hesitate to contact me directly.



Genesis D. Gavino  
Chief of Staff and Resilience Officer  
City Manager's Office

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  
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Dr. Robert Perez, Assistant City Manager  
Carl Simpson, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Directors and Assistant Directors

## ATTACHMENT A

### **Community Outreach & Engagement Recommendations Coalition for Neighborhood Self-Determination January 2023**

- I. Definitions:** The following terms should be defined by the City of Dallas for the purposes of executing on consequent outreach and engagement. Our proposed definitions are outlined below.
- A. Outreach: Outreach is defined as *one way communication* from the City of Dallas to inform the public about a policy, program or campaign but not to solicit input or feedback on that initiative.
  - B. Engagement: Engagement is defined as *two-way communication* between the City of Dallas and the public, specific constituencies and stakeholders to collaborate on developing a policy, program or campaign.
  - C. Policy: In relation to outreach and engagement, policy is defined as something that will result in changes to city code, the creation of an ordinance, resolution or other formal action by the City Council or committees/commissions/advisory bodies, the creation of a staff, committee, or departmental process that requires action by a voting body or by the City Manager to formalize into procedures.
  - D. Program: In relation to outreach and engagement, a program is defined as a fund, benefit, service, tool, or opportunity that is made available by the City to residents and/or business owners.
  - E. Campaign: In relation to outreach and engagement, a campaign is defined as a City-led effort to address a particular issue of concern on a City-wide basis or in a particular area of the City through public education, public participation, or implementation of a new policy, program, plan, or strategy, including concerns related to land use planning or zoning, economic development, environment & sustainability, government performance and financial management, housing and homelessness, public health or safety, quality of life, arts, and culture, transportation and infrastructure, public accountability and ethics.
  - F. Notification Methods: this includes social media, digital newsletters or e-board, posting on the City of Dallas website, distributing flyers or literature via physical mailer or other documentation, phone call or texting, email, word of mouth via public meeting or event and other methods identified by target constituencies as viable for improving outreach and engagement.
- II. Short-Term Immediate Recommendations**
- A. Any informational videos, sheets or other materials posted on the City of Dallas website must be bilingual (English/Spanish).
  - B. All methods of participating in public meetings (sign up sheets or other forms needed) must be available in English and Spanish (and other languages as

## ATTACHMENT A

requested) and must allow the speaker to indicate whether they require a translator or reasonable accommodation.

- C. All written, digital and spoken communication about a new Policy, Program, or Campaign must be made available in English and Spanish.
- D. Any written, digital and spoken communication about a new Policy, Program, or Campaign must be made available upon request in the preferred language of the audience or constituency spoken impacted by a public policy, program or campaign.
- E. For all policies, programs, and campaign, the responsible department or committee shall perform an initial assessment of how to maximize public outreach and engagement and ensure public outreach and engagement is equitable and inclusive, and consult with the Office of Equity, Diversity, and Inclusion about to obtain input and options for additional resources that may be needed to meet identified needs.
- F. Engagement methods should be proportional to the scale of the impact of the policy, program or campaign and should be tailored to the constituency most impacted by the policy, program or campaign.
- G. Outreach methods should be proportional to the scale of the impact of the policy, program or campaign and should be tailored to the constituency most impacted by the policy, program or campaign.
- H. Minimum 2 weeks notification must be provided for all Community Meetings and public meetings.
- I. A public dashboard should be created for all active policies, programs and campaigns that are seeking public input through engagement to track past opportunities for engagement, ongoing opportunities and the progress of the initiative to completion.
- J. All engagement opportunities in connection to a specific policy, program or campaign should clearly articulate why input is requested, what the input will be used for, and when the next step to continue staying involved is or will likely be.
- K. Standardization of social media accounts
  - 1. Does each department need a social media account?
  - 2. Do each commission need social media accounts? Should they have them?
  - 3. Should all communication just come out of the City of Dallas social media channels?

### **III. Outreach Plan Self-Assessment Questions**

- A. Who is the target audience or community most impacted by this policy, program or campaign?
  - 1. This defines the geographic area or community characteristics that define outreach methods and boundaries. This is based on both the goals of the

## ATTACHMENT A

policy and the use of census data or other public data sources to identify the constituency impacted.

- B. If your target audience is a specific geographic area, what are the documented community partners and communication channels available within that area?
  - 1. There should be a list of partners willing and able to disseminate information to their constituencies within each geographic area (council email list, churches or other faith based institutions, neighborhood associations, schools etc).
- C. If your target audience is a specific geographic area, what are the languages spoken within the boundaries of the impacted constituents?
  - 1. This will inform the languages your materials will need to be translated to and translators needed for outreach and engagement.
- D. If your target audience is a specific geographic area, what barriers and opportunities exist to accessing information virtually or digitally?
  - 1. Look at cell phone data to see if the majority of constituents have access to a phone or have a lack of access to high speed internet infrastructure.
- E. If your target audience is not defined by a geographic area, but by shared interest or need for a city policy, program or campaign, what are the documented partners or organizations that can help reach those impacted individuals?
  - 1. For example a historic preservation policy should involve outreach and engagement of the historic preservation community and stakeholders impacted.
- F. Does this policy, program or campaign further the City's racial equity goals or other adopted City policy?
  - 1. If yes, this will open up additional outreach funding to ensure that sufficient notice frequency and methods are used to reach the maximum impacted constituency.
- G. How is success for this outreach defined for this policy, program or campaign?
  - 1. Quantitative: i.e. number of target constituency reached and informed.
  - 2. Qualitative: i.e. number of locations where information disseminated from and community partnerships that informally distributed information by word of mouth or other networks.
  - 3. Other:

### **Example Outreach Self-Assessment Questionnaire [purely illustrative, not real policy or program]**

*Who is the target audience or community most impacted by this policy, program or campaign?*



## ATTACHMENT A

The target audience for the historic preservation grant program led by the Office of Historic Preservation are low income neighborhoods and homeowners with historic designation at the state, local and federal level. Based on census data and public records this includes the Tenth Street Historic District and Wheatley Place. The geographic area and community characteristics are set based on the goals of this policy, so the target constituency is clearly defined.

*If your target audience is a specific geographic area, what are the documented community partners and communication channels available within that area?*

The documented community partners and communication channels available within these neighborhood boundaries include:

- Tenth Street Residential Association
- Greater El Bethel Baptist Church
- Eloise Lundy Recreation Center
- Townview High School
- N.W. Harlee Elementary School
- etc.etc.

The partners above have agreed to host informational materials physically at their facility, have agreed to distribute information digitally via their newsletter and e-boards, and have volunteered to host an event to disseminate this information and engage their constituencies.

*If your target audience is a specific geographic area, what are the languages spoken within the boundaries of the impacted constituents?*

The primary languages spoken within the plan boundaries are English, Spanish and a small population of Vietnamese speaking people. All materials will be distributed in English, Spanish and Vietnamese.

*If your target audience is a specific geographic area, what barriers and opportunities exist to accessing information virtually or digitally?*

Based on publicly available data, the majority of the population within the target area are over 65 years old and 30% do not have access to high speed internet. Because of this, outreach and engagement should be mostly in person and using physical outreach methods.

*If your target audience is not defined by a geographic area, but by shared interest or need for a city policy, program or campaign, what are the documented partners or organizations that can help reach those impacted individuals?*

## ATTACHMENT A

N/A

*Does this policy, program or campaign further the City's racial equity goals or other adopted City policy?*

Yes because the homes within these boundaries were harmed by redlining, preventing them from accessing bank loans to purchase and repair their homes. The history of these neighborhoods is based on their contribution to African American history in the City of Dallas. Because of this, additional funding and considerations should be given to support the success of the program.

*How is success for this outreach defined for this policy, program or campaign?*

Based on the information being made available to the maximum number of houses that are eligible for the program, and consequent participation of those households in the program/policy.

### **IV. Engagement Plan Self-Assessment Questions**

- A. Who is the target audience or community most impacted by this policy, program or campaign?
  1. This defines the geographic area or community characteristics that define engagement methods and boundaries. This is based on both the goals of the policy and the use of census data or other public data sources to identify the constituency impacted.
- B. If your target audience is a specific geographic area, what are the documented community partners and communication channels available within that area?
  1. There should be a list of partners willing and able to disseminate information to their constituencies within each geographic area (council email list, churches or other faith based institutions, neighborhood associations, schools etc), host meetings and facilitate engagement with their constituencies.
- C. If your target audience is a specific geographic area, what are the languages spoken within the boundaries of the impacted constituents?
  1. This will inform the languages your materials will need to be translated to and translators needed for engagement.
- D. If your target audience is a specific geographic area, what barriers and opportunities exist to engaging with information virtually or digitally?
  1. Look at cell phone data to see if the majority of constituents have access to a phone or have a lack of access to high speed internet infrastructure.
- E. If your target audience is not defined by a geographic area, but by shared interest or need for a city policy, program or campaign, what are the documented partners or organizations that can help engage those impacted individuals?

ATTACHMENT A

1. For example a historic preservation policy should involve outreach and engagement of the historic preservation community and stakeholders impacted.
- F. Does this policy, program or campaign further the City’s racial equity goals or other adopted City policy?
1. If yes, this will open up additional engagement funding to ensure that sufficient notice frequency and methods are used to reach the maximum impacted constituency.
- G. How is success for this engagement defined for this policy, program or campaign?
1. Quantitative: i.e. number of target constituencies engaged.
  2. Other:

**Decision Tree when determining if outreach or engagement is necessary:**

Are you/your department seeking public input on a policy, program or campaign?	
Y	N
Outreach and engagement is needed because two-way communication is requested.	No ‘engagement’ needed, just outreach as defined above because one-way communication.



# ETHOS EQUITY

## CONSULTING

Disrupting the historical power dynamics that systematically silence Dallas' under-supported Black and Brown residents requires intentional effort. The creation of an Equitable Engagement Framework has the potential to be the first step in addressing longstanding power imbalances, while also establishing cross-departmental policies that increase trust, transparency and accountability.

The following outline offers Ethos Equity Consulting's suggestions on how to streamline internal operations related to outreach and engagement, and effectively create connections with City of Dallas residential stakeholders. If you're interested in learning how Ethos Equity can offer assistance when creating implementable strategies to accomplish the items below, follow up with Brittani Hite at [brittani@ethosequityconsulting.com](mailto:brittani@ethosequityconsulting.com).

### **City of Dallas Community Engagement Framework**

#### **1. OUTREACH**

- a. Define the concept in a manner that details the purpose and intended outcome
- b. Identify a diverse set of outreach methods (traditional, digital and grassroots)
- c. Target the identified outreach methods to the unique ways each Dallas neighborhood/community consumes information
- d. Create and implement a cross-departmental SOP to institute best practices for timelines related to each outreach method

#### **2. ENGAGEMENT**

- a. Define the concept in a manner that details the purpose and intended outcome
- b. Determine which internal departments require community engagement as it is defined
- c. Create a decision support tool that allows each department to visually evaluate options and their associated outcomes when determining if and how to implement engagement
- d. Establish a cross-departmental SOP to institute best practices for timelines related to the stakeholder engagement lifecycle
- e. Depending on the initiative, center stakeholders who will be most impacted

## ATTACHMENT A

- f. Establish and share key performance indicators that define impactful participation
- g. Partner with community-based individuals and institutions with established presence and trust to help amplify messaging
- h. Explicitly share how community input will be meaningfully incorporated into the decision making process
- i. Engage participants in a phased approach throughout each initiative's entire lifecycle

### **3. COMMUNICATION**

- a. Commission an internal, cross-departmental audit of external communication and the associated budget to understand current outreach and engagement strategies
- b. Explicitly share the definitions of outreach and engagement, as well as the associated indicators for "success," citywide through a variety of outreach methods
- c. Establish a communication process that provides Dallas residents (participants and others) with progress updates in their preferred language and method of communicative outreach
- d. At a minimum, incorporate communication (verbal and written) methods in English and Spanish
- e. Identify communities in Dallas where languages other than English and Spanish must be incorporated into outreach and engagement efforts

[Ethos Equity Consulting](#) is a social impact firm committed to supporting individuals, institutions and initiatives through an intersectional, anti-racist DEI approach. Ethos Equity understands that people are not one-dimensional and neither are effective strategies. The firm works collaboratively to identify opportunities for increased intentionality and guide transformative system changes; embedding equitable solutions throughout all outcomes. Through system audits and strategic planning, interactive trainings, grassroots community outreach and engagement, and professional development Ethos Equity helps build capacity to reach desired goals.

# Memorandum



CITY OF DALLAS

DATE June 5, 2023

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

SUBJECT **Best Place to Work Programs Update**

The City of Dallas strives to position itself as a top employer in the region, aiming to attract and retain a highly skilled workforce essential for delivering its services efficiently. This memorandum serves as an update on the ongoing efforts to implement the latest Best Place to Work Programs by the City of Dallas, designed to establish its reputation as an employer of choice.

## **Navigate Wellness Portal**

The portal provides an extensive array of resources, encompassing online learning tools, videos, well-being assessments, group challenges, personal challenges, and a host of other offerings. Its primary objective is to empower and assist all City employees and retirees in attaining their individual well-being objectives, irrespective of their nature. Notably, the portal ensures a steady stream of resources aligned with the Wellness Pillars of Health, Financial, Mental, Community, and Social. Launched in January 2023, the portal has garnered a positive response, as evidenced by the creation of user accounts by 2,000 employees thus far.

## **Cost Plus Pharmacy Pilot**

Cost Plus Drugs is a recent addition to our existing Pharmacy network, providing employees with a convenient mail order option for ordering their prescriptions. Situated locally in Dallas, this service offers over 1,000 commonly prescribed generic medications at affordable prices. What sets Cost Plus Drugs apart is its transparent pricing model, allowing individuals to ascertain the precise cost of their prescription prior to making a purchase. This option became operational on May 1, 2023, and while specific figures are not yet available, we anticipate a positive response from our employees.

## **Employee Perks**

The Employee Perks program offered by Abenity simplifies the process for employees to access exclusive discounts and corporate rates on a wide range of products and services. From pizza and zoo tickets to movie tickets, car rentals, and hotels, employees can conveniently enjoy these benefits. Currently, the program has attracted 786 participants, indicating a notable level of interest and engagement.

## **PNC Bank Financial Wellness**

PNC's financial wellness partnership offers employees a diverse range of educational and financial resources to support their financial well-being. These resources include Virtual Wallet, a set of digital banking tools that streamline money management, as well as online and mobile banking services. In addition, employees have access to seminars, workshops, and personalized

DATE June 5, 2023

SUBJECT **Best Place to Work Programs Update**

consultations to enhance their financial knowledge and optimize their financial strategies. Furthermore, certain bank products and services provide the opportunity to earn cash rewards.

Based on the available data provided by PNC Bank, the financial wellness partnership has garnered significant interest for this type of service, with 144 inquiries received and 55 accounts set up. This data indicates a positive response and demonstrates the value employees place on the program.

### **Legal Plan**

This employee paid program offers comprehensive legal guidance on a variety of common legal matters, encompassing traffic and criminal issues, civil lawsuits, family and personal concerns, estate planning, home and real estate matters, financial affairs, and elder-care issues. We provide two distinct plans, with the higher-tier plan additionally offering identity theft coverage.

We are pleased to share that the program has gained significant traction, with 1,768 employees currently enrolled. This enrollment figure highlights the value and importance employees place on having access to reliable legal support when they need it most.

### **Pet Insurance**

This plan offers employees valuable assistance to employees in covering the costs of unexpected veterinary expenses for their cats or dogs, specifically related to covered accidents or illnesses. It is important to highlight that this benefit is voluntary and entirely funded by the employee. We are pleased to inform you that there are currently 59 active policies in effect, and we anticipate that this new benefit will attract more participants in the upcoming year. The introduction of this benefit demonstrates our commitment to providing comprehensive benefits that cater to the evolving needs of our employees.

### **Retiree Comeback Option**

The "comeback" option allows retirees to decline City-subsidized insurance before turning 65 and rejoin the City plan once they reach that age. This option grants flexibility in benefits for retirees, enabling them to explore more affordable pre-65 alternatives that may be available elsewhere.

Although a substantial amount of information and materials were provided during the open enrollment period, only one retiree chose the "comeback" option. This implies that retirees either did not find a more cost-effective alternative or require further assistance in comprehending the specifics of this opportunity.

To ensure retirees are able to make informed decisions, the City's benefits team developed an upcoming initiative called the Concierge - Health Advocate program, launching in June. The Concierge - Health Advocate will include dedicated staff to assist individuals considering retirement, current pre and post-65 retirees, and those transitioning into the program. They will also inform the relevant groups about the "comeback" option and other insurance available in the market through network-based and in-person channels to maximize reach and effectiveness.

DATE June 5, 2023  
 SUBJECT **Best Place to Work Programs Update**

**Q-Leave**

Q-Leave was introduced in October 2021 to comply with a state law mandating leave for first responders who are required to quarantine or isolate due to exposure to a communicable disease. This policy was subsequently extended to include other City employees who test positive for COVID-19, subject to specific criteria, including voluntary reporting of vaccination status. Q-Leave plays a crucial role in providing employees with the necessary time to heal and recover, while preventing the further spread of COVID-19 within the City’s employee population.

**CITY OF DALLAS APPROVED Q-LEAVE (2022-2023)**

<b>YEAR/MONTH</b>	<b>Civilian Q-Leave</b>	<b>Uniform Q-Leave</b>	<b>Total</b>
<b>TOTAL 2022</b>	<b>1207</b>	<b>1831</b>	<b>3038</b>
JAN	487	901	1388
FEB	53	64	117
MAR	10	14	24
APR	5	12	17
MAY	39	52	91
JUN	106	188	294
JUL	162	234	396
AUG	168	156	324
SEP	42	58	100
OCT	30	24	54
NOV	41	45	86
DEC	64	83	147
<b>TOTAL 2023</b>	<b>189</b>	<b>246</b>	<b>435</b>
JAN	90	123	213
FEB	28	42	70
MAR	33	39	72
APR	25	28	53
MAY	13	14	27
<b>GRAND TOTAL</b>	<b>1396</b>	<b>2077</b>	<b>3473</b>

**Paid Parental Leave**

Parental Leave began October 1, 2021, to provide a maximum of six weeks of paid parental leave to employees following the birth of the employee's child or to care for the child after birth, or for the placement of a child with the employee for adoption or foster care or to care for the child after placement. This benefit recognizes the importance of parental involvement, provides financial support, and promotes work-life balance, ensuring employees have the opportunity to care for and bond with their children during these crucial stages of their lives.



DATE June 5, 2023  
 SUBJECT Best Place to Work Programs Update

<b>APPROVED PAID PARENTAL LEAVE (2022-2023)</b>	
<b>YEAR/MONTH</b>	<b>Count</b>
<b>TOTAL 2022</b>	<b>345</b>
JAN	33
FEB	37
MAR	23
APR	27
MAY	26
JUN	25
JUL	35
AUG	30
SEP	29
OCT	22
NOV	32
DEC	26
<b>TOTAL 2023</b>	<b>122</b>
JAN	27
FEB	24
MAR	27
APR	28
MAY	16
<b>GRAND TOTAL</b>	<b>467</b>

**Mental Health Leave**

Mental Health Leave is available to an employee who experiences a traumatic event while on duty. The need for mental health leave is verified by a licensed psychiatrist, or psychologist. Paid mental health leave is available for up to 60 hours for sworn employees in the emergency response bureau of the fire department and up to 40 hours for all other employees. Mental health leave was initially approved for peace officers in October, 2021 and was expanded to include all City employees who meet the requirements in March, 2022.

<b>APPROVED MENTAL HEALTH LEAVE (2022-2023)</b>	
<b>YEAR/MONTH</b>	<b>Count</b>
<b>TOTAL 2022</b>	<b>7</b>
SEP	1
OCT	1
NOV	2
DEC	3
<b>TOTAL 2023</b>	<b>11</b>
FEB	1
MAR	8
APR	2
<b>GRAND TOTAL</b>	<b>18</b>

DATE June 5, 2023  
SUBJECT **Best Place to Work Programs Update**

### Compassionate Leave

This leave is intended for employees who are experiencing a serious medical condition or injury that hinders their ability to perform any type of work. It is expected that these employees will be unable to resume work due to their medical condition. Compassionate leave is currently granted to employees who meet these criteria. The maximum duration of compassionate leave that can be granted is 348 hours for sworn employees in the Emergency Response Bureau of the Fire Department, and 232 hours for all other employees. Compassionate leave can only be granted once to an employee.

Compassionate Leave was initially approved in October 2021. Based on usage and feedback from employees and management, staff from the HR and Legal departments are currently in the process of amending the Personnel Rules to revise the requirements for this leave. The goal is to consider employees who may have the potential to return to work at some point.

#### APPROVED COMPASSIONATE LEAVE (2022-2023)

YEAR/MONTH	Count
<b>2022</b>	<b>2</b>
AUG	1
OCT	1
<b>2023</b>	<b>1</b>
FEB	1
<b>GRAND TOTAL</b>	<b>3</b>

Staff will be present at the Workforce Education & Equity Committee meeting on June 5th to answers questions. Should you have any questions or would like additional information about the City's Leave programs, please contact Nina Arias at 214-671-9050 or [Nina.Arias@dallas.gov](mailto:Nina.Arias@dallas.gov).



Kimberly Bizer Tolbert  
Deputy City Manager

- c: T.C. Broadnax, City Manager  
Tammy Palomino, Interim City Attorney  
Mark Swann, City Auditor  
Billierae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Jon Fortune, Deputy City Manager
- Majed A. Al-Ghafry, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, 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 June 5, 2023

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

SUBJECT **Upcoming Office of Community Care Agenda Item Related to Special Supplemental Nutrition Program for Women, Infants and Children Community Innovation and Outreach Grant Acceptance - June 28, 2023**

On June 28, 2023, the following Office of Community Care item will be considered by City Council:

**File ID: 23-1395:** Authorize **(1)** the acceptance of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Community Innovation and Outreach (CIAO) grant from the United States Department of Agriculture through Food Research & Action Center, Inc. in the amount of \$345,036.00 for the period of May 1, 2023 through October 31, 2024; **(2)** the creation of a Manager position within the WIC program for the period of the grant to complete required grant activities; and **(3)** execution of the grant agreement and all terms, conditions and documents required by the agreement - Not to exceed \$345,036.00 - Financing: WIC CIAO Grant Funds

## **Background**

WIC provides nutrition education, breastfeeding support and food benefits to pregnant and breastfeeding women, infants and children. In 2023, the Food Research and Action Center (FRAC) made over \$10,000,000.00 in funding available through the WIC Community Innovation and Outreach Project (WIC CIAO) to assist WIC state and local agencies, including Indian Tribal Organizations (ITOs), and nonprofit entities and organizations, including community-based organizations and nonprofit organizations chartered under the Tribal law of a state or federally recognized Tribe, to develop, implement, and evaluate innovative outreach strategies to increase WIC awareness, participation, and redemption of benefits, and reduce disparities in program delivery.

The City of Dallas WIC partnered with Child Poverty Action Lab to submit a proposal and has been awarded funds through this opportunity. Dallas WIC currently serves over 75,000 individuals each month in a total of 16 clinics located throughout Dallas County. Many of the clinics are open six days a week and they are all eager to serve families. Dallas WIC is the largest WIC local agency in the entire state of Texas.

Funds will enable Dallas WIC to strengthen WIC in northwestern and southern Dallas by focusing on increased awareness of, participation, satisfaction with, and retention within the WIC program. Funding will enable the WIC program to implement outreach and partnership strategies that will increase participation in WIC in south and west Dallas, to

DATE June 5, 2023

SUBJECT **Upcoming Office of Community Care Agenda Item Related to WIC  
Community Innovation and Outreach Grant Acceptance - June 28,  
2023**

develop a digital content strategy, and bring on a management level staff member during the grant period to specifically focus on community strategies to market and promote the WIC program.

The Dallas WIC team and partner Child Poverty Action Lab have partnered on several projects focused in increasing participation and improving service delivery in the WIC program. In April 2023, Dallas WIC served 75,672 clients, and increase of almost 13% over the same month in the prior year (66,185 served in April 2022). The Community Innovation and Outreach project will enable the program to focus on strategic outreach in many of our most underserved communities and in alignment with the City's adopted Racial Equity Plan.

Should you have any questions or need any additional information, please contact myself or Jessica Galleshaw, Director of Office of Community Care, at 214-670-5113 or [Jessica.Galleshaw@dallas.gov](mailto:Jessica.Galleshaw@dallas.gov).



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

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

Majed A. Al-Ghafry, Assistant City Manager  
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 June 5, 2023

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

SUBJECT **Upcoming Office of Community Care Agenda Item Related to Emergency Rental Assistance Round 2 Additional Funds – June 14, 2023**

On June 14, 2023, an Office of Community Care (OCC) item accepting additional federal funding for the Emergency Rental Assistance (ERA) Program will be considered by Dallas City Council.

**Item 23-1196:** Authorize the **(1)** application for and acceptance of additional grant funds from the U.S. Department of the Treasury ("Treasury") for the American Recovery Plan Act ("ARPA") ERA Round 2 Program (CFDA No. 21.023) in an amount not to exceed \$2,391,688.48; **(2)** establishment of appropriations in an amount not to exceed \$2,391,688.48 in the ARPA ERA Program Round 2 Fund; **(3)** receipt and deposit of funds in an amount not to exceed \$2,391,688.48 in the ARPA ERA Program Round 2 Fund; **(4)** disbursement of funds in an amount not to exceed \$2,391,688.48 from the ARPA ERA Program Round 2 Fund; and **(5)** execution of any documents necessary with the Treasury to accept and/or spend the funds - Not to exceed \$2,391,688.48 from \$51,762,890.47 to \$54,154,578.95 - Financing: U.S. Department of the Treasury ERA Program Grant Fund

## **Background**

This item will authorize to accept, receive, and deposit additional federal grant funding for the ERA Program Round 2. There has been a need in the Dallas community for rental assistance since the beginning of the COVID-19 pandemic when many households faced eviction after loss of income, increased expenses, or both. This additional funding will help families and individuals impacted due to or during the COVID-19 pandemic to stay housed. Due to the community need, the City of Dallas requested additional reallocated funds in order to continue to provide rental assistance programming and to serve more residents.

On March 11, 2021, ARPA was signed into law, making additional funding available through the Treasury for the Emergency Rental Assistance Program (ERA2).

On June 23, 2021, City Council authorized the acceptance of \$50,225,677.40 in ARPA Act funds and authorized to receive, deposit, and disburse \$20,090,270.96 in ARPA funds to provide emergency rental assistance services for individuals directly and indirectly impacted by and/or during the COVID-19 pandemic.

DATE June 5, 2023

SUBJECT **Upcoming Office of Community Care Agenda Item – ERA 2 Additional Funds – February 22, 2023**

On April 27, 2022, City Council authorized to receive, deposit, and disburse \$15,067,703.22 in ARPA funds to provide ERA services for individuals directly and indirectly impacted by and/or during the COVID-19 pandemic.

On August 10, 2022, City Council authorized to receive, deposit, and disburse an additional \$15,067,703.22 in ARPA funds to provide ERA services for individuals directly and indirectly impacted by and/or during the COVID-19 pandemic.

On February 22, 2023, City Council authorized to receive, deposit and disburse an additional \$1,437,213.07 in ARPA funds to provide ERA services for individuals directly and indirectly impacted by and/or during the COVID-19 pandemic. These funds were reallocated to the City based on demonstrated need and performance.

This item authorizes the City to receive, deposit and disburse an additional \$2,391,868.48 for the ERA Round 2 program.

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).



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

- c:
- |   |   |
|---|---|
| T.C. Broadnax, City Manager                 | Majed A. Al-Ghafry, Assistant City Manager            |
| Chris Caso, City Attorney                   | Robert Perez, Assistant City Manager                  |
| Mark Swann, City Auditor                    | Carl Simpson, Assistant City Manager                  |
| Biliera Johnson, City Secretary             | Jack Ireland, Chief Financial Officer                 |
| Preston Robinson, Administrative Judge      | Genesis D. Gavino, Chief of Staff to the City Manager |
| Kimberly Bizer Tolbert, Deputy City Manager | Directors and Assistant Directors                     |
| Jon Fortune, Deputy City Manager            |   |

# Memorandum



CITY OF DALLAS

DATE June 5, 2023

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

SUBJECT **Upcoming Office of Community Care Agenda Item Related to Interlocal Agreement with Texas Department of State Health Services - June 28, 2023**

On June 28, 2023, the following Office of Community Care item will be considered by City Council:

**File ID: 23-1471:** Authorize a four-year Interlocal Agreement in the amount of \$140,000 with the Texas Department of State Health Services (“DSHS”), with a one-year renewal option in the amount of \$35,000 to provide the City’s Bureau of Vital Statistics (“BVS”) with online access to DSHS’s Vital Event Registration System, to obtain certified copies of birth certificates at a cost to the City of \$1.83 for each birth certificate printed for the period of September 1, 2023 through August 31, 2027 – Not to exceed \$175,000 – Financing: General Funds (subject to annual appropriations)

## **Background**

The Vital Statistics division of the Office of Community Care is responsible for registering births, deaths, and fetal deaths that occur within the city of Dallas. BVS provides approximately 100,000 certified birth and death certificates annually to qualified individuals that apply either in-person, by mail, or online.

The Vital Statistics division charges fees for the printing of birth and death records that are consistent with and established by Texas Department of State Health Services (DSHS). The fee for a printed birth certificate is \$23; the fee for a printed death record is \$21 for the first copy, and \$4 for each additional copy of the same death certificate.

Through this interlocal agreement, the City will pay Department of State of Health Services \$1.83 for each birth certificate printed. The annual cost owed to Department of State Health Services will vary each year, based on the number of birth certificates printed, but will not exceed \$35,000 annually.

Should you have any questions or need any additional information, please contact myself or Jessica Galleshaw, Director of Office of Community Care, at 214-670-5113 or [Jessica.Galleshaw@dallas.gov](mailto:Jessica.Galleshaw@dallas.gov).

DATE June 5, 2023

SUBJECT **Upcoming Office of Community Care Agenda Item Related to  
Interlocal Agreement with Texas Department of State Health Services -  
June 28, 2023**



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

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

Majed A. Al-Ghafry, Assistant City Manager  
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