

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, MAY 13, 2024

24-0019

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

PRESENT: [7] Schultz, Arnold, *Resendez (**9:04 a.m.), Bazaldua (**10:03 a.m.),
Blackmon, Willis, Ridley

ABSENT: [0]

The meeting was called to order at 9:03 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 10:59 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 for this meeting are filed with the City Secretary's Office 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, MAY 13, 2024

EXHIBIT A

RECEIVED

2024 MAY - 9 PM 3: 46

**CITY SECRETARY
DALLAS, TEXAS**

City of Dallas

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

Public Notice

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POSTED CITY SECRETARY
DALLAS, TX



Workforce, Education, and Equity Committee

May 13, 2024

9:00 AM

2023 CITY COUNCIL APPOINTMENTS

COUNCIL COMMITTEE	
ECONOMIC DEVELOPMENT Atkins (C), Narvaez (VC), Arnold, Bazaldua, Ridley, Stewart, West	GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT West (C), Blackmon (VC), Mendelsohn, Moreno, Resendez
HOUSING AND HOMELESSNESS SOLUTIONS Moreno (C), Mendelsohn (VC), Gracey, West, Willis	PARKS, TRAILS, AND THE ENVIRONMENT Stewart (C), Moreno (VC), Arnold, Bazaldua, Blackmon, Narvaez, West
PUBLIC SAFETY Mendelsohn (C), Stewart (VC), Atkins, Moreno, Willis	QUALITY OF LIFE, ARTS, AND CULTURE Bazaldua (C), Resendez (VC), Blackmon, Gracey, Ridley, Schultz, Willis
TRANSPORTATION AND INFRASTRUCTURE Narvaez (C), Gracey (VC), Atkins, Mendelsohn, Resendez, Schultz, Stewart	WORKFORCE, EDUCATION, AND EQUITY Schultz (C), Arnold (VC), Bazaldua, Blackmon, Resendez, Ridley, Willis
AD HOC COMMITTEE ON ADMINISTRATIVE AFFAIRS Atkins (C), Mendelsohn, Moreno, *Ridley, *Stewart	AD HOC COMMITTEE ON GENERAL INVESTIGATING AND ETHICS Mendelsohn (C), Gracey, Johnson, Schultz, Stewart
AD HOC COMMITTEE ON JUDICIAL NOMINATIONS Ridley (C), Resendez, West	AD HOC COMMITTEE ON LEGISLATIVE AFFAIRS Mendelsohn (C), Atkins, Gracey, Narvaez, Stewart
AD HOC COMMITTEE ON PENSIONS Atkins (C), Blackmon, Mendelsohn, Moreno, Resendez, Stewart, West, Willis	AD HOC COMMITTEE ON PROFESSIONAL SPORTS RECRUITMENT AND RETENTION Gracey (C), Blackmon, Johnson, Moreno, Narvaez, Resendez, Schultz

(C) – Chair, (VC) – Vice Chair

* Updated:2/22/24

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 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 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."

This City Council Workforce Education, and Equity Committee meeting will be held by video conference and in the City Council Chambers, Floor 6 at City Hall.

The public may attend the meeting virtually; however, City Hall is available for those wishing to attend the meeting in person.

The Workforce Education, and Equity Committee will be broadcast live on Spectrum Cable Channel 16 (English) and 95 (Spanish) and online at bit.ly/cityofdallastv.

The public may also listen to the meeting as an attendee at the following videoconference link:

<https://dallascityhall.webex.com/dallascityhall/j.php?MTID=mb725151bdd335276f3b2f2c1a4682931>

Call to Order

MINUTES

1. [24-1579](#) Approval of the April 9, 2024, Workforce, Education and Equity Committee Meeting Minutes

Attachments: [Minutes](#)

BRIEFING ITEMS

- A. [24-1570](#) Drivers of Poverty Program Updates and Future Plans [Jessica Galleshaw, Director, Office of Community Care; Holly Holt, Assistant Director, Office of Community Care]

Attachments: [Presentation](#)

- B. [24-1569](#) Upskilling Pilot Program Updates and Next Steps [Nina Arias, Director, Department of Human Resources; Heather Wood, Training and Development Manager, Department of Human Resources; Laura Dizien, Senior Training and Development Specialist, Department of Human Resources; Sonya Batts, Senior Human Resources Manager, Department of Human Resources]

Attachments: [Presentation](#)

- C. [24-1573](#) Office of Equity and Inclusion Budget Review and Next Steps [Dr. Lindsey Wilson, Director, Office of Equity and Inclusion; Christina da Silva, Assistant Director, Office of Equity and Inclusion; Regina Gray, Business Manager, Office of Equity and Inclusion]

Attachments: [Presentation](#)

- D. [24-1576](#) Small Business Center Budget Review and Next Steps
[Joyce Williams, Director, Small Business Center; Dena Owens,
Manager, Small Business Center]

Attachments: [Presentation](#)

BRIEFING MEMOS

- E. [24-1577](#) Upcoming May 22 City Council Agenda Item from Office of
Procurement Services and Office of Community Care -Martin Luther
King Parade Planning and Coordination
[Office of Community Care]

Attachments: [Memorandum](#)

FORECAST

- F. [24-1578](#) Workforce, Education, and Equity Committee Forecast

Attachments: [Forecast](#)

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, MAY 13, 2024

EXHIBIT B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 13, 2024

Item 1: Approval of the April 9, 2024, Workforce, Education and Equity Committee Meeting Minutes

Councilmember Willis moved to adopt the minutes as presented.

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

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 13, 2024

BRIEFING ITEMS

Item A: Drivers of Poverty Program Updates and Future Plans

The following individuals briefed the committee on the item:

- Jessica Galleshaw, Director, Office of Community Care; and
- Liz Cedillo-Pereira, Assistant City Manager, City Manager's Office

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 13, 2024

BRIEFING ITEMS

Item B: Upskilling Pilot Program Updates and Next Steps

The following individuals briefed the committee on the item:

- Nina Arias, Director, Department of Human Resources;
- Laura Dizien, Senior Training and Development Specialist, Department of Human Resources; and
- Donzell Gipson, Director, Fleet Management

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 13, 2024

BRIEFING ITEMS

Item C: Office of Equity and Inclusion Budget Review and Next Steps

The following individuals briefed the committee on the item:

- Dr. Lindsey Wilson, Director, Office of Equity and Inclusion;
- Christina da Silva, Assistant Director, Office of Equity and Inclusion;
- Regina Gray, Business Manager, Office of Equity and Inclusion; and
- Liz Cedillo-Pereira, Assistant City Manager, City Manager's Office

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 13, 2024

BRIEFING ITEMS

Item D: Small Business Center Budget Review and Next Steps

This item was held until a later date.

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 13, 2024

BRIEFING MEMOS

Item E: Upcoming May 22 City Council Agenda Item from Office of Procurement Services and Office of Community Care -Martin Luther King Parade Planning and Coordination

The committee discussed the item.

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 13, 2024

FORECAST

Item F: Workforce, Education, and Equity Committee Forecast

The committee did not discuss the item.

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, MAY 13, 2024

EXHIBIT C



City of Dallas

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

Agenda Information Sheet

File #: 24-1570

Item #: A.

Drivers of Poverty Program Updates and Future Plans

[Jessica Galleshaw, Director, Office of Community Care; Holly Holt, Assistant Director, Office of Community Care]



City of Dallas

Drivers of Poverty Update and Plan

**Workforce, Education, and Equity
Committee
May 13, 2024**

**Jessica Galleshaw
Director, Office of Community Care**

Presentation Overview



Section I: Purpose

Section II: Background History

Section III: Drivers of Poverty Integration

Section II: Long-term Planning



Purpose

1



Purpose

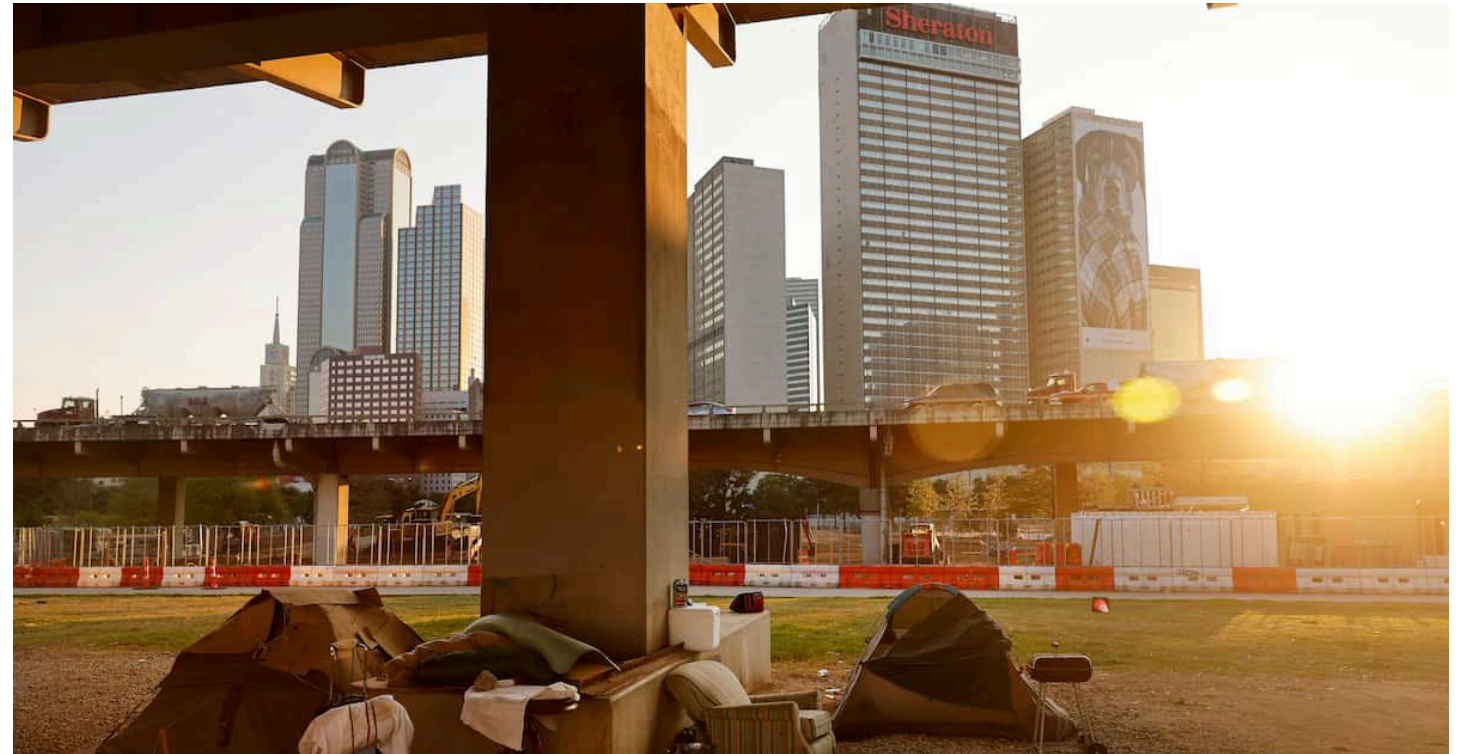


- Provide an overview of the Drivers of Poverty project history
- Demonstrate how Drivers of Poverty align with Racial Equity Plan priorities
- Summarize history of programs and services



2

Background/History



Background/History



2016-17

- Mayors Task Force on Poverty
- “Drivers of Poverty” identified

2018-19

- Embedded in Resilient Dallas Strategy and Equity Indicators Report
- Funding for Teen Pregnancy Prevention Program

2020

- Teen Pregnancy Prevention/Youth Development program implementation
- FY21 Funding Allocation for “Drivers of Poverty”
- COVID-19 Pandemic Exacerbates Issues of Poverty

2021 –
current

- Drivers of Poverty prioritizes key areas of need from pandemic recovery – mental health, food, youth development, client assistance



Background/History



Mayor's Task
Force on Poverty

Resilient Dallas
Strategy

Equity Indicators

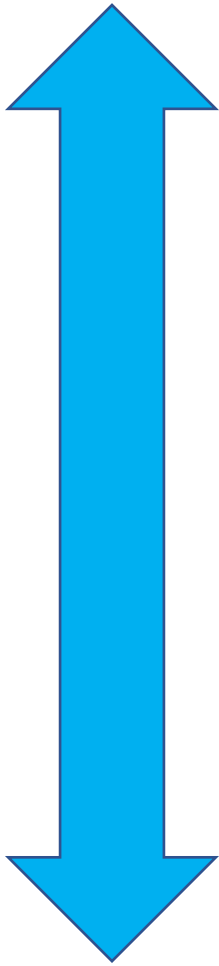


3

Drivers of Poverty Integration



Drivers of Poverty



Income	Sharp decline in median income and the declining share of middle-income households
Transportation	Lack of affordable transportation
Homeownership	Lack of home ownership/high rental percentage/single family rentals
Concentrated Poverty	Increasing number of neighborhoods of concentrated poverty
Children in Poverty	High number of households with children living in poverty
Educational Attainment	Lack of educational attainment
English Proficiency	High percentage of limited English-proficiency (LEP) residents
Teen Birth	High teen birth rates
Single Women HOH	High poverty rates for single women heads of households with children



Services

4



REP Integration



Goal 1: Economic, Workforce and Community Development

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



Drivers of Poverty	Resilient Dallas Goal	Equity Indicator
Income	3. Economic Mobility	5. Unemployment 7. Median Full-Time Income 8. Median Hourly Wage 9. Median Household Income 12. Working Poverty
Children in Poverty	5. Healthy Communities	10. Child Poverty 58. Child Food Insecurity
Educational Attainment	3. Economic Mobility	19. College Readiness 24. College Educated Adults
English Proficiency	2. Welcoming City	
Teen Birth	5. Healthy Communities	56. Teen Pregnancy
Single Woman Head of Household	3. Economic Mobility	



REP Integrations



Goal 2: Environmental Justice

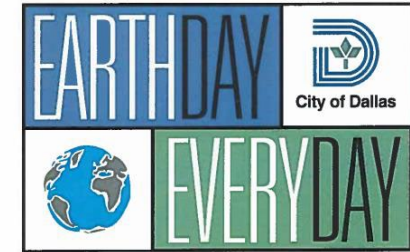
Equitably engage and address disproportionate impact pollution and climate issues have on historically disadvantaged communities.

Goal 4: Infrastructure

Close infrastructure gaps where intentional historic disinvestment previously occurred.

Goal 5: Public Safety and Wellness

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



Environmental Policy



Drivers of Poverty	Resilient Dallas Goal	Equity Indicator
Concentrated Poverty	3. Economic Mobility	10. Child Poverty 11. Senior Poverty 12. Working Poverty



Aligning Plans and Reports



Goal 3: Housing

Close the homeownership gap and secure housing stability in Dallas.



Drivers of Poverty	Resilient Dallas Goal	Equity Indicator
Homeownership	6. Neighborhood Infrastructure	25. Homeownership 26. Evictions 27. Home Loan Denials 31. Long-Term Residential Vacancies

Goal 4: Infrastructure

Close infrastructure gaps where intentional historic disinvestment previously occurred.



Drivers of Poverty	Resilient Dallas Goal	Equity Indicator
Transportation	4. Equitable Access	34. Private Vehicle Availability 35. Commute Time 36. Transit Frequency



COVID Emergency Response - 2020



Services

Target Populations

Direct assistance that helps clients maintain housing and financial stability

- Rental Assistance
- Utility Assistance
- Food Assistance
- Other direct client assistance in support of housing and financial stability
- Other direct supports
- Direct client assistance proposed by selected applicants and approved by City

Low income individuals and families and/or individuals and families living in poverty and are impacted by the defined "drivers" of poverty:

- Low income individuals (up to 80% AMI) and individuals living in poverty – most clients served should be 50% AMI or below
- Individuals with transportation challenges
- Families with children living in poverty
- Individuals with limited educational attainment
- Individuals with Limited English Proficiency
- Youth at increased risk of teen pregnancy, families with youth at increased risk of teen pregnancy and/or pregnant or parenting teens
- Single Woman Heads of Households with children

Direct assistance to youth and their families to maintain stability

- Rental Assistance
- Utility Assistance
- Food Assistance
- Other direct client assistance to support in support of housing and financial stability
- Client assistance that enables participation in positive youth development programming or other critical youth services
- Direct client assistance proposed by selected applicants and approved by City

Youth or families with children and youth that are:

- 20 yrs. and younger, male and female
 - Youth living in poverty
 - Foster care youth
 - Youth in juvenile justice system
 - Homeless youth
 - Youth with one or more risk factors for teen pregnancy
- Parents, legal guardians, caregivers population to implement stabilization

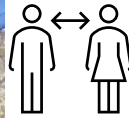


Current Program Strategy



Engagement

- Support community-based programming that serves target populations and leverage expertise of community-based organizations



Responsive

- Work with partners and programming models that are responsive to changing community needs arising from and/or exacerbated by the COVID-19 pandemic and post-COVID needs



Leveraging

- Support programming that layers with and leverages existing services and funding streams



Partnerships

- Establish new partnerships and relationships with community-based organizations



Services

- Build upon work established through COVID response funding, such as CARES CDBG and Coronavirus Relief Funds, by continuing to support food assistance and food access programs, community mental health, and client assistance



Youth

- Support youth through positive youth development programs



5

Long-Term Planning



Current Program Structure



Service Category	Fund	Total Investment Levels (Current Year)	DOP Alignment
Client Assistance	City	\$295,300	Lack of affordable transportation, High poverty rates for single women heads of households with children, Increasing number of neighborhoods of concentrated poverty
Community Mental Health	City	\$271,495	Income, Concentrated Poverty, Single Women HOH, Children in Poverty
Making Food Accessible	City	\$504,700	Income, Concentrated Poverty,
Positive Youth Development	City	\$155,000	Children in Poverty, Single Women HOH
ECOSTS (Early Childhood, Out of School Time Services) (subsidies)	CDBG	\$100,000	Children in Poverty, Teen Birth, Single Women HOH
ECOSTS (target populations)	CDBG	\$550,000	Children in Poverty, Single Women HOH
Out of School Time (PKR)	CDBG	\$738,301	Children in Poverty, Single Women HOH

Other Programs

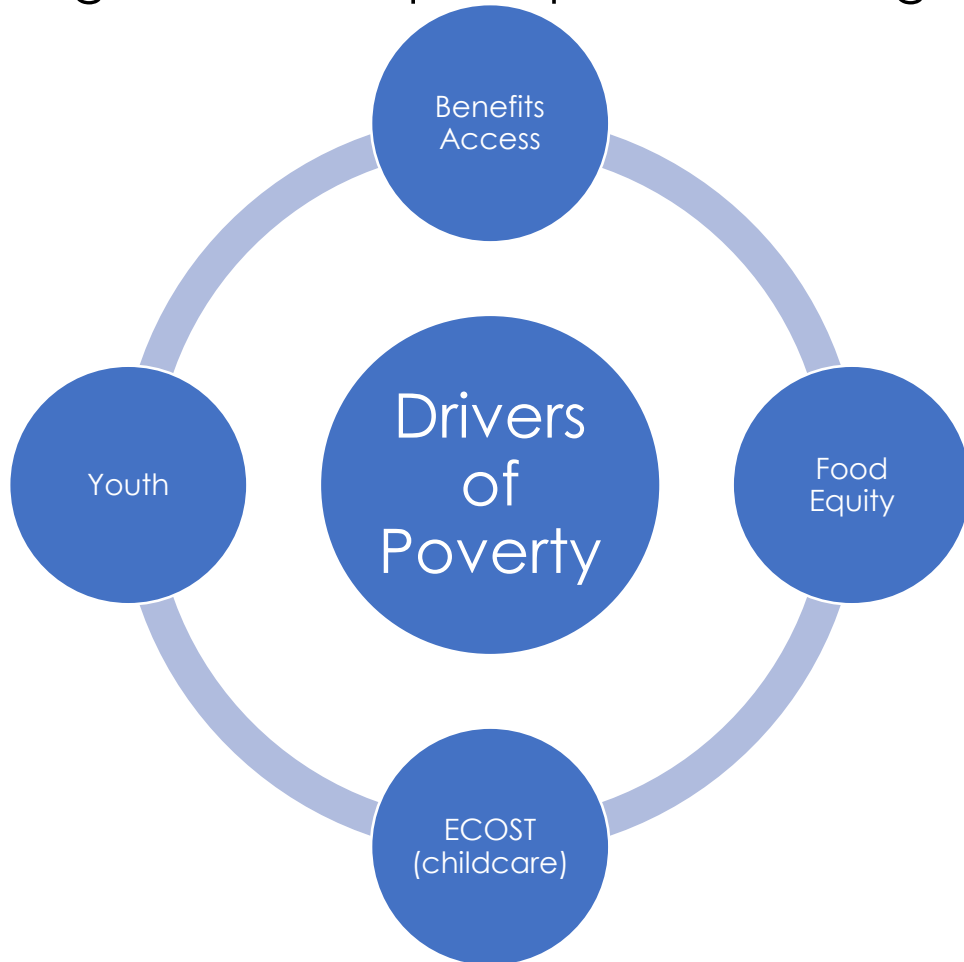
- Financial Empowerment Centers
- WIC
- Benefits Navigation systems-planning
- Various ARPA programs



Looking Ahead



1. Focus investments in key areas that closely align with DOP principles and REP goals

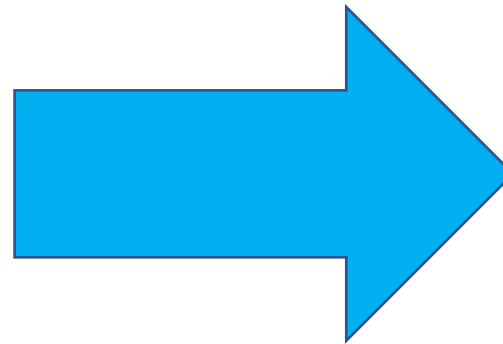
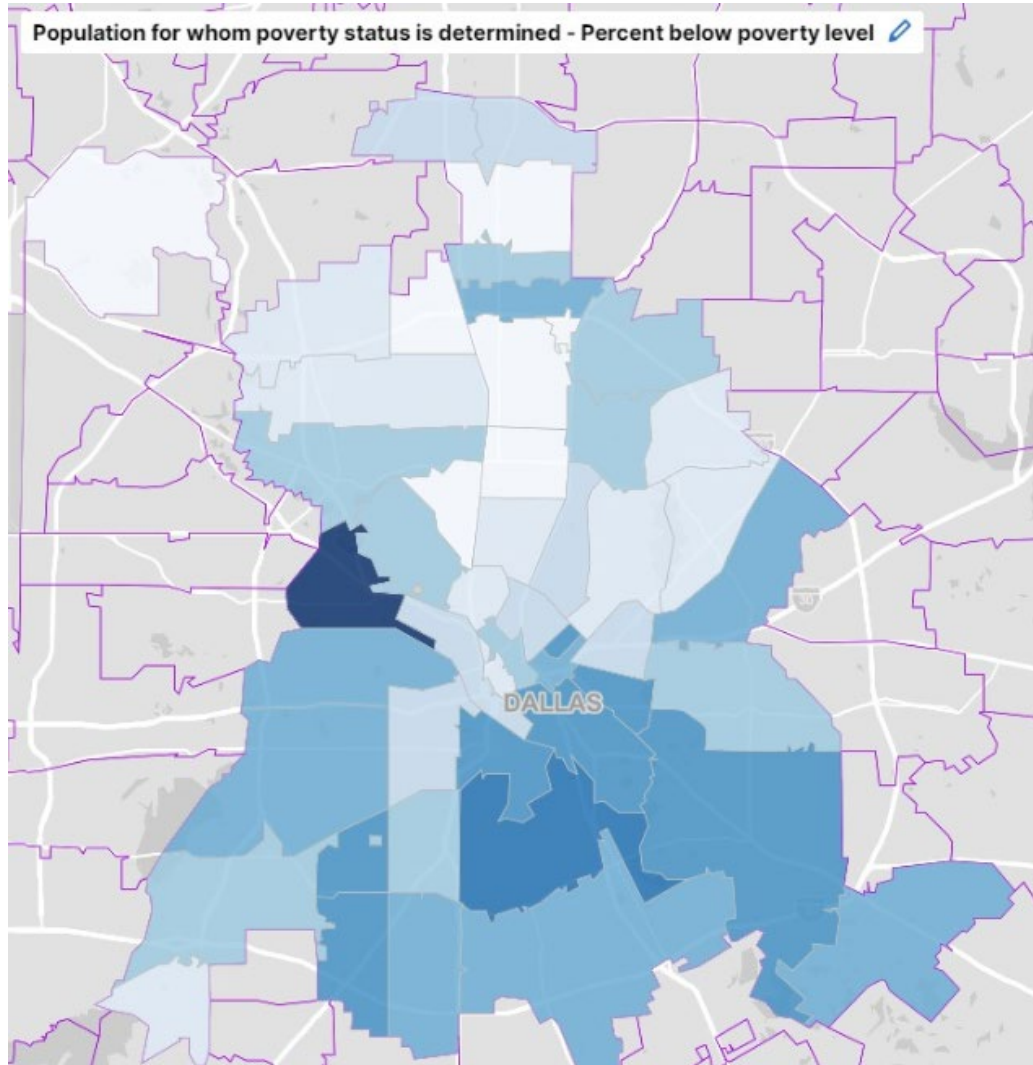


2. Seek strategic alignment for core focus areas - internal and external collaboration to advance progress in key issue areas

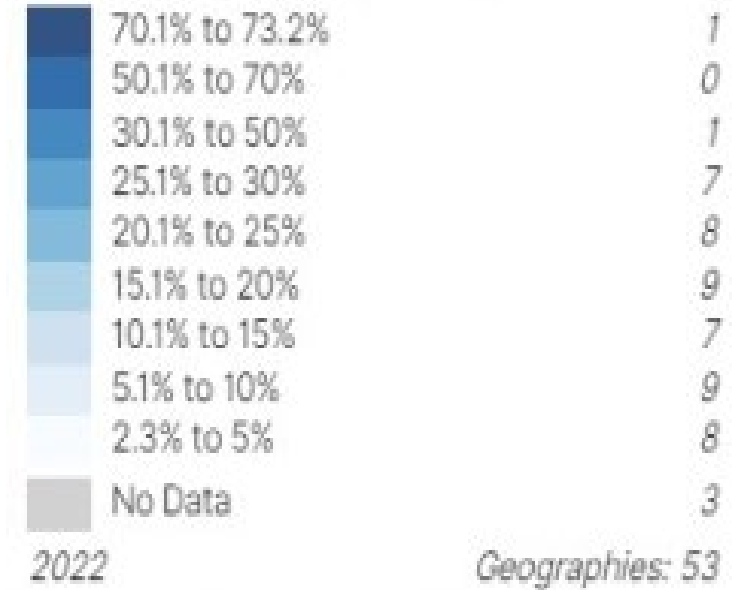
Internal stakeholders/collaborators



Communities of Concentrated Poverty



Percent by ZIP Code
Tabulation Area (2020)



Direction from WEE and City Council



- **Next Steps**
 - Receiving input and further direction from WEE Members related to potential future priorities.



City of Dallas

Drivers of Poverty Update and Plan

**Workforce, Education, and Equity
Committee
May 13, 2024**

**Jessica Galleshaw
Director, Office of Community Care**



City of Dallas

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

Agenda Information Sheet

File #: 24-1569

Item #: B.

Upskilling Pilot Program Updates and Next Steps

[Nina Arias, Director, Department of Human Resources; Heather Wood, Training and Development Manager, Department of Human Resources; Laura Diziien, Senior Training and Development Specialist, Department of Human Resources; Sonya Batts, Senior Human Resources Manager, Department of Human Resources]



City of Dallas

Upskilling Pilot Program Update and Next Steps

May 2024

Nina Arias, HR Director
Sonya Batts, Sr. HR Manager
Heather Wood, Training Manager
Laura Dizen, Sr. Training Specialist
Human Resources
City of Dallas

Presentation Overview



- Pilot Program Summary
 - Background and Objectives
 - Participating Piloted Departments
- Survey Results
 - Department Findings
 - Employee Findings
- Response to Department and Employee Survey Findings
- Key Performance Indicators FY24
- Immediate Next Steps
- Strategic Partnerships



Program Background and Objectives



1

To empower entry-level employees at the City of Dallas with the knowledge and skills to pursue a career in the trades and unlock career growth.

2

To cultivate a highly qualified and versatile workforce to meet the demand for hard-to-fill skilled labor positions at the City of Dallas.

3

To bridge the skills gap and enhance the employability and career opportunities of entry-level employees.

4

To spearhead economic growth and development in the community by promoting the trades as an innovative and gratifying career with opportunities for advancement.



Participating Pilot Departments



Dallas Water
Utility (DWU)

Equipment and
Fleet
Management
(EFM)

Library (LIB)

Office of
Community
Care (OCC)

Park and
Recreation
(PKR)

Sanitation (SAN)

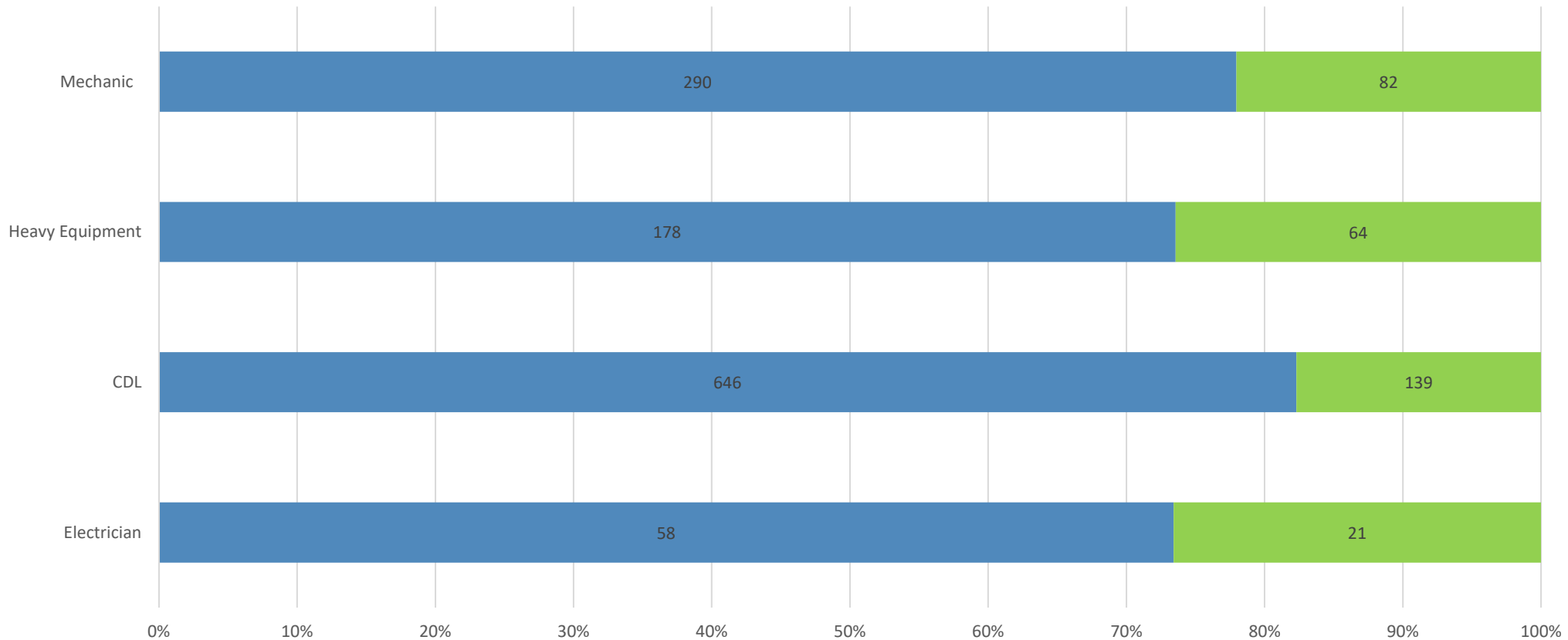


Departmental Needs Survey Findings



Top Four Specialized Trades
Filled vs Open Positions
*PKR, DWU, EFM, SAN

■ Filled ■ Open



Departmental Needs Survey Findings



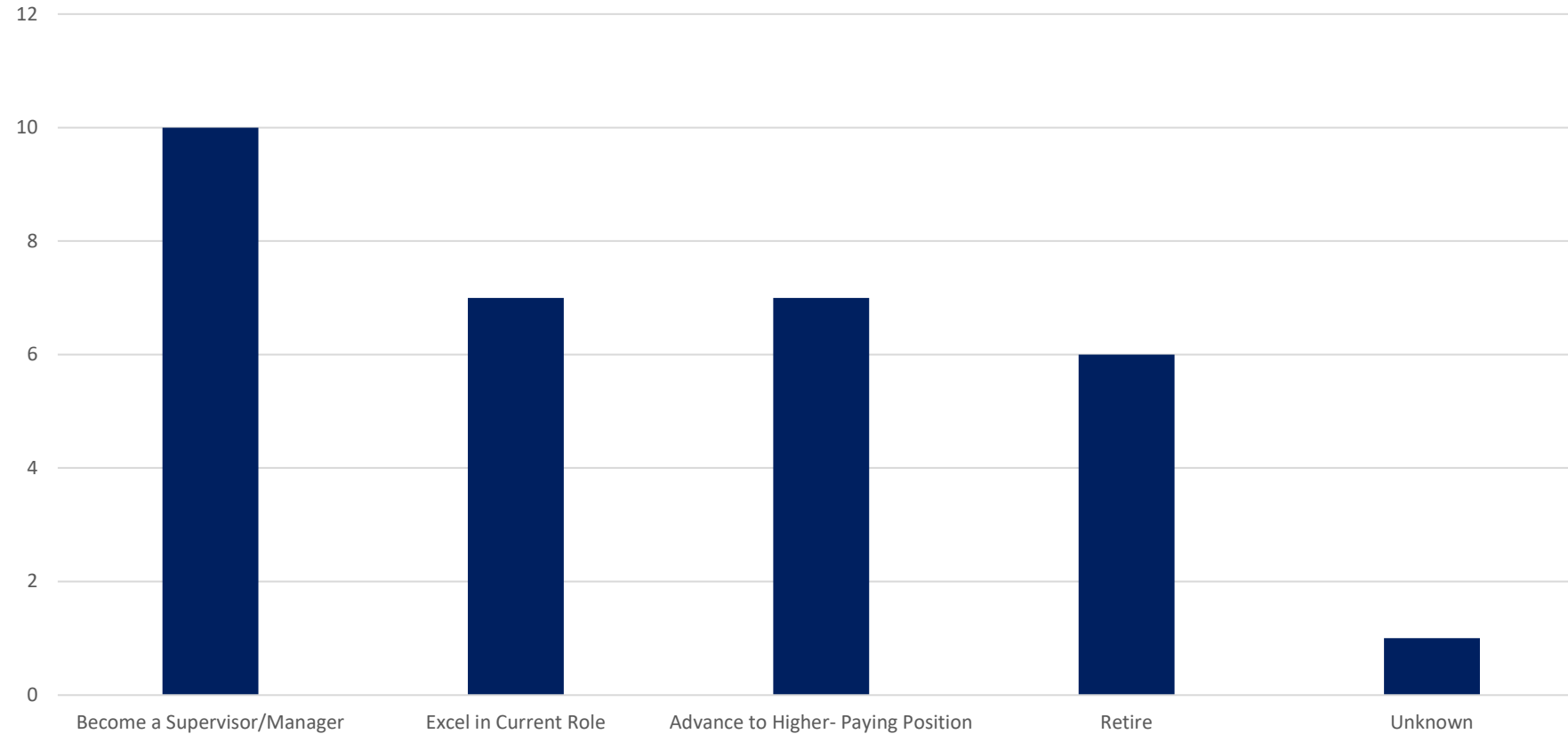
Library	Office of Community Care: Women, Infant and Children (WIC)
<ul style="list-style-type: none">• Preparing for future needs with a higher number of librarians• Will need to assist current employees with continuing education (Associates degree and above)	<ul style="list-style-type: none">• Attrition due to retirement• Need for WIC Certifying Specialist• Request partnership with an institution to provide a nutrition program.<ul style="list-style-type: none">• UNT-Dallas• TWU• UT-Arlington• UNT-Denton



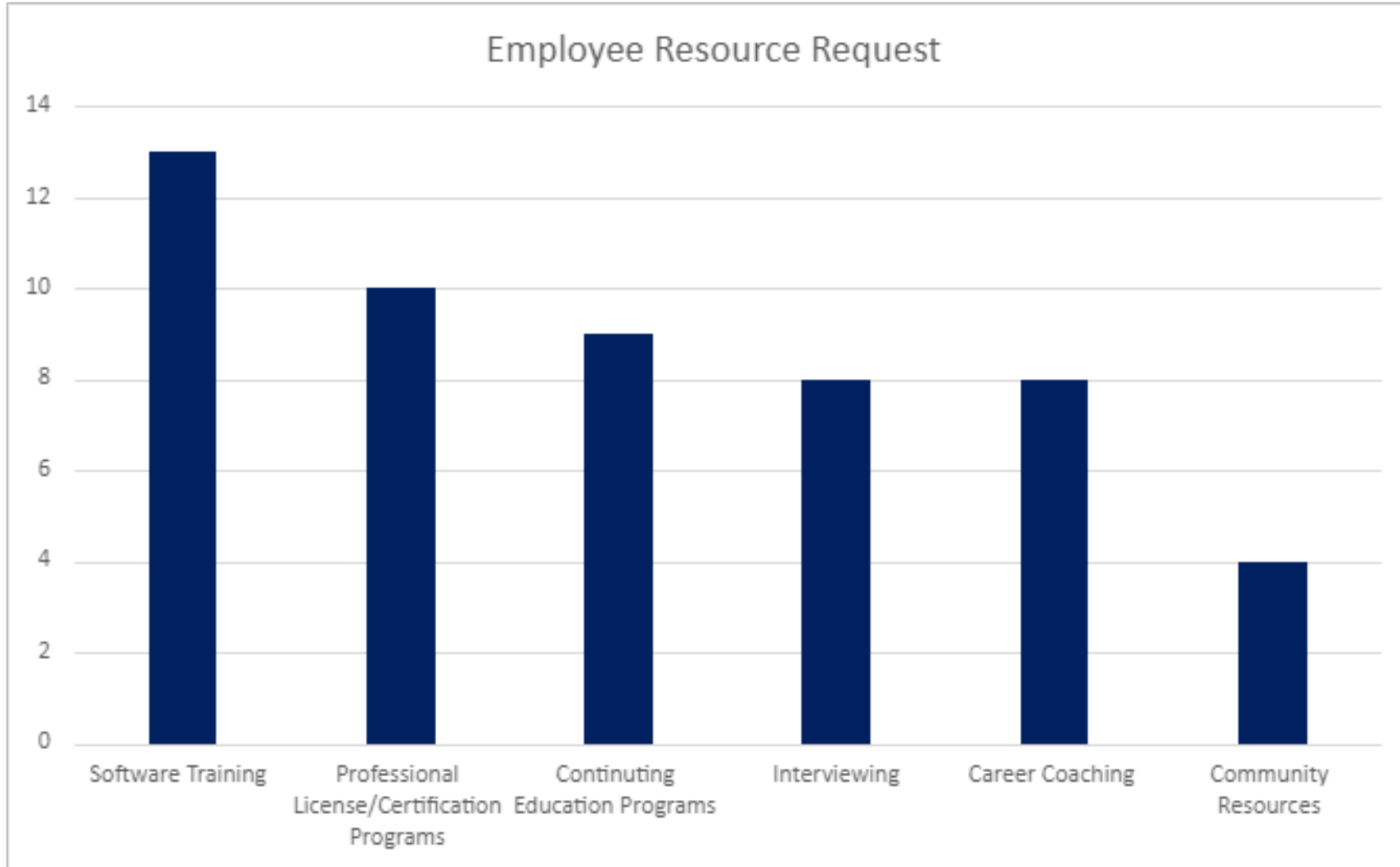
Employee Needs Survey Findings



Employee Career Goals



Employee Needs Survey Findings



Response to Department Needs Assessment



Department of
Labor Certified
Apprenticeships

Grant Funded
Training Programs

Department
Sponsored
Training Programs

Employee
Sponsored
Training Programs



Response to Employee Needs Assessment



26 one-on-one
upskilling
meetings held

2 employees have
attended
recommended
trainings

78 resources
offered

3 employees have
applied for a
higher- paying job

1 external grant
funded training
opportunity



Key Performance Indicators



FY 2024	FY 2024 Pending Outcomes
<ul style="list-style-type: none">• 5% of targeted employees agree to participate• 80% of targeted program participants are matched to an educational partnership• Employee satisfaction rates will be 90%• 90% of participants will remain in program until targeted development goal has been attained	<ul style="list-style-type: none">• 6% of targeted employees agreed to participate• 25% of targeted program participants have been matched to an educational partnership• Current employee satisfaction rate of 100%• 94% of participants have remained in program as they work to toward their targeted development goal



Immediate Next Steps



Researching needed Apprenticeships through the Department of Labor

Sourcing Grant Funded Training Opportunities

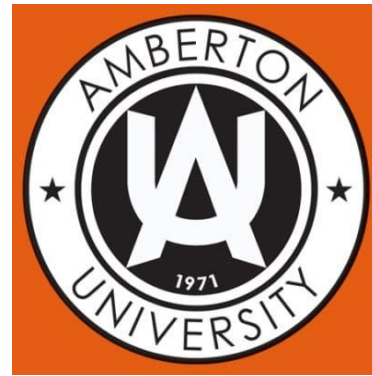
Requesting Budget Approval for Employee Sponsored Training Programs

Continuing Collaboration with Pilot Departments

Developing Phase 2 Strategic Plan



Strategic Partnerships



Pending Strategic Partnerships



Contact Information



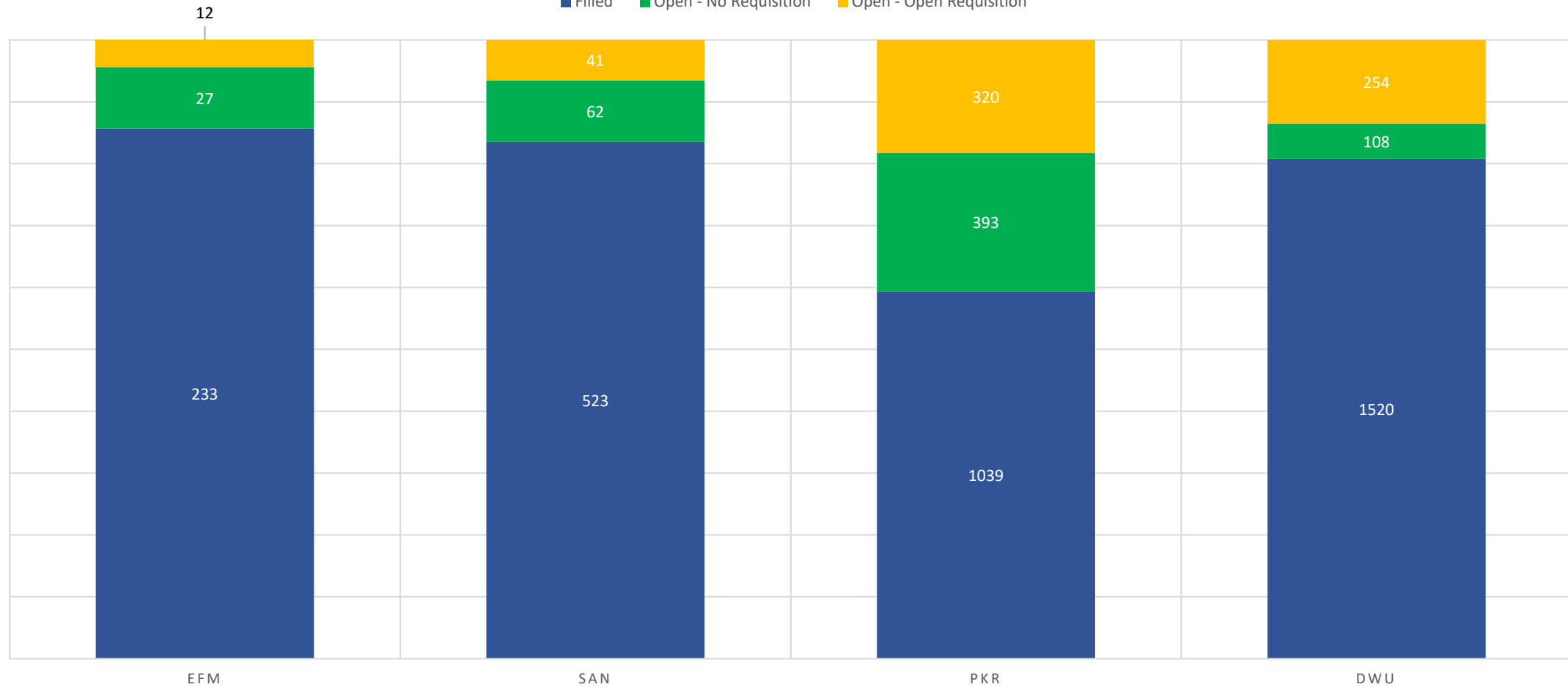
- Laura Dizen, Sr. Training & Development Specialist, laura.dizen@dallas.gov
- Heather Wood, Training & Development Manager, heather.wood@dallas.gov
- Sonya Batts, Sr. HR Manager, sonya.batts@dallas.gov
- Nina Arias, Director of Human Resources, nina.arias@dallas.gov





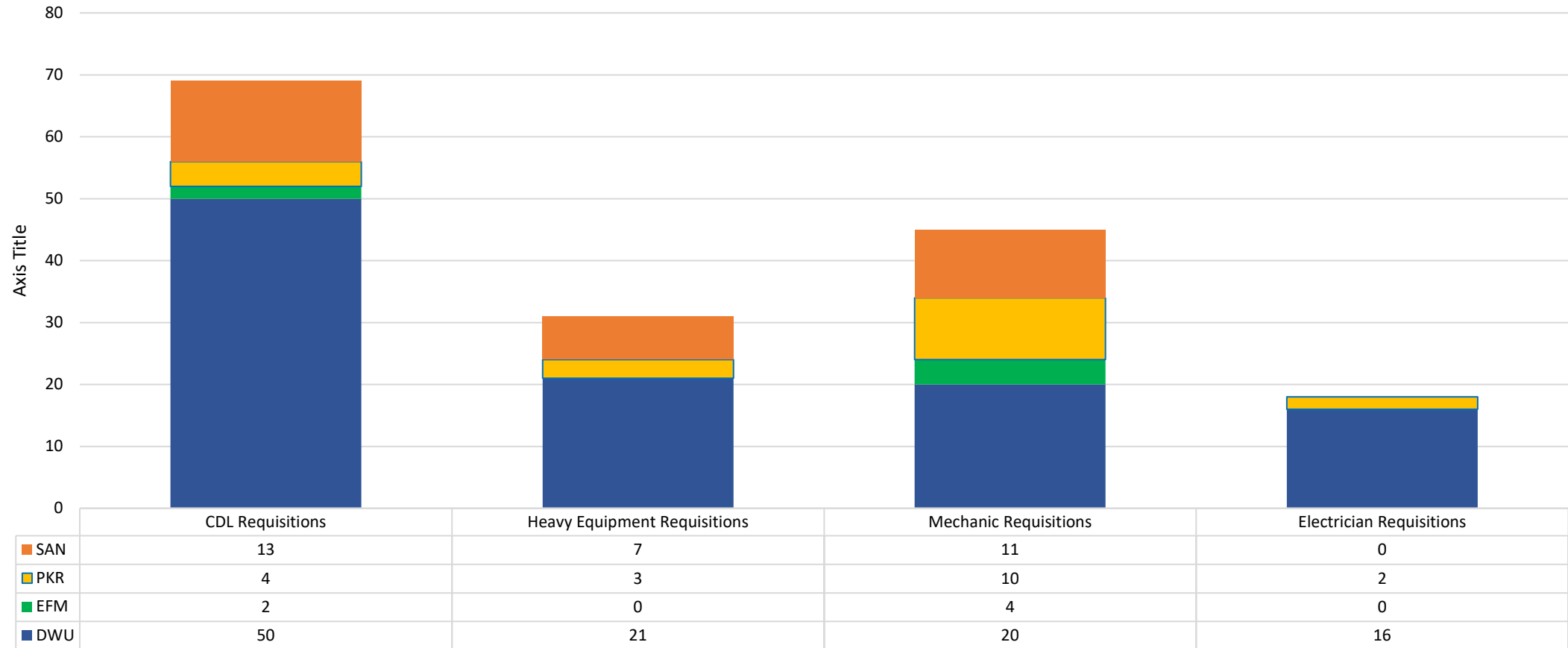
FILLED POSITIONS VS.
OPEN POSITIONS & OPEN REQUISITIONS

■ Filled ■ Open - No Requisition ■ Open - Open Requisition



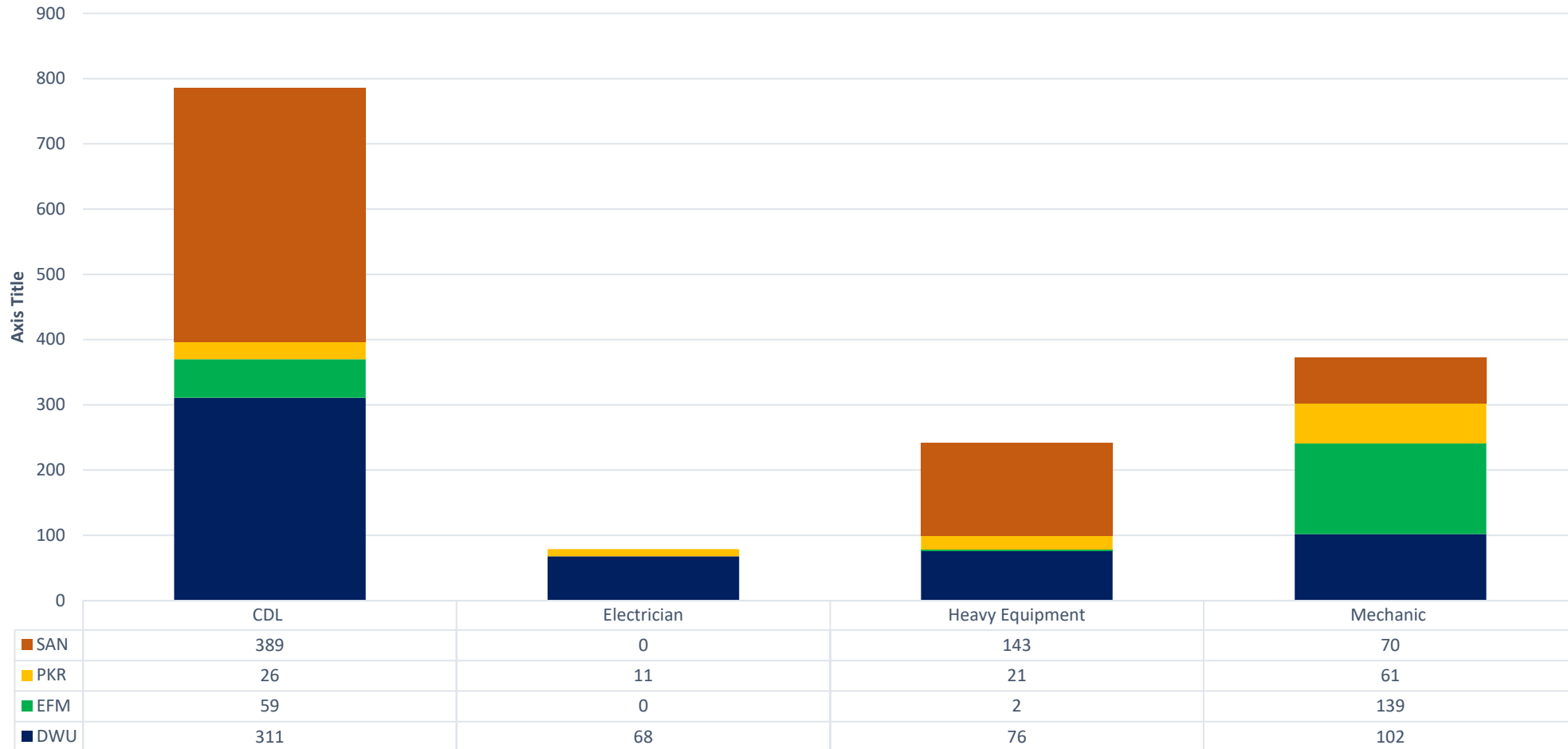


Top Four Specialized Trade - Open Requisitions





Top Four Specialized Trades- Filled Positions





City of Dallas

Upskilling Pilot Program Update and Next Steps

May 2024

Nina Arias, HR Director
Sonya Batts, Sr. HR Manager
Heather Wood, Training Manager
Laura Dizen, Sr. Training Specialist
Human Resources
City of Dallas



City of Dallas

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

Agenda Information Sheet

File #: 24-1573

Item #: C.

Office of Equity and Inclusion Budget Review and Next Steps
[Dr. Lindsey Wilson, Director, Office of Equity and Inclusion; Christina da Silva, Assistant Director, Office of Equity and Inclusion; Regina Gray, Business Manager, Office of Equity and Inclusion]



City of Dallas

Office of Equity and Inclusion

**Workforce, Education and
Equity Committee
May 13, 2024**

Dr. Lindsey Wilson, Director
Christina da Silva, Assistant Director
Office of Equity and Inclusion

Purpose



- Provide an overview of the Office of Equity & Inclusion (OEI)
- Highlight department program, services, and activities

- *Briefing reflects FY 2024-25 Planned Budget as developed Summer 2023*
- *The starting point of every Budget Development process (February – September) is the Planned Budget from prior year*
- *Revenue and expenditure assumptions will change prior to CMO recommendation on August 13, 2024*



Role of the Department



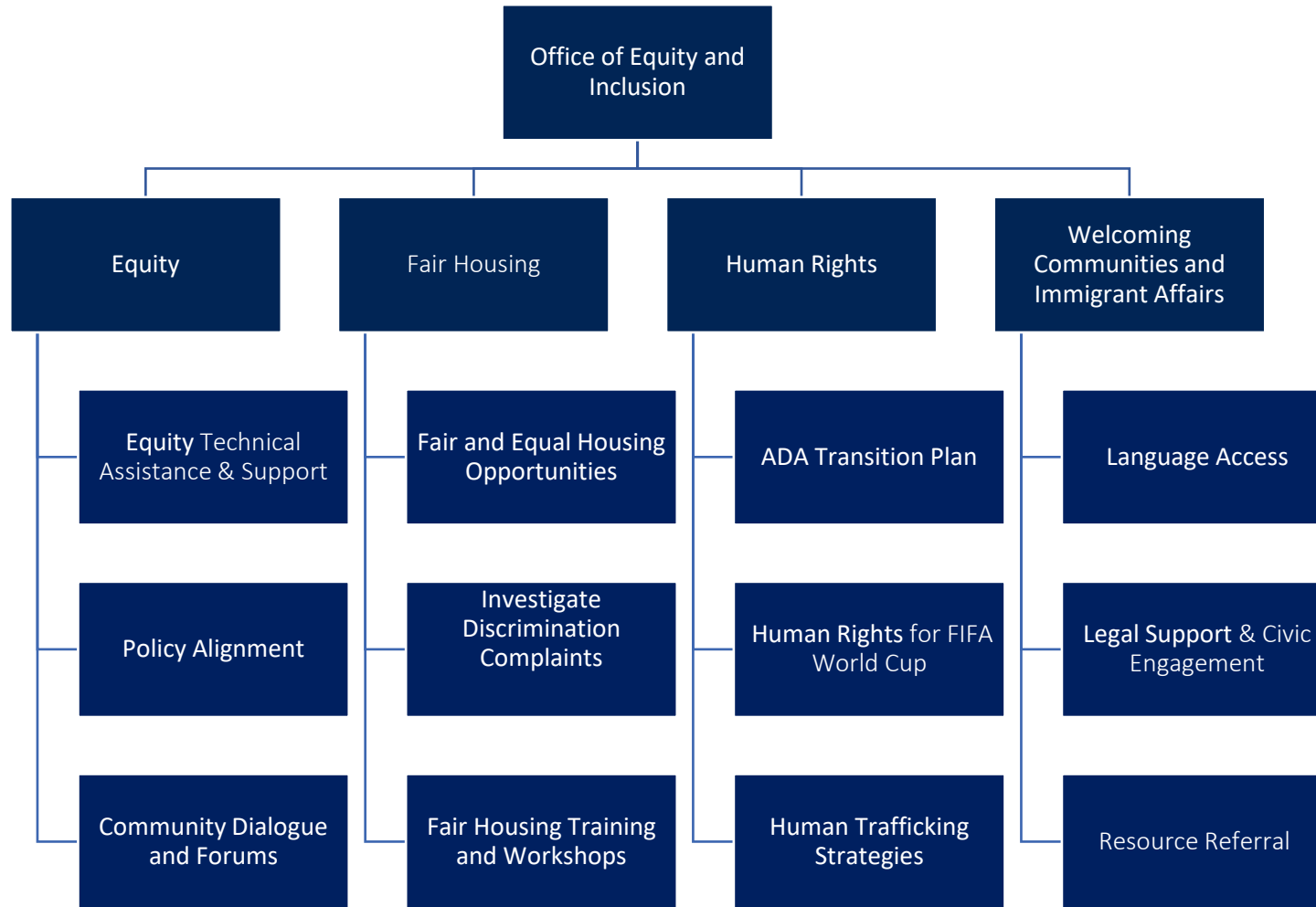
The Office of Equity and Inclusion (OEI) mission is to advance equity, inclusion, and social justice so all Dallasites can thrive.

OEI relies on the use of disaggregated data, community outreach and resident voices to support the City of Dallas in understanding and addressing disparities to improve outcomes for all residents.

- Department Plans:
 - Racial Equity Plan
 - ADA Transition Plan
 - Welcoming Dallas Strategic Plan
 - Fair Housing Equity Plan



Organizational Chart



Total Budget – All Funds



Service	FY 2023-24 Budget	FY 2024-25 Planned
General Fund	\$3,785,554	\$3,461,168
Grant Funds (CDBG and FHAP for Fair Housing)	\$530,112	\$530,112
Total	\$4,315,666	\$3,991,280

- FY25 budget was decreased because of the encumbrance of ADA assessments over a 2-year period in FY24 and vacancy savings adjustments.
- FY25 Fair Housing grant awards are in progress and subject to change.



Position Overview



Positions	FY 2023-24 Budget	FY 2024-25 Planned	Change
General Fund	22	22	0
Grant, Trust, and Other Funds	10	10	0
Total	32	32	1



Operating Expense and Revenue



Service/Division	FY 2022-23 Actual	FY 2023-24 Adopted Budget	FY 2023-24 Forecast*	FY 2024-25 Planned Budget
Personnel Services	\$2,116,341	\$2,586,828	\$2,578,6363	\$2,651,730
Supplies - Materials	\$1,643	\$30,771	\$30,771	\$30,771
Contractual – Other Services	\$865.098	\$1,167,995	\$1,168,033	\$778,667
Capital Outlay	\$0	\$0	\$0	\$0
Reimbursements	\$0	\$0	\$0	\$0
Department Expense Total	\$2,983.082	\$3,785,554	\$3,695,440	\$3,461,168
Department Revenue Total	\$11,510	\$0	\$30,312	\$0

*January 2024 Forecast



Revenue Overview



- **Summary of revenue**

- OEl was a recipient of a grant from National League of Cities to equitably address fines and fees in collaboration with Dallas Animal Services and the Office of Community Care. (\$30,000)
- Per CR 23-0932, Dallas was the recipient of a Markets and Racial Equity Program grant from Public Finance Initiative to understand equity considerations in the issuance of municipal bond programs.(\$50,000)



Performance Measures



Measure	FY 2022-23 Actual	FY 2023-24 Target	FY 2023-24 Forecast*	FY 2024-25 Target
Percentage of planned high priority barriers removed annually	68%	30%	19%	50%
Percentage of citizenship clinic attendees that apply for naturalization	68%	50%	50%	50%
Percentage of non-litigated cases closed within 120 days (Fair Housing Division)	6.7%	50%	0%	50%
Average Fair Housing programming attendance	19	11	40	11
Percentage increase in fair housing programming participants	20.4%	10%	0%	5%
Percentage increase of immigrant and refugee-related WCIA community engagements	44%	40%	62%	40%
Percentage increase of multilingual engagements and messaging	74%	20%	37%	20%
Percentage increase of equity policy reviews	10%	10%	10%	Retired
Percentage of annual Racial Equity Plan department progress measures completed	N/A	75%	67%	75%



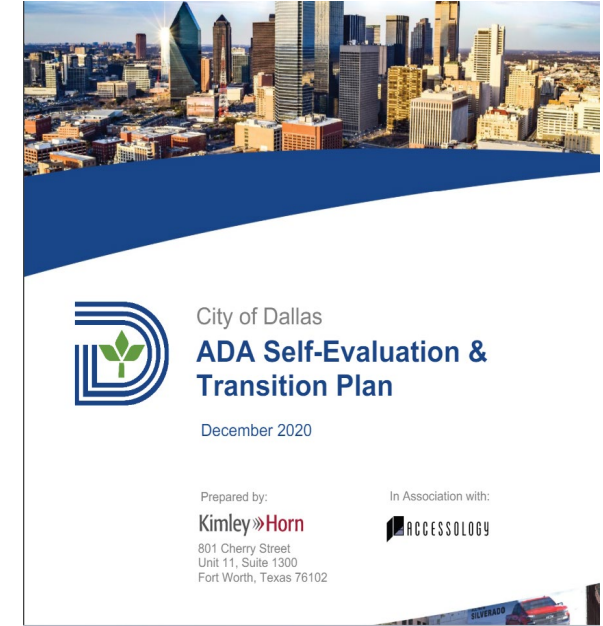
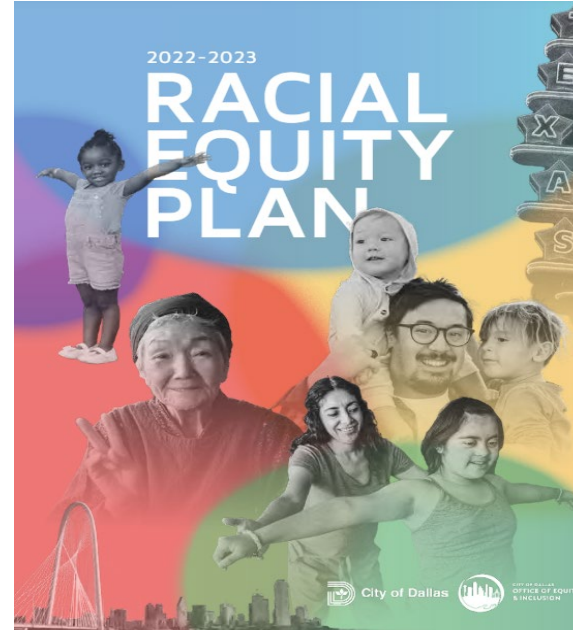


Summary of Services, Programs and Activities

Advancing Equity Through Strategic Planning & Development



OEI's team of subject matter experts collaborate across all city departments, and engage with residents to craft strategic plans that align with City Council priorities



Connecting: Staff Training & Support



- **Technical Support & Assistance**
 - Development of Data Driven Tools (Equity Indicators Report Equity Impact Assessment, Language Access Map)
 - Department Policy & Procedure Analysis
 - Department Cross Collaboration Regarding Infrastructure Enhancements
- **Staff Trainings & Professional Development**
 - Language Access: Trained 1,624 on language access resources
 - ADA Compliance
 - Budgeting For Equity
 - Equity 101



Language Access Training with Code Compliance
April 2023





Example: Budgeting for Equity (BfE)

- The BfE process has supported departments in centering key cornerstones in budget decisions and service delivery, specifically accounting for communities with the greatest needs.
- **Five themes** emerged from department responses on how the BfE process influenced operations over the last five years.





Equity Symposium January 2024

Boards & Commissions, Employee Resource Groups

- Under Council's direction, establish and coordinate the Commission on Disabilities and the Veteran Affairs Commission
- Disabilities and Accessibilities Employee Resource Group

Community Dialogues & Collaboration

- Equity Indicator Symposium
- Partnerships with Philanthropic Community to align efforts for maximized impact



Communication: Enhanced Language Access and Resources



Dist. 11 Día del Niño/Children's Day Celebration April 2023

Interpretation Services: Successfully coordinated 915 hours of interpretation for City sponsored events since December 2022. In Fiscal Year 2023-24, 296 hours of interpretation have been coordinated to date.

Accessibility Guide Creation: Developed a user-friendly guide for employees to assist in ensuring documents are ADA-compliant, facilitating greater inclusivity and accessibility across all city communications.



Leveraging National & International Partnerships



- **Certified Welcoming City:** Dallas is the first certified Welcoming City in the state of Texas
- **FIFA Human Rights Plan:** Dallas competitively bid and was selected to host 9 games, more any other city
- **Hosting National & International Conferences:** Welcoming Interactive & GARE Conference to attract economic investment and highlighting Dallas's role as an international hub of diversity and inclusion.



Citizenship Ceremony at Dallas City Hall December 2023





Update on Budget Initiatives

Update on Budget Initiatives



- **OEI Budget Initiative 1:**

- Reduce disparities while improving outcomes in Fair Housing through the development of a new Fair Housing Equity Plan. FY 2023-24, OEI will procure a consultant that will support the development of a thorough, inclusive plan that will support the actions of affirmatively further fair housing in Dallas
 - To provide an equitable plan, analysis of impediments must be conducted. OEI has procured a contractor to conduct the required analysis. Once completed, the team can begin to create an equitable plan that meets the HUD requirements and fulfill the vision of furthering fair housing in Dallas



Update on Budget Initiatives



• OEI Initiative 2:

- Implement software system to track identified American Disabilities Act (ADA) compliance issues and barrier removal costs
 - ITS is preparing documents needed for the sole source procurement, and our weekly team meetings on resetting the acquisition process. As part of this ITS has received an updated quote from the vendor which was the last item needed from them, as the previous software estimate for licenses was over one year old. The ITS Business Manager is also preparing the needed justification for OEI's approval, with text drawn from the previous ILA package, and OEI has been asked to update our previous IT service Request to align with the new sole-source requirement. Human Rights continues efforts with updates to ADA via building assessments and department policy reviews.





City of Dallas

Office of Equity and Inclusion

**Workforce, Education and
Equity Committee**

May 13, 2024

Dr. Lindsey Wilson, Director
Christina da Silva, Assistant Director
Office of Equity and Inclusion



City of Dallas

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

Agenda Information Sheet

File #: 24-1576

Item #: D.

Small Business Center Budget Review and Next Steps

[Joyce Williams, Director, Small Business Center; Dena Owens, Manager, Small Business Center]



City of Dallas

Small Business Center

Workforce, Education & Equity
May 13, 2024

Joyce Williams, Director
Small Business Center

Purpose



- Provide an overview of the Department of Small Business Center's FY24 budget and organization

- *Briefing reflects FY 2024-25 Planned Budget as developed Summer 2023*
- *The starting point of every Budget Development process (February – September) is the Planned Budget from prior year*
- *Revenue and expenditure assumptions will change prior to CMO recommendation on August 13, 2024*



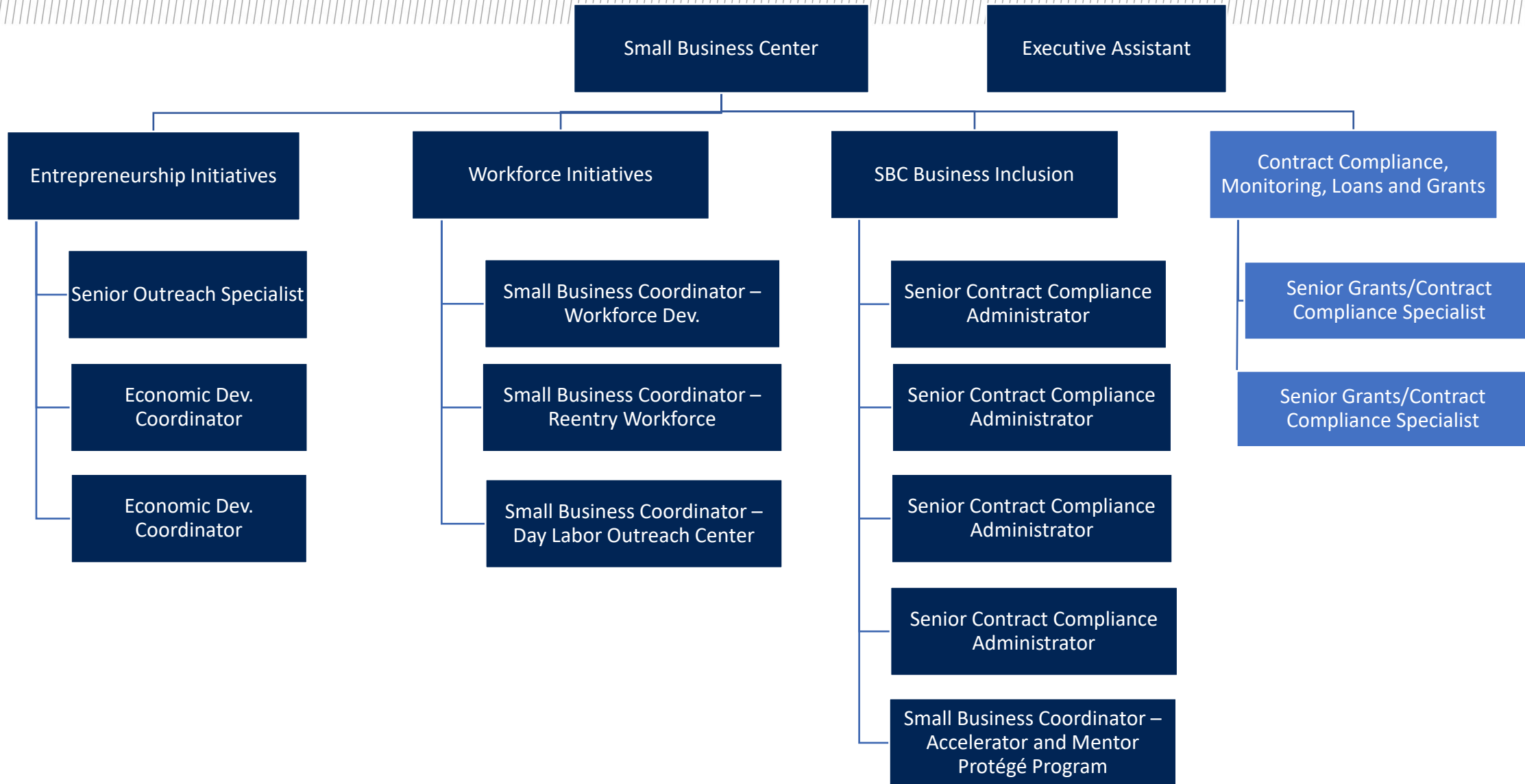
Role of the Department / Fact Sheet



- The Dallas Small Business Center brings together the City's business diversity, workforce development, and entrepreneurship programs to provide support-related activities to champion the growth and development needs of small business, and workforce readiness and re-entry services for residents.
- Department Goals
 - Support capacity building and growth of small businesses through the M/WBE mentorship program through outreach and partnerships
 - Evaluate and align budget resources to support workforce initiatives such as opportunities for workforce reentry and upskilling programs
 - Utilize incentive and grant programs to increase economic growth of small business projects and job creations in underserved communities
 - Ensure the compliance of the Business Inclusion & Development policy is adhered by all internal departments including but not limited monitoring of subcontractor payments for City of Dallas contracts
 - Pilot the inclusion of M/WBE points in the subcontracting goal for M/WBE Primes that self-perform a percentage of the project



Organizational Chart



Total Budget – All Funds



Service	FY 2023-24 Budget	FY 2024-25 Planned
General Fund	\$4,354,640	\$4,136,453
Grant Funds		
Trust & Other Funds		
Total		

- Reduced funding for workforce reentry caused a reduction of individuals served thru workforce reentry programs.



Position Overview



Positions	FY 2023-24 Budget	FY 2024-25 Planned	Change
General Fund	21	21	0
Grant, Trust, and Other Funds	0	0	0
Total	21	21	0



Budget Summary by Service



Service	FY 2022-23 Actual	FY 2023-24 Adopted Budget	FY 2023-24 Forecast*	FY 2024-25 Planned Budget
5.11 Small Business Center	\$3,114,930	\$4,354,640	\$4,269,068	\$4,136,453
Expense Total	\$3,114,930	\$4,354,640	\$4,269,068	\$4,136,453

*January 2024 Forecast



Operating Expense and Revenue



Service/Division	FY 2022-23 Actual	FY 2023-24 Adopted Budget	FY 2023-24 Forecast*	FY 2024-25 Planned Budget
Personnel Services	\$1,577,606	\$2,033,553	\$1,946,542	\$2,253,280
Supplies - Materials	\$62,679	\$42,926	\$42,926	\$42,926
Contractual – Other Services	\$1,474,645	\$2,278,161	\$2,279,600	\$1,840,247
Department Expense Total	\$3,114,930	\$4,354,640	\$4,269,068	\$4,136,453
Department Revenue Total	\$0.00	\$0.00	\$0.00	\$0.00

*January 2024 Forecast



Performance Measures



Measure	FY 2022-23 Actual	FY 2023-24 Target	FY 2023-24 Forecast*	FY 2024-25 Target
Number of fresh start clients hired	71	200	55	100
Fresh Start client 12-month retention rate	80.0%	50.0%	59.1%	55.0%
*Percentage increase of workforce development grant participants in underserved populations	50.2%	60.0%	80%	40.0%
*Percentage of M/WBE participation commitments monthly	25.9%	25.0%	25.3%	28.0%
Percentage spent with local businesses	59.0%	40.0%	37.6%	45.0%
*Percentage of dollars spent with local M/WBE businesses	80.9%	70.0%	75.5%	75.0%

*FY 2023-24 – 1Qtr Report





Summary of Services, Programs and Activities

Summary of Services, Programs, and Activities



- **Growth & Capacity** (Action Target 1.2, 1.11; Equity Indicators 1, 2, 6, 7)
 - Helping established M/WBE businesses access public contracts, fostering a more equitable regional economy
 - Dallas Accelerator Program (DAP) leverages educational resources to support small business growth and capacity building to solidify stability in the City of Dallas market. Service area: any small business located in the City of Dallas
 - Mentor Protégé Program (MPP) aims to foster the growth and development of small businesses within the city. Service Area: any small business located in the City of Dallas
 - Launched May 2, 2024, with 17 paired small businesses
 - Business 2 Business (B2B) Connect connects small businesses with City departments to learn more about upcoming procurement opportunities.
 - Launched March 2023; Meetings held quarterly



Summary of Services, Programs, and Activities



- **Workforce Initiatives** (Action Targets 1.12, Equity Indicators 4, 5, 6, 7)
 - Create upskill opportunities to increase access to family-sustaining jobs through grants such as Upskilling Dallas
 - Reduce barriers to employment through reentry services & partnerships
 - Help reduce safety hazards, deter crime, promote fair wages for hours worked through On Demand Labor Program



Summary of Services, Programs, and Activities



- Partner Performance (updated monthly on workforce dashboard)
 - # Enrolled: 1493
 - # Completions: 817
 - # Certifications Earned: 532
 - 30-Day Retention Rate: 86.9%
 - Average Hourly Wage: \$21.61
- Employer roundtables held quarterly to provide resources & support to increase employment & to discuss employment needs
- Partner with Workforce Dallas – two Navigator positions hired



Summary of Services, Programs, and Activities



- **Reentry** (Action Target 1.12; Equity Indicators 4, 5, 6, 7)
 - FreshStart Employment Program advocates for individuals returning to their communities from incarceration or with non-incarceration infractions that produce barriers to stable or full-time employment.
 - Career readiness class held monthly
 - Lunch and learn sessions held quarterly
 - 2nd annual roundtable in April 2024 to discuss reentry efforts
 - Second Chance Recognition Ceremony April 30, 2024
 - Recognize Individual, Community Organization, Faith Based Organization, Employer Partners & City Department
 - Career Pathways (general fund): \$500,000 (FY23)
 - TDCJ Chance grant: \$500,000 (FY23); \$250,000 (FY24)



Summary of Services, Programs, and Activities



- **Economic Opportunity** (Action Targets 1.2 & 1.11; Equity Indicators 1, 2, 4, 5, 6, 7)
 - Supporting new & existing entrepreneurs to enter the market, support their families, and grow neighborhood economies.
 - # Organizations Funded: 14
 - Award Amount:\$1,702,703.74
 - Total Participants To Be Served in Area: 519
 - # Jobs To Be Created: 60
 - South Dallas Fair Park Opportunity Fund (SDFPOF) provides loans & grants to promote economic development & support human development initiatives in neighborhoods surrounding Fair Park.
 - Southern Dallas Investment Fund (SDIF) supports small businesses in southern Dallas.



Summary of Services, Programs, and Activities



• Economic Opportunity con't

- Neighborhood Empowerment Zone (NEZ) 10 intended to spur economic development within the NEZ No. 10 boundaries, consistent with the Pleasant Grove Now initiative, including stimulating business and commercial activity, retaining and creating jobs, increasing occupancy of existing buildings, encouraging investment in existing buildings, and incentivizing workforce development/job training programs.
- Dallas Microgrant Program (launched March 2024) provides financial support, up to \$5,000, for small businesses that experienced negative economic impacts or disproportionate impacts from the COVID-19 pandemic.
- Workshops, seminars and learning labs including “Lending with a Purpose” and “How to Do Business with the City”





• **Racial Equity Plan**

- Action Targets 1.2 Increased procurement accessibility by building a pipeline of diverse contractors, vendors, and suppliers to increase economic stability and workforce development (B2B Connect, DAP, MPP).
- Action Target 1.11 Invest with small businesses and entrepreneurs to support and increase banking transactions in historically disadvantaged communities. (DAP, MPP, SDFPOF, SDIF, NEZ10)
- Action Target 1.12 Implement Workforce Dallas with leadership from the Mayor's Workforce Czar to address young adult male residents (18-24 years of age) from equity, priority areas with workforce re-entry skills, FreshStart opportunities, upskilling and on-the-job training employment requirements. (Three navigator positions hired to support Workforce Dallas).
- Action Target 1.14 Implement "Future of Work" initiative to support staffing and upskilling of workforce Jobs of Tomorrow. (Upskilling Dallas grant, FreshStart Employment Program, TDCJ CHANCE re-entry grant)





Update on Budget Initiatives



Update on Budget Initiatives

- Dallas Accelerator Program (DAP)
 - Three program administrators: Dallas Black Chamber of Commerce (DBCC), Greater Dallas Hispanic Chamber of Commerce (GDHCC), BCL of Texas
 - Launched February 2024 with 72 small businesses
 - GDHCC graduation scheduled for May 15
- On Demand Labor (Day Labor) Program
 - Repairs to one mobile unit to make it operational and transferred from DPD to SBC
 - Logo created by Communications
 - Working with Fleet to have mobile unit wrapped
 - Collaborating with several City departments for an existing location for mobile unit
 - Working with Real Estate department to find a location to lease
 - Quarterly visits to laborer gathering locations to share updates and pertinent information





City of Dallas

Small Business Center

Workforce, Education & Equity
May 13, 2024

Joyce Williams, Director
Small Business Center



City of Dallas

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

Agenda Information Sheet

File #: 24-1577

Item #: E.

Upcoming May 22 City Council Agenda Item from Office of Procurement Services and Office of Community Care -Martin Luther King Parade Planning and Coordination
[Office of Community Care]

Memorandum



CITY OF DALLAS

DATE May 13, 2024

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

SUBJECT **Upcoming Office of Procurement Services and Office of Community Care
Agenda Item-Martin Luther King Parade Planning and Coordination**

On May 22, 2024, City Council will consider the following Office of Procurement Services agenda item:

Item 23-1508: Authorize a one-year service contract, with one, one-year renewal option, for planning and production of the annual Dr. Martin Luther King Jr. Parade for the Office of Community Care - Sons of Solomon dba Hope Encourage Love Protect, most advantageous proposer of two - Not to exceed \$200,000 - Financing: General Fund (subject to annual appropriations)

BACKGROUND

The Office of Community Care worked with the Office of Procurement Services to solicit a community-based organization to lead the planning and production of the annual parade. This item will authorize a contract with Hope Encourage Love Protect (H.E.L.P.) to serve as the managing partner for parade planning and production. H.E.L.P. was selected through a competitive procurement process and was one of two proposers. H.E.L.P. has been a partner in parade planning for the last several years, initially as an organization of volunteers that provided significant support to City staff and worked as parade marshals.

The parade managing partner is responsible for all aspects of planning and production of the event. This includes planning activities such as community outreach, fundraising and sponsor-seeking, parade entries, volunteer recruitment, safety meetings, securing necessary items like port-a-lets, barricades and signage, arranging street closures, arranging and planning for parking and transportation, parade line up order development, and generally ensuring all permitting requirements are met. Additionally, the parade managing partner is responsible for day-of implementation, including set up, parade line up, providing food and snacks for volunteers, transporting participants as needed, securing or serving as parade marshals, event break down and clean up, and all other items needed to ensure a successful event. Critically, the contract with the parade managing partner serves to provide funding to support parade planning and production, but is not sufficient to cover the entire cost of the event and requires the partner to solicit funding to cover the remainder of these costs. For 2025, H.E.L.P. anticipates the total costs to plan and produce the parade to exceed \$285,000, which will be covered through a combination of City funds (this contract), sponsorships, and parade entry fees, and partially offset through in-kind donations.

DATE May 10, 2024

SUBJECT **Upcoming Office of Procurement Services and Office of Community Care
Agenda Item-Martin Luther King Parade Planning and Coordination**

For 2025 H.E.L.P. has outlines a project timeline and established multiple performance indicators, several of which are included below:

- 250 parade entries
- Comply with all City regulations
- Adhere to permit requirements
- Monthly Check Ins with Office of Community Care – Beginning no later than September 2024
- Release sponsorship Packet – September 2024
- An open and welcoming application process for parade participation, opening in November 2024
- Secure various items and services for event – November/December 2025
- Safety Meeting for participants – January 16, 2025

Recent History

The Dr. Martin Luther King, Jr. Parade is a longstanding community institution and is held annually each January on MLK Day. In 2017, the City having long been a key partner in the annual parade events, began managing the parade on MLK Day. This was a significant undertaking, primarily administered by the staff of the Dr. Martin Luther King, Jr. Community Center within the Office of Community Care. In 2019, at the direction of City leadership, OCC began planning to solicit a managing partner for the 2021 parade. Ultimately, however, this process was delayed due to the pandemic. The 2021 event was cancelled, replaced with a virtual version that aggregated footage and photographs from past years events and shared online and staff began planning to solicit a parade planning partner for 2022.

MLK Day Parade 2023

H.E.L.P. was selected through a competitive process to serve as the managing partner for the planning and production of the 2022 MLK Day Parade. In the fall of 2021, the City made the determination to cancel the 2022 parade well due to ongoing pandemic concerns, and the City and H.E.L.P. elected to apply the contract and work completed to date towards the 2023 MLK Day Parade instead.

- 154,520 estimated attendance
- 159 parade entries, \$5,250 in revenue from entry fees
- Approximately 50 participating community groups
- Outreach:
 - Promo commercial produced
 - Social media engagement
 - Sponsorship page engagement
 - 99% satisfaction from sponsors
- Engagement:
 - Two weekends of cascading activities to engage with homeowners associations, schools, churches and businesses in the lead up to the event, including block-walking

“Our Product is Service”

Empathy | Ethics | Excellence | Engagement | Equity

DATE May 10, 2024

SUBJECT **Upcoming Office of Procurement Services and Office of Community Care
Agenda Item-Martin Luther King Parade Planning and Coordination**

- Over 1,500 parade notices distributed
- Attendance at numerous community meetings, including presentation to MLK Advisory Board

MLK Day Parade 2024

H.E.L.P. served as the managing partner for the 2024 MLK Day parade, selected through a competitive procurement process. This year's parade presented several unique challenges to overcome, including the need to develop an advertise a new parade route due to TXDOT construction on 1-45 impacting the parade route, and the rescheduling of the parade, in consult with Convention and Events Services and Office of Emergency Management, from the traditional MLK Day Monday to the following weekend due to extreme cold and an ice and snowstorm. However, even the new date presented very cold temperatures, especially during the morning at set up and line up time. This rescheduling and the temperatures on the day of the event had a significant impact on the number of attendees present, while the route change presented a challenge to properly communicate the change in the final weeks of planning and an opportunity to test an alternative route, as the route has been largely unchanged for many years.

- 20,000 estimated attendees
- 196 parade entries, \$6,120 in revenue from entry fees
- Approximately 40 participating community groups
- Outreach:
 - Promo commercial produced
 - Social media engagement
 - Sponsorship page engagement
 - 99% satisfaction from sponsors
- Engagement:
 - Two weekends of cascading activities to engage with homeowners associations, schools, churches and businesses in the lead up to the event, including block-walking
 - Over 2,500 parade notices distributed
 - Attendance at numerous community meetings, including presentation to MLK Advisory Board

DATE May 10, 2024

SUBJECT **Upcoming Office of Procurement Services and Office of Community Care
Agenda Item-Martin Luther King Parade Planning and Coordination**

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



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

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

Majed A. Al-Ghafry, Assistant City Manager
Robert Perez, Assistant City Manager
Robin Bentley, Assistant City Manager (I)
Donzell Gipson, Assistant City Manager (I)
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors



City of Dallas

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

Agenda Information Sheet

File #: 24-1578

Item #: F.

Workforce, Education, and Equity Committee Forecast

WORKFORCE, EDUCATION, & EQUITY

COMMITTEE FORECAST

	TITLE	DEPARTMENT
MONDAY, JUNE 10, 2024, 9:00 A.M.		
BRIEFING ITEMS	ADA Transition Plan Update	OEI - Human Rights (other departments)
	Human Rights Commission Update	OEI – Human Rights
BRIEFINGS BY MEMORANDUM	WEE Two-Month Forecast	City Manager’s Office
THURSDAY, AUGUST 8, 2024, 9:00 A.M.		
BRIEFING ITEMS	Public Safety & Equity Update	Office of Integrated Public Safety Solutions, Office of Community Care, Small Business Center, Dallas Police Dept.
BRIEFINGS BY MEMORANDUM	WEE Two-Month Forecast	City Manager’s Office