

Memorandum



CITY OF DALLAS

DATE June 12, 2015

TO Members of the Budget, Finance & Audit Committee: Jerry R. Allen (Chair),
Jennifer S. Gates (Vice Chair), Tennell Atkins, Sheffie Kadane, Philip T. Kingston

SUBJECT Day Labor Pilot Program Framework

On June 15, 2015 the Budget, Finance and Audit Committee will be briefed on Day Labor Pilot Program Framework. The briefing is attached for your review.

Please let me know if you need additional information.

A handwritten signature in black ink, appearing to read 'Theresa O'Donnell'.

Theresa O'Donnell
Chief Planning Officer

c: Honorable Mayor and Members of City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager

Joey Zapata, Assistant City Manager
Mark McDaniel, Assistant City Manager
Eric D. Campbell, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Mark Duebner, Director, Aviation
Elsa Cantu, Assistant to the City Manager

Day Labor Pilot Program Framework

A Briefing to the Budget, Finance & Audit
Committee

June 15, 2015

Planning & Neighborhood Vitality
Department



Purpose of Briefing

- The purpose of this briefing is to provide a framework for a day labor pilot program in the City of Dallas

Background

- On April 6, 2015, the Budget, Finance and Audit Committee was briefed on Day Labor Centers within the Dallas metroplex
- The Committee requested a follow-up briefing in June 2015 to provide a framework for establishing a day labor pilot program in the City of Dallas

Framework for Dallas Day Labor Pilot Program

Framework for pilot program based on feedback received from the April 6, 2015 Budget, Finance and Audit Committee meeting and findings of day labor best practices

Type of Center

- Staff designated site

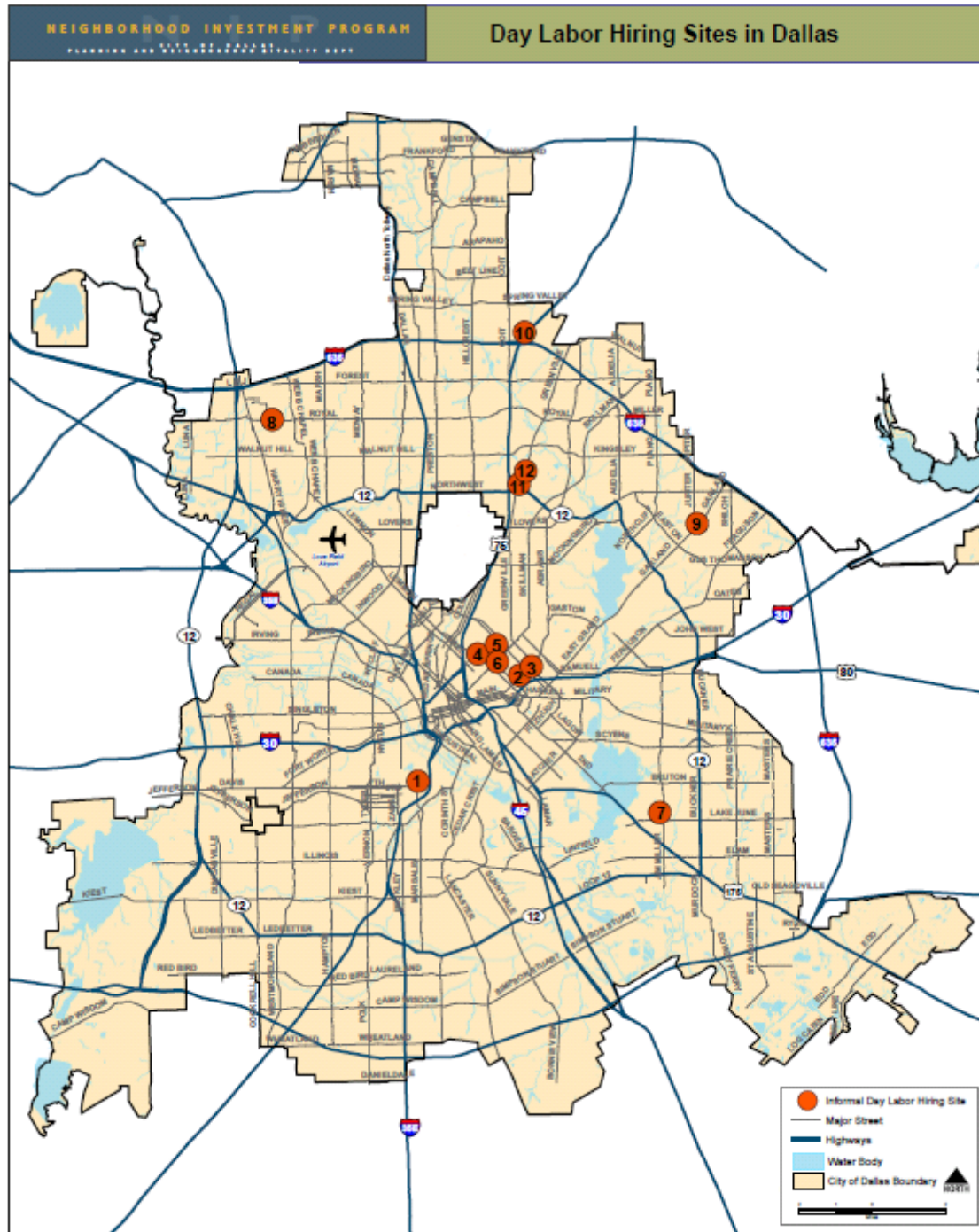
Location of Center

- Facility should be conveniently accessible by public transportation and enjoy strong visibility from major roadway(s)
- Within proximity to current informal day labor hiring sites in Dallas (see Slide 5)

Map 1

Informal Day Labor Hiring Sites in Dallas

	ADDRESS	COUNCIL DISTRICT
1	306 N MARSALIS AVE	1
2	4800 COLUMBIA AVE	2
3	106 S FITZHUGH AVE	2
4	4301 ROSS AVE	2
5	4500 ROSS AVE	2
6	1321 N CARROLL AVE	2
7	7037 LAKE JUNE RD	5
8	2911 ROYAL LN	6
9	11445 GARLAND RD	9
10	13205 MAHAM RD	11
11	8282 PARK LN	13
12	6866 SHADY BROOK LN	13



Day Labor Pilot Program con't

Level of Programming

- Initial programming to include ESL, GED, financial literacy/services and health screening
- Additional programs/services, including vocational training to support permanent job placement, can be provided over time
- Allow for external partners/agencies to provide services on site

Partnerships and Collaborations

- Pursue opportunities to collaborate with external partners to provide:
 - Educational training
 - Health and other wrap-around services
 - Co-location
 - Staffing
 - Outreach & marketing

Day Labor Pilot Program con't

Center Amenities

- Indoor office and classroom space
- Outdoor shelter, seating, drinking water and restrooms

Staffing

- Minimum staffing of 2 FTE's
 - At least one staff member should be bi-lingual
- Partnership(s) with external agencies to be pursued to share in staffing responsibilities (eg. Dallas County, Tx Workforce Commission)

Day Labor Pilot Program con't

Outreach & Marketing

- Distribute flyers to workers at all informal hiring sites and home improvements stores announcing day labor pilot program
- Market day labor workforce to potential clients (eg. construction sites, storage facilities, landscaping companies, etc.)

Project Funding

- Public/private partnerships
- Service agreement contract
- City funding

General Steps to Creating a Day Labor Pilot Program

1. Create a task force comprised of key stakeholders (police, laborers, business owners, neighborhood groups, City/County/State, service agencies, etc.) to build support for the project and address concerns
2. Site selection: Explore opportunities to acquire or lease an appropriate site for the center. Ensure required amenities are provided on-site
3. Identify required resources for the center and develop a strategy for funding support
4. Work with neighborhood stakeholders, police, laborers to gain support for the facility, address specific concerns and project opposition (NIMBY)
5. Develop program guidelines and rules of conduct for laborers and contractors

General Steps to Creating a Day Labor Pilot Program con't

6. Develop an outreach and marketing strategy to promote the facility and build a positive public relations and media campaign
7. Explore anti-solicitation strategies to discourage continued congregation at informal hiring sites
8. Develop performance measures to evaluate the success of the center

Potential Implementation Partners

Workforce Solutions Greater Dallas

Parkland Hospital

Children's Medical Center

Workforce Solutions Greater Dallas

DART

Dallas County Community College District

Catholic Charities

League of Latin American Citizens (LULAC)

Dallas Housing Authority

United Way

Dallas Builders Association

Committee Direction

- Committee discussion and direction