

**HUMAN AND SOCIAL NEEDS**  
DALLAS CITY COUNCIL COMMITTEE AGENDA

2019 JAN -4 AM 9:31  
CITY SECRETARY  
DALLAS, TEXAS

MONDAY, JANUARY 7, 2019  
CITY HALL  
COUNCIL BRIEFING ROOM, 6ES  
1500 MARILLA STREET  
DALLAS, TEXAS 75201  
11:00 A.M.

**Chair, Mayor Pro Tem Casey Thomas, II**  
**Vice Chair, LGBT Task Force Chair, Deputy Mayor Pro Tem Adam Medrano**  
**Senior Citizen Task Force Chair, Youth Commission Chair, Council Member Omar Narvaez**  
**Education Task Force, Poverty Task Force, Dallas Area Partnership Co Chair, Council Member Mark Clayton**  
Council Member B. Adam McGough  
Council Member Carolyn King Arnold

Call to Order

1. Approval of December 3, 2018 Minutes

**BRIEFINGS**

2. NTARUPT Terry Greenberg, CEO  
North Texas Alliance to Reduce Unintended  
Pregnancy in Teens
3. Metro Dallas Homeless Alliance (MDHA) Carl Falconer, President & CEO  
Metro Dallas Homeless Alliance
4. Upcoming Agenda Item(s)

**January 9, 2018**

- A. *File ID #18-1300: A resolution authorizing the City Manager to support the Annual Dr. Martin Luther King Jr. Celebration Week and parade for the public purpose of unifying the Dallas community and raising awareness to racial justice and equality by commemorating Dr. King's great dream of a vibrant, multi-racial nation united in justice, peace and reconciliation - Financing: This item has no cost consideration to the City (see Fiscal Information for potential future cost)*
  - B. *File ID #18-1320: Authorize Supplemental Agreement No. 1 to increase the acquisition and maintenance contract with Ricoh USA Inc., for the additional migration time necessary to migrate the Fortis document management system to DocuWare for the City of Dallas Bureau of Vital Statistics - Not to exceed \$8,450.00, from \$48,802.67 to \$57,252.67 - Financing: General Fund (subject to appropriations)*
5. Committee Forecast

Adjourn



Casey Thomas, II, Chair  
Human and Social Needs Committee

## 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]

## HANDGUN PROHIBITION NOTICE FOR MEETING 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."*

# Human and Social Needs Committee Meeting Record

**Meeting Date:** Monday, December 3, 2018

**Convened:** 11:06 A.M. **Adjourned:** 12:09 P.M.

**Committee Members Present:**

Mayor Pro Tem Casey Thomas, II, Chair  
Deputy Mayor Pro Tem Adam Medrano, Vice Chair  
Council Member Omar Narvaez  
Council Member Mark Clayton  
Council Member B. Adam McGough

**Committee Members Absent:**

**Other Council Members Present:**

Council Member Kevin Felder

**Staff Present:**

Zenae Palmer  
Nadia Chandler-Hardy  
Jessica Galleshaw  
Pamela Jones  
LaRhonda Bacon

Andrew Kramer  
Brett Wilkinson  
Dianne Gibson  
Barbara Martinez  
Taylor Moody  
Guadalupe Rios

**AGENDA:**

**Call to Order**

**1. Approval of Minutes from the October 15, 2018 Human and Social Needs Committee Meeting**

**Presenter(s):** Deputy Mayor Pro Tem Adam Medrano, Vice Chair

**Information Only:**

**Action Taken/Committee Recommendation(s):**

**Motion made by:** CM Narvaez  
**Item passed unanimously:**   
**Item failed unanimously:**

**Motion Seconded by:** CM Clayton  
**Item passed on a divided vote:**   
**Item failed on a divided vote:**

**2. Approval of Minutes from the November 5, 2018 Human and Social Needs Committee Meeting**

**Presenter(s):** Deputy Mayor Pro Tem Adam Medrano, Vice Chair

**Information Only:**

**Action Taken/Committee Recommendation(s):**

**Motion made by:** CM Narvaez  
**Item passed unanimously:**   
**Item failed unanimously:**

**Motion Seconded by:** CM Clayton  
**Item passed on a divided vote:**   
**Item failed on a divided vote:**

**3. Youth Commission**

**Presenter(s):** Council Member Omar Narvaez, Youth Commission Liaison/Taylor Moody, Office of Strategic Partnerships & Government Affairs, Youth Commission Coordinator/Joseph Contreras/Celese Gierhart

**Information Only:**

**Action Taken/Committee Recommendation(s):**

**Motion made by:**  
**Item passed unanimously:**   
**Item failed unanimously:**

**Motion Seconded by:**  
**Item passed on a divided vote:**   
**Item failed on a divided vote:**

**4. MLK 2019**

**Presenter(s):** Jessica Galleshaw, Office of Community Care, Director/Pamela Jones, Office of Community Care, Division Manager III

**Information Only:**

**Action Taken/Committee Recommendation(s):**

CM Clayton suggests a third-party should fundraise instead of staff and the board members. CM Narvaez would like for the advisory board to bring recommendations, if they think changes are needed, before council starts working on it.

CM Felder wants the African American Museum event, *Slavery at Monticello: A Paradox of Liberty*, added to the event calendar. CM Thomas recommends having a conversation about the center and the role of the board at a later time.

CM Clayton made a motion to move forward with the resolution. CM Narvaez seconded. Motion passed.

**Motion made by:** CM Clayton  
**Item passed unanimously:**   
**Item failed unanimously:**

**Motion Seconded by:** CM Narvaez  
**Item passed on a divided vote:**   
**Item failed on a divided vote:**

**5. Upcoming Agenda Item(s)**

**Presenter(s):** Mayor Pro Tem Casey Thomas, II, Chair

**Information Only:**

**Action Taken/Committee Recommendation(s):**

CM Narvaez made a motion to move to approve Item B. CM Clayton seconded. All in favor. Motion passes.

**Motion made by:** CM Narvaez  
**Item passed unanimously:**   
**Item failed unanimously:**

**Motion Seconded by:** CM Clayton  
**Item passed on a divided vote:**   
**Item failed on a divided vote:**

**6. Committee Forecast**

**Presenter(s):**

**Information Only:**

**Action Taken/Committee Recommendation(s):**

**Motion made by:**  
**Item passed unanimously:**   
**Item failed unanimously:**

**Motion Seconded by:**  
**Item passed on a divided vote:**   
**Item failed on a divided vote:**

**APPROVED BY:**

**ATTEST:**

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Casey Thomas, II, Chair  
Human and Social Needs Committee

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Zenae Palmer, Coordinator  
Human and Social Needs Committee

# Memorandum



CITY OF DALLAS

DATE January 4, 2019

Honorable Mayor and Members of the City Council:  
TO Mayor Pro Tem Casey Thomas, II (Chair), Deputy Mayor Pro Tem Adam Medrano (Vice Chair), Councilmember Omar Narvaez, Councilmember Mark Clayton, Councilmember B. Adam McGough, Councilmember Carolyn King Arnold

SUBJECT **NTARUPT**

## Summary

At the request of the Human and Social Needs Committee, Terry Goltz Greenberg, CEO of Ntarupt, will provide a briefing to the Human and Social Needs Committee on the progress of the public awareness campaign it is planning and executing, in part, pursuant to a contract with the City.

## Background

The North Texas Alliance for the Prevention of Teenage Pregnancy (Ntarupt), a non-partisan nonprofit, was awarded up to \$300,000 to be made available to implement teen pregnancy prevention and intervention services, including the creation of a city-wide public awareness campaign that focuses on zip codes with the highest teen birth rates. Ntarupt works an Alliance of more than 50 local organizations to impact teen pregnancy. Ntarupt provides evidence-based, medically-accurate, age-appropriate reproductive health education for teens and parents; refers teens to reproductive health care and counseling; provides training and technical assistance to partners; works with the city's largest stakeholder institutions through a prevention plan (partnering with the City) and is in the process of creating a public awareness campaign modeled after a successful campaign in Milwaukee. The Milwaukee campaign is credited with helping that city exceed an ambitious goal set in 2008 to reduce teen birth rates by 46% and to see a 65% reduction in teen birth rates since 2006.

Should you have any questions or concerns, please contact myself or Jessica Galleshaw, Director of Office of Community Care.

A handwritten signature in blue ink, appearing to read 'Nadia'.

Nadia Chandler- Hardy  
Assistant City Manager and Chief Resilience Officer

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney Interim  
Carol A. Smith, City Auditor Interim  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager  
Joey Zapata, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Directors and Assistant Directors

# Campaign Strategy

1.7.19

**ntarupt**

north texas alliance  
to reduce unintended  
pregnancy in teens

Opportunity. Uninterrupted.

# Campaign Updates

- City Alignment
- DISD Partnership
- Campaign Co-Chairs
  - *Clay Jenkins & Karen O'Brien (Univision)*
- Media Partnership: Univision
- Community Advisory Group
- Have hired:
  - PR Consultant
  - Digital Media Manager

# Campaign Strategy & Set -Up

*Online “Campaign Hub”; Surgical/targeted tactics to drive stakeholders to site*



Campaign Platform



Paid  
Media

Target: ALL



Earned  
Media/PR

Target:  
Parents/Public



Teen  
Execution

Target: Teens



Grassroots  
Tactics

Target: ALL



Partner  
Toolkits

Target: ALL

# Campaign:

## AWARENESS

- Campaign will **bring awareness** to the high teen birthrate in the city, short and long term effects of teen pregnancy on individuals, families and the community at large: social, economic, medical, educational, etc.
- Campaign will bring awareness to and **drive stakeholders to resources**: clinics, parent or teen classes, various local organizations

## EDUCATE

- Campaign will **provide educational tools** in the areas of: contraception, abstinence, STIs and sexual health; tips for talking with your partner/parent/child/doctor; parent pledge, education about “readiness” to have a baby

## SPEAK UP

- Campaign will feature an “Advocacy Toolkit” giving stakeholders the ability to advocate for medically accurate sexual health education, and promote campaign website through shareable content
- “Advocacy Toolkit” will give partner organizations the ability to promote campaign messaging through asset sharing

# Campaign

*Promotional Plan*

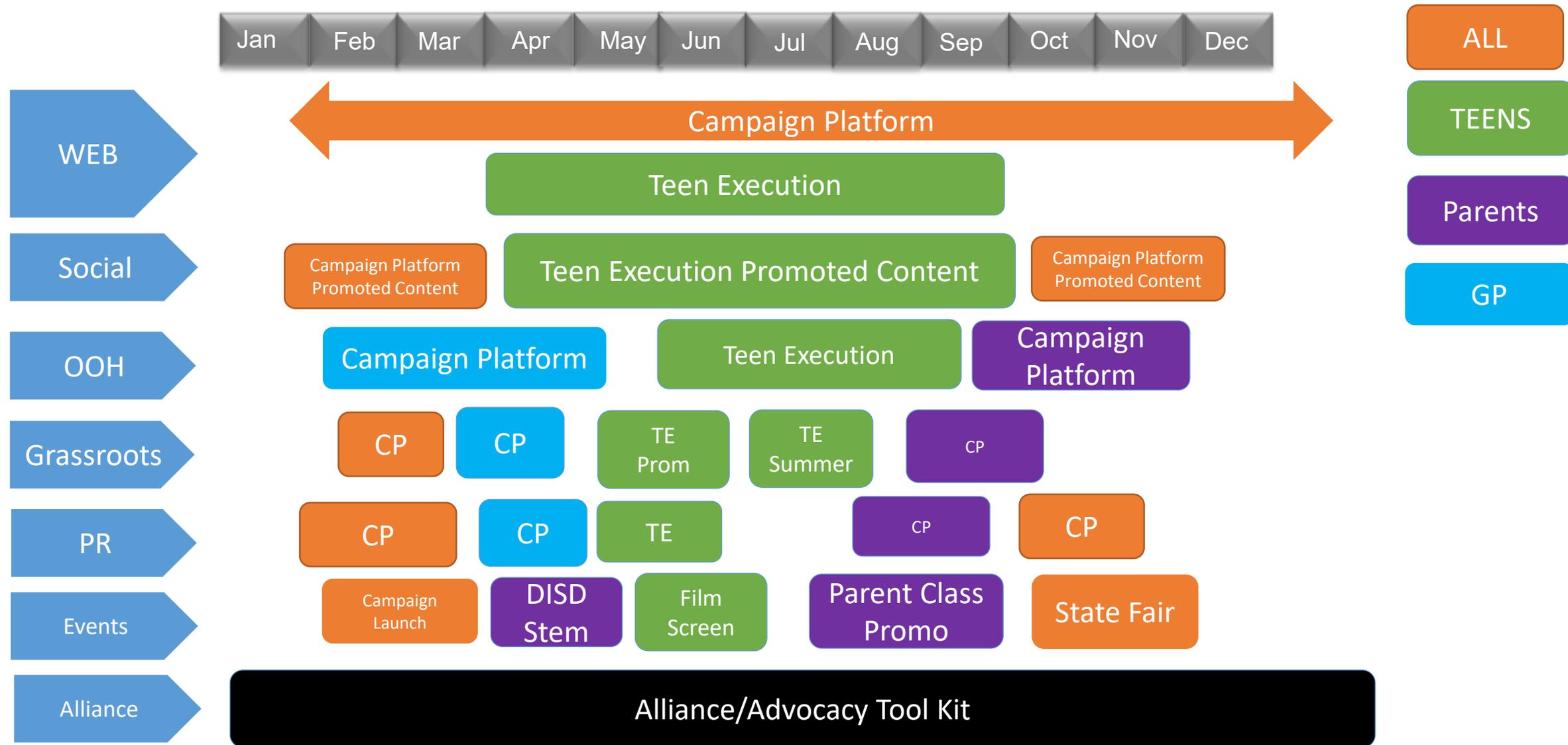
*The Dallas Morning News*



**Campaign**



# 2019 Campaign Launch



# Launch Timelines

*2.24.19 – Campaign website to live date // Film Contest*

*2.25.19 – Campaign Media Event/PR Push*

*3.1.19- Campaign Media Begins*

*4.1.19- Teen execution*

# Next Steps

- Web Development
- Finalize Media Buys & Assets
- Brief Stakeholders (Chairs, Teen Pregnancy Group (Mayor) Board, Etc.)
  - Talking Points
  - Media Training
- Launch Plan
- Grassroots Executions & Creative Plan

# Memorandum



CITY OF DALLAS

DATE January 3, 2019

Honorable Mayor and Members of the City Council:

TO Mayor Pro Tem Casey Thomas, II (Chair), Deputy Mayor Pro Tem Adam Medrano (Vice Chair), Councilmember Omar Narvaez, Councilmember Mark Clayton, Councilmember B. Adam McGough, Councilmember Carolyn King Arnold

SUBJECT **Metro Dallas Homeless Alliance (MDHA)**

## Summary

On January 3, 2019, newly appointed President and CEO, Carl Falconer, will brief the Human and Social Needs Committee on the Metro Dallas Homeless Alliance (MDHA).

## Background

He will provide an overview on himself, Point-In-Time Count, changes that have been made since new leadership and the vision moving forward. With the implementation of these new initiatives, MDHA hopes to better communicate between agencies, help those understand this is a county-wide issue, which in turns increases funding directed towards overall system results.

Should you have any questions or concerns, please contact myself or Monica Hardman, Director of Office of Homeless Solutions.

A handwritten signature in blue ink, appearing to read 'Nadia Chandler-Hardy'.

Nadia Chandler- Hardy  
Assistant City Manager and Chief Resilience Officer

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney Interim  
Carol A. Smith, City Auditor Interim  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager  
Joey Zapata, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Directors and Assistant Directors

# MDHA

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Metro Dallas Homeless Alliance

# Our New CEO

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- Carl W. Falconer
  - Worked in the Homeless Service System since 1994
  - Held virtually every homeless service system position in 22 year career including his last position as Regional Director of Housing Initiatives for 23 counties
  - Worked most recently in Jacksonville, Florida where he served as the CoC Board Chair and Vice Chair for 3 different Continuums of Care.
  - Master's in Public Administration, and Army Veteran

# HMIS

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- PTI Responses to HMIS system shortcomings
- HUD Notice of Funding Availability
- HMIS Request for Proposals

# PIT Count

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- Thursday, January 24, 2019
- Two primary locations for Dallas County
  - First United Methodist Church, Dallas
  - Wilshire Baptist Church
- Hoping to exceed 1,500 volunteers
- Using the newest technology for the count
- Sign up to volunteer at <https://dallascounts2019.eventbrite.com/>

# Crisis Line

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- Number of calls taken: 1,453 within the last 60 days
- Number of people added to the Housing Priority List: 230 clients added within the last 60 days
- Coordinated Access System

# Flex Funds

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- Total Raised: \$286,000 over the last 2 years
- Total Allocated/Spent: \$125,000 from July 2017 through January 2019
- Uses – critical documents, employment & training, healthcare, housing, and transportation

# Changes That Have Been Made

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- Restructuring MDHA internally to better address the needs of the Homeless Service System
- Addressing all audit concerns for the City of Dallas and HUD
- Met with service providers to understand the nuances of the current system
  - Dallas Housing Authority
  - Family Gateway
  - Dallas Life

# Vision Moving Forward

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- Conduct a system analysis to determine “right size” changes needed for the Homeless Service System to end homelessness
- Coordinate all Homeless Service System Strategies
- Research and bring best practices, expertise and training to Dallas
- Provide support, technical assistance and oversight for all Homeless Service System Providers
- Develop community standards for success toward ending homelessness
- Report results on a regular basis
- **END HOMELESSNESS IN DALLAS**

# Collaboration

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- Funding directed toward overall system results
- Understanding of this as a County wide issue, not just a few neighborhoods or jurisdictional issues
- Better communication between agencies in a leadership role
  - Cross agency memberships
  - Results reporting to the community
  - Agreed upon community standards and results expected

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Questions?

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Thank You

Upcoming Agenda Item(s)

**January 9, 2019**

- A. *File ID #18-1300*: A resolution authorizing the City Manager to support the Annual Dr. Martin Luther King Jr. Celebration Week and parade for the public purpose of unifying the Dallas community and raising awareness to racial justice and equality by commemorating Dr. King's great dream of a vibrant, multi-racial nation united in justice, peace and reconciliation - Financing: This item has no cost consideration to the City (see Fiscal Information) **(city-wide)**
  
- B. *File ID #18-1320*: Authorize Supplemental Agreement No. 1 to increase the acquisition and maintenance contract with Ricoh USA Inc., for the additional migration time necessary to migrate the Fortis document management system to DocuWare for the City of Dallas Bureau of Vital Statistics - Not to exceed \$8,450.00, from \$48,802.67 to \$57,252.67 - Financing: General Fund (subject to appropriations) **(city-wide)**

## Human & Social Needs Committee - FY2018 - 2019 Agenda Forecast

Date	Briefing(s)	Presenter
February 4, 2019	Senior Affairs Commission	Jessica Galleshaw, Director Office of Community Care  Sharyn Fein, Chair Senior Affairs Commission
	Senior Citizen Task Force	Council Member Narvaez, District 6
	Community Centers Programming Update	Jessica Galleshaw Director Office of Community Care
March 18, 2019	Education Task Force Briefing	Council Member Clayton, District 9
	LGBTQ Task Force Briefing	Deputy Mayor Pro Tem Medrano, District 2
	Census 2020	Brett Wilkinson Director Office of Strategic Partnerships & Government Affairs
	MayFair Celebration 2019	Jessica Galleshaw Director Office of Community Care
April 1, 2019	The Salvation Army	Blake Fetterman, Executive Director
	Resilient Dallas Strategy	Nadia Chandler-Hardy Assistant City Manager and Chief Resilience Officer
April 15, 2019	Dallas Area Partnership to End and Prevent Homelessness	Council Member Clayton, District 9
	Poverty Taskforce	Council Member Clayton, District 9
	Office of Homeless Solutions Audit Updates	Monica Hardman Director Office of Homeless Solutions
Future Agendas	Reorganization: Office of Homeless Solutions & Office of Community Care	Monica Hardman & Jessica Galleshaw
	Office of Homeless Solutions Strategic Plan	Monica Hardman Director Office of Homeless Solutions
	WIC Briefing	Jessica Galleshaw Director Office of Community Care