

# Memorandum



CITY OF DALLAS

DATE August 15, 2014

TO Members of the City Council

SUBJECT **Mayor's Task Force on Poverty**

Next Wednesday, August 20 2014, the City Council will be briefed by Larry James on an update on the Mayor's Task Force on Poverty.

The briefing materials are attached for your review.

  
Michael S. Rawlings  
Mayor

c: 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

Forest E. Turner, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Charles M. Cato, (I) Assistant City Manager  
Theresa O'Donnell, (I) Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Shawn Williams, (I) Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council



MAYOR'S TASK FORCE ON POVERTY

# COUNCIL BRIEFING

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August 20, 2014

**Larry James**  
Chair  
CitySquare

**Regina Montoya**  
Co-Chair  
Attorney

**Tennell Atkins**  
Co-Chair  
Mayor Pro Tem  
City Council Member, District 8

**Suzanne Smith**  
Founder/Managing Director  
Social Impact Architects

**Dr. Tim Bray**  
Professor  
UT Dallas



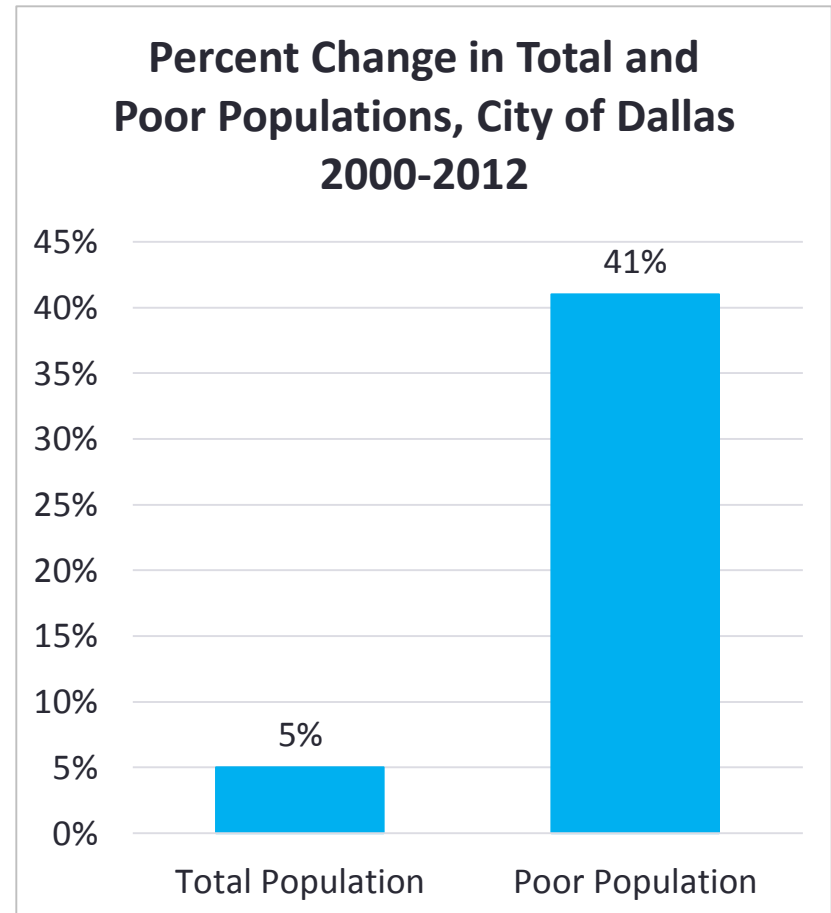
MAYOR'S TASK FORCE ON POVERTY

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# OPENING REMARKS

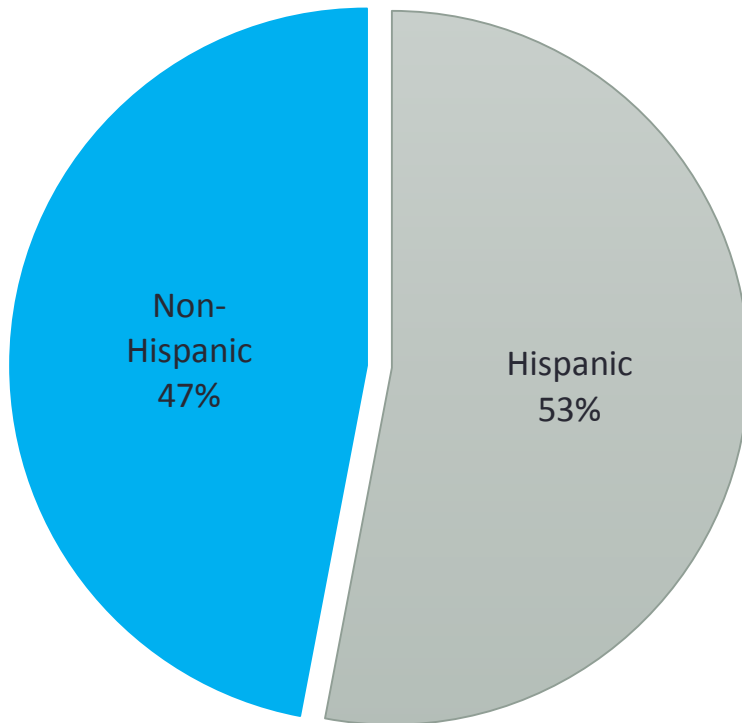
# Poverty – An Epidemic – Urgent Action is Necessary

- From 2001 to 2012, the DFW GDP increased by 68% or \$169B<sup>1</sup>
- Yet, from 2000 to 2012, poverty growth outpaced total population growth in the City of Dallas<sup>2</sup>
- In 2012, Dallas ranked:
  - **Worst** Child Poverty Rate (38%)<sup>3</sup>
  - **2<sup>nd</sup>** Largest Growth in Overall Poverty Rate from 2000 (+6 percentage points)<sup>3</sup>
  - **3<sup>rd</sup>** Worst Overall Poverty Rate (24%)<sup>3</sup>
  - **3<sup>rd</sup>** Worst Growth in Number of Poor Persons (+41%)<sup>3</sup>

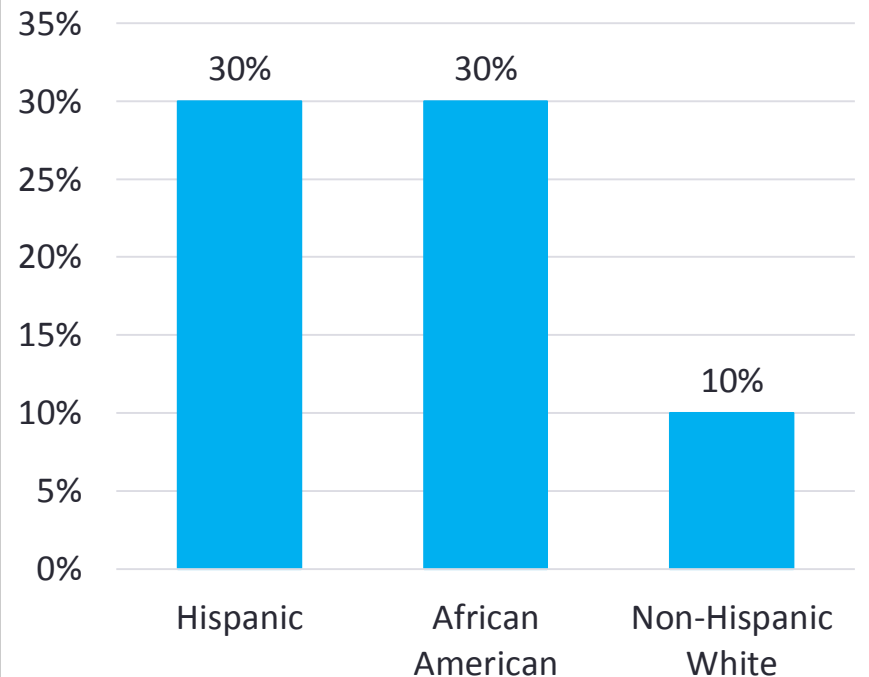


# Poverty Affects People of Color Disproportionately

**Ethnicity of Persons in Poverty  
City of Dallas, 2012**

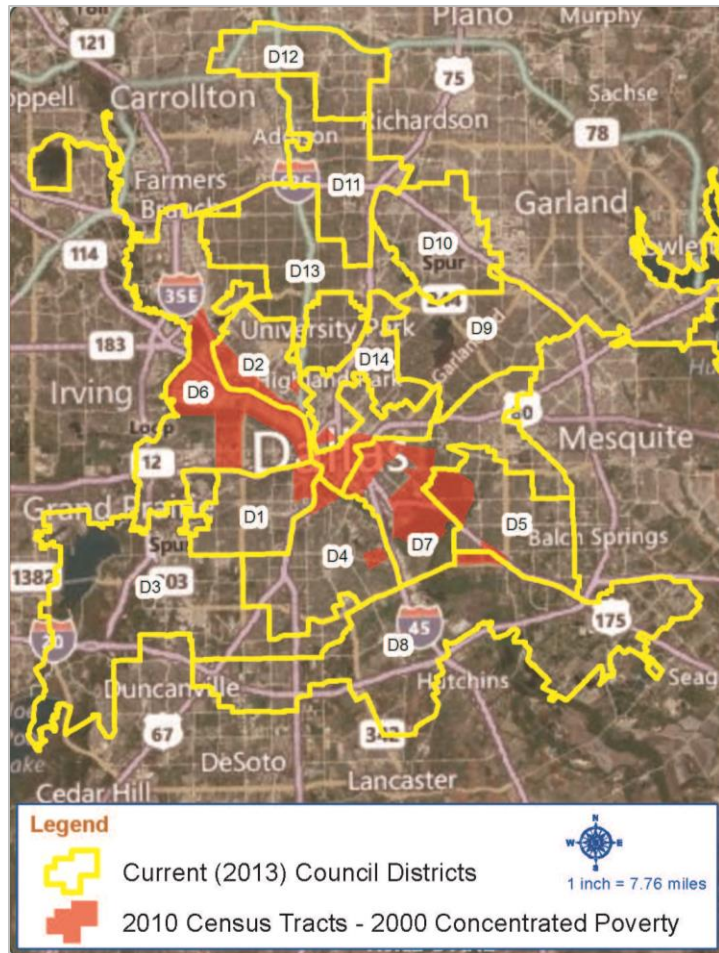


**Poverty in the Population,  
by Race and Ethnicity  
City of Dallas, 2012**

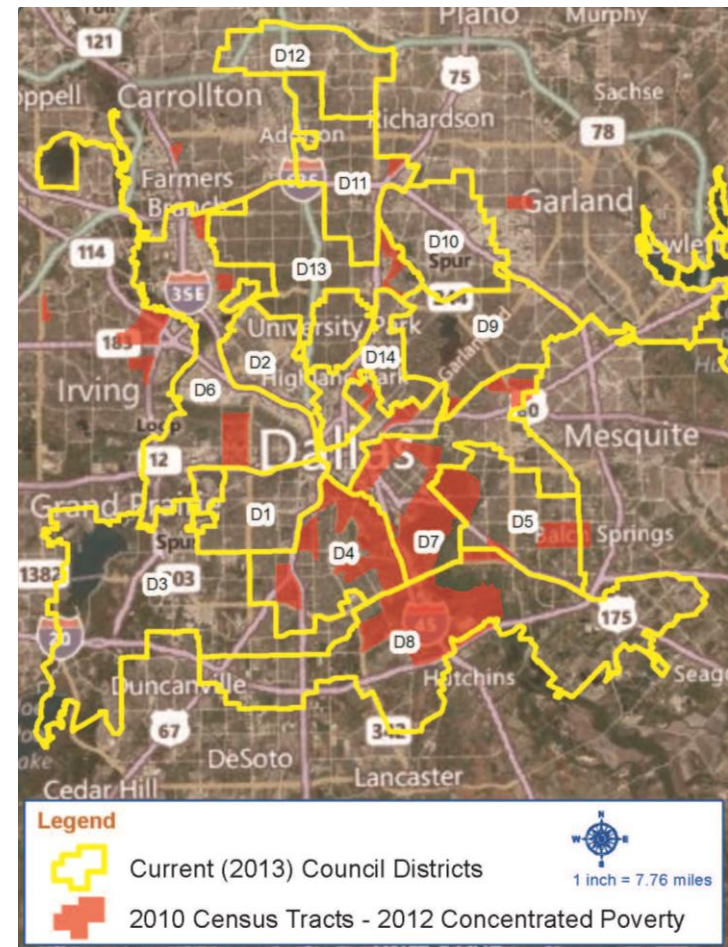


# Concentrated Poverty

2000



2013



# Concentrated Poverty<sup>4</sup>

	2000	2013
<b>Population</b>	10% of Dallas' poor and 4% of Dallas' total population lived in neighborhoods of concentrated poverty	21% of Dallas' poor, and 10% of Dallas' total population lived in neighborhoods of concentrated poverty
<b>Neighborhoods</b>	18 neighborhoods	32 neighborhoods
<b>Districts</b>	Concentrated poverty neighborhoods not found in 7 council districts	Concentrated poverty neighborhoods not found in 5 council districts

# Concentrated Poverty by District

District	Neighborhoods with Concentrated Poverty		Percent of District Population Living in Concentrated Poverty		Estimated Population Growth 2000-2012	
	2000	2012	2000	2012	All Persons	Persons in Poverty
1	1	0	7%	0%	-8%	+11%
2	2	4	5%	14%	-10%	+1%
3	0	0	0%	0%	+28%	+79%
4	2	9	5%	39%	-3%	+42%
5	0	1	0%	13%	+16%	+72%
6	2	3	15%	22%	-2%	+22%
7	6	6	19%	22%	-4%	+13%
8	1	3	7%	16%	+19%	+75%
9	0	1	0%	2%	+3%	+74%
10	0	0	0%	0%	-11%	+64%
11	0	2	0%	8%	+2%	+44%
12	0	0	0%	0%	+8%	+155%
13	0	3	0%	9%	-14%	+12%
14	1	0	0%	0%	+11%	+23%



# Why the Change?

- The population of Dallas is changing
  - In 2011, **28,746 income tax filers (51% of those moving out) moved from Dallas County to a surrounding county** (Collin, Denton, Tarrant, Johnson, Ellis, Kaufman, or Rockwall). Only 24,896 moved in from those counties. *More research is needed to better understand the drivers.*<sup>5</sup>
  - From 2004 through 2011, income tax filers moving out of Dallas County took \$22.5B in adjusted gross income with them, while those who moved in only brought \$19.2B, for **a net loss of \$3.3B**, inflation adjusted to 2014 dollars.<sup>5</sup>
- Those more vulnerable to poverty are growing poorer
  - From 2000 to 2012 in the City of Dallas, the median family income for single mothers with kids in the home **dropped by 30%**, from \$28,026 to \$19,559, adjusting for inflation. Over the same time period, median family income for married couples with kids dropped by a little more than half that much - 17%.<sup>6</sup>

# Emerging Role of Cities Fighting Poverty

- **RELEVANCE**

- Increase in urban poverty rates

- **AWARENESS**

- Increased media attention & public concern

- **EFFICIENCY**

- Increased ability to impact through array of interventions and early warning signs
- Move toward more local action from federal



## GOVERNING

THE STATES AND LOCALITIES

FINANCE | HEALTH | INFRASTRUCTURE | MANAGEMENT | ELECTIONS | POLITICS | PUBLIC SAFETY | URBAN | EDUCATION

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### HEALTH & HUMAN SERVICES

#### City Pilot Uses Late Water Bills to Help the Poor

While Detroit used unpaid bills to cut off water service to thousands of people, five other cities are using those same outstanding payments to identify and help people in need.

**CITIES OF OPPORTUNITY TASK FORCE COMMITMENT TO ACTION**

*More than 30 mayors from across the country sign Commitment at Gracie*

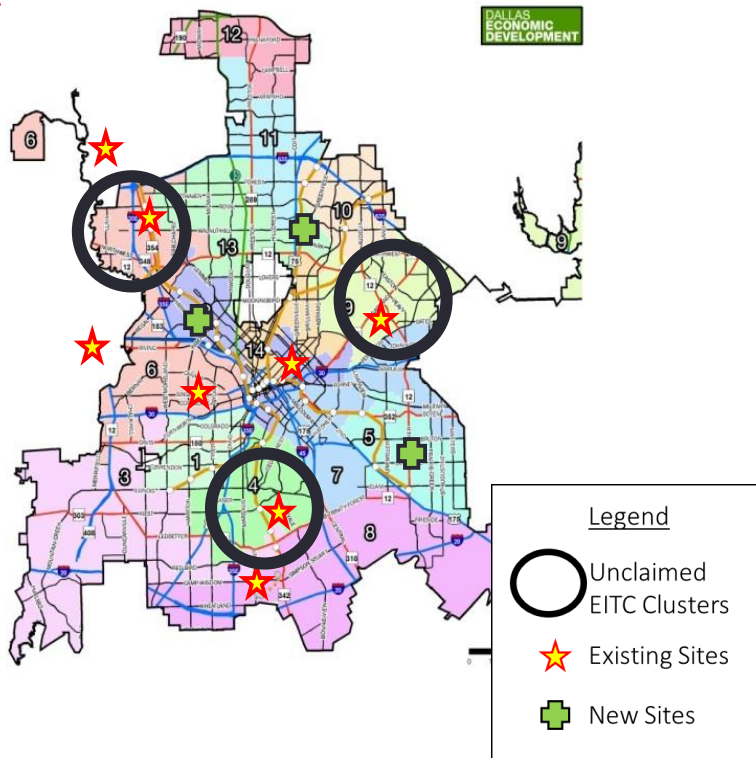


# Top Recommendations

- Leverage EITC as economic engine & gateway
- Take leadership role in minimum wage
- Champion early childhood campaign
- Create a permanent “Office of Community Opportunity” inside City Hall
- Step up efforts to reduce blight
- Support Hire Dallas campaign

# Leverage EITC as Economic Engine & Gateway for Future Asset Building

**Detailed Description:** Work with United Way, Foundation Communities, and others to expand outreach centers (e.g. libraries, recreation centers) to leverage EITC as an economic development opportunity for citizens as well as a gateway for future asset building.

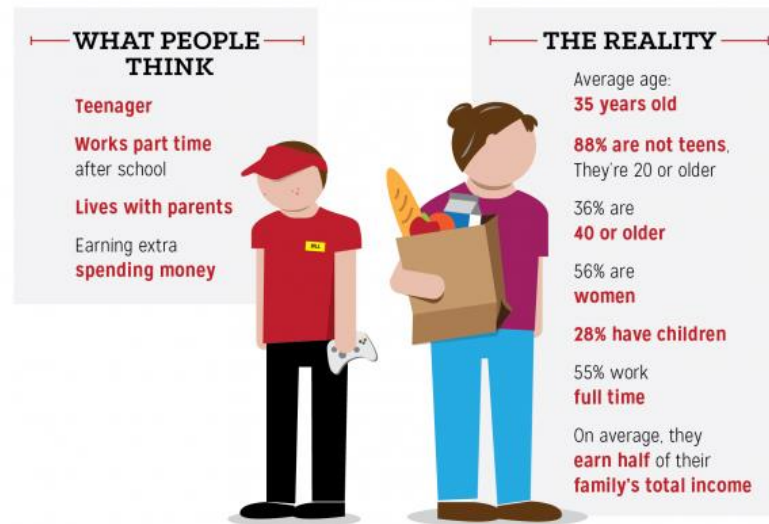


- **ASK #1:** \$1M investment by City to bring Dallas on-par with other Texas cities in leveraging this win-win opportunity
- **ASK #2:** In-kind support through December utility mailing & Council advocacy
- \$1M in investment will net **36x return** in refunds to citizens, as well as sales tax revenue from spending
- Will **expand reach** in many Council Districts, including 1, 2, 3, 4, 5, 6, 7, 9, 10, & 13
- Will also add **additional services**, including FAFSA prep and other savings products

# Take Leadership Role in Minimum Wage

**Detailed Description:** Establish a City employee and City of Dallas' contractors' employees hourly rate of \$10.25 per hour adjusted to inflation. Encourage other government and private employers to follow this trend.

## WHO'S HELPED BY RAISING THE MINIMUM WAGE?



Note: Statistics describe civilian workers, ages 16+, that would be affected by an increase in the federal minimum wage to \$10.10 over three years, as explained in *Raising the federal minimum wage to \$10.10 would give working families, and the overall economy, a much-needed boost*. The median age of affected workers is 31 years old. Visit [epi.org/issues/minimum-wage](http://epi.org/issues/minimum-wage) for more details.

# Champion Early Childhood Campaign

[Detailed Description:](#) Work with DISD and City to amplify existing efforts on *BIG Things for Little Kids* campaign (an engagement strategy of DISD's Destination 2020) to encourage early reading, pre-K enrollment, and other parent strategies.



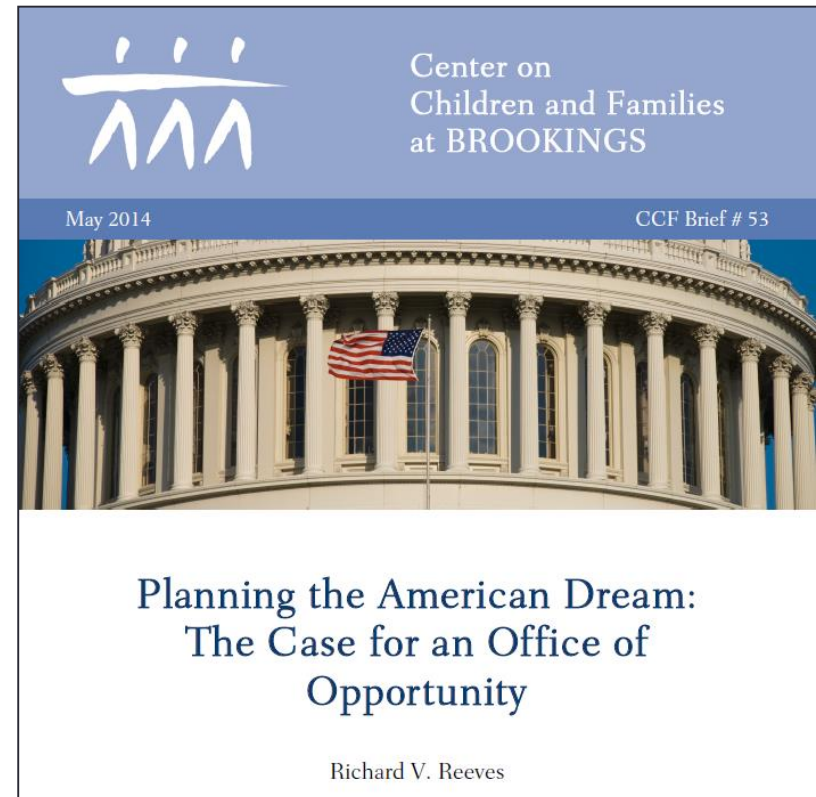
- **ASK #1:** \$250,000 to fully activate campaign, especially in Districts with the lowest percentage of children in pre-K
- **ASK #2:** In-kind support through utility mailing, publicity at recreation centers/libraries & Council advocacy





# Create Permanent “Office of Community Opportunity” Inside City Hall

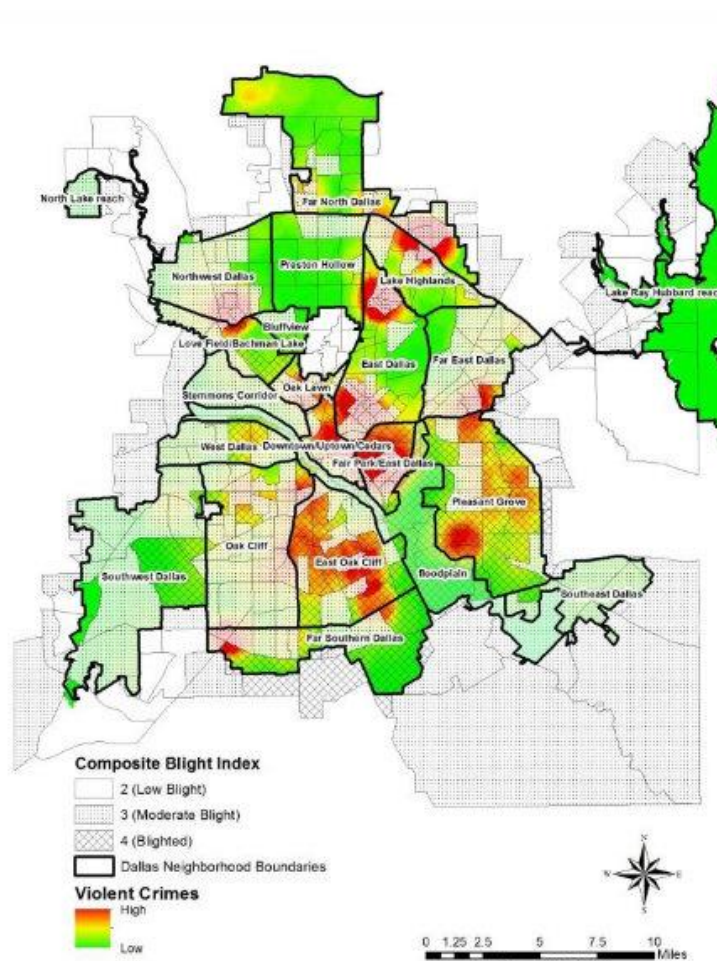
**Detailed Description:** Create an office to coordinate, evaluate, and accelerate poverty efforts among all City departments, funding streams, and other government offices. The City’s current *Housing Plus* effort serves as an example of a program that could be orchestrated by the new Office.



# Step Up Efforts to Reduce Blight

**Detailed Description:** Amplify efforts through code enforcement, liens, and city attorney's resources to reduce blight and crime in select neighborhoods.

- **ASK:** Continue support within proposal budget
- Builds on the work of the Blight to Light report in August 2013
- Could also include reforming and strengthening the city's land bank program to allow developers to bundle lots





# Support Hire Dallas Campaign

[Detailed Description:](#) Work with Workforce Solutions, Chambers, minority community, employers, electronic and print media, and others to conduct a hire Dallas/DISD campaign to support growth of jobs from within Dallas.

- **ASK:** Support philanthropic and other stakeholders' efforts on Dallas-based campaign

**HIREDETROIT!**<sup>TM</sup>



**HIRE ONE  
ATLANTA**



MAYOR'S TASK FORCE ON POVERTY

# Q & A

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**MAYOR'S TASK FORCE ON POVERTY**

**Hon. Tennell Atkins**

Mayor Pro Tem, City of Dallas

*Task Force Co-Chair*

**Rev. Larry James**

CEO, City Square

*Task Force Chair*

**Regina Montoya**

Attorney

*Task Force Co-Chair*

**Planning Cabinet**

Britton Banowsky  
 Dr. Timothy M. Bray  
 Debra Brennan Tagg  
 Darwin Bruce  
 Hasani Burton  
 Celina Cardenas  
 John Castle  
 Danny Cendejas  
 Stacy Cheronas  
 J.D. Garza  
 Dianne Gibson  
 Delores Sosa Green  
 Bill Hall  
 Susan Hoff  
 Delia Jasso  
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James Jones  
 Johnny Jones  
 Chris Kleinert  
 Hank Lawson  
 Lisa LeMaster  
 Cyndy Lutz  
 Tori Mannes  
 Leonor Marquez  
 Cheryl Mayo Williams  
 Adam McGough  
 Sara Mokuria  
 Sarah Morningstar  
 Natalie Nelms  
 Regina Nippert  
 Alfreda Norman  
 Dr. Lynn Parsons

Oscar Pereira  
 Jan Pruitt  
 Sandy Rollins  
 Rosie Rueda  
 Rev. Chris Simmons  
 Suzanne Smith  
 Michael Sorrell  
 Ron Stretcher  
 Debbie Taylor  
 Okema Thomas  
 Kevin Thomason  
 Florencia Velasco Fortner  
 LaSheryl Walker  
 Rev. Jeff Ward

# Notes

1. DFW Metropolitan Statistical Area GDP calculated by the U.S. Department of Commerce Bureau of Economic Analysis.
2. Institute for Urban Policy Research analysis of U.S. Census Bureau's Decennial Census Summary File 3 for 2000 and American Community Survey 1-Year Estimates for 2012.
3. Rankings based on analyses of 9 cities with 2012 estimated population of 1 million or more.
4. Institute for Urban Policy Research analysis of decennial census data for 1970-2010 standardized to 2010 tract definitions by the Spatial Structures in the Social Sciences project at Brown University and American Community Survey 5-Year Estimates for 2012. City Council Districts are those drawn in 2013. Concentrated poverty is here defined as a census tract where 40% or more of the population is at or below the poverty level.
5. Institute for Urban Policy Research analysis of U.S. Internal Revenue Service Statistics of Income (SOI) county to county migration files for tax years 2005 through 2011. All dollars have been inflation adjusted to 2014 dollars using the Bureau of Labor Statistics Consumer Price Index.
6. Institute for Urban Policy Research analysis of U.S. Census Bureau Decennial Census Summary File 3 for 2000 and American Community Survey 1-Year Estimates for 2012, inflation adjusted to 2014 dollars using the Bureau of Labor Statistics Consumer Price Index.