

# Memorandum



CITY OF DALLAS

DATE September 20, 2019

TO Honorable Mayor and Members of the City Council

SUBJECT **Upcoming Office of Community Care City Council Agenda Item #28 –  
September 25, 2019**

The following Office of Community Care (OCC) item will be considered by City Council on the September 25, 2019 Agenda:

**Agenda Item Number 28**– Authorize two one-year service contracts for teen pregnancy prevention/youth development programs - (1) After-School All-Stars in an amount not to exceed \$125,000.00; and (2) JUST SAY YES! - YOUTH EQUIPPED TO SUCCEED in an amount not to exceed \$125,000.00, most advantageous proposers of five - Total not to exceed \$250,000.00 - Financing: General Fund (subject to appropriations)

## **Background**

Teen pregnancy was identified as one of nine drivers of poverty by the Mayors Task Force on Poverty. Teen birth rates in Dallas are above the national average, with certain zip codes having substantially higher rates. Teen pregnancy and teen birth contributes to increased child poverty rates, financial burden for the teen, increased risks for negative outcomes, and challenges to educational attainment.

As part of the FY2018 Adopted Budget, City Council allocated up to \$300,000 to distribute to a local nonprofit agency in support of a public education campaign. Funding was awarded to the North Texas Alliance to Reduce Unintended Pregnancy in Teens (NTARUPT) to provide a public awareness campaign, “Talk About It Dallas”, with the goal of reducing the teen birthrate in Dallas by 50% in the most afflicted areas by 2022. The campaign is modeled after a successful campaign in Milwaukee, which 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.

City funding has enabled the development of collateral materials for the “Talk About It Dallas” campaign, which officially launched on February 27, 2019, with a press conference at City Hall. Additionally, City funding is supporting paid media placements for the campaign in 11 targeted zip codes in Dallas (75203, 75212, 75215, 75216, 75217, 75219, 75220, 75227, 75228, 75240 and 75231). City funding has allowed enabled NTARUPT to partner with local organizations to provide education to local teens and parents through family education programs and youth and parent conference events.

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### **Current Programming**

For FY2019, the Teen Pregnancy Prevention program was adjusted to integrate a holistic approach focused on youth development. In order to continue the efforts in the first year of programming, \$50,000 was made available for education and outreach programming. The remaining \$250,000 was allocated to youth development programming. A Request for Proposals was issued that sought (1) youth development programming designed to help teens achieve their fullest potential by targeting risk factors and workforce opportunities and (2) pregnancy prevention outreach programming designed to educate targeted audiences about adolescent pregnancy and strategies to prevent pregnancy and reduce birth rates.

The Office of Procurement Services used its procurement system to send out 28 email bid notifications to vendors registered under respective commodities. Two proposals were for Youth Development programming and two proposals were for Pregnancy Prevention Outreach. One submission was incomplete.

Funding was awarded in the amount of \$50,000 to NTARUPT for the pregnancy prevention outreach programming component for the current fiscal year. This contract does not require City Council Action. This funding will enable the organization to continue the “Talk About It Dallas” campaign with materials production and paid advertising. For Youth Development, funding was recommended for the following organizations:

- After School All Stars - \$125,000 was awarded to After School All Stars to provide youth development and teen pregnancy prevention programming to students and their families at Thomas C Marsh Preparatory Academy and Life School Oak Cliff Secondary Academy. After School All Stars is targeting these schools because they each have several risk factors present for academic underperformance and teen pregnancy. The two schools targeted have 90% and 79% economically disadvantaged and 86% and 65% of their students considered “at risk” respectively. After School All Stars will partner with NTARUPT to connect teens and their parents to pregnancy prevention outreach services.
- Just Say YES (Youth Equipped to Succeed) - \$125,000 was awarded to Just Say YES (Youth Equipped to Succeed) to provide educational programming to teens with a focus on building knowledge and skills needed to graduate high school without becoming teen parents, workforce training opportunities, and connect them with services, programs and resources to reduce their likelihood of becoming teen parents by helping them achieve their full potential. In addition to targeting youth ages 20 and younger, youth living in poverty, the program will also make special effort to reach foster care youth, youth in the juvenile justice system and homeless youth.

Together, all three programs will reach youth throughout the City from a variety of populations at higher risk for teen pregnancy.

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**Future Efforts**

For future programming years, staff will completely repurpose funding with initiatives targeting future-focused workforce programming for youth and will become a component of the City's comprehensive workforce strategy.

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



**Nadia Chandler-Hardy**  
Assistant City Manager and Chief Resilience Officer

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| TC Broadnax, City Manager                                  | Jon Fortune, Assistant City Manager                                      |
| Chris Caso, City Attorney (Interim)                        | Joey Zapata, Assistant City Manager                                      |
| Mark Swann, City Auditor                                   | Michael Mendoza, Chief of Economic Development and Neighborhood Services |
| Biliera Johnson, City Secretary                            | M. Elizabeth Reich, Chief Financial Officer                              |
| Preston Robinson, Administrative Judge                     | Laila Aleqresh, Chief Innovation Officer                                 |
| Kimberly Bizer Tolbert, Chief of Staff to the City Manager | Liz Cedillo-Pereira, Chief of Equity and Inclusion                       |
| Majed A. Al-Ghafry, Assistant City Manager                 | Directors and Assistant Directors  |