

# Memorandum



CITY OF DALLAS

DATE February 21, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Upcoming Office of Community Care City Council Agenda Items**

The following Office of Community Care (OCC) items will be considered concurrently on the February 26, 2020 Agenda:

**Item Number 20-127:** Authorize the execution of a contract with Child Poverty Action Lab for the period ~~January 22, 2020~~ February 2, 2020 through ~~January 31, 2021~~ April 24, 2021 to **(1)** provide research and technical support to the City of Dallas for the Supplemental Nutrition Program for Women, Infants and Children (WIC) Program administered by the City to support efforts to improve client outcomes and increase participation in the WIC Program; **(2)** fund \$13,293.00 in cost to the Corporation for National and Community Service on behalf of the City to provide AmeriCorps Volunteers in Service to America who will perform volunteer services to the City in support of the WIC Program; and **(3)** execute all terms, conditions, and documents required by the contract - Financing: No cost consideration to the City

**Item Number 20-124:** Authorize the (1) acceptance of a cost-share grant from the Corporation for National and Community Service (CNCS) to provide four AmeriCorps Volunteers in Service to America (VISTA) members to perform volunteer services to strengthen and supplement efforts to eliminate poverty and poverty-related human, social and environmental problems in support of the Supplemental Nutrition Program for Women, Infants and Children Program for the period February 2, 2020 through April 24, 2021, with a one-year renewal option; and (2) execution of the cost-share agreement with CNCS and all terms, conditions, and documents required by the agreement - Financing: No cost consideration to the City

The Office of Community Care (OCC) administers the Supplemental Nutrition Program for Women, Infants and Children (WIC), which provides nutritious food, nutrition education, breastfeeding promotion and support, and referrals to health and social services. In Texas, populations that are eligible for WIC are pregnant or breastfeeding women, infants, families with children younger than five years old, all foster care children under the age of five years old, and single fathers of eligible infants and children, all of which must meet the income guidelines of 185 percent below the federal poverty level.

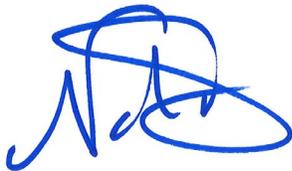
Participation rates in the WIC Program have been declining for the past decade until 2019, meaning that many families that could be benefiting from these services are not. OCC's WIC Program has formed a partnership with Child Poverty Action Lab (CPAL), a nonprofit which has developed a roadmap to reduce child poverty in Dallas by 50% in a generation by centering data and catalyzing action across five outcome areas: Basic Needs, Family, Safety, Education, and Living-Wage Jobs. Using a "think-and-do tank" model, CPAL acts as a data and mobilization backbone committed to breaking intergenerational poverty by improving economic mobility across our region.

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Working together, WIC and CPAL are seeking to identify the causes of decreasing participation levels in the WIC Program and determine opportunities to reverse that trend. Thus far, WIC and CPAL have identified that only 37% of the target population live within two miles of a clinic, and many lack vehicles and alternative forms of transit. Together, WIC and CPAL conducted research with WIC staff, families and leadership to better understand how potential clients access information about WIC, what factors lead to them participating in the program, what factors may serve as deterrents to participation, and what barriers to participation may exist. This information was then used to develop a WIC Playbook with specific ideas to address the identified issues.

WIC will utilize AmeriCorps VISTA resources to expand program reach and improve program services utilizing the WIC Playbook recommendations. VISTAs will be deployed to plan and pilot specific recommendations and interventions, under the leadership of WIC staff and with the support of CPAL, to identify practices that show promise in helping WIC advance its goals. The CNCS's AmeriCorps Volunteers in Service to America (VISTA) is a program focused on bringing low-income individuals and communities out of poverty and since 2014, multiple City departments have participated in the AmeriCorps VISTA Program, with the first being the Mayor's 2016 GrowSouth Initiative. The VISTA Program is a cost-share grant, requiring the recipient to pay a share of the total cost requirement to support the VISTAs. CPAL has agreed to serve as a strategic partner and to fund the City's cost-share requirement, enabling WIC to take advantage of the VISTA program at no cost to the City.

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

- c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney (Interim)  
Mark Swann, City Auditor  
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  
Michael Mendoza, Chief of Economic Development and Neighborhood Services  
M. Elizabeth Reich, Chief Financial Officer  
Laila Alequresh, Chief Innovation Officer  
Liz Cedillo-Pereira, Chief of Equity and Inclusion  
Directors and Assistant Directors