

Memorandum



CITY OF DALLAS

DATE September 11, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **FY 2020-21 Budget Approved on First Reading**

Thank you for your participation in Wednesday's discussion of the FY 2020-21 budget. As a reminder, your vote earlier this week set the property tax rate ceiling at \$0.7765 per \$100 in valuation, a reduction from the current tax rate. The City Council may adopt this rate or a lower rate on Wednesday, September 23.

This tax rate is included in our required public notice, along with the no-new-revenue (\$0.8459) and voter-approval (\$0.8523) tax rate. The Dallas County Tax Office calculated the latter two rates using "certified estimates" from three of the four appraisal districts.

Attached is a list of amendments to the City Manager's recommended budget from your work on September 2 and 9. These amendments were incorporated into the budget ordinance you approved on September 9 on first reading. If an amendment left specific cuts up to the City Manager, the attachment provides those details.

The amendments supported thus far reduce the tax rate to \$0.7764, which would make FY 2020-21 the fifth consecutive year you have lowered the tax rate. It is important to remember we still do not have certified values for Collin and Denton appraisal districts. We anticipate we will receive them mid-September or later, and we will provide an update at that time.

The briefing agenda on September 16 will not include further discussion of the budget, but you will have a final opportunity to discuss and amend the budget prior to adoption on second reading on September 23. If you have additional amendments for consideration on that date, please submit them to Chief Financial Officer Elizabeth Reich by 10:00 a.m. on Friday, September 18. An [electronic version](#) of the spreadsheet for submitting amendments is located on the [Upcoming Budget](#) page of the Financial Transparency website and was provided to City Council staff on August 14.

As before, staff will conduct a technical review of the proposed amendment and follow up with Council members if needed before distributing all submitted amendments to the full City Council before consideration on September 23. Thank you for your continued commitment to the budget process.

DATE September 11, 2020
SUBJECT **FY 2020-21 Budget Approved on First Reading**

Please let me know if you have any questions.


M. Elizabeth Reich
Chief Financial Officer

[Attachment]

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Billieae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff
Majed A. Al-Ghafry, Assistant City Manager

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
Laila Aleqresh, Chief Innovation Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors

City Council Amendments Incorporated Into FY 2020-21 Budget

City Manager T.C. Broadnax		Amendment Number 1	
Source of Funds	Amount	Use of Funds	Amount
General Fund		General Fund	
General Fund - reduce property tax revenue based on certified property value from Dallas Central Appraisal District	1,774,059	General Fund Non-Departmental - reduce Tax Increment Finance (TIF) expense paid from General Fund	1,774,059
Planning and Urban Design - reduce line-item expense for property insurance	283,821	Police Department - increase line-item expense for property insurance	283,821
Total Source of Funds	2,057,880	Total Use of Funds	2,057,880
Debt Service Fund		Debt Service Fund	
Debt Service - reduce property tax revenue based on certified property value from Dallas Central Appraisal District	646,841	Debt Service - reduce Tax Increment Finance (TIF) expense paid from Debt Service Fund	646,841
Total Source of Funds	646,841	Total Use of Funds	646,841
ECO Multi-Year Funds		ECO Multi-Year Funds	
Economic Development (ECO) - increase various multi-year funds based on final Dallas Central Appraisal District and Public Improvement District data including \$13.5 million in FY21 and \$16.5 million in FY22	13,544,299	Economic Development - increase appropriations for various Public Improvement District and other Economic Development multi-year funds	13,544,299
Total Source of Funds	13,544,299	Total Use of Funds	13,544,299
SAN Capital Construction Fund		SAN Capital Construction Fund	
Sanitation - operating transfer to Sanitation capital construction fund (FY22 = \$9,555,790)	10,529,001	Sanitation - increase appropriations in capital construction fund SAN capital projects (for both FY 21 and FY22).	10,529,001
Total Source of Funds	10,529,001	Total Use of Funds	10,529,001
City Council Action (yes/no/withdrawn)	Yes	Difference	0

City Manager T.C. Broadnax		Amendment Number 2	
Source of Funds	Amount	Use of Funds	Amount
Park and Recreation - Eliminate 12 vacant positions in the Facilities division	443,868	Park and Recreation - Add funding for nine community pools including 54 positions	797,675
Park and Recreation - eliminate 9 vacant positions in the Golf division	244,954		
Park and Recreation - reduce service level at all aquatic facilities from 10 weeks to 8 weeks	108,853		
Total Source of Funds	797,675	Total Use of Funds	797,675
City Council Action (yes/no/withdrawn)	Yes	Difference	0

Council Member Lead - Kleinman		Amendment Number 21	
Source of Funds	Amount	Use of Funds	Amount
Police Department - reduce School Resource Officer Program by eliminating expense and 2 School Resource Officers that are not funded through reimbursement from Richardson ISD	246,892	General Fund - Tax Rate Reduction (0.017¢)	246,892
Total Source of Funds	246,892	Total Use of Funds	246,892
City Council Action (yes/no/withdrawn)	Yes	Difference	0

Council Member Lead - Kleinman		Amendment Number 26	
Source of Funds	Amount	Use of Funds	Amount
Human Resources - reduce expense from FY21 proposed budget back to FY20 forecast amount (Hold at 2019-20 forecast)	94,308	General Fund - Tax Rate Reduction (0.006¢)	94,308
Total Source of Funds	94,308	Total Use of Funds	94,308
City Council Action (yes/no/withdrawn)	Yes	Difference	0

Council Member Lead - Bazaldua		Amendment Number 43	
Council Member Co-Sponsor(S): Medrano, Blewett, Blackmon, West, Atkins, Narvaez			
Source of Funds	Amount	Use of Funds	Amount
Police Department - reduce overtime funding	7,000,000	Transportation - modify/reduce Special Event Parking Permit Fee to \$100 and reduce revenue	27,000
		Transportation - increase funding for bike lanes	500,000
		Police - add funding for 42 civilian FTE per KPMG study	1,656,500
		Transportation - add funding for Signal System (expense line item 4820)	2,000,000
		Transportation - add funding for street lights pursuant to the Mayor's Taskforce on Safe Communities Recommendations	1,000,000
		Office of Arts and Culture - add funding for Bishop Arts Theater	150,000
		Mayor and City Council - add funding for miscellaneous expense	25,000
		Various departments - increase wage of part-time employees to \$14 per hour (311 \$41,600; Courts \$2,391; Library \$36,804; OAC \$17,472; Park \$341,733)	440,000
		Office of Arts and Culture - increase funding for COP Organizations	500,000
		Office of Environmental Quality - add funding for Electric Vehicle Fleet study	100,000
		Housing - add staff and resources for the 1000 Affordable Housing Challenge and Mix-Use Income Housing Bonus Program	250,000
		Office of Environmental Quality - add funding for community solar program	250,000
		Public Works - increase funding for street repair program	101,500
Total Source of Funds	7,000,000	Total Use of Funds	7,000,000
City Council Action (yes/no/withdrawn)	Yes	Difference	0

Council Member Lead - Bazaldua		Amendment Number 44	
Council Member Co-Sponsor(S): Medrano, Blewett, Blackmon, West, Atkins, Narvaez			
Source of Funds	Amount	Use of Funds	Amount
Fire-Rescue - decrease funding for overtime	1,500,000	Building Services - add funding for maintenance of DFR facilities	1,500,000
Total Source of Funds	1,500,000	Total Use of Funds	1,500,000
City Council Action (yes/no/withdrawn)	Yes	Difference	0

Council Member Lead - West		Amendment Number 54	
Council Member Co-Sponsor(S): Blewett, Blackmon, Atkins			
Source of Funds	Amount	Use of Funds	Amount
Office of Sustainable Development and Construction (Enterprise Fund) - use fund balance from construction plan review and permitting service fees	210,000	Office of Sustainable Development and Construction (Enterprise Fund) - add 2 FTE concierge positions for mixed-income developments	210,000
Total Source of Funds	210,000	Total Use of Funds	210,000
City Council Action (yes/no/withdrawn)	Yes	Difference	0

Council Member Lead - West		Amendment Number 56	
Council Member Co-Sponsor(S): Blackmon, Blewett			
Source of Funds	Amount	Use of Funds	Amount
City Attorney's Office - reduce 4 FTE/positions	311,502	Public Works - increase funding for street repair	311,502
Total Source of Funds	311,502	Total Use of Funds	311,502
City Council Action (yes/no/withdrawn)	Yes	Difference	0

Council Member Lead - West		Amendment Number 57	
Council Member Co-Sponsor(S): Blewett			
Source of Funds	Amount	Use of Funds	Amount
Judiciary - reduce personnel expense through reduction of part-time employees	100,000	Public Works - increase funding for street repair	100,000
Total Source of Funds	100,000	Total Use of Funds	100,000
City Council Action (yes/no/withdrawn)	Yes	Difference	

Council Member Lead - Resendez		Amendment Number 61	
Source of Funds	Amount	Use of Funds	Amount
Various departments - reduce funding for temporary staffing (CCO \$16,013; Secretary \$3,867; Code \$10,992; Courts \$13,810; DAS \$62,438; DFR \$9,207; Police \$107,227; Housing \$55,241; OCC \$14,852; Park \$6,353)	300,000	Office of Community Care - increase funding to address the Drivers of Poverty	600,000
Various departments - reduce funding for memberships as follows: (1) City Controller's Office - Government Finance Officers Association and American Payroll Association (\$12,301) (2) Non-Departmental - TEX-21, US Conference of Mayors, National League of Cities, and Texas Municipal League (\$161,099) (3) Office of Economic Development - North Texas Commission, North American Strategy for Competitiveness, and Tech Titans (\$64,100) (4) Transportation - Dallas Regional Mobility Coalition and National Association of City Transportation Officials (\$62,500)	300,000		
Total Source of Funds	600,000	Total Use of Funds	600,000
Straw Vote Action (yes/no/withdrawn)	Yes	Difference	0

Council Member Lead - McGough		Amendment Number 74	
Source of Funds	Amount	Use of Funds	Amount
Management Services - Office of Integrated Public Safety Solutions - reduce Behavioral Health Services	500,000	Police Department - add funding for full year implementation of Active Bystandership for Law Enforcement (ABLE) & department Training & Serve as Lead Ambassador Agency in Texas	300,000
		General Fund - Tax Rate Reduction (0.013¢)	200,000
Total Source of Funds	500,000	Total Use of Funds	500,000
City Council Action (yes/no/withdrawn)	Yes	Difference	0

Council Member Lead - Gates		Amendment Number 81	
Source of Funds	Amount	Use of Funds	Amount
Management Services - Office of Integrated Public Safety Solutions - reduce Mobile Crisis Response	500,000	Public Works - increase funding for street improvements	2,000,000
Management Services - Office of Integrated Public Safety Solutions - reduce Violence Interrupters	250,000		
Management Services - Office of Community Care - reduce Financial Empowerment Centers	500,000		
Management Services - Office of Community Care - reduce direct assistance referrals	750,000		
Total Source of Funds	2,000,000	Total Use of Funds	2,000,000
City Council Action (yes/no/withdrawn)	Yes	Difference	0

Council Member Lead - Kleinman		Amendment Number 85	
Council Member Co-Sponsor(S): Mendelsohn			
Source of Funds	Amount	Use of Funds	Amount
Public Private Partnership (Office of Economic Development) - transfer additional DWU PILOT (payment in lieu of taxes) funds to General Fund instead of Economic Development Public Private Partnership Fund	250,000	Office of Homeless Solutions - add funding for homeless encampment resolution dedicated to DWU managed property, primarily creeks and watershed near residential neighborhoods. Not for areas managed by the LGC or the Trinity Forest. (Pilot Program)	250,000
Total Source of Funds	250,000	Total Use of Funds	250,000
City Council Action (yes/no/withdrawn)	Yes	Difference	0

Council Member Lead - McGough		Amendment Number 86	
Source of Funds	Amount	Use of Funds	Amount
North Central Texas COG grant funds	500,000	Transportation - increase funding for bike lanes (to be added on receipt of grant)	500,000
Total Source of Funds	500,000	Total Use of Funds	500,000
City Council Action (yes/no/withdrawn)	Yes	Difference	0

Council Member Lead - Gates		Amendment Number 89	
Council Member Co-Sponsor(S): Mendelsohn			
Source of Funds	Amount	Use of Funds	Amount
General Fund - additional property tax revenue that may become available once Collin and Denton Central Appraisal Districts certify the values within those counties. This amendment will require the additional revenue to be known prior to City Council's final adoption of FY 2020-21 budget on September 23, 2020 in order to be added into the budget ordinance.	TBD	Substitute motion by CM Kleinman - Park and Recreation (PKR) - first \$106,765 of additional revenue will fund encampment resolution teams and match \$106,765 that PKR will reallocate from maintenance and horticulture funds	TBD
		Public Works - increase funding for street improvements with additional revenue if in excess of \$106,765	TBD
Total Source of Funds	0	Total Use of Funds	0
City Council Action (yes/no/withdrawn)	Yes	Difference	0

Council Member Lead - McGough		Amendment Number 90	
Source of Funds	Amount	Use of Funds	Amount
General Fund - restore tax rate prior to Council Member Kleinman's amendment #21	246,892	Police Department - fully fund school resource officer program with DPD as included in City Manager's original budget proposal	246,892
Total Source of Funds	246,892	Total Use of Funds	246,892
City Council Action (yes/no/withdrawn)	Yes	Difference	0

Memorandum



CITY OF DALLAS

DATE September 11, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Response to “Sustainable Development Directives to Staff” Memo**

The City Manager received a memo signed by five (5) City Councilmembers dated September 2, 2020 with the subject “Sustainable Development Directives to Staff.” The memo directed staff to put together a plan to enact the following five actions. A response is provided for each of these actions below.

1. Designate one or more positions tasked to pull ministerial permits out of the processing cue, such as trade validation and fences.

Staff Response:

It is not necessary to designate positions for these permits. Single trade permits (mechanical, electrical, plumbing, etc.) are applied for through the Develop Dallas contractor’s site directly through the Posse permitting system (i.e., they do not go through ProjectDox, which is intended for plan submittal/review). Fence permits do not fit into the trade permit category, as they require multiple code related items to be reviewed, but they are currently being issued in 2-3 days if there are no issues with the plans.

2. Server/IT issues: Ensure necessary internet bandwidth is available to staff and applicants, including and especially for staff working from home.

Staff Response:

The Information and Technology Services (ITS) department began implementing several changes to improve system performance in mid-August. Actions taken to date have reduced the number of errors received, but system performance remains slow. There are several mid-term improvements expected to significantly address speed issues, including:

- Additional upgrades/improvements to ProjectDox servers to include increased memory (September-October),
- Implementing several fixes to the ProjectDox application to address failed connection condition resulting in disconnects or delays in system (September-October),
- Redesign and rehost the current E-Plan environment for better performance and scalability (December).

DATE

September 11, 2020

SUBJECT

Response to “Sustainable Development Directives to Staff” Memo

3. Designate a “surge team” to rapidly process permits when applications exceed staff capacity, either via staff resources or a third-party provider. Ensure that prescreens are processed in three (3) days or less, and overall turnaround time should be two (2) weeks or less. If prescreens exceed five (5) days and overall turnaround exceeds three (3) weeks, cue the surge team.

Staff Response:

The current backlog is in the “pre-screen” function that ensures the application is complete, the plans are formatted correctly, all required documentation is uploaded, etc. Four additional staff members from Sustainable Development and Construction were assigned to the pre-screen function for residential permits on 9/8/20 to help work through the backlog. Resources from an existing contract with Dal-Tech, primarily used for engineering, are also being brought in to augment existing staff. These are the fastest ways to address the current backlog. Longer term solutions such as contracting for additional services or hiring additional staff members will be explored, if needed.

4. Double the number of reviewers working on residential projects.

Staff Response:

See response in #3 above. Pulling Senior Plans Examiners from other teams (Commercial, Q-Team Express Review) is not recommended.

5. Develop an end-to-end technology solution integrating multiple City departments to improve the management of building permitting, plan review, land use planning, and other land management activities. The solution should include a description of how it will allow direct line of sight into the various process steps and provide performance metrics for each step in the process to promote accountability and efficiency.

Staff Response:

A Request for Competitive Sealed Proposals (RFCSP) was advertised on 8/20/20 for a “Building Permit and Land Use Planning/Management System.” This will be a very large IT and process project to replace Posse, the backbone permitting system. This project is critical for reviewing the end-to-end processes and determine the long-term technology to support these processes. Vendor responses are due September 24th and the contract is planned for Council consideration later this year.

A briefing will be presented to the Transportation and Infrastructure Committee on September 21, 2020 covering these and other topics regarding building permits.

DATE September 11, 2020

SUBJECT **Response to “Sustainable Development Directives to Staff” Memo**

Please let me know if you need additional information.



Majed Al-Ghafry, P.E.
Assistant City Manager

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Jon Fortune, Assistant City Manager

Joey Zapata, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
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M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors

Memorandum



CITY OF DALLAS

DATE September 11, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Sales Tax Receipts**

The July 2020 sales tax receipts from the State Comptroller's Office are \$24,568,195 which represents a 4.6 percent decrease in total collections compared to the same reporting period last year and 4.6 percent below budget for the month.

- July 2019 actual \$25,745,004
- July 2020 budget \$25,755,057
- July 2020 actual \$24,568,195

The Coronavirus pandemic and subsequent economic crisis continue to affect sales taxes. While the declines in sales tax receipts are still significant, when compared to the previous three months, the situation has improved. Although the actual receipts represent a decrease from the budgeted amount, the July sales tax receipts are 3.5 percent better than the revised forecast (\$23,741,328) for the month.

Over the most recent 12 months, sales tax receipts have decreased by 2.6 percent. There are two more months of receipts for this fiscal year. As more data becomes available, we will continue to work with Dearmon Analytics, LLC to update the forecast and keep you informed.

M. Elizabeth Reich
Chief Financial Officer

[Attachment]

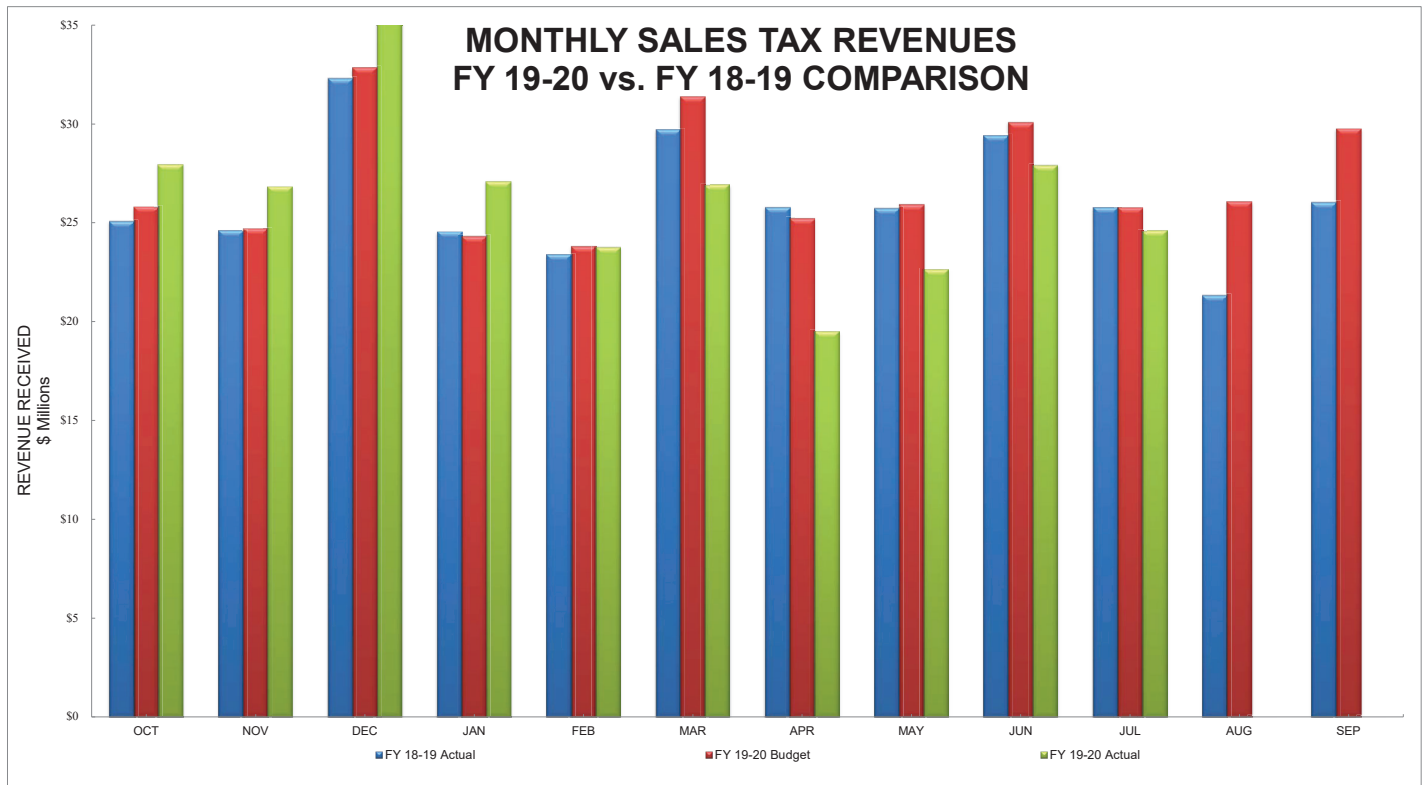
cc: T.C. Broadnax, City Manager
Chris Caso, City Attorney (Interim)
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager
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Directors and Assistant Directors

SALES TAX

as of July 2020

	ACTUAL	BUDGET	ACTUAL	YTD VARIANCE FY 19-20		YTD VARIANCE FY 19-20	
	FY 2018-19	FY 2019-20	FY 2019-20	ACT. VS. FY 18-19	ACT.	ACTUAL VS. BUDGET	
				DOLLARS	PERCENT	DOLLARS	PERCENT
OCT	\$25,049,631	\$25,788,648	\$27,942,608	\$2,892,977	11.5%	\$2,153,960	8.4%
NOV	24,571,164	24,673,808	26,805,867	2,234,703	9.1%	2,132,059	8.6%
DEC	32,289,498	32,846,092	35,274,527	2,985,029	9.2%	2,428,435	7.4%
JAN	24,523,254	24,314,236	27,074,542	2,551,288	10.4%	2,760,306	11.4%
FEB	23,361,412	23,804,444	23,738,211	376,799	1.6%	(66,233)	-0.3%
MAR	29,690,536	31,361,760	26,900,241	(2,790,295)	-9.4%	(4,461,519)	-14.2%
APR	25,775,135	25,221,806	19,483,347	(6,291,788)	-24.4%	(5,738,459)	-22.8%
MAY	25,722,682	25,924,216	22,615,759	(3,106,923)	-12.1%	(3,308,457)	-12.8%
JUN	29,391,839	30,084,024	27,891,265	(1,500,574)	-5.1%	(2,192,759)	-7.3%
JUL	25,745,004	25,755,057	24,568,195	(1,176,809)	-4.6%	(1,186,862)	-4.6%
AUG	21,317,027 ¹	26,054,972					
SEP	26,023,568 ²	29,737,123					
TOTAL	\$313,460,750	\$325,566,185	\$262,294,562	(\$3,825,593)	-1.4%	(\$7,479,528)	-2.8%



¹ FY 2018-19 revenue reduced due to a one-time repayment to the State of \$5,201,409.

² FY 2018-19 revenue reduced due to a one-time repayment to the State of \$3,793,301.

Memorandum



CITY OF DALLAS

DATE September 11, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Responses to Questions during September 2 Budget Workshop—Second Set**

Government Performance & Financial Management

1. How does City compensation compare to the market for engineering, accounting, and other technical positions?

The compensation study consultant has collected market analysis data for all civilian positions within the City, which does include engineering, accountant, and technical positions. Based on this data, on average, these positions are approximately 11 percent below market.

2. What equity adjustments were made in the Mayor and City Council office?

Three City Council liaisons and one assistant were brought to midpoint. The three liaisons had a combined 60 years of service with the City, and the assistant was a temporary employee who was brought to midpoint when made permanent.

Public Safety

3. Please provide a schedule of current fines and fees charged through Court and Detention Services.

You can view the current schedule of fines and fees for all offense types [here](#).

4. When will new security contract costs for City facilities be finalized?

Procurement Services expects security contract pricing to be finalized in November. For budget development, Court and Detention Services estimated the increase in contract costs by comparing the FY 2019-20 contract rate to the current market rate for security services.

5. How many children and teens are served through the PAL program? Please provide demographic information on participants.

On average, 100 youth participate in the PAL program monthly, although that number varies depending on the time of year. The attached chart outlines programs in place prior to COVID-19 restrictions.

DATE September 11, 2020

SUBJECT Responses to Questions during September 2 Budget Workshop—Second Set

DPD does not capture consistent demographic data on participants, nor is the information maintained in a single database. For out-of-school programs, DPD captures race, sex, zip code, and age, but the department does not track this data for programs offered in schools. DPD will consolidate its existing data and provide in a separate memo.

6. Please provide a breakdown of the Police Special Operations service listed as the source of funds in Amendment #9.

The table below provides the proposed FY 2020-21 budget for the Special Operation units discussed. The budgets include uniform compensation (including pension), civilian compensation, supplies, vehicle, and facility costs. Please note the calculations do not include Dallas Love Field costs because they are reimbursed. As a reminder, the City must meet its police and fire pension obligations under HB 3158 even if these services are discontinued.

Unit	Uniformed FTEs	Civilian FTEs	FY21 Proposed Budget
SWAT	50	0	\$7,827,917
K9	11	0	\$1,818,239
Explosive Ordnance Unit	6	0	\$141,110
Traffic – Motorcycle	26	0	\$4,953,195
Traffic – Other	36	1	\$5,646,958
Helicopter	10	0	\$2,561,239
Mounted	6	1	\$1,400,663
Total	145	2	\$24,349,322

7. How many civilian positions did Dallas Police Department (DPD) have at its peak? How many positions were eliminated during the recession?

DPD’s civilian workforce has changed over the years as programs and services have been absorbed into the department, transferred to other departments, or eliminated entirely, in addition to changes from the recession and subsequent recovery. Much of this fluctuation occurred in just a few years. The highest number of actual positions filled in the last decade was 577 on September 30, 2017 (when normalized for services DPD currently performs).

During the last recession, the FY 2009-10 budget included elimination of 1,328 funded positions, including 840 civilian layoffs. Within DPD, approximately 135 civilian positions were eliminated, resulting in 67 layoffs.

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SUBJECT **Responses to Questions during September 2 Budget Workshop—Second Set**

Thank you again for your engagement in the budget process so far. If you need additional information, please contact me or Jack Ireland, Director of the Office of Budget.


M. Elizabeth Reich
Chief Financial Officer

[Attachment]

- c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
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PROGRAM	LOCATION	ADDRESS	COUNCIL DISTRICT	BEAT	# OF YOUTH	LENGTH OF PROGRAM	DURATION
MENTORING PROGRAMS	JW CARPENTER ELEMENTARY	2121 TOSCA LN	4	455	50/WK	6 WKS	MORNING
	H. I. HOLLAND ELEMENTARY	4203 S LANCASTER RD	4	726	60/WK	6 WKS	MORNING
	HARRY STONE ELEMENTARY	4747 VETERANS DR	3	734	40/WK	6 WKS	MORNING
	BARBARA JORDAN ELEMENTARY	1111 W KIEST BLVD	4	445	160/WK	6 WKS	MORNING
	ROSELAND TOWNHOMES AFTERSCHOOL	2021 N WASHINGTON AVE	14	154	100/WK	6 WKS	MORNING
DPD YOUTH LEADERSHIP COUNCIL	DALLAS POLICE DEPARTMENT	1400 S. LAMAR RD	2	151	12/WK	ZOOM MEETING	BASED OFF STUDENT SCHEDULE
PAL FINANCIAL LITERACY PROGRAM	DALLAS POLICE DEPARTMENT	1400 S. LAMAR RD	2	151	12/WK	ZOOM MEETING	BASED OFF STUDENT SCHEDULE
BLUE IN THE SCHOOL	JW CARPENTER ELEMENTARY SCHOOL	2121 TOSCA LN	4	455	80/WK	6 WKS	HOURS MAY VARY BASED ON INDIVIDUAL SCHOOL
	SYDNEY LANIER ELEMENTARY SCHOOL	1400 WALMSLEY AVE	6	424	85/WK	6 WKS	HOURS MAY VARY BASED ON INDIVIDUAL SCHOOL
	TOM C GOOCH ELEMENTARY SCHOOL	4030 CALCULUS DR	13	555	47/WK	6 WKS	HOURS MAY VARY BASED ON INDIVIDUAL SCHOOL
	FRANK GUZICK ELEMENTARY SCHOOL	5000 BERRIDGE LN	7	318	105/WK	6 WKS	HOURS MAY VARY BASED ON INDIVIDUAL SCHOOL
	MARTHA T REILLY ELEMENTARY SCHOOL	11230 LIPPITT AVE	9	232	100/WK	6 WKS	HOURS MAY VARY BASED ON INDIVIDUAL SCHOOL
	PAUL L DUNBAR LEARNING CENTER	4200 METROPOLITAN AVE	7	311	67/WK	6 WKS	HOURS MAY VARY BASED ON INDIVIDUAL SCHOOL
PAL MUSIC PROGRAM	JP STARKS ELEMENTARY	3033 TIPS BLVD	4	716	9	2X WK/YEARLY	MORNING HOURS
	SEAGOVILLE MIDDLE SCHOOL	304 N KAUFMAN ST	7	357	40	2X WK/YEARLY	MORNING HOURS
	GABE ALLEN ELEMENTARY	5220 NOMAS ST	3	425	11	3X WK/YEARLY	MORNING HOURS
	SEAGOVILLE HIGH SCHOOL	15920 SEAGOVILLE RD	3	425	12	1X/WK/YEARLY	MORNING HOURS
BASKETBALL CAMP	LAKWEST YMCA	3737 GOLDMAN ST	6	422	63/WK	4 WKS	AFTER SCHOOL
SUMMER CAMP	REDBIRD OUTREACH	3662 WEST CAMP WISDOM	8	456	20/WK	6 WKS	SUMMER HOURS
FIRST RESPONDER FRIDAYS	FAITH FAMILY ACADEMY	300 W KIEST BLVD.	4	723	25/WK	5 WKS	COMMUNITY PARTNERSHIP
PAL COLLEGE TOURS	MOUNTAIN VIEW COLLEGE	4849 W ILLINOIS AVE	3	432	20	FIELD TRIP	HELD ON SATURDAYS
PAL BOXING	JANIE C TURNER	6424 ELAM	8	352	40-45	PER DAY/M-F	EVENING HOURS
	FOREST/AUDELIA	9759 FOREST LANE	10	255	30-35	PER DAY/M-F	EVENING HOURS
FACEBOOK LIVE	BOXING BASICS	1400 S. LAMAR RD	2	151	FB LIVE	EVERY OTHER WEEK	
	GUITAR BASICS	1400 S. LAMAR RD	2	151	FB LIVE	EVERY OTHER WEEK	
	MENTORING YOUNG MINDS	1400 S. LAMAR RD	2	151	FB LIVE	EVERY OTHER WEEK	
	LET'S TALK	1400 S. LAMAR RD	2	151	FB LIVE	EVERY OTHER WEEK	

Memorandum



CITY OF DALLAS

DATE September 11, 2020

TO Honorable Members of the Workforce, Education, and Equity Committee

SUBJECT **Update on 2020 Census Outreach and Awareness Efforts**

As we near the deadline to complete the 2020 Census, we are providing you with an update for the final few weeks of 2020 Census outreach efforts. The deadline was moved to September 30 due to COVID-19. While a federal Judge in California issued a temporary restraining order last Saturday that stops the Census Bureau from winding down operations until a court hearing is held on Sept. 17, we are still operating as though September 30 is the deadline for now. In partnership with Dallas County, the Complete Count Committee volunteers, local U.S. Census Bureau partnership specialists, and vendor Alpha Business Images (ABI), we continue robust outreach and awareness efforts to increase our completion numbers by the deadline. Below are some examples of those outreach efforts.

- City Census staff continues to engage City departments to deploy materials, and to participate in filling out the 2020 Census.
- The City of Dallas has partnered with Art + Action to design a message for online circulation activities.
- The Communities Foundation of Texas virtual phone bank in partnership with Shiftsmart is also underway. The goal is to reach 200,000 households by September 30. Those numbers are also being sent direct text messages to respond to the Census.
- One-on-one meetings are underway with City Council, City Census staff, and Alpha Business Images to discuss ideas for the last stretch push.

On September 23, a 7-day countdown is being planned by ABI to foster increased participation in the final days. Information will be sent to the City Council in the coming week. We hope you will make plans to join us!

ABI was scheduled to provide an update to City Council on September 2. That briefing was cancelled due to the budget agenda item; therefore, we have attached ABI's briefing. Highlights include: 8,539 households canvassed, 237,000 families reached by mail, 200 houses of worship engaged, and 175,000 promotional items distributed. Additional outreach numbers include earned media reach of 17.8 million people via television, radio, online, and community newsletters. Reach through paid social media includes 6.3 million impressions. ABI is working with 20 social media influencers. Collectively their reach is an audience of 1,400,000.

ABI also continues to provide data from self-response rates through their subcontractor Civis Analytics. According to ABI, data shows, *"Dallas' 2020 performance has resulted in a 3.5% increase in response rates vs. its 2010 performance relative to the U.S. response rates. That increase translates to 25k+ additional people counted and a \$30 million annual impact."*

DATE September 11, 2020
SUBJECT **Update on 2020 Census Outreach and Awareness Efforts**

ABI is targeting their efforts in the last few weeks in various areas. Event participation and mailers will target Census Tracts with self-response rates between 45%-58%. ABI will also focus social media ads in Census tracts where self-response rates range from 59%-60% and higher; these are also areas with higher internet coverage. ABI's briefing provides that the social media reach will also target very low response rate areas as well.

As we enter the final stretch of the Census, Councilmembers are being asked to participate in canvassing, encourage Complete Count Committee member active participation, assist with deployment of materials, participate in virtual events, encourage neighborhood partners, share provided social media posts, and make announcements at any public appearances. I want to thank our many councilmembers who allowed staff to brief our residents on the Census during their budget town halls.

As always, your support and participation in ensuring a complete 2020 Census count is much appreciated. We can't do this without the City Council!

Please contact me if you have any questions.



Kimberly Bizer Tolbert
Chief of Staff to the City Manager

- c:
- | | |
|--|--|
| Honorable Mayor and City Councilmembers | Joey Zapata, Assistant City Manager |
| T.C. Broadnax, City Manager | Nadia Chandler Hardy, Assistant City Manager |
| Chris Caso, City Attorney | Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services |
| Mark Swann, City Auditor | M. Elizabeth Reich, Chief Financial Officer |
| Biliera Johnson, City Secretary | Laila Aleqresh, Chief Innovation Officer |
| Preston Robinson, Administrative Judge | M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion |
| Majed A. Al-Ghafry, Assistant City Manager | Directors and Assistant Directors |
| Jon Fortune, Assistant City Manager | |



2020 Census Education & Awareness

January 2020 – August 2020

I COUNT, YOU COUNT,
WE ALL COUNT!



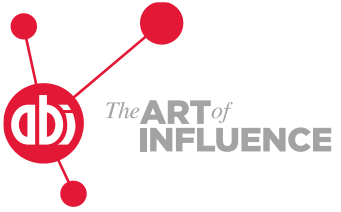
¡YO CUENTO, TU CUENTAS,
TODOS CONTAMOS!





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Organizational Chart

Alpha Business Images
Campaign Strategy & Management
Creative Direction
Campaign Execution

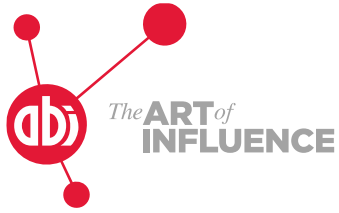
CIVIS Analytics
Data Analytics
Mapping

The Concilio
Outreach
Messaging

JBJ Management
Outreach

MRR & Associates
Media Relations
Messaging

White Pants
Paid Social



Strategy & Planning

January 2020 – March 2020

Develop Brand and Brand Guide

Conduct Focus Groups: Families w/small kids,
African-American and Latino (9)

Develop Dallas County-wide Strategy, Plan &
Implementation Calendar

Launch 20 page English/Spanish website,
dallascensus.com

Build Census Live! Network

Build Partnership Network: 600+

Create Census Intelligence Center

Launch @dallascounts2020 on FB, Instagram and Twitter

Vehicles (2)

Census Live! Kiosks

Census Live! Kits

Census Parties

Videos

Mobile Hot Spots/Tablets (10)

Uniforms

Email Templates (18 cities)

Flags

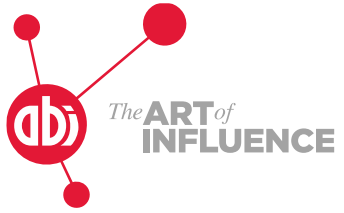
Window Clings

Yard Signs/Posters

Custom Flyers/Postcards

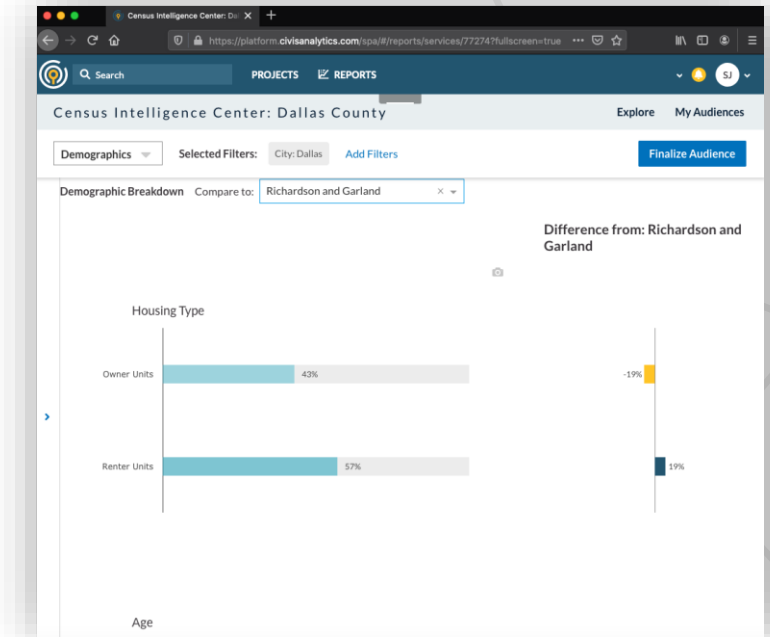
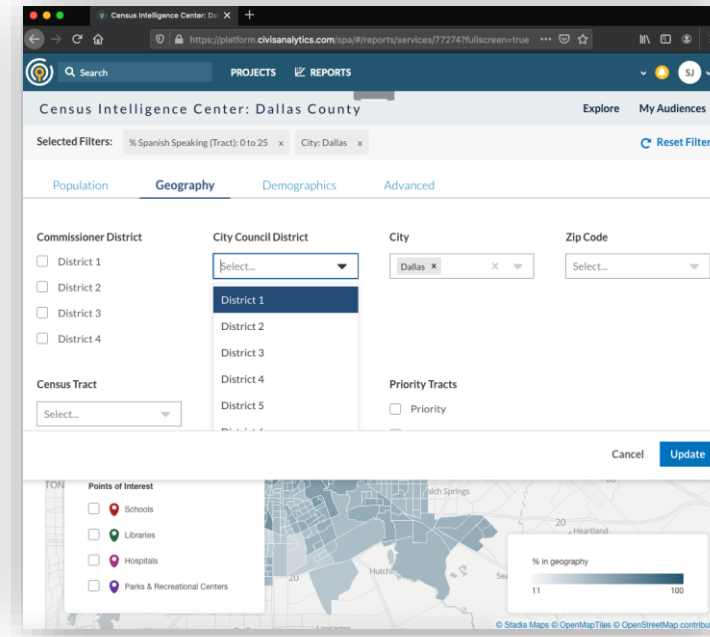
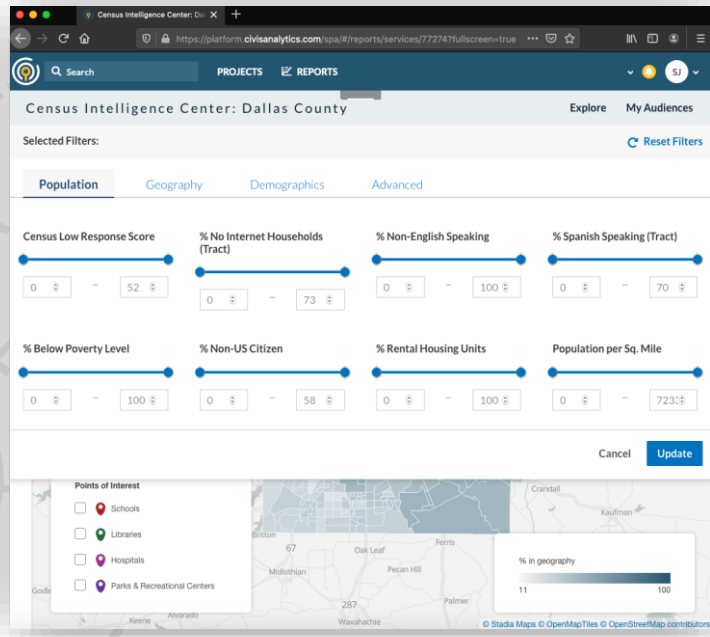
Promo Items

- Hand Sanitizer
- Census Live! Kits
- Tote Bags
- T-Shirts



Census Intelligence Center

CIVIS Analytics





COVID Strategy & Planning

March 2020 – April 2020

SUSPENDED

Census Day (April 1)

County-wide Census Weekend

Census Live! Locations

Census Live! Kiosk

Canvassing

TRANSITIONAL STRATEGY

Food Distribution Sites

Hardware Stores

Heavy increase digital outreach

Digital asset creation

Frequency

Social media ads

Redirect Partners

Elected Officials/Partners Toolkit

March 2020 – August 2020

1



Online Toolkit

25



Educational
Emails

82



Social Media
Posts

Easy downloadable assets at www.dallascensus.com

- Email Template for custom emails (six languages)
- Digital Banners
- Digital/Printable Flyers (six languages)
- Digital/Printable Door Hangers (five languages)

- Multi-Cultural Image Library
- Dallas Census Logos
- Dallas Census PowerPoint Template



Your participation

There's still time to take the Census!

Deadline Extended until September 30!

Spread the Word

Fill out the 2020 census today and get counted!

Respond Now

I COUNT, YOU COUNT.
WE ALL COUNT!



¡YO CUENTO, TU CUENTAS.
TODOS CONTAMOS!

Visit
Call
Follow

www.2020census.gov
844.330.2020
#DallasCounts2020

Support for the response of a health pandemic should not be something we have to worry about. By counting everyone in our household and community in the census, it will help inform how federal funds will be allocated for programs and services to assist our healthcare system for future planning.

844.330.2020
@dallascounts2020
#DallasCounts2020

Dallas City Council Participation



Virtual Census Party



Social Media Video



Yard Signs at Apartments and Bus Stops

Outreach

March 2020 – August 2020
The Concilio / JBJ Management

8,539
Households Canvassed




19,384
Phone Calls



16,880
Families reached at
Food Distribution Sites



11,752
Reached at Lowe's
Home Improvement



237k
Families reached by Mail



200/100k
Churches/Reach



1
English and Spanish
Website



103k
Printed Pieces



175k
Promo Items



I COUNT, YOU COUNT,
**WE ALL
COUNT!**

#DALLASCOUNTS2020

¡YO CUENTO, TU CUENTAS,
**TODOS
CONTAMOS!**

#DALLASCUENTA2020

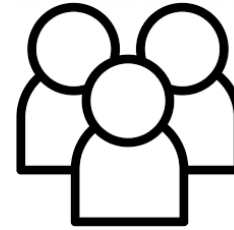


Earned Media

MRR & Associates

17.8MM

Reach



20

TV Stories



330

Community
Newsletters



9

Podcasts



10

Print Articles



72

Online Articles



25

Radio Stories



Social Media

ABI / White Pants

6.3MM

Impressions
from Paid Ads



9,483

Clicks
to dallascensus.com



\$2.99

Cost Per Click



20

Social Media Influencers
Audience of 1.4MM



128,000

Impressions



46,438

Engagements with
Followers



Paid Ads

#DallasCuenta2020
We can do everything we have to do to make a difference. Taking the U.S. Census and getting counted.

WE ALL COUNT! TODOS CONTAMOS!

#DallasCuenta2020

JUNE TEENTH IS A DAY TO REFLECT

WE ALL COUNT! TODOS CONTAMOS!

WE ALL COUNT! TODOS CONTAMOS!

Today we honor and salute those fallen service members and their families.

Para 2022, Texas tendrá la mayor población hispana y representará el 65% del crecimiento del estado.

#DallasCuenta2020

COUNT ME IN Challenge

Starts June 1, 2020
Walk the Talk.
This is your chance to make a difference.

DALLAS COUNTY

WE ALL COUNT! TODOS CONTAMOS!

WE ALL COUNT! TODOS CONTAMOS!

THE CENSUS BUREAU'S OFFICE WILL NEVER ASK FOR

Money or donations

WE ALL COUNT! TODOS CONTAMOS!

Mantener su información privada y segura es la prioridad de la Oficina del Censo.

#DallasCuenta2020

#DallasCuenta2020

Podemos hacer algo ahora que ayude a marcar la diferencia: completar el censo de EE.

WE ALL COUNT! TODOS CONTAMOS!

Hazte a tu comunidad y tu patrimonio al hacer el censo.

#DallasCuenta2020

SEA PARTE DEL CAMBIO.

Su contribución ayudará a Texas a obtener entre 2 y 4 asientos en el Congreso.

WE ALL COUNT! TODOS CONTAMOS!

WE ALL COUNT! TODOS CONTAMOS!

BE PART OF THE CHANGE.

Local communities benefit from the federal money that comes from the census.

WE ALL COUNT! TODOS CONTAMOS!

Los fundadores de nuestro país diseñaron el censo para que cada 10 años...

WE ALL COUNT! TODOS CONTAMOS!

LET'S GET COUNTED CRUISE

Join us on Tuesday, July 13, to spreading the word about the 2020 U.S. Census and celebrating the beauty of Louisiana as they cruise through Lake Caddo to promote the importance of filling out the census by OCT. 31.

WE ALL COUNT! TODOS CONTAMOS!

As part of our commitment to transparency and accountability, the U.S. Census Bureau will release a report on the results of the 2020 Census. This report will include information on the number of people counted, the number of households counted, and the number of people who did not respond to the census.

WE ALL COUNT! TODOS CONTAMOS!

CENSUS ENUMERATORS ARE HITTING THE STREETS

WE ALL COUNT! TODOS CONTAMOS!

NO QUIERES QUE NADIE LLAME A TU PUERTA?

Visite 2020Census.gov o llame al 844.468.2020 y contribuya al censo.

WE ALL COUNT! TODOS CONTAMOS!

If our voices aren't heard, unfair political advantages can occur.

#DallasCuenta2020

WE ALL COUNT! TODOS CONTAMOS!

#DallasCuenta2020

WE ALL COUNT! TODOS CONTAMOS!

Obtener una representación justa.

Complete el censo.

WE ALL COUNT! TODOS CONTAMOS!

YOUR PARTICIPATION WILL CONTRIBUTE TO THE DISTRIBUTION OF

FEDERAL FUNDS TO COMMUNITY EDUCATION

WE ALL COUNT! TODOS CONTAMOS!

WE ALL COUNT! TODOS CONTAMOS!

"Los esfuerzos del censo han permitido a los estados y condados conectarse entre los miembros de una colaboración generalizada, impida una región. Todos nos beneficiamos de una mayor tasa de respuesta regional y estatal y mejorada en la demanda de recursos de los límites políticos definidos, como los límites de la ciudad y los límites del condado."

Molly J. Carroll, Directora de Comunicaciones

15

"Un censo completo es absolutamente vital para garantizar que nuestra comunidad reciba una parte justa de los fondos y la representación federal."

Dr. Elba Garcia, Comisionada Ciudad de Dallas, Distrito 4

WE ALL COUNT! TODOS CONTAMOS!

Make sure everyone gets counted.

#DallasCuenta2020

Ayude y hágase contar.

#DallasCuenta2020

Your census data will provide the necessary information for health care providers to make knowledgeable decisions with federal funded money.

WE ALL COUNT! TODOS CONTAMOS!

#DallasCuenta2020

La información que usted proporciona es vital para garantizar que nuestra comunidad reciba una parte justa de los fondos y la representación federal.

WE ALL COUNT! TODOS CONTAMOS!

#DallasCuenta2020

Deadline Extended until September 30!

WE ALL COUNT! TODOS CONTAMOS!

MÁS PODER

WE ALL COUNT! TODOS CONTAMOS!

#dallascounts2020 social posts



African-American-Focused Efforts

The Concilio / JBJ Management



Events

Black Lives Matter protests
 Concord Church Food Distr.
 Need to Be Heard
 NULYP Phone Bank
 Take a Knee in Unity

Partnerships

AA Pastors Coalition
 Alpha Phi Alpha
 Alpha Kappa Alpha
 Dallas BPA
 DAR
 Delta Sigma Theta

IMA

Harmony Dev Corp
 Kappa Alpha Psi
 The Links
 NULYP
 Reimagine Redbird

Latino-Focused Efforts

The Concilio / JBJ Management / MRR



Events

- Marc Anthony Concert
- Get Counted Lowrider Cruise
- El Mochilón
- Ledbetter Ford Eagle NA
- Mercado 369 Health Fairs

Partnerships

- Catholic Charities
- GDHCC
- Hispanic Heritage Ambassadors
- Los Barrios Unidos
- LULAC
- Pleasant Grove Unidos

- Villas del Tesoro Apartments
- Hunger Busters
- NAHF
- NALEO
- NLLEO
- Wesley Rankin Comm Ctr.



2020 Census is Producing Lower Self-Response Rates

U.S.	64.4%
Texas	59.6%
Harris	59.3%
Houston	55.2%
Dallas County	60.1%
City of Dallas	55.8%

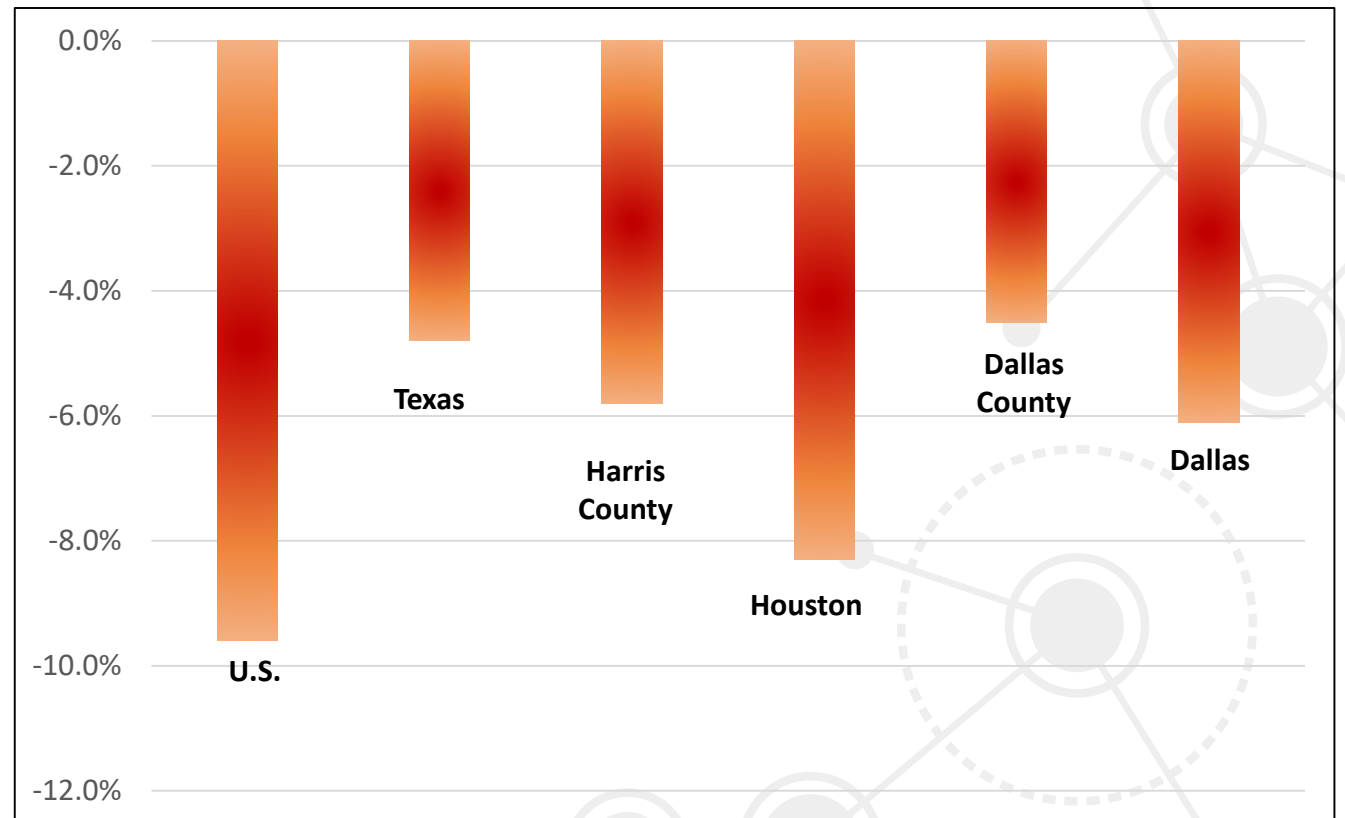
As of 8/21/20

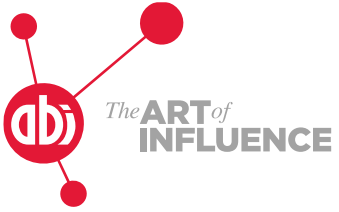
Source: census.gov,

As of 8/21/20

Source: census.gov, Civis Analytics

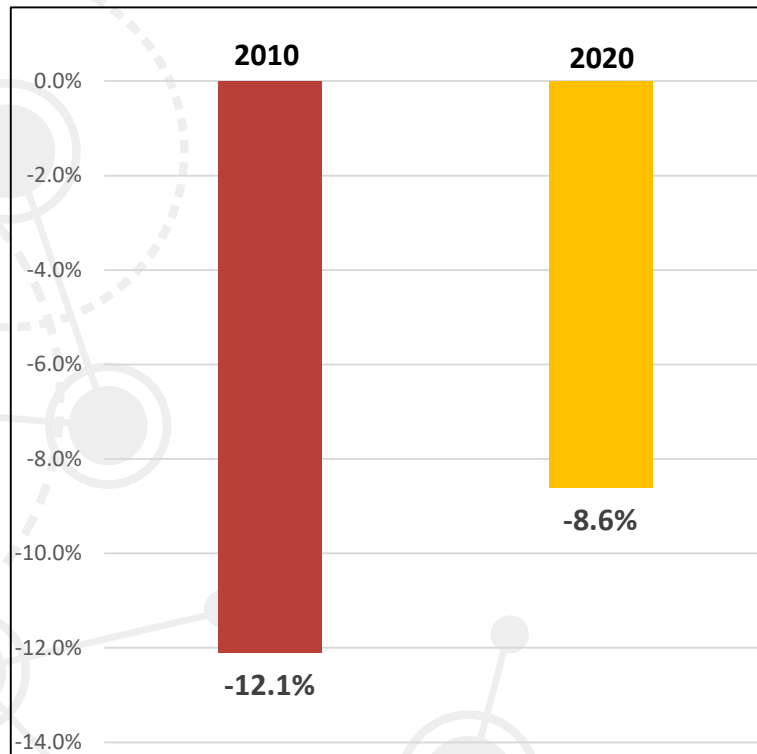
Internet-Focused Survey and COVID Environment





Dallas is Closing the Gap from 2010

Dallas vs. U.S. Response Rate



Dallas' 2020 performance has resulted in a 3.5% increase in response rates vs. its 2010 performance relative to the U.S. response rates.

That increase translates to an 25k+ additional people counted and a \$30mm annual impact.

As of 8/21/20

Source: census.gov, Civis Analytics

Dallas Over Indexes with Hard to Count Demographics

As of August 21, 2020*							
National rate: 64.4%							
	Tarrant County, Texas	Harris County, Texas	Texas	Dallas County, Texas	Houston	San Antonio	Dallas
INTERNET							
Households with a broadband Internet subscription, percent, 2014-2018	84.3%	81.0%	79.3%	78.5%	77.0%	76.6%	73.5%
RENTERS							
Owner-occupied housing unit rate, 2014-2018	60.5%	54.7%	61.9%	50.1%	42.9%	54.4%	41.2%
POVERTY							
Persons in poverty, percent	12.1%	16.5%	14.9%	14.2%	20.6%	18.6%	20.5%
CHILDREN 0 TO 5							
Persons under 5 years, percent	7.0%	7.6%	7.1%	7.5%	7.7%	7.1%	7.7%
RACE/ETHNICITY							
Black or African American alone, percent	17.5%	19.9%	12.8%	23.5%	22.5%	6.9%	24.3%
Hispanic or Latino, percent	29.2%	43.3%	39.6%	40.5%	44.8%	64.2%	41.7%
SELF-RESPONSE RATE							
	65.7%	59.3%	59.6%	60.1%	55.2%	62.2%	55.8%
	less likely HTC						more likely HTC

Source: census.gov, Civis Analytics

Lower Internet Coverage Correlates with Lower Response Rates

RESPONSE RATES		% OF HH W/O INTERNET		% LIVING IN POVERTY	
District 9	68.43%	District 5	43.00%	District 4	34.59%
District 12	63.55%	District 4	41.63%	District 5	29.65%
District 3	63.29%	District 8	36.40%	District 7	28.33%
District 13	63.08%	District 7	35.28%	District 8	27.59%
District 14	57.52%	District 1	30.31%	District 2	23.53%
District 10	57.50%	District 3	28.45%	District 1	22.49%
District 11	56.86%	District 6	23.16%	District 6	20.74%
District 5	55.89%	District 10	21.18%	District 10	19.89%
District 8	55.44%	District 2	20.58%	District 3	19.73%
District 1	54.95%	District 11	18.48%	District 11	15.03%
District 6	53.15%	District 13	13.70%	District 13	12.62%
District 4	52.46%	District 12	12.94%	District 12	10.92%
District 7	51.72%	District 9	12.92%	District 14	10.62%
District 2	49.17%	District 14	7.54%	District 9	9.53%

Targeting Levels for Canvassing and Activations

Census Tract Levels

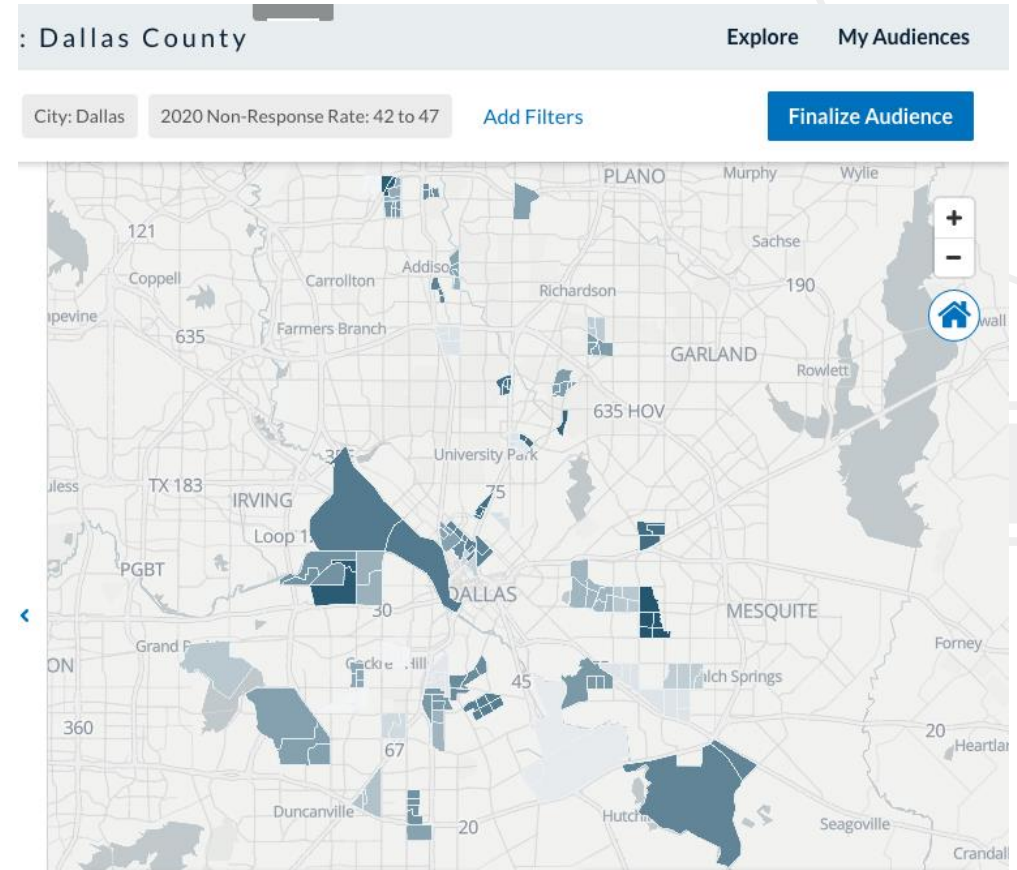
Level 1 69% and above self-response rate

Level 2 59% - 68% self-response rate

Level 3 53% - 58% self-response rate

Level 4 45% - 52% self-response rate

Level 5 44% and below self-response rate



Level 3 Map



30-Day Strategy

Segment Geography by Response Rates

Define five levels

Further target based on hard to count demographics

Concentrate social media ads on Level 1 and 2 census tracts that have higher internet coverage and higher response rates

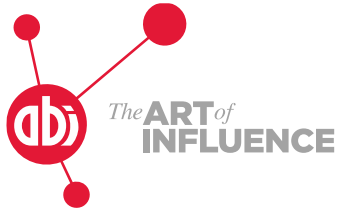
Focus the Dallas Counts Outreach Team on one-on-one outreach in Level 3 and 4 census tracts

Leverage volunteers for one-on-one outreach in Level 3 and 4 census tracts

Target event participation and mailers on Level 3 and 4 census tracts and low performing districts

Focus earned media efforts on media channels that have reach and credibility with the hard to count

Activate, rally and support elected officials, business and community leaders and partners in outreach, targets and necessary collateral to reach and motivate their constituents, employees and customers.



30-Day Activation

Outreach – Level 3 and 4 Tracts

Canvassing	Goal: 100,000+
Phone Bank	Goal: 175,000
Texts	Goal: 175,000
Mailers	Goal: 245,000 HH

Social Media – Level 1 – 5 Tracts

Social Media Ads	Goal: 6MM impressions
16 Social Media Influencers	

Events – Level 4 and 5 Tracts

- Food Distribution
- Voter Registration
- Back to School
- 10-Day Countdown

Activating 600+ Partnerships

- Volunteer canvassing/phone bank
- Event engagement
- Communication channels

Earned Media

- Press Releases
- Op-Ed
- Multi-Cultural/Multilingual Coverage

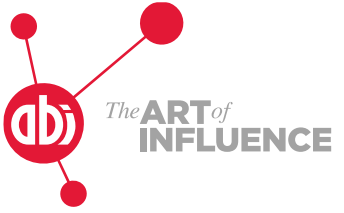
Collateral

- Corporate Email Blast for Chambers/
Business Orgs.
- Emails/Social Post for Partner Toolkit
- Continuation of Outreach Collateral



City Council Participation

- Participate in Canvassing
- Encourage CCC Members
- Attend In-Person and Virtual Events
- Encourage Neighborhood Partners
- Post Tool-Kit Social Media
- Distribute Tool-kit Emails
- Host a Virtual Townhall
- Make Announcements at any Public Appearances



Questions?

Memorandum



CITY OF DALLAS

DATE September 11, 2020

TO Honorable Mayor and Members of the City Council

SUBJECT **Taking Care of Business – September 10, 2020**

[Encampment Resolution Schedule September 7 - 11, 2020](#)

The Office of Homeless Solutions (OHS) has scheduled the following sites for homeless encampment resolution the week of September 7 - 11.

Several new locations have been added for service after previous recurring encampment locations have been vacated due to repetitive service. All new sites will be included in OHS' strategy of repetitive cleaning of the known areas of the City with concentrations of encampments. Repetitive service to concentrations of encampments is a recognized strategy to ending the recurrence of encampments and to encourage encampment residents to accept shelter and services.

The OHS Street Outreach teams have continued to engage with individuals to provide notice of clean-up and connect to resources and shelter. OHS Community Mobilization will meet with stakeholders to determine long-term sustainability of encampment sites and will provide periodic updates. Please direct any questions to Kevin Oden, Interim Director of Office of Homeless Solutions.

New Updates

[Dallas ZoomProspector Location Tool Launched to Assist Small Businesses](#)

The Office of Economic Development on August 31, 2020 launched Dallas ZoomProspector, an easy-to-use, interactive location planning tool. This tool allows businesses to view available commercial sites and buildings as well as critical demographic, workforce, talent, and business data. The City of Dallas has a variety of redevelopment programs that can be searched with the tool within a programmatic area such as a Tax Increment Financing District or Neighborhood Empowerment Zone. In addition, businesses can cross-reference a property search with other types of data, including employment, post-secondary education, transportation, and more. Access the Dallas ZoomProspector tool [here](#). Should you have any questions, please contact Courtney Pogue, Director of the Office of Economic Development.

[2021 Pre-Enrollment Benefit Information Sessions](#)

The Human Resources Department is excited to implement the improvements and enhancements for our employees 2021 Health Benefits that includes:

- New medical plans with Blue Cross Blue Shield of Texas
- New dental plan administrator, same dental coverage options
- New vision plan option offering improved coverage

DATE September 11, 2020
SUBJECT **Taking Care of Business – September 10, 2020**

All employees will need to select or decline 2021 health benefits, or, their current benefit elections will end on December 31, 2020, and will have no coverage in 2021.

Enrollment for 2021 benefits is September 14-27, 2020.

Pre-enrollment information sessions are offered virtually via Microsoft Teams. Multiple meeting dates and times will be offered in both English and Spanish. Please use this [link](#) to view the schedule of information sessions. Attached is the presentation for full details about our 2021 Health Benefits. Please contact the Benefits Service Center at 214-671-6947 (option 1) or hrbenefits@dallascityhall.com with questions.

[Welcoming Week: Creating Home Together, Sept. 12 – 20, 2020](#)

Welcoming Week will be celebrated nationwide from September 12 – 20 to bring together immigrants, refugees, and long-time city residents to build strong connections and affirm the importance of welcoming and inclusive places in achieving collective prosperity. This year, the Office of Welcoming Communities and Immigrant Affairs is adapting its programming to a virtual platform through community collaborations. Events include: Voter Education, Census Outreach, Best Practices to Support Immigrants in Workspaces, Cultural Events, Celebrating Diversity, and more. Additionally, a proclamation will be read by Mayor Johnson at the City Council meeting on September 16, 2020.

Event details can be found in the attached Welcoming Week Calendar (Eng/Span). If you have any questions, please reach out to Christina da Silva, Welcoming Communities & Immigrant Affairs Officer, at christina.dasilva@dallascityhall.com.

[New Procurement Opportunities](#)

The Office of Procurement Services would like to announce that we now offer Debriefs, as a service to provide suppliers with valuable insight and a developmental opportunity to learn the factors that hindered the successful awarding of the solicitation. If a vendor would like to request a debrief, please visit the OPS website <https://dallascityhall.com/departments/procurement/Pages/Home.aspx> or email Danielle Thompson, Assistant Director at danielle.thompson@dallascityhall.com.

The Office of Procurement Services (OPS) is excited to announce the following new contract opportunities. More information can be found on the City's [electronic bid portal](#):

Opportunity No.	Opportunity Name
CIZ 1940	Alley Reconstruction- Group No. 17-1403, by Public Works
CIZ 1941	Alley Reconstruction- Group No. 17-8004, by Public Works
CIZ 1942	Street and Transportation Design Services for Special Projects, by Public Works
CIZ 1943	Target Neighborhood- Group No. 12-636, by Public Works

DATE September 11, 2020

SUBJECT **Taking Care of Business – September 10, 2020**

CIZ1944	Water and Wastewater Main Replacements at Various Locations and University Hill Boulevard Wastewater, by Dallas Water Utilities
BE20-00014300	Animal Feed
BQ20-00014432	Boat and Boat Motor Parts and Repair
BJZ20-00013637	Funding Assistance for Non-Profit Public Facility Improvement Projects
BF20-00013101	Industrial Gases and Breathing Air
BR20-00014267	Tenth Street Historic District
BF20 00014133	Tires, Tubes and Flaps
BR20-00014268	West Dallas Rehab Program

For citywide opportunities for the current quarter, we invite you to review the [Procurement Quarterly](#), published on the OPS [website](#).

Please be advised that once an opportunity is advertised, it is considered an open procurement until the City Council awards the contract. The Code of Ethics prohibits communication between councilmembers and vendors/ suppliers on open procurements. Should you have any questions, please contact Chhunny Chhean, Director of Procurement Services.

[Convention and Event Services – Global Biorisk Advisory Council Star Facility Accreditation](#)

The Kay Bailey Hutchison Convention Center Dallas (KBHCCD) received the Global Biorisk Advisory Council (GBAC) Star Facility Accreditation on Wednesday, September 2, 2020. The accreditation is an objective standard which provides assurance to guests and customers that the KBHCCD is being disinfected at a high standard. The application was completed by Spectra Venue Management, in coordination with Convention and Event Services and VisitDallas. The GBAC Star Facility Accreditation is a performance based program offered through the International Sanitary Supply Association (ISSA), which is built on twenty elements that signify an organization has the proper work practices, procedures, and systems in place to prepare for, respond to, and recover from outbreaks and pandemics. The application process included an exhaustive review of all facets of the KBHCCD to ensure our ability to properly clean, sanitize, and disinfect for infectious agents, such as the novel coronavirus. The GBAC accreditation also includes developing a process to review and adapt to an ever-changing environment.

VisitDallas provided the KBHCCD with 45 additional GBAC training and accreditation scholarships through ISSA that have been distributed to the Building Services Department, the Office of Arts and Culture, and the Dallas Public Library. For more information on GBAC, please contact Rosa Fleming, Director – Convention and Event Services.

DATE September 11, 2020
SUBJECT **Taking Care of Business – September 10, 2020**

Look Ahead

City Council Briefings

September 16, 2020

- Community Land Trust Application and Procedures
- Dallas Housing Authority Annual Update

October 7, 2020

- 2021 City Calendar
- Community Police Oversight Board Mid-Year Report
- Bond Program Update

Media Inquiries

As of September 7, 2020, the City has received media requests from various news outlets regarding the following topics:

- Street reaming to Botham Boulevard
- Scooters Halt in Dallas
- Council Budget Amendments
- DPD RIGHT CARE team
- Overnight Storms Results in Spike in Accident Calls
- Smoke Causes Evacuation of Dallas Office Building
- DFR, DPD and the Texas Game Warden Staff Lake Ray Hubbard for Labor Day Weekend
- KERA Radio Interviews RIGHT Care Team
- DFR Confirms 124 Members Total Having Tested Positive for COVID-19
- DFR Wildland Firefighters Return Home from Assisting with Wildfires in West Texas
- DFR Response Time Questioned Following DPD In-Custody Death
- Multiple Bars Shut Down Over Holiday Weekend

Please see the attached document compiling information provided to the media outlets for September 1, 2020 – September 7, 2020 for your reference. Should you have any questions or concerns, please contact Kimberly Bizer Tolbert, Chief of Staff.



T.G. Broadnax
City Manager

c: Chris Caso, City Attorney

Joey Zapata, Assistant City Manager

DATE September 11, 2020

SUBJECT **Taking Care of Business – September 10, 2020**

Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff
Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager

Nadia Chandler Hardy, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
Laila Alequresh, Chief Innovation Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors

Encampment Resolution Schedule September 7 - 11, 2020

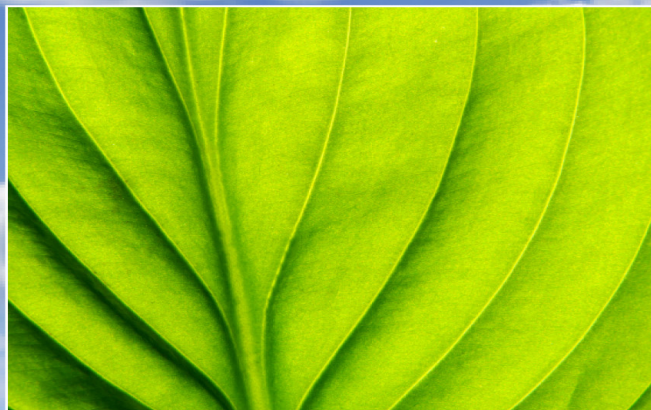
LOCATION	DIVISION
Monday, September 7th (Labor Day)	
Tuesday, September 8th	
W. Pentagon Pkwy. & Marvin D Love Freeway	South
US 67 & Polk	South
700 South Hotel Street	South
550 Hyatt Regency Hotel Dr.	South
75/ N CENTRAL EXPRESSWAY AND FOREST LANE	North
ROYAL LANE AT MANDERVILLE DRIVE	North
75/N CENTRAL EXPRESSWAY AT ROYAL LANE	North
75/ N CENTRAL EXPRESSWAY and 635/ LYNDON B JOHNSON	North
Wednesday, September 9th	
1800 SOUTH BOULEVARD	South
2300 COOMBS Street	South
1700 Chestnut Street	South
1700 Baylor Street	South
2600 Dawson Avenue	South
2600 Hickory Street	South
35/STEMMONS AT ROYAL LANE	North
35/STEMMONS AT WALNUT HILL LANE	North
35/STEMMONS AT MOCKINGBIRD LANE	North
35/STEMMONS AT MEDICAL DISTRICT DRIVE	North
WEST NORTHWEST HIGHWAY AND DENTON DRIVE	North
635/LYNDON B JOHNSON AT JOSEY LANE	North
635/LYNDON B JOHNSON AT WEBB CHAPEL ROAD	North
35/ N STEMMONS FREEWAY AT EMPIRE CENTRAL	North
183/ JOHN WEST CARPENTER AT REGAL ROW	North
183/ JOHN WEST CARPENTER AT MOCKINGBIRD LANE	North
Thursday, September 10th	
1500 South Harwood	South
E R L Thornton and South Munger	South
2530 Commerce	South
2500 Main St.	South
2600 Canton	South
270 Taylor	South
2326 HARCOURT STREET	North
Friday, September 11th	
45/CENTRAL AT PACIFIC AVENUE (Northbound)	North
WOODALL RODGERS AT FIELD STREET	North
WOODALL RODGERS SERVICE ROAD-SOUTHBOUND AT 45/CENTRAL	North



City of Dallas



2021 EMPLOYEE BENEFITS



Open Enrollment for employees is September 14 – September 27, 2020.

Active Enrollment

- You must ACTIVELY enroll in benefits in order to have coverage for the 2021 plan year!
- If you do not enroll, your current benefit elections will end on December 31, 2020.
- REMINDER: If you choose to waive coverage, do so through EBC. If you do not enroll or waive coverage through EBC, the City will assume you do not want coverage for 2021.

This is the only time during the year you can make changes to your coverage unless you experience a qualifying life event

- Example: marriage, divorce, etc.
- Any changes to your benefit elections must be made within 31 days of the qualifying event.

How do I enroll?



City of Dallas

Must enter exact
address to
access site.



- **Online:** <https://standard.benselect.com/cityofdallas>
 - **Log in with your user name: first name.last name and your 4 digit birth year.**
 - (For example, if your name is John Smith and 4 digit birth year, your USER NAME would be john.smith1966)
 - **Your PIN is 6 digits, composed of the last 4 digits of your Social Security Number and the last two digits of your birth year.**
 - (For example, If the last 4 digits of your SSN are 1234 and you were born in 1966, your PIN would be 123466). You will be asked to change your PIN, after you log in for the first time. Be sure to make note of your new password for future use
 - **If you have logged in previously, you will use the credentials you created.**
 - **Having trouble accessing the system, contact EBC at 214-556-0971.**
- **By Phone with a Benefit Specialist**
 - **Call (214) 556-0971 Monday-Friday, 8:15 a.m. – 5:15 p.m.**
 - Benefit Specialists will be available starting September 14th

What do I need to enroll?



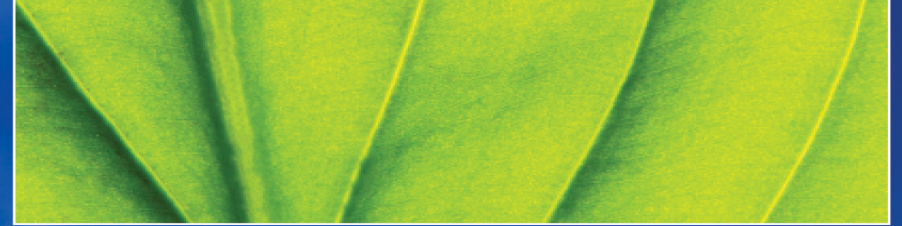
- **Supporting documentation required**
 - **If you add an eligible dependent who is not currently enrolled, you must provide supporting documentation (marriage license, birth certificate, etc.)**
 - Upload it from your computer during the online enrollment process (follow the on-screen instructions)
 - Send it from your Smartphone with the My Selerix app
 - Email it to yourenrollment@ebcoh.com
 - Fax it to (513) 371-5559
- **Questions about or assistance with enrollment?**
 - **Call (214) 556-0971 Monday-Friday, 8:15 a.m. – 5:15 p.m.**
 - Benefit Specialists will be available starting September 14th

Why Blue Cross Blue Shield of Texas?



The City of Dallas heard you and one of the many exciting changes the City wants to bring to you is medical coverage through Blue Cross Blue Shield of Texas (BCBSTX) effective January 1, 2021.

- **Greater network option choices**
- **Increased provider access**
- **Enhanced wellness & clinical resources**



Medical Benefits – Blue Cross Blue Shield of Texas (BCBSTX)



Blue Essentials PCP Plan



Network	Blue Essentials (In-Network Only)
Annual Deductible	
Individual	\$1,500
Family	\$3,000
Annual Out-of-Pocket Max	
Individual	\$6,350
Family	\$12,700
	You Pay
Preventive Care	\$0
Primary Care Physician	\$25 copay
Specialist	\$50 copay
X-Ray and Lab Work*	\$25 copay / \$50 copay
Urgent Care	\$40 copay
Emergency Room	\$300 copay plus 20% after deductible
Inpatient Hospital Care	20% after deductible
Outpatient Surgery	20% after deductible

Plan Highlights:

- **Copays for multiple services**
- **PCP must be selected to access benefits**
- **Referral needed for specialty care**

* For these services to be covered under your office visit copay, the lab or X-ray must be performed in and billed by your physician's office.

Blue Choice Copay Plan



Network	Blue Choice (In-Network Only)
Annual Deductible	
Individual	\$1,500
Family	\$3,000
Annual Out-of-Pocket Max	
Individual	\$6,350
Family	\$12,700
	You Pay
Preventive Care	\$0
Primary Care Physician	\$25 copay
Specialist	\$50 copay
X-Ray and Lab Work*	\$25 copay / \$50 copay
Urgent Care	\$40 copay
Emergency Room	\$300 copay plus 20% after deductible
Inpatient Hospital Care	20% after deductible
Outpatient Surgery	20% after deductible

Plan Highlights:

- **Copays for multiple services**
- **Enhanced network option**

*** For these services to be covered under your office visit copay, the lab or X-ray must be performed in and billed by your physician's office.**

Blue Choice HSA Plan



Network	Blue Choice (In-Network Only)
Annual Deductible	
Individual	\$3,000
Family	\$6,000
Annual Out-of-Pocket Max	
Individual	\$6,350
Family	\$12,700
	You Pay
Preventive Care	\$0
Primary Care Physician	20% after deductible
Specialist	20% after deductible
X-Ray and Lab Work	20% after deductible
Urgent Care	20% after deductible
Emergency Room	20% after deductible
Inpatient Hospital Care	20% after deductible
Outpatient Surgery	20% after deductible

Plan Highlights:

- You can open a health savings account (HSA).
- 2021 City of Dallas HSA contribution!
 - Individual: \$700
 - Family: \$1,700
- You pay all costs for care until your deductible is met.

NETWORK OPTIONS



Network	Blue Choice	Blue Essentials
Network Description	Blue Choice provides a broad network of providers and covers 80% of your eligible expenses after you have met the deductible. Out-of-network services are not covered.	Blue Essentials is a targeted, narrow network , with an emphasis on the most high-quality and cost-effective physicians. Out-of-network services are not covered.
Medical Plan	<u>Copay & HSA Plan</u>	<u>PCP Plan</u>

- **Blue Choice Copay and HSA plans include the enhanced benefit tier option**
 - Regular BCBS in-network facility - plan pays 80% of your facility charges (after deductible)
 - Enhanced benefit facility – plan pays 90% of your facility charges at Baylor or Methodist Health Systems (after deductible)
- **BE SURE TO CHECK IF YOUR DOCTOR IS IN-NETWORK.**
 - Go to www.bcbstx.com and click on the blue *Find a Doctor* box in the upper-middle portion of the screen.
 - Click on the *Search as Guest* box.
 - Click on *Search In-Network Providers* and answer the on-screen questions:

Active Employee Contributions



Blue Essentials PCP			
Salary Band	<\$44,000	\$44,000-\$66,000	\$66,001+
Employee Only	\$15.00	\$20.00	\$25.00
Employee + Spouse	\$209.00	\$221.50	\$234.00
Employee + Children	\$65.50	\$75.50	\$85.50
Employee + Family	\$229.00	\$244.00	\$259.00

Blue Choice Copay Plan			
Salary Band	<\$44,000	\$44,000-\$66,000	\$66,001+
Employee Only	\$32.50	\$37.50	\$42.50
Employee + Spouse	\$244.00	\$256.50	\$269.00
Employee + Children	\$100.50	\$110.50	\$120.50
Employee + Family	\$274.00	\$289.00	\$304.00

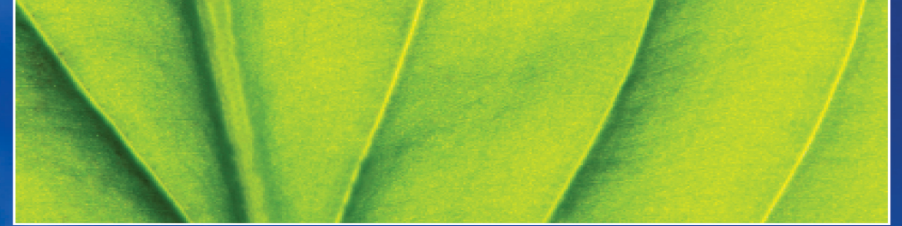
Full-time rates
Per paycheck (24 out of 26)
Rates Pending Council Approval

Blue Choice HSA Plan	
Employee Only	\$15.00
Employee + Spouse	\$209.00
Employee + Children	\$65.50
Employee + Family	\$229.00

30 Day Retail	Blue Essentials PCP Plan	Blue Choice Copay Plan	Blue Choice HSA Plan
Generic Medications	\$15 copay	\$15 copay	You pay 20% after medical deductible is met
Preferred Brand-Name Medications	\$40 copay	\$40 copay	You pay 20% after medical deductible is met
Non-Preferred Brand-Name Medications (Includes Specialty Drug Formulary)	\$75 copay	\$75 copay	You pay 20% after medical deductible is met

Additional Pharmacy Discounts

- **Free diabetes and hypertension medications for certain drug classes**
 - Available to **Blue Essentials PCP** and **Blue Choice Copay** plan members
- **Preventive Therapy Drug List (PTDL) also available for Blue Choice HSA plan members**



Pre-Tax Savings Accounts



Health savings account – Blue Choice HSA Plan Only



Coverage Level	Annual IRS Contribution Maximum	City Annual Contribution	Employee Contribution Maximum
Employee Only	\$3,600	\$700	\$2,900
Employee + Dependents	\$7,200	\$1,700	\$5,500
Catch-Up Contributions (age 55+)	\$1,000	-	\$1,000

TO BE ELIGIBLE FOR A HEALTH SAVINGS ACCOUNT:

- You must participate in an IRS-qualifying high deductible health plan (“HDHP”).
- You cannot be entitled to benefits under Medicare or “double-covered” under any other medical plan.
- You or your spouse cannot be enrolled in a Medical Spending FSA.
- You cannot be claimed as a dependent on another person's tax return.

NOTE: While you cannot participate in the City’s Medical Spending FSA, you *can* participate in the Limited Purpose FSA, which covers dental and vision expenses only.

Note: If you are currently enrolled in the Medical Spending FSA, all funds must be **completely exhausted** by December 31st to be eligible for a 2021 HSA.

*FUNDS ARE FULLY VESTED. PENALTIES APPLY IF USED FOR NON-QUALIFIED EXPENSES

Flexible Spending Accounts – HSA Bank



2021 Limited Purpose FSA

- Set aside pre-tax dollars for eligible dental and vision expenses only
- Contribute up to \$2,750 per year
- Members with an HSA are eligible for a Limited Purpose FSA
- **Eligible expenses:**
 - Dental expenses not covered by insurance (deductible, coinsurance)
 - Vision expenses not covered by insurance (copays, contacts, eyeglasses)
- Funds will not rollover year to year
- Must use funds by 03/15/21 grace period end date

2021 Medical FSA

- Pre-tax dollars for eligible medical expenses
- Contribute up to \$2,750 per year
- Those with an HSA are not eligible
- **Eligible expenses:**
 - Prescriptions
 - Deductibles
 - Co-payments
 - Coinsurance
 - Over-the-counter items with a doctor's prescription
- Funds will not rollover year to year
- Must use funds by 03/15/21* grace period end date
 - *Unless you are switching to the Blue Choice HSA plan, in which case you must use all funds by 12/31/21.

You must make FSA elections each year.

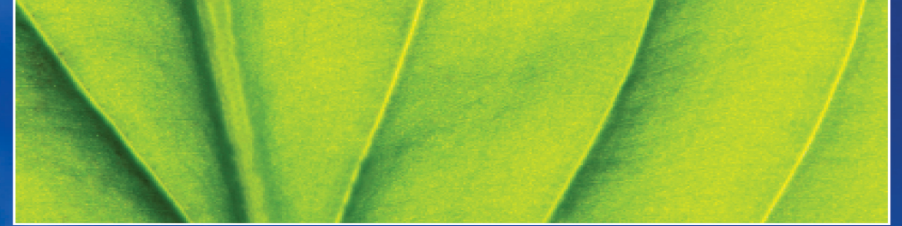
Flexible spending accounts – HSA Bank



2021 DEPENDENT CARE FSA

- Pre-tax dollars to pay for daycare and elder care expenses
- Contribute up to \$5,000 per year (or) \$2,500 if married filing separate returns
- Pay for certain expenses to care for dependents that live with you
- Covers childcare for children under age 13
- Can also be used for adult day care for senior citizen dependents that live with you, such as parents
- Excludes summer camps or long-term care for parents that live elsewhere, such as in a nursing home
- Funds will not rollover year to year - must use funds by 12/31/21
- If you have an HSA, you are also eligible for a Dependent Care FSA
- Must submit online or claim form for reimbursements

You must make FSA plan elections each year.



**Dental Benefits – Delta Dental
Vision Benefits – Davis Vision**



Dental



In-Network Benefits	Dental PPO (DPPO)	Dental HMO (DHMO)
Network	Plus Premier	DHMO Managed Care
Calendar Year Maximum (Does not apply to Diagnostic & Preventive Services)	\$1,750	Unlimited
Deductible (Applies to Basic and Major Services Only)	\$50 per person; \$150 per family	None
Preventive Services (Cleanings, Exams, Flouride, X-Rays)	100%	\$5 exam copay
Basic Services (Filling, Extractions, Anesthesia, Non-Surgical Periodontics)	80% after deductible	Per copay schedule
Major Services (Crowns, Dentures, Bridges, Endodontics, Surgical Periodontics)	50% after deductible	Per copay schedule
Orthodontia (Adult & Child)	50%	Per copay schedule
Orthodontia Maximum (Adult & Child)	\$1,750	\$1,750

Plan Highlights:

- **DPPO**

- If you use an out-of-network dentist, you are responsible for 100% of the amount the dentist charges that exceeds Delta Dental's network-negotiated fee.

- **DHMO**

- You **MUST** select a primary dental office to begin using your benefits.

- **LOCATE A PROVIDER AT:**

- **<https://www1.deltadentalins.com/individuals/find-a-dentist.html>**

Vision High Plan



City of Dallas

Plan Highlights:

- **FREE frames at all Visionworks stores (excludes Maui Jim)**
- **In-Network Benefits online at Glasses.com, 1-800-Contacts, and Befitting**
- **Go to www.davisvision.com to find providers in your network (use client code 7955 for the High Plan or 9573 for the Low Plan).**



Say hello to our mobile app



Plan Feature	High Plan 2-Pair Benefit	Low Plan iDEALChoice
Benefits	2 pairs mix or match	Glasses or Contacts
Eye Exam Retinal Imaging	\$10 copay \$39 copay	\$10 copay \$39 copay
Frame Allowance OR Davis Vision Collection Frames	\$150 allowance plus 20% off balance OR covered-in-full frames at Visionworks locations	\$140 allowance plus 20% off balance OR covered-in-full frames at Visionworks locations
Lens Benefit		
Single Vision	Covered in full after \$10 copay	Covered in full after \$20 copay
Bifocal	Covered in full after \$10 copay	Covered in full after \$20 copay
Trifocal Lenticular	Covered in full after \$10 copay	Covered in full after \$20 copay
Contact Allowance		
Davis Vision Collection	\$10 copay, then covered in full up to 8 boxes	\$20 copay, then covered in full up to 4 boxes
Retail	\$130 allowance plus 15% off balance	\$130 allowance plus 15% off balance
Frequency Guidelines		
Exams	Once every January 1	Once every January 1
Frames	Once every January 1	Once every other January 1
Contacts or Lenses	Once every January 1	Once every January 1

Dental and Vision Rates



Per pay period rates (24 out of 26 checks)

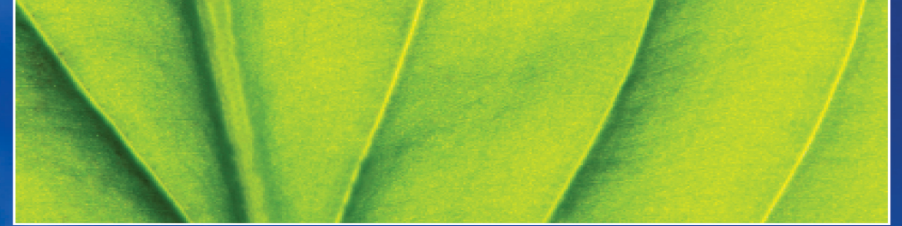
Rates Pending Council Approval

Dental HMO Plan	
Employee Only	\$6.17
Employee + Spouse	\$11.35
Employee + Child(ren)	\$11.41
Employee + Family	\$16.05

Vision High Plan	
Employee Only	\$3.32
Employee + Spouse	\$6.08
Employee + Child(ren)	\$6.37
Employee + Family	\$9.79

Dental PPO Plan	
Employee Only	\$22.27
Employee + Spouse	\$40.97
Employee + Child(ren)	\$41.50
Employee + Family	\$57.89

Vision Low Plan	
Employee Only	\$2.58
Employee + Spouse	\$4.71
Employee + Child(ren)	\$4.94
Employee + Family	\$7.59



Value Added Benefits at No Cost to You!





BlueCross BlueShield
of Texas

Blue365

Blue365 offers **premier health and wellness discounts** and is **free to join for medical plan members**. Members have access to discount programs in:

- Apparel & Footwear
- Fitness
- Hearing & Vision
- Home & Family
- Nutrition
- Personal Care

How to access? Visit:

<https://www.blue365deals.com/BCBSTX/>

BCBS Member Rewards Program



A program administered by Sapphire Digital that offers cash rewards when a lower-cost, quality provider is selected from several options.

How does it work?

- When a doctor recommends treatment, call a Benefits Value Advisor at the number on the back of your member ID card, or log into Blue Access for MembersSM at bcbstx.com and click the Doctors and Hospitals tab – then on Find a Doctor or Hospital
- Choose a Member Rewards eligible location, and you may earn a cash reward
- Complete your procedure and, once verified, you will receive a check within 4 to 6 weeks
Questions? Call the number on the back of your member ID card.

BVAs can help you save money on health procedures and tests. They can also help you understand and use your benefits more wisely.

You'll get guidance for all your health plan benefits so you only need one call to get support. BVAs can help you:

- Maximize your benefits to get better value
- Get cost estimates for various providers and procedures • Schedule appointments
- Find a doctor or facility
- Set up preauthorization



Want to know more? Watch a video.

You may text¹ keyword **MYBVA** to **33633** on your mobile phone to get more information and watch a video.

1 Message and data rates may apply. Terms, conditions and privacy policy at bcbstx.com/mobile/text-messaging.

One call can help you get the most from your benefits.

Call the number on the back of your member ID card before your next procedure.


Your life's journey—made easier

No matter where you are on your journey, there are times when a little help can go a long way. From checking off daily tasks to working on more complex issues, your program offers a variety of resources, tools and services available to you and your household members.

Key features:

- **Provided at no cost**
- **Confidential service provided by a third party**
- **Available 24/7/365**

Here's how to get started

-  Give us a call and we will connect you with the right resource or professional.
1-800-424-1729
-  Visit MagellanAscend.com to browse all of the services available.



CareATC Clinics – Closed until City Hall Re-opens



City Hall Onsite Clinic

- **Blue Essentials PCP and Blue Choice Copay plan members**
 - Free office visits (sick and preventive), onsite-dispensed medications, and onsite lab work
- **Blue Choice HSA plan members**
 - Free preventive office visits
 - \$25 fee for sick visits, onsite-dispensed medications, and onsite lab work
 - **Fee reduced to \$5 once the deductible has been met and \$0 once the out-of-pocket maximum has been met**

SERVICE	EXAMPLE
Acute Care (Treatment of common illnesses and minor injuries)	<ul style="list-style-type: none">• Flu• Sinus infections,• Sprains
Chronic Disease Evaluation, Monitoring and Care Management	<ul style="list-style-type: none">• Hypertension• Diabetes• Asthma
Minor Procedures and Wound Care	<ul style="list-style-type: none">• Simple biopsies• Skin tag/mole removal
Preventive Care and Comprehensive Physical Exams	<ul style="list-style-type: none">• Age appropriate physicals• Routine gynecological exams• prostate exams• kids sports/camp physicals,
Diagnostic Testing and Screenings	<ul style="list-style-type: none">• On-site lab work• EKGs

To make an appointment, call 1-800-993-8244, visit www.careatc.com, or use the CareATC mobile app.

Kannact Diabetes Management



Diabetes management supplies and support program

ALSO SUPPORTS HYPERTENSION AND CARDIOVASCULAR RISK

You receive:

- **Free glucometer and testing supplies delivered to your doorstep**
 - Option for a traditional glucometer or a smartphone-based glucometer
- **Dedicated, certified diabetes coach to help you self-manage your condition**
- **Personalized action plan**
- **Free blood pressure cuff (hypertension support)**

Talk to a Kannact representative today or sign up at:

WWW.KANNACT.COM/CITYOFDALLAS

2021 BENEFIT REWARDS PROGRAM: Simplified Steps and rewards!



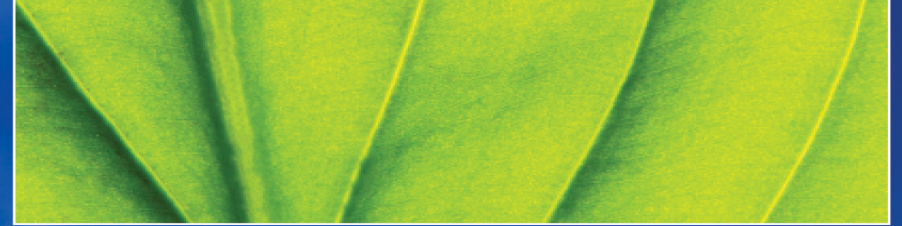
Participation rewards:

- **Extra \$500 in your payroll in December 2021.**

Available to Employees enrolled in a City-sponsored medical plan (09/01/20 – 08/31/21):

- **Complete the online Health Assessment.**
- **Get an annual physical or age-appropriate screening with your physician.**
- **Complete a biometric screening with at a City of Dallas onsite event or CareATC onsite clinic.**

You earn your wellness incentive at any point in the wellness year.



Life and AD&D Benefits



Basic Life Coverage

- Full-time employees - \$75,000 benefit paid for by the City

Supplemental Life Coverage

- **Must have employee coverage to elect dependent coverage**
- **Employees who previously elected supplemental life can increase their amount by one increment up to the Guarantee Issue without answering Evidence of Insurability**
- **Election Limits**
 - Employee – 1x, 2x, or 3x annual salary up to \$500,000
 - Spouse - \$15,000 or \$25,000
 - Child - \$5,000 or \$10,000

Remember to update your beneficiary information!

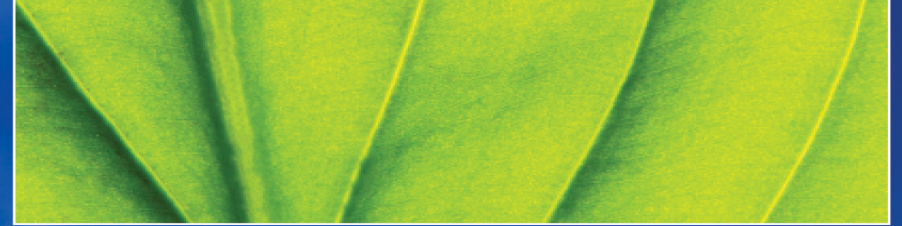
Accidental Death & Dismemberment (AD&D)



Voluntary AD&D

- **Must have employee coverage to elect dependent coverage**
- **Election limits**
 - Employee - \$25,000 increments up to \$250,000
 - **Cannot exceed 10x annual salary**
 - Spouse Only – 60% of employee coverage
 - Child Only – 20% of employee coverage up to \$50,000 per child
 - Spouse and Child
 - **Spouse - 50% of employee coverage**
 - **Child - 15% of employee coverage**

Remember to update your beneficiary information!



Other Voluntary Benefits



Voluntary Benefits



Voluntary Benefit Plan Highlights- Benefits Paid Directly to You!

Accident Insurance	<ul style="list-style-type: none"> • In the event of a covered benefit, this benefit will assist in paying your deductible, copays, and other medical bills or your daily expenses while you recover • Health screening benefit of \$75
Critical Illness Insurance	<ul style="list-style-type: none"> • Includes cancer care • Higher guarantee issue (GI) amounts and ongoing GI for future life events and future annual enrollments • Waived pre-existing conditions limitation • New \$50 health maintenance screening benefit
Hospital Indemnity Insurance	<ul style="list-style-type: none"> • Covers unexpected out-of-pocket expenses when you end up in the hospital • New \$50 health maintenance screening benefit • Guarantee Issue (GI) for employees and dependents during the 2020 enrollment and ongoing GI for future life events and future annual enrollments • Waived pre-existing condition limitation
Short-Term Disability Insurance	<ul style="list-style-type: none"> • No pre-existing condition limitation for short-term disability coverage • Provides up to 60% of your pre-disability income up to 6 months
Long Term Disability Insurance	<ul style="list-style-type: none"> • After 180 day waiting period, this benefit will provide up to 60% of your income if you were to become temporarily disabled on or off the job

Questions?



Enrollment reminder:

- **Online:** <https://standard.benselect.com/cityofdallas> ← Must enter exact address to access site.
- **By Phone with a Benefit Specialist: (214) 556-0971**
 - Benefit Specialists will be available starting September 14th
- **General benefits questions**
 - Call the City Hall Benefits Service Center at (214) 671-6947 option 1, e-mail hrbenefits@dallascityhall.com
- Monday-Friday, 8:15 a.m.- 5:15 p.m.

WELCOMING WEEK

September 12-20, 2020

CREATING HOME TOGETHER



SATURDAY
September
12

Welcoming Week Kickoff Livestream Event
2 p.m.
Kickoff Welcoming Week by attending Welcoming America's free livestream event, featuring exciting music, dance performances, inspiring personal stories and more!
Welcomingamerica.org/programs/welcoming-week - Registration Required

MONDAY
September
14

Virtual Salaam Supper with Refugee Services of Texas
5:30 - 7 p.m.
Join Refugee Services of Texas for a virtual Salaam Supper. Let's cook together with a special online cooking demo.
Bit.ly/salaamsupper - Registration Required

Votando Por Mi Familia: Enterate para que vas a votar (Presented in Spanish)
6 - 7 p.m.
Learn about the voting process and what will be on the next ballot! Hosted in partnership with Mi Familia Vota.
Facebook.com/MiFamiliaVota

TUESDAY
September
15

Hispanic Heritage Month Celebration
11 a.m.
District 5 Council Member Jaime Resendez will host a virtual program that celebrates Latinx art and culture. The event will feature a Proclamation, recognizing Hispanic Heritage Month read by Mayor Eric Johnson, an art exhibition and performances representing the diverse talents of performers and artists across Dallas.
Facebook.com/DallasCityCouncilDistrict5

Creating Welcoming Spaces for DACA Recipients
1 - 2 p.m.
Welcoming Communities and Immigrant Affairs (WCIA) will host a virtual panel discussing best practices to support Deferred Action for Childhood Arrivals (DACA) Recipients in higher ed and in work. Employers, social service providers and educators are encouraged to participate! Panelist speakers include: Juan Carlos Cerda, Texas Business Immigration Coalition; Michele Bobadilla, University of Texas – Arlington; Candy Marshall, theDream.US; Laura Collins, George Bush Presidential Center
Bit.ly/welcomingdaca

El Grito: Celebrating Mexican Independence Day
6 - 7:30 p.m.
Consul General Francisco de la Torre of the Mexican Consulate will host a virtual celebration in honor of Mexican Independence Day.
Facebook.com/ConsuladoGeneraldeMexicoenDallas

WEDNESDAY
September
16

Welcoming Week Proclamation
9 a.m.
Dallas Mayor Eric Johnson will read the 2020 Welcoming Week Proclamation during the City Council meeting.
Bit.ly/cityofdallastv

Virtual Zumba Dance Class
5:30 - 6:30 p.m.
Join Refugee Services of Texas' very own Marvin Jimu, Certified Zumba Instructor, as he leads us in a virtual Zumba class!
Bit.ly/virtualzumbaclass - Registration Required

THURSDAY
September
17

Immigrant Journey Awards and Welcoming Week Celebration
7 - 8 p.m.
Honoring DFW leaders who have championed immigrant inclusiveness.
Bit.ly/immigrantjourneyawards

SATURDAY
September
19

Citizenship Workshop
9 a.m.
Learn how to complete your N-400 application for citizenship successfully. Receive assistance from volunteer immigration attorneys and Department of Justice (DOJ) accredited representatives. For more information, contact Lourdes Vargas, lvargas@ccdallas.org, 469-822-1992. To volunteer, email Jessica Hernandez at jhernandez@ccdallas.org.
Ccdallas.org/citizenship

4 DAY EVENT
BE THE CHANGE:
SIGN UP TO
VOLUNTEER
FOR CENSUS
OUTREACH

Saturday
September 12
9 a.m. - Noon

Tuesday
September 15
11 a.m. - 1 p.m.
6 - 8 p.m.

Thursday
September 17
11 a.m. - 1 p.m.
6 - 8 p.m.

Saturday
September 19
9 a.m. - Noon

Sign up for an opportunity to volunteer for the Census! Activities include placing yard signs, poster hanging, placing door hangers and making calls to partners. T-shirts and hand sanitizers will be provided.
Bit.ly/dallascensusvolunteer

@DallasWCIA
 @Dallas_WCIA
#creatinghometogether
#dallaswelcomes



Translation and interpretation are available in multiple languages; please contact christina.dasilva@cityofdallas.com to make arrangements.



SEMANA DE BIENVENIDA

12 al 20 de Septiembre de 2020

CREANDO UN HOGAR JUNTOS



SABADO
12
de Septiembre

Inicio de la Semana de Bienvenida: Evento de Transmisión en Vivo

2 p.m.

¡Comience la Semana de Bienvenida asistiendo al evento gratuito de transmisión en vivo de Welcoming America, que presenta música emocionante, presentaciones de baile, historias personales inspiradoras y más!

Welcomingamerica.org/programs/welcoming-week - Es necesario registrarse

EVENTO DE 4 DÍAS
SEA EL CAMBIO:
REGÍSTRESE PARA
SER VOLUNTARIO
PARA EL ALCANCE
DEL CENSO

LUNES
14
de Septiembre

Cena Virtual Salaam con Refugee Services of Texas

5:30 - 7 p.m.

Únase a Refugee Services of Texas para una Cena Salaam virtual. Cocinemos juntos con una demostración especial de cocina en línea.

Bit.ly/salaamsupper - Es necesario registrarse

Votando Por Mi Familia: Enterate para que vas a votar (Presentado en Español)

6 - 7 p.m.

¡Aprenda sobre el proceso de votación y lo que habrá en la próxima boleta! Patrocinado en asociación con Mi Familia Vota.

[Facebook.com/MiFamiliaVota](https://www.facebook.com/MiFamiliaVota)

Sabado
12 de Septiembre
9 a.m. - mediodía

Martes
15 de Septiembre
11 a.m. - 1 p.m.
6 - 8 p.m.

Jueves
17 de Septiembre
11 a.m. - 1 p.m.
6 - 8 p.m.

Sabado
19 de Septiembre
9 a.m. - mediodía

¡Regístrese para tener la oportunidad de ser voluntario para el censo! Las actividades incluyen colocar letreros en el patio, colgar carteles, colocar colgadores en las puertas y hacer llamadas a los socios. Se proporcionarán camisetas y desinfectantes para manos.

Bit.ly/dallascensusvolunteer

MARTES
15
de Septiembre

Celebración del Mes de la Herencia Hispana

11 a.m.

El concejal del Distrito 5, Jaime Resendez, presentará un programa virtual que celebra el arte y la cultura latinx. El evento contará con una Proclamación, en reconocimiento al Mes de la Herencia Hispana leída por el alcalde Eric Johnson, una exhibición de arte y actuaciones que representan los diversos talentos de los artistas de Dallas.

[Facebook.com/DallasCityCouncilDistrict5](https://www.facebook.com/DallasCityCouncilDistrict5)

Creación de Espacios de Bienvenida para las personas que tienen DACA

1 - 2 p.m.

Welcoming Communities and Immigrant Affairs (WCIA) organizará un panel virtual que discutirá las mejores prácticas para apoyar a los beneficiarios de Acción Diferida para los Llegados en la Infancia (DACA) en educación superior y trabajo. Se anima a participar a empleadores, proveedores de servicios sociales y educadores. Los oradores panelistas incluyen: Juan Carlos Cerda, Texas Business Immigration Coalition; Michele Bobadilla, University of Texas – Arlington; Candy Marshall, theDream.US; Laura Collins, George Bush Presidential Center

Bit.ly/welcomingdaca

El Grito: Celebrando el Día de la Independencia de México

6 - 7:30 p.m.

El Cónsul General de la Torre del Consulado de México patrocinará una celebración virtual en honor al Día de la Independencia de México.

[Facebook.com/ConsuladoGeneraldeMexicoenDallas](https://www.facebook.com/ConsuladoGeneraldeMexicoenDallas)

MIÉRCOLES
16
de Septiembre

Proclamación de la Semana de Bienvenida

9 a.m.

El alcalde de Dallas, Eric Johnson, leerá la Proclamación de la Semana de Bienvenida 2020 durante la reunión del Concejo Municipal.

Bit.ly/cityofdallastv

Clase de Baile Virtual de Zumba

5:30 - 6:30 p.m.

¡Únase al propio Marvin Jimu, Instructor Certificado de Zumba de Refugee Services of Texas, mientras nos guía en una clase virtual de Zumba!

Bit.ly/virtualzumbaclass - Es necesario registrarse

 [@DallasWCIA](https://www.facebook.com/DallasWCIA)

 [@Dallas_WCIA](https://twitter.com/Dallas_WCIA)

JUEVES
17
de Septiembre

Premios de Viaje de Inmigrantes y Celebración de la Semana de Bienvenida

7 - 8 p.m.

Honrando a los líderes del DFW que han defendido la inclusión de los inmigrantes.

Bit.ly/immigrantjourneyawards

SABADO
19
de Septiembre

Taller de Ciudadanía

9 a.m.

Aprenda a completar su solicitud N-400 para la ciudadanía. Reciba asistencia de abogados voluntarios de inmigración y representantes acreditados por el Departamento de Justicia (DOJ). Para obtener más información, comuníquese con Lourdes Vargas, lvargas@ccdallas.org, 469-822-1992. Para ser voluntario, envíe un correo electrónico a Jessica Hernandez a jhernandez@ccdallas.org.

Ccdallas.org/citizenship

#creandonuestrohogarjuntos #dallasdalabienvendida

La traducción y la interpretación están disponibles en varios idiomas. Comuníquese con christina.dasilva@cityofdallas.com 24 horas antes del evento para que la ciudad de Dallas pueda hacer arreglos.



Communications, Outreach & Marketing
Media Requests
Sept. 02 – Sept. 07

Date Submitted: 09/02/20

Topic: Botham Boulevard

Inquiry: NBC 5 Reporter Jack Highberger inquired about the push to rename Lamar Street to Botham Boulevard and the renaming process. COM provided the tentative schedule to allow for all notification requirements between hearings, which is SRC-September 03, CPC-October 15 and CC-December 09.

Submitted By: Deme Jackson (Sustainable Development and Construction)

Media Entity: Jack Highberger (NBC 5)

Date Submitted: 09/02/20

Topic: Scooters Halted in Dallas

Inquiry: Jacob Vaughn with the Dallas Observer asked about specific statistics regarding scooter use, how the temporary removal would make the city safer and if scooters were a factor in a shooting in Deep Ellum on Aug 28. In response, we connected Mr. Vaughn with DPD to answer certain public safety questions that they are the subject matter experts on.

Transportation shared the Dockless Vehicle ordinance with Mr. Vaughn and issued the following statement: There are issues with the Dockless Vehicle ordinance being obeyed. According to the ordinance, no one under 18 can rent scooters. From a safety standpoint, it is the vendor responsibility, ensure that and all other parts of the ordinance are followed.

Submitted By: Nichelle Sullivan (Transportation)

Media Entity: Jacob Vaughn, Reporter (Dallas Observer)

Date Submitted: 09/03/20

Topic: Council Amendments

Inquiry: Mr. Jaspers requested straw voting results of budget amendments Council voted on. He was referred to the City Secretary's Office & Office of the Budget as well as Council Memos when the document was ready for distribution. He was referred to the webpage below.

[https://dallascityhall.com/government/citymanager/Documents/FY19-20 Memos/FY-2020-21-Budget-Amendments-Results-of-Straw-Poll Memo_090420.pdf](https://dallascityhall.com/government/citymanager/Documents/FY19-20_Memos/FY-2020-21-Budget-Amendments-Results-of-Straw-Poll_Memo_090420.pdf)

Submitted By: Nichelle Sullivan (City Secretary/Budget)

Media Entity: Bret Jaspers, Reporter (KERA)

Date Submitted: 09/04/20

Topic: Dr. Marshal Isaacs interview request

Inquiry: Syeda Hasan with KERA requested to interview Dr. Marshal Isaacs, the medical director of Dallas Fire-Rescue, on the proposed expansion of the Dallas Police RIGHT Care team. COM looped in Dallas Fire-Rescue PIO Jason Evans, who coordinated the interview.

Submitted By: Catherine Cuellar (Dallas Fire-Rescue)

Media Entity: Syeda Hasan (KERA)



CITY OF DALLAS

Dallas Fire-Rescue Department
Media Requests: September 1st – 7th, 2020.

Wednesday, September 2nd: WFAA 8 (Maci Smith) - Putting in my usual request for wrecks/high water calls this morning between around 4am and 7am.

City Response - Dallas Fire-Rescue responded to at least 18 various types of accident in that time frame. There were no “High Water Incidents” in our response records.

Thursday, September 3rd: Fox 4 News (Rick Smith) – Can you please send us any details you have on an office building fire on Terre Colony Ct.? Thank you.

City Response – Just before Noon, Dallas Fire-Rescue units were dispatched to a 911 call for a structure fire at an office building, located at 1637 Terre Colony Court, after occupants in the building began noticing smoke coming from the vents in the building.

Firefighters discovered the source of the smoke to be an HVAC unit, which had suffered an unspecified electrical short, and sent smoke through the ventilation system and into the building itself.

The building was self-evacuated prior to DFR’s arrival; and even though there was no actual fire, crews stayed on scene to help clear smoke from the building.

Thursday, September 3rd: NBC 5 (Claire Cardona & Yona Gavino) – Does DFR have personnel staffing Marine 1 at Lake Ray Hubbard for the Labor Day holiday; and if so, what will they be looking for during their patrols?

City Response - DFR personnel from Station 39 will staff Marine 1, and Marine 1 reserve, on Saturday, September 5th - Monday, September 7th, from 10A – 10P.

DFR has no enforcement authority on the lake, but we work in conjunction with the Texas Game Wardens and DPD (who do) to try and keep the lake as safe as possible. There are certain locations that are more prone to emergency response, based on the things that lake-goers like to do in these locations, like water ski and operate jet skis.

The main reason we staff the units on the lake during these types of weekends is to cut down on the time it takes us respond to emergencies. Additionally, it influences the

attentiveness of everyone on the lake when a public safety presence is being prominently displayed.

Labor Day is among the busier holidays, because a lot of people view it as a last vacation before the end of the Summer.

Friday, September 4th: KERA Radio (Syeda Hassan) - I'm a reporter with KERA News, the local NPR station. I'm hoping to connect with Dr. Marshal Isaacs, the medical director of Dallas Fire-Rescue, for an interview on the proposed expansion of the Dallas Police RIGHT Care team. Would Dr. Isaacs be available to speak via Zoom or over the phone?

I'm available any time today as well as early next week. Please don't hesitate to contact my cell at 512-436-1359 with any questions. Thank you.

City Response – Coordinated a Teams Meeting with the reporter which included DFR's, EMS Deputy Chief, Tami Kayea, and MCHP/RIGHT Care Lieutenant, Isaac Gooch, along with DPD's Sergeant, Jennifer Wells and Parkland's Kurtis Young. The interview was done on the same day, at 1:00 p.m., but the air time is still TBD.

Saturday, September 5th: Sent the following information to all local news desks –
https://twitter.com/DallasFireRes_q/status/1302238047703101441?s=19

As of September 4th, @DallasFireRes_q is reporting that a total of 124 #firefighters and civilian employees have tested positive for #COVID19. 118 have fully recovered and returned to work, and 13 are in #quarantine for on and off-duty exposures.
@CityOfDallas #FlattenTheCurve

Saturday, September 5th: Sent the following information to all local news desks –
Good afternoon everyone,

Please see the following social media posts for information on DFR Wildland Firefighting Team members returning home from helping out with the fires in West Texas.

Please feel free to use the photos on Twitter and FB if you'd like to give it a mention.

Brief summary:

Went to Deep creek fire outside of Cisco, then reassigned to Smith Canyon Fire in Pecos county- approx 11300 acres. Sent 8 from DFD to work in a strike team with Members from Fort Worth, Cleburne, and Parker County ESD. Operations included

recon, fire control, mop up and patrol of fire area. Out for 7 days. Left Sunday, a very quick call out for assistance.

https://twitter.com/DallasFireRes_q/status/1302354793541890048?s=19

<https://www.facebook.com/340809029275626/posts/3418640771492421/?sfnsn=mo&xtid=3w8gWEIKX6VqhL23>

Monday, September 7th: WFAA 8 (Lance Conrad) - Good morning, I have been asked to find out if you know the response time for DFR to this in custody death call? Thanks, Lance



FOR IMMEDIATE RELEASE
September 6, 2020

FOR MORE INFORMATION CONTACT:
pio@dpd.dallascityhall.com

Deputy Chief Reuben Ramirez Discusses Andre Leshon Lee's Death in Custody Case (BWC Video Provided)

Police were called on August 28, 2020, at 10:54 p.m. to a home in the Pleasant Grove area after a man, Mr. Andre Leshon Lee jumped through the front window, grabbed a sharp object, threatened to kill the homeowner, and barricaded himself in one of the bedrooms. The police convinced the man to surrender and while waiting for DFR to transport him to a local hospital, Mr. Lee fell unconscious. Police administered CPR until DFR arrived. Mr. Lee's wife stated at the scene that her husband was high on cocaine. Mr. Lee passed away five days later on September 2, 2020, while at the hospital in police custody. The department is awaiting the toxicology report.

In compliance with the Dallas Police Department's new video release policy, we are releasing the video this afternoon. Tonya McClary of the Office of Community Police Oversight has reviewed the video in conjunction with the department and arrangements have been made for viewing by the family.

<https://youtu.be/gMtmWzDCEfs>

CAUTION: This email originated from outside of the organization. Please, do not click links or open attachments unless you recognize the sender and know the content is safe.

City Response - DFR's response time to the incident was 6 minutes and 43 seconds.

Monday, September 7th: Fox 4 News (Steven Young) - Jason: Do you know if the Dallas Fire Marshal shut down some Oak Cliff bar/restaurants Sunday night because of over capacity:

LC Lounge at 305 Centre Street, 2 one 6 Bar & Cocina at 212 S. Llewellyn and the Sunset Crab Shack at 534 Sunset Ave

City Response - DFR was checking for compliance with the executive order. These facilities were in violation of the order by operating under their current listed use; in addition the facilities were in excess of the listed occupant loads for the structures.

- **LC Lounge at 305 Centre Street**: The location has an occupant load of 68 (@100% occupancy) DFR counted 300 occupants inside the structure. The owner/operator received a citation.
- **2 one 6 Bar & Cocina at 212 S. Llewellyn**: The location has an occupant load of 145 (@ 100% occupancy) DFR counted 158 occupants inside the structure. The owner/operator received a citation.
- **Sunset Crab Shack at 534 Sunset Ave**: This location closed voluntarily, the owner owns both Sunset Crab shack & the 212 S. Llewellyn location.