



April 12, 2023

A REGULAR MEETING OF THE BOARD OF COMMISSIONERS OF DHA, HOUSING SOLUTIONS FOR NORTH TEXAS WILL TAKE PLACE AT:

**DHA HEADQUARTERS, 3939 N. HAMPTON ROAD, DALLAS, TEXAS 75212 AT:
3:00 P.M. ON TUESDAY, APRIL 18, 2023**

The Commissioners may conduct a closed meeting pursuant to **§551.071** of the Texas Government Code to seek the advice of its attorneys about a pending or contemplated litigation or about a settlement offer; or to consult with its attorney on a matter in which the duty of its attorney under the Texas Disciplinary Rules or Professional Conduct of the State Bar of Texas clearly conflicts with the Open Meetings Act and/or pursuant to **§551.072** of the Texas Government Code to deliberate the purchase, exchange, lease, or value of real property, if deliberation in an open meeting would have a detrimental effect on the position of the Authority in negotiations with a third person and/or pursuant to **§551.074** of the Texas Government Code to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or charge against any officer or employee, unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing.

THE MEETING AGENDA IS LIMITED TO:

1. Call to Order.
2. Roll Call
3. Recognition of Individuals Wishing to Address the Board.
4. Approval of Meeting Minutes: February 21, 2023 Board of Commissioners Special Meeting minutes.

DISCUSSION ITEM(S):

5. A Resolution Authorizing DHA's President/CEO Concerning DHA's Acquisition of Limited Partnership Interest in Affiliated Entity Tax Credit Limited Partnership, and all other acts reasonably related thereto. **#5174**
6. A Resolution to Approve Engineering Services by Lerch Bates. **#5175**
7. A Resolution Authorizing a Development Agreement Between DHA and Volunteers of America National Services ("VOANS") for the Development of The Culbreath Senior Housing. **#5176**
8. A Resolution to Purchase and Install Vehicular Control and Pedestrian Routing Gates at the Roseland Housing Communities. **#5177**

9. A Resolution to Approve the Acquisition of Salesforce Development Services to Deploy DHA's New Customer Service Management Platform. **#5178**
10. A Resolution to Adopt a Change in Date of DHA's Board of Commissioners' Monthly Scheduled Business Review Meetings and Regular Board Meetings. **#5179**
11. Recognition of Individuals Wishing to Address the Board.
12. Adjourn

Pursuant to § 46.03 Penal Code (places weapons prohibited) and § 551.001 et. seq, Government Code, a person(s) may not enter this Meeting Room carrying a firearm or other weapon.

De acuerdo con § 46.03, Código Penal (lugares donde están prohibidas las armas) y § 551.001 et. seq., Código del Gobierno, gente están prohibidas de entrar con armas o armas ocultas en esta Lugar.

DHA is a Fair Housing and Equal Opportunity Agency.

DHA does not discriminate on the basis of disability status in admission or access to its federally assisted programs and activities. Persons with disabilities have the right to request reasonable accommodations. DHA's Disability Rights Coordinator coordinates compliance with the nondiscrimination requirements contained in HUD's regulations. DHA Disability Rights Coordinator, 3939 North Hampton Road, Dallas, TX 75212; 469-965-1961 or TTY 711

DHA will not discriminate on the basis of race, color, national origin, religion, sex, disability, familial status, age, sexual orientation, gender identity or marital status.



MINUTES OF THE REGULAR MEETING OF THE BOARD OF COMMISSIONERS OF DHA HOUSING SOLUTIONS FOR NORTH TEXAS

The Board of Commissioners of DHA Housing Solutions for North Texas met in Special Session on Tuesday, February 21, 2023 at 1:00 p.m. at the Housing Authority's Dale V. Kesler Board Room, 3939 N. Hampton Road, Dallas, Texas 75212.

Chairwoman Culbreath called the meeting to order at 1:00 p.m., those present and absent was as follows:

Present: Betty Culbreath, Chairwoman
Michael Pegues, Vice Chairman
Almas Muscatwalla

Absent: Sabrina Steward
Lindsay Billingsley

Staff members in attendance:

Troy Broussard, President/CEO
David Zappasodi, COO
Delbra Henderson
Chetana Chaphekar
Letetia Patin
Gregory Mays
Shannon Bramlet
Debbie Quitugua
Marlina Nunez
Monica Swire
Brooke Etie
Kimberly Nelson
Equilla Still
Laurin Compton
Brenda R. Fonseca
Tim Lott
Valeria Gray
Syed Raza
Priscylla Bento
Williams Sanders
Myriam Igoufe
Maggie Deichert

Guest

Marcus Evans, Kingbridge Crossing

Chairwoman Culbreath duly convened the meeting and the Board transacted the following business.

Mr. Broussard announced the opening of the Public Hearing Regarding Proposed Amendment #1 to DHA's 2022-2026 Capital Fund Program Five-Year Action Plan. He introduced Debbie Quitugua, director of Capital Technical Programs.

Ms. Quitugua reported on the requested amendment to the DHA 2022-2026 Capital Fund Program Five-Year Action Plan. She said DHA desires to amend the 2022-2026 Action Plan to include non-emergency work at Roseland Homes and Rhoads Terrace. She stated the plan has been prepared and posted for comment for a minimum of 45-days as required by federal statute. The Amendment was posted and made available for public review at DHA's office, including DHA Services HQ facility and all DHA Public Housing sites. And was reviewed with the Resident Advisory Board. DHA did not receive any written comments regarding the Amendment. In addition, the City was provided with a copy of the proposed Amendment for review. The City provided its Certification of Consistency with the City's Consolidated Plan.

Mr. Broussard announced recognition of anyone wishing to address the Board. He stated no cards were submitted. No one acknowledged a desire to speak.

The Public Hearing ended at 1:07 p.m.

The Board of Commissioners meeting convened at 1:08 p.m.

Chairwoman Culbreath called for a motion to approve the Business Review Meeting Minutes for September 22, 2022 and November 1, 2022 and December 14, 2022 Board of Commissioners Special meeting minutes. Upon a motion by Vice Chairman Pegues to approve the minutes, duly seconded by Commissioner Muscatwalla and unanimously carried the minutes stood approved, subject to any corrections.

Mr. Broussard announced recognition of anyone wishing to address the Board. He recognized Marcus Evans.

Mr. Marcus Evans, Kingbridge Crossing - Mr. Evans is a member of the Resident Advisory Board. He said he was late turning in his comments. He stated he wanted to discuss public housing concerns - rule enforcement not being enforced across the board.; dogs running loose on the property; being unable to go to other sites for meetings due to lack of transportation; safety on site; people are dumping trash by the dumpsters; need to have more activities for the teenagers; property lacks curb appeal

Ms. Chetana Chaphekar, CFO presented a review of the Year-End Financial Report for FY2022.

Mr. Broussard introduced Item #8, A Resolution to Approve Amendment #1 to the DHA 2022-2026 Capital Fund Program Five-Year Action Plan #5159

Upon a motion by Vice Chairman Pegues to approve item 8, duly seconded by Commissioner Muscatwalla and unanimously carried, agenda item #8 was approved and adopted.

Mr. Broussard introduced Agenda item #9, A Resolution Approving the Comprehensive Operating Budget for the Fiscal Year Beginning January 1, 2023 #5160

Upon a motion by Vice Chairman Pegues to approve agenda item #9, duly seconded by Commissioner Muscatwalla and unanimously carried agenda item #9 was approved and adopted.

Mr. Broussard introduced Item 10, A Resolution for Security Services at DHA Owned Properties #5161

Upon a motion by Vice Chairman Pegues to approve agenda item #10, duly seconded by Commissioner Muscatwalla and unanimously carried agenda item #10 was approved and adopted.

Mr. Broussard requested to take one vote on agenda items 11, 12, 13, 14, 15 and 21. He stated they were similar in subject matter.

Mr. Broussard then introduced Resolutions #5162, #5163, 5164, 5165,5166 and 5172.
#5162 A Resolution to replace the HVAC Systems for the Dwelling Units at Frankford Townhomes; #5163, A Resolution to Replace the HVAC Systems for the Single-Family Homes at Lakewest Village; #5164 A Resolution to replace the HVAC Systems for the Dwellings Units at the Villas f Hillcrest; #5265 A Resolution to Replace Wood Trim, Gutters and Downspouts and Exterior Painting at Wahoo Frazier; #5166 A Resolution to Replace Wood Trim, Gutters and Downspouts and Exterior Painting at Mill City Frazier.; #5172 A Resolution to Replace HVAC System for the Edgar Ward Community Building.

Upon a motion by Vice Chairman Pegues to approve Resolutions #5162, #5163, #5164, # 5165 and #5166, duly seconded by Commissioner Muscatwalla and unanimously carried, Resolutions #5162, #5163, #5164, #5165, #5166 and #5172 were approved and adopted.

Mr. Broussard introduced item #16, a Resolution to Amend the DHA Admissions and Continued Occupancy Policy #5167. He introduced Ms. Shannon Bramlet, director of Housing Operations. Ms. Bramlet reported the DHA Board of Commissioners approval is required to establish policy changes. A review of DHA's current Admissions and Continued Occupancy Policy revealed that various policies and procedures related to persons with disabilities needed to be expanded. She gave a summary of the changes made.

Upon a motion by Vice Chairman Pegues to approve agenda item #16, duly seconded by Commissioner Muscatwalla and unanimously carried agenda item #16 was approved and adopted.

Mr. Broussard introduced item #17, a Resolution of the Board of Commissioners of DJA, Housing Solutions for North Texas, aka Housing Authority of the City of Dallas Authorizing a Revision to the Personnel Policy #5168.

Ms. Chetana Chaphekar, CFO stated this Personnel policy updates the language related to various federal, state and local rules and regulations and includes updates to the number of days for Bereavement leave from three days to five days and provisions for up to two weeks for parental leave.

Upon a motion by Vice Chairman Pegues to approve agenda item #17, duly seconded by Commissioner Muscatwalla and unanimously carried agenda item #17 was approved and adopted.

Mr. Broussard introduced item #18, a Resolution Authorizing an Amendment to the Housing Authority of the City of Dallas Retirement Plan #5169.

Upon a motion by Vice Chairman Pegues to approve agenda item #18, duly seconded by Commissioner Muscatwalla and unanimously carried agenda item #18 was approved and adopted.

Mr. Broussard introduced item #19, a Resolution Authorizing a Member to the Housing Authority of the City of Dallas Retirement Plan Administrative Committee #5170.

Upon a motion by Vice Chairman Pegues to approve agenda item #19, duly seconded by Commissioner Muscatwalla and unanimously carried agenda item #19 was approved and adopted.

Mr. Broussard announced the Board has requested to table item #20, a resolution to Adopt a Change in the Date of DHA's Board of Commissioners' Monthly Scheduled Business Review Meetings (BRM) and Regular Board Meetings (BOC) #5171. Upon a motion by Vice Chairman Pegues to table agenda item #20, duly seconded by Commissioner Muscatwalla and unanimously carried agenda item #20 was tabled.

Mr. Broussard introduced item #22, a Resolution Authorizing Submission of the Fiscal Year 2022 Section 8 Management Assessment Program (SEMAP) Certification for DHA's Housing Choice Voucher Program #5173.

Mr. Broussard introduced Ms. Brooke Etie, vice president of Housing Choice Voucher Programs. Ms. Etie expounded on the process of certification for DHA's Housing Choice Voucher Program.

Upon a motion by Vice Chairman Pegues to approve item #22, duly seconded by Commissioner Muscatwalla and unanimously carried, agenda item #22 was approved and adopted.

Mr. Broussard then announced the Commissioners would now recess and reconvene in a closed meeting as authorized by **§ 551.071** of the Texas Government Code, which allows closed meetings for the purpose of seeking the advice of its attorneys about a pending or contemplated litigation or about a settlement offer; or to consult with its attorney on a matter in which the duty of its attorney under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Open Meeting Act and/or pursuant to **§ 551.072** of the Texas Government Code, which allows closed meetings to deliberate the purchase, exchange, lease, or value of real property, if deliberation in an open meeting would have a detrimental effect on the position of the Authority in negotiations with a third person and/or **§ 551.074** of the Texas Government Code to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or charge against any officer or employee, unless the officer or employee who is the subject of the deliberation or hearing request a public hearing.

The Closed meeting began at 1:30 p.m. and concluded at 2:16 p.m.

There was no further business to come before the Board; the meeting adjourned at 2:17 p.m.

Betty Culbreath, Chairwoman

Resolution No. 5174

**RESOLUTION AUTHORIZING DHA'S PRESIDENT/CEO
CONCERNING DHA'S ACQUISITION OF LIMITED
PARTNERSHIP INTEREST IN AFFILIATED ENTITY TAX CREDIT
LIMITED PARTNERSHIP, AND ALL OTHER ACTS REASONABLY
RELATED THERETO**

WHEREAS, DHA needs to resolve the discrepancies in its Asset Management Projects ("AMPS") which currently combine tax credit properties owned by affiliated limited partnerships, with non-tax credit properties;

WHEREAS, Wahoo Frazier L.P. and Mill City Frazier L.P. of the tax credit property owned by affiliated limited partnership has met its 15 year tax credit compliance period, such that a transfer of limited partnerships interests is allowed;

WHEREAS, liability related to exit taxes due to the limited partner will increase with additional period, and,

WHEREAS, the transfer of the affiliated limited partnership interests to DHA would resolve increasing exit tax liability concerns;

NOW, THEREFORE, BE IT RESOLVED THAT:

DHA's Board of Commissioners authorizes DHA's President/CEO to take necessary actions concerning DHA's acquisition of affiliated limited partnership interests.

This resolution shall be in full force and effect from and upon their adoption.

PASSED this ____ day of _____, 2023.

Chair

ATTEST:

Secretary

Resolution No.5175

RESOLUTION TO APPROVE ENGINEERING SERVICES BY LERCH BATES

WHEREAS, DHA’s mission is to provide affordable quality housing and access to supportive resources across North Texas; and

WHEREAS, procurement have been prepared for engineering services: for five properties: Cliff Manor, Park Manor, Little Mexico, Brackins Village, and Cedar Springs Place;

WHEREAS, after public advertising and interviews were conducted;

NOW, THEREFORE, BE IT RESOLVED that:

1) The DHA President and CEO or his designee is authorized to award a contract through TIPS procurement for Engineering Services to the lowest most responsible and responsive bidder; and

2) The DHA President & CEO is authorized to serve as the Contracting Officer for the Authority in the administration of the above said contract or to designate a person to serve in his stead.

Presented and Passed on this 19th day of April, 2023 by a vote of _____ ayes and _____ nays at a regular meeting of the DHA Board of Commissioners.

Betty Culbreath, Chair

ATTEST:

Troy Broussard, President, CEO and Secretary



TO: DHA Board of Commissioners
FROM: Troy Broussard, President and CEO
SUBJECT: Resolution to Approve Engineering Services by Lerch Bates
DATE: April 19, 2023
COPIES: File

I. Description of Action to be Taken

DHA solicited Request for Qualifications, RFQ #2023-01 and retrieved a list of vendors through The Interlocal Purchasing System, TIPS from the procurement department. DHA received zero response for RFQ #2023-01, and only one out of five qualified vendors from the TIPS procurement list was responsive.

II. Background and History

The scope of work includes structural and building enclosure condition assessment services of Cliff Manor, Park Manor, Little Mexico, Brackins Village, and Cedar Springs Place. Request for Qualifications were prepared and invitations were published for this work in accordance with State law and applicable federal regulations.

III. Status of Current Action

The request for qualifications were publicly posted and were sent to 159 contractors on the DHA bidders list, including 81 email invites. Zero (0) responses were received. The five TIPS leads were contacted by phone and interviewed for their interest, and their ability to provide the scope of work requested. These actions concluded the procurement process and the lowest most responsible and responsive bidder is Lerch Bates. Lerch Bates is not a Minority Owned Business nor Historically Underutilized Business. Procurement requirements have been met for the structural and building enclosure condition assessment services of Cliff Manor, Park Manor, Little Mexico, Brackins Village, and Cedar Springs Place.

IV. Recommendation

It is recommended that the resolution for the award of the contract through TIPS procurement to Lerch Bates for the structural and building enclosure condition assessment services of Cliff Manor, Park Manor, Little Mexico, Brackins Village, and Cedar Springs Place. for a combined total amount of \$183,525.00 be approved.

Resolution No. 5176

**Resolution Authorizing a Development Agreement
Between DHA and Volunteers of America National Services (“VOANS”)
for the Development of The Culbreath Senior Housing**

WHEREAS, the mission of DHA *Housing Solutions for North Texas* (“DHA”) is to provide affordable quality housing and access to supportive resources across north Texas; and

WHEREAS, DHA has determined the need for additional affordable housing in North Texas; and

WHEREAS, DHA has also determined that an efficient and effective means of creating an incremental supply of affordable housing is through public-private partnerships with private sector real estate developers; and

WHEREAS, a Request for Qualifications (“RFQ”) detailing DHA’s development needs seeking development partners was issued through which Volunteers of America National Services (“VOANS”) was selected by the DHA Board of Commissioners as a DHA Qualified Developer; and

WHEREAS, DHA has entered into a Memorandum of Agreement with VOANS to provide development services for the redevelopment of its properties as selected by DHA;

NOW, THEREFORE, BE IT RESOLVED that:

The DHA Board of Commissioners hereby authorizes the DHA President and CEO or his designee to negotiate and enter into a Development Agreement with Volunteers of America National Services for the development of The Culbreath Senior Housing, a mixed-income seniors-only rental housing community on approximately 7.5 acres of the former Rhoads Terrace public housing site;

BE IT FURTHER RESOLVED THAT, the President and CEO of DHA is authorized to begin immediately to develop plans for The Culbreath Senior Housing; such plans to be presented to the Board of Commissioners for approval prior to implementation.

PASSED this _____ day of April, 2023.

Betty Culbreath, Chairman

ATTEST:

Troy Broussard, Secretary



Memorandum

TO: DHA Board of Commissioners

FROM: Troy Broussard, President & CEO

SUBJECT: Resolution Authorizing a Development Agreement Between DHA and Volunteers of America National Services for the Development of The Culbreath Senior Housing

DATE: April 5, 2023

I. Statement of Issue

DHA has determined it necessary and appropriate to engage the services of a third party development partner to develop The Culbreath Senior Housing on approximately 7.5 acres of the 90-acre former Rhoads Terrace public housing site.

II. Prior Board Action

Following approval of the DHA Board of Commissioners and the U.S. Department of Housing and Urban Development (“HUD”), in 2009 DHA relocated the tenants at the Rhoads Terrace public housing site at 5712 Pilgrim Drive and demolished the existing 394 units to ready the site for redevelopment at a future date.

As part of its Authority-wide redevelopment strategy, in 2018 DHA issued a Request for Qualifications (“RFQ”) for Development Partners to assist DHA with the redevelopment of some of its public housing properties. In 2018, the Board of Commissioners approved Volunteers of American National Services (“VOANS”) as a DHA Qualified Development Partner. VOANS is a national organization with significant experience in the development and operation of affordable housing for low-income seniors.

In April 2019, the Board of Commissioners approved VOANS as the development partner of the former Brooks Manor public housing site.

III. Background and History

Following approval of the Board of Commissioners, in December 2018, DHA and VOANS entered into a Memorandum of Agreement (“MOA”) for the development of one or more of DHA’s owned properties. Under this agreement, DHA and VOANS later entered into a Development Agreement for the redevelopment of the former Brooks Manor public housing site (renamed The Oaks). Construction of this 260-unit mixed-income senior-only housing development is nearing completion.

VOANS has proven to be effective in completing the multiple phases of mixed-finance development utilizing public housing, low-income housing tax credit, tax-exempt bonds, and commercial debt to finance construction. VOANS has also proven effective in working with DHA,

HUD, and the City of Dallas to secure all approvals for the redevelopment as well as worked well with the architect, construction contractor, and other consultants to develop and implement to the construction plans for The Oaks.

IV. Status of Current Action

The initial masterplan includes approximately 7.5 acres for the development of two 180-unit senior housing buildings facing the existing lake. These two buildings will be designed, financed, and constructed utilizing the services of a selected third-party private developer. The remaining 37.5 acres will be developed as single family housing with the 45-acre park land continuing to be leased to the City of Dallas.

V. Recommendation

Based upon their work to redevelop the former Brooks Manor public housing site as The Oaks Senior Housing, it is recommended the Board of Commissioners authorize the President and CEO to negotiation and enter into a Master Development Agreement with Volunteers of America National Services for the development of approximately 360-mixed-income senior housing units on approximately 7.5 acres at the former Rhoads Terrace public housing site.



Resolution No. 5177

**Resolution to Purchase and Install Vehicular Control and
Pedestrian Routing Gates at the Roseland Housing Communities**

WHEREAS, DHA's mission is to provide affordable quality housing and access to supportive resources across north Texas; and

WHEREAS, the Roseland Housing Communities include 375 affordable housing units at Roseland Townhomes, Roseland Estates and Renaissance Oaks; and

WHEREAS, DHA has determined it is necessary and appropriate to purchase and install vehicular control and pedestrian routing gates at the Roseland Communities; and

WHEREAS, DHA determined it appropriate to procure the vehicular control and pedestrian routing gates utilizing a HUD approved alternative purchasing method whereby DHA selected the Interlocal Purchasing System (TIPS), a cooperative purchasing organization dedicated to serving state and local government and related entities, where Entech Sales and Service is identified as an approved vendor procured by TIPS ; and

WHEREAS, DHA has determined Entech Sales and Service is a qualified contractor who has demonstrated the capacity and knowledge to perform the work; and

WHEREAS, the funds for this project are available from the Capital Fund Program; and

WHEREAS, Entech Sales and Services has provided a price of Nine Hundred, Seventy Thousand, One Hundred Seventy-Five dollars (\$970,175) which is a fair and reasonable price for the scope of work for this project,

NOW THEREFORE, BE IT RESOLVED BY THE DHA BOARD OF COMMISSIOENRS THAT,

The DHA President and CEO or his designee is hereby authorized to enter into a contract with Entech Sales and Services for the purchase and installation of vehicular control and pedestrian routing gates at the Roseland Housing Communities.

PASSED this _____ day of April, 2023.

Betty Culbreath, Chairman

ATTEST:

Troy Broussard, Secretary



Memorandum

TO: DHA Board of Commissioners

FROM: Troy Broussard, President & CEO

SUBJECT: Resolution to Purchase and Install Vehicular Control and Pedestrian Routing Gates at the Roseland Housing Communities

DATE: April 19, 2023

I. Statement of Issue

DHA has determined it necessary and appropriate to purchase and install vehicular control and pedestrian routing gates at the Roseland Housing Communities.

II. Prior Board Action

None.

III. Background and History

For several months DHA has worked with residents, management, and the Dallas Police Department and other city departments to address security at the Roseland Communities. To minimize the occurrence of non-residents entering the Roseland community to engage in criminal mischief DHA's security improvement plans require installation of vehicular control and pedestrian routing controls at Roseland..

These controls include vehicular traffic control and the routing of pedestrian traffic through wrought iron fence and gates to further control access to the complex utilizing metal infill sliding gates at three vehicle entrances. Additional wrought iron metal fencing and pedestrian gates will be added to direct the flow of pedestrian traffic through the gates. Entry for the vehicle gates will be controlled with a proximity access control card reader and toll tag reader. Vehicle access will be limited to two (2) points, Carver Place and Cochran Street while exit will be limited to Munger Street (emergency vehicle only), Carver, Cochran, and McCoy Place (as shown on the attached map).

IV. Status of Current Action

DHA has reached out to Entech Sales and Services to provide the security improvements described above. Entech has a contract on the Interlocal Purchasing System (TIPS), meeting state and federal procurement requirements. The planned security gates, Hysecurity StrongSlideTM M30 gates, have steel frame gate panels with bottom track hardware for durability. The purchase and installation will include:

- proximity card reader, toll tag reader, and video intercom substation;
- Hysecurity StrongSlide M30 gates (two 12' gates and two 24' gates);
- Vehicle loop detectors;
- City of Dallas Fire Department wireless receivers;
- Telephone entry stations;
- Concrete islands to install equipment;
- Wrought iron fencing with pedestrian gates; and

- Wi-fi receivers.

Total contract amount will be \$970,175.00 and will be paid from the Capital Fund Program.

V. Recommendation

It is recommended the Board of Commissioners authorize the President and CEO to execute a contract with Entech Sales and Services to purchase and install vehicular control and pedestrian routing gates at the Roseland Housing Communities.



Resolution No. 5178

RESOLUTION TO APPROVE THE ACQUISITION OF SALESFORCE DEVELOPMENT SERVICES TO DEPLOY DHA'S NEW CUSTOMER SERVICE MANAGEMENT PLATFORM

WHEREAS, DHA is responsible for providing quality, affordable housing to low-income families and individuals through the effective and efficient administration of housing programs; and

WHEREAS, DHA is committed to the pursuit of operational excellence to fulfill its mission; and

WHEREAS, DHA has examined its Customer Service operations and pertinent data and identified areas of enhancement; and

WHEREAS, DHA has acquired Salesforce CRM software as key vehicle for operational support and improvement; and

WHEREAS, DHA has redesigned its Customer Service operations and created workflows to leverage advanced CRM automated functionalities to enhance operational efficiency and improve customer support; and

WHEREAS, DHA has determined the need for external technical assistance to execute DHA's Customer Service workflow design and launch DHA's new Customer Service platform;

NOW, THEREFORE BE IT RESOLVED THAT

the DHA Board of Commissioners hereby authorize the President and CEO to negotiate and enter into a services agreement with Luna Data Solutions to execute the first phase of DHA's new Customer Service Management platform, identified herein as Attachment A.

PRESENTED AND PASSED on this the _____ by a vote of ___ ayes and ___ nays at a regular meeting of the DHA Board of Commissioners.

Betty Culbreath, Chair

ATTEST:

Troy Broussard, President, CEO and Secretary

ATTACHMENT A



DALLAS HOUSING AUTHORITY CURRENT STATE & DESIRED OUTCOMES



OVERVIEW

Dallas Housing Authority (DHA) is seeking to enhance Customer Service interactions by modernizing the Customer Service portal into Salesforce. To ensure the delivery of the services and functionality in mind, DHA has prioritized the following capabilities as most important:

- ▶ Centralizing Customer Service data flow and operational processes into Salesforce's Service Console App

OUR PROPOSED SOLUTION

The Brooksource team has selected Ankur Garg to work hand-in-hand with the DHA team to bring the group's vision to life. Ankur has over a decade of experience with Salesforce implementation and design, as well as Solutions Architecture. Not only does Ankur bring significant technology experience to the table, but his experience serving as a former CIO, COO, and CTO has equipped him with an innate understanding of connecting technology to business results and outcomes that will ensure a better alignment of this implementation to DHA's core business objectives.

Brooksource, as an organization, is also a certified implementation partner in Salesforce's ecosystem. We hope this recognition will provide more confidence to DHA leadership that the implementation strategies utilized are within Salesforce's guidelines for best practice.

OUTCOME 1: CENTRALIZE CUSTOMER SERVICE DATA FLOWS & OPERATIONAL PROCESSES INTO SALESFORCE SERVICE CONSOLE

- 1. Set Up & Configuration of System Hierarchy & Sandbox**
 - ▶ Create case fields in addition to devising a record-matching framework and system hierarchy
 - ▶ Testing, validation, and production deployment of Sandbox functionalities
- 2. Build Core Objects (Task, Public Housing, Voucher, Waitlist Application, Landlord and DHA directory, Other/General) Along with Their Relationships & Dependencies**
 - ▶ Create a new console application and custom objects/fields in Salesforce
 - ▶ Configure all the custom objects/standard objects tabs in the console app for easy access for users.
 - ▶ Setup page layouts of each object record so users have access to enter all appropriate information
 - ▶ Sections: Emails, Attachment, Text, Chat, CS inquiry (open/not open)
- 3. Create Customer Service Query Intake Forms**
 - ▶ A VisualForce page will be made to create inquiry forms in Salesforce as outlined in the specs/design provided by DHA
- 4. Workflow Rules for Task Assignment, Automated Campaigns, & Automated Actions**
 - ▶ Create flows in Salesforce for task assignment workflow based on designated rules/criteria provided by DHA
 - ▶ Create a flow to update the records automatically on the basis of some action (provided by DHA) i.e., if a task is marked complete, an automatic trigger to update status, formula field, lead profile, or other indicators approved by DHA.
 - ▶ Historical fields set up



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5. Build Dashboard for Performance Assessment & Operational insight

- ▶ Create objects in Salesforce to store the monthly target of each user and programs/leads
- ▶ Create reports and dashboards in Salesforce that will show the targets/performance reports of each user monthly
- ▶ Create a manager view page to allow visibility into monthly performance reports via dashboards
- ▶ Dashboards will be Tableau-based

6. Integrate Unity & Salesforce Service Cloud

- ▶ Integrate the Unity System with Salesforce (2-way sync)
- ▶ Create custom web services in Salesforce that allow for API and data integration of the Unity platform
- ▶ Data integration will be based on DHA's pre-existing or desired data models

7. Integrate Outlook with Service Cloud

- ▶ Integrate Outlook with Salesforce by using the Salesforce Outlook Integration feature by creating a permission set that allows users to have integration outlook and data sync
- ▶ Perform testing for each profile user, to test the connection.

8. Integrate Service Console with Yardi Reports

- ▶ Integrate Yardi Excel report with Salesforce (1-way sync) and data cleaning

TOTAL ESTIMATED TIME & COST | OUTCOME 1

TASK	FORECASTED DAYS TO COMPLETE	HOURLY RATE	COST PER TASK
Setup and Configuration of System Hierarchy	2 Days	\$275/hour	\$4,400
Build Core Objects, Relationships and Dependencies	5 Days	\$275/hour	\$11,000
Create Customer Service Query Intake Forms	12 Days	\$275/hour	\$26,400
Create Workflow Rules	4 Days	\$275/hour	\$8,800
Build Dashboards	4 Days	\$275/hour	\$8,800
Integrate Unity and Salesforce Service Cloud	14 Days	\$275/hour	\$30,800
Integrate Outlook with Salesforce Service Cloud	1 Day	\$275/hour	\$2,200
Integrate Service Console with Yardi Reports	10 Days	\$275/hour	\$22,000
TOTAL	52 DAYS	\$275/HOUR	\$114,400

CONTRACTING VEHICLES

The Brooksource team is excited to partner with Luna Data Solutions' existing DIR contracts to enable an easier procurement effort. Luna Data Solutions is a Certified HUB business and holds multiple contracts with DIR. **The following contracts and associated contract numbers are currently held by Luna Data Solutions and the State of TX:**

Deliverable-Based IT Services (DBITS)

DIR-CPO-4957 | Texas Department of Information Resources

Information Technology Staff Augmentation Contract (ITSAC)

DIR-CPO-4582 | Texas Department of Information Resources

DIAGNOSIS

STRATEGIES



Demand Exceeds Capacity



Quasi-manual Query Routing and Query Referral



System Fragmentation



Status Of The Query

Shift Weight Away From Customer Service Operators



Optimize Customer Service Operators' Time For Complex Cases

Predict Intent/ Automate Routing



Automate Basic Tasks And Responses

Maximize System Integration/ Data Centralization



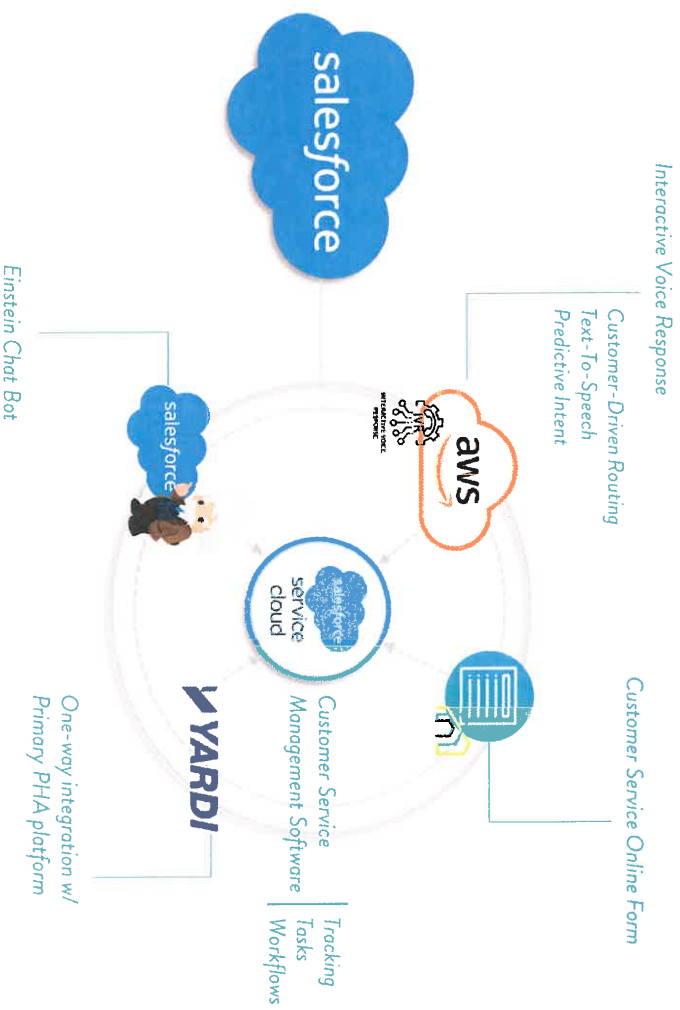
Standardize Process Across All Channels (Call, Walk-in, Webform...)

Automatically Track Query Status, Assigned Tasks, And Completion Deadlines



Live/Dynamic Accountability Metrics And Performance Insights

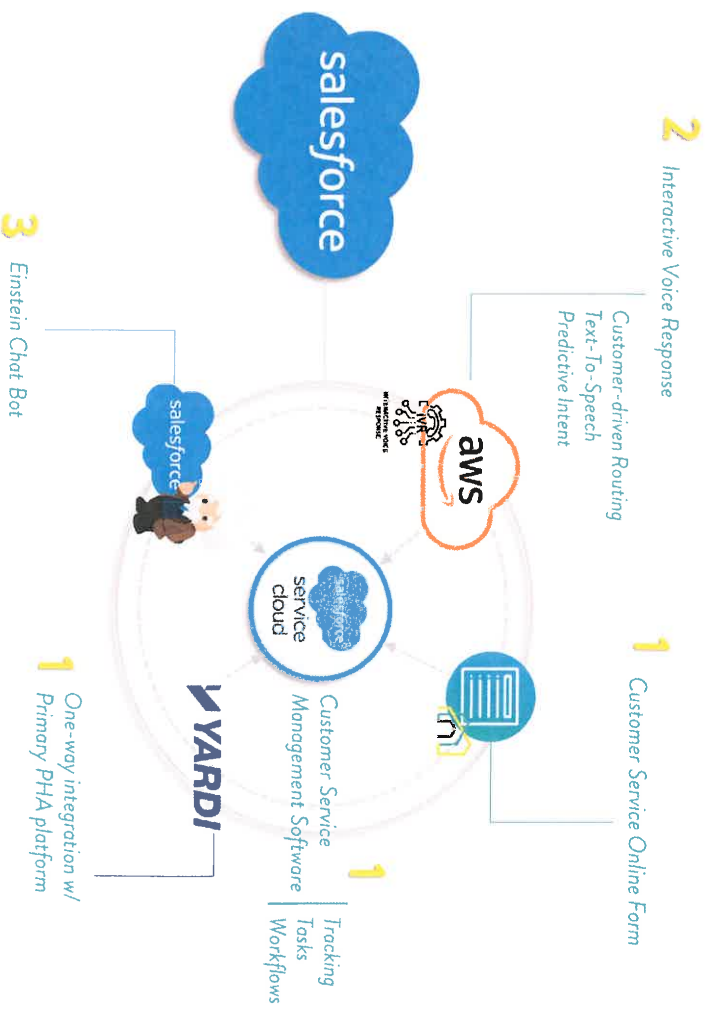
NEW DESIGN: TOOLS & COMPONENTS



DEVELOPMENT PHASES

- 1 **OUTCOME 1:** CENTRALIZE CUSTOMER SERVICE DATA FLOWS & OPERATIONAL PROCESSES INTO SALESFORCE SERVICE CONSOLE
- 2 **OUTCOME 2:** DEPLOY AUTOMATED CALL DISTRIBUTION AND INTERACTIVE VOICE RESPONSE SYSTEMS
- 3 **OUTCOME 3:** DEPLOY AI TOOLS TO GROW SYSTEMS EFFICIENCY
- 4 **OUTCOME 4:** BUILD TRAINING CRM RESOURCES FOR DHA CRM USERS + KNOWLEDGE ARTICLE FOR CUSTOMERS

NEW DESIGN: TOOLS & COMPONENTS



Memorandum

To: DHA Board of Commissioners
From: Troy Broussard, President/CEO
Subject: Resolution to Approve Salesforce Development Services to Deploy New Customer Service Management Platform
Date: April 18, 2023

I. Description of Action to be Taken

DHA has determined it necessary and appropriate to engage the services of a third-party Salesforce developer to program DHA's new customer service management platform, Salesforce Service Cloud.

II. Background/History

DHA is committed to the pursuit of technological advancement to enhance the delivery of its housing services. Following approval of the DHA Board of Commissioners in March 2022, DHA acquired Salesforce CRM (Customer Relationship Management) to enhance departmental performance in key areas such as Self-Sufficiency programming and Customer Service Operations.

III. Status of Current Action

DHA has analyzed its Customer Service operations and system capabilities, and has designed a CRM-centered workflow to enhance its Customer Service operations. DHA has determined that the deployment of Salesforce Service Cloud, coupled with an Interactive Voice Response System, and Artificial Intelligence tools is necessary and appropriate to achieve greater operational efficiency and deliver high-quality customer support and service. DHA determined that external expertise and technical assistance for programming is necessary to successfully deploy its CRM system. DHA outreached to and vetted three consulting firms recommended by its Salesforce Account executive. DHA selected Brooksource, an Indiana-based Approved Salesforce Consulting partner with offices in Dallas, TX. Brooksource services will be procured through Luna Data Solutions, a woman-owned and Certified HUB business, leveraging Luna Data Solutions' existing DIR contracts. Cost for this project is estimated at \$114,400.

IV. Recommendation

DHA recommends that the Board of Commissioners authorize the President and CEO to enter into a service agreement with Luna Data Solutions for the first phase of the development of DHA's Salesforce Service Console.

Resolution No. 5179

RESOLUTION TO ADOPT A CHANGE IN DATE OF DHA'S BOARD OF COMMISSIONERS' MONTHLY SCHEDULED BUSINESS REVIEW MEETINGS AND REGULAR BOARD MEETINGS.

WHEREAS, the Board of Commissioners of DHA, Housing Solutions for North Texas ("DHA") meet monthly in a Business Review Meeting scheduled for the First Tuesday of each month; and in a Regular Board Meeting scheduled for the Third Tuesday of each month; and

WHEREAS, DHA's Board of Commissioners deliberated, on Tuesday, April 18, 2023, that the Business Review Meetings and the Regular Board of Commissioners Meetings will be held on the 1st Tuesday and 3rd Tuesday of each month. That the Business Review Meeting will convene at 12:00 p.m. on the first Tuesday; and the Regular Board of Commissioners Meeting shall convene at 3:00 p.m. on the Third, Tuesday and that such meetings shall rotate, as determined by the Board/Board's Secretary, between DHA's Headquarters' Office and DHA's developments; and

WHEREAS, the changes to DHA's Board of Commissioners' Business Review, and Regular Board Meetings shall be effective as of April 18, 2023, and implemented in May 2023.

NOW, THEREFORE BE IT RESOLVED that:

the DHA Board of Commissioners hereby adopts the changes herein to the times and dates of the Business Review Meetings and Regular Board of Commissioners Meetings are hereby ratified.

PRESENTED AND PASSED on this the 18th day of April, 2023 by a vote of ___ ayes and ___ nays at a regular meeting of the DHA Board of Commissioners.

Betty Culbreath, Chair

ATTEST:

Troy Broussard, President, CEO and Secretary