



CITY OF DALLAS

PUBLIC AFFAIRS AND OUTREACH

FOR IMMEDIATE RELEASE

October 11, 2019

FOR MORE INFORMATION CONTACT

pao@dallascityhall.com

City of Dallas launches challenge to address food insecurity

The City of Dallas Office of Innovation, in partnership with the Communities Foundation of Texas, is seeking creative ideas to increase access to local, nutritious and affordable food options for all Dallas residents. The *Food Idea Innovation Challenge*, which launches this week, will allow Dallas residents the opportunity to submit ideas and solutions on how the city can work towards solving food inequities in their communities.

Ideas can be submitted online through a [crowdsourcing idea management tool](#). Written submission forms will also be available at Dallas Women, Infant and Children (WIC) Centers, libraries and recreation centers throughout the city. Once ideas have been submitted, residents are encouraged to vote on their favorite idea. Proposals will then be reviewed by city staff and stakeholders. Selected ideas will then be piloted by the city. Ultimately, the *Food Idea Innovation Challenge* will aid the city's efforts in having better food access, healthier food choices, more locally grown food and reduce food waste.

"Rather than producing a solution from City Hall initially, we are first seeking ideas from our constituents," said Laila Alequresh, Chief Innovation Officer for the City of Dallas. "We look forward to co-creating solutions with our residents that cater to the challenges facing our communities. We are proud to partner with the Communities Foundation of Texas on this initiative."

In Dallas, 36% of residents live in a federally defined food desert and it is estimated that 1 in 5 children live in food insecure households according to the North Texas Food Bank.

"As a city, we need to explore innovative ideas that can meet the unique needs of our diverse communities," said Dallas Mayor Eric Johnson. "Access to healthy food options should be available to all Dallas residents, regardless of their zip code."

"At the Caruth Fund at CFT, we believe that collaboration is the key to positive change so we are very happy to align our efforts in the food equity space with the City's. The ideation platform provides a unique forum for collective problem solving that will allow individuals from every part of our community and organizations both large and small to participate in identifying breakthrough

solutions,” said Nadine Dechausay, Director of Community Philanthropy at Communities Foundation of Texas.

The deadline to submit ideas is Thursday, November 21, 2019. The review process and piloting of selected submissions will begin Spring of 2020.