



CIUDAD DE AUSTIN  
**HISPANO~  
LATINO**  
*Iniciativa para la Calidad de Vida*



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## Introduction

The Hispanic/Latino Quality of Life Initiative began as a multi-phase process that took demographic research, trend and data analysis and created community engagement opportunities to gain input and create oversight team review culminating in this final recommendation report for the City of Austin leadership and the entire Austin community.

The work reflected in this report began with a May 8, 2008, Austin City Council Resolution (see Appendix) directing implementation of a Hispanic/Latino Quality of Life Initiative.

The goal of the initiative was to answer the following questions for Austin:

- Is the quality of life experience of Hispanics/Latinos significantly different from the quality of life experienced by the rest of Austin and other demographic groups?
- Is the City of Austin providing programs, services, financial assistance and other opportunities to enhance the quality of life for Hispanics/Latinos?

On April 22, 2010, the City Council passed another resolution (see Appendix) that created the Hispanic/Latino Community Oversight Team to carry out the mission of the Hispanic/Latino Quality of Life Initiative. This report aims to answer these questions and provide insight on the conclusions reached by the Community

Oversight Team. As a way to advance the work that needs to be done, we strongly recommend the creation of a Hispanic/Latino Quality of Life Resource Advisory Commission.

Based on the belief that the City of Austin is sincere in its desire for Austin to provide a high quality of life for all residents, the Austin Hispanic/Latino Quality of Life Oversight Team undertook its charge to evaluate the quality of life for Austin's Hispanic/Latino population from a position of mutual respect and common ground.



In the almost three years since our task force began its review of the quality of life for Hispanic/Latinos in Austin, we have held many meetings, had many conversations, and done some soul-searching on the hopes, dreams and aspirations of Hispanic/Latinos of yesterday, today and moving toward tomorrow. In addition to the various community meetings, we held a Town Hall Meeting on May 16, 2013, where residents had the opportunity to address the Community Oversight Team, submit comments in writing and publically testify. We even set up an email address to receive electronic comments.

The history of Hispanic/Latinos has been woven into the fabric of Austin for generations. Schools, streets and historic buildings bear our names. Our holidays are Austin celebrations. Our music, food and beverages, customs and culture are deeply intertwined with Austin itself. Yet, despite our bonds, despite our connections, Hispanic/Latinos sometimes feel invisible, on the outside looking in.





When it comes to the economy, we can feel marginalized when we see new construction, development and prosperity all around us, yet don't feel this progress reflected in our neighborhoods or communities.

As taxpayers in the City of Austin, Hispanics/Latinos are committed to securing economic investments by the City of Austin in the Hispanic/Latino community through the gamut of initiatives including business development, entrepreneurship, employment and skills training, mentoring, economic

incentives, access to capital, partnerships, and implementation of City policies and programs pertinent to employment, contracting and disbursement of city, state and federal funds in an equitable manner to the Hispanic/Latino community. Further, we are committed to securing our proportionate share of social program funding for the Hispanic/Latino community, since "safety net security" in childcare, health, housing and other social services assures the basic necessities which are the bedrock of economic development.

The Austin economy in general and the Hispanic/Latino communities in particular would benefit from an economic development climate that acts as a catalyst for investment in the Hispanic/Latino business community, as well as strategies to strengthen the social network to provide for economic sustainability. Therefore, our approach understands that capitalism rewards return on investment. We appreciate and want to take advantage of the emerging trend in which corporations invest in ways that are socially responsible.

On each of these initiatives and programs, we recommend that the appropriate department of the City provide oversight, evaluation/accountability and outcomes in the form of annual reports to be submitted to the proposed Hispanic/Latino Quality of Life Resource Advisory Commission. We recommend that all city, state, and federal funds be identified in those aforementioned annual reports to ensure appropriate expenditures per program/initiative.

When it comes to business, often the prosperity we hear about is anecdotal and does not come from people within our community. For all of the new business start-ups we hear about, we also know there are Hispanic/Latino-owned businesses struggling to survive.

In terms of education, we see too many of our students struggling to graduate and too many of our children overrepresented in the areas of dropout rates and truancy and underrepresented in terms of college and career success stories.

When it comes to health, too many of our youth are becoming parents too early, and too many have sexually-transmitted diseases. Our community is also overrepresented when it comes to preventable or manageable ailments such as obesity, diabetes and high blood pressure.

In terms of housing, our neighborhoods are feeling the effects of gentrification. Too many of our homesteads have been lost due to inability to pay rising property taxes, and we find ourselves in a position of no longer being able to remain in the neighborhoods where we grew up. And, the options for affordable housing are not keeping pace with the need in Austin. The November 2012 loss of a City bond election item to address this issue met with defeat, much to our disappointment.

We believe that our culture is the culture of Austin. Our holidays and commemorations are usually citywide celebrations and events, yet too many of our cultural arts organizations are starved for funding and resources in a city well-known for supporting the arts. Our cultural institutions are underdeveloped.

When it comes to civic engagement, too many Hispanic/Latinos are sitting on the sidelines rather than involved in the process of governing and managing our city. Many participants in the Hispanic/Latino Quality of Life forums did not feel well-informed about issues related to economic development, workforce development, affordable housing, building wealth for families and resource development for businesses to feel empowered to get involved. Our voices should be heard in all facets of city government, on boards and commissions, and all levels of our community, making a difference on the issues that affect us all. And, the pathways for our youth to become tomorrow's leaders should be created today in the form of internships, exposure to mentors, and summer job opportunities.

As we progressed through this endeavor, we kept in our minds and hearts the following advice:

**“We cannot seek achievement for ourselves and forget about progress and prosperity for our community... Our ambitions must be broad enough to include the aspirations and needs of others, for their sakes and for our own.”**

**Cesar Chavez**

# Community Oversight Team

## CHAIR

### **Teresa Perez-Wiseley**

Teresa Perez-Wiseley is a retired International Union Representative for the American Federation of State, County and Municipal Employees International Union. She represented, arbitrated, mediated and negotiated contracts for public and private sector workers, both in English and Spanish, throughout the United States and Panama. Perez-Wiseley also worked for AFSCME Local 1624 in Austin for a brief time before going on to the International Union. She specialized in working with minorities and Spanish speakers within the International Union.

Prior to her position with the AFSCME, Perez-Wiseley worked for the City of Austin Human Services Department's Comprehensive Employment and Training division.

Perez-Wiseley graduated from the University of Texas with a Bachelor of Journalism and a Spanish minor.

## MEMBERS

### **Susana Almanza**

Susana Almanza is a founding member and Director of PODER (People Organized in Defense of Earth and her Resources), a grassroots environmental, economic and social justice organization. Almanza has overcome poverty, prejudice and segregated schools to face down some of the world's most powerful transnational corporations.

Almanza is an indigenous person of the continent of America and resides in East Austin. She is a longtime community organizer, educator, mother and grandmother. Susana was a member of the civil rights movement of the Brown Berets, taking up issues of police brutality, quality education and equity in school systems, and health care as a right, not a privilege. Almanza is presently serving on the City of Austin's Parks and Recreation Board and has served on the City Planning Commission, Environmental Board and the Community Development Commission. She continues her struggle for human rights demanding environmental justice and a better quality of life for people of color, for all humanity and for future generations.

In 2010, Almanza was recognized by Austin History Center/Austin Public Library as one of the Mexican American First Trailblazers of Austin and Travis County.

## **Johnny Limon**

Johnny Limon was born and raised in East Austin. He retired after 30 years at Tracor Inc. He has been a volunteer in the community for nearly three decades, working in the areas of gang prevention and services for the elderly. He has volunteered with Big Brothers Big Sisters, Meals on Wheels, and served on the boards of the Southwest Key Project and Family Eldercare. He was also appointed to the Plaza Saltillo Redevelopment Citizen's Advisory Committee. He has served on a number of City Boards and Commissions, including the Community Development Commission, and was one of the Mayor Lee Leffingwell's appointees to the CAMPO Transit Working Group.

## **Lupe Morin**

Lupe Morin has 35 years of public service experience in city and state government. She has served in managerial and executive level positions in social service departments serving the needs of low-income families in the areas of homelessness, health and housing. She is currently serving as the Executive Director of the Hispanic Women's Network of Texas, and has served as the Interim President of the Greater Austin Hispanic Chamber of Commerce, Deputy Director of the City of Austin Neighborhood Housing and Community Development Office, and Human Resources Manager for the Austin Police Department. Morin also has more than three decades of volunteer experience. She currently helps the community as a mentor, adviser, and consultant and by providing support as needed to our youth, leaders in training, and other community entities. Lupe consistently advocates for investing in our youth, young Latinas and civic engagement.

Morin was the first in her family to graduate from high school and to receive a college degree in her family of 13 children. She has received many accolades throughout her career, including the Si Se Puede Community Award from PODER 2013, a Woman of Distinction Award from the Texas Association of Mexican American Chambers of Commerce, the Estrella de Tejas Leadership Award from the Austin Chapter/Hispanic Women's Network of Texas, a Woman of Distinction Award for Community Service from the YWCA, Outstanding Woman of the Year Award from LULAC and Austin Police Department Employee of the Year.

## **Sylvia Orozco**

Sylvia Orozco is one of the Mexic-Arte Museum founders and its Executive Director since 1984. She has extensive curatorial and art administrative experience in the field of contemporary Latino and Mexican art. She is responsible for the development of programs; curatorial leadership; development of policies and procedures with the



Board of Directors; facility development, public relations and fundraising (English/Spanish). Orozco has her Bachelor of Fine Arts from the University of Texas at Austin where she graduated with high honors. She is the recipient of the Ohtli Award 2007 presented by the Mexican Government and the Instituto de los Mexicanos en el Exterior of the Consulate General of Mexico. She has completed all course work for a Master of Fine Arts. She has also attended the National School of Visual Arts, National Autonomous University of Mexico, Mexico City.

### **Rose Reyes**

Rose Reyes is the Chief Operating Officer for Giant Noise, a full-service public relations and events firm. Prior to joining Giant Noise, her expertise has spanned 25 years in media, music, cultural arts, marketing, entertainment, the travel industry, events production and non-profit management. Her experience includes seven years as the Director of Music Marketing for the Austin Convention and Visitors Bureau and 12 years as the Assistant Director and Folk Masters Series producer for Texas Folklife. Reyes has established relationships in media, music and arts communities locally and nationally. In addition, she has worked as a consultant to arts and culture organizations and performing artists and produced a dozen compilation CDs. Reyes lives in Austin and is the founder of Women in Music Professional Society; has served on the board of Texas Recording Academy, Cine Las Americas, La Pena; and is a member of the City of Austin's Live Music Task Force.

### **Geronimo Rodriguez**

Geronimo M. Rodriguez Jr. is the Vice President of Diversity and Community Outreach with Seton Healthcare Family in Austin. He has served as an Adjunct Faculty member at the LBJ School of Public Affairs and St. Edward's University. He also served in the White House Office of Congressional Affairs and as Deputy Associate Director in the White House Office of Presidential Personnel. He was responsible for advising senior White House staff on appointments affecting the Hispanic community.

Rodriguez is currently Co-Chair of the Central Texas Health Industry Steering Committee and Chair of the Greater Austin Hispanic Chamber of Commerce. He was one of 25 Young Americans to participate in the American Swiss Foundation Young Leaders Conference in Switzerland. He's received the Austin Under 40 Award for Government/Political Affairs and was named a 2005 and 2006 Rising Star by Texas Monthly.

As a child, he spent eight months of each year as a migrant farmworker traveling with his parents from South Texas to the Northwest United States following the harvest seasons. He's a native of Alamo, Texas, graduated from St. Edward's University with a bachelor's degree. Rodriguez also attended the Maxwell School of Citizenship and Public Affairs at Syracuse University as a Woodrow Wilson Fellow, and received his law degree from the University of Texas School of Law.

**Thank you to the City of Austin departments that provided assistance, information and contributions for this report. A special thank you to the following City of Austin staff members:**

### **Executive Sponsors**

- Bert Lumbreras, Assistant City Manager
- Ray Baray, Acting Chief of Staff
- Rudy Garza, Former Assistant City Manager

### **Supporting Staff**

- Taja Beekley, former Executive Assistant to Rudy Garza
- Bob Corona, Interim Executive Assistant
- Roxanne Evans, Executive Assistant to Deputy City Manager Michael McDonald
- Jason Garza, Executive Assistant to Bert Lumbreras
- Robin Otto, Executive Assistant to Ray Baray
- Samantha Park, Interim Executive Assistant to Ray Baray
- Betsy Woldman, Graphic Designer



## Executive Summary

Although this report sought to explore quality of life issues for Hispanic/Latinos in Austin, the recommendations contained within this report most directly address the last question by providing insight into City programs, services and other opportunities available.

There are recommendations in this report that will require further discussions with the City Council and community; therefore, the City Council should create and appoint members to a Hispanic/Latino Quality of Life Resource Advisory Commission within 60 days of receipt of this report. This Commission will be responsible for tracking progress of the Hispanic/Latino Quality of Life Initiative recommendations. To ensure all our recommendations are applied to all of Austin's Hispanic/Latino community members, the Commission should identify opportunities to work with the Commission on Immigrant Affairs and the Austin Mayor's Committee for People with Disabilities. Our immigrant and disabled populations are vulnerable and should be forethought during this process, as the recommendations in this report are meant to be applied to each and every Hispanic/Latino living in Austin, regardless of their situation, status, ability or disability. The Commission's responsibility moving forward should be to continue working to create a higher quality of life for our community members. To ensure the Commission has the necessary tools for success, a senior City executive should be designated to work with the Commission to help identify and pursue public/private partnerships as well as city, state, county, federal and private funding to support initiatives in this report.

Within this report, among the highest priorities are the need for improved employment and promotional opportunities, with the goal of having a City of Austin workforce that better reflects the demographic makeup of our community at all position levels, an increase in bilingual and culturally-sensitive information and materials available for public consumption, and promote and market Austin as a cultural city, i.e. “The Best Cultural Hispanic City of Texas.”

The report was compiled after numerous meetings with individuals in the Hispanic/Latino community, with community-based organizations and a Town Hall Meeting. This work builds on the initial work conducted by a local consultant and incorporates some of those recommendations in addition to others.

The following are brief, high-level summaries of some of our recommendations:

## Education

We believe the City of Austin should continue to exert leadership by supporting the idea that every child should graduate from high school ready for college or vocational training to become “career ready” for the workforce from the earliest age. This can be done with current and new City programs, but also through collaborations with the local independent school districts (ISDs) that support Austin.

Access to early childhood education opportunities can lay the foundation for future academic success and should be a priority. Before our children reach school-age, there should be a support system in place to help parents prepare their children for school and set them on the right path. Our school-age children would benefit from additional programs where truancy and dropout identification, intervention and prevention can occur at an earlier age for a child. This can be done by enhancing current partnerships and collaborations with Travis County, local ISDs, area colleges and universities, and local non-profit organizations. Also, if the City of Austin enhances current recreational activities and ensures successful programs are



Photos courtesy of AISD, photographer Carmen Luevanos

offered year-round and in targeted areas of town, this could help children become responsible, mature adults. One way that would aid in this maturation is to expand on summer youth programs and summer job opportunities to offer training and career counseling programs for Hispanic/Latino students.

## Youth Services

We believe in facilitating the involvement of young people in civic activities to increase the likelihood that they will be civically engaged as adults. To make sure that the next generation of leaders develops, the City of Austin must work to ensure that youth are part of the future visioning of the City's plans and services. The City of Austin can provide additional mechanisms for our youth and young adults to gain leadership skills and knowledge.



We feel Hispanic/Latino youth would be best served if the City were to collaborate with other governmental and nonprofit entities to offer programs and services to combat truancy and other juvenile justice issues to increase graduation rates. To ensure that youth grow to be healthy adults, there needs to be an increase in health initiatives and services targeted at youth. A program should be created that offers health classes that focus on

topics of discussion such as wellness, the importance of healthy foods, the benefits of gardening, the results of exercise and the advantages of family planning.

## Housing and Community Development

We believe the City can improve the quality and availability of decent, safe, and affordable housing options through rehabilitation, new construction, tax exemptions, and expanded opportunities for home ownership.

The City of Austin's limited income residents, which include significant numbers of Hispanics/Latinos, would be well-served by housing policies that disperse affordable

housing citywide, to minimize race and ethnic segregation. The City should also develop policies that would create more housing options for the poor and working poor and initiate efforts to slow the rate of gentrification.



## Cultural Arts

We believe in an inclusive, accessible and equitable Hispanic/Latino arts community and that investments must be made now to prepare for population growth and community needs.

The future viability and vitality of our cultural institutions and organizations can be enhanced if the City nurtures and promotes Hispanic/Latino arts organizations. The City should focus on development and completion of existing and proposed Hispanic/Latino arts and facility projects. Projects include the 5th Street Mexican American Heritage Corridor, the Emma S. Barrientos Mexican American Cultural Center Phase 2 and 3, Mexic-Arte Museum, Velasquez Plaza and the Saltillo District. There should be a concerted effort to ensure facilities such as the Cultural Center and City recreation centers are accessible to Hispanic/Latino artists and arts organizations to provide cultural programming.

## Economic Development

We believe that the City can facilitate investment in the Hispanic/Latino business community through training and mentoring, incentives, access to capital, partnerships and City policies and contracting opportunities.



The Austin economy in general and the Hispanic/Latino communities in particular would benefit from an economic development climate that seeks to act as a catalyst for investment in the Hispanic/Latino business community through training and mentoring. This can be done through the Small Business Development Program and should include training on the City's business development policies and how to start up a small business. To ensure that Austin's business culture is reflective of its population, the City should provide incentives and access to capital dollars as a way to increase the recruitment of Hispanic/Latino businesses to Austin. However, for any new business to maintain the incentives given to them, whether they are a Latino business or not, it must create jobs that pay a living wage for all employees

## Health

We believe there needs to be improvements for increased access to healthcare services to address health disparities, as well as information to promote and protect a healthy community through the use of best practices and community partnerships.

Improved health outcomes for our community are critical and could be achieved in a number of ways. First, we believe that there needs to be improvements to the overall service delivery model at local healthcare and public health clinics to ensure cultural and language barriers are broken and services provided to those who need it are met. To reach the greater Hispanic/Latino population, the City could hold educational

classes at recreational centers, neighborhood centers and other City facilities to promote healthy lifestyles and healthy eating. These classes could be a forum to promote the use of parks and trails as community gathering sites for exercise and recreation and to endorse community gardens as a means to a healthy lifestyle.

## Civic Engagement

We believe that once we achieve a comprehensive quality of life for Hispanics/Latinos, then the level of civic engagement and participation will increase. We believe there are a number of ways to accomplish this. For example, we support City of Austin employee participation in Hispanic Austin Leadership. We also ask that the City of Austin support leadership development programs in the workplace and to develop leadership volunteer roles

All outreach to the Hispanic/Latino community should include media besides Univision, such as radio 1560 AM, that reaches the Mexican-American population, and we support the development of an annual Engagement Conference with Latino Professional Leaders.

We encourage the creation of a pool/database of Latino leaders and their areas of expertise, for distribution to Council Members to help diversify participation on boards and commissions and create a pool of experts. This would help ensure that City Boards and Commissions reflect community demographics.



## Transportation

We believe transportation is an often overlooked yet critical element in a comprehensive quality-of-life strategy for Austin’s Hispanic community. Roadway improvements, pedestrian pathways, mass transit and access to key business corridors are conduits to school, work, and play opportunities historically denied to the fastest growing segment of the Austin populace. The challenges of distance and access reflect on a common thread—transportation—in many of the issues discussed in this report. An all-inclusive approach incorporating planning and policy essentials by the City Transportation Department, Movability Austin, Capital Metro and Neighborhood Contact Teams would provide access to employment, education and enjoyment for the entire community.





Photos courtesy of AISD, photographer Carmen Luevanos

## Education

As previously stated, we believe the City of Austin should continue to exert leadership by supporting the idea that every child should graduate from high school and college or vocational training to be “career ready” for the workforce from the earliest age. This can be done with current and new City programs, but also through collaborations with the local independent school districts (ISDs) that support Austin.

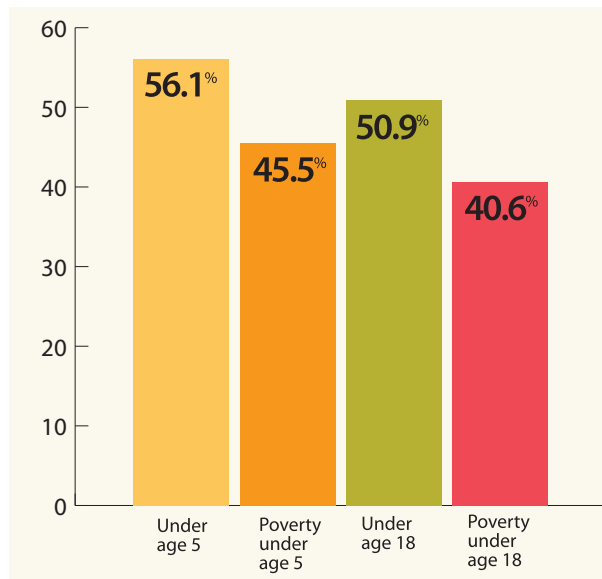
### Issues

The growth of Hispanic/Latinos dominates overall population growth in Austin. In 2010, Hispanic/Latinos in Austin were 35.1 percent of the total population. The areas of the greatest growth among Hispanic/Latinos manifest themselves in the very young. The graph below shows that 56.1 percent of Hispanic/Latinos are under age five, while 50.9 percent are under 18. This number becomes even more significant when you consider that 45.5 percent of those under five and 40.6 percent of those under 18 are living in poverty.

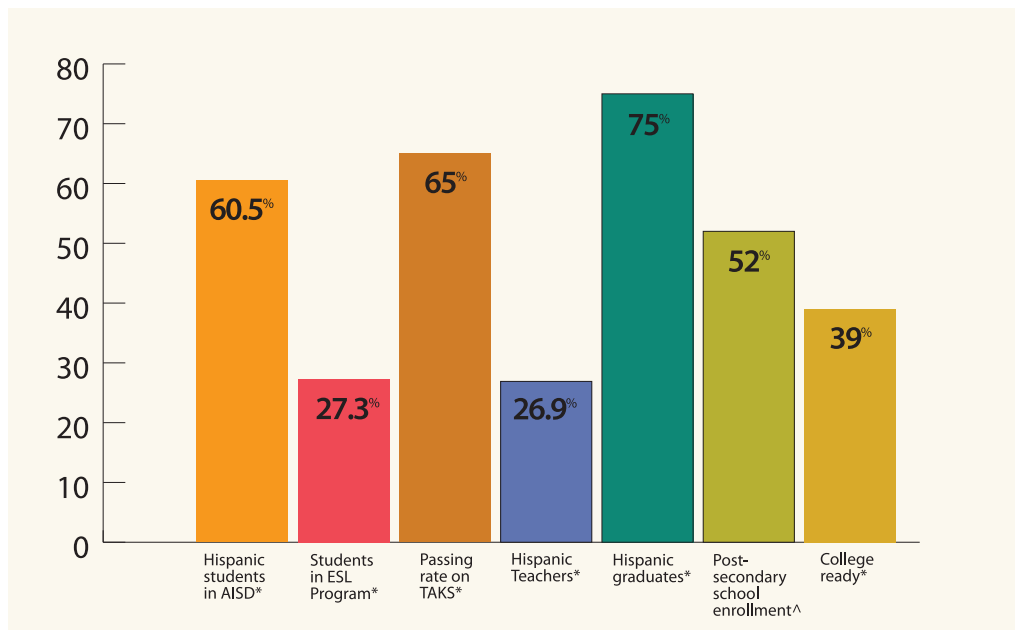
The Austin Independent School District (AISD) is the predominant ISD serving our community. There are some recommendations that the City of Austin has direct control over, while others will require local ISDs to take the lead. We understand that the City of Austin has no purview in the operations and policy of an ISD; however, we believe the City can facilitate discussions and be a valuable partner in

implementing some of these recommendations. The following are some significant statistical education data<sup>1</sup> compiled that was critical in the development of our recommendations.

### Percentage of Hispanic Youth Living in Poverty



### Hispanic Youth and Teacher Snapshot Within AISD



<sup>1</sup>\*2011-12 Texas Education Agency's Academic Excellence Indicator System (AEIS) Report  
<sup>^</sup> AISD Postsecondary Enrollment Report

In 2011, dropout rates in AISD for Hispanic students in grades 9-12 was 13.1 percent<sup>2</sup>. A contributing factor to this could be that there is a lack of collaboration between governmental, corporate and educational entities to foster student academic excellence. We also believe there is a lack of summer youth programs, comprehensive mentoring programs, and an overall lack of training programs for students who are seeking non-college careers.

Early Childhood Social Service Contracts provide services through subcontracting child care, home visits, family literacy and early learning, and support to families, including families with medically fragile children or children with cancer. These services also include family counseling and early childhood intervention for children with developmental delays. The following table provides descriptive information regarding the number of Hispanic/Latino children served through these contracts.

**FY 2012 – Children (ages 0-5) Served by  
City HHSD Social Service Contracts**

Hispanic/ Latino or Latino	Percent Hispanic/ Latino or Latino	Not Hispanic/ Latino or Latino	Percent Non- Hispanic/ Latino or Latino	Ethnicity Not Specified	Percent Ethnicity Not Specified	<b>Total Served</b>
7,144	56.03%	5,581	43.77%	26	0.20%	<b>12,751</b>



<sup>2</sup>. Texas Education Agency/Academic Excellence Indicator System (AEIS) Report



## Recommended Strategies

### (FISCAL YEAR 2014)

*Urge continuing collaboration between the Joint Subcommittee of AISD, City of Austin and Travis County to recommend the group consider the recommendations from this report and the Hispanic Quality of Life Initiative.*

1. Establish a way for the Joint Subcommittee to collaborate and communicate with the proposed Hispanic/Latino Quality of Life Resource Advisory Commission.
2. Exchange work plans between the two groups, as is practical.
3. Partner as a community stakeholder to ensure support for an AISD Healthand Medical magnet school.
4. Establish funding sources for early childhood education using the City of San Antonio's Early Education Funding Initiative as a model. The initiative is funded through a 1/8 penny sales tax increase. According to Salud Today, "(San Antonio) Voters approved a one-eighth penny increase in sales tax to pay for four new full-day pre-kindergarten centers, workforce training for early childhood educators, and grants for schools to expand preschool programs." ([www.saludtoday.com/blog/?s=early+childhood](http://www.saludtoday.com/blog/?s=early+childhood)).

## **(FISCAL YEAR 2015)**

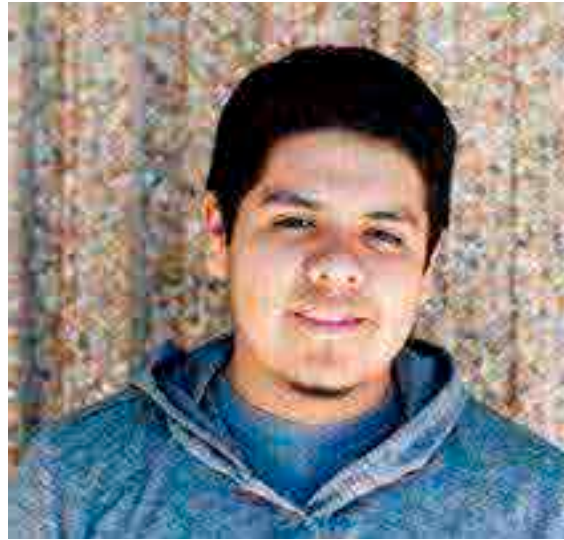
### *Early Childhood Care*

1. Increase the level of early childhood education preparedness for Hispanic/Latino families through private/public partnerships to:
  - a. Provide neighborhood-based early childhood education to low-income Hispanic/Latino Families with children ages 0 – 5.
  - b. Provide access to high-quality child care to families with children ages 0 – 5.
  - c. Provide additional Head Start, Early Head Start, and similar programs opportunities for Hispanic/Latino families.
  - d. Provide two-generation educational opportunities for children and their parents. These programs allow for concurrent educational development of Hispanic/Latino children and their parents.
2. Provide greater marketing and communication coverage to Hispanic Latino Parents on the availability of the Pre-Kindergarten, Early Childhood Education, and high-quality child care programs in both English and Spanish, using media outlets frequented by the Hispanic Community.
3. Provide full-day public school pre-kindergarten programs in schools where the majority of the population is Hispanic.

## **(FISCAL YEAR 2015)**

### *Expand current summer youth programs and employment opportunities for high-risk youth with the City of Austin.*

1. The City needs to work with the various governmental agencies to ensure there is increased participation of high-risk youth in the current summer youth employment program.
2. The City should develop incentive programs for attendance and performance-based merit if they do not currently exist within the current Summer Youth Employment Program.
3. The City should work with local ISDs on a system to identify high-risk youth eligible for a 30-day summer employment pilot program, with the goal of increasing the number of participants by 20 percent in the subsequent year.



Photos courtesy of AISD,  
photographer Carmen Luevanos

### **(FISCAL YEAR 2015)**

*Enhance partnerships and collaborations with local ISDs, the City of Austin, Travis County, area colleges and universities, and non-profit organizations.*

1. The City should work with local ISDs to enhance current programs that offer homework assistance/tutoring for problem learning areas. This can be done by increasing the incentives and benefits to City of Austin employees who increase their involvement in mentoring/tutoring programs.
2. The City should also work with local ISDs on collaborations where programs of urban and classical Latino music, dance, art, literature and theater offered by the City could be counted as credit for a student's curriculum.
3. Develop collaborative opportunities with local universities that have foreign language departments, such as the University of Texas Bilingual Education Department, for assistance in bilingual programming.
4. The City should also work with Austin Partners in Education (APIE) to help it increase partnership agreements for mentors with local businesses and other organizations.
5. As partners, the City and AISD should work to ensure AISD Hispanic/Latino youth leadership development programs succeed, and invite private and public organizations to collaborate in the development, funding and execution of programs.

6. Companies that are under consideration to receive City of Austin economic incentives should be encouraged to support public education programs such as mentoring and tutoring and offering internships, all of which would be considered added benefits in their incentive applications.

Support and Expand the Mayor’s leadership programs to include a “Leadership Development Academy” that targets and enhances the leadership potential of Hispanic/Latino youth and young adults. Also, support existing and proven programs in the Hispanic/Latino Community that provide tutoring, mentoring and other support to encourage student success in schools. Examples of such programs might include:

- Latinitas
- LULAC District Council 7 Leadership Program
- Con Mi Madres
- PODER Young Scholars for Justice
- AustinCorps

### **(FISCAL YEAR 2015)**

*The City should support, and where it can, facilitate discussion and creation of a Community Youth Court for truancy and support it with the development of educational programs to address the needs of youth in crisis and the implementation of preventative measures that will keep truant youth in school.*

1. As a community, we need to challenge other organizations to model the employee participation rate of the City of Austin as a way to increase tutoring, mentoring, homework assistance and literacy program participation.
2. Encourage the development of partnerships that support vocational trades and trade unions with public middle schools and higher.
3. Enhance collaborations and partnerships on dropout prevention programs with the goal of increasing graduation rates.
4. Continue to support the strategies and tools identified in “Connecting the Dots” to serve as an early warning system to identify potential dropouts. Continue a community-wide dialogue on this issue through the established partnership between the Joint Subcommittee of AISD/COA/Travis County and the proposed Hispanic/Latino Resource Advisory Commission.

5. Encourage community leaders and subject experts to engage in a conversation and develop or enhance programs aimed to identify indicators, signs, and patterns that emerge in potential dropouts that are similar to the pilot software program implemented by the City, County and AISD that enabled service coordination with results accountability between entities.



Photos courtesy of AISD, photographer Carmen Luevanos

6. If the current pilot supports it, create a centralized community youth court for truancy and non-traffic offenses filed against youth under the age of 17. This court would be supported by juvenile case managers charged with working with youth, families, school and the community to identify solutions. Align this Community Youth Court with the Downtown Austin Community Court to speed implementation, avoid duplication and maximize efficiency. Promote accessibility of the Community Youth Court by also convening on school campuses or other public facilities throughout the community.
7. Provide access to legal services for families of students in the court system.
8. Partner with local ISDs and Travis County to establish parent support programs that target reductions in truancy.

### **(FISCAL YEAR 2015)**

*Develop a career leadership academy that will be dedicated to professional careers in the public service sector that do not require college degrees.*

1. We believe the City of Austin should consider establishing apprenticeship programs for trades/careers that do not require college degrees such as mechanics, linemen, police officers, firefighters, pilots, positions in the



high- tech industry, and other identified career fields. There should also be increased outreach and mentoring for potential female Hispanic/Latino recruits.

2. Cooperative partnerships should be sought with private, public, nonprofit institutions and trade unions to make these trainee programs and career efforts successful.



## Youth Services

We believe that facilitating the involvement of young people in civic activities increases their likelihood of being civically engaged as adults. To make sure that the next generation of leadership continues, the City of Austin must work to ensure that youth are part of the future visioning of the City's plans and services. The City of Austin can provide additional mechanisms for our youth and young adults to gain leadership skills and knowledge.

If our community is to achieve equity and opportunity for all people, it is important to notice not only how the community as a whole is doing, but how sub-populations are doing. Vulnerable populations are groups of people who are at greater risk for poor socio-economic health status and well-being. Following are some of the key challenges facing one vulnerable population, our youth.

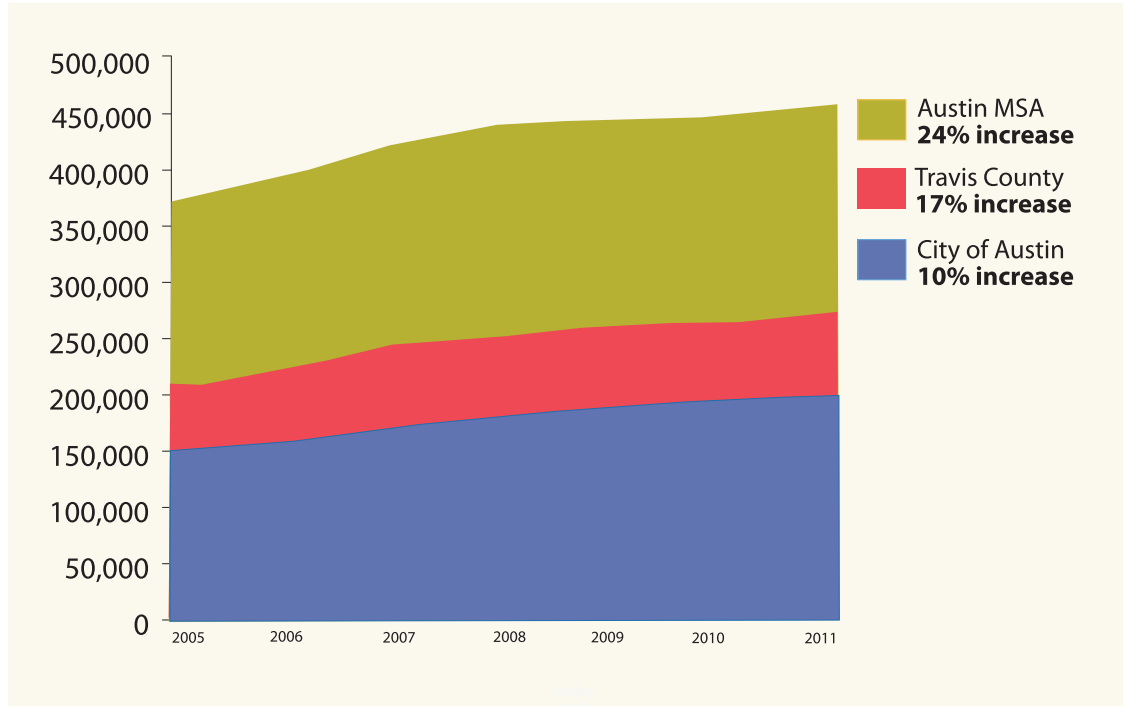
### Issues

A number of issues exist regarding the services for Hispanic/Latino youth in the Austin area. Two of the more prevalent issues include the fact that Hispanic/Latino youth make up a large population of the juvenile justice system and many do not have adequate health coverage. Additionally, most Hispanic/Latino youth are unemployed and/or underemployed and lack the basic skills to help them secure



work once they reach adulthood. A lack of internships geared toward Hispanic youth prevents Hispanic youth from learning the basic skills needed for gainful employment. Organized sports and other activities that promote youth development are lacking in low-income areas, especially for Hispanic females. The single underlying issue common to all the issues is the lack of transportation services and transportation alternatives for Hispanic youth, especially those who live in low-income areas of Austin.

### Growth in the Child and Youth Population



Source: Community Action Network, Dashboard 2013 [www.cancommunitydashboard.org](http://www.cancommunitydashboard.org)

## Data

- There are more than a quarter of a million children and youth living in Travis County, according to American Community Survey 1-Year Estimates. The growth rate of the under 18 population is higher in Travis County than in the City of Austin and higher still in the five-county Metropolitan Statistical Area.
- Almost one-fourth of children in Travis County live in poverty and 45 percent are low-income, meaning they live in families that earn less than two times the federal poverty threshold.
- Children in lower income households are less likely to have their basic needs met or to have access to quality pre-k and out-of-school-time programs.
- Lower-income children also tend to be geographically concentrated in areas with low-performing schools.



## Recommended Strategies (FISCAL YEAR 2014)

*There needs to be an increase in opportunities for programs, trainings and youth development at City of Austin facilities such as recreation centers, library branches and neighborhood centers.*

1. Expand the number of computer labs at recreation centers and offer more classes like the Connected Youth program at the Austin Public Library that teach basic skills that can help youth secure gainful employment. The City will begin the Roving Leaders program, which will include a portable computer lab that will serve the areas with the highest need. If the program proves to be successful, the City should look at expansion of the program to impact more children.
2. Create and/or enhance youth art, music, writing, theater, dance and performance classes at recreation centers and look into offering music production and business workshops as means for youth development. The current enrichment component of the Recreation Center After School



programs includes an arts component. This program is one that could be expanded to be offered as a stand-alone class and offered in low-income areas.

3. Work to incorporate more co-ed sports (such as volleyball and kickball) into current program offerings.

### **(FISCAL YEAR 2015)**

#### *Opportunities for programs, trainings and youth development.*

1. Provide all levels of swimming lessons, in both English and Spanish, based on a sliding fee scale in low-income areas. The department currently offers approximately 600 swimming lessons free of charge to individuals who qualify. Staff has communicated that the 2014 budget year is poised to offer sliding scale fees for recreation programs. We encourage City Council to ensure the fees are properly vetted and a sliding scale approved.
2. Provide healthy drinks and snacks in the vending machines at area recreation centers, including during programs, and offer healthy food workshops. We applaud the City Council for directing staff to develop a policy regarding healthy snacks and vending machines products. We were pleased to discover that recreation centers and departments are making efforts to reduce high-calorie snacks and high-sugar drinks in advance of this policy.
3. The Parks and Recreation Department should provide venues to organizations in low-income areas to host youth events and ensure that outdoor concerts at recreation centers provide music and entertainment by youth.

4. Support and fund extending recreation center hours and extending hours of lighting for outdoor sports, primarily in the late spring to early fall hours.

### **(FISCAL YEAR 2014)**

*Facilitate collaboration among local school districts to create programs to reduce truancy and increase graduation rates.*

1. As a long term goal, the City should collaborate with other governmental agencies to establish a Neighborhood Conference Committee (NCC) in every school, where it is needed, in collaboration with Family Resource Centers and Communities in Schools. This would follow the same model as the pilot program that was recommended by the Joint Subcommittee of AISD, City and Travis County.
2. Create a Community Youth Court for truancy and support it with development of educational programs to address the needs of these youth in crisis. Implement preventative measures to keep youth in school.
3. The City should work with local ISDs to determine the feasibility of creating a diversion program that would provide deferred prosecution within the enforcement agencies of each governmental entity.
4. Encourage coordination and facilitation of Community-Based Leadership that would support both youth leadership programs and restorative circles.

### **(FISCAL YEAR 2014)**

*Increase health services for youth.*

1. The City needs to collaborate with local ISDs to develop strategies and programs aimed at reducing the number of homeless youth and those affected by student mobility each year.
2. Ensure that there are allocations of housing funds that give priority to families with youth, especially those in situations where housing is needed immediately.
3. Enhance/incorporate health programs to educate youth on the issues related to teen pregnancy and sexually transmitted and communicable diseases.

## **(FISCAL YEAR 2015)**

### *Increase health services for youth.*

1. Establish and enhance health classes that focus on wellness, the importance of healthy foods, the benefits of gardening, the results of exercise and the advantages of family planning. The Parks and Recreation Department, along with the support of the community, should help plant and care for community gardens.
2. The City should enhance the early warning detection system within APD as an end to racial profiling and provide classes informing youth of their rights when they are stopped by Austin Police officers.

## **(FISCAL YEAR 2014)**

### *Enhance career building and employment opportunities for youth.*

1. The creation of a Citywide Youth Employment/Internship Office would provide outreach for employment opportunities.
2. Establish an online job search engine specifically for teens on the City of Austin web site.
3. Provide adequate funding to establish paid internships in various City departments throughout the year.
4. Look into possibly including into contracts with non-profits summer jobs/paid internship placement for youth.
5. Target low-income youth for employment and internship opportunities that pay a living wage.

## **(FISCAL YEAR 2015)**

### *Enhance career building and employment opportunities for youth.*

1. Look into the feasibility of a partnership with local ISDs with the goal of offering classes on financial education to youth at various City facilities and/or local schools.
2. Support the creation of public/private partnerships to provide trade jobs such as those in the high-tech industry and culinary arts, to prepare youth to become professionals in certain trade fields.



Photos courtesy of AISD,  
photographer Carmen Luevanos

3. Support the creation of public/private partnerships to provide real life skill jobs training at City facilities.

## **(FISCAL YEAR 2015)**

### *Youth and Juvenile Justice*

1. Create a Community Youth Court for truancy and non-traffic offenses filed against youth under age 17 to be supported by juvenile case managers charged with working with youth, families, schools and the community to identify solutions on a case-by-case basis for reducing truancy and involvement by youth with the criminal justice system.
  - a. Functionally align the Community Youth Court (CYC) with the Downtown Austin Community Court to speed implementation of the CYC, avoid duplication of effort and maximize efficiency.
2. Design the CYC with features of problem-solving courts, including:
  - a. Innovative and focusing on positive case outcomes (e.g. reducing recidivism and truancy).
  - b. Advocating for system change and reform by effectively engaging the community.



- c. Stressing judicial involvement in identifying and addressing obstacles faced by youth, families and schools.
  - d. Fostering collaboration and partnerships with the community and social service providers.
  - e. Identifying and utilizing effective screening and assessment tools for identifying youth who would be best served by the application of court resources.
3. Apply the principles of restorative justice providing for direct dialogue, when appropriate, between the accused and the school or the victim.
- a. Promote accessibility by convening the Community Youth Court, as necessary, on school campuses or other facilities open to the public.
  - b. Establish partnerships with researchers to report on the numbers of cases filed, demographic characteristics of youth handled by the CYC and outcomes in cases handled by the CYC.
  - c. Set the Juvenile Case Manager fee assessed on convictions in the Austin Municipal Court at \$5 per case (currently set at \$4) to increase funding for juvenile case managers and to place the fee at the same level assessed by Travis County Commissioners Court for Juvenile Case Managers in Justice of the Peace Courts.



## Housing and Community Development

We believe it is important to improve the physical condition and availability of housing by increasing the supply of decent, safe, and affordable housing options through rehabilitation, new construction and expanded opportunities for home ownership.

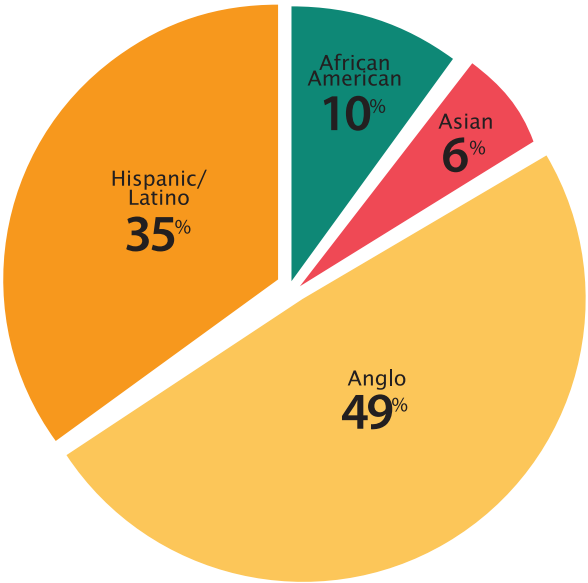
To ensure our residents have safe and affordable places to live, we will need to collaborate closely with the Austin Housing and Finance Corporation, the Community Development Corporation and the City of Austin Neighborhood Housing and Community Development (NHCD). The mission of the City of Austin's NHCD is to provide housing, community development and small business development services to benefit eligible residents, so they can have access to livable neighborhoods and increase their opportunities for self-sufficiency. NHCD directly administers a variety of programs to serve the community's housing, community development and economic development needs and provides grant funding to various agencies and non-profit organizations.

### Demographics

The City of Austin has reached a unique threshold in terms of racial composition, by becoming a "majority-minority" city. This means that in Austin, no ethnic ordemographic group exists as a majority. The Anglo (non-Hispanic white) share

represents just fewer than 49 percent of the population in 2010. The Hispanic/Latino share has steadily increased since 1990 to 35 percent of the population in 2010. The Asian community has also grown considerably in the last 10 years. In 1990, the Asian community represented about 3.3 percent of the population - in 2010, this share has grown to just over six percent of the population. African Americans comprised about 10 percent of Austin’s population in 1990. In 2010, the African American percentage has dropped to just under eight percent and is expected to continue to decrease as the city continues to increase in population. African Americans, as well as other demographic groups, have migrated to surrounding areas outside the city limits - the suburbs and neighboring communities. The geographical dispersion of affordable housing has also moved into the suburbs as the Austin housing market has become more expensive. This also accounts for the migration of residents to the suburbs.

### Austin Residential Migration to Suburbs



East Austin residents have been particularly affected by the loss in homeownership due to factors such as increasing property taxes. The following figures were pulled from the East Austin Conservancy’s report “Land of Broken Dreams and Land of Opportunity.”

- Between 2002 and 2012, the percent of longtime homeowners in East Austin declined by 34 percent.
- Nearly one-third of those longtime homeowners in East Austin had outstanding tax delinquencies.

- Between 2002 and 2012, approximately 214 affordable housing units were lost in East Austin.

## Issues

- Lack of affordable housing.
- Gentrification is impacting established neighborhoods in East Austin, creating a loss of community and cultural heritage.
- Due to gentrification, property taxes on homes in East Austin have been increasing significantly and pushing longtime residents out of their homes.
- Lack of funds for housing rehabilitation.
- Lack of construction of affordable housing and new public housing.
- Lack of compatibility from older traditional homes and new ones.

The City of Austin's most recent Housing Market Study (2008) identifies that in Austin neighborhoods, rapidly increasing property appraisals are leading to much higher tax bills, which might be unaffordable to some homeowners. For example, one Holly neighborhood property appraised at \$77,000 in 2003. In 2008, the property





appraised for \$158,000. Although tax rates actually decreased, the increase in appraised value caused the tax bill to rise from \$700 in 2003 to \$3,100 in 2008. Additionally, this property was receiving a homestead exemption, meaning that some taxing units were not taxing on the fully appraised value, thereby lowering the overall tax bill. If the property had not received a Homestead Exemption and had been a rental property, for example, the full tax bill would have been nearly \$3,500<sup>3</sup>.

Renters are not immune to these increases, even though they do not pay property taxes directly. Landlords pass on the cost of property taxes to their renters, so as property taxes rise, so does monthly rent. Property taxes are one reason that rents are higher in Austin than in other comparable cities.

The Housing Market Study also cites an increased need for affordable housing with a growing gap of units affordable to those earning 30 percent median family income or below – signaling a need for approximately 39,000 units affordable to households making less than \$30,000.

More recent data highlights that the need for affordable housing stems from a combination of factors such as increasing population levels, flat family income levels and increasing home prices – creating a supply-demand gap in home availability and affordability. Home prices in Austin rose steeply during the past decade, but family incomes remained flat, thereby widening the gap between the measures. Over the same period, the market share of affordable homes (priced between \$80,000-\$120,000) declined from 35 percent to just 10 percent. Rental housing is in short supply as well, and the units are distributed unevenly across the city, adding to transportation costs to reach employment centers. With almost 58% of the population living in rental homes and close to 50% of those renters paying a significant portion of their incomes as rent, the problem of affordable rental housing is acute in Austin.

The lack of affordable housing is only highlighted by the poverty levels increase in Austin. In 1990, the poverty level was slightly below 18 percent. In 2000, the rate dropped to just above 14 percent; however, by 2010, the rate climbed to just more

<sup>3</sup> City of Austin Comprehensive Market Study (2008)

than 20 percent. Some groups are disproportionately represented in poverty, especially in the areas of race and ethnicity, age, and education. The Community Action Network (CAN) has found that 27 percent of all Hispanics, 21 percent of all African Americans, 10 percent of all Asians, and 10 percent of all Anglo (non-Hispanic whites) live in poverty in the City of Austin.

Several programs under the City's Homeless/Special Needs Assistance category provide housing assistance and critical services to individuals, their families and households earning less than 200 percent of the Federal Poverty Guidelines.

## Recommended Strategies

The City of Austin should promote local policy and program initiatives that will support the creation of housing, community development, and small business development services to benefit eligible residents so they have access to livable neighborhoods and increase their opportunities for self-sufficiency. The following are key policy strategies that should continue to be promoted, which also align with and support the Imagine Austin Household Affordability prioritization program recommendations.



### **Promote affordable housing core values: Long-term Affordability, Geographic Dispersion and Deeper Levels of Affordability**

- Develop a Community Land Trust (CLT), which is a tool to preserve public investment in affordability and preserve affordable units in perpetuity. The CLT will retain ownership of the land, while the homeowner owns the improvements. The CLT limits the sales price of the home and requires that subsequent buyers be income-eligible. CLT homeowners will receive a share of the appreciation when the affordable unit is re-sold. This model provides future opportunities for low- to moderate-income households to buy the home at an affordable price. Without this type of mechanism in areas in which housing prices are increasing rapidly, the



subsidy given to low-income households is lost to future residents when the house is sold. In addition, a CLT would allow the City to reach deeper levels of affordability for lower-income homeowners.

- Continue the work that has been championed by the Community Development Commission and other stakeholders to develop a housing siting policy that would promote geographically dispersed affordable housing throughout the community. This work is aligned also with the recommendations put forward in the Imagine Austin Comprehensive Plan.
- Establish a land-banking program. A land-banking program is one in which land is acquired by a government entity or nonprofit with the purpose of developing affordable/workforce housing or engaging in revitalization activities. After a holding period, the land is sold to a nonprofit or private developer, often at a price lower than market, that agrees to the land use conditions (e.g., creation of affordable/workforce housing).
- Support the preservation of affordable housing particularly in East Austin through continued funding of home repair programs, specifically designed to preserve housing stock in gentrifying areas by creating easy to access capital for eligible low-income residents. This provides for increased opportunities for seniors to age in

place while preserving the integrity and character of neighborhoods in East Austin as well as prolonging the life span of much needed affordable housing in Austin.

- Prioritize preservation strategies and funding mechanisms to improve physical conditions of the existing single-family and multi-family housing through sensitive, well-designed, and coordinated rehabilitation efforts for both ownership and rental properties.
- Increase partnerships with other public entities, including but not limited to federal, state, county, educational and other local governmental agencies, to identify the inventory of parcels appropriate for constructing affordable housing through mechanisms such as transfers or leases. Investigate the use of appropriate City-owned public property as options for affordable housing, particularly land that is already owned by the City of Austin, such as the Betty Dunkerley Campus.

#### **Expand alternate revenue sources to promote diverse housing types throughout Austin.**

- Increase local funding and support affordable housing goals across the city, including in high and very high opportunity areas that lack affordable housing options.
- Encourage funding strategies that would support the creation and preservation of affordable housing in all parts of Austin.
- Support funding strategies that would promote housing for low-income housing for artists and musicians to increase studio space and live/ work housing.

#### **Provide leadership and education for affordable housing and community development**

- Ensure a system for documenting housing applications and contact information to ensure information is well-documented and a waiting list for public housing is accurate and carefully maintained.





- Provide tools to refine decision-making around affordable housing and community development needs and market conditions for more data-driven, place-based investment decisions.

#### **Promote sustainable practices**

- Increase the supply of decent, safe, and affordable housing through new construction and renovation of single-family structures that are compatibly and appropriately designed to complement the traditional character of a neighborhood.

#### **Work to Find a Continuous Source of Funding for Affordable Housing and Support Initiatives to Reverse Gentrification**

- Include affordable housing on all future bonds.
- Pursue tax exemption on properties.
- The City of Austin should provide additional Land Trusts (similar to those at Mueller) to encourage new affordable housing.
- Support the development of a Home Preservation District through the Texas Legislature.



- Preserve the integrity and character of existing housing in Central East Austin by encouraging rehabilitation over demolition.
- Increase the supply of decent, safe and affordable housing through new construction and renovation of single-family structures that are compatibly and appropriately designed to complement the traditional character of the neighborhood.
- Restore residential land uses to fill vacant lots and land that was historically occupied by housing.
- Investigate possibilities of using some City-owned public property as options for non-profit housing groups to build affordable housing.
- Work with counties to investigate sharing properties and sales tax to stop fiscalization of land use.

#### **Dispersion of Affordable Housing Citywide**

- Encourage new, affordable housing to be located throughout the city limits.
- Support moratorium on developer fees, in lieu of constructing affordable housing on site.
- Increase partnerships with other public entities, including but not limited to federal, state, county, educational and other local governmental agencies. These partnerships will help identify and inventory of parcels appropriate for achieving affordable housing through mechanisms such as transfers or leases.
- Allocate additional funding to meet affordable housing goals across the city, including in high and very high opportunity areas that lack affordable housing options.

#### **Target Housing Criteria to Include the Poor and Working Poor**

- The City of Austin should support Austin Housing AARC Regain Coalition.
- The City of Austin should support the Austin CHDO March 2011 Report.
- The City of Austin should support funding for low income housing for artists and musicians to increase studio space and live/work housing.



### **Additional Recommendations**

- Develop or improve system to document that housing applications, email lists, and waiting lists for public housing are accurate and carefully audited.
- Work to develop affordable housing at the Betty Dunkerley Campus.
- Use data to ensure equitable use of city housing by race and need to find and correct disparities.

## **Top Housing Priorities listed by Fiscal Year**

### **(Fiscal Year 2014)**

1. Target housing criteria to include the poor and working poor at the following levels: 0-30% Median Family Income (MFI) and 40-60 percent median family income.
2. Make City of Austin surplus public property available to non-profit housing groups to use for affordable housing.
3. Preserve existing affordable units throughout city but particularly in East Austin by creating an employee giving program to fund research around this topic that is useful and actionable. Support community-based efforts to address this challenge, identifying policy changes that can provide long-term relief to low-income homeowners.
4. Include assisted living housing units in all housing projects.
5. Restore the Housing Trust Fund to \$1 million or more annually.

### **(Fiscal Year 2015)**

1. Include funds for affordable housing on all future bond packages and develop an overall funding strategy for affordable housing.

2. Use development incentives, such as density bonuses, for including affordable units on site, (rather than Fees In Lieu), to increase affordability throughout the city.
3. Develop affordable housing at the Betty Dunkerley Campus.

### **(Fiscal Year 2016)**

1. Restore residential land uses to fill vacant lots and land that was historically occupied by housing.
2. Increase partnerships with other public entities, including but not limited to federal, state, county, educational and other local governmental agencies. These partnerships will help identify and inventory parcels appropriate for achieving affordable housing through mechanisms such as transfers or leases.
3. Preserve the integrity and character of existing housing in Central East Austin by funding rehabilitation over demolition.





Photo courtesy of the Mexic-Arte Museum

## Cultural Arts

We believe that cultural arts enhance our lives. We believe that all members of the community should have access to a high quality of life, including access to the arts. Austin should be an inclusive, accessible and equitable city and public investment must be made now to prepare for population growth and community needs.

### Demographics

Updated and complete demographic data on the number of Hispanic/Latino musicians, visual artists, dance groups, filmmakers, etc. in Austin does not yet exist. Data is only available on groups funded through the City of Austin Cultural Arts funding programs. Research should be conducted and a database should be created and maintained as a pool of potential cultural arts contractors--much like the minority contractors do to participate in the Minority-Owned and Women-Owned Business Enterprise program.

### Issues

1. The Hispanic/Latino arts organizations have been historically underfunded. Funding continues to decrease and the number of City-funded Hispanic/

Latino arts organizations are also decreasing.

2. The major Hispanic/Latino major arts cultural institutions (MACC, Mexic-Arte Museum) need additional support to fully develop facilities and operations.
3. There is limited support for the preservation of Mexican American history and archives. Support is urgently needed to protect and stabilize Latino collections and to ensure that the cultural heritage of the communities does not disappear as a result of neglect and lack of resources.
4. The Hispanic/Latino population is rapidly growing, thus there is a need for growth in cultural arts services to reflect the population.

The first issue involves a lack of funding. Under the Bed Tax Cultural Arts Fund, the City of Austin collects a total of nine cents of Hotel Occupancy Tax. Two cents of this tax is dedicated to the Venue Project Fund. Per City Code, the Cultural Arts Fund receives about 15 percent of the remaining seven cents (1.05 cents). This, "... may be used for the encouragement, promotion, improvement and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, execution and exhibition of a major art form."<sup>4</sup>

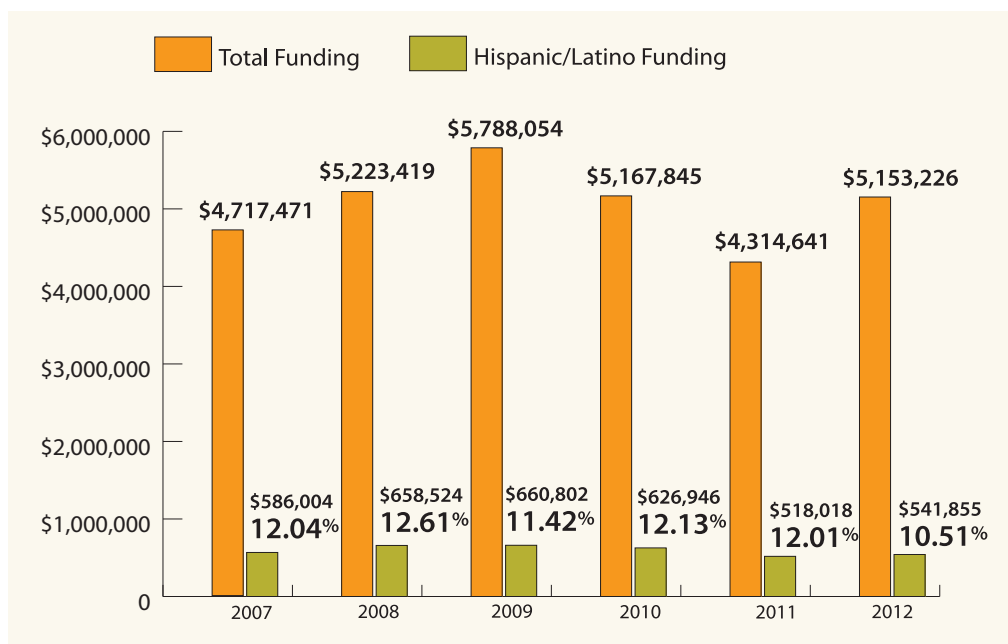
There are three specific programs which fall under the "core funding" umbrella. These are:

- Organizational Support — Request levels up to \$200,000 depending on organization's budget size.
- Project Support — Requests of \$25,000-\$100,000 by organizations for specific arts project activities.
- Project Support II — Requests up to \$25,000 by organizations for specific project activities. Requests up to \$15,000 for individual artist projects.

The following chart highlights that the majority of funding received by Latino organizations has continued to decrease. There is a need for better communication and outreach to the Hispanic/Latino artists and arts organizations to attract a high percentage of applicants. The following data is provided to show the total percentage of Hispanic/Latino funded applicants from FY 2007- FY 2012.

<sup>4</sup> Austin City Code Chapter 11-2 Hotel Occupancy Tax, Chapter 11-2-7 Allocation and Use of Hotel Occupancy Tax Revenue

## Hispanic/Latino Cultural Arts Funding by Fiscal Year



As depicted above, in FY 2007 Hispanic/Latinos received 12.04 percent of all Cultural Arts Funding. That percentage has changed only slightly over the past five years even though the Hispanic/Latino population as a whole has greatly increased. The total percentage of Hispanic/Latino funded artists is as follows: 12.04 percent in FY 2007, 12.61 percent in FY 2008, 11.42 percent in FY 2009, 12.13 percent in FY 2010, 12.01 percent in FY2011 and 10.51 percent in FY 2012.

The Cultural Arts Division (CAD) maintains cultural funding records for five years as per State of Texas Record Retention requirements, and so the City is unable to compare this data to number of applicants and prior to FY 2007.

Records maintained by one Cultural Contractor using statistics from the City of Austin Cultural arts that Hispanic/Latino Arts Organization funding in FY 92-93 was 17 percent of total funding and in FY 97-98 funding following 20 percent reflecting almost twice the amount of current funding. (See below data; research credit to Sylvia Orozco, Mexic-Arte Museum.)

## City of Austin Cultural Arts Funding

(Private research figures)

	2011	2010	2009	2008	2007
<b>Total Contractors</b>	237	269	287	257	245
<b>% Minority contractors</b>	30%	34%	34%	36%	25%
<b>% Latino contractors</b>	16%	17%	14%	15%	10%
<b>Total Funding</b>	\$4,305,599	\$5,192,645	\$5,966,359	\$5,370,169	\$4,663,770
<b>% Minority funding</b>	22%	21%	21%	22%	22%
<b>% Latino funding</b>	12%	12%	11%	12%	12%

	2005-2006	2004-2005	2003-2004	2002-2003	2001-2002
<b>Total Contractors</b>	225	190	182	205	192
<b>% Minority contractors</b>	25%	27%	27%	27%	24%
<b>% Latino contractors</b>	10%	13%	15%	16%	16%
<b>Total Funding</b>	\$3,570,089	\$2,632,165	\$3,101,187	\$2,689,198	\$3,798,019
<b>% Minority funding</b>	23%	26%	26%	26%	24%
<b>% Latino funding</b>	15%	17%	17%	18%	18%



	2000-2001	1999-2000	1998-1999	1997-1998	1996-1997
<b>Total Contractors</b>	180	185	164	164	152
<b>% Minority contractors</b>	27%	31%	27%	28%	28%
<b>% Latino contractors</b>	17%	19%	18%	18%	20%
<b>Total Funding</b>	\$3,588,363	\$3,161,048	\$2,532,276	\$2,393,000	\$2,124,569
<b>% Minority funding</b>	24%	25%	22%	27%	25%
<b>% Latino funding</b>	17%	18%	14%	20%	19%

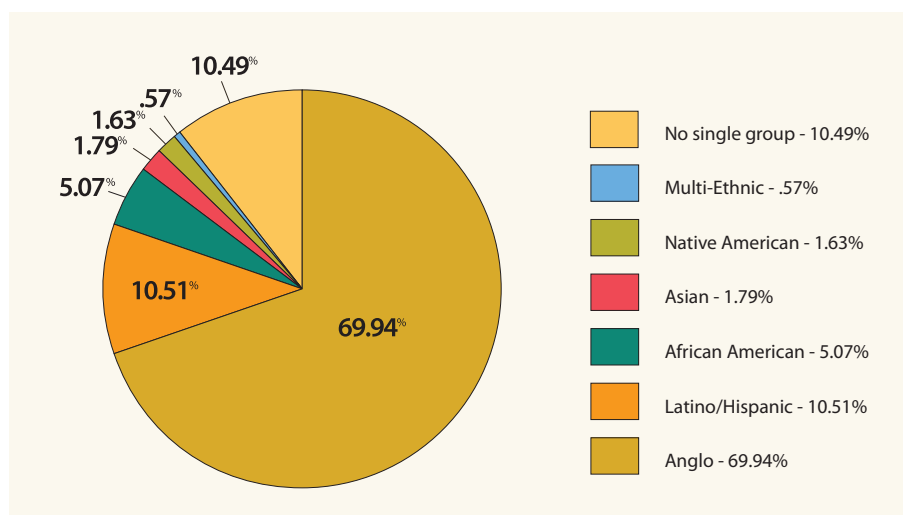
	1995-1996	1994-1995	1993-1994	1992-1993
<b>Total Contractors</b>	129	110	78	68
<b>% Minority contractors</b>	23%	27%	24%	24%
<b>% Latino contractors</b>	18%	21%	19%	22%
<b>Total Funding</b>	\$1,782,714	\$1,644,935	\$1,401,980	\$1,225,105
<b>% Minority funding</b>	20%	21%	19%	19%
<b>% Latino funding</b>	18%	18%	18%	17%

An additional program for funding of ethnic specific organizations is the Cultural Expansion Program (CEP). The CEP is designed to strengthen the organizational marketing capacity and audience development of creative, culturally-based organizations. It responds to a need to effectively market and increase the visibility of these arts organizations that traditionally provide programs and services primarily for minority and underserved segments of the community. The Capacity Building Program (a predecessor to the CEP) focused on strengthening the administrative capacity of culturally-based organizations. This program was designed to assist

Hispanic/Latino and other minority organizations grow and develop, and should be reinstated in addition to the CEP. Financial support is needed for Latino art organizations administrative support and the training of existing staff to strengthen current organizations.

The next chart shows the funding percentages of the total FY12 Core and CEP funding allocations by ethnicity.

### Percentage of Total Core and CEP Funding in FY 2012



The second issue is the need for additional support for Hispanic/Latino arts cultural institutions. The Emma S. Barrientos Mexican American Cultural Center and the Mexic-Arte Museum need additional support to fully develop these facilities and operations.

The current level of public participation and financial support is not sufficient for Hispanic/Latino institutions to meet the demands of the growing demographics in Austin. These institutions face significant funding and support barriers to their sustainability and development.

An Institutional Capitalization Initiative for Hispanic/Latino institutions should be created to provide support for facility development and sustainability. The creation of appropriate operating and facility support must accompany the development of buildings. Organizations should work with the City for increased operating costs of new or expanded facilities. Funding is required for facilities projects and increases in operating expenses.



The third issue is the limited support for the preservation of Mexican American history and archives. Support is urgently needed to protect and stabilize Hispanic/Latino collections to ensure that the cultural heritage of the communities does not disappear as a result of neglect and lack of resources.

Hispanic/Latino arts organizations routinely produce publications and materials that are the only archival preservation of the Hispanic/

Latino culture and history. Family archives and cultural materials are in great need of preservation; including those of important Hispanic/Latino leaders.

Finally, the Hispanic/Latino population is rapidly growing, thus cultural arts services need to increase to reflect the population.

The changing demographics of Austin are significant for the future production and consumption of arts and culture. The Hispanic/Latino population is the largest ethnic minority in Austin.

### **(FISCAL YEAR 2014)**

## **Recommended Strategies: Public Cultural Facilities**

### **Emma S. Barrientos Mexican American Cultural Center**

- Increase funding for operations and programs for the ESB-MACC.
- Protect the architectural integrity and view of the ESB-MACC by ensuring future development compliments the facility's integrity.
- Include the ESB-MACC in the Waller Creek TIF zone.
- Create programs and facilitate rentals to make it more accessible to Latino artists and organizations.

- Institute service agreements with Latino Arts cultural arts organizations. Art organizations would provide cultural arts services in exchange for facility usage and rentals.
- Allocate all rental fees generated by the ESB-MACC to programming at the EB-MACC, not the general fund.

### **City of Austin Recreation Centers and Libraries**

- Increase funding and programming at recreation centers, senior centers, libraries and other Austin Parks and Recreation facilities to provide more arts programs and education in all disciplines. Partnerships with Latino arts organizations should be encouraged and supported financially.
- Establish and use service agreements made with Latino cultural arts organizations so that they can provide cultural services to the community at the MACC or recreation centers.
- Provide funding for art education and training facilities focused on the Latino community.

### **Austin History Center**

- Support and increase the number of programs focusing on Mexican American history in Austin.



Photo courtesy of the Mexic-Arte Museum

- Preserve and integrate Mexican American history into the City's memory and consciousness.
- Provide sufficient funding for staff and programs focusing on Austin Hispanic/Latino historical significance.

### **(FISCAL YEAR 2014)**

#### **Recommended Strategies: Expand Public-Private Partnerships to Complete Existing Hispanic/Latino Public Cultural Facilities Projects and Build New Facilities**

- Complete existing and proposed Hispanic/Latino cultural arts facilities and projects to advance Latino art and Latino arts organizations in the community.
  - a. The 5<sup>th</sup> Street Mexican American Heritage Corridor
    - i. Designate and officially name the 5th St. Mexican American Heritage Corridor through signage and promotion on City information sites. Fund a Master Plan for the 5th Street Mexican American Heritage Corridor to provide a vision that would enhance the history of the Mexican Americans in downtown Austin. Include 5th Street in the Great Streets Program in next bond election.
  - b. Republic Square Park
    - i. Include Republic Square Park in the Master Plan and in the design of Republic Square a component of the past history of the Mexican Americans in downtown Austin through public art, wayfinding signage, markers, apps, etc.
  - c. Mexic-Arte Museum
    - i. Work with Mexic-Arte Museum to facilitate a new building for the preservation and collection of Latino and Mexican art.



- d. Rainey Street
  - i. Work with community to relocate and preserve historical homes.
  - ii. Dedicate the parcel of land located at 64 Rainey Street (Travis Central Appraisal District I.D. number 0203040624) for ESB-MACC use only.
- e. Plaza Saltillo
  - i. Work with Capitol Metro to develop Saltillo Plaza District.

### **(FISCAL YEAR 2015)**

- Continue to support Fiscal Year 2014 Activities.

### **(FISCAL YEAR 2016)**

- MACC Phase 2 and 3 – Include funding for Phase 2 and Phase 3 in the next bond election.
- Include any incomplete Hispanic/Latino arts facilities in the next bond election.

### **(FISCAL YEAR 2017)**

Complete the following:

- Manuel Donley Museum
- Tejano Trails
- Velasquez Plaza
- New Austin History Center/Museum with a program component focusing on Mexican American history.

## **Recommended Strategies: Expand Public-Private Partnerships to Complete Existing Hispanic/latino Public Cultural Facilities Projects and Build New Facilities**

### **Economic Development**

- Create Economic Development Incubators and job-training centers focused on the arts.
- Apply for federal programs and funding such as federal tax credits to assist Hispanic/Latino arts organizations.



### **Music Office Liaison**

Designate a Hispanic/Latino music Liaison as part of the Music Office to assist Latino musicians in navigating funding and marketing opportunities

## **Recommended Strategies: Cultural Arts Funding**

The City must recognize, preserve and celebrate Hispanic/Latino art, culture and history. The City should also establish, enhance, cultivate and embrace Hispanic/Latino Cultural arts institutions by increasing their financial support and resources. Arts funding should be increased to reflect Austin's population growth.

**(FISCAL YEAR 2014)**

**Cultural Arts Division/EGRSO**

- **Cultural and Heritage Festival Funding Category -**  
Create a new category under the Cultural Arts Funding Program in the Cultural Arts Funding Program to support cultural and heritage festivals that are based on ethnic traditions. These festivals should celebrate and promote the cultural history of Hispanic/Latinos and other ethnic groups in Austin. Provide financial and in-kind support from the City of Austin (such as fee waivers, permits, security) in this program. (Organizations applying in other categories should be permitted to apply in this category.)
- **Capacity Building Program -** Reinstate and strengthen by increasing funding for the Hispanic/Latino arts organizations. "In-kind" contributions should be considered as an allowable match.
- **Hispanic/Latino Arts Outreach Program -** Create an outreach program to increase Hispanic/Latino arts organizations and artists' applications funded under the Cultural Arts Funding program. The program should include a Hispanic/Latino outreach coordinator whose primary responsibility is to identify and match up artists with City of Austin

Cultural Arts funding programs. This person should act as a resource to Austin’s vibrant Hispanic/Latino artist’s community.

- **Funding system/formula** – Evaluate to ensure results are reflective of the Hispanic Quality of Life recommendations.

### **(FISCAL YEAR 2014)**

#### **Austin Convention and Visitors Bureau**

- The City of Austin should partner with the Austin Convention and Visitors Bureau and other business organizations to promote Hispanic/Latino arts in Austin.

### **Other related recommendations**

- **City of Austin Cultural Arts Department** – Create a standalone department that oversees cultural facilities and artist funding of all disciplines, including music.
  - Place Parks and Recreation Department Arts Program under Cultural Arts Department.
  - Create Cultural Arts Department—as stated/recommended in top 3 recommendations in Create Austin.
  - Place City Museums and Cultural Arts Centers under Cultural Arts Department.
- Provide arts and skill development training free of charge to teachers.
- Provide more City support of cultural arts for youth (especially music).
- Uncover the history of Latinos in downtown Austin: Celebrate it, promote it.





- Develop a cultural arts internship program at the City of Austin.
- Create citywide supported arts mentorship program.
- Create and fund citywide event/promotion to Hispanic events with ACVB.
- Assist in developing a Latino Arts Alliance group to bring Latino Arts organizations together.
- Create Multicultural Musical: visual arts piece (signage or art) to show: “The Live Music Capitol of the World.”
- Create a Latino Arts Month/Festival: Latino Music Month.
- Sponsor a mural to place at the wall under the train at 3<sup>rd</sup> or 4<sup>th</sup> and Lamar, Republic Square and other places, showing Austin’s Hispanic Heritage in downtown area.
- Include these projects in Capital Improvements: 5<sup>th</sup> Street Corridor, 7<sup>th</sup> Street Corridor, 1<sup>st</sup> Street Corridor.
- Include all HQL recommendations in Imagine Austin Comprehensive Plan.
- Engage Latino arts organizations to increase applications for grant judging and educate applicants on process.
- Create a competitive formula for distribution of funds to cultural arts.
- Ensure that the “in kind” contributions for nonprofit arts program are calculated as part of their total amounts for annual funding (free rent for arts programs, etc.)
- Celebrate and promote the cultural history of Hispanics/Latinos in Austin.



## Economic Development

We are committed to providing for the economic development and economic security for the Hispanic/Latino community in Austin, by working with the City of Austin to accomplish the goals expressed in this Hispanic/Latino Quality of Life Report.

We believe there is a lack of loans and other capital for Hispanic/Latino businesses. Although there are programs that provide enhancement for the “individual” wealth of entrepreneurs, certain segments of the population simply cannot take advantage of the opportunities in a free and open market society, due to a variety of personal, family, or natural situations. Also, the goals expressed in this report include provisions for securing the social safety net and social justice for the community, which is a critical departure point for holistic economic development.

## Demographics

Hispanic/Latinos in the Austin Metro area represent nearly one-third — 538,313 — of the population. In the City of Austin, Hispanic/Latinos account for more than one-third, or 277,707, of the total population.

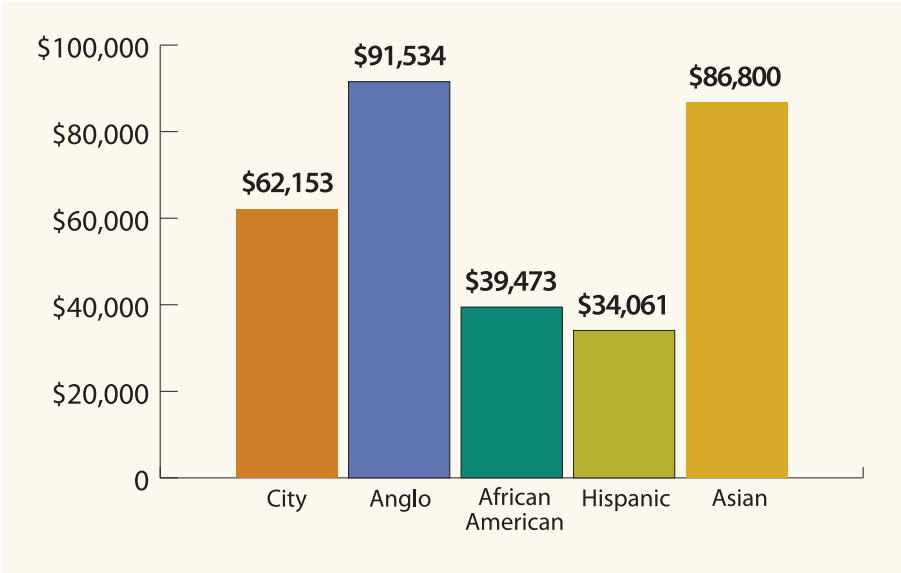
In addition, the Hispanic population in the Austin Metro increased by 64 percent over the past 10 years, compared to 28 percent for the non-Hispanic population. In the City of Austin, the Hispanic growth was 39 percent in the same period compared to 12 percent to the non-Hispanic population.

Growth in the Hispanic population for the Austin Metro accounted for 45 percent of the total growth for the Metro area. In the City of Austin, Hispanic growth accounted for 58 percent of the total growth in the City.

As depicted in the below *Median Family Income by Ethnicity* chart from the City of Austin, there income for our Hispanic/Latino residents is significantly lower than that of other Austin residents. In 2009 the median family income for a Hispanic/Latino family living in Austin was almost half of that of an average resident. This is an issue that needs to be addressed.



### Median Family Income by Ethnicity, City of Austin 2009



(Source: Census 2000 and Census 2010, City of Austin, Austin Metro.)

The business ownership figures in Austin as compared to the entire state are listed below. The percentage of Austin’s Hispanic/Latino-owned firms is less than what is accounted for on a state level. With such a high percentage of Hispanics/Latinos living in Austin, this shouldn’t be the case.

## Business Ownership and Income

Business QuickFacts	Austin	Texas
Total number of firms, 2007	80,582	2,164,852
Black-owned firms, percent, 2007	3.9%	7.1%
American Indian- and Alaska Native-owned firms, percent, 2007	S	0.9%
Asian-owned firms, percent, 2007	4.9%	5.3%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	S	0.1%
Hispanic-owned firms, percent, 2007	13.1%	20.7%
Women-owned firms, percent, 2007	28.2%	28.2%

Source: U.S. Census Bureau

### Issues

Because Hispanic/Latino participation in economic ventures is not equal to Hispanic/Latino representation in the population, there is a shortage of knowledgeable and experienced local Hispanic/Latinos to develop the concepts for, or carry out implementation of, community-based economic development projects.

The most historic of Austin's early Hispanic/Latino neighborhoods have already been largely destroyed, but some historic East Austin landmarks still exist. Without positive action, it is unlikely that physical evidence of early Hispanic/Latino life in Austin will endure.

There needs to be a dramatic increase in efforts to engage and include the Hispanic/Latino community in City programs that could enhance the quality of life for our residents.

## Recommended Strategies

### (FISCAL YEAR 2014)

#### Recommendation: Create a Hispanic/Latino Economic Development Corporation (EDC)

Fund a Hispanic/Latino owned and managed economic development corporation (EDC) intended to benefit local Hispanic/Latinos. This EDC should be tasked with two critical functions:

1. Executing an Applied Entrepreneurship Program for high growth and technology businesses, and
2. Managing three renewable capital funds:
  - a. A venture capital fund to aid local Hispanic/Latinos to start new business ventures in either high growth or technology businesses;
  - b. A low-interest debt fund to enable Hispanic/Latino non-profits to start or expand; and
  - c. A low-interest debt fund to enable Hispanic/Latino worker-owned cooperatives or small businesses to start or expand.

These funds will initiate positive movement toward improving the quality of life for nearly half a million Austinites. The following table outlines the total cost of this program:

Program	Endowment/ Fund Size	Annual Operating Budget
Applied Entrepreneurship Program	\$20 million	\$600,000
Venture Capital Fund for high growth or technology businesses	\$40 million	\$800,000
Low-Interest Debt Fund for non-profits	\$20 million	\$400,000
Low-interest Debt Fund for worker-owned or small businesses	\$20 million	\$400,000
<b>Total Project Cost</b>	<b>\$100 million</b>	
<b>Annual Program Budget</b>		<b>\$2.2 million</b>

Task and fund the EDC with the responsibility to develop an economic development academy or institute to train local Hispanic/Latinos to create, manage, and maintain appropriate economic ventures, to include:

1. Junior Entrepreneurs: selected students recruited from AISD high schools to learn the basics of business policies and procedures. Also could be called Junior MBA.
2. Senior Entrepreneurs: selected people in management positions to help others who want training to develop their own business. This training would develop business partnerships, create internships, and help mid-level managers develop into career managers.
3. Hispanic/Latino Public Policy Research Center: a think tank designated to research, study and analyze economic issues confronting Hispanic/Latinos in the Austin Area and propose potential solutions.
4. Hispanic/Latino City Interns: a group of Hispanic/Latino students who will serve as interns for City departments, working to learn not only more about how a city department functions, but also to create career experience and paths to future employment.
5. Financial Institutions Forums: training on how banks and other financial institutions work, with the goal of clarifying what types of loans are available for business at different stages of development.



6. Austin Council for Equal Business Opportunity: group of Austin business people who will serve as advisors to all the above programs based on their vast combined individual experiences.

Annual funding for these combined training programs should be \$2.5 million.

Part of the EDC's programming should include but not be limited to:

- An Applied Entrepreneurship Program for High Growth and Technology Commercialization
- Three Renewable Capital Funds:
  1. Venture Capital Fund for Hispanic/Latino High Growth and Technology Entrepreneurs
  2. A low-Interest Debt Fund for Hispanic/Latino Non-Profits focused on Building Organizational Capacity and Assets
  3. A low-Interest Debt Fund for Hispanic/Latino Small Businesses and Worker Owned Cooperatives

(Source: see attachment: Economic Development by Teofilo Tijerina, EDCO Ventures)

### **(FISCAL YEAR 2014)**

#### **Recommendation: Enforce MBE/WBE Ordinance**

Enforce the City's MBE/WBE ordinances and monitor contracts for compliance, including prime contractors' use of MBE/WBE subcontractors. Ensure that City staff is adequately informed of contractual obligations and their responsibilities. Provide funding adequate to ensure proper staffing.

### **(FISCAL YEAR 2014)**

#### **Recommendation: Adopt living wage for the City of Austin Chapter 380 Agreements**

Workers on projects receiving economic development subsidies from the City of Austin should be guaranteed decent jobs, workplace safety and training and pay in the Chapter 380 agreements. The City Council must make changes to the threshold for extraordinary economic impact that includes:

- Paying a living wage (\$11) or the Department of Labor prevailing wage or whichever is greater, so that companies who build these facilities do not drive down area standards so that working adults can support themselves.



- Ensuring that the living wage is extended to construction workers. Encouraging City of Austin and Travis County review and update the universal living wage rate.
- Implementing safety protections, including safety training (in English and Spanish) and provide resources for adequate monitoring and enforcement. Workers' Compensation Insurance should also be provided.
- Meeting or exceeding the MBE/WBE goals identified in the Chapter 380 agreements.
- Creating a minimum 20 percent of the jobs to benefit economically disadvantaged population.
- Developing, training and recruiting ex-offenders to further economic impacts.
- Establishing a stakeholder process to consider strategies for mitigating potential impacts on the subcontractors in Chapter 380 agreements.
- Working with subcontractors to resolve the prompt pay issues associated with subcontracting, including the possible requirement to establish a collateral pool.



## (FISCAL YEAR 2014)

### Recommendation: Focus on Hispanic/Latino Business Recruitment, Job Creation and Employment

We strongly recommend the extension and improvement of the following for the greater participation of the Hispanic/Latino community:

- Initiatives to recruit Hispanic/Latino businesses to Austin

Expand the EGRSO initiatives to include identification of Hispanic/Latino businesses globally seeking to expand to Austin. It is important to radically expand these initiatives to create the jobs and employ our Hispanic/Latino labor force. We recommend providing funds and a process to accomplish this, and to institute a target number of recruitment contacts and visits.

Continue EGRSO's partnership with the Greater Austin Hispanic Chamber of Commerce (GAHCC) and others to develop new contract performance

measures that include recruitment of relocations and expansions from Monterrey, Mexico and coastal port cities to take advantage of trade opportunities associated with the I-35 NAFTA corridor and the 2014 -2015 opening of the Panama Canal.

In cooperation with the GAHCC, approximately 40 prospect companies are invited to Austin annually.

- Improve and enhance initiatives to increase living wage jobs in economically disadvantaged areas
- Initiatives to decrease unemployment



In 2012 EGRSO, in partnership with the Greater Austin Chamber of Commerce, recruited two manufacturing companies. This represented approximately 500 new jobs in one year alone. Those companies, HID Global and U.S. Farathane, offer medical benefits, advancement opportunities and in the case of U.S. Farathane, agreed to hire unemployed individuals with criminal backgrounds. EGRSO has an economic strategy of expanding this initiative in future incentive contracts. The Chamber of Commerce has more than 50 manufacturing companies listed as active prospects. We recommend that these initiatives be expanded to include the Greater Hispanic Chamber of Commerce to decrease Hispanic/Latino unemployment.

- Initiative to increase Hispanic/Latino/Latino employment with the City of Austin.

In the past 15 years, the Hispanic/Latino community has lost senior staff members and is not participating in employment opportunities in rank and file employment with the City. We recommend a complete report on employment of Hispanic/Latinos in the City of Austin, by rank and salary scales, as well as a plan to increase and improve employment opportunities with the City of Austin. We further recommend similar reports to the community on annual basis.

We recommend a professional internship program with the City of Austin to recruit recent High School, Community College and University Hispanic/Latino graduates for employment with the City.

### **(FISCAL YEAR 2015)**

#### **Recommendation: Develop and Promote Training and Coaching Initiatives**

We strongly recommend the extension and improvement of the following for the greater participation by the Hispanic/Latino community:

- Create the Small Business Development Program which would include small business training for Hispanic/Latino youth; with family-owned businesses. The Hispanic/Latino community would benefit from a program to recruit and train its youth to prepare them for starting business of their own or to take over a family business. This could be done as a summer job initiative.

- Create business coaches/mentors to support minority businesses for their first three years. Expand the SBDP direct technical assistance to individuals that are looking to start a business, or that have been in business for three years or less. This service is offered at no cost to the customer, and has no limits on the amount or timeframe of services used for businesses located inside the Austin city limits.
- Provide culturally competent public awareness and outreach. Provide semi-annual accountability/performance reports to ensure that efforts are appropriate and successful to the proposed Hispanic/Latino Quality of Life Advisory Commission.
- Include the Hispanic/Latino community in Economic Development Initiatives and programs to ensure participation by briefing local Hispanic/Latino organizations including the Greater Austin Hispanic Chamber of Commerce of upcoming incentives under consideration, and allowing representatives of the community including the GAHCC to meet with prospective companies.
- Connect prospects with DSMBR to ensure MBE/WBE participation.
- Ensure that there is no duplication of City of Austin services to MBE/WBE and to small businesses and contractors, in order to avoid outreach confusion.

### **(FISCAL YEAR 2015)**

#### **Recommendation: Enhance the Role of the Non-Profit Sector in Economic Development**

We strongly recommend the extension and improvement of the following for the greater participation of the Hispanic/Latino community:

Hispanic/Latino operated non-profits are an important source of employment, economic development, safety net security, and social justice and equity. As it is necessary to provide a holistic approach to economic development, this sector is an important concern. We recommend:

- Providing structured financing and technical assistance to Hispanic/Latino owned non-profits.
- Creating a program to train and assist in the development of Hispanic/Latino non-profit organizations to function successfully as businesses.

- Using Community Development Block Grant funds to create space within those census tract high poverty neighborhoods to house Hispanic/Latino non-profits that encourage Hispanic/Latino global tourism and convention businesses with Hispanic/Latino entities.
- Providing technical assistance services for the development of Hispanic/Latino businesses that offer local advocacy, community development, and long-term foundations for sustainability in economically depressed areas.



### **(FISCAL YEAR 2015)**

#### **Recommendation: Extend Programs to Increase Hispanic/Latino Participation**

We strongly recommend the extension and improvement of the following for the greater participation of the Hispanic/ Latino community:

- City of Austin Neighborhood Housing and Community Development (NHCD) Program Community Preservation and Revitalization (CP&R) Business Loan Program provides financial assistance in the form of small business loans to financially and geographically qualified small businesses within the CP&R Zone. The CP&R Program serves to retain, expand, and relocate small businesses in the CP&R Zone, which is in East Austin. The boundaries are IH 35, Manor Road, Ed Bluestein Blvd. and Riverside Drive. We recommend extending the boundaries to areas of Dove Springs/North Central/Northeast Austin (using the 2010 US Census to identify additional areas of economic need for the Hispanic/Latino community).
- NHCD administered small business programs such as the Community Development Bank in partnership with PeopleFund and Micro-enterprise Technical Assistance in partnership with BigAustin.



- Enterprise Projects of the Governor’s Office of Economic Development’s Texas Enterprise Zone Program as the opportunity to help projects outside the Enterprise Zones. It will identify and/or initiate projects in economically depressed areas such as Dove Springs, North Central and North East Austin with large Hispanic/Latino populations.

- SBDP offering direct technical assistance to individuals that

are looking to start a business, or that have been in business for three years or less. This service is offered at no cost to the customer, and has no limits on the amount or timeframe of services used for businesses located inside the Austin city limits.

- Small and Minority Business Resources Department (SMBR) programs instituted to serve the needs of the small and minority business communities by meeting and negotiating on all expansions and recruitments to advance their business economic development. They also include Hispanic/Latino economic development needs in the process of coordinating business opportunities and strategies. This is in addition to EGRSO SBDP’s services are designed to help the generic population to start, survive, and grow in a competitive business environment, regardless of the owner’s ethnicity.

With regard to Austin City Council Resolution No. 20120112-058 concerning third-party agreements which include developer participation agreements, economic development agreements under Chapter 380 of the Texas Local Government Code (“Chapter 380 Agreements”), ground lease agreements, all third-party agreements negotiated between the City and private entities desiring to develop City-owned property, and any agreements pertaining to facilities constructed by private entities in conjunction with reliance on the City’s endorsement pursuant to the Texas Major Events Trust Fund Act (“Eligible Third-party Agreements”). SMBR is charged with determining compliance for third-party agreements.

- Third-party agreements comply with the standards and principles of the City’s M/WBE Ordinance.
- Third-party agreements contain contract terms requiring the third party or private entity entering into the contract to comply with the standards and principles of the City’s M/WBE Ordinance.
- Third-party agreements will include the establishment of ethnic specific MBE/WBE utilization goals, and a requirement that contractors and consultants on the subject project either meet the ethnic specific MBE/WBE goals or demonstrate a good faith effort to meet the goals with respect to any design or construction projects including, but not limited to, construction of any leasehold improvements for the subject project.
- Make sure City funds are expended in a way that reflects the Hispanic/Latino population, i.e. if Hispanic/Latinos comprise 40 percent of the population, then 40 percent of the MBE/WBE contract funds should go to Hispanic/Latinos.
- Third-party agreements shall include the requirement of an outreach program designed to solicit participation of minority-owned businesses, women-owned businesses and small businesses.
- Third-party agreements shall include a requirement that the third-party use commercially reasonable efforts to provided minority-owned, women-owned, and local small businesses an equal opportunity to participate as suppliers of materials and services for the subject project.
- Third-party agreements shall include the requirement that the third-party make commercially reasonable efforts to recruit residents of the Austin area for available employment opportunities.



**(FISCAL YEAR 2016)**

**Recommendation: Hispanic/Latino Preservation District**

Create a Local Hispanic/Latino Historic Preservation District, to start with the Rainey Street Historic District, and ranging east of IH35 to include Holly, East Cesar Chavez, Barrio Unido, Buena Vista, Cristo Rey, Guadalupe, Govalle, and Johnston Terrace

neighborhoods (roughly Rainey on the west, Lady Bird Lake on the south, E. 7th on the north, and 183 on the east). In addition, create a Hispanic/Latino Historic Preservation Fund to enable preservation of cultural, social, economic, political and architectural history of relevance to the Hispanic/Latino community.



### **(FISCAL YEAR 2016)**

#### **Recommendation: Develop Partnerships/Relationships to Better Hispanic/Latino Opportunities**

We strongly recommend the extension and improvement of the following for the greater participation of the Hispanic/Latino community:

- Enhance partnerships and funding connected to performance and demographics, including the Greater Austin Hispanic Chamber of Commerce. An example is the EGRSO's partnership with the Greater Austin Hispanic Chamber of Commerce. The annual \$220,000 contract has a five-year span representing an investment of more than \$1.1 million. It is based upon mutually established goals and initiatives. The performance-based contract also includes goals for employment, recruitment, education and a flexible program of interaction on new and emerging economic development projects.

Also, expand the initiatives, such as that with the Empresarios Mexicanos Association, to include other business and contracting groups such as Hispanic Contractors Association of Austin and the Workers Defense Project for a more holistic approach to economic and employment development initiatives.

- Partner with other funding entities, including banks, to offer low-interest loans for profit and non-profit small business startups and expansion.

The Neighborhood Housing and Community Development (NHCD) Program offers many services for small businesses in the Austin community from technical assistance to loan services to enhance the success of growing small businesses and encourage the creation of jobs for low- to moderate-income households. Programs include the following:

- Micro-Enterprise Technical Assistance in partnership with Big Austin
- Community Preservation and Revitalization (CP&R) Business Loan Program
- Community Development Bank in partnership with People Fund
- Facade Improvement Program

Low-interest loans to Hispanic/Latino businesses are a primary consideration in EGRSO's development of the Family Business Loan Program (FBLP). Small family run enterprises are more likely to hire community and family members than large corporations. The Family Business Loan Program makes low-interest fixed asset and working capital loans to qualified Austin small business owners who are ready to expand their business and create jobs. The FBLP is a public-private partnership. Lending partners are: U.S. Small Business Administration approved Community Advantage lenders and Section 504 certified community lenders such as Capital CDC, and private lenders such as Omni Bank, ABC Bank, Prosperity Bank and Amplify Credit Union.

- Partner with other funding entities and banks to offer low-interest loans for large Hispanic/Latino business ventures.
- Enhance partnerships and funding connected to performance and demographics with the Greater Austin Hispanic/Latino Chamber of Commerce and other economic development efforts targeting the Hispanic/Latino community.
- Expand partnerships with other agencies and banks to offer low-interest loans for small businesses, startups, and small business for expansion and increase awareness of such programs.
- Designate a senior City executive to work with the proposed commission to identify and pursue public private partnerships as well as city, state, county and private funding to support initiatives in this report.





## Health

We believe that we need to eliminate Hispanic/Latino health disparities, and that in order to increase and promote healthy lifestyles, the City of Austin should work to improve and increase access to healthcare and public health services and information. This could be accomplished by promoting and protecting a healthy community through the use of best practices and community partnerships.

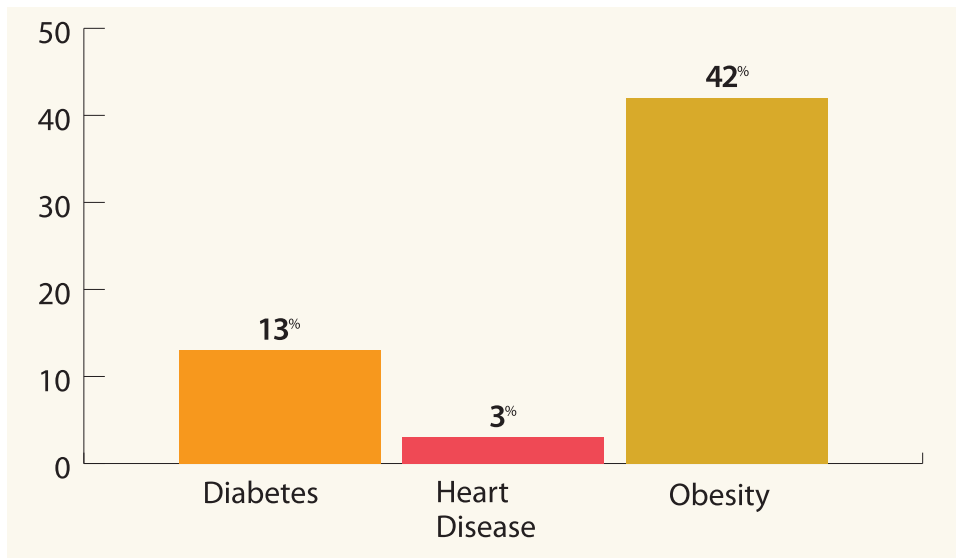
## Demographics

There are many health issues prevalent among Hispanic/Latinos in Austin that could be prevented. These range from obesity and diabetes to high teen pregnancy rates and high mortality rates. Some interesting statistics below illustrate some of the trends affecting Hispanic/Latinos in Austin.

- In 2010, diabetes prevalence in the Hispanic/Latino population was 12 percent and is just slightly higher than prevalence for the State of Texas and Austin MSA. Cardiovascular disease prevalence in the Hispanic/Latino population was 2.7 percent and is significantly lower than the prevalence among Hispanic/Latinos in the State of Texas. Obesity prevalence in the Hispanic/Latino population was 41.8 percent and is lower in Travis County as compared to Austin and Dallas MSAs. <sup>5</sup>

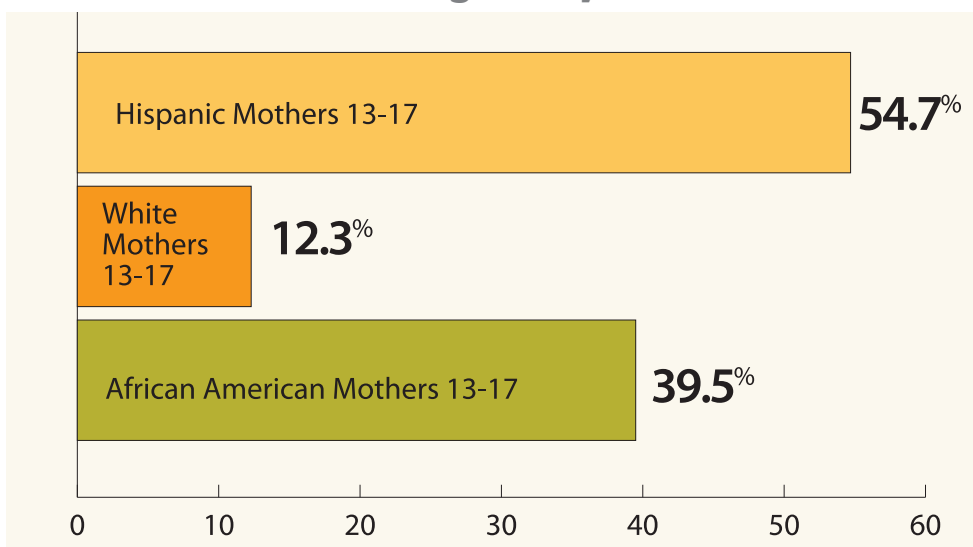
<sup>5</sup> Texas DSHS Behavioral Risk Factor Surveillance System (BRFSS) Query and ATCHHSD Communities Putting Prevention to Work BRFSS 2010

## Percentage of Austin Hispanics/Latinos with Diabetes, Heart Disease or Obesity (2010)



- In 2009, there were 691 pregnancies among Travis County females ages 13 to 17, for a rate of 24.9 per 1,000. The highest 2009 pregnancy rates were among Hispanic/Latino-All Races teens at 54.7 per 1,000. The rate among Black non-Hispanic/Latino teens was significantly lower at 39.5 per 1,000. However, both rates were significantly higher than the rate among White non-Hispanic/Latino teens at 12.3 per 1,000. The 2009 differences in pregnancy rates between females of these select race and ethnic groups are statistically significant.<sup>6</sup>

## Teen Pregnancy Rates



<sup>6</sup> 2009 ATCHHSD Teen Pregnancy Birth Fact Sheet



## Issues

- Hispanics in Austin have increasingly higher rates of diabetes, high blood pressure and other health disparity issues.
  - Serious concerns exist about children, elderly and many families that lack nutritional foods and, in many cases, do not have enough food for family members.
  - Significant misunderstandings exist about the City's role in the delivery of healthcare services in Austin in the clinic system and public health centers.
  - Serious concerns exist about the waiting time for dental and medical appointments in community healthcare clinics.
  - There is a lack of capacity of mobile health and dental clinics.
- 
- There is a lack of bilingual communication of materials, staff and providers in the healthcare programs.
  - There is a lack of promotion and ineffective outreach about healthy lifestyles and health prevention programs in sections of the community that are most in need.
  - Healthcare, public health and dental services demand surpasses the current healthcare capacity.

Based on the data analyzed by the Health and Human Services Department, from the Critical Health Indicators Report and Data obtained for the Department of State Health Services, and data from the U.S. Department of Agriculture and the Centers for Disease Control, the following health disparities were noted among Hispanic/Latinos.

## Chronic Disease

- The mortality rate in 2009 from diabetes among blacks (35.5) and Hispanic/Latinos (26.9) was higher than the rate for whites (15.1). In fact, from 2008-2010, the prevalence of diabetes among Hispanic/Latinos (8.8 percent) and Blacks (9.2 percent) was higher than the prevalence of diabetes among whites (6.3 percent).
- Hispanic/Latinos have the lowest cancer mortality rates and have a lower prevalence of cardiovascular disease than non-Hispanic/Latinos.
- From 2008-2010, the prevalence of obesity, BMI  $\geq 30$ , among Hispanic/Latinos (36.5 percent) and Blacks (41.7 percent) was higher than the prevalence of obesity among whites (19.4 percent).

## Maternal, Child and Adolescent Health

- From 2005-2009, 76 percent of babies born to mothers younger than 20 were Hispanic/Latino.
- From 2006 to 2008, 73.6 percent of births were from Hispanic/Latino mothers that had four or more prior births.
- From 2005-2009, 88 percent of Hispanic/Latino single births were from mothers with no high school diploma.
- In 2005-2009, 67 percent of all births to single mothers were Hispanic/Latino.
- From 2006 to 2008, the percentage of Hispanic/Latino (54.8 percent) and Black (42.9 percent) mothers with “Late or No Prenatal Care” was more than twice that of White mothers (20.3 percent).
- In 2005-2009, Hispanic/Latino mothers are less than half as likely to report smoking during pregnancy compared to white mothers.
- Hispanic/Latinos have a higher percentage of WIC mothers who breastfeed their babies at birth (93 percent-Nov 2012)

## Mortality

- Death rates from 2006-2009 indicate that Hispanic/Latino (5.6) males are more than twice as likely to die of assault (homicide) than whites (1.9) or blacks (too low to calculate).

- Death rates from 2006-2009 indicate that Hispanic/Latinos (19.6) die of chronic liver disease and cirrhosis at a higher rate than whites (10.5) and blacks (6.5).

## Nutrition

- In 2006, 8.7 percent of Travis County’s low-income population did not live close to a grocery store (i.e. less than one mile).
- Less than 24 percent of Travis County Hispanic/Latino/Latino adult residents reported eating the recommended five or more fruits and vegetable servings each day.

## Recommended Strategies

### 1. Work on improving the current service delivery model:

- Produce additional marketing initiatives that clarify the role of the City of Austin in providing health care services, versus other providers, clinics and primary care health centers and integrate clinical care and community health resources.
- Increase the promotion of healthy lifestyles, disease prevention programs, and nutritional information to the communities where the need is greatest, particularly for children and the elderly and address the high level of health problems in the Hispanic/Latino community by:



- Partnering with other agencies to provide mobile units that can offer as many services as possible in low income areas that are predominantly Hispanic/Latino.
- Working with Central Health to look at the feasibility of establishing a new clinic at the Betty Dunkerley Campus and replace clinics in Northeast Austin and Dove Springs.



- Working with area hospitals and clinics to reduce wait times for appointments by redirecting staff and services to areas where the need is the greatest.
- Working with local agencies on ways to evaluate and make recommendations to reduce waiting time for dental and medical appointments at healthcare clinics.
- Providing more bilingual information on health care providers and more universal symbols as a means to increase effective communication.
- Continuing to work to diversify the medical workforce and have bilingual staff at all public clinics to bridge communication gaps.
- Continuing to look for further opportunities to access 1115 Medical Waiver Program funds to address health disparities.
- Avoiding all discussions/decisions on privatizing Brackenridge Hospital and Specialty care programs.

### **(FISCAL YEAR 2014+)**

- Over the next five years — there should be increased collaboration and oversight of the 1115 Medical Waiver Program funds (\$600 million). These funds need to be focused on elimination of disparities in healthcare.
- Provide for increased funding for prevention and/or changes to general health care services as a result of legislative changes in healthcare. These funds should follow a transparent process for community involvement



and should reflect Austin's demographic population in accordance with the 2010 Census. Significant education and outreach efforts will be required to inform our communities of healthcare changes, other than through the use of technology.

- Increase funding for Planned Parenthood and teenage pregnancy prevention.

### **(FISCAL YEAR 2015)**

- A primary health clinic needs to be established in the Betty Dunkerley Campus for the Govalle/Johnston Terrace Neighborhood and continue to establish clinics in underserved areas.
- Increase funding and capacity for Primary Care Clinics and Dental Services to address the 3-6 month appointment delays by either increasing hours or adding additional staff to provide seamless services.
- Proposals for 1115 Medical Waiver program funds should include funding for effective health and mental health interventions.

### **2. There needs to be an increased effort to cultivate and promote healthy lifestyles by:**

- Continuing to support programs used by the Hispanic/Latino community like the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). This program has 11 sites throughout Travis County, provides food benefits and all WIC information, and ~70 percent of staff is bilingual (English and Spanish).
- Supporting and providing funding for the creation of a Prenatal through Pre-Kinder Continuum program.

- Creating Prenatal through Pre-Kindergarten education and preventive health program allowing for parental involvement from the onset of the child's development. The continuum allows for consistent education delivery to children and their parents.
- Expanding and enhancing programs that emphasize exercise and the importance of a healthy lifestyle. In WIC, there is a walking program that promotes parks and trails, healthy cooking demonstrations and community garden to help teach individuals about growing and cooking healthy foods.
- Ensuring that current programs work with each other on referrals and interagency collaborations. For example, the WIC Program makes referrals to many partner organizations for health and social services and collaborates with partner organizations during Fruit and Vegetable and Pregnancy Fairs at the WIC clinics.
- Providing ongoing support for organizations that conduct and facilitate programs and outreach for healthy lifestyles and disease prevention.
- Increasing support for programs that will help decrease teen pregnancy rate and the spread of sexually transmitted diseases (STDs). The City should replicate or expand the Austin Healthy Adolescent (AHA!) Initiative. Through this effort, HHSD has launched the Teen Text Messaging Line which is a resource for teens to text for access to services or to ask questions they may have regarding teen pregnancy, dating, and relationships. Currently, HHSD provides training and technical assistance to teachers, coaches and other school personnel. There should be an increased effort to get word out to all local ISDs in the Austin area.
- Providing continued support for the Sustainable Food Center (SFC) to provide box gardens in residents' backyards as a supplement to healthy foods education and a forum to learn about gardening, as well as access to farmer's markets.
- Providing funding and collaboration to install teaching/eating gardens curriculum in all schools in appropriate schools.
- Increasing awareness of Farmer's Markets in the Hispanic/Latino/Latino community, including information that SNAP benefits can be used at the SFC farmer's markets.



- Collaborating with local small restaurants/grocers (barrio stores and/or neighborhood stores) to sell healthy menu options, fresh fruits and vegetables, etc.

### **(FISCAL YEAR 2014)**

- Develop comprehensive prenatal health policy.
- Increase funding for social service programs that promote and support healthy family self-sufficiency in the areas of community gardens, box gardens, and neighborhood farmer's markets.
- Support funding for further development and expansion of neighborhood leader's program that can promote healthy lifestyles, teach and empower comadres and neighbors in changes in cooking, work with neighborhood restaurant owners to provide healthy food choices and organize physical fitness activities.

### **(FISCAL YEAR 2014+)**

- Over the next five years — there should be increased collaboration and oversight of the 1115 Medical Waiver Program funds (\$600 million). These funds need to be focused on elimination of disparities in healthcare and public health and to fund effective programs that promote healthy lifestyles in communities most in need.
- Fund and implement a Prenatal through Pre-Kindergarten continuum program to allow for consistent education delivery to children most in need.

Appendix: (Health Agenda for Latinos-Submitted by the Latino Healthcare Forum)



## Civic Engagement

Civic engagement is an important factor for the social, political and economic development of the Austin Hispanic/Latino community. It underlies the core principles of a democratic and free society. Informed and engaged citizens who participate in public policy debates and major decision making processes feel ownership and part of civic life. The greater the participation of citizens in civic discourse and public policy, the stronger the government and its institutions.

The City of Austin is a major provider of public benefits. These benefits are demonstrated in terms of health, education, public works, human services, and economic development projects. Citizen boards and commissions, city council meetings and public forums provide vital input for the distribution of goods and services. When voices are not heard or represented, public policy decisions can adversely affect certain segments of the community. Civic engagement by and with the Hispanic/Latino community is vitally needed in order to ensure better participation, ownership and a greater sense of community.

### Issues

Stronger efforts are needed by the City of Austin to engage the Hispanic/Latino community on a wide range of public policy decisions and projects affecting their welfare. One important policy area involves community and economic



development of Austin neighborhoods. Many local neighborhoods and communities in east Austin and communities south of downtown are being adversely impacted by “gentrification.” City public policy is determining what benefits will accrue to designated segments of the Austin community. The beneficiaries of this public policy are young, upwardly mobile professionals who can

afford high-priced homes, apartments and condominiums. At the same time, older and working class Hispanics and African Americans are being displaced from their homes because they cannot afford to pay higher property taxes. Although some of these families are benefitting through the sales of their homes, the basic character of Austin’s neighborhoods are being dramatically changed.

The current reality of Austin’s gentrification raises serious questions involving Hispanic/Latino community civic engagement. To what extent are Hispanic/Latinos actively participating in city council meetings and citizen review panels that are setting public policy around gentrification and other community development projects? To what extent are Latino based neighborhood councils at the table and providing input? To what extent are Hispanic/Latinos participating in city elections?

While the Hispanic/Latino population continues to grow and become a significant presence in the Austin community, its voice is often lost in the public process. There are various examples of this reality. One involves the recent Imagine Austin Comprehensive Plan. Although there were significant outreach efforts, only fifteen percent (15 percent) of the participants in public forums self-identified themselves as Hispanic/Latinos. Demographic numbers were tracked for the first three community forums. In the 2012 Bond Election, only 7.7 percent of the voters were Hispanic/Latinos. According to the Federal Agency for Service and Volunteering, only 31.7 percent of all Austin residents volunteer. Austin ranks 9<sup>th</sup> among the 51 largest

statistical metropolitan statistical areas (SMSA) as of 2011. The lack of volunteerism is a citywide issue but is also one that needs to be addressed within a Hispanic/Latino context.

Major efforts are needed to build relationships and trust with the Hispanic/Latino community. The Austin Hispanic/Latino community needs to be engaged and involved in a wide variety of public policies. More extensive involvement and engagement is needed in civic, electoral and political arenas. Well-crafted programs and strategies are needed to train, engage and mobilize various segments of the Austin Hispanic/Latino community. These segments include Hispanic/Latino native Austinites as well as immigrant communities. Programs and materials are needed in English and Spanish. Leadership and civic engagement training is needed for middle class professional groups as well as community-based and low-income groups. This civic engagement work will help to build communities, empower citizens, mobilize voices and develop social capital. This type of training will help to increase Hispanic/Latino civic engagement with City government and policy makers.

## **Recommendations and Strategies**

### **(FISCAL YEAR 2014)**

**A comprehensive community outreach and education program should be developed and implemented. This will involve the publication of materials, videos as well as presentations and media messages.**

1. Establish formal relationship with Hispanic/Latino civic and non-profit organizations as well as faith communities.
2. Increase outreach to Hispanic/Latino communities for membership on City Boards and Commissions.
3. Create a Hispanic/Latino Quality of Life Advisory Commission.
4. Hire a Hispanic Community Engagement Consultant who trains, educates and mobilizes Hispanic/Latino community residents.
5. Engage in extensive media public relations campaign that targets English and Spanish media outlets.
6. Use public libraries to convene on-going dialogues and conversations regarding city public policies, including new initiative that is being created to involve everyone in the community all over Austin to talk, Conversation Corps.



7. Increase Spanish language translation support at all public meetings. This support should be made available to speakers and well as listeners in the audience.

**(FISCAL YEAR 2014)**

**Provide cultural competence training to City staff on Hispanic culture, history and language.**

1. Conduct extensive training with City staff regarding cultural competence.

- 2. Cultural competence training will better inform City staff on long standing history and presence of Hispanic/Latino community history in Austin and Texas.
- 3. Cultural competence training will better enable City staff to develop and implement programs that better connect and impact the Hispanic community.

**(FISCAL YEAR 2014)**

**Convene community discussions, dialogue sessions and community forums for purposes of informing and training members of the Hispanic/Latino community on important public policy issues affecting their welfare.**

- 1. Conversations and community forums will serve to bring greater awareness and understanding of issues affecting the Hispanic/Latino community. They will provide education and training on various issues and policy-making processes that impact the Hispanic/Latino community.
- 2. Conversations and community forums should be held throughout the city in a variety of venues and locations that include public schools, churches, community centers, coffee houses and other public facilities.
- 3. Conversations should be led by community leaders and professional facilitators who use various creative and innovative approaches for public dialogue and discussion. These methods may include: World Café, Open Space Technology, Technology of Participation and Appreciate Inquiry.

4. Engage and educate the Hispanic/Latino community in discussions related to the implementation of the 10-1 single member districting process.

### **(FISCAL YEAR 2015)**

**Appoint a significant number of Hispanic/Latinos on every City board and commission.**

1. The City should develop a directory of all commissions and committee in which the public participates.
2. This publication should be distributed to Hispanic/Latino organizations with the requests for recommendations for input.
3. The City should review all commissions and committees and make a concerted efforts to ensure that Hispanics/Latinos are well represented.

### **(FISCAL YEAR 2015)**

**Create and support Hispanic/Latino leadership development programs that build capacity of individuals to engage in civic participation and public policy making processes.**

1. Develop and offer a city-based Hispanic/Latino leadership development program that is offered twice a year.
2. Sponsor and organize a yearly Engagement Conference to include a broad cross-section of the Austin Hispanic/Latino community.
3. Provide financial assistance to Hispanic Austin Leadership sponsored by the Austin Hispanic Chamber of Commerce.
4. Develop a speaker's bureau of Hispanic leaders who are will engage residents on a wide range of topics.
5. Develop and fund Neighborhood Academies that provide training to community residents on community development, public policy, advocacy, communications and other relevant topics.

## **(FISCAL YEAR 2015)**

**Provide capacity building services for Hispanic/Latino civic and non-profit organizations should be provided.**

1. Many Latino-based organizations are engaged in a wide range of projects, programs, services and activities that benefit the community. They are often limited in their ability to work beyond their local agenda and program focus.
2. Latino-based organizations should be approached, engaged and connected to City Departments doing similar work.
3. Training should be provided in the areas of policy advocacy, strategic planning, funding and other relevant topics.





## Transportation

Minority communities are generally the last to receive transportation improvements and often these areas are economically challenged. Yet transportation provides access to opportunity, serving as a key component in addressing poverty and education while building economically viable, healthy, and sustainable communities. The single underlying subject commonality in all the issues in our report is the lack of transit services/alternatives for Hispanics, especially those that live in low-income areas of Austin.

### Issues

- **Transit services and strategies for Hispanic youths are lacking.**

From the CAN Community Dashboard Report 2013, p. 10, “the Pew Research Center finds that fewer young adult households owned cars in 2011 than in 2006.” A report by the U.S. Public Interest Research Group “Transportation and the New Generation” notes that people ages 16-34 are more likely to walk, bike, or take public transit than older people.” And in our Education section you will find “that 56 percent of our Hispanic population is less than five years of age.” Transit services and strategies must be contemporized and devoted to the development, through education and employment, of our largest demographic, Hispanic youths.





- **Comprehensive neighborhood strategy focused on access and safety such as lighting, sidewalks, crosswalks, and bicycle lanes typically lacking in minority communities.**

The Austin American-Statesman ran an article in March 7, 2011 mentioning that there are significant enclaves of Hispanics in Austin. Citing work by City demographer Ryan Robinson areas of Austin were identified "...as 80 percent or more Hispanic in the 2010 census includ(ing) parts of North Austin and Northeast Austin — along U.S. 183, along North Lamar Boulevard and on both sides of Interstate 35 near Rundberg Lane — as well as Dove Springs in Southeast Austin." We need to augment community transit with pedestrian features, lighting and bicycle lanes in partnership with neighborhood associations and Contact Teams.

Other Issues include:

- Baby stroller storage and shelter at the bus stops.
- School zones around all charter schools.

## **Recommended Strategies**

### **(FISCAL YEAR 2014)**

- The City of Austin needs to focus on neighborhood safety issues, particularly pedestrian safety. They



should ensure that a reasonable amount of transportation safety funds are spent on projects such as sidewalk installation, sidewalk repairs, lighting, crosswalks, traffic calming and bike lanes in low-income communities. The City needs to incorporate social equity into its transportation policies.

- The City should work with local ISDs to ensure that appropriate signage is visible around schools for student safety.
- Transportation plans for bicycle lanes should be presented before the Neighborhood Contact Teams and/or Neighborhood Planning Teams for review and recommendations.
- Minority residents should be involved in the transportation planning and decision-making process in identifying the transportation needs of their community and to identify specific steps which may be taken to ensure that these needs are met.
- Imagine Austin should address neighborhood disparities. There are no sidewalks between Springdale and Baum Road. There a bridge that goes over the railroad track. There a sidewalk on the bridge itself but other than that, there is nothing.

### **(FISCAL YEAR 2015)**

- City needs to ensure that Capital Metro is installing shelters at bus stops.
- City needs to ensure that Capital Metro installs baby stroller storage on all buses.
- City needs to work with Capital Metro to stop the increase of bus fares for the elderly, handicapped, and youth.
- Parts of the City still need hybrid pedestrian signals, including Airport Boulevard, Montopolis Drive and areas in Dove Sprints.
- City should create school zones around charter schools. There are school zones around some private, so the City should do that for the charter schools as well.

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**Si Se Puede!**

**Teresa Perez-Wiseley, Chair**

**Hispanic/Latino Quality of Life Task Force**

## **GLOSSARY**

AHRC: Austin Housing Repair Coalition

APIE: Austin Partners in Education

CAD: Cultural Arts Division of the City of Austin

CAN: Community Action Network

CDBG: Community Development Block Grants

CDC: Community Development Commission

CEP: Cultural Expansion Program

CHDO: Community Housing Development Organization

CLT: Community Land Trust

COA: City of Austin

CP&R ZONE: Community Preservation and Revitalization

EDC: Economic Development Corporation

EGRSO: Economic Growth and Redevelopment Services Office

ESBMACC: Emma S. Barrientos Mexican American Cultural Center

FBLP: Family Business Loan Program

GAHCC: Greater Austin Hispanic Chamber of Commerce

JSC: Joint subcommittee composed of Travis County, City of Austin and the Austin ISD.

M/WBE: Minority and Women Business Enterprise

NCC: Neighborhood Conference Committee

NHCD: Neighborhood Housing and Community Development

SBDP: Small Business Development Program

SMBR: Small and Minority Business Resource

SMSA: Standard Metropolitan Statistical Area

WIC: Women, Infants and Children

## **APPENDIX**

**The following research reports helped inform the findings of this report. We wish to acknowledge the following individuals and organizations for their assistance. These reports are located on the City of Austin webpage at [www.austintexas.gov](http://www.austintexas.gov).**

Austin Hispanics and Census 2010, Univision Report

Austin Housing and Repair Coalition Housing Repair Needs Assessment 2011.

Austin Independent School District and City of Austin Task Force on Education and the Quality of Life in Austin for Hispanic Students 2006 Report.

Austin/Travis County Health and Human Services Department 2012 Critical Health Indicators Report.

Child and Youth Development 2012 Community Impact Report Travis County Health and Human Services and Veterans Service Research and Planning Division

Community Action Network Community Dashboard 2013: Key Socioeconomic Indicators for Greater Austin and Travis County.

Economic Development Report prepared for the Austin Hispanic Quality of Life Initiative, Teofilo Tijerina, author, 2013.

Education 2012 Community Impact Report Travis County Health and Human Services and Veterans Services Research and Planning Division

Health Agenda for Latinos Submitted by the Latino Healthcare Forum 2013.

Hunger in America 2010 Local Report Prepared for the Capital Area Food Bank of Texas, Inc. (4408) Final Report, January 2010

IMAGINE AUSTIN

Land of Broken Dreams and Land of Opportunity A Report on Homeownership Trends in the Chestnut, East Cesar Chavez and Holly Neighborhoods & Portions of the Rosewood Neighborhood April 2012.

People Organized in Defense of Earth and her Resources's (PODER's) Young Scholars for Justice-City of Austin Youth Services Recommendations Report

PODER's Young Scholars for Justice- The Truth About Zero Tolerance

NO PODEMOS PROCURAR LOGROS  
INDIVIDUALES OLVIDÁNDONOS DEL  
PROGRESO Y LA PROSPERIDAD DE  
NUESTRA COMUNIDAD... NUESTRAS  
AMBICIONES DEBEN SER LO SUFICIENTE-  
MENTE AMPLIAS PARA INCLUIR  
ASPIRACIONES Y NECESIDADES DE LOS  
DEMÁS POR EL BIEN DE ELLOS Y EL  
NUESTRO 28.

*~ Cesar Chavez*