

African American Quality of Life Final Report:

Addressing Community Needs Together

APRIL 2008



Table of Contents

Executive Summary.....2

Arts, Culture & Entertainment.....16

Business & Economic Development.....41

Employment & Education.....53

Health.....64

Neighborhood Sustainability.....79

Police & Safety.....96



**African American
Quality of Life
Final Report**

Executive Summary



The African American Quality of Life report is the result of work between the City, community leaders, neighborhoods and business owners in Austin. It is the product of a collaborative effort to successfully resolve issues affecting African Americans in our city raised after a series of controversial incidents. At that time, the African American community informed City leaders that they were experiencing a different standard of living than other Austinites. After listening to concerns, the City Demographer conducted a study that confirmed African Americans trailed other ethnic groups in many socioeconomic areas. In response to the finding, the City hired an outside consulting firm, Group Solutions to conduct a series of forums to gather feedback for the creation of recommendations on “What the City of Austin could do to improve the Quality of Life of African Americans.” On May 26, 2005, Group Solutions presented more than 20 recommendations organized into five categories: Arts and Entertainment, Police Interactions, Housing and Commercial Development, Education and Employment, and Economic Development. After the presentation, the Austin City Council agreed that community leaders should have an opportunity to review the recommendations. Workshops were conducted at Huston-Tillotson University and resulted in the adoption of the Group Solutions recommendations and supplemental recommendations.

On October 27, 2005, city staff working with community leaders provided a public presentation to the Austin City Council, which addressed six categories:

- **Arts, Culture & Entertainment**
- **Business & Economic Development**
- **Employment & Education**
- **Health**
- **Neighborhood Sustainability**
- **Police & Safety**



The six categories identified encompassed 56 initiatives to be implemented by the African American Quality of Life Committee and included a two-year timeline, which began in January 2006.

During the past 24 months, the implementation teams, met with the community on a monthly basis. At the end of every month, each team provided a progress report to the City Manager and community representatives detailing the measures taken to complete the initiatives. Additionally, a six-month and an annual report were provided to the Austin City Council and community representatives. The meetings and reports provided an opportunity for stakeholders to view the progress of the initiatives and determine if it was applicable to the concerns of the African American community. This summary provides highlights of the 56 initiatives set forth by the implementation teams of the African American Quality of Life Committee during the two-year period of January 2006 to January 2008.

Arts, Culture & Entertainment

Ten recommendations emerged through the African American community dialogue concerning improving the quality of Austin's Afro-centric arts, culture and entertainment experience. All 10 are implemented, with eight of them having been completed. Austin is now branded as an inviting place for African Americans to live, work and play by the Austin Convention and Visitors Bureau's (ACVB) "Diverse Austin" multicultural Web site and the work of the ACVB Staff. The Community Relations Manager was tasked to lead the ACVB response to this initiative and was recently recognized for his community service by the NAACP for attracting more than 25 African American conferences to



Austin, with more than 5,000 new African American tourists, and a \$6 million dollar impact to our local economy. The City of Austin expanded its Web site to include links to ACVB, the Capital City African American Chamber of Commerce, and City-sponsored African American arts, culture and entertainment events. To better promote African American involvement in large-scale music and film events, the City hosted its first “Carver-South by Southwest” series of music and film events during the week of the annual South by Southwest festival. Austin also celebrated its 3rd Annual Urban Music Festival, which showcased national R & B legends and local African American talent on the south bank of Lady Bird Lake.

Based on the recommendation of the City of Austin African American Resource Advisory Commission, the Austin City Council unanimously approved a resolution on Dec. 13, 2007, creating the city's first African American Cultural Heritage District. The district is a geographic area in Central East Austin where there is a concentration of significant African American landmarks including black-owned businesses, churches, the George Washington Carver Museum and Cultural Center, Huston-Tillotson University and other facilities representing significant civic, societal, educational and cultural African American contributions. Construction of the African American Cultural Heritage Facility will begin in 2009. This \$1.5 million bond project will pave the way for a new anchor facility that will serve three critical functions for years to come. These include: 1) a small African American Visitors Bureau under the management of the Capital City African American Chamber of Commerce (also relocating to this facility); 2) the main



office of ProArts Collective, the primary producer of African American theater and arts festivals; and 3) African American Technical Resource Center.

With respect to improving financial support to local African American artists, the City of Austin, through its Cultural Arts Fund, awarded money to 55 African American artists and arts organizations in 2006 and 2007. The 2007 awardees represent 12.7% of the total applications funded by this program at an average of \$9,368 per award. To further these efforts, the City of Austin hired a Business and Economic Development Liaison to serve as a liaison to the African American arts community to assist and promote greater participation in the Cultural Arts Funding Program.

Business & Economic Development

The Business & Economic Development team has completed nine initiatives, and an additional eight tasks, derived from completing the original initiatives assigned by the community. In an effort to further improve City programs, the committee has made significant and positive changes in the areas of economic development and small business assistance, which would not have been possible without the cooperation of the Neighborhood Housing & Community Development Department and the Department of Small & Minority Business Resources (DSMBR).

Highlights of the Team's initiatives include creating a partnership between the Capital City African American Chamber and the Greater Austin Chamber's Opportunity Austin Program. This partnership has provided an opportunity for members of the minority chambers to participate in the Greater Austin Chamber's recruitment trips and an opportunity to formally meet with companies requesting City incentives. Revisions to



the City's Economic Development Policy provide for input from the minority chambers and the incentive evaluation matrix to include points for use of minority contracting. As of 2008, the minority chambers have met with two companies, HelioVolt and Hewlett Packard and will be meeting with another company in the near future.

DSMBR developed and implemented a notification process to sub-contractors when a contract is awarded. It has also developed and implemented a reward and recognition program to highlight contractors that perform above average in honoring the principles of the City's Minority-owned and women-owned business enterprises ordinance.

A training program is being created through the Small Business Development Program, with assistance from Risk Management, to assist contractors and small business owners in the understanding of and complying with the City's insurance requirements. Lastly, the Business & Economic Development Team has been instrumental in the creation of a new function to focus on monitoring compliance of the MBE/WBE ordinance.

Employment & Education

Over the last year, considerable progress has been made in all eight of the initiatives set forth by the Employment and Education Implementation Team. Accomplishments include a joint venture with the Austin Area Urban League to develop criteria for intern selection, intern preparation and development of job descriptions by various City departments. Ten paid internships were created and filled for the summer program in fiscal year 2006-2007. Advertisement of employment opportunities, public services announcements and cultural events were successful because of the work with minority media outlets, including *NOKOA-The Observer* and *The Villager* newspapers, and KAZI



88.7 FM. Another initiative involved participation by the implementation team in the Austin Independent School District and City of Austin's joint subcommittee to identify current initiatives and best practices to support and enhance educational attainment for students. This partnership provides for the development of programs to enhance opportunities for student achievement. Development of a City-funded project will provide General Education Development (GED) preparation services and job preparation for ex-offenders. The program will incorporate success and sustainability skills including completion of tasks, respect for authority and skills training. Upon completion of the preliminary program, entry-level positions have been identified at several City departments to provide employment and on-the-job training. Certification and advanced training relationships have also been initiated with Austin Community College to ensure the long-term development of employees.

Health

The Health Implementation Team developed and implemented nine community initiatives. Five of these initiatives show indications of improving the health status of the target population and creating community collaborations to address health issues. The A. K. Black Community Health Center has been operating for two years, and has managed 10,294 medical encounters for 3,078 unduplicated patients during that time. Significantly, African Americans averaged 18.4% of the patients over that span of time; becoming among the largest number of African American service points of any of the City/County clinics. Through public education, the "Health Talk" radio show and the "Powered by Me" campaign the committee has increased community awareness of



health topics and raised awareness of the availability of prevention services. The Steps to a Healthier Austin program provided support for a staff person to serve in its consortium. The addition of a staff member has had an impact on the enrollment of churches and housing developments into programs providing “train-the-trainer” programs for asthma, diabetes and obesity. An additional staff person, utilized to develop the neighborhood-screening program has been vital to the success of having youth involved in the prevention process. The “Powered By Me” campaign was adapted to youth programming to include two basketball tournaments assembled to provide opportunity for health education, which drew 572 youth and 210 adults. This achievement led to other opportunities to provide health information to students at LBJ High School and Pearce Middle School.

Finally, the Mobile Prevention Outreach Team has carried screening and educational services to targeted areas. During the months of January to November 2007, the Prevention Teams logged 35,036 encounters with clients, of which 5,739 were medical services (blood pressure, blood sugar, pregnancy exams, and HIV tests). Further, 4,114 units of services have been provided; 1,492 were health screenings. Since December 2005, the Prevention Teams have engaged in 69,423 encounters; 7,385 were medical services. It is important to note that 60% of clients over that period were African Americans.

These nine health initiatives illustrate significant progress towards engaging the African American community in Austin towards a healthier lifestyle and increasing understanding of the importance of living healthy. Much work remains, but Austin-



Travis County has become one of the leaders in the nation in identifying methods and practices that address health disparities from a community-based approach.

Neighborhood Sustainability

The Neighborhood Sustainability Team implemented each of its 10 initiatives including successful marketing and implementations of home purchasing and retention programs. In 2006, the Neighborhood Sustainability Subcommittee recognized the need for educational programs for residents about homeownership and rebuilding well-established neighborhoods to original conditions. The implementation of the *Housing Smarts* Counseling Program on Oct. 1, 2006, with a goal to have a pool of potential homeowners "ready to go" through the home buying process was key to meet the educational needs of the community. Since October 2006, six classes have been conducted, with more than 37 participants - 12 of whom were African American. The Neighborhood Housing and Community Development Department (NHCD) staff successfully competed to be the sole provider of homebuyer education and counseling to the City's Solid Waste Services employees. In 2006, more than 300 participants, of whom 135 were African American, attended the workshop. Of those who attended, 26 have registered for the *Housing Smarts* Counseling Program.

The implementation team has actively sought opportunities within the community to participate in discussions on affordable housing and its effects on East Austin neighborhoods. As a result, committee members participated on the Affordable Housing Task Force, the Community Land Trust Advisory Committee and the General



Obligation (G.O.) Bond Oversight Committee. This provides an opportunity for the subcommittee to have a voice in how development affects its community.

In fiscal year 2006-2007, approximately 240 individuals participated in the *Housing Smarts* classes, exceeding its goal by 106 participants. Of those participants, 193 graduated and 79 have purchased a home, 12% of the home buyers were African American. The participants consisted of 69% minorities of which, 19% were African American. In fiscal year 2007-2008, 188 individuals have participated in the *Housing Smarts* program exceeding its annual goal, of which 42 were African American participants. Since implementing the program in October 2006, nearly 300 individuals have graduated from the program, of which 20% are African American and have purchased or are waiting to purchase a home.

In fiscal year 2006-2007, an Economic Development Initiative (EDI) grant for \$150,000 was awarded to the City's Façade Improvement Program to assist local businesses in the East 11th and 12th Street corridors to improve the exterior of their businesses. The following businesses participated in the Façade Improvement Program: Mission: Possible Austin; Gene Mays Investments; Salvage Vanguard Theater; SNAP Management; and Quickie-Pickie Convenience Store. Another EDI grant in the amount of \$150,000 is currently heading to the U.S. House floor for consideration.

In fiscal year 2006-2007, the Texas State Legislature approved the Homestead Preservation Act, effective Sep. 1, 2007, to mitigate the effects of gentrification in East Austin. Staff is gathering information required to move forward with the Homestead Preservation Zone Tax Increment Finance District and land bank. In an effort to



mitigate the effects of gentrification in well-established neighborhoods, the Community Land Trust (CLT) Initiative was created. Endorsed by the Austin City Council in 2006, a CLT provides an opportunity for the City of Austin to preserve its investment in housing by developing permanently affordable homeownership opportunities for low-income households including those in East Austin. As of 2006, there are 30 CLT homeownership opportunities planned for first-time homebuyers in a newly developed subdivision in the Montopolis area. The homeownership opportunities will have a shared-equity component to preserve affordability. In the new subdivision, the Austin Housing Finance Corp. (AHFC) has completed 10 homes and five are under contract, with 10 more houses scheduled to begin construction in the spring of 2008.

In November 2006, the voters of the City of Austin approved a \$567 million bond package, of which \$55 million was identified for affordable housing. This was the first time affordable housing bonds were included in a bond package. The AHFC issued two Notices of Funding Availability (NOFA) for affordable housing opportunities totaling \$3.9 million. Affordable housing developments that have received funding include Mary Lee Community's The Willows; Stoneridge Apartments; Guadalupe Neighborhood Development Corp.; and Austin Habitat for Humanity. As of April 15, 2008, more than \$13 million dollars has been allocated for general obligation bond projects throughout the City of Austin.

In fiscal year 2006-2007, the Affordable Housing Incentives Task Force was established by the Austin City Council to review and recommend improvements to the S.M.A.R.T. Housing Policy. A member of the Neighborhood Sustainability Subcommittee



participated on the task force, which was instrumental in developing core values and incentive recommendations for the development of affordable housing in Austin. The core values include deeper levels of affordability, geographic dispersion and long-term affordability. The Austin City Council adopted these, along with other recommendations, in 2007. On Jan. 31, 2008, the Austin City Council adopted three other Land Development Code amendments recommended by the Austin Housing Incentives Task Force, to include a downtown density bonus.

Police & Safety

The Police and Safety Implementation team completed all 10 initiatives identified. Accomplishments include the use of force policy initiative incorporated into the street tactics training for more than 185 officers to emphasize the use of least amount of force necessary. Additional training is under development and will be implemented in the spring of 2008. In response to the committee's recognition of a deficiency in the Austin Police Department's (APD) ability to identify, document, and discipline officers, a Guidance Advisory Program (GAP) is now operational. GAP tracks officer behavior and provides a resource used by sergeants and lieutenants for officer evaluations.

A local African American-owned consulting group provided cultural competency training to 105 patrol officers and communications personnel in the fall of 2007. The training of an additional 45 police personnel and evaluation of the project will take place in early 2008. In another effort to increase police and community interaction with the African American culture, APD implemented the Community Immersion Program for all cadets. This program has received national acclaim because of its practical approach on training



police cadets to identify diverse groups within the community and explore how those groups interact with police. Other community interaction successes include the youth programs at Eastside Story and the Austin Independent School District-“Stranger Danger”, with 35 presentations made to schools in historically African American communities; and National Night Out, which has grown to one of the largest endeavors in the nation.

Conclusion

The African American Quality of Life implementation teams have achieved tremendous success implementing community identified needs in the past two years. Additionally, in June 2006, the African American Resource Advisory Commission was created by the Austin City Council to provide formal oversight of the 56 initiatives and build upon the African American Quality of Life Initiative.

Furthermore, in November 2006, Austin voter’s unanimously approved Propositions No. 3 and No. 4 of the City’s 2006 Bond package. Proposition No.3 provides funding for renovating and improving public parks, recreation centers and other parks facilities and includes \$500,000 for the Chestnut House, an historic African American property. Proposition No. 4 funds the construction, renovation, improvement and equipping of six community and cultural facilities to include \$1.5 million for the African American Heritage and Cultural Facility. Funding has been appropriated for both projects and preliminary planning is under way. The completion of Propositions No. 3 and No. 4 will go a long way towards advancing the basic infrastructure critical to the African American culture in East Austin.



It has been an extremely productive two years, and all of the initiatives brought forward by the implementation teams are in place and/or ongoing. The African American Resource Advisory Commission will continue to monitor the 56 initiatives to ensure their prolonged existence and that the programs and policy changes implemented will lead to sustainable changes for improving the quality of life for African Americans. For access to all of updates on the African American Quality of Life Initiative, visit www.cityofaustin.org.

The report provides complete detail of each of the 56 initiatives implemented by the committees. It is important to note that when the initiative is labeled “implemented”, it is referencing the initiative as being under way and continuing. In many cases, initiatives have become standard policy for the daily operations of the City Department to which it was assigned. Each initiative is described in a template format:

Initiative
Provides a description of the initiative.
City of Austin Commitment
Provides a description of the action the City will undertake to accomplish the above initiative.
Initiative Accomplishments
Highlights the work accomplished to fulfill the initiative.
Additional Accomplishments
Highlights additional accomplishments made through the process of fulfilling the City's commitment to the designated initiative.
Future Action
Provides information on the action needed to ensure the continuance of the initiative.
Cumulative Investment
Provides information on the fiscal impact to including in-kind funding, grants, private dollars, and other resources used to accomplish the initiative.



African American

Quality of Life

Annual Update

**ARTS, CULTURE
& ENTERTAINMENT**



ARTS, CULTURE, & ENTERTAINMENT

Initiative	Task	Implemented and Completed
<p>1. Promote Austin's African American (AA) culture, history, restaurants, and events on Austin Convention and Visitors Bureau (ACVB) Web site and publications.</p> <p>a) Austin Convention and Visitors Bureau (ACVB) Web site. b) The Austin Official Visitors Guide and Austin Newcomer Guide (published by the Greater Austin Chamber).</p>	<ol style="list-style-type: none"> 1. Create AA multi-cultural section on website. 2. Complete diverse Austin Web site. 3. Increase the AA conventions by 10%. Increase visitation of AA tourists to Austin. 4. Include the MLK celebration and Texas Relay events in the Visitor's Guide. 5. Include the Juneteenth event in Visitors Guide. 6. Accept submissions from signature event promoters and post on ACVB Web site. 	<ol style="list-style-type: none"> 1. Implemented April 2007
<p>2. Establish position at Austin Convention and Visitors Bureau (ACVB) that will liaison between ACVB staff and the African American producers and promoters of signature events in the Austin community.</p>	<ol style="list-style-type: none"> 1. ACVB hired Sales & Community Relations Manager to work with Capital City AA Chamber of Commerce to attract AA conventions and meetings to Austin. 2. Develop and maintain working relationships with Black Arts, Culture, and Entertainment (BACE) and its constituency in Austin. 3. Ensure AA signature events are promoted on ACVB Web site to promote Austin as a tourist destination. 4. Present progress updates to BACE committee on quarterly basis. 5. ACVB with BACE committee to establish specific performance measures for ACVB Liaison. 	<ol style="list-style-type: none"> 1. Implemented February 2006
<p>3. Include African American signature events in ACVB promotional materials and on the ACVB Web site:</p> <ul style="list-style-type: none"> ▪ Texas Relays ▪ Juneteenth Celebration ▪ Black History Month celebration ▪ Battle of the Bands ▪ Martin Luther King Jr. Day ▪ Heman Sweatt Symposium on Civil Rights ▪ Barbara Jordan forum ▪ KAZI Summer Fest ▪ Proposed 2006 Urban Music ▪ 2006 African American Film Festival 	<ol style="list-style-type: none"> 1. Create and launch AA section on ACVB multicultural Web site. 2. Ensure AA attractions and signature events are promoted on ACVB Web site and any other method of promoting Austin as a tourist site, including ACVB: <ul style="list-style-type: none"> ▪ District Guide ▪ Meeting Planner Guide ▪ Visitors Guide ▪ National, regional and local press releases ▪ Annual events calendar 	<ol style="list-style-type: none"> 1. Implemented June 2006



<p>4a. Increase the number of African American applicants and award to the Cultural Arts Funding Programs.</p> <p>4b. Identify a staff position for minority outreach and improve minority participation in Cultural Arts Funding Program.</p>	<ol style="list-style-type: none"> 1. Increase Capacity Building Program in FY '05-'06 by \$140,000. 2. As a goal, work to increase the number of African American applicants and awards through outreach and technical assistance to the Cultural Arts Funding Programs to reflect 10% of the overall applicant pool by Sept. 3, 2007. 3. Conduct workshops that provide technical assistance. 4. Work with community organizations already providing technical resource support services to the African American arts community. 5. Create a COA Web site that will provide the arts community information on proposing City co-sponsorships and Council-approved fee waivers. 6. City will identify a staff position for minority outreach and improve minority participation in the Cultural Arts Funding Program. 7. City staff will facilitate and provide technical assistance to the BACE to create a foundation that would focus on economic development, marketing and promoting African American events. 	<p>1. Implemented March 2007</p>
<p>5. Create an African American Cultural Arts District(s) in Austin that will formally preserve areas where there is a concentration of existing African American landmarks (businesses, churches, Carver Museum and Library, Huston-Tillotson University, etc.).</p>	<ol style="list-style-type: none"> 1. June 2006, City will initiate a comprehensive Community Cultural Arts Plan, as approved by City Council. 2. Staff recommends the creation of an African American Cultural Arts District be achieved as a component of the citywide plan. Plan will incorporate each of the community's recommendations, including: <ul style="list-style-type: none"> ▪ Retain a project consultant. ▪ Adopt boundaries for district. ▪ Complete two-three site visits to other successful Cultural Districts (e.g. Atlanta). ▪ Work through the Arts, Culture & Entertainment committee to accomplish specific recommendations made by the African American Community Implementation Team. 	<p>1. Implemented December 2007</p>
<p>6. Name the theatre at the Carver Museum after the late Boyd Vance.</p>	<ol style="list-style-type: none"> 1. Initiate COA facility naming procedures in accordance with City Code, Subsection 14-1-33. 2. Design and create plaque for the Carver Museum Theatre. 	<p>1. Implemented February 2006</p>



	3. Plan and host a Carver Museum Theatre naming ceremony.	
7. Contract with a marketing firm to assist the ACVB & City with developing a campaign to effectively market Austin's African American culture, history, landmarks and other resources inside and outside Austin.	<p>1. ACVB:</p> <ul style="list-style-type: none"> ▪ Photography shoot and creative for multi-cultural market. ▪ Publish multicultural creative three convention market publications. ▪ Obtain a marketing firm to focus on advertising in diverse markets. ▪ Share marketing plan with BACE for review and feedback. <p>2. COA Marketing Plan:</p> <ul style="list-style-type: none"> ▪ Spearhead marketing and promotion campaign highlighting AA culture, history, landmarks and other resources. ▪ Review and update City's Web site to include relevant information on various sites within Austin City Connection. <p>Establish a portal Cultural Page on Austin City Connection to include links to City-sponsored events/resources geared to AA community.</p>	1. Implemented September 2006
8. Ensure that African American artists, musicians, filmmakers, and others are included in City co-sponsored events; and events are publicized in the African American press and community Web sites.	<p>1. SXSW will advertise in AA media.</p> <p>2. SXSW will consider sponsoring, promoting and recruiting AA for its event.</p> <p>3. Austin City Limits Festival will advertise in AA media.</p> <p>4. City of Austin Parks and Recreation Department to create and launch a Web site by February 2006 that will be designed to provide information to the interested public on:</p> <ul style="list-style-type: none"> ▪ The basics of planning and producing cultural events involving City of Austin facilities. ▪ The required steps for reserving City facilities and facility use policies. ▪ How to prepare a request for City co-sponsored events. ▪ Relevant ordinances and procedures for requesting City Council approved fee waivers. 	1. Implemented September 2006
9. Explore opportunities with area museum staff to create and implement programs that display African American history.	<p>1. Host a forum with area museum staff to discuss and promote the importance and benefit of highlighting African American history.</p> <p>2. Identify advantages for area museums to participate (e.g., Austin</p>	1. Implemented 2008



	<p>Children's Museum, Austin Museum of Art, etc.).</p> <p>3. Explore opportunities for local and emerging African American artists to access meeting space for small events.</p> <p>4. Report specific findings and recommendations for FY '06-'07.</p>	
<p>10. Establish a goal to retain African American artists to create art in the Art in Public Places program.</p>	<p>1. Track the number of African American artists who submit to the Slide Registry and the number of African American artists who are awarded public art commissions.</p> <p>2. Produce an annual report of progress made.</p> <p>3. Conduct at least three hands-on workshops to assist with the education of the public art process.</p> <p>Increase outreach and recruiting efforts targeted to African American artists by:</p> <ul style="list-style-type: none"> ▪ Publish an annual list of anticipated public art projects. ▪ Develop and publish a "Beginner's Guide to Public Art" for distribution to new and emerging artists. <p>4. Establish an AIPP African American participation goal and explore ways to progressively increase the level of African American artist participation.</p>	<p>1. Implemented October 2006</p>



ARTS, CULTURE & ENTERTAINMENT INITIATIVE # 1

Initiative
<p>1. Promote Austin's African American (AA) culture, history, restaurants and events on Austin Convention and Visitors Bureau (ACVB) Web site and publications.</p> <p>a) Austin Convention and Visitors Bureau (ACVB) Web site.</p> <p>b) The Austin Official Visitors Guide.</p> <p>c) Austin Newcomer Guide (published by the Greater Austin Chamber of Commerce).</p>
City of Austin Commitment
<p>1. Create AA multi-cultural section on Web site.</p> <p>2. Complete diverse Austin Web site.</p> <p>3. Increase the AA conventions by 10%. Increase visitation of AA tourists to Austin.</p> <p>4. Include the MLK celebration and Texas Relays events in the Visitors Guide.</p> <p>5. Include the Juneteenth event in Visitors Guide.</p> <p>6. Accept submissions from signature event promoters and post on ACVB Web site.</p>
Initiative Accomplishment
<p>#1, 2, & 5: The AA multi-cultural section was created under the <i>"Diverse Austin"</i> Web page, (http://www.austintexas.org/visitors/multicultural/african-american). This section highlights the history of the AA community in Austin, and links to special interest sites (e.g., AA restaurants, Huston-Tillotson University, George Washington Carver Museum and Cultural Center, etc).</p> <p>#3: ACVB has completed 24 out of 38 planned AA conventions due to this initiative.</p> <p>#4: The 24 completed AA conventions over the last two years, compared to only three such events per year in the last 10-year period, has resulted in a tremendous increase in AA tourism to Austin.</p> <p>#5: The ACVB - Diverse Austin Web site also features links to a monthly Cultural Events calendar that lists local AA signature events (e.g. cultural celebrations as they are scheduled), and other attractions of specific interest to the AA community. A list of AA community and support resources is also available.</p> <p>#6: The Martin Luther King Jr. (MLK), 2006 Urban Music Festival, and a host of Juneteenth celebrations, as well as other AA signature events identified through this initiative were promoted through widely circulated ACVB publications and in many cases supported financially by that organization.</p> <p>#7: ACVB Liaison continues monthly outreach to the AA arts and culture community to solicit and accept submissions for the ACVB Diverse Austin Web site.</p>
Additional Accomplishments
Future Action
<p>1. ACVB commits to ongoing Web site updates and enhancements, as well as increasing AA tourism through booking AA conventions and meetings.</p>
Cumulative Investment
<p>1. In-kind funding: \$7,357</p>



ARTS, CULTURE & ENTERTAINMENT INITIATIVE # 2

Initiative

2. Establish position at Austin Convention & Visitors Bureau (ACVB) that will liaison between ACVB staff and the African American producers and promoters of signature events in the Austin community.

City of Austin Commitment

1. ACVB hired Sales & Community Relations Manager to work with Capital City AA Chamber of Commerce to attract AA conventions and meetings to Austin.
2. Develop and maintain working relationships with Black Arts, Culture, and Entertainment (BACE).
3. Work with BACE constituency in Austin.
4. Ensure AA signature events are promoted on ACVB Web site to promote Austin as a tourist destination.
5. Present progress updates to BACE committee on quarterly basis.
6. ACVB with BACE committee to establish specific performance measures for ACVB Liaison.

Initiative Accomplishments

1. The ACVB liaison position was filled by Maurice McCloney. McCloney fulfills dual roles as the ACVB Sales and Community Relations Manager:
 - Continues to participate in regular AAQL-ACE progress meetings with the community.
 - Has established a working relationship with BACE and the Austin African American Chamber of Commerce (AAACOC).
 - Has completed 24 out of 38 planned AA conventions/meetings scheduled within the last two years. Prior to 2006, the City of Austin Convention Center hosted less than three African American events per year over a 10-year period.

Additional Accomplishments

1. Goal completed. ACVB is committed to continuing to recruit/solicit AA conventions on an ongoing basis. Recruiting/negotiations/planning is under way for the remaining 14 AA conventions over the next one-two years:
 - Missionary Baptist Convention of Texas Boys to Men Statewide: (Locating Accommodations)
 - National Black Data Processors Association: August 2008
 - Prospecting – Delta Sigma Theta Sorority
 - Tentative – Black Caucus of the American Library Association
 - Prospecting – Association of African American Museums
 - Prospecting – National Association of Black Journalists
 - Prospecting – National Black Nurses Association: August
 - Tentative – Texas Gospel Announcers Guild
 - Tentative – National Association of Black Accountants Inc. 2008 and 2009 Southwest Regional Meetings.
 - National Black MBA Association
 - Tentative – INROADS National Meeting



- Tentative – INROADS South Central Regional Conference
 - Tentative – National Association of Black Hotel Owners, Developers & Operators
2. To further efforts toward branding Austin as a great place for AA to live, work and play, ACVB is designing a DVD presentation that markets Austin's local AA community, culture, business and entertainment scene. Members of the BACE, the Austin Parks and Recreation Department and the Austin AA Chamber of Commerce will consult and assist in the production and editing of this DVD project.
3. Austin was the host city for the Blacks in Government National Board of Directors (BIG) meeting, November 2007. The ACVB hosted a welcome reception for the National Board and local dignitaries as a show of support to our effort to land the meeting in Austin as well as supporting the BIG National Training Conference for Austin.

Summary of Events Booked from January 2007 - December 2007:

- National Black MBA Association – April 26-27, 2007
- Missionary Baptist General Convention of Texas – July 13-14, 2007
- Baptist General Convention of Texas – July 16-20, 2007
- Southwest Region Conference of Seventh Day Adventists – September 14-16, 2007
- Texas Gospel Announcers Guild – November 22-25, 2007
- Texas Alliance of Black School Educators – January 5-6, 2007
- Hearne Family Reunion – June 22-24, 2007
- Brazos River Presbytery – July 11-13, 2007
- Hoskins Family Reunion – July 19-22, 2007
- National Society of Black Engineers – August 3-5, 2007
- University of Texas Multicultural Information Center – October 12-13, 2007
- Blacks In Government (B.I.G.) – November 14-18, 2007
- Rocky Mountain Black Law Students Association – February 6-10, 2008
- Pro Duffers USA – October 1-5, 2008

4. Maurice McCloney of ACVB was selected as one of the 2007 recipients for the National Association for the Advancement of Colored People (NAACP) Community Services Awards for his efforts as the ACVB Liaison for City of Austin AAQL initiative to attract African American Meetings to Austin. McCloney was recognized for his successfully promoting Austin across the country to be a great city for African Americans to visit, work and play.

Bookings Under Negotiations:

- African American Empowerment Weekend – 2008
- Missionary Baptist General Convention of Texas – 2009
- National Black Public Relations Society – 2009
- Blacks Caucus of the American Library Association – 2010
- Gospel Music Workshop of America – 2011 or 2012
- Blacks in Government – 2013 or 2014
- Butler Family Reunion – (AACCAA)
- National Black Law Student Association

Maurice McCloney, ACVB, successfully booked more than 25 AA conference meetings over the last two years, which attracted more than 5,476 African American visitors to Austin and yielded a \$6 million economic impact.



Future Action

1. Ongoing commitment to continue promoting Austin as tourist destination that is attractive to African Americans in/outside of the city.

Cumulative Investment

1. In-kind Funding: \$65,000 (ACVB)



ARTS, CULTURE & ENTERTAINMENT INITIATIVE # 3

Initiative
<p>3. Include African American signature events in ACVB promotional materials and on the ACVB website:</p> <ul style="list-style-type: none">▪ Texas Relays▪ Juneteenth Celebration▪ Black History Month celebration▪ Battle of the Bands▪ Martin Luther King Day Jr.▪ Heman Sweatt Symposium on Civil Rights▪ Barbara Jordan forum▪ KAZI Summer Fest▪ Proposed 2006 Urban Music Festival▪ Proposed 2006 African American Film Festival
City of Austin Commitment
<p>1. Create and launch AA section on ACVB multicultural Web site.</p> <p>2. Ensure AA attractions and signature events are promoted on ACVB Web site and any other method of promoting Austin as a tourist site, including ACVB:</p> <ul style="list-style-type: none">▪ District Guide▪ Meeting Planner Guide▪ Visitors Guide▪ National, regional and local press releases▪ Annual events calendar
Initiative Accomplishments
<p>1. In addition to promoting the AA signature events on the ACVB <i>Diverse Austin</i> website including Texas Relays, Juneteenth, Black History Month, MLK Day, 2006 Urban Music Festival, etc.), ACVB continues to demonstrate its commitment to supporting the local AA arts, culture, and entertainment scene, by underwriting portions of select festival costs as a corporate sponsor.</p> <p>2. East Austin music and nightlife venues (e.g. performances by Les & the Funk Mob, And venues such as Victory Grill, Longhorn Branch Inn, etc.) are now listed on the ACVB Web site.</p>
Additional Accomplishments
Future Action
<p>1. Goal Completed. ACVB will continue to work with the community in promoting local signature events per publication timelines, as well as other cultural events that are significant to the African American local community.</p>
Cumulative Investment
<p>1. Amount Funded FY '07: \$44,000 and In-kind funding: \$166,157</p>



ARTS, CULTURE & ENTERTAINMENT INITIATIVE # 4

Initiative
<p>4a. Increase the number of African American applicants and awards to the Cultural Arts Funding Programs.</p> <p>4b. Identify a staff position for minority outreach and improve minority participation in Cultural Arts Funding Program.</p>
City of Austin Commitment
<ol style="list-style-type: none">1. Increase Capacity Building Program in FY '05-'06 by \$140,000.2. As a goal, work to increase the number of African American applicants and awards through outreach and technical assistance to the Cultural Arts Funding Programs to reflect 10% of the overall applicant pool by Sept. 30, 2007.3. Conduct workshops that provide technical assistance.4. Work with community organizations already providing technical resource support services to the African American arts community.5. Create a COA Web site that will provide the arts community information on proposing City co-sponsorships and Council approved fee waivers.6. City will identify a staff position for minority outreach and improve minority participation in the Cultural Arts Funding Program.7. City staff will facilitate and provide technical assistance to the Black Arts and Entertainment to create a foundation that would focus on economic development, marketing and promoting African American events.
Initiative Accomplishments
<ul style="list-style-type: none">▪ City of Austin increased the Capacity Building Program FY '05-'06 budget by \$140,000.▪ Twenty-three, AA applicants were awarded funding through the Cultural Arts Fund for FY '06-'07. This is an increase over last fiscal year where 12 contracts were awarded.▪ COA Web site redesign is under way with plans to include in the citywide project a Web page on City/PARD facility reservation, and the process for requesting event co-sponsorships.▪ There were three Project Support technical assistance workshops completed in 2006. These workshops were conducted after consulting with members of the BACE.▪ Economic Growth and Redevelopment Services Office (EGRSO) will report the total number of AA cultural arts applicants and awards completed in September 2007.▪ EGRSO staff continues to work with Black arts community leaders on strategies to increase the level of AA artist/organization participation in the Cultural Arts Funding Program.▪ The City reallocated funding for a new staff position, Business and Economic Development Liaison whose major duties will include:<ol style="list-style-type: none">1. Arts Community Technical Assistance and Service Coordination:<ul style="list-style-type: none">▪ Develop and support community-based collaborative projects that support arts,



culture, entertainment and economic development.

- Serve as liaison to under-served and culturally based non-profit and commercial arts and culture community groups, businesses or other organizations to address art community needs.
2. Community Coordinator:
- Develop, implement and evaluate plans, criteria, etc. for a variety of projects, programs, and plans.
 - Resolve conflict and problem-solve situations.
 - Develop collaborative projects with the chambers, social service's organizations, etc.
 - Point of contact for the African American Resource Commission (AARC) and AA Quality of Life initiative.
 - Assist with administrative and special project support for the AARC.
 - Assist with Cultural Contracts Program.
 - Assist in grant program development and administration.
3. Develop contracts, surveys, documentation and forms.
- Park Venue Coordinator.
 - Assist PARD Special Events Manager with coordinating special events in PARD venues.
 - Assist with ensuring potential vendors and/or community arts organizations are kept apprised of established park rules and regulations for the production of special events.
4. Small Business Development Liaison:
- Serve as staff liaison between Austin Convention and Visitors Bureau and the City.
 - Serve as a convener and facilitator between City, emerging entrepreneurs, and existing local small business organizations.
 - Work with local organizations and partners to develop collaborative projects.
5. The City of Austin hired Greg Marshall as its first Business and Economic Development Liaison in March 2007. Dusty McCormick joined the City (as a replacement for Greg Marshall) in December 2007. McCormick has extensive community and professional experience including serving on the COA Planning Commission, the Rosewood Neighborhood Planning Team, the Austin Revitalization Authority, and as an active community participant in the African American Quality of Life Initiative. He will liaison with the Black Arts, Culture, and Entertainment as needed in the years to come.
6. Of the 33 applications received from AA arts organizations, 31 AA applicants received a monetary award funded through the Cultural Arts Fund for FY '06-'07. These awards represent 12.7% of the total applications funded in 2007. The average award amount was \$9,368 per recipient. There were seven more awards given to AA arts organizations and/or applicants than those awarded in 2006. Prior to the 2005 AAQL Initiative, the Cultural Arts Fund had awarded only 17 contracts to AA artists, or arts organizations, in 2003, and 19 contracts in 2004.

Additional Accomplishments

1. Available on the City's intranet is the City of Austin's Administrative Bulletin for Co-Sponsorship of Employee Heritage Events, effective July 7, 2007. The purpose of this



administrative bulletin is to promote diversity in the workplace through observation of significant cultural heritage events. The City now supports three annual cultural heritage events open to all City employees, including the African American Heritage Month Employee events. PARD has replicated many of the City's basic requirements specified in this bulletin as the criteria and template for review and approval community requests for event co-sponsorships.

Future Action

1. EGRSO will continue outreach and technical assistance activities to increase the number of AA arts organizations who are awarded through the Cultural Arts Program.

Cumulative Investment

1. Amount Funded FY '07: \$160,000
In-kind funding:
- Cultural Arts Fund: \$676,909
- AIPP contract awards: \$17,887



ARTS, CULTURE & ENTERTAINMENT INITIATIVE # 5

Initiative
5. Create an African American Cultural Arts District(s) in Austin that will formally preserve areas where there is a concentration of existing African American landmarks (businesses, churches, Carver Museum and Library, Huston-Tillotson University, etc.).
City of Austin Commitment
<p>1. June 2006, City will initiate a comprehensive Community Cultural Arts Plan, as approved by City Council.</p> <p>2. Staff recommends the creation of an African American Cultural Arts District be achieved as a component of the citywide plan. Plan will incorporate each of the community's recommendations, including:</p> <ul style="list-style-type: none">▪ Retain a project consultant.▪ Adopt boundaries for district.▪ Complete two-three site visits to other successful Cultural Districts (e.g. Atlanta).▪ Work through the Black Arts, Culture & Entertainment committee to accomplish specific recommendations made by the African American Community Implementation Team.
Initiative Accomplishment
<p>1. June 22, 2006, the Austin City Council authorized the award of an 18-month service agreement with Metropolitan Group, Portland, Ore., for consulting services to develop a citywide Community Cultural Plan. The consultant will review the work and recommendations submitted by the Arts, Culture and Entertainment Committee and incorporate them into the planning scope.</p> <p>2. The citizens of Austin wholeheartedly passed Bond Proposition 4 which includes funding for construction, renovation, improving, and equipping six community and cultural facilities, including an \$1.5 million African American Heritage & Cultural Facility in East Austin. Design and construction of the African American Cultural Heritage Facility will begin in 2009. The facility will house three functions that will serve the African American arts and business community, including a small African American Visitors Bureau. The bureau's primary purpose will be to promote AA cultural and historical attractions and businesses within the district, and throughout Austin. The Capital City African American Chamber of Commerce (CCAACC) will manage this visitors bureau in addition to being housed at this site. The facility will also serve as the main office of ProArts Collective, the primary producer of African American theater and arts festivals, and ProArts African American Technical Resource Center. This \$1.5 million investment will be used to fund the anchor facility for the planned AA Cultural Arts District.</p> <p>3. The Austin City Council unanimously approved a resolution on Dec. 13, 2007, that establishes the boundaries for the city's first African American Cultural Arts District. The geographic area is bounded by:</p> <ul style="list-style-type: none">▪ West – Interstate Highway 35▪ East - Airport Blvd



- North - Manor Road
- South - Beginning on East 11th Street then South on Chalmers Avenue then East on East 7th Street then North on Chicon Street then East on Rosewood Avenue then merge into Oak Springs Drive.

This geographic area located in central East Austin encompasses a concentration of significant African American landmarks including black-owned businesses, churches, the George Washington Carver Museum and Cultural Center, the George Washington Carver Library, Huston-Tillotson University, and other facilities representing significant civic, societal, education and cultural contributions. The new cultural facility and district will stimulate and celebrate AA arts, culture, and entertainment, house AA art organizations and stimulate AA-owned and managed businesses.

Additional Accomplishment

1. Austin voters also approved a \$500,000 bond for the renovation of the Chestnut House at Rosewood Park in East Austin. This facility will serve as the future home for two established East Austin youth organizations that will continue to provide organized public recreation activities for at-risk youth.

Future Action

1. Complete two-three site visits to other successful cultural districts (e.g. Atlanta) by May 2008.
2. The City of Austin through its Arts in Public Places Program will complete a "Call For Artists" to design and create a bust sculpture to commemorate and honor the first African American firefighters hired in for Austin and the State of Texas. These firefighters, hired in 1952, were Capt. Willie Ray Davis, Nathaniel D. Kindred and Roy D. Greene. Once completed, the statue will be installed in the George Washington Carver Museum and Cultural Center. Additionally, the City plans to install a historical marker at the former site of Station No. 5 (on Lydia Street), where all African American firefighters were required to work, during that time in Austin's history.
3. Design and construction for the AA cultural facility is projected to occur in FY '09.

Cumulative Investment

1. Amount Funded FY '07: \$1.5 million for the AA Heritage and Cultural Center and \$55,000 budgeted for the AA Firefighter's Memorials design and fabrication.



ARTS, CULTURE & ENTERTAINMENT INITIATIVE # 6

Initiative
6. Name the theatre at the Carver Museum after the late Boyd Vance.
City of Austin Commitment
<ol style="list-style-type: none">1. Initiate COA facility naming procedures in accordance with City Code, Subsection 14-1-33.2. Design and create plaque for the theater.3. Plan and host a Carver Museum theater naming ceremony.
Initiative Accomplishments
<ol style="list-style-type: none">1. The Austin City Council officially renamed the George Washington Carver Museum and Cultural Center Theatre, the Boyd Vance theatre in October 2005. The facility dedication ceremony attended by the family of Boyd Vance from Houston, Texas was held during Black History Month in February 2006.2. The Boyd Vance Theatre hosted, and will continue to host, many stellar AA performing arts events that include Austin's first African American Film Festival, and the following events:<ul style="list-style-type: none">▪ Dallas Black Dance Company (October 2006).▪ "Letters From the Other Side" by Front Porch Films (November 2006).▪ "A Fairy Event" by Austin Metamorphosis Dance Ensemble (November 2006).▪ "Silver Belles Concert" by Pam Hart (December 2006).▪ The Young Eight (November 2006).▪ "The Legends of Black Music" by Carver Ambassadors (April 2007).3. December 2007 Carver Theatre Performance:<ul style="list-style-type: none">▪ <i>Second Annual "Festival of Trees: Grand Premiere</i> featured opening act of Michael, Mike & William Jazz Trio, and featured the Pete Rodriguez Jazz Quintet. A concert featuring soul, rap, blues and fusion group Afrofreque and rapper K.J. Hines also performed.▪ Souttree Collective tryout auditions for Urban Soul Band II.▪ Silver Belles Social for Senior Citizens featured jazz vocalist Pamela Hart and pianist Dr. James Polk.▪ Kwanzaa Event, an African Safari program, presented and explained the symbols of Kwanzaa.
Additional Accomplishments
<ol style="list-style-type: none">1. To further celebrate the rich African American history and culture, the Carver Museum is planning a series of genealogy research workshops that will be made available to the public. This series of workshops is entitled, One Tree Many Branches Genealogy Workshop Series and will include classes on the following topics:<ul style="list-style-type: none">▪ Genealogy Basics▪ Documenting Your History▪ Census Report Review Vital Records▪ Family Reunions▪ Church & Cemetery Records



<ul style="list-style-type: none"> ▪ Oral History & Its Role in Genealogy ▪ Family Medical Heritage
Future Action
1. Goal Completed. The Boyd Vance Theatre will continue to host AA performing arts events.
Cumulative Investment
1. In-kind funding: \$2,800



ARTS, CULTURE & ENTERTAINMENT INITIATIVE # 7

Initiative
7. Contract with a marketing firm to assist the ACVB/City with developing a campaign to effectively market Austin's African American culture, history, landmarks and other resources inside and outside Austin.
City of Austin Commitment
<p>1. ACVB:</p> <ul style="list-style-type: none">▪ Photography shoot and creative for multicultural market.▪ Publish multicultural creative and in at least three convention market publications.▪ Obtain a marketing firm to focus on advertising in diverse markets.▪ Share marketing plan with BACE for review and feedback. <p>2. COA Marketing Plan:</p> <ul style="list-style-type: none">▪ Spearhead marketing and promotion campaign highlighting AA culture, history, landmarks and other resources.▪ Review and update City's Web site to include relevant information on various sites within Austin City Connection.▪ Establish a portal Cultural Page on Austin City Connection to include links to City-sponsored events/resources geared to AA community.
Initiative Accomplishment
<p>1. ACVB:</p> <p>Completed the photo shoots and creative, now incorporated into the Diverse Austin Web site and ACVB publications. Additionally, ACVB has contracted with an experienced AA marketing firm, Sanders, Wingo Advertising and Marketing Firm for creating culturally competent advertising in diverse markets, including African American markets.</p> <p>2. City of Austin- Communications and Public Information Office:</p> <p>PIO has modified the City's home Web page to include the African American Quality of Life Initiative icon (Kenta-colored button) which links the interested public to source documents and project reports pertaining to this initiative. The PIO continues to highlight and market AA City-sponsored cultural events on the City's Web site.</p> <p>Highlights for 2007:</p> <ul style="list-style-type: none">▪ COA PIO is now responsible for updating the COA Web site with any new AAQL information.▪ The Web site icon for the AAQL initiative has been re-located in a more prominent spot on the City of Austin's home page, creating higher visibility and easier access for the interested public.▪ Special events and calendar items are routinely updated in the "events" section of the Web site.▪ City-sponsored AA cultural and signature events are now promoted on the City's Home page and the AAQL site. <p>3. City has expanded its Web page to include links to area businesses and arts, cultural, entertainment, and historical attractions throughout the city. The interested public can</p>



now navigate from the City's Web page directly to:

- Austin History Center for African American resources
- ACVB Web site – Diverse Austin
- George Washington Carver Library
- George Washington Carver Museum and Cultural Center
- The Austin Convention Center
- Capital City African American Chamber of Commerce
- Austin Small Business Development Center
- Other sites of special interest to the African American Community

4. The City of Austin is redesigning its Web site to achieve a new era of open government. In November 2007, the City announced plans to seek public input on the Web site redesign including a public survey of Web site user trends, upcoming public town hall meetings that will be held in various locations in the city, and focus group meetings to be held throughout the various stages of the redesign project.

Additional Accomplishments

Future Action

1. ACVB will:

Work with Sanders/Wingo marketing firm to further refine the ACVB website, and Diverse Austin web pages, achieving a more inclusive branding of Austin as a great city, and great place to visit, work and live, thereby welcoming AA and other minorities in everything that is considered "Austin".

2. City will:

- Continue posting AAQL progress reports on the City's Web site.
- Complete the planned redesign of the Austin City Connection Web site including establishing a portal Cultural Page on Austin City Connection to include links to City-sponsored events/resources geared to AA community.
- Create an ACVB Web site link on the AAQL page, linking the interested public to African American cultural/community events, conventions, restaurants and other attractions. GOAL COMPLETED.

3. January 2008, ACVB reports:

The ACVB is currently updating its official Web site to further expand and refine its Diverse Austin Web pages to achieve a more inclusive representation of Austin as a dynamic city, as well as a great place to visit, work and live, thereby welcoming AA and other minorities in everything that is considered "Austin." We have also expanded the Diverse Austin section of our Official Visitors Guide.

Cumulative Investment

1. Amount Funded FY '07: \$24,000



ARTS, CULTURE & ENTERTAINMENT INITIATIVE # 8

<p>Initiative</p>
<p>8. Ensure that African American artists, musicians, filmmakers and others are included in City co-sponsored events and events are publicized in the African American press and community Web sites.</p>
<p>City of Austin Commitment</p>
<p>1. SXSW will advertise in AA Media. 2. SXSW will consider sponsoring, promoting and recruiting AA for its event. 3. Austin City Limits Festival will advertise in AA media. 4. City of Austin Parks and Recreation Department to create and launch a Web site by February 2006 that will be designed to provide information to the interested public on:</p> <ul style="list-style-type: none"> ▪ The basics of planning and producing cultural events involving City of Austin facilities. ▪ The required steps for reserving City facilities and facility use policies. ▪ How to prepare a request for City co-sponsored events. ▪ Relevant ordinances and procedures for requesting City council approved fee waivers.
<p>Initiative Accomplishments</p>
<p>1. The COA and SXSW negotiated a co-sponsorship of the 2007 SXSW events at the George Washington Carver Museum and Cultural Center. All events were free to the public. 2. SXSW event marketed and promoted these events in the local Black press: Carver Museum Outdoor Events:</p> <ul style="list-style-type: none"> ▪ SXSW Sundown Surprise Film Feature ▪ SXSW Film Fest - hosted a family-friendly film screening under the stars with concessions. ▪ SXSW Music interview with Chamillionaire and the SXSW Music Fest Kick-off <u>Concert</u> featuring Chamillionaire, Gutta Gang, Cyril Neville & Tribe 13 were all canceled due to inclement weather. <p>Boyd Vance Theater Events:</p> <ul style="list-style-type: none"> ▪ SXSW Interactive – “How Your Videoblog Can Save the World” This workshop provided information on how to effortlessly set up your own videoblog and contemplate the immense power in this new form of media. Featured workshop panelists: Jay Dedman, RYANNE HODSON and Michael Verdi. ▪ SXSW Film Micro-Fest – East Austin Stories This acclaimed series of short documentary films was curated by University of Texas film professor Andrew Garrison. It is a collaborative effort between East Austinites and UT filmmakers, and has been a sensation around Austin as they detail intimate, and interesting tales about the East Austin neighborhoods. ▪ SXSW Film Biz 101 In this session, the participants were exposed to tips and tactics from working filmmakers. <p>3. PARD has initiated a pilot co-sponsorship review and approval process that clarifies</p>



basic review criteria for considering PARD co-sponsored events, including requests for the exclusive use of PARD facilities.

4. Carver-SXSW 2008 Events:

- SXSW Interactive Panel: Pro Gamers: New Extreme Athletes of the 21st Century. This session discussed the professional gaming phenomenon and gave advice on going pro.
- SXSW Film Panel: Filmmaking 101: Getting Your Foot in the Door. This session provided tips and tactics from working filmmakers. Special guest filmmakers included Kat Candler and Ya'ke Smith.
- SXSW Film Mini-Fest: Houston's Finest: The Films of Greg Carter. Greg Carter is an award-winning producer/director and is a Master's graduate of Rice University. Film screenings included:
 - Water's Rising
 - Resurrection: The J.R. Richard Story
- SXSW Music: Hip Hop in Africa and Middle East included:
 - "I Love Hip Hop In Morocco"
 - Slingshot Hip Hop – Hip Hop in Palestine"
- SXSW Music: Performance by World Trade. A local, fully clean and family friendly hip hop duo consisting of Bavu Blakes and Element 7D.
- SXSW Music Panel: Hip Hop, Politics & The Ever Changing Music Business. This session was moderated by Soren Baker, Editor of Source Magazine and featured:
 - David Banner – Jackson, MS
 - Salih Williams – Austin, TX
 - Chingo Bling – Houston, TX
 - Jean Grae – Brooklyn, NY
 - Tech N9ne – Kansas City, KC
- SXSW Music: Performance by Terel Shahid

Additional Accomplishments

1. The PARD Office of Special Events approved its Events Policy in 2007. This policy established standards and criteria for requesting, authorizing, and contracting the use of PARD facilities, staff and resources for large, special events productions. As a follow-up, staff is in the final design of the Special Events Application and Guidelines (procedures). Once adopted, these procedures will be uploaded on the PARD Web site, and made accessible to area arts organizations, the interested public, and linked to the AAQL Web site.

2007 Events and Exhibits Presented at the Carver:

- Black History Month – Banner Project
- Exhibits on Gospel Music
- Black and White Photography Exhibit
- 100% Art Exhibit from Community
- African Sankafa - History of Africa
- Myths and rituals related to African American History
- Stamps of Approval Exhibit – Historical view of African American stamps produced



by Postal Service

- Bits & Pieces – Threads of African American Quilt History Exhibit
 - Young 8 – African American Chamber Group
 - C-Dance Workshop Series (Jazz, Hip-Hop Ballet, Liturgical and African American Dance)
 - African American folk tales
 - Movies and music on the Carver’s Back Porch in the summer
 - “One Tree, Many Branches” – Geneology Series Project
2. 2007 Live From the Plaza Music Series – African American music artists featured and sponsored by the City of Austin included the following:
- June 1 – Overlord
 - June 8 – LZ Love
 - June 15 – Texas Eastside Kings
 - October 26 – Miss Donna Hightower
 - November 9 – NeckBone

Future Action

1. PARD will facilitate a cross-departmental meeting to discuss the development of corporate-level co-sponsorship criteria, and basic procedures. Once completed will create and launch an informational Web page for the arts community and public.

Cumulative Investment

1. In-kind funding: \$30,000



ARTS, CULTURE & ENTERTAINMENT INITIATIVE # 9

Initiative
9. Explore opportunities with area museum staff to create and implement programs that display African American history.
City of Austin Commitment
<ol style="list-style-type: none">1. Host a forum with area museum staff to discuss and promote the importance and benefit of highlighting African American history.2. Identify advantages for area museums to participate (e.g, Austin Children’s Museum, Austin Museum of Art, etc.).3. Explore opportunities for local and emerging African American artists to access meeting space for small events.4. Report specific findings and recommendations for FY '06-'07.
Initiative Accomplishments
1. PARD staff successfully partnered with the University of Texas Center for African American Studies, Center for American History and the Lyndon Baines Johnson Library and Museum in the production of Austin’s first African American Film Festival, entitled “Marching On: Independent African “American Films From 1935-1950.” This curated film program was free to the public and held throughout Black History Month, February 2006. It included VIP and public receptions with James Wheeler as special guest; film features; shorts; newsreels; and exhibition of film posters, photographs, lobby cards, press books, heralds and film promotional materials selected from the James E. Wheeler Collection, a world renowned film archivist, collector and historian.
Additional Information
Future Action
1. The staff of the George Washington Carver Museum and Cultural Center will plan and host a forum with area museum staff to discuss new opportunities for collaborating, promoting and highlighting AA history and art.
Cumulative Investment



ARTS, CULTURE & ENTERTAINMENT INITIATIVE # 10

Initiative
10. Establish a goal to retain African American artists to create art in the Art in Public Places Program (AIPP).
City of Austin Commitment
<ol style="list-style-type: none">1. Track the number of African American artists who submit to the Slide Registry and the number of African American artists who are awarded public art commissions.2. Produce an annual report of progress made.3. Conduct at least three hands-on workshops to assist with the education of the public art process. Increase outreach and recruiting efforts targeted to African American artists by:<ul style="list-style-type: none">▪ Publishing an annual list of anticipated public art projects.▪ Developing and publishing a "Beginner's Guide to Public Art" for distribution to new and emerging artists.4. Establish an AIPP African American participation goal and explore ways to progressively increase the level of African American artist participation.
Initiative Accomplishments
<ol style="list-style-type: none">1. AIPP conducted targeted outreach notifications in November 2006, promoting the "Call for Artists" through as many African American Arts groups known/recommended by the AAQL-ACE Committee. AIPP also worked directly with AAATRC executive Director, Lisa Byrd to jointly develop a series of five community-based workshops for local artists. These workshops were designed to educate participants on the public art funding application, review and award process.2. AIPP hosted the Arts in Public Places Program Artist Workshop Series (2006), June 2006 through October 2006. The workshop series included:<ul style="list-style-type: none">▪ At least three guest speakers and no-cost take-home resources for each session▪ "Public Art 101", June 2006▪ "From Studio to Public Art", July 2006▪ "Going Digital/Creating the Perfect Submission Package", August 2006▪ Mock selection panel, September 2006▪ Total Participants: 148▪ Total African-American participants: 10▪ Total expenditure: \$3,0003. AIPP staff also marketed the program to the AA community by completing two radio talk-show appearances on KAZI 88.7 FM radio. Other workshop marketing included flier distribution, banner signage at the Carver Library, personal invitations to local AA visual artists, postcards, e-bulletins on digital media, and marketing the workshops in the local Black press such as Soulcity, The Villager & NOKOA, The Daily Texan, InFact Daily and InSite magazine.4. There were 32 AIPP contracts awarded in FY '05-'06, 2 of which were African American. AIPP Contracts include both contracts for professional services and art commissions. AIPP staff reported 2007 was a very slow year for new projects. Four new



projects were initiated in 2007; one new such project was the African American Firefighters Memorial funded by the Avery Ranch Fire Station CIP.

5. AIPP hosted the 2nd series of AIPP Artist Workshop in June through September 2007. The workshop series included:

- Seven workshops at three different locations and no-cost take-home resources for each session
- "Starting and Succeeding in Public Art", June 2007
- "Transforming Brush Square: A Mock Selection Process", July 2007
- "Taking the Doubt out of Digital Technology", August 2007
- "From Paper to Permanence", September 2007
- Total Participants: 154
- Total African-American participants: 8
- Total expenditure: \$5,750

Additional Accomplishments

Future Action

1. Application System for Austin's Public Art Program (ASAP!) was launched August 30, 2007. Tracking of individual project participation will be available FY '08. Since its launch, 432 artists from across the country have registered with the City of Austin's public art program; 8 of whom have declared African American as their ethnicity.

Cumulative Investment



African American

Quality of Life

Annual Update

**BUSINESS & ECONOMIC
DEVELOPMENT**



BUSINESS & ECONOMIC DEVELOPMENT

Initiative	Task	Implemented or Completed
<p>1a. Partner with the Capital City African American Chamber of Commerce (CCAACC) to recruit businesses with a focus on African American businesses to locate, start-up, or expand in Austin, through using incentive packages.</p> <p>1b. Facilitate a partnership between the CCAACC and the Greater Austin Chamber of Commerce (GACC) to collaborate on selective recruitment initiatives.</p> <p>1c. Recruiting efforts should include businesses that can create and retain jobs with advancement opportunities for low-tech, semiskilled and non-technical workers.</p>	<p>1a. Formalize partnership with a Memorandum of Understanding.</p> <p>1b. City, GACC & the CCAACC have met to establish a formal relationship. City has contributed \$30,000 through the Austin Chamber's Opportunity Austin Program as matching funds for minority chambers to participate in recruitment trips.</p> <p>1c. Recruiting efforts will include companies that can create and retain jobs with advancement opportunities for low-tech, semiskilled and non-technical workers.</p>	<p>1. Implemented March 2006</p>
<p>2. Establish program that allows MBE/WBEs to leverage executed contracts-with a public entity to obtain working capital loans from an existing lending program or to obtain an advance from banking institutions with which the City currently does business.</p>	<p>1. The Prompt Pay Program has been completed. A decision was made to incorporate it into the City's comprehensive pay system, which delayed implementation. The new prompt pay program is in the final stages of completion and will be reviewed by the City Manager's Office prior to implementation.</p> <p>2. Request meeting between City and the current City banking institution to explore opportunities for leveraging loans to MBE/WBE contractors.</p>	<p>1. Implemented 2. Implemented November 2007</p>
<p>3a. Enforce the City's MBE/WBE ordinances and monitor contracts for compliance. Ensure adequate resources are being applied and being used for making informed decisions toward setting goals.</p> <p>3b. Use incentives to encourage compliance with meeting and exceeding MBE/WBE goals. Reward businesses that promote diversity.</p>	<p>3a. Hire additional staff and implement new training program for staff.</p> <p>3a. Implement mailing notices of contract awards to MBE/WBE firms listed on successful compliance plans; publish and distribute MBE/WBE awards and expenditures reports on City Web site.</p> <p>3b. Develop program to recognize businesses who meet compliance goals.</p>	<p>1. Implemented 3a-February 2006 3a-Ongoing 3b-October 2006</p>
<p>4. Reestablish and market the ombudsman role.</p>	<p>1. Develop process for assuring that contractors and other business owners have a contact for concerns to be heard.</p>	<p>1. Implemented March 2006</p>
<p>5. Adjust insurance requirements on advertised municipal solicitations to be based on risk to City and value of solicitations.</p>	<p>1. Ask Risk Management to review insurance requirements.</p>	<p>1. Implemented & Ongoing</p>



<p>6. Ensure that input is solicited from African American businesses and organizations within an appropriate time regarding use of funds devoted to business and economic development.</p>	<p>1. Neighborhood Housing and Community Development to change procedure for CDBG consolidated funds public hearings to include new locations and separate hearing for business and economic development funds.</p>	<p>1. Implemented May 2007</p>
<p>7. Increase access to business and economic development information via the City's Web site.</p>	<p>1. EGRSO to work on upgrading quality of departmental Web site. 2. City to hire consultant to look at overall Web site.</p>	<p>1. Implemented - EGRSO Web site redesign was completed December 2006; implementation pending City corporate Web site redesign.</p>
<p>8a. Require corporations to do business with MBE/WBEs with a focus on African American businesses if they receive tax incentives. ensure that companies develop and implement programs to include opportunities for MBE/WBEs. 8b. African American business organizations should have an opportunity to participate in negotiation process between City, GACC and targeted corporation.</p>	<p>8a. Include requirements on the incentive matrix and evaluation process for companies seeking incentives. 8b. To provide opportunity for this to occur.</p>	<p>1. Implemented 8a-December 2005 8b-Ongoing</p>
<p>9a. Establish a capital investment fund program that provides low interest loans for MBE/WBEs with a focus on African American businesses for the purpose of start-up or expansion capital. 9b. City to evaluate venture capital opportunities to relax underwriting standards.</p>	<p>9a. City to identify funds for this program. 9b. City agreed to pursue funding in the FY '07 budget for additional training to assist individuals in developing skills to pursue loans.</p>	<p>1. Implemented 9a-October 2006 9b-October 2006</p>



BUSINESS & ECONOMIC DEVELOPMENT INITIATIVE # 1

Initiative
<p>1a. Partner with the Capital City African American Chamber of Commerce (CCAACC) to recruit businesses with a focus on African American businesses to locate, start-up or expand in Austin through using incentive packages.</p> <p>1b. Facilitate a partnership between the CCAACC and the Greater Austin Chamber of Commerce (GACC) to collaborate on selective recruitment initiatives.</p> <p>1c. Recruiting efforts should include businesses that can create and retain jobs with advancement opportunities for low-tech, semiskilled and non-technical workers.</p>
City of Austin Commitment
<p>1a. Formalize partnership with a Memorandum of Understanding.</p> <p>1b. City, GACC & the CCAACC have met to establish a formal relationship. City has contributed \$75,000 (2006-2008) through the Austin Chamber's Opportunity Austin Program as matching funds for minority chambers to participate in recruitment trips.</p> <p>1c. Recruiting efforts will include companies that can create and retain jobs with advancement opportunities for low tech, semiskilled and non-technical workers.</p>
Initiative Accomplishments
<p>1a. MOU completed and in place.</p> <p>1b. Meetings between chambers ongoing and members of CCAACC have traveled to recruitment trips with members of GACC. CCAACC attending regular meetings with GACC.</p> <p>1c. Continuing to work with CCAACC, Austin Area Urban League, and GACC to assure that diversity in the workforce, job types and salaries are primary consideration in recruiting.</p>
Additional Accomplishments
Future Action
1. Continue to monitor relationship between GACC and CCAACC.
Cumulative Investment
1. \$75,000



BUSINESS & ECONOMIC DEVELOPMENT INITIATIVE # 2

Initiative
2. Establish program that allows MBE/WBEs to leverage executed contracts with a public entity to obtain working capital loans from an existing lending program or to obtain an advance from banking institutions with which the City currently does business.
City of Austin Commitment
1. Work with DSMBR and the Purchasing Office to expand the Prompt Pay and Cash Flow Enhancement programs to include non-construction contracts. 2. Request meeting between City and the current City banking institution to explore opportunities for leveraging loans to MBE/WBE contractors.
Initiative Accomplishments
1. DSMBR, Purchasing and Controller's Office developed new policy, process and application form for Prompt Pay Program for construction contracts. Program to launch after review by City Manager's Office. 2. DSMBR, Purchasing and Controller's Office developing new policy, process and application form for Prompt Pay Program for non-construction contracts to be inclusive of intermediate deliverables. 3. Language was included in the RFP for banking services that was distributed for bid in January 2007.
Additional Accomplishments
Future Action
1. Monitor completion and implementation of Prompt Pay Program for non-construction contracts. 2. Continue to monitor and evaluate program.
Cumulative Investment



BUSINESS & ECONOMIC DEVELOPMENT INITIATIVE # 3

Initiative
<p>3a. Enforce the City's MBE/WBE ordinances and monitor contracts for compliance. Ensure adequate resources are being applied and being used for making informed decisions toward setting goals.</p> <p>3b. Use incentives to encourage compliance with meeting and exceeding MBE/WBE goals. Reward businesses that promote diversity.</p>
City of Austin Commitment
<p>3a. Hire additional staff and implement new training program for staff.</p> <p>3a. Implement mailing notices of contract awards to MBE/WBE firms listed on successful compliance plans; publish and distribute MBE/WBE awards and expenditures reports on City Web site.</p> <p>3b. Develop program to recognize businesses who meet compliance goals.</p>
Initiative Accomplishments
<p>3a. An FTE was hired in 2006 to monitor contracts for compliance. Further due to a reorganization of DSMBR, 8 staff members now currently monitor for contract compliance.</p> <p>3a. Process of mailing notices and publishing reports is in place and occurring. DSMBR also implemented a process to identify trends in contracting and to monitor contracts at various payout levels.</p> <p>3b. DSMBR has created a Contractor Appreciation Program. The first event to recognize outstanding contractors occurred in October 2006 with a second event held in October 2007. DSMBR is planning to host the third event in October 2008.</p>
Additional Accomplishments
Future Action
1. Continue to monitor and evaluate.
Cumulative Investment
1. \$141,350



BUSINESS & ECONOMIC DEVELOPMENT INITIATIVE # 4

Initiative
4. Reestablish and market the ombudsman role.
City of Austin Commitment
1. Develop process for assuring that contractors and other business owners have a contact for concerns to be heard.
Initiative Accomplishments
1. Process developed. After departmental review, Assistant City Manager to hear unresolved issues and concerns. City to contract with outside third party to hear unresolved issues. 2. Small Business Development Center to be information resource and central point of contact for small business interests. Brochures and notices were developed and information distributed in February 2007 to community through various media.
Additional Accomplishments
Future Action
1. Monitor and evaluate.
Cumulative Investment



BUSINESS & ECONOMIC DEVELOPMENT INITIATIVE # 5

Initiative
5. Adjust insurance requirements on advertised municipal solicitations to be based on risk to City and value of solicitations.
City of Austin Commitment
1. Ask Risk Management to review insurance requirements.
Initiative Accomplishments
<p>1. Risk Management was asked to review current insurance requirements to determine if changes could be made to current City requirements. Risk Management reported to the Committee that some insurance is required by state law; City premiums are lower in some cases; treating individual cases as appropriate; have RFP out for lower coverage for certain types of business. Committee thinks educating public about insurance services and requirements will help.</p> <p>2. The City currently provides the following insurance programs in an effort to provide coverage for a lower cost than what the small contractor can purchase on his/her own. These programs include Rolling Owners Controlled Insurance Program ,Tenant User Liability Insurance Policy and the Austin Clean Water Program.</p>
Additional Accomplishments
1. A class to assist contractors and small business owners with determining insurance requirements is being developed through the Small Business Development Program and will be taught by Carol Vance of HRD Risk Management.
Future Action
1. Create a program for training and technical assistance for contractors to assist the contractors in understanding various ways to lower their insurance premiums.
Cumulative Investment



BUSINESS & ECONOMIC DEVELOPMENT INITIATIVE # 6

Initiative
6. Ensure that input is solicited from African American businesses and organizations within an appropriate time regarding use of funds devoted to business and economic development.
City of Austin Commitment
1. Neighborhood Housing and Community Development to change procedure for CDBG consolidated funds public hearings to include new locations and separate hearing for business and economic development funds.
Initiative Accomplishments
1. Process has been implemented and public hearings specific to economic development were conducted by Neighborhood Housing and Community Development. A hearing was held on May 30, 2007, for the economic development Stakeholders.
Additional Accomplishments
Future Action
1. Continue process as City Policy.
Cumulative Investment



BUSINESS & ECONOMIC DEVELOPMENT INITIATIVE # 7

Initiative
7. Increase access to business and economic development information via the City's Web site.
City of Austin Commitment
1. EGRSO to work on upgrading quality of departmental Web site. 2. City to hire consultant to look at overall Web site.
Initiative Accomplishments
1. Completed: December 2006 2. Completed: July 2007
Additional Accomplishments
1. The City Web site redesign is in progress. The process began in November 2007 with a public survey in English and Spanish, which closed Jan. 4, 2008. The next step is a series of Town Hall meetings, two of these meetings will be in East Austin (one at the Carver Branch Library and another at the Ruiz Branch Library). After a report on the findings, focus groups will be established.
Future Action
1. EGRSO Web site implementation is contingent on implementation of changes to City corporate Web site. Corporate website redesign began with a survey of the public, which was completed Jan. 4, 2008. A series of Town Hall meetings are now in progress. The findings of the survey and Town Hall meetings (two of these are in East Austin) will be presented to the City Council and then Focus Groups will be formed.
Cumulative Investment
1. \$100,000 for EGRSO Web site



BUSINESS & ECONOMIC DEVELOPMENT INITIATIVE # 8

Initiative
8a. Require corporations to do business with MBE/WBEs with a focus on African American businesses if they receive tax incentives. Ensure that companies develop and implement programs to include opportunities for MBE/WBEs. 8b. African American business organizations should have an opportunity to participate in negotiation process between City, GACC and targeted corporation.
City of Austin Commitment
8a. Include requirements on the incentive matrix and evaluation process for companies seeking incentives. 8b. To provide opportunity for this to occur.
Initiative Accomplishments
1. Since implementation three companies have been considered for incentives. The minority chamber representatives were provided the company information and have met with companies.
Additional Accomplishments
Future Action
1. Continue to monitor.
Cumulative Investment



BUSINESS & ECONOMIC DEVELOPMENT INITIATIVE # 9

Initiative
<p>9a. Establish a capital investment fund program that provides low-interest loans for MBE/WBE's with a focus on African American businesses for the purpose of start-up or expansion capital.</p> <p>9b. City to evaluate venture capital opportunities to relax underwriting standards.</p>
City of Austin Commitment
<p>9a. City to identify funds for this program.</p> <p>9b. City agreed to pursue funding in the FY '07 budget for additional training to assist individuals in developing skills to pursue loans.</p>
Initiative Accomplishments
<p>9a. Complete. City added \$150,000 to Neighborhood Housing and Community Development budget for small business loan program.</p> <p>9b. Committee agreed that the more important issue was education and training on how to access money. EGRSO requested and was given \$100,000 in the FY '07 budget to add a program that will address how to package loans and assist in meeting with bankers. An RFP was issued through the Purchasing Department and Austin Community College was selected as the vendor. Council approved an interlocal agreement and classes are in progress.</p>
Additional Accomplishments
Future Action
1. Continue to monitor.
Cumulative Investment
1. \$250,000



African American

Quality of Life

Annual Update

**EMPLOYMENT &
EDUCATION**



EMPLOYMENT & EDUCATION

Initiative	Task	Implemented or Completed
1. Review the City's hiring and compensation practices to ensure that African Americans are hired in appropriate numbers throughout City government and in decision making management positions that impact areas outlined in this report.	<ol style="list-style-type: none"> 1. Segment workforce by Equal Employment Opportunities (EEO) Categories. 2. Assess individual department workforce weaknesses. 3. Use African American publications to notify public of employment opportunities and community events. 	1. Implemented June 2007 - Completed the segmentation of the workforce, met with HR to assess weaknesses and have used AA press to notify the public of opportunities and events.
2. Use existing funds and identify additional funds to help make attending Houston-Tillotson University (HTU) possible for lower-income students; provide employment opportunities while they are in school.	<ol style="list-style-type: none"> 1. Design internship program. 2. Identify 10 departments for internships. 3. Select community organizations to conduct the initial screening of candidates. 4. Select single points of contact for each department. 5. Complete job descriptions. 6. Approve intern selection process. 	1. Implemented May 2007 - Designed the program, identified departments, completed job descriptions and hired 10 interns.
3. Create education advisory council consisting of experienced educators and community education advocates to explore how AISD and other local school districts are supporting the challenges and failures of African American children; foster an Educational Attainment Goal for 2015.	<ol style="list-style-type: none"> 1. Create Task Force with AISD/COA Joint Subcommittee. 2. Report findings to AISD/COA Joint Committee. 	1. Implemented June 2006 - Served on COA/AISD Joint Committee, developed recommendations for task force, identified budget gaps and action plan to address gaps.
4. Foster an Education Attainment Goal Committee for 2015 (create evaluation subcommittees and tools for performing annual reviews to determine if the school systems are meeting standards/goals for global competitiveness).	See Initiative # 3	1. Implemented - Served on the '07-'08 Budget Committee, various school redesign committees (middle and high school), and the Community of Brothers in Revolutionary Alliance (COBRA) mentor program project.
5. Encourage and provide incentives to businesses and other organizations as leverage, so that they would offer ex-offenders life and job skills training, and job opportunities.	<ol style="list-style-type: none"> 1. Design and implement GED Training program for ex-offenders. 2. Develop criteria for City of Austin employment opportunities. 	1. Implemented October 2007 - Identified job families at Austin Energy, the Austin Water Utility and Solid Waste Services that are entry level, offer training, and are available for non-violent ex-offenders.



		The Austin Area Urban League (AAUL) sent a list of 12 potential candidates. No further action has been taken. We have also started meeting with the Travis County Re-Entry Roundtable.
6. Develop a page on the City's Web site that is dedicated to African American educational issues and resources (e.g., a message board for parents to discuss issues, scholarship opportunities).	See Initiative # 7 on Business and Economic Development Web page.	See Initiative # 7
7. Increase collaborations with AISD, including joint-use facilities, after-school programs, mentoring programs, and other efforts that improve ineffective programs/curriculum.	1. Document joint-use facility use information between AISD and City of Austin.	1. Implemented June 2006. All capital projects are currently being evaluated to determine the potential for joint use.
8. Partner with community organizations (i.e. Austin Area Urban League, Skillpoint Alliance) to create trade training for minorities interested in plumbing, electrical wiring, masonry, roofing, etc.	1. Create trade and training partnership for community members interested in skill trades. 2. Determine cost per capita to train students. 3. Design a selection and referral process.	See Initiative # 5



EMPLOYMENT & EDUCATION INITIATIVE # 1

Initiative
1. Review the City's hiring and compensation practices to ensure that African Americans are hired in appropriate numbers throughout City government and in decision making management positions that impact areas outlined in this report.
City of Austin Commitment
1. Segment workforce by Equal Employment Opportunities (EEO) Categories. 2. Assess individual department workforce weaknesses. 3. Use African American publications to notify public of employment opportunities and community events.
Initiative Accomplishments
1. Education and Employment Team worked with the Human Resources Department (HRD) and Compensation to review EEO categories for each department. 2. The African American community was represented proportionately at all levels, including: executive; non-civil service; professional; technicians; protection/service; paraprofessional; administrative/support; skill craft; and service/maintenance. HRD will provide a bi-yearly report concerning the employment practices of the City of Austin. Progress will be assessed and reports will be provided to City Managers Office. 3. There are 19 African American men and women serving in executive positions in 14 different departments.
Additional Accomplishments
Future Action
1. Education and Employment Team will work directly with HRD to review individual departments and build plans for those areas that need to address diversity issues. 2. Reports will be produced every six months. The City purchased job bulletins and community event advertisements in minority papers (NOKOA The Observer and the Villager) and on community-owned radio station (KAZI) on a monthly basis. These purchases will be continued during FY '07.
Cumulative Investment



EMPLOYMENT & EDUCATION INITIATIVE # 2

Initiative
2. Use existing funds and identify additional funds to help make attending Houston-Tillotson University possible for lower-income students; provide employment opportunities while they are in school.
City of Austin Commitment
<ol style="list-style-type: none"> 1. Design internship program. 2. Identify 10 departments for internships. 3. Select community organizations to conduct the initial screening of candidates. 4. Select single points of contact for each department. 5. Complete job descriptions. 6. Approve intern selection process.
Initiative Accomplishments
<ol style="list-style-type: none"> 1. The Education and Employment Team worked directly with HRD and with the Austin Area Urban League to develop criteria for intern selection, activities for intern preparation, and contact with each department to build job descriptions (Solid Waste Services, Parks and Recreation, Austin Water Utility, Health and Human Services, Economic Growth and Redevelopment Office, Community Court and Austin Energy). 2. The design was based on several very successful national programs including the INROADS, Sloan Foundation and Ford Foundation programs. 3. 17 students was presented for consideration.
Additional Accomplishments
1. Ten department internships were filled for summer 2007.
Future Action
<ol style="list-style-type: none"> 1. Internship program has been completed. Staff will continue to work with HRD, Austin Urban League and City departments-single points of contact to fill future internship positions. 2. Develop marketing campaign to announce internship with local universities and colleges.
Cumulative Investment



EMPLOYMENT & EDUCATION INITIATIVE # 3

Initiative
3. Create education advisory council consisting of experienced educators and community education advocates to explore how AISD and other local school districts are supporting the challenges and failures of African American children; foster an Educational Attainment Goal for 2015.
City of Austin Commitment
1. Create Task Force with AISD/COA Joint Subcommittee. 2. Report findings to AISD/COA Joint Committee.
Initiative Accomplishments
1. The Education and Employment Team participated in the AISD/COA Joint subcommittee process to identify current initiatives, approaches, and best practices to support and enhance educational attainment for students. The process involved community planning teams, town hall meeting, surveys, and responding to direct community questions received from a jointly managed Web site. 2. The AISD/COA team developed a presentation with recommendations that include costs, budget implications, learning and resource gaps, and action plans to address the gaps. The mission of the committee has been completed.
Additional Accomplishments
1. Served on the '07-'08 Budget Committee, various school redesign committees (middle and high school), and the Community of Brothers in Revolutionary Alliance mentor program project.
Future Action
1. The Education and Employment Team will continue to work with AISD staff to develop programs that enhance opportunities for student achievement.
Cumulative Investment



EMPLOYMENT & EDUCATION INITIATIVE # 4

Initiative
4. Foster an Education Attainment Goal Committee for 2015 (create evaluation subcommittees and tools for performing annual reviews to determine if the school systems are meeting standards/goals for global competitiveness). Encourage and provide incentives to businesses and other organizations as leverage, so that they will offer ex-offenders life and job skills training, and job opportunities.
City of Austin Commitment
See Initiative # 3
Initiative Accomplishments
See Initiative # 3
Additional Accomplishments
See Initiative # 3
Future Action
See Initiative # 3
Cumulative Investment
See Initiative # 3



EMPLOYMENT & EDUCATION INITIATIVE # 5

Initiative
5. Encourage and provide incentives to businesses and other organizations as leverage, so that they will offer ex-offenders life and job skills training, and job opportunities.
City of Austin Commitment
1. Design and implement GED Training program for ex-offenders. 2. Develop criteria for City of Austin employment opportunities.
Initiative Accomplishments
1. The City of Austin will fund a project that will provide GED preparation services and job preparation for ex-offenders. The program will include success and sustainability skills (completion of tasks, respect for authority and skills training). 2. Program criteria have been designed by the Austin Water Utility. Two entry-level job families have been identified at the Austin Water Utility. On-the-job training will be provided for non-violent ex-offenders. 3. Community alliances for temporary AWU Municipal Program Service Maintenance Worker continues with the Austin Area Urban League and Skillpoint Alliance. 4. City Management facilitated a meeting with the Urban League on Jan. 4, 2007. The Urban League is qualifying applicants and assisting them with applications via City HRD e-Careers Web site. 5. As of Jan. 5, 2007, four applicants from the Urban League have provided partial information to AWU HRD staffing; they are being assisted by the Urban League to complete all needed documents and requirements. One application from the recent December graduating class at Skillpoint Alliance completed an applicant; HRD is awaiting completion of parole requirements to continue his employment processing.
Additional Accomplishments
1. Identified job families at Austin Energy, the Austin Water Utility, and Solid Waste Services that are entry level, offer training, and are available for non-violent ex-offenders. Also started meeting with the Travis County Re-Entry Roundtable.
Future Action
1. Continue community alliance to ensure maximum potential of program.
Cumulative Investment



EMPLOYMENT & EDUCATION INITIATIVE # 6

Initiative
6. Develop a page on the City's Web site that is dedicated to African American educational issues and resources (e.g., a message board for parents to discuss issues, scholarship opportunities).
City of Austin Commitment
See Initiative # 7 on Business and Economic Development Web page.
Initiative Accomplishments
See Initiative # 7 on Business and Economic Development Web page.
Additional Accomplishments
See Initiative # 7 on Business and Economic Development Web page.
Future Action
See Initiative # 7 on Business and Economic Development Web page.
Cumulative Investment
See Initiative # 7 on Business and Economic Development Web page.



EMPLOYMENT & EDUCATION INITIATIVE # 7

Initiative
7. Increase collaborations with AISD, including joint-use facilities, after-school programs, mentoring programs, and other efforts that improve ineffective programs/curriculum.
City of Austin Commitment
1. Document joint-use facility use information between AISD and City of Austin.
Initiative Accomplishments
1. The Education and Employment Team worked with Parks and Recreation and Health and Human Services to review programs and funding that are currently being used at joint use facilities. The review will include cost savings due to the use of co-located facilities: 2. For example, the Turner-Roberts site is estimated to save AISD \$450,000, because the district did not have to purchase the land for the school site and to save the COA \$300,000, because it is using the co-located facility, for savings of three-quarters of a million dollars for local taxpayers.
Additional Accomplishments
Future Action
1. Review the status of current projects like the Gus Garcia and Turner-Roberts facilities and the planned tennis courts. 2. AISD and COA Parks and Recreation are working closely to identify potential joint-use sites. When the sites are identified, the AISD/COA Subcommittee will be informed.
Cumulative Investment



EMPLOYMENT & EDUCATION INITIATIVE # 8

Initiative
8. Partner with community organizations (i.e. Austin Area Urban League, Skillpoint Alliance) to create trade training for minorities interested in plumbing, electrical wiring, masonry, roofing, etc.)
City of Austin Commitment
<ol style="list-style-type: none"> 1. Create trade and training partnership for community members interested in skill trades. 2. Determine cost per capita to train students. 3. Design a selection and referral process.
Initiative Accomplishment
1. The Education and Employment Team worked with Austin Community College to determine available training resources. Internally, the team has worked with Austin Energy, the Austin Water Utility, and the Department of Solid Waste Services. The City Manager supported funding for trade training by including \$50,000 in the FY '06 budget to develop apprentice programs in City-owned public utilities.
Additional Accomplishments
Future Action
1. Review the status of current projects at Austin Energy, Solid Waste Services and the Austin Water Utility.
Cumulative Investment



**African American
Quality of Life
Final Report**

HEALTH



HEALTH

Initiative	Task	Implemented or Completed
1. Encourage representatives on Travis County Health District Board (TCHDB) to present and seek support for motions seeking federal funding to operate an expansion clinic, similar to Montopolis Clinic in the African American community.	<ol style="list-style-type: none"> 1. Meet with Community Care Services Department (CCSD) about recommendations & expressed need for clinic in Far Northeast Austin. 2. Develop outreach program with MAP to enroll clients in clinic. 	<ol style="list-style-type: none"> 1. Implemented 2. Implemented
2. Create a prevention team to direct focused services in African American communities to improve health status and access to primary and preventative care services.	<ol style="list-style-type: none"> 1. Develop task force to identify staff structure and duties of Mobile Prevention Team (include volunteers, professionals and Austin Housing Authority). 2. Begin planning Mobile Unit service using Healthy Connections staff until AAQL staff and van in place. 3. Create community advisory group to participate in creating implementation strategy. 	<ol style="list-style-type: none"> 1. Implemented 2. Implemented 3. Implemented
3. Create a panel to review and make recommendations to simplify the eligibility/service process for Medical Assistance Program (MAP).	<ol style="list-style-type: none"> 1. Form panel to examine problems with MAP and make recommendations for improving system. 2. Create community advisory group to participate in creating implementation strategy. 	<ol style="list-style-type: none"> 1. Implemented 2. Implemented
4. Develop program to recruit more African American health care professionals - including physicians, physician assistants, nurse practitioners, nurses, complementary professionals and others – to allow opportunity for greater face- to-face patient consultation and education.	<ol style="list-style-type: none"> 1. Create community panel to develop strategies for increasing number of health care professionals, particularly physicians, in Austin. 	<ol style="list-style-type: none"> 1. Implemented
5. Develop a prevention education plan containing culturally appropriate materials targeting leading causes of death and disease in the African American community utilizing media outlets - radio, television, newspapers and billboards.	<ol style="list-style-type: none"> 1. Develop proposal for media program. 2. Create community panel to develop strategies for developing media campaign using radio, billboards, newspapers, and television. 	<ol style="list-style-type: none"> 1. Implemented 2. Implemented
6. Establish panel composed of representatives from other health care services sources (Seton, St. David's, etc.) to develop strategy for increasing availability of services to African Americans.	<ol style="list-style-type: none"> 1. Develop panel composed of community and health care providers to develop proposal for increasing care access. 2. Create community panel to develop strategies for increasing access to care for African Americans. 	<ol style="list-style-type: none"> 1. Implemented 2. Implemented



<p>7. Develop a mental health strategy that works to improve access to services and physician - level treatment, provides support to families, minimizes abuse and exploitation of the mentally ill and addresses the disparity of care for African Americans in this population.</p>	<p>1. Develop plan with MHMR to provide staff and work description for LPC to work with Prevention Team. 2. Create community panel to develop strategies for increasing access to mental health care for African Americans.</p>	<p>1. Implemented 2. Implemented</p>
<p>8. Establish a Community Wellness and Prevention Consortium composed of representatives from all segments of community to advocate for prevention programs and funding that will target the health disparity with African American and other minority populations.</p>	<p>1. Enroll in STEPS Consortium and seek funding for developing community activities. 2. Create community advisory committee to develop strategies for creating community consortium.</p>	<p>1. Implemented 2. Implemented</p>
<p>9. Adopt Neighborhood-Based Education Screening Model, which targets prevention health services in neighborhoods experiencing health disparities.</p>	<p>1. Create community advisory committee to develop strategies for creating Neighborhood-Based Education Screening Model.</p>	<p>1. Implemented</p>



HEALTH INITIATIVE # 1

Initiative
1. Encourage representatives on Travis County Health District Board (TCHDB) to present and seek support for motions seeking federal funding to operate an expansion clinic, similar to Montopolis Clinic in the African American community.
City of Austin Commitment
1. Meet with Community Care Services Department (CCSD) about recommendations & expressed need for clinic in Far Northeast Austin. 2. Develop outreach program with MAP to enroll clients in clinic.
Initiative Accomplishments
1. AAQOL Health Initiative worked with Community Care Services Department (CCSD) to create space for the clinic and collaborated in outreach for patients. <ul style="list-style-type: none"> ▪ October 2005: Moved Public Health Community Service staff from 928 Blackson Ave. to make room for clinic. ▪ December 2005: Conducted outreach for potential patients and assisted with open MAP enrollment process. ▪ January 2006: Collaborated with CCSD for grand opening of clinic and assisted with open MAP enrollment process. ▪ April 2006: Conducted outreach for potential patients and assisted with open MAP enrollment process. ▪ December 2005 - December 2006: Service details Encounters 5,291 – unduplicated patients = 1,680 Ethnic breakdown of patients: African American = 21.4% Asian = 1.4% Hispanic = 66.7% White = 10.1% Other = .4% ▪ January 2007 - November 30, 2007: Service details Encounters - 5,003; Unduplicated Patients - 1,398 Ethnicity breakdown of patients: African American = 15.7% Asian = 1.4% Hispanic = 73.6% White = 9% Other = .3%
Additional Accomplishments
Future Action
1. Continue collaborative referral program. 2. Continue collaborative program with MAP to create walk-in eligibility services. 3. (2008-2009) Continue working with Healthcare District to increase eligibility and service access to clinics.
Cumulative Investment
1. \$1,593,966 from DSHS grant for clinic staff, equipment & supplies.



HEALTH INITIATIVE # 2

Initiative
2. Create a prevention team to direct focused services in African American communities to improve health status and access to primary and preventative care services.
City of Austin Commitment
<ol style="list-style-type: none"> 1. Develop task force to identify staff structure and duties of Mobile Prevention Team (include volunteers, professionals and Austin Housing Authority). 2. Begin planning Mobile Unit service using Healthy Connections staff until AAQL staff and van in place. 3. Create community advisory group to participate in creating implementation strategy.
Initiative Accomplishments
<p>1. The prevention team is a multiphase program that has developed over time. The first phase was staffing. The second phase related to refurbishing a mobile van for community screening services. The third phase involved planning and implementation of the actual community services.</p> <ul style="list-style-type: none"> ▪ October 2005: Hired Coordinator to review recommendation and provide staff needs which in start-up phase included Community Worker, Neighborhood Liaison and Nurse. Also, began orientation with Healthy Connections regarding operation of mobile van and process for scheduling AAQOL community screening locations. ▪ January 2006: Hired Community Worker to operate and maintain mobile van. ▪ January - April 2006: Collaborated with Healthy Connections to conduct limited number of screenings in African American communities: provided 437 units of services of which 137 were medical screenings. ▪ January 2006: Began refurbishing old van to meet needs of community screening program. ▪ February 2006: Hired temporary Community Liaison to develop plan for conducting screening program in targeted communities (ZIP codes with high concentration of African Americans). Continued refurbishing van and collaborating with Health Connection to conduct limited screenings. ▪ April 2006: Staff retreat to identify community screening plans and staff roles in implementation. Continued refurbishing van and collaborating with Health Connections to conduct limited screenings. ▪ May 2006: Hired temporary part time nurse. ▪ May - June 2006: Prevention team staff conducted mobile screening with its own van: provided 818 units of services of which 174 were medical screenings. ▪ July - December 2006: Prevention team provided 4,114 units of services of which 1,492 were medical screenings. ▪ January - November 2007: Prevention team provided 35,036 units of services through 5,739 encounters with individuals in the community. Of that number, 2,136 units of services were clinical (blood pressure, blood sugar screenings).
Additional Accomplishments



Future Action
1. (2008-2009) The Prevention Team services have shown evidence of having a significant role in improving awareness of health status and possibly influencing earlier participation in primary care and prevention activities. Future action will include a plan to expand services to a broader community – the urban community of un-derserved, under-insured and uninsured.
Cumulative Investment
1. \$ 455,860 from general fund – 2006 \$124,000 and 2007 \$256,813.60



HEALTH INITIATIVE # 3

Initiative
3. Create a panel to review and make recommendations to simplify the eligibility/service process for Medical Assistance Program (MAP).
City of Austin Commitment
1. Form panel to examine problems with MAP and make recommendations for improving system. 2. Create community advisory group to participate in creating implementation strategy.
Initiative Accomplishments
Developed two approaches: 1. Implemented immediately was to work with MAP staff to conduct walk-in MAP eligibility service. 2. Develop panel composed of MAP, Hospital District, Indigent Care Collaboration (ICC), and community to discuss recommendations for improving access to program. <ul style="list-style-type: none"> ▪ October 2005: Meet with ICC to discuss problem and participation on panel. ▪ December 2005: Collaborated with MAP for walk-in eligibility service. ▪ January 2006: Collaborated with MAP for eligibility service. ▪ April 2006: Collaborated with MAP for to conduct walk in eligibility service. ▪ April 2006: Met with community group to develop strategic plan for panel recruitment and work process. ▪ May 2006: Met with consultants to hospital district regarding MAP. ▪ June - December 2006: Community advisory group created and delivered recommended strategies. ▪ June - December 2006: Two efforts developed: <ul style="list-style-type: none"> • Walk-in MAP eligibility opened in conjunction with Prevention Team services. • Insure-a-kid provided pre-eligibility screening for prospective MAP walk-in clients. ▪ January - December 2007: Prevention Team completed training from MAP staff regarding referral sites and times for optimal eligibility screening. Incorporated information into referral process of Prevention Team.
Additional Accomplishments
Future Action
1. Ongoing collaboration with MAP and insure-a-kid. 2. (2008-2009) Continue collaboration with MAP and Healthcare District to improve eligibility access and services.
Cumulative Investment



HEALTH INITIATIVE # 4

Initiative
4. Develop program to recruit more African American healthcare professionals – including physicians, physician assistants, nurse practitioners, nurses, complementary professionals and others – to allow opportunity for greater face-to-face patient consultation and education.
City of Austin Commitment
1. Create community panel to develop strategies for increasing number of healthcare professionals, particularly physicians, in Austin.
Initiative Accomplishment
<p>The activities of the recommendation have proceeded along two lines.</p> <ol style="list-style-type: none">1. Develop a working relationship with CCSD and Seton Family of Hospitals to provide information and support in terms of recruitment and hosting a panel forum.2. Develop list of local African American health professionals, particularly physicians, who would participate in a discussion around issue of recruitment (inducements and barriers). <ul style="list-style-type: none">▪ January 2006: Started list of African American physicians.▪ February 2006: Met with Seton to discuss participation in the panel.▪ May 2006: Seton agreed to host recruitment forum.▪ June 2006: Compiled list of 50 African American physicians in metropolitan area.▪ July - December 2006: Panel of healthcare professionals formed and recommendations delivered.▪ January - December 2007: Engaged members of Central Texas African American Physicians Association in discussions to develop programs with monthly Men and Boys Conferences and school-based student support programs.
Additional Accomplishments
Future Action
<ol style="list-style-type: none">1. Ongoing effort to transform recommendations into programs.2. (2008-2009) Promote formation of health science support program to middle school students.
Cumulative Investment
1. \$18,035 – \$200 In-kind services for 2006 and \$17,835 for 2007 from general fund



HEALTH INITIATIVE # 5

Initiative
5. Develop a prevention education plan containing culturally appropriate materials targeting leading causes of death and disease in the African American community utilizing media outlets – radio, television, newspapers and billboards.
City of Austin Commitment
1. Develop proposal for media program. 2. Create community panel to develop strategies for developing media campaign using radio, billboards and television.
Initiative Accomplishments
<p>1. The approach for implementation was to develop a multimedia campaign utilizing radio, television, newspapers and billboards to educate and promote wellness.</p> <ul style="list-style-type: none"> ▪ October 2005: Developed \$200,000 television proposal submitted to ICC. ▪ January 2006: Submitted \$100,000 television campaign proposal to STEPS. ▪ April 2006: Revised STEPS proposal to \$51,000 television campaign. ▪ April 2006: Discussed billboard campaign with UT. ▪ June 2006: Started once a week, hour-long radio Program – “Health Talk”. ▪ June 2006 - December 2006: Developed “Powered By Me” marketing campaign to promote healthy lifestyle among young people. ▪ January - December 2007: Broadcast hour-long radio show “Health Talk” every Tuesday morning, except holidays. Topics ranged from disease screening, prevention techniques and early primary care. ▪ January - December 2007: Developed and released media material around “Powered By Me” Program <ul style="list-style-type: none"> • Posters on exterior of Capital Metro buses • 3x5 posters highlighting theme that physical fitness gives power. • Video spots played at local theaters (Tinseltown and Regal) prior to major films. Print ads in NOKOA and Villager newspapers ▪ January 2007 - December 2007: Developed media strategy to promote Prevention Team activities in the community. Strategy consisted of coordinated release of fliers, Internet calendars, radio and television spots for each event (notably “Take a Loved One for a Check-up Day”).
Additional Accomplishments
Future Action
1. Continue with “Health Talk” radio program and the “Powered By Me” media campaign. 2. (2008-2009) Continue with media campaigns above. In addition, develop media promotion procedure for all general public events.
Cumulative Investment
1. \$68,837 - 2006 \$51,000 from STEPS to a Healthier Austin and in 2007 \$17,835 from general fund.



HEALTH INITIATIVE # 6

Initiative
6. Establish panel composed of representatives from other healthcare services sources (Seton, St. David's, etc.) to develop strategy for increasing availability of services to African Americans.
City of Austin Commitment
<ol style="list-style-type: none"> 1. Develop panel composed of community and healthcare providers to develop proposal for increasing care access. 2. Create community panel to develop strategies for increasing access to care for African Americans.
Initiative Accomplishments
<ol style="list-style-type: none"> 1. The recommendation has been forwarded through collaborative efforts with Indigent Care Collaboration, MAP and Community Coalition. <ul style="list-style-type: none"> ▪ October 2005: Worked with ICC to get data regarding use of medical services by uninsured and underinsured and information on barriers to medical service. ▪ December 2005 - April 2006: Worked with MAP to conduct walk-in eligibility enrollment. ▪ Developing proposal with ICC to provide education and assistance to increase access to medical care for uninsured. ▪ May 2006: Participation in coalition to enhance access to medical services in St. Johns' area. ▪ Started discussions with hospital representatives ▪ Community panel formed as focus group and recommendation delivered. Coordinated efforts to implement recommendations. ▪ January - December 2007: Developed planning teams with Seton and TCHD to increase availability of prostate and breast screenings.
Additional Accomplishments
Future Action
<ol style="list-style-type: none"> 1. Ongoing effort to arrange formal discussion group with hospital representatives. 2. (2008-2009) Develop program to provide at least 150 prostate cancer screenings and at least 150-breast cancer screening to under-served, under-insured and no insured.
Cumulative Investment



HEALTH INITIATIVE # 7

Initiative
7. Develop a mental health strategy that works to improve access to services and physician-level treatment, provides support to families, minimizes abuse and exploitation of the mentally ill and addresses the disparity of care for African Americans in this population.
City of Austin Commitment
1. Develop plan with MHMR to provide staff and work description for LPC to work with Prevention Team. 2. Create community panel to develop strategies for increasing access to mental health care for African Americans.
Initiative Accomplishment
1. The effort for implementation revolved around bringing Austin/Travis County Mental Health and Mental Retardation (ATCMHMR) on board as a partner in the Prevention Team Mobile Unit Program. <ul style="list-style-type: none">▪ December 2005: Met with David Jones, ATCMHMR, about recommendation and concept of prevention team. Received pledge of staff support.▪ April 2006: Conducted staff retreat to define prevention teamwork plan, including how mental health professional would collaborate.▪ July 2006: Start of mental health professional counselor working with Prevention Team. Community panel formed as focus group and recommendations delivered.▪ January - December 2007: MHMR assigned counselor to develop and implement program providing on-call availability of mental health professional to Prevention Team in support of community outreach.
Additional Accomplishment
Future Action
1. Continued collaboration with MHMR to provide mental health services as part of Prevention Team effort. 2. (2008-2009) Continue partnership with MHMR.
Cumulative Investment
1. \$46,000 – ATCMHMR provided availability of mental health worker each year.



HEALTH INITIATIVE # 8

Initiative
8. Establish a Community Wellness and Prevention Consortium composed of representatives from all segments of community to advocate for prevention programs and funding that will target the health disparity with African American and other minority populations.
City of Austin Commitment
1. Enroll in STEPS Consortium and seek funding for developing community activities. 2. Create community advisory committee to develop strategies for creating community consortium.
Initiative Accomplishments
1. The implementation plan focused on developing consortiums and programs along two distinct lines: a) Assist in the development of the Alliance for African American Health in Central Texas (AAAHCT). The Alliance developed as an advocacy group from 2005 conference and is engaged in advocacy and prevention programming. b) Participate in the STEPS program. STEPS is an Austin Travis County Health Department program using consortium approach to address obesity, diabetes and asthma in 20 eastern Austin ZIP code areas. The participation was viewed as having two advantages: 1) Support in providing services to African Americans in the target ZIP codes. 2) Support base partners for developing consortium across a wider illness scope. <ul style="list-style-type: none">▪ October 2005: Joined STEPS consortium.▪ April 2006: Assisted Alliance in developing projects with ICC.▪ April 2006: Revised STEPS proposal to \$51,000 to develop components of television campaign.▪ April 2006: Submitted \$90,000 STEPS proposal for prevention program.▪ June 2006: Supported Alliance in effort to develop advocacy and fundraising committees.▪ June - December 2006: Received support from STEPS to initiate two projects: "Powered By Me" and neighborhood screening around diabetes, obesity and asthma.▪ June - December 2006: Community panel formed as focus group and recommendations delivered.▪ December 2006: Supported continue formation of AAAHCT.▪ In December 2007, moved the STEPS Consortium effort from Neighborhood Screening category to this section. The AAQL/STEPS consortium is a multifaceted approach to promote policy changes in community institutions, develop community trainers who can provide education to their peers, and provide education focusing on obesity, asthma and diabetes. During 2007, the following activities were accomplished:<ul style="list-style-type: none">• Ten churches were recruited to develop policies regarding improved health outcomes.



<ul style="list-style-type: none"> • 25 trainers of health food preparation completed class • 82 individuals completed class on nutrition
<p>Additional Accomplishments</p>
<p>1. December 2007, moved the “Community Consortium” program from the Neighborhood Screening Model to this category. Continue developing consortium program with special emphasis on developing health policies by community institution and development of community trainers.</p>
<p>Future Action</p>
<p>1. Ongoing effort with medical and neighborhood screening projects. 2. Ongoing efforts regarding community panel recommendations.</p>
<p>Cumulative Investment</p>
<p>1. \$58,718 – 2007 STEPS, HHSD and Medical community provided salary for program coordinator.</p>



HEALTH INITIATIVE # 9

Initiative
9. Adopt Neighborhood-Based Education Screening Model, which targets prevention health services in neighborhoods experiencing health disparities.
City of Austin Commitment
1. Create community advisory committee to develop strategies for creating neighborhood-based screening prevention education model.
Initiative Accomplishments
<p>1. The approach to implementing this recommendation has been founded on previous successes in developing support of community leaders from the church and neighborhood association sectors of the African American community. These leaders exercise influence in the community and have indicated strong interest in health improvement issues.</p> <ul style="list-style-type: none">▪ October 2005: Submitted \$70,000 HIV prevention application to U.S. Council of Mayors utilizing community partners from churches and neighborhood associations.▪ April 2006: Developed strategic plan with participation of representatives from churches and neighborhood associations.▪ May 2006: Participated in community coalition to enhance access to medical services in St. John's area (see initiative 6 on page 73).▪ June 2006: Developed proposal for education and prevention project with churches and neighborhood associations.▪ June – December 2006: Community panel formed and recommendations delivered.▪ June - December 2006: Started Neighborhood Screening Model around obesity, asthma and diabetes with support from STEPS.▪ January - December 2007: In Dec 2007, moved the "Powered by Me" program from the Community Wellness and Prevention Consortium to this category. PBM is an effort to create health awareness by focusing on youth, the schools they attend, their parents and the neighborhood surrounding the schools. Completed:<ul style="list-style-type: none">• April 2007: 3 - on - 3 Basketball Tournament and Health Fair: 264 youth & 150 adults.• July 2007: 3 - on - 3 Basketball Tournament and Health Fair: 208 youth & 60 adults attended.• Developed program with AISD and professional organizations to provide student support and screening services at Pearce Middle School and LBJ High School.
Additional Accomplishments
Future Action
<p>1. Ongoing development of the Neighborhood Screening/STEPS project.</p> <p>2. Continue strategy of employing basketball to draw youth and adults into health fairs and education regarding physical activity and health screenings. Continue to develop programs to provide education and student support on school campuses.</p>



Special attention is being given to promoting health science careers at the middle school level.

Cumulative Investment

1. \$75,046.40 – 2007 program manager from general fund.



**African American
Quality of Life
Annual Update**

**NEIGHBORHOOD
SUSTAINABILITY**



NEIGHBORHOOD SUSTAINABILITY

Initiative	Task	Implemented or Completed
1. Provide resources to develop the capacity of neighborhood organizations and other nonprofits to conduct culturally appropriate seminars on how to buy homes, how to file tax protests (e.g., Travis Central Appraisal District) and how to protect their properties from tax or bank foreclosures.	<ol style="list-style-type: none"> 1. Develop a comprehensive Homebuyer Education Counseling Program. 2. Conduct foreclosure prevention seminars. 3. Implement "train the trainer" seminars for nonprofits. 4. Identify the source of funding. 	<ol style="list-style-type: none"> 1. Implemented - October 2006 2. Implemented - Foreclosure Education Forum on Feb. 2, 2008 3. Implemented 4. Implemented - Funding for FY '07/'08 \$180,000
2. Identify those of low-and moderate-income residents who are falling in arrears with taxes and help owners, particularly those owning historic properties, repair structures and catch up on taxes. Where tax foreclosure is inevitable, purchase prior to tax sale and utilize as affordable homes.	<ol style="list-style-type: none"> 1. Continue the development of a homeowner foreclosure education program. 	<ol style="list-style-type: none"> 1. Implemented - Foreclosure Education Forum on Feb. 2, 2008
3. Adopt the Austin Equity Report (AER) as a City policy. Further, create a policy that requires the City to complete and publish an economic impact study prior to wholesale designation of any minority neighborhood area as a "desired development zone."	<ol style="list-style-type: none"> 1. Austin Equity Report will be reviewed and relevant housing recommendations identified for reconsideration. 	<ol style="list-style-type: none"> 1. Implemented
4. Develop a comprehensive approach to mitigating the negative effects of gentrification.	<ol style="list-style-type: none"> 1. Continue to develop recommendations to City Council to mitigate gentrification through the Community Land Trust and HB 525 and the Community Preservation and Revitalization Zone Initiatives. 	<ol style="list-style-type: none"> 1. Implemented - HB 470 passed amending HB 525, resulting in Chapter 373-A of the Texas Local Government Code creating the Homestead Preservation Act in May 2007, effective Sept. 1, 2007.
5. Develop a land bank and deposit City-owned land to be used for affordable single-family homes or for low-cost, long-term leases to community-based nonprofit, community housing development organizations. The land will be used for the development of affordable housing and small businesses as a part of sustainable, mixed neighborhood strategy.	<ol style="list-style-type: none"> 1. Issue a Request For Proposal for Austin Housing Finance Corp. Montopolis Subdivision Lot Sales. 2. Develop and implement a land bank program per The Homestead Preservation Act (HB 525). 3. Present Land Bank Plan to City Council. 4. Have City of Austin Real Estate review City properties to recommend highest and best use to the City Manager's Office. 	<ol style="list-style-type: none"> 1. Ongoing - Housing being construction in new subdivision. To date, 35 lots in the Montopolis subdivision, Frontier at Montana, were sold to nonprofits. A Notice of Funding Availability (NOFA) for remaining lots remains open. 2. Implemented - HB 470 effective Sept. 1, 2007



		<p>3. Implemented - HB 470 effective Sept. 1, 2007</p> <p>4. Implemented</p>
<p>6. Bring the physical environment of East Austin up to the level of the physical environment in other areas.</p>	<p>1. Apply to Congress to increase the façade program.</p> <p>2. Continue implementation of the community parking and historic restoration programs.</p> <p>3. Review possible expansion of the Great Streets projects into East Austin.</p> <p>4. Hire consultant for housing affordability for Transit Oriented Developments.</p> <p>5. Explore potential of G.O. Bonds and report to City Manager.</p>	<p>1. Implemented - funding received for FY '07-'08 \$150,000.</p> <p>2. Implemented - two community parking lots are completed as March 2008.</p> <p>3. Implemented</p> <p>4. Implemented - Planning Commission and City Council to review Station Area Plans in March/April 2008.</p> <p>5. Implemented - Funding for FY '07-'08 has been allocated and funding awarded to two organizations with funding recommendations for four organizations.</p>
<p>7. Assist neighborhood organizations in building their capacity for the development of affordable housing.</p>	<p>1. Expand the funding for the Capacity Development Program.</p> <p>2. Increase the technical assistance provided to non-profits on real estate transactions.</p> <p>3. Develop a clear statement about the process by which nonprofits can access property to develop S.M.A.R.T. Housing.</p> <p>4. Develop a policy to promote opportunity for nonprofits in situations where the City owns land.</p> <p>5. Design clear guidelines for nonprofits to access land and resources to build affordable housing.</p>	<p>1. Implemented - Six Community Housing Development Organizations (CHDOs) received \$125,000 to support day-to-day operations on Sept. 19, 2007.</p> <p>2. Implemented</p> <p>3. Implemented</p> <p>4. Implemented - HB 470 effective Sept. 1, 2007</p> <p>5. Implemented</p>
<p>8. Identify and designate areas that could serve as economic empowerment zones that benefit African Americans and redistribute funds back into the community.</p>	<p>1. Continue to develop recommendations to City Council to mitigate gentrification through the Community Land Trust (CLT) and HB 525 and the Community Preservation and Revitalization (CP&R) Zone Initiatives.</p>	<p>1. Implemented - CLT homeownership opportunities available in new subdivision; HB 470 effective Sept. 1, 2007 and CP&R guidelines in the process of being rewritten for small business development.</p>
<p>9. Create a joint City/County task force to create a comprehensive plan for attracting African Americans to Austin and retaining them and developing upper-affordable,</p>	<p>1. Support the African American Quality of Life Community Committee in developing the recommended housing analysis study.</p>	<p>1. Implemented - Pulled together Housing Authority of the City of Austin (HACA) and Travis County to evaluate current</p>



<p>middle-and upper-income housing in historic Black communities. The group would also review patterns and the history of Section 8 voucher placement process in Austin to improve the voucher allocation process and use the vouchers as a tool for decentralizing poverty and rating true mixed-income neighborhoods. The task force should be a collaboration between the City/County and be composed of other interested or impacted entities/representatives.</p>		<p>affordable housing opportunities. In FY '07-'08, NHCD received \$300,000 to conduct a Housing Market Study to evaluate the current housing stock and trends in the market. NHCD is also working on a Preservation Study, which will be included in the department's 2009-2014 Consolidated Plan.</p>
<p>10. Create incentives for private developers to build or finance the construction of affordable housing.</p>	<p>1. Review and enhance S.M.A.R.T. Housing benefits to achieve greater levels of affordability in private developments.</p>	<p>1. Implemented - The Vertical Mixed-Use (VMU) ordinance became effective Jan. 13, 2007. The City Council approved S.M.A.R.T. Housing ordinance on Nov. 29, 2007, and three additional Land Development Code amendments for adoption on Jan. 31, 2008.</p>



NEIGHBORHOOD SUSTAINABILITY INITIATIVE # 1

Initiative
1. Provide resources to develop the capacity of neighborhood organizations and other nonprofits to conduct culturally appropriate seminars on how to buy homes, how to file tax protests (e.g., Travis Central Appraisal District) and how to protect their properties from tax or bank foreclosures.
City of Austin Commitment
1. Develop a comprehensive Homebuyer Education Counseling Program. 2. Conduct foreclosure prevention seminars. 3. Implement "train the trainer" seminars for nonprofits. 4. Identify the source of funding
Initiative Accomplishments
1. Housing Smarts Housing Counseling Program, featuring six hours of pre-and post-purchase counseling, began Oct. 1, 2006. More than 20 participants, of whom 10 were African American, attended three classes in 2006. Ten Educational outreach workshops were presented to 421 participants. Materials such as brochures and fliers were distributed to neighborhood centers, churches and other community organizations. Austin Housing Finance Corp. AHFC has become the provider of homebuyer education and counseling for City's Solid Waste Services (SWS). In 2006, four workshops were given to 300 participants, of which approximately 135 were African American. 2. In 2006, four workshops on foreclosure prevention were provided to more than 45 participants at a variety of locations, including Montopolis Homebuyer Fair, Conley-Guerrero Senior Activity Center and several predominantly African American churches. 3. Three additional NHCD staff received training to expand the number of teachers for homebuyer education. Three are certified to teach new trainers. 4. The City Council awarded \$300,000 in FY '06-'07 from the Housing Trust Fund for homebuyer education.
Additional Accomplishments
1. In FY '06-'07, 239 people participated in the Housing Smarts Housing Counseling Program exceeding the goal of 133 participants. Of those participating, 193 graduated from the program, 60 more than projected. Of the participants, 69% were minorities of which 19% were African American. Of the graduates, 79 have purchased or in the process of purchasing their first home of which 12% are African American. In FY '07-'08, 188 individuals have participated in the Housing Smarts program, of which 20% are African American who have purchased a home or waiting to purchase their first home. 2. AAQL Neighborhood Sustainability Subcommittee and Neighborhood Housing and Community Development department along with the NAACP and Austin Area Urban League hosted a Foreclosure Education Forum on Feb. 2, 2008 at the NHCD offices to educate the community about the process and timeline, provide financial document review and learn more about tax foreclosure. Instructors continue to educate program participants about foreclosure and how to prevent foreclosures. 3. In FY '06-'07, one NHCD staff was designated an instructor for the Housing Smarts



Housing Counseling Program.

4. In FY '07-'08, the City Council awarded \$180,000 from the Housing Trust Fund for homebuyer education.

Future Action

1. Continue to build on early success of Housing Smarts Housing Counseling program by increasing number of qualified home buyers.

2. Regularly offer educational workshops and class presentations to community on homebuyer education and foreclosure prevention. Staff also proposing to create a Foreclosure Prevention class separate from existing curriculum.

3. Identify and hold seminar on Housing Smarts "train the trainer" component for area housing nonprofits and other community groups.

4. The City Council awarded \$300,000 in FY '06-'07 from the Housing Trust Fund for homebuyer education.

Cumulative Investment

1. \$380,000 for three years.



NEIGHBORHOOD SUSTAINABILITY INITIATIVE # 2

Initiative
2. Identify those of low-and moderate-income residents who are falling in arrears with taxes and help owners, particularly those owning historic properties, repair structures and catch up on taxes. Where tax foreclosure is inevitable, purchase prior to tax sale and utilize as affordable homes.
City of Austin Commitment
1. Continue the development of a homeowner foreclosure education program.
Initiative Accomplishments
1. NHCD staff prepared a map of property with tax arrearages for Travis County. Highest incidents in East Austin were east of Airport Boulevard, north of Riverside Drive and south of St. Johns Avenue. Using maps, subcommittee called meetings with Travis Central Appraisal District officials to further understand foreclosure process, highlight foreclosure areas on maps, and share knowledge of the community. 2. The Villager published an article explaining property tax and mortgage foreclosures on Dec. 15, 2006.
Additional Accomplishments
1. On Feb. 2, 2008, NHCD staff has scheduled a Foreclosure Education Forum. Travis County officials were invited to participate and present the county's tax foreclosure processes and procedures. Forum will also provide participants an opportunity to have their financial documents reviewed to assist in better understanding mortgage rates, exemptions, etc. 2. Instructors for housing counseling program continue to incorporate foreclosure prevention curriculum in the overall housing counseling program.
Future Action
1. Staff is proposing to create a foreclosure prevention education class separate from the existing Housing Smarts curriculum.
Cumulative Investment



NEIGHBORHOOD SUSTAINABILITY INITIATIVE # 3

Initiative
3. Adopt the Austin Equity Report (AER) as a City policy. Further, create a policy that requires the City to complete and publish an economic impact study prior to wholesale designation of any minority neighborhood area as a "desired development zone."
City of Austin Commitment
1. Austin Equity Report will be reviewed and relevant housing recommendations identified for reconsideration.
Initiative Accomplishments
1. Subcommittee revisited Affordable Housing Recommendations in the Austin Equity Report (AER) to consider how best to address low-income affordable housing.
Additional Accomplishments
1. In FY '07-'08, the City Council approved \$300,000 to conduct a Housing Market Study which would provide a foundation for planning for the Neighborhood Housing and Community Development departments five-year Consolidated Plan. With the passage of Homestead Preservation District, city staff has completed a Preservation Study to assess the current housing stock in Austin. Focus groups for both the housing market and preservation studies were conducted and recommendations for each study are posted to the NHCD Web site for review by the public. A Request for Proposal (RFP) for the Comprehensive Market Study was issued on April 7, 2008.
Future Action
1. The Affordable Housing Recommendations of the AER include: <ul style="list-style-type: none"> ▪ The implementation and planning for regional solutions to affordable housing crisis. ▪ How best to increase the supply of affordable housing ▪ How best to improve the capacity of low-income residents to acquire housing. 2. The subcommittee will help to further the affordable housing goals in the AER.
Cumulative Investment
1. \$300,000



NEIGHBORHOOD SUSTAINABILITY INITIATIVE # 4

Initiative
4. Develop a comprehensive approach to mitigating the negative effects of gentrification.
City of Austin Commitment
1. Continue to develop recommendations to City Council to mitigate gentrification through the Community Land Trust and HB 525 and the Community Preservation and Revitalization Zone Initiatives.
Initiative Accomplishments
<p>1. City Council endorsed the Community Land Trust (CLT) Initiative in December 2005.</p> <p>2. The Community Preservation and Revitalization (CP&R) Small Business Development program guidelines along with promotional materials were completed. NHCD identified funding of \$150,000 for the program.</p> <p>3. HB 470 (amended HB 525) was sponsored by State Rep. Eddie Rodriguez as a condition of the City approving the creation of a Homestead Preservation District, which is designed to improve the City's ability to provide housing opportunities to low-income people in East Austin.</p>
Additional Accomplishments
<p>1. Housing in the new Montopolis subdivision, Frontier at Montana, continues to be under construction. AHFC has completed 10 homes and 10 more are under construction. A construction bid for 10 homes closed in December 2007 and construction began in January 2008. These homeowner opportunities will fall under the shared equity model.</p> <p>2. On Feb. 14, 2008, the City Council approved the revised CP&R Small Business guidelines which included broadening the range of small businesses, increasing maximum loan amounts and standardizing underwriting criteria. The CP&R Program is now available to start-up businesses, relocating and existing businesses in the CP&R Zone.</p> <p>3. Changes to the Homestead Preservation District statute became effective Sept. 01, 2007. Staff is working to gather information required to move forward with the Homestead Preservation Zone Tax-Increment Finance District and Land Bank.</p>
Future Action
<p>1. Continue to constructing homes in the subdivision and offer homes under the shared equity model.</p> <p>2. Three businesses have submitted requests for funding under the CP&R Small Business Development Program. One business - Danny's BBQ located on East Seventh Street - has been approved for funding. Two other business loan applications are pending.</p> <p>3. City Council approved the Homestead Preservation District on Jan. 11, 2007, pending approval of HB 470.</p>
Cumulative Investment
1. Approximately \$3,000,000



NEIGHBORHOOD SUSTAINABILITY INITIATIVE # 5

Initiative
5. Develop a land bank and deposit City-owned land to be used for affordable single-family homes or for low-cost, long-term leases to community based nonprofit, community housing development organizations. The land will be used for the development of affordable housing and small businesses (mixed-use projects) as a part of sustainable, mixed neighborhood strategy.
City of Austin Commitment
<ol style="list-style-type: none"> 1. Issue a RFP for AHFC Montopolis Subdivision Lot Sales. 2. Develop/implement a land bank program per Homestead Preservation Act (HB 525). 3. Present land bank plan to City Council. 4. Have City of Austin Real Estate review City properties to recommend highest and best use to the City Manager Office.
Initiative Accomplishments
<ol style="list-style-type: none"> 1. A group was formed to review and recommend properties for purchase. 2. Neighborhood Sustainability Subcommittee member serves as a member of the CLT Stakeholder Group. 3. Presentation to Austin City Council on Homestead Preservation Land Bank. 4. Citywide land reviewed for potential affordable housing development in 2006. Austin Housing Finance Corporation has made property available to community housing development organizations at the Montopolis subdivision and two other infill properties. Habitat for Humanity was awarded 20 lots in 2006.
Additional Accomplishments
<ol style="list-style-type: none"> 1. Housing in the new Montopolis subdivision, Frontier at Montana, remains under construction. AHFC has completed 10 homes and 10 more are under construction. A construction bid for 10 homes closed in December 2007 and construction began in January 2008. These homeowner opportunities will fall under the shared equity model. 2. The CLT stakeholder group has completed its initial work. Staff is working to implement the CLT. The stakeholder group will be reconvened if necessary. 3. Staff continues to gather information regarding the land bank plan. 4. As of 2007, 35 lots in the Montopolis subdivision have been sold to nonprofits. The Notice of Funding Availability (NOFA) for lots remains open. Five infill properties have been offered through RFPs and will result in the production of more than 35 affordable housing units.
Future Action
<ol style="list-style-type: none"> 1. Texas Legislature will consider HB 470 (formerly 525), the Homestead Preservation Act, which authorizes the creation of a land bank. 2. Staff will present land bank plan to City Council in 2008. 3. RFP for Montopolis subdivision remains open for submissions.
Cumulative Investment
<ol style="list-style-type: none"> 1. \$3,000,000



NEIGHBORHOOD SUSTAINABILITY INITIATIVE # 6

Initiative
6. Bring the physical environment of East Austin up to the level of the physical environment in other areas.
City of Austin Commitment
<ol style="list-style-type: none"> 1. Apply to Congress to increase the façade program. 2. Continue implementation of the community parking, and historic restoration programs. 3. Review possible expansion of the Great Streets projects into East Austin. 4. Hire consultant for housing affordability for Transit Oriented Developments. 5. Explore potential of General Obligation Bonds and report to City Manager.
Initiative Accomplishments
<ol style="list-style-type: none"> 1. No additional funding was awarded in 2006; however, the Facade Improvement Program is supported by two HUD grants awarded prior to 2006. The Facade Improvement Program guidelines were restructured to facilitate expenditures, including omitting lien provision by awarding grants not loans. In 2006, two projects were funded along East 11th and 12th Corridor - the Ideal Beauty Shop and the Quickie Pickie Convenience Store. 2. A meeting was held to discuss infrastructure and parking issues with City of Austin departments to include Austin Energy, Water Protection and Development Review, Economic Growth and Redevelopment Services Office and Neighborhood Housing and Community Development (NHCD). 3. The implementation of a proposed expansion of the Great Streets Program in the East 11th Street Revitalization area will require a comprehensive analysis to determine community support. 4. Diana McIver and Assocaites Consulting: Hired Jan. 1, 2006 to provide a feasibility analysis and policy options for achieving the Transit Oriented Development (TOD) housing affordability goals. 5. Citizens approved a \$567 million bond package on Nov. 7, 2006, including funding for street and sidewalk improvements, drainage and water quality protection, parks facilities and parkland, and affordable housing. NHCD/AHFC staff made recommendations to City Council on first-year process to award bond funding for affordable housing with input from stakeholders.
Additional Accomplishments
<ol style="list-style-type: none"> 1. In FY '07-'08, NHCD was awarded \$150,000 to support the Façade Improvement Program. To date, five businesses have utilized the façade improvements funds and all are complete to a total of \$115,690. 2. Two community parking lots were completed in March 2008, located at 1205 East 11th Street and at 1400 East 12th Street. Both of these lots will support small businesses parking needs in the corridors. 3. Staff is evaluating the program and implementation for East 11th Street revitalization.



4. DMA provided final recommendations for the Transit Oriented Development plans. The Planning Commission has reviewed the Station Area Plans (SAP) in April 2008. Staff will present Station Area Plans to the City Council in 2008.
5. To date, AHFC has issued two rounds of Notice of Funding Availability (NOFAs) for affordable housing opportunities for more than 15 proposed projects. As of April 15, 2008, a total of \$13 million has been allocated for rental housing opportunities in the Austin area.

Future Action

1. Seven businesses have submitted requests for funding under the Facade Improvement Program, including Mission: Possible! Austin; Club 1808; SNAP Management; Salvage Vanguard Theater; Quickie Pickie; Victory Grill; East Room; Longbranch. Sam's BBQ, Upshaw Funeral Home, Victory Grill, J & J Drug and the East Room. All applicants have either completed façade projects, submitted applications or have applicants pending approval.
2. Guidelines for the Historical Preservation program have been developed with funding earmarked in the amount of \$200,000 for targeted projects pending.
3. Continue to study and evaluate the feasibility of implementing the Great Streets program to support the expansion and growth of small businesses in the corridor. Future developments in the East 11th Street corridor will include proposed additional community parking component.
4. TOD Affordability recommendations will be part of overall SAP. Each SAP will have a public hearing before Planning Commission prior to City Council review.
5. On Jan. 11, 2007, the City Council appointed three Bond Oversight Committee members, including a member from the Neighborhood Sustainability Subcommittee. The House Bond Review Committee will continue to review submitted proposals for recommendations to be presented to City Council.

Cumulative Investment

1. \$13.5 million



NEIGHBORHOOD SUSTAINABILITY INITIATIVE # 7

Initiative
7. Assist neighborhood organizations in building their capacity for the development of affordable housing.
City of Austin Commitment
<ol style="list-style-type: none">1. Expand the funding for the Capacity Development Program.2. Increase the technical assistance provided to nonprofits on real estate transactions.3. Develop a clear statement about the process by which nonprofits can access property to develop S.M.A.R.T. Housing.4. Develop a policy to promote opportunity for nonprofits in situations where the City owns land.5. Design clear guidelines for nonprofits to access land and resources to build affordable housing.
Initiative Accomplishments
<ol style="list-style-type: none">1. Issued NOFA with Enterprise Foundation and training was provided to housing nonprofits on May 6, 2006.2. Awards for capacity building grants were given in May 2006 to seven nonprofits Community Housing Development Organizations (CHDOs) for a total of \$170,000. This support produces affordable housing. CHDOs also received training in May 2006.3. Staff developed Montopolis Land Sale guidelines and posted RFP.4. CHDO Roundtable was created to support and create development opportunities for housing nonprofits and community housing development organizations. RFPs for Montopolis subdivision and two infill properties were issued.5. CHDO Roundtable continues to support and create development opportunities for housing nonprofits and community housing development organizations.
Additional Accomplishments
<ol style="list-style-type: none">1. A NOFA was issued in the spring of 2006 for funding for housing nonprofits.2. Six local nonprofits, or (CHDOs), received \$125,000 in funding in FY '06-'07 for their day-to-day operations.3. The NOFA for remaining lots in Montopolis subdivision remains open. Five other infill properties have been awarded through the RFP. AHFC has worked with several nonprofits to bring about their development plans.4. The Homestead Preservation Act was effective on Sept. 1, 2007. Staff is working to implement the components of the Act.5. CHDO Roundtable continues to support and create development opportunities for housing nonprofits and community housing development organizations.
Future Action
<ol style="list-style-type: none">1. Issue NOFA in spring 2008 in the amount of \$125,000 for Community Housing Development Organization (CHDO) Operations Loan.2. Staff is working on a Technical Assistance program to provide development and construction training as well as board development training to housing nonprofits.3. RFP process will continue. G.O. Bond process calls for posting status of applications



monthly to the NHCD Web site and to Community Development Commission (CDC).

4. The Texas Legislature passed the Homestead Preservation Act during the 2007 Legislative session. The bill authorizes creation of Tax Increment Finance Zone and a Land Bank, which will increase housing opportunities.

5. AHFC and CHDO Roundtable will continue to identify opportunities for eligible nonprofits.

Cumulative Investment

1. \$420,000



NEIGHBORHOOD SUSTAINABILITY INITIATIVE # 8

Initiative (Also refer to Initiative # 4)
8. Identify and designate areas that could serve as economic empowerment zones that benefit African Americans and redistribute funds back into the community.
City of Austin Commitment
1. Continue to develop recommendations to City Council to mitigate gentrification through the Community Land Trust and HB 525 and the Community Preservation and Revitalization Zone initiatives.
Initiative Accomplishments
<ol style="list-style-type: none">1. The City Council endorsed the Community Land Trust (CLT) Initiative.2. The CP&R Small Business Development program guidelines along with promotional materials were completed. NHCD identified funding of \$150,000 for the program.3. HB 470 (formerly HB 525) has been drafted by State Rep. Eddie Rodriguez as a condition of the City approving the creation of a Homestead Preservation District, which is designed to improve the City's ability to provide housing opportunities to low-income people in East Austin.
Additional Accomplishments
<ol style="list-style-type: none">1. See Initiative # 4
Future Action
<ol style="list-style-type: none">1. Continue to constructing homes in the subdivision and offer homes under the shared equity model.2. Three businesses have submitted requests for funding under the CP&R Small Business Development Program. One business - Danny's BBQ located on East Seventh Street - has been approved for funding. Two other business loan applications are pending.3. City Council approved the Homestead Preservation District on Jan. 11, 2007, pending approval of HB 470.
Cumulative Investment
<ol style="list-style-type: none">1. Approximately \$3 million



NEIGHBORHOOD SUSTAINABILITY INITIATIVE # 9

Initiative
9. Create a joint City/County task force to create a comprehensive plan for attracting African Americans to Austin and retaining them and developing upper-affordable, middle- and upper-income housing in historic Black communities. The group would also review patterns and the history of Section 8 voucher placement process in Austin to improve the voucher allocation process and use the vouchers as a tool for decentralizing poverty and rating true mixed income neighborhoods. The task force should be a collaboration between the City/County and be composed of other interested or impacted entities/representatives.
City of Austin Commitment
1. Support the African American Quality of Life community committee in developing the recommended housing analysis study.
Initiative Accomplishments
1. Subcommittee convened representatives of City to map locations and need for low-income housing. The meeting included NHCD/AHFC, Travis County Housing Finance Corp. (TCHFC), and the Housing Authority of the City of Austin.
Additional Accomplishments
1. Subcommittee continues to meet to review the needs of low-income housing.
Future Action
1. Directors from each of the agencies will continue to meet and develop plans for future affordable housing opportunities in Austin and look for opportunities to increase funding. 2. The City's partner, the Austin Revitalization Authority (ARA) has a proposal to include live/work lofts on Block 17 (1,000 Juniper) at fair market value. Further, the Urban Renewal Board is proposing mixed-used development along the East 11th Street corridor.
Cumulative Investment



NEIGHBORHOOD SUSTAINABILITY INITIATIVE # 10

Initiative
10. Create incentives for private developers to build or finance the construction of affordable housing.
City of Austin Commitment
1. Review and enhance S.M.A.R.T. Housing benefits to achieve greater levels of affordability in private developments.
Initiative Accomplishments
1. NHCD/AHFC participated in Vertical Mixed-Use (VMU) Task Force to provide incentives for private developers to create affordable housing opportunities in core transit corridors. 2. Subcommittee member participates on the Affordable Housing Incentives Task Force to review, develop and recommend to City Council enhancements to the City's policies and procedures, including S.M.A.R.T. Housing program.
Additional Accomplishments
1. The Vertical Mixed Use Ordinance become effective Jan. 13, 2007. Staff is working to implement programs to administer the affordable units. The final deadline for neighborhood Opt-In/Opt-Out of VMU applications was Aug. 9, 2007. 2. Council approved new S.M.A.R.T. Housing ordinance on Nov. 29, 2007. Three additional Land Development Code Amendments were adopted by the Austin City Council on Jan. 31, 2008 and included downtown density bonus for Robert Mueller Redevelopment, Green Water Treatment Plant and the Domain.
Future Action
1. Staff continues to work to implement VMU. 2. Staff continues to implement Affordable Housing Incentive Task Force Report recommendations. 3. Continue to create incentives in development agreements that have affordability component.
Cumulative Investment
1. \$462,885 in fee waivers since the inception of S.M.A.R.T. Housing in 2006.



**African American
Quality of Life
Annual Update**

POLICE & SAFETY



POLICE & SAFETY

Initiative	Task	Implemented or Completed
1. Use of Force policy will be revised with the recommendation to emphasize disablement through the use of less lethal force.	<ol style="list-style-type: none"> 1. Review use of force policy in police subcommittee. 2. Adopt policy in formal APD Policy Review Committee. 3. Implement policy department wide through street tactics training. 4. Implement policy department wide through revised defensive tactics training and refresher modules. 	1 - 4 Implemented and will be completed in spring of 2008.
2. Enhance police training and provide clear directions by policy: <ol style="list-style-type: none"> a. Offer cultural sensitivity training in partnership with community agencies. b. Sensitivity training should be provided to police communications employees. 	<ol style="list-style-type: none"> 1. Draft and announce request for training proposals. 2. Review proposals and award contract. 3. Implement training for 150 officers and communications employees. 4. Evaluate training. 	<ol style="list-style-type: none"> 1. Implemented January 2006 2. Implemented January 2006 3. Implemented January 2007 4. Implemented March 2008
3. Identify problem officers, document in personnel files patterns of inappropriate officer behavior, and appropriately discipline officers who behave inappropriately.	<ol style="list-style-type: none"> 1. Supervisor training on Guidance Advisory Program (GAP). 2. Finalize design of GAP reports. 3. Full implementation of GAP. 	<ol style="list-style-type: none"> 1. Implemented May 2006 2. Implemented 3. Implemented
4. Evaluate the effectiveness of the current sensitivity training and ensure accountability when there are acts of insensitivity.	<ol style="list-style-type: none"> 1. Ongoing evaluation of Perspectives in Profiling Program. 2. Annual evaluation of cadet Community Immersion training. 	<ol style="list-style-type: none"> 1. Implemented October 2007 2. Implemented December 2007
5. Develop a positive interaction program to allow police/community interaction to facilitate better understanding of African American culture.	<ol style="list-style-type: none"> 1. Continue current initiatives such as Eastside Story Program, AISD Stranger Danger Program, Boy and Girl Scout Troops, Crime Scene Investigator (CSI) course at Garza High School, Commander Forums, Operation Restore Hope, and National Night Out and Community Immersion Program. 	1. Implemented
6. Immediate review of early warning systems designed to monitor excessive use of force by police officers.	Full implementation of GAP - See Initiative # 3	See Initiative # 3
7. Bring in an outside resource (i.e., NAACP) to teach the City of Austin Police Departments life skills to facilitate police officers who community supports.	Same training activities as Initiative # 2	See Initiative # 2
8. Evaluate the effectiveness and publicize the results of existing community policing and substation locations. Establish programs within community to allow officers to interact	<ol style="list-style-type: none"> 1. Publish brochure describing police facilities, hours and functions. 2. Put up signs at the front doors of police facilities clarifying who works there, what they do, and hours of 	<ol style="list-style-type: none"> 1. Implemented June 2006 2. Implemented June 2006



with community and understand the African American culture.	operation.	
9. Examine psychological screening to ensure that the City of Austin Police Department is not hiring individuals with a pattern of racist tendencies.	1. Dr. Carol Logan, police psychologist, satisfactorily described to the subcommittee how she screens recruits.	1. Implemented October 2005
10. Promote more African Americans into decision-making roles.	1. Provided information to subcommittee on number of sworn officers in each rank categorized by ethnicity for the years of 1996 to 2005. 2. Provided a semi-annual report to the Chief of Police, ACM and community group on the number of sworn officers in each rank by their ethnicity.	1. Implemented June 2006 2. Implemented



POLICE & SAFETY INITIATIVE # 1

Initiative
1. Use of Force policy will be revised with the recommendation to emphasize disablement through the use of less lethal force.
City of Austin Commitment
1. Review use of force policy in police subcommittee. 2. Adopt policy in formal APD Policy Review Committee. 3. Implement policy department wide through Street Tactics training. 4. Implement policy department wide through revised defensive tactics training (arrest and control) and refresher modules.
Initiative Accomplishments
1. Steps taken: <ul style="list-style-type: none">▪ Oct. 1, 2005 review of use of force policy began.▪ Jan. 23, 2006 street tactics training began.▪ As of June 30, 2006, 25 shifts and more than 150 officers have been trained.▪ November 2007 review of use of force policy based on comments from external auditors and U.S Department of Justice representatives.
Additional Accomplishments
Future Action
1. The Use of Force policy revision has been completed. Revised policy will be implemented in spring of 2008. 2. Adoption by APD Policy Review Committee in January 2008. 3. Training for arrest and control is being developed for implementation in spring 2008. 4. Refresher training modules on "arrest and control" are also being developed. These will be delivered by Corporals and adjunct Training Instructors during shift show-ups.
Cumulative Investment
1. Implemented policy department wide through Street Tactics Training with amount funded in FY '06 \$279,849. In addition to the use of existing training staff, adjunct instructors program, and use Corporals for refresher training to achieve recommendation.



POLICE & SAFETY INITIATIVE # 2

Initiative
<ol style="list-style-type: none">2. Enhance police training and provide clear directions by policy:<ol style="list-style-type: none">a. Offer cultural sensitivity training in partnership with community agencies.b. The same type of training should be provided to police communications employees.
City of Austin Commitment
<ol style="list-style-type: none">1. Draft and announce request for training proposals.2. Review proposals and award contract.3. Implement training for 150 officers and communications employees.4. Evaluate training
Initiative Accomplishments
<ol style="list-style-type: none">1. Needed to complete current community training on Racial Profiling before starting the RFP process for new community training.2. July 1, 2006 RFP process begins.3. August 2007 training contract awarded4. Between October and February 2008, 9 training sessions were conducted. 129 police personnel were trained and 72 community members attended the training.
Additional Accomplishments
Future Action
<ol style="list-style-type: none">1. The consultant will submit an evaluation of the training prior to contract close-out.2. APD has completed an evaluation of the training.3. In April 2008, the consultant's evaluation will be compared to an APD evaluation to formulate a recommendation on whether the training should be expanded.
Cumulative Investment
<ol style="list-style-type: none">1. A total of \$51,626 was funded for FY '06-'07 to implement training for 150 officers and communications employees.



POLICE & SAFETY INITIATIVE # 3

Initiative
3. Identify problem officers, document in personnel files patterns of inappropriate officer behavior, and appropriately discipline officers who behave inappropriately.
City of Austin Commitment
1. Supervisor training on Guidance Advisory Program (GAP). 2. Finalize design of GAP reports. 3. Full implementation of GAP.
Initiative Accomplishments
1. Steps taken: <ul style="list-style-type: none">▪ June 15, 2005 supervisor training on GAP began.▪ March 3, 2006 focus groups (Sgts. and Lts.) were conducted to evaluate the data graphs for relevancy and the responding requirements for supervisors.▪ May 16, 2006 data graphs presented to Command Executive Staff for their evaluation of relevancy and the responding requirements.▪ June 1, 2006 design of GAP reports completed.▪ July 1, 2006 GAP system accessible to supervisors. 2. The comparison between the command, shifts and officers is completed and implemented. The indicators are: <ul style="list-style-type: none">▪ Collisions▪ Officers as a victim▪ Use of Force complaints▪ Use of sick leave▪ IA complaints
Additional Accomplishments
Future Action
1. The management reports are provided every two weeks for review by supervisors.
Cumulative Investment
1. Design and implementation of GAP reports includes \$81,301 CTM programmer time writing the GAP program to access data in several locations set thresholds by area and shift and produce readable reports and an additional \$231,111 from FY '04 Local Law Enforcement Block Grant.



POLICE & SAFETY INITIATIVE # 4

Initiative
4. Evaluate the effectiveness of the current sensitivity training and ensure accountability when there are acts of insensitivity.
City of Austin Commitment
1. Ongoing evaluation of Perspectives in Profiling Program. 2. Annual evaluation of cadet "Community Immersion" training.
Initiative Accomplishments
1. Steps taken: <ul style="list-style-type: none"> ▪ May 2006: Cadets from 111th class did "Community Immersion" presentations. ▪ June 2006: Program end, 1,347 officers had attended profiling training courses and completed program evaluations. ▪ April 2007: Cadets from 112th class did "Community Immersion" presentations. ▪ October 2007: Modified profiling training for approximately 350 non-sworn police personnel. ▪ December 2007: Cadets from 113th class did "Community Immersion" presentations. 2. The evaluation of the "Prospectives on Profiling Program" was completed on June 2006. The modified class for non-sworn personnel was evaluated on a course-by-course basis completed in September 2007.
Additional Accomplishments
Future Action
1. Ongoing evaluation of Community Immersion program.
Cumulative Investment



POLICE & SAFETY INITIATIVE # 5

Initiative
5. Develop a positive interaction program to allow police/community interaction to facilitate better understanding of African American culture.
City of Austin Commitment
1. Continue current initiatives such as Eastside Story Program, AISD Stranger Danger Program, Boy and Girl Scout Troops, Crime Scene Investigator (CSI) course at Garza High School, Commander's Forums, Operation Restore Hope, National Night Out and Community Immersion Program.
Initiative Accomplishments
<p>1. Examples of community interaction include:</p> <ul style="list-style-type: none"> ▪ Officer Eric Oakmon continues to work on the summer and after school programs at Eastside Story. In FY '07, the program saw 696 kids. ▪ In 2006, 200 Girl Scouts spent the day at the Training Academy learning about law enforcement through hands-on activities. ▪ The Annual Forensics Academy continues to take place at Garza High School with 20 students in 2006 . Program will be reinstated in summer 2008 after no classes were in conducted in 2007. ▪ The 6th Annual Community Networking Conference was conducted in May 2006 with more than 500 attendees. ▪ National Night Out covered more than 400 parties citywide in 2007. ▪ APD provided security and victim services for the Hurricane Katrina evacuees at the Austin Convention Center.
Additional Accomplishments
Future Action
<p>1. Continue current initiatives:</p> <ul style="list-style-type: none"> ▪ Eastside Story Program ▪ AISD Stranger Danger Program ▪ Boys and Girls Scout Troops ▪ Crime Scene Investigator (CSI) Course at Garza High School ▪ Commander's Forums ▪ National Night Out ▪ Community Immersion Program
Cumulative Investment



POLICE & SAFETY INITIATIVE # 6

Initiative
6. Immediate review of early warning systems designed to monitor excessive use of force by police officers.
City of Austin Commitment
Full implementation of GAP - See Initiative # 3
Initiative Accomplishments
See Initiative # 3
Additional Accomplishments
See Initiative # 3
Future Action
See Initiative # 3
Cumulative Investment
See Initiative # 3



POLICE & SAFETY INITIATIVE # 7

Initiative
7. Bring in an outside resource (i.e., NAACP) to teach the City of Austin Police Department's life skills in order to facilitate police officers that community supports.
City of Austin Commitment
Same training activities as Initiative # 2
Initiative Accomplishments
See Initiative # 2
Additional Accomplishments
See Initiative # 2
Future Action
See Initiative # 2
Cumulative Investment
See Initiative # 2



POLICE & SAFETY INITIATIVE # 8

Initiative
8. Evaluate the effectiveness and publicize the results of existing community policing and substation locations. Establish programs within community to allow officers to interact with community and understand the African American culture.
City of Austin Commitment
1. Publish brochure describing police facilities, hours and functions. 2. Put up signs at the front doors of police facilities clarifying who works there, what they do, and hours of operation.
Initiative Accomplishments
1. Steps taken: <ul style="list-style-type: none">▪ March 2006: Draft of language for signs finished.▪ April 2006: Draft of brochure finished.▪ May 2006: Mock-up of signs finished.▪ June 2006: Signs were posted in the neighborhoods around the facility and on the actual substation building.
Additional Accomplishments
Future Action
1. Ensure that signs remain up and in good appearance. 2. Continue the community interaction program as two-fold: <ul style="list-style-type: none">▪ District Representatives are constantly interacting with the community to the point of taking ownership of their assigned districts.▪ The Community Immersion program allows the officers to go into diverse communities and speak face-to-face with the residents of community.
Cumulative Investment



POLICE & SAFETY INITIATIVE # 9

Initiative
9. Examine psychological screening to ensure that the City of Austin Police Department is not hiring individuals with a pattern of racist tendencies.
City of Austin Commitment
1. Dr. Carol Logan, police psychologist, satisfactorily described to the subcommittee how she screens recruits for pattern of racist tendencies.
Initiative Accomplishments
1. October 2005: Dr. Carol Logan briefed the Police and Safety Subcommittee on her process for screening applicants for patterns of racist tendencies.
Additional Accomplishments
Future Action
Cumulative Investment



POLICE & SAFETY INITIATIVE # 10

Initiative			
10. Promote more African Americans into decision-making roles.			
City of Austin Commitment			
1. Provided information to subcommittee on number of sworn officers in each rank categorized by ethnicity for years of 1996 to 2005.			
2. Provide a semi-annual report to the Chief of Police, Assistant City Manager (ACM) and community group on the number of sworn officer in each rank by their ethnicity.			
Initiative Accomplishments			
1. Provided most recent semi-annual report to the Chief of Police, ACM and community group on the number of sworn officers in each rank by their ethnicity.			
January 2006	African American	Total Sworn	African American %
Assistant Chief	2	4	50%
Commander	2	18	11%
Lieutenant	7	58	12%
Sergeant	13	149	9%
Detective	20	274	7%
Corporal	9	69	13%
Officer	79	776	10%
Total	132	1,348	10%
December 2007	African American	Total Sworn	African American %
Assistant Chief	1	5	20%
Commander	1	19	5%
Lieutenant	10	58	17%
Sergeant	12	154	8%
Detective	22	288	8%
Corporal	9	73	12%
Officer	90	819	11%
Total	145	1,416	10%
Additional Accomplishments			
Future Action			
1. Continue to provide semi-annual reports on the number of sworn officers in each rank by their ethnicity.			
Cumulative Investment			

