



African American Quality of Life Two Year Final Report

City Council
April 24, 2008



African American Quality of Life Initiative

- ▶ September 2004 - City demographer begins study of African American Quality of Life.
- ▶ March 2005 - City demographer presents the African American Scorecard to City Council.
- ▶ Six "Quality of Life Forums" conducted to assess African Americans' experiences in Austin.



African American Quality of Life Initiative

- ▶ “Group Solutions” was selected to conduct a series of community forums to:
 - ▶ Solicit feedback on the scorecard
 - ▶ Make recommendations to the City to improve the Quality of Life of African Americans
 - ▶ Answer two questions:
 - ▶ Do African Americans experience challenges different from others in Austin?
 - ▶ What can local government do to retain & attract African Americans so that Austin maintains a diverse economy & culture?



African American Quality of Life Initiative

- ▶ May 26, 2005 - Group Solution's Report to Council.
- ▶ Community Leaders request opportunity to Review Report.
- ▶ June 23, 2005 - Community presented Community Position Paper to City Council.



Review Cont.

- ▶ July 7, 2005 - Subcommittees were formed to refine recommendations, performance measures, & establish project timelines with community subcommittees.
- ▶ Subcommittees consisted of:
 - ▶ A Co-Chair from City Staff
 - ▶ A Co-Chair from the Community
 - ▶ Members of the Community & City Staff
- ▶ Teams focused on:
 - ▶ Implementing short-term solutions
 - ▶ Producing a final Implementation Plan
 - ▶ Presentation to Council



Review Cont.

- ▶ The Final Product – African American Quality of Life: “BluePrint for Success”
- ▶ October 2005 - City Council receives a joint presentation from community leaders and staff.
- ▶ Council approves staff’s proposal to address the 56 recommendations in two years.
- ▶ June 2006 the “African American Resource Advisory Commission” (AARAC) was created by City Council to give formal oversight of the 56 initiatives and build upon the “African American Quality of Life Initiative”.
- ▶ Staff provided updates to the AARAC, monthly reports to the City Manager and Assistant City Manager and an Annual Report to Council and the Community.



City Commitment

- ▶ Implement staff recommendations over a two year period.
- ▶ Continued work within sub-committees as necessary.
- ▶ Report progress to the Council & Community.
- ▶ All recommendations implemented.
- ▶ Presentation of the final two year report.



African American Resource Advisory Commission

- ▶ *Nelson Linder, National Association for the Advancement of Colored People
- ▶ *Byron Marshall, Austin Revitalization Authority
- ▶ *Lisa Byrd, ProArts Collective
- ▶ *Jeffery Richards, Austin Area Urban League
- ▶ Chiquita Eugene, Capital City African American Chamber of Commerce
- ▶ Dr. Tyra Duncan Hall, Community at Large

- ▶ Past Commissioners:
 - ▶ *Marva Overton, Alliance for African American Health in Central Texas
 - ▶ *Greg Marshall, Capital City African American Chamber of Commerce
 - ▶ Joy Simmons, Community at Large

*Asterisk symbolizes original African American Quality of Life Community Chair



Arts, Culture & Entertainment

- ▶ Ten Initiatives
- ▶ All Initiatives have been implemented or completed.

Initiative Themes

- ▶ Brand and market Austin
- ▶ Increase AA art, culture, entertainment
- ▶ Create African American Cultural District



Arts, Culture & Entertainment

- ▶ ACVB and COA website upgraded
- ▶ ACVB Liaison for AA arts community
- ▶ AA tourism increased
- ▶ Cultural contracts for AA artists
- ▶ Art in Public Places outreach
- ▶ Business & Economic Development Liaison
- ▶ AA Cultural Heritage District
- ▶ AA Cultural Heritage Facility
- ▶ Co-sponsored AA signature events



Business & Economic Development

- ▶ Nine Initiatives
- ▶ All Initiatives have been implemented or completed.

Initiative Themes

- ▶ Community Input and Communications
- ▶ Accessing Capital
- ▶ Doing Business with the City



Business & Economic Development

- ▶ Added a dedicated public hearing on the use of federal economic development funding
- ▶ Created a small business loan program
- ▶ Launched an Accessing Capital Education Program
- ▶ Included small business lending to the evaluation matrix for City banking services
- ▶ Modified the Economic Development guidelines and matrix to ensure minority input in firm-based incentives
- ▶ Added staff and expanded training opportunities to strengthen compliance with the City MBE/WBE Ordinance



Employment & Education

- ▶ Eight Initiatives
- ▶ All Initiatives have been implemented or completed.

Initiative Themes

- ▶ Awareness of employment opportunities
- ▶ Forging education partnerships
- ▶ Skill development



Employment & Education

- ▶ Internship program
- ▶ Joint COA/AISD Education Task Force
- ▶ Joint Facility & Land opportunities with AISD
- ▶ GED & Ex-Offender Program Development
- ▶ Advertisement of COA employment opportunities in local African American journals
- ▶ Monitor African American Executive Advancement



Health

- ▶ Nine Initiatives
- ▶ All Initiatives have been implemented or completed.

Initiative Themes

- ▶ Health Disparities Awareness
- ▶ Community based health programs
- ▶ Creating Partnerships



Health

- ▶ New health clinic
- ▶ Mobile outreach clinic targeted communities
- ▶ Work with local ISD's to provide information about health care opportunity and training for youth
- ▶ Marketing campaign focusing on African American Health
- ▶ Cooperative agreement with MHMRA to provide mental health referral services through Mobile Van
- ▶ Organize initiative in targeted community working with churches, neighborhood associations and other groups to combat obesity, asthma and diabetes in these African American communities



Neighborhood Sustainability

- ▶ Ten Initiatives
- ▶ All Initiatives have been implemented or completed.

Initiative Themes

- ▶ Educate public on Home Buyer Education and Foreclosure Prevention
- ▶ Promote equitable housing development in East Austin
- ▶ Assist local small businesses in create jobs
- ▶ Incent affordable housing development through partnerships with nonprofit and private developers



Neighborhood Sustainability

- ▶ *Housing Smarts* Housing Counseling Program
- ▶ Foreclosure Education Forum
- ▶ \$55 million in Affordable Housing General Obligation (GO) Bonds
- ▶ Community Land Trust (CLT)/Shared Equity
- ▶ Business and Economic Development Programs
- ▶ Revised S.M.A.R.T Housing Policy/Density Bonus Program



Police & Safety

- ▶ Ten Initiatives
- ▶ All Initiatives have been implemented or completed

Initiative Themes

- ▶ Use of Force Issues
- ▶ Cultural Sensitivity Training
- ▶ Early Warning Procedures
- ▶ Diversity



Police & Safety

- ▶ Revised Use of Force Policy
- ▶ Implemented "Cultural Competency" Training
- ▶ Completed "Perspectives on Profiling" Training
- ▶ Continued emphasis on Community Outreach Programs
- ▶ Guidance Advisory Program (GAP)
- ▶ Diversity