



Spirit of East Austin

February 22, 2018





Agenda

- History & Overview
- Timeline of Events & Meetings
- Community Engagement – Table Talks
- Director’s Meetings
 - Impact and Effort
 - Themes Found
 - Lessons Learned
- List of Initiatives
- Next steps



Overview

Our overall Objective:

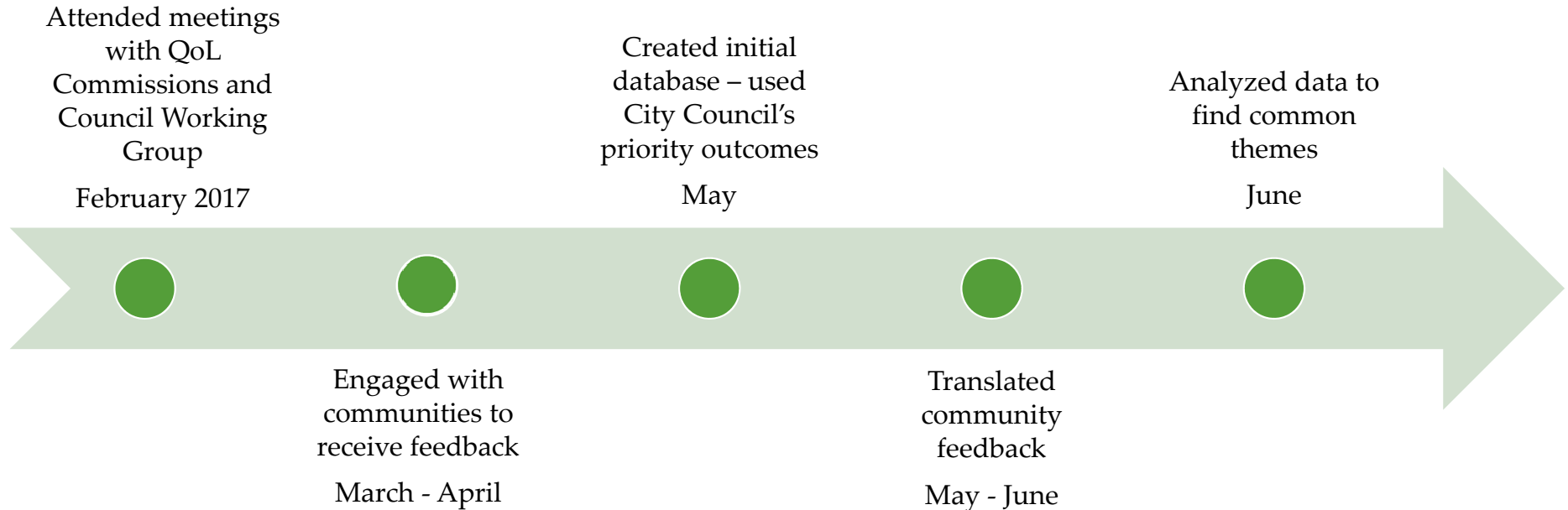
Bring together projects/programs across departments to create a collaborative effort so the Spirit of East Austin Initiative will be transformative for the Eastern Crescent Community.



History

- Council working Group –
Mayor Adler, CM Houston, Renteria, Pool, and Troxclair
- September 2015 event
 - Almost 500 participants
 - 2000 comments, ideas, requests
- Review and analysis
- Community check-in tour
- Organize ideas and develop initiative lists
- Table Talks community engagement
- Director engagement
- Synthesize and report

Timeline – Table Talks



Timeline – *Directors' Meetings*

Visioning for the short/long term with challenges, opportunities, & accomplishments
June 18, 2017

1

Placed Mayor's initiatives and projects on high/low impact axes
August 7, 2017

2

Analyzed and placed notes according to Mayor's initiatives

3

Current/future projects & initiatives places on high/low impact & effort axes
October 4, 2017

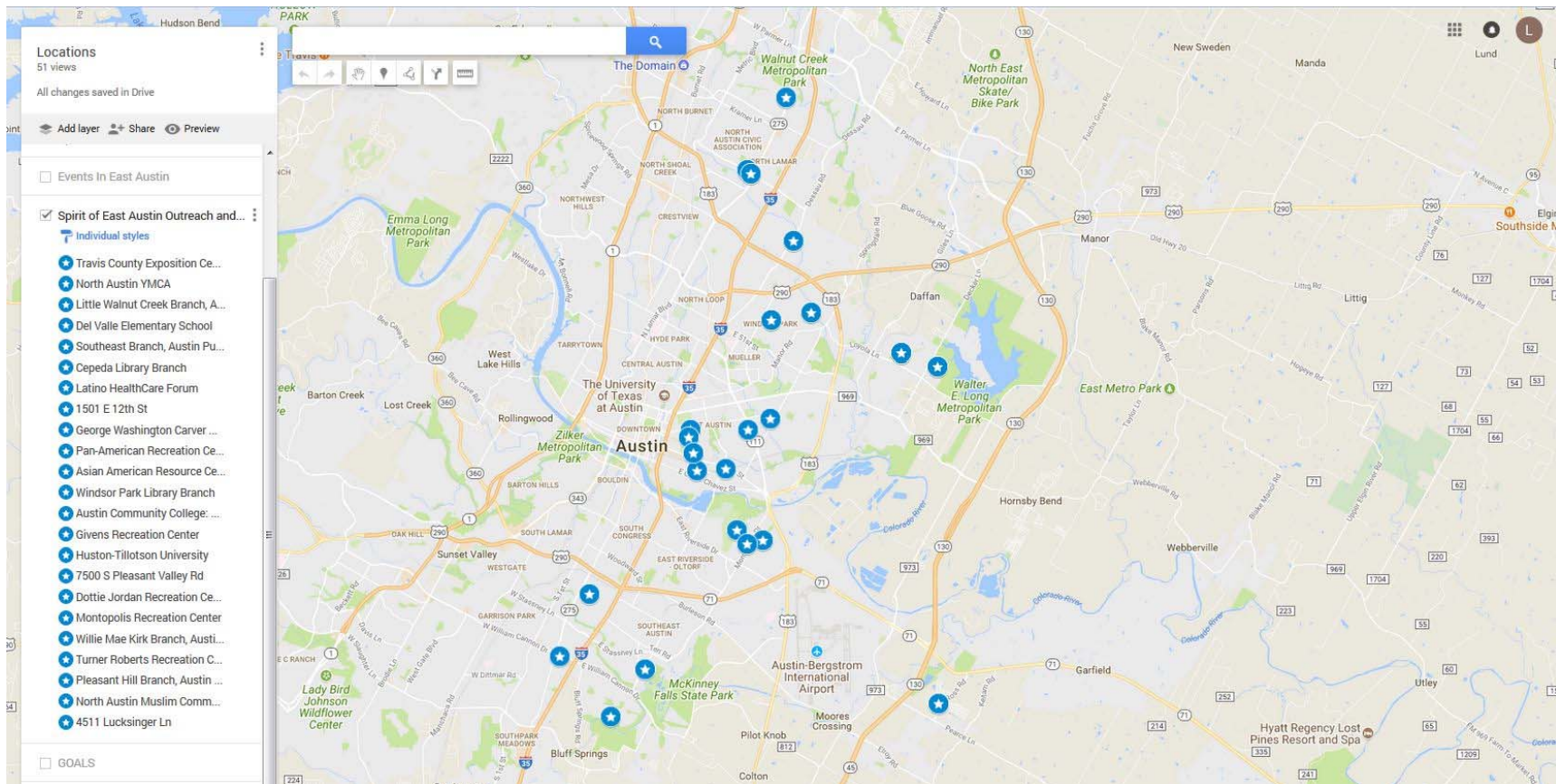


Community Engagement - Table Talks

Community Engagement - Social Research

- *Targeted engagement – those that are not usually available to attend community engagement events*
- *Main Results:*
 - Total responses were **866 entries**
 - Percentages represent number of entries out of total comments
 - Spanish speaking entries were approximately **20%** of total feedback
 - Most hits on one common theme were under Affordability at **46%** of total

Social Research





High/Low Impact

- Impact on the community was determined by the comments and feedback analyzed by our team
- Social research concluded the “common themes” and their respective impact on the Eastern Crescent of the Austin
 - Highest Impact common theme: **Health**

What we heard from the Community

Common Themes Observed

- **Health – 39%**
 - Access to affordable healthcare
 - Access to affordable healthy food – **12%**
 - Affordable medicine (over the counter and prescription)
- **Housing – 38% / Culture – 31%**
 - Affordable housing in East Austin
 - Inclusive cultural atmosphere
 - Property taxes
 - Access to housing for those with disabilities
 - CodeNEXT Zoning and how it works
- **Jobs – 30% / Training – 6%**
 - Wage improvement
 - Training for upward mobility – Higher paying jobs
 - High level computer skills training
 - Availability of jobs for variety of skill sets

Strategic Plan Alignment

Health and Environment

Economic Opportunity & Affordability
Culture and Lifelong Learning

Economic Opportunity & Affordability

What we heard from the Community

Common Themes Observed

- **Transportation – 26%**
 - Improved public transit system
 - Affordable monthly passes
 - Improved bus stops
 - Traffic improvement on Mopac and I35
- **Education – 24%**
 - After school programs for students/children
 - Basic life skill computer training
 - Night classes for parents/adults – English classes
 - Workshops for financial assistance
- **Safety – 22%**
 - Improved security in neighborhoods
 - Improved public safety and relationship with APD

Strategic Plan Alignment

Mobility

Economic Opportunity & Affordability

Safety



Director's Meetings



Impact & Effort – *Our Lens*

We created a *lens* while looking at policy initiatives and directors' priorities

Two main lenses

- Low and High Effort
- Low and High Impact

Low Effort Defined

Low Effort was determined by directors as:

- Already allocated resourced
- Developed Strategic, or Master Plan
 - Community feedback loop in place
- Refocusing of existing program/project
- Consolidation of initiatives
 - Collaborate with other departments
- External partners are willing to play
- “Political champion”, resolution, audit findings
- Speed of project → ability to move forward

High Effort Defined

High Effort was determined by directors as:

- Reverse of the previous points (meaning: lack of resources, etc.)
- Measurements, do we have instruments?
 - Surveys, feedback, etc.
- Cultural shift, partnership with community
 - Leaving my individual needs, generational focus instead of “me in the now” focus
- Regional Alignment / be part of the solution
- Mobility



Impact Defined

Impact was determined by directors as:

- Able to see a change
- Sustainable
- Making Austin more livable
- Improve quality of life
- Getting “bang for a buck”



Themes Found

Low Effort / High Impact

- Racial equity training
- Mobility
 - Bonds
 - Existing Cap Metro projects and programs
- Workforce development
- Green jobs, co-op to hire, 21st century skills



Themes Found

High Effort / High Impact

- Health
 - Innovation district, greater healthcare education and access, digital health hub
- Affordability
 - Housing strategic plan
- Mobility
 - Bigger projects: Cut and cap I-35, better public transit, coordination between agencies
- Holistic development, preservation of culture
- Education, workforce development
 - COA EDC, after school programs, applied research hub in E Austin, tech/computer training



Themes Found

Low Effort / Low Impact

- Environmental
 - Urban trails, more nature, programs to get kids in nature
- Community health assessment
- US-Mexico incubator



Themes Found

High Effort / Low Impact

- Public safety, relations between community and APD
- Housing for disabled
- Cap Metro Project Connect
 - Green Line

Directors Lessons Learned

Lessons

- Improve performance metrics
- Legislative challenges
- Efficient communication tools between departments
 - Answer the Q: *How do we know the statuses of all projects?*
- How do we tell our story to the community?
- How might we create a common narrative between communities and City Hall?

Directors-Low Effort/High Impact

- Austin Affordable Fund (Strike Fund)
- Cultural Revitalization and Preservation
- Operationalize Racial Equity in City Practices
- Place Based Centers
- Colony Park Pool Installation (Master Plan)
- Gentrification and displacement policies
- Anti-Displacement Tools
- Co-op to Hire Education Program
- Promoting Immigration Inclusion
- Dashboard for Inclusive, Sustainable and Multi-Dimensional Growth
- "Green Collar" Jobs Program in Southeast Austin
- "Bridge the Knowledge Economy" Program
- Creative Districts
- Capital Metro Service Expansion
- Comprehensive Community Workforce Plan (Underway)
- Integrate Workforce Plans with City Afterschool Funding Curriculum
- Establish Restorative Justice Circles
- Greater Austin Community Schools Coalition, including Universal Pre-K
- Property Tax Mitigation Conversation
- Racial Equity and Implicit Bias and Education Training
- Create Eastern Crescent Cycling Association

Directors-High Effort/High Impact

- Holistic Community Development
- Community Affordable Housing Blueprint
- AISD/COA/Travis County Surplus Land Use
- Reform City of Austin's Economic Incentive Programs
- Higher Level Computer Training (for jobs)
- Cut and Cap IH-35 - Improving Connectivity between East & West Austin
- Place- and Race-Based Health and Healthcare Planning and Intervention
- End Food Deserts in the Eastern Crescent
- Land Use Reform
- Wage Improvement
- Improve Public Transit System
- Education: After School Programs for Children
- Access to affordable healthcare
- Availability of Affordable Housing
- Digital Health Hub
- Inclusive Cultural Atmosphere
- Training for higher paying jobs
- Comprehensive Land Planning City/State/AISD/CapMetro
- How should community capitalize on public land?
- Basic Level Computer Training (Education)
- Access to more affordable and healthy food
- East Austin as an Applied Research Hub
- Neighborhood Connectors
- East Austin Jobs
- "Formal" School and trade training
- 21st Century Health and Wellness Center in Central East Austin
- East Austin Pipeline - Education
- Mixed Income Housing and Inclusive Culture
- Safe East Austin - Public Safety Ideas
- East Austin 21st Century Skills Workforce Training and Innovation Center
- Connected East Austin – Mobility
- Healthy East Austin - Health Ideas
- Huston Tillotson University Opportunities
- Mobility Bond
- Community Health Assessment/Community Health Plan (CHA/CHIP)



Directors-Low Effort/Low Impact

- Negotiating Parkland and Open Space
- Adopt-a-Park East Austin Park and Park Beautification
- Families in Nature
- US - Mexico Incubator Accelerator
- Community Saturday School
- The Goodness Bench
- Library WiFi Hotspot Landing Program for Austin Residents
- Cites Connecting Children to Nature



Directors-High Effort/Low Impact

- Green Line
- Improved Public Safety in Neighborhoods
- Building/Housing Access for the Disabled
- Improve the Relationship with APD
- Green East Austin - Environmental Justice



Next Steps

- Brief Council working group
- Policy direction