

Hispanic Quality of Life Report

Introduction

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

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

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

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

This report aims to answer these questions and provide insight on the conclusions reached by the Community Oversight Team. As a way to advance the work that needs to be done, we strongly recommend the creation of a Hispanic/Latino Quality of Life Resource Commission.

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

In the four years since our task force began its review of the quality of life for Hispanic/Latinos in Austin, we have held many meetings, had many conversations, and done some soul-searching on the hopes, dreams and aspirations of Hispanic/Latinos of yesterday, today and moving toward tomorrow.

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

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

As taxpayers in the City of Austin Hispanics/Latinos are committed to securing economic investments by the City of Austin in the Hispanic/Latino community through the gamut of initiatives including business development, entrepreneurship, employment and skills training, mentoring; economic and financial incentives, access to capital, partnerships, and implementation of City policies and programs pertinent to employment, contracting and disbursement of local, state and federal funds in an equitable manner

to the Hispanic/Latino community. Further, we are committed to securing our proportionate share of social program funding for the Hispanic/Latino community since safety net security in childcare, health, housing and other social services assures the basic necessities which are the bedrock of economic development.

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

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

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

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

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

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

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

When it comes to civic engagement, too many Hispanic/Latinos are sitting on the sidelines, rather than involved in the process of governing and managing our city. Many participants in the Hispanic/Latino Quality of Life forums did not feel well-informed about issues related to economic development, workforce development, affordable housing, building wealth for families and resource development for

businesses to feel empowered to get involved. Our voices should be heard in all facets of city government, on boards and commissions, and all levels of our community, making a difference on the issues that affect us all. And, the pathways for our youth to become tomorrow's leaders should be created today in the form of internships, exposure to mentors, and summer job opportunities.

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

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

Cesar Chavez

Community Oversight Team:

Chair:

Teresa Perez-Wiseley

Members:

Susana Almanza

Johnny Limon

Lupe Morin

Sylvia Orozco

Rose Reyes

Geronimo Rodriguez

Ad hoc member:

Celia Israel

Executive Summary:

Although this report sought to explore quality of life issues for Hispanic/Latinos in Austin, the recommendations contained within this report most directly address the last question by providing insight into City programs, services and other opportunities available. There are recommendations in this report that will require further discussions with the City Council and community, therefore the City Council should create a Hispanic/Latino Quality of Life Advisory Commission, which will be responsible for tracking progress of the Hispanic/Latino Quality of Life Initiative recommendations.

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

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

Education

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

Our school-age children would benefit from additional programs where truancy and dropout identification, intervention and prevention can occur at an earlier age for a child. This can be done by enhancing current partnerships and collaborations with Travis County, local ISDs, area colleges and universities and local non-profit organizations. Also, if the City of Austin enhances current recreational activities and ensures successful programs are offered year round and in targeted areas of town, this could help children become responsible, mature adults. One way that would aid in this maturation is to expand on summer youth programs and summer job opportunities to offer training and career counseling programs for Hispanic/Latino students.

Youth

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

We feel Hispanic/Latino youth would be best served if the City were to collaborate with other governmental and nonprofit entities to offer programs and services to combat truancy and increase graduation rates. To ensure that youth grow to be healthy adults, there needs to be an increase in health initiatives and services targeted at youth. A program should be created that offers health classes that focus on topics of discussion such as wellness, the importance of healthy foods, the benefits of gardening, the results of exercise and the advantages of family planning.

Housing and Community Development

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

The City of Austin's limited income residents, which include significant numbers of Hispanic/Latinos, would be well-served by housing policies that disperse affordable housing citywide, to minimize race and ethnic segregation. The City should also create policy that would create more housing options for the poor and working poor and initiate efforts to slow the rate of gentrification.

Cultural Arts

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

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

The City should provide a comparison of all cultural arts (all media) funding over the past six years with Hispanic/Latino funds awarded. The difference found after the comparison has been made should then be placed on a schedule of not more than five year to bring parity, beginning with 30 percent the first year, 25 percent the second and third years and 20 percent the fourth year. By the fifth year, all cultural arts program funding should reflect the demographic population in accordance with the 2010 census.

Economic Development

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

The Austin economy in general and the Hispanic/Latino communities in particular would benefit from an economic development climate that seeks to act as a catalyst for investment in the Hispanic/Latino business community through training and mentoring. This can be done through the Small Business

Development Program and should include training on the City's business development policies and how to start up a small business. To ensure that Austin's business culture is reflective of its population, the City should provide incentives and access to capital dollars as a way to increase the recruitment of Hispanic/Latino businesses to Austin. However, for any new business to maintain the incentives given to them, whether they are a Latino business or not, must create jobs that pay a living wage for all employees

Health

We believe there needs to be improvements for increased access to healthcare services and information by promoting and protecting a healthy community through the use of best practices and community partnerships.

Improved health outcomes for our community are critical and could be achieved in a number of ways. First, we feel that there needs to be improvements to the overall service delivery model at local health clinics to ensure cultural and language barriers are broken and services to those who need it are met. To reach the greater Latino population, the City could hold educational classes at recreational centers, neighborhood centers and other City facilities to promote healthy lifestyles and healthy eating. These classes could be a forum to promote the use of parks and trails as community gathering sites for exercise and recreation and to endorse community gardens as a means to a healthy lifestyle.

Civic engagement

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

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

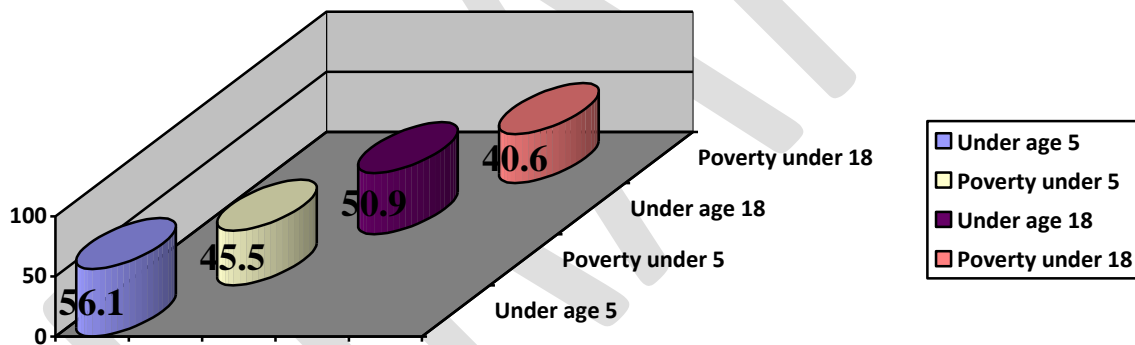
We encourage the creation of a pool/database of Latino leaders and their areas of expertise, for distribution to council members to help diversify participation on boards and commissions and create a pool of experts. This would help ensure that City Boards and Commissions reflect community demographics.

Education

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

Issues

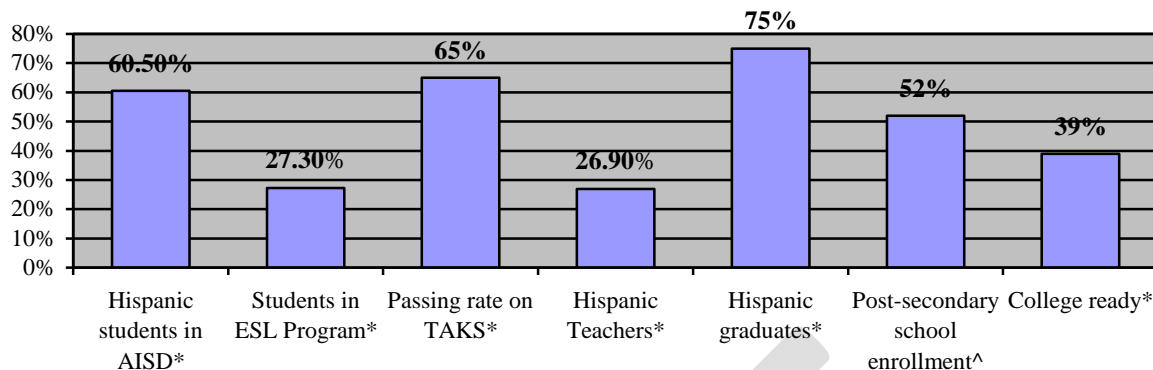
The growth of Hispanics dominates overall population growth in Austin. In 2010, Hispanics in Austin were 35.1 percent of the total population. The areas of the greatest growth among Hispanics manifest itself in the very young. The graph below shows that 56.1% of Hispanics are under age five while 50.9%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



The Austin Independent School District (AISD) is the predominant ISD serving our community. There are some recommendations that the City of Austin has direct control over, while others will require local ISDs to take the lead. We understand that the City of Austin has no purview in the operations and policy of an ISD; however, we feel the City can facilitate discussions and be a valuable partner in implementing some of these recommendations. The following are some significant statistical education data¹ compiled that was critical in the development of our recommendations.

¹ *2011-12 Texas Education Agency's Academic Excellence Indicator System (AEIS) Report

^ AISD Postsecondary Enrollment Report



In 2011, dropout rates in AISD for Hispanic students in grades 9-12 was 13.1 percent². A contributing factor to this could be that there is a lack of collaboration between governmental, corporate and educational entities to foster student academic excellence. We also feel there is a lack of summer youth programs, comprehensive mentoring programs, and an overall lack of training programs for students that are seeking non-college careers.

Recommended Strategies:

(YEAR ONE)

Urge continuing collaboration between the Joint Subcommittee of AISD, City of Austin and the Travis (JSC), and recommend the group consider the recommendations from this report and the Hispanic Quality of Life Initiative

1. Establish a way to for the JSC to collaborate and communicate with Hispanic/Latino Quality of Life Advisory Commission that is recommended for creation in this report.
2. Exchange work plans between the two groups, as is practical.
3. Partner as a community stakeholder to ensure support for an AISD Health and Medical magnet school.

(YEAR TWO)

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

1. The City needs to work with the various governmental agencies to ensure there is increased participation of high risk youth in the current summer youth employment program by.
2. The City should develop incentive programs for attendance and performance based merit if such aspects do not currently exist within the current Summer Youth Employment Program.
3. The City should work with local ISDs on a system that can identify high risk youth eligible for 30-day summer employment pilot program and find a partner to assess and evaluate. This

² Texas Education Agency/Academic Excellence Indicator System (AEIS) Report

is being done with the goal of increasing the number of participants by twenty percent in the subsequent year.

(YEAR TWO)

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

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

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

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

(YEAR TWO)

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

1. As a community, we need to challenge other organizations to model the employee participation rate of the City of Austin as a way to increase tutoring, mentoring, homework assistance, and literacy program participation.
2. Encourage the development of partnerships that support vocational trades and trade unions with public middle schools and higher.
3. Enhance collaborations and partnerships on dropout prevention programs with the goal of increasing graduation rates.
4. Continue to support the strategies and tools identified in “Connecting the Dots” to serve as an early warning system to identify potential dropouts. Continue a community-wide dialogue on this issue through the established partnership between the Joint Education Subcommittee of AISD/COA/Travis County and the Hispanic/Latino Advisory Commission recommended for creation in this report.
5. Encourage community leaders and subject experts to engage in a conversation and develop or enhance programs aimed to identify indicators, signs, and patterns that emerge in potential dropouts that are similar to the pilot software program implemented by the City, County and AISD that enabled service coordination with results accountability between entities.
6. If the current pilot supports it, create a centralized community youth court for truancy and non-traffic offenses filed against youth under the age of 17. This court would be supported by juvenile case managers charged with working with youth, families, school and the community to identify solutions. Align this Community Youth Court with the Downtown Austin Community Court to speed implementation, avoid duplication and maximize efficiency. Promote accessibility of the Community Youth Court by also convening on school campuses or other public facilities throughout the community
7. Partner with local ISDs and Travis County to establish parent support programs that target reductions in truancy.

(YEAR TWO/THREE)

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

1. We feel the City of Austin should consider establishing apprenticeship programs for trades/careers that do not require college degrees such as mechanics, linemen, police officers, firefighters, pilots and other identified career fields. There should also be increased outreach and mentoring for potential female Hispanic/Latino recruits.
2. Cooperative partnerships should be sought with private, public, non-profit institutions and trade unions to make these trainee programs and career efforts successful.

Youth Services

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

Issues:

A number of issues exist regarding the services for Latino youth in the Austin area. Two of the more prevalent issues include that Hispanic youth make up a large population of the juvenile justice system and many do not have adequate health coverage. Additionally, most Hispanic youth are unemployed and/or underemployed and lack the basic skills to help them secure work once they reach adulthood. A lack of internships geared toward Hispanic youth prevents Hispanic youth from learning the basic skills needed for gainful employment. Organized sports and other activities that promote youth development are lacking in low income areas. There is also a need for these sorts of organized activities for Hispanic females. The single underlying issue common to all the issues is the lack of transportation services and transportation alternatives for Hispanic youth, especially those that live in low income areas of Austin.

Recommendations Strategies:

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

1. Expand the number of computer labs at recreation centers and offer more classes like the Connected Youth program at the Austin Public Library that teach basic skills that can help secure gainful employment. The City will begin the Roving Leaders program, which will include a portable computer lab that will serve the areas with the highest need. If the program proves to be successful, the City should look at expansion of the program to impact more children.
2. Create and/or enhance youth art, music, writing, theatre, dance & performing classes at recreation centers and look into offering music production & business workshops as means for youth development. The current Enrichment component of the Recreation Center After School programs includes an arts component. This program is one that could be expanded to be offered as a stand-alone class and offered in low-income areas.
3. Work to incorporate more co-ed sports (such as volleyball, kickball, etc.) into current program offerings and implement more organized activities for Hispanic females.
4. Provide all levels of swimming lessons, in both English and Spanish, based on a sliding fee scale in low-income areas. The department currently offers approximately 600 swimming lessons free of charge to individuals who qualify. Staff has communicated that the 2014 budget year is poised to offer sliding scale fees for recreation programs. We encourage City Council to ensure the fees are properly vetted and a sliding scale approved.
5. Provide healthy drinks and snacks in the vending machines at area recreation centers, including during programs, and offer healthy food workshops. We applaud the City Council for directing staff to develop a policy regarding healthy snacks and vending machines products. We were

pleased to discover that recreation centers and departments are making efforts to reduce high calorie snacks and high sugar drinks in advance of this policy.

6. The Parks and Recreation Department should provide venues to organizations in low-income areas to host youth events and ensure that outdoor concerts at recreation centers provide music and entertainment by youth
7. Support and fund extending recreation center hours and extending hours of lighting for outdoor sports, primarily in the late spring to early fall hours.

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

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

Increase health services for youth.

1. The City needs to collaborate with local ISDs to develop strategies and programs aimed at reducing the number of homeless youth and those suffering from student mobility each year.
2. Ensure that there are allocations of housing funds that give priority to families with youth, especially those in situations where housing is needed immediately.
3. Enhance/incorporate health programs to educate youth on the issues related to teen pregnancy, sexually transmitted and communicable diseases.
4. Establish and enhance health classes that focus on topics of discussion such as wellness, the importance of healthy foods, the benefits of gardening, the results of exercise and the advantages of family planning. The Parks and Recreation Department, along with the support of the community, should help plant and care for community gardens in areas where they are established.
5. The City should enhance the early warning detection system within APD as an end to racial profiling and provide classes informing youth of their rights in the situation that they are stopped by the City of Austin Police

Enhance career building and employment opportunities for youth.

1. The creation of a City-wide Youth Employment/Internship Office would provide outreach for employment opportunities.
2. Establish an online job search engine specifically for teens on the City of Austin web page.
3. Provide adequate funding to establish paid internships in various City departments throughout the year.
4. Look at the feasibility of possibly including into contracts with non-profits summer jobs/internship placement for youth.
5. Target low-income youth for employment and internship opportunities that pay a living wage.
6. Look into the feasibility of a partnership with local ISDs with the goal of offering classes on Financial Education to youth at various City facilities and/or local schools.
7. Support the creation of public/private partnerships to provide trade jobs such as culinary arts, to prepare youth to become professionals in certain trade fields.
8. Support the creation of public/private partnerships to provide real life skill jobs training at City facilities.

Strengthen transportation services for youth.

1. We feel the City should make sidewalk installations and repairs in low-income communities a priority, that the City provides bike lanes in low-income communities, and work with local ISDs to ensure that appropriate signage is visible around schools to ensure the safety of students.

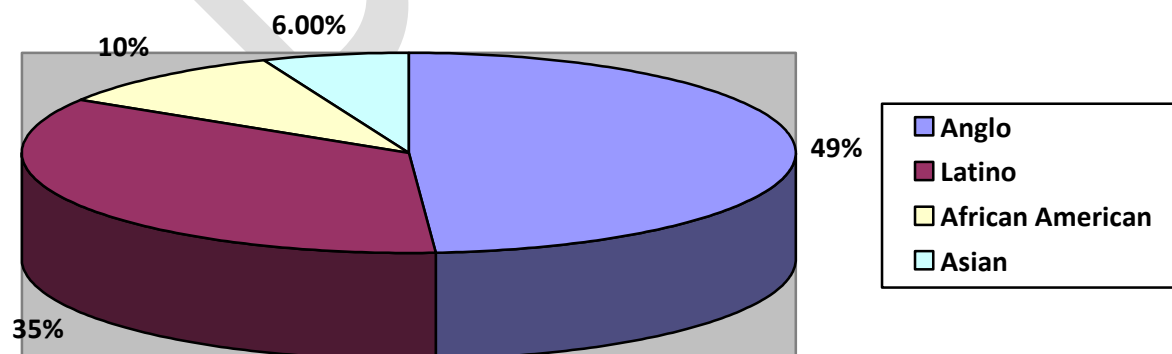
Housing and Community Development

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

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

Demographics

The City of Austin has reached a unique threshold in terms of racial composition, by becoming a “majority-minority” city. This means that in Austin, no ethnic or demographic group exists as a majority. The Anglo (non-Hispanic white) share represents just fewer than 49 percent of the population in 2010. The Hispanic (Latino) share has steadily increased since 1990 to 35 percent of the population in 2010. The Asian community has also grown considerably in the last ten years. In 1990, the Asian community represented about 3.3 percent of the population - in 2010 this share has grown to just over 6 percent of the population. African Americans comprised about 10 percent of Austin’s population in 1990. In 2010, the African American percentage has dropped to just under eight percent and is expected to continue to decrease as the city continues to increase in population.⁴ African Americans as well as other demographic groups have migrated to surrounding areas outside the city limits - the suburbs and neighboring communities. The geographical dispersion of affordable housing has also moved into the suburbs as the Austin housing market has become more expensive. This also accounts for the migration of residents to the suburbs.



Poverty

Poverty levels have increased in Austin. In 1990, the poverty level was slightly below 18 percent. In 2000, the rate dropped to just above 14 percent; however, by 2010, the rate climbed to just over 20 percent. Some groups are disproportionately represented in poverty, especially in the areas of race and ethnicity, age, and education. The Community Action Network (CAN) has found that 27 percent of all Hispanics, 21 percent of all African Americans, 10 percent of all Asians, and 10 percent of all Anglo (non-Hispanic whites) live in poverty in the City of Austin.

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

Issues

The City of Austin's most recent Housing Market Study (2008)³ identifies that in Austin neighborhoods, rapidly increasing property appraisals are leading to much higher tax bills, which might be unaffordable to some homeowners. For example, one Holly neighborhood property appraised at \$77,000 in 2003. In 2008, the property appraised for \$158,000. Although tax rates actually decreased, the increase in appraised value caused the tax bill to rise from \$700 in 2003 to \$3,100 in 2008. Additionally, this property was receiving a homestead exemption, meaning that some taxing units were not taxing on the fully appraised value, thereby lowering the overall tax bill. If the property had not received a Homestead Exemption and had been a rental property, for example, the full tax bill would have been nearly \$3,500³.

Renters are not immune to these increases, even though they do not pay property taxes directly. Landlords pass on the cost of property taxes to their renters, so as property taxes rise, so does monthly rent. Property taxes are one reason that rents are higher in Austin than in other comparable cities. The Housing Market Study also cites an increased need for affordable housing with a growing gap of units affordable to those earning 30 percent median family income or below – signaling a need for roughly 39,000 units affordable to households making fewer than \$30,000.

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

³ City of Austin Comprehensive Market Study (2008)

Recommended Strategies

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

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

- Develop a Community Land Trust (CLT), which is a tool to preserve public investment in affordability and preserve affordable units in perpetuity. The CLT will retain ownership of the land, while the homeowner owns the improvements. The CLT limits the sales price of the home and requires that subsequent buyers be income-eligible. CLT homeowners will receive a share of the appreciation when the affordable unit is re-sold. This model provides future opportunities for low-to moderate-income households to buy the home at an affordable price. Without this type of mechanism in areas in which housing prices are increasing rapidly, the subsidy given to low-income households is lost to future residents when the house is sold. In addition, a CLT would allow the City to reach deeper levels of affordability for lower-income homeowners.
- Continue the work that has championed by the Community Development Commission and other stakeholders to develop a housing siting policy that would promote geographically dispersed affordable housing throughout the community. This work is aligned also with the recommendations put forward in the Imagine Austin Comprehensive Plan.
- Establish a land banking program. A land banking program is a program whereby land is acquired by a division of government or nonprofit with the purpose of developing affordable/workforce housing or engaging in revitalization activities. After a holding period, the land is sold to a nonprofit or private developer, often at a price lower than market, who agrees to the land use conditions (e.g., creation of affordable/workforce housing).
- Support the preservation of affordable housing particularly in East Austin through continued funding of home repair programs, specifically designed to preserve housing stock in gentrifying areas by creating easy to access capital for eligible low-income residents. This provides for increased opportunities for senior to age in place while preserving the integrity and character of neighborhoods in East Austin as well as prolonging the life span of much needed affordable housing in Austin.
- Prioritize preservation strategies and funding mechanisms in order to improve physical conditions of the existing single-family and multi-family housing through sensitive, well-designed, and coordinated rehabilitation efforts for both ownership and rental properties.

- Increase partnerships with other public entities, including but not limited to federal, state, county, educational and other local governmental agencies to identify the inventory of parcels appropriate for constructing affordable housing through mechanisms such as transfers or leases. Investigate the use of appropriate City-owned public property as options for affordable housing, particularly land that is already owned by the City of Austin to include the Betty Dunkerley Campus.

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

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

Provide leadership and education for affordable housing and community development

- Ensure system for documenting housing applications and contact information to ensure information is well documented and a waiting list for public housing is accurate and carefully maintained.
- Provide tools to refine decision making around affordable housing and community development needs and market conditions, for more data-driven, place-based investment decisions.

Promote sustainable practices.

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

Top 5 Housing Priorities

(Year One)

1. Make City of Austin surplus public property available to non-profit housing groups to build affordable housing.

2. Preserve Existing Affordable Units throughout city. Target housing criteria to include the poor and working poor at the following levels: 0-30% Medium Family Income (MFI) and 40-60% Medium Family Income.

3. Restore the Housing Trust Fund to \$1million or more annually.

(Year Two)

1. Include Funds for Affordable Housing on all future Bond Packages.

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

3. Develop affordable housing at the Betty Dunkerley Campus

(Year Three)

1. Restore residential land uses to fill vacant lots and land that was historically occupied by housing.

2. Increase partnerships with other public entities, including but not limited to federal, state, county, educational and other local governmental agencies, to identify and inventory of parcels appropriate for achieving affordable housing through mechanisms such as transfers or leases.

3. Preserve the integrity and character of existing housing in Central East Austin by funding rehabilitation over demolition.

Cultural Arts

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

Data:

100% of all Latino applications are funded, however, there has been a decrease in the percentage of Latino contractors. The following data is provided to show the number of applicants and percentage of funded applicants from FY 2007 - FY 2012, reflecting a high percentage of Latino applicants awarded funding.

Applications and Awarded Contract Data

Core Programs

Latino	FY07	FY08	FY09	FY10	FY11	FY12
Applicants	26	25	33	34	30	26
Contracts Awarded	25	25	31	34	28	26
% Applicants Awarded Contracts	96.2%	100.0%	93.9%	100.0%	93.3%	100.0%

Applications and Awarded Contract Data

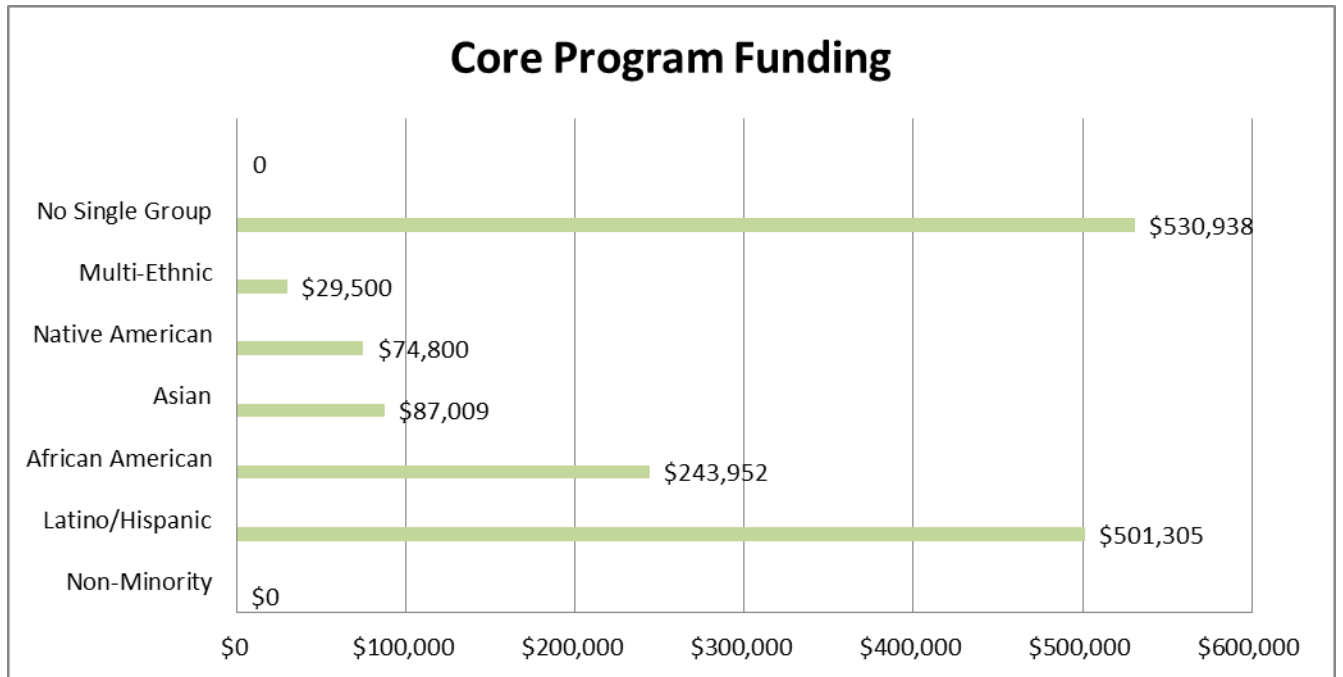
Cultural Expansion Program (formerly Capacity Building Program)

Latino	FY07	FY08	FY09	FY10	FY11	FY12
Applicants	7	7	6	10	9	8
Contracts Awarded	7	7	6	10	9	7
% Applicants Awarded Contracts	100.0%	100.0%	100.0%	100.0%	100.0%	87.5%

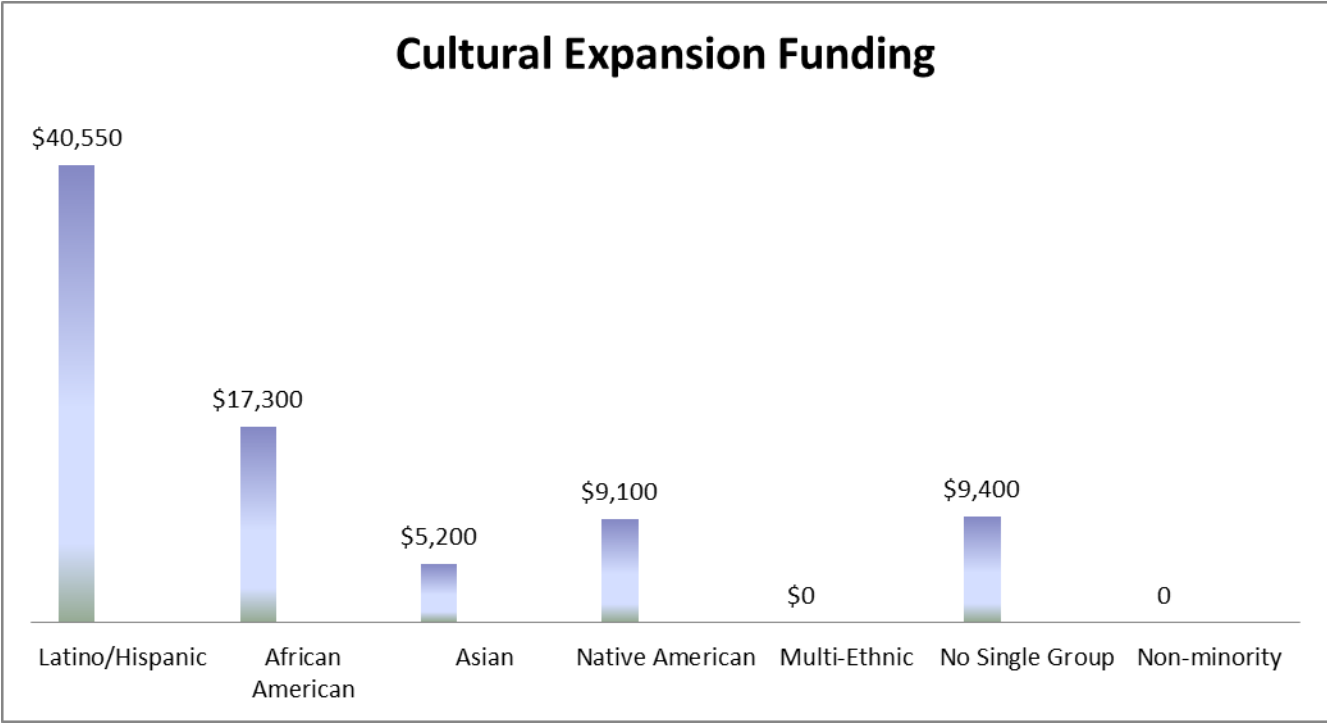
The Cultural Arts Division (CAD) maintains cultural funding records for 5 years as per State of Texas Record Retention requirements, and so the City is unable to compare this data to number of applicants and prior to FY 2007. Within the 5 year history, the number of Latino applicants fluctuates by 10 applicants in the Core Funding program, and by 4 applicants in the Cultural Expansion Program. The following charts illustrate the distribution of dollars by ethnicity for core program contracts, the Cultural Expansion Program (CEP) and the Community Initiatives contracts.

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

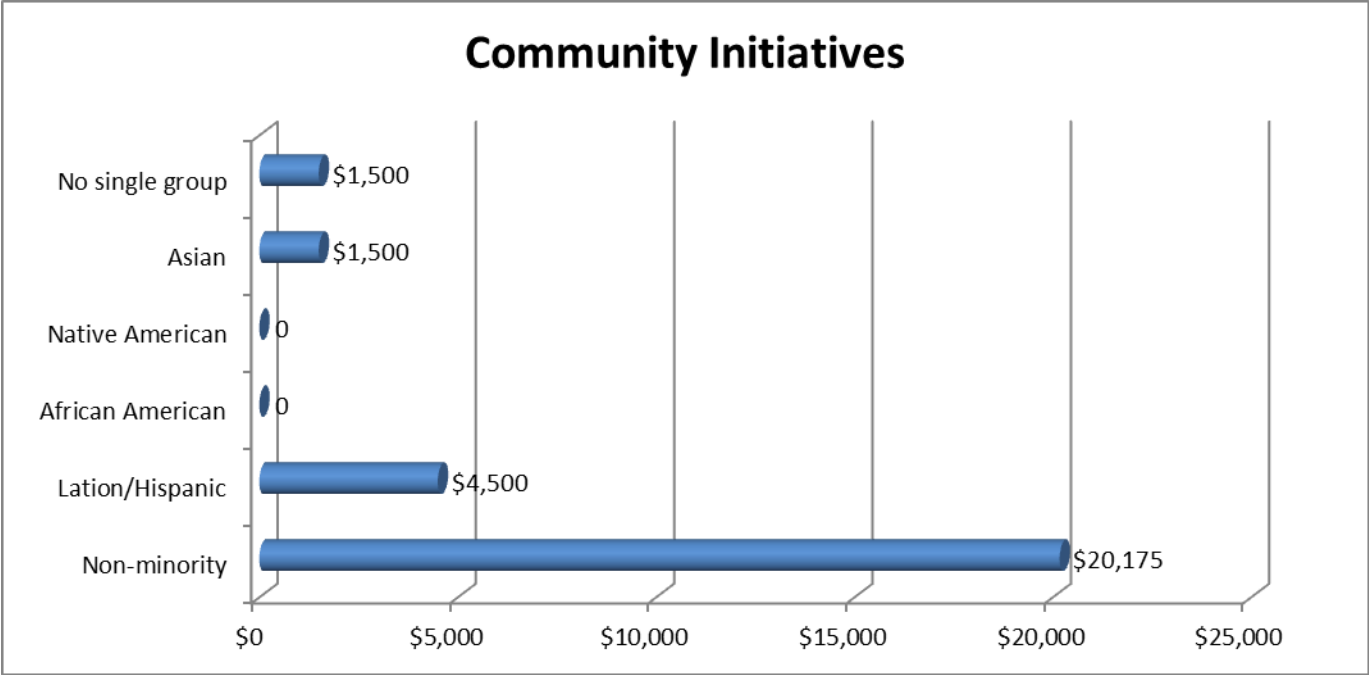
- Organizational Support - Request levels up to \$200,000 depending on organization's budget size.
- Project Support - Requests of \$25,000-\$100,000 by organizations for specific arts project activities.
- Project Support II - Requests up to \$25,000 by organizations for specific project activities.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



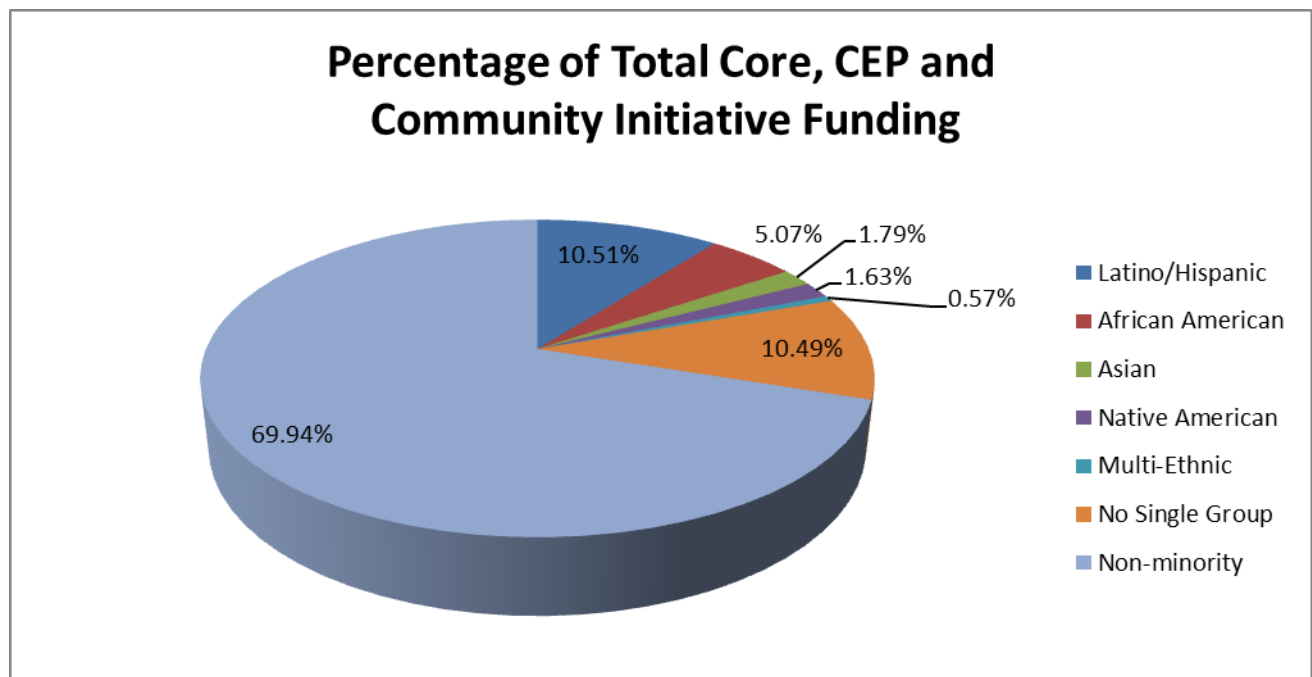
The Cultural Expansion program is designed to strengthen the organizational marketing capacity and audience development of creative, culturally-based organizations, the Cultural Expansion Program (CEP) responds to a need to effectively market and increase the visibility of these arts organizations that traditionally provide programs and services primarily for minority and traditionally underserved segments of the community.



The Community Initiatives program is open to those applicants that are an incorporated, tax exempt, 501c arts organization residing in Austin or its Extra Territorial Jurisdiction. Individual artists and other arts organizations may apply under the umbrella of a 501c organization. Project activities must involve the marketing, production, presentation, and funding of a public performance or exhibition open to both residents and tourists.



The last chart shows the funding percentages of the total FY12 Core, CEP and Community Initiative funding allocations by ethnicity.



Under the Bed Tax Cultural Arts Fund, the City of Austin collects a total of 9 cents of Hotel Occupancy Tax. Two cents of this tax is dedicated to the Venue Project Fund. Per City Code, the Cultural Arts Fund receives about 15% of the remaining 7 cents (1.05 cents). This, "...may be used for the encouragement, promotion, improvement and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, execution and exhibition of a major art form."⁴

Recommended Strategies:

Programs and Use of Public Cultural Facilities

FY 13-14-YEAR ONE

Emma S. Barrientos Mexican American Cultural Center

- Create programs and facilitate rentals to make it more accessible to Latino artists and organizations.
- Improve ESB-MACC administration and operations, to make it more accessible to Latino artists and organizations.
- All rental fees generated by the ESB-MACC should go to Latino programming, not the general fund.

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

- Arts and skill development training should be provided free of charge to teachers, and service agreements with cultural arts organizations should be instituted.
- Increase funding for operations and programs for the MACC.

City of Austin Recreation Centers

- Increase funding and programming at recreation centers, senior centers, and other APARD facilities to provide arts programs in partnership with Latino arts organizations
- Establish and utilize service agreements made with Latino cultural arts organizations so that Latino arts organizations can provide cultural services to the community at the MACC or recreation centers.
- Provide financial support for art education and training facilities focused on the Latino community.

Nurture and Promote Arts Organizations

FY 13-14-YEAR ONE

City of Austin Support for the Arts

- The City must recognize, preserve and celebrate Latino art, culture and history. The City must also establish, enhance, cultivate and embrace, by financial support and resources, Latino Cultural arts institutions, both public and private, and service providers and programs.
- In order to increase Latino arts organizations and community participation, the City should support and promote new festivals and art projects and mentorships. The City should continue to promote existing events, while expanding programming and other cultural arts applications.
- We encourage the City of Austin to partner with the Austin Convention and Visitors Bureau and other business organizations to promote Latino arts in Austin.
- Provide more outreach in an attempt to increase the number of Latino arts organizations funded under the Cultural Arts Funding program
- Create a new category under the Cultural Arts Funding Program to support cultural and heritage festivals that are based on tradition. These festivals should celebrate and promote the cultural history of Latinos in Austin.
- Provide financial and in-kind support from the City of Austin (such as fee waivers, permits, security) in this program. (Organizations applying in other category should be permitted to apply in this category.)
- Arts funding must be increased to reflect Austin's population.
- Capacity-building, as well as expansion funding, should be retained and "in kind" contributions should be considered as an allowable match.
- Evaluate funding system and formula to make sure the results are reflective of the Hispanic Quality of Life recommendations.

City of Austin Cultural Arts Department

- The City of Austin should create a standalone department that oversees cultural facilities and artist funding of all disciplines, including music.

Completion of Existing Latino Arts and Facilities Projects

FY 13-14-YEAR ONE

- Celebrate and promote the cultural history of Latinos in Austin
- Complete existing and proposed cultural arts facilities and projects, such as the Mexican Art Museum and Plaza Saltillo to advance Latino art and Latino arts organizations in the community.
 - a. The 5th Street Mexican American Heritage Corridor
 - i. The City of Austin should designate and officially name the 5th St. Mexican American Corridor through signage and promotion on official City information sites. Fund a Master Plan for the 5th Street Mexican American Heritage Corridor to provide a vision that would enhance the history of the Mexican Americans in downtown Austin. Include 5th Street in the Great Streets Program in next bond election.
 - b. Republic Square Park
 - i. Include in the Master Plan and in the design of Republic Square a component of the past history of the Mexican Americans in downtown Austin through public art, way finding signage, markers, apps, etc.
 - c. Mexic-Arte Museum
 - i. Work with Mexic-Arte Museum to facilitate a new building for the preservation and collection of Latino and Mexican art.
 - d. Rainey Street
 - i. Work with community to relocate historical homes to preserve history.
 - e. Saltillo Plaza
 - i. Work with Capitol Metro to develop Saltillo Plaza District.

FY 14-15-YEAR TWO

- Continue to support Year One Activities.

FY 15-16-YEAR THREE

- MACC Phase 2 and 3 – Include funding for Phase 2 and Phase 3 in the next bond election.

FY 16-17-YEAR FOUR

Complete the following:

- Manuel Donley Museum
- Tejano Trails
- Velasquez Plaza
- New Austin History Center/Museum

Other related recommendations:

- Provide more City support of cultural arts for youth (especially music)
- Uncover the history of Latinos in downtown Austin: Celebrate it, promote it
- Develop a cultural arts internship program at the City of Austin
- Create citywide supported arts mentorship program
- Create and fund citywide event/promotion to Hispanic events with ACVB
- Assist in developing a Latino Arts Alliance group to bring Latino Arts organizations together

- Multicultural Musical: visual arts piece (signage or art) to show: “The Live Music Capitol of the World”
- Market Austin Latino Arts and Music: Collaborate with Latino Arts organizations, ACVB, Latino ad agencies
- Create a Latino Arts Month/Festival: Latino Music Month
- Sponsor a mural to place at the wall under the train at 3rd or 4th and Lamar, Republic Square and other places, showing Austin’s Hispanic Heritage in downtown area
- Create service agreements for COA property usage:MACC, Parks and Recreation, other City properties
- Place Parks and Recreation Department Arts Program under Cultural Arts Department
- Include in Capital Improvements: 5th Street Corridor, 7th Street Corridor, 1st Street Corridor
- Create Cultural Arts Department—as stated/recommended in top 3 recommendations in Create Austin
- Place under Cultural Arts Department—consolidate City Museums and Cultural Arts Centers
- Keep capacity-building funding program in the Cultural Arts
- Include all HQL recommendations in Imagine Austin Comprehensive Plan
- Move Latino arts organizations to increase applications for grant judging and educate on process
- Funding for cultural arts needs to have a competitive formula for distribution of funds
- COA needs to ensure that the “in kind” contributions for non –profit arts program are calculated as part of their total amounts for annual funding, i.e. free rent for arts programs, etc.
- COA needs to utilize neighborhood centers, senior centers, and other APARD facilities in providing arts programs in partnership with non-profit arts
- COA needs to take the lead and partner with other agencies to promote and market Austin as a cultural city, i.e. “The Best Cultural Hispanic City of Texas.”

ECONOMIC DEVELOPMENT

VALUE STATEMENT

We are committed to providing for the economic development and economic security for the Hispanic/Latino community in the City of Austin, by working with the City of Austin to accomplish the goals expressed in this Hispanic/Latino Quality of Life Report. Many of these programs provide enhancement for the “individual” wealth of entrepreneurs, but we realize that certain segments of the population simply cannot take advantage of the opportunities in a free and open market society, due to personal, family, or natural situations. Therefore, the goals expressed include provisions and affirmations for securing the social safety net and social justice for the community, which is a critical departure point for holistic economic development.

BACKGROUND DATA

- *income*
- *employment*
- *business ownership and income (from Teofilo’s report)*
- *personal ownership*

RECOMMENDED STRATEGIES

Initiatives and Programs: Expansion, Oversight and New Directions

Recommendation:

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

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

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

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

small Businesses		
Total Project Cost	\$100 million	
Annual Program Budget		\$2.2 million

Recommendation:

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

Issue:

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

Recommendation:

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

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

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

Issue:

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

Recommendation:

Create a Local Hispanic Historic Preservation District, to start with the Rainey Street Historic District, and ranging east of IH35 to include Holly, East Cesar Chavez, Barrio Unido, Buena Vista, Cristo Rey, Guadalupe, Govalle, and Johnston Terrace neighborhoods (roughly Rainey on the west, Lady Bird Lake on the south, E. 7th on the north, and 183 on the east). In addition, create a Hispanic Historic

Preservation Fund to enable preservation of cultural, social, economic, political and architectural history of relevance to the Hispanic community.

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

- City of Austin Neighborhood Housing and Community Development (NHCD) Program Community Preservation and Revitalization (CP&R) Business Loan Program provides financial assistance in the form of small business loans to financially and geographically qualified small businesses within the CP&R Zone. The CP&R Program serves to retain, expand, and relocate small businesses in the CP&R Zone, which is in East Austin. The boundaries are IH 35, Manor Road, Ed Bluestein Blvd. and Riverside Drive. We recommend extending the boundaries to areas of Dove Springs/North Central/Northeast Austin (using the 2010 US Census to identify additional areas of economic need for the Hispanic/Latino community).
- NHCD administered small business programs such as the Community Development Bank in partnership with PeopleFund and Micro-enterprise Technical Assistance in partnership with BigAustin.
- Enterprise Projects of the Governor's Office of Economic Development's Texas Enterprise Zone Program as the opportunity to help projects outside the Enterprise Zones. It will identify and/or initiate projects in economically depressed areas such as Dove Springs, North Central and North East Austin with large Hispanic/Latino populations.
- SBDP offering direct technical assistance to individuals that are looking to start a business, or that have been in business for three years or less. This service is offered at no cost to the customer, and has no limits on the amount or timeframe of services used for businesses located inside the Austin city limits.
- Small and Minority Business Resources Department (SMBR) programs instituted to serve the needs of the small and minority business communities by meeting and negotiating on all expansions and recruitments to advance their business economic development. They also include Hispanic/Latino economic development needs in the process of coordinating business opportunities and strategies. This is in addition to EGRSO SBDP's services are designed to help the generic population to start, survive, and grow in a competitive business environment, regardless of the owner's ethnicity.

With regard to Austin City Council Resolution No. 20120112-058 concerning third-party agreements which include developer participation agreements, economic development agreements under Chapter 380 of the Texas Local Government Code ("Chapter 380 Agreements"), ground lease agreements, all third-party agreements negotiated between the City and private entities desiring to develop City-owned property, and any agreements

pertaining to facilities constructed by private entities in conjunction with reliance on the City's endorsement pursuant to the Texas Major Events Trust Fund Act ("Eligible Third-party Agreements"). SMBR is charged with determining compliance for third-party agreements.

- Third-party Agreements comply with the standards and principles of the City's M/WBE Ordinance.
- Third-party Agreements contain contract terms requiring the third party or private entity entering into the contract to comply with the standards and principles of the City's M/WBE Ordinance.
- Third-party Agreements will include the establishment of ethnic specific M/WBE utilization goals, and a requirement that contractors and consultants on the subject project either meet the ethnic specific M/WBE utilization goals or demonstrate a good faith effort to meet the goals with respect to any design or construction projects including, but not limited to, construction of any leasehold improvements for the subject project.
- Third-party Agreements shall include the requirement of an outreach program designed to solicit participation of minority-owned businesses, women-owned businesses and small businesses.
- Third-party Agreements shall include a requirement that the Third Party use commercially reasonable efforts to provide minority-owned, women-owned, and local small businesses an equal opportunity to participate as suppliers of materials and services for the subject project.
- Third-party Agreements shall include the requirement that the Third Party make commercially reasonable efforts to recruit residents of the Austin area for available employment opportunities.

Partnerships, Relationships and Incentives

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

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

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

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

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

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

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

- Partner with other funding entities and banks to offer low-interest loans for large Hispanic/Latino business ventures.
- Enhance partnerships and funding connected to performance and demographics with the Greater Austin Hispanic Chamber of Commerce and other economic development efforts targeting the Hispanic community.
- Expand partnerships with other agencies and banks to offer low-interest loans for small businesses, startups, and small business for expansion and increase awareness of such programs.

EDC Program: Fund a local EDC to address the problem of Hispanic scalable enterprises to:

- Execute an Applied Entrepreneurship Program for High Growth and Technology Commercialization
 - Manage three Renewable Capital Funds:
 - Venture Capital Fund for Hispanic High Growth & Technology Entrepreneurs
 - Low-Interest Debt Fund for Hispanic Non-Profits focused on Building Organizational Capacity and Assets
 - Low-Interest Debt Fund for Hispanic Small Businesses and Worker Owned Cooperatives
- (Source: see attachment: Economic Development by Teofilo Tijerina, EDCO Ventures)*

Business Recruitment, Job Creation and Employment

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

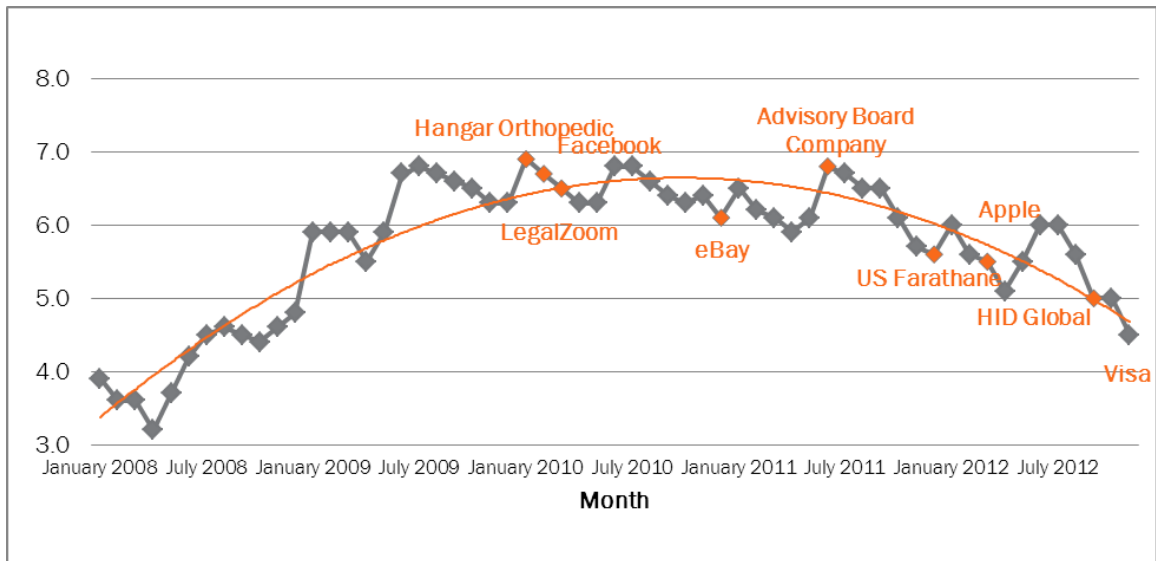
- **Initiatives to recruit Hispanic/Latino businesses to Austin**

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

Continue EGRSO's partnership with the Greater Austin Hispanic Chamber of Commerce (GAHCC) and others to develop new contract performance measures that include recruitment of relocations and expansions from Monterrey, Mexico and coastal port cities to take advantage of trade opportunities associated with the I-35 NAFTA corridor and the 2014 -2015 opening of the Panama Canal. In cooperation with the GAHCC, approximately 40 prospect companies are invited to Austin annually.

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

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



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

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

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

- **Adopt living wage for the City of Austin Chapter 380 Agreements**

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

A living wage (\$11) or the Department of Labor prevailing wage or whichever is greater, so that companies who build these facilities do not drive down area standards and in order for working adults to support herself or himself.

Safety protections, including safety training (in English and Spanish) and provide resources for adequate monitoring and enforcement. Workers' Compensation Insurance should also be provided.

Meeting or exceeding the MBE/WBE goals identified in the Chapter 380 agreements.

A minimum 20% of the jobs created should benefit economically disadvantaged population.

To further the economic impact, the development, training and recruitment of ex-offenders should also be part of the improvements.

Due to the potential impacts on subcontractors in Chapter 380 agreements, a stakeholder process to consider strategies for mitigating potential impacts on the subcontractors in Chapter 380 agreements should be established.

Work with subcontractors to resolve the prompt pay issues associated with subcontracting, including the possible requirement to establish a collateral pool.

TRAINING AND COACHING INITIATIVES

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

- The Small Business Development Program should create small business training for Latino youth; with family owned businesses, the Hispanic/Latino community would benefit from a program oriented to recruitment and training of its youth to prepare them for starting business of their own or to take over a family business. This could be done as a summer job initiative.
- Create business coaches/mentors to support minority businesses for their first three years. Expand the SBDP direct technical assistance to individuals that are looking to start a business, or that have been in business for three years or less. This service is offered at no cost to the customer, and has no limits on the amount or timeframe of services used for businesses located inside the Austin city limits.

Provide culturally competent public awareness and outreach. Provide semi-annual accountability/performance reports to insure that efforts are appropriate and successful to the Hispanic/Latino Quality of Life Advisory Commission (to be created).

- Include Hispanic/Latino community in Economic Development Initiatives and programs to insure participation by briefing local Hispanic organizations including the Greater Austin Hispanic Chamber of Commerce of upcoming incentives under consideration, and allowing representatives of the community including the GAHCC to meet with prospective companies
- Connect prospects with DSMBR to ensure MBE/WBE participation
- Ensure that there is no duplication of City of Austin services to MBE/WBE and to small businesses and contractors, in order to avoid outreach confusion

INITIATIVES TO ENHANCE THE ROLE OF THE NON- PROFIT SECTOR IN ECONOMIC DEVELOPMENT

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

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

- Structured financing and technical assistance to Hispanic/Latino owned non-profits.
- Create a program to train and assist in the development of Hispanic/Latino non-profit organizations to function successfully as businesses.
- Use Community Development Block Grant funds to create space within those census tract high poverty neighborhoods to house Hispanic/Latino non-profits that encourage Hispanic global tourism and convention businesses with Hispanic/Latino entities.
- Technical assistance services should be provided for the development of Hispanic/Latino businesses that provide local advocacy, community development, and long-term foundations for sustainability in economically depressed areas.

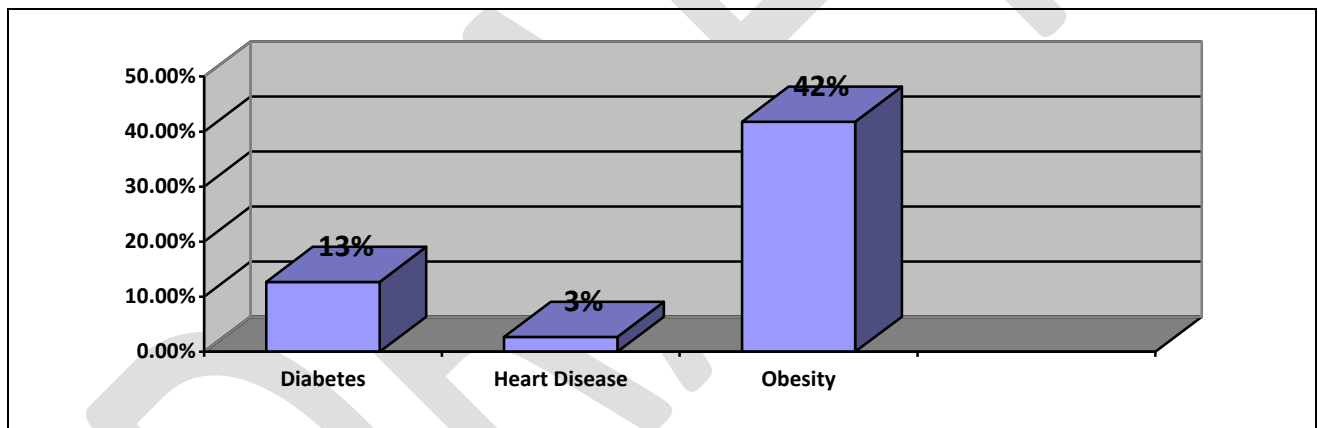
Healthcare

We believe that in order to increase and promote healthy lifestyles, the City of Austin should work to improve and increase access to healthcare services and information by promoting and protecting a healthy community through the use of best practices and community partnerships.

Issues and Demographics:

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

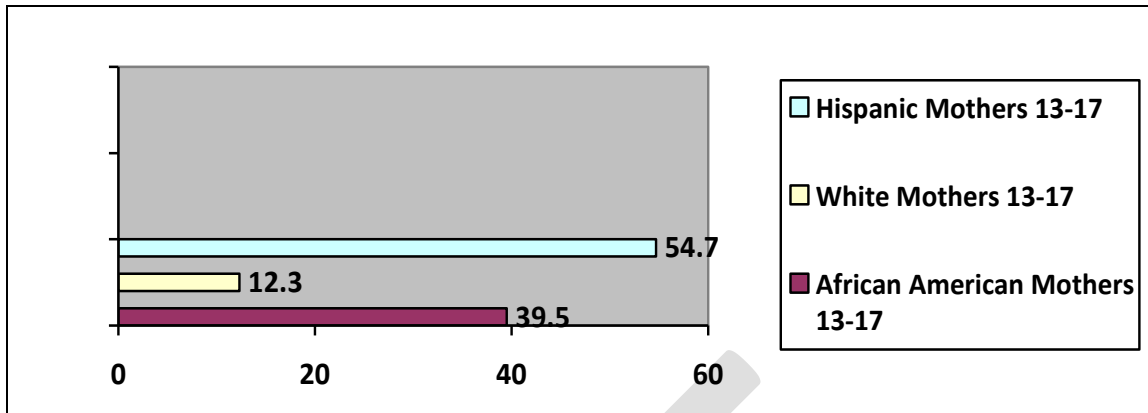
- In 2010, diabetes prevalence in the Hispanic population was 12% and is just slightly higher than prevalence for the State of Texas and Austin MSA. Cardiovascular disease prevalence in the Hispanic population was 2.7% and is significantly lower than the prevalence among Hispanics in the State of Texas.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



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

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

⁶ 2009 ATCHHSD Teen Pregnancy Birth Fact Sheet



- Early Childhood Contracts provides services thru sub contracting child care, home visits, family literacy, early learning, and supports to families, including families with medically fragile children or children with cancer. These services also include family counseling and early childhood intervention for children with developmental delays. The table below provides descriptive information regarding the number of Hispanic children served thru these contracts.

FY 2012 City HHSD Social Service contracts serving children 0-5

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

Health Disparities

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

Chronic Disease

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

Maternal, Child and Adolescent Health

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

Mortality

- Death rates from 2006-2009 indicate that Hispanic (5.6) males are more than twice as likely to die of Assault (homicide) than whites (1.9) or blacks (too low to calculate).
- Death rates from 2006-2009 indicate that Hispanics (19.6) die of chronic liver disease and cirrhosis at a higher rate than whites (10.5) and blacks (6.5).

Nutrition

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

Recommended Strategies:

1. Work on improving the current Service Delivery Model:

- Produce marketing that clarifies the role of the City of Austin in providing health care services, versus other providers, clinics and primary care health centers and integrate clinical care and community health resources.
- Increase the promotion of healthy lifestyles, the existence of disease prevention programs, and nutritional information to the communities where the need is greatest, particularly for children and the elderly and address the high level of health problems in the Hispanic community by:
 - Partnering with other agencies to provide mobile units that can offer as many services as possible in low income areas that are predominantly Hispanic.
 - Working with Central Health to look at the feasibility of establishing a new clinic at the Betty Dunkerley Campus and replace clinics in Northeast Austin and Dove Springs.
 - Working with area hospitals and clinics on ways to reduce wait times for appointments by redirecting staff and services to areas where the need is the greatest.
Working with local agencies on ways to evaluate and make recommendations to reduce waiting time for dental and medical appointments at healthcare clinics.
 - Providing more bilingual information on health care providers and more universal symbols as a means to increase effective communication.
 - Working to diversify the medical force.
 - Continuing to look for further opportunities to access 1115 Medical Waiver Program funds to address health disparities.
- Any new funding for prevention and/or general health care services should follow a transparent process for community involvement and should reflect Austin's demographic population in accordance with the 2010 Census.

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

- Continuing to support programs that are utilized by the Hispanic community like the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). This program has 11 sites throughout Travis County, provides food benefits and all WIC information, and ~70% of staff, and is bilingual (English and Spanish).
- Expanding and enhancing programs that emphasize exercise and the importance of a healthy lifestyle. In WIC, there is a walking program that promotes parks and trails, healthy cooking demonstrations and community garden to help teach individuals about growing and cooking healthy foods.
- Ensuring that current programs work with each other on referrals and interagency collaborations. For example, the WIC Program makes referrals to many partner organizations for health and social services and collaborates with partner organizations during Fruit and Vegetable and Pregnancy Fairs at the WIC clinics.
- Providing ongoing support for organizations that conduct and facilitate programs and outreach for healthy lifestyles and disease prevention.

- Increasing support for programs that will help decrease teen pregnancy rate and the spread of sexually transmitted diseases (STDs). The City should replicate or expand the Austin Healthy Adolescent (AHA!) Initiative. Through this effort, HHSD has launched the Teen Text Messaging Line which is a resource for teens to text for access to services or to ask questions they may have regarding teen pregnancy, dating, and relationships. Currently, HHSD provides training and technical assistance to teachers, coaches and other school personnel. There should be an increased effort to get the word out to all local ISDs in the Austin area.
- Providing continued support for the Sustainable Food Center (SFC) to provide box gardens in residents' backyards as a supplement to healthy foods education and a forum to learn about gardening, as well as access to farmer's markets.

3. Health Care Funding Priorities:

- In the next five years - there should be increased collaboration and oversight of the 1114 Medical Waiver Program funds (\$600 million). These funds need to be focused on elimination of disparities in healthcare. See Appendix #___ for additional information.
- A primary health clinic needs to be established in the Betty Dunkerley Campus for the Govalle Neighborhood.
- Primary Care Clinics and Dental Services need to address the 3-6 month appointment delays by either increasing hours or adding additional staff to provide seamless services.
- Increase funding for Planned Parenthood and teenage pregnancy prevention.

Civic Engagement

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

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

Issues

Stronger efforts are needed by the City of Austin to engage the Hispanic/Latino community on a wide range of public policy decisions and projects affecting their welfare. One important policy area involves community and economic development of Austin neighborhoods. Many local neighborhoods and communities in east Austin and communities south of downtown are being adversely impacted by “gentrification.” City public policy is determining what benefits will accrue to designated segments of the Austin community. The beneficiaries of this public policy are young, upwardly mobile professionals who can afford high priced homes, apartments and condominiums. At the same time, older and working class Hispanics and African Americans are being displaced from their homes because they cannot afford to pay higher taxes on their homes. Although some of these families are benefitting through the sales of their homes, the basic character of Austin’s neighborhoods are being dramatically changed.

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

While the Hispanic/Latino population continues to grow and become a significant presence in the Austin community, its voice is often lost in the public process. There are various examples of this reality. One involves the recent Imagine Austin Comprehensive Plan. Although there were significant outreach efforts, only fifteen percent (15%) of the participants in public forums self-identified themselves as Hispanic/Latinos. Demographic numbers were tracked for the first three community forums. In the 2012 Bond Election, only 7.7% of the voters were Hispanic/Latinos. According to the Federal Agency for Service and Volunteering, only 31.7% percent of all Austin residents volunteer. Austin ranks 9th among the 51 largest statistical metropolitan statistical areas (SMSA) as of 2011. The lack of

volunteerism is a citywide issue but is also one that needs to be addressed within a Hispanic/Latino context.

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

Recommendations Strategies:

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

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

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

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

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

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

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

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

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

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

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

- 1) Many Latino-based organizations are engaged in a wide range of projects, programs, services and activities that benefit the community. They are often limited in their ability to work beyond their local agenda and program focus.

- 2) Latino-based organizations should be approached, engaged and connected to City Departments doing similar work.
- 3) Training should be provided in the areas of policy advocacy, strategic planning, funding and other relevant topics.

DRAFT