



City of Pflugerville

Minutes - Final

Equity Commission

Monday, August 23, 2021

6:30 PM

1008 W. Pfluger Street, Pflugerville, TX

Regular Meeting

NOTICE IS HEREBY GIVEN in accordance with order of the Office of the Governor issued

March 16, 2020, the Equity Commission will conduct this Meeting by telephone/video conference in order to advance the public health goal of limiting face-to-face meetings to slow

the spread of the COVID-19. There will be no public access to the location described above.

This Meeting Agenda, and the Agenda Packet, are posted online at <https://pflugerville.legistar.com>

This telephonic/video meeting will be hosted through WebEx. Meeting Public

URL: [https://pflugervilletx.webex.com/pflugervilletx/onstage/g.php?](https://pflugervilletx.webex.com/pflugervilletx/onstage/g.php?MTID=e2e899e40bd3204805cf3cd9ebd0938b8)

MTID=e2e899e40bd3204805cf3cd9ebd0938b8

Meeting Number / Code: 146 127 6346

Dial-in Number: +1-408-418-9388 (US toll)

Citizens Communication will only be allowed via telephone/video conference. All speakers

must register to speak at least 2 hours in advance of the meeting. All comments will occur at

the beginning of the meeting under the Citizens Communication item. Speakers must call in at

least 15 minutes prior to the meeting start in order to speak. Written comments may also be

submitted 2 hours in advance of the meeting.

To register to speak or to submit written comments, please email

JenniferC@pflugervilletx.gov at least 2 hours in advance of the meeting. A recording of the

telephone/video meeting will be made, and will be available to the public upon written request

Equity Commission Members:

James Matlock - Chair
Shawn Douglas - Vice-Chair
Elizabeth Guillory-Medina
Daisy Delgado Castillo
Virginia Rogers
Pat Epstein
Elizabeth Montoya - Alternate

1. Call to Order

Also present: Trey Fletcher, Deputy City Manager (DCM), Sereniah Breland, City Manager (CM), Jennifer Griswold, Library Director

2. Citizen Communication

In accordance with the Texas Attorney General's Opinion, any public comment that is made on an item that is not on the published final agenda will only be heard by the Equity Commission.

No formal action, discussion, deliberation, or comment will be made.

No citizen communication. Ms. Griswold did relay that the appointment of the Chief of Police was pushed back to the first City Council meeting in September.

3. Approval of Minutes

- 3A.** [2021-0890](#) Approval of the August 9, 2021 minutes
Jennifer Griswold, Library Director

A motion was made by Pat Epstein, seconded by James Matlock, that this Agenda Item be Approved . The motion PASSED by an unanimous vote.

4. Discuss and Consider Action

- 4A.** [2021-0892](#) Election of Secretary
James Matlock, Chair
- Chair Matlock called for a nomination for Secretary. Chair Matlock motioned to make Ms. Castillo Secretary to the Board. Ms. Castillo accepted. Motion passed.

5. Discuss Only

- 5A.** [2021-0891](#) Charter review for new members
James Matlock, Chair
- Chair Matlock went over the Charter for the new members so that they may understand why the commission was formed.

Chair Matlock read through the various sections of the charter including, Authority, Mission, Vision, Rules of Engagement, Core Values, and Pillars. Chair Matlock asked members to review the charter on their own time as well.

5B. [2021-0894](#)

Data review on the pillars of Economic Equity, Health and Wellness, and Social Justice.

James Matlock, Chair

Chair Matlock asked Ms. Griswold to share some data on Economic Equity. Ms. Griswold stated she would begin by bringing up the Community Action Network (CAN) dashboard. The dashboard tracks 17 socio-economic indicators for the Austin/ Travis County area that fall under the pillars established by the commission.

Ms. Griswold stated that she sent the report from CAN earlier in the week along with some other data that complements the report. She stated that it is difficult to narrow the data down to Pflugerville specifically, but once the census data is released, they will be able to do that.

She stated that she included the quick facts data from the census for 2019. She explained that the data from CAN indicates target points where the creators want to be and whether they are on track. She stated that she believed the first report findings fall under Health and Wellness because they deal with crime and safety. Vice-Chair Douglas stated he felt they also fall under the pillar of Social Justice since they deal with jail bookings. He stated that this is where he would like the commission to get to, to have something to set a goal by. He further stated that it was difficult because ideally it would be Pflugerville specific. He said it would be good to see the ratio regarding jail bookings across all races. He asked DCM Fletcher if staff could put together something similar that they can set goals against and track. DCM Fletcher stated that the City of Pflugerville participates on the board of directors with CAN. DCM Fletcher stated that he and staff wanted to share this information with the commission because it is akin to what the Equity Commission hopes to measure. He said the CAN data refers to county bookings. What we have locally is data that is reviewed once a year to ensure the police contacts are managed in an equitable way. He further stated he loved the goal to measure and see if it is getting better and on track.

Chair Matlock stated he wanted the commission to remember that Pflugerville is a small piece of Travis County and that they may not be able to measure their impact based on the CAN data. He stated they needed to make data driven decisions based on SMART goals (Specific, Measurable, Attainable, Realistic and Timely). In doing that, they need to be in control where we can affect the data and if they just piggy-back off CAN they have no way of identifying their impact. He further stated he was interested to see what data the census has. DCM Fletcher stated that what he found valuable in the CAN data is to see what things the commission wants to effectuate and that there is a myriad of data points that could indicate whether they are moving in the right direction as opposed to evaluating data to what purpose.

Vice-Chair Douglas stated that he felt they were looking at the CAN dashboard as a guide. The first step is to cobble together the data then the next step is what can they track, what can city staff track. He stated he spoke with Interim Police Chief Smith about the racial profiling report that is presented on a yearly basis. It does not provide enough information to look at policing in a

holistic perspective, it is just traffic stops only. He further stated he would like to get proportionality of jail bookings. He suggested they look at CAN and pick out what they would like to know about Pflugerville. He said he agreed with the Chair that it needs to be Pflugerville specific.

Chair Matlock stated that when they decide on a performance measure, he wanted to be sure they had the following items: the performance measurement definition, performance measurement calculation and the frequency at which the data will be collected and who will collect and keep the data.

Vice-Chair Douglas said everything except the last two points is there in CAN but they do need to get Pflugerville specific. He stated if staff cannot provide it then they will not be able to track it. Vice-Chair Douglas said every underlying chart the CAN data was pulled from is there including date, location, etc.

Chair Matlock stated that he understood that and one of the things that was important was the CAN data also identifies the initiatives that will affect the reporting of the data. He wanted to make sure the commission doesn't overload themselves with too much data, because they must go through the next step of defining and reporting and finally through initiatives.

Vice-Chair Douglas stated that the partnership between the Equity Commission and the Pflugerville Police Department was of the utmost importance. So, identification of the problem and talking through it with the Police Department staff, there is a lot they could do with them and that partnership and working together as we move forward.

Vice-Chair Douglas stated that he like the measure of voter participation. He asked if that information was made available.

Chair Matlock asked to focus on one pillar at a time. He asked if there was any more discussion on Economic Equity. Vice-Chair Douglas stated that the issue he had was that they would have to jump back and forth from one set of data to another.

Chair Matlock stated that even if it does take more time, he wanted to make certain that everyone is on the same page. He stated that if they could stay on Economic Equity, they could decide on a further investigation of those measures.

DCM Fletcher pointed out that the CAN report only has four measures that they are tracking. He stated that the second part of the report better correlates to the Economic Equity pillar. It tracks people in poverty, food insecure households, people who drive to work. These are very Austin/Travis County driven ones. There is also one on education. In talking with Ms. Griswold about these he stated he wasn't sure if the commission wanted the staff to recommend five or ten, or any performance metrics to track or if that discussion was to be driven by the commission.

Chair Matlock stated he wanted to use the time to look at potential performance measurement data that rolls up under the pillars and how they fit within Pflugerville. Are we collecting data now? What does that data look like? Is there room for improvement? If we are not collecting data now and feel it is an important measure, how do we start collecting data? This first year may be where we are just reporting just the collection of data.

DCM Fletcher stated that the city does not collect much data that the

commission would be interested in because they rely on data collected by others, particularly the census. In certain cases, data that the police department collects through other avenues. There are also the school districts data points. It is a matter of what does the city have direct purview or influence over.

Chair Matlock stated that one of the things he wanted to do was to look at things they have control over. So, when they look at those numbers, they can compare how they relate to the percentages among the population of Pflugerville. If we have that data and then associated initiative, how do we address that? Such as the exercises we went through with the police. The other area is to look at the data of small and minority businesses that are given opportunity through the city of Pflugerville. There is data that indicates we have a plethora of small and minority businesses within Pflugerville. What are the percentages of those businesses compared to overall last year, that got contracts? An initiative could be we have a meet and greet where these businesses are invited to apply to be registered to work within the City of Pflugerville. Chair Matlock said the floor is open to thoughts and ideas.

DCM Fletcher asked to what extent does the commission want to affect the city as an organization or the overall city, or is there an overlap?

Chair Matlock stated that he believed there was an overlapped and they want to do both. He stated the examples he gave were looking at it as an organization but looking at it as a community, they could look at percentage of students that may not be eating three meals a day, or looking at numbers, looking at food distribution locally. Seeing if there is a comparable correlation, are we reaching the target population.

Ms. Griswold shared the map the planning department put together showing low to moderate income areas of Pflugerville and the schools that serve those areas.

Chair Matlock said the other thing they are looking at is what are we doing already. He asked about the metrics of how effective are our current offerings.

Ms. Griswold said she had sent the question to the departments that the commission had identified and had given them until September to get the information back to her. She further stated that as far as tracking things that the library tracks regarding educational offerings at the library. She stated that by nature of their business, the library tracks certain numbers such as number of people at programs, age ranges of programs, etc. She stated that since there is an expectation of privacy the library does not get very specific with tracking certain demographics of their guests. She stated that they need to be cognizant of people's comfort level when gathering data.

Chair Matlock closed the discussion on Economic Equity by making certain they have identified the measures they wanted to look at. He said he would like to see data related to the make-up of city employees by ethnicity and the contracts awarded by the city by ethnicity and gender. This would be used to make a comparison to the overall population.

DCM Fletcher stated that the in-value will be smaller than Austin/ Travis County and many of the contracts are not within the community. He stated that the meet and greet was a wonderful idea. Chair Matlock stated that by using minority firms, the city is more likely to be providing jobs to those underserved people who live in Pflugerville.

Chair Matlock said he understood and that it is an especially difficult undertaking when there is no small minority business program, it may seem like a herculean act. Which is why they need to take it step by step. When you have meet and greets and stress the goals based on the number of minority contractors that have signed on to do business with the city of Pflugerville, it is doable. Chair Matlock went on to state that he was aware he was speaking of Pflugerville as an entity, and that he would like to open the floor to others who may have suggestions on Pflugerville as a community or other measures. Vice-Chair Douglas asked if they could look at the rest of the CAN data. He asked where the data on kindergarten readiness came from. DCM Fletcher stated it came from E3 Alliance, a regional, data-driven education collaborative based in Austin, Texas.

Vice-Chair Douglas asked if the City of Pflugerville worked with any of these third parties now. DCM Fletcher said only indirectly. Vice-Chair Douglas asked if there was a list of places where third parties are gathering data that you are already working with?

DCM Fletcher suggested that staff or members of the commission reach out to CAN and E3 and ask what data points they collect and then they may be able to collect the data on our behalf. He also stated that the comprehensive plan related to some of the pillars identified by the commission. He gave examples of correlations that could be measured.

Chair Matlock stated that when they look at Economic Equity, they need to look at income. He stated that when one is speaking about Economic Equity they are speaking about dollars. When speaking of Health and Wellness, food, access to healthcare, etc. all falls under it.

Chair Matlock asked what level of influence does Pflugerville have regarding vaccine distribution, etc.? DCM Fletcher stated it was a combination of efforts. Chair Matlock stated that the zip code that encompasses most of Pflugerville has one of the highest rates of Covid in the state. He asked what the commission could do to increase testing centers and vaccine centers, and to communicate to the community the importance of vaccination.

DCM Fletcher state Austin Public Health would be giving an update to the City Council the following Tuesday. Chair Matlock asked who the go-between was with Austin Public Health. DCM Fletcher said there were a couple of councilmen that were particularly engaged.

Chair Matlock clarified that there was not one single point of contact. DCM Fletcher stated there were three or four they were working with. Chair Matlock asked about data on the number of tests or number of vaccinations distributed.

Ms. Griswold stated that she was able to pull some information by zip code on the number of cases and the number of vaccinations. She stated that the data on the screen was a week old, but that she included the source of the data and stated that it was updated constantly. She further stated that the Austin Public Health Dashboard breaks out cases by age and race and gender.

Ms. Rogers asked if the data on the dashboard was cumulative. Ms. Griswold said yes. Ms. Rogers asked if there was something that measured how rapidly the zip code was going up in cases. Ms. Griswold pointed out the data on the last 7, 14 and 21 days, and that it indicated the 78660-zip code was consistently

the highest in the county.

Chair Matlock stated it would be nice to get data on testing in the area. That way they could put the number of people being tested next to the number of positive cases and then number of vaccines so it gives data points to look at to determine the effectiveness as a zip code.

Ms. Griswold reminded them that many who came to get tested or vaccinated were not residents of the zip code. Vice-Chair Douglas stated that the margin of error was true for all areas. She stated they might get better data on the vaccine clinic because they did have people fill out information but could not remember if it included addresses.

Vice-Chair Douglas asked about vaccination breakout by race and ethnicity. He asked if the Austin Public Health tracked other data by race and ethnicity. DCM Fletcher said they could reach out to Austin Public Health, and tell them about the efforts of the Equity Commission. Vice-Chair Douglas stated that there is a long history of misinformation with regards to medical information and mistrust in the black community and it is a challenge he would like to make the commission aware of and that it is something the commission may want to take on. Ms. Epstein agreed and stated that if they wanted to specifically look at data on Covid, they should make that clear ahead of time so the information can be sent so that they can study it ahead of time and discuss it. She suggested having the agenda specific enough that they can prepare ahead of time.

Chair Matlock stated that right now they are simply looking at data that fall under the pillars. They did not specifically include that in the agenda because Covid is not a pillar. IT is a subset that falls under Health and Wellness.

Ms. Epstein said she understood but that it is something she would have liked to have done her homework on. That with that level of specificity, the commission would be able to be prepared. Ms. Epstein asked if other commissions had executive meetings. Ms. Griswold said it is not an executive meeting, rather an agenda setting meeting. She stated they could be more specific when sending the agenda out to the commission.

Ms. Epstein also pointed out that 78660 is a zip code that encompasses a larger area and she was not sure how meaningful the data is.

Vice-Chair Douglas stated that from his perspective the commission was not there yet on honing in on data they talk about every time. His understanding of it is that they are deciding on what things they want to focus on. He further stated that the agenda may not be specific enough because it is a broad topic.

Ms. Epstein stated that the school district keeps data on free meals and other metrics that can help indicate where need is and the data would be specific to Pflugerville.

Vice-Chair Douglas asked her if she had access to the school district data. Ms. Epstein stated it was public record. DCM Fletcher pointed out the demographic information on the school district web site.

Vice Chair Douglas asked about the issue of homelessness and food insecurity. What data is kept. DCM Fletcher stated many are churches and private entities.

Chair Matlock stated he did not imagine that they are reporting to a single entity. DCM Fletcher stated if there was a data point, they were interested in, staff could ask them.

Ms. Epstein stated that Central Texas Food Bank may be tracking. Chair Matlock stated that he has worked with Central Texas Food Bank and the numbers have not necessarily correlated with use but that does not mean there is not a need. He further stated there could be several factors that impact that. He stated they could collect the data but was not sure how to impact the need.

DCM Fletcher stated that one of the challenges to reach people in need is that they must go to Austin or Georgetown for services. He asked if there was some objective as years pass, to create a center in Pflugerville that seeks to aggregate these things for our community.

Vice-Chair Douglas stated they need to track a lot of data points to associate to that. He further stated that when you look at other data tracking entities, they are very clean. So, the commission should decide on four or five things to track. He stated they have not narrowed down specific things to track. IN addition to Coivd, what else will they track.

Chair Matlock stated that they could track the number of children getting a free meal may give indication on poverty when compared to the poverty map.

DCM Fletcher said they know from census where those areas are. One of the problems is the school district is now providing meals to all student. They can identify the areas but there is not cause or effect. He asked the commission if there was an initiative they wanted to implement.

Chair Matlock asked if the city was doing anything to address the need. He stated it may be nothing but it may be a conversation with the school district.

DCM Fletcher explained the city offers enrichment programs and a community development block grant. Chair Matlock asked for more information. DCM Fletcher stated the grant is through the federal government and provides specific guidelines. He pointed out the road improvement projects and camp scholarship projects currently in place.

Chair Matlock asked if there was data on the programs that are in place that indicate what students were not able to get into the program, demonstrating that the need was not met?

DCM Fletcher said they could get that data.

Chair Matlock moved on to the pillar of Social Justice. He asked Ms. Griswold to bring up the data of Social Justice. Ms. Griswold explained the first part of the data is from the 2019 Quick Facts from the Census. They indicate the demographics of Pflugerville. The second part is the report on racial profiling from the Pflugerville Police Department including outcomes by race and ethnicity. Traffic stops by race and ethnicity, searches pursuant to traffic stops. It does not include bookings.

The next Social Justice information is regarding LGBTQ+ populations in Central Texas including incidents of bullying, arrests, homelessness, etc. She stated she had not yet pulled the voter registration information for Travis County but did point out that the library does have a voter registration

implementation plan on file with the state. The library has voter registration cards available for everyone, and offer voter registration cards to all new library card applicants. In addition, the library has served as a voter registration site and a voting site.

Ms. Epstein stated that she would be able to get the voter registration information. Ms. Griswold thanked her.

Ms. Griswold then presented data on HIV cases and rates of infection in Travis County by gender and race.

Chair Matlock said he would like to see a comparison of registered voters by age, race, and sexual orientation versus total population in the City of Pflugerville so they could see percentages of non-voting versus voting.

Ms. Epstein stated she did not think they could get LGBTQ+ but that the easiest to get would be age and race. Chair Matlock asked about exit polls. Ms. Epstein stated they are getting that data mostly from how they are voting in primaries. Chair Matlock said he was more interested in that people are voting than how they are voting.

Vice-Chair Douglas stated that it is possible to get race, age, and gender information but the other two points are not tracked in voter information.

Vice-Chair Douglas stated he would like for CAN to do a presentation for the commission and a Q&A follow-up.

DCM Fletcher stated he thought they would be happy to obliged.

Chair Matlock stated he would like to invite Chief O'Malley to speak to the commission.

Chair Matlock called for any other discussion. Hearing none, Chair Matlock moved on to the future meeting poll.

6. Discuss and Consider Action

6A. [2021-0893](#)

Future meetings poll

James Matlock, Chair

Chair Matlock explained that Pflugerville did not have the ability to provide a hybrid solution to in-person meetings. Chair Matlock stated most people would be able to attend if some protocols would be in place. He asked Ms. Griswold to elaborate.

Ms. Griswold stated the next meeting would be at City Hall. There is a mask ordinance from the City Council. She also stated that filters have been put in place.

Ms. Rogers expressed frustration with a lack of action. She stated she felt they were gathering a lot of data but not actually doing anything with it. She stated she was waiting to see what they were going to do with it.

Chair Matlock stated he understood but the process was important.

Ms. Castillio stated that it was apparent which topics some people felt very passionate about and that there were a lot of topics they could choose from. She suggested at some point they may need to focus on one of the more prominent areas that needs to be address.

Ms. Epstein agreed and gave some examples of areas they could focus on. Chair Matlock said he understood and he was trying to make certain that he was providing direction and identifying space for other ideas.

7. Adjourn

Adjourn 8:15 p.m.

Respectfully submitted,

Jennifer Coffey Griswold, Library Director

Approved as submitted on September 13, 2021