



CITY OF PFLUGERVILLE EQUITY COMMISSION

REPORT TO CITY COUNCIL
FEBRUARY 22, 2022



2021

YEAR ONE IN REVIEW

INSTITUTIONALIZING
THE EQUITY COMMISSION

A YEAR OF DEFINING

THE PILLARS

SOCIAL JUSTICE

EDUCATION

HEALTH & WELLNESS

ECONOMIC EQUITY

GOVERNMENTAL OVERSIGHT



2021

YEAR ONE IN REVIEW

INSTITUTIONALIZING
THE EQUITY COMMISSION

A YEAR OF EDUCATION & GATHERING INFORMATION

AUSTIN PUBLIC HEALTH

CAP METRO

EDUCATIONAL EQUITY

MEETING WITH CITY PROFESSIONALS

Purchasing & Finance

Review of Pflugerville Library Resources

PARTICIPATION IN THE

PFLUGERVILLE

POLICE CHIEF SEARCH



2021

DRILLING DOWN ECONOMIC EQUITY IN CITY PROCEDURES

CITY PURCHASING POLICY

- WHERE ARE WE?
- WHERE DO WE WANT TO BE IN ONE YEAR?
- HOW DO WE GET THERE?

Equity



CITY PURCHASING POLICIES

- PROCESS FOR ADVERTISING & OUTREACH FOR CITY CONTRACTS
Review & Develop
- PROCESS FOR CONTRACT AWARDS
Review & Develop (Scoring Rubric with DEI Component)
- CAPTURING DATA
Purchasing Three Month Report to the Commission
Purchasing Six Month Report to the Commission





2021 COMMISSION CHALLENGES

- STARTING FROM SCRATCH IN THE AGE OF COVID
- COMMISSIONER TURNOVER
- IDENTIFYING & COLLECTING DATA
- ATTAININGCITY STAFF/COMMISSION PARTNERSHIPS
- LACK OF COMMUNITY AWARENESS & PARTICIPATION





PLANNING FOR **2022**

THE WHAT & THE HOW

GROW COMMUNITY AND STAKEHOLDER ENGAGEMENT

IMPROVE COMMUNICATION WITH STAKEHOLDERS AND
THE COMMUNITY

DEVELOP DEPARTMENT-SPECIFIC DEI GOVERNMENTAL
OVERSIGHT GUIDELINES

IDENTIFY & EXPAND ACCESS TO DEI RESOURCES & BEST
PRACTICES IN PFLUGERVILLE

IMPROVE EQUITY COMMISSION TURNOVER

CONTINUE EVALUATING THE PILLARS & DEVELOP
ACTION ITEMS FOR EACH



2022

THE WHAT

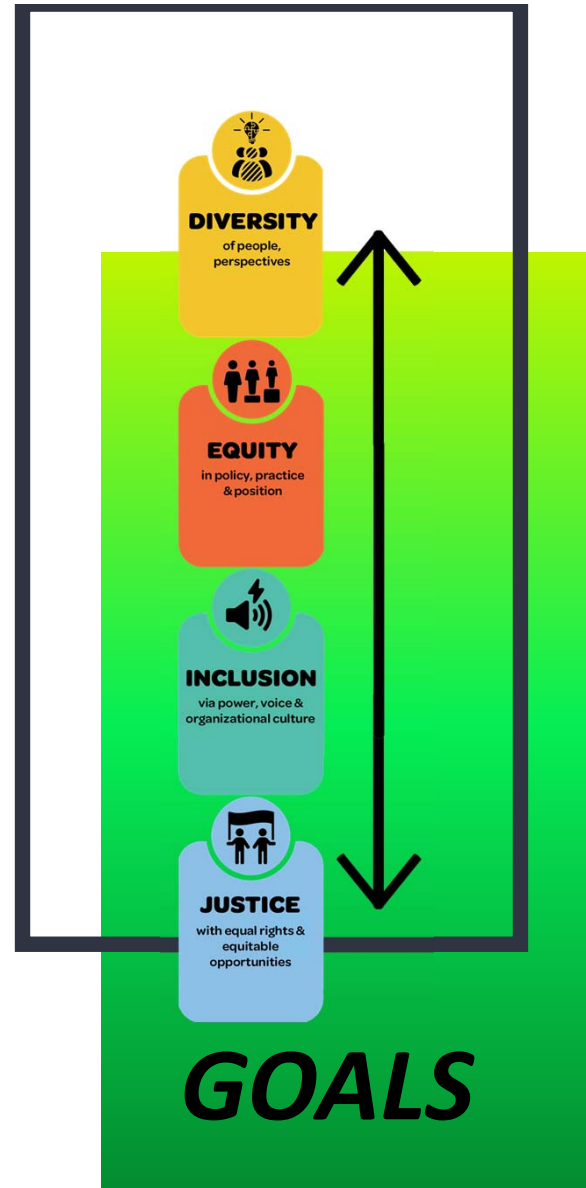
GROW

COMMUNITY

AND

STAKEHOLDER

ENGAGEMENT



2022

THE HOW

1. OUTREACH TO AND ENGAGEMENT WITH LOCAL COMMUNITY, SCHOOL, AND FAITH GROUPS
2. SCHEDULE "LISTENING SESSIONS" TO PROVIDE COMMUNITY INPUT
3. ATTEND LOCAL EVENTS TO INTERACT WITH STAKEHOLDERS
4. INVITE STAKEHOLDERS TO PARTICIPATE IN EQUITY COMMISSION MEETINGS



2022

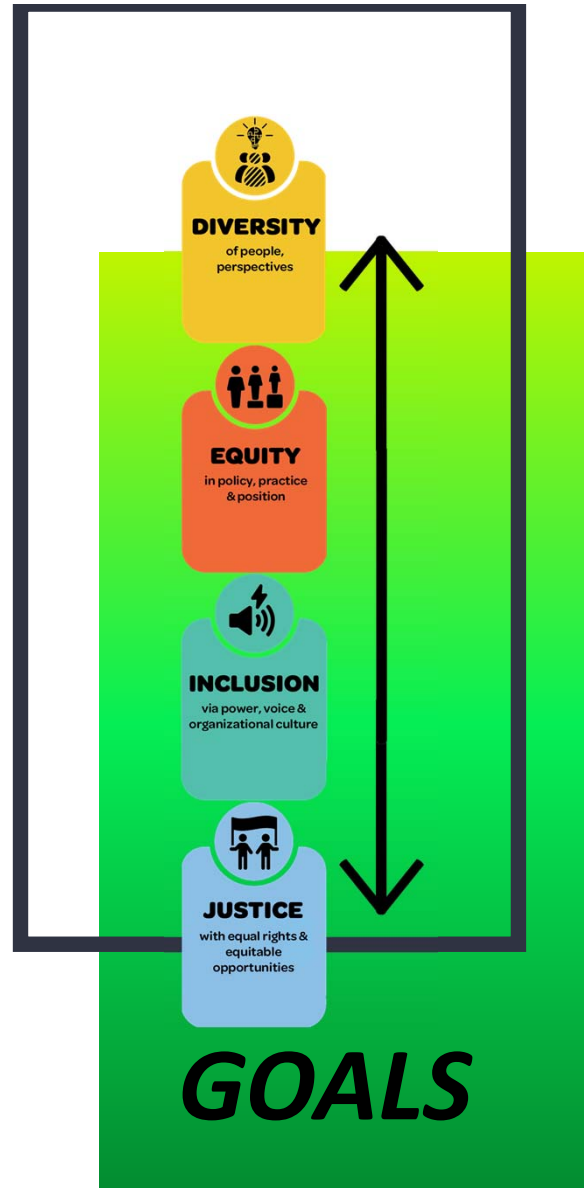
THE WHAT

IMPROVE

COMMUNICATION

WITH STAKEHOLDERS

AND THE COMMUNITY



2022

THE HOW

1. PROVIDE INFORMATION IN THE KEY TO THE CITY
2. IDENTIFY COMMUNITY NEWSLETTERS IN WHICH INFORMATION ABOUT THE EQUITY COMMISSION AND DEI MAY BE SHARE
3. COMMUNITY IMPACT
4. THE PFLUGERVILLE PFLAG
5. OTHER



2022

THE WHAT

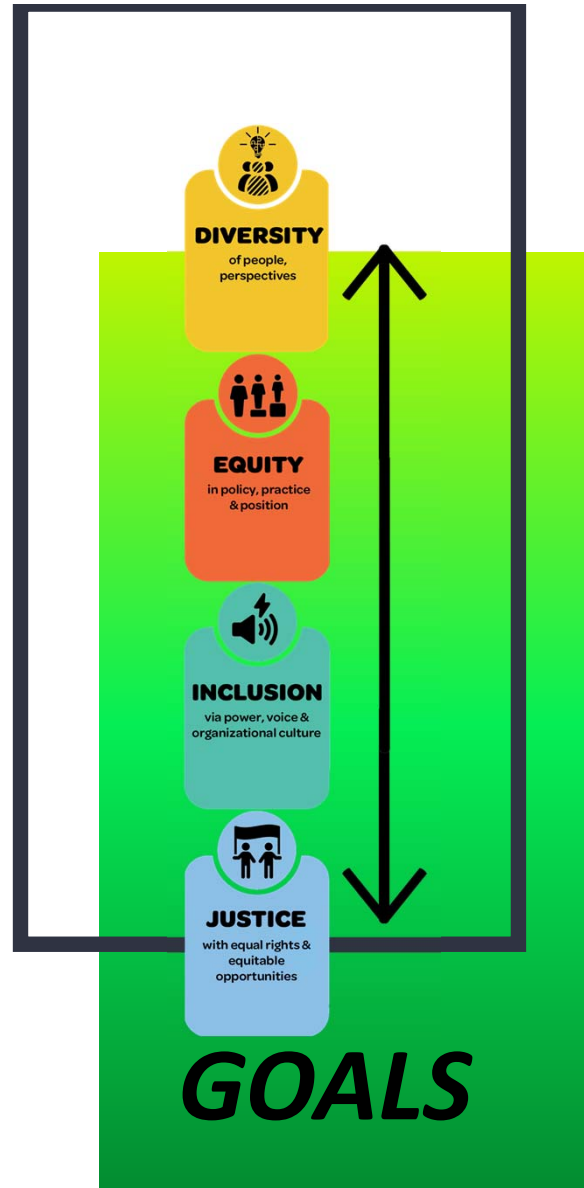
DEVELOP

DEPARTMENT-SPECIFIC

DEI GOVERNMENTAL

OVERSIGHT

GUIDELINES



2022

THE HOW

1. WORK WITH CITY STAFF TO DEVELOP DEPARTMENT-SPECIFIC DEI GOVERNMENTAL OVERSIGHT GUIDELINES FOR THE CITY OF PFLUGERVILLE
2. RESEARCH EXISTING GUIDELINES IN OTHER CITIES & ORGANIZATIONS
3. OTHER

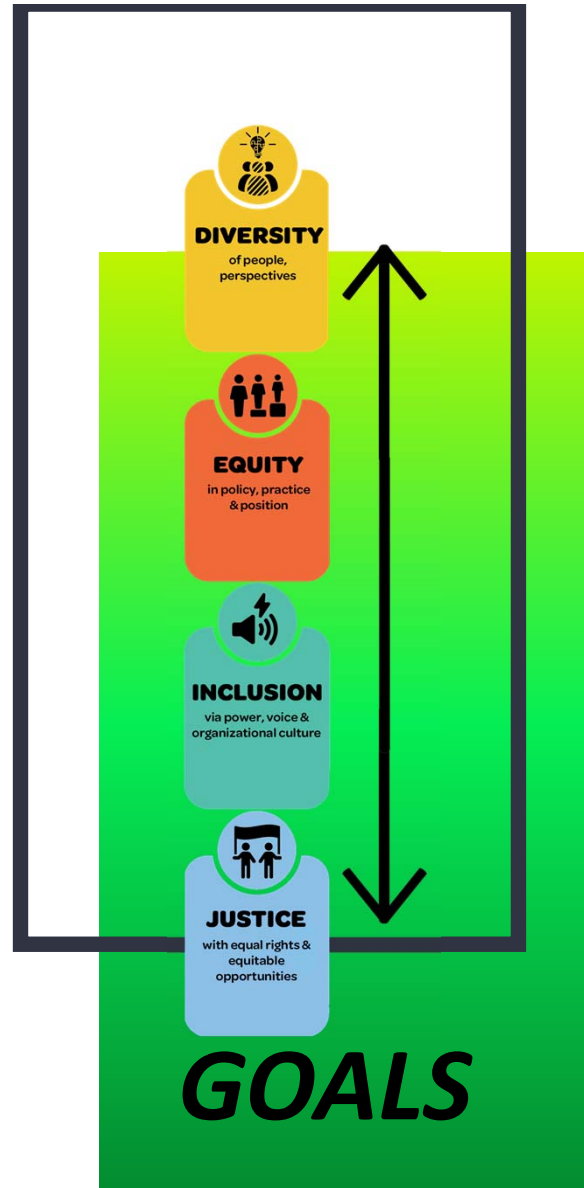


2022

THE WHAT

IDENTIFY & SHARE WAYS TO ACCESS TO DEI RESOURCES & BEST PRACTICES IN PFLUGERVILLE

1. Economic equity, e.g., CHILDHOOD & SENIOR HUNGER, BARRICADES TO AGING GRACEFULLY IN PF, ETC.
2. Expanded access to healthcare, housing affordability, transportation, education, policing AND justice in the community and in schools.



2022

THE HOW

BUILD LIAISONS AND ADVOCATE FOR PFLUGERVILLE RESIDENTS

1. ENGAGEMENT AND PLANNING WITH COUNTY HOUSING AUTHORITIES
2. ENGAGEMENT AND PLANNING WITH COUNTY HEALTH OFFICIALS
3. OUTREACH AND ENGAGEMENT WITH POLITICAL OFFICIALS BEYOND CITY BORDERS WHO CAN FACILITATE CHANGE IN PFLUGERVILLE, E.G., COUNTY COMMISSIONERS
4. ENGAGEMENT WITH REGIONAL TRANSPORTATION OFFICIALS
5. PROVIDE RESEARCH TO CITY COUNCIL TO IMPROVE AFFORDABILITY, COMBAT HUNGER, OTHER
6. PROMOTE JUSTICE IN POLICING VIA ONGOING ENGAGEMENT WITH PFLUGERVILLE PD
7. OTHER



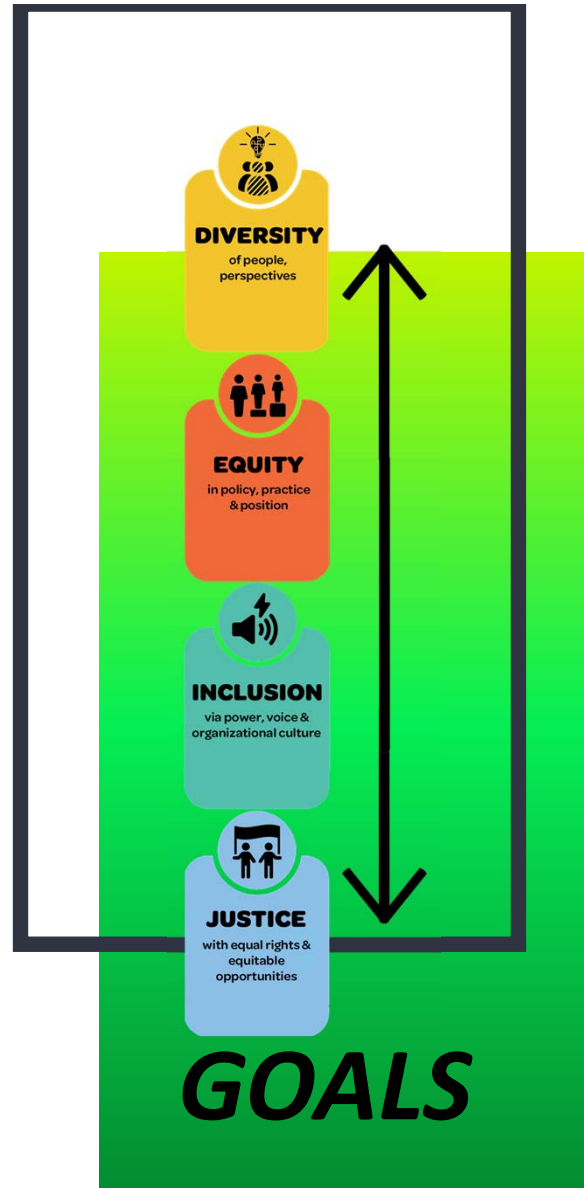
2022

THE WHAT

IMPROVE EQUITY

COMMISSION

TURNOVER



2022

THE HOW

1. OUTCOME-DRIVEN AGENDAS WITH MEASURABLE OUTCOMES
2. BROADENED AND IMPROVED COMMUNITY ENGAGEMENT
3. IMPROVED INTERACTION WITH CITY DEPARTMENTS AND STAFF
4. FEWER BUT MORE CONTENT-DRIVEN MEETINGS
5. OTHER



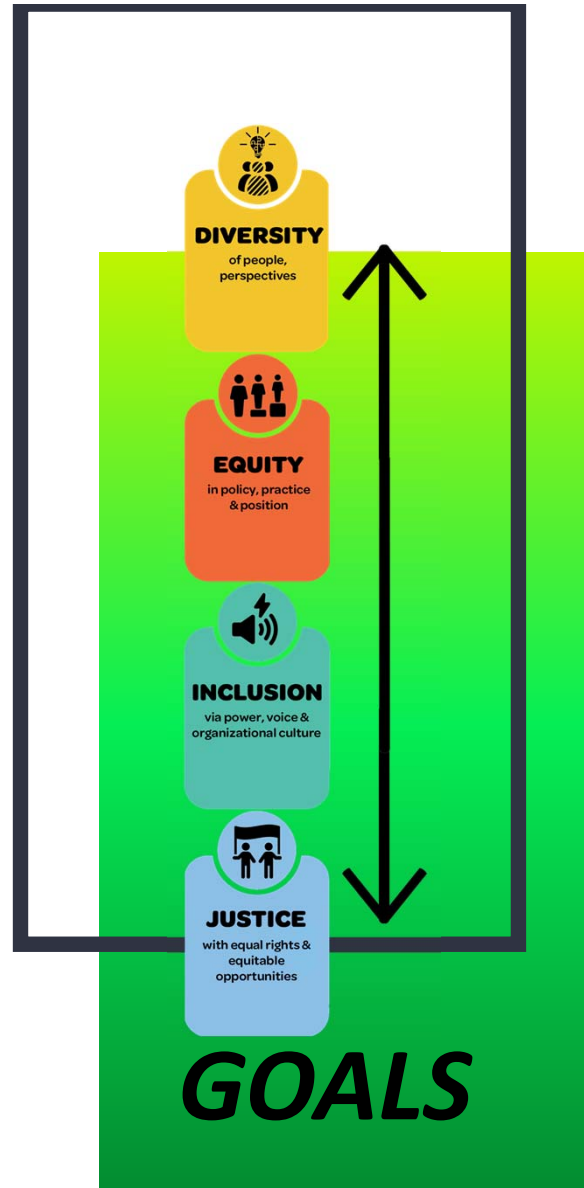
2022

THE WHAT

DEVELOP ACTION

ITEMS FOR

EACH PILLAR



2022

THE HOW

ONGOING





2022

A YEAR OF EDUCATION
& ENGAGEMENT

PAT EPSTEIN-CHAIR
JAMES MATLOCK-VICE CHAIR
VICTOR TO-SECRETARY
DAISY DELGADO CASTILLO
ANA POMAR
VIRGINIA ROGERS
CLAUDIA YANEZ
RONALD CINTRON-ALTERNATE

Equity



THANK YOU QUESTIONS?

THE CITY OF PFLUGERVILLE EQUITY COMMISSION

