



City of Pflugerville

Minutes - Final

Equity Commission

Monday, July 26, 2021

6:00 PM

1008 W. Pfluger Street, Pflugerville, TX

Regular Meeting (Telephone/Video Conference)

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=e9e1179d53cd559ff69c98e8da0cbbc17)

MTID=e9e1179d53cd559ff69c98e8da0cbbc17

Meeting Number / Code: 146 444 9710

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

Autumn Arnett - Secretary

Donald Scott II

Elizabeth Guillory-Medina

Daisy Delgado Castillo

1. Call to Order

Call to order 6:30 PM

Present: James Matlock, Chair; Shawn Douglas, Vice-Chair; Daisy Delgado Castillo, Dr. Elizabeth Guillory Medina; Mr. Donald Scott, III.

City Staff: Sereniah Breland, City Manager (CM); Trey Fletcher, Deputy City Manager (DCM), Jennifer Griswold, Library Director.

2. Citizen Communication

Two citizens had indicated they would like to participate in citizen communication but neither joined.

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.

3. Approval of Minutes

- 3A. [2021-0763](#) Approval of the July 12, 2021 minutes (approx. 5 min.)
Jennifer Griswold, Library Director

Ms. Delgado motioned to accept the minutes as written. Dr. Medina seconded. Minutes approved by acclamation.

4. Discuss and Consider Action

- 4A. [2021-0764](#) Review of Council presentation and feedback
James Matlock, Chair

Chair Matlock explained that he had the opportunity to address the Council, City Manager and Mayor. He presented the Charter that was well received. He thanked Mr. Scott for attending. He stated the Council was impressed with the work the Commission had done. The Council asked what the Commission needed. Chair Matlock stated the first thing they needed was to get the new applicants to the Commission approved. He further stated that the Council ask how many people the Commission needed. Chair Matlock said three, in consideration of Ms. Arnett moving out of the country.

Chair Matlock said it was his understanding that the applicants would be approved at the next meeting and be available at the next Commission meeting. He asked Ms. Griswold if that was correct. Ms. Griswold indicated that the approval of the applicants was item 11A on the City Council agenda for the meeting to be held on July 27, 2021.

Chair Matlock stated he told the Council that the Commission needed a budget. When asked how much, Chair Matlock said they wanted to be very intentional and have justification. The Council agreed and asked for documentation to be provided when the Commission asks for a budget.

Chair Matlock said he would like to discuss the budget with the Commission in

detail at the next meeting. He said the year one goals were ambitious and they only have less than a half a year left. He said in order to meet those goals, they will need outside help with data collection and analysis of the data.

Ms. Griswold apologized for interrupting and stated they had a call-in user and she wanted to verify if it was a Commission member. It was Vice-Chair Douglas. He was having technical difficulties.

Chair Matlock resumed the meeting and said they need to take a deep dive into the goals and review the pillars to see what initiatives they want to take up, and to identify the steps, and identify what kind of help they need. Having this data would mean the budget could be greater than what they had previously thought, and may require Council action. They may also need to involved themselves with the purchasing department to make certain they have a good RFP for the things they want to accomplish but it would be a discussion for after they look at the pillars and the initiatives they want to pursue.

Chair Matlock asked if there were any questions or feedback. He asked Mr. Scott what his thoughts were from the Council meeting. Mr. Scott said he thought the presentation went well and people were paying attention. The Council asked good questions and he felt people appreciated the work being done.

4B. [2021-0765](#)

Economic Equity

Discussion of the pillar of Economic Equity and may include: Data collection

Current policies

James Matlock, Chair

Chair Matlock said within the pillars, they want to talk about data collection and the current city policies surrounding the pillars. Chair Matlock said he wanted to be specific on what they want to accomplish because that will impact the data collection.

Chair Matlock stated that this pillar has two parts, economic equity among individuals, and economic equity among businesses.

Economic Equity among individuals: What are the hiring practices of the City of Pflugerville, do they reflect the population? Regarding race, is the population reflected in the staff make-up.

Chair Matlock said by reviewing that data, the Commission may find short comings and identify areas they need to address or policies that they could influence.

Chair Matlock asked if there were other initiatives that fall in this area. Vice-Chair Douglas said there were a couple of things to track, including poverty and food insecurity. He pointed out that both are overwhelmingly affecting African-Americans despite the population.

Chair Matlock said it is more than just data collection. He asked if the Commission was going to look at the data to guide them. He said he wanted to make sure they are intentional. For example: If they are looking at the poverty rate, what are they hoping to get from the data. Are they just looking to see

what the percentages are or are they looking in order to determine what's going to happen afterwards and if they were looking to develop programs? Those are where the initiatives fall into play. What are the actions behind the work, what are we going to do?

Vice-Chair Douglas stated there is so many things they could do, the struggle now was to keep it to a list of ten. Poverty affects every other metric from kindergarten readiness to safety to number of jail bookings... he stated he'd like to figure out what to do after they look at the data before they prescribe to anything. Policy recommendations is in the charter and that is an area where they can look to affect but they need to see the data first. There are some metrics that may be just quantitative, have we made an impact or not.

Chair Matlock asked if anyone else had a comment or anything they wanted to add. Mr. Scott asked "What is a city's responsibility to tackle a poverty rate in general?" He said he knows there are policy creators but he doesn't know enough to say there is someone in the City of Pflugerville to address a poverty rate. For example: If he were to move to Pflugerville as an impoverished person, is there something in place that the city does to help him rise out of it?

Chair Matlock asked the City Manager and Deputy City Manager to step in if he was incorrect, and stated that unless there was a grant aimed at that area, he didn't know if they could.

CM Breland stated the state gives cities very little charge. Regarding economic policy, Pflugerville Community Development Corporation (PCDC) works with the city and their focus is the creation of jobs, the second would be the Community Development Block Grant (CDBG) and how council spends those funds would be a policy point, the Transit Pilot would be a policy point, afterschool programs at the library and parks, literacy programs at the library, job search assistance and resume assistance. So, there are some policies directed programming but if we are looking at services like access to healthcare or rent assistance, that operates under the county.

Vice-Chair Douglas stated this is the reason the council looks at the Community Action Network (CAN) dashboard and has a presentation periodically on it so they can make wise decisions regarding those policies. This commission talked about the need for financial literacy and education, if we are focusing programs, something that is the biggest driver of inequity in the city should be considered.

Chair Matlock stated that Vice-Chair Douglas made great points but that unless he misunderstands, there are some things that the city controls that they can have influence over, and some the county does that they do not have influence over.

Vice-Chair Douglas stated that he did believe Chair Matlock heard the CM incorrectly. He stated they should focus on city spending. Chair Matlock stated that the CM listed several things the city provides and that he was only interested in things they could have control over and focus there. He stated that many things would be interesting to know regarding data, but if all they can do is collect the data, then all they could do was talk about it.

Vice-Chair Douglas state the chair mentioned financial literacy classes several

times and asked what would be the Chair's measurement for success of those programs.

Chair Matlock would look at the data, are they below standard, is it related to ethnic or socio-economic groups, then based on that performance measure, they identify specific initiatives like additional funding for after school programs, expanding the after-school programs, expanding mentorship programs, those are things the commission has purview over.

Vice-Chair Douglas stated he thinks they should measure poverty and unemployment as it relates to equity for those reasons. Chair Matlock agreed and said he understood but wants to be more specific. He suggested the commission decide what data they need, and see if they can reach out to Ms. Griswold for some of that data, so they can disseminate that data and discuss at the next meeting to define.

Vice-Chair said he has some examples he could present including percent living the poverty line by race and ethnicity, children living below the poverty line in Travis County, etc.

Chair Matlock asked CM Breland if the city collects any similar data. CM Breland said the city doesn't track that data specifically but it will be on the Census.

Chair Matlock asked for data on percentage of children and families below the poverty level, children that are reading below their level, what are the breakdowns of employees within the city of Pflugerville by race, gender, religion. Chair Matlock asked if anyone else had any data they wanted to collect.

Mr. Scott asked if there was a way to know what community receive the most attention when it is time to repair something. If it is a round Robin or if some communities are addressed faster.

Chair Matlock asked CM Breland if she had any information on that. CM Breland stated they hire a third-party to measure street condition and then the pavement program is built based on numbers alone. She said she would investigate Pflugerville's program.

Vice-Chair Douglas asked if there was demographic information to lay on top of it.

CM Breland asked to be able to get the Census block data and she would work with GIS on that. Chair Matlock said if it was in the boundaries of Pflugerville and not just Travis County.

Chair Matlock stated he would like to see the percentage of contracts awarded to minority business. He stated he understood the State had guidelines on good faith efforts but he wanted to know what Pflugerville was doing beyond that.

Chair Matlock asked about current policies around Economic Equity. CM Breland stated they rely on information from PCDC on economic development and job creation. They operate by a document called a SEDS and the city

council adopts those SEDS.

Chair Matlock asked for the explanation of PCDC. CM Breland stated it is the Pflugerville Economic Development Corporation. The City Council appoints the board of directors to PCDC and the city council approves their initiatives.

Vice-Chair Douglas asked if it were possible for them to come to an Equity Commission meeting and do a presentation. CM Breland stated she was making a list of presentations she would like to bring to the Commission.

Chair Matlock asked Ms. Griswold to read what has been captured regarding information the Commission would like from the city.

Ms. Griswold said: poverty, food insecurity, road maintenance, census data, contracts award, policies, PCDC presentation. Chair Matlock stated he also asked for information of job make-up within the city of Pflugerville regarding race and ethnicity. Ms. Griswold asked if he was interested other data regarding age and gender, etc. if it was possible to get that data.

Chair Matlock indicated he would be interested in that data.

Vice-Chair Douglas said he also wanted information on unemployment by demographics. Ms. Griswold stated that CM Breland had posted a link to the maintenance program.

Ms. Castillo asked what the date range for the information. Chair Matlock said two or three years. He stated he realized that because of the pandemic they may see a downturn. Vice-Chair Douglas agreed on two or three years to track the trends. He stated that the CAN dashboard does a yearly tracking of success.

Chair Matlock stated that he wanted to remind everybody as they begin reviewing the data, that these are such large topics, that if you are not specific, your impact will be lost. For example, the Commission may want to look at reading scores for middle school, that are in after school programs. That way they can get a specific impact to see if those programs improve and if they are having significant impact on community need.

Vice-Chair Douglas said it makes sense but he thinks as a board they should be leaning to make as broad an impact as they can. If the board can affect city policy, then it touches everyone in the city. He stated they needed to collect the data and then make goals based on that information. He stated they need to be very careful of how they set goals and what they choose to do.

Chair Matlock said he wants the Commission to think about the acronym SMART (Specific, Measurable, Attainable, Timely). So that they make sure they put themselves in a position that they make a difference.

Chair Matlock asked for any further discussion. Mr. Scott asked about some of the large companies that have moved to the area and whether there was a requirement for those jobs to go to people who live within the city.

CM Breland stated no, there was no negotiation on their hiring practices. Mr. Scott then asked if the people of the city were benefiting from those jobs even if they are not staffed by citizens.

Chair Matlock said it was a great point and it is a great conversation to have with PCDC. Chair Matlock said Pflugerville is making money off Amazon through water and wastewater services. Perhaps that could be a performance measure going forward.

He called for any more discussion. Hearing none he moved on.

4C. [2021-0766](#)

Health and Wellness

Discussion of the pillar of Health and Wellness and may include: Data collection and current policies

James Matlock, Chair

Chair Matlock moved on to Health and Wellness. His question to CM Breland and DPM Fletcher, if Covid vaccines were being administered in the city and if so, is there data that shows who is getting those vaccinations regarding race, ethnicity, gender, etc.

CM Breland asked for clarification as to whether Chair Matlock was asking about city employees or the community. CM Breland stated that we worked with Austin Public Health and they operated out of our recreation center. They would have those statistics but she wasn't sure if they broke it out by zip code. Chair Matlock then asked about the Delta variant and mentioned the Lambda variant.

Chair Matlock asked if there were any more questions. Hearing none, he asked if there were any healthcare services outside of the vaccine clinic. CM Breland stated they city of Pflugerville is not a designated medial provider so we partner with Community Health and Austin Public Health. She said she could get him data.

Chair Matlock asked about how it relates to PfISD as far as services as relates to health and wellness outside of the Covid vaccines. CM Breland stated she would ask PfISD.

Chair Matlock asked again for any other discussion. Vice-Chair Douglas stated he was glad food insecurity was brought up and it could go under poverty or health and wellness. He stated there was data but it was by county and not broken out by ethnic groups so it might be harder to track.

Chair Matlock said when they get the data and decide on what initiatives to pursue, what performance measures, we need to make sure to reference the charter to make sure every measure and initiative ties to a specific goal. Otherwise, we are not addressing the charter. Chair Matlock asked for any other discussion.

Mr. Scott said he would be interested in knowing if the city already had initiatives targeting food insecurity. CM Breland said it would be better to rely on the school district. She said she would like to invite the social service worker from the district.

Mr. Scott asked if the city was not doing it today, could they recommend that they act. Vice-Chair Douglas said he believed so, but it all goes back to economic equity. If we address the economic equity that will impact

everything. We must hold ourselves accountable by the right metrics to make sure we are doing the right thing. He stated that they needed to make certain they are carrying out what is in the charter.

Chair Matlock said he wanted to calibrate the expectations. He stated they needed to build momentum and they will not see measurable results in a few months or a year, or possibly a decade.

Vice-Chair Douglas asked how would they know if they don't track it. Chair Matlock clarified that he was not saying it shouldn't be tracked, but that it should be specific in the calculation and measures. Vice-Chair Douglas said he agreed but they needed to track the bigger picture.

Chair Matlock stated that in just covering the first two items, they have identified a lot of policies and data they needed to look at. There needs to be processes to be put in to play. All of it cannot be done in an hour or an hour and a half meeting. Either they will need to quantify the work to be done then approach the council for an RFP or they meet a lot as a group to analyze the data. He stated that as a group, the need to understand that the commitment must be greater.

Mr. Scott asked when the Commission is using the phrase "the city," who does that represent? Is that the City Manager's Office, is it all the organizations funded by city tax dollars, how are we defining the concept of the city being responsible for things?

Chair Matlock responded that when he says "the city" he is referring to the City Council, the Mayor, and the City Manager and all those who fall under their purview.

4D. [2021-0767](#)

Social Justice

Discussion of the pillar of Social Justice and may include: Data collection and current policies

James Matlock, Chair

Chair Matlock stated the Commission had already looked at some of this through the report on traffic stops and racial profiling. He stated they should also look at current policies. He asked Trey if there was a current policy on racial profiling. CM Breland stated all policies are online. The pursuit policy just changed this year. She has also asked PD to keep monthly statistics rather than just yearly.

Vice-Chair Douglas mentioned reviewing jail bookings and policies and indicated the Commission may want to look at those but all the interaction with PD should be reviewed and the Commission should be proactive in that.

Chair Matlock stated that they should look at data such as bail, is it similar or are there difference between race or gender. Is bail reasonable, is it different depending on the area of town the event occurred in.

Chair Matlock spoke about being an interview panelist for the Police Chief candidates. CM Breland said they have narrowed down to three candidates. She invited the Commission to come to a Meet and Greet.

Chair Matlock stated that the candidates were very qualified and there was a diverse group represented. He asked Ms. Griswold to put out a poll to the Commission to gauge availability for the Meet and Greet. He thanked CM Breland and DCM Fletcher for the opportunity to meet with the candidates at this stage of the process.

Chair Matlock called for any more discussion.

Mr. Scott stated that one thing he noticed was there are no women on the city council, and while he knew that, seeing them makes a difference. He asked how can we create the opportunity to build a talent pool of people who are willing to serve on the council. He stated making space for more people to be available and being consistent in outreach so people are regularly being encouraged to run for office. He asked how to we as a Commission encourage more diversity in not just gender but in thought process also.

Chair Matlock stated that there are two female candidates running for Council. He stated that one of the candidates was at the Council meeting. He further stated that the push for a council person would come from reputable parties such as democratic party, etc.

CM Breland said that city staff does not participate in partisan politics and none of the elections include a party. A good place for people to start is through a board or commission.

Ms. Castillo asked what do they have in place in Pflugerville that would allow people to protest or show their position on a particular subject. For example, on Facebook someone asked who they needed to reach out to in order to hold an LGBTQ+ parade. She stated she was curious to know the process.

Chair Matlock stated he believed it would require a permit.

CM Breland said the ability to close a street was up to the City Manager. They would have to send a request and she would have to find out how that would work at a particular time. There are areas in the city where people could gather. Closing a street is not impossible.

Mr. Scott asked if there was a way to create a class that recruits and targets educating more women in Pflugerville about the city and city operations so that there is a larger group of candidates. He stated that there is an assumption that people know when city jobs are open, the same can be said about running for city offices. He stated that it should be safe spaces with like people so they do not have to feel like the minority. It would make them more confident and the groups could then be merged.

Chair Matlock said that basically is Pf101 indicative of the make-up of Pflugerville. He stated it was not but it may be due to a lack of interest. As the Commission knows, these things take time but it is a good question and a tactic may be to bring some ideas from Pf101.

Mr. Scott stated that the Chair made a good point about phase of life. But somewhere in the conversation there needs to be How do we get people 18-25 involved. There are age brackets that are often excluded when it comes to making critical decisions. There is not enough representation for younger

participants so perhaps there is a need for Pf101 for younger people.

Chair Matlock stated that CM Breland put out a list in the chat with some areas for youth that want to become more aware of city government and opportunities.

Chair Matlock asked for any other questions or items.

Hearing none, he stated that the commission should be getting a lot of information and should go through it. He reminded the Commission of the Police Chief search Meet and Greet and that it was in

5. Adjourn

8:05 p.m.

Respectfully submitted,

Jennifer Coffey Griswold, Library Director

Approved as submitted on August 9, 2021