



City of Pflugerville

Minutes - Final

Equity Commission

Monday, October 11, 2021

6:30 PM

100 E Main Street Suite 500, Pflugerville, TX

Regular Meeting

Equity Commission Members:

James Matlock - Chair

Shawn Douglas - Vice-Chair

Elizabeth Guillory-Medina

Daisy Delgado Castillo

Virginia Rogers

Pat Epstein

Elizabeth Montoya

1. Call to Order

Chair Matlock called the meeting to order at 6:50 p.m.

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.

None

3. Approval of Minutes

3A. [2021-1083](#)

Approval of the September 13, 2021 minutes

Jennifer Griswold, Library Director

Chair Matlock called for a motion to approve the minutes. Ms. Rogers moved that the minutes be approved as written, Ms. Castillo seconded. Approved by acclamation.

4. Discuss and Consider Action

4A. [2021-1082](#)

Presentation from City Staff regarding Capital Metropolitan Transit Authority (CMTA) Pflugerville transit pilot program

Emily Barron, Planning Director

Planning director Emily Barron presented on the Capital Metro (Cap Metro) Transit Pilot Program. Ms. Barron explained the program began in 2017 when they worked to outline different opportunities for transit. The pick-up pilot program was ultimately selected as the one that would best suit the needs of the community.

On September 14th, there was a meeting of the City Council to decide whether to continue the pilot program for the full year. The council heard a presentation from Capital Metro and staff, and voted to complete the program. The pilot program runs 3 square miles along Pecan Street corridor. Points of interest are the Park and Ride on Howard Lane, library, Walmart, HEB, and Amazon. Pick-up is on demand; riders can call and schedule pick-up at these locations. The bus generally arrives within 15 minutes. It is an alternate to bus service, so this was an opportunity to consider transit in the city and see how residents respond to it.

Various forms of outreach were utilized to get the word out to the community. There was a fall marketing campaign, mail-outs to locations in the corridor, a website, postcards, and etc.

Amazon has worked directly with Cap Metro and the Pflugerville Community Development Corporation (PCDC). Goals of the program were identified and the majority were met. Covid has had an impact on the goals however which may account for lower ridership.

Goals identified for the program include:

GOAL 1: Provide a safe, reliable, efficient, and accessible transportation option for residents of and visitors to the City of Pflugerville.

GOAL 2: Address the mobility needs of the residents of Pflugerville.

GOAL 3: Develop a local transit system that operates effectively and continues to develop regional transit options connecting the local community to the region.

GOAL 4: Pflugerville will have a regional transportation presence to ensure connectivity between emerging destinations and centers both within and external to Pflugerville, and to maintain a voice in regional transportation and planning cycles.

The goals were set for six (6) months and their connection to the goals of Pflugerville's TDP. Capital Metro can also add additional metrics that may be of importance to Pflugerville. The main requirement is that the metric must be measurable and must be within control of the Pickup operations team. The Parties may agree in writing to revise or add to the Metrics, so long as any revisions align with the City's Transit Development Plan, and related addendum, and are achievable in terms of performance and measurement.

Ridership as of August, has been creeping up. Performance measures are evaluated every month with Cap Metro. Trip Counts show where the most frequented pick-up zones are.

(Table of Performance Measures)

The program was eligible for federal funding so pilot program was funded by the Federal Transit Administration (FTA) and local funding.

Ms. Rogers noted the data indicated that they were falling short of the goal, and asked about September ridership. Ms. Barron said the September figures came in today and she did not have that ready for the Commission, but would follow-up. Ms. Rogers asked how the program is being publicized. She further asked about businesses within the corridor and said she received nothing about the program at her business. Ms. Rogers further explained that a lot of employees in her business area may use transit if they knew about it. Ms. Barron said she would talk with Cap metro about reaching out to some of those businesses. Ms. Rogers asked if people could be picked up from Tech Ridge. Ms. Barron said yes.

Ms. Castillo stated she had understood that you could only be picked up around Pecan St., but it looks like you can be picked up in any of those locations. Ms. Barron said correct, it is a door-to-door service. Ms. Castillo suggested they publicize that more so there is clear understanding.

Vice-Chair Douglas asked why the city was looking at this type of transit program rather than bus service. Ms. Barron said other jurisdictions have a portion of sales tax contributing to transit but Pflugerville doesn't participate in that, so this program was to see how the community would respond, and if there would there be enough riders to fund transit.

Vice-Chair Douglas asked what the ridership threshold would make the project worth funding. Ms. Barron said that would be a question for council but a lot of different things would be weighed.

Vice-Chair Douglas asked if there are alternative methods to call for pick-up or drop off locations, or if it was just an app. Ms. Barron said you can also call. Vice-Chair Douglas asked there was a breakdown of how people were using it. Ms. Barron said she could get the Commission that information.

Chair Matlock asked about the cost to ride, and transfer. Was it counted as one ride or multiple. Ms. Barron said she would need to double check with Cap Metro but she believed it was a continuous ticket. It would however, be different for the train.

Chair Matlock suggested advertising at after school programs, and asked if they had reached out to Pflugerville High School. Ms. Barron said she believed Cap metro reached out to the school district, but said she would double check. Chair Matlock also suggested a billboard.

Vice-Chair Douglas asked why there was a focus on Amazon and if they were they the largest employer. Ms. Barron said they were the largest employer in the pick-up area and it was an opportunity to help a large employer.

Vice-Chair Douglas asked if they tracked people once they get to Tech Ridge. Ms. Barron said no, because there is some anonymity but Cap Metro has considered adding that to their general survey.

Vice-Chair Douglas thanked Ms. Barron for her time and said he would like a follow-up presentation later in the program.

Ms. Rogers said she was looking again at the cost per passenger and said unless the numbers go up a lot, it was a lot cheaper to use Uber. She asked if that was considered in the metric or if they anticipate ridership would go up enough to make it cost effective.

Ms. Barron stated they are looking at a lot of things and buses could accommodate wheelchairs

Ms. Castillo asked about age demographics. Ms. Barron said she could ask if Cap Metro captured that.

Chair Matlock asked when the program would conclude. Ms. Barron stated March 22, 2022.

Chair Matlock asked if they would do a wrap up presentation when the program was over. Ms. Barron said Cap metro would.

4B. [2021-1084](#)

Pillars: Education follow-up discussion to identify and review additional data, and goals under this pillar and add specific, measurable and attainable initiatives. Presentation of current efforts by the Library.
James Matlock, Chair

Ms. Griswold presents information on current educational efforts regarding the Pflugerville Public Library. She pointed out that every public library is slightly different, and that libraries become what the community needs and wants them to become.

Ms. Griswold made clear the distinction between the public library and the school districts, their missions, population served, and why that separation needs to exist, however, the two entities can support one another.

Ms. Griswold further explained how items were selected for the collection. She explained that the population the public library served was diverse in every demographic and that they served everyone from infant to seniors.

Ms. Griswold explained the various ways the library works with the school district including the Sora app, which allows us to share our Overdrive collection with the entire school district, DigiT Cards which are free and available to every child in the district, regardless of any existing cards or fees for lost and damaged materials. Providing volunteer opportunities including opportunities for special ed students, books from the required reading list in various formats, student liaisons to the board, the Teen Advisory Group (TAG), and an internship.

Ms. Griswold explained that the library has librarians who specialize in each group of users (adults, seniors, teens, tweens, children) which allows them to concentrate and exercise expertise in their service area.

Ms. Griswold explained that for adults, the library has regular and special programs that focus on technology, crafts, skills (sewing, etc.), writing, poetry, and book clubs. In addition, special programs for seniors which are held earlier in the day and tend to be focused on learning new skills, crafts, opportunities for social interaction. She stated that many seniors benefit from one-on-one technology help and there is an adult librarian who focus' much of

her time on seniors and technology.

For teens, the library has a wonderful youth librarian who has a focus on developing a love of reading, creativity, social issues, and life skills. Our tween librarian develops programs and collections for those children who are in-between childhood and teens. This is an important as many children in this group begin to participate in other activities after school, and this is a time when they can drift away from reading for fun.

The library has a Children's Community Program Administrator, who focus on children up to age 7 and infants. The focus again is to develop a love of reading at a young age and support literacy.

Ms. Griswold stated that the library is part of the SX6 coalition. The SX6 Strategic Plan is a community-wide roadmap that ensures all children in Austin/Travis County enter Kindergarten happy, healthy, and prepared to succeed in school and beyond, and the Greater Austin Reading Coalition which is a diverse coalition of nonprofit and community leaders, librarians, teachers, and parents working toward a shared vision of supporting children, grades K – 3, to ensure they are reading on or above grade level by the fourth grade — a pivotal point in a child's reading development. We provide free opportunities

Ms. Griswold further stated that the library provides cultural celebrations, technology events, and is pet friendly.

Ms. Griswold went on to present how the library met some of the other pillars identified by the Equity Commission. Under the pillar of Economic Equity, the library provides employment information, one on one resume help, technology skills training, career and educational training opportunities, free Wi-Fi and laptop use.

Under the pillar of Health and Wellness. Among other things, the library provides informational resources and events from reputable and authoritative partner organizations including free health screenings, blood drives, and a vaccine clinic.

Under Social Justice, the library recognizes the diversity of the community and that is reflected in the staff and collection. The library provides voter registration information, does not shy away from complex social issues, has served as a polling place, provides materials from many voices and perspectives and whenever can, brings in area presenters and business owners for programs.

The library measures its success formally and informally, using feedback from the community on programs and services, conducting surveys, keeping statistics on material use and program attendance.

The library respects the confidentiality and privacy of its guests and it is Texas law that we do so.

Library staff belong to many state and national organizations, often chairing or serving on the board of them including American Library Association (ALA) Ethnic and Multicultural Round Table, the Texas Library Association (TLA)

Black Caucus, the TLA Queers and Allies Round Table, the TLA Latino Caucus, the ALA Intellectual Freedom Round Table, and many more.

The library partners with many area groups and businesses including the Greater Austin Area United Way, the American Legion, Pflugerville Pets Alive, and many more.

Ms. Griswold explained the many organizations the library is accountable to and asked for questions from the Commission.

Chair Matlock and Vice-Chair Douglas asked how the Commission could help the library. Ms. Griswold stated the best way would be outreach to areas where we have fewer library guests.

Chair Matlock suggested mailers or something sent out to area residences.

Chair Matlock asked about learning more about each area of the education efforts. Ms. Griswold suggested having the librarians who specialize in those areas address the Commission. Chair Matlock and Vice Chair Douglas both agreed that they would like that to happen. Vice-Chair Douglas also stated he would like to know more about our cultural programs and how we went about planning them and who we worked with. Ms. Griswold indicated that they worked with many people and the program librarians could better answer who specifically they partner with.

Ms. Rogers and Vice-Chair Douglas stated that they did not think they were ready to make additions to goals pillars partnership between equity commission and the library in the future now, but that would be something to look at another date.

Chair Matlock suggested they start the next meeting fleshing out Education pillar and introducing another pillar. Ms. Rogers said she thought they were going to talk about transportation issues and issues under the Economic Equity, then spend the other half of the meeting working on the document Chair Matlock had introduced earlier regarding matrix pillars, goals, data, and definitions.

At the next meeting the discussion of the pillar of Economic Equity will begin, and the pillar of Education will continue. Representatives from the Finance Department will present the purchasing policy.

5. Adjourn

Adjourned at 8:11 p.m.

Respectfully submitted,

Jennifer Coffey Griswold
Library Director

Approved as submitted on October 25, 2021

