

**COMMUNITY HEALTH AND EQUITY  
COUNCIL COMMITTEE MEETING  
NOVEMBER 26, 2018  
2:00 P.M.  
MUNICIPAL PLAZA BUILDING**

**Members Present:** Councilmember Ana Sandoval, Chair, *District 7*  
Councilmember Rey Saldaña, *District 4*  
Councilmember Greg Brockhouse, *District 6*  
Councilmember Manny Pelaez, *District 8*

---

**Members Absent:** Councilmember William Cruz Shaw, *District 2*

---

**Staff Present:** Carlos Contreras, *Assistant City Manager*; Rod Sanchez, *Assistant City Manager*; Maria Villagómez, *Assistant City Manager*; Ed Guzman, *Deputy City Attorney*; Susan Guinn, *Assistant City Attorney*; Stephen Whitworth, *Assistant City Attorney*; Jeff Coyle, *Director, Government and Public Affairs*; Xavier Urrutia, *Director, Parks and Recreation Department*; Homer Garcia III, *Assistant Director, Parks and Recreation Department*; Douglas Melnick, *Chief Sustainability Officer, Office of Sustainability*; Laura Mayes, *Government and Public Affairs*; Denice F. Treviño, *Office of the City Clerk*

---

**Others Present:** Josh Baugh, *San Antonio Express News*

**Call to order**

Chairperson Sandoval called the meeting to order.

**1. Approval of the Minutes for the October 25, 2018 Community Health and Equity Committee Meeting**

Councilmember Saldaña moved to approve the minutes for the October 25, 2018 Community Health and Equity Committee Meeting. Councilmember Pelaez seconded the motion. The motion carried unanimously by those present.

**Briefing and Possible Action on:**

**2. Briefing on the Cities Connecting Children to Nature Initiative.** [Maria Villagómez, Assistant City Manager; Xavier D. Urrutia, Director, Parks and Recreation]

Homer Garcia III stated that the Cities Connecting Children to Nature (CCCN) Initiative creates equitable access to nature through advocacy for a connection to the natural world. He noted that in February 2018, the National League of Cities (NLC) issued a call for applications and San Antonio was selected as one of six cities for the 2018 CCCN Grant Award. He stated that the grant was for \$75,000 over 2.75 years to include planning and implementation. He noted that the grant was awarded in February 2018 and engagement with stakeholders began in March 2018. He stated that planning began

in April 2018 and continues to the present time. He noted that implementation would occur from February 2019 through October 2020. He reviewed the community partners and work groups engaged in planning. He stated that feedback received from stakeholders revealed:

- Lack of awareness about community gardens, horticulture, and healthy food options
- Residents and youth generally unaware of the benefits of nature
- Need for broader understanding of the nutritional benefits of nature

Mr. Garcia stated that participants in the Summer Youth Program were asked questions about nature. He noted that the work groups identified the following target areas:

- High rates of disengaged youth
- Communities of color
- Highest poverty rates
- High poor health indicators

He noted the following emerging strategies:

- Green enhancements
- Nature smart libraries
- Nature industry career paths for underserved youth

Mr. Garcia reviewed the following next steps:

- Refine target areas
- Establish metrics
- Submit plan to NLC
- Normalize/operationalize

No action was required for Item 2.

**3. Briefing on the Status of the Climate Action and Adaptation Plan.** [Roderick J. Sanchez, Assistant City Manager; Douglas Melnick, Chief Sustainability Director, Office of Sustainability]

Douglas Melnick stated that in 2017, the City Council passed a resolution in support of the Paris Climate Agreement to reduce greenhouse gas emissions. He noted that the City partnered with the University of Texas at San Antonio (UTSA) to provide long-term climate projections for San Antonio. He reviewed said climate projections and the effect they would have on the City. He stated that the Fourth National Climate Assessment noted that climate change creates new risks and exacerbates existing vulnerabilities in communities across the United States, presenting growing challenges to human health and safety, quality of life, and the rate of economic growth. He reviewed the climate cost, cost-benefit analysis, and how climate change could affect bond ratings. He noted that the Climate Action and Adaptation Plan (CAAP) would assist municipal government and residents in:

- Understanding the ways our climate is changing

- Developing strategies to adapt to a warming planet
- Taking action to reduce our carbon emissions

Mr. Melnick reviewed San Antonio's total emissions by sector and noted that 85% of the opportunity to reduce Greenhouse Gas (GHG) emissions lies within transportation and buildings. He stated that the following mitigation strategies regarding transportation would be utilized:

- Encourage the use of cleaner and more efficient vehicle technologies
- Reduce single-occupancy vehicle miles traveled in the City

He noted that the following mitigation strategies regarding building energy would be utilized:

- Support energy efficiency and renewable energy
- Enact strategies which encourage reduced energy use

Mr. Melnick stated that the goals of the CAAP were:

- Transition to 100% carbon-free energy sources
- Electrification and diversification of transportation system
- Transform buildings and spaces to be more efficient and resilient

He stated that several surveys had been administered and 130+ community/stakeholder meetings and events had been held along with 27 equity-focused events. He noted that staff was completing phase 3 of the CAAP and would finalize strategies, as well as gain feedback from stakeholders, the community, working group members, and departments. He stated that the final draft of the CAAP would be available the third week of January 2019 and would be brought before the full City Council for consideration in April 2019. He noted that Technical Working Group Meetings would be held December 3-7, 2018, a Steering Committee Meeting would be held on December 12, 2018, and a joint Steering Committee/Technical Working Group Meeting would be held on January 22, 2018.

No action was required for Item 3.

### **Citizens to be Heard**

Chairwoman Sandoval called upon the citizens registered to speak.

Meredith McGuire spoke of the effects of climate change on the economy and the social costs of carbon. She provided copies of a study conducted in 2015 to the Committee.

Peter Bella expressed support for strong public input.

Councilmember Pelaez expressed support for the demonstration of values by City Government.

Councilmember Brockhouse spoke of offering incentives to businesses displaying energy efficiency.

Chairwoman Sandoval asked if city operations were part of the CAAP. Mr. Melnick replied that they were.

No action was required for Item 3.

**4. A Briefing on the City's Enhanced Public Participation Efforts.** [Carlos J. Contreras, Assistant City Manager; Jeff Coyle, Director, Government and Public Affairs]

Jeff Coyle stated that a Council Consideration Request (CCR) was submitted by Councilmember Sandoval requesting staff to develop principles and standards for each City campaign to follow in order to create consistency, clear expectations, and ample opportunity for the public to provide input prior to Council Action. He noted that public participation was defined as any process that obtains and considers public input in a decision prior to taking action. He presented the following scope of work outlined in the CCR:

- Assessing current public participation techniques utilized by departments
- Convening a cross-departmental working group to establish guiding principles
- Researching best practices
- Reviewing and implementing improvements to Citizens to be Heard
- Developing a tool for updating the community on specific issues

Mr. Coyle listed the six divisions of the Government and Public Affairs (GPA) Department and outlined their responsibilities. He stated that out of the 40 city departments; 21 had in-house communications staff; and 19 relied on GPA for communications support. He noted that GPA managed the Annual Budget Outreach Campaign (SASpeakUp) and provided guidance to other special projects as requested. He reviewed the following guiding principles:

- Transparent
- Inclusive
- Timely
- Accessible
- Convenient
- Informative
- Respectful
- Continuous
- Meaningful
- Responsive

He stated that SASpeakUp began with a budget survey and has grown to include:

- ❖ Survey teams at 30+ community-wide events
- ❖ Neighborhood outreach
- ❖ Digital marketing
- ❖ Paper surveys
- ❖ NextDoor.com
- ❖ Influence/blogger partnerships

- ❖ Traditional public relations
- ❖ English/Spanish content and advertising

Mr. Coyle noted what was learned from the SASpeakUp Campaign:

1. Go to the people.
2. Audience-driven events are successful.
3. Simple, friendly language helps residents understand and sparks participation.
4. Surveys provide easy input opportunities.
5. Asking demographic questions and updating data in realtime allow for a nimble campaign.

Laura Mayes stated that the following public engagement minimum standards were implemented in July 2018:

1. All City department public participation campaigns should be branded SASpeakUp going forward, barring any special circumstances.
2. A clear timeline should be established for each opportunity, including a two-week minimum input period.
3. Public meetings, which often achieve low attendance that is not necessarily representative of the entire community, should serve as a supplement to any input opportunity, not as the foundation for public participation.
4. Each campaign should utilize each of the City's existing communications resources, barring any special circumstances.
5. All surveys and associated materials must be printed and available online, made available in English and Spanish and ask (optional) demographic questions to ensure representativeness.
6. Results of the campaign should be reported in a standardized format and provided prior to any City Council briefing or action at the committee or meeting level.
7. All contact information gathered throughout the campaign should be added to the City's central database and used to communicate campaign outcomes and new input opportunities.

Mr. Coyle stated that the minimum standards have been shared with Department Directors and Public Information Officers (PIOs). He noted that SASpeakUp was rebranded and a new [www.SASpeakUp.com](http://www.SASpeakUp.com) was launched. He mentioned that a working group was convened with the Information Technology Services Department (ITSD) and City Attorney's Office to develop the City's digital engagement strategy, and update social media policies. He added that [sanantonio.gov/espaol](http://sanantonio.gov/espaol) was launched. He provided an example of the use of these standards for public outreach regarding dockless vehicles. He stated that the Citizens to be Heard (CTBH) Process now includes: 1) Forms in English and Spanish; 2) Fields for phone number and email; and 3) The option to indicate the need for an interpreter. He noted that city staff would respond to concerns as appropriate and a new frequently asked questions (FAQ) page clarifies the process for signing up, topics permitted, and State Law. He stated that a public participation administrative directive was being developed and staff would evaluate additional techniques for public participation (Teletownhall).

Councilmember Pelaez stated that he would like to see the results of a sentiment analysis.

Councilmember Brockhouse spoke of ensuring that each Council District was represented and stated that CTBH should be taken to the people. He asked of changes to the Open Records Request Process. Mr. Coyle detailed the current process.

Councilmember Pelaez suggested that natural language searches be included and that Council Meetings be held in the various Council Districts. Mr. Coyle stated that he would investigate the technological requirements, and scheduling of such a process.

Chairwoman Sandoval stated that she would be contacting Councilmembers seeking input on the charge of an Advisory Committee for public participation and nominations from Councilmembers for said Advisory Committee. She requested the dissemination of best practices and the creation of focus groups for public participation.

Councilmember Saldaña stated that the measure of success for public participation was that everyone has been heard. He moved to forward vetting of the public engagement process as a resolution to the full City Council for consideration. Councilmember Pelaez seconded the motion. The motion carried unanimously by those present.

## **Adjourn**

There being no further discussion, the meeting was adjourned at 3:40 p.m.

---

*Ana Sandoval, Chair*

*Respectfully Submitted*

---

*Denice F. Treviño, Office of the City Clerk*