

**COMMUNITY HEALTH AND EQUITY  
COUNCIL COMMITTEE MEETING  
APRIL 22, 2021 2:00PM  
VIDEOCONFERENCE**

<b>Members Present:</b>	Councilmember Ana Sandoval, Chair, <i>District 7</i> Councilmember Jada Andrews-Sullivan, <i>District 2</i> Councilmember Rebecca Viagran, <i>District 3</i> Councilmember Shirley Gonzales, <i>District 5</i>
<b>Members Absent:</b>	Councilmember Robert Treviño, <i>District 1</i>
<b>Staff Present:</b>	Colleen Bridger, <i>Assistant City Manager</i> ; David McCary, <i>Assistant City Manager</i> ; Jeff Coyle, <i>Assistant City Manager</i> ; Monica Hernandez, <i>Assistant City Attorney</i> ; Alma Lozano, <i>Assistant City Attorney</i> ; Craig Hopkins, <i>Director, Technology &amp; Information Systems Department</i> ; Sonia Gonzales, <i>Marketing Manager, Metro Health</i> ; Homer Garcia, <i>Director, Parks and Recreation Department</i> ; Connie Swain, <i>Marketing Manager, Parks and Recreation Department</i> ; Laura Mayes, <i>Assistant Director, Government &amp; Public Affairs</i> ; Deborah Scharven, <i>Accessibility Compliance Manager, Disability Access Office</i> ; Nancy Cano, <i>Office of the City Clerk</i>
<b>Others Present:</b>	Martha Martinez, <i>MMCreativity</i> ; Jeremy Roberts, <i>CEO, Left Brain + Right Brain Creative</i> ; Phil Beckett, <i>CEO, HASA</i> ; Jose Garcia, <i>Chairman, Disability Access Advisory Committee</i>

**Call to order**

Chairwoman Sandoval called the meeting to order.

**1. Approval of the meeting minutes from the February 25, 2021 Community Health & Equity Council Committee meeting.**

Councilmember Viagran moved to approve the minutes from the February 25, 2021 Community Health & Equity Council Committee meeting. Councilmember Andrews-Sullivan seconded the motion. The motion prevailed unanimously by those present.

**2. Approval of the meeting minutes from the March 16, 2021 Community Health & Equity Council Committee Special meeting.**

Councilmember Viagran moved to approve the minutes from the March 16, 2021 Community Health & Equity Council Committee Special meeting. Councilmember Andrews-Sullivan seconded the motion. The motion prevailed unanimously by those present.

**3. Approval of the meeting minutes from the March 22, 2021 Community Health & Equity Council Committee Special meeting.**

Councilmember Viagran moved to approve the minutes from the March 22, 2021 Community Health & Equity Council Committee Special meeting. Councilmember Andrews-Sullivan seconded the motion. The motion prevailed unanimously by those present.

**4. A briefing providing updates on the community-wide COVID-19 Waitlist for people 65+**  
[Ben Gorzell, Chief Financial Officer]

Craig Hopkins reported that on March 31, 2021, the City Council passed an ordinance to establish a community-wide COVID-19 Vaccination Waitlist with a focus on Bexar County residents age 65 or over that were currently not vaccinated and did not have an appointment. He stated that the goal was to provide vaccine providers with contact information to notify registrants when vaccines became available. He provided a timeline of events: April 8, 2021: Soft-launch with 3-1-1 Call Agents; April 13, 2021: Public-facing website went live at [www.sanantonio.gov](http://www.sanantonio.gov); April 14, 2021: Press communications started; and April 17, 2021: First providers started contacting registrants and making appointments.

Mr. Hopkins explained that a Texas resident, or their proxy, could go online, call 3-1-1, or work directly with any Community Outreach Enroller to complete a questionnaire and save their name in a central database; thereafter, the resident would be notified that they were on the Waitlist and would be contacted when a provider had vaccines available.

Mr. Hopkins reported that 4,307 names were added to the Waitlist as of this morning; 4,232 names had concurrently been pulled by providers; and an additional 50 names were added in the past 15 minutes for a current total of 4,363. He noted that 3,411 (92%) registrants were added through the City's COVID-19 Vaccine Website; 331 (9%) were added through 3-1-1; and 11% of registrants used the Spanish page. He provided demographics of the current registrants and noted that the database could identify the names pulled by specific providers.

Mr. Hopkins stated that although the Waitlist was advertised for Bexar County residents age 65 or over that were currently not vaccinated and did not have an appointment, residents were signing up regardless of their age and they would not be blocked from doing so, nor would their names be removed. He explained that only 8% were age 65 or over and were to be processed first, but due to the sheer volume of registrants, names were now pulled by providers in their area as soon as they had vaccines available.

Mr. Hopkins provided recommendations for the City's COVID-19 Vaccine Waitlist, as follows:

- Open the Waitlist to all Bexar County residents who have not been vaccinated and do not currently have an appointment to be vaccinated, regardless of age.
- Drive demand and obtain additional registrants through focused communications, social media, paid advertising, and resident alerts.
- Continue to prioritize vulnerable populations (over 50, homeless, neighborhoods, others) through targeted communications and enroller partnerships.
- Continue to add more Providers who can pull names and create appointments when they have vaccines available.

Chairwoman Sandoval asked of any anticipated technical hurdles with the Waitlist Registry. Mr. Hopkins stated that the main concern was scalability to ensure that the database could efficiently handle supply and demand peaks. She asked if the original design of the Waitlist Registry included a limitation by county.

Mr. Hopkins stated that the initial goal was to focus on Bexar County residents, but the Waitlist was open to anyone in the State of Texas. He noted that latest demographics indicated 85% of registrants were Bexar County residents.

Councilmember Gonzales asked if feedback was available on the number of vaccines administered per provider. Phil Beckett stated that Wellmed had scheduled 10% of the names they pulled and UT Health had scheduled 20%.

Councilmember Viagran expressed her support for opening up the registry for everyone. She asked if individuals could pull their own names from one provider's list to another to schedule an appointment. Mr. Hopkins stated that each provider owned its own registration process and individuals would have to contact specific providers of their choice directly.

Councilmember Andrews-Sullivan asked if City staff was using TV and social media for messaging, and if senior centers, and Meals on Wheels could be used as points of registration. She asked if City staff was collaborating with any disability council partners to ensure vaccine registration messaging was developed for the visual or hearing impaired. Mr. Hopkins stated that a vaccine alert system was used and messaging was pushed through social media and some paid advertising. He anticipated a logical progression would be to utilize Meals on Wheels and community centers as registration hubs. Ms. Mayes added that the City's media partners were helpful spreading messaging in English and Spanish and stated that disability partners directly scheduled disabled individuals for vaccines through homebound programs or mobile clinics.

Councilmember Gonzales asked of the current status of vaccine supply and demand. Mr. Hopkins confirmed that currently all four vaccination sites had more appointment slots available than the number of individuals signed up. He noted that the providers were in discussions to transition from mass vaccination sites to local community pop-up sites.

## **5. A briefing providing updates on the City of San Antonio's What Will It Take COVID-19 vaccine campaign [Jeff Coyle, Assistant City Manager]**

Martha Martinez stated that the strategy for the next phase of the City's What Will It Take COVID-19 vaccine campaign was a focused call to action to targeted vulnerable populations, marginalized populations, millennials, and LGBTQIA+ communities in the City in conjunction with continued COVID-19 safety messages. She indicated that the strategy included extending the music program through a robust, traditional media and targeted digital ad buy-in efforts with a targeted social community and influencer program. Ms. Martinez reported that each Council District was consulted for the development of a grassroots program that included local community leaders and would be produced in English and Spanish.

Sonia Gonzales reported that Metro Health's COVID-19 marketing budget was funded by Federal Grants and was inclusive of people from different ages, cultures, demographics and behavioral patterns. She stated that the media methods used were intended to engage the targeted audience on the platforms they used and included seven television stations and 24 radio stations in Spanish and English. She specified that TV times included primetime broadcasts, "novellas," evening shows, and locally produced daytime shows. She noted that radio placements included peak drive times and additional support included promotions on station websites, screen mentions, and a daily ticker with swappable messaging on KSAT

at 9am on Mondays through Fridays. Ms. Gonzales stated that additional placements included billboards and neighborhood posters, door hangers, flyers, yard signs at City parks, vendor food bags, text messaging, and print ads in seven local community newspapers in English and Spanish.

Ms. Gonzales stated that new advertising placements included health kiosks within Walmart stores located on the Eastside, Westside, and Southside. She explained that in order to capture the younger demographic target, advertising would appear on video jukeboxes within some nightclubs and bars. She added that a new tactic included the roll out of a digitized, video truck which was new to the market and would drive around at several events as a major, creative attention grabber.

Ms. Martinez reported that the music program extension was created with new talent including Campanas De America, Little Joe Hernandez and Simply Rayne and focused vaccine musical messages were created in English and Spanish for broadcast and digital advertising. She noted that each artist would post and promote the campaign on their social media platforms beginning April 1, 2021. She added that Simply Rayne was a local R&B singer that had a following of 1.5 millennials in San Antonio and would be using her TikTok platform for mass viewings.

Jeremy Roberts stated that the previous COVID-19 advertising campaign reflected that women engaged more with Facebook and Instagram ads, men engaged more with YouTube and Google, and that ad engagement was 55% English, 44% Spanish, and 74% viewed ads on a mobile device. He reported that advertising for the current extended music program was based on those findings and current engagement rates were trending significantly higher.

Ms. Martinez stated that a targeted focus on multigenerational stories on local community leaders and included Reverend Patrick Jones, Petra Mata and Jesse Rendon, all of whom were representative of their Council Districts. She added that Mata had recruited local residents in a grassroots door-to-door effort to encourage neighbors to get vaccinated. She noted that other grassroots efforts included volunteers at local parks and events, and faith-based organizations and events. She stated that creative murals would be painted in Council Districts 2, 3, 4, 5, and 7 in the heart of the local communities.

Councilmember Gonzales asked about vaccine hesitancy based on fertility concerns. Laura Mayes reported that there were always questions regarding any vaccine and the vaccine hesitancy messaging was addressed in the Mayor's nightly COVID-19 reports, many town hall meetings, and social media posts to promote the safety of the COVID-19 vaccine, and she reiterated Dr. Colleen Bridger's statement that the COVID-19 vaccine was safe and effective and did not cause sterility.

Councilmember Andrews-Sullivan stated that it was important that messaging including an emphasis on the safety of the vaccine to address vaccine hesitancy concerns. Dr. Bridger reported that Metro Health closely reviewed the findings and communications released by the national public experts that tested and recommended the safety and efficacy of the COVID-19 vaccine.

Councilmember Viagran requested an additional mural for Council District 3. She asked if splash ads could be added to local smartphone applications such as HEB Curbside. She suggested that COVID-19 vaccine messaging be presented at current townhalls and prior to City Council meetings. She recommended targeting the local food and beverage industry and hospitality workers to include COVID-19 vaccine message embedded in grant program emails and mailings.

Chairwoman Sandoval asked if the COVID-19 marketing budget included funding for grassroots door-knocking efforts. She recommended Woodlawn Point in Council District 7 for a pop-up vaccine event. Ms. Martinez reported that Ms. Mata deployed members of Fuerza Unida for neighborhood engagement on a stipend basis and MM Creative was working with Vanessa Rodriguez and her six-member team that have successfully signed up 1,300 residents for vaccines so far. She confirmed that a portion of budget funding was set aside for local grassroot efforts.

**6. A briefing on the Howard W. Peak Greenway Trails System Survey Results [David W. McCary, CPM, Assistant City Manager; Homer Garcia III, Director, Parks and Recreation]**

Connie Swain reported that the Howard W. Peak Greenway Trails System was funded through the voter approved sales tax initiative from 2000-2015 and currently, the trail system consisted of 82 miles of completed paved trails, with 15 miles under construction and an additional 14 miles in design.

Ms. Swain stated that the Parks and Recreation Department (PRD) sought public feedback regarding the Trails System to learn more about the community's knowledge of the trail system; trail use habits and experiences; and to inform future investments including enhancements to existing trails and prioritizing growth. She reported that the Greenway Trail Survey was opened on November 16, 2020 and closed on January 18, 2021 and 3,638 responses were received.

Ms. Swain explained that public outreach varied and included a homepage banner on the PRD website; posting the survey on the City's SASpeakUp website; signage with a QR code at various trailheads; nine community centers; and two senior food sites. She added that emails were distributed to stakeholders, all Council District Offices, park volunteers, the Parks and Recreation Advisory Board, the Linear Creekway Parks Advisory Board members, and partner organizations such as the San Antonio Parks Foundation, South Texas Off Road Mountain-Bikers. She noted that digital and print versions of the survey were available in Spanish and English and added that the Park Stewardship team also performed direct outreach at parks and trails.

Ms. Swain reported that social media promotion included Facebook, Instagram, Twitter, and NextDoor. She indicated that four paid advertising campaigns in English and Spanish included citywide outreach and a targeted zip code campaign for the zip codes with the lowest number of respondents. She noted that the PRD would post the results on the its website for public access and would continue accepting feedback from the community regarding the Trails System in an effort to continuously improve service delivery to the public.

Ms. Swain provided demographic outcomes from the Greenway Trail Survey as follows:

- Age of most respondents: 35-44 (25%), and 45-54 (23%)
- Gender: Male: 54% and Female: 44%
- Top Zip Codes: 78249, 78258, 78240, 78232, 78247, 78254, 78250, 78230, 78209, and 78216
- Trail Use:
  - Frequency: Weekly: (57%; Monthly: 21%; Daily: 15%
  - Primary Trail Use: Bike/Cycle: 50%; Walk: 23%; Run: 17%
  - Transportation to Trails: Car: 68%; Bicycle: 19%
  - Most Used Segments: Salado Creek Greenway: 70%; Leon Creek Greenway: 63%
- Average Walk/Run Distance per Visit: 2.5 miles: 43%; 0-2 miles: 28%

- Average Cycling Distance per Visit: Over 20 miles: 21%; 10-15 miles: 19%; 0-2 miles: 19%; 5-10 miles: 16%
- Most popular times: Weekend mornings and afternoons; weekday afternoons
- Top reasons for trail use: Exercise, enjoy nature, safer than walking/biking on street; offers long distance walking/biking; recreation
- Top 5 reasons preventing trail use:
  - Lack of amenities such as water, lighting, restrooms
  - Too many users on the trail
  - Too many gaps in the Trailway System
  - Too far from where I live
  - Lack of knowledge about the trails

Councilmember Gonzales exited the meeting at this time.

Councilmember Sandoval asked if gaps in some parts of the Trailway System contributed to fewer survey responses received from some Council Districts. She asked if a count system was in place along the trailways. She recommended the implementation of a funding plan to analyze feasibility for future expanded uses of the Trailway System beyond recreation purposes. Ms. Swain agreed that could be a contributing factor and emphasized that responses were still being received and extra outreach efforts would be made to those Council Districts. She observed that the Valero Trailhead was located in 78249 and had received the most responses and noted it was the oldest trailhead so that residents were very familiar with it and therefore were perhaps more responsive. Homer Garcia reported that some trail counters were in place at some segments of the trailway with more were to be widely available. He added that touchpoints would be augmented with the Trail Tour Program and Park Liaisons to indicate key corridor use for future design perspective and to consider future mobility options as the Trailway System continued to evolve. He stated that he would provide preliminary trail county results at a future briefing.

Councilmember Andrews-Sullivan asked for feedback on the new parking lot of Salado Creek Trailway on East Commerce St. She asked of the clean-up process for the Trailway System and noted that residents reported the area behind the Tobin Library as not visually pleasing. Mr. Garcia reported that the parking lot has been very well received and noted that the area previously was not utilized to the extent that it was now. He reported that dedicated crews were assigned to cleaned segments of the trails multiple times a week with the first priority being to clear access issues that occurred after frequent rains which was challenging at times as many trails were built along waterways which rose higher than the foot of the banks. He added that PRD had a very popular Adopt-a-Park model program that included volunteers from many local organizations which were very helpful and which could be expanded to recruit volunteers that frequented their favorite trails.

**7. A briefing by the Disability Access Advisory Committee including an overview of the committee's purpose, accomplishments and partnership with the Disability Access Office.**  
[Roderick Sanchez, Assistant City Manager; Razi Hosseini, Director, Public Works]

Deborah Scharven reported that the mission of the Disability Access Office (DAO) was to ensure all City of San Antonio programs, services, facilities, and public rights of ways are accessible to, and useable by, people with disabilities so anyone, regardless of ability, may fully engage in community life. She stated that the DAO served as the City's Americans with Disabilities Act (ADA) Section 504 Coordinator and was responsible for coordinating the City's efforts to comply with disability legislation.

Ms. Sharven stated that the DAO focused on three core services: Improve compliance; promote meaningful use; and advance equity as part of the City's efforts to provide accessible services and facilities for residents living with disabilities. She explained that the City's ADA/504 Coordinator partnered with other City departments on complaint resolutions and transition plan monitoring and provided technical assistance, design plan reviews and training and educational materials. She noted that the DAO advanced equity through community partnerships and the building of disability data sets that many organizations implemented as part of the strategic program planning,

Jose Garcia reported that the disability community in San Antonio was a growing and diverse population with unique needs and abilities. He stated that the Disability Access Advisory Committee (DAAC) was established in 1979 by the City Council to work closely with the DAO as part of San Antonio's efforts to provide accessible services and facilities for residents living with disabilities. He noted that the DAAC consisted of individuals with disabilities, providers of services to people with disabilities and interested San Antonio residents.

Mr. Garcia stated that the DAAC supported the DAO mission and served in an advisory capacity to all City departments on issues relating to disability and accessibility in City programs, services, and activities. He added that the Committee members were selected from each Council District and had extensive experience and knowledge in the disability community either as an individual living with a disability, or a family member, or a disability service professional. He reported that it was the goal of the DAAC to maintain a majority of members who lived with a disability and to have as many types of disability experiences represented in its membership. Mr. Garcia noted that the DAAC currently had several vacant positions and sought to collaborate with all Council District offices to ensure the vacancies were filled as soon as possible.

Mr. Garcia noted that 2020 was an unusual and challenging year for the entire community and the DAAC faced those challenges head-on as it partnered with the Bexar County Technical Advisory Committee (BCTAC) and the City's COVID-19 Response and Recovery efforts for persons with disabilities. He reported that DAAC and BCTAC developed recommendation letters for City and County leadership to encourage budget and target planning goals, accessibility improvements, and to enhance opportunities, health services, and employment opportunities for the disability community. He added that DAAC created letters of support for adult changing stations in new City facilities, including a listing of prioritized location for potential stations.

Mr. Garcia emphasized that the City had more work to do to focus on strategic initiatives with targeted, prioritized goals and items to consider that included persons living with disabilities in the City's planning and implementation of programs and services. He presented items for the City Leaders to consider in the areas of Workforce Development, Small Business Support, Housing Security, Digital Inclusion, and Healthcare, as follows:

- Are people living with disabilities included in the planning and implementation of strategic plans, programs and services?
- Do they have targeted goals for people living with disabilities?
- Are projects that help people living with disabilities prioritized?
- Does the City hire businesses that employee or are owned by people with living with disabilities?
- Are people living with disabilities represented on city boards, committees and working groups?

Mr. Garcia urged the City Leaders to be intentional in their choices by bringing persons with disabilities to the table, not only to hear their issues, but to act on their solutions. Mr. Garcia stated that DAAC stood committed to partnering with the City in its continued efforts to make San Antonio a leader in equity for the disability community and invited the Committee to attend an upcoming DAAC meeting.

Chairwoman Sandoval asked if DAO could collaborate with the DAAC to review and answer the DAAC's list of items to consider. Ms. Scharven stated that the DAO would do so as it served in a technical advisory role to City Departments and outside organizations to work on inclusive initiatives and accessibility connections with on different accessibility projects and would provide feedback on the process for DAAC initiatives.

Councilmember Andrews-Sullivan asked how COVID-19 messaging was shared with visually and hearing-impaired residents. She asked how the COVID-19 vaccine messaging was shared with the disability community. Ms. Scharven stated that the DAO and DAAC worked with City departments and the Office of Emergency Management (OEM) on the Alert SA Program to provide alerts in sign language with American Sign Language interpreters and compatible Braille printers. She reported that the DAC provided community information for emergency alerts and messaging regarding emergency housing, utility, and food assistance. Ms. Sharven stated that COVID-19 alerts were included in the OEM messaging to the disability community and would provide further detail.

Councilmember Viagran stated that it was important to incorporate the DAAC's items to consider in budget goal setting sessions for the City's next bond package and for the proactive development of future policies and planning strategies.

Assistant City Manager David McCary stated that the DAAC list of items to consider would be shared with Assistant City Manager Rod Sanchez in preparation for the City's next bond package. He stated that it was critical for the City to lead the way and advance equitable initiatives within the City's Boards and Commissions. He added that the Office of the City Clerk was in the process of implementing a new online Boards and Commission application process and discussions would be held on how to add disability as a demographic question which would better inform the decision-making process for candidates. He stated that he would continue offline conversations with the Committee regarding such efforts.

## **Adjourn**

There being no further discussion, the meeting was adjourned at 4:01 pm.

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*Ana Sandoval, Chair*

*Respectfully Submitted,*

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*Nancy Cano, Office of the City Clerk*