



CENTRAL HEALTH

Our Vision

Central Texas is a model healthy community.

Our Mission

By caring for those who need it most, Central Health improves the health of our community.

Our Values

Central Health will achieve excellence through:

Stewardship - We maintain public trust through fiscal discipline and open and transparent communication.

Innovation - We create solutions to improve healthcare access.

Respect - We honor our relationship with those we serve and those with whom we work.

Collaboration - We partner with others to improve the health of our community.

BOARD OF MANAGERS STRATEGIC PLANNING COMMITTEE

Tuesday, September 25, 2018, 5:30 p.m.

**Central Health Administrative Offices
1111 E. Cesar Chavez St.
Austin, Texas 78702
Training Room**

AGENDA*

1. Approve the minutes of the following meeting of the Central Health Board of Managers Strategic Planning Committee:
 - a. July 17, 2018. (*Action Item*)
2. Receive and discuss a presentation on the Austin Fast Track Cities Initiative to end the AIDS epidemic. (*Informational Item*)
3. Receive and discuss a presentation from Central Health, CommUnityCare, the Housing Authority of the City of Austin, and the United Way on medical transportation initiatives. (*Informational Item*)
4. Receive and discuss an update on Communications and Community Engagement activities and initiatives. (*Informational Item*)
5. Confirm the next regular Strategic Planning Committee meeting date, time, and location. (*Informational Item*)

*The Strategic Planning Committee may take items in an order that differs from the posted order.

Note 1, Possible closed session item.

The Strategic Planning Committee may consider any matter posted on the agenda in a closed session if there are issues that require consideration in a closed session and the Committee announces that the item will be considered during a closed session.

A quorum of Central Health's Board of Managers may convene to discuss matters on the agenda.

STAYS IN FILE

Came to hand and posted on a Bulletin Board in the Courthouse,
Austin, Travis County, Texas on this the 20th day of

September 2018.

Dana DeBeauvoir

County Clerk, Travis County, Texas

By D. Campos Deputy

D. CAMPOS JR.



FILED AND RECORDED

OFFICIAL PUBLIC RECORDS

Dana DeBeauvoir

Sep 20, 2018 01:20 PM

201881525

FEE: \$0.00

Dana DeBeauvoir, County Clerk

Travis County TEXAS



CENTRAL HEALTH

**CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE**

September 25, 2018

AGENDA ITEM 1

1. Approve the minutes of the following meeting of the Central Health Board of Managers Strategic Planning Committee:
 - a. July 17, 2018.

MINUTES OF MEETING – JULY 17, 2018

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

On Tuesday, July 17, 2018, the Central Health Board of Managers Strategic Planning Committee convened at 5:32 p.m. in the Training Room, 1111 East Cesar Chavez, Austin, Texas 78702. Clerk for the meeting was Ms. Emily Farris.

Committee Members present: Chairperson Greenberg and Manager Jones.

Board Members present: Manager Zamora

REGULAR AGENDA

1. **Approve the minutes of the following meeting of the Central Health Board of Managers Strategic Planning Committee:**
 - a. **June 12, 2018.**

Clerk's Notes: Discussion on this item began at 5:32 p.m.

Manager Zamora moved that the Committee approve minutes of the following meeting of the Central Health Board of Managers Strategic Planning Committee:

- a. June 12, 2018.

Manager Jones seconded the motion.

Chairperson Greenberg	For
Manager Aiken	Absent
Manager Jones	For
Manager Valadez	Absent
Manager Zamora	For

2. **Discuss and take appropriate action on the Fiscal Year 2019 Strategic Work Plan.**

Clerk's Notes: Discussion on this item began at 5:33 p.m. Chairperson Greenberg explained that the Central Health Strategy Proposed Fiscal Year 2019 and Fiscal Year 2020 Strategies from Performance Review Recommendations document contained only a few changes incorporated from their last committee discussion. Ms. Monica Crowley, Chief Strategy & Planning Officer for Central Health was present to address any questions from the committee, and noted that the Eastern Travis County Crescent strategies for the Strategic Work Plan would be presented during the October 2018 committee meeting.

Manager Aiken joined the meeting at 5:36 p.m.

Manager Jones moved that the Committee recommend the Board approve the Fiscal Year 2019 Strategic Work Plan. Manager Zamora seconded the motion.

Chairperson Greenberg	For
Manager Aiken	For
Manager Jones	For
Manager Valadez	Absent
Manager Zamora	For

3. **Receive and discuss a presentation on significant health and social determinants of health indicators for Colony Park, created by the Collaborative Health Planning Group.**

Clerk's Notes: Discussion on this item began at 5:37 p.m. Ms. Megan Cermak, Senior Health Planner for Central Health, and Ms. Tracy Ayrhart, PhD, Senior Data Management Healthcare Analyst for Central Health, presented to the committee about the collaborative health planning efforts by Central Health in conjunction with Travis County Health and Human Services and Austin Public Health. The organizations plan to jointly focus on supporting the Eastern Travis County Health & Wellness Collaboration by working together, sharing public data, and aligning goals and activities specific to critical health indicators and social determinants of health. Ms. Cermak also highlighted the specific support that will be provided to the Eastern Travis County Health & Wellness Collaboration. Dr. Ayrhart also provided data to the committee showing the priorities indicators in Colony Park, as part of a pilot project, by focusing on household structure, infant mortality rates, language barriers, preventable hospitalization, the burden of diabetes, food insecurity, and the burden of STIs/HIV. Committee members also discussed transportation issues for individuals in the Eastern Travis County Crescent and the resulting challenges to accessing services.

No action was taken on item 3.

4. Confirm the next Strategic Planning Committee meeting date, time, and location.

Clerk's Notes: Discussion on this item began at 6:07 p.m. Chairperson Greenberg announced the next scheduled Central Health Board of Managers Strategic Planning Committee meeting is to be determined.

Manager Jones moved that the Committee adjourn. Manager Aiken seconded the motion.

Chairperson Greenberg	For
Manager Aiken	For
Manager Jones	For
Manager Valadez	Absent
Manager Zamora	For

The meeting was adjourned at 6:08 p.m.

Sherri Greenberg, Chairperson
Central Health Strategic Planning Committee



**CENTRAL
HEALTH**

**CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE**

September 25, 2018

AGENDA ITEM 2

Receive and discuss a presentation on the Austin Fast Track Cities Initiative to end the AIDS epidemic.

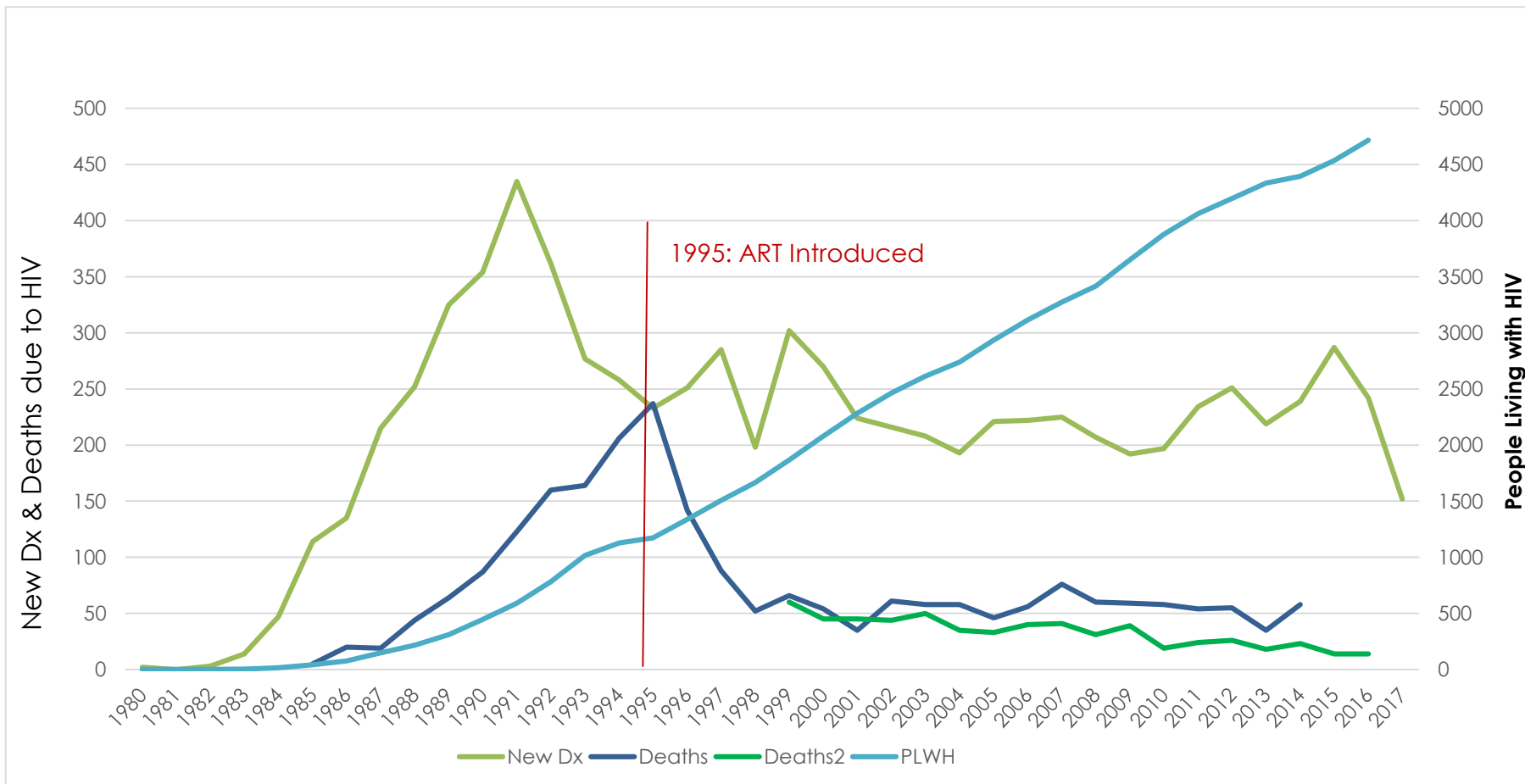


Austin Fast Track Cities Initiative

PRESENTATION TO THE CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE MEETING, SEPTEMBER 25, 2018

PHILIP HUANG, MD, MPH
HEALTH AUTHORITY/MEDICAL DIRECTOR
AUSTIN PUBLIC HEALTH

Travis County Residents Living with Diagnosed HIV Infections, New Diagnoses and Deaths, 1980-2017



PLWH – Rising 4-6% per year

New Dx ~ 200-250/year

Deaths* – Low and stable

*Two-year lag on death data; deaths to persons living with HIV

Austin Fast Track Cities

On June 20th, 2018, Austin Mayor Steve Adler and Travis County Judge Sara Eckhardt signed the Paris Declaration on Fast-Track Cities



Austin Fast Track Cities 2020 Goals

- ▶ **Goal 1** - 90% of all people living with HIV will know their HIV status;
- ▶ **Goal 2** - 90% of all people with diagnosed HIV infection will receive sustained antiretroviral therapy; and
- ▶ **Goal 3** - 90% of all people receiving antiretroviral therapy will have viral suppression.
- ▶ **Goal 4** – 50% reduction in New Infections
- ▶ **Goal 5** - End stigma related to HIV

Current Status of FTC Goals in Travis County

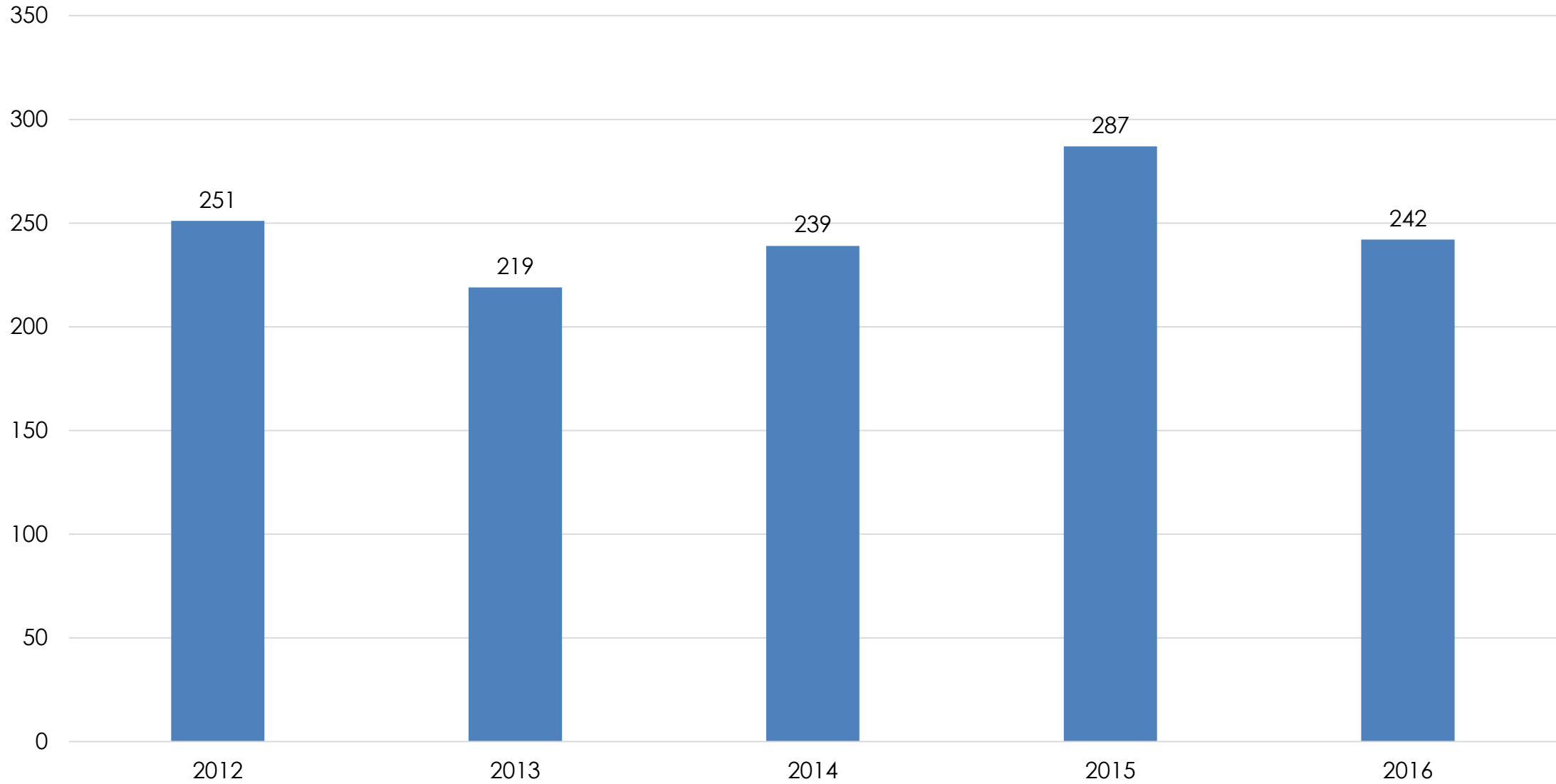


GOAL	CURRENT STATUS	GAP
Goal 1: 90% of all people living with HIV will know their HIV status.	Estimated 83% of Travis County residents living with HIV know their status	7%
Goal 2: 90% of all people with diagnosed HIV infection will receive sustained antiretroviral therapy.	80% of people diagnosed with HIV are retained in care	10%
Goal 3: 90% of all people receiving antiretroviral therapy will have viral suppression.	90% of people who are retained in care are virally suppressed	Goal Met
Goal 4: 50% reduction in new infections	There were 242 new diagnoses of HIV in Travis County. A 50% reduction would mean 121 new diagnoses.	50%
Goal 5: End stigma related to HIV	77% said stigma or fear of discrimination had not kept them from obtaining care	23%

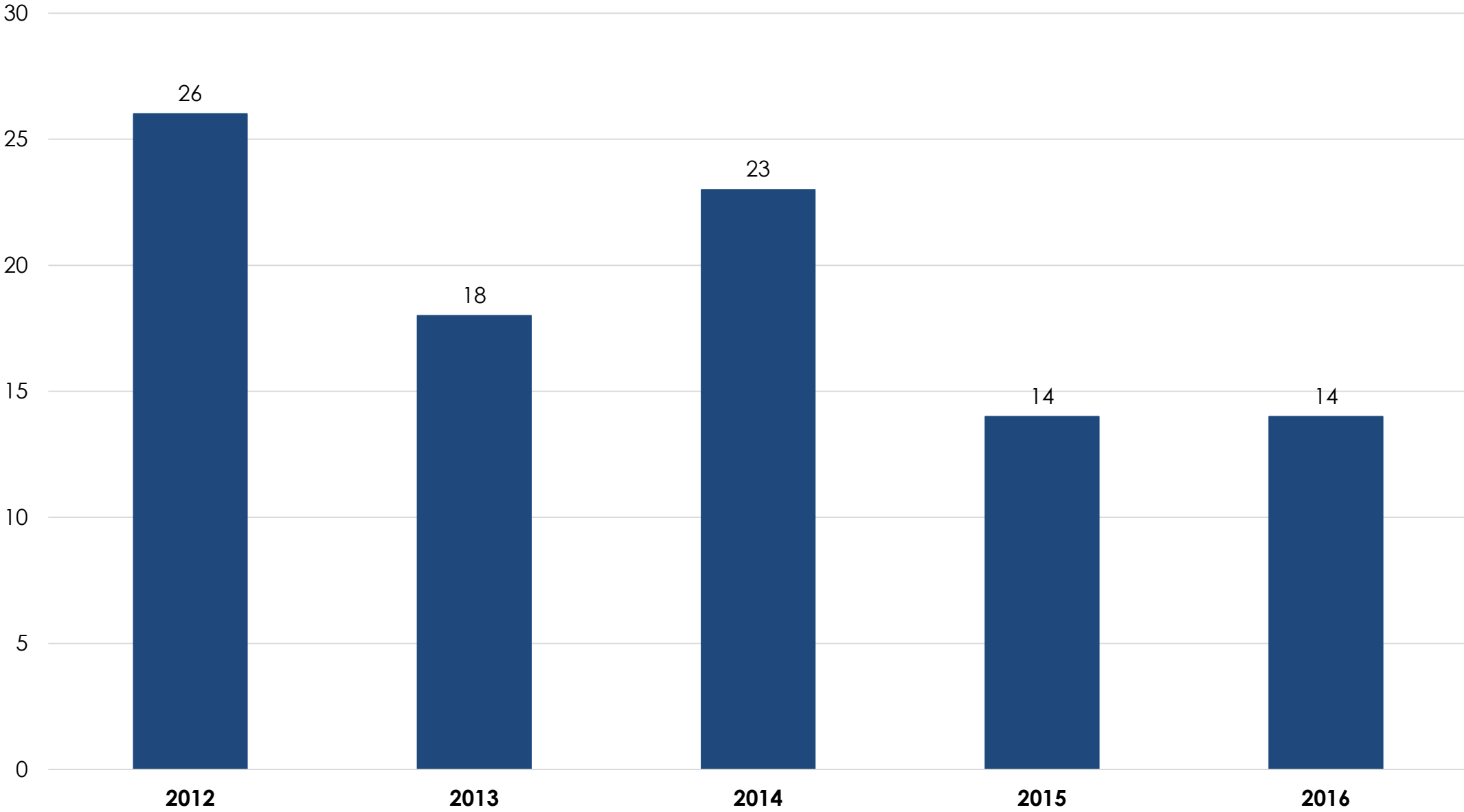
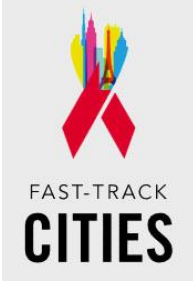
Getting to Zero Goals by 2030

- ▶ Zero new cases of HIV
- ▶ Zero deaths due to HIV/AIDS
- ▶ Zero Stigma

Number of New HIV Diagnoses in Travis County



Number of HIV Deaths* in Travis County



*Deaths with ICD-10 codes B20-B24

Economic Benefits of Getting to Zero

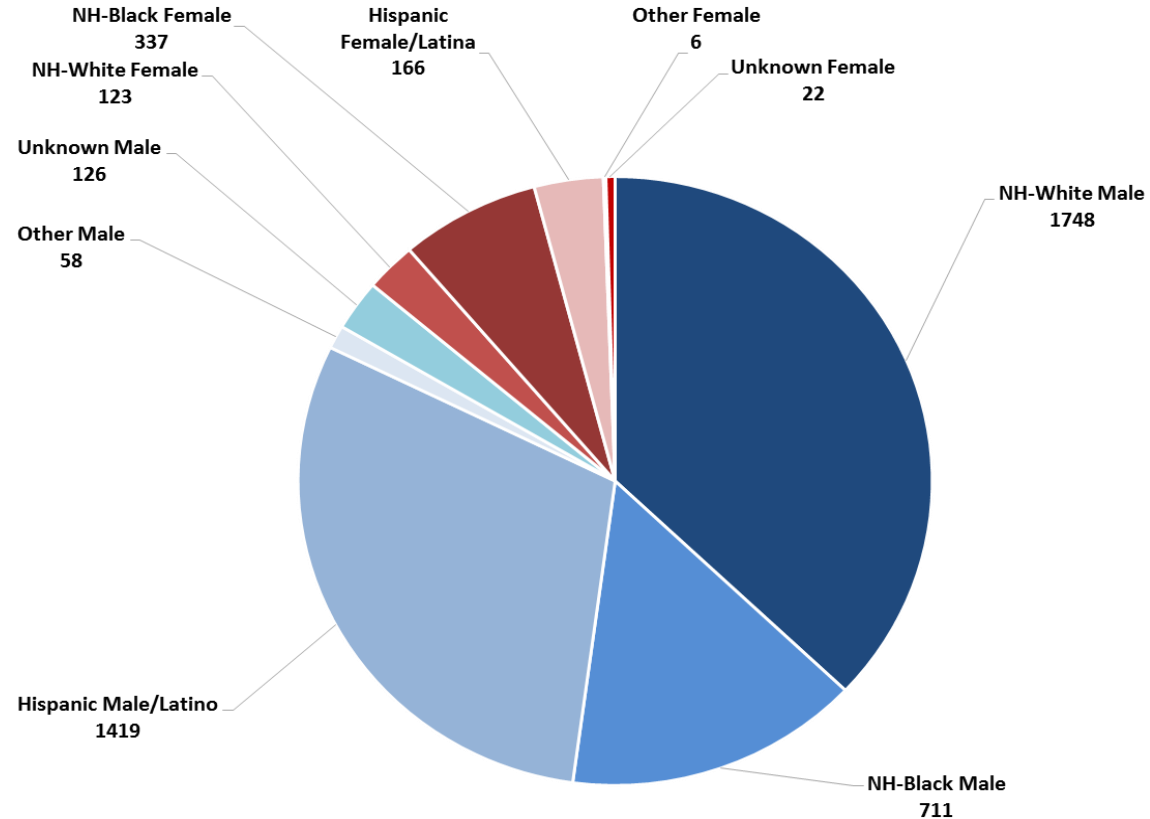
- CDC estimates the Texas total lifetime treatment cost of each new HIV diagnosis is \$379,668 (in 2010 dollars).
- In Travis County, this means approximately \$95 million in lifetime treatments costs each year.
$$250 \text{ new Dx} \times \$379,668/\text{Dx} = \$94,917,000$$
- If there is no change, after 10 years of new diagnoses, Travis County would see almost \$1 billion in lifetime treatment costs.
- This is money that can be saved if we achieve zero new diagnoses.



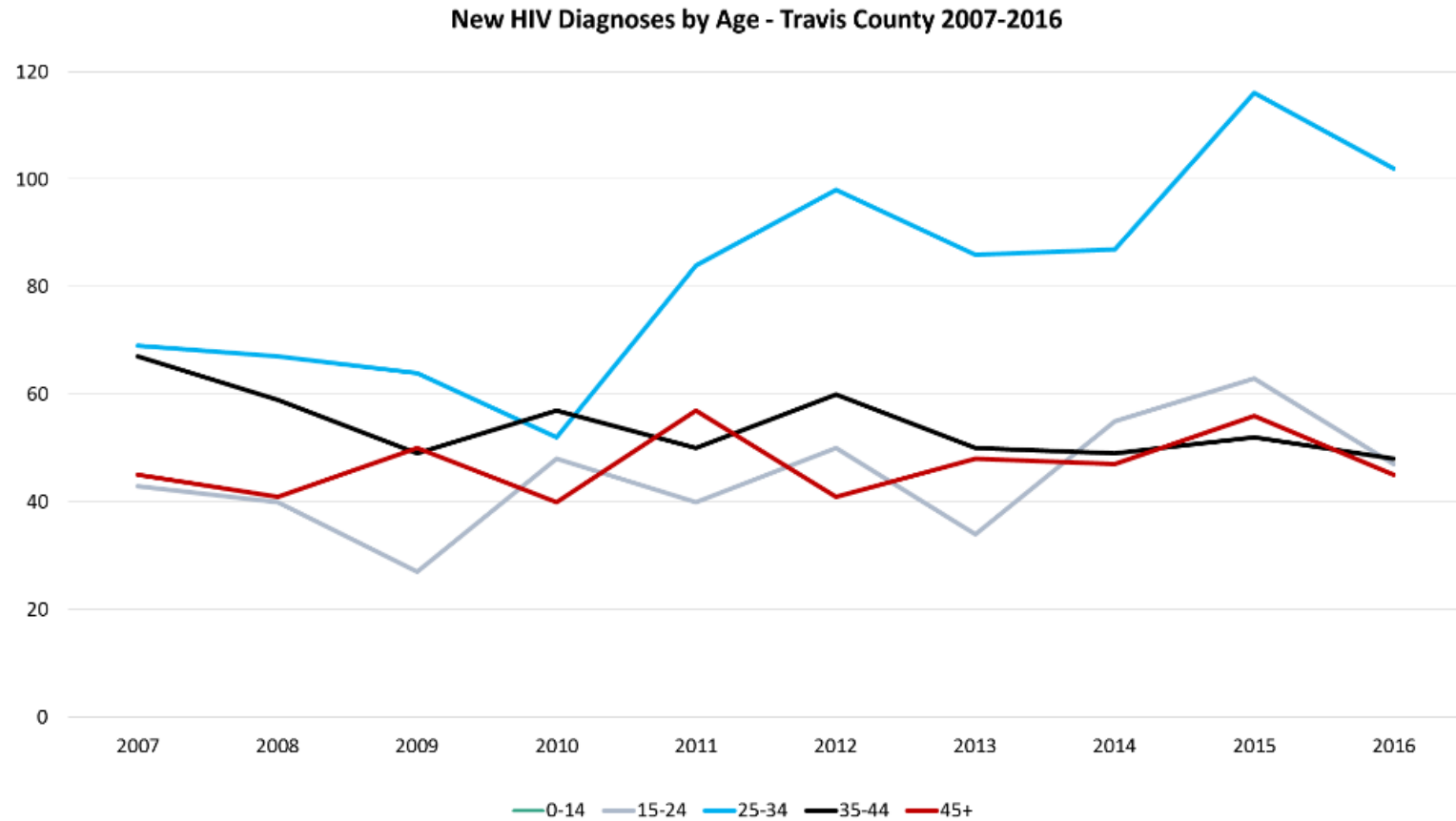
Providers Diagnosing HIV in Austin HIV Services Delivery Area 2015

Provider/Clinic	Number Diagnosed	Percentage of all new HIV Diagnoses in Austin HSDA 2015
APH STD/HIV/Refugee/TB Clinics & RBJ Health Clinic	84	26%
CommUnityCare Clinics	28	9%
Brackenridge & Brackenridge ER (now closed)	25	8%
AIDS Services of Austin	21	6%
Seton	13	4%
Austin Regional Clinic	12	4%
St. David's	8	2%
Scott & White	6	2%
Lone Star Circle of Care	5	2%
Other Safety Net Clinics (People's, El Buen Samaritano)	4	1%
	205	63%
Other Providers		
Private physician's offices or physician groups	54	17%

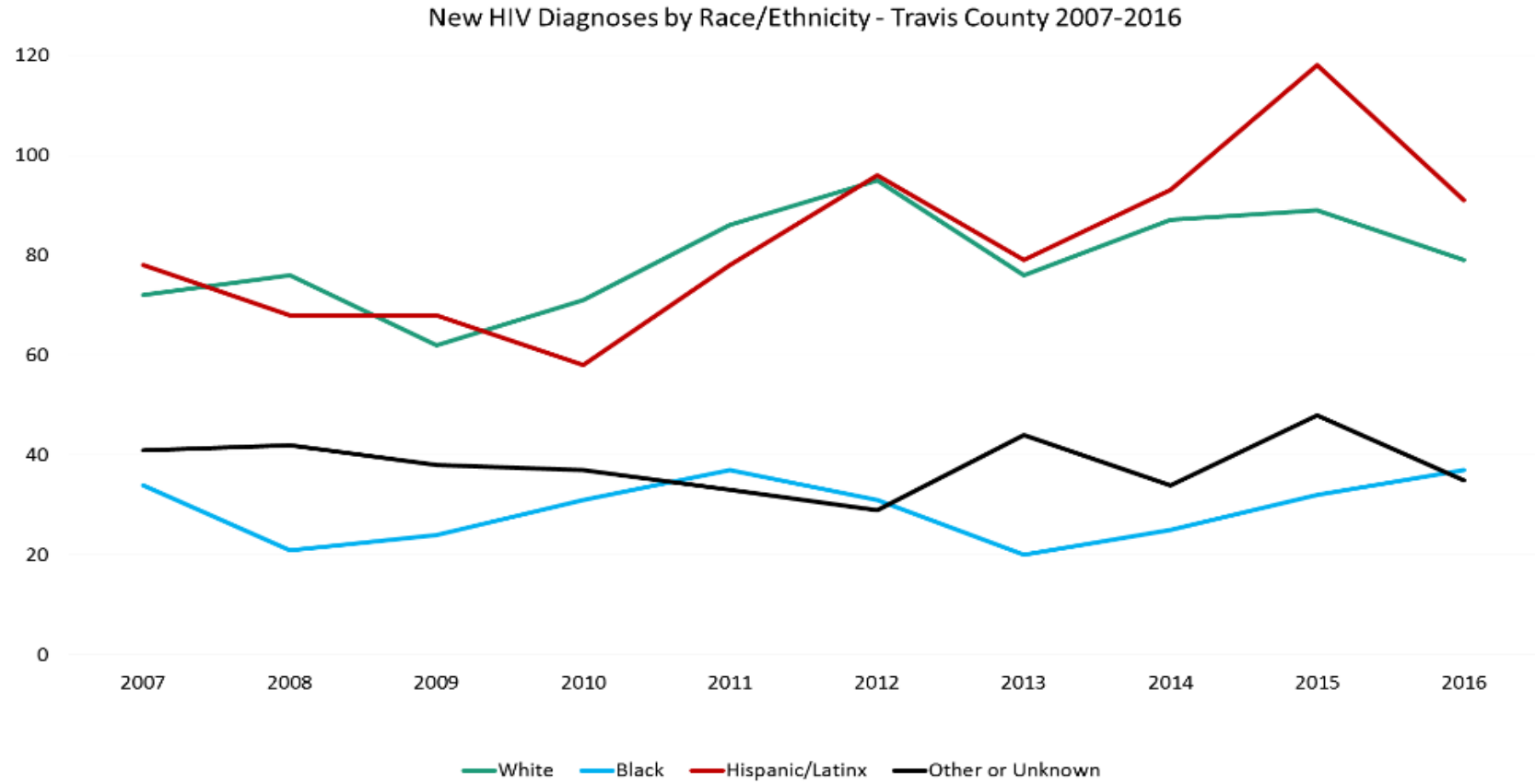
People Living with HIV in Travis County by Gender and Race/Ethnicity, 2016 (N=4,716)



New HIV Diagnoses by Age Travis County, 2007-2016

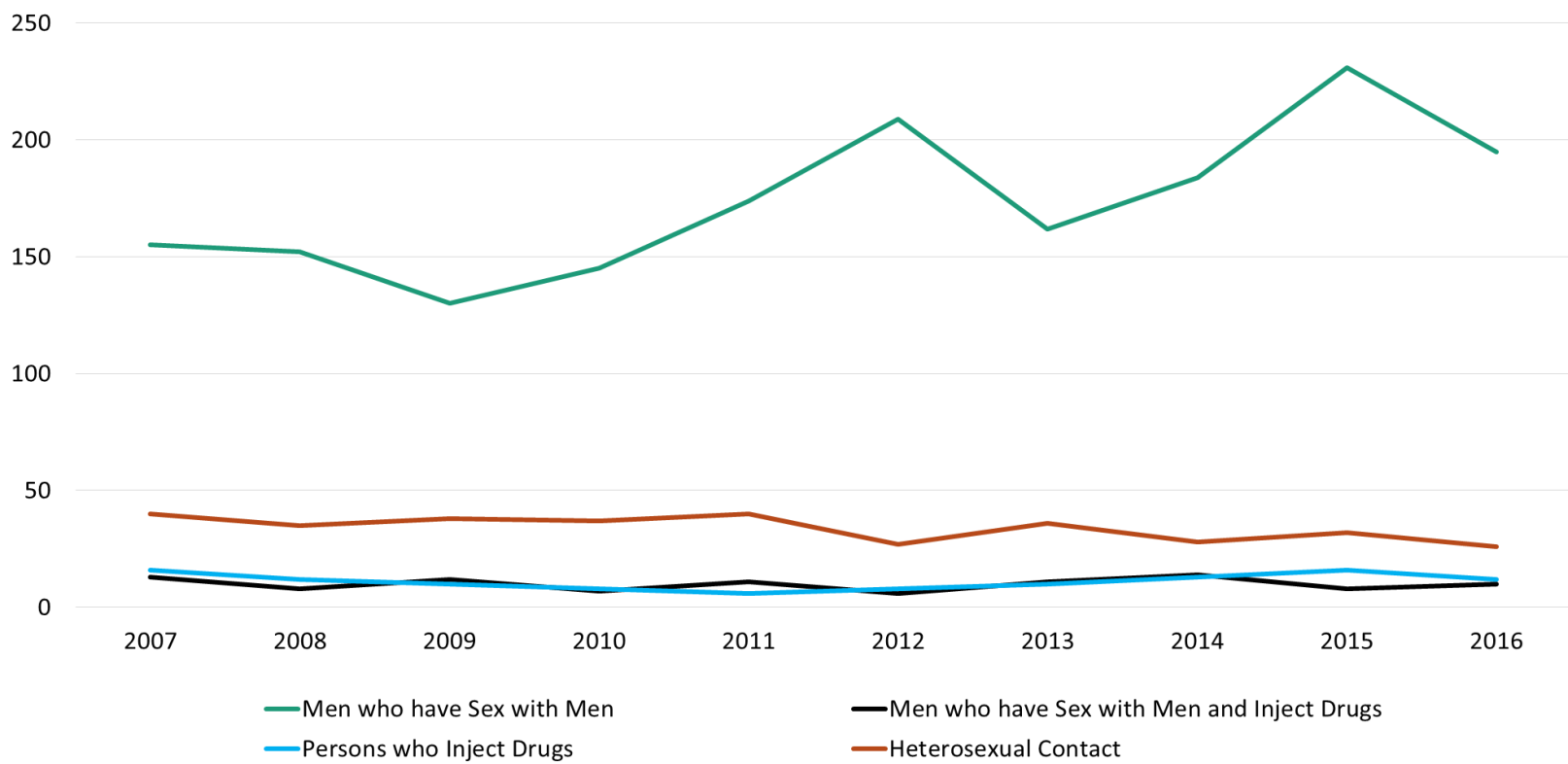


New HIV Diagnoses by Race/Ethnicity Travis County, 2007-2016



New HIV Diagnoses by Transmission Type Travis County, 2007-2016

New HIV Diagnoses by Transmission Type - Travis County 2007-2016



Linkage to Care, Retention in Care & Viral Suppression after HIV Diagnosis, 2016

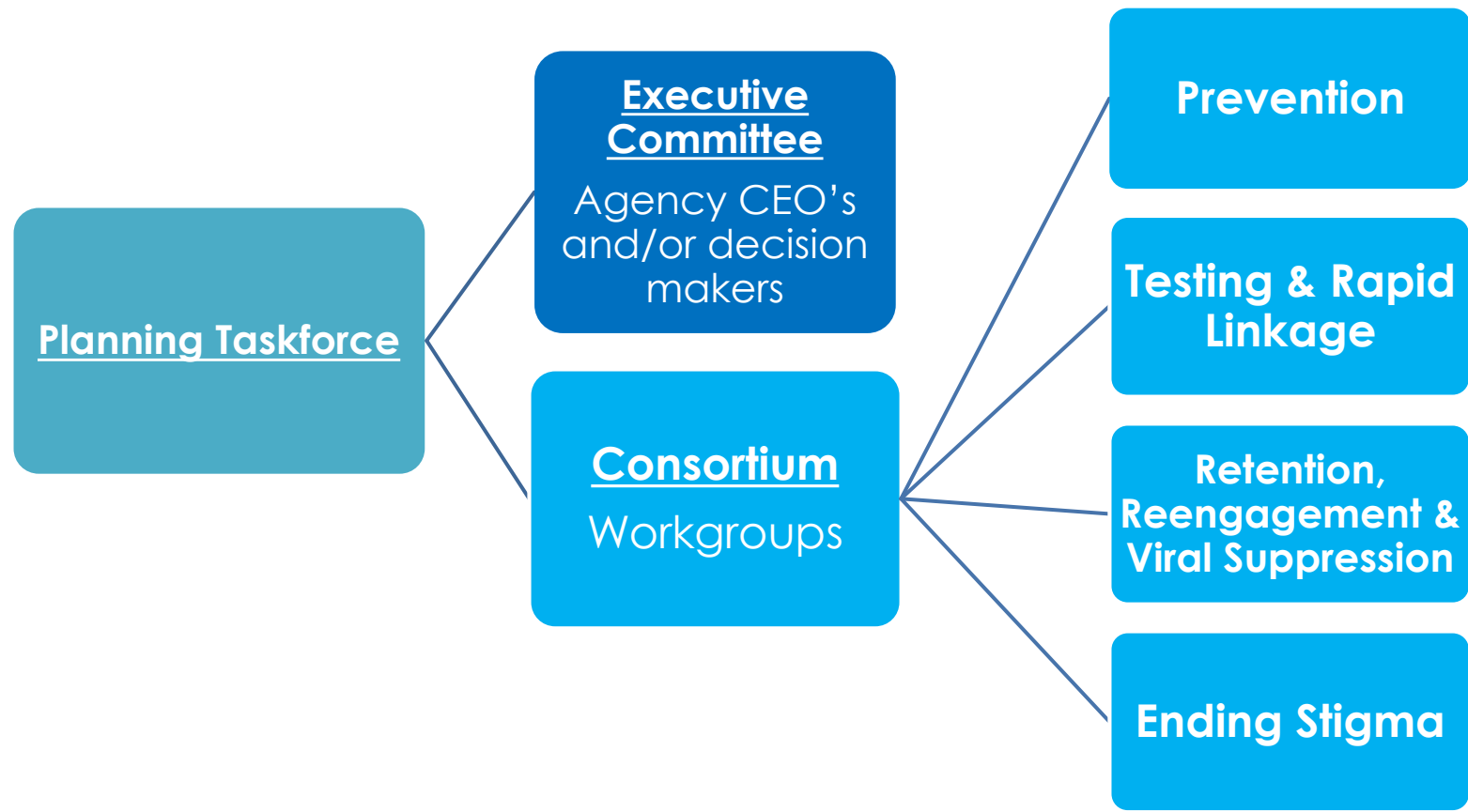
	All	White MSM	Black MSM	Hispanic/Latinx MSM	Black Heterosexual
Linked in 1 month	64%	76%	44%	70%	50%
Linked in 2-3 months	28%	21%	34%	24%	50%
Linked in 4-12 months	2%	2%	6%	1%	0%
Not Linked	7%	3%	19%	5%	0%
Retained in Care	80%	81%	75%	78%	78%
Virally Suppressed*	90%	88%	77%	85%	81%

***Out of those individuals who were retained in care.**

Data Source: Texas DSHS HIV STD Program

Austin Fast Track Cities Infrastructure

Convener: Austin Public Health:



Timeline Thus Far

- **Task Force Created in February 2018 and Continues to meet - Ongoing**
- **Executive Committee Established and Meets – First Meeting Held May 15, 2018**
- **First Community Forum - June 20, 2018**
- **Mayor and County Judge sign Paris Agreement on Fast-Track Cities - June 20, 2018**

Workgroup Meetings

- ▶ Workgroup Meetings
 - ▶ August 23, 2018 –
 - ▶ Prevention
 - ▶ Testing and Rapid Linkage to Care
 - ▶ August 30, 2018
 - ▶ Retention, Reengagement & Viral Suppression
 - ▶ Ending Stigma
 - ▶ September 5, 2018 – All workgroup topics
 - ▶ September 15 – All workgroup topics

Initial Goals for Workgroups

- ▶ **IDENTIFY AND PRIORITIZE HIGH LEVEL/MAJOR STRATEGIES THAT WORK**
- ▶ **IDENTIFY CURRENT COMMUNITY ASSETS/ACTIVITIES**
- ▶ **ANYONE ELSE WHO NEEDS TO BE PARTICIPATING?**

Prevention Workgroup Key strategies:

- 1) **Risk-reduction Promotion**
 - Increase Condom availability
 - Motivational interview/counseling/messaging training
- 2) **Sex education**
- 3) **Media campaigns**
- 4) **Harm reduction-clean needle and syringe programs; opioid substitution therapy**
- 5) **Pre-exposure Prophylaxis (PrEP)**
- 6) **Non-occupational Post-Exposure Prophylaxis (PEP)**
- 7) **Treatment as Prevention**
- 8) **Medical Education**
- 9) **Trans-specific Access to Care**
- 10) **Prevention of Mother-to-Child Transmission (PMTCT) Programs**
- 11) **Status Neutral Linkages**

Testing and Rapid Linkage to Care Workgroup

Key Strategies:

1. Testing

- **Focused (not routine) Rapid HIV testing in nonclinical outreach and community settings aimed at vulnerable and high risk populations, including patients with sexually transmitted infections. (e.g. public parks, homeless shelters)**
- **Routine testing for HIV, which should be integrated with testing for syphilis and for hepatitis C when indicated, in primary care, emergency departments, jails, detention centers and specialty courts**
- **Community-Driven Access to STI Testing**

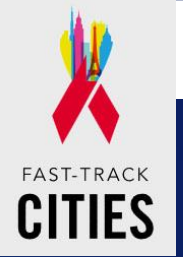
2. Rapid Linkage to care

- **Anti-Retroviral Treatment and Access to Services (ARTAS)**
- **Status Neutral Linkage Systems**

3. Increased Access to Comprehensive (Wrap-around) Services

4. Medical Education

Retention, Re-Engagement, Zero Viral Load Workgroup Key Strategies:



1. **Data to Care**
 - Use HIV surveillance data to identify HIV-diagnosed individuals not in care, link them to care, and support the HIV Care Continuum.
2. **Enhanced personal contact**
 - A trained interventionist establishes a personal relationship with HIV clinic patients and remains in contact with patients. During brief face -to-face meetings at each HIV primary care visit and interim phone calls between care visits, interventionists provide positive affirming statements to patients for attending primary care appointments and respond to questions or concerns about appointments.
 - Patient-affirming, patient-centered care
3. **Telemedicine/Tele-Services**
4. **Bundling and co-location of services (One-stop shop)**
5. **Minimizing burden on clients (eligibility, transit, locations, etc.)**
6. **Incentives**
7. **Address Social Determinants of Health**
8. **Status Neutral Linkage**
9. **Technology (e.g. Apps for patient adherence to treatment)**

Ending Stigma Workgroup

Key Strategies:

1. **Advocacy Themes:**
 - ▶ **PROTECT**
 - Anti-Discrimination Laws
 - Decriminalization
 - Challenging violence
 - ▶ **INCLUDE**
 - Key populations in service design and implementation
 - Stigma and discrimination reduction in strategies
 - ▶ **EMPOWER**
 - To understand rights
 - To act on violations
 - ▶ **EDUCATE**
 - To address fears
 - To change attitudes
2. **Media campaigns**
3. **Social marketing initiatives to reduce internal and/or external HIV stigma**
4. **Educational materials that help people living with HIV better understand their healthcare coverage, HIV-related rights, and civil liberties**
5. **Patient-affirming, patient-centered care**
6. **Gender-affirming Care**

Early Successes

- 1. AIDS Services of Austin (ASA) Moody Medical Clinic , Ash+Well, and the Center for Health Empowerment (CHE) expanded to provide PrEP**
- 2. CommUnity Care clinics are working to expand access to PrEP.**
- 3. CommUnity Care, Kind Clinic and ASA Moody Medical Clinic recently implemented rapid linkage to care to within 24-72 hours after diagnosis.**
- 4. The Central Health Equity Policy Council is working on promoting opt-out testing for HIV at area healthcare facilities. CommUnity Care and the Dell/Seton Medical Center Emergency Department (Formerly Brackenridge Hospital) have already been implementing opt-out HIV testing.**
- 5. STI testing and treatment expansion by the Kind Clinic, CHE, and Ash+Well. The ASA Moody Medical Clinic is expanding to provide full STI testing and treatment.**
- 6. A new Austin Public Health Funding Request for Applications was recently released to provide social services to Persons Living with HIV (PLWH) that requires alignment with achieving success with the Getting To Zero and Fast Track Cities Strategies.**

Next Steps (Cont.)

- ▶ Next Workgroup Action Meetings
 - ▶ Tuesday, October 9, 2018 – Daytime
 - ▶ Wednesday Evening October 10, 2018
 - ▶ Saturday Morning October 13, 2018
 - ▶ November Workgroup Dates TBD
- ▶ **World AIDS Day December 1, 2018 - Celebration Day**

For Further Information

- ▶ **Connect with Austin Fast Track Cities on**
 - ▶ Facebook: <https://www.facebook.com/AustinFTC/>
 - ▶ Twitter: <https://twitter.com/hashtag/atxftc>
 - ▶ **Contact Info:**
 - Philip.Huang@AustinTexas.gov
 - 512-972-5855**



CENTRAL HEALTH

**CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE**

September 25, 2018

AGENDA ITEM 3

Receive and discuss a presentation from Central Health, CommUnityCare, the Housing Authority of the City of Austin, and the United Way on medical transportation initiatives.

2018 Travis County Transportation Services Inventory

Coordinating Entity	Service	Geographic Service Area
All Saints Episcopal Church	Bus Passes - CapMetro	CapMetro service area
American Cancer Society	Road to Recovery Program - Volunteer Driver Program	Austin and Round Rock
CapMetro	MetroAccess	Pickups/drop-offs within CapMetro service area, varies by time
CapMetro	Reduced Fare ID Card Program	CapMetro service area
Caritas of Austin	Lyft's Relief Rides Program	
Caritas of Austin	Bus Passes - CapMetro	CapMetro service area
Central Health Southeast Health & Wellness Center	Bus Day Passes - CapMetro	CapMetro service area
Central Health Southeast Health & Wellness Center	Yellow Cab Vouchers	AWAITING DETAILS
City of Austin	B-Cycle for All	Locations throughout downtown Austin
City of Austin Health & Human Services Department, Neighborhood Services	Bus Passes-CapMetro	CapMetro service area
Community Care Collaborative	Ride Austin Pilot	Travis County
CommUnityCare	Bus Passes - CapMetro	CapMetro service area
CommUnityCare	Elder Care Van Service to Central Health Southeast Health & Wellness Center	Travis County
CommUnityCare	Yellow Cab Vouchers	AWAITING DETAILS
Greater Mt. Zion Church Community Assistance Center 512-469-9020	Bus Passes - CapMetro	CapMetro service area
Health & Human Services Commission	Medicaid Transportation	AWAITING DETAILS
Housing Authority City of Austin	Bus Passes - CapMetro	CapMetro service area
Integral Care	Bus Passes - CapMetro	CapMetro service area
Meals on Wheels Central Texas	AWAITING DETAILS	AWAITING DETAILS
Meals on Wheels Central Texas	Bus Passes - CapMetro	CapMetro service area
St. Louis Catholic Church	Bus Passes - CapMetro	CapMetro service area
The Drive a Senior Network https://driveasenior.org/	Volunteer Rides Program	Map of regions in the Drive a Senior Network
Transit Empowerment Fund	Bus Passes - CapMetro	CapMetro service area
United for the People	Veteran Transportation Service	•Austin, Cedar Park, Georgetown, Hutto, Leander, Pflugerville, Round Rock
United Way	Lyft's Relief Rides Program	17 cities in Travis, Williamson and Hays counties





**UNITED WE FIGHT.
UNITED WE WIN.**

LIVE UNITED

2-1-1 Healthcare Navigation Center

United Way for
Greater Austin



UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED

Healthcare Navigation



United Way for
Greater Austin



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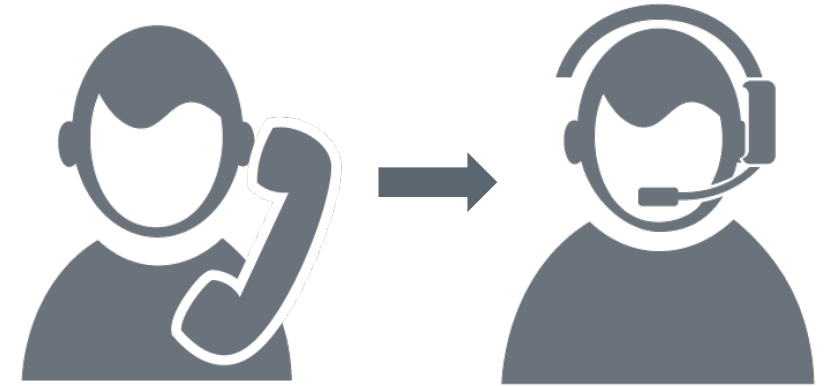


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2-1-1 Community Value

- Public/private partnership
- Free, multilingual and confidential
- Available 24/7
- Skilled and professional Navigation Specialists
- Excellent customer service and short hold times
- Comprehensive and current database with more than 30,000 services
- Track community needs and trends, as well as service gaps



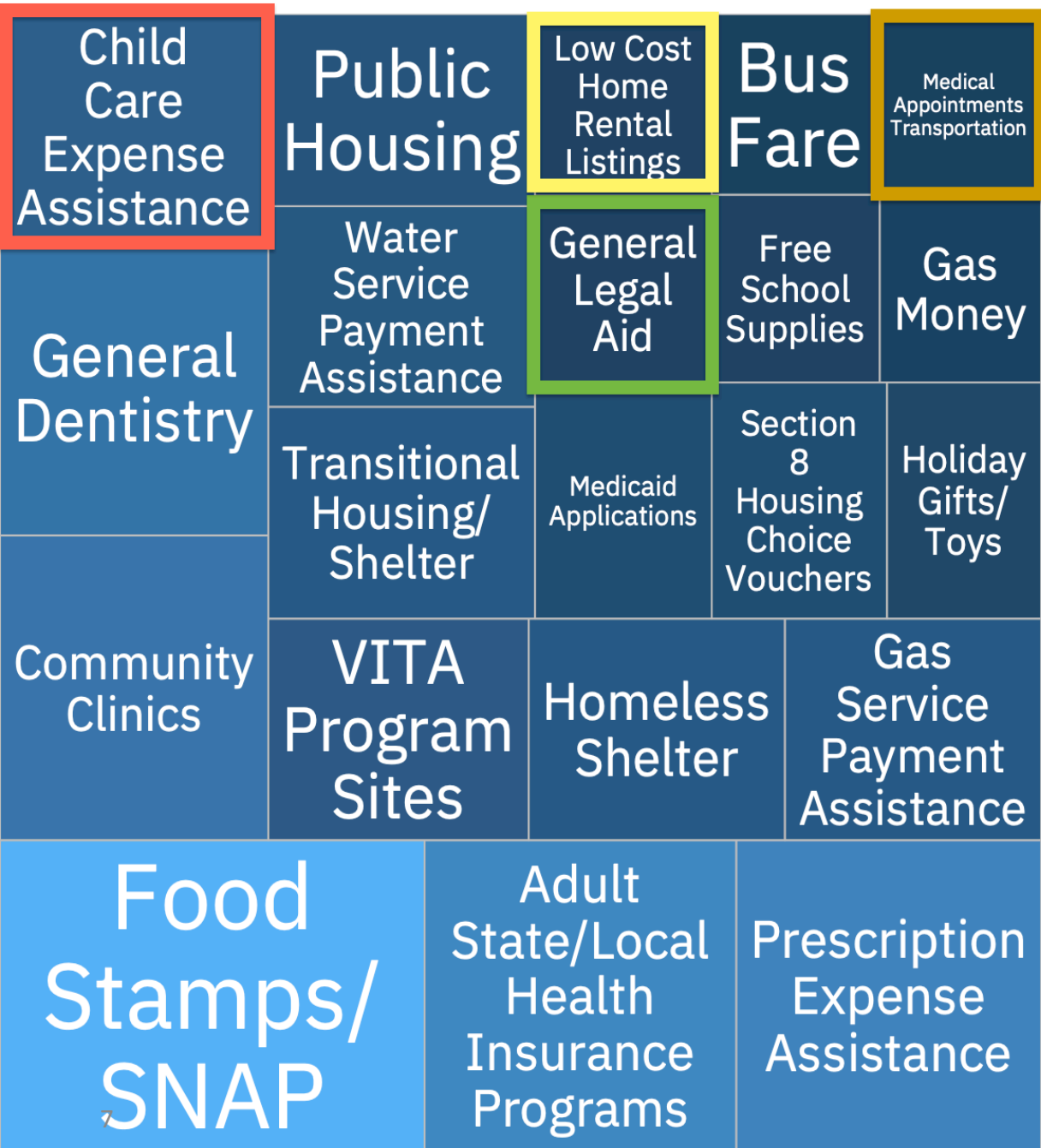
2-1-1: Centralized Point of Contact

- Transportation
- Disaster
- Employment Support
- Senior Services
- Substance Abuse
- Government Programs
- Criminal Justice/Legal
- Military and Veteran
- Food
- Housing/Utilities
- Health Care
- Education/Youth Services
- Child Care
- Mental Health
- Substance Abuse

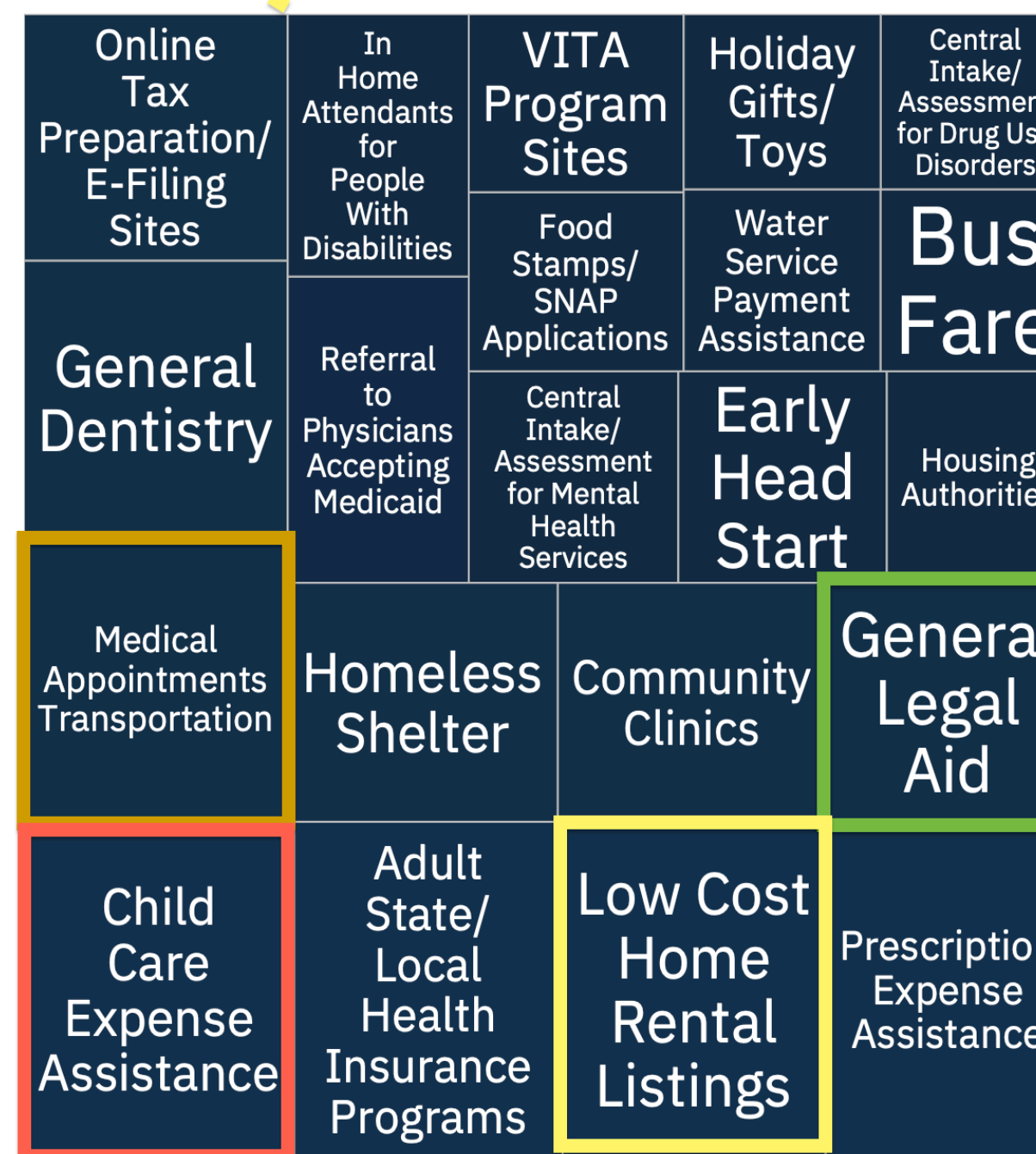
2017 2-1-1 Austin Transportation Calls

- We took over 5,000 transportation-related calls
- Many were unmet need needs.
 - Caller needed transportation to chemo appointment, but existing service were not available at that time.
 - No services exist for a mom needing to take her son to a medical appointment.
 - Caller needs transportation to a job interview, but does not live on a bus route and can't afford other services.
 - We refer a caller to a food pantry resource, but she didn't have a way to get there and did not live near a bus route.

2013



2017



Partnership Overview

- United Way Worldwide is partnering with Lyft to help fill unmet transportation needs for their twelve most saturated markets around the nation, one of them being Austin.
- Anyone with short-term transportation needs that are not met by existing resources can **call 2-1-1** to have a ride scheduled.

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Rides to Date

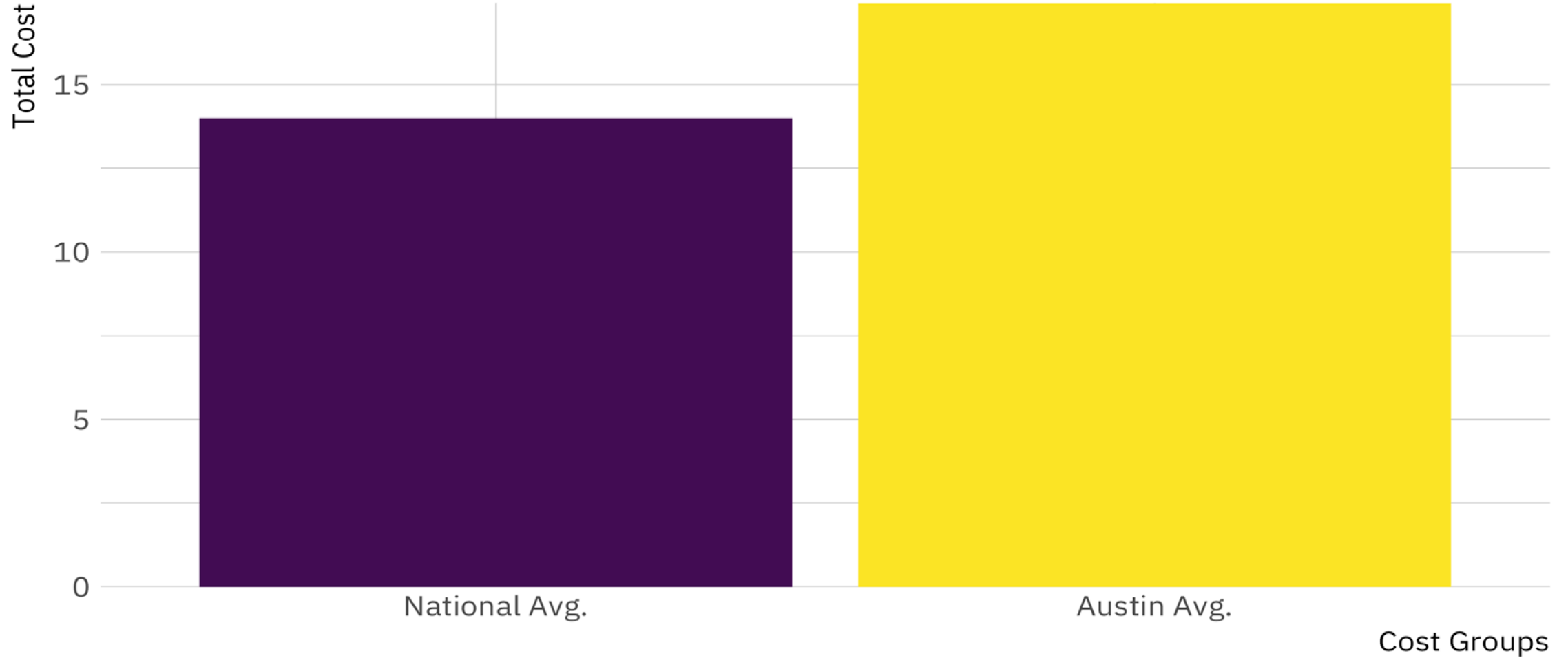
- As of Sept 14: Over 2,100 rides scheduled
- Phase 1 of the pilot ends Nov. 30
- 2,100 rides: \$35,910

Ride Types

- Rides must fit in the following categories:
 - **Healthcare:** Medical appointments, ER return home, access to other healthcare services.
 - **Employment:** Job interviews, job fairs and completing other pre-employment steps like fingerprinting.
 - **Veterans:** Providing transportation for veterans to more easily access benefits, healthcare services, employment counseling or job fairs and other needs.
 - **Disasters:** Transportation in times of disaster to help people evacuate safely and return home

Ride Costs For Lyft-Related Rides

United Way For Greater Austin & Lyft



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Geographic Boundaries

- Austin
- Bee Cave
- Buda
- Cedar Park
- Creedmoor
- Del Valle
- Lakeway
- Leander
- Manchaca
- Manor
- Pflugerville
- Point Venture
- Rollingwood
- Round Rock
- Sunset Valley
- Volente
- Westlake Hills

What's gone well

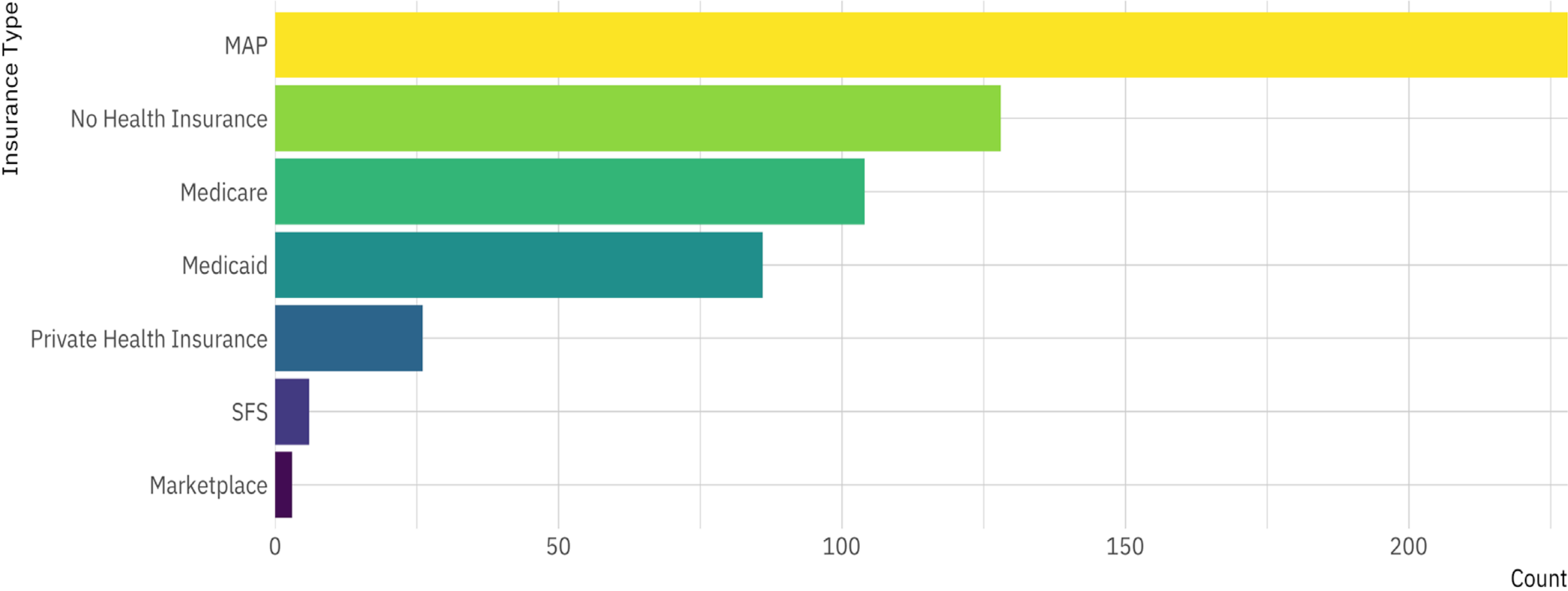
- Over 1,900 rides scheduled
- Rides are easy to schedule and track
- Lyft Concierge tool is easy to use
- Positive feedback from transportation partners
- 2-1-1 already serves as a centralized intake for resource connection
- Removes barriers for callers and strengthens the 2-1-1 value: our referrals are no good if transportation is a barrier

Challenges

- Destination address is changed mid-ride
- Eligibility screening and tracking repeat users
- Callers with transportation unmet needs related to food and housing access are not eligible
- As awareness increased, eligibility becomes more strict
- Does not address underlying transportation challenges

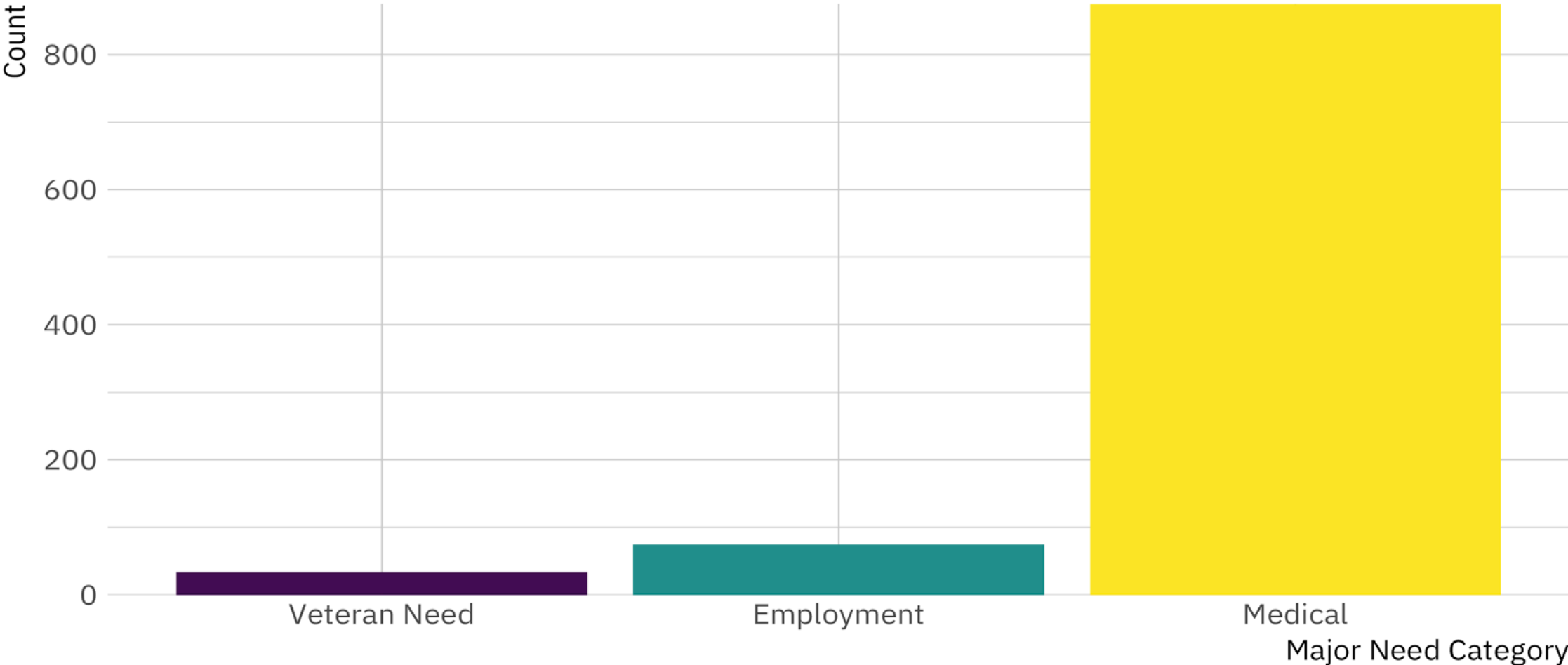
Insurance Types Related to Lyft-Related Rides

United Way For Greater Austin & Lyft



Ride Types by Major Need Category

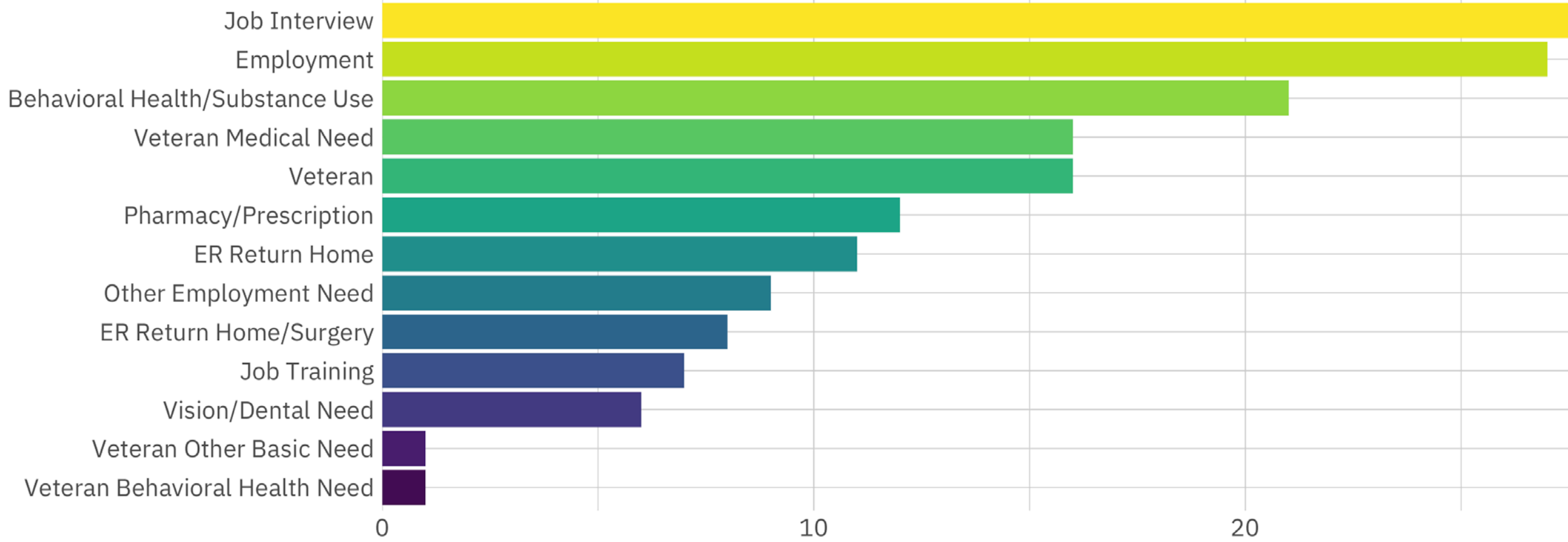
United Way For Greater Austin & Lyft



Ride Types by Detailed Need Category

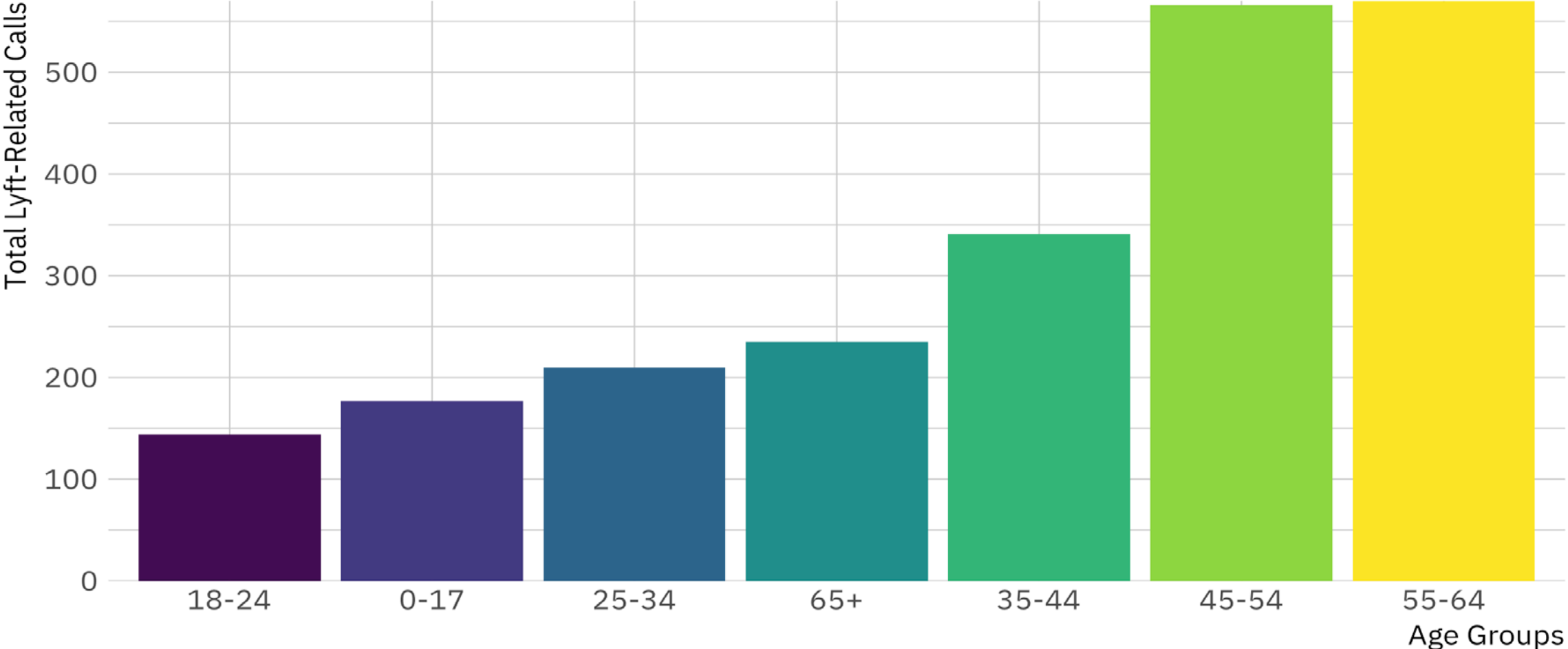
United Way For Greater Austin & Lyft

Detailed Need Category



Age Breakdown of Lyft Related Calls

United Way For Greater Austin & Lyft



Gender

- Lyft Calls
 - Females: 66%
 - Males: 34%
- All 2-1-1 Calls
 - Females 77%
 - Males 23%

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78660	183	Pflugerville
78724	173	Hornsby Bend, Colony Park, Decker Ln, E.Austin, east of I-30
78753	159	North Austin - Rundberg, Parmer, Braker, Howard Ln.
78723	157	University Hills, Mueller, Cameron Rd, Windsor Park
78745	146	South Austin, Stassney, William Cannon
78741	122	Montopolis, E. Oltorf, E. Riverside
78758	112	N. Austin, Metric, N. Burnet
78702	94	Central E. Austin
78701	90	Downtown
78704	84	S. Austin
78748	84	Manchaca Rd, Slaughter
78744	81	SE Austin, Onion Creek, Dove Springs
78752	77	St. Johns
78721	59	E. Austin, Springdale, E. MLK Blvd.
78728	46	Wells Branch
78617	44	Del Valle
78613	36	Cedar Park
78719	35	near airport
78747	33	Far SE Austin
78757	28	N. Burnet, N. Lamar, Anderson Ln.
78727	25	N. Austin, Parmer, McNeil, Howard
78729	24	Anderson Mill, Jollyville
78725	23	Hornsby Bend, Austin Colony
78759	23	N. 183, Spicewood Springs

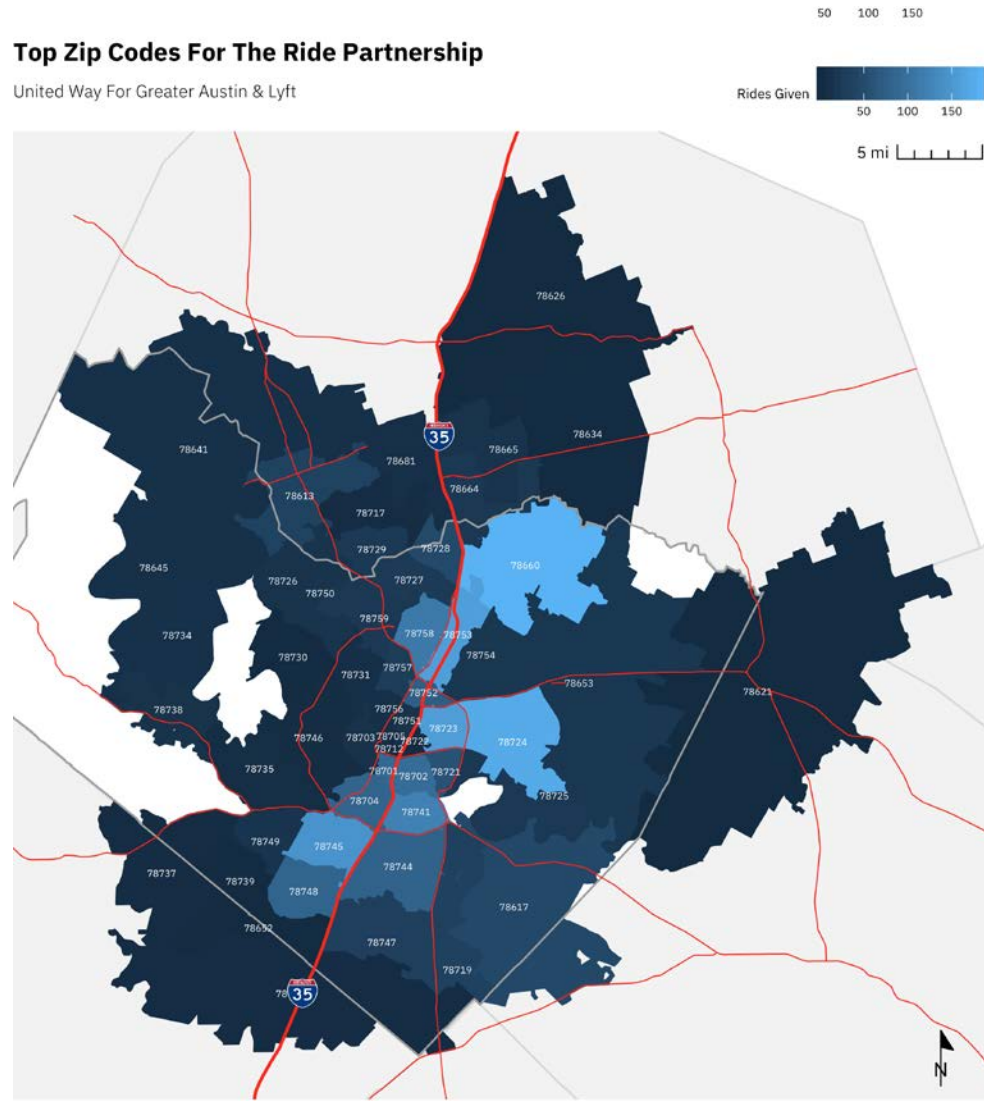
UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED

Geographic Distribution

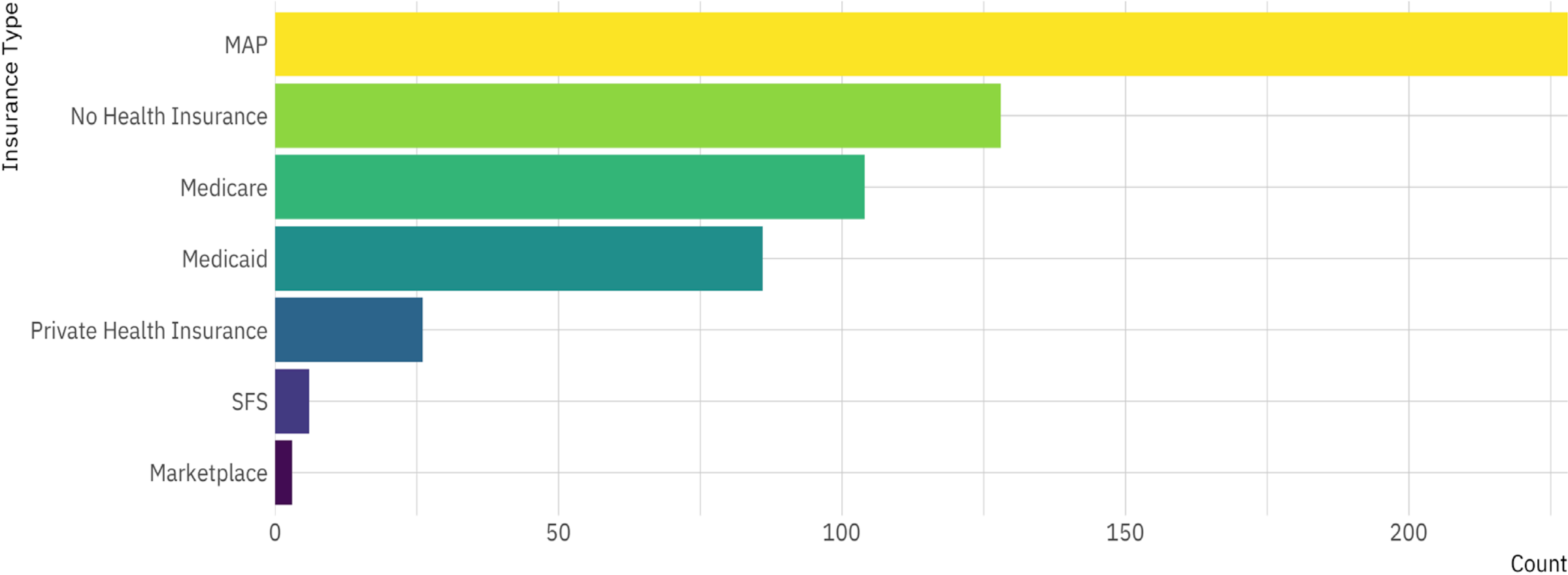
Top Zip Codes For The Ride Partnership

United Way For Greater Austin & Lyft



Insurance Types Related to Lyft-Related Rides

United Way For Greater Austin & Lyft



Top Barriers Reported

- Does not have access to a vehicle
- Disability prevents from taking public transportation
- Public transportation does not serve callers area
- Bus stop is too far from pickup
- Does not have funds for public transportation
- Not familiar with navigating public transportation
- Didn't meet guidelines for MTP, CARTS, DAS, RAR

Thank you!!

Amy Price

Navigation Center Senior Director

amy.price@uwatx.org

512-225-0377

United Way for
Greater Austin



Mobility Equity Demonstration Project



Austin Pathways Proposal
January 24, 2017



HACA Mobility

Ambassadors can help reduce the impact of mobility inequity on HACA resident family self-sufficiency and quality of life

Cover: Right, LBJ School Smart Cities student Kendra Garrett interviews HACA Mobility Ambassador Pam Newsom, left, about places she travels frequently. Pam and Kendra discovered that for one frequent trip Pam could save two hours in transit each way for an additional \$2.40 using Car2Go.

What is a Mobility Ambassador?

Mobility Ambassadors meet HACA residents where they are.



Ernesto Resto, left,, Austin Pathways' first Digital Ambassador, was rejected for a full-time job because the bus was his only mode of transportation. At right, Felix J., a vision impaired HACA resident who Ernesto taught how to use text to voice tools on his computer and mobile phone.

Attributes

Empathy and shared experience. “If you’ve been in a person’s shoes once or twice, you’ll know exactly what questions they are trying to answer and exactly how to communicate in terms they’ll understand.” - Shannon Jones, Mobility Ambassador

- Special Property Knowledge: Resident characteristics, Family Self-Sufficiency & Quality of Life needs; Social marketing savvy.
- Special Demographic Knowledge: Ethnic, linguistic, age or affinity group; literacy, learning style, culture.
- Networked: Resident Council leadership, Scholarship awardee, FSS participant.
- Natural Social Problem Solver. Willing to learn, unlearn, relearn. Patience to experiment. Desire to help others. Thinks outside the box. Resourceful.

Skills and Knowledge

Digital Literacy: Smart phone savvy, online presence. Basic knowledge of how to teach digital literacy to low-literacy individuals.

Educating: creating in-context tools to educate, assist residents.

CapMetro Power User: apps, timetables, trade-off analysis.

Transportation Network Company Power User or Fan: apps, cost-time trade off, special conditions.

User Centered Design & Delivery: Facilitating PGIS, Advocating, Participating.

What is the Mobility Ambassador's Vision?

Each Mobility Ambassador decides.

How will they enable our shared vision? Mobility Ambassadors will:

1. Learn to conduct Participatory GIS Sessions, and will collect resident transit and need data for at least 10 HACA residents.
2. Participate in low-literacy transit training pilots and scaled training.
3. Interact with community transportation partners, ultimately developing relationships and two-way communication channels
4. Advocate for meaningful transportation partnerships, such as with Car2Go, Cap Metro, Bcycle, and Ride.
5. Provide transportation feedback to the Austin Transportation Department, using face-to-face briefings and online tools.

How will we know we're empowering transit for HACA residents?

1. Improve transit literacy and practice for 30 low-literacy HACA residents by ensuring that they can use a smart device to make better transportation decisions using Austin's smart city transit resources, companies.
2. Advocate for meaningful transportation solutions and partnerships for their properties, especially Shadowbend and Bouldin Oaks.
3. Provide inputs to transportation stakeholders; engage in deliberative democracy via online and face to face fora.

What is Our Vision for Mobility Ambassadors?

Together HACA Mobility Ambassadors will:

- Explain to the public transportation here in Austin how the knowledge of personal transportation can only improve family self-sufficiency and quality of life.
- Create new ideas with answers to solve the common problems that HACA residents face; Communicate with all residents so we are all connected.
- To further transportation know how by being a voice for HACA residents as we speak with transportation partners that are committed to improving the transit direction.
- To stay informed about changes in or city so we can stay informed for HACA residents and all Austinites. We will keep completely engaged and involved as members of citizen organizations and other public councils.

It Takes A Village.



austintexas.gov
the official website of the City of Austin



LITERACY COALITION
OF CENTRAL TEXAS
BUILDING STRONGER COMMUNITIES



Latinitas “Latinas in Austin make up the largest youth population in our public school system right now. A majority of their families face some of the greatest economic challenges so for many, public transportation is their liaison to some of the city's most well known resources - its universities, museums and other cultural points. Putting Latinitas program participants at the helm of messaging about public transportation accessibility and what types exist out there is all about appointing the "experts" to spread the word.” - *Laura Donnelly, Latinitas. Latinitas will provide media justice training to Youth Mobility Ambassadors, who will produce transit educational materials*

Austin Transportation Department “A lower-income individual has less money to spend and ore demands such as more than one job and rigid work hours. This means inefficient and expensive mobility options take a greater toll on HACA residents. Mobility is a true equity issue. Mobility Ambassadors are means job access.” - *Tina Bui, , Austin Transportation Department (ATD). ATD will provide Transportation 101, Smart Trips Training, and opportunities for HACA residents to advocate for change.*

“**car2go** is proud to support the HACA initiatives by providing a first and last mile transit solution. Connecting residents and communities throughout the city of Austin, car2go provides comprehensive transit without upfront costs and the flexibility of nearly any situation.

car2go connects residents and communities with a unique point to point carshare model. HACA residents can benefit because members pay as they go, without the upfront cost – providing flexibility for nearly any situation. Insurance, gas and parking are all included with no monthly or yearly commitment. ”

- *James Emery, Car2Go. Car2Go has provided a free registration, will provide training and outreach events; will provide analytics.*



It Takes A Village.



austintexas.gov
the official website of the City of Austin



LITERACY COALITION
OF CENTRAL TEXAS
BUILDING STRONGER COMMUNITIES



Literacy Coalition "Literacy Coalition - will develop a curriculum that helps residents develop literacy skills needed to fully benefit from existing transportation curricula and the use of Smart City technology applications. For example, this curriculum will help residents increase their vocabulary and comprehension of public transportation related words." - *Nikki Martinez, Workforce Infusion Program Manager, Literacy Coalition*

LBJ School of Public Affairs "Housing is not the only part of the affordability equation. Affordability is housing plus transportation. Mobility Ambassadors are individuals. It's important for individuals to speak to the actual challenges that they have with transportation, how that effects their daily lives, affordability, and their housing choices." - *Sherri Greenberg, Professor, LBJ School Smart Cities Course*

B-Cycle "When you look at affordability, after housing, transportation is the highest cost. HACA Mobility Ambassadors would be critical to change. To see people like you using active transport breaks down 'This is for other people.'" *Elliott McFadden, B-Cycle*

HACA Resident Leaders "A lot of people think 'I don't have much money, I'm just sitting here. We need to let people know they have a voice.'" - *Shannon Jones, HACA Mobility Ambassador, Smart Work Learn Play Pilot*

Supplemental Information

How do Mobility Ambassadors collect information now?

A look at PGIS, data entry, and what we can learn

Where are Mobility Ambassadors?

A look at HACA properties and Areas of Opportunity

Low-Literacy Interventions

From immersion to assistive technologies

How do we gather information?

Through a participatory GIS (geographic information system) session.

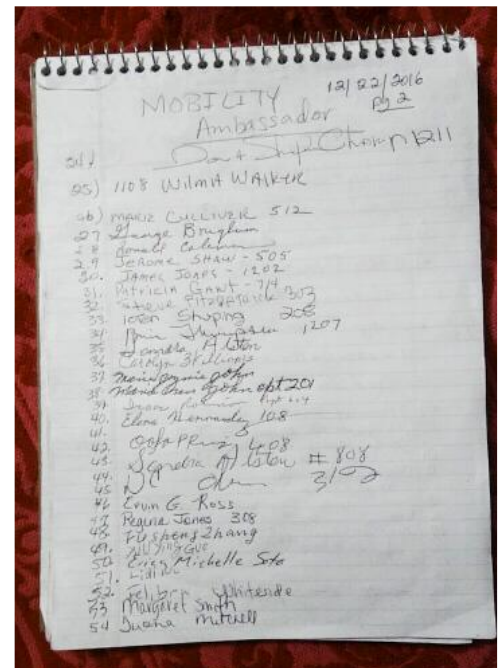
Gather resident ambassadors from HACA properties.

Have residents fill out forms identifying difficult destinations.

Train ambassadors to conduct meetings independently.



Lakeside Resident Mobility Ambassador Jan Morgan shares that she struggles to get to the social security office.



In January, Jan Morgan created a petition to move a far away bus stop closer to the church food pantry, making it more accessible to residents who struggle with mobility. Ms. Morgan is a Lakeside Apartment Mobility Ambassador,

What do we do with it?

Find the location of destinations defined by residents.

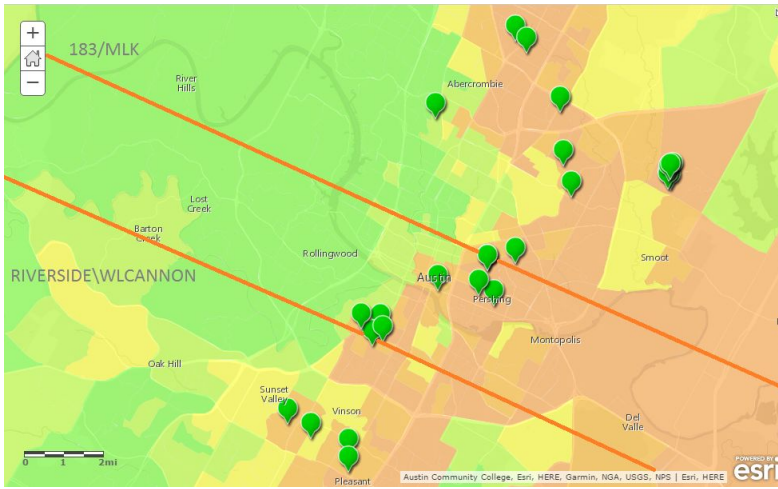
Categorize points by difficulty.

Place locations into a geodatabase.

Create a layer based on each resident interviewed.

Compare destinations to public transportation routes.

What does it look like?



HACA Properties are located in Low and Very Low ratings of opportunity according to an index score created by the KIRWAN INSTITUTE

Ambassador Locations and Difficult Destinations



What can we learn?

As the data flows in we begin to get a snapshot of the issues facing HACA residents.

Mobility Ambassadors will help us refine our method for information gathering.

We can begin the process of calculating a more accurate transportation cost burden and identify targeted interventions that will improve the mobility, self-sufficiency and quality of life of HACA residents.

Low Literacy Interventions

From immersion to assistive technologies

The Literacy Coalition will develop a transportation empowerment curriculum that addresses foundational literacy and teaches residents how to use the digital tools they need to navigate transportation, as well as assistive technologies that can work as low-literacy interventions while residents are developing transportation know-how.

Functional Literacy

Vocabulary

Reading conventions

Using tables

Cost and time trade-offs

English as a Second Language

And many more...

Digital Literacy

Creating an email address and using email

Searching the web

Using a smart phone

Using apps

Wi-Fi security

Using assistive technologies to overcome: visual impairment (text to voice), ESL (Google Translate), innumeracy (talking calculators), inaccurate spelling (word prediction programs), and organization and memory.



CENTRAL HEALTH

**CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE**

September 25, 2018

AGENDA ITEM 4

Receive and discuss an update on Communications and Community Engagement activities and initiatives.

Central Health

September 2018



Central Health Channels

At a Glance: 2018 Central Health Digital



Newsletter:

6,398 Subscribers

18.2% Open Rate



Twitter:

2,161 Followers

110,425 Impressions

276 Tweets



Facebook:

3,089 Page Likes

315,224 People Reached

189 Posts



YouTube:

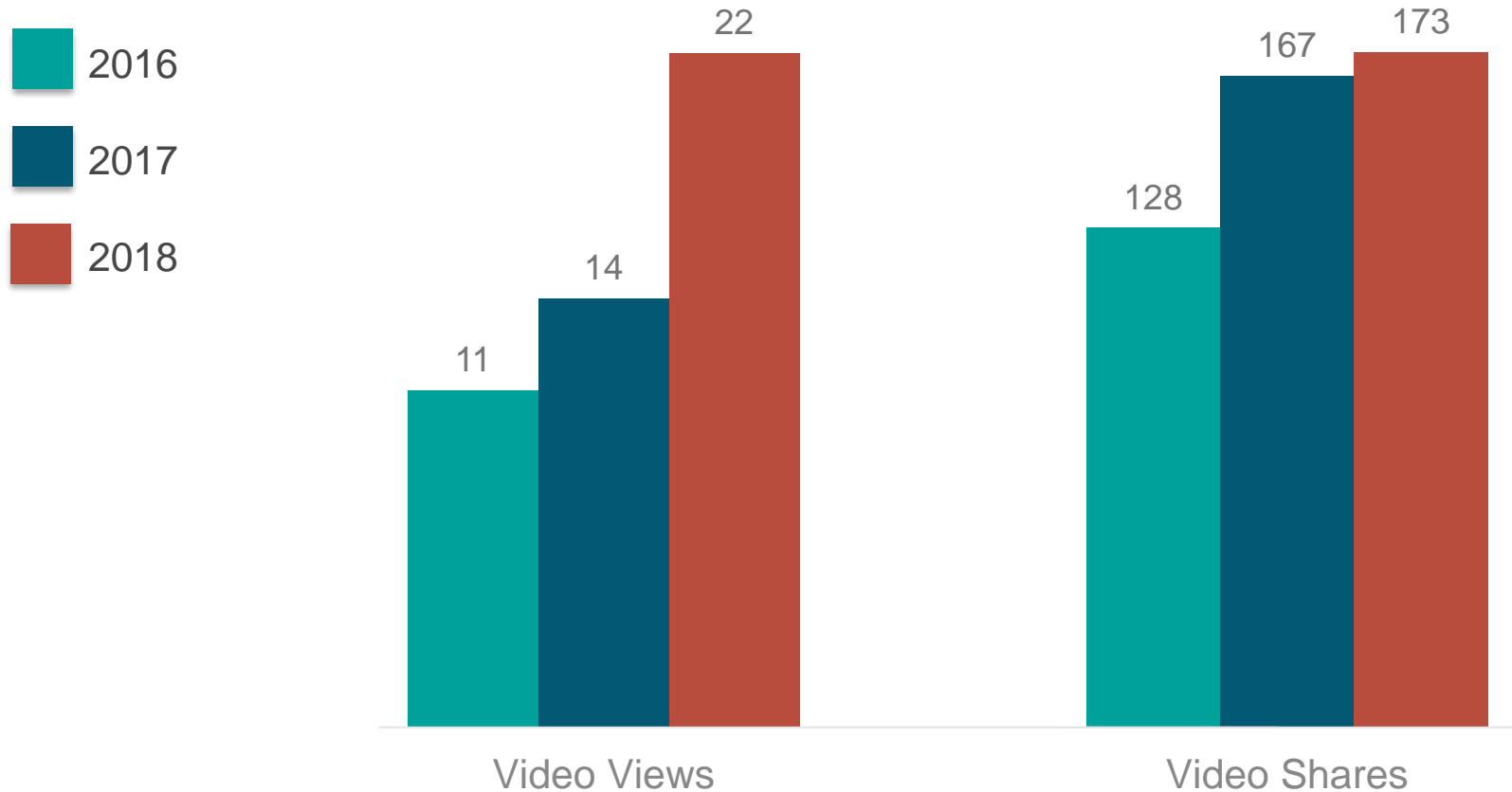
167 Video Shares

10,926 Views

Note: 2018 totals are shown as year to date (Jan. – Aug.)



Monthly Averages by Year: YouTube

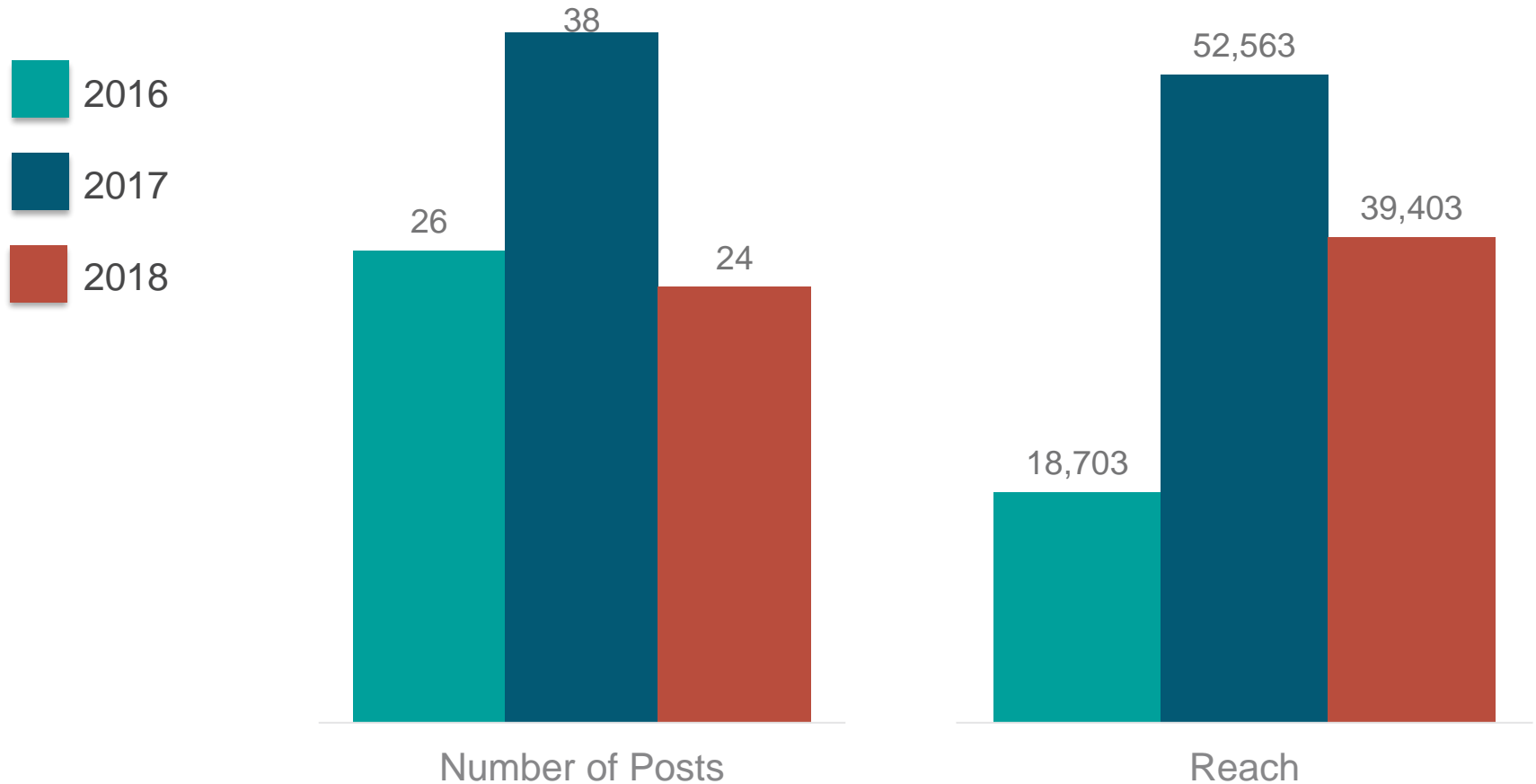


Note: Numbers are shown as monthly averages





Monthly Averages by Year: Facebook

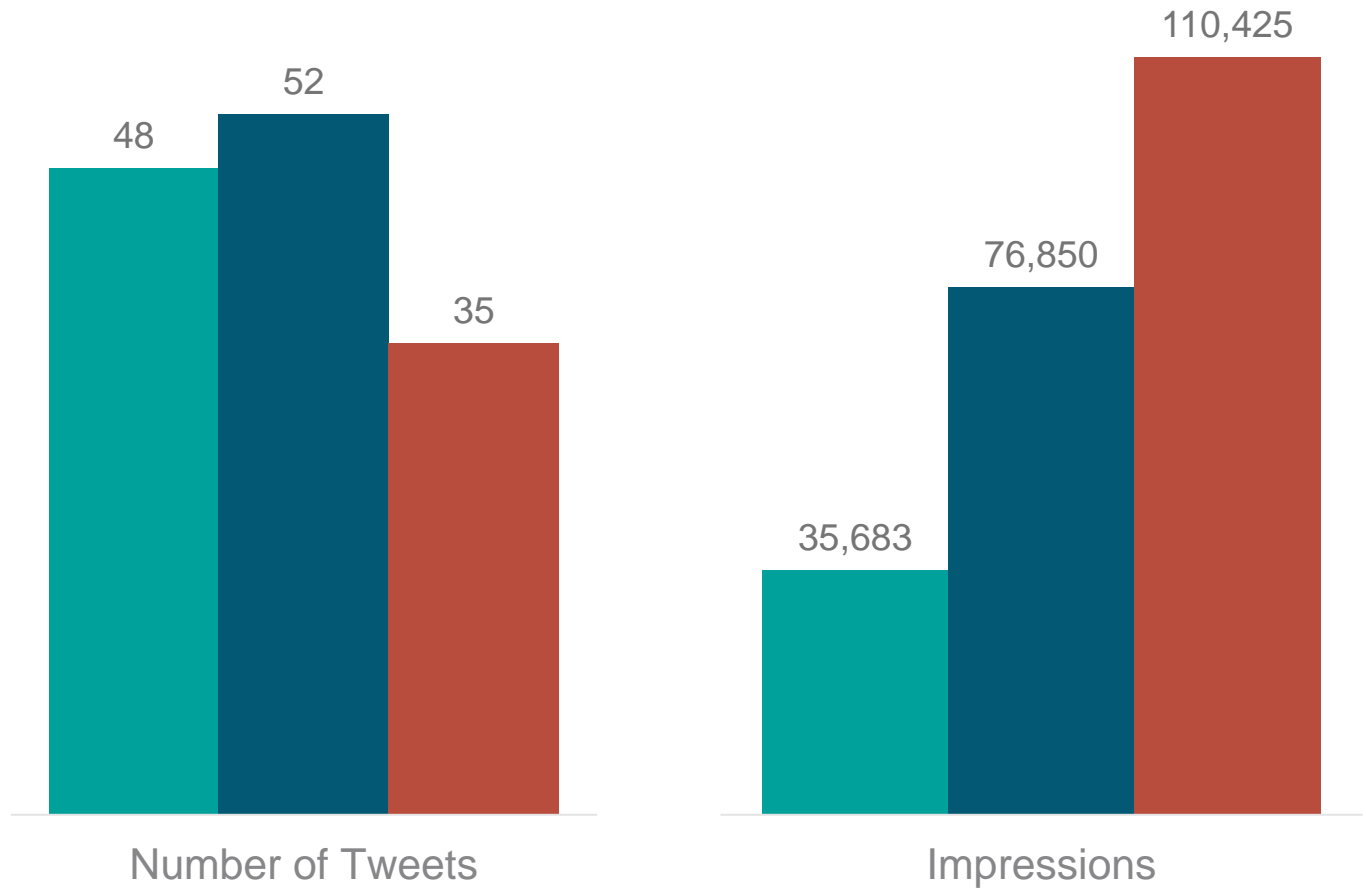
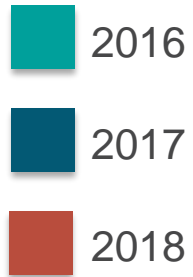


Note: Numbers are shown as monthly averages





Monthly Averages by Year: Twitter



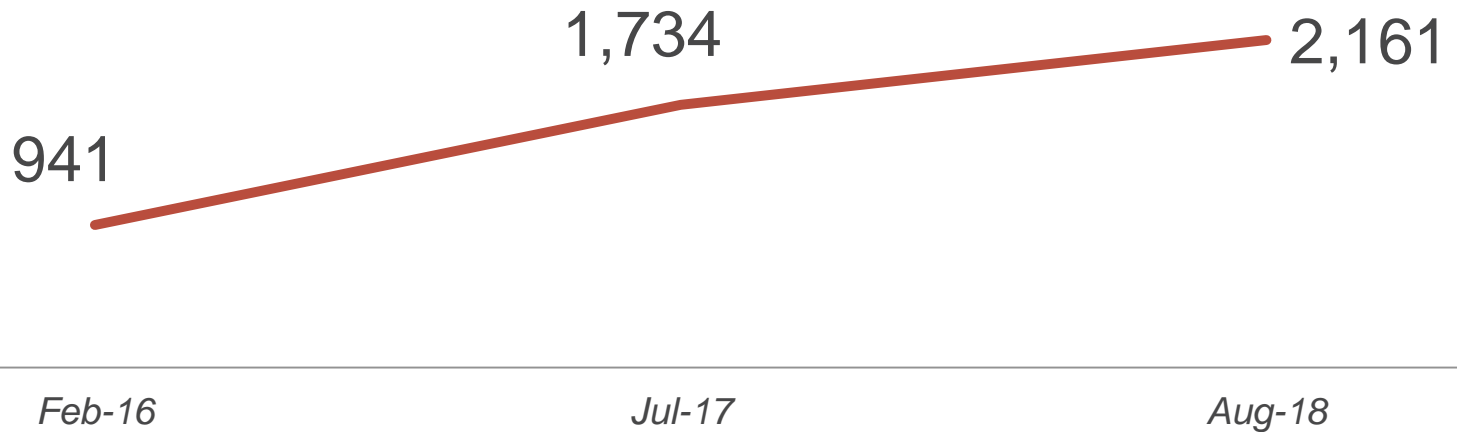
Note: Numbers are shown as monthly averages



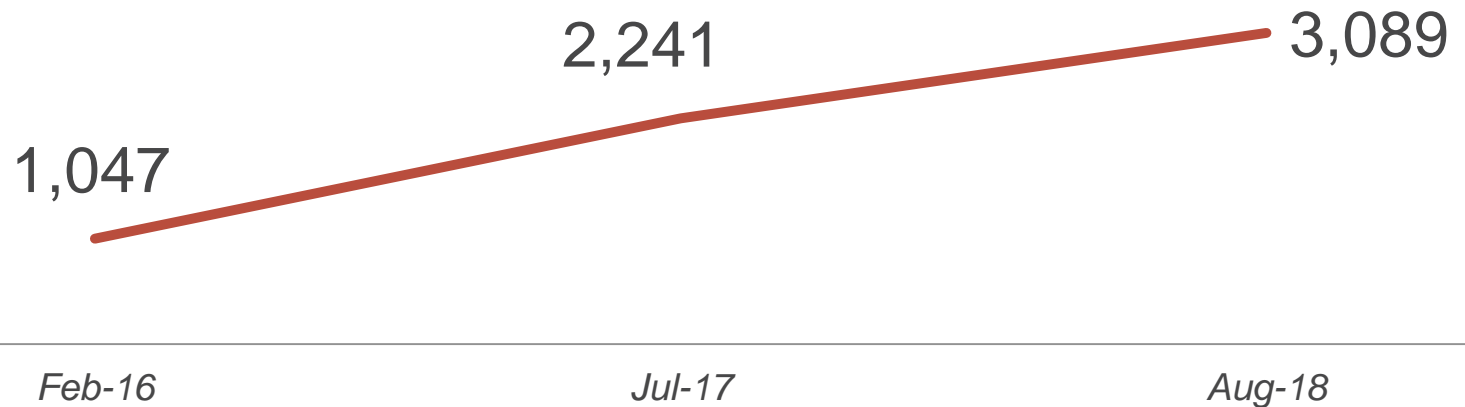


Social Media Followers Steadily Increasing

Central Health Twitter



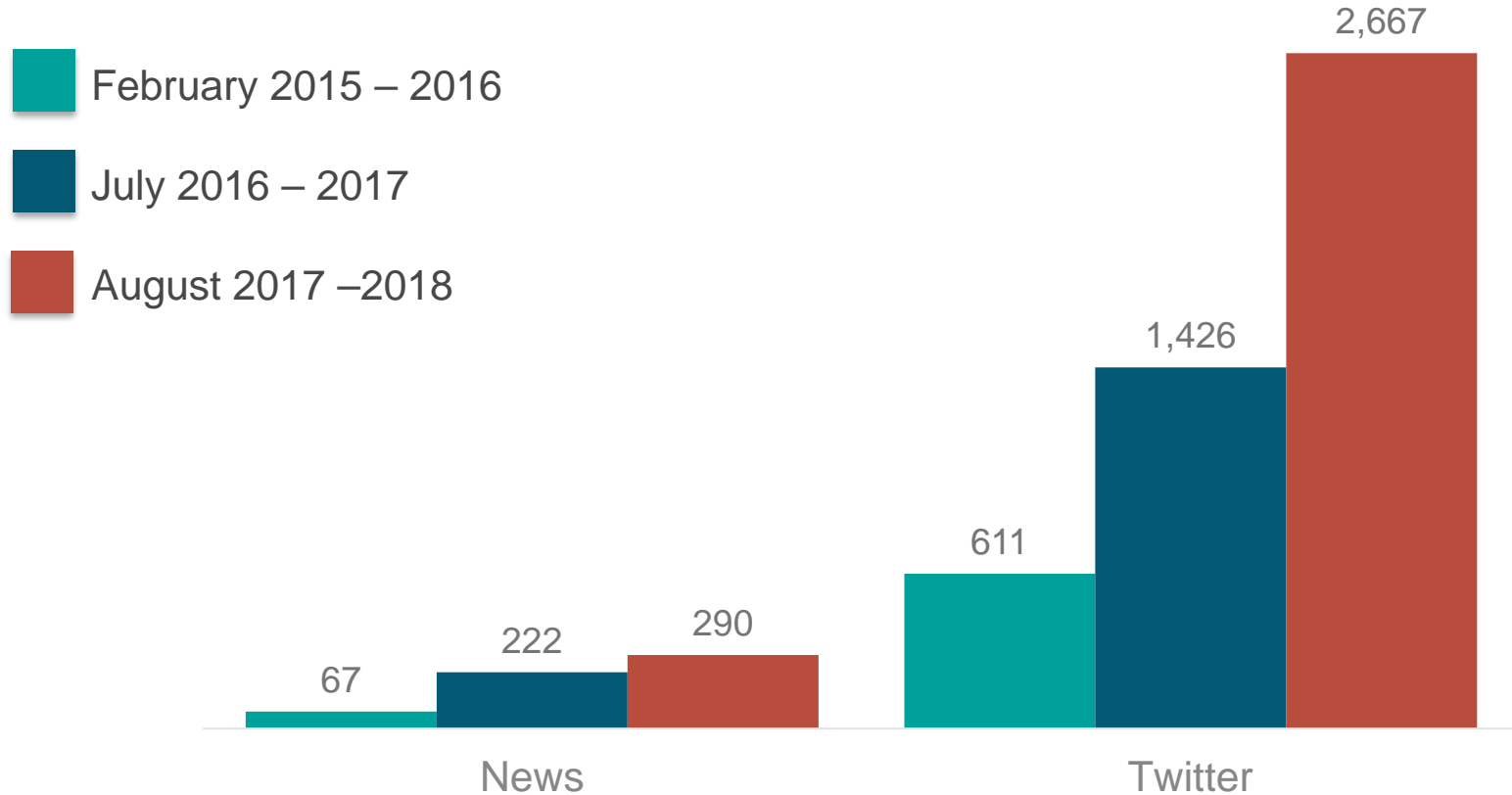
Central Health Facebook



Social Analysis

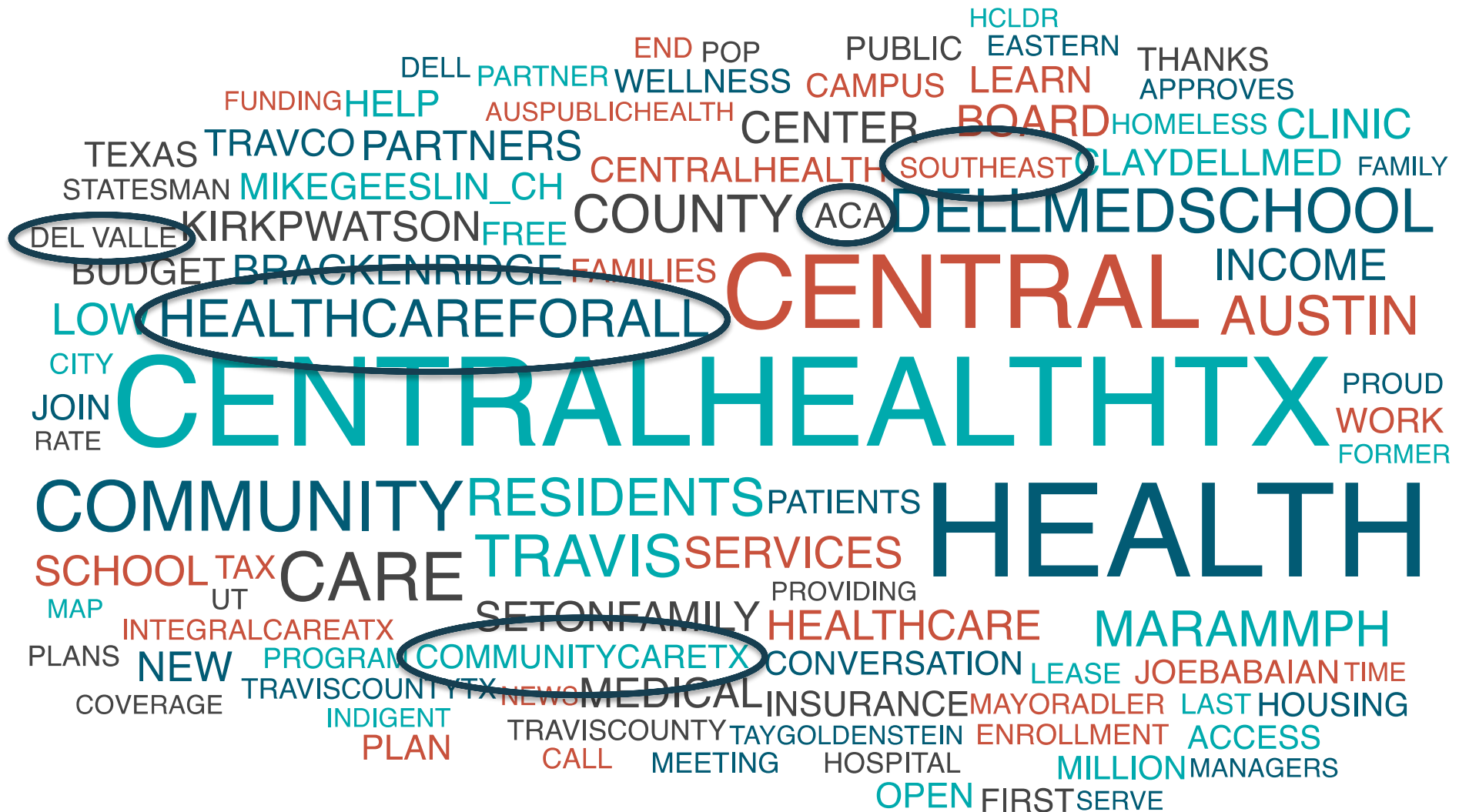


Increase in Conversation around Central Health



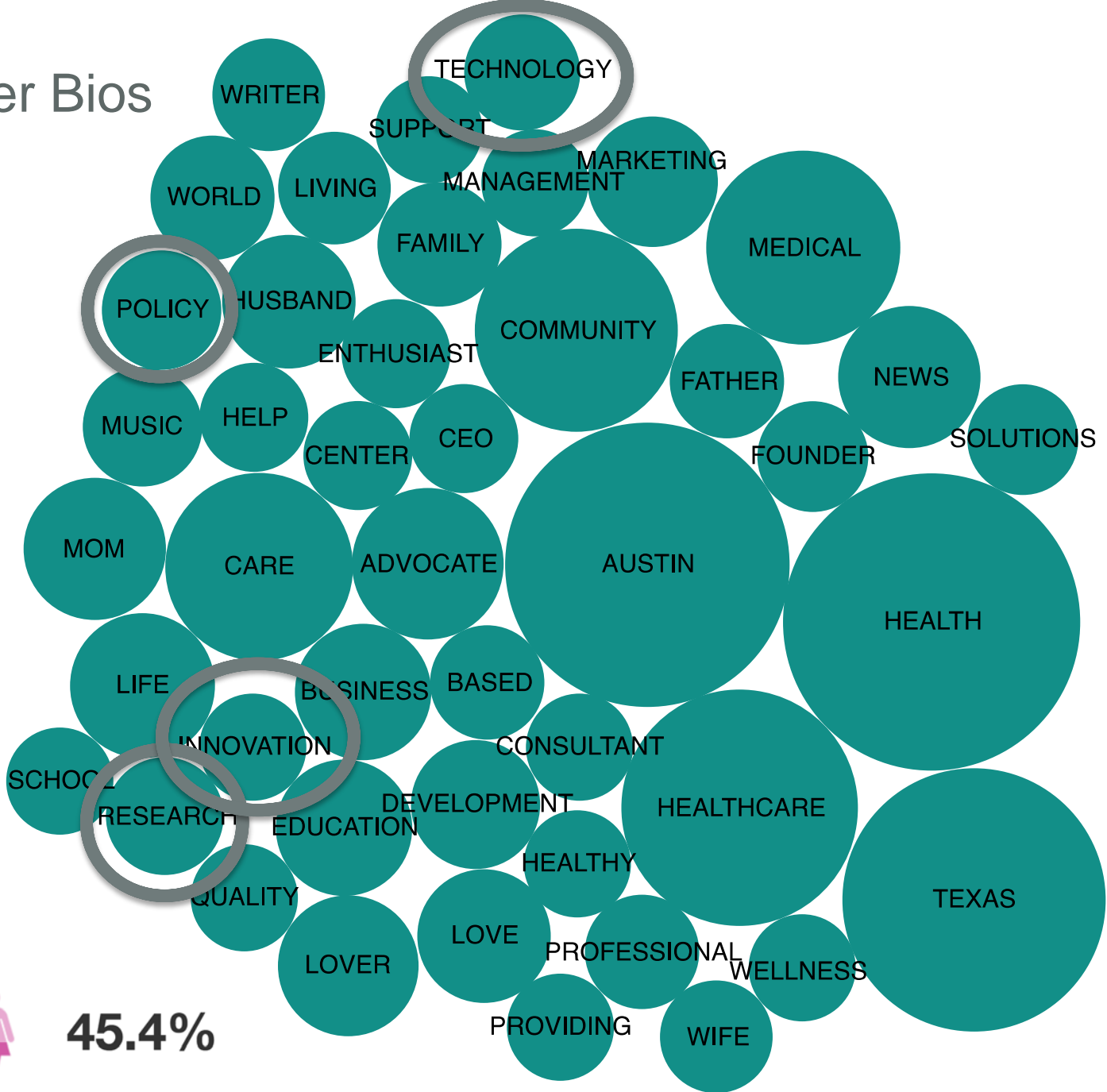


Content of Tweets about Central Health



Keywords/Twitter Bios

(People Following @CentralHealthTX)



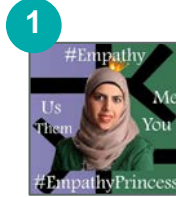
54.6%



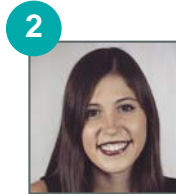
45.4%



Top Twitter Users Discussing Central Health



1
Maram Museitif
@MaramMPH



2
Taylor Goldenstein
@Taygoldenstein



3
Joe Babaian
@JoeBabaian



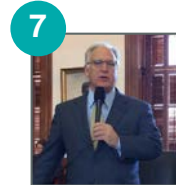
4
Mike Geeslin
@MikeGeeslin_CH



5
SaldañaPR
@saldanapr



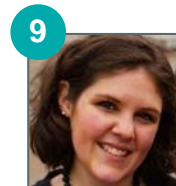
6
Ivan Dávila, MBA
@ivandavila



7
Sen. Kirk Watson
@KirkPWatson



8
Clay Johnston
@ClayDellMed



9
Robin N. Richardson
@RNRinAustin

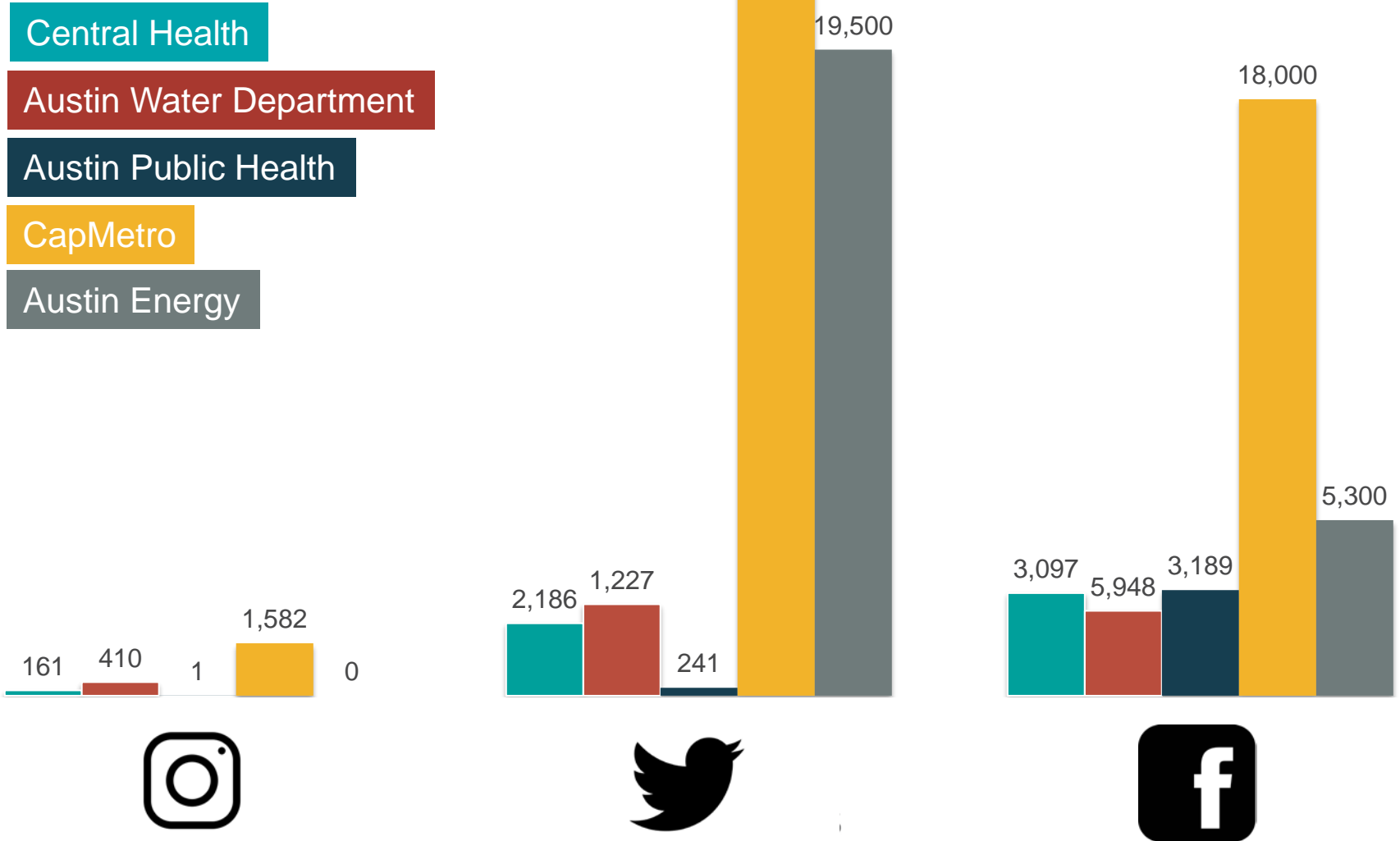


10
Elyse Yates
@ElyseYates

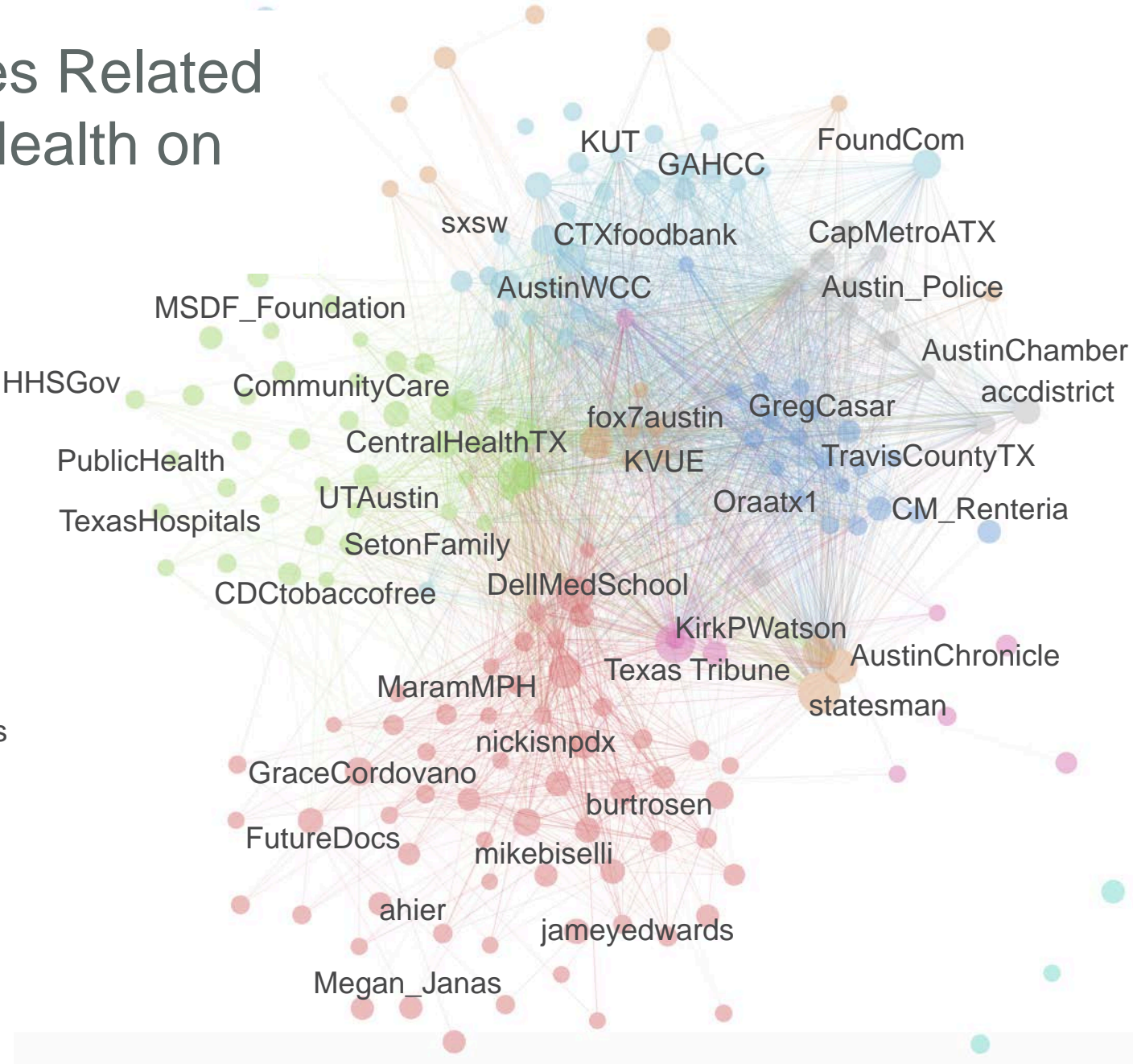
Note: This does not include tweets from Central Health



Follower Size Comparison



Communities Related to Central Health on Twitter



- Healthcare Leaders
- Health Organizations
- Local Organizations
- Local Government
- State Politics
- Local Media
- Local Entities



Central Health Mentioned 32 Tweets on Uninsured



TC Justice Planning

@TCJPlanning

Follow



@CentralHealthTX is here offering information on health care resources for uninsured Travis County residents
#Austin #texas #downtownaustin



11:35 AM - 31 May 2018 from Austin, TX

2 Retweets 5 Likes



Design Institute for Health

@DesignInHealth

Follow



Fantastic progress to 684 people on this pilot designed with @CentralHealthTX @Ride_Austin and funded by @CapMetroATX to address lack of transportation to medical appointments for low-income and uninsured Travis Co residents through rideshare services.



Health care providers seek more funds to transport low-income patients

Three months into a pilot program, Austin health care providers are looking for more funding to deli...

mystatesman.com

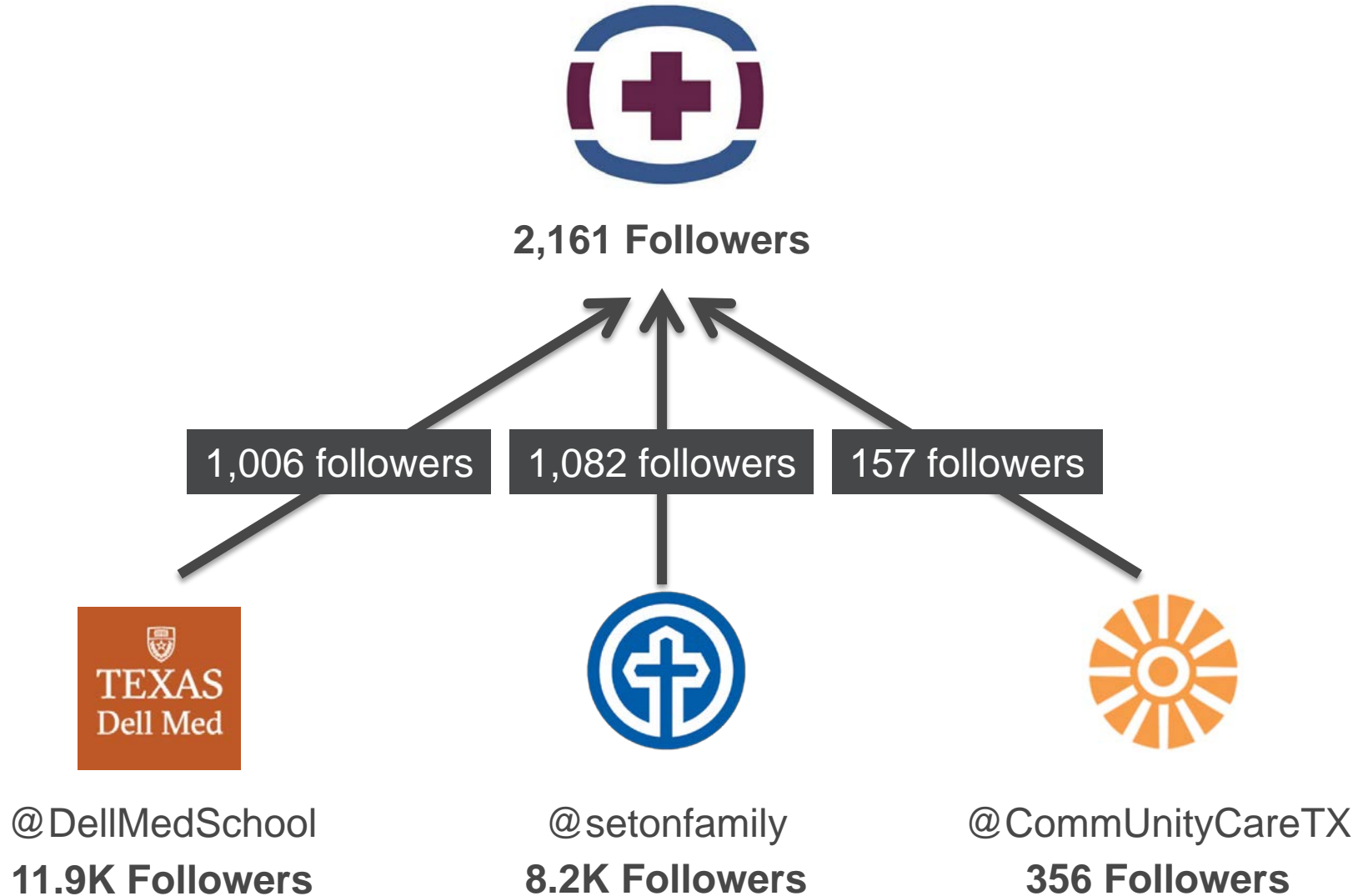
1:25 PM - 4 Apr 2018

4 Retweets 15 Likes



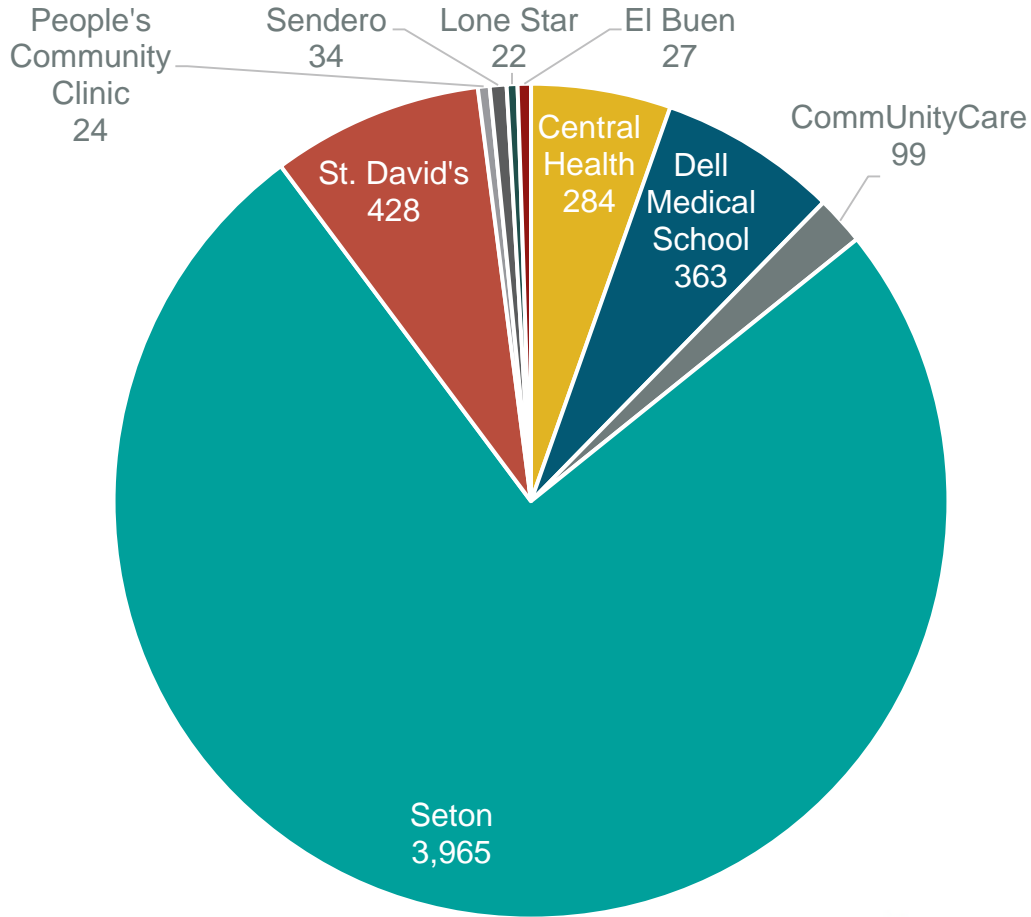


Overlap of Central Health Follower Base with Partners

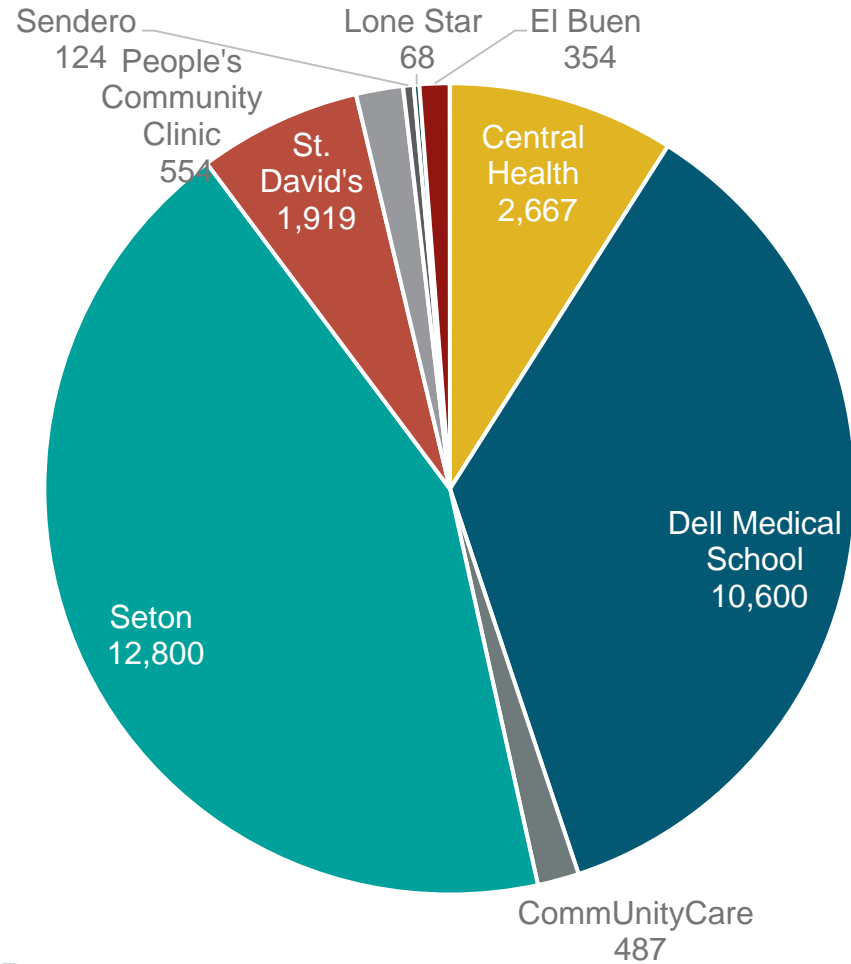




Conversation Size around Central Health Partners



News



Twitter



Decision Makers



Last Year - Decision Makers Following Central Health Partners (Twitter)

■ Not Following
 ■ Following

	Central Health (CentralHealthTX)	Seton Healthcare (setonfamily)	Dell Medical School (DellMedSchool)	StDavid's HealthCare (StDavidsHC)	CommUnityCareTX (CommUnityCareTX)	LoneStarCares (LoneStarCares)	El Buen Samaritano (ElBuen)	AustinPCC (austinpcc)
Commissioner Margaret Gomez (margaretgomez4)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Commissioner Gerald Daugherty (TeamDaugherty)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Commissioner Brigid Shea (VoteForBrigid)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Commissioner Jeff Travillion (jefftravillion)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Judge Sarah Eckhardt (JudgeEckhardt)	Following	Following	Following	Following	Following	Not Following	Not Following	Not Following
Council Member Alison Alter (ALTERforATX)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Council Member Kathie Tovo (kathietovo)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Council Member Ellen Troxclair (EllenforAustin)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Council Member Leslie Pool (LesliePoolATX)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Council Member Jimmy Flannigan (JimmyFlannigan)	Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Council Member Ann Kitchen (D5Kitchen)	Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Council Member Gregorio Casar (GregCasar)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Council Member Sabino Pio Renteria (CM_Renteria)	Following	Following	Following	Following	Not Following	Not Following	Not Following	Not Following
Council Member Delia Garza (DGarzaforD2)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Following	Not Following
Council Member Ora Houston (Oraatx1)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Mayor Adler (MayorAdler)	Following	Following	Following	Following	Not Following	Not Following	Not Following	Following



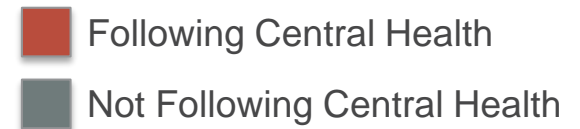
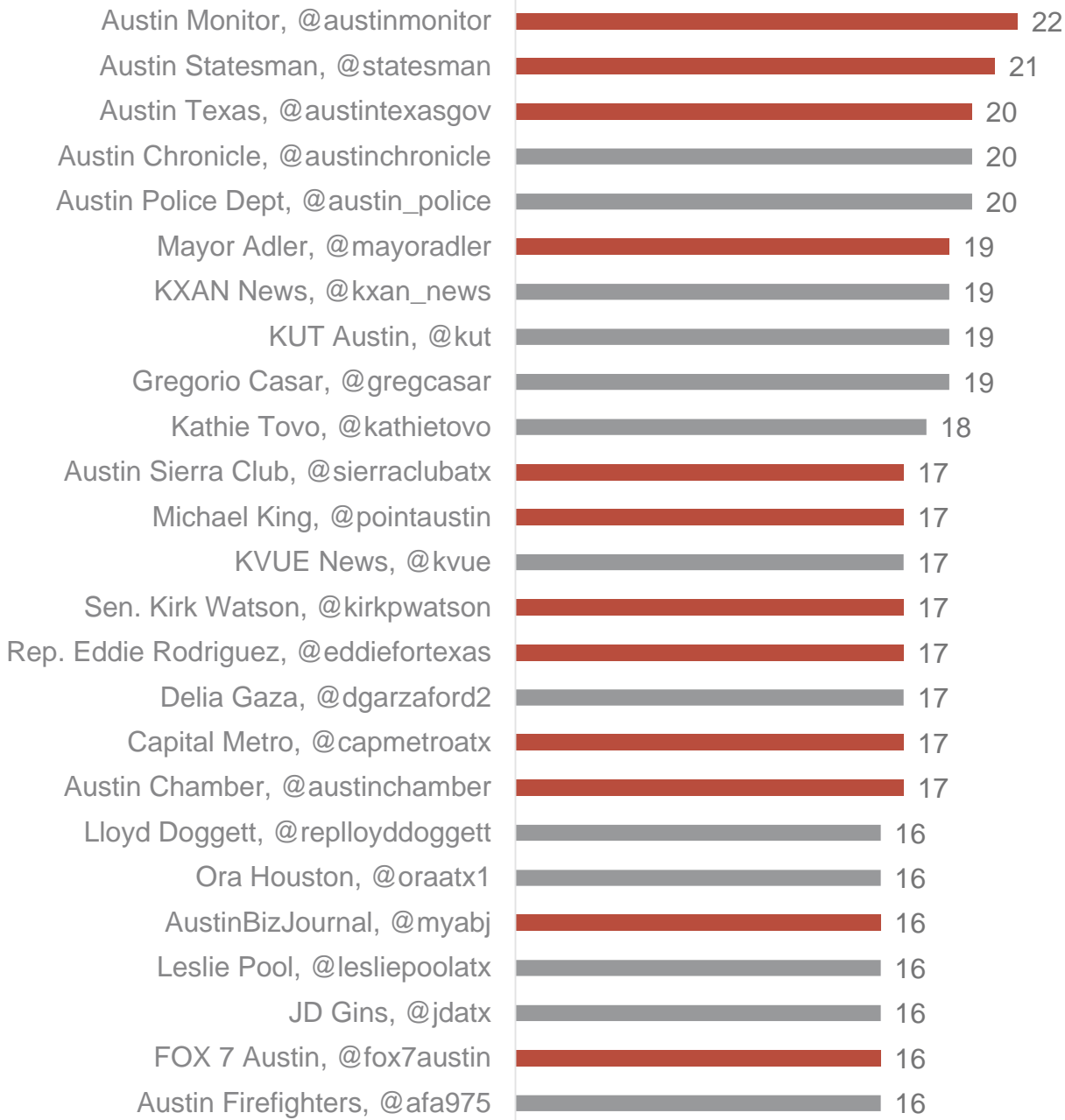
This Year - Decision Makers Following Central Health Partners (Twitter)

■ Not Following
 ■ Following

	Central Health (centralhealthtx)	Seton Healthcare (setonfamily)	Dell Medical School (dellmedschool)	StDavid's HealthCare (stdavidshc)	CommUnity CareTX (communitycaretx)	LoneStarCares (lonestarcare)	El Buen Samaritano (elbuen)	People's CommunityClinic (austinpcc)	Sendero Health Plans (senderohealth)
Margaret Gomez (gomez4precinct4)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Jeff Travillion (jefftravillion)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Gerald Daugherty (teamdaugherty)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Brigid Shea (commishshea)	Not Following	Not Following	Following	Not Following	Following	Not Following	Not Following	Not Following	Not Following
Brigid Shea (voteforbrigid)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Sarah Eckhardt (sarah_eckhardt)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Judge Sarah Eckhardt (judgeeckhardt)	Following	Not Following	Not Following	Following	Following	Not Following	Following	Following	Not Following
Alison Alter (alison_alter)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Council Member Alter (alterforatx)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Kathie Tovo (kathietovo)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Ellen Troxclair (ellenforaustin)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Leslie Pool (lesliepoolatx)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Jimmy Flannigan (jimmyflannigan)	Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Ann Kitchen (annkitchenatx)	Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Ann Kitchen (d5kitchen)	Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Gregorio Casar (gregcasar)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Sabino Pio Renteria (cm_reneria)	Not Following	Not Following	Following	Following	Not Following	Not Following	Following	Not Following	Following
Sabino "Pio" Renteria (d3forpio)	Following	Not Following	Not Following	Not Following	Not Following	Not Following	Following	Not Following	Not Following
Delia A. Garza (deliagarza)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
DeliaGarzaD2 (dgarzaford2)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Following	Not Following	Not Following
Ora Houston (oraatx1)	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Office of District 1 (district1atx)	Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following	Not Following
Mayor Adler (mayoradler)	Not Following	Following	Following	Following	Not Following	Not Following	Not Following	Following	Not Following
TOTAL	10	4	5	4	2	0	4	2	1

Note: We added included office accounts and personal accounts, so some decision makers are listed twice





Who Are Decision Makers Following?



Organizations that Council Members and Commissioners Follow

- Austin Police Dept (20)
- Austin Chamber (17)
- Capital Metro (17)
- Austin Sierra Club (17)
- Austin Firefighters (16)
- Austin Paramedics (15)
- Austin Young Chamber (15)
- Travis County Democratic Party (14)
- Austin Fire Dept (13)
- CASA of Travis County (13)
- Imagine Austin (13)
- Leadership Austin (13)
- University Democrats (13)
- Stonewall Austin (12)
- AURA (12)
- Austin Hispanic Vote (12)
- Austin ISD (12)
- Bike Austin (12)
- Central TX Food Bank (12)
- Texas Democrats (12)
- Travis County Emergency Services (12)
- TxDOT Austin (12)
- Workers Defense Project (11)
- Annie's List (11)





Do Decision Makers Follow Most Frequent Tweeters?

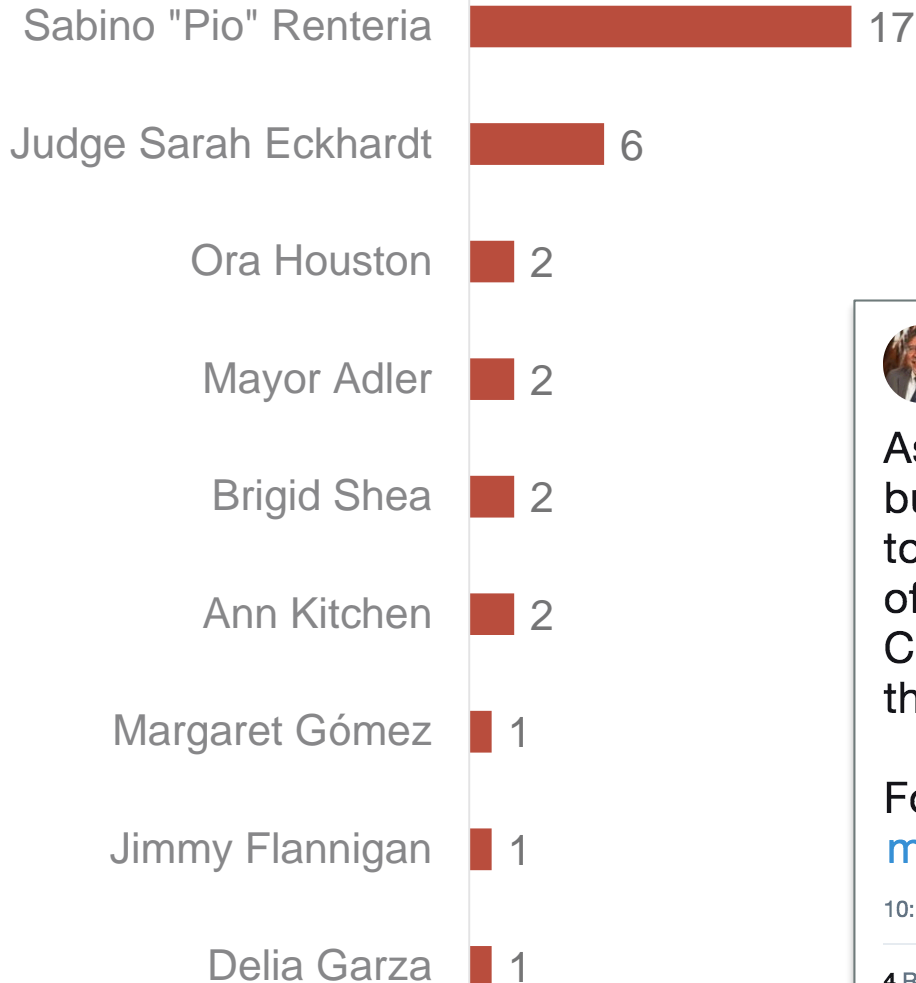
■ Not Following
 ■ Following

	Elyse Yates (elyseyates)	Robin N. Richardson (rnrinaustin)	Clay Johnston (claydellmed)	Senator Kirk Watson (kirkpwatson)	Ivan Davila, MBA (ivandavila)	SaldanaPR (saldanapr)	Mike Geeslin (mikegeeslin_ch)	Joe Babaian (joebabaian)	Taylor Goldenstein (taygoldenstein)	Maram Museitif (marammph)
Margaret Gomez (gomez4precinct4)										
Jeff Travillion (jefftravillion)										
Gerald Daugherty (teamdaugherty)										
Brigid Shea (commishshea)										
Brigid Shea (voteforbrigid)										
Sarah Eckhardt (sarah_eckhardt)										
Judge Sarah Eckhardt (judgeeckhardt)										
Alison Alter (alison_alter)										
Council Member Alter (alterforatx)										
Kathie Tovo (kathietovo)										
Ellen Troxclair (ellenforaustin)										
Leslie Pool (lesliepoolatx)										
Jimmy Flannigan (jimmyflannigan)										
Ann Kitchen (annkitchenatx)										
Ann Kitchen (d5kitchen)										
Gregorio Casar (gregcasar)										
Sabino Pio Renteria (cm_reneria)										
Sabino "Pio" Renteria (d3forpio)										
Delia A. Garza (deliagarza)										
DeliaGarzaD2 (dgarzaford2)										
Ora Houston (oraatx1)										
Office of District 1 (district1atx)										
Mayor Adler (mayoradler)										
TOTAL	1	1	2	17	2	8	2	0	6	1





Decision Maker Mentions Increase from 8 Mentions to 34



Office of District 1
@district1atx Follow

Open Enrollment for Affordable Care Act coverage is Nov.1 thru Dec.15,2017. Go to [@CentralHealthTX](#) for more info!
healthcare.gov

11:46 AM - 25 Oct 2017

6 Retweets 8 Likes

Sabino Pio Renteria
@CM_Renteria Following

As [@CentralHealthTX](#) prepares its 2019 budget, they want to hear from you on how to ensure their work is aligned w/ the needs of those they serve. The next Central Health Community Conversation is July 31st. Be there![#atxd3](#)

Follow the link for more info:
[mailchi.mp/centralhealth.](http://mailchi.mp/centralhealth) ...

10:15 AM - 16 Jul 2018

4 Retweets 11 Likes

Traditional News



News Spikes over Past Year



Sep 1, 17

Nov 1, 17

Jan 1, 18

Mar 1, 18

May 1, 18

Jul 1, 18

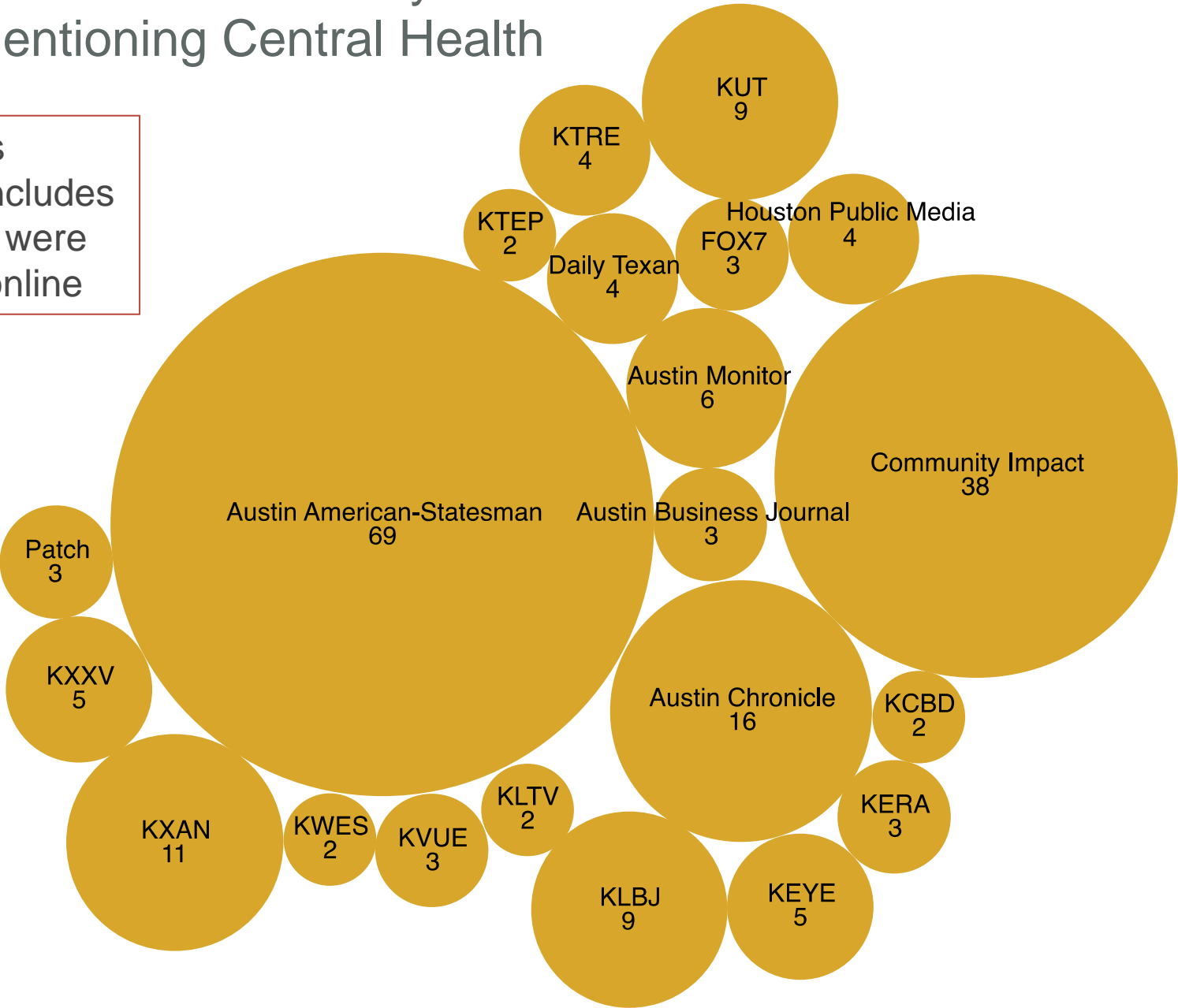
Sep 1, 18

Date



Number of Stories by Outlet Mentioning Central Health

Note: News coverage includes stories that were published online





Findings

- Central Health averages 52 Tweets per month.
- Central Health averages 30 Facebook posts per month.
- Central Health averages about one press release a week.
- More decision makers are following and talking about Central Health.
- Followers increasing steadily, and we will accelerate the growth with a follow/like campaign.





Findings

- Word cloud is overwhelmingly positive, outweighing any negative news.
- Many accounts on the top sources list are affiliated with Central Health, which means we are the ones defining the topic (i.e. Central Health News Bureau)
- News stories and Twitter mentions are up since last year, which is positive and possibly a result of our awareness campaign.





Recommendations

- Twitter follow and Facebook like campaigns for various audiences:
 - Insiders following Austin Monitor
 - Decision makers and staff who are not already following us
 - Email addresses from e-newsletter database
 - Seton and Dell Medical School overlap
 - Reporters
- Look for opportunities to partner with organizations that influencers follow. This will provide a chance for our messages to reach them, even if they're not following us.
- Continue defining the conversation around Central Health and encourage other employees, board members, and Community Health Champions to join in the discussion to create an echo chamber.
- Develop messages that can be used in conversations around innovation and technology

Central Health Outreach Experience





**CENTRAL
HEALTH**

**CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE**

September 25, 2018

AGENDA ITEM 5

Confirm the next regular Strategic Planning Committee meeting date, time, and location.