



## MEMORANDUM

**TO:** Mayor and Council

**FROM:** Rey Arellano, Assistant City Manager

**DATE:** November 26, 2014

**SUBJECT:** Asian American Quality of Life Initiative

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This memorandum provides an update on the Asian American Quality of Life Initiative and requests an extension in the due date regarding subject initiative as required by Resolution No. 20131024-060.

### **Background**

On October 24, 2013, you adopted Resolution 20131024-060 directing the City Manager to identify areas within the budget to conduct facilitated discussions of the Asian American quality of life issues in Austin; develop strategies to address the findings of the Asian American Health Assessment, the facilitated discussions and the Community Scorecard; and report back to Council with recommendations for enhanced or new City programs and practices.

In December 2013, I requested an extension to provide an update to the Public Health and Human Services (PHHS) Committee until January 21, 2014. At that meeting, I presented an update including an outline of a draft scope of work for a consultant to conduct the study. The feedback of the PHHS Committee was that the Asian American Quality of Life Advisory Commission (AAQOLAC) should be involved in shaping the Asian American Quality of Life Study.

In July 2014, I requested an extension to provide an update to the PHHS Committee in the Fall, and also updated you on the status of the initiative. At that point, all positions on the AAQOLAC had been filled and discussions with the University of Texas (UT) to assist in the conduct of the study were in progress.

### **Current Status**

Staff has identified Dr. Yuri Jang, an Associate Professor in UT's School of Social Work, as our partner in conducting the Quality of Life study. Dr. Jang is well versed in Asian American quality of life issues and she was involved in the Asian American Health Assessment.

Dr. Jang presented a draft proposal to the AAQOLAC's Community Assessment Committee at their November 10<sup>th</sup> meeting. The proposal was well received, and Dr. Jang is working to

incorporate their comments before presenting a final proposal at the December 9<sup>th</sup> AAQOLAC meeting. Elements of the draft proposal include a comprehensive quality of life survey in the top five Asian languages spoken in Austin (Chinese, Vietnamese, Hindi, Korean and Tagalog) as well as in English, and coordinating with multiple community groups and organizations to assist with the outreach to conduct the survey.

An inter-local agreement with the University of Texas for Dr. Jang to conduct the research and outreach for the initiative will be brought to Council in February 2015. Dr. Jang estimates that once the inter-local agreement is executed, it will take approximately one year to complete her component of the initiative.

In conjunction with the proposal provided by Dr. Jang, Marion Sanchez, Community Engagement Consultant from the Communications and Public Information Office (CPIO), has developed an extensive community outreach and engagement program to assist in the overall quality of life assessment. Elements of this program include:

- Preparation Activities (November 2014 - January 2015):
  - Assemble an internal team with outreach, branding and marketing expertise
  - Conduct visioning process with AAQOLAC: What does success look like?
  - Develop an inventory of internal/external resources
  - Conduct outreach research
  - Identify language and local cultural resources
  - Prepare grassroots outreach strategy
  - Develop branding/outreach publications and educational materials
  
- Community Engagement Activities and Survey (February – September 2015)

### **Request for Extension**

The Resolution directed the completion of the Quality of Life Initiative by December 2014. Given the progress to date and the anticipated community outreach and preparation required for the study, the project will not be completed by the original deadline of December 2014. At this time, staff believes that it will take approximately one year to complete from the execution of the Inter-Local Agreement with the University of Texas, which will most likely occur in February 2015. We respectfully request an extension until February 2016. Staff will continue to provide the PHHS Committee with updates every six months.

cc: Marc A. Ott, City Manager

Richard Jung, Chair, Asian American Quality of Life Advisory Commission