

ESB-MACC Outreach Report

FY 2017-2018

Austin Demographic Determinants

- © There are 81 Zip Codes in the City of Austin.
- © In order to strategically reach our target market, we focused our efforts on 'Target Zip Codes.'
- © Target zip codes were determined based on:



Number of Hispanic/Latino residents



Percentage of Hispanic/Latino residents

Target Zip Codes				
Zip	# Hisp/Lat	% Hisp/Lat	District	Council Member
78744	32,233	75.30%	2 Garza	
78753	28,506	57.80%	1,4 & 7 Houston, Casar, Pool	
78741	27,925	62.10%	3 & 9 Renteria, Tovo	
78745	23,628	42.50%	2,3 & 5 Garza, Renteria, Kitchen	
78758	21,508	48.80%	4 & 7 Casar, Pool	
78748	14,723	36.20%	2,5 & 8 Garza, Kitchen, Troxclair	
78724	13,409	61.80%	1 Houston	
78723	12,165	42.90%	1,4 & 9 Houston, Casar, Tovo	
78704	12,029	28.60%	3, 5 & 9 Renteria, Kitchen, Tovo	
78702	11,907	55.80%	1 & 3 Houston, Renteria	
78752	11,206	62%	1 & 4 Houston, Casar	
78747	8,514	57.40%	2 & 5 Garza, Kitchen	
78721	6,051	53%	1 & 3 Houston, Renteria	
78719	1,329	75.30%	2 Garza	

Outreach Summary: Zip Codes Visited

Demographics of Zip Codes Visited				
Zip	# Hisp/Lat	% Hisp/Lat	District	Council Member
78744	32,233	75.30%	2 Garza	
78753	28,506	57.80%	1,4 & 7 Houston, Casar, Pool	
78741	27,925	62.10%	3 & 9 Renteria, Tovo	
78745	23,628	42.50%	2,3 & 5 Garza, Renteria, Kitchen	
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78747	8,514	57.40%	2 & 5 Garza, Kitchen	
78721	6,051	53%	1 & 3 Houston, Renteria	
78719	1,329	75.30%	2 Garza	
78749	6,827	19.8%	5 & 8 Kitchen, Troxclair	
78703	1,595	8.1%	9 & 10 Tovo, Alter	
78722	1,083	18.4%	1 & 9 Houston, Tovo	
78701	1,002	14.6%	1 & 9 Houston, Tovo	
78712	131	15.2%	1 & 9 Houston, Tovo	

17

Total Unique Zip Codes Visited

12

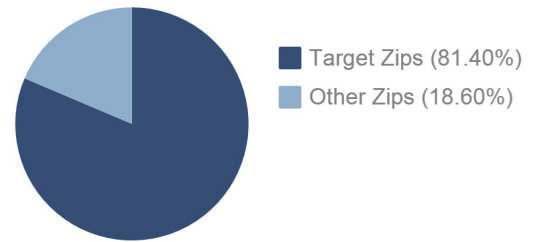
Unique Zip Codes Visited with High Hispanic/Latino Populations (70%)

Outreach Summary: Frequency of Zip Codes Visited

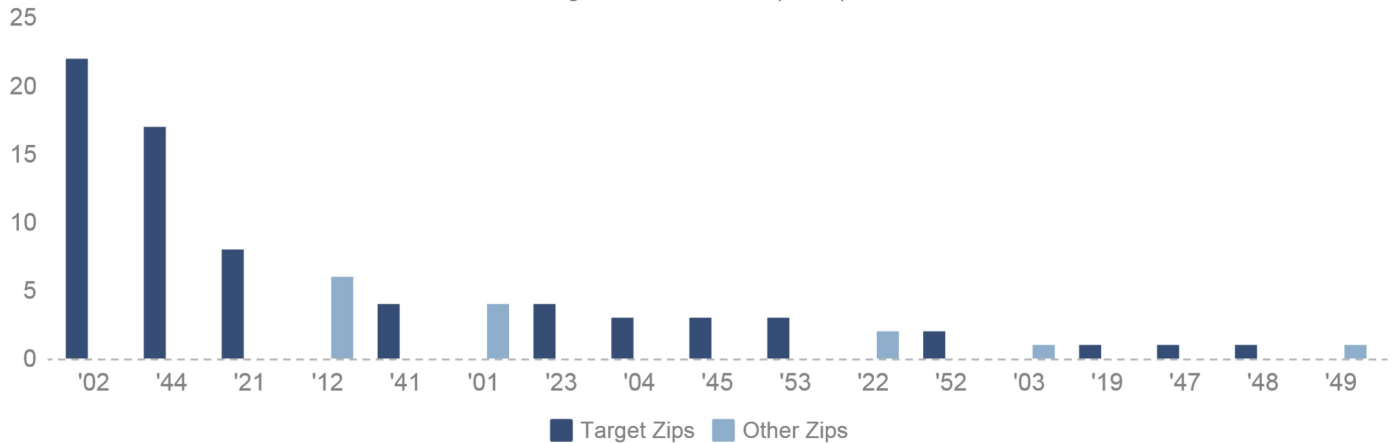
86 Total Meetings/Events Attended

70 Total Meetings/Events Attended in Zip Codes with High Hispanic/Latino Populations

Total Meetings/Events Attended

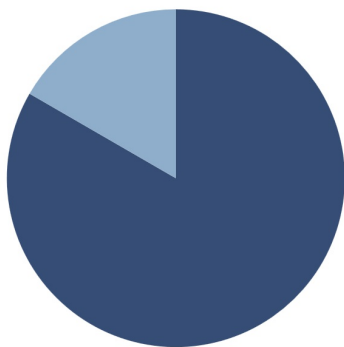


Total Meetings/Events Attended per Zip Code



Outreach Summary: People Reached

Total People Reached



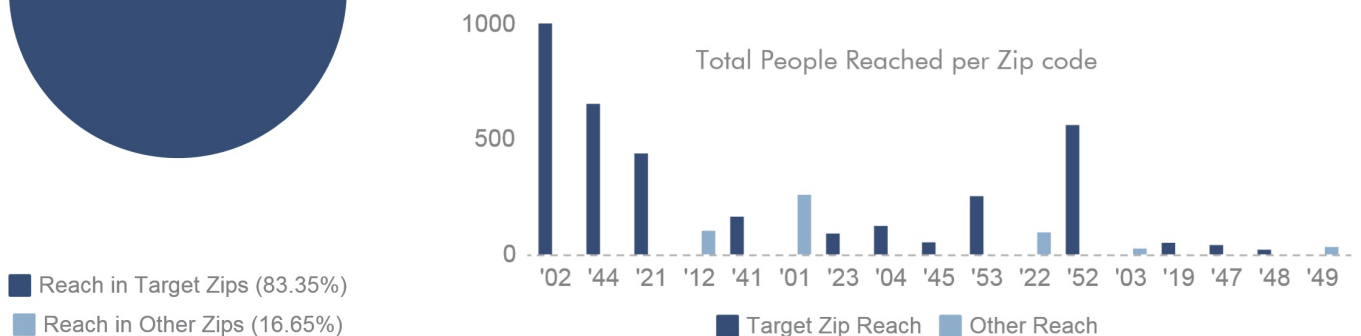
Total People Reached

4155

Total People Reached in Zips with High Hisp/Latino Populations

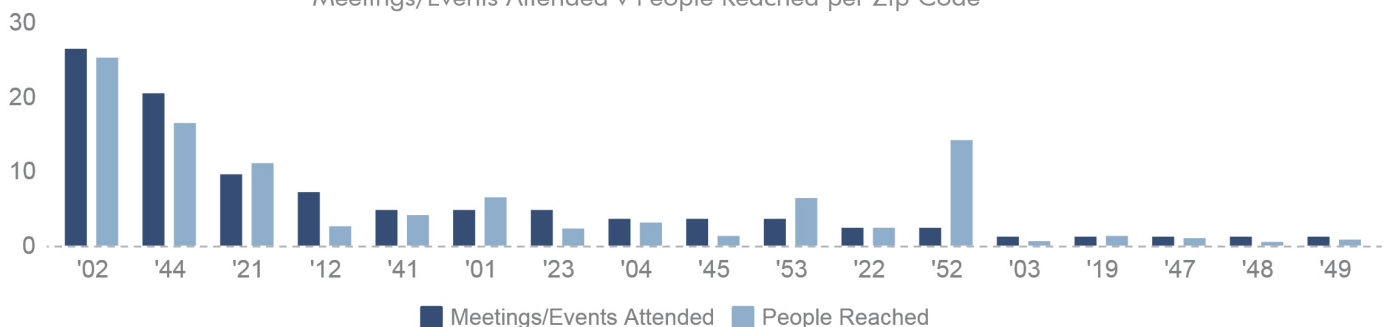
3463

Total People Reached per Zip code



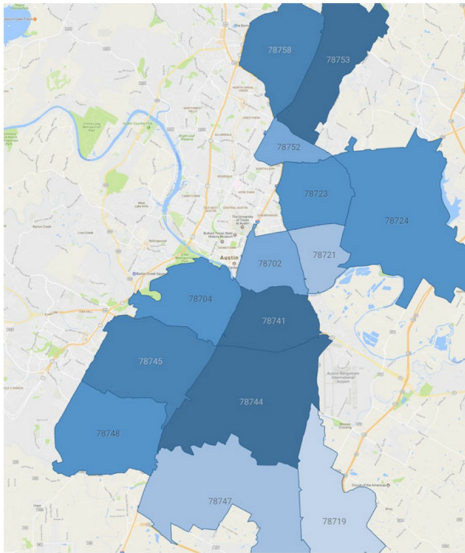
Outreach Summary: Reach v Zip Code Frequency

Meetings/Events Attended v People Reached per Zip Code

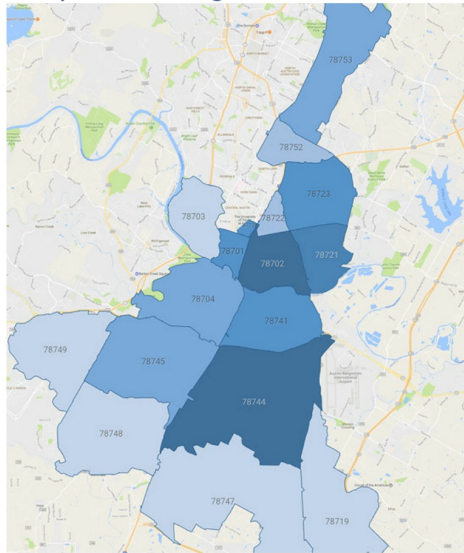


Outreach Summary: Mapped

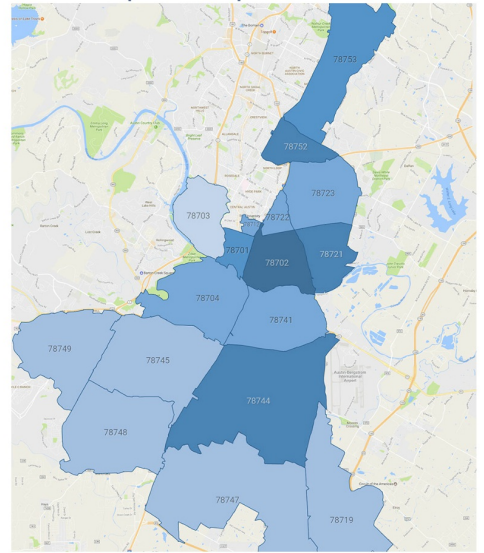
Map of Target Zips



Map of Meetings/Events Attended



Map of People Reached



Outreach Summary: Organizations Engaged

YOUTH ORGANIZATIONS & GROUPS

Big Brothers Big Sisters of Central Texas
Community Youth Development
Urban Roots
Community Collaborative Committee
Common Threads

WELLNESS CENTERS & ORGANIZATIONS

Texas Center for Local Food
Austin/Travis County Farmland
Preservation Group
Green & White Grocery
Zilker Botanical Garden
Sustainable Food Center
Hope Farmer's Market
El Buen Samaritano
Center for Health Empowerment
Southeast Health and Wellness Center
Heartfulness Meditation
Central Health
Central Texas Food Bank

SCHOOLS & EDUCATIONAL GROUPS

Martin Middle School
Mendez Middle School
Eastside Memorial High School
Sanchez Elementary
Brown Elementary
Maplewood Elementary
Austin High School
Aikins High School
Austin Voices
The Austin Project
Think Bilingual Austin
Dobie Middle School
Del Valle ISD

SENIOR CENTERS & ORGANIZATIONS

Rebekah Baines Johnson Senior Center
South Austin Senior Center
AARP

NEIGHBORHOOD CENTERS & GROUPS

East Austin Community Alliance
GAVA (Go Austin, Vamos Austin)
Dove Springs Community Alliance
East Cesar Chavez Neighborhood Planning Team
Gus Garcia Recreation Center
Emmanuel Methodist Church

HIGHER ED INSTITUTIONS & GROUPS

Texas Flores Group
Students for Equity and Diversity
UT Alternative Breaks
Latino Research Institute
UT Voices Against Violence
ACC Mexican American/Chicano Studies Department

GOVERNMENT INSTITUTIONS & ENTITIES

Austin Police Department
Office of Delia Garza
Office of Pio Renteria
Mexican Consulate

OTHER ORGANIZATIONS

Activate Austin
Latino Magazine
KOOP Radio
Saltillo Sister Cities
Young Non Profit Network
Greater Austin Hispanic
Chamber of Commerce
Consulate