



MEMORANDUM

TO: Mayor and Council Members

THROUGH: Bruce Mills, Interim Assistant City Manager *BM*
Michele Gonzalez, Strategic Communications & External Relations Officer *MG*
Susana Carbajal, Chief of Staff *SC*

FROM: Robin J. Henderson, Interim Chief of Police, Austin Police Department *RJH*
Jessica King, Director, Communications & Public Information Office *JK*
Tamela Saldaña, Interim Equity Officer *TS*

DATE: March 14, 2024

SUBJECT: Anti-Hate Initiative Update

In response to [Council Resolution No. 20211104-064](#), staff from the Austin Police Department (APD), Austin 3-1-1, and the Communications & Public Information Office (CPIO) took steps to identify and implement improvements to the City's response to any hate-related activity. Additionally, the City launched a citywide education campaign to educate the public about reporting hate crimes and incidents. This memo provides an update on these efforts.

Addressing Hate Crimes/Incidents

APD and Austin 3-1-1 worked together to implement an expedited review process for hate crime/incident reports received via Austin 3-1-1 ambassadors. APD's Victim Services are receiving daily reports from Austin 3-1-1 that have the bias/hate indicator marked. Victim Services is responsible for reviewing each report to determine if the incident was likely motivated by bias/hate. If so, they ensure that an offense report is quickly generated and referred for investigation if needed and supportive services (counseling/advocacy/referral).

Additionally, with recently approved Victims of Crime Act (VOCA) grant funds, the APD's Victim Services Division will hire a counselor who will dedicate 50% of their time to providing mental health support and practical interventions to victims/survivors of hate crimes. This will include crisis counseling, justice support, advocacy, safety planning, and referrals.

VOCA funds will also be used to hire a full-time victim navigator who will support individuals and families who have been the target of a crime motivated by hate and/or an incident suspected to

be motivated by hate. The navigator will be responsible for the daily inspection of reports that have been made by members of the community to Austin 3-1-1 who have designated their report as hate or bias-motivated. The navigator will follow up with victims of these incidents to provide resources/community support connections, explanation of options for potential reporting, education related to next steps, and validation of the psychological impact of this specific experience of victimization. Additionally, the navigator will assist with coordination of reported hate crimes that are assigned to a detective and counselor. That coordination will include assistance with hate and bias-specific resources and timely community support connections. The navigator will be responsible for maintaining accurate statistical tracking of victims served while maintaining connections with community partners and advocacy groups to ensure victims are receiving the services and resources they deserve.

Education Campaign: We All Belong, powered by Austin Against Hate

Since the [July 13, 2023 update memo](#), CPIO launched the “We All Belong, powered by Austin Against Hate” education and outreach initiative July 21, 2023. The goal of the citywide campaign is to empower the community to take action to keep Austin a safe and welcoming City by providing streamlined access to tools to report hate crimes and incidents.

Website. The launch showcased austintexas.gov/againsthate which serves as the digital information hub for the campaign. The site provides visitors with:

- The ability to report a suspected hate crime or incident to APD, and report a hate incident to the Anti-Defamation League – Austin;
- A [guided data story map experience](#) to help visitors better understand the number and type of bias-motivated incidents reported in Austin in context with overall community sense of safety;
- An in-depth [Austin Against Hate Community Data Dashboard](#) (completed December 2023) which provides a single tool to view where hate crimes have occurred around the city and compare the potential effect on community sentiment and the lived experience of neighbors and other Austinites; and
- Information and resources to host a We All Belong community pop-up event, find a community collaboration event using the event calendar, and how to be an information ambassador with access to downloadable digital toolkits available in 10 languages.

City Event. In August 2023, CPIO partnered with Origin Studio House to host the “Party at the People’s House” event at City Hall with inclusive, community centered programming designed to increase initiative awareness and engagement across diverse communities in Austin. Participating City departments and local organizations included: Austin 3-1-1, APD Office of Community Liaison, APD Training and Recruiting, Austin Sister Cities, ADL Austin, Office of Civil Rights, Development Services Department, Mama Sana Vibrant Woman, and YWCA Greater Austin. More than 1,000 people attended the event which was a key source of traffic to the website and social media interactions.

Advertising. Digital and traditional media advertising, along with street and lamp post banners, and airport terminal digital displays has resulted in higher engagement with more than 25,000 views on austintexas.gov/againsthate since launch. Additional success metrics include:

- 98% completion rate on streaming platforms;
- 2,000+ airings on 21 networks on broadcast/cable TV and radio, with 800,000+ impressions; and
- Higher social media engagement (viewing lengths and number of interactions) with priority language communities, especially Hindi, Korean, and Vietnamese.

Community-Initiated Events. CPIO invited more than three dozen local organizations and partners to collaborate on community-led We All Belong pop-up events to expand the organic reach of the initiative's key messaging and help achieve the goal of fostering a more inclusive and welcoming culture united against hate in Austin. To date, CPIO has received completed applications for nine community-led events. Events hosted by Agni Arts Foundation, CreativeSEA, and Congregation Beth Israel were held between October 2023 and December 2023. Three events for early 2024 have received approval and are in the planning stages.

CPIO also provided updates on the public education and outreach initiative to the Hate Crimes Task Force on October 10, 2023 and to the Joint Inclusion Commission on December 6, 2023.

Cross-Department Collaboration Supporting the We All Belong Campaign

Departments with representatives playing a key role in the implementation of the We All Belong Campaign include APD, Office of Civil Rights, Equity Office, Housing Department, Parks and Recreation, Office of Police Oversight, Austin Public Health – Office of Violence Prevention, and Austin Public Library.

Austin Police Department

- Promoting We All Belong messaging on department social media platforms including Facebook, X (formerly known as Twitter), and Instagram.
- Boilerplate language added to department issue statements: "Should you observe any suspicious activities or become aware of potential threats, it is imperative to report them by calling 9-1-1. The City of Austin's "We All Belong" campaign highlights our dedication to fostering a diverse environment where hatred is not tolerated. For more information on tools and resources to report hate crimes and related incidents, visit ["austintexas.gov/againsthate."](https://austintexas.gov/againsthate)
- Participating at We All Belong Events, as needed. For example, APD 148th Cadet Class and 149th Cadet Class attended and supported the Party at the People's House in August 2023.

Office of Civil Rights

- Promoting We All Belong messaging with key stakeholders through targeted email campaigns as well as engagement with community partner organizations and boards and commissions.

Equity Office

- Coordinated an opportunity for CPIO to brief the Joint Inclusion Commission on the Anti-Hate Initiative.
- Working with CPIO to develop tie-in community programming as needed and include We All Belong messaging at the department's signature equity conference.

Housing Department

- Anti-Displacement community navigators sharing We All Belong messaging and collateral at community events.

Parks and Recreation Department

- We All Belong materials are posted at PARD facilities around the City.
- PARD is partnering with CPIO to amplify the outreach campaign during signature events at PARD facilities throughout the year including CelebrAsia and the PARD programming divisional conference.

Office of Police Oversight

- Sharing We All Belong messaging on department social media channels as well as printed materials and collateral at community events.

Austin Public Health - Office of Violence Prevention (OVP)

- Collaborating with CPIO to integrate the We All Belong initiative and data insights into OVP programming where possible, including a Peace Convening currently in the planning stages for Fiscal Year 2024. The Peace convening will bring together diverse voices, organizations, and resources from grassroots initiatives all the way to the national level to create sustained collaborations and actionable strategies for actualizing peace in Austin.

Austin Public Library (APL)

- Sharing We All Belong messaging in the APL subscriber newsletter.
- Circulating printed materials to all APL locations to post on community message boards.

Next Steps

Looking ahead in 2024, key activities for the campaign include:

- Formal public announcement launching the [Austin Against Hate Community Data Dashboard](#);
- Production of a second We All Belong public service announcement that includes participation of Mayor and Council;
- Continuing advertising based on initiative needs;
- Continuing efforts to encourage external agencies and organizations to share the campaign message, materials, and opportunities;
- Continuing community sentiment surveying-including questions to provide insights on initiative reach and impact on public awareness;
- Finalizing a calendar of We All Belong community partner Pop-Up Events & cross-department collaborations; two are confirmed and four are currently in review for 2024;

- Finalizing plans for dedication of the We All Belong People's mural at City Hall; and
- Finalizing and formally announcing a date for Party at the People's House 2024.

If you have questions about:

- City's response to hate crimes and incidents, please contact Kachina Clark, Division Manager, 512-974-8548 or by email at kachina.clark@austintexas.gov
- We All Belong Campaign, including how to participate or increase awareness, please contact Alicia Dean, CPIO Strategic Communications Division Manager, by phone at 512-974-9738 or by email at alicia.dean@austintexas.gov

cc: Jesús Garza, Interim City Manager
CMO Executive Team
Department Directors