



Purpose

- To provide a briefing to Council on a research study led and funded by Texas State University and receive direction



Piloting Innovative Community Co-Creation in San Marcos, Texas

- **Led by Dr. Rosalie Singerman Ray**
Assistant Professor, Department of Geography and Environmental Studies
- **Funding Awarded by Texas State University through the Research Enhancement Program**
- **Inspired by the success of the King County Washington Metro Equity Cabinet**

Equity Cabinet Project Goals



- “This project seeks to bring the equity cabinet model to San Marcos **to test whether such an intensive model can work in a smaller city context**, and one in which there is not currently a definition of equity or of priority populations that has been formally adopted by the city.”
- Focused on all transportation and transit related plans such as the Transit Route Study, Sidewalk Maintenance Plan, Transportation Master Plan, and Americans with Disability Act improvements.

Equity Cabinet Project Goals



- **Prioritization of participants who fall within the communities outlined in Executive Order 13985**
 - Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality; and individuals who belong to multiple such communities.”
- **Compensation for participants paid for by TXST**
 - Meal
 - \$25/hour via Visa gift card

Project Methodology



Timeline

April-May 2024

City Council Work Session
Texas State University Institutional Review
Board Approval

June 2024

Outreach & Recruitment

August 2024

Participant Selection
Onboarding Interviews

September 2024

Equity Cabinet Meetings Begin

January 2025

Equity Cabinet Completes Framework
Exit Interviews

February 2025*

Equity Cabinet Transition to Monthly
Meetings*

*TBD

sanmarcostx.gov

Project Methodology



- **Recruitment & Participant Selection**
 - Researcher will send Texas State University's Institutional Review Board approved email and meet with community partners or members of groups to identify a person within their organization to participate in the Equity Cabinet
- **Organizations will select their representative**

Project Methodology



- **Recruitment & Participant Selection**

- Community Partners & Non-Profits Identified

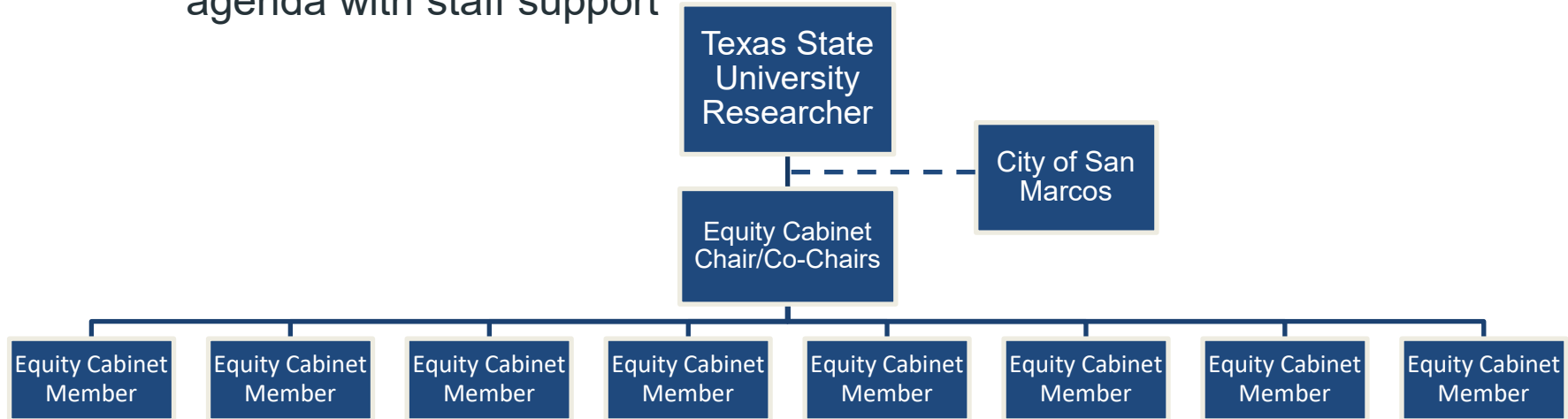
- A Resource Center for Independent Living (ARCIL)
 - Calaboose African American History Museum
 - Cenikor
 - Centro Cultural Hispano de San Marcos
 - Community Action, Inc.
 - Dunbar Heritage Association
 - Hays Caldwell Women's Center
 - Hays County Food Bank
 - Indigenous Cultures Institute
 - Mano Amiga
 - San Marcos Housing Authority
 - San Marcos Queer Council
 - Southside Community Center

Project Methodology



- **Cabinet Structure**

- About 10 Members
- 1-2 members serve as appointed Chair/Co-Chairs
 - Chair/Co-Chairs will work together with Dr. Ray to set each meeting agenda with staff support



Project Methodology



- **Meetings**

- Ten (10) two (2) hour meetings over the course of five (5) months
- Build member's understanding of the City's current response to transportation related problems and challenges
 - Technical and background information from staff
 - Existing plans, processes, etc.
- Equity Cabinet defines their shared values (document)
- Breakout groups to address specific topics OR small number of topics in full meeting
- Draft, edit, and complete Equity Cabinet Framework document to be presented as a recommendation

Project Methodology



- Participant Interviews with Researcher

Onboarding Interview	Mid-Cabinet Interview	Exit Interview
All participant	Two participants per month chosen randomly	All participants
Baseline opinions and understanding of the effectiveness of the City's outreach and understanding of transportation problems	Updates on how the project is going, their understanding of the effectiveness of the outreach, and understanding of transportation problems	Exit Interview to assess their shifts in the experience of the cabinet and their knowledge of transportation problems

Staff Resources in Equity Cabinet



- Staff Time
- Technical and Background Information
- Provide topics for feedback



Alignment with Strategic Plan

- **Strategic Initiatives**
 - Quality of Life & Sense of Place
 - Mobility & Connectivity
- **Enable staff to engage with and cultivate new or existing relationships with community members and partners**
- **Feedback and recommendations can contribute to outreach and community engagement strategy**



Alignment with Feedback

- Provides an opportunity to expand the voices from which we hear
- Assists in identifying barriers to participation and engagement from different communities
- Increase our understanding of needs within the community
- Establish another pathway for community education

Alignment with Federal Government



- While we cannot say the Equity Cabinet research study or co-creation model will definitively lead to additional grant funding, it strengthens the City's portfolio of outreach and engagement.
- **Programs & Initiatives**
 - Justice40
 - Department of Transportation Equity Action Plan
 - Department of Transportation Equity Council Priorities



Use of Framework

- **Inform the following plans and strategy by helping define the scope of work, timing, community engagement and outreach strategy**
 - Americans with Disabilities Act Transition Plan (Ongoing)
 - Five Year Sidewalk Plan (May 2024)
 - Route Study (Fall 2024)
 - Quail Creek (January 2025)
 - Transportation Master Plan (May 2025)
- **Community Engagement and Outreach Strategy (Ongoing)**

Use of Framework



- **Share information with partners**
 - Capital Area Metropolitan Planning Organization (CAMPO)
 - Federal Highway Administration (FHA)
 - Federal Transit Administration (FTA)
 - Regional Transit Coordination Committee (RTCC)
 - Texas Department of Transportation (TxDOT)
 - Texas State University (TXST)

Next Steps



- **Bring back Interlocal Agreement outlining scope, deliverables, responsibilities, and parameters**

Staff Recommendation



- **Staff recommends participating in the “Piloting Innovative Community Co-Creation in San Marcos, Texas” research project led by Dr. Ray.**

Council Direction



- Does City Council support City staff's participation with this pilot research project with Texas State University?