



CENTRAL HEALTH
HEALTH CARE FOR ALL

FISCAL YEAR 2020
COMMUNITY ENGAGEMENT
REPORT

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EXECUTIVE SUMMARY

To ensure its strategic priorities and budget align with the health care needs of our community, Central Health staff rely heavily on demographic and clinical data. In addition, staff annually prioritize involving residents in a robust community engagement process.

Through systematic community engagement methods, the goal of staff is to involve residents in the planning, implementation and evaluation of Central Health projects. This report thematically summarizes the public input staff have gathered to be considered during the budget development process.

During FY2020, staff collected public and consumer feedback through advisory committee meetings, Community Conversations, an online survey¹ and one-one-one interviews (by phone).

473 community members and consumers participated in the FY 2020 community engagement process – 57% over last year.²

- At least 38% (149) live in Central Health priority areas.
- At least 14% (56) were MAP members.
- At least 15% (59) chose to participate in Spanish.

Feedback Themes

Three overarching themes emerged during the FY 2020 engagement process.

1. Adequately responding to the COVID-19 pandemic – making testing accessible to high-risk populations as well as executing coordinated outreach strategies.
2. Prioritizing building health care facilities in underserved areas of Travis County, including Eastern Travis County.
3. Improving the online MAP enrollment application experience.

¹ This method had no representative sample; it was designed as a feedback-gathering tool.

² Numbers exclude Pflugerville Advisory Committee



COMMUNITY ENGAGEMENT APPROACH

As a tax-funded public entity, Central Health uses a systematic approach to community engagement and public participation. This approach employs methods recommended by the Systematic Development of Informed Consent (SDIC) public engagement process from the Institute for Participatory Management & Planning (IPMP), as well as the International Association for Public Participation (IAP2). Both best-practice models are widely used by other local public entities, including the City of Austin, Capital Metro, and the Austin Independent School District.

Tactics & Activities

Central Health staff engage with residents to gather their feedback through community conversations, community advisory committees, online/paper surveys and one-on-one interviews (in person or by phone). In addition, we rely on communications tactics,³ as well as outreach tactics⁴ to ensure we are involving our consumers in the public participation process.



³For details on our communications tactics, see Exhibit A.

⁴For a sample list of groups with whom we have engaged, see Exhibit B.



BUDGET ENGAGEMENT PROCESS

Our community engagement process began with a series of advisory committee meetings, followed by Community Conversations, a bilingual (Spanish/English) online survey and over-the-phone interviews – conducted in both English and Spanish.

A combined total of **473 community members provided input** throughout the budget engagement process, **a 57% increase in participation from last year.**

Below is an overview of our public participation efforts in FY 2020.

# of Activities	Type of Activity	# of people
3	Community Conversations	235
18	Community Advisory Committee Meetings	20*
1	Survey (including One-on-One Interviews)	190
1	Online Comment Form	17
2	Budget Input Session & Public Hearing	11
Total number of people		473

** Number excludes Pflugerville Advisory Committee Meetings*

ADVISORY COMMITTEES

To ensure community members have a seat at the table during the planning, research, implementation and evaluation of Central Health's quality enhancement or service expansion projects in their neighborhoods, Central Health formed community advisory committees in early 2018. Members include residents, community partners, advocates, neighborhood association members, representatives of school districts, faith-based organization leaders, and elected officials. Advisory committees help us get to know, and connect with, each unique community – to ensure our collective work will impact the health of people with low income experiencing disparities in their neighborhoods.



From October 1 – August 31, Central Health/CommUnityCare hosted 18 advisory committee meetings. For a breakdown of dates, see Exhibit C.

We have a total of twenty (20)* active committee members who live in their respective priority areas. Active members are residents who have attended more than one meeting.

** Number excludes Pflugerville Advisory Committee*



ADVISORY COMMITTEES ENGAGEMENT SUMMARY*

Advisory Committee members have collaborated with Central Health staff on outreach strategies to promote short-term health care solutions in their respective area. They've shared key contacts, organizations, faith centers, schools, and businesses with whom we can share information. Additionally, members have routinely assisted in identifying possible locations for CommUnityCare's COVID-19 testing sites and provided feedback on ideal hours of operations.

Overall, advisory committee members continue requesting more information as well as timelines for the development of long-term health care facilities in their respective areas.

Austin's Colony/Hornsby Bend

- 7 active committee members who live in this priority area
- Initially, members provided input on CommUnityCare's house calls pilot program.
- In preparation for the CommUnityCare Hornsby Bend Health Center grand opening, members participated in a brainstorming activity aimed at making the event meaningful and engaging. A subcommittee convened at Mis Amigos Restaurant in Hornsby Bend to discuss event logistics such as food, clinic tours, face painting, and partners to invite. Members offered feedback on designs for the grand opening flyer and promotional materials. Residents promoted the clinic grand opening by placing yard signs in their neighborhoods.
- Following the grand opening of the modular clinic, residents shared feedback on ways to share COVID-19 prevention information and resources in Hornsby Bend and expressed their disapproval of the temporary closure of the clinic.

Southeast Travis County (Creedmoor & Del Valle)

- 7 active committee members who live in this priority area.
- Residents provided insights on their lived experience with health risk indicators identified in a neighborhood profile from Central Health's strategy department.

Northeast Travis County (Colony Park & Manor)

- 6 active committee members who live in this priority area
- Committee members provided feedback on the relocation of the Northeast Health Resource Center from Overton Elementary to Barbara Jordan Elementary.
- Additionally, committee members offered feedback on the Program and Resources Manager position for the Northeast Health Resource Center and helped spread the word about the job posting.

** Summary excludes Pflugerville Advisory Committee*



COMMUNITY CONVERSATIONS

Central Health held two Community Conversations – or public meetings – to inform, as well as obtain feedback from community members. Before every meeting began, staff asked attendees if anyone needed accommodations for Spanish language translation services.

Community Conversation: Central Health's Response to COVID-19

On Wednesday, April 8, Central Health, CommUnityCare and Sendero hosted a Community Conversation to discuss the Central Health Enterprise's response to the COVID-19 pandemic. The virtual event took place from 11-12 p.m. in English and from 12-1 p.m. in Spanish via RingCentral Meetings.

After a brief overview of the Central Health Enterprise from Vice President of Communications Ted Burton (English-language Community Conversation) and Director of Communications & Community Engagement Iván Dávila (Spanish-language Community Conversation), the following staff provided an update and answered questions on our collective response to COVID-19. **One-hundred and nine people joined the event in English and 12 in Spanish.**

Staff leading the Community Conversation in English

- Mike Geeslin, President and CEO, Central Health
- Matt Balthazar, Vice President of Health Center Advancement, CommUnityCare
- Tierra Thomas, Chief Operations Officer, Sendero

Staff and Board Members leading the Community Conversation in Spanish

- Dr. Guadalupe Zamora, Central Health Board of Managers
- Monica Saavedra, Director of Marketing & Community Relations, CommUnityCare
- Gracie Jimenez, Business Development Leader, Sendero

Input Summary

- Attendees expressed concern about the potential racially inequitable health outcomes tied to the pandemic and the Central Health Enterprise's response to COVID-19, specifically, closing clinics and lack of testing in Eastern Travis County.
- There was concern about the way CommUnityCare closed the clinics in Eastern Travis County, without first having a conversation with community members.
- Attendees emphasized the need for culturally competent outreach to vulnerable populations – especially those unable to access the Internet.
- Several attendees requested to see timelines for permanent, larger health facilities.
- A few attendees expressed concern about access to obstetric services during the pandemic.

After the Community Conversation, Central Health and CommUnityCare staff developed and began the implementation of a plan to re-open clinics and add four testing sites in Eastern Travis County. Additionally, staff increased and scaled communications and outreach efforts focusing on vulnerable populations. Staff followed up with attendees via an email in both Spanish and English, sharing:



- Details on the re-opening of clinics in Eastern Travis County
- New testing sites in Eastern Travis County
- Scaled communications and outreach efforts
- Information on CommUnityCare's obstetrics services
- A hyperlink to the COVID-19 Frequently Asked Questions section of our website

Community Conversation: COVID-19 Budget Impact

On May 18, Central Health held a Community Conversation to share with the public the financial impact of COVID-19 on the Enterprise, the proposed FY 2021 strategic priorities, and public input process for the FY 2021 budget. The virtual event took place from 5:30 – 6:30 p.m. via Ring Central Meetings.

After an overview of Central Health by President and CEO, Mike Geeslin, Central Health's Chief Planning and Strategy Officer, Monica Crowley, gave an update on the FY 2020 budget priorities, shared the COVID-19 impact on these priorities and the proposed strategic priorities for FY 2021 explained the budget engagement process and timeline and the FY 2019 budget. Deputy Chief Finance Officer Lisa Owens then shared an update on our FY 2020 budget and discussed some financial challenges due to COVID-19. Director of Communications and Community Engagement, Iván Dávila, shared the process and timeline for receiving public input on the FY 2021 budget. **Ninety-two people attended.**

Input Summary

- Some members of the public were concerned with the potential ramifications on service planning efforts taking place in Eastern Travis County.
- Attendees emphasized the importance of prioritizing Eastern Travis County projects and asked to see timelines for each priority area.
- Some attendees thought Central Health would be spending money on the redevelopment of its Downtown Property *instead* of making more progress toward projects in Eastern Travis County.
- Attendees expressed appreciation for Central Health's emphasis on community engagement through the budget development process.

Staff clarified Central Health continues to make progress on bringing health care services to Eastern Travis County *while* working on the redevelopment of its Downtown Property to diversify its revenue sources, not rely solely on property tax revenue, and generate revenue to fund its mission. Following the Community Conversation, staff sent an email with the link to the presentation, the video, and the handout.

Community Conversation: the FY 2021 Proposed Budget

On August 31, Central Health held a Community Conversation to share with the public the different elements that inform the budget – external factors, demonstrated need (data) and community input, as well as discuss the proposed 2021 budget. The virtual event took place from 6:30 - 8 p.m. via RingCentral Meetings. **Forty-six people attended.**

Director of Communications and Community Engagement, Iván Dávila, shared the process and timeline for receiving public input on the FY 2021 budget and a brief overview of our budget engagement efforts. President and CEO Mike Geeslin then shared Central Health's



strategic objectives and proposed priorities for FY 2021.

- Improving access to care
- Ongoing COVID-19 response
- Workforce equity and inclusion
- Historically underutilized business development
- Clinical programming/supporting transformational operations initiatives
- Implementing the hospital funding model
- Redeveloping the downtown property

Deputy Chief Finance Officer Lisa Owens then presented the FY 2021 proposed tax rate and budget and the budget approval process timeline. Attendees were then invited to provide comments and/or ask questions about the FY 2021 proposed tax rate and budget.

Input Summary

- In general, several attendees had questions about what Central Health does and how the district uses tax dollars to support health care and health coverage.
- Budget questions revolved around the breakdown of the health care delivery budget, including the CommUnityCare budget, as well as what the tax increase would be used for.
- Two participants asked about health equity; one was in relation to the Enterprise's response to COVID-19, and one was in relation to our health care delivery strategy.
- At least three participants asked about progress for permanent health centers in Eastern Travis County – and timelines.

Staff clarified Central Health's role in ensuring Travis County residents with low income can get quality health care and followed up with an email that included a detailed breakdown of health care delivery line items along with the dollar increase for FY 2021. The email also included a link to the budget Frequently Asked Questions portion of our website (CentralHealth.net/fy21-budget/#FAQ) and links to the presentation, the video and other budget-related handouts.

BUDGET INPUT SESSION & PUBLIC HEARING

The public was invited to speak at a budget input session September 2, 2020 and a budget public hearing September 9, 2020. Four members of the public attended the budget input session and seven attended the budget public hearing.

Input Summary

- Five of the 11 speakers expressed appreciation to the Board and staff of Central Health for helping ensure Travis County residents with low income get quality health care. Most of them spoke on behalf of the Health Alliance for Austin Musicians, and made a request for increased ACA Healthcare Premium Assistance Program funds.
- Six of the 11 speakers opposed the proposed budget expressing they haven't gotten the clinical services they need (in Eastern Travis County).



WEBSITE COMMENTS

The public can submit comments or questions about the Central Health budget on our website: CentralHealth.net/fy21-budget/engagement and other online forms. Seventeen people submitted comments via the online feedback form opposing the FY 2021 proposed budget.

Input Summary

- Four of the comments centered around Eastern Travis County service expansion projects. Residents expressed they haven't gotten the clinical services they need and do not want to pay additional taxes for services they're not receiving.
- Nine of the comments centered around the redevelopment of the Central Health Downtown Property. Residents felt Central Health shouldn't be spending money on the redevelopment of the Downtown Property, but instead, the organization should spend money on building permanent health centers in Eastern Travis County.
- One comment expressed support of a health center that is open 5 to 7-day a week at the corner of Sandifer and Gilbert in Hornsby Bend.
- One was generally opposed to the proposed budget, and one was a single parent expressing the hardships that come from property tax increases.
- One comment had to do with COVID-19 and how CommUnityCare expressed to its medical staff that it couldn't make accommodations for those with medical conditions, placing them at higher risk of COVID-19 complications.

MISCELLANEOUS FEEDBACK & REQUESTS

The public will at times submit letters to the Board of Managers or executive staff with comments or requests. Below is a summary of the 4 correspondences we received leading up to the Board's vote on the FY 2021 budget:

1. On July 10, 2020, Capital IDEA submitted a request for \$210,000 to fund job training for underserved people of color in Travis County.
2. On August 24, 2020, Health for Travis County submitted a review of the Central Health FY 2021 proposed budget with the following requests.
 - a. Increase transparency in the way the Central Health budget is presented – to include funds spent by Central Health's Health Care Delivery Unit (formerly the Community Care Collaborative), CommUnityCare, and Sendero. In addition, report outcomes tied to funds dispersed by Central Health.
 - b. Explain the process for deciding the tax rate and how funds are budgeted and spent.
 - c. Health for Travis County wants to know what Central Health is doing to mitigate financial risks and why Central Health is funding the Dell Medical School. Further, the group questions the legality of using 1115 Medicaid waiver dollars to fund health care at the local level. The group asks that Central Health use the funds it invests in the Dell Medical School to increase Central Health's COVID-19 response and nearly double the number of people enrolled in MAP. The group says Central Health should consider enrolling more high-need MAP members in Sendero's ACA health plan to increase the number of dollars Sendero can receive from the ACA risk adjustment pool. The group believes this would have a higher return on investment than



Central Health's investment in the Dell Medical School.

- d. Increase transparency on the implementation of the hospital funding model.
 - e. More communication about the redevelopment of the Central Health Downtown Property.
 - f. Increase transparency around funds budgeted for COVID-19; especially CommUnityCare's current and proposed budget. Health for Travis County encourages County Commissioners to review CommUnityCare's budget. The group says Central Health was delayed in responding to the pandemic and encourages Central Health and the City of Austin to coordinate communication, outreach and public education to people who are being disproportionately impacted by the pandemic. The group asks that the County have a separate work session and public hearing to discuss Central Health's response to COVID-19. Further, the group says that organizations that provide housing, education, food and social services coordinate closely with Central Health. The group believes there should be a multi-sector approach to addressing the needs of those living at or below 200 of the federal poverty level. Further, the group says there should be a robust data collection system to increase the visibility of those who are disproportionately impacted by health outcomes tied to the pandemic.
3. On September 3, 2020, the Health Alliance for Austin Musicians (HAAM) submitted a letter of gratitude and a request for \$641,088 in addition to the \$1.8 million for a total of \$2,441,088 to fund Premium Assistance for underserved musicians with low income. In the same letter, HAAM also requested an additional \$150,000 to fund health navigation and outreach for musicians of color with low income.
 4. On September 8, 2020, the Mayor of the City of Manor emailed Central Health staff to ask how the additional funds in the FY 2021 budget will enhance services particularly in Manor in a way that "further reduces regional transportation." The Mayor asked if the health center being built in FY 2021 is based on actual community need.

SURVEYS AND OVER-THE-PHONE INTERVIEWS¹

To capture feedback from individuals unable to attend Community Conversations, Central Health administered an online survey and conducted over-the-phone interviews with MAP members. Combined, **190 community members participated** in the online survey and over-the-phone interviews.

Language

The survey was available in Spanish and in English with an option to contact Central Health Communications and Community Engagement staff for support in other languages.

- o Sixty-nine percent (69%) of participants responded in English.
- o Thirty-one (31%) selected to participate in Spanish.



Consumer Participation

To ensure we captured consumer feedback, our community outreach specialists conducted one-on-one interviews with MAP members over the phone. 29.5% of participants (56) were MAP members.

Location

Eighty percent of participants (149) live in Dove Springs, Pflugerville, Rundberg, Colony Park, Montopolis, and Hornsby Bend. The remaining 20% (or 41 participants) represent 24 other ZIP codes across Travis County. Below is the ZIP code breakdown.

ZIP CODE	% FROM TOTAL PARTICIPANT POOL
78744	18.42%
78617	12.63%
78723	7.89%
78758	6.84%
78724	5.79%
78725	5.79%
78774	4.74%
78741	3.68%
78745	3.68%
78749	3.16%
78753	3.16%
78739	2.63%
TOTAL	80.00%

¹ This method had no representative sample; it was designed as a feedback-gathering tool

**Below are the combined results for each strategic priority category.
The results below are rounded to the nearest whole percentage point.**

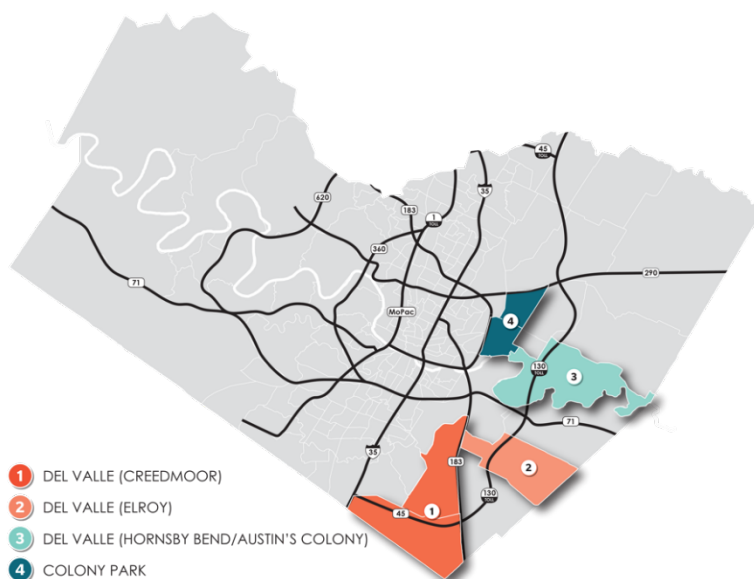


Improving Access to Care

Health Care Delivery & Service Expansion

Central Health makes sure Travis County residents with low income can get high quality health care when they need it. Central Health funds clinical partners that are expanding health care services. This includes planning, developing and opening new clinics or offering additional care to Travis County residents with low income experiencing health disparities. [Read more.](#)

Currently, Central Health is planning new clinics in Colony Park and Del Valle based on health care gaps and community input. In FY 2021, planning will begin around Austin's Colony/Hornsby Bend.



During the coronavirus pandemic, Central Health-affiliated CommUnityCare has significantly increased its over-the-phone appointments (telephonic medicine) to protect the health of patients and staff by preventing the spread of COVID-19.

Comments:

- 10 of 10 comments focused on prioritizing bringing health care resources to East Austin and Eastern Travis County, specifically Del Valle and Hornsby Bend.



When asked if they agreed with a strategy that would focus on alternative ways to deliver health care, 75% of participants agreed, 17% were neutral and 9% disagreed.





Ongoing Covid-19 Response

Clinical Response

In February 2020, Central Health and CommUnityCare began working together to ensure people could still get health care during the worsening Coronavirus pandemic. Central Health prioritized how it pays for contractors who deliver health care, conduct coronavirus testing, and transition to telemedicine.

Specifically, **Central Health** has:

- Supported CommUnityCare in its COVID-19 response and maintained communications with the local Emergency Operation Centers, peer public entities health care providers and logistical support organizations
- Made it easy for people to apply for and renew their MAP benefits
- Helped MAP patients transition out of the hospital and ensure they still receive appropriate care

CommUnityCare has:

- Launched doctor visits by telephone
- Offered curbside and mail order pharmacy services
- Opened 7 testing sites mainly east of IH-35
- Participated in the City of Austin's Emergency Operations Center

[Read more.](#)

In FY2021, Central Health will continue supporting clinical providers like CommUnityCare on their response to the pandemic.



We asked residents if they agreed with Central Health's response to COVID-19; 82% agreed.



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Communications and Outreach Response

Central Health implemented a robust set of communication strategies to reach vulnerable populations sharing information on prevention, testing, and treatment. In addition, we help patients navigate when they experience symptoms and what to do if they test positive for the virus. [Read more.](#)



When asked to what extent they agree that Central Health has been reaching people with low income and who are more vulnerable to poor health during COVID-19, 69% of participants agreed or strongly agreed.

We then asked participants to what extent they agreed that Central Health should focus on either general outreach and education for low-income residents or COVID-19 specific education to populations most at risk. **79% percent believe we should focus on general outreach and education for low-income residents while 87% believe we should focus on COVID-19 specific education to high-risk populations.**

Topic	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
General outreach and education for low income residents	66%	17%	10%	5%	2%
COVID-19 specific education to population most at risk	66%	21%	8%	4%	1%



Improving Programs in Clinics & Supporting New and Innovative Initiatives

Telemedicine

Central Health works with partners to expand telemedicine, virtual care and e-consults for primary, behavioral, and specialty care. Due to the COVID-19 pandemic, CommUnityCare moved approximately 75% of its appointments to telephone. Providers and patients reported a high satisfaction rate. While respondents overwhelmingly supported all of ways to deliver health care, commenters also noted that in person visits are also important.



Electronic Medical Records

Central Health aims to improve the patient experience and better coordinate care through more efficient information technology and process improvements. To achieve this, CommUnityCare is implementing a new electronic medical records system with support from Central Health.

Participants were then asked about the extent to which they agreed with each of the following ways to deliver health care.

Topic	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Telephonic medicine (medical appointments by phone)	59%	25%	9%	5%	2%
Telehealth (medical appointments by video)	59%	23%	12%	4%	2%
E-consults (virtual conversations between specialists and primary care doctors while patient's appointment is taking place)	60%	26%	11%	3%	0%
Visiting a mobile clinic that moves around the community	63%	22%	9%	5%	1%
Having medical visits at home	63%	20%	10%	5%	2%

Comments:

- One resident expressed, "Telemedicine is not a substitute for real health care," regarding bringing health care in Eastern Travis County.
- One resident stated, "People need physical access sometimes."





Eligibility and Enrollment

In response to the COVID-19 pandemic, Central Health followed the guidance of CDC and Austin Public Health and changed its business operations. This included changes to the Medical Access Program (MAP).

In mid-March, Central Health made it possible for people to apply for, or renew, MAP benefits over the phone, mail, or email instead of in person. In April, Central Health launched a new online MAP application (apply4map.net or inscribaseamap.net). This allows residents of Travis County to apply for and renew their health coverage from the safety of their homes.



Fifty-four (54) of the 190 participants said they had enrolled or renewed their MAP membership using the online application. When asked to rate their experience, 85% said it was either excellent or good.

Comments:

- Two residents expressed the need for document upload assistance, either by phone or by video/chat. One said, “Flexibilidad en mandar los papeles, más opciones. (More options for submitting required documents.)”
- Three residents commented on the need to shorten the turnaround time to process a MAP enrollment application. One said, “a faster response / processing of application or status updates.”
- “Have special online/chat option for assistance for non-English speakers.”



Medical Management

Central Health's Medical Management team assists people who are leaving the hospital to home or another care facility. Examples include:

- Patients moving from a hospital to a skilled nursing facility or home.
- Patients moving from a skilled nursing facility or rehabilitation center to home and continuing care in a primary care setting.

In FY 2021, Central Health plans to strengthen case management and its care management teams (composed of registered nurses, social workers and community health workers) as well as develop home health solutions as appropriate.

When asked to rank medical management services in their preferred order of importance for Central health to enhance during FY 2021, participants ranked services as followed:

1. Assistance with enrollment in Medicaid, Social Security Disability or other federal and state programs
2. Assistance with scheduling and accessing follow up doctor's appointments after discharge from a hospital and/or a rehabilitation center
3. Assistance with patient education and encouragement to attend their specialist appointments – assisting with transportation, explaining what questions to ask, helping explain or translate provider instructions or care plan
4. Post-surgical wound care at home and therapy services
5. Transitions of care from hospital to clinical setting and identifying need for case management
6. Coordination of care with specialists and clinical providers as well as case management staff
7. Timely and proactively re-enrolling patients in case management or clinical services
8. Self-engagement and empowerment to better manage a health condition
9. Working with the jail system to connect recently released inmates to a doctor
10. Medication adherence counseling

Comments:

- "In addition to providing actual care, I believe it is of huge importance to provide assistance in coordinating and managing care: for someone with serious illness or multiple conditions, it can be mindbogglingly overwhelming to manage and prioritize care among different providers who don't communicate directly with each other.
- "I think a crucial missing link in our health care system is someone to oversee all the specialists. Reviewing medication as an example to ensure one will not negatively impact another etc. I will say I have tried to use CommUnityCare on several occasions and each time they do not provide that. As an example, getting my daughter ready for college, but they are wonky doing pediatric vaccinations. Need to be seen for a wound but no openings for a week. If you are going to be here, then you need to be here providing all the needed care."





Redeveloping the Central Health Downtown Campus

Central Health is redeveloping its downtown property – the former University Medical Center Brackenridge – to generate revenue to pay for health care for Travis County residents with low income.

To kick off the development of two blocks on Central Health's downtown property, demolition began on February 2020. One block has been leased, and Central Health will receive more than \$460 million over the life of the 99-year ground lease. So far, the redevelopment has generated \$2.7 million for health care.

Central Health is working with the City of Austin on a Zoning Overlay of the property and is in support of their transportation improvements via Red River Street's realignment. [Read more.](#)

We asked participants to what extent they agreed with the following redevelopment strategies.

Topic	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Look for ways to develop the property faster, even if it means more risk.	37%	17%	18%	29%	16%
Continue to take a conservative approach by ground leasing each block at minimal risk but also generating less revenue.	15%	45%	33%	5%	2%
Leave the property undeveloped and not generate any funding for health care from its asset.	19%	20%	28%	16%	17%

Comments:

- Two comments revolved around not spending money on redeveloping Central Health's Downtown Property and shifting those funds to bring health care resources to East Austin and Del Valle.



NEXT STEPS

The budget engagement process will continue through Oct. 1, 2020 as outlined below.

August 31

Community Conversation: the FY2021 Proposed Budget

September 2

Budget input session

September 9

Budget public hearing

September 16

Central Health Board of Managers adopts tax rate and approves budget.

September 22 (*tentative*)

Travis County Commissioners Court adopts budget and tax rate.



EXHIBIT A

Central Health staff use best-practice communication and outreach methods, using a logic model based on the Theory of Change. The model helps ensure we are thoughtful and methodical in the selection, implementation, and evaluation of communications and outreach tactics. Below is a sample of the tactics used during the Budget Engagement process.

Media Relations

Central Health uses a variety of traditional media outreach strategies to push information out to the community through local media channels. The Austin Chronicle promoted the May 18 Community Conversation in their [Events Section](#).

Paid Digital Advertising

Our paid media efforts for the online survey specifically targeted residents with low income living in Travis County. Digital ads were in Spanish and in English. The digital ads reached 1.3 million users, resulting in 7,661 clicks.

Newsletter

Prior to the Community Conversation on May 18, staff sent an email invitation and two reminders to a list of about 6,000 contacts, including elected officials, health care partners, nonprofit organizations, community groups, advisory committees, and Community Health Champions.

Social Media

In addition to the email invitation and reminders, Central Health promoted the Community Conversation on May 18 and the online survey on the organization's Facebook, Twitter, and Instagram social media channels. Posts reached 1,665 users.

Facebook Group Outreach

Staff shared information about the Community Conversation and the online survey on 120 Facebook Groups targeting communities of color in Travis County.

Weekly Emails

Staff shares information with advisory committee members, Community Health Champions, health care partners, and nonprofit organizations through a weekly email. The information is in both Spanish and English, and it goes to a total of 593 contacts. The emails contain information that is ready to be shared by partners via their social media platforms, newsletters or in person. Information about the Community Conversation and the online survey was included in these weekly emails.

Phone Calls

Staff engaged with MAP members, as well as representatives from community groups, faith-based centers, schools and organizations by phone. MAP members participated in one-on-one interviews while stakeholders were encouraged to spread the word about the online survey.



EXHIBIT B

Central Health staff collaborate with a variety of faith-based centers, community groups, schools, and organizations to raise awareness of health care services and health care coverage programs. They also share information about ways to participate in our public involvement process to ensure we hear from all walks of life in Travis County. Below is only a sample list of faith-based centers, community groups, schools and organizations with whom we have continuously engaged.

Community groups

1. African American Heritage Network
2. Austin's Colony Homeowner's Association
3. Austin Latino Coalition
4. Colony Park Neighborhood Association
5. Community Resilience Trust ATX
6. Del Valle Community Coalition
7. Dove Springs Proud
8. HABLA
9. Hermanos de East Austin
10. Hispanic Women's Network of Texas – Austin Chapter
11. Hispanos Network of Austin
12. Latinos Ready to Vote
13. Network of Asian American Organizations
14. Taiwanese American Professionals – Austin Chapter
15. Travis County Hispanic Network

Faith-based centers

Central Health has reached out to twelve faith-based centers in Eastern Travis County that reach communities of color. Central Health has provided these faith-based centers with information to share with congregants.

1. Austin Eastview Church of God
2. Center Union Missionary Baptist Church Creedmoor
3. Church of Christ at Eastside
4. David Chapel Missionary Baptist Church
5. Greater Mt. Zion
6. Holy Cross Catholic Church
7. Hornsby Bend Assembly of God
8. New Hope Missionary Baptist Church
9. Pleasant Valley Missionary Baptist Church
10. San Francisco Javier Catholic Church
11. San Juan Diego Catholic Church
12. Santa Barbara Catholic Church



Organizations

1. Asian American Resource Center
2. Asian Family Support Services of Austin
3. City of Pflugerville
4. Commission on Immigration Affairs
5. Community Coalition for Health
6. Go! Austin/Vamos! Austin
7. Greater Austin Asian Chamber of Commerce
8. Greater Austin Black Chamber of Commerce
9. Greater Austin Hispanic Chamber of Commerce
10. Greater Austin LGBT Chamber of Commerce
11. Latino HealthCare Forum
12. OneVoice Central Texas
13. Workers Defense Project
14. Young Hispanic Professional Association of Austin

Schools

1. Austin ISD
2. Austin Achieve Public Schools
3. Barbara Jordan Elementary School
4. Creedmoor Elementary School
5. Decker Middle School
6. Del Valle ISD
7. Dailey Middle School
8. Gilbert Elementary School
9. Hornsby-Dunlap Elementary School
10. KIPP Texas Public Schools
11. Manor ISD
12. Manor Senior High School
13. Volma Overton Elementary School



EXHIBIT C

From October 1 – August 31, Central Health/CommUnityCare hosted 18 advisory committee meetings.

1. **October 8, 2019** – Austin's Colony/Hornsby Bend Advisory Committee
2. **October 24, 2019** – Southeast Travis County (Creedmoor/Del Valle) Advisory Committee
3. **November 14, 2019** – Pflugerville Advisory Committee
4. **November 19, 2019** – Northeast Travis County (Colony Park/Manor) Advisory Committee
5. **December 17, 2019** – Southeast Travis County (Creedmoor/Del Valle) Advisory Committee
6. **December 19, 2019** – Austin's Colony/Hornsby Bend Advisory Committee
7. **January 13, 2020** – Northeast Travis County (Colony Park/Manor) Advisory Committee
8. **January 23, 2020** – Pflugerville Advisory Committee
9. **February 6, 2020** – Southeast Travis County (Creedmoor/Del Valle) Advisory Committee
10. **February 20, 2020** – Austin's Colony/Hornsby Bend Advisory Committee
11. **May 4, 2020** – Austin's Colony/Hornsby Bend Advisory Committee (virtual meeting)
12. **June 15, 2020** – Austin's Colony/Hornsby Bend Advisory Committee (virtual meeting)
13. **June 16, 2020** – Southeast Travis County (Creedmoor/Del Valle) Advisory Committee (virtual)
14. **June 17, 2020** – Northeast Travis County (Colony Park/Manor) Advisory Committee (virtual)
15. **July 28, 2020** – Southeast Travis County (Colony Park/Manor) Advisory Committee (virtual)
16. **August 26, 2020** – Austin's Colony/Hornsby Bend Advisory Committee (virtual meeting)
17. **August 27, 2020** – Southeast Travis County (Creedmoor/Del Valle) Advisory Committee (virtual)
18. **September 8, 2020** – Northeast Travis County (Colony Park/Manor) Advisory Committee (virtual)

