

CITY OF SAN ANTONIO – East Side Development and Reinvestment Summit

January 9, 2009 - Summit was held @ Sam Houston High School, 4635 East Houston Street, San Antonio, Texas

Barriers	Solutions
1) Funding	1) Better use of Federal tools (Transit, Pedestrian, Lighting, Landscaping, Various other enhancements) Build more and better Congressional State Legislation support
2) Perceptions - Crime - Poor Schools - Rundown Neighborhoods - Weak Realtor Support	2) Market and Rebrand Community
3) Lack of Jobs	3) Workforce Development Transportation Access to Jobs
4) Lack of Retail Stores - Grocery - Target	4) Revitalize vacant and deteriorating lots into mixed used retail business Find destination retail Develop artist community (many live here)
5) Lack of Health Care	5) Expand facilities – Partner with City or State for preventative care, wellness programs
6) Deteriorating Properties	6) City procures vacant property and resell to committed individuals to upgrade, etc.
7) Red Lining	7) Turn them in to enforce
8) Poor Infrastructure Development - Streets - Lighting - Sidewalks	8) See Item #1. Begin with a target area
9) Income Levels	9) Should improve if all else is done
Absentee Ownership	Re-investment Zone
Employment hubs	Corridor to stimulate investment
Image	Create office for City Services
Money (lack of capital base allocation of \$)	Marketing
Leadership	Create accountability Resident and Neighborhood – Respect/Support
Lack of Political will	Hold Politicians Accountable
Demographics	Embrace Diversity (Marketing)
Criminal Activity (Perception)	Encourage Youth Engagement Media, opps for Youth Mentorship, job creation for Youth
Lack of Consensus on priorities	More collaboration between Government, Community, Church, Business Sector

Barriers	Solutions
Socio-economic conditions	Job Creation, Promoting Education
Education	
Housing (mixed income) - Middle Class - Shopping Centers -	Learn from successes of other Communities (City) Business Incubator Public and Private Partnerships Demand City be more productive
Lack of Business	Bring HEB to the table to bring in new business – Med-tronics, Med-Sci industries, BRAC Development
Negative myths of East Side	Major public relations programs to emphasize positive image
Major Highways that have ghettoized the East Side	Change mass transportation patterns that intersect East Side point of interest – Reopen New Braunfels Ave.
Benign neglect of SA	More City tax monies directed to East Side projects and programs
Traditional “SA Speaks” stigmatizes East Side as “Poor Blacks”	Realization that East Side is diverse and upscale projects should be sited on East Side
Numerous Vacant Buildings and Homes	Redevelop or build new incentives development of infilled lots and warehouses
Lack of 311 response	Need to reply promptly
Aged Infrastructure – Underground utilities and drainage	SA and County directing Bond funds to correct problems
No new Housing Development	Public/Private incentives to develop as was done recently on South Side
Monopoly of Grocery	Needs more than one grocer
Illiteracy	Literacy Center
Decaying Housing	Entity to Finance and Infill Development
Community Mindset	Marketing (Proactive) Communication
Mentors (Lack of)	Incentives to “Come Back” Tap into internal resources
Crime – Sheriff substation closing	Perception and Communication
Fractioned Interests No Continuity	Common Goal
Politics	High Profile must tell “story”
Lack of Incentives	Incentives (Human, Political, Financial,...) Targeted, Accessible
Lack of Jobs	Job Preparation Center Foundational Economic Development Viable Living Wages Jobs
Safety	Community! Lack of Fear Infrastructure
Economic Flag	Public/Private Partnerships

Barriers	Solutions
	Grant Funding – Focus
Stereotypes	Stop! Reasons to visit PR/Awareness Efforts
ID Property Owners	Code Compliance Association Communication
Market Demand	Tax Incentives – TIF/TIRZ Improved Resident Count
Funds	Funding available for other product types aside from multi-family Small Business Funding
Zoning / PUD	Need expedited process
Unity Leadership (Past)	Need strong leadership Not controlled in Politics Own personal agendas
EDF Focus (Past)	Focus on brining things to the East Side
SAISD – High drop-out rate	Add Vocational Training Add Jr High Shop Class Get true count
Lack of tax abatements for small business	
Red Lining	Acknowledgement Agreement W/B
Lack of retail basics (Common in older areas)	Tax
Neglected Properties – trash	Code Compliance
Funding	Collaborate to apply for and secure funds
Lack of Clear Vision	Committed leadership and mobilization
Community Apathy	Communication and engagement; celebrate milestones
Inability to access resources and information	Develop user friendly information clearinghouse
Lack of Youth involvement	Actively engage schools and churches
Education	Emphasize importance; Support with partnerships with corporate sector; Commitment must begin at home and Education needs to be a burning platform. STEM in all levels; Active alumni of HS and mentor programs
Fear - Poor public perception - Aesthetically unappealing - Media perception and coverage is negative	Fear comes from Media coverage; Integration of media entities of positive aspects of East Side; Dedicate personnel to access media directly from City Council; Community Forum to increase PR of East Side
Not Enough City Employees	
Lack of focused incentives to support development	
Lack of agreement on sustainable projects	

Barriers	Solutions
Poor continuation of political and economic commitments	Demand accountability from existing City employees; Better 311 calling responses; Overhaul of Code Compliance; Code Compliance/Citizens
Lack of follow through	
Lack of movement for financing	
Lack of viable leadership	Be open to other options/tools that are available; tax credits, incentives, focus on priorities
1) Lack of Services	1) Partner needs with non-profit and public City wide
2) Receiver of negative elements	2) Marketing Program to offset negative perception
3) Disengagement of Youth	3) Develop in school strategy and come together as District to coordinate student involvement. Consider drop outs and organize to include their input.
4) Lack of skilled preparation	4) Develop database of services/development of programs available throughout City
5) Sense of Community	5) Develop and market positive image of community by residents/retail and City Leaders
6) Poor development solid relationships	6) Build a strategy for developing solid relationships
7) Lack of Trust	7) #6 will encompass these Barrier – Solutions
8) Ineffective Communication from Leadership	8) #6 will encompass these Barrier – Solutions
9) Lack of sense of history	9) #6 will encompass these Barrier – Solutions
10) Abundance of non-Owner occupancy	10) Create strategy for Ownership and enticement to stay in community
11) Disappropriation District of allocation funds	11)
12) Blighted appearance of retail and residential	12) Develop and market positive image of community by residents/retail and City Leaders
1) Crimes	1) Better Partnership with SAPD and Quality Neighborhood Participation (COP)
2) Lack of Political Support	2) More Communication with City Council and County Government; Encourage neighborhoods in political process
3) Declining Property Values Declining Support of schools Lack of Financial Resources Job Growth low	3) Need economic (strategic) Develop Chamber of Commerce involvement Economic Development Foundation Attract New Business – Home Builder Association
4) <u>Negative Perception of East Side</u>	4) Top Priority – Perception
5) Lack of Public Libraries	
6) Lack of Infrastructure	
7) Chemical Storage Challenges	
8) Crossroad Halfway House	

Barriers	Solutions
9) Wide Territory District 2	
1) Schools	1) Revitalization
2) Negative Perceptions	2) Community Involvement
3) Lack of Communication	3) City Community Outreach
4) Personal Agenda	4) Focus on what's best for the Community
5) Transportation	5) City and Community to work on alternative transportation
Misdirected/Non-Committed Politics and Politicians	Hold Accountable Ethical Reform More Representatives that actually <u>live</u> in <u>our</u> Communities
Lack of Infrastructure	Light Rail/VIA Improve Pavement Lighting
Quality Education	More Higher Education More <u>Early</u> (0-5 yrs olds) Education/Magnet Schools
Lack of Positive Marketing	Out of the Box/Diverse Create a Portfolio
Waste of Resources	Accountable Vendors Higher Regulation and Quality Controls
Inability to Respect Diversity	Annual Community Festival/Other than Fiesta
1) Social Ills a. Broken Windows b. Garbage c. Graffiti d. Drugs/Prostitution e. Noise f. Animals	1) Partner with Code Compliance Connect with City graffiti department Increase law enforcement Surtax pet fund Revisit NO KILL policy
2) Housing a. Infill Housing b. Housing c. Vacant Housing d. Vacant Lots e. Loss of Talents	2) Tax Incentives for Owners/Residents Create Opportunities to attract younger residents Quality Housing/Job Opportunities
3) Marketing a. Lack of access to outside b. Lack of publicity c. Access Barriers	3) Market assets on the East Side Change Traffic Patterns
4) Money	4) More Accountability for Funds allocated to projects
5) Infrastructure a. Sidewalks/streets b. Street lights	5) Utilize Neighborhood Association as source of information
6) Limited access to medical care	6) Build more medical facilities

Barriers	Solutions
7) Political Barriers	7) Reduce access barriers
8) Lack of Training	8) Improve education opportunities
1) Health and Wellness	1) Full Service Hospital - Edu Programs Nutrition and Wellness
2) Safety	2) Better Street Lighting - More Police Visibility, ex: McCreless
3) Investment	3) Creative Incentive
4) Correction Facility	4) Alternative Use
5) Lack of Youth Connectivity	5) Create Movie Theatre, Bowling Alley, etc.
6) No Community Development Organization	6) Stronger and Effective Leadership; More \$\$
7) Lack of Positive Marketing	7) Marketing to improve attitudes Partnerships; strengthen collaborations
8) Population Decline	8) Improved school performance More rooftops Parent Involvement
9) Lack of Capacity Bldg (Human)	9)
10) Lack of Leadership	10)
1) Funding (Public & Private)	1) Development Corporation
2) Lack of Clear Vision	2) Build a Strategy
3) Leadership/Communication	3) Information Clearinghouse
4) Perceptions of Neighborhood	4) Media Campaign
5) Skilled Workforce	5) Job Training Opportunities
6) Crime	6) More Street Lights
7) Trash/Unkept Property	7) More Code Enforcement
8) Investment in Youth	8) Engage Schools/Churches Youth Centers
9) Market Rate Housing	9) Incentives
	Transit Development
	Mixed Use Building Lofts
	AT&T Center/Mirror Denver Sports
	Spark Incentives for Infill Renovation of existing housing
	Major Park with Hays Street Bridge Project
	Collaboration / vs / Competition