

# SA 2020

## Overview, Updates, and Progress

**Presentation for City Council**

May 28, 2014

B-Session

2:00pm

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## SA2020 Timeline & History

### September 2010 – January 2011

#### Public Forums/Work Sessions

- I. We asked people to imagine a better San Antonio, and they did.
  - a. In your opinion, what are the biggest challenges facing San Antonio today?
  - b. When you think about the future, ten years from now, what is the most important aspect of living in San Antonio that you hope is preserved or maintained?
  - c. Thinking about the future ten years from now, if you could change or improve one thing about San Antonio, what would that be?
- II. We didn't just ask, "What's the vision for our city?" We asked, "How will we know when we get there?"

### March 2011

#### SA2020 Report Book Issued

- I. 11 Cause Areas
- II. 65 measures of success



### February 2012

#### SA2020 Becomes a TX Nonprofit Corporation

- I. Staff includes: 3 full time staff members and 1 consultant

### May 2012

#### SA2020 Reboot – We dreamed it. We mapped it. Now...let's do this.

- I. Launch of SA2020.org, the volunteer-matching system and involvement tool to engage the entire public in the work being done to accomplish our community's goals. By creating a profile on this site, you can plug directly into the Cause area you're most interested and sign up for opportunities to contribute.
- II. We also announced our original lead partners and more than 50 nonprofit partners who were providing opportunities for engagement.

### March 2013

#### SA2020 becomes a registered 501(c)3

- I. Staff includes: Four full-time staff members

## June 2013

### First Progress Report & Data Convening

- I. Institute for Demographic and SocioEconomic Research (IDSER), original data collector
  - a. Benchmarked all original 65 indicators (where possible)
  - b. Tested for Usability, Reliability, Dependability
  - c. \$160,000 provided for this project from COSA
  - d. 5 indicators were already met
    - i. San Antonio high school graduation rates were at 92%.
    - ii. Between 2010 and 2012, San Antonio already exceeded the targets for emergency response times, reducing fire response times in 2010 from 9:24 to 7:43 and police response times from 8:12 to 7:42.
    - iii. San Antonio had a steady increase in job growth in Educational Services, Leisure and Hospitality, and Health Services.
    - iv. The amount of renewable energy under contract and the amount of renewable energy currently in commercial operation both increased from 2010 to 2012, and San Antonio exceeded a 1500 MW renewable energy capacity.
    - v. Teen pregnancy birth rate was down by 15%.
  - e. 4 were on track for success by 2020
  - f. 17 were off track - either moving backwards or not progressing at all
- II. Staff includes: Five full-time staff members; 3 Teach For America LEE Fellows; 8 Trinity Mellon Fellows

## July 2013

### Public Input on Revised Indicators

## August 2013

### 59 Indicators Are Finalized

## November 2013

### Data 2.0

- I. CI: Now, new data provider
  - a. Interactive Database System under construction to track real-time data
  - b. \$100,000 provided for this project from COSA
    - i. Total projected cost for Data 2.0 = \$250,000



## SA2020 Framework

SA2020 has grown from San Antonio's shared vision for the future into the backbone of meaningful collective impact, providing key services and coordination in the areas of Engagement, Alignment, and Accountability. We connect the community for a stronger San Antonio. Data shows us that when a group or an institution tackles an indicator, we see success. Examples Include: Police & Fire Response Times & Teen Pregnancy. Individual behavioral changes are where we need help - reducing residential waste, increasing attendance at arts programs, volunteerism, philanthropic giving.

### SA2020 & Collective Impact

Research shows that successful collective impact initiatives typically have five conditions that together produce alignment and results:

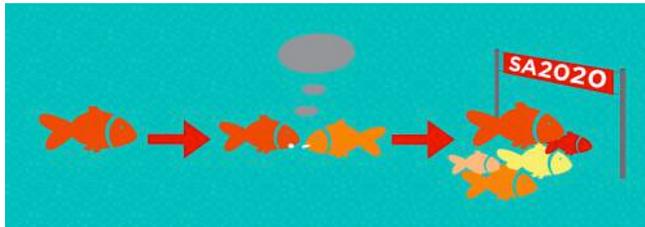
1. A Common Agenda
  - SA2020's 11 Cause Areas provide a shared vision for change.
2. Shared Measurement Systems
  - The 59 indicators provide a way to measure and report success.
3. Mutually Reinforcing Activities
  - SA2020 relies on a diverse group of stakeholders working together collaboratively and toward coordinated action. Examples include SA2020 Action Networks like the Voter Turnout Work Group (working towards increasing voter turnout in municipal elections) and the Teen Pregnancy Prevention Collaborative (working towards decreasing the teen birth rate).
4. Continuous Communication
  - Regular meetings with stakeholders, creating a common vocabulary, and recognition of common motivation.
5. Backbone Support Organization
  - SA2020 provides backbone support to what has become the most comprehensive collective impact model in the nation.

(Kania & Kramer, 2001, Stanford Social Innovation Review, [http://www.ssireview.org/articles/entry/collective\\_impact](http://www.ssireview.org/articles/entry/collective_impact))

# SA2020 as a Backbone Organization

## Guide Vision and Strategy

- I. North Star Mentality
- II. We help keep focus on the end outcomes.



## Support Aligned Activities

- I. SA2020 provides partner support for nonprofits and action networks.
  - a. Opportunity Partners – 84 current partners online
    - i. Education, Family Well-Being, Health & Fitness are most represented
    - ii. Recently began tracking demographics of partner programming – race/ethnicity, gender, age, geography
  - b. Action Networks – cover 22 of 59 indicators
    - i. The Talent Pipeline Task Force is a coalition of nonprofit, education, government and industry leaders dedicated to increasing post-secondary completion. Their work supports the San Antonio economy by identifying the skills gap between San Antonio’s current workforce and the projected industry needs of the San Antonio of the future.
    - ii. Voter Turnout Work Group (out of UTSA’s College of Public Policy) recently identified the lowest voter turnout precincts in each of the 10 council districts. We will do targeted outreach in those areas to see if we can increase voter turnout across the city in municipal elections – a measure of success under Civic Engagement
    - iii. Teen Pregnancy Prevention Collaborative helped reduce teen pregnancy to the SA2020 goal of 15% in two years. They’ve set a bolder goal – 25% reduction in births to teens.

## Establish Shared Measurement Practices

- I. This is the first time in our community where we are coming together around data, using the same sources, tracking toward the same goal.
- II. 2<sup>nd</sup> Progress Report – September 25, 2014
- III. Integrated database launched at the same time.



## Build Public Will

- I. SA2020 Resolutions - a one-to-one campaign to show the power of individual behavioral changes - 19 individuals
  - a. Rey Saldaña - committed to riding the bus at least 20 times in 2014
  - b. Diego Bernal - committed to increasing his water intake, as well as eating at least five helpings of fruits and vegetables
  - c. Nicole Foy & her family - committed to not use plastic bags at the grocery store for 2014; we're now having the conversation about transitioning from plastic bags at grocery stores in San Antonio (Cris Medina)
  - d. Within two months, more than 250 new profiles were created on SA2020.org
  - e. [www.SA2020.org/resolutions](http://www.SA2020.org/resolutions)



- II. EnrollSA, Get Bexar Covered - coalition of healthcare professionals, a collaborative effort that includes hospitals, Bexar County, the City of San Antonio, and grassroots and community-based organizations.



- Our goal is to increase enrollment in health coverage in Bexar County made available by the Affordable Care Act.
- a. San Antonio had one of the highest enrollment rates in the country
  - b. We're still receiving numbers, but we know we had a goal in Bexar and surrounding counties of 47,000 and we more than surpassed it, directly affecting the amount of people gaining access to healthcare, an SA2020 indicator.

- III. Destination College Week - is a week of free events to celebrate San Antonio as a college town and a college-going town. It is implemented by a coalition of education professionals.



- a. Nearly 3,000 students and their parents participated in an event, up from nearly 2,000 last year.
- b. Every single ISD in San Antonio was represented.
- c. First Lady Michelle Obama launched the national Reach Higher Initiative at our College Signing Day at UTSA on May 2, 2014.
- d. [www.iknowwhereimgoing.com](http://www.iknowwhereimgoing.com)

## Advance Policy



- I. Using data, how can we help policy-makers understand what policies might be directly affecting success for our city.
  - a. Example: The Talent Pipeline Task Force will provide recommendations for streamlining city and county funding as it relates to programs preparing workforce.

## Mobilize Funding



- I. COSA Department of Human Services has linked their funding to SA2020 indicators, asking delegate agencies to show how they're moving the needle in Family Well-Being, Education, and Community Safety Causes.
  - a. Since 2012, SA2020 has received \$260,000 from COSA tied directly to data projects.
    - i. 1<sup>st</sup> Report & Baselines = \$160,000
    - ii. Interactive Database and 2<sup>nd</sup> Report = \$100,000
- II. Rackspace Hosting realigned their funding to Economic Competitiveness and Arts after stepping up as a Champion for SA2020.
  - a. In 2013, they gave 69% of their funding to support STEM and Arts Education. They intend to become even more rigorous this year.

Adapted from <http://www.fsg.org/CollectiveImpactBackboneWorkshop.aspx>



## Plugging Into the Puzzle

1. Connect to a Cause and Fill out a Profile at SA2020.org
2. Blog for "I Am SA2020"
3. Align. What is happening in your district that you may need help communicating?
  - a. Presentations to large groups of constituents.
  - b. Data information directly pertaining to your district.
  - c. Direct involvement in action networks or campaigns.



