

SA2020

2013: A YEAR OF MOVEMENT



Moving the Conversation,
Moving the Needle,
Moving San Antonio Forward
(also dancing...lots of dancing)



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A Letter from the Board Chair + President & CEO

From every corner of our city, men and women are in action to make San Antonio the very best it can be.

Through hard work and a strong vision, SA2020 is working diligently to accelerate San Antonio's success. We are fortunate to live in a city of big thinkers and even bigger doers. That sentiment manifests every single day from the boardroom to the living room:

- SA2020 Champions like the City of San Antonio, AT&T, Rackspace, Coca-Cola, Citi, and Toyota Manufacturing of Texas who leverage their considerable influence and reach to catalyze greater community investment;
- Middle schooler Estrella Hernandez who combined her creativity and tech smarts to create a smartphone app to combat childhood obesity; and
- Local businessman, civic leader, and public service champion Brandon Logan who leads by example to increase San Antonio's rate of volunteerism.

2013 was a year of growth, learning, and important milestones for our young organization. SA2020:

- Became a 501(c)(3) nonprofit corporation.
- Expanded our board of directors to include some of San Antonio's most talented and passionate leaders.
- Grew our staff to a small but potent group of supremely talented, energetic, and purpose-driven people.
- Developed and grew strategic partnerships within the private and public sectors, as well as nonprofit organizations.

2013 marked a year when as a community, we doubled down on the discipline and rigor that we so passionately committed to in 2010. We:

- Took a hard second look at every one of the dozens of metrics and indicators and tested them to be sure that when achieved, they would add up to what we really wanted for our city.
- Transparently and without qualification reported our communities "Progress Report" in each of the eleven SA2020 vision areas.
- Learned that there was some good news, some great news, and lots of room for improvement to achieve our bold goals for our city.

Together, we enjoyed strong momentum in 2013. Our mission calls for us to be a catalyst for action, and as we charge through 2014 (and beyond), we promise you that we are just getting warmed up!

Yours in service to San Antonio,

Mayor Julián Castro
Board Chair

Darryl Byrd
President & CEO

Celebrate the Awesome: Top 13 of 2013

Launched SA2020 Resolutions, gathering **personal commitments** from San Antonians to make a difference in our city
(See page 8)



Placed 10 fellows from Trinity University and Teach for America with SA2020 **partner organizations**



Released the **Brain Gain Report**, which showed San Antonio has an influx of college-educated young professionals

Launched "I Am SA2020" Blog, **collecting** and **sharing** stories of the community's work

Released the 1st SA2020 Progress Report
(See page 5)



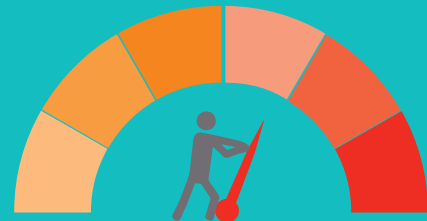
Met or **exceeded** 5 SA2020 targets
(See page 5)

Made **significant progress** to meet 4 SA2020 targets
(See page 5)



Received 501(c)(3) Status

Moved into Geekdom in the Weston Centre, downtown, supporting **entrepreneurship, STEM,** and **downtown development**



Finalized SA2020 Measures of Success to 59 revised targets
(See page 7)

Held our 1st SA2020 **Ambassadors** training, welcoming 27 new Ambassadors who help with community outreach



Hired 5 new full-time SA2020 team members, expanding our ability to support collaborations and **guide vision & strategy**
(See page 14)

Saw 800 new individual profiles created on SA2020.org, **connecting community** members to nonprofit agencies
(See page 8)

San Antonio's 2013 Progress Report

SA2020 indicators are targets – or how we measure success – for each of the eleven SA2020 Causes. SA2020 tracks the progress of these targets to show areas for improvement and current successes. We don't just say we're a "City On The Rise," we prove it.

In 2013, SA2020 developed baselines and collected available data on the 65 indicators set by the community across 11 Cause areas and issued the first SA2020 Progress Report. For more information visit sa2020.org/progress.

The second progress report will be released on September 25, 2014.

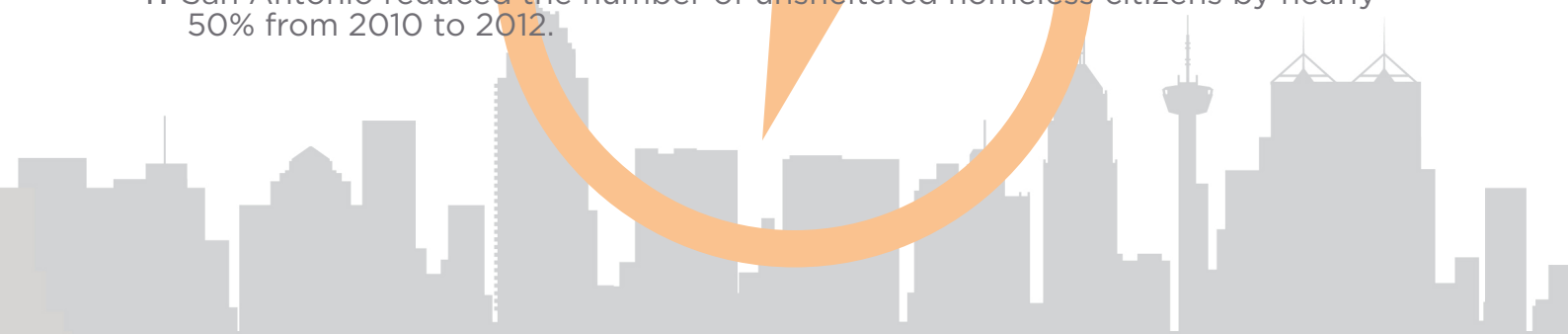


In 2013, **5 SA2020** targets were met or exceeded!

1. San Antonio high school graduation rates were at an average of 92%.
2. Fire response times were reduced from 9:24 to 7:43 and police response times were reduced from 8:12 to 7:42.
3. San Antonio had a steady increase in job growth in Educational Services, Leisure and Hospitality, and Health Services.
4. 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.
5. Teen birth rate was reduced by 15%.

In 2013, **4 SA2020** targets were on track to achieve success!

1. 4,185 downtown housing units were added to the city's center.
2. Economic Impact of the Arts was on track to exceed the SA2020 goal of \$5 billion. In 2011, the economic impact of the arts on San Antonio was \$4.6 billion.
3. The number of people who were satisfied or very satisfied with the quality of SAPD services and police protection increased.
4. San Antonio reduced the number of unsheltered homeless citizens by nearly 50% from 2010 to 2012.



By 2013, 17 SA2020 targets were off track - not making progress - and, in some instances, going backwards. Only in shining a light in areas that need attention can we truly galvanize our community towards action.

A red banner with the text "SA2020" in white, hanging from a black pole.

1. Level of Funding for the arts dropped from 6.4 million to 6.239 million.
2. San Antonio saw an increase in both the number of Child Maltreatment cases and the Child Abuse Count from 8,392 confirmed victims in 2011 to 8,931 confirmed in 2012.
3. There was a decline in the number of people who were very satisfied or satisfied with crime prevention in San Antonio.
4. Per Capita Income decreased from 2010 to 2011.
5. Third Grade Reading Levels did not increase across the city.
6. San Antonio was in violation of the 2008 federal ozone standard between 2010-2012.
7. Water use increased.
8. Energy use increased.
9. Poverty rate increased between 2010 and 2011.
10. San Antonio witnessed an increase in the number of deaths that cited diabetes as the primary cause of death from 2010 to 2011.
11. San Antonio's walkability decreased.
12. Both park acreage as a percent of city area and acres of park per 1,000 residents dropped from 2010 to 2012.
13. There were 61 less renovation permits and 333 less new housing permits inside Loop 410 from 2010 to 2011.
14. Commute Times increased.
15. Vehicle Miles Traveled (VMT) increased to 24.42.
16. San Antonio's travel time index remained steady from 2010 to 2011.
17. Levels of Nitrogen Dioxide in San Antonio increased slightly from 2010 to 2012, but still fell well within 100% EPA compliance standards.

After releasing our first Data Report on the original 65 indicators generated by the community in June 2013, SA2020 began a process of analyzing each indicator to make sure that the data we collect is a meaningful gauge of our development as a city.



2013 Revised Indicators

In June 2013, over 200 nonprofit and civic leaders came together with content experts from across the city to make sure our indicators were collectible and meaningful. We released a revised list of 59 indicators to the public for feedback, which we collected through an online form as well as at community events. With public blessing and expert advice, we've now finalized an updated list of indicators that will provide a progress report for our city through 2020.

Economic Competitiveness

- Increase Per Capita Income
- Increase Growth in Targeted Jobs
- Increase Entrepreneurship
- Increase Professional Certificates
- Expand STEM Economy
- Reduce Unemployment

Downtown Development

- Increase Downtown Housing Units
- Reduce Downtown Crime Rates
- Increase Downtown Employment
- Improve Downtown Economic Impact
- Improve Satisfaction with Downtown Living

Arts & Culture

- Increase Funding for Arts and Culture
- Increase Attendance for Arts and Culture
- Increase Economic Impact of Arts and Culture
- Improve Satisfaction with Arts and Culture

Community Safety

- Increase Turnout of Community Safety Trainings
- Reduce Recidivism
- Reduce Emergency Response Times
- Reduce Index Crime Rate
- Decrease Domestic Violence
- Improve Satisfaction with Community Safety

Environmental Sustainability

- Increase Renewable Energy
- Increase Tree Canopy
- Improve Air Quality Index
- Reduce Water Use
- Reduce Energy Use
- Reduce Residential Waste
- Increase Recycling Rates
- Increase Development with Low Environmental Impact

Family Well Being

- Reduce Poverty Rate
- Reduce Underemployment
- Reduce Homelessness
- Decrease Child Abuse

Education

- Improve Kindergarten Readiness
- Improve 3rd Grade Reading Level
- Increase High School Graduation Rate
- Improve College Readiness
- Increase College Enrollment
- Increase Adults with College Degrees

Neighborhoods

- Increase Central Population Density
- Increase Inner-Loop Housing Construction
- Increase Walkability
- Improve Social Connectedness
- Improve Access to Parks and Green Spaces
- Improve Housing and Transportation Index

Civic Engagement

- Increase Voter Turnout
- Increase Diversity of Elected Officials
- Increase Volunteerism

Transportation

- Increase Complete Streets
- Increase Public Transit Use
- Decrease Vehicle Miles Travelled
- Decrease Commute Time

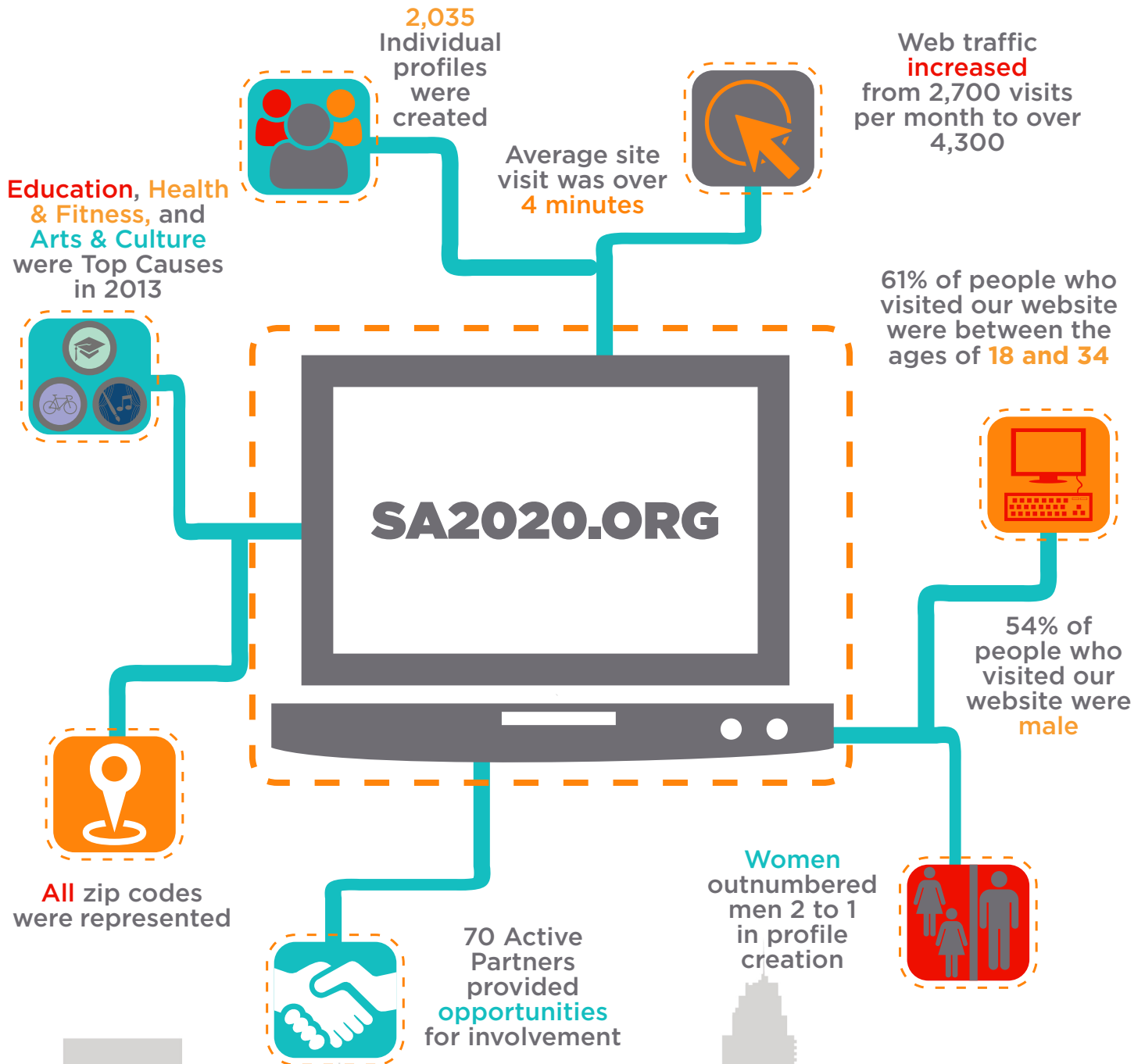
Health & Fitness

- Reduce Obesity
- Improve Maternal and Child Health
- Reduce Diabetes Rate
- Reduce Teen Birth Rate
- Increase Access to Health Care
- Reduce Health and Behavioral Risks



SA2020.org in 2013

SA2020.org is a one-of-a-kind system that connects individuals to organizations who provide opportunities to engage through volunteerism and attendance in SA2020 indicators. It was launched in May 2012 and has continued to evolve to include organization microsites and more robust data collection.



Social Outreach in 2013

SA2020 uses social media as a platform for celebration, dialogue, and connection. Our goals are simple:

1. Share the community's story in a relatable, meaningful way
2. Drive community action

1,302 new "likes" on Facebook to a total of 4,450 followers



An average reach of 2,034 per day!

Launched "I Am SA2020" Blog



33 Authors, covered all 11 Cause Areas

"SA2020" was mentioned an average of 32 times a day



**SOCIAL
OUTREACH**

Top 3 interests of our followers:

1. Spurs
2. Business and News
3. Mexican Cuisine



54% Male; 46% Female followers

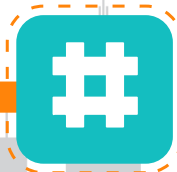
Launched Instagram - 271 total followers



An average engagement of 8 likes per photo



3,400 new "followers" on Twitter to a total of 5,200 followers



Favorite Hashtags:
#SA2020, #SATX,
#SanAntonio, #CityOnTheRise

Collaboration in 2013

SA2020 supports collaboration through Action Networks, community support, and nonprofit outreach and partnership. Additionally, we build public support and promote community engagement by directly linking individuals to nonprofit organizations who are moving the needle and reporting their outcomes.

Over 60 nonprofit partners provided engagement opportunities - volunteerism or attendance - for the community at large that directly connected to SA2020 indicators.

ALL ZIP CODES ARE CURRENTLY REPRESENTED IN OUR VOLUNTEER DATABASE WITH



EDUCATION, HEALTH & FITNESS, AND ARTS & CULTURE ARE THE THREE MOST CHOSEN CAUSE AREAS ON SA2020.ORG

Working together, the San Antonio Teen Pregnancy Prevention Collaborative helped reduce teen pregnancy by 15% - surpassing the SA2020 goal in less than two years. They set a new goal to reduce teen birth rates by 25%.

SAN ANTONIO HAS SEEN A **REDUCTION** IN ADULT OBESITY FROM 35.1% TO **28.5%** THAT BRINGS US **BELOW** THE STATE AVERAGE

The Mayor's Fitness Council, supported by Metro Health, led a citywide fitness campaign, and San Antonio saw its first significant decrease in obesity rates between 2010-2012.

SA2020 ACTION NETWORKS COVERED
22 OF 59 **SA2020** INDICATORS

SA2020 Supporters in 2013

Corporations

Aamco Transmissions (NW Loop 410)
Chicago Title of Texas, LLC
Dominion Healthcare Realty, LLC
NuStar Energy, L.P
Toyota Motor Manufacturing, Texas, Inc.
Peloton Commercial Real Estate
H-E-B
Rosenthal, Pauerstein, Sandoloski, Agather LLP
Zachry Holdings

Foundations/Grants

Anonymous
AT&T Foundation
Baptist Health Foundation of San Antonio
The Coca-Cola Foundation
The Kresge Foundation
Lumina Foundation
Methodist Healthcare Ministries of South Texas, Inc.
The San Antonio Area Foundation
The San Antonio Hispanic Chamber of Commerce
United Way of San Antonio and Bexar County
The USAA Foundation, Inc.
The Zachry Foundation

Individuals

Adena Williams Loston, PhD	HB Zachry	Molly Cox
Alex Perez	Janet P. Realini, MD	Patti Radle
Anna B. Fregosi	James P. Martinez	Renee Flores
Anonymous	Jeanne Russell	Robbie Greenblum
Celina Peña	June Kachtik	Ryan T. Kuhl
Claire Osburn	Lorenzo Gomez, III	Sarah Hedrick
Darryl Byrd & Family	Mayor Julián Castro	Scott Meltzer
Gurpaul P. Singh	Michael Sharrow	Sonia Rodriguez

Revenue & Expenses in 2013

Total Revenue/Support	<u>\$ 1,028,087</u>
Total Expenses	<u>\$728,898</u>
Program Expenses	\$322,435
General & Administrative	\$252,366
Fundraising	\$154,097
Net Assets at the Beginning of the Year	\$327,782
Net Assets at the End of the Year	<u><u>\$629,971</u></u>



2013 Board of Directors

100% of our board invested financially in SA2020 in 2013.



Mayor Julián Castro

Mayor of San Antonio

Chair



Sonia Rodriguez

Attorney and Partner,
Branton | Hall | Rodriguez | Cruz, P.C.

Vice Chair



Patti Radle

Member SAISD Board of Trustees,
Co-founder of Innercity Development

Chair of Engagement Committee



Lorenzo Gomez

Executive Director,
80/20 Foundation

Treasurer



Gurpaul Singh

Owner & CEO,
Asset Essentials



Renee Flores

Regional Vice President,
AT&T External and Legislative Affairs

Chair of Development Committee



Adena Williams Loston, Ph.D.

President,
St. Philip's College



Alex Perez

Managing Partner,
Burleson, LLP



Janet P. Realini, M.D., M.P.H.

President and Founder,
Healthy Futures of Texas

In 2013...

AVERAGE DAILY CUPS OF COFFEE CONSUMED PER EMPLOYEE



NUMBER OF TROPHIES WON



NUMBER OF TIMES SA2020 STAFF WAS STUCK IN THE ELEVATOR



MOST USED WORDS IN THE SA2020 OFFICE



OF THE SA2020 TEAM WAS FEMALE

AVERAGE NUMBER OF WEEKLY MEETINGS



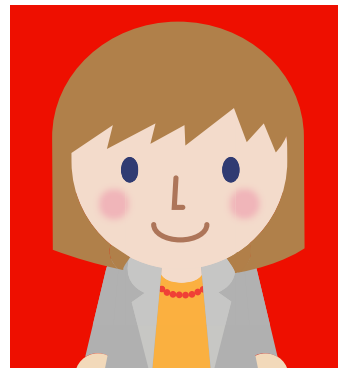
PERCENTAGE OF TEAM THAT WAS VEGETERIAN



Darryl Byrd
President & CEO



Molly Cox
Chief of Engagement



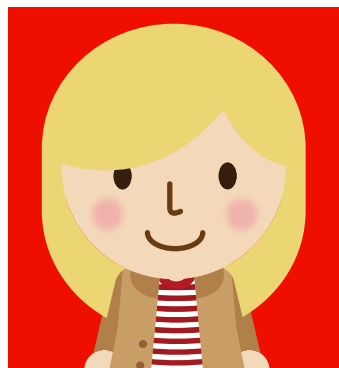
Jeanne Russell
Chief Strategist



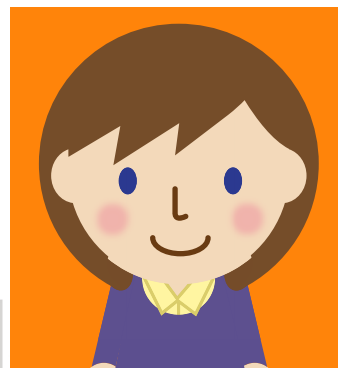
Ryan Kuhl
Chief Operating Officer



Anna Brackett
Executive Assistant



Claire Osburn
Digital Outreach Coordinator



Brittany Sharnsky
Partnership Manager



Jessica Rios
Partnership Manager

Moving Towards The Future

SA2020 is a community vision for the future of San Antonio. As such, we are forward-thinking. In 2014, SA2020 will:

- **Coordinate** with existing and new coalitions to **lead community awareness** around key indicators, including: volunteerism, philanthropic giving, access to healthcare, voter turnout, child abuse, college enrollment, college completion, STEM economy, adults with college degrees, residential waste, and recycling.
- **Expand** our collaborative network and community reach by **increasing the number of Opportunity Partners** connected on SA2020.org by 50% and **increasing the number of Action Networks** connected to SA2020 indicators by 25%.
- **Collect** real-time **data** on 59 indicators and provide both **asset mapping** and **gap analysis** through an integrated database management system.
- **Produce** a second **Progress Report** with updates on all indicators, celebrating successes and progress and shining a light on trouble areas.
- **Generate** outcome **evaluations reports** on SA2020 Opportunity Partners.
- **Connect** Action Networks to **policy recommendations**.



San Antonio is a City on the Rise



SA2020

www.SA2020.org

210.704.1025

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