

Eric Batista  
City Manager



## CITY OF WORCESTER

### Advisory Commission on Latino Affairs Minutes

*Comisión Asesora sobre Asuntos Latinos*

Commissioners:  
German Chiriboga  
Hamilton Soriano  
Laura Martinez  
Eric Diaz  
Giovanni Ayala  
Deborah L.  
Gonzalez  
Pablo D. Santiago

### MEETING AGENDA / Agenda de la Reunión

Thursday, April 18th, 2024, 5:30 PM / jueves 18 de abril,  
5:30 pm

Worcester Parks Department, Room A, 50 Officer Manny Familia Way,  
Worcester, MA 01605

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Present: German Chiriboga  
Deborah L. Gonzalez  
Laura Martinez  
Eric Diaz

Remote: Hamilton Soriano

Absent: Giovani Ayala, Pablo Santiago

Staff: David Quiroa, City Manager's Office; Pam  
Callahan, Human Resources

1. Chair Martinez called the meeting to order at 5:35pm
2. David called a roll call for commissioner attendance of the meeting.
3. Chair Martinez called for a motion to approve the minutes for the March 21, 2024 meeting. Commissioner Gonzalez asked for a motion to amend item 17 on the minutes. Commissioner Gonzalez requested that it reads as follows:

Commissioner Gonzalez suggested to consider the topic how the affected Latino population of housing insecurity and inaccessibility of affordable housing. She recommended to come up with a strategy where we offer contextualized ESL classes for Latinos where their first language is not English. The motion was approved as amended. The motion to approve the March 21, 2024 minutes was tabled until the next meeting.

4. Introductions of people present at the meeting.
5. Chair Martinez called on Betsy Goodrich from the Department of Transportation and Mobility to give a presentation on the Vision Zero plan. Betsy emphasized the city is committed to zero fatalities and injuries for pedestrian safety. She encourages the commission members to participate in the survey. Commissioner Gonzalez asked if the project is looking at just motor vehicle accidents or if sidewalks and infrastructure incidents are being considered. Betsy confirmed that they are looking at motor vehicle accidents and pedestrian safety and the mobility action plan emphasizes the critical safety infrastructure needs in the city. Commissioner Chiriboga asked what kind of data is the department using for vision zero and what the community input on the mapping will look like. Betsy informed the commission that the data comes from MassDOT. It is a year long process, and there will be public outreach events, walk audits, working with schools and neighborhood organizations. They will release information soon. There are two working groups one internally and one externally. Commissioner Chiriboga pointed to the fact that there will be individuals who will have new licenses that include community member who are undocumented. Is there plan to include this group on the conversations. Betsy stated that she would share this information with her team. Commissioner Diaz asked if there is deadline for the survey to be completed and if the city is expected vision zero to be an ongoing analysis. Betsy shared that the survey ends on April 30<sup>th</sup>, and that it is a 1 year period analysis. Afterwards there will be implementation. Chair Martinez asked how we are collecting data from unhoused individuals and how are we including them into the conversation. The survey can be found on the city of Worcester website. The survey is both in English and Spanish. We have posted on social media the survey. The survey is anonymous. Commissioner Gonzalez asked how long it takes for a community to achieve vision zero. Betsy replied that it depends on the community. Commissioner Chiriboga asked if the city recommending policy of changing the city limit is in conjunction with the vision zero work. Betsy replied yes and explained the advantages of driving in slower speeds.
6. Chair Martinez invited Pam Callahan to continue the strategic planning process. The key components were **communication** and under that was the boards communication plan that was about on what we do, who we are, and what we would like to accomplish in the city. Second, was communication on resources. The next theme was on **housing, ESL classes, after school and daycare, social determinants of health, and data gathering**. Commissioner Chiriboga shared that he would like to explore how the kids in the Latino community are directly represented at all levels of the education system and that they see themselves in the curriculum. Pam gave all the members dots to prioritize their list. Commissioner Gonzalez asked if it is too late to add another priority. Commissioner Soriano shared that too many issues to look into could hinder the

committees work. Chair Martinez suggested to hear what the topic is..Commissioner Gonzalez stressed that it is about economic development and the fact that the majority of latino business owners do not go through the education that they need in order to get certification to be contractors for the city opportunities. Chair Martinez said that this topic could go under the communication plan. Commissioner Soriano shared that one thing that is happening too is minority owned business are qualified to receive \$5,000 in ARPA money.

7. Members placed dots on their priorities which were communication, social determinants of health, and housing.
8. Pam discussed what the priority for the communication plan. What do we want our message to be? Chair Martinez said that we can have a group picture. Commissioner Martinez said she would like to have brief backgrounds on members.
9. The commission members agreed to submit ideas to David to contribute to the communication plan.
10. Commissioner Gonzalez motioned to proposed that we all come up with our messaging and share it with our staff liaison. Commissioner Soriano 2<sup>nd</sup>. 5 Yea's 2 Absent, 0 Nay's
11. Chair Martinez asked members to give their ideas to David by May 9<sup>th</sup>. Commissioner Chiriboga reaffirmed the task: write individual ideas on goal of commission and a brief bio and photo.
12. David asked who will take the pictures. Pam suggested that all communication needs to go through the City Manager's communication team. David said there will be goals on the three priorities, but with a focus on the communication plan.
13. Commissioner Chiriboga shared that he hopes to see more people at the meeting and have input from the community. Is there a potential for a forum night. Invite guests. Full board will go over edits.
14. Chair Martinez motioned the next meeting for May 22<sup>nd</sup> and Commissioner Diaz 2<sup>nd</sup>. Five Yea's, Zero Nays, and two absent.
15. David took a roll call five Yeas, zero nays, and two absent.
16. Chair Martinez adjourned the meeting Commissioner Soriano 2<sup>nd</sup>.
17. Meeting Adjourn

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