



City of San Antonio

Agenda Memorandum

File Number:
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Agenda Item Number: {{item.number}}

Agenda Date: February 20, 2025

In Control: San Antonio Housing Commission Meeting

DEPARTMENT: Neighborhood and Housing Services

DEPARTMENT HEAD: Veronica Garcia, Director

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Briefing and discussion on Public Information Campaign Phase 1 Scope with K Harvey and internal affordable housing engagement initiatives

SUMMARY:

Staff will provide an update on the Strategic Housing Implementation Plan public information campaign request for proposal progress and department-led community engagement focused on housing affordability narrative change.

BACKGROUND INFORMATION:

The Strategic Housing Implementation Plan's focus on ensuring accountability to the public includes the usage of public information campaigns around housing affordability. To date, public information campaigns have featured collaborative information sharing about area median income, permanent supportive housing and the affordable housing bond. RentWise SA has also featured community information sessions and videos on renters' rights and responsibilities.

Through a competitive process, the City of San Antonio selected consultant K Harvey to assist with a public information campaign focused on citywide housing affordability narrative change. Phase I includes focus groups, community meetings, stakeholder conversations, media scan and communications analysis. Phase II of the project will include strategic development from Phase 1 to develop a communications plan in Phase 3. Phase 2 is expected to be completed in April 2025.

ISSUE:

An update on consultant services and recommendations to assist with the public information campaign focused on general citywide housing affordability narrative change and department-led initiatives.

FISCAL IMPACT:

This item is for briefing and discussion purposes only.

ALTERNATIVES:

This item is for briefing and discussion purposes only.

RECOMMENDATION:

This item is for briefing and discussion purposes only.