



# City of San Antonio

## Agenda Memorandum

**File Number:**  
**{{item.tracking\_number}}**

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

**Agenda Date:** February 20, 2025

**In Control:** San Antonio Housing Commission Meeting

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**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.