

SA Climate Ready

Public Engagement & Communications Initiative

Item #41

March 7, 2024

Douglas Melnick, Chief Sustainability Officer



SA CLIMATE READY: A PATHWAY FOR CLIMATE ACTION & ADAPTATION



Adopted by City of San Antonio City Council
October 17, 2019



SA Climate Ready

- In 2017, the City of San Antonio City Council set a goal to become carbon neutral by 2050 & to adapt to climate impacts.
- On October 17, 2019, the City Council approved the Climate Action and Adaptation Plan (CAAP).
- One of the major strategies within the CAAP is to educate and empower all San Antonio residents around climate action.

The Strategy



Phase 1

Research Framework

- Youth (MYECCI)
- Frontline Communities
- Business Community

WHO?
cares!
WE ALL SHOULD.

Phase 2

Educational Framework

- Call to action
- Individuals decide how climate impacts their lives.



Phase 3

Empowerment Framework

- Community-Based Organization Grant Program
- Increase awareness & action around climate priorities.



¡AHORRE DINERO!
 Hay nuevos créditos fiscales federales disponibles para:

- Paneles solares
- Climatización del hogar
- Vehículos eléctricos
- ¡y mucho más!

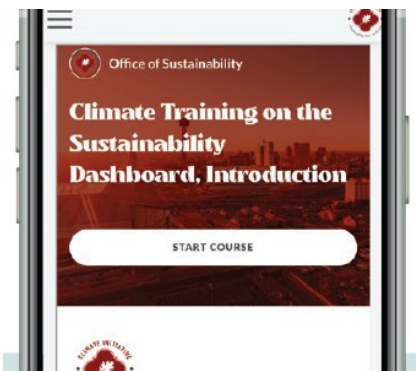
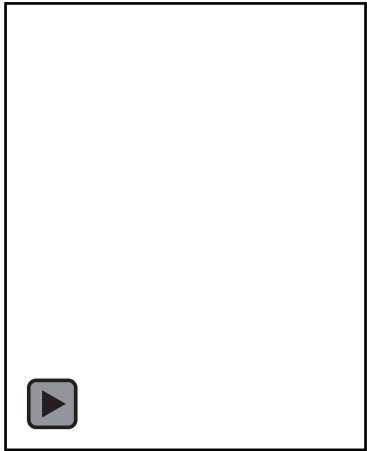
Visite SAClimateReady.org o Energy.gov/Save
 Créditos fiscales federales proporcionados por la Ley de Reducción de la Inflación promulgada por el Presidente Joe Biden.

La Oficina de Sostenibilidad se compromete a aumentar la conciencia sobre la acción climática.

The block includes a graphic of a house with a leaf inside, a circular inset showing an air conditioner, and two QR codes. The City of San Antonio logo is also present.



Campaign Highlights



FY 24 Proposed Scope



- The City of San Antonio Office of Sustainability will:
 - **Refresh** the SA Climate Ready brand and campaign, and
 - Continue **education, awareness** and **conversation** to ensure cross-sector involvement and buy-in for implementation of climate mitigation and adaptation policies, programs and projects.

Communications and Engagement Channels

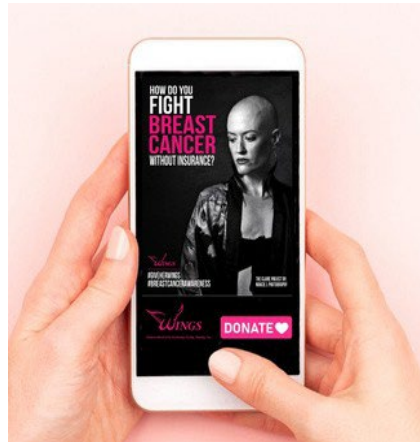
- Branding and Messaging
- Social Media and Blogs
- Print, TV, and Radio
- Art
- Events
- Education and Empowerment Campaign
- English, Spanish, and ASL Translations

Graphic Design Services

- Design and production of engagement and outreach materials
- Infographics

Support Targeted Stakeholder Engagement

- Equity-focused communications and engagement
- Community and business sector engagement



Lustrous PR, LLC, is a **locally-owned** and operated, **woman-owned small business** with a diverse portfolio in public relations, social media, video, branding, media relations, influencer campaigns, and more.

Local campaigns and clients include:

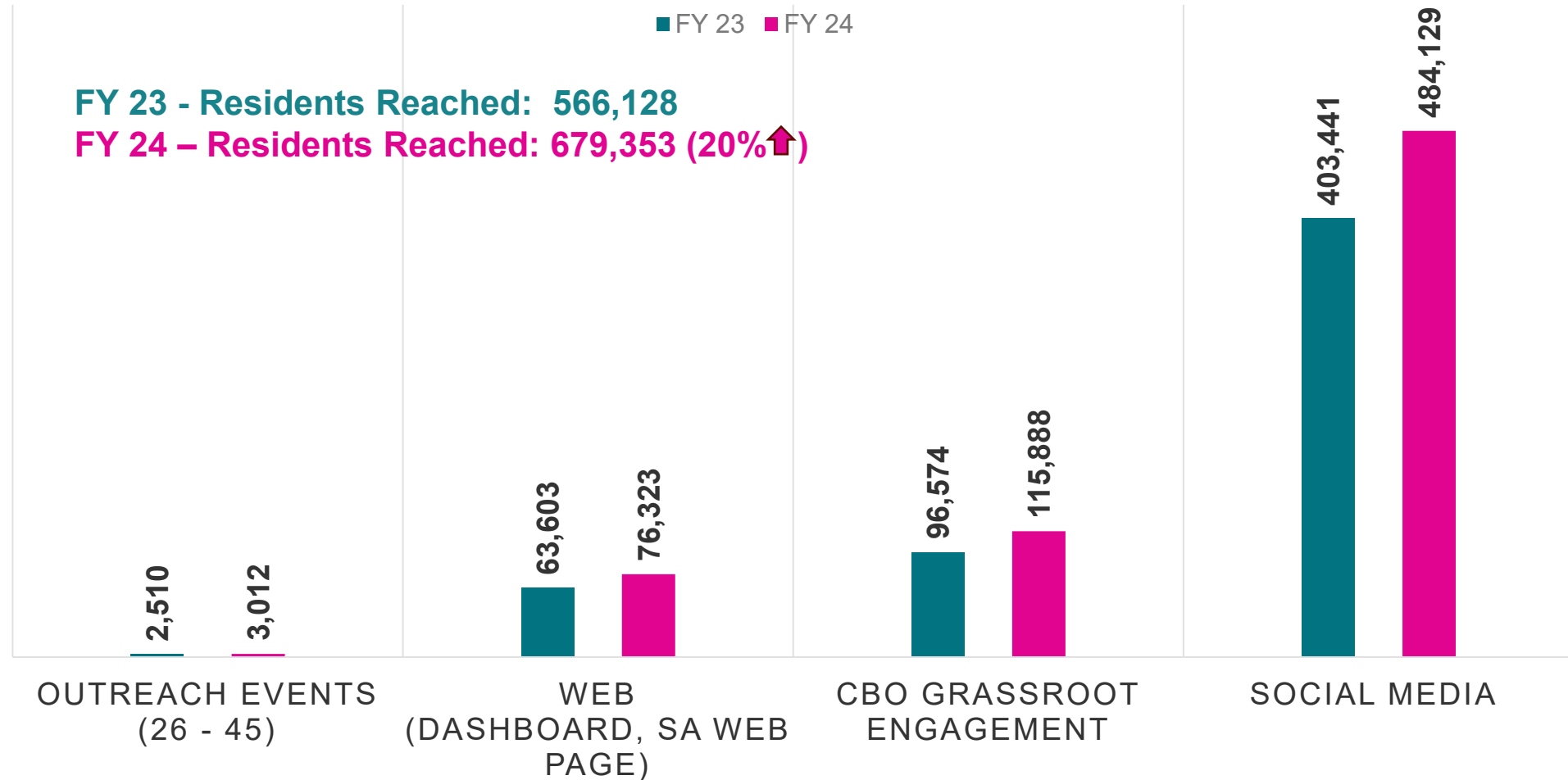
- Travis Park
- Fiesta San Antonio
- Texas River City Co.
- Palo Alto College
- Community Housing Resource Partners
- Mission Heritage Partners

Fiscal Impact

- The fiscal impact of this agreement is \$140,000 annually for three (3) years, with an option of 2 one-year renewals options for a total value not to exceed \$700,000.
- Funding approved as part of the Office of Sustainability's FY 2024 budget.
- Funding source: Resiliency, Energy, Efficiency, and Sustainability (REES) Fund.



Performance Measures



Staff Recommendation



Staff recommends approval of the agreement with Lustrous Public Relations, LLC, for the continued implementation of the
**SA Climate Ready
Public Engagement & Communications
Initiative.**

THANK YOU!

