



# City of San Antonio

## Agenda Memorandum

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

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**Agenda Item Number:** 2

**Agenda Date:** April 24, 2024

**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 on Public Information Campaign Request for Proposal and affordable housing engagement priorities

**SUMMARY:**

Staff will provide an update on the Strategic Housing Implementation Plan public information campaign request for proposal process and funding allocation priorities for community engagement focused on housing affordability.

**BACKGROUND INFORMATION:**

The Strategic Housing Implementation Plan's focus on ensuring accountability to the public lists the usage of public information campaigns for information distribution and narrative change around housing. The City of San Antonio's Fiscal Year 2024 budget included funding for a Public Information Campaign, which includes a Request for Proposal to identify a consultant to assist with citywide narrative change around housing affordability. Additionally, the funding allocated

allows for collaborative information sharing about area median income, permanent supportive housing and the affordable housing bond. The Renters' Rights and Responsibilities Campaign, known as RentWise SA, is currently releasing informative videos during Fair Housing Month and hosting information sessions throughout the city into the fall of this year.

**ISSUE:**

An update on consultant services to assist with the public information campaign focused on general citywide housing affordability narrative change.

**FISCAL IMPACT:**

This item is for briefing purposes only.

**ALTERNATIVES:**

This item is for briefing purposes only.

**RECOMMENDATION:**

This item is for briefing purposes only.