



City of San Antonio

Agenda Memorandum

File Number:
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Agenda Item Number: 3

Agenda Date: February 16, 2022

In Control: Governance Committee Meeting

DEPARTMENT: Communications and Engagement

DEPARTMENT HEAD: Laura Elizabeth Mayes, Assistant Director

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Implementation of Disability Demographics Questions on City Public Opinion Surveys

SUMMARY:

The Communications and Engagement Department will provide the Governance Committee with an update on the City's implementation of new demographic questions on City issued public opinion surveys. Demographic questions include optional questions regarding the respondent's disability status.

BACKGROUND INFORMATION:

In November of 2021, the Office of Equity, now a part of Diversity, Equity & Inclusion (DEI), approached the Communications and Engagement Department (C&E) to update the standard list of optional demographic questions included in the City's Public Participation Administrative Directive 10.1.

In December of 2021, C&E and DEI, including its Disability Access Office, collaborated to create a revised set of optional demographic questions to be included in all City issued surveys and questionnaires. The new questions are based on best practices and aim to be inclusive of the diverse, intersectional experiences of respondents, offering opportunities to select multiple identity markers and to self-describe wherever possible.

In December of 2021, Councilwoman Melissa Cabello Havrda submitted a City Council Consideration Request asking the Governance Committee to consider adding disability demographic questions on all City surveys and questionnaires.

The departments implemented the new survey questions in January of 2022. The questions will be included in all City issued surveys that are hosted on SASpeakUp.com.

The purpose of including demographic questions is to better understand the needs and experiences of the respondents and provide City Council with more in-depth analysis ahead of a policy decision.

ISSUE:

Communication & Engagement will brief the Governance Committee on the updated standard set of demographic questions for City surveys.

FISCAL IMPACT:

This item is for briefing purposes only.

ALTERNATIVES:

This item is for briefing purposes only.

RECOMMENDATION:

Existing conditions support the action requested in the CCR and no Council action is needed.