

# Charter Review Commission

*Public Comment Update*





# Charter Review Commission

Communications & Engagement Update

# Primary Goals

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- Encourage residents to participate in public comment process and understand the role of the Charter in the City

## Ways to participate

- Attend in person
- SASpeakUp.com
- Call 311



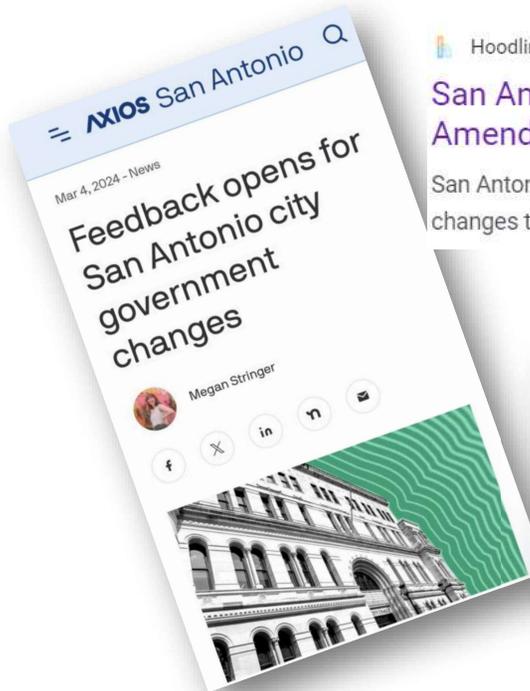
# Communication Efforts

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- Media materials:
  - Press release/requests for coverage
  - Media interviews with Commission Co-Chairs
- Social media posts:
  - Social media videos
  - Social media ads
- Grassroots:
  - City-wide text messages
  - Discussions with local organizations
  - Email outreach to City lists and stakeholder groups
  - Distribution of flyers
  - Digital signage at City facilities and kiosks

# Press Release (Feb. 28)

- Press release sent prior to the first Charter Public Comment meeting



Hoodline

## San Antonio Opens Doors for Public Input on City Charter Amendments

San Antonio's Charter Review Commission seeks public input on potential City Charter changes through meetings and digital platforms.



Texas Public Radio

## Residents are invited to give feedback to proposed changes in the San Antonio City Charter

Texas Public Radio | By [Marian Navarro](#)

Published February 29, 2024 at 12:28 PM CST

A photograph of the San Antonio City Hall building.

San Antonio Report

## How to weigh in on San Antonio's proposed City Charter changes

The Charter Review Commission's recommendations will be presented to the public for feedback in March and to City Council in June before...

SAN ANTONIO · 4 MARZO, 2024 4:00 PM

## Piden recomendaciones de la comunidad para cambios en la ciudad de San Antonio

Los salarios de los concejales y el cambio de distritos son algunos de los temas que está en la mesa para discutirse.

# LIVE Interviews



NOTICIAS



SAN ANTONIO · 4 MARZO, 2024 4:00 PM  
**Piden recomendaciones de la comunidad para cambios en la ciudad de San Antonio**

Los salarios de los concejales y el cambio de distritos son algunos de los temas que está en la mesa para discutirse.



# Requests for Coverage

- Sent to media prior to meetings
  - Allows media to remind public
  - Reminds media of upcoming public comment coverage opportunity



San Antonio Express-News  
<https://www.expressnews.com> > News

## Commission wants unlimited salary, tenure for city manager

Mar 22, 2024 – The commission wants City Council to determine San Antonio city manager which would require voters to undo the charter change they ...

San Antonio Report

A big pay bump for mayor, City Council could be put to voters



## SA City Council members could get a pay raise soon. Not all of them think they should.

Initial ranges presented to the city's Charter Review Commission include the potential for six-figure salaries for the mayor and city council members.



NEWS

San Antonio City Council, mayor could get massive pay raises. You may be asked to approve them.

Molly Smith  
March 5, 2024



LOCAL NEWS

**Six-figure salaries for San Antonio City Council? Early pay raise talks raise eyebrows among council members**

# Media Coverage Metrics

## Mention Analytics

Audience by Media Type



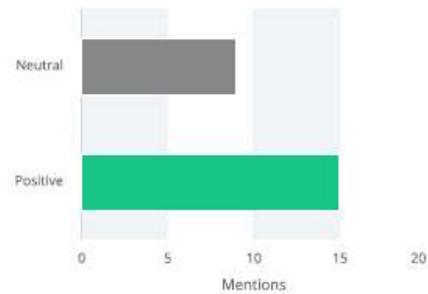
● Online News ● TV ● Radio

Publicity by Media Type



● Online News ● TV ● Radio

Mentions by Sentiment



**Total National TV Audience**  
66,354

**Total National TV Publicity**  
USD \$74,548

**Total Local TV Audience**  
66,354

**Total Local TV Publicity**  
USD \$74,548



**Total Radio Audience**  
282,575

**Total Publicity Value**  
USD \$1,396



**Total Online News Audience**  
768,417

**Total Online News Publicity**  
USD \$7,306

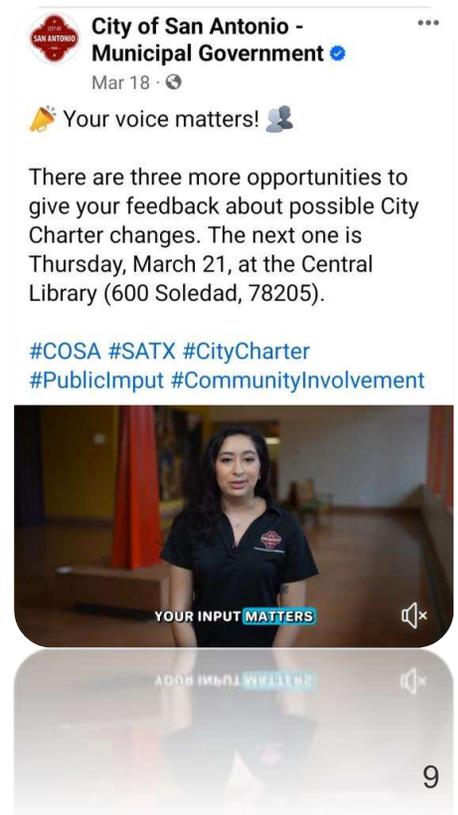


# Social Media Posts

## Followers on City Accounts

- Facebook (117,000+)
- Instagram (34,500+)
- X (195,000+)
- Nextdoor

- 56 Posts
- 200,410 people (reach)



# Social Media Videos

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- What is the City Charter?
- **Process to change the City Charter?**
- How to give public input?
- How it becomes an item on the ballot?

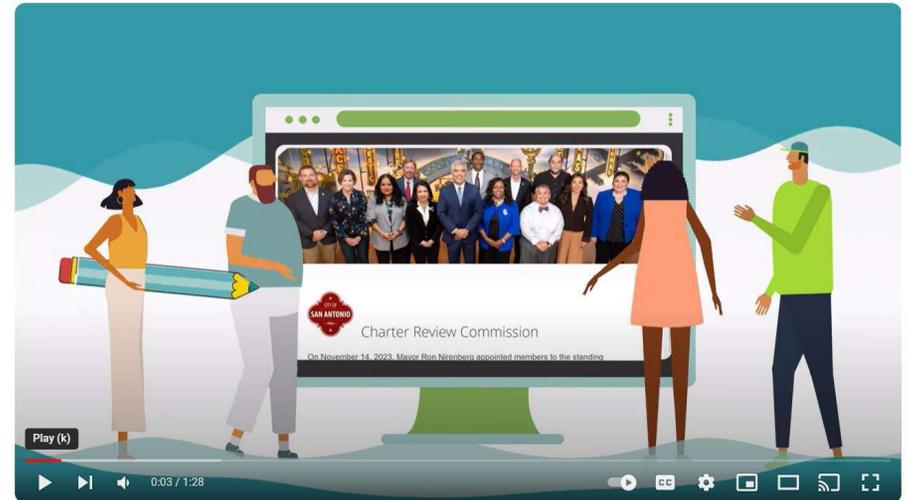


# Social Media Ads

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## Impressions:

- Meta – 623,577+
- YouTube – 60,517+



# City-wide Text Messages

- Sent before public speaking opportunities
- Link included sends to information on how to take part in public input



MESSAGES

now

**City of San Antonio**

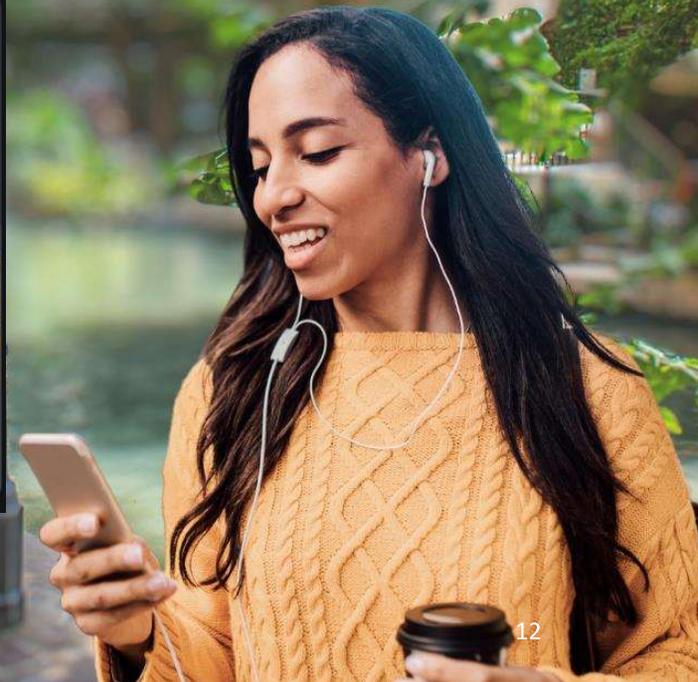
Stay up-to-date with your City!

Text **COSAGOV** to **73224**.

Share your thoughts with the City Charter Review Commission on April 11 or 25 at 5:30pm at Central Library, or comment by calling 3-1-1 or by visiting <https://input.li//HGT5054>



Charter Review Commission - Pub...  
saspeakup.com



# Other Speaking Engagements

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- South Texas Business Partnership
- San Antonio Hispanic Chamber of Commerce
- San Antonio Business Coalition
- bigcitysmalltown Podcast





# Digital Promotion

Emails & Digital Signage

# Email

- March 1 and March 28
- Lists:
  - Neighborhood Engagement Brief
  - Association & Organization Registry
  - City Department Lists
  - Chambers of Commerce



## San Antonio's Charter Review Commission wants to hear from you!

Speak up on any of the following topics:

- **Ethics**
  - Should the City have an independent ethics officer and/or Ethics Review Board, and should the Charter be amended to give the Ethics Review Board more authority?
- **City Council Compensation and Tenure**
  - Should Council members' compensation more accurately reflect the City's cost of living which could lower financial barriers to participation in city government?
  - The Council currently serves a maximum of four two-year terms. Should those change to two four-year terms, and should those terms be staggered?
- **City Manager Tenure and Compensation**
  - Should the City Manager's tenure and compensation be determined by the sole discretion of the City Council?
- **City Council Districts and Redistricting**
  - Should the City have more council districts? The City currently has 10 council districts, plus the Mayor serving at-large over the entire city. Is that enough or should more be added?
  - Should the City establish an independent redistricting committee? If so, how should it be appointed?
- **Language Modernization**
  - Should outdated language in the Charter be updated to reflect current terms, laws and processes?

# Email Reach

- Issued March 6 and April 3
- **19,044** total recipients
- Average Open Rate:
  - SASpeakUp: **91%**
  - NEB: **85%**



A graphic for the Neighborhood Engagement Brief. It features the City of San Antonio logo at the top center, with the text "Neighborhood Engagement Brief" and "April 2024" below it. The background is a teal color with a photo of a woman speaking into a microphone at a public comment session.

**Charter Review Commission wants to hear from you!**  
Any of the following topics:

**Ethics Review**  
Should an independent ethics officer and/or Ethics Review Charter be amended to give the Ethics Review

**Participation and Tenure**  
Should council members' compensation more accurately reflect the changes that could lower financial barriers to participation in

the Charter? Should a council member serve a maximum of four two-year terms. Should council members serve one-year terms, and should those terms be

**Compensation**  
Should council members' tenure and compensation be determined by the City Council?

**Redistricting**  
Should there be more council districts? The City currently has 10 council districts. Should the Mayor serving at-large over the entire city. Is the Mayor's term more to be added? Should there be an independent redistricting committee? If so, what should its terms be?

Should the Charter be updated to reflect current issues?

## Public Comment for Charter Review Commission

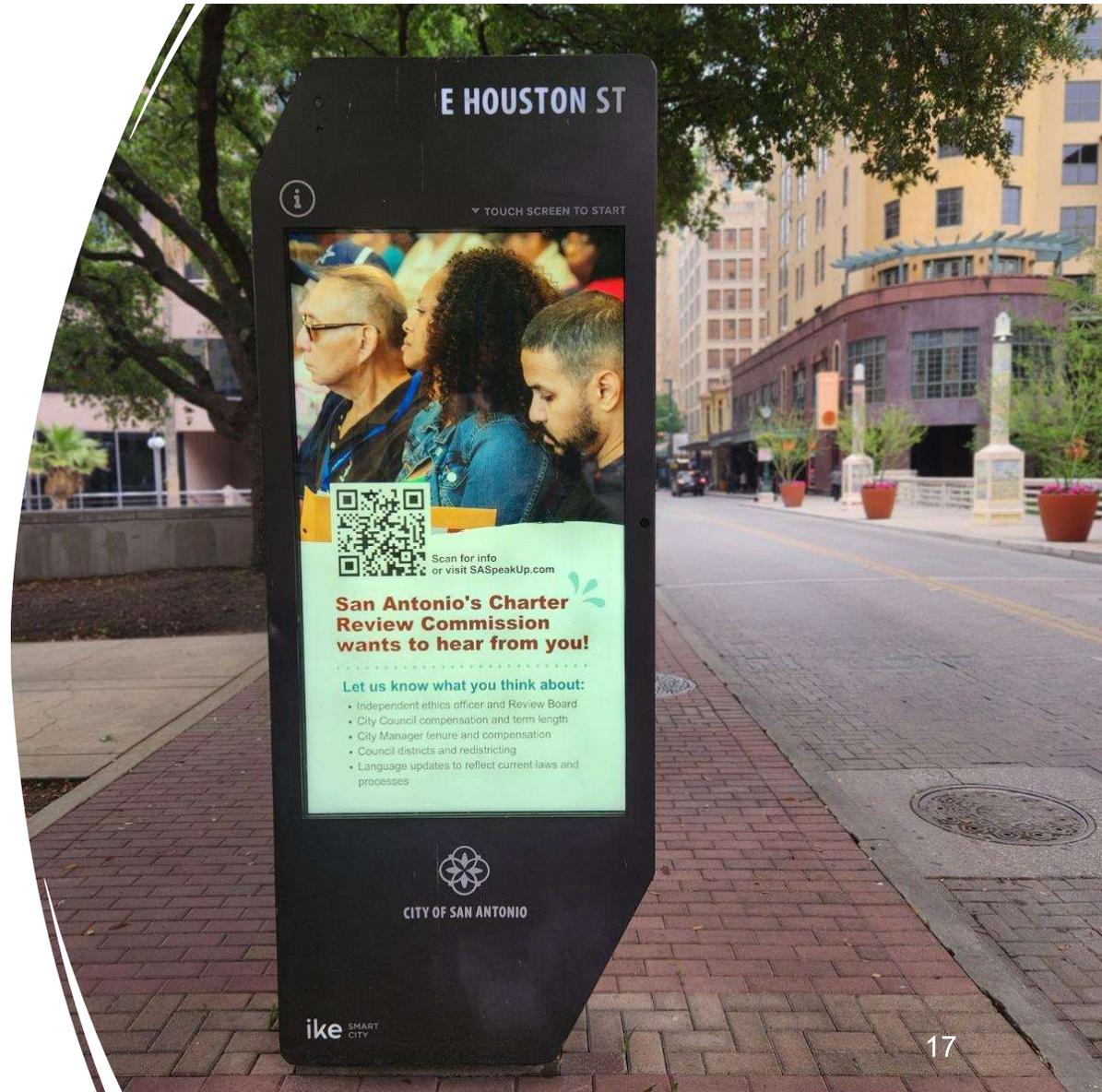
Participate in the City Charter review process by attending public comment sessions in April, or sharing your input online or by calling 3-1-1.

[Learn More](#)

# Digital Signage

## Locations

- City Tower
- City Hall
- **26** IKE locations





# Flyer Distributions

# City Council Offices

10



# Senior Centers

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11



# Libraries

31



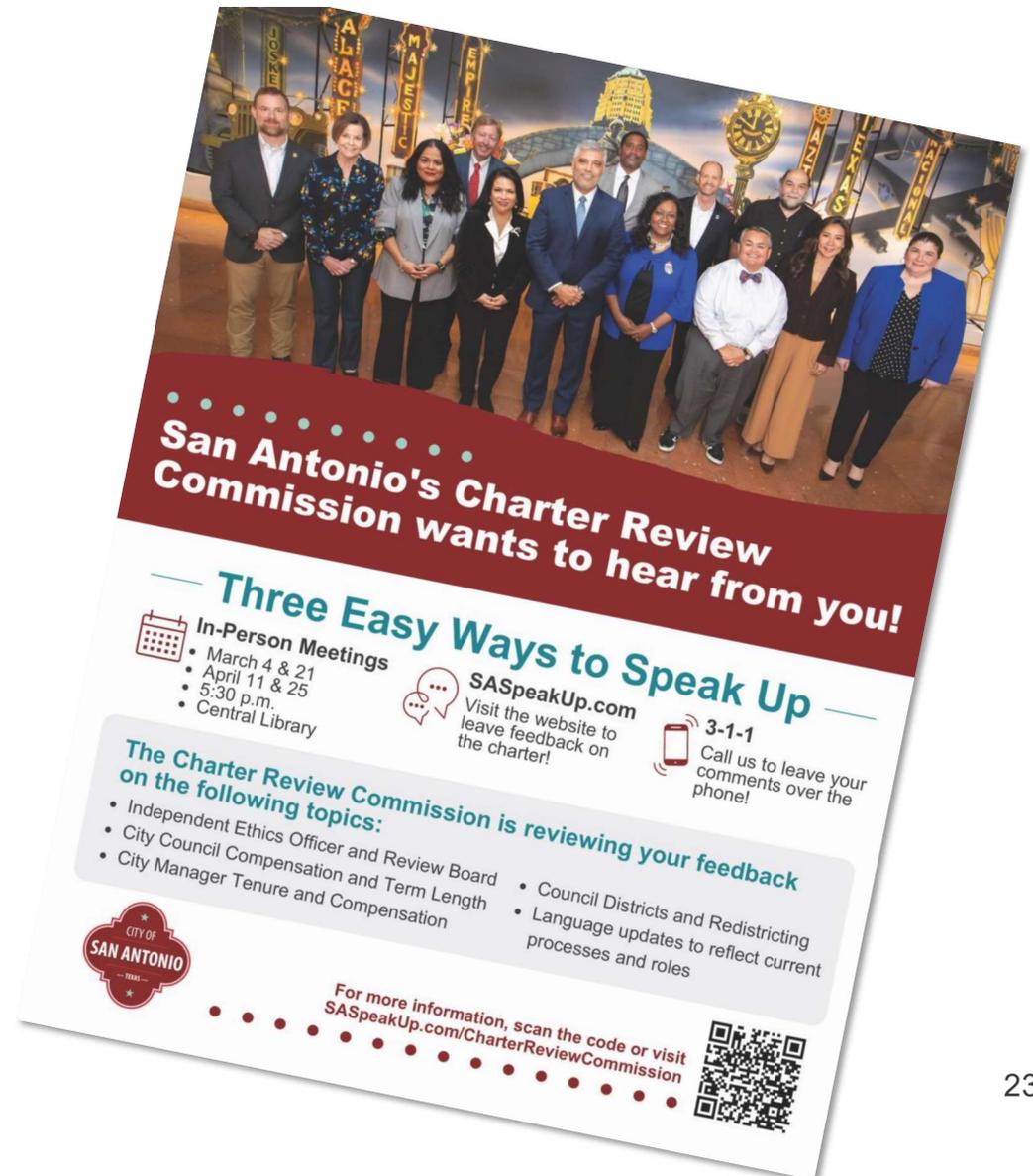
# Community Centers

18



# Print Reach

- 70 locations
- 2,500 flyers distributed
- English & Spanish



**THANK YOU!**

