

Charter Review Commission

Public Comment Update





Charter Review Commission

Communications & Engagement Update

Primary Goals

- 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



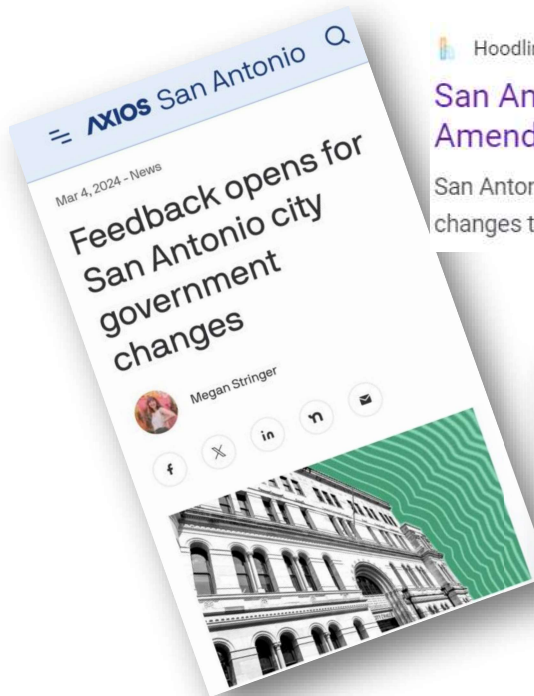
Communication Efforts



- 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.



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...

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

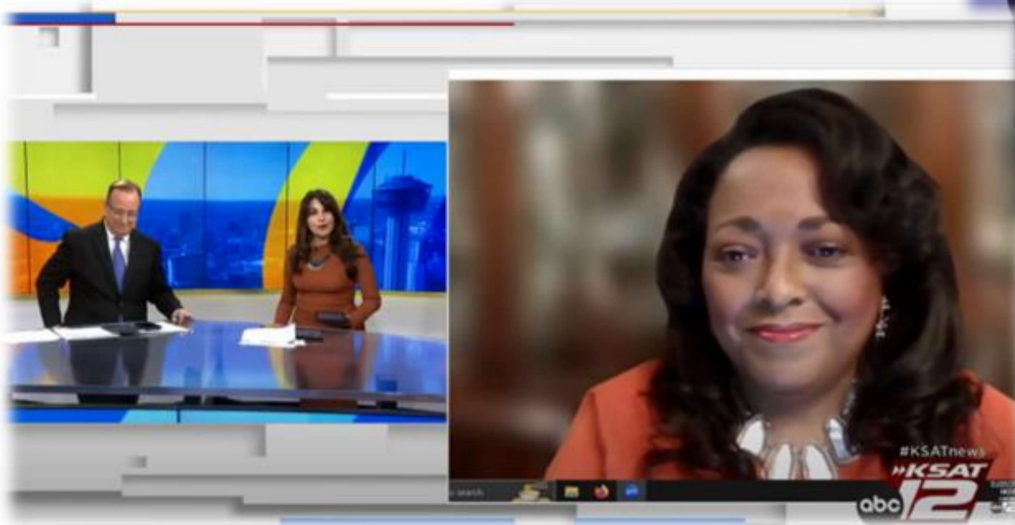


SAN ANTONIO · 4 MARZO, 2024 4:00 PM

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



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

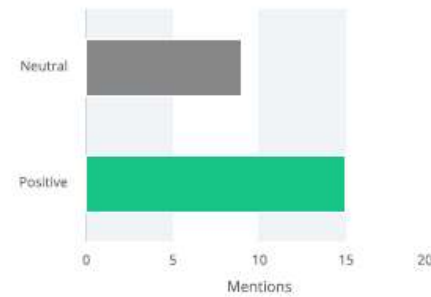
Audience by Media Type



Publicity by Media Type



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

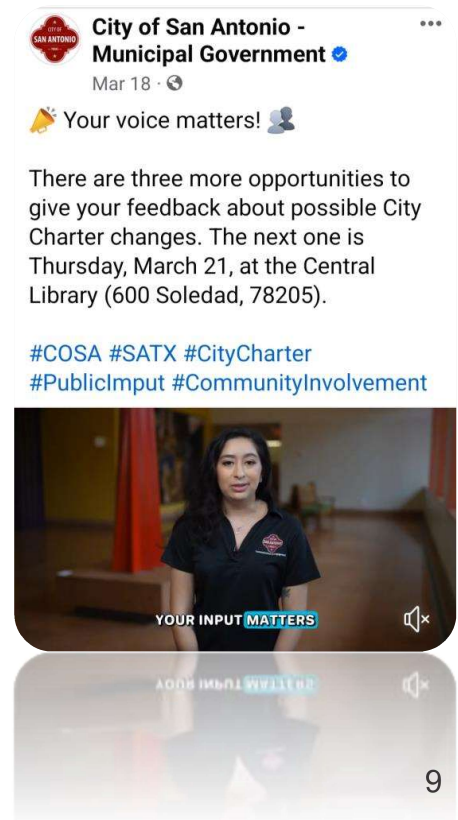


Social Media Posts

Followers on City Accounts

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

- 56 Posts
- 200,410 people (reach)



Social Media Videos

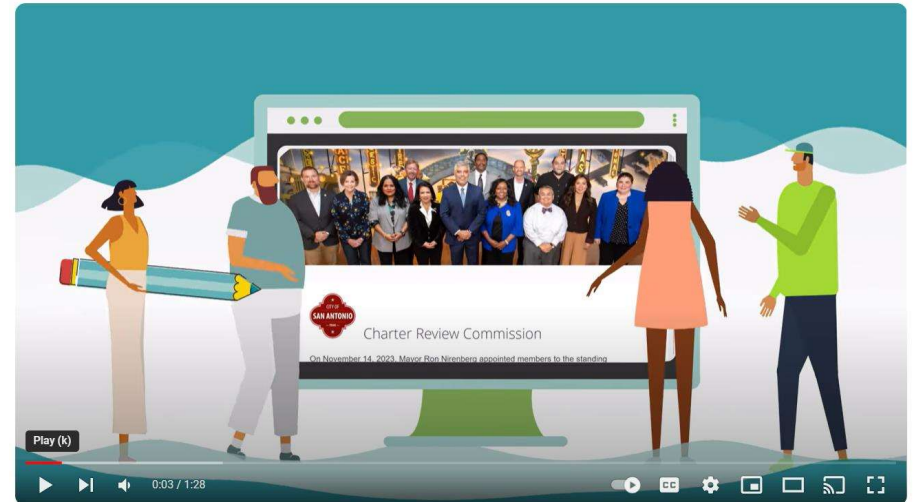
- What is the City Charter?
- **Process to change the City Charter?**
- How to give public input?
- How it becomes an item on the ballot?



Social Media Ads

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/I/HGT5054>



Charter Review Commission - Pub...
saspeakup.com

Other Speaking Engagements

- 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%**



Neighborhood Engagement Brief

April 2024



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](#)

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
- Term and Tenure**
Council members' compensation more accurately reflect the changes that could lower financial barriers to participation in the City Council?
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 be added?
Should there be an independent redistricting committee? If so, should the committee be
- Amendments**
Should the Charter be updated to reflect current issues?

Digital Signage

Locations

- City Tower
- City Hall
- 26 IKE locations





Flyer Distributions

City Council Offices

10



Senior Centers

11



Libraries

31



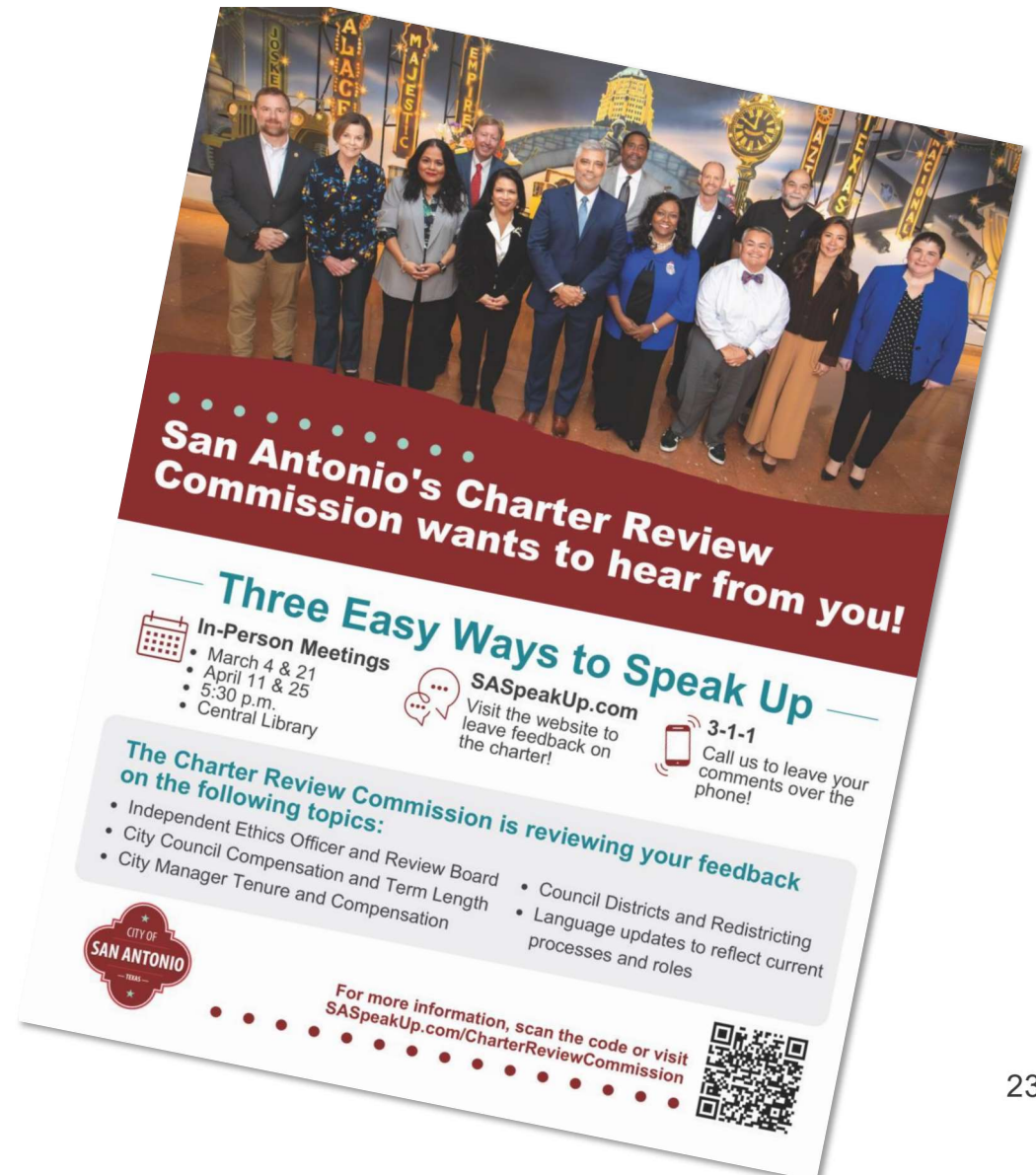
Community Centers

18



Print Reach

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



THANK YOU!

