



# City of San Antonio

## Agenda Memorandum

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**Agenda Item Number:** 7

**Agenda Date:** January 22, 2024

**In Control:** Governance Committee Meeting

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**DEPARTMENT:** Department of Human Services

**DEPARTMENT HEAD:** Melody Woosley

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Council Consideration Request on the implementation of the Homeless Outreach public engagement campaign

**SUMMARY:**

On October 17, 2022, Councilmember Manny Pelaez submitted a Council Consideration Request calling for a homeless encampment education campaign focusing on data sharing, transparency, and awareness.

**BACKGROUND INFORMATION:**

Since 2018, DHS has coordinated an interdepartmental response to homeless encampments, which includes assessment of health and safety concerns, outreach and connection to resources, notification of impending abatement at least 48 hours in advance, and site abatement.

Councilman Manny Palaez CCR called for “Direction to City Staff to coordinate a public engagement campaign as part of its homeless outreach program. Public education and data sharing

are essential components of addressing homelessness and are critical for making meaningful progress. Components of the public education campaign. should include but are not limited to:

- Data Sharing and Transparency: make impact reports of the abatement process easily accessible and available to an residents through a dashboard. Raw data should be made available to the public, researchers, and relevant non-profits.
- Awareness: inform the public about the extent of homelessness and homeless outreach efforts of the city by way of a branded campaign.
- Education: clarify the abatement process to residents and dispel stereotypes of people experiencing homelessness.

The FY 2024 Budget provided resources to hire a communications manager and to develop a public education campaign on homelessness. The City and its partners have initiated its development and it is in alignment with the CCR. The campaign will include various strategies to build empathy and awareness of homelessness in San Antonio to include a comprehensive community dashboard, multi media efforts to develop empathy and awareness, proactive neighborhood engagement through meetings and monthly online communications.

#### **ISSUE:**

Staff will brief the Governance Committee on the primary components of the public education campaign. The draft campaign outline will go to PCDC in March and will be included in an April B session briefing on homelessness.

#### **FISCAL IMPACT:**

**For briefing purposes only**

#### **ALTERNATIVES:**

For briefing purposes only

#### **RECOMMENDATION:**

Recommend draft outline of Homeless Education Campaign will go to Planning and Community Development Committee in March 2024, and included in the April B Session briefing on homelessness.