



# City of San Antonio

## Agenda Memorandum

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

---

**Agenda Item Number:** 5

**Agenda Date:** September 28, 2022

**In Control:** San Antonio Housing Commission Meeting

---

**DEPARTMENT:** Neighborhood and Housing Services

**DEPARTMENT HEAD:** Veronica Garcia, Interim Director

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Briefing and continued discussion related to Public Information Campaigns, innovation, and engagement

**SUMMARY:**

Continuing discussion from the Housing Commission's Work Session held on August 8th. Staff will provide follow up related to the public information campaigns and continue evolution of the commission's engagement strategies.

**BACKGROUND INFORMATION:**

On August 8, 2022, the Housing Commission convened a work session, facilitated by NHSD staff and the Chief Housing Officer, to discuss three items from the July commission meeting. One item addressed intention, need, priorities, and themes associated with housing affordability public information campaigns. The Strategic Housing Implementation Plan's focus on ensuring accountability to the public was reviewed and staff presented ongoing efforts to address SHIP

strategies EAP 1, 2, 5. The discussion allowed for commissioners to express demographic, language and tone considerations as part of future campaigns. Commissioners shared possible definitions and success indicators for public information campaigns and degrees of involvement from the Public Engagement and Outreach Subcommittee and the Housing Commission as a whole.

**ISSUE:**

NHSD and the Public Engagement and Outreach Committee will address priorities shared in the August work session, present proposed paths forward in support of goals reviewed by the Housing Commission, and implement agreed upon strategies to engage with communities regarding housing affordability.

**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.