



# City of San Antonio

## Agenda Memorandum

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**Agenda Item Number:** 2

**Agenda Date:** November 8, 2022

**In Control:** Community Health, Environment and Culture Committee

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**DEPARTMENT:** Communications and Engagement

**DEPARTMENT HEAD:** Alanna Reed

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Engagement Update

**SUMMARY:**

This presentation will provide the Community Health, Environment and Culture Committee with an update on the SASpeakUp portal project and enhancements to public participation efforts by the City of San Antonio.

**BACKGROUND INFORMATION:**

Over the past year, the City of San Antonio's Communications & Engagement Department (C&E) has made significant enhancements to engagement efforts. The City has implemented new ways for residents to engage in two-way communication and has increased participation in major policy initiatives through the adoption of a 2019 Public Participation Administrative Directive and the launch of the SASpeakUp.com Portal.

## **ISSUE:**

### **SASpeakUp.com Portal**

The SASpeakUp portal was officially launched on November 1, 2021. The portal provides residents with a single resource to engage in surveys and public meetings. The portal also provides staff with tools to develop engagement campaigns, analyze data and easily cross-collaborate with other departments.

### **Engagement**

In late 2020, the City contracted with SA2020 to provide a comprehensive analysis and recommendations for advancing the City's public participation efforts. The effort included a study of City resources and directives regarding public outreach, a survey of City executives and staff who work on public participation initiatives, as well as community focus groups.

C&E has since put the recommendations into practice through several enhancements:

In October 2021, the Neighborhood Engagement division was transferred from the Neighborhood & Housing Department to C&E.

C&E formed what is now known as the Engagement Team. The Engagement Team creates opportunities to connect the community to engage in the decision-making process by actively promoting City projects, programs, and initiatives, building positive relationships and enhancing communication with community leaders. The team also manages the neighborhood registry and Neighborhood Leadership Academy.

The department is also working with the R&D League of the Office of Innovation to develop a City survey toolkit. The toolkit will provide resources for non-survey experts to craft well-written surveys to gather community input. This project is slated for completion by the end of the year.

In addition, C&E is producing an engagement playbook, which will serve as a written resource for City staff to create and execute engagement campaigns.

## **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.