



SA2020®

BUILDING MOMENTUM





SA2020.org/community-engagement



“ Our residents are among the **healthiest** in the nation with access to **quality education** and **economic opportunity**. San Antonio is the **safest big city** in the U.S. with **connected neighborhoods** and residents that are **engaged** civically. The city is **growing**, but is sustaining its natural resources as a **respectful steward**. San Antonio has public transportation that is recognized as a **model of efficiency**, a **vibrant downtown**, a diverse and **thriving creative community**, and a local government that's **responsive and accountable**. Our entire community takes **responsibility** for our collective well-being.



Arts & Culture



Civic Engagement



Community Safety



Downtown Development



Economic Competitiveness



Education



Environmental Sustainability



Family Well-Being



Health & Fitness



Neighborhoods



Transportation



September 2010

October 2010

November 2010

December 2010

January 2011

March 2011



Launch Event
for the Community
Visioning Process

Public Forum:
Developing the
Community Vision

Public Forum:
Measuring
Progress

Public Forum:
Defining
Success

Public Forum:
Putting it
Together

Community Vision
& Report Unveiled

A SHARED VISION LEADS TO BIG, BOLD EFFORTS



Collaborations &
programs inspired
by our shared vision





SA WE DRIVE PROGRESS
TOWARD A SHARED VISION
OF A THRIVING SAN ANTONIO.

We transparently report on progress.



16,800+ visits in 2019



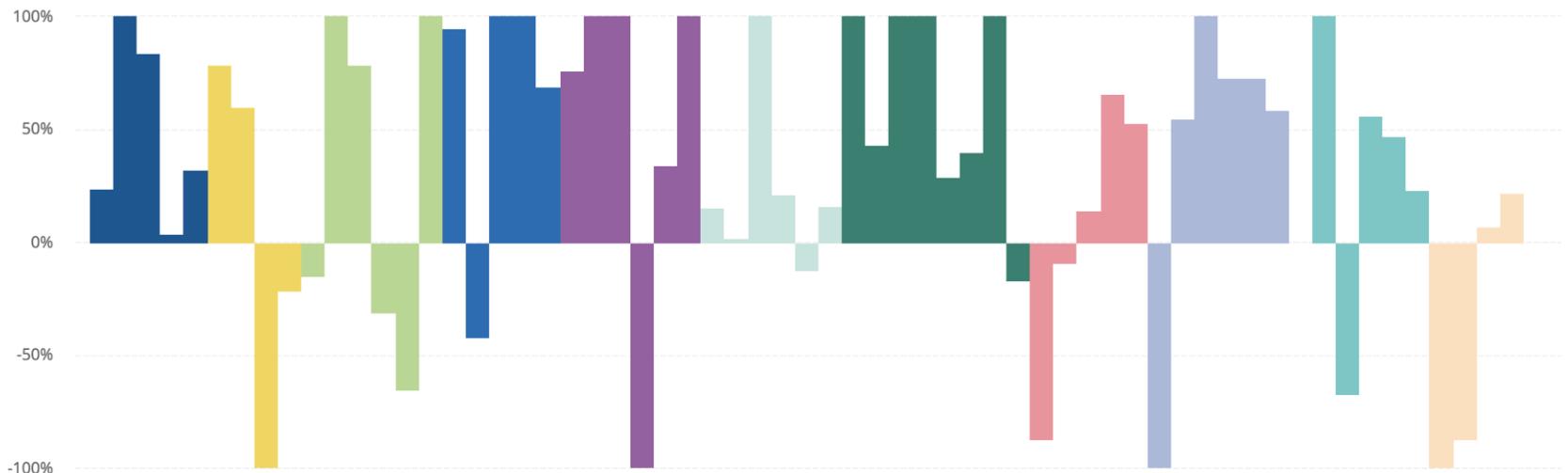
13,000+ blog post views

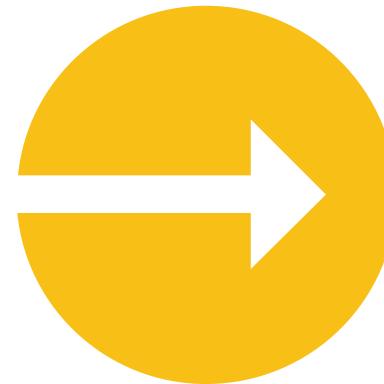
LAUNCHED **The Story Goes...**,
a podcast in collaboration with KLRN,
hosting 23 community leaders
3,000 plays in 2019



4 reports produced in 2019

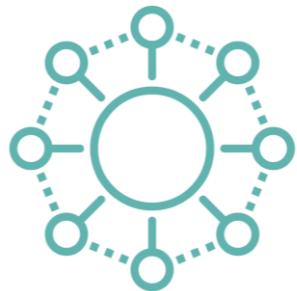
To measure progress toward San Antonio's Community Vision, **SA2020**[®] tracks 62 Community Indicators across 11 Community Results.





72%

We align organizations toward shared goals.



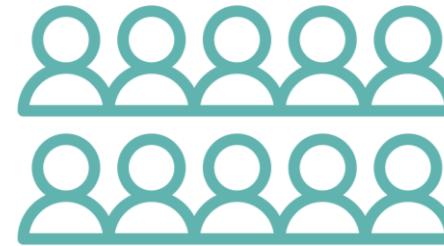
160+ Multi-Sector Partner Organizations

Nonprofits, Corporations, Foundations/Funders, Government/Public, Education & Member/Trade Organizations



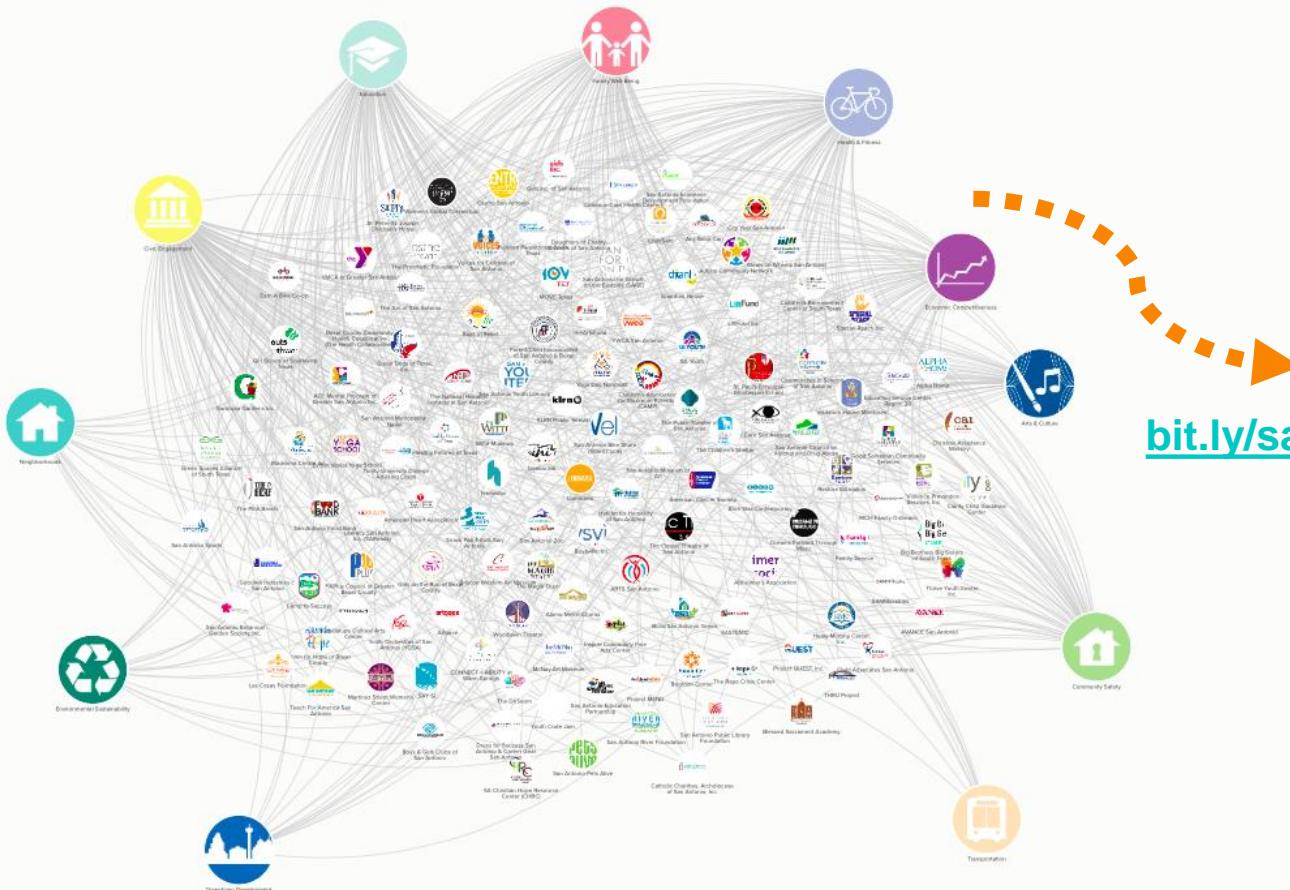
Organizational Capacity Building

Led 6 multi-sector, 1-on-1 trainings in 2019.



Partner Workshops

97% of participants reported greater understanding of their organization's role in advancing equity & impact.



bit.ly/sa2020ecosystem

MACRO
ACCOUNTABILITY

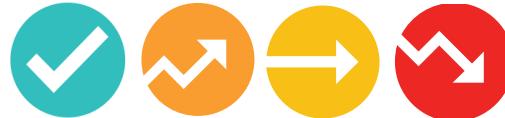
MICRO
ACCOUNTABILITY

SA 2020®

TRACKED AND
REPORTED BY

160+ PARTNERS

Community Results
MEASURED BY
Community Indicators



MADE UP OF



San Antonio's
Community
Vision

ALIGNS

IMPACTS

Nonprofit, Foundation,
Government, Corporate,
Education, Public Institutions,
and Member/
Trade Orgs.



The City of San Antonio delivers quality services and commits to achieve San Antonio's vision of prosperity for our diverse, vibrant, and historic community.

MACRO
ACCOUNTABILITY

MICRO
ACCOUNTABILITY



SA 2020®

PROVIDE

Policies,
Services,
and
Funding

TRACKED AND
REPORTED BY

Community Results
MEASURED BY
Community Indicators



ADVANCE

Outcomes
MEASURED BY
Performance
Metrics

DRIVE

“Deliver
quality
services
and achieve San
Antonio’s vision of
prosperity...”



San Antonio’s
Community
Vision

ALIGNS

IMPACTS

We engage and activate the community.



ilovesanantonio.org

A one-stop resource for municipal elections—in both English & Spanish

4,853 visits in 2019



52,000+
social media followers

6,800+
email subscribers



LAUNCHED **The Board Game**, a leadership development & matching program for nonprofit board service

132 San Antonians trained
(86% matched) in 2019
47 nonprofits participated

25+ WITH
ASSOCIATES
DEGREE OR HIGHER
US CENSUS, 2018

34%

FASTEAST-GROWING
CITY
US CENSUS, 2018

1st

PER CAPITA
INCOME IN 25
MOST
POPULOUS
CITIES
STATISTA, 2018

23rd

BEST CITY FOR
SOFTWARE
ENGINEERS
SPAREFOOT, 2018

1st

LIVE IN
POVERTY
US CENSUS,
2018

1 in 5

BEST CITY FOR
COLLEGE GRADS
SMART ASSET, 2018

6th

MILLENNIAL
GROWTH
SPAREFOOT, 2018

2nd

1 in 3

BURDENED BY
HOUSING COSTS
US CENSUS, 2018

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SA2020® Community Engagement Plan



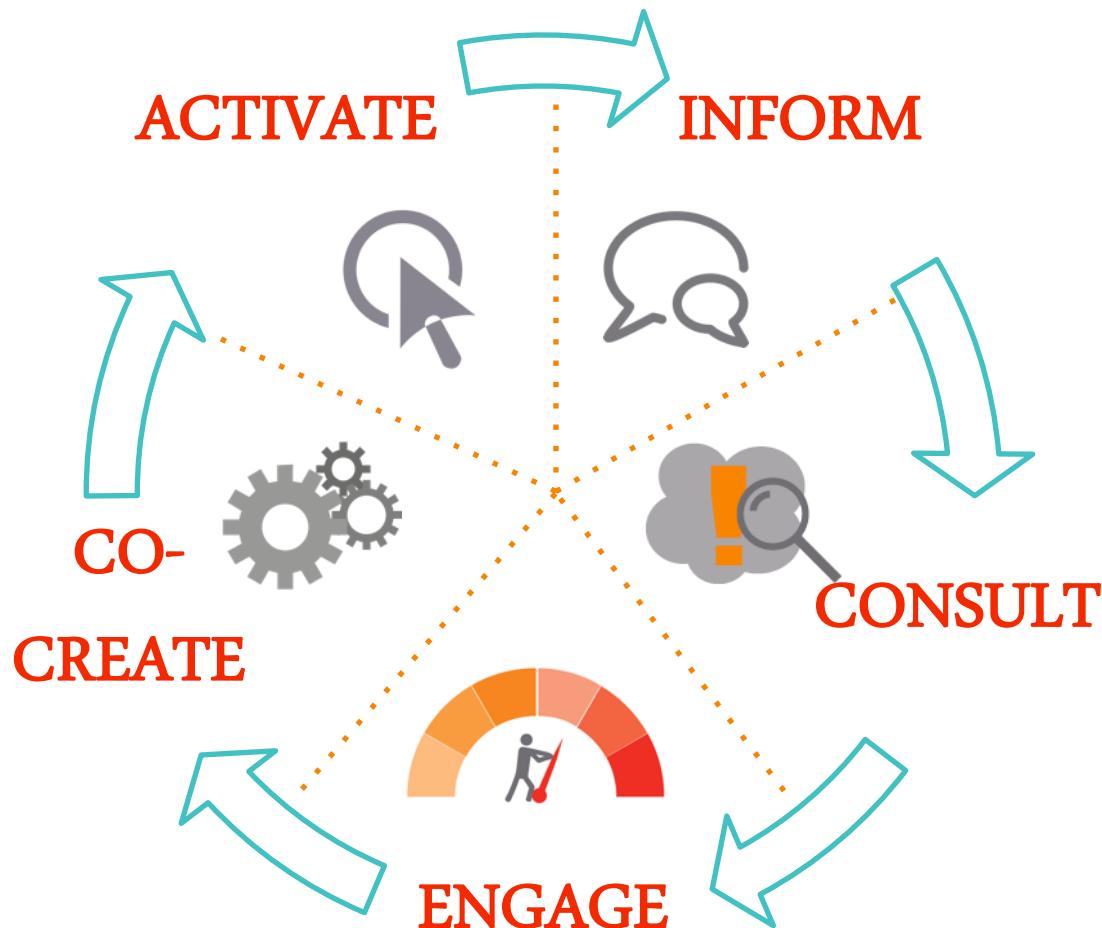
Increase the number of San Antonians, representative of the city, reaffirming & strengthening the Community Vision



Elevate the importance of a shared vision & an independent nonprofit driving progress



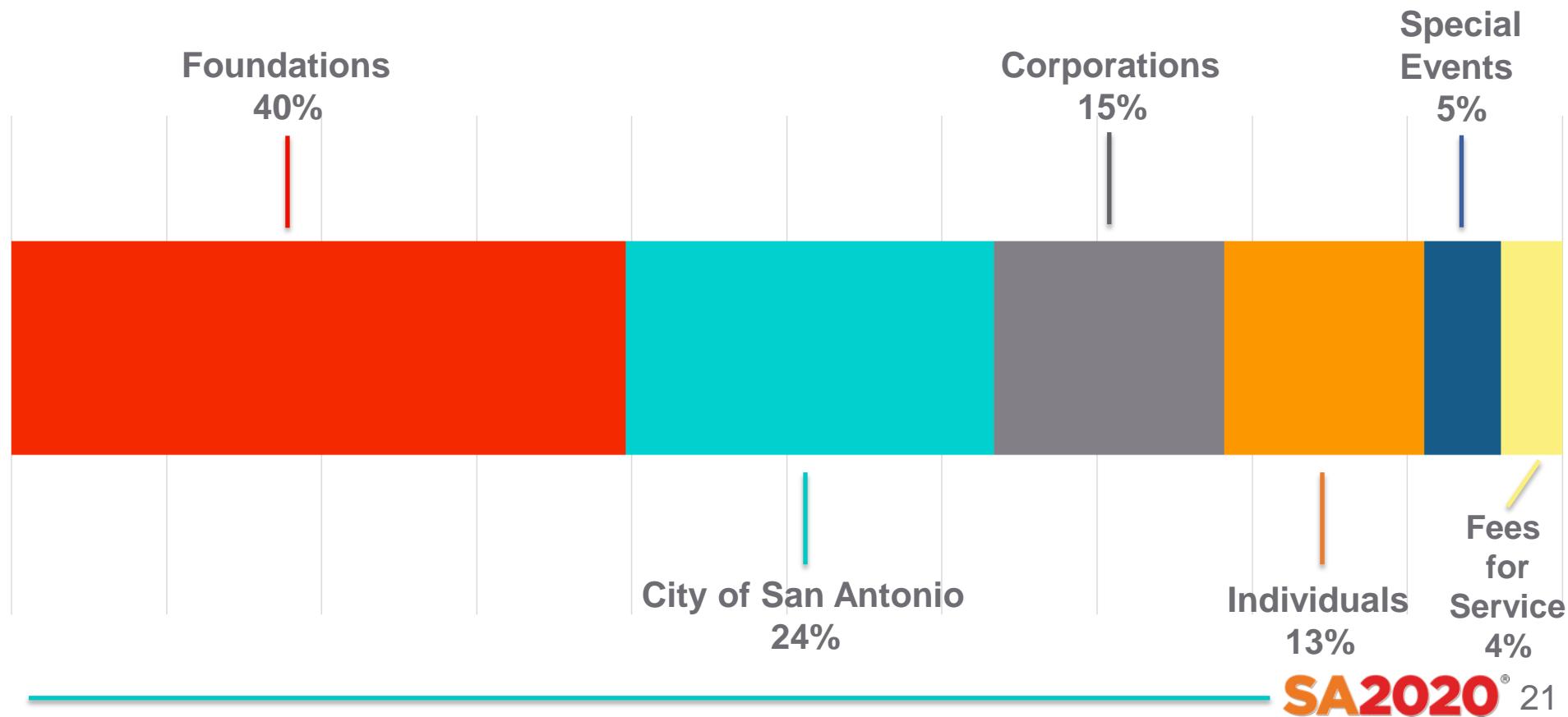
Document the equitable & data-informed engagement process as a national & local best practice



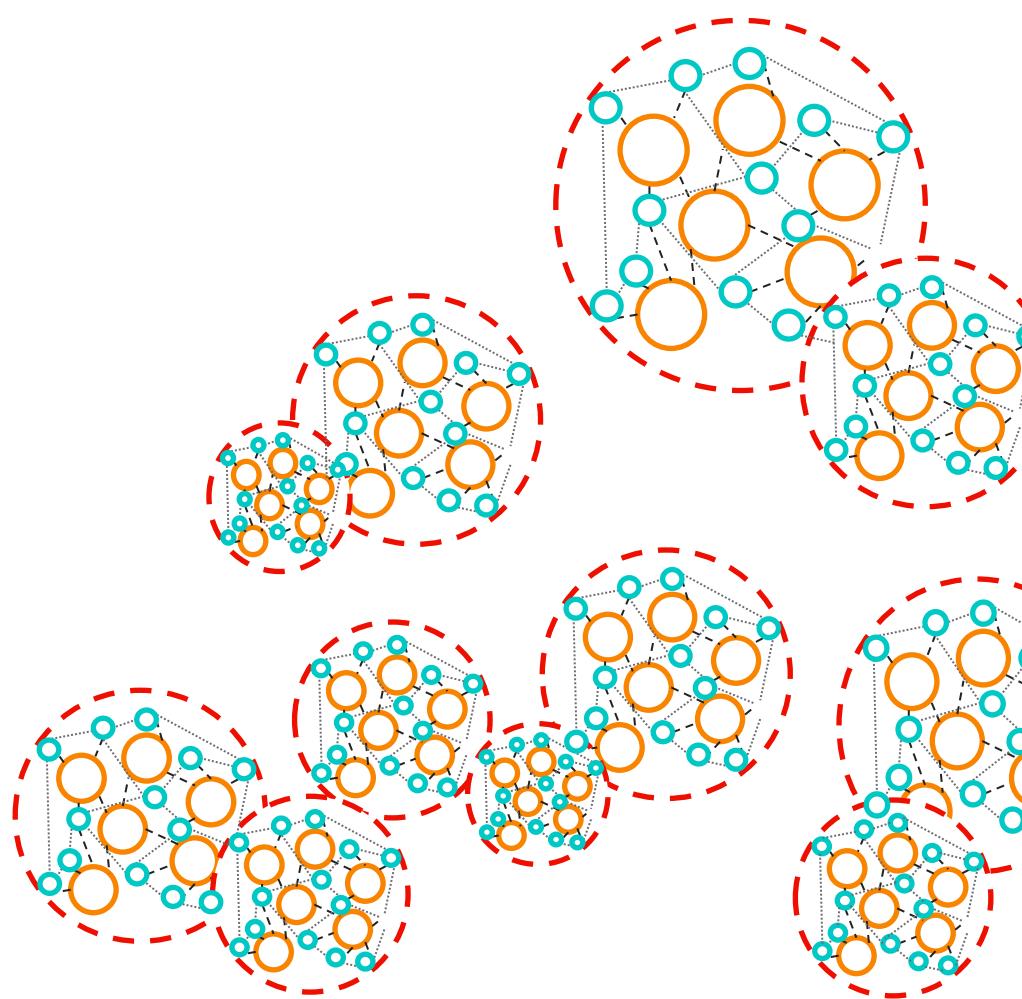
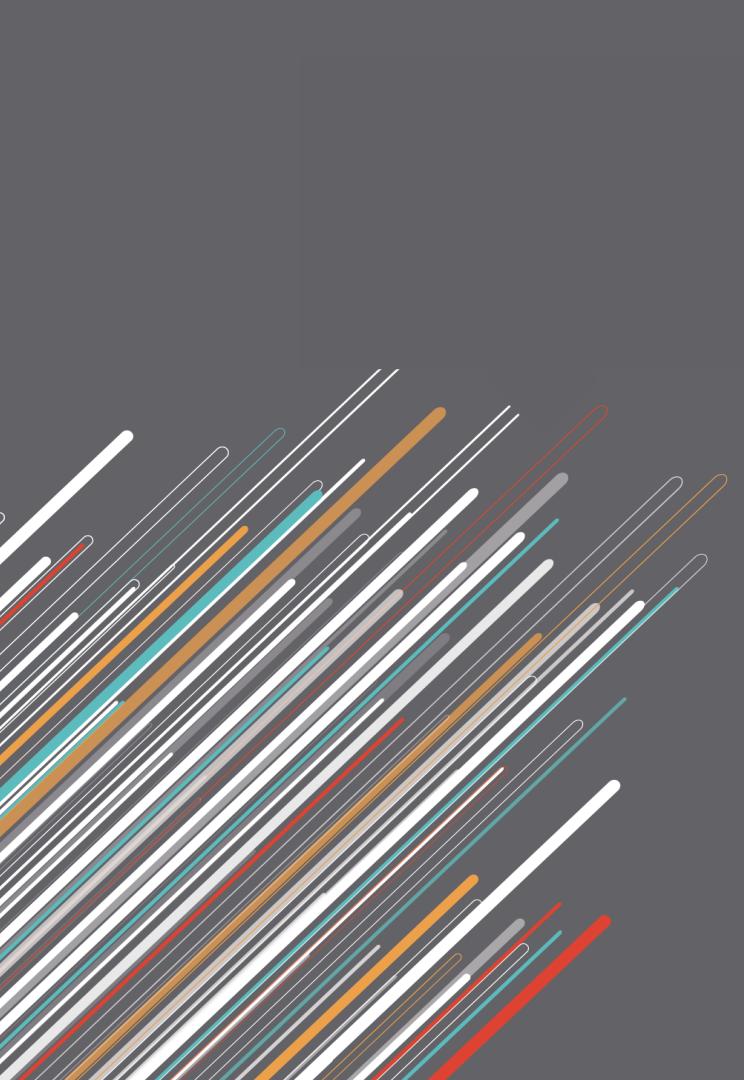
Adapted from the King County Community Engagement Process



We ensure the health & sustainability of the organization.



How do **you** make
the greatest **impact**?



SA2020®

MEET UP: CIVIC ENGAGEMENT

MARCH 4TH, 2020 • 5:30 PM - 7:30 PM
DORCOL DISTILLING & BREWING COMPANY

1ST MEET UP OF 3

