



# Strengthening the City of San Antonio's Meaningful Public Engagement

Presentation to the Committee for Health & Equity  
January 2021

SA2020



# Scope of Work

1. Assessment (Sept. – Oct. 2020)
2. Survey (Nov. – Dec. 2020)
3. Focus Group Discussions (Feb. 2021)
4. Report & Recommendations (March 2021)

# Assessment – Key Findings



1. Continually reinforce, internally, shared responsibility for meaningful engagement
2. Build a more comprehensive strategy to complement the Administrative Directive
3. Strengthen the capacity of Departments to lead meaningful public engagement
4. Support coordination across Departments
5. Hold each Department accountable to shared goals and performance metrics

# Survey – Responses



**32 Council Staff**  
representing every  
City Council District &  
the Mayor's Office

**50 City Executives**  
representing 73% (27)  
of departments

**43 City Employees**  
(non-executives)  
representing 38% (14)  
of departments



# Survey – Key Findings

1. Knowledge of shared mission and role in strengthening meaningful engagement
2. Need for shared language and coordinated strategy internally
3. Gap between understanding and operationalizing equity for meaningful public engagement
4. Gap between knowledge of role and prioritizing time and resources
5. Need for opportunities to regularly learn & share best practices across the organization



# Focus Group Discussions

## Purpose

1. To co-create a comprehensive public engagement strategy that complements the existing Administrative Directive
2. To identify and prioritize tactics to strengthen meaningful public engagement annually

## Criteria

1. Community members who have expertise in leading meaningful public engagement and experience engaging with the City of San Antonio
2. Community members who collectively represent San Antonio by race, gender, age, and City Council District

RESULTS DRIVEN  
DATA INFORMED  
PEOPLE POWERED  
SYSTEMS FOCUSED