

# Resident Connection Platform



Presented by:

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&

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## Vision

A resident centric approach to engagement with the City of San Antonio.

# History



- SASpeakUp campaign began in 2015
- Councilwoman Sandoval filed a public participation CCR – Feb 2018
- The City implemented Public Participation Minimum Standards – July 2018
- City Council Adopts Guiding Principles of Public Participation – December 2019
- City Manager issues Public Participation Administrative Directive – February 2019
- Virtual Public Comment – June 2020



# Guiding Principles



## MEANINGFUL

Ensure that public input is appropriately considered in the decision-making process; use public participation to improve City programs, policies and ordinances.



## RESPECTFUL

Consider all input received, including differing viewpoints, while balancing the interests of all stakeholders.



## TRANSPARENT

Be open and clear by communicating the decision-making process to the public, including the role of public in the process, what type of input is sought and how the input will be used; provide a public record of the input received and the range of views and ideas expressed.



## INCLUSIVE

Engage a broad range of stakeholders, with particular emphasis on those who do not normally take part in City public participation processes; make every effort to ensure that stakeholder groups do not feel left out of the process.



# Guiding Principles



## ACCESSIBLE

Ensure that anyone who wants to participate in the process can provide input; overcome barriers to participation, whether they are geographical, physical, socioeconomic or language barriers.



## RESPONSIVE

Communicate outcomes to all who participated and provided input



## INFORMATIVE

Educate through public participation; use the opportunity to help people understand how the City organization works and to enhance both the public's and the City's understanding of issues, policies and challenges; strive to ensure that opinions are informed with facts.



## TIMELY

Seek public input well ahead of key decisions; engage the public proactively.

# Guiding Principles



## CONVENIENT

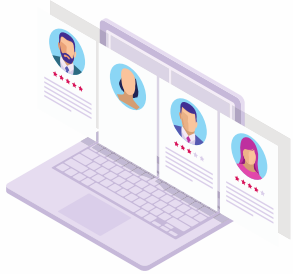
Make it as easy as possible to engage with the City; provide multiple opportunities for the public to provide input; when possible, meet people where they are instead of only requiring them to show up to a public meeting; utilize the power of digital communications while being mindful of technology gaps.



## CONTINUOUS

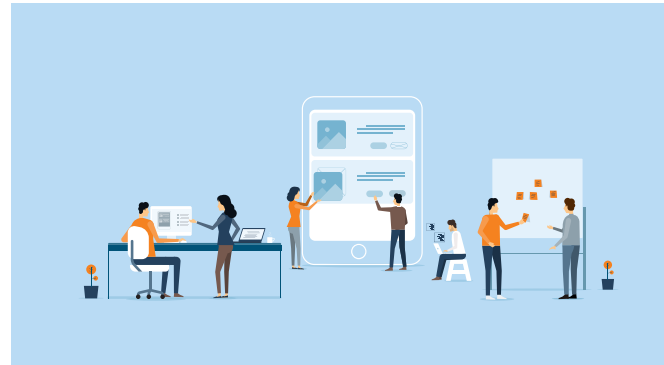
Treat every input provided by the public as another step toward a more engaged community by developing the infrastructure to foster sustained participation; residents who make the effort to participate should be continually engaged in future efforts; residents who want to share an opinion with their City organization should be able to do so at any given time.

# Core Components



## Constituent Management

- A way for residents to proactively manage their relationship with the City



## Boards & Commissions

- New and improved application process



## Agenda Management

- City Council meeting agenda building

# Core Components



## Survey Management

- City-wide standardized survey management & analysis



## Calendar Management

- Comprehensive master calendar



# Operational Impact



- Resident-centric approach to community engagement technology solutions
- Holistic and deeper understanding of residents
- Better targeting of information to residents
- Operational continuity for departments and Council offices
- Streamline processes



## Implementation

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### Consideration for:

- Privacy and security
- Overcoming the digital divide
- Accessibility
- Integration with other City of San Antonio systems

### Phase One:

- Constituent Management
- Boards and Commissions
- Outreach:
  - Internal: Departmental processes and staff training
  - External: Marketing and promotion to residents and stakeholders through comprehensive communications campaign

### Phase Two:

- Survey management, agenda management and event calendar

# Measuring Success



- Number of engagements with the City through applications, surveys and participation in events
- Number of applicants to Boards and Commissions
- Diversity of participants
- Attendance and participation at meetings and events
- Email list sign-ups



# Solicitation Overview



Type of Solicitation	Request for Competitive Sealed Proposals
Current Contract Status	New Contract
Estimated Value	\$300,000 Annually
Proposed Term	Three years with two one-year options
NIGP Code	92002 Access Services, Data
Number of Vendors to be Notified	Central Vendor Registry: 54 Veteran Owned Small Business: 414 Targeted Vendor Outreach: 6
Advertising	TVSA Channel 21 COSA Bidding Opportunities Website Express News

# Solicitation Overview



<b>Evaluation Criteria</b>	Experience, Background, Qualifications: 25 points Proposed Plan: 40 points Price: 15 points SBE Prime Contract Program: 10 points M/WBE Prime Contract Program: 10 points
<b>Additional Requirements</b>	Local Preference Program: Not Applicable Veteran-Owned Small Business Preference Program: Not Applicable

# Solicitation Evaluation Committee



## Voting Members

### **Internal Members:** Executives, Subject Matter Experts, Sponsors

Craig Hopkins, Chief Information Officer, ITSD  
Kevin Goodwin, Chief Technology Officer, ITSD  
Tina Flores, Deputy City Clerk, City Clerk's Office  
John Peterek, Assistant to City Manager, City Manager's Office  
Emily McGinn, Interim Assistant to City Council, City Council  
Laura Mayes, Assistant Director, GPA

### **External Members:** Public Engagement and Public / Neighborhood Sectors

Margaret Wilson-Anaglia, Resident Member  
Cynthia Spielman, Resident Member



# Solicitation Evaluation Advisory Committee



## Advisory Committee – Constituent Management

### Non-voting members

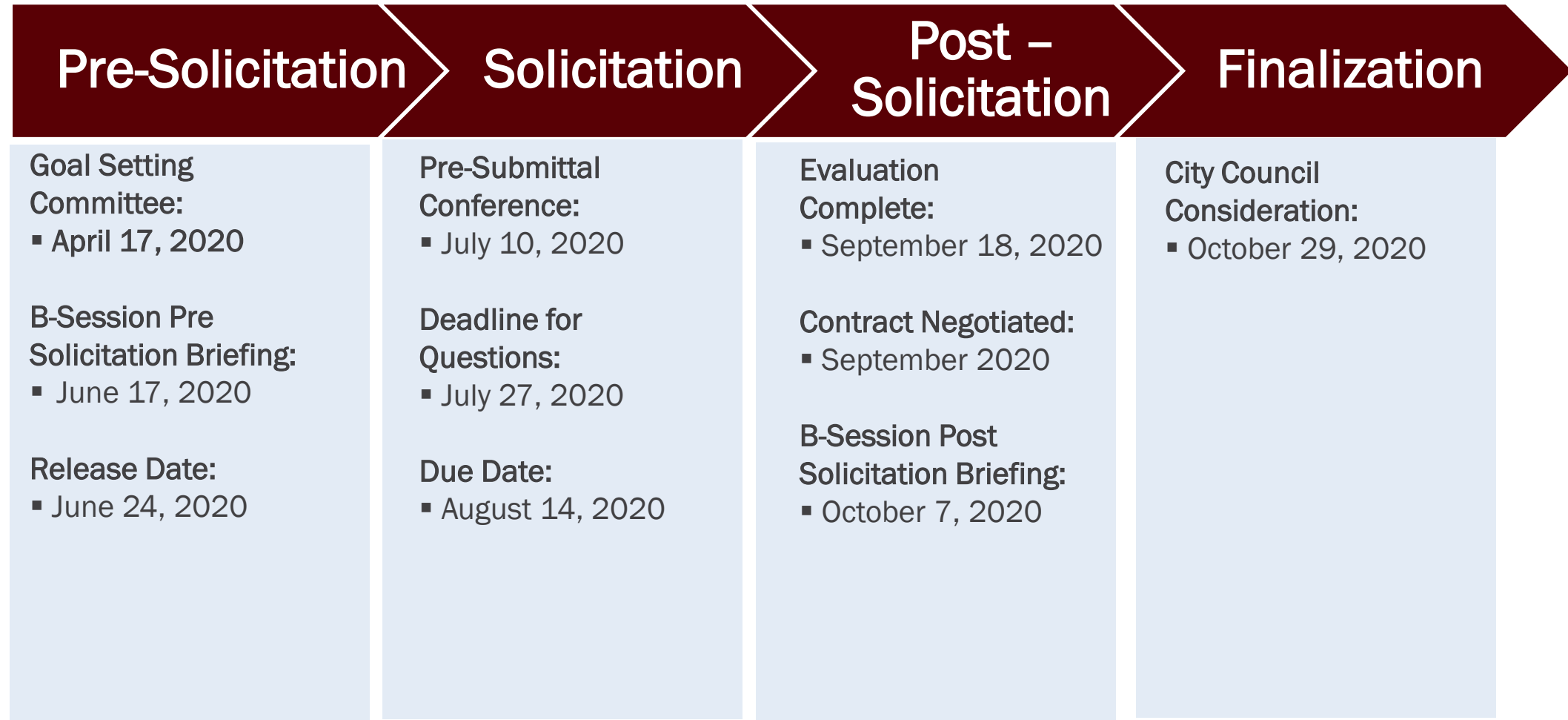
Currently working with Council offices to identify one staff member from each district

## Advisory Members – Boards & Commissions, agenda management, survey management and event calendar

### Non-voting members

City staff who work with boards and commissions  
City staff who work with council meeting agenda process  
City staff who would utilize the survey and event management technology

# Solicitation Timeline



# Questions?



# BACKUP SLIDE



# Current Programs Used for Community Engagement

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- Calendars
  - Separate calendars for each department and/or initiative
- Survey platforms
  - Jotform, SurveyMonkey, Google Forms, Mentimeter
- Relationship Management
  - Internet Quorum
  - Manual entry Excel lists
  - Constant Contact, MailChimp, etc