

# Communication Update



# Contract Details



## PURPOSE

- Gather input, educate and empower community in alignment with SA Climate Ready, Climate Action and Adaptation Plan

## TERMS

- One year not to exceed \$195,000
  - 20% of total in year one for subcontracted grassroots engagement (\$39,000)
  - Option to increase up to 40% in subsequent years
- 2 additional 1 year options

## TOTAL FUNDING

- Total not to exceed \$585,000
  - Grassroots engagement (\$117,000 - \$195,000)

# Grassroots Engagement



## WHO

- Direct Service Organizations with experience working in traditionally underserved communities/neighborhoods

## WHY

- Provides an essential avenue for input and awareness with the hardest to reach in our community

## HOW

- Formalized “grant” application process

## WHEN

- Draft RFP, receive grantee responses, award/kickoff in next 90 days



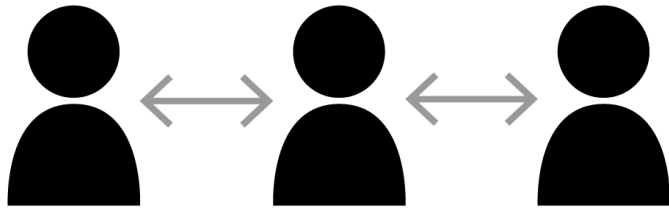
# Target Audience

A diverse San Antonio population with a focus on historically under-represented communities

# Phased Approach



## 1 INPUT



Next 90 Days

## 2 EDUCATE



## 3 EMPOWER





# 90 Day Action Plan

## PHASE 1: INPUT Primary & Secondary Listening Tools

# Input Gathering – 3 parallel paths



Methodology for community listening – pre-messaging.

## 1 Equity: Subs Grant Process

1	Embracing the Gifts of Diversity
2	Realizing the Role of Race, Power, and Injustice
3	Radical Hospitality: Invitation and Listening
4	Trust-Building and Commitment
5	Honoring Dissent and Embracing Protest
6	Adaptability to Community Change

Equitable & Inclusive  
Civic Engagement

## 2 Businesses: Large & Small



Relationship Building;  
Advisory Committees

## 3 Masses: Quant Research

Issue	February 2020	April 2020	Difference
Lack of affordable housing	41%	53%	+12%
Low wages	53%	65%	+12%
The cost of healthcare	64%	75%	+11%
Climate change	42%	52%	+10%



BEXAR  FACTS

Attitudes, Awareness &  
Perceptions Study



---

**Thank you**



# Engagement



“

“Civic engagement is more than a collection of meetings, techniques, and tools. It takes place in an environment made up of diverse people, practices, conditions, and values. Our civic environments are where we derive our opportunities to succeed. Some communities have healthy, sustainable, and rich civic and built environments. Others suffered from decades of segregation and disinvestment, leaving residents segregated from opportunities and unable to strongly influence the policies that drive community investment.

As a result, residents in these communities have lost the structural and cultural supports necessary to ensure justice and to achieve successful outcomes in their lives. The result is that civic engagement is often viewed as a means of gathering consent for initiatives supported by those with wealth and power, rather than a vehicle for delivering civic power to the community.... For people to exercise their civic power and voice equitably, we must change the way we think about civic engagement, making transformative changes in our longstanding customs, assumptions, and institutions. It also means moving our conversations away from those that foster polarization and towards those that build relationships, foster mutual accountability, and strive for understanding among neighbors.”

— Kip Holley, *The Principles for Equitable and Inclusive Civic Engagement: A Guide to Transformative Change*