



City of San Antonio

Legislation Details (With Text)

File #: 19-8489

Type: Staff Briefing - Without Ordinance

In control: Audit and Accountability Committee

On agenda: 11/19/2019

Title: AU19-030 Audit of TCI - Public Relations & Citizen Communication

Sponsors:

Indexes:

Code sections:

Attachments: 1. AU19-030 Audit of TCI - Public Relations & Citizen Communication

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

AUDIT COMMITTEE SUMMARY
November 19, 2019
Audit of TCI Public Relations and Citizen Communication
 Report Issued November 06, 2019

Audit Objective

Determine if citizen communication regarding Transportation and Capital Improvements (TCI) projects is adequate and timely and citizen feedback is addressed.

Background

TCI oversees and directs the development and maintenance of the publicly owned infrastructure of the City of San Antonio. TCI's department goals include effective communication with citizens to provide accurate and timely responses to citizen requests and to maintain a positive image within the community by promoting public trust through community meetings and timely, proactive, and positive communication with the media.

TCI's Communications and Engagement team, headed by the Chief Communications Officer, manage all forms of communication with the public about department projects and activities through the media, public outreach campaigns, and social media. The Communications and Engagement team's primary focus is to provide broad communications to all San Antonio residents and other relevant stakeholders to promote projects and initiatives or inform citizens of TCI activities.

Capital Project Officer's (CPO) are responsible for more direct communications with citizens about specific projects that will impact the resident, neighborhood, or smaller community. CPO's are the primary staff assigned to ensure that affected citizens are informed and updated about TCI project plans and project status, and resolve relevant issues and complaints as they arise.

Audit Scope and Methodology

The audit scope included currently active projects as of March 2019. We reviewed the TCI's current communication practices. We reviewed how citizen complaints and feedback are recorded and resolved. We

also reviewed 311 data to determine the types of complaints received and resolution of complaints. We reviewed a sample of projects to determine if appropriate notifications occurred.

Audit Conclusions

Overall, citizen communication regarding TCI projects is adequate and timely and citizen feedback is being addressed. TCI is ensuring citizens are notified about long-term projects, including providing input and feedback throughout the design process. Updates are occurring regarding project progress and status. Finally, adequate mechanisms exist for citizens to request TCI services and submit complaints.

However, we identified one area in which citizen communication could be continually enhanced. Enhancements could be made to ensure that all complaints, inquiries, and requests are logged in a centralized location to better track and respond to possible trends.

We made recommendations to address the opportunities. Management agreed with the recommendations and developed positive corrective action plans.