



# City of San Antonio

## Agenda Memorandum

**File Number:**15-5620

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**Agenda Item Number:** 4.

**Agenda Date:** 10/27/2015

**In Control:** Comprehensive Plan Committee

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**DEPARTMENT:** Department of Planning & Community Development

**DEPARTMENT HEAD:** John Dugan, AICP

**COUNCIL DISTRICTS IMPACTED:** Citywide

### **SUBJECT:**

Briefing on the expansion of public outreach efforts related to the SA Tomorrow Initiative.

### **SUMMARY:**

Briefing on the SA Tomorrow public outreach plan.

### **BACKGROUND INFORMATION:**

The three SA Tomorrow Plans have conducted numerous outreach and engagement activities. The SA Tomorrow initiative was launched with the SA Tomorrow Public Kick-Off event on April 11, 2015. The Multimodal Transportation Plan staff has performed 120 “go to them” meetings and the Sustainability Plan staff held the Sustainability Forum on June 23 with over 400 people in attendance. Finally, the Comprehensive Plan staff has engaged the nine technical working groups, the SA Tomorrow Steering Committee, the Citizen Planning Institute, and a number of stakeholder groups. To date, 474 people have participated in the MindMixer electronic forum. Approximately 1,500 Facebook and Twitter users follow SA Tomorrow on social media; although 123,715 users have been reached through Facebook and 98,000 users have been reached through Twitter.

### **ISSUE:**

This item will provide a briefing on staff’s strategy to enhance the public outreach process by selecting and hiring a consultant(s) to augment SA Tomorrow’s public engagement plan. This will allow for a more successful SA Tomorrow initiative.

The current public engagement efforts include the following scheduled meetings:

November 10 Plan Element Working Groups - consolidated meeting of all 9 technical working groups

November 10 Comprehensive Plan Steering Committee

November 13 Citizen Planning Institute

December 1 - 3 Neighborhood Leadership Workshops - 4 workshops, held at different locations around the city and at different times of the day, for leaders of neighborhood and homeowner associations and other community organizations

December 4 Plan Element Working Group Summit - day long workshop for Working Group and Steering Committee members, individual panel discussions related to Water, Schools, Annexation, and Alternative Transportation

### **ALTERNATIVES:**

This briefing is for informational purposes only.

### **FISCAL IMPACT:**

There is no fiscal impact associated with this briefing.

### **RECOMMENDATION:**

This briefing is for informational purposes only.