



City of San Antonio

Agenda Memorandum

File Number:18-2135

Agenda Item Number: 2.

Agenda Date: 2/28/2018

In Control: City Council B Session

DEPARTMENT: Government and Public Affairs Department

DEPARTMENT HEAD: Jeff Coyle

COUNCIL DISTRICTS IMPACTED: City-wide

SUBJECT:

2018 SASpeakUP Campaign

SUMMARY:

City Council will receive a briefing from the Government & Public Affairs Department on the proposed plan for the 2018 SASpeakUp campaign, a community engagement initiative designed to seek input from the public for the City's Fiscal Year 2019 Budget.

BACKGROUND INFORMATION:

SASpeakUp is designed to engage a diverse, representative sector of San Antonio's population, to gather feedback on residents' budget priorities and help ensure the City's budget aligns with the community's top priorities. Public input is received through a SASpeakUp survey, which is available at events, online and at City facilities. A summary of the public feedback will be provided to City Council prior to the FY 2019 Budget Goal Setting Session.

This will be the fourth year of the campaign. Each year, SASpeakUp's reach has grown exponentially, from 1,300 residents providing input in 2015 to more than 6,000 residents in 2017. Over the past 12 years, the City has increased its budget outreach to the community. In 2006, the City started hosting budget meetings in the community, and then increased its outreach by seeking input prior to the development of the proposed budget. SASpeakUp is the next step in this engagement process by utilizing a variety of outreach efforts.

SASpeakUp follows a grassroots model, with the goal of making information easy to understand and

interactive. The surveys are made available as conveniently as possible through in person outreach and through the use of City owned facilities and assets. For example, SASpeakUp teams visit communitywide events and collect surveys, interacting face to face with residents. The campaign also includes a robust digital component, with engaging social media posts, contests and digital advertisements. After the City Manager presents the budget, outreach is conducted throughout the community to inform the public on what is included in the proposed budget and to collect additional feedback. Outreach includes bilingual community open house style events, digital marketing, traditional advertising and media outreach.

ISSUE:

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ALTERNATIVES:

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FISCAL IMPACT:

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RECOMMENDATION:

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