



City of San Antonio

Agenda Memorandum

File Number:18-4042

Agenda Item Number: 6.

Agenda Date: 6/20/2018

In Control: Governance Committee

DEPARTMENT: Government & Public Affairs

DEPARTMENT HEAD: Jeff Coyle

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Briefing on Council Consideration Request (CCR) from Councilwoman Sandoval - Request to Review City public participation and information practices and recommend improvements.

SUMMARY:

On February 27, 2018 Councilmember Sandoval submitted a Council Consideration Request (CCR) requesting City staff develop principles of public participation to guide the City various communications campaigns; assess current techniques by all City departments and recommend public participation best practices; review the Citizens to Be Heard format; develop a tool to allow all members of the public to receive updates on a particular City project or initiative; and establish reporting practices for the geographic and demographic diversity in public participation processes.

BACKGROUND INFORMATION:

The City of San Antonio offers many opportunities for residents to provide input on City policies, programs and initiatives. The City's Government & Public Affairs Department (GPA), which oversees communications and City-wide campaigns on behalf of the City of San Antonio organization, convened a working group comprised of department directors, project managers and communications staff who primarily drive organization of and marketing for those campaigns.

The results of an interdepartmental survey demonstrated that while department campaigns have the same objectives to offer San Antonio residents the opportunity to provide input on City initiatives, there are varying activities and strategies utilized to achieve this mission. With assistance from the Office of Innovation, GPA explored best practices from other cities and organizations and researched ways to improve cohesiveness and communication flow to and from the public.

ISSUE:

The briefing provides an overview of current practices and timeline for implementation of recommendations.

ALTERNATIVES:

This item is for briefing purposes only.

FISCAL IMPACT:

There is no fiscal impact at this time.

RECOMMENDATION:

Staff recommends implementing minimum standard communication requirements immediately and consolidating all City of San Antonio public participation campaigns under a unified brand to improve public participation opportunities and provide better input data to the public and City officials.