CIVIC ENGAGEMENT AND PARTICIPATION

Jeff Coyle, Director of Government & Public Affairs

PRESENTED BY GOVERNMENT & PUBLIC AFFAIRS
What is public participation?

“Any process that obtains and considers public input in a decision prior to taking action.”
City of San Antonio Communications

40 City Departments

21 Departments have in-house communications staff

19 Departments rely on Government & Public Affairs for communications support

GPA manages annual budget outreach campaign (SASpeakUp)

GPA provides guidance to other special projects as requested
## Guiding Principles

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<tr>
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<th>Description</th>
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<td><strong>MEANINGFUL</strong></td>
<td>- Ensure that public input is appropriately considered in the decision-making process; use public participation to improve City programs, policies and ordinances.</td>
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<td><strong>TRANSPARENT</strong></td>
<td>- Be open and clear by communicating the decision-making process to the public, including the role of public in the process, what type of input is sought and how the input will be used; provide a public record of the input received and the range of views and ideas expressed.</td>
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<td><strong>RESPECTFUL</strong></td>
<td>- Consider all input received, including differing viewpoints, while balancing the interests of all stakeholders.</td>
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<td><strong>INCLUSIVE</strong></td>
<td>- Engage a broad range of stakeholders, with particular emphasis on those who do not normally take part in City public participation processes; make every effort to ensure that stakeholder groups do not feel left out of the process.</td>
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<td><strong>ACCESSIBLE</strong></td>
<td>- Ensure that anyone who wants to participate in the process can provide input; overcome barriers to participation, whether they are geographical, physical, socioeconomic or language barriers.</td>
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Guiding Principles

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<td>INFORMATIVE</td>
<td>• Educate through public participation; use the opportunity to help people understand how the City organization works and to enhance both the public’s and the City’s understanding of issues, policies and challenges; strive to ensure that opinions are informed with facts.</td>
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<td>RESPONSIVE</td>
<td>• Communicate outcomes to all who participated and provided input.</td>
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<td>TIMELY</td>
<td>• Seek public input well ahead of key decisions; engage the public proactively.</td>
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<td>CONVENIENT</td>
<td>• Make it as easy as possible to engage with the City; provide multiple opportunities for the public to provide input; when possible, meet people where they are instead of only requiring them to show up to a public meeting; utilize the power of digital communications while being mindful of technology gaps.</td>
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<td>CONTINUOUS</td>
<td>• Treat every input provided by the public as another step toward a more engaged community by developing the infrastructure to foster sustained participation; residents who make the effort to participate should be continually engaged in future efforts; residents who want to share an opinion with their City organization should be able to do so at any given time.</td>
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It started with a budget survey and has grown to...

- Survey teams at 30+ community-wide events
- Neighborhood outreach
- Digital marketing
- Paper surveys
- NextDoor.com
- Influencer/Blogger partnerships
- Traditional PR
- English/Spanish content & advertising
SASpeakUp in Action
Innovation Zones Outreach

- Digital survey campaign
- Grassroots survey distribution
- Pop-up meetings in all three Innovation Zones
- Four Facebook Live Events
  - Including an all-Spanish broadcast
- Telephone town hall meeting with survey by phone
What We’re Looking For

• Customer management tool
• Survey mechanisms
• Event calendar management tool
• Sentiment monitoring and consumer insight
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SASPEAKUP It's Your City. Let's Talk.