

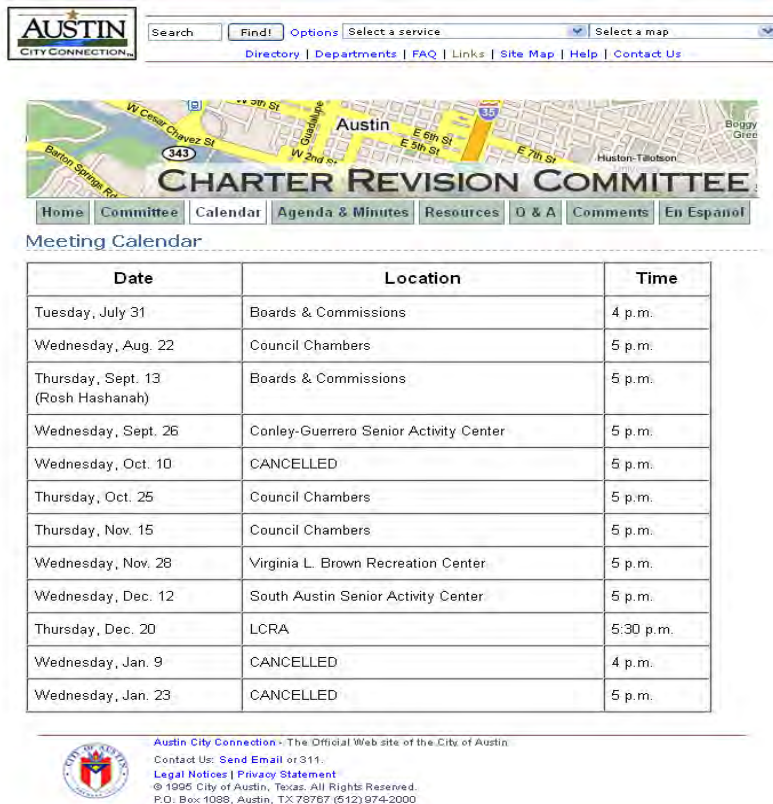
*PIO Recommendations
for
public outreach*

2012 Charter Revision
Committee

Menu of Options

- Update URL, www.austintexas.gov/charter
- Charter specific phone line for comments/questions
- Speak Up Austin, online community forum
- Flyer for public places including libraries and recreation/senior centers
- Social Media, Facebook, twitter
- News Release/Media Advisories-these also go out to neighborhood groups, the Community Registry and can be distributed through Austin Notes
- Speak Week, an event before the recommendation goes to Council to get final feedback

www.austintexas.gov/charter



AUSTIN CITY CONNECTION

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CHARTER REVISION COMMITTEE

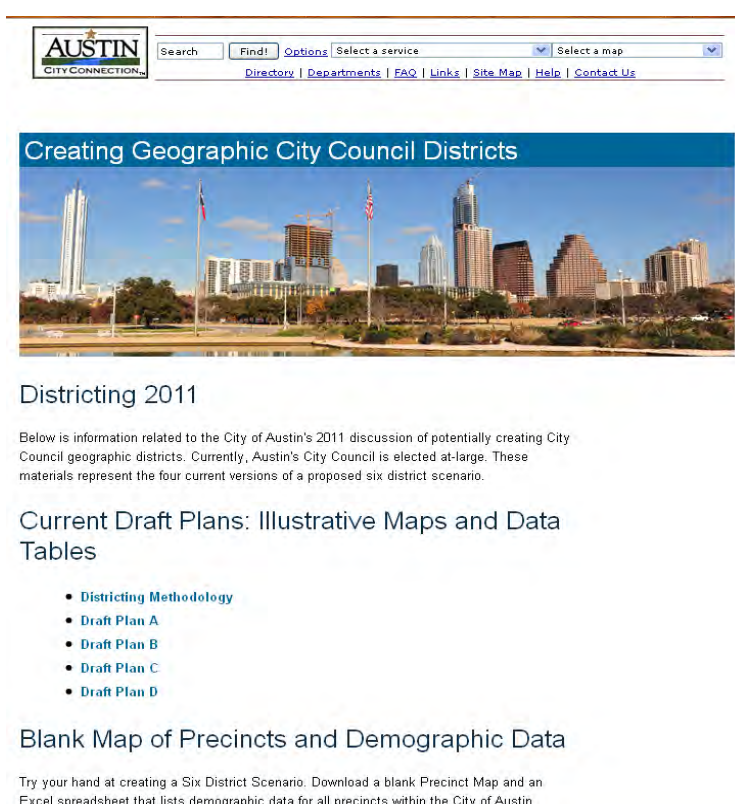
Home | Committee | Calendar | Agenda & Minutes | Resources | O & A | Comments | En Español

Meeting Calendar

Date	Location	Time
Tuesday, July 31	Boards & Commissions	4 p.m.
Wednesday, Aug. 22	Council Chambers	5 p.m.
Thursday, Sept. 13 (Rosh Hashanah)	Boards & Commissions	5 p.m.
Wednesday, Sept. 26	Conley-Guerrero Senior Activity Center	5 p.m.
Wednesday, Oct. 10	CANCELLED	5 p.m.
Thursday, Oct. 25	Council Chambers	5 p.m.
Thursday, Nov. 15	Council Chambers	5 p.m.
Wednesday, Nov. 28	Virginia L. Brown Recreation Center	5 p.m.
Wednesday, Dec. 12	South Austin Senior Activity Center	5 p.m.
Thursday, Dec. 20	LCRA	5:30 p.m.
Wednesday, Jan. 9	CANCELLED	4 p.m.
Wednesday, Jan. 23	CANCELLED	5 p.m.

Austin City Connection - The Official Web site of the City of Austin.
Contact Us: [Send Email](#) or 311.
[Legal Notices](#) | [Privacy Statement](#)
© 1995 City of Austin, Texas. All Rights Reserved.
P.O. Box 1099, Austin, TX 78767 (512) 974-2000

[Charter Website- www.austintexas.gov/charter](http://www.austintexas.gov/charter)



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Creating Geographic City Council Districts

Districting 2011

Below is information related to the City of Austin's 2011 discussion of potentially creating City Council geographic districts. Currently, Austin's City Council is elected at-large. These materials represent the four current versions of a proposed six district scenario.

Current Draft Plans: Illustrative Maps and Data Tables

- [Districting Methodology](#)
- [Draft Plan A](#)
- [Draft Plan B](#)
- [Draft Plan C](#)
- [Draft Plan D](#)

Blank Map of Precincts and Demographic Data

Try your hand at creating a Six District Scenario. Download a blank Precinct Map and an Excel spreadsheet that lists demographic data for all precincts within the City of Austin.

[Districting Website- www.austintexas.gov/planning/districting](http://www.austintexas.gov/planning/districting)

Charter Revision Phone Line

- 1-888-_____
- Goes straight to message saying:
 - “If you have a comment for the 2012 Charter Revision Committee please leave a message here. If you have a question for the committee you would like addressed, please leave your question and specify the best way to contact you with an answer. Thank you for participating in the Charter Revision process.”
- PIO Community Engagement will compile the comments and provide a report of them to the committee.
- The committee will delegate 1 contact person to facilitate answering the questions for the committee.

Speak Up Austin



- Online Community Forum
- Participants can post questions/ comments
- City staff and committee members will facilitate
- Need 1 contact person from committee

A screenshot of the 'Rainey Street' forum page on the 'speakupaustin!' website. The page has a dark header with the title 'Rainey Street'. Below the header, there is a text box asking for ideas on pedestrian safety, traffic congestion, and parking. A search bar with the placeholder 'Search or create a new idea...' and a 'Go' button is present. Below the search bar, there are tabs for 'Latest Ideas', 'Recent Activity', 'Highest Rated', 'Most Comments', and 'Ideas In Action'. The main content area shows two ideas. The first idea, 'Rainey Street Parking', has 3 votes and was posted by David Mercado 16 days ago. The second idea, 'More frequent police patrol in the Rainey Street neighborhood.', has 7 votes and was posted by Mary Herr Tally 4 months ago. On the right side of the page, there is a sidebar with 'Idea Forums' and 'Public Groups' sections. The 'Idea Forums' section lists links for 'Show all ideas', 'The City of Austin Cemeteries', 'Rainey Street', 'Business Development', 'One Stop Shop/Development Assistance Center', 'Transportation/Mobility Solutions', and 'Advancing Sustainability'. The 'Public Groups' section lists links for 'Bicycling in Austin', 'Environmental Programs and Policy', and 'Plastic Bags'. At the bottom of the sidebar, there is a 'City Services' section with a list of links including 'Animals & Wildlife', 'Arts & Culture', 'Budget & Finance', 'Business & Economic Development', 'Development & Land Use', 'Library', 'Other', 'Parks & Recreation', 'Public Health & Community Services', 'Public Safety', 'Public Works (streets/sidewalks)', 'Solid Waste & Recycling', and 'Transportation'.

<http://austintexas.icanmakeitbetter.com/ideas>

2012 Charter Revision Committee Meeting Flyer

- See example flyer from FY 2011-2012 Budget Outreach

[Budget Flyer Online](#)



2012 City Budget input

The City of Austin would like to hear from you about your priorities for the Fiscal 2011-2012 Budget. During May-June, the City's Boards and Commissions will be discussing various departmental budgets. Each would like to hear your thoughts.

Department Budget Presentations

Austin Energy Electric Commission: May 16, 6 p.m., Town Lake Center, Assembly Room, 721 Barton Springs	Austin Fire, Austin Police Austin/Travis County-Emergency Medical Services Public Safety Commission: May 2, 4 p.m., City Hall, Boards & Commissions Room (Rm. 1101), 301 W. 2 nd St.
Austin Water Water & Wastewater Commission: May 11, 6 p.m., Waller Creek, 625 E. 10 th St, Rm. 104	Aviation ABIA Board: June 14, 5 p.m., 2716 Spirit of Texas Drive, Rm. 160
Capital Planning Office Planning Commission CIP Sub-committee: June 14, 6 p.m., City Hall, Council Chambers, 301 W. 2 nd St.	Code Compliance Building Standards Commission: May 25, 6:30 p.m., City Hall, Boards & Commissions Room (Rm. 1101), 301 W. 2 nd St.
Emergency Medical Services EMS Advisory Board May 4, 9:30 a.m., RB3 Building, 15 Waller Street, 2 nd floor Conference Room	Financial & Administrative Services Austin Community Technology & Telecommunications Commission: June 8, 6:30 p.m., City Hall, Boards & Commissions Room (Rm. 1101), 301 W. 2 nd St.
Health & Human Services Animal Advisory Commission: May 11, 6 p.m., Town Lake Center, 721 Barton Springs, Assembly Room Commission on Immigrant Affairs: May 11, 6:30 p.m., City Hall Room 2016 Early Childhood Council: May 19, 9 a.m., City Hall, Executive Session Room HIV Planning Council: May 10, 6 p.m., 6:00pm, 1520 Rutherford Lane Sustainable Food Board: May 23, 12:30 p.m., City Hall Rm. 1101	Neighborhood Housing & Community Development Community Development Commission: May 10, 6:30 p.m., Street-Jones Building, 1000 E 11 th Street, Rm. 400A Urban Renewal Board: May 16, 6 p.m., Street-Jones Building, 1000 E. 11 th Street, Rm. 400A
Library Library Commission: May 23, 7 p.m., Austin History Center, 810 Guadalupe	Small & Minority Business Development HSE WBE Advisory Board: May 3, 5:30 p.m., City Hall, Boards & Commissions Room (Rm. 1101), 301 W. 2 nd St.
Parks & Recreation Mexican American Cultural Center Advisory Board: May 17, 6 p.m., Emma S. Barrientos Mexican American Cultural Arts Center, 600 River St. Parks Board: May 24, 6 p.m., City Hall, Boards & Commissions Room (Rm. 1101), 301 W. 2 nd St. Urban Forestry Board: May 18, 6:30 p.m., PARD Annex, Shoal Creek Room, 919 W 28 1/2 St.	Solid Waste Services Solid Waste Advisory Commission May 11, 6:30 p.m., City Hall, Council Chambers, 301 W. 2 nd St.
Public Works / Transportation Urban Transportation Commission: June 14, 6 p.m., City Hall, Boards & Commissions Room (Rm. 1101), 301 W. 2 nd St.	Municipal Court Downtown Austin Community Court Advisory Committee: May 18, 7:30 a.m., City Hall Boards & Commissions Room (Rm. 1101), 301 W. 2 nd St.
Watershed Protection May 18, Environmental Board May 18, 6 p.m., City Hall, Council Chambers, 301 W. 2 nd St.	Planning & Development Review Board of Adjustment and Sign Review: May 9, 5:30 p.m., City Hall, Council Chambers, 301 W. 2 nd St. Design Commission: May 23, 5:45 p.m., City Hall, Boards & Commissions Room (Rm. 1101), 301 W. 2 nd St. Historic Landmark Commission: May 23, 7 p.m., City Hall, Council Chambers, 301 W. 2 nd St. Planning Commission: May 24, 6 p.m., City Hall, Council Chambers, 301 W. 2 nd St. Waterfront Planning Advisory Board: May 9, 6 p.m., City Hall, Boards & Commissions Room (Rm. 1101), 301 W. 2 nd St. Zoning and Platting Commission: May 17, City Hall, Council Chambers, 301 W. 2 nd St.

For more information: Call the City Clerk's Office at (512) 974-2200 or www.cityofaustin.org

Social Media outlets



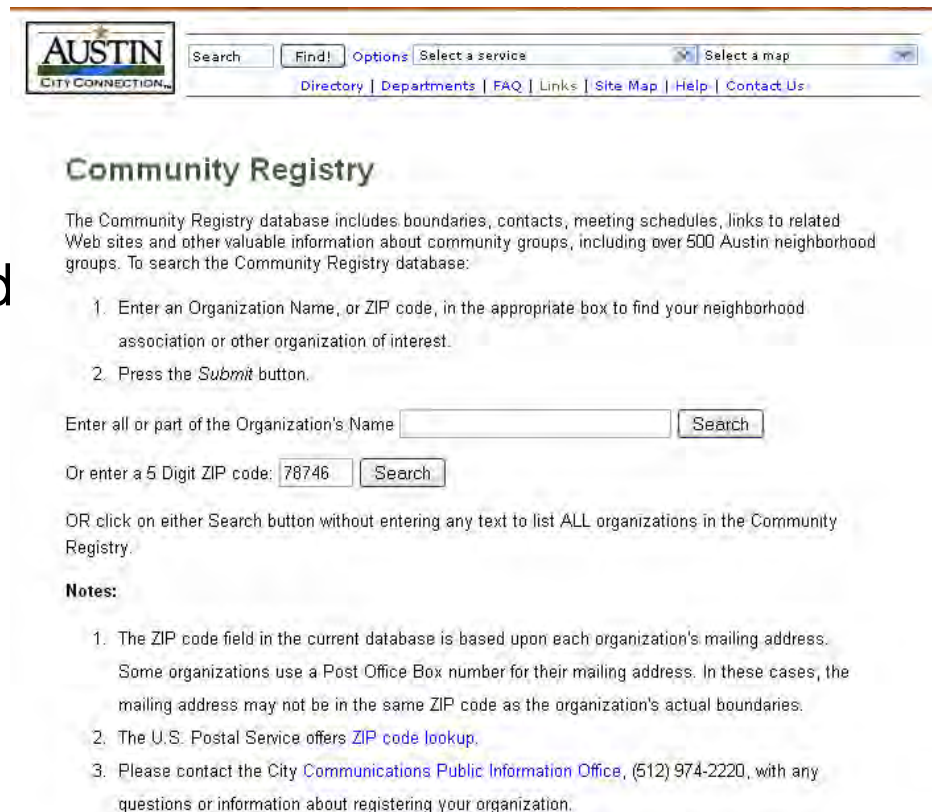
- Facebook: 2,410 likes
- Twitter: 8,957 followers

News Releases/Media Advisories

- Media Advisories will alert media of specific events we want them to attend and cover in their news stories.
- News Releases are pre-packaged stories that media outlets can copy to their websites, publications or turn into a video/audio story for TV/radio news programming.
 - Both will be published online and distributed through the Community Registry and Austin Notes (see next slides.)
 - [View news releases and advisories online](#)

News Releases/Media Advisories (continued-Community Registry)

- For years the City has maintained the [Community Registry](#) which is a list of neighborhood associations' leadership and neighborhood groups.
- Neighborhood associations can register to be contacted via this group online.
- We can send any communications regarding charter revision through this group.



The screenshot shows the Austin City Connection website's Community Registry page. At the top is the Austin City Connection logo and a navigation bar with links: Search, Find!, Options, Select a service, Select a map, Directory, Departments, FAQ, Links, Site Map, Help, and Contact Us. The main heading is "Community Registry". Below it, a paragraph states: "The Community Registry database includes boundaries, contacts, meeting schedules, links to related Web sites and other valuable information about community groups, including over 500 Austin neighborhood groups. To search the Community Registry database:"

Two numbered instructions follow:

1. Enter an Organization Name, or ZIP code, in the appropriate box to find your neighborhood association or other organization of interest.
2. Press the *Submit* button.

Below the instructions are two search input fields:

Enter all or part of the Organization's Name

Or enter a 5 Digit ZIP code:

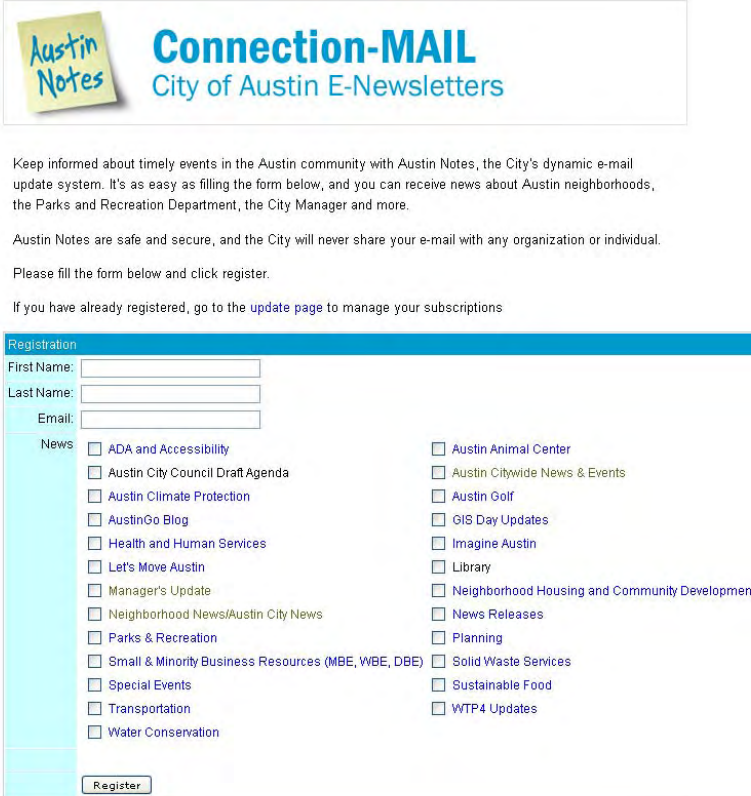
Below the search fields, a note says: "OR click on either Search button without entering any text to list ALL organizations in the Community Registry."

A "Notes:" section follows with three numbered points:

1. The ZIP code field in the current database is based upon each organization's mailing address. Some organizations use a Post Office Box number for their mailing address. In these cases, the mailing address may not be in the same ZIP code as the organization's actual boundaries.
2. The U.S. Postal Service offers [ZIP code lookup](#).
3. Please contact the City [Communications Public Information Office](#), (512) 974-2220, with any questions or information about registering your organization.

News Releases/Media Advisories (continued-Austin Notes)

- Austin Notes is an opt-in service residents can use to get information on topics they find interesting.
- We can add “Charter Revision” as one of these topics.



The screenshot shows the 'Connection-MAIL City of Austin E-Newsletters' registration page. It includes a header with the 'Austin Notes' logo and the title 'Connection-MAIL City of Austin E-Newsletters'. Below the header, there is a paragraph explaining the service and a link to the update page. The main section is titled 'Registration' and contains input fields for 'First Name', 'Last Name', and 'Email'. Below these fields is a 'News' section with a list of topics, each preceded by a checkbox. The topics are arranged in two columns. At the bottom of the form is a 'Register' button.

Connection-MAIL
City of Austin E-Newsletters

Keep informed about timely events in the Austin community with Austin Notes, the City's dynamic e-mail update system. It's as easy as filling the form below, and you can receive news about Austin neighborhoods, the Parks and Recreation Department, the City Manager and more.

Austin Notes are safe and secure, and the City will never share your e-mail with any organization or individual.

Please fill the form below and click register.

If you have already registered, go to the [update](#) page to manage your subscriptions

Registration

First Name:

Last Name:

Email:

News

<input type="checkbox"/> ADA and Accessibility	<input type="checkbox"/> Austin Animal Center
<input type="checkbox"/> Austin City Council Draft Agenda	<input type="checkbox"/> Austin Citywide News & Events
<input type="checkbox"/> Austin Climate Protection	<input type="checkbox"/> Austin Golf
<input type="checkbox"/> AustinGo Blog	<input type="checkbox"/> GIS Day Updates
<input type="checkbox"/> Health and Human Services	<input type="checkbox"/> Imagine Austin
<input type="checkbox"/> Let's Move Austin	<input type="checkbox"/> Library
<input type="checkbox"/> Manager's Update	<input type="checkbox"/> Neighborhood Housing and Community Development
<input type="checkbox"/> Neighborhood News/Austin City News	<input type="checkbox"/> News Releases
<input type="checkbox"/> Parks & Recreation	<input type="checkbox"/> Planning
<input type="checkbox"/> Small & Minority Business Resources (MBE, WBE, DBE)	<input type="checkbox"/> Solid Waste Services
<input type="checkbox"/> Special Events	<input type="checkbox"/> Sustainable Food
<input type="checkbox"/> Transportation	<input type="checkbox"/> WTP4 Updates
<input type="checkbox"/> Water Conservation	

Speak Night Event

- Speak Night brings a community forum to the people.
- This is a 3 hour event at City Hall for residents to come, view the draft recommendations to City Council and vote on which they support.
- PIO Community Engagement will tally the votes and give the committee the results.
- Committee members are encouraged to attend the event to answer the attendees' questions.
- This would be 2-3 weeks before the committee brings their recommendation to the Council.

Contact information:

Communications and Public Information Office

Staff Contact: Samantha Park (512) 974-7958

Main Line: (512) 974-2220

Questions?