



City of Austin

Communications and Public Information Office

301 W. Second St., Austin, TX 78701

2012 Charter Revision Committee

Public Outreach Plan

Created: October 7, 2011

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The City of Austin is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request.



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I. Introduction

The City of Austin Communications and Public Information Office will work with the 2012 Charter Revision Committee to garner public interest and participation in the City Charter revision process.

The Committee is tasked with the responsibility to make recommendations to the Austin City Council regarding City Charter revisions as they relate to Resolution Nos. 20100624-078, 20110428-048 and 20110623-094. It will also make recommendations regarding the proposed districting maps.

To ensure the recommendations from the Committee have been vetted with the Austin community in a transparent process, the City of Austin Communications and Public Information Office will utilize its resources including various websites, social media, phone lines and printed publications. The public outreach goal is to inform Austin residents of upcoming meetings and provide an outlet for residents to participate without having to be at a meeting in person. The comments and questions from all resources will be collected and presented to the Committee on a continual basis.

This plan first address Immediate Action Items which are currently being implemented or will be in October 2011. The Future Action Items will be implemented in winter 2011 and early 2012 and are intended to take the initial conversation full circle with residents. The Items that need further Committee discussion are subject to change depending on the Committee's process for making a recommendation and time frame.

The staff liaison from the Communications and Public Information Office will be Samantha Park, Samantha.Park@austintexas.gov. The 2012 Charter Revision Committee liaison who has been designated to work with Samantha Park on the plan is Kathleen Vale.

II. Immediate Action Items

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- **URL**

Update the URL www.austintexas.gov/charter to include information on the 2012 Charter Revision Committee including:

1. Committee overview
2. Relevant Resolutions, the resolutions that guide the Committee's task
3. Membership roster including City of Austin staff
4. Meeting Information including calendar, agenda and past minutes which are linked to the City Clerk's website
5. Districting/Demographics, SpeakUp Austin forum link for those wanting to participate and leave comments
6. Get Updates-Community Registry/Austin Notes/phone line registration link for those wanting to receive updates
7. Media tab with previously released news releases/advisories
8. Spanish documents.

- **Phone Line**

Create a phone line for people to call in and leave comments/questions. PIO Community Engagement will monitor this line to ensure it is responsive. This phone line is also capable of receiving text messages for those who wish to use that service or need to use that service. This will be active for a specified time period and all of the questions/feedback will be transcribed to the Committee.

Committee responsibilities to implement: PIO will compile the responses and feedback from the website and it will be up to the Committee's discretion to incorporate the information into the process as they see fit.

- **SpeakUp Austin**

SpeakUp Austin is an online community forum for users to post questions and comments; anyone can be a user and it is a free service. The City's Community Engagement consultant will assign questions to either City staff or Committee members who will have the best resources to



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respond to the resident. The forum will be moderated to evoke significant conversations. As the Committee creates tangible options for the community to review, it will also be incorporated into this process.

III. Future Action Items

- **Flier**

Create a flier that lists all resources available for residents to get involved. This flier will be created once the above items are implemented. They will be distributed to City of Austin Libraries, Recreation Centers and to the Committee to distribute at its meetings.

- **Social Media**

PIO will use the City of Austin social media outlets, Facebook and Twitter, to direct followers to the aforementioned outlets.

- **News Releases/Media Advisories**

PIO will work with the selected contact person from the Committee to distribute information regarding the revision process. These will include upcoming meetings, actions taken at previous meetings and other relevant information that surfaces during the process. To ensure this information reaches all interested parties, it will be distributed to media, Austin Notes and the Community Registry. Austin Notes is an opt-in service residents can use to get information on topics they find interesting. The Community Registry is a database all neighborhood associations are asked to register with; it also includes other neighborhood groups.

IV. Items that need Committee discussion

- **Speak Week/Night**

One month before a recommendation goes to Council, hold a Speak Week/Night event at various locations throughout the community. This event can be structured to last one night, multiple evenings or an entire week, but the process remains the same. At the various locations, there would be a display of the options the Committee would possibly recommend to City Council. Residents can attend one of the locations, review the options and vote for the one they support.



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Committee responsibilities to implement: This will likely take place at the end of December or early January, so the committee will need representative at the event to answer questions.

Suggested implementation date: End of December/early January.