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

Districting 2011

Districting information under the City of Austin 2011 discussion of potentially creating City Council geographic districts. Currently, Austin City Council is elected at-large. These materials represent the four council maps of a proposed six district system.

Current Draft Plans: Illustrative Maps and Data Tables

- Citywide Multimodal
- South East A
- South East B
- East
- North

Blank Map of Precincts and Demographic Data

Get your hand at creating a six district system. Download a blank Precinct Map and an Excel spreadsheet with the demographic data for comparison within the City of Austin.

Chart Website- www.austintexas.gov/charter

Districting Website-wwww.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

http://austintexas.icanmakeitbetter.com/ideas
2012 Charter Revision Committee Meeting Flyer

- See example flyer from FY 2011-2012 Budget Outreach

Budget Flyer Online
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.
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.
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?