



City of Austin

Recommendation for Action

File #: 25-0996, **Agenda Item #:** 55.

5/22/2025

Posting Language

Approve a resolution directing the City Manager to prepare a report that provides a comprehensive review of recent City communications and marketing initiatives and identify metrics of success to be used for City communications and marketing initiatives, and to direct the City Manager to present the results of the report and standardized list of metrics for use by all City departments to City Council no later than the December 11, 2025 meeting.

Sponsors

Sponsor: Council Member José Velásquez, Co-Sponsor: Council Member José "Chito" Vela, Co-sponsor: Council Member Zohaib "Zo" Qadri, Co-sponsor: Mayor Pro Tem Vanessa Fuentes