

RESOLUTION NO.

WHEREAS, the City of Austin offers and delivers many programs, events, grants, services, opportunities, and resources to benefit the community; and

WHEREAS, the community's ability to access programs, attend events, apply for grants, participate in civic engagement processes, discover resources, and contribute to matters that affect the lives of Austinites is reliant on receiving clear and timely information in a manner and via channels that are convenient and appropriate; and

WHEREAS, the accessibility, uptake, and success of City-funded programs and initiatives are largely dependent on the appropriate delivery of effective public information and marketing; and

WHEREAS, Austin's diversity of language, age, culture, income, educational attainment level, and access to digital information requires a diversity of approaches, channels, and messages to reach all desired audiences; and

WHEREAS, the City of Austin consists of 45 departments with distinct mission statements, duties, and responsibilities to the residents of Austin and many departments have their own communications staff of varying sizes and abilities; and

WHEREAS, departments' communications and marketing teams are largely responsible for delivering public information, marketing, campaigns, outreach, and educational programming tailored to the services and policy making role of the respective department; **NOW, THEREFORE,**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The City Manager is directed to prepare a report of marketed services, such as, but not limited to, outreach initiatives and campaigns delivered by the City of

Austin over the FY24 and FY25 fiscal years, intended to reach the public or specified targeted audiences. This should include public-facing communications delivered by the Communications & Public Information Office (CPIO), as well as by respective communications teams in the City's collection of departments and offices.

BE IT FURTHER RESOLVED:

The report should include a comprehensive review of data and existing metrics of success that may be useful in the development and improvement of future City marketing initiatives delivered by City departments, such as, but not limited to:

- Communications staffing levels for each department;
- The marketing and communications budget for each department;
- The marketing and communications budget for each department's communication and marketing team, campaigns, and communication initiatives;
- Funding sources and strategies for each department's communication and marketing team, campaigns, and communications initiatives, including deficits that may hinder future promotion efforts;
- The target audience(s) each initiative aimed to reach - specifically special populations such as youth, seniors, low-income residents, or those with limited English proficiency;
- The list of languages included in campaigns and initiatives;
- The effectiveness of and/or compliance with the City of Austin Comprehensive Language Access Policy and the Language Access Coordinator position for each department;

- Progress on the issues and concerns identified in the City Auditor's 2016 and 2023 audits of the City's language access policy;
- A summary of the primary message for each campaign or initiative and a list of tactics or mechanisms used to deliver such messages;
- The number of interactions of outreach initiatives, such as, but not limited to, event attendance and social media interactions; and
- Key performance indicators that helped determine if a campaign or communications initiative was successful.

BE IT FURTHER RESOLVED:

The City Manager is directed to work with CPIO to identify key metrics of success to be used consistently across all City campaigns and communications initiatives. Furthermore, CPIO should provide guidance and resources to all City communications staff on communications planning, including but not limited to, developing messaging and content that is culturally relevant, strategic communications tactics, identifying and budgeting for interpretation and translation services, social media marketing best practices, media buying, media messaging, and effectively communicating organizational successes.

BE IT FURTHER RESOLVED:

The City Manager is directed to present the results of the report and standardized list of metrics for use by all City departments to the Austin City Council no later than the December 11, 2025 meeting.

ADOPTED: _____, 2025 **ATTEST:** _____
Erika Brady
City Clerk