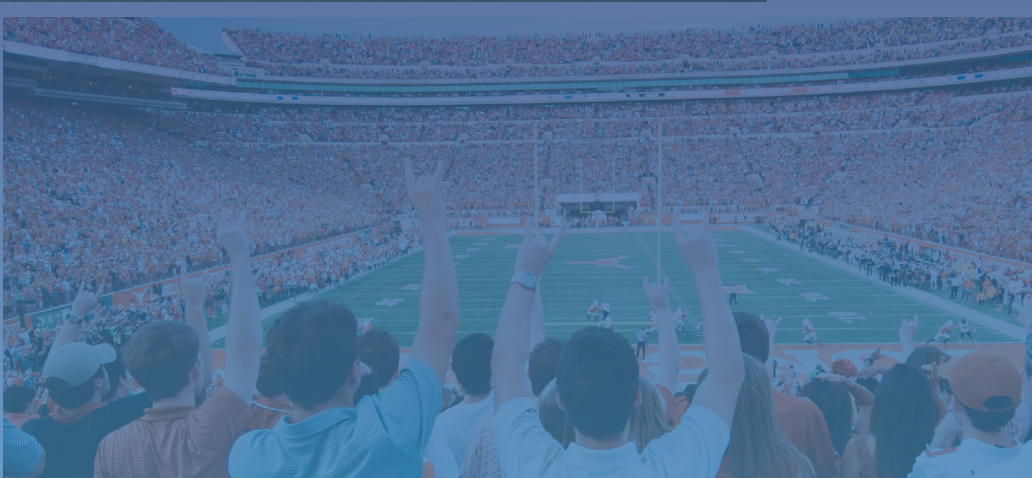# ICMA/Austin for All People
Final Report

ICMA

★ Austin for *All* People

Advancing the Mission

ICMA is dedicated to creating and supporting thriving communities throughout the world. To that end, research shows that local government is most effective when policy is adopted by the people's duly elected representatives, and when professional staff with the experience, knowledge, skills, and abilities required to operate the complexities of these public institutions are hired to achieve positive outcomes that benefit the entire community. And so, ICMA remains steadfast in its mission to advance professional local government while advocating for the council-manager form of government.

Having served as the city administrator under a strong mayor form of government and as the city manager under the council-manager form, I can attest to the fact that the latter is the most effective way to serve the public. Certainly, the City of Austin has garnered considerable accolades under its nearly 100-year history operating in the council-manager form of government — a history that I am proud to have been a part of serving as City Manager for nearly nine years. So, when ICMA learned of an initiative to eliminate the city manager position and replace the form of government with a strong mayor, it came as quite a surprise to some in the community. However, we learned a lot from this challenge, and are certainly proud of the fact that our efforts helped to assure an overwhelming victory with 86 percent of voters rejecting the strong mayor initiative known as "Proposition F."

By providing an overview of our experience in Austin, this report offers some insights for our members who may face similar political moves to eliminate professional management in their communities. Looking back, we could not have succeeded without the leadership and partnerships of all those who defended the council-manager form of government in Austin.

Specifically, I would like to express my deepest gratitude to Austin for All People — particularly former Austin city manager Jesus Garza, Joseph Parker (Sr. Pastor, David Chapel Missionary Baptist Church), Mason Ayers (CEO, Kerbey Lane Cafe), and Catherine Morse (Partner, Enoch Kever PLLC), who served as co-chairs for the grass-roots coalition, along with Nico Ramsey, director of community engagement. I also would like to acknowledge the work of Carol Guthrie (Business Manager of AFSCME Local 1624) and Ellen Wood of Restore Leadership ATX, for coordinating their efforts to turn out the vote in opposition to Proposition F, and for garnering the support of community leaders to understand the implicit benefits of the council-manager form of government; to ICMA President Jim Malloy and the Executive Board for their steadfast commitment to professional local government management; to TCMA for their continued support of the profession throughout the state of Texas; and to Elizabeth Christian Public Relations (ECPR) for their work bringing Austinites together on this critical issue. Lastly, I would like to acknowledge the work of the ICMA staff, including Chief of Staff Ray Baray, Director of Advocacy Jason Grant, and Mountain Plains Regional Director Karen Daly, who provided the leadership, research, and information necessary to assure a successful outcome.

Over the past two years, we have all had to deal with a number of challenges that seem, at times, insurmountable. However, what Austin showed us is that even the deepest political divides can be overcome through a commitment to professional management and an empowerment of our elected representatives to do the work necessary to support the will of the people. I am truly honored to have been a part of this effort to defend the council-manager form of government in Austin, Texas.

Regards,

Marc A. Ott
Executive Director/CEO

Background

In July 2020, the International City/County Management Association (ICMA) became aware of an effort to dismantle the council-manager form of government in Austin, Texas and replace it with a strong mayor system. This attempt to alter the form of government was being advanced by a well-funded group of seasoned political operatives with ties to Mayor Steve Adler, under the name, "Austinites for Progressive Reform" (APR).

ICMA discovered that APR had been working quietly for several months to acquire voter signatures in order to place a number of proposed charter amendments on the May 2021 ballot. APR pushed forward these proposals espousing "to make [Austin's] local government more representative, diverse, responsive, and accountable." The most controversial proposal sought to eliminate the city manager position and replace the council-manager form of government with the mayor-council form. If adopted, the mayor would become the chief executive overseeing the administration of government, and gain veto power over City Council.

APR began a public outreach campaign and quickly garnered the attention of local media outlets by aggressively pushing a false narrative that council-manager forms of government were "inherently undemocratic." They asserted that (1) council-manager cities have no accountability to the people, (2) the council-manager system was implemented to "further disenfranchise Black and brown citizens while favoring insiders and elites," and (3) the council-manager form of government depresses voter turnout. Despite the falsehoods and misrepresentation of the facts, there was no organized effort in Austin speaking directly against these spurious claims.

As the eleventh largest city in the United States. Austin is widely regarded as one of the world's premier cities for its quality of life, its music and art scene, and its robust business environment. Because of its track record of success, ICMA took a prominent leadership role to ensure the voting public was well-informed on the potential impact of the proposed charter amendment.

Austinites for Progressive Reform, a well-funded group of seasoned political operatives with ties to Mayor Steve Adler, launched an initiative to eliminate the city manager position and make the mayor the chief executive overseeing the administration of government, and gain veto power over City Council.

Building a Grassroots Coalition

Establish a Leadership Team

ICMA immediately engaged its broad network within the Austin community. The ICMA Executive Director/CEO reached out to a select group of community leaders to ascertain public sentiment behind the push for a strong mayor system. While issues of social justice, policing, racial inequity, and homelessness had created some apathy toward city government, there was wide sentiment that solutions required extensive community engagement between elected leaders and their constituents to address these issues effectively. Calls for a change in the form of government were perceived as unnecessary distractions and unlikely to produce the results that the public expected of its government.

There were those who believed that the opportunity to elect a mayor would allow them to advance a specific agenda more expeditiously because the mayor could operate autonomously from the City Council and have complete control over municipal staff. Yet, by and large, when informed of the differences between the two forms of government, there was strong support for the council-manager form. As reported by the Austin Monitor on December 17, 2020, Carol Guthrie, business manager for the American Federation of State, County, and Municipal Employees Local 1624, put it this way, "When you give all the power to one person, that sets up a very different system than what we have right now. The City Council can hold the manager accountable, and if we had a strong mayor form, that would not be the case."

While those whom ICMA engaged with realized the benefits of the council-manager form of government over the strong mayor system, much work needed to be done to overcome APR's early start. ICMA immediately sought to establish a local leadership coalition through its extensive network. They first called upon two of Austin's most respected community members: former Austin city manager Jesus Garza, and Senior Pastor Joseph Parker of David Chapel Missionary Baptist Church. To help with media and communications outreach, ICMA contracted the services of Elizabeth Christian Public Relations (ECPR), a well-respected and highly successful Austin-based public relations firm. ECPR, in turn, identified two additional community leaders who could effectively engage the business community in support of the council-manager form of government: Mason Ayers, chief executive officer of the famous Austin restaurant chain "Kerbey Lane Café," and Catherine Morse, respected lawyer and former corporate counsel for a major tech employer.

These four leaders agreed to volunteer as co-chairs for a community coalition that would provide a strong voice for the council-manager form of government. Meanwhile, recognizing that young voters would be an important demographic in this effort, the team identified Nico Ramsey, a young community activist with a passion for local politics, who volunteered to join the group as director of community engagement.

With this core leadership team in place, the public education campaign still needed a brand identity that would resonate with the broader public—something that would be easily recognizable and demonstrate distinction from Austinites for Progressive Reform. Ultimately, the group chose the name, Austin for All People. This moniker illustrated a commitment to supporting all people within Austin, not just those with a particular shared political perspective. On January 11, 2021, Austin for All People made a public announcement positioning themselves as the leading voice of opposition to the strong mayor initiative.

Broaden the Coalition

The timing of the Austin for All People announcement coincided with APR's official filing of its signed petition to the Austin City Clerk's Office. Just as APR was announcing the submission of their petitions and the 24,000 signatures they received, the media also learned that Austin for All People was a newly formed volunteer coalition advocating for the council-manager form of government. This led to immediate media interest and positioned the coalition as the leading opposition to the strong mayor initiative. From that point forward, the media routinely contacted Austin for All People for comment on the form of government campaign.

As the coalition became the leading advocate in the media, it also had to get the message out to the voters. Austin for All People reached out across traditional political, ideological, and demographic boundaries with the message that good government should serve the needs and interests of all people. This required an intentional effort to provide a space for anyone who supports good government to come together on this issue—even though they may ultimately disagree on particular policies and outcomes they seek from government.

In a letter signed by labor union representatives to APR in December 2020, the local union groups voiced their concerns with the strong mayor initiative. Recognizing the shared support for the council-manager form of government, ICMA invited Carol Guthrie to join the coalition's weekly strategy meetings as the representative of the Austinites for Equity PAC. Additionally, when it was learned that Ellen Wood, CEO of a local Austin corporation began a PAC called "Restoring Leadership ATX" to oppose the strong mayor proposition, she, too, was invited to join the Austin for All People strategic team. By collaborating on this issue, the PACs were able to coordinate political advocacy efforts and a clear and consistent message was maintained to best inform and engage the people of Austin.

From January 11 through May 1, Austin for All People met weekly with the coalition co-chairs. These meetings were also attended by ICMA's senior leadership, including Marc Ott, Executive irector; Ray Baray, Chief of Staff; Jason Grant, Director of Advocacy; and Karen Daly, Mountain Plains Regional Director; ECPR staff; and the PAC representatives. Each week the group updated each other on their respective progress, assigned tasks, and shared the latest intelligence on the strong mayor initiative.

Austin for All People reached out across traditional political, ideological, and demographic boundaries with the message that good government should serve the needs and interests of all people.

Financial Support

Any campaign requires funding to get its message to voters. APR was funded by wealthy donors and had the resources to hire some of the most successful campaign managers and strategists in Austin politics. Contrast that with Austin for All People, which struggled from the beginning to raise enough money to fund the coalition effort. There were a number of factors at play:

- Many donors had already donated significant funds to the 2020 presidential election.
- The 2022 election cycle will include 14 state executive offices including governor, lieutenant governor, and attorney general, with potential candidates for these offices already seeking donor support.
- Another major ballot initiative, one focused on ending the public camping ban and related to homelessness (eventually becoming Proposition B), was competing for local donor support for the May election.

Because of the significant disparity in funding, ICMA agreed to finance the ECPR public relations contract and offer strategic leadership and guidance. This financial contribution of $103,000 along with ICMA's leadership proved essential to the ultimate success of the campaign. The two PACs collaborating with Austin for All People agreed to take the lead on fundraising from their unique constituent groups and spearheaded the traditional campaign ground-game through its "get out the vote" efforts.

By delineating clear roles and responsibilities, ICMA was able to fund the critical public information campaign to educate and inform the community of the benefits of council-manager governance and the adverse consequences a strong mayor system would create. The PACs were able to lobby political activists and finance the work of door-knocking, mail campaigns, and voter turnout initiatives that, together, would assure an informed electorate showing to the polls to vote on Proposition F.

ICMA funded the critical public information campaign to educate and inform the community of the benefits of council-manager governance and the adverse consequences a strong mayor system would create. The PACs lobbied political activists and financed the work of door-knocking, mail campaigns and voter turnout initiatives.

Keys to Success

Counter Messaging: The Inclusion Imperative

Although the group pushing for a strong mayor tied this effort to several other ballot initiatives under the guise of creating a "more democratic city," Austin for All People kept its focus solely on opposing Proposition F, and the harm that such a measure would do to a fair and equitable representative democracy.

In November 2013, Austin voters approved Proposition 3, which created what is more commonly known as the "10-1 system," which expanded the Austin City Council from a seven-member body elected at-large to an 11-member council, with 10 council members elected by single member districts and the mayor elected at-large. The intent behind 10-1 was to strengthen the voices of marginalized communities. As Attorney Fred Lewis, one of the authors of 10-1 argued, with district representation, "[District council members] will be the representatives of minority and lower-income people." Many who supported 10-1 recognized the strong mayor initiative as an attempt to undermine the gains made under 10-1.

Understanding that partisan divides have widened and trust in government has waned, Austin for All People made a concerted effort to establish a coalition that focused solely on the issue of good government regardless of one's desired policy outcomes.

This desire for inclusion of all voices resonated with Austin voters, especially after a divisive presidential campaign where calls for unity and effective government were heard across the country. Understanding that partisan divides have widened and trust in government has waned, Austin for All People made a concerted effort to establish a coalition that focused solely on the issue of good government regardless of one's desired policy outcomes.
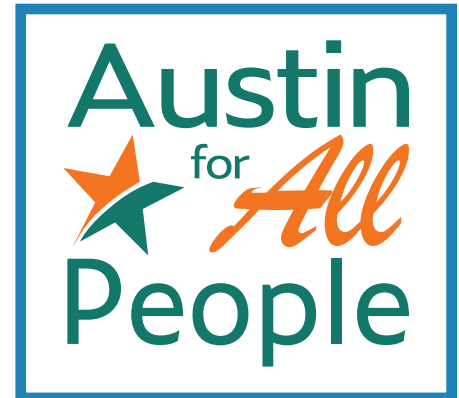
The coalition made certain that it was a "big tent," one that welcomed all political ideologies. Austin for All People would become a place where everyone in Austin—progressives, moderates, conservatives, labor, business—could come together to rally behind this one cause.

APR, on the other hand, had a tagline: "let's make Austin the most pro-democracy city in the country." Indeed, most of the financial support APR gained was based on the notion their reform measures were not only progressive, but that they also would assure a more democratic city. Because of this, we realized we needed to construct our counter-messaging not by engaging in debate over whether Austin is "democratic enough," but instead to demonstrate how their strong mayor proposal actually moves Austin further away from their stated goal.

Be Present, Be Available, Be Consistent

To spread these messages, Austin for All People began publishing several op-eds focused on:

- Why council-manager is a good system of government,
- Why strong mayor is bad for Austin,
- The importance of social justice and representation in local government,
- Rebuking charges that council-manager form of government is inherently racist,
- Illustrating how the city manager has far greater accountability to all people and businesses within Austin than would an elected mayor, and
- Articulating how the voice of the people would be minimized under a strong mayor system because the mayor elected at-large would be able to administer government with little influence from their duly elected representatives to the Council.
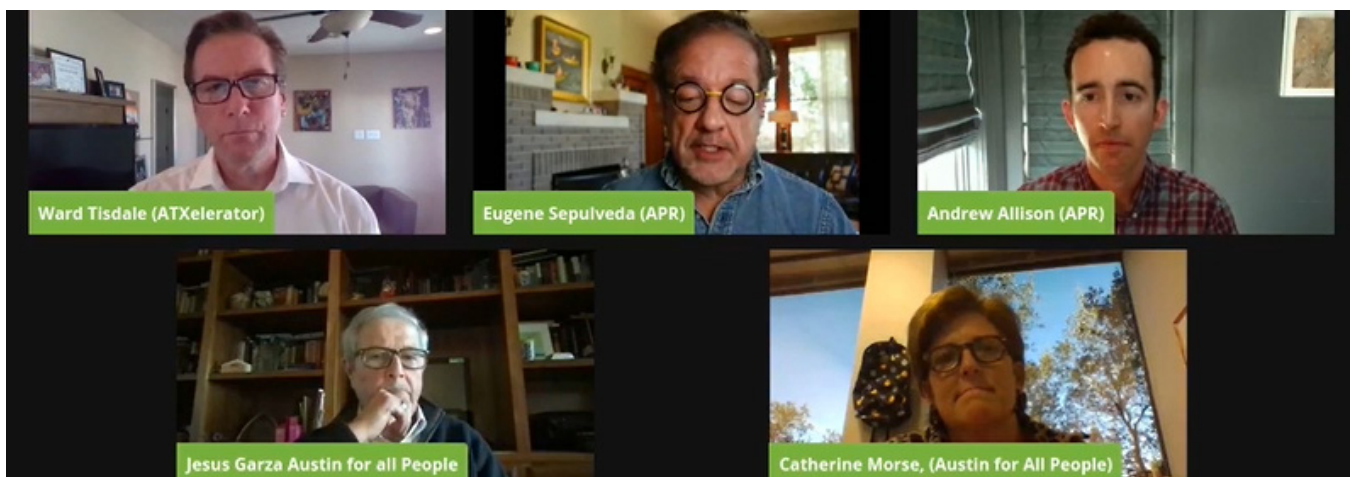

Initial op-eds, published in December 2020 and February 2021 in the *Austin American-Statesman*, were accompanied by an earned media push to begin the public education campaign. This involved each volunteer leader reaching out to different audiences while providing a diverse group of voices speaking on the issue.

From December 2020 through post-election coverage, this robust earned media effort resulted in a 3,076,108 audience reach (285,278 local TV reach) and $105,549 in earned media value.

Additionally, an important part of Austin for All People's effort was an emphasis on direct community engagement with dozens of community groups, neighborhoods and other organizations, including chambers of commerce. Throughout the campaign, the coalition strategically engaged its volunteer leaders with different organizations to get its message out, sometimes as part of a debate with APR, other times as pure informational sessions.

These meetings were crucial in raising awareness around Proposition F and motivating people to show up to vote. In all, Austin for All People participated in more than two dozen community forums including a live-streamed debate on KXAN—the local NBC affiliate in Austin.

Establish Strong Political Allies

While ICMA and ECPR focused on the public information campaign to inform voters, Austinites for Equity PAC and Restore Leadership ATX PAC made the essential connections with allies to garner support across a broad political spectrum. They informed likely voters, encouraged members to vote, and spent hours calling, door-knocking, and canvassing voters. Particularly critical to the outcome of this initiative was Austinites for Equity's direct dialogue with City Council members to make certain the proposition language clearly reflected the potential outcomes of the measure.

APR initially lobbied the Council to incorporate the addition of an eleventh district as part of the strong mayor proposal—even though it had nothing to do with the strong mayor form of government. Additionally, APR sought to remain silent on the veto power of the mayor, advocating that a change in the form of government was simply replacing the "unelected city manager" with an "elected mayor." The APR proposed the following ballot language:

> *Shall the City Charter be amended to change the form of city government from 'council-manager' to 'mayor-council' which will eliminate the position of an unelected city manager and designate an elected mayor as the chief administrative and executive officer and provide for an additional geographic council district which will result in the City Council being comprised of 11 council members elected from single member districts?*

ICMA was able to provide numerous examples from across the country regarding how council-manager and mayor-council systems operate to demonstrate that the addition of a council member is a separate issue from the form of government discussion. Further, the engagement activities of Austin for All People up to this point gave credibility to the main points of concern that potential voters would face in understanding the ballot measure. And with that information, several recommendations were offered for the City Council's consideration.

First, it was recommended the strong mayor initiative be separated from the issue of an extra council district, which the City Council agreed to by making the eleventh council district a separate proposition. It was also recommended that the ballot language use "strong mayor" since "mayor council" forms vary greatly, which limits the clarity voters need in order to make an informed decision. Another recommendation was to qualify the city manager as a professional position, clarifying that the city manager is not a political appointment, but one based on professional qualifications. Lastly, it was recommended that the proposition language enumerate the powers of the mayor so voters understood what authority would be vested in the strong mayor if the initiative were adopted. In the end, the ballot language for "Prop F" read as follows:

> *Shall the City Charter be amended to change the form of city government from 'council-manager' to 'strong mayor-council,' which will eliminate the position of professional city manager and designate an elected mayor as the chief administrative and executive officer of the city with veto power over all legislation which includes the budget; and with sole authority to hire and fire most department heads and direct staff; and with no articulated or stated charter authority to require the mayor to implement Council decisions?*

By having the powers clearly articulated, there was no ambiguity about how city government would be changed, and there were no ancillary issues to detract from the question of what form of government would best serve the people. This would not have been achieved if not for the political connections of the PACs with whom Austin for All People had partnered.

Closing Message

Through its public engagement efforts, Austin for All People's work demonstrated clear wins as group after group began to voice opposition to Prop F. Momentum was on Austin for All People's side in March, but with APR flush with cash and early voting just a few weeks away, it was imperative to keep the momentum growing in opposition to Prop F.

Although the City Council and the Mayor had remained silent on Prop F, many of them began to reach out and express their concerns with the measure. Austin for All People worked to grasp the momentum of the groups across the community, recommending a no vote on Prop F and to give the city council members visibility while making a splash in the media in the weeks leading up to early voting.

Austin for All People put together a press conference that had a 2021 twist due to COVID. Unable to bring Council Members or community activists to the podium to address the media, ICMA funded the creation of a video that gave a presence to the diverse voices opposed to Prop F. The video included more than 20 everyday Austinites explaining the reason for their opposition to Prop F, which ran at the beginning of the virtual press conference. The conference featured nearly all of the city council members voicing their opposition to the media, as well. The press conference paid off in a big way as coverage of the event described it as a "potential death knell" for Prop F.

As early voting began, a closing message was needed to sum up the campaign and express opposition in easy-to-understand sound bites. Sticking with what worked, which involved calling into question the intended and unintended consequences if Prop F passed, the following message was used:

Proposition F is bad for Austin because it consolidates power into the hands of one person – including tremendous veto power – under the false pretense of making Austin more democratic. There is a broad coalition – from unions to business groups and nine city council members – opposed to Prop F. Make sure your voice is heard to keep the progress we have worked so hard to achieve in place.
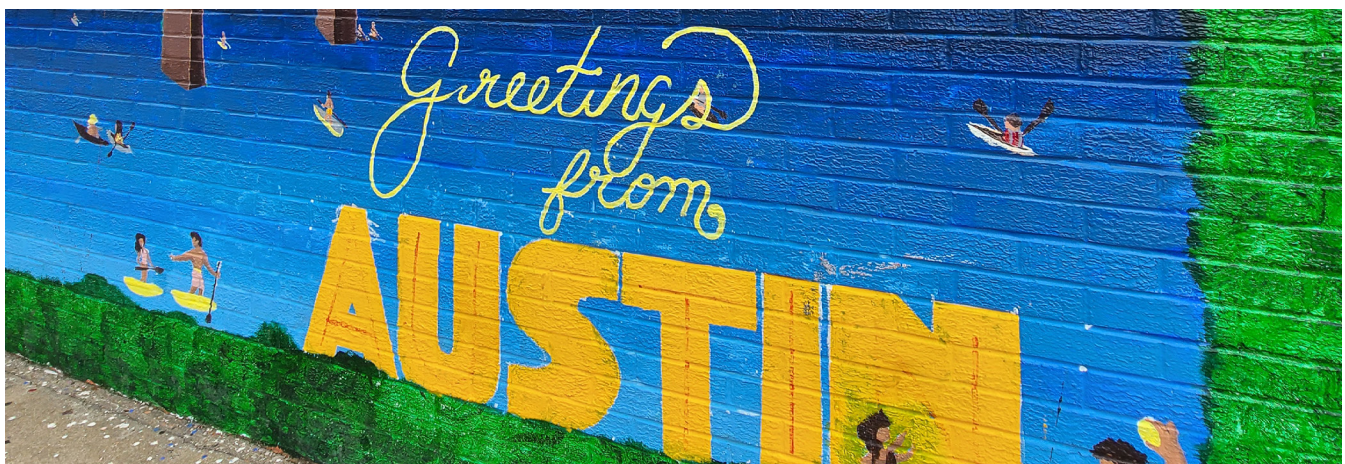
The Outcome

Although Austin for All People felt confident heading into election day, there is always concern that maybe there was more that could have been done or maybe there was a bloc of voters the opposition was able to persuade that would lead them to victory. However, when the early voting numbers were posted, it showed Proposition F losing by a startling 87-13 margin.

Victory was secured when it became clear there were too few election day ballots remaining to overcome the early voting margin. However, confirmation from election day votes needed to be posted before a winner was formally declared. Some speculated that the margin might tighten a bit once all votes were counted. In the end, however, there was no considerable change at all. Proposition F was defeated 85.91% to 14.09%, garnering 126,847 "NO" votes and only 20,810 "YES" votes. To put this into perspective, the petition to place the strong mayor proposition on the ballot required 24,000 signatures. That was more than the total number of people who actually came out to vote in favor of the strong mayor measure.

Because of ICMA's action and leadership, the effort to defeat Proposition F resulted in one of the most lopsided wins in Austin's political history. In fact, Proposition F attracted more votes than any other measure on the May 2021 ballot.

This was achieved, in large part, because of the following:
- Successfully defining the issue and focusing squarely on the form of government, which put APR in a constantly defensive position;
- Working with allies from all political backgrounds toward a common goal;
- Engaging with a broad network of community and professional leaders such as Texas City Management Association, UT Austin LBJ School of Public Affairs, and ICMA members to speak on the issue and garner support;
- Having volunteer community leaders serve as the faces of the effort; and
- Demonstrating to the public that even if we disagree on issues, we can always work together for the common good of the community.

APR got more people to sign the petition to place the strong mayor initiative on the ballot (24,000 signatures) than they were able to get to vote for the proposition during the election (20,810 votes).

Public Relations Activity Report

ICMA/Austin for All People
September 2020 – May 2021

Ongoing throughout campaign

- Monitored news coverage where ICMA/Austin for All People were cited or referenced
- Sent media clips of interest to strategic team and incorporated into produced material
- Coordinated media requests/inquiries to assure the message of opposition to Prop F was regularly cited
- Prepped co-chairs/volunteers for each media interview/presentation to assure consistent message
- Outreach and discussions with elected officials
- Outreach and discussions with other allies
- Staff interviews for volunteer leadership

Material development

- Drafted month-by-month plan
- Drafted general talking points for co-chairs
- Drafted press release announcing Austin for All People
- Created co-chair videos for social media
- Drafted debate prep materials for co-chairs
- Developed and updated PowerPoint presentation for co-chairs to present during speaking opportunities
- Created newsletter template
- Drafted OpEd for *West Austin News*
- Drafted press release announcing Pastor Parker as co-chair
- Drafted "Fact vs. Fiction" article for neighborhood newsletters
- Drafted OpEd for Austin Business Journal
- Drafted OpEd for Austin American-Statesman
- Drafted media advisory for press conference
- Drafted day-of press release for press conference
- Drafted Day X Plan for press conference
- Drafted run of show for press conference
- Created video for press conference
- Drafted written prompts and questions for video
- Drafted letter to the editor on behalf of three former Austin mayors
- Drafted press release announcing first day of early voting, growing list of opposition
- Drafted questions for Headliners Club presentation
- Drafted OpEd for *Austonia*
- Drafted campaign disclosure summary
- Drafted two press releases for election night dependent upon results
- Drafted statement on the failure of Prop F following election results

Speaking engagements
- Participated in ATXelerator debate
- Presented to the following groups:
  » Austin Area Research Organization
  » Austin Asian Network
  » Austin Board of Realtors
  » Austin Chamber of Commerce
  » Austin Latino Coalition
  » Big Neighborhood Group (District 10 neighborhoods)
  » Blackshear Neighborhood Association
  » CAPTCHA
  » Downtown Austin Alliance
  » Downtown Lion's Club
  » HABLA
  » Headliners Club
  » Hancock Neighborhood Association
  » Hispanic Chamber Advocacy Committee
  » Hyde Park Neighborhood Association
  » Leadership Austin
  » NWACA
  » Pastor Parker's Gathering of Ministers and Pastors
  » Real Estate Council of Austin
  » South River City Citizens Neighborhood Association
  » Travis County Democrats
  » West Austin Neighborhood Group
  » Women Vote
- Participated in KXAN Town Hall
- Participated in Austin Young Chamber podcast discussion about Prop F
- Coordinated Facebook Live panel discussion hosted by Nico via the Austin for All People Facebook page

Media Relations
- Distributed press release announcing A4AP
- Distributed press release announcing Pastor Parker as co-chair
- Secured interviews with the Austin American-Statesman, Austin Chronicle, Community Impact, KVUE, KLBJ-AM, and Spectrum News in January
- Pitched media opportunity with Councilwoman Vanessa Fuentes
- Pitched opposition research to media
- On background conversations with multiple outlets
- Distributed press release announcing Pastor Parker as co-chair
- Secured interviews with FOX 7, Spectrum News, CBS Austin, and Austin City Councilman podcast in the month of February
- Continued conversations with Councilwoman Vanessa Fuentes
- Pitched media availability to speak with co-chairs ahead of special council session
- Secured interviews with KVUE, KXAN, CBS Austin, FOX 7 Austin, *Austin American Statesman*, *Austin Chronicle*, *Austin Monitor*, KLBJ and the Austin Common Radio podcast in the month of March
- Pitched media advisory for A4AP press conference
- Pitched day-of press release for A4AP press conference

- Pitched media availability to speak to co-chairs ahead of early voting
- Pitched press release announcing first day of early voting, growing list of opposition
- Pitched media availability for election day results and reaction
- Distributed press release for election night dependent upon election results
- Distributed statement on the failure of Prop F following election results
- Secured interviews with *Austonia*, *Austin Chronicle*, *Community Impact*, KXAN and Univision in the month of April.

Digital
- Launched/maintained digital channels (website, Facebook, Twitter)
- Facebook - 347 likes, 354 follows (APR has 372 likes, 396 follows)
- Twitter - 248 followers (APR has 379 followers)
- Created graphics for social media use
- Ongoing monitoring of digital channels (website, Facebook, Twitter)
- Ongoing graphic creation for social media and newsletter
- Ongoing engagement with users
- Launched Twitter ad campaigns
- Developed messaging, graphics for content matrices for January and February, including ad hoc news updates and other announcements
- Gathered contacts through subscriptions from the website
- Drafted and distributed first newsletter
- Continued Twitter ad campaigns
- Drafted and distributed newsletter following press conference
- Drafted social media posts to push during press conference
- Wrapped up Twitter ad campaigns (early March)
- Developed messaging, graphics for content matrices for March and April, including ad hoc news updates and other announcements
- Created Facebook event to promote Facebook Live panel discussion hosted by Nico
- Drafted and distributed newsletter on the first day of early voting
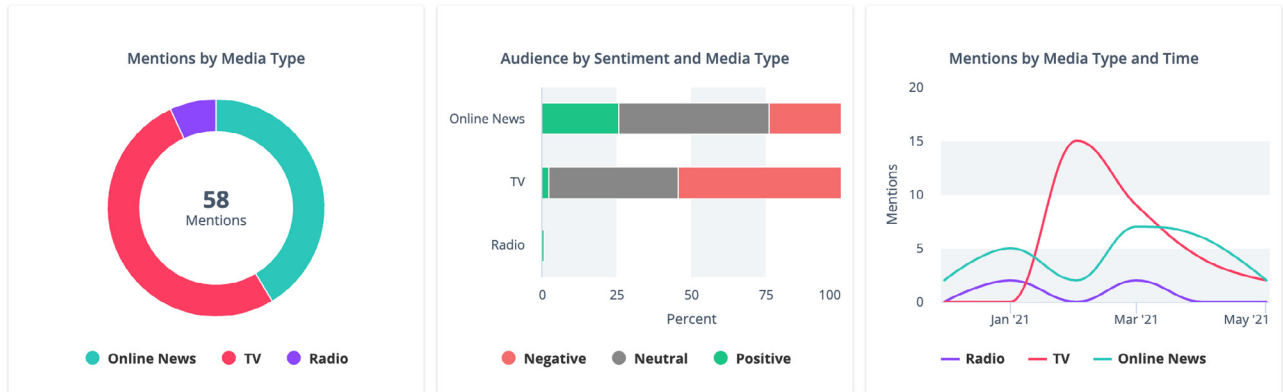
Planning/Research/Reporting
- Reviewed and analyzed APR campaign disclosure
- Conducted research on Jim Wick and Andrew Allison
- Reviewed ballot language proposed by APR
- Reviewed debate claims by APR for social use
- Brainstormed ideas for March press conference
- Sourced video details for press conference
- Finalized ideas and details for March press conference
- Secured participants for video
- Coordinated logistics, edits for video
- Coordinated KXAN Town Hall details
- Drafted monthly report detailing all PR activities
- Compiled separate monthly report with list of media coverage

Meetings
- Participated in weekly Austin for All People meetings
- Participated in weekly ICMA/ECPR meetings
- Pop-up calls/meetings as needed
- Participated in shoots for press conference video

Earned media summary

Mention Analytics

Mentions by Media Type

58 Mentions

- Online News
- TV
- Radio

Audience by Sentiment and Media Type

Online News
TV
Radio

Percent: 0, 25, 50, 75, 100

- Negative
- Neutral
- Positive

Mentions by Media Type and Time

Mentions: 0, 5, 10, 15, 20

Jan '21, Mar '21, May '21

- Radio
- TV
- Online News

Total National TV Audience
285,278

Total National TV Publicity
USD $71,412

Total Local TV Audience
285,278

Total Local TV Publicity
USD $71,412

Total Online + Print Audience
2,790,830

Total Online + Print Publicity
USD $34,137

Social media summary

Twitter Analytics Report

Tweets	Impressions	Profile Visits	Mentions	New Followers
78	198,454	5,884	53	231

Top Post

Impressions 1,153
Engagements 23

March 16, 2021

Austin for All People @Austin4AllPpl
TOMORROW, March 16: Join the @AustinChamber at 2 p.m. for a discussion examining the pros and cons of both the council-manager and strong-mayor form of government, featuring our Volunteer Co-chair Jesús Garza and moderated by @KVUE's @QuitaC_KVUE.
https://www.austinchamber.com/events/local-voices-on-prop-f-mayor-council-vs-council-manager-model …

Facebook Analytics Report

Posts	Impressions	Likes / Reactions	Comments	Shares	Link Clicks
80	11,687	645	69	77	748

Top Post

Impressions 1,946
Engagements 268

January 11, 2021

Austin for All People
Published by Angelica Maldonado · January 11 ·
Austin For All People is led by local volunteers with diverse backgrounds and experience. Learn more about our volunteer leadership at austinforallpeople.org/about-us.

JESUS GARZA   CATHERINE MORSE   MASON AYER   NICO RAMSEY