

FY 2026-2027 BUDGET QUESTION
Response to Request for Information

DEPARTMENT(S): Austin Communications & Engagement;

CBQ NO.: 91

REQUESTED BY: (District 3) José Velásquez

DATE REQUESTED: Tuesday, July 28, 2026 12:58 PM

DATE POSTED:

REQUEST:

According to the June 2nd memo from Director King titled, “City Communications and Marketing Report – Final Staff Response,” Austin Communications and Engagement (ACE) is collaborating with Budget and Organization Excellence (BOE) to address the report’s findings and next steps. Could you please detail what changes, if any, have been made within the budget to address necessary changes identified in the memo?

RESPONSE:

The necessary changes included in the [June 2 memorandum](#) discuss developing a consistent, coordinated, collaborative, and standardized approach to strategize and deliver communications and engagement services across the organization, as well as establishing a mechanism for joint or collective advertising purchases across departments to maximize the impact of the City’s advertising dollars. Staff is currently focused on establishing clearly defined communications terms, campaign performance metrics, guidance for communications campaigns, and refining how campaigns are tracked across the organization. Once those are established, staff will explore the best options for a unified ad purchasing model for the organization. These actions do not require changes to the FY 2027 proposed budget.

As referenced in the report, language access remains a key priority for many departments. Departments continue to prioritize and reallocate existing funds to support language access services for campaigns and engagement efforts.