



## MEMORANDUM

**TO:** Mayor and City Council

**THROUGH:** Michele Gonzalez, Strategic Communications & External Relations Officer *MG*

**FROM:** Jessica King, Director, Communications & Public Information Office *JK*

**DATE:** July 13, 2023

**SUBJECT:** **Staff Update: Response to Hate and *We All Belong* Anti-Hate Campaign**

---

The purpose of this memorandum is to serve as an update to Council Resolution No. [20211104-064](#) and [Council Member Alter's FY23 Budget Amendment #3 - Improving the City's Response to Hate](#) which, respectively, directed the City Manager to collaborate with local community groups to identify and implement improvements to the City's response to hate, and provided funding in support of a citywide education campaign.

### Background

Since the [November 16, 2022 update memo](#), staff from the Communications & Public Information Office (CPIO) connected with key departments and various stakeholders to develop an anti-hate campaign focused on achieving two priority goals:

- A community well informed of tools and resources to report hate crimes and incidences; and
- Fostered a community culture grounded in inclusivity and standing against hate in all forms.

Staff also surveyed residents to evaluate public sentiment regarding hate culture/climate in Austin as well as perceived trust and safety specific to hate crimes with the goal of identifying trends or themes that might not be captured via report filing data. Information gathered was utilized to develop the campaign.

### We All Belong Campaign

The City is launching the "We All Belong, powered by Austin Against Hate" education and outreach initiative this month. The goal of the We All Belong citywide campaign is to empower the community to take action to keep Austin a safe and welcoming place with streamlined access to tools to report hate crimes and incidents.

The website [austintexas.gov/againsthate](http://austintexas.gov/againsthate) is the digital information hub for the campaign. Visitors can report a suspected hate crime to APD and report a hate incident to Anti-Defamation League-Austin. The site also provides an [interactive data experience](#) to better understand bias-motivated incidents and how they impact Austin neighborhoods, ways to connect with organizations focused on preventing a culture of hate from taking root in Austin, and social media content to download and share. The We All Belong Campaign officially begins Friday, July 21 with a news conference at City Hall. In the weeks following, you will see campaign messages on social media, street and lamp post banners, and on local network-affiliated and community media outlets.

### **Opportunities to Partner**

The City is excited to work with Council offices and partners in the community on this important initiative. A few ways to get involved:

- **Be an Information Ambassador.** Help get the We All Belong message out to as many people as possible in Austin. To make it easier, the Communications & Public Information Office (CPIO) created a digital toolkit with pre-made and customizable graphics that can be shared in newsletters and on social media. Fliers are also available to print and post. The toolkit is available in: English, Spanish, Arabic, Burmese Chinese(simplified), French, Hindi, Korean, Pashto and Vietnamese. Those interested in becoming an Information Ambassador can request a toolkit [here](#).
- **Participate in the We All Belong Citywide Event.** Building community is a key part of the We All Belong Campaign. Join us at City Hall for the “Party at the People’s House” outreach event Saturday, August 12, 6 p.m. to 10 p.m. The family-friendly event will bring people together for food, fellowship and fun, while highlighting the progress of the We All Belong initiative. Tabling opportunities are available. To participate in the event, complete [this form](#) by July 21.

In the coming days, CPIO staff will reach out to coordinate with your offices. For more information on the We All Belong campaign please contact Alicia Dean, CPIO Strategic Communications Consultant, at [alicia.dean@austintexas.gov](mailto:alicia.dean@austintexas.gov).

cc: Jesús Garza, Interim City Manager  
CMO Executive Team