

San Antonio Housing Commission

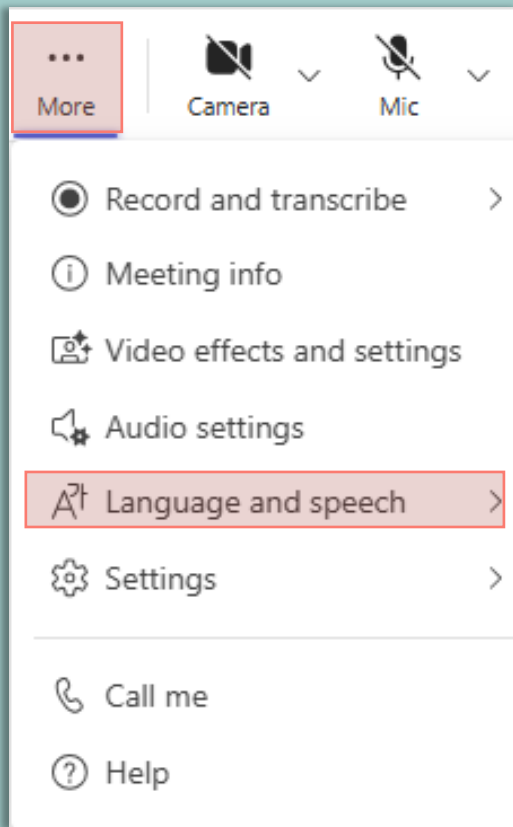
February 19, 2026

Will begin shortly



Cómo activar la interpretación de español

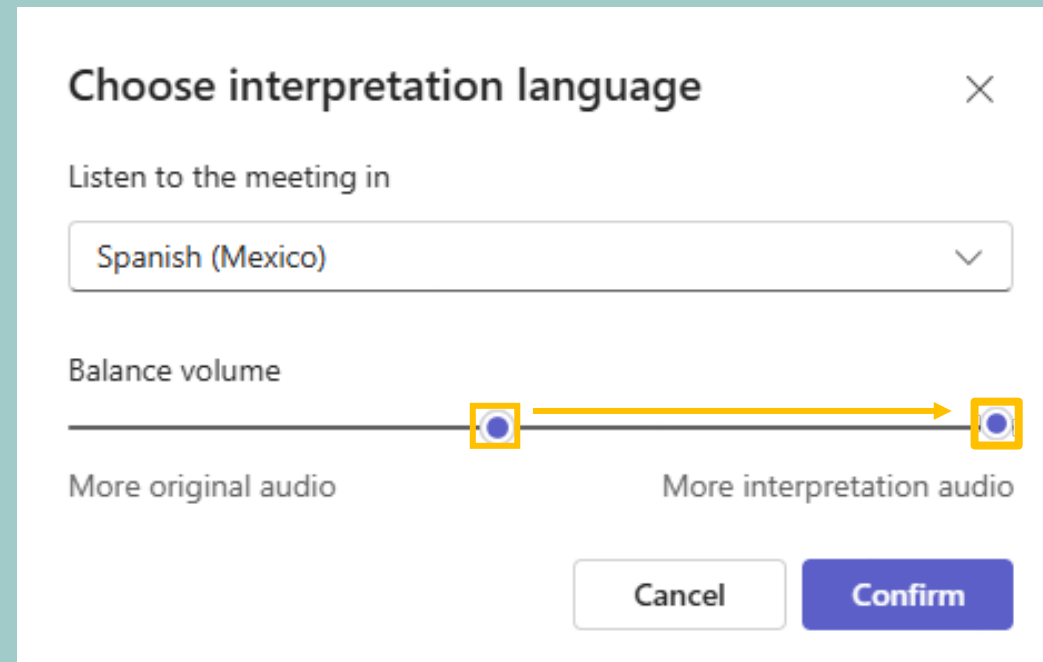
1. Haga clic en los tres tres puntos



2. Haga clic en idioma y seleccione interpretación

Show live captions
Interpretation language

3. Mueva el círculo que esta debajo de "Balance" completamente hacia la derecha





Roll Call



Agenda

Public Comment

Item 1: Approval of Minutes

Item 3: Public Information Campaign

Item 4: Subcommittee Reports

Item 5: Director's Report

Item 6: Commissioners' Community Updates



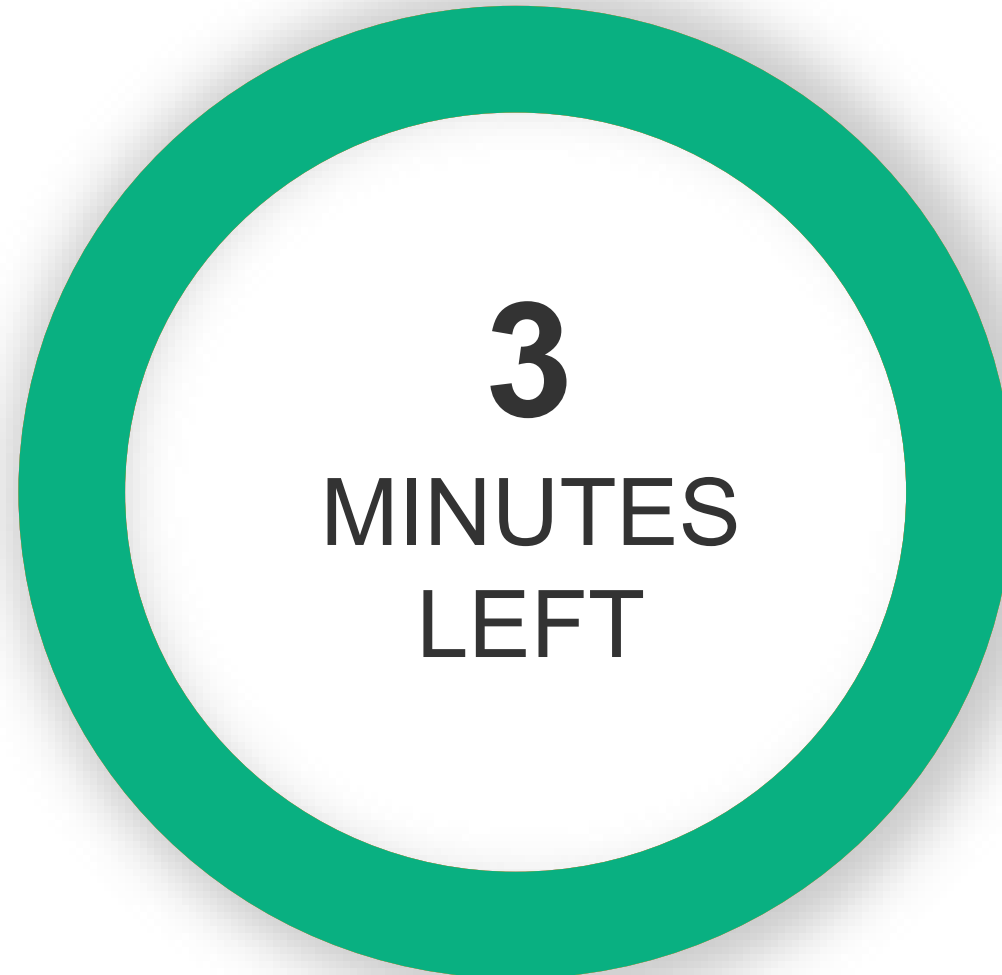
Public Comment

Public Comment Meeting Protocol



- Public comments are limited to agenda items.
- Commenters have 3 minutes for comment (up to 9 minutes for groups).
 - Commenters requesting interpretation services will have 6 minutes for comment (up to 18 minutes for groups).
- Comments should be directed to the Commission as a whole, not individual Commissioners.
- Commissioners are not able to respond to Commenters directly.

Public Comment Timer





Item 1

Approval of Minutes from the meeting on January 22, 2026



Item 2

Briefing and discussion on the Public Information Campaign

HOUSING OPENS DOORS



to more quality
time at home with
the people that
matter the most.

When families aren't cost-burdened by high rents, they gain back the time, energy, and resources for connection at home.



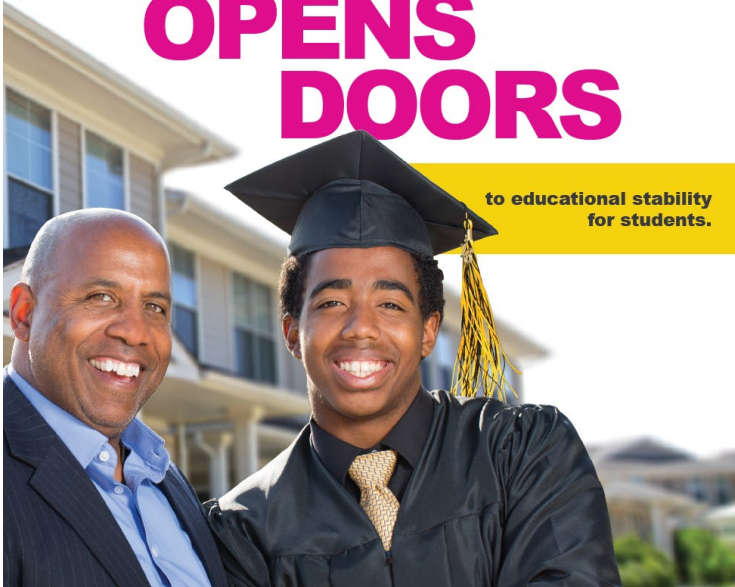
HOUSING OPENS DOORS

to a strengthened economy.



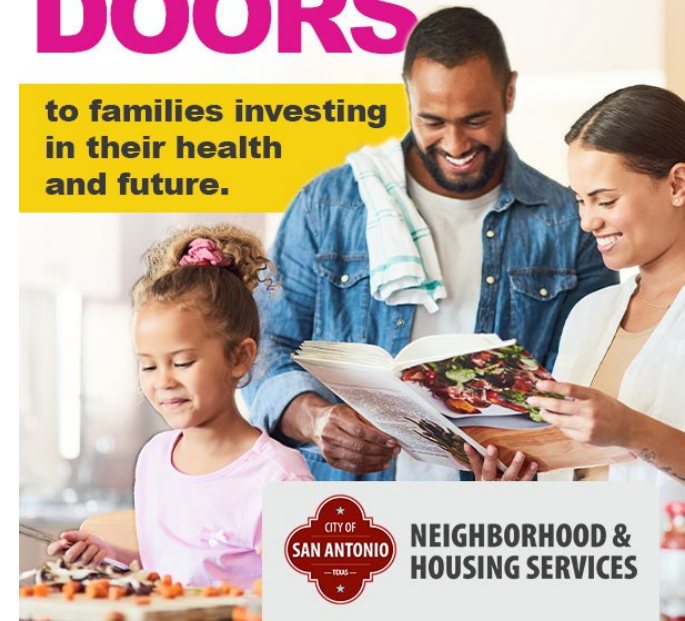
HOUSING OPENS DOORS

to educational stability
for students.



HOUSING OPENS DOORS

to families investing
in their health
and future.



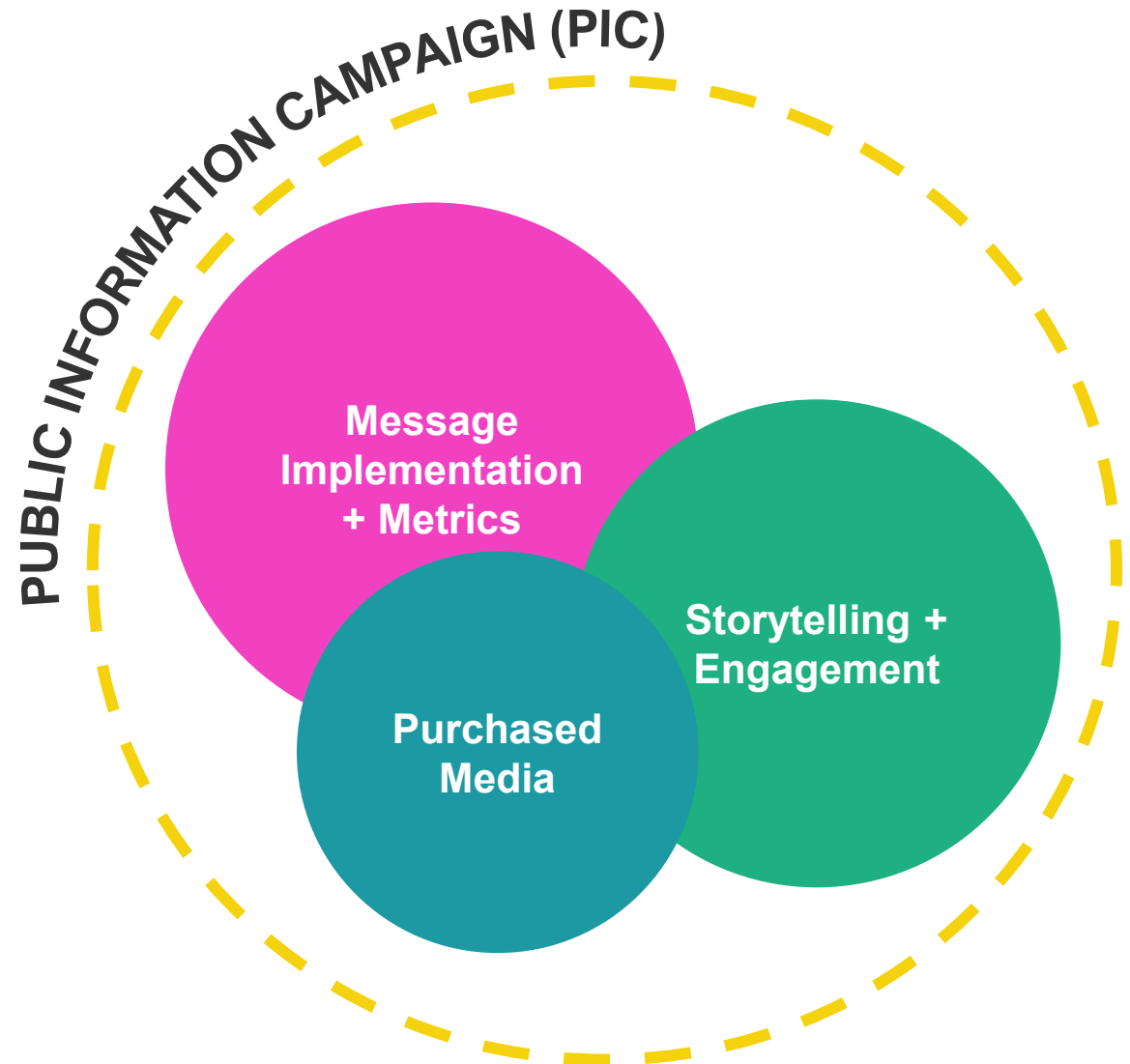
NEIGHBORHOOD &
HOUSING SERVICES

SHIP: Public Information Campaign

EAP2: Ensuring Accountability to the Public Implement Public Information Campaigns on Housing

- Create transparent + well-organized planning processes that acknowledge community concerns + points of conflict
- Reach diverse communities
- Reduce stigma
- Connect housing to community impacts
- Create access to terminology and processes
- Multi-channel outreach
- Use two-way communication + focus groups

INTERNAL DEPARTMENT INITIATIVES
K HARVEY CONSULTANT
WE ARE RALLY CONSULTANT



Public Information Campaign

Department Initiatives

Jan.-
Feb.

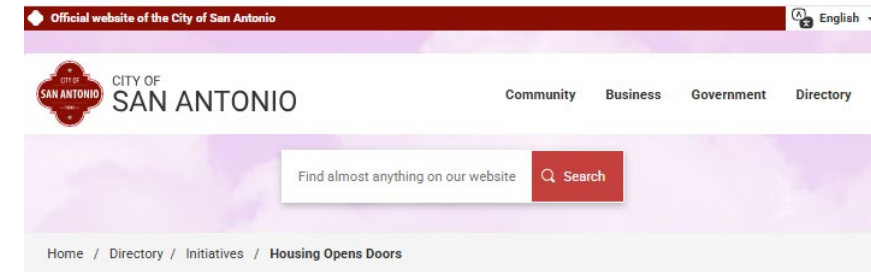
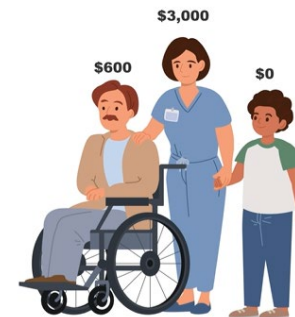
- **Housing Opens Doors** page launch
- Storytelling Initiatives
- 4th Annual Housing in San Antonio Event
- Affordable Housing Bond Engagement
- AMI Videos on **SA.gov/AMI**
- Storytelling Videos

March
- April

- Affordable Housing Bond Graphic Design
- Story collecting / collab for Housing Opens Doors
- RentWise Sessions
- Property Tax Help Sessions

May -
July

- Affordable Housing Bond Community Conversations



Housing Opens Doors

On This Page:

- » [Video](#)
- » [About](#)
- » [Benefits](#)
- » [Impact](#)
- » [Initiatives](#)
- » [Engage](#)

Related Links

- [Housing + Homelessness](#)
- [Defining Affordability](#)
- [The Housing Commission](#)

Video



Public Information Campaign

Storytelling: Interviews + Photography

- Storytelling efforts highlight program impact and community voices
- Displays were featured at the Housing in San Antonio Event (January 2026)
- **Upcoming:**
 - Digital version online
 - Placement of physical prints



SA.gov/HousingOpensDoors



Built Here, By Us

Through the City of San Antonio's Affordable Housing Bond, an investment in our homes is also an investment in our neighbors.

The creation and preservation of housing generates jobs for local small businesses and neighbors, keeping dollars circulating within our communities.

From neighbor to neighbor.



Miss Alberta aka Miss Peaches From Advocacy to Action

For decades, Miss Alberta has been a steadfast voice for San Antonio's Eastside, listening, organizing, and standing up for their neighbors. Today, as a member of the City of San Antonio's Housing Commission Public Engagement and Outreach Subcommittee, she continues that legacy by ensuring the community knows about and can access the resources available to them.



Home for the Holidays with Ms. Olivarez and Mr. Ortiz

a Westside Reinvestment Initiative story



Public Information Campaign

Storytelling: Videos



Narratives:

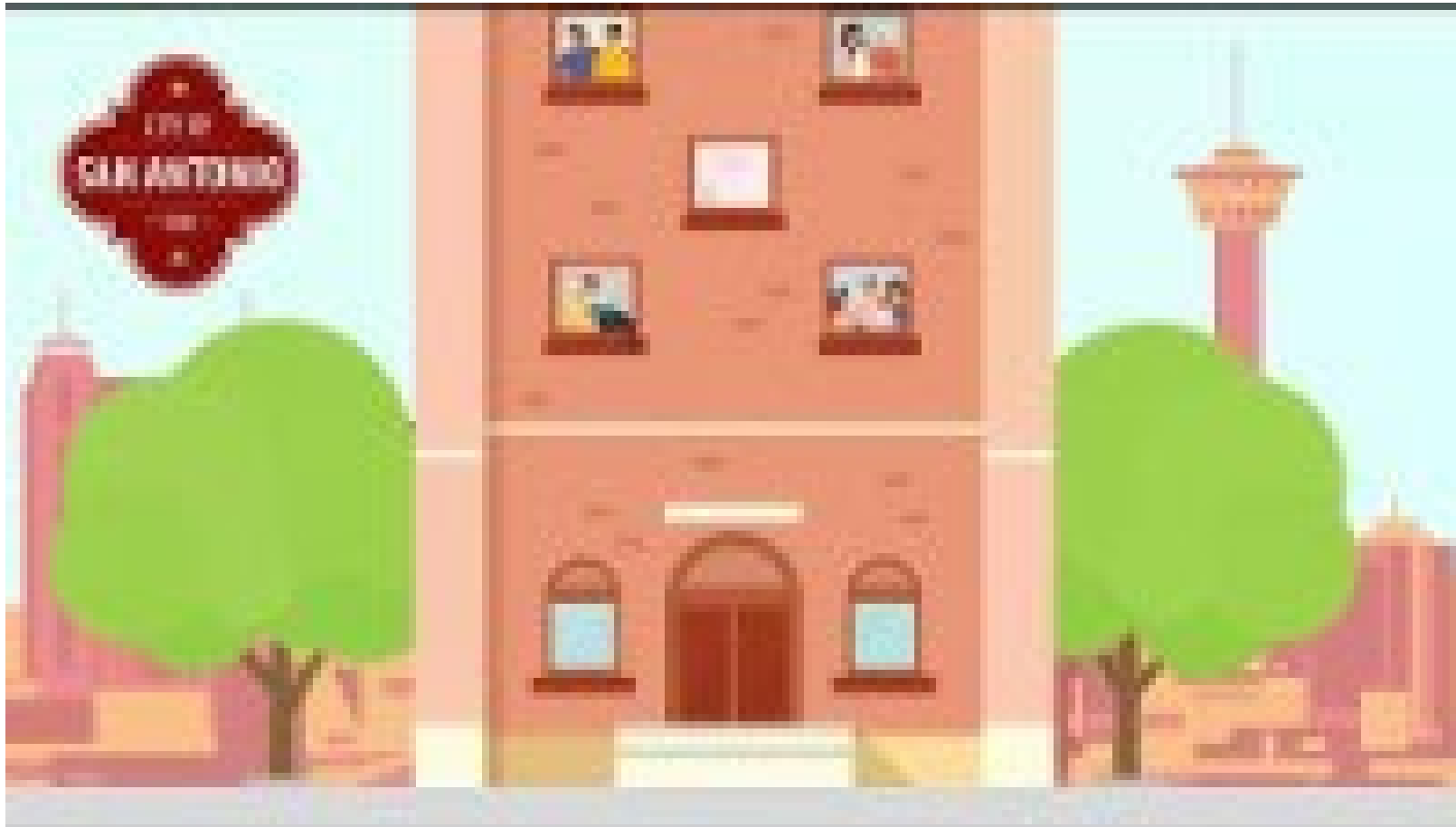
- Homes That Empower
- Built Here, By Us
- Still Home

Pixel Reflex Collab.

[SA.gov/HousingOpensDoors](https://www.sa.gov/HousingOpensDoors)

Public Information Campaign

Housing Affordability: AMI



Updates:

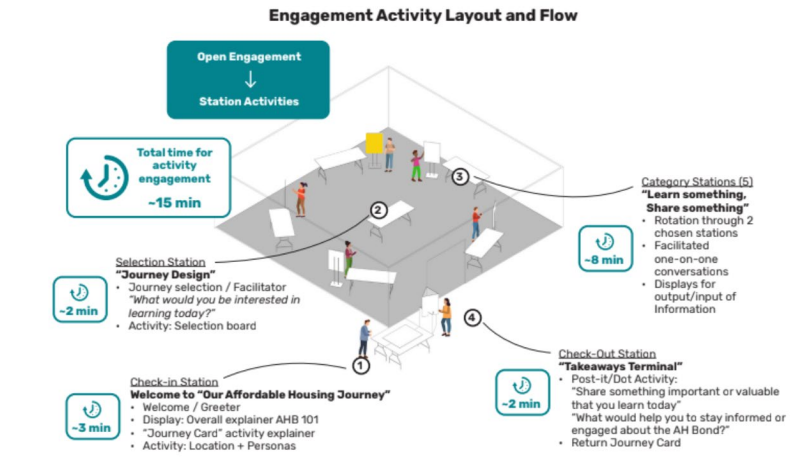
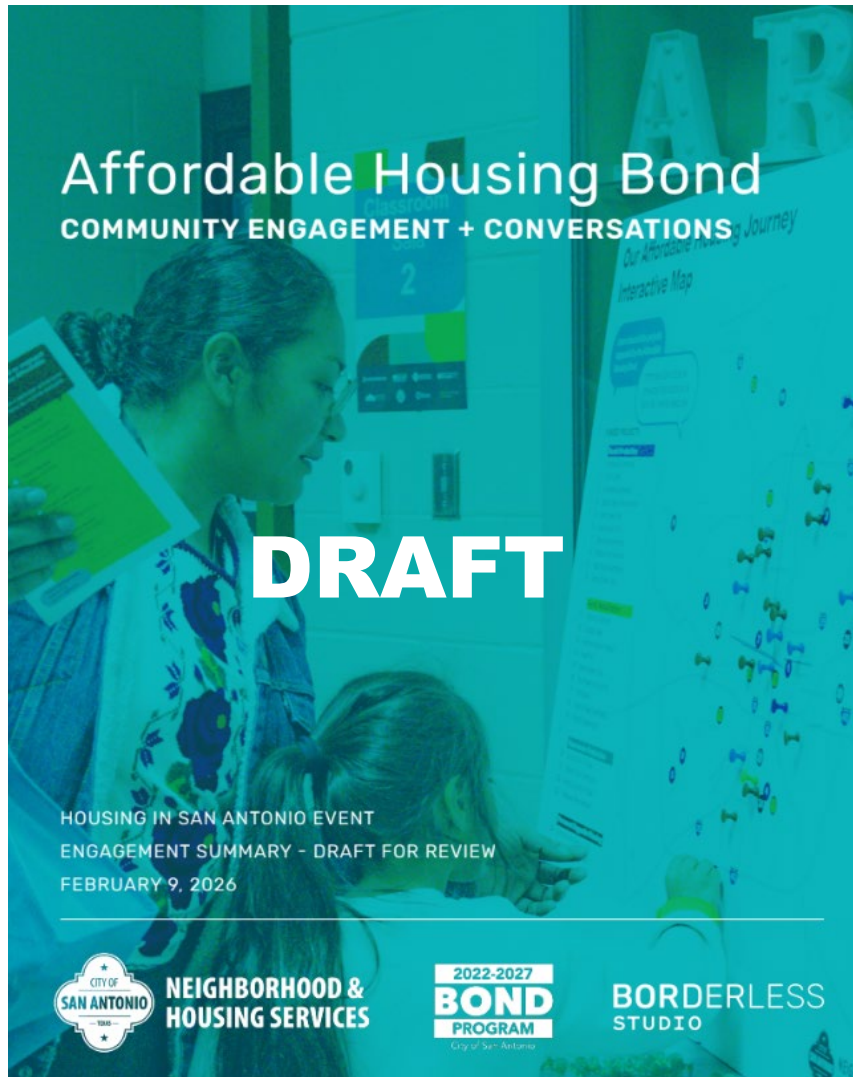
- Revised Displays
- New English + Spanish Videos

IMG Collab.

SA.gov/AMI

Public Information Campaign

Affordable Housing Bond

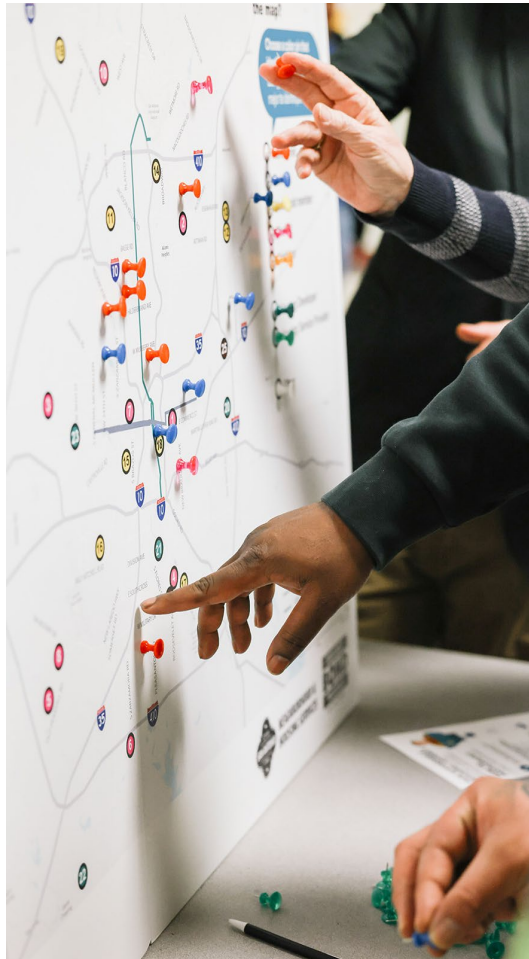


[SA.gov/NHSD](https://sa.gov/nhds)

- First Bond Community Engagement at Housing in San Antonio Event
- 11 more starting in May through the summer

Public Information Campaign

Housing in San Antonio



[SA.gov/NHSD](https://www.sa.gov/NHSD)

- Connected community to resources
- Presented information
- Shared stories
- Reminded people of housing affordability impact

Public Information Campaign

Department Meetings

The screenshot shows the top navigation bar for "Neighborhood & Housing Services" with a menu icon. Below it, a "Trending" section lists "Rental Assistance Program", "Resident Relocation Assistance Program", "Housing Base", and "Homeownership Incentive Programs". A "Featured" section includes a large image of two women looking at a laptop, with a pink arrow pointing to it, and three smaller images labeled "Housing Opens Doors", "Property Tax Help", and "Events".

The screenshot shows the "SASpeakUp > Neighborhood and Housing Services Events" page. It features a large photo of a group of people at an event. Below the photo is a blue navigation bar with the following links: "Housing Commission Meetings", "RentwiseSA", "Property Tax Help", "Special Housing Supply", "TIRZ", "San Antonio Affordable Housing, Inc. Mtgs", "Action Plan and Budget", "Housing in San Antonio Event", and "Transit Oriented Development".

Neighborhood and Housing Services Events

Welcome to the City of San Antonio Neighborhood and Housing Services Department SA Speak Up Events Page!

Events on SA Speak Up that are staffed by our department are listed on this page.

THANK YOU TO EVERYONE WHO ATTENDING OUR 2026 HOUSING IN SAN ANTONIO EVENT!

San Antonio Housing Commission

The Housing Commission serves as a public oversight board to advise on the implementation of the



SA.gov/NHSD

- Consolidated SA Speak Up Page
- Updated Public Comment Clarifications
- Meeting Links + Contact Info
- PEO Priority

Public Information Campaign

SHIP + Housing Commission








El Plan Estratégico de Implementación de Vivienda (SHIP) es una visión compartida para la accesibilidad de la vivienda en San Antonio.

El SHIP fue creado por miembros de la comunidad y líderes locales dedicados a la vivienda. Es un plan compartido por la Ciudad, Opportunity Home San Antonio, el Condado de Bexar y el San Antonio Housing Trust.

Hay **36 estrategias** dentro del SHIP. Se centran en la calidad, la disponibilidad, y la accesibilidad de la vivienda.

OBJETIVOS

-  Aumentar la inversión de la ciudad en vivienda con un plan de financiación a 10 años
-  Aumentar la producción, la rehabilitación y la conservación de viviendas accesibles
-  Asegurar las responsabilidades ante la comunidad
-  Proteger y promover vecindarios
-  Desarrollar un sistema de vivienda coordinado

Para 2031, la Ciudad y sus socios habrán construido o conservado más de 28,000 viviendas accesibles para los residentes de San Antonio con ingresos bajos.

El SHIP impacta a las comunidades de San Antonio de la siguiente manera:

- Ampliar las opciones de vivienda accesible.
- Invertir en barrios desfavorecidos
- Promover el desarrollo equitativo
- Reducir el desplazamiento de residentes
- Mejorar la infraestructura

Aprende más

HousingPolicy@sanantonio.gov | SA.gov/NHSD

Panel



SHIP



SAN ANTONIO HOUSING COMMISSION

The Housing Commission serves as a public oversight Board to guide the implementation of the Housing Policy Policy Framework Report and Strategic Housing Implementation Plan. The board oversees progress made for the affordable housing programs, projects and policies.

HOUSING COMMISSION SUB-COMMITTEES

Public Engagement and Outreach

Removing Barriers to Affordable Housing

Renters' Solutions

WAYS TO ENGAGE

ATTEND A MEETING IN PERSON / VIRTUALLY / VIA PHONE
Join us! The Housing Commission meets **monthly**.
Agendas, meeting info is available at SA.gov/NHSD



Email HousingPolicy@sanantonio.gov to get involved or join our newsletter.

DISABILITY ACCESS STATEMENT
The meeting site is wheelchair accessible. Auxiliary Aids and Services, including Deaf interpreters, must be requested forty-eight [48] hours prior to the meeting. For assistance, call (210) 207-7268 or 711 Texas Relay Service for the Deaf.







NEIGHBORHOOD & HOUSING SERVICES

SA.gov/NHSD

SA.gov/NHSD

- New One-Pagers for the Commission
- PEO Priority

Public Information Campaign

Annual Report



STRATEGIC HOUSING IN ACTION
A YEAR OF PROGRESS AND IMPACT | 2025



CONNECT WITH US

Sign up to receive information about upcoming programs and events by subscribing to the NHSD newsletter below:



Department Annual Report

- In final review
- Will be translated into Spanish

Public Information Campaign

Youth Activity Book



Every person, no matter their age, plays a role in making a stronger community!



4-Year Artist Collaboration

- Cool Roofs
- Civic Involvement / Community Responsibility
- Community Connections Hotline
- Affordable Housing Impacts

Public Information Campaign

Purchased Media [K Harvey]

Jan.-
Feb.

- KENS 5 Vignettes
- Filmed + Airing 5 pre-recorded interviews
- Housing Opens Doors Graphics
- San Antonio Express-News Editorial Board Meeting

March
- May

- Continuation of airing interviews on Great Day SA
- Inclusion of ad buys in HEARST, SA Report, SA Business Journal and TPR
- Coordination of metrics from media purchased and visibility of campaign



Total scope impressions:
3,969,075

KENS 5 News at Noon

KENS 5+ News is streaming the latest San Antonio news, plus updates on your local weather forecast and traffic conditions.

Updated: 02/03/26



Public Information Campaign

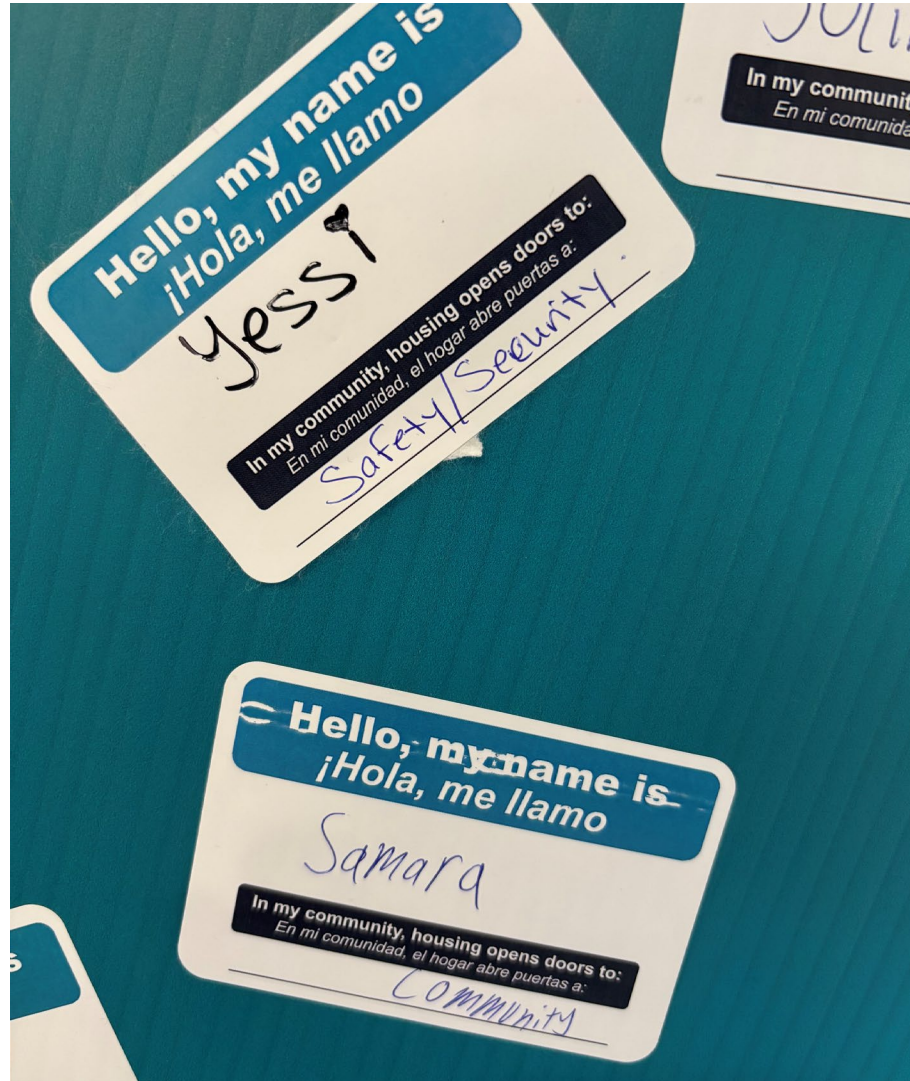
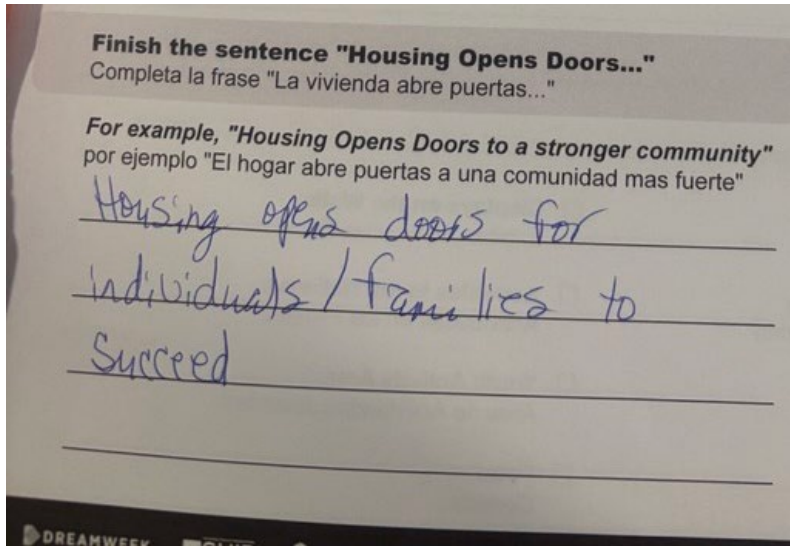
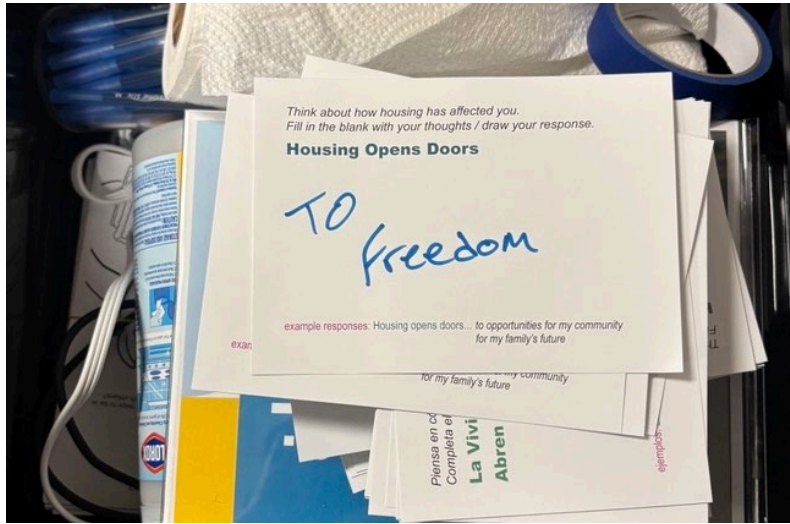
Purchased Media [K Harvey]



Estimated segment impressions: 509,500

Housing Opens Doors

Internal Distribution + Purchases



Public Information Campaign

Message Implementation + Metrics [We Are Rally]

Jan.-
March

- Stakeholder interviews, media analysis, materials review, message testing results
- Presented Discovery findings to COSA leadership
- Communications Plan review + Campaign Development

April –
Sept.

- Messaging implementation
- Core messaging development
- Message trainings
- Video creation
- Paid media rollout
- Public facing material creation

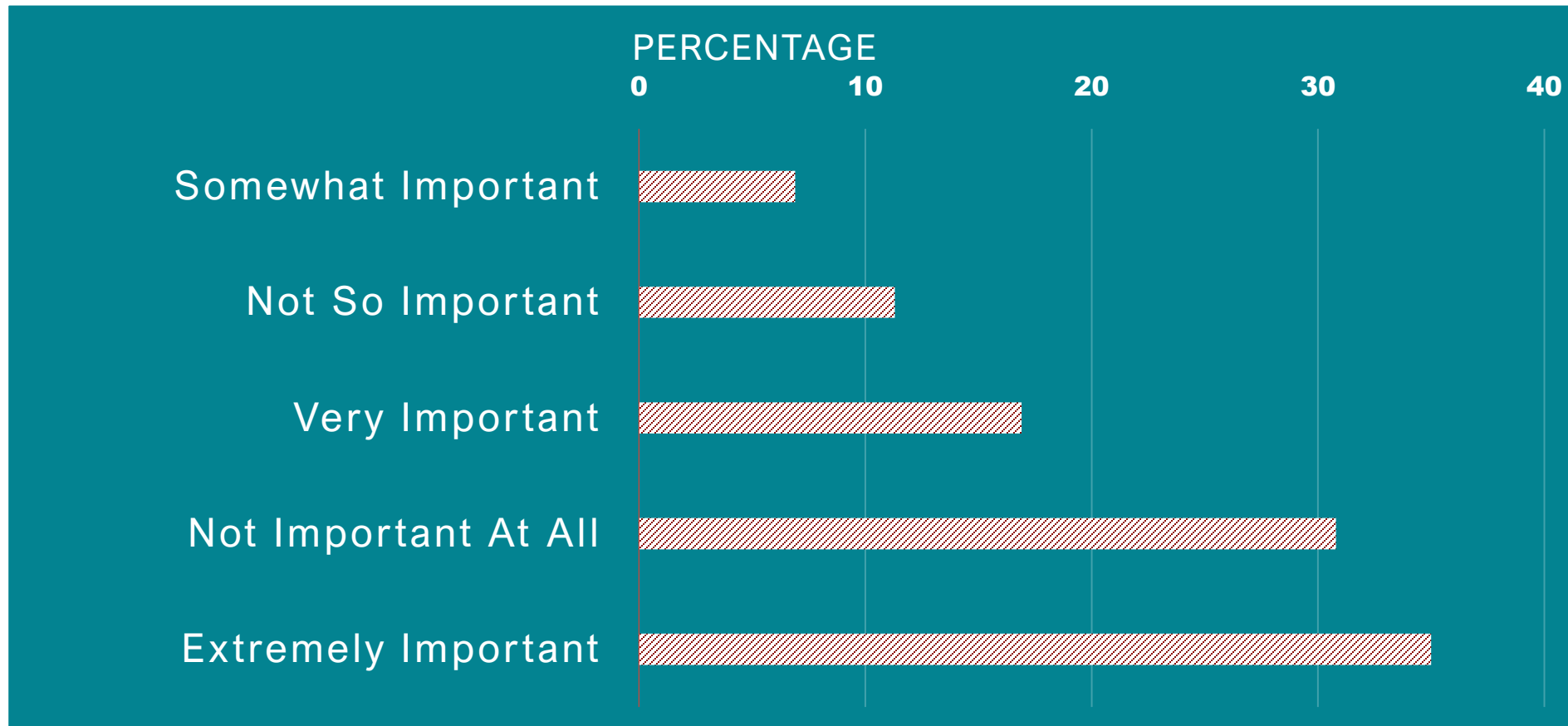
Guiding Question

*How might we shift perceptions to build support around affordable housing in San Antonio through a community-informed narrative change campaign that embraces the language and ethos of the City's "**Housing Opens Doors**" effort?*

Public Information Campaign

Message Implementation + Metrics [We Are Rally]

How **important** do you believe affordable housing is to the overall health of your community?

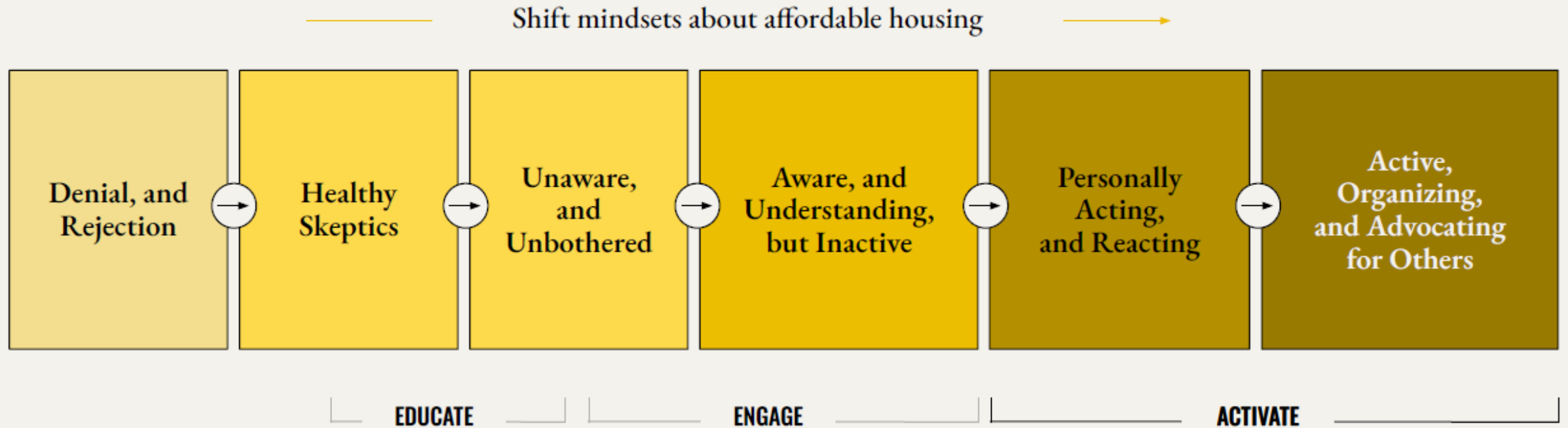


Public Information Campaign

We Are Rally (Rally)

RALLY

AUDIENCE JOURNEY



Housing Commission Invitation

Public Information Campaign

Provide Feedback

- Listen
- Review
- Learn
- Question

Share

- Distribute Information + Stories + Data

Weave

- Fold Housing Opens Doors Into Your Spaces / Messaging

Participate

- Assist with Opportunities
- Attend Events



Housing in San Antonio

opens doors to _____

healing connection
community family healthcare

THANK YOU



**SIBONEY
DÍAZ-SÁNCHEZ, AIA, NOMA**

Community Engagement Administrator

Siboney.Diaz-Sanchez@sanantonio.gov



**GABRIELLE
HERRERA**

Public Relations Manager

Gabrielle.Herrera2@sanantonio.gov



Item 3

Briefing and discussion on the Housing Commission
Subcommittees' Ongoing Work

Subcommittee Report



**Public
Engagement
and Outreach**

**Renters'
Solutions**

**Removing
Barriers to
Affordable
Housing
Development
and
Preservation**



Item 4

Director's Report

Director's Report

- Housing in San Antonio Event Recap
- Special Housing Supply Update
- RentWise SA Update
- Property Tax Help Campaign Update
- Public Comment Update
- Upcoming Meetings





THANK YOU for joining Housing in San Antonio!

Over 250 attendees

**Launch of Housing Opens
Doors Public Information
Campaign!**

**First Affordable Housing
Bond Engagement of its kind!**



Mayor and 2 Councilmembers in attendance



Over 150 volunteers



13 storytelling displays

50
resource
fair tables



11 panels /
discussions



1,500 breakfast tacos
150 produce bags

Sensory Escape + Universal Changing Area

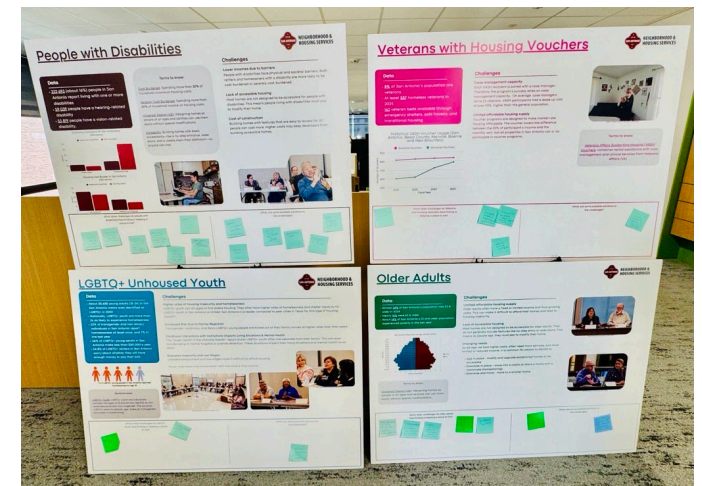


3 people utilized ASL
interpretation

Over 5 people utilized
Spanish interpretation

Special Housing Supply Taskforce Update

- Community engagement efforts included:
 - 4 Panels
 - 20 Site Visits and Meetings
 - Community Input Session at Housing in San Antonio event
 - Over 350 responses to the community survey
- Report with initial findings and recommendations to be presented at the Planning & Community Development Committee (PCDC) on February 24th





RentWise SA Update

Know Your Rights & Responsibilities

- Free public information sessions with Fair Housing Council of South Texas
- Emphasis on fair housing laws, maintenance / repair requests, and essential renter rights
- Renters can request follow-up consultations for fair housing issues.
- English, Spanish, & American Sign Language

Next Sessions – coming to an area near you

- **March 7th @ 10:30AM** – Mexican American Unity Council (MAUC)

Fiscal Year 2026 Property Tax Help Campaign

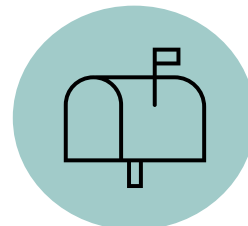
- **10** in-person & **2** virtual workshops
 - April 18 - May 14
- Workshops include:
 - A presentation on filing property tax exemptions & protesting property tax assessments
 - One-on-one assistance to complete and file forms on-site with BCAD. Virtual attendees can request follow-up help.
- Sessions led in Spanish, Arabic, and Vietnamese
- Spanish & ASL interpretation services at all events.

More info at
[www.sa.gov/
propertytaxhelp](http://www.sa.gov/propertytaxhelp)
or Dial 311



Public Comment Update

- All City Boards and Commissions will stop accepting public comment by **phone** and **voicemail** April 1, 2026.
- As of April 1, 2026, Housing Commission will receive public comment by:
 - In Person sign up
 - Web Registration Form
 - Email
 - Mail



Upcoming Meetings

Housing Commission

- 3/19 @ 4:00 PM at Alamo Colleges District Board Room

Public Engagement & Outreach Subcommittee

- 3/2 @ 3:00 PM (Virtual)

Renters' Solutions Subcommittee

- 3/5 @ 5:30 PM (Virtual)

Removing Barriers Subcommittee

- 2/25 @ 2:00 PM (Virtual)

Planning & Community Development Committee

- 2/24 @ 10:00 AM

City Council

- 3/4 @ 2:00 PM: B-Session
- 3/5 @ 9:00 AM: A-Session
- 3/11-3/12: Spring Break
- 3/18 @ 2:00 PM: B-Session
- 3/19 @ 9:00 AM: A-Session
- 3/23-3/25: SA to DC
- 4/1 @ 2:00 PM: B-Session
- 4/2 @ 9:00 AM: A-Session



Item 5

Commissioners' Community Updates

**San Antonio
Housing Commission**
Meeting Adjournment
February 19, 2026

