

Strengthening Constituent Engagement Across the Houston City Council

A working session on constituent service, council district communications, and inter-departmental coordination

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Imagine if every constituent interaction lived in one place

A shared system of record can connect what is fragmented today.

Every constituent interaction, department referral, survey response, and constituent concern could live in one place.

Rather than across inboxes, spreadsheets, and individual staff members.

Indigov doesn't simply digitize today's work. It creates clearer ownership, better visibility, and continuity across offices and staff transitions.



NLC's Preferred Platform for Communications with Constituents

Where Indigov/NLC Outreach works today (cities and counties)

- **Four of the Five Largest US Cities**
 - Los Angeles
 - Chicago
 - NYC
 - Phoenix
 - Houston?

Indigov also supports State and Federal officials

- **22 State Governors and Legislatures**
- **One-Third of the US House of Representatives**

Indigov worked with the National League of Cities to create NLC Outreach, specifically designed for the unique communications needs of City Councils and Mayors.

How are your offices handling inbound and outbound communications today?

INDIGOV
now part of  **GRANICUS**



Houston already has a strong digital engagement foundation with Granicus

The Council-first conversation builds on an established municipal relationship with Granicus.

Why this matters

- Houston already operates communications programs at an enterprise scale.
- Today Granicus facilitates the managing of boards & commissions, FOIA requests, host compliance, agenda/vote management; enabling departments and administrators.
- With Indigov, the City Council can explore a constituent relationship layer within a familiar government technology ecosystem. (OMNIA-BPA, TX-DIR, Direct)



6

Active Granicus Contracts with
City of Houston

53,276

Annual FOIA requests
processed across Houston city
departments

What a connected constituent journey could look like

Illustrative scenario: a constituent seeking housing assistance.



INQUIRY

A resident contacts their City Council office.



TRIAGE

The request is assigned to the appropriate office or team member.

REFERRAL

The relevant department receives the case with context.

RESOLUTION

Staff can monitor follow-up and outcome.

ENGAGEMENT

The constituent can receive relevant updates later regarding programs or the work the Council is doing on this issue.

What success could look like for Houston

Five outcomes to guide the conversation, not prescribe the solution.

- 01

Better service to constituents

Clear ownership and timely follow-up.
- 02

Stronger relationships with Houston residents

Relevant updates tied to constituent interests.
- 03

More informed decision-making

Greater visibility into priorities and emerging trends.
- 04

Greater accountability

Casework and referrals tracked through resolution.
- 05

Continuity and institutional knowledge

History remains accessible through transitions.

Today’s objective: understand current workflows and agree on the scenarios worth exploring further.



Discussion

What are your offices using today?

How well is the current process working?

What can be improved in how you show up for your constituents?

Where are we right or wrong on how to measure success?

Today's objective: understand current workflows and agree on the scenarios worth exploring further.



Demo



The efficiency of customer service meets the next generation of gov. _____

With Indigov's constituent relations tool, government officials, agencies, and their staff can respond and reach out to each constituent with a message that matters.

The graphic features a circular portrait of George Washington wearing sunglasses with an American flag pattern. To the left is a circular seal with the text 'SCALING REPRESENTATIVE DEMOCRACY' and a central eye symbol. The background is a light beige with faint architectural details.

Today's objective: understand current workflows and agree on the scenarios worth exploring further.