

San José Access & Mobility Plan

Engagement Plan DRAFT

Aug 19, 2020

1. Introduction & Purpose of the Engagement Plan

This Community Engagement Plan will provide a roadmap and framework for soliciting meaningful information and insights to inform decision making as the City of San José engages community members in planning safe, equitable, affordable, and attractive transportation through the Access and Mobility Plan (AMP). AMP engagement will be coordinated with and complemented by the outreach for the Downtown Transportation Plan (DTP) and the Emerging Mobility Plan (EMP).

This effort is happening during unprecedented times; the COVID-19 pandemic causes uncertainty around how reaching people might look throughout the planning process. At the same time, the AMP contains very ambitious transportation goals for the City.

This Plan will build upon community input and insights in *Envision San José 2040*, *Climate Smart San José*, and the *Transportation Directives*. To achieve the ambitious transportation goals San José has set, the AMP will need to look beyond engaging only with people who tend to come to planning meetings. It will require reaching a truly representative sample of San José community members and gaining a better understanding of what will be necessary to change their travel behavior.

We see three key goals for outreach and stakeholder engagement:

1. Ensuring that equity goals are achieved through an inclusive and collaborative decision-making process;
2. Informing identification, selection, and implementation of AMP goals and strategies; and
3. Directly promoting change in how people travel.

This engagement effort seeks to set new best practices for the DOT and to generate platforms and techniques that can be used beyond the AMP.

2. Theory of Engagement

In designing this engagement plan the project team is drawing on the following sources, plans and frameworks:

- The *Envision San José 2040* general plan, adopted in 2011 and amended in 2018; in particular drawing on strategies such as Community Based Planning, Urban Villages and Streetscapes for People, the values of Environmental Leadership, Diversity and Social Equity, Interconnected City, and Healthy Neighborhoods.
- [Climate Smart San José](#) and the Good Life 2.0; in particular leverage engagement, build continuity with stakeholders, and include successful strategies.
- The City's Book of Play; in particular when designing in-person outreach efforts.
- Gehl Institutes Framework for [Inclusive Healthy Places](#); especially in regards to creating inclusive public process for this engagement that promotes civic trust, participation, and social cohesion.
- Los Angeles DOT approach of [Dignity-infused Community Engagement](#) and other leading edge equitable engagement in cities around the country including Durham, NC, Seattle, WA, Portland, OR and others.
- The Untokening's [Principles for Mobility Justice](#) and [People for Mobility Justice's 5 D's](#).
- [Mobility Equity Framework](#), Greenlining Institute.

Key values and goals from Envision San José 2040 and Climate Smart San José

- San José places a high value on the diversity of residents and this Plan centers this diversity as a key value and strength.
- San José places a high value on innovation. This plan leverages cutting edge technology to reach the greatest number of people and input that is reflective of the City's geographic, economic, and racial diversity with new online engagement tools and channels.
- San José has ambitious climate goals to reduce auto use.
- As stated in Climate Smart San José, meeting our ambitious climate goals requires people-focused planning and robust civic engagement.

Focus on Equity and Equitable Engagement

Given the ambitious Climate Smart Goals, the diverse communities of San José, and growing concerns about inequality, displacement, and rapid demographic change, an ambitious evolution for how residents and workers get around will not be possible without deep and meaningful engagement, especially of Communities of Concern. It is critical to have equity at the heart of this engagement plan, as well as at the heart of the outcomes and implementation of the AMP.

In this plan we will fund community-rooted organizations to conduct engagement in historically under-served and impacted communities and engage historically marginalized demographics. Broad and deep engagement with these communities will be needed to create transformative change. We must move beyond the usual suspects who come to planning meetings. This means resourcing the community organizations who have deep roots in their specific communities to do the work of engaging their community members and thinking critically about how public input is sought at all stages of the process. In order to achieve equitable engagement and equitable outcomes we must make the extra effort

and investment to reach impacted communities and residents who are the hardest to reach, who have been historically underrepresented, and who will continue to be underrepresented through traditional public processes.

3. Equity Approach

Creating an Equity Council that will advise and inform the AMP is an important first step in centering equity in this Plan. The Equity Council will be comprised of representatives from five Community-Based organization (CBO) partners, and this group will meet regularly with the Engagement Team to provide input into the process. These CBO partners will play a significant role in the Plan development and will leverage their strong pre-existing communication infrastructure to gain more widespread feedback. These partners will have the capacity to give input, to make connections to other CBOs and neighborhood groups, to advise and provide content for online and in person messaging, and to do direct outreach and engagement in their communities. The team will also aim to have them inform all aspects of the Plan, including what success looks like (Goals, KPIs, preferred strategies, geographical approach, personas, etc.).

Our engagement team is guided by the following Equity Principles in our approach to building relationships with the CBO Partners:

1. **Involve the community** at every stage of the Plan, including getting direct feedback from community partners on the Plan at the beginning of the engagement process.
2. Engagement, whenever possible, consists of community members talking to each other. Community leaders and **CBO partners will be engagement leaders** and storytellers bringing messages in their own language to their own community.
3. A strong public process involves both **focused outreach** to key stakeholders but also **breaking down silos** of communication between different demographics and interests.
4. Equitable, effective, and transparent public processes include a **feedback loop** that clearly conveys how community input and recommendations are incorporated into the Draft and Final Plan. Among the input the City shall seek is whether stakeholders ultimately feel heard throughout the public input process.
5. **Community organizations** should be empowered and resourced with funding to be able to be full partners in creating and implementing this Plan and to engage their community members.
6. **Equitable engagement takes time**, moving at the speed of trust, and building empathy and understanding between city and community partners, leaders and residents.

Tracking the demographics of who is participating in our outreach will be an important element of making sure we meet our equity goals. We will collect optional demographic information from people participating in surveys, and we will also assess what geographies we are receiving input from based on the comments received. We will periodically re-evaluate our engagement strategy to re-focusing engagement efforts in communities that we aren't hearing from.

Language accessibility of information will also be a key element of equity. All public-facing materials will aim for an 8th grade reading level. With significant Latinx and Vietnamese populations, it will also be important to translate public-facing materials into Spanish and Vietnamese. Our CBO partners will be able to ensure the tone of materials in these languages is appropriate.

Another important element of equity for this Plan is the recognition and redressing of existing disparate impacts for communities in San José today. To be credible and trustworthy partners in this engagement process it will be important for our project team and agency partners to use data to understand and convey how some communities are more impacted by displacement, injury and fatal collisions, historic disinvestment, policing, and other significant impacts. While there is no existing City policy on transportation equity, that does not preclude the City to analyze and disclose information through the public process about existing/historic inequities and to express a sincere interest and commitment in closing those gaps.

4. Engagement Rounds

This section describes three distinct engagement Rounds that will help the project team to gather input at key project milestones.

Round 1: Initial Engagement (Summer-Fall 2020)

The purpose of engagement during the initial round is to start to build a relationship with community members, share information and interest in the Plan, and to gather broad community input on high-level priorities and concerns to influence Goal/Directive and KPI finalization. A primary strategy during this stage is to create a low barrier to participation in the process in order to maximize participation numbers. Questions will be both broad and specific, and will focus on identifying people's values, pain points, and aspirations.

Purposes/Messages

- Solicit input on community values, goals, needs, and raise awareness
- Obtain feedback on draft Goals/Directives and KPIs
- Introduce AMP, including project goals
- Describe process and desired community collaboration

Input Sought

The following table details the three sub-rounds for Round 1 outreach in Summer 2020 and how input will be integrated into the Framing Workshops.

	Outreach Round 1.1	Outreach Round 1.2	Outreach Round 1.3
Timing	2 nd half July	1 st half Aug, flowing into 2 nd Framing Workshop	Sept 1 – Sept 21 flowing into 3 rd Framing Workshop
Input/feedback needed on	Transportation needs in general/ community values	What matters most to make alternative modes more attractive travel choices	Share project overview with public, Draft directives, Release detailed need questions to guide KPI finalization
CBOs	CBOs brainstorm (getting feedback on open ended questions and input on targeted questions), CBOs promote project social channels	CBOs push surveys out via email lists, social channels CBOs meet to discuss and give feedback on directive language, team integrates revisions	CBOs meet to discuss and give feedback on directive language, KPI finalization, team integrates revisions
General Public	<ul style="list-style-type: none"> Establish relationships and focus on values and user experience Grow social following Social media – post general questions/ short surveys on FB, IG, Twitter using appropriate hashtags to track Photo contests, brand promotion 	<ul style="list-style-type: none"> Live project website with very basic project information (telling the story of how we got here, what will happen in the next year) Online survey questionnaire (<u>more targeted questions</u>) Social media – post more targeted questions 	<ul style="list-style-type: none"> Communicate back what we’ve heard, input on directives/KPIs as needed Build support for directives Additional online survey if appropriate Social media and live project website

Activities

The team will first build the movesanjose.org platform for the City to use in a variety of DOT efforts. In this manner the AMP will be an umbrella through which DOT can communicate with residents on numerous plans and projects in English, Spanish, and Vietnamese.

A CBO strategy will be drafted and approved, a list of potential CBO partners identified, and on-boarded as early as possible to allow for them to provide substantive input during Round 1 of engagement. Confirmed CBOs now include PACT, LUNA, and Silicon Valley Independent Living Center.

During Round 1, CBOs will offer feedback directly on the questions for the public, help with translations, and push the questions out to their networks. They will also meet several times with the Winter Consulting Equitable Engagement Team (EET) and at least once together as an Equity Council to discuss the planning process, the engagement strategy, an equity framework, and the Transportation Goals/Directives and KPIs.

The Engagement Team will introduce a new social media identify called MoveSanJose. For AMP's Round 1.1, value-based questions will be asked at least once a day across FaceBook, Twitter, and Instagram for two weeks in the second half of July 2020. This input will then be analyzed in light of Goal/KPI finalization and a second set of questions will be finalized for Round 1.2.

A detailed list of questions is available in the Round 1 Content document. This content will be translated into Spanish and Vietnamese and shared with the community in all three languages.

Round 1.2 will be conducted in the first half of August, 2020, in time to feed into the 2nd and 3rd Framing workshops.¹ This will include more detailed modal questions for residents. These questions will be asked across social media platforms and also offered as a survey on movesanjose.org. During this sub- Round we will also start to share more information about the AMP process and goals on movesanjose.org and DOT's website. Content will be supplied to all identified stakeholders on existing lists of neighborhood groups, business groups, etc. Organizations beyond the CBO partners will be asked to share information (i.e. TransForm, Greenbelt Alliance, local business groups, etc.). DOT will also be given content to post on Nextdoor and share with Council offices.

Round 1.3 will take place around the 3rd Framing workshop and will be an opportunity to share draft Directives and KPIs (as appropriate) with the public. During this sub-Round, information will be shared on movesanjose.org and DOT's website, as well as utilizing social channels. People who have signed up for updates on movesanjose.org will receive an update (like a newsletter).

A series of seven Zoom webinars will be held to formally introduce the AMP to the public. Invitations will be included in emails to stakeholders as well as on movesanjose.org and the DOT webpage, and on all social channels. Five webinars will be held in English: one focused on central San Jose (in conjunction with the Downtown Transportation Plan team), and one each focused on neighborhoods to the North, South, East, and West. One webinar will be entirely in Spanish. One will be entirely in Vietnamese. Our CBO partners will advise us on detailed plans for implementing these webinars.

Videos of the presentations given at the webinars will be made available on movesanjose.org in English, Spanish, and Vietnamese.

¹sThe three Framing workshops are meetings where the consulting team is facilitating discussion with agency staff to help finalize the Goals and KPIs. Input from CBOs and the broader community will be shared at the 2nd and 3rd workshops, on August 14th and September 18th.

The public will be able to post questions on the website and the City will answer those questions or comments in the appropriate language. This tri-lingual “online workshop” will also be advertised via social media.

Further activities, such as focus groups, modified pop-ups, or signage to advertise the web survey, will be discussed and finalized with CBO input.

Round 2: Substantive feedback (Fall 2020 – Winter 2021)

It is during this Round that more substantial qualitative feedback will be sought to incorporate high quality input into project decision making. Feedback during this Round will include focus groups and a webinar series in addition to ongoing social media and website surveys, with additional activities TBD by CBO partners.

At the end of Round 1, all input to date will be evaluated and the appropriate content for Round 2 will be identified. The Equity Council of CBOs will meet to review the outputs from Round 1 engagement and technical work and recommend strategies for engagement during Round 2. This section gives a baseline for what types of activities will be implemented during Round 2, but the approach will be refined based on CBO and stakeholder input from Round 1.

Purposes/Messages

- Solicit ideas for how to solve transportation challenges and nuances (i.e. bike lanes vs. electric bikes)
- Present personal stories and identify Personas²
- Present ‘best practice’ ideas and technical team’s ‘universe’ list of strategies
- Solicit community views on the ideas

Input Sought

- What are the most effective changes that could enable you to walk, bike, and take transit? What about your neighbors?
- Which types of the ‘universe’ of strategies seem most promising? Why? Which are least, and why?
- Are there particular projects you want to see implemented?
- Presenting background conditions, historic data and asking for feedback (Are these correct? Do they match expectations?)
- What information/data do people want to see?
- Brainstorming and evaluating strategies.
- Local preferences/needs (making sure solutions are tailored to match local priorities).

² A “Persona” is an individual who is representative of a demographic, personality, or commuter-type that we want to feature. These are people that other people can identify with and might lead a member of the public to better identify with someone who takes transit or bikes, for example. It is a way of humanizing non-auto transportation choices and also a way to make people think more about making non-car trips themselves.

Activities

- Equity Council meeting of CBOs
- Movesanjose.org website content
 - Will be used to share out what we heard during Round 1, the Directives and KPIs as appropriate, information on Plan goals, etc.
 - Will be used for additional surveys that may be able to tease out different needs based on geographies and offer more specific input to the project team on potential strategies.
 - Regular updates sent to stakeholders signed up for them.
- Social media
 - Posts on Facebook, Twitter, Instagram (at least 100 engagements across all platforms).
 - Content will be developed for City to share on Nextdoor and for Council newsletters.
- Focus Groups
 - A list of stakeholders will be identified for a series of 10 digital focus groups, which may be grouped geographically to assist the AMP team determine different strategies for different neighborhoods.
 - At least a subset of these will focus on demographics that may be slipping through the cracks (e.g. language and digital barriers).
 - At least one focus group will be held in Spanish and at least one in Vietnamese.
 - Populations such as those with limited mobility, transit dependent, seniors, and youth may also be identified as priorities for focus groups.
 - Incentives will be given to focus group participants.
- In-person exhibits
 - If possible, in-person multilingual exhibits will be created that will allow a social-distance-appropriate learning experience deployed in outdoor spaces like parks and shopping centers.
 - As much as possible these will be modeled off of concepts in the City's Book of Play.
- Webinar
 - A Zoom webinar will be hosted in English, Spanish, and Vietnamese and will incorporate interactive elements.
 - Invitations will be included in emails to stakeholders as well as on movesanjose.org and the DOT webpage, and on all social channels.
 - After the webinar, the presentation will be posted on movesanjose.org and advertised via social media. The public will be able to post questions on the website under the video and the City will answer those questions or comments in the appropriate language.
- Earned media
 - At least 1 press release and attempt to create a media buzz.

Round 3: Draft plan and socialization (Spring/Summer 2021)

The purpose of outreach during this Round is to receive input on the draft Access & Mobility Plan.

During this Round, stakeholders will learn more about the Plan, we will introduce the Personas, and consider approaches for socialization.

At the end of Round 2, all input to date will be evaluated and the appropriate content for Round 3 will be identified. The Equity Council of CBOs will meet to review the outputs from Round 2 engagement and technical work and recommend strategies for engagement during Round 3. This section gives a baseline for what types of activities will be implemented during Round 3, but the approach will be refined based on CBO and stakeholder input from Round 2.

Purposes/Messages

- Present technical team's 'recommended' strategies
- Present Personas
- Gather consensus/support on recommended strategies

Input Sought

- Do you agree with the recommended strategies?
- Which strategies do you think will work best in your neighborhood? And in other key places?
- How can we make it easier for you to drive less?

Activities

- Equity Council meeting of CBOs
- Movesanjose.org website content
 - Will be used to share out what we heard during Round 2.
 - Will be used for additional surveys depending on what's needed.
 - Will be used to showcase Personas.
 - Regular updates sent to stakeholders signed up for them.
 - Share the recommended strategies in an easy to grasp way, visually.
- Social media
 - Posts on Facebook, Twitter, Instagram (at least 100 engagements across all platforms).
 - Content will be developed for City to share on Nextdoor and for Council newsletters.
- In-person exhibits
 - If possible, in-person multilingual exhibits will be created that will allow a social-distance-appropriate learning experience deployed in outdoor spaces like parks and shopping centers.
 - As much as possible these will be modeled off of concepts in the City's Book of Play.

- Webinar
 - A Zoom webinar will be hosted in English, Spanish, and Vietnamese and will incorporate interactive elements.
 - Invitations will be included in emails to stakeholders as well as on movesanjose.org and the DOT webpage, and on all social channels.
 - After the webinar, the presentation posted on movesanjose.org and advertised via social media. The public will be able to post questions on the website under the video and the City will answer those questions or comments in the appropriate language.
- Earned media
 - At least 1 press release and attempt to create a media buzz.
- Engagement Report and recommendations

5. Key Stakeholder Groups

The following table details a number of stakeholder categories and how they will be reached by engagement.

Group Type	Group/Example	How will we reach them?						
		Website & Social Media	Convened Meetings	Focus Groups	In-Person Exhibits and/or phone	Webinars	Earned Media	Direct Email
Steering Committee (Staff lead)			X					
Senior DOT Staff (Staff lead)			X					
City Council (Staff lead)		X	X					X
CBO partners	Equity Council		X					

Group Type	Group/Example	How will we reach them?						
		Website & Social Media	Convened Meetings	Focus Groups	In-Person Exhibits and/or phone	Webinars	Earned Media	Direct Email
Community members	CBO constituencies	X	X	X		X	X	X
Community members	Latino	X		X	X		X	To orgs (Somos, etc.)
Community members	Vietnamese	X		X	X		X	To orgs (VIVO, etc.)
Community members	Extremely low income	X		?	X		X	To orgs
Community members	People with disabilities	X		?			X	To orgs
Community members	Seniors	X		?	X		X	To orgs
Community members	Youth	X		?	X		X	To orgs
Placemaking & mobility groups	SPUR, Greenbelt Alliance, Walk SJ, Silicon Valley Bicycle Coalition, TransForm, GRPG	X					X	X

Group Type	Group/Example	How will we reach them?						
		Website & Social Media	Convened Meetings	Focus Groups	In-Person Exhibits and/or phone	Webinars	Earned Media	Direct Email
Neighborhood associations	Hensley, Lanai, Shasta Hanchett, District Leadership Groups, etc.	X				X	X	X
Faith-based organizations		X		?			X	
Schools (K-12)		X		?			X	Through SRTS?
Colleges, Universities		X		?			X	X
Business Groups	Japantown Business Group, Alum Rock Business Group, Willow Glen Business Association, SJDA, Latino Business Foundation, SVLG, SVO, etc.	X		?		X	X	X
Labor Groups	South Bay Labor Council, Working Partnership, and cross-section of labor unions	X		?		X	X	X
Residents in general		X					X	