

## San José Downtown Transportation Plan

Appendix D: Equity Framework Memo (Final Draft)

January 2021

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The San José Downtown Transportation Plan is guided by a focus on equity through building relationships with key partners and stakeholders, bringing on board Community-Based Organization (CBO) partners and engaging communities who have historically been left out of the planning process. This document provides a provisional outline of the principles and indicators of a strong equity framework, as well as key components of that framework's success.

This framework document includes Equity Principles developed in collaboration with the CBO Partners, how these strategies will guide the team's approach to engagement, and recommendations on indicators to ensure equitable outcomes for the implementation of the Downtown Transportation Plan.

We recognize that this framework is an intermediary step for the City of San José as the City is now forming an Office of Racial Equity. Looking forward we hope that the principles, strategies and indicators identified here will be integrated into a broader Equity Charter, or Equity Plan for the City, similar to the City of Portland's [Equity Plans](#)<sup>1</sup> or the City of Oakland's [Equity Indicators Project](#).<sup>2</sup>

### Equity Principles

Six *Equity Principles* guide the team's approach to engagement:

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. Empowering and resourcing **community organizations** - CBOs as engagement leaders and storytellers bringing messages in their own language to their own communities.
3. CBO partners will come together to form an **Equity Advisory Committee**.
4. A strong public process involves both **focused outreach** to key stakeholders but also **breaking down silos** of communication between different demographics and interests.
5. **Equitable engagement takes time**, moving at the speed of trust, and building empathy and understanding between City and community partners, leaders and residents.
6. 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.

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<sup>1</sup> <https://www.portlandoregon.gov/transportation/74235>

<sup>2</sup> <https://www.oaklandca.gov/projects/oakland-equity-indicators>

**Strategies to Implement Equity Principles in the Engagement**

Below are key engagement strategies for each of the Equity Principles

<b>Equity Principle</b>	<b>Engagement Strategies</b>
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.	<ul style="list-style-type: none"> <li>● Convene CBO partners to review and give feedback on the engagement plan before implementing</li> <li>● Involve CBO partners and solicit feedback at every stage of the planning and engagement process</li> </ul>
Empowering and resourcing community organizations - CBOs as engagement leaders and storytellers bringing messages in their own language to their own communities.	<ul style="list-style-type: none"> <li>● Fairly compensate the CBO partners for their time and efforts</li> <li>● Seek feedback from the CBO partners on all messaging and engagement</li> <li>● Engage the CBO partners as connectors to members of the community</li> </ul>
CBO partners will come together to form an Equity Advisory Committee.	<ul style="list-style-type: none"> <li>● Meet regularly with the CBO partners as a group and solicit feedback on engagement strategies, implementation and each step of the planning process</li> <li>● Facilitate direct feedback between the CBO partners, project team and City Staff</li> </ul>
A strong public process involves both focused outreach to key stakeholders but also breaking down silos of communication between different demographics and interests.	<ul style="list-style-type: none"> <li>● Speaker series events targeted to reach both typical urbanist audiences and specific communities who are not usually represented at these events</li> <li>● Conduct at least one public workshop in each phase of the project</li> <li>● Conduct focus groups with specific communities such as Latinx, Vietnamese, and the unhoused population.</li> <li>● Conduct online open house and online surveys</li> </ul>
Equitable engagement takes time, moving at the speed of trust, and building empathy and understanding between city and community partners, leaders and residents.	<ul style="list-style-type: none"> <li>● Create spaces for relationship building between City Staff, CBO partners, and other key stakeholders on the project</li> </ul>
Equitable, effective, and transparent public processes include a feedback loop that	<ul style="list-style-type: none"> <li>● Report out to CBO partners and to the public through the website how input</li> </ul>

<p>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.</p>	<p>through surveys, workshops, etc is integrated into the preferred and final scenarios and plans</p>
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***Guiding Questions for Equitable Engagement on the Downtown Transportation Plan***

- What does it mean to embrace diversity, equity and inclusion within this project in its entirety?
- How can we create a downtown that is walkable, bikeable, has vibrant art and public spaces, accessible services and serves as many people and communities as possible?
- How can people at the margins meaningfully participate in this planning process?
- How can we ensure meaningful participation in the planning process from a broader cross section of the people invested in downtown?
- How will our choices affect and benefit people at the margins?
- How will the plan’s outcomes benefit disadvantaged community members?
- Are members of communities including non-English speakers, low-income/poor households, the unhoused population, LGBTQAI, immigrants, and communities of color involved in defining what constitutes a benefit?
- How can we ensure that the engagement and/or plan does not add to othering or marginalization of the unhoused population downtown and are there ways to engage this population in the planning process?
- How do we ensure equitable implementation? Is there a strategy for ensuring that we stick to the implementation plan?
- How will equitable outcomes be measured for the plan?

***Equity Policies and Indicator Recommendations***

As mentioned above, other cities have adopted city-wide equity plans and/or indicators by which to measure the impacts of plans and policies on equity. While this is beyond the scope of this Downtown Transportation Plan, it would benefit the City to consider tracking shifts in demographics over time by neighborhood. Important data points include race, ethnicity, income, age, gender, family or household size, and number of cars per household. The plan will evaluate specific projects and programs according to these equity evaluation criteria.

1. **Fair protection** – Track safety outcomes by race, income and geography and compare crash types and involvement by mode of travel relative to their activity levels and citywide demographics.
2. **Fair enforcement** - Track all traffic stops and use of force by race and compare how many people in each racial group receive traffic citations relative to their proportion of the population of San Jose.
3. **Fair investment** - Track investment in transportation improvements and maintenance in neighborhoods and compare investments by population by race, income and geography.
4. **Fair housing** - Track residential displacement in relationship to transportation investment. Are improvements correlated with increased displacement, rising rents, evictions, or home prices?
5. **Fair maintenance** - Track impacts of transportation maintenance and improvements on the unhoused population.
6. **Fair use of public space** – Track event participation and use of public spaces. Survey and visually scan for indicators of diversity and inclusivity downtown, for instance art, culture, businesses, activities, and who is using public space (for instance intergenerational families).
7. **Fair access to transit** - Track demographics of transit users in and out of downtown and compare to neighborhood and employment demographics near transit stops and stations.

Finally, we also recommend that SJ DOT shares their goals with other City departments, and to support the equity goals of other departments within the City, until a time when a City-wide policy is in place.