

# Attachment A

## Community Engagement Plan

San José CARP | 8/7/24

### Contents

Community Engagement Plan .....	1
Goal and Objectives .....	1
Roles and Responsibilities .....	2
R+A .....	2
SPUR .....	2
City .....	2
San José Community Snapshot .....	2
San José Sampling Plan .....	4
Measures of Success .....	5
Considerations for Community Engagement Timing .....	6
Community Engagement Activities .....	7

### Community Engagement Plan

This Community Engagement Plan (CEP) details the proposed community engagement and outreach efforts to support the San José Climate Adaptation and Resilience Plan (CARP). Public input, community engagement, and local capacity building are essential to the effective update and implementation of the CARP. The community engagement activities proposed in this CEP provide opportunities for all residents and stakeholders to actively participate in the process and develop a path to climate resilience. The meetings and workshops selected have been designed to empower a wide variety of residents, city staff, and decision-makers, including those who are not typically involved in civic projects or planning processes. This plan includes a snapshot of the San José community and a sampling plan of subpopulations that may require targeted outreach.

### Goal and Objectives

The goal of community engagement is garnering ground-truthed information about the impacts of climate change on their lives and how the CARP strategies can best serve their needs.

Additional objectives of engagement include:

- Provide an inclusive, equitable, and transparent process.
- Build a constituency that supports the adoption and implementation of the CARP.
- Develop and disseminate accessible, well-branded materials that support effective outreach and project understanding.
- Engage and empower a broad cross-section of San José residents, community groups, business owners, stakeholders, and decision makers.

- Gather input at strategic points in the planning process to inform the CARP.
- Build capacity so the community can guide and support implementation of the CARP.
- Achieve broad demographic and geographic representation from stakeholders including participants who are typically not engaged in planning processes using virtual engagement methods, traditional and social media.
- Educate the community about the importance and urgency of climate adaptation and resilience.
- Gather meaningful input and feedback from the community about the CARP.

## Roles and Responsibilities

### R+A

- Lead engagement activities
- Produce engagement materials (presentations, agendas, meeting collateral)
- Take notes for in-person and online events
- Produce Community Engagement Summary

### SPUR

- Review draft engagement materials
- Facilitation support
- Provide staff for in-person and online events as requested by R+A
- Recommend and provide contact information for stakeholders
- Promote CARP outreach and engagement through SPUR communications channels

### City

- Review draft engagement materials
- Provide staff for in-person and online events
- Coordinate in-person event logistics (i.e. securing venue)
- Use City communication channels (email listserv, social media, website) to publicize engagement activities
- Coordinate City Council meetings and briefings
- Commissions and Advisory Bodies
- Attend bi-monthly Climate Ready Working Group meetings

## San José Community Snapshot

The following graphic provides summary demographics for the City of San José.

## Demographic

### TOTAL POPULATION

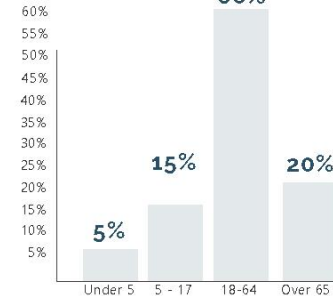
**1,013,240** people in San José  
**52.3%** of Santa Clara County

### LANGUAGE

**58%**  
 speak a language other than English at home in San José

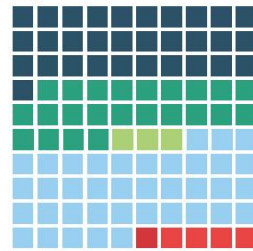
**54%**  
 speak a language other than English at home in Santa Clara County

### AGE OF POPULATION



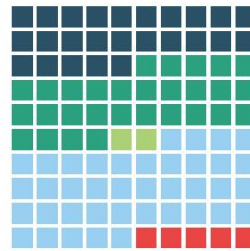
### RACE / ETHNICITY

#### City of San José



Hispanic/Latino (31%)  
 White (23%)  
 Black/African American (3%)  
 Asian (38%)  
 Other (5%)

#### Santa Clara County



Hispanic/Latino (25%)  
 White (29%)  
 Black/African American (2%)  
 Asian (39%)  
 Other (5%)

## Education

### COLLEGE DEGREE



**42.7%**  
 City of San José



**51.5%**  
 Santa Clara County

## Income + Poverty

### MEDIAN HOUSEHOLD INCOME

City of San José: **\$136,010**  
 Santa Clara County: **\$153,792**

### % IN POVERTY

**7.9%**  
 City of San José

**6.9%**  
 Santa Clara County

## Land + Housing

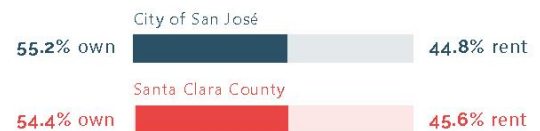
### TOTAL LAND

**178.26** sq miles in San José  
**13.8%** of Santa Clara County

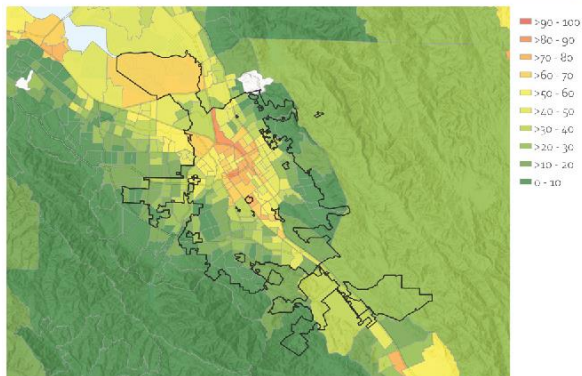
### TOTAL HOUSING UNITS

**342,037** housing units in San José  
**49.7%** of Santa Clara County

### RENTER-OCCUPIED HOUSING



## CalEnviroScreen Results



CalEnviroScreen results show that the area of greatest concern is the dense center of San José, as well as the northern-most area of the city.

## Transportation

### INFLOW/OUTFLOW

**62%** of employed San José residents work outside the City

**58%** of workers employed in San José live outside the City

**4.2%** of total vehicle registrations in Santa Clara County are EVs (BEV + PHEV)

Sources: American Community Survey 2022 5-Year Estimates (several topical tables), CA DMV 2020 Vehicle Registration by Fuel Type

## San José Sampling Plan

This sampling plan identifies populations in San José that are traditionally less civically engaged and should be targeted with specific engagement strategies to ensure that their opinions are heard and reflected in the CARP. These populations are also the most vulnerable communities to climate hazards, making it important that they understand how the CARP may affect them.

**Table 1. Engaging Target Communities**

Target Group	% of San José Population	Potential Challenges	Engagement Activities	Organizations
Youth (5-18)	16%	<ul style="list-style-type: none"> <li>Not as interested in civic activities</li> <li>Busy with friends and activities</li> </ul>	<ul style="list-style-type: none"> <li>Focus/Small Group</li> <li>Online engagement and social media</li> </ul>	<ul style="list-style-type: none"> <li>Community organizations</li> <li>Schools</li> </ul>
Latinx Population	31%	<ul style="list-style-type: none"> <li>Language barriers</li> <li>May not engage with the City's communication channels</li> </ul>	<ul style="list-style-type: none"> <li>Translated online and in-person engagement</li> </ul>	<ul style="list-style-type: none"> <li>Community organizations</li> <li>Service providers</li> <li>Faith groups</li> </ul>
Vietnamese Population	~18%	<ul style="list-style-type: none"> <li>Language barriers</li> <li>May not engage with the City's communication channels</li> </ul>	<ul style="list-style-type: none"> <li>Translated online and in-person engagement</li> </ul>	<ul style="list-style-type: none"> <li>Community organizations</li> <li>Service providers</li> <li>Faith groups</li> </ul>
Native American Population	<1%	<ul style="list-style-type: none"> <li>Historically under-represented</li> <li>Lack of trust in institutions</li> </ul>	<ul style="list-style-type: none"> <li>Meetings with community leaders</li> <li>Stakeholder meetings</li> </ul>	<ul style="list-style-type: none"> <li>Muwekma Ohlone Tribe</li> <li>Tamien Nation</li> <li>Indian Health Center of Santa Clara</li> </ul>
Older Adults (65+)	20%	<ul style="list-style-type: none"> <li>Actually tend to be overrepresented in engagement</li> </ul>	<ul style="list-style-type: none"> <li>Online engagement</li> <li>Stakeholder meetings</li> </ul>	<ul style="list-style-type: none"> <li>Senior Services</li> <li>Community organizations</li> </ul>
Renters	45%	<ul style="list-style-type: none"> <li>May not be as invested in the process because tend to be more transient or don't have control of</li> </ul>	<ul style="list-style-type: none"> <li>Online engagement</li> </ul>	<ul style="list-style-type: none"> <li>Tenant advocacy groups</li> <li>Neighborhood Associations in majority renter areas</li> </ul>

		home modifications		
Low-income Population <sup>1</sup>	~41%	<ul style="list-style-type: none"> <li>• May work multiple jobs and at times that conflict with engagement activities</li> <li>• Disenfranchisement</li> </ul>	<ul style="list-style-type: none"> <li>• One-on-one meetings</li> <li>• Meetings at various times, hybrid meetings, providing childcare</li> </ul>	<ul style="list-style-type: none"> <li>• Community organizations</li> </ul>
East San José		<ul style="list-style-type: none"> <li>• Language barriers</li> <li>• May not engage with the City's communication channels</li> <li>• May work multiple jobs and at times that conflict with engagement activities</li> </ul>	<ul style="list-style-type: none"> <li>• Focus/Small Group</li> <li>• Online engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Community organizations</li> <li>• Neighborhood Association</li> </ul>
Foothill Areas		<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Focus/Small Group</li> </ul>	<ul style="list-style-type: none"> <li>• Neighborhood Association</li> </ul>

## Measures of Success

To ensure this community engagement process meets the expectations of our team, we've identified these measures of success:

- **Diversity of people reached**
  - Participation of Latinx community members, including residents of the Eastside
  - Participation of Vietnamese community members
- **Sectors.** Our target for this effort is to reach members of the sectors accounted for in the City's vulnerability assessment: private building owners, City departments, partner agencies (transportation, waste, water), emergency and public health providers, local CERT, and populations vulnerable to climate hazards (e.g. elderly, low income, non-English speaking, renters).

---

<sup>1</sup> Used below 80% AMI to define "Low Income" in this table. In the city, 80% of household AMI is \$96,000. Used "Household Income less than \$100,000" from ACS 2021 5-year estimates to approximate.

## Considerations for Community Engagement Timing

The following is a list of ongoing City planning and engagement efforts, as well as other timelines to consider when planning engagement activities. Coordination will help reduce the amount of repetitive information going out to the public (engagement fatigue) and increase accessibility for segments of the community (e.g., youth).

### City Planning and Engagement Activities

- EJ Element engagement
- Safety Element Update engagement
- Open Space Element Update engagement

### City-Hosted Events

- Viva Calle SJ (April)
- Earth Day Celebration (April)
- National Night Out (August)
- Youth Commission Annual City-wide Youth Conference (late spring/early summer?)
- City festivals (fall)

### Other schedules

- School schedules (middle, high, colleges, trade schools)

## Community Engagement Activities

Activity	Purpose + Audience	Input Informs Which Tasks?	Roles
<b>Staff and Partner Agency Interviews (virtual)</b>	Listen to City department and partner agencies' experience with climate hazards, priority issues, and ongoing efforts.	2.1 Plan and Policy Review 2.2 Vulnerability Assessment 4.1 Measures Development	<b>R+A (lead):</b> schedule meetings, develop questions, conduct interviews <b>City:</b> review questions, put R+A in contact with interviewees
<b>Small Group Meetings / Focus Group (virtual)</b>	Inform groups about what the CARP is and the development process. Listen to stakeholders': <ul style="list-style-type: none"> <li>• Experience with climate hazards: what do they currently do to cope, if anything?</li> <li>• Priority issues</li> </ul>	2.2 Vulnerability Assessment 4.1 Measures Development	<b>R+A (lead):</b> Identify and invite participants, develop questions, facilitate, take notes <b>SPUR:</b> Provide input on participants to be included, support invitation of participants, support development of questions, support facilitation as needed. <b>City:</b> Provide input on participants to be included
<b>Workshop 1 (virtual)</b>	<ul style="list-style-type: none"> <li>• Inform community about what the plan is (what is adaptation)</li> <li>• Inform about the plan development process</li> <li>• Discuss the results of the vulnerability assessment</li> </ul>	4.1 Measures Development	<b>R+A (lead):</b> Presentation, meeting agenda and materials, notes <b>SPUR:</b> Review meeting materials, promote through SPUR communications channels, presenting support <b>City:</b> Review meeting materials, promote through City communications channels, presenting, facilitation support

<p><b>Survey</b></p>	<p>Obtain a broad understanding of community members’:</p> <ul style="list-style-type: none"> <li>• Experience with climate hazards (what do they currently do to cope, if anything?)</li> <li>• Priority issues</li> <li>• _____</li> </ul>	<p>4.1 Measures Development</p>	<p><b>R+A (lead):</b> Develop survey questions and platform  <b>SPUR:</b> Review survey questions, support survey distribution  <b>City:</b> Review survey questions</p>
<p><b>Workshop 2</b> Keep open for online and/or in-person (more interactive)</p>	<p>Show the community our measures framework, and overview of measures. Solicit community input on:</p> <ul style="list-style-type: none"> <li>• Measures to prioritize</li> <li>• Equity considerations of measures</li> <li>• If there is anything missing</li> </ul>	<p>4.1 Measures Development</p>	<p><b>R+A (lead):</b> Develop materials, activities, and presentation; facilitation; take notes  <b>SPUR:</b> Review meeting materials, promote through SPUR communications channels, presenting support  <b>City:</b> Review meeting materials, promote through City communications channels, presenting, facilitation support</p>
<p><b>Online Public Comment Form</b></p>	<p>Roll out the draft plan to the public. Obtain public comment submissions.</p>	<p>6.2 Prepare Plan (specifically, 6.2c Final Plan)</p>	<p><b>R+A (lead):</b> Set up comment platform, develop questions (if any)  <b>SPUR:</b> Promote through SPUR communications channels  <b>City:</b> Promote through City communications channels</p>
<p><b>Pop-up (in-person)</b></p>	<p>Set up a booth at an existing community event to encourage people to engage with the online public comment form</p> <p>Siting the pop ups: Have staff who speak Spanish and Vietnamese (Chinese Traditional and Simplified) City has vendors to translate</p>	<p>6.2 Prepare Plan (specifically, 6.2c Final Plan)</p>	<p><b>R+A:</b> Event logistics, prepare materials, staff table  <b>SPUR:</b> Staff the table, review materials, promote through SPUR communications channels  <b>City:</b> Review materials, support event logistics (i.e. help R+A secure a tabling spot), promote through City communications channels</p>



<b>Consolidation Event</b> <b>(in-person or virtual)</b>	Event to convene the people and groups who have been involved in engagement in the project. <ul style="list-style-type: none"> <li>• Build network/connections</li> <li>• Show them how their input was incorporated</li> <li>• Signal that the work is only beginning</li> </ul>	Around the time of Plan Adoption	<b>SPUR:</b> Event co-host, presenting and facilitation, event logistics, identify invitees, send event invitations <b>City:</b> Event co-host, presenting and facilitation, identify invitees <b>R+A:</b> Contribute to presentation (if needed), attend event
<b>Climate Ready Working Team</b> <b>(virtual)</b>	Update City departments on CARP progress and solicit feedback on work products.	All	<b>R+A (lead):</b> Host meeting, prepare agendas, presentation, notes <b>City:</b> Provide input on agenda, attend meeting
<b>Council Working Sessions</b> (virtual)?	Provide progress updates and solicit feedback from City Council.	Jan: Engagement Plan, 2.1 Plan Policy Review, 2.2 Vulnerability Assessment, 3.2 Framework TBD: 6.2 Prepare Plan	<b>R+A (lead):</b> Prepare presentation and discussion questions <b>City:</b> Coordinate with City Council

## Talking points that resonate with non-English speaking comms

Communications can review