

Charter Review Commission Outreach & Engagement Activities

Drafted July 23rd, 2021

[City Clerk Role and Outreach](#)

[Consultant Role](#)

[Community Partners Role & Outreach Plans](#)

[Outreach Goals](#)

[Outreach Plans](#)

[African American Community Services Agency \(AACSA\)](#)

[Amigos de Guadalupe Center for Justice and Empowerment](#)

[Asian Law Alliance](#)

[Friends of Hue Foundation](#)

[Latinos United for a New America](#)

[LGBTQ Wellness, a Program of Caminar](#)

[Madre-A-Madre \(Healing Grove\)](#)

[Plata Arroyo Neighborhood Association and Eastgate N.A.C.](#)

[VIVO - Vietnamese Voluntary Foundation](#)

[YouthHype](#)

City Clerk Role and Outreach

The City Clerk is responsible for sending out notices to the public about the Commission's public hearings. The City Clerk follows a multi-channel protocol when sharing information related to the Commission with the goal of reaching as many community members as possible.

The City Clerk uses the following social media channels to share information:

- City Clerk's [Facebook](#) posts
- City Clerks' [Twitter](#) posts
- [City Facebook](#) posts and paid ads (starting July 23, 2021)
- [City Twitter](#) posts (starting July 23, 2021)
- [City Next Door](#) (starting July 23, 2021)

The City Clerk coordinates with City Council offices to ensure that information is distributed to communities through the Councilmembers.

The City Clerk has devoted [a page of the City's website](#) to information on the San José Charter Review Commission.

All recordings of public hearings and Charter Review Commission meetings can be found on the [City of San José's Youtube channel](#) compiled into a playlist called "[Charter Review Commission](#)."

The City Clerk will also send out notices to a list of neighborhood organizations.

Consultant Role

The Commission Consultant, CivicMakers, is coordinating with contracted community organizations to:

- Understand community needs, preferences and concerns related to improving accountability, representation, and inclusion at City Hall
- Educate the community on the role of the City Charter and the review process to elicit meaningful input from the public
- Earn resident trust in the Commission's process and commitment to listening and representing the community's interests

San José Charter Review Commission Outreach & Engagement Activities

- Place special focus on reaching hard-to-reach, vulnerable and historically marginalized groups

The Consultant is not responsible for sending notices to broad sections of the population. This promotion is being managed by the City Clerk's office as outlined above.

Community Partners Role & Outreach Plans

To ensure community input adequately informs the Commission's final recommendations, community-based organizations have been selected and will be compensated to conduct culturally- appropriate outreach and engagement around Commission public hearings. Each organization has established monthly outreach goals and outlined outreach tactics they feel are best suited to meet their communities. These goals and activities are captured below.

Outreach Goals

The following outreach goals have been established by each organization based on what they feel is feasible given their communities, capabilities and capacity. These goals are for monthly outreach activities only, and are not an expectation of public hearing attendance. Community partners will do their best to encourage attendance at Commission meetings and hearings amongst their communities. Representatives from each organization will also attend public hearings to share what they have heard from their communities.

Outreach goals will be shared and verified through the submission of monthly progress reports which will be made available for the Commission to review.

Organization	Monthly	Total	Audience	Districts
African American Community Services Agency	100	500	Black College students Black Leadership Roundtable Black Leadership Kitchen Cabinet AACSA Leadership Academy AACSA's membership base Senior Citizens Neighborhoods Assns Family clients via Family Resource Center Our services Clients (food pantry, homelessness prevention, re-entry)	D2, D3, D5, D6, D7

San José Charter Review Commission Outreach & Engagement Activities

Amigos de Guadalupe Center for Justice and Empowerment	5 families	25	Immigrant community members from East San José	D5
Asian Law Alliance	20	20	Wider AAPI community in San José; Chinese Monolingual Community; East San José AAPI Community; Ethnic Minoritized College students seeking educational credit	All districts
Friends of Hue Foundation	50	300	Vietnamese Community; Low & extremely low income, 70% Asian and 20% Latinx living mostly in East San José & Downtown San José.	D3, D4, D5, D7, D8
Latinos United for a New America	20	120	Latinx community in San José, all ages, elders to youth, mainly low-income, working-class immigrants who suffer from the social inequities	D3, D5, D7, D8
LGBTQ Youth Space (Caminar)	25	150	The LGBTQIA+ community in San José; community members of all ages—young adults, adults, older adults	D3, D6, D7, D9
Madre-A-Madre (Healing Grove)	63	400	Low income Spanish-speaking Latinx families	D3, D5, D7
Plata Arroyo Neighborhood Association and Eastgate N.A.C.	50	250	Low income Spanish-speaking Latinx families	D5
VIVO - Vietnamese Voluntary Foundation	25	150	Vietnamese American Community in San José	D7
YouthHype	50	300	San José Youth: YouthHype middle school chapters; Black Student Unions; NAACP Youth division; High School ethnic studies; political science & government classes; Youth commissioners	All districts

Outreach Plans

The outreach plans below were developed by each organization.

San José Charter Review Commission Outreach & Engagement Activities

African American Community Services Agency (AACSA)

Who will we be trying to engage about the Charter Review Process?

- Black College students
- Black Leadership Roundtable
- Black Leadership Kitchen Cabinet
- AACSA Leadership Academy
- AACSA's membership base
- Senior Citizens Neighborhoods Associations (particularly in D2, D3, D5, D6, D7)
- Family clients via our Family Resource Center
- Our services Clients (food pantry, homelessness prevention, re-entry)

What activities and tasks will we perform to reach them?

- We will be developing engaging social media content to reach our audience
- Tabling at local establishments and working with our network of community organizations and partners to distribute flyers and information regarding key meetings with prepared talking points
- We will hold listening sessions from community members to inform our talking points and ensure authentic advocacy
- We will develop a google form to also collect responses

Who will be responsible for executing each activity?

- AACSA Policy & Advocacy Coordinator

How will we track success for each activity?

- We will track outreach efforts by social media engagements, total flyer distribution as well as measure success of outreach via google form submissions and public comment RSVPs

What is our timeline for each activity?

- We will do outreach every single week in preparation for upcoming meetings. We will keep an email list and contact blast to update past participants of more opportunities to engage (to ensure we get people to participate more than once)

San José Charter Review Commission Outreach & Engagement Activities

Amigos de Guadalupe Center for Justice and Empowerment

Who will we be trying to engage about the Charter Review Process?

- Amigos will engage immigrant community members from East San José, working in cooperation with the Collective.

What activities and tasks will we perform to reach them?

- We plan to conduct the following activities: focus groups, 1:1 interviews, and phone interviews. We have engaged in these activities successfully in past initiatives.

Who will be responsible for executing each activity?

- We will have our Community Navigator and our Organizer responsible for these tasks, supervised by our Director of Strategic Initiatives (copied on this email).

How will we track success for each activity?

- We will measure ourselves successful when our community members are participating in the democratic process, helping give input and direction to our city charter, and becoming a change for the betterment of the community.

What is our timeline for each activity?

- We will hold monthly community meetings and get feedback from our community members, and we will record their feedback in the areas we mentioned above to measure our level of success.

Asian Law Alliance

Who will we be trying to engage about the Charter Review Process?

- Wider AAPI community in San José
 - Korean Community
 - Vietnamese Community
 - Japanese Community
 - Indian Community
 - Chinese Community
 - Filipino Community

San José Charter Review Commission Outreach & Engagement Activities

- Chinese Monolingual Community
- East San José AAPI Community
 - Filipino community
 - Vietnamese community
- Ethnic Minoritized College students seeking educational credit
 - De Anza College (many San José residents)
 - Foothill College (many San José residents)
 - San José City College
 - Evergreen Valley College
 - SJSU

What activities and tasks will we perform to reach them?

- Present to Community College Political Science classes and SJSU classes
- Table at AAPI cultural events at Community Colleges
- Table at malls/ shopping centers
- Promote material on social media (Facebook, Instagram)
- Chinese media announcement (News For Chinese email blast)
- Add section on ALA website to promote Charter

Who will be responsible for executing each activity?

- Asian Law Alliance
 - Victor Sin
 - Gabriela Garzón Gupta

How will we track success for each activity?

- Number of people we are able to turn out at each public hearing
- Number of emails sent and response rate
- Social media engagement numbers (# of clicks, shares, likes, comments)

What is our timeline for each activity?

- Outreach Activities- July-September

San José Charter Review Commission Outreach & Engagement Activities

Friends of Hue Foundation

Who will we be trying to engage about the Charter Review Process?

- Low & extremely low income, 70% Asian and 20% Hispanics living mostly in East San José D7, D4, D5 and downtown San José D3.

What activities and tasks will we perform to reach them?

- Outreach will be conducted via social media, radio talk shows, community events, and in-person contacts. There are community flag ceremonies and other community gatherings that our staff will schedule to attend for such purposes. Members of the community will be invited to engage in discussions on the issue. Announcements will be made through social media, traditional media channels, as well as flyers distribution.

Who will be responsible for executing each activity?

- Phuong Nguyen, Jenny Do, Dan Do

How will we track success for each activity?

- Data collection from all the engagements.

What is our timeline for each activity?

- Approximately more than 2 hours for community events and 15 to 30 minutes for each traditional media/social media engagement.

Latinos United for a New America

Who will we be trying to engage about the Charter Review Process?

- Gabriel Manrique, our lead organizer will be in charge of this project.

What activities and tasks will we perform to reach them?

- Gabriel is leading a campaign now with 10 promotoras door knocking in high density neighborhoods to pass information about tenant's rights. He will develop a pipeline from the folks outreached to inform them about the efforts of the Charter

San José Charter Review Commission Outreach & Engagement Activities

Review process and invite them to a workshop LUNA will host the second or third week of July (date is still to be determined internally)

Who will be responsible for executing each activity?

- Gabriel and myself will use the materials you shared with us to host this workshop where we have an attendance goal of 20 community members. Gabriel will conduct the follow-up and ensure attendees to this workshop can turn out for charter review meetings

How will we track success for each activity?

- Success will be measured by the amount of members who we reach out attend the commissioner's meeting

What is our timeline for each activity?

- We will start organizing our presentation and set a date for a workshop by the second week of July, and host the workshop mid July and ensure continuous engagement of attendees.

LGBTQ Wellness, a Program of Caminar

Who will we be trying to engage about the Charter Review process?

- LGBTQ Wellness aims to engage the LGBTQIA+ community in San José. We aim to connect with community members of all ages—young adults, adults, older adults.

What activities and tasks will we perform to reach them?

- Wellness will utilize social media, particularly Instagram and Facebook, to reach our community members. We will connect with established participants of our programs during social groups, and we will utilize our connections with the LGBTQ+ Providers network in Santa Clara County to help spread the word and boost our posts and emails.

Who will be responsible for executing each activity?

- Jack Roach, Program Coordinator for LGBTQ Wellness, will take lead on all engagement efforts.

San José Charter Review Commission Outreach & Engagement Activities

How will we track success for each activity?

- Success will be tracked based on post engagement on social media, re-posts by community partners, and interest gauged from social group participants.

What is our timeline for each activity?

- Wellness plans to post on socials about each public hearing one week prior to the hearing, with follow up posts the day before and day-of. We will inform established participants about the public hearings during our monthly social groups, using the provided stipends as incentives to attend and participate in the hearings, and we will request support from the LGBTQ+ Providers network at our monthly meetings, with dedicated outreach to our more frequent collaborators prior to each public hearing.

Madre-A-Madre (Healing Grove)

Who will we be trying to engage about the Charter Review Process?

- Low income Spanish speaking Latino families.

What activities and tasks will we perform to reach them?

- Healing Grove will design a survey and dialogue process that we will train Madre-A-Madre leaders on. We will engage 25 leaders in this process. Each leader will collect information from 20 people, giving us 400 to 500 respondents. The survey will collect quantitative information as well as free form responses. Healing Grove will then conduct the data analysis on the survey results and present the results to Civimakers and the committee.

Who will be responsible for executing each activity?

- Brett Bymaster & Maria Marcelo will coordinate the activity with Madre-A-Madre leaders

How will we track success for each activity?

- Brett Bymaster & Maria Marcelo will coordinate the activity with Madre-A-Madre leaders

San José Charter Review Commission Outreach & Engagement Activities

What is our timeline for each activity?

- We will train our volunteers in July, collect data in August and be prepared to present initial results at the August 25th committee meeting. We will run another study after the final recommendations are released (around Nov 6th) with the same set of volunteers.

Plata Arroyo Neighborhood Association and Eastgate N.A.C.

NOTE: Plata Arroyo N.A. / Eastgate N.A.C. do not wish to receive any compensation for their outreach efforts.

Who will we be trying to engage about the Charter Review Process?

- Flyering

What activities and tasks will we perform to reach them?

- Flyering
- Regular N.A. & N.A.C meetings
- Via in-person & online meetings & discussion
- Recruit & enlist community members for inputs
- Recruit & enlist attendants for public hearings

Who will be responsible for executing each activity?

Members of Plata Arroyo N.A. / Eastgate N.A.C.

How will we track success for each activity?

Plata Arroyo N.A. / Eastgate N.A.C. will share monthly reports documenting the success and outcomes of each activity above.

What is our timeline for each activity?

Outreach activities will be conducted on a monthly basis throughout the Charter Review Commission.

San José Charter Review Commission Outreach & Engagement Activities

VIVO - Vietnamese Voluntary Foundation

Who will we be trying to engage about the Charter Review Process?

- Vietnamese American Community

What activities and tasks will we perform to reach them?

- Print Media in local Vietnamese Newspaper(s) per need
- Broadcast Media in local Vietnamese Station(s) per need
- Social Media via Contact Lists, Facebook, Website
- Direct CBO contacts to other local agency
- Via email, phone and text message responses & exchanges
- Via in-person & online meetings & discussion
- Recruit & enlist community members for inputs
- Recruit & enlist attendants for public hearings

Who will be responsible for executing each activity?

Bao Trieu will oversee print media activities and collaborate with Tam on broadcast media. Tam Nguyen will oversee social media & web outreach, email, phone & text messaging engagement, in-person & online meeting facilitation, and recruiting community members to give input and attend public hearings.

How will we track success for each activity?

VIVO will share monthly reports documenting the success and outcomes of each activity above.

What is our timeline for each activity?

Outreach activities will be conducted on a monthly basis throughout the Charter Review Commission.

YouthHype

Who will we be trying to engage about the Charter Review Process?

- Youth across San José: YouthHype middle school chapters, Black Student Unions, NAACP Youth division, High School ethnic studies political science- govt classes, Youth commissioners

San José Charter Review Commission Outreach & Engagement Activities

What activities and tasks will we perform to reach them?

- Educate and engage youth in San José in the Charter Review process
- Survey to start to solicit youth feedback
- Youth education workshop at Community Resource Fair
- School Tour with series of education workshops

Who will be responsible for executing each activity?

- LaToya Fernandez is leading outreach efforts for YouthHype
- Youth from various groups will select a youth voice liaisons to present at public meetings (Youthhype supports with this)

How will we track success for each activity?

- YouthHype will share engagement details in monthly reports
- YouthHype will drafts report/demands/suggestions based on engagement (youth sign off) to be submitted in October

What is our timeline for each activity?

- *July*- Recruit youth and attend and support July outreach event/ create survey to start to solicit youth feedback on knowledge of city charter
- *August*- Plan and Host Youth education workshop at Community Resource fair
- *September*- School Tour- host education workshops for YouthHype middle school chapters, Black Student Unions, NAACP Youth division, High School ethnic studies political science- govt classes, Youth commissioners