

# San José Charter Review Commission

## Work Plan

*Approved March 8th, 2021; Updated September 17th, 2021*

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## Commission Structure

The Charter Review Commission is composed of 23 members - two residents nominated by each Council Member from their District and three at-large members residing anywhere in the City nominated by the Mayor. The Mayor will nominate one of the at-large members to serve as the Chair to preside over meetings and who may vote only to break a tie. Per Council Direction, the Commission is to be facilitated by an Independent Consultant and supported by Staff members of City Attorney and Clerk's Offices.

**Chair:** Frederick Ferrer

**Vice-Chair:** Christina Johnson

**Consultant:** Lawrence Grodeska, CivicMakers, LLC

**Commission Secretary:** Megan Roche (City Staff)

**Commission roster** available at:

<https://www.sanjoseca.gov/your-government/appointees/city-clerk/charter-review-commission>.

## Commission Directives

At the recommendation of the City Clerk, the Charter Review Commission will serve as an advisory committee without decision-making authority with responsibilities to provide recommendations to the City Council as outlined in the resolution passed on July 28, 2020 by the San Jose City Council. The areas for those recommendations are as follows (emphasis added):

1. Examine the current governance structure as well as a **governance structure consistent with the "Mayor-Council" government structure** found in other cities in the United States in which the Mayor has executive authority and the Council has legislative authority;
2. Research and solicit community input on strong mayor and other potential charter reforms to improve and update the City's governance structure, including the direction to **"Align mayoral executive authority with residents' and local business' reasonable expectations for responsive and accountable democratic governance in a major U.S. city"**;
3. **Evaluate whether the Mayor elected in 2022 should serve a two (2)-year or six (6)-year term** to transition the mayoral election to the presidential election in 2024 or 2028, respectively;

4. Evaluate transition of the election cycle for **odd-numbered districts to align with the presidential election cycle and the even-numbered districts with the gubernatorial election cycle**; and
5. Consider **additional measures and potential charter amendments, as needed, that will improve accountability, representation, and inclusion** at San José City Hall.

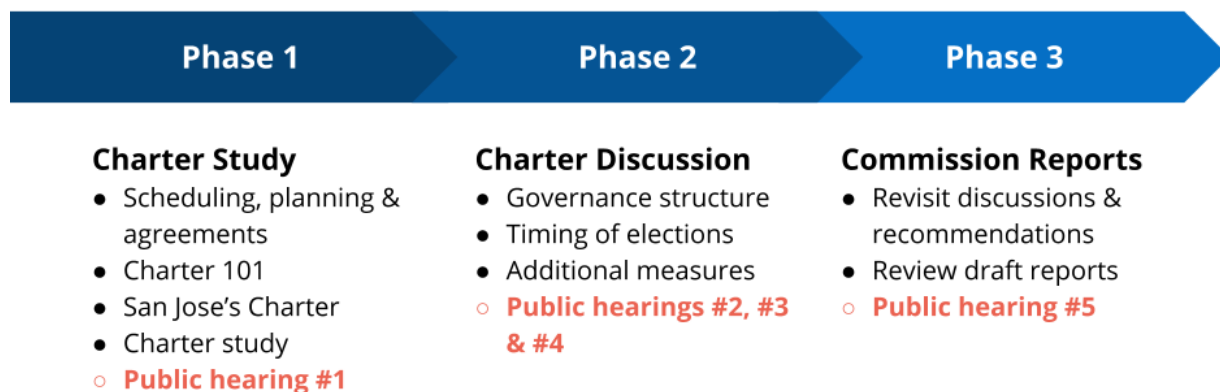
These responsibilities can be fairly grouped into three broad categories:

1. **Governance structure (Nos. 1 & 2)**
  - a. Role of mayoral executive authority in residents' and local business' reasonable expectations for responsive and accountable democratic governance
2. **Timing of elections (Nos. 3 & 4)**
  - a. Mayoral election
  - b. District elections
3. **Additional measures and potential charter amendments that will improve accountability, representation, and inclusion (No. 5)**

The Commission has been directed to submit recommendations on the above by December 14, 2021. Based on the Commission's recommendations, Council is to determine further revisions of the Charter, if necessary, to be included as a ballot measure in the 2022 primary and/or statewide general election.

## Approach

To address these responsibilities and generate recommendations for the Council, the Commission Chair and Consultant propose the following phased approach.



\* Currently planned public engagement activities indicated by **red bold**.

## Work Plan Timeline

Commission meetings will be held every other week on Mondays from 6-9pm via Zoom.

The Commission Chair and Consultant propose the following meeting topics, leaving open the possibility of adding additional meetings and topics as necessary.

PHASE 1 - CHARTER STUDY		
January 11	Meeting	<ul style="list-style-type: none"> <li>Oath of Office and Kickoff</li> </ul>
January 25	Meeting	<ul style="list-style-type: none"> <li>Review Work Plan and Commissioner Agreements</li> <li>Charter 101 &amp; Intro to San Jose's Charter</li> </ul>
February 8	Meeting	<ul style="list-style-type: none"> <li>Review Work Plan and revised Commissioner Agreements;</li> <li>Discussion of community engagement</li> </ul> <p><b>Guests:</b> Camille Fontanilla and Poncho Guevara</p>
March 8	Meeting	<ul style="list-style-type: none"> <li>History of previous Charter review processes in San Jose</li> <li>Historical context of the current Commission</li> </ul> <p><b>Guests:</b> Past Charter Review Commissioners - <del>Blanca Alvarado (1975-1976)</del>, John Marshall Collins (1985), Bob Brownstein (1985)</p>
March 22	Meeting	<ul style="list-style-type: none"> <li>Review of the nuances between Council-Manager and Mayor-Council forms of governance</li> <li>Research on effectiveness of different models</li> </ul> <p><b>Guest:</b> Professor Kimberly Nelson, The University of North Carolina at Chapel Hill School of Government</p>
April 5	Meeting	<ul style="list-style-type: none"> <li>Review of San Jose's current system of governance and its practical implications               <ul style="list-style-type: none"> <li>Section 411: The Council; Interference With Administrative Matters</li> <li>Article VIII: Administrative Organization</li> <li>Article IX: Officers and Employees</li> <li>Article X: Boards and Commissioners</li> </ul> </li> </ul> <p><b>Guests:</b> Former City Manager Norberto Duenas <del>Debra Figone</del>, Former Mayor Ron Gonzales</p>
April 19	Meeting	<ul style="list-style-type: none"> <li>The role of districts, how Council Members are elected, and their role relative to a Mayor with more consolidated power</li> <li>Timing of elections and impact on governance</li> </ul> <p><b>Guests:</b> Terry Christensen, Professor Emeritus San Jose State University; Mary Currin-Percival, Professor Emeritus San Jose State University</p>
May 3	Meeting	<ul style="list-style-type: none"> <li>Power and accountability metrics and mechanisms for the various governance roles (e.g., Mayor, Council, Appointed</li> </ul>

		<p>Commissions)</p> <ul style="list-style-type: none"> <li>• Analysis of potential levers for influence on accountability, equity, inclusion</li> <li>• Examples from comparative cities across the country that have gone through similar processes of Charter review (include one alternative form)</li> </ul> <p><b>Guests:</b> Denzel McCampbell, Carol Weaver, Lamont Satchel, Detroit Charter Commission; Stephanie Jayne &amp; Sabrina Parra-Garcia, San Jose Office of Racial Equity</p>
May 17	Meeting	<ul style="list-style-type: none"> <li>• Examples from comparative cities across the country (cont.)</li> <li>• Finalize Subcommittee process and structure.</li> </ul> <p><b>Guests:</b> Aimee Faucett, Former Chief Of Staff for City of San Diego Council Members and Mayor</p>
<b>PHASE 2 - CHARTER DISCUSSION</b>		
May 31	Break	<i>Break for Memorial Day City Holiday; Subcommittees begin meetings</i>
June 14	Meeting	<ul style="list-style-type: none"> <li>• Review of subcommittee work plans</li> <li>• Prep for Public Hearing #1: review of materials, format of meeting, etc.</li> </ul>
June 28 (Mon. 6 - 8pm)	Hearing & Meeting	<p><b>Public Hearing #1</b> - Public Comment on Study Session Topics</p> <ul style="list-style-type: none"> <li>• Discussion of additional topics for subcommittees</li> </ul>
July 12	Break	<i>Commission Break (City Clerk OOO); Subcommittees continue meetings</i>
July 23	Deadline	<i>Deadline for Subcommittee on Voting &amp; Election Recommendation Memos for July 26</i>
July 26	Meeting	<ul style="list-style-type: none"> <li>• Discussion of Election Timing Recommendations</li> </ul>
July 29 (Thurs. 6 - 8 pm)	Hearing	<b>Public Hearing #2</b> - Public Comment on <b>Voting &amp; Elections</b> recommendations
August 9	Meeting	<ul style="list-style-type: none"> <li>• Discussion of Public Hearing feedback and provisional voting on Voting and Elections recommendations</li> </ul>
August 23 (Mon., 5:30pm)	Meeting	<ul style="list-style-type: none"> <li>• Study Session on Policing, Municipal Law, Accountability &amp; Inclusion - Policing</li> </ul> <p><b>Guests:</b> <b>Brian Corr</b>, Immediate Past President, National Association for Civilian Oversight of Law Enforcement; <b>Paul R. Parker III</b>, Executive Officer, San Diego County Citizens' Law Enforcement Review Board (CLERB); <b>Michael Gennaco</b>, Principal of OIR Group and City of Davis Independent Police Auditor; <b>Aaron Zisser</b>, former San Jose Independent Police Auditor, and current Chief of Staff at the Oakland Community Police Review Agency</p>

<b>August 25</b>	Hearing	<b>Public hearing (CANCELLED)</b>
<b>September 6</b>	Break	<i>Break for Labor Day City Holiday</i>
<b>September 9</b> (Thurs., 5:30pm)	Study Session	<ul style="list-style-type: none"> <li>Study Session on Policing, Municipal Law, Accountability &amp; Inclusion - Equity</li> </ul> <b>Guests: TBA</b>
<b>September 13</b> (Mon., 5:30pm)	Study Session	<ul style="list-style-type: none"> <li>Study Session on Policing, Municipal Law, Accountability &amp; Inclusion - Climate Change</li> </ul> <b>Guests: TBA</b>
<b>September 17</b> (Friday noon)	Deadline	<i>Final Deadline for Subcommittee on Governance Structure Recommendations for September 20th</i>
<b>September 20</b> (Mon., 5:30pm)	Meeting	<ul style="list-style-type: none"> <li>Discussion of Governance Structure Recommendations</li> <li>Discussion of By-Laws</li> </ul>
<b>September 25</b> (Sat. 11am - 1pm)	Hearing	<b>Public hearing #3 - Public Comment on Governance Structure Recommendations</b>
<b>September 27</b> (Mon., 5:30pm)	Study Session*	<ul style="list-style-type: none"> <li>Study Session on Policing, Municipal Law, Accountability &amp; Inclusion</li> </ul> <b>Confirmed Guests:</b> Sergio Perez, Executive Director, County of Orange Office of Independent Review; John Alden, Executive Director, City of Oakland, Community Police Review Agency; Russell Bloom, Independent Police Auditor, BART; Erin Armstrong, Member, BART Police Citizen Review Board
<b>October 4</b> (Mon., 5:30pm)	Meeting	<ul style="list-style-type: none"> <li>Discussion of Public Hearing feedback and provisional voting on Governance recommendations</li> <li><b>Final voting on Timing of Mayoral Elections recommendation</b></li> </ul>
<b>October 18</b> (Mon., 5:30pm)	Meeting	<ul style="list-style-type: none"> <li>Discussion of Voting &amp; Election and Governance Structure recommendations</li> </ul>
<b>October 25</b> (Mon., 5:30pm)	Study Session*	<ul style="list-style-type: none"> <li><b>Study Session on Policing, Municipal Law, Accountability &amp; Inclusion Recommendations</b></li> </ul>
<b>October 29</b> (Friday noon)	Deadline	<i>Final deadline for Policing &amp; Municipal Law, Accountability &amp; Inclusion Recommendations</i>
<b>November 1</b> (Mon., 5:30pm)	Meeting	<ul style="list-style-type: none"> <li>Discussion of Policing, Municipal Law, Accountability &amp; Inclusion Recommendations (cont.)</li> </ul>

<b>November 6 - Sat. 11am - 1pm</b>	Hearing	<b>Public hearing #4</b> - Public Comment on Policing, Municipal Law, Accountability & Inclusion Recommendations
<b>November 15 (Mon., 5:30pm)</b>	Meeting	<ul style="list-style-type: none"> <li>Discussion of Public Hearing feedback and provisional voting on Policing, Municipal Law, Accountability &amp; Inclusion recommendations</li> </ul>
<b>PHASE 3 - Commission Reports</b>		
<b>November 18 (Thurs., 5:30pm)</b>	Meeting*	<ul style="list-style-type: none"> <li>Additional review of previous recommendations to prepare draft Majority (and Minority) report(s)</li> </ul>
<b>November 29 (Mon., 5:30pm)</b>	Meeting	<ul style="list-style-type: none"> <li>Approve Majority (and Minority) report(s)</li> </ul>

*\* Revised meeting or study session in September 17th version.*

## Recommendations and Subcommittee Process

To facilitate the development of potential recommendations by the Commission, Commissioners will meet in ad hoc subcommittees to discuss, research, and vet ideas before bringing back potential recommendations to the full group for consideration. Per Council guidelines, ad hoc committees must be created by the Commission, assigned a narrow task, and complete their work in less than 6 months.

### Recommendations Process

In order to ensure the efficient use of Commission meeting time, Commissioners will vet potential recommendations via Subcommittees before bringing them forward for consideration by the full Commission in the form of **Recommendation Memos**. Subcommittees will be assigned topics based on suggestions heard during Commission meetings or public hearings. Suggestions from the public will be referred to the appropriate subcommittee for review and/or development into Recommendation Memos.

The process for developing Recommendation Memos includes considering the following criteria, as outlined in the Recommendation Memo Template:

1. What problem(s) are you trying to address?
2. What change are you proposing?
3. Is this change feasible?
4. What are the equity implications?
5. Must this be a Charter revision?
6. Are there other examples of this change?

All Recommendation Memos submitted to the Commission by subcommittees will be considered and discussed during Commission meetings. Subcommittees tasked with evaluating ideas and developing Recommendation Memos are asked to do so in support of an informed and open discussion by the Commission rather than in the sole pursuit of a specific agenda. Subcommittee members will be allowed to submit “minority reports” stating their opposition to recommendations contained in a specific Recommendation Memo by using the same Recommendation Memo Template.

### Subcommittee Process

#### Subcommittee Structure, Topics & Assignments



Subcommittees will reflect the three categories the Commission has been tasked with evaluating. Each subcommittee will be tasked with evaluating a list of related topics. There will be one subcommittee for each of the following categories:

1. Governance Structure
2. Voting & Elections
3. Policing & Municipal Law
4. Accountability & Inclusion

To ensure these topics align with the interests of the community, especially under the category of **Accountability, Representation, and Inclusion**, the Commission's first public hearing will be used to solicit community input to finalize the topics for each subcommittee and, if necessary, create additional subcommittees during that same hearing.

Subcommittee topics and assignments are outlined in the Subcommittee Topics and Assignments document. Subcommittee assignments were based on preferences expressed by Commissioners and an effort to balance the size of subcommittees.

### Subcommittee Roles, Work Plans and Meeting Process

**In order to avoid Brown Act issues, Commissioners shall only join one Subcommittee and not attend other Subcommittee meetings.** If they wish to change Subcommittees, those requests will be considered.

Subcommittee roles will be as follows:

- **Lead** - scheduling, leading meetings, coordination with Chair and Consultant
- **Notetaker** - responsible for taking notes during meeting, compiling reports for full Commission, final revision of recommendation memos
- **Consultant / Facilitator Support** - *as necessary to ensure subcommittee efficiency*

Subcommittees shall meet weekly, unless otherwise agreed upon by subcommittee members, and at a time agreed upon by subcommittee members. During the first meeting of each subcommittee, roles will be chosen by subcommittee members. Initial meetings will be facilitated by the Consultant team, Chair, Vice Chair or Commission Secretary.

Each subcommittee, with the facilitation of their respective lead, will use the Subcommittee Work Plan template to create a work plan. Subcommittee work plans shall be presented to the Commission on the Friday before the June 14th meeting.

A recommended meeting agenda is as follows, and is included in the Subcommittee Meeting Agenda and Notes template.

- Roll call
- Review of public comment received via City Clerk's office
- Brief update from each Commissioner on work since last Subcommittee meeting
- Review and discussion of any recommendation memos (if any)
- Discussion of new potential topics
- Assignment of "homework," including research and drafting of potential recommendations (using provided memo template)

### **Reporting Back to Commission and Other Subcommittees**

Each Subcommittee will report back in writing to the full Commission in time for posting on the Friday before the next Commission meeting. Subcommittee reports will include the following information:

- Agenda and meeting notes, including full list of topics and next meeting topics (using Subcommittee Meeting Agenda and Notes template)
- FYIs or questions for the full Commission or other subcommittees in order to facilitate the necessary exchange of information about related topics being addressed by different subcommittees.
- List of attached draft recommendation memos for Commission (if ready)

Beginning with Phase 2, each Commission meeting will have an agendaized "Subcommittee Reports Discussion" item to allow for discussion of questions brought forth by subcommittees, as outlined in subcommittee reports, as well as subsequent public comment. This item will not include a verbal report for each subcommittee, only discussion of critical items to facilitate information exchange between subcommittees during a public meeting (as required by the Brown Act). It is expected that Commissioners, especially subcommittee leads, read reports from other subcommittees before Commission meetings.

Subcommittees are encouraged to share final Recommendation Memo as soon as they are ready as part of their reports to the Commission. Deadlines for each subcommittee to submit Recommendation Memos are indicated in work plan timeline.

### **Communication Rules**

- Commissioners are asked to use (or at the very least CC) their official Commission email addresses for all communications.

- Subcommittee email threads must include ONLY those Commissioners assigned to that specific Subcommittee.
- Subcommittees must avoid communicating with each other to avoid a potential “serial meeting” violation of the Brown Act.

## Community Engagement Approach

### Objectives & Overview

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

This engagement plan is designed to educate San Jose residents about the City Charter and the Charter Review Commission’s review process, and to encourage participation in public hearings. Public hearings will be the primary avenue for public input on the City Charter. Emails to the Charter Review Commission will also be welcome.

Over the course of 4 - 5 public hearings from June - October 2021, community members will have the opportunity to to learn about and engage with the following topics related to the City Charter review:

1. Results of the Commission’s study phase and gather issues the public thinks the Charter Commission can address
2. Potential recommendations regarding Timing of Elections
3. Potential recommendations regarding Governance & Balance of Power
4. Potential recommendations regarding improving Accountability, Representation and Inclusion at City Hall
5. (Optional) Feedback on draft Majority (and Minority) report(s)

### Priority Populations

#### Demographic Overview of San Jose

San Jose has a diverse population of over 1 million residents. 2019 census data measures the racial make-up of San Jose as:

- 39.91% White (14.19% Hispanic; 25.73% non-Hispanic)
- 35.91% Asian
- 31.6% Hispanic
- 14.82% “other race”
- 5.35% “two or more races”
- 3% Black or African American
- 0.56% Native American
- 0.46% Native Hawaiian or Pacific Islander.<sup>1</sup>

The Asian community is the second-largest population group and is ethnically and linguistically diverse. The **Vietnamese** community is the largest Asian community at around 10% followed by **Chinese** (~6.7%), **Filipino** (~5.6%), and Indian (~4.6%) with smaller Korean, Japanese, Cambodian, Thai, Pakistani & Laotian communities.<sup>2</sup>

The Latinx community is the third-largest population group and is ethnically diverse. Of the Hispanic-identifying group, the **Mexican** community was the largest at 28.2% of the city’s population followed by Salvadorans (0.7%) and Puerto Ricans (0.5%).

Many of San Jose’s community members speak English as a second language. 57.2% of households in San Jose speak a language other than English at home. Primary languages spoken at home include:

- 42.8% of households speak English only
- 26% of households speak Asian and Pacific Island languages
- 22.5% of households speak Spanish

Communities of color have the highest poverty rates, with Native (13.81%), Other (13.04%), Black (12.4%), and Hispanic (11.29%) communities experiencing the highest. The least likely race to be in poverty is White at 6.04%.<sup>3</sup> These communities also tend to be geographically concentrated: Black & African American (Districts 2, 6, 3 and 1), Hispanic (Districts 5, 3, 7 and 2), and Asian (Districts 4, 8, 7 and 1).

Poverty is more concentrated in certain areas of the City. Districts 7, 3 and 5 have higher rates of households living below the poverty line.

Other accessibility factors to consider include disability and access to a computer and internet. 8.6% of San Jose households include persons with a disability. Census data from

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<sup>1</sup> [2019 Census Data - World Population Review - San Jose, CA](#)

<sup>2</sup> [2010 Census Data - San Jose, CA](#)

<sup>3</sup> [World Population Review - San Jose, CA](#)

2015-2019 estimates that 95.2% of households have a computer present and 91.2% have a broadband internet subscription.<sup>4</sup>

### Priority Populations

Recognizing that low-income households often face multiple barriers to public participation, including digital access and limited time outside of work, the Commission will pursue a concerted engagement effort to reach low and very low-income households.

Given the above racial, ethnic and linguistic analysis, language-accessible engagement is strongly encouraged for the following language communities: Spanish, Vietnamese and Chinese, and potentially Filipino.

Given the above geographic analysis, focused outreach is strongly encouraged to specific populations in the following districts: Districts 7, 3, 5, 2 and possibly 6.

### Outreach & Engagement Strategy

A two-pronged strategy will best drive public hearing attendance that is representative of the City's diverse community:

**Easier-to-reach populations:** Broad, general outreach that aims to reach communities that have easy access to internet and digital devices to attend public hearings. Realistically this outreach will be most easily accessible to English-speaking residents who have time outside of work to attend public hearings and perhaps have a history of civic engagement.

**Harder-to-reach populations:** Focused, deep engagement in partnership with Community-Based Organizations to access harder-to-reach populations that might have a number of barriers to accessing the public hearings. Such barriers could include language-access, lack of time for civic engagement due to work and family-care constraints, historical disenfranchisement, technology access and disability-related barriers. Recognizing that many of these barriers may intersect across population groups, the list below outlines four **main groupings of priority populations by barrier** to inform outreach and engagement tactics.

#### 1) Language access

- a) Spanish-speaking populations
- b) Vietnamese-speaking populations
- c) Chinese-speaking populations

#### 2) Low-income or historically marginalized (by District)

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<sup>4</sup> [Census.gov - San Jose, CA](https://www.census.gov/san-jose-ca)

- a) Low-income households<sup>5</sup>: District 7, and parts of District 3 and District 5
- b) Communities of color
  - i) Highest % Black: District 2 (4.1%), District 6 (3.9%), District 3 (3.8%), District 1 (3.4%)
  - ii) Highest % Hispanic: District 5 (61.8%), District 3 (51.6%), District 7 (47.9%), District 2 (35.9%)
- 3) Digital access**
  - a) Elderly
  - b) Low or very low income
- 4) Ability**
  - a) Elderly
  - b) Hearing- or Vision-Impaired
  - c) Mobility-Impaired

### Community Partnership Process

To ensure community input adequately informs the Commission's final recommendations, community-based organizations will be selected and compensated to conduct culturally-appropriate outreach and engagement around Commission public hearings. CBOs are encouraged to utilize outreach tactics they feel best meet their communities.

The partnership process will be as follows.

#### Process for selecting Community-Based Organizations (CBOs):

- Finalize selection criteria and develop an application form.
- Announce an open call for submissions and share application form with CBOs.
- Draft a Memorandum of Understanding, including scope of work and payment terms.
- Review applications with Chair, Vice Chair and Consultant and evaluate against criteria.
- Announce selected CBOs and sign MOUs.

#### Criteria for CBO selection:

- Has 5+ years experience working with at least one priority population (defined above).
- Demonstrated ability to conduct culturally-appropriate outreach and engagement to at least one priority population.
- Has the ability to reach at least 100's of members of at least one priority population.
- Has 5+ years experience conducting outreach and engagement with at least one priority population.

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<sup>5</sup> [San Jose Household Income Map](#)

- Has availability and necessary staff capacity for this work from June - October 2021.
- Brings an equity lens to this work either as demonstrated through an organizational equity framework and/or proven equitable outcomes.
- Brings experience working with communities to overcome barriers to public participation including language, digital access, and/or disability .

### **Sub-criteria:**

To ensure coverage of the four barrier groups identified, we will select at least one organization that meets the following sub-criteria:

- Language (fluency and capacity in one of the priority languages)
- Geography (works with a population in one of the priority districts/neighborhoods)
- Disability (experience working with people with disabilities)

### **CBO Roles & Responsibilities**

- Consult on development of plain language messaging that clearly and effectively communicates the Commission's purpose, key questions and outreach asks.
- Develop their own equity-centered outreach plan (with support from Consultant and informed by SOMOS Mayfair's engagement philosophy).
- Conduct outreach to priority population(s) to provide background and history of the San Jose City Charter so that community members understand greater historical context, and to promote upcoming public hearings.
  - *(Note: The exact list will be unique to each CBO depending on their populations and geographies of focus.)*
- Set clear expectations for community members' participation, and how their input will be used in the commission's scope of work.
- Collect contact information of those interested in attending public hearings.
  - *(Note: Collecting 30 contacts may require conducting outreach to 100+ people.)*
- Collect ideas from community members who are unable or unwilling to speak at public hearings.
- Provide a reminder to all contacts 1 week and 1 day before each hearing date either by phone call, text message, WhatsApp, WeChat, email or other channel (depending community group preferences).
- Provide support, as necessary, to bridge digital divide barriers to hearings.
- Provide a summary of ideas heard from community members who are unable or unwilling to speak at a public hearing.
- Provide a monthly report to Consultant including: outreach conducted, number and demographics of contacts collected, and number and method of reminders.

### **Outreach and Engagement Phases**

Outreach and engagement around Commission public hearings will be organized in the following phases.

- **Phase 1: Planning and Partnerships (May- June)**
  - Identify & engage CBO partners.
  - Finalize engagement approach and timeline with CBO input.
- **Phase 2: Messaging and Collateral Development (June)**
  - Develop messaging (in consultation with CBOs) that clearly and effectively communicates Commission's purpose, key questions and outreach asks.
  - Identify and revise critical documents that provide Commission background.
  - Create key collateral pieces for outreach and engagement (promotion of public hearings).
  - Translate documents and collateral.
- **Phase 3: Outreach and Engagement (June-October)**
  - Coordinate with CBOs, Commissioners and City Staff to promote upcoming public hearings (and Commission meetings) and eventually present feedback about the final report(s) to Council.
- **Phase 4: Report Back (TBD)**
  - Close feedback loop with residents engaged by communicating how their input was incorporated into the report to Council.

### Outreach and Engagement Channels and Activities

The Charter Review Commission will host the following channels for community education and input:

- Commission Website
  - Agendas for the CRC are posted on the City's inSite Page with all other agendas
- Commission Meetings
  - Commission Meetings are live streamed via Youtube.
- Public Hearings on major questions or proposals (with interpretation)
  - Preferred meeting times: Mon, Wed, Thurs 6-8pm; Sat 11am-1pm
- Emails to stakeholder lists, city newsletters, council newsletters, etc.
  - Each Commissioner is encouraged to promote Commission meetings and public hearings to their networks. See Appendix A for Community Outreach List.
- Social media via City Department and Council Member accounts
  - CRC agendas are sent to the City Council and other Commissioners for their information and promotion.
  - City Clerk's Twitter account also posts a link to the agenda.
- Community partner outreach and engagement (see above)



- Collateral (to be translated, full list TBD)
  - Translated resolution
  - Charter 101
  - Other outreach materials, as identified (e.g., flyer with overview of the Charter Review Commission along with public hearing dates)

## Charter Review Messaging & Promotional Toolkit

The latest messaging and outreach materials for the Charter Review Commission (including translations for Spanish and Vietnamese) are available in the Community Partner Promotional Toolkit that can be accessed by this public link:

[https://docs.google.com/document/d/1tu-pxQfrDEpJKwfuVdVmqq7UrT-1POm-JqIHex0Q6\\_4/edit](https://docs.google.com/document/d/1tu-pxQfrDEpJKwfuVdVmqq7UrT-1POm-JqIHex0Q6_4/edit)

The basic messaging for public outreach and communications is as follows:

San José's charter is like a local "constitution" that defines how the City operates. The Charter sets the powers of the Mayor and the City Council, and guides the day-to-day work of City staff.

Last summer, City Council created a Charter Review Commission to discuss potential changes to the City's charter. Each Council Member and the Mayor appointed 23 residents to lead this important conversation about the balance of power in San José's government. The goal is to improve accountability, representation and inclusion at City Hall. At the end of the year, the Commission will deliver recommendations to Council that have the potential to shape the future of San José.

What would you change? The Commission wants your help getting the voice of the community into government decision-making. Don't miss this is a once-in-a-generation opportunity to share your ideas about how to improve City Hall.

You can learn more and sign up for notifications at [sanjoseca.gov/charter-review-commission](http://sanjoseca.gov/charter-review-commission).

## Appendix A - Community Outreach List

The following organizations have been suggested by Commissioners as important individuals, networks and organizations for their ongoing outreach. *General items that require more detail indicated by italics.*

Organization	Commissioner
<b>Advocacy Organizations</b>	
Amigos de Guadalupe -Center for Justice & Empowerment	Commissioner Barousse
Asian Americans for Community Involvement	Commissioner Matsumura
Asian Law Alliance	Commissioner Matsumura
Black Leadership Kitchen Cabinet	Commissioner Matsumura
Latino Historical Society	Commissioner Posadas
NAACP	Commissioner Matsumura
Race Equity Action Leadership (REAL) Network	Commissioner Matsumura
Si Se Puede Collective	Commissioner Amador
SOMOS Mayfair	Commissioner Matsumura Commissioner Amador
South Bay Labor Council	Commissioner Matsumura
Working Partnerships USA	Commissioner Matsumura
<b>Housing / Real Estate</b>	
San Jose Real Estate professionals	Commissioner Monley
San Jose Realtists	Commissioner Matsumura
Santa Clara County Association of Realtors	Commissioner Monley
Realtor network at Compass (SJ office)	Commissioner Monley
SCCAOR	Commissioner Monley
<i>local housing entities</i>	Commissioner Segura
<i>vietnamese groups</i>	Commissioner Posadas
<i>Vietnamese residents citywide</i>	Commissioner Diep
<b>Community Organizations</b>	
District 9 Leadership Group	Commissioner Percival
District 1 leadership group	Commissioner Zhao
D5 United	Commissioner Barocio
People Acting in Community Together	Commissioner Matsumura
Sacred Heart Community Service	Commissioner Matsumura
Viet Unity	Commissioner Matsumura

Vietnamese American Roundtable	Commissioner Johnson
<b>Neighborhood Associations</b>	
East Foothills Social Media Group	Commissioner Barocio
Cambrian Community Council	Commissioner Percival
College Park Neighborhood Association	Commissioner Monley
District 1 Neighborhood Associations	Commissioner Zhao
District 4 Neighborhood Groups	Commissioner Diep
District 6 Neighborhood Associations	Commissioner Monley
District 8 Neighborhood Associations: Brahms/Edgeview NA, Evergreen Leadership NA, Norwood NA, Silver Oak NA, District 8 Community Roundtable, Meadowfair NA, and Welch Park NA,	Commissioner Barousse
Alum Rock Village Action Committee (ARVAC)	Commissioner Barocio
Neighborhood planning groups within District 10	Commissioner Maitski
President of Rosegarden Preservation Association	Commissioner Monley
President of Shasta-Hanchett Neighborhood Association	Commissioner Monley
We and Our Neighbors	Commissioner Percival
<i>Downtown neighborhood</i>	Commissioner Posadas
<i>Neighborhood associations</i>	Commissioner Amador
<b>Elected Officials</b>	
Council member Jimenez	Commissioner Johnson
Councilmembers in D9	Commissioner J LeZotte
Councilmembers in D10	Commissioner J LeZotte
Current and former City staff	Commissioner Matsumura
Past Council member Ken Yeager	Commissioner Monley
Past Councilmember Pierluigi Oliverio	Commissioner Monley
<i>local politicians</i>	Commissioner Segura
<b>Community Leaders + Members</b>	
Chava Bustamante	Commissioner Barousse, Commissioner Matsumura
Jake Tonkel	Commissioner Matsumura
Ellina Yin	Commissioner Matsumura
Chris Luebcke	Commissioner Matsumura
Mira Karthik	Commissioner Matsumura
Lam Nguyen,	Commissioner Matsumura
Rosie Zepeda,	Commissioner Matsumura
Jenny Higgins Bradanini	Commissioner Matsumura
Kevin Ma	Commissioner Matsumura

Brenda Zendejas	Commissioner Matsumura
Dr. Terry Christensen	Commissioner Matsumura
Bob Brownstein	Commissioner Matsumura
Patricia Gardner	Commissioner Matsumura
Bob Staedler	Commissioner Matsumura
<i>leadership groups</i>	Commissioner LeZotte
<i>neighborhood community organizers</i>	Commissioner Segura
<b>Political Organizations</b>	
Bay Area Municipal Elections Committee (BAYMEC)	Commissioner Matsumura
Council on American Islamic Relations	Commissioner Matsumura
League of Women Voters	Commissioner Matsumura
<b>Parent + School Networks</b>	
SJSU networks	Commissioner Posadas
<i>school districts</i>	Commissioner Amador
<i>Educational Organization</i>	Commissioner Segura
<b>Media</b>	
NextDoor	Commissioner Zhao
Silicon Valley De-Bug	Commissioner Matsumura
	Commissioner Barousse
<b>City Unions</b>	
<i>union networks</i>	Commissioner Posadas
<i>City Unions</i>	Commissioner Matsumura
<b>Business Interests</b>	
Latino Business Foundation	Commissioner Matsumura
Silicon Valley Council of Nonprofits	Commissioner Matsumura
<i>local businesses, etc.</i>	Commissioner Segura
<b>Suggested</b>	
senior commission and all other existing city boards and commissioners	<i>Suggested</i>
Neighborhood leaders throughout the city.	<i>Suggested</i>
Latino Leadership Alliance	<i>Suggested</i>
Latina Coalition	<i>Suggested</i>
ICAN	<i>Suggested</i>

## **Appendix B - Related Documents**

The latest version of these documents [can be found here](#).

- Subcommittee Topics and Assignments DRAFT
- Recommendation Memo Template DRAFT
- Subcommittee Work Plan Template DRAFT
- Subcommittee Meeting Agenda & Notes Template DRAFT

## **Revisions**

- 7/14/21 - Updated timeline to reflect revised topics for public hearings
- 8/13/21 - Updated timeline to add new study sessions and meetings, push back presentation of subcommittee recommendations, cancel 8/25 public hearing and revise topics of remaining public hearings
- 9/17 - Updated timeline to add new study session and voting on Timing of Mayoral Elections recommendation.