



City of San Leandro

Age-Friendly Assessment

& Action Plan

Draft Community Engagement Plan January 18, 2024

The Pear Street Team



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Summary of our Discovery Phase

1. San Leandro is a Diverse Community

Race: Asian (43%), Latino (25%), White (21%), & Black (8%)

Age: Youth (27%), Adults (34%), & Seniors (39%)

Languages: English, Chinese, Spanish, Filipino & Vietnamese

2. We Heard General Alignment on Priorities

Housing, public safety, development, civic & social gathering



Why Engage San Leandro Community Members?

- 1. Helps ensure local changes are <u>equitable</u> and represent the needs and preferences of a <u>majority</u>, not a powerful elite
- 2. Facilitates an <u>efficient dialogue</u> between the many (residents) and the few (government representatives)
- 3. Engenders <u>trust and mutual ownership</u> in the goals, implementation and evaluation of local changes



What is the Community Engagement Plan?

A reference guide for the outreach, formation and facilitation of **all** community engagement activities related to the development of San Leandro's first-ever Age-Friendly Action Plan

Community Engagement Plan

City of San Leandro

Age-Friendly Assessment & Action Plan

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What are the Community Engagement Activities?

1. Listening Sessions

Eight 90-minute meetings with <u>target populations</u> to understand nuanced differences in priorities and preferences

2. Domain-Specific Community Surveys

Six 3-to-5-question surveys to identify citywide preference for projects and policy across distinct <u>issue areas</u>



What are the Community Engagement Activities?

3. Outreach

General initiative <u>promotion</u> & targeted <u>engagement</u> goals
Mix of digital, written and especially <u>in-person</u> outreach
"Meet people where they are": identify <u>high-volume</u> spaces
Leverage nonprofit providers to support <u>in-language</u> outreach
Focus on <u>communities of color</u> and vulnerable residents





Listening Session Target Populations

- 1. African American Residents*
- 2. Hispanic & Latino Residents*
- 3. Asian Residents*
- 4. LGBTQ+ Residents*
- 5. Residents with Chronic Illness & Disability
- 6. Residents of Senior Housing Facilities

Groups will include a mix and intersection of ages, gender identities, income levels, housing statuses, and City districts, + veterans

Plus, an extra
interview session
with local
American Indian
tribes people



^{*} In-person sessions at culturally-relevant venues

Listening Session Target Work Groups

7. Community-Serving Organizations

Build communication & collaboration capacity of social services & faith-based orgs, social support clubs & businesses

8. City Council & City Commissions*

Age-friendly definition & vision alignment, project & policy prioritization to begin operationalizing Plan implementation



Community Surveys

Community Survey* Target Issue Areas

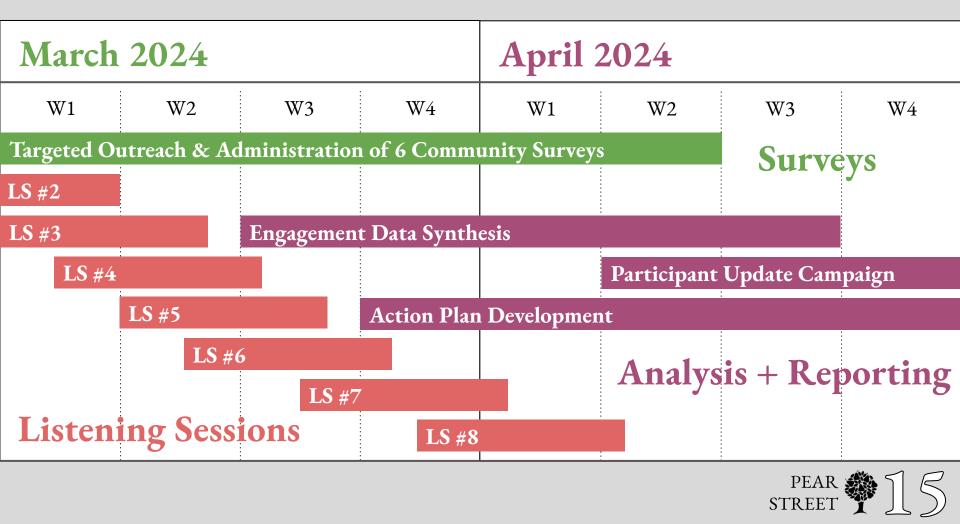
- 1. Housing & Displacement
- 2. Public Safety & Neighborhood Beautification
- 3. Civic & Social Participation, Public Spaces & Technology
- 4. Transportation, Mobility & Accessibility
- 5. Health & Wellness Services
- 6. Economic & Workforce Development



^{*} Surveys will be translated in Simplified Chinese, Spanish, English, Filipino & Vietnamese











Commission Participation

Community Engagement Opportunities

- Provide introductions to outreach partners & listening session participants
- 2. Help residents fill out surveys at specific times & locations
- 3. Support facilitation or note taking at large listening sessions



Other suggestions?







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Send feedback and suggestions to: mk.pearstreetconsulting@gmail.com