



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 equitable and represent the needs and preferences of a majority, not a powerful elite
2. Facilitates an efficient dialogue between the many (residents) and the few (government representatives)
3. Engenders trust and mutual ownership 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

Last updated: January 7, 2024

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# What are the Community Engagement **Activities**?

## 1. **Listening Sessions**

Eight 90-minute meetings with target populations 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 issue areas

# What are the Community Engagement **Activities**?

## 3. Outreach

General initiative promotion & targeted engagement goals

Mix of digital, written and especially in-person outreach

“Meet people where they are”: identify high-volume spaces

Leverage nonprofit providers to support in-language outreach

Focus on communities of color and vulnerable residents





# Listening Sessions



# 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

\* In-person session

# 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

# Engagement Timeline

# January 2024

# February 2024

W1                  W2                  W3                  W4

W1                  W2                  W3                  W4

Logo & Brand Development

Website Launch

General Outreach Campaign

Survey Preparations & Logistics

Survey Launch/Outreach

Targeted Participant Outreach

Session Preparations & Logistics

Listening Session #1

LS #2

## Listening Sessions + Surveys

## Public Awareness



# March 2024

# April 2024

W1

W2

W3

W4

W1

W2

W3

W4

Targeted Outreach & Administration of 6 Community Surveys

Surveys

LS #2

LS #3

LS #4

LS #5

LS #6

LS #7

Listening Sessions

LS #8

Engagement Data Synthesis

Participant Update Campaign

Action Plan Development

Analysis + Reporting

# May 2024

W1

W2

W3

W4

# Plan Adoption

Public Comment Period

City Presentations

Final Action Plan



June 3

# June 2024

W1

W2

W3

W4

City Council Adoption



June 17

# Commission Participation

# Community Engagement Opportunities

1. 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:

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