

Proposed General Plan Update Goals, Policies, and Implementation Actions



Community Engagement

The proposed Goals, Policies and Implementation Actions for Community Engagement provide high-level policy support for the public outreach and community engagement policies and activities conducted as part of the land use planning and implementation processes and also reflect the City’s general commitment to open government and community participation in the City’s governance activities. Additionally, the importance of community engagement in the creation and maintenance of community-based plans has been the subject of many comments by Task Force members and community members at Task Force meetings and workshops.

Community Engagement

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| Goal CE-1 | Actively develop community awareness, understanding, and interest in land use issues and public policy. |
| Policy CE-1.1 | Provide convenient public access to City facilities, programs, services, and public records. |
| Policy CE-1.2 | Provide a transparent process for public engagement of San Jose’s diverse stakeholders. |
| Policy CE-1.3 | Maintain and implement the City’s Public Outreach Policy. |
| Policy CE-1.4 | Continue to use multi-media with emphasis on online messaging to effectively communicate with diverse stakeholder groups. |
| Policy CE-1.5 | Regularly evaluate how effectively public information is provided and how public knowledge is garnered and considered. Modify methods, techniques, or practices as needed to respond more effectively to the community and incorporate the full range of public knowledge into policy and land use actions. |
| Goal CE-2 | Empower the community to engage in order to shape policies and projects that will in turn shape their community. |
| Policy CE-2.1 | Periodically assess opportunities for incorporating community knowledge or values into policy formulation. |

- Policy CE-2.2 Appoint advisory bodies, task forces, or ad hoc committees as needed to ensure broad perspective. Encourage membership of such groups to reflect the diversity of the community.
- Policy CE-2.3 Educate the community about avenues for influencing decisions, including but not limited to serving on boards, commissions, committees, or task forces or participating in the land use and development review process.
- Policy CE-2.4 Create a public engagement structure to involve the community early in and at all stages of the decision-making process, when they have the greatest ability to impact outcomes. Seek to resolve community concerns in advance of a public hearing on a topic.
- Policy CE-2.5 Seek to engage the broadest possible spectrum of the community in public policy discussions, including residents, businesses, non-profit organizations, other public agencies, and particularly underrepresented groups.
- Policy CE-2.6 Use a full range of community engagement and meeting facilitation techniques to achieve an open exchange of ideas and positive outcomes for a public engagement meeting.
- Action CE-2.7 Continue to develop an interactive public engagement and participation process that offers San Jose’s diverse community opportunities to shape public policy and land use decisions.
- Goal CE-3 Develop and maintain strong community partnerships to address community needs, to obtain community input in decision-making processes, and to disseminate public information.**
- Policy CE-3.1 Leverage community organizations, including school districts and neighborhood groups to disseminate public information.
- Policy CE-3.2 Encourage grass-roots efforts to partner with the City to articulate community needs, problems, and solutions.
- Policy CE-3.3 Support continuation of existing and formation of new community and neighborhood-based organizations to encourage and facilitate effective public engagement in policy and land use decisions.
- Policy CE-3.4 Maintain trust and develop strong working relationships in the community through open and honest communication.