



# PEOPLE'S BUDGET OF SAN JOSÉ

BACKGROUND REPORT  
&  
SAMPLE SURVEY

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# SECTION I: INTRODUCTION

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## WHAT IS A PEOPLE'S BUDGET?

A People's Budget is meant to **determine, declare, and directly communicate the public spending priorities of communities through direct democratic, "participatory" processes and transparent public opinion polling.** As a document, they usually offer a target local operating budget in simple (graphic and text) categorical terms, along with steps to reach that target.

Steps necessarily include a prioritized list of potential divestments (*things to stop funding*) and new (re-)investments (*things to fund again, expand funding for, or begin spending on*), theoretically providing a path forward for implementing budget revisions and related policy changes.

A People's Budget should be understood for its **substance** (*How do residents and taxpayers want their money spent?*) as much as for the **process** involved to create the Budget (*How do we know what residents want?*). People's Budgets are derived from a direct democratic process and/or generalizable survey meant to determine the spending priorities of community members and their specific suggestions for divestment and (re-)investment.

## KEYS TO SUCCESS

The success of People's Budgets in achieving actual budget reform and accompanied policy change in U.S. cities depends on three things:

### (1) The strength of their democratic mandate.

How many people were represented in the process of creating the Budget? Do the people who participated in voicing their opinion represent the community's diversity? Can the sample be generalizable to represent the "will of the people," so to speak? Does the final product have the support of community stakeholders, indicated in part by the sponsorship of relevant community organizations?

### (2) Political organization around the People's Budget to achieve its implementation in part (steps) or in full.

Do the communities and community organizations represented in the People's Budget have the capacity and strategies necessary to impel the action of decision makers? Can the necessary organizing and action to implement the People's Budget be sustained after its creation and announcement? Are there specific, effective, actionable strategies to hold decision makers accountable?

### (3) The ability to institutionalize the People's Budget (as a product and process) as a permanent feature of government.

Is there an actionable plan to institutionalize a participatory budgeting process? Is there a plan for permanent implementation of a People's Budget? Is there room for critical reflection and improvement in future iterations of the People's Budget?



## THREE JOBS OF THE PEOPLE'S BUDGET

- (1) **Establish a common vision** of budget priority through a survey and other democratic processes;
- (2) **Clearly communicate these new priorities** to policy makers and the greater public with a published report;
- (3) **Achieve local budget and policy reform** according to the proposed Budgets.

## ORIGINS AND FOCUS

Some People's Budgets, like that of Chicago's 49th Ward, are **participatory budgeting systems** to determine how city infrastructure funds will be used in neighborhoods each year. Others, like that of Los Angeles, CA come as the direct result of a widespread social movement—such as the #BlackLivesMatter rebellions in American cities. In cases where People's Budgets **appear as the result of a social movement, they may focus on particular budgeting goals stemming from that movement**, such as cutting police budgets to invest in alternative emergency response procedures.

## WHY CREATE THE PEOPLE'S BUDGET OF SAN JOSE?

This proposal is inspired by persistent public protest and testimony in San José as part of a global rebellion against racist police violence that the New York Times reported may also reflect the largest social movement in U.S. history. A persistent call of this social movement and of the Coalition for a People's Budget of San José (below) is for public "divestment" from policing practices or resources found unnecessary, harmful/dangerous, ineffective, wasteful, or redundant in favor of "reinvestment" in preventative and/or restorative approaches with evidence of success.

As demonstrated in Section III below and in the SJSU HRI Annual Silicon Valley Pain Index, San José faces not only problems with police violence, but with astronomical wealth inequality, racial inequality, housing costs, homelessness, and crumbling infrastructure. The process and product of a People's Budget can provide a plan to "defund" or "divest" from things like policing, but it **can also help communities find overlapping solutions to often overlapping social problems**—such as that of property crime and wealth inequality or mental illness and homelessness. In this manner, a People's Budget represents the fiscal contestation of how to make a community safe and presents an alternative approach that starts with the perspective of the people.

# SECTION II: EXAMPLES

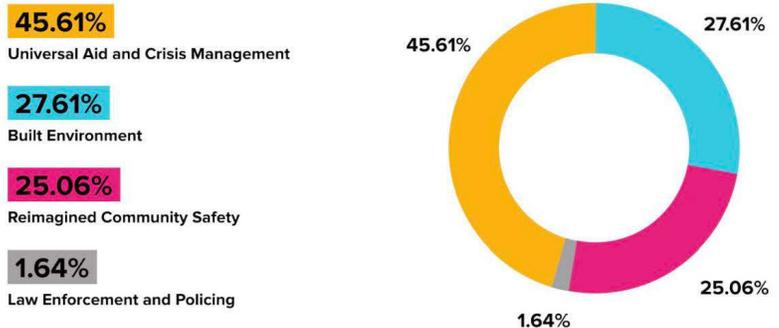
## PEOPLE'S BUDGETS OF LOS ANGELES (CA), NASHVILLE (TN) AND NEW YORK (NY)

While the notion of participatory or “people’s” budgets are not new, they have become a feature of efforts to reform the criminal justice system and reimagine how communities use their tax base to address any number of social problems. Before proposing the context and potential framework for a People’s Budget of San José, it makes sense to note the progress being made and **lessons learned from other cities** engaging in this work. For that, we can turn to **Los Angeles, Nashville, and New York** as prime examples of cities in different stages of developing and implementing a People’s Budget in connection to the demands of an ongoing (#BlackLivesMatter) social movement.

### LOS ANGELES, CA

To collect quantifiable data, an **online survey** was created such that Los Angeles residents could participate via any computer or smart device with internet access. Broadly speaking, the survey asked residents about their spending priorities and specific areas for divestment and investment. In the analysis and presentation of survey data, specific spending priorities were grouped into four broad categories (right), vs. the seven listed in the existing proposed 2020-21 LA City Budget. The survey was promoted and distributed via **50 community organizations** and appropriate social media outlets with considerable success, **yielding just under 25K completed surveys representing all voting districts of the city in a matter of months**.

#### THE PEOPLE'S BUDGET PRIORITIES



- 1. Universal Aid and Crisis Management [45.61%]**  
Ex: housing, food, healthcare, economic assistance, and emergency relief
  - 2. The Built Environment (infrastructure) [27.61%]**  
Ex: public transportation, libraries, parks, public works, and fire department
  - 3. Reimagined Public Safety [25.06%]**  
Ex: family counseling, restorative justice programs, reparations to victims and their families, community-led crisis response programs, gang prevention/intervention/recovery, and community-led solidarity events
  - 4. Law Enforcement [1.64%]**  
Ex: policing, City Attorney’s Office (prosecutor), and traffic enforcement
- **The top priorities for investment** included housing, public health and healthcare, child and youth development, food security, public transportation, and environmental justice.
  - **Top areas for divestment** included policing, parking enforcement, and the City Attorney’s Office.

# PEOPLE'S BUDGETS OF LOS ANGELES (CA), NASHVILLE (TN) AND NEW YORK (NY)

## LOS ANGELES, CA (CONTINUED)

Further summary points from the LA People's Budget:

- The Los Angeles People's Budget **allocates 1.64% of general funds to policing - far less than one-tenth of the 54% given to the LAPD in the Mayor's proposed budget.**

- Research for the Los Angeles People's Budget also included qualitative data collected through a **recorded public participatory budgeting process** (via Zoom under COVID-19 restrictions) that included 3000 resident participants. The recording was then accessed by over 10,000 viewers to fuel community dialog on public online forums.

- Since publication of the LA People's Budget, a **live website and social media accounts** are used to promote the Budget, collect signatures for its implementation, and organize actions to educate and impel decision makers to act.

## NASHVILLE, TN

### WHAT WERE THEIR GOALS?

The Nashville People's Budget Coalition published a [report making the case for:](#)

(1) **Participatory budgeting in Nashville;**

(2) **Targeted divestment from reactionary criminal justice to invest in "public goods."**

### WHAT DID THEY DO?

The Coalition then **solicited participation through an online survey** to determine the specific targets for criminal justice divestment and public (re-)investment according to city residents. Rather than reconceptualizing broad budgeting categories like L.A., the Nashville Coalition sought specific divestment and investment amounts for target agencies or budget expenditures as they exist in the current projected [2020-21 City Budget](#). Further, **data was collected on law enforcement agencies under supervision of the County**, such as the Sheriff's Department (similar to cities in California). **The Nashville survey was conducted in a mere four days (June 5-9, 2020), with over 5,000 responses.**

### WHAT DID THEY FIND?

<b>Proposed Divestments</b>	<b>Divestment Amount</b>
Police Department	\$107,670,143
County Sheriff	\$38,989,940
DA's Office	\$3,473,855

<b>Proposed (Re-)Investment</b>	<b>% Respondents In Support</b>
Public Schools	92.8%
Affordable Housing	58.9%
Social Services	56.6%
Homeless Impact	55.1%
Gideon's Army (legal services)	48%

# PEOPLE'S BUDGETS OF LOS ANGELES (CA), NASHVILLE (TN) AND NEW YORK (NY)

## NEW YORK, NY

### WHAT WERE THEIR GOALS?

The New York People's Budget coalition **published an open letter** on June 30th noting that they were appalled with the "illegitimate" Mayor's 2020-2021 budget proposal. **They demand "to divest away from policing and militarization and invest in education, housing, living wages, public transit, and community based resources and services."**

### WHAT DID THEY DO?

The NYC coalition is **currently working on a 2020 Participatory Budget**. In the meantime they have **listed a series of demands** on divestment and reinvestment:

<b>Proposed Divestments</b>	<b>Divestment Amount</b>
NYPD Overtime Cut	\$300,000,000
Reduction of Force	\$352,100,000
Cost of Police Misconduct	\$252,000,000
Cut Officers from Schools	\$332,000,000
<b>Overall Proposed Cut:</b>	<b>\$2,305,054,000</b>

### WHAT DID WE LEARN?

In summary, these cities are in different stages of building People's Budgets, and each city is **developing a process and Budget product according to their particular needs**. Accordingly, the next two sections of this report present some of the contextual information (social problems faced by San José communities) and local budget analysis (how is money spent in our city) necessary to inform building a People's Budget of San José.

# SECTION III: LOCAL CONTEXT

## POTENTIAL NEEDS

This section **illustrates social problems and structured inequalities confronting San José residents**. Though not intended as an exhaustive list, it can **inform the design of the PBSJ survey** instrument and participatory public forums. Further, the SJSU HRI can partner with coalition members to **build educational materials** to help city residents make the most informed decisions possible on surveys and in public forums.

## WEALTH AND INCOME INEQUALITY

- Record income and wealth inequality in the U.S.—where **three people own more than over half of the nation combined**—is perhaps best reflected in San José and Santa Clara County where some of the wealthiest, most powerful people and companies on Earth can be seen alongside crushing poverty and one of the worst housing/homelessness crises in the U.S. Data tells a tale of two cities, where only the highest income brackets (largely in tech) and most established residents can afford the astronomical cost of living and severe housing shortage.
- **Nine of the wealthiest people in the country live in the Silicon Valley**. In 2019, *before* COVID, the **5 richest people in Silicon Valley (white men) were worth a total of approximately \$261B**.
- As a trend, **income inequality** has been on a **steady rise in the city and region for over 25 years**.
- Most of the region's wealthy (billionaires) and tech corporations have done unbelievably well during the COVID-19 pandemic. **Apple is now the first corporation ever to be valued at \$2T**. In late 2019 they were sitting on over \$100B in cash reserves. Since the start of the pandemic, the world's billionaires increased their wealth by over %25--an unfathomable 10.2T\$.
- According to the 2019 Silicon Valley Index report, **13% of the households in Silicon Valley hold more than 75% of the region's total wealth**. San José has the **highest income inequality in the state of California**, where the highest income brackets (\$384K+ per year average for 90th percentile) earned 12.2 times more than those at the bottom (\$32K per year at the 10th percentile). **Only 12% of top income earners are Black or Latinx**, who are 43% of the population and overrepresented in the lowest percentiles. **California consistently ranks among the top 5 in the country for income inequality**.
- While the proportion of residents living below the federal poverty threshold in San José (10%) is below the national average (13%), **San José is the least affordable city in the U.S.** and thus, the lived experience of poverty is more keenly felt. Furthermore, **the city's poor are overwhelmingly women and people under 25 years old**.
- **50% of all Bay Area residents can't pay bills at least once a year. 20% of all Bay Area residents have less than \$400 in savings of any kind**. This number jumps to 43% for Latinx and %77 for Black residents. This suggests both wealth inequality and significant differences in the economic precarity of households.
- **Poverty in San José is geographically clustered**, with the vast majority of the city's "areas of concentrated poverty" (census tracts where 20% or more residents fall under the federal poverty line) located in Central (D3), South Central (D7) and East Side (D5) neighborhoods. Please see the full city map with all ACPs here: <http://csj.maps.arcgis.com/apps/webappviewer/index.html?id=ba051fe7eba84145a3edfdb7df03b89b>

## EXPLORING THE POTENTIAL NEEDS OF OUR COMMUNITIES IN CONTEXT (CONTINUED)

### HOUSING AND HOMELESSNESS

- As recently as 2018 San José was the **most expensive real estate market** in the country.
- San José is considered by many real estate analysts as the **most difficult place in the country to purchase a home**, due to astronomical price and a mere four real estate listings (“for sale”) per 1000 residents. Median **home prices remain among the highest in the nation** at \$1.08M (Aug. 2020), nearly twice the median price for California and over 3 times that for the U.S.
- The average homeowner in San José **must spend over half of their income on a mortgage**.
- **More than 80% of the homes built in the last four years are unaffordable to most first-time buyers and renters.** “I say this with no intention to overturn the capitalist order,” said San José Mayor Sam Liccardo, “but the market is not going to solve this problem by itself.”
- **Most working people in San José do not own their home or apartment.** San José is consistently **one of the most expensive rental markets** in the country—currently at #4 (Aug. 2020) with a median rent of \$2300 for a single bedroom apartment.
- **Homelessness is on the rise across the Santa Clara County**, where over 10K people are without housing on any given night. Given current trends, this number will rise to over 20K by 2025.
- From 2017 to 2019, **San José witnessed an over 40% increase in homelessness, now up to 6,097 city residents.** This is the highest recorded homeless population in its recent history. Of this growing population:
  - 83% are **local**—from Santa Clara County.
  - One out of every four are **under the age of 25**. 59% are people of color and 41% identified as “Latinx/Hispanic.”
  - **19% are Black, meaning they are represented at more than 6x their proportion in the city’s population (3%).**
  - 18% reported a history of **foster care**.
  - Over 60% reported not being able to afford rent and not having enough income as the **primary barriers** to obtaining housing.
  - Over 44% reported **job loss or eviction as the “primary event”** resulting in their homelessness.
  - 88% reported being interested in permanent housing.
  - Nearly **20% are employed half or full time**.

### RACIAL DISCRIMINATION AND INEQUALITY

- The **poverty rate** for Hispanics [sic.] (12.22%) and Black (13.09%) San José residents are twice that of Whites (6.13%). Further, the poverty rate of Native residents (16.74%) is nearly three times that of Whites.
- Non-Hispanic White (\$103.9K) and Asian [sic.] (\$104.7K) **median household incomes** are approximately 40% higher than that of Hispanics (\$63.8K) or Blacks (\$61.8K) in the city.
- Approximately **61% of the Santa Clara County homeless population are Black or Latinx**.
- Approximately 67% of Black and 72% of Latinx resident youth were **proficient in math** in Santa Clara County, vs. 31% for Whites and 16% for Asian residents.
- Only **3% of employees in the largest 75 Silicon Valley technology firms were Black** according to the last significant study of this workforce in 2017.

# EXPLORING THE POTENTIAL NEEDS OF OUR COMMUNITIES IN CONTEXT (CONTINUED)

## CRIME AND POLICING

- In 2019, the SJPD reported 29,725 crimes in San José. Out of those crimes **85%** were classified as **property crimes**, while the remaining **15%** fell under **violent crimes**.
- Amidst the overall drop in crime over decades, In recent years (2018, 2019) both the **city of San José** and **Santa Clara County** recognized a disturbing steady rise in sexual assault since 2014. Policing has proven almost completely ineffective in this arena, where the “clearance rate” (charges brought against a suspect) for these crimes in 2018 was a meager 6.7%.

Table A — PART 1 CRIMES REPORTED  
FIRST HALF 2020 (preliminary) VS. 2019 (final)

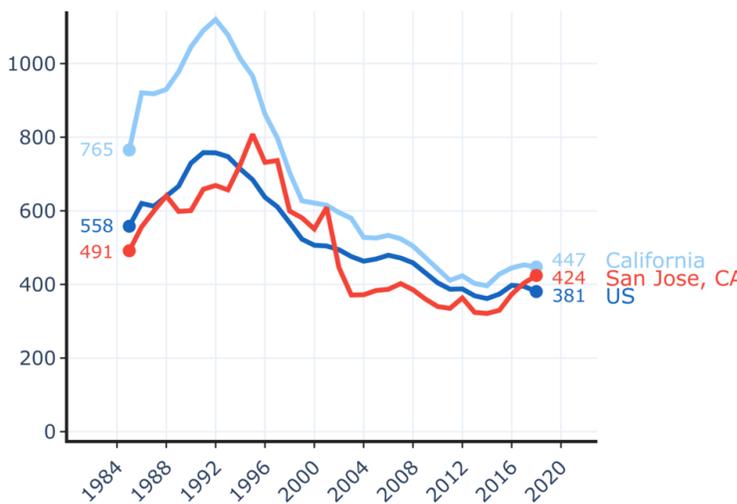
OFFENSES	2020** JAN - JUN	2019* JAN - JUN	% Change
Homicide	15	19	-21.05%
Rape	259	311	-16.72%
Robbery	588	665	-11.58%
Aggravated Assault	1,147	1,244	-7.79%
<b>Total Violent Crimes</b>	<b>2,009</b>	<b>2,239</b>	<b>-10.27%</b>
Burglary	1,944	2,052	-5.26%
Larceny	6,410	7,272	-11.85%
Vehicle Theft	3,107	3,161	-1.71%
<b>Total Property Crimes</b>	<b>11,461</b>	<b>12,485</b>	<b>-8.20%</b>
<b>GRAND TOTAL:</b>	<b>13,470</b>	<b>14,724</b>	<b>-8.52%</b>

\* Final data, verified by DOJ/FBI UCR \*\*Preliminary data

Crime across all categories are lower in 2020 amidst the COVID-19 pandemic in San José than in the comparable first half (Jan.-June) of 2019.

### Violent Crime rate in San Jose, CA

Number of reported violent crimes per 100,000 persons



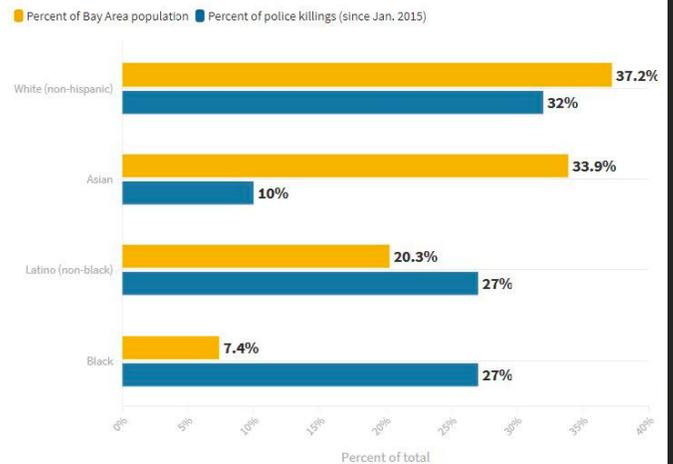
- Like most major metropolitan areas across the country, **violent crime in San José remains remarkably low in comparison to statewide and national peaks in the 1990's**. While above the national average, it trends below the average in the state of California.

## EXPLORING THE POTENTIAL NEEDS OF OUR COMMUNITIES IN CONTEXT (CONTINUED)

### CRIME AND POLICING CONTINUED

- In the wake of the #BlackLivesMatter rebellions, actions by SJPD officers in have arguably escalated tension with protesters and communities of color through **flagrant acts of racism, xenophobia, and violent aggression**. The following is a **summary of select incidents from the month of May 2020 alone**:
  - Officer Jared Yuen's actions highlighted the concerns of peace **officers' tendency to escalate** situations. In a **viral video Officer Yuen** is seen at the police line in riot gear smiling with excitement, making vulgar remarks towards protestors before ultimately starting the conflict between police and protesters as he fires his bean bag gun unprovoked into the crowd. Police Chief Garcia called the 33 year old a "good kid who made a mistake". Officer Yuen was later assigned to desk duty.
  - **SJPD and city leaders defend the use of force against protesters** including the use of tear gas and **600 rubber bullets**, some at **point-blank range**.
  - **Excessive force complaint** filed against SJPD for firing 13 rubber bullet rounds into an apartment and shattering windows during protests.
  - Bay Area News Group publishes an **article on 110 police killings in the Bay Area**. The article highlights the discrepancies of **black and Latino deaths** by law enforcement to their respective percentages of the population (see chart on right). **SJPD led the way of Bay Area police departments with 19 fatal encounters** with zero cases resulting in any known discipline.
- **SJPD denies SJ City Council's request for body camera footage** amid growing outrage over police violence while responding to #BlackLivesMatter protests.
- **SJPD private Facebook group 10-70DSJ, responsible for multiple anti-Muslim posts and an alleged assassination plot against activist Shaun King**, is found to contain at least four active officers and several retired officers.
- Civil rights attorney files a **federal civil rights lawsuit against SJPD** for failure to properly teach officers how to use reasonable force in response to protests.
- Video footage surfaced of an **SJPD officer kicking and dragging a compliant woman** during a traffic stop.
- In wake of the defund the police movement San Jose City officials are in talks to develop a **\$43 million-plus police training and academy complex**.
- **SJPD releases 33 records of uses of force** by its officers after a 19-month delay and a lawsuit from The Bay Area News Group.
- Body cam footage released showing a minor noise complaint in May 2019 being escalated by SJPD resulting in a **couple being tased, beaten, and shot with a riot gun**.

Those killed by police in the Bay Area are disproportionately Black and Latino



Source: Bay Area News Group analysis of public records and the National Institutes of Health's SEER data for 2018 population by county and race/ethnicity. • By Harriet Blair Rowan - Bay Area News Group

## EXPLORING THE POTENTIAL NEEDS OF OUR COMMUNITIES IN CONTEXT (CONTINUED)

### PUBLIC INFRASTRUCTURE

- A third of major urban roadways in the U.S. are in serious need of repair, **California cities (including all of those in the Bay Area) are ranked as some of the worst in the country.**
- According to the American Society of Civil Engineers **Annual Report Card for California Infrastructure** and additional reports:
  - The San Francisco Bay Area ranks third in the U.S. for (most) **traffic congestion**. Traffic delays were on the rise in the years prior to Covid-19.
  - The state of **California's infrastructure is graded at a C-**, with not a single category in the A or B grade range.
  - Over the next 20 years, **infrastructure needs in California will increase**, as the population is expected to rise by over 10 million people.
- **Increasingly dangerous fire seasons** are drawing more attention to the funding and organization of public fire departments in San José and Santa Clara County. After a May 22 audit the Los Altos Hills fire district, **SCC** considered merging the Los Altos Hills, South SCC, and Central SCC fire districts to cover residents (over 33,000 in south county) currently not protected, address resource mismanagement in Los Altos Hills, and better coordinate fire prevention and response. **Notably, the Los Altos Hills audit suggested diverting significant (\$220M) funds annually from law enforcement in part to create "defensible spaces" across county fire districts.**
- **In February 2017 Coyote Creek flooded, causing approximately \$73M in damage**, forcing over 14K residents to evacuate from neighborhoods including Rock Springs, Brookwood Terrace, Naglee Park, and South Bay Mobile Home Park. Though local alert systems have been improved, **preventing future flooding disasters is a concern according to experts**, as major engineering projects require more (perhaps Federal) funding.
- **The vast majority of city parks have hovered around "acceptable" (scoring 3 out of 5) in park condition reviews since 2015.** In addition, parks in more impoverished areas serving immigrant populations tend to be in worse condition, and lack signs in multiple languages.
- In September 2020 **the city solicited a survey to determine what changes residents think would improve public transportation.** Survey results will be used to inform the city's broader Access and Mobility Plan. Results could also reasonably inform the delivery of the PBSJ Survey (will update with results).
- In part related to San José's persistent homelessness crisis, **city officials continue to struggle with trash and illegal dumping.** While there are several active programs for "beautification" and trash/litter cleanup, there is no publicly funded, systematic solution at present. Further, only 10 percent of the over 200 known homeless encampments in the city have weekly trash pick up available.



The **SCU Lightning Complex fire** burned nearly 400K acres in Santa Clara and neighboring counties.



Coyote Creek flood, 2017

# SECTION IV: CITY BUDGET

## SAN JOSÉ PROJECTED 2020-21 EXPENDITURES

### BUDGET OVERVIEW

The PBSJ survey is designed to determine the qualitative, relative spending priorities of city residents, rather than exact dollar figures for any particular city department or service. That said, **a summary of expenditures is provided here** as reference for the PBSJ Coalition. It **may be useful to provide some of these general figures in public educational materials** used during survey solicitation.

\*Please note that these figures for Police and Fire department expenditures do NOT include annual costs of retirement pensions.

City Service/Agencies	Expenditure Amount
Police (SJPD)*	\$440,587,360*
Approximate Spending Per Day	\$1.2M
Fire*	\$242,584,463*
Parks, Recreation, and Neighborhood Services	\$80,984,636
Public Works	\$36,710,756
Transportation	\$36,557,326
Libraries	\$35,749,297
Information Technology	\$23,788,809
Finance	\$18,603,740
City Manager	\$18,171,175
City Attorney	\$16,333,103
Planning, Building, and Code Enforcement	\$15,206,476
Mayor and City Council	\$13,047,430
Human Resources	\$10,270,086
Economic Development	\$5,223,815
Environmental Services	\$4,630,003
City Clerk	\$2,413,660
City Auditor	\$2,372,657
Independent Police Auditor (IPA)	\$1,316,672
Housing	\$491,404
<b>Subtotal Department Charges (Paid from General Fund)</b>	<b>\$1,005,042,870</b>

# SECTION V: RESEARCH DESIGN

## SURVEY QUESTIONS

The PBSJ Survey will ask 3 types of questions throughout:

### (1) General spending priorities and approach to community/public safety

What are the substantive spending priorities of San José residents? How do people view the police? How do they think resources should be spent to provide community/public safety? What would make people feel safer and more secure in their communities?

### (2) Conditions of life under the overlapping stresses of the pandemic, associated economic downturn, and ongoing housing crisis

What are the housing conditions of respondents? Has their household been impacted by COVID-19? What are the economic conditions of residents amidst these overlapping challenges? Does their household have necessary access to technology?

### (3) General demographics

Race/ethnicity, gender, sexuality, location (zip code), employment status, level of education, and so forth.

## PBSJ SURVEY DESIGN AND SAMPLE

In order to determine the needs and perspectives of those in San José communities, the **SJSU HRI drafted a survey** that captures the perspectives, ideas, and experiences of local residents. Developed in consultation with the People's Budget of San José Coalition, the survey will allow residents to indicate their thoughts about the city's budget and where funds should be invested, remain the same, or divested. The survey will also provide opportunities for residents to express their specific perspectives about the police and community safety.

Once approved by the People's Budget of San José Coalition, the survey **will be translated into multiple languages** (Spanish, Vietnamese, Mandarin Chinese, and Tagalog--reflecting the diversity of San José communities), advertised, and solicited widely via social media and extensive community networks. The SJSU HRI will assist in outreach by providing **educational materials and content**, while the Coalition will take the lead on recruiting survey participants.

To ensure that survey results express the will of the people and to match the sample size of comparable People's Budget campaigns, **the PBSJ Coalition should aim to recruit 5,000 - 7,000 San José residents as survey respondents--approximately 0.5% of the city's 1.03M residents**. The SJSU HRI will provide community coalition members with additional demographic targets to ensure that the survey results are also "generalizable" to the broader public. Further, the survey will be **online, short (< 15 minutes), and easily accessible with any smart device (phone, computer, tablet, etc.)**.

# PBSJ RESEARCH DESIGN - PBSJ SURVEY AND PUBLIC FORUMS (CONTINUED)

## SURVEY ANALYSIS

Once collecting the target number of completed surveys, the SJSU HRI will begin data analysis. Analysis will begin by **compiling and summarizing responses** to describe consistent perspectives of residents as a whole, and where appropriate, by location and other demographics. Statistical software and techniques will be used in this process to produce preliminary survey results.

With this information in hand, the **HRI will present results to the PBSJ Coalition and community stakeholders to get their perspectives on the results.** Through these conversations, the HRI will collaboratively decide where to explore the data more to accurately capture and summarize the diversity of perspectives. Integrating all of this information, the SJSU HRI will draft a public report to present and explain the survey results, showing any differences by neighborhood, age, race, language, and other factors that may improve our understanding of people's experiences and perspectives.

## BUILT-IN SURVEY TOOLS

- Though the survey will determine San José residents from non-residents, *it will allow for non-residents of San José (who will also give their zip code to determine regional location) to complete the survey.* This works to protect from falsification (because there is little reason to) and to maximize the data we collect, given the importance of the data/questions for other city/county concerns.

## BUILT-IN SURVEY TOOLS

- By collecting demographic data on the participant and their household, we will be able to use statistical tools to adjust the weight given to each person's survey to *ensure that the results are representative of the community, not just those members of the community who have access to internet and technology.*
- The PBSJ Coalition partners will actively recruit people to take the survey who might be particularly hard to reach through more mass communication. Unlike other People's Budget surveys, *we will be sure that residents who speak Spanish, Vietnamese, Tagalog, and Mandarin Chinese have the opportunity to take the survey in their preferred language.*
- The survey will be built in Qualtrics, which has a nice interface for taking the survey on a phone. This tool will also allow us to use more advanced statistical software to carefully analyze the data, providing a more detailed picture of residents' responses. *We can perform a sensitivity analysis to look for differences in perspectives among different segments of the community (as defined geographically and demographically), helping provide context for survey results.*
- The survey will ask additional questions about the participant and their household so to better understand their recent experiences and how those might influence their desires for the city. These include *questions about access to food and housing, the impacts of COVID-19 and the shelter-in-place orders, and experiences with detention.* These questions will help us understand why different segments of the population may feel differently about the spending priorities of the city.

# PBSJ RESEARCH DESIGN - PBSJ SURVEY AND PUBLIC FORUMS (CONTINUED)

## PUBLIC FORUMS

It's common methodological practice to follow up quantitative survey data with qualitative data from interviews, focus groups, or public forums. This creates methodological "triangulation," where one method helps to cover for and check against the other. In this case, **we propose organizing 2-3 online public forums following solicitation of the survey** in order to:

- (1) Ask questions of participants that "test" emergent findings from the survey data;
- (2) Give the opportunity for more open, free flowing discussions/answers;
- (3) Ask questions of participants to investigate the most interesting emergent findings from the survey ("go deeper");
- (4) Target and recruit participants from underrepresented communities/populations on the survey.

Surveys will include an option to be contacted to participate in public forums, and additional efforts can be made by the SJSU HRI and Coalition to recruit public forum participants. On the whole, online forums will provide the most accessible option during pandemic conditions. Logistical questions about recruitment, providing access to technology/wifi, and staffing can be addressed once the survey is distributed (see full timeline in section below).

As with the survey, the SJSU HRI will collect and analyze data collected at the Public Forums (recorded sessions and chat logs), combine that data with findings from the survey, and construct the draft PBSJ results (vetted by the PBSJ Coalition before publication and media/public release).

## NEXT STEP: SAMPLE SURVEY ACCESS AND REVIEW

Given this background report, **the next step (see project timeline on next page) is for PBSJ Coalition members to review the Draft PBSJ Survey.** Coalition members and those vetting the survey draft should do the following:

**(1) Take and review the draft survey here: [https://sjsu.qualtrics.com/jfe/form/SV\\_2njQ2RXfw8j1TH7](https://sjsu.qualtrics.com/jfe/form/SV_2njQ2RXfw8j1TH7)**

As you take the survey, please take note of any constructive feedback regarding (for example) length, wording of questions, missing or redundant questions/topics, and so forth.

**(2) Provide your (or your organization's) survey feedback in a single email to:**

**[william.armaline@sjsu.edu](mailto:william.armaline@sjsu.edu)**  
and  
**[miranda.worthen@sjsu.edu](mailto:miranda.worthen@sjsu.edu)**

Note: See all contact information again with QR codes/links on last page.

# SECTION VI: TIMELINE

## PHASE I: RESEARCH DESIGN AND APPROVAL

SEPTEMBER 2020 - NOVEMBER 2020

- Establish Coalition for PBSJ members, who will lead the organizing aspects of the PBSJ project.
- SJSU HRI drafts PBSJ Report, including project description, background, contextual data, sample survey, research design, and project timeline (this is it!).
- SJSU HRI applies for Internal Review Board [IRB] research clearance from SJSU.
- SJSU HRI works with PBSJ Coalition to establish format and logistics for holding and collecting participant data from public forums.
- PBSJ Coalition review and approval of survey instrument and research design.
- PBSJ Coalition works with SJSU HRI to establish outreach strategies and educational materials for survey and public forums.

## PHASE II: RESEARCH AND PUBLIC FORUMS

NOVEMBER 2020 - JANUARY 2021

- SJSU HRI and Coalition distribute and solicit survey (sample target: 5000-7000).
- SJSU HRI and Coalition solicit participation in public forum series.
- SJSU HRI organizes and analyzes data.
- SJSU HRI drafts second PBSJ Report (results). (presentation of results) and presents to PBSJ Coalition.
- Coalition draft revision and approval (final) of PBSJ Report, which will include the actual People's Budget of San José (graphic and text, digestible to public)
- SJSU HRI works with PBSJ Coalition to develop clear, deliberate, actionable policy steps ("PBSJ Action Plan") toward realizing the priorities of the People's Budget according to a certain timeline that (for example) lines up appropriately with the city budgeting process.

## PHASE III: ACTION AND IMPLEMENTATION

FEBRUARY 2021 - APRIL 2021

- SJSU HRI and Coalition members organize and host public informational presentations on the PBSJ.
- SJSU HRI and Coalition members submit press releases, organize press conferences, and participate in press interviews on the PBSJ.
- Coalition members conduct organizing/recruiting activities around the PBSJ.
- Coalition members identify champions and supporters of the People's Budget on City Council and in relevant city agencies.
- Coalition members implement the PBSJ Action Plan.

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# QUICK CONTACT INFO

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## CONTACT US AT THE **SJSU** HRI

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SJSU HRI WORK ON THE PBSJ PROJECT IS  
DONE WITH THE GENEROUS SUPPORT OF THE  
[HEISING-SIMONS FOUNDATION](http://HEISING-SIMONS FOUNDATION)  
[HSFOUNDATION.ORG](http://HSFOUNDATION.ORG)

