

From: [Heyne, Colin](#)
To: [Downtown West Project](#)
Subject: Fw: Diridon Engagement update
Date: Monday, September 28, 2020 10:20:11 AM
Attachments: [Community Engagement Workplan - Fall 2019 - Working Draft.xlsx](#)

Heyne, Colin has shared a OneDrive for Business file with you. To view it, click the link below.



[Community Engagement Workplan - Fall 2019 - Working Draft.xlsx](#)

Colin Heyne
Public Information Manager, [Department of Transportation](#)

COVID-19 Response

Emergency Public Information Officer
City of San José

mobile: 626-622-8923

From: Severino, Lori <Lori.Severino@sanjoseca.gov>
Sent: Monday, September 21, 2020 2:46 PM
To: Clements, Kristen <Kristen.Clements@sanjoseca.gov>; Rivas, Vanessa <Vanessa.Rivas@sanjoseca.gov>; Ruano, Jose <Jose.Ruano@sanjoseca.gov>; Han, James <James.Han@sanjoseca.gov>; Tu, John <john.tu@sanjoseca.gov>; Mendez, Zacharias <Zacharias.Mendez@sanjoseca.gov>; Sanderfer, Larissa <Larissa.Sanderfer@sanjoseca.gov>; Eidlin, Eric <eric.eidlin@sanjoseca.gov>; Heyne, Colin <Colin.Heyne@sanjoseca.gov>; Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>; Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>; Scott, Jeff <Jeff.Scott@sanjoseca.gov>; Tam, Wilson <wilson.tam@sanjoseca.gov>; VanderVeen, Rachel <Rachel.VanderVeen@sanjoseca.gov>; Breslin, Emily <Emily.Breslin@sanjoseca.gov>; Benabente, Julie <Julie.Benabente@sanjoseca.gov>; Burnham, Nicolle <nicolle.burnham@sanjoseca.gov>
Cc: Rood, Timothy <timothy.rood@sanjoseca.gov>; Zenk, Jessica <Jessica.Zenk@sanjoseca.gov>; Klein, Nanci <Nanci.Klein@sanjoseca.gov>; Walesh, Kim <Kim.Walesh@sanjoseca.gov>; Hughey, Rosalynn <Rosalynn.Hughey@sanjoseca.gov>; Ekern, Bill <Bill.Ekern@sanjoseca.gov>; Manford, Robert <Robert.Manford@sanjoseca.gov>; Morales-Ferrand, Jacky <Jacky.Morales-Ferrand@sanjoseca.gov>
Subject: Diridon Engagement update

Hi team,

Here is the tracking sheet we reviewed at the engagement meeting this morning. It shows all of the events and major milestones for public engagement on Diridon projects this fall – along with event details and information to help with coordination. **Please review and help fill in missing info.**

You will see there are still a lot of events to get on the calendar for October and November (approximate dates highlighted in yellow). To help with scheduling, **please send me outlook invites for any event that we should avoid**, and let's **create meeting invites for new Diridon/Downtown/City events** as they get scheduled.

Priorities for this week:

- Draft DTW presentation and feedback tools (*planning to send around a draft to review this Thursday, for discussion at internal coordination meeting 9/29*)
- Scheduling remaining events
- Prepare a draft flyer and outreach plan
- Prepare a draft online survey
- Prepare draft materials for Small Business events

Let me know if you have any questions.

Thanks!

Lori

-----Original Appointment-----

From: Severino, Lori

Sent: Wednesday, August 12, 2020 2:39 PM

To: Kristen Clements (Kristen.Clements@sanjoseca.gov); Diana Benitez; Severino, Lori; Dave Javid; Matthew Raimi; Suhaila Sikand; Rivas, Vanessa; Jose Ruano (Jose.Ruano@sanjoseca.gov); Han, James; Tu, John; Mendez, Zacharias; Sanderfer, Larissa; Eidlin, Eric; Colin Heyne (Colin.Heyne@sanjoseca.gov); Wessling, Cheryl; Handler, Elisabeth; Scott, Jeff; Tam, Wilson; VanderVeen, Rachel; Breslin, Emily; Benabente, Julie

Cc: Burnham, Nicolle; Rood, Timothy; Zenk, Jessica

Subject: Diridon Engagement weekly meeting

When: Monday, September 21, 2020 11:30 AM-12:00 PM (UTC-08:00) Pacific Time (US & Canada).

Where: zoom

Purpose:

- Status updates and coordination on tasks related to community engagement
- Working sessions to strategize, brainstorm, review content, etc.

Participants:

- Required: Project Managers, Vanessa
- Optional/as needed: Communications staff, Raimi/Plan to Place team, anyone else on the City's Diridon team

Zoom info:

- <https://zoom.us/j/7743852409>
- 1-669-900-6833 (or find your local number: <https://zoom.us/u/akVULhT0Q>)
- Meeting ID: 774 385 2409

Wave	Start	New info available
1		16-Sep Timeline, DSAP height detail/follow-up, AHIP concepts
2		1-Oct Community Benefit survey
3		7-Oct DTW - DEIR, DSG, resubmittal + feedback form
4	Mid October	Draft AHIP
5	Late October	Draft DSAP Amendment + feedback form
5	Late October	DA update; small biz framework

Resources

SAAG Sept 16 ppt; Roadshow ppt

DTW presentation

HCDC ppt

DSAP presentation

Nov SAAG presentation

DATES NOT UP TO DATE - for planning purposes only

Deliverable/event	Date
SAAG ppt	9/16/20
Volunteer Appreciation Event	9/24/20
D6 meeting with DANG - DOT (maybe PRNS)	9/24/20
Release flyer; social media blast; public email	10/1/20
Launch online survey - community benefits	10/1/20
Small Business - mini sessions	10/5/20
Presentation for Community Meeting - DTW	10/7/20
Launch feedback form - DTW	10/7/20
D6 meeting with DANG - OED	10/8/20
Community Meeting - DTW	10/15/20
Launch feedback form - DSA	10/19/20
Background Presentation for Community Meeting - DSA	10/19/20
Cafecito	10/19/20
Discussion Group on the Diridon Station Area	10/19/20
Garden Alameda	10/19/20
DSA Vietnamese Community Meeting	10/21/20
SJ Arena Authority	10/21/20
Housing and Community Development Commission Info Session	10/22/20
Presentation for SAAG Meeting	10/26/20
DTP/DSA Small Business Focus Group	10/26/20
Community Meeting - DSA	10/29/20
SAAG meeting - small group 1	11/2/20
DSA/DTP Transit Rider Forum/Focus Group	11/2/20
Historic Landmarks Commission - Public Hearing (Informational, DEIR comments)	11/4/20
Plant 51	11/5/20
SAAG meeting - small group 2	11/9/20
D3 event on the DSAP	11/9/20
City Council Study Session	11/16/20
Artist Workshop	11/21/20
Planning Commission Study Session	12/2/20
Parks and Rec Commission Info Session	12/4/20

ALUC	12/16/20
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14-Sep	21-Sep	28-Sep	5-Oct	12-Oct	19-Oct
16-Sep					
Draft #1	24-Sep				
	24-Sep				
	Fill in details	Finalize			
	Draft #1	Finalize			
	Draft #1	Finalize	Send to Mimi		
Outline	Draft #1	Finalize	Post 10/7		
	Draft #1	Finalize			
	Draft #1	Finalize			
		Draft #1	Finalize		
			Draft #1	Finalize	
		Draft #1	Draft #2	Finalize	
		Draft #1	Draft #2	Finalize	
		Draft #1	Draft #2	Finalize	
			Draft #1	Finalize	
		Draft #1	Draft #2	Finalize	
			Draft #1	Draft #2	Finalize
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					Draft #1

26-Oct

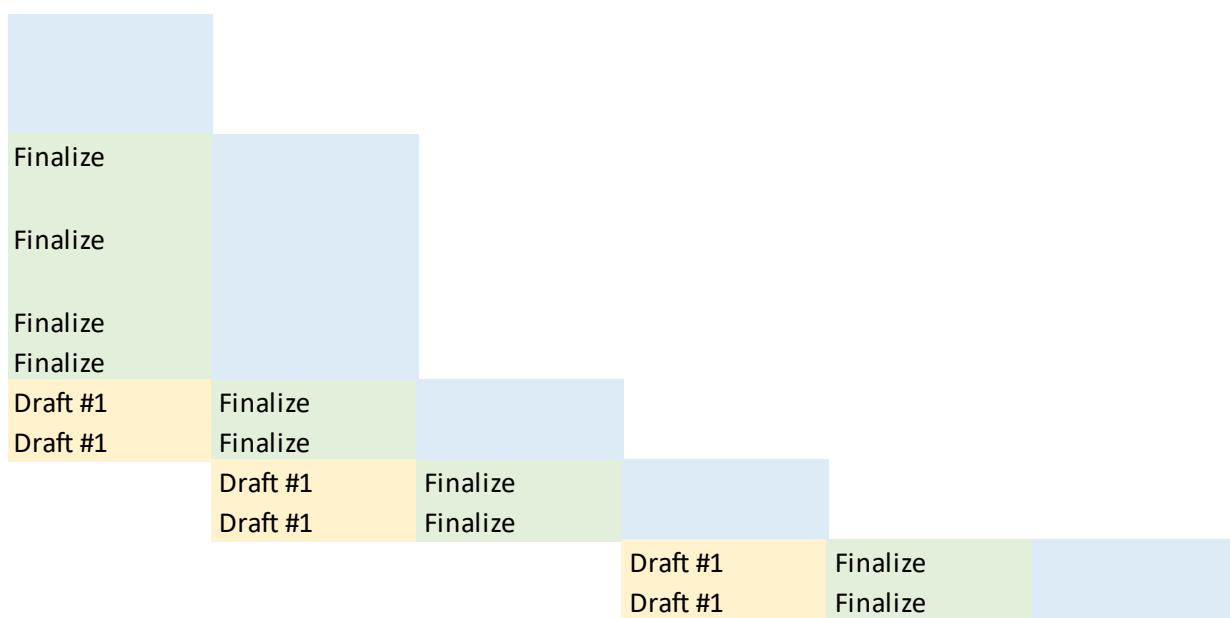
2-Nov

9-Nov

16-Nov

23-Nov

30-Nov



7-Dec

14-Dec

21-Dec

Finalize

Agenda	Start
Presentation	6:35
Small group discussions in breakout rooms	7:00
Session 1: DOT staff is in room A,	7:00
Session 2	7:20
Session 3	7:40
Session 4	8:00
Wrap up	8:20

Presentation	Speaker
Logistics	Dave
Welcome	
Intrepreters	
Meeting purpose (focus on DSG; including how we will collect feedback and what we'll do with input)	
Agenda review	
Staff in attendance	
Summary of 10/7 presentation	John/James
Google welcome, key talking points	Alexa?
Responses to questions/comments received since 10/7	Team
Clarify when and how we will talk to public about housing/jobs (Nov 9 SAAG, online survey, Google to)	
Breakout room instructions	Dave

Option 1:

Small Groups by Topic: 3-4 sessions of 15-20 minutes each, people rotate to topic of choice

Land use, design, planning	Planning
Transportation, Environment, Infrastructure	DOT, ESD, PW
Parks, public space	PRNS
Process, housing, other	

Option 2:

People stay in same breakout room and cover all topics

Each room has 4-5 staff covering range of topics

Option to allow people to prioritize topics of interest

Option 3:

People stay in same breakout room and cover all topics

Staff rotate every 12-15 minutes to cover all 5 topics

Facilitator and note takers stay with participants

Land use, design, planning
Transportation, Environment,
Parks, public space
Process, housing, other

Option 4:

Assign a priority topic to each room, with relevant staff plus a team of floaters

Do question prompts in order of priority, allowing time in back half for other topics and general question

End		
	7:00	0:25
	8:20	1:20
	7:20	0:20
	7:40	0:20
	8:00	0:20
	8:20	0:20
	8:30	0:10

Time	
	5

	5
	2
	12
wnhall, etc.)	
	1
	25

Land Use and Building design
Sustainability and District Sytems
Open Space
Mobility

, Infrastructure

is/comments

Breakout rooms:
English (A, B, C, D)
Spanish
Vietnamese

Each room:

Facilitator
Moderator
Note taker
Staff experts
Google rep(s)

Methods

Screen share a white board for each topic
Q&A channel - if we have a lot of participants
For Spanish/Vietnamese rooms: staff there in last 15 min to answer questions
Have some materials - visual aids (have framework plan up on half of screen)
Have feedback prompts and elevator speeches
Start each session with 1-2 min of key info

Pros:

Need 1-2 staff per topic, plus 5 note-takers

Cons:

Lots of switching = opportunity for technical glitches, confusion

Pros:

No switching

Cons:

need a lot of staff (4-5 per department, plus note takers)

Pros:

Only staff switches, medium level staffing

Cons:

Could rush conversations and force people to address topics they are not interested in

Pros:

No switching

Medium level staffing

Cons:

May get imbalanced groups

4
1
1
6

Order	Event/Milestone Name	Event Type	Partner(s)	Date	Time	Interpretation/ other languages
5	Launch feedback form - DTW	Digital tool		10/7/20	N/A	English, Spanish, and Vietnamese
10	DTP Speaker Series: Asian	City/partner event	Chopsticks Alley	10/9/20	12-1:00 pm	English
11	Community Meeting - DTW	City event		10/19/20	6:30-8:30 pm	Spanish and Vietnamese interpretation
12	DTP Speaker Series: Women	City/partner event	Walk San Jose, WTS, Mineta	10/19/20	5:00-6:30 pm	English
14	DSA Vietnamese Community Meeting	Partner event	Catalyze SV and VAR	10/21/20	6:00-8:00 pm	1) Vietnamese 2) English
15	Housing and Community Development Commission Info Session	City event		10/21/20	4:00	Interpretation offered by request 3 days in advance
17	Launch feedback form - DSA	Digital tool		10/22/20	N/A	English, Spanish, Vietnamese
18	DTP/DSA Small Business Focus Group	Partner event	LatinX Circle (Prosperity Labs)	10/26/20		English + Spanish
21	Discussion Group on the Diridon Station Area	Partner event	Trinity Cathedral and/or SOMOS Mayfair	10/29/20		English + Spanish
22	Launch online survey - community benefits	Digital tool		11/4/20	N/A	English, Spanish, Vietnamese
25	Historic Landmarks Commission - Public Hearing (Informational, DEIR comments)	City event		11/4/20	6:30 PM	Interpretation offered by request 3 days in advance
32	Community Meeting - DSA	City event		11/5/20	6-8:00 pm	Spanish and Vietnamese interpretation
33	SAAAG Regular Meeting	City event		11/9/20	6-8:00 pm	Spanish and Vietnamese interpretation
29	City Council Study Session	City event		11/16/20	1:00 PM	Spanish and Vietnamese interpretation
30	DTP Speaker Series: LatinX	City/partner event	LatinX Circle (Prosperity Labs)	11/18/20		
35	Planning Commission Study Session	City event		12/2/20		Interpretation offered by request 3 days in advance
37	Airport Land Use Commission	County event		12/16/20		Interpretation offered by request 3 days in advance
36	Parks and Rec Commission Info Session	City event		1/6/21		Interpretation offered by request 3 days in advance
27	D3 event on the DSAP	Stakeholder Meeting	D3 office			
28	Public Workshop	Partner event	San Jose Jazz			English + Spanish

Key

Bold	Scheduled
Highlighted green	Need to schedule
Highlighted yellow	Holding the date - need to confirm
Highlighted orange	Need to schedule - linked to other event
	Proposing to only list events on flyer - not the date or time - refer to webpage for info

Task

Email Rachel and Denisse about getting Mimi a new check

Partner meeting - update spreadsheet with event info

Email Lori, Cheryl, and Elishabeth Draft emails

Deadline	Status
	1-Oct Complete
	1-Oct Complete
	2-Oct Complete