

From: [Wessling, Cheryl](#)
To: [Downtown West Project](#)
Subject: FW: communications on Downtown West announcements 10-7-2020
Date: Thursday, October 1, 2020 6:53:34 PM

Re AB 900 Google Project Outreach:

From: Wessling, Cheryl
Sent: Thursday, October 1, 2020 6:37 PM
To: Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>; Kline, Kelly <Kelly.Kline@sanjoseca.gov>; Davis, Rachel <Rachel.Davis@sanjoseca.gov>
Cc: Severino, Lori <Lori.Severino@sanjoseca.gov>; Walesh, Kim <Kim.Walesh@sanjoseca.gov>; Wilcox, Leland <Leland.Wilcox@sanjoseca.gov>; Heyne, Colin <Colin.Heyne@sanjoseca.gov>; Camarena, Carolina <Carolina.Camarena@sanjoseca.gov>; Hughey, Rosalynn <Rosalynn.Hughey@sanjoseca.gov>
Subject: RE: communications on Downtown West announcements 10-7-2020

Looping in Rosalynn and added that PBCE will post on Nextdoor ... superb summary, thanks Elisabeth!

From: Handler, Elisabeth
Sent: Thursday, October 1, 2020 5:45 PM
To: Kline, Kelly <Kelly.Kline@sanjoseca.gov>; Davis, Rachel <Rachel.Davis@sanjoseca.gov>
Cc: Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>; Severino, Lori <Lori.Severino@sanjoseca.gov>; Walesh, Kim <Kim.Walesh@sanjoseca.gov>; Wilcox, Leland <Leland.Wilcox@sanjoseca.gov>; Heyne, Colin <Colin.Heyne@sanjoseca.gov>; Camarena, Carolina <Carolina.Camarena@sanjoseca.gov>
Subject: communications on Downtown West announcements 10-7-2020

Here are the elements of our communications activities around the release of the Draft EIR, Application Resubmittal and Design Standards & Guidelines for Downtown West. I have highlighted areas for possible MO involvement.

Mercury News

- Google is providing a reporter a preview of their presentation on Monday, and has embargoed the article until Wednesday.
- We will coordinate the posting of the documents on the [diridonsj](#), PBCE, OED and ESD websites with that embargo lifting.

Other Media

- Wessling and Handler are drafting a news release with explanations of the documents and an overview of the City's process for the next 3-6 months. We will ask Google if they want a quote included – **would the Mayor like to include a quote?**
- The release will be reviewed by Kim and Rosalynn, and we will provide MO with the copy.
- Release will go out when documents are live on the various websites, Wednesday. (We are coordinating timing with Google.)

Spokespersons to be available Wednesday, Thursday

- Overall City positioning, community engagement, process – Kim Walesh (also Mayor?)
- Draft EIR questions – Robert Manford
- Application Resubmittal, Design Standards – Tim Rood

Other Comms Tactics

- Email blast to SAAG members (Lori)
- Email blast to SAAG community mailing list (Elisabeth)
- Blog post on OED pages (Elisabeth)
- Social media: PBCE will develop messages, visuals and post, OED will adapt messages to its platforms and repost PBCE content, as appropriate. Posts also available to MO.
- Nextdoor: PBCE will post similar to social media on Nextdoor, citywide.

Please let Cheryl, Lori and me know your preferences for the Mayor's involvement, and if you have additional ideas, corrections, directions, etc!

Thanks,

Elisabeth

Elisabeth H. Handler, APR

Public Information Manager, OED

City of San Jose

200 E. Santa Clara Street, 17th Floor

San Jose, CA 95113

Cell: 408 599-9567

Desk: 408 535-8168

www.sjeconomy.com