

From: [Turnipseed, Tammy](#)
To: [Downtown West Project](#)
Subject: Fw: DSA Internal Coordination
Date: Thursday, May 14, 2020 2:49:31 PM
Attachments: [REVISED Community Engagement Game Plan - for internal coordination purposes only_031920.docx](#)

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From: Severino, Lori <Lori.Severino@sanjoseca.gov>
Sent: Thursday, March 19, 2020 6:00 PM
To: Ogilvie, Michael <michael.ogilvie@sanjoseca.gov>; Turnipseed, Tammy <Tammy.Turnipseed@sanjoseca.gov>; Adams-Hapner, Kerry <Kerry.Adams-Hapner@sanjoseca.gov>; Ekern, Bill <Bill.Ekern@sanjoseca.gov>; Klein, Nanci <Nanci.Klein@sanjoseca.gov>; Benabente, Julie <Julie.Benabente@sanjoseca.gov>; Clements, Kristen <Kristen.Clements@sanjoseca.gov>; Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>; Keyon, David <david.keyon@sanjoseca.gov>; Tu, John <john.tu@sanjoseca.gov>; Rood, Timothy <timothy.rood@sanjoseca.gov>; Ruano, Jose <Jose.Ruano@sanjoseca.gov>; Han, James <James.Han@sanjoseca.gov>; Burnham, Nicolle <nicolle.burnham@sanjoseca.gov>; Zsutty, Yves <Yves.Zsutty@sanjoseca.gov>; Mendez, Zacharias <Zacharias.Mendez@sanjoseca.gov>; Do, Ryan <ryan.do@sanjoseca.gov>; Fatolahzadeh, Tala <Tala.Fatolahzadeh@sanjoseca.gov>; Heyne, Colin <Colin.Heyne@sanjoseca.gov>; Madou, Ramses <ramses.madou@sanjoseca.gov>; Eidlin, Eric <eric.eidlin@sanjoseca.gov>; Tam, Wilson <wilson.tam@sanjoseca.gov>; Lapustea, Florin <Florin.Lapustea@sanjoseca.gov>; Khattab, Zahi <Zahi.Khattab@sanjoseca.gov>; Tom, Vivian <Vivian.Tom@sanjoseca.gov>; Ristow, John <John.Ristow@sanjoseca.gov>; Zenk, Jessica <Jessica.Zenk@sanjoseca.gov>; Hill, Shannon <Shannon.Hill@sanjoseca.gov>; Banwait, Manjit <Manjit.Banwait@sanjoseca.gov>; Phan, Johnny <Johnny.Phan@sanjoseca.gov>; Zelalich, Blage <blage.zelalich@sanjoseca.gov>; Rivas, Vanessa <Vanessa.Rivas@sanjoseca.gov>; Sadorra, Rey <rey.sadorra@sanjoseca.gov>; Breslin, Emily <Emily.Breslin@sanjoseca.gov>; Ross, Rebekah <rebekah.ross@sanjoseca.gov>; Manford, Robert <Robert.Manford@sanjoseca.gov>; Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>
Cc: Walesh, Kim <Kim.Walesh@sanjoseca.gov>; Hughey, Rosalynn <Rosalynn.Hughey@sanjoseca.gov>
Subject: RE: DSA Internal Coordination

Thanks for zooming today team! (Is that something people say??)

Here is the revised short-term community engagement plan, with notes/ideas from our conversation. More to come on the longer-term strategy once we know more on overall project timelines...

Let me know if you have any questions.

Thanks!

Lori

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

From: Severino, Lori

Sent: Friday, December 20, 2019 12:11 PM

To: Bachman, Mark; Mitchell, Lori; Ogilvie, Michael; Turnipseed, Tammy; Adams-Hapner, Kerry; Ekern, Bill; Klein, Nanci; Benabente, Julie; Estrada, Hector; Clements, Kristen; Wessling, Cheryl; Keyon, David; Le, Thai-Chau; Tu, John; Chang, Chu; Rood, Timothy; Ruano, Jose; Han, James; Joiner, Lisa; Lin, Jackie; O'Connor, Kevin; Burnham, Nicolle; Zsuttu, Yves; Mendez, Zacharias; Do, Ryan; Fatolahzadeh, Tala; Heyne, Colin; Madou, Ramses; Collen, Arian; Eidlin, Eric; Tam, Wilson; Lapustea, Florin; Khattab, Zahi; Tom, Vivian; Ortbal, Jim; Struyk, Zachary; Ristow, John; Zenk, Jessica; Hill, Shannon; Provenzano, Jeffrey; Sinclair, Jeff; Horning, Peggy; Brilliot, Michael; Hart, Jared; Banwait, Manjit; Phan, Johnny; Zelalich, Blage; Sato-Anderson, Angela; DSA Internal; Rivas, Vanessa

Cc: Cicirelli, Jon; Ross, Rebekah; Elliott Schwimmer; Hillary Gitelman; Karl Heisler; Linda S. Peters; Meryka Dirks; Pete Choi; Breslin, Emily; Sadorra, Rey; Franziska Church

Subject: DSA Internal Coordination

When: Thursday, March 19, 2020 1:00 PM-5:00 PM (UTC-08:00) Pacific Time (US & Canada).

Where: T-1150 + zoom (agenda updated)

Agenda:

1. Parks, Recreation, and Open Space – discuss approach with all departments (include directors) [1-2:45]
 - a. Review outreach findings and shared principles
 - b. PRNS current thinking on DSAP update (including Google proposal)
 - c. Discuss trail alignment
2. LTA for DT West [3-4:00]
 - a. Review findings on adverse effects and mitigation
3. Community Engagement [4-5:00]
 - a. Update on SAAG and public engagement approach
 - b. Review, discuss, and work on draft materials to post online

Zoom Meeting:

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

Community Engagement [4-5:00]

- Update on SAAG and public engagement approach
- Review, discuss, and work on draft materials to post online
- Brainstorm session if desired

Resetting Objectives

- Inform: written/online
- Get feedback: narrower opportunities
- FOCUSED and CLEAR direction from Project Managers
- Desired feedback will drive level of effort
- Sensitive to big picture concerns

Revised events for Spring outreach:

- Rescheduling the April 24th Study Session
- Switching to online mainly
 - Online info and survey
 - Virtual meeting for SAAG in April: Zoom, RingCentral, or similar
 - Good to try for this! Can't wait.
 - Week of April 6th?
 - *Make sure to record!!*
 - Virtual meeting for public in April: Live presentation with public comment/questions
 - Youtube townhall
 - Reddit AMA??
 - Facebook: live feed and Q&A; comments preserved after video
 - Good for an office hour
 - Twitch
 - Other fee-based platforms with real time options and moderation tools:
 - Metroquest
 - MindMixer
 - Comments/Feedback submitted online
 - Compile into a master document of comments and Q&A (people are interested in what others are asking)
 - Distribute to team with 3 business day response time
 - Other ideas?
 -
- Community Partner Events??
 - Use toolkit to advertise through their programs and outreach
 - May still need staff to support (if safe and approved to do so)

Revised deliverables for Spring outreach:

- a) Recorded presentations to SAAG
 - a. DSAP Update – Tim
 - b. Transportation – Ramses

- c. Parks, Trails, and Open Space – Nicolle
 - d. Housing/Community Preference Exercise – Lori developing a script, work with Kristen on slides (Jacky/Rachel to record)
- b) Online survey
 - a. Community Preference Exercise
 - i. Housing trade-offs
 - ii. Jobs/Education trade-offs
 - iii. Community Programs testing
 - iv. Community Benefit trade-offs
 - b. Other questions?
 - i. DSAP development capacity
 - ii. Transportation
 - iii. DSAP open space approach
 - iv. Potential for non-profit partners in parks O&M
- c) Project Status Memo
- d) Updated handouts
- e) Website updates
- f) Email to SAAG
- g) Email to public
- h) Social Media post

Goal: post online by the end of next week

Next Steps:

- Materials:
 - Lori to follow up with Craig about in-person recording
 - Team to finalize slides and survey questions – speakers/PMs working with Lori and others as available (director approval)
 - Each speaker to record their presentations in Powerpoint → send files to Lori/Vanessa next Wednesday
 - Lori and Vanessa to work with consultants to integrate into survey and website
 - Lori to work on other materials – will need PMs/directors to review and approve
- Events:
 - Lori to work with team on virtual meetings for SAAG and public in April