

From: [Turnipseed, Tammy](#)
To: [Downtown West Project](#)
Subject: Fw: DSA Engagement + Internal Coordination
Date: Thursday, May 14, 2020 2:41:21 PM
Attachments: [REVISED Game Plan for Spring Outreach and Engagement - 033020.docx](#)

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Subject: DSA Engagement + Internal Coordination

Hi all,

Attached is the revised approach to Spring outreach/engagement. We have removed all events (including virtual) to align with staff capacity, but will still provide information and feedback opportunities online. As part of this **Thursday's coordination meeting (probably 2:30-4:00)**, we will discuss this game plan and review the materials to go public soon (online survey, recorded

presentations, website text, social media blast, and flyer for SAAG/partner distribution).

Please let me know if you have anything else that you want to add for the Internal Coordination meeting. I'll keep the hold for the full 4 hours for now, but looks like we will only need a portion.

Tentative agendas for upcoming Thursday meetings:

- April 10 (DT West): Design Standards and Guidelines – Buildings Chapter
- April 16 (Internal): Transportation concepts under consideration for the DSAP update

Thanks!

Lori

Resetting Objectives

- Spring Round:
 - Inform: written/online
 - Get feedback: narrower opportunities
 - Online survey and comment form
 - Email/phone for questions
- Next round of outreach put on hold

Revised events for Spring outreach:

- No community meetings (in person or virtual)
 - Rescheduling the April 24th Study Session: date TBD
 - Next SAAG regular meetings are scheduled for June 17 and August 10 (topics TBD)
- Focus on sharing info and gathering feedback online
 - Online info
 - Recorded SAAG presentations
 - Updated website: where we're at with each project and what is the revised timeline/process
 - New handout on DSAP
 - Translate the other handouts into Spanish
 - Online survey and Online comments (April)
 - Survey Monkey that links to each
 - Comment form under each presentation
 - Compile into a master document of comments and Q&A (*since people are interested in what others are saying/asking*) → post online
 - Distribute survey results to team at the end, comments on an ongoing basis
 - Public may submit questions by email or phone
 - Set expectation for up to two weeks to get a response
 - Set expectation about staff availability for conference calls to discuss information with SAAG and Community Partners (7 orgs)
 - *Raimi/P2P team available – will pass along feedback to staff and will work with staff to answer questions (updating website frequently to respond to common questions)*
- Community Partner Events
 - Use toolkit to advertise through their programs and outreach
 - Put Diridon-specific engagement events on hold for a few months (April through June)

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) Translated handouts – Spanish
- d) **New DSAP handout (11 x 17 version of slides to make it easy for people to find the info)**
- e) Website updates
- f) Email to SAAG
- g) Email to public
- h) Social Media post

Goal: post online within next two weeks

Next Steps:

- Materials:
 - Team to finalize slides and survey questions – speakers/PMs working with Lori and others as available
 - Each speaker to record their presentations in Powerpoint → send files to Lori/Dave
 - Lori and Vanessa to work with consultants to integrate into survey and website
 - Jose to work with SOM on DSAP handout
 - Lori to work on other materials – may need PMs/directors to review and approve
 - Vanessa to work on Spanish translation, with Jose, Diana, and others to review
- Partners:
 - Lori to check in with partners

Thinking about the next round:

- What content will be ready in time for a June SAAG meeting? Virtual or in-person? Postpone or cancel meeting? Pair with other public engagement events?
- Design-oriented Community Meeting for the Google project this summer?