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Cc: [Rivas, Vanessa](#)
Subject: DSA Community Engagement update
Date: Tuesday, February 25, 2020 5:13:29 PM
Attachments: [Calendar of Events.docx](#)

Hi DSA Team,

Attached is the overview of the Spring round of outreach/engagement and the current calendar of events. It is a work in progress with a few of the dates and much of the detail still unknown. You will see that most of the events are hosted by one of our 7 community partners – we will provide the content and some staffing to support these meetings, and they are responsible for planning the events and driving participation.

We included the anticipated staffing needs in purple, based on what we know at the stage about the target audience, expected attendance, etc. It's generally broken down by department or "DSA team" (any of you). The idea, as with last round, is to spread the load as much as possible. Vanessa is going to track which staff will be at which event. *We will put out a formal staffing request and send out a draft flyer of the events open to the public later this week, and probably discuss the spring outreach plan at the next All Hands meeting (March 2).*

Please let us know if you have any questions or concerns about the plan in the meantime, and **if you know of any potential conflicts for April 8th evening** (preferred date for the City-hosted Community Meeting).

Thanks!

Lori

Lori Severino

Diridon Program Manager

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Diridon Station Area Community Engagement – Spring 2020 Round

The City of San Jose, in partnership with community organizations, is hosting a variety of events this spring. The events will cover the range of projects and planning efforts currently affecting the Diridon Station Area, such as Google's proposed development and the Diridon Station Area Plan update. Objectives for this round of outreach/engagement are to:

- a) Continue to increase awareness of Diridon projects and decision-making processes
- b) Report back on input received during Fall 2019 round (responses to common questions, demonstrate how we are using the input, etc.)
- c) Share new information and concepts under consideration
- d) Get feedback that can inform the project review and planning processes
- e) Increase participation by population groups that are often under-represented in public involvement processes

Based on internal coordination to date, the anticipated content includes:

- a) Google Project
 - a. Updates on Project Description
 - b. Design Priorities, including more information on the anticipated building design review and approval process
 - c. Update on the DA negotiation process; Community Benefit preference exercise
- b) DSAP Update
 - a. Staff's initial proposed changes to the DSAP boundary, land use map, and height limits - development capacity analysis
 - b. Draft concepts related to transportation, parks/recreation, and public space
 - c. Approach to design, infrastructure, public art, and the station concept
- c) Update on the Affordable Housing Implementation Plan and other housing-related efforts
- d) Initial assessment of the Small Business context, approach to Small Business Resiliency in the Diridon Station Area
- e) Update on the Diridon Integrated Station Concept Plan process

Most events will cover all projects and topics at a high level, with specific feedback prompts, but a couple will be focused on specific projects or topics. There are five types of events - the first three of which will be put on a flyer that the City, SAAG, and its partners can distribute to encourage attendance at these public DSA events:

1. **City-hosted Public Meeting**, with a public comment period at the end
2. **Community Meeting** open to the public, hosted by the City or one of our 7 community partners/grantees
3. **Pop-ups** at a community event (a Diridon table with info and a feedback mechanism) or **Open-house** style event where people can drop in at any time
4. **Community Event or Outreach Opportunity** not advertised to general public (for target population only), hosted by a community partner
5. **Non-DSA Events** - not officially part of the City's DSA engagement program, hosted by SPUR, Google, and potentially other organizations

Calendar of Events:

1. Kitchen Cabinet

- Outreach Opportunity at a meeting hosted by African American Community Service Agency (Milan to make announcement, City staff available to help answer general questions about process)
- **March 5 (time____)**
- **LOCATION**

Staffing needs:

- DSA team: 1 rep

2. SAAG Regular Meeting:

- City-hosted Public Meeting, with Staff presentation covering all Diridon projects (including Google and DSAP update), SAAG Q&A/feedback, and public comment period at the end
- **March 18, 6-9:00 PM**
- City Hall Wing Rooms
- Spanish interpretation offered

Staffing needs:

- Consultants: **Dave, Diana**
- OED: Lori, Kim, Nanci
- Planning: 2-3 reps for Google and DSAP update
- DOT: 1-2 reps that can speak to Downtown Transportation Plan, DISC, Parking, and DSAP update
- PRNS: 1-2 reps
- Housing: 1-2 reps (plus Strategic Economics?)
- Public Works: 1 rep to speak to infrastructure, district utilities

3. Behind the Scenes Tour of Diridon Station

- Non-DSA Event, hosted by SPUR and Local Color
- **March 18 and 19 at 12:30pm**
- **LOCATION**

Staffing needs:

- DISC team: 1-2 reps for each date
- Others welcome

4. SPUR Forum: DSAP Update

- Non-DSA Event, hosted by SPUR
- **Late March or April**
- SPUR Office
- **FORMAT**

Staffing needs:

- Planning: 2 reps
- Others welcome

5. Delta Sigma Theta

- Outreach Opportunity at event hosted by African American Community Service Agency
- **April 4 (time TBD)**
- WHERE
- FORMAT

Staffing needs:

- DSA team: 1 rep

6. Transit Rider Educational Forum

- Community Meeting hosted by Friends of Caltrain
- **Tuesday, April 7 in the evening**
- 65 Cahill St., San Jose 95110

Staffing needs:

- DISC team: 2 reps
- DSA team members: 1 to take notes

7. SPUR Forum: What will 2020 bring for the Diridon Station Concept Plan

- Non-DSA Event, hosted by SPUR
- **April 8 at 12:30pm**
- SPUR Office

Staffing needs:

- DISC team: 2-3 reps
- Others welcome

8. Diridon Station Area Community Meeting

- Community Meeting hosted by the City of San Jose, likely similar to fall 2019 community meetings
- **April 8, 6:00-8:00 PM (April 6 or 9 as back-up dates)**
- **Poor House Bistro Studio, Gardner, or Westminster Church**
- Spanish and Vietnamese interpretation offered – with translated materials available

Staffing needs:

- Consultants: 2-4 (Dave, Matt, Diana, Suhaila)
- OED: 1-2 reps, plus Lori
- Planning: 2 reps for Google and DSAP update

- DOT: 1 rep
- PRNS: 1 rep
- Housing: 1 rep (including 1 bilingual)
- Other: 4-5 note-takers including 1 Spanish speaker and 1 Vietnamese speaker (also ask Leila in Planning)

9. Family Fun Friday: April 17

- Community Meeting hosted by African American Community Service Agency
- **Friday, April 17 evening**
- **LOCATION**

Staffing needs:

- DSA team members: 2-3 reps to answer questions and help take notes

10. SJSU Earth Day

- Pop-up
- **April 22, 10-2:00 PM**
- SJSU campus

Staffing needs: 2 reps for each time slot: variety of DSA team and 1-2 consultants

- 9:30-11:00
- 11:00-12:30
- 12:30-2:15

11. City Council Study Session:

- City-hosted Public Meeting, with Staff presentation on the DSAP update and Google Project, City Council feedback, and public comment period at the end
- **April 24, 1-5 PM (maybe April 23 during the evening)**
- City Hall chambers
- **Spanish interpretation offered?**

Staffing needs:

- OED: Kim, Nanci
- Planning: 2 reps for Google and DSAP update
- DOT: 1 rep
- PRNS: 1 rep
- Housing: 1 rep
- Public Works: 1 rep

12. Engagement event integrated with SJ Jazz's Progressions program

- Community Event hosted by San Jose Jazz
- **April 25, morning**
- **LOCATION**

Staffing needs:

- DSA team: 2-3 reps

13. For Artists by Artists

- Community event (workshop) hosted by Catalyze SV, San Jose Jazz, genARTS Silicon Valley, San Jose Arts Advocates
- **April 25, afternoon (time___)**
- **Tentative:** School of Visual Philosophy (1065 The Alameda, San Jose, CA 95126)

Staffing needs:

- 3 reps to answer questions and help take notes:
 - Planning: 1 rep (design-oriented)
 - DOT: 1 rep (if going to focus on station and/or plaza)
 - PRNS: 1 rep (if going to include public spaces)

14. Open House for Downtown Neighbors

- Outreach Opportunity at meeting for church leaders hosted by Trinity Episcopal Cathedral
- **April 29 (time___)**
- Trinity Cathedral (81 N 2nd St, San Jose, CA 95113)

Staffing needs:

- DSA team: 1 rep

15. Leaders Academy

- Outreach Opportunity at event hosted by African American Community Service Agency
- **May 2 (time TBD)**
- WHERE
- FORMAT

Staffing needs:

- DSA team: 1 rep

16. Community Workshop for Small Businesses

- Community Meeting hosted by Latino Business Foundation
- **Around May 5th**
- **LOCATION**
- Spanish-speaking staff available

Staffing needs:

- Consultants: Diana
- OED: 1-2 reps (Vanessa, Vic)

- Planning: 1 rep (Jose)

17. Vietnamese Community Workshop

- Community Meeting hosted by Catalyze SV
- **May 9**
- Vietnamese American Community Center – or venue in the DSA
- Hosted in Vietnamese, with English interpretation offered

Staffing needs:

- 5-6 reps to answer questions and help take notes:
 - OED: 1 rep
 - Planning: 1 rep
 - DOT: 1 rep
 - PRNS: 1 rep
 - Housing: 1 rep

18. SPUR Policy Learning/Public Forum: Regional Transit Projects & Why They Matter Together

- Non-DSA Event, hosted by SPUR
- **May 13 at 12:30pm**
- SPUR Office

Staffing needs:

- DISC team: 2-3 reps
- Others welcome

19. Open House for Downtown Neighbors

- Open House hosted by Trinity Episcopal Cathedral
- **May 13 in the evening (time___)**
- Trinity Cathedral (81 N 2nd St, San Jose, CA 95113)
- Spanish-speaking staff available

Staffing needs:

- DSA team: 2-4 reps to answer questions and help take notes, depending on duration, preferably including 1 Spanish speaker

20. Viva Calle

- Pop-up
- **Sunday, May 17, 10:00-3:00 PM**
- South 1st Street hub

Staffing needs:

- 2 reps for each time slot: variety of DSA team, including 1-2 consultants and ideally 1-2 Spanish speakers
 - 9:30-11:30
 - 11:30-1:30
 - 1:30-3:30

21. Community Conversation

- Community Meeting hosted by Trinity Episcopal Cathedral
- **Sunday, May 17 in the afternoon (time ____)**
- Trinity Cathedral 81 N 2nd St, San Jose, CA 95113
- **Hosted in Spanish, with an English table offered?**

Staffing needs:

- 3 reps to answer questions and help take notes:
 - Consultants: Diana
 - DSA team: 2, including at least 1 Spanish speaker

22. Google Project Meeting

- Community Meeting hosted by the City of San Jose, Planning Division
- **Late May – early June, weeknight evening**
- LOCATION
- Spanish interpretation offered

Staffing needs:

- **Consultants: 1 rep? (Dave helped facilitate last time)**
- OED: 1 rep
- Planning: 3 reps
- DOT: 1 rep
- PRNS: 1 rep
- Housing: 1 rep
- Other note-takers?

23. Small Business Workshops

- Outreach Opportunity (short sessions incorporated into programs), hosted by Latino Business Foundation
- **Various Dates - TBD**
- **LOCATION**

Staffing needs:

- OED: 1 rep at each, if available

Summer round placeholders:

- June 17 SAAG Meeting
- Juneteenth festival
- Planning Commission study session (July?)
- SJ Jazz Festival (early August)