

From: [Reid, Tara](#) on behalf of [Walesh, Kim](#)
To: [Downtown West Project](#)
Subject: Fw: Hi/Welcome!
Date: Friday, August 14, 2020 10:40:03 AM

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Kim Walesh
Deputy City Manager | City of San Jose
200 East Santa Clara Street | San Jose, CA 95113
(408) 535-8177
kim.walesh@sanjoseca.gov

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From: Severino, Lori <Lori.Severino@sanjoseca.gov>
Sent: Monday, July 27, 2020 2:30 PM
To: Walesh, Kim <Kim.Walesh@sanjoseca.gov>
Subject: Re: Hi/Welcome!

Thanks Kim! I hope you enjoyed your time off.

Eric spoke a little about DANG and the SPUR event during the Diridon PM meeting. Based on that and the agenda, it seems the focus is on development review, building design, and transportation and the desire for a dynamic, lively, high quality urban environment that is sensitive to adjacent neighborhoods (as opposed to equity or other topics). With that outcome in mind, here are a few high-level principles on effective public outreach processes, from my experience:

- **Involve stakeholders early in the process** to understand the range of ideas, concerns, and underlying values.
 - Begin with the preparation of/updates to the guiding plans, when the City is essentially identifying the rules that future development will have to follow.
 - Enable community members to help identify project goals, benefits, and impacts - that staff can take into account as it analyzes the project and works with the applicant to improve it.
 - Lead with and build upon the common-held goals during each subsequent phase of outreach
- **Use a mix of methods** - recognizing the range of barriers and preferences for participation among various demographic groups
 - utilize online and in-person activities, small and large group meetings, formal and informal, etc.

- offer multiple versions of same meeting at different times and locations
- use advisory groups to ensure representation of different interests
- Recognize the importance of strong facilitation to ensure participants feel welcome, heard, and valued
- **Focus on clear communication**
 - use plain language as much as possible (frame information from the resident perspective - not around wonky legal requirements)
 - build in time and resources for translation/interpretation
 - make events interesting, materials engaging, and content relevant to the general public
 - Acknowledge and discuss trade-offs (legal requirements do not encourage this, so it must be done intentionally)
- **Be clear about expectations** - especially about the role of the public in influencing a development project (the City's authority over land use is more limited than many people think)
 - incorporate education on the decision-making process
 - only ask for input that can influence the process or project
 - report back on how input is being used

Let me know if you have any questions or want to talk through any of this.

Thanks!

Lori

From: Walesh, Kim <Kim.Walesh@sanjoseca.gov>

Sent: Monday, July 27, 2020 9:42 AM

To: Severino, Lori <Lori.Severino@sanjoseca.gov>

Subject: Hi/Welcome!

Hi Lori,

Welcome back!

I'm back (too) after two weeks away.

I'll give you some time to get settled....

Will be sending you my Memo for the Rules Committee to set the Study Session—for a final review (esp. of parts related to civic engagement.).

On Wednesday at 5:00 I am on a SPUR panel about lesson learned from Toronto. In the attached, note the first question under "Discussion Themes"—"What does an effective public outreach

process look like?”

I’d appreciate any high-level principles from your experience/our Diridon experience that I could share (I’ll need to be very brief.)

Thanks,

KIm