

From: [Wessling, Cheryl](#)
To: [Downtown West Project](#)
Subject: FW: Draft messages for Diridon projects
Date: Tuesday, September 8, 2020 10:04:43 AM

Per AB900 – Google Project Outreach:

From: Wessling, Cheryl
Sent: Thursday, April 9, 2020 12:33 PM
To: Severino, Lori <Lori.Severino@sanjoseca.gov>
Subject: RE: Draft messages for Diridon projects

Lori – “limit delay” makes this a little confusing – are we limiting the delay by three months? Also suggest chronological order ...Maybe this works:

- Currently, project milestones for the Google Project are delayed by roughly three months: Release of the Draft Environmental Impact Report and Draft Design Standards and Guidelines for public review will delay from this spring to this summer. City Council consideration of the project is delayed from December 2020 to Spring 2021.

Here to help (or annoy!)
Cheryl

From: Severino, Lori
Sent: Thursday, April 9, 2020 11:37 AM
To: Klein, Nanci <Nanci.Klein@sanjoseca.gov>; Walesh, Kim <Kim.Walesh@sanjoseca.gov>; Hughey, Rosalynn <Rosalynn.Hughey@sanjoseca.gov>; Manford, Robert <Robert.Manford@sanjoseca.gov>; Rood, Timothy <timothy.rood@sanjoseca.gov>
Cc: Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>; Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>; Zenk, Jessica <Jessica.Zenk@sanjoseca.gov>
Subject: RE: Draft messages for Diridon projects

Elisabeth and I talked to the Google team and have revised the this bullet to clarify the milestones in terms of what the City is doing:

- Currently, the goal is to limit delay of City Council consideration of the Google project by about three months (to occur by Spring 2021). The plan is for the City to release the Draft Environmental Impact Report and Draft Design Standards and Guidelines for public review this summer (2020).

From: Klein, Nanci
Sent: Thursday, April 9, 2020 10:07 AM
To: Severino, Lori <Lori.Severino@sanjoseca.gov>; Walesh, Kim <Kim.Walesh@sanjoseca.gov>; Hughey, Rosalynn <Rosalynn.Hughey@sanjoseca.gov>; Manford, Robert <Robert.Manford@sanjoseca.gov>; Rood, Timothy <timothy.rood@sanjoseca.gov>
Cc: Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>; Wessling, Cheryl

<Cheryl.Wessling@sanjoseca.gov>; Zenk, Jessica <Jessica.Zenk@sanjoseca.gov>

Subject: Re: Draft messages for Diridon projects

Lori: Hi. These are really great points (as Elisabeth said for our team to be united around internally.)

Per yesterday's discussion is it your plan to write a shorter message that can be shared with Council and the Community.

The agreement I think we got to on yesterday's call was that we wanted to share that:

The City's response to the Covid Pandemic requires a slow down of development projects, including this one

Planning, PW, DOT (etc) continue to make progress on development of the required documents, (work continues remotely as you said).

The EIR for the project is now estimated to be released in the summer of 2021, depending on continuing Covid response needs.

Community Outreach continues to be a key component of the project - and while we hope to be back to meeting face to face, the City is exploring deploying on-line tools.

Is consolidating a compact message what you were thinking, once you've got folks supporting the info below - with more info to follow?

I think some of the info below may cause some confusion.

Much appreciated,

Nanci

Nanci Klein

Assistant Director of Economic Development
Director of Real Estate
City of San Jose
(408) 507-0430 - cell

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

Sent: Wednesday, April 8, 2020 5:24 PM

To: Walesh, Kim <Kim.Walesh@sanjoseca.gov>; Klein, Nanci <Nanci.Klein@sanjoseca.gov>; Hughey, Rosalynn <Rosalynn.Hughey@sanjoseca.gov>; Manford, Robert <Robert.Manford@sanjoseca.gov>; Rood, Timothy <timothy.rood@sanjoseca.gov>

Cc: Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>; Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>; Zenk, Jessica <Jessica.Zenk@sanjoseca.gov>

Subject: Draft messages for Diridon projects

Hi team,

After the series of calls and emails this week, I need to double check that we are all on the same page about the key public messages [with my notes in brackets]:

Timeline:

- a. The City is currently focusing on the emergency response to the coronavirus pandemic while continuing to provide essential services. This includes continuing with development review remotely and keeping planning projects moving forward.
- b. We recognize that with the situation our City government and community are currently in, **project delivery will be delayed due to the City's Covid Pandemic response**) we are no longer planning for City Council consideration of the Google's Downtown West Mixed-use Plan and City-initiated amendments to the Diridon Station Area Plan (DSAP) by end of 2020. (We anticipate that City Council consideration of the Google Downtown West Mixed-Use Plan... will take place in the spring of 2021. Specific timing will depend on the City's Covid response.
- c. Currently, the goal is to limit delay of the Google project by about three months. The current plan is to release the project's Draft Environmental Impact Report and Draft Design Standards and Guidelines for public review this summer.
- d. The current goal is to complete the City-initiated DSAP amendment process by mid-2021 – with public drafts of the amended DSAP, Affordable Housing Implementation Plan, and Diridon Parking Study ready by this Fall. [Note that decoupling the end goals would be a shift in framing from the current public message.]

Engagement Process:

- e. Outreach and engagement will continue using online methods while the current restrictions are in place and staff capacity is limited.
- f. When possible, the City intends to resume a similar engagement process as described in the [Draft Engagement Strategy](#) and process [handout](#) from fall 2019, but with shifted end dates reflecting the delay (such as a SAAG meeting in Fall 2020 to discuss the Draft DA for the Google project). *[This generally means that the topics originally intended for Summer would shift to the Fall, but some of the outreach/engagement originally planned for this spring should occur this summer (June-August) since we had to cut back on both the content and engagement opportunities for this Spring round].*
- g. If the public health situation continues for an extended period, we will utilize online formats for SAAG meetings and other future engagement events to keep on track with the revised timeline. [Do we want to commit to this, or stay silent on this and leave open the possibility of extending the project timelines further to accommodate more traditional public engagement?]
- h. The next regular SAAG meeting on June 17th is still on the calendar, but we may need to cancel, postpone, or shift to a virtual format.
- i. The online survey for this Spring outreach round will be open to the public through at least the month of April and will close about 3 weeks after posting a Spanish version [target for

English survey is early next week and for Spanish survey end of next week].

- j. The project team will summarize and post online the survey results from both the SAAG and public, as well as any comments submitted through the website. People may email or call with questions, which will be routed to the Raimi/Plan to Place team first, then routed to the Planning team and other department reps as needed.
- k. Regarding the community partnerships, we do not have staff capacity to plan for or support any virtual or in-person Diridon events using the grant funds through May. We will be extending the end date of the grant agreements to end of 2021 to give maximum flexibility. The team will check in with the 7 partners when they know more about the plan for the next round of outreach and engagement.
- l. We are also not offering presentations to neighborhood associations or community groups for the next couple months – until restrictions are lifted and there is staff capacity to do so.

After I get confirmation, I will update all of these materials to reflect it, which will roll out in generally this order:

- 1. Email to City staff from Kim (which will include more details about short-term priorities than the public messages)
- 2. Email to the Mayor and City Council from Kim
- 3. Go live with the Spring 2020 Outreach page on diridonsj.org (new target date: early next week, along with the survey)
 - a. Project Status Memo
 - b. COVID Banner
- 4. Emails to the SAAG, community partners, and public from Lori

Thanks!

Lori

Lori Severino

Diridon Program Manager

(408) 535-3537

www.diridonsj.org