

**From:** [Wessling, Cheryl](#)  
**To:** [Downtown West Project](#)  
**Subject:** FW: Comms Plan - Planning Application(s) Milestone  
**Date:** Tuesday, September 8, 2020 12:59:30 PM

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Re AB900 – Google Project Outreach:

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**From:** Severino, Lori  
**Sent:** Thursday, October 3, 2019 3:16 PM  
**To:** Neaves, Rosario <Rosario.Neaves@sanjoseca.gov>; Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>; Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>; Scott, Jeff <Jeff.Scott@sanjoseca.gov>; Ha, Shelley <Shelley.Ha@sanjoseca.gov>; Heyne, Colin <Colin.Heyne@sanjoseca.gov>  
**Subject:** RE: Comms Plan - Planning Application(s) Milestone

My intel says that Amanda Wolfe and Andy Wang are going to do the submittal next Thursday.

Here is a shortcut to the [FAQs](#) posted online – updated a couple weeks ago.

The graphic is in the works (Cheryl reviewing text with team first).

Hopefully, you can make it to the All Hands on Monday! The focus will be on the Draft Community Engagement Strategy for the DSA comprehensive planning process through 2020.

Please add me to the Diridon Comms meeting series – I'll make sure to be there for the next one, so we can dive deeper into the Strategy. Of interest is thinking through the outreach methods and establishing some protocols for social media and other formats.

Thanks!  
Lori

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**From:** Neaves, Rosario  
**Sent:** Thursday, October 3, 2019 12:08 PM  
**To:** Wessling, Cheryl <[Cheryl.Wessling@sanjoseca.gov](mailto:Cheryl.Wessling@sanjoseca.gov)>; Handler, Elisabeth <[elisabeth.handler@sanjoseca.gov](mailto:elisabeth.handler@sanjoseca.gov)>; Scott, Jeff <[Jeff.Scott@sanjoseca.gov](mailto:Jeff.Scott@sanjoseca.gov)>; Ha, Shelley <[Shelley.Ha@sanjoseca.gov](mailto:Shelley.Ha@sanjoseca.gov)>; Heyne, Colin <[Colin.Heyne@sanjoseca.gov](mailto:Colin.Heyne@sanjoseca.gov)>; Severino, Lori <[Lori.Severino@sanjoseca.gov](mailto:Lori.Severino@sanjoseca.gov)>  
**Subject:** Comms Plan - Planning Application(s) Milestone

### **Communications Plan**

1. **Spokespeople:** Kim Walesh (General overview), Tim Rood (Planning Application) [Rosario/Elisabeth to confirm with Kim]
2. **Reactive Key Messages/FAQ:** Will cover application process, General Plan amendments, environmental review, noticing, housing units, upcoming civic engagement opportunities

[Cheryl sharing with team for input/review]

3. **Assets:** Graphic Timeline of Milestones, PBCE Website/DiridonSJ.org [Cheryl/Lori sharing with team]

**Open items/Next Steps**

1. Who are the representatives that are submitting the application on Oct. 10? [Cheryl/Lori to confirm]
2. How are we communicating this milestone with the Council? [Rosario/Elisabeth to confirm with Kim]
3. Google Pre-briefings with reporters: Merc, Biz Journal, Spotlight [Elisabeth to confirm Google's plans for approach/timing]
4. Lori to brief DSAP Comms team on Civic Engagement plan over next year [at next meeting]

Rosario Neaves, Director of Communications  
City of San José | Office of the City Manager  
200 East Santa Clara Street | San Jose, California 95113  
408.535.8170 office | [@rosarioneaves](mailto:rosarioneaves@cityofsanjose.org)