

From: [Wessling, Cheryl](#)
To: [Downtown West Project](#)
Subject: FW: Diridon Pop-up @ Village Fest - IMPORTANT INFO
Date: Tuesday, September 8, 2020 1:03:41 PM
Attachments: [image002.png](#)
[image003.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[image012.png](#)
[image013.png](#)
[image014.png](#)
[image015.png](#)
[Village Fest 2019 - Booth Assignments.pdf](#)
[Village Fest 2019 - Participant Instructions.pdf](#)
[Village Fest 2019 - Event and street closure map.pdf](#)
[Village Fest 2019 - Driving, Parking, Loading Directions.pdf](#)
[Talking Points for Pop-ups - Aug 2019.docx](#)

Re AB900 – Google Project Outreach:

From: Severino, Lori
Sent: Thursday, September 5, 2019 2:00 PM
To: Klein, Nanci <Nanci.Klein@sanjoseca.gov>; Moody, Doug <doug.moody@sanjoseca.gov>; Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>; Schreiner, Edward <Edward.Schreiner@sanjoseca.gov>
Subject: Diridon Pop-up @ Village Fest - IMPORTANT INFO

Hello,

Thank you for your assistance with the Diridon pop-up at D2 Village Fest this Saturday! Attached are the booth assignments (#28) and other info, as well as the key talking points (added some from DOT on rail to the back).

Here are the shifts:

- **Cheryl: 3:00-5:00** (includes set-up)
- **Doug: 3:30-5:00**
- **Ed, Nanci: 5:00-6:45** (includes throwing everything in the box and taking down the easel)

Cheryl – I will drop off the supplies to your floor tomorrow afternoon. Were you able to find a table cloth with the City logo?

For the table set-up, please put out:

- DSA/Google Fact Sheet
- DSAP/Google FAQs
- DISC Fact Sheet
- DISC FAQs
- DISC memo dated August 22
- 4 clipboards
- my business card

- a few pens

There will also be one easel and a map (Note to Doug that we are updating the map to show the Downtown PDA instead of the Downtown Strategy boundary for the DTP study area, but it may not be ready by this weekend). The box will have more DISC materials if people are interested (such as the June Community Meeting Powerpoint in English and Spanish).

Nanci – could you bring back the supply box, easel, and map board on Monday?

Please let me know if you have any questions or concerns. 510-541-3215

Thanks again!!

Lori

From: Nguyen, Laura

Sent: Thursday, September 5, 2019 11:00 AM

To: Sandoval, Vanessa <vanessa.sandoval@sanjoseca.gov>; Chapman, Helen <helen.chapman@sanjoseca.gov>; Villarreal, Maribel <maribel.villarreal@sanjoseca.gov>; Ramirez, Lucas <lucas.ramirez@sanjoseca.gov>

Subject: Village Fest 2019: Booth Assignments

Good morning Village Fest Participants,

Please find your **Village Fest 2019 - Booth Assignments** attached in this email, as well as the documents sent out last week:

Village Fest 2019 - Participant Instructions

Village Fest 2019 - Event and street closure map

Village Fest 2019 - Driving, Parking, Loading Directions

Please read all documents and the information below carefully to best prepare for a safe, fun, exciting event this Saturday!

Laura Nguyen, Community Relations and Web Coordinator

Office of Councilmember Sergio Jimenez | City of San José, District 2

200 East Santa Clara Street, 18th Floor | San José, CA 95113

(408) 535-4924 | laura.nguyen@sanjoseca.gov

www.sanjoseca.gov/district2



From: Nguyen, Laura

Sent: Thursday, August 29, 2019 3:34 PM

To: Sandoval, Vanessa <vanessa.sandoval@sanjoseca.gov>; Chapman, Helen <helen.chapman@sanjoseca.gov>; Villarreal, Maribel <maribel.villarreal@sanjoseca.gov>; Ramirez, Lucas <lucas.ramirez@sanjoseca.gov>

Subject: Village Fest 2019: Participant Instructions

Importance: High

Good afternoon local businesses, organizations, community groups, and more!

We are about a week away from Village Fest 2019, and I wanted to update you on important information to ensure a safe, smooth, and enjoyable event:

1. **EVENT LOGISTICS ATTACHED:**

- a. Village Fest 2019 - Participant Instructions
- b. Village Fest 2019 - Event and street closure map
- c. Village Fest 2019 - Driving, Parking, Loading Directions
- d. Your BOOTH ASSIGNMENTS will be sent out next week by Thursday, September 5, 2019. This will inform you of your exact designated space location.

2. **EVENT OUTREACH:**

- a. Please find the updated **Village Fest 2019 flyer** attached in this email.
- b. Please check out our [Village Fest promo](#) video and updated [Village Fest 2019 Facebook event page](#), where you can read about our guests, entertainers, raffle prizes, sponsors, and more! Exciting additions to Village Fest this year:

GAMES & ACTIVITIES:

Rock climbing wall

Air jumper

FOLKLORICO:

4:00 p.m. – 4:15 p.m.

ENTERTAINMENT BY SAN JOSE JAZZ:

DJ: 4:45-5:45pm

Made by Crooks: 5:45-6:30pm

DJ: 6:30-7:15pm

Isaiah Pickett: 7:15-8:30pm

- c. Please help us invite as many community members as possible to Village Fest 2019!

Feel free to RSVP + share the flyer and Facebook event page with your colleagues and friends! Our goal is to connect thousands of residents with you all.

2. **EVENT PRIZES:**

- a. Throughout the day, we will be raffling off prizes and recognizing sponsors (from sponsors who donate prizes to sponsors who donate goods/services to sponsors who donate with monetary contributions). **Please let me know if you have a raffle prize you would like to donate to our event.**
- b. Our free community events are made possible by dedicated staff and generous volunteers. **Please let me know if you or anyone / any groups would like to serve our local community by volunteering at Village Fest!**

Laura Nguyen, Community Relations and Web Coordinator

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200 East Santa Clara Street, 18th Floor | San José, CA 95113

(408) 535-4924 | laura.nguyen@sanjoseca.gov

www.sanjoseca.gov/district2



From: Nguyen, Laura

Sent: Friday, August 23, 2019 2:26 PM

To: Nguyen, Laura <laura.nguyen@sanjoseca.gov>; Sandoval, Vanessa <vanessa.sandoval@sanjoseca.gov>; Chapman, Helen <helen.chapman@sanjoseca.gov>; Villarreal, Maribel <maribel.villarreal@sanjoseca.gov>; Ramirez, Lucas <lucas.ramirez@sanjoseca.gov>

Subject: Village Fest 2019: Participant Confirmation

Importance: High

Good afternoon local businesses, organizations, community groups, and more!

Thank you for submitting your **District 2 Village Fest 2019: Participant Application Form**.

Councilmember Sergio Jimenez's office is thrilled to have a variety of participants and sponsors at this year's action-packed event. I am writing to you to confirm your participation in Village Fest 2019, and to provide you with additional information:

1. **EVENT OUTREACH:**

- a. Please find the updated **Village Fest 2019 flyer** attached in this email.
- b. Please check out our [Village Fest promo](#) video and updated [Village Fest 2019 Facebook event page](#), where you can read about our guests, entertainers, raffle prizes, sponsors, and more! Exciting additions to Village Fest this year:

GAMES & ACTIVITIES:

Large lawn games
Rock climbing wall
Air jumper

ENTERTAINMENT BY SAN JOSE JAZZ:

DJ: 4:45-5:45pm
Made by Crooks: 5:45-6:30pm
DJ: 6:30-7:15pm
Isaiah Pickett: 7:15-8:30pm

- c. Please help us invite as many community members as possible to Village Fest 2019!
Feel free to RSVP + share the flyer and Facebook event page with your colleagues and friends! Our goal is to connect thousands of residents with you all.

1. **PRE-EVENT:**

- a. Throughout the day, we will be raffling off prizes and recognizing sponsors (from sponsors who donate prizes to sponsors who donate goods/services to sponsors who donate with monetary contributions). **Please let me know if you have a raffle prize you would like to donate to our event.**

- b. Our free community events are made possible by dedicated staff and generous volunteers. **Please let me know if you or anyone / any groups would like to serve our local community by volunteering at Village Fest!**

2. EVENT LOGISTICS:

- a. **Next week (the week before Village Fest 2019), I will be emailing you the following important documents for you to prepare for our event. Please expect the upcoming email and read it thoroughly. It will include:**
 - i. Village Fest 2019 Participant Instructions (Parking, set up, clean up, Prize Cards, etc.)
 - ii. Village Fest 2019 Event Map
- b. **FYI: Participant set up will begin around 2:15 p.m. All participants must be set up by 3:15 p.m. Participant clean up begins promptly at 6:30 p.m. Please help break down tables, chairs, and canopies – as well as clean up any trash in your area. Thank you in advance! More details to come.**

A friendly reminder: Although participation in Village Fest to promote your business / organization is free, **we strongly encourage you to consider a donation to support this event.** Your contribution will help us accommodate you and make this event a success. In the spirit of community, we hope you will consider donating to Village Fest to benefit everyone. Donations will help fund the costs to close down Coronado Avenue, arrange space for participants, provide security for the event, host entertainment for the day, supply all event equipment, and more.

Please do not hesitate to contact me with any questions or additional sponsorship opportunities! We are excited for you all to join us at Village 2019! See you all Saturday, September 7.

Best,

Laura Nguyen, Community Relations and Web Coordinator

Office of Councilmember Sergio Jimenez | City of San José, District 2

200 East Santa Clara Street, 18th Floor | San José, CA 95113

(408) 535-4924 | laura.nguyen@sanjoseca.gov

www.sanjoseca.gov/district2



District 2 Village Fest 2019 Booth Assignments

SATURDAY, SEPTEMBER 7, 2019 | 3:30—6:30 PM | VILLAGE OAKS SHOPPING CENTER

PARTICIPANT SET UP BEGINS AT 2:15 P.M. PLEASE BE READY TO GO BY 3:15 P.M.

CLEAN UP BEGINS PROMPTLY AT 6:30 P.M.

Cottle Road Side

| | | | | | | | | | | | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|----|----|---|---|---|---|---|---|---|---|---|
| 20 | 19 | 18 | 17 | 16 | 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|----|----|----|----|----|----|----|----|----|----|----|---|---|---|---|---|---|---|---|---|

Coronado Avenue

| | | | | | | | | | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|

Charlotte Drive Side

#1—PremierOne Credit Union
#2—Astrid Tromp
#3—California Sports Center
#4—Supercuts
#5—Pedron's / Bay Area Self Storage
#6—ClubSport San Jose
#7—Urban Oilers
#8—iMentor
#9—Staples
#10—Abitano Real Estate
#11—Supervisor Dave Cortese
#12—Oak Grove School District
#13—Meriwest Credit Union
#14—SCBTC

#15—Kaiser Permanente
#16—California Waste Solutions
#17—MattressFirm
#18—Catholic Charities
#19—POW! WOW! San Jose
#20—Angie Cocke
#21—D2 Office of Councilmember Jimenez
#22—D2 Office of Councilmember Jimenez
#23—San Jose Public Library
#24—Southside Community Center
#25—CSJ Senior Services
#26—CSJ Department of Transportation
#27—DOT Better Bike Plan
#28—CSJ / Diridon Area Development

#29—L&L Hawaiian BBQ
#30—CSJ Housing Department
#31—District 2 NLC
#32—Oak Grove N.A.
#33—Cottle-Lean N.A.
#34—EGOPIC N.A.
#35—Blossom Valley N.A.
#36—Laughter Yoga Fun
#37—Coyote Crest 4H
#38—California Council of the Blind

Please Note: Booth assignments are subject to change, even on DAY OF event. Thank you.

(not actual scale of event)

DISTRICT 2 VILLAGE FEST 2019 – PARTICIPANT INSTRUCTIONS

SATURDAY, SEPT. 7, 2019 | RESOURCE FAIR 3:30-8:30 PM | VILLAGE OAKS SHOPPING CENTER

Contact: Laura Nguyen [Office] (408) 535-4924, [Cell] (408) 728-2282, or laura.nguyen@sanjoseca.gov

If you need help at any time, please look for any District 2 staff members around the event or at the Office of Councilmember Sergio Jimenez tables (GRAY CANOPY; NEAR THE STAGE).

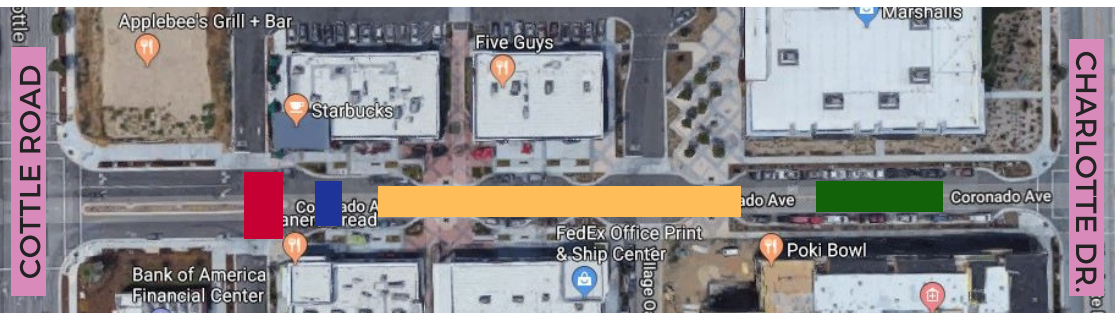
- 1.) **LOCATION:** The District 2 Village Fest will be taking place on Coronado Avenue (between Cottle Road and Charlotte Drive) at the Village Oaks Shopping Center. Please refer to the **Village Fest 2019 - Driving, Parking, Loading Directions** document for directions/location.
- 2.) ***CORONADO AVENUE - STREET CLOSURE: Saturday, September 7, 2019 7 a.m.—10 p.m.*** DO NOT DRIVE ONTO CORONADO AVENUE! The street will be closed as we set up tables, chairs, canopies, and the stage.
- 3.) **PARKING:** You may park in the Village Oaks Shopping Center (refer to the **Village Fest 2019 - Driving, Parking, Loading Directions** document for directions/location) and keep your cars there for the remainder of the event. There will be walkways and pathways for you to walk your materials from the Parking Lot to your assigned booth space.
- 4.) **SET UP:** Please arrive for **participant set up at 2:15 p.m.** The event begins promptly at 3:30 p.m., so please have your booth **ready to go by 3:15 p.m.**
- 5.) **BOOTH SPACES:** Tables will be pre-marked, and each organization will be designated a booth number. You may find your space and number in a document to be emailed to you the week of the event. Please setup at the appropriately marked number.
 - **1 canopy, 1 table and 2 chairs will be provided** for each organization (additional chairs/tables will be provided to those who specified the request on the application form). **Please bring your own tablecloths.**
- 6.) **PRIZE CARD:** To make our event even more fun for attendees, our office will be handing out a **Village Fest 2019 Prize Card** to visitors and handing out **stickers to you, the Village Fest Participants who will be hosting Resources Tables**. The Prize Card encourages attendees to visit all of our booths – when attendees arrive at your table, you will place a sticker on their Prize Card. Once attendees complete the Prize Card, they are eligible to enter our Raffle by turning in their Prize Card at the **Office of Councilmember Sergio Jimenez tables**.
- 7.) **HAVE FUN:** Each organization has agreed to provide resources, giveaways, games, and/or activities. Thank you!
- 8.) **END:** Village Fest 2019 Resource Fair ends at 6:30 p.m. To maintain the integrity of the event, and to respect event visitors, **please do not pack up before 6:30 p.m.**
- 9.) **CLEAN UP:** **Please clean up after yourself! DO NOT LEAVE ANY TRASH BEHIND.** When leaving, please take with you all personal materials that you brought (brochures, flyers, giveaways, boxes, etc...).

THANK YOU FOR JOINING US TO ENGAGE OUR COMMUNITY!

VILLAGE FEST 2019 EVENT MAP

Coronado Ave. will be closed off from 7 a.m. - 10 p.m. on Saturday, September 7, 2019

Only Ascot Events, San Jose Jazz, & Climb On
may access the street to set up



San Jose Jazz: Boom Box stage



20 x 40 canopy & 50 chairs underneath



40 resource tables (20 on each side of the street)



Climb On: Rock climbing wall & air jumper

DRIVING DIRECTIONS:

To find the Village Oaks Shopping Center, please use 5670 Cottle Road, San José, CA 95123 as your GPS destination.

THE EVENT WILL TAKE PLACE ON

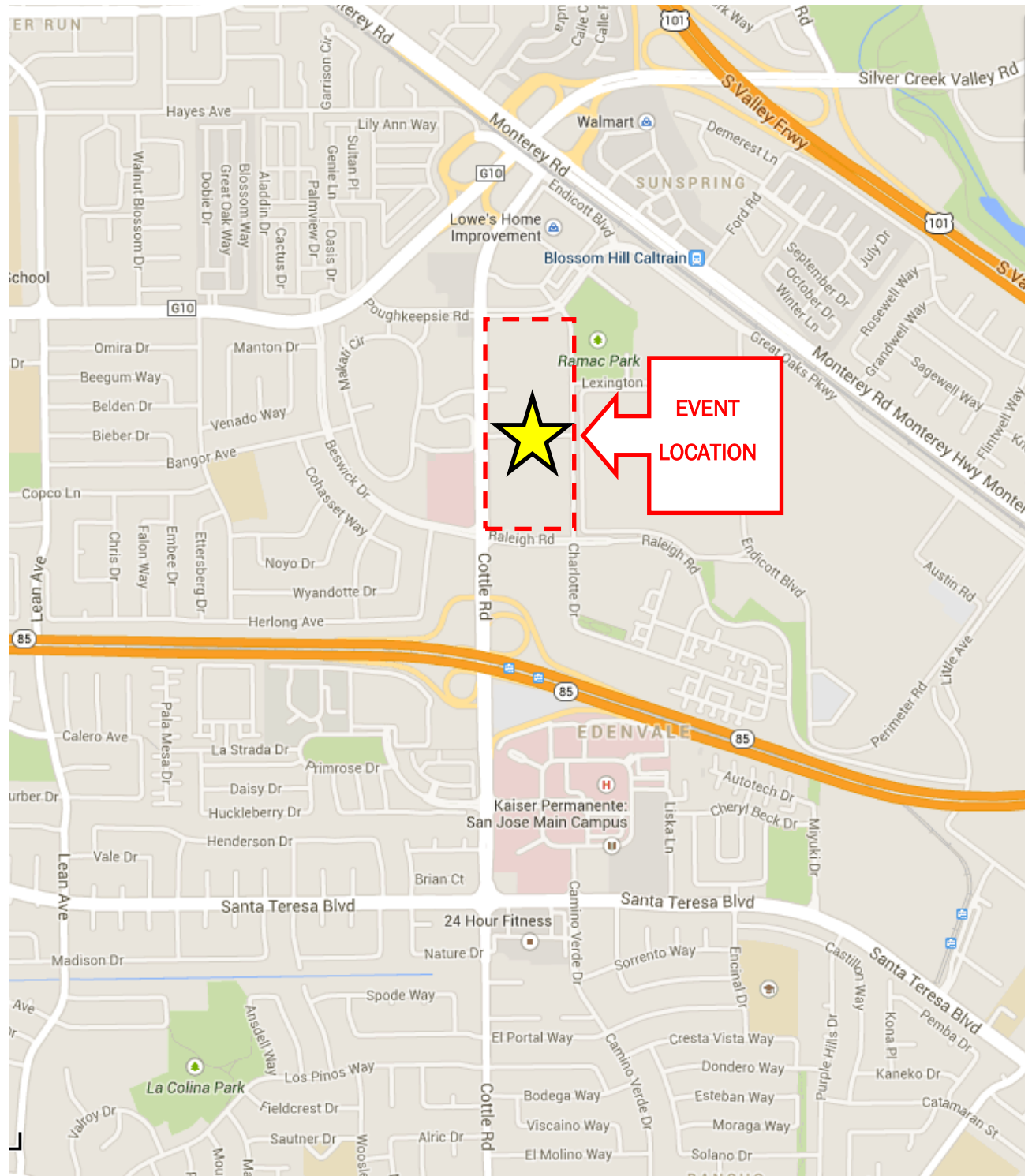
CORONADO AVENUE, a street which will be closed to vehicles.

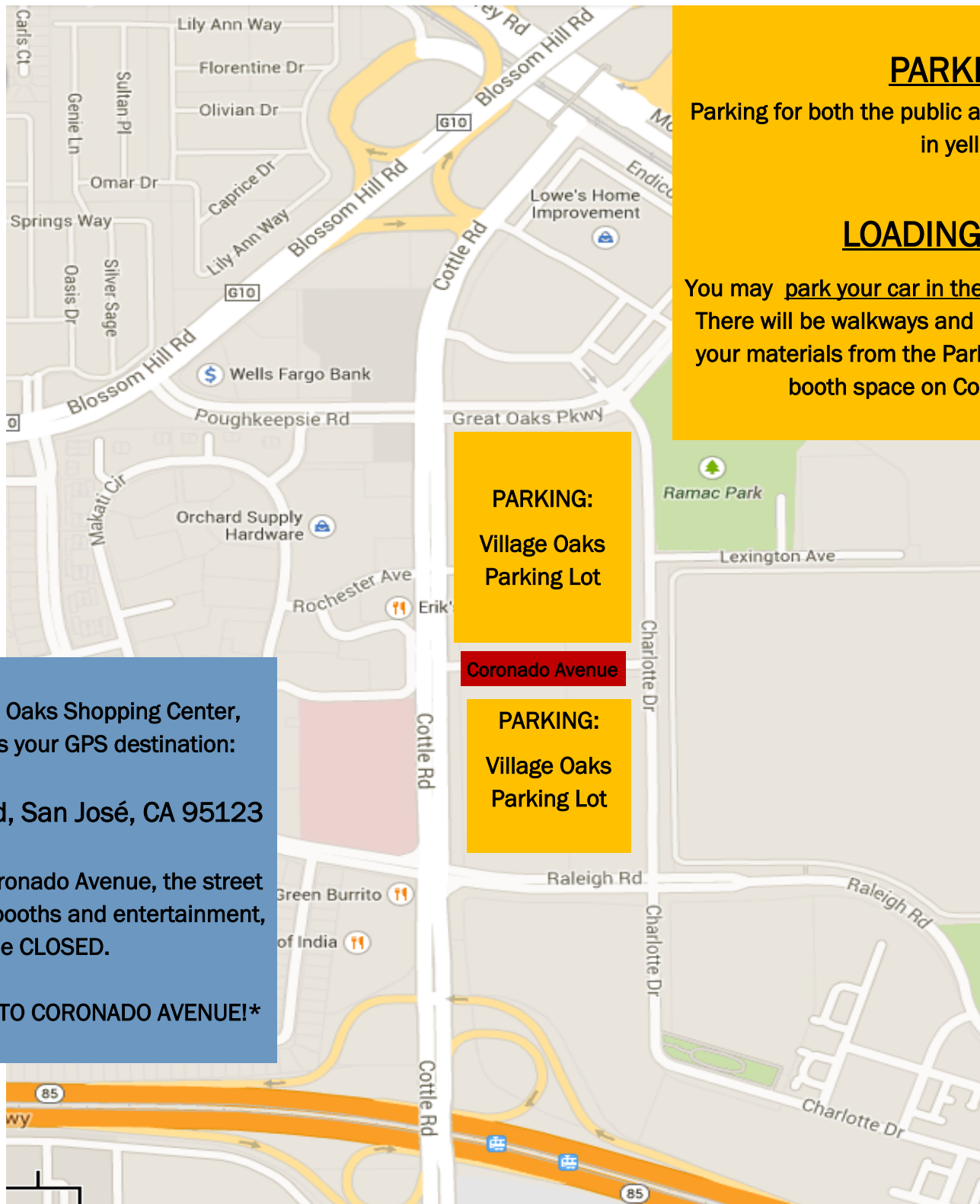
Heading South:

- Take HWY 87 S Towards HWY 85 S
- Take HWY 85 S Towards Gilroy
- Exit Cottle Road
- Turn Left at Cottle Road
- After Beswick Drive, you will see the Village Oaks Shopping Center to your right
- Please park in Village Oaks Shopping Center

Heading North (from Gilroy/Morgan Hill area):

- Take HWY 101 N
- Take HWY 85 N Towards Cupertino
- Exit Cottle Road
- Turn Right at Cottle Road





PARKING:

Parking for both the public and vendors is highlighted in yellow

LOADING ZONE:

You may park your car in the Village Oaks Parking Lot. There will be walkways and pathways for you to walk your materials from the Parking Lot to your assigned booth space on Coronado Avenue.

PARKING:

Village Oaks
Parking Lot

Coronado Avenue

PARKING:

Village Oaks
Parking Lot

To find the Village Oaks Shopping Center,
please use this as your GPS destination:

5670 Cottle Road, San José, CA 95123

Please note that Coronado Avenue, the street
where we will have booths and entertainment,
will be CLOSED.

DO NOT DRIVE ONTO CORONADO AVENUE!

Key Talking Points on Diridon Station Area program

1. The City has been identifying the potential amendments to the Diridon Station Area Plan to adapt to current circumstances and align with adopted/ongoing plans.
 - a. Anticipated changes include: Google project, no major league baseball park, possible increases in height due to removal of OEI constraint, alignment with Climate Smart San José, Downtown Design Guidelines, Downtown Transportation Plan, and Diridon Integrated Station Concept Plan, etc.
 - b. We are also starting work on districtwide studies/implementation plans for Affordable Housing, Parking, and Infrastructure Financing.
 - c. We are officially kicking off the DSAP amendment process this fall.
2. We are also preparing to receive the first application submittal from Google in October, which kicks off the formal development review process.
 - a. Staff have been providing guidance to Google on the process.
 - b. Google has been conducting outreach this summer to help inform their application.
 - c. The City Council adopted a Memorandum of Understanding with Google in December 2018, which is based on community input gathered last year and is guiding work on the Google project.
3. We are targeting Fall 2020 for City Council consideration of these projects, and will conduct community engagement along the way.
 - a. We will continue to convene the Station Area Advisory Group (SAAG) every 2-3 months, and will use other methods to engage the general public.
 - b. At the next SAAG meeting, we will share the draft community engagement strategy for this fall through next year.
 - c. We are gathering feedback to inform this strategy here today! (This questionnaire is available online too at: www.diridonsj.org/questionnaire)

How to get involved:

1. Take these handouts to learn more – also available at www.diridonsj.org
2. Sign up for email updates here (clip board #1)
3. Complete this feedback form to share your preferences for how to be involved in the upcoming processes (clipboard #2 and #3)
4. Complete a comment card (clipboard #4) – or submit online at: www.diridonsj.org/contact
5. Email Lori Severino with any questions (hand out business card)

Talking points on Rail

General

1. Improving the speed, frequency, and convenience of rail transit to and through San José is a critical element for reaching our city's environmental goals, tackling a worsening traffic problem, and improving quality of life for our residents.
2. The City of San José is taking an active role the multiple efforts to bring new and improved train service to the city, including High-Speed Rail, electrified Caltrain, BART, Capitol Corridor, and ACE.
3. The City of San José is taking an active role in ensuring that new infrastructure and facilities are designed to contribute to the communities and neighborhoods they travel through.

High-Speed Rail

1. The project did not die! The California High-Speed Rail Authority is still advancing plans – including completion of a project-level environmental impact report for the section covering San Jose.
2. We have been working with the High-Speed Rail Authority for over a decade, and the result our collaboration can be seen in several elements of the staff-preferred alternative, number 4.
 - a. Specifically, our City-Generated Option, released in early 2018, called for blending Caltrain and High-Speed Rail along the full extent of the Caltrain tracks to Capitol Station.
 - b. The proposed Alternative 4 takes this idea even further, proposing to extend Caltrain electrification, and the use of blended tracks, all the way to Gilroy.
 - c. The benefits of blending mean that fewer properties would be impacted, the tracks wouldn't need to travel in a view-blocking viaduct through South San Jose, there would be fewer construction impacts along Monterey Road.
 - d. We will continue to advocate for our residents and businesses, working with High-Speed Rail to see that any future project safely crosses surface streets, travels through San José with minimal disruption to people living and working here, and builds out Diridon Station in collaboration with the other exciting projects that will use that transit hub.
 - e. The staff preferred alternative leaves several crossings "at-grade," meaning street level. This slows the train down and, with upwards of 160 daily trains traveling at 110 miles per hour, poses concerns about safety and traffic congestion.
 - f. The preferred alternative also includes only minimal upgrades to Diridon Station. We are working with the High-Speed Rail Authority, Caltrain, and VTA to design a vastly expanded and upgraded Diridon Station to handle the more than tenfold increase in trips passing through the hub

Rail corridor plan

1. The City is beginning to prepare a Rail Corridor Plan to make sure that effective collaboration exists between the agencies involved in several State Rail Plan projects passing through San Jose.
 - a. Partners include the City, Caltrain, VTA, CA High-Speed Rail Authority, CA State Transportation Agency, the Caltrans Division of Rail, Capitol Corridor, ACE, and the City of Santa Clara.
2. Modeled on our successful four-agency Diridon Station Integrated Concept planning process, the proposed rail corridor plan is meant to bring together multiple agencies to address the lack of grade separations in the High-Speed Rail Authority's staff preferred alternative, to develop a strategy for environmental clearance and implementation of the eventual Diridon Station Concept Plan, and to tackle issues like expanding or moving rail facilities and building rail capacity over the long term.