

From: [Severino, Lori](#)
To: [Downtown West Project](#)
Subject: FW: DSA engagement - survey results and draft plan for fall round
Date: Tuesday, September 8, 2020 4:12:21 PM
Attachments: [DiridonSpringSurveySummary_08142020.pdf](#)
[Internal Coordination Meeting 081720 - PRELIMINARY DRAFT.pptx](#)

From: Severino, Lori

Sent: Monday, August 17, 2020 3:52 PM

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Subject: DSA engagement - survey results and draft plan for fall round

Hi all,

Here is the latest survey results, for your review.

Also attached is the powerpoint from the Community Engagement check-in this morning that goes over the planned events, objectives for this fall, proposed outreach methods, and other context for thinking through the engagement strategy. Next Monday, we will dive deeper into the specific feedback we will seek in the September-November timeframe. To prepare for the conversation and ultimately the content we'll use, I've included questions to think through in advance, below.

Please let me know if you would like to view the 45-minute recording from this morning's meeting, or if you have any questions. Bottom line is that we have a lot to prepare for in a short amount of time, and it will require working as a team and some creativity for it to be successful.

Thanks!

Lori

-

Questions to think through in advance (focusing on your project/topic, of course):

1. What did you find most interesting about the feedback received this spring/summer?
2. What have you done with the recent input?
3. What big internal decisions do you have left to make this fall?
4. What would you like to know more about from the public? From specific stakeholders?
5. What are the most common questions have you been getting lately?
6. Would you recommend any changes to the Key Themes and Desired Outcomes identified in the 2018 Diridon Engagement Report to reflect community input gathered since then (2019-20)? i.e., How has thinking evolved? Any new common concerns or ideas? Additional nuance? Are these still the top themes, or would you re-frame them?
7. How has your project/plan/component considered and reflected these themes over time?
8. What updates are needed to the information currently available at www.diridonsj.org/resources (**Fall 2019** Boards and Handouts)?



**SAN JOSE DIRIDON STATION AREA
COMMUNITY ENGAGEMENT**

San José Diridon Station Area Online Feedback Form Summary

Total Online Feedback: 771

Total Survey Responses: 751

Public: 593

English: 727

Spanish: 10

SAAG: 14

Total Website and Email Comments: 19

Raimi + Associates

August 14, 2020

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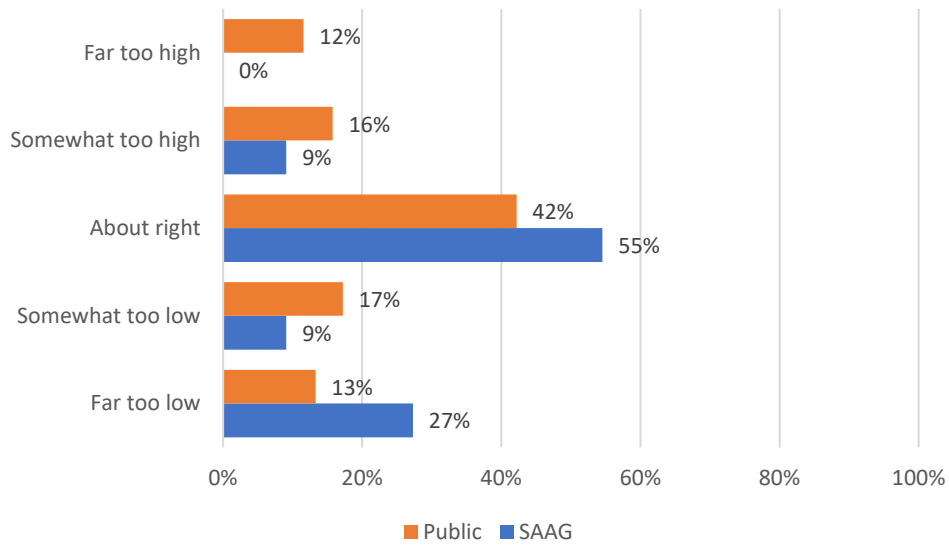
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Amending the Diridon Station Area Plan

Q1 Thinking about the building heights staff is looking at for the DSAP, do you think they are:

Public Answered: 692 Skipped: 45
SAAG Answered: 11 Skipped: 3
**Skipped responses not included in chart*

Thinking about the building heights staff is looking at for the DSAP, do you think they are:



Compared to June SAAG Meeting presentation: About right is still the majority.

Q2 Do you have anything to add regarding building heights?

Public Answered: 275 Skipped: 462

SAAG Answered: 8 Skipped: 6

Far too high and somewhat too high

- **Lower transitional heights** in old residential area edges, open spaces, and historic resources due to concerns of overshadowing, ruining mountain views, privacy, temperature change. (64)
- **Proposed building heights are too high** due to pandemic, overcrowding and airport concerns (55)
- **Transportation Concerns:** need more parking, density will cause traffic, and people won't use public transportation (13)
- **Keep 2014 plan heights** (6)
- **Let market decide how tall to build** (2)

About right

- **Support staff recommendations**, particularly the transitional residential heights (15)
- **Developers must pay impact fee to build affordable housing** (2)

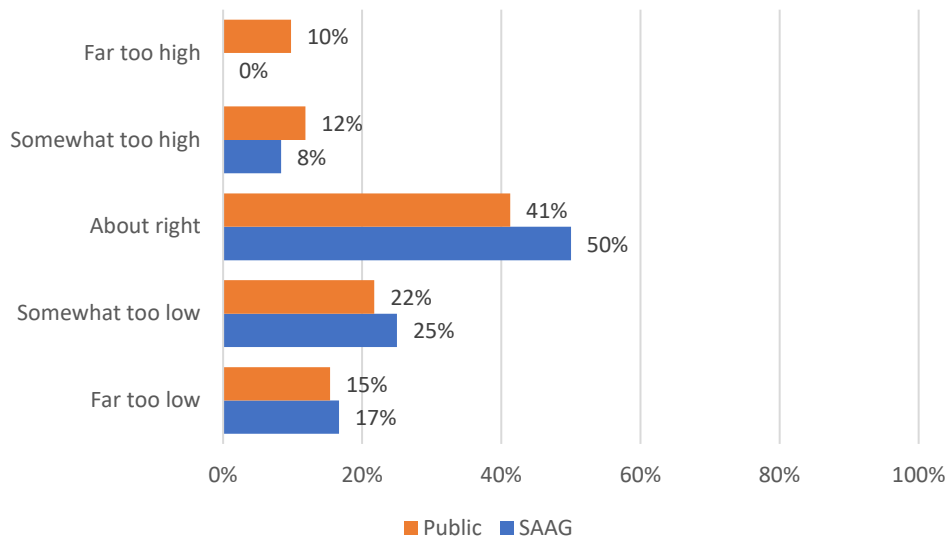
Somewhat too low and far too low

- **All buildings in DSAP should be maximum allowed FAA heights** to provide more affordable housing and make development economically feasible. (98)
- **Tallest buildings near transit** (14)
- **Higher Transitional Heights in specific areas** like Central Delmas, Sunol/Midtown, Southside, 95110, and outside of DSAP like east of City Hall and North of San Jose. (7)
- **Higher building heights in non-transitional areas** (away from residential areas and open spaces) (4)

Q3 Thinking about the amount of housing staff is looking at for the DSAP, do you think it is:

Public Answered: 676 Skipped: 61
SAAG Answered: 12 Skipped: 2
**Skipped responses not included in chart*

Thinking about the amount of housing staff is looking at for the DSAP, do you think it is:



Compared to June SAAG Meeting presentation: About right is still the majority.

Q4 Do you have anything to add regarding housing?

Public Answered: 263 Skipped: 474

SAAG Answered: 9 Skipped: 5

Far too high and somewhat too high

- **Less housing in DSAP** due to pandemic, overcrowding, and impacts to existing residential neighbors (58)
- **No more additional housing in DSAP** because we need more jobs and tax revenue (24)
- **25% Affordable housing is too high for DSAP** (6)
- **Large businesses should not have to do community benefits or pay for housing** (2)
- **Do not support** (2)

About right

- **Continued mixed use development** (8)
- **Google should pay for more housing and homeless services** (6)
- **Add human scale design, noise insulation, air filtration system, and open space rooftops to DSAP guidelines** (5)
- **25% Affordable Housing works** (5)
- **Start development soon** (2)
- **Need more Housing Department Staff** (1)
- **Need stronger tenant protections** (1)
- **Need more market rate housing** (1)
- **Preserve Victorian housing** (1)

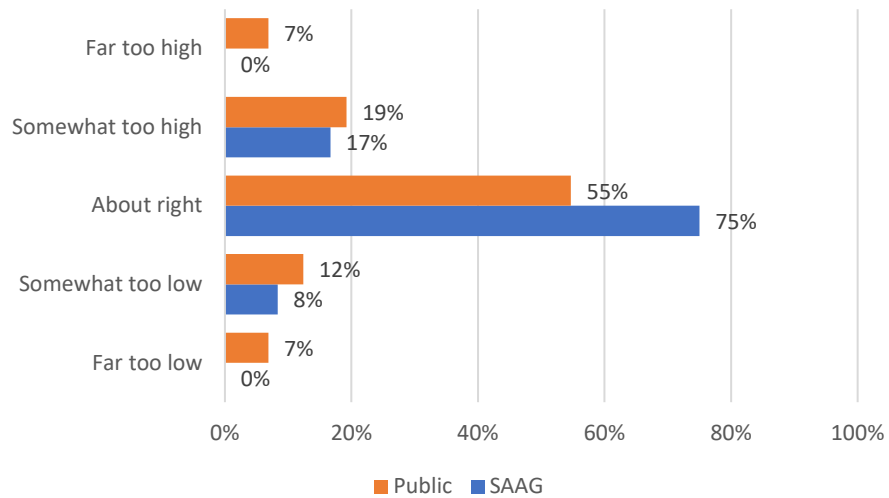
Somewhat too low and far too low

- **Need more Affordable housing** that's higher than 25%, near transit, near existing residential areas, multifamily, retirement community) (71)
- **Need more market and affordable housing** near transit and commercial throughout city (51)
- **Taller buildings all over DSAP or near transit** (20)
- **Need housing for certain communities:** low low-income and extremely low-income (15), homeless (4), older adults (4), low-income veterans (2), middle-income (1), young adults (1), and single parent families (1).
- **Let market decide land use and height** (do not limit height) (6)
- **More homeownership opportunities** (4)
- **Make Google and other large HQ's build worker housing for their employees** in their commercial buildings (4)
- **Taller buildings in the northern portion of DSAP** (1)

Q5 With regard to the amount of office and other commercial uses staff is evaluating for the DSAP, do you think it is:

Public Answered: 671 Skipped: 66
SAAG Answered: 12 Skipped: 2
**Skipped responses not included in chart*

With regard to the amount of office and other commercial uses staff is evaluating for the DSAP, do you think it is:



Compared to June SAAG Meeting presentation: About right is still the majority.

Q6 Do you have anything to add regarding commercial uses?

Public Answered: 199 Skipped: 538

SAAG Answered: 6 Skipped: 8

Far too high and somewhat too high

- **Less commercial** due to pandemic, need for more housing, and enough office and commercial space (58)
- **Concern on existing and future vacancies** related to pandemic and Google development impacts (31)
- **Focus on small and medium sized commercial or ground floor retail** in residential buildings (17)

About right

- **Need to provide essential amenities** such as grocery stores, schools, parks, farmers market, mental health services (31)
- **Need more jobs around transit** (18)
- **Support small businesses and local vendors** with loans and grants (18)
- **Fully support** Staff recommendation (14)
- **Google and SAP should benefit from development** (4)
- **Work/Live spaces** where for every 2 commercial floors there's 1 floor of residential in same building (4)
- **Modern designs for commercial buildings** (2)
- **Need lower wage and local hire jobs** (2)
- **Build what is necessary to make housing viable** (1)

Somewhat too low and far too low

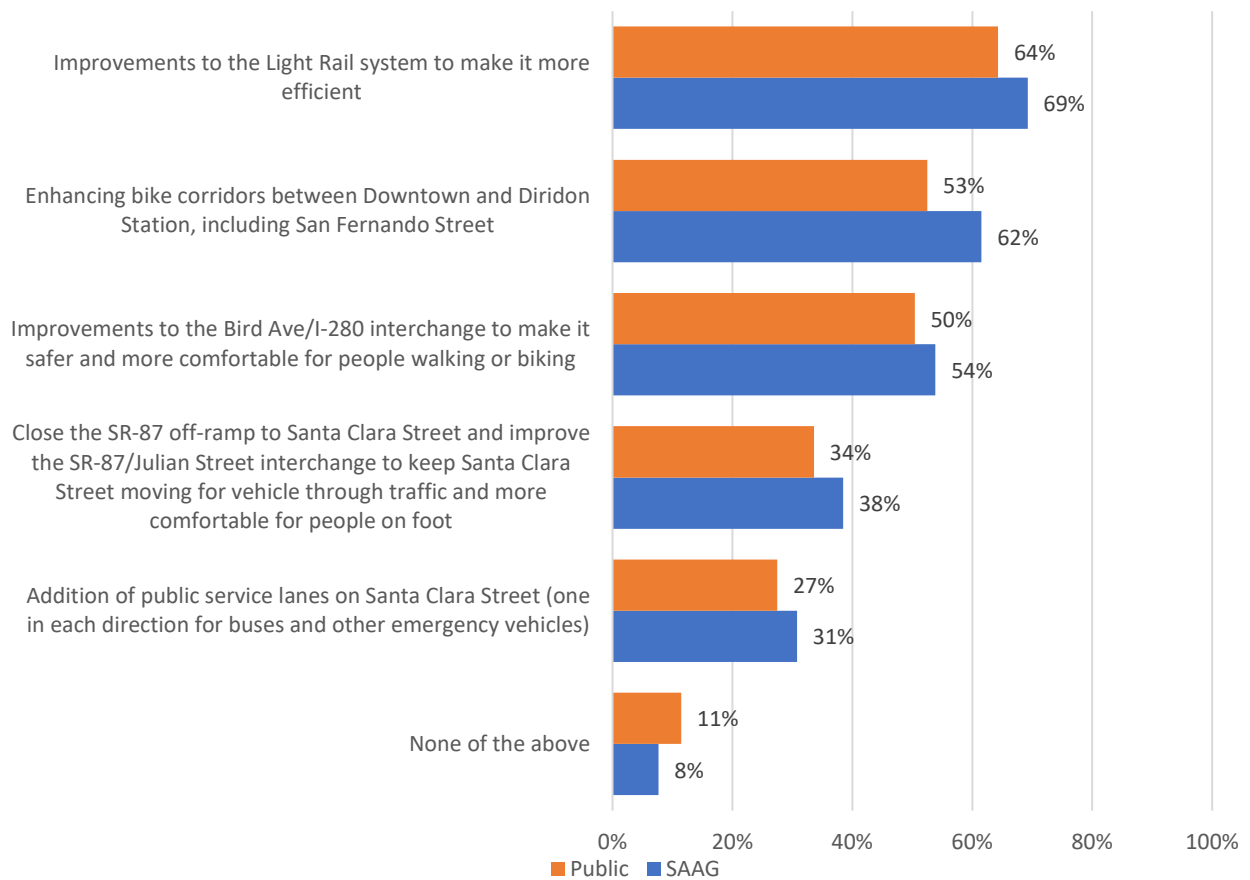
- **Commercial should vary** between office, retail, restaurants, and entertainment (28)
- **More commercial density in certain areas such as all of DSAP, Cahill Street, and northern portion of DSAP** (19)
- **Let market decide** how much commercial in the DSAP (2)
- **Keep 2014 DSAP Plan** commercial uses and this means no Google (2)
- **Need more offices** (2)

Transportation Improvements

Q7 Which of staff's initial ideas for the Diridon Station Area and/or Downtown Transportation plans are most exciting to you, if any?

Public Answered: 619 Skipped: 118
SAAG Answered: 13 Skipped: 1
*Skipped responses not included in chart

Which of staff's initial ideas for the Diridon Station Area and/or Downtown Transportation plans are most exciting to you, if any? Check all that apply.



Compared to June SAAG Meeting presentation: Same ranking.

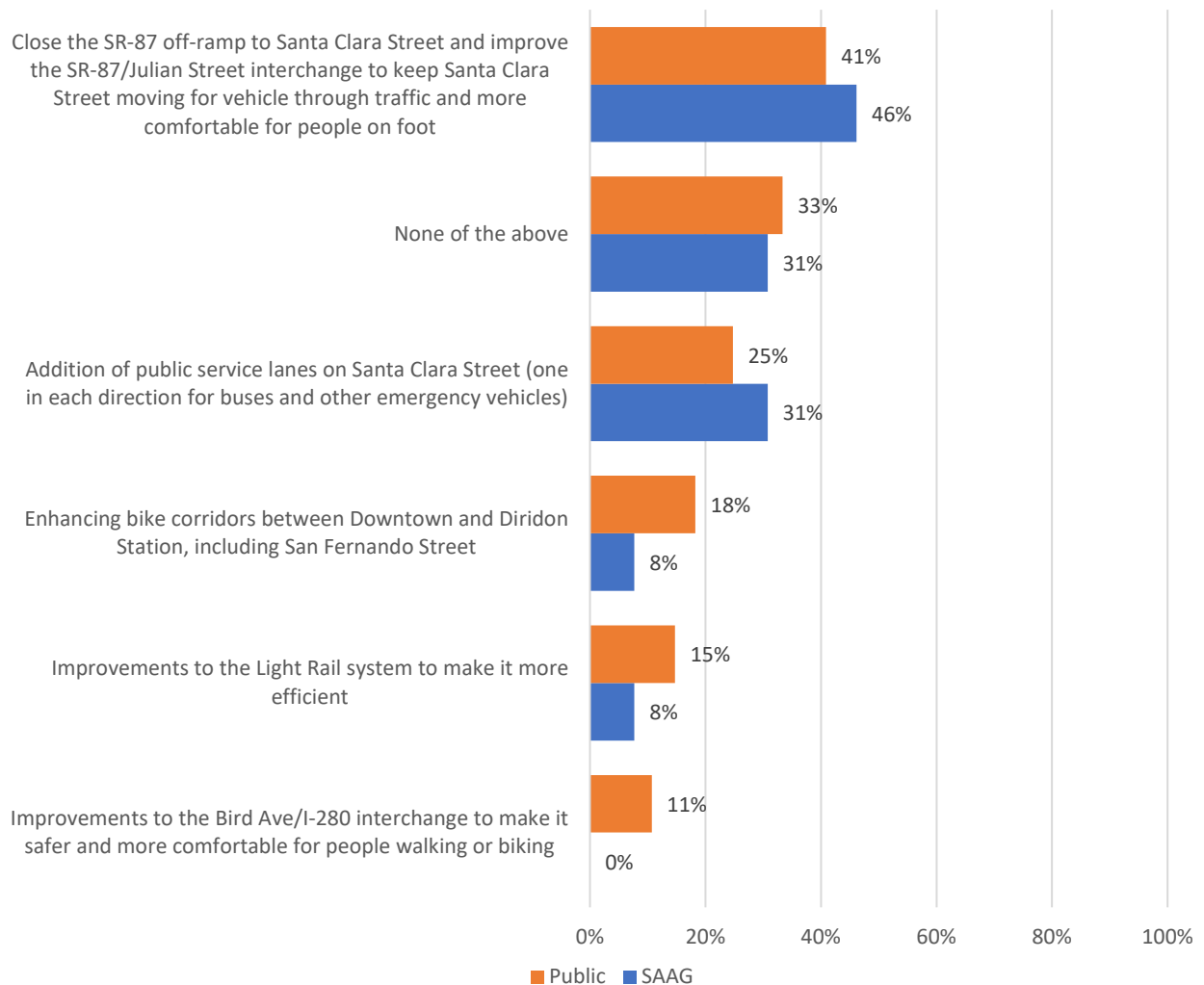
Q8 Which of staff's initial ideas for the Diridon Station Area and/or Downtown Transportation plans are you most concerned about, if any?

Public Answered: 570 Skipped: 167

SAAG Answered: 13 Skipped: 1

*Skipped responses not included in chart

Which of staff's initial ideas for the Diridon Station Area and/or Downtown Transportation plans are you most concerned about, if any? Check all that apply.



Compared to June SAAG Meeting presentation: Same ranking.

Q9 What additional suggestions do you have to better enable people to walk, bike and take public transit to and within the Diridon Area?

Public Answered: 230 Skipped: 507

SAAG Answered: 5 Skipped: 10

- **Support Staff Recommendations (3)**

Public Transportation

- **More frequent public transportation** with shuttles, bus lanes, and stops particularly in South San Jose (50)
- **Reduce parking in the DSAP** to promote public transportation (15)
- **Light rail should go South and be faster** (6)
- **SAP should promote public transportation** (2)
- **Transit Agency Bus Pass Integration** (2)
- **Dial-a-ride for older adults and people with disabilities** (2)
- **Less public transportation** (COVID overcrowding and car preference) (1)
- **Google should contribute money for public transportation** (1)
-

Active Transportation (bike and ped)

- **Bike and pedestrian infrastructure throughout DSAP** such as bike lanes, separated bike lanes, planters, contiguous bike lanes, bike parking, signage, wider sidewalks, pedestrian blvd, lights, ADA (118)
- **Open Streets (closing street to vehicles) for pedestrians** on streets like Cahill, 1st, Autumn, Park, and Cesar (37)
- **Provide homeless services to make people more comfortable** in accessing underpasses and bus stops (28)
- **Bike and pedestrian infrastructure on SR-87** with lights and bridge (12)
- **Improved enforcement** for bicyclists, pedestrians, and cars (6)
- **Large companies should provide public transit subsidy to employees** (4)
- **Uber/taxi infrastructure** with signage and larger drop off (4)
- **Smaller blocks** for greater walkability (3)
- **Bike share** (2)
- **More policing/security** (2)
- **Google should contribute money for active transportation** (1)

Car

- **Keep car infrastructure throughout DSAP** like the SR-87 off ramp and parking (61)
- **Providing more parking permits and enforcement** (3)

Community Services and Facilities

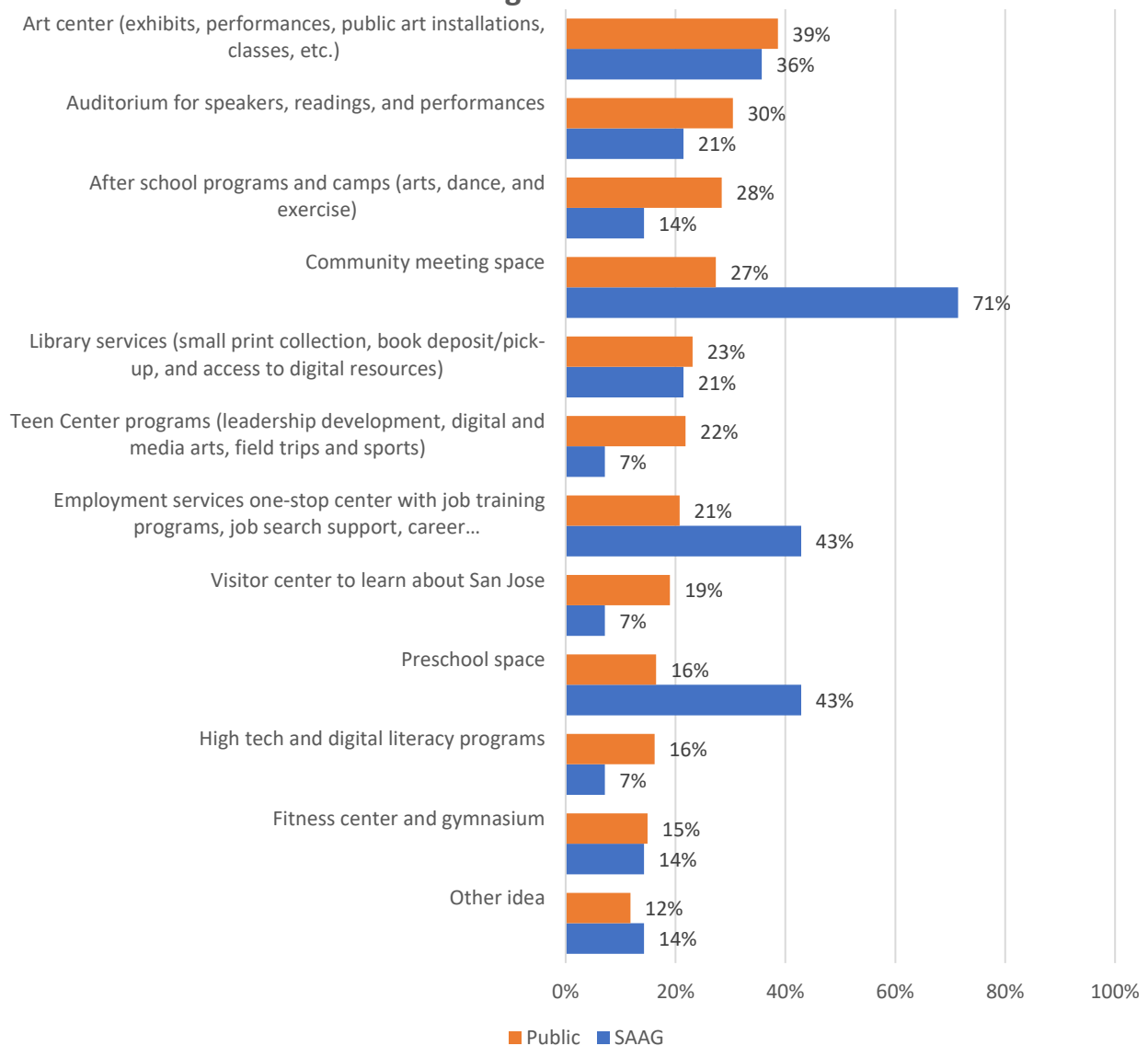
Q10 Considering the planned growth of the Downtown, please indicate the three programs and services you are most interested in seeing in the Diridon Station Area

Public Answered: 637 Skipped: 100

SAAG Answered: 14 Skipped: 0

*Skipped responses not included in chart

Considering the planned growth of the Downtown, please indicate the three programs and services you are most interested in seeing in the Diridon Station Area:



Compared to June SAAG Meeting presentation: Same ranking.

OTHER IDEAS

Details on listed programs and services

- **Flexible Community meeting space** for community and non-profits (36)
- **No more need for these programs and services (COVID)** (19)
- **Art center** with exhibits, performances, public art installations, classes, theatre (14)
- **Employment services** like a maker space, R& incubator for entrepreneur and nonprofit, employment center (6)
- **Preschool space** (3)
- **Library services** (3)
- **Older adult programs** (2)
- **Need to expand hospital** due to COVID (2)
- **Visitor center** to learn about San Jose (1)
- **Office Space for non-profits and community organizations** (1)

Open Space, Nature and Recreation

- **Need more safe open space in DSAP** like large spaces with programming like sports field, basketball court, skate park, children cycling, dog park, community gardens and Arena green (102)
- **Improving and connecting Guadalupe River Trail to Los Gatos Creek** for improved bike and ped access and daylighting (27)
- **Improving the creeks** (4)
- **Planting and maintaining native trees and plants on sidewalk** (2)
- **Bike rental shop** (1)
- **Google should fully pay the completion of nearby Trails** Los Gatos Creek Trail and the Coyote Creek Trail Bike/Walking Path (1)

Accessibility

- **Making sure that this service is inclusive and available** for free to all San Jose residents (all ages, income, and abilities) (15)
- **Homeless services** for people to feel safe using center (9)

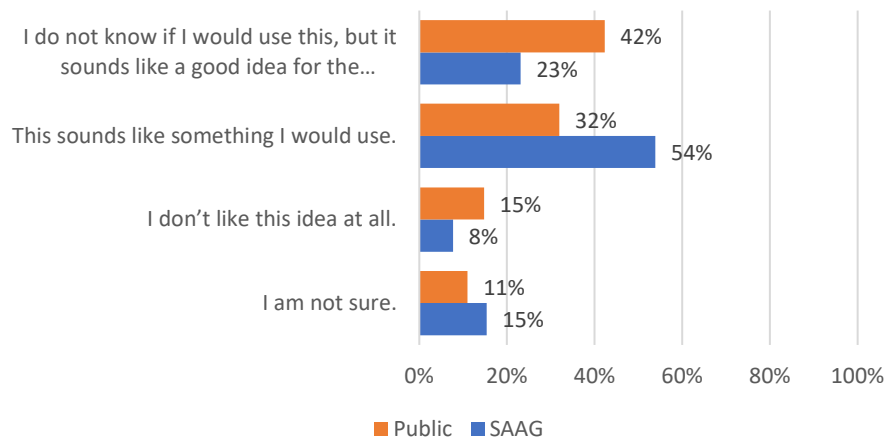
Q11 Given its high transit accessibility, one idea for the Diridon Station Area is a new community center that offers a variety of activities for all of San Jose, in addition to typical neighborhood-serving services/programs. This could include a mix of the ideas listed in the previous question. Please indicate your reaction to this idea.

Public Answered: 610 Skipped: 127

SAAG Answered: 13 Skipped: 1

*Skipped responses not included in chart

Please indicate your reaction to a community center in the Diridon Station Area



Compared to June SAAG Meeting presentation: Same ranking.

Q12 Please elaborate on your selections here on Community Center (addition to chart)

Public Answered: 154 Skipped: 583

SAAG Answered: 8 Skipped: 6

Need

- **Need a Community Center** in DSAP (23)
- **Can help create a sense of place** for residents with activities (21)
- **Improved Interactions between community and Google** (3)

May Work

- **Community Center will limit space for housing and retail around transit** (15)
- **Invest in existing community center facilities and reopened closed facilities** (10)
- **Don't compete or duplicate existing service** like museum, auditorium and nearby community centers and theatre (9)
- **Need consistent funding** or will not be work (6)
- **Opportunity for public private partnership** (2)

Don't Need

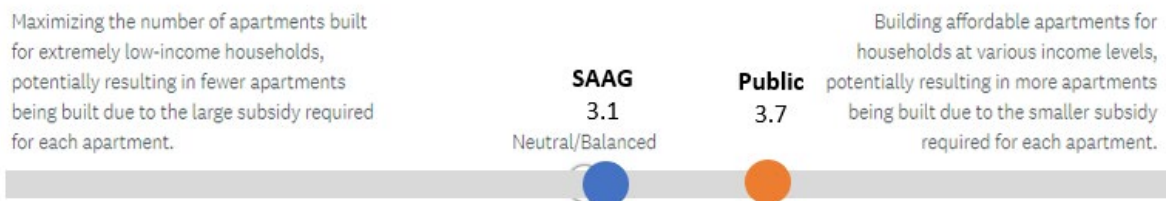
- **Will not use** the community center (too far, not safe, COVID, no parking) (24)
- **Transit not frequent or accessible throughout City** (20)
- **Waste of taxpayer dollars** (17)

Housing

Q13 Assuming there is a limited amount of subsidy available for affordable housing, which is more important to you?

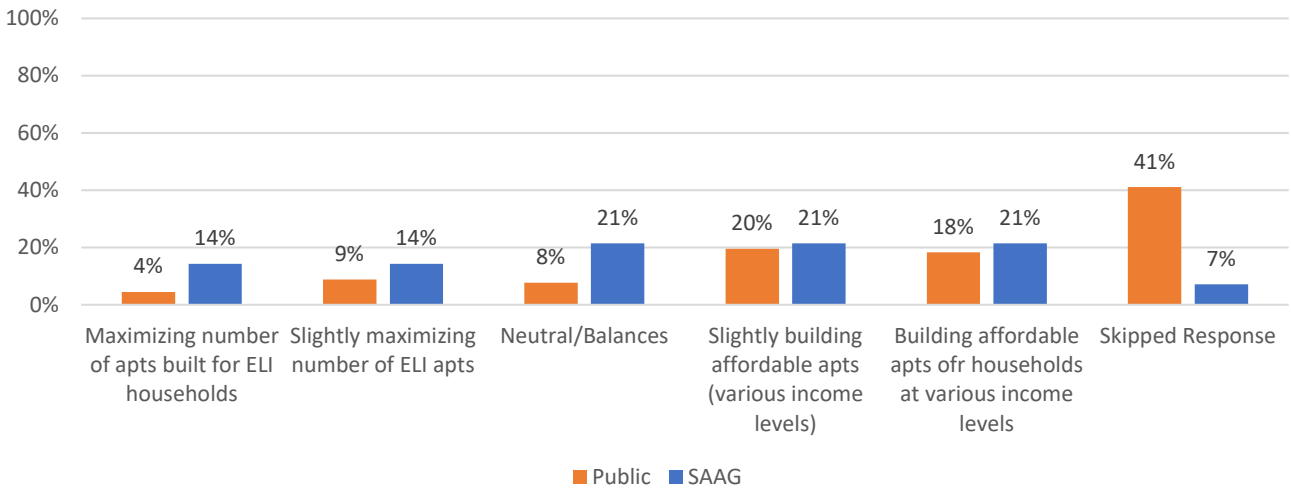
Public Answered: 434 Skipped: 303
 SAAG Answered: 13 Skipped: 1
 *Skipped responses not included in chart

Assuming there is a limited amount of subsidy available for affordable housing, which is more important to you?



Compared to June SAAG Meeting presentation: Same priorities.

Histogram of Housing Tradeoff



Compared to June SAAG Meeting presentation: Same ranking.

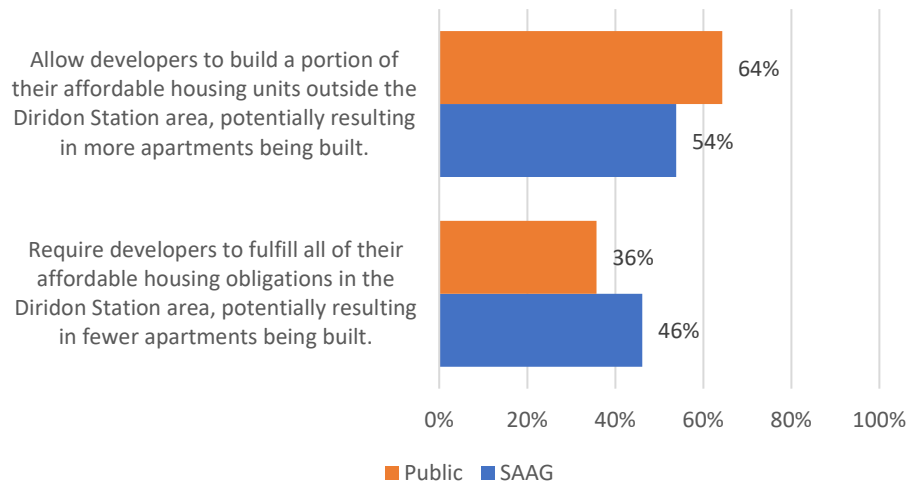
Q14 Which of the following options do you prefer for Affordable Housing Location?

Public Answered: 599 Skipped: 138

SAAG Answered: 13 Skipped: 1

**Skipped responses not included in chart*

Which of the following options do you prefer?



Compared to June SAAG Meeting presentation: Same ranking.

Displacement Prevention

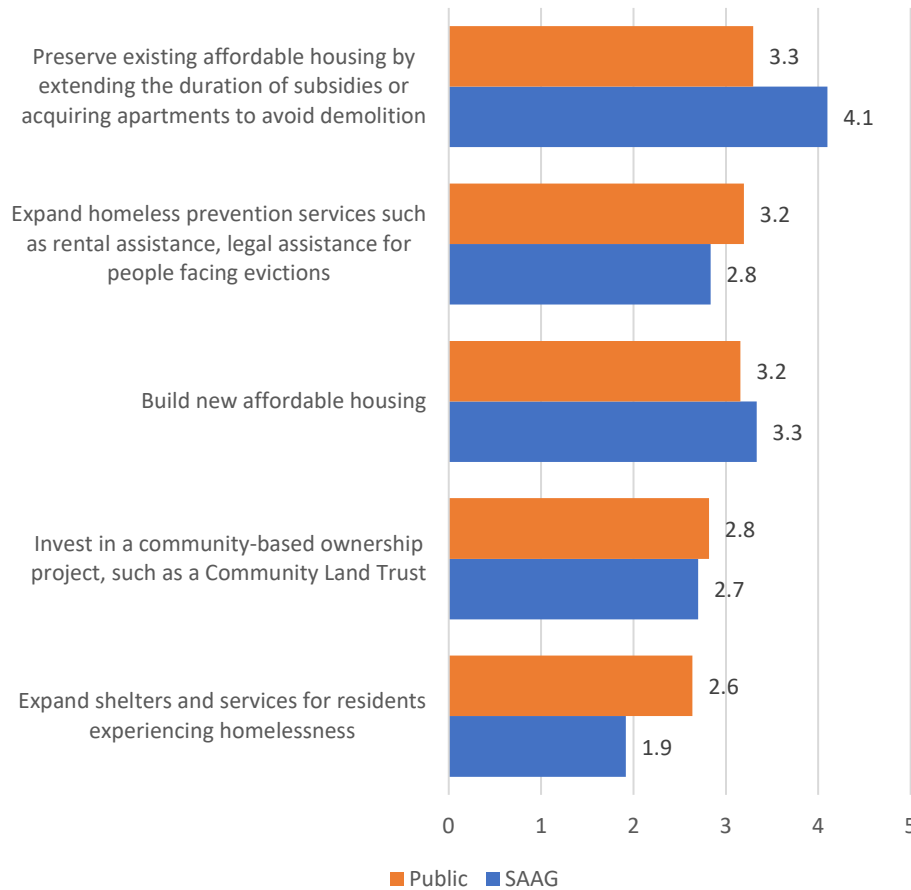
Q15 Rank your preferences for the following potential uses of a Community Stabilization Fund. 5 is most preferred and 1 is least preferred

Public Answered: 583 Skipped: 154

SAAG Answered: 13 Skipped: 1

**Skipped responses not included in chart*

Rank your preferences for the following potential uses of a Community Stabilization Fund.



Compared to June SAAG Meeting presentation: Top 2 and 3 flipped (decimal point different).

Q16 Is there anything you would like to add about affordable housing or displacement prevention?

Public Answered: 174 Skipped: 563

SAAG Answered: 5 Skipped: 9

Preserve and Protect

- **Homeless services** such as jobs, shelter, outreach, and mental and behavioral services (31)
- **Protect renters** with tenant protections (19)
- **Preserve affordable housing throughout this City** (15)
- **Use existing buildings like hotels and apartment for housing** (2)
- **Developer's Pay impact fee** for local and community residents like local jobs (3)
- **Separate housing and existing homeless funds** (1)
- **Do not convert single family homes into multifamily housing** (1)

Building Affordable Housing

- **Build more affordable housing in DSAP** (33)
- **Build higher density** as incentive for affordable housing or as a development fee (13)
- **Develop multifamily affordable housing** such as co-living, cooperatives, community land trusts, and in single family residential neighborhoods (10)
- **Build affordable housing throughout City along transit** (10)
- **Affordable housing for extremely low income and low-income households** (9)
- **Affordable housing for extremely low income, low-income, and moderate households** (7)
- **Force developers to building affordable housing** (no In-lieu fee) (5)
- **Fund affordable housing throughout city** (2)

Building All levels of housing

- **Build all levels housing in DSAP** such as market and affordable housing on site (24)
- **Don't force developer to build affordable housing** (2)
- **Develop market and affordable housing on site** (2)

Public Funding

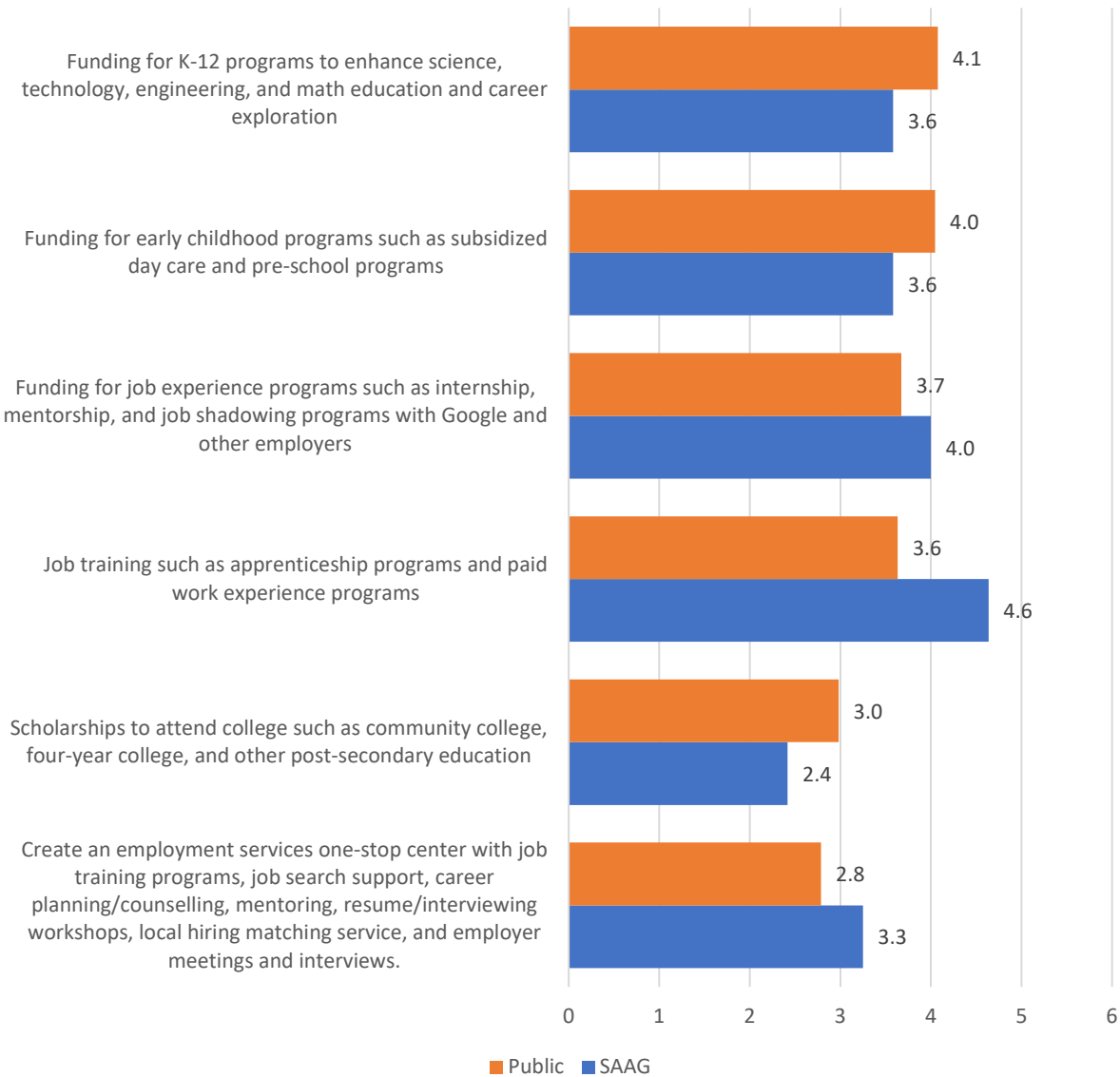
- **No more taxes or public money** on affordable housing or homeless services (26)
- **Subsidize housing for homeownership** (10)
- **Accountability for building affordable housing** (6)

Job Training and Education

Q17 Rank the following ideas in the order that is most important to you. 5 is most preferred and 1 is least preferred

Public Answered: 580 Skipped: 157
SAAG Answered: 12 Skipped: 2
*Skipped responses not included in chart

Rank the following ideas in the order that is most important to you to increase job training and educational opportunities.



Compared to June SAAG Meeting presentation: Old rank was funding for 1) K-12 programs, 2) scholarships, 3) funding for job experience, 4) job training, and 5) create an employment services one-stop center.

Other Possible Community Benefits

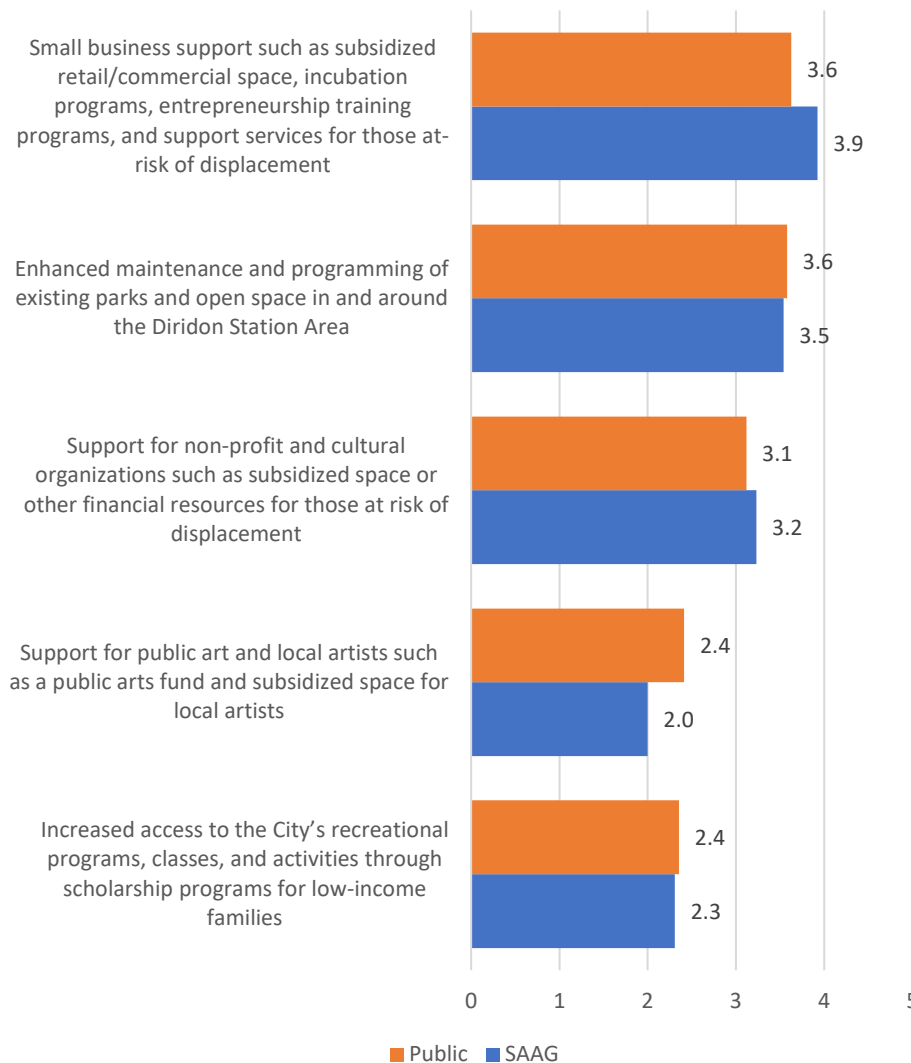
Q18 Please rank the relative importance of each of these categories (5 is most preferred and 1 is least preferred):

Public Answered: 572 Skipped: 165

SAAG Answered: 13 Skipped: 1

*Skipped responses not included in chart

Please rank the relative importance of each of these other potential community benefits:



Compared to June SAAG Meeting presentation: Old rank was 1) support for non-profit and cultural organization, 2) small business support, 3) increased access to the City's recreational programs, 4) enhanced maintenance and programming of existing parks and open space, and 5) Support for public art and local artists.

General Comments/Questions

Q19 Do you have any other comments or questions?

Public Answered: 208 Skipped: 529

SAAG Answered: 7 Skipped: 7

Process

- **Continue community engagement and transparency** with more flyers and getting more low-income and people of color to be involved (19)
- **Start development of housing and amenities sooner** (7)
- **Remember that this plan and development impact whole city and region** (5)
- **Long and difficult survey** (4)
- **Use social equity to make decisions** (2)

General Development

- **Support Staff recommendation** (25)
- **Do not support plan and Google development** (9)
- **Develop sustainably** with native plants, decreased light pollution, solar, and decreased noise pollution (8)
- **Pandemic will change commercial development and density** (4)
- **Plan is an opportunity for public and private partnerships** (4)
- **No more Sanctuary City** (3)
- **Don't pressure Google** with parks, affordable housing and community benefits (2)
- **Reconsider funding local police force and or private security with public dollars** (1)

Housing and Homeless Services

- **Preserve and build more affordable housing** (23)
- **Google must provide affordable housing, parks, and community benefits** (11)
- **High Density in DSAP** for commercial and residential uses (7)
- **Protect renters** with a stronger anti-displacement plan (6)
- **Support homeless community** by providing services in DSAP (4)
- **Build housing all incomes in DSAP** (3)
- **Consider cost of living** (Housing and transportation costs) for low-income support (1)

Amenities, Open Space and Services

- **Create a lively downtown** with arts, entertainment, recreation, restaurants, amenities, and community center, and coordinated services (43)
- **Upgrade and maintenance of open and public spaces** such as Los Gatos Greek and Guadalupe River Parkway (27)
- **Need more parks in DSAP** (8)
- **Provide homeless services to make people more comfortable** in accessing underpasses and bus stops (7)

- **Preserve historic building** like the Historic Depot Station and Victorian homes in the DSAP (5)
- **Need more space for commercial uses** (1)
- **Arts from Black artists** (1)
- **Use decomposed gravel on station walkways (easier on joints)** (1)
- **Don't build 5G towers** (1)

Transportation

- **Development will cause traffic** and will need parking and car infrastructure (39)
- **Improve public transit and bike and pedestrian infrastructure** (19)
- **Electric buses** (2)

Jobs and support

- **Support small businesses and non profits** with rent control and subsidy (10)
- **Create an employment center** (5)
- **Need higher wage jobs** (3)
- **Incentivize work from home** (1)

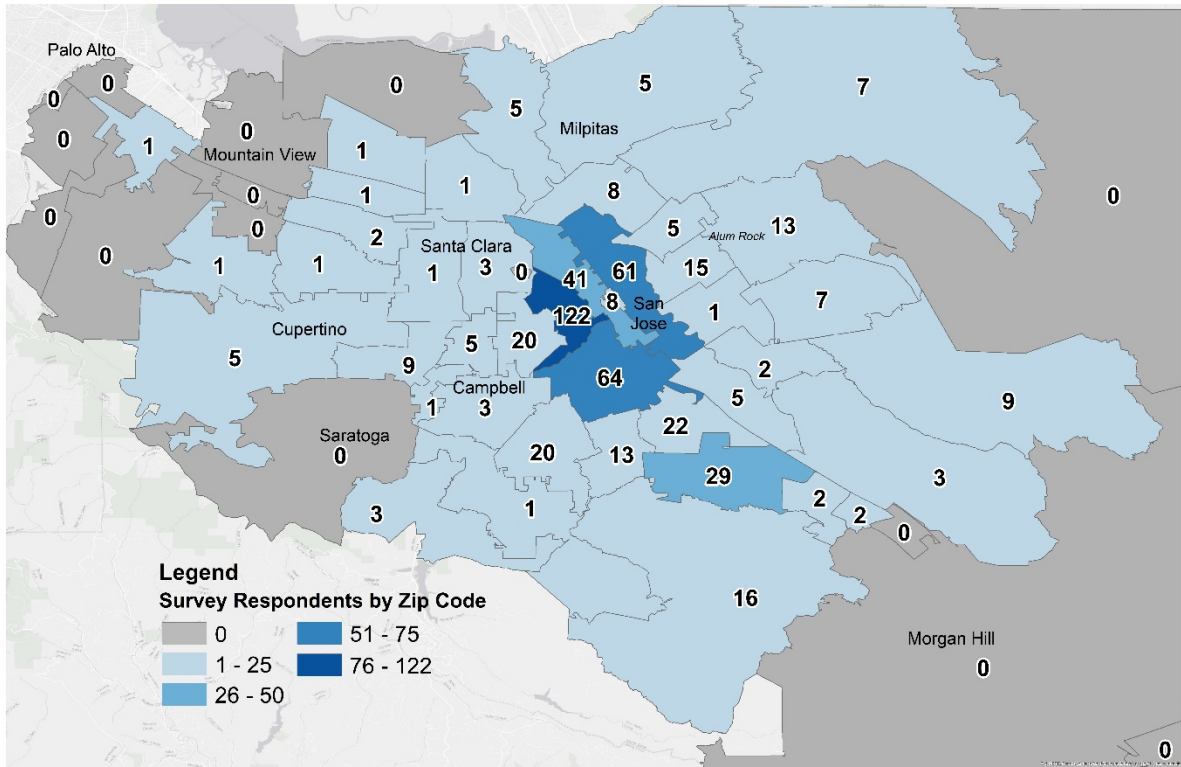
Tell Us About Yourself

Q20 What organization do you represent in the Station Area Advisory Group?

SAAG Answered: 12 Skipped: 2

Two SAAG respondents did not share what organization they belonged to.

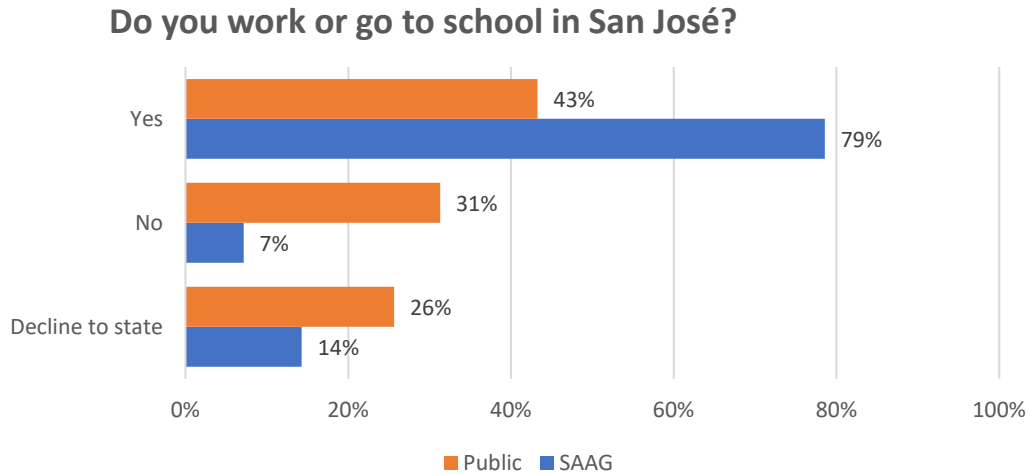
- Georgetown/Cahill
- Guadalupe River Park Conservancy
- Homeowners Association on The Alameda
- Law Foundation of Silicon Valley
- PACT: People Acting in Community Together
- San Jose Sharks and San Jose Arena (SSE)
- Silicon Valley at Home
- Silicon Valley Leadership Group
- SJSU
- Shasta / Hanchett Park Neighborhood Association
- SPUR
- St. Leo's Neighborhood



Compared to June SAAG Meeting presentation: Same top 5 zip codes

Q21 Do you work or go to school in San José?

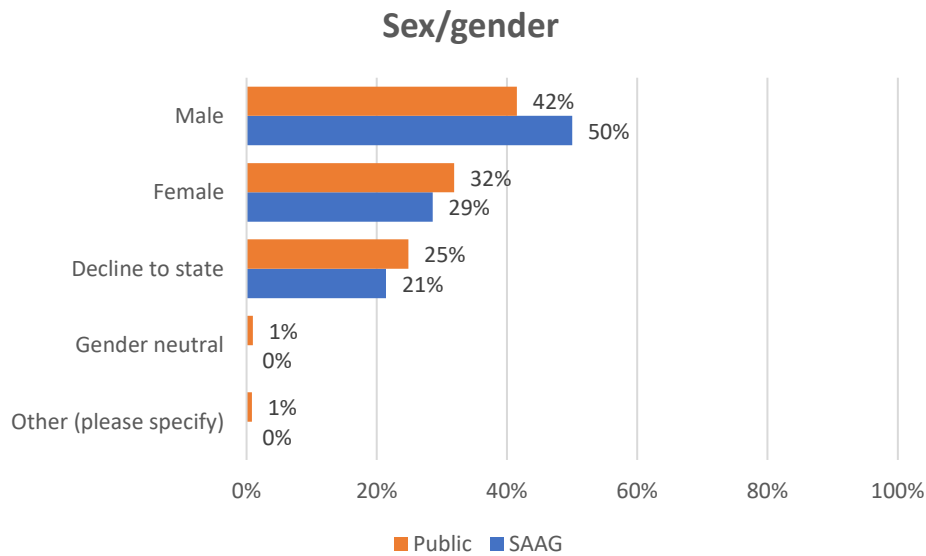
Public Answered: 581 Skipped: 146
SAAG Answered: 12 Skipped: 2
*Skipped responses included in chart



Compared to June SAAG Meeting presentation: Similar results.

Q22 Sex/gender

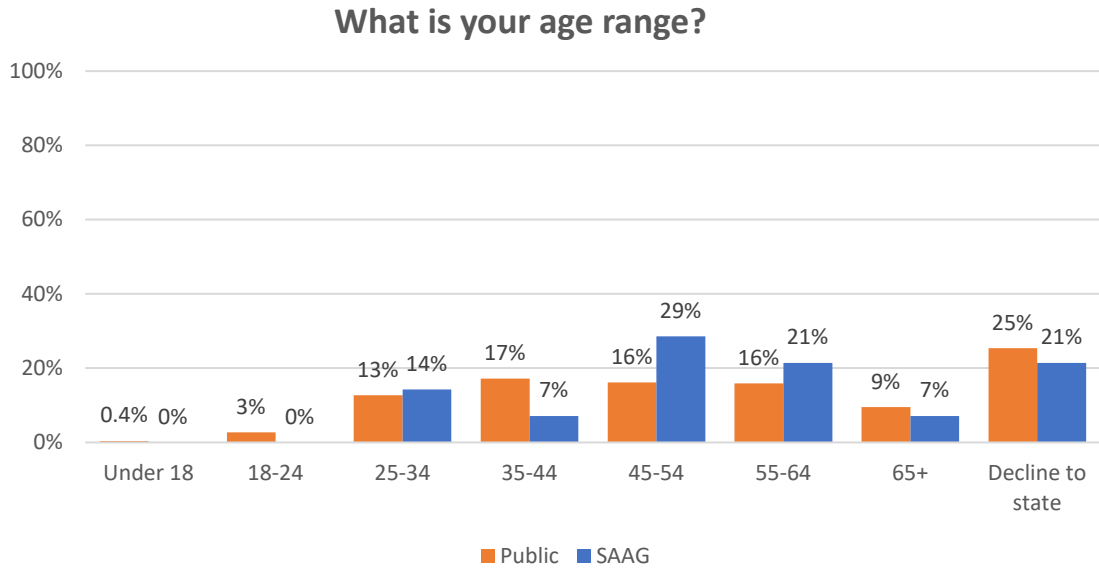
Public Answered: 577 Skipped: 154
SAAG Answered: 12 Skipped: 2
*Skipped responses included in chart



Compared to June SAAG Meeting presentation: Similar results. +3% increase in Female Public respondents.

Q23 What is your age range?

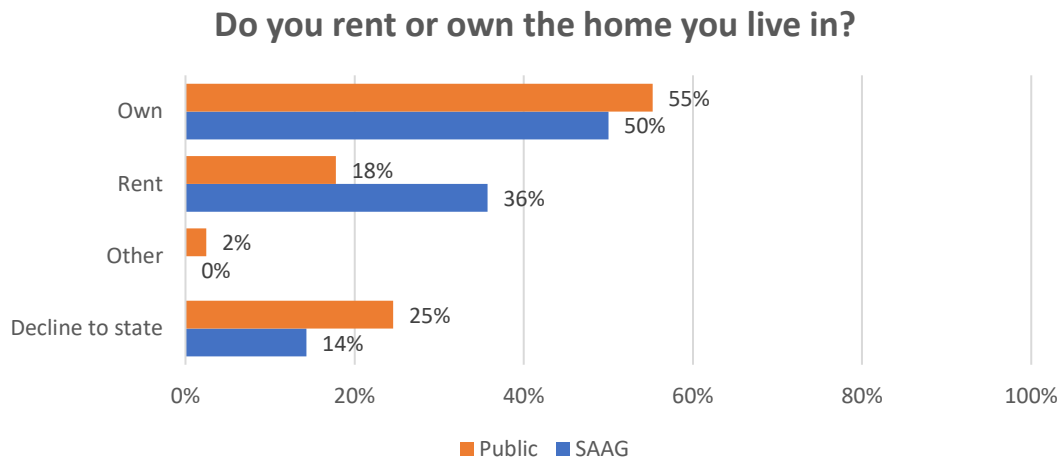
Public Answered: 571 Skipped: 166
SAAG Answered: 12 Skipped: 2
*Skipped responses included in chart



Compared to June SAAG Meeting presentation: Similar results.

Q24 Do you rent or own the home you live in?

Public Answered: 589 Skipped: 148
SAAG Answered: 12 Skipped: 2
*Skipped responses included in chart



Compared to June SAAG Meeting presentation: Similar results.

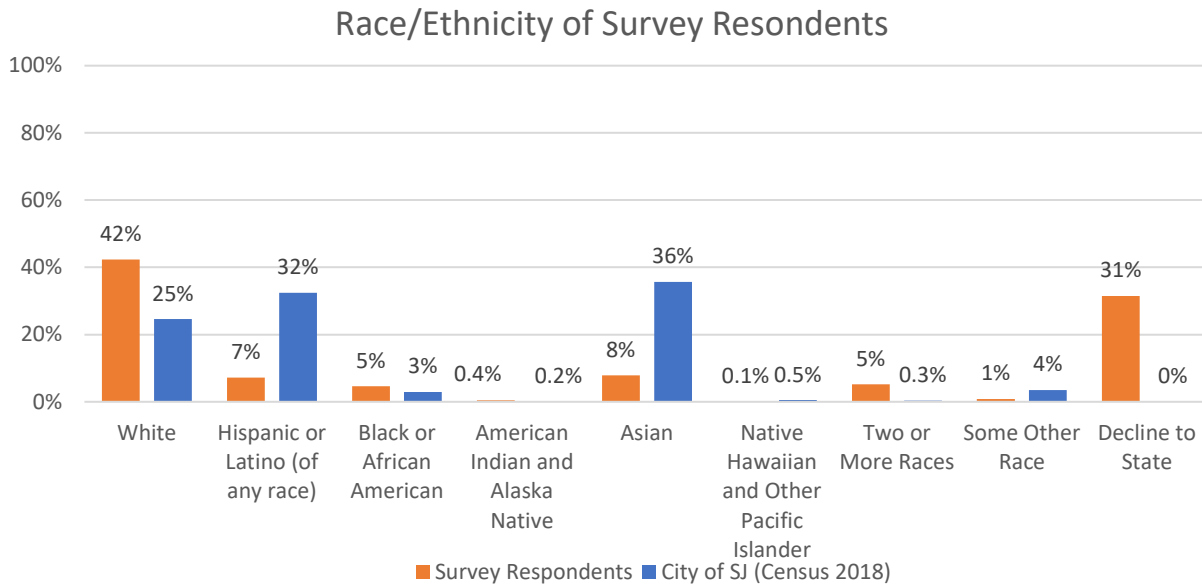
Q25 Race/Ethnicity

Public Answered: 579 Skipped: 158

SAAG Answered: 12 Skipped: 2

US Census American Community Survey 2018 1-year DP05 Table

*Skipped responses included in chart



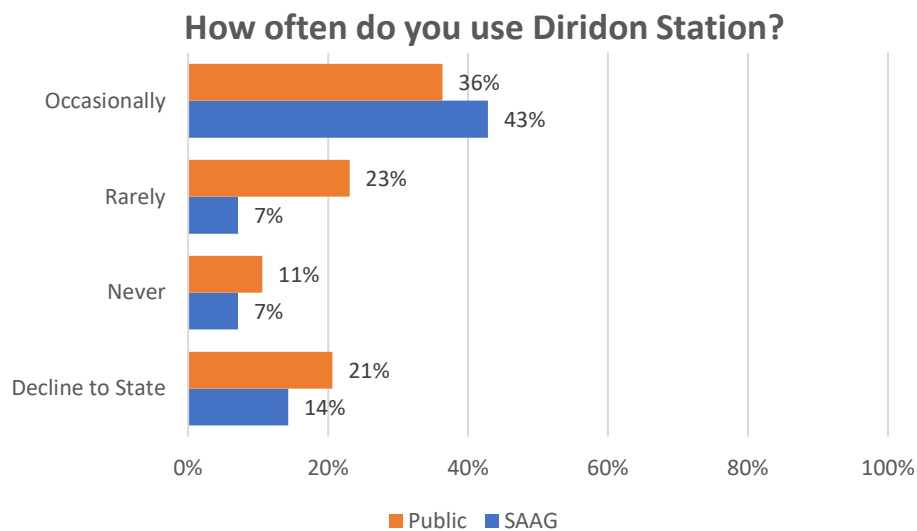
Compared to June SAAG Meeting presentation: Similar results. +4% increase in Black Public respondents

Q26 How often do you use Diridon Station?

Public Answered: 585 Skipped: 152

SAAG Answered: 12 Skipped: 2

*Skipped responses not included in chart

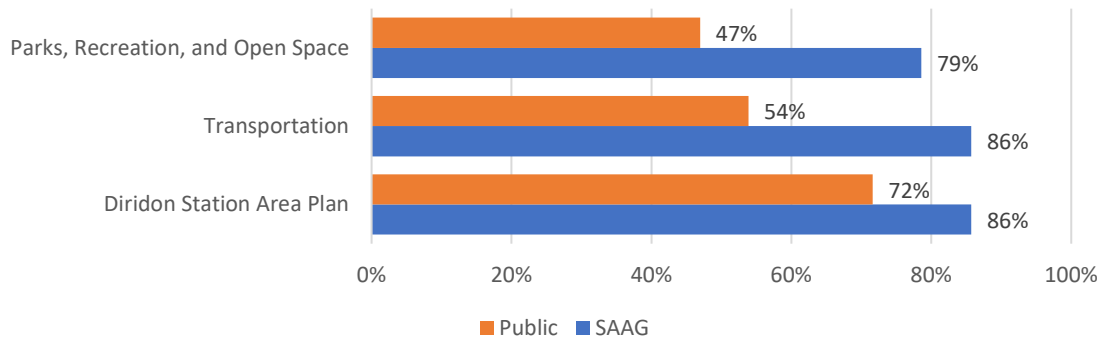


Compared to June SAAG Meeting presentation: Similar results.

Q27 Which of the presentations did you watch prior to completing these survey questions? Check all that apply.

Public Answered: 545 Skipped: 192
SAAG Answered: 12 Skipped: 2
*Skipped responses included in denominator

Which of the presentations did you watch prior to completing these survey questions? Check all that apply.

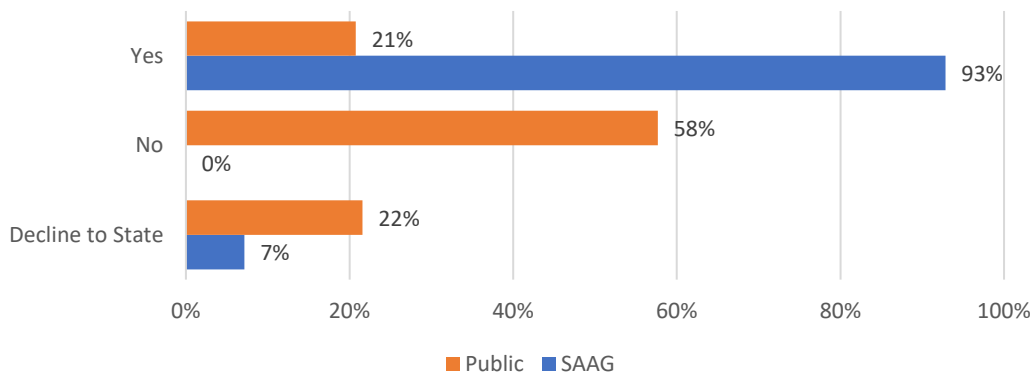


Compared to June SAAG Meeting presentation: Similar results.

Q28 Have you attended or watched online a Station Area Advisory Group (SAAG) meeting held in 2019 or 2020?

Public Answered: 578 Skipped: 159
SAAG Answered: 13 Skipped: 1
*Skipped responses included in chart

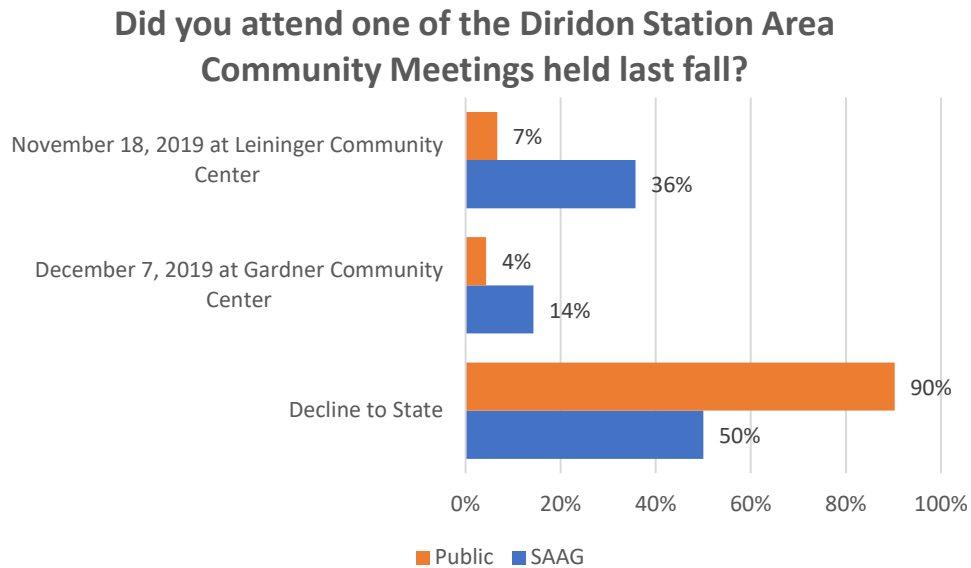
Have you attended or watched online a Station Area Advisory Group (SAAG) meeting held in 2019 or 2020?



Compared to June SAAG Meeting presentation: Similar Results.

Q29 Did you attend one of the Diridon Station Area Community Meetings held last fall?

Public Answered: 76 Skipped: 661
SAAG Answered: 6 Skipped: 8
**Skipped responses included in denominator*



Compared to June SAAG Meeting presentation: Similar Results.



Diridon Station Area Community Engagement

Internal Coordination Meeting

AUGUST 20, 2020

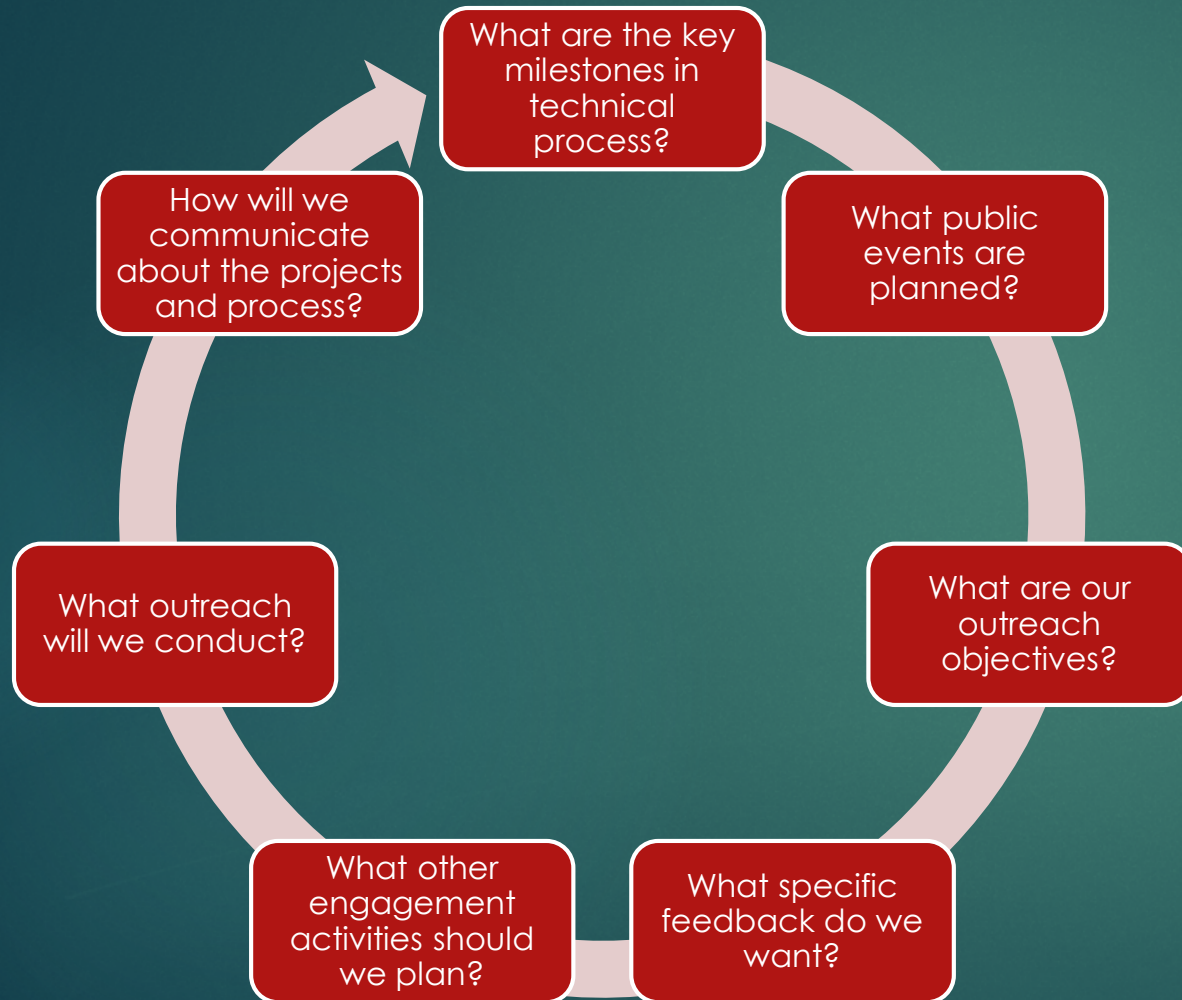
Agenda

1. Introductions, meeting purpose (10 min)
2. Review the key milestones, objectives, and game plan for outreach/engagement in the September-November timeframe (20 min, including discussion)
3. Next Steps (10 min)

Next week:

1. Discussion → Identify the specific feedback we are seeking this fall (40 min)
2. Determine next steps; assign responsibility to action items (20 min)

Thought process



- Goals?
- Timing constraints?
- Direction?
- Best practices?
- Lessons learned?

Diridon Program

Transit Projects

VTA's BART Phase 2 Extension

Caltrain Business Plan

High-Speed Rail

Diridon Integrated Station Concept Plan

Google's Downtown West Project

Development Review

Environmental Review

Development Agreement (including Community Benefits)

Diridon Area

Diridon Station Area Plan (DSAP) Amendment

Affordable Housing Implementation Plan

Diridon Area Parking Study

Infrastructure Financing Strategy

Citywide Efforts

Anti-Displacement Strategy (Residential)

Anti-Displacement Strategy (Small Business)

Commercial Linkage Fee

Downtown Plans

Downtown Transportation Plan

Public release of Key Documents

Google's Downtown West Project

- Draft Design Standards and Guidelines: September 8 (specific comment period?)
- Draft Environmental Impact Report (DEIR): September 8 through October 23 (45-day public review period)

Diridon Station Area Plan (DSAP) Update

- Amended Draft: October
- Housing study: mid-September
- Parking Study: mid-October
- Infrastructure Financing Strategy: TBD
- Environmental review: TBD

Virtual Public Meetings

- ▶ Sept. 16: Station Area Advisory Group (SAAG) Meeting
- ▶ Sept. 24: City Council Study Session
- ▶ Oct. 14: Planning Commission Study Session
- ▶ Community Meeting on Downtown West:
 - ▶ Oct. 15: Background Presentation (discuss more at end)
 - ▶ Oct. 19: Gather feedback
- ▶ October (TBD): Community Meeting on DSAP
- ▶ January: Station Area Advisory Group (SAAG) Meeting – Draft DA, maybe one other before that?

Other tools

- Website:
 - Background information, handouts, and updates
 - Meeting summaries, including recordings of all SAAG meetings and summary of Virtual Office Hours input
 - **Comment forms connected to Virtual Office Hours**
 - **General Comment form**
- Email updates
- Social media blasts
- Stakeholder meetings (e.g., DANG)

DRAFT Objectives for Fall Outreach

1. **Inform:**

- ▶ Decision-making and community engagement process: completed + next steps
- ▶ What is currently being proposed (new project elements)
- ▶ How community input has influenced the direction and details of the projects

2. **Get focused feedback for consideration:**

- ▶ Specific reactions to draft documents?
- ▶ Opinions about how the projects are reflecting the range of concerns, ideas, and visions expressed by community members → suggestions for improvement?
- ▶ Other details that would help the projects benefit all people?

3. **Increase participation by under-represented populations (e.g., online survey)**

Key Principles of Inclusive Engagement

- a) Make engagement opportunities accessible (reduce logistical barriers to participation), consider COVID constraints
- b) Use targeted outreach methods (e.g., via community leaders)
- c) Use fun and interesting engagement methods
- d) Communicate information clearly (e.g., avoid jargon, use visuals)
- e) Paraphrase, often: do not expect info to sink in after explaining something once verbally
- f) Avoid redundancy in events, **acknowledge previous input**, coordinate with other processes
- g) **Make it relevant to issues people care about**
- h) **Ask questions that matter (i.e., their responses can influence the outcome)**
- i) Build trust through transparency and accountability: set clear expectations about decision-making process, **report back on how input influenced the process**, make info available online, be available for follow-up

Community Partner Role - Summary

- **Inclusion:** Help increase participation by groups that are typically under-represented in planning processes
- **Outreach:** help drive participation at City-planned events and increase awareness of available information
- **Engagement:** co-host activities to facilitate discussion and gather input
- **Communications:** provide feedback on how we communicate concepts to better resonate with community members

Community Partner Activities

At least 7 events in the September-November timeframe...

- ▶ Incorporate into existing programming (LatinX by Prosperity Labs and Friends of Caltrain)
- ▶ 2 Cafecitos (SOMOS – may partner with LatinX)
- ▶ Virtual discussion (Trinity – may partner with others)
 - ▶ Social media campaign
- ▶ 2 Virtual workshops in multiple languages (Catalyze SV)
 - ▶ Vietnamese (with VAR)
 - ▶ Artists (with SJ Jazz? Design focused to inform Draft DWDSG?)
- ▶ AACSA?

Recommended supplemental tools

- Short Surveys (Online and Paper)
- Make a flyer for Fall 2020 outreach
 - Mail out with paper survey and legal notice for DT West
 - Distribute through essential service providers
 - Several booths at grocery stores and other high traffic areas
- Online tool for getting input on Draft DWDSG?
- Social media campaign?
- 2 small group discussions for SAAG in October/November?

Potential Coordination with DTP

- ▶ Virtual Office Hours (Listening Sessions)
- ▶ Small Business Focus Groups?
- ▶ Cross advertise for events, such as the DTP Speaker Series
 - ▶ Posters/A-frames around Downtown
 - ▶ Emails and websites
 - ▶ Partner outreach
 - ▶ Pop-ups?
- ▶ Friends of Caltrain event?

Specific Feedback this fall?

Project-based:

1. Downtown West
2. DSAP Amendments
3. DSA Parking Study
4. DSA Affordable Housing Implementation Plan
5. DSA Infrastructure Financing Strategy
6. Separate but related efforts like the DISC

Topic-based:

1. Land use and Design
2. Transportation
3. Parks and Open Space
4. Affordable Housing, Displacement Prevention
5. Jobs, Education, and Small Business
6. Environmental Sustainability

Specific Feedback this fall?

Theme-based:

- What we heard (top 10 key themes or Desired Outcomes)
- What we did with that input (high level plus 2-3 examples)
- Remaining feedback
 - How well did we do in balancing the variety of perspectives and considerations?
 - Suggestions for improvement?
- Is there anything else that would help the projects benefit all people?
(equity-oriented)

Next SAAG Meeting

- Virtual Zoom Webinar tentatively scheduled for September 16, 2020
- DRAFT Agenda:
 - Revised Project Timeline
 - Downtown West: brief overview of Draft DWDSG and DEIR, Development Agreement update
 - Parks: present ideas under consideration for Downtown West
 - Affordable Housing: present highlights of the draft 25% Affordable Housing Plan
 - SAAG Member Discussion
 - Public Comment

Purpose of meetings

- Study Sessions:
 - Provide update on progress of Downtown West project and the DSAP update (staff analysis, consultant studies, community feedback)
 - Oriented to the Council/Commission
- Community Meetings:
 - Detailed information, framing for discussion
 - Oriented to the general public (neighbors, developers, property owners, etc.)
- Partner Events:
 - Focused information
 - Oriented to target audiences

Discussion prompts for Next Week

1. What did you find most interesting about the feedback received this spring/summer?
2. What have you done with the recent input?
3. What big internal decisions do you have left to make this fall? Trade-offs you are grappling with?
4. What are the most common questions have you been getting lately?
5. What would you like to know more about from the public? From specific stakeholders?

Discussion prompts for Next Week

6. Would you recommend any changes to the Key Themes and Desired Outcomes identified in the 2018 Diridon Engagement Report to reflect community input gathered since then (2019-20)? Are these still the top themes, or would you re-frame them?
7. How has your project/plan/component considered and reflected these themes over time?
8. *What updates are needed to the information currently available at www.diridonsj.org/resources (Fall 2019 Boards and Handouts)?*

Next Steps

1. Prepare for discussion next week
 - a) Survey questions
2. Confirm timeline and outreach plan with Directors
3. Prepare game plans for each event
4. Start content for September events
 - a) Identify FAQs and responses
5. Follow up with SAAG members
 - b) Update handouts
6. Support partners in planning activities
 - a) Next Meeting: Aug 27?
 - b) Review desired feedback
7. Develop ideas for social media campaign