

From: [Groen, Mary Anne](#)
To: [DowntownWestD6](#)
Subject: Fw: Communications on Downtown West announcement 10-7-2020
Date: Monday, February 1, 2021 4:14:39 PM

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From: Groen, Mary Anne <maryanne.groen@sanjoseca.gov>
Sent: Saturday, October 3, 2020 8:40 AM
To: Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>; Ramos, Christina M <christina.m.ramos@sanjoseca.gov>
Cc: Moua, Louansee <Louansee.Moua@sanjoseca.gov>; Tran, David <david.tran@sanjoseca.gov>; Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>; Severino, Lori <Lori.Severino@sanjoseca.gov>
Subject: Re: Communications on Downtown West announcement 10-7-2020

Thank you Cheryl!

Mary Anne
Chief of Staff, Office of Councilmember Dev Davis

From: Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>
Sent: Saturday, October 3, 2020 8:30:01 AM
To: Ramos, Christina M <christina.m.ramos@sanjoseca.gov>
Cc: Groen, Mary Anne <maryanne.groen@sanjoseca.gov>; Moua, Louansee <Louansee.Moua@sanjoseca.gov>; Tran, David <david.tran@sanjoseca.gov>; Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>; Severino, Lori <Lori.Severino@sanjoseca.gov>
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Yes, sorry, I meant D3. Talking points heading your way on late Monday or Tuesday morning — need to give SMEs a chance to review, and directors will review on Monday afternoon.

I hear Google is giving presentations to you on Monday as well to inform on the nature of their updated project. Also, Google made a video + feedback form on the project, and staff are

similarly finalizing a video/ppt on the review process. These will post ahead of announcement and we will send you links. Info will be posting at www.sanjoseca.gov/GoogleProject and at www.diridonsj.org
—Cheryl

Sent from my iPhone

On Oct 2, 2020, at 9:46 PM, Ramos, Christina M <christina.m.amos@sanjoseca.gov> wrote:

Hi Cheryl,
Did you mean D3. And are there talking points we should be referring to and when will those be accessible for us to review?

Christina Ramos

On Oct 2, 2020, at 9:21 PM, Wessling, Cheryl
<Cheryl.Wessling@sanjoseca.gov> wrote:

Hi Mary Ann, Louansee, Christina and David –

Re the milestone on Wednesday Oct. 7 when we publish the Downtown West Updated Submittal and Draft EIR, we want you to be aware of the communications that we're planning:

Google is previewing with media

- Google is providing key media outlets with a preview of their presentation so reporters have a head start on being informed for the Wednesday publishing of these key documents. (We hear you are similarly being apprised.)

City News Release

- PBCE/OED are preparing a news release that explains the Updated Submittal and Draft EIR and the related public input processes. This will go out on Wednesday after the relevant documents are posted.

Spokespersons (media interest anticipated on Wednesday, Thursday) –

- Updated Submittal and City Review/Decision-Making Process, public input – Tim Rood, Planning Division
- DEIR and public input – Robert Manford, Planning Division
- Overall City positioning, development agreement – Kim Welsh (possibly also Mayor)
- D6, D2 communities – We'll share talking points on the documents/public input processes and refer media to CM offices as

appropriate.

Other Comms Tactics

- Email blast to SAAG members (Lori)
- Email blast to SAAG community mailing list (Elisabeth)
- Blog post on OED pages (Elisabeth)
- Social media: PBCE will develop social media and other depts will repost; also available to Mayor's Office and D-6.

If you have questions, happy to answer them!

--Cheryl

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