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Subject: FW: SJ SAAG (04.14) and Community Meeting (04.17) Notes
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Attachments: [SJ-DSA-DA SAAG 04.14.21 Notes.docx](#)
[SJ-DSA-DA Workshop 04.17.21 Notes.docx](#)

From: Dave Javid <dave@plantoplace.com>
Sent: Monday, April 19, 2021 5:50 PM
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[External Email]

Hi team,

Recognizing that the staff report for the PC meeting is being prepared, the team quickly pulled together notes from the Community Meeting (highlighting key themes across multiple small groups) and a summary of key takeaways from the SAAG meeting. We'll work on more "formal" meeting notes for review and upload to the project website this week.

See attached, hope this is helpful.

DAVE JAVID, AICP, LEED AP
Founder + Principal

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SJ DIRIDON | SAAG Meeting

Development Agreement

Q&A Summary

Date: Saturday, April 14, 2021 | **Time:** 6:00-9:30pm

DA Introduction/Overview (including Public Benefits framing)

- Delighted with collaborative team and plan that integrates community benefits so thoroughly
- High caliber of agreement that sets a standard for developers and paradigm for other cities
- Gratitude for the community that participated in process

Affordable Housing

- Commend 25% affordable housing requirement

Fund + Economic Opportunity

- Community led decision making in where funds allocated
- Concern about oversight of fund allocation
- Commend plan for prioritizing job training and employment opportunities, look for partners when implementing policy and plans for business stabilization
- Commend commitment to support workforce and blue-collar jobs, hope people working on campus will be able to live in SJ
- Tenant organization and education should be prioritized, this should be funded by funds that are accessible early on in the process

Parks/ Open Space

- Good start, hope to expand into other neighborhoods and hold other developers in DSAP to these standards

Transportation/ DISC

- Appreciate commitment to TOD
- Consider zone of impact, esp. outside of DSAP and how to mitigate increased traffic (Laurel, Grove, & Bush)
- Concern that Sharks access to parking has not been preserved

Community Benefits

- Thoughtful community benefits package responds to what the community asked
- Consider incorporating community land trust for long-term community control and empowerment
- Support focus on anti-displacement

SJ DIRIDON | Community Meeting

Downtown West Development Agreement

SMALL GROUP Summary

Date: Saturday, April 17, 2021 | **Time:** 10:00-12:00

1. What do you think overall?

a. Groups (1,2,3,4 and 5)

- i. Good presentation, goals, principles and context. This is a good start. Commend the City for getting the project moving so quickly and listening to the concerns of displacement. X3**
- ii. Hopeful that the first round of funding focuses on 1. Legal services for tenants facing eviction 2. Community land trust 3. Tenant education and organization (rent forgiveness & job training) X2**
- iii. Continue accountability with meetings to inform the community on progress, decisions made, and changes from the original plan. x2**
- iv. Credit to City and Google in engaging and developing a plan that is representative of the City and the Downtown will be represented again. x2**
- v. We are hopeful that the first leg of the early funding will directly support us. Fund manager will be responsible for working with the committee to make decisions.**
- vi. Still hearing high-level information about this complex and extensive program. Would like to see how district-scale utilities and how it will work, where that infrastructure will be in the Plan Area.**
- vii. Concerned with issues in the neighborhood are not being addressed including: food growth, housing, government corruption, listen to SAP, low park space and public access, Chicanos are not represented, and DA not valid.**
- viii. Concerned that the riparian corridor, public parks maintenance will fall on the City, not Google. Afraid this will lead to public parks deteriorating while private areas will be maintained. Parks should be maintained as well as or better than Google spaces.**

- ix. Concern that a similar experience will happen when Facebook moved into Palo Alto and people were being judged on how they looked.

2. Which types of strategies, programs, or outcomes would you prioritize to support job readiness and community stabilization using the early payment of \$7.5 million?

a. Groups (1,2,3,4 and 5)

- i. **We had these issues before the pandemic and they have gotten worse. x2**
- ii. **Make sure that undocumented folks have access to these resources too. x3**
- iii. **It's important to educate and inform the Latino community to get vaccinated.**
- iv. **Housing Support for most vulnerable. x2**
 - 1. **To pay back rent, overdue utility bill**
 - 2. **Build truly affordable housing (low-income and homeless communities).**
 - 3. **Resources for tenant services and support maintenance needed early.**
 - 4. **Need support for rent stabilization and long term leases all around the City - not just rental speculation**
- v. **Safety and Accessibility: Training should be accessible via transit or available in various locations. Always think about access for these programs.**
- vi. **Needs to be outcome-oriented. Need to see connection - for example, the outcome we are trying to achieve with job readiness.**
- vii. **Parks + Open Space plan does not have enough parkland or open space and a kind of discrimination. Private pay to play is not OK.**
- viii. **Climate change does not have a voice. All undeveloped land should be food producing.**
- ix. **Want university and museum built to memorialize what has happened in the City.**

- x. Job training and starting where the core of poverty begins. Without a job, you can keep rent and without rent you can't keep a job. Small programs needed to start and approach large corporations as needed.
- xi. Public school falls through the cracks because kids don't have stability at home. Funding for after school activities would help this.

3. What are your thoughts on the Fund concept, including the third-party manager structure and the composition of the Community Advisory Committee?

a. Groups (1,2,3,4 and 5)

- i. **Make sure to select the right people for the committee and that they actually think about the most vulnerable. This includes people with lived experience and community organizations (LUNA and Somos Mayfair) x2**
- ii. This is the largest fund for the community in this region. Great to see this rare opportunity of community empowerment.
- iii. Not to be influenced and be ethical
 - 1. May need to train the community advisory committee on ethics.
 - 2. Make sure that these committee members are not influenced by external administrators or by non-voting members.
- iv. Non-profits will garner political and financial power through this process.
- v. Other developers could add to the fund to continue supporting the low-income communities.
- vi. Question on diversity of voices on this committee - non-voting members, one from Google and would there be possibility to have local community organizations to have non-voting members?
- vii. Appropriate response, council members sometimes move it to their wishlist. Hopefully the committee will help keep that from happening. Process open and transferable, so diversity is up front.

4. Questions?

a. Group 1

- i. How long will it take to distribute the money? \$174M.
 - 1. Ricardo: It's per square foot of construction sent to the fund. The fund has a Committee that decides how funding will be distributed. The City nor Google will play a role in choosing where the funding goes. It's up to the committee. Needs to support low-income communities with housing, or employment programs. The organizations will not be selected until after the project is approved in May.
 - 2. Google focused on housing and union jobs. Google has maintained salaries for food and janitorial staff (more than 4M staff).
- ii. What is the role of the external administrators?
 - 1. This will be like a community foundation that will divvy out funds based on what the Committee decides and will be handling it.

b. Group 2

- i. **Edward** - Google has been very good at engaging, walking neighborhoods as volunteers. Their engagement should be the norm not the exception. Others coming into the Diridon area should take the same approach.
- ii. All real estate listings mention Google is coming. Massive displacement, which is really happening. Talking about big numbers.
- iii. **Amelia Rios** - Seen economy bump up. Affordable housing being built - when employees come from Google, will they be first in line? Or will it be within SJ entirely?
 - 1. Made available to all people
 - 2. Tenant preference - someone from a specific neighborhood, they would have preference & priority. City is working through legal aspects. Strategy on how to address displacement throughout the community.

c. Group 3

- i. What does affordable housing look like 20 years down the road?

- ii. What are the types of programs and opportunities for local students and pipeline from, for example, San Jose State into the workforce?
- iii. What made the City decide to hand over decision-making to the community and are there concerns about implementation?
(Alex Shoor)
 - 1. **(Nancy)** - The Fund comes directly from listening to the community and their desire to be included. Learned from SOMA and other examples in Oregon and Washington. Transparency and training are key. Interviewed 25 entities to come up with the structure.
- iv. **(Alex Shoor)** - Were there lessons learned from composition of the SAAG that could inform the committee selection?
 - 1. **(Nancy)** - Learning more and better ways to reach out to broader communities (Eg. keep using zoom?). In terms of committee structure, people considered will need to meet criteria. Learned from SAAG that everyone gets their voice heard. Organizations that are used to getting involved in policy-making are more comfortable having these discussions.
- v. **(Adina Levin)** How do the transportation programs relate to the equity goals? How will transportation benefits go to all? And when will this occur in the process? For example, usually transportation benefits go to full-time employees and not necessarily employees in retail, janitorial, or contract work.
(seconded by Alex Shoor)
- vi. **(Alex Shoor)** - if employees don't work directly for Google but are contractors (eg. janitorial staff), will they be able to get these benefits. Ideally everyone who works in the area will have the ability to get a transit pass. Would like to see more commitment on transit passes.
 - 1. **(Nancy)** - Hoping first TMA would be created in the area with funding from property owners/businesses. In the affordable housing component, supportive services will be provided through wrap-around services including mental health, job training, and transportation. The fund

could be used to deepen and expand the pilot programs in the area.

- vii. Look at unintended consequences on existing communities (e.g. displacement) as we see an influx of high-paying jobs.
- viii. **(Alex Shoor) Placemaking** - there are a lot of little things, but how to make this a district or culture, how to encourage placemaking and identity? How to brand this area as distinct? (seconded by Dotu)

d. Group 4 (no questions)

e. Group 5

i. **Matthew:**

- 1. Question - in the oversight performance slide. Google will transfer 40% constructed sqft? - explanation?

ii. **R: Thomas**

- 1. Development agreement document. 40% transferable sqft is to ensure the building out process.
- 2. Google to build 2M sqft...they will have 800,000 sqft to transfer to another developer.
- 3. Make sure there is flexibility to build.

iii. **Nam:**

- 1. Appreciate the City efforts on communicating the plan
- 2. Any research done that big companies invest in other areas, such as Urban Villages. Where micro HQs can be there, so people don't need to commute.

iv. **R:** Page 100 of DA document.