

OUTCOME

The objectives of implementing a César E. Chávez Memorial Walkway include paying tribute to the civil rights and non-violence teachings of César Chávez, having a dedicated walkway for the annual walk to honor César Chávez and tying together relevant landmarks in San José dedicated to César's memory and teachings.

This is the first phase of the project. Future outreach and planning regarding the implementation of the signage will be done in coordination with the Chávez Family Visions, Inc, the Mayor's office, the offices of Councilmember Nora Campos and Councilmember Sam Liccardo, Latino and Filipino community based organizations, labor organizations, neighborhood associations in District 3 and 5, the Redevelopment Agency through the Strong Neighborhoods Initiative, and the Department of Transportation.

ANALYSIS

Three community meetings were held in January through March 2009 in order to obtain community feedback on the route, sign design and landmarks.

The first community meeting was held on January 29, 2009 at 6pm at the Mexican Heritage Plaza. The community decided upon a route and relevant landmarks. The community preferred the César's profile picture as the main element of the sign design as opposed to other proposed images of the César Chávez Arch of Dignity, Equality, and Justice. The community was in agreement on the route of the walkway and decided that a second community meeting was needed in order to evaluate the changes to the sign design.

The second community meeting was held on February 18, 2009 at 6pm at the Mayfair Community Center. Community feedback provided consensus for the sign design, with few changes such as the colors of the sign and text color.

The final community meeting was held on March 4, 2009 from 6pm at the Mayfair Community Center. Community feedback provided consensus for changes made to the profile picture of the sign, with changes to the shading of César's profile and agreement for a yellow border. In addition, next steps such as possible implementation issues and fundraising efforts were also discussed.

Route (APPENDIX A)

The route of the memorial walkway will begin at the Plaza de César Chávez, down San Carlos Street and onto San Jose State University's campus, past the César Chávez Arch of Dignity, Equality, and Justice, and onto E. Santa Clara Street. On Alum Rock, the walkway will pass the Mexican Heritage Plaza, make a right on Scharff Ave (former home of César Chávez), turn right on E. San Antonio (past Our Lady of Guadalupe Church), turn left on S Sunset Ave (past César Chávez Elementary School) and a right on Kammerer and up King Street to Alum Rock, ending at the Mexican Heritage Plaza.

Landmarks

The landmarks proposed by the community included:

- Plaza de César Chávez

- César Chávez Arch of Dignity, Equality, and Justice

César E. Chávez Memorial Walkway

March 12, 2009

Page 3 of 3

- Mayfair Community Center
- César Chávez Elementary School
- César Chávez's former home
- Our Lady of Guadalupe Church
- Mexican Heritage Plaza

Signage (APPENDIX B)

The first community meeting evaluated four separate sign designs. Three out of four focused on the César Chávez Arch of Dignity, Equality, and Justice. The fourth design focused on César's profile picture. The community agreed that the profile picture should be the main element of the sign design. However, the community wished to use César's more recent photo provided by the Chávez Family. In addition, the community wanted additional changes relating to text placement and colors.

The second community meeting took César's updated profile picture provided by the Chávez Family and edited the sign with various text placements and elongated the sign with additional information at each corresponding landmark. Lastly, various colors and shading were also discussed.

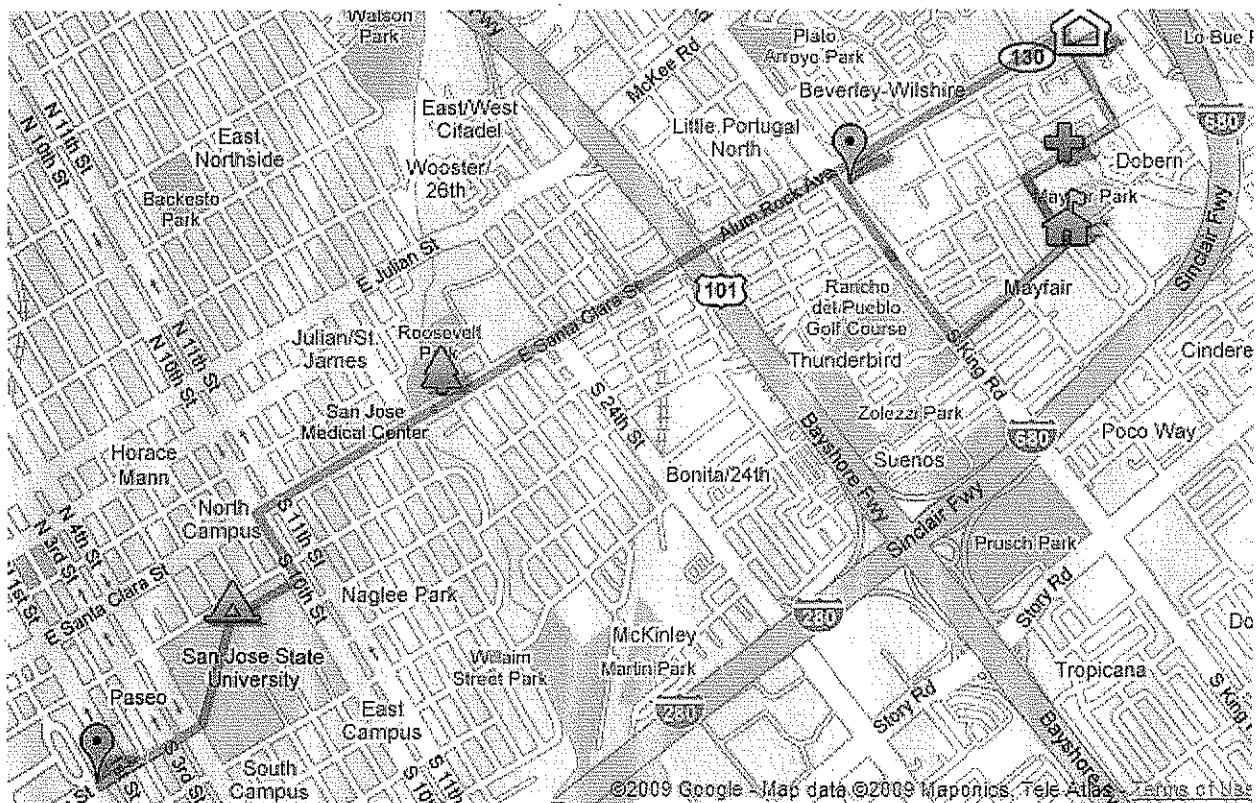
The final community meeting took the suggestions from the second meeting relating to colors and the shading of César's profile. Adjustments were made to the profile picture to reduce the shadowing of César's profile and the final color of brown was decided upon with the white text for easy to read text as well as a yellow border.

CONCLUSION

The César E. Chávez Memorial Walkway will pay tribute to the civil rights and non-violence teachings of César Chávez, provide a dedicated walkway for the annual walk to honor César Chávez and tie together relevant landmarks in San José dedicated to César's memory and teachings.

Through community outreach efforts a route, relevant landmarks and signage have been defined. Future implementation efforts regarding sign creation and placement will be spearheaded by the Committee to Honor César Chávez in coordination with the Mayor's office, offices of Councilmembers Nora Campos and Sam Liccardo, the Strong Neighborhoods Initiative, the Department of Transportation, and the Latino and Filipino community based organizations, labor organizations and other stakeholders.

APPENDIX A



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APPENDIX B

César E. Chávez
Memorial Walkway



PLAZA DE CESAR E. CHAVEZ

The site of California's first state capitol from 1849 to 1851 and the original 1797 Pueblo de San José, this park was named after Civil Rights Leader César E. Chavez in 1993 to recognize San Jose as the birthplace of his struggle for social justice.