

DRAFT PUBLIC INVOLVEMENT PLAN

Introduction

East San José includes six planned Urban Villages, a planned BART station, operating Bus Rapid Transit (BRT), many other operating transit routes, trails, freeways, and bike and pedestrian networks and gaps. The City and project team seek to develop a community-driven transportation plan to synthesize and advance past planning efforts, reflect the priorities of this culturally diverse neighborhood, and define a path forward for implementing multimodal transportation improvements within the study area.

A successful East San José Multimodal Transportation Improvement Plan (ESJ MTIP) depends on an inclusive and equitable public outreach process that will solicit input from key individuals and organizations as well as a broad cross-section of East San José’s communities and stakeholder groups. This project will also draw upon outreach and recommendations developed as part of ongoing and previously completed transportation projects in the study area. Close collaboration between city staff, the consultant team, and other current planning efforts will be essential.

This Public Involvement Plan (PIP) outlines strategies to involve and engage East San José’s various communities and diverse populations, detailing the ways the project team intends to seek and secure broad participation and the expected outcomes from such participation. This PIP is a living document that will be updated throughout the project to address changing needs.

Previous and Concurrent Planning Outreach Efforts

Numerous planning efforts have been completed or are currently ongoing within the ESJ MTIP study area. The table below summarizes the most relevant projects and their outreach elements.

Figure 1- Summary of Previous and Concurrent Planning Outreach

Relevant Project (lead Organization and year completed)	Project Focus	Outreach Efforts and Format	Key Strategies, Outcomes, Other Notes
BART Silicon Valley Phase II Extension Project (VTA, ongoing)	Prepare for and complete new BART stations in Santa Clara County	Ongoing Community Working Group (CWG) meetings	Ongoing conversation with key stakeholders to finalize 28 th Street BART station area TOD strategies and access recommendations
Envision 2040 General Plan (City of San José, 2018)	Defines guiding community values to support the adopted vision statement: “San José embodies the energy and vitality of its unique human, natural, and economic resources.”	Presentations to neighborhood groups throughout the City, coordination with targeted stakeholders	The plan organizes transportation facilities into typologies to provide a network of complete streets: grand boulevards, on-street primary bicycle facilities, main streets, city and local connectors, and residential streets.

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Relevant Project (lead Organization and year completed)	Project Focus	Outreach Efforts and Format	Key Strategies, Outcomes, Other Notes
San José Better Bike Plan 2025	Build a citywide bike plan that is safe, comfortable and convenient; build on the City's long-term General Plan goals for infill, TOD, and public space through the Urban Villages program	Public meeting at Emma Prusch Farm Park, wikimap; other outreach to take place at later stages of the project	To be determined; project scheduled for completion in Spring 2020
Better Bikeways for Central San José, (City of San José, ongoing)	Strategies to implement a better bikeways network through central San José, including protected bike lanes	Sixteen community meetings, presentations to 13 neighborhood groups; including open house format at City Hall	The plan recommends better connections on E. Santa Clara Street and San Antonio Street across US-101
East Santa Clara Street Urban Village Plan (2018)	Mixed use, pedestrian oriented district centered around East Santa Clara Street	Three community-wide workshops held in 2014, 2015, and 2017, and an online survey completed in 2014; coordination with CommUniverCity and San José State University Department of Urban and Regional Planning	East Santa Clara Street recommendations include investment to preserve and enhance the local business district and neighborhood, complete streets design, enhanced public spaces and connections to San José State University and other City destinations.
24 th and William Street Urban Village Plan (2013)	Mixed use, pedestrian oriented district centered around 24 th and William Street	The planning process was combined for the 24 th and William Street, Five Wounds, Little Portugal, and Roosevelt Park Urban Village Plans; which included two informational community meetings, and two community workshops in 2011 and 2012	The plan establishes a framework for a mixed use and pedestrian oriented district that supports the surrounding neighborhood and is integrated with the planned Five Wounds Trail. The 24 th and William Street Urban Village Plan calls for trail connections at intersections, and other multimodal policies.
Five Wounds Urban Village Plan (2013)	Mixed use, pedestrian oriented district centered around Five Wounds, Little Portugal	The planning process was combined for the 24 th and William Street, Five Wounds, Little Portugal, and Roosevelt Park Urban Village Plans; which included two informational community meetings, and two community workshops in 2011 and 2012	The plan establishes a framework for a mixed use and pedestrian oriented district to complement and support the Santa Clara-Alum Rock BRT project on East Santa Clara Street, and the extension of BART. The Five Wounds Urban Village Plan calls for trail connections and intersection improvements.

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Relevant Project (lead Organization and year completed)	Project Focus	Outreach Efforts and Format	Key Strategies, Outcomes, Other Notes
Little Portugal Urban Village Plan (2013)	Mixed use, pedestrian oriented district centered around Little Portugal	The planning process was combined for the 24 th and William Street, Five Wounds, Little Portugal, and Roosevelt Park Urban Village Plans; which included two informational community meetings, and two community workshops in 2011 and 2012	The plan establishes a framework for a mixed use and pedestrian oriented district to complement and support the Alum Rock Avenue BRT, and to shape future private and public development. Mobility recommendations focus on pedestrian connections and streetscape improvements.
Roosevelt Park Urban Village Plan (2013)	Mixed use, pedestrian oriented district centered around Roosevelt Park	The planning process was combined for the 24 th and William Street, Five Wounds, Little Portugal, and Roosevelt Park Urban Village Plans; which included two informational community meetings, and two community workshops in 2011 and 2012	The plan establishes a framework for a mixed use and pedestrian oriented district to complement and support the BRT on East Santa Clara Street, and to shape future private and public development. Mobility recommendations focus on pedestrian connections and streetscape improvements.
Alum Rock Avenue Urban Village Plan (2013)	Mixed use, pedestrian oriented district centered around Alum Rock Avenue	Four community meetings for community members and property owners were held in 2010, and one community meeting focused on rezoning was held in 2013.	The plan defines recommended Alum Rock Rezoning, applying ground floor retail and Main Street commercial zoning districts to the Alum Rock Neighborhood Business District between King Road and Highway 680.
Countywide Bicycle Plan (VTA, 2018)	Update to the 2008 Countywide Bicycle Plan and expand bicycle connections throughout the county	Public meetings in Gilroy, San José, and Cupertino; online mapping tool	The plan prioritizes cross county bicycle corridor within the study area, across barrier connections including E. Santa Clara Street and E San Antonio Street across US-680, and emphasizes network connections to access the Berryessa BART station and East San José
NextNetwork VTA (2017), and New Transit Plan (2019)	Strategies to improve the VTA transit network and connect with Phase I of the Silicon Valley BART Extension	A Year-long community conversation including area-specific webinars; additional community meetings planned for January and February 2019	Recommendations for frequency and routing changes for bus service in study area.

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Relevant Project (lead Organization and year completed)	Project Focus	Outreach Efforts and Format	Key Strategies, Outcomes, Other Notes
BART Station Area Planning Final Report (City of San José, 2016)	Station area planning and transportation/connectivity improvements for the Downtown San José and 28 th Street BART stations	One 3-day charrette with City of San José and SPUR	Recommendations include locating a BRT station at N. 28 th Street and E. Santa Clara Street, developing the Five Wounds Trail, and investigating a ped/bike bridge over US-101.
Five Wounds BART Station Area Community Concept Plan (Communiiversity San José, City of San José, and Five Wounds/ Brookwood Terrace Neighborhood Action Coalition, 2010)	Vision and action items for the future 28 th Street BART Station	Four community-wide workshops; 2 youth workshops; 1 Spanish-language workshop	Recommendations include vibrant plaza (Town Square) at planned 28 th Street BART station, framed by mixed-use development; street modifications, traffic calming; and streetscape improvements.

ESJ MTIP Public Involvement Team Members

To ensure that project communications are consistent and efficient, key public involvement team members are identified below, along with contact information and each person's primary role.

Figure 2 - Public Involvement Team, members, roles, and contact information

Name	Organization	Title	Contact Information	Primary Role
Meghan Weir	Nelson\Nygaard	Senior Planner	mweir@nelsonnygaard.com 415-281-6901	Consultant team, outreach manager
Jeff Tumlin	Nelson\Nygaard	Senior Advisor	jtumlin@nelsonnygaard.com	Consultant team, outreach advisor
Adam Dankberg	Kimley-Horn	Principal Planner	adam.dankberg@kimley-horn.com 510-350-0243	Consultant team, project manager
Tyler Wacker	Kimley-Horn	Planner	tyler.wacker@kimley-horn.com 510-350-0246	Consultant team, deputy project manager
Ana Vargas	SOMOS Mayfair		avargas@SomosMayfair.org	Consultant team, outreach team
Zelica Rodriguez	SOMOS Mayfair		zrodriguez@SomosMayfair.org	Consultant team, outreach team
Ellena Tran	Vivo		ellena@vivousa.org	Consultant team, outreach team
Doug Moody	City of San José	Planner	doug.moody@sanjoseca.gov 408-975-3295	City team, ESJ MTIP project manager
Pete Rice	City of San José	Planner	peter.rice@sanjoseca.gov	City team, planner

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Name	Organization	Title	Contact Information	Primary Role
William Velasco	Caltrans	Contract manager	william.velasco@dot.ca.gov 510-622-1641	Caltrans, ESJ MTIP contract manager
Nick Saleh	Caltrans	Project Manager	nick.saleh@dot.ca.gov 510-286-6355	Caltrans, ESJ MTIP project manager/primary contact
David Tran	San Jose City Council Member Peralez – D3	Council Aide	david.tran@sanjoseca.gov 408-535-4932	City Council Liaison
Stephen Ngo	San Jose City Council Member Diep – D4	Assistant to Councilmember Diep	stephen.ngo@sanjoseca.gov	City Council Liaison
Omar Torres	San Jose City Council Member Corrasco – D5	Community Engagement Director	Omar.Torres@sanjoseca.gov	City Council Liaison
Colin Heyne	City of San José	Public Information Manager	Colin.Heyne@sanjoseca.gov 408-975-3705	City Public Information Officer

Public Involvement Goals

The consultant team has identified the following key goals for the public outreach process that will support a successful ESJ MTIP:

1. **Build** on previous outreach work. Many transportation and neighborhood development projects have been completed or are currently ongoing in East San José. Stakeholders and community members have been participating in conversations about values, goals, recommendations, and priorities for many years. Synthesize what we've heard through other project work to inform an implementable MTIP.
2. **Listen** to the public through the most effective and convenient outreach methods to reach the neighborhood's diverse populations. The ESJ MTIP team will seek to meet the community where they are, to make engagement convenient for individuals/groups that may not otherwise participate in public outreach processes through the use of creative and/or innovative tactics.
3. **Educate** the community on basic principles and benefits of different modes of transportation and transportation solutions, including:
 - Economic, mobility, social, health, and environmental benefits of transit and active transportation
 - Key principles of neighborhood-scale transportation planning
 - Best practices and features of high-quality multimodal transportation networks
 - Value of multimodal choices and connectivity
 - Trade-offs between different types of investments and impacts to specific modes
4. **Connect** with community organizations, local leaders, and neighbors to gather additional feedback and learn how to develop actionable plans and projects that serve the study area. With targeted feedback,

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Implementation plans can be customized to reflect the specific needs of the neighborhood, within the context of the City's existing station area and complete streets planning needs.

Public Involvement Potential Challenges and Opportunities

There are risks and challenges inherent in any public involvement process, most of which present opportunities. The project team recognizes the potential risks and challenges outlined below and will tailor outreach materials and events with them in mind:

- Confusion over concurrent planning efforts and what has been accomplished with previous planning efforts (e.g., Urban Village plans, Alum Rock BRT, BART Phase II)
- Understanding why the City is undertaking a Multimodal Transportation Improvement Plan in East San José
- Long-standing assumptions about the need for and use of multimodal travel options by residents, visitors, and workers in East San José and throughout the city
- Lack of interest or limited public awareness of the value of their participation in this planning process
- Lack of public understanding or trust in the decision-making and public review and comment process
- History of frustration and distrust from some communities regarding government and planning processes
- Access to and getting quality input from hard-to-reach communities

Key Messages

The following messages will guide the project team throughout the public involvement process to ensure a consistent approach and clear communication about the project's purpose and engagement goals. Additional messages will be developed as the project's technical work advances. At its most basic, the ESJ MTIP will:

- Address the challenges of ongoing and future growth and development on the City of San José, and on the East San José neighborhood in particular, especially as it relates to upcoming transportation infrastructure changes (new stations, etc.). In other words, identify transportation improvements that will help residents and visitors in East San José to get the most out of upcoming growth and development.
- Build on what has been articulated in the many previous and ongoing transportation and development planning processes, to turn other outreach results into implementable projects. Start with what we've already heard from the community.
- Explore strategic multimodal investments to move more people, not just vehicles, in our capacity-constrained roadways. Find solutions for getting around the neighborhood and connecting to other parts of the city without adding more cars to the streets.
- Identify and prioritize East San José's near- and long-term transportation needs based on previous project findings, analysis and community input. Learn from the work that has been done before.

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- Guide decisions and identify investment priorities to meet the current and future mobility needs of the community, working within fiscal constraints. Find practical and implementable tools to improve mobility and access.
- Produce a report that includes a summary of a analysis, overview of community input and ideas, and a prioritized implementation plan supported by key performance measures. Document the process for developing recommendations, evaluating potential improvements, and identifying top priorities.
- Identify, explore and make recommendations for transportation and mobility investments and improvements that uplift and support community goals, alleviate current challenges, and prevent/mitigate harm to existing community. Focus on opportunities to ensure that this multimodal transportation plan and future projects that build on this process add value to the local community.

Established Stakeholder Groups

Neighborhood organizations or project-specific organizations have already established good contacts and legitimacy with their stakeholders. The project team will communicate through these groups, and connect with community elders to reach neighbors and community members directly through their trusted networks.

- Alum Rock-Santa Clara Street Small Business Association
- East San José PEACE Partnership
- Friends of Coyote Creek Trail (Larry Ames)
- Friends of Five Wounds Trail
- BART Transit Village Advocates (BARTVA)
- SOMOS Mayfair (Camille Llanes-Fontanilla)
- CommUniverCity (Imelda Rodriguez and Terry Christiansen)
- Santa Clara Street Business Association (Whats App group for business owners has been an effective way to community with a large group)
- Local elementary and high schools (parent groups, and send notes home with students for event noticing)
- East San José neighborhood associations and committees (District 5 United, Checkers, Five Wounds Brookwood Terrace, Los Suenos, Mayfair, Mt. Pleasant, Plato Arroyo, SilCreek)
- RideESSJ and San José Bike Party organizers (RideESSJ hosts neighborhood bike rides regularly on the second Sunday of the month)
- Si Se Puede Collective (Amigos de Guadalupe, Grail Family Services, School of Arts and Culture, SOMOS Mayfair, and Veggi elution; Veggi elution has a community meeting the first Saturday of each month)
- VIVO (Quyen Mai)

The team will also coordinate outreach efforts with VTA’s existing BART Silicon Valley Extension planning efforts, including the Community Working Groups (CWG). The above primary neighborhood groups and organizations that work within the study area will support project outreach through direct engagement, and as channels of communication with the broader East San José public to get the word out about the project. The Stakeholder Interview Summary in Appendix A includes additional details about neighborhood organizations and individuals who can support outreach communication.

Engagement Tools and Techniques

The project team will employ the following menu of engagement tools and techniques to communicate information to and solicit input and feedback from the diverse interests and community groups in East San José. Key engagement materials—such as online/printed surveys—will be translated into Spanish and Vietnamese, presentations and meetings will be conducted in these languages, and interpreters will be present at select events, as needed. The project team will work directly with community organizations to identify ways to make meeting materials available to a broad audience, and will partner with local organizations to incorporate additional translation services into meeting plans as necessary based on expected meeting attendance. For example, local Portuguese community organizations can provide translation support to their mono-lingual Portuguese speaking stakeholders. More information about each of these tools can be provided upon request.

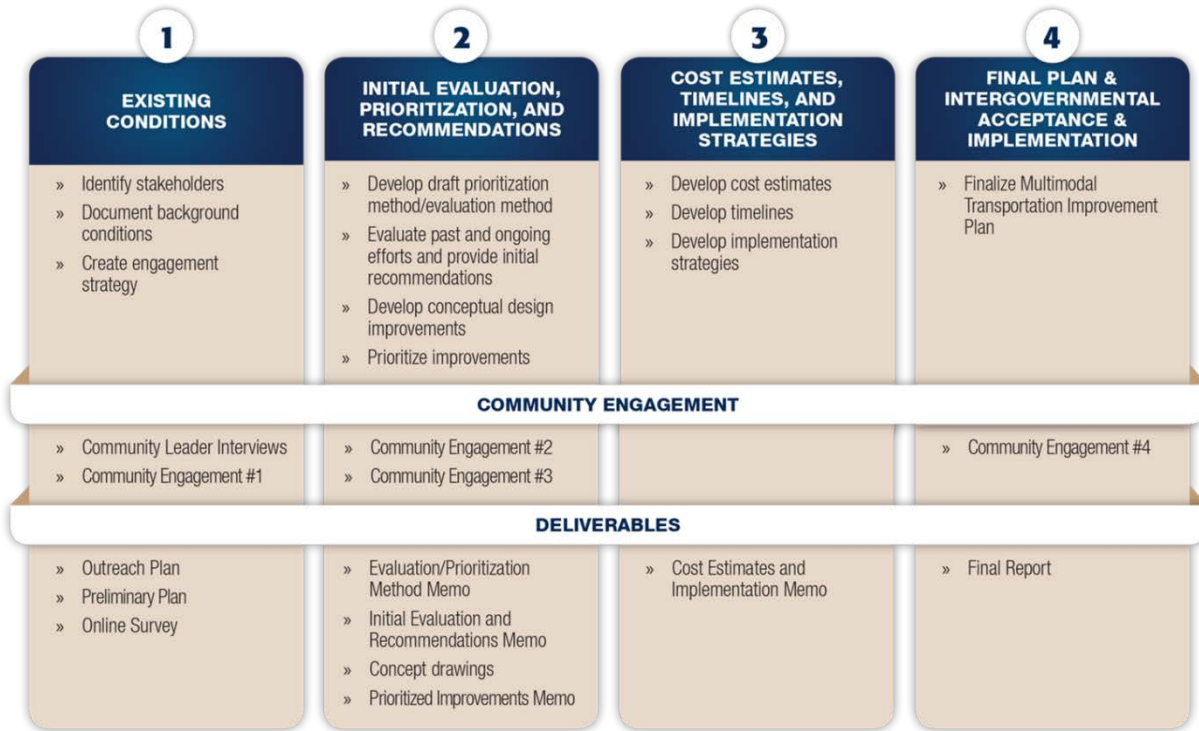
- Informal open houses with opportunities for one-on-one conversation with team members
- Meetings held at convenient and accessible locations centrally located within the community, such as Mexican Heritage Plaza
- Public meetings designed to be inviting and easy for families to attend, with kid-friendly activities/setting, food provided, and held at 7 p.m. on weeknights or Saturdays when most people are able to attend
- Coordination with “project ambassadors,” individuals who represent neighborhood or advocacy organizations, or are otherwise connected to the East San José community and can act as primary points of contact for the project team, and share information about meetings and opportunities for feedback directly with their neighbors and friends
- Presentations to community associations or as part of other ongoing projects (e.g., BART Community Working Group meetings)
- Pop-up engagement/workshops in convenient locations – these will be scheduled opportunistically to meet people where they already spend time, such as community events and festivals, at schools during student drop-off or pick-up time, at churches as services end, at bus stops, supermarkets (mainstream and ethnic), Eastridge Mall, and other community events; pop-ups will be designed to draw participants in with specific questions and/or a socially inviting format, such as coffee and snack tables
- Telephone interviews with targeted stakeholders (individuals or representatives of specific organizations) that are difficult to reach or may have unique input or information (e.g. neighborhood elders, identified in stakeholder interviews; see Appendix A for details)
- Content for project website, and other social media, e-blasts, community newsletters, local radio shows and other in-language media
- Online surveys (e.g., Maptionnaire) to gather input
- Briefings with Council Members and other elected officials

Community Outreach Approach

There are four rounds of targeted community engagement during which public input will be sought, which will be coordinated with internal stakeholder communication and engagement. Organizing the outreach into these phases ensures that the type of feedback received through different engagement tools and techniques is coordinated around project objectives and preparation of technical materials. Phasing also provides flexibility in the project schedule so that the targeted timelines can shift if needed. The following figure outlines a project approach focused on integrating community feedback and developing implementable recommendations.

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Figure 3 - Project Process



More specific detail about how the project team’s proposed approach is aligned with other elements of the ESJ MTIP project process is outlined below, along with the objectives and potential engagement tools for each stage of the project. Timeframes and engagement tools may change based on coordination with City staff and other projects.

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Overview of Outreach Tasks, Objectives and Engagement Tools

Figure 4 - Overview of Outreach Tasks

Project Stage	Description	Timeframe	Objectives	Potential Engagement Tools
Existing Conditions	Identify stakeholders, document background conditions, create engagement strategy; introduce the project to the broader community	December 2018 – March 2019	<ul style="list-style-type: none"> ▪ Solicit input, hear reflections on past planning studies ▪ Identify potential project ambassadors, and ask community leaders how they would like to be involved ▪ Introduce the project to the broader community; validate the consultant team's synthesis of past studies, mobility priorities, potential projects, and understanding of community transportation needs 	<ul style="list-style-type: none"> ▪ Informal interviews with community leaders ▪ Community Engagement #1 - pop up events to introduce the project to the broader East San José community ▪ Online survey #1 - in English, Spanish and Vietnamese, using a map-based platform to allow for location-specific feedback; surveys will be shared via links and email networks, and on tablets for in-person participation ▪ Coordination with project ambassadors
Initial Evaluation, Prioritization, and Recommendations	Develop draft prioritization method/evaluation method, evaluate past and ongoing efforts to provide initial recommendations, develop initial concept design recommendations and priorities	April – September 2019	<ul style="list-style-type: none"> ▪ Share and validate the project's prioritization methodology and present a refined list of specific projects for feedback from the community ▪ Confirm proposed project prioritization 	<ul style="list-style-type: none"> ▪ Community Engagement #2 - public forum with presentation with open house; pop up events to present specific projects ▪ Online survey #2 - in English, Spanish and Vietnamese, using a map-based platform to allow for location-specific feedback; surveys will be shared via links and email networks, and on tablets for in-person participation ▪ Community Engagement #3 – focus groups and meetings with identified community stakeholders ▪ Ongoing coordination with project ambassadors

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Project Stage	Description	Timeframe	Objectives	Potential Engagement Tools
				<ul style="list-style-type: none"> Translation and interpretation as needed
Cost Estimates, Timelines and Implementation Strategies	Develop cost estimates, timelines, and implementation strategies	September – November 2019	<ul style="list-style-type: none"> Incorporate feedback from previous outreach efforts, surveys, community engagement events 	<ul style="list-style-type: none"> No community engagement at this stage
Final Plan, Intergovernmental Acceptance, and Implementation	Finalize Multimodal Transportation Improvement Plan	November 2019 – March 2020	<ul style="list-style-type: none"> Share a draft of the final plan Solicit input on the projects proposed for near-term implementation Interagency acceptance and implementation 	<ul style="list-style-type: none"> Present to stakeholder groups at their regularly scheduled meetings or other established community events and meet with individual stakeholders Final coordination with project ambassadors

Detailed Task Activities

While the high-level schedule for outreach and engagement has been identified, the specifics of each phase may be adjusted as the project moves forward and the effectiveness of each tool is assessed. Details about Phase I are provided below, and a best approximation of details for each additional phase are presented below, and will be updated as necessary with substitution of tools to meet the evolving needs of the project.

Project Information Sharing and Communication

At all stages of the project, the project consultant team will collaborate with the City staff and other project partners to maximize the reach of communication and share information directly through familiar channels and trusted community leaders whenever possible.

During the stakeholder interviews in December, the project team began to identify a short list of local leaders and community connectors who are interested in sharing ESJ MTIP information on behalf of the project team. The project team will coordinate directly with these ambassadors to ensure they understand the primary objectives of each engagement effort, and can spread the word about events, surveys, new information on the website, etc. NN and KH will lead project ambassador coordination, and will solicit input and guidance from SOMOS Mayfair and VIVO for messaging support.

The project team will develop blurbs about the project, upcoming events, website updates, surveys, and other project information updates to share with project partner organizations, community groups, the City, and project ambassadors. In this way, ESJ MTIP project info can be included in newsletters and web links can be shared widely with established East San José networks and stakeholder liaisons. When applicable, we can provide talking points or written guidelines for announcements to be shared at meetings or on local radio programs. The project team will rely on City staff, SOMOS Mayfair, and VIVO to share messages, and will connect directly with other targeted stakeholder groups. There may be opportunities to make announcements on local radio shows (VIVO has connections to a weekly Vietnamese language radio show), and at regularly scheduled meetings, where stakeholders can share information directly with their own constituents, and in the primary language.

Existing Conditions

The first stage of public involvement will focus on introducing the project to stakeholders and gathering input about previous planning efforts to validate and/or revise the consultant team's understanding of community transportation needs. The key engagement tools and corresponding timelines are outlined below.

- **Stakeholder interviews—December 2018, and follow up conversations in January 2019/ ongoing**

The project team conducted stakeholder interviews with community leaders, advocacy organization representatives and City staff to share a project overview and solicit input about how to approach engagement, outreach events, and communication with stakeholders in the study area. These conversations informed the summary of East San José networks and community based organizations that is included above (listed under the *Established Stakeholder Groups* heading). Nelson\Nygaard (NN) worked with the rest of the consultant and project management team to develop stakeholder interview guides for conversations with technical stakeholders (City and VTA staff), and community and advocacy groups. NN, Kimley-Horn (KH), and the City project management team attended all of the interviews. SOMOS Mayfair and VIVO, local stakeholders representing study area community, and members of the consultant outreach team, attended one interview with other local community-based organizations. Six interview sessions with a total of 18 stakeholder participants were held on December 10, 2018 (see Appendix A for summary). Follow up phone calls will be conducted with additional community representatives in January 2019, and later as necessary to inform the

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consultant team’s understanding of outreach needs, and to connect with stakeholders who were unable to attend. The project team anticipates up to four additional phone call interviews.

- **Pop-up events (Community Engagement #1)– February – March 2019**

The project team will schedule one day of visits to key gathering spaces in the study area, such as supermarkets, and schools, to meet people where they already spend time. The pop-up events will utilize up to three NN staff, and support staff from the rest of the consultant team, including KH, VIVO and SOMOS Mayfair, to host tables at three locations in the midday hours, and three locations in the late afternoon/early evening hours, for a total of six pop-up locations all taking place on the same day. The team will develop materials that can be easily used in a variety of outdoor and high-traffic areas, which may include posters or handouts to present project understanding and solicit input about primary mobility challenges in East San José.

At this stage in the project, the consultant team has summarized some of the key recommendations and needs that came out of previous planning efforts, and will seek feedback about the following key questions: Do previous findings and recommendations still apply? What are the greatest mobility obstacles and needs within the study area? What issues should be prioritized to maximize benefits to East San José residents – such as safety, congestion, youth, elderly, public spaces, etc.? Feedback from the pop-up events will be gathered via a poster-sized maps and in-person survey questions. Responses will be documented, sorted according to location-specific comments and prioritization, and quantifiable data will be summarized so that it is consistent with the online survey responses (see below for online survey details).

Event noticing will include email blurbs and flyers for project partners to share; see above for project information sharing and communication. Because pop-ups will take place where people already spend their time, no extensive mailers are required for this stage. The project team will work directly with community organizations to distribute information and point interested members of the public to a project website. For example, VIVO is hosting a series of events at Eastridge Mall for the Lunar New Year celebration in early February. While Eastridge Mall is located outside of the official study area, this VIVO event will draw people from within the project boundaries, and presents an opportunity to connect with a wider audience. (As part of the project outreach team, VIVO staff can also gather information about potential stakeholders, such as home zip code, to help estimate the reach of this information sharing.) There may also be opportunities to coordinate with RideESSJ’s monthly Saturday bike rides, and Veggie elution’s monthly community meetings.

Depending on pop-up locations and expected participants, the events will either be conducted in Spanish with Vietnamese and English translation available, or in English with Spanish and Vietnamese translation available. Translation and meeting logistics planning will be supported by SOMOS Mayfair and VIVO. Meeting materials will be developed in coordination with the KH and City project management team.

- **Project website – February and March 2019/ongoing**

The project consultant team will develop content for a project website, which will share basic information about the project, upcoming meetings and opportunities for community participation and feedback, outreach materials, and project documents. The City will host the website, and all pages will have Google Translate functionality. Other outreach collateral and meeting materials will be developed in Spanish, Vietnamese and English throughout the course of the project to support outreach and communication needs, and will provide these translated materials for sharing on the project website. NN will lead website content development with input from the KH and City project teams, and SOMOS Mayfair and VIVO will support translation and provide feedback to refine messaging.

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- **Online survey – February – March 2019**

An online survey will be distributed to gather location-specific feedback about neighborhood transportation needs and priorities. The survey will be available in English, Spanish and Vietnamese, using a map-based platform to allow for location-specific feedback.

Surveys will be shared via links and email networks, and the project consultant team will develop email blurbs and flyers for project partners to share; see above for project information sharing and communication. VTA can add surveys to the Wi-Fi splash page, and can share via their PIMS screen at light rail and BRT stations. The Santa Clara Street Business Association has a WhatsApp group for business owners, and can share brief announcements and links to surveys through this network, along with other community organization email lists. The project team will provide tablets for in-person participation at pop-up events, and will work directly with local community centers and libraries to make online surveys available to the public. NN and KH will lead survey content development with input from City project team, and SOMOS Mayfair and VIVO will support translation and provide feedback to refine messaging.

Initial Evaluation, Prioritization, and Recommendations

During the initial evaluation, prioritization and recommendations phase, the project team will develop draft prioritization and evaluation methods, evaluate recommendations that came out of past and ongoing transportation planning projects, develop initial concept design recommendations, and identify priorities for implementation. The key engagement tools and likely corresponding timelines are outlined below.

- **Public meeting (Community Engagement #2) – April 2019**

The project team will host a public meeting with a presentation and open house format to share and validate the project's prioritization methodology and present a refined list of potential projects for feedback.

At this stage in the project, the consultant team has synthesized input from Community Engagement #1, and will seek confirmation and feedback about the following key questions: What are the issues and locations of greatest need/highest priority? What areas should be the focus for project implementation? What does the community prefer for potential solutions? What improvements do people like or want to change? What are the most critical, and what is missing?

The meeting will be scheduled to maximize access and participation among study area stakeholders, either 7 p.m. on a weeknight, or on a Saturday afternoon, when most people are likely to have flexible schedules. The meeting will be held at a convenient location such as Mexican Heritage Plaza. Event noticing will include email blurbs and flyers for project partners to share; see above for project information sharing and communication, including established channels for sharing emails and text messages. The project team will work directly with community organizations to distribute information and point interested members of the public to a project website. As possible, meeting announcements may be shared on local radio stations.

Depending on attendance expectations, the meeting will either be conducted in Spanish with Vietnamese and English translation available, or in English with Spanish and Vietnamese translation available. Translation and meeting logistics planning will be supported by SOMOS Mayfair and VIVO. Meeting materials will be developed by NN in coordination with the KH and City project management team. The meeting will be designed to be inclusive of the diverse community, and will include opportunities for one-on-one conversations and follow up discussion with project team members who speak Spanish, Vietnamese, and English, so all participants can communicate in the language of their choice.

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- **Pop-up events and workshops (Community Engagement #2) – April – June 2019**

The project team will schedule one day of visits to key gatherings spaces in the study area, such as supermarkets and schools, and regularly scheduled events hosted by community organizations, to meet people where they already spend time. The pop-up events will utilize up to three NN staff, and support staff from the rest of the consultant team, including KH, VIVO and SOMOS Mayfair, to host tables at three locations in the midday hours, and three locations in the late afternoon/early evening hours, for a total of six pop-up locations all taking place on the same day. The team will develop materials that can be easily used in a variety of outdoor and high-traffic areas, which may include posters or handouts to present potential preliminary concepts and questions to gather feedback, as outlined for the public meeting, above. As possible, pop-up events will be scheduled opportunistically to take place in high traffic locations and at established community events. As with the first round of pop-up events, the project team will work directly with community organizations to distribute information, and will publicize information about the project and workshops at established events such as Roosevelt Community Center’s annual Easter egg hunt, Silicon Valley Bicycle Coalitions Bike to Work Day events in May, local annual Cinco de Mayo festivities, and Viva Calle.
- **Online survey – April – May 2019**

An online survey will be distributed to gather feedback about priorities and potential preliminary concepts, to inform refining of project recommendations prior to developing details concept designs. The survey will be available in English, Spanish and Vietnamese.

Surveys will be shared via links and email networks, and the project consultant team will develop email blurbs and flyers for project partners to share; see above for project information sharing and communication. VTA can add surveys to the Wi-Fi splash page, and can share via their PIMS screen at light rail and BRT stations. The Santa Clara Street Business Association has a WhatsApp group for business owners, and can share brief announcements and links to surveys through this network, along with other community organization email lists. The project team will provide tablets for in-person participation at pop-up events, and will work directly with local community centers and libraries to make online surveys available to the public. NN and KH will lead survey content development with input from City project team, and SOMOS Mayfair and VIVO will support translation and provide feedback to refine messaging.
- **Community stakeholder focus groups (Community Engagement #3) – September 2019**

After concept designs and preliminary project priority recommendations have been developed, the project team will facilitate targeted meetings with identified stakeholders.

At this stage in the project, the consultant team has identified specific project concepts, including tradeoffs and potential implementation timelines, informed by input from Community Engagement #2 and technical analysis, and will seek confirmation and feedback about the following key questions: Are you comfortable with project tradeoffs and are there unanswered technical questions? Have we applied input to identify priorities effectively, and is this the right priority order? Do you have any concerns or feedback about near-term recommendations for improvements?

These focused meetings may include many of the same stakeholders interviewed in the first phase of engagement, project ambassadors, or other neighborhood and local business organization representatives depending on evolving project communication needs. These meetings will gather input about technical considerations from informed community members who can weigh in on implementation plans. NN will facilitate the meetings, and meeting materials will be developed by NN in coordination with the KH and City project management team.

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Final Plan, Intergovernmental Acceptance, and Implementation

After the initial evaluation, prioritization and recommendations, the project team will develop cost estimates, timelines and implementation strategies for the final ESJ MTIP. These will inform the draft Final Plan, and the project team will conduct a final round of outreach to solicit input on projects proposed for near-term implementation.

- **Presentations to community groups (Community Engagement #4) – February 2020**

The project team will present to stakeholders and community leaders at their established community events or regularly scheduled meetings. The team will work with project ambassadors and the City project management team to identify opportunities for targeted meetings that will facilitate strategic feedback. NN and KH will present at up to four meetings, and will coordinate directly with the host organizations to customize the format and invitation list to best reach the community. The meetings will be conducted in the dominant language of participants and translation services will be provided to accommodate diverse participation and communication. Translation and meeting logistics planning will be supported by SOMOS Mayfair and VIVO. Meeting materials will be developed in coordination with the KHA and City project management team.

The project team will also work directly with SOMOS and VIVO to identify additional opportunities to connect with community groups, so City staff can attend established meetings and make short presentations about this project in a comfortable setting that encourages dialogue with East San José's community-minded neighbors, advocates and activists. These additional checkpoints may take place throughout the project timeline as possible, with a focus on connecting with community groups, including some of the established stakeholder groups listed above, at the final stage of project outreach.

Key Audiences

The project management team will closely monitor participation at each public involvement event and outreach method to ensure broad and diverse feedback is achieved. The following outlines our approach to measuring success and participation throughout the process.

- Use the event RSVPs and in-person count estimates to track overall participation.
- Analyze survey responses to ensure participation from a cross section of the study area; quantitatively summarize participation and survey answers.
- Qualitatively evaluate public input to seek a diversity of participation with a goal of reflecting the demographic make-up of East San José.

According to census data, approximately 43% of the study area population speak Spanish at home, and approximately 10% speak Vietnamese at home. Immigrant residents make up approximately 38% of the City of San José's population¹, and East San José's culturally diverse community reflects this, with many other languages and backgrounds.

There are approximately 27,700 households in the study area, median household incomes range between \$29,545 and \$82,228, and most census tract median household incomes are below \$60,000. The project team will pursue participation from non-English-speaking community members and, as possible, will gather information about home zip codes and household incomes to check for representation of the diverse range of neighbors. In order to

¹ <https://www.sanjoseca.gov/DocumentCenter/View/61918>

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create a transportation improvement plan that truly represents East San José’s aspirations and meet people’s basic and future mobility needs, the team must be informed by a diversity of voices and perspectives.

- **Traditionally underserved populations** are a critical constituency for the ESJ MTIP.
- **Low-income populations (as well as immigrant and refugee populations)** often rely on transit, walking, and biking to get to jobs, school, and recreation. Affordable, safe, and reliable access to non-driving modes is a critical part of daily life for low-income families.
- The community of **people with disabilities** has historically relied upon public transportation services for access to work, recreation, and medical care.
- **Youth** are frequent users of a non-drive-alone transportation system, especially in the middle and high school years.
- **Community-minded neighbors, advocates, and activists** can help to make connections with the broader community and specific constituencies. The team seeks to hear the active and informed voices and arm them with information to further the efforts of the team’s engagement work.

To maximize participation and opportunities to communicate directly with the above groups, meeting venues will be selected for central location and accessibility. To track participation at each stage of community engagement, the project team will use home zip codes as an indicator of geographic representation, to ensure that we hear from people living in census tracts with low median incomes, and will take note of the numbers of youth participants at events.

General Protocols for Public Outreach

Notification strategies and materials review

The project team will work with the City to provide content for public outreach notifications for the project website, social media, community organizations’ newsletters, and other notifications as needed. The team will strive to provide at least a three-week notice for public meetings; for all other public activities (e.g., pop-up events, intercept surveys), the goal will be one-week notice.

Notification will occur in English, Spanish, and Vietnamese. The consultant team will arrange for translation/interpretation for multiple languages as needed at events, to support holding meetings in the dominant language (Spanish, Vietnamese, and English), and will partner with local organizations to address the translation needs of smaller groups depending on expected attendance/participation.

All notices sent by the project team will include the appropriate project logos and format and will include directions to request interpretation services for people who are hearing impaired.

Documentation

The project team will document each phase of outreach with summary notes and/or memo format and will maintain records of participation, public comments, and materials for use in final project reports.

APPENDIX A

Stakeholder Interview Summary

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Stakeholder Interview Summary | ESJ MTIP City of San José

STAKEHOLDER INTERVIEWS

Monday, December 10, 2018

9 a.m. - Christine Fitzgerald (Silicon Valley Center for Independent Living)

10 a.m. – Michael Brilliot, Michael Ogilvie (City of San José), Karen Gauss (VTA)

11 a.m. – Russel Hanson, Yves Zsutty (City of San José)

1 p.m. – Zelica Rodriguez-Deams and Ana Vargas (SOMOS Mayfair), Jesus Flores (Alum Rock Santa Clara Street Business Association), David Viera (Five Wounds Portuguese National Church), Ellena Tran and Ariano (VIVO), Vanessa Shieh (School of Arts and Culture)

3 p.m. – Terry Christensen (CommUniverCity and others), Carlos Diaz (Alum Rock Santa Clara Street Business Association), Danny Garza (Plata-Arroyo Neighborhood Association)

5:30 p.m. – Justin Triano, Luci Chavez (San José Bike Party, RideESSJ)

SUMMARY OF DISCUSSION AND FEEDBACK

How to partner, connect with communities

- Community based organizations can share updates and messages directly through existing channels
- Build on existing VTA's BART Silicon Valley Extension planning efforts, including the Community Working Groups (CWG)
- Engage with San José Bike Party and RideESSJ
- Silicon Valley Center for Independent Living (SVCIL) has a newsletter and substantial network for word of mouth; they can help find ASL interpreters for large meetings when we plan ahead
- Other organizations serving people with disabilities can share updates and meeting plans - Santa Clara Center for Visually Impaired, HOPE Services, DECARA, Project Hire

Existing communication channels

- Neighborhood organizations or project-specific organizations have already established good contacts and legitimacy with their stakeholders – communicate through these groups, and connect with community elders to reach neighbors and community directly through their trusted networks
 - Friends of Coyote Creek Trail (Larry Ames)
 - Friends of Five Wounds Trail
 - Five Wounds Brookwood Terrace Neighborhood Association
 - BART Transit Village Advocates (BARTVA)
 - Alofa (last name unknown)
 - Guadalupe Gonzales with SOMOS Mayfair
 - Gloria Zumurio with Arbuckle Neighborhood

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- Earnest Barajas with Cassell Neighborhood
- Sandy Flores with Capital-Goss Neighborhood
- Wooster neighborhood
- Hill View Neighborhood
- Mount Pleasant Neighborhood
- Juan Estrada in District 5 United
- Imelda Rodriguez at CommUniverCity
- Dario and Ramon Alerma at Mckinley Bonita Neighborhood
- Santa Clara Street Business Association has a WhatsApp group for business owners – this has been an effective way to community with a large group
- Connect with Paul P at the Mayor’s Office (he also works with the Mayor’s gang task force)
- Make use of schools – both parent groups, and send notes home with kids
- RideESSJ and San José Bike Party organizers reach large numbers
- RideESSJ has strong contacts with local youths
- Terry and CommUniverCity can share his email lists, and there is a graduate student who lives nearby and can allocate some time to support outreach
- Look for other related projects to collaborate/latch onto; VTA is applying for a grant to fund a central bikeway concept from Berryessa BART to Santa Clara, which may present outreach opportunities
- For a targeted meeting/focused discussion about the bike/wheeled experience, RideESSJ could set up a bike ride with the project team

Making online communication relevant

- Bring tablets to public outreach events so people can complete surveys in person
- Keep surveys very simple so they are easy to share
- Don’t rely on online communication to reach everyone – use text messages and WhatsApp, and word of mouth to expand the reach
- VTA can add surveys to the Wi-Fi splash page, and can use PIMS screen at light rail stations to get the word out
- Ensure that websites are formatted for compatibility with screen readers (tag images to note what is illustrated, link to text-based version when possible)

Where to hold meetings

- Mexican Heritage Plaza – most centrally located within the study area, already a fixture in the community, approachable
 - Roosevelt Community Center and Alum Rock Library also noted as options, but less ideally located
- Pop-up engagement/workshops in convenient locations – at schools during student pickup time, at churches as services end, at trail cleanups, and other community events
- Accessible locations

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Other messaging strategies

- Conduct meetings in Spanish and offer translation for non-Spanish speakers instead of defaulting to communication in English
 - Also consider Vietnamese and Portuguese as primary language or translation
 - Language barriers have historically impeded connections with the community
- Most public meetings are not well attended by the non-anglo communities; focus on making meetings more inviting and inclusive
 - Make meetings kid friendly and provide snacks. Add note to meeting invites
 - 7 p.m. on weeknights or Saturday afternoons are convenient times
- Pop-ups at bus stops and super markets are more convenient and easy for a wide cross section of the neighborhood; other pop-up style events could coordinate with other gatherings:
 - Church
 - Supermarkets like Tropicana on Story and King
 - Coordinate with San José Bike Party route so there is a chance for real time feedback at route stops
 - Consider planning around events like Cinco de Mayo where there is more street activity
- Start outreach conversation with a needs definition, goals and priorities; present opportunities and constraints so people can respond to something concrete
- This project needs to be discussed within the context of development and displacement pressures; acknowledge the impact that transportation investments can have
- It is especially important for people to hear directly from their neighbors and peers (a core group of stakeholders), not just the City/consultant project team
- Get the word out about this project/meetings at other project meetings (like the tiny house program)
- Written materials (mailers) should be in three languages (Spanish, Vietnamese and English)
- Facebook has been an effective way to get responses to surveys (people share broadly within their community)
- Leverage existing social media networks (Facebook, Instagram) such as RideESSJ and San José Bike Party
- There is a local radio show put on by the director of VIVO that could be utilized to announce events

Making transportation plans relevant

- Focus on the aspect of improved mobility so people know what's in it for them
- Focus on what has been implemented/built and successful so far to remind stakeholders of how their input is being used, and that transportation investments can make an impact
 - VTA's BRT ridership has increased, but many don't know that
- Be clear about the tradeoffs for different transportation investments
- Need to help people see the big picture about tradeoffs and benefits related to better connected networks
- Make crosswalks safer for children, especially around BART access points where there will be new trips
- There is a strong car culture on the East Side – explain how more options can work well for all
- Change expectations about free/plentiful parking, etc.
- Focus on street connections for trail system
- Focus on links between systems to improve connections/transfers; use universal design principals

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- The East Side is interested in more art in the neighborhood
- Emphasize place-making and opportunities to celebrate the history of the community
- Ask questions that make transportation more related to other interests – like, what’s your favorite pho shop, and how to you get there/how would you bike there?