



**San Jose  
Downtown Transportation Plan:  
Workshop #1**

**October 28, 2020**

# Agenda

**5:30pm**

- **Welcome & Team Introductions**
- **Workshop Goals**

**5:35pm**

- **Workshop Orientation & Ice Breaker**

**5:45pm**

- **Project Presentation**

**6:05pm**

- **Visioning Breakout Group Discussions**

**6:45pm**

- **Guiding Principles Discussion**

**7:15pm**

- **Wrap Up and Next Steps**



Eric Eidlin



Wilson Tam



Emily Breslin



Pete Rice



Jessica Zenk



Matt Haynes



Lilian Ayala



Corinne Winter



René Rivera



# Workshop Goals

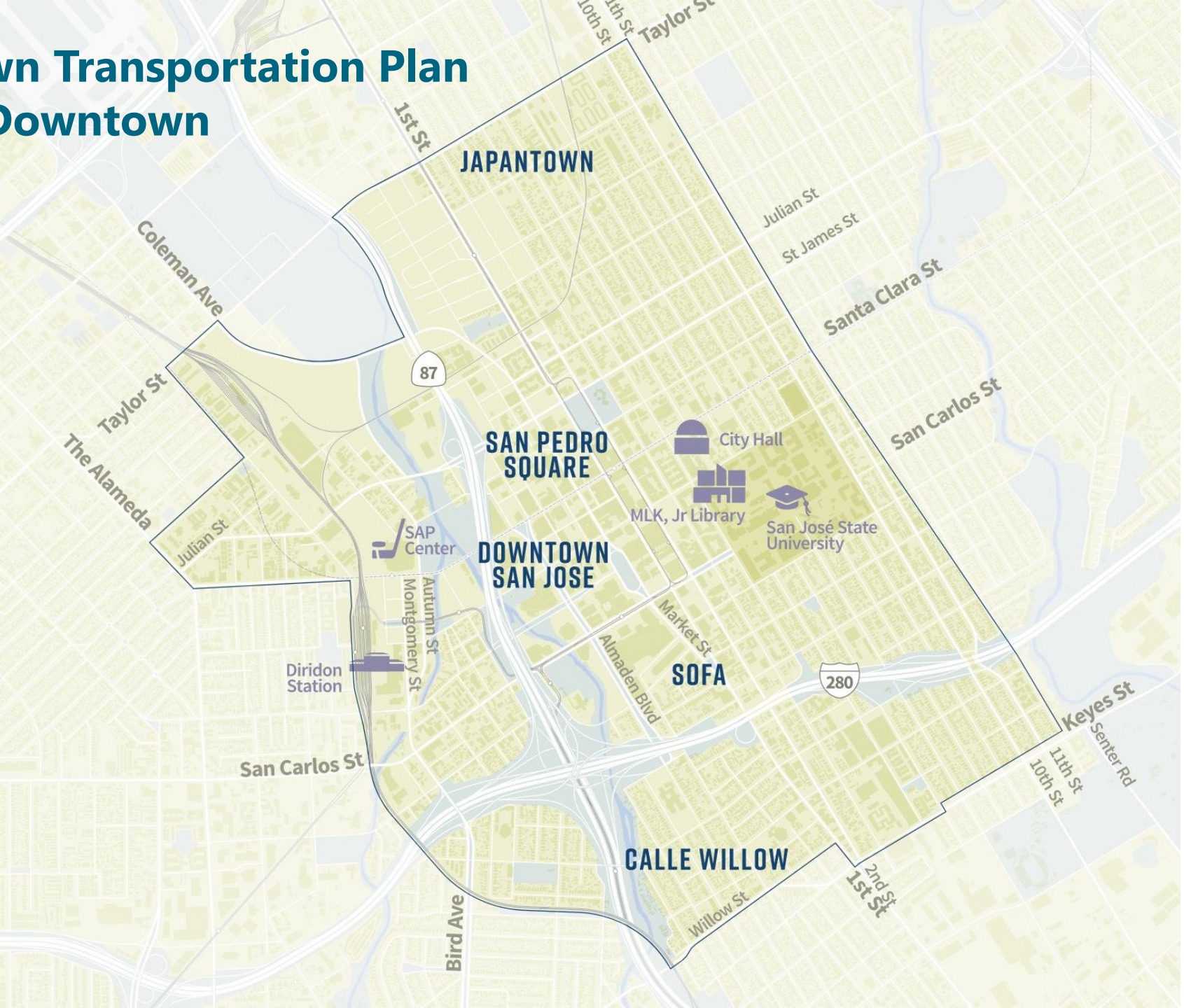
- **Learn about the Downtown Transportation Plan**
- **Share feedback on draft Guiding Principles and envision Downtown's future**

# Workshop Orientation & Icebreaker Activity

- Chatterfall
- Mentimeter Poll – go to Menti.com  
enter in code **51 75 86**

# Project Presentation

# Downtown Transportation Plan Greater Downtown



# Relationship to Other Plans

**Downtown West (2020)**

- Private development
- Mitigation
- Design guidelines

**Diridon Station Area Plan (DSAP) Update**

**Key Deliverables**

- List of Projects
- TMA/Parking

**Diridon Integrated Station Concept Plan (DISC)**

**Areas of Focus**

- Track alignment
- Station footprint
- Station/neighborhood interfaces
- Access planning
- Refined track design

**Downtown Transportation Plan (DTP) 2020-2021**

**Goals**

- Support and complement places
- Improve equity & access; circulation & navigability; streetscapes and public life

**Key Deliverables**

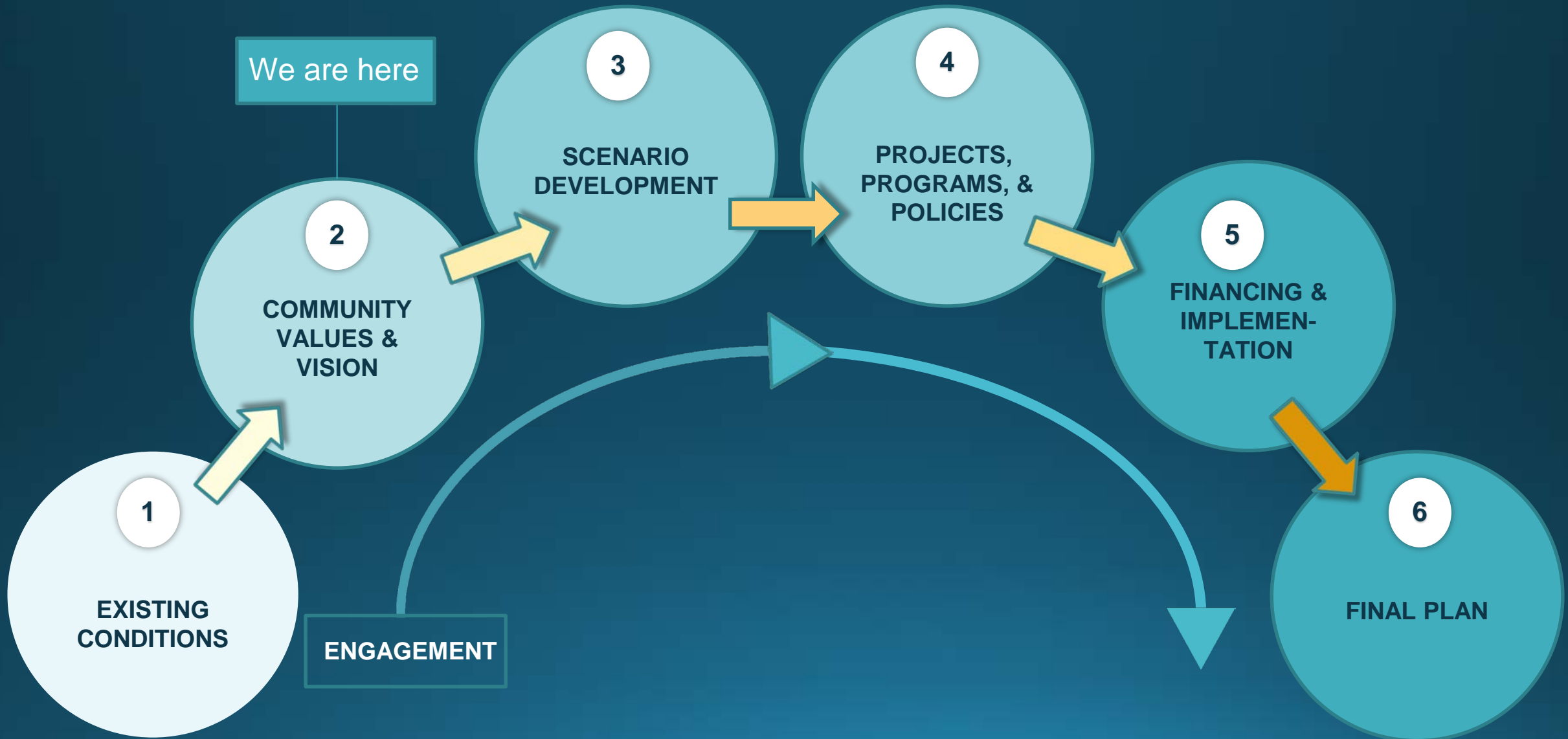
- Engagement Plan
- Equity Framework
- Public Life Assessment
- Parking & Curbside Management Strategy
- Transportation Network Vision
- Prioritized List Of Projects & Programs
- Conceptual Designs

DRAFT for feedback 6-12-2020





# Downtown Transportation Plan Process



# Equity Approach

- **Involving the community** at every stage of the Plan
- Empowering and resourcing **community organizations** - CBOs as engagement leaders and storytellers bringing messages in their own language to their own communities
- **Equity Advisory Committee**
- **Focused outreach** but also **breaking down silos** of communication
- **Taking the time for equitable engagement**, moving at the speed of trust, building empathy and understanding between city and community partners, leaders and residents
- **A feedback loop** that clearly conveys how community recommendations are incorporated



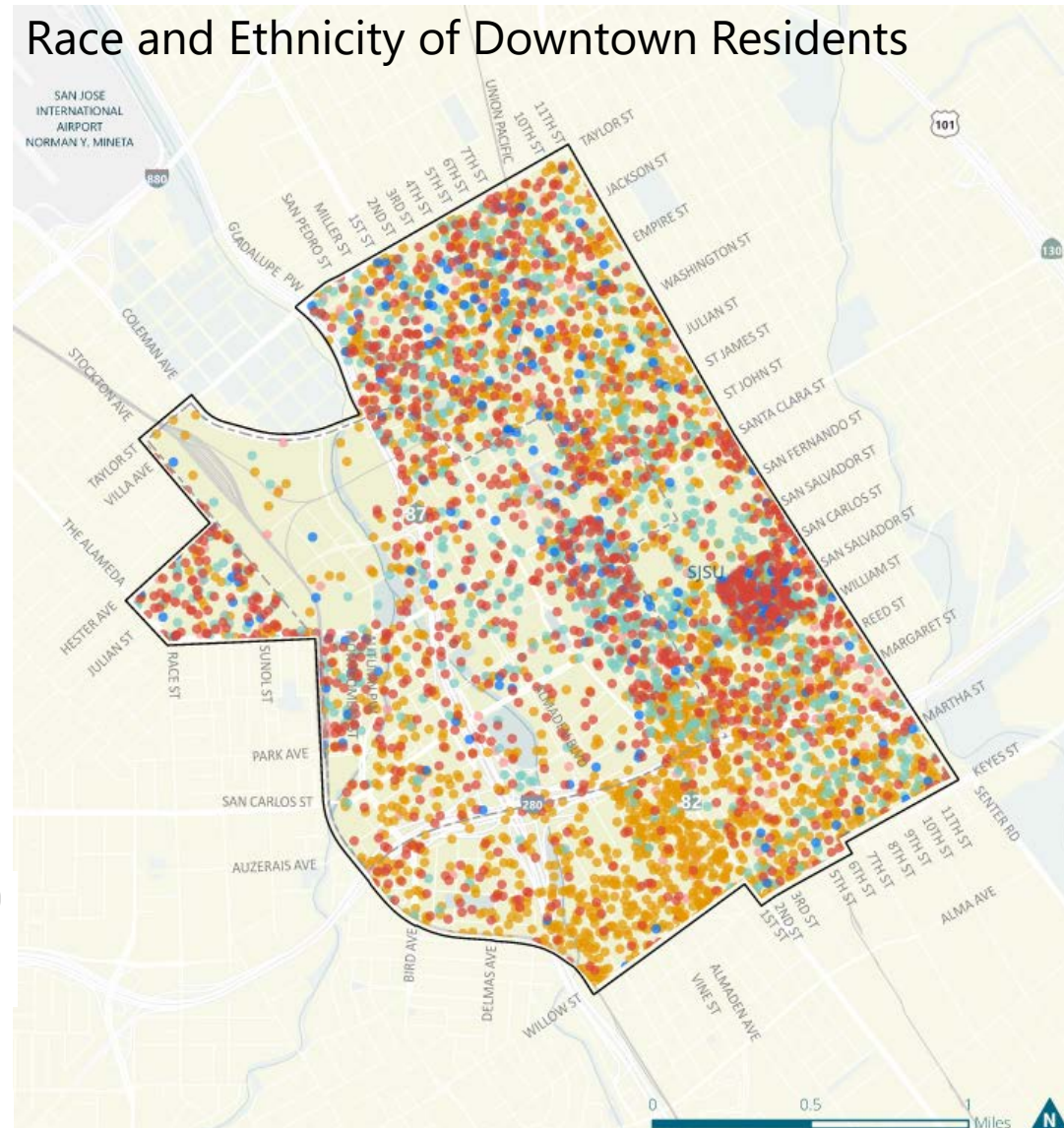
# Demographics, Race and Income

- Downtown San Jose today: **60,000 residents and 70,000 jobs.**
- **Downtown San José is a reflection of the city's diversity** – 40% of residents are Latinx, 30% are white, 20% are Asian and 5% are Black. (see map)
- The **average income** of Downtown residents is \$110,000, though 16% of Downtown residents have incomes **below the poverty threshold.**

Race and Ethnicity of Downtown Residents

Racial Distribution (1 Dot = 10 people)

- White
- Black
- Asian
- Latinx
- Other or Two or More Races



Source: U.S. Census Bureau, 2014 – 2018 ACS 5-Year Estimates  
Note: For display purposes, data was randomly distributed within the census block.

# How People Move around Downtown

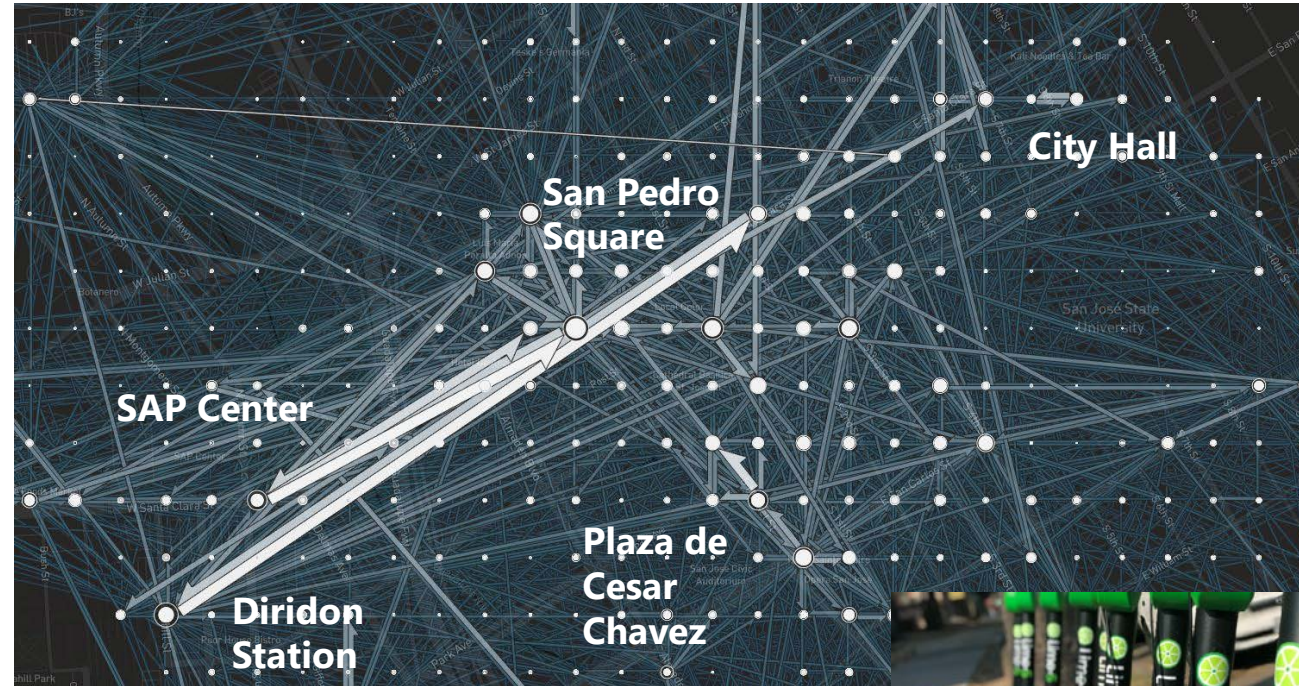
- About **20% of all trips** in Downtown San José are **made on foot**.
- Almost **45% of all trips** in Downtown San José are **less than 2 miles**.



# How People Move around Downtown

- On average **10% of Downtown residents walk or bike to work**, compared to the citywide average of 3%.
- **Scoters and other transportation modes** have become popular for **many types of trips** in and around downtown

## Scoter Routes Visualization



# Why is there a Downtown Plan?

- **City's General Plan 2040 Mode Shift Goals:** Increase commute share of walking, biking and transit trips to 50%
- **A lot of expected downtown growth** in the near future:
  - 10,000+ currently approved or proposed residential units
  - 15 million square feet of approved or proposed office space
- **New transportation changes underway:** including the new Diridon Station, BART, Caltrain Electrification, and emerging modes (like scooters and autonomous vehicles)



# Dual Functions of the Streets: 'Link and Place'



## Link

Street as a  
movement  
conduit

Design objective: **save time**

## Place

Street as a  
destination in  
its own right

Design objective: **spend time**



# What We've Heard So Far

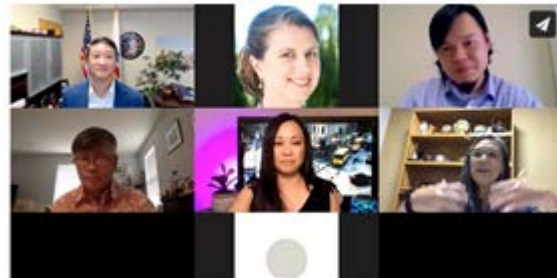


# Prior Digital Engagement

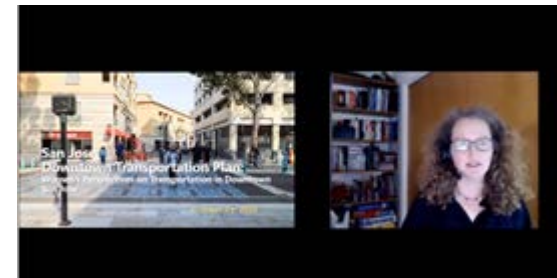
- Five Listening Sessions
- Speaker Series: 3 events in 2020 (more to be announced in 2021)



July 29, 2020  
**How Toronto's  
Experience can Shape  
San José's Future**



October 9, 2020  
**Asian Communities  
and Transportation in  
Downtown San José**



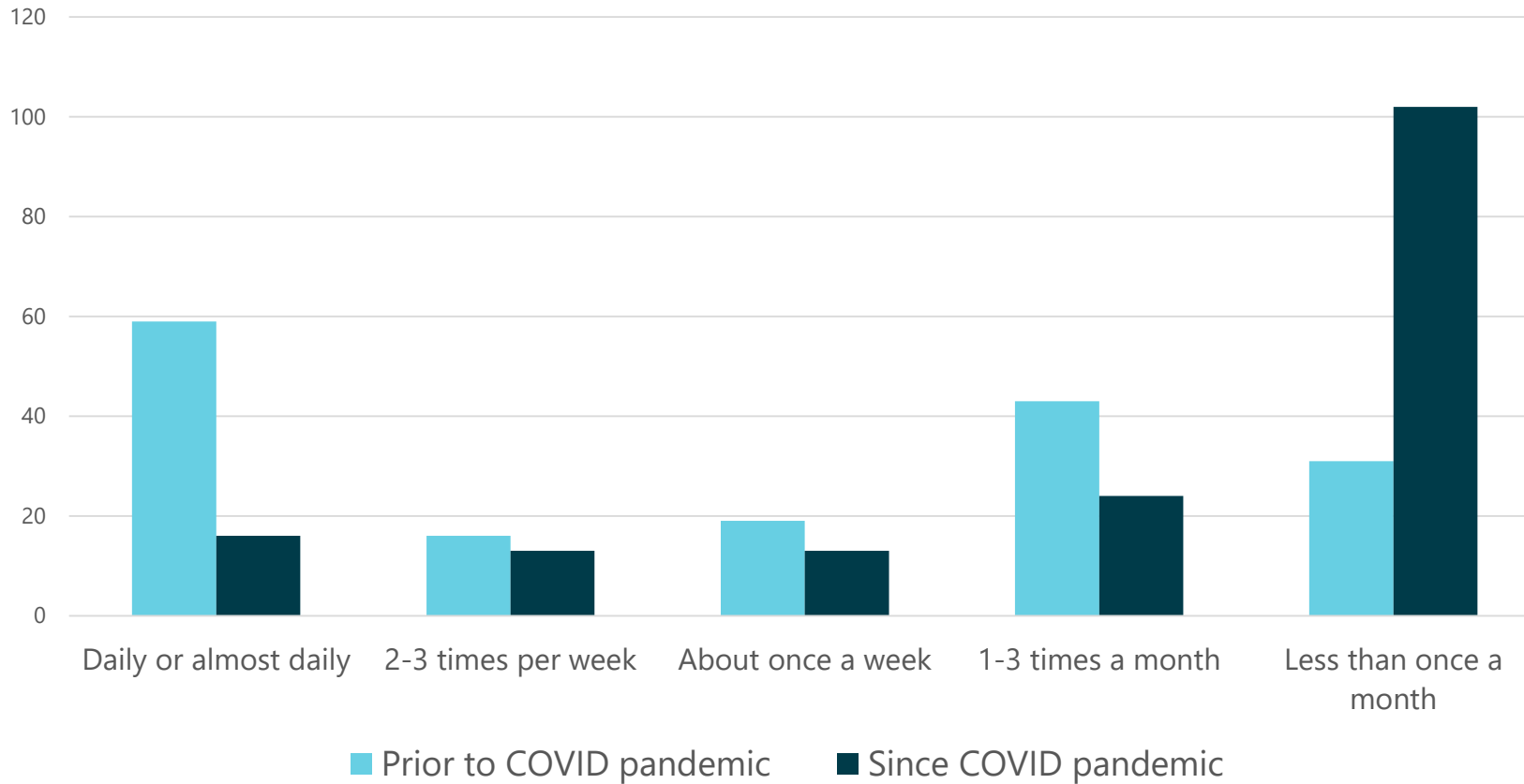
October 19, 2020  
**Women's Perspective  
on Transportation in  
Downtown San José**

# Ongoing Digital Engagement

## Preliminary Online Survey Findings

### How often did/do you go Downtown?

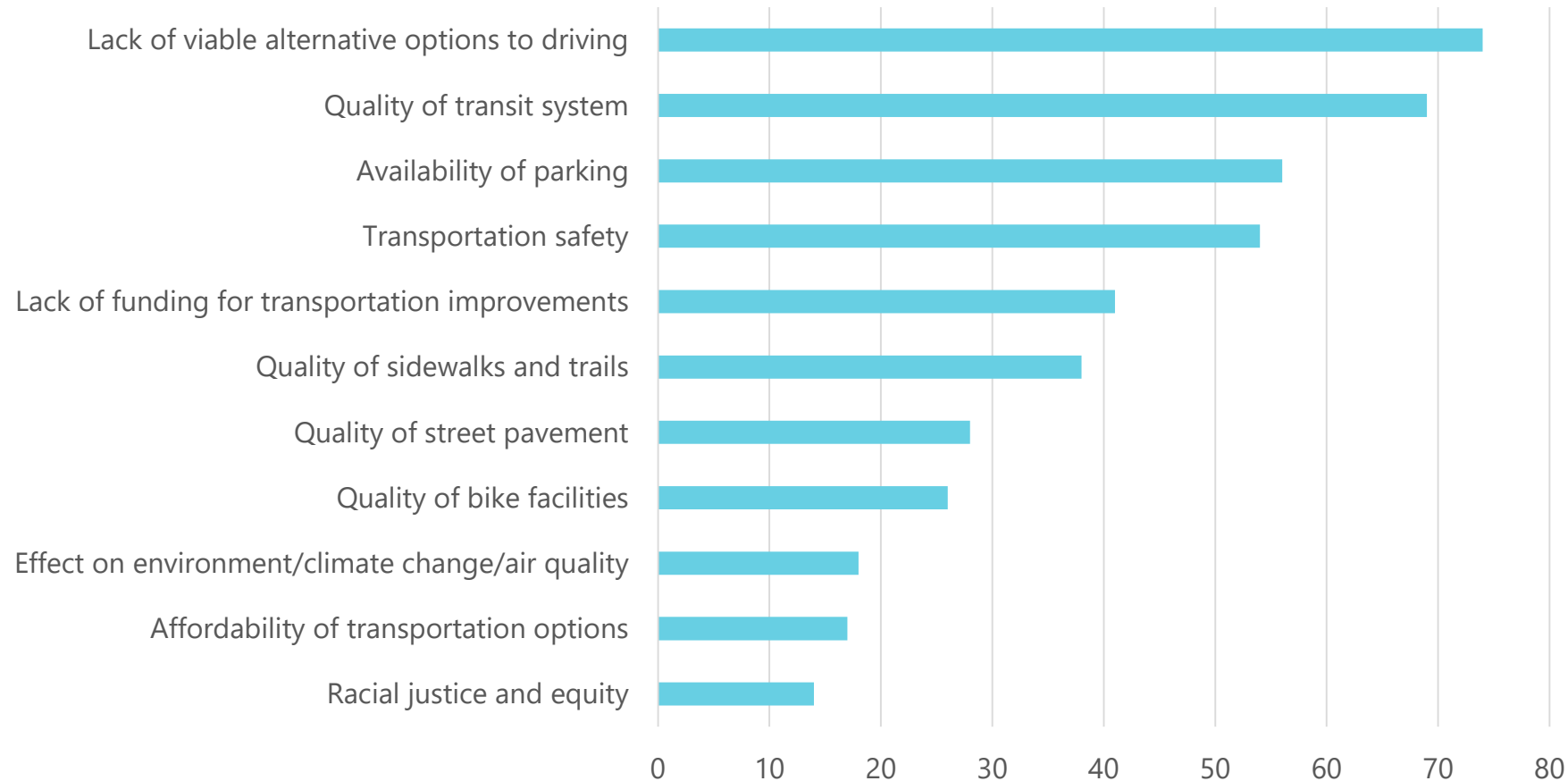
Number of individuals who selected each category. Out of ~200 response.



# Ongoing Digital Engagement

Preliminary Online Survey Findings

## What do you see as the largest transportation challenges facing Downtown?

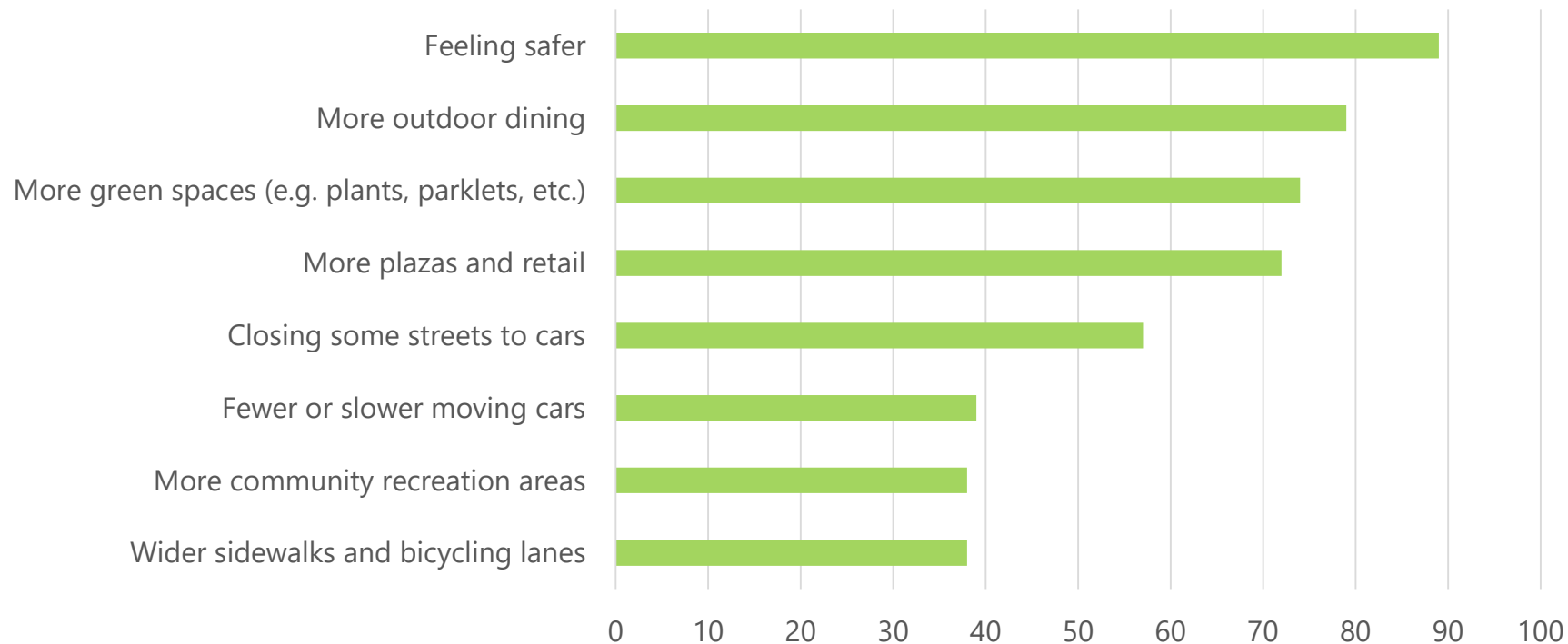


Number of individuals who selected each category. Out of ~200 responses.

# Ongoing Digital Engagement

Preliminary Online Survey Findings

**As the City moves into the recovery phase of the COVID emergency response plan, what changes might entice you to spend more time in the streets and public spaces of Downtown?**



Number of individuals who selected each category. Out of ~200 responses.

# Prompts for Potential Future Scenarios

# Upcoming Breakout Discussion

**Imagine it is 2040 and Downtown San José has abundant transportation choices with many people walking, biking and using transit to get to and around Downtown.**

**Businesses are thriving and the streets are lively. What is one strategy that transformed transportation Downtown that you were involved in?**

# Scenario Prompt: People Focused Downtown

- Focus on creating great places that are easily accessed
- Build upon previous Public Life efforts in Downtown



# Scenario Prompt: Big Transportation Moves

- Address barriers in downtown and improve transportation connectivity





# Scenario Prompt: Restorative Investment

- Focus on addressing past/present injustices



I-280 at Bird Ave in 1970

# Scenario Prompt: Promote Partnerships

- **Prioritize partnering with community and private sector**
- **Promote economic development through greater transportation investment**



# Breakout: Key Question to Discuss

**Imagine it is 2040 and Downtown San José has abundant transportation choices with many people walking, biking and using transit to get to and around Downtown.**

**Businesses are thriving and the streets are lively. What is one strategy that transformed transportation Downtown that you were involved in?**

# Visioning Breakout Group Discussions

# Visioning Exercise Report Back

# Draft Guiding Principles

# Draft Guiding Principles: People-first

**Include** a wide **variety of individuals** who live, work, and play in San José in the planning effort, and particularly to their need for **safety, health, dignity, comfort, and enjoyment.**

# Draft Guiding Principles: Place

Advance the vision of a **vibrant, creative, and livable** downtown with neighborhoods that are **complete**, unique, and reflective of our City's **diverse history**, for all types of people through smart transportation investments.



# Draft Guiding Principles: Equity

Support **equitable, affordable, and inclusive** access to places in Downtown San José for **all residents, workers, and visitors** to San José. Ensure that equity and the needs of **vulnerable populations** are incorporated into **all aspects** of the Plan.

# Draft Guiding Principles: Economy

Design a resilient multimodal transportation system that supports **people of all means** and **downtown economic development** in a fiscally **responsible** manner.

# Draft Guiding Principles: Climate

Support the City's **Climate Smart** goals of **resiliency**, reduce the number of trips taken by single occupancy vehicles, and increase the use of **clean travel modes**.

# Key Question to Discuss

**What do you feel is missing?**

# Draft Guiding Principles

**People-first:** Include a wide variety of individuals who live, work, and play in San José in the planning effort, and particularly to their need for safety, health, dignity, comfort, and enjoyment.

**Place:** Advance the vision of a vibrant, creative, and livable downtown with neighborhoods that are complete, unique, and reflective of our City's diverse history, for all types of people through smart transportation investments.

**Equity:** Support equitable, affordable, and inclusive access to places in Downtown San José for all residents, workers, and visitors to San José. Ensure that equity and the needs of vulnerable populations are incorporated into all aspects of the Plan.

**Economy:** Design a resilient multimodal transportation system that supports people of all means and downtown economic development in a fiscally responsible manner.

**Climate:** Support the City's Climate Smart goals of resiliency, reduce the number of trips taken by single occupancy vehicles, and increase the use of clean travel modes.

# Wrap Up and Next Steps

# Upcoming Outreach & Events

Learn more and register for events at <http://www.movesanjose.org>

## Upcoming Outreach Activities

- **Project Logo Contest** – follow us on movesanjose social channels!
- Online survey at <http://www.movesanjose.org>
- **"Online Open House"** on movesanjose.org from mid-Nov to mid-Dec
- Workshop #2 tentatively on January 20, 2020 from 5:30pm to 7:30pm

# Thank You!