

Attachment B – Phase II Outreach Summary

In January and February of 2017, VTA conducted a community engagement campaign that featured several community meetings, presentations, marketing, media coverage and outreach through businesses, community organizations and Title VI groups among others. The following lists summarize the Phase II outreach campaign.

External Engagement

- 2,500+ incoming public comments collected via phone, e-mail and specialized microsite <https://nextnetwork.vta.org>
- Nine public meetings held thus far resulted in:
 - Average attendance = 46;
 - Total attendance = 421
- 16 videos (2 live streamed meetings, 5 geographically-focused webinars, 8 college-focused videos) – key metrics include:
 - 4,300 views
 - 111 live viewers
 - 25,700 hours of watch time
 - 250 comments
 - 45 thumbs-up and 75 shares
- Countywide Title 6 mailing to 150 organizations
- Targeted South County Title 6 mailing to 80 organizations
- Community presentations include: Saratoga Senior Center, SJ District 1 Leadership Council, SPUR, Transform, Gunn High School PTA, Cupertino Chamber of Commerce, Hope Services, Centennial Recreation Senior Center (Morgan Hill), Traffic Safe Communities Network among others
- Outreach to Community Based Organizations, offering presentations/literature for distribution
- Educational Institution Transit Fairs: San Jose State, De Anza, SCU, City College
- Street Team ambassadors deployed in the field at major transit hubs for 10 days; reach was over 3,300 individuals.

Marketing Collateral

- Car cards translated in 5 languages on all vehicles
- Proposed discontinued route flyers distributed on affected bus lines
- Bus Stop signage at proposed deleted stations
- Light Rail Station and Bus Shelter Posters
- Passenger Information Message Signs on light rail platforms
- Bus Bench Ads
- Special Take Ones (passenger newsletter translated in 5 languages with proposed service map) on board buses and at major literature distribution points
- Two rounds of print newspaper ads in 24 publications targeting community and minority publications including: San Jose Mercury News, Silicon Valley Community Newspapers, Metro Newspapers, Gilroy Dispatch/Morgan Hill Times, El Observador, News for Chinese, Philippine

News, Korea Daily, Thoi Bao/Vietnam Daily News, Palo Alto Daily Newspaper, Santa Clara Weekly, Evergreen/Almaden Times

- Aggressive social media (Twitter, Facebook, Gov Delivery, Next Door) campaign promoting meetings and webinars

Digital/Others

- Wi Fi Splash Page directing riders to <https://nextnetwork.vta.org>
- Spanish language radio advertisements (KRZZ)
- Pandora Ads (targeted to Santa Clara County)
- Digital Display Ads (targeted to Santa Clara County)
- Eco Pass email blast
- Targeted email blast to North San Jose employers and to employers along the Express 185 route

Media Coverage

- 27 stories about VTA's Next Network appeared as follows:
 - 1/5/17 Jeannie Bruin's OpEd in SJ Mercury News, Palo Alto Weekly, Mountain View Voice
 - 1/6/17 SJ Mercury News and Morgan Hill Times
 - 1/9/17 SJ Mercury News, Biz Journal and KPIX Ch. 5 CBS
 - 1/10/17 SF Bay.com
 - 1/13/17 Biz Journal, SJ Mercury News and KNTV Ch. 3 NBC
 - 1/14-17/17 Milpitas Post and Saratoga Patch
 - 1/25/17 Palo Alto Weekly
 - 1/26/17 San Jose Mercury News and San Jose Blog
 - 2/6/17 San Jose Mercury News and Gun High School Oracle Newspaper
 - 2/7/17 Mountain View Voice
 - 2/8/17 Los Altos Town Crier
 - 2/13/17 South Comm Business Media
 - 2/15/17 San Jose Mercury News
 - 2/21/17 San Jose Mercury News (Roadshow) San Jose Mercury News (Herhold)
 - 2/21/17 Gilroy Dispatch
 - 2/27/17 San Jose Mercury News
- All main broadcast outlets were contacted resulting in stories or mentions as follows:
 - KNTV Ch.3, KTVU Ch.2, KPIX Ch. 5, KGO TV Ch. 7, KRON Ch. 4, Univision KDTV Ch. 14 and Telemundo KSTS Ch.48 (no story) KCBS (interview and story)
- Eight Headways featured blog articles about: Next Network Outreach effort, fare policy, status update, public input so far, video on how the draft plan would affect services to colleges, VTA's Street Team, the last public meeting night and the later release of the final plan; distributed through email, monthly newsletter and on all social media channels.
- Potential Stories Pending: We held media interviews on 2/21/17 with San Jose State University Update Television News, on 3/8/17 with San Jose News Group, and on 3/9/17 with San Jose Spartan Daily

Outreach thru Business Development Partnerships:

- Nate Donato-Weinstein: City San Jose Economic Development
 - Newsletter/first of the month

- Rahul Chandhok, 49ers
 - Newsletter
 - Emails/follow up in person meetings
- Alex Sanchez: ROEM developments
- John Boslet: Irvine developments
- Sharon Fredlund: BOMA
 - Newsletter
- Derrick Seaver: Silicon Valley Chamber/Organization
- Chris O'Connor/Matt Quevedo: SVLeadershipGroup
- Moffett, Mountain View, Stanford TMAs
- Economic Development Directors: Milpitas, Santa Clara, Sunnyvale, Mountain View
- Larry Carr: Joint Venture SV

Outreach to “Neighbors” in North 1st/Tasman/Montague/Brokaw:

- Glen Hendricks/PayPal
- Serena Poon/SV Bank
- Ali Ahmed: Cisco
- Dan Poritzky/Shawn Williams: LeEco
- Paula Kutansky-Brown: Next EV/NIO
- NXP
- Mike Jones: Cadence
- Dave Hendrickson: Oracle
- Michael Strle: Great Mall
- Rawley Bushman/Karin Hughes: Samsung
- Nerissa Flanderz: Infinitysolutions
- Applied Materials
- Fujitsu
- Michael Alba/Danielle Glaser: LinkedIn
- Ryan Kauffman: Apple
- Terry Smith: Microsoft
- Downtown Residential/Downtown Association
- Westfield Valley Fair: Scot Vallee

Outreach to Title VI Organizations

- Chi Am Circle Inc
- Dalai Lama Foundation
- Bread Of Life Evangelistic
- Walls of Faith Ministries
- Homeless Veterans Emergency Housing Facility
- Congregation Beth Am Reform
- Addison-Penzak Jewish Community Center
- San Jose/Silicon Valley NAACP
- John Stott Ministries
- Sri Satya Narayana Swamy Devasthanam
- International New Wave Ministries

- Correctional Institutions Chaplaincy
- ROCK of Salvation Church
- Christian Worship Center
- San Jose Christian Assembly
- North Valley Christian Fellowship
- Crosspoint Chinese Church Of Silicon Valley
- Bridgeway Church
- Good Shepherd Community Church
- BuddhistTzu Chi Medical Foundation
- Brahma Kumaris Silicon Valley
- Pakistani American Culture Center
- Baha'i Faith of Palo Alto
- Saint Vincent De Paul
- Project Victory
- Grace Lutheran Church E L C A
- Russian Orthodox Church Hall
- Native TANF Program
- Afghan Islamic Association
- African American Community Services
- American Indian Education Center
- Arab American Congress
- Asian Americans for Community Involvement: AAIC
- Assyrian American Association of San Jose
- California Italian-American
- Casa Do Benfica
- Castellano Family Foundation
- Center of Spiritual Enlightenment
- Chinese American Chamber of Commerce
- Hispanic Chamber of Commerce
- Mekong Community Center
- Mexican Heritage Corporation
- Mexican Heritage Plaza
- National Council of Negro Women
- National Latino Peace Officers Association
- Portuguese Athletic Club
- Portuguese Community Center
- Rahima Foundation
- San Jose Cambodian Buddhist Society
- San Jose Firefighters IAFF Local 230
- Santa Clara County Black Firefighters Association
- Society of Hispanic Professional Engineers Silicon Valley
- Somos Mayfair
- South Bay Japanese Community
- Taiwanese American Center
- Unique Zan Foundation
- Ujima Adult & Family Services

- Viet-American Cultural Foundation (vietacf)
- George Shirakawa Community Center
- Vietnamese American Community of Northern California
- Vietnamese American Council
- Vietnamese Cultural Association Inc of Santa Clara County
- Vietnamese Voluntary Foundation
- Washoe Tribe of Nevada & California
- California Israel Chamber of Commerce
- VIVE CHURCH
- Sanatana Dharma Kendra
- Unidos De Jesucristo
- SIREN (Services Immigrant Rights and Education Network)
- Council on American-Islamic Relations CAIR
- California Youth Chinese Symphony
- Multi-Cultural Center MCC (Santa Clara University)
- Silicon Valley Chao Chow Community Center of San Jose
- Glad Tidings Christian Chinese
- Rainbow Chamber Silicon Valley
- South Bay Church - North San Jose Campus
- WestGate Church - Saratoga Campus
- South Bay Church - Sunnyvale Campus
- Full Gospel Korean Assembly
- Chung Tai Zen Center Of Sunnyvale
- Sunnyvale Presbyterian Church
- Sacred Logos Resource Center-Sagos
- Christian Leadership Institute
- Korean Peresbyterian Church San Jose
- Triumphant Life Center
- Catholic Academy
- Resurrection Catholic Church
- Intersection Teen Ministry
- Oshman Family Jewish Community Center
- Balaji Temple
- Arab American Congress of Silicon Valley
- China Silicon Valley Association
- Chinese Community Center
- Chinese Seniors Club of Santa Clara Valley
- Chinese Software Professionals Association
- Eritrean Community In Santa Clara County
- Ethiopian Bay Area Muslims Assoc
- Ethiopian Community Services
- Fiesta Educativa Sur De La Bahia
- Filipino American Chamber of Commerce
- Filipino Youth Coalition
- German American Club
- Grupo De Carnaval Cultural Portugues De Sao Jose

- Hindu Temple & Community Center
- Hip Sen Association
- Hispanic Development Corporation
- Hispanic Foundation of Silicon Valley
- International Children Assistance Network (ICAN)
- Islamic Circle of North America (ICNA) Bay Area
- India Community Center
- International Hispanic Network
- Italian American Heritage Foundation
- Italian Mens Club
- Japantown Business Association
- Jewish Family Services Silicon Valley
- Jewish Family & Children's Services
- Jewish Federation of Silicon Valley
- Hillel of Silicon Valley
- Community Child Care Council
- Community Child Care Council
- Khmer Kampuchean Krom Buddhist
- Northside Community Center
- Korean American Community Services
- La Raza Roundtable de California
- Latinas Contra Cancer
- Little Italy San Jose
- Los Bomberos of Northern California
- Los Fundadores, the Founders and Friends of Santa Clara County
- Macla/Movimiento De Arte Y Cultura Latino Americana
- MACSA Youth Center
- Pars Equality Center
- Santa Clara Woman's Club Adobe
- Sociedade Filarmonica Uniao Popular
- Silicon Valley Black Chamber of Commerce
- Buddhist Compassion Relief Tzu Chi Foundation
- Evergreen Valley College
- San Jose City College

Draft Transit Service Plan Presentations

January 4	Tailgate at North Bus Yard Presentation: TransForm
January 5	Tailgate at Chaboya Bus Yard VTA Board Meeting – Release of Draft Plan
January 7	Joint Workforce Investment (VTA bus driver mentorship program)
January 9	Tailgate at Cerone Bus Yard City of Morgan Hill Staff Briefing
January 11	Presentation: VTA Technical Advisory Committee Presentation: VTA Citizens Advisory Committee Presentation: VTA Bicycle and Pedestrian Advisory Committee Community Meeting: Downtown San Jose
January 12	Meeting: Palo Alto/Gunn High School Parent Teacher Students Association Presentation: VTA Committee for Transportation Mobility and Accessibility Meeting: Amalgamated Transit Union Leadership Presentation: VTA Policy Advisory Committee Community Meeting: Milpitas
January 14	Presentation: San Jose District 1 Leadership Group
January 17	Presentation: SPUR San Jose Lunch Forum Webinar: Focus on Morgan Hill and Gilroy
January 18	City of San Jose Council Office Staff Briefing Community Meeting: Cupertino
January 19	Palo Alto/Gunn High School Parent Teacher Students Association Silicon Valley BART Extension Coordination Meeting Community Meeting: Palo Alto City Hall
January 23	Presentation: Grand Boulevard Initiative Working Committee City of Sunnyvale Staff Briefing Study Session: Palo Alto City Council Community Meeting: Campbell
January 24	Webinar: Focus on South San Jose Presentation: Los Gatos Senior Citizens and Community Services Presentation: Cupertino City Council
January 25	VTA Customer Service Briefing Presentation: VTA Administration and Finance Committee Presentation: Saratoga Senior Center Study Session: Morgan Hill City Council

January 26 VTA Customer Service Briefing
Webinar: Focus on West Valley

January 30 City of Los Alto Staff Briefing
Homeless Veterans Emergency Housing Facility

January 31 City of Campbell Staff Briefing
Study Session: Sunnyvale City Council

February 1 Presentation: VTA Committee for Transit Mobility and Accessibility
Presentation: CalWorks
Presentation: India Community Center
Presentation: Saratoga City Council

February 2 Presentation: Mountain View Transit Center Redesign Committee
Update: VTA Board of Directors Meeting (GM Report)

February 3 Presentation: Cupertino Chamber of Commerce

February 6 Community Meeting: Mountain View
Presentation: Sunnyvale Library Trustees

February 7 Meeting: Palo Alto/Gunn High School Parent Teacher Students Association
Webinar: Focus on Palo Alto
Presentation: San Jose BART Community Working Group
Presentation: Santa Clara City Council

February 8 Presentation: VTA Land Use and Transportation Integration Working Group
City of Milpitas Staff Briefing
Presentation: VTA Technical Advisory Committee
Presentation: VTA Citizens Advisory Committee
Presentation: VTA Bicycle and Pedestrian Advisory Committee

February 9 Presentation: Hope Services
Presentation: Traffic Safe Communities Network
Presentation: VTA Employee Advisory Committee
City of Gilroy Staff Briefing
Presentation: VTA Policy Advisory Committee
Presentation: Santa Clara BART Community Working Group
Presentation: Town of Los Gatos Transportation and Parking Commission
Presentation: Santa Clara County Cities Association

February 10 San Jose State University Transit Solutions Meeting

February 13 Presentation: City of San Jose Green Commute
Community Meeting: East San Jose

February 14 Presentation: Moffett Park Traffic Management Association

- February 15 Presentation: O'Connor Hospital Seniors
Presentation: Morgan Hill Seniors
Webinar: Focus on Milpitas and North San Jose
Community Meeting: Gilroy
- February 16 Presentation: Senior Round Table
Meeting: District 10 Council Office
Presentation: VTA Congestion Management Program and Planning Committee
Presentation: VTA Administration and Finance Committee
Presentation: VTA Safety, Security and Transit Planning and Operations Committee
Community Meeting: South San Jose
- February 21 Presentation: Silicon Valley Independent Living Center
Meeting: Santa Clara University Transportation Administration
- March 9 Downtown San Jose Business Association, San Jose State University, City of San Jose
- March 21 Milpitas City Council Presentation
- March 30 South County Cities