Background:
The City of San José, VTA, Caltrain, and the California High Speed Rail Authority (Partner Agencies) entered into a Cooperative Agreement earlier this year to develop a Concept Plan for the integration of existing and future transit services at a new, expanded Diridon Station. The vision is to deliver a world-class transportation hub that provides seamless customer experience for movement between transit modes within the station and into the surrounding neighborhoods and Downtown.

The Partner Agencies have hired Arcadis and Bentham Crouwel Architects to prepare the Concept Plan. The first phase of the Concept Plan process is beginning this month and is expected to go through June 2019. Each Partner Agency is providing a list of requirements to the consultant team, who will then develop multiple Scenarios showing how all of the transportation elements could fit together. Next will be selection of a Single Preferred Option. The Concept Plan will ultimately include high level conceptual drawings and guiding principles related to track and station configuration, passenger flows, station access, and integration with the surrounding urban fabric.

The Concept Plan process builds upon previous plans and will set the stage for future work. Through this process, the Partner Agencies will coordinate their respective capital projects (i.e., BART extension, Caltrain modernization, high speed rail) in order to develop a holistic Concept Plan and ultimately achieve the vision for the station and surrounding area. Following the Concept Plan, the next steps will generally include: detailed design and engineering, environmental review, identification of funding, construction, and operation.

The Cooperative Agreement states that the Partner Agencies will conduct a coordinated public outreach and engagement effort for the Concept Plan process. This document represents the Draft Outreach Strategy for the Diridon Integrated Station Concept Plan. Each agency will actively participate in the public outreach and engagement activities for the Concept Plan, although the City is taking the lead role in managing these efforts. Each agency will continue their own outreach efforts for their respective capital projects, but are committed to conducting those efforts in coordination with the Concept Plan process.

Roles in the Planning Process:

- The policy bodies of the Partner Agencies (e.g., San José City Council, VTA Board of Directors, Board of Directors of the California High Speed Rail Authority, and Peninsula Corridor Joint Powers Board) will have decision-making authority over the Concept Plan and related actions.

- The Partner Agencies will consult the community during multiple outreach phases corresponding to key plan milestones. The Partner Agencies will consider community input during development and evaluation of the Concept Plan Scenarios and selection of the Single Preferred Option.
Overall Outreach Objectives:
Throughout the community engagement process, the Partner Agencies aim to:

1. Keep the public informed and educate them about:
   a. the vision for the integrated station project and significance of Diridon Station to the city, region, and state.
   b. the purpose of preparing a high level Integrated Station Concept Plan as the next stage in the overall process of improving the station.
   c. the complex and integrated nature of this planning effort, including how it relates to individual projects by the Partner Agencies.
   d. the range of potential benefits and impacts to consider at this conceptual stage.
   e. the decision-making process and the role of the community in influencing decisions related to the Concept Plan.

2. Encourage active public participation by a broad range of the community.

3. Listen to and acknowledge the range of community perspectives, and provide feedback on how community input influenced key decisions related to the Concept Plan.

4. Foster a sense of pride and collective ownership in the Concept Plan.

Specific Objectives by Outreach Phase:
Each outreach phase will have a different focus to correspond with the Concept Plan process. Engagement during the front and back ends will emphasize informing and educating. In the middle of the process, there will be more emphasis on gathering feedback, when diagrams, drawings, and text associated with the Concept Plan Scenarios will be available for the community's reaction. The tentative outreach phasing plan is outlined here and shown graphically on the following page:

1. Scenario Development: Fall 2018
   a. Inform the community about the project vision, the scope of and rationale for the Concept Plan, and how it relates to past/current planning efforts (see Outreach Objective 1 above)
   b. Identify the major aspirations and concerns around the station concept, building upon outreach completed to date.

2. Scenario Evaluation: Winter 2019
   a. Present the key elements of the Scenarios to the community
b. Educate and obtain feedback on the trade-offs between each Scenario
c. Demonstrate how input from the previous phase was (or was not) incorporated

3. Preferred Option Selection: Spring 2019
   a. Present the Single Preferred Option to the community
   b. Describe how it meets the project vision and what trade-offs were made (rationale of key decisions)
   c. Receive suggestions for minor refinements to the Single Preferred Option
   d. Demonstrate how input from the previous phases was (or was not) incorporated

The policy bodies of the Partner Agencies are anticipated to provide direction to staff on the next steps for the Concept Plan in summer 2019.

Target Populations:
1. Transit riders of all modes that currently use Diridon Station: Caltrain, light rail, bus, ACE, Capitol Corridor, Greyhound, etc.
2. Residents and businesses in surrounding neighborhoods
3. Populations with a higher rate of transit dependence: lower income, youth, seniors, and people with disabilities
4. Interested Community-based Organizations
5. General public (residents, workers, businesses, etc.) – citywide/regional
Engagement Activities:
The Partner Agencies will conduct a range of coordinated engagement activities to inform the public and gather feedback. Events and tools may include the following:

1. Community Meetings catered to the objectives of each engagement phase (tentatively one per phase)
2. Stakeholder Meetings (Presentations to Organizations upon request)
3. Interviews with Community Leaders
4. Focus Groups with transit users
5. Online/Mobile Feedback Tools
   a. ArcGIS map-based tool
   b. Text survey through Granicus (Textizen)
6. Pop-up booths at or near Diridon Station and other locations
7. Non-Concept Plan Events held by Partner Agencies for related projects (e.g., BART or High Speed Rail community meetings)
8. Advisory Group Meetings (tentatively one update per phase)
   a. City’s Station Area Advisory Group (first presentation scheduled for October 18th)
   b. Partner Agency Working Groups and other stakeholder advisory groups
9. Policy Body Meetings:
   a. Diridon Joint Policy Advisory Board (JPAB)
   b. VTA Board of Directors
   c. San José City Council and subcommittees
   d. California High Speed Rail Authority Board of Directors
   e. Caltrain - Peninsula Corridor Joint Powers Board

Outreach Methods:
The Partner Agencies will strive to adhere to best practices to encourage broad representation of the community in the engagement process, such as the following:

1. Schedule Community Meetings in the evenings or on the weekends at transit accessible locations
2. Translate meeting notices, surveys, powerpoints, and key project information into Spanish and Vietnamese
   a. Offer live interpretation for these languages at Community Meetings
b. Accommodate requests for information in other languages

3. Offer light refreshments at each Community Meeting

4. Provide at least two weeks advanced notice

The Partner Agencies will provide information and meeting notices through a variety of mechanisms, such as:

1. Website: www.diridonsj.org (for posting event agendas and summaries, as well as sharing information)

2. Email lists (the official Diridon Station Area Civic Engagement list, Partner Agency lists, and others maintained by the City and community groups)

3. Social Media

4. Digital Ads

5. Press Releases

6. Assistance from Elected Officials, Advisory Groups, and Community Leaders

7. Fliers in the station area

**Documentation:** The Partner Agencies will prepare a Supplemental Report to the final Concept Plan that documents the public outreach process and the feedback received through community engagement efforts.