



MEMORANDUM

TO: Downtown East Valley Policy Advisory Board *K for*
FROM: Carolyn M. Gonot, Chief Development Officer
DATE: November 20, 2006
SUBJECT: Santa Clara/Alum Rock Enhanced Outreach Process

The request to conduct enhanced outreach for the Santa Clara/Alum Rock Transit Corridor project was raised at the October 2005 PAB meeting. Since that time, staff has identified the facilitator, Eileen Goodwin of APEX Strategies, and a qualified graphics firm to perform that portion of the work. Staff and Ms. Goodwin have also discussed the specifics of the Enhanced Outreach. This memorandum presents the proposed approach for the Enhanced Outreach process.

With input from the PAB, staff will work closely with APEX Strategies to develop a detailed work program and budget. If necessary, staff will return to the PAB with this detail for final review and approval.

Meeting Format

The mode decision for the SC/AR corridor has been debated among local representatives. To present both mode choices with the public, VTA suggests a forum-type format. During the forum, mode experts can discuss the design and implementation of either bus rapid transit (BRT) or light rail transit (LRT) in their particular cities. Experts will discuss their mode choices in terms of:

- Overall decision-making process;
- Construction impacts of each mode; and
- Corridor-wide impacts, including parking issues, ridership potential and economic development potential.

In addition to the mode experts, staff will present graphic displays of the BRT and LRT project alternatives. Staff will generate renderings at five locations along the Santa Clara/Alum Rock Corridor to display each site's existing conditions, as well as photo simulations for BRT and LRT (in interim construction phases and final service condition).

Attached is a sample rendering of a characteristic block on eastbound Santa Clara Street between 9th and 10th streets. There is no plan for a station at this location. A local bus stop



will be relocated to the west end of the block from another block, requiring the removal of three curbside parking spaces. This change would be true for both alternatives.

The forum will take place in downtown San Jose at San Jose City Hall. The facilitators will solicit audience participation and input. The meeting will be broadcast over public access cable. Staff is also exploring the possibility of broadcasting the forum in other locations, such as the Mexican Heritage Plaza.

Schedule

The Enhanced Outreach would occur in December 2006 through March 2007, in advance of the public hearings for the draft environmental document. During the December 2006 through February 2007 period, VTA staff will appear at SNI and other community meetings to discuss the project alternatives and promote the upcoming forum. The forum will occur in March 2007.

By conducting the Enhanced Outreach in advance of the public hearings for the environmental document, VTA will be able to incorporate the results into the document itself ensuring they are meaningful and reflected in the public record. The schedule assumes an April 2007 submission of the draft Environmental Impact Statement/Environmental Impact Report (EIS/EIR) to FTA. The release of the draft EIS/EIR is expected in June 2007 with public hearings in the June/July 2007 timeframe.