

# Community Oriented Design Enhancements (CODE) Program



## Background

---

In January 2000, Santa Clara Valley Transportation Authority (VTA) established the Community Oriented Design Enhancements (CODE) Program to ensure that 1996 Measure B Transportation Improvement Program Projects integrate the highest quality design enhancements which reflect the identity of the communities and neighborhoods in which they are located. In January 2000, Santa Clara County Board of Supervisors approved CODE funding for 1996 Measure B projects.

### The Program's goals are:

- To encourage creative collaboration among community members, artists, engineers, architects and other design professionals to enhance the character of 1996 Measure B Transportation Improvement Program projects.
- To promote well-designed transportation projects that are built at human scale and that integrate unique features into the built environment.
- To maximize funding resources by integrating community oriented design and art elements into the transportation projects at the earliest stage possible and by seeking contributions from the private sector and other sources.
- To create high quality community oriented design and art projects that are site-specific, and that respond to and reflect the cultural identities of the communities served.
- To promote distinctive projects that increase transit ridership and contribute to a positive experience for users of all transportation modes.

## CODE Committee

---

The CODE Committee provides oversight for the CODE Program. It includes three representatives of each city with an eligible 1996 Measure B Transportation Project. Other members include one representative from each of the following: the Measure B Transportation Improvement Program, Santa Clara County, Caltrans, Caltrain, and VTA.

## Eligible CODE Projects

---

CODE projects are integrated into 1996 Measure B Transportation Improvement Program Projects, including light rail, Caltrain and the Route 85/U.S. 101(North) Interchange Project. CODE projects may include a wide variety of enhancements, including landscaping, urban design features and artwork integrated into stations/shelters, maintenance and power facilities, parking facilities, bridge structures, soundwalls, landscaping and streetscapes.

## CODE Program Budget

---

The 1996 Measure B Program budget for CODE is \$7.3 million for rail projects, including \$0.1 million funded by the City of Campbell for CODE projects in the Vasona Light Rail Project. \$0.6 million is also allocated for the Route 85/U.S. 101 (North) Interchange Project.

## CODE Project Development

---

Artists, urban designers and landscape architects work closely with the cities' staffs to develop concepts for CODE projects within the 1996 Measure B Transportation Improvement Program Projects. The CODE Committee will review their designs and concepts, based on input from project managers and local communities and neighborhoods in which they are located.

*continued on reverse*



**Community  
Outreach**

---

Public information and community outreach activities are essential to the success of 1996 Measure B Transportation Improvement Program Projects and the CODE Program. Public participation can result in a greater sense of community pride and ownership, increased ridership, and decreased vandalism. VTA and the cities coordinate community outreach efforts for the CODE Program throughout the development of CODE projects and during construction of the 1996 Measure B Transportation Improvement Program Projects.

**How to Reach Us**

---

For more information on the CODE Program or existing bus, paratransit, and rail transit services, call VTA Community Outreach at (408) 321-7575, TDD only at (408) 321-2330, or visit us on the web at [www.vta.org](http://www.vta.org).