



Santa Clara Community Working Group Meeting

Date of Meeting: June 16, 2016 (4:00 p.m. to 6:00 p.m.)

Attendees:

Members in Attendance: Jack Morash, John Urban, Chris Shay, Ron Miller

Members not in Attendance: Sudhanshu Jain, Steve Bures, Rahul Chandhok, Denise Harris, Chris Lepe, Richard Fedesco

Other Speaker Attendees: Krishna Davey (VTA), Ron Golem (VTA), Samantha Swan (VTA), Brent Pearse (VTA)

Project Team in Attendance: Leyla Hedayat (VTA), Kevin Kurimoto (VTA), Angela Sipp (VTA), John Davidson (City of Santa Clara), Eileen Goodwin (Apex Strategies)

Project Team not in Attendance: Janice Soriano (VTA)

Location: Historic Railroad Society, 1005 Railroad Avenue in Santa Clara, CA

Summary:

The Meeting agenda included:

- Welcome and Introductions
- Follow Up Items – Facilitator
- Project Update—VTA Staff
- Schedule Update – VTA Staff
- Construction Methodology-VTA Staff
- Joint Development-VTA Staff
- Construction Community Outreach Research Update-VTA Staff
- Next Steps – Facilitator
- Review Action Items
- Next Meeting Date (September 15, 2016 4 p.m.-6 p.m.) – Location: Historic Railroad Society, 1005 Railroad Avenue in Santa Clara – Facilitator

Key Issues/Comments/Questions:

Comment/Question	Response
Follow Up Items/Schedule	
None	
Environmental Process Update	
What is the order of magnitude of the VTA Board level decisions?	The VTA Board will be taking action on station options at Diridon and San Jose Downtown.
Will the South Bay Historic Railroad Society be getting a mailed copy of the environmental document when it is available?	Yes. In addition, VTA staff will be contacting your group for a meeting to go over the findings.
Will the Diridon north option cause any transfer issues between modes at Diridon it looks like it could be further away from Caltrain for example.	The VTA will be creating a Master Plan that will prioritize the transfers and the pedestrian access between the modes can be adjusted in either option to accommodate and prioritize the most popular movements.
Construction Methodology	
This looks like an incredible technology and a real game changer. Would you agree? Is 45' a risk?	Yes. It is an exciting option. The Barcelona system is inspiring and these types of tunnels have been used in the highway and water delivery industries for a while so we feel that there is enough history to warrant a good look at this for the BART project. The 45' size is not pushing the envelope.
Are there limitations in the tunnel that would limit its success?	VTA is looking at accommodating 10 car trains and all of BART's requirements so far we do not see limitations but we are studying it further to be sure.
Is there a ballpark difference in price between the single bore and the twin bores?	We have looked a rough order of magnitude and it could be a wash.
This is a great idea.	Comment noted.
What are the advantages for the twin bore?	That was covered in the twin bore presentation. We are not comparing the two options today, just presenting this new idea. There will be a presentation comparing the two technologies next Spring when the VTA Board considers this. We are not making any decisions or recommendations at this point.
The real issue with single bore is the ground support from above and the depth that is needed since a tunnel is typically	VTA is looking into these issues further this Fall.

two times the diameter in depth for proper support. This will be quite deep and may require elevator access only to the stations.	
Joint Development	
How does VTA make money and how much money does VTA make on joint development?	The amount will vary by project but typically VTA is retaining the lands so the transaction is a ground lease which is paid on annually. VTA is looking for 5-8% return usually. The leases are very long typically 50-60 years. Then at the end the VTA would own the buildings as well.
VTA should be aggressive with joint development as a way to offset BART costs. Is VTA thinking about that?	Yes, absolutely. VTA looks at generating ridership, generating revenue and creating quality places near transit.
When will this joint development start in Santa Clara? Will VTA be meeting with area stakeholders such as the University?	VTA will be meeting with area stakeholders as part of its station access planning work which will start next year. The University will be coordinated with during that effort.
Do the quality places include Tamien? I hear that effort has gone on awhile.	Tamien planning has gone on while. The neighboring community is benefiting by getting a nice park adjacent to the development.
What about the Apple impacts?	Contrary to the press coverage, VTA was not offered that property. VTA is talking with Apple and looking at various options. The environmental document will be clearing a variety of options for parking.
Will the parking be staying on the east side of the station and tracks?	Yes, that is the intent. VTA is also looking at shared parking opportunities.
Construction Outreach	
<p>Poll Results: CWG only results (total responses in parenthesis) –</p> <ol style="list-style-type: none"> 1. When sharing information with members of your community, what subject matter gets the most response? A: Advocacy 50%, Project Updates 50% (A: Advocacy 50%, Local Project Updates 50%) <i>Total 4 Responses</i> 2. Which social media outlets would you prefer VTA to engage with you? A: Twitter 33%, Nextdoor 67% (A: Twitter 25%, Facebook 25%, 	

<p>Nextdoor 50%, Instagram 0%) <i>Total 4 responses</i></p> <p>3. Of the marketing programs presented, which do you think are more effective in a local business marketing campaign? A: Access to business development training 0%, Loyalty program 33%, Branding (ex. Shop Alum Rock) 33%, Rewards program 33% (A: Business development training 0%, Loyalty program 20%, Branding 60%, Rewards program 20%) <i>Total 5 responses</i></p> <p>4. Which tools listed would serve the community best to better plan for construction impacts? A: Google 67%, Email 33% (A: Website 20%, Google Maps 60%, Waze 0 %, Email 20%, Twitter/Facebook 0%) <i>Total 5 Responses</i></p> <p>5. What is the most important role the Community Advisory Group (CAG) has during construction? A: Advocacy 100% (A: Reporting issues 25%, Advocacy 75%) <i>Total 4 Responses</i></p> <p>6. How effective is the current Community Working Group (CWG) process? A: Very effective 67% Somewhat effective 33% (A: Very effective 75%, Somewhat effective 25%) <i>Total 4 Responses</i></p> <p>7. What is the most valued function of community outreach to you? A: Project progress updates 33% Public meetings 67% (A: Regular progress updates 25%, Public meetings 75%) <i>Total 4 Responses</i></p> <p>8. Do you consider VTA project/public meeting mailers an effective outreach tool in creating project</p>	
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<p>activity awareness? A: Yes 67%, No 33% (A: Yes 50%, No 50%) <i>Total 4 Responses</i></p>	
<p>When will this outreach report be available?</p>	<p>The goal is to finalize it this summer. Then it will be distributed to the CWGs and posted on-line.</p>
<p>Next Steps</p>	
<p>What is the status of Envision? Will there be a private sector campaign effort?</p>	<p>The VTA Board approved moving forward. The SVLG has indicated a willingness to spearhead a campaign again as they have traditionally done.</p>

Follow-Up Items:

- None noted

Prepared by: Eileen Goodwin, Apex Strategies
Distribution:

CWG
Project Team
City Staff
Distribution list