



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Bien Doan

SUBJECT: SEE BELOW

DATE: 10/28/25

APPROVED:

SUBJECT: Award of Contract for 10344 – Vision Zero East San José Safety Improvements Senter Road Project.

RECOMMENDATION:

Accept the staff recommendation and ensure a robust outreach action plan for District 7 constituents and stakeholders around the Senter Road Safety Improvement Project area.

BACKGROUND:

As we move forward with the 10344 – Vision Zero East San José Safety Improvements (Senter Road) Project, I want to emphasize the critical importance of robust outreach to the residents, businesses, and stakeholders in District 7 who will be directly or indirectly impacted by this effort.

This project will deliver significant safety and mobility benefits along Senter Road, but with that will also bring construction impacts, schedule shifts, and changes to circulation that our community must be prepared for.

The memorandum references several community outreach efforts made by staff while the project was undergoing design, as well as mailers, and three community meetings held to gather input on the proposed improvements. All outreach materials were provided in English, Spanish and Vietnamese. Additionally, interpreters were available at the community meetings.

As this project approaches, and through its life expectancy, staff should continue to provide outreach efforts to the community so that those affected can best prepare themselves. District 7 is a vibrant community, and special attention to historically under-engaged groups and multilingual populations should be prioritized.

Community trust and partnership are foundational to successful implementation. My office stands ready to actively assist in disseminating project information through our internal

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October 28, 2025

Subject: Award for Contract for 10344 – Vision Zero East San José Safety Improvements Senter Road Project

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networks, newsletter, and community events. Thank you to staff for their commitment to making this project not only a high-quality infrastructure delivery, but also an opportunity for inclusive and effective community collaboration.