



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Walesh
Lee Wilcox

**SUBJECT: MEMBERSHIP OF
STATION AREA
ADVISORY GROUP (SAAG)**

DATE: January 19, 2018

Approved

Date

1-19-18

COUNCIL DISTRICT: 3 & 6

RECOMMENDATION

Approve the Station Area Advisory Group (SAAG) membership as part of the community engagement for development of the Diridon Station Area.

OUTCOME

City Council approval of the membership of the Station Area Advisory Group will allow the Advisory Group to form. The SAAG is a critical piece of the community engagement process for development of the Diridon Station Area.

BACKGROUND

On June 20, 2017, the City Council adopted a resolution authorizing the City Manager to negotiate and execute an Exclusive Negotiation Agreement (ENA) with Google for the acquisition of properties in the Diridon Station Area owned by the City of San José (seven parcels comprising two main sites) and properties owned by the Successor Agency to the Redevelopment Agency (SARA) (nine parcels comprising five main sites). The ENA required Google to develop and implement a transparent engagement process and include a variety of stakeholders. Since that time, the Administration has determined that the community engagement process should be led and managed by the City, in partnership with Google.

As outlined in the Informational Memorandum dated December 19, 2017 (Attachment B), the City and Google have worked together to develop a Community Engagement Plan that includes:

1. Station Area Advisory Group (SAAG)
2. Citywide Public Forums and Regional Meetings
3. Online Information and Engagement

ANALYSIS

A significant component of the Community Engagement Plan is the formation of the SAAG. The initial purpose of the SAAG is to provide input that will help shape the Administration's recommendations to City Council. This will include input regarding the principles and terms of a future Memorandum of Understanding between the City and Google, as well as feedback on the Google development concepts.

While the initial focus is on the potential Google development near the station, the SAAG is expected to continue, supported by the City, in future years as land use, development, transportation, and construction plans evolve affecting the entire Station Area and beyond.

SAAG Membership

Attachment A outlines the Administration's recommended membership of the SAAG. Since the first reports of the potential Google development, and more recently since the announcement of the Community Engagement Plan and the planned creation of the SAAG, the City has received many requests to participate. The City's past experiences with public engagement processes have shaped the Administration's recommendation on the size and membership of the SAAG. The Diridon Station Area Good Neighbor Committee had 30 members, while the City's 2040 General Plan Task Force had 37 members. Keeping the SAAG membership to a similar manageable level will help ensure success of the SAAG.

The Administration recommends the SAAG membership total no more than 35 members. This will enable the SAAG to work cohesively and nimbly, yet be inclusive of a wide array of community interests. It is important to note that SAAG meetings will be open to the public, and as with all public meetings, will provide opportunity for public comment.

The 35 members will provide representation to the SAAG from a range of geographic and substantive interests:

- Geographic areas of impact and interest:
 - Nearby neighborhoods
 - Downtown
 - Citywide
 - Regional

- Content area interests:
 - Placemaking (e.g., urban design, parks and trails, plazas and paseos, community amenities, public art, walkability, mobility, parking)
 - Opportunity (e.g., housing, transportation, education, training, employment)
 - Environment (e.g. ecological footprint, resource consumption, historic preservation, utilities, infrastructure)
 - Economic (e.g. development catalyst, City fiscal impact, community economic impact, retail, small business)

The Administration acknowledges that not every single organization that indicated interest in serving on the SAAG has been recommended. As discussed above, participation in the SAAG meetings is still possible since the meetings are public and will provide opportunity for public comment. The Administration recognizes how important it is that all interested people be able to engage and provide their input. Therefore, additional opportunities for greater citywide participation by interested members of the public are planned. The City and SAAG will sponsor at least one large open forum (workshop) on a Saturday to provide information to the public, solicit additional suggestions, and bring feedback back to the City and SAAG. SAAG members will be active hosts of the forum with the City. In addition, the City will host four regional educational and feedback meetings—ensuring broad community and citywide engagement. Lastly, the City will continue to participate in meetings hosted by other organizations as needed and be available to listen, provide information about the project and process, and bring back feedback.

Nomination Process

After Council approval of the SAAG membership, the City will contact each group. Each organization will select a primary and alternate representative to serve on the SAAG. The representative is responsible for acting as liaison between the member organization and the SAAG and should, ideally, be able to attend all SAAG meetings. It is anticipated that the SAAG will meet, on average, every three weeks over an initial period of at least four months. Meetings will begin as soon as possible after agreement has been reached with Google regarding the fair market property sale price, working with the County of Santa Clara/SARA and appraisers.

EVALUATION AND FOLLOW-UP

Staff will provide an informational memorandum to the City Council when the SAAG membership is finalized, indicating appointments of each organization's primary and alternative members.

PUBLIC OUTREACH

This action initiates a larger public outreach process outlined in the Community Engagement Plan (Attachment B). In addition to posting this memorandum on the City Council's Agenda website for the January 30, 2018 meeting, staff has met with different stakeholders to solicit interest and ideas related to the Community Engagement Plan.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office; the Department of Planning, Building, and Code Enforcement; the Department of Transportation; and the Housing Department.

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COMMISSION RECOMMENDATION/INPUT

No commission recommendation or input is associated with this action

CEQA

Not a Project, City Organizational & Administrative Activities resulting in no changes to the physical environment. Public Project number PP17-010.

/s/
KIM WALESH
Deputy City Manager
Director of Economic Development

/s/
LEE WILCOX
Chief of Staff
Office of the City Manager

For questions, please contact Lee Wilcox, Chief of Staff, at (408) 535-4873.

Attachments

Attachment A –Station Area Advisory Group (SAAG) Roster

Attachment B – City Informational Memorandum: “Update on Community Engagement Plan for Proposed Google Development at Diridon Station” (December 19, 2017)

Attachment A –Station Area Advisory Group (SAAG) Roster

Organization	Representative
Adobe Systems	TBD
Alameda Business Association	TBD
Cahill & Georgetown Home Owners Associations	TBD
California High Speed Rail Authority (staff)	TBD
CalTrain (staff)	TBD
Delmas Park NAC	TBD
Gardner Neighborhood Association	TBD
Google	TBD
Greenbelt Alliance	TBD
Guadalupe River Park Conservancy	TBD
Lofts on the Alameda	TBD
Market Almaden NAC	TBD
North Willow Glen Neighborhood Association	TBD
Plant 51	TBD
San Jose Downtown Association	TBD
San Jose Downtown Residents Association #1	TBD
San Jose Downtown Residents Association #2	TBD
San Jose Downtown Residents Association #3	TBD
San Jose State University	TBD
San Jose Unified School District	TBD
Santa Clara & San Benito Counties Building and Construction Trades Council	TBD
Santa Clara County (staff)	TBD
Santa Clara Valley Transportation Authority (staff)	TBD
Santa Clara Valley Water District (staff)	TBD
SAP at San Jose	TBD
Shasta Hanchett Park Neighborhood Association	TBD
Silicon Valley Bike Coalition	TBD
Silicon Valley Leadership Group (SVLG)	TBD
South Bay AFL-CIO Labor Council	TBD
SPUR	TBD
St. Leo's Resident	TBD
SV Rising	TBD
SV@Home	TBD
The Silicon Valley Organization	TBD
Working Partnerships USA	TBD



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Welsh
Lee Wilcox

SUBJECT: SEE BELOW

DATE: December 19, 2017

Approved

Date

12/19/17

INFORMATION

SUBJECT: UPDATE ON COMMUNITY ENGAGEMENT PLAN FOR PROPOSED GOOGLE DEVELOPMENT AT DIRIDON STATION

The purpose of the memorandum is to update the Council on the community engagement process related to the Diridon Station Area and the potential purchase by Google of public lands.

BACKGROUND

On June 20, 2017, the City Council adopted a resolution authorizing the City Manager to negotiate and execute an Exclusive Negotiation Agreement (ENA) with Google for the acquisition of properties in the Diridon Station Area owned by the City of San Jose (7 parcels comprising 2 main sites) and properties owned by the Successor Agency to the Redevelopment Agency (SARA) (9 parcels comprising 5 main sites). The parcels under consideration total about 20 acres in the Central Zone of the 240-acre Diridon Station Area (see Attachment).

The June ENA action marked the first step in a multi-step, multi-year process leading to the design and approval of a potential transit-oriented, mixed-use, master-planned Google development near Diridon Station (see attachment: Land Sale and Development Approval Process). The entire planning process is estimated to take at least three to four years. Construction will occur over a period of years, with a significant number of buildings constructed after the construction for BART and High-Speed Rail has concluded, around 2026-2027.

Update on Property Sale and Schedule

The City and County are engaged with appraisers and Google to determine the fair market value purchase price for the public land parcels. These discussions are ongoing, and have not yet concluded. At conclusion, the recommended sale price will be approved by the City Council, the County, and the SARA Board.

The City and County continue to negotiate a Compensation Agreement, which is a condition to the sale of SARA properties. The Compensation Agreement will go to the City Council, County, and the SARA taxing entities (14) for approval.

Given the complexities of determining the fair market value sale price with multiple agency owners and appraisers, the Schedule of Performance created last summer has required modification. *(Note: The ENA envisioned that the original Schedule may need to change, and authorized the City Manager to extend the date of any specific task in the original Schedule, and to extend the overall term of the ENA by one year.)*

The October 19, 2017, Information Memo indicated that the task “Preparation of Community Engagement Plan” originally envisioned to be completed within 120 days of ENA approval (meaning, by Friday October 20) was anticipated to need at least 60 days (that is, until December 20). This memo meets that requirement.

The October 19, 2017, Information Memo also indicated that the original March 31, 2018 target date to finalize the Memorandum of Understanding (MOU) and Purchase and Sales Agreement (PSA) would need to be extended by at least 60 days (that is, to May 31, 2018). Since the property sales price and Compensation Agreement milestones are not yet achieved, the City Manager is extending the anticipated date to bring the MOU and PSA to City Council by an additional 90 days, to August 31, 2018. A key consideration is to allow sufficient time for community outreach following achievement of the two requisite milestones.

Community Engagement Plan

The ENA required Google to develop and implement a transparent community engagement process and include a variety of stakeholders. Since that time, the City has determined that the community engagement process should be led and managed by the City, in partnership with Google. The City and Google have worked together to develop a Community Engagement Plan.

The elements of the Community Engagement Plan include:

1. Station Area Advisory Group (SAAG)
2. Citywide Public Forums and Regional Meetings
3. Online Information and Engagement

Station Area Advisory Group (SAAG)

The City will create a Station Area Advisory Group representing the diverse set of stakeholders in the Station Area. The initial purpose of the SAAG is to provide input that will help shape the Administration’s recommendations to City Council, including the principles and terms in the MOU, and feedback to Google on their development concept. While the initial focus will be on the Google development near the station, the SAAG will continue, supported by the City, over

the coming years as land use, development, transportation, and construction plans evolve affecting the entire Station Area and beyond.

The SAAG will have up to 40 members and include representatives from stakeholders representing a range of geographic and substantive interests:

- Geographic areas of impact and interest:
 - nearby neighborhoods
 - downtown
 - citywide
 - regional
- Content area interests:
 - Placemaking (e.g., urban design, parks and trails, plazas and paseos, community amenities, public art, walkability, mobility, parking)
 - Opportunity (e.g., housing, transportation, education, training, employment)
 - Environment (e.g. ecological footprint, resource consumption, utilities, infrastructure)
 - Economic (e.g. development catalyst, city fiscal impact, community economic impact, retail, small business)

In January, the Administration will bring forward a proposed roster of organizations to serve on the SAAG for approval by the City Council. The group will begin meeting once the City, County, Google have reached agreement on fair market value for the public land sales and the parameters for the Compensation Agreement. It is anticipated that the SAAG will meet on average every three weeks over at least a four-month period. All meetings will be open to the public and allow public comment.

Citywide Public Forums and Regional Meetings

To ensure greater citywide participation by interested members of the public, the City and SAAG will sponsor at least one large open forum on a Saturday to provide information and solicit additional suggestions and feedback. SAAG members will be active hosts of the forum with the City. In addition, the City will host four regional educational and feedback meetings—ensuring opportunity for broad community engagement citywide.

City staff have already been present at community meetings regarding the proposed Google development. The City will continue to participate in meetings hosted by other organizations as needed and available to listen and provide information about the project and process. The City will also receive and consider outreach results provided by stakeholder organizations.

Online Information and Engagement

The City has begun development of a central portal for the Station Area (www.diridonsj.org). Currently, the website provides basic information, but in the future will include detailed

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information on developments to inform the public, all agendas and minutes from the SAAG meetings and Open Forums, and engagement opportunities. Residents will have the opportunity to search all documents, plans and policies for the area, as well as provide feedback through new engagement tools.

/s/

KIM WALESH

Deputy City Manager

Director of Economic Development

/s/

LEE WILCOX

Chief of Staff

Office of the City Manager

For questions, please contact Lee Wilcox, Chief of Staff, at (408) 535-4873.

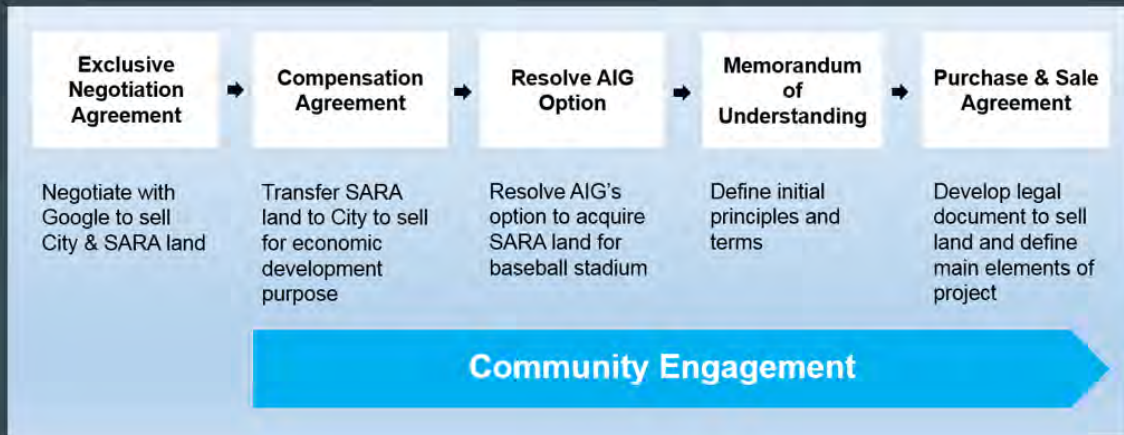
Attachments

Steps in Land Sale and Development Approval Process

Location of City and SARA Parcels in the Diridon Station Area

Steps in Land Sale and Development Approval Process

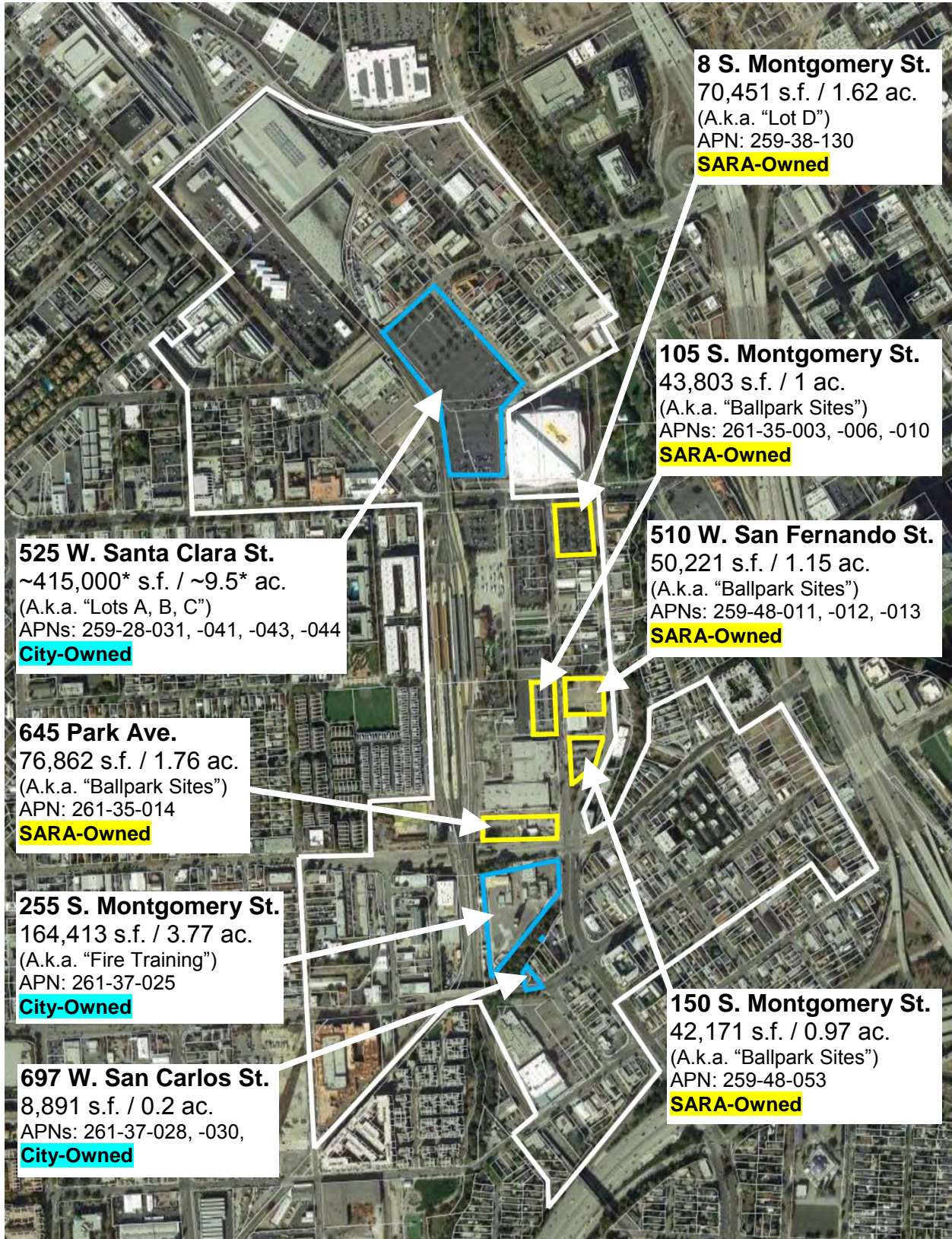
Phase I: Land Sale



Phase II: Development Approval



Location of City and SARA Parcels in Diridon Station Area



*Estimation of area within the boundaries of a developable site.