



# Memorandum

**TO:** RULES AND OPEN  
GOVERNMENT COMMITTEE

**FROM:** Nanci Klein  
John Ristow

**SUBJECT:** SEE BELOW

**DATE:** April 27, 2022

Approved

Date

04/27/22

**SUBJECT: UPDATE THE JANUARY - JUNE 2022 COMMUNITY AND ECONOMIC  
DEVELOPMENT COMMITTEE WORK PLAN**

## **RECOMMENDATION**

Approve an amendment to the January – June 2022 Community and Economic Development Committee Work Plan to drop the following item from the May 23, 2022 meeting:

### **Downtown and Regional Wayfinding Efforts Status Report.**

**Purpose:** Provide a status report on Downtown and Regional Wayfinding efforts.  
(Transportation/Economic Development and Cultural Affairs)

## **BACKGROUND**

The City of San José has been working with partners at the Metropolitan Transportation Commission (MTC), Valley Transportation Authority (VTA), San Jose State University (SJSU), and other local stakeholders to improve the City's navigability through wayfinding.

Significant progress has been made in designing the wayfinding system and funding the installation of specific improvements, including through grant funds that the City and VTA have secured. Information is available at <https://www.sjeconomy.com/how-we-help/programs-and-services/wayfinding>.

However, as reported in February 2021, the COVID-19 pandemic has had a dramatic effect on the City's Parking Fund, which was proposed to significantly fund the first phase of the Downtown Wayfinding implementation. Since early 2020, staff resources have also been redirected to respond to small businesses and other active transportation needs as a priority over wayfinding. City staff is assessing internal and grant resources to advance the work, as well as the capacity to manage the overall program.

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Over the past year, MTC has worked with transit operators and other partners throughout the region on a Blue Ribbon Transit Recovery Task Force. Some of the top recommendations from that Task Force were related to wayfinding, including funding, finalizing mapping and wayfinding standards for application throughout the region, and expanding pilot projects.

Given the additional funding and attention dedicated to wayfinding, MTC decided to issue a new procurement for “Regional Wayfinding Project: Design, Implementation, & Operations Planning.” The City based its original consultant contract on MTC’s regional procurement, to ensure consistency and streamline our own process. As such, the City intends to re-engage consultants in this effort once this new procurement is completed and with greater clarity regarding City staffing and funding.

Staff proposes to drop the item from the May 2022 agenda and instead bring an update to the Committee in October 2022.

/s/  
JOHN RISTOW  
Director of Transportation

/s/  
NANCI KLEIN  
Director of Economic Development  
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For questions, please contact Sal Alvarez, Office of Economic Development and Cultural Affairs Executive Analyst, at (408) 793-6943 and Jessica Zenk, Department of Transportation Deputy Director, at (408) 535-3543.