

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](http://www.diridonsj.org)). Currently, the website provides basic information, but in the future will include detailed

HONORABLE MAYOR AND CITY COUNCIL

December 19, 2017

**Subject: Diridon Station Area Community Engagement**

Page 4

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