



**Date:** January 23, 2018

**To:** City Manager for Council Action

**From:** Director of Community Development

**Subject:** Note and File of Intention to Convene the El Camino Real Specific Plan Community Advisory Committee with the Proposed List of Resident and Community Stakeholders as Identified in Appendix A

## **BACKGROUND**

The City is in the process of preparing a Specific Plan for the El Camino Real Focus Area identified within the City's General Plan. The Specific Plan is intended to implement the El Camino Real Focus Area goals including transformation of the corridor "from a series of automobile oriented strip malls to a tree-lined, pedestrian and transit oriented corridor with a mix of residential and retail uses." The preparation of the Specific Plan is being funded primarily through a grant from the Metropolitan Transportation Commission (MTC). As part of the MTC funding, the Specific Plan process is required to include formation of a Community Advisory Committee to inform the development of the Specific Plan. The City has entered into a contract with a planning consultant, Raimi and Associates, to assist with preparation of the Specific Plan.

## **ANALYSIS**

Community engagement is an integral part of the El Camino Real Specific Plan process to produce a final plan that is supported by the community and various stakeholders in Santa Clara and that provides a clear vision for the ongoing development of the corridor over the next 20 to 30 years. While staff has already initiated outreach activities such as pop up workshops and online surveys, the formal outreach process for the Specific Plan is commencing in January, 2018. The formal outreach will include convening Technical Advisory Committee, Community Advisory Committee and Public Community Workshops. More information regarding the Specific Plan process, previous outreach events and future outreach events can be found at [www.santaclaraca.gov/ecr](http://www.santaclaraca.gov/ecr).

The El Camino Real Community Advisory Committee (ECR CAC) will be comprised of approximately 15 members and will be advisory and non-voting. The purpose and mission of the committee is:

- To provide high-level strategic thinking on the direction of the plan at key moments in the project;
- To provide input on community engagement activities;
- To review, interpret and provide guidance on the results of the public workshops and other engagement activities;
- To provide recommendations on the vision, land use, transportation alternatives, and key policy topics for the project area; and
- To provide recommendations on other topics and issues as they arise during the project.

Staff has identified a range of residents and stakeholders within the community that have been closely following the El Camino Real Specific Plan process and who have confirmed their interest in being appointed to the ECR CAC. Per the City's schedule with Raimi and Associates, staff anticipates scheduling the first ECR CAC meeting for early February 2018 to not cause any delay to the Specific Plan schedule. MTC recommends that the committee be made up of 15-20 members to allow the group to discuss necessary topics in a timely manner and reach consensus on recommendations for the overall Specific Plan process. The committee will be time limited to the duration of the Specific Plan and will meet four times.

- ECR CAC Meeting 1 (anticipated February, 2018): The ECR CAC will be introduced to the project, review the Community Engagement Strategy, review existing conditions along the corridor and preview the first community workshop.
- ECR CAC Meeting 2 (Spring, 2018): At the second meeting, the ECR CAC will review and discuss vision/guiding principles and potential plan scenarios and provide input on preferred direction as well as preview the second community workshop.
- ECR CAC Meeting 3 (Fall, 2018): The ECR CACA will review and provide input on the preferred alternative, plan framework and Draft Plan as well as preview the third community workshop.
- ECR CAC Meeting 4 (Winter, 2018-2019): At the last meeting, the ECR CAC will review the Draft Plan and provide input on any refinements or additional details as necessary.

Staff is seeking concurrence from the Council to convene the El Camino Real Community Advisory Committee (ERC CAC) with the proposed list of community representatives. These community members are intended to represent a wide variety of interests and concerns reflective of the Santa Clara community. A short biography for each proposed committee member has been included as Appendix A.

### **ADVANTAGES AND DISADVANTAGES OF ISSUE**

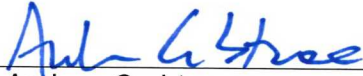
Forming a CAC is a required action per the City's agreement with MTC, but also a beneficial means of gaining community input. City Council concurrence with the proposed CAC will allow the Specific Plan process to continue on schedule. It is important that the process provides ample opportunity for community participation, but also be completed in a timely manner so that new development may be evaluated for consistency with the Specific Plan. The Specific Plan process will include ample opportunities for other members of the community beyond those on the CAC to participate. The proposed CAC membership reflects a wide variety of community viewpoints and community members who are willing to commit to being a part of the CAC process. A more formal nomination/selection process would delay the project schedule and may not result in as a diverse a group of community representatives.

### **ECONOMIC/FISCAL IMPACT**

There is no additional cost to the City beyond what has been anticipated and budgeted as part of the Specific Plan process. The cost of administering the ECR CAC meetings is included in the overall scope and contract with Raimi Associates and, as currently proposed, will not add any additional costs.

**RECOMMENDATION**

That the Council note and file the proposed list of resident and community stakeholders for the El Camino Real Specific Plan Community Advisory Committee (identified in Appendix A) which is anticipated to convene in early February 2018.



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Andrew Crabtree  
Director of Community Development

APPROVED:



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Deanna J. Santana  
City Manager

*Documents Related to this Report:*

- 1) *Proposed list of El Camino Real Community Advisory Committee Members*

Appendix A: Proposed List of El Camino Real Community Advisory Committee Members

Local Stakeholders

- 1. Planning Commissioner (Suds Jain):** Suds Jain was appointed to the ECR CAC at the Planning Commission meeting on December 20, 2017. In addition to his service on the City of Santa Clara Planning Commission and Architectural Committee, Suds Jain has been involved in the Grand Boulevard Initiative and led a few of the El Camino Real Walking tours hosted by Greenbelt Alliance and local residents.
- 2. Santa Clara Chamber of Commerce (Nick Kaspar, Interim Director):** The Santa Clara Chamber of Commerce advocates for the interests of businesses within the City and is committed to making Santa Clara a place where business can succeed and prosper.
- 3. Korean American Chamber of Commerce (Ken Kim):** The Korean American Chamber of Commerce promotes and advocates for healthy growth and development for Korean American business in Silicon Valley.
- 4. Santa Clara Old Quad Residents' Association (Adam Thompson, President):** The Santa Clara Old Quad Residents' Association advocates preservation of the substantial historical heritage of the neighborhood, with close proximity to the El Camino Real focus area, to bring a strong sense of community spirit and promote high-quality environment for all.
- 5. Vikas Gupta (Santa Clara Resident):** Vikas Gupta is a local resident that has been involved in community groups such as Catalyze SV and led one of the El Camino Real Santa Clara walking tours hosted by Greenbelt Alliance and local residents. Vikas has shown interest in helping guide the El Camino Real Specific Plan process.
- 6. Marie Mayer (Santa Clara Resident):** Marie Mayer is a Santa Clara resident that lives within close proximity to the El Camino Real and attended one of the City's Pop-Up Workshops for the El Camino Real. Previously, she has had some involve in the Old Quad Resident Association and has shown interest in a commitment to helping shape the Specific Plan process.
- 7. Howard Myers (Santa Clara Resident):** Howard Myers is a longtime resident of Santa Clara and has been active in community efforts to influence the growth of Santa Clara in a positive way. Howard has lived a few hundred feet from El Camino for over 30 years and has been following the ECR Specific plan closely. Howard has participated in several city pop-ups and took part in a walking tour to gain familiarity with the process.
- 8. Meagan Mujushi (Santa Clara Resident):** Meagan Mujushi chose Santa Clara as her home 7 years ago. Having lived both abroad, and in neighboring cities, she has firsthand experience of great (and not so great) urban spaces that encourage outdoor lifestyles. She has a personal interest in community

connectivity, outdoor space, urban walking and bike riding. Meagan works in marketing for a software company in Redwood Shores.

**9. Shanti Dickson (Santa Clara Resident):** Shanti Dickson is a 17 year Santa Clara resident. She and her school-aged sons have been involved in organizing neighborhood community, writing opinion pieces and advocating at City Council meetings for a progressive, balanced development plan that is beneficial to both new and long-time residents of all ages.

#### Regional Stakeholders

**10. Greenbelt Alliance (Matthew Vander Sluis, Deputy Director):** Greenbelt Alliance advocates for, provides expertise on, and builds support behind public policy and planning that supports open space conservation and smart growth in communities across the Bay Area.

**11. Building Industry Association (BIA), Bay Area (Dennis Martin):** BIA Bay Area is a non-profit association that advocates at the local, regional and state level in support of an adequate supply of quality homes for people of all income levels. BIA's 400-plus members include home builders, trade contractors, suppliers and residential development industry professionals.

**12. NAIOP Commercial Real Estate Development Association (Pat Sausedo, Executive Director):** NAIOP represents the commercial real estate industry and advocates at the local, regional and state level for its members including developers, owners, and investors of office, industrial, retail and mixed use real estate.

**13. Silicon Valley Biking Coalition (Shiloh Ballard, Executive Director):** The Silicon Valley Biking Coalition is committed to creating healthy community, environment and economy through bicycling for people who live, work or play in Santa Mateo and Santa Clara County.

**14. Silicon Valley Leadership Group (Nathan Ho, Senior Director Housing and Community Development):** The Silicon Valley Leadership Group is a public policy trade association that advocates for the economic health and quality of life in Silicon Valley, including education, energy, environment, health, housing, tax policies, tech and innovation and transportation.

**15. Silicon Valley at Home (Pilar Lorenzana, Deputy Director):** Silicon Valley at Home is a membership organization that advocates for policies, programs, land use and funding that lead to an increased supply of affordable housing.