

# WELCOME TO: STEVENS CREEK BOULEVARD CORRIDOR VISION STUDY

Vision Development Webinar  
[www.stevenscreekvision.com](http://www.stevenscreekvision.com)

November 29, 2023



Aerial view of Stevens Creek Boulevard. Photo credit Dick Lyon.

# Who We Are



**Christian Ollano**  
Introductions



**Ngan Nguyen**  
Organizing



**Stefania Diaz**  
Spanish  
Coordination



**Natasha Opfell**  
Spanish  
Presentation



**Sean Daly**  
Presenting



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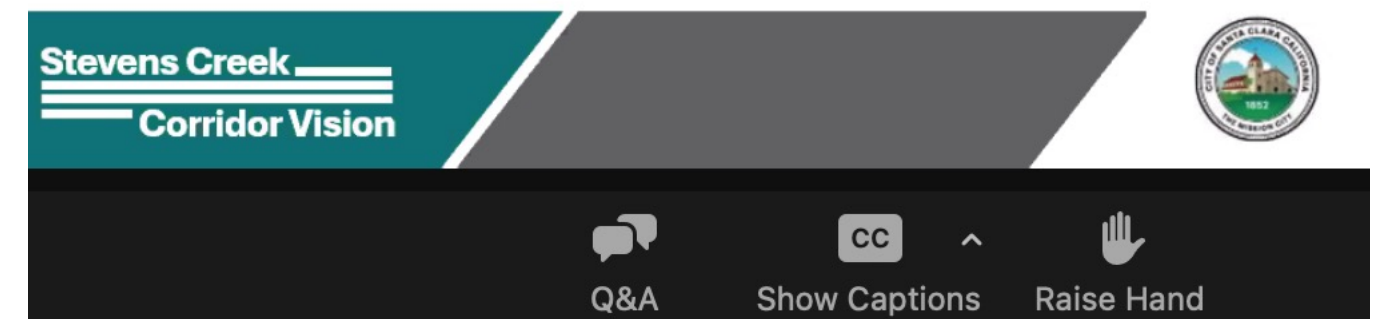
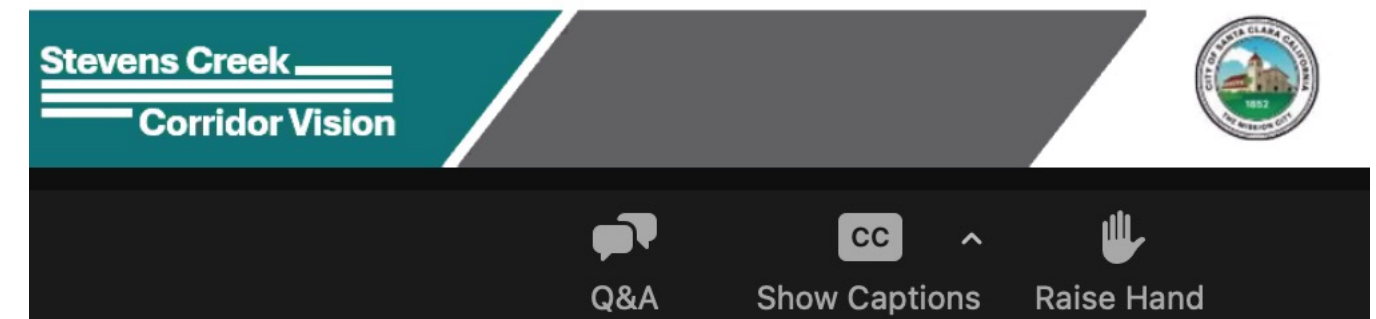
Aerial view of Stevens Creek Boulevard. Photo credit Dick Lyon.

# Webinar Directions

## Two Presentations:

- English      Sala de grupos para la presentación en Español
- Español      Presione el icono de la mano si desea ir a la sala de grupos.

- Question function available throughout presentation
- Raise hand function available at end of the presentation
- Presione el icono de la mano para la presentación en Español



# Introduction

- Background – 5 minutes
- Needs Feedback – 5 minutes
  - Engagement Events
  - Feedback
- Vision Purpose – 5 minutes
- Next Steps – 2 minutes
  - Project Events
  - Online Engagement

# Background

Several past and ongoing transportation improvement efforts by each agency in the corridor

Recognition project-by-project coordination is limiting and to achieve big, long-term transportation goals a cooperative approach was needed

City and County resolutions— Each with specific purpose for participation

Agency staff coordinated a scope for the study and a consulting team was hired



# Purpose

## Study Purpose:

- Create a shared vision roadmap for transportation investment
- Bring value to surrounding communities
- Balance the diverse mobility needs and opportunities

## What is a Vision Statement?

- Defines Meaning, Purpose, and Long-Term Goals
- Implemented through actions in support of Vision

## Outcomes:

- Shared Vision Statement with measurable components
- Vision Implementation Plan
- Possible futures include improvements to all modes of travel—walking, biking, driving, transit, and potentially new ways to get around.



# Project Team

## Steering Committee

- Elected officials of the Cities of San José, Santa Clara , Cupertino, and County of Santa Clara, VTA

## Working Group

- Staff from Cities of San José, Santa Clara , Cupertino, and County of Santa Clara, VTA and the consultant team

## Community Advisory Group

- Invited stakeholders to provide recommendations to Steering Committee

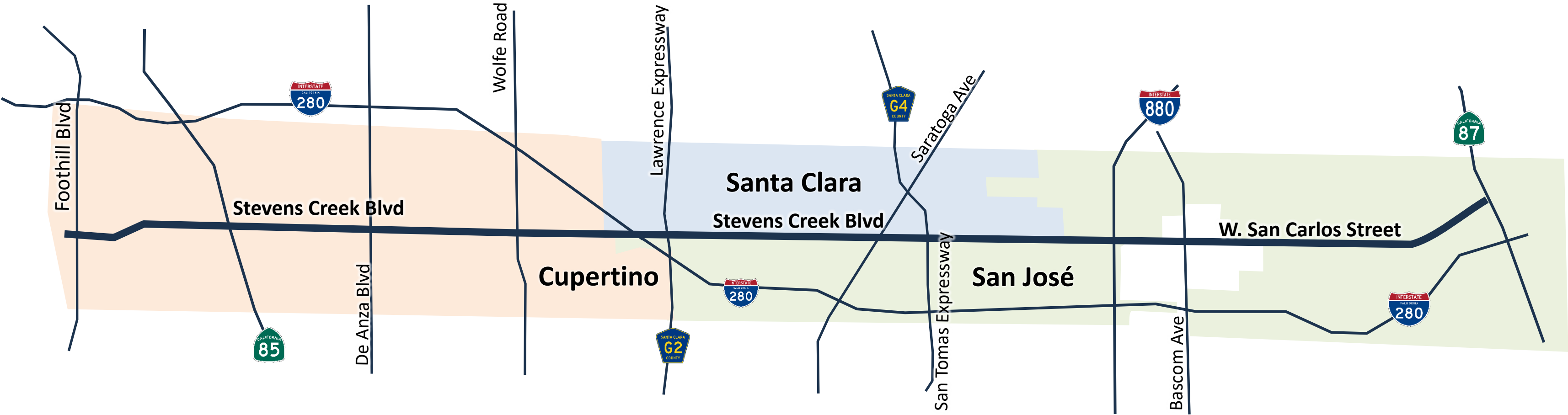
## Corridor Stakeholders

- Providing input at each phase of the project





# Study Area



## Vision Study Area



# Approach

- Two components:
  1. Vision Statement
  2. Implementation strategy
- Outreach-forward
- Bring values into the process to guide and interpret technical tasks
- Positioning for infrastructure funding



# Schedule

	Vision Statement				Implementation Plan		
Activities	Phase 1 Needs		Phase 2 Vision Development		Phase 3 Alternatives		Phase 4 Vision Implementation Plan
	Fall 2023		Winter 2023		Spring 2024		Fall 2024
Engagement Events	Interviews Focus Groups Pop-ups		Focus Groups Pop-ups Corridor Tours		Focus Groups Pop-ups		
Virtual Community Workshops	Needs		Vision Statement		Alternatives		Final Vision Implementation Plan
Steering Committee	Engagement Planning	Needs Review	Draft	Final	Initial	Preferred	Approve
Council and Commission Meetings							



# How We Use Stakeholder Input



## Community Input Tracker

- Comment/Meeting/Event Summaries
  - Organized by topics
  - Updated throughout Study
  - Makes the connection between the input received and the Study outcomes



# Where We Are Now

- End of Phase 1: Needs
  - Informs Vision Statement Development
  - Stakeholders drive the content
  - There are no Vision or Implementation decisions yet





# Needs Input



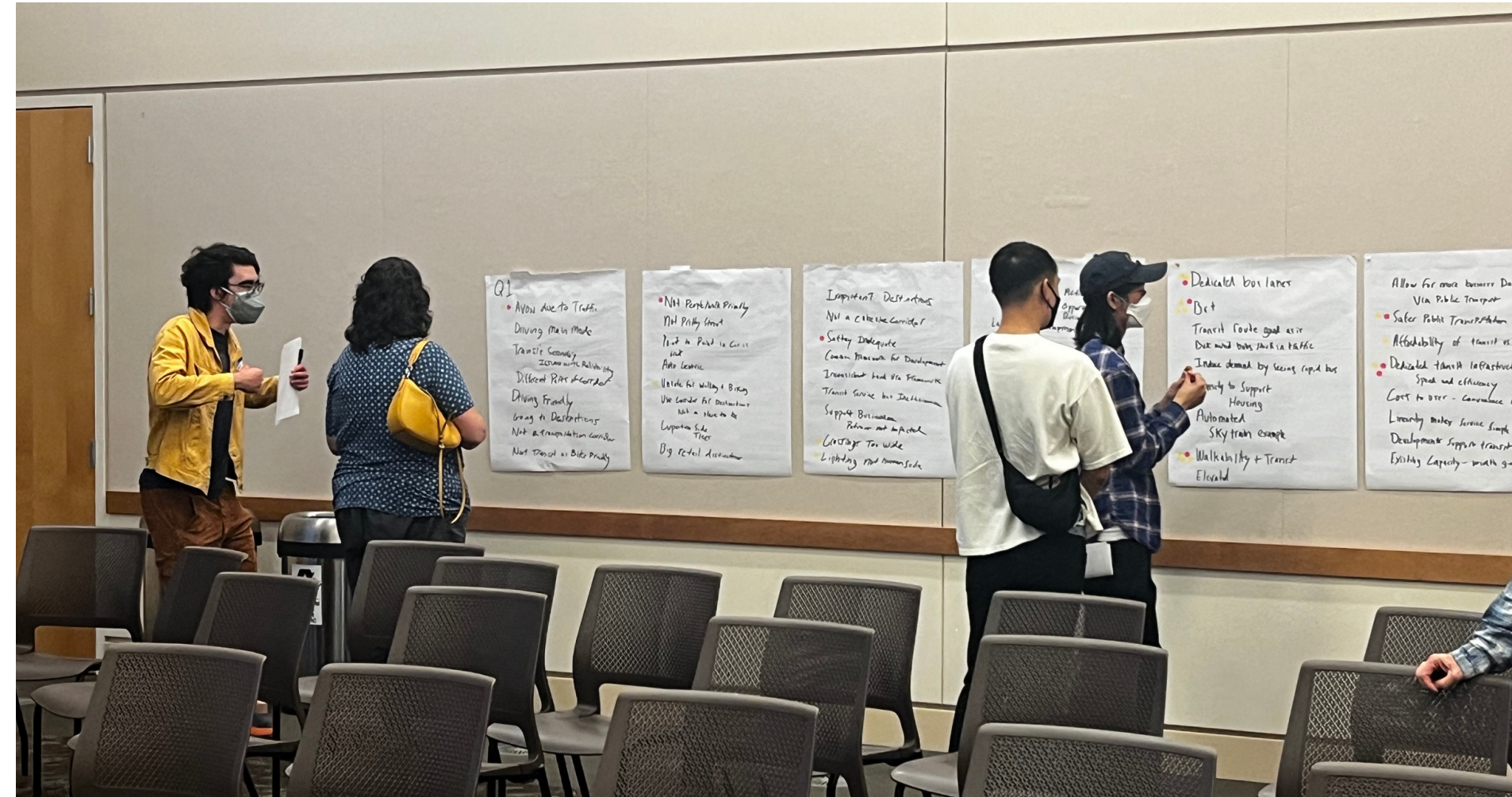
# Needs Engagement Results

300+ Touchpoints

Nearly 600 comments regarding needs, vision and implementation

140 Location-Specific Responses

Webinar, Survey, 1:1, Pop-Ups all informed Community Advisory Group activities



# Needs Engagement Results

## Key Points

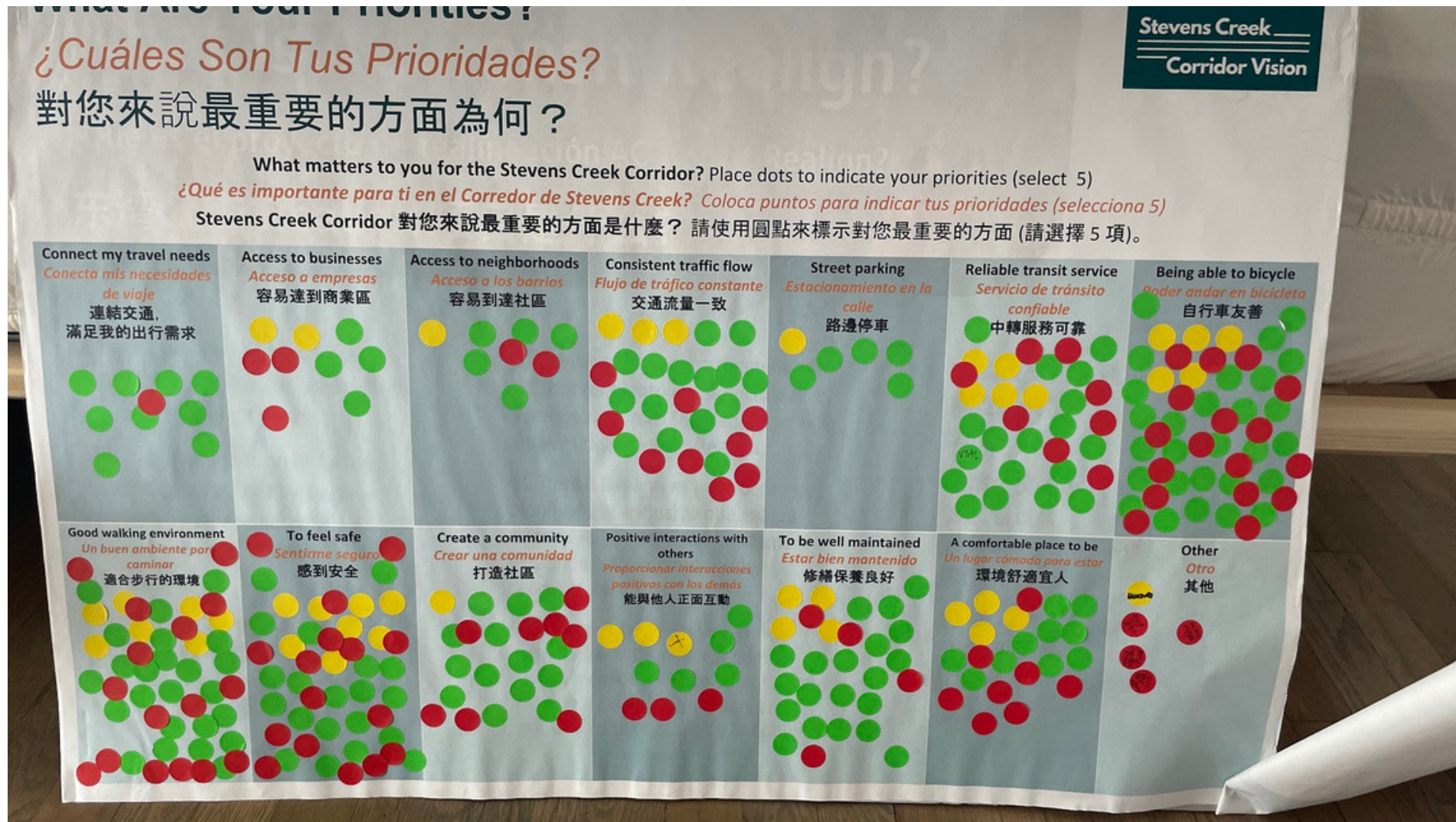
- Concerns over safety
- Corridor not walkable or bikeable
- Transit operations/infrastructure not enough to meaningfully compete with autos
- Hesitancy to reduce vehicle lanes
- Overall environment only conducive to driving





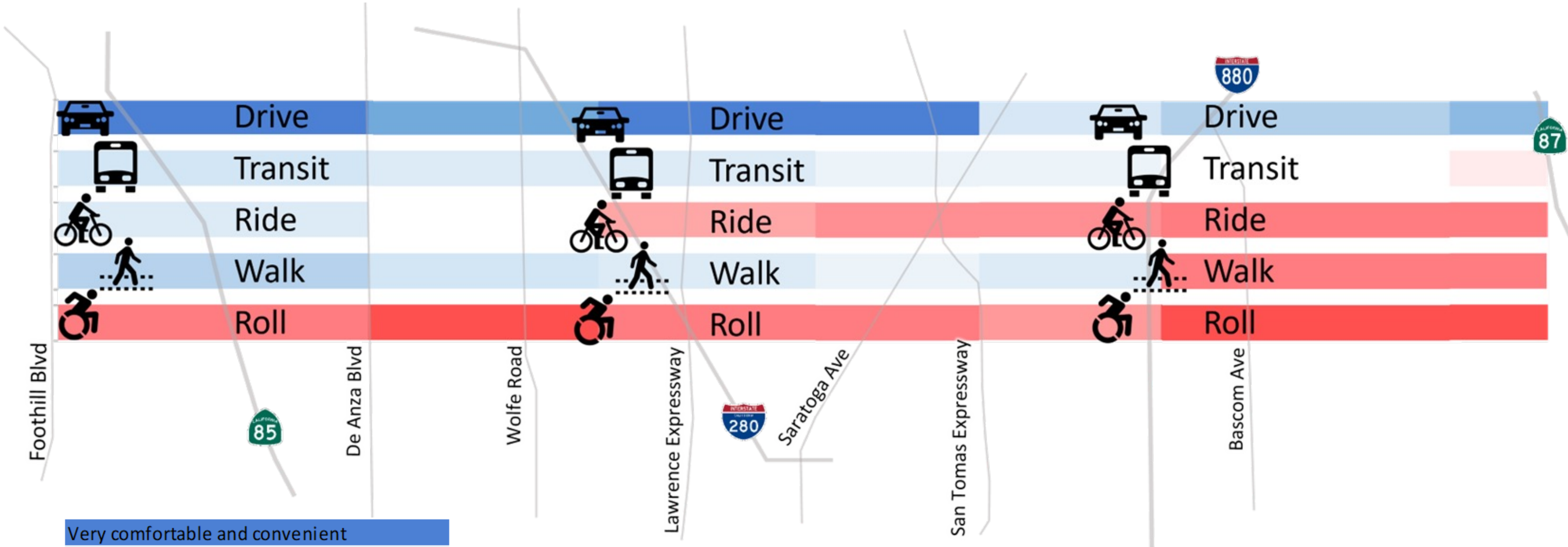
# Survey - Priorities

Pop-up and web survey allowed for selection of up to five priorities



To feel safe	65%
Good walking environment	58%
Being able to bicycle	55%
To be well maintained	53%
Consistent traffic flow	48%
Reliable transit service	46%
Access to business	41%
Connect my travel needs	41%
Community/ interactions	37%
A comfortable place to be	27%
Access to neighborhoods	22%
Street parking	7%

# Survey - Mode by Segment



Very comfortable and convenient  
 Somewhat comfortable and convenient  
 Somewhat uncomfortable and inconvenient  
 Very uncomfortable and inconvenient

# Overall Input

Almost 600 comments logged through November 6.

Comments included those on Needs, Vision and Implementation

For Implementation:

- Lane Reduction comments were 39 percent positive
- Bicycle Lane comments were 83 percent positive

## Percent of Comments Ender Each Topic

Topic	Needs	Vision	Implementation
Vehicle operations	20%	1%	0%
Safety	18%	5%	5%
Transit Service	6%	17%	10%
Bicycle Lanes	3%	0%	23%
Walkability	10%	4%	5%
Complete Streets	7%	14%	5%
Lane Reduction	4%	5%	5%
Streetscape	2%	2%	17%
Corridor Connections	4%	11%	2%
Land Use Support	5%	8%	1%
Transit Capital	1%	2%	12%
Crossing	5%	1%	5%
Bikeability	4%	1%	2%
Parking	3%	4%	0%
Community	1%	13%	1%
Traffic Signal Coordination	2%	1%	5%
Maintenance/ Experience	3%	2%	0%
Accessibility	1%	2%	2%
Future Proof	1%	4%	0%
Economic Development	1%	1%	0%
<b>Total Comments</b>	<b>340</b>	<b>83</b>	<b>153</b>



# CAG Meeting 1

- CAG Member Vision Statements
- Two Exercises - one based on Needs and one based on Vision
- Feedback reenforced and distilled input from previous events

## Issues Identified

- Not people/walk/bike friendly
- Avoid due to traffic
- Maintenance
- Safety is inadequate
- Crossings are too long
- Lighting is not human scale



# CAG Meeting 1 (cont.)

## Principles

- Human scale
    - Sense of community
    - Enjoyable
    - Respect
    - Bikeable / Walkable
    - Lighting
    - Trees/planting
  - 15-minute city
    - Hop on and off public transit
    - Grade separated transit
    - High capacity
  - Safety
    - Pedestrians
    - Bicyclists
    - Transit Riders
    - Vehicles
- Accessibility
    - Local and regional linkages
    - Options
    - Pedestrian access
    - Integration of housing, schools and businesses
    - Equity



## Future-Looking

- Technology
- Autonomous vehicles
- Zero emission low emission
- Economic vitality
- Transformed green boulevard
- Grade separated transit
- Feasibility



# Vision Development



# Why Make a Vision Statement?

- Rallying around a Vision for all to work together so it is
  - Durable and applicable
  - Good policy in place to guide good implementation
  - Principles set vision, the details fall into place
  - Overcome obstacles and make solutions that are contextual



# Vision Statement Approach

- Short but powerful
  - Goals/Objectives provide more detail
- Focus on collaborative/shared Corridor components
- Content from
  - Agency Resolutions
  - One-on-One Interviews
  - Pop-Ups
  - Web Survey
  - CAG
  - Steering Committee





# Vision Components

- Purpose
  - Clear purpose to communicate resolve
- Vision Statement
  - High-level statement to describe a desired future state
- Goals/Objectives
  - Describe the specific desired outcomes to guide implementation choices
    - Could include performance metrics to evaluate options

\* The next phase of the project is to review implementation alternatives—those specific actions to meet the Vision—that process may inform the Goals/Objectives



# Vision Concepts

- Safety
  - Visibility
  - Separation
- Scale
  - Human-Scale
  - Streetscape
- Time
  - Travel Time
  - Wait Time
  - Implementation Time
- Access
  - Connections
  - Ease
- Sustainability
  - Equity
  - Emissions





# Next Steps

# Project Events

## Vision Statement Development

**Community Advisory Group (CAG) Meeting #2, Thursday, December 7,  
5:00-6:30 PM at Santa Clara Central Park Library, Redwood Room**

**Steering Committee Meeting #3, February 2024**

## Implementation Alternatives

**Community Advisory Group (CAG) Meeting #3, TBD**

**Steering Committee Meeting #3, TBD**



# Online Engagement



## Project Website

- Description of vision study
- Project updates
- Project schedule
- Upcoming events
- Link to survey
- Project contacts

[www.stevenscreekvision.com](http://www.stevenscreekvision.com)



## Community Survey

- #2: Statement Survey
- Survey in English, Spanish, and Chinese.



## Stakeholder Mailing List

- Project Updates
- Events
- Documents

# Live Feedback

- Response to Questions from the Presentation
- Open Comments (2 minutes each)

