

## Outreach Activities for Transit Center Master Plan (2015-2017)

The development of the Transit Center Master Plan occurred from late 2015 to the Council adoption of the plan in May 2017. Following is a description of the outreach activities undertaken in development of the Master Plan. A summary of the key meeting dates and public attendance is provided in Exhibit 1. The Master Plan was also covered in a series on Mountain View Voice news stories. These are summarized in Exhibit 2.

**Project Website**—The website ([www.mountainviewtransitcenter.com](http://www.mountainviewtransitcenter.com)) provided information and updates regarding the Master Plan project. More than 225 individuals signed up as stakeholders to receive news and event notifications from the project website. The City, through social media outlets, has disseminated additional information regarding the project.

**Notifications** - In addition to the City's standard agenda posting requirements, meeting notices were distributed to the more than 200 persons who have signed up on the project website for updates and information, business and/or community meeting participants, the more than 200 property owners on Castro Street and Moffett Boulevard between Villa and Jackson Streets and on Evelyn Avenue between State Route 85 and Shoreline Boulevard, the Old Mountain View and other nearby City neighborhood associations, Santa Clara Valley Transportation Authority (VTA), Caltrain, the Mountain View Transportation Management Association (TMA), Santa Clara County Roads and Airport Department, Central Business Association, Mountain View Chamber of Commerce, the Bicycle/Pedestrian Advisory Committee (B/PAC), and other interested parties.

**Business Outreach**—The Downtown Committee received three presentations regarding the Transit Center Master Plan project (December 2015, February 2016, and May 2016).

Three targeted outreach meetings focusing on Castro Street businesses closest to the Transit Center were held in February, May and November 2016, addressing the grade separation alternatives. Staff also visited businesses along both Castro Street and Moffett Boulevard, providing them with information about the Master Plan project and how they can become involved in the project. About 65 businesses were added to the project stakeholder contact lists and were regularly provided project information.

The Central Business Association (CBA) and the Chamber of Commerce were regularly briefed on the Transit Center Master Plan. Information and notices were disseminated by those organizations to their members. A briefing with the Chamber of Commerce Business Issues and Public Policy (BIPP) Committee was held on February 8, 2017.

**Community Meetings**—The first Community Meeting for the Transit Center Master Plan project was held on February 25, 2016. The goal of the meeting was to introduce the project to the community and solicit ideas and input regarding the project goals and objectives and the initial alternatives for modifying the current rail grade crossing at Castro Street. A second meeting was held on May 10, 2016. Approximately 50 to 60 people attended each event. At the May 10<sup>th</sup> Community Meeting, participants supported grade separation Alternative 4, which was approved by the Council on June 28, 2016.

A third Community Meeting was held on February 2, 2017 to solicit input regarding the draft Master Plan concepts. At this meeting, participants reviewed the draft Master Plan concepts, including the individual elements in each concept. In general, participants were in favor of the proposed improvements and tended to slightly favor Concept 4, particularly in regard to parking, the plaza, and joint development, which formed the basis for the concept approved by the Council on May 23, 2017.

**Bicycle/Pedestrian Advisory Committee (B/PAC)** –Project staff provided several briefings to the B/PAC as the Master Plan was developed.

**Partner Agency Discussions**—Several meetings were held with stakeholder agencies with current or planned future operations at/nearby the Mountain View Transit Center, including: Caltrain, the California High-Speed Rail Authority (CHSRA), the VTA, the Mountain View Transportation Management Agency (TMA), and the Santa Clara County Roads and Airports Department (which is responsible for Central Expressway). Two workshops were also conducted with public transit and private employer shuttle stakeholders to review the conceptual design alternatives.

**Exhibit 1**  
**Mountain View Transit Center Master Plan**  
**Outreach and Community Meeting Schedule**

Project Milestones - Master Plan Study	Est. Attendees	Date
1. Downtown Committee Meeting #1		Dec. 1, 2015
2. Downtown Business Roundtable		Feb. 18, 2016
3. Community Workshop #1 - Grade Separation Alts.	60	Feb. 25, 2016
4. Downtown Committee Meeting #2		March 1, 2016
5. Council Study Session re grade separation alternatives		March 22, 2016
6. B/PAC Meeting #1		April 27, 2016
7. Downtown Committee Meeting #3		May 3, 2016
8. Downtown Business Outreach Meeting #1	5	May 5, 2016
9. Community Workshop #2 - Grade Separation Alternatives	40	May 10, 2016
10. Council action re preferred grade separation alternative		June 28, 2016
11. Downtown Business Outreach Meeting #2	12	Nov. 17, 2016
12. Community Meeting #3 - Transit Center concepts	55	Feb. 2, 2017
13. Chamber BIPP Committee	20	Feb. 8, 2017
14. B/PAC Meeting #2		Feb. 22, 2017
15. Downtown Committee Meeting #4		March 7, 2017
16. Council Study Session (evaluation of refined concepts)		March 21, 2017
17. Council approval of recommended Transit Center Master Plan		May 23, 2017

**Exhibit 2**  
**Mountain View Transit Center Master Plan**  
**Mountain View Voice News Stories**

- Mountain View's Grand Central Station is in the Works (March 5, 2015)
- City Sets Sights on New Transit Center (November 20, 2015)
- City Could Close Castro Street at Train Tracks (March 23, 2016)
- Businesses Balk at Closing Castro Street (June 12, 2016)
- Meeting Tonight: Big Decisions Ahead for Castro Street (June 20, 2016)
- City Council Backs Plan to Close Castro Street (June 23, 2016)
- City Tries to Unravel Tangle of Demands on Transit Hub (June 5, 2017)
- \$1.56 Million to Study Castro Street Closure (Feb. 16, 2018)