

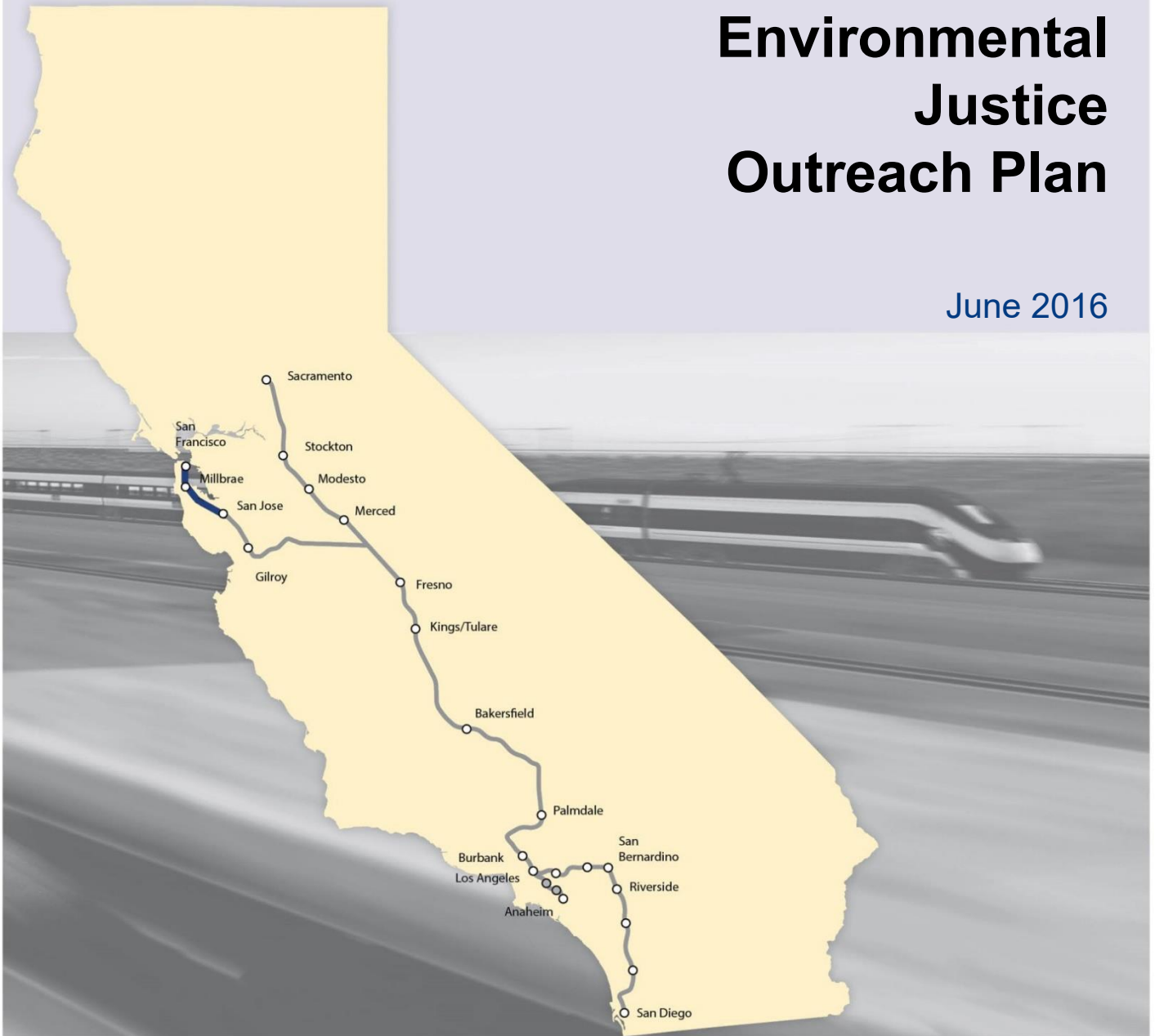
APPENDIX 5-A, APPENDIX A: ENVIRONMENTAL JUSTICE OUTREACH PLAN

Project Environmental Impact Report /
Environmental Impact Statement

San Francisco to San Jose
Project Section

**Environmental
Justice
Outreach Plan**

June 2016



San Francisco to San Jose
Project Section
**Draft Environmental
Justice Outreach Plan**

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1. HIGH SPEED RAIL & ENVIRONMENTAL JUSTICE

In compliance with Executive Order 12898 requiring the avoidance/mitigation of disproportional health and environmental effects on environmental justice populations (see *1.2 Regulatory Setting* for details), the California High Speed Rail Authority (the Authority) has developed or will develop an Environmental Justice Outreach Plan for each High Speed Rail (HSR) Project Section (Exec. Order No. 12898). Title VI of the Civil Rights Act of 1964, as amended, states that “no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefit of, or be subjected to discrimination under any program or activity that receives Federal financial assistance” (Civil Rights Act of 1964, Title VI). Environmental Justice (EJ), as mandated by Presidential Executive Order 12898, *Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations* (Exec. Order No. 12898) falls under the umbrella of Title VI (California High Speed Rail Authority, Title VI). Executive Order 12898 states that “each Federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations in the United States.” Executive Order 12898 has been adopted as a planning process requirement for all Authority efforts.

The Authority’s definition and application of the term “environmental justice” as it relates to the High Speed Rail project is included below:

“Environmental Justice (EJ) is the fair treatment of people of all races, cultures, and income with respect to the development, adoption, implementation and enforcement of environmental laws and policies. Implementation of environmental justice principles in how the Authority plans, designs, and delivers the high-speed rail projects means that the Authority recognizes the potential social and environmental impacts that project activities may have on certain segments of the public. The Authority recognizes how important provisions of existing environmental, civil rights, civil, and criminal laws may be used to help reduce environmental impact in all communities and environmental justice on the human element. The Authority has included environmental justice considerations in its planning for the statewide high-speed train system since 2000.” – HSR Authority, Title VI Report, 2013

1.1 Overview of the Environmental Justice Outreach Plan and Project Section

This Environmental Justice Outreach Plan for the San Francisco to San Jose Project Section is prepared in support of the environmental study for the San Francisco to San Jose Project Section of the California High-Speed Rail (HSR) program. It is intended to guide the Authority in engagement with minority and low-income populations in the project study area¹ for the purpose of consistently communicating project information, actively listening to and responding to community thoughts and concerns, and identifying potential actions to mitigate any disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority and low-income populations.

Per the Requirements of SB 1029 (Sen. Bill 1029), High-Speed Rail service along the San Francisco to San Jose corridor will be a blended system supporting both modernized Caltrain service and high-speed rail service primarily on a shared track within the existing Caltrain corridor. The Authority is continuing the planning and environmental process to further define the blended system. System improvements that will be defined during the planning and environmental review process include: station improvements for an interim terminal at 4th and King Street., a Millbrae intermodal station, curve straightening at the Diridon

¹ The study area for the San Francisco to San Jose project section and corresponding Environmental Justice Outreach Plan extends from 4th and King Street in San Francisco on the Caltrain Corridor to Park Avenue, south of Diridon Station in San Jose. See Figure 1 for a map of the study area.

Station to improve transit speeds, passing tracks to enable the High-Speed Rail to pass Caltrain trains, safety improvements including fencing and quad gates at the grade crossings, and maintenance facilities.

The San Francisco to San Jose Project Section Draft EIR/EIS is a stand-alone, second-tier, project environmental document. It incorporates by reference information from the Statewide Program EIR/EIS for the entire HSR system in accordance with the Council on Environmental Quality (CEQ) regulations (40 Code of Federal Regulations [CFR] 1508.28) and State California Environmental Quality Act (CEQA) Guidelines (14 C.C.R. 15168[b]). Scoping under NEPA and CEQA for the San Francisco to San Jose Project Section was initiated in 2009. Originally, the project was considered a fully grade-separated system in which HSR and Caltrain existed on separate dedicated tracks. The initial engineering design and environmental analysis began in 2009, evaluating the HSR Project Section for up to 4-tracks. With passage of SB 1029 in 2012, the Project Section design changed to a blended system with Caltrain tracks. Given that the shift to a blended system substantially changes the project context, the California HSR Authority and Federal Railroad Administration decided that a new scoping process would be conducted to receive input on the altered Draft EIR/EIS scope in light of the blended service concept and design. Technical analysis, station design, and stakeholder outreach will be ongoing throughout 2016, and the Authority plans to identify an initial preferred alternative by late 2016. The Draft EIR/EIS will likely be publically available in early 2017, and the preferred alternative will be identified in the Final EIR/EIS, which is targeted for completion by the end of 2017.

The Authority requires that an Environmental Justice Outreach Plan be developed and implemented as part of the Draft EIR. The Environmental Justice Outreach Plan:

- Summarizes demographics within the study area;
- Identifies EJ advocacy and interest groups who are stakeholders in the project;
- Describes the strategy for reaching out to, engaging, and gathering input from EJ populations;
- Identifies the specific methods that will be used to implement this strategy such as digital media, information booths, and presentations to and listening posts with EJ advocacy and interest groups, and;
- Lists the documents that will be prepared to document the EJ outreach efforts.

The process and guidelines described in this document are designed to provide consistency in the method used to obtain and share information with EJ populations for use in the environmental review process for this Project Section of the HSR system.

1.2 Regulatory Setting

The Authority has a strong commitment to ensuring that no person shall, on the grounds of race, color, national origin, sex, age or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity in the design, construction and operation of the high-speed rail system. Accordingly, HSRA adopted a Title VI programmatic policy that pays careful attention to the needs of Limited English Proficiency (LEP) and EJ populations (HSRA, Title VI).

The following text details additional applicable regulations, requirements, and federal efforts that govern and inform the development and implementation of an Environmental Justice Outreach Plan.

EXECUTIVE ORDER 12898 (FEBRUARY 16, 1994)

According to Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, projects that receive federal funding should “ensure the full and fair participation by all potentially affected communities in the decision-making process; to avoid/mitigate disproportionately high human health or environmental effects, including social and economic effects, on minority and low-income populations; to prevent the denial of, reduction in, or significant delay in the receipt of benefit by minority populations and low-income populations” (Exec. Order No. 12,898,59). Environmental justice populations, as identified by Executive Order 12898, are

comprised of Black, Asian American, Native American, Hispanic/Latino (regardless of race), and low-income persons.

To emphasize the importance of Executive Order 12898, the Obama Administration facilitated a multi-agency signing of the "Memorandum of Understanding on Environmental Justice and Executive Order 12898" in 2011 (EJ MOU). On the 20th anniversary of original executive order the President issued a Presidential Proclamation further solidifying the Administration's commitment to Environmental Justice (EJ). The document states that communities historically burdened by pollution - particularly minority, low income and tribal communities - merit protection from environmental and health hazards, access to the Federal decision-making process, and access to a healthy environment in which to live, learn, and work. The EJ MOU increases federal agency accountability to environmental justice and outlines processes to aid overburdened communities and facilitate community engagement in agency decisions.

EXECUTIVE ORDER 13166 (AUGUST 11, 2000)

In 2000, President Clinton issued additional federal guidance about providing information and services to people with Limited English Proficiency (LEP) (Exec. Order No. 13166). Under Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency, each federal agency shall examine the services it provides and develop and implement a system by which LEP persons can meaningfully access those services consistent with, and without unduly burdening, the fundamental mission of the agency. Each federal agency shall also work to ensure that recipients of federal financial assistance (recipients) provide meaningful access to their LEP applicants and beneficiaries. To assist the agencies with this endeavor, the Department of Justice has issued a general guidance document (LEP Guidance), which sets forth the compliance standards that recipients must follow to ensure that the programs and activities they normally provide in English are accessible to LEP persons, and thus do not discriminate on the basis of national origin in violation of Title VI of the Civil Rights Act of 1964, as amended, and its implementing regulations.

According to the December 2015 EO 13166 accomplishment report, federal agencies continue to improve implementation of the Executive Order 13166 via new tools, training, and resources; stronger coordination; integrated use of data and technology; increased technical assistance; and improved outreach and education.

Accordingly, the HSR Authority provides LEP access, at a minimum, to individuals who are representative of more than five percent of the population in California or the county in which the Authority is providing an activity or service.

U.S. DEPARTMENT OF TRANSPORTATION ORDER 5610.2

The U.S. Department of Transportation (USDOT) Order 5610.2(a) is used by USDOT to comply with Executive Order 12898 (U.S. Department of Transportation, Order 5610.2). Order 5610.2 generally describes the process that the Office of the Secretary, and each operating administration within the USDOT, will use to incorporate environmental justice principles (as embodied in the Executive Order) into existing programs, policies, and activities. The order provides that the Office of the Secretary, and each operating Administration within USDOT, will develop specific procedures to incorporate the goals of the USDOT Order and the Executive Order with the programs, policies and activities which they administer or implement.

1.3 San Francisco to San Jose Project Section Demographics

The San Francisco to San Jose Project Section is part of the first phase of the California High-Speed Rail System connecting the cities of San Francisco, Millbrae (San Francisco Airport) and San Jose on an electrified Caltrain Corridor with proposed stations at 4th and King and/or Transbay Transit Center, near the San Francisco Airport (Millbrae), San Jose and an optional mid-Peninsula station (Figure 1). Table 1 and Table 2 summarize race and income data, respectively, for the San Francisco to San Jose HSR Project Section. Data are primarily from the 2010-2014 American Community Survey 5-Year Estimates.

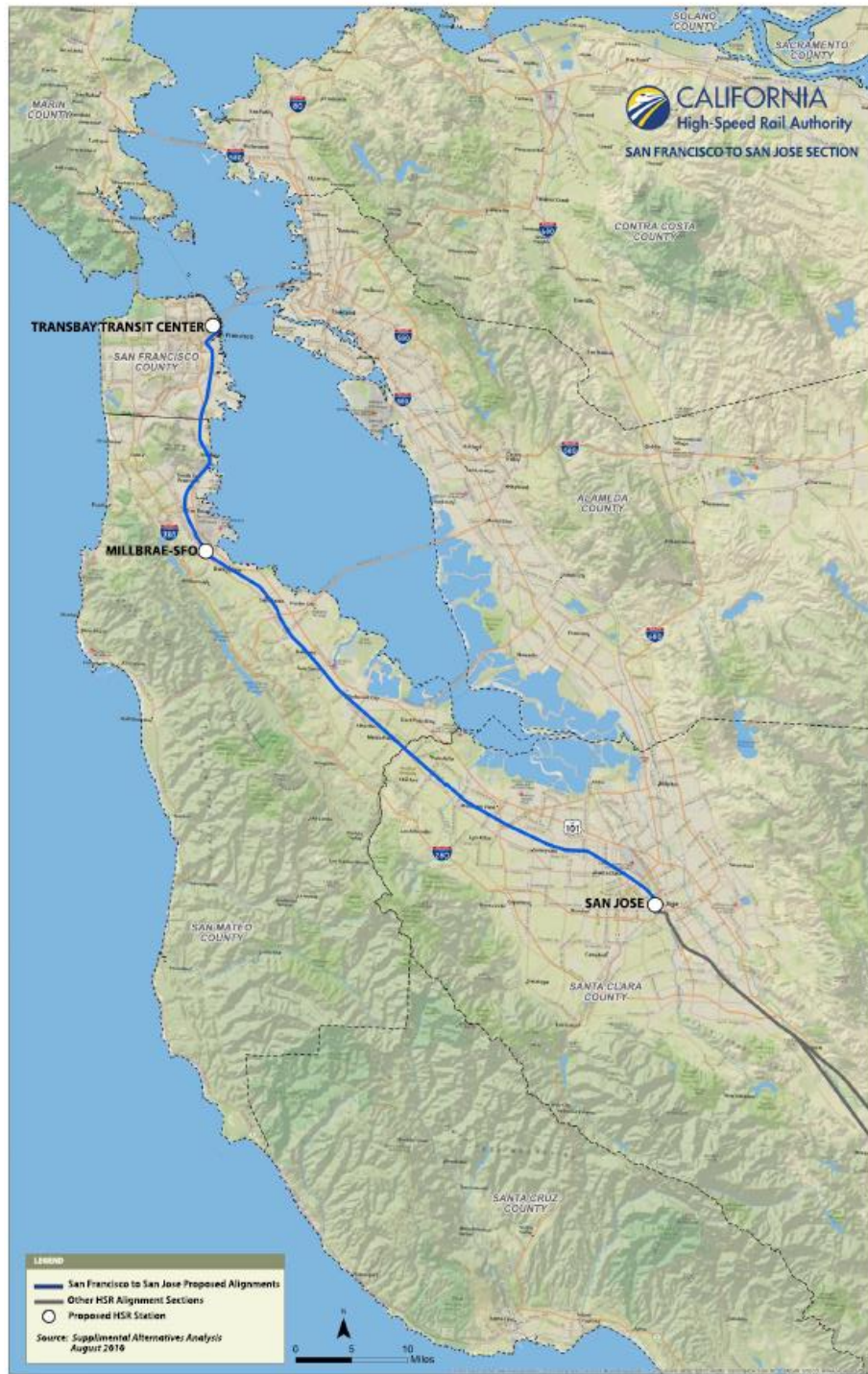


Figure 1 – Map of the San Francisco to San Jose HSR Project Section alignment.

Source: High Speed Rail Authority San Francisco to San Jose Project Section Map,
http://www.hsr.ca.gov/docs/newsroom/maps/San_Francisco_to_San_Jose.pdf

Based on the below data from the 2010-2014 American Community Survey 5-years estimates, all of the cities and counties through which the San Francisco to San Jose Project Section travels have a higher percentage of Asians than the average for the state as a whole (13.7 percent) with the exception of the City of Redwood City which is the only city to have a higher percentage of Hispanics than the state-wide average of 38.6 percent.

Table 1 – Demographics of San Francisco to San Jose HSR Project Section by Race

Total Subsection Study Area	Total Population (ACS 2014)	Percentage Minority Populations by Race* (ACS 2014)							
		White	Black/ African-American	Hispanic/ Latino	American Indian/ Alaska Native	Asian	Native Hawaiian/ Other Pacific Islander	Some Other Race	Two or More Races
State of California	38,802,500	38.3%	5.6%	38.6%	0.3%	13.7%	0.4%	0.2%	2.9%
Study Area (San Francisco County)	829,072	41.4%	5.5%	15.3%	0.2%	33.3%	0.4%	0.5%	3.4%
Study Area (San Mateo County)	739,837	41.2%	2.5%	25.4	0.1%	25.7%	1.4%	0.4%	3.4%
Study Area (Santa Clara County)	1,841,569	34.1%	2.4%	26.7%	0.2%	32.9%	0.3%	0.2%	3.1%
San Francisco County									
City of San Francisco	829,072	41.4%	5.5%	15.3%	0.2%	33.3%	0.4%	0.5%	3.4%
City of South San Francisco	65,537	20.1%	1.9%	34.0%	0.1%	37.9%	2.2%	0.2%	3.5%
City of San Bruno	42,090	34.2%	2.2%	30.0%	0.2%	26.0%	2.9%	0.7%	3.8%
City of Millbrae	22,177	38.0%	1.0%	14.5%	0.2%	42.7%	0.8%	0.0%	2.8%
City of Burlingame	29,618	59.5%	1.1%	13.3%	0.2%	20.6%	0.4%	0.9%	4.1%
City of San Mateo	100,114	46.9%	2.0%	26.2%	0.1%	19.0%	1.8%	0.2%	3.8%
City of Redwood City	79,736	42.5%	1.9%	40.5%	0.2%	11.6%	0.4%	0.2%	2.8%
City of Palo Alto	65,998	56.6%	1.5%	7.8%	0.0%	29.5%	0.1%	0.6%	3.8%
City of Mountain View	76,741	45.9%	1.9%	20.9%	0.1%	27.0%	0.2%	0.2%	3.8%
City of Sunnyvale	145,921	34.7%	1.8%	18.0%	0.1%	41.3%	0.6%	0.4%	3.1%
City of Santa Clara	119,525	34.5%	3.4%	19.1%	0.3%	38.9%	0.2%	0.2%	3.3%
City of San Jose	986,320	27.5%	2.9%	33.1%	0.2%	32.9%	0.3%	0.1%	3.0%

Sources: 2010-2014 American Community Survey 5-Year Estimates – California Demographic Characteristics Table (U.S. Census Bureau, www.FactFinder.Census.Gov)

*Note: Row percentages may not total 100 due to rounding.

Table 2 – Summary of Poverty Rates, Senior Citizen Populations, Median Household Income, and Limited English Proficiency Populations in the San Francisco to San Jose HSR Project Section

Total Subsection Study Area	% of Population Living at or Below Identified Poverty Level (ACS 2014)	% of Population 65+ Years Old (ACS 2014)	Existing # of Households (ACS 2014)	Median Household Income (ACS 2014)	% of Households w/ Limited English Proficiency (MPI Data Hub 2013)*	% of Families w/ Incomes below Identified Poverty Level (ACS 2014)
State of California ^a	16.4%	12.1%	13,781,929	\$61,489	19.0%	12.3%
San Francisco to San Jose HSR Project Section						
Study Area (San Francisco County) ^b	28.3%	14.0%	345,811	\$78,378	22.6%	12.9%
Study Area (San Mateo County) ^b	20.4%	14.0%	257,837	\$91,421	19.3%	9.0%
Study Area (Santa Clara County) ^b	23.3%	11.7%	604,204	\$93,854	21.3%	11.6%
San Francisco County						
City of San Francisco ^b	28.3%	14.0%	345,811	\$78,378	N/A	12.9%
City of South San Francisco ^b	22.4%	14.4%	20,938	\$78,101	N/A	10.0%
City of San Bruno ^{b, c}	19.3%	13.3%	14,701	\$81,420	N/A	5.0%
City of Millbrae ^{b, c}	13.3%	18.9%	7,994	\$91,846	N/A	2.8%
City of Burlingame ^{b, c}	16.4%	13.1%	12,361	\$90,890	N/A	4.7%
City of San Mateo ^b	19.8%	14.6%	38,233	\$90,087	N/A	8.1%
City of Redwood City ^b	26.6%	11.3%	27,957	\$81,955	N/A	13.2%
City of Palo Alto ^{b, c}	11.8%	17.2%	26,493	\$126,771	N/A	3.9%
City of Mountain View ^b	20.1%	10.8%	31,957	\$100,028	N/A	10.1%
City of Sunnyvale ^b	18.1%	11.2%	53,384	\$103,257	N/A	8.1%
City of Santa Clara ^b	22.2%	10.0%	43,021	\$93,840	N/A	9.8%
City of San Jose ^b	27.6%	10.9%	301,366	\$83,787	N/A	14.2%

Sources: 2010-2014 American Community Survey 5-Year Estimates – California Demographic, Economic, and Housing Characteristics Tables (U.S. Census Bureau, www.FactFinder.Census.Gov); Migration Policy Institute Data Hub 2013

**Note: LEP Data is unavailable at the City level.*

^a For this geography, the poverty level is set at the federal poverty level.

^b For this geography, to account for the high cost of living, the poverty level is set at 200% of the federal poverty level.

^c For this geography, the data for the percentage of families with income below 200% of the federal poverty level is either not available or not yet released. As a result the poverty level for families with income below poverty level is set at the federal poverty level.

Based on the above data, county median household incomes in the San Francisco to San Jose Project Section are consistently higher than the American Community Survey 5-year estimated statewide average of \$61,489. However, to account for the high regional cost of living, the poverty level metric for this Project Section has been set at 200 percent the federal poverty level. Using this metric, most of the geographies identified in Table 2 have a higher rate of individuals living in poverty than the 16.4 percent statewide average. (Note that the 200 percent metric could not be applied equally across cities to determine the rate of families living in poverty, so varying poverty standards are used for family poverty percentages as indicated by superscript ‘c’.) Poverty characteristics for counties along the San Francisco to San Jose Project Section are generally similar. Along the corridor, San Mateo County has the lowest incidence of poverty and San Francisco County has the highest which also corresponds to median income for each of the counties. Poverty for the individual cities within the corridor is generally comparable with Palo Alto having the lowest incidence of individuals living in poverty and San Francisco having the highest.

2. ENVIRONMENTAL JUSTICE ADVOCACY AND INTEREST GROUPS

To inform - EJ outreach efforts, the Project Team has identified:

1. A list of EJ- and transportation-related organizations active regionally or on a state-wide scale (Table 3); and
2. A list of stakeholder populations and community organizations that serve or constitute minority and low-income populations in the study area (Appendix A).

These organizations and groups either constitute or support minority and low-income populations in the study area and are potential audiences for targeted outreach efforts. Table 3 lists organizations specifically dedicated to EJ and transportation, whereas Appendix A presents a more inclusive list of minority and low-income populations and the non-EJ-specific organizations that serve those populations. As outreach continues, additional groups may be identified and added to either outreach list. An EJ Database will be developed and updated periodically to track organizational contacts and outreach efforts.

Many organizations listed in the table below advance EJ causes and advocate for minority or low-income populations in the study area in addition to serving a broader geography. As such, several organizations are headquartered outside of the study area.

Table 3 – Environmental justice- and transportation-related advocacy and interest organizations active within the San Francisco to San Jose Project study area

Organization Name	Description	Website
<i>Asian Pacific Environmental Network</i>	Brings together a collective voice to develop an alternative agenda for environmental, social and economic justice.	http://apen4ej.org/
<i>Bay Area Environmental health Collaborative</i>	Bay Area partnership among six coalitions and numerous organizations working to protect public health in communities heavily impacted by air pollution	http://www.baehc.org/

Organization Name	Description	Website
<i>Bay Localize</i>	Bay Area organization supporting community leaders in building equitable, resilient communities.	http://www.baylocalize.org/about
<i>California Endowment</i>	Statewide grant-making organization that promotes fundamental improvements in the health status of all Californians.	http://www.calendow.org/
<i>California Environmental Justice Alliance</i>	Statewide, community-led alliance that works to achieve environmental justice by advancing policy solutions	http://caleja.org/about-us/vision-and-history/
<i>California Pan-Ethnic Health Network</i>	Statewide network that promotes health equity by advocating for public policies and sufficient resources to address the health needs of communities of color.	http://cpehn.org/
<i>California Rural Legal Assistance</i>	Statewide environmental justice and legal aid program that provides low-income rural Californians with free legal assistance.	http://www.crla.org/
<i>California Wellness Foundation</i>	Statewide grant-making organization that addresses the particular health needs of traditionally underserved populations, including low-income individuals, people of color, youth and residents of rural areas.	http://www.calwellness.org/
<i>Center for Health, Environment and Justice</i>	National environmental justice organization building healthy communities and serving as a resource for grassroots environmental activism.	http://chej.org/
<i>Center on Race, Poverty & the Environment</i>	National environmental justice organization providing legal, organizing, and technical assistance to grassroots groups in low-income communities and communities of color.	http://www.crpe-ej.org/crpe/
<i>Central Coast Alliance United for a Sustainable Economy</i>	Community organizing and advocacy organizations that seeks to build grassroots power to invoke social, economic and environmental justice for the people of California's Central Coast Region.	https://causeno.w.org
<i>Communities for a Better Environment</i>	Statewide organization working to build people's power in California's communities of color and low income communities to achieve environmental health and justice by preventing and reducing pollution and building green, healthy and sustainable communities and environments.	http://www.cbecal.org/
<i>Greenaction</i>	Multiracial grassroots organization that works with low-income and working class urban, rural, and indigenous communities to fight environmental racism and build a clean, healthy and just future for all.	http://greenaction.org/#
<i>Greenbelt Alliance</i>	Bay Area-focused organization that seeks to protect natural and agricultural lands and shape the rules that govern growth around the San Francisco Bay Area.	http://www.greenbelt.org/
<i>La Raza Centro Legal</i>	Community-based legal organization dedicated to empowering Latino, immigrant and low-income communities of San Francisco to advocate for their civil and human rights.	http://www.lrclo.org/
<i>Literacy for Environmental Justice</i>	Bay Area organization that promotes ecological health, environmental stewardship, and community development in Southeast San Francisco by creating	http://www.lejyouth.org/

Organization Name	Description	Website
	urban greening, eco-literacy, community stewardship and workforce development opportunities.	
<i>PODER SF</i>	Bay Area organization that helps Latino immigrant families and youth to put into practice people-powered solutions that are locally based, community led and environmentally just.	http://www.poder-sf.org/
<i>Policy Link</i>	National research and action institute advancing economic and social equity by 'Lifting Up What Works'	http://www.policylink.org/
<i>Rural Community Assistance Corporation (RCAC)</i>	Statewide organization providing training, technical/financial resources and advocacy for rural communities.	http://www.rcac.org/home
<i>SF Environment</i>	Department of the City and County of San Francisco environmental justice program that promotes healthy environments in the City's underserved communities.	http://sfenvironment.org/education-equity/environmental-justice
<i>Sunflower Alliance</i>	Bay Area alliance that brings together individuals and organizations committed to environmental justice and the health and safety of all Bay Area communities threatened by toxic pollution and climate change.	http://www.sunflower-alliance.org/
<i>TransForm</i>	Transportation organization that seeks to transform communities and transportation with new solutions, smarter investments, and better planning as well as improve community access, health, justice, and sustainability.	http://www.transformca.org/
<i>The City Project</i>	National organization working to ensure that all people have access to healthy, livable communities	http://www.cityprojectca.org/
<i>Youth United for Community Action</i>	Grassroots community organization based in East Palo Alto created, led, and run by young people of color, majority from low-income communities, provides a safe space for young people to empower themselves and work on environmental and social justice issues.	http://youthunited.net/

Source: Developed by Kearns & West, Inc.

3. ENVIRONMENTAL JUSTICE OUTREACH

In locations where minority and/or low-income populations will or may be affected by the High-Speed Rail (HSR) San Francisco to San Jose (SF-SJ) Project Section, outreach activities will be conducted to solicit community views on the project's potential impacts. The purpose of these outreach activities are to inform local community members of the project and its status; solicit input on project-impact thoughts and concerns; and gain an understanding of potential project effects that would be disproportionately borne by minority and low-income populations.

Although this EJ Outreach Plan covers the San Francisco to San Jose Project Section, the Project Team will coordinate closely with San Jose to Merced Project Team to avoid EJ outreach redundancy.

The Project Team has collected and analyzed demographic and income information to identify minority and/or low-income populations in the study area. Finer resolution demographics data currently under development by Authority consultants will help the Project Team identify the locations of discrete EJ populations throughout the study area in a predominately white and affluent region of California. In addition, the Project Team has reviewed recent reports on how minority and low-income populations access information. According to the National Center for Health Statistics, adults living in poverty or near poverty are more likely to be dependent on smart phones than on land lines.

Similarly, according to the Pew Research Center, low income populations are more likely to rely on smart phones over computers for Internet connectivity. In order to continue engagement of the minority and low-income groups in the SF-SJ HSR study area in the development of the environmental analysis, the Project Team will consider region-specific demographics and communication needs as they implement the following outreach strategy. The Project Team will document these outreach activities as they occur for inclusion in the Draft EIR/EIS Environmental Justice chapter.

Intentional outreach will be needed within the EJ populations to provide information about the HSR decisions currently under consideration (identified in section *1.1 Overview of the Project and the Outreach Plan*), as well as to address any potential impacts to minority and low-income populations. The EJ populations will also be provided with updates on the entire statewide system, including key milestones and progress.

The feedback gathered from EJ populations during this continued outreach process will inform Authority decisions on next steps needed to move this project forward. Project milestones are detailed in Figure 2 below and include project definition, station design, and preferred alternative identification.

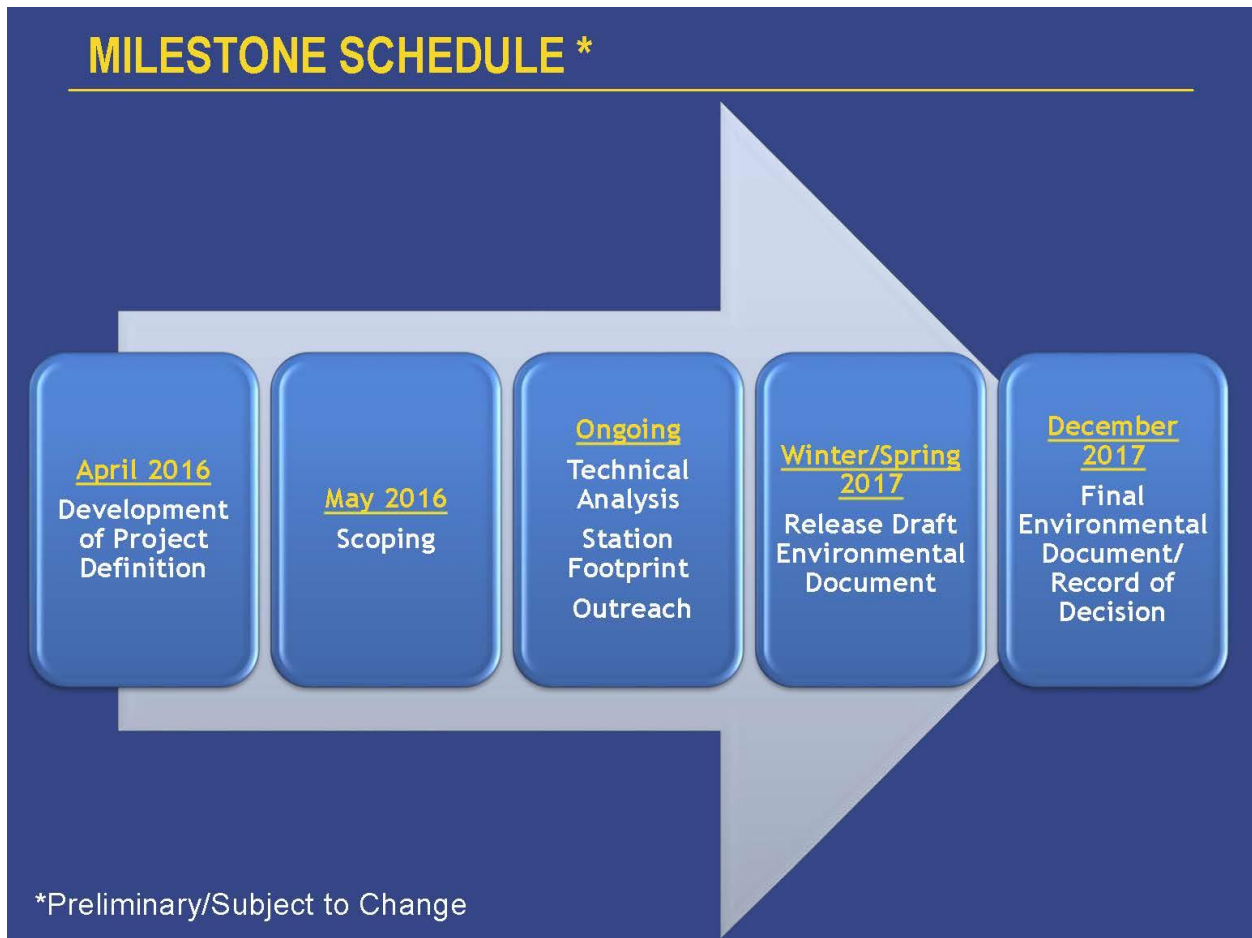


Figure 2 – Draft Milestone Schedule for San Francisco to San Jose Project Section

Source: High Speed Rail Authority Central Valley Technical Working Group presentation: ‘Connecting and Transforming California,’ Tuesday, March 29, 2016 - Gilroy, CA

3.1 Outreach Strategy

The Authority is committed to implementing a comprehensive outreach program that reaches a broad array of interests throughout the corridor.. The Authority will follow the Department of Justice LEP Guidance to confirm that information about the project is accessible to LEP persons within the study area

The outreach strategy outlined below is scheduled for implementation as the project progresses and will be used to engage key EJ stakeholders during the project development and environmental review processes. All outreach efforts will be conducted in coordination with the Authority’s Northern Regional Director and the External Affairs Division.

Following are the key strategic objectives of this Environmental Justice Outreach Plan:

- Identify and actively engage EJ interest and advocacy groups and elected officials representing EJ populations throughout the study area. Provide structured and unstructured opportunities for these groups and officials to provide input.

- Provide clear, concise and accurate information, in appropriate languages, regarding the SF-SJ Project Section and the development of the EIS/EIR.
- Identify and address any potential environmental impacts disproportionately borne by minority and low-income populations throughout the study area.
- Develop and implement multiple avenues of communication methods for EJ stakeholders to receive project information and submit questions and comments (e.g., public meetings, group presentations, activity centers, project website, bilingual hotline, etc.).
- Facilitate constructive dialogue between key EJ stakeholders and the SF-SJ Project Team. Communicate back to EJ populations how feedback has been reflected in the process.
- Effectively communicate the vision, purpose and benefits of a high-speed rail system in California.
- Accurately document and respond to all public input received and meet all CEQA/NEPA requirements.

To achieve the above strategic objectives, the Authority will adhere to the following outreach best practices:

- Proactivity – outreach to EJ populations should happen “early and often” to identify and address EJ concerns as far in advance of potential impacts as possible.
- Inclusivity – offer early and continuous opportunities for input on project advancements to as broad a spectrum of impacted or interested stakeholders as is feasible.
- Sensitivity – be informed and aware of EJ population sensitivities and historical experiences and relationships; consider these sensitivities in information sharing approaches and techniques.
- Consistency – ensure all presentations, written/visual messaging, and informal conversations are presenting the same information.
- Accessibility – ensure meeting times and locations are accessible to target audiences, prioritizing locations where EJ populations frequent and feel most comfortable and times when they are available, and tailor outreach materials and distribution methods to maximize target audience reach by offering translation services that meet or exceed LEP standards.
- Follow-Through – follow up with stakeholder comments and concerns to the best extent feasible.

3.2 Outreach Activities

The following table outlines potential outreach activities the Authority could conduct to engage minority and low-income populations in the San Francisco to San Jose section. All future proposed activities will first be approved by Authority staff before being implemented.

Table 4 – Public Participation and Outreach Examples

Example Outreach Category	Target Audience	Example Outreach Activity	Intended Outcome
<i>Public Meetings</i>	All HSR stakeholders	Host periodic public meetings on the EIR/EIS HSR process for the SF-SJ study area and solicit public comment	Disseminate key Authority EIR/EIS updates and receive suggestions and feedback via conventional public meetings
<i>Organizational Stakeholder Contact</i>	Environmental/Social Justice Organizations	Connect with EJ interest groups to gauge their interest in scheduling meetings with members of the SF-SJ Project Team to offer project suggestions and inform stakeholder outreach processes	Establish a direct line of communication and a credible reputation with influential EJ advocacy and interest groups who work in the study area; gather valuable local insights on EJ challenges
<i>Local Stakeholder Contact</i>	Study Area Stakeholders, Esp. Minority and Low-Income Populations	Provide HSR tables and booths at local fairs and community events	Directly engage members of EJ populations in HSR conversations to share relevant information, answer questions, and listen to perspectives; establish a two-way line of HSR communication in affected communities
<i>Group Stakeholder Meetings</i>	Multiple Stakeholder Agencies/Organizations	Organize meetings with multiple study area interest and advocacy groups and host collaborative, round-table discussions on HSR planning and key decisions	Gather and record topical HSR information as it pertains to EJ populations to inform HSR processes
<i>Digital Engagement</i>	Study Area Stakeholders, Esp. Minority and Low-Income Populations	Provide opportunities to participate, learn and provide input via online and mobile options	Directly engage members of EJ populations in HSR without requiring in-person participation or home/office Internet access

3.3 Outreach Implementation

The following two sections present an implementation approach for the Environmental Justice Outreach Strategy. The *Public Meetings* section details SF-SJ-specific events, or other relevant events, organized and hosted by the Authority in which EJ populations and/or organizations are invited to participate, receive updates, and/or offer feedback. The *Environmental Justice Group Events and Meetings* section details an approach to scheduling outreach events at which an HSR outreach representative will share relevant information with a target EJ population group through any number of activities such as tabling at public events or presenting to local organizations.

3.3.1 Public Meetings

The SF-SJ Outreach Team will schedule, coordinate and facilitate public meetings, open houses and environmental review milestone meetings. These meetings will specifically include EJ interest groups to discuss any potential environmental impacts to minority and low-income populations located within the study area. Participants will discuss the preferred alternative identified in the Final EIR/EIS and the next steps in the process.

At a minimum, meeting notifications will be distributed to the established list of EJ interest groups via email distribution and social media outlets. Advertisements may be placed in local Spanish-language newspapers. Mail invitations may also be used. In conjunction with the Authority and the SF-SJ Project Team, the Outreach Team will secure all venues and coordinate logistics for each public meeting. Project fact sheets, welcome sheets, comment sheets and graphic displays will be developed and made available at every meeting.

All public meetings will be hosted per the requirements and best practices set forth by the Authority, including following Title VI and Limited English Proficiency (LEP) requirements. These practices include offering translation services at public participation events. Translations of key documents such as comment cards and the draft EIS/EIR for LEP individuals who represent a significant population percentage of the geography in which the Authority is providing an activity or service will be provided. LEP regulation requires translation services to be offered when five percent of the County or State population being served is an LEP language population. The Authority will evaluate LEP needs at a finer population scale for local and regional events to adhere to or exceed LEP guidelines as sufficient to meet local language needs. Specific HSR summary documents and fact sheets for the San Francisco to San Jose Project Section that have already been developed may be translated to meet local language needs. To the extent that these documents are still relevant, they will continue to be made available to and advertised to EJ populations. Additional materials will be developed and translated as deemed important to outreach efforts and necessary by the Authority.

At the conclusion of each public meeting, meeting notes summarizing public comments and feedback will be prepared and distributed to the SF-SJ Project Team for use in further refining project details. The Project Team will also develop and maintain a calendar of public outreach meetings, and document meeting happenings and key take-away messages.

3.3.2 Environmental Justice Group Events and Meetings

In addition to coordinating Authority-hosted public meetings, the Project Team will identify two or more on-the-ground outreach opportunities each month through which the Authority will increase their communication and engagement with EJ populations in the study area. The Project Team will develop and maintain a calendar of potential EJ events, and update the calendar periodically with upcoming events. An HSR outreach representative will attend each of the approved identified events to share with and receive relevant information from the target EJ audience using the most relevant outreach strategy for the identified event (e.g., tabling at public events, presenting to local organizations, speaking on a webinar, etc.). The Project Team will provide information about the process in a format that EJ organizations and elected officials representing EJ populations can use to easily distribute to their constituents, such as draft in-language constituent newsletters, community news items, etc.

In addition to public outreach, the Project Team will coordinate with the Project's Cultural Resources Specialists to ensure that historic resources that might be associated with well-established ethnic or other groups are identified. Such properties have the potential to be eligible for the National Register of Historic Places (NRHP) as Traditional Cultural Properties (TCP). TCPs are properties that can be defined generally as those that are eligible for inclusion in the NRHP because of their association with cultural practices or beliefs of a living community that are rooted in that community's history, and are important in maintaining the continuing cultural identity of the community. "Traditional" in this context refers to those beliefs, customs, and practices of a living community of people that have been passed down through the generations, usually orally or through practice. The traditional cultural significance of a historic property,

then, is significance derived from the role the property plays in a community's historically rooted beliefs, customs, and practices. Examples of properties possessing such significance include:

- a location associated with the traditional beliefs of a Native American group about its origins, its cultural history, or the nature of the world;
- a rural community whose organization, buildings and structures, or patterns of land use reflect the cultural traditions valued by its long-term residents;
- an urban neighborhood that is the traditional home of a particular cultural group, and that reflects its beliefs and practices;
- a location where Native American religious practitioners have historically gone, and are known or thought to go today, to perform ceremonial activities in accordance with traditional cultural rules of practice; and,
- a location where a community has traditionally carried out economic, artistic, or other cultural practices important in maintaining its historic identity.

3.3.3 Digital Engagement

The Project Team will develop ways for EJ stakeholders to learn about the project and provide input via smartphones and other mobile devices. For example, using mobile polling at community events and public meetings or providing project information accessible via smartphones. The Project Team will identify digital engagement opportunities that allow busy people to engage outside of work hours, do not require travel, and require an hour or less of participation. The Project Team will use social media and digital outreach to provide information about broader engagement opportunities.

3.3.4 Environmental Justice Organizations and Community Working Group Engagement

The Project Team will conduct regular Community Working Group meetings in San Jose, and Morgan Hill/Gilroy on a quarterly basis over the course of the environmental review as a key venue for collaborative problem-solving and as a way to inform and shape the environmental review. The Community Working Group role includes providing feedback from local communities and elected officials, insight on a wide variety of key considerations related to the environmental review, best methods to reach and engage constituency groups, and perceptions and feedback received from broader constituencies. The Project Team will identify two to three EJ organizations to participate in each Community Working Group. In addition, the Project Team will conduct periodic check-ins with EJ groups and elected officials to seek advice and input on the outreach effort.

3.3.5 Deliverables

The implementation of the outreach strategy and outreach activities detailed above will lead to a series of deliverables identified in the bulleted list below. These deliverables will be used to inform, among other items, project refinements, environmental mitigation plans, and future outreach activities:

- *Environmental Justice Database* - a database tool that records organizational contacts and tracks outreach efforts over time, including participation of EJ organizations, elected officials and stakeholders in Community Working Group meetings, Open Houses, environmental milestone meetings and other venues and forums.
- *External Outreach Meeting Schedule* – a calendar of external outreach meetings or events at which an HSR outreach representative will be present.
- *Internal Outreach Meeting Schedule* – a calendar of outreach meetings or events hosted by HSRA.
- *Meeting Agendas & Notes* – draft agendas, meeting summaries, and feedback documentation for all EJ outreach-related internal and external meetings.

- *Meeting Materials* – invitations, notices, signage, handouts, displays, staffing guides, and other relevant meeting/event materials; translated meeting materials will be provided for LEP populations in accordance with LEP regulation.
- *Digital Content* – draft language for key EJ outreach and engagement efforts (e.g., social media pushes, mobile polls, website updates, etc.).

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5. Revision History

Appendix A: Stakeholder and Community Organizations Serving Minority and Low-Income Communities

The following is a list of organizations that serve or constitute minority and/or low-income communities in the study area. This list will be periodically updated to reflect organizational changes or additions.

Organization Name	Description	Geography	Point of Contact	Address	Email	Phone
<i>All Souls Church</i>	Church in South San Francisco.	South San Francisco, CA	Rev. Briccio R. Tamoro	315 Walnut Avenue, South San Francisco, CA 94080	Secretary @Allsouls churchssf.org	(650) 871-8944
<i>Catholic Filipino American Ministry</i>	Faith-based Filipino organization based in Redwood City.	Southern Peninsula SF Bay Area		1100 Woodside Rd, Redwood City, CA 94061		
<i>Cherry Chase Neighborhood Association</i>	Neighborhood Association in Sunnyvale adjacent to the study area.	Sunnyvale, CA	Michelle Hornberger		michelle.hornberger@gmail.com	(408) 507-2830
<i>City of South San Francisco Community Learning Center</i>	Community learning Center that provides businesses with employees able to accept increased responsibilities; improves academic performance and keeps children in school; builds independent and confident English language learners, and prepares them to become citizens, etc.	South San Francisco, CA	Karla Moulina Bourdon	520 Tamarack Ln, South San Francisco, CA 94080	bourdon@plsinfo.org	(650) 877-8540
<i>Cumberland South Neighborhood Association</i>	Neighborhood Association in Sunnyvale adjacent to the study area.	Sunnyvale, CA	Reid Myers		cumberlandsouth-owner@yahogroups.com	(408) 749-0903

<i>Cumberland West Neighborhood Association</i>	Neighborhood Association in Sunnyvale adjacent to the study area.	Sunnyvale, CA	Cindy Martin		osedacum@hotmail.com	(408) 774-0996
<i>Fair Oaks Beautification Association</i>	Community organization dedicated to making the streets and neighborhood of North Fair Oaks cleaner and safer.	San Mateo County, CA			info@FOBAneighbor.org	
<i>Francis Drake Masonic Lodge</i>	Assists the community and hosts fellowship gatherings.	South San Francisco		307 Walnut Ave, South San Francisco, CA 94080		(650) 583-4680
<i>Heritage District Neighborhood Association</i>	Neighborhood Association in Sunnyvale adjacent to the study area.	Sunnyvale, CA	Penny Kelly		penny@gokellyfamily.com	(408) 245-2175
<i>Jordanian American Association</i>	Hosts meals and entertainment for family gatherings; focused on the Jordanian population.	South San Francisco		305 Linden Ave South San Francisco, California 94080		(650) 583-0132
<i>Lenders of Community Development (LCD) of San Jose</i>	Development organization that assists families in becoming homeowners, offers small business loans to low-income individuals, finances the construction of affordable housing, and provides loans for community facilities.	San Jose, CA		111 W. St. John Street, Suite 800, San Jose, CA	info@opportunityfund.org	(408) 297-0204
<i>LIBRE</i>	Legal aid service helping immigrant communities in San Mateo County by educating individuals and families about their rights and eligibility for safety net services.	San Mateo County, CA		330 Twin Dolphin Dr., Suite 123, Redwood City, CA 94065		(650) 558-0915
<i>Message of Peace International Church</i>	Message of Peace Church serves the Portuguese speaking community in South San Francisco.	South San Francisco	Fernando and Teresa Carvalho,	500 Miller Ave, South San Francisco, CA 94080		(650) 952-3937

<i>Millbrae Community Foundation</i>	Community foundation that raises money for and gives grants to projects that fulfill the unmet needs of Millbrae citizens.	Millbrae, CA		P.O. Box 1612, Millbrae, CA 94030	millbraefou ndation@g mail.com	
<i>North Fair Oaks Forward</i>	Community initiative in the North Fair Oaks neighborhood of unincorporated San Mateo County to revitalize the area.	San Mateo County, CA	Marci Dragun		mdragun @smcgov. org	(650) 363- 4570
<i>Peninsular Multifaith Coalition</i>	Coalition of faith congregations and organizations working together on projects to improve the community; member organizations actively help plan and support community events.	Bay Area			info@peni nsulamultif aith.org	
<i>Ponderosa Park Neighborhood Association</i>	Neighborhood Association in Sunnyvale adjacent to the study area.	Sunnyvale, CA	Vince Maniago		uvince@g mail.com	(408)74 9-0336
<i>Samaritan House</i>	Organization that mobilizes community resources to help meet the needs of underserved populations in San Mateo.	San Mateo, CA	Laura Bent	4031 Pacific Blvd., San Mateo, CA 94403	laura@sa maritanho usesanmat eo.org	(650)34 1-4081
<i>San Bruno Community Foundation</i>	Foundation created by the City of San Bruno to administer the \$70 million in restitution funds received from PG&E after the devastating 2010 gas pipeline explosion in San Bruno's Crestmoor neighborhood.	San Bruno, CA	Leslie Hatamiya	901 Sneath Lane, Ste. 209, San Bruno, CA 94066	LHatamiya - SBCF@sa nbruno.ca. gov	(650) 763- 0775
<i>San Jose District 6 Leadership Group</i>	Self-directed group of independent nonpartisan neighborhood association, neighborhood business, school, and community leaders organized to improve communication, research issues, make recommendations, and hold educational meetings to improve the District 6 community and San Jose.	San Jose, CA				

<i>San Jose Downtown Residents Association</i>	Association representing a diverse socio-economic group of residents in the downtown San Jose core that promotes partnerships with the city government and neighborhood businesses.	San Jose, CA	Steve Barkley	PO Box 90264, San Jose, CA 95113-9998		
<i>San Jose Strong Neighborhoods Initiative</i>	Partnership between the City of San Jose, the Redevelopment Agency (RDA), and San Jose's residents and business owners to strengthen the city's neighborhoods by building clean, safe and strong neighborhoods with independent, capable, and sustainable neighborhood organizations.	San Jose, CA	Steve McHarris	200 E. Santa Clara Street, 3rd Floor, San Jose, CA 95113		(408) 535-3555
<i>San Jose Unified School District - River Glen</i>	School district serving the City of San Jose.	San Jose, CA	Nancy Albarran	855 Lenzen Avenue, San Jose, CA 95126	nalbarran@sjusd.org	(408) 535-6000
<i>San Jose Word of Faith Christian Center</i>	Faith organization working to foster economic vitality in San Jose.	San Jose, CA		873 Delmas Ave, San Jose, CA 95125		(408) 295-0877
<i>San Mateo Adult School</i>	Service of the San Mateo Union High School District committed to serving those traditionally underserved; especially those disadvantaged economically or academically.	San Mateo, CA		789 E. Poplar Avenue San Mateo, CA 94401	admin@smace.org	(650) 558-2100
<i>Santa Clara Valley Transportation Authority Riders Union</i>	Group that advocates for those who use mass transit in Santa Clara County.	Santa Clara, CA	Eugene Bradley, Founder		info@vtaridersunion.org	

<i>Silicon Valley Land Conservancy</i>	Conservancy that maintains and promotes the downtown San Jose core as a livable, family-oriented community with a high quality of life.	San Jose, CA	Craige Edgerton	117 Bernal Rd, # 70-181 San Jose, CA 95119	cedgerton@siliconvalleylc.org	(408)460-1102
<i>St. Herman of Alaska Orthodox Church</i>	Russian Orthodox church near the existing Caltrain corridor.	Sunnyvale, CA	Father Martin Person		firmartin@gmail.com	(408)805-6570
<i>Sunnyvale Neighborhood Liason</i>	City of Sunnyvale position to coordinate communications between neighborhood association and the city council.	Sunnyvale, CA	Nathan Truitt		ntruitt@ci.sunnyvale.ca.us	(408)730-7472
<i>Sunnyvale School District</i>	Three schools within the district are less than a quarter mile from the existing Caltrain corridor and could be impacted by operations.	Sunnyvale, CA	Alia Wilson		alia.wilson@sesd.org	(408)522-8200 ext 1084
<i>Sustainable San Mateo County</i>	Organization seeking to stimulate community action on economic, environmental and social issues by providing accurate, timely and empowering information.	San Mateo County, CA	Adrienne Etherton	177 Bovet Road 6th Fl., San Mateo, CA 94402	adrienne@sustainablemateo.org	(650)638-2323
<i>Templo La Hermosa</i>	Church in San Jose.	San Jose, CA		59 South Montgomery St. San Jose, CA 94103, United States	info@tlahermosa.org	
<i>The Boys and Girls Club of North San Mateo</i>	The Club provides youth (ages of 6-18) with a safe haven to participate in structured and stimulating activities outside of school hours.	South San Francisco, CA		201 W Orange Ave, South San Francisco, CA 94080		(650)589-7090

<i>The Latino Commission</i>	Alcoholism Treatment Program that serves the Latino population and focuses on restoring people holistically, in an environment of love and understanding that represents their culture to improve quality of life.	South San Francisco, CA	Debra Camarillo	301 Grand Ave #301, South San Francisco, CA 94080	debra.camarillo@thelatinocommission.org	(650) 244-1444
<i>United Neighborhoods of Santa Clara County</i>	A coalition of neighborhood associations and homeowners associations in Santa Clara County.	Santa Clara County	Ken Podgorsek	P.O. Box 90430 San Jose, CA 95109	execdir@unsc.org	
<i>United Way Silicon Valley</i>	Organization focused on community resources for families and individuals in San Jose, specifically for education and raising children.	San Jose, CA		1400 Parkmoor Ave, Suite 250 San Jose, CA 95126		(408) 345-4300
<i>Unitek College South San Francisco</i>	Unitek College South San Francisco Campus has multiple classrooms and skills labs with a resource center and offers classes in vocational nursing and medical assistance.	South San Francisco		257 Longford Dr #5, South San Francisco, CA 94080		(855) 811-6191
<i>Washington Area Community Coalition</i>	Coalition committed to improving living conditions in neighborhoods facing injustices.	San Jose, CA			waccgroup@yahoo.com	
<i>Winchester Neighborhood Action Committee</i>	Social network for the Winchester area to RSVP to neighborhood meetings and learn about meeting agendas.	San Jose, CA (Winchester)				