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

San Jose to Merced Project Section **Environmental Justice Outreach Plan**

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1 HIGH-SPEED RAIL AND ENVIRONMENTAL JUSTICE

In compliance with U.S. Presidential Executive Order (USEO) 12898 *Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations,* requiring the avoidance or mitigation of disproportional health and environmental effects on environmental justice populations, the California High-Speed Rail Authority (Authority) develops environmental justice outreach plans for each High Speed Rail (HSR) Project Section. 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." Environmental justice, as mandated by USEO 12898, falls under the umbrella of Title VI. USEO 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." USEO 12898 has been adopted as a planning process requirement for all Authority efforts (Authority 2016).

The Authority's definition and application of the term "environmental justice" as it relates to the HSR system is as follows:

> *"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, when it commenced a programmatic environmental review process"* (Authority 2015).

1.1 Overview

This *Environmental Justice Outreach Plan* is prepared to support the environmental study for the San Jose to Merced Project Section (Project Section) of the California HSR program. It is intended to guide the Authority[1] in engaging low-income and minority populations in the resource study area (RSA)[2] to communicate project information, listen to and respond to community thoughts and concerns, and identify potential actions to mitigate any disproportionately high and adverse human health and environmental effects, including social and economic effects, on low-income and minority populations.

The *San Jose to Merced Project Section Draft EIR/EIS* will be a stand-alone, second-tier, project environmental document. The report focuses on the portion of the Project Section between San Jose and Carlucci Road (San Jose to Central Valley Wye project extent, or simply project extent). The San Jose to Central Valley Wye project extent has a length of approximately 91 miles. Beginning at Scott Road, north of San Jose Diridon Station, the corridor primarily follows Monterey Road, U.S. 101, and SR 152 through Pacheco Pass. Desktop research, field surveys, and impact analyses in resource-specific technical reports for this project extent would terminate at Carlucci Road. The Draft EIR/EIS will summarize and include the analysis in the Central Valley Wye Project Section and the Ranch Road Re-examination to extend the corridor to Merced.

The infrastructure and systems of the HSR system would consist of trains (rolling stock), tracks, stations, train control, power systems, and maintenance facilities. The design includes a double-track rail system to accommodate planned project operational needs for uninterrupted rail movement. The system would be

[1] In the context of this plan, *Authority* refers to the California High-Speed Rail Authority or its consultants.

[2] The San Jose to Merced Project Section extends from Scott Boulevard in Santa Clara on the Caltrain Corridor to Carlucci Road and Henry Miller Road in central San Joaquin Valley, northeast of Los Banos. The resource study area (RSA) for environmental justice is concurrent with this area. See Figure 1 for a map of the RSA.

grade-separated from all other transportation systems, with two exceptions: the at-grade alternative at Auzerais Avenue and the at-grade alternative at Virginia Street, both in the San Jose Diridon Station Subsection.

The conceptual design of the station areas (Santa Clara, Diridon, and Gilroy) provides connectivity for different types of transit, drop-off facilities, an entry plaza, a station house area for ticketing and support services, an indoor station room where passengers wait and access the HSR, and parking facilities. Station design has not progressed beyond the conceptual stage, but two locations have been identified near Gilroy to accommodate two proposed corridor alignments. One co-located light maintenance facility (LMF)/maintenance of infrastructure facility (MOIF) would be located in the Gilroy area, and a maintenance of wayside (MOWS) would be located west of Turner Springs Road in the Central Valley.

Surveys and environmental assessments of the San Jose to Merced Project Section were initiated in 2010, and administrative draft reports were completed; however, work on the Project Section was suspended prior to completing the technical reports and the administrative Draft EIR/EIS. Since that time, the Authority has continued to refine the alternatives and limits of construction for this Project Section. The Authority identified the project footprint in summer 2016. From this footprint, the Authority has developed a concise project definition. Technical analysis, station design, and outreach was ongoing through 2016 and the EIR/EIS analysis is underway.

The Authority requires that an environmental justice outreach plan be developed and implemented as part of the Draft EIR. This *Environmental Justice Outreach Plan* provides the following information:

- Summarizes demographics in the RSA and community groups that are stakeholders in the project.
- Describes the strategy for reaching out to, engaging, and gathering input from low-income and minority 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 environmental justice advocacy and community groups.
- Lists the documents that will be prepared to document the environmental justice outreach efforts.

The process and guidelines described in this plan are provide a consistent method for sharing information with low-income and minority populations during the environmental review process for this project extent.

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, the Authority adopted a Title VI programmatic policy that pays careful attention to the needs of limited English proficiency (LEP) and environmental justice populations (Authority 2016).

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.

1.2.1 U.S. Presidential Executive Order 12898

According to USEO 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 low-income and minority populations; to prevent the denial of, reduction in, or significant delay in the receipt of benefit by minority populations and low-income populations.” Environmental justice populations, as identified by USEO 12898, comprise Black, Asian American, Native American, Hispanic/Latino (regardless of race), and low-income persons.

To emphasize the importance of USEO 12898, the Obama Administration facilitated a multi-agency signing of the Memorandum of Understanding on Environmental Justice and USEO 12898 in 2011

(Environmental Justice MOU). On the 20th anniversary of the original executive order, President Obama issued a Presidential Proclamation further solidifying the Administration's commitment to environmental justice. 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 environmental justice MOU increases federal agency accountability to environmental justice populations and outlines processes to aid overburdened communities and facilitate community engagement in agency decisions.

1.2.2 U.S. Presidential Executive Order 13166

In 2000, President Clinton issued USEO 13166, which provided additional federal guidance about providing information and services to LEP persons. Under USEO 13166, each federal agency is required to 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 must also work to ensure that recipients of federal financial assistance provide meaningful access to their LEP applicants and beneficiaries. To assist the agencies with this endeavor, the Department of Justice has issued general guidance on compliance standards that recipients must follow to ensure that the programs and activities they normally provide in English are accessible to LEP persons and 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 USEO 13166 accomplishment report (LEP.gov 2015), federal agencies continue to improve implementation of the USEO 13166 with new tools, training, and resources; stronger coordination; integrated use of data and technology; increased technical assistance; and improved outreach and education.

Accordingly, the Authority provides LEP access, at a minimum, to individuals who are representative of more than 5 percent of the population in California or the county in which the Authority is providing an activity or service.

1.2.3 U.S. Department of Transportation Order 5610.2(a)

The U.S. Department of Transportation (USDOT) Order 5610.2(a) is used by USDOT to comply with USEO 12898. USDOT 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 USEO 12898) into existing programs, policies, and activities. The order requires the Office of the Secretary, and each operating Administration within USDOT, to develop specific procedures to incorporate the goals of USDOT Order 5610.2 and USEO 12898 with the programs, policies, and activities that they administer or implement.

1.3 Project Section Demographics

For this Project Section, the Authority would provide HSR service between San Jose Diridon Station in downtown San Jose, to a Gilroy station in either downtown Gilroy or east of Gilroy, and a station in downtown Merced. The San Jose to Central Valley Wye project extent would connect San Jose to the Central Valley portion of the HSR system at the Central Valley Wye in Merced County, which in turn connects to the portion of the system running north to Merced and south to Fresno and southern California (Figure 1).

Because the portion of the Project Section between Merced and Carlucci Road has been analyzed in the *Merced to Fresno Section Final EIR/EIS* (Authority and FRA 2012) and the *Merced to Fresno Section: Central Valley Wye Draft Supplemental EIR/EIS* (Authority and FRA no date), the analysis in this document focuses on the project extent between Scott Boulevard and Carlucci Road (San Jose to Central Valley Wye project extent).

Source: Authority and FRA 2016 JULY 2017

Figure 1 Proposed San Jose to Merced Project Section

Based on the 2010-2014 American Community Survey 5-year estimates for Santa Clara, San Benito, and Merced counties, San Benito County had the highest Hispanic/Latino population of the three counties. In Gilroy, more than half of the population was Hispanic/Latino. In 2014, Morgan Hill and San Martin were predominantly white while Gilroy and San Jose had the largest minority populations—approximately 68.5 and 72.5 percent minority, respectively. Morgan Hill was the least racially and ethnically diverse city, with only 50.7 percent minority representation. Table 1 shows the ethnic composition of the three-county region in 2014.

Table 2 shows other regional characteristics regarding income, age, and households. To account for the high regional cost of living in Santa Clara County, the poverty level metric that defines low-income populations for Santa Clara County and its cities has been set at 200 percent of the federal poverty level. As a result, all of the cities identified in Table 2 have a higher rate of low-income individuals than the 16.4 percent statewide average. Within the three-county region, Gilroy has the highest percentage of individuals below poverty level.

Table 1 Resource Study Area Ethnic Composition in 2014

Geographic Area	2014 Population	Percentage of Population (%)							
			Not Hispanic or Latino						
		Hispanic or Latino	White	African American	Native American	Asian	Native Hawaiian/Pacific Islander	Other Race	Two or More Races
California	38,066,920	38.2	39.2	5.7	0.4	13.3	0.4	0.2	2.7
Counties									
Santa Clara	1,841,569	26.7	34.1	2.4	0.2	32.9	0.3	0.2	3.1
San Benito	56,888	57.4	37.1	0.8	0.4	1.9	0.1	0.0	2.1
Merced	261,609	56.3	30.5	3.3	0.4	7.4	0.2	0.2	1.6
Cities and Communities in the RSA									
Santa Clara	119,525	19.1	34.5	3.4	0.3	38.9	0.2	0.2	3.3
San Jose	986,320	33.1	27.5	2.9	0.2	32.9	0.3	0.1	3.0
Morgan Hill	39,875	33.0	49.3	2.6	0.0	10.3	0.3	0.1	4.4
San Martin	7,081	40.4	42.7	0.2	0.7	9.8	4.0	0.2	2.0
Gilroy	50,776	59.0	31.5	1.8	0.0	5.7	0.5	0.0	1.6
Volta	257	19.1	34.5	3.4	0.3	38.9	0.2	0.2	3.3

Source: U.S. Census Bureau 2014
RSA = resource study area.

Table 2 Demographic Characteristics in the Resource Study Area

Geographic Area	Percent Low-Income Individuals	Population Age 65 and Older (%)	Number of Occupied Households	Median Household Income	Percent of Households w/ Limited English Proficiency
California [a]	16.4	12.1	12,617,280	$61,489	9.6
Counties					
Santa Clara [b]	23.3	11.7	614,714	$93,854	11.3
San Benito [a]	12.1	10.5	17,121	$67,874	9.2
Merced [a]	25.6	10.0	76,516	$43,066	13.2
Cities and Communities in the Resource Study Area					
Santa Clara [b]	22.2	10.0	42,751	$93,840	10.0
San Jose [b]	27.6	10.9	310,584	$83,787	13.6
Morgan Hill [b]	24.4	10.5	12,879	$96,232	5.0
San Martin [b]	21.3	15.6	2,033	$107,966	10.0
Gilroy [b]	35.5	8.6	14,922	$81,056	7.4
Volta [a]	9.7	14.8	79	$42,464	17.5

Source: U.S. Census Bureau ACS 2010–2014
[a] For this geography, the low-income level is set at the federal poverty level.
[b] For this geography, to account for the high cost of living, the low-income level is set at 200% of the federal poverty level.

2 ENVIRONMENTAL JUSTICE ADVOCACY AND COMMUNITY GROUPS

The following lists inform the outreach efforts to low-income and minority persons.

- Environmental justice and transportation advocacy groups that are active regionally or on a statewide scale (Table 3).
- Stakeholders and community organizations that provide services to or represent low-income and minority persons in the RSA (Attachment 1).

These organizations and groups advocate on behalf of low-income and minority populations in the RSA and are potential audiences for targeted outreach efforts. Table 3 lists organizations specifically dedicated to environmental justice and transportation, whereas Attachment 1 presents a more inclusive list of low-income and minority populations and organizations that serve those populations. As outreach continues, additional groups may be identified and added to either outreach list. An environmental justice database will be developed and updated periodically to track organizational contacts and outreach efforts.

Many of the environmental justice organizations shown in Table 3 advance environmental justice causes and advocate for minority or low-income populations in the RSA in addition to serving a broader geography. As such, several organizations are headquartered outside of the RSA.

Table 3 Environmental Justice and Transportation Advocacy and Community Groups Active in the Resource Study Area

Organization Name	Description	Website
California Endowment	State-wide grant-making organization that promotes fundamental improvements in the health status of all Californians	http://www.calendow.org/
California Environmental Justice Alliance	Statewide, community-led alliance that works to achieve environmental justice by advancing policy solutions	http://caleja.org/about-us/vision-and-history/
California Pan-Ethnic Health Network	State-wide 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/
California Rural Legal Assistance	State-wide environmental justice and legal aid program that provides low-income rural Californians with free legal assistance	http://www.crla.org/
California Wellness Foundation	State-wide 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/
Center on Race, Poverty, and the Environment	San Joaquin Valley-focused environmental justice organization that seeks to achieve environmental justice and healthy, sustainable communities through collective action and the law	http://www.crpe-ej.org
Central California Environmental Justice Network	San Joaquin Valley-focused environmental justice network focusing on uniting activists and working with community members and stakeholders at local, regional, state and federal levels to eliminate environmental degradation in Valley Communities	http://ccejn.wordpress.com/

Organization Name	Description	Website
Central Coast Alliance United for a Sustainable Economy	Community organizing and advocacy organization that seeks to build grassroots power to invoke social, economic and environmental justice for the people of California's Central Coast Region	https://causenow.org
Central Valley Air Quality Coalition	San Joaquin Valley-focused coalition that works to ensure that all communities, of all races, cultures, class or creed, have the opportunity to be involved in the policy development and regulatory processes improving regional health	http://www.calcleanair.org/
Greenbelt Alliance	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/
Leadership Counsel for Justice and Accountability	San Joaquin Valley-focused, community-organizing advocacy group that seeks to affect land use and transportation planning, public investment priorities, environmental policy, and the provision of basic infrastructure and services	http://www.leadershipcounsel.org/
Policy Link	National research and action institute that advances economic and social equity by "Lifting Up What Works"	http://www.policylink.org/
Rural Community Assistance Corporation	State-wide organization that provides training, technical/financial resources and advocacy for rural communities	http://www.rcac.org/home
The City Project	National organization that works to ensure that all people have access to healthy, livable communities	http://www.cityprojectca.org/
TransForm	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/
United Farmworkers	A national farmworker's union and social justice organization that seeks to provide farm workers and other working people with the inspiration and tools to share in society's bounty	http://www.ufw.org/
Valley Improvement Projects	San Joaquin Valley-focused organization that seeks to improve the quality of life for underrepresented and marginalized residents of California's Central Valley by promoting social and environmental justice issues through youth outreach, education, technology, and art	https://valleyimprovementprojects.org/
Voices from the Valley	San Joaquin Valley-focused organization that offers a centralized media outlet for Central Valley activist organizations	http://www.voicesfromthevalley.org/

3 ENVIRONMENTAL JUSTICE OUTREACH

In locations where low-income and minority populations could be affected by construction or operations of the project extent, outreach activities will be conducted to solicit community views on the project's potential impacts. The purposes of these outreach activities are to inform local community members of the project and its status; solicit input on thoughts and concerns; and gain an understanding of potentially adverse project effects on low-income and minority communities.

The Authority used demographic and income information to identify minority and/or low-income populations in the RSA. As discussed in Section 1.3, Project Section Demographics, the RSA includes substantial low-income and minority, particularly Hispanic, populations. According to the National Center for Health Statistics (2015), low-income and specific minority populations such as Hispanics are more likely to be dependent on smartphones than on landlines. Similarly, according to the Pew Research Center (2015), low-income and Hispanic populations are more likely to rely on smartphones over computers for internet connectivity.

In order to engage low-income and minority groups in the RSA in the development of the environmental analysis, higher-resolution demographic data have been analyzed to identify key low-income and minority populations and interview environmental justice advocacy and community groups to inform the outreach techniques used to engage these populations. Outreach activities are documented as they occur for inclusion in the Draft EIR/EIS Environmental Justice chapter.

Continued outreach[3] will be needed in low-income and minority populations to provide information about the HSR decisions currently under consideration (Section 1.1, Overview), as well as to address any potential impacts on low-income and minority populations. The low-income and minority populations will also be provided with updates on the entire statewide system, including key milestones and progress. This environmental justice outreach will serve to open lines of communication to gather environmental justice population input and insights on project actions, potential ramifications, and potential mitigation strategies. This information will then be used to inform key decision-making.

3.1 Outreach Strategy

The Authority is committed to implementing a comprehensive outreach program that reaches a broad array of interests throughout the RSA. The Authority will follow the Department of Justice LEP guidance to confirm that information about the project is accessible to LEP persons in the RSA.

The outreach strategy outlined below will be used to engage key environmental justice stakeholders during the project development and environmental review processes. All outreach efforts will be conducted in coordination with the Authority's Northern California Regional Director and the Authority's Offices of Communication and Legislation.

Following are the key strategic objectives of this environmental justice outreach plan:

- Identify and actively engage environmental justice advocacy and community groups and elected officials representing low-income and minority populations throughout the RSA. Provide structured and unstructured opportunities for these groups and officials to provide input.
- Provide clear, concise, and accurate information, in appropriate languages, regarding this Project Section and the development of the environmental impact report (EIR)/environmental impact statement (EIS).
- Identify and address any potential environmental impacts disproportionately borne by low-income and minority populations throughout the RSA.

[3] From 2008 to 2010, the Authority conducted an extensive series of stakeholder meetings in the study area to discuss the project's scoping phase. The stakeholder meetings included minority and low-income populations, and several stakeholder workshops offered translation services and presentations in Spanish.

- Develop and implement multiple avenues of communication for environmental justice stakeholders to receive project information and submit questions and comments (e.g., public meetings, group presentations, activity centers, project website, bilingual hotline).
- Facilitate constructive dialogue between key environmental justice stakeholders and the Authority. Communicate back to low-income and minority populations how feedback has been reflected in the process.
- Communicate the vision, purpose, and benefits of the California HSR system.
- Accurately document and respond to all public input received and meet all CEQA and National Environmental Policy Act (NEPA) requirements.

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

- Proactivity: outreach to low-income and minority populations should happen “early and often” to identify and address environmental justice concerns as far in advance of potential effects 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 low-income and minority 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 low-income and minority 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

Table 4 outlines potential outreach activities the Authority could conduct to engage low-income and minority populations in this project extent. Activities will be vetted before implementation by both Authority staff and environmental justice advocacy and community groups to confirm that they will reach the intended audiences.

Table 4 Public Participation and Outreach Examples

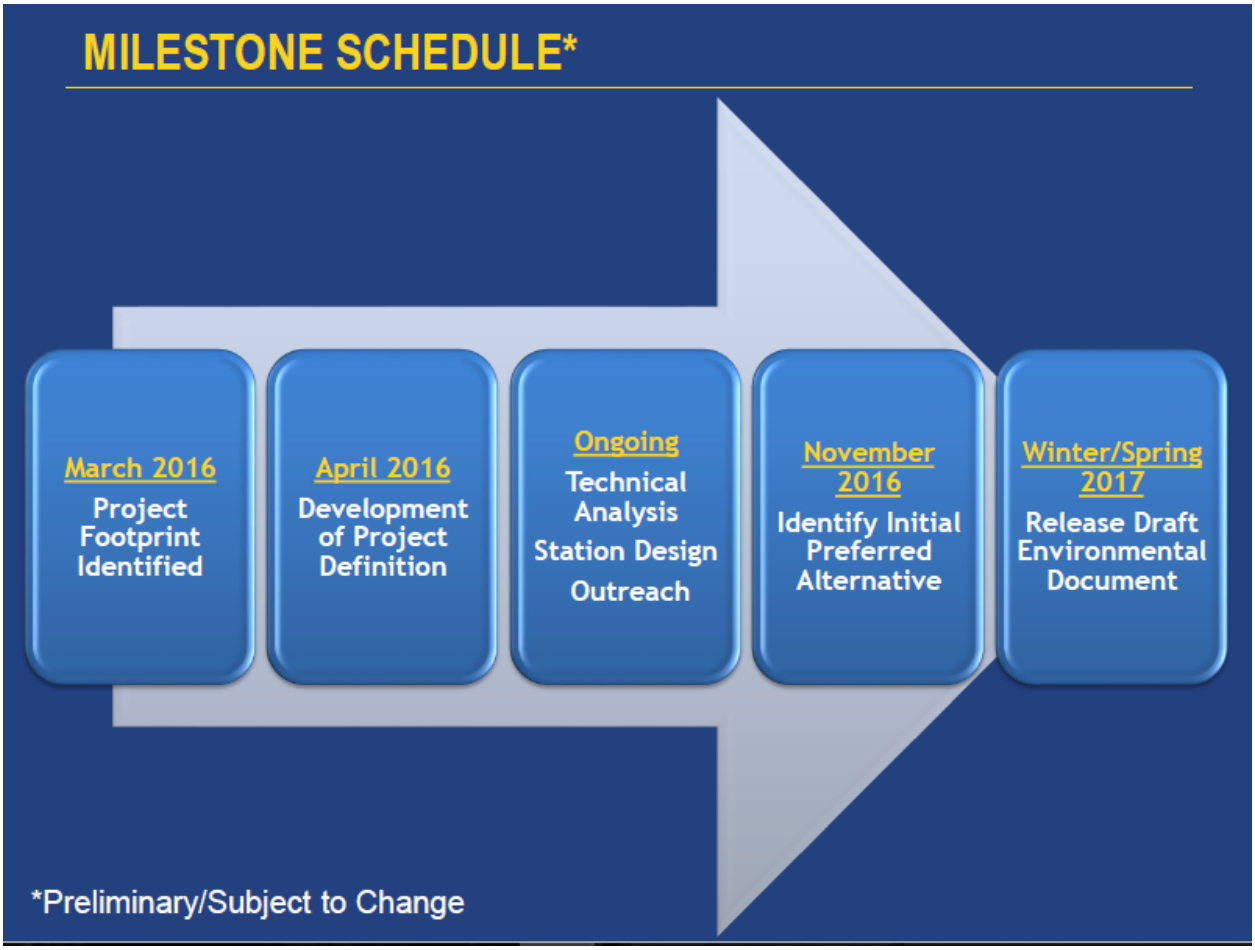
Example Outreach Category	Target Audience	Example Outreach Activity	Intended Outcome
Public meetings	All HSR stakeholders	Host periodic public meetings on the EIR/EIS HSR process in the RSA and solicit public comment	Disseminate key Authority EIR/EIS updates and receive suggestions and feedback via conventional public meetings
Organizational stakeholder contact	Environmental/social justice organizations	Connect with environmental justice advocacy and community groups to gauge their interest in scheduling meetings to offer project suggestions and inform stakeholder outreach processes	Establish a direct line of communication and a credible reputation with influential environmental justice advocacy and community groups who work in the RSA; gather valuable local insights on environmental justice challenges
Local stakeholder contact	RSA stakeholders, especially low-income and minority populations	Provide HSR tables and booths at local fairs and community events	Directly engage members of low-income and minority 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
Group stakeholder meetings	Multiple stakeholder agencies/ organizations	Organize meetings with multiple RSA advocacy and community groups and host collaborative, round-table discussions on HSR planning and key decisions	Gather and record topical HSR information as it pertains to low-income and minority populations to inform HSR processes
Digital engagement	RSA stakeholders, especially low-income and minority populations	Provide opportunities to participate, learn and provide input via online and mobile options	Directly engage members of low-income and minority populations in HSR without requiring in-person participation or home/office Internet access

HSR = high=speed rail
EIR/EIS = environmental impact report/environmental impact statement
RSA = resource study area

3.3 Outreach Implementation

The following sections present a general implementation approach for the environmental justice outreach strategy. Section 3.3.1, Public Meetings, reviews San Jose to Merced-specific events, or other relevant events organized and hosted by the Authority in which low-income and minority populations or organizations are invited to participate, receive updates, and/or offer feedback. Section 3.3.2, Environmental Justice Group Events and Meetings, reviews an approach to scheduling outreach events at which an HSR outreach representative would share relevant information with target low-income and minority population groups and gather insights from event attendees through any number of activities, such as tabling at public events or presenting to local organizations. Information gathered during these events will inform the HSR decision-making process.

Project milestones, illustrated on Figure 2, include project definition, scoping, technical analysis, identification of preferred alternative, and release of draft environmental document. Outreach efforts will be coordinated to meet these project milestones. Importantly, an environmental justice outreach implementation plan will be developed in concert with this document that will detail outreach specifics including targeted environmental justice populations, calendared events, outreach objectives, and strategies by environmental justice population and event, and outreach tracking and metrics. The implementation plan will be informed by higher-resolution demographics data as well as insights from environmental justice advocacy and community groups.



Source: Authority 2016

Figure 2 Draft Milestone Schedule for San Jose to Merced Project Section

3.3.1 Public Meetings

The Authority and its outreach team will schedule, coordinate, and facilitate public meetings, open houses and environmental review milestone meetings. These meetings will specifically include environmental justice advocacy and community groups to discuss any potential environmental impacts to low-income and minority populations in the RSA.

Meeting notifications may be distributed to the established list of environmental justice advocacy and community groups via email distribution and social media outlets. Advertisements may be placed in local non-English newspapers as determined by local demographics, and mail invitations may be distributed.

The Authority and its 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 advertised and hosted per the requirements and best practices set forth by the Authority, including Title VI and LEP requirements (Authority 2016). These practices include offering translation services at public participation events. The Authority will provide 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. LEP regulation requires translation services to be offered when 5 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 is sufficient to meet local language needs. Specific HSR summary documents and fact sheets for the project extent have been translated into Spanish, Vietnamese, and Chinese. To the extent that these documents are current with project advancements, they will continue to be made available to and advertised to low-income and minority populations. The Authority will develop and translate additional materials as deemed important to outreach efforts.

At the conclusion of each public meeting, meeting notes summarizing public comments and feedback will be prepared for use in further refining project details. The Authority will also develop and maintain a calendar of public outreach meetings and document meeting happenings by producing public meeting summaries that concisely capture key take-away messages from both the Authority and the environmental justice stakeholders in attendance

3.3.2 Environmental Justice Group Events and Meetings

In addition to coordinating Authority-hosted public meetings, the Authority will identify on-the-ground outreach opportunities through which they will increase their communication and engagement with low-income and minority populations in the RSA. These outreach opportunities will be coordinated with project milestones to share and gather timely and relevant information. The Authority will develop and maintain a calendar of potential environmental justice events and update the calendar periodically with upcoming events. The Authority will send advance notification of outreach events to environmental justice advocacy and community groups to allow environmental justice stakeholders to schedule accordingly. An HSR outreach representative will attend each of the approved identified events to share with and receive relevant information from the target environmental justice 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). The Authority will provide information about the process in a format that environmental justice organizations and elected officials representing low-income and minority populations can easily distribute to their constituents, such as in-language constituent newsletters and community news items.

In addition to public outreach, the Authority will coordinate with cultural resources specialists to ensure that historical 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 as traditional cultural properties. These properties can be defined generally as those that are eligible for inclusion in the National Register of Historic Places because they are associated 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. The following examples of properties are those that possess such significance:

- 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.
- 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 Authority will develop ways for environmental justice 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 Authority 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 Authority will use social media and digital outreach to provide information about broader engagement opportunities. All potential digital engagement approaches will be vetted by environmental justice advocacy and community groups to confirm each approaches potential for effective engagement and to leverage increased participation.

3.3.4 Environmental Justice Organizations and Community Working Group Engagement

The Authority will conduct quarterly community working group meetings in San Jose, Morgan Hill, Gilroy, and Los Banos 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. Community working groups provide 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 Authority will identify two to three environmental justice organizations to participate in each community working group. In addition, the Authority will conduct periodic check-ins with environmental justice groups to seek advice and input on the outreach effort. These environmental justice groups will be selected based on each groups' history of engagement with affected environmental justice populations and interest and willingness to communicate with the Authority. If there is greater interest on the part of the environmental justice organizations than there is capacity to communicate with each consistently, the Authority will narrow selected environmental justice partners based on maximum outreach potential.

3.3.5 Deliverables

The implementation of the outreach strategy and outreach activities detailed previously will lead to the following deliverables that will 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 environmental justice organizations, elected officials and stakeholders in community working group meetings, open houses, environmental milestone meetings and other venues and forums.
- **Environmental justice outreach implementation plan**: a detailed plan for environmental justice outreach implementation that specifies outreach strategies and techniques for each targeted environmental justice population, outreach objectives and tracking metrics, level of effort by project milestone, and outreach documentation.
- **External outreach meeting schedule**: a calendar of external outreach meetings or events at which an Authority representative will be present; this schedule will be reviewed and approved by Authority staff prior to implementation.
- **Internal outreach meeting schedule**: a calendar of outreach meetings or events hosted by the Authority.
- **Meeting agendas and notes**: draft agendas, internal and public meeting summaries, and feedback documentation for all environmental justice 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 environmental justice outreach and engagement efforts (e.g., social media pushes, mobile polls, website updates)

4 REFERENCES

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Attachment 1: Advocacy and Community Groups Serving Low-income and minority Populations

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

Organization Name	Description	Geography	Point of Contact	Address	Email	Phone
Acacia Mobile Home Park	Mobile home park	Morgan Hill		18055 Monterey Rd, Morgan Hill, CA 95037		(408) 778-0177
Adams Broadwell Joseph & Cardozo (Attorneys)	Law Firm working on behalf of the labor movement to give a voice to workers and their families in their struggle to secure safe and sustainable jobs and communities	Sacramento	Daniel L. Cardozo	520 Capitol Mall # 350, Sacramento, CA 95814	dcardozo@adamsbroadwell.com	(916) 444-6201
Almaden Seniors Association	501 (C)(3) non-profit corporation that supports the City of San Jose Senior Program	San Jose, CA	Dominique Pacolba	6445 Camden Ave	dominique.pacolba@sanjoseca.gov	(408) 268-1133
Breathe California	Lung health organization that works in the Bay Area to fight lung disease in all its forms and works with its communities to promote lung health	Bay Area, San Benito County, Merced County	Ramya Chitatoor	1469 Park Ave. San Jose, CA 95126	ramya@lungsrus.org	(408) 998-5865
San Jose District 6 Leadership Group	Self-directed group of independent nonpartisan neighborhood association, neighborhood business, school and community leaders group organized to improve communication, research issues, that make recommendations and hold educational meetings to improve the District 6 community and San Jose	San Jose, CA				
Gavilan College	Local community college and administrator of the Gavilan Joint Community College District with campuses in Gilroy and Coyote Creek	Gilroy, CA	Jan Bernstein Chargrin	5055 Santa Teresa Boulevard Gilroy, CA 95020	jbchargin@gavilan.edu	(408) 848-4724

Organization Name	Description	Geography	Point of Contact	Address	Email	Phone
Gilroy Economic Development Corporation	501 (C) (3) non-profit corporation that offers a business assistance model for site selection services, rich data, workforce support and training, and assistance on permitting and development processes	Gilroy, CA	Tammy Brownlow	7471 Monterey Street, Gilroy, CA 95020	president@gilroyedc.org	(408) 847-7611
Gilroy Growing Smarter	Coalition of Gilroy residents who promote good stewardship of Gilroy and its land resources	Gilroy, CA	Connie Rogers	7690 Santa Theresa Drive, Gilroy, CA 95020		
Grassland Environmental Educational Center	Center that depicts the many significant contributions that wildlife managers, the agricultural community, sportsmen and environmentalists make in conserving San Joaquin Valley wetland and farmland resources	Los Banos, CA	Candace Sigmond	18110 Henry Miller Ave, Los Banos, CA 93635		(209) 704-4772
Lenders of Community Development (LCD) of San Jose	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
Madera County Economic Development Commission	Commission that assists with business recruitment, expansion and retention with a particular focus on new job creation	Madera County, CA	Bobby Kahn	2425 West Cleveland Avenue, Suite 101, Madera, CA	bkahn@maderacountyedc.com	(559) 675-7768
Oak Grove School District	School district serving southern Santa Clara County	Southern Santa Clara County, CA	Laura Phan	6578 Santa Teresa Blvd. San Jose, CA 95119-1204	business_support_services@ogsd.net	(408) 227-8300, ext. 100216
San Jose Downtown Residents Association	Residents 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	info@sjpeople.org	

Organization Name	Description	Geography	Point of Contact	Address	Email	Phone
San Jose Strong Neighborhoods Initiative	Partnership between the City of San Jose, the Redevelopment Agency 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	customerservice@sanjoseca.gov	(408) 535-3555
San Jose Unified School District - River Glen	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
San Jose Word of Faith Christian Center	Faith organization working to foster economic vitality in San Jose	San Jose, CA		873 Delmas Ave, San Jose, CA 95125	General1@sjwofcc.org	(408) 295-0877
Santa Teresa Citizen Action Group	Citizen group that educates residents about neighborhood issues					
Silicon Valley Land Conservancy	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	Craig Edgerton	117 Bernal Rd, # 70-181 San Jose, CA 95119	cedgerton@siliconvalleylc.org	(408) 460-1102
Silicon Valley Leadership Group	Leadership group that provides an open and transparent view of where local candidates for office in Silicon Valley stand on key issues that impact our local economy and quality of life	San Jose, CA	Chris O'Connor	2001 Gateway Place, Suite 101E, San Jose, CA 95110	coconnor@svlg.org	(408) 501-7884
South Bay Labor Council	Labor Council representing 97 unions and over 100,000 union members in Santa Clara and San Benito counties	South Bay	David Urhausen	2102 Almaden Road, Suite 114 San Jose, California 95125	David@southbaylabor.org	(408) 606-2060
Southside Community Center	Community center that offers classes to local residents	San Jose, CA		5585 Cottle Rd. San Jose, CA, 95123		(408) 629-3336

Organization Name	Description	Geography	Point of Contact	Address	Email	Phone
Templo La Hermosa	Church in San Jose	San Jose, CA		59 South Montgomery St. San Jose, CA 94103, United States	info@tlahermosa.org	(408) 293-4406
Train Riders Association of California	Association that helps in community engagement for transportation planning and advocacy for Bay Area transit			1025 9th St, Sacramento, CA 95814		(916) 557-1667
Transportation Solutions Defense and Education Fund	Blog that covers transportation news specifically related to CA HSR; offers a repository of ideas for how to achieve a better future by shifting transportation funding	Bay Area		P.O. Box 151439 San Rafael, CA 94915	info@transdef.org	(415) 331-1982
United Neighborhoods of Santa Clara County	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@unscc.org	
United Way Silicon Valley	Organization focused on community resources for families and individuals in San Jose, specifically for education and raising children	San Jose, CA	Sandra Miley	1400 Parkmoor Ave, Suite 250 San Jose, CA 95126	Sandra.Miley@uwsv.org	(408) 345-4302
USDA Natural Resource Conservation Service	Service supporting farmers and ranchers with financial assistance to improve the environment and agricultural operations	National; offices in Half Moon Bay/Santa Rosa/Salinas	Carlos Suarez	430 G Street #4164 Davis, CA 95616-4164	Carlos.Suarez@ca.usda.gov	(530) 792-5600
Vistapark, Encore and Echo Valley, Parkview Valley Community Association	Community association enabling participation in neighborhood activities	San Jose, CA (Vista Park)		Meetings in Vista Park		
Village of the Four Seasons Mobile Home Community	Mobile home community			200 Ford Road San Jose, CA 95138		(408) 225-7255

Organization Name	Description	Geography	Point of Contact	Address	Email	Phone
Santa Clara Valley Transportation Authority Riders Union	Group that advocates for those who use mass transit in Santa Clara County	Santa Clara, CA	Eugene Bradley, Founder		info@vtaridersunion.org	
Washington Area Community Coalition	Coalition committed to improving living conditions in neighborhoods facing injustices	San Jose, CA			waccgroup@yahoogroups.com	
Wilderness Society	Conservation organization protecting wildlands and associated benefits (e.g. air and water quality)	San Francisco, CA	Adam Bad Wound	250 Montgomery St Suite 210, San Francisco, CA 94104	Badwound@tws.org	(415) 398-1111 x104
Winchester Neighborhood Action Committee	Social network for the Winchester area to RSVP to neighborhood meetings and learn about meeting agendas	San Jose, CA (Winchester)				