

Winchester Station Area Visioning Project

Desarrollo de la visión sobre el Proyecto en el área de Winchester Station

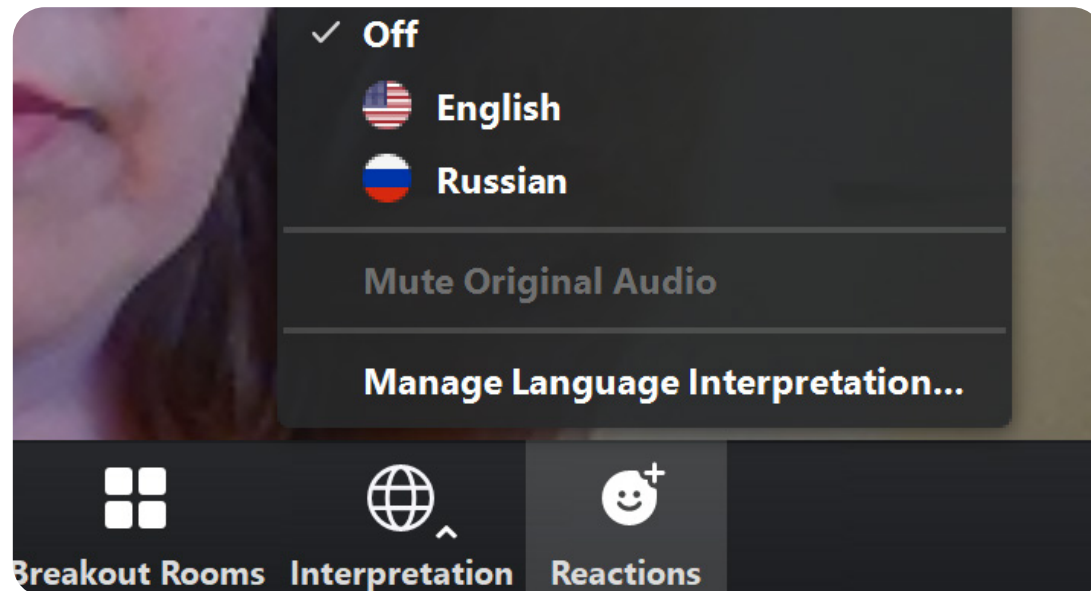
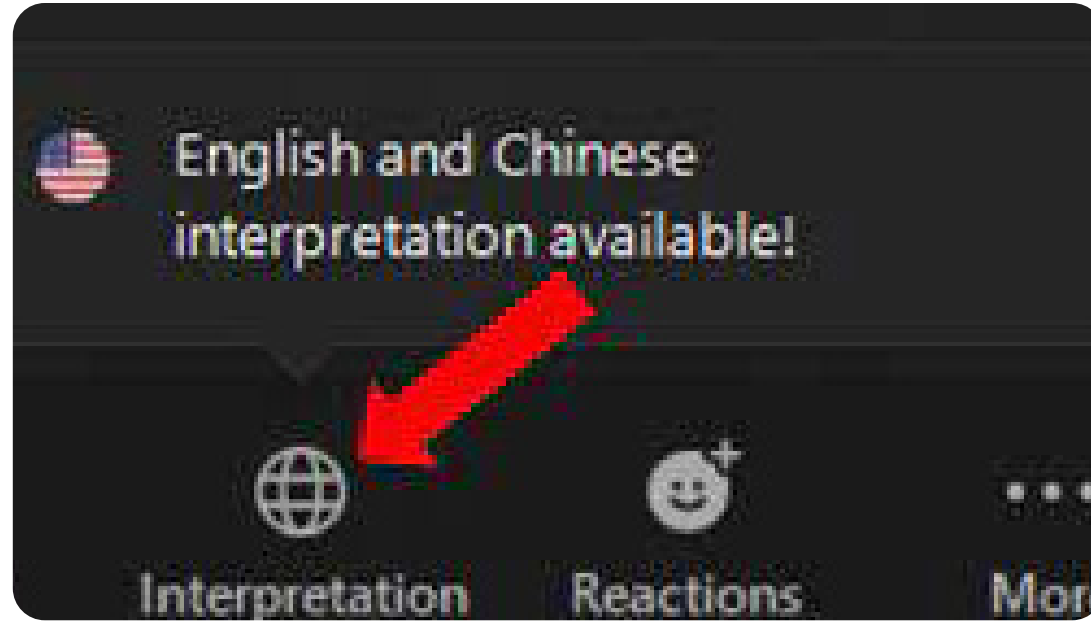
JANUARY 19, 2022

Logistics: Language Interpretation

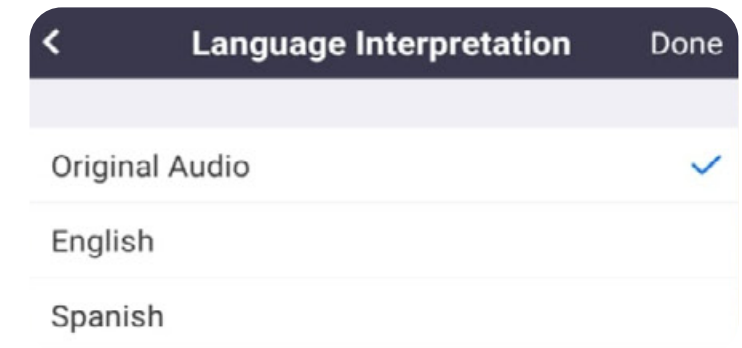
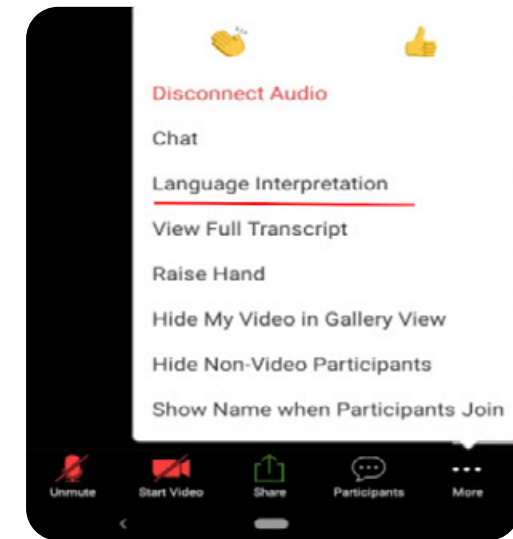
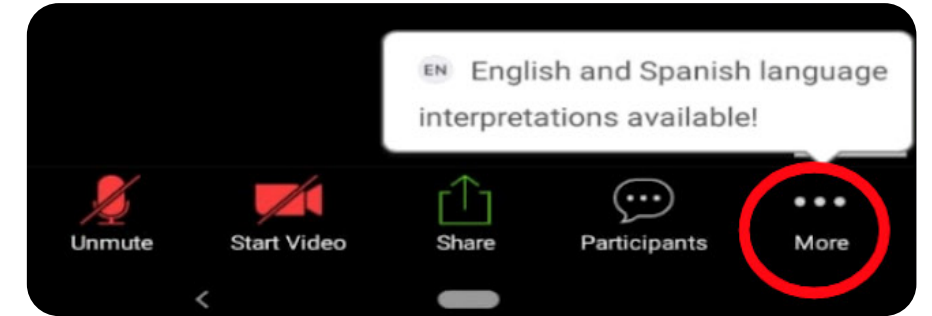
Logística: interpretación de idiomas

At any point during the meeting, you can change what language interpretation you'd like to hear (English/Spanish)

En cualquier momento durante la reunión, puede cambiar la interpretación del idioma que le gustaría escuchar (inglés/español)



For computer users



For mobile phone users

Welcome! ¡Bienvenido!

Winchester
neighbors

Vecinos de
Winchester

Transit
riders

Pasajeros del
transporte
público

City of Campbell
staff

Personal de la
Ciudad de
Campbell

County of Santa
Clara staff

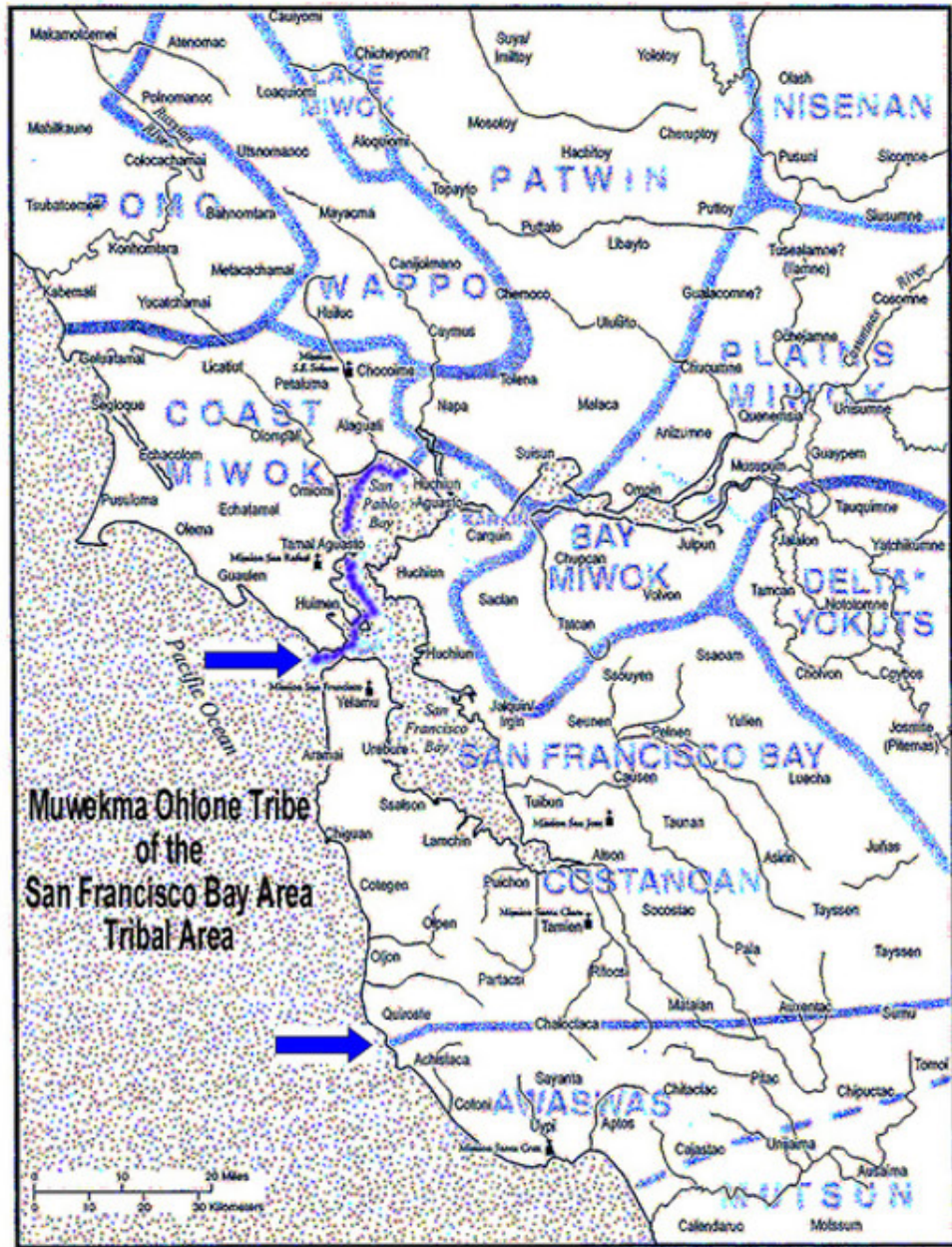
Personal del
Condado de
Santa Clara

Elected officials
& their reps

Funcionarios
electos y sus
representantes

Land Acknowledgement: Native American Tribal History

Reconocimiento a la tierra donde nos encontramos: Historia de las tribus de los indígenas americanos



KATHERINE FINMAN/STAFF

Today's Agenda

Agenda de hoy

SECTION 01

Introduction Introducción

SECTION 02

Goals & Background Information Objetivos e información sobre los antecedentes

SECTION 03

Benefits of Transit Oriented Development Beneficios del Desarrollo Orientado al Transporte Público

SECTION 04

Need for Affordable Housing Necesidad de una vivienda asequible

SECTION 05

Site & Community Exercises Ejercicios sobre el sitio y la comunidad

Questions & Answers Preguntas y respuestas

Who are We?

¿Quiénes somos?



Josselyn Hazen

TOD Project Manager

Jolene Bradford

Public Communications Specialist

Jessie O'Malley-Solis

TOD Program Manager



Roberto Jenkins

Associate, Project Manager

Oliver Hartleben

Associate, Director



Rob Eastwood

Community Development Director



Consuelo Hernandez

Director, Office of Supportive Housing

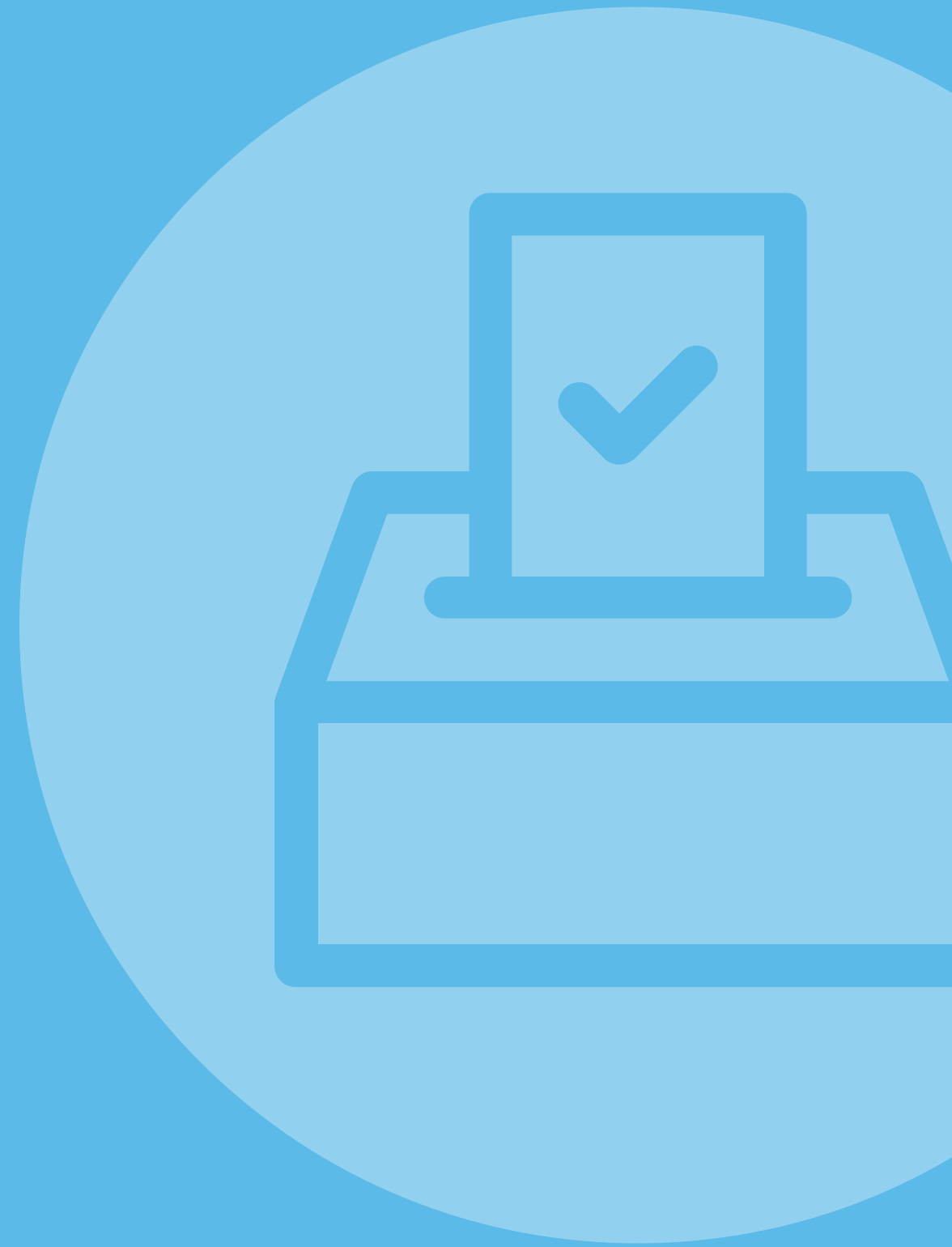
Natalie Monk

HCD Division Manager

POLL

Who are You?

¿Quién es usted?



- i Answer the question in the zoom poll window**
Responda la pregunta en la ventana de encuesta de zoom

POLL #1

Please describe yourself (check all that apply):

Describese usted mismo (marque todo lo que corresponda):

LOCATION | SOBRE EL LUGAR

A. I live near the Winchester Station

B. I work or go to school near the Winchester Station

C. I do not live/work near Winchester Station

A. Vivo cerca de Winchester Station

B. Trabajo o voy a la escuela cerca de Winchester Station

C. No vivo ni trabajo cerca de Winchester Station

POLL #2

Please describe yourself:

Describase usted mismo:

WHO AM I | ¿QUIÉN SOY?

A. I am a renter

B. I am a homeowner

C. I'm unhoused

A. Soy inquilino

B. Soy propietario de una casa

C. No tengo vivienda

POLL #3

Please describe yourself (check all that apply):

Describese usted mismo (marque todo lo que corresponda):

HOW I GET AROUND | ¿CÓMO ME DESPLAZO EN EL ÁREA?

A. I drive

B. I use a bicycle

C. I take transit

D. I walk

E. I park my car at Winchester Station

F. Other

A. Conduzco

B. Uso una bicicleta

C. Tomo transporte público

D. Camino

E. Estaciono mi auto en Winchester Station

F. Otro

Virtual Meeting Agreements & Etiquette

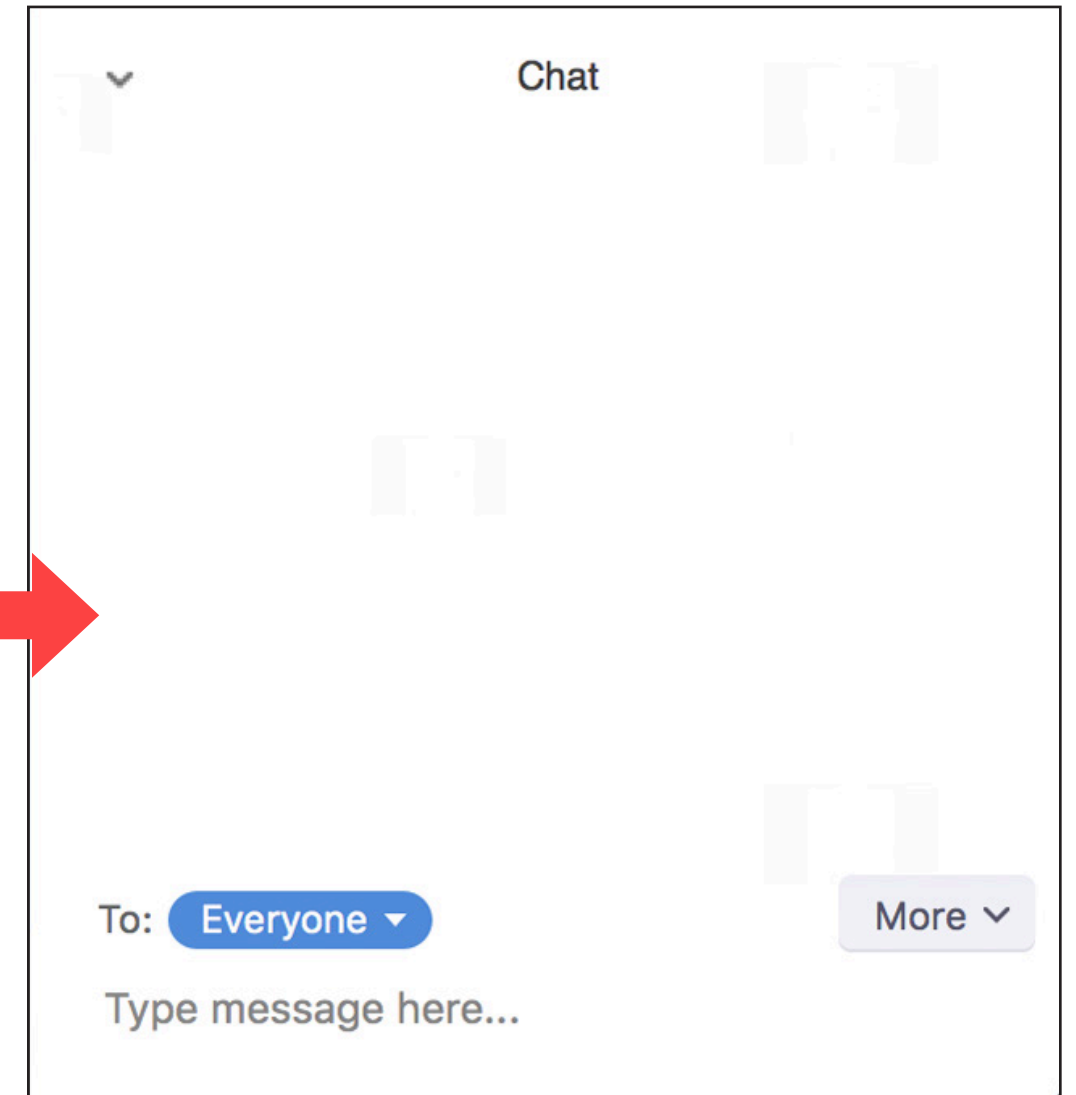
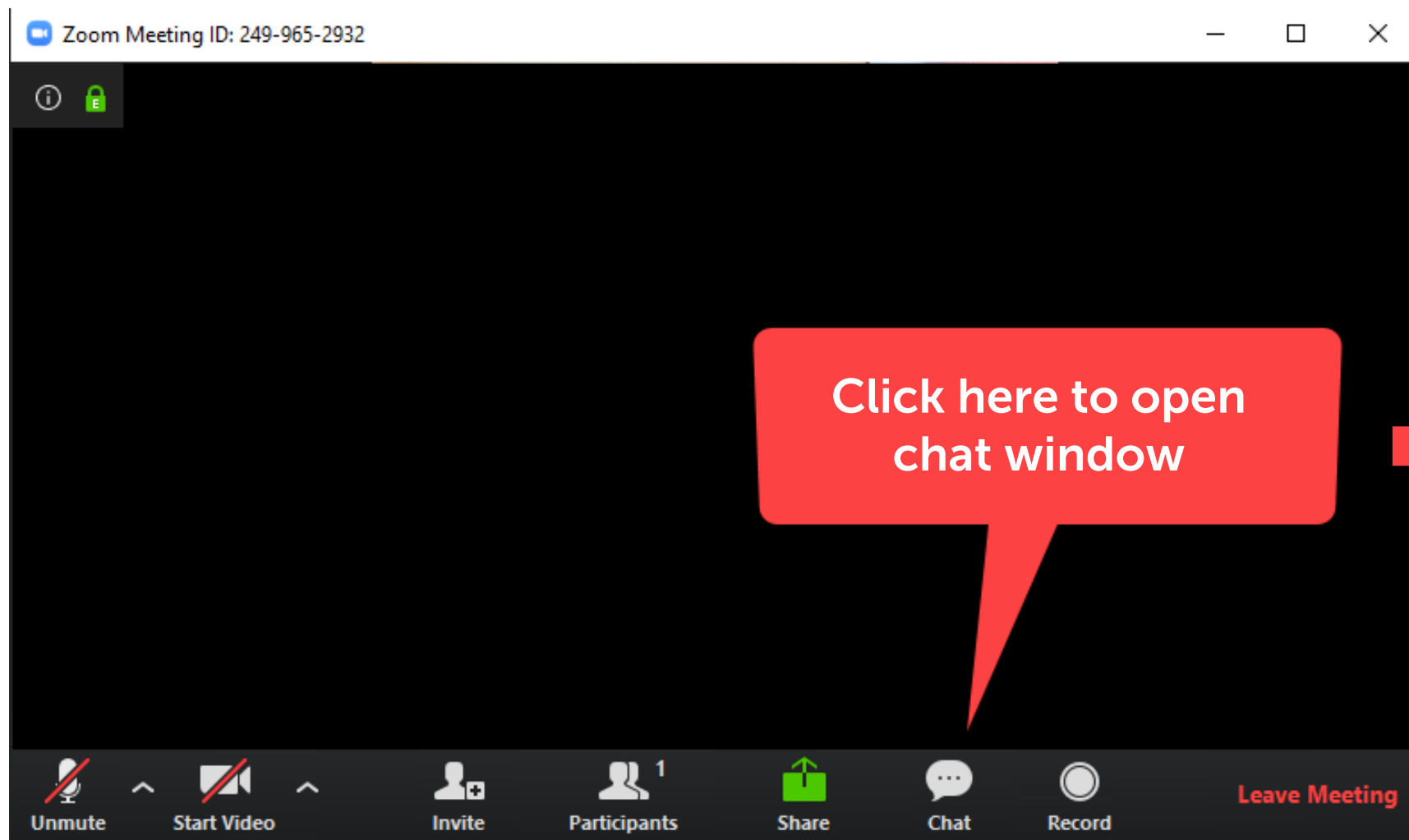
Acuerdos y reglas de comportamiento
en las reuniones virtuales

AGREEMENTS

- Treat each other with kindness, respect, and consideration
- Everyone's input matters
- Stay on track
- Questions? Use the chat!
- We are recording this and will post it on vta.org
- VTA staff will remove participants exhibiting demeaning, discriminatory or harassing behavior or speech.

Logistics: How to submit questions via chat (steps)

Logística: Cómo enviar preguntas a través del chat (pasos)



Type your message in chat window

What is Campbell's Plan for Housing?

¿Cuál es el Plan de Vivienda de Campbell?



- State-mandated plan to meet housing needs
- Part of the General Plan and updated every 8 Years
- City must plan for 3,000 Housing units
- VTA Winchester Site - Housing Opportunity Site – 75 dwelling units / acre

SECTION 02

Goals & Background Information

Objetivos e información sobre los antecedentes

Why Are We Here Today?

¿Por qué estamos aquí hoy?



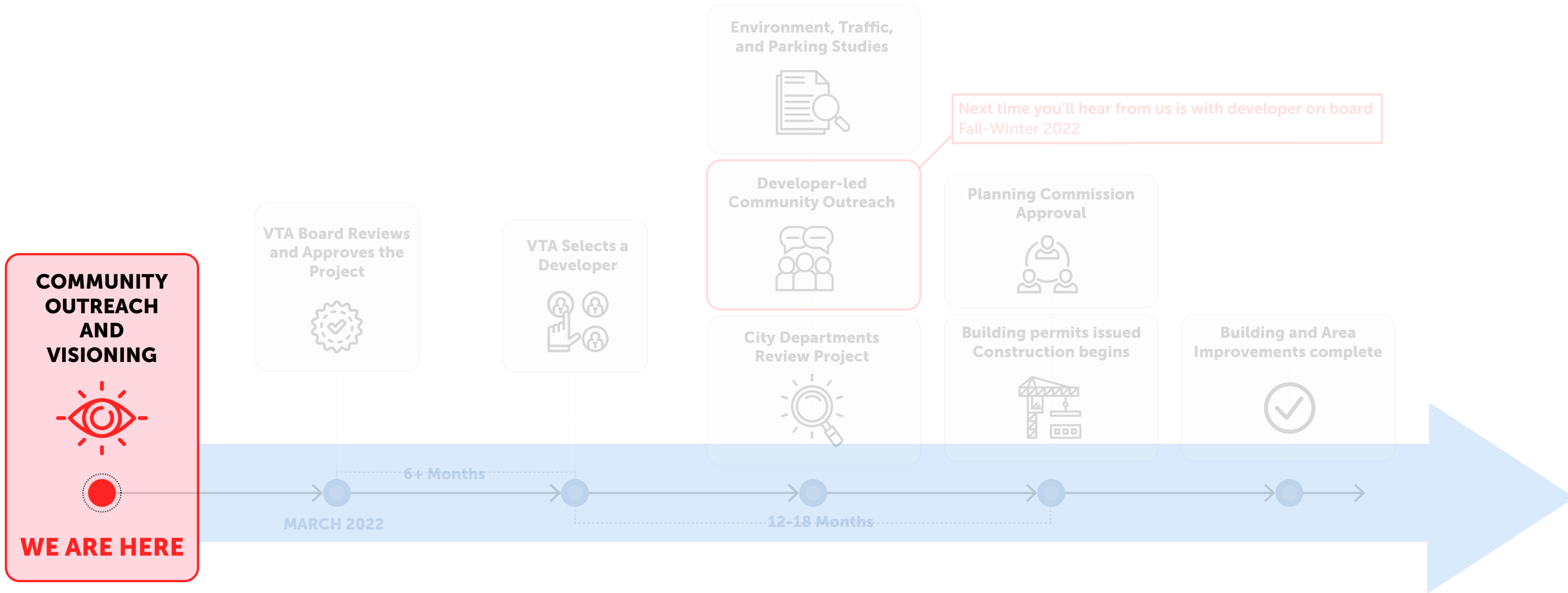
VTA is considering a new Transit-Oriented Development (TOD) site adjacent to the Winchester Station, located along Winchester Blvd in the City of Campbell.

- The project will be 100% affordable housing built by a high-quality non-profit developer

We are here tonight to hear your thoughts about this important project.

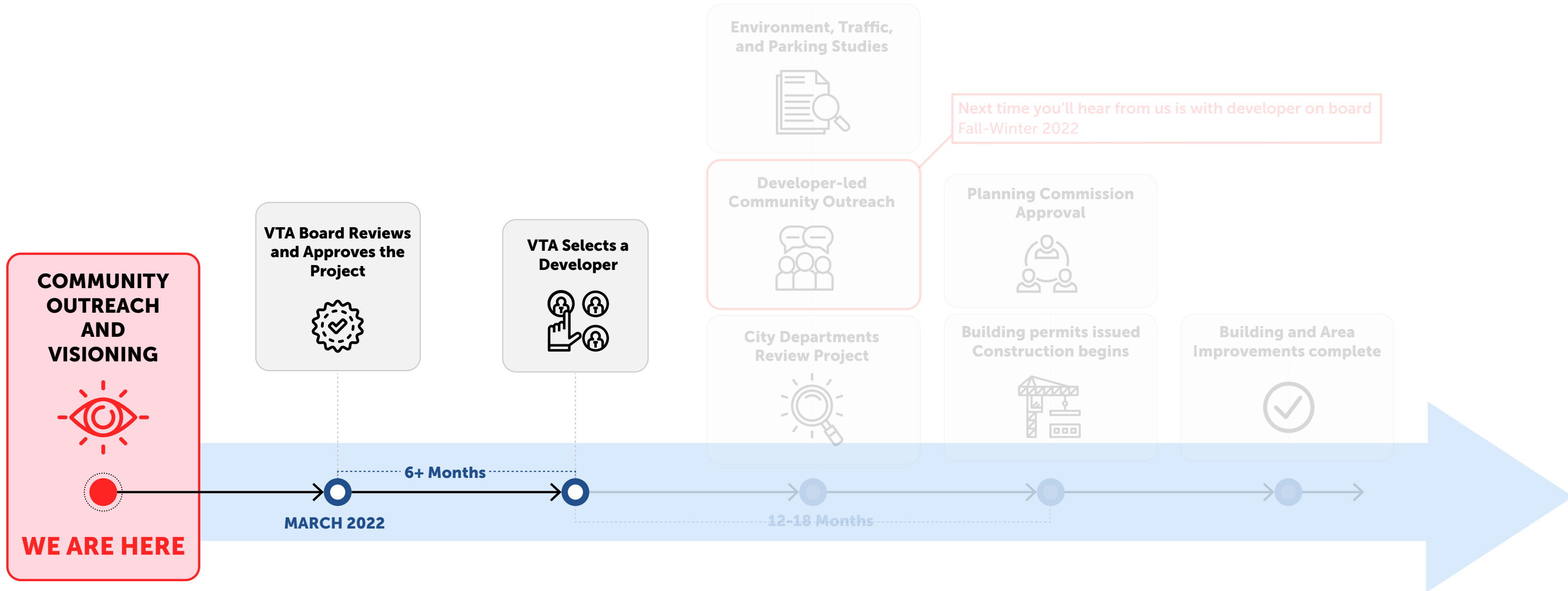
Project Schedule

Cronograma del proyecto



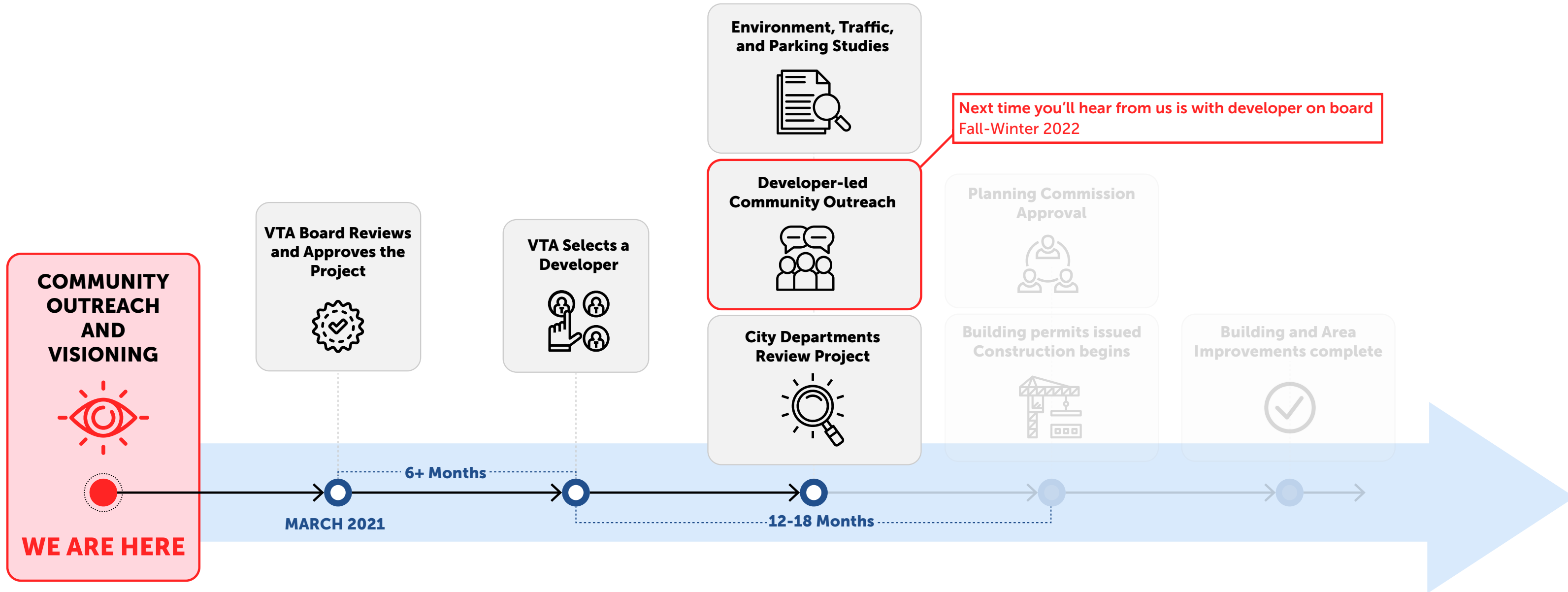
Project Schedule

Cronograma del proyecto



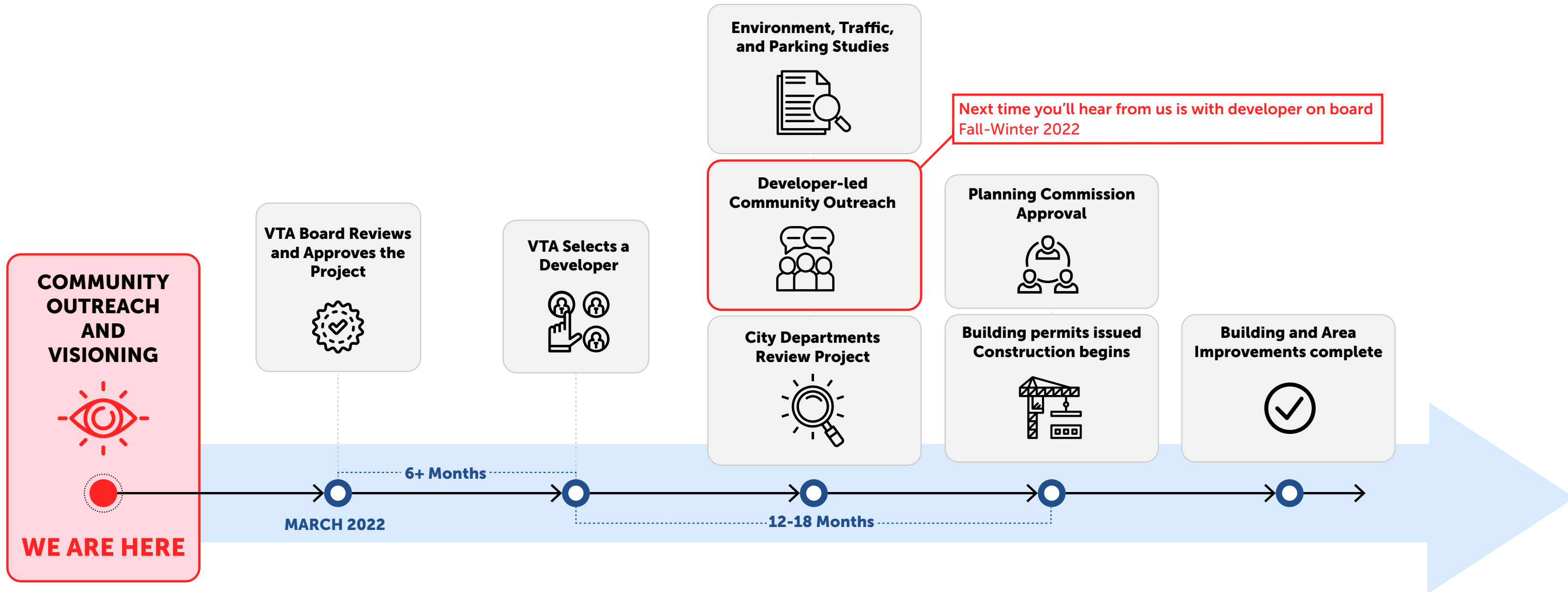
Project Schedule

Cronograma del proyecto



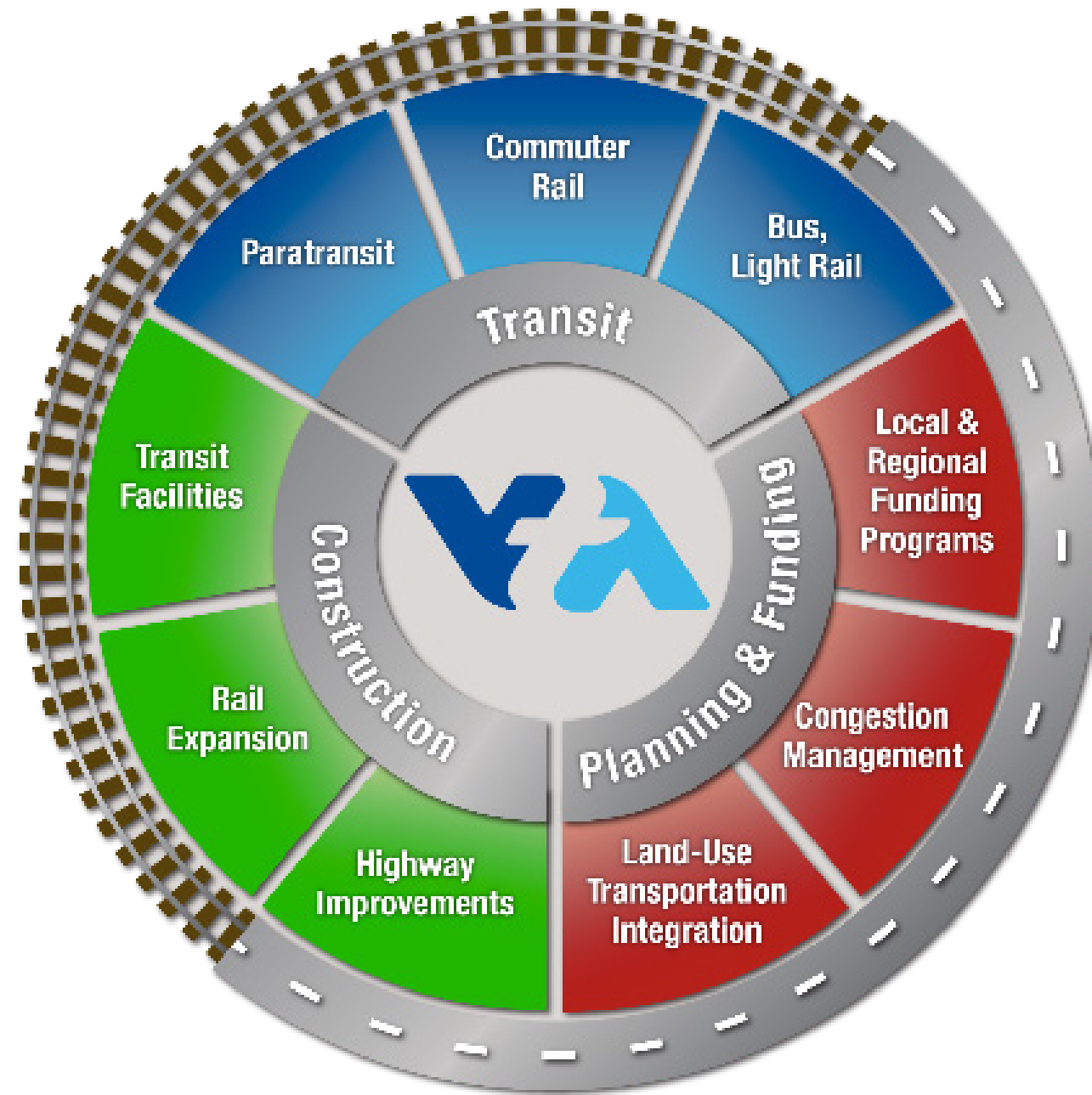
Project Schedule

Cronograma del proyecto



What does VTA do?

¿Qué hace VTA?



What does VTA do?

¿Qué hace VTA?



Bus



Paratransit



Light Rail



Transit-Oriented Development

VTA - Committed Community Partner

VTA - Socio comprometido con la
comunidad

As a good neighbor, VTA is committed to:

- Providing accessible transit for all
- Promoting transit-oriented developments (TOD)
- Incorporating community benefits in TOD projects
- Promoting pedestrian, bike and transit travel opportunities

SECTION 03

Benefits of Transit Oriented Development

Beneficios del Desarrollo Orientado al Transporte Público

What is Transit Oriented Development?

¿Qué es el Desarrollo Orientado al Transporte Público?

Transit-oriented development is an urban planning strategy that prioritizes pedestrian and bike friendly neighborhoods around transit

Transit-oriented development is:

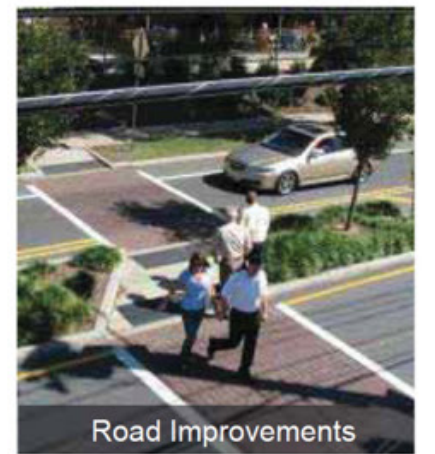
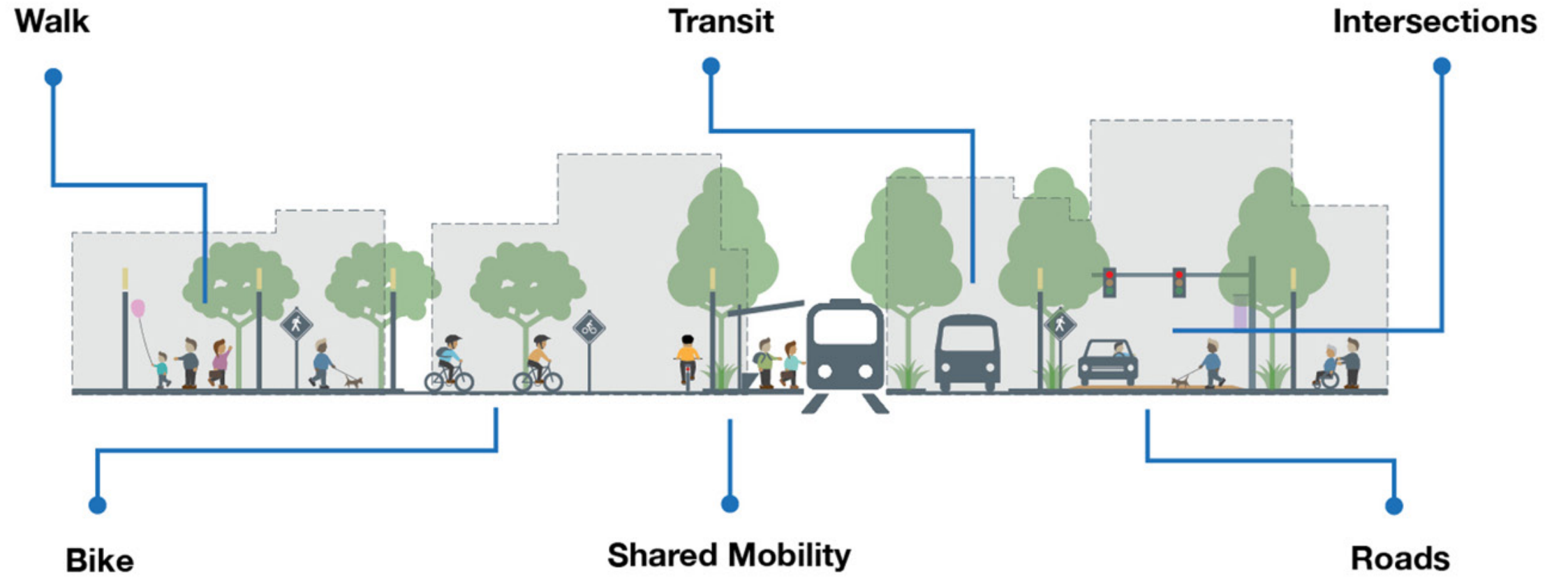
- A mix of uses such as housing, office, retail, open space, etc.
- Located within half a mile of quality public transit
- Pedestrian and bike friendly



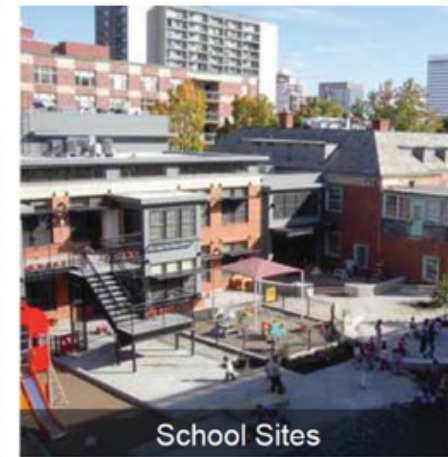
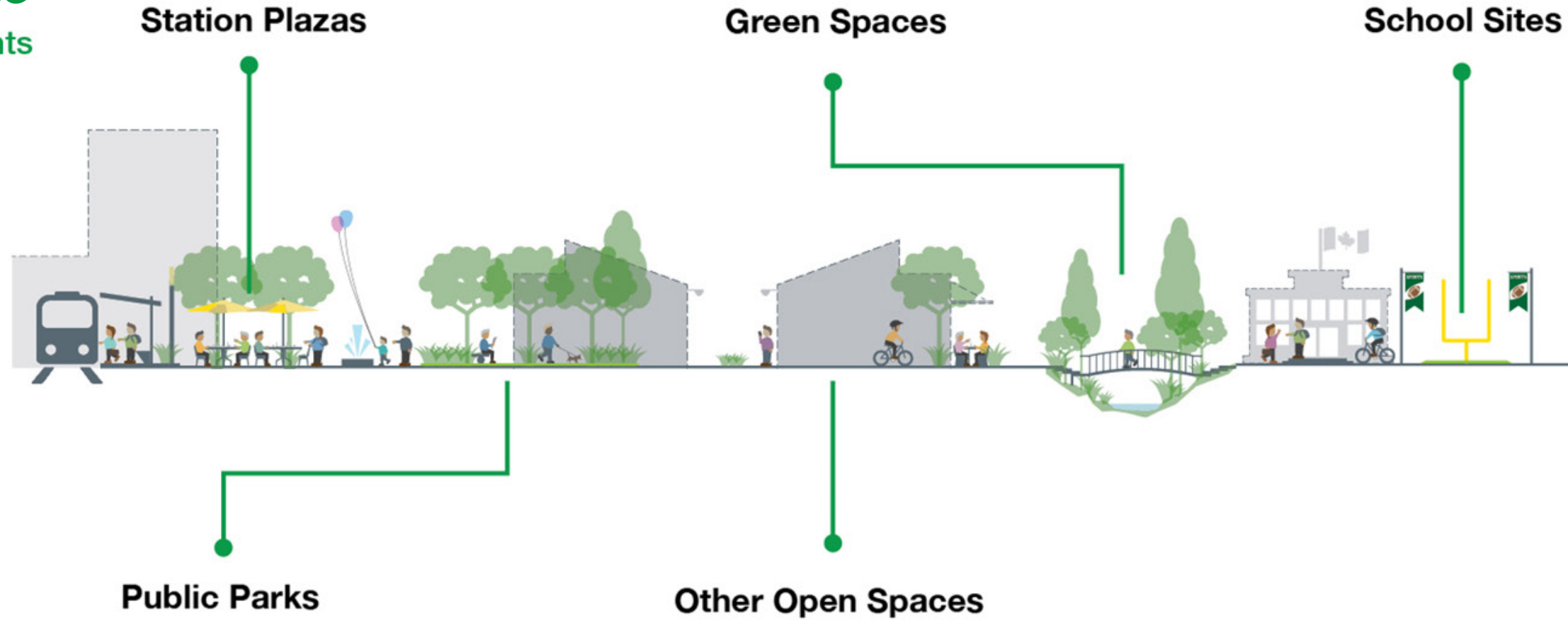
SOURCE: ITDP

T Transportation

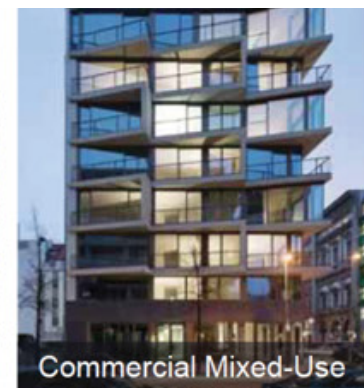
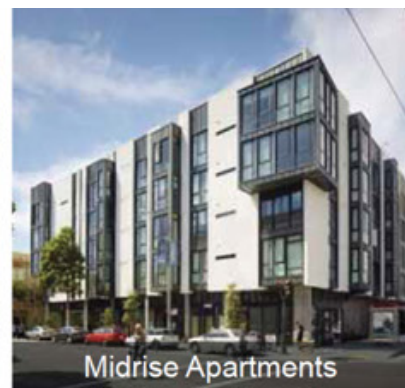
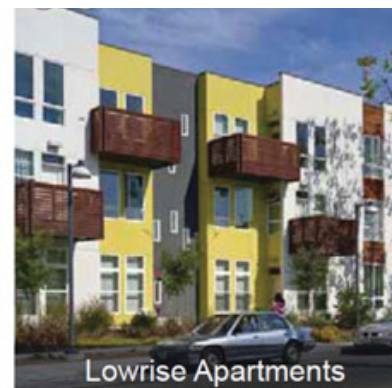
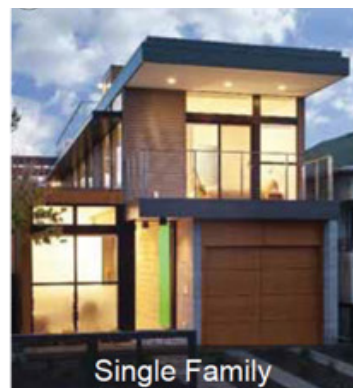
Key Components



Open Space Key Components



D **Development**
Key Components

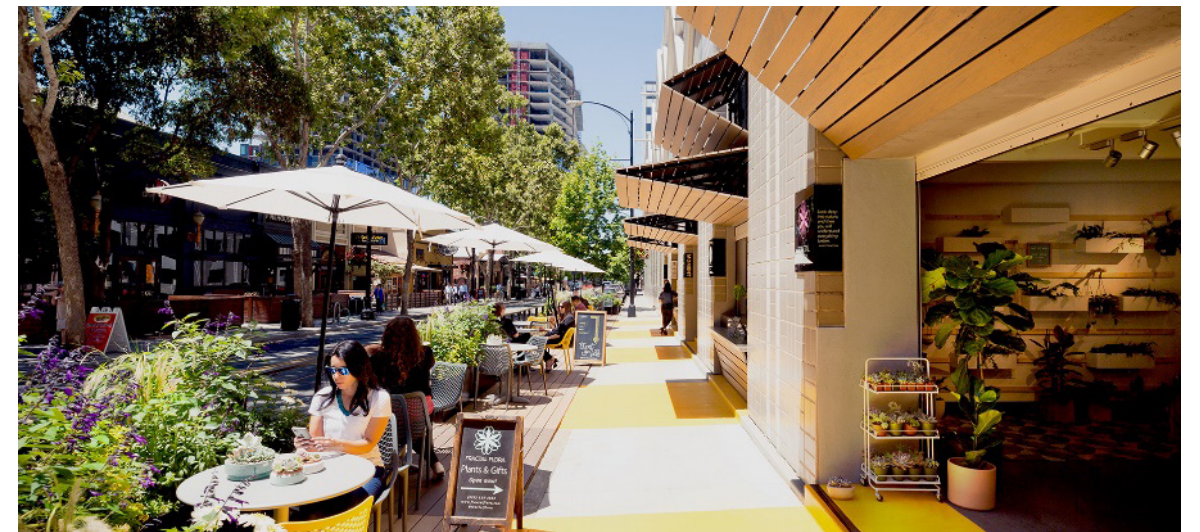


Why Transit Oriented Development?

¿Por qué tener un Desarrollo Orientado al Transporte Público?

Transit-oriented development helps:

- Increase transit ridership by making transit more convenient, accessible, and interconnected
- Reduce congestion and greenhouse gas emissions by prioritizing non-car trips
- Promote vibrant community spaces
- Increase access to jobs, housing, and other opportunities to residents of all income levels
- Including public spaces for the community to enjoy
- Prioritizing parks and community gathering spaces



TOD Gives Back to the Community

El TOD devuelve a la comunidad



Housing



Local Character



Local Character



Parks & Open Spaces



Parks & Open Space

SECTION 04

Need for Affordable Housing

Necesidad de una vivienda asequible

Rents and Wages in Santa Clara County

Rentas y Salarios en el Condado de Santa Clara

Income Needed to Afford a
2-Bedroom Apartment:

\$122,000

Nurse:
\$77,500



Construction Worker:
\$58,700



Retail Worker:
\$45,600



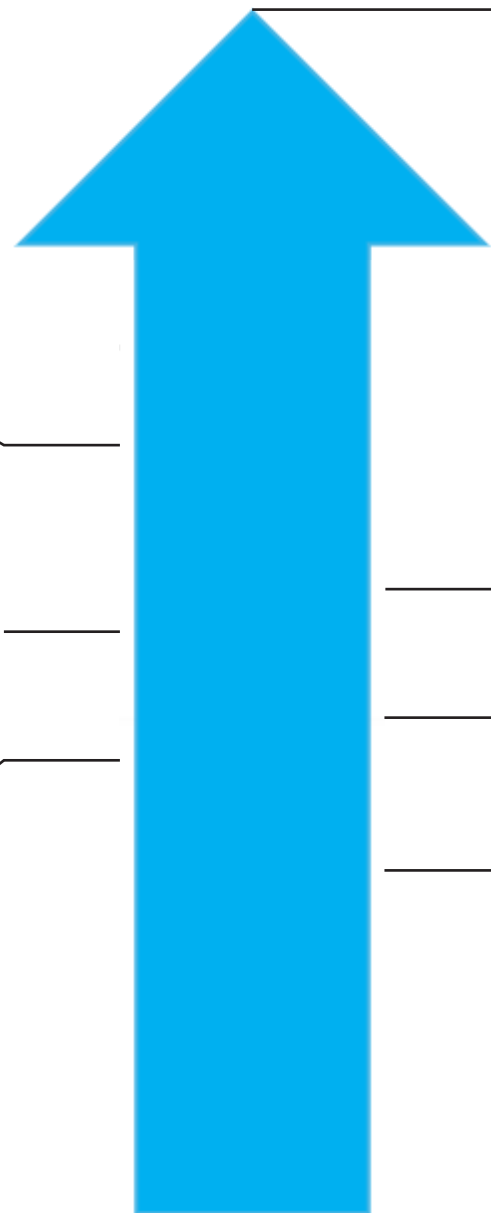
Teacher:
\$63,000



Librarian:
\$50,000



Janitor:
\$34,700



Source: *Out of Reach 2021*, National Low Income Housing Coalition

Rents and Wages in Santa Clara County

Rentas y Salarios en el Condado de Santa Clara

Income Available for Sample Household: \$104,300

Income Needed to Afford a 2-Bedroom Apartment: \$122,000

Nurse: \$77,500



Teacher: \$63,000



Construction Worker: \$58,700



Librarian: \$50,000



Retail Worker: \$45,600



Janitor: \$34,700



Source: *Out of Reach 2021*, National Low Income Housing Coalition

VTA's Commitment to Affordable Housing

Compromiso de VTA con la vivienda asequible

- According to VTA's TOD Policy, **at least 20% of residential units must be affordable**
- Overall, VTA will plan for at least **35% of residential units on our lands to be affordable**



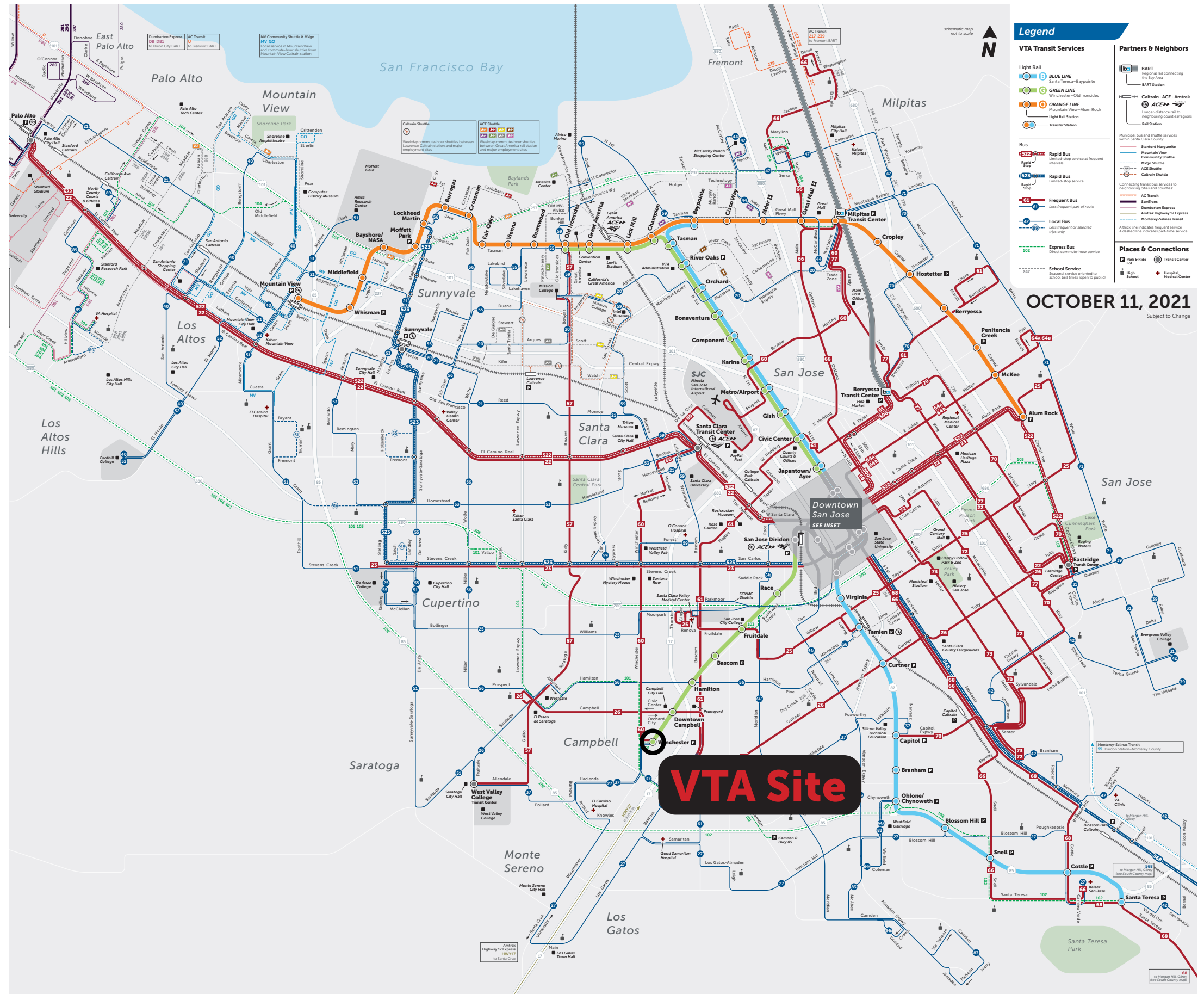
SECTION 05

Site & Community Exercises

Ejercicios sobre el sitio y la comunidad

About the Site

Acerca del sitio



Legend

- █ Green Line (VTA Light Rail)
- █ 60 (VTA Bus)
- █ 27 / 37 (VTA Bus)
- █ Express 101 (VTA Bus)

About the Site

Acerca del sitio

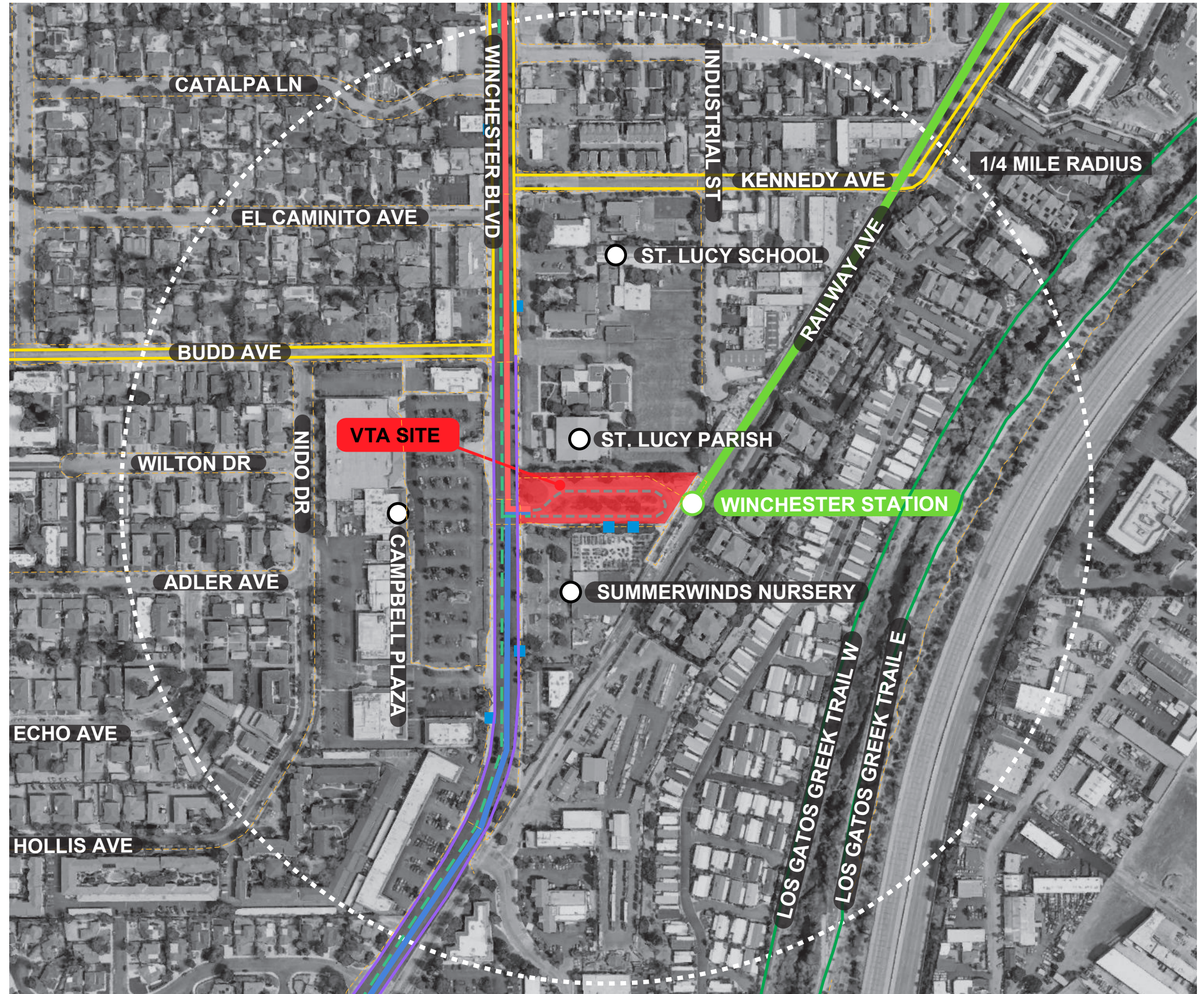


Legend

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About the Site

Acerca del sitio



Legend

- █ Green Line (VTA Light Rail)
- █ 60 (VTA Bus)
- █ 27 / 37 (VTA Bus)
- - - Express 101 (VTA Bus)
- █ Bike Lanes (on street)
- █ Bike Routes or Sharrows
- █ Bike Paths (off street)
- - - Pedestrian Circulation
- Existing Bus Stops

EXERCISE #1

Community Values

Valores de la comunidad

EXERCISE #2

Challenges & Opportunities

Desafíos y oportunidades

i Follow the facilitator instructions

Siga las instrucciones del facilitador

Questions & Answers

Preguntas y respuestas



Next Steps

Próximos pasos

01

www.vta.org/winchesterdevelopment

**Project website – Sign up
for the Mailing list!**

.....

**Sitio web del Proyecto - ¡Regístrese en
la lista de correos!**

02

www.surveymonkey.com/r/Winchesterdevelopment

**Take our Community
Engagement Survey!**

.....

**¡Responda a nuestra Encuesta de
participación de la comunidad!**

THANK YOU

GRACIAS

CONTACT INFO

DATOS DE CONTACTO

Community Outreach

community.outreach@vta.org

