

Downtown West's Social Infrastructure *Plan*

San José, California — Spring 2021

Google

Photo Credit: Team San José



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Let's keep in touch

Welcome — we're
glad you're here!

SAN JOSE

Introduction

Photo Credit: Daniel Garcia / Artist: Alyssa Wigant

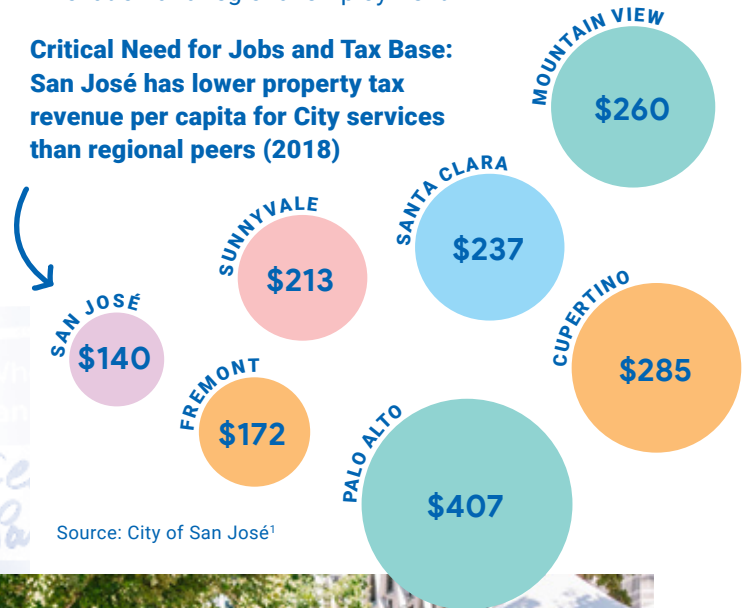
Bringing a community vision to life in the Diridon Station Area

Building on San José’s bright future

San José has long been working toward creating a better balance — bringing more jobs to this innovative city would bolster its tax base, and better serve the many communities that form its social and economic backbone.

In 2014 the City of San José adopted the Diridon Station Area Plan to create a mixed-use urban destination near public transit in the heart of Downtown. In 2016, the City updated its General Plan to establish a core strategy of supporting “San José’s growth as a center of innovation and regional employment.”

Critical Need for Jobs and Tax Base:
San José has lower property tax revenue per capita for City services than regional peers (2018)



*Building
on a decade
of engagement*

Over the last three years, Google has spoken to thousands of locals, building on 10+ years of the City of San José’s planning to collectively imagine how Downtown West can further contribute to the future of the Diridon Station Area.

We’ve heard a consistent message and request — **to create a community that has housing alongside jobs, that is part of San José, and not a corporate campus.** We took that as a call to action, and used additional building height in this area to configure our plan for more housing, more open space and more active uses.

Google is here for the long haul. We’re not thinking about the next year or even the next five. Google will be a neighbor who’s committed to helping this community for many years to come.



Our commitment to an inclusive place for San José

A project that supports San José

In December 2018, Google signed a Memorandum of Understanding (MOU) with the City of San José to memorialize our shared goals as we started building the framework for Downtown West. Through ongoing engagement with community members and City staff, we identified **core project objectives**, which formed the foundation for the wide-ranging benefits that are memorialized in the Development Agreement — a voluntary agreement between the City and Google — and an array of project features we're introducing here.

+ **\$24 million** in projected new annual tax revenue to City of San José's General Fund (net \$9 million after needed services like police and fire)

+ **\$58 million** in local construction taxes

+ **\$16 million** in school fees

+ **\$79 million** in projected annual property tax revenue, including \$10 million to City of San José

Photo Credit: Shaw Rocco

Downtown West is committed to...

1 — Setting the stage for an inclusive community

Fostering a balanced, inclusive neighborhood that welcomes San José residents with affordable and market-rate housing, spaces and opportunities for local businesses and nonprofits, and new active parks with free things to do year round.

Supporting 25% affordable housing in the Diridon Station Area, 15 acres of publicly accessible open space and platforms for local businesses to thrive

2 — Making connections

Creating a walkable place where daily needs can be met within a short walk, bike, or transit ride and where cultural and personal connections make a community stronger in the face of the challenges of our era.



Building a complete "15-minute neighborhood"

delivering enhanced physical, ecological and social infrastructure without any public subsidy

3 — Building opportunity pathways

Supporting communities beyond Downtown West with a new citywide Community Stabilization and Opportunity Pathways Fund, opportunities for learning and skills building, and a commitment to local hiring and supplier diversity.



A first of its kind Fund structured to span housing, education and job access with long-term involvement by community members

4 — Leading climate action

Leading by example with innovative district systems, carbon-free energy, resource management, sustainable mobility and ecology restoration.

Committing to San José's vision for climate action with net zero greenhouse gas emissions



What is Downtown West?

Downtown West is the culmination of a collaborative vision and ongoing conversations between the City, San José residents and Google. Together, we'll nurture a new social place in the heart of Downtown — a place that welcomes San José's diverse residents, and acknowledges both the physical and cultural elements that make communities stronger.

We're redesignating approximately half the site from office to residential and other non-office uses, making way for a mixed-use, mixed income community.

Google purchased, or has the option to purchase, 21 acres of land from the City or Successor Agency to the Redevelopment Agency as part of Downtown West. It is allocating back **30 acres** for residential and public-serving uses.

Photo Credit: Shaw Rocco

This is an integrated, mixed-use development that fits in its community...It's a city within a city.

— San José Downtown Association Executive Director Scott Knies

- ~ 7.3 M sf Office
- 4,000 Housing Units (studying up to 5,900 units)
- ~ 500 K sf Active Use (Retail, Cultural, Arts, Education, and Other Active Uses)
- ~ 15 acres Parks, Plazas, and Open Spaces



Downtown West at a glance:

Over 6x more housing than in the 2014 DSAP (within the Downtown West project boundary)

4,000 housing units

25% affordable housing within the Diridon Station Area Plan (DSAP)

500,000 square feet of retail, cultural, arts, education, and other active ground floor uses

15 acres of parks and open space

Including over **4.25 acres** of restored and enhanced riparian habitat

7.3 million square feet of office space

Over 25k on-site jobs

\$200 million in community benefits

50% of built area for non-office land uses

Zero net new greenhouse gas emissions

Illustrative massing reflects the combination of density allowed in project's zoning and applicable Downtown West design standards and guidelines
Credit: Downtown West Mixed-Use Plan, Sitalab

Who is part of making Downtown West?

A true collaboration

Downtown West is the result of thousands of conversations between the City of San José, local San José residents, and Google.

Together, we bring resources and insight to fulfill our shared goals, breaking new ground with physical, ecological, and social contributions to downtown.



Sets Diridon Station Area Plan Goals



Negotiates community benefits



Approves design frameworks



Creates design frameworks



Delivers community benefits



Builds Downtown West



Give critical feedback



Help shape their city

Photo Credit: Baunfire

Our journey so far

2009
City forms Good Neighbor Committee

2014
City approves Diridon Station Area Plan

Jun 2017
Google announces downtown San José expansion

Credit: Shaw Rocco



Credit: Ann Wharton



Credit: Erik Quirocho / Daniel Garcia, Baunfire

Apr 2018
Formal beginning of Google's community engagement outreach

Dec 2018
City Council unanimously approves Google land purchase

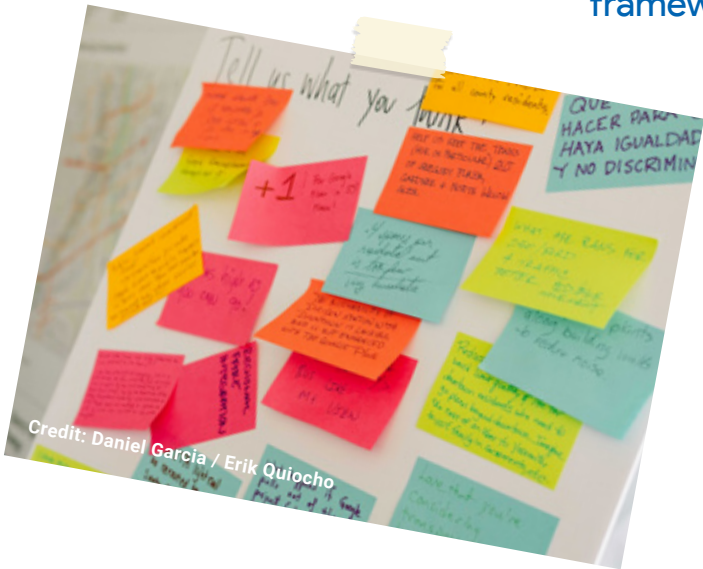
Oct 2019
Google submits draft documents + public meeting

Spring 2021
City Council approves Downtown West project

May 2018
Google unveils project vision

Aug 2019
Google unveils Downtown West mixed-use framework

Oct 2020
Google submits Downtown West Design Standards & Guidelines + revised documents



Credit: Daniel Garcia / Erik Quirocho

Community engagement every step of the way

Downtown West is about getting a vision right together.

We have enjoyed spending **hundreds of hours working together to imagine this part of downtown** and have avoided creating a central business district that focuses only on the workday.

Inspired by the community's priorities, Downtown West focuses on creating a central social place to gather, to be together, and to experience nature in the heart of the city. It's a co-created re-visioning for this part of downtown San José.

This is just the beginning. We're setting up an ecosystem that allows for continued participation and feedback.



100+
Community meetings

50+
SAAG-related meetings

3,000+
In-person touch points

15+
Pop-ups across San José

10,000+
Community data points

10+
Diridon Area
neighborhood walks

18,000+
unique website visitors

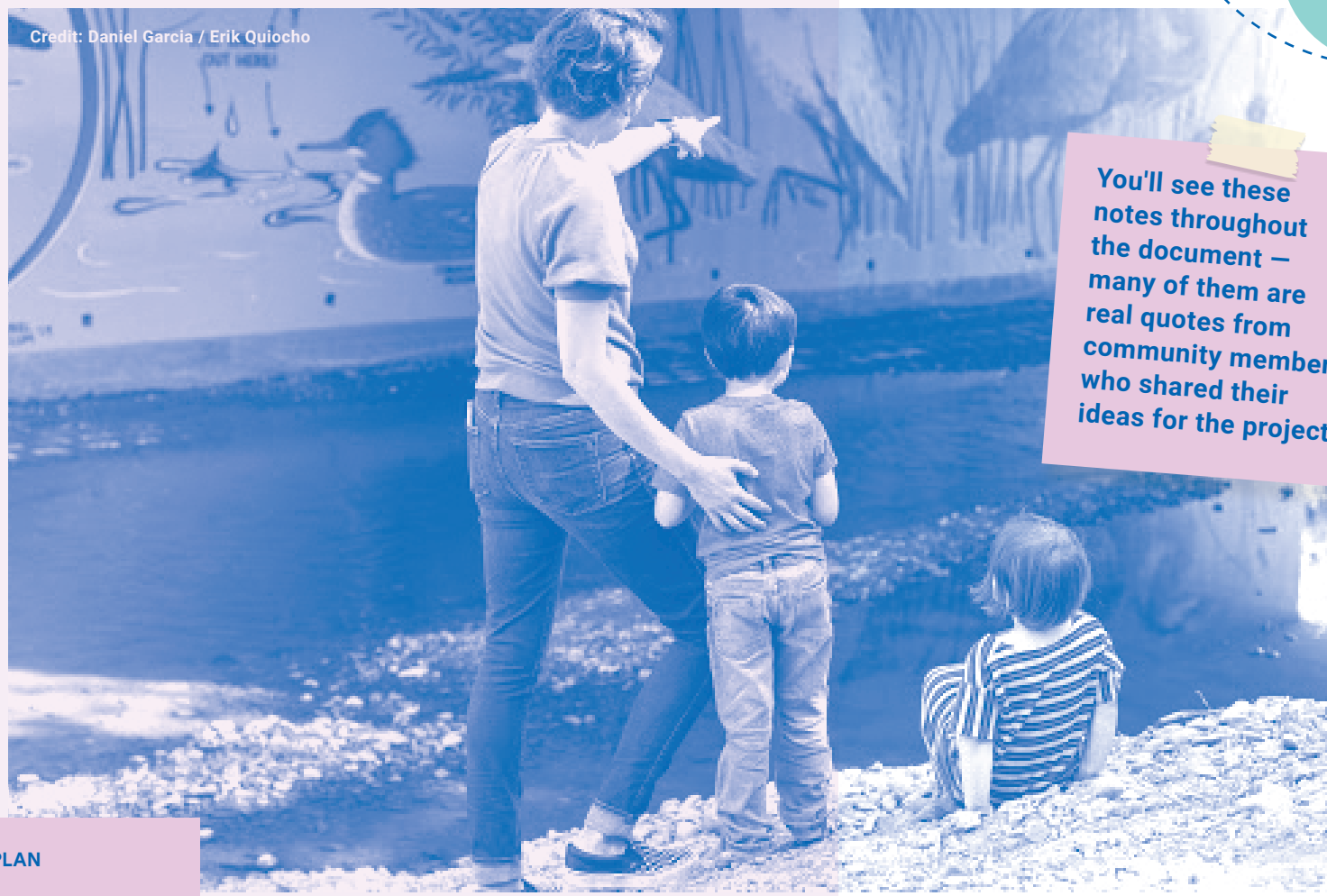


as well as...

- + Saturday Strolls
- + Open Houses
- + Community Chats

Understanding Downtown West's Social Infrastructure Plan

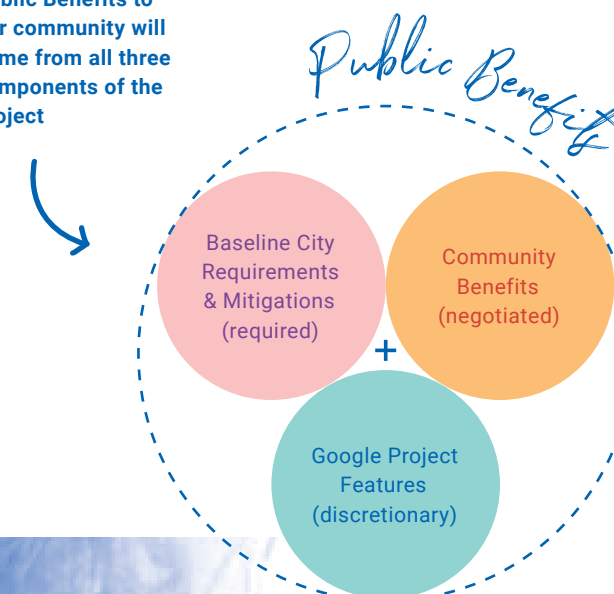
As part of City Council project approvals targeted for Spring 2021, Google signed a **Development Agreement** with the City of San José. In this agreement, Downtown West and the City catalog their respective obligations, including public benefits. Public benefits are how the elements of this Social Infrastructure Plan will become a reality.



What are Public Benefits?

This document offers an account of items found in the Development Agreement, Design Standards and Guidelines, and other project documents that cover social infrastructure and describe three types of public benefits:

Public Benefits to our community will come from all three components of the project



- **Baseline City Requirements and Mitigations** are investments that satisfy an existing city requirement and benefit the public.
- **Community Benefits** are investments that go beyond baseline requirements, and share back with the City the value created by project approvals.
- **Project Features** are other physical elements and programmatic facets of Downtown West that help achieve our shared goals and create shared value because of Google's commitment to San José. This allows Community Benefit dollars to focus on critical social equity needs.

The Downtown West Community Benefit package is 100% focused on social equity

— with over \$150 million dedicated to a Citywide Community stabilization and Opportunity Pathways Fund, and supporting 25% affordable housing within the Diridon Station Area.

\$200 million in total Community Benefits

Setting

the stage for an inclusive community

Credit: Shae Rocco

Making housing —and affordable housing— happen



Housing is the **#1** concern expressed by San José residents in our community engagement process.

Downtown West has struck a balance in its land use plan to meet San José's dual goals of adding jobs near transit and adding housing — including affordable housing.

When it comes to providing housing, we know it's important to reflect the full diversity of San José's workforce

— such as retail workers, social workers, nurses, teachers and construction workers, in addition to technology workers, and also people who need housing assistance, including our unhoused community members.

Production of new affordable housing is paramount to achieving our goal of an inclusive, healthy, mixed-income community that has access to parks, transportation, and the rest of Downtown San José. Cities across the Bay Area struggle to meet state-mandated regional housing goals. So far, San José has achieved 12% of its 2015-2023 regional housing target for very low-income housing units. Our plan will contribute toward the full range of San José's regional housing goals, with significant impact on the low-income category. We share the City's goal of 25% affordable housing in the DSAP, and we've structured our benefits to help deliver on this vision — and on a mixed-income neighborhood — while also helping to steward growth in the region.

"Google has really put their money where their mouth is... They are coming through for affordable housing."³

— Geoffrey Morgan, President of First Community Housing

Funding for citywide community stabilization

Google is kickstarting a new over \$150 million citywide **Community Stabilization and Opportunity Pathways Fund**. This Fund will grow as office square footage is built, with Google committing \$21.20 per square foot of office. Focus areas for Community Stabilization include: affordable housing preservation, homelessness and displacement prevention, homeless services, housing innovation research and small business stabilization. For more information on the Opportunity Pathways focus areas, and why we've created a Fund see page 41.



Credit: Mariko Reed

Mixed-income neighborhoods result in better outcomes for intergenerational economic mobility²

"Development in DSAP will have a wider impact than a half mile radius...The city needs to think about displacement impacts beyond the immediate area and consider preservation and protection citywide."

— Station Area Advisory Group



Credit: MITHUN

Helping the City reach 25% affordable housing in the Diridon Station Area

Making sure affordable housing gets built requires land and funding for construction.

Google will contribute land to the City that can be developed into **~600 units of affordable housing (15%)** for low, very low or extremely low income residents.

~200 units (5% of total) of moderate-income housing will be built within market-rate housing development.

Google will donate additional land in the DSAP, outside of the Downtown West Plan however, a City rezoning effort and subsequent necessary clearances and discretionary approvals, could allow for housing (potentially 200 units; 5%).

As part of building office space, Google will pay the City of San José's new Commercial Linkage Fee (CLF), which funds affordable housing development. The CLF is paid with the construction of new office, and with 7.3 million square feet of office space in Downtown West, Google would pay up to \$87.5 million.

The City, through its Fiscal Year 2020/21 - Fiscal Year 2022/23 Affordable Housing Investment Plan, has prioritized using CLF funds to build affordable housing in the Diridon Station area.



"Google should make a major financial commitment to finance preservation and construction of enough low-, very low-, and extremely low-income housing in San José to stop any direct or indirect displacement or homelessness as a result of the project."

— Silicon Valley Rising, "Envisioning Community"⁴



Credit: Bruce DaMonte, DBA

Illustrative massing reflects the combination of density allowed in project's zoning and applicable Downtown West design standards and guidelines (Credit: Downtown West Mixed-Use Plan, SITELAB urban studio)

Google's \$1 billion commitment already at work in San José

As part of Google's pledge in 2019 to **invest \$1 billion to help address the Bay Area housing crisis**, it has invested over \$20 million in affordable housing projects in San José since launching, which will help generate 545 new units of affordable housing.

San José-related investments include but are not limited to...

- \$5.3M investment to the 115-unit Kelsey Ayer Station
- \$14.5M investment to the 365-unit McEvoy Apartments
- \$2.7M investment to the 65-unit Charities Housing at Alum Rock

Additionally, Google.org gave a \$1M grant to LifeMoves to help add 19 new beds in San José for homeless women and families which could serve 60 to 90 people annually.

Putting the spotlight on local businesses and creators

San José has a lot of talent — from its diverse foods to arts and creativity.

Downtown West is another platform to support San José's long history of innovation. We're making room on the ground floor for the local nonprofits, creators and businesses who reflect San José's diversity and are building its bright future. The desire for an ecosystem of opportunities — for small and large, new and established local enterprises to build audiences and customers was a consistent theme in our community engagement. We also know that many businesses in San José have been devastated by COVID. On the other side of this painful time for so many, we want to be **a platform for fresh starts. We want to help close the information gap between local and diverse vendors** and opportunities at Google and at Downtown West.

"Let's think how to maintain existing businesses and bring some back that have been lost over time. This helps support a place where culture can be made."

— Focus group participant

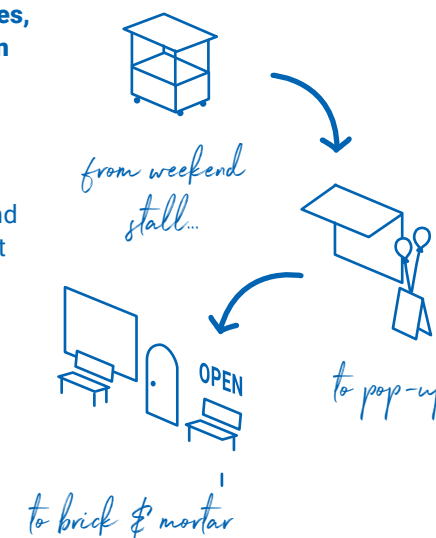


Credit: Sitelab Urban Studio

Space for local businesses + creators to do their thing... and grow

Downtown West aims to be a springboard for success — and experimentation — for diverse local businesses. We want to incubate new local talent and make room for homegrown ideas.

Our approach is a range of **affordably sized spaces, pop-up and incubation opportunities**, and an ecosystem that hires local creators and nonprofits to teach classes, play music and make art, and makes it easier for good ideas to get off the ground.



Growing Google's pool of small, local and minority vendors

Downtown West will promote **information sessions each year for local, diverse and disadvantaged businesses** interested in providing goods and services in Google's commercial office buildings.

Creating opportunities for local and diverse suppliers

Ten percent of commercial office construction contracts will be targeted for businesses qualified as Local Business Enterprise (LBE), Disadvantaged Business Enterprise (DBE), Minority Business Enterprise (MBE), Woman Business Enterprise (WBE), LGBT Business Enterprise (LGBTBE), Disability Owned Business Enterprise (DOBE), and/or Service-Disabled/Veteran Owned Businesses (SD/VOB).

Google will work with vendors that provide building operations services to hire local, women and minority contractors, subcontractors, suppliers, and/or consultants for ongoing service contracts like maintenance, janitorial, landscaping, and security related to Google's commercial office buildings.

In 2019 before COVID, San José was the **second best city** +
in the country for +
small businesses +⁵



Credit: Baunfire

Turning asphalt into 15 acres of parks, plazas and open spaces

Access to nature plays a crucial role in physical and mental health.

It's shown to reduce depression and stress, help increase self-esteem, and keep people active, supporting physical health. Public spaces are where we participate in public life, whether that means connecting with one another, or even unplugging and finding a moment of calm. And because they're public, these kinds of spaces are among the most important that people can access — anyone can enjoy them without having to pay to be there. Today, the neighborhood around Diridon Station is covered in far more asphalt than greenery. Community members asked us to change this — to restore the natural habitat of the creek, create well-maintained and active spaces, connect them to existing neighborhoods, and to design an open and accessible environment that doesn't feel like a campus.



The more time respondents spent in green spaces, they reported feeling less stressed and experienced improved mood.⁶



Cesar Chavez Park, Credit: Team San José

New parks and plazas, new ways to be in nature

To ensure our neighbors and visitors can access nature and open space, we're adding **15 acres of parks, plazas, and open spaces** with 10 new parks featuring a range of different experiences. This plan is enhancing local access to nature along the Los Gatos Creek and creating actively programmed parks. In total, this open space represents about 20% of the total Downtown West buildable area.

This includes Google dedicating 4.8 acres of land toward City parks and trails — and paying to build them — satisfying the City's parks requirement.

Additionally, Google is investing in 10.2 acres of open space, including 2.2 acres of restored and enhanced riparian habitat, designated as privately owned parks with public access.



Credit: Redleaf

Continuing San José's culture of celebration

Google-owned open spaces will be **active with events the public can enjoy for free year-round**, building on San José's diverse cultural celebrations and creating a weekly destination for people to connect with one another. Programming will suit a range of ages and interests —think outdoor exercise classes, street festivals, and activities for kids and families. Google-owned open spaces will also be available for rental by community members at affordable rates.

"I love the idea of incorporating nature more often into cityscapes."

— San José resident

"Let's activate the open spaces so we can enjoy the San José weather and camaraderie."

— Downtown West neighbor

Help us name Google owned open spaces together

We invite members of the public to help us come up with names for all open spaces.

Ongoing care for open spaces

Google will take on the cost of construction and maintenance for all Google-owned open spaces, which means Downtown West won't draw down from City funds to keep them inviting and active. We will uphold a high level of care throughout the year. Having Google-owned and city-dedicated open spaces side-by-side creates opportunities for coordination and public-private partnership in ongoing maintenance.

Making

Connections

Credit: Shae Rocco

Meeting you on the street

"I want Downtown West to be a walkable great place to be in and to pass through where you can run into neighbors by chance"

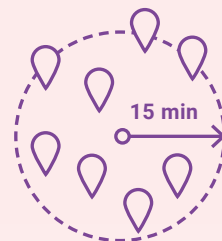
— Downtown West neighbor

San José's streets buzz with energy everyday.

Throughout our engagement, we heard calls from residents to bring what they most love from some of their favorite streets to Downtown West — to mend broken links between neighborhoods, to prioritize people over cars, and to make walking safer and more comfortable.

Downtown West was designed with its neighbors in mind — to be a complete neighborhood with a mix of homes, offices, and parks and plazas, but more importantly, to help fill in gaps, to connect to its neighbors next door, and to help create a series of complete and connected neighborhoods. This is what's known as the 15-minute city, where everything you need is within a 15-minute walk or bike ride. The complete neighborhoods that define the 15-minute city increase neighbor interactions and discourage car trips, resulting in less traffic and fewer greenhouse gas emissions. People drive 20 to 40 percent less in more compact, walkable places⁷, and prioritizing pedestrians is good for public safety and business, too.

The "15-minute city" will help cities to revive urban life safely and sustainably in the wake of COVID-19.⁸



Credit: Craig Cozart

A more walkable, connected city

Downtown West is investing in new connections to make downtown San José more walkable and convenient. We're adding **1.5 miles of new pedestrian passageways and trail extensions, 3.5 miles of new and improved bikeways**, and extending streets — all to help stitch together broken connections that benefit the broader trail network.

A key move: we are completing segments of the Los Gatos Creek Trail between San Carlos Street and Arena Green, continuously linking the Los Gatos Creek trail system through Downtown.

We'll be replacing the aging San Fernando Bridge to improve flow in Los Gatos Creek and reduce flood risk.

Downtown to Diridon

Downtown West is an extension of downtown San José. We'll extend the Los Gatos Creek trail with a new "Downtown to Diridon" shared-use path, and we're making it easier to get around with new access points and footbridges.



Credit: Baunfire

"Downtown West should be designed so that people want to be there, as a destination, a place to just be."

— Community design workshop participant

"More walking, more biking, more nature, and less cars!"

— Downtown West neighbor

500,000 square feet of active ground-floor uses

Together with its network of lively streets, parks, and plazas, Downtown West's **500,000 square feet of amenities and active uses** will form a compelling and varied shared social environment — the foundation for a vibrant public life.

We're making new space for everything from storefronts to live venues, restaurants to nonprofits, childcare to creative studios, and arts organizations to education centers — all to serve neighbors, residents, visitors, and nearby workers, and also to create a new regional destination.

Major streets improvements for pedestrians and cyclists

To make Downtown West's streets safe and comfortable for all modes of travel, we're refreshing 12,400 feet of public streets with new paving and paint, widening sidewalks, and planting 2,280 new street trees, all part of **enhanced right-of-way design that prioritizes pedestrians and cyclists**. We're also putting electrical wires underground and improving logistics to reduce truck traffic.

Bringing historic and cultural resources to life for a new generation

Preserving historic resources is a way of holding on to the meaning they once had, and simultaneously giving them new meaning and new life — connecting them to the here and now.

San José features over **250 diverse public artworks** located at 130 sites throughout the city⁹

San José's history at this site goes all the way back to the Muwekma Ohlone Tribe who called this land their home, and in recent decades this area played a particularly key role in the twentieth century industrial era. In response to this great legacy, and to the many residents and artists who have asked us to preserve that legacy, we are retaining and celebrating many on-site historic resources, from the landmark San José Water Company building to Kearney Pattern Works & Foundry, down to humble bungalows that are representative of late nineteenth century worker housing — and dedicating these to public-facing community uses to elevate their stories.

"Google is making a genuine effort to consider the surrounding area and to preserve and enliven historic buildings... Google should do more to make this area an iconic, world-class landmark."
— Mercury News¹⁰



Preserving beloved historic buildings and artifacts

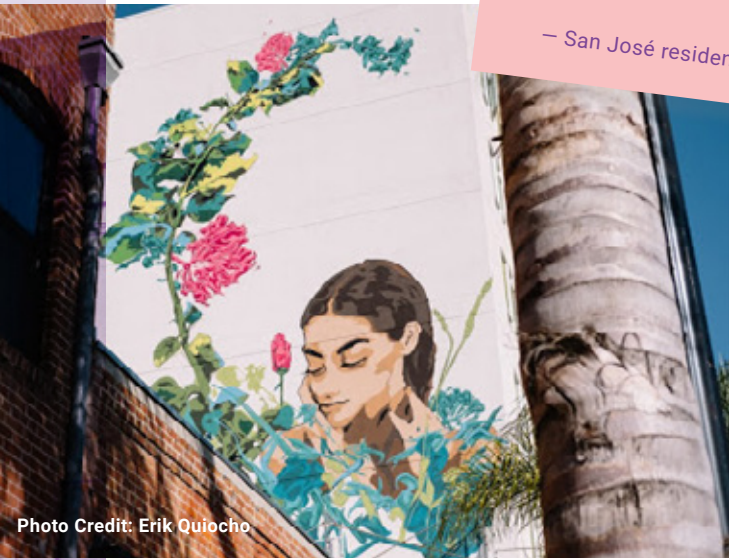
Most of the remaining historic resources in this area reflect pivotal industrial eras of San José's history. By **preserving and celebrating these assets** — and bringing them into a new generation — we intend to ensure the city's history continues to be a *living* history.

- We're preserving the landmark San José Water Company building, historic portions of the Kearney Pattern Works & Foundry, Hellwig Ironworks, and Stephen's Meat Products sign.
- We'll salvage parts of the Sunlite Bakery facade, too.
- We're retaining and relocating within the project site three Victorian bungalows, a candidate city landmark grouping, and 35 S. Autumn, an eligible structure of merit.

Artistic and educational landmarks

Educational, beautiful, moving, helpful — art can be so many things all at once. At Downtown West, art will be its own kind of destination. We will encourage **new public works of art** and interpretive programming throughout Downtown West to capture San José's culture, history, and ecology.

"Interactive public art is great especially if it helps people connect."
— San José resident



Building

Opportunity Pathways

Photo Credit: Shae Rocco

Investing in the future generations of San José

San José is home to brilliant young minds, but we know that education outcomes vary drastically across the city.

Students and families in San José deserve access to high-quality education to help close the achievement gap that divides the city by race and income, and support for San José's public schools was highly requested by local groups and by the City. We've learned that the best way we can help is by contributing to a flexible Fund that can be a catalyst for greater investment in a variety of education programs that reach different groups of people.

Those who attend preschool may have a 20% higher likelihood to graduate primary school than those who don't.¹¹

"Education equity should mean equity for all students and right now, we are not there."¹³

— Tony Thurmond,
Superintendent of
Public Instruction

"Google needs to invest in our community in order to make sure that the future programmers and engineers are from the community they are established in."

— San José Resident

Googlers have clocked more than 200,000 hours during GoogleServe since it first began in 2007, and the program has inspired a culture of giving and volunteering all year long.¹²

Funding for education citywide

Google is kickstarting the new citywide **Community Stabilization and Opportunity Pathways Fund**. This Fund will grow as office square footage is built, with Google committing \$21.20 per square foot of office. The Opportunity Pathways focus areas include: adult and youth occupational skills training, college/post-secondary scholarships, career exploration for middle and high school youth, early childhood education, and small business and entrepreneurship programming, with an **emphasis in all focus areas on underserved and historically underrepresented students, families, and adults**.

With 7.3 million square feet of office, the Fund would grow to over \$150 million.

A first of its kind \$150M fund

- Brings together two critical focus areas — Community Stabilization and Opportunity Pathways — that are usually funded in isolation. **The Fund allows for investment that spans the interdependence between housing, education and job access in order to multiply the impact.**

Google mentorship

Choosing a path in life requires familiarity with the options. Our kids deserve to see people like themselves succeed, so Google will collaborate with local community-based programs to recruit volunteer mentors to be a resource for San José students from underrepresented backgrounds.

Career exploration

Google will also promote career exploration and skills development opportunities, such as onsite field trips, career days, and computer science workshops to students who have an interest in technology and technology based careers.

- Structured to **elevate and amplify community voices**, with a focus on social and racial equity, the fund will **jump-start an inclusive ecosystem of locals: community based organizations, those with lived experience, and experts**. Together they will define and co-create outcomes that reflect the unique needs and opportunities of San José.
- A governance structure **developed collaboratively** with expert guidance, drawing on case studies and dozens of local stakeholder interviews.
- Allows local solutions to evolve over time, making room for more innovative responses now and in the future.
- **Can be leveraged** and built upon with other funding sources. Google will catalyze its creation, and be ready to partner, but Google has no role in determining how funds are invested.

\$7.5 million in community benefit dollars will be paid 120 days after final project approvals, to be available to respond to acute local needs.



Credit: Google



Credit: Daniel García

Promoting progressive hiring practices

Development projects of the scale of Downtown West have a catalytic effect on the local community.

It is imperative to us and the residents we heard from that new jobs at Downtown West are available to local talent. Construction is just one opportunity to meet local hiring goals — enduring positive economic impact is most felt in longer lasting commitments and support for local job seekers.

Downtown West is slated to help create over **5,700 construction jobs**

“Construction is one of the highest-growth industries with potential to produce good jobs for working-class San José residents — if both the private and public sectors make the choice to invest in the local workforce.”

— Working Partnerships USA¹⁴



Credit: PCSGS / Pollux Chung

Hiring locals

Building Downtown West is an ambitious project, and we want to enhance the catalytic effect it will have in the local economy. Downtown West is committed to hiring qualified local talent for construction, and will **work in good faith to meet a 30% goal to hire locals for on-site construction** trade positions and entry-level jobs that support the construction industry.

Supporting local job seekers

Downtown West is made for and by San José — that means making opportunities available to San José residents, too. We will work with our on-site services and operators to **implement practices that promote local hire** for open positions. For starters, Google will host career development workshops targeted at economically disadvantaged communities and underrepresented workers that will focus on topics such as resume writing, interviewing skills, and job search.

“Give local workers a first shot at jobs.”

— Silicon Valley Rising

Spreading the word to locals about job openings

Google will encourage vendors that provide services to notify local workforce agencies such as work2future, our Fund network and other community organizations.

Paying prevailing wages for construction

At Downtown West, we are following California prevailing wage standards. We’re also investing in workforce development programs such as Goodwill Silicon Valley’s construction training that targets individuals with barriers to employment and helps them start a career in the building trades.

Opportunities for underserved youth

Google has leased 10,000 square feet of interim use space to **Year Up**, a nonprofit that combines rigorous classroom training and a paid internship to help connect disadvantaged youth with good jobs. The yearlong program offers professional and personal development, an education stipend, college credit, and other professional advisers and mentors to help young people prepare for upwardly mobile career opportunities.



Credit: Shae Rocco

Leading

Climate Action

Photo Credit: Shae Rocco / Artist: El Mac (Miles MacGregor)

Doubling down on San José's bold climate vision

The fight against climate change grows more urgent every day.

San José is one of 88 global cities named a climate leader by CDP (formerly Carbon Disclosure Project), for its bold community-wide initiative to reduce air pollution, save water, cut greenhouse gas emissions, and improve quality of life. Downtown West embodies the leading-edge principles of the City's climate action plan, which aligns with the Paris Agreement to limit greenhouse gas emissions.

Google is committed to operating on **100% carbon free energy** by 2030 —24 hours a day, 7 days a week.

84% reduction in solid waste

through recycling and composting in Downtown West compared to traditional developments.

Residential and commercial buildings are major consumers of energy. These two building sectors combined constituted 28% of total U.S. end-use energy consumption in 2019.¹⁵

Wasteful energy consumption is often most attributed to aging buildings with outdated utilities. The most impactful fix is to plan a system of smart infrastructure and energy efficient buildings from the very beginning to better preserve and distribute resources throughout the site.

"Downtown West offers a great example of environmental standards by ensuring that the project will not result in any net additional greenhouse gas emissions."

— Catalyze SV¹⁶

The single most important step for reducing the carbon intensity of buildings is going all electric

Electric buildings powered by carbon-free energy

We're going all electric! At Downtown West, our buildings will run off electricity - some of it even homegrown. We're using solar panels to generate a minimum of **7.8 megawatts of power on-site (enough to power 1,500 homes)**, supporting San José's leading Climate Smart greenhouse gas reduction targets.

Downtown West's district systems and infrastructure will be built without any public financing

"Sustainability and the response to climate change is important as a key example of future technology."

— San José resident

San José: a national leader in climate change action

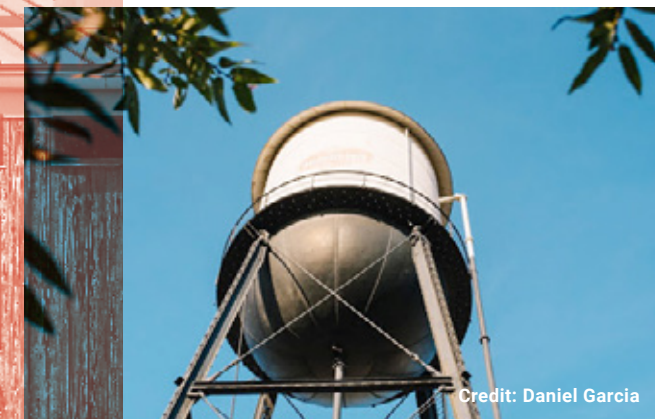
Downtown West will **create zero net new greenhouse gas emissions** over construction and 30 years of operations. We're doing this through **innovative district systems**, energy efficiency, onsite renewables, resource recovery and waste reduction, setting a new standard for development nationwide, notable because of the project's size.

Treating water as a precious resource

Downtown West will use a **recycled water network** to use water more efficiently — reducing potable water usage by 29%, or the equivalent water usage of 1,500 homes. We'll also install solutions to naturally treat stormwater runoff to mitigate flooding and direct water back into landscaped areas, before it goes into the river or creek.



Credit: BNIM



Credit: Daniel García

Restoring and caring for the area's natural habitat

Healthy natural environments play an important role in mitigating climate impacts in cities.

Downtown West contains portions of Los Gatos Creek, a riparian habitat which is instrumental in water quality improvement for both surface runoff and water flowing into streams. Downtown West is transforming the Los Gatos Corridor into a place to relax, recharge, and reconnect with nature. Restoring this natural ecosystem offers the dual benefits of protection from environmental harm and creating a more enjoyable habitat for humans and animals alike.

4x increase in site perviousness + +
to better absorb and filter water back into our ecosystem



Credit: West 8

"Downtown West is designed to be a true part of the city—the opposite of a traditional corporate campus. Our team worked with Google to draw on the uniqueness of the location to propose a place where urban life and nature can coexist."

— ArchDaily¹⁷

"I believe that the best way to highlight the importance of ecology is to better integrate humans with it."

— San José student

Care for Los Gatos Creek

Los Gatos Creek needs some TLC. As stewards of Los Gatos Creek, we want to give it the care it deserves to help restore ecological habitats that touch our project area, working with Valley Water and a number of state and federal natural resource agencies.

As part of the Downtown West open space plan, we're taking out over two acres of asphalt to restore the creek's natural riparian habitat and give back a little bit to mother nature, for a total of **approximately 4.25 acres of enhanced riparian habitat.**

100% native plant species

We're making Downtown West green — literally — with a 100% native plant palette. Across the site, we will restore natural plant biodiversity. And we will **plant over 2,200 new trees**, including fruit trees to provide urban food production and support native wildlife.

"We need to work with nature, not against."

— San José resident

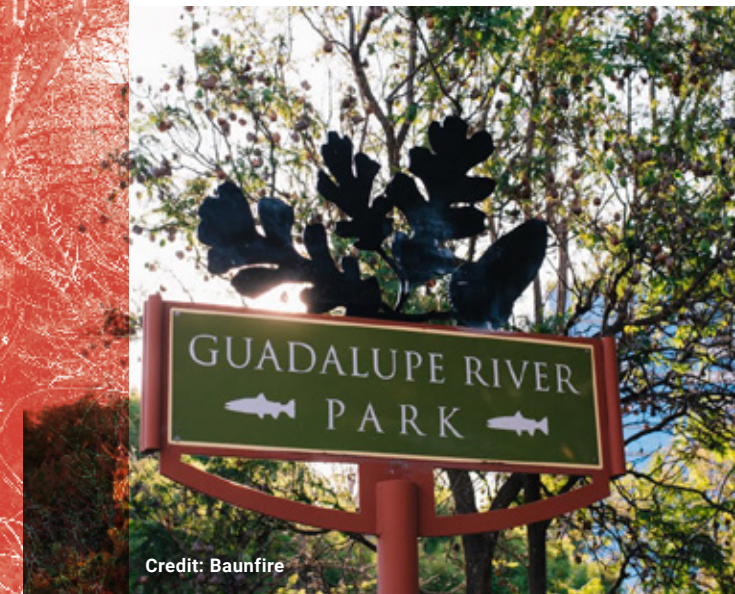


Credit: Rick Miskiv

Learning opportunities designed around the creek and wildlife habitat

Building for habitat safety

The sky's the limit at Downtown West, and we're committed to keeping the skies safe. All buildings at Downtown West will feature bird-safe designs above the City's standard requirements and will strive to reduce light pollution, exceeding international Dark-Sky Association recommendations.



Credit: Baunfire

Promoting car-free ways to get around

Downtown West is poised to be one of the most transit-rich areas in the region.

San José and Google are committed to leading climate action by providing attractive, comfortable, and convenient ways to get around that are carbon-friendly.

Transportation is the largest contributor to greenhouse gases in the U.S., with private cars being the largest contributors in the transportation sector. Downtown West has committed to achieving a 65% non-drive-alone rate as even more transit ultimately comes online in the area, helping to create the new mobility paradigm targeted by the City's ambitious Climate Smart plan.

"Walk, bike, micro-mobility, transit — all must be a priority to make downtown San José safe, pleasant, vibrant and engaging."

— San José resident

10min walk to transit
no matter where you are
in Downtown West

Credit: Daniel Garcia



Credit: Redleaf

Protected bikeways

Biking is green, and in the right conditions the most convenient way to get around. We're supporting San José's bike-friendly culture with **three miles of protected bikeways** that are separated from car traffic and protected at key intersections.

Contributing our part to enhance local transportation systems

Downtown West is helping deliver **\$30 million of improvement to local transportation projects**. These include contributing to the Bird Avenue / 280 overpass safe pedestrian and bicycle crossing, an improvement we know is so important to local residents, especially for kids in the Delmas neighborhood who walk to Gardner Elementary School.



Credit: Shae Rocco

A Place to gather, be together, and experience nature in the heart of the city

"Downtown West's success isn't about getting one thing right; rather, it's an approach to build a responsive, layered ecosystem that sets the foundation for iterative co-creation. It's about finding new ways of approaching social equity and environmental leadership; and setting a foundation for continuous improvement along the way. We don't stop with public benefits package; we leverage it as the platform for a long-term relationship together."

— Alexa Arena, Google

What our
journey together
has produced
so far



Credit: RedLeaf

Downtown West is our commitment to realizing the goals set in motion by the people of San José, and to making an inclusive, welcoming place that creates new opportunities.

Helping to build complete “15-minute neighborhoods”

adding essentials for happy and healthy living in a 15-minute walk, bike, and roll radius*

Leaning into opportunities to strengthen the community around us

A first of its kind \$150 million Community Stabilization & Opportunity Pathways Fund

structured to flexibly address the challenging issues facing San José today and in the future, with ongoing community stewardship

Generating new tax revenue

\$24 million in projected new annual tax revenue to City of San José's General Fund (net \$9 million after needed services like police and fire) and \$79 million in projected annual property tax revenue, including \$10 million to City of San José

*For more on “The 15-Minute Neighborhood,” refer to C40 Cities.

Enhancing physical, ecological and social infrastructure for San José

with trails, pedestrian-friendly streets, active storefronts, high-quality public spaces, and infrastructure built without any public financing

A platform for San José residents and businesses to thrive

an ecosystem to support new experiments and local favorites

Supporting 25% affordable housing in the Diridon Station Area

creating affordable housing both within our project boundary and beyond

Building a smarter, cleaner future

committed to San José's vision for climate action. With net zero greenhouse gas emissions, innovative district systems, and many other sustainability commitments, we're doing our part to help fight climate change

Let's keep in touch

Refer to the Development Agreement for all the nuts and bolts

You can find the Development Agreement, along with the Downtown West Design Standards and Guidelines, and the rest of the application package at sanjoseca.gov/googleproject.

Google

Big thanks to you!

San José's future continues to shine thanks to people like you. We appreciate your commitment to helping us draft and review these goals for Downtown West.

We want to hear from you

Look out for more announcements from the City and from the Downtown West team. We have more engagement sessions planned for 2021. If you're not already on our email list, please sign up at g.co/sanjose. And if you have thoughts or questions, email us at downtownwest@google.com.

Credit: Baunfire

Endnotes

1 — City of San José, Dec. 4, 2018 Presentation: Actions Related to the Agreement with Google for the Diridon Station Area Presentation

3 — Mercury News (<https://www.mercurynews.com/2020/10/29/downtown-san-jose-affordable-housing-google-loan-real-estate/>)

2 — The Atlantic (<https://www.theatlantic.com/business/archive/2016/02/the-place-where-the-poor-once-thrived/470667/>)

4 — Silicon Valley Rising (<https://siliconvalleyrising.org/files/EnvisioningCommunity.pdf>)

5 — Biz2Credit (<https://www.cnbc.com/2019/05/07/this-is-the-top-city-for-small-business-in-the-us-study.html>)

6 — Active Living Research (<https://www.nrpa.org/contentassets/9c491783f73a45f89abb0443b1a3e977/parks-improved-mental-health-quality-life.pdf>)

7 — Urban Land Institute (<https://drawdown.org/solutions/walkable-cities>)

8 — C40 (<https://www.c40knowledgehub.org/s/article/How-to-build-back-better-with-a-15-minute-city>)

9 — City of San José Cultural Affairs Public Art Program (<https://www.sanjoseca.gov/your-government/departments/office-of-cultural-affairs/public-art/about-public-art>)

10 — Mercury News (<https://www.mercurynews.com/2020/12/07/real-estate-google-village-downtown-san-jose-tech-housing-transit/>)

11 — HighScope Perry Preschool Study (<https://resilienteducator.com/classroom-resources/can-early-childhood-education-impact-graduation-rates/>)

12 — Google.org (<https://blog.google/outreach-initiatives/google-org/celebrating-10-years-googleserve/>)

13 — Cal Matters (<https://calmatters.org/education/k-12-education/2019/10/california-schools-test-scores-2019-achievement-gap-caaspp-smarter-balanced/>)

14 — Working Partnership USA (<https://www.wpusa.org/research/construction-in-san-jose/>)

15 — U.S. Energy Information Administration (<https://www.eia.gov/tools/faqs/faq.php?id=86&t=1>)

16 — Catalyze SV (<https://www.mercurynews.com/2020/12/07/real-estate-google-village-downtown-san-jose-tech-housing-transit/>)

17 — ArchDaily (<https://www.archdaily.com/949473/google-releases-80-acre-downtown-west-campus-plan-for-san-jose>)



Photo Credit: Baunfire



Designed by Gehl