

**University and Bay / “Four Corners” Community Engagement
Community Meeting #2 – April 16 - 30, 2020
Online – universityandbay.com**

Executive Summary

As part of the community engagement process for redevelopment of the “Four Corners” site at University and Bay, Sand Hill Property Company held a second community meeting in April 2020. Due to health and safety concerns related to COVID-19, that community meeting was done through an online format. The virtual community meeting included a video presentation, online resources and project content, and an interactive survey. The meeting was made available to the public for a two week period between April 16-30th. This summary provides an overview of the overarching trends and takeaways that emerged from the qualitative responses and the quantitative results in the online survey, followed with details about the survey design and responses. The design and execution of the meeting was facilitated by outside consultants Studio O and Emily Weinstein Consulting.

Virtual Participation Data

- 68 survey responses (64 in English; 4 in Spanish)
- 223 unique visitors
- 126 YouTube video views
- 75% of survey participants live in EPA
- 51% of survey participants work in EPA

Important Themes & Takeaways

Based on an analysis of the online survey results, the following themes and takeaways emerged as the most significant feedback from Community Meeting #2. This information will help guide future programming, design and planning decisions for the Four Corners project.

- **A hyper-local focus:** Participants are very focused on ensuring that the project is designed and programmed to benefit current EPA residents and the City of EPA. Not only do participants think that the retail, housing and jobs should be designed to serve the existing community, they also want to leverage the project to keep EPA resident’s money within and provide greater revenue and tax base for the City of EPA.
- **Keep it close:** Participants are tired of having to go outside of EPA to eat, work and play. The Four Corners project provides an opportunity to provide diverse eating, shopping and gathering space that can not only build a sense of community.

- **Centering community pride:** Participants want a place they can be proud of that represents the sense of community pride they already feel for their community and EPA. Many participants noted that there isn't an inclusive, safe space where diverse groups and families can come together in EPA. Creating spaces that promote community building will entice people to the project and allow for programming that celebrates the existing culture of EPA and can leverage the pride that is already there.
- **Opportunity for authentic artists & placemaking:** Participants made it clear that various narratives and authentic voices need to be heard and represented in order to honor the historical significance of the site. Respondents want to leverage the stories of existing EPA residents and artists to bring these stories to life through open space programming, landscaping, community spaces, and art, particularly murals.
- **The importance of a restaurant:** 90% of participants selected the image of a restaurant as their preferred type of place to eat. A number of responses also noted the importance of a restaurant to provide a more diverse, special, family-friendly eating experience that is not currently available in EPA.
- **Gathering & social spaces:** The most preferred gathering space selected by survey participants is a public event space. Many comments expressed the need in EPA for an inclusive, safe and family-friendly space for larger groups of people to congregate, have musical performances and celebrate EPA's diverse community. Participants also requested spaces that encourage social interaction and community building such as a community garden, outdoor meeting rooms and family play spaces.
- **Fresh foods:** Survey participants noted the need for retail for a variety of reasons, including to support local businesses, create employment opportunities, and help meet their shopping needs within EPA. The most popular type of retail selected (nearly 90% of participants) was a place to buy food.
- **Library very popular; can serve multiple purposes:** Over 80% of participants selected a library as the type of learning space they prefer. Participants also noted how a library can help provide resources to the community, be a gathering place for families, draw people to the site and help celebrate the rich history of EPA.
- **Outdoor eating spaces = Pedestrian Friendly:** Participants overwhelmingly selected outdoor eating areas as the feature that would most motivate them to walk to the site. This aligns with the many comments that said a local, destination restaurant that would attract them to the site.

Survey Details – Design

The online survey included 4 sections. Below are the sections with their corresponding questions and directions:

Section 1: Programming

In Community Meeting #1, community members selected the uses that were most important to them. The uses that received the most votes are:

- Restaurant / Café
- Retail
- Housing
- Employment Uses
- Parking Facilities
- Community Uses

Now, we'd like to learn more about why these uses are important to the community. Please share your feedback by responding to the questions below to each image.

- Question: Why is a restaurant or cafe important to you?
- Question: Why are employment uses important to you?
- Question: Why is retail important to you?
- Question: Why is a parking facility important to you?
- Question: Why is housing important to you?
- Question: Are there any additional thoughts you want to share about what uses are important to you?

Section 2: Mixed Use

From Community Meeting #1 we understand that community members desire places to eat, gather, shop, socialize, learn and live. Below are some ways that we can provide those places. Please select all the images that you like.

- Question: What type of places do you want?

Section 3: Commemoration Program

In this activity, we would like to know HOW you think the project could celebrate the legacy of those moments and/or people on the Four Corners site. Below are a range of options, including objects, installations and events. The images do not represent exact design to be built but are included only to help you visualize what each category represents. Choose up to 6 that you like.”

- Question: How should we commemorate the site’s history?

Section 4: Open Space Character

In this activity, we would like to ask WHAT ELEMENTS or ACTIVITIES on the site would make it easy for you and your friends and family to decide to visit Four Corners. As you drive or walk by, what would make the spaces feel more welcoming to you?

There are 12 categories to choose from, including objects, installations and events. The images do not represent exact design to be built but are included only to help you visualize what the category represents. Choose up to 6 that you like.

- Question: What would make the site inviting to you?

In this activity, we would like to ask WHAT ELEMENTS or ACTIVITIES on the site would encourage you to take a stroll to visit the site and stay there to meet with your friends or run your errands.

There are twelve (12) categories to choose from, including facilities, elements and activities. The images do not represent exact design to be built but are included only to help you visualize what the category represents. Choose up to six (6) that you like.

- Question: What would motivate you to walk to the site?

Survey Details – Responses

Below is a summary of all the responses received in the online survey. The summary is broken down by section and includes the most common responses to the qualitative questions and the results of the quantitative survey questions.

Section 1: Programming

Section 1 was structured to elicit open ended responses and ask participants why certain land uses are important to them. Below is a summary of the most common responses:

Why is a restaurant important to you?

- A place to gather with friends and family and foster a sense of community
- Right now, we have to drive out of EPA to have a sit down meal
- There isn't a place in EPA to take family or for a special occasion
- Bring more diverse food options and represent the diversity of EPA
- A destination that can attract people from inside and outside of EPA
- Something that is not fast food
- A way to support local business, that employs EPA residents and brings revenue to the City of EPA

Why are employment uses important to you?

- EPA needs more job training and opportunities
- There aren't enough job opportunities so people have to leave EPA to work
- Local employers for local residents
- Only want employment uses if they will hire locally; provide job opportunities that are accessible to EPA residents
- Don't need any more fancy office buildings or tech jobs.
- To cultivate local talent and keep money in EPA

Why is retail important to you?

- Don't have local options for retail so have to go out of the area
- Would like to keep money local
- Provides tax revenue, tax base and employment opportunities to EPA
- Want more diverse retail options in EPA
- Provides opportunities for local entrepreneurs and EPA businesses
- Quality retail that is affordable for the community

Why is a parking facility important to you?

- Parking shouldn't detract from pedestrian friendly environment
- Businesses won't be successful without parking
- More parking is already necessary to accommodate all the EPA cars in the surrounding community
- Need to get cars off of main streets
- Parking here is not important
- More development will bring more cars
- Parking only if its underground

Why is housing important to you?

- Affordable housing is a need because of the housing crisis in the Bay Area
- High end condos or apartments will gentrify the area and only be affordable to tech workers
- Affordable housing will keep people in EPA and help provide stability for the community
- Housing to allow people who have grown up here to stay here
- Need more housing to accommodate all the workers in the area and not displace current EPA residents

Why is a community use important to you?

- For the quality of life and well being of EPA residents
- A place where different groups can come together and do something together (ie. community garden, plaza, library, etc.)
- There aren't any dedicated community spaces in EPA
- The City needs its own library building with resources for EPA families
- A place for people to celebrate and experience EPA culture and art
- An inclusive place to feel connected to the community
- Creates a sense of belonging
- A safe space for kids and families

Are there any additional thoughts you want to share about what uses are important to you?

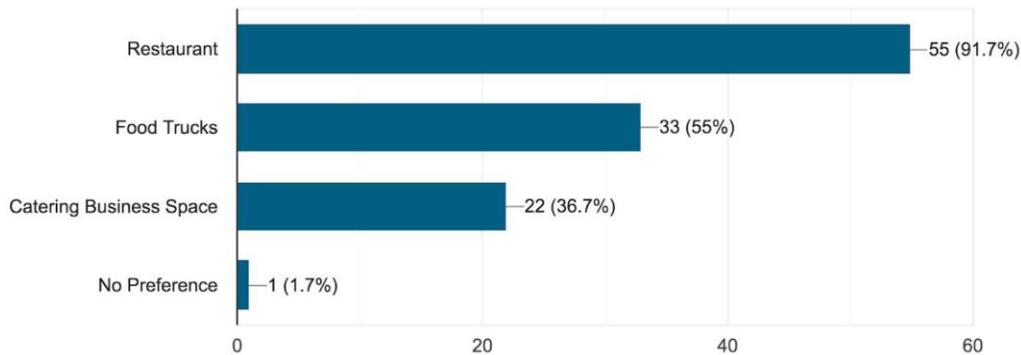
- Green spaces, trees, community gardens
- A library
- Kid friendly place
- Street activation
- Indoor and outdoor public spaces
- Grocery store
- Community meeting spaces, social spaces and event spaces
- A place for art (murals, exhibitions, gallery spaces, etc.)

Section 2: Mixed Use

In Section 2, participants were asked “What types of places do you want?” and shown images of different ways to bring each land use to fruition. Below are the quantitative results of this section.

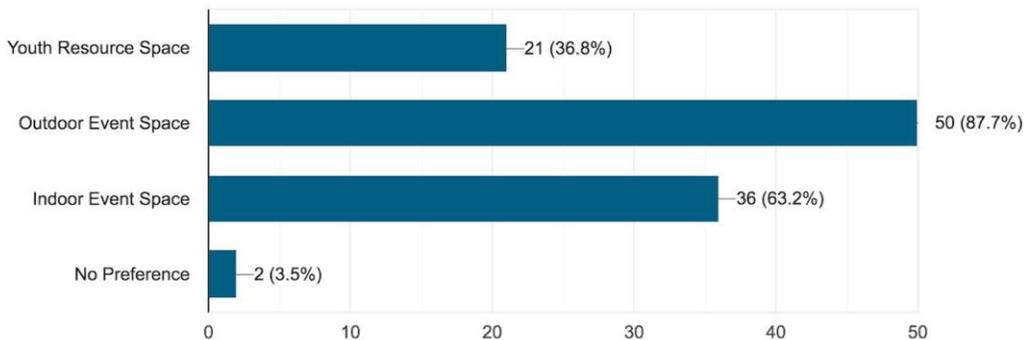
A PLACE TO EAT

60 responses



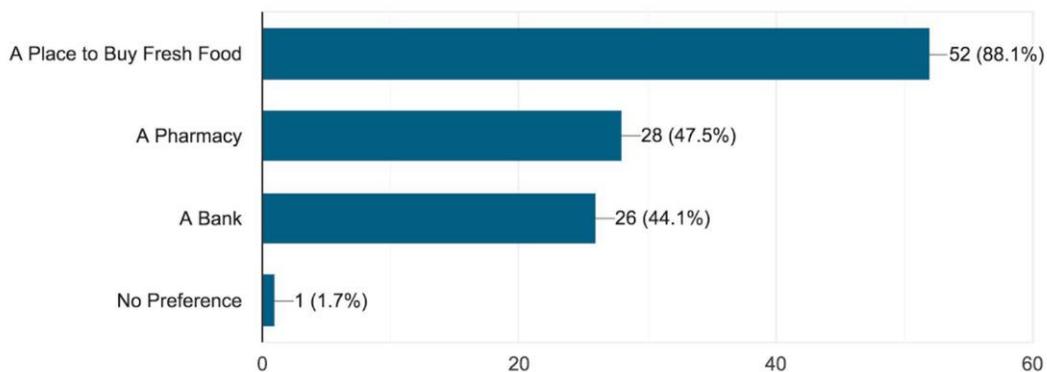
A PLACE TO GATHER

57 responses



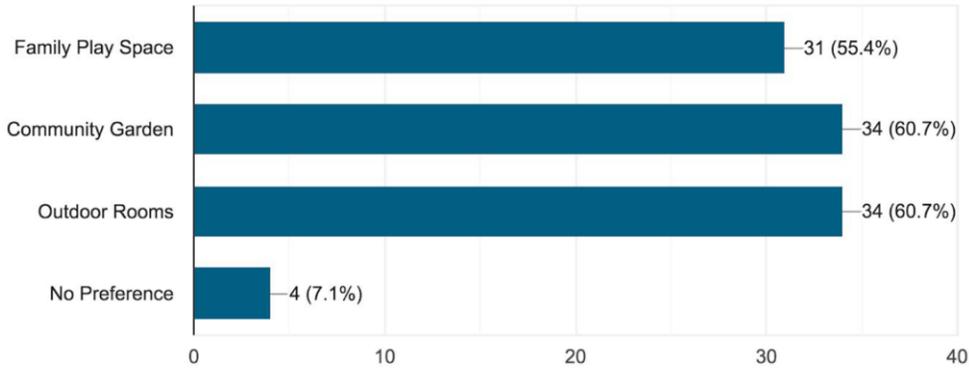
A PLACE TO SHOP

59 responses



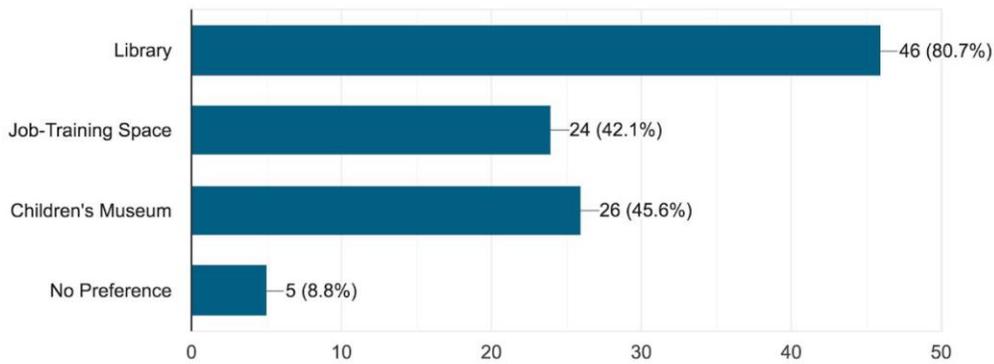
A PLACE TO SOCIALIZE

56 responses



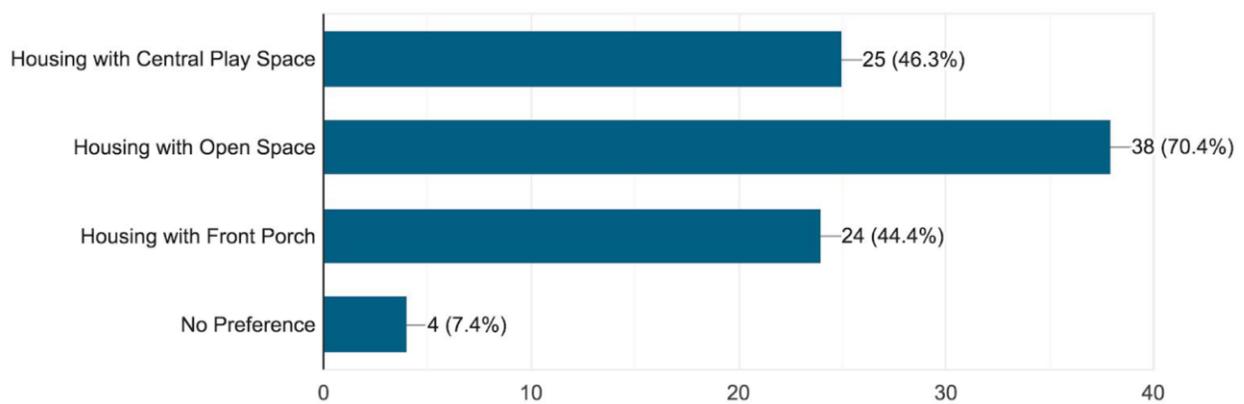
A PLACE TO LEARN

57 responses



A PLACE TO LIVE

54 responses



After selecting the images that they most liked, participants were provided an opportunity to share additional thoughts with the open-ended question: Are there any additional thoughts you want to share about the images you selected? Below are the most common responses to this question:

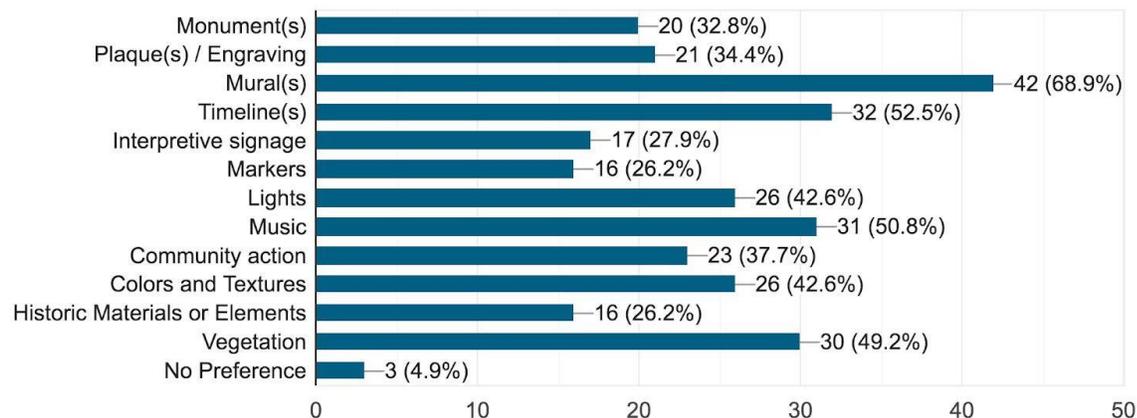
- Affordable housing is important
- Housing with community spaces and balconies/porches
- Diverse and existing local businesses
- Community and public spaces

Section 3: Commemoration Program

In Section 3, participants were asked how they wanted to commemorate the important history of the site. Images were provided to give an example of the different ways that the history could be incorporated into the project. Below are the results.

HOW SHOULD WE COMMEMORATE THE SITE'S HISTORY?

61 responses



After selecting the images that they most liked, participants were provided an opportunity to share additional thoughts with the open ended question: Are there any additional thoughts you want to share about historic commemoration? Below are the most common responses to this question:

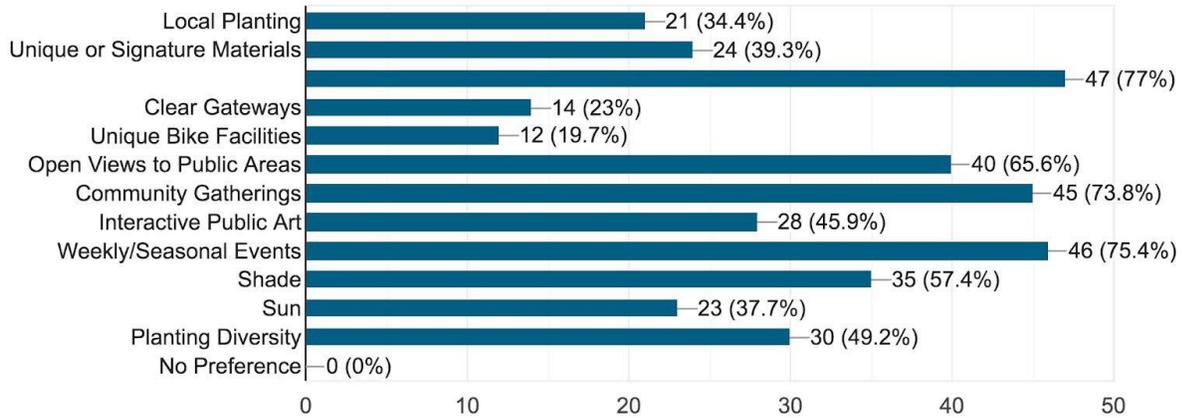
- Use local artists to commemorate the history
- Tell the authentic story and Include various and diverse narratives
- Honor the local EPA history through local EPA input and voices
- Historical society/information in the library

Section 4: Open Space Character

In Section 4, participants were asked to provide feedback on the character of the open space--both what would make the site inviting and what would motivate people to walk to the site. Images were provided to show precedent examples. Below are the results of the responses:

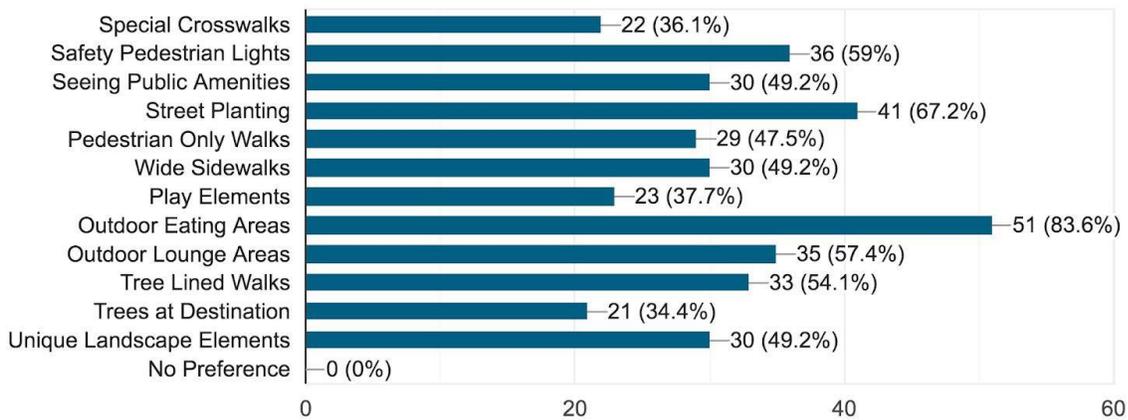
WHAT WOULD MAKE THE SITE INVITING TO YOU?

61 responses



WHAT WOULD MOTIVATE YOU TO WALK TO THE SITE?

61 responses



After selecting the images that they most liked, participants were provided an opportunity to share additional thoughts with the open-ended question: Are there any additional thoughts you want to share about the open space character? Below are the most common responses to this question:

- Space needs to have good lighting
- Safe and inclusive space
- A space for larger gatherings such as music performances