

# *Corridor Transformation: Approach to Coalition Building*

San Mateo County  
Closing the Jobs-Housing Gap Task Force

March 24, 2016

# WHY THE GRAND BOULEVARD INITIATIVE?

*Grand  
Boulevard  
Initiative*

People Friendly Places

People friendly places.





# KEYS TO SUCCESS

- Big Tent Approach
- Collaboration, not compulsion
- Vision Statement
- Guiding Principles founded by and adopted in local plans
- Task Force, Working Committee, & Community Leaders Roundtable



# KEY STAKEHOLDERS



# COMMUNITY LEADERS ROUNDTABLE

*Grand  
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Mission: Create movements within the community that support the Grand Boulevard Initiative



Inform public outreach through wide-range of advocacy missions and involvement with community

# EMPOWERING CIVIC DISCOURSE

*Grand  
Boulevard  
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People Friendly Places

**WHEN YOU FOCUS  
ON EVERYTHING,  
YOU'RE NOT FOCUSED  
ON ANYTHING.**

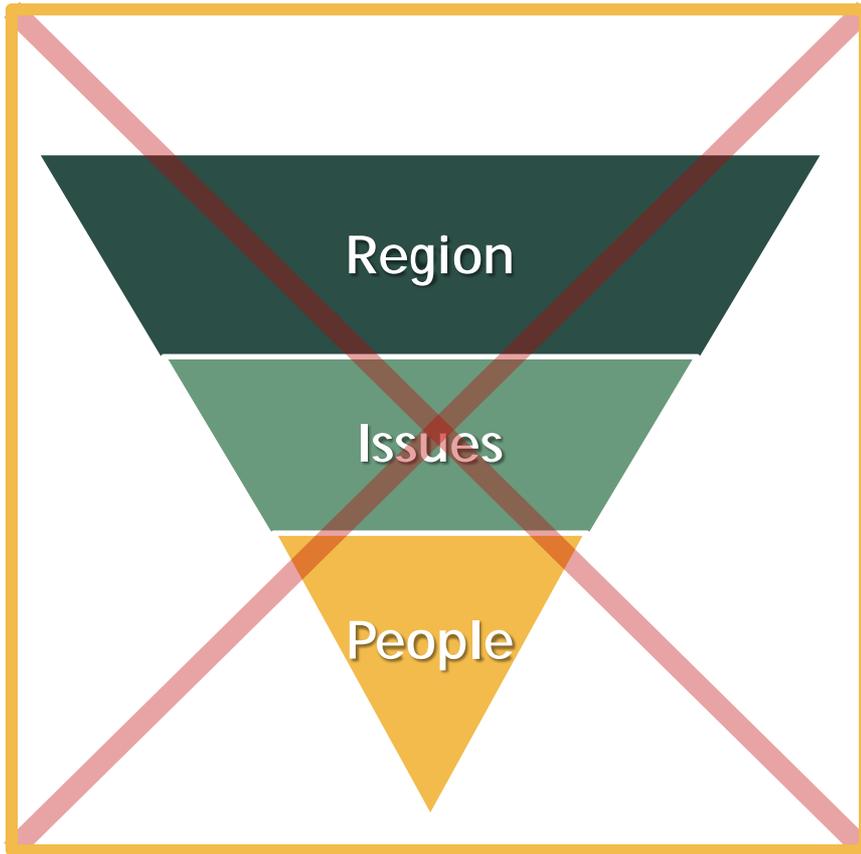
# MESSAGING BEST PRACTICES

- Who is your audience?
- Consistency and repetition
- “Why”, not “how” or “what”
- Have a focus topic
- Tell stories
- Establish personal credibility





# ACTIVE IDEA





# MESSAGE PLATFORM

**Goal:** Empower civic discourse with residents and business community on GBI Vision and how communities can grow sustainably.



**What do we care  
about?**

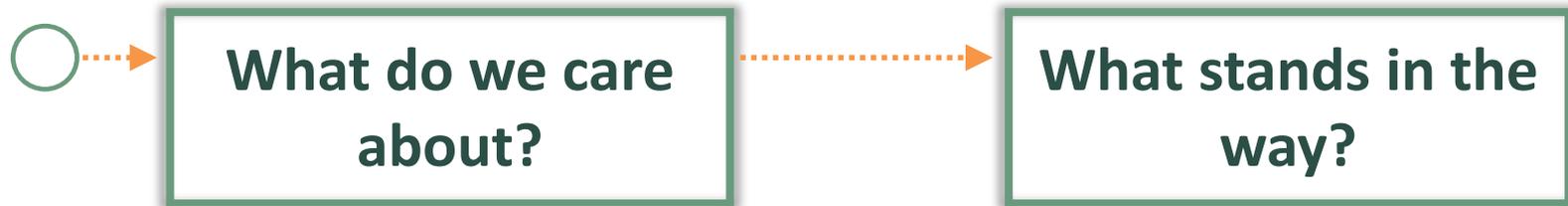
The Peninsula is like no place on earth.  
Our creative spirit is matched by a high  
quality of life.





# MESSAGE PLATFORM

**Goal:** Empower civic discourse with residents and business community on GBI Vision and how communities can grow sustainably.



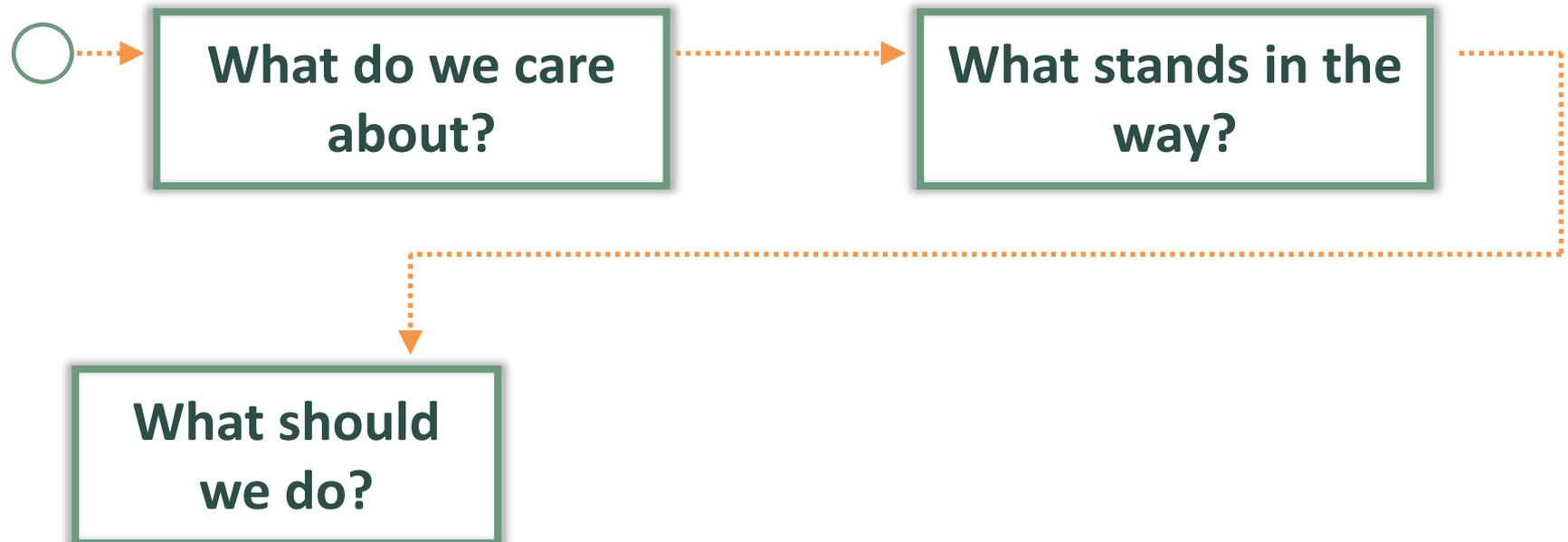
El Camino Real is sorely out of date and inhospitable to people.





# MESSAGE PLATFORM

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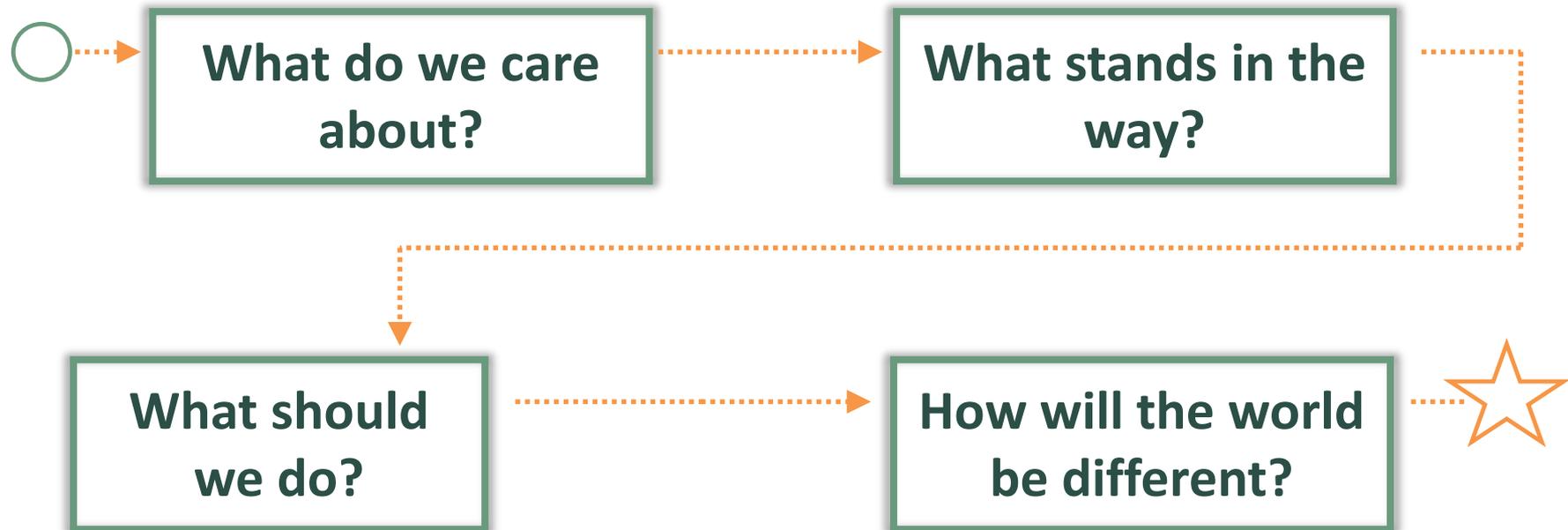


The Grand Boulevard Initiative supports work to make the El Camino Real Corridor more friendly to the people who live and work here.

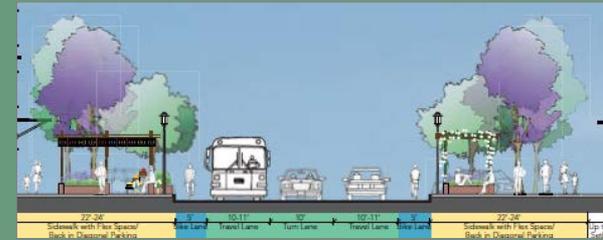


# MESSAGE PLATFORM

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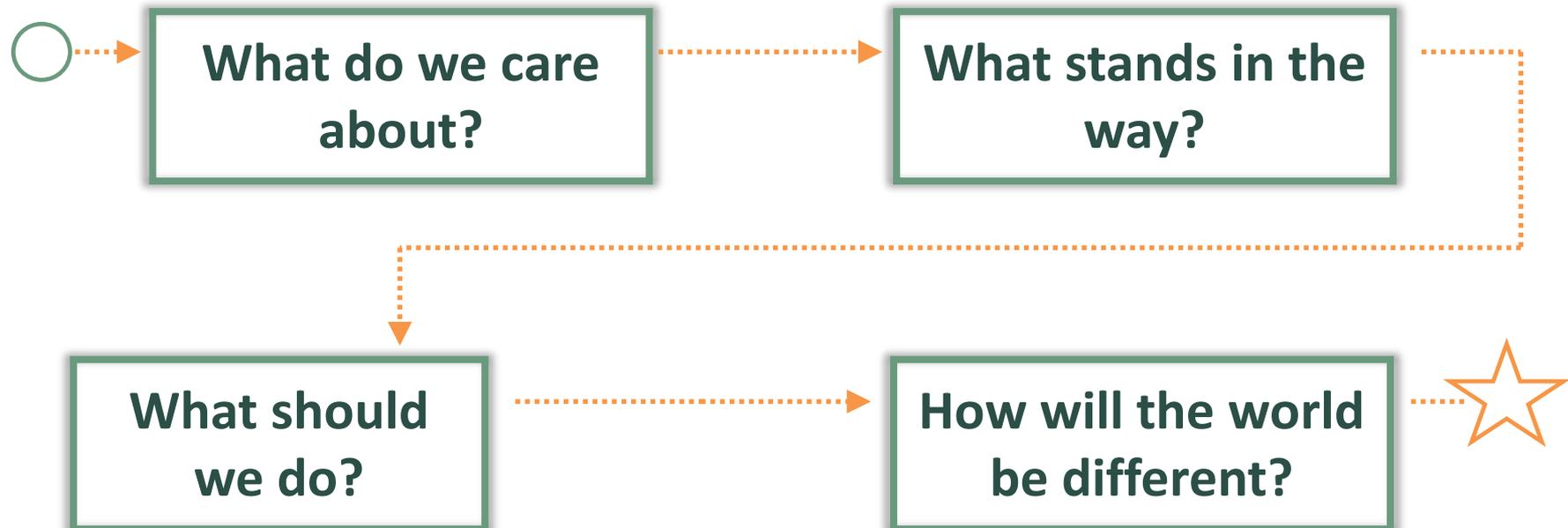
Making the neighborhoods along El Camino more people friendly will make our region healthier and more prosperous.





# MESSAGE PLATFORM

**Goal:** Empower civic discourse with residents and business community on GBI Vision and how communities can grow sustainably.



# ONE-PAGE INFORMATION SHEET

# Grand Boulevard Initiative

People Friendly Places



People Friendly Places from Daly City to San Jose

## PENINSULA PRIDE

The Peninsula is an amazing place to live, work, and do business. But one of the main roads that links our communities together—El Camino Real—does not match the spirit and high quality of life that make this place great.

El Camino Real needs updating. It passes through the heart of the Peninsula and South Bay, but it does not reflect the vibrant spirit of these communities. The Grand Boulevard initiative aims to change that.



## PEOPLE FRIENDLY PLACES

The Grand Boulevard Initiative supports work to make the El Camino Real Corridor more friendly to the people who live and work here: Parents. Kids. Commuters. Homeowners. Local businesses.

El Camino Real improvements are making it safer and easier for people to walk and bike to school or the store, easier for people to get to and from work, and easier for people to live close to where they work and play.

Projects we support help Peninsula residents commute and get around without their cars, making it possible to walk to restaurants, shop locally, and enjoy an all-around healthier lifestyle. Together we are establishing El Camino Real as a people-friendly destination for all of the surrounding communities.

## GRAND BOULEVARD INITIATIVE PROJECTS

The Grand Boulevard Initiative supports people friendly places all along the El Camino Real Corridor (which includes the half mile strip of neighborhoods on either side of the road). Cities, landowners, and developers are teaming up to make the El Camino corridor a better place through projects like sidewalk and crosswalk improvements, median beautification, transportation and easier access to buses and trains, improved signs and lighting, and development of homes, shops, and offices close to one another. In line with local styles and local needs, each community is working to make the El Camino Real Corridor a more people friendly place for generations to come.

### WE SUPPORT

- Safer sidewalks and crosswalks
- Parks and green spaces
- Homes for all incomes near bus and train lines
- Business opportunities

## GET INVOLVED!

Transformation takes time, but with the involvement of our neighbors, business leaders, and elected officials, together we'll transform El Camino Real into a thriving, people-friendly corridor. Here's how you can help:

- Support people friendly places in your community by attending a city council meeting
- Talk to your neighbors about what a sustainable community looks like in your neighborhood
- Join the Friends of the Grand Boulevard Initiative
- Visit [www.grandboulevard.net](http://www.grandboulevard.net) to learn more

## TESTIMONIALS



**Yvonne T.**  
Resident, Redwood City

"My city is a success story on the El Camino Corridor because of careful planning and the Grand Boulevard Initiative Vision. We are building a unifying downtown, and a superb transportation system brings people together and connects them to the rest of the Bay area. Young and old thrive here because of mutual respect, caring and a lot of civic pride for this 'small city with a big heart'"



**Lori Lochtfeld**  
Owner, Fox Theater

"New homes along El Camino would be amazing for our business. Smart development will help keep restaurants open and local shops thriving."



**Russel Hancock**  
President & CEO, Joint Venture Silicon Valley

"This is about community. We are doing this so that the people who live here feel like they have an asset that they value, and that works for the lives they lead."

## WHAT'S HAPPENING IN

Customizable to fit your needs!

# POWERPOINT TEMPLATE

## Grand Boulevard Initiative

People Friendly Places

### WHY THE GRAND BOULEVARD INITIATIVE?

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From Daly City to San Jose 9

### WHY THE GRAND BOULEVARD INITIATIVE?

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We can do better.

From Daly City to San Jose 10

### WHY THE GRAND BOULEVARD INITIATIVE?

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#### El Camino Real Corridor at a Glance

- State Route 82
- 43 miles long, 1 mile wide
- Connects Peninsula downtowns, spanning from Daly City to San Jose
- Bus lines and train stations within walking distance
  - Caltrain – 10 stations within ¼ mile
  - BART – 5 stations within ¼ mile
  - SamTrans and VTA buses

From Daly City to San Jose 11

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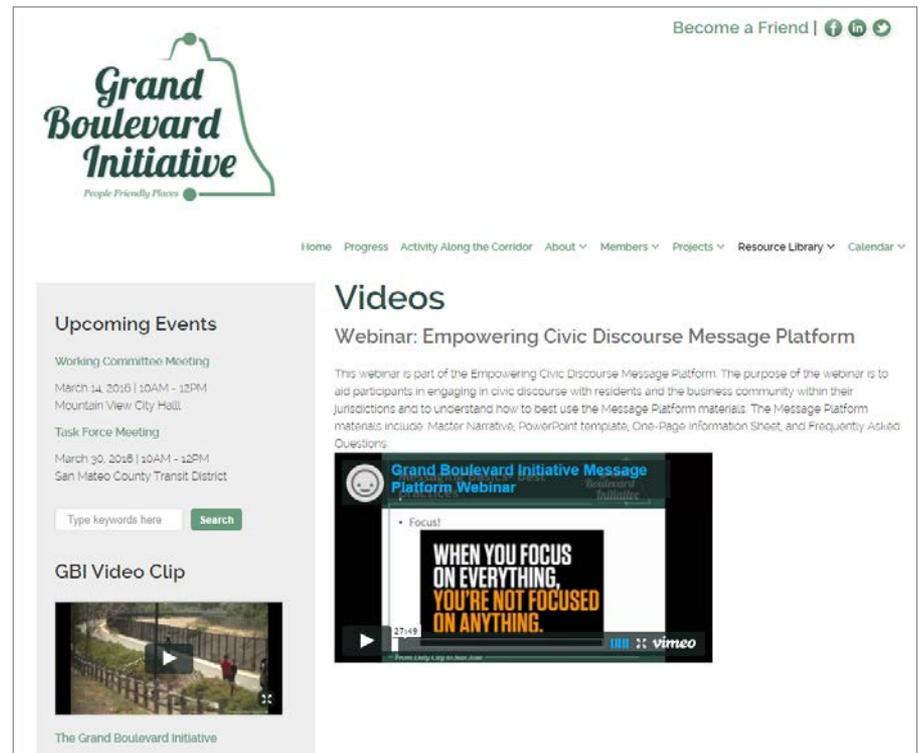


People friendly places.

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# ON-DEMAND WEBINAR

- Overview of messaging best practices
- Coaching on best use of Message Platform materials



Grand Boulevard Initiative  
People Friendly Places

Home Progress Activity Along the Corridor About Members Projects Resource Library Calendar

### Upcoming Events

Working Committee Meeting  
March 14, 2016 | 10AM - 12PM  
Mountain View City Hall

Task Force Meeting  
March 30, 2016 | 10AM - 12PM  
San Mateo County Transit District

Type keywords here

### GBI Video Clip

The Grand Boulevard Initiative

### Videos

#### Webinar: Empowering Civic Discourse Message Platform

This webinar is part of the Empowering Civic Discourse Message Platform. The purpose of the webinar is to aid participants in engaging in civic discourse with residents and the business community within their jurisdictions and to understand how to best use the Message Platform materials. The Message Platform materials include: Master Narrative, PowerPoint template, One-Page information Sheet, and Frequently Asked Questions.

Grand Boulevard Initiative Message Platform Webinar

Focus

WHEN YOU FOCUS ON EVERYTHING, YOU'RE NOT FOCUSED ON ANYTHING.

27:45

Vimeo

## Available here:

<http://grandboulevard.net/index.php/library/videos/187-webinar-empowering-civic-discourse-message-platform>

# LESSONS LEARNED

- Empower community leaders
- Nurture collaboration
- Consistency is key
- Individuals respond best to stories
- Celebrate successes and the people behind them



CHOICEandTRUTH

I've learned that people  
will forget what you  
said, people will forget  
what you did, but  
people will never forget  
how you made them  
feel.

Maya Angelou



# Thank you!

Megan Channell, AICP

Principal Planner | San Mateo County Transit District

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