

San Jose/Santa Clara Water Pollution Control Plant Master Plan

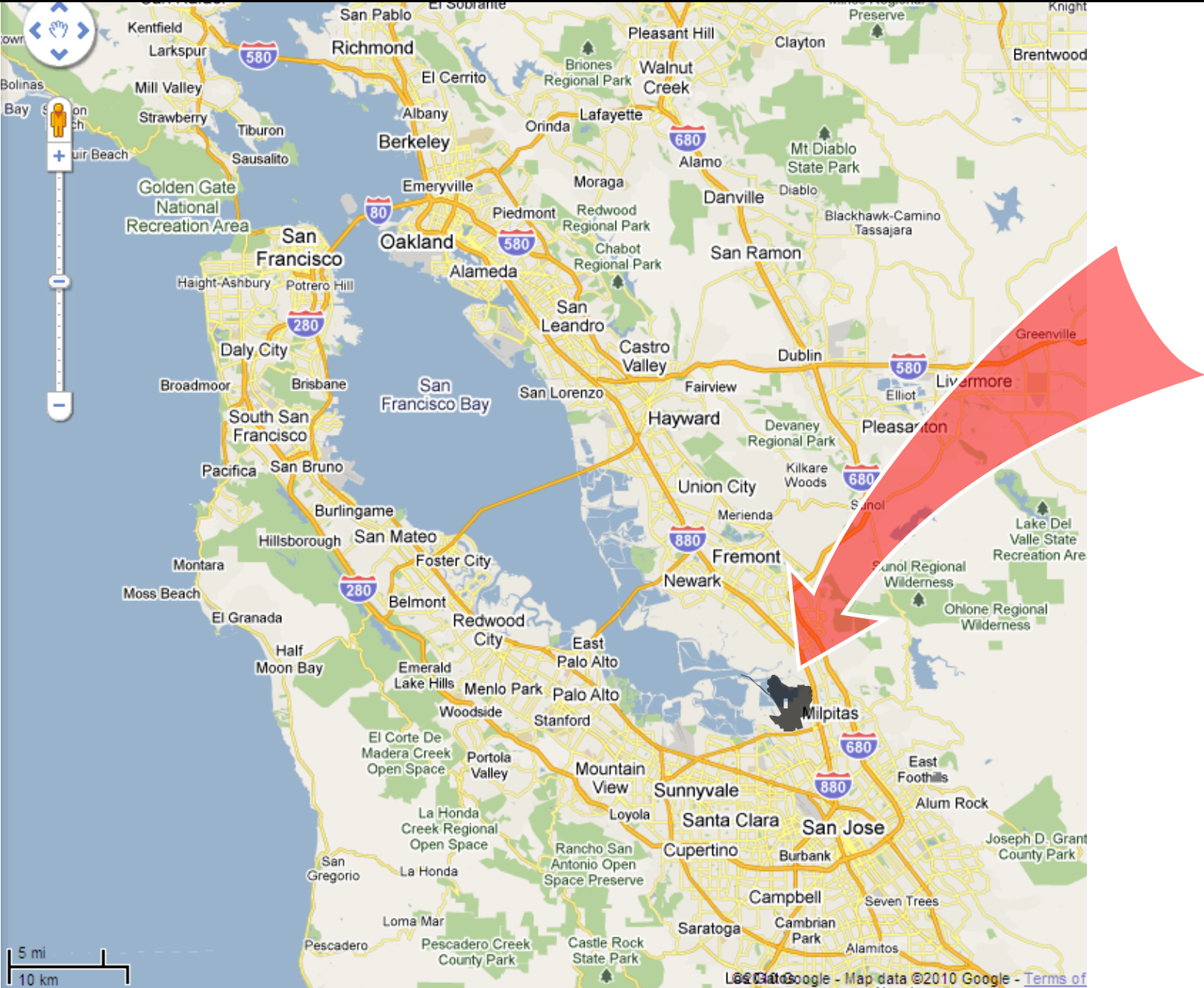
Public and Stakeholder Engagement Lessons

January 2011

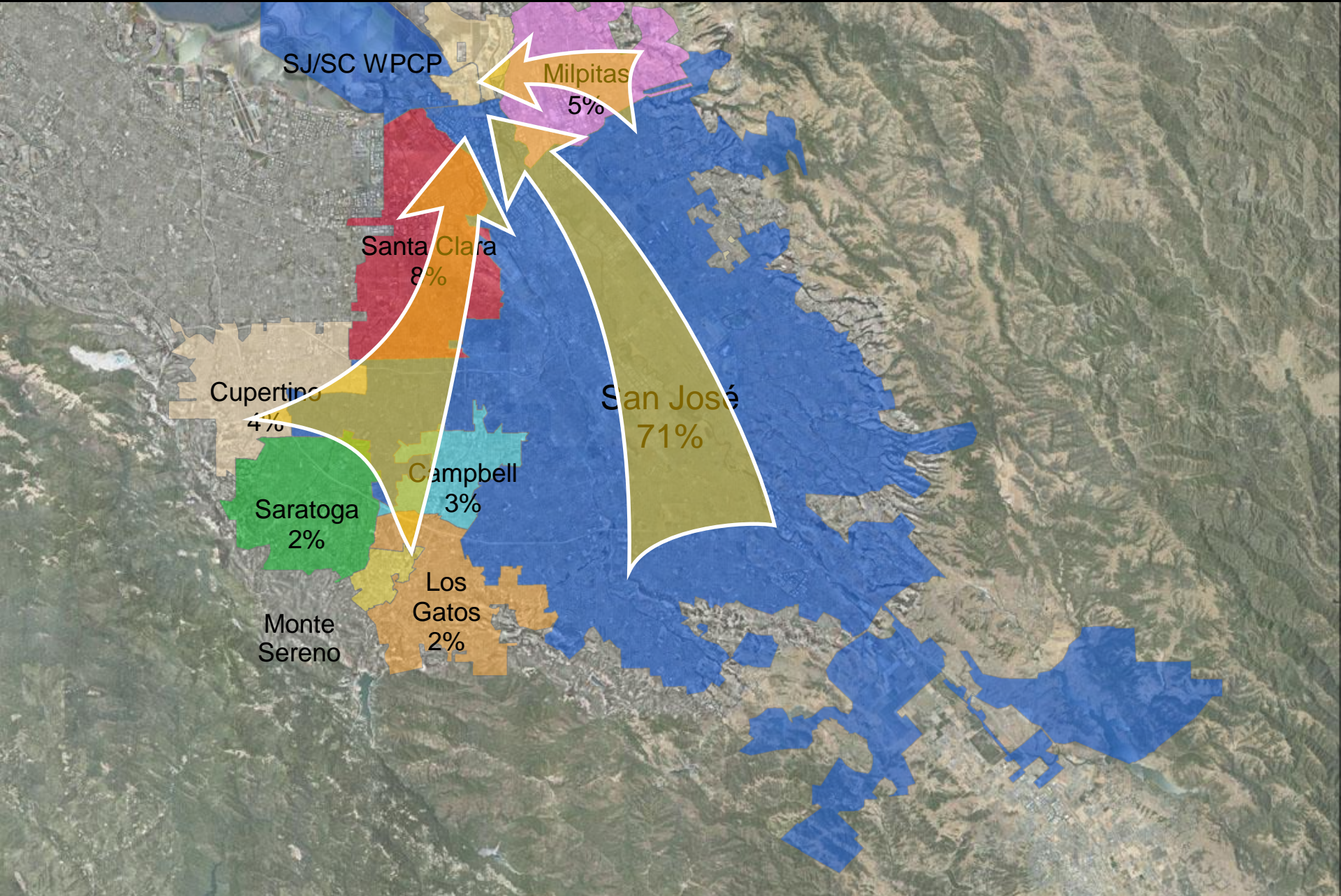


Plant Master Plan

PLANT LOCATION



SEWERSHED



SAN JOSE/SANTA CLARA WATER POLLUTION CONTROL PLANT



AGING INFRASTRUCTURE



LESSONS LEARNED

- Understand and contextualize the story
- Develop your plan
 - Identify stakeholders
 - Establish clear goals
 - Create a planning framework
- Implement the plan
 - Use a variety of communication tools; experiment!
 - Be flexible and realistic

DRIVERS

Population Growth



Aging Equipment



Climate Change



Habitat



Regulations



Sustainable Practices



Recycled Water



Energy Production



TECHNICAL EXPERTISE

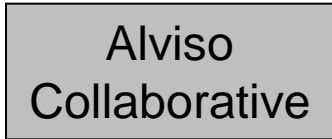
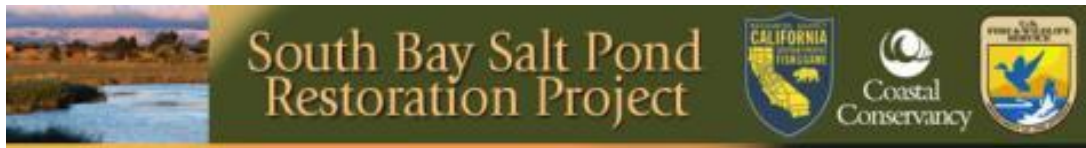


Outfall Weir



Technical Advisory Group

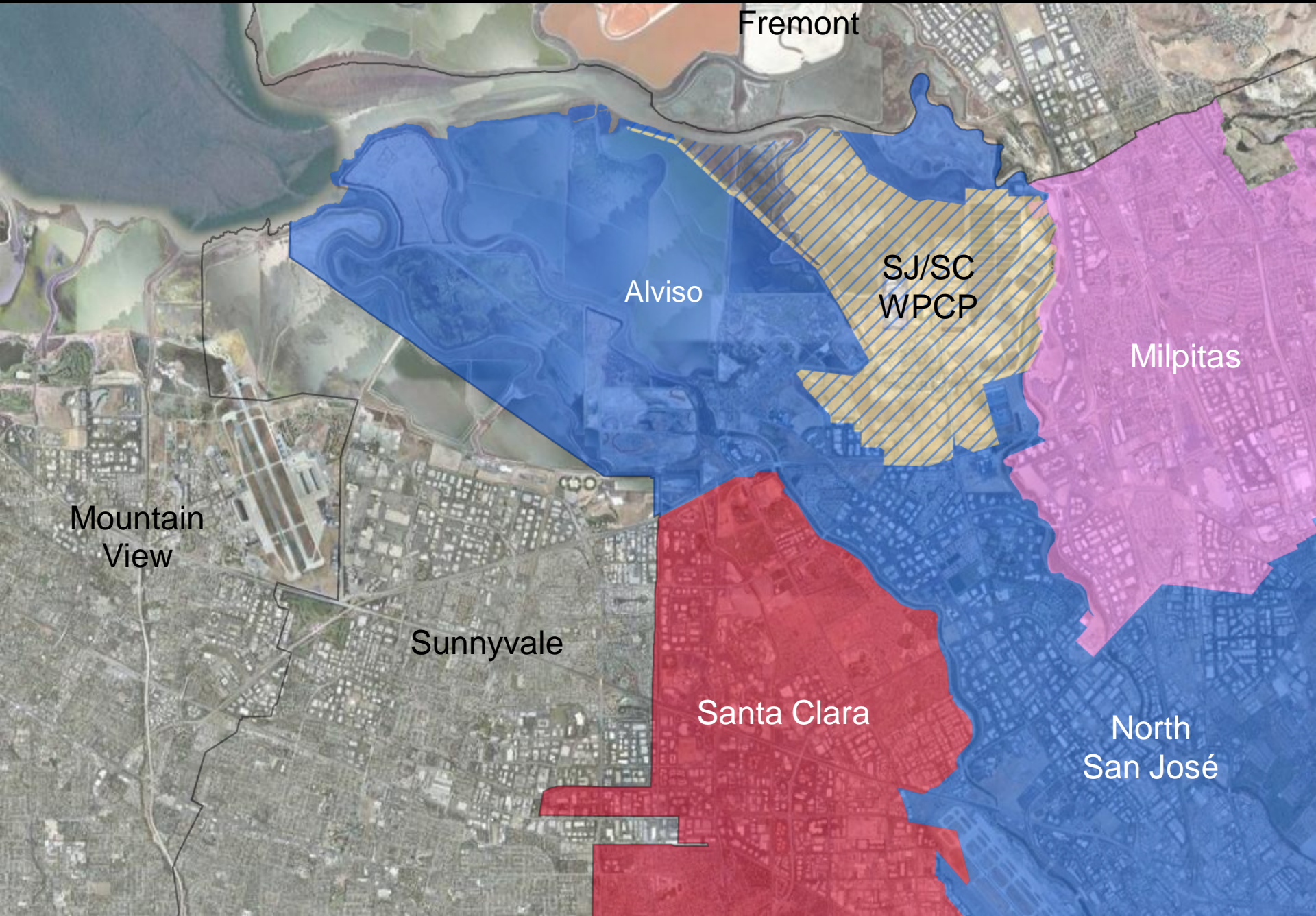
STAKEHOLDERS



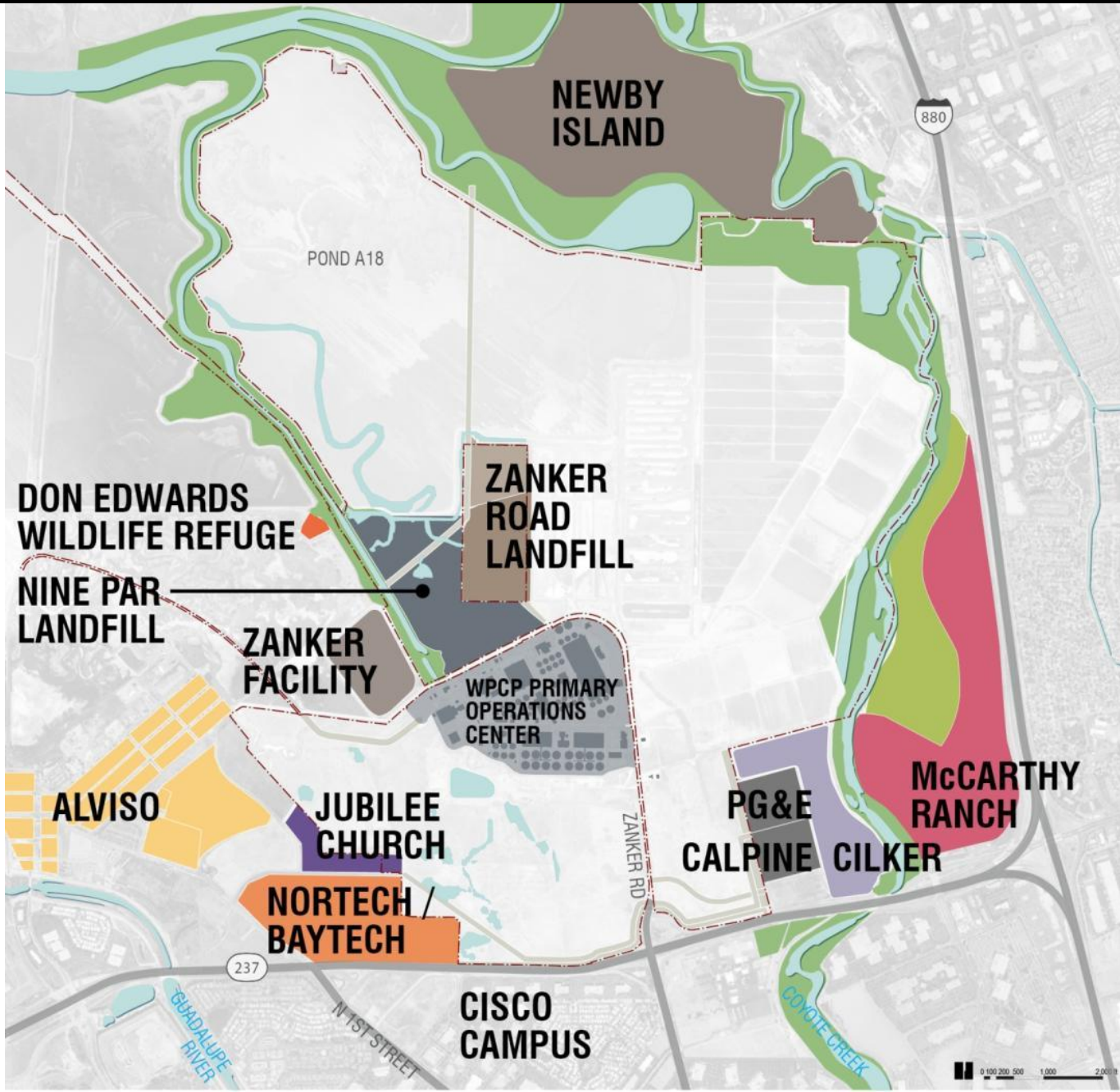
Burbank Sanitary District



STAKEHOLDERS



STAKEHOLDERS



PROJECT GOALS

Plant Master Plan Goals

operational

Result in a reliable, flexible Plant that can respond to changing conditions.



economical

Maximize economic benefits for customers through cost-effective options.



environmental

Improve habitat and minimize impacts to the local and global environment.



social

Maximize community benefits through improved aesthetics and recreational uses.



PLANNING FRAMEWORK

2008



Data Analysis

2009



Conceptual Alternatives Development

Community Workshop



2010



Viable Alternatives Analysis

Community Workshop



2011



Recommended Plan

Community Workshop



TECHNICAL & LAND USE FRAMEWORK

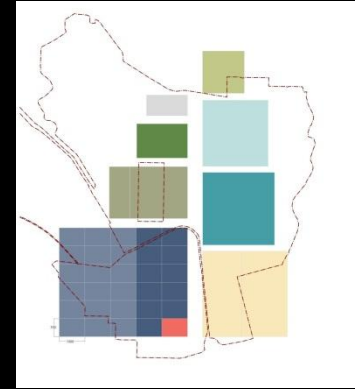
PLANT WASTEWATER OPERATIONS



FUTURE PLANT FOOTPRINT



LAND USE NEEDS



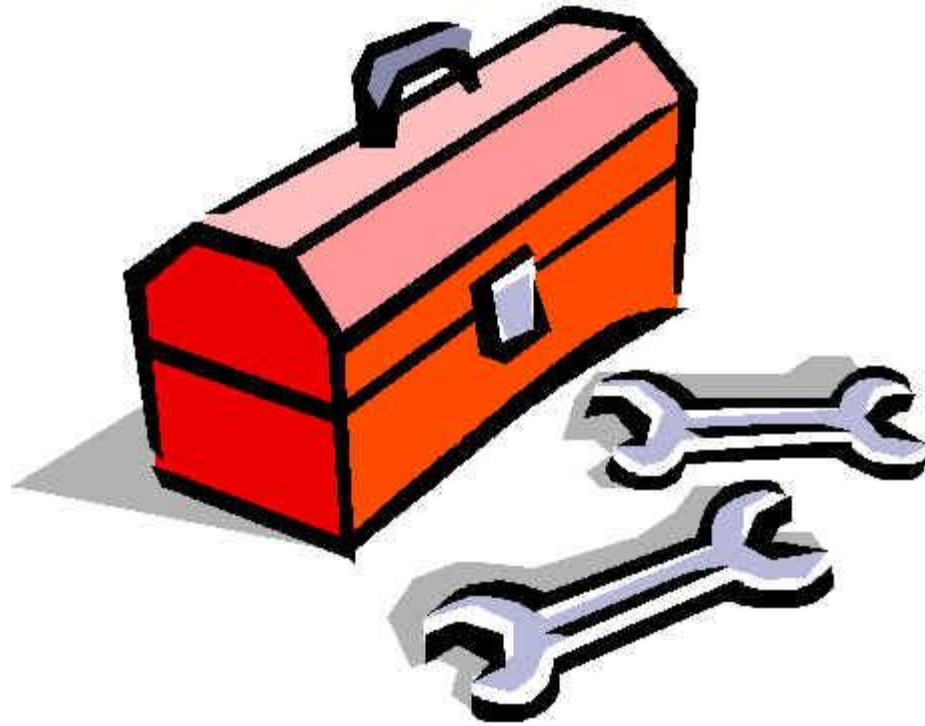
LAND USE OPPORTUNITIES



COMMUNITY ENGAGEMENT FRAMEWORK



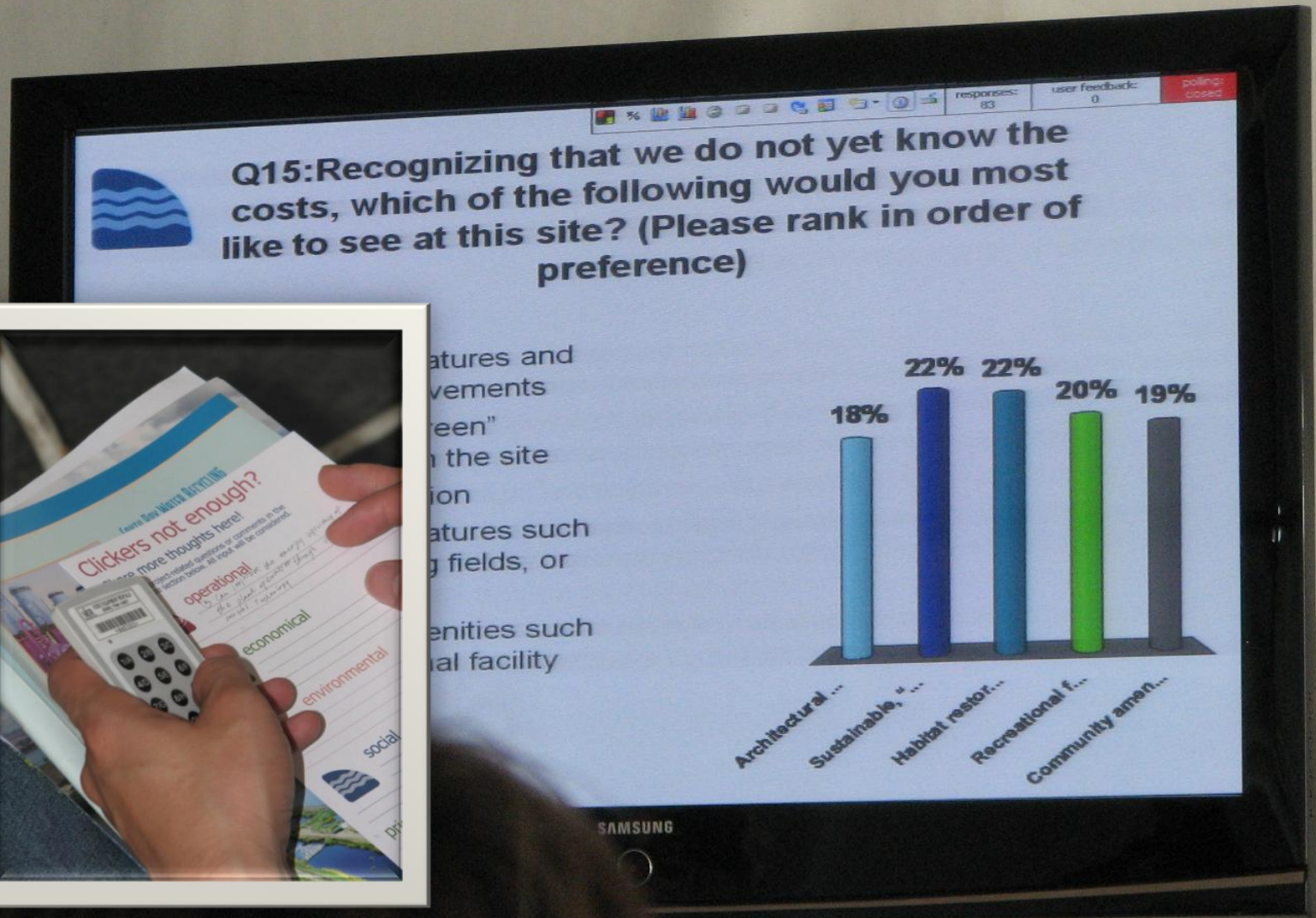
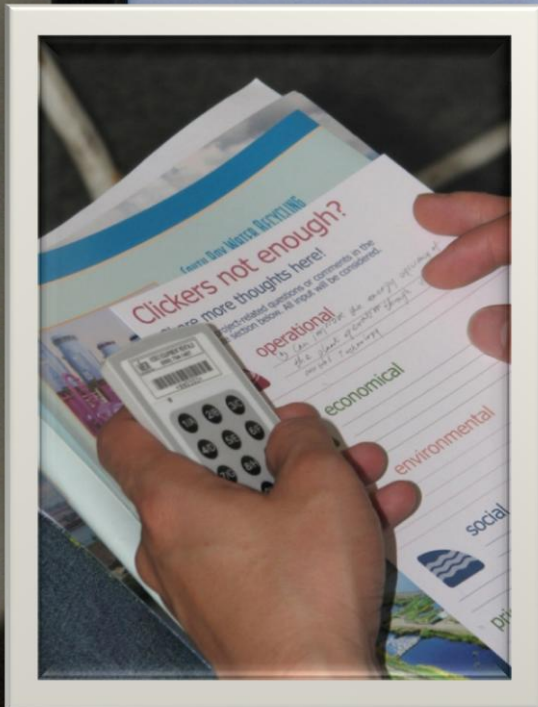
COMMUNICATION TOOLS



TOOLS: COMMUNITY WORKSHOPS VALUES & CONCEPTUAL ALTERNATIVES – 2009



TOOLS: COMMUNITY WORKSHOPS VALUES & CONCEPTUAL ALTERNATIVES – 2009



TOOLS: COMMUNITY WORKSHOPS VALUES & CONCEPTUAL ALTERNATIVES – 2009

- Over 1,500 surveys from:
 - May 2009 community workshop
 - May-Nov 2009 Plant tours
 - Web site
- Overall results:
 - Plant's infrastructure needs are understood
 - Support for a variety of land uses

Clickers not enough?
Share more thoughts here!
Note any project-related questions or comments in the appropriate section below. All input will be confidential.

operational

economical

environmental

social

priorities

We'd like your input!
What do you think about land use opportunities at our treatment plant?
Are there any ideas you particularly like or dislike?
Are there any other land uses you'd like to make sure we consider?

Contact me! (please print clearly)
Name: _____
Organization: _____
Address: _____
E-mail: _____
Phone: _____

Sign me up for Plant Master Plan updates.

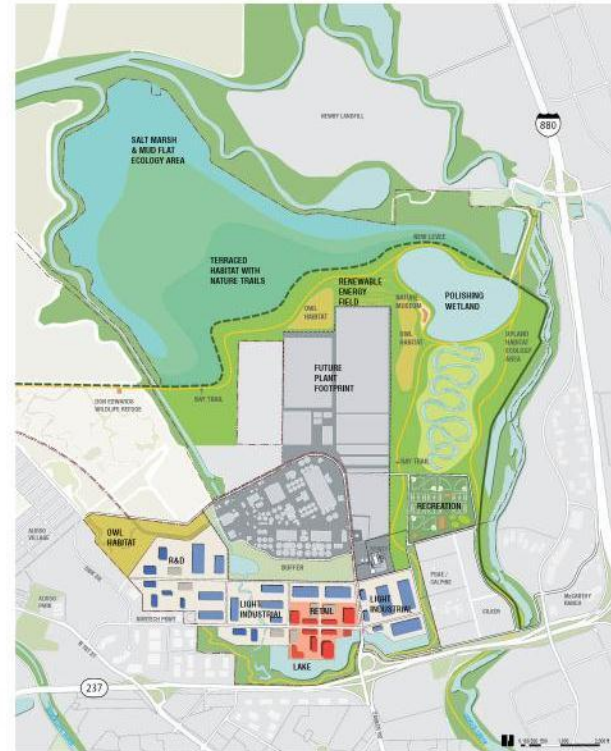
Please return your clicker and comment card to City staff before leaving.

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TOOLS: COMMUNITY WORKSHOPS

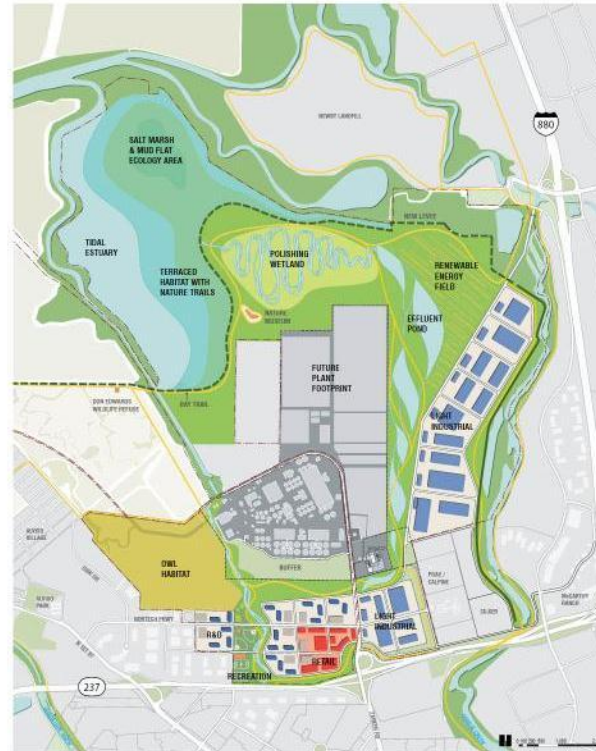
VIABLE ALTERNATIVES - 2010

BACK TO THE BAY



| | |
|----------------------------|--------|
| ECONOMIC DEVELOPMENT AREA: | 300 AC |
| RETAIL | 35AC |
| LIGHT INDUSTRIAL | 215AC |
| OFFICE/R&D | 50AC |

NECKLACE OF LAKES



| | |
|----------------------------|--------|
| ECONOMIC DEVELOPMENT AREA: | 400 AC |
| RETAIL | 35AC |
| LIGHT INDUSTRIAL | 290AC |
| OFFICE/R&D | 75AC |

RIPARIAN CORRIDOR



| | |
|----------------------------|--------|
| ECONOMIC DEVELOPMENT AREA: | 500 AC |
| RETAIL | 35AC |
| LIGHT INDUSTRIAL | 320AC |
| OFFICE/R&D | 100AC |
| INSTITUTE | 45AC |

TOOLS: COMMUNITY WORKSHOPS VIABLE ALTERNATIVES - 2010



TOOLS: COMMUNITY WORKSHOPS

VIABLE ALTERNATIVES - 2010

Economic Land Uses

1) Retail



Features:

- Provides significant lease and tax revenue
- 35 acres on each alternative (similar to area of Santana Row)
- Accommodates large format retailers
- Visible from Highway 237

Challenges:

- Market study needed to refine retail mix

2) Light Industrial



Features:

- Creates industry-driving jobs
- Includes manufacturing or assembly use
- Provides much needed production space for emerging industries

Challenges:

- May require some economic subsidy

3) Office/Research & Development



Features:

- Supports job growth
- Allows multi-story offices common to Silicon Valley
- Can support clean tech

Challenges:

- Currently the region has a surplus of similar building types

4) Institute



Features:

- Attracts other businesses to the region
- Fosters nonprofit partnerships
- Anchors a new industry
- Attracts other businesses

Challenges:

- Partners (education, nonprofit) required
- May require some economic subsidy

Please check the answer that most closely reflects your thoughts

1) How much retail would you like to see at the site?

- | | |
|---|------|
| <input type="checkbox"/> Less than 35 acres | Why? |
| <input type="checkbox"/> About 35 acres | |
| <input type="checkbox"/> More than 35 acres | |

2) Which alternative would you prefer for light industrial at this site? (e.g., size, location)

- | | |
|---|------|
| <input type="checkbox"/> Back to the Bay 215 acres | Why? |
| <input type="checkbox"/> Necklace of Lakes 290 acres | |
| <input type="checkbox"/> Riparian Corridor 320 acres | |

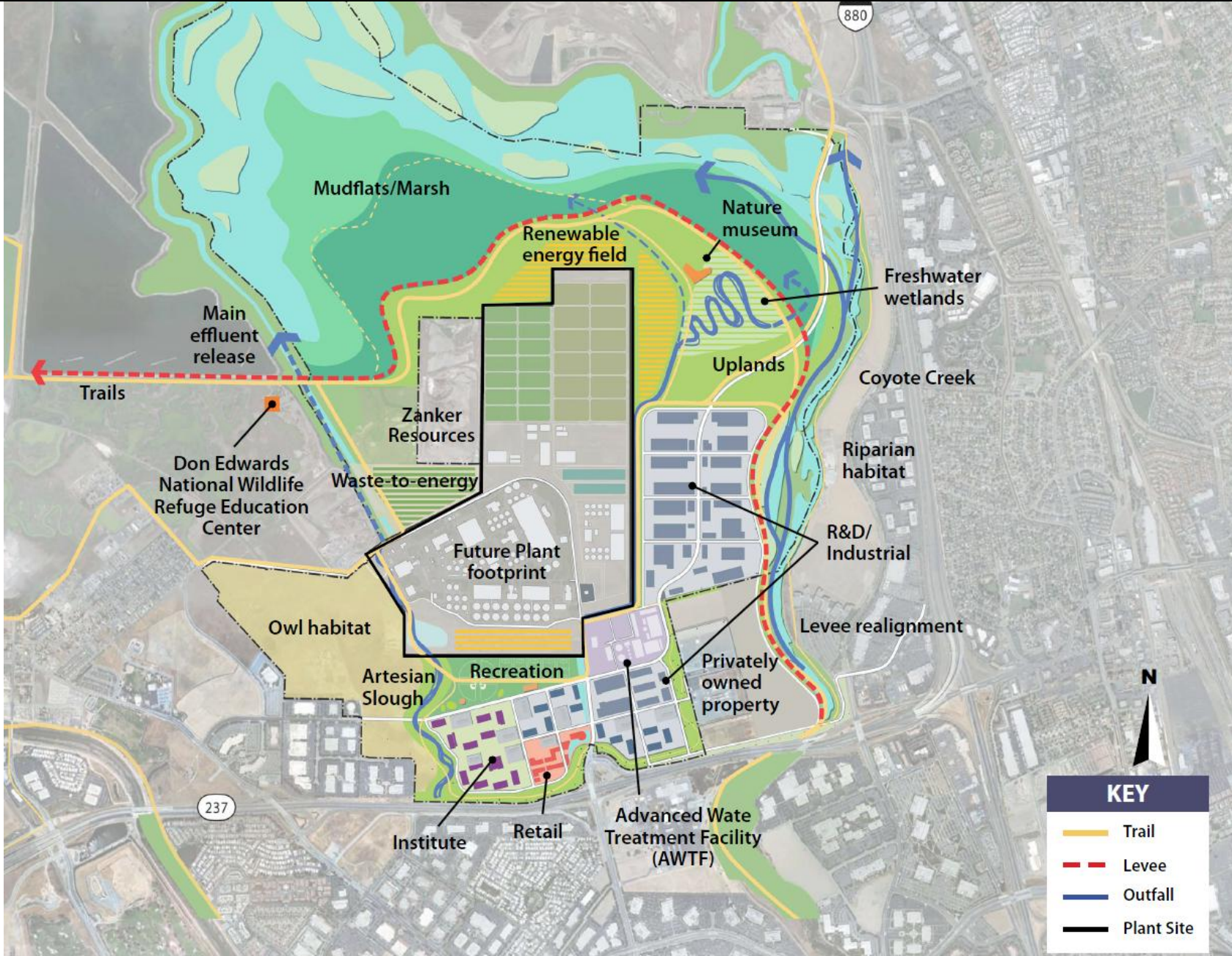
3) Which alternative would you prefer for office/research & development at this site? (e.g., size, location)

- | | |
|---|------|
| <input type="checkbox"/> Back to the Bay 50 acres | Why? |
| <input type="checkbox"/> Necklace of Lakes 75 acres | |
| <input type="checkbox"/> Riparian Corridor 100 acres | |

4) Would you like to see an institute at this site?

- | | |
|--|------|
| <input type="checkbox"/> No | Why? |
| <input type="checkbox"/> Yes, about 45 acres (as seen in Riparian Corridor) | |
| <input type="checkbox"/> Yes, more than 45 acres | |

DRAFT RECOMMENDED ALTERNATIVE



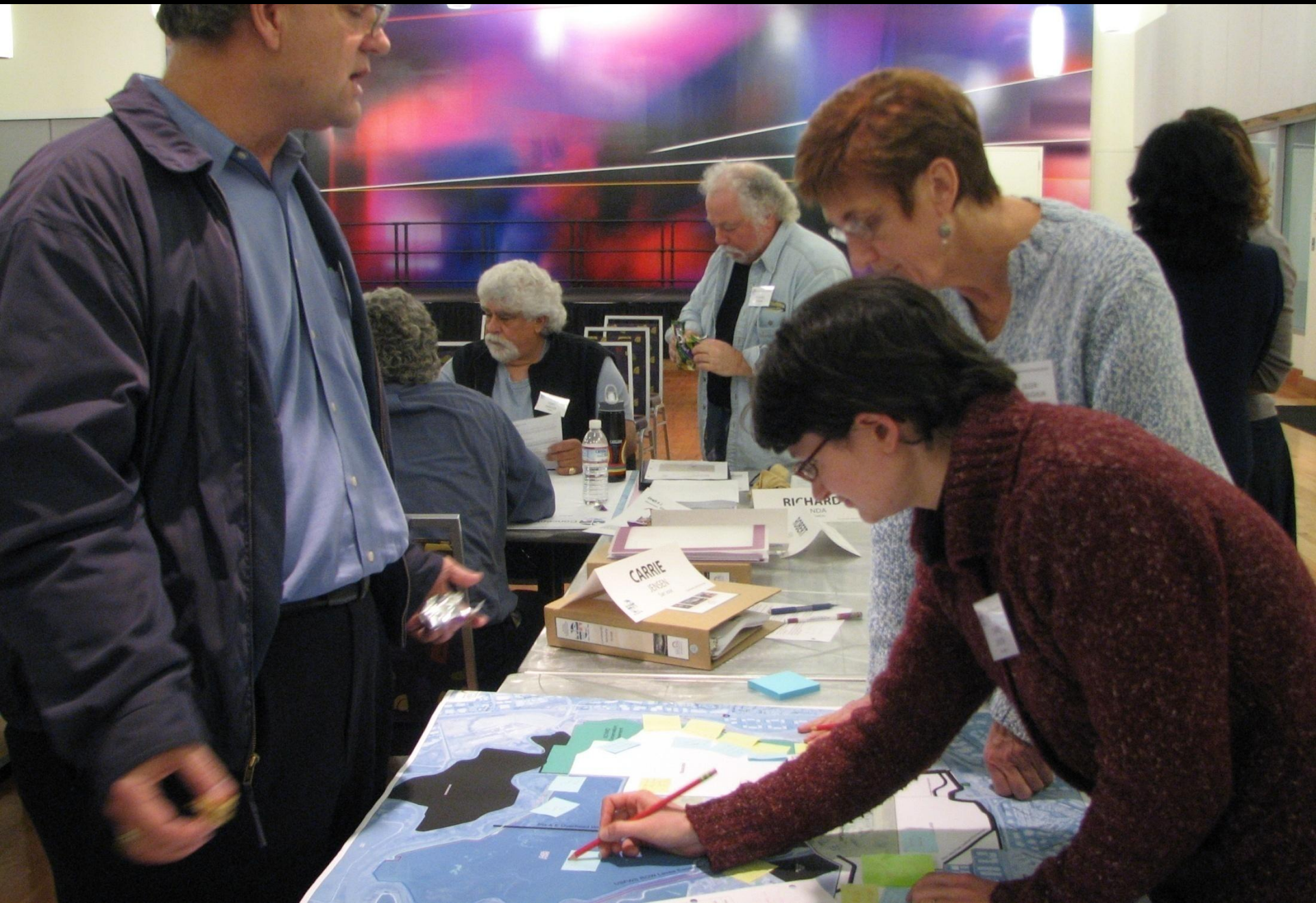
TOOLS: COMMUNITY WORKSHOPS RECOMMENDED ALTERNATIVE - 2011



TOOLS: COMMUNITY WORKSHOPS RECOMMENDED ALTERNATIVE - 2011



TOOLS: COMMUNITY ADVISORY GROUP



TOOLS: COMMUNITY ADVISORY GROUP



TOOLS: PLANT TOURS




TOOLS: WEBSITE

Draft Recommended Alternative (Jan 2011) - Mozilla Firefox

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http://www.rebuildtheplant.org/go/doc/1823/988947/

Draft Recommended Alternative (Ja... | SHARE | Search



SAN JOSE/
SANTA CLARA
WATER POLLUTION
CONTROL PLANT

Plant Master Plan



Home Master Plan Treatment Plant Get Involved Resources Contact Us

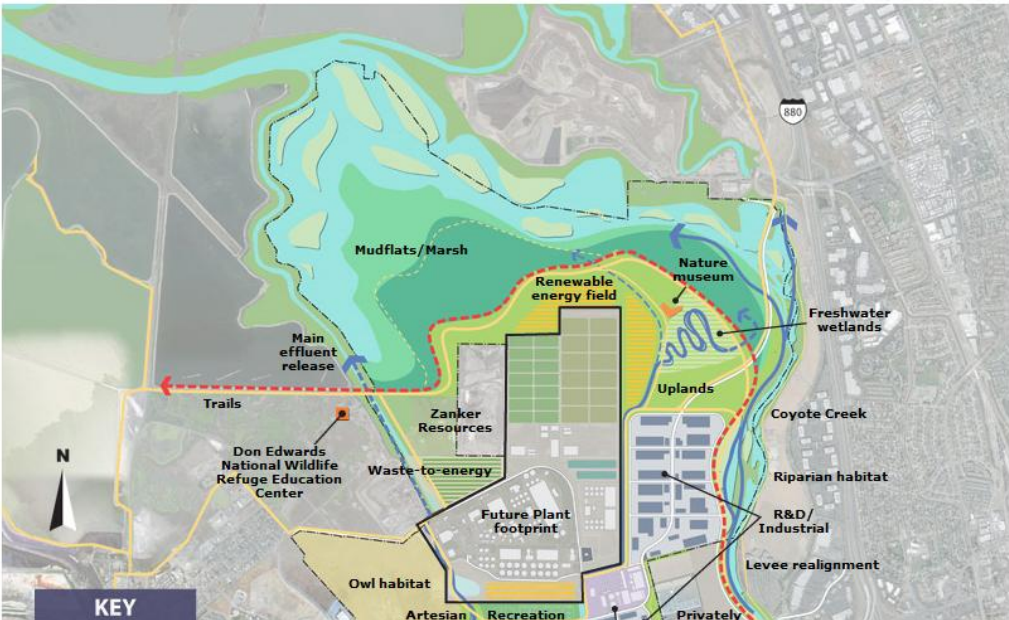
[Home](#) > [Resources](#) > [Project Information](#) > Draft Recommended Alternative (Jan 2011)

Last modified on: January 19, 2011 9:47:21 AM PST [printer friendly](#)

Draft Recommended Alternative

Rebuilding the aging Plant and adopting new treatment technologies enables us to consider new uses of the Plant site. Explore the draft recommended alternative by clicking on the map labels for more information. Submit your comments by Sunday, January 30 in the text box below or through the project inquiry form.

[Download PDF Version](#)



Mudflats/Marsh
Renewable energy field
Nature museum
Freshwater wetlands
Uplands
Coyote Creek
Riparian habitat
R&D/Industrial
Levee realignment
Privately
Future Plant footprint
Zanker Resources
Waste-to-energy
Don Edwards National Wildlife Refuge Education Center
Owl habitat
Artesian
Recreation
Trails
Main effluent release

KEY

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TOOLS: AWARENESS CAMPAIGN



FRIDAY, APRIL 30, 2010

SAN JOSE

Sewage land is up for discussion

Meetings scheduled to decide what to do with 2,600 acres around plant

By Paul Rogers

progers@mercurynews.com

How best to develop 2,600 acres around San Jose's sewage treatment plant will be the subject of five public workshops in May, the first scheduled for Saturday morning at Milpitas City Hall.

San Jose city leaders will unveil maps showing three prospective plans for the land, including various mixes of public parks, wildlife habitat, retail stores, sports fields and light industry. The city is seeking public input to refine and narrow down the options before a final plan is selected in 2012.

The plant treats wastewater from 1.4 million residents of San Jose and Santa Clara, which jointly own it; along with Milpitas, Campbell, Cupertino, Los Gatos, Saratoga and Monte Sereno.

When it was built in the mid-1950s, San Jose leaders left large buffer zones of land around the facility to reduce complaints about smells and noise. Over time, as technology has improved, those concerns have lessened.

And now the facility

— which treats wastewater well enough to remove 99 percent of suspended solids before releasing it into the bay — is in need of a \$1 billion upgrade over the next 10 to 20 years. Those improvements will eliminate the need for hundreds of acres of "drying beds" where sludge from the treatment process is left in the open to dry before being taken to landfills.

"We think we have a unique opportunity," said John Stufflebean, San Jose's Environmental Services director, about Silicon Valley having so much land become available for public use. "We could put it to many different uses. Ultimately it is up to the City Council, of course, to decide, but we think it would be helpful to the council to see what options the public prefers."

The first meeting is scheduled from 9:30 to 11 a.m. Saturday at Milpitas City Hall, 455 E. Calaveras Blvd. Four other meetings will be held: May 4 at Santa Clara Library, May 8 at Roosevelt Community Center in Santa Clara, May 12 at Aviso Library and May 19 at Cupertino Community Hall. For more information, go to www.rebuildtheplant.org or call 408-945-5182.

Contact Paul Rogers at 408-920-5045.

26 • AUGUST 6, 2009

EPA RECOGNITION

Water Pollution Plant is No. 1 on EPA List

More than half of the plant's electricity is derived from green energy generated on site

The San Jose/Santa Clara Water Pollution Control Plant has been recognized by the Environmental Protection Agency Green Power Partnership in its list of Top 20 organizations that produce green electricity on site.

In 2007, the San Jose City Council adopted Mayor Chuck Reed's Green Vision, a 15-year plan aimed at using clean technology and sustainable practices to solve environmental problems and boost the local economy.

"San Jose continues to lead the way in renewable energy generation and environmental protection," Mayor Reed said. "Having the San Jose/Santa Clara Water Pollution Control Plant ranked No. 1 in green energy production from the EPA is considerable recognition of our efforts in this area."

The City of San Jose is a part of the EPA's Green Power Partnership, which is made up of more than 1,100 companies, organizations, and local and federal government institutions.

The San Jose/Santa Clara Water Pollution Control Plant, which Milpitas uses, ranks fourth in terms of total green electricity generation and first for on-site percentage of total green electricity usage. About 56 percent of the water pollution control plant's electricity is derived from green energy generated on site.

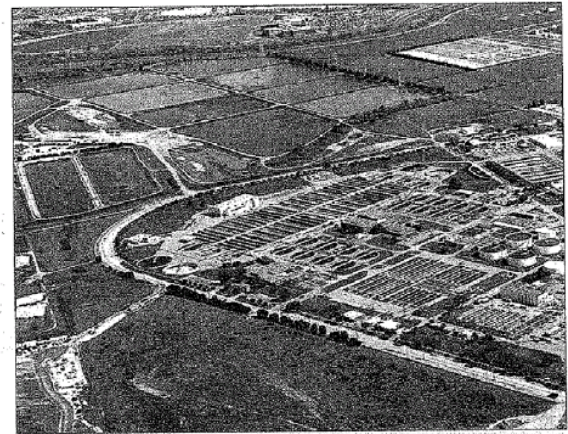
John Stufflebean, director of Environmental Services, looks forward to even more breakthroughs in the plant's use of renewable energy.

"Due to the fact that the plant discharges into the ecologically sensitive South San Francisco Bay, energy intensive advanced treatment is required," he said. "We expect the continuing efforts to derive even more energy from biomass and the implementation of other green energy production on plantlands to enable the plant to ultimately be energy self-sufficient."

Green power comes from renewable sources, such as solar, wind, geothermal, biomass, biogas, and low-impact hydropower. One of the 10 goals of Mayor Reed's Green Vision is that eventually, 100 percent of the electricity used in San Jose will come from clean, renewable sources.

MILPITAS POST NEWSPAPER

green



The San Jose/Santa Clara Water Pollution Control Plant has been recognized by the Environmental Protection Agency for generating more than half its power needs on site.

Photo courtesy of San Jose/Santa Clara Water Pollution Control Plant

tors. At some point police Chief Rob Davis must decide whether Hrnair will remain on the force or whether she will face any disciplinary measures. The case spurred Davis to order random audits of casework throughout the Bureau of Investigations.

Terry Bowman, Hrnair's lawyer, said the probe of the cop's work in the elite Sexual Assaults Investigations Unit was a sham.

"She is a solid police of-

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NEW CHALLENGES ARISE



FUTURE PLANT AND LAND USES



FUTURE PLANT AND LAND USES



NEXT STEPS

San José and
Santa Clara Council
April 2011



Environmental Impact
Analysis
2011 - 2012



Implementation
2013 - 2040



LESSONS LEARNED

- Understand and contextualize the story
- Develop your plan
 - Identify stakeholders
 - Establish clear goals
 - Create a planning framework
- Implement the plan
 - Use a variety of communication tools; experiment!
 - Be flexible and realistic

FUTURE PLANT AND LAND USES

