

SAN JOSÉ STATE UNIVERSITY

Campus Master Plan

Community Outreach Summary



Fall 2021

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Executive Summary

In 2020, San José State University initiated the preparation of the Campus Master Plan (CMP) encompassing the Main and South Campuses and off-site locations. The first phase, which took place during the 2021-2022 academic year, focused on gathering information, interviews with the leadership of campus stakeholder groups, the appointment of a formal Campus Master Plan Advisory Committee, and an extensive public outreach effort that included an online Open House. The effort culminated in a Preliminary Background Report that explained the scope and process of the project, summarized the overall campus context and direction, outlined existing issues and opportunities, and synthesized this information into preliminary goals.

For the second phase of the CMP effort, the CMP team developed a framework based on the goals published in the Preliminary Background Report and direction from SJSU leadership. This phase included a more robust process of community outreach, with several opportunities for the community to provide feedback through various Open House events. The feedback collected from these efforts, in addition to feedback from the Advisory Committee and other stakeholders, will continue to guide the development of the Framework for the CMP. The campus and community will have more opportunities to provide input as the full plan is drafted during Phase Three of the Campus Master Plan process.

Campus events included:

- An online Open House that was available 24/7 from September 22 through November 5, 2021, with 855 participants (unique visitors)
- An in-person tabling event on campus on September 28, 2021
- Three virtual Open House Meetings on October 4, 13, and 20, 2021, which were attended by campus and community members
- An in-person Campus Master Plan Open House held on October 28, 2021 in the Student Union, attended by approximately 100 students, faculty, staff, and community members
- Special meetings with the Staff Council, Academic Senate, and Campus Planning Board

Additionally, several meetings were scheduled with groups external to SJSU:

- City of San José Directors
- City of San José Council Members representing Districts 4 and 7
- City of San José Department of Transportation
- Valley Transportation Authority
- A SPUR “Town and Gown” discussion panel

Summary of Open House Findings

The following key takeaways for re-envisioning the campus summarize favorable views and trending ideas gathered at the Open House events.

MAIN CAMPUS

Generally, participants support creating taller buildings and having more open space for recreation, gatherings, and student activities. They would like to see more amenities including cafes, restaurants, food vendors, and entertainment on campus. The feedback also suggests that collaborative spaces and student hubs for interdisciplinary learning are needed and highly desired.

Many support adding more grand entrances to the campus, and some suggested adding gates or fences at the new entrances for safety and security, and as a marker of arrival and a way to separate the campus from the city. Furthermore, the idea of adding a ceremonial entrance at 4th Street and the expanded Tower Lawn generally received positive feedback, although there are large concerns about safety/security, maintenance, and noise that need to be addressed.

There is a lot of support around creating an Innovation Center and surrounding it with a central place for student services. Because student services are currently dispersed throughout campus, many expressed interest in creating a central building(s) to access student services, and embedding more career/internship and wellness programs within these buildings.

Furthermore, there are many concerns over which specific buildings are going to be replaced, especially the music and art building, so more details are needed in the future.

SOUTH CAMPUS

Many participants favor creating connections between the Main and South campuses, especially along 7th Street, which they believe should be more bike and pedestrian friendly. The community also wants to see more accessible sports facilities in the South Campus area, especially a track, to encourage recreation and exercise.

ENVIRONMENTAL SUSTAINABILITY

Participants want to see a more environmentally-friendly campus that focuses on sustainability, landscaping, recyclable water, renewable energy, and green building design, as well as more community gardens, trees, green space, and connections to nature.

WAYFINDING AND SIGNAGE

Participants like adding branded signage and banners along 7th Street to connect the Main and South Campuses. There is also a general feeling that the campuses need more signage and directories overall.

CULTURAL REPRESENTATION

The community would like to utilize opportunities for cultural and historical representation of various communities that are a part of SJSU by creating cultural centers and through art opportunities.

PARKING AND TRANSPORTATION

Many participants expressed concerns about needing more parking for commuters and favored multi-story parking in buildings. Others encouraged energy-efficient and sustainable public transportation options as alternatives to cars for getting around.

HOUSING

More faculty and student housing is needed near Main and South Campuses, which could mitigate the need for on-campus parking for commuters. More housing opportunities for students, faculty, and researchers near Moss Landing should also be explored.

SAFETY

The issue of safety came up often in the comments, so future engagement should address this topic.



The ideas for South Campus displayed at the Open House provided an opportunity for participants to leave feedback.

Introduction and Process

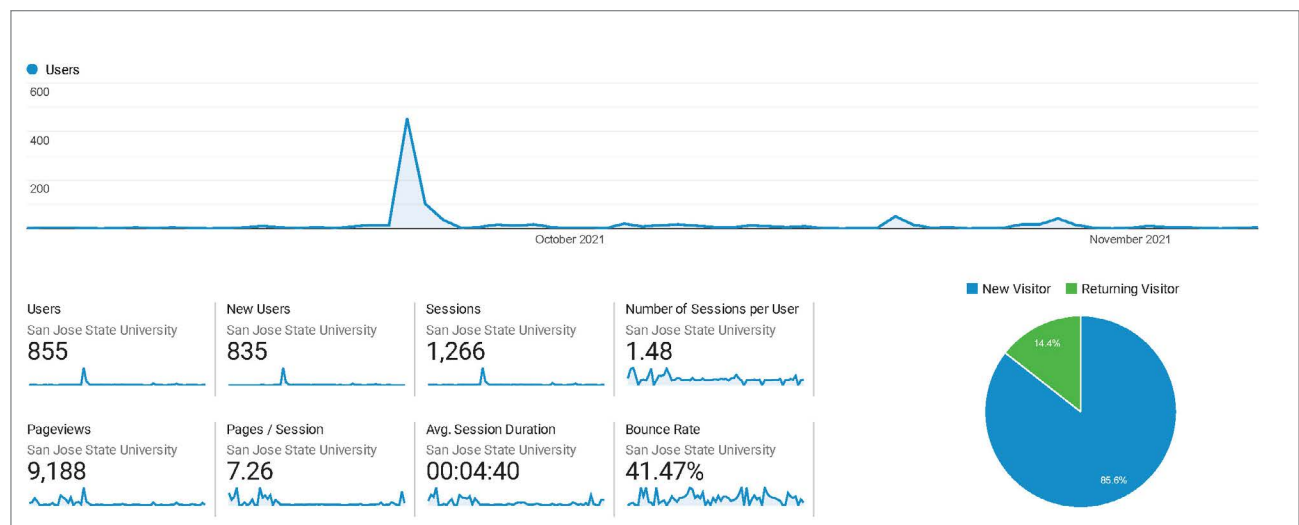
The CMP team of consultants and staff from Facilities Development and Operations held several Open House events to present the goals and the direction from SJSU leadership for the CMP, and to gather ideas about the vision and framework. Invitations to these events were sent to students, faculty, staff, alumni, and the greater community that included the general public. With the COVID-19 pandemic and accompanying safety protocols, a hybrid approach was adopted to accommodate interested parties and to maximize opportunities for participation.

Community Engagement Opportunities and Participation

ONLINE OPEN HOUSE

The online format included a Neighborland website for asynchronous input that was open from September 22 through November 5. The online Open House, available for over six weeks, resulted in 9,188 page views, 53 posts (comments), 11 replies, and 93 hearts. Visitors spent a collective 4,019 minutes (67 hours) exploring the online Open House.

In total, there were 1,266 sessions at the website, and participants stayed for an average duration of 4 minutes and 40 seconds per session, which is significantly longer than the average of one minute spent on most sites. Participants viewed more than seven pages on average per session, which is an indication that there was high engagement.



These analytics document the Online Open House, hosted on Neighborland.



CAMPUS MASTER PLAN VIDEOS

The Campus Master Plan Team and the Strategic Communications Team wrote and produced three videos that were collectively viewed over 1,200 times. The videos were linked from the project website and through the SJSU YouTube Channel.

SYNCHRONOUS ONLINE COMMUNITY MEETINGS

Three synchronous virtual community meetings hosted via Zoom were provided for face-to-face interaction with campus and community members. The hour-long meetings were attended by six people, representing SJSU staff, administrators, professors, students, and alumni. The low attendance may have been attributed to online engagement burnout and the opportunity for an in-person community meeting at the end of the engagement period. The meetings resulted in productive discussions about issues and concerns regarding the CMP ideas that will help guide the direction of the plan in the future.

The team also made Campus Master Plan presentations to the Staff Council on October 4, Academic Senate on October 11, and the Campus Planning Board on October 12, and answered questions and took comments about the plan.

IN-PERSON OPPORTUNITIES

The easing of pandemic restrictions on gathering allowed for two on-campus events, where the campus community could meet the CMP team in-person, explore ideas about the transformation of SJSU through 2040, and to provide their input through sticky notes and face-to-face discussion.

The first event was a tabling event, which took place from 11 am to 2 pm on September 28 near the Student Union. The purpose of the event was to share the Campus Master Plan ideas with students and community members and hear ideas for the future of SJSU. Visitors to the tabling event were encouraged to write their ideas down at the event and to participate in the online asynchronous Open House.

The second event was the in-person Open House that took place from 11 am to 2 pm on October 28. About 100 people visited the Campus Master Plan Open House, which was held in the SJSU Student Union on Main Campus. The room was set up in a gallery format and a formal presentation was given before the end of the event. The in-person Open House at the Student Union was an opportunity for the SJSU community to meet the team, learn about the project, and provide opinions. More than 200 comments were collected in person, and are added to the summary of findings in the following pages.

Notification

Online messaging and invitations to the events were shared through social media using Twitter, Facebook, Instagram, and NextDoor and by email through Marketo. The posts, invitations, and messages encouraged visitors to visit the website to input for the Campus Master Plan. The University used Marketo to send email messages to SJSU students, faculty, staff and alumni.

A major effort was made to reach as much of the campus community as possible. The analytics from Marketo shows:

- 130,475 emails sent
- 62,417 emails opened (47.8%)
- 1,492 people clicked on at least one link
- 747 clicks on the Virtual Open House
- 314 clicks on to the Transformation 2030 website and the CMP project website

Analytics for this report were provided by the SJSU Strategic Communications and Marketing team and Neighborland.



Participants at the Open House on October 28, 2021.

SAN JOSÉ STATE UNIVERSITY

SJSU Campus Master Plan
RE-ENVISIONING OUR PHYSICAL CAMPUS

REMINDER!

Dear campus community,

Opportunities continue for members of our campus community to provide input regarding SJSU's Campus Master Plan (CMP)! While many of our engagement opportunities have been virtual, we are delighted to invite you to an in-person event where you can directly engage with the CMP and its planning team.

This Thursday (Oct. 28) from 11 a.m. - 2 p.m. in Room 4 of SJSU's Diaz Compean Student Union, you can see CMP exhibits, meet the planning team and discover first-hand how our campus could be transformed over the next 20 years. This open house is designed as a "drop-in" session where our campus community members can ask questions and provide valuable feedback. An official presentation of the team's plans will occur at 12:30 p.m.

As a reminder, SJSU's Campus Master Plan builds upon the goals articulated in *Transformation 2030* and will serve as the long-range planning guide for accommodating projected campus growth, new academic and research programs and emerging student support and administrative needs of the university. It guides a strategy for future growth applicable to campus land use and buildings, the public realm, mobility and infrastructure.

Join us to explore the options for future campus development, and see how CMP goals and anticipated changes rebuild and renew the Main Campus, South Campus and the greater SJSU community. In addition to the on-campus event on Oct. 28, you can also, **through Nov. 7, explore the ideas for the future of the SJSU campuses** at one of our online open houses. For the most up-to-date information visit the project website at: sjsu.edu/campusmasterplan.

Go Spartans!

Vincent Del Casino, Jr., Provost and Senior Vice President of Academic Affairs
Charlie Faas, Vice President for Administration and Finance
Campus Master Plan Advisory Committee Co-Chairs

SJSU SAN JOSÉ STATE UNIVERSITY
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This notification example, sent out on October 26, 2021, reminded the campus community about the Open Houses.

Summary of Findings

This section includes contributions from all online and in-person Open House events, community meetings, and presentations to campus organizations between September 24 and November 5. Comments are generally grouped according to the structure of topics provided in the online Open House.

Vision for SJSU in 2040






Viewers were guided through a two-minute narrative video about the journey around campus in 2040 then asked about the illustrations that were featured. The video was viewed more than 1,900 times and “liked” 50 times through November 2021. YouTube comments capture the excitement and urgency of the CMP, and advocate for student housing in the future.



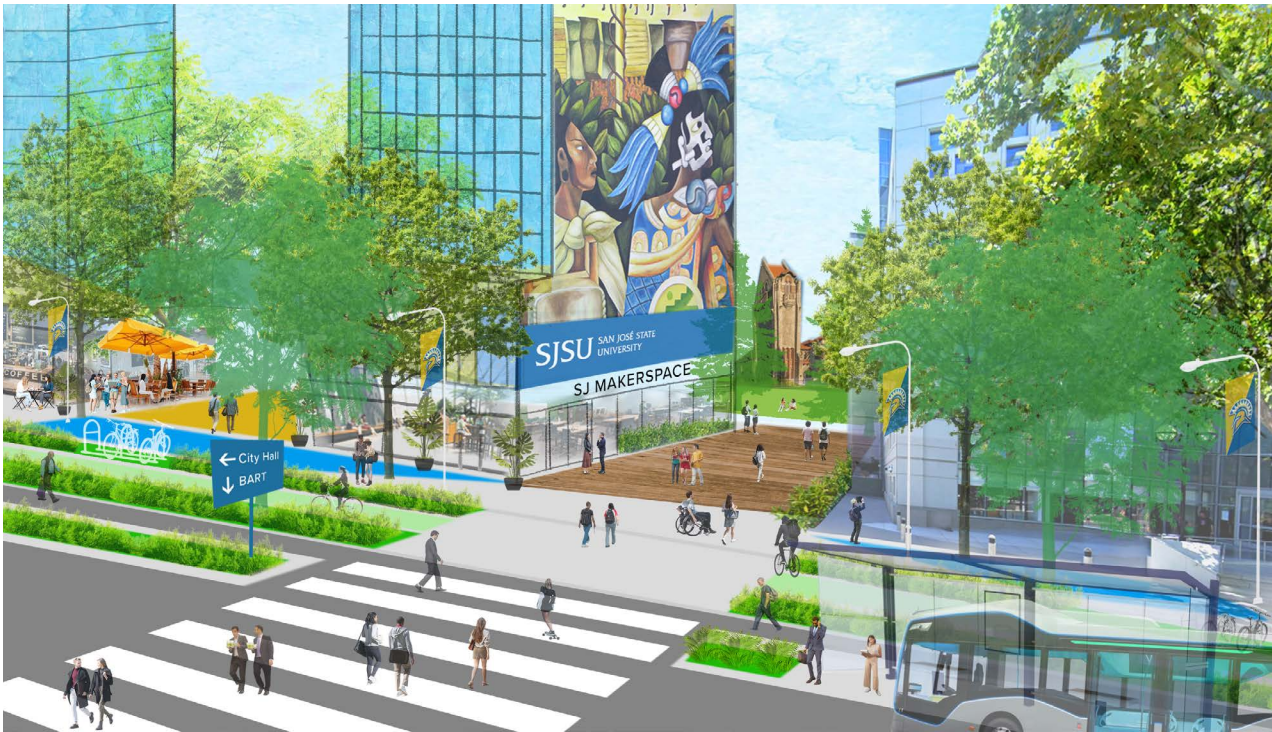
The Vision for SJSU in 2040

1,980 views · Sep 17, 2021

👍 50 🗨️ 1 ➦ SHARE ➦ SAVE ...

-  **Edward Lee** 1 month ago
Looks promising! Making sure our school stays competitive with other very prominent schools around the area through creating more spaces/resources where students have the opportunity to show they're qualified to local companies is always a good idea
👍 🗨️ REPLY
-  **gillynova** 1 month ago
Build this sooner rather than later!
👍 🗨️ REPLY
-  **lil bestfrand** 1 month ago
students: we need more financial help, the cost of living is really expensive sjsu:
👍 10 🗨️ REPLY
▲ Hide reply
-  **gillynova** 1 month ago
There's going to be more student housing in the near area which should give some relief for the cost of housing (Very limited options around the area for students but with the new high rises, such as The Graduate, pricing SHOULD be more affordable)
👍 🗨️ REPLY
-  **The Wolf of Silicon Valley** 1 month ago
Exciting
👍 🗨️ REPLY

2. TRANSFORMED SAN FERNANDO STREET



New, taller buildings line San Fernando Street, creating a more open and welcoming entrance to the campus and transforming the character of the street.

Responses/Reactions:

- I love the green design of the buildings and having natural light in the classrooms.
- The walkways should be a relaxing color (dark wood works well in this example).
- There should be plenty of plants to make it feel like a sanctuary tucked away in the middle of a bustling city.
- I like the idea of creating a new entryway from City Hall to campus. Why not have a gate there like other parts of our campus?
- I wholeheartedly agree that most of the buildings along San Fernando need to be torn down and rebuilt.
- More bars, cafes and restaurants.

The feedback was very positive, with comments embracing newer, taller buildings and an inviting entryway into campus from San Fernando Street.

3. TOWER LAWN ON 4TH



A new ceremonial entrance makes Tower Hall and Tower Lawn more visible.

Responses/Reactions:

- I love the idea of a beautiful walkway that looks straight onto Tower Hall, which is iconic and should be celebrated!
- Currently, this section of campus is dark, isolated, and not very inviting. I'm excited at having a more open landscape that feels safe and gives a beautiful view of the Tower Hall.
- With this concept, I would like to see ornamental fencing or a wall that can keep some of the intimacy of current Tower Plaza and provide psychological security when on campus.
- Keep tower lawn more intimate—this opening will be too noisy.
- Great advancement opportunity! Gathering spaces are needed.
- Need programmable community space.
- A Welcome Center near the entry at 4th St. would be perfect for visitors.
- Include digital signage and directories.
- Create plantings that would help mitigate the noise.
- For this kind of entrance, there should be low-water and low-maintenance plants or pebbles or permeable hardscape.

Many responded positively to opening up the entrance along 4th Street by expanding Tower Lawn and creating a more visible window into Tower Hall, though some comments expressed concerns about noise and safety, and others suggested adding more security cameras and lighting. Many endorse the larger lawn as a space for community-focused programming and events, as well as making the entrance more welcoming and easier to navigate for visitors. The comments also encouraged adding more plants that are eco-friendly and that could help mitigate noise.

4. ACTIVATED GROUND FLOOR



The lobby of the new Innovation Center, which hosts exhibits, projects, new classrooms, and a makerspace, is organized as an interdisciplinary hub. Students can work here in small groups, and take an online class in between in-person classes.

Responses/Reactions:

- I'd love to see a new building with classrooms and studio spaces that reflect modern day design practices and foster interdisciplinary collaborations.
- Bring back the faculty club! Higher-end dining/meeting experience for recruiting/advancement.
- Combine career and employer-sponsored services with innovation/entrepreneur center.
- Support for online classes.
- Commuter student basic need area—lounge, refrigerators, lockers, etc.
- Add/increase water refill stations.
- I like having the video feeds for Moss Landing so they feel more connected and visible to the Main Campus.

Most comments support the idea of the Innovation Center and a bustling ground floor space that offers modern amenities and a common area for commuters, faculty dining/lounging space, and the capacity for various activities, programs, and entrepreneurship.

5. CENTRAL PLAZA



The Central Plaza by the Student Union is surrounded by student-centered services, good food, a new Innovation Center, and the renovated Event Center. There is a sense of more open space and places for everything from outdoor performances to tables for group study.

Responses/Reactions:

- I'm concerned that the Music Building seems to be replaced by an expanded Event Center.
- SRAC is great!
- Consider some type of permeable landscape to make tabling setup for student organizations easier.
- Incorporate nature.
- Built-in amplified sound system in outdoor spaces.
- Culturally-inclusive food vendors.

Perhaps because this panoramic illustration contains many ideas, the comments were topically scattered; nonetheless, the comments suggest creating better amenities in the plaza, utilizing opportunities for cultural inclusion/representation and natural elements, and mindful design.

6. SOUTH CAMPUS



The South Campus area becomes San José's biggest destination for sports and entertainment. Autonomous shuttles connect this campus back to the main campus.

Responses/Reactions:

- The layout looks nice! I like the idea of banners and signs to really connect the community to South Campus.
- Would love palm trees lining the streets to solidify the connection to campus along 7th Street to the Central Plaza.
- I love integrating South Campus more into campus life...could we consider connecting both campuses by making that section of 7th Street closed to traffic?
- Love the extra parking garages replacing the Park n Ride. Storage for South Campus facilities and growth offices can be addressed in the lower levels of the garages.
- A huge opportunity for expansion of solar arrays, over parking lots and facilities; excess power generated can be provided to the main campus and to power a new electric bus fleet
- Can a mini-grid be created, including energy storage, to make these facilities energy self-sufficient?
- Add basketball courts for students and faculty/staff, which could attract people to South Campus and garner interest in SJSU athletics.
- LOVE MAKING SOUTH CAMPUS THE PREMIERE DESTINATION FOR SPORTS AND ENTERTAINMENT!!! LETS GO!

Many comments about the South Campus approve of the idea of transforming 7th Street into a corridor that connects the Main and South Campuses, is lined with trees, and has branded SJSU signage and banners. Adding mixed-use buildings and parking to replace the parking lot west of 7th Street is a popular idea. Comments expressed concern over sustaining the large fields and would like to see renewable energy and reusable water incorporated into future plans for South Campus. Finally, there is a strong interest in expanding sports facilities and making South Campus more of a destination for both the SJSU community and the larger surrounding community.

For more general comments about ideas for the layout of Main and South Campuses (comments that are not about these Vision Illustrations specifically), see the following sections.

Ideas for Main Campus

Recommendations for the Main Campus focused on site layout and design, parking and transportation, sustainability, technology, amenities and accommodations, and safety and security.

Many comments supported more open space and efforts to create a more sustainable and green campus. The comments also suggest that student services in particular should be more accessible, and all buildings should be more technologically-advanced and designed to be ADA compliant. In addition, they should include accommodations, such as gender-neutral bathrooms, lactation rooms, and childcare facilities.



Participants provided feedback on the ideas for Main Campus by inputting their comments online.

The comments also show that people are very attentive to the idea of removing parking structures as they feel parking is a necessity for commuters, suggesting that community engagement in the future can include more information about the alternatives. However, there are also advocates for encouraging public transportation over cars as a way of commuting.

Responses/Reactions:

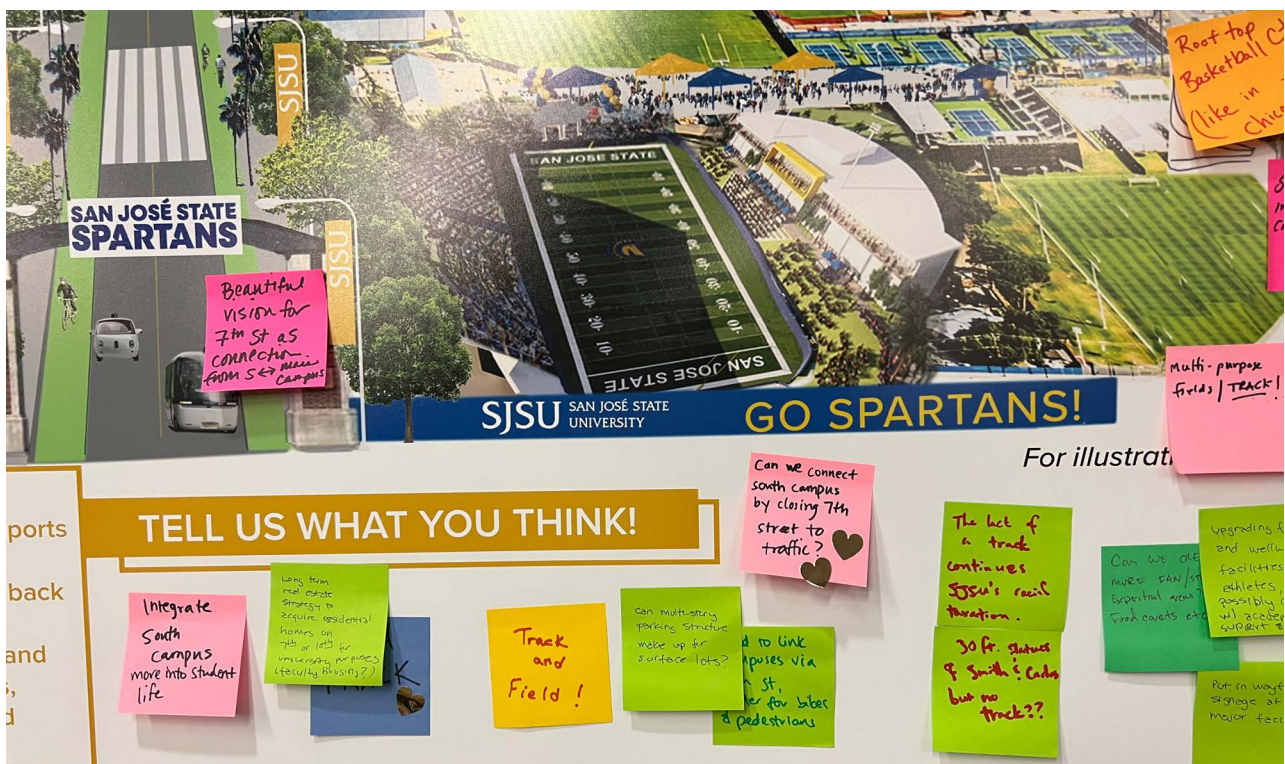
- I would like to see this campus be more environmentally-friendly, more tech-savvy and more culturally-friendly.
- Keep an eye on the past, preserving the powerful symbolism, and creating new forms of homage to SJSU's past.
- Students need a central place for all student services that is accessible and visible.
- Get the student services out of the parking garage; it is unprofessional and unwelcoming.
- We need more large gathering spaces and more outdoor recreational spaces.
- Landscaping should prioritize (if not be exclusively) California native plants.
- Create a zero waste campus.
- Campus buildings should strive for low energy and water intensity, and water reuse should be emphasized in new buildings (especially student housing).
- Consideration must be given to replace the fossil fuel power plant with renewable energy.
- More visible and available transportation on-campus methods, like scooters.
- Bicycle access in and around the campus is really important; need more bike cages.
- Gender neutral, ADA accessible bathrooms on the ground floor of all buildings.
- Create a facility on campus which highlights alumni businesses with an emphasis on those which impact community good/wellness.
- I wish we could add our Tower ID cards to Apple Wallet and tap our iPhone or Apple Watch on the card readers to unlock doors on campus.
- Campus police escorts should be more seen.
- Parking will still be badly needed in the future. More students = more employees = more vehicles. For new buildings—make the ground floor parking.
- New parking garages—on Main Campus and elsewhere--should be avoided in favor of encouraging public transportation options. SJSU should lobby for more transit options through BART to make public transit more attractive to students.

Ideas for South Campus

The recurring sentiment in the comments demonstrate that the community feels that South Campus is currently inaccessible, so the idea of transforming the campus into a welcoming sports and entertainment area for all students (not just athletes), the community, and faculty and staff is exciting. People would like to see South Campus expand its facilities to include a multipurpose field and track, new fitness and wellness centers, and a dedicated fan zone with stores and food courts. There is interest in increasing parking for events, university housing, and pedestrian and bike-friendly connections to South Campus.

Responses/Reactions:

- Integrate South Campus more into Student Life.
- Add trails to South Campus.
- Long term real estate strategy to acquire residential homes on 7th or 10th for university purposes (faculty housing?).
- Put in a track. The lack of a track continues SJSU's racial taxation.
- Upgrading fitness and wellness facilities for athletes with academic support services.
- Put in a wayfinding signage of all major facilities.
- Create more fan experience, stores, food courts, etc. We love the sports event district!
- Affordable parking for events.



Comments on ideas for South Campus were captured at the in-person Open House.

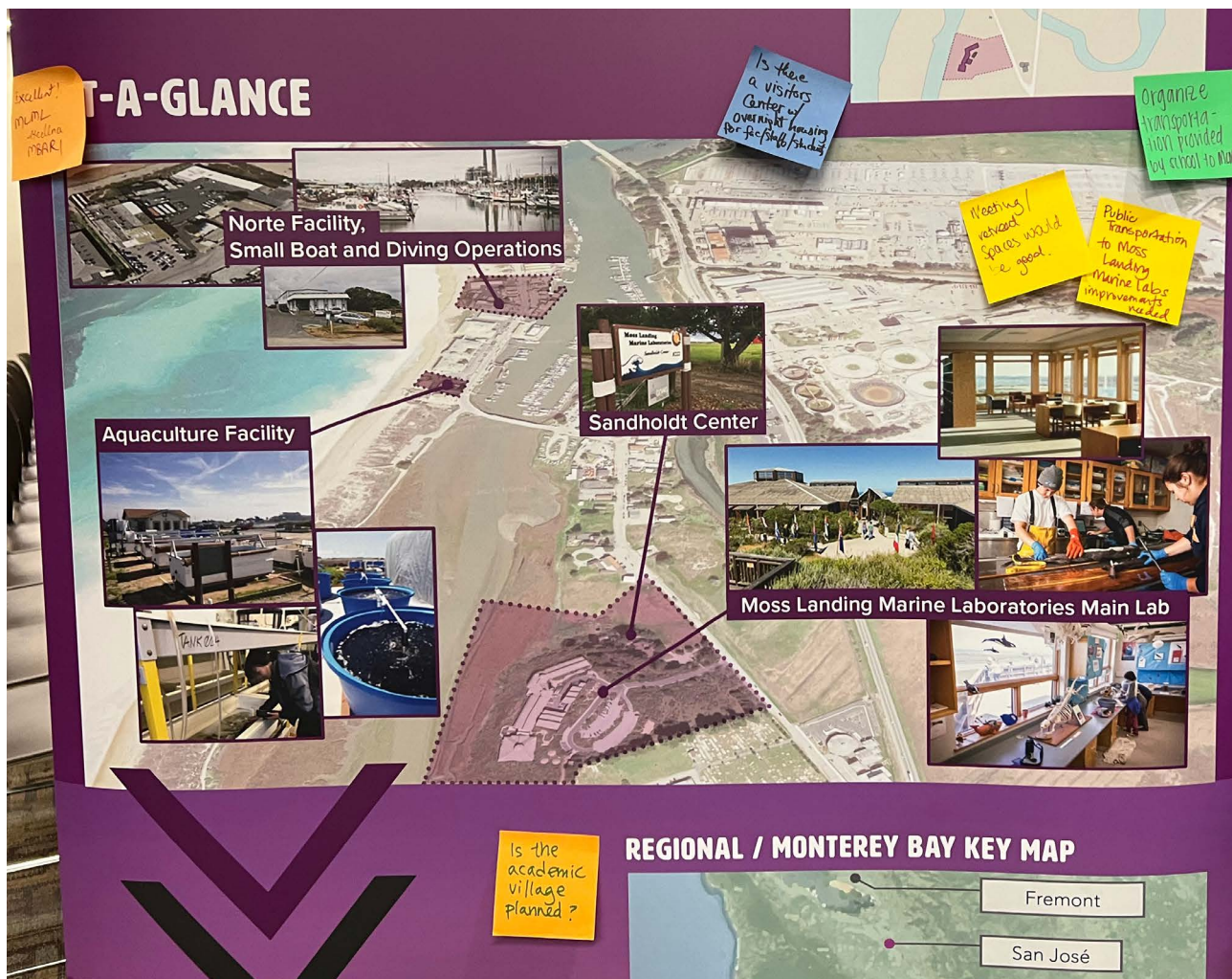
Ideas for Moss Landing Marine Laboratories

Because the CMP team is still working on ideas for Moss Landing Marine Laboratories (MLML), this section showed existing sites and posed the question: *Do you have ideas on how to best address the sites that are part of Moss Landing Marine Labs?*

Responses/Reactions:

- Is this site LEED certified?
- Is there a Visitor Center with overnight housing for faculty/staff/students?
- Meeting/retreat spaces would be good.
- Public Transportation to Moss Landing Marine Labs improvements needed.
- Organize transportation provided by school to MLML.

Many of the comments captured during Fall 2021 were questions rather than responses, demonstrating that perhaps not enough information about MLML is available to the community. Other comments express interest in providing transportation to MLML as well as housing and meeting spaces for faculty, staff, and students.



Participants commented and asked questions about Moss Landing Marine Laboratories.

Comments on Specific Buildings

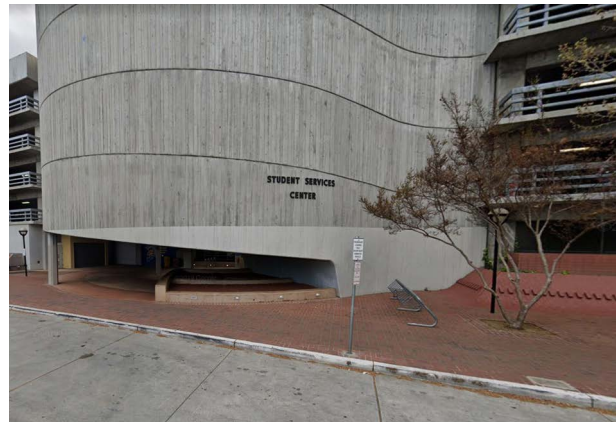
Contributors expressed concerns and recommendations for specific buildings in the plan to rebuild and renew buildings; the following represents those comments. Common topics that came up were about the location for the School of Music and Dance, the accessibility of student services, and the need for more spaces to hold activities, events, and cultural programming.

Responses/Reactions:

- Administration building:
 - Rebuild Administration building in an accessible and visible location.
 - Set up in the student services building.
 - Consolidate student academic advising, career, and cultural & student support centers; make it easy for students to find these crucial resources.
 - Replace with event spaces, museums, and classrooms.
- Duncan Hall always felt strange and uninviting.
- Dwight Bentel Hall needs to be preserved as a complimentary building that has the same style as Tower Hall.
- Engineering:
 - Engineering needs help. It is confusing.
 - New Engineering building.
- North Parking Facility/10th Street Garage:
 - Shouldn't be any offices here.
 - It's unwelcoming to have key student services in a dingy old building.
 - Consolidate Student Services into one space/building, and cover the bottom floor of this garage back to parking or storage.
 - Could be renovated with a bridge directly onto a newly remodeled second floor of the Student Services Center to make it feel more connected to campus.
 - Rather than holding club meetings/events in parking garages, provide more spaces that can accommodate events, general membership meetings, and practices for student groups.



Maintaining a mix of new, modern building styles with older architectural styles like that of Dwight Bentel Hall, pictured above, are desirable.

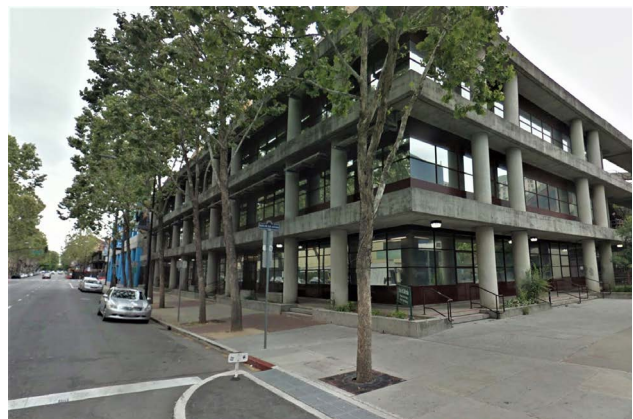


The Student Services Center is currently located at the North Parking Facility and many contributors see it as inaccessible and unattractive.

- School of Music and Dance (SMD):
 - Existing music and dance facilities are inadequate for the number of majors and the frequency of use.
 - Where will the facilities be located? If the Event Center expands, would the Music and Art building be consumed by it?
 - Convert the Alquist Building into a new building for the entire SMD.
 - Having one building would foster a lot more community and collaboration and highlight the amount of talent and high-level performing we have here.
 - Putting SMD closer to the Hammer Theatre would make logistics for performing there easier to manage, and we could possibly expand our partnership to have all SMD related performances in the space to provide a real high class experience for all students and ensembles.
 - I hope the Music building won't be torn down...I love the detail work on the front of the building.
- Spartan Recreation and Aquatic Center (SRAC):
 - Should be expanded with more enrollment.
 - Demolish Washburn Hall to complement SRAC with open field space.
- Student Union:
 - Find an appropriate home for the College of Professional and Global Education to free up much needed space in the Student Union for co-curricular offices and cultural centers.
 - Add VR gaming inside.
- Tower Hall:
 - Should have a Welcome Center.
 - Tie to Alumni relations in future iterations of the CMP.



The Vision illustration for the Central Plaza raised a lot of concern over the fate of the Music building, with contributors saying that they love the building, but also noting that the current facilities are inadequate for the number of students and use.



Planned redevelopment of the Alquist property adjacent to the SJSU Hammer Theatre Center will provide new housing for faculty and staff, and can serve as a gathering place for the community.

External Entities

There are many agencies, community organizations, and businesses external to the University that are part of the Outreach Process. Framework development begins with engaging various departments within the City of San José and Valley Transportation Authority to discuss the future of the University within the context of the greater City and region.

PRESENTATION TO THE CITY OF SAN JOSÉ

The team shared the Campus Master Plan process and initial ideas to the City of San José Directors on October 5 for discussion. As a follow-up to that meeting, ongoing standing meetings with the Planning Department and Department of Transportation were established to continue coordination between the City and University.

CITY COUNCIL MEMBER MEETINGS

The SJSU Campus Master Plan team met with San José City Council Members from District 4 and 7 on November 4, 2021 to introduce and discuss the plan. The team heard support for opening up both the Main and South Campuses to create more connections to the surrounding neighborhoods. The discussions both included discussion on the partnerships between the University and the City that are in place and new opportunities. Ideas for new opportunities included:

- Better wayfinding to the areas surrounding both campuses
- Placemaking and public art opportunities
- Partnerships with local schools
- Affordable housing development
- Incorporation of nearby amenities such as Happy Hollow Park & Zoo, the Japanese Friendship Garden, the Sharks (hockey), and San José Giants (baseball), and more
- Shared parking on campus and on lots west of South Campus as shared assets for the community
- Increased public transportation and streetscape improvements in recognition of the need to create safer and more efficient multimodal connections between the campuses, to neighboring areas, and to the greater region

PRESENTATION TO THE CITY OF SAN JOSÉ DEPARTMENT OF TRANSPORTATION (SJDOT)

On October 22, 2021, the SJSU CMP team met with the San José Department of Transportation to discuss the transportation vision for downtown San José, and between Main and South Campuses. The ideas shared included safety improvements from major transportation stops to SJSU, seamless wayfinding, design for all ages and abilities, and a coordinated parking strategy. Longer term ideas, such as conversion of one-way to two-way streets around campus, potential freeway exit ramp closures, planned bikeways, and major transit routes were also discussed. In the short term, SJDOT also shared a proposal for a Quick Strike Grant to make the temporary bike infrastructure at the edge of Main Campus more permanent.

PRESENTATION TO VALLEY TRANSPORTATION AUTHORITY (VTA)

The SJSU CMP team met with the Valley Transportation Authority on October 14, 2021 to discuss long-term transportation, safety, and ways to connect future University housing development. SJSU's Transportation Solutions team provided an update on the University's transportation demand management strategies to reduce solo-vehicle travel, and for making investments in transit, active transportation (bike, walking, scooters, rolling) or alternate forms of transportation other than cars. VTA noted that there are obstacles for student ridership including safety to/from Santa Clara Street, and suggested solutions such as widening sidewalks, adding pedestrian-scale lighting and wayfinding. Ideas for improving transportation to SJSU included better promotion of public transportation, better integration of transit stops (including potential opportunities along 10th St. and San Salvador St.), seamless fare integration, parking incentives for vanpool and carpool spaces, educational signage, and virtual permitting to promote and patrol carpooling.

SPUR TOWN/GOWN SESSION

SPUR, a nonprofit public policy organization, hosted an online panel titled "Town and Gown in San José" on November 1, 2021 to highlight the dialogue between SJSU and the City of San José. The panelists included representatives from SJSU, San José City Council, San José Department of Planning, and the San José Downtown Association. The discussion centered on cultivating a more robust relationship between the City of San José and the University to foster economic and cultural activity in the downtown area and beyond. The panelists identified areas of opportunity, which include:

- Partnerships for workforce development, housing, the integration of the campus into downtown
- Arts/cultural events, and sharing cultural assets between the university and the City, raising awareness about cultural events
- Strategies for attracting visitors into the downtown with the university area as a destination
- Collaborating with local businesses
- Strengthening the sense of pride in San José
- Incorporating the history of social justice at SJSU into the storytelling about the City
- Providing access to expertise/mentorship to support local communities

The event was attended by 79 professionals from diverse fields, including representatives from the City, SJSU, University of Michigan and UC Santa Cruz, Google, AARP, California High-Speed Rail, urban design firms, and local non-profits like SV@Home, CreaTV, and CommUniverCity.

Appendices

Appendix A: Open House Website

SJSU's Campus Master Plan Open House

- Introduction
- Information
- Vision
- Ideas



Welcome to the SJSU's Campus Master Plan Framework Online Open House!

We invite you to explore the ideas and provide feedback to shape the future of SJSU through (the extended date of) November 5th, 2021. Sign in/sign up to leave comments, or you can browse without logging in.

[f](#) [t](#) [e](#)

Edit

Transformation of SJSU through 2040

Thanks for taking the time to visit! We are sharing ideas for the **SJSU Campus Master Plan (CMP)**. The ideas presented at this Open House precede a formal Draft of the Campus Master Plan. We invite you to explore ideas and provide feedback at this site.

The SJSU Campus Master Plan is based on **Transformation 2030**. The Plan addresses the physical spaces associated with the University, including the campus layout at multiple locations, uses, facilities, public realm, circulation, and infrastructure. The Campus Master Plan guides Capital Funding Proposals for SJSU. All CSU Campuses have Campus Master Plans. Updates to Campus Master Plans only happen every few decades, so this is an important time for the SJSU Community to get involved in the planning for its future.

The SJSU Campus Master Plan Project Website documents what we have done to date. During the 2020-21 academic year, we focused on gathering information, stakeholder interviews, and an online Open House during February and March 2021, and culminated in a **Preliminary Background Report**. Now, the Campus Master Plan team presents **a framework for the campus master plan** based on goals established at the end of last year and taking into account the direction from SJSU leadership.

Edit



Information: CMP Goals and Cabinet Direction

Here is an introduction to how we got to our Vision for the Campus Master Plan.

[Explore & Comment](#)



Vision: Rebuild and Renew

Explore our ideas for the SJSU Campus Master Plan Vision through the eyes of the Class of 2020.

[Explore & Comment](#)



Ideas for SJSU

See the Campus Master Plan Ideas for Main Campus, South Campus, and Moss Landing Marine Laboratories.

[Explore & Comment](#)

Cabinet Direction

SJSU Leadership Direction for the Campus Master Plan:

SJSU President Papazian and her senior leadership provided direction regarding the following topics:

- Academic Programs and Research
- Enrollment
- Housing
- Future of Work

The full details are included here:

Summary of Campus Direction from the Cabinet

Below are the most important takeaways for the Campus Master Plan.

Academic Programs and Research

Leadership Direction:



Continuing comprehensive education for undergraduates.



Growth in graduate programs and research in emerging fields.



Collaborative research integrated with teaching with an interdisciplinary emphasis.



Increase in tenure-track faculty to at least 850 along with more full-time lecturers.

Campus Master Plan Takeaways:



Flexible space and technical support for face-to-face, hybrid and online teaching and learning.



Disciplinary space for emerging fields. Growth in Engineering, Science and Health Science, Humanities and Arts.



Innovation space for research and community engagement.



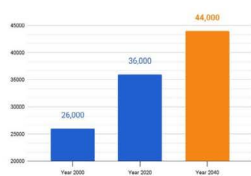
Showcase for research and teaching that exhibit and demonstrate programming.

Enrollment

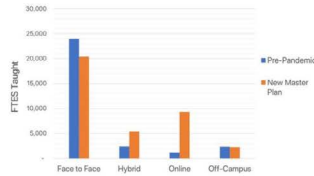
Leadership Direction:

There is a potential future total of 44,000 Fall student headcount compared with 36,000 today.

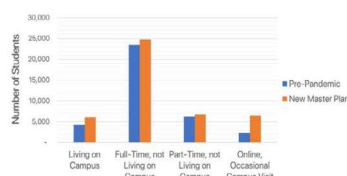
- Profile shifting toward more transfer and graduate students
- Modest growth in out-of-state and international students
- Increase in Special Session
- Increase in staff services, density, and ratios
- Recognition of support requirements for hybrid and online students, academic programs, and staff work



Moderate Enrollment Growth
(working range includes online and Special Session students)



Instructional Format
Majority of courses taught face-to-face, with significant increase in hybrid and online instruction.



Campus Experience
The most growth in Online with occasional campus visits and Living on Campus. The majority are Full-Time, not living on campus.

Campus Master Plan Takeaways:

- Facilities and services to support campus life for all students whether they live on campus, enroll full or part-time, or learn remotely.
- Additional space focused on emerging modes of instruction and effective space management.
- Increase overall Main Campus capacity from 25,000 up to 27,500 Full-Time Equivalent Students (FTES) taught on campus.
- Undergraduates living on campus need 24 X 7 services and support.
- Full-time students not living on campus need daily services and support, including evenings.
- Part-time students not living on campus need services and support on the days and hours when their classes meet.
- Students enrolled in academic programs offered entirely online or entirely off-campus may be interested in occasional campus activities or events.

Housing

Housing is envisioned as part of new mixed-use development on the two campuses. Since University-owned housing contributes to student success, SJSU aspires to provide more housing for students, faculty and staff so that they can live on Main Campus, nearby, or in a place well-connected by transit. The University encourages, supports, advocates, more affordable housing near the campus, and seeks to partner with student-serving organizations or institutions to provide more affordable housing.

Leadership Direction:

- Since University-owned housing contributes to student success, SJSU aspires to provide more housing for students, faculty and staff so that they can live on Main Campus, nearby, or in a place well-connected by transit
- Housing is envisioned as part of new mixed-use development on campuses
- The University encourages, supports, advocates, more affordable housing near the campus
- The University seeks to partner with student-serving organizations or institutions to provide more affordable housing

Campus Master Plan Takeaways:



Design the Alquist building to be faculty and staff housing in the near-term.



CV3 Project: Replace Washburn, Joe West and Dining Commons for a net addition of 1,000 beds and new dining facility over phases.



Potentially partner with student-serving housing organizations to provide the housing needed.



Consider building housing at other SJSU locations in the long-term.

Future of Work

Leadership Direction:

SJSU expects that the future of work will look differently in 20 years time. The staff, admin, and faculty will evolve to more full-time faculty with a mix of tenure-track and full-time lecturers complemented by part-time lecturers. What this means for people and patterns is that there will be more diverse students, staff, and faculty. The University employees are expected to have more interest in convenience and a premium experience on campus. And that there will also be a growing interest in less traditional work arrangements with shorter work weeks or gig work. The patterns for work will likely shift as well beyond the 8-5 that we have today. Many have found that remote work is preferred, and that there is likely some aspect of that to stay for the foreseeable future.

The evolution of work has inspired a re-evaluation of activities that need to be on-campus vs. off-campus and this greatly impacts the Campus Master Plan. In rethinking what draws people to campus and what is the most effective use of space on-campus we think of face to face services, collaboration, training, and social reasons for getting together in real space. There will also be a new need for production spaces for online experiences. There are several University functions that are not public facing that could be moved off-campus, and that has an impact on the space available on campus.

Campus Master Plan Takeaways:

- The spaces on campus will also need to evolve to accommodate the changing needs for work. There are a number of ways that the campus and network of sites can meet the future needs for work. Key parts to meeting future needs are flexible, non-dedicated spaces that can be shared or used for collaboration, the advanced technology infrastructure to support it, and a space utilization strategy that evolves as work patterns change.
- Future needs of on-campus spaces include:
 - Flexible spaces that can be shared or used for collaboration
 - Hoteling/conference space (sleeping and working)
 - Infrastructure that supports advanced technology
 - Production space for virtual activities
 - Satellite and off site space
 - Partnerships with other colleges and universities that permit SJSU affiliates to use them
 - Off site spaces that are near public transportation
 - Form that enables high function
- There are also be many future spaces to promote community and care, and commitment to Diversity, Equity, and Inclusion such as
 - More gathering spaces especially outdoors
 - Outdoor roof decks for studying, meeting, and hosting events
 - Space planning that supports unit/college identities (within reason)
 - Employee wellness space
 - Space for amenities like dry cleaning
 - Rest/break rooms
 - Daycare
 - Affordable housing
 - Built in ergonomics/Accessibility
 - Meditation/Prayer spaces
 - Ablution stations
 - Lactation rooms
 - Gender neutral bathrooms and locker rooms
 - Architecture and art installations that share our history of racial justice and injustice

SJSU Vision for 2040

The Vision for SJSU in 2040 is a renewed and transformed campus

It's spring 2040 and graduates from the class of 2020 gather enthusiastically for their **twentieth reunion**. Deprived of their last semester on campus and commencement due to the COVID-19 pandemic, they are eager to reconnect with one another and with their alma mater. They walk toward the Main Campus from the San José Downtown BART Station and see how much the Campus has transformed.

Watch the 2-minute video to hear what happens, or begin the (same) journey through each of the illustrations below. Remember, what you see presented does not represent real projects or commitments. Help us make our next iteration of the plan better by signing in and leaving your comments.



SJSU's Campus Master Plan Open House [Introduction](#) [Information](#) [Vision](#) [Ideas](#) [▼](#)

[Edit](#)

SJSU Campus Planning Notes

Locations where SJSU has Programming

Legend

- Campus Sites
- Leased or Use Agreement Facilities
- VTA Light Rail Line
- Future BART Phase 2

Potential Opportunities for Future Partnerships

Other potential sites for partnerships are being considered. They are being explored, but nothing is definite.

- San Martin Airport (to replace programming at Reid Hillview Airport when it closes)
- Private Student Housing Developers
- East of 10th between San Fernando and San Salvador
- South of San Fernando between 4th and 10th streets
- Community Colleges

The Campus Master Plan Team is also considering how these potential sites and Moss Landing Marine Laboratories may be included in the Campus Master Plan Environmental Impact Report. Because Moss Landing Marine Laboratories is in Monterey County and in the California Coastal Zone, it may need to be evaluated separately.

Long-Term Planning Perspective

- The Campus Master Plan has a **time horizon of 20 years** that includes many phases and steps.
- This planning process is a chance to think big! You might need to suspend the reality of today and think "What if?" when looking at the ideas below. **This is our opportunity to test ideas.**
- Buildings and **uses may not be in the same location** in the future. Plans show building footprints only, which are not the full representation of the capacity or design of new facilities.
- **New buildings are envisioned to be taller** with multiple floors that allow the capacity to grow and the footprints to shrink, making room for more open space.
- Strive for a **University-wide mindset** in thinking about location, best use of space, and leave room for the unassigned.
- **What you see presented does not represent real projects or commitments.** This is an iterative process! We aren't done yet. You can help us make the next iteration better with your feedback.

The Reasoning Behind the Campus Master Plan

A summary of the reasoning behind the Campus Master Plan is provided below. See the [full presentation to the Advisory Committee](#) for further detail. The Plan ideas are based on:

- **People:** The layout and organization of the campus will be based on the user experience of different people (such as 4-year undergrad, commuter, part-time/full-time student/staff/faculty, hybrid and online teaching and learning, athletics, identity groups, and more)
- **Urban Design Concepts:** The physical changes envisioned are about the campus as a whole. The framework for those ideas are around design intentions to make the campus more memorable, welcoming, and interdisciplinary.
 - **Memorable:** The big moves in the plan have to do with making SJSU campuses a stronger destination and strengthening SJSU's sense of place by celebrating landmarks and creating new landmarks.
 - **Welcoming:** The way the public realm and public spaces feel are important drivers for design decisions especially around campus entries and with the design of the ground plane which includes open spaces and public floors to be as welcoming, visible, and active as possible.
 - **Interdisciplinary:** The way spaces are organized is designed to encourage the campus to mix. This introduces non-traditional thinking about space management around hubs, flexibly designed spaces that support connection, accessibility and inclusivity.
- **Optimized Campus Design:** The new campus buildings will strive to be as sustainable and integrated as possible in the approach to operations on campus.
 - **Sustainability:** The carbon footprint, conservation of resources, transportation impacts, and resiliency of new development will be considered along with retrofits to reduce carbon emissions and operating costs.
 - **Technology:** New technology will be integrated into the design of new facilities from the beginning and existing spaces will be retrofitted to enable technology.

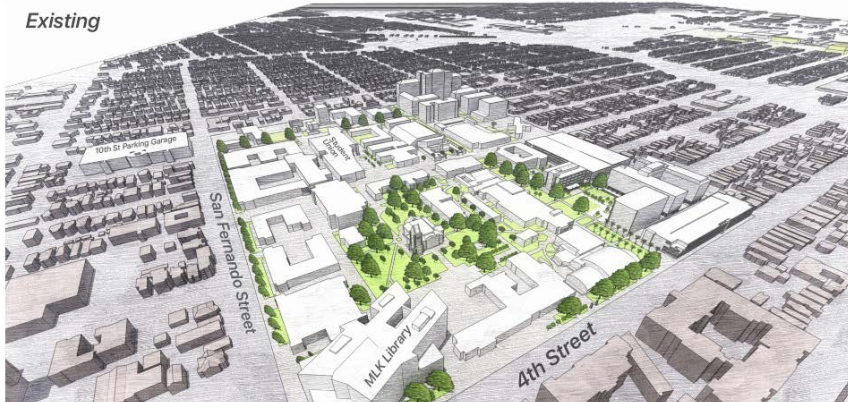
Edit

Main Campus Ideas

Potential Phases

The sequences below illustrate one of many potential ways the campus can be built up over the next 20 years. In the near term, the transformation could begin with high impact projects that form the most visible changes at the Central Plaza and Tower Lawn.

Existing



Bird's Eye View

Edit



Drop a pin to add comments about the Main Campus Plan ideas

Edit

[View High Resolution Image](#)



Edit

South Campus Ideas

South Campus is located in a mixed-use neighborhood with single family residences to the north, industrial facilities to the west and south, and a big park to the east. South Campus is the home to some of the Spartan Athletics facilities, and a central part of an emerging entertainment neighborhood that includes the San José Giants and the Sharks Practice Facility. Many of the newer improvements at South Campus have been funded through donations and have been implemented recently.

Some activities at South Campus can be consolidated to be more space efficient and to allow for a better sense of place and a greater variety of uses beyond Athletics.

Strengthening the Connection between Main and South Campus

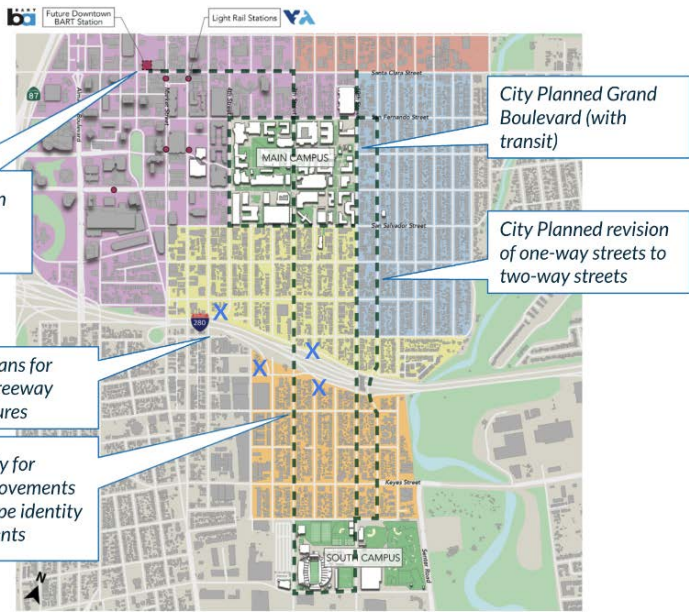
Enhancing the streetscape on 7th and 10th streets with bicycle lanes, pedestrian improvements, and signage can improve the connection between the Main and South campuses. The City of San José is also considering revising one-way and two-way streets, designating a Grand Boulevard on 10th Street, and potentially closing freeway on- and off-ramps on I-280 in the area. Other ideas include accommodating future transit options.

Connections between SJSU Main and South Campuses

Future BART Station will add transit options

Regional Plans for Potential Freeway Ramp Closures

Opportunity for safety improvements & streetscape identity enhancements



Bird's Eye View of South Campus

Edit



Edit

MLML Ideas

Moss Landing Marine Laboratories (MLML) is funded and administered by the College of Science at San José State University. Moss Landing Marine Laboratories is located in Monterey County along the Monterey Bay on the California Coast. It is a consortium of seven CSU campuses dedicated to excellence in the Marine Sciences. The MLML campus includes a shore lab and aquaculture building, the Norte Facility, marine operations, small boats, and diving operations, and the Sandholdt Center.

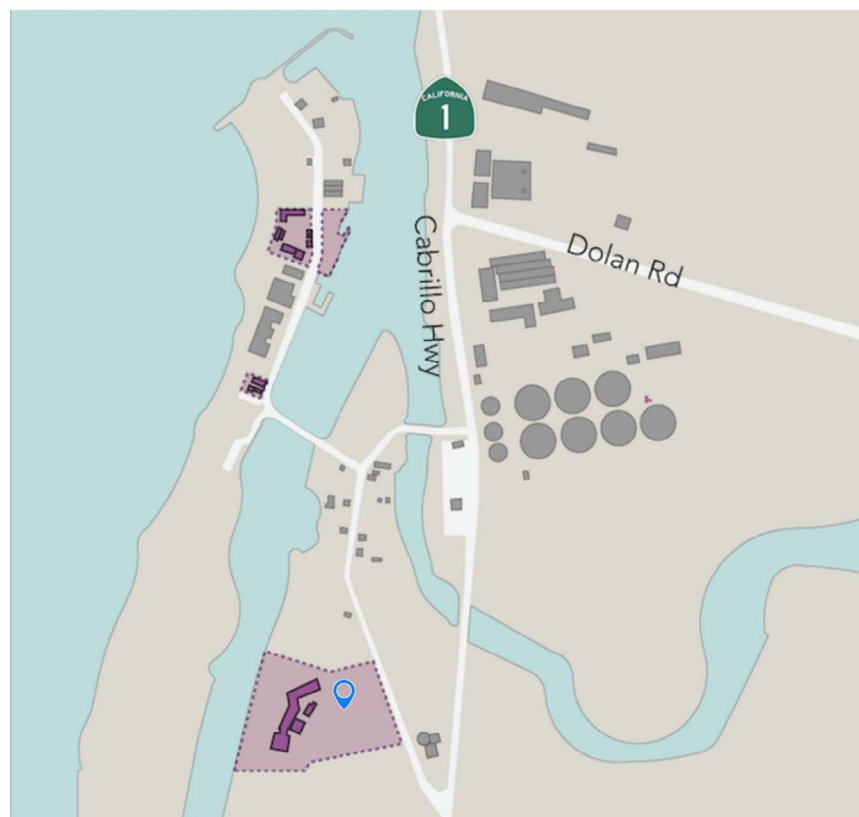
We are still working on ideas for Moss Landing Marine Laboratories. Do you have ideas on how to best address the sites that are part of Moss Landing Marine Labs?



Drop a pin to add ideas for the Moss Landing Marine Laboratories

Edit

[View High Resolution Image](#)



Appendix B: Open House Community Presentation

San José State University
Campus Master Plan
 Preliminary Vision and Framework
 Fall 2021

FIELD URBAN FIELD
 PAOLI Linda Dalton, PhD, FAICP
 Campus Planning

SJSU Campus Master Plan - Phase Two

- Campus Master Plan Process Update
- Campus Master Plan Direction from the Cabinet
- Preliminary Campus Master Plan Vision and Framework
- Fall Outreach

SJSU Campus Master Plan Update



Completion of Phase One - sjsu.edu/campusmasterplan

<p>Background Research Evaluation of existing University Plans, Strategic Plan, Goals, and Policies</p>	<p>Stakeholder Interviews, Fall 2020 80+ hours of interviews with the leadership of > 20 university stakeholder groups</p>	<p>Open House, Feb 10 - Mar 31, 2021 • 1900 unique visitors • 145 hours of online participation</p>	<p>Summary of Relevant Background for the Campus Master Plan</p>
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Campus Master Plan Goals

Preamble
The goals for San José State University's new Campus Master Plan are derived from the Strategic Plan: Transformation 2030 and based on the premise that the University's fundamental role is education broadly defined to encompass campus life, cultural context, and environmental setting, along with traditional teaching, learning and research activities.

- Overall Campus Plan Goals
- Overall Facility Programming Goals
 - Academic & Research
 - Student Life & Campus Community
 - Information Technology
- Overall Campus Environment Goals
 - Placemaking
 - Environmental Comfort
- Sustainability Goals
 - Infrastructure
 - Transportation
- Site Specific Goals
 - Main
 - South
 - Moss Landing
 - Other
- Implementation and Phasing

As reviewed and revised by the Advisory Committee and the President's Cabinet

Cabinet Direction

Academic Programs & Research

- Comprehensive Undergrad Education
- Growth in Grad & Research Programs
- Showcase Interdisciplinary Collaboration

Enrollment

- Modest Growth to 44,000 Students including Online
- More Transfer, Grad, & Special Session
- Increase in Hybrid, Online Learning

Housing

- Campus Village 3
- Alquist Site
- Partnerships

Future of Work

- More Diverse Tenure-Track Faculty and Staff
- Some Hybrid and Off Campus Work
- Emphasis on Community-Building

The Vision for SJSU in 2040

SJSU Campus Master Plan

SJSU Campus Master Plan Framework

SJSU Community Profiles - Examples of User Experience

Traditional College Student	Full-Time Student, Staff or Faculty	Working Student, Part-Time Staff or Faculty	Parent / Caregiver Student, Staff, or Faculty	Student Athlete/ Performer & Visitors
Lives on or near campus Face-to-face experience Around on evenings and weekends	Lives in the region Needs a place to land on campus M-Th 9-5 Campus schedule should also take advantage of Fridays	Balances learning and working off-campus Needs a place to land on campus Irregular schedule that may include evenings and weekends	Schedule is driven by responsibilities to others Benefits from remote work for balance Could be on campus more easily if services were available	Balances academics & athletics/performing arts Goes to special facilities on a regular basis Event/Visitor Experience is different than day to day experience

Design Principles



Memorable

- Enhance and Create Destinations
- Strengthen the Sense of Place
- Celebrate SJSU Landmarks, and Create New Ones



Welcoming

- Improve Campus Identity at Entries
- Re/Design the Ground Level and Open Spaces to Be Welcoming, Visible, Active, and Safe



Interdisciplinary

- Hubs, Mixed Uses, Flexibly Designed
- Planned for Connection and not by Division
- Spaces Designed to be More Accessible and Inclusive



Sustainable & Smart

- Reduce Operating Costs and Carbon Emissions
- Future-enabled Technology
- Design Integrating Sustainability and Technology

Hubs reimagine unassigned spaces and widen the campus experience

- Centralize Student Services
- Make Services Easy to Access
- Provide Acoustically Private Spaces for Mentoring, Instruction, and Coaching
- Add More Conference and Showcase spaces
- A Wider Range of Spaces to Host Events



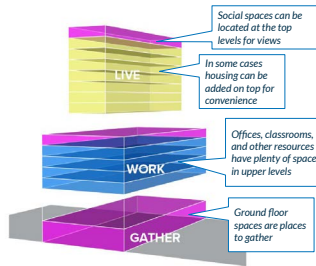
- Quiet Places to Think and Video Conference
- Creative Collisions/ Intersection of Different Disciplines, Divisions, and People

- Shared Lab and Research Resources
- Incubate/ Accelerate/ Make
- Reserved Project Spaces

- Provide Flexible Work Spaces for Small Groups with Supporting Technology

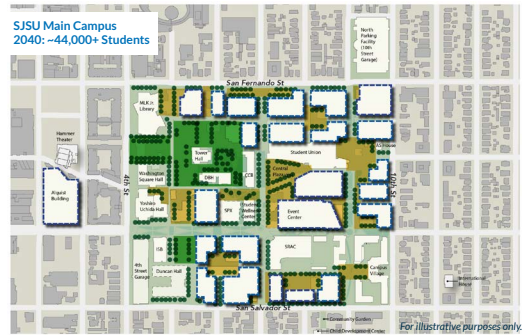
Vertical Building Organization

- Build taller buildings throughout campus to increase the capacity of the campus.
- Shrink building footprints to allow for more open space
- Use building form, massing, orientation, ground floor entryways to shape and support open spaces
- Mix divisions, uses, and activities. Intermingling is important to SJSU, a place that is grounded in applied research, creativity and innovation. Design the ground floor of every building to serve as a lobby where people can gather and cross paths



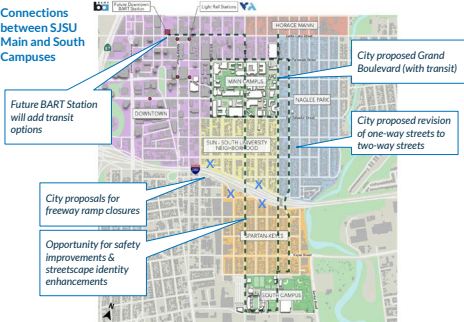
For illustrative purposes only.

SJSU Main Campus 2040: ~44,000+ Students

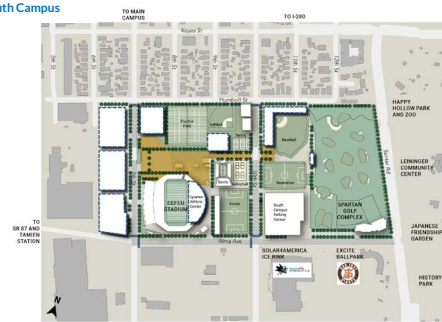


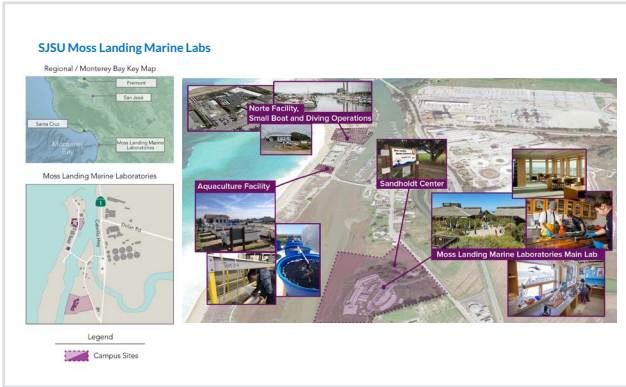
For illustrative purposes only.

Connections between SJSU Main and South Campuses



SJSU South Campus





Fall 2021 Outreach

sjsu.edu/campusmasterplan

Online

- Website for Online Feedback

Open Houses

- Mirrors Online Content
- Online October 4, 13, 20
- In-Person October 28

Meetings

- Associated Students
- Academic Senate
- Staff Council
- Campus Planning Board
- City of San Jose
- County of Santa Clara
- Etc.

Email and Social Media Campaign

Media Campaign and Word of Mouth Network

TWO KEY TAKE-AWAYS
sjsu.edu/campusmasterplan

In-Person Open House

- Student Union, Room 4
- October 28, 11-2
- Presentation at 12:30

SJSU's Campus Master Plan Virtual Open House

[Preview of Neighborland](#)

[Preview of Neighborland](#)

SJSU's Campus Master Plan Virtual Open House

Appendix C: Online Open House Analytics

Overview

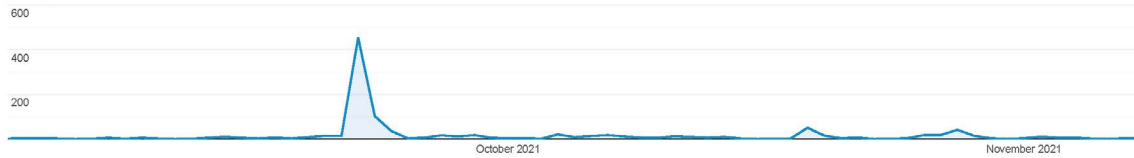
San Jose State University
8,226 Users

Sep 1, 2021 - Nov 8, 2021

Explorer

Summary

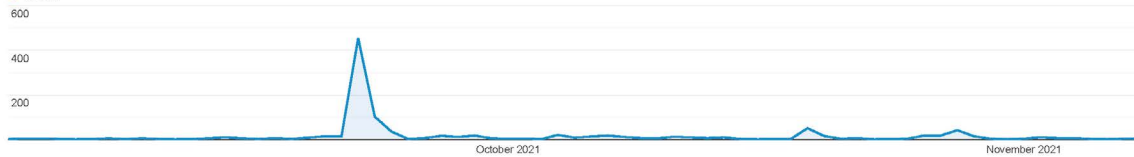
Users



Device Category	Acquisition			Behavior			Conversions Goal 1: welcome		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	welcome (Goal 1 Conversion Rate)	welcome (Goal 1 Completions)	welcome (Goal 1 Value)
San Jose State University	855 % of Total: 8.28% (10,320)	835 % of Total: 8.21% (10,166)	1,266 % of Total: 10.37% (12,203)	41.47% Avg for View: 70.02% (-40.77%)	7.26 Avg for View: 2.64 (174.85%)	00:04:40 Avg for View: 00:01:36 (190.72%)	0.00% Avg for View: 3.61% (-100.00%)	0 % of Total: 0.00% (440)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	624 (72.94%)	605 (72.46%)	972 (76.78%)	36.32%	8.78	00:05:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	230 (26.90%)	229 (27.43%)	293 (23.14%)	58.36%	2.24	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	1 (0.12%)	1 (0.12%)	1 (0.08%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

Users



Source / Medium	Acquisition			Behavior			Conversions Goal 1: welcome		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	welcome (Goal 1 Conversion Rate)	welcome (Goal 1 Completions)	welcome (Goal 1 Value)
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1. comm.sjsu.edu / referral	659 (73.22%)	645 (77.25%)	751 (59.32%)	44.74%	3.14	00:02:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct) / (none)	88 (9.78%)	83 (9.94%)	114 (9.00%)	55.26%	2.65	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. sjsu.edu / referral	62 (6.89%)	43 (5.15%)	101 (7.89%)	29.70%	9.13	00:04:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. neighborland / email	55 (6.11%)	45 (5.39%)	124 (9.79%)	43.55%	5.71	00:05:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. google / organic	25 (2.78%)	14 (1.68%)	141 (11.14%)	26.24%	27.79	00:16:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. m.facebook.com / referral	4 (0.44%)	4 (0.48%)	4 (0.32%)	25.00%	4.75	00:05:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. docs.google.com / referral	3 (0.33%)	0 (0.00%)	3 (0.24%)	33.33%	4.00	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. l.facebook.com / referral	2 (0.22%)	1 (0.12%)	2 (0.16%)	0.00%	4.00	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. api.twitter.com / referral	1 (0.11%)	0 (0.00%)	8 (0.63%)	0.00%	91.38	00:33:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. mail.google.com / referral	1 (0.11%)	0 (0.00%)	18 (1.42%)	16.67%	11.72	00:13:13	0.00%	0 (0.00%)	\$0.00 (0.00%)

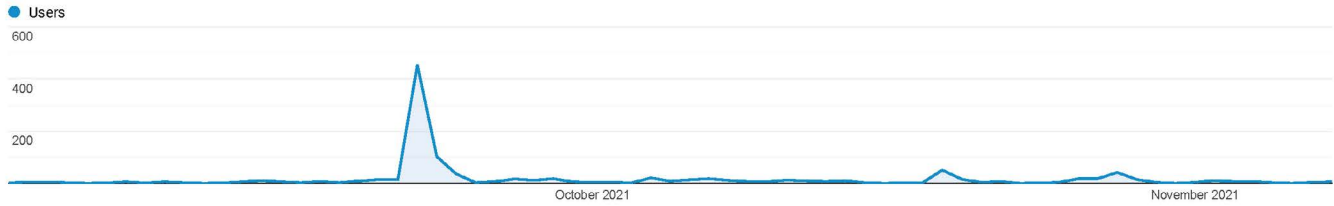
Rows 1 - 10 of 10

Audience Overview

San Jose State University
8.28% Users

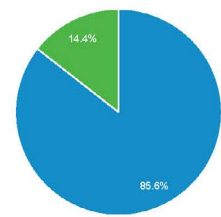
Sep 1, 2021 - Nov 8, 20

Overview



Users San Jose State University 855	New Users San Jose State University 835	Sessions San Jose State University 1,266	Number of Sessions per User San Jose State University 1.48
Pageviews San Jose State University 9,188	Pages / Session San Jose State University 7.26	Avg. Session Duration San Jose State University 00:04:40	Bounce Rate San Jose State University 41.47%

■ New Visitor ■ Returning Visitor



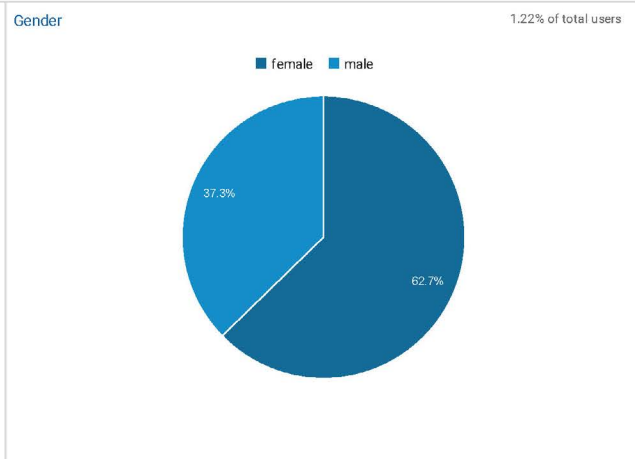
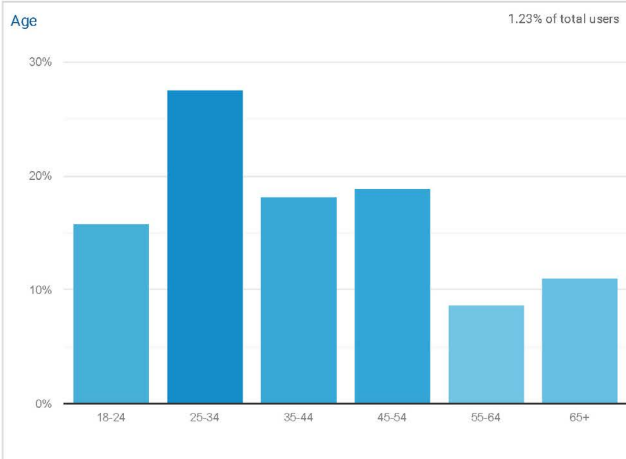
Language	Users	% Users
1. en-us	827	96.73%
2. en	16	1.87%
3. en-gb	5	0.58%
4. zh-tw	2	0.23%
5. de-ch	1	0.12%
6. de-de	1	0.12%
7. en-ca	1	0.12%
8. en-in	1	0.12%
9. ko-kr	1	0.12%

Demographics: Overview

San Jose State University
8.28% Users

Sep 1, 2021 - Nov 8, 2021

Key Metric:



Location

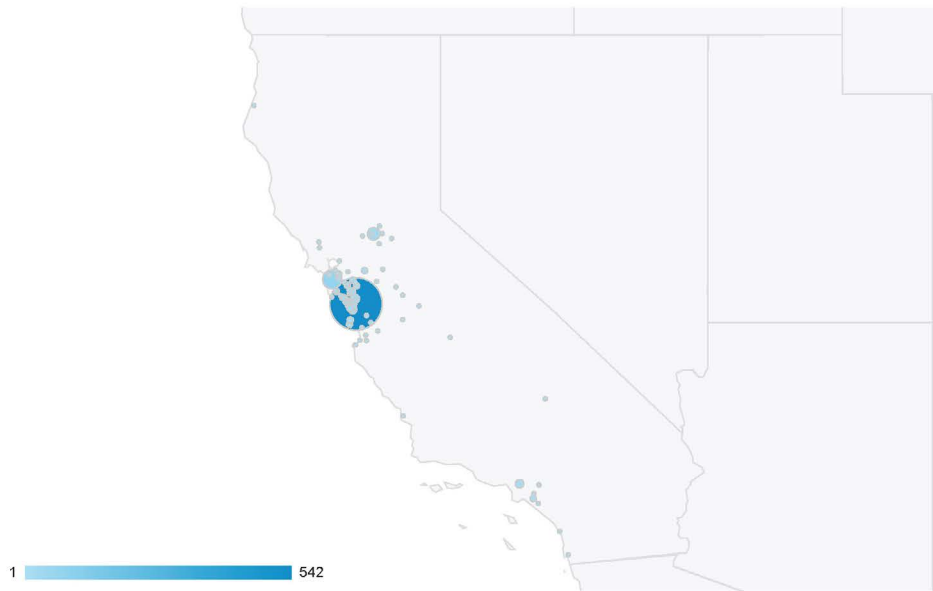
ALL » COUNTRY: United States » REGION: California

Sep 1, 2021 - Nov 8, 2021

San Jose State University
7.90% Users

Map Overlay

Summary



City	Acquisition			Behavior			Conversions Goal 1: welcome		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	welcome (Goal 1 Conversion Rate)	welcome (Goal 1 Completions)	welcome (Goal 1 Value)
San Jose State University	815 % of Total: 7.90% (10,320)	797 % of Total: 7.84% (10,166)	1,196 % of Total: 9.80% (12,203)	41.39% Avg for View: 70.02% (-40.89%)	7.06 Avg for View: 2.64 (167.38%)	00:04:43 Avg for View: 00:01:36 (194.44%)	0.00% Avg for View: 3.61% (-100.00%)	0 % of Total: 0.00% (440)	\$0.00 % of Total: 0.00% (30.00)
1. San Jose	542 (64.29%)	521 (65.37%)	684 (57.19%)	45.03%	3.26	00:02:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. San Francisco	66 (7.83%)	61 (7.65%)	100 (8.36%)	37.00%	9.68	00:07:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Sacramento	27 (3.20%)	23 (2.89%)	32 (2.68%)	56.25%	2.03	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Fremont	15 (1.78%)	15 (1.88%)	16 (1.34%)	56.25%	2.12	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Sunnyvale	13 (1.54%)	13 (1.63%)	14 (1.17%)	50.00%	4.14	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Los Angeles	12 (1.42%)	10 (1.25%)	17 (1.42%)	41.18%	7.00	00:04:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Milpitas	11 (1.30%)	11 (1.38%)	14 (1.17%)	50.00%	2.21	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Santa Clara	11 (1.30%)	11 (1.38%)	11 (0.92%)	54.55%	1.91	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Cupertino	9 (1.07%)	9 (1.13%)	11 (0.92%)	18.18%	2.64	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Los Gatos	9 (1.07%)	8 (1.00%)	10 (0.84%)	70.00%	1.40	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 71

Appendix D: Online Open House Comments

Comments about Cabinet Direction

William DeVincenzi said:

I don't see any mention of Sustainability. We can not have a plan that does not include sustainability as an integral part. Sustainability must permeate as aspects of this plan. Sustainability is the key to the future of our society and well-being. Please incorporate sustainability into the plan!

General Comments about the Vision for 2040

Katherine D Harris said:

I noticed that there's no explanation about academic buildings. DMH seems to have been demolished to create an open space, which is great. But, what about the Music/Dance programs and the Art Building? Are all of those programs meant to be within the makerspace and innovation building?

And what exactly is an "innovation" building? Because we have a VP of Innovation who primarily works on monetizing faculty research.

This is a nice user story, but we really need the facts. What do you envision being demolished and why? And where will those programs be situated? Where will the humanities and arts be integrated and how? (I don't see anything about demolishing any Engineering or Business facilities -- just the Humanities & Arts spaces.)

Fred Cohen said:

I'm concerned that the Music Building seems to be replaced by an expanded Event Center. Where are the music and dance facilities to be located? The spaces currently are inadequate for the number of majors and the frequency of use (generally). I would love to hear more about this from the Leadership. (Expanding toward South Campus makes sense unless we can convince Google to share some of their newly acquired properties with the University.)

Jessica Larsen said:

I'm excited about the idea of the Makerspace and the Innovation Center. I love the idea of a Live Feed from Moss Landing Marine Labs...its about time we bring them closer to the main campus in some fashion!

Greg Wolcott said:

I like the idea of replacing old buildings with new and building up to garner more space. Although it would be nice to maintain some of the architecture of old buildings like the Spanish roof. I would also hope that Tower Hall would be preserved. If the Event Center expands, would the Music and Art building be consumed by it? Or perhaps contained within? Could the campus find an appropriate home for CPGE, freeing up much needed space in the Student Union for co-curricular offices and cultural centers? I love integrating south campus more into campus life... could we consider connecting both campuses by making that section of 7th street closed to traffic? Much like the changes in the 90s to close main campus to traffic.

Josh Nelson said:

The innovation center is a great idea. I'd love to see a new building that more appropriately houses design. Something with classrooms and studio spaces that reflect modern day design practices and

foster interdisciplinary collaborations. Design has played a big role in what innovation is here in the bay area, and SJSU should be a big hub for that!

Ben Thienes said:

LOVE MAKING SOUTH CAMPUS THE PREMIERE DESTINATION FOR SPORTS AND ENTERTAINMENT!!! LETS GO!

Great vision, the grand entrance showcasing tower hall, great idea. All things envisioned here are awesome.

Janet S. said:

Very cool!!! I love that we're going to finally replace outdated buildings and build up, while also creating new collaborative spaces. I also like having the video feeds for MLML so they feel more connected and visible to the main campus.

Transformed San Fernando - Comments about this illustration

Jessica Larsen said:

I like the idea of creating a new entry way from City Hall to campus. I agree with Greg, why not have a gate there like other parts of our campus.

Greg Wolcott said:

I like that you can see Tower Hall from the street and like the new entry way. Why not have a gate there like we have on other parts of the perimeter? Perhaps this could be rebranded as the "entrance" to the campus as we do not really have one. Love the replacement of older buildings with newer ones. If the 10th street garage and SSC remain, it should be renovated and perhaps add a foot bridge there directly onto a newly remodeled 2nd floor of the SSC to make it feel more connected to campus. Also find a new place for the Career Center! Complete with resume workshop stations, career closet, mock interview rooms, employer hospitality room, etc.

Janet S. said:

I love the green design of the buildings and having natural light in the classrooms. The walkways should be a relaxing color (dark wood works well in this example). There should be plenty of plants to make it feel like a sanctuary tucked away in the middle of a bustling city.

Tower Lawn on 4th - Comments about this illustration

James Lee said:

With this concept, I would like to see ornamental fencing or wall that can keep some of the intimacy of current Tower Plaza and provide psychological security when on campus. The fence or wall should be a landmark unto itself, telling a story, or becoming a "lovers' locks" location--alumni revisit to see their lock is still there; or as tribute to our Asian population, maybe a Mon at the entrance. You know, separating the city from the beautiful campus

Janet S. said:

I really like this idea! I am quite familiar with that section of campus... it's dark, isolated, and not very inviting. I'm excited at having a more open landscape that feels safe and gives a beautiful view of the Tower Hall.

Thalia Anagnos said:

I am not a fan of this idea of such big opening on to 4th street. One of the nice things about Tower Lawn is that it is intimate and quiet. 4th street is noisy and all of that noise that is currently cut off

from Tower Lawn will come into the area, making it noisy and thus a much less pleasant place to hold events. Perhaps a smaller entrance would be better. or some way to create plantings that would help mitigate the noise. Finally, this drawing shows lots of new lawn. I don't think we should be adding lawn anywhere on campus. Lawn is not a sustainable type of planting. If you were going to have this entrance it should be full of low water and low maintenance plants or pebbles or permeable hardscape.

Jessica Larsen replied:

I would have to agree with all of Thalia's points in her comments above.

Central Plaza - Comments about this illustration

Jessica Larsen said:

What will happen to the Music Building? I hope it won't be torn down...I love the detail work on the front of the building.

South Campus - Comments about this illustration

Greg Wolcott said:

It would be great to create several basketball courts on south campus for open gym for student as well as faculty/staff use. This would also help drive more traffic to south campus and garner interest in SJSU athletics.

James Lee said:

I think a lot rides on taking possession of 7th street to link the 2 campuses. Autonomous vehicle traffic will require some control over that corridor, and engineering a safe walk or bike ride means having jurisdiction and possession of it.

Ben Thienes said:

Absolutely love everything here! the premiere destination for sports and entertainment in the bay area!!!

Would love palm trees lining the streets rather than coniferous/deciduous - solidify the connection to campus mirroring to the 7th street plaza. love the extra parking garages replacing the park n ride - storage for south campus facilities and growth offices can be addressed in the lower levels of the garages. Love the above ground crosswalks from garages to campus.

rie peredo said:

Exciting things! I would specifically not like to see a golf course incorporated though. That is so much land with so much water usage to upkeep non-native plants. Is that really the wasteful reputation we want to impose?

Janet S. said:

The layout looks nice! I like the idea of banners and signs to really connect the community to South Campus.

Jessica Larsen replied:

I agree...we need something visually on 7th street, connecting South Campus to the Main Campus.

William DeVincenzi said:

South campus has huge opportunity for expansion of solar arrays, over parking lots and facilities. Excess power generated can be provided to main campus, power new electric bus fleet, etc. Is south

Campus plumbed for recycled water? if not, can it be? Huge amounts of water required for turf on football and baseball facilities.

Can a mini-grid be created, including energy storage, to make these facilities energy self-sufficient?

Burford Furman replied:

Hi William!

Good ideas. In fact we've been working on a solar-powered transportation system that could replace the shuttle buses between the North and South SJSU campuses. Depending on how the solar canopy is designed, it could also be a net positive electricity producer and form a microgrid. We recently completed a study sponsored by the Mineta Transportation Institute to investigate its feasibility and visualize the user experience on the system: transweb.sjsu.edu/csutc/resear... I expect the report will be published very soon.

Buff Furman (burford.furman@sjsu.edu)

New Iconic Buildings on Campus - Comments about this illustration

Janet S. said:

This resonates with me! I can't wait to get rid of our old and unstylish building - Event Center, Hugh Gillis Hall, Science Building, etc - while keeping the iconic buildings - Library, Tower Hall, Student Union, etc.

Activated Ground Floor - Comments about this illustration

Jessica Larsen said:

I love the idea of a live feed from Moss Landing Marine Labs!

Main Campus Ideas:

Sonia Wright said:

We need to make sure that there are multiple collaborative lab spaces for interprofessional practice and education (IPE). It is becoming the standard in many health science program accreditations.

Anita Manuel said:

Career Services is currently housed in the Admin building but the location is not ideal for serving students, employers, and alumni. As a centralized career readiness center that includes a professional clothing closet, team of 17 workforce professionals, and needed training/workshop space, a more centralized, innovative, and collaborative space is needed to ensure that the 37,000 students we serve are career-ready upon graduation and that our employer partners are able to build solid talent pipeline directly on-campus.

Teri G said:

Parking will still be badly needed in the future. More students = more employees = more vehicles. For new buildings - make the ground floor parking. I bet the city of San José would appreciate that too. As for public transportation - it's not always reliable and not guarantee that it will be better in the future.

Felicia McKee-Fegans said:

What are these changes happening to Tower Hall? It's unclear from this rendering but it looks like it's being made smaller.

Felicia McKee-Fegans said:

Rather than removing parking, which is vital for those of us who commute, how about a taller, bigger or friendly parking structure. Work from home is going away and realistically, faculty, staff and students can't afford to live close to the university and public transportation for everyone is unrealistic and deaf to the needs of our campus community.

Vivek said:

Add more student housing and increase amount of dining halls on campus. Add/increase water refill stations on campus.

Josh Nelson said:

Design has emerged as a major player within tech and innovation especially here in the bay area. The design programs need spaces that are adequate to the increased demand and that facilitate and attract collaborations with industry.

Janet S. said:

I wholeheartedly agree that most of the buildings along San Fernando need to be torn down and rebuilt. As I understand it, each of them have various problems that need to be dealt with (such as rodents, spacing issues, safety concerns, etc.)

I'm surprised there are no comments for Duncan Hall. This building always felt strange and uninviting when I was a student, but I never actually went inside. I wonder if anyone has strong feelings about it staying or being torn down?

We need to preserve DBH as a complimentary building that has the same style as Tower Hall. I love looking at this old building, even if it's outdated. Perhaps we can find some special use for these old iconic buildings?

I love the idea of a beautiful walk way that looks straight onto Tower Hall. The location is a little awkward, since we don't have a parking garage next to this location, but the view of Tower Hall is iconic and should be celebrated!

Michelle said:

I would like to see this campus be more environmental friendly, more tech savvy and more culturally friendly. We should accommodate different types of students, such as a gender neutral bathroom for non-binary/trans students, lactation room for students with children, prayer/meditation room, etc. I believe SJSU should be the most technologically advanced campus in the west coast (if not nation) because we are in the Silicon Valley.

Tabitha Hart said:

In our open spaces, I would like to see more sustainable and creative, environmentally friendly landscaping. Instead of lawns, how about something that is equally pleasing to the eye but that requires less water? More local/native plants and perhaps more trees? How about more community-style gardens that link up with SJSU programming, units, activities, etc? Could we have a space on campus where our students grow fruit and vegetables and then sell them at a campus farm stand each week? Or they could be donated to our on-campus food bank.

Collin Rikkelman said:

Campus buildings should strive for low energy and water intensity, and water reuse should be emphasized in new buildings (especially student housing). Bathrooms throughout campus should be installed with toilets and urinals that do not consume much to any water. At the end of its useful life,

the facility should not receive any major upgrades and should be phased out in favor of renewable energy sources. New parking garages-- on main campus and elsewhere-- should be avoided in favor of encouraging public transportation options. Concurrently, SJSU should lobby for more transit options through BART to make public transit more attractive to students. Current parking garages should be retrofitted to accommodate photovoltaic panels, which provide local shading and renewable energy. SJSU should commit to planting native, drought-resistant vegetation on campus. Even though irrigation is purple water, grass where students do not leisure should be replaced with bark or sand to eliminate water costs and lower O&M costs. As a personal preference, I think some variety of blue (not purple) and yellow flowers should surround Tower Hall.

Jackson Baker said:

Possible to convert the Alquist Building into a new building for the entire School of Music and Dance. Having the music and dance departments in one building would foster a lot more community and collaboration that would highlight the amount of talent and high level performing we have here.

Having the SMD main building be so close to the Hammer Theatre would make logistics for performing there easier to manage; and we could possibly expand our partnership to have all SMD related performances in the space to provide a real high class experience for all students and ensembles.

Thalia Anagnos replied:

What a cool idea

Fred Cohen said:

I would like to know more about where the performing arts facilities will be located. A bullet point that addresses rehearsal, teaching and performance spaces would be welcome.

Athletics receives enormous amounts of resources of all kinds—the performing arts should benefit from the same. It's time for a College of the Arts!...and for that to be a major focus of the University.

Audrey Doan said:

There should be more visible and available transportation on-campus methods, like scooters, and campus police escorts being more seen. The campus can get exhausting to walk through after a while.

Maya said:

Not tied to a specific building, but in general:

- there should be gender neutral, handicap accessible bathrooms on the ground floor of all buildings
- parking should extend underground and ALWAYS have elevators
- landscaping should prioritize (if not be exclusively) California native plants (better for local animals, lower water usage = lower long-term cost); looking at you Tower Lawn/rose garden
- campus should be within a block, or better yet CONTAIN a multi-modal transit station (light rail, buses, easy walking access to a vibrant downtown)
- a facility on campus which highlights alumni businesses (that meet standards, obvs) with an emphasis on those which impact community good/wellness
- get the student services out of the parking garage; it is unprofessional and unwelcoming
- health-related majors should be housed near the Student Wellness Center, with built in interning opportunities
- creative majors should be housed near the library (not music - that doesn't seem like a good idea...), also with built in interning opportunities
- there should be a garden on campus which represents the native landscape of the area, before it was developed

- the Muwekma Ohlone Tribe should be given space to; advocate for themselves, educate the school populace on their history and present day, and (honestly) do whatever they feel would be appropriate with such space

Also:

- handicap accessible lactation rooms in each building
- childcare facility, with intern/training opportunities for students (childhood development, social work, sociology, psychology, nursing, etc)
- water reclamation in all buildings, used for landscaping and even building' cooling systems
- solar and wind power on all buildings
- spaces for cross-departmental collaboration (I'm not sure what this would look like, but it is much needed)
- pedestrian bridges over paths frequently taken by SJSU vehicles (made with ramps, and not stairs)
- student intern/learning opportunities with FD&O (Industrial Design/Engineering, Architecture, etc)

Greg Wolcott said:

We need more large gathering spaces. Our enrollment has grown but large spaces are still confined to Morris Daily or the Event Center. Alquist could potentially help and be a nice complement to Hammer.

Christine said:

Students need a central place for all student services that is accessible and visible. It's hard for new students and even current students to find and navigate where all services are located as it is all over the campus. The current administration building could be rebuilt as it is in an accessible and visible location and could be set up to be the student services building.

James Lee said:

As the group looks forward, I hope they will keep an eye on the past, preserving the powerful symbolism, and creating new forms of homage to SJSU's past (e.g., there should always be a MacQuarrie Hall or landmark because he was the longest serving president). Prominent voices for change can be added to the statuary (e.g., Wiggys Sivertsen for LGBTQ advocacy). Features of alumni success may be collected and displayed in campus buildings, perhaps telling the stories of accomplished musicians, entertainers, athletes, and politicians who once graced SJSU as students, prompting current students to dream big because it is in SJSU's DNA (e.g., a Charles Ginsburg installation).

Max said:

I wish we could add our Tower ID cards to Apple Wallet and tap our iPhone or Apple Watch on the card readers to unlock doors on campus, especially since eventually we need to use our Tower ID to access any permitted buildings. It's more convenient to have the Tower IDs on our iPhones and much safer.

If you guys need pointers, I actually know that Transact or Touchnet could make this possible: transactcampus.com/solutions/c...

Also, I realized that we use the GET mobile app to utilize gold points and dining dollars on our Tower ID Cards. GET can also bring our Tower Cards to iPhones and Apple Watch!

Larissa B. replied:

This is a really good idea! I always have my phone with me and sure lots of others would appreciate this as well

Larissa B. said:

There shouldn't be any offices in this building... it's unwelcoming to have key student services in a dingy old building. - that wasn't even built for this!

Suggest to consolidate Student Services into one space/building, and cover the bottom floor of this garage back to parking or storage.

Jessica Larsen replied:

I agree with Larissa on this point.

Maya replied:

Agreed

Larissa B. said:

Suggest to rebuild admin building, and make this a hub for student services - student services tower (SST).

Other campus have moved to this model to consolidate student academic advising, career, & cultural & student support centers into one building/location.

If it can't be here, I'd suggest planning for this space elsewhere! Make it easy for students to find these crucial resources.

William DeVincenzi said:

Are all new or retrofitted buildings designed to be LEED gold certified?

With the many flat roofed buildings on campus, have they been evaluated for roof top solar, and is this in the plan?

Consideration must be given to replace the fossil fuel power plant with renewable energy.

Can we enter into an agreement with San José Clean Energy to purchase clean, renewable energy to satisfy most of our needs?

Consideration should be given to replacing turf with native, drought resistant plants.

Consideration should be given to adding many more EV charging stations on main campus.

Consideration should be given to either expanding the area of the Campus Garden, or providing funding to build up (tiered structures).

Provide signage around campus to inform students of our sustainable activities at various locations, ie., drought resistant plantings, LEED certifications, recycled water usage, solar energy generation, bio-swales, etc. Raise awareness!

Replace the bus fleet with electric busses to transport students between main and south campus.

Replace all fossil fuel burning utility vehicles with electric.

Replace fossil fuel power leaf blowers, mowers and any other fossil fuel powered devices.

Assure that all campus waste is either recycled, reused or repurposed. Goal should be zero waste.

Food services should use bio-composters to convert food waste into food for plants and distribute excess to local community. No more food waste to land-fill!

Invest in "living campus" opportunities for students to engage in sustainable activities, research, programs, and projects that would enhance their educational experience.

MLML Campus Ideas

William DeVincenzi said:

Are these and proposed additions LEED certified?

Appendix E: Comments from In-Person Events

Tabling Event

What do you think about the future ideas for SJSU?

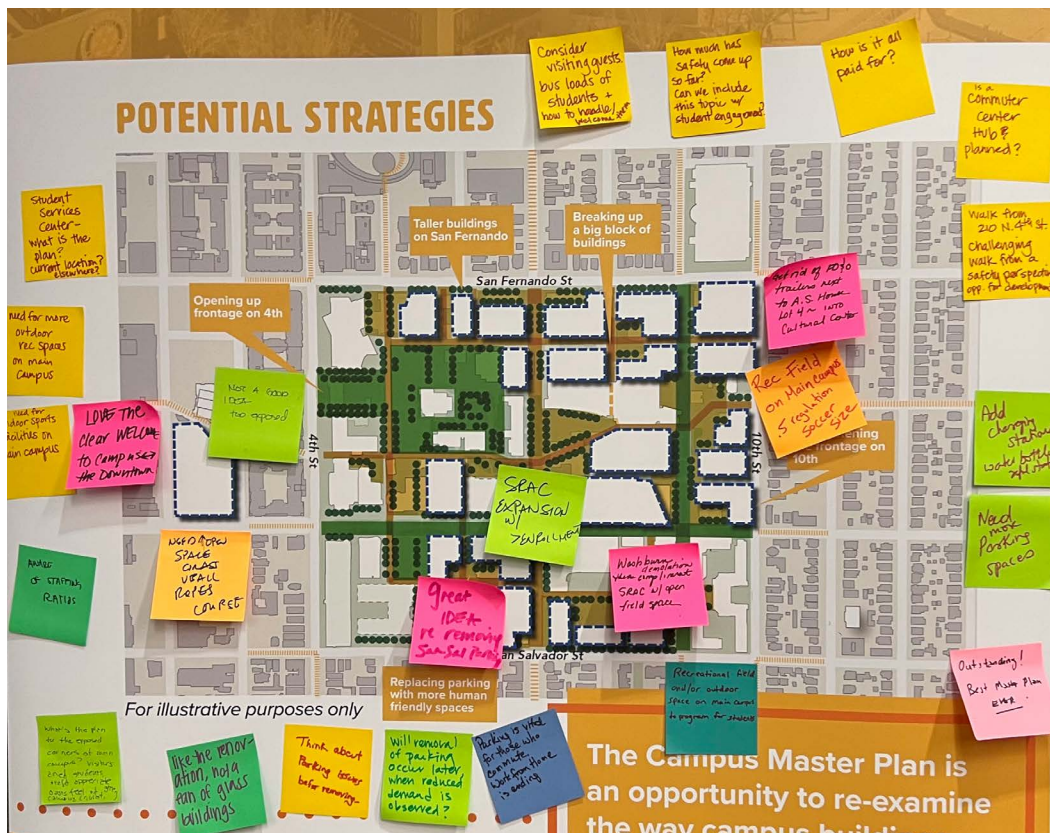


- Spicy!
- I wish we could help the homeless
- Grassy areas are less wet so people can sit on them.
- Monorail to South Campus
- It's a well organized campus.
- Engineering needs help. It is confusing.
- I like the taller buildings in the plan and more open space.
- I love everything presented!
- I like taller buildings
- Tall buildings good but with consideration for sun/shading
- Improve access, make doors easier to open
- VR gaming in student union

- Rooftop gardens
- More fresh fruit + produce, farmers market
- More fun events + great infrastructure in student welfare
- Create a outdoor, non-grassy area for meeting and gatherings
- AC overheating
- In support of 2-way streets instead of one way
- Oasis in urban area is important
- Outside exercise, not in the gym.
- I wish there was more parking
- Branded trails to South Campus
- More universal design
- Smoother walkways for wheels (roller skates)
- Better child-care options for students, staff, and faculty
- Outdoor food options.
- More parking not less!
- Library is nice. 8th floor view is great
- More lighting on South campus.
- Like the proposed connection to city hall.
- Better signage and wayfinding.
- I wish there were safer bike parking
- Like the proposed window to tower hall.
- More movable outdoor furniture and more trees
- Maps with buildings labeled - printed + on phone
- Larger main Plaza would make it feel more like a university
- Better connections to South Campus!
- Modern buildings with brick. Not all glass.
- SRAC is great
- Increase outdoor shaded areas
- MHH Remove Demo

In-Person Open House

Main Campus Ideas



- Consider visiting guests - busloads of students plus how to handle/welcome them.
- How much has safety come up so far? Can we include this topic with students' engagement?
- Love the clear welcome to campus from downtown
- What is the plan for the exposed corners of the main campus? Visitors and students and staff appreciate the green oasis feel of campus (quiet)
- Opening on 4th Street - not a good idea, too exposed
- How is it all paid for?
- Is a commuter space hub planned?
- Walk from 210 N 4th street is a challenging walk from a safety perspective. opportunity for development?
- Get rid of FO&O trailers next to A.S. House, turn Lot 4 into Cultural Center
- SRAC expansion with more enrollment
- Washburn demolition then complement SRAC with open field space
- Add changing stations, and water bottle refill station
- Outstanding. Best master plan ever!

- Recreational field and/or outdoor space on main campus to program for students
- Rec field on main campus, 0.5 regulation soccer size
- Need for more outdoor recreational spaces on main campus
- Need for indoor sports facilities on main campus
- Need open spaces grass UBALL ropes course
- Great idea removing San Salvador parking
- Will removal of parking occur later when reduced demand is observed?
- Think about parking issues before removing.
- Parking is vital for those who commute. Work from home is ending.
- Need more parking spaces
- Like the renovation, but not a fan of glass buildings
- Aware of staffing ratios
- Student Service Center--what is the plan? Current location? Elsewhere?

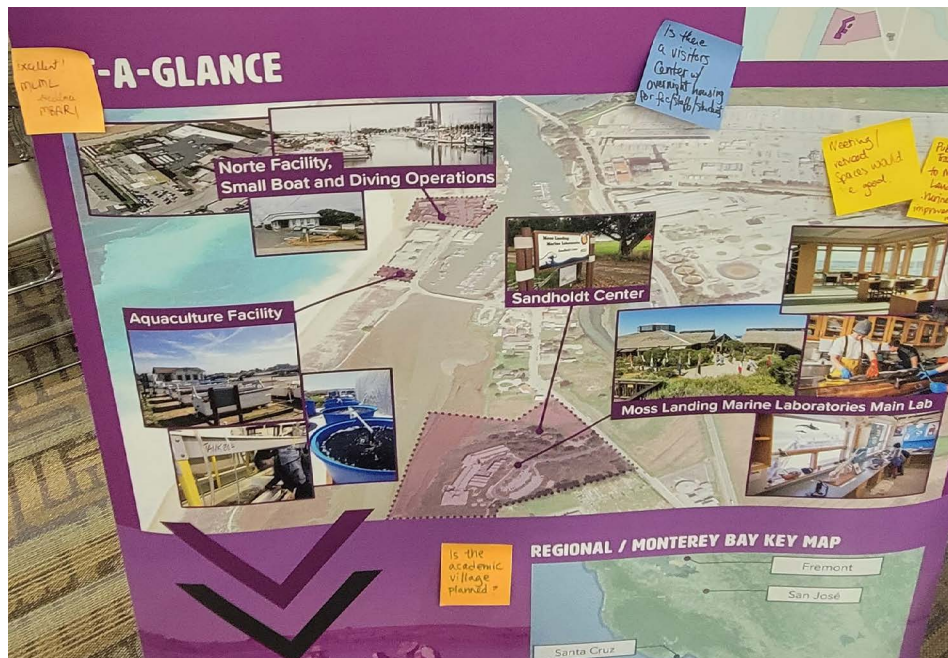
South Campus



- Beautiful vision for 7th St as connection from Main Campus to South Campus.
- Can we connect South Campus by closing 7th street to traffic? ♥♥
- Closed to link purposes via 7th St. For bikes and pedestrians
- Long term real-estate strategy to acquire residential homes on 7th or 10th for university purposes (faculty housing?)
- Integrate South Campus more into Student Life
- Put in a Track ♥

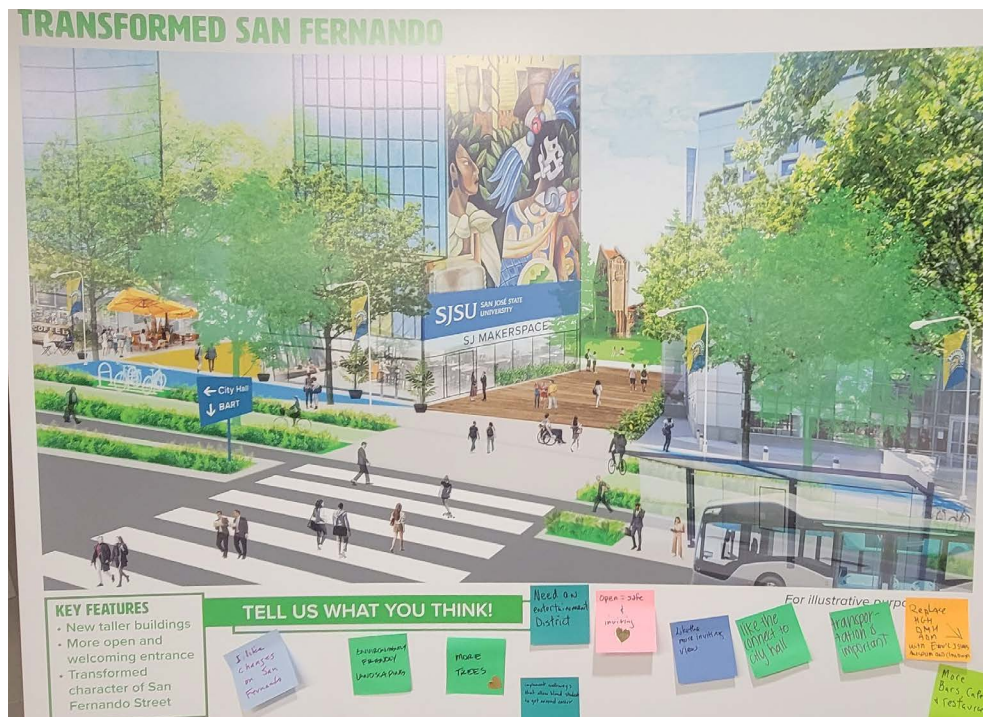
- Track and Field
- The lack of a track continues SJSU's racial taxation. 30 ft statue of Smith and Carlos but no track?
- Multipurpose fields/track.
- Rooftop basketball courts (like in Chicago)
- Upgrading fitness and wellness facilities for athletes possibly located with academic support services
- Put in a wayfinding signage of all-major facilities
- Can multi-story parking structures make up for surface lots?
- Affordable parking for events.
- Can we create more fan experience, stores, food courts etc.?
- South Campus into Sports Complex - IM, CS, OA experience
- Golf waste needs multi-use.
- I am not excited about the golf course is water use intensive.
- Athletic Aquatic Complex
- Indoor Sports facility.
- High Ropes course needed.
- We love the sports and event district.
- Where is community access for trade? Like Stanford or other Universities.
- Access for non-athletes to space and facilities ♥
- These one-way streets suck. Smoggy. Noisy. Two-Way--yes!

Moss Landing Ideas



- Excellent
- Is there a visitors center with overnight housing for faculty/staff/students?
- Meeting/retreat spaces would be good.
- Public transportation to Moss Landing Marine Labs improvements needed.
- Organize transportation provided by school to MLML
- Is the academic village planned?

Transformed San Fernando



- I like changes in San Fernando.
- Open, safe, and inviting ♥
- Environmentally friendly landscaping
- More trees ♥
- Like more inviting views
- Like the connect to City Hall
- Replace HGH, DMH, ADM with event spaces, museums, and classrooms.
- Need an entertainment district
- More bars, cafes and restaurants.
- Transportation is important.

Tower Lawn on 4th



- Love this. ♥ ♥
- I love the walkway to Tower Hall.
- Great advancement opportunity, needed gathering space. ♥ ♥
- I love the great opening ♥
- Love this idea - make this a community space
- Programmable community space.
- Mixed feelings about this with the loss of intimacy and safety.
- Same. Mixed feelings. It's lovely and welcoming, but to who?
- Keep Tower Lawn more intimate. This will be so noisy.
- Not a fan of the big opening
- Ouch! Ruins the quiet park atmosphere
- Currently the existing science building blocks traffic noise, creating a park-like setting in the center of campus. What mitigations can there be?
- How will you mitigate the noise (ex. motorcycles) for Tower Lawn?
- Include digital signage/directory.
- Welcome Center near entry at 4th would be perfect for visitors/schools visiting & orientation.
- Welcome Center - put in Tower Hall
- More security more cameras for open spaces
- Make sure the area is well lit (safety concerns)
- I like the visibility of the tower.
- Air conditioning in Tower Hall

- Universal design with shared spaces.
- Gender-neutral bathrooms on every floor of buildings.
- Gender-neutral bathrooms ♥
- Reuse building materials.
- A building's purpose should be obvious from the name
- Nothing under 5 levels -- do not waste space.
- I like the idea of vertical buildings creating more space

Central Plaza



- Consider some type of permeable landscape to make tabling setup for student organizations easier.
- Improve Wi-Fi outside and inside this space.
- Incorporate nature.
- Smaller footprint for new buildings and green spaces between buildings.
- Built-in amplified sound system in outdoor spaces.
- Expand into 7th St for active spaces.
- Excited about the makerspace and Innovation Center!
- What innovation? How is it different from the idea lab?
- What is the “innovation” building?
- Culturally-inclusive food vendors!
- Centralize student service by CPGE move.
- Where will Music and Dance move to?
- Programming on nights plus weekends, 24/7, 365 days.
- Consider the student experience in all these plans. What is the student day life on the campus?

Activated Ground Floors/Interdisciplinary Hubs



- Love the commuter lounge ♥ ♥
- Commuter student basic need area - lounge, refrigerators, lockers, etc.
- Water bottle refill station with education signage
- Support for online classes ♥
- Prayer meditation rooms.
- Lactation rooms. Currently the campus of 44K only has two. ♥
- Faculty/staff dining room/lounge ♥
- Bring back faculty club! Higher-end dining/meeting experience for recruiting/advancement ♥
- Combine career and employer-sponsored services with innovation/entrepreneur center.
- Need a central place for student services. ♥
- Would love to see a central space for student advising that is with the cluster of student services.
- Rebuild Admin building into student services hub
- Where is the evidence of “student experience” in this plan? How are students’ daily life represented?
- I like having the video feeds for Moss Landing so they feel more connected and visible to the Main Campus

- 3rd, 4th, 10th 11th Streets - make it two-way and reduce car speeds.
- Central oversight for reservations for all spaces.
- Love live feed from Moss landing.
- Consider ways to manage (reduce) noise pollution.
- Create beautiful useful outdoor spaces to make the most of the CA climate.
- Design spaces for cultural centers
- Current spaces for cultural centers are too small! Must add space. ♥
- Not a student center - feels touristy.
- Water reuse
- What is the timeline for teardown Admin?
- Tower ID cards in apple wallet.
- Accessible and equitability in mind. ♥
- More large gathering spaces.
- Where is the sustainable renewable energy at? Can we think more about the climate future?
- Locker rooms storage for commuters in the middle of campus.
- More sustainable spaces.
- Get rid of old buildings
- Need to have an entertainment district.
- Moving bikes on campus is that the goal? If yes security needs to be enhanced
- Most buildings on San Fernando should be rebuilt
- Dark, isolated, and not inviting - would like more open landscape (Tower Hall on 4th St)
- We should house basketball courts on South Campus.
- Would like more connection to the South Campus.
- More inexpensive parking
- Where will performance spaces go?
- Thank you for including MLML.
- Community gardens
- Definite need for space for renters
- The perceived lack of parking is concerning. Need to be realistic about the behaviors of our community. Will employees be working remotely in large numbers?
- CMP should involve all aspects - IT, community, jobs - not just buildings
- Focus more on student life, housing, and services and less academic athletics (but it's important too)
- More student meeting program spaces.

