

Exhibit C: EA-MR-PR-1010C
Stakeholder and Communications Methods Matrix

Stakeholder Group ---->	City Council	City Partners	Commuters	Concerned Citizens	Developers and/or Contractor Communities	Funding and Partnering Agencies	Individuals, business employees/ customers, institutions (real estate impacts)	Individuals, business employees/ customers, institutions (no real estate impacts)	Individuals, business employees/ customers, institutions (near boundaries, disruptions to access, etc.)	Internal Project and Service Operator Staff	Internal Staff (Other)	Investors	Legislative Delegates	Media	Neighborhood/Business Associations	Public Safety Agencies	Special Event Promoters	Business, Residents, Patrons and Commuters	Current Transit Users/ Future Service Recipients	Special Interest Groups	Transit Advocates	Transit Agencies - BART, SamTrans, AC Transit	Transit Related Organizations - Caltrans	Transportation Circles - APTA, CTC, MTI	Santa Clara County	Bay Area Wide
Advertisements			X		X		X	X	X			X			X		X	X	X						X	X
Briefings	X	X		X	X	X				X	X		X	X	X	X						X	X	X		
Brochures	X												X		X										X	X
Celebratory/Recognition Events	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Changeable Message Signs			X				X	X	X									X	X							
Construction Message Line	X	X	X	X	X		X	X	X	X	X		X	X	X		X	X	X	X	X	X	X	X		
Construction Relations Officer			X	X	X		X	X	X	X								X	X							
Customer Relations Management (CRM)	X	X	X	X	X		X	X	X	X	X		X	X	X		X	X	X	X	X	X	X	X	X	X
Dedicated Staff	X														X											
Door-to-Door Visits							X		X						X											
Emails	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Field Office Hours				X	X	X	X	X	X	X	X			X	X											
Flyers							X	X	X						X	X	X	X								
GovDelivery/Salesforce	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X		X	X			
Interpreters							X	X	X					X	X	X				X	X					
Local Business Centers/Districts promotion support – ads, outdoor signage, etc.							X	X	X								X									
Media Outreach			X	X				X	X					X	X		X	X	X	X	X		X		X	X
Newsletters				X	X	X		X	X	X	X	X			X	X		X	X	X	X	X	X	X	X	
Other Groups Meetings	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Other Groups Publications	X	X	X		X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Personal Communications	X	X	X	X	X	X	X	X			X	X	X													
Phone Calls	X	X		X	X	X	X	X	X		X	X	X	X	X	X			X	X	X					
Presentations	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X		X		X	X	X	X	X		
Press Events	X	X											X	X			X									
Public Meetings/Workshops			X	X	X			X	X						X			X	X	X	X					
Public Service Announcements (PSAs)			X	X														X	X	X	X				X	X
Real Time Information			X	X				X	X	X	X			X	X	X		X	X	X	X	X	X			
Signage – Construction Areas			X	X	X	X			X									X	X						X	X
Signage – Project Corridor			X	X	X	X	X	X	X									X	X						X	X
Social Networking Sites (Facebook/Twitter)			X	X	X	X		X	X	X	X	X		X	X		X	X	X	X	X	X	X	X	X	X
Speaking Engagements, Presentations or Forums				X	X	X		X	X	X	X	X			X				X	X	X	X	X	X		
Special Contract Provisions (ex. "no work during holiday hours")					X	X		X	X						X	X		X	X							
Take One Customer Newsletter																			X		X	X	X	X		
Television Cable Buys			X	X																X					X	X
Television Community Programming				X					X						X											
Timepoint Employee Newsletter										X	X															
Tours	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X				X	X	X	X	X		
Translations				X			X	X	X					X	X						X				X	X
Visuals	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X
Website	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X
Web Camera	X	X		X	X	X	X	X	X	X	X	X		X	X	X										
Word of Mouth	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X